

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Montgomery Ward & Co.
Name of Property
Multnomah Co., OR
County and State
85001184
NR Reference Number

Amendment: Montgomery Ward & Co.

NRIS # 85001184

Listed Date: 6 June 1985

The purpose of this continuation sheet is to delete from the Montgomery Ward & Co. nomination the western and northern portion of land, totaling 4.95 acres. The subject parcel is open land that does not include elements related to the historic and/or architectural values of the Montgomery Ward & Co. Building. The property owner intends to formally subdivide the property within the next few years.

The proposed boundary reduction is due to the lack of integrity at the western portion of the property. The northern portion of the property should not have been deemed historic as it was acquired two months before the end of the period of significance and does not play a significant role in Montgomery Ward & Co.'s development.

The amendments to the Montgomery Ward & Co. nomination are summarized below:

SECTIONS 1 through 3

Sections 1 through 3 are resubmitted with updated information.

SECTION 7

Section 7 describes the section being deleted from the nomination.

SECTION 8

This section provides background and justification for decreasing the boundary, eliminating 4.95 acres at the west and north.

SECTION 10

Section 10 identifies that portion of the parcel being deleted from the National Register-listed property. This includes a boundary description, acreage, longitude/latitude references, and boundary justification.

OTHER DOCUMENTATION

Revised tax lot, site plan, 7.5 minute USGS, Sanborn Maps, Historic photographs, and current photographs illustrating the boundary reduction are included with this documentation.

Montgomery Ward & Co. (Boundary Reduction)
Name of Property

Multnomah Co., OR
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State Agency Certification:

I hereby certify that this additional documentation move removal name change 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.

Signature of Certifying Official/Title: Deputy State Historic Preservation Officer Date of Action

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

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
 - additional documentation accepted
 - other (explain:) _____

Signature of the Keeper Date of Action

United States Department of the Interior
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 Montgomery Ward & Co. (Boundary Reduction)

other names/site number Montgomery Park

Name of Multiple Property Listing N/A

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

2. Location

street & number 2741 NW Vaughn Street not for publication

city or town Portland vicinity

state Oregon code OR county Multnomah code 051 zip code 97210

3. State/Federal Agency Certification

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

I hereby certify that this ___ 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 ___ 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 ___ local

Applicable National Register Criteria: ___ A ___ B ___ C ___ D

Signature of certifying official/Title: Deputy State Historic Preservation Officer 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:) _____

Signature of the Keeper Date of Action

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5. Classification

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

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

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

- private
- public - Local
- public - State
- public - Federal

- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
1		buildings
		site
		structure
		object
1	0	Total

Number of contributing resources previously listed in the National Register

1

6. Function or Use

Historic Functions

(Enter categories from instructions.)

COMMERCE: department store

COMMERCE: warehouse

Current Functions

(Enter categories from instructions.)

COMMERCE: business

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: CONCRETE

roof: _____

other: ASPHALT (parking lot)

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Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity).

Summary Paragraph

The boundary decrease removes 4.95 acres from the western portion of the original 8.59 acre property. This leaves a remaining parcel of 3.64 acres for the National Register-listed building

Narrative Description

The 4.95 acres to the west and north of the Montgomery Ward & Co. Building consists of a large surface parking lot with perimeter landscaping and limited plantings at the ends of each row of parking. The parking lot is relatively flat. The parking lot is irregular shape. The section being removed does not contain any buildings.

The western portion is approximately 3.92 acres and is essentially square with a rounded southern and western edge. The perimeter at the east runs approximately 410 feet north-south. The perimeter at the north runs approximately 425 feet east-west.

The northern portion is approximately 1.03 acres, rectangular, pan-handle that connects with the northeast corner of the western parking lot. The perimeter is approximately 180 feet north-south and approximately 250 feet east-west. The west and north portions share about 30 feet of their perimeters at the northeast and southwest, respectively. The northern perimeter follows the line of the historic loading dock and curves along the elevated driveway at the northwest.

The boundary decrease removes 4.95 acres from the western portion of the original 8.59 square foot property. This leaves a remaining parcel of 3.64 acres for the National Register-listed building.

Changes over Time

Prior to Montgomery Ward's acquisition of the property, the parcel was part of the 1905 Lewis and Clark Exposition. The exposition covered 182 acres of land and 220 acres of stagnant water. The parcel was surrounded by the Washington Building to the north and the Forestry Building to the south. The purchased land included the site of the California Building. To the west of the California Building was a sprawling Centennial Garden on a hillside that dropped 50 feet in elevation (See Figure 5). The plan for the expo was designed by John Olmstead while he was visiting Portland to create a city-wide park plan.ⁱ There was no activity on the site between the Exposition and the construction of Montgomery Ward & Co.'s Warehouse.

When the first phase of the building was constructed in 1920, the western portion of the lot was designed to provide amenities to Montgomery Ward & Co.'s employees. According to the January 1, 1920 *Oregonian* article:

An interesting feature of the building plans to Portlanders who are desirous of seeing Portland maintained as a city beautiful is that which calls for the landscape development of the property around the building in a fitting and harmonious manner. The structure itself will be set back from the street far enough to allow for a small strip of grass and shrubbery between the sidewalk and the building. Flower gardens will also be maintained around the building and athletic grounds for employees will also be provided. These grounds will contain tennis courts, croquet courts, running track, and an open-air promenade. All will be maintained by the company.

ⁱ Oregon History Project: Designing the Fairgrounds, <https://oregonhistoryproject.org/narratives/lewis-and-clark-from-expedition-to-exposition-1803-1905/starting-a-new-century-the-lewis-and-clark-centennial-exposition-1905/designing-the-fairgrounds/#.XpX4NMhKhPY>

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The building was original constructed to be a warehouse and was designed for sending and receiving goods via train. This aspect of the building's use is a noteworthy design feature of the building's main elevation at the east. Following the first phase of construction, truck loading was limited to the northwest corner. Originally, there was no parking on the site. To the north were the dilapidated remains of the Washington Building from the Lewis and Clark Exposition. To the south was an overgrown landscape. To the west were the grounds maintained by Montgomery Ward for employee use. A photograph from September 1920 shows the original configuration of the south elevation. Historically, the lowest level of the building was partially below ground at the south. When Wardway was constructed in 1924, the entry and staircase remained, as did the slight slope to the south (see Figures 8a, 8b, and 9).

