

PORTLAND REDEVELOPMENT ADVISORY BOARD

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PORTLAND'S REDEVELOPMENT PROGRAM

Redevelopment is a Program For City Rebuilding...

Here is a practical, effective plan for eliminating costly blighted areas and putting good city planning into action.

The Redevelopment Program offers the only practical and effective method for eliminating Portland's blighted areas and their destructive social and economic effects.

The Redevelopment Program makes it possible to reclaim Portland's worn-out sections by removing old, inadequate, or incorrectly located buildings. Private enterprise can then build new industrial, commercial, or residential developments on the reclaimed and re-planned land areas. Redevelopment is a means of putting good city planning into action.

Portland has no extensive slums, such as are found in larger eastern and midwestern cities. But, it does have a number of large blighted areas which are sorely in need of rebuilding—and which can be put to new and better uses. These blighted areas have deteriorated to the point where they are major civic liabilities.

Rather than allow the City's blighted areas to decay further—until they become genuine slums—Portland can begin immediate action to halt the spread of blight. Through Redevelopment, Portland can now take positive steps to assist local private enterprise with the task of rebuilding its blighted areas, making them profitable once again. Redevelopment can lighten the citizens' tax load by converting Portland's blighted districts into better taxpayers.

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What is it?

How does it work?

Redevelopment: a Cooperative Venture by the Community and the Federal Government

Benefits are mutually shared. As communities prosper, so does the Nation.

Redevelopment is a cooperative venture between a local community and the Federal Government. Both contribute toward it financially, and both receive mutual social and economic benefits.

For years, communities and private groups have attempted to eliminate costly blighted areas, but with little success because of insurmountable obstacles.

The greatest obstacle, in nearly all instances, has been the cost. To rebuild on a large enough scale to be effective, the expense involved has been more than could be afforded individually by the communities, or private developers.

All Redevelopment Programs are LOCAL undertakings—started by the community, approved by the community, and carried out by the community. The Federal Government's job is to provide financial assistance.

In order to undertake a Redevelopment Program with Federal assistance, a community must first

"I am enthusiastic about Redevelopment. I am convinced it is a positive step in the right direction, namely, rebuilding rundown sections of our City before they deteriorate into slums and become social and economic liabilities to our City . . ."

— Guy E. Jaques.

*Quoted from Guest Editorial, OREGON JOURNAL, November 16, 1951, by Guy E. Jaques, President, Portland Federal Savings & Loan Association, and Chairman, Redevelopment Advisory Board.

establish an administrative agency with necessary powers under local laws. In Portland, the Housing Authority is the administrative agency.

An Advisory Board, composed of a cross-section of Portland citizens, has been appointed to work with the Redevelopment Agency. The Board advises the agency on policy matters by interpreting civic interests and public opinion.

A Redevelopment Agency buys, clears and prepares blighted areas for rebuilding. When the land is ready for re-use it is sold at a fair market price to private developers who erect modern buildings, according to previously planned and approved new land uses. A Redevelopment Agency cannot construct buildings.

Through a Federal-local cost sharing Redevelopment Program, Portland can launch a permanent blight control plan. The costs involved in clearing the land are shared—2/3 by the Federal Government and 1/3 by the local community. This is called a "write-down."

"Write-down" is the difference between the cost of acquiring and clearing the blighted areas and the money received from sales of the land.

In order to attract investors to blighted areas, the land must be equally as suitable and attractive, if not more so, as available land in other areas, or on the City's fringes. This can be done only through clearing blighted areas and "writing-down" costs.

A city is allowed to pay its share either in cash, donations of land, or in improvements, such as parks, schools, playgrounds, and other facilities, which will serve the area after redevelopment.

Control of blight is a national, as well as a local, problem and responsibility. Sound, healthy, progressive and prosperous communities contribute to the growth, wealth and security of the Nation.

3 PROPOSED REDEVELOPMENT AREAS....

