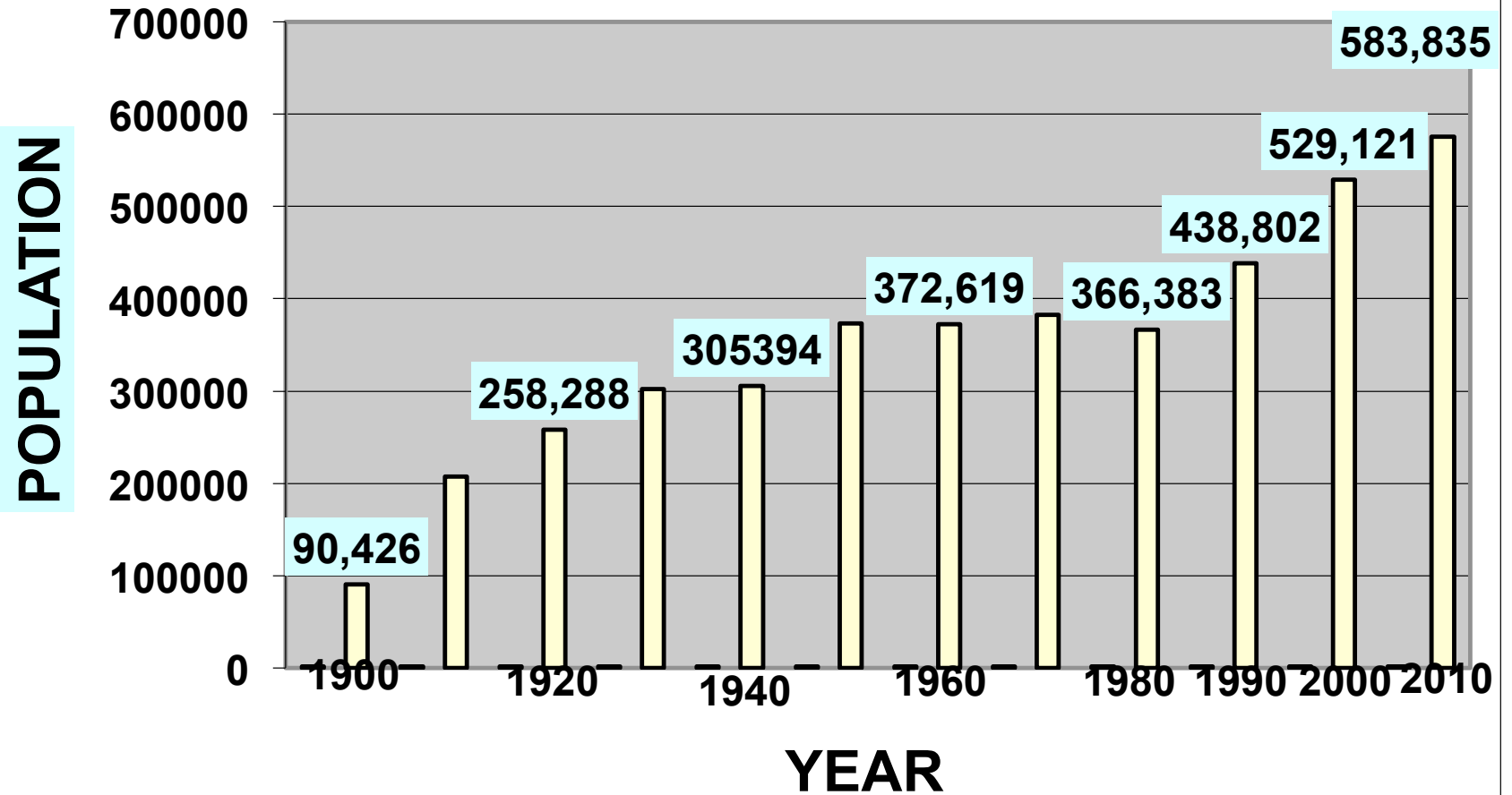
The background of the slide is a classic marbled paper pattern, featuring a complex, organic design of swirling, interconnected shapes in shades of light gray, beige, and off-white. The pattern resembles natural stone or biological cells.