A parking lot to the west of the building began in October 1935.ⁱⁱ The new addition at the north opened in August 1936. In November 1936, Montgomery Ward & Co. purchased a 150x200 foot tract of land immediately to the north to accommodate the new addition. The newly purchased land was acquired from the Marshall Coal & Coke Company.ⁱⁱⁱ The last portion of the building was not completed until 1936, at which time a small store was also opened within the building. According to USGS maps, the 50-foot slope at the west was leveled in the 1950s (See Figure 6a and 6b).

Integrity Analysis

Given the history of the property and the significant dates identified in the original National Register Nomination, during the sixteen-year period, the property had gardens for most of this time. When the landscaping was replaced with a gravel parking lot in 1936, it undermined the representation of Montgomery Ward's employee benefits and the company's desire to provide amenities to improve their workers' health.

Integrity is the ability of a property to convey its significance. The National Park Service identifies seven aspects of integrity. These are defined below and applied to the west and north portions of the property.

Location is the place where the historic property was constructed or the place where the historic event occurred. Location integrity is met. The boundary alteration does not alter the property's location.

Design is the combination of elements that create the form, plan, space, structure, and style of the property. The design of the property has changed since the period of significance. Historically there was a severe, fifty-foot, change in elevation. A large portion of the property was regraded circa 1950. Additionally, the property was once a garden with sports fields and a promenade. The western and northern portions of the property were converted to parking at which time the garden and fields were removed. Design integrity of the western and northern portion of the property has been altered. Design integrity has been lost prior to the boundary alteration.

Setting is the physical environment of the historic property. The area around Montgomery Ward is the boundary between urban development and natural landscape. Historically the site of the Centennial Garden from the Lewis & Clark Exposition, Montgomery Park is located on a ridge that overlooked what was once Guild's Lake. Over time the industrial area has grown but remains the boundary between Portland and the natural area of the five-thousand-acre Forest Park. The boundary alteration will retain the Setting.

Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property. For the majority of the period of significance, from 1920 to 1936, the western and northern portions of the property were landscaped to provide amenities to Montgomery Ward's employees. A parking lot was added in 1936 at which point the landscaping was removed. Today, though the modern parking lot includes plantings, there are no historic features. The materials of the western and northern portion of the property have not retained integrity. The boundary alteration does not further lessen the Material integrity.

ⁱⁱ "Ground Broken for Big Addition to Ward Plant," *The Sunday Oregonian*, October 27, 1935

ⁱⁱⁱ "Mail Order Company Buys \$2475 Tract," *Morning Oregonian*, November 19, 1936, pg. 9.

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Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory. The property's landscaping, fields, and promenade no longer exist. There is no physical evidence of the plantings, benches, sporting equipment, or other outdoor fixtures that once existed on the site. The workmanship of the western and northern portion of the property have not retained integrity. The boundary alteration does not further lessen the Workmanship integrity.

Feeling is a property's expression of the aesthetic or historic sense of a particular period of time. The original National Register nomination gives 1920 to 1936 as the period of significance. For fifteen out of the sixteen years, the portion of the lot to the west was landscaped and provided an area for Montgomery Ward employees to get exercise and fresh air. For these same fifteen years, the 1.03 acre land to the north was owned by the Marshall Coal & Coke Company and only acquired by Montgomery Ward in 1936. Today both the west and north are used for surface parking. The feeling of the western and northern portion of the property have not retained integrity. The boundary alteration does not further lessen the Feeling integrity.

Association is the direct link between an important historic event or person and a historic property. The property was listed under Criteria A for its association with the growth of the Montgomery Ward & Company in Portland and the Pacific Northwest as a warehouse and hub for the mail-order merchandiser. It is listed under Criteria C as an example of reinforced concrete industrial architecture. The western portion of the lot was associated with Montgomery Ward as a landscape the company provided for the health of the employees. Montgomery Ward was the first company in the U.S. to offer employees health insurance. The company's value of employee well-being was seen through the facilities offered on-site including doctor's and dentist's offices, a café, and outdoor recreational grounds. The use of this portion of the property as a surface parking lot no longer has the association of the original garden. The association of the western and northern portion of the property have not retained integrity. The boundary alteration does not further lessen the Association integrity.

Conclusion

Of the seven elements of integrity, the western and northern portions of this property have failed to retain sufficient integrity of five elements: Design, Materials, Workmanship, Feeling, and Association and are therefore unaffected by the boundary alteration. The altered boundary does retain the integrity of the Design and Location elements.

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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.)

- 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.)

N/A

Period of Significance

N/A

Significant Dates

N/A

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation (if applicable)

N/A

Architect/Builder

N/A

Period of Significance (justification)

N/A

Criteria Considerations (explanation, if necessary)

N/A

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations).

The Montgomery Ward & Co. Building is listed under Criteria A and C. It is listed under Criteria A for its association with the growth of the Montgomery Ward & Company in Portland and the Pacific Northwest as a warehouse and hub for the mail-order merchandizer. It is listed under Criteria C as an example of reinforced concrete industrial architecture. The original National Register does not give a period of significance but lists 1920 and 1936 as significant dates.

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

The western and northern parcels are not significant under Criteria C for architecture. There are no buildings, structure, or landscaping of note at the north or west.

The western and northern parcels are not significant under Criteria A for commerce. The original nomination did not list a period of significance but did include two significant dates, 1920 and 1936. These dates correspond to the two phases of construction for the Montgomery Ward & Co. Building. What role, if any, the western and northern portions of the property played in the history of the Montgomery Ward & Co. Building is analyzed in the following paragraphs.

The proposed portion of the property to be removed once had a landscaped area maintained by Montgomery Ward & Co. for use by its employees. Montgomery Ward was a leader in its time for providing benefits to all its employees.

Historical Analysis

In 1919, after World War I, Montgomery Ward & Co. announced plans to build a new warehouse to contain the merchandise.⁴ The firm purchased just over 8 acres of land from the Ladd Estate and the Portland Railway Light and Power Company. It was noted in the *Oregonian* article announcing the new construction that the location was chosen because of the opportunities it allowed for their employees' wellbeing. Specifically, "The building will contain a recreation room, restrooms for men and women, a café, doctor's office, dentist's office, library and other features of employees' service in addition to gardens and recreation parks surrounding the building."⁵ The landscape plan was further developed to include outdoor amenities for Montgomery Ward's employees. It was reported in the *Morning Oregonian* on January 1, 1920 that "an interesting feature of the building plans to Portlanders who are desirous of seeing Portland maintained as a city beautiful is that which calls for the landscape development of the property around the building in a fitting and harmonious manner. The structure itself will be set back from the street far enough to allow for a small strip of grass and shrubbery between the sidewalk and the building. Flower gardens will also be maintained around the building and athletic grounds for the employees will also be provided. These grounds will contain tennis courts, croquet courts, running track and an open-air promenade. All will be maintained by the company."⁶

