

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 Calaroga Terrace

other names/site number Rosary Tower

Name of Multiple Property Listing N/A

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

2. Location

street & number 1400 NE 2nd Avenue

☐

not for publication

city or town Portland

☐

vicinity

state Oregon

code OR

county Multnomah

code 051

zip code 97232

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 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

Applicable National Register Criteria: X 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.)

☒	private
☐	public - Local
☐	public - State
☐	public - Federal

Category of Property

(Check only **one** box.)

☒	building(s)
☐	district
☐	site
☐	structure
☐	object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
		site
		structure
		object
1	0	Total

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions

(Enter categories from instructions.)

DOMESTIC: institutional housing

Current Functions

(Enter categories from instructions.)

DOMESTIC: institutional housing

7. Description

Architectural Classification

(Enter categories from instructions.)

MODERN MOVMENT:

New Formalism

Materials

(Enter categories from instructions.)

foundation: CONCRETE

walls: BRICK

roof: SYNTHETICS

other

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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

Calaroga Terrace, located at 1400 NE 2nd Avenue in Portland, Oregon, was constructed in 1967¹ as a continuing-care retirement community. The sixteen-story residential tower occupies a full-block parcel within Portland's Lloyd District², and is designed in the New Formalism style by architect Benson M. Eschenbach. The building is organized around an irregular T-shaped plan and is distinguished by its cast-in-place reinforced concrete structure, red brick cladding, flared T-shaped columns, repeated arched motifs, decorative concrete relief work, and expansive wraparound terrace. Character-defining exterior features include the tower's expressed structural frame, projecting and recessed balconies, arched concrete block screens, monumental arcades, and richly detailed terrace spaces. The interior retains its historic spatial organization, including residential floors above a suite of communal facilities centered on the third floor. Significant interior spaces include the chapel, multipurpose room, dining room, and terrace, which continue to convey the building's original concept as a Life Plan Community—an advanced form of retirement community whose comprehensive program integrated housing, dining, recreation, worship, and healthcare services. Alterations have occurred over time, including remodeling of corridors, residential units, lobby spaces, finishes in the dining room, and select common areas, as well as modifications to terrace amenities and the addition of a glass-enclosed breezeway. Despite these changes, the building retains its overall design, principal communal spaces, and defining architectural features. The survival of these character-defining elements allows the building to continue conveying its historic function as a comprehensive urban retirement community and its association with the development of Life Plan Communities in the greater Portland area.

Narrative Description

SETTING

Calaroga Terrace is located at 1400 NE 2nd Avenue in Portland, Multnomah County, Oregon. The site occupies a relatively flat parcel within Portland's Lloyd District—an urban area characterized by a mix of institutional, hospitality, residential, and commercial development (Figures 1-2). Immediately north of the property is a recently vacated Shilo Inn hotel (built in 1977) and its parking area. Across NE 2nd Avenue to the east are several buildings and parking lots associated with Holy Rosary Catholic Church (the church building dates from c. 1894.) South of the property are a surface parking lot, a 1924 house now used as a religious center, and a six-story apartment building built in 2017. Unity Center for Behavioral Health (a former 1970s hospital building with a 2015 addition) is located to the southwest. The Crowne Plaza Hotel, built in 1971 as the Travelodge Motor Hotel) is located to the northwest.

SITE

Calaroga Terrace is located on a 40,000 square foot, full-block parcel. The building is set back approximately three feet from the north property line and approximately eight feet from the east and south property lines. The west setback is greater—approximately twelve feet—except at the porte cochere along the southern portion of the west elevation, where it increases to approximately eighteen feet. The parcel is generally flat with a subtle downward slope to the south and west.

¹ The building's date of construction is known through numerous newspaper articles such as "1st Life Care Residence in Portland Completed," *The Oregonian*, September 28, 1967, 36.

² While the Lloyd neighborhood is its official designation, the area is colloquially known as the Lloyd District.

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The main entrance, located at the southwest corner of the building, is defined by non-original landscaping beds and a non-original monument sign. Low-growing shrubs are planted in the bed. Two bioswales are located along the south sidewalk. The landscaping frames a double-wide driveway that extends east from NE 2nd Avenue through a porte cochere integrated into the building. A third lane beneath the building (delineated by bollards and structural piers) is restricted to pedestrian use and leads directly to the sliding-glass-door entrance. The two vehicular lanes continue east beneath the porte cochere, providing access to the lower level of the parking garage before exiting south onto NE Clackamas Street. The upper level of the parking garage is accessed from NE 3rd Avenue by a short ramp leading to a utilitarian metal roll-up door.

Most setback areas are landscaped with non-original small- to medium-sized shrubs and trees. The exception is along much of the west elevation, where a six-foot-tall metal fence encloses the setback area adjacent to the building. One bay near the north end of the elevation remains unenclosed. Immediately north of this opening, a walkway provides access to an emergency egress door located near the northern end of the west elevation.

EXTERIOR

Overview

Constructed in 1967, Calaroga Terrace is a sixteen-story³ residential tower designed by Benson M. Eschenbach⁴ in the New Formalism style. The building has an irregular T-shaped floorplate that rises above a base of flared concrete columns that serve as a defining architectural feature. Primary exterior cladding is red brick in running bond with flat concrete panels as a secondary wall material. These panels are accented by decorative concrete relief details. The overall massing is monumental and the building employs repeated arched forms, cast-concrete ornament, formal symmetry, and relief detailing characteristic of New Formalism. These motifs appear in the arcades, balcony supports, belt courses, decorative concrete blocks, and cast-concrete site features (Photos 1-4).

The building utilizes a cast-in-place reinforced concrete structural system consisting of concrete floor slabs, columns, and reinforced concrete shear walls. The floor slabs are expressed on the exterior as horizontal slab bands, while shear walls are concentrated at the building core, end walls, and interior locations. Exterior brick walls are primarily non-load-bearing infill assemblies. All concrete on the building has been painted multiple times since it was originally constructed, but the brick has not. The original concrete paint color was white or off-white, as evidenced by historic images.

Ground Floor

The main entrance is located on the west elevation at the southwest corner of the building (Photo 5). Four T-shaped concrete piers form an arched arcade that creates a covered main entrance to the building and double-driveway port cochere providing access to the parking garage (Photo 6). These driveways exit to NE Clackamas Street on the south. The lower portions of the porte cochere's arches and piers are clad in non-original rusticated stone veneer.

The northern bays on the west elevation contain service and mechanical spaces and are screened by a six-foot-tall wrought iron fence with gates. Immediately north of the porte cochere and main entrance is a garbage enclosure. Although the enclosure is enclosed with non-historic sheet metal panels, the original wall utilizing the building's characteristic arched concrete blocks remains intact behind the enclosure.

³ Consistent with common practice in residential high-rise construction, Calaroga Terrace does not contain a thirteenth floor. Residential floors are numbered 4 through 12 and 14 through 17.

⁴ The architect of the building is known from newspaper articles and original building plans on file with the City of Portland (the cover page is shown in Figure 23).

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The six remaining bays along the west elevation's ground floor alternate between original mechanical louvers and decorative concrete panels. These smooth-faced concrete panels are incised with shallow geometric and curvilinear patterns that echo the arched motifs and geometric ornament employed throughout the building.

On the south elevation, the open arched arcade continues the length of the driveway. East of the porte cochere, the ground-floor base features a two-story concrete block wall that acts as a robust plinth for the open terrace above. Like the garbage enclosure wall, each block is punched with a single arched opening, producing a screened enclosure for the two-level parking garage. Concrete spandrel panels with a single recessed square motif mark the floor line between the two garage levels and the terrace level. Above, a non-original glass guardrail system, composed of square glass panels, is aligned with the spandrels and caps the terrace. Lastly, slender square concrete columns mark each structural bay, rising from grade to the top of the guardrail.

The ground floor of the east elevation maintains the same design vocabulary in a different arrangement: a smooth concrete foundation is topped by a row of decorative concrete spandrel panels, with the arched concrete blocks above. Near the center of the east elevation is a pair of symmetrical exterior stairways providing access to the terrace (Photo 7). The stairs are cantilevered concrete with an exposed aggregate finish and the steel handrails repeat the arched motif in the balustrade. These stairs converge on an upper landing with a curved, cantilevered balcony featuring the same arched balustrade. A non-historic security gate has been added at this landing and, beyond it, another flight of steps leads directly to the terrace. Finally, at the north end of the elevation is the roll-up garage door to the upper parking garage level previously mentioned.

At the building's north elevation, the ground-floor level primarily consists of a concrete wall that forms the base for the multi-purpose room volume above and abuts the adjacent parcel to the north. The wall is articulated with cast-in-place panels in relief. The same slender square concrete columns mark the structural bays, providing support for the glass terrace guardrail system as it wraps the building. This concrete base terminates at the western edge of the multi-purpose room volume, while the north end wall of the main tower extends farther west. Ground-floor spaces in this section are associated with service and mechanical functions and therefore contain no windows or doors. Tall arbovitae and other shrubs screen this end wall, but behind the plantings, the exterior materials consist of brick and concrete.

Terrace Level

A large wraparound terrace surrounds the building, with hardscape and landscape features arranged as distinct outdoor "rooms." The terrace is organized into two primary areas: a south terrace and a central terrace located between the east-west wing of the building and the multipurpose room. These spaces are connected by pedestrian walkways, including a circulation route between the central and south terraces and a walkway that extends around the perimeter of the multipurpose room.

The terrace contains raised concrete planters, some original and some non-original, as well as a non-original flagpole and central fountain. Terrace paving consists of colored concrete scored diagonally and intersected by lighter concrete bands that create a square grid pattern.

At the west end of the central terrace, an original covered arcade connects to the dining room, lounge, and a non-original enclosed walkway. This enclosed walkway provides a connection between the multipurpose room and the main building's corridor that serves the communal spaces on the third floor. It is enclosed with modern storefront glazing and has tile flooring and a partially glazed ceiling.

The terrace level contains a concentration of the building's architectural detailing and principal design motifs. On both the south and central terraces, large arched dining room storefront windows with their original bronze finish are framed by a row of concrete columns forming an arcade (Photos 9-10). Each

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column flares into an arched T-shaped profile supporting the projecting third-floor balcony overlooking the terraces. The horizontal members project through the belt course at the balcony face and terminate in square relief blocks suggestive of exposed purlin ends. These columns and the projecting belt course continue around the east elevation of the dining room. Where the two elevations meet, the belt course wraps the corner and forms an open square frame (Photo 8), reinforcing the building's rectilinear design vocabulary.

This rectilinear design motif is repeated throughout the terrace in a variety of architectural features, including rectangular panels cast in relief on the dining room columns, square panels cast in relief on the balcony fascia, abstract cross motifs cast in relief on the end walls between planters adjacent to the library and lounge and repeated in the chapel paneling, and geometric forms incorporated into the arcade ceiling that create a coffered appearance. Cast-concrete arcade lamp posts further reinforce the motif through their custom-designed square concrete lanterns (Photo 11).

Where the central terrace transitions via a walkway to the south terrace, decorative concrete blocks reappear along the east elevation. They are laid in an alternating pattern with projecting and recessed faces, creating a rhythmic play of relief and shadow (Photo 12).

The south terrace repeats many of the designs of the central terrace, with raised concrete planters (non-original) and many of the same architectural motifs.

The terrace areas extend around the north side of the multipurpose room. At the east end of the building, a brick wall incorporates three semi-circular, barrel-shaped projections that create depth and shadow while reinforcing the building's recurring design language that juxtaposes curvilinear and rectilinear forms. Four colossal columns with cast-in-place reveals support the multipurpose room's projecting roof, creating a loggia along the north and south elevations. The overhanging roof is articulated by deep recesses formed by exposed concrete beams. Its fascia incorporates a belt course with square panels cast in relief, while the exposed beam ends project through the belt course at each structural bay and display decorative cast detailing (Photo 7). Within the loggia, a two-story wall consists of ground-level storefront glazing with a central pair of glazed double doors. Above the storefront system, a series of arches is cast into the concrete wall, with four rectangular clerestory windows positioned above the arches. Smooth brick walls without openings flank this central composition and frame the elevation.

Upper Floors

Calaroga Terrace's façades are composed of repeating bays of projecting and recessed balconies, sliding glass doors, and a variety of original aluminum windows with a galvanized finish. These include arched one-over-one windows, rectilinear one-over-one windows, and slider windows. The projecting concrete balconies are rectangular with metal railings, metal corner posts, and glass sliding doors. Recessed balconies are similarly detailed with metal railings and sliding doors.

The building's floor lines are expressed by horizontal concrete bands, while brick cladding provides visual separation between them. Where the floor slabs meet the perpendicular concrete end walls of the T-plan, they project beyond the end walls. This treatment creates a notched detail at the corners and produces a series of projecting horizontal bands that articulate the floor levels across the concrete end walls. Additionally, the ends of the T-plan feature projecting window bays flanked by concrete panels with arched reliefs that reference the building's recurring arched motif. A flat roof is finished with an overhanging parapet wall accented by a square relief motif—a modern equivalent of a heavy cornice. Prominent, non-original building signage sits affixed to the west, south, and east parapets.

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INTERIOR

First Floor

The entry lobby consists of three primary areas encountered upon entering the building: a non-original vestibule with automatic sliding doors; a sitting area with a reception desk; and a circulation zone containing an open stair along the east side of the lobby and two elevators at the north end. The stair provides access to second-floor office space, while the elevators serve all floors. As designed, the lobby is relatively compact and was not intended as a resident gathering space; those functions are located on the third floor. Existing wall, floor, ceiling, stair, and elevator finishes are non-original and were introduced during a renovation completed circa 2015. These finishes include dark wood paneling, stone veneer, and other contemporary materials (Photo 13).

Beyond the lobby is a corridor providing access to a variety of back-of-house service areas for the building, such as the service elevator, trash, loading area, laundry, linen, bathrooms, maintenance, break room, and resident storage. The first level of the parking garage takes up the remaining square footage associated with the ground floor.

Second Floor

While the second floor is approximately two-thirds parking garage, approximately one-third is devoted to support and utility spaces for the building. The southwest corner contains staff office space and a laundry room in an area of the building originally designated for on-site medical care. The remainder of the floor is devoted primarily to building service functions, including mechanical equipment rooms, telecommunications equipment, and a transformer room. No historic finishes or character-defining features remain on this floor.

Third Floor

The third floor contains the building's most significant common areas. In the northwest corner of the third floor, the chapel remains largely as constructed, with the primary spatial configuration and defining architectural features intact (Photo 15). The space is organized into three equal sections by two large painted arches with inset panel detailing. The west wall is constructed of exposed brick and includes a pattern of inset stained-glass blocks of varying colors. Wood paneling with an abstract cross motif is present at both the front and rear of the space. The ceiling incorporates paneled detailing that reflects the geometric motifs employed throughout the chapel.

The large dining room occupies the southeast quadrant, flanked by the expansive terrace spaces to the north and south (Photo 14). The spacious, open room is organized by two rows of five large square columns, creating a regular structural grid. The perimeter of the space includes pilasters that define a series of arched alcoves. Large window and door openings along the south and north elevations provide direct access and visual connection to the terraces. The overall size and layout of the space remains consistent with the historic dining room; however, all interior finishes were updated in 2015. These alterations include a suspended acoustical tile ceiling with recessed lighting, tile flooring, and tile wall finishes within the alcoves.

To the west of the dining room is a commercial-scale kitchen serving the dining program. All fixtures and equipment are non-original, however the footprint of the space appears to be unchanged from the original configuration.

There are other communal spaces on the third floor, including a large elevator lobby, lounge, snack shop, postal room, hair salon room, conference room, restrooms, small library, and connecting corridors (Photos 18-19). While the general organization of these spaces remains similar to the original plan configuration, alterations have occurred over time. Historically, the area south of the chapel originally contained accounting and administrative offices. Opposite the elevators to the north was an open periodicals room connected to the lounge. Beyond the periodicals room was a library that was originally accessed only from the terrace.

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Over time, the former office spaces were repurposed for other uses including a small market, postal room, bank, and conference room. The original library space was later reduced in size to create a corridor along the east glazing leading to the exterior door connecting to the breezeway and multi-purpose room. The reconfigured library opened onto this corridor, which also connected back to restrooms at the north end of the floor.

The freestanding multipurpose room occupies the northeast quadrant of the building footprint and is connected to the main building by the non-original enclosed glass breezeway. The facility includes an entry vestibule, small kitchen, storage closet, large central gathering space, stage/platform, restroom, two dressing rooms, and an egress vestibule behind the stage with a door opening to the terrace. Solid, white-painted double doors located opposite the stage provide access from the entry vestibule to the central gathering space. The primary space within the multipurpose room building is a tall, double-height volume configured for assembly and performance use (Photo 17). It is largely unchanged since the historic period. A stage at the east end is faced along its front with the characteristic square-paneled motif. The two side walls feature a repeating pattern of shallow inset arches above the glazing, establishing a consistent architectural motif. Double doors on each of these walls open onto the terrace (Photo 16). The ceiling incorporates a combination of acoustical ceiling tiles, recessed can lighting, and exposed wood accent framing elements.

Residential Floors 4 through 17

Above the common areas rise thirteen stories of apartments in eleven configurations, including studio, studio-plus-alcove, one-bedroom, and two-bedroom units. Each floor contains three double-loaded corridors serving the units. Each floor also includes a small common lounge area located within the corridor system. The lounge on the 9th floor is enclosed as a workout room.

All corridors have undergone renovations over time and corridor finishes vary by floor; however, original residential unit doors and bronze-finished door hardware remain throughout. Wall-mounted sconce lighting is located in original positions along the corridors although the existing fixtures are non-original. Flooring varies by level, including vinyl flooring and carpet (Photos 20-21).

Beyond the corridors, unit layouts generally remain consistent with the original configuration, where living spaces are oriented toward exterior windows/balconies. Interior finishes vary across units, reflecting multiple phases of alteration and modernization over time. All units contain kitchens or kitchenettes that were added or modified after the original construction. Cabinetry and built-in casework vary significantly in style, material, and age, indicating installation during different renovations. Bathrooms similarly exhibit a range of finishes, fixtures, and conditions reflective of unit-by-unit updates (Photos 22-25).

Between 1991 and 2004, Floors 4 through 6 were converted incrementally into assisted living floors. These alterations resulted in conversion of some residential units into dining areas and reconfiguration of certain one-bedroom units into studio units.

ALTERATIONS

- The main entry doors were relocated from the south elevation in 1984 to a new vestibule adjacent to the original entrance. The new doors were automatic sliding glass doors that faced west.⁵
- Exterior signs at the top of the building were added in 1988.⁶

⁵ Permit on file with the City of Portland.

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- The existing glass-enclosed breezeway, located on the third floor, which crosses the terrace and connects the building to the multi-purpose room was added in 1991. The same project shrunk the size of the library, added a beauty shop/barber to the library's north, converted office spaces adjoining the lounge to a bank, a post office, and a gift shop.⁷
- Floors four through six were remodeled as assisted living floors and, in some units, reconfigured (some one-bedroom units were changed to studios) to support the creation of an entire floor for assisted living and to accommodate the extra personnel and facilities needed. The fourth floor was changed in 1991, the fifth in 1996, and the sixth in 2004.⁸
- New suspended ceiling in public corridors on floors seven through sixteen were added, as well as a new sprinkler system and alarm system upgrades, all completed in 2003.⁹
- The original terrace amenities (including two shuffleboard courts, two fountains, and some planter boxes) were removed in 2015 and replaced with its current scheme, which includes new hardscaping, planter boxes, and a fountain.¹⁰
- The concrete elements on the building were repainted many times. During the same timeframe as the terrace renovation in 2013, the building's concrete end walls were painted a gray color to mimic raw concrete. The original paint color was white or off-white, as seen in historic photographs.
- Corridors, lounges, entry lobby, dining room, open staircase between first and second floors, and retail spaces were all remodeled in 2015.¹¹
- The grounds surrounding the main entrance at the southwest corner of the property, including original low concrete planter boxes with fountain and 1970 sign were removed in 2017 and replaced with the current hardscaping and landscaping. During the same project, the lower portion of the porte cochere's columns were covered in rusticated stone veneer, a new ceiling finish was added to the porte cochere driveway aisles, and the sheet metal garbage enclosure was installed.¹²
- The original decorative square cement terrace railings were replaced with non-original glass railings in 2020.¹³
- Apartment units have been remodeled at various dates since the building was constructed.¹⁴
- Any medical facilities originally present in the building, historically located in the current office spaces of the second floor, are no longer present. The original demising walls, however, remain

⁷ Permit and plans on file with the City of Portland.

⁸ Permits and plans on file with the City of Portland.

⁹ Permit and plans on file with the City of Portland.

¹⁰ Original amenities are on original architectural plans on file with the City of Portland and viewed through aerial photos on PortlandMaps.com; their removal was also observed through aerial photos on PortlandMaps.com and through permit and plans on file with the City of Portland.

¹¹ "Historic Calaroga Terrace in Lloyd District Undergoing Major Renovations," *The Oregonian*, August 30, 2015, 63.

¹² This is based on observations made from Google Streetview images from the years before and after the changes along with the plans on file with the City of Portland.

¹³ Calaroga Terrace's Facebook page has photos from July 14, 2020 showing removal of the cement panel railings.

¹⁴ This is based on an on-site review of many floors and units.

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for the two treatment rooms and the doctor's office but those for the waiting area, restroom, nurse room, and other support spaces have been reconfigured.

INTEGRITY

The following is an analysis of the seven aspects of integrity for Calaroga Terrace:

Location. The building stands on its original site. There has been no relocation or site reorientation, preserving the direct physical link to its historic development and use. Therefore, the property has integrity of location.

Setting. Although some surrounding properties have changed since the building was constructed, the property remains within an urban environment characterized by institutional, hospitality, and commercial development. The building continues to occupy a prominent full-block site within Portland's Lloyd District and retains its historic relationship to the surrounding street grid, adjacent sidewalks, neighboring development, and Holy Rosary Church properties located directly to the east. While some nearby buildings and land uses differ from those present during the period of significance, the broader urban context remains consistent with the setting in which Calaroga Terrace was conceived and operated. The building's high-rise form, elevated terrace, and relationship to the surrounding city remain readily apparent. Therefore, the property retains integrity of setting.

Design. Design integrity resides in the tower's overall form and plan, the expression of structure, fenestration rhythms, New Formalism elements, and the programmatic organization of generous public spaces and residential apartments accessed from double-loaded corridors. These remain legible. Later remodels—within corridors, lobbies, most residential units, and select public gathering spaces—reflect customary modernization for retirement/assisted-living housing. However, the chapel and multi-purpose room—key features of the era's Life Plan Community—remain largely unchanged, while the terrace retains its historic spatial organization and principal design features. The changes made to the building's design have not altered the fundamental massing, circulation, or purpose and function of the signature communal spaces. Furthermore, the relationship between residential floors, communal facilities, chapel, dining room, terrace, and multipurpose room remains intact and continues to convey the building's original life-care concept. Therefore, the building retains integrity of design.

Materials. Primary exterior materials, including the building's concrete structure, brick and concrete cladding, its windows, and decorative features, are largely intact. The demising walls between units, built exceptionally thick for sound privacy, remain. Localized changes at the entry are present and interior materials in many dwelling units have been updated, which is a typical condition for this property type that sees a high turnover of residents. Importantly, materials within high-value public spaces (e.g., brick and colored glass in the chapel; stage and finishes in the multi-purpose room, architectural elements at the terrace) remain from the historic period. Across the building, integrity of materials is present.

Workmanship. Workmanship is evident in the building's cast-in-place concrete construction, including the flared T-shaped columns, decorative relief panels, arched concrete blocks, exposed structural expressions, and other architectural detailing characteristic of the New Formalism style. While alterations have replaced finishes in many interior spaces and residential units, the workmanship associated with these character-defining exterior elements remains readily visible. Historic workmanship is also retained in key interior spaces, including the chapel and multipurpose room. Therefore, the property retains integrity of workmanship.

Feeling. The property continues to convey the historic character of a late-1960s continuing-care retirement community. The tower's scale, monumental New Formalist design, extensive terrace spaces,

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chapel, dining room, multipurpose room, and network of communal facilities remain readily apparent and these continue to function as the organizational focus of the building. Although many finishes have been updated and some support spaces have been reconfigured, the building still communicates the experience of a self-contained residential community organized around shared services, recreation, dining, and social interaction. As a result, the property retains integrity of feeling.

Association. Calaroga Terrace retains a direct association with the emergence of comprehensive, urban “total life-care” retirement communities developed during the 1960s for middle-income older adults. The building continues to operate as senior housing and retains most of the physical features that embodied this model, including residential accommodations integrated with dining, recreational, social, religious, and support facilities. The survival of the key communal spaces and the organization of the building with floors devoted to administrative spaces, vehicle parking, communal spaces, and residential units, allows the property to continue illustrating the social patterns for which it is significant.

Any medical facilities originally provided within the building no longer retain the appearance or function associated with their historic use. Although the extent to which these spaces were developed and utilized during the period of significance is not fully understood, available evidence suggests that on-site medical services were a relatively limited component of the building's overall life-care model. Residents were instead selected for good health at admission, and the community relied heavily on nearby hospitals for more substantial medical care.¹⁵ Consequently, the loss of these spaces does not substantially diminish the property's ability to convey its historic association with the emergence of comprehensive life-care retirement communities.

Although a variety of alterations have occurred, they do not sever the property's ability to convey its historic association with the development of life-care retirement communities. Therefore, the property retains integrity of association.

Overall, alterations to Calaroga Terrace are concentrated in areas that have historically been subject to periodic modernization, including residential units, corridors, support spaces, and select common areas. The building's defining characteristics—including its overall form and massing, New Formalist exterior design features, structural expression, terrace, chapel, multipurpose room, and the spatial relationship between residential and communal functions—remain readily apparent with some being highly intact. As a result, the property continues to convey its historical significance as a comprehensive urban life-care retirement community.

¹⁵ Original plans depict a cluster of medical facilities on the second floor, including treatment rooms and a doctor's office, although no documentary evidence has been identified confirming whether these spaces were completed or how they were utilized during the period of significance. See the heading in Section 8 regarding Medical Services. Also, see Eileen J. Tell, Stanley S. Wallack, and Marc A. Cohen, “New Directions in Life Care: An Industry in Transition,” *The Milbank Quarterly* 65, no. 4 (1987): 551–574, at 555, 562, 570.

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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.)

SOCIAL HISTORY

Period of Significance

1967-1970

Significant Dates

1967: construction complete

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation (if applicable)

N/A

Architect/Builder

Eschenbach, Benson M.

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Period of Significance (justification)

The period of significance is 1967-1970. The period opens in 1967 when Calaroga Terrace was completed and commenced operation as a Life Plan Community for those over age 60 with bundled services and an exclusive life-care contract model. The period of significance closes in 1970 when Calaroga Terrace's operator introduced a lease option for a limited number of residents between ages 50 and 59.¹⁶ This policy represented the first documented departure from the exclusive "total life-care" model under which the facility had originally operated. Although Calaroga Terrace continued to function as a specialized retirement community after 1970, the introduction of alternative occupancy arrangements marked the beginning of a broader evolution in its operational model undertaken to maintain occupancy and financial viability. Accordingly, 1967-1970 encompasses the period during which the property most fully reflects the distinctive "total life-care" concept for which it is significant.

Criteria Considerations (explanation, if necessary)

N/A

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).

Calaroga Terrace, built in Portland, Oregon in 1967,¹⁷ is locally significant under National Register Criterion A for social history as a distinctive example of an urban Life Plan Community—a retirement housing model that combined independent residential living with dining, recreational, social, religious, and support services to promote security, independence, and aging in place.¹⁸ The building was designed and constructed within the context of a nationwide transformation in retirement culture that came to fruition during the 1960s. As increasing numbers of older adults sought active, independent retirement lifestyles, new housing models emerged to emphasize community, convenience, and long-term stability.¹⁹ Life Plan Communities allowed senior citizens to maintain social cohesion and continuity of place as they aged. Calaroga Terrace represents one of Portland's most ambitious expressions of the "total life-care" model. Its urban setting, high-style modern design, and comprehensive amenities—including an elevated "multi-room" terrace, chapel, multipurpose room, and full-service dining hall—created a self-contained "city-within-a-city" that met residents' physical, social, and spiritual needs. Its unusually comprehensive life-care program further reinforced the security and continuity that were central to the appeal of retirement communities during this period. Within this context, Calaroga Terrace occupies a distinctive place in the evolution of retirement housing in the greater Portland area. The period of significance begins in 1967 when the building opened and ends in 1970.

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

Introduction

Calaroga Terrace is a locally significant Life Plan Community completed in 1967 in Portland, Oregon. Nominated under Criterion A for Social History, the building reflects the emergence of a new approach to

¹⁶ "Apartment Living That's Really Carefree," *The Oregonian*, May 10, 1970, 50.

¹⁷ The building's date of construction is known through numerous newspaper articles such as "1st Life Care Residence in Portland Completed," *The Oregonian*, September 28, 1967, 36.

¹⁸ When Calaroga Terrace opened, it was often called life-care housing or a total life-care retirement community. This differentiated it from the more basic and common form of senior living called a "retirement community"—one that did not offer a continuum of housing options nor care services. Communities similar to Calaroga Terrace started preferring the concept of "continuing care" and the term Continuing Care Retirement Communities (CCRC) started being used within some communities in the mid-1970s. Within ten years the CCRC moniker was widely used by industry types yet only about fifteen percent of CCRC communities called themselves one in 1984. Over time, CCRC became the de facto label for retirement communities that offered a continuum of care options for its residents. In 2015, the industry shifted away from CCRC in favor of Life Plan Community, preferred for its focus on planning, living, and personal autonomy. The authors of this nomination use Life Plan Community to refer to this industry.

