

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

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

Amendment: Montgomery Ward & Co.

NRIS # 85001184  
Listed Date: 6 June 1985

The purpose of this continuation sheet is to reduce the boundary of the Montgomery Ward & Co. nomination on the western portion of the boundary, totaling 3.92 acres. The portion of the boundary for removal is open land that does not include elements related to the historic and/or architectural significance of the Montgomery Ward & Co. Building.

The proposed boundary reduction is due to the lack of integrity at the western portion of the property from its historic period of significance and changes since the time of listing.

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

### SECTION 7

Section 7 describes the section being deleted from the nomination.

### SECTION 8

Section 8 provides background and justification for decreasing the boundary, eliminating 3.92 acres at the west.

### SECTION 10

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

### OTHER DOCUMENTATION

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

National Register of Historic Places

Boundary Decrease Approved 7/9/2021

NRIS No. BC100006705

Oregon SHPO

Montgomery Ward & Co. (Boundary Reduction)  
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**State Agency Certification:**

I hereby certify that this  boundary decrease  move  removal  name change meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.



05/24/21

\_\_\_\_\_  
Signature of Certifying Official/Title: Deputy State Historic Preservation Officer

\_\_\_\_\_  
Date of Action

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

**National Park Service Certification**

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- additional documentation accepted
- other (explain:) \_\_\_\_\_

\_\_\_\_\_  
Signature of the Keeper

\_\_\_\_\_  
Date of Action

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## 7. Narrative Description

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

### Summary Paragraph

The boundary decrease removes a total 3.92 acres from the western portion of the original 8.59 acre property. This leaves a remaining parcel of 4.67 acres for the National Register-listed building.

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### Narrative Description

The 3.92 acres to the west of the Montgomery Ward & Co. Building consists of a large surface parking lot with perimeter landscaping and limited plantings at the ends of each row of parking. The parking lot is relatively flat. The parking lot is irregular in shape. The section being removed does not contain any buildings.

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

The boundary decrease removes 3.92 acres from the western portion, and leaves a remaining parcel of 4.67 acres for the National Register boundary.

### Changes over Time

The western portion of the property has had three distinct phases of development. The first was as a landscaped garden and field space from 1920 to 1935. The second was as an employee parking area that also accommodated loading docks and an auto service center from 1936 to 1985. The third phase, following the listing of the building in the National Register of Historic Places, occurred when the property was redeveloped and the western portion of the lot was modified to serve as the primary access to the newly reoriented building.

#### *First Phase: 1920-1935*

Prior to Montgomery Ward's acquisition of the property, the parcel was part of the 1905 Lewis and Clark Exposition. The exposition covered 182 acres of land and 220 acres of stagnant water. The parcel was surrounded by the Washington Building to the north and the Forestry Building to the south. The purchased land included the site of the California Building. To the west of the California Building was a sprawling Centennial Garden on a hillside that dropped 50 feet in elevation (See Figure 7). The plan for the expo was designed by John Olmstead while he was visiting Portland to create a city-wide park plan.<sup>1</sup> There was no activity on the site between the Exposition and the construction of Montgomery Ward & Co.'s Warehouse.

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

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

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<sup>1</sup> Oregon History Project: Designing the Fairgrounds, <https://oregonhistoryproject.org/narratives/lewis-and-clark-from-expedition-to-exposition-1803-1905/starting-a-new-century-the-lewis-and-clark-centennial-exposition-1905/designing-the-fairgrounds/#.XpX4NMhKhPY>

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The building was originally constructed to be a warehouse and was designed for sending and receiving goods via train. This aspect of the building's use is a noteworthy design feature of the building's main elevation at the east. The east entry includes a symmetrically curved ramp providing access to the building at the second floor and access for rail loading the trains at grade. Following the first phase of construction, truck loading was limited to the northwest corner. Originally, there was no parking on the site. To the north were the dilapidated remains of the Washington Building from the Lewis and Clark Exposition. To the south was an overgrown landscape. To the west were the grounds maintained by Montgomery Ward for employee use. A photograph from September 1920 shows the original configuration of the south elevation. Historically, the lowest level of the building was partially below grade at the south. When Wardway was constructed in 1924, the entry and staircase remained, as did the slight slope to the south (see Figures 10a, 10b, and 11). In November 1936, Montgomery Ward & Co. purchased a tract of land immediately to the north to accommodate the new addition. The newly purchased land was acquired from the Marshall Coal & Coke Company.<sup>2</sup>

#### *Second Phase: 1936-1985*

By the time the building was expanded in late 1936, Montgomery Ward & Co in Portland had not adjusted to national consumer trends to see goods in person rather than order by mail. To meet this new demand, the Portland warehouse added a small parking lot and limited retail store in order to satisfy the new retail trend rather than for any practical shopping experience.<sup>3</sup> The entry at the south was regraded to add parking and the entry stairs were removed.

According to USGS maps, the 50-foot slope at the west was leveled in the late 1940s and the parking lot at the west was expanded. (See Figure 8a and 8b). By 1950, a small tire service center was opened to the southwest of the building along NW Vaughn Street. (See Figure 12). Between the tire service center and the loading dock traffic at the west, it was clear to customers that the area at the west served a utilitarian and industrial function. (See Figure 13). As consumer trends continued to shift and Montgomery Ward opened new store locations at Mall 205 in 1970, Jantzen Beach in 1972, and in Beaverton in 1976.

The Montgomery Ward & Co. Building was listed in the National Register of Historic Places on June 6, 1985. At the time the building was listed it was still in use as an outlet shopping location with overstock storage. The building and the adjacent land to the west and north continued to serve as utilitarian spaces. The west elevation had loading docks and employee parking separated by a lane for traffic and chain linked fence with barbed wire. (See Figures 14-16). The auto service shop was expanded to include five pull through garage stations and blocked the employee parking from the view of NW Vaughn Street. From 1936 to the time of listing, the western portion of the lot, and for that matter, the west elevation, served as back-of-house spaces for employee parking, an auto service station, and loading docks. The south elevation remained the primary public entry. The east has the second-floor entry used to access the company administrative and employment offices with train access below.

