

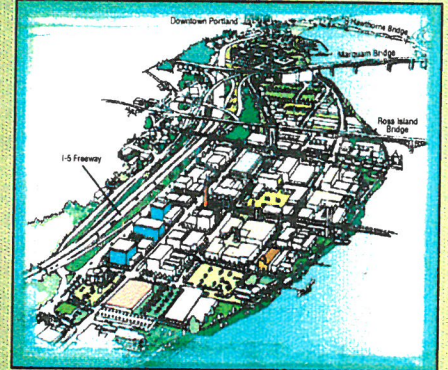
MAJOR PDC PROJECT HIGHLIGHTS



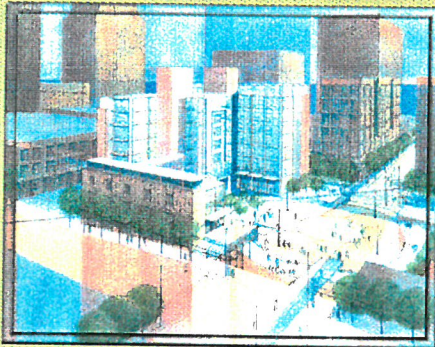
Eastbank Riverfront Park



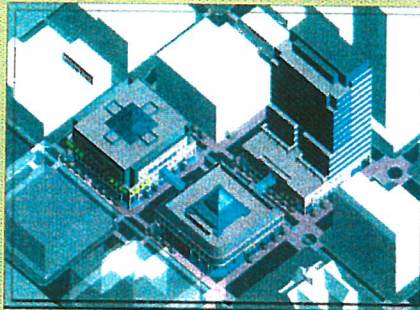
Airport Light Rail



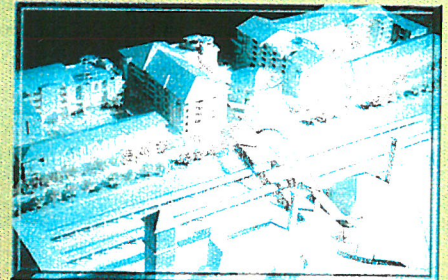
North Macadam



University District



Pioneer Place Expansion



River District



The City of Portland's
Economic Development, Urban Renewal
and Housing Agency

PORTLAND DEVELOPMENT COMMISSION

BACKGROUND

The Portland Development Commission (PDC) was established by popular vote of the citizens in 1958. PDC is governed by a five-member citizen board of the Commissioners who, along with the agency's Executive Director, report directly to the Mayor.

PDC is charged with delivering projects and programs in the areas of housing, business development and redevelopment to achieve city and regional goals.

PDC concentrates its activities in three major areas of the city:

- North/Northeast Portland
- Portland's Central City
- Outer Southeast Portland

PDC'S MISSION

To bring together community resources to achieve Portland's vision of a vital economy with healthy neighborhoods and quality jobs for all citizens.

For more information about any of the material in this booklet, or to receive a copy of PDC's Annual Report or Five-Year Plan, contact Public Affairs at (503) 823-3296.

And, please visit our web site at www.portlanddev.org.



The City of Portland's
Economic Development, Urban Renewal
and Housing Agency

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6 PROJECT FACT SHEETS

■ PORTLAND AREA PROJECT MAP

■ AIRPORT LIGHT RAIL

A unique partnering of public and private sectors, this project will create a light rail link to the airport and open a major urban development to investment and jobs.

■ EASTBANK RIVER PARK

A public space on the east bank of the Willamette River will connect major attractions via pedestrian pathways similar to the west side's popular Tom McCall Waterfront Park.



■ NORTH MACADAM

A mixed-use planned development including housing, commercial and office space, and research and development activities in a suburban configuration proximate to the central city.

■ UNIVERSITY DISTRICT

The redevelopment of the Portland State University area will provide a unique blend of housing, transportation and education venues for the southern portion of downtown Portland.

