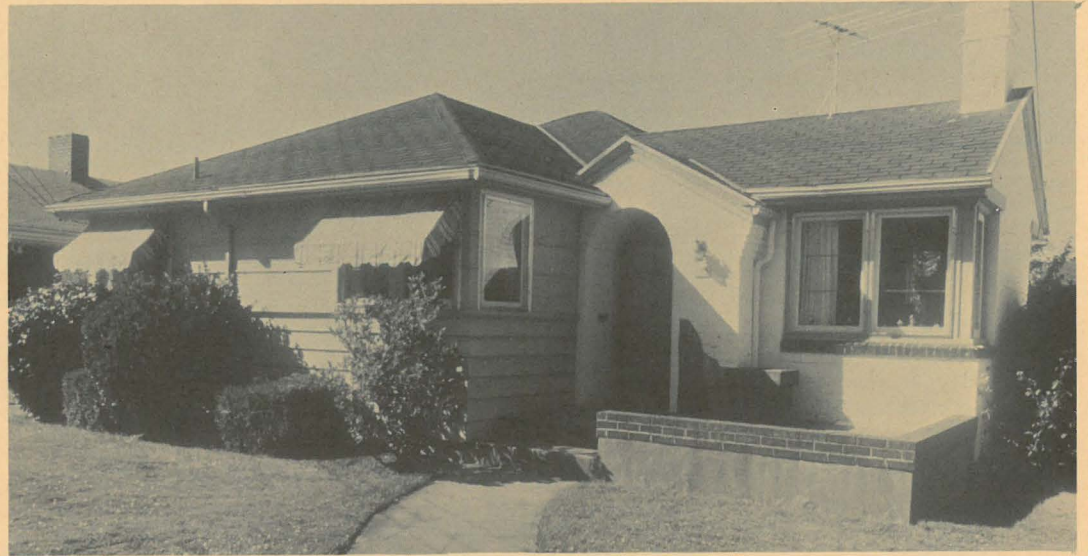


Portland Profile

A NEWSLETTER OF THE
PORTLAND DEVELOPMENT
COMMISSION

Happy Relocations Mark Emanuel Project



The new home of Mr. and Mrs. T. C. Williams, 235 N. Holland.

Relocating persons from an urban renewal project has an outdated stereotyped image of families moving out one jump ahead of a bulldozer with no place to go. A number of families, who have recently moved from the Emanuel Hospital expansion project, can tell you that this image is far from correct.

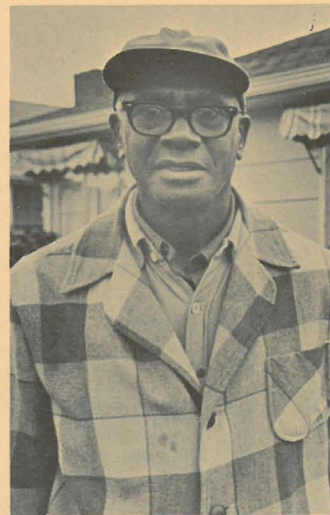
Over the past year, much attention has been focused on relocation activities of the Portland Development Commission in the Emanuel project. Area residents were very concerned with how, when and where they would move. Since actual relocation began nine months ago, sixty-three families have been moved. An additional eighteen are in the process of moving at this time. This represents approximately 55% of those people who will move. The residents' early concerns mostly disappeared as they gained a better understanding of relocation.

Mr. and Mrs. T. C. Williams provide a good example of this shift in attitudes. Formerly an executive board member of the Emanuel Displaced Persons Association (EDPA), which had been set up to voice residents' concern, Mr. Williams told the Portland City Council a year ago, "You are having us move;

we don't have any word to say. You've got the thing all mapped out, from somewhere, we don't have a word to say."

Today Mr. Williams says, "I'm a changed man. I didn't really know the right information on relocation at that time."

Mr. Williams and his wife now live at 235 N. Holland in a home valued at over twice their previous home. He was able to purchase the home, free and clear, through federal payments provided by the Portland Development Commission. All his moving costs were also paid by the Commission.



T. C. Williams

The Federal Relocation Act of 1970 allows families who must move from a project area the fair market value of their home, plus moving expenses, and up to 15 thousand dollars in additional money if a comparable home in a new location costs more than the one they are leaving. Renters can receive as much as 4 thousand dollars to help buy a home or pay part of their rent for up to four years.