#### *Third Phase: 1985 to present*

The property was redeveloped to create a tradeshow center with offices in the late 1980s. The redevelopment removed the loading docks at the west elevation and added a monumental new entry. This reoriented the building significantly and altered the approach and understanding of the building's original use. The western portion of the lot was improved with landscaping and hardscaping features to serve the attendees of the tradeshows. The impact of the changes at the western portion of the lot overshadowed the historic entries and the east and south.

#### **Integrity Analysis**

The western portion of the lot essentially developed in three stages, from 1920-1935 as a landscaped space for employees, from 1936-1985 as a utilitarian, industrial space offering employee parking, auto service, and

<sup>2</sup> "Mail Order Company Buys \$2475 Tract," *Morning Oregonian*, November 19, 1936, pg. 9.

<sup>3</sup> "Ground Broken for Big Addition to Ward Plant," *The Sunday Oregonian*, October 27, 1935

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access to loading docks, and from 1985 to present as a landscaped parking lot serving a monumental modern entry. The western portion of the lot was never intended to be a space for the public and was designed to be for Montgomery Ward use whether it was employee centric or intended for the distribution of goods. The western portion of the lot was altered after being listed in the National Register of Historic Places and does not reflect the industrial heritage of the site nor does it retain sufficient integrity.

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

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

Design is the combination of elements that create the form, plan, space, structure, and style of the property. The design of the property has changed since the period of significance and further altered since the time the building was listed.

During the period of significance, the western portion of the lot included a garden with sports fields and promenade. The western edge of the property also had a severe, fifty-foot, change in elevation. The form, plan, space and style of the western portion of the lot from 1920 to 1936 was best understood as a park-like setting.

A gravel parking lot was added in 1936 at which time the garden and fields were removed. The parking lot became a utilitarian space, its form and function was limited to the loading and unloading of goods, employee parking, and an auto service center. The design was sparse. The plan and space were intentionally distanced from the public gaze.

Shortly after listing, the building was redeveloped and the west elevation and western lot were altered to become the building's primary entry. The form and function of the west lot was significantly modified. The existing parking lot as developed in the late 1980s diminishes the integrity of the site and misrepresents the building's historic use. By reorienting the building away from train access at east and the customer storefront at the south, the modern design of the site from the west represents a false history.

The design has been lost from the time of the period of significance and alterations were made since the time the building was listed that have changed the understanding of space and historic use. The western portion of the lot does not have sufficient integrity of design.

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

Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.

For the majority of the period of significance, from 1920 to 1936, the western portion of the property was landscaped to provide amenities to Montgomery Ward's employees. A parking lot was added in 1936 at which point the landscaping was removed. The subsequent parking lots were intended to serve employee needs. The lot was bare and unadorned. The lot was surrounded by a fence topped with barbed wire. The materials were appropriate to convey that the western portion of the lot was the rear and not intended for use by the public.

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Since listing in the National Register, the materials have been altered with landscaping and hardscaping more akin to a late twentieth century business park than an early twentieth century industrial distribution center. The materials of the western portion of the property have not retained integrity. The boundary alteration does not further lessen the material integrity of the Montgomery Ward building.

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

Feeling is a property's expression of the aesthetic or historic sense of a particular period of time. The western portion of the lot has not retained the feeling of the landscaping that existed during the period of significance nor has it retained the industrial feeling from the time of listing.

The original National Register nomination gives 1920 to 1936 as the period of significance. For fifteen out of the sixteen years, the portion of the lot to the west was landscaped and provided an area for Montgomery Ward employees to get exercise and fresh air.

Even after the western lot was converted to a surface parking lot with an auto service center, the western portion of the lot was still understood for its employee centric use and a tertiary space after the ramp at the east and shopper parking at the south. The feeling of the western portion of the lot at the time of listing was of restricted access and back-of-house not intended for public use.

The feeling of the western portion of the property has not retained integrity. The existing condition feels like a business park which is incongruous with its industrial heritage.

Association is the direct link between an important historic event or person and a historic property. The property was listed under Criteria A for its association with the growth of the Montgomery Ward & Company in Portland and the Pacific Northwest as a warehouse and hub for the mail-order merchandiser. It is listed under Criteria C as an example of reinforced concrete industrial architecture. The western portion of the lot was associated with Montgomery Ward as a landscape the company provided for the health of the employees. Montgomery Ward was the first company in the U.S. to offer employees health insurance. The company's value of employee well-being was seen through the facilities offered on-site including doctor's and dentist's offices, a café, and outdoor recreational grounds. Customer parking was added in August 1936. It was unpaved and limited by the terrain to the west. Additionally, the parking lot existing for one-sixteenth of the period of significance and adds little to the building's association during the period significance from 1920-1936. The use of this portion of the property as a surface parking lot no longer has the association of the original garden.

Since the end of the period of significance to the time of listing, the western portion of the lot served a utilitarian function as employee parking, loading dock access, and the location of an auto service station. The western portion of the lot showed a transition from rail-based product distribution to truck-centric transit. The association of the western lot was not intended to be public-facing. The alterations to the western lot since the time of listed have compounded to the loss of integrity.

### **Conclusion**

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

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

The Montgomery Ward & Co. Building is listed under Criteria A and C. It is listed under Criteria A for its association with the growth of the Montgomery Ward & Company in Portland and the Pacific Northwest as a warehouse and hub for the mail-order merchandizer. It is listed under Criteria C as an example of reinforced concrete industrial architecture. The original National Register nomination lists 1920 and 1936 as significant dates.