PART 2:
**The LADD & REED
LEGACY**

Renaissance Portland

1895-2014

PORTLAND GROWTH 1900-2010



**The
Inheritor**



**William
Mead
Ladd**

**Amherst
College
Mass.**

**Class of
1878**



Mary Andrews Ladd

Married, 1885

Art Collector

Caroline Elliott Ladd
c. 1900

- Presbyterian mission leader

- Peoples Institute sponsor 1904





Peoples Institute: Portland's First Public Playground
North Park Blocks, 1906

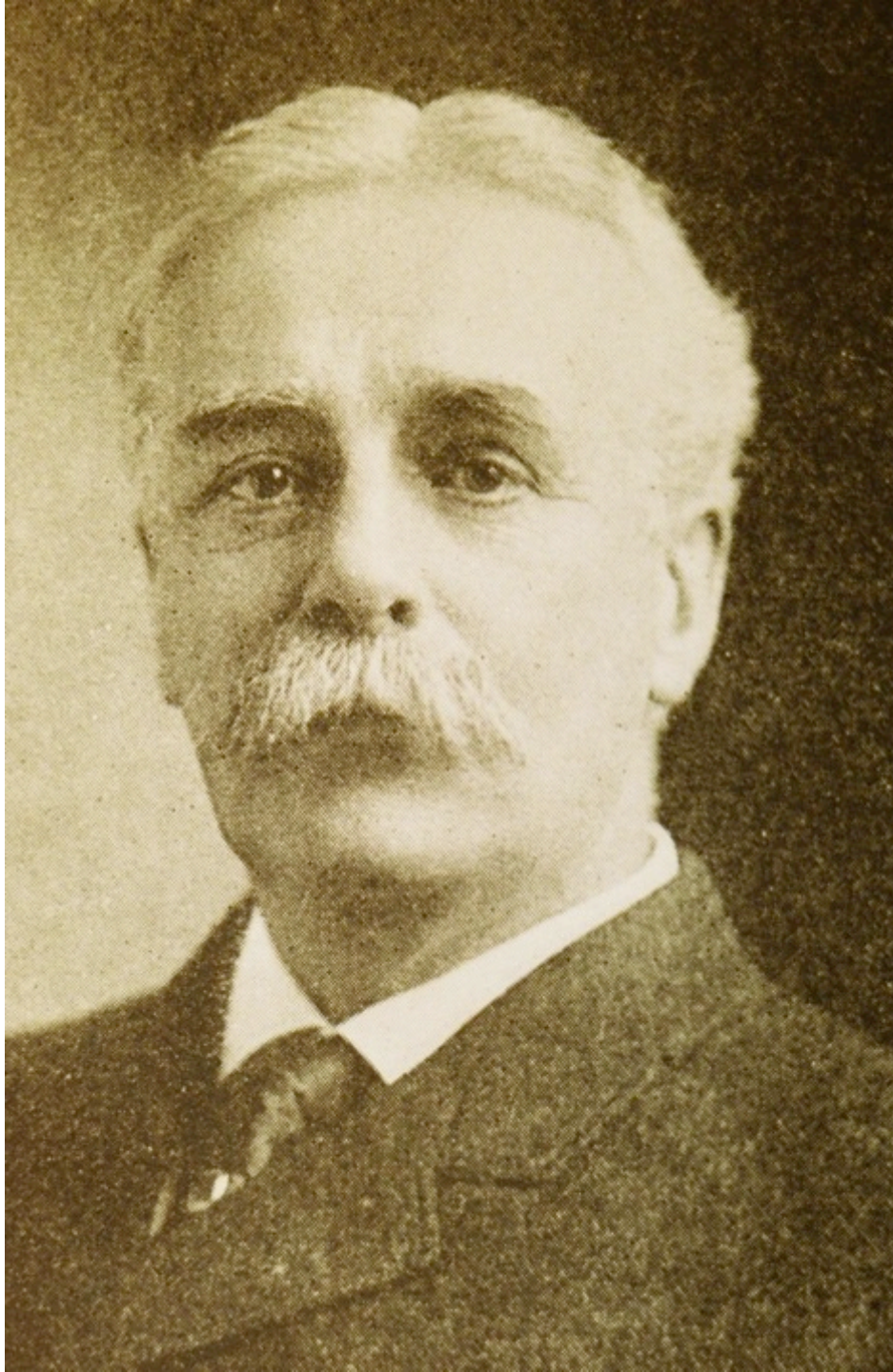


**Peoples Institute: Albina Settlement House
Portland's first Public Health Clinic
1907 (downtown)**

**William
Mead
Ladd**

1910

Grew his
Father's
civic and
real estate
ventures



But not
the Ladd
& Tilton
Bank

1909
Pratt
family
bank
bailout

Multnomah Co. Library 1913 by AE Doyle



William M Ladd, Donated Site
Library Director 1879-1931

Portland Art Museum 1932

by Pietro Belluschi

William M Ladd, Board 1909-31

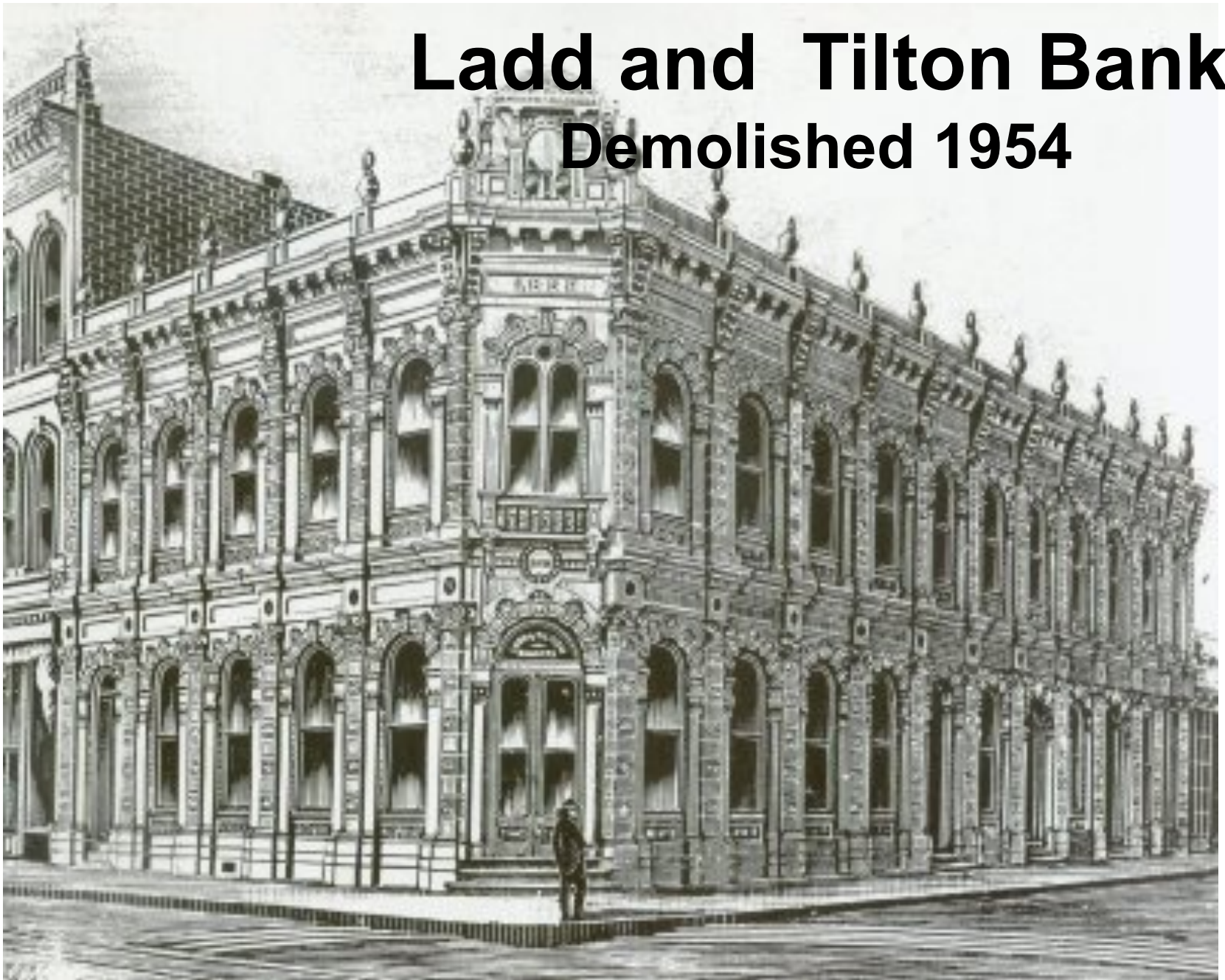


Ladd and Tilton Bank

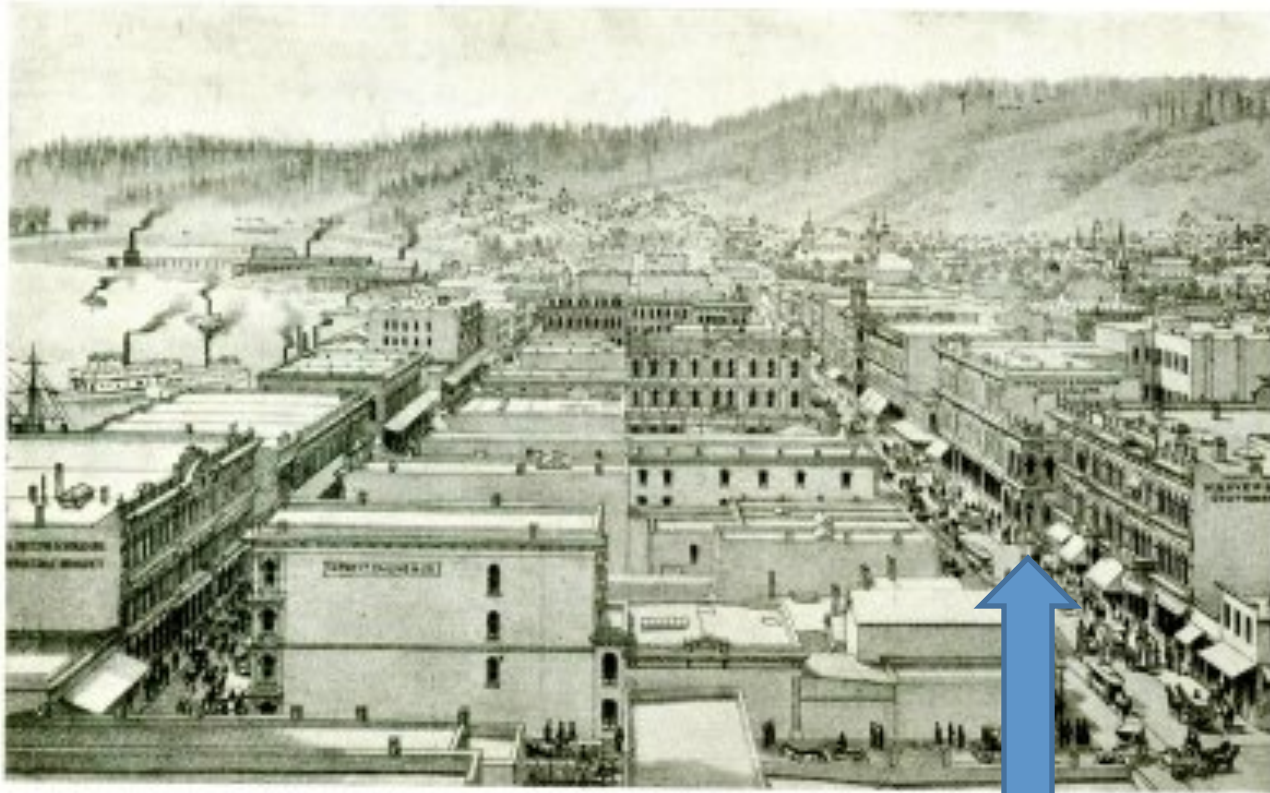
- **“Renaissance Portland” Lost**
 - **Northwest’s pioneer bank**
 - **Portland’s most elaborate**
 - **Iron Front building**

1868-1954

Ladd and Tilton Bank Demolished 1954



View South, Front & 1st, 1880s



VIEW FROM THE KAMM BUILDING, LOOKING SOUTH, IN THE EARLY

Ladd & Tilton Bank, lower right

View South, Front & 1st, 1960s

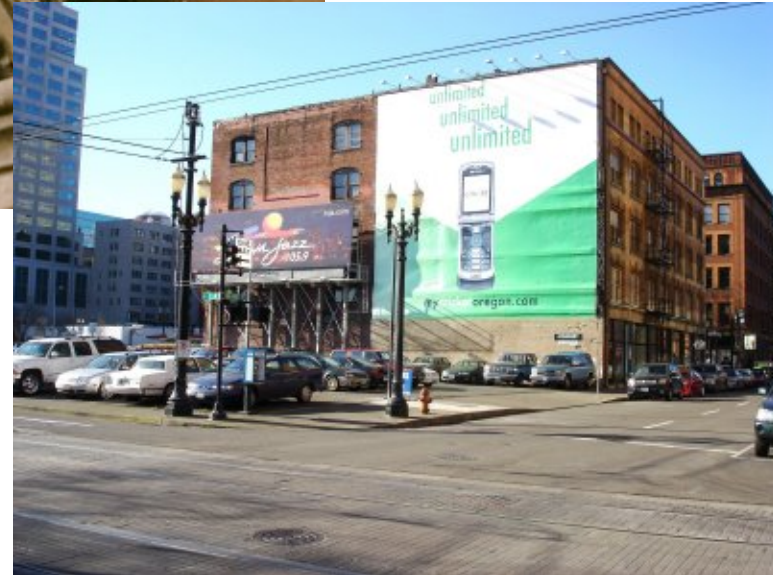


Ladd and Tilton Bank Site

Ladd & Tilton Bank Demolished for Parking 1954-2014

VOL. XCIV—NO. 58466 PORTLAND, OREGON, THURSDAY, JANUARY 27, 1915 PRICE FIVE CENTS

Facade of Famous Bank to Join Colony



Ladd Carriage House

(1883, 2009)

**“Renaissance Portland”
Reclaimed**

Ladd Mansion

SW 6th and Columbia, 1890s



RISER PHOTO. CO. 3434 LADD RESIDENCE, PORTLAND, OREGON.
PORTLAND, OR.

The Oregonian

March-27-1927

“Ladd Home to Go!

**Another of Portland’s
Pioneer Mansions Gives Way to the
Lusty Turmoil
of Advancing Industry”**

**Demolished for
Broadway Miniature Golf**

Broadway

View North from
SW Main

1920s





Ladd Carriage House 1927

Oregonian Bldg. 1948 by Pietro Belluschi



On the Ladd Mansion Site

*Friends
of the*



— LADD —
CARRIAGE HOUSE





LADD CARRIAGE HOUSE, 1883 & 2009

The Oregonian

A preservation triumph:

The city owes thanks to a church, developer and group of activists who saved the Ladd Carriage House

October 29, 2008

Ladd Estate Company

1908-1940s

**From Model Farms to
Model Communities**

Ladd's Addition (1891)

Designed by William S Ladd

Oregon's first planned community

- Ladd Estate Co. first project 1908
- **National Register 1988**
- **“America's Great Places” 2009**
American Planning Assn.
- **National Model New Urbanism**

