

Halprin Landscape Conservancy

A photograph of two men in dark suits and blue ties performing a stunt in front of a large, rusted metal waterfall sculpture. The man on the left is leaning back, holding a black umbrella, while the man on the right is jumping over him, holding a green tote bag with the Halprin Conservancy logo. The background shows green trees and a building.

City Council “Communications”
July 30, 2014

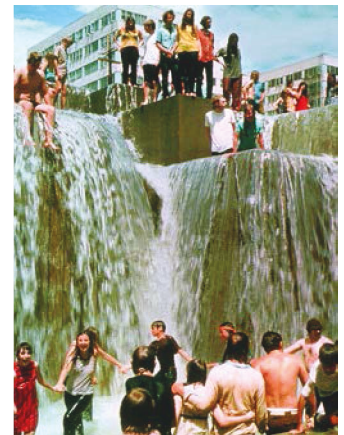


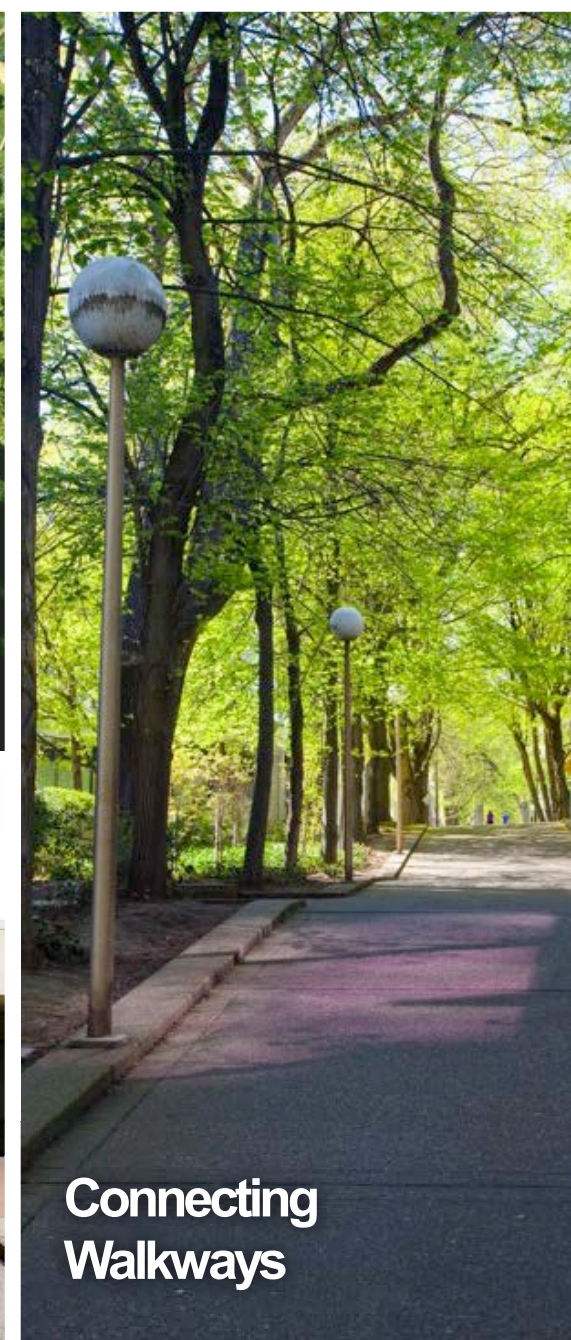
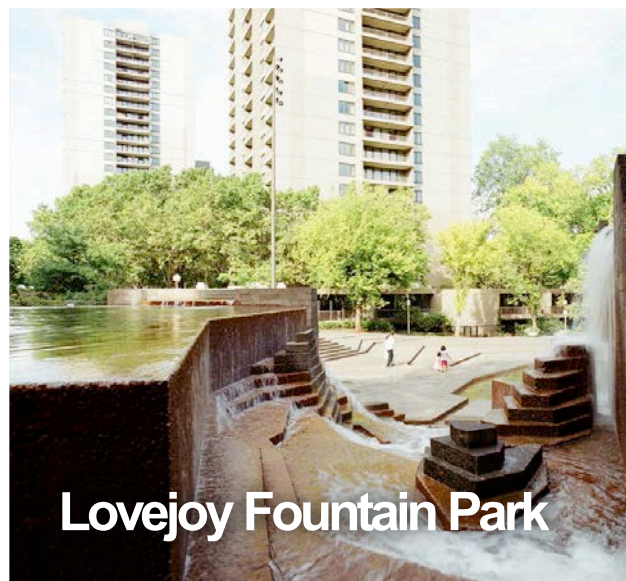
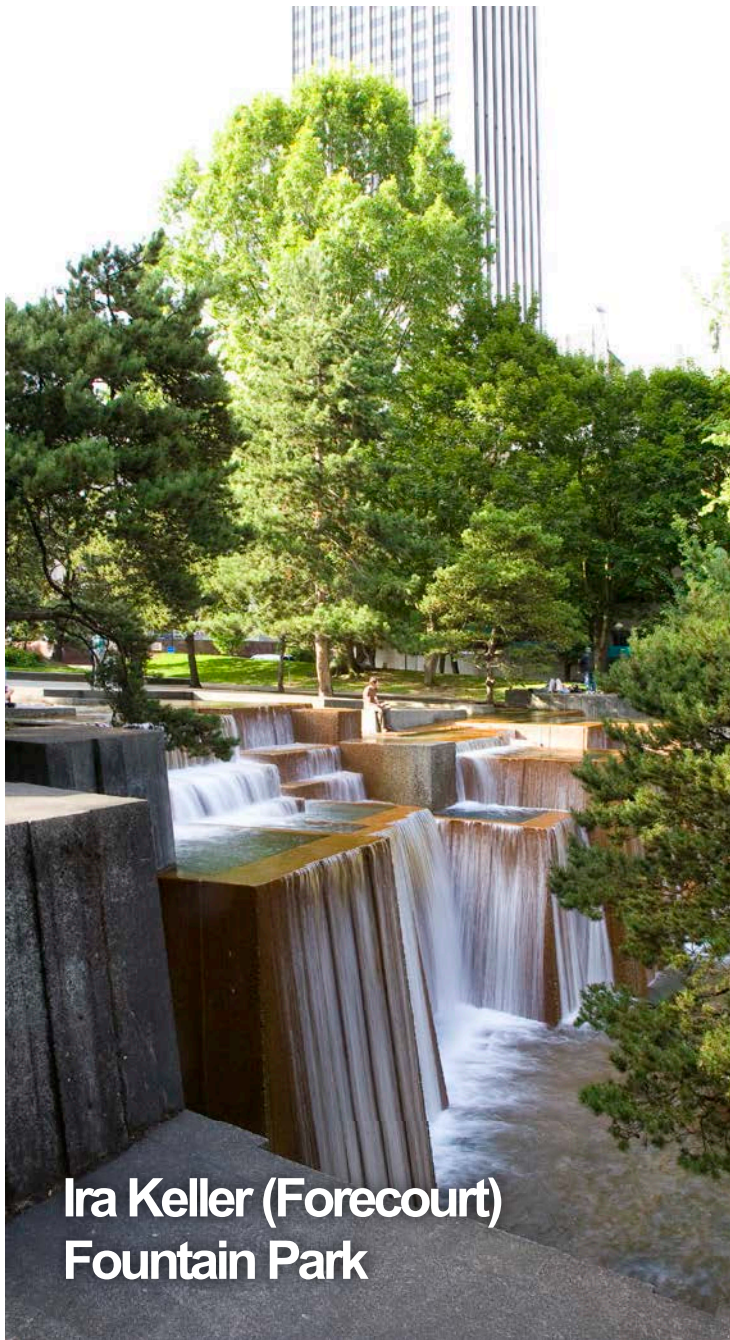




50 YEARS: Creating a Tradition of Public Space

- The “Portland Open Space Sequence”—interactive fountains, plazas, pools and connecting pathways
- Spanning 8 city blocks
- Designed by renown Lawrence Halprin and Associates
- These mid-century modern parks are the most internationally celebrated and influential works of landscape architecture Portland has ever produced
- Added to the National Register of Historic Places in 2013
- Congressional support for National Historic Landmarks designation





Pettygrove Park

Lovejoy Fountain Park

Source Fountain

Connecting Walkways

Ira Keller (Forecourt)
Fountain Park



“One of the most
important spaces since
the Renaissance.”