This focus on employee-centered landscaping and services was not a new notion for Montgomery Ward & Co. Prior to construction of the Portland warehouse, there were three other warehouses around the country. For example, after outgrowing its original warehouse in Kansas City, Missouri, Montgomery Ward built a new warehouse following the same ethos displayed in Portland. The new facility was constructed in 1913 and expanded in 1918. The building was equipped with its own post office, a hospital staffed by on-site doctors and surgeons, a barbershop, library, smoking room and a large parlor for company dances and activities. The land immediately surrounding the building was improved with landscaping while the remainder of the property

⁴ "Montgomery Ward to Build Here Soon: Eight-Story Mail Order House to Cost \$1,350,000," *Oregonian*, December 14, 1919, p. 29

⁵ "Montgomery Ward to Build Here Soon: Eight-Story Mail Order House to Cost \$1,350,000," *Oregonian*, December 14, 1919, p. 29

⁶ "Montgomery Ward Company Prepares to Construct Great Building in City of Portland, Expecting \$1350,000 in 1920," *Morning Oregonian*, January 1, 1920, pg. 20.

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was undeveloped. This is the same timeline for the Portland facility. After outgrowing a warehouse, the company bought land and developed a warehouse to meet the needs of their growing business and the needs of its employees.

Montgomery Ward's focus on employee amenities and providing space for them to exercise is in many ways unsurprising, after all, Montgomery Ward was the first company in the nation to offer a multi-employee health insurance policy in 1910. This focus on employee health and well-being was an established practice at Montgomery Ward. In the early twentieth century, a bucolic setting was believed to be restorative and able to help improve a person's health.⁷ With this in mind, Montgomery Ward chose this location for its views of the Willamette River, Forest Park, and Mount Saint Helens. For perspective, in 1941, only nine percent of Americans had health insurance. Montgomery Ward & Co. was ahead of its time by focusing on employee benefits and their wellbeing.⁸ Though the company's heyday for employee relations was soon coming to an end.

To summarize the original Nomination briefly, the parking lot was added at a time when Montgomery Ward was in fact, shrinking, not growing. The years between 1936 and the end of World War II proved difficult for the company. The remainder of the 1930s and into the early 1940s, Montgomery Ward & Co. was involved in several labor disputes.⁹ During the Second World War, Montgomery Ward Stores across the country were put under control of the U.S. Army, this was to secure the goods required by troops. When the war was over and Montgomery Ward regained control of their warehouses, the American people had changed their shopping habits. The Post-War era saw the growth of suburbanization and malls. Though Montgomery Ward attempted to keep the store within the warehouse open, the company's Mall 205, Jantzen Beach, and Beaverton locations were more profitable, and the warehouse store closed in 1976.

Conclusion

When Montgomery Ward & Co. opted to remove its employee-centric landscaping and add parking to its property, this was an attempt to keep up with modern transportation. However, due to labor strikes, World War, and shifts in consumer shopping habits, the parking lot had little impact on the building's function. As a result, the existing parking lot does not reflect and detracts from the site's history. The building itself still retains integrity as a warehouse and distribution center.

⁷ Mary Fissell, "The Disappearance of the Patient's Narrative and the Invention of Hospital Medicine," *British Medicine in an Age of Reform*, 1991.

⁸ Mary Fissell, "The Disappearance of the Patient's Narrative and the Invention of Hospital Medicine," *British Medicine in an Age of Reform*, 1991.

⁹ Jane Jackson, "The History of US Healthcare Insurance Programs" 11/13/2016 <http://www.rxeconsult.com/healthcare-articles/The-History-Of-US-Healthcare-Insurance-Programs-1242/>; "NLRB Reinstates Ousted Workers: Montgomery Ward Told to Re-employ 23," *Oregonian*, November 1, 1938, pg. 1

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9. Major Bibliographical References

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

Fissell, Mary. 1991. "The Disappearance of the Patient's Narrative and the Invention of Hospital Medicine." *British Medicine in an Age of Reform*.

Jackson, Jane. 2016. The History of US Healthcare Insurance Programs. November 13. Accessed April 10, 2020. <http://www.rxeconsult.com/healthcare-articles/The-History-Of-US-Healthcare-Insurance-Programs-1242/>.

"Location is Secured: Montgomery Ward & Co. Lease Buildings." *Oregonian*. July 13, 1913.

"Mail Order Company Buys \$2475 Tract." *Morning Oregonian*. November 19, 1936.

"Montgomery Ward to Build Here Soon: Eight-Story Mail Order House to Cost \$1,350,000." *Oregonian*. December 14, 1919.

"NLRB Reinstates Ousted Workers: Montgomery Ward Told to Re-employ 23." *Oregonian*. November 1, 1938.

Sanborn Fire Insurance Maps. 1905. 1950.

Society, Oregon Historical. 2014. Starting a New Century: The Lewis and Clark Centennial Exposition, 1905. Accessed April 10, 2020. <https://oregonhistoryproject.org/narratives/lewis-and-clark-from-expedition-to-exposition-1803-1905/starting-a-new-century-the-lewis-and-clark-centennial-exposition-1905/designing-the-fairgrounds/#.Xr2F5GhKhPZ>.

United States Geological Survey Maps. 1905. 1940.

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
 Local government
 University
 Other
Name of repository: Oregon Historical Society

Historic Resources Survey Number (if assigned): N/A

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Boundary Justification (Explain why the boundaries were selected.)

The boundary proposed to be removed consists of two portions, the western 3.92 acres and the northern 1.03 acres.

Historically, the western portion consisted of the Centennial Garden from the Lewis & Clark Exposition and was modified by Montgomery Ward & Co. to create a promenade and recreation area for its employees. In 1936, a portion of this garden was removed to create an unpaved parking lot. The westernmost portion of this area had a fifty-foot grade that was leveled in c.1950s. The integrity of the original landscaping is not sufficient to convey its significance. This 3.92 acre area is currently a modern surface parking lot with limited landscaping.

The northern portion of the property was acquired by Montgomery Ward & Co. in November 1936. This portion of the lot was added with only two months remaining in the period of significance of 1920-1936.

11. Form Prepared By

name/title Tricia Forsi, Preservation Planner date June 29, 2020
organization Peter Meijer Architect PC telephone (503) 517-0283
street & number 605 NE 21st Avenue, Suite 200 email TriciaF@pmapdx.com
city or town Portland state OR zip code 97232

Additional Documentation

Submit the following items with the completed form:

- **Regional Location Map**
- **Local Location Map**
- **Tax Lot Map**
- **Site Plan**
- **Floor Plans (As Applicable)**
- **Photo Location Map** (Include for historic districts and properties having large acreage or numerous resources. Key all photographs to this map and insert immediately after the photo log and before the list of figures).