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

The western portion is not significant under Criteria C for architecture. The building was listed as “the finest extant example of period reinforced concrete industrial architecture in the city.” There are no buildings, structure, or landscaping of note in the west. The building was also listed under Criteria A for commerce because the building’s “association with the growth of the Montgomery Ward and Company in Portland and the Pacific Northwest.”

The western portion no longer retains the necessary integrity to support Criteria A for commerce. The changes to the landscape from the period of significance and the reorientation of the building’s primary entry obscure the story of the company’s rise and fall.

**Historical Analysis**

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

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

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

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

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

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

To summarize the original Nomination briefly, the parking lot was added at a time when Montgomery Ward was in fact, shrinking, not growing. The years between 1936 and the end of World War II proved difficult for the company. The remainder of the 1930s and into the early 1940s, Montgomery Ward & Co. was involved in several labor disputes.<sup>9</sup> During the Second World War, Montgomery Ward Stores across the country were put under control of the U.S. Army, this was to secure the goods required by troops. When the war was over and Montgomery Ward regained control of their warehouses, the American people had changed their shopping habits. The Post-War era saw the growth of suburbanization and malls. Though Montgomery Ward attempted to keep the store within the warehouse open, the company's Mall 205, Jantzen Beach, and Beaverton locations were more profitable, and Vaughn Street store was repositioned in 1976 to a "catalog overstock outlet." Montgomery Ward closed the Vaughn Street location in Summer, 1985.

Since the time of listing, the building was redeveloped and the western portion of the lot was redesigned to serve at the building's primary access with a landscaped and hardscaped parking lot. Prior to redevelopment, the land at the west reflected the shifting nature of how Montgomery Ward accommodated its employees.

### **Conclusion**

At the time of listing, the western portion of the lot told the story of the rise and fall of Montgomery Ward's presence in Portland and on the West Coast. The western lot began as an employee amenity. However, as the mail order business model waned, Montgomery Ward had to adapt to accommodate new shopping trends and their customers. As a result, a retail store was added and a new storefront with parking was created at the south. The lot at the west accommodated some overflow customer parking, but that was short lived. By the late 1940s, the lot at the west was primarily used for employee parking and to park cars being serviced at the tire center. The lot at the west was never intended to be front facing or for public access.

The redevelopment and reorienting of the building from distribution center to tradeshow venue manipulated the western portion of the site and significantly altered the understanding of the building. By removing the western portion from the National Register of Historic Places the reduced boundary will better convey the history as a mail-order distribution center.

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

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

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

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## 9. Major Bibliographical References

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

Christ, Janet. "Landmarks panel Oks Montgomery Park plans." Oregonian. December 19, 1985. p. 61.

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

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

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

Lund, Diane. "Residents irked by Montgomery Park traffic." Oregonian. August 30, 1987. p. 41

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

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

"Montgomery Ward Catalog Overstock Bargain Centers Vaughn St. or Walnut Park" Advertisement, Oregonian, October 10, 1980, pg. 8.

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

Sanborn Fire Insurance Maps. 1905. 1950.

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

Sullivan, Ann. "Lights from world's fair bloom as old Ward building remodels." Oregonian. December 15, 1986. p. 72.

Tripp, Julie. "Company Pursues Montgomery Park Plan." Oregonian. October 27, 1985. p. 80.

United States Geological Survey Maps. 1905. 1940.

### Previous documentation on file (NPS):

preliminary determination of individual listing (36 CFR 67 has been requested)  
 previously listed in the National Register  
 previously determined eligible by the National Register  
 designated a National Historic Landmark  
 recorded by Historic American Buildings Survey # \_\_\_\_\_  
 recorded by Historic American Engineering Record # \_\_\_\_\_  
 recorded by Historic American Landscape Survey # \_\_\_\_\_

### Primary location of additional data:

State Historic Preservation Office  
 Other State agency  
 Federal agency  
 Local government  
 University  
 Other  
Name of repository: Oregon Historical Society

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**10. Geographical Data**

**Acreage of Property** 4.67

(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>45.537562°</u>	<u>-122.707779°</u>	3	<u></u>	<u></u>
	Latitude	Longitude		Latitude	Longitude
2	<u></u>	<u></u>	4	<u></u>	<u></u>
	Latitude	Longitude		Latitude	Longitude

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

The proposed new boundary is as follows:

A tract of land, as shown on attached Figure 4, lying in the Southeast One-Quarter of Section 29, Township 1 North, Range 1 East, of the Willamette Meridian, City of Portland, Multnomah County, Oregon, and being a portion of Parcel VII of Statutory Special Warranty Deed to UPG MONTGOMERY PARK PROPERTY OWNER, LLC, a Delaware limited liability company, recorded April 1, 2019, as Document No. 2019-032101, Multnomah County Deed Records, said tract being more particularly described as follows;

Beginning at the southeast corner of Parcel VII of said Document No. 2019-032101;

Thence tracing the south line of said Parcel VII the following courses and distances: S88°28'27"W, 196.67 feet; N70°49'53"W, 187.77 feet; and N88°00'28"W, 40.14 feet to a point;

Thence leaving said south line the following courses and distances: N01°31'10"W, 94.35 feet to the beginning of an 87.00 foot radius non-tangent curve to the right, having a central angle of 99°28'03", the radius point of which bears N38°44'48"E, 87.00 feet; Northwesterly along the arc of said non-tangent curve to the right (the long chord of which bears N01°31'10"W, 132.77 feet) 151.04 feet; N01°31'10"W, 166.81 feet; and S88°27'41"W, 81.70 feet to an angle point in the north line of said Parcel VII;

Thence tracing the northerly line of said Parcel VII the following courses and distances: N00°49'26"E, 150.00 feet; N88°27'41"E, 250.00 feet, S00°49'26"W, 150.08 feet, and S89°20'19"E, 244.22 feet to the most easterly northeast corner of said Parcel VII;

Thence S01°31'38"E, along the most southerly east line of said Parcel VII, 453.38 feet to the Point of Beginning.