The former home of Mr. and Mrs. T. C. Williams in the Emanuel area.

Each family is considered separately and time is taken to insure that each case receives all possible assistance while, at the same time, carefully protecting individual rights. Families are given at least three months notice before they are expected to move. (continued)

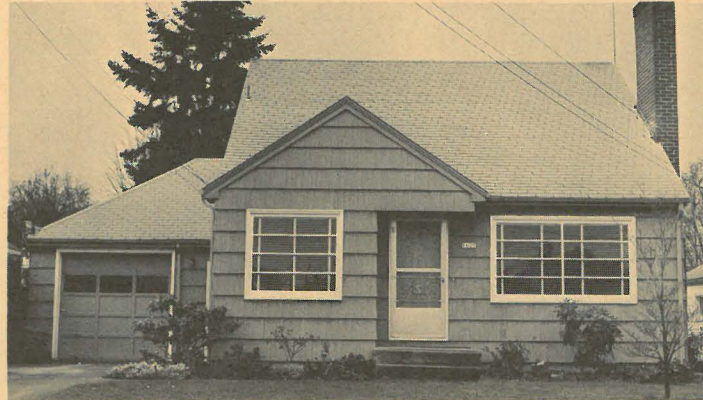
(continued from page 1)

The Portland Development Commission relocation staff works with families to assist in finding new housing. They do not, however, tell anyone where they *must* live. The family may

move anywhere and choose any home they wish.

Over 300 thousand dollars in relocation and replacement housing payments have been made to the sixty-three families who have moved so far in the

Emanuel Project. This is in addition to the fair market value paid for their properties. On the average, the families in the Emanuel Project are moving into homes twice the value of their previous home.



Former Emanuel area home, and new home of Mr. and Mrs. Jake Robison, 6025 N.E. 19th Street.



Former Emanuel area home, and new home of Mr. and Mrs. Alex Eaden, Jr., 2530 N.E. 137th Street.

Mrs. Mabel Burns, 2035 N.E. Junior, refused to be interviewed by relocation personnel when she was first approached. However, by the time she moved, she had talked 3 other families into moving. Her new home, which she owns free and clear, is over twice the value of her previous home.

Mr. and Mrs. Alex Eaden, 2530 N.E. 137th, are going to invite friends who are still living in the project area to visit them and see first-hand their new home. They feel many in the area had been misled by rumors and misinformation. Eaden's new home is 2½ times the value of their home in the Emanuel area. "I got exactly what I wanted," says Mrs. Eaden, "The PDC treated us just fine."

"I don't see how anyone could be unhappy," states Mrs. Jake Robison, 6025 N.E. 19th, "Everyone I've talked to who has moved has been delighted." Mr. and Mrs. Robison's new home is twice the value of their previous home. "The relocation staff works very closely with you. If anything had been wrong I sure would have let them know. We chose our new home and love it." As for the stereotyped image of unfeeling officials forcing people out of their homes, "You couldn't be more wrong," says Mrs. Robison.

PSU Malls Take Shape

Work is progressing on the pedestrian mall in the South Park Blocks adjacent to Portland State University. The busy construction zone activity will soon become a huge serene landscaped pedestrian mall complete with benches, new lighting standards, 54 per cent more grass, and 107 additional trees.

Diagonal concrete paths, now basically complete, provide easy foot traffic through the area and will help preserve grassy sections soon to be planted. Finishing touches are being added to the pathways in the form of bench installations and brickwork trim. The overall project is expected

to be completed by February, weather permitting.

The \$678,000 project will increase the present park from 2.9 to 7.2 acres. \$425,000 of the amount is federal money obtained through the Portland Development Commission in 1968 for the purpose of landscape improvements as part of the Portland State Urban Renewal project. The remainder was appropriated by the 1965 State Legislature for this land acquisition project.

Architects are Campbell, Yost, Grube & Partners of Portland. General Contractor is Donald M. Drake Co.