■ PIONEER PLACE EXPANSION

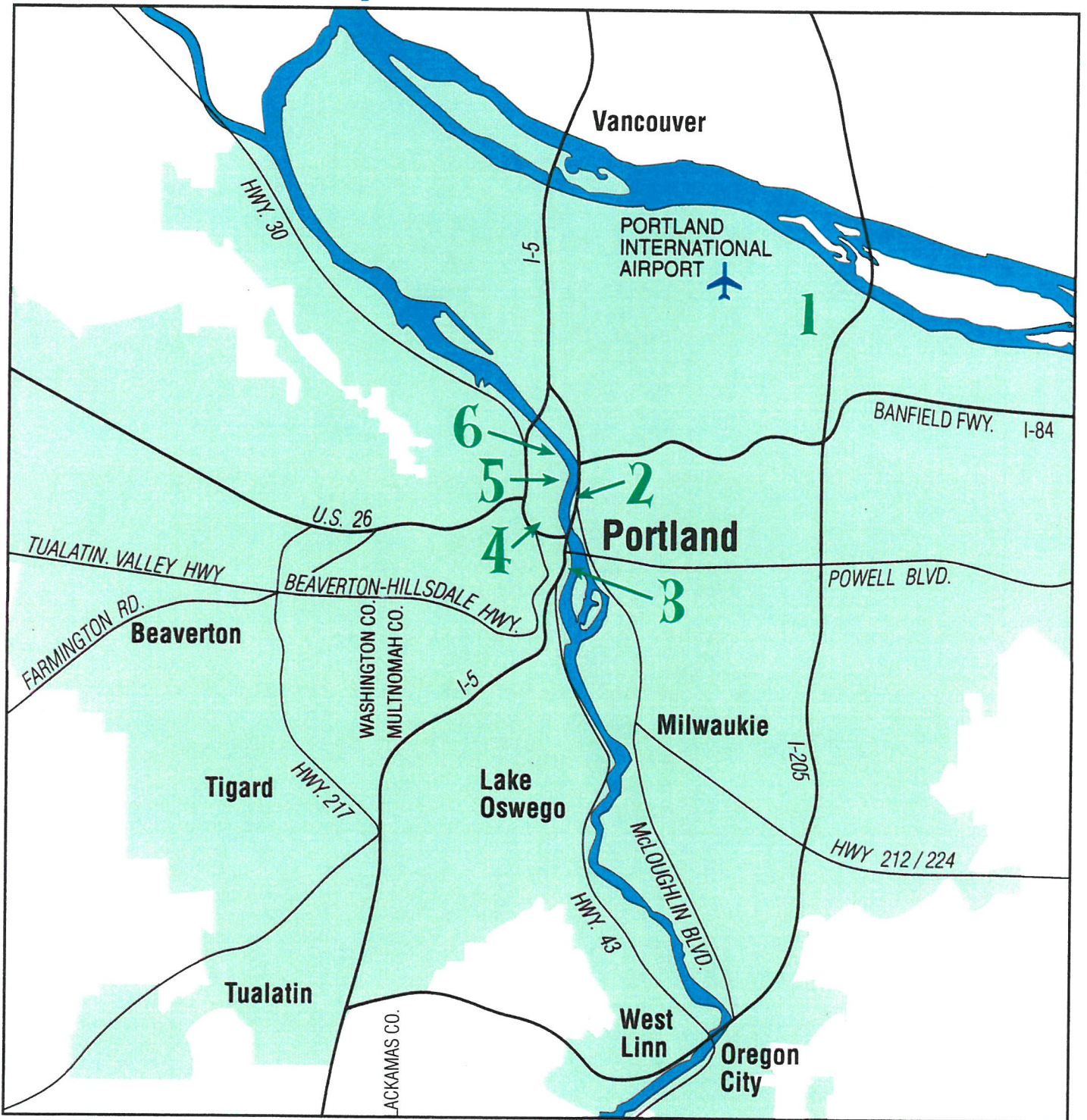
This \$42 million expansion of the popular Pioneer Place development will accommodate additional retail and entertainment activities, bringing new jobs and retail activity to downtown Portland.