¹⁹ James Chappel, *Golden Years: How Americans Invented and Reinvented Old Age* (New York: Basic Books, 2024).

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retirement that gained national prominence during the postwar decades. Life Plan Communities offered older adults independent living, social engagement, and financial security through bundled housing, services, and health-care arrangements that allowed residents to remain within a single community as their needs changed.

This nomination will first present a historic context for understanding and placing Calaroga Terrace within the evolving trend of retirement communities. Next, the unique life-care model that formed the basis for Life Plan Communities will be discussed and the nomination will offer context for Oregon's retirement communities and how they led to the development of Calaroga Terrace. A brief history is then sketched of the neighborhood that Calaroga Terrace sits in and, following that, the nomination will chronicle how the building was initiated as part of a larger and overly ambitious development called Coliseum Gardens in adjacent blocks. Next, details of the design and construction will be presented. With construction completed, the nomination will offer a review of the specific aspects of living at Calaroga Terrace and how they changed over the years. Before concluding the nomination, an analysis of other similar local Life Plan Communities will be conducted to determine Calaroga Terrace's status as a significant representation of this unique form of retirement living.

Retirement Housing Historic Context

Antecedents for Post-1950 Retirement Housing

Before the rise of postwar retirement communities, housing for American seniors in need was provided mainly through charitable or mutual-aid institutions.²⁰ Many were modest in scale, typically operating from converted houses or purpose-built buildings accommodating a few to several dozens of residents. Sponsorship varied: some were religious while others were organized by fraternal orders, ethnic societies, or trade guilds.²¹ These facilities generally provided shelter and basic care rather than the broad range of amenities and services associated with later retirement communities. Some also included infirmaries for residents who could no longer live independently.²² County-run poor farms, where the indigent elderly lived alongside other dependent populations, represented the public counterpart.²³

The broader prewar retirement housing landscape was fragmented, limited in scale, and largely oriented toward custodial care rather than the independent, service-rich environments that emerged later. Many retirement homes depended on charitable support because resident fees alone were insufficient to cover operating costs.²⁴ Although some facilities charged admission fees or accepted resident assets as a condition of entry, they generally did not operate under the actuarially-based life-care contracts that became increasingly common after World War II and that expanded rapidly during the 1950s and 1960s.²⁵ (These contracts were based on pooled risk and projected future care costs.) This earlier model reflected prevailing expectations that elder care would be provided through families, charitable institutions, or community organizations, as well as the continuing social custom of charitable relief.²⁶ Only later in the twentieth century did the concept of older adults living independently within age-restricted peer communities become a widely accepted model of retirement housing.²⁷

Postwar Drivers

By the mid-20th century, a convergence of demographic, economic, and cultural factors reshaped the landscape of senior housing in the United States. Life expectancy rose sharply, creating a larger population of

²⁰ R. A. Humble and D. G. Ryan, "Continuing Care Retirement Communities: Attractive to Members, but What About Sponsors," *British Actuarial Journal* 4, no. 3 (August 1998): 547–614, at 549.

²¹ Howard E. Winklevoss and Alwyn V. Powell, *Continuing Care Retirement Communities: An Empirical, Financial, and Legal Analysis* (Homewood, IL: Richard D. Irwin, 1984), <https://archive.org/details/continuingcarere0000wink>, accessed June 2, 2026.

²² U.S. Department of Labor, *The Care of Aged Persons in the United States*, Bureau Publication No. 489 (Washington, DC: Government Printing Office, 1929).

²³ *Continuing Care Retirement Communities: An Empirical, Financial, and Legal Analysis*, Howard E. Winklevoss and Alwyn V. Powell, Richard D. Irwin, Inc., Homewood, Illinois, 1984, <https://archive.org/details/continuingcarere0000wink>

²⁴ Jessica Engeman, *National Register of Historic Places Registration Form: German Baptist Old People's Home* (2023), Section 8, p. 13.

²⁵ Humble and Ryan, "Continuing Care Retirement Communities," 549.

²⁶ James Chappel, *Golden Years*.

²⁷ *Ibid*.

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older adults living beyond retirement age.²⁸ At the same time, pensions and Social Security initiatives matured, giving many elder households stable income after leaving the workforce.²⁹ The growth of a secure middle class meant more retirees could consider private, amenity-rich housing options rather than living with family or requiring institutional care.

Cultural expectations also shifted. Retirement was increasingly cast not as a decline but as a new stage of life that could be active, independent, and socially fulfilling. This perspective was reinforced by consumer culture, which promoted leisure, travel, and planned communities.³⁰ Developers and nonprofit sponsors responded by marketing retirement housing as both protection against the risks of old age and a gateway to an attractive lifestyle. Furthermore, as larger numbers of Americans lived well beyond traditional retirement age, demand increased for housing specifically designed to accommodate older adults. Beginning in the mid-1950s, retirement communities proliferated rapidly, reflecting both demographic change and evolving expectations about aging.³¹

In social-history terms, postwar Americans sought to “add life to years”—going beyond the already established ambition of “adding years to life.”³² Aging was viewed less as a period of dependency and more as a stage of continued social engagement, personal fulfillment, and individual choice.³³ At the same time, responsibilities that had long fallen to family members—particularly care traditionally provided within the household by women for aging parents and relatives—began to move toward organized, community-based services. This transition helped lay the groundwork for the life-care model’s emphasis on coordinated on-site services and support.³⁴ Together, rising longevity, reliable retirement income, and a cultural redefinition of aging created the conditions for the rapid proliferation of continuing-care retirement communities during the 1950s and 1960s.

Federal & Market Landscape

While postwar cultural and demographic forces created a strong demand for new forms of senior housing, the shape of the industry was decisively influenced by federal policy and the financing structures available to developers. The most important policy tool was Section 231 of the 1959 National Housing Act, which extended Federal Housing Administration (FHA) mortgage insurance to nonprofit sponsors of senior housing. This program reduced financing risk and enabled religious organizations, fraternal societies, and benevolent associations to sponsor large-scale communities.³⁵ In Oregon, Rose Villa (1960) was among the first projects built under Section 231 and others soon followed.³⁶ By lowering borrowing costs, the program accelerated the spread of retirement housing, especially in the Pacific Northwest.³⁷

Financing models for retirement housing projects also relied heavily on entrance fees, also sometimes called founder’s or endowment fees.³⁸ Most retirement communities offering lifetime housing and care arrangements required payment of substantial, non-refundable entrance fees, while monthly maintenance charges were kept comparatively modest and primarily covered operating expenses.³⁹ By the 1960s, some communities began experimenting with partial refunds of these entrance fees, but such provisions were uncommon.⁴⁰ These

²⁸ Dora L. Costa, *The Evolution of Retirement: An American Economic History, 1880–1990* (Chicago: University of Chicago Press, 1998).

²⁹ *Continuing Care Retirement Communities: An Empirical, Financial, and Legal Analysis*, Howard E. Winklevoss and Alwyn V. Powell, Richard D. Irwin, Inc., Homewood, Illinois, 1984, <https://archive.org/details/continuingcarere0000wink>

³⁰ James Chappel, *Golden Years*.

³¹ Leon A. Pastalan, “Retirement Communities,” *Generations: Journal of the American Society on Aging* 9, no. 3 (Spring 1985): 26–30.

³² James Chappel, *Golden Years*.

³³ *Ibid.*

³⁴ *Ibid.*

³⁵ *Continuing Care Retirement Communities: An Empirical, Financial, and Legal Analysis*, Howard E. Winklevoss and Alwyn V. Powell, Richard D. Irwin, Inc., Homewood, Illinois, 1984, <https://archive.org/details/continuingcarere0000wink>, accessed June 2, 2026.

³⁶ “New ‘Life’ Provided for Those Reaching Golden Years,” *The Oregonian*, April 2, 1962, 13.

³⁷ Winklevoss and Powell, *Continuing Care Retirement Communities*.

³⁸ Pastalan, “Retirement Communities,” 29–30.

³⁹ “Private Retirement ‘Manors’ Now Booming Business in State,” *The Observer* [La Grande, OR], June 23, 1961, 8.

⁴⁰ Tell, “New Directions in Life Care: An Industry in Transition,” 551–574, at 558.

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funding mechanisms did more than support project financing and demonstrate market demand; they formalized a new arrangement in which residents exchanged a substantial upfront investment for greater predictability and long-term security in later life.⁴¹

Senior housing operators frequently misjudged actuarial assumptions, however.⁴² Many early financial projections underestimated improving survival rates among older Americans and the tendency for healthier and wealthier seniors to move into these communities.⁴³ Residents in communities offering bundled housing, services, and future care often lived longer than anticipated, slowing turnover, thereby reducing the inflow of critical new entrance fees.⁴⁴ These pressures created long-term instability for some projects, leading to foreclosures at other Oregon properties such as Forest Glen Senior Residence (1962) and Mount Angel Towers (1965).⁴⁵

By the mid-1960s, the retirement housing sector in Oregon reflected a blend of national and local dynamics: federal policy encouraging nonprofit sponsors, private developers experimenting with large-scale projects, and communities grappling with the financial realities of delivering a continuum of care. Within this landscape, Calaroga Terrace emerged as one of the most ambitious and resilient examples, benefiting from both its urban setting and its distinctive financing model. Its business approach, which bundled housing, services, and medical care within a single enterprise, mirrored nationwide shifts in how Americans organized later-life support systems.

Life Plan Community Housing Model

Life Plan Communities sought to address many of the challenges associated with aging through a single, integrated residential model. Unlike conventional retirement housing, they combined independent living, supportive services, health care, and financial planning within one community. This more complex model of retirement housing rested on three interrelated components: a life-care contract, a continuum of care, and a financing structure designed to spread future health-care costs across the resident population.

At the heart of the Life Plan Community was the life-care contract, which combined housing, services, and future care into a single long-term arrangement.⁴⁶ This model distinguished Life Plan housing from conventional retirement communities and nursing homes by allowing residents to remain within one community as their needs changed over time.⁴⁷ Rather than facing multiple relocations in later life, residents could maintain established social networks, routines, and a sense of place while accessing increasing levels of support. In this way, life-care contracts addressed mid-century anxieties about dependency, isolation, and financial uncertainty associated with aging—core themes in the social history of growing old in America. As one contemporary observer noted, residents could “transition seamlessly through different levels of care as needed without having to move to a new location.”⁴⁸

The continuum of care was a defining feature of the model. Residents typically progressed from independent living to intermediate assistance and, when necessary, skilled nursing care. On-site services often included nursing staff, physician oversight, housekeeping, meals, and other forms of personal assistance.^{49,50,51}

⁴¹ Tell, “New Directions in Life Care: An Industry in Transition,” 551-574; Chappel, *Golden Years*.

⁴² David Tilson, ed., *Aging in Place: Supporting the Frail Elderly in Residential Environments*, Professional Books on Aging (Glenview, IL: Scott, Foresman and Company, 1990).

⁴³ Humble and Ryan, “Continuing Care Retirement Communities,” 549.

⁴⁴ “Retirement Home Tax Break Called ‘Step in Right Direction,’” *The Oregonian*, September 7, 1969, 68.

⁴⁵ “Retirement Home Tax Break Called ‘Step in Right Direction,’” *The Oregonian*, September 7, 1969, 68.

⁴⁶ James Frush Jr. and Benson Eschenbach, *The Retirement Residence: An Analysis of the Architecture and Management of Life-Care Housing* (Springfield, IL: Charles C. Thomas, 1968).

⁴⁷ Winklevoss and Powell, *Continuing Care Retirement Communities*.

⁴⁸ U.S. News & World Report, “What Is a Continuing Care Retirement Community (CCRC)?,” accessed June 22, 2026, <https://health.usnews.com/best-senior-living/ccrc/articles/what-is-a-ccrc>.

⁴⁹ “New Book on Housing Elderly,” *Oakland Tribune*, August 4, 1968, 59.

⁵⁰ Winklevoss and Powell, *Continuing Care Retirement Communities*.

⁵¹ Tell, “New Directions in Life Care: An Industry in Transition,” 551-573.

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Together, these arrangements supported the increasingly popular ideal of "aging in place," allowing older adults to remain in familiar surroundings and maintain social connections throughout later life.

Financially, the contracts entered into upon moving into a Life Plan Community operated as a form of prepaid health insurance.⁵² New residents accepted into a community were, by necessity, independent seniors who would consume relatively few of the specialized services offered. By paying substantial entrance fees before those services were needed, residents effectively built credit against future, higher-cost care.⁵³ This arrangement addressed a significant gap in the nation's elder-care system. While Social Security and private pensions provided income security in retirement, they offered limited protection against the potentially devastating costs of long-term care, assisted living, and skilled nursing services. At the same time, public programs provided only limited support unless individuals exhausted much of their personal wealth. By pooling risk across a community of residents, the life-care model shielded individuals from catastrophic care expenses and reduced the likelihood that they would need to spend down assets to qualify for public assistance.⁵⁴ In this way, Life Plan Communities translated postwar ideals of security and long-range planning into a practical residential model for older adults.

Taken together, these features made Life Plan Communities the most comprehensive and complex response to the housing, social, and health-care needs of older adults to emerge during the postwar period. As authors George Frush and Benson Eschenbach observed, continuing-care retirement communities constituted the "most complex interpretation of housing needs" for seniors because they integrated independent living, supportive services, and health care within a single residential and financial framework.⁵⁵ Purpose-built, amenity-rich environments reduced day-to-day burdens while encouraging active social lives. Often promoted as humane alternatives to nursing homes, Life Plan Communities promised companionship, autonomy, and financial security. Marketing materials emphasized elegance, safety, and a hotel-like atmosphere, appealing particularly to middle- and upper-middle-class retirees.^{56,57} Residents were typically healthier at entry than the general elderly population and often lived longer than actuarial projections, a fact that operators often touted as evidence of the multiple benefits the model conferred on seniors.⁵⁸ While Life Plan Communities were built in all settings, by the 1980s, most were located in urban areas. This was indicative, in part, of a growing belief that proximity to services and amenities would help older adults maintain their independence longer.⁵⁹

Local Retirement Housing Context in Postwar Portland and in Oregon

Oregon emerged in the postwar decades of the 1950s and 1960s as an outsized leader in the development of retirement housing, producing a disproportionate number of early Life Plan Communities relative to its population.⁶⁰ Oregon's favorable climate, reputation at the time as a retirement destination, and a strong base of religious and nonprofit sponsors all contributed to the state's prominence.⁶¹ By the early 1960s, observers predicted that Portland would become known nationally for its high share of well-housed older adults.⁶² By decade's end, about a dozen Life Plan Communities were operating in Oregon, underscoring the state's pivotal role in this social transformation.⁶³

⁵² Winklevoss and Powell, *Continuing Care Retirement Communities*; Pastalan, 29-30.

⁵³ Pastalan, 29-30.

⁵⁴ Tell, "New Directions in Life Care: An Industry in Transition," 551-573.

⁵⁵ Frush and Eschenbach, *The Retirement Residence*. James Frush was a retirement community planning executive and Eschenbach was an architect experienced in designing retirement communities.

⁵⁶ Winklevoss and Powell, *Continuing Care Retirement Communities*.

⁵⁷ "Retirement Home Builder Cites Advantages for Aged in Proposed Holladay Park Plaza," *The Oregonian*, October 6, 1963,

44.

⁵⁸ "Retirement Home Tax Break Called 'Step in Right Direction,'" *The Oregonian*, September 7, 1969, 68.

⁵⁹ Pastalan, 29-30.

⁶⁰ "Retirement Homes Spurt; Need Great," *Oregon Daily Journal*, July 23, 1960, 9.

⁶¹ "New 'Life' Provided for Those Reaching Golden Years," *The Oregonian*, April 2, 1962, 13.

⁶² "Oldster 'Capital,'" *The Oregonian*, February 3, 1964, 20.

⁶³ "Retirement Home Tax Break Called 'Step in Right Direction,'" *The Oregonian*, September 7, 1969, 68.

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Early Retirement Residences

Portland's first elder-care institutions, dating from the Progressive Era, were small-scale homes run by churches, fraternal groups, or benevolent societies.⁶⁴ By the mid-20th century, Oregon also had many nursing homes for those unable to live independently and numerous hotel conversions that provided low-cost lodging and meals for older adults.⁶⁵ These hotels—such as the Carlton, Abbey, and Taft-Owen—offered meals and transportation to clinics, but little in the way of medical care.⁶⁶ While these facilities provided housing and basic services, they lacked the integrated health-care and financial features that would distinguish future Life Plan Communities.

Rise of Comprehensive Communities

The state's trajectory changed dramatically with the opening of Willamette View Manor near Milwaukie in 1955. Sponsored by the United Methodist Church, the community is widely regarded as Oregon's first Life Plan Community and one of the first in the nation financed entirely through entrance fees.⁶⁷ Rose Villa (Portland, 1960) and Rogue Valley Manor (Medford, 1961) quickly followed, helping to establish Oregon as a national leader in comprehensive continuing-care communities.⁶⁸ These early Oregon projects attracted national attention for their scale, refinement, and innovative financing, as well as clearly marking a shift from the prior era of benevolent custodial homes toward planned communities.⁶⁹ Other early communities expanded the model. Friendsview Manor (Newberg, 1961),⁷⁰ Terwilliger Plaza (Portland, 1962),⁷¹ and Forest Glen Senior Residence (Canyonville, 1962)⁷² each represented variations on the life-care concept, supported primarily by nonprofit religious sponsors. Until Calaroga Terrace was finished in 1967, only Rogue Valley Manor provided an all-inclusive model—also referred to as total life-care—for residents, as the others imposed limitations on care and charged additional fees. At the same time, lower-cost alternatives like Pisgah Home Colony (Portland, 1961) and suburban retirement subdivisions such as Woodburn Senior Estates (Woodburn, 1961) broadened the spectrum of options.⁷³

Demographics and Demand

By 1960, Oregon had one of the highest proportions of residents over 65 in the country (10.4%, compared with 9.2% nationally).⁷⁴ The combination of in-migration, growing affluence among retirees, and cultural preference for independence created a strong demand. In 1961, the Oregon State Board of Health licensed 175 nursing homes for the non-ambulatory and 112 private homes for ambulatory older adults, while more than ten additional retirement projects were on the drawing boards.⁷⁵

Catholic Sponsorship

Religious sponsorship was central to this growth and Catholic initiatives were especially relevant to Calaroga Terrace. Mount Angel Towers (Mount Angel, 1965) represented a significant attempt to develop a mid-priced Catholic Life Plan Community, though it struggled with occupancy and eventually faced FHA foreclosure.⁷⁶ An even more ambitious proposal, University Tower (planned on the University of Portland campus), was

⁶⁴ These included places such as Patton Home for the Friendless (1890), Mt. St. Joseph Home of the Aged (1897), Odd Fellows Home of Oregon (1902).

⁶⁵ "Retirement Homes Spurt; Need Great," *Oregon Daily Journal*, July 23, 1960, 9. "Senior Manors Booming in State," *The Capital Journal*, June 22, 1961, 5.

⁶⁶ "Renovation of Nursing Homes One Answer to Housing Needs of Aged," *The Oregonian*, April 10, 1962, 8.

⁶⁷ Winklevoss and Powell, *Continuing Care Retirement Communities*; "Retirement House Project Advances," *Oregon Daily Journal*, December 18, 1964, 6.

⁶⁸ "Rose Villa Retirement Complex Offers Friendship, Privacy," *The Oregonian*, April 4, 1962, 14.

⁶⁹ "Private Retirement 'Manors' Now Booming Business in State," *The Observer* [La Grande, OR], June 23, 1961, 8.

⁷⁰ "Quaker-Built Friendsview Manor Geared with Philosophy of Comfortable Living," *The Oregonian*, April 8, 1962, 35.

⁷¹ "New Home for Retired Persons Has Convenient Location," *The Oregonian*, April 6, 1962, 23.

⁷² "Forest Glen Senior Home Completion Set for October," *The News-Review* [Roseburg, OR], September 8, 1962, 3.

⁷³ "New 'Life' Provided for Those Reaching Golden Years," *The Oregonian*, April 2, 1962, 13.; "Woodburn Retirement Project Features Country Club Type of Existence," *The Oregonian*, April 9, 1962, 13.

⁷⁴ "Private Retirement 'Manors' Now Booming Business in State," *The Observer* [La Grande, OR], June 23, 1961, 8.

⁷⁵ "Senior Manors Booming in State," *The Capital Journal*, June 22, 1961, 5.

⁷⁶ Wilfred P. Schoenberg, *A History of the Catholic Church in the Pacific Northwest: 1743–1983* (Washington, DC: Pastoral Press, 1987), 666–67.; "Catholic Old Folks Home in Trouble," *The National Catholic Reporter*, April 5, 1967, 5.

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abandoned in 1963 after failing to meet pre-sale requirements.⁷⁷ These experiences almost certainly shaped the cautious yet determined approach taken at Calaroga Terrace.

Positioning Calaroga Terrace

Against this backdrop of successful early Life Plan Communities, stalled Catholic ventures, and growing market diversification, Calaroga Terrace emerged in the mid-1960s as Portland's first urban high-rise Life Plan Community. Calaroga Terrace was sponsored by Dominican Homes, Inc.—a nonprofit of the Dominican Fathers long associated with Holy Rosary parish across the street.⁷⁸ The project was structured so that developer Theron Hedgpeth advanced the funds for construction while Dominican Homes leased the building under a lay board, minimizing ecclesiastical risk even as it signaled Catholic stewardship.⁷⁹ Furthermore, and unlike its predecessors in more suburban or small-town settings, Calaroga Terrace was sited at the edge of downtown Portland in the redeveloping Lloyd neighborhood, linking its appeal to both urban amenities and a prominent modern high-rise form.

Historic Setting

Calaroga Terrace rose within Portland's Lloyd neighborhood, an area dramatically reshaped in the 1950s and 1960s by public and private redevelopment. The land had originally been part of Holladay's Addition, which was a late nineteenth-century subdivision absorbed into Portland with the annexation of East Portland and Albina in 1891.⁸⁰ For decades it was a largely residential enclave of modest wood frame houses, served by nearby streetcar lines. Holy Rosary Catholic Church and School anchored the immediate community since the 1890s, but by the mid-twentieth century, much of the wider area was described by officials as "blighted," reflecting both the aging housing stock documented by contemporary observers and broader redevelopment priorities that favored large-scale urban renewal projects.⁸¹

Federal urban renewal programs and transportation projects promoted the clearance of wide swaths of the area for the construction of Memorial Coliseum (1960, indoor arena), Lloyd Center (1960, shopping mall), and Interstate 5 (1963, highway), displacing hundreds of households. These projects occurred within and adjacent to portions of Lower Albina, a neighborhood that, by the postwar period, had become Portland's principal center of Black community life, largely due to discriminatory housing practices.⁸² As a result, urban renewal and highway construction disproportionately affected Black residents, businesses, and institutions, contributing to the displacement and disruption of established communities.

Within this rapidly changing neighborhood, Calaroga Terrace and the larger planned development it was intended to be part of—Coliseum Gardens—capitalized on the city's eagerness to showcase urban renewal and redevelopment as symbols of Portland's modern future. Although neither Calaroga Terrace nor Coliseum Gardens was itself an urban renewal project, both emerged within a landscape fundamentally reshaped by those public investments and initiatives.

Coliseum Gardens

Unlike earlier retirement homes, which were often located in residential neighborhoods or small-town settings, Calaroga Terrace was conceived as a large-scale urban retirement community integrated into a redeveloping metropolitan district. Its location near Lloyd Center, Memorial Coliseum, churches, hospitals, and downtown Portland reflected a deliberate effort to place older adults within an active urban environment rather than

⁷⁷ "Retirement Home at UP Dropped for 2nd Project," *The Oregonian*, December 22, 1963, 24; Pastalan, 29-30.

⁷⁸ "1st Life Care Residence in Portland Completed," *The Oregonian*, September 28, 1967, 36.

⁷⁹ "Builder Recalls San Jose Growth," *The Oregonian*, January 10, 1964, 13.

⁸⁰ Roy Roos, "Albina Area (Portland)," *Oregon Encyclopedia*, March 11, 2022, accessed June 22, 2026,

https://www.oregonencyclopedia.org/articles/albina_area_portland/.

⁸¹ Karen J. Gibson, "Bleeding Albina: A History of Community Disinvestment, 1940–2000," *Transforming Anthropology* 15, no. 1 (2007): 3–25

⁸² U.S. Bureau of the Census, *Census of Population: 1950, Census Tracts—Portland, Oregon*; Gibson, "Bleeding Albina: A History of Community Disinvestment, 1940–2000," 3–25; Catherine Galbraith, Caitlyn Ewers, Kerrie Franey, Matthew Davis, and Brandon Spencer-Hartle, *African American Resources in Portland, Oregon, from 1851 to 1973* Multiple Property Documentation Form (Washington, DC: National Park Service, 2020), sec. E.

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isolate them from it. In fact, it was intended to be the first phase of a much larger, multi-block high-rise development called Coliseum Gardens.

Beginning in the fall of 1962, California developer Theron Leroy Hedgpeth started purchasing contiguous parcels from upwards of 70 different owners across multiple blocks in the western Lloyd District area.⁸³ The following spring, Hedgpeth unveiled Coliseum Gardens—an ambitious proposal centered on retirement housing. The project sought to link Memorial Coliseum and Lloyd Center together with a modern district combining housing, recreation, commerce, and health care.⁸⁴ Although only one component of Coliseum Gardens was ultimately constructed, the proposal is important because it reveals the full social and planning ambitions that gave rise to Calaroga Terrace. The nominated building originated not as a standalone project but as the first phase of a comprehensive vision that would have integrated retirement living with recreation, commerce, health care, and urban redevelopment.

Land assembly for Coliseum Gardens was arduous. By the spring of 1963, Hedgpeth had assembled approximately ten acres across multiple blocks to accommodate the project and publicly announced the project.⁸⁵ His plan for Coliseum Gardens envisioned four high-rise towers totaling about 1,280 senior apartments, a hotel, and recreation facilities.⁸⁶ As the lead phase of the development, Calaroga Terrace was intended to demonstrate the viability of the broader Coliseum Gardens concept and establish the retirement community, around which later phases would be organized.⁸⁷

In 1964, revised plans had expanded to include housing for approximately 2,000 residents, commercial and recreational facilities, a convalescent hospital, and a medical office tower (Figure 21).^{88,89,90} Marketing for

⁸³ Drawn to Portland's "adequate water and clean air," Hedgpeth believed prudent retirees would avoid the "boom-and-bust" cities elsewhere and that Portland was well-positioned to attract them. His initial scheme was anchored by a 350-unit, automobile-oriented hotel, encouraged by city leaders who wanted to serve convention traffic at the new Veterans Memorial Coliseum and to rival offerings in Seattle following its 1962 World's Fair. See "Coliseum Gardens Brainchild of Jigsaw Puzzle Inventor," *The Oregonian*, May 1, 1963, 11.; "Drive Aims at Developing Portland," *Oregon Daily Journal*, May 15, 1963, 22. "Builder Recalls San Jose Growth," *The Oregonian*, January 10, 1964, 13.; "\$35 Million East Side Project Slated," *The Oregonian*, April 28, 1963, 1.

⁸⁴ "City Council Hears Plans for \$35 Million East Side Development," *Oregon Daily Journal*, May 1, 1963, 2.; "Builder Recalls San Jose Growth," *The Oregonian*, January 10, 1964, 13.

⁸⁵ Negotiations with 60 to 70 different owners continued through the end of 1962 and into the early months of 1963. On May 2, Hedgpeth completed the final purchase to be able to move forward. He had spent nearly \$1.5 million to acquire a roughly ten-acre, six-block tract bounded by I-5, NE 3rd Avenue, NE Multnomah Street, and NE Weidler Street. As the purchases had advanced, demolition proceeded quickly. See "Coliseum Gardens Brainchild of Jigsaw Puzzle Inventor," *The Oregonian*, May 1, 1963, 11.; "Council Vote Alters Zone," *The Oregonian*, August 15, 1963, 28.; "\$35 Million East Side Project Slated," *The Oregonian*, April 28, 1963, 1.

"Hedgpeth Believes in Private Enterprise, Northwest Future," *The Oregonian*, April 28, 1963, 29.; "\$35 Million East Side Project Slated," *The Oregonian*, April 28, 1963, 1. "Hedgpeth Believes in Private Enterprise, Northwest Future," *The Oregonian*, April 28, 1963, 29.

⁸⁶ This included a theater, ballroom, shops, and dining. See "\$35 Million East Side Project Slated," and "\$35 Million Building Complex Scheduled for Portland East Side," *Oregon Daily Journal*, April 29, 1963, 2.

⁸⁷ Early estimates for the development placed costs at \$35 million (later rising to \$50 million). Streets would be reconfigured with most parking placed underground (about 1,260 spaces) and the towers separated by landscaped pedestrian malls with recreation courts and pools, all to be read as a garden landscape from the nearby Interstate 5 freeway. See "Builder Recalls San Jose Growth," *The Oregonian*, January 10, 1964, 13.; "Coliseum Gardens Brainchild of Jigsaw Puzzle Inventor."