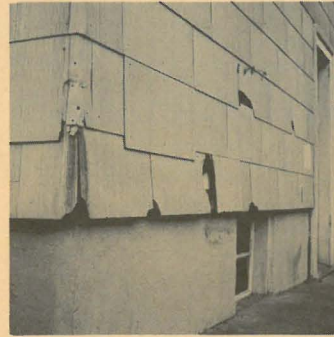
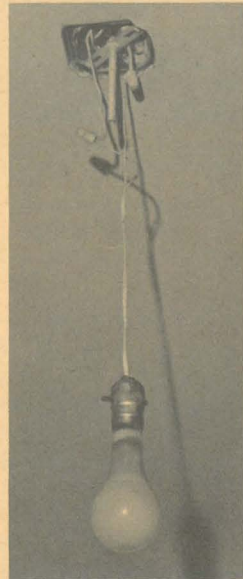




House at 4707 N. Congress to be rehabilitated by Adams High School Home Construction class.



Steps leading to back entrance of house show need of rehabilitation.



Some siding, as well as other exterior items, needs replacing.

Adams Has A

Better Idea!

Most high school shop classes are limited in the type of project students work on. It usually has to be something that at least fits in a shop classroom.

Twenty Adams High School students will get a chance to tackle a much bigger project however. They will completely rehabilitate a house in the Albina area.

The run-down house, at 4707 N. Congress in the Albina Neighborhood Improvement Project was purchased by the Portland Development Commission. The commission is cooperating with Portland School District No. 1 to rehabilitate the house as part of a Home Con-

struction Program at Adams High School, using student workers.

The school, working with the Associated General Contractors, has hired a local contractor, Frank E. Gill, to instruct the course. Students with previous experience in construction courses were given priority in the class. Ten students will work at the job site in the morning, and the other ten in the afternoon.

The Development Commission will pay the school district for the work an amount equal to estimated cost of the job if done by a private contractor. This money will be used to help

defray the cost of the course at the school.

After rehabilitation is completed, the Development Commission will sell the house under its program to develop good low and moderate income housing.

This is one project the students can't take home to admiring parents, like an ash tray or a tool box, but it is a project in which their workmanship will breathe new life into an old house, providing many years of renewed happiness to families who may live in it. And, it will probably have a lot more meaning to the students than a project that sits at home on the shelf.

Woodlawn Residents Add Trees

Neighborhood beautification through the planting of approximately 1400 street trees was completed during November in the Woodlawn area.

Given a high priority by the Woodlawn Improvement Association as part of their Neighborhood Development Program, a master plan for trees was drawn up by the residents' planning consultant, Jim Howell, working in coordination with Bob Peron, landscape architect.

Residents had a choice of whether or not they wanted trees. Most were receptive to the idea.

Planting was done over a four-week period by the Park Construction Company.

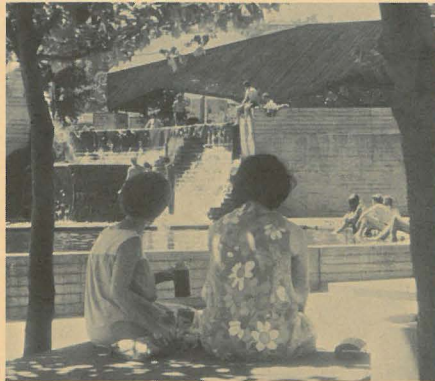
Money for the project was federally-funded through the Portland Development Commission's Neighborhood Development Program.

Nineteen varieties of trees were used, ranging from such low-growing types as the 20-25 ft. Thundercloud Flowering Plum, to the tall London Planetree, often reaching heights up to 60 ft.

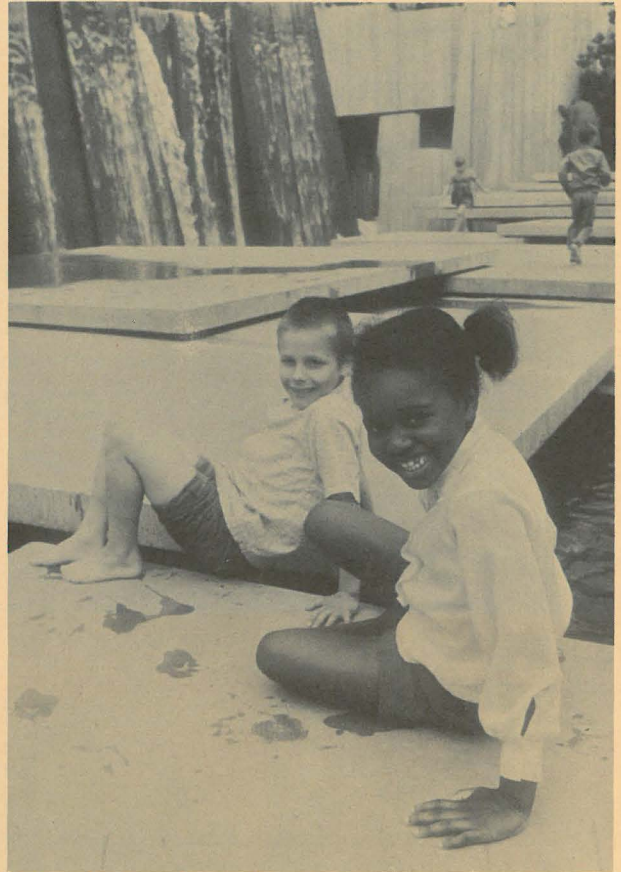
Choices were based on parking strip width, overhead wiring, and what other trees were present in the neighborhood.



