

United States Department of the Interior
National Park Service

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National Register of Historic Places
Registration Form

NATIONAL
REGISTER

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an 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 entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Packard Service Building

other names/site number _____

2. Location

street & number 121 NW Twenty-Third Avenue N/A not for publication

city or town Portland N/A vicinity

state Oregon code OR county Multnomah code 051 zip code 97210

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

James Hamrick December 15, 1993
Signature of certifying official/Title Deputy SHPO Date
Oregon State Historic Preservation Office
State of Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

- I hereby certify that the property is:
- entered in the National Register. See continuation sheet.
 - determined eligible for the National Register See continuation sheet.
 - determined not eligible for the National Register.
 - removed from the National Register.
 - other, (explain:)

for Signature of the Keeper Greg M. Rapsley Entered in the National Register Date of Action 1/28/94

Name of Property

County and State

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		buildings
		sites
		structures
		objects
1		Total

Name of related multiple property listing

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

N/A

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions

(Enter categories from instructions)

Commerce/Trade: specialty store (auto sales and service)

Current Functions

(Enter categories from instructions)

Commerce/Trade: specialty stores

7. Description

Architectural Classification

(Enter categories from instructions)

Late 19th and Early 20th Century
American Movements: Chicago School

Materials

(Enter categories from instructions)

foundation concrete

walls Brick

roof asphalt, built-up

other

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

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The Packard Service Building at 121 N.W. 23rd Avenue is situated on a trapezoidal-shaped piece of property which runs through to N.W. Westover (Cornell) Road. It was designed by the innovative Portland architect William C. Knighton. At this time Knighton was in partnership with Edward T. Root, a former employee, practicing under the firm name of Knighton & Root. There is no question though about the authorship of this design, for Knighton's hand clearly created the concept and guided the details.

EXTERIOR

The building is constructed with reinforced concrete walls, floors and roof, with a brick facing on the two street fronts, running east and west. The elevation at 23rd is considerably below that of Westover Road, so that the second floor is at the street level of Westover Road. On 23rd Avenue the Packard Service Building has a 70-foot frontage, two stories high. On Westover Road, it is one story high with a frontage of about 85 feet. The north and south walls are about 136 feet and 90 feet, respectively.

As described by the Journal at the time of construction, the bricks "are of English bond material and surfaced and are arranged to give a very artistic appearance." The brick facing has a rich range of reds with occasional dark flash colors in the headers. The brick is laid in the header-stretcher pattern of Flemish Bond. At the base of the piers, soldier bricks are laid in a pyramidal pattern. At the second floor spandrels on the 23rd Avenue elevation are herringbone panels, enclosed by frames of headers, surrounded in turn by frames of soldier bricks. The major brick piers also have an interesting vertical emphasis, where small square brick panels are connected by a vertical arrangement of stacked headers to small diamond-shaped panels, at the center of which are large tiles, now painted. The brick joints are deeply raked, and the mortar colored with lamp black, adding to the texture and the striking exuberance of the brickwork. The brick on the Westover Road elevation has been painted, albeit tastefully.

The coping on the parapet wall is very prominent, with a projecting cement plastered cap. At the 23rd Avenue parapet, a continuous ornament of cast stone balls, seven or eight inches in diameter, beneath the coping, runs the length of the building like a giant string of beads. Knighton used a similar detail on the Seward Hotel. This resemblance is reinforced by the upward projection at the center section of the parapet, similar to (though less pronounced than) the parapet of the Seward Hotel.

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Both street fronts are organized in three major divisions, with wide window openings. The center section on 23rd Avenue has small openings at either side, separated by narrower piers. All of the original windows and entrance doors have been replaced, but the openings in the walls nevertheless maintain their original character and relationship to the overall composition of walls and piers. At the center entrance on 23rd Avenue the original concrete corner guards, used to protect the door jambs from cars and trucks, remain in place as a reminder of the building's original use.

Like much of Knighton's work, the building is unique in Portland because of the distinctive form and use of ornament which he applied. It is made of cast stone, and is totally geometric in detail. The large elements in the parapet wall on 23rd Avenue, at the top of the four major piers, also incorporate Knighton's peculiar trademark, which he used in some form on virtually every one of his projects for at least two decades. The angular nature of the ornament makes it particularly appropriate with the striking brickwork he used on the two street fronts.

There is a strong resemblance in the ornament to the ornament on Knighton's Seward (Governor) Hotel. This ornament has been called Vienna Secessionist, Art Nouveau and early Art Deco in derivation. However, closer to home, it strongly resembles in its placement, though not in detail, some of Louis Sullivan's ornament, particularly that on the Gage Building (1898-99) and on some of his country banks. It also closely resembles some of the geometric ornamentation used by Frank Lloyd Wright.