⁸⁸ In January 1964, with at least \$250,000 in site work completed, Hedgpeth announced an expanded plan for nine buildings, comprised of housing, a 1,000-seat theater, substantial recreation facilities, commercial outlets, and the addition of a convalescent hospital and a 20-story medical/professional tower. Contemporary accounts asserted that Coliseum Gardens would be the most elaborate retirement community of its kind, reflecting both the ambition of the project and the growing prominence of Oregon in the national retirement-housing movement. See "Coliseum Gardens Groundbreaking Set," *Oregon Daily Journal*, January 28, 1964, 4.; "Californian to Lure 2,000 Americans to \$50 Million Portland Development," *Oregon Daily Journal*, January 29, 1964, 21.; "City Council Hears Plans for \$35 Million East Side Development," *Oregon Daily Journal*, May 1, 1963, 2.; "Council Passes Street Vacation," *The Oregonian*, September 20, 1963, 30.

⁸⁹ Hedgpeth credited Lloyd Center as decisive in the locating of his project and he anticipated mutual benefit. Advertising for Coliseum Gardens stressed proximity to what was then promoted as the world's largest shopping center with parking for approximately 8,000 cars. "Center Has Attracted Many Investment Millions to Area," *Oregon Daily Journal*, February 26, 1964, 34.

⁹⁰ Victor Gruen & Associates—a nationally prominent planning and architecture firm—was retained to assist with overall site planning. Gruen was a leading advocate of pedestrian-oriented urbanism and the author of *The Heart of Our Cities* (1964). Gruen's role appears to have focused on overall planning and site layout rather than the nominated building's architectural design. "Coliseum

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Coliseum Gardens targeted retirees throughout the western United States and emphasized financial predictability, comprehensive services, recreation, and medical care. Promotional materials presented the development as a modern alternative to traditional retirement arrangements, offering unprecedented security, social engagement, and access to urban amenities. A temporary development headquarters opened in Holy Rosary's vacant parochial school with a scale model of the project and four furnished model apartments (Figure 22).⁹¹

City leadership strongly supported the 1964 version of the Coliseum Gardens proposal. Accordingly, the City approved zoning changes and street vacations necessary for the development, and Mayor Terry Schunk publicly heralded the project as a private-sector counterpart to publicly funded urban renewal. Civic enthusiasm, however, coexisted with skepticism about whether Portland's market could support a retirement community of the scale envisioned.

Despite municipal support and an energetic marketing campaign, only the first phase of Coliseum Gardens—Calaroga Terrace—proceeded to construction. The larger development ultimately stalled due to a combination of financing challenges, slower-than-anticipated presales, uncertainty surrounding property tax treatment, and competition from the nearby Holladay Park Plaza development—another Life Plan Community.⁹² Marketing efforts also evolved during this period. Early promotional materials referred to the building as Rosary Tower, and for a brief time Dominican Tower, before the project was ultimately renamed Calaroga Terrace, reflecting an effort to improve market appeal.⁹³

Ultimately, the larger Coliseum Gardens vision was never realized. Parcels purchased for Coliseum Gardens were sold off beginning in the late 1960s. Subsequent development included the Travelodge Motor Hotel (1971; now the Crowne Plaza) and expansions of Holladay Park Hospital.⁹⁴ What remained of the Coliseum Gardens proposal was the social idea in a single built form—Calaroga Terrace (Figure 24).

Calaroga Terrace: Design and Construction

Benson Eschenbach and the Architecture of Life-Care Housing

At the time Benson M. Eschenbach designed Calaroga Terrace, he was chief architect at the Utah Construction and Mining Company, which provided the principal architectural and engineering services for the entire Coliseum Gardens proposal.⁹⁵ Eschenbach's pathway into senior housing came through his prior work with Retirement Residence, Inc., a San Francisco-based management consultant for life-care projects. Before Calaroga Terrace, Eschenbach had designed four projects in partnership with that firm, which also consulted

Gardens Groundbreaking Set"; "Oldster 'Capital,'" *The Oregonian*, February 3, 1964, 20.; M. Jeffrey Hardwick, *Mall Maker: Victor Gruen, Architect of an American Dream* (Philadelphia: University of Pennsylvania Press, 2003).

⁹¹ Advertising began in February 1964, reaching well beyond Oregon to major western and midwestern cities on the premise that as many as three-quarters of Coliseum Gardens residents might relocate from out of state. Campaigns spoke to the experiences of a generation shaped by the Great Depression, promoting life-tenancy arrangements that emphasized financial predictability and security through bundled housing, utilities, services, recreation, and comprehensive medical care. Early copy highlighted proximity to Holy Rosary Church and daily mass while stressing the development's openness to all faiths. Visitors to the development headquarters could watch helicopter footage of day-and-night views on a 110-foot screen from simulated balconies. Outside of Portland, a roadshow slide program promoted the project, pairing the Coliseum and Lloyd Center with regional scenery and highlighting the favorable climate. See "Model of \$50 Million Coliseum Gardens Plan Unveiled," *The Oregonian*, January 29, 1964, 10.; "Model of \$50 Million Coliseum Gardens Plan Unveiled," *The Oregonian*, January 29, 1964, 10.; "Coliseum Gardens," *The Oregonian*, February 2, 1964, 19.; "Rosary Tower in Coliseum Gardens," *The Oregonian*, July 4, 1964, 9.; "Coliseum Gardens Groundbreaking Set," *Oregon Daily Journal*, January 28, 1964, 4

⁹² "Retirement Communities," Leon A. Pastalan, *Generations: Journal of the American Society on Aging*, Spring, 1985, Vol. 9, No. 3, 29-30. "Catholic Old Folks Home in Trouble," *The National Catholic Reporter*, April 5, 1967, 5.

⁹³ The building was originally marketed as Rosary Tower but was constructed and opened as Calaroga Terrace, a name intentionally devoid of religious affiliation yet derived from the Dominican order's place of origin, Caleruega, Spain. See Schoenberg, *A History of the Catholic Church in the Pacific Northwest*, 667.

⁹⁴ "\$3.5 Million Motor Hotel Due to Rise Near Coliseum Here," *Oregon Daily Journal*, September 25, 1969, 11.; "Hospital Buys Expansion Site," *The Oregonian*, February 15, 1972, 5.

⁹⁵ "\$35 Million East Side Project Slated," *The Oregonian*, April 28, 1963, 1.

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on Calaroga's planning.⁹⁶ This portfolio positioned Eschenbach as a specialist in integrating the programmatic, operational, and architectural requirements of large, amenity-rich senior communities. Within the broad Coliseum Gardens scheme, Eschenbach was responsible for the architectural design of the sole tower that was built.⁹⁷

While Calaroga Terrace was in design, Eschenbach co-authored *The Retirement Residence: An Analysis of the Architecture and Management of Life-Care Housing* with James Frush, Jr. of Retirement Residence, Inc.⁹⁸ The book articulated a practical design and operations playbook for life-care communities including urban siting near shopping and culture, a high-rise form for efficiency and views, roughly 300 units for operational scale, and a program that concentrated daily life around generous communal rooms. The text makes clear that architecture was not incidental to the model; it was the organizing medium through which services, sociability, and care were integrated into everyday life. By articulating standards for life-care housing, this book demonstrated how architecture could support independent living, social engagement, and long-term care within a single community.

The design principles outlined by Eschenbach and Frush can be summarized in five interrelated themes:

- Integration of housing, services, and health care so residents could remain in one community as needs changed.
- A social core: dining rooms, lounges, and a multipurpose hall to structure daily interaction and events.
- Light, air, and outlooks via balconies, large, glazed doors, and solarium-like spaces.
- Clear organization of interior spaces and circulation patterns, balancing private apartments with communal areas that, through their interconnectedness, fostered a sense of community.
- Operational practicality, including centralized linen service and laundry rooms for resident use.

Calaroga Terrace embodies these principles in both its planning and amenities. The building's signature raised terrace provided a protected "outdoor room" elevated from traffic and opened directly from principal communal spaces.⁹⁹ Inside on the third floor, a large dining room, multipurpose room with stage, library and periodicals area, and chapel create a network of places for programmed activity and informal gathering. The oversized lobbies surrounding the elevators were prescribed to aid residents in meeting up with their friends before proceeding to the adjacent dining room and terrace. Apartments were offered in several standardized types, incorporating foyers and closets to ease the transition from larger homes, along with private balconies and floor-to-ceiling sliding glass doors that maximized light and views. Laundry rooms and staff service areas support the life-care operations model.

The architectural language selected for Calaroga Terrace was consistent with New Formalism, a mid-century modern style that combined contemporary construction methods with classical ideas of monumentality, ornament, and ceremonial space. Unlike the more restrained International Style that dominated postwar construction, New Formalism employed decorative concrete work, repetitive arches and arcades, formal plazas and terraces, and carefully composed elevations to convey order, permanence, and refinement.¹⁰⁰ These qualities aligned closely with the aspirations of life-care communities, which sought to present retirement not as

⁹⁶ "New Book on Housing Elderly," *Oakland Tribune*, August 4, 1968, 59.

⁹⁷ As shown by architectural drawings. Also see "Gov. McCall Speaks at Opening of 17-Story Life Care Center," *Oregon Daily Journal*, October 2, 1967, 6.

⁹⁸ Frush, *The Retirement Residence: An Analysis of the Architecture and Management of Life-Care Housing*.

⁹⁹ The Eschenbach/Frush framework preferred elevated terraces over rooftop communal space for two reasons that made the terrace more inviting to residents and augmented the social dynamics of the community. First, rooftop spaces were plagued by wind; terraces were lower and shielded by the building itself and those around it. And second, rooftop spaces were isolated while the terrace was another social amenity located directly adjacent to the indoor communal spaces.

¹⁰⁰ Virginia Savage McAlester, *A Field Guide to American Houses*, revised edition (New York: Alfred A. Knopf, 2019), 662–664.

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institutional care but as an active and desirable stage of life. Calaroga Terrace employs these characteristics through its repeating arches, decorative concrete panels, monumental composition, and expansive elevated terrace (Figure 23, 35-36).

Groundbreaking and Contractors

Ground was broken for Calaroga Terrace on June 28, 1965, approximately 18 months after the revised Coliseum Gardens proposal was announced. The delay reflected slower-than-anticipated presales and uncertainty about the feasibility of launching such an ambitious retirement housing project.¹⁰¹ Two nationally prominent contractors partnered on the project: Utah Construction and Mining Company of San Francisco, which served as co-developer with Hedgpeth, and the Henry C. Beck Company of Dallas, Texas, one of the largest commercial general contractors in the country.¹⁰² Utah Construction and Mining was widely known for its large infrastructure projects, including the Hoover, Grand Coulee, and Bonneville Dams, while Henry Beck had completed more high-rise buildings in the western United States than any other contractor during the 1950s and 1960s.¹⁰³ Their involvement brought expertise in both large-scale construction and high-rise development, helping to lend credibility to a project that was unprecedented in Portland's retirement-housing market. At a final cost of \$8 million, it was among Portland's largest private building projects of the 1960s (Figures 32-33, 36-37).¹⁰⁴

Permits, Milestones, and Completion

Site preparation and excavation continued through the summer of 1965 and, on November 8, the first concrete was poured.¹⁰⁵ Through the winter and spring of 1966, foundation and structural work advanced steadily. In April 1966, the City of Portland issued a building permit with a reported \$3.9 million valuation authorizing vertical construction (Figure 25).¹⁰⁶ By late 1966, what was described as the largest electrically heated hot-water tank in the Pacific Northwest—a 7,000 gallon unit—was installed to support the building's extensive centralized service systems.¹⁰⁷ In December the tower topped out at its full height and interior systems and finishes progressed into the following year (Figures 26-27).¹⁰⁸ In July 1967 the building was ready for initial occupancy and residents began moving in (Figure 28).¹⁰⁹ The project had taken just over two years from groundbreaking to completion, a relatively brisk pace for a tower of its size.

Dedication and Opening

Calaroga Terrace was formally opened and dedicated on October 2, 1967, with a luncheon attended by 300 people (Figure 29-30).¹¹⁰ Oregon Governor Tom McCall delivered the keynote address, highlighting the project's social significance. He cited a "pressing need" for retirement housing of this type, noting that Americans over age 65 then numbered 20 million and that one in ten Oregonians fell into that category. McCall also emphasized that Oregon ranked sixteenth nationally in its proportion of older adults, underscoring the timeliness of the development.¹¹¹ Press coverage echoed McCall's remarks, characterizing Calaroga Terrace as among the finest retirement residences on the West Coast.¹¹² Promotional language described it as "luxury

¹⁰¹ "\$6.5 Million Apartment Project Starts," *The Oregonian*, June 29, 1965, 1.

¹⁰² "'Life-Care' Retirement Home Opens, Governor Cites Need for Others," *The Oregonian*, October 3, 1967, 17.

¹⁰³ "City Council Hears Plans for \$35 Million East Side Development," *Oregon Daily Journal*, May 1, 1963, 2.

¹⁰⁴ "'Life-Care' Retirement Home Opens, Governor Cites Need for Others," *The Oregonian*, October 3, 1967, 17.

¹⁰⁵ "First Concrete," *Oregon Daily Journal*, November 8, 1965, 5.

¹⁰⁶ "Permit Issued for Apartments," *The Oregonian*, April 8, 1966, 63.

¹⁰⁷ "Lots of Hot," *Oregon Daily Journal*, December 2, 1966, 8.

¹⁰⁸ "Top Has Been," *Oregon Daily Journal*, December 28, 1966, 30.

¹⁰⁹ "The Utah Construction Company: Annual Report to Shareholders 1967," https://archive.org/details/utah-construction-company-annualreport_1967/page/n9/mode/2up?q=%22calaroga+terrace%22, accessed June 2, 2026. Building reports by and on file with the City of Portland note that some limited units were in use starting as early as May 1967.

¹¹⁰ "Announcing the Most Important Retirement Event of the Year," *The Oregonian*, October 8, 1967, 31.

¹¹¹ "'Life-Care' Retirement Home Opens, Governor Cites Need for Others," *The Oregonian*, October 3, 1967, 17.; "Gov. McCall Speaks at Opening of 17-Story Life Care Center."

¹¹² "Calaroga Terrace Celebrates its 10th Anniversary," *The Sunday Oregonian*, July 10, 1977, 104.

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living for the aged"¹¹³ and "the pinnacle of retirement pleasure,"¹¹⁴ but contemporaneous reporting also recognized it as Portland's first full life-care retirement residence.¹¹⁵

Contemporary Advertising, 1965–1968

The advertising campaign for Calaroga Terrace offers insight into changing mid-century attitudes toward aging and retirement. Promotional materials emphasized independence, security, sociability, service, and personal dignity, illustrating how life-care communities sought to redefine later life for older Americans. Calaroga was promoted as a place offering both companionship and autonomy, with a "full social program for those who wish to participate—and privacy for those who don't."¹¹⁶ The intended resident profile was explicit, with Calaroga offering "distinctive living for mature people,"¹¹⁷ particularly those who had led "active lives in business, the professions, education or science" and wished to remain socially engaged in retirement.¹¹⁸ These materials described the community as a place for residents to continue "living in a gracious manner" among friends and peers.¹¹⁹

Facilities were billed as "equal to those of any first-class hotel," with "fine dining in pleasant surroundings," menus that avoided "the usual institutional" food and accommodated special diets.¹²⁰ Within months of opening, meals were reportedly overseen by an executive chef and dining room manager "famed from Marseilles to Shanghai as a culinary master."¹²¹ A signature amenity touted in advertising was the expansive terrace—reserved for residents "away from traffic," offering "a peaceful place to take a leisurely stroll" and to "enjoy outdoor living under the sun or stars."¹²² Ads also emphasized the building's covered parking and security being "a flip of a switch away."¹²³ Construction quality was touted, including the demising walls between units being concrete and "extra thick, ensuring complete privacy."¹²⁴ Together, these themes framed retirement as a period of continued independence, social engagement, and personal fulfillment rather than withdrawal from public life. The claims across the historic-period advertising campaign were sweeping: "No other life-care center in the Northwest offers all of these benefits."¹²⁵

Resident Life at Calaroga Terrace

When Calaroga Terrace opened, residents entered into a life-care arrangement that combined housing with a lifetime guarantee of residency and comprehensive social and medical services. Residents were assured they would "never have to worry about losing [their apartment] or paying a major medical bill for the rest of [their] life," enabling retired persons to live "without the worry of economic and emotional problems created by unexpected illness, loneliness and financial reversals."¹²⁶ Each resident was entitled to all meals, free utilities, weekly maid service, and fresh linens and towels.¹²⁷ Emergency pull-cords provided immediate assistance when needed.¹²⁸

Daily life within Calaroga Terrace demonstrates how the life-care model functioned in practice, creating opportunities for social interaction, recreation, lifelong learning, and community participation (Figures 31, 34 and 38). Shortly after opening, residents began shaping daily life at Calaroga Terrace in ways that reinforced its identity as both home and community. The communal dining room quickly became a pivotal asset where

¹¹³ "'Life-Care' Retirement Home Opens, Governor Cites Need for Others," *The Oregonian*, October 3, 1967, 17.

¹¹⁴ "A New Concept for Total Life Care," *The Oregonian*, March 1, 1968, 8.

¹¹⁵ "1st Life Care Residence in Portland Completed," *The Oregonian*, September 28, 1967, 36.

¹¹⁶ "Announcing the Most Important Retirement Event of the Year," *The Oregonian*, October 8, 1967, 31.

¹¹⁷ "Rosary Tower in Coliseum Gardens," *The Oregonian*, July 4, 1964, 9.

¹¹⁸ "Are You the Type of Person to Live in Calaroga Terrace?" *The Oregonian*, November 20, 1966, 102.

¹¹⁹ *Ibid.*

¹²⁰ "Announcing the Most Important Retirement Event of the Year," *The Oregonian*, October 8, 1967, 31.

¹²¹ "Honored Chef Shares Recipe," *Oregon Daily Journal*, November 8, 1968, 17.

¹²² "Are You the Type of Person to Live in Calaroga Terrace," *The Oregonian*, November 20, 1966, 102.

¹²³ "Calaroga Terrace," *Oregon Daily Journal*, August 31, 1967, 10.

¹²⁴ "Are You the Type of Person to Live in Calaroga Terrace," *The Oregonian*, November 20, 1966, 102.

¹²⁵ "Announcing the Most Important Retirement Event of the Year," *The Oregonian*, October 8, 1967, 31.

¹²⁶ "The Foundation on Which Calaroga Terrace Rests," *The Oregonian*, August 18, 1967, 34.

¹²⁷ "1st Life Care Residence in Portland Completed," *The Oregonian*, September 28, 1967, 36.

¹²⁸ "Smorgasbord of 'Retirement' Homes Offers Choices to Please All," *The Oregonian*, October 12, 1984, 92.

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friendships were formed and sustained, and the adjoining lounge served as a social hub before meals and events.¹²⁹ The chapel hosted memorial services for residents and Mass was delivered by the same priest who served Holy Rosary Church across the street.¹³⁰ Residents marked birthdays, anniversaries, and holidays with family gatherings in the building's lounges and multi-purpose room, which also accommodated a wide array of activities and events—many open to the public—including a lecture-and-tea series on economic concerns for seniors and string quartet performances.¹³¹

A broad slate of community programs helped build social ties and ease the transition to a new home for hundreds of residents. Period photographs document residents playing cards and making music in their apartment units, groups of friends dining together, and neighbors visiting on the terrace, which functioned as an extension of the third-floor indoor spaces and occasionally hosted special outdoor dinners.¹³² The third floor as a whole was eventually called the building's "Main Street."¹³³ Outside the building, Calaroga Terrace's urban location afforded residents ready access to the cultural, religious, commercial, and civic amenities of Portland, a feature uncommon among Oregon life-care communities of the era.^{134,135}

Calaroga Terrace was also the birthplace of a nationally acclaimed seniors' theater group called *Theater of Feast*. Organized by University of Portland professor Alberto Cereghino in 1969, the building hosted a pilot experimental drama class that evolved into a traveling performance troupe, later emulated at retirement residences in Eugene, Albany, and McMinnville, as well as in at least five other states. Cereghino had attempted for seven years to launch the program with other facilities declining his proposal, citing their residents' routinized schedules. However, Calaroga's special projects director was immediately supportive. The classes proved so successful that the Calaroga group toured nationally throughout the 1970s.¹³⁶

The multipurpose room served as the center of Theater of Feast's activities (Figure 39). Residents used the room's stage and audience seating area for rehearsals, classes, and public performances, transforming a space originally intended for community gatherings into a venue for creative expression and intergenerational engagement. Through these activities, the multipurpose room became an important setting where residents actively shaped the social and cultural life of the community rather than simply receiving organized programming. The program intentionally drew from the "training, experience, talents, brainpower, judgments, and insights" of older adults.¹³⁷ *Theater of Feast* was featured on NBC's *Today Show* in 1971 and earned

¹²⁹ The nomination authors came to this conclusion through their comprehensive review of contemporary newspaper articles describing the retirement community.

¹³⁰ "SabbaThings," *Oregon Daily Journal*, July 11, 1970, 7.

¹³¹ This claim is based on a review of many newspaper listings and articles reporting on activities open to the public at Calaroga Terrace. To list just a couple: "Quartet to Perform," *Oregon Daily Journal*, March 29, 1968, 4.; "Over 60?" *The Oregonian*, February 27, 1968, 15.

¹³² "A New Concept for Total Life Care," *The Oregonian*, March 1, 1968, 8. "Profile: Calaroga Meets Residents' Changing Needs," *The Oregonian*, April 9, 2000, 166.

¹³³ Calaroga Terrace, "Information," Internet Archive Wayback Machine, archived March 2, 2001, accessed June 12, 2026, <https://web.archive.org/web/20010302180914/http://www.calarogaterrace.com/inform.html>.

¹³⁴ In 1968, communal garden plots were established on a vacant lot just south of the building across NE Clackamas Street. These gardens remained in use at least through the mid-1980s and were remembered as a "traditional" feature of Calaroga life. The garden was replaced with a parking lot by 1990. See "'Co-Op' Gardens Flourishing," *Oregon Journal*, July 25, 1974, 17.

¹³⁵ Advertising in the 1970s and 1980s emphasized active living, while the community added amenities such as a minibus service by 1970 to provide convenient transportation and, sometime in the 1970s, an exercise room and indoor walking track (by 1984). Over time, on-site retail services—including a bank branch small grocery market, and hair-care services further reinforced the residence's self-contained character. See "Retired, or About to,?" *Oregon Daily Journal*, January 1, 1970, 8.; "50 Reasons to Choose Calaroga Terrace," *The Oregonian*, February 24, 1984, 37.; "Wells Will Close Retiree Home Outlets," *The Oregonian*, March 26, 1997, 71.; "Senior Citizens Will Bank on This," *The Oregonian*, June 20, 1997, 24.; "Historic Calaroga Terrace in Lloyd District Undergoing Major Renovations," *The Oregonian*, August 30, 2015, 63; "More Retirement Surprises from Calaroga Terrace," *The Oregonian*, June 16, 1985, 26.

¹³⁶ "Theater of Feast: Is Happiness Older Age?" *The Oregonian*, June 10, 1979, 155-159.

¹³⁷ Ibid.

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recognition from President Richard Nixon after a special performance at Calaroga Terrace for the President's son-in-law, Edward Cox.¹³⁸ The group continued until around 1983.

Medical Services

Comprehensive medical care was one of the principal features marketed to prospective residents of Calaroga Terrace. Promotional materials described "virtually total medical care"¹³⁹ and "one of the most comprehensive medical plans ever offered"¹⁴⁰ through a nonprofit life-care program.¹⁴¹ Unlike every one of its contemporaries that were researched for this nomination, Calaroga Terrace advertised virtually no deductibles and no time limits on medical, convalescent, or rehabilitative care.¹⁴² Residents were promised nursing care, hospitalization, rehabilitative and long-term care, coverage for most physicians' and surgeons' services, a full-time physician serving as medical director, and twenty-four-hour nursing services.^{143,144}

These promises reflected the ambitious vision for the larger Coliseum Gardens development, which was intended to function as a comprehensive life-care campus. Original plans for Calaroga Terrace included offices for a medical director, a nurse, and two treatment rooms, demonstrating that on-site medical services were anticipated from the outset. However, because the larger Coliseum Gardens complex was never completed, the full medical program described in promotional materials was not realized as originally envisioned. Rather than operating as the integrated medical campus advertised during development, Calaroga Terrace ultimately relied on a hybrid model combining limited on-site clinical services with partnerships for hospitalization and other medical care.

Like other Life Plan Communities of the era, however, Calaroga Terrace also relied upon careful screening of prospective residents to ensure the long-term financial viability of its life-care model. Applicants underwent medical evaluations intended to identify individuals who were likely to remain relatively healthy for many years before requiring extensive medical services, allowing the community to fulfill its promise of lifetime care while managing the substantial costs associated with that commitment.¹⁴⁵

Historic documentation demonstrating the extent to which the originally planned on-site medical facilities were staffed and utilized during the period of significance has not been identified. Dedicated assisted living

¹³⁸ Ibid; "Senior Citizens Show Cultural Crafts in Eugene," *The Capital Journal*, September 22, 1973, 39.; "Theater of Feast Proves It: Age Limits Only if You Believe it," *The Oregonian*, July 15, 1977, 21.; "Senior Citizens Participate in Variety Show from Costume Making to Poetry Writing," *The Oregonian*, July 18, 1973, 31.; "Elderly Join Drama Class," *Oregon Daily Journal*, November 23, 1970, 22.; "Experimental Theater Reactivates Retirees," *The Oregonian*, March 14, 1971, 40.

¹³⁹ "Life-Care' Retirement Home Opens, Governor Cites Need for Others," *The Oregonian*, October 3, 1967, 17.

¹⁴⁰ "Are You the Type of Person to Live in Calaroga Terrace," *The Oregonian*, November 20, 1966, 102.

¹⁴¹ "Announcing the Most Important Retirement Event of the Year," *The Oregonian*, October 8, 1967, 31.

¹⁴² "1st Life Care Residence in Portland Completed," *The Oregonian*, September 28, 1967, 36.

¹⁴³ Ibid; "Californian to Lure 2000 Americans to \$50 Million Portland Development," *Oregon Daily Journal*, January 29, 1964, 21.; "Announcing the Most Important Retirement Event of the Year," *The Oregonian*, October 8, 1967, 31.

¹⁴⁴ The nomination preparers considered, but ultimately did not pursue, significance under Health. Although Calaroga Terrace advertised unusually comprehensive medical benefits, the property functioned primarily as a retirement community rather than a medical institution. Moreover, the full medical component envisioned for Coliseum Gardens was never realized because the planned medical-services tower was not constructed. Integrity considerations further complicate a Health argument, as medical facilities associated with the life-care program were substantially altered or removed after the period of significance. By contrast, the property's strongest and most clearly documented significance relates to the social history of aging, retirement, and the evolution of life-care housing in Oregon.

¹⁴⁵ Eileen J. Tell, Stanley S. Wallack, and Marc A. Cohen, "New Directions in Life Care: An Industry in Transition," *The Milbank Quarterly* 65, no. 4 (1987): 551–574, at 555, 562, 570.

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accommodations were not introduced until 1991, when the fourth floor was converted to serving 21 households, with additional assisted living units added over the following two decades.^{146,147}

Business Model Adjustments

Despite early fanfare occupancy lagged within a couple years of opening. Like many early life-care communities, Calaroga Terrace adapted its original operating model in response to market conditions and evolving consumer preferences. Starting in 1970, eligibility broadened from age 60 and over to include residents as young as age 50, although this was limited to a set number of units. Those under 60 could not yet enroll in the life-care plan, but they could lease apartments on a luxury-rental basis and later convert to life-care contracts.¹⁴⁸

Contract terms also evolved. Early residents were offered a refund equal to 75 percent of their entrance fee upon departure or death, a relatively generous provision at a time when many life-care contracts remained wholly nonrefundable. Advertisements highlighted a "Unique Life Care Plan," emphasizing not only guaranteed services but also a form of "rent protection" to reassure prospective residents wary of rising costs.¹⁴⁹ Marketing innovations included a "trade-in-your-home" option, designed to ease transitions by allowing residents to apply proceeds from selling or renting their former houses toward Calaroga's entrance fee.¹⁵⁰ By the late 1970s, the refund provision had been modified to 55 percent, subject to a longer residency requirement, reflecting broader industry efforts to balance consumer appeal with long-term financial sustainability.

Evolution of Life Plan Communities

Calaroga Terrace was built at the height of the first nationwide boom in life-care retirement communities.¹⁵¹ During the 1970s, demand expanded among a broader segment of older Americans, while communities increasingly emphasized amenities, lifestyle, and more flexible contract structures. In several respects, including its early adoption of a refundable entrance-fee option and its emphasis on private apartments, parking, transportation, and extensive resident services, Calaroga anticipated trends that later became widespread throughout the industry.¹⁵²

As the industry matured, contract models evolved. By the late 1960s, some communities began offering partial refunds—a practice that expanded during the 1970s and would become the norm by the 1980s.¹⁵³ At the same time, some operators adopted fee-for-service arrangements that reduced upfront costs but shifted greater

¹⁴⁶ A 1968 advertisement promoted access to medical, surgical, hospital, and convalescent care for residents, though the exact configuration of services is uncertain and likely was fluid. Originally, Coliseum Gardens was to have a sixteen-story medical and professional services building directly to the north of Calaroga but this never happened. Later reporting in 1983 noted that hospital care was typically delivered at Providence Portland Hospital and Holladay Park Hospital (only a block away), with Calaroga Terrace providing light nursing care and access to a visiting physician rather than a comprehensive medical provider as originally planned. See "A New Concept for Total Life Care," *The Oregonian*, March 1, 1968, 8.; "City-County Policing Contract Suggested," *The Oregonian*, January 25, 1983, 53.