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Photographs:

Submit clear and descriptive photographs. The size of each image must be 3000x2000 pixels, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Montgomery Ward & Co. (Boundary Reduction)
City or Vicinity: Portland
County: Multnomah **State:** Oregon
Photographer: Tricia Forsi, Peter Meijer Architect, PC
Date Photographed: April 21, 2020

Description of Photograph(s) and number, include description of view indicating direction of camera:

- Photo 1 of 5:** OR_MultnomahCounty_MontgomeryWard&Co.BoundaryReduction_0001
Montgomery Ward & Co., Boundary Reduction, Western Portion of the Parking Lot at Southeast, Looking N
- Photo 2 of 5:** OR_MultnomahCounty_MontgomeryWard&Co.BoundaryReduction_0002
Montgomery Ward & Co., Boundary Reduction, Western Portion of the Parking Lot at Center East, Looking W
- Photo 3 of 5:** OR_MultnomahCounty_MontgomeryWard&Co.BoundaryReduction_0003
Montgomery Ward & Co., Boundary Reduction, Western Portion of the Parking Lot at Center West, Looking E
- Photo 4 of 5:** OR_MultnomahCounty_MontgomeryWard&Co.BoundaryReduction_0004
Montgomery Ward & Co., Boundary Reduction, Northern Portion of the Parking Lot at West, Looking E
- Photo 5 of 5:** OR_MultnomahCounty_MontgomeryWard&Co.BoundaryReduction_0005
Montgomery Ward & Co., Boundary Reduction, Northern Portion of the Parking Lot at East, Looking W

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 100 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.

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Photo Location Map



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N/A

Name of multiple listing (if applicable)

List of Figures

(Resize, compact, and paste images of maps and historic documents in this section. Place captions, with figure numbers above each image. Orient maps so that north is at the top of the page, all document should be inserted with the top toward the top of the page.)

Figure 1. Current and Proposed Boundaries

Figure 2. Proposed Boundary

Figure 3. Multnomah County Assessors Map

Figure 4. 1905 Sanborn Map

Figure 5. Map of Lewis and Clark Exposition Showing Centennial Garden

Figure 6a. 1905 USGS Map

Figure 6b. 1940 USGS Map

Figure 7. The Morning Oregonian, January 1, 1920

Figure 8a. Photograph of South and East Elevations, September 1920

Figure 8b. Detail view of September 1920 photograph showing entry at South

Figure 9. Historic Postcard, Circa. 1920 with property description

United States Department of the Interior
National Park Service

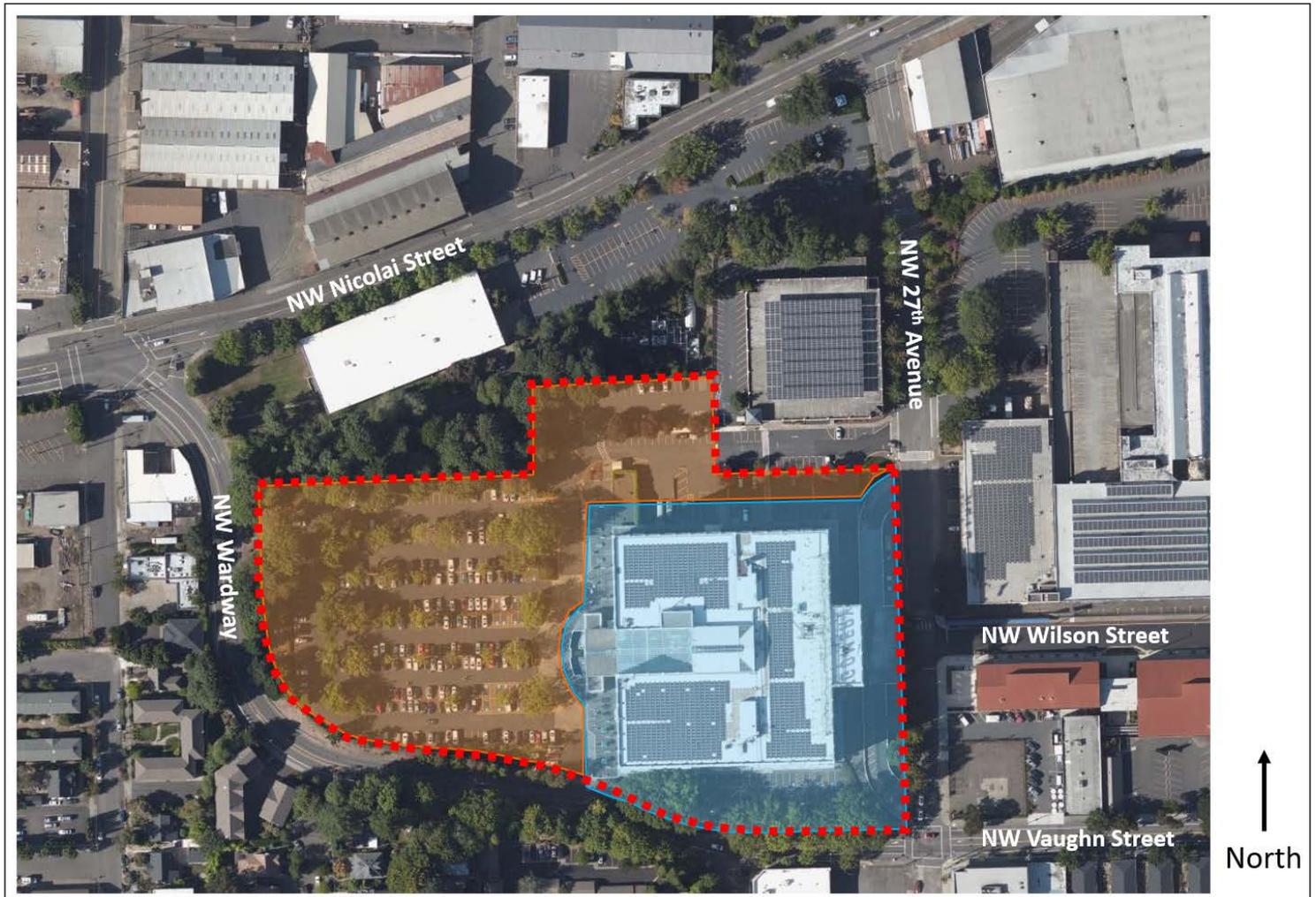
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N/A
Name of multiple listing (if applicable)