View East 1880s

Hawthorne

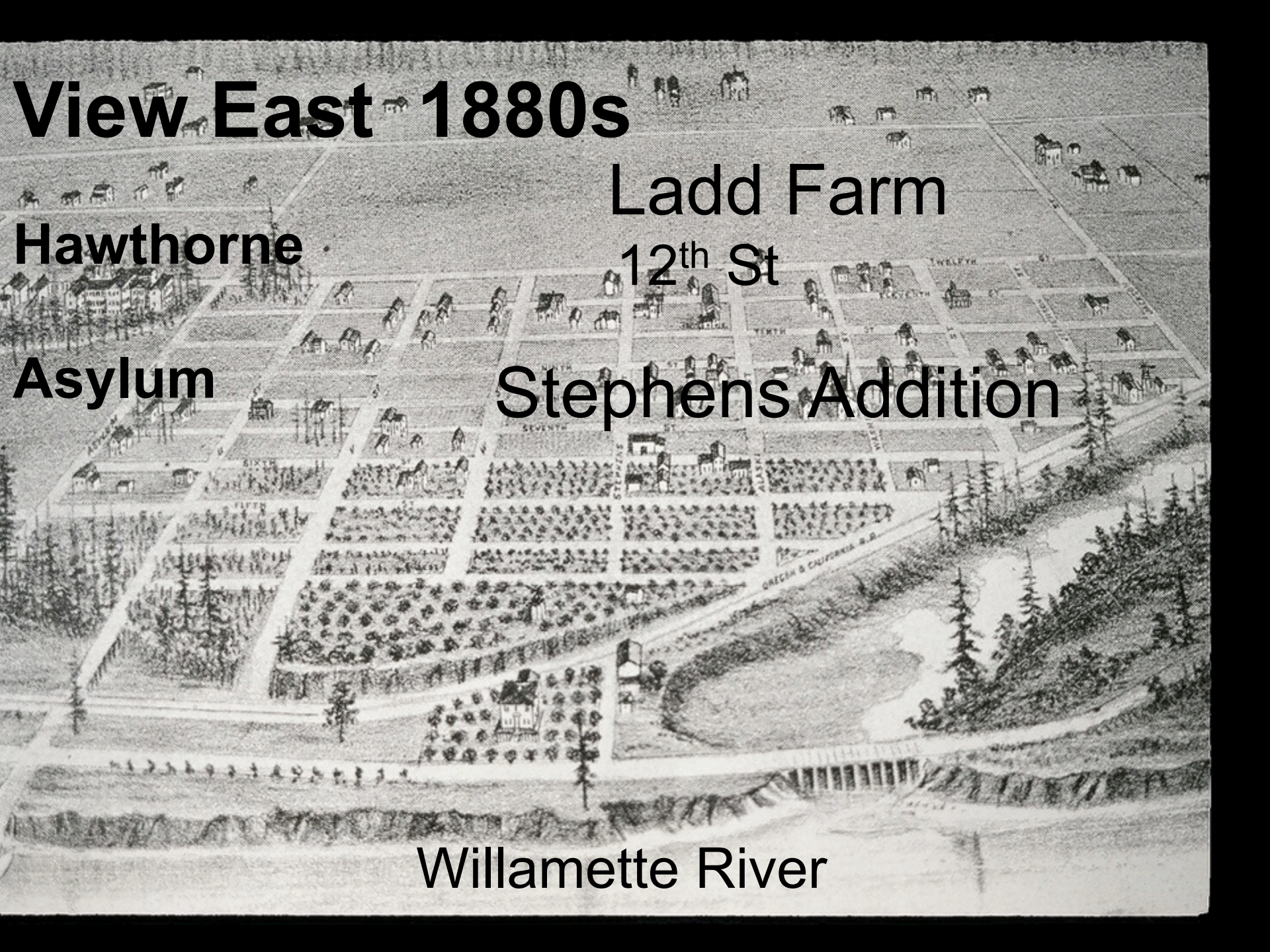
Ladd Farm

12th St

Asylum

Stephens Addition

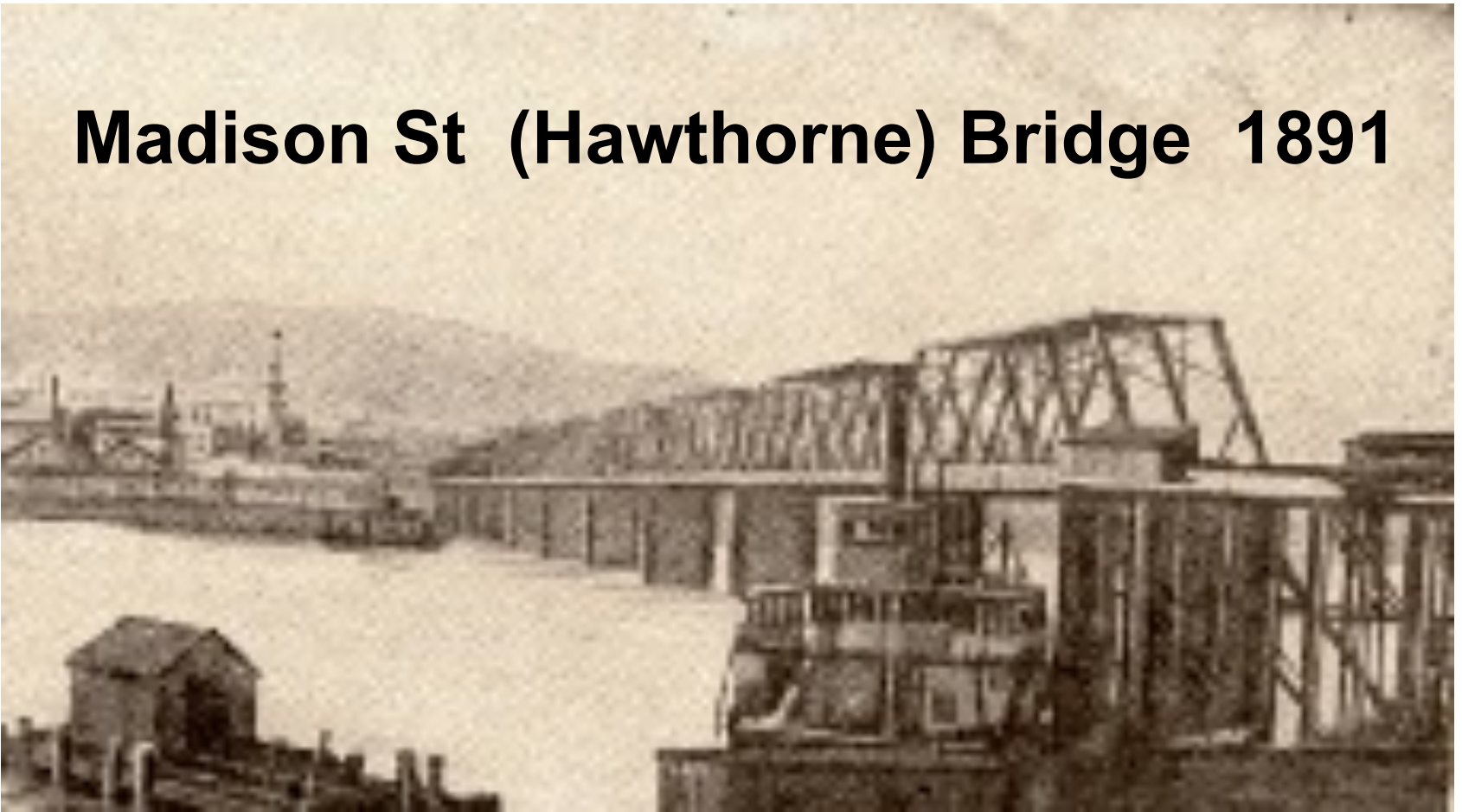
Willamette River



East Portland, 1881
Grand Ave.
North from Morrison



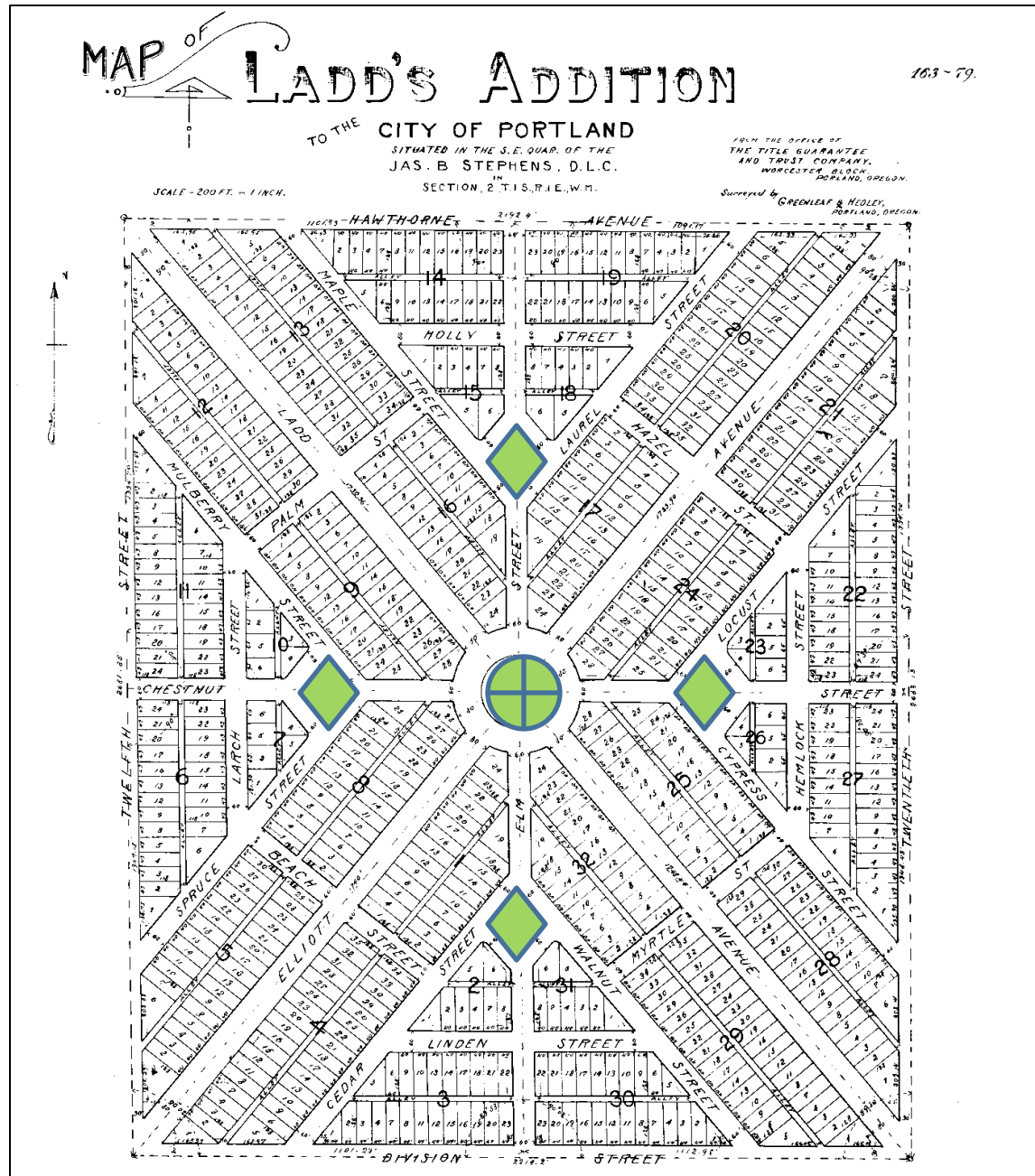
Madison St (Hawthorne) Bridge 1891



- Portland and East Portland Consolidate
- Streetcars link Ladd's Addition/Downtown

1891 Plat Ladd's Addition

- Streets converge on five gardens
- Radial plan breaks the Portland grid



“No one will ever move here, It’s too idealistic.”

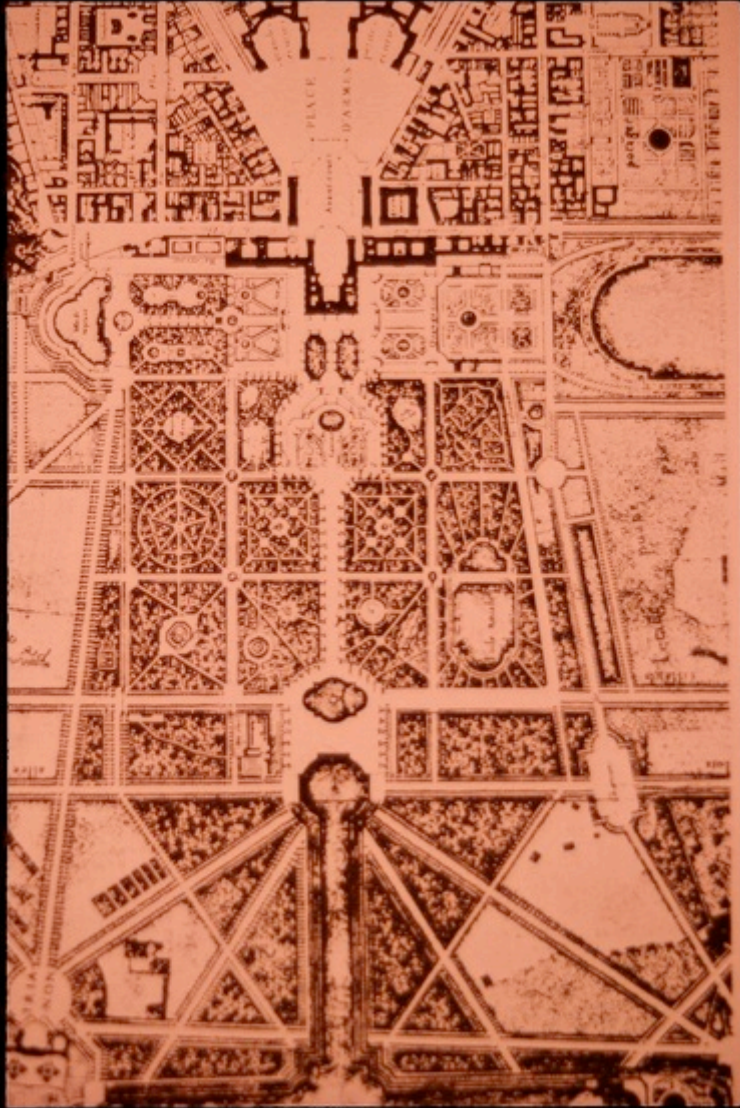
Elliott Corbett

(William S Ladd’s Grandson)

1910 Tour of Ladd’s Addition

ORIGINS ?