¹⁴⁷ In 1991 Holiday Park Hospital proposed closing its emergency room and intensive care unit, as well as discontinuing surgeries requiring overnight stays. Several dozen residents from Calaroga Terrace protested the proposal by Legacy Health System by marching with signs in the hospital parking lot, providing some evidence of a formal connection between Calaroga and the hospital. The hospital phased out some of its services starting in 1992, culminating in its total closure in 1994. See "Holladay Closures Protested," *The Oregonian*, July 17, 1991, 29; "Holladay Park Hospital to Close," *The Oregonian*, April 27, 1993, 1; "Legacy Combines Managements, Cuts Staff," *The Oregonian*, April 25, 1992, 39; "Holladay Park Medical Center Closes Doors," *The Oregonian*, June 30, 1994, 22.

¹⁴⁸ Published monthly rents in 1971 were \$165 for an alcove unit and \$185 for a one-bedroom under the leasing program. See "Life Begins at 50," *The Oregonian*, August 22, 1971, 46.

¹⁴⁹ "In Portland," *Contra Costa Times* [Walnut Creek, CA], November 18, 1976, 19.

¹⁵⁰ "Retired or About to?" *Oregon Daily Journal*, January 1, 1970, 8.

¹⁵¹ A 1986 study counted between 600 and 900 Life Plan Communities in the United States that year, with the median year of construction being 1968, one year after Calaroga Terrace. "New Directions in Life Care: An Industry in Transition," Eileen J. Tell, Stanley S. Wallack, and Marc A. Cohen, *The Milbank Quarterly*, 1987, Vol. 65, No. 4, 555.

¹⁵² Tell, "New Directions in Life Care: An Industry in Transition," 551-573

¹⁵³ *Ibid.*

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financial risk to residents.¹⁵⁴ Communities also grew larger and more amenity-rich, while nonprofit religious sponsors were increasingly competing with for-profit developers, insurers, and hospitality companies.¹⁵⁵

Despite strong demand, Life Plan Communities faced persistent challenges. Rising construction costs, inflation, and optimistic actuarial assumptions contributed to financial difficulties at some projects, while increasing entrance fees placed the model beyond the reach of many older adults.¹⁵⁶ In Oregon, the loss of charitable-property-tax exemptions in the early 1960s added further pressure.¹⁵⁷ Nevertheless, the industry adapted and continued to grow.¹⁵⁸ By 1980, approximately 274 Life Plan Communities housed about 100,000 Americans; by 2017, nearly 2,000 communities housed approximately 600,000.¹⁵⁹ Calaroga Terrace likewise remained in continuous operation, adapting its ownership structure, contract offerings, and resident services while maintaining its role as a retirement community. Its history illustrates both the durability and adaptability of the life-care concept developed during the postwar era.¹⁶⁰

¹⁵⁴ Ibid and Humble, "Continuing Care Retirement Communities," 549.

¹⁵⁵ By the 1970s and 1980s the life-care model diversified. Projects became larger and more amenity-rich, adding more parking and recreational facilities and the universal inclusion of in-unit kitchens. Nonprofit religious sponsors remained prominent, but for-profit firms, insurers, and hotel companies increasingly entered the Life Plan business. Pricing escalated with these enhancements: median entrance fees nearly doubled between 1981 and 1986, and monthly fees climbed accordingly. At the same time, consumer protection gained visibility after several high-profile community failures, leading to more cautious financing and regulation. See Tell, "New Directions in Life Care."

¹⁵⁶ Despite their appeal, Life Care Communities faced persistent challenges. Entrance fees placed them out of reach for many older adults. Financial failures—often stemming from overly optimistic assumptions about turnover and survival—exposed residents to risk. Property taxation in Oregon compounded these pressures, as state courts reversed previous precedent by ruling that life-care communities were not charitable institutions exempt from property taxation. Critics also raised concerns that residents did not hold deeds to their units, that rural communities could be socially isolating, and that monthly fees could increase over time. See Phyllis H. Mutschler, "Where Elders Live," *Generations: Journal of the American Society on Aging* 16, no. 2 (Spring 1992): 11; Tell, "New Directions in Life Care"; Humble, "Continuing Care Retirement Communities," 549.; "Property Taxes Blamed for Financial Woes of Oregon's Non-Profit Retirement Homes," *The Oregonian*, January 8, 1967, 27; "Legislature Should Look Favorably on Tax Relief for Retirement Manors," *The Bulletin* [Bend, OR], February 19, 1965, 4; "Retirement Home Tax Break Called 'Step in Right Direction,'" *The Oregonian*, September 7, 1969, 68.

¹⁵⁷ While the exemptions were never formally applied to Life Plan Communities, the earliest examples in Oregon operated with the assumption that they were in play. That assumption was shattered in 1961 with subsequent litigation extending hope into 1964. Tax relief attempts by legislators to support existing and potential new Life Plan Communities continued, at least, through the rest of the decade. See "Retirement Homes Must Pay Taxes," *The Capital Journal*, March 1, 1961, 1; "Manors Must Pay Taxes," *Oregon Daily Journal*, July 15, 1964, 10; "Retirement Home Tax Break Called 'Step in Right Direction,'" *The Oregonian*, September 7, 1969, 68.

¹⁵⁸ Construction of new Life Plan Communities continued during the 1970s but at a slower pace as rising development costs, inflation, and increasing consumer expectations made projects more difficult to finance and less affordable for many retirees. By 1980, approximately 274 Life Plan Communities housed about 100,000 Americans. The industry regained momentum during the late 1980s and 1990s as operators diversified contract models, sponsors, and amenities. This second wave saw a dramatic increase in the diversity of rental models, often with no entrance fee and, instead, a fee-for-service arrangement with no life-care contract. New parties were also interested in sponsoring and developing new Life Plan Communities, including for-profit groups, who approached the industry as a business rather than the more mission-driven social purpose as was dominant in the 1960s. By the 1990s, Life Plan Communities focused even more on the plushness of the building, its amenities, and lifestyle offerings rather than the robustness of its health care as life expectancies and the financial means of the elderly continued to rise. See Tell, "New Directions in Life Care," 551-573.

¹⁵⁹ These factors included increases in the cost of development, construction, marketing, and financing due to double-digit inflation. The median entrance fee by the mid-1980s had risen to \$65,000 with some throughout the country as high as \$150,000. These prices were increasingly off-limits to those on fixed incomes with one analysis concluding that no more than 10% of all elderly Americans could afford entry into a Life Plan Community. See Humble, "Continuing Care Retirement Communities," 549.; Sagewood, "CCRCs Have Evolved: Introducing Life Plan Communities," January 27, 2017, accessed June 10, 2026, <https://www.sagewoodlcs.com/blog/ccrcs-evolved-introducing-life-plan-communities/>.

¹⁶⁰ Dominican Homes continued to operate the building until at least 1988. By 1981, the property was reportedly acquired by Claremont, then an affiliate of General Electric, which returned the building to profitability after a period of deficit. Brim & Associates purchased Calaroga in 1990 for \$7 million. (City records show that Claremont Management Co. was involved with Dominican Homes as early as 1966 and took over after Dominican Homes ended their involvement.) In 1996 former Brim officers partnered with Hyatt Hotels founders to establish Encore Senior Living, assuming ownership and management of the building. Since 2012, the community has been operated by Pacific Senior Living, LLC. See *Congregate Care by County: A Directory for the Senior Housing Industry*, Oryx Press, Phoenix, AZ, January 1989, 263. https://archive.org/details/isbn_0897745671/page/262/mode/2up?q=%22calaroga+terrace%22; See "Portland Firm Buys Calaroga Terrace," *The Oregonian*, July 1, 1990, 54.; "Brim Inc. Splits, Plans Mergers," *The Oregonian*, December 5, 1996, 37; "Senior Living at Calaroga Terrace," *The Oregonian*, February 19, 2012, 12.

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Comparative Analysis

Calaroga Terrace was Portland's first total life-care facility and the second in Oregon after Rogue Valley Manor in Medford.¹⁶¹ Although several Life Plan Communities had been established in Oregon before Calaroga Terrace—including Willamette View Manor, Rose Villa, Terwilliger Plaza, Friendsview Manor, Forest Glen Senior Residence, and Mount Angel Towers—these communities did not provide the comprehensive level of life-care offered by Rogue Valley Manor and, later, Calaroga Terrace. Unlike Rogue Valley Manor and Calaroga Terrace, the others generally placed time limits on medical care and charged residents additional fees, deductibles, or service charges for care beyond their monthly maintenance fees. As a result, Rogue Valley Manor and Calaroga Terrace represented Oregon's most comprehensive Life Plan Communities, exemplifying the total life-care model.

To evaluate Calaroga Terrace within its historical context, it is compared with four contemporary retirement communities in the Portland metropolitan area that represent different approaches to the Life Plan Community model during the postwar period. Willamette View Manor established the regional life-care model; Terwilliger Plaza and Holladay Park Plaza provided urban high-rise alternatives; and Westmoreland's Union Manor offered a lower-cost, rental-based approach. Together, these properties establish the comparative context for evaluating Calaroga Terrace's significance within the evolution of retirement housing and the Life Plan Community model in Oregon.

Willamette View Manor

Willamette View Manor, at 12705 SE River Road in Milwaukie (Clackamas County but included here due to its prominence and its proximity to Portland), opened on January 2, 1955, under United Methodist sponsorship (Figure 40).¹⁶² Frequently cited as the first U.S. retirement project financed entirely through entrance fees and the first Life Plan Community in Oregon, it quickly became a national model, and, by 1962, it was called the "granddaddy of retirement homes."¹⁶³ Designed by Walter E. Kelly, the original complex comprised an eight-story central tower with four six-story angled wings; a four-story annex and a 72-bed hospital followed to the north.¹⁶⁴ The wings were later raised to seven-and-a-half stories—likely in the 1980s—when dormers and a hipped roof added articulation to the earlier flat-roof massing.

Initial demand was immediate: about 240 units were filled by October 1955, bringing 310 residents from 16 states. The \$2.8 million construction cost was covered entirely by entrance fees.¹⁶⁵ Amenities—often likened to a plush hotel—included lounges (including a river-view lounge), a library, hobby and multipurpose rooms, a large dining room, a rooftop garden and sun deck, shuffleboard courts, and a well-equipped infirmary; a chapel was added later.¹⁶⁶

In 1962, entrance fees ranged from \$7,500 to \$20,000, with monthly service fees of \$100–\$110 (studios) and \$175–\$195 (one-bedrooms). Residents received three daily meals, all utilities, unit cleaning and upkeep, laundry, recreation programs, and care in the on-site convalescent hospital; surgery and special treatments were covered by a \$9/month insurance plan, and an internal-medicine physician was available at all times.¹⁶⁷ Set on a bluff overlooking the Willamette River, the campus, although augmented by infill buildings, remains distinctly suburban and bucolic—an intentional contrast to Calaroga Terrace's urban model. The building itself is organized in a simple cruciform layout with four residential wings extending from the center. Its original modernist design was restrained and orderly, reminiscent of contemporary hospitals.

¹⁶¹ "1st Life Care Residence in Portland Completed," *The Oregonian*, September 28, 1967, 36.

¹⁶² Winklevoss and Powell, *Continuing Care Retirement Communities*.

¹⁶³ "Retirement House Project Advances," *Oregon Daily Journal*, December 18, 1964, 6.; "Willamette Manor Opens 'Way of Life,'" *The Oregonian*, April 3, 1962, 11.

¹⁶⁴ "Pastor Boosts Home Project," *The Oregonian*, June 1, 1952, 32; "Private Retirement 'Manors' Now Booming Business in State," *The Observer* [La Grande, OR], June 23, 1961, 8; "Willamette View Officials Plan to Add \$1,250,000 'Manorette' to Main Home," *The Oregonian*, March 3, 1956, 1.

¹⁶⁵ "\$1,250,000 'Manorette' to Main Home," *The Oregonian*, March 3, 1956, 1.

¹⁶⁶ "Willamette Manor Opens 'Way of Life,'" *The Oregonian*, April 3, 1962, 11.

¹⁶⁷ *Ibid.*

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Today Willamette View serves roughly 500 residents (age 55+) in a continuing-care arrangement. Extensive later additions and expansions have altered the setting more than at Calaroga and a major 1980s exterior renovation diminished the original building's Modernist appearance.

Willamette View Manor established many of the operational precedents later adopted by Calaroga Terrace. However, the two are predominantly distinguished by their setting, architectural sophistication, and integrity. Willamette View Manor's suburban campus setting lacked the urban amenities and associated leisure and independent living possibilities that Calaroga offered its residents. Additionally, the minimalist and institutional architecture of Willamette View Manor stands in contrast to the more refined design of Calaroga Terrace. Lastly, Willamette View Manor's heavily altered physical character has reduced its ability to convey its association with the initial wave of Life Care Communities in the Portland metropolitan area.

Terwilliger Plaza

Terwilliger Plaza (2545 SW Terwilliger Boulevard, Portland), a twelve-story residence, opened in 1962 after two years of construction (Figure 41). Sponsored by retired teachers with the Oregon Education Association, it was conceived along lines similar to Willamette View Manor but initially aimed at former educators in a cooperative ownership structure. The project received a \$3.9 million FHA-insured loan—the largest then issued by the Portland FHA office—and ultimately cost about \$4.3 million. It opened with roughly 350 units (sources vary, reporting 300–450 capacity). Despite the original aim, only about 20 percent of early residents were former teachers.¹⁶⁸

Unlike other life-care communities in Oregon, Terwilliger Plaza was licensed by the City rather than the State, largely because it lacked a congregate dining room of sufficient size, a comparative weakness in comparison to the full-size and full-service dining room at Calaroga Terrace. Membership covered only minor injuries and illnesses; higher-level care was at the resident's expense. A nine-bed on-site infirmary provided 24-hour nursing.¹⁶⁹ Meals were optional in an on-site dining room, and maid service was offered twice monthly rather than weekly as at Calaroga Terrace. Amenities paralleled peer facilities: a lounge on each floor, hobby rooms, underground parking, a multipurpose room, and—at opening—a grocery store and beauty parlor.¹⁷⁰

The setting is distinctly urban—akin to Calaroga Terrace—on a hillside overlooking Duniway Park and near the OHSU medical campus. Designed in the International Style, the building presents a narrow, linear mass with two bends responding to the contour of the West Hills; long elevations are articulated by projecting bays separated by vertical concrete lines, with extensive glazing and minimal ornament. Apart from later campus expansions, the exterior remains largely as built.

The campus has grown over time and now also includes Terwilliger Terrace (2000),¹⁷¹ The Heights (2008),¹⁷² and Parkview (2024, 127 additional units).¹⁷³ Today the community continues to operate as a continuing-care community serving residents 62 and older.

Despite sharing a similar urban setting and high-rise form with Calaroga Terrace, Terwilliger Plaza offered a less comprehensive life-care program and fewer bundled services, making it a less advanced model of a Life Plan Community. The two buildings are further distinguished by their exteriors, with Calaroga's New Formalist design and elevated terrace presenting a more ambitious architectural vision and refined expression.

¹⁶⁸ "New Home for Retired Persons Has Convenient Location," *The Oregonian*, April 6, 1962, 23.

¹⁶⁹ "Senior Manors Booming in State," *The Capital Journal*, June 22, 1961, 5.

¹⁷⁰ Ibid.

¹⁷¹ "Renovations at Terwilliger Plaza Meet Community's Changing Needs," *The Oregonian*, January 14, 2001, 157.

¹⁷² "The Heights Is Now Open," *The Oregonian*, October 26, 2008, 32.

¹⁷³ Parkview at Terwilliger Plaza," *Daily Journal of Commerce Oregon*, June 12, 2024, <https://djcoregon.com/news/2024/06/12/parkview-at-terwilliger-plaza/> (accessed June 26, 2026).

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Westmoreland's Union Manor

Westmoreland's Union Manor (6404 SE 23rd Avenue, Portland) opened in October 1966 after construction began in May 1965 (Figure 42).¹⁷⁴ Sponsored by the Union Labor Retirement Association and backed by the federal Department of Housing and Urban Development, it was conceived as an affordable retirement community for union members and financed entirely through monthly rents—no entrance fees or “buy-ins.”¹⁷⁵

The seven-story, wave-form building cost approximately \$3.5 million and contained 300 apartments.¹⁷⁶ The architects were Henry G. Greybrook and Keith H. Bradbury of Vancouver, Washington.¹⁷⁷ At opening, rents ranged from \$89.50 to \$117.50 per month. Each unit included a kitchen, while optional meal service was available in a communal dining room. Amenities emphasized social life and affordability, including hobby and craft rooms and two large assembly halls seating roughly 200 people.¹⁷⁸

Westmoreland's Union Manor was substantially renovated in 2017. Work included an exterior envelope replacement, including installation of triple-pane windows and new wall and roofing systems.¹⁷⁹ The building's integrity is not as high as Calaroga Terrace's due to this renovation and its association as a 1960s retirement community has been reduced. Furthermore, unlike Calaroga Terrace, Union Manor emphasized affordability rather than comprehensive life care, relying on monthly rents instead of entrance fees and offering a significantly more limited package of services. While Westmoreland's Union Manor is distinguished by its organized labor sponsorship, it represents a standard retirement community with some extra amenities and services, which significantly differentiates it from Calaroga Terrace's comprehensive and complex life plan model.

Holladay Park Plaza

Holladay Park Plaza (1300 NE 16th Avenue, Portland) closely parallels Calaroga Terrace (Figure 43). Located within the same district—across from Lloyd Center on its east side—it opened in 1967, about four months earlier than Calaroga, after initially advancing on a nearly identical timeline.¹⁸⁰ Costs were comparable: about \$7.3 million for Holladay Park Plaza (“HPP”) versus \$8 million for Calaroga.¹⁸¹

Sponsored by the Portland Presbytery of the United Presbyterian Church and designed in the International Style by John Graham & Company (also the architects of the Lloyd Center), HPP served residents 62 and older with amenities on par with Calaroga: a 300-guest dining room, 250-seat multi-purpose room, chapel, 32-bed nursing home, floor lounges, and a basement craft room with shuffleboard; garden plots lay across the street to the south.¹⁸² HPP provided underground parking for 85 cars and balconies or lanais for every unit—then rare among Life Plan Communities aside from Calaroga.¹⁸³ Units included wall-to-wall carpeting and draperies. Monthly service fees covered meals, maid service, utilities, flat laundry, and recreation; infirmity care was available but generally less comprehensive than what was available through Calaroga.¹⁸⁴

¹⁷⁴ “Apartment Ceremony on Monday,” *Oregon Labor Press*, April 30, 1965, 1.

¹⁷⁵ “Public Housing Leased Under New HAP Plan,” *The Oregonian*, February 15, 1967, 44.

¹⁷⁶ “Dedication Ceremony,” *Oregon Daily Journal*, October 8, 1966, 3.

¹⁷⁷ “Architect's Drawing,” *The Oregonian*, February 17, 1965, 30.

¹⁷⁸ “Union Community Service Is Exemplified in Manor,” *Oregon Labor Press*, October 7, 1966, 15.

¹⁷⁹ “Union Pension Fund to Invest \$26 Million at Westmoreland Union Manor,” *Northwest Labor Press*, July 3, 2015, 10.;

“Westmoreland Union Manor Undergoes Major Renovation,” *Northwest Labor Press*, November 6, 2015, 1.; “Union Manor Remodel Is Complete,” *Northwest Labor Press*, October 20, 2017, 6.

¹⁸⁰ Groundbreaking for Holladay Park Plaza was two-and-a-half-weeks after ground was broken for Calaroga Terrace.

“Holladay Park Plaza Start Due,” *Oregon Daily Journal*, July 16, 1965, 4. Holladay Park Plaza was publicly announced in October 1963, while CT was proposed six months earlier in April 1963. “Retirement Home Builder Cites Advantages for Aged in Proposed Holladay Park Plaza,” *The Oregonian*, October 6, 1963, 44. Holladay Park Plaza opened in March 1967, four months before Calaroga Terrace opened. “High Rise Apartments Stand Out on East Side Skyline,” *The Oregonian*, March 10, 1967, 66.

¹⁸¹ “High Rise Apartments Stand Out on East Side Skyline,” *The Oregonian*, March 10, 1967, 66.

¹⁸² “Retirement Home Activities Varied,” *Oregon Journal*, July 20, 1972, 23.

¹⁸³ “Model Units,” *Oregon Daily Journal*, December 9, 1966, 21.

¹⁸⁴ “Retirement Home Builder Cites Advantages for Aged in Proposed Holladay Park Plaza,” *Oregonian*, October 6, 1963, 44.

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Although only a floor shorter (15 stories plus a penthouse) than Calaroga, HPP's gross area—about 123,260 square feet—was less than half of Calaroga's 267,299 square feet. It contained 234 units to Calaroga's 273; studios were far more prevalent at HPP, whereas Calaroga limited studios to eight of the 21 units per floor. HPP's penthouse, absent at Calaroga in favor of the third-floor terrace protected from wind, was designed for entertaining with a perimeter walkway and skyline views.

Financial terms further distinguish between the two life-plan community buildings. Entrance fees began at \$9,500 for both, but HPP topped out at \$22,000, while Calaroga's highest fee was roughly \$13,000 more. Refund policies also diverged—Calaroga offered progressive refunds, while HPP required forfeiture at death.

Architecturally, HPP presents a restrained, uniform International Style design characterized by a perforated screen crowning a portion of the penthouse and long east–west elevations with extensive glazing and continuous balconies. Although the exterior retains much of its original character, three additions and alterations have diminished its integrity. A modest bump-out was added to the north elevation sometime between 1974 and 1990. In the early 1990s, a sizeable five-story addition was added to the south, linked by a four-story connector, which now serves as the primary entrance. Finally, in 2014, the original main entrance was enclosed, and the adjacent single-story rooftop terrace on the primary façade was extended westward with a new storefront design.

While in the same general area, HPP's immediate context is somewhat less urban (fronting Lloyd Center and backing onto lower-density housing), whereas Calaroga sits near Memorial Coliseum and later benefited from light-rail and the Oregon Convention Center. (A fully realized Coliseum Gardens plan would have expanded those advantages further.) HPP continues to operate as a continuing-care retirement community, offering active independent living, assisted living, and nursing care.¹⁸⁵

While HPP most closely parallels Calaroga Terrace among Portland's early Life Plan Communities, the two properties represent different interpretations of the urban life-care model. HPP emphasized a more restrained International Style expression, while Calaroga Terrace paired a larger scale and more comprehensive life-care program with a distinctive New Formalist design. Calaroga Terrace has a higher degree of integrity on the exterior given the additions made to HPP, allowing Calaroga to better convey its significance. Lastly, Calaroga offered a more progressive financing package, had a higher ceiling on their move-in costs, offered the more comprehensive medical care package, and presented as a more distinguished architectural design, all indications of Calaroga being the more advanced and sophisticated Life Plan Community of the two.

Comparative Analysis Conclusion

Taken together, these examples highlight the distinctive position of Calaroga Terrace within the evolution of retirement housing in Oregon. Willamette View Manor established the suburban campus model; Terwilliger Plaza embodied cooperative ownership in an urban setting; Westmoreland's Union Manor reflected labor's commitment to affordable, rent-based senior housing; and Holladay Park Plaza provided a closely comparable urban Life Plan Community. Calaroga Terrace distinguished itself through its combination of a central urban location, an ambitious amenity program, luxury branding, and one of the most comprehensive life-care plans offered in Oregon during the period. Executed in a New Formalist tower, the building's architectural expression reinforced the social ideal of active, secure, and cultivated retirement.

Several peer buildings have experienced substantial exterior alterations that diminish their ability to convey their historic significance, and all have undergone interior remodeling typical of retirement/assisted-living housing with frequent turnover. Based on the available information, it is unclear whether these properties retain the same high-integrity public rooms that survive within Calaroga Terrace. Nonetheless, even if some are eligible for the National Register, their potential eligibility does not diminish Calaroga's significance. Within

¹⁸⁵ "More Care Options," *The Oregonian*, November 10, 1991, 117.

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Portland's landscape of mid-century senior housing, Calaroga Terrace remains one of the most ambitious and intact examples of the early Life Plan Community model.

Nomination Conclusion

Developed as part of the larger but only partially realized Coliseum Gardens project, Calaroga Terrace brought the life-care model to an urban setting at the edge of downtown Portland. Although the broader development was never completed, Calaroga Terrace embodied its central vision of integrating housing, services, recreation, and care within a single community designed specifically for older adults. Thus, Calaroga Terrace is significant under Criterion A in the area of Social History as one of Portland's foremost mid-twentieth-century retirement communities, embodying emerging ideas about independence, luxury, security, and social engagement in later life.

Based on the comparative analysis, Calaroga Terrace stands out within the mid-century retirement communities of the greater Portland area. While other developments of the period pursued garden-court or suburban formats, Calaroga's high-rise urban setting, ambitious amenity program, and early adoption of a comprehensive life-care model distinguished it from its peers. The building also retains a high degree of integrity on its exterior and in its most significant public interiors, preserving both architectural design and programmatic intent. Calaroga Terrace remains one of Portland's most ambitious examples of large, multi-dwelling retirement residences of the 1960s, marking an important chapter in the city's social history.

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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: Historical Newspapers

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10. Geographical Data

Acreage of Property Less than one

(Do not include previously listed resource acreage; enter "Less than one" if the acreage is .99 or less)

Latitude/Longitude Coordinates

Datum if other than WGS84: N/A
(enter coordinates to 6 decimal places)

1	<u>45.533281</u> Latitude	<u>-122.663238</u> Longitude	3	<u></u> Latitude	<u></u> Longitude
2	<u></u> Latitude	<u></u> Longitude	4	<u></u> Latitude	<u></u> Longitude

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

The boundary is the property's full tax lot, which is comprised of Lots 1-8 of Block 61 Holladay's Addition. Beginning at the southwest corner of the building at NE 2nd Avenue and NE Clackamas Street, the boundary runs 200 feet north to the northwest corner of the property. The boundary then runs 200 feet east. From there the boundary runs 200 feet south. Finally, the boundary runs west 200 feet back to the southwest corner.

Boundary Justification (Explain why the boundaries were selected.)

The boundary was selected because it encompasses the building, which fills the entire 40,000 sf lot.

11. Form Prepared By

name/title	<u>Erik Hovmiller and Jessica Engeman, Historians</u>	date	<u>July 1, 2026</u>
organization	<u>Continuum Preservation Consulting LLC</u>	telephone	<u>971-221-6796</u>
street & number	<u>3135 NE 23rd Ave</u>	email	<u>Jessica@continuumpreservation.com</u>
city or town	<u>Portland</u>	state	<u>OR</u> zip code <u>97212</u>

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:	<u>Calaroga Terrace</u>		
City or Vicinity:	<u>Portland</u>		
County:	<u>Multnomah</u>	State:	<u>Oregon</u>
Photographer:	<u>Erik Hovmiller</u>		
Date Photographed:	<u>May 3, 2026</u>		

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

- Photo 1 of 25:** (OR_MultnomahCounty_CalarogaTerrace_0001)
South and east elevations; camera facing northwest
- Photo 2 of 25:** (OR_MultnomahCounty_CalarogaTerrace_0002)
Birdseye view of south and west elevations; camera facing northwest
- Photo 3 of 25:** (OR_MultnomahCounty_CalarogaTerrace_0003)
Detail photo of quoins and windows on east elevation
- Photo 4 of 25:** (OR_MultnomahCounty_CalarogaTerrace_0004)
West and south elevation; camera facing northeast
- Photo 5 of 25:** (OR_MultnomahCounty_CalarogaTerrace_0005)
East and north elevations; camera facing southwest
- Photo 6 of 25:** (OR_MultnomahCounty_CalarogaTerrace_0006)
West elevation, camera facing southeast.
- Photo 7 of 25:** (OR_MultnomahCounty_CalarogaTerrace_0007)
East elevation showing the c. 1954 storefront replacement; camera facing north
- Photo 8 of 25:** (OR_MultnomahCounty_CalarogaTerrace_0008)
South elevation showing the original double loading door.
- Photo 9 of 25:** (OR_MultnomahCounty_CalarogaTerrace_0009)
Ground floor; camera facing north
- Photo 10 of 25:** (OR_MultnomahCounty_CalarogaTerrace_0010)
Typical upper floor; camera facing southwest
- Photo 11 of 25:** (OR_MultnomahCounty_CalarogaTerrace_0011)
Typical upper floor; camera facing southeast
- Photo 12 of 25:** (OR_MultnomahCounty_CalarogaTerrace_0012)

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Staircase; built 1926

Photo 16 of 25: (OR_MultnomahCounty_CalarogaTerrace_0016)
Third-floor east-west corridor and elevator, camera facing west.

Photo 17 of 25: (OR_MultnomahCounty_CalarogaTerrace_0017)
Typical corridor, camera facing north.

Photo 18 of 25: (OR_MultnomahCounty_CalarogaTerrace_0018)
Typical double studio with pocket doors.

Photo 19 of 25: (OR_MultnomahCounty_CalarogaTerrace_0019)
Typical window with wood casing.

Photo 20 of 25: (OR_MultnomahCounty_CalarogaTerrace_0020)
Holmes roll-out bed with non-historic casework.

Photo 21 of 25: (OR_MultnomahCounty_CalarogaTerrace_0021)
Historic multi-light door within apartment unit.

Photo 22 of 25: (OR_MultnomahCounty_CalarogaTerrace_0022)
Typical single panel door.

Photo 23 of 25: (OR_MultnomahCounty_CalarogaTerrace_0023)
Apartment kitchen.

Photo 24 of 25: (OR_MultnomahCounty_CalarogaTerrace_0024)
Typical bathroom.