INTERIOR

As built, the building had numerous well-thought-out elaborate features. On the first floor, a turntable was installed to eliminate the need to back vehicles out of the building. The floor was raised along the perimeter of the showroom so there would be no danger of machines being damaged by backing against the wall. Drainage was provided to allow vehicles to be washed in place, and a flue installed to carry off smoke caused by lubricating oil. The second floor featured a women's rest room, a parts room, even a chauffeurs' lounge with billiard table.

The interior of the building on both floors has been completely remodelled. The renovations were done in a very attractive manner, compatible with the exterior of the

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building, for rental to small shops and a restaurant in keeping with the surrounding neighborhood activity. The original concrete beams and columns, with chamfered corners, can still be seen in some of the tenant areas.

The Packard Service Building was an unusual neighborhood commercial structure for its day. In addition to the architectural design and detail lavished on its exterior, it was also of fireproof construction, at a time when most one- and two-story commercial buildings in Portland had wood interior structures, and plain looking exteriors of cream-colored brick or wood construction.

Among William Knighton's designs for commercial structures which have been identified, the Packard Service Building is of especial architectural interest and importance, equal to that of the Seward (Governor) Hotel, which is already on the National Register.

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 of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

Commerce

Architecture

Period of Significance

1910-1916

Significant Dates

1910

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

William C. Knighton

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

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 # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository:

Packard Service Building
Name of Property

Multnomah County OR
County and State

10. Geographical Data

Acreage of Property 0.19 acres

Portland, Oregon-Washington 1:24000

UTM References

(Place additional UTM references on a continuation sheet.)

1

1	0
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5	2	3	6	3	0
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5	0	4	1	0	4	0
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Zone Easting Northing

3

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Zone Easting Northing

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title John M. Tess, President, and Richard E. Ritz, FAIA

organization Heritage Investment Corporation date July 27, 1993

street & number 123 NW Second Avenue #200 telephone 503/228-0272

city or town Portland state OR zip code 97209

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

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

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional Items

(Check with the SHPO or FPO for any additional items)

Property Owner

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

name E. Charles Shafer

street & number PO Box 10201 telephone 503/228-1880

city or town Portland state OR zip code 97201

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. 470 *et seq.*)

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

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SHPO SUMMARY

The Packard Service Building stands near the point of a gore block at the three-way intersection of NW 23rd Avenue, West Burnside and Westover Road in the Nob Hill neighborhood of northwest Portland, Oregon. It was designed by the firm of Knighton and Root and built in 1910 for Frank C. Riggs as an automobile sales headquarters. The building is proposed for nomination under Criterion A as a paradigm of early auto sales and service facilities in the city. It is the oldest of its type identified in the Portland Historic Resource Inventory of 1984. It also meets National Register Criterion C as a noteworthy example of William C. Knighton's application of the novel New Art ornamentation for which he is noted in the annals of Oregon architecture.

The building is constructed of fire-resistant reinforced concrete and presents a two-story frontage of 70 feet on NW 23rd Avenue that is faced with red brick and detailed with contrasting pale cast stone. The parapet coping, with its outsized bead course, embraces a flattened triangular gable and is accented with colossal stylized pendant ornaments marking the division of three main structural bays. The principal facade is extensively glazed, as it was historically, although all windows have replacement glass. Original floor-to-ceiling windows in the upper story were divided into three parts by heavy mullions in the outer bays, while outer bays in the ground story were filled with plate glass having multi-paned transoms. On either floor, sidelights are created in the wide central bay by piers that are capped as pilasters. The otherwise taut building front is enriched by depth-creating darkened mortar, patterned brickwork, including herringbone spandrel panels in header brick frames, and by decorative square insets turned on point.

The building site, truncated by the tangent of Westover Road, narrows at the south end. With the exception of its angle conforming to the lot line and the fact that it is a single story in height, the brick-faced west front is an echo of the east facade. It has the same three-bay organization under a flattened triangular gable and its decorative relief similarly consists of stylized motifs in the brickwork.

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The proponents suggest Knighton's deployment of geometric ornament perhaps was influenced as much by the Chicago School, specifically Louis Sullivan and Frank Lloyd Wright, as it was by the European New Art movement. In any case, the integration of decorative elements with a design for a new type of commercial/industrial building was deft and arresting. As streetfront architecture appropriately scaled for a neighborhood outlying the central business district, the Packard Service Building is distinctive in the city.

As originally constructed, the Packard sales and service outlet was equipped with innovative features, including a turntable, in-floor drainage, a special exhaust system and so on. The second story housed a chauffeur's lounge and parts room. Apart from a few of the concrete beams and chamfered columns which are exposed to view, little remains in the interior to convey the building's historic function. It was comprehensively adapted for retail use after 1986.