■ RIVER DISTRICT

The vision for this area includes a variety of housing with an emphasis on pedestrian and transit features that combine to create a livable and vital urban community close to the region's principal employment center.

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Portland Metropolitan Area



Major Current PDC Projects

KEY TO PROJECT HIGHLIGHT FACT SHEETS

- Project 1** — Airport Light Rail
- Project 2** — Eastbank Riverfront Park
- Project 3** — North Macadam
- Project 4** — University District
- Project 5** — Pioneer Place Retail Expansion
- Project 6** — River District

 Urban Growth Boundary



AIRPORT LIGHT RAIL

HIGHLIGHTS

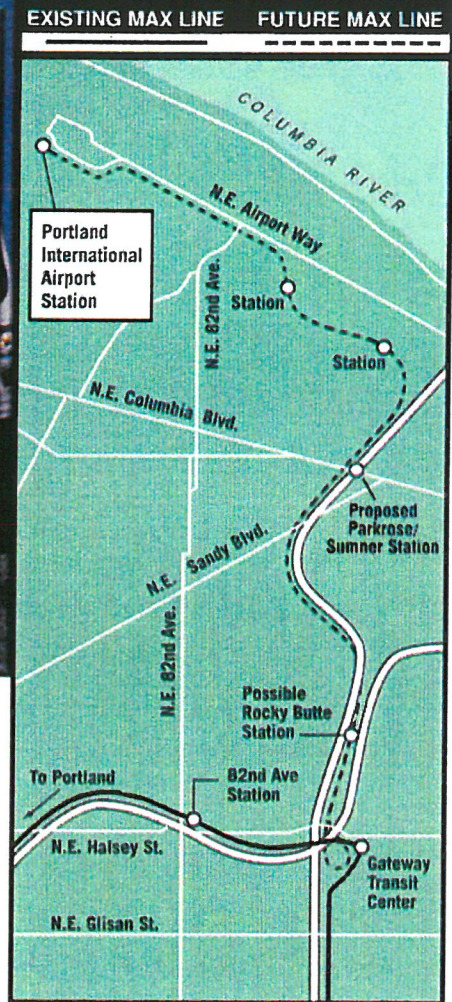
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PROJECTS

PROJECT 1



Proposed route for future Airport Light Rail project

IMPORTANT FACTS ABOUT THIS PROJECT

- Airport MAX is expected to carry 5% to 10% of all air passengers to and from the airport.
- Limited capacity of Airport Way will be eased by the addition of light rail.
- A unique opportunity with the support of a private sector partner, Bechtel, allows us to construct this line with no federal funds. The public partners include Port of Portland, Tri-Met, Metro and the City of Portland.
- The finished 120-acre urban project at the Portland International Center will employ 10,800. The project includes hotels, office buildings, destination retail and entertainment surrounding park blocks and anchored by light rail stations.
- This dense urban design is made possible by light rail access, and will total 2.3 million square feet.
- If this proposed project receives final approval, service could begin July 2001.