—ADA LOUISE HUXTABLE, THE NEW YORK TIMES, 1970

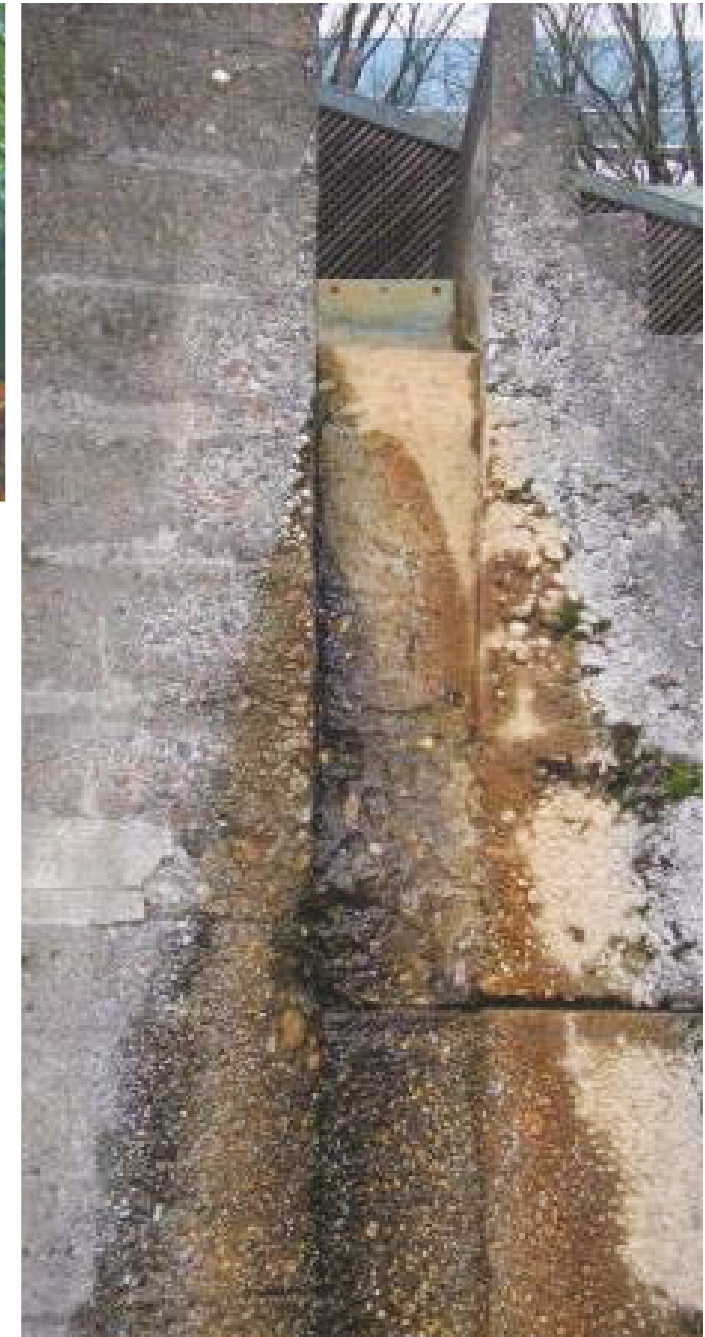
THE NEED: Restoring a Portland Treasure

- These places *matter* to Portland and the world
- *Dire need* to repair, restore, reinvigorate, and protect
- 2012 Condition Assessment Report: *\$2.5 million* of unfunded restoration work
- Robust *community engagement*
- Innovative *public / private* funding model



SAMPLE RESTORATION PROJECTS:

- Safety and ADA improvements
- Replacement of lighting
- Repairs of concrete slabs, curbs
- Planter repair, tree and shrub replacement
- Repair of site furnishings
- Irrigation system replacement with connections to City's central control system



WHY NOW?