Versailles, New England, Washington DC?



LADD'S ADDITION

MARKINGS
T STREETS

a residential section for cultured people

P



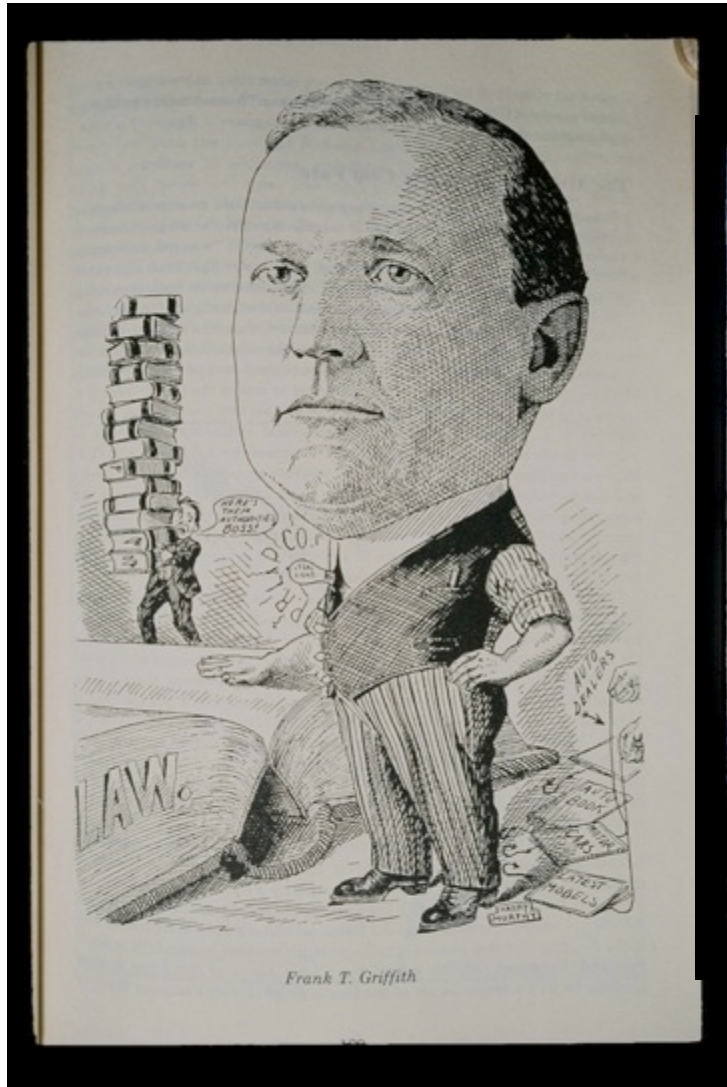
“A residential section for cultured people”

Ladd Estate Company

SE Elliott Ave , Truck Farms c 1918



FRANK GRIFFITH President Portland Railway Light and Power



**Frank and Etta Griffith Home
SE Elliott Ave 1908**

Abraham & Mary Mowrey Home 1909-10



Governor Victor Atiyeh 1979-87

Jimmy Caputo 1920s-1990s





Ladd's Addition c. 1918

Horse & Buggy Design 1910

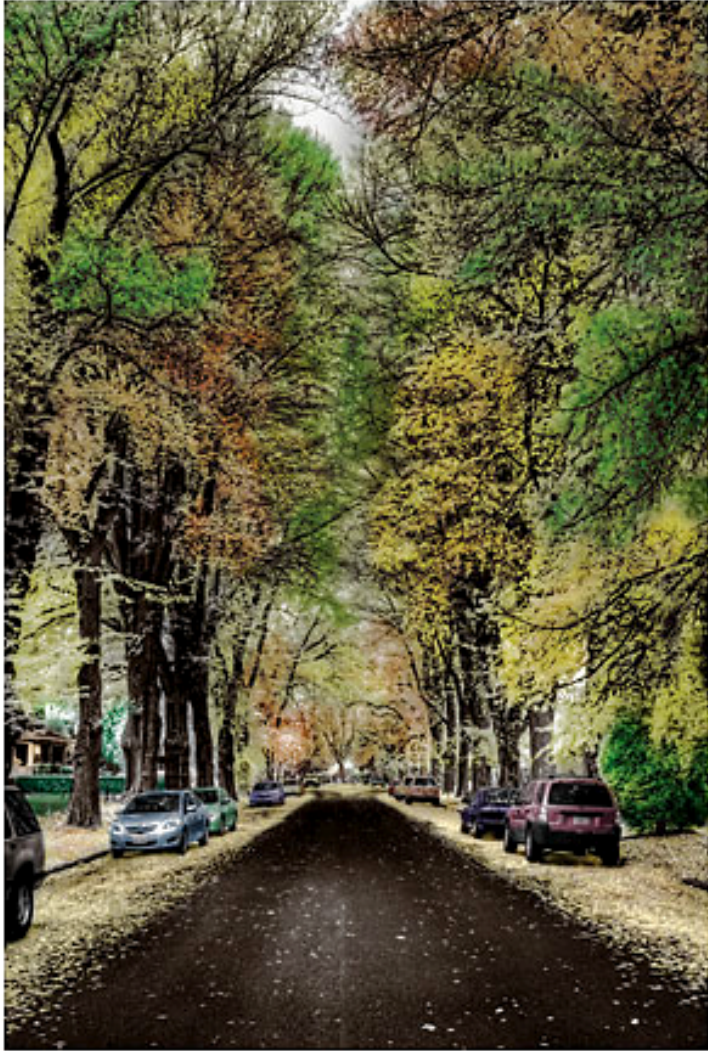


Grand Camp, Arctic Brotherhood Ladd Circle Nov. 16, 1911



Original Circle Promenade and Crossings

Parkways



Local Streets



Service Alleys



1st United Evangelical 1909 (St Sharbel's)



ST PHILIP NERI, 1913 & 1950



by Pietro Belluschi

Abernethy Elementary 1925

“A Tough
School”

Bill Hunt
4th grader



WRONG SIDE OF THE TRACKS?

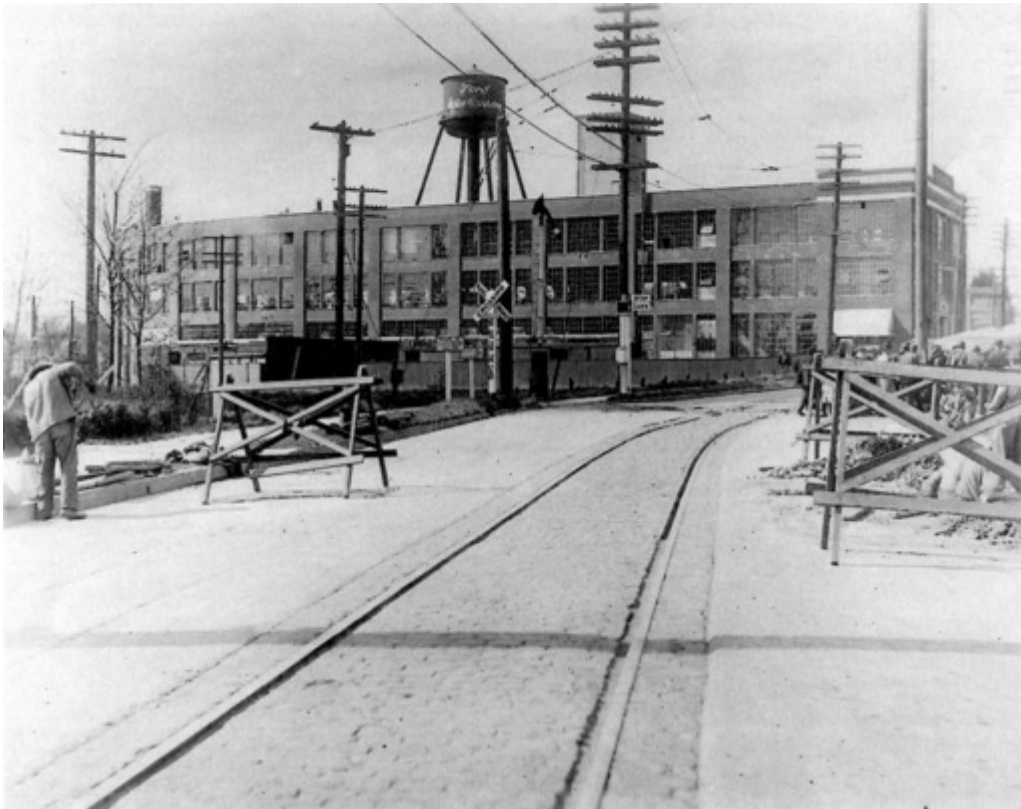
1. Southern Pacific Railroad 1887



2. Inman-Poulsen Mill 1890-1954



3. FORD MOTOR CO, 1914 SE 11th & Division by A.E. Doyle



Voter Zoning 1924

Permissive Zoning
replaces
Restrictive Covenants

- Single Family plus-duplexes, boarding houses
- Apartments and Commercial Edges:
Hawthorne
11th-12th
Division