Portland Center — a People Place



Sunshine finds people enjoying the Lovejoy Fountain and Plaza.



A favorite "people place" is the Forecourt Fountain opposite the Civic Auditorium.



Portland Center Plaza showing the Shopping Center and parking area.



Entrance to the new Hickory Stick Restaurant boasts colorful mural.

Many Portlanders have yet to discover the delight that can be theirs by spending a day exploring Portland Center. Shopping, eating, browsing, sightseeing, or just plain relaxing, Portland Center has something for all.

Almost everyone has driven past Portland's first urban renewal area, located between First and Fourth Avenues (east to west), and Clay and Lincoln Streets (north to south), but many have not taken the time yet to get out of their car and really find out "what's happening."

Perhaps a brief word tour can entice you to stop next time you're in the area and explore for yourself. Ample parking is available and many shops and eating establishments validate paid parking tickets for customers. If you prefer, bus service will also deposit you "on the doorstep."

If you visit from out of town, Portland Center offers excellent accommodations at the Ramada Inn, located between First and Fourth on Lincoln Street. Com-

ing into town, take the Fourth Avenue exit off I-405 and turn right at the first corner. From the Ross Island Bridge, turn right on First Avenue to Lincoln. The Inn has both banquet and convention facilities, and live entertainment nightly in the Center 4 Lounge.

The Center 4 Restaurant has both a luncheon and dinner menu, and the lounge opens a sandwich bar weekdays from 11:30 a.m. to 1:30 p.m.

Perhaps you could start your day with breakfast at Denny's Restaurant, located next to the Ramada Inn. This 24-hour-a-day restaurant features good coffee, hearty breakfasts, economical lunches, and family dinners with nightly steak specials.

Leaving Denny's you can see two condominium towers under construction next to the Ramada Inn. Included in the plans are a recreation center, a 279 car garage, and a possible third condominium. The first 18-story, 94-unit tower is scheduled for completion next spring.

Walking north toward city

center, Second Avenue mall takes you by Portland Center Plaza, which features a number of interesting shops, some of which have been open since 1968. La Rues, Inc. offers smart fashions for women, and the Toggery Showcase does the same for men.

Both Jan King, Ltd. and the Portland Center Pharmacy are loaded with gift items, and Brian Thomas Books is a nice place to browse.

Companion beauty and barber shops, The House of Dionne, and The House of David, are located in the Center. Other businesses in the plaza include The Robert Powell Travel Agency, Majestic West Cleaners, Goodway Copy Center, Gladys Gilbert Photographic Studio, and the Handy Pantry for groceries, meats, and gourmet items.

The Little King Sandwich Shop is a great place to break for lunch. Their sandwich menu includes such old world delectables as salami, prosciutto, capicola, bologna, and pepperoni. Ham, turkey, roast beef, tuna,

and cheese are also on hand for more conservative appetites. The cafeteria style service is speedy, and seating is seldom a problem.

During nice weather, you may want to take your sandwich outside and eat by the Lovejoy Fountain just a few steps away. This is one of three unique parks or "people plazas" in the area. Its geometric concrete walls and steps compliment its cascading waters and provide many places to sit and enjoy the scene.

Lovejoy Fountain is a favorite of the many office workers in the area.

At the present time there are 15 multiple-business buildings; 15 single-business buildings; and three multiple-business buildings under construction. Existing facilities employ approximately 5,000 people.

