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United States Department of the Interior
National Park Service

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NAT. REGISTER OF HISTORIC PLACES
NATIONAL PARK SERVICE

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. **Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).**

1. Name of Property

historic name Heathman Hotel

other names/site number Park Haviland Hotel; Park Tower

2. Location

street & number 723 SW Salmon Street ☐ not for publication

city or town Portland ☐ vicinity

state Oregon code OR county Multnomah code 051 zip code 97205

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this _X_ nomination ___ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property _X_ meets ___ does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

___ **national** ___ **statewide** _X_ **local**

Signature of certifying official/Title 6·27·14 Date

Oregon State Historic Preservation Office
State or Federal agency/bureau or Tribal Government

In my opinion, the property ___ meets ___ does not meet the National Register criteria.

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

✓ entered in the National Register ___ determined eligible for the National Register

___ determined not eligible for the National Register ___ removed from the National Register

___ other (explain:)

for Edson K. Beall 8·25·14

Signature of the Keeper Date of Action

Heathman Hotel
Name of Property

Multnomah, OR
County and State

Ownership of Property
(Check as many boxes as apply.)

- [X] private
- [ ] public - Local
- [ ] public - State
- [ ] public - Federal

Category of Property
(Check only **one** box.)

- [X] building(s)
- [ ] district
- [ ] site
- [ ] structure
- [ ] object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1		buildings
		district
		site
		structure
		object
1		**Total**

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing)

Downtown Portland, Oregon MPS: Historic Resources in Downtown Portland, Oregon, 1906-1931

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions.)

DOMESTIC – Hotel

Current Functions
(Enter categories from instructions.)

DOMESTIC – Multiple Dwelling

7. Description

Architectural Classification
(Enter categories from instructions.)

LATE 19th AND EARLY 20th CENTURY AMERICAN MOVEMENTS - Commercial Style

Materials
(Enter categories from instructions.)

foundation: Concrete
walls: Brick
roof: Asphalt
other:

Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with **a summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The1926 Heathman Hotel is located at 723 SW Salmon Street in downtown, Portland, Oregon. Specifically, it is located on lots 5 and 6 of Block 209 in the City of Portland, Multnomah County, Oregon. The building is located in an urban setting, prominently sited at the north end of the South Park Blocks. It occupies the southwest quarter of Block 209 and faces south onto Salmon Street with Park Avenue to the west. The parcel is 100-by-100-feet. The reinforced-concrete structure is eleven stories in height with a full basement. It was constructed as a hotel and continued in that use until the 1980s. It was then closed for code violations, sold to new ownership and adapted to affordable HUD-sponsored (United States Department of Housing and Urban Development) single-room occupancy (SRO) housing. It was recently modernized as affordable housing using federal historic tax credits. The Heathman Hotel is clad in tapestry brick with white terra-cotta, GFRC and sheet-metal trim. Designed by the prominent Portland architecture firm of Claussen and Claussen, the building may be classified as late-19th century and early-20th century American Movements – Commercial Style. The interior features ground-floor storefronts and a building lobby; portions of the second-floor were originally the upper level of the lobby but were adapted to housing in the 1980s renovation. Floors three through eleven are organized in a “U”-shape with the opening toward the rear of the lot, and individual units along a double-loaded corridor. Alterations include modifications at the storefront level with new cladding and new storefronts, replacement of window sashes in the original frame, and interior modifications to accommodate the residential use.

Narrative Description

The Heathman Hotel is located at 723 SW Salmon Street, and faces south onto Salmon Street and at the intersection with Park Avenue.

SETTING

The building’s setting is urban and developed. It is located southwest of downtown Portland's retail core and just west of Broadway, the City’s theater district. The downtown retail core, centered on Pioneer Courthouse Square, is two-plus blocks away. The general area surrounding the Heathman has mid-to-high-rise buildings constructed to the lot lines. To the north and east of the Heathman is a mix of modern, mostly full-block, hotels and office buildings. To the south and west are older, more commonly quarter-block residential buildings. The setting is also defined by the Heathman’s proximity to the South Park Blocks. These blocks constitute a green space spine of 20,000 square foot blocks that run south from Salmon Street to Interstate 405. The landscaped parks are dominated by mature trees complemented by early-twentieth century statuary. Flanking the South Park Blocks are cultural institutions, including the Center for the Performing Arts, Oregon History Center, the Portland Art Museum and the city's largest concentration of churches, mostly built in the early-twentieth century. At the south end of these blocks is Portland State University.

The Heathman occupies the southwestern quarter of a traditional 200-foot-by-200-foot Portland block. The building faces Salmon Street, which is a primary east-bound arterial with two traffic lanes and parking on both sides of the street. On the west is Park Avenue, which has a single north-bound travel lane with parking on both sides. The remainder of the block contains three buildings. Abutting the Heathman to the east is a 1924 two-story retail building. Abutting to the north is the Wheeldon Apartment, a 1909, 50-foot wide, four-story apartment building, which is listed in the National Register. Also abutting to the north on the interior parcel (and to the east of the Wheeldon) is the 1910 four-story Caples Hotel, again 50-feet wide. In the 1980s, the Caples was adapted for retail and office use. At the opposite (northeast) corner of the block from the

Heathman is the five-story, quarter-block 1891 United Carriage Building, also adapted for retail use in the 1980s.

Directly to the south are the 1928 Paramount Theater, which occupies three-quarters of the block, and the ten-story 1927 New Heathman Hotel, which occupies the remaining quarter-block. Both buildings are listed in the National Register. The New Heathman faces east onto Broadway. Further to the east, across Broadway, is a half-block 1992 office high-rise, the 1000 Broadway Building, with the full-block 1962 high-rise Hilton Hotel on the north side of Salmon.

To the southwest of the Heathman is the north end of the Park Blocks with the 1924 eight-story Roosevelt Hotel just beyond. Due west, across Park Avenue, is the 1910 Arlington Club. Both the Roosevelt Hotel and the Arlington Club are listed in the National Register. Northwest, across Park Avenue and adjacent to the Arlington Club, is the 1999 ten-story Paramount Hotel.

SITE

The subject parcel is 10,000 square-feet. The building is constructed to the lot lines. The site is fully developed, and slopes slightly down from west to east and from south to north. There are no character-defining landscape features. Framing the building on the south and west sides are sidewalks with street trees.

EXTERIOR

The Heathman Hotel is eleven stories with full basement constructed of reinforced concrete. At the third-floor, the building has a central light well and becomes a "U"-shape in plan, with the opening toward the rear of the lot. On the east side is a shallow light well that abuts the neighboring commercial building.

The building's primary façade faces south onto Salmon Street with a second primary façade facing west onto Park Avenue. Both façades are similar in design and materials. Both are clad in tapestry brick that vary in shading from deep red to black. Brick is laid in a stretcher bond with gray mortar. Upper floor windows are double-hung, one-over-one lights with original wood frames and white terra cotta sills; within the frames, the sashes have been replaced with modern sashes.

Vertically, fenestration divides the 100-foot wide south façade into nine vertical bays. The outside bays are slightly wider with windows divided by a wood mullion. The seven interior bays each have a single window in the center; west bays are slightly narrower than the outer bays.

Horizontally, a classically detailed terra-cotta belt course above the third-floor and a painted sheet-metal belt course above the ninth floor divide the façade into a traditional tripartite configuration with a two-story base, seven-story shaft, and two story capital. The base is defined by terra-cotta and glass-fiber reinforced-concrete (GFRC) skin. At the first floor is a central entry flanked by two storefronts on each side, with the outside storefront narrower than the inside. Storefronts are modern aluminum frame with plate glass surmounted by a multi-light transom. At the second-floor are casement windows surmounted by a transom; the easternmost second-floor window is substantially larger as it fills the opening of a one-time pedestrian bridge installed in the 1960s and then removed in the 1980s. The seven-story shaft above is consistent from floors three to nine with tapestry brick and one-over-one-light windows. The two-story capital is distinguished by distinctive decorative brickwork. This brickwork includes rectangular brick panels in header bond between each window that runs the height of the capital. These panels are similar but the three central west windows are narrower than the remaining windows. Complementing this ornamentation are spandrels of similar rectangular brick panels in header bond. The brick just below the cornice features a horizontal band displaying a similar design. The cornice is classically detailed, painted sheet-metal.

The west façade is very similar to the south in materials and general organization. At the ground-floor, the central entry is narrower than its counterpart on the south elevation. Also, on the west, upper floor windows are paired in four of five bays; the second bay from the south being different with only a single window. This contrasts with the south façade, where fenestration is consistent. Similar to the south elevation, the windows at the eleventh floor were again widened.

The east and north facades are utilitarian party walls. Where exposed above the adjacent buildings or in light wells, the skin has a painted cementitious finish. The east façade has a one-bay light well recessed 60-feet from the north. At the north center is a central light well that is also one-bay-wide and 60-feet deep.

Exterior Alterations

As with many commercial style buildings, the ground floor has changed over time. Storefronts were modified to meet tenant needs. In general terms, the property underwent two major renovations.

The first was in the late 1960s. New ownership attempted to infuse the property with new energy in a fading marketplace. The canopy on Salmon Street was removed, while a second story pedestrian bridge was constructed at the east connecting to the Paramount Theater and New Heathman Hotel. Other work included modifying the south and west portions of the eleventh floor for a dining room, bar and swimming pool. This change was expressed on the exterior by widening the windows on this floor.

The second era of change occurred in the early 1980s when the building was adapted for affordable housing. At that time, the pedestrian bridge was removed and the opening infilled. A canopy was reintroduced at the Salmon Street entry, and the lower floors were modernized with new GFRC cladding. Upper floor window sashes were replaced with similar aluminum sashes set within the original wood frames.

The property was recently modernized using federal historic tax credits, but without significant exterior changes.

INTERIOR

As built, the hotel featured public spaces on the first and second floors, commercial leased spaces on the ground floor, and guest rooms on floors three through eleven.

The hotel was entered primarily from a doorway at the center of the south façade, supplemented by a second entry at the center of the west façade. These two entry corridors led to the hotel lobby, a two-story space at the northeast with an open stair along the east wall. To the northwest was a formal dining room. Along Salmon Street at the south were retail storefronts. Finishes then included travertine marble at the entries, stained wood paneling in the lobby and a wood-beamed ceiling. In the 1984 rehabilitation, when the building was adapted for affordable housing, the first floor was modified. The south entry became the sole entry to the building; the west entry was incorporated into an expanded leased commercial space at the west. The dining room at the northwest corner also became part of that retail space, though none of the original finishes remained. The building lobby was the width of the south entry with building offices north just beyond the elevators. The remaining portion of the lobby, including the two-story space, was walled off and incorporated into an expanded commercial space to the east. This space retained the wall panels and beamed ceiling.