50-Year Anniversary: 2016

**Keller Fountain Opening Day
June 1970**



**Lovejoy Fountain Opening Day
June 1966**



THE STEWARDS: Halprin Landscape Conservancy

Board of Trustees:

PRESIDENT / SECRETARY

Randy Gragg

TREASURER

Bob Naito

Nancy Fishman

Mark Goodman

Grant Higginson, MD, MPH

Sarah Iannarone

Carol Kekez

David Knowles

Julie Leuvrey

Mark Rosenbaum

Jeff Schnabel

Eric R. Shoemaker

Jay T. Waldron

David Zier

EXECUTIVE DIRECTOR

Karen Whitman

*Formed in 2001 to restore, enhance maintenance,
and develop programs to celebrate the legacy of
these landmark fountain plazas*

2008 Staging of “The City Dance of
Lawrence & Anna Halprin”

2009 Incorporated as 501c3

2009 Published monograph:
Where the Revolution Began

2011 Signed agreement with City of Portland

2012 Commissioned Conditional Assessment Report
to identify capital improvements and budget

2013 National Historic Register designation

2013 Expanded Board and hired Executive Director
to develop 3-Year Business Plan

EFFORTS TO-DATE: Public-Private Progress Report



2009-2011

Tree Trimming at Ira Keller Fountain and Pettygrove Park, in partnership with Russell Development Company

Pettygrove Park
“Adopt a Block”

Phase 1 Sidewalk Repairs Completed

Publication and Distribution of Monograph:
Where the Revolution Began

2012

New South Auditorium District Street and Pedestrian Lighting by PBOT

Full Condition Assessment of Halprin Fountain Sequence Completed

2013

Lovejoy Fountain Canopy Improvements
(Public-Private Financing)

Permit-Ready Construction Drawings for Pettygrove Park Renovation Completed

Approval of 3-year Business Plan

National Historic Register Designation

THE ROAD AHEAD: 3-Year Business Plan



2014

2015

2016

Develop Annual Enhanced Maintenance Plan

**\$40,000 Budget
Ongoing Annual Maintenance**

**\$40,000 Budget
Ongoing Annual Maintenance**

Lovejoy Fountain Canopy Completed

**50th Anniversary
Grand Celebration Planning**

50th Anniversary Grand Celebration

**Pettygrove / Lovejoy / Source / Keller
Permit-Ready Plans Completed**

**Pettygrove / Lovejoy / Source / Keller
Construction Start**

**Pettygrove / Lovejoy / Source / Keller
Construction Completed**

Organize \$2,150,000 Voluntary LID

City Council Approval of Voluntary LID

Payment by Voluntary LID Participants

**Initiate National Historic
Landmarks Designation**

Ongoing

**Award National Historic
Landmarks Designation**

**Initiate Public-Private Financial Support to
Fund Annual Operating Budget**

Ongoing

Ongoing

Build Community Partnerships

Ongoing

Ongoing

SUPPORTERS: **Financing the Work**



*The Conservancy has a \$200,000 annual operating budget financed through an innovative **public-private partnership** of businesses, foundations, community members, and local property owners that are requested to pledge \$25,000 payable in 2014 and 2015.*

LEADING FOUNDERS

Russell Development Company

Arlene & Jordan Schnitzer

Harrison Center Master Association

SUPPORTING FOUNDERS

Naito Development/Harrison & First LLC

Oregon Pacific Investment & Development

Downtown Development Group/Goodman Generations LLC

PROPOSALS UNDER CONSIDERATION

Melvin Mark Properties

Scanlan Kemper Bard/Parkside Center

W3 Management Group

Alecta Portland LLC

KOIN Tower

PROPOSALS IN PROCESS

Teachers Insurance & Annuity Association

Wells Fargo Bank

Shorenstein Company

Schlesinger Properties

Cyan Apartments

FOUNDATION RESEARCH UNDERWAY

Miller Family Foundation

Oregon Community Foundation

Charles Moore Foundation

Windermere Foundation

Collins Foundation

Oregon Cultural Trust

Oregon Heritage Commission

Cultural Landscape Foundation

SUPPORTERS: Voluntary LID

In addition to soliciting support for financing the work of the Conservancy, area property owners are being asked to participate in the Voluntary LID.