After a relaxing period at the Lovejoy Fountain, you can continue up either the Second or Third Avenue pedestrian malls past the Portland Center Apartments.

With elevations of 325 to 364 feet, these tower over the other



*A pleasant place to stroll is
Portland Center's Pettygrove Park.*

structures in the area. Some 900 people live in the 516 rental units.

As you walk down the malls, note the particular attention paid to design in the area. Seasonal flowers, banks of ivy, and myriads of trees and shrubs adorn the entire Portland Center area, making it a visual pleasure year-round. Modern lighting standards were designed to complement the surroundings. Business signs must maintain a standard of good taste.

Pettygrove Park provides a tranquil afternoon stopping place. Located between Market and Harrison Streets, it can be reached by either pedestrian mall. Its grassy mounds, trees, and benches along meandering pathways form a secluded mini-park for a restful break.

Next to Pettygrove Park, construction is well underway for a multi-business office building known as 200 Market Place. On completion the building will be an imposing contrast to its surroundings in black mirror glass.

The Third Avenue pedestrian mall will take you on to perhaps

the best known feature of the area, the Auditorium Forecourt Fountain. If you have not seen this imposing fountain you are in for quite a thrill. Its block long multilevel series of rivulets, cascades, and pools have been acclaimed as "one of the most important urban spaces since the Renaissance," by New York Times architectural critic, Ada Louise Huxtable. Facing the Civic Auditorium, the Forecourt is equally appealing after dark due to special lighting. The liquid and stone sculpture was designed for active use and participation by San Francisco landscape architect Lawrence Halprin who also designed Lovejoy Fountain. The pools and streamlets are all wading depth; there are various levels of platforms so little people and big people can easily get to the water. There is even a little nook behind one of the falls where you can stand, dry and secure, as the water cascades over you.

Waterfalls 18 feet high at the highest point and 80 feet wide pour 13,000 gallons of water a

minute over the falls.

If an evening's entertainment at the Civic Auditorium is on the schedule perhaps dinner is in order. Doubling back into the Portland Center, theatergoers will enjoy dining at Jade West, located at First Avenue and Harrison Streets, one walking-block south of the Auditorium on the Third Avenue mall. This highly-rated restaurant features the finest in both continental and oriental cuisine. Dinner is served Monday through Saturday from 5:30 p.m. to midnight, and lunch is available from 11:30 a.m. until 2:30 p.m. on those days. The restaurant also has a cocktail lounge and a piano bar, in addition to air conditioned banquet rooms for groups.

Portland Floral shares the Jade West Building, making it easy to combine a surprise corsage or bouquet with dinner or the theater for those special occasions and people.

After the theater, stop by the new Hickory Stick lounge, located in the Crown Plaza parking building, behind the Auditorium.

The lounge is open from 11 a.m. until midnight or later. The restaurant, open from 7 a.m. to 9 p.m., Monday through Saturday, offers a variety of sandwiches including generous servings of beef, ham, or corned beef on your choice of breads. The same meat entrees can be had with a moderate-priced dinner including coffee or tea. During the day, drop in for coffee and doughnuts.

There's really more to see and do in the Portland Center area than you can possibly squeeze into one day. A good idea is to come often. You'll soon discover as others have that it is rapidly becoming THE CENTER of interest in the greater metropolitan area.

The success of the area is not only a tribute to the businessmen who have made it an active place today, but to the foresight of the people of the City of Portland who in 1958 voted the Portland Development Commission the responsibility to redevelop the area. Their foresight has been rewarded.

'Big Toy' Big Hit!

"It's great!" "I like to climb to the top and slide down!" "I'm pretending it's a fort!" Happy voices of kids playing on "Big Toy" when it was put up in Alberta Park, 22nd and N.E. Killingsworth, as part of a weekend display. Their smiles dimmed, however, when they found out "Big Toy" was scheduled to be torn down when the weekend was over.

The story has a happy ending, though. "Big Toy" proved too popular to be taken away.

What is "Big Toy" and how did it end up in Alberta Park? The equipment is a series of logs, pipes, and metal connectors that can be set up in many different ways. It was designed by N.W. Design Products, Inc. of Tacoma. "Big Toy" was brought to Portland as part of a Portland Development Commission display at a Model Cities Rally. Neighborhood planning consultants, Jim Howell, Ken

Kaji, Ray Brewer and Bart Jenkins had developed the display to stimulate innovative playground ideas among residents from the areas they assist in planning.