As built, the second floor housed dining spaces at the west and south, along with a beauty parlor at the southeast corner. It also included a mezzanine overlooking the lobby with the lounge. Following the 1984 renovation, the mezzanine was retained but the remainder of the floor adapted to nine rental units.

Floors three through ten were built as guest rooms, organized around a double-loaded “U”-shaped corridor with the hotel lobby located at the center rear. Today, these floors retain their original form but the hotel rooms

have been adapted into single-room occupancy accommodation. As built, each floor had 29 rooms. Some included only a sink/toilet; others shared a bath, while others had a full private bath. In the renovation, a bathroom and kitchenette was installed in each room. As built, the eleventh floor was similar to the lower guest room floors.

Interior Alterations

The interior has been modified twice. In the 1960s, the eleventh floor was adapted from guest rooms to a swimming pool and “sky lounge” in an attempt to meet market demands. In the 1980s, the building, which by this time had become private senior housing, was first closed for fire, building and other code violations, and then modernized for government-sponsored senior housing. This 1980s renovation modified the ground floor by expanding the commercial lease spaces, adapted the second floor for guest units, returned the eleventh floor to guest units, and modernized units on floors three through ten. The modernization included installing individual bathrooms and kitchenettes into each unit, as well as air conditioning the entire building. Just recently, the interior was again modernized using federal historic tax credits with updated systems and finishes but without any reconfiguration.

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- [x] A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- [ ] B Property is associated with the lives of persons significant in our past.
- [ ] C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- [ ] D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- [ ] A Owned by a religious institution or used for religious purposes.
- [ ] B removed from its original location.
- [ ] C a birthplace or grave.
- [ ] D a cemetery.
- [ ] E a reconstructed building, object, or structure.
- [ ] F a commemorative property.
- [ ] G Less than 50 years old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions.)

Community Development

Period of Significance

1926

Significant Dates

1926

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Claussen & Claussen

Period of Significance (justification)

The period of significance is the date of construction (1926) as part of that collection of buildings that redefined downtown Portland from 1915 to 1931.

Criteria Considerations (explanation, if necessary) N/A

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

The Heathman Hotel was designed by the architecture firm of Claussen & Claussen and built in 1926 for hotelier George Heathman. It is locally significant and eligible for listing in the National Register under Criterion A, in the category of Community Development. The building is being submitted under the umbrella of the Multiple Property Submission (MPS), "Historic Resources in Downtown Portland, Oregon, 1906-1931," and meets all of the registration requirements of that MPS. Under that MPS, individual resources are eligible under the category of Community Development, as representing that collection of buildings that reflected the shift in the downtown's epicenter, the vertical growth in the downtown, and the emphasis of commercial over residential development in the downtown in this time frame.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

The Heathman Hotel is important locally as part of that collection of 184-plus buildings constructed in the 1920s which came to redefine downtown Portland. This construction boom is detailed in the historic context MPS, "Historic Resources in Downtown Portland, Oregon, 1915-1931." At the time of construction, the Heathman was the largest and most elegant hotel in the city. Yet, located adjacent to the City's growing theater district, the Heathman's location was comparatively remote from the city's core located to the east and north. The Heathman's size, location, and upscale location, as well as its method of financing, clearly illustrate the construction boom and its impact on the city's downtown. Under the MPS, buildings which meet the general and specific registration requirements are eligible for listing in the National Register. The Heathman is eligible under Criterion A for Community Development and meets all of the MPS's general and specific registration requirements.

Developmental history/additional historic context information (if appropriate)

HISTORY OF THE RESOURCE

On March 19, 1925, the Heathman-Crum Hotel Company announced plans to build a $700,000 fireproof, eleven-story hotel on a 10,000 square-foot lot at the corner of Park Avenue and Salmon Street. At the time, the property was occupied by three wood-frame homes on two 5,000 square-foot parcels. The Heathman-Crum company, was headed by George Heathman, Jr., had just completed the Roosevelt Hotel, a 112-room residential hotel, located a block southwest at Salmon Street and Park Avenue.[1]

The project architect was the noted Portland firm of Claussen & Claussen. The firm was comprised of two brothers, H. Fred Clausen and William E. Claussen, who arrived in Portland in 1908 from Chicago. Their practice was broad and included most commercial building types. Initially, the pair worked primarily on residential projects, both single-family houses and smaller apartment buildings. One of their first major projects was the First English Evangelical Church at Sixth and Market Streets in East Portland. Their first major apartment building was an apartment building constructed in 1910 at 910 SE 37th Avenue, which they promoted as "the most pretentious building of this sort erected on the East Side."[2] Other early projects included the 1911 Willmar Apartments (2260 NW Everett Street) and the 1912 Bretnor Apartments (931 NW 20th Avenue). Their first major downtown project was the 1924 Roosevelt Hotel at West Park and Salmon Street. That eight-story, $300,000 hotel project was also developed by George Heathman. Four months later, Claussen & Claussen began work on the Heathman Hotel. Other major works by Claussen & Claussen in this era include the 1925 Powers Warehouse (123 NE 3rd Avenue), the 1926 Portland Van & Storage Building (407

[1] Oregonian, November 16, 1924; March 19, 1925; March 22, 1925, Sanborn Fire Insurance maps, 1908.
[2] Oregonian, January 1, 1910, p. 11

NE Broadway) and the 1928 Loyalty Building (317 SW Alder Street). The Heathman perhaps was perhaps the grandest building in their portfolio.[3]

The planned hotel was at once practical and opulent. The exterior was tapestry brick from Portland building supplier, McCracken-Ripley, with cream terra-cotta trim from San Francisco-based manufacturer Clark & Son. Central entries on Park Avenue and Salmon Street led to a wood-paneled lobby that included an open stair leading to the second floor. The hotel was designed to serve a dual clientele. Half the rooms were dedicated to the "American Plan,"[4] rented to "young men and women" living at the hotel. The remaining half was dedicated to the transient trade. A 1,300 square-foot dining room was located at the northwest of both the first and second floors. Two additional smaller dining rooms were located at the southwest of the second floor. The kitchen was located at the northeast of the first floor behind the lobby. A beauty parlor was located at the southeast corner along with three small meeting rooms. The second floor also featured a lounge area overlooking the lobby. Public room finishes were upscale. Early plans called for extensive travertine walls in the public area. As design progressed, the use of travertine was reduced with a greater emphasis on oak paneling with fluted oak columns and hand-carved detailing. The lobby floor was tile; the ceiling had oak beams. The basement included a billiard room, a sample room for salesmen, trunk storage, and servant quarters. Upper floors each had 29 rooms organized around a "U"-shaped, double-loaded corridor. Of these, eight had private showers, eight shared a bath, seven had a private toilet with access to a public shower, five had a private bath and one had no facilities. This last room was part of a group of three inter-connected rooms that could be consolidated into a suite. Three other pairs of rooms could also be consolidated into suites. Upper floor finishes typically were fir with papered plaster walls and a painted ceiling. Furnishings were provided by the Meier & Frank Department Store. At the time of its construction, in 1925, the Heathman Hotel was the sixth most expensive project in the City.[5]

Once completed, the hotel company leased the building to George Heathman for 15 years at a rate of $66,000 per year in the first five years, followed by rates of approximately $72,000 per annum for the next ten years. Annual net income was projected at $48,630, and the project was financed in part with a first mortgage of $365,000 at 6.5 percent interest.[6]

By the time of its opening on May 15, 1926, the construction cost of the Heathman Hotel was one million dollars. The grand opening event was celebrated with a lavish, six-hour public banquet at $3.00 a plate. Music was provided complements of the Heathman's $25,000 Leathurby-Smith pipe organ located in the lobby. Heathman, who supervised the construction, stayed on to manage the hotel that bore his name.[7]

Two weeks after the hotel opened, the Heathman became home to KOIN radio. The radio station first signed on the air on November 9, 1925 as KQP, which was founded by Harry Read and originally located in the Portland Hotel. At the time, radio was still in its infancy. The first extended broadcast was transmitted through the airwaves on December 24, 1906 from Brant Rock, Massachusetts. The first commercial radio license was granted in 1920 to KDKA in Pittsburgh. One of the first Portland stations and the first commercial station was KGW, which began broadcasting on March 22, 1922 with the 98th radio license in the country. KOIN studios were located in the Heathman's basement. Within six months, Portland News purchased the station and with the completion of the New Heathman in December, 1927, KOIN moved to larger studio space located on that hotel's mezzanine.[8]

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[3] Richard Ritz, Architects of Oregon (Portland, OR: Lair Hill Publishing, 2002), pp. 79-80.
[4] The "American Plan" is one where guests pay a single rate for room and board.
[5] Claussen & Claussen, Job 233, Building for Associated Hotel, May, 1925; June, 1925; Oregonian, April 19, 1925; February 7, 1926; February 28, 1926.
[6] Oregonian, January 5, 1926.
[7] Oregonian, May 15, 1926
[8] Oregonian, April 23, 1926; June 21, 1926; www.pdxhistory.com; Gail Evans, New Heathman Hotel National Register nomination, 1984.