Photo 25 of 25: (OR_MultnomahCounty_CalarogaTerrace_0025)
Typical bathroom with hex tile floor.

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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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:** Regional location map
- Figure 2:** Local location map
- Figure 3:** Tax lot map
- Figure 4:** Site Plan from 2015, nominated boundary in red.
- Figure 5:** First floor plan
- Figure 6:** Second floor plan
- Figure 7:** Third floor plan
- Figure 8:** Fourth floor plan
- Figure 9:** Fifth floor plan
- Figure 10:** Sixth floor plan
- Figure 11:** Seventh floor plan
- Figure 12:** Eighth floor plan
- Figure 13:** Ninth floor plan
- Figure 14:** Tenth floor plan
- Figure 15:** Eleventh floor plan
- Figure 16:** Twelfth floor plan
- Figure 17:** Fourteenth floor plan
- Figure 18:** Fifteenth floor plan
- Figure 19:** Sixteenth floor plan
- Figure 20:** Seventeenth floor plan
- Figure 21:** Model of Coliseum Gardens development
- Figure 22:** Model unit for Calaroga Terrace
- Figure 33:** Drawing of Calaroga Terrace from the original plans
- Figure 24:** Aerial photograph showing the site of yet-to-be-built Calaroga Terrace
- Figure 25:** Aerial photograph of Calaroga Terrace under construction
- Figure 26:** Building under construction
- Figure 27:** Building approaching completion
- Figure 28:** Aerial photograph of Calaroga Terrace nearing completion
- Figure 29:** Photograph of Calaroga Terrace one day after dedication and official opening

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- Figure 30:** East stairs and elevation
- Figure 31:** Triptych showing, from left to right, residents in a unit, on the central terrace, and in the dining room
- Figure 32:** Photograph from the Morrison Bridge that gives a sense of the scale of Calaroga Terrace
- Figure 33:** Aerial photograph of Calaroga Terrace in relation to Veterans Memorial Coliseum in the foreground
- Figure 34:** Residents in the community's garden across NE Clackamas Street from Calaroga Terrace
- Figure 35:** Newspaper ad from 1977 showing architectural detail at the central terrace
- Figure 36:** Photograph of Calaroga Terrace and the community garden in the foreground
- Figure 37:** Photograph of SW Naito Parkway with Calaroga Terrace in the distance on the right, giving a perspective on its size
- Figure 38:** Inside one of the units
- Figure 39:** Seniors in the Calaroga Terrace multi-purpose room
- Figure 40:** Period photo of Willamette View Manor
- Figure 41:** Period photo of Terwilleger Plaza
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- Figure 43:** Period photo of Holladay Park Plaza

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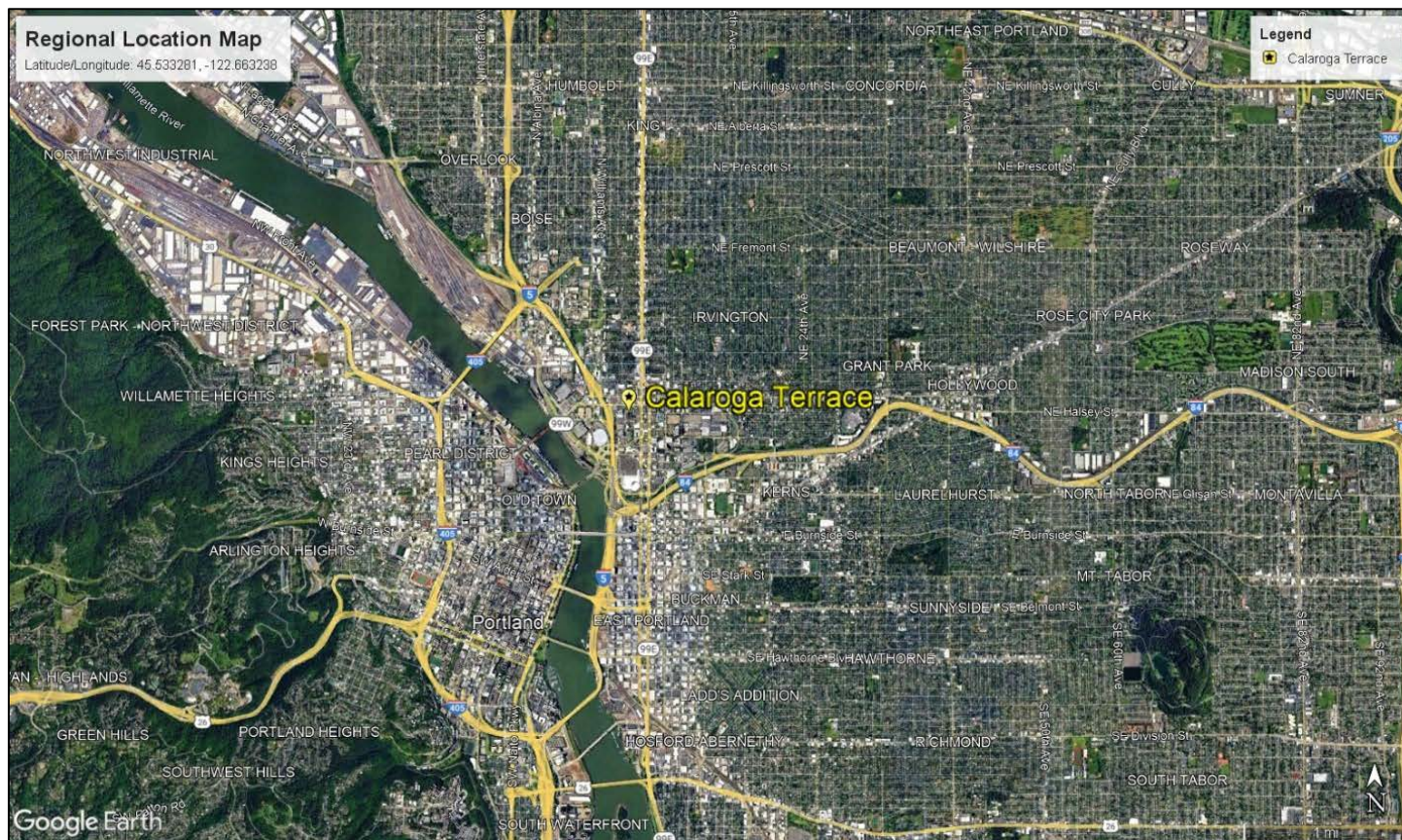
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Figure 1: Regional Location Map; Latitude 45.533281, Longitude -122.663238.



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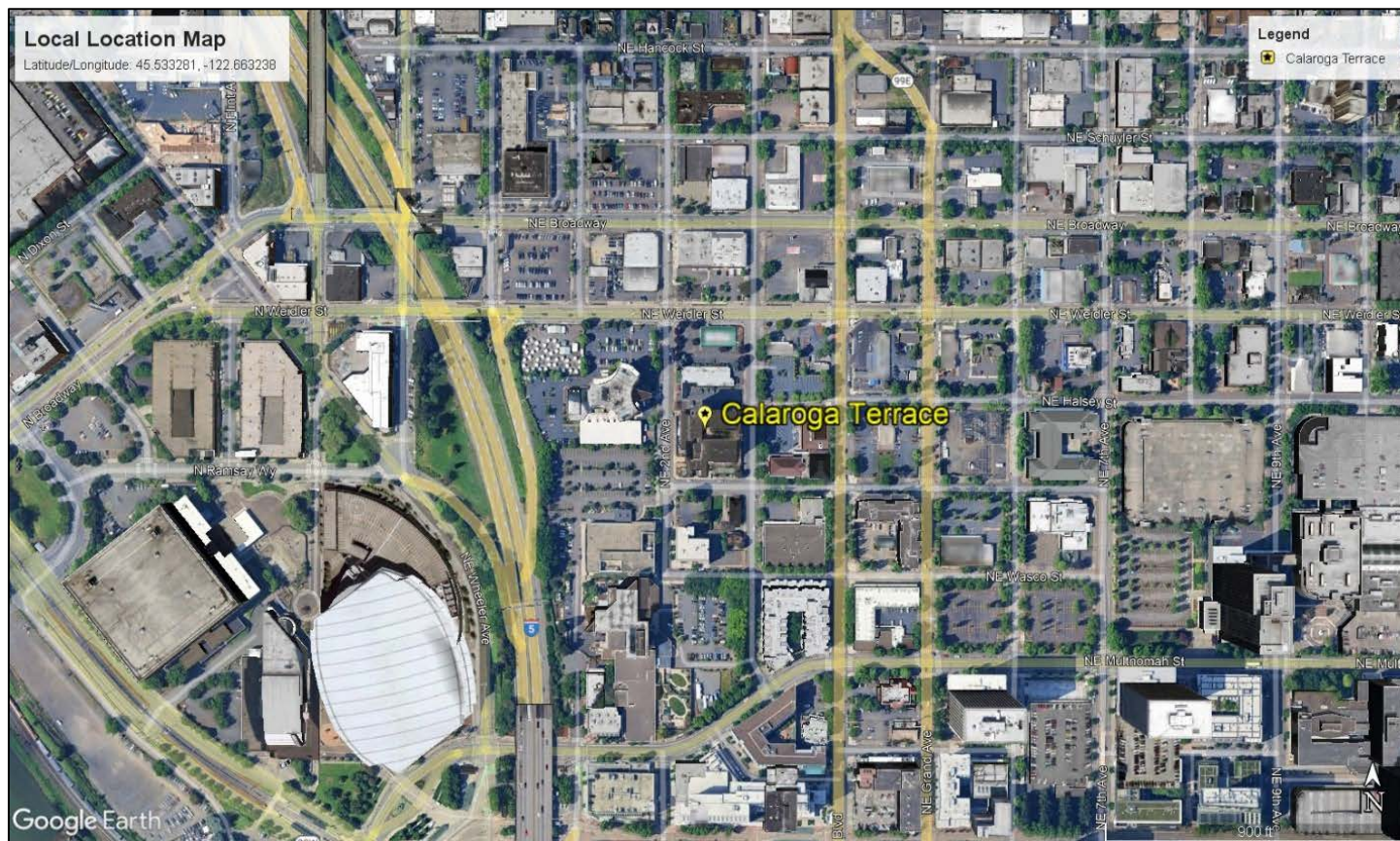
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Figure 2: Local Location Map; Latitude 45.533281, Longitude -122.663238.



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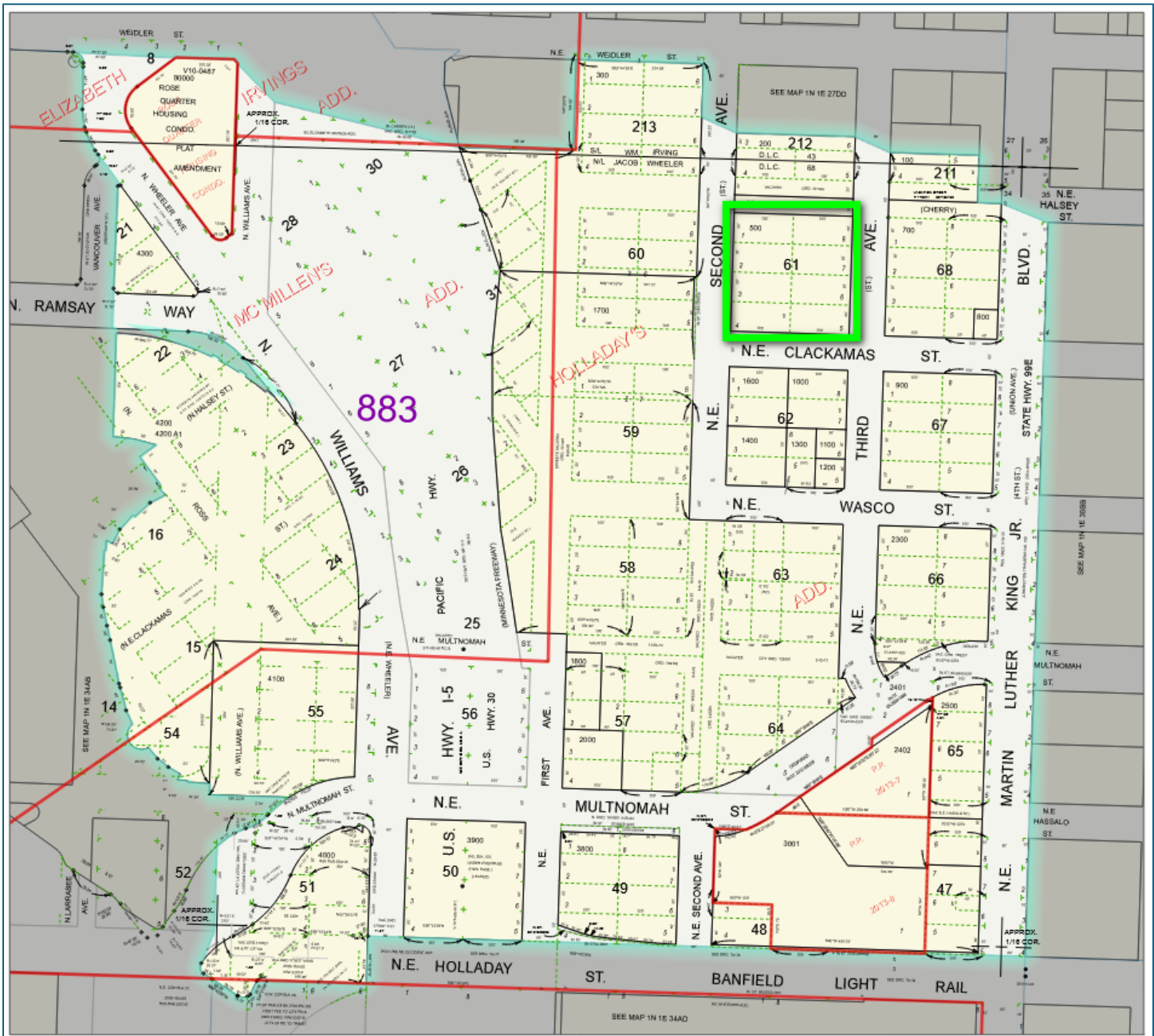
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Figure 3: Tax lot map; accessed September 13, 2025; nominated property outlined in green



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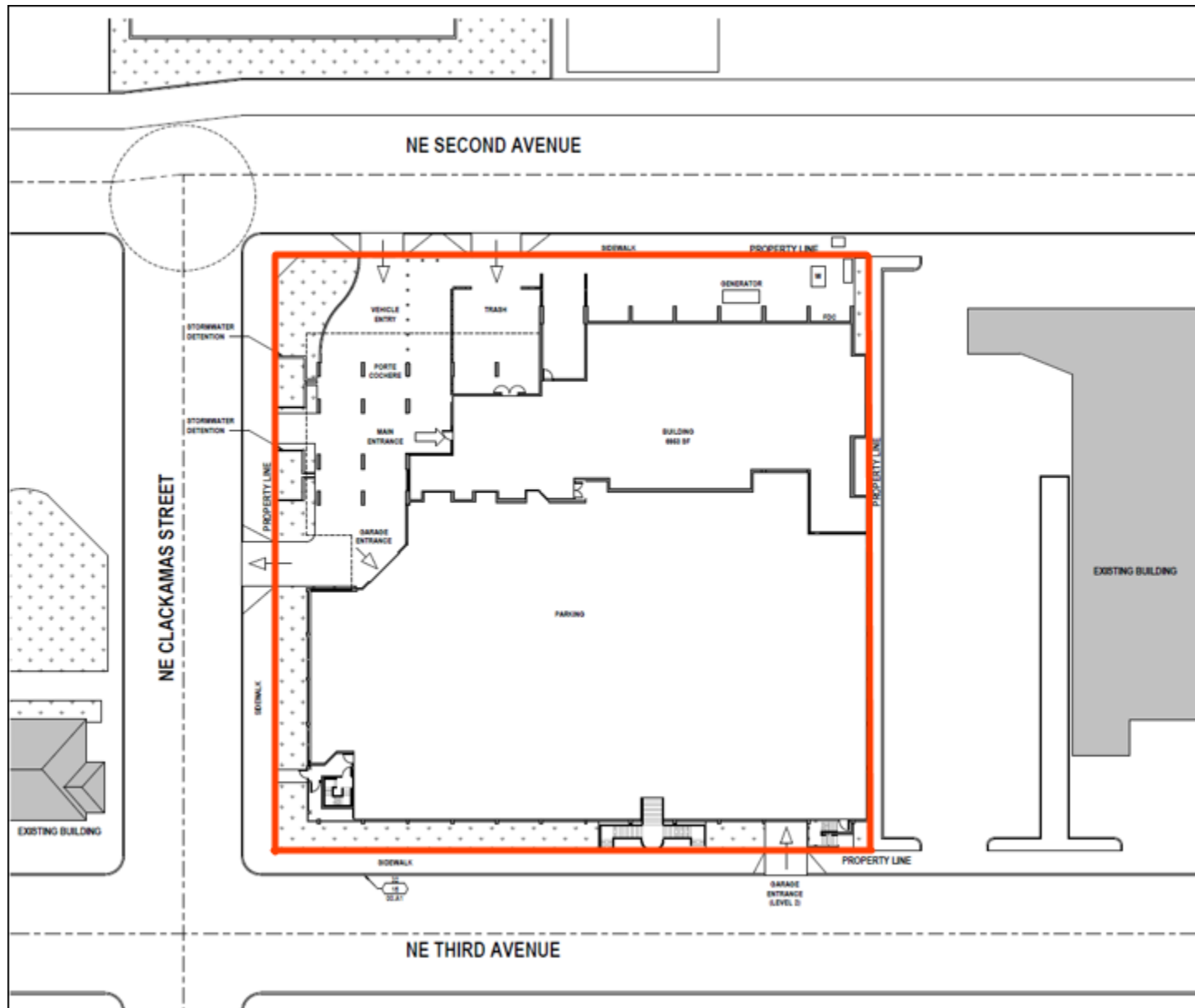
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Figure 4: Site Plan from 2015, nominated boundary in red.



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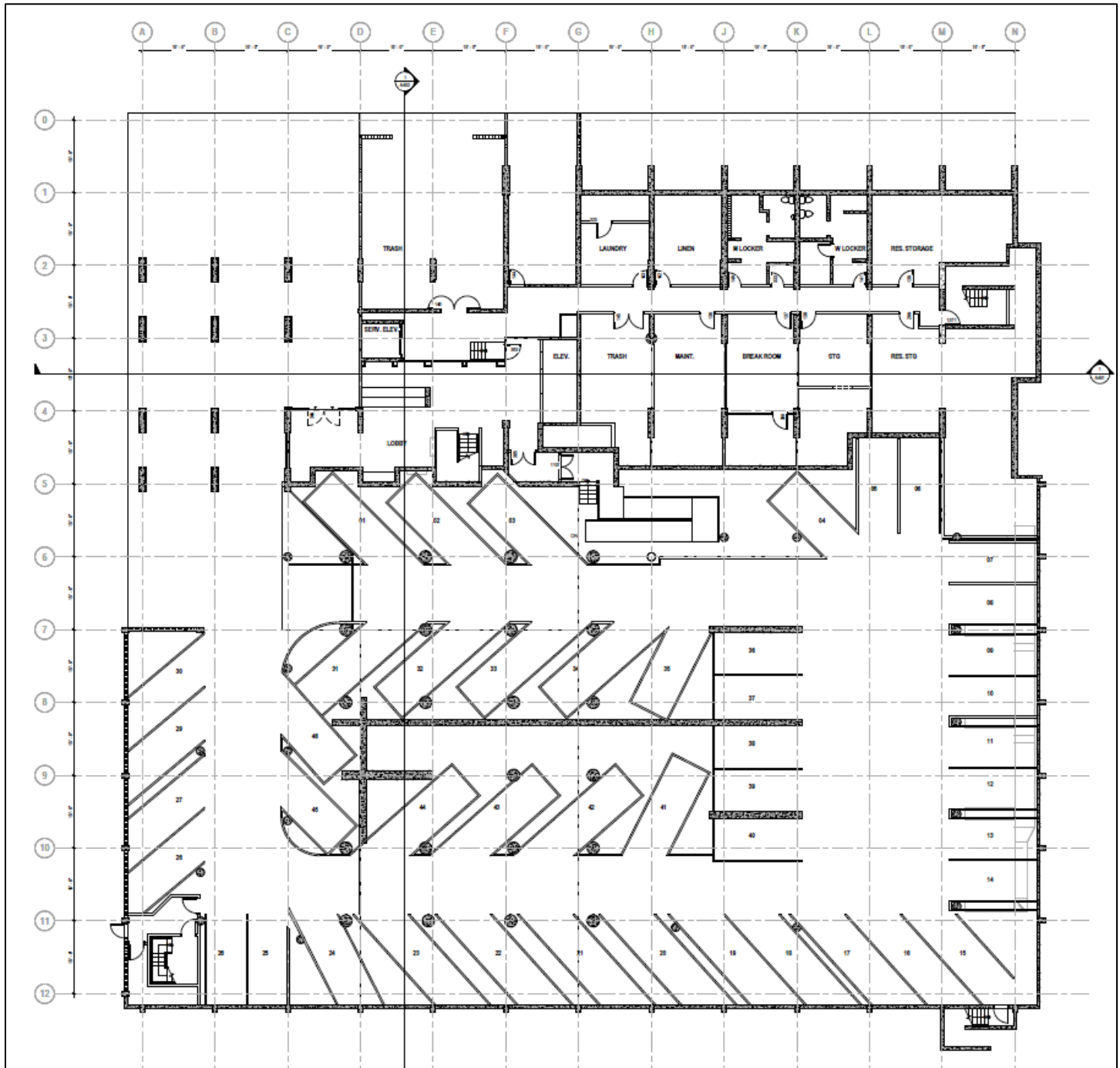
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Figure 5: First Floor Plan, 2026



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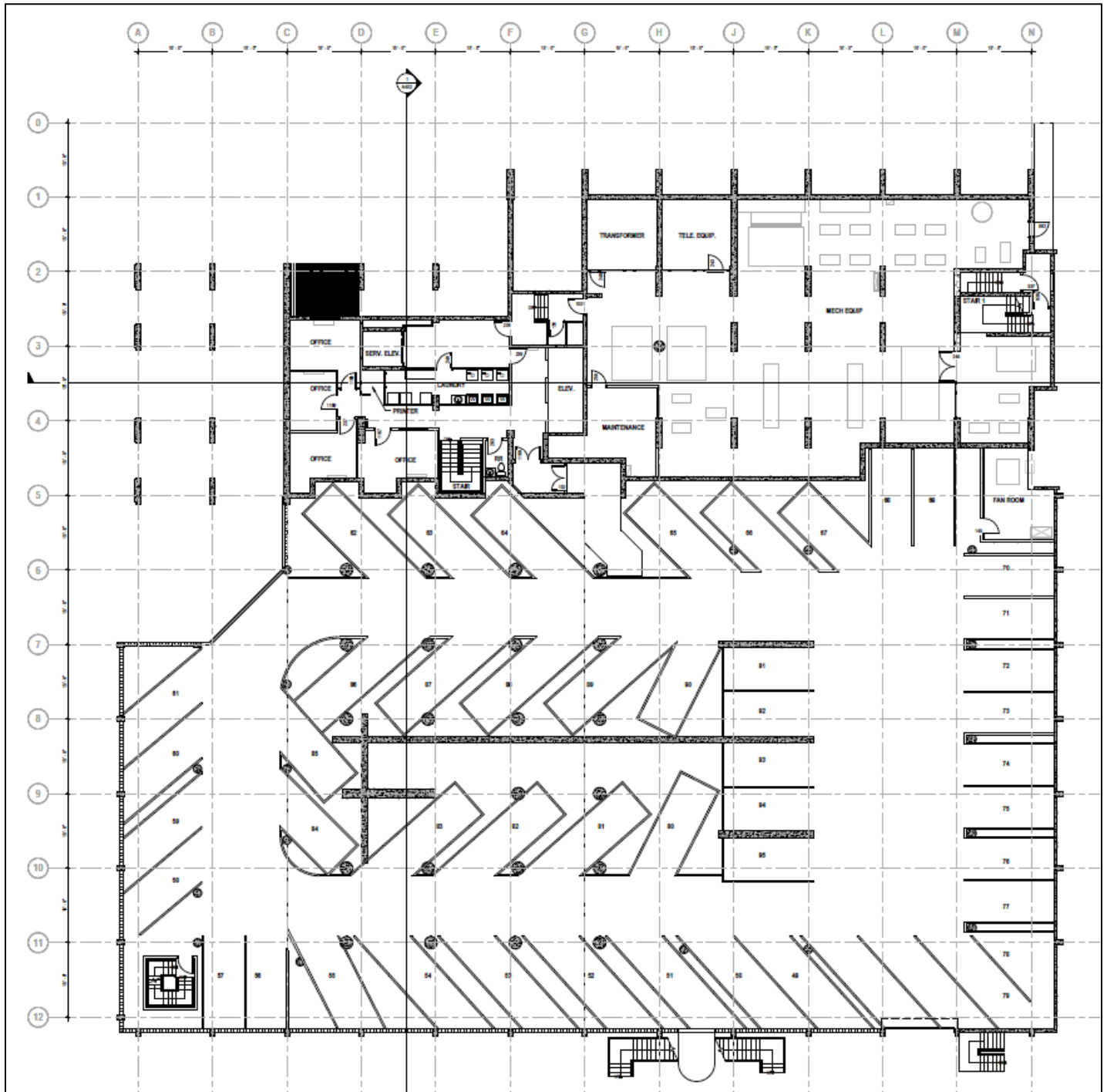
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Figure 6: Second Floor Plan, 2026



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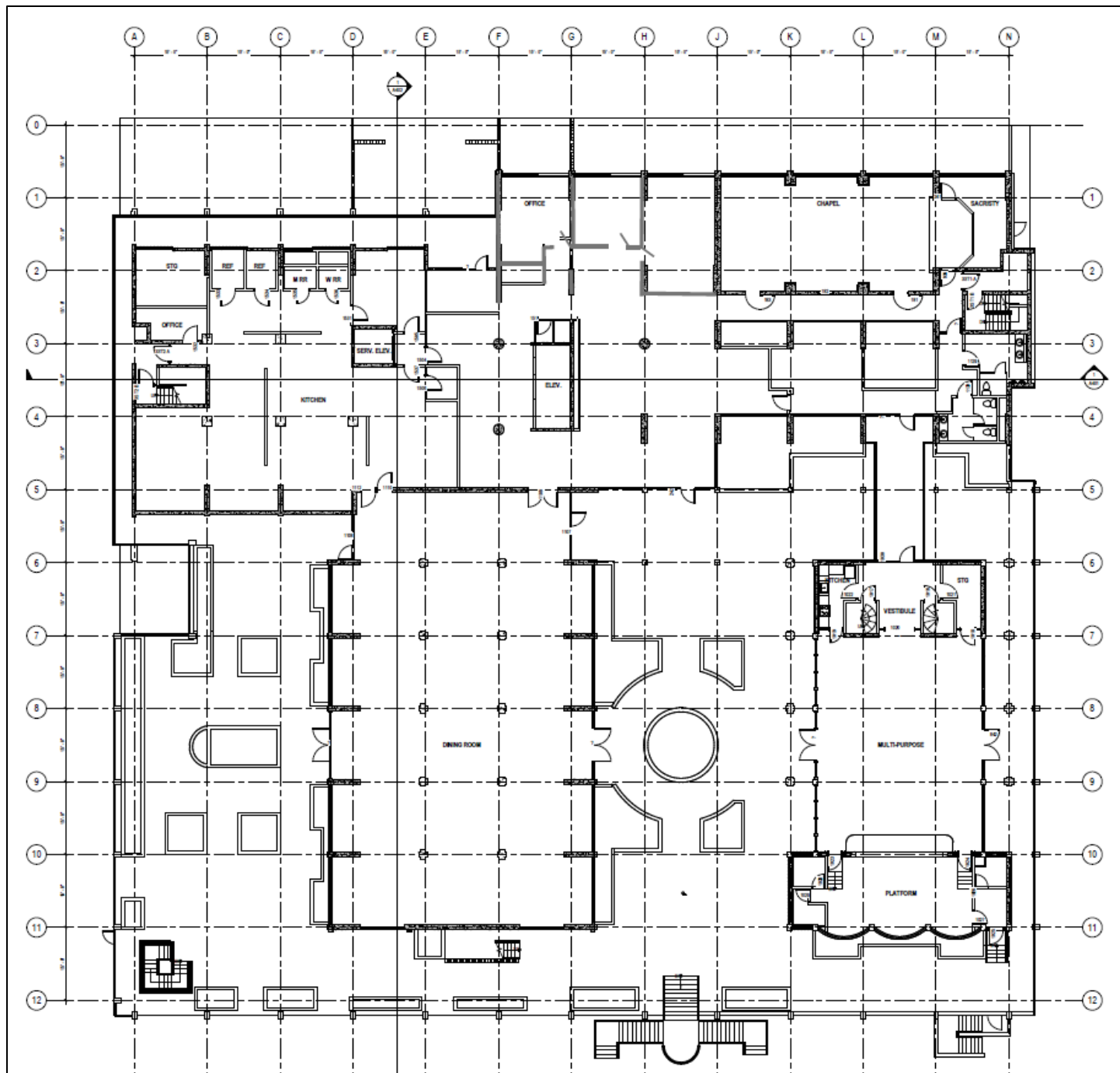
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Figure 7: Third Floor Plan, 2026.