The tract of land to which this description applies contains 5.08 acres more or less (221,445 square feet more or less).

This legal description, along with the Basis of Bearings thereof, is based on the Oregon Coordinate Reference System (OCRS) – Portland Zone – Reference Frame: NAD83(2011)(EPOCH 2010.00). The most southerly east line of Parcel VII of Document No. 2019- 032101, Multnomah County Deed Records was held to be S01°31'38"E.

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**Boundary Justification** (Explain why the boundaries were selected.)

The boundary proposed to be removed includes 3.92 acres at the west.

Historically, the western portion consisted of the Centennial Garden from the Lewis & Clark Exposition and was modified by Montgomery Ward & Co. to create a promenade and recreation area for its employees. In 1936, a portion of this garden was removed to create an unpaved parking lot. The westernmost portion of this area had a fifty-foot grade that was leveled in c.1950s. At the time of listing, the western portion of the lot served as employee parking with access to loading docks and an auto service center.

Today the lot at the west provides primary access to the building and resembles a late twentieth century business park rather than an early twentieth century industrial development. The integrity of the original landscaping and the feeling, design, materials, and association of the western lot from the time of listing are not sufficient to convey its significance.

**11. Form Prepared By**

name/title Tricia Forsi, Preservation Planner date April 19, 2021  
organization Peter Meijer Architect PC telephone (503) 517-0283  
street & number 605 NE 21<sup>st</sup> Avenue, Suite 200 email TriciaF@pmapdx.com  
city or town Portland state OR zip code 97232

**Additional Documentation**

Submit the following items with the completed form:

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

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**Photographs:**

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

**Photo Log**

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

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

- Photo 1 of 5:** OR\_MultnomahCounty\_MontgomeryWard&Co.BoundaryReduction\_0001  
Montgomery Ward & Co., Boundary Reduction, Western Portion of the Parking Lot at Southeast, Looking N
- Photo 2 of 5:** OR\_MultnomahCounty\_MontgomeryWard&Co.BoundaryReduction\_0002  
Montgomery Ward & Co., Boundary Reduction, Western Portion of the Parking Lot at Center East, Looking W
- Photo 3 of 5:** OR\_MultnomahCounty\_MontgomeryWard&Co.BoundaryReduction\_0003  
Montgomery Ward & Co., Boundary Reduction, Western Portion of the Parking Lot at Center West, Looking E

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

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**Photo Location Map**



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### 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.** Current and Proposed Boundaries

**Figure 4.** Proposed Boundary

**Figure 5.** Multnomah County Assessors Map

**Figure 6.** 1905 Sanborn Map

**Figure 7.** Map of Lewis and Clark Exposition Showing Centennial Garden

**Figure 8a.** 1905 USGS Map

**Figure 8b.** 1940 USGS Map

**Figure 9.** The Morning Oregonian, January 1, 1920

**Figure 10.** Photograph of South and East Elevations, September 1920

**Figure 10b.** Detail view of September 1920 photograph showing entry at South

**Figure 11.** Historic Postcard, Circa. 1920 with property description

**Figure 12.** Aerial Photograph, 1952, Looking Northwest

**Figure 13.** Aerial Photograph, 1971, Looking North

**Figure 14.** Auto Service Center and Entry at South at the Time of Listing, 1984, Looking Northeast

**Figure 15.** West Parking Lot at the Time of Listing, General View, 1984, Looking East

**Figure 16.** West Parking Lot at the Time of Listing, Detail View, 1984, Looking East

**Figure 17.** Aerial Photograph, 1994, Looking North



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Figure 2. Local Location Map



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**Figure 3.** Current and Proposed Boundaries