Six months after the Heathman opened, on February 3, 1927, the hotel property was sold to E. V. Hauser, Sr. for $750,000. A decade earlier, Hauser had acquired the then-boarded-up Multnomah Hotel and returned it to its original grandeur. With the Heathman, he envisioned the beginnings of a chain of hotels throughout the Pacific Northwest. The acquisition did not affect the hotel's operations. George Heathman continued to manage his namesake and the hotel furnishings remained in his possession.[9]

But with this infusion of cash, on February 19, 1927, Heathman announced that he had secured a 20-year lease on a proposed hotel at Broadway and Salmon being developed by the Portland Paramount Corporation. The "New Heathman," with its 231 rooms, was to be operated in conjunction with the existing 302-room hotel and was close to his third hotel, The Roosevelt, where Heathman lived. The "New Heathman" opened in December, 1927.[10]

Whatever grand plans Heathman had, they came to a sudden end in 1930 when he suffered a stroke and died in the ambulance on the way to the hospital. Management of the hotel fell to his 24-year old son, Harry Heathman, who had been working as the purchasing manager for the company.[11]

Over the next couple of decades – decades of economic depression and war – the hotel was generally quiet, with business as usual. The only major alteration came in 1940 when the coffee shop located in the easternmost storefront was modernized. The $50,000 renovation was designed by P. T. Ainge Corporation and included a new storefront with brown terra-cotta details and two large, plate glass windows. The interior featured a mural of Oregon by Photo Art Studios.[12]

By the late 1950s, the Heathman Hotel was being marketed as the "Park Heathman." In general terms, the postwar was an era of struggle for downtown hotels; properties were aging and suffering from deferred maintenance. Auto-oriented motels were capturing the marketplace while downtown hotels were increasingly considered "tired." In 1961, John Haviland, who was known in real estate circles largely for owning apartment houses, acquired the lease for the Park Heathman from the Hauser family, along with an option to buy. The hotel became the Park Haviland.[13]

One of Haviland's first initiatives was to open the Aloha Room in the storefront at the southwest corner of Salmon and Park. He also had plans to create an indoor passage from the hotel lobby to Chef Joe's Restaurant located at 961 SW Broadway adjacent at the east.[14] Next he did "Top O' Park" on the eleventh floor. The $100,000 project consisted of a swimming pool, a 50-seat restaurant called the "Carriage House," and a bar called the "Sky Lounge." The décor was by restaurant designer R. K. Grubb and the restaurant specialized in prime rib and lobster thermador. Haviland also remodeled rooms on the ninth and tenth floors with plans to update all the rooms and the lobby. As part of the design, he also planned to create some deluxe suites.[15]

In 1971, Haviland secured an option for the New Heathman and the Paramount Theater block. He initially planned on demolishing the auditorium to build a parking garage, but a public outcry halted his plans. He then built a sky bridge over Salmon Street connecting the Park Haviland to the theater. Despite the investment, the ensuring decade was generally a downward spiral for the hotel. That downward trend of downtown hotels in the 1950s only accelerated in the 1970s, as older properties faced increasing code and maintenance issues. Many, if not most, older hotels gradually devolved into privately-owned Single Room Occupancy Units. By the

[9] Oregon Journal, February 3, 1927; Oregonian, February 3, 1927; Cait Curtain, The Grand Lady of Fourth Avenue (Portland, OR: Binford & Mort, 1997), pp. 15-23.
[10] Oregonian, February 19, 1927.
[11] Oregonian, August 1, 1930, p. 5; Oregon Journal, August 1, 1930, p. 32; Portland Telegram, August 1, 1930, p. 1.
[12] Oregon Journal, June 2, 1940.
[13] Oregonian, December 2, 1961; Oregon Journal, December 2, 1961.
[14] Oregon Journal, February 1, 1962.
[15] Oregon Journal, May 19, 1962; March 15, 1963.

mid-1970s, occupancy at the Park Haviland was less than 50% and the owner began marketing the hotel for senior housing. Two years later, the City closed the hotel for building and fire code violations. A series of emergency repairs and a tenant lawsuit delayed the closure, but public leaders continued to call the property "rundown" and an unfit place to live. Ultimately, the property was sold to its current owner. That owner embarked on an $8.5 million rehabilitation that not only corrected code violations but upgraded the property for affordable residential units. By December 1982, the hotel was welcoming back many of the lost tenants.[16]

The Heathman Hotel as a resource under Criterion A for Community Development under the MPS, "Historic Resources in Downtown Portland, 1906-1931"

The Heathman is locally significant and eligible for listing in the National Register under the historic context statement presented in the MPS, "Historic Resources in Downtown, 1915-1931," under Criterion A in the category of Community Development. As detailed in the MPS context statement, during the 1920s, downtown Portland experienced a defining construction boom, second only to the growth decade that followed the Lewis & Clark Exposition. These buildings reflected fundamental changes to real estate financing that relied heavily on long-term financing and encouraged speculation. Development was driven not by demand, but by the expectation of profits based on leverage and property appreciation. The result was that at the end of the boom, Portland was a larger and more substantial city, a denser and taller city with its core shifted to the west and a streetscape increasingly defined by storefronts.

Between 1915 and 1931, over 184 buildings were constructed in downtown. Many were office buildings. The list includes the 1926 Pacific Building and the 1928 Public Service Building. Many were also special-use buildings, such as churches, theaters and social halls. Examples here include the First Christian Church, First Unitarian Church, Paramount Theater, Guild Theater, Masonic Temple, and Neighborhoods of Woodcraft. Other building types included multistory automobile garages, including the Imperial Garage and the Metropolitan Garage.

Of the 184 buildings built in this period, 38 (20 percent) were hotels. Of these, four may be considered superior, first-class structures that competed with the likes of the city's premier establishments as the Multnomah, Perkins, Imperial and Portland hotels. These four buildings were the Sovereign (1922), Roosevelt (1925), Heathman (1926), and the New Heathman (1927). Of these, the Heathman was the largest but all were similar with ten or more stories, steel-frame or reinforced-concrete construction, brick cladding, terra-cotta trim, and ground-floor storefronts. The other hotel structures of the era were lower in scale at four-to-five floors, often targeting a more residential clientele. These included the Campbell Court (1921), Prince of Wales (1926), the St. Francis (1927), and the Commodore (1927). Generally, most were located to the west side of downtown, west of Broadway.

Fewer than half of the buildings constructed between 1915 and 1931 remain; at least 109 of the 184 structures have been demolished. Of those demolished, the greatest numbers are low-rise apartment buildings (79). Another significant category of resources lost were those developed for a single-purpose; these include bus stations, public markets and movie houses. In terms of hotels, of the 38 built in this era, 28 have been demolished. Of the ten remaining, only one – the New Heathman – continues to operate as a hotel. The majority have been adapted for housing and generally for affordable housing, similar to the Heathman.

Geographically, the 1920s building boom shifted the core of downtown to the west, from 4th Avenue toward Broadway. Functionally, it reinforced the commercial nature of the downtown core, emphasizing non-residential uses. Architecturally, it emphasized vertical growth with ground-floor retail uses. Unlike the boom years that followed the Lewis & Clark Exposition, though the buildings were designed by Portland's leading architects, design tended to follow the paradigm of the earlier era rather than establish new ground.

[16] Oregonian, May 18, 1973; May 21, 1973; Oregon Journal, January 13, 1978; November 20, 1980.

As relates to Criterion A, the MPS details, *"The historic resources are potentially eligible under the categories of commerce and community development. Commerce relates to the collection of properties that convey the synergism and dynamics of commercial growth that emanated from the development dynamics of the era. Community Development relates to the resource's ability as a collection to reflect the shift in the downtown's epicenter, the vertical growth in the downtown, the emphasis of commercial over residential in the downtown, and the emphasis of ground-floor retail in the downtown."*

The general registration requirements are:

- *Integrity: To be eligible for listing in the National Register under this multiple property context, a building must convey its sense of historical character by retaining sufficient exterior and interior integrity. Generally a resource will possess most of the following seven aspects of integrity: Association, Location, Setting, Feeling, Design, Materials and Workmanship. Generally, these tests are not especially critical for ground-floor retail or non-public upper floor interior spaces; modernization of these spaces should not be a basis for disqualification. In addition, modernization of ground-floor exterior retail spaces should not be a basis for disqualification.*

- *Date of Construction: The structure must have been built between 1915 and 1931.*

- *Geographic Area: The structure must be located within the general downtown geographic area.*

- *Use: In order to be listed, it is not critical that the building be retained in its original use.*

In terms of the specific property type, the MPS speaks specifically to hotel resources, noting that:

- *Of the eight resources, four are listed on the National Register individually and one does not retain sufficient integrity for listing. The remaining three have been adapted for residential use and the registration requirements parallel those of the apartments.*

The registration requirements for apartments then are:

- *Structure: It must be of steel frame or reinforced-concrete construction.*

- *Height: It must be no smaller than four floors.*

- *Access to Upper Floors: Access to the upper floors should have been designed to be by elevators with comparatively opulent lobbies and corridors.*

- *Upper floor plans: The upper floors should have a double-loaded corridor with an "L" or "U" shape.*

The Heathman Hotel meets both the general and specific registration requirements as detailed by the MPS. Regarding the general requirements, the building was built within the period of significance and is located within the general downtown area. As relates to the hotel/apartment requirements, the structure is reinforced-concrete, it is taller than four floors, upper-floor access was designed to be by elevator with a comparatively opulent lobby; and the upper floors have a double-loaded corridor in a "U"-shaped configuration.

The last requirement is that of integrity: does the building retain sufficient integrity to convey its historic values under Criterion A for Community Development? Those values relate to the building as part of a collection of buildings that reflected the shift of the city's epicenter toward the west to Broadway and reflected the growing mass and verticality of the downtown commercial core.[17] The NPS considers seven aspects of integrity when

[17] Today, the epicenter may be considered at Pioneer Courthouse Square, 6th Avenue between Yamhill and Morrison

evaluating integrity: Location, Design, Setting, Materials, Workmanship, Feeling and Association. In terms of the historic values associated with the property within the context of the MPS, those aspects most important would be Location, Setting, Feeling and Association. Secondary aspects are Design, Materials, and Workmanship.

Viewed in this context, the Heathman Hotel has sufficient integrity to convey its values. The building is in its original location and the setting remains dense and urban. The overall feeling is one of expressing its sense of time, and its association is intact. In design terms, the Heathman Hotel may be classified as late-19th century and early-20th century American Movements – Commercial Style and those elements of style remain. Similarly, materials are largely intact, particularly the distinctive tapestry brick. As an aspect of integrity, for this property, workmanship is not particularly germane.

The Heathman Hotel is being nominated under Criterion A for Community Development. The building's historic significance is as part of that collection of downtown buildings that illustrate the era and growth of downtown primarily by their location, setting, scale and massing. The Heathman Hotel retains sufficient integrity to convey these values. Equally important, its continued preservation significantly enhances the character of the north end of the South Park Blocks and supports that intense cluster of 1920s-era buildings, all of which are listed on the National Register.

Summary and Conclusion

The 1926 Heathman Hotel was designed by architect Claussen & Claussen for hotel developer George Heathman. It is located at the north end of the South Park Blocks in a cluster of 1920s-era buildings, almost all of which are listed in the National Register. Within a one block radius are the New Heathman Hotel (1927), Paramount Theater (1927), and the Business College Building (1924). Within a two block radius is the Roosevelt Hotel (1925), Sovereign Hotel (1922), Masonic Temple (1927), Bates Motor Ramp Garage (1928), and Guild Theater and Studio Building (1927). Within this two block area but already lost to demolition were the Aero Club (1920) and Hippodrome Theater (1926).