Figure 1. Current and Proposed Boundaries



Key	
	Current Boundary
	Proposed Montgomery Ward & Co. Building Boundary
	Proposed Portion for Removal from National Register

United States Department of the Interior
National Park Service

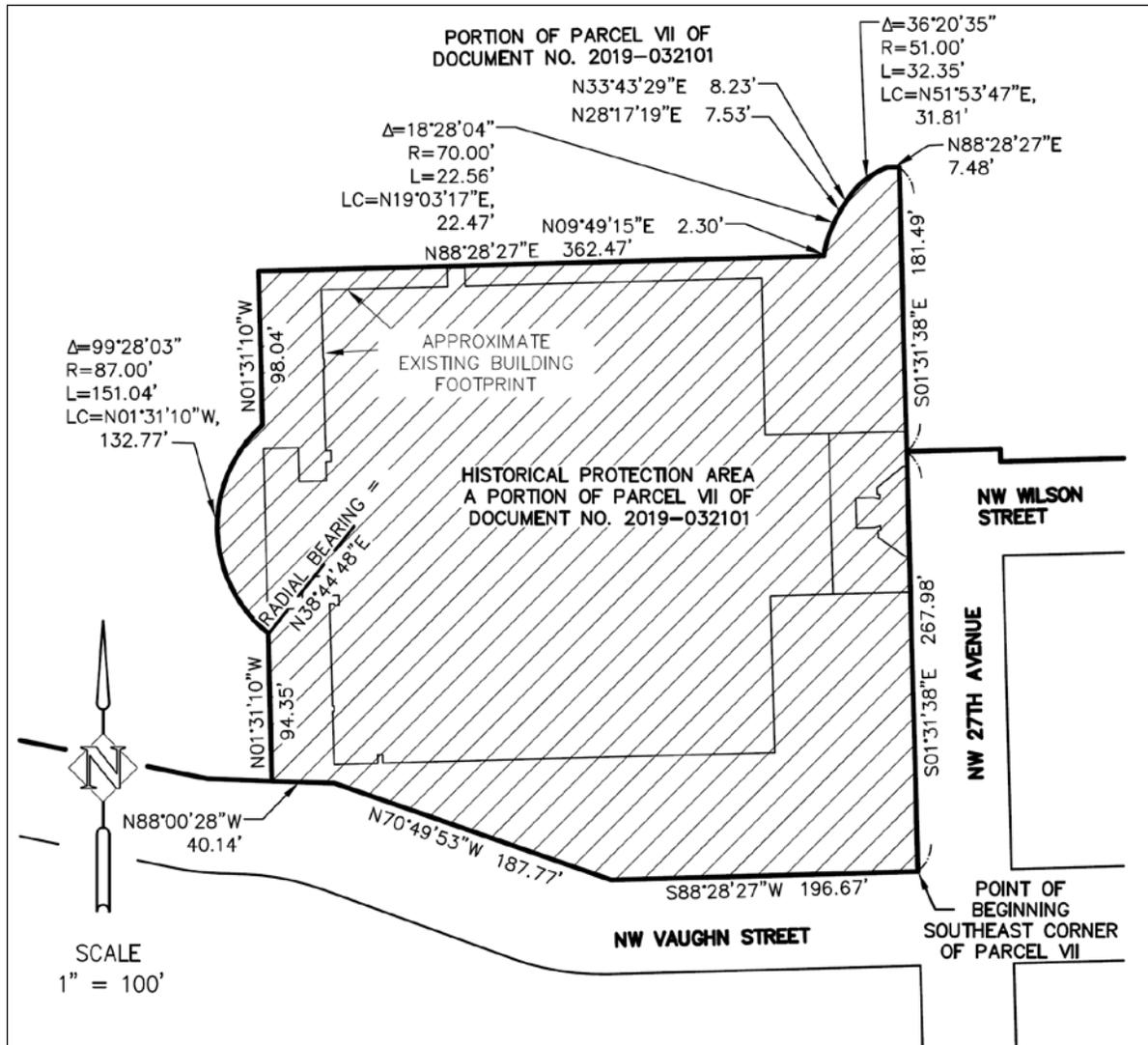
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N/A
Name of multiple listing (if applicable)

Figure 2. Proposed Boundary



LEGEND

 HISTORICAL PROTECTION AREA
± 3.64 ACRES
(158,782 SQ.FT.)

Harper
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United States Department of the Interior
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National Register of Historic Places Continuation Sheet

Montgomery Ward & Co. (Boundary
Reduction)

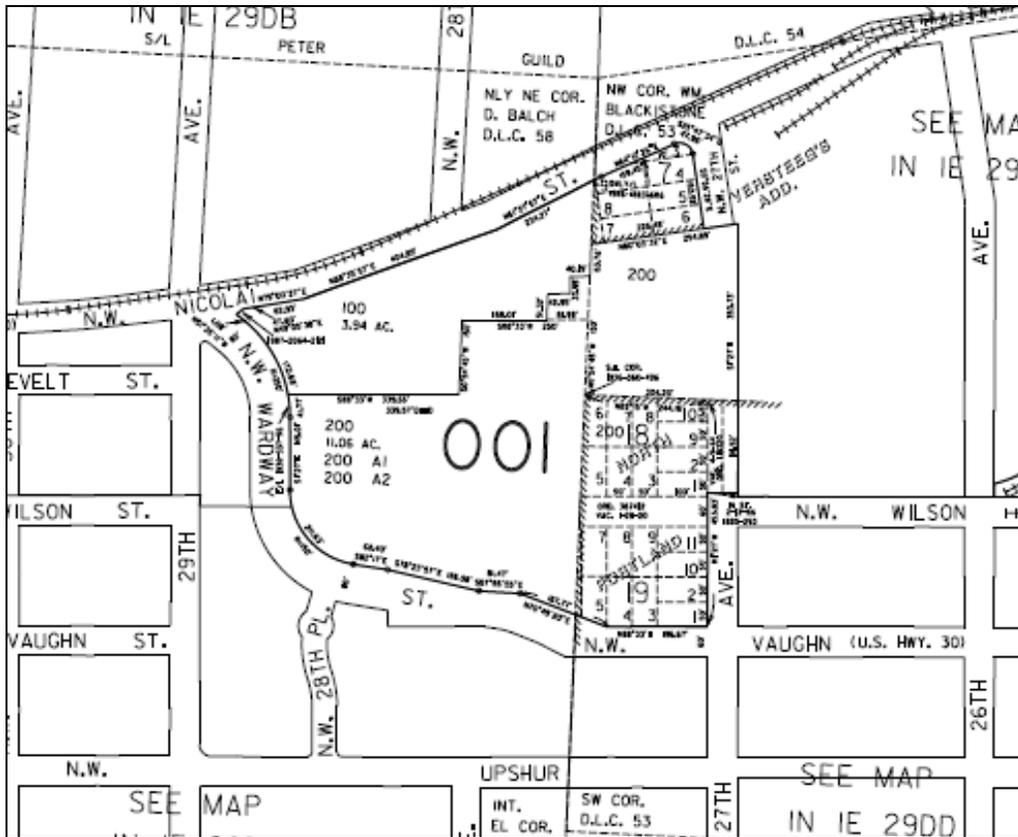
Name of Property
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County and State
N/A