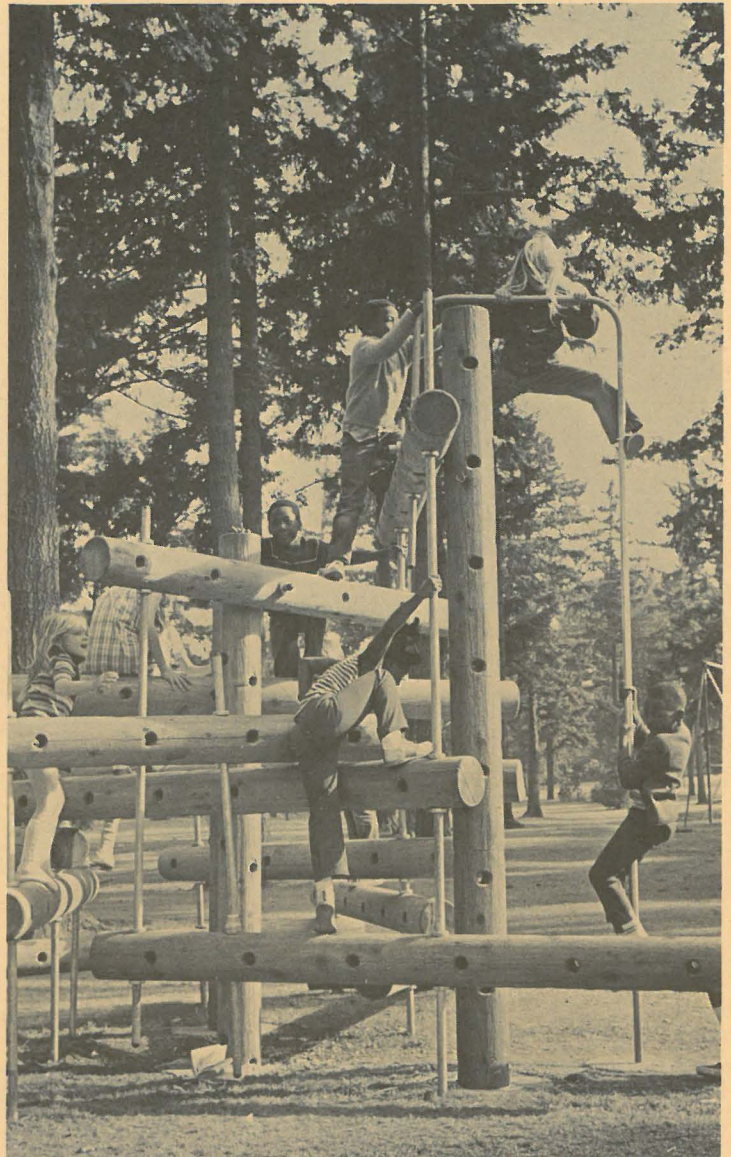
Alberta Park neighborhood children swarmed over "Big Toy" and were disappointed to learn it was to be sent back to Tacoma.

At this point, the children's enthusiasm became contagious. The four planners began to question how the \$300 piece of equipment could stay in the park.

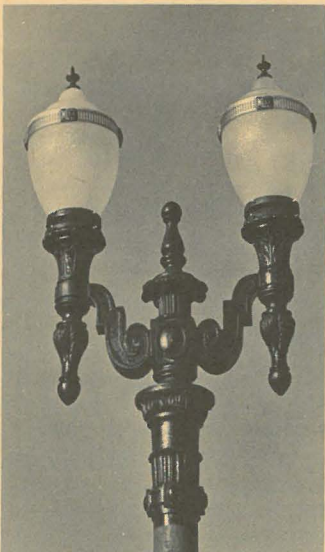
Delaying the dismantling, the consultants presented their idea to Portland Development Commission staff. The Commission decided to buy the equipment and donate it to the City Parks Department.

The Park Department agreed to the arrangement and permanently anchored "Big Toy" in its Alberta Park location.

The kids were overjoyed.



New Lamps with an 'Old Portland' Flavor



More of the flavor of old Portland has been retained by the addition of something new in the downtown area. New street lights, which have recently been installed, are of the same design first used downtown in 1926.