The Heathman Hotel is important locally as part of that collection of extant buildings constructed in the 1920s in downtown Portland that came to redefine the city's downtown as detailed in the MPS, "Historic Resources in Downtown Portland, Oregon, 1906-1931." Specifically, the property is eligible under Criterion A for Community Development. It meets all of the general and specific registration requirements of that MPS.

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Published Resources

Curtain, Cait. The Grand Lady of Fourth Avenue. Portland, OR: Binford & Mort, 1997.

Ferriday, Virginia Guest. Last of the Handmade Buildings: Glazed Terra Cotta in Downtown Portland. Portland, OR: Mark Publishing Company, 1984.

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Ritz, Richard E., FAIA. Architects of Oregon. Portland, OR: Lair Hill Publishing, 2002.

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White, Arthur. Palaces of the People: A Social History of Commercial Hospitality. New York: Taplinger Publishing Company, 1968.

Other Sources

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Claussen & Claussen. Job 233, Building for Associated Hotel. May, 1925 and June, 1925.

Evans, Gail E. H., "New Heathman Hotel National Register Nomination," 1984.

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Heritage Consulting Group, National Register Multiple Property Submission, *Historic Resources in Downtown Portland, Oregon, 1906-1931.*

Hotel News, 1924-26.

Multnomah County Tax Assessor Records.

Portland Telegram, August 1, 1930.

The Oregon Journal, February 3, 1927, August 1, 1930, June 2, 1940, December 2, 1961, February 1, 1962, May 19, 1962, March 15, 1963, January 13, 1978, November 20, 1980.

The Oregonian, November 6, 1924, March 19, 1925, March 22, 1925, April 19, 1925, February 7, 1926, February 28, 1926, January 5, 1926, April 23, 1926, May 15, 1926, June 21, 1926, February 3, 1927, February 19, 1927, August 1, 1930, December 2, 1961, May 18, 1973, May 21, 1973.

Sanborn Fire Insurance Maps for Portland, Oregon.

Previous documentation on file (NPS):

____preliminary determination of individual listing (36 CFR 67 has been requested)
____previously listed in the National Register
____previously determined eligible by the National Register
____designated a National Historic Landmark
____recorded by Historic American Buildings Survey #_____
____recorded by Historic American Engineering Record # _____
____recorded by Historic American Landscape Survey # _____

Primary location of additional data:

____State Historic Preservation Office
____Other State agency
____Federal agency
_X_Local government
____University
_X_Other
Name of repository: Oregon Historical Society

Heathman Hotel
Name of Property

Multnomah, OR
County and State

Historic Resources Survey Number (if assigned): 0-774-00723

10. Geographical Data

Acreage of Property O.23 Acres
Do not include previously listed resource acreage.)

Latitude/Longitude Coordinates
(Follow similar guidelines for entering the lat/long coordinates as describe on page 55, *How to Complete the National Register Registration Form* for entering UTM references. For properties less than 10 acres, enter the lat/long coordinates for a point corresponding to the center of the property. For properties of 10 or more acres, enter three or more points that correspond to the vertices of a polygon drawn on the map. The polygon should approximately encompass the area to be registered. Add additional points below, if necessary.)

Datum if other than WGS84:_____
(enter coordinates to 6 decimal places)

1. Latitude: 45.517646 Longitude: -122.681320
2. Latitude: Longitude:
3. Latitude: Longitude:
4. Latitude: Longitude:

Verbal Boundary Description (Describe the boundaries of the property.)

The Heathman Hotel is located on Lots 5 & 6 of Block 209, of the Portland Park Blocks, City of Portland, Multnomah County, Oregon.

Boundary Justification (Explain why the boundaries were selected.)

The boundary is the original and legally recorded boundary lines for the property.

11. Form Prepared By

name/title John M. Tess, President
organization Heritage Consulting Group date June 23, 2014
street & number 1120 NW Northrup Street telephone 503-228-0272
city or town Portland State OR zip code 97209
e-mail jmtess@heritage-consulting.com

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.

  A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Continuation Sheets**

- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Heathman Hotel

City or Vicinity: Portland

County: Multnomah **State:** OR

Photographer: Heritage Consulting Group

Date Photographed: November and December, 2013

Description of Photograph(s) and number:

Photo 1 of 20: OR_Multnomah County_ Heathman Hotel_0001
Exterior View, West and South (front) Façades, main entry in South center, camera looking northeast

Photo 2 of 20: OR_Multnomah County_Heathman Hotel_0002
Exterior View, North (rear) and West Façades, camera looking southeast

Photo 3 of 20: OR_Multnomah County_Heathman Hotel_0003
Exterior View, East Façade, camera looking northwest

Photo 4 of 20: OR_Multnomah County_Heathman Hotel_0004
Interior View, First-Floor, lobby, camera looking south

Photo 5 of 20: OR_Multnomah County_Heathman Hotel_0005
Interior View, First-Floor, lobby, camera looking north

Photo 6 of 20: OR_Multnomah County_Heathman Hotel_0006
Interior View, First-Floor, Picnic House Restaurant, camera looking southwest

Photo 7 of 20: OR_Multnomah County_Heathman Hotel_0007
Interior View, First-Floor, Picnic House Restaurant, camera looking northeast

Photo 8 of 20: OR_Multnomah County_Heathman Hotel_008
Interior View, Fifth-Floor, North-South Corridor - Typical, camera looking south

Photo 9 of 20: OR_Multnomah County_Heathman Hotel_009
Interior View, Fifth-Floor, Elevator Lobby - Typical, camera looking south

Photo 10 of 20: OR_Multnomah County_Heathman Hotel_0010
Interior View, Fifth-Floor, East-West Corridor - Typical, camera looking west

Photo 11 of 20: OR_Multnomah County_Heathman Hotel_0011
Interior View, Fourth-Floor, North-South Corridor - Typical, camera looking north

Photo 12 of 20: OR_Multnomah County_Heathman Hotel_0012
Interior View, Fifth-Floor, Stairwell - Typical, camera looking south

Photo 13 of 20: OR_Multnomah County_Heathman Hotel_0013
Interior View, Fourth-Floor, Emergency Stairwell (rear) - Typical, camera looking northeast

Photo 14 of 20: OR_Multnomah County_Heathman Hotel_0014
Interior View, Fourth-Floor, Unit 404 - Typical, camera looking southwest

Photo 15 of 20: OR_Multnomah County_Heathman Hotel_0015
Interior View, Fourth-Floor, Unit 404 - Typical, camera looking northeast

Photo 16 of 20: OR_Multnomah County_Heathman Hotel_0016
Interior View, Fourth-Floor, Unit 404 - Typical, camera looking southeast

Photo 17 of 20: OR_Multnomah County_Heathman Hotel_0017
Interior View, Sixth-Floor, Unit 610 - Typical, camera looking northeast

Photo 18 of 20: OR_Multnomah County_Heathman Hotel_0018
Interior View, Sixth-Floor, Unit 610 - Typical, camera looking southeast

Photo 19 of 20: OR_Multnomah County_Heathman Hotel_0019
Interior View, Sixth-Floor, Unit 610 - Typical, camera looking northwest

Photo 20 of 20: OR_Multnomah County_Heathman Hotel_0020
Interior View, Sixth-Floor, Unit 610 - Typical, camera looking southwest

Property Owner: (Complete this item at the request of the SHPO or FPO.)

name James Winkler, CSP-Park Tower Limited Partnership

street & number 210 SW Morrison Street, Suite 600 telephone 503-225-0701

city or town Portland state OR zip code 97204

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).
Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

Documents

Figure 1: Heathman Hotel - Site Plan

Figure 2: Heathman Hotel - Tax Map (Lot is outlined in red)

Figure 3: Sanborn Map, 1950 (Lot is outlined in red)

Figure 4: South Elevation, Heathman Hotel, Claussen and Claussen drawing, May 1925

Figure 5: West Elevation, Heathman Hotel, Claussen and Claussen drawing, May 1925

Figure 6: First Floor Plan, Heathman Hotel, Claussen and Claussen drawing, May 1925

Figure 7: Typical Floor Plan (Floors 3-11), Heathman Hotel, Claussen and Claussen drawing, May 1925

Figure 8: Looking NE from SW, Heathman Hotel, under construction, circa 1925

Figure 9: Looking NE from SW, Heathman Hotel, after construction, 1926

Figure 10: Post Card of Heathman Hotel and New Heathman Hotel, circa 1956

Figure 11: Oregonian Advertisement announcing Heathman Hotel Opening, May 15, 1926

Figure 12: Current Floor Plans, First Floor, Park Tower (Heathman Hotel)

Figure 13: Current Floor Plans, Second Floor, Park Tower (Heathman Hotel)

Figure 14: Current Floor Plans, Typical Floors 3 – 11, Park Tower (Heathman Hotel)