Name of multiple listing (if applicable)

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Figure 3. Multnomah County Assessors Map



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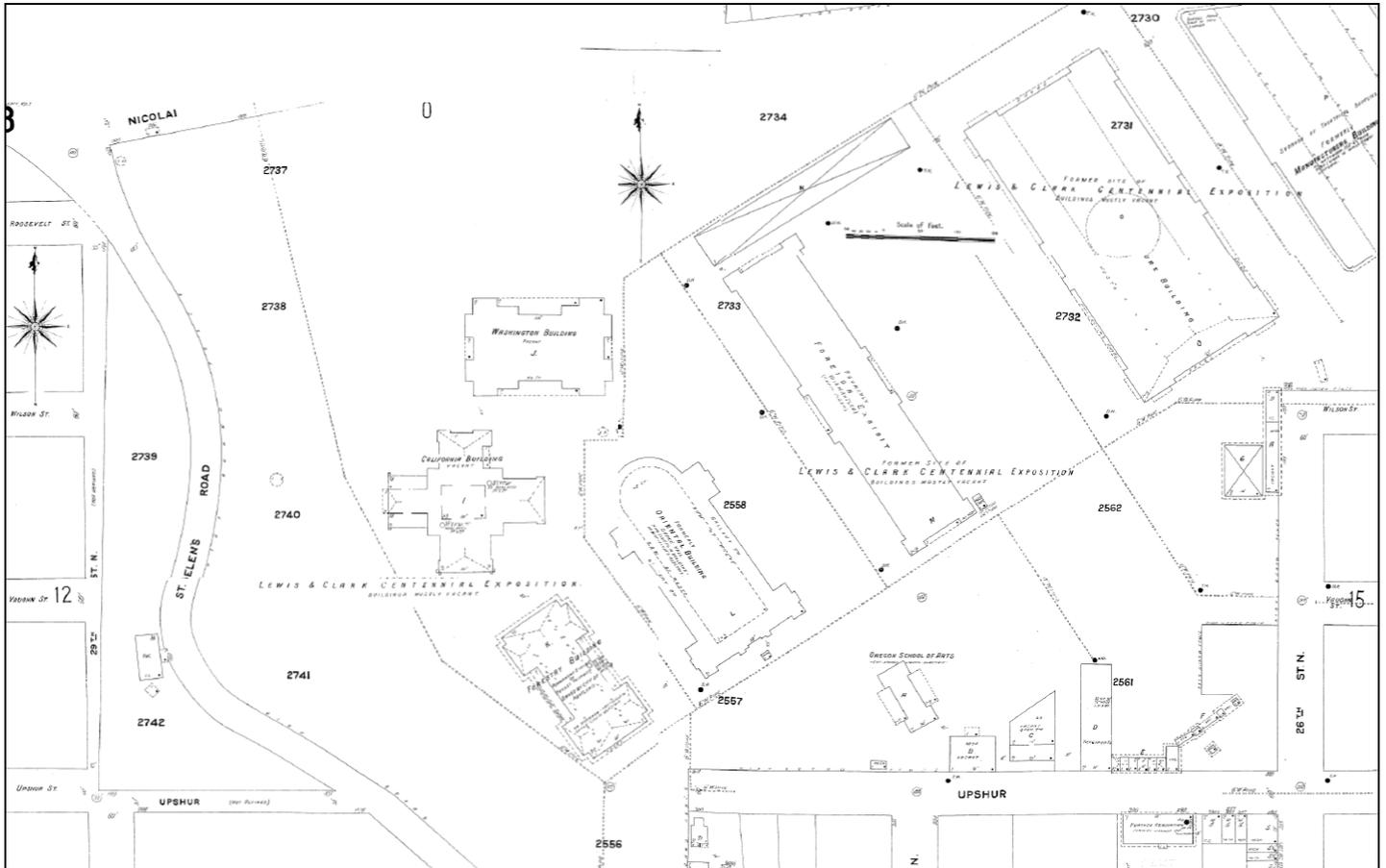
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Figure 4. 1905 Sanborn Map