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

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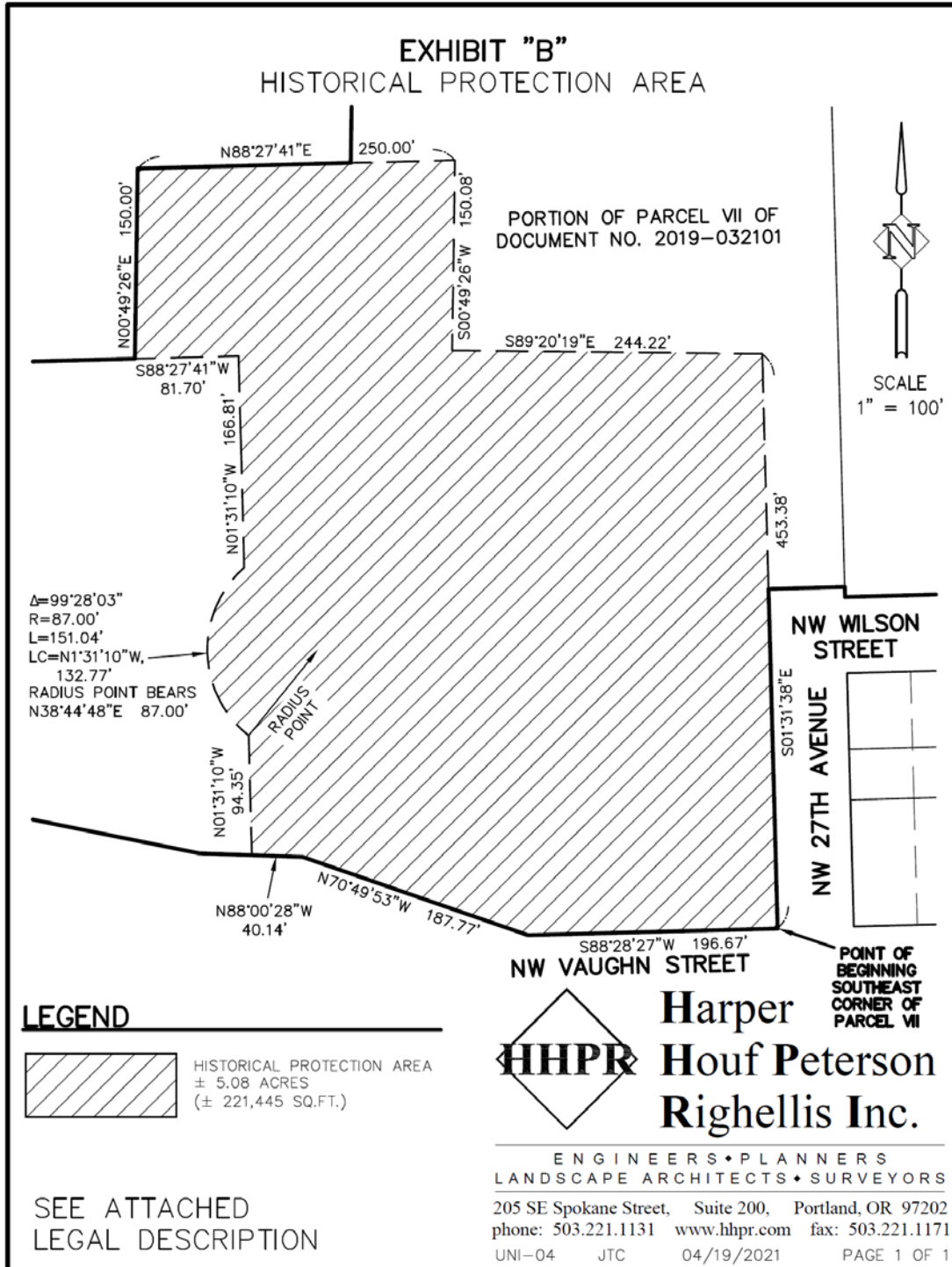
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Figure 4. Proposed Boundary



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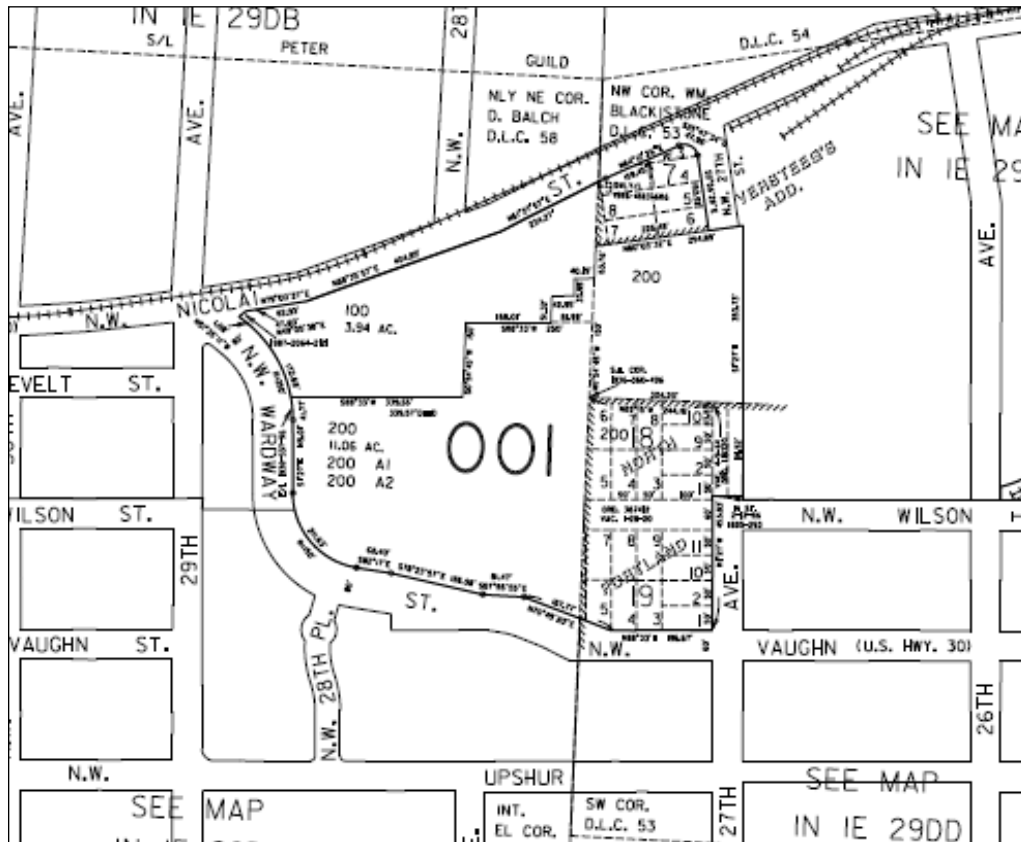
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Figure 5. Multnomah County Assessors Map