Figure 1: Heathman Hotel - Site Plan

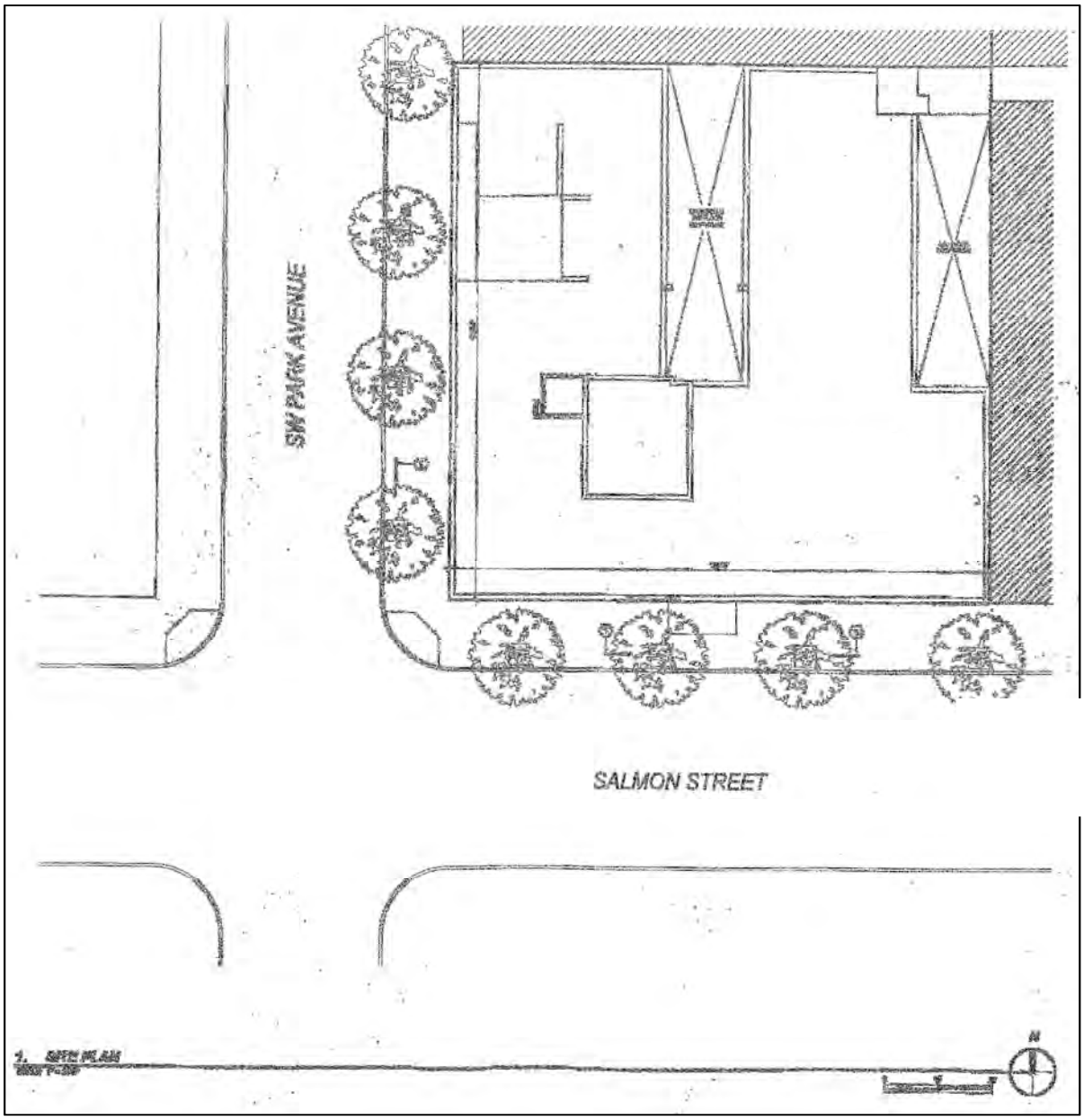
SW PARK AVENUE
SALMON STREET
N

Figure 2: Heathman Hotel - Tax Map (Lot is outlined in red)
WGS84, Latitude: 45.517646, Longitude: -122.681320

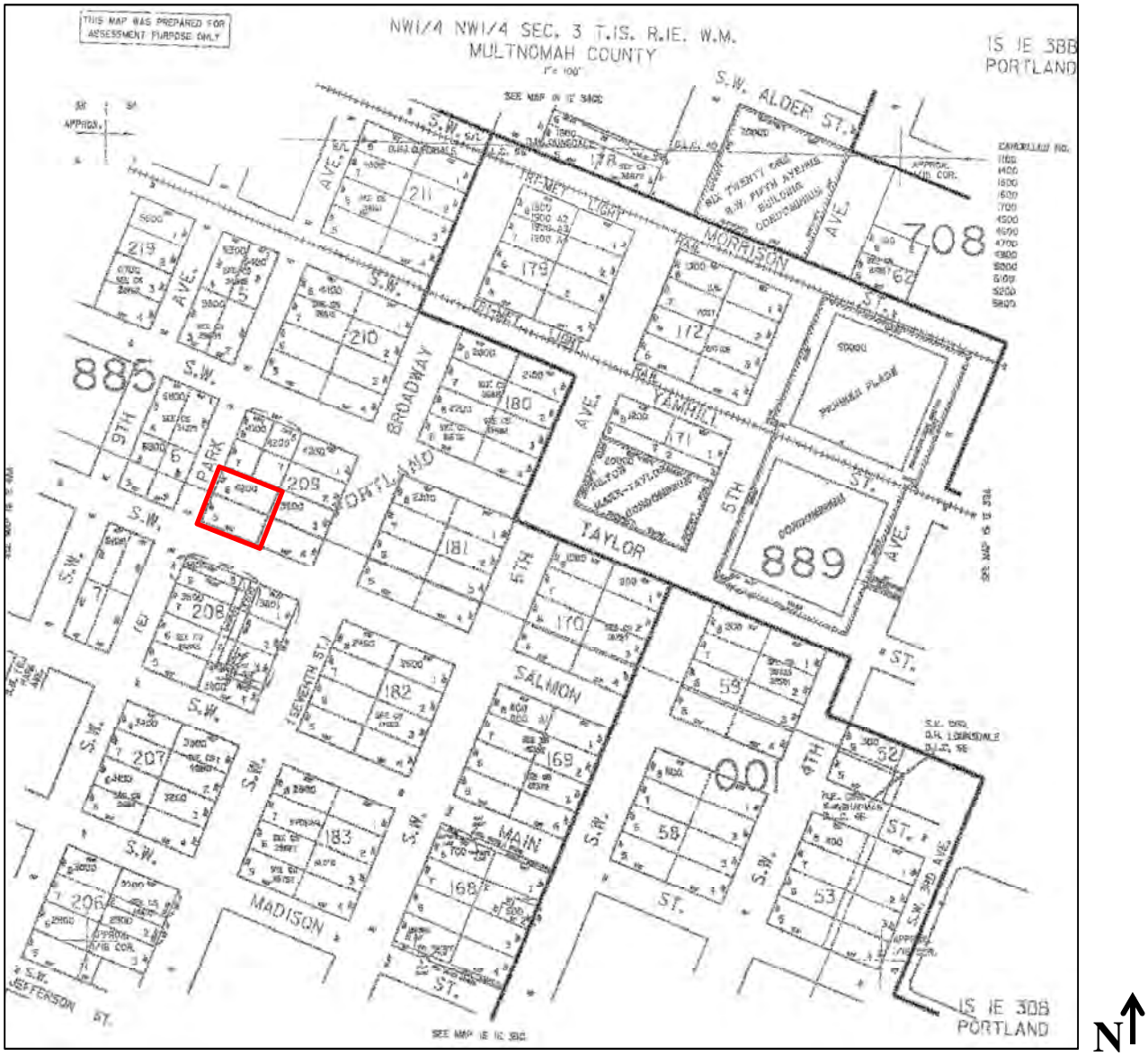

Figure 3: Sanborn Map, 1950 (Lot is outlined in red)
WGS84, Latitude: 45.517646, Longitude: -122.681320