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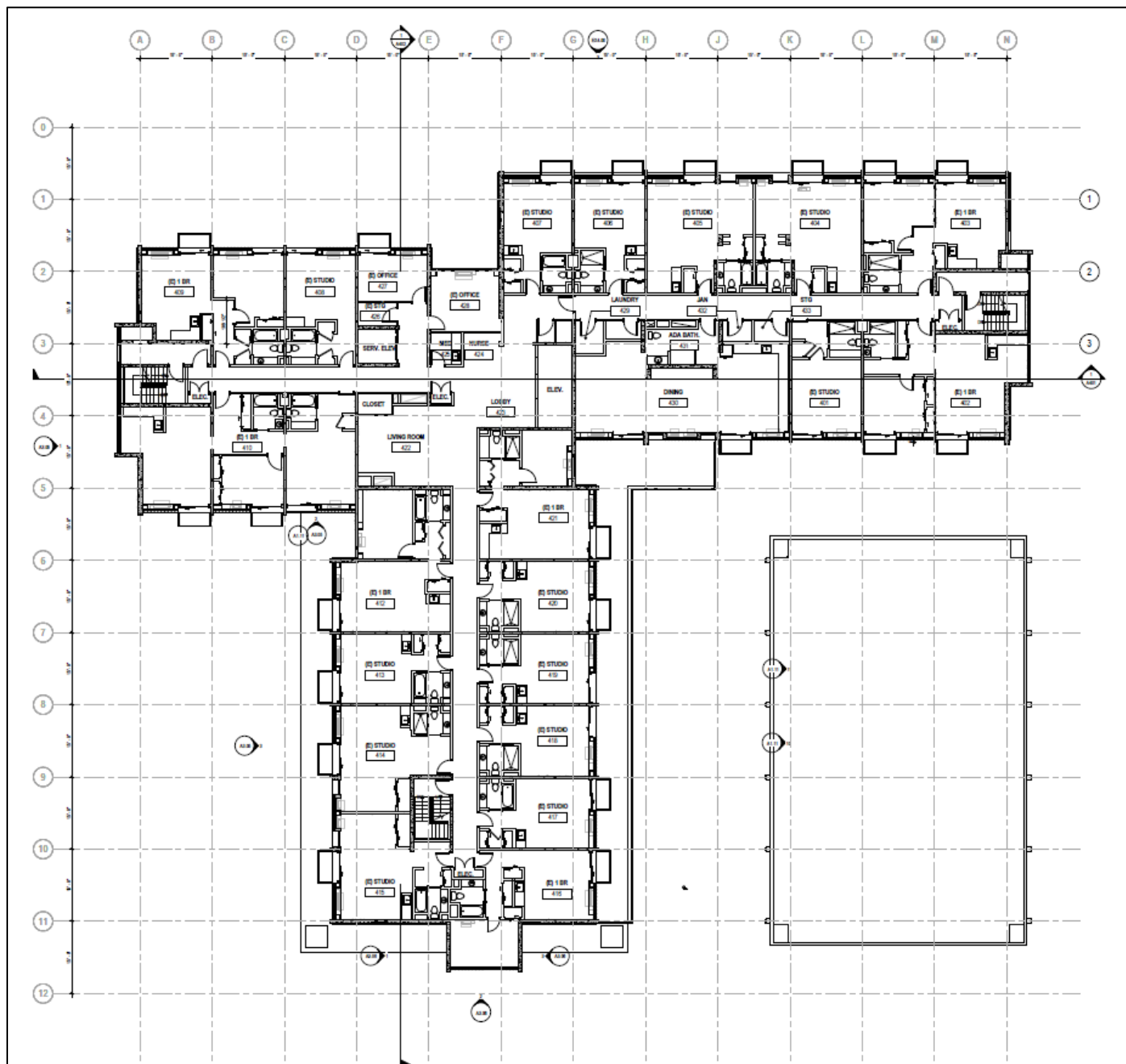
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Figure 8: Fourth Floor Plan, 2026



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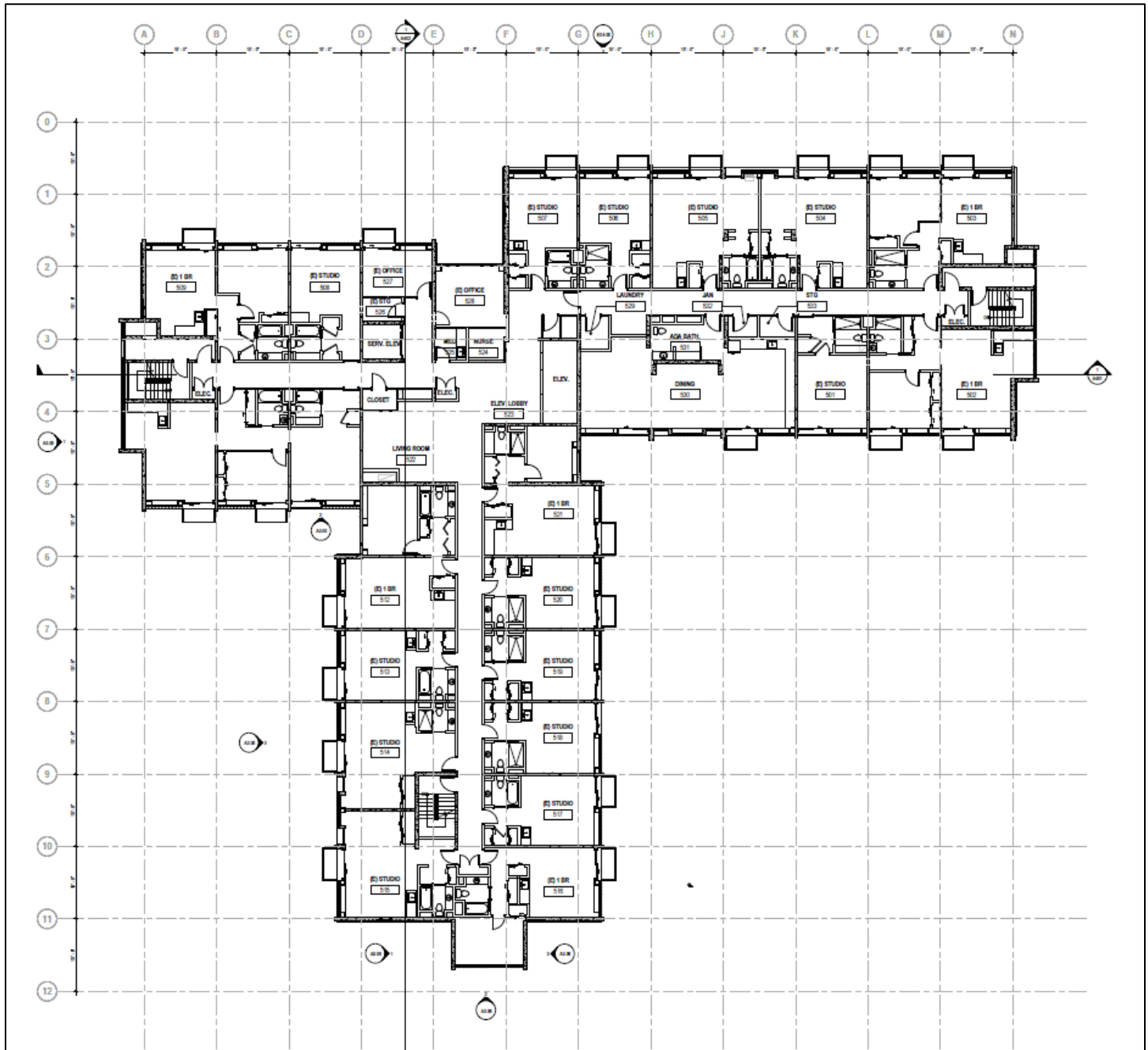
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Figure 9: Fifth Floor Plan, 2026



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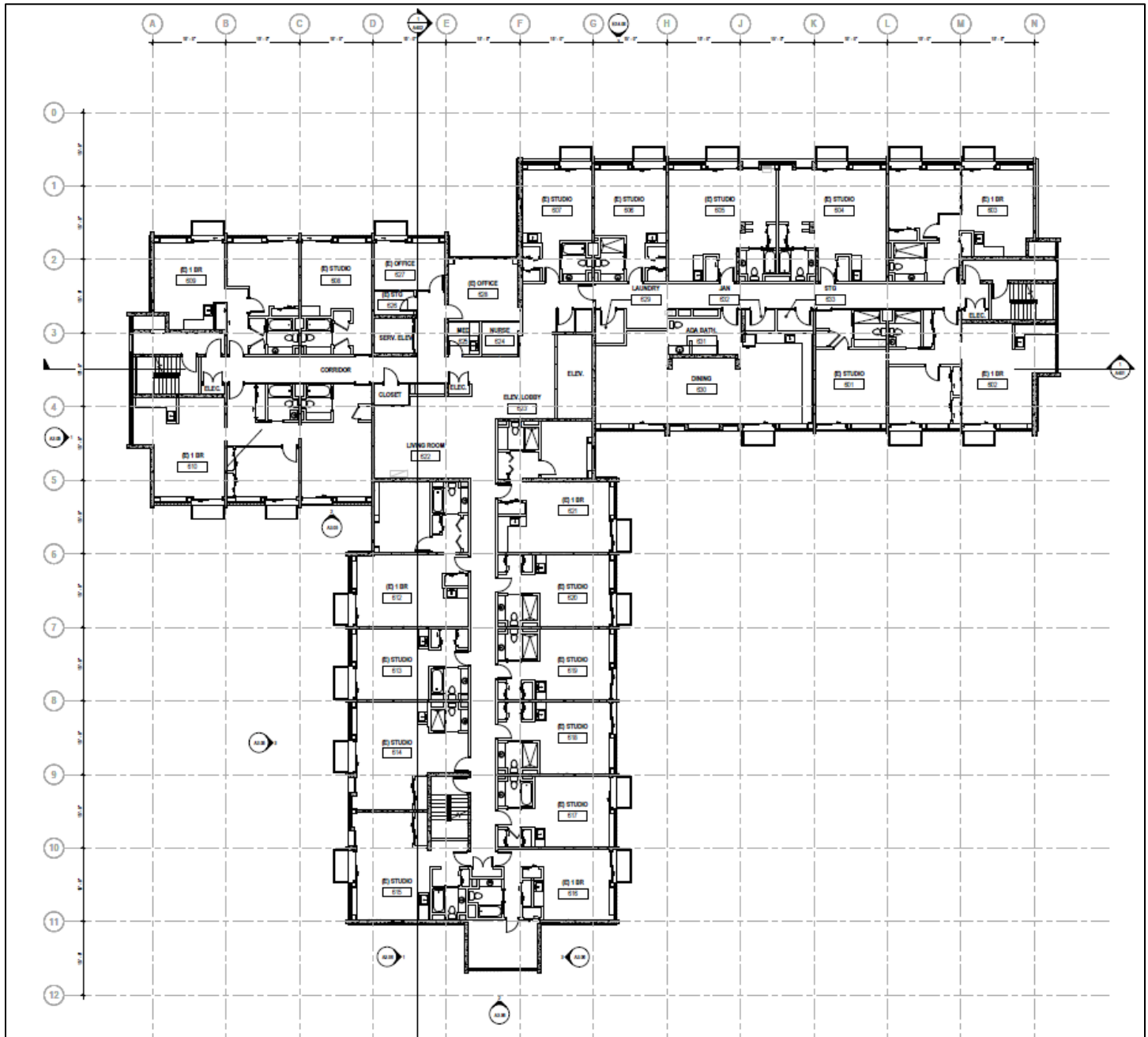
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Figure 10: Sixth Floor Plan, 2026.



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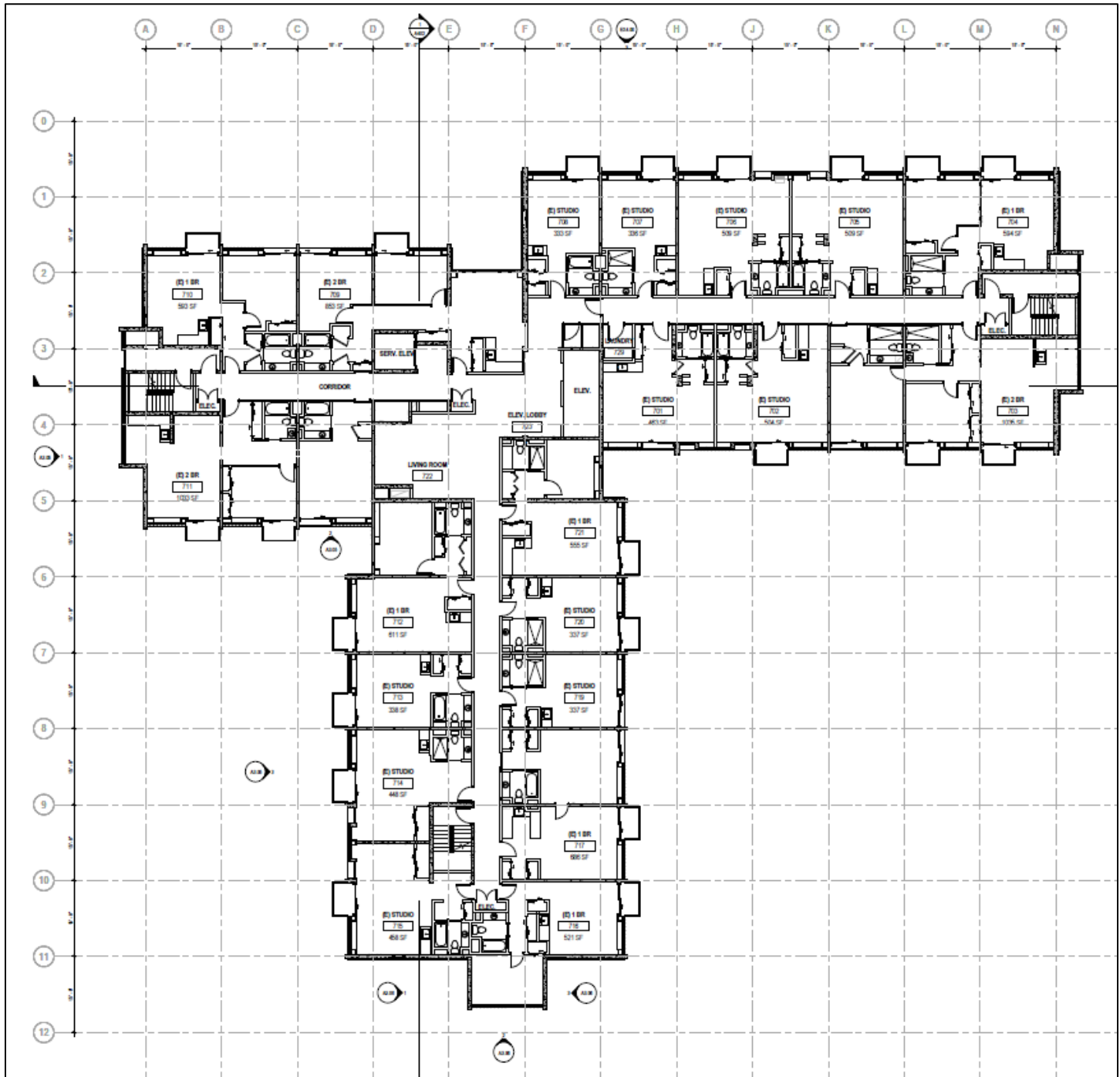
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Figure 11: Seventh Floor Plan, 2026.



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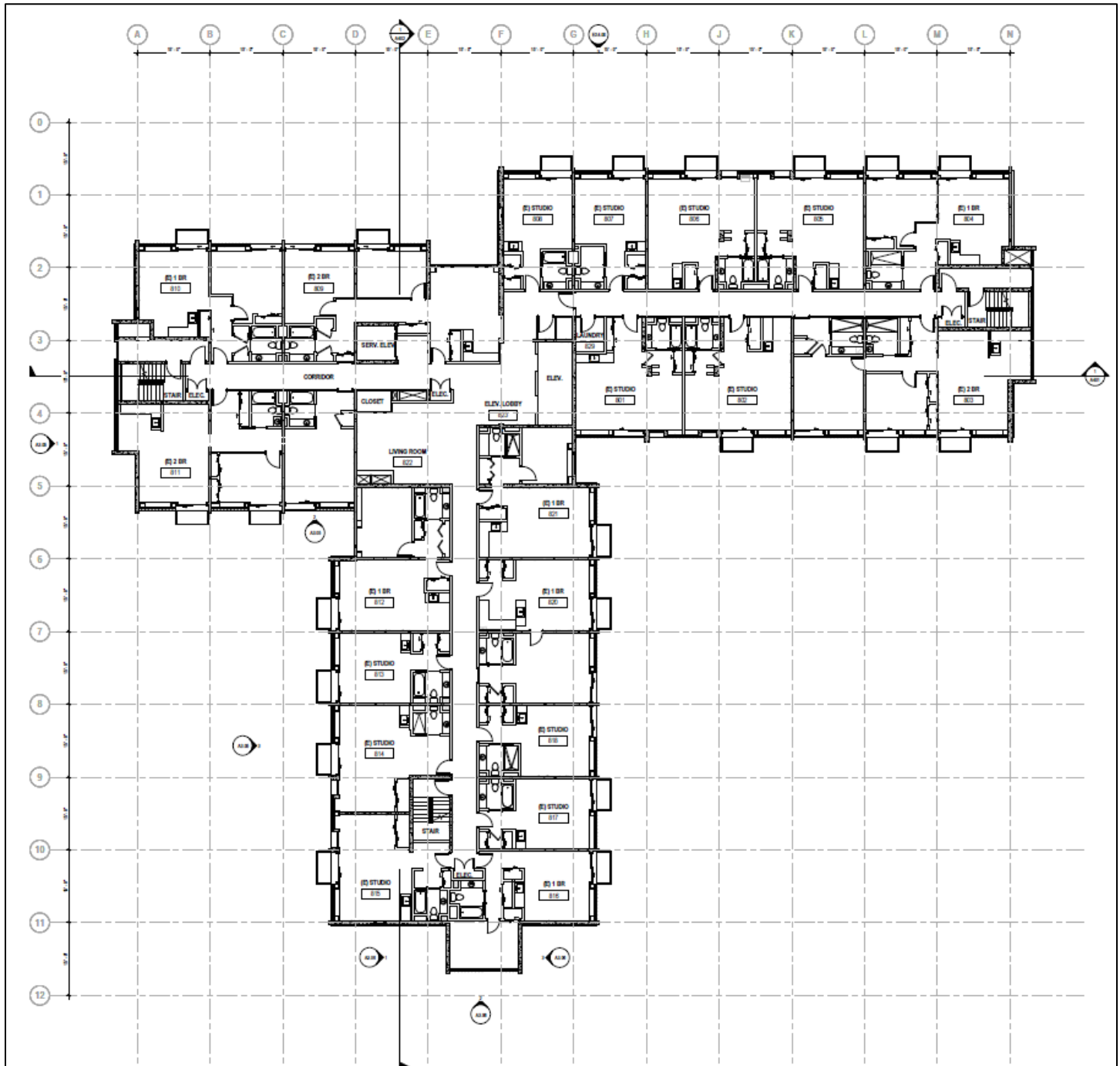
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Figure 12: Eighth Floor Plan, 2026.



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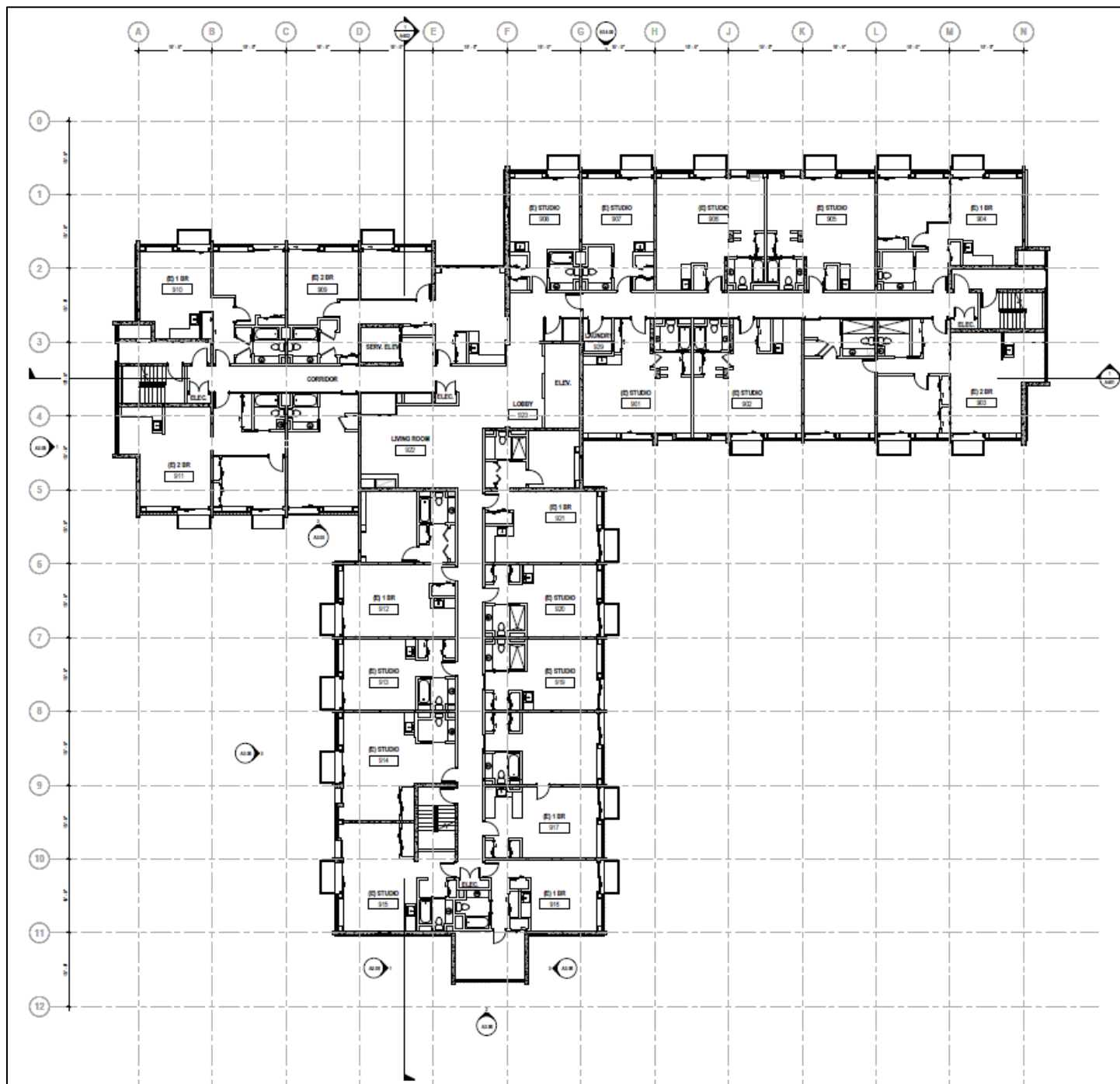
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Figure 13: Ninth Floor Plan, 2026.



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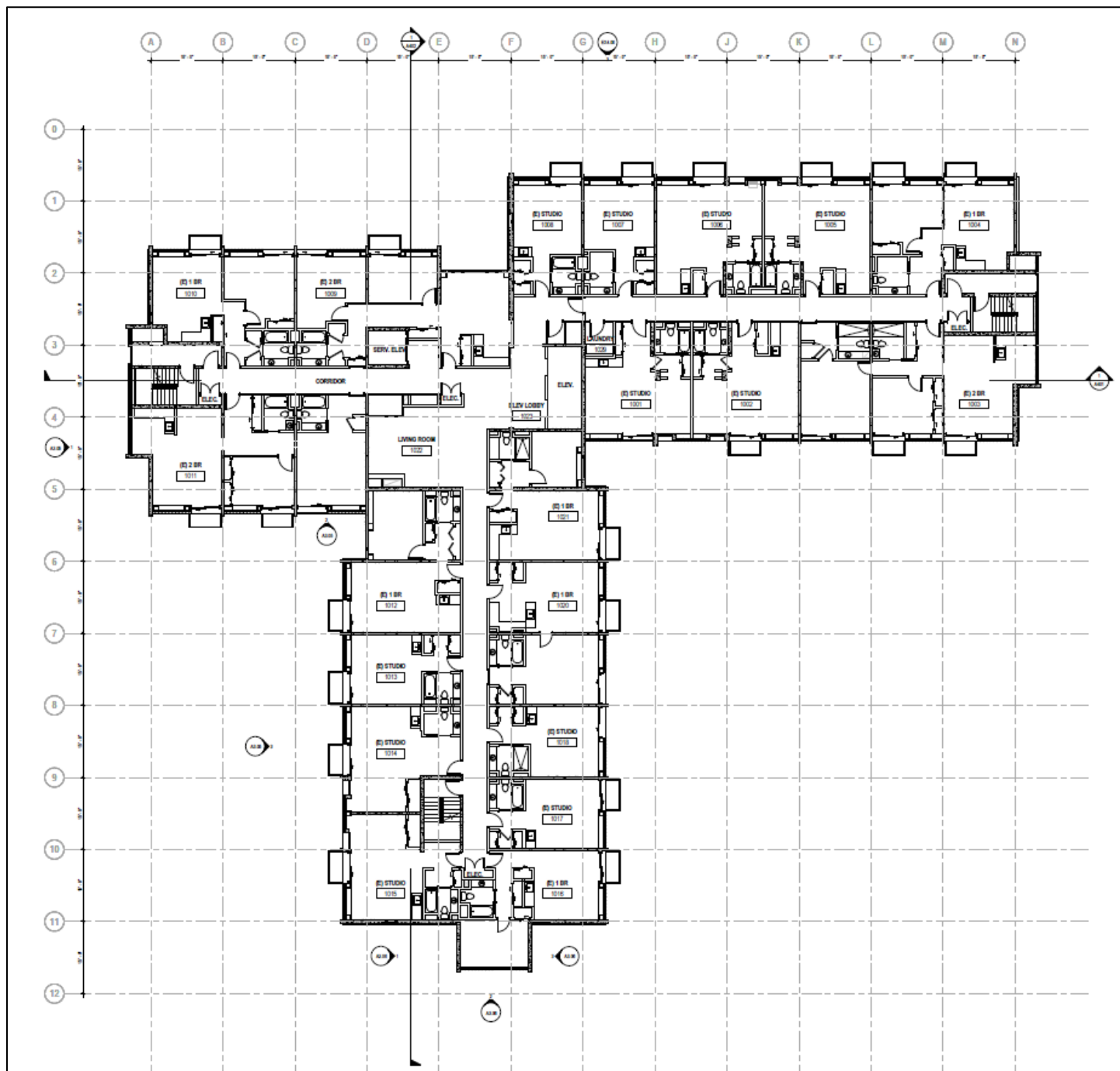
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Figure 14: Tenth Floor Plan, 2026.



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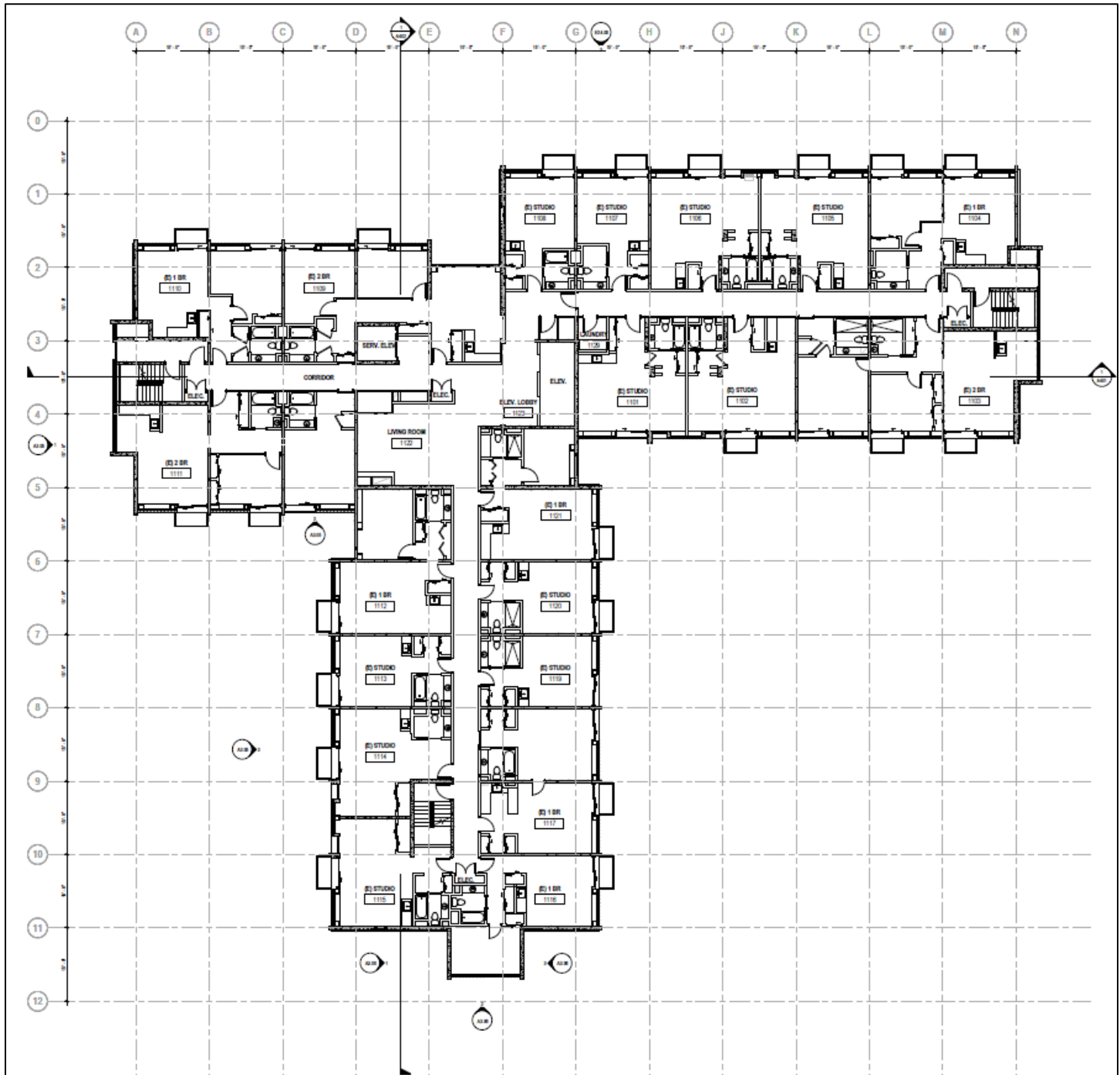
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Figure 15: Eleventh Floor Plan, 2026.