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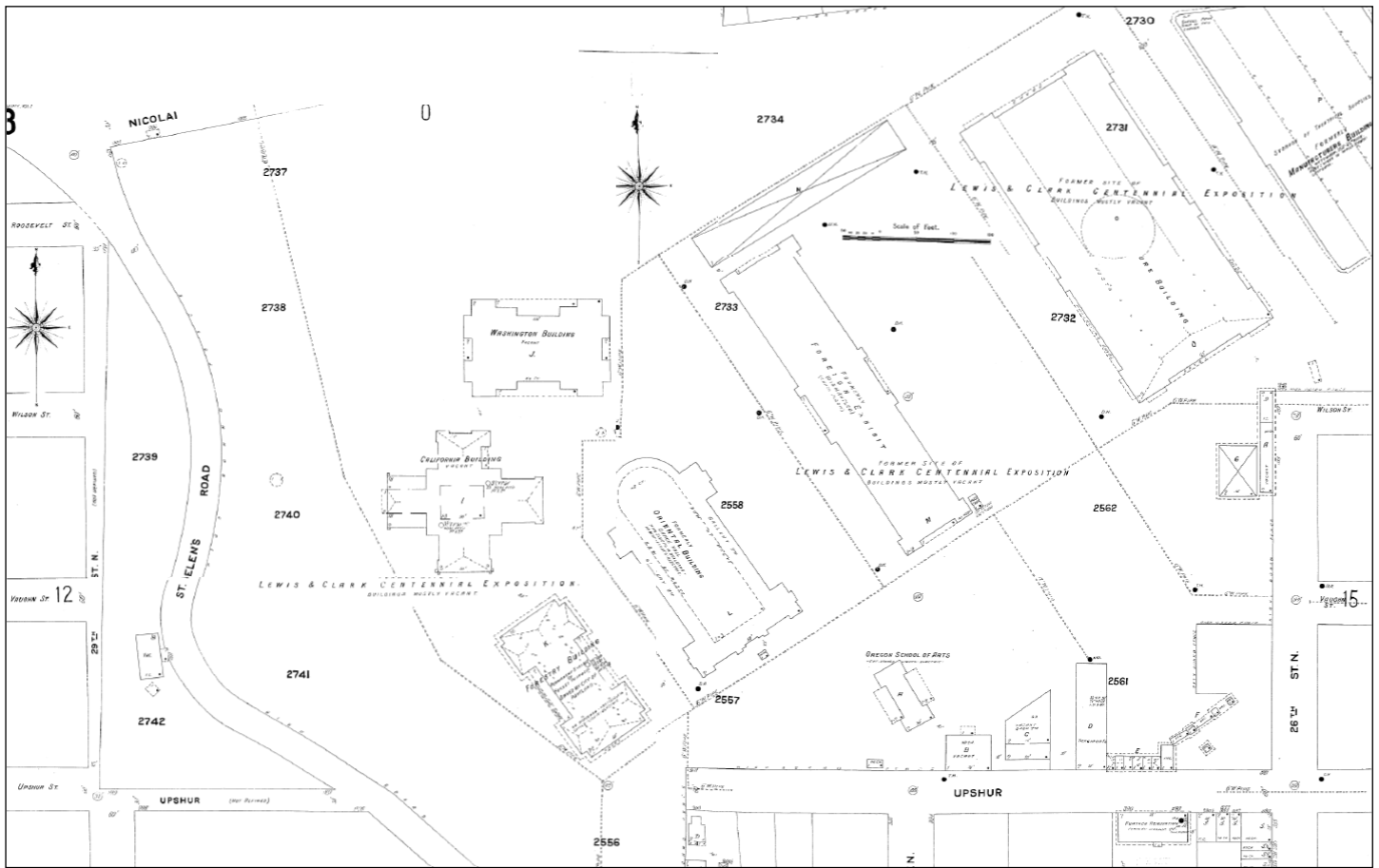
Name of Property  
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Figure 6. 1905 Sanborn Map



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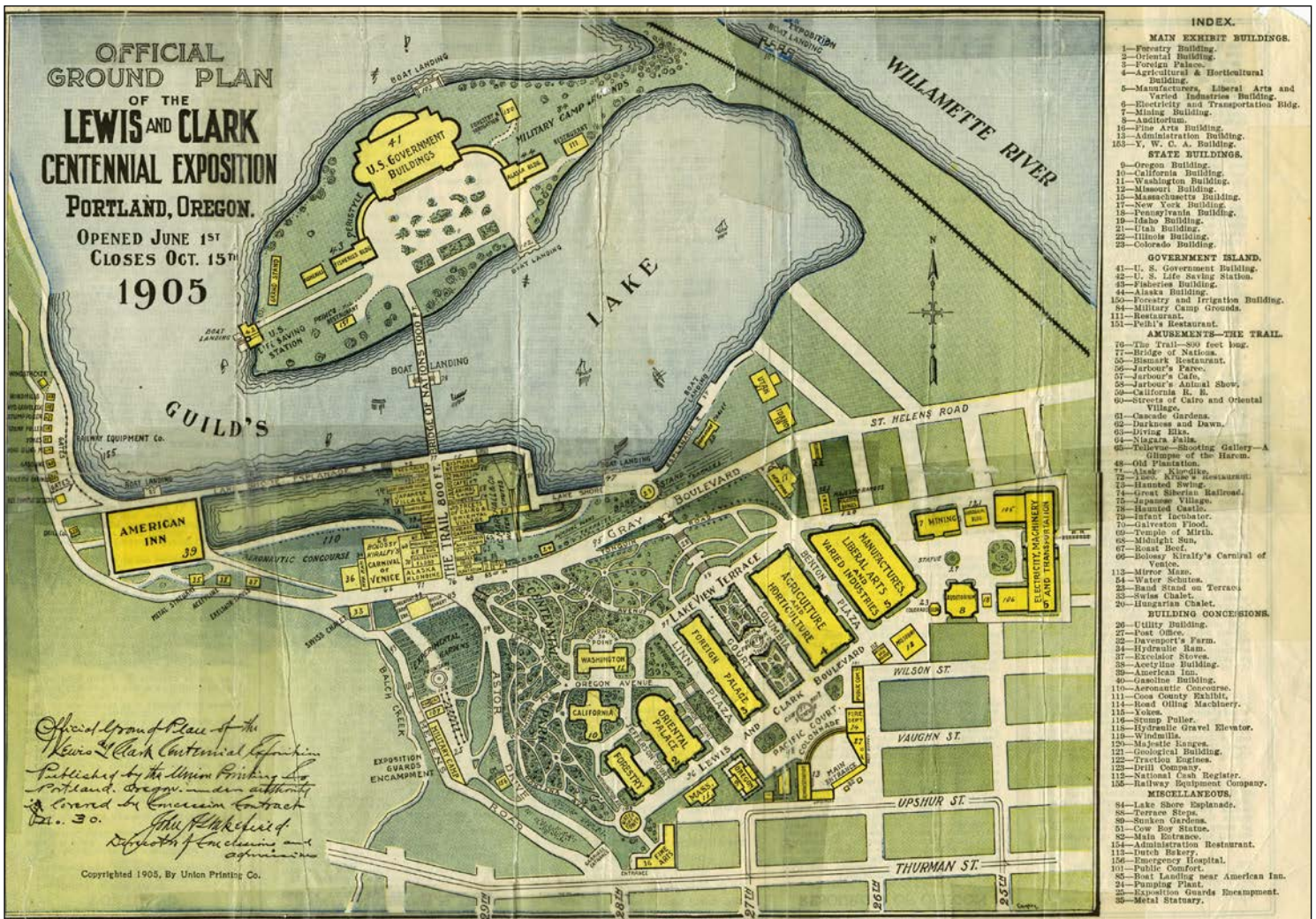
Name of Property  
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Figure 7. Map of Lewis and Clark Exposition Showing Centennial Garden