Hawthorne Court 1924



MT HOOD FREEWAY

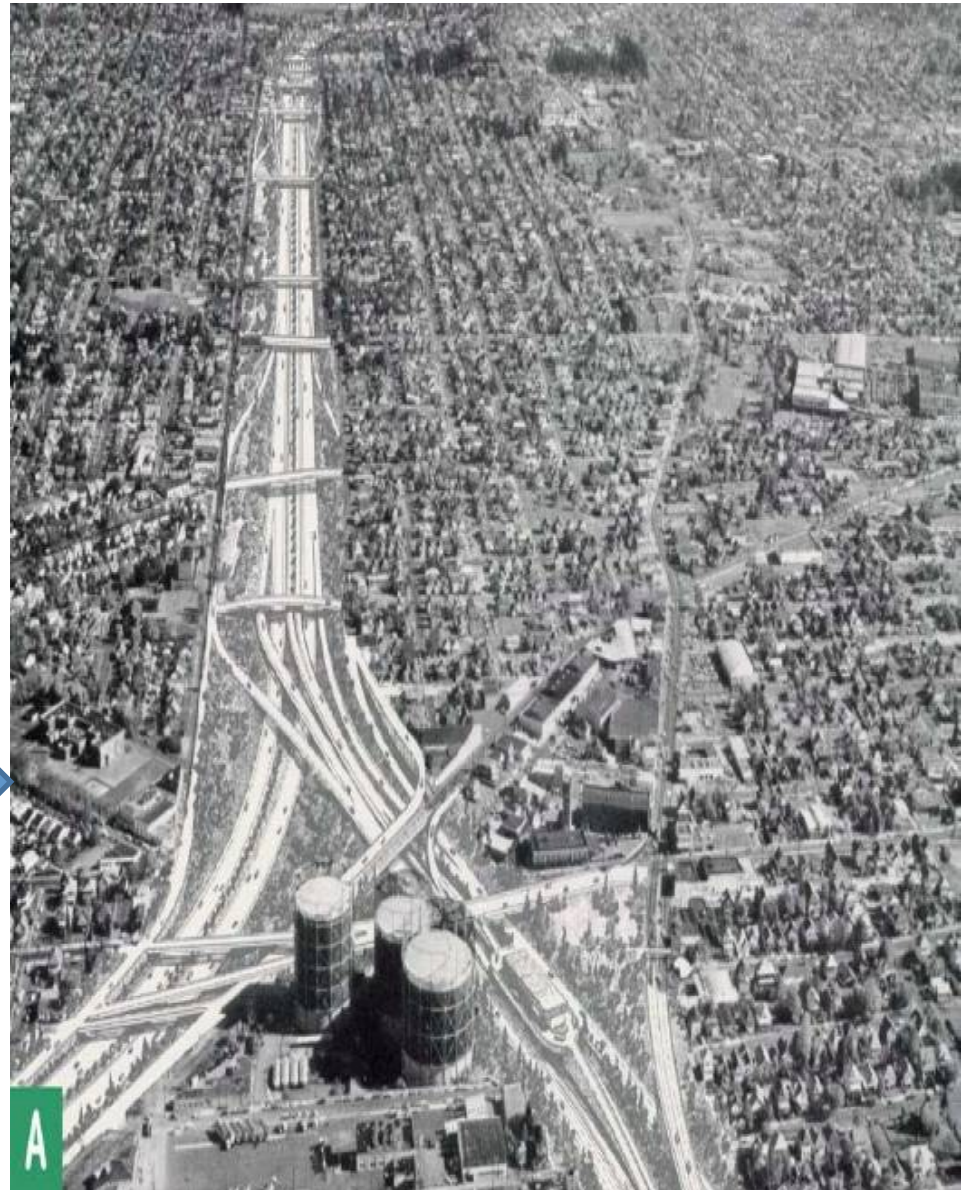
Division Plan

Died 1975

Abernethy School



SE 9th to SE 50th



Historic District 1977

Guidelines govern:

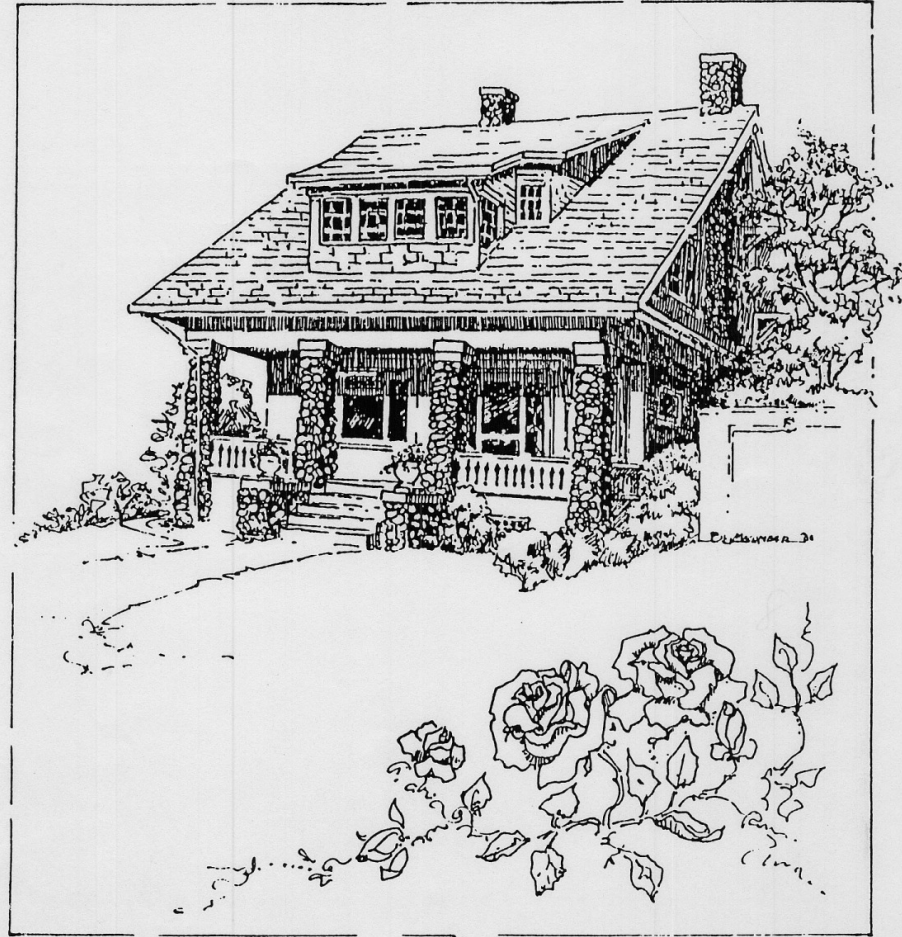
- New Construction
- Rehabilitation

Added Guidelines in
1986

- Street system
- Parks
- Street Trees



Ladd's Addition Conservation District Guidelines



1980s MORNING RUSH HOUR



SE HARRISON at LADD CIRCLE

Ladd Circle Redesigned 1984



700+ Street Trees
Restored since 1986



Friends of Ladd's Addition Gardens



Save Our Elms

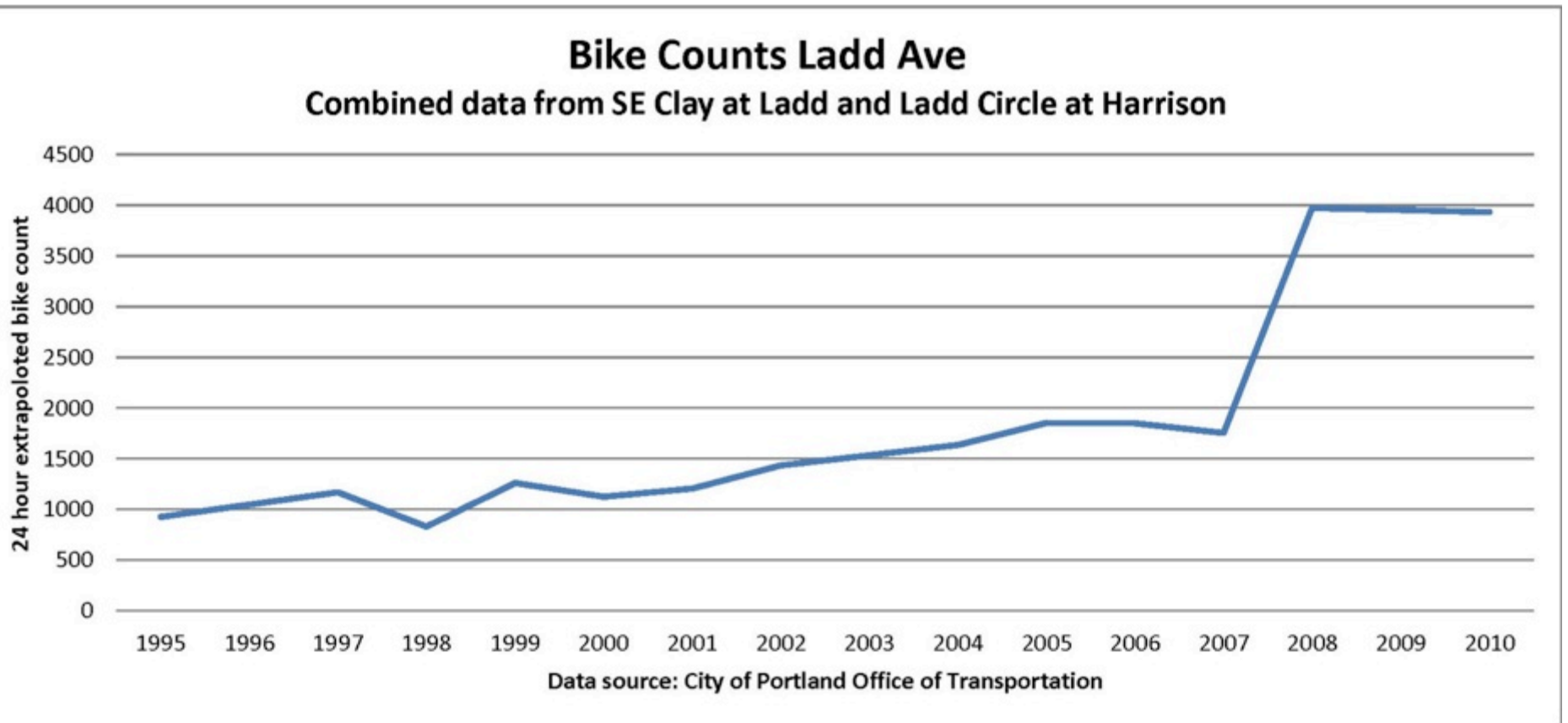


New Home and Homestead Elms SE Elliott & Hazel 2009



Weekday Traffic: Ladd Circle 1995-2011

Cars 2400, Bikes 4000, Pedestrians ????