Henry Ford's introduction of assembly line methods to the production of Model T Fords helped make the automobile accessible to the middle class beginning in 1909, the year Frank Riggs arrived to open the state's first Packard Motor Car distributorship. By this time, the automobile had become more of a commonplace than a curiosity in Portland. It is thought that in order to project the image of exclusivity, Riggs sought out a building designer of distinction and located his outlet off a main thoroughfare on the western fringe of a fashionable neighborhood. The fledgling automotive industry already had become established along the margin of the Nob Hill, on lower Burnside. When Riggs moved his showroom to the industrial heart of northwest Portland in 1916, the former Packard Service Building was taken over as an automotive garage and continued in that use under varied ownerships until its renovation in the 1980s.

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HISTORY OF THE BUILDING

In 1909, Frank C. Riggs came to Portland. At the time, he was Vice President of Sales for the Packard Motor Car Company. He left that position to become the first Packard distributor in Portland and Oregon. Upon arrival, he set up a sales headquarters at 7th and Oak Street.

At the time, Portland had only 13 automobile distributors. Packard was a top of the line vehicle with a marquée of exclusivity. To present that marquée, Riggs commissioned noted Portland architect William Knighton in 1910 to design, as noted by the Journal, "the most elaborate and expensive automobile headquarters among local agencies at the present time".

Riggs located the building in the well-heeled Nob Hill neighborhood. A northwest Portland location was not unusual; of 45 automobile dealers in the city in 1911, one third were located in the area--mostly along Washington Avenue. Of those, Riggs was the westernmost.

Construction of the building began in the spring of 1910 and Riggs moved his operation into the facility on July 15th of that year.

Six years after opening, in 1916, Riggs left Packard. A new Packard dealership opened at Broadway and Hoyt. Riggs sold the Packard Services Building to the CHS Company. CHS stood for Roy Crawford, Fred Houghton, and Austin Snodgrass. All three had a mechanical background and an interest in automobiles. While they ostensibly sold automobiles, however, they did not have a formal sales arrangement with any specific auto makers. Their business increasingly focused less on sales and more on automobile service, repair and storage.

In 1920, CHS closed and the business was purchased by CHS's bookkeeper, Lester Cox, and his new business partner Nat Barde. The service garage remained in operation until 1941, first as the Washington Park Auto Company, then as Barde & Cox and finally as the Twenty-Third Avenue Garage.

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During the mid-1940s, the enterprise remained the Twenty-Third Avenue Garage, but under the ownership of Jesse Hickman. By 1950, the building served as a vehicle maintenance facility for Pacific Telephone and Telegraph. It remained so until 1961, when Dick Gettman opened Dick Gettman Automotive Repairs. Gettman remained in the building until 1986. At that time, the building was renovated and adapted for retail use.

THE AUTOMOBILE COMES TO PORTLAND

Few inventions revolutionized day to day life as has the automobile. At first, it was a tinker's toy. Usually the product of wagonmakers and bicycle shops, it ran on steam, electricity, or gasoline. The first practical car is credited to Gottlieb Daimler and Carl Benz in Germany in 1885.

Charles and Frank Duryea of Springfield, Massachusetts made the first American gasoline automobile. On September 20, 1893, Frank drove a four horsepower, one-cylinder car 200 feet. By 1897, Winton Motor Carriage Company of Cleveland became the first production manufacturer of automobiles. Their car was a two-cylinder, ten horsepower vehicle that could travel as fast as 15 miles per hour. In 1898, the Winton Carriage Company made 22 cars. Number 12 was sold to James Ward Packard of Warren, Ohio. Legend has it that Packard was not happy with his car and suggested improvements. Winton told Packard that if he was so smart, he should build his own. Packard did just that, launching the Ohio Motor Car Company and producing his first automobile within a year. Packard went on to become one of the premier marques of the American automobile industry.

At this same time, the first automobile, the Locomobile, arrived in Portland. In 1898, Henry Wemme brought it here by rail from Massachusetts.

Between 1901 and 1910, the automobile became a primary component of American culture. Production rose from 7,000 in 1901 to 181,000 in 1910. In 1898, there were 50 automobile manufacturers in the country. A decade later, there were nearly five times that.

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To demonstrate reliability, manufacturers sponsored cross country trips. In 1903, Sewell K. Crocker of Tacoma, Washington and Dr. H. Nelson Jackson of Burlington, Vermont drove the first transcontinental automobile trip. From San Francisco to New York, the trip took 64 days. 1905 saw the first transcontinental road race, from New York to Portland. Two curved dash Oldsmobiles named "Old Scout" and "Old Steady" made the 4,000 mile trip in 44 days. They arrived in Portland on June 20th, at the opening of the National Good Roads Association Convention at the Lewis and Clark Exposition.