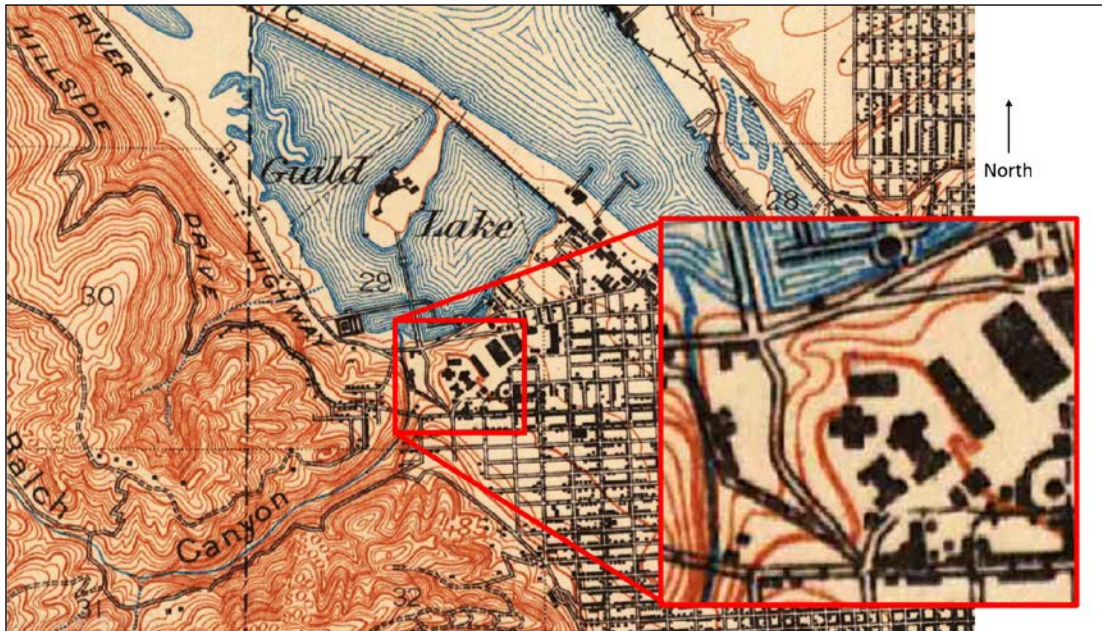
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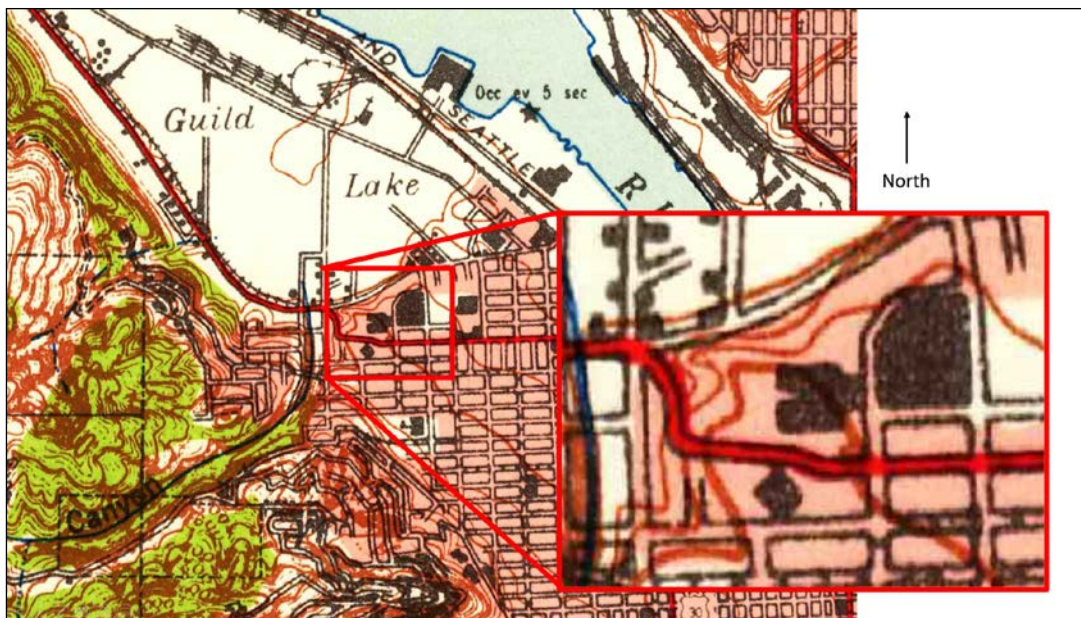
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**Figure 8a.** 1905 USGS Map. The site had a 50 foot drop in elevation from the Montgomery Ward & Co. Building toward the intersection of NW Nicolai Street and NW Wardway. The western portion of the lot was leveled circa 1950.