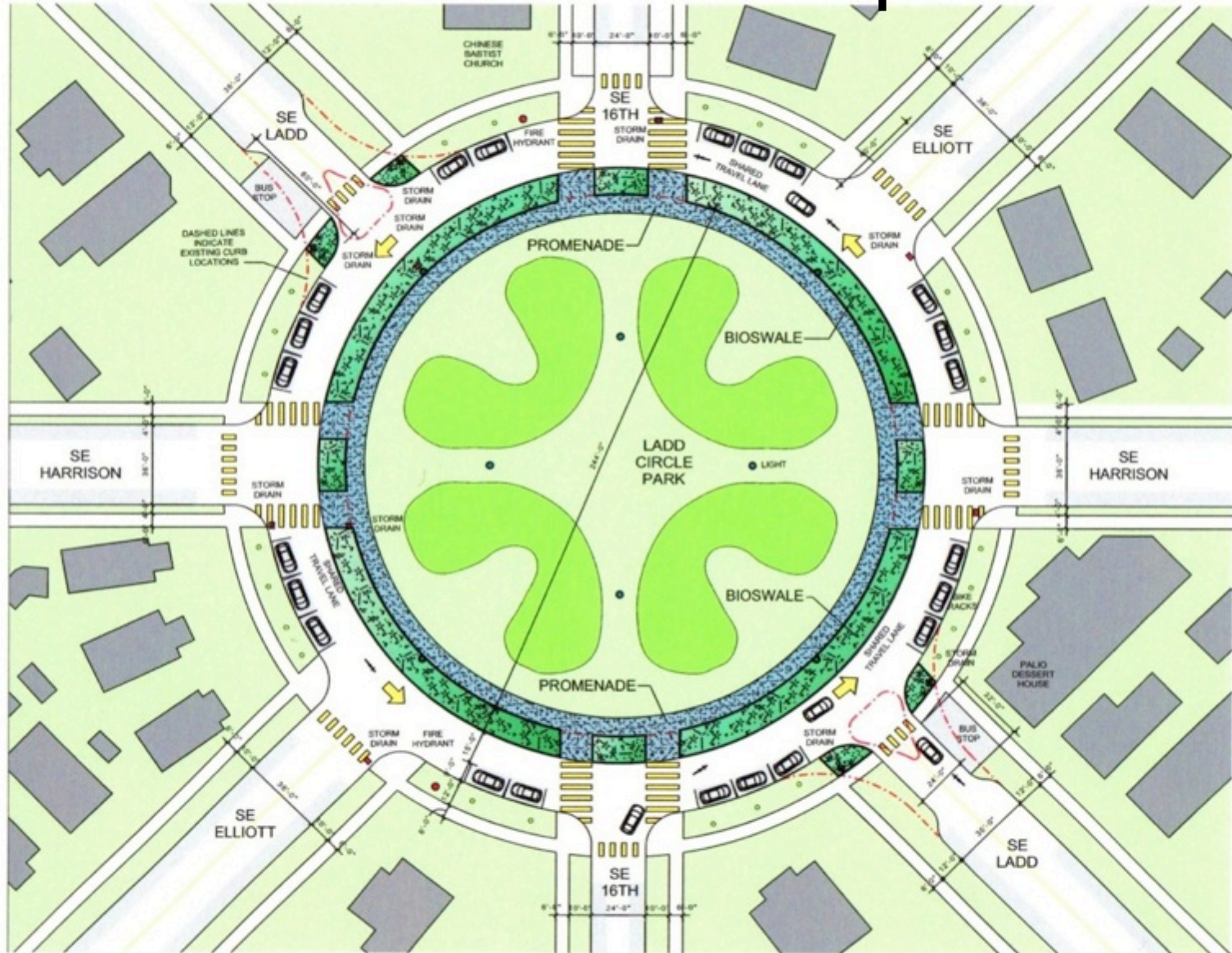


Source: Joyride Blog, Mia Birk 6-30-2011



Pedestrians and Cyclists Together? LADD CIRCLE 2012

Master Plan Concept 2013



LADD CIRCLE MASTER PLAN CONCEPT
DRAFT: JAN. 15, 2013

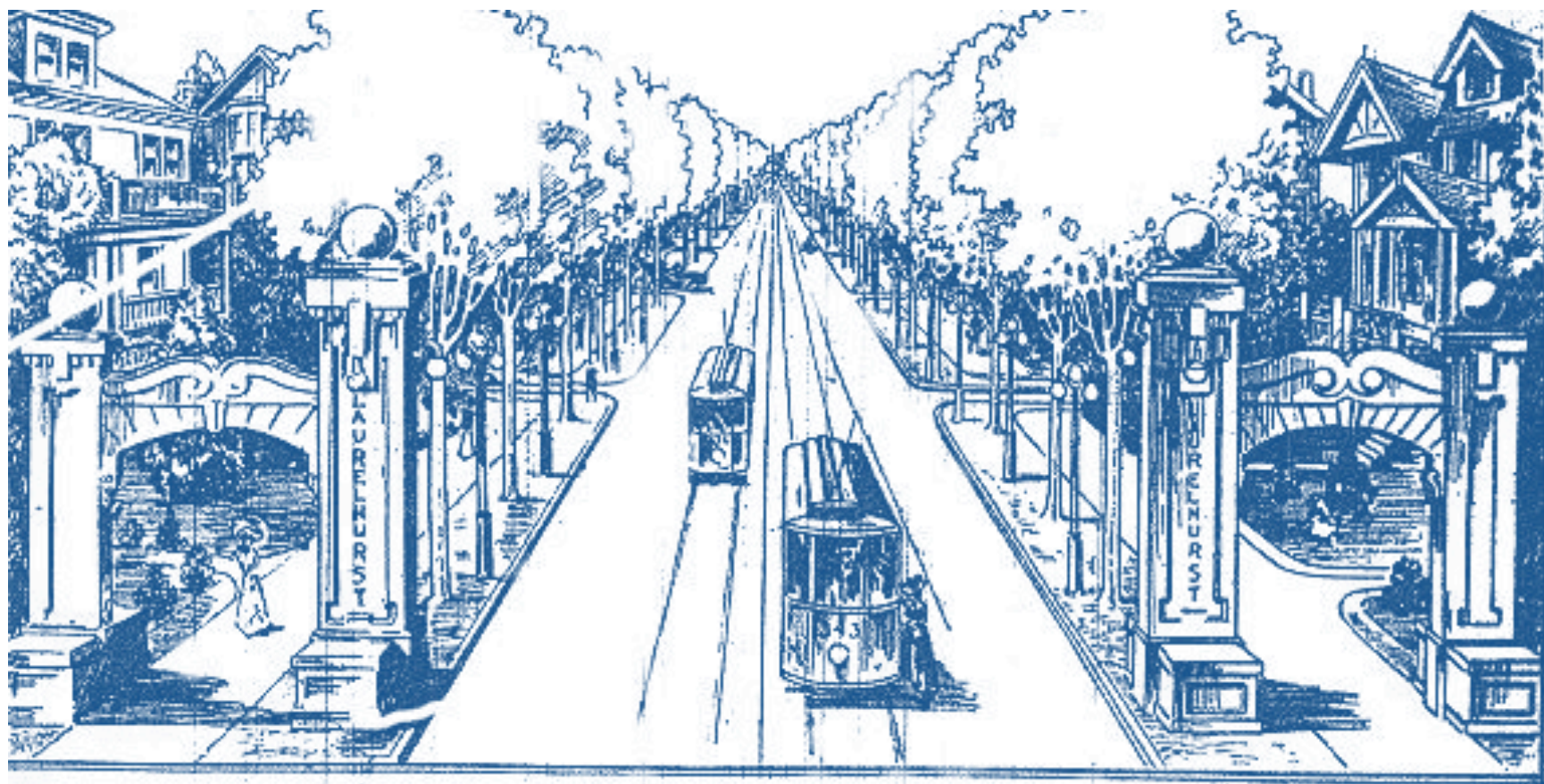


Ladd Estate Company

“Residence Parks”

1908-1940s

- 1. Ladd's Addition (1891)**
- 2. Laurelhurst (1909)**
- 3. Eastmoreland (1910)**
- 4. Lake Oswego (1912)**
- 5. Dunthorpe (1916)**

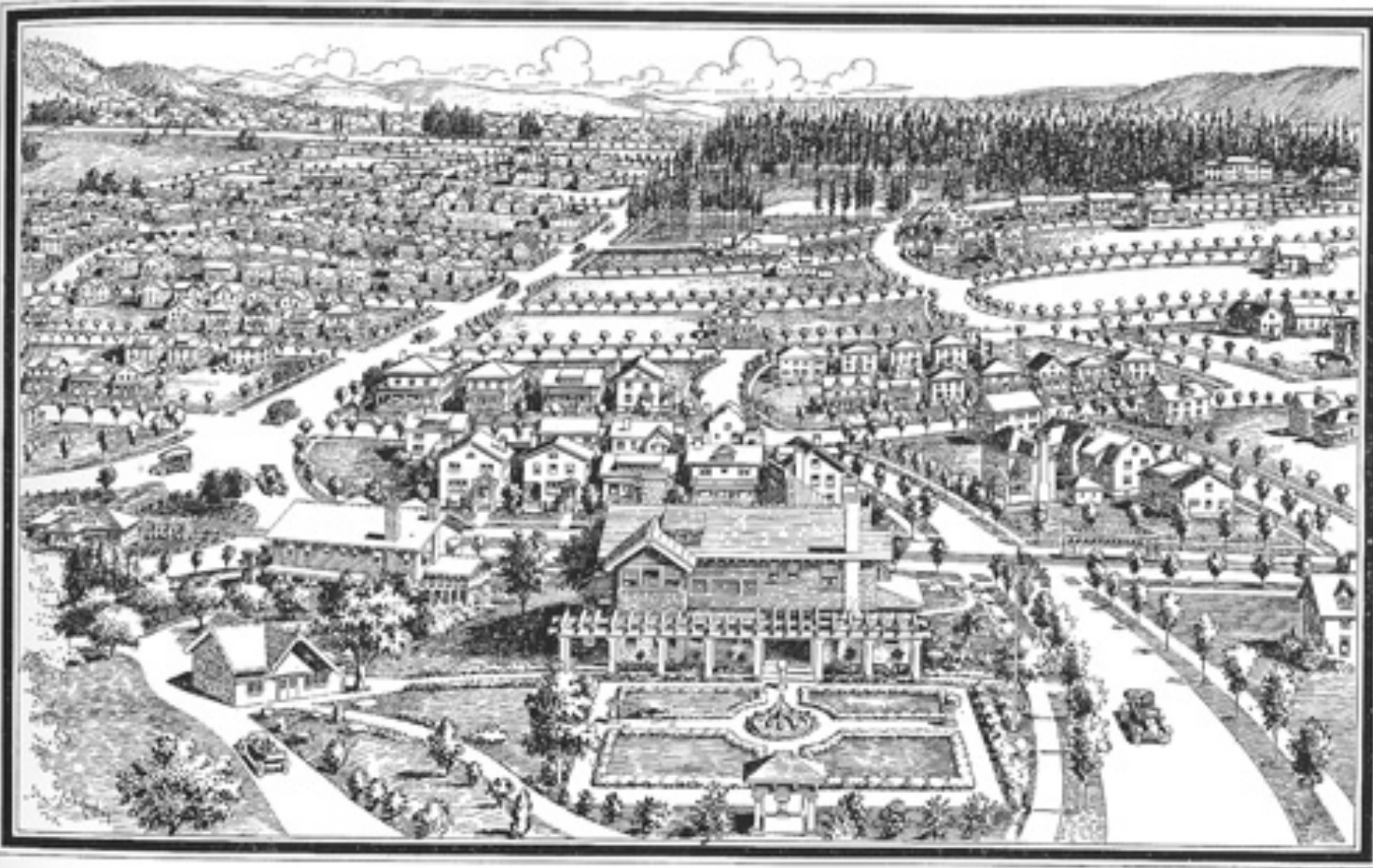


ENTRANCE ON EAST GLISAN STREET TO

Laurelhurst

The Addition with Character

Laurelhurst 1916, Coe Circle to Park





12:—View in Laurelhurst Park, Portland, Oregon.