The incredible growth in production continued through the next decade. Cars transformed from luxury to necessity. In 1909, Portland had 13 dealerships. They sold cars named Auburn, Buick, Cadillac, Oldsmobile, Pierce-Arrow, Studebaker, Winton and Ford. At the time, there were over 250 different car makers in the United States. However, that was also the year Henry Ford introduced the Model T. Built in an hour and a half on an assembly line, the "T" cost \$850. Ten years later, Ford had reduced the cost to a mere \$360. The car was affordable to anyone. Production was high enough that dealers stocked parts and mechanics began to be "part changers". In 1908, Ford had 9% of total automobile sales. Ten years later, it had 48%.

Production of cars grew from 181,000 in 1910 to over 4 million by the end of the 1920's. Nationally, one in five households owned a car by the end of the 1920's. In Portland, that average was one in four.

NOB HILL

The 1910 Packard Service Building is located in the Nob Hill neighborhood in Portland. This area was part of Capt. John H. Couch's land claim. Couch was a Massachusetts seaman who first came to Oregon in 1840, when Portland was not much more than a simple clearing in the wilderness. He returned to the area in 1845 and claimed an area of land bounded by the Willamette River and NW Twenty-first, Ankeny and Thurman-Donation land Claim #52. Couch chose this territory because he felt it had the greatest potential for the shipping and commercial industries. The total claim was perfected in 1849 to include 640 acres. In 1850, Couch sold one-half his interest in the claim to George Flanders.

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The Couch family settled in the claimed area setting aside 13 acres for the Couch estate and orchard. The first residential houses were built north of A and B streets. The commercial district was near the water in the 1850's and was expanding northward. The first residential district was centered along 4th and 5th streets. Couch decided to move north as the city began to grow. Large, double blocks were given to the Couch children and the area between 16th and 26th began to develop into an area of elegant homes. The people moving into the area were the successful merchants, doctors, and other professionals who had taken advantage of the opportunities that existed in the young city of Portland. The Nob Hill area was an isolated area of the city where the Couch family had created their own New England style niche in the neighborhood.

The early years of the 20th century were a time of rapid growth and development in Portland. The city's population more than doubled between the years 1900 and 1910 from 90,000 to 212,000. This growth surge was due in part to the 1905 Lewis and Clark World's Fair, which gave the city international exposure it had not previously known.

Much of the population growth in Portland was absorbed in Nob Hill, an area which had previously been distinguished by its stately mansions, owned by many of the city's leading families. Some of these mansions still remain, including the Ayer-Shea residence and the George Heusner residence, both on the National Register. However, many of the mansions were replaced in the first two decades of this century by apartment houses. The area became, and remains to this day, an intensely urban concentration of residential, commercial, and institutional uses.

At the time that the Packard Service Building was constructed in 1910, the intersection at 23rd and Washington (now Burnside) was already a major center for commercial activity. An important streetcar transfer point, connections were made from the 23rd Street car line, which ran up Washington Street from Downtown, and out 23rd Street to Thurman and beyond. Connecting lines went to King's Heights, Arlington Heights and Portland Heights, and the open observation cars also went up the hill to the popular amusement park at Council Crest. People waiting for connections enjoyed the soda fountain or bought a newspaper or a magazine in the cast-iron and glass "Keystone", located where the tracks turned up Ford Street (now Vista Avenue). Across Westover Road was the Gambrinus Brewery and beer garden, and a short distance up the road was St. Vincent Hospital. Across upper Washington Street were the streetcar barns.

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Directly across 23rd Street was the Rialto movie theater, and Roy E. Lamb's fancy grocery was around the corner on Washington Street. It was a busy neighborhood, bustling with activity.

With the growth of Portland, Nob Hill and the automobile, automobile-related businesses moved into Nob Hill along Washington. In 1910, with 45 automobile dealers in the city, a full one third were located along northwest Washington. At the same time, numerous service and garage facilities opened in the area.

During the 1920's and 1930's, long time residents of the area continued to move away as older homes were being replaced and more homes were converted into apartment dwellings. As density increased, 21st and 23rd Avenues became increasingly commercial--providing the goods and services needed by the surrounding neighborhood.

With the advent of the automobile, the need to live close to the downtown area diminished and people began moving away from the city center. In the 1940's and 1950's inner-city problems, such as theft, traffic, and vandalism were on the increase in the Nob Hill area.