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EASTBANK RIVERFRONT PARK

HIGHLIGHTS

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PROJECTS

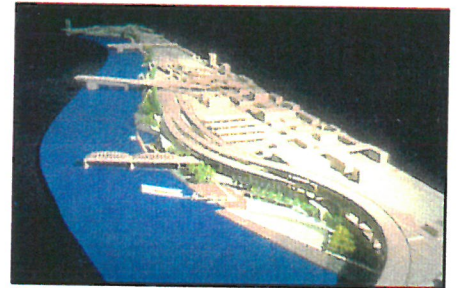
PROJECT 2

IMPORTANT FACTS ABOUT THIS PROJECT

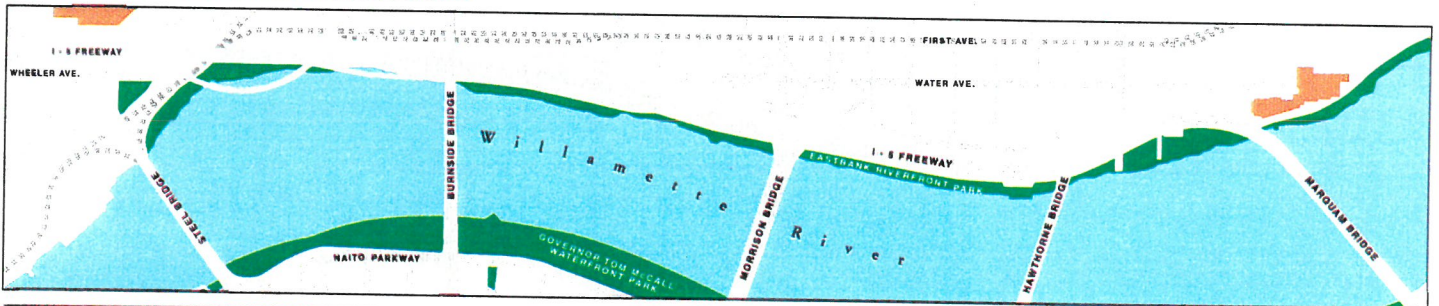
- Provides public space on the east bank of the Willamette River, creating access for Portlanders to both sides of the river.
- A riverside pedestrian pathway will connect the Rose Quarter and the Oregon Convention Center at the north end to OMSI (Oregon Museum of Science and Industry) to the south.
- Encourages pedestrian and bicycle use along both sides of the Willamette, as well as across the river with new bridge connections.
- Enhances public attractors on the east side of the river, including areas for special events, a marina for pleasure boats, and a boat house with various rowing activities.
- Will provide a significant east bank amenity as successful as the west side's popular Tom McCall Waterfront Park.



Connection to OMSI and Neighborhoods



Boathouse and Event Spaces



The Willamette River runs through downtown Portland, separating the east side from the west. The existing Waterfront Park is depicted along with future Eastbank Riverfront Park green spaces.

Model of the *Burnside Bridge Connector* which will provide public access to Riverfront Park from the Burnside Bridge.

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NORTH MACADAM

HIGHLIGHTS

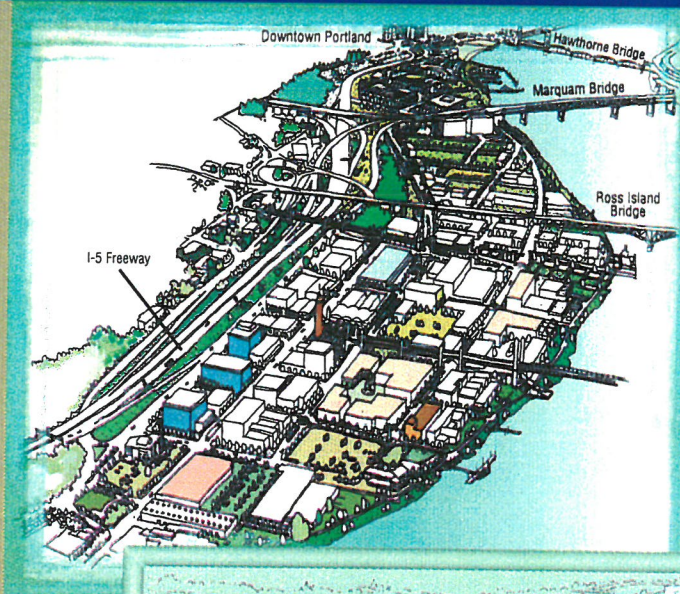
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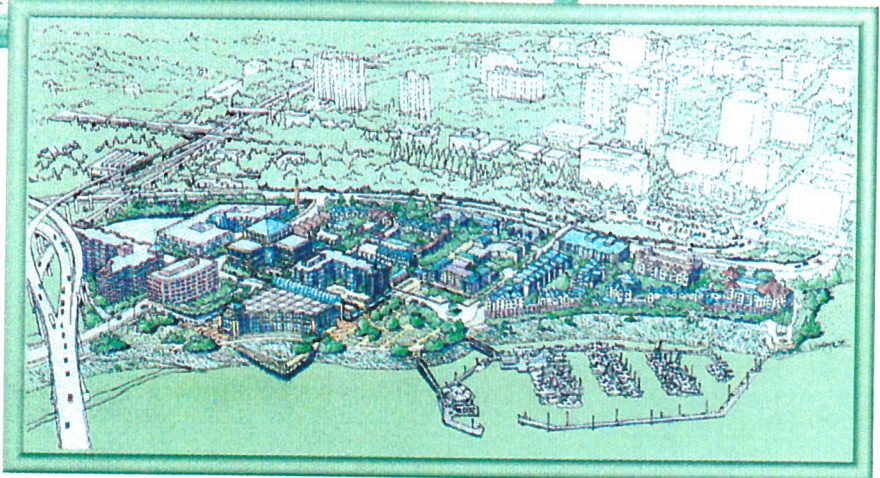
PROJECTS