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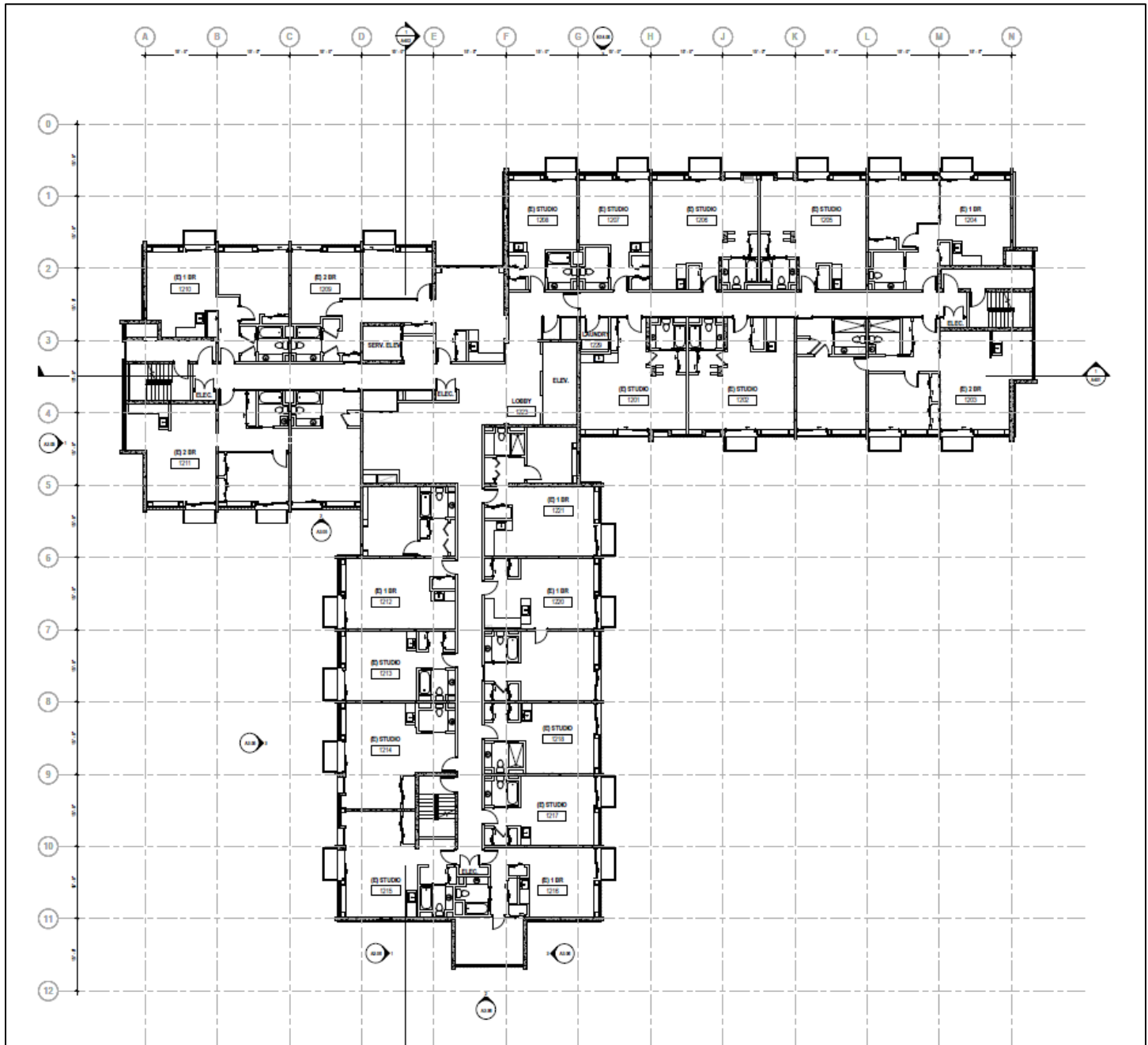
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Figure 16: Twelfth Floor Plan, 2026.



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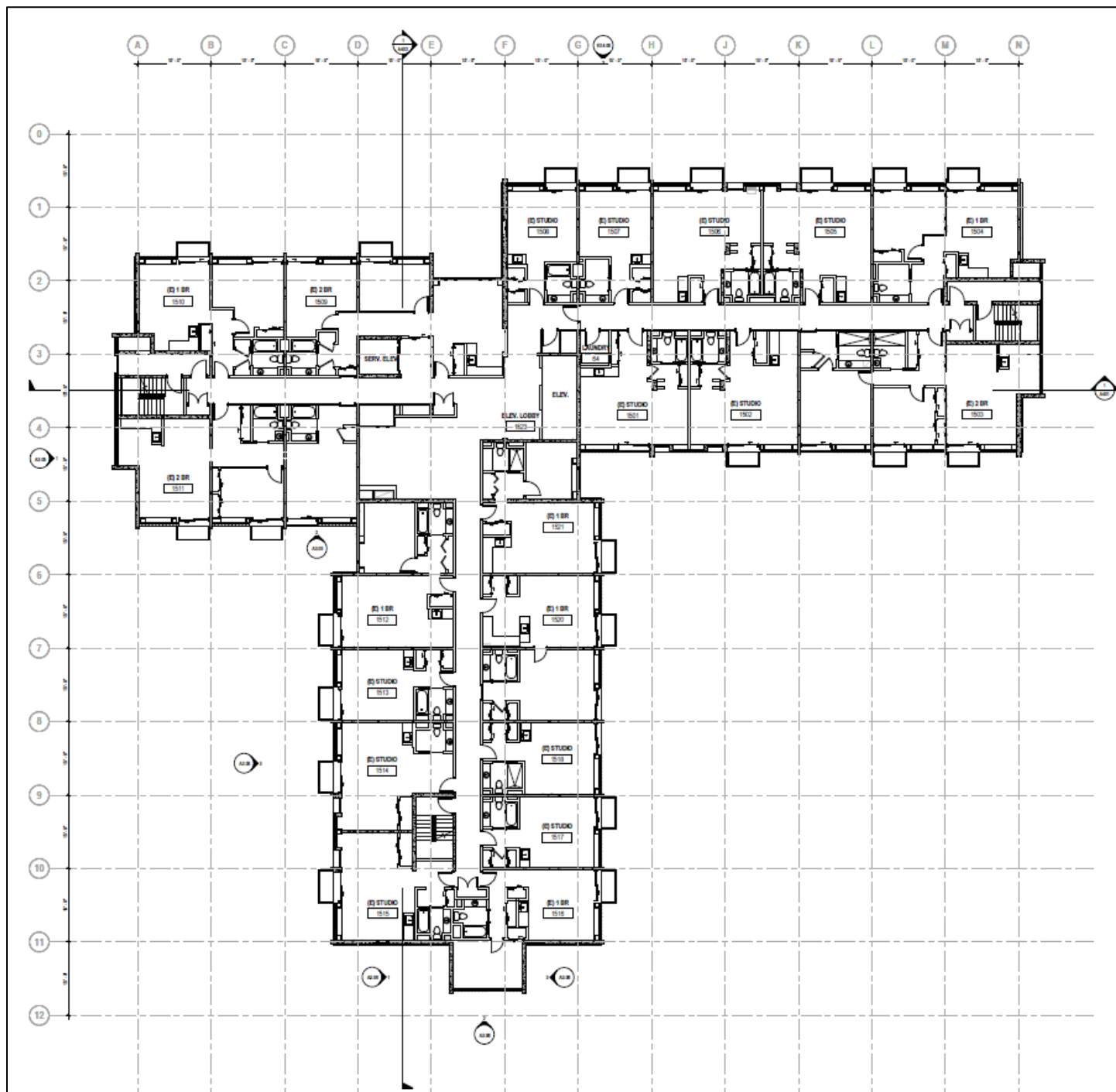
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Figure 18: Fifteenth Floor Plan, 2026.



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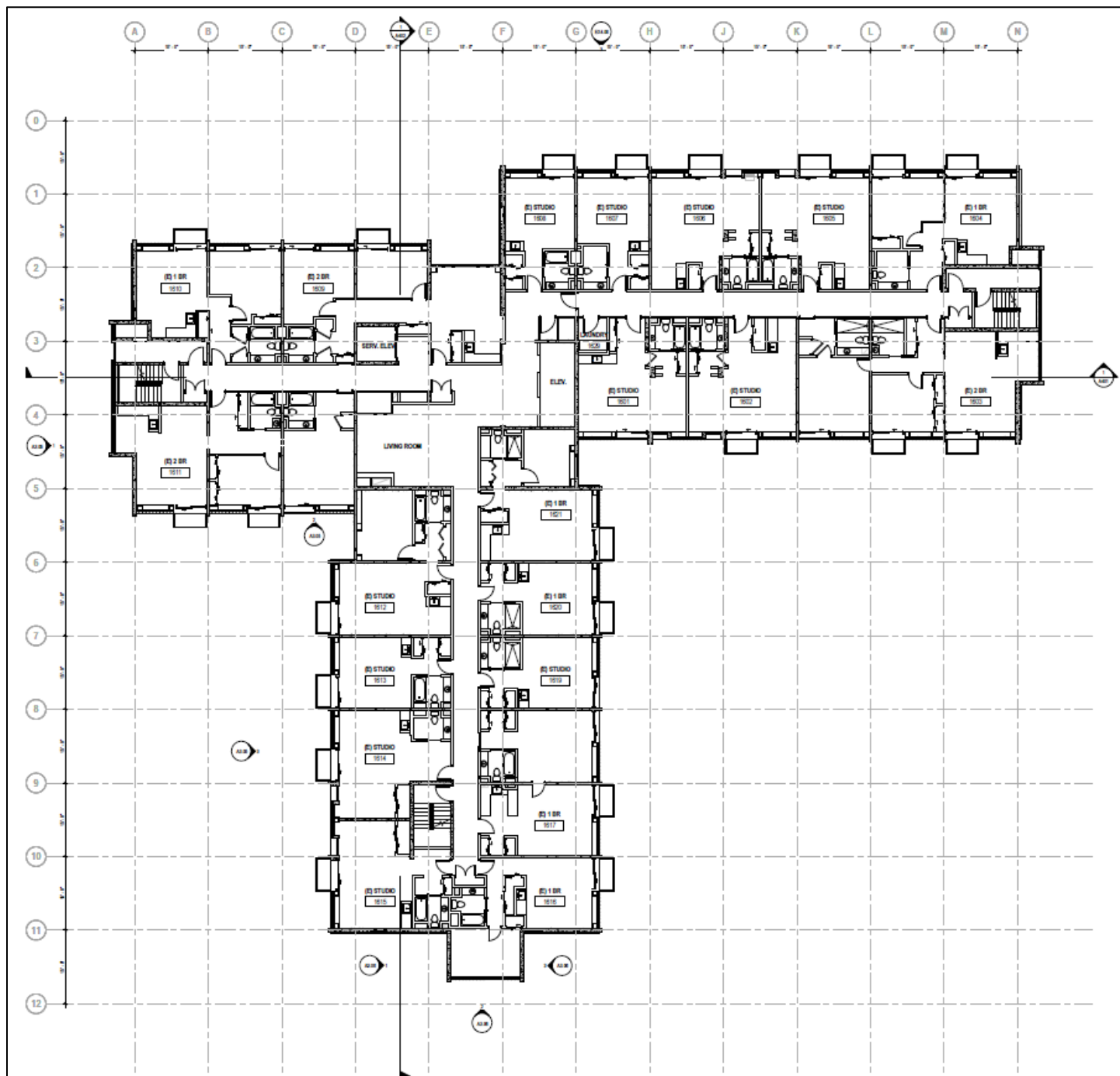
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Figure 19: Sixteenth Floor Plan, 2026.



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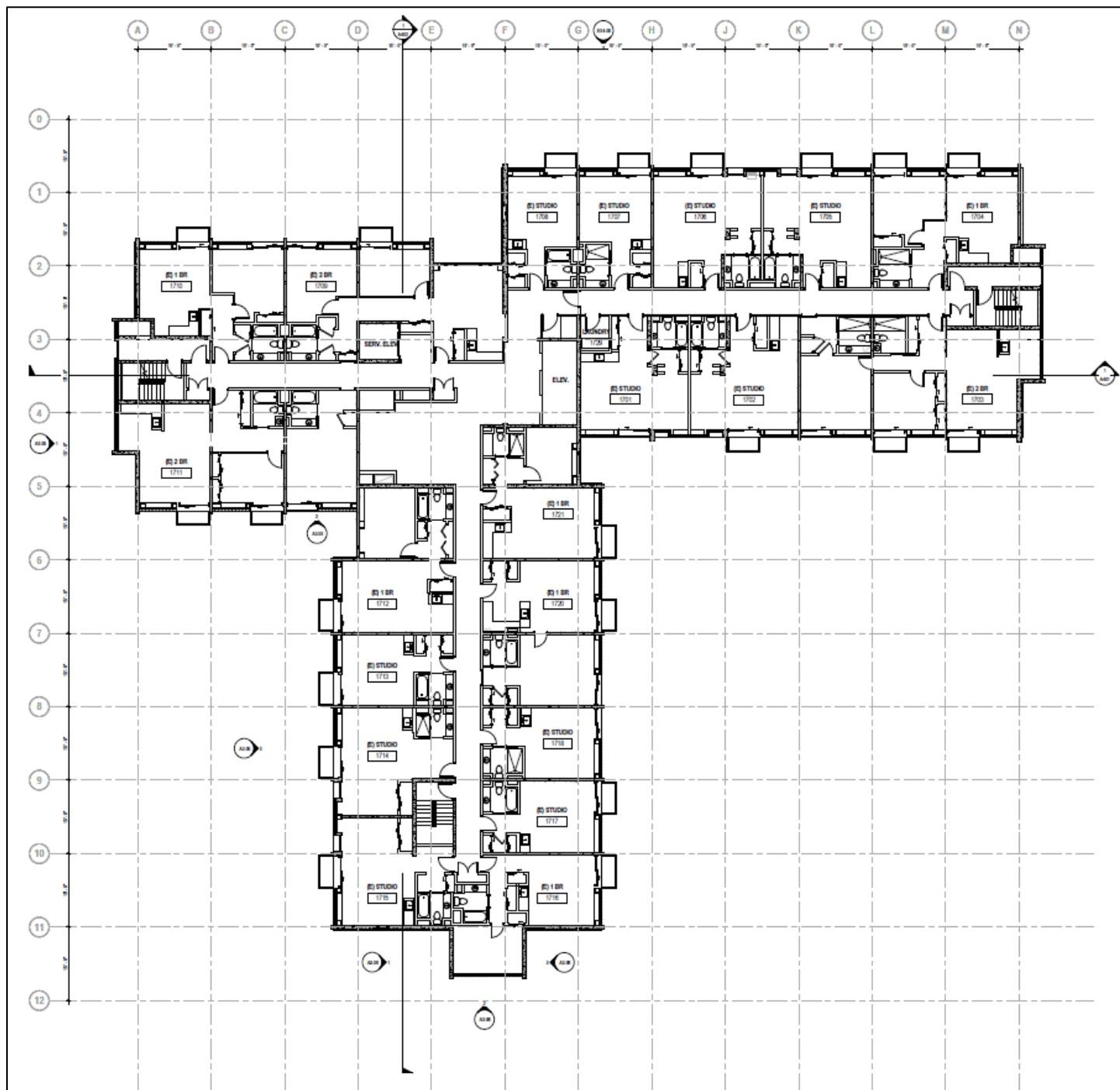
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Figure 20: Seventeenth Floor Plan, 2026.



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Figure 21: Model of the proposed Coliseum Gardens development, 1964.¹⁸⁶



¹⁸⁶ "Coliseum Gardens," *The Oregonian*, February 2, 1964, 19.

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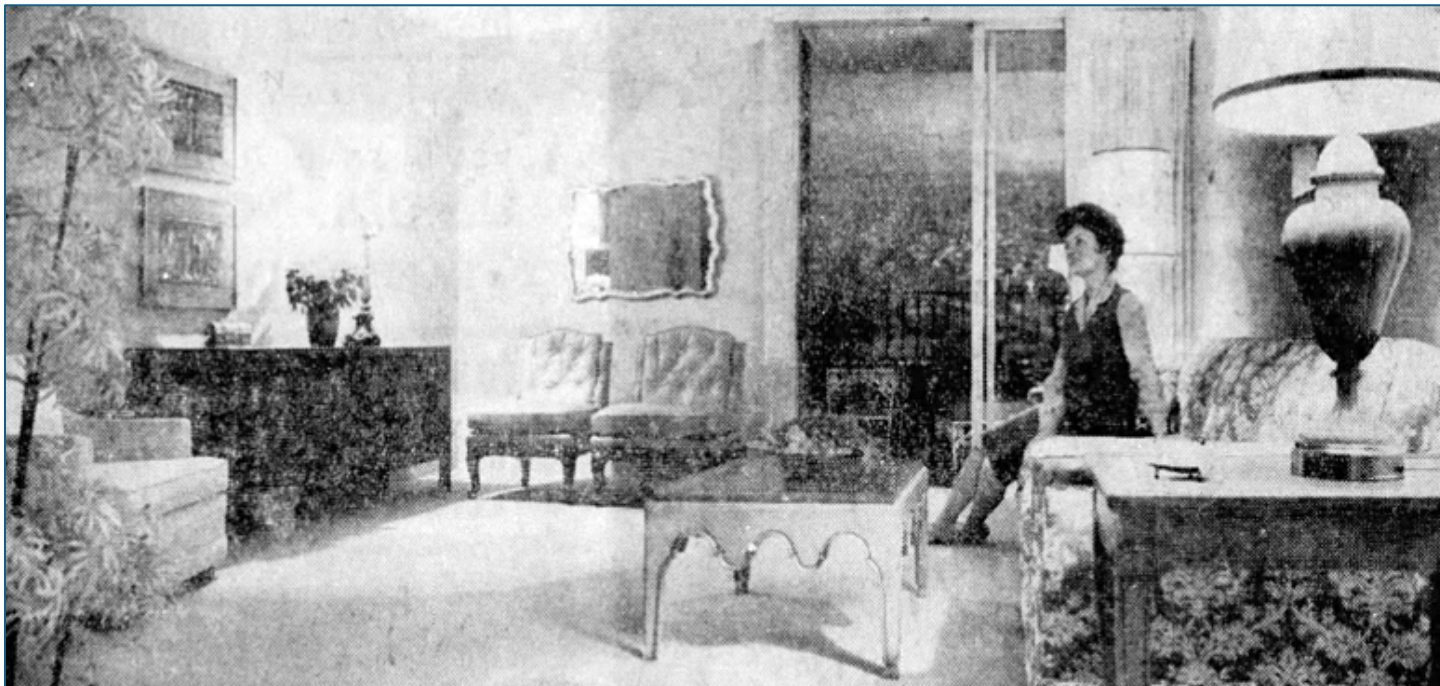
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Figure 22: Model unit for Calaroga Terrace, 1964.¹⁸⁷



¹⁸⁷ "Model of \$50 Million Coliseum Gardens Plan Unveiled," *The Oregonian*, January 29, 1964, 10.

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Figure 23: Drawing of Calaroga Terrace from the original plans, 1966.¹⁸⁸



¹⁸⁸ Cover of original permit plans on file with the City of Portland.

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Figure 24: Aerial photograph, facing east-northeast, showing the site of yet-to-be-built Calaroga Terrace (marked with red pin), other lots cleared for Coliseum Gardens, and Holy Rosary's school (in the lot to the left of the red pin) that was used by Coliseum Gardens as a temporary headquarters for the development and four furnished mock-up apartments for Calaroga Terrace; unknown date but around 1965.¹⁸⁹



¹⁸⁹ Photo source: Photo file #1805, Subject Photo Files, Oregon Historical Society Research Library, accessed October 16, 2025.

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Figure 25: Aerial photograph of Calaroga Terrace under construction in 1966.¹⁹⁰



¹⁹⁰ Photo source: Photo file #1805, Subject Photo Files, Oregon Historical Society Research Library, accessed October 16, 2025.

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Figure 26: Calaroga Terrace under construction, December 1966.¹⁹¹



¹⁹¹ Photo source: Folder 56, Box 198, Org. Lot 1027, Oregon Journal photographs collection, Oregon Historical Society Research Library, accessed October 23, 2025.

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Figure 27: Construction of Calaroga Terrace approaching completion, March 1967.¹⁹²



¹⁹² "High Rise Apartments Stand Out on East Side Skyline," *The Oregonian*, March 10, 1967, 66.

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Figure 28: Aerial photograph of Calaroga Terrace nearing completion, July 1967.¹⁹³



¹⁹³ Photo Source: Dead Memories Facebook group post by Michael Long on March 15, 2015.
<https://www.facebook.com/photo/?fbid=10152882182169833&set=gm.1024270574268430> (private group)

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Figure 29: Photograph of Calaroga Terrace one day after dedication and official opening, October 3, 1967.¹⁹⁴



¹⁹⁴ Photo source: Folder 1, Box 50, Org. Lot 1359, Oregonian news production photographs, Oregon Historical Society Research Library, accessed October 23, 2025.

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Figure 30: Photograph of the east stairs and elevation as depicted in the Utah Construction and Mining Annual Report, 1967.¹⁹⁵



¹⁹⁵ Image from "The Utah Construction Company: Annual Report to Shareholders 1967," accessed June 22, 2026 https://archive.org/details/utah-construction-company-annualreport_1967/page/n9/mode/2up?q=%22calaroga+terrace%22.

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Figure 31: Triptych photo showing, from left to right, residents in an apartment unit, on the central terrace, and in the dining room, March 1, 1968.¹⁹⁶



¹⁹⁶ "A New Concept for Total Life Care," *The Oregonian*, March 1, 1968, 8.

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Figure 32: Photograph taken from the Morrison Bridge, which gives a sense of the scale of Calaroga Terrace (the tallest building in the distance); taken sometime between 1967 and 1971.¹⁹⁷



¹⁹⁷ Photo Source: Dead Memories Facebook group post by Michael Long on February 27, 2019.
<https://www.facebook.com/photo/?fbid=10156447364629833&set=gm.2507642032597936> (private group)

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Figure 33: Aerial photograph of Calaroga Terrace in relation to Veterans Memorial Coliseum in the foreground, 1969.¹⁹⁸



¹⁹⁸ Photo Source: "Aerial of Memorial Coliseum looking east," A2012-005, Efiles.PortlandOregon.gov

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Figure 34: Calaroga Terrace residents in the community's garden across NE Clackamas Street from Calaroga Terrace, 1974.¹⁹⁹



¹⁹⁹ "Co-Op' Gardens Flourishing," *Oregon Journal*, July 25, 1974, 17..

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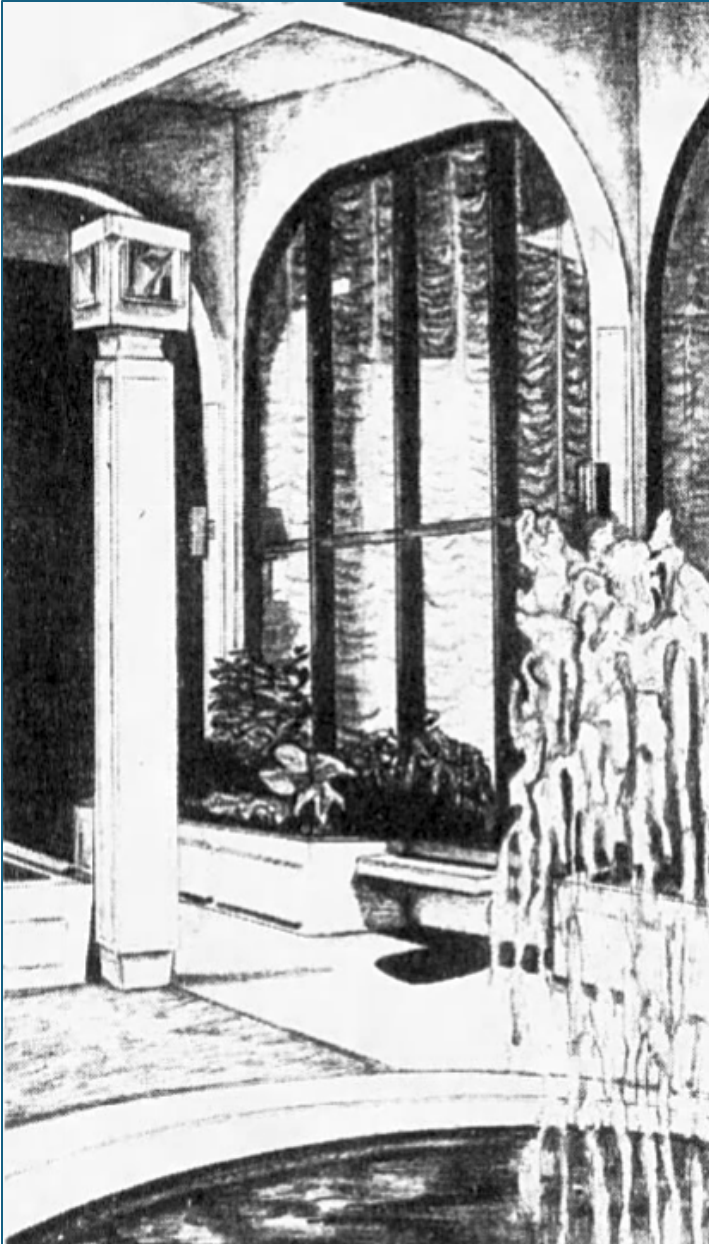
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Figure 35: Newspaper ad from 1977 showing architectural detail at the central terrace, including the custom-made lamp posts.²⁰⁰



²⁰⁰ "Calaroga Terrace," *The Oregonian*, July 10, 1977, 104.

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Figure 36: Photograph of Calaroga Terrace and the community garden in the foreground, 1978.²⁰¹



²⁰¹ Photo Source: Folder 55, Box 198, Org. Lot 1027, Oregon Journal Photographs collection, Oregon Historical Society Research Library, accessed October 23, 2025.