**Figure 8b.** 1940 USGS Map. The site had a 50 foot drop in elevation from the Montgomery Ward & Co. Building toward the intersection of NW Nicolai Street and NW Wardway. The western portion of the lot was leveled circa 1950.



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Figure 9. The Morning Oregonian, January 1, 1920

20 THE MORNING OREGONIAN, TH

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

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

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

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

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

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

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

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

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

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

made. All will be maintained by the company.

The growth of the Pacific coast business of the Chicago concern has demanded a western headquarters, according to a statement received recently from R. J. Thorne, president of the firm. Portland had already had the western warehouse of the company, from which some larger shipments of certain standard articles were sent out throughout this district, and so successful had this city proved as a distributing point for the company in a small way that it was considered natural that the big distributing plant and western headquarters should be placed here.

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

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

Actual construction work on the plant began December 22, when steam shovels started taking out the 40,000 yards of earth which is to be moved to make room for the basement. Offices for P. A. Wells and J. R. Patterson of Wells Bros., Chicago, the firm in charge of constructing the building, have been installed in the Yeon building and the two men will remain in Portland personally supervising the work. An office is also being erected on the grounds.

That the Portland home of the company will rapidly develop into one of the liveliest and biggest of its branches is the belief of the officers. The Kansas City branch was begun with a building of 40,000 feet of floor space and in a few years this was entirely outgrown, according to Mr. Thorne. The Kansas City plant now has a floor space of 1,200,000 square feet and employs about 4000 people.

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

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

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**Figure 10a.** South and East Elevations, Looking Northwest, September 1920



**Figure 10b.** Detail View of Hill and Entry at South, September 1920



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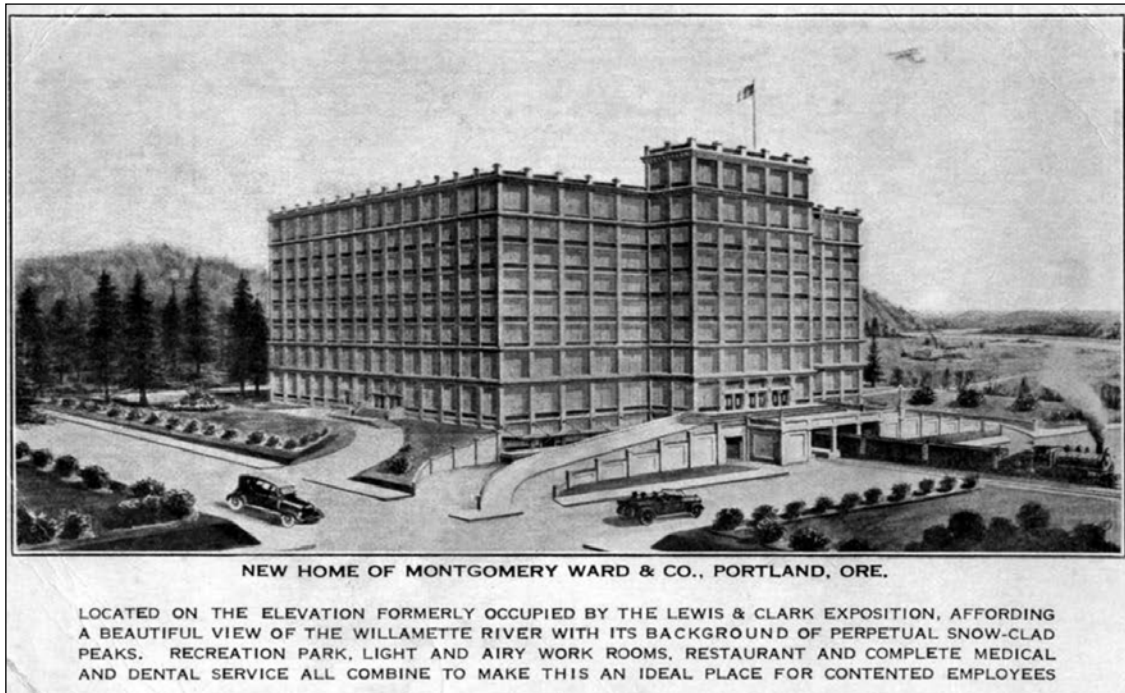
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**Figure 11.** Historic Postcard, Circa. 1920 with property description. Depicts original grade at the south and landscaping at the west.



**Figure 12.** Aerial Photograph, 1952, Looking Northwest



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**Figure 13.** Aerial Photograph, 1971, Looking North



**Figure 14.** Auto Service Center and Entry at South at the Time of Listing, 1984, Looking Northeast



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**Figure 15.** West Parking Lot at the Time of Listing, General View, 1984, Looking East



**Figure 16.** West Parking Lot at the Time of Listing, Detail View, 1984, Looking East



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**Figure 17.** Aerial Photograph, 1994, Looking North



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Multnomah County: OR**



**OR\_MultnomahCounty\_MontgomeryWard&Co.BoundaryReduction\_0001**

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



**OR\_MultnomahCounty\_MontgomeryWard&Co.BoundaryReduction\_0002**

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

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



**OR\_MultnomahCounty\_MontgomeryWard&Co.BoundaryReduction\_0003**  
Montgomery Ward & Co., Boundary Reduction, Western Portion of the Parking Lot at Center West, Looking E