PROJECT 3



Artists rendering of future North Macadam area showing office, commercial, housing and recreational development.

View north toward downtown Portland.



Future vision of the RiverPlace area expansion, a nationally recognized waterfront development.

IMPORTANT FACTS ABOUT THIS PROJECT

- This 145-acre project extends the very successful South Waterfront (Riverplace) development from the Marquam Bridge south to Bancroft Street (River Forum complex).
- Over 1.5 million square feet of office and commercial development, including major facilities for Oregon Health Sciences University (OHSU), will create over 8,000 new jobs.
- The City and private property owners are creating a master plan for this mixed development that includes housing, office, commercial, and research and development combined with unique waterfront development opportunities.
- Planned alignment of north-south light rail will service the development and the 1,800 housing units it will contain.
- North Macadam will have the amenities of suburban developments combined with the proximity to the services and convenience of the central city.

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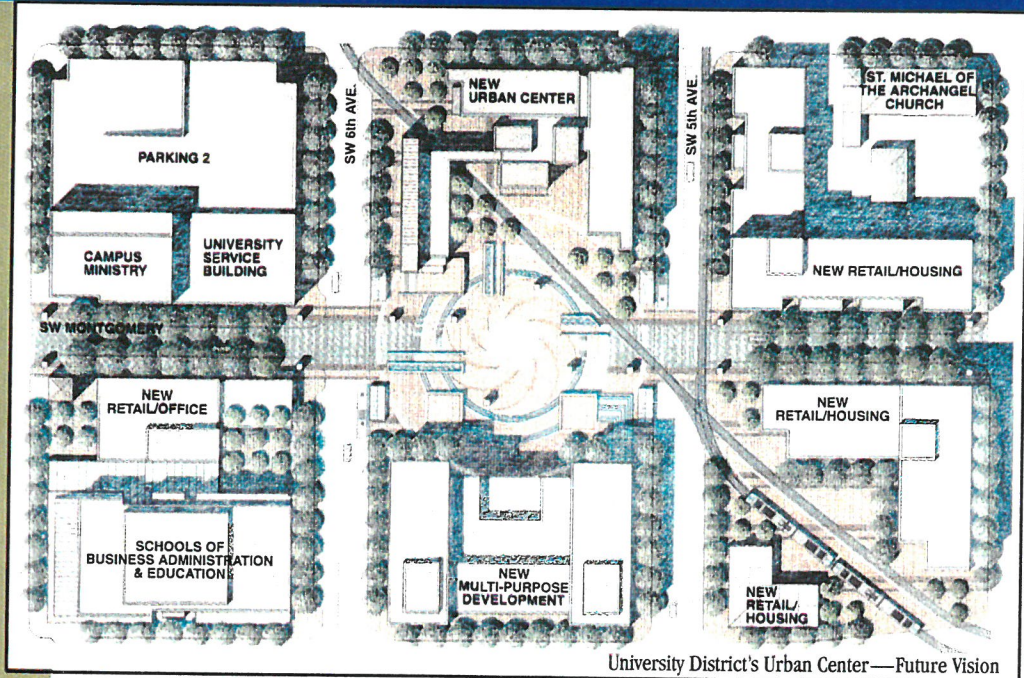
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UNIVERSITY DISTRICT