ZONE BOUNDARIES

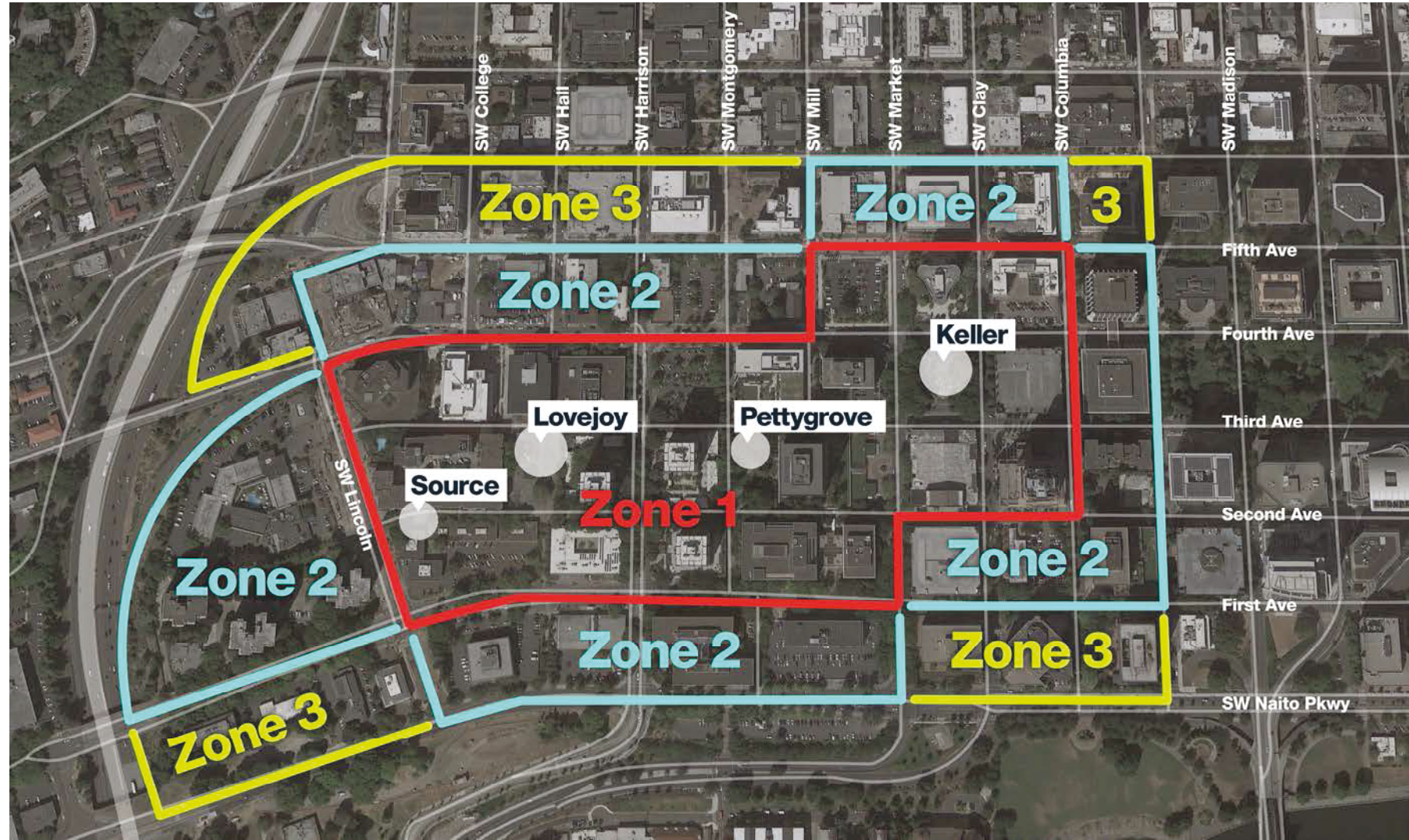
Zone 1 Properties fronting plazas and pedestrian walkways assessed at 100% of base rate

Zone 2 Properties within a block of plazas and walkways assessed at 50% of base rate

Zone 3 Properties within two blocks of plazas and walkways assessed at 33% of base rate

Exemptions:

City of Portland, Non-profits, Condos



PROGRESS TO DATE:
Voluntary LID

GOAL:
\$2,150,000 established after analysis

	GOAL	COMMITTED	PENDING	IN PROCESS
ZONE 1	\$1,370,000	\$509,700	\$743,400	\$116,900
ZONE 2	\$608,400	\$194,200	\$1,500	\$412,700
ZONE 3	\$171,600	\$29,400	\$0	\$142,200