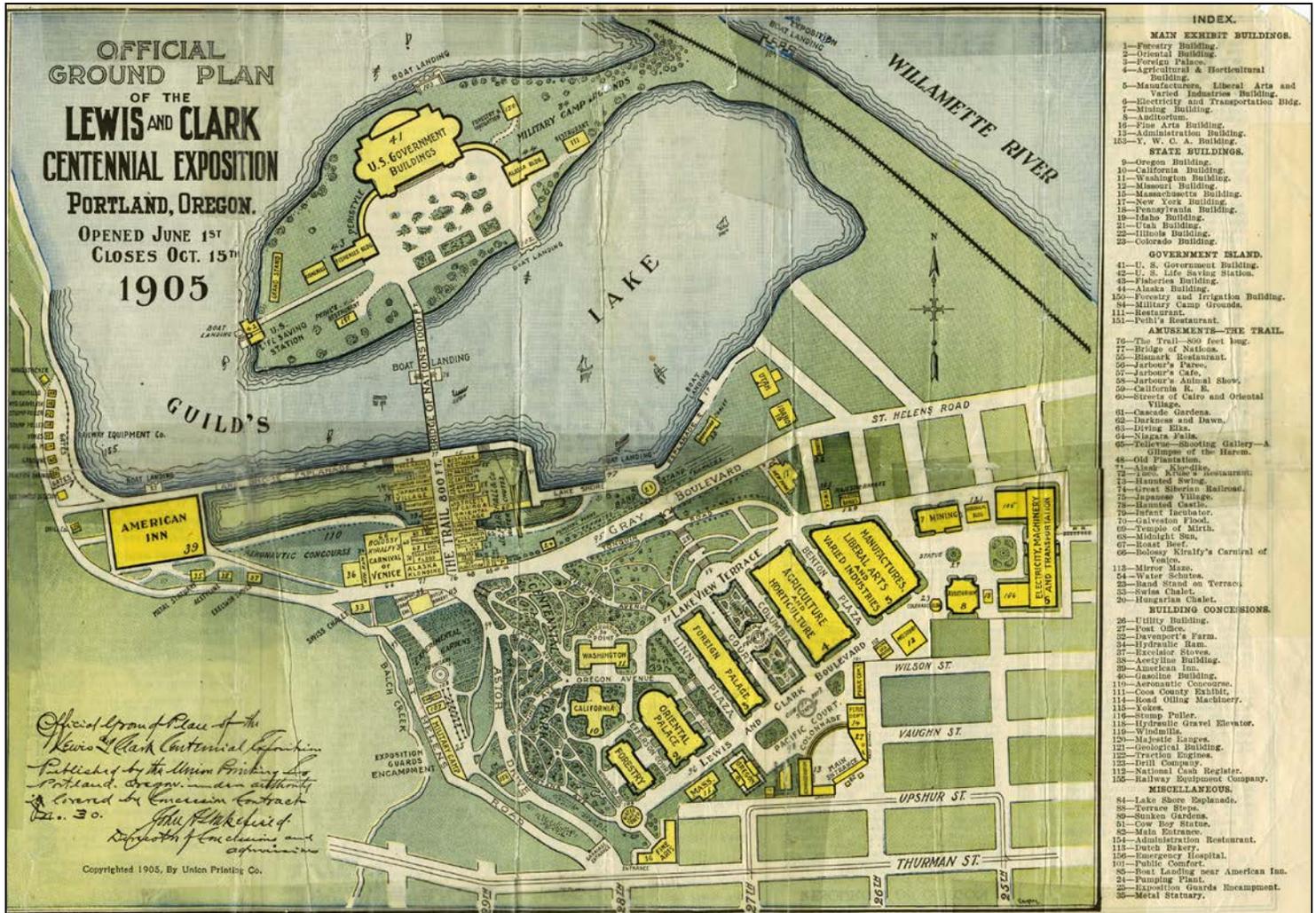
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Figure 5. Map of Lewis and Clark Exposition Showing Centennial Garden



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Figure 6a. 1905 USGS Map. The site had a 50 foot drop in elevation from the Montgomery Ward & Co. Building toward the intersection of NW Nicolai Street and NW Wardway. The western portion of the lot was leveled circa 1950.

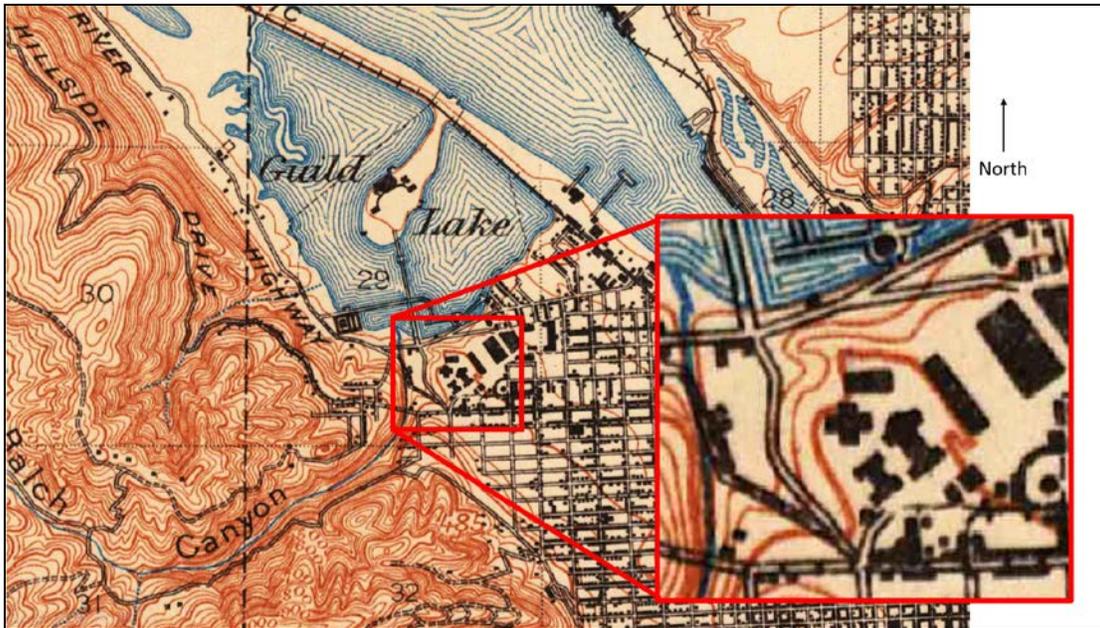
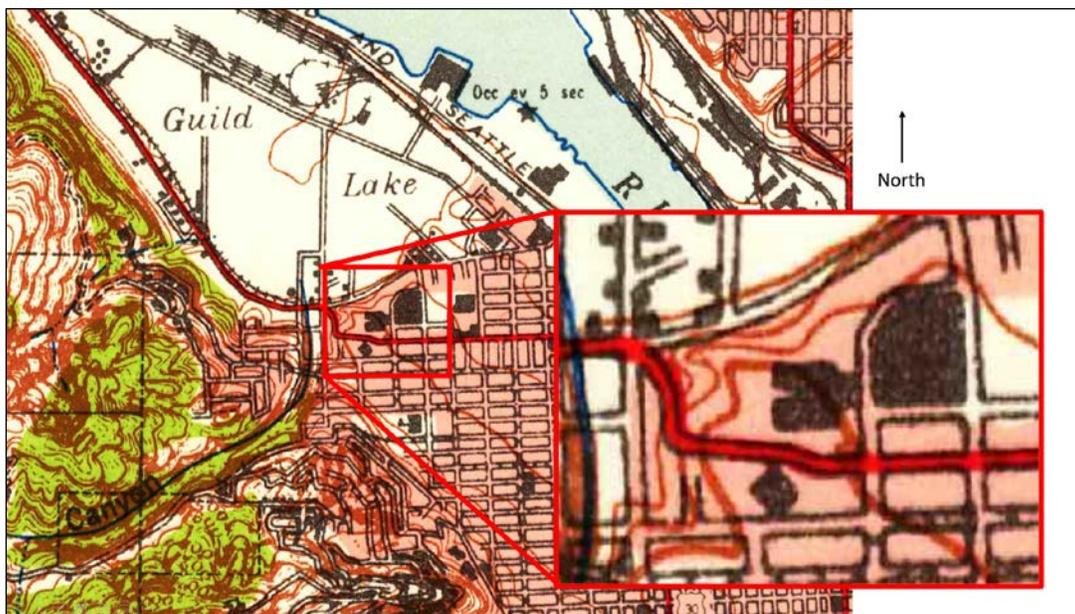


Figure 6b. 1940 USGS Map. The site had a 50 foot drop in elevation from the Montgomery Ward & Co. Building toward the intersection of NW Nicolai Street and NW Wardway. The western portion of the lot was leveled circa 1950.