HIGHLIGHTS OF MAJOR CURRENT PDC PROJECTS



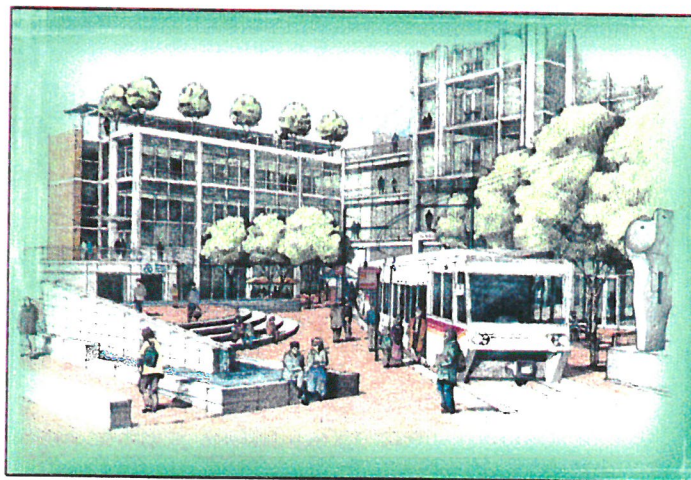
University District's Urban Center—Future Vision

IMPORTANT FACTS ABOUT THIS PROJECT

- Portland State University will be the catalyst for the redevelopment of the southern part of Portland's downtown.
- A two block urban center and plaza will be the signature project for the university.
- Current visions of future north-south light rail configuration would route the line through the University District and down Fifth and Sixth Avenues to connect with existing east-west lines.

PROJECT 4

- The plaza has the potential to become a major transit center to serve existing bus lines, and planned future streetcars and light rail.
- In addition to an expansion of academic facilities for the university, the district plan calls for expanded housing options, commercial and cultural activities, and recreational opportunities.



Northwest view of the proposed University Plaza. This new urban gathering place will serve as a highly visible front door to Portland State University, integrating transit stops, commercial spaces and services.

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PIONEER PLACE EXPANSION

HIGHLIGHTS

OF MAJOR

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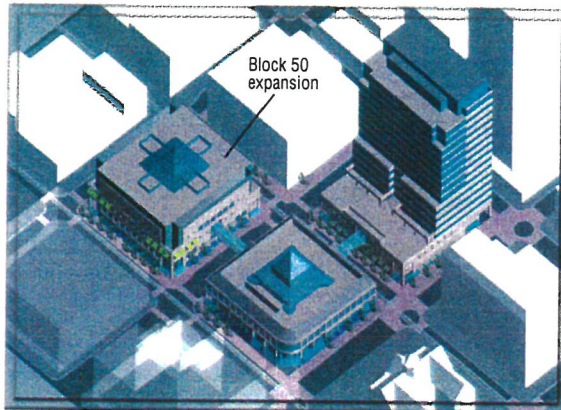
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PROJECTS

PROJECT 5



Pioneer Place Block 50—View down Fourth Ave. of skybridge connecting new expansion with the existing mall.



Pioneer Place Block 50—Axonometric view of expanded development.