The 1960's and 1970's saw a re-birth of the neighborhood, families were moving back and older homes were being restored. The Northwest District Association was created in an effort to restore the neighborhood. The elegant days of the late 1800's are long gone, but historically and architecturally significant structures in the Nob Hill district still exist. This character is preserved through the residences, apartment houses and commercial structures that were built during this period.

WILLIAM C. KNIGHTON

The Packard Service Building was designed by William C. Knighton in 1910, as Knighton was at the peak of his career.

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He was born on Christmas Day, December 25, 1865 in Indianapolis, Indiana, the son of Charles and Mary Knighton. Knighton received his early architectural training in Birmingham, Alabama and later in Chicago. In 1893, he came to Oregon and apprenticed with C. S. McNally. One of his first projects was assisting in the design of the Frank Furness-inspired Capitol National Bank Building in Salem. His first commission was the Old Soldier's Home in Roseburg. Knighton also designed Deepwood (the L. A. Port House) in Salem in 1894. During this time in Salem, he also met his future bride, Eleanor (Lella) Waters.

In 1895, Knighton traveled back east and to the south. For a while, he located in Alabama, practicing architecture. While there, he sent for his sweetheart and they were married in 1896.

After six years, in 1902, Knighton returned to Portland and established an increasingly successful practice. Following a brief two year partnership with William Travis in 1904-5, he practiced for a time with Edward T. Root before going on to a successful career as an independent architect. During this time, he designed the Breyman warehouse at 1231 NW Hoyt (1906), the Tilford Building at 1017 SW Morrison (1906), the Seward (Governor) Hotel at 611 SW 10th (1909), the Crane Company Warehouse at 710 NW 14th (1910), the Trinity Place Apartments at 117 NW Trinity (1910) and the Whitney Gray Building at 409 SW 12th Avenue (1911). Residential designs include the Rumlin House at 1827 NW 32nd and Freeman House at 2432 NW Northrup (1905).

In 1912, Governor Oswald West appointed him architect of the state board of control. Knighton remained in that position for five years. During that time, he was responsible for the Supreme Court Building in Salem, the State Training School in Woodburn and the State Hospital in Pendleton.

In 1917, he returned to his practice. In 1922, he joined with Leslie D. Howell under the name Knighton and Howell. He remained in practice with Howell until his death.

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Notable among his later works were the Masonic Home in Forest Grove, Grant High School in Portland, Salem High School, the Knights of Pythias building in Vancouver, the Administration Building for the University of Oregon and the State Office Building in Salem.

In addition to his practice, Knighton served as president of Oregon Chapter of the American Institute of Architects. He was also a 33rd degree Mason and a member of the Knights of Pythias.

Knighton died at his home on March 14, 1938 at the age of 73. He was survived by his wife.

FRANK C. RIGGS

The Packard Service Building was built for Frank C. Riggs, the Packard dealer for Portland and Oregon.

Riggs was born in Watseka, Illinois on July 7, 1867. As many in the automobile industry did, he started his business career in the manufacture of bicycles in Syracuse, New York. As a young man, he was a bicycle race rider and held the record for the run between Chicago and Milwaukee on the old-style high-wheel bicycle.

In 1905, at the age of 38, Riggs joined the Fisk Rubber Tire Company of Chicago as Vice President of Sales. Two years later, he moved to Detroit to take a similar position with the Packard Motor Car Company.

In 1909, he came to Portland as the Packard dealer for Oregon. Forming the Oregon Motor Company, Riggs first located at 7th and Oak. In addition to Packard, Riggs also represented Jeffrey Motor Cars, Detroit Electric Pleasure Cars and Elwell Parker Industrial Trucks. One year later, he commissioned Knighton to design a showroom at 23rd and Washington (Burnside).

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Riggs only remained with Packard until 1916 when he became Pacific Coast general manager for the Willys-Overland Company in Los Angeles, a position he held until his retirement in 1926. He sold the Packard Service Building to the CHS Company, which turned it into a garage.

After retirement, Riggs returned to Portland and went on to pioneer in another field, the growing of bulbs, flowers and nuts. He went to Europe to buy bulbs and became one of the first commercial growers of daffodils in the Pacific Northwest. He was also a founder of the Northwest Nut Growers' Association. He later served as President of the Portland Rose Festival in 1926 and 1927 and a director of the American Rose Society. He was a member of the Rotary, the Waverly Country Club and Arlington Club. Frank Riggs died on May 25, 1949.

COMPARISON OF AUTOMOBILE-RELATED BUILDINGS IN PORTLAND

The 1910 Packard Service Building is the earliest extant building in the city built specifically for automobile-related use.