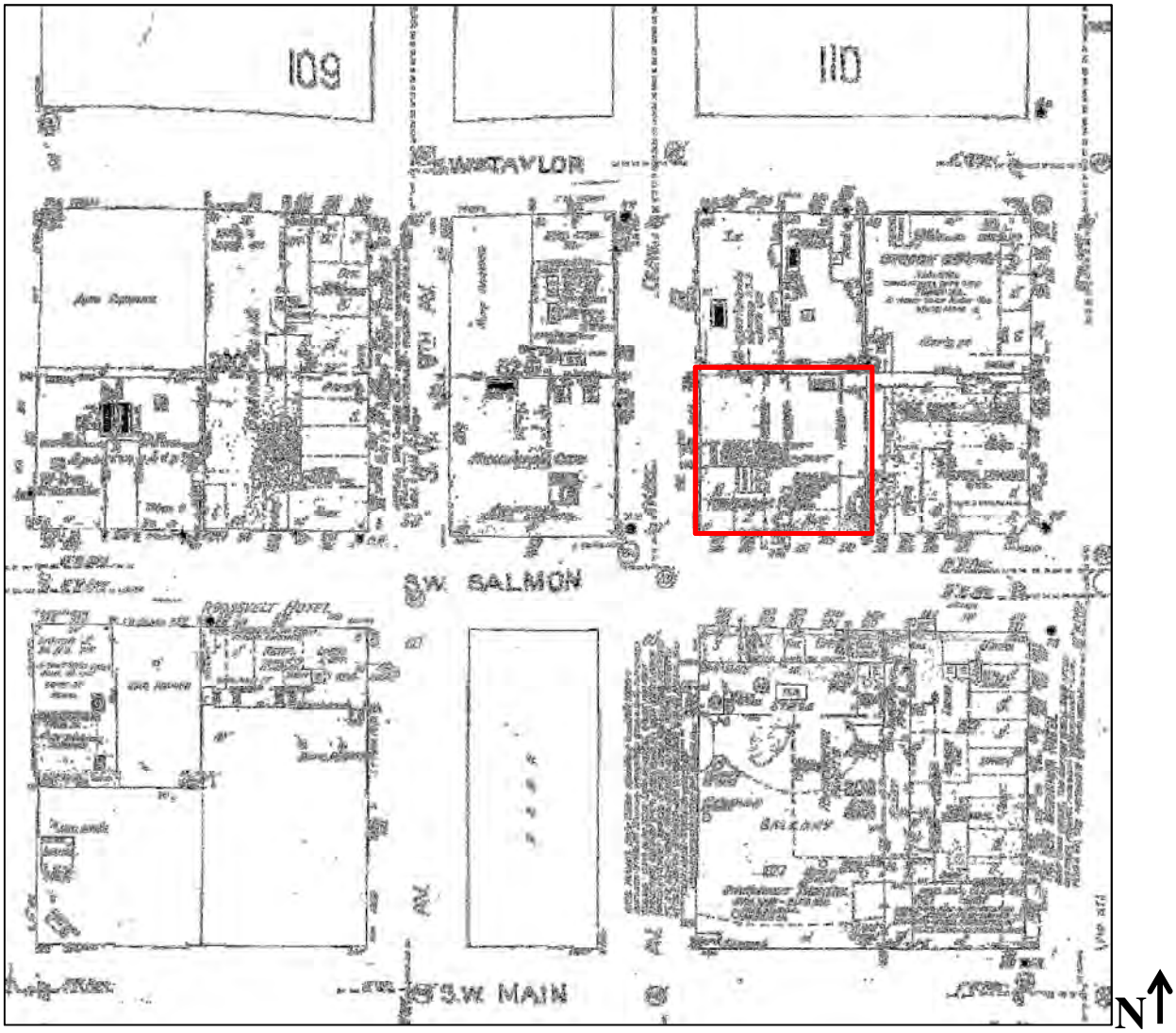

Figure 4: South Elevation, Heathman Hotel, Clausen and Clausen drawing, May 1925

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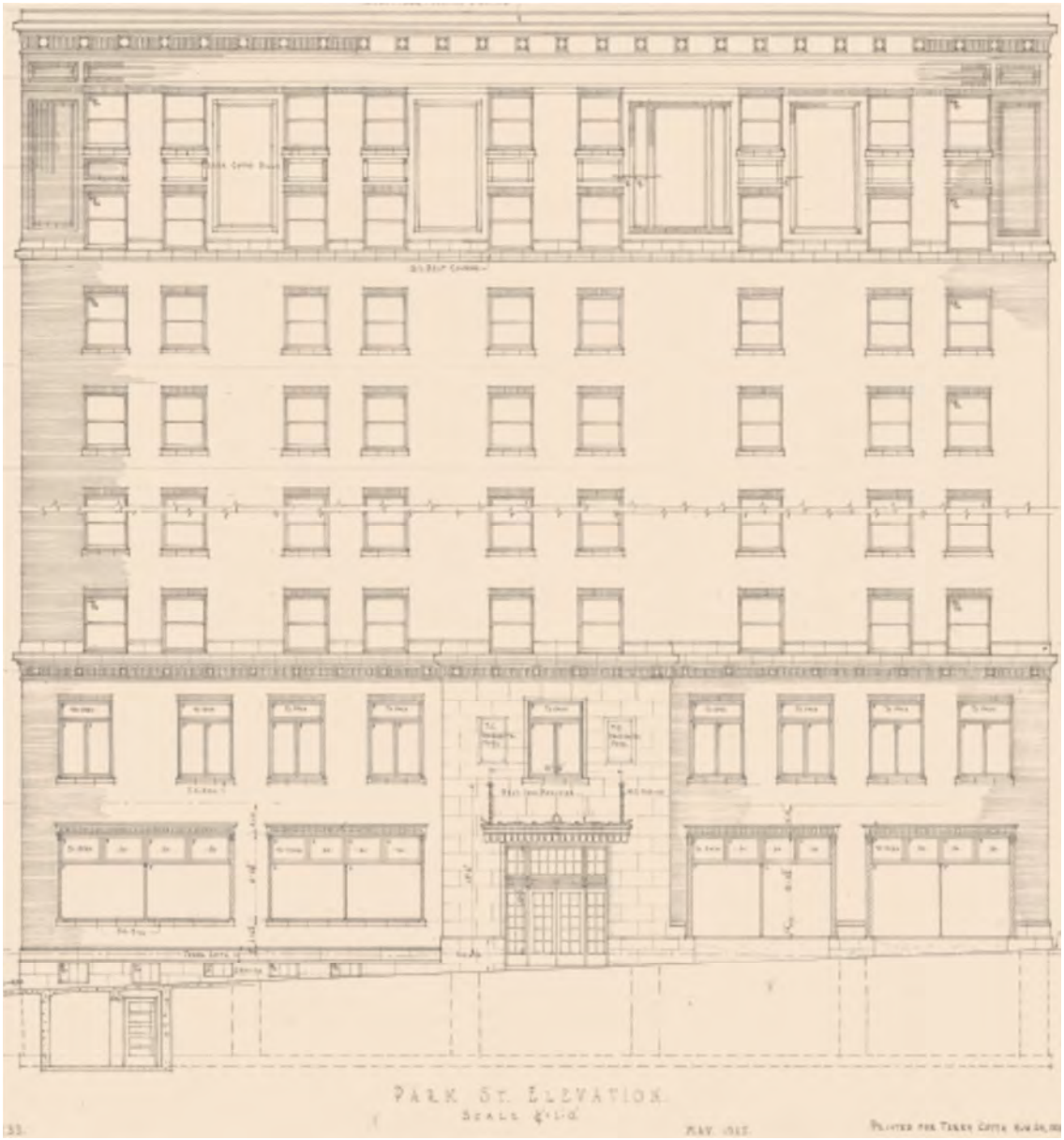

Figure 6: First Floor Plan, Heathman Hotel, Clausen and Clausen drawing, May 1925

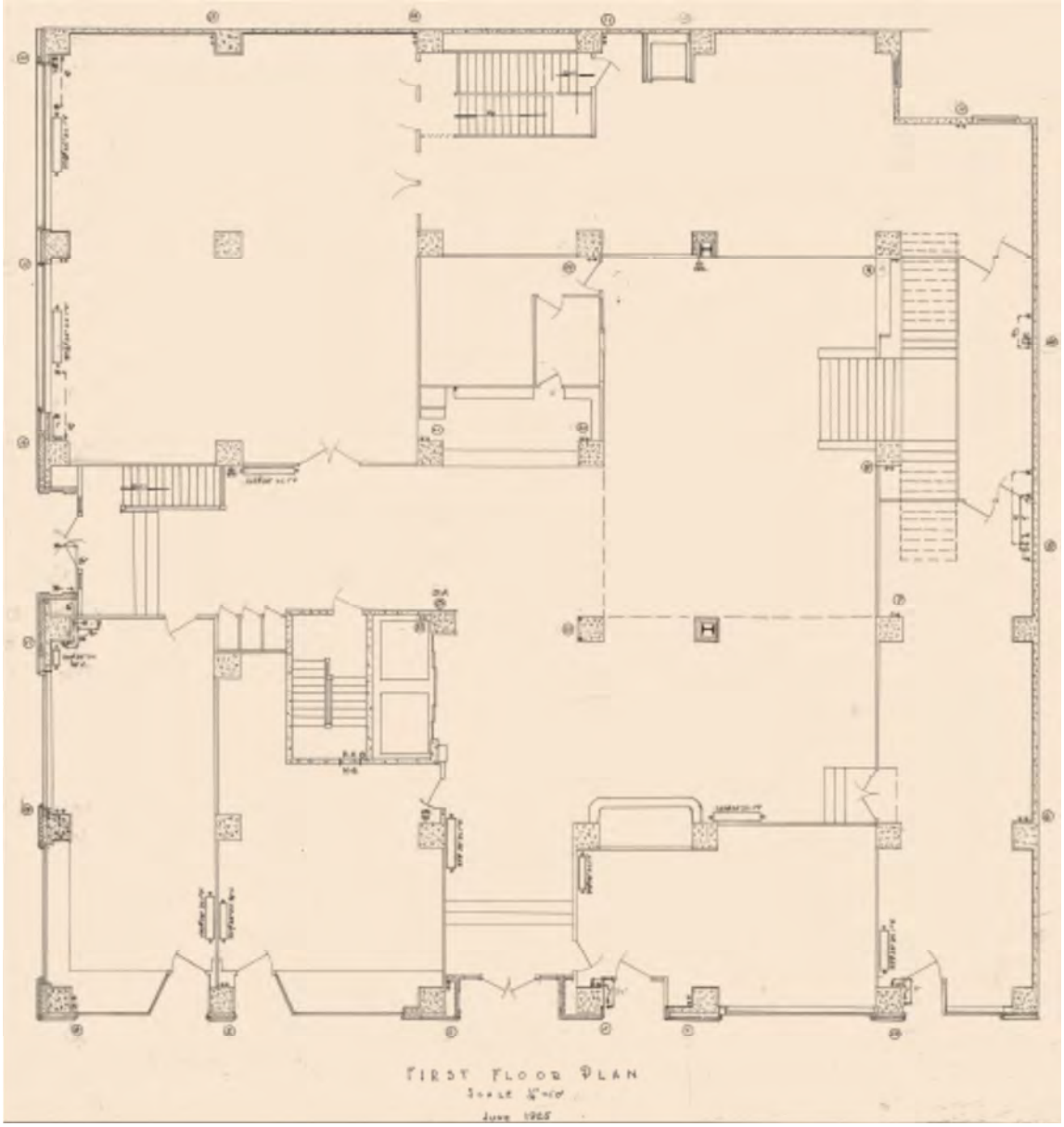

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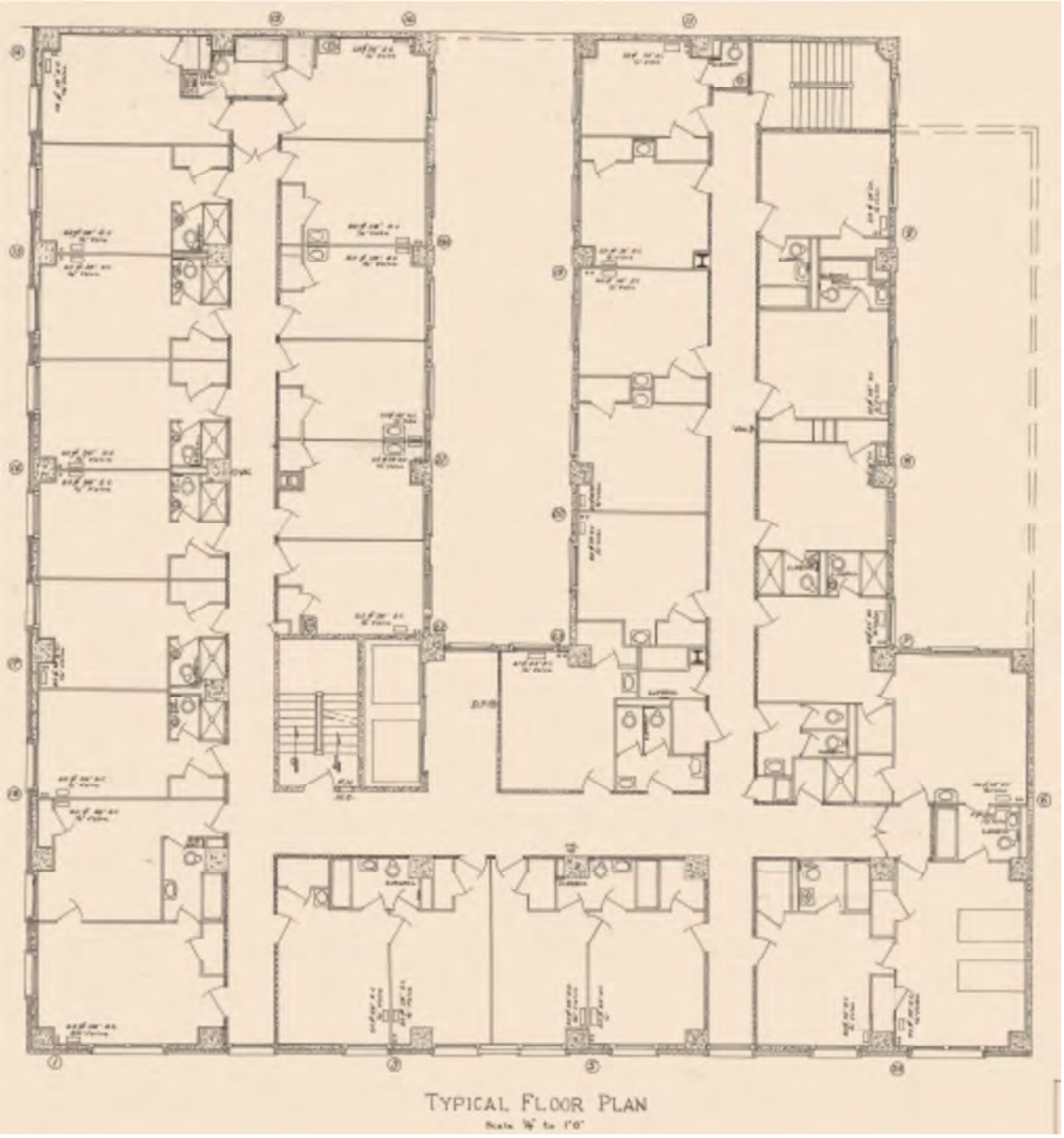
Figure 7: Typical Floor Plan (Floors 3-11), Heathman Hotel, Claussen and Claussen drawing, May 1925