FORMULA
Average of Real Market and Assessed Values
(Multnomah County Tax Rolls)
as proxy for fair market value

**COMMITTED
OR PENDING:** **69%** **OF LID GOAL**

BETTER TOGETHER: Why your support is essential

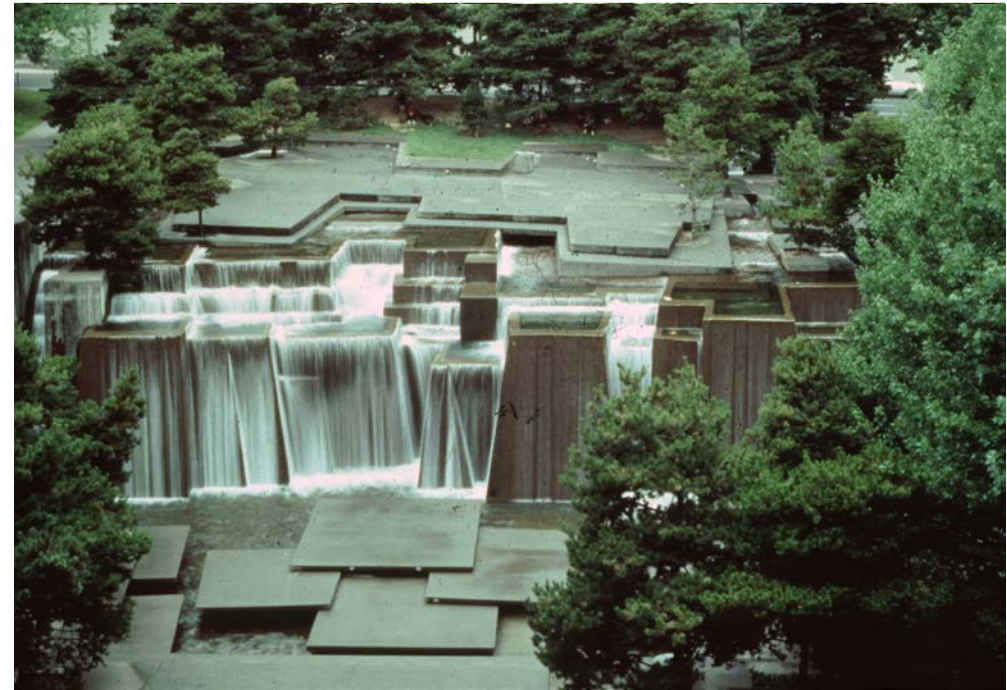
Strong Stewardship Timely action and financial support helps the Conservancy execute its 3-year revitalization plan

Growing Smart Rapid neighborhood growth demands vibrant parks and lively open spaces

Thriving Neighborhoods Attracting businesses, residents, visitors—growing the economy and increasing local property values

Protecting Portland's Legacy Global leadership in environmental conservation and sustainable place-making

Building Partnerships Innovative model bridges sectors to engage a wide-spectrum of community participants—SoMa, PSU, other government, business, university, NGO, and local residents





“As you play in this garden, please try to remember, we’re all in this together.”

—LAWRENCE HALPRIN,
KELLER FOUNTAIN OPENING, 1970

1

Moore-Love, Karla

From: Bob Naito <bob@naitodev.com>
Sent: Tuesday, May 20, 2014 10:31 AM
To: Moore-Love, Karla
Cc: Fishman, Nancy; Randy Gragg; Karen Whitman
Subject: July 30 Council agenda

Karla,

Would you please include me with Randy Gragg for the July 30th Council meeting to address the Council regarding the Halprin Landscape Conservancy.

Thank you,

Bob Naito



Naito Development LLC
150 SW Harrison Street, Suite 200
Portland, OR 97201
Direct: 503-688-1377
Main: 503-222-7244 Fax: 503-222-7255

788

Request of Bob Naito to address Council regarding the
Halprin Landscape Conservancy (Communication)

JUL 30 2014

PLACED ON FILE

Filed JUL 25 2014

LaVonne Griffin-Valade
Auditor of the City of Portland

By *Susan Parsons*

COMMISSIONERS VOTED AS FOLLOWS:		
	YEAS	NAYS
1. Fritz		
2. Fish		
3. Saltzman		
4. Novick		
Hales		