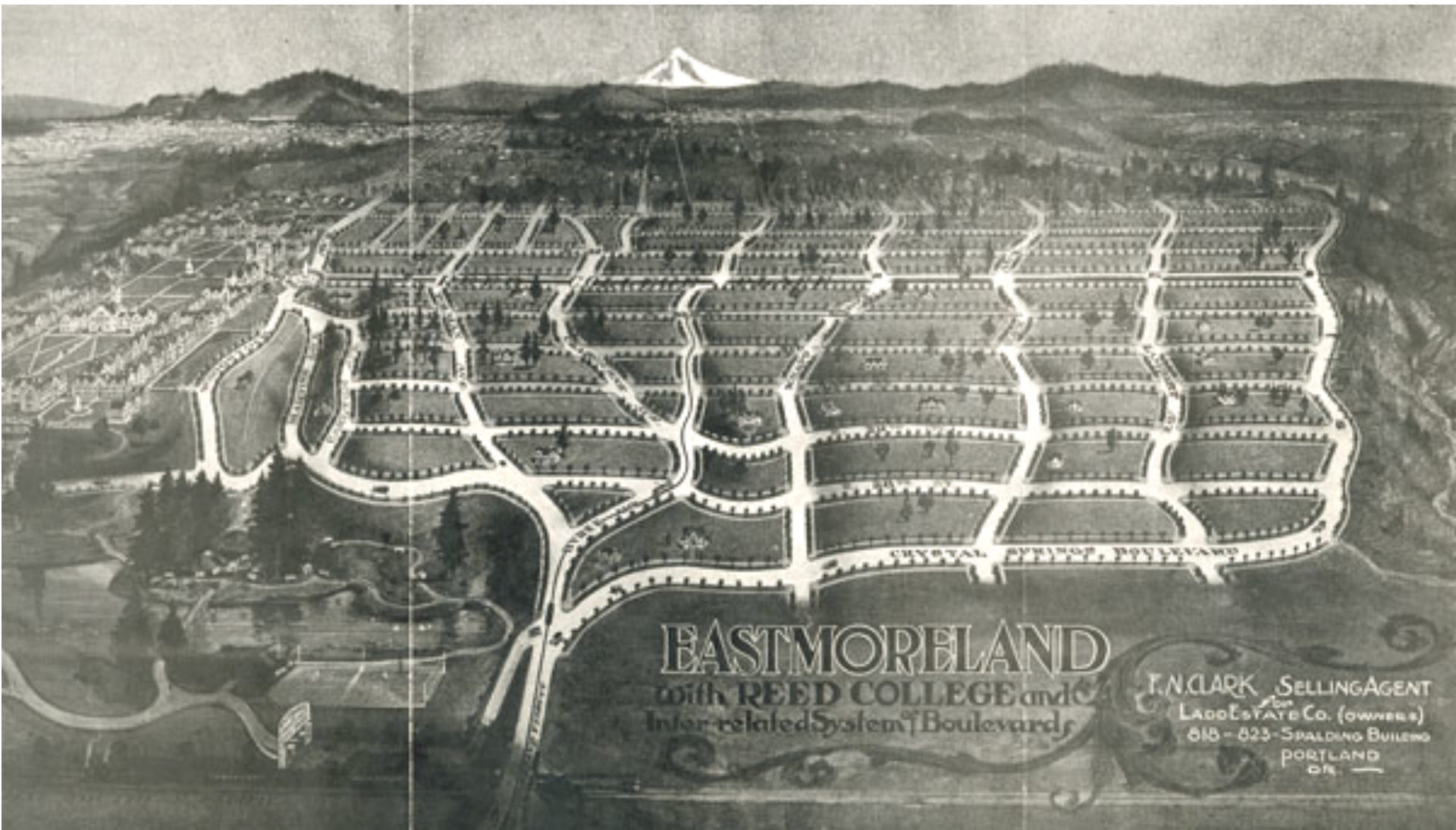
Laurelhurst Park, Mische Design 1912





Coe Circle
St Joan 1924

Eastmoreland 1910



View East on Bybee, Reed to Left



Reed College Place, Little Leaf Lindens

Duniway School , Reed College Place



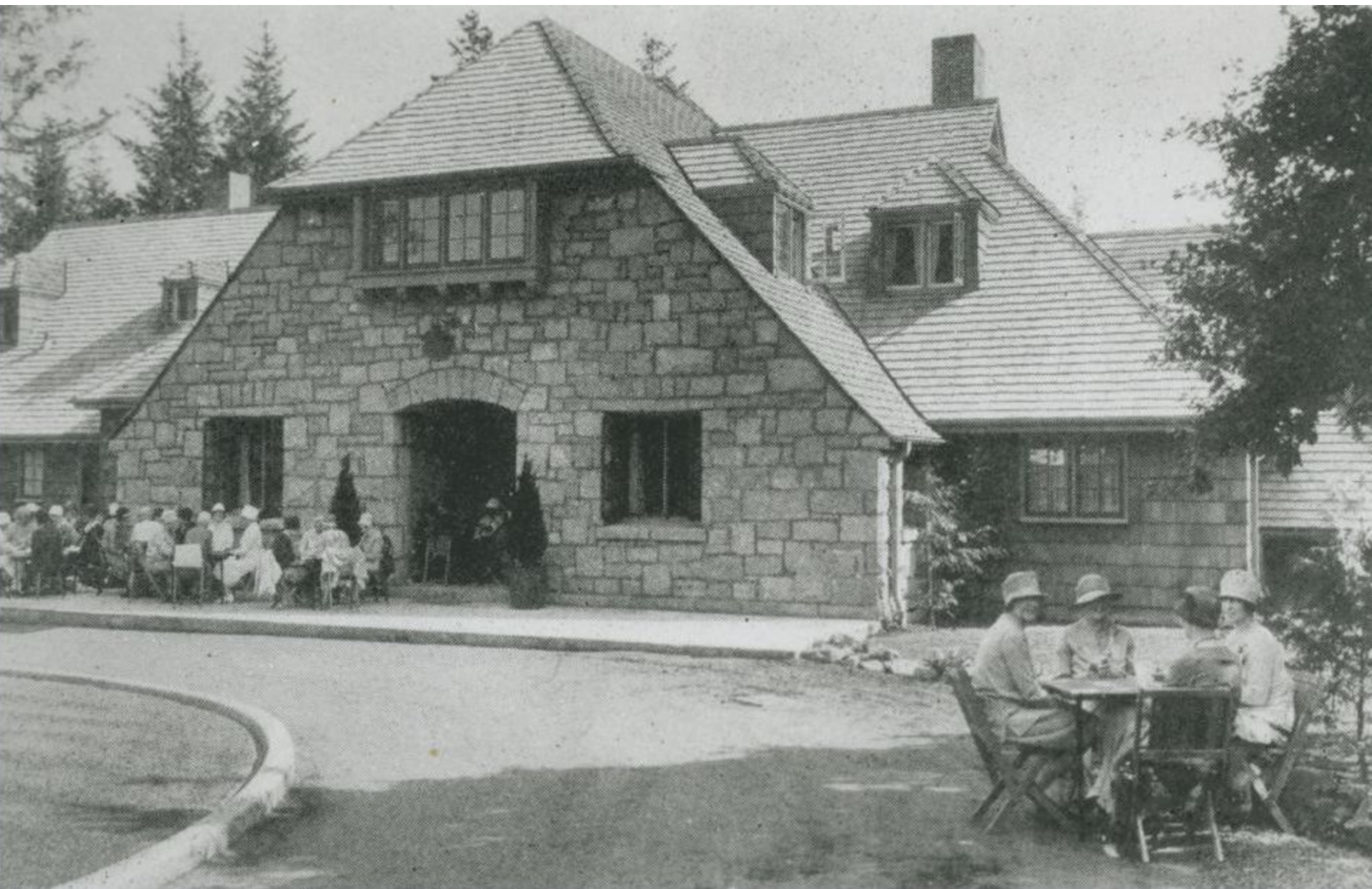
Crystal Springs Gardens



Lake Oswego: 1910s -40s



Oswego Lake Country Club 1920s
“Play Where You Live”



Oswego Lake Country Club, Clubhouse 1920s



Ladd Estate Co. Model Home, 1938

Dunthorpe 1916



Ladd Home

William M. & Mary Ladd



Reed College (1911-12)

Oregon's first 4 yr liberal arts college

**“An Exotic Jewel of
Higher Education”**

The Oregonian Oct. 30, 2011



Amanda Reed and Friends
California, 1901



Amanda Reed and Friends Pasadena 1901

Amanda Reed's Will 1904:

Create a learning institution for the

“Increase and diffusion of practical knowledge among the citizens of the City of Portland and the promotion of literature, sciences and art.”

And to “Forever be... free from sectarian influence, regulation, and control”

Martin Winch

1858-1915

Reed Nephew

Defended
Amanda's Will

vs.

11 heirs

- \$1.8 million
- Endowment

- \$44 million
- Present value





Reed Mansion, Portland

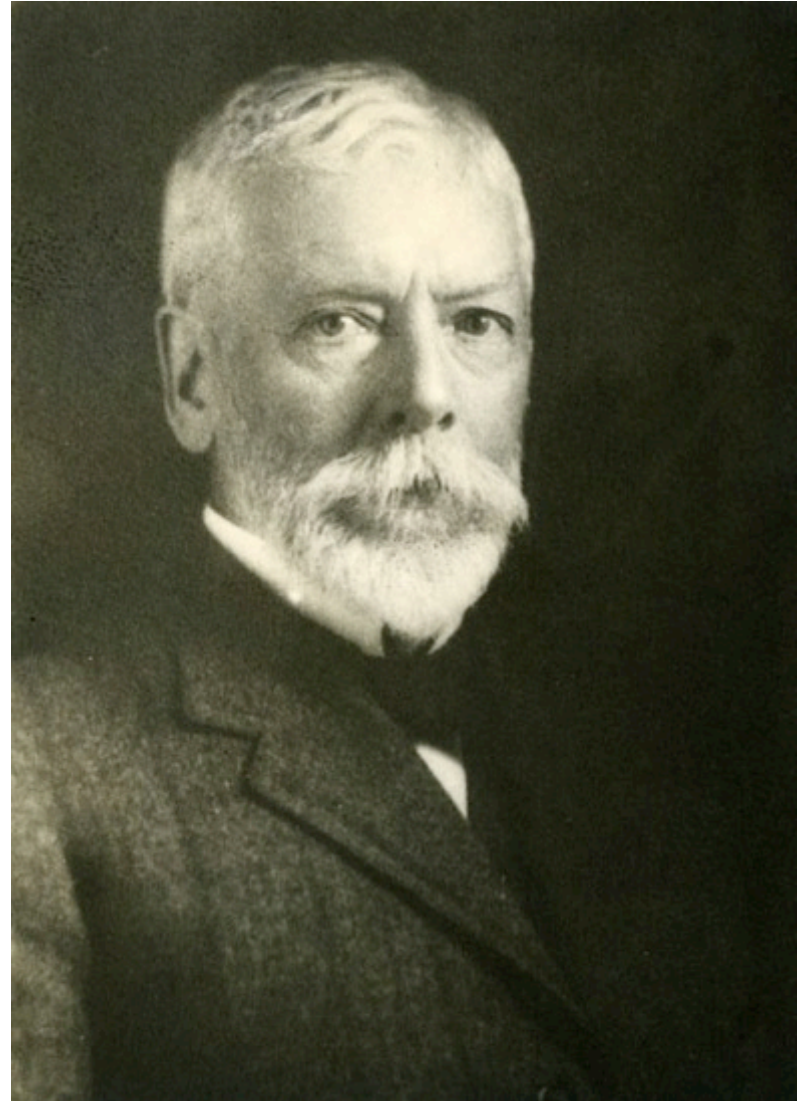
- 1895 Adventist Sanitarium, 20 patients
- Then a boarding house
- Demolished 1926