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Figure 37: Photograph of SW Naito Parkway with Calaroga Terrace in the distance on the right, giving a perspective on its size. Photograph taken from near the intersection of SW Lincoln Street, c. 1971²⁰²



²⁰² Photo Source: post by David Rogoway, Portland Memories Facebook group, September 15, 2025, <https://www.facebook.com/photo/?fbid=1083661427309716&set=gm.1286107499924342> (private group)

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Figure 38: Inside one of the apartment units, unknown date but likely c. 1970.²⁰³



²⁰³ Photo Source: Calaroga Terrace's Facebook page, October 4, 2017.
<https://www.facebook.com/photo.php?fbid=520723864937938&set=pb.100063541345719.-2207520000&type=3>

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Figure 39: Seniors in the Calaroga Terrace multi-purpose room, 1979.²⁰⁴



²⁰⁴ "Theater of Feast: Is Happiness Older Age?" *The Oregonian*, June 10, 1979, 156

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Figure 40: Period photo of Willamette View Manor.²⁰⁵



²⁰⁵ Post by Craig Addams on January 4, 2016 in Dead Memories Portland Facebook group,
<https://www.facebook.com/photo?fbid=10207468557006384&set=gm.1182638768431609> (private group)

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Figure 41: Period photo of Terwilliger Plaza.²⁰⁶



²⁰⁶ Postcard view of Terwilliger Plaza, accessed June 22, 2023, <https://www.cardcow.com/517839/terwilliger-plaza-portland-oregon/>

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Figure 42: Period photo of Westmoreland's Union Manor.²⁰⁷



²⁰⁷ Photo Source: Photo Source: "Westmoreland Union Manor," A201-025.485, Efiles.PortlandOregon.gov

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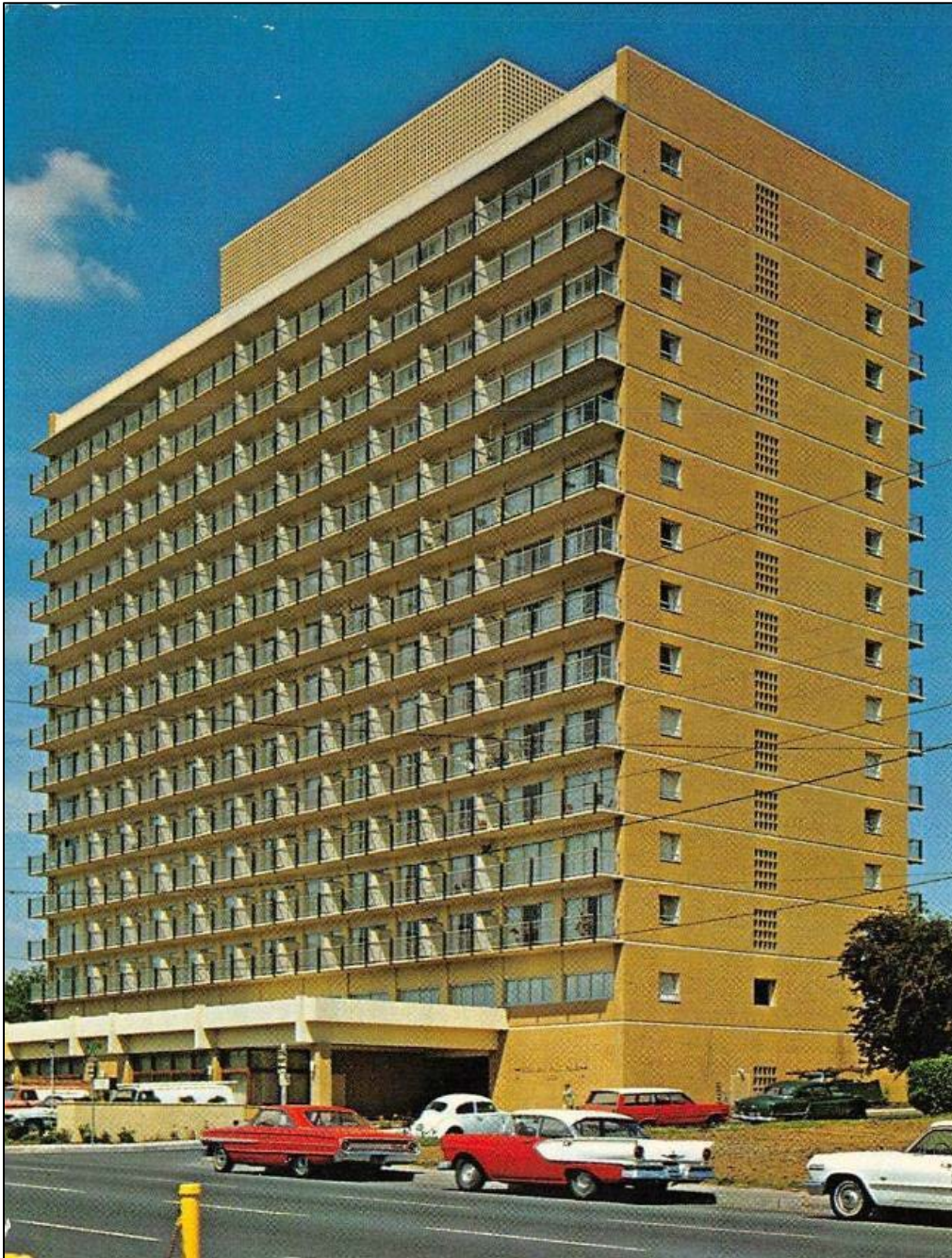
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Figure 43: Period photo of Holladay Park Plaza.²⁰⁸



²⁰⁸ Postcard view of Holladay Park Plaza, accessed June 22, 2026, <https://www.ebay.com/itm/263900831145>

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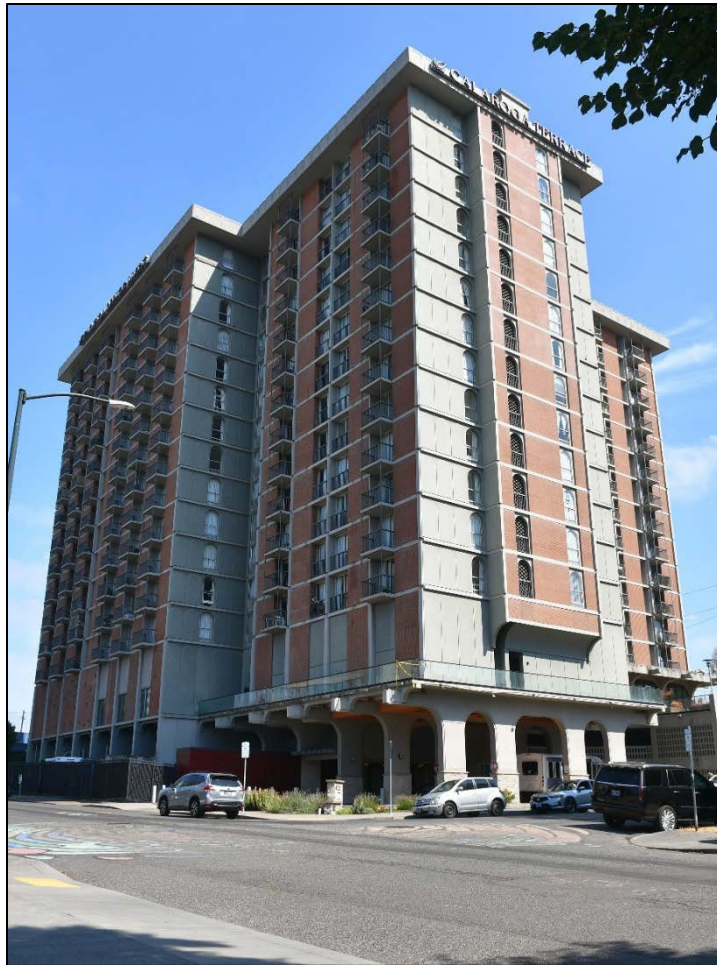


Photo 1 of 25: South and west elevations, camera facing northeast



Photo 2 of 25: South elevation, camera facing northwest



Photo 3 of 25: North and west elevations, camera facing southeast

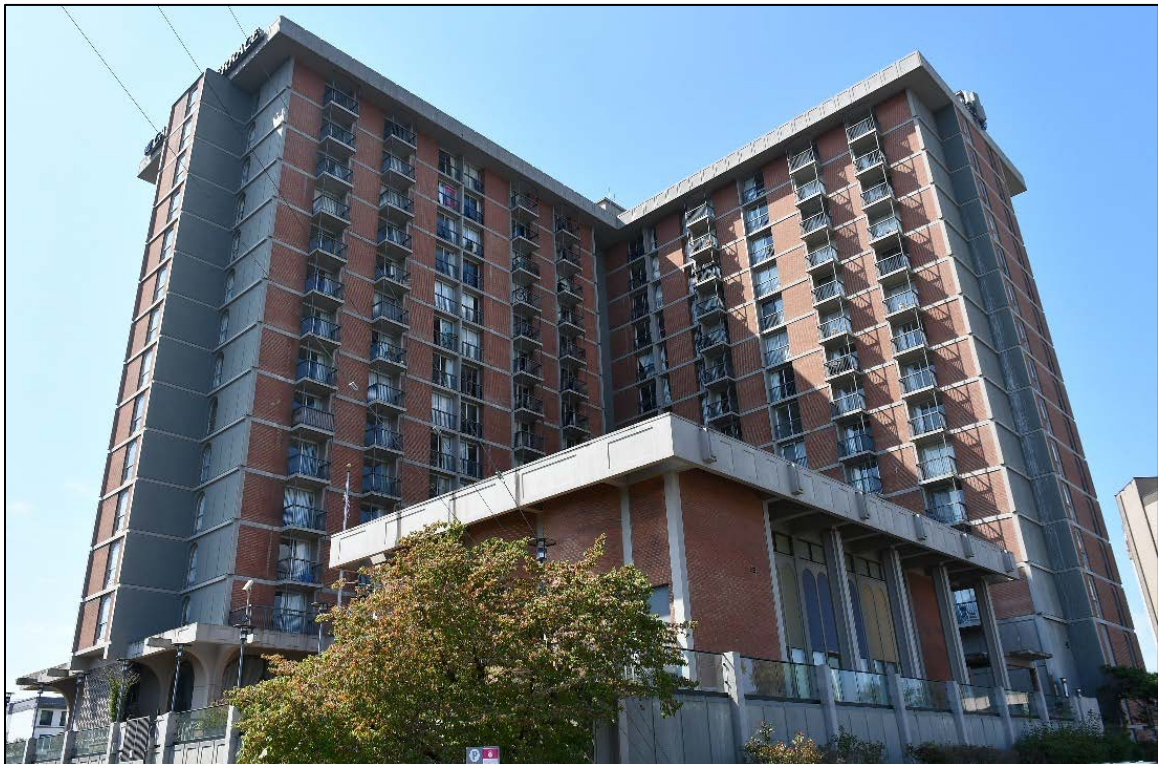


Photo 4 of 25: East and north elevations, camera facing southwest

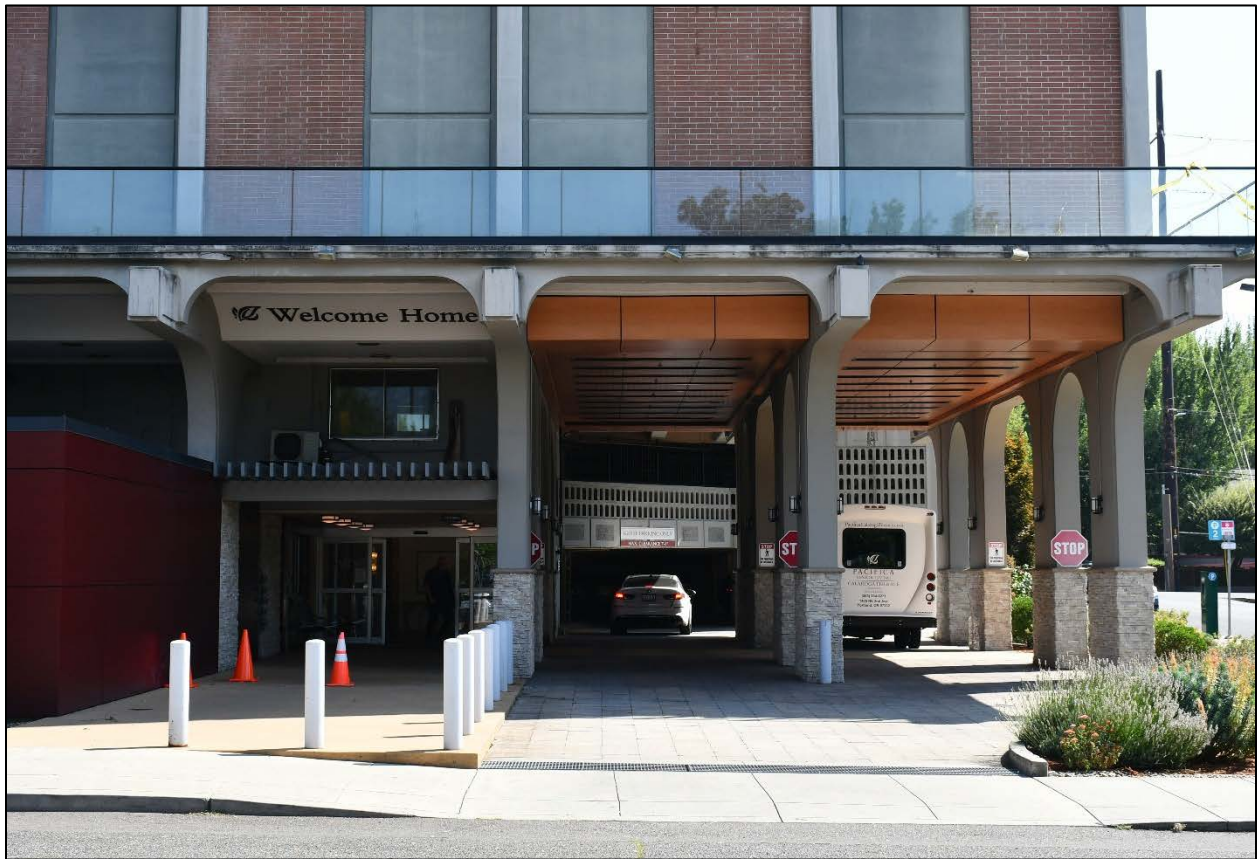


Photo 5 of 25: West elevation main entry, camera facing east



Photo 6 of 25: Parking garage, camera facing southeast

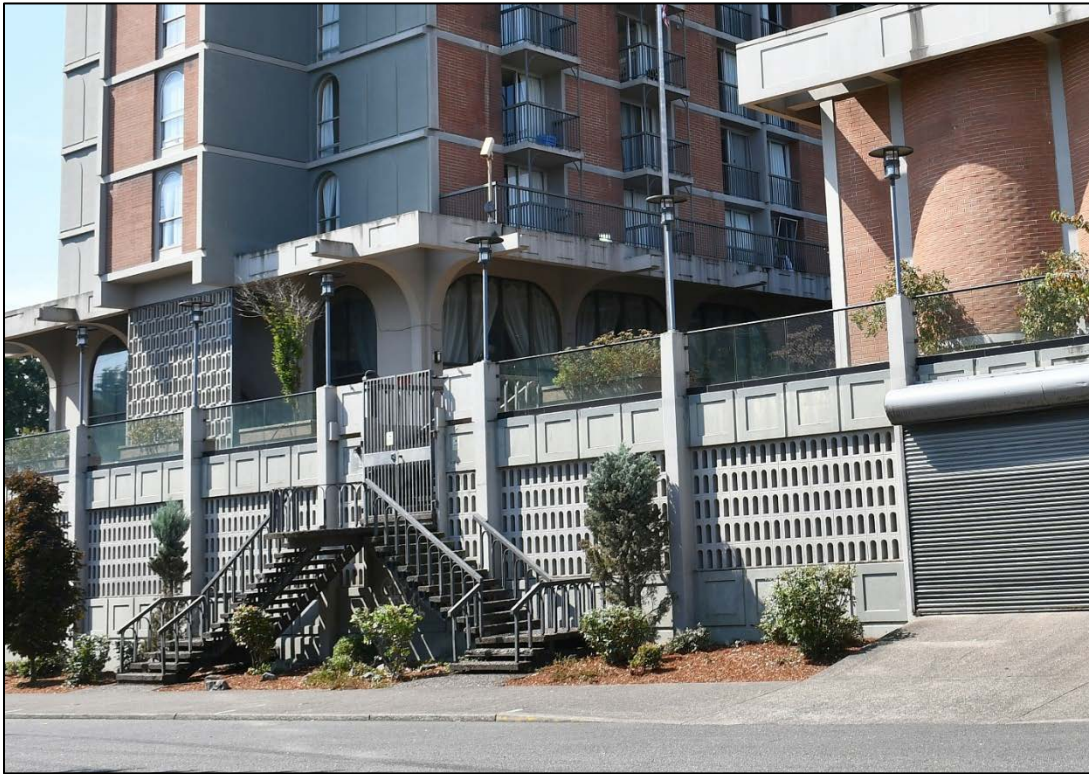


Photo 7 of 25: Terrace stairs on south elevation, camera facing southwest



Photo 8 of 25: Architectural detail of arches and extruded panels from south terrace, camera looking up, facing northwest



Photo 9 of 25: Outdoor central terrace, camera facing west



Photo 10 of 25: Central terrace and south elevation of multipurpose room, camera facing northwest



Photo 11 of 25: Terrace arcade to/from dining room, with an integrated light post; camera facing southwest

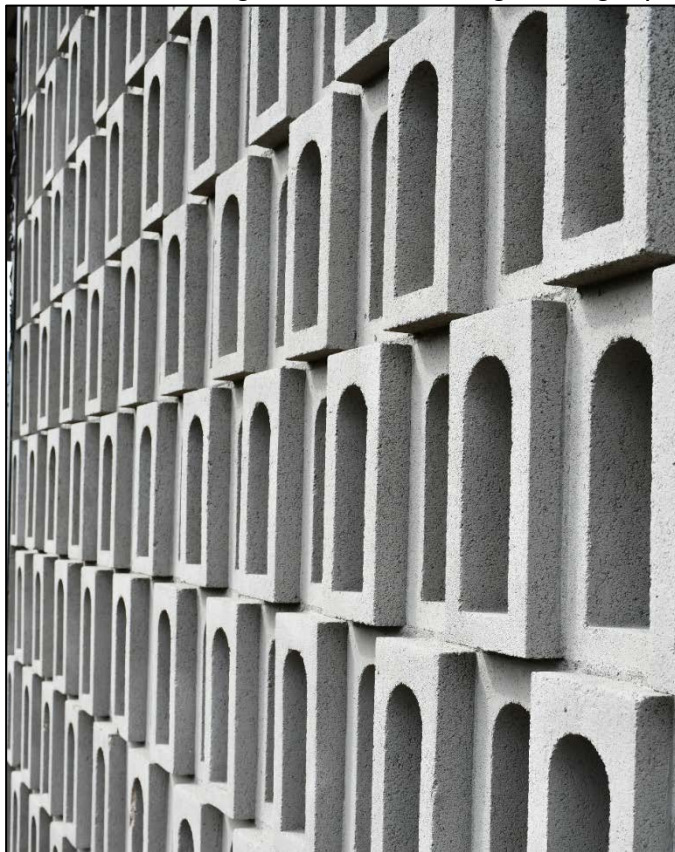


Photo 12 of 25: Decorative concrete blocks at terrace, camera facing southwest



Photo 13 of 25: Lobby entering from exterior breezeway, camera facing north

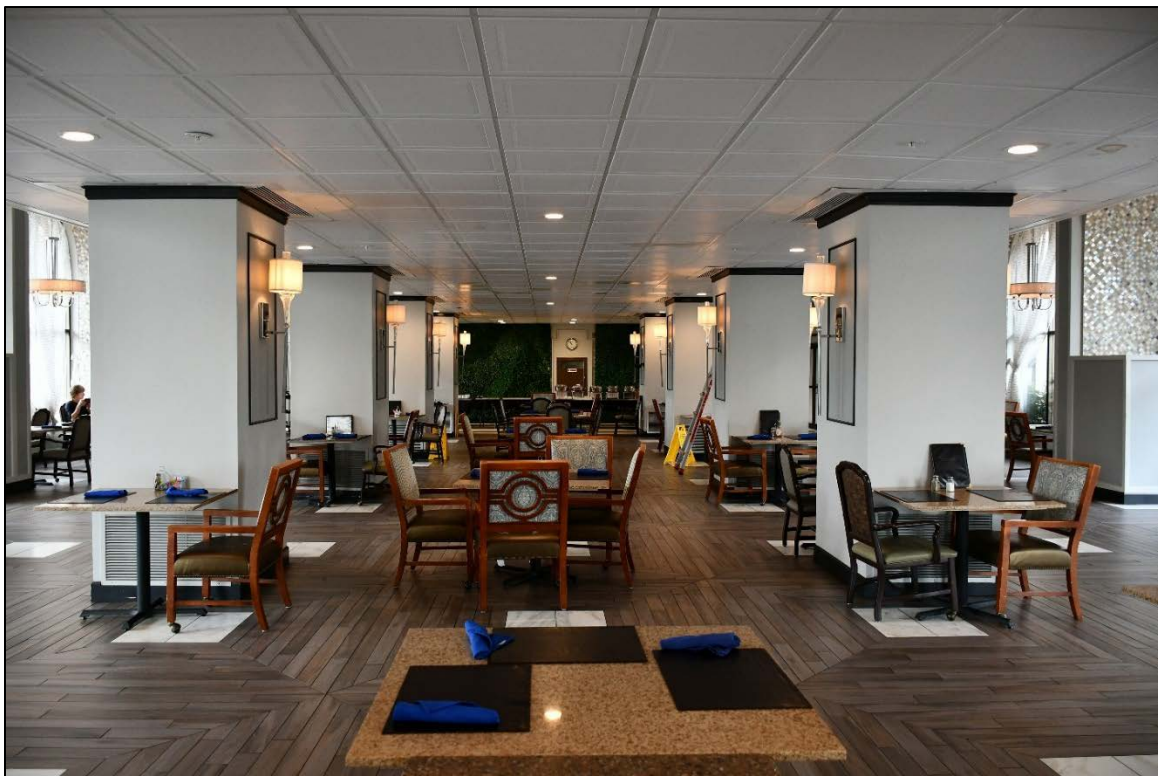


Photo 14 of 25: Dining Room, camera facing west



Photo 15 of 25: Chapel, camera facing northwest



Photo 16 of 25: Multi-purpose room entrance from central terrace, camera facing north



Photo 17 of 25: Multipurpose room, camera facing southeast



Photo 18 of 25: Lounge, camera facing northeast

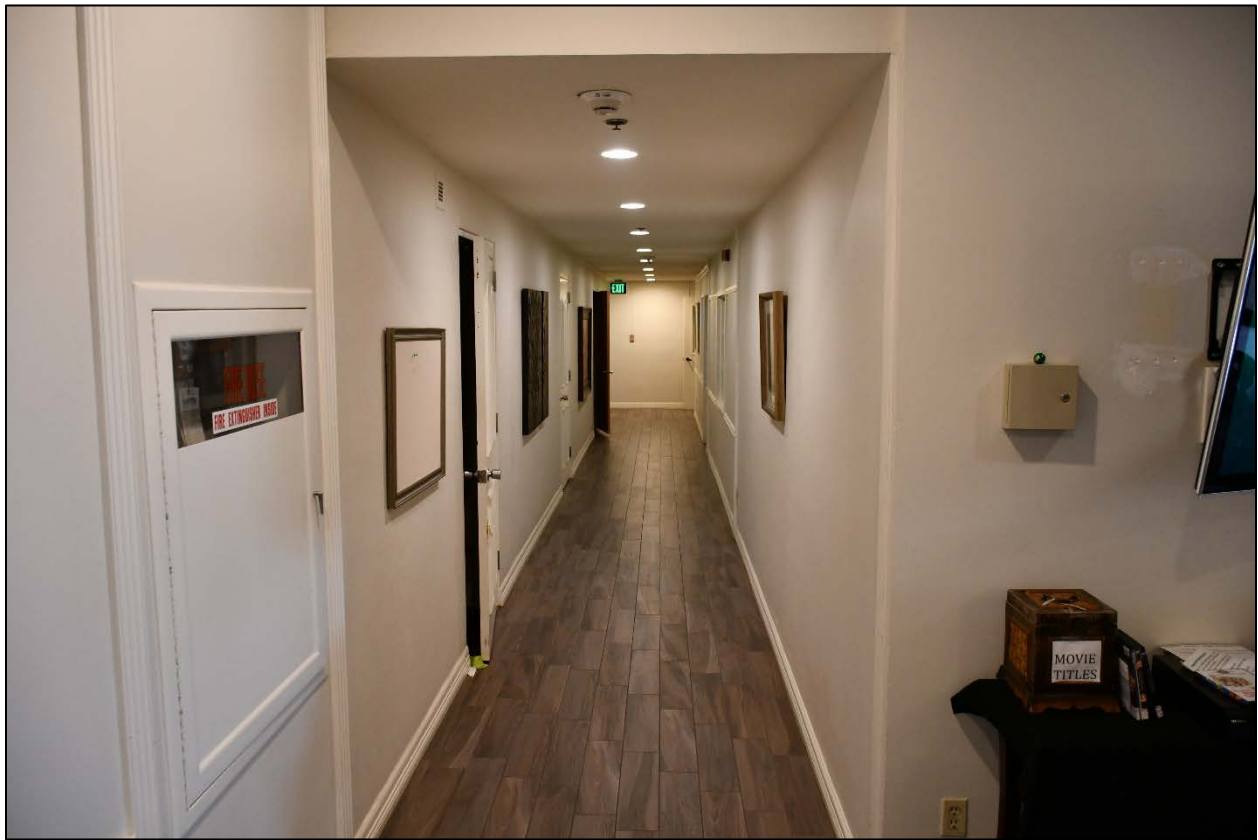


Photo 19 of 25: Corridor on third floor, camera facing north

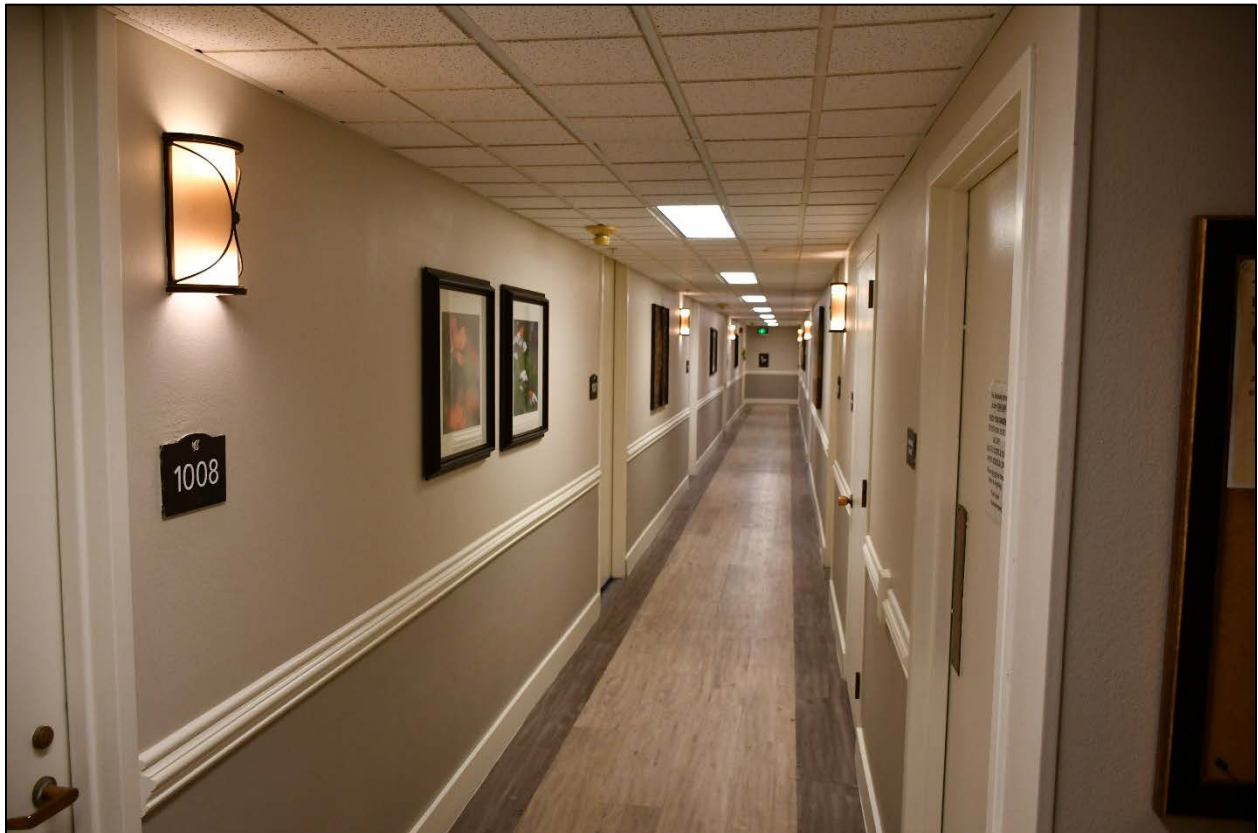


Photo 20 of 25: Corridor on tenth floor, camera facing north

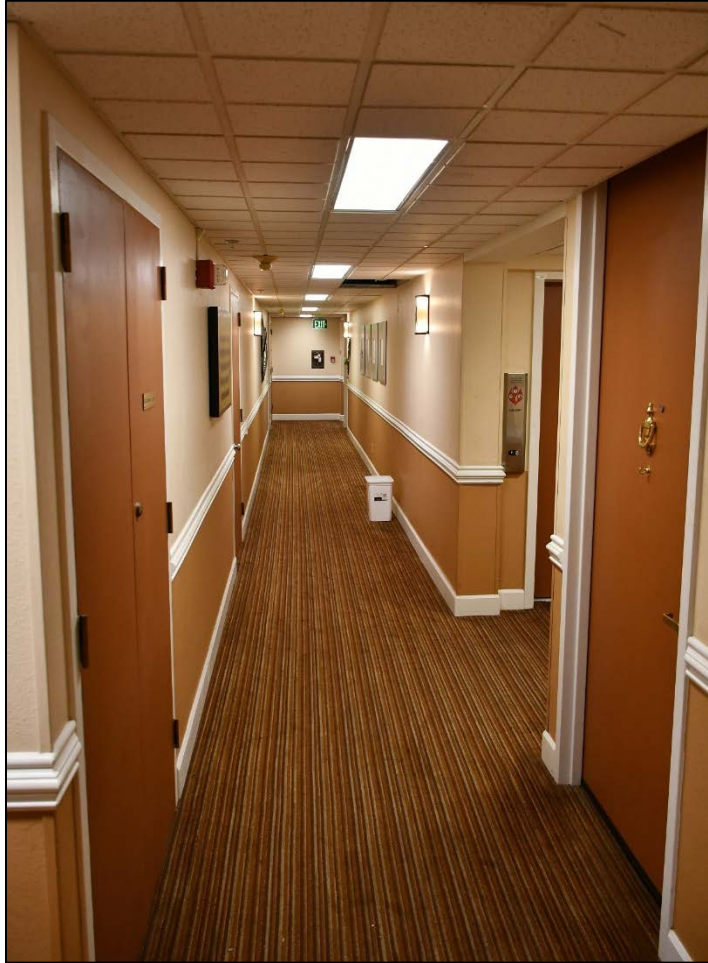


Photo 21 of 25: Corridor on seventeenth floor, camera facing south



Photo 22 of 25: Kitchen and living room in a two-bedroom unit on the seventeenth floor, camera facing southeast



Photo 23 of 25: Typical living room in a two-bedroom unit, camera facing southeast



Photo 24 of 25: Typical room in a two-bedroom unit, camera facing southeast



Photo 25 of 25: Typical bathroom, camera facing southwest