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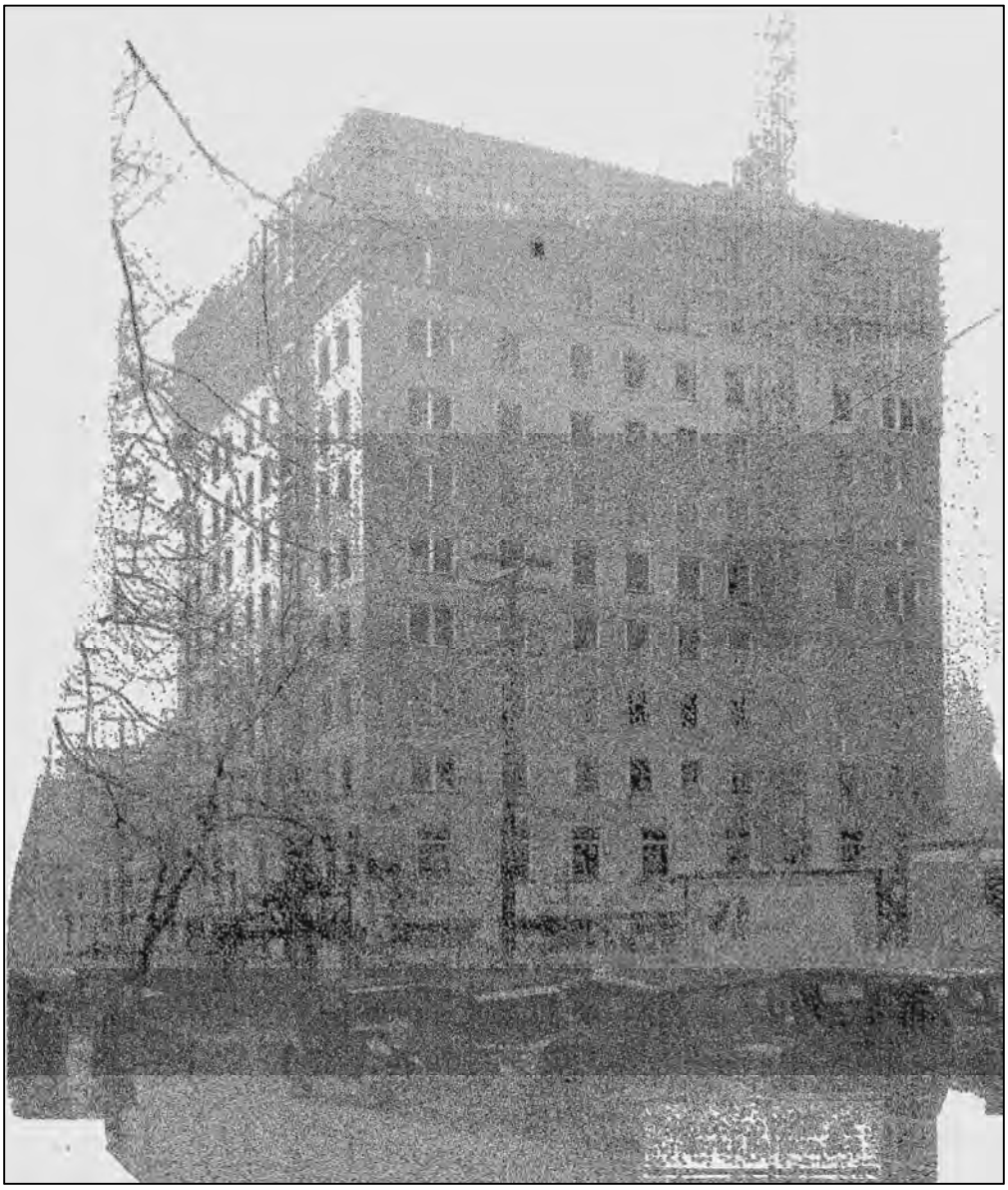

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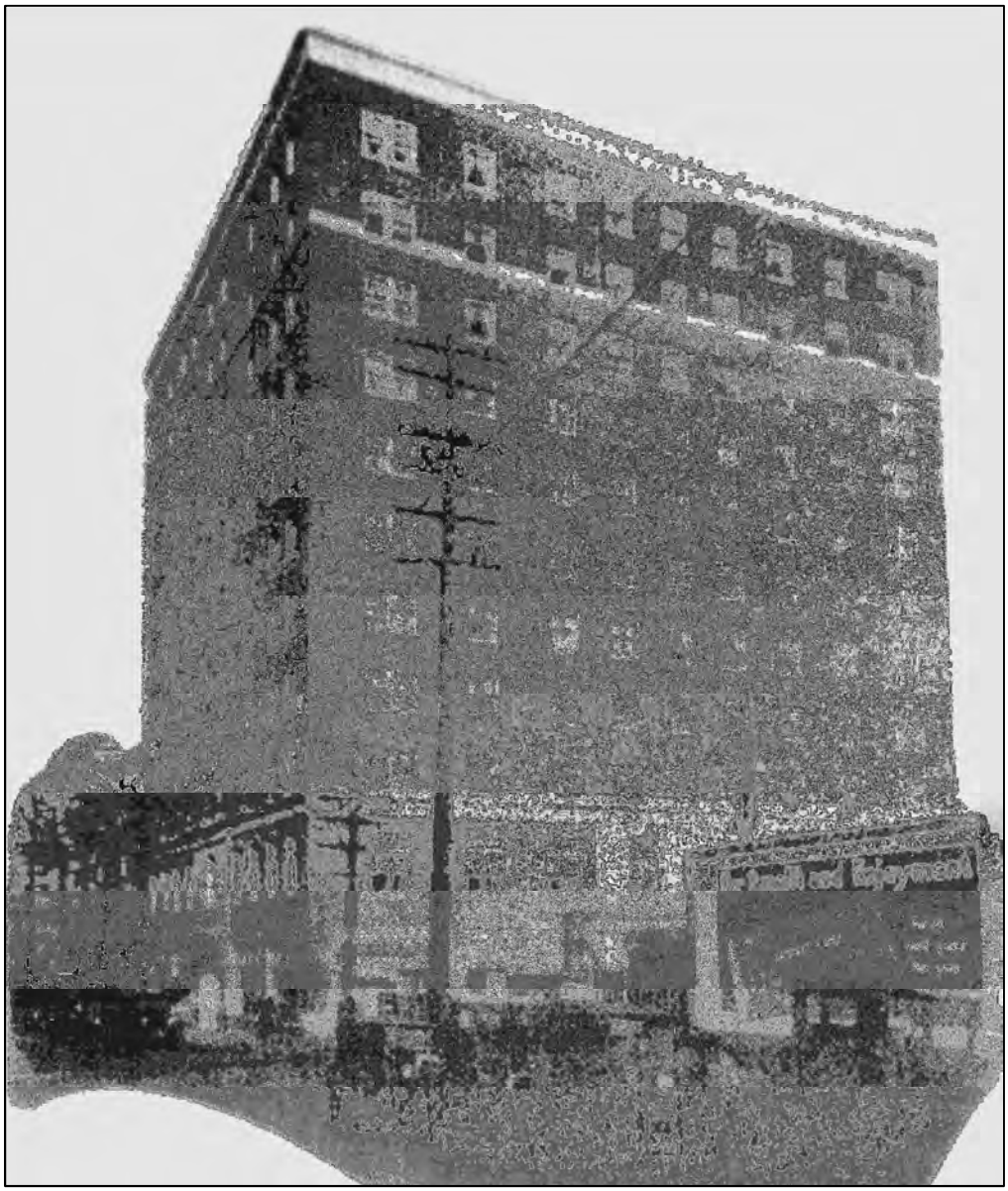