The earliest other automotive showrooms are the 1919 Auto Building at 220 NW Broadway, the 1923 Howard Auto Company building at 1313 W. Burnside and the 1930 Francis Motor Car Company Building at 509 SE Hawthorne. The earliest garages, storage or service, date to the 1913 garage on SW 12th and the 1917 East Ankeny Garage at 104 SE 7th. By the end of the 1910s and into the 1920s, there was an increasing number of garages, filling stations and service buildings--many in the Spanish Colonial design--relating to the automobile.

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Historic Resource Inventory, City of Portland, Oregon

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National Park Service

National Register of Historic Places Continuation Sheet

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United States Department of the Interior
National Park Service

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Section number 10 Page 2

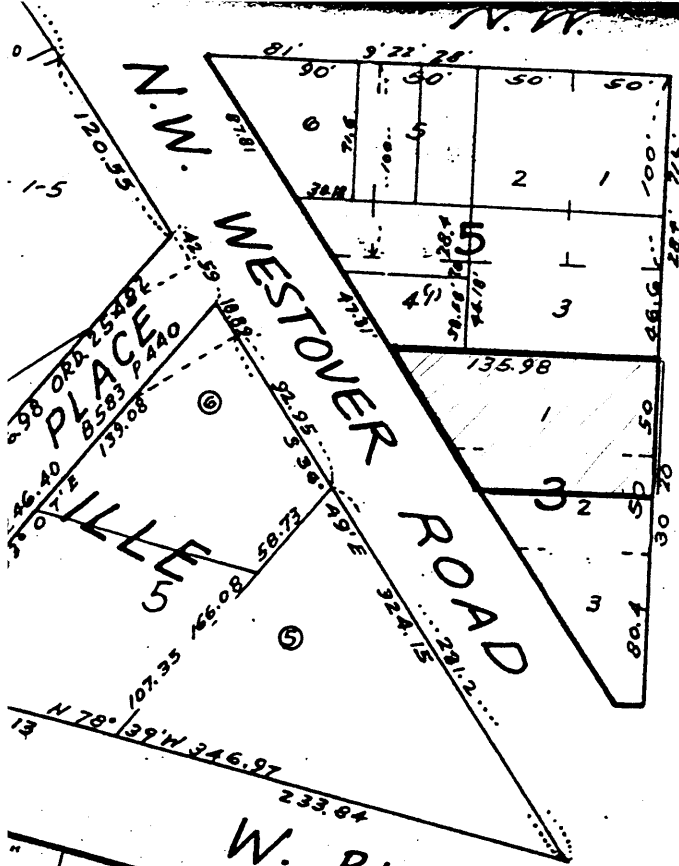
VERBAL BOUNDARY DESCRIPTION

The Packard Service Building is located on Lot 1, Block 3 and the north 20 feet of Lot 2, Block 3, Strong's Addition, Portland, Multnomah County, Oregon.