IMPORTANT FACTS ABOUT THIS PROJECT

- Project will total \$42 million.
- A full city block, bounded by Third and Fourth Avenues and Yamhill and Morrison Streets.
- The four-story building will include 120,000 square feet of retail shops and a 30,000 square foot cinema.
- The new expansion will connect via skybridge and lower concourse to the existing Pioneer Place retail pavilion.
- Retailers will be a mixture of nationally recognized anchors including Saks Fifth Avenue and Eddie Bauer, along with specialty retailers unique to the Portland area, focused on fashion apparel, furnishings and gifts.
- Merchants in the new facility expect to employ 250 full-time workers and generate \$35 million in annual retail sales.

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RIVER DISTRICT

HIGHLIGHTS

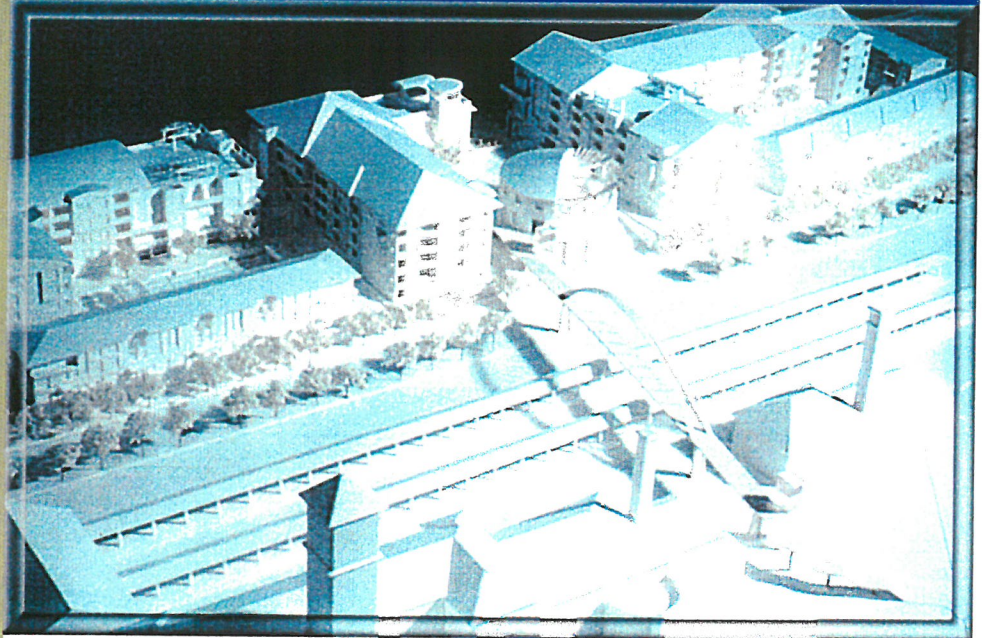
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PROJECTS

PROJECT 6



The Yards at Union Station is a 650-unit multi-phase housing development, located on former rail yards adjoining the historic Union Station.

IMPORTANT FACTS ABOUT THIS PROJECT

- Projects currently underway include Riverstone, a 123-unit condominium project; the "Yards at Union Station," a mixed use/mixed income housing project consisting of apartments and condominiums near the historic Union Station; and the Classical Chinese Garden, located in Chinatown (on the southern edge of the River District), which will be the largest such garden in the United States.
- The River District is located on the northern edge of Downtown Portland, on former rail yards and abandoned waterfront industrial property. In 1994, the City adopted a plan calling for the creation of more than 5,000 housing units in this area over the next 20 years.
- The plan rests on a public/private partnership. Major public investments in the planning stages include a Central City streetcar line which will connect the River District with downtown and with Northwest Portland; a series of new parks and open spaces, a major water feature, and other infrastructure improvements which will help to leverage private investment.
- The River District is one of the City's primary responses to growth management issues affecting the metropolitan region. The City hopes to encourage high density, mixed use development in the District as a means to protect farm and forest land on the fringe of the metropolitan area.
- Concentrating new development in the core of the City, this urban development will help reduce air pollution, traffic congestion, and the other problems posed by sprawl.

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