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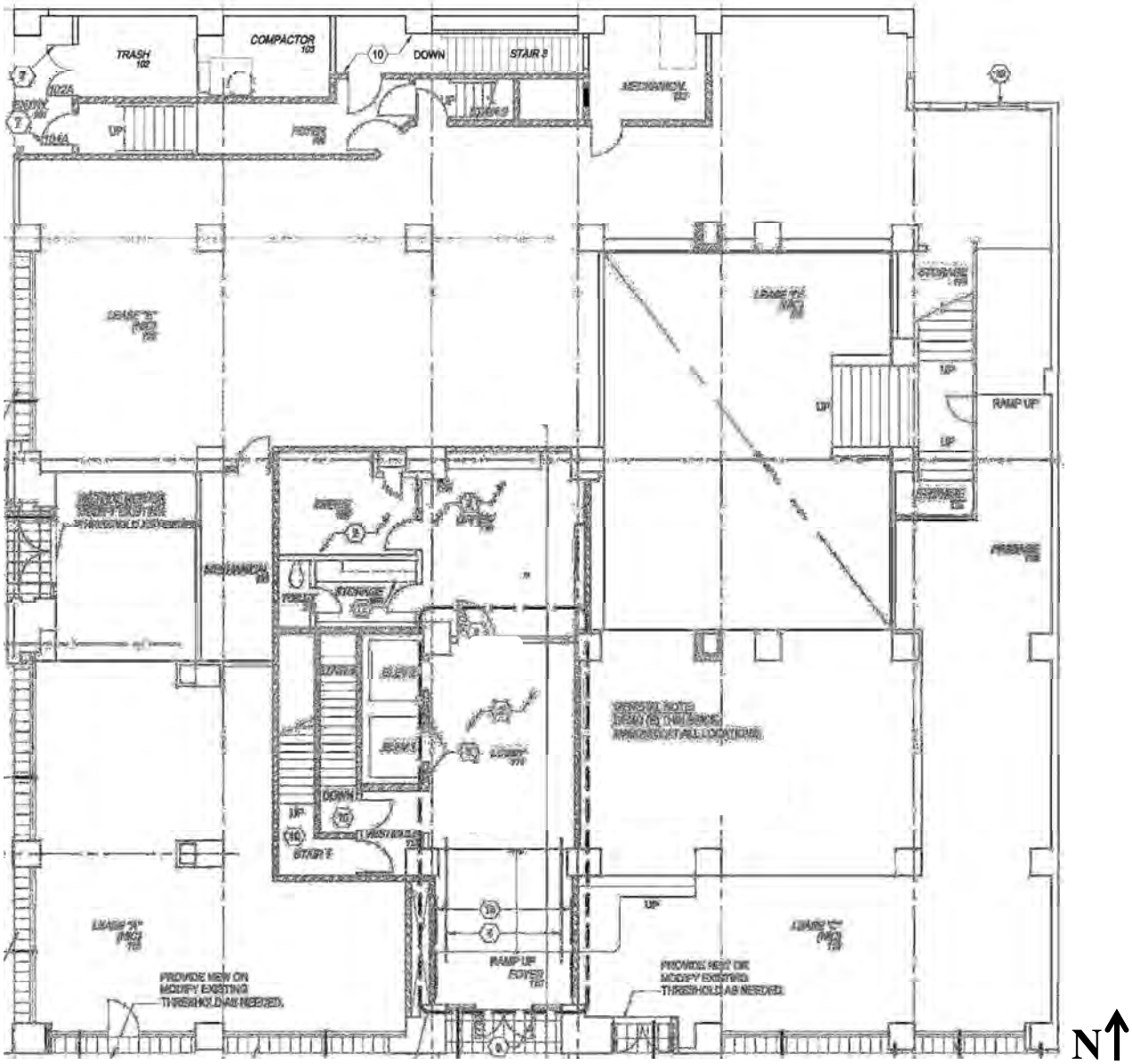


Figure 13: Current Floor Plans, Second Floor, Park Tower (Heathman Hotel)

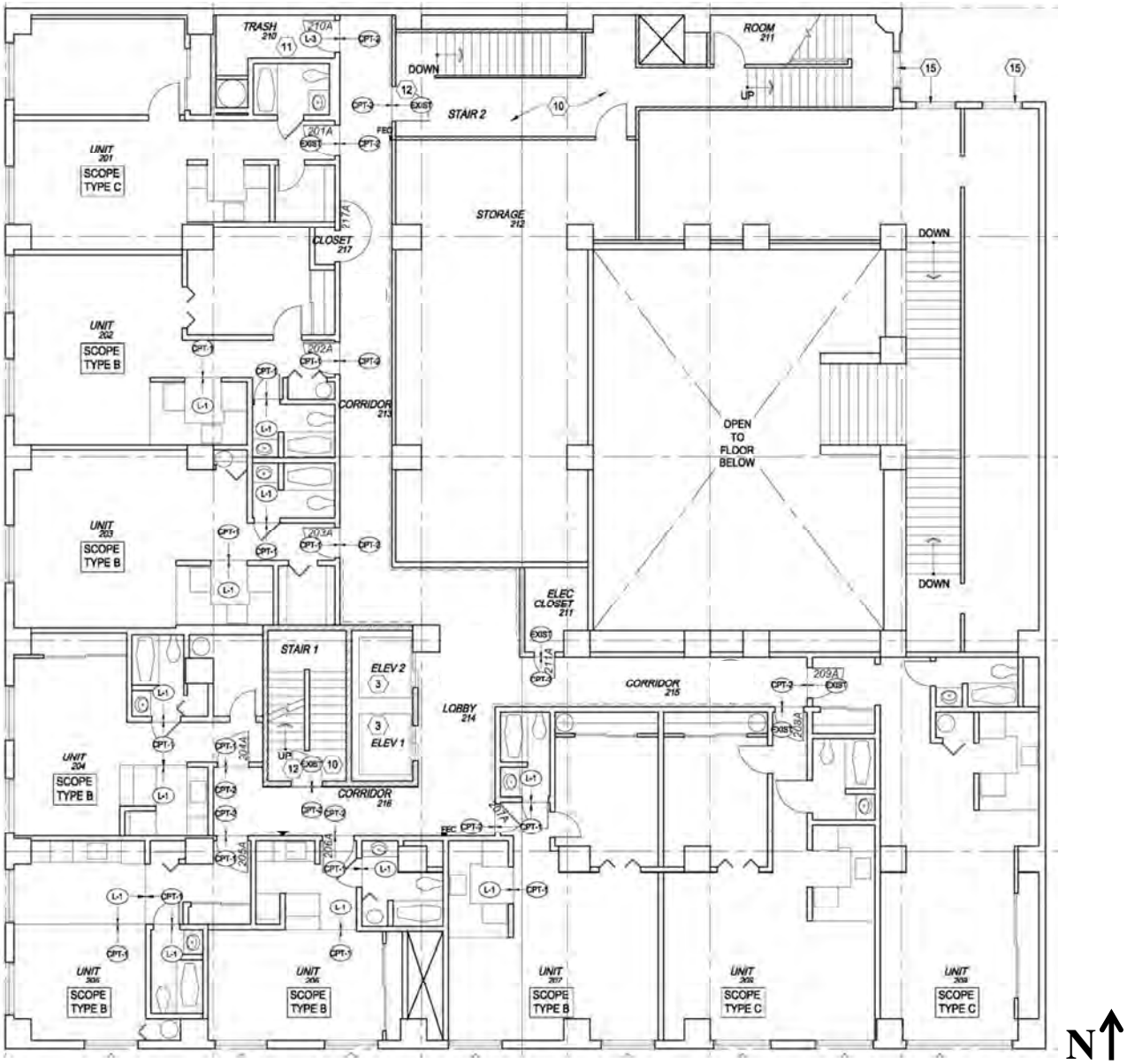
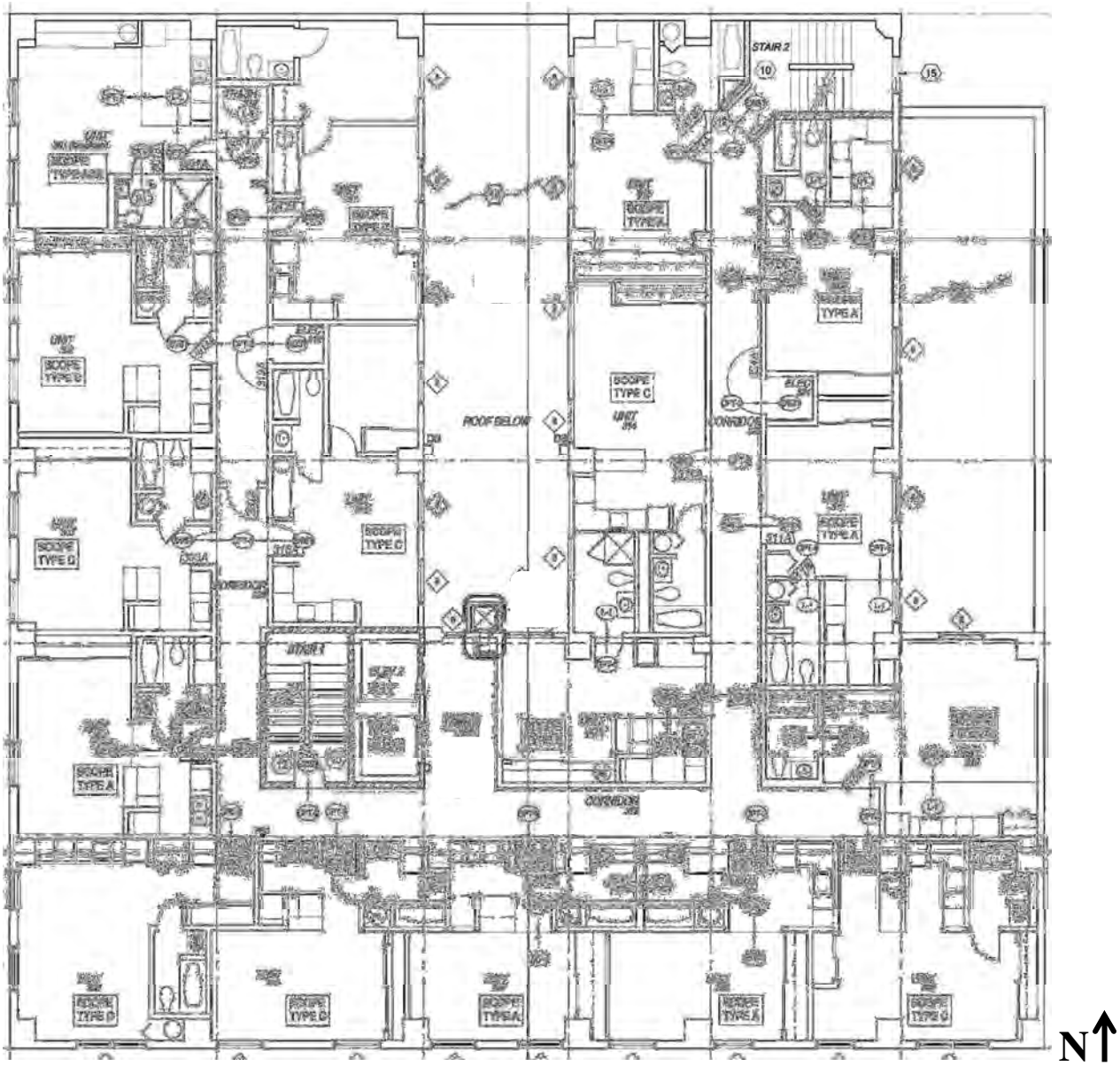


Figure 14: Current Floor Plans, Typical Floors 3 – 11, Park Tower (Heathman Hotel)



FIRST

EXIT
NO LOITERING
NO SMOKING

Meals on Heels

EXIT

EXIT

STAIRWELL 1
5
1 THRU 11
ROOF ACCESS