REV. THOMAS LAMB ELIOT

1st Unitarian Church

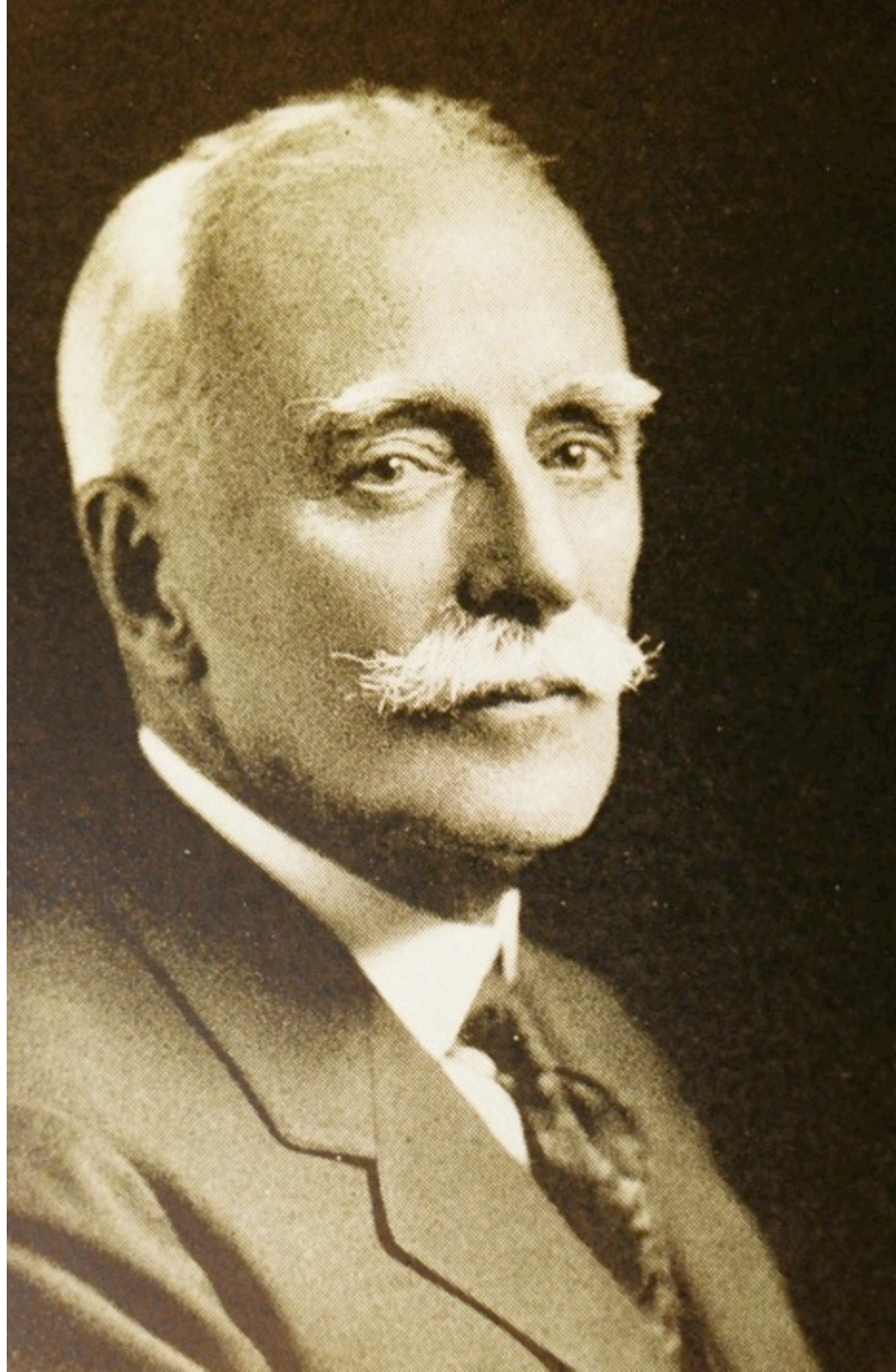
1st Reed Trustee
President

Favored a College
of “Literature,
Sciences, and Art”



**WILLIAM
MEAD
LADD**

**Reed
Campus
Donor
1910**



**Reed
Board
1910-
1931**

**Board
of
Regents
Pres.
1920-
1931**

Ladd's Crystal Springs Farm 1908



View west across future Reed Campus

West Hills in background

William T
Foster

First
President

Reed College

1910

Age 31



William T Foster, Reed's First President, 1910

Vision for Reed College

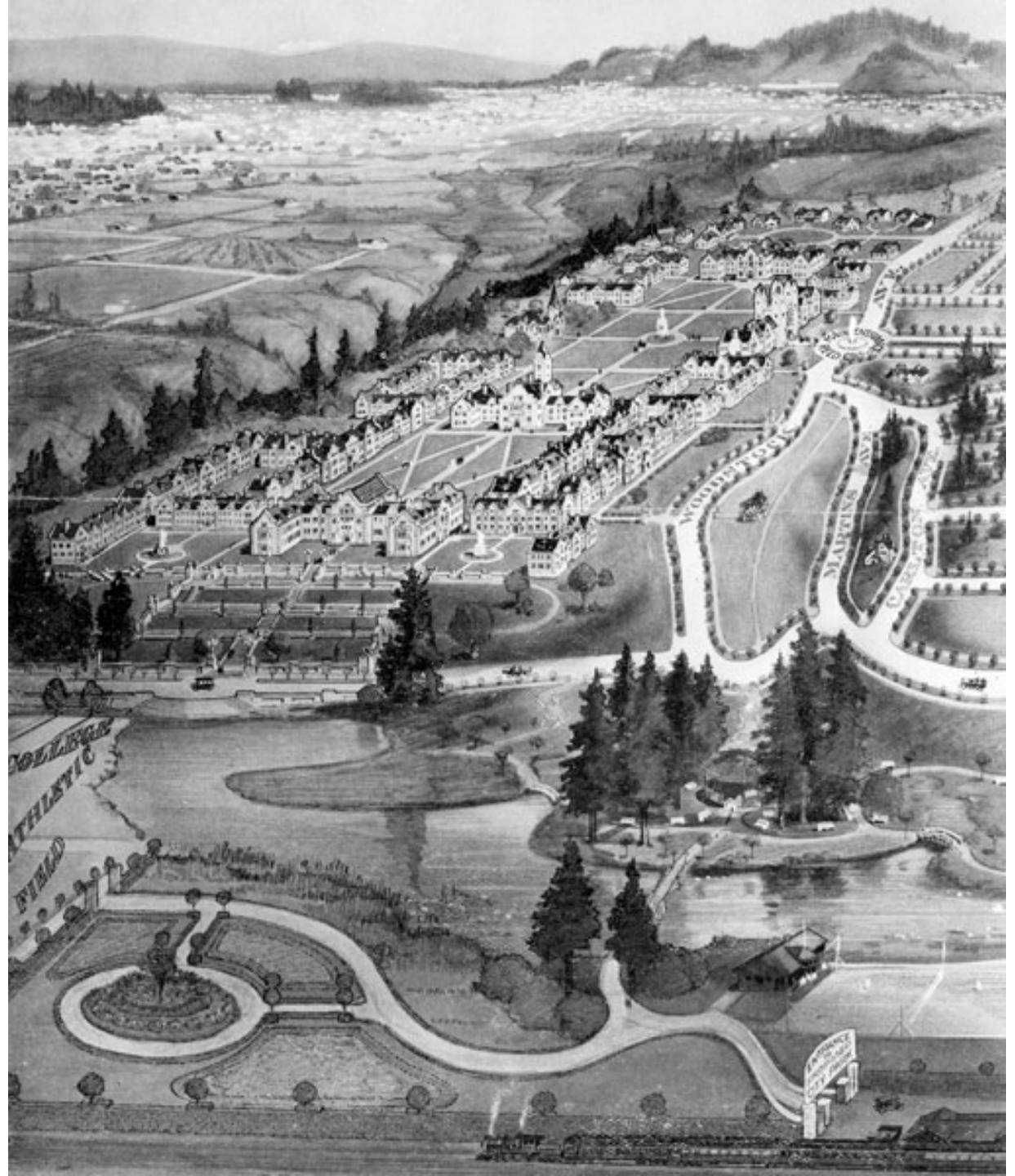
Reed would be imbued with a *“deathless spirit”* of intellectual rigor, academic freedom, and democracy.

Reed would be committed to intellectual purity and meritocracy,

Avoiding the *gentleman's club atmosphere* and *“the sheep-dip method of education”* that prevailed at other colleges.

Reed Master Plan

1911



Eliot Hall 1912 by AE Doyle



Reed Students 1913





Campus Day Volunteers 1915



The Great Lawn, Reed College



Doyle Owl 1920, the "Deathless Spirit" of Reed

PART 3:

THE GREATEST LEGACY

OF THE

LADDS AND REEDS ?

**The Ladds and Reeds were
Portland's top business and
civic entrepreneurs
for Eight Decades**

Their Greatest Legacy

RENAISSANCE

CIVIC VISION



PORTLAND OREGON



**FACTS
REGARDING
THE
ROSE
CITY**



Reed College, Old Dorm 1912

Ladds Addition Rose Gardens 1912



THANKS TO

• **AMANDA REED**

Reed College Benefactor

• **DOROTHY JOHANSEN**

History Professor, Reed College

• Reed College Archives

• Save Our Elms:

• Ladd's Addition, Eastmoreland, Laurelhurst,

• Mt Tabor, Grant Park, Richmond, SW Hills Neighborhoods

• Friends of the Ladd Carriage House

• Lake Oswego Preservation Society

• Architectural Heritage Center

• Oregon Historical Society

• Café Unknown Website

• City of Portland Archives

• Building Oregon Website, U of O

• Don Nelson, author of The South Park Blocks

For teaching Oregonians

Why History Matters