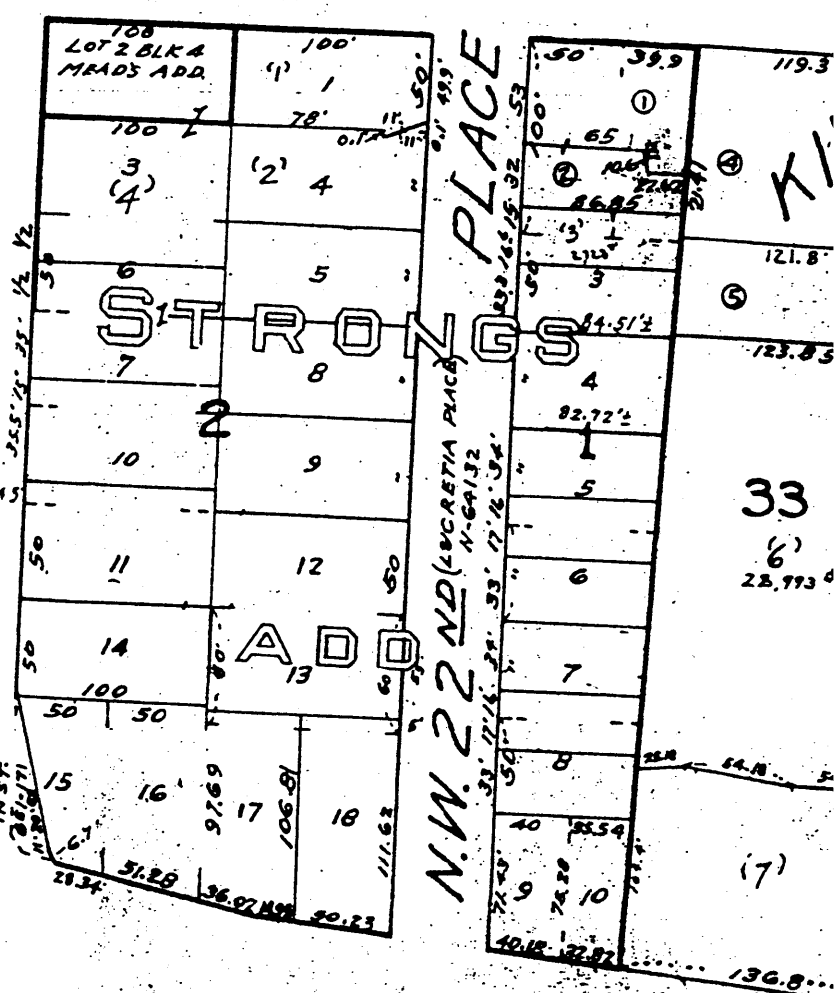
BOUNDARY JUSTIFICATION

The boundary is the legally recorded boundary lines for the building for which National Register status is being requested.

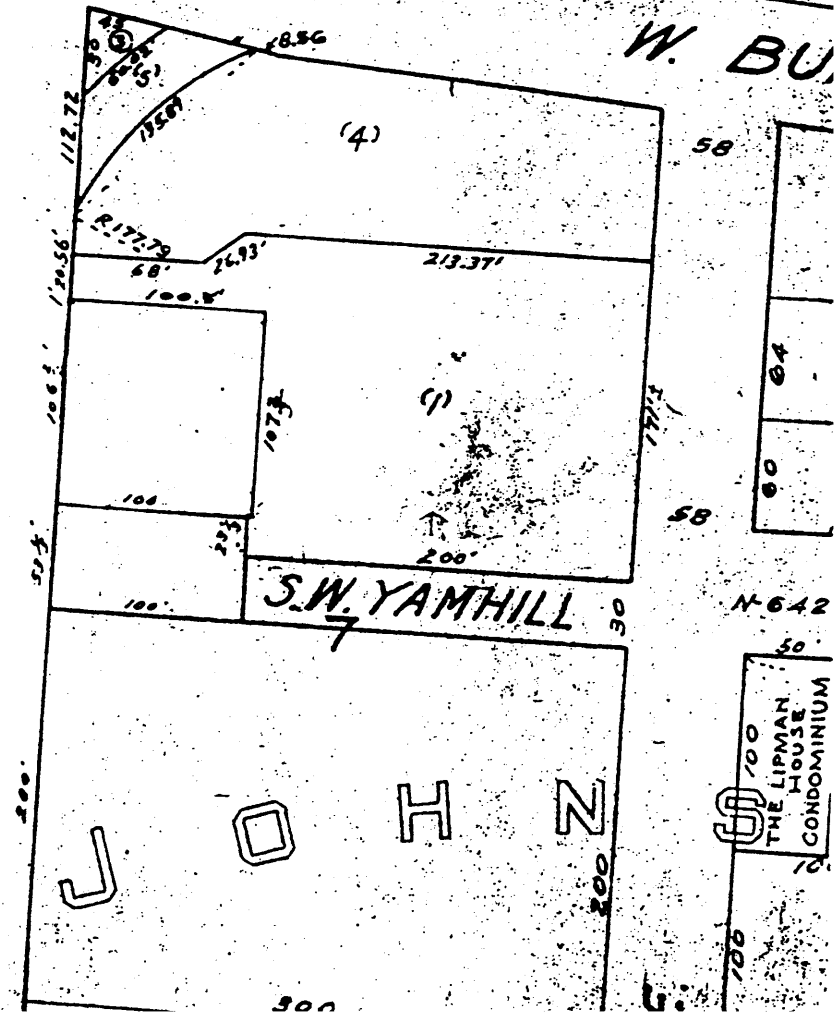
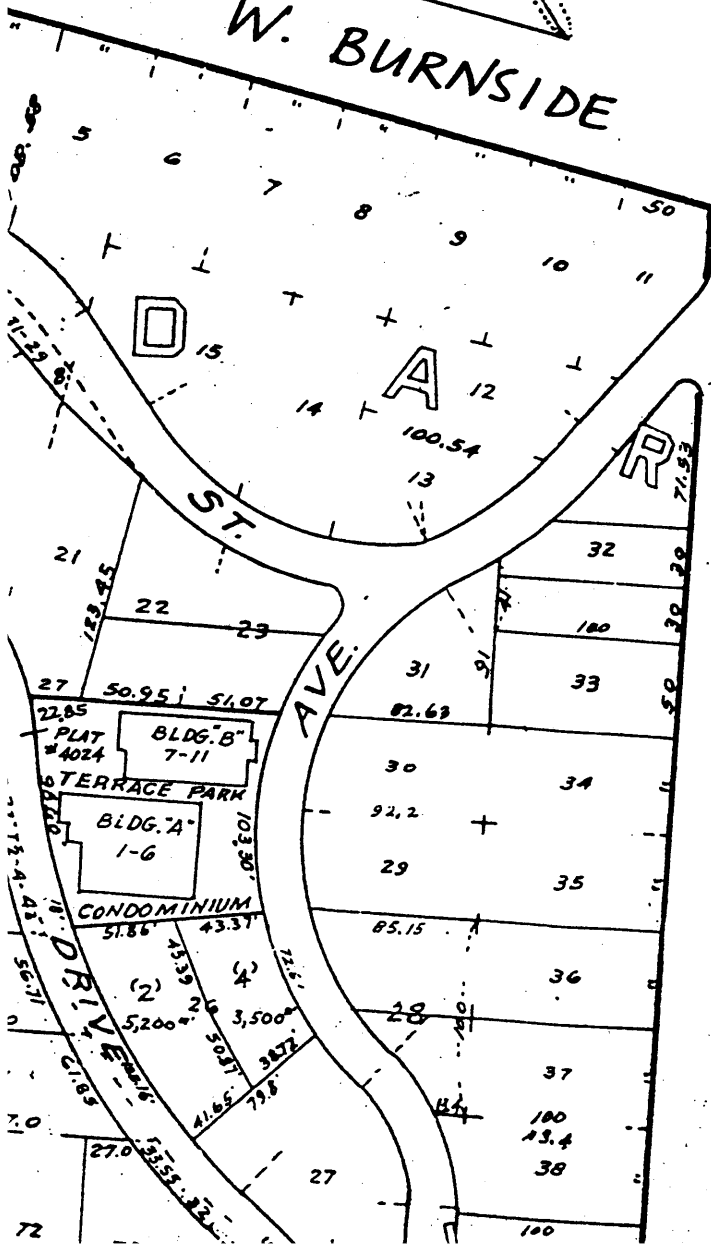
N.W. EVERETT