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Figure 7. The Morning Oregonian, January 1, 1920

20 THE MORNING OREGONIAN, TH

MONTGOMERY WARD COMPANY PREPARES TO CONSTRUCT GREAT BUILDING IN CITY OF PORTLAND, EXPENDING \$1,350,000 IN 1920

Chicago Mail Order House Makes City Distributing Center for Oregon, California, Washington, Nevada, Idaho and Western Montana—General Store Supplying Entire Coast Will Be Established and Beautiful Grounds Provided.

VIEW OF KANSAS CITY BUILDING OF MONTGOMERY WARD & CO., WHICH IS TO BE DUPLICATED IN PORTLAND, SELECTED AS WESTERN HEADQUARTERS FOR DISTRIBUTION OF LARGE CONCERN.

WITH excavation work already under way, the new Montgomery Ward plant in Portland will rise here during the spring and summer as probably the largest individual building project throughout Oregon during the year.

The erection of the plant here will mean the definite selection of Portland as the headquarters of the great mail order house throughout the Pacific coast and is expected to bring several thousand workers to the city and a number of auxiliary factories as well, and to increase the payroll of the city materially.

The new plant will be erected on a site purchased by the company early this winter from the Ladd estate and the Portland Railway, Light & Power company. It is between eight and nine acres in extent, located on a portion of the old Lewis and Clark fair grounds property, on Twenty-eighth and Upshur streets.

The structure as planned here will be of concrete fireproof construction, patterned in a general way after the mammoth plant of the company at Kansas City. It will be eight stories in height, with a full basement and a second basement underlying a portion of the building and containing steam plant and machinery. The structure when completed will have a total of 1,500,000 feet of floor space and will be one of the largest structures in this regard on the entire coast.

Two units of the structure will be constructed this year. It has been announced, and the additional units will be added later. The work this year will run up in cost to approximately \$1,350,000.

Under the general plans which have been adopted there will be a maximum of lighting space, windows being large and numerous, giving most satisfactory working and lighting conditions. All the latest plans for usefulness and health which have been worked out during the last few years by modern factory concerns in the east will be incorporated in the plans.

An interesting feature of the building plans to Portlanders who are desirous of seeing Portland maintained as a city beautiful is that which calls for the landscape development of the property around the building in a fitting and harmonious manner. The structure itself will be set back from the street far enough to allow for a small strip of grass and shrubbery between the sidewalk and the building. Flower gardens will also be maintained around the building and athletic grounds for the employees will also be provided. These grounds will contain tennis courts, croquet courts, running track and an open-air promenade. All will be maintained by the company.

Through its new headquarters here the Montgomery Ward company will maintain for the first time a general store to supply the Pacific coast with its myriads of articles. Everything sold in the general store at Chicago will be sold at Portland and a general catalogue similar to that issued by the Chicago house will be sent out from here. The territory which will be supplied from the Portland house entirely will include Oregon, Washington, California, Nevada, Idaho and western Montana.

That the Portland plant will become a part of the community life of Portland and will take an active interest in community development is the declaration of W. Q. Bateman, manager of the local plant. It is one of the policies of the company, Mr. Bateman explained, to develop among their workers an active interest in civic matters.

Actual construction work on the plant began December 23, when steam shovels started taking out the 40,000 yards of earth which is to be moved to make room for the basement. Offices for P. A. Wells and J. R. Patterson of Wells Bros., Chicago, the firm in charge of constructing the building, have been installed in the Yeon building and the two men will remain in Portland personally supervising the work. An office is also being erected on the grounds.

That the Portland home of the company will rapidly develop into one of the finest and biggest of its branches is the belief of the officers. The Kansas City branch was begun with a building of 80,000 feet of floor space and in a few years this was entirely outgrown, according to Mr. Thorne. The Kansas City plant now has a floor space of 1,200,000 square feet and employs about 4000 people.

The new Portland plant, when completed and in operation, will employ between 2000 and 3000 people, it is stated. Among the special features which the building will have are recreation rooms, rest rooms for both men and women, cafe and lunch-rooms, doctor's office and dentist's office, where employees who have been with the company for over one year will receive free attention, libraries and other features designed to meet the needs of the employes and make their work both pleasanter and more productive.

Second Column, Last Paragraph: An interesting feature of the building plans to Portlanders who are desirous of seeing Portland maintained as a city beautiful is that which calls for the landscape development of the property around the building in a fitting and harmonious manner. The structure itself will be set back from the street far enough to allow for a small strip of grass and shrubbery between the sidewalk and the building. Flower gardens will also be maintained around the building and athletic grounds for employees will also be provided. These grounds will contain tennis courts, croquet courts, running track, and an open-air promenade. All will be maintained by the company.

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Figure 8a. South and East Elevations, Looking Northwest, September 1920



Figure 8b. Detail View of Hill and Entry at South, September 1920



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Figure 9. Historic Postcard, Circa. 1920 with property description.



Montgomery Ward & Co. (Boundary Reduction)
Multnomah County: OR



OR_Multnomah County_Montgomery Ward & Co. Boundary Reduction_0001
Montgomery Ward & Co., Boundary Reduction, Western Portion of the Parking Lot at Southeast, Looking N



OR_Multnomah County_Montgomery Ward & Co. Boundary Reduction_0002
Montgomery Ward & Co., Boundary Reduction, Western Portion of the Parking Lot at Center East, Looking W

Montgomery Ward & Co. (Boundary Reduction)
Multnomah County: OR



OR_Multnomah County_Montgomery Ward & Co. Boundary Reduction_0003
Montgomery Ward & Co., Boundary Reduction, Western Portion of the Parking Lot at Center West, Looking E



OR_Multnomah County_Montgomery Ward & Co. Boundary Reduction_0004
Montgomery Ward & Co., Boundary Reduction, Northern Portion of the Parking Lot at West, Looking E

Montgomery Ward & Co. (Boundary Reduction)
Multnomah County: OR



OR_Multnomah County_Montgomery Ward & Co. Boundary Reduction_0005

Montgomery Ward & Co., Boundary Reduction, Northern Portion of the Parking Lot at East, Looking W