N.W. 23RD



N.W. 22ND (LOCRETTA PLACE)



THE LIPMAN HOUSE CONDOMINIUM



Packard Service Building
121 NW 23rd Avenue
Portland, Multnomah County, Oregon 97210

Location: Exterior View, Looking West at East
Facade

Copy Negative:

Heritage Investment Corporation
123 NW Second Avenue #200
Portland, Oregon 97209

Heritage Photography 1993

1 of 6



V. CLARE
CANDICE & COMPANY

MR. & MS HAIR DESIGN

ASH HERITAGE, LTD

HOUSE HAIR DESIGN

Packard Service Building
121 NW 23rd Avenue
Portland, Multnomah County, Oregon 97210

Location: Exterior View, Looking Southwest at
East Facade

Copy Negative:

Heritage Investment Corporation
123 NW Second Avenue #200
Portland, Oregon 97209

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2 of 6

Marakesh Marakesh

GFS AVAILABLE
242-0011

Thomas Hazzard, Ltd.
Ear & Head Support

Handwritten text

V. CLAUDE
ARTS & CRAFTS

Handwritten text

mr & ms
house products that sing!

FINE
GIFTS
HOW FINE HEURLE

Footaraw
ACCESSORIES

Marakesh
Marakesh

NOB HILL EXCHANGE



Packard Service Building
121 NW 23rd Avenue
Portland, Multnomah County, Oregon 97210

Location: Exterior View, Looking North at
South Facade

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123 NW Second Avenue #200
Portland, Oregon 97209

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Packard Service Building
121 NW 23rd Avenue
Portland, Multnomah County, Oregon 97210

Location: Exterior View, Looking East at
West Facade

Copy Negative:

Heritage Investment Corporation
123 NW Second Avenue #200
Portland, Oregon 97209

Heritage Photography 1993

4 of 4



ZARIBATTI

Chiffre

M&S

V.CADE

Packard Service Building
121 NW 23rd Avenue
Portland, Multnomah County, Oregon 97210

Location: Interior View, First Floor Arcade

Copy Negative:

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123 NW Second Avenue #200
Portland, Oregon 97209

Heritage Photography 1993

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CHANGE

NUE

23rd AVE SHOPS →
V. CLAIRE
CANDICE & CO
MR P

TOWN
HOUSE
HAIR DESIGN
• 228-8363 •



Packard Service Building
121 NW 23rd Avenue
Portland, Multnomah County, Oregon 97210

Location: Interior View, Second Floor

Copy Negative:

Heritage Investment Corporation
123 NW Second Avenue #200
Portland, Oregon 97209

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