The "Ornamentals," as they are called, are a double-lamped standard which resembles two lantern-topped torches held aloft by ornate double pendants.

Now installed in the extension of the South Auditorium Renewal Project between Fourth Avenue and Harbor Drive, and from Market Street to Madison, with the exception of the area between Market and Clay Streets, and around the Civic Auditorium, the dark green

standards are a departure from the contemporary ball type used in the remainder of the South Auditorium project area.

After design consultants recommended not continuing the contemporary design, it was discovered that the Tualatin firm which originally manufactured the ornamental standards no longer does so. They did agree, however, to supply the original patterns, and the City of Portland retained a local firm to manufacture the 22 different parts needed to make up each standard.

Originally incandescent, the old Ornamentals were converted to 400-watt mercury vapor lamps in 1962. The new lamps are also

mercury vapor. One difference from the old lamps is that the new are mounted on the standard steel poles used for other city street lights, instead of fluted cast iron poles. This allows the working parts to be identical to other city light fixtures, and makes replacement and repair easier.

The City of Portland is spending \$60,000 on the ornamental lights, which would be the cost of standard street lights in the area. The Portland Development Commission through South Auditorium Project funds, is paying the balance of the estimated \$140,000 total cost, and was responsible for the installation.

WHERE THE ACTION IS!

Site Offices Serve Neighborhoods

Each neighborhood served by the Portland Development Commission has its own set of needs, problems, and solutions. To better serve these individual needs, the PDC has site offices located right in the neighborhoods — where the action is. These site offices offer residents easier access to the Commission and allow the Commission to be more quickly and easily aware of the needs of the residents.

Neighborhood Development Offices #1 and #2, serving the Woodlawn, Irvington, King, Vernon, and Sabin districts, provide staff and resource people to assist in neighborhood planning and the carrying out of development projects including such items as home rehabilitation, park site development, tree planting, street and sidewalk improvement, and traffic safety programs.

The Eliot and Boise/Humboldt Neighborhood Development Offices, #3 and #4, are functioning primarily to assist in neighborhood planning at this time. They provide a meeting place for interested community workers, resource information, and planning consultants, if desired.

The Southeast Uplift Office is for the purpose of encouraging development of community organizations in the Southeast

area. Once organizations are developed, the Site Office can be helpful to their achievement of goals. Among these goals might be the solution of traffic problems, the removal of abandoned vehicles, neighborhood clean-up campaigns, street tree-planting programs, zone change matters, help with typing, printing and addressing announcements to be circulated in their areas, and the providing of information and counsel upon request.

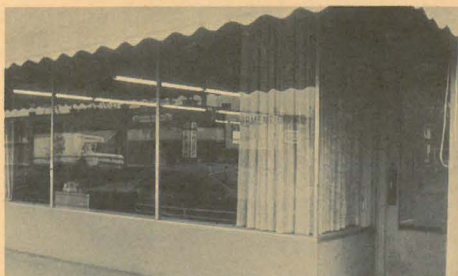
The Emanuel Site Office has a slightly different function in that the Emanuel Project requires relocation of a section of the neighborhood to make room for planned expansion of Emanuel Hospital and related facilities.

All of the offices work closely with the Central Office, located at 1700 S.W. Fourth Avenue. Here, administrators, planners, engineers, real estate, relocation, financial, and public relations people, work to implement the many programs of the Portland Development Commission.

The site office in your neighborhood is ready to assist you. We have pictured all of the site offices on this page to help introduce them to you. Check the address under the photograph of the site office you want. We hope to see you soon.



The Central Office of the Portland Development Commission located at 1700 S.W. Fourth Avenue.



Neighborhood Development Office (NDO) #1, 5630 N.E. Union Avenue, serving the Woodlawn area.



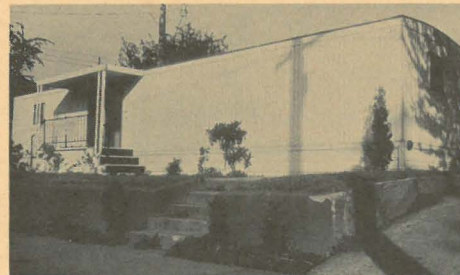
Neighborhood Development Office (NDO) #2, 3605 N.E. 15th, serving the Irvington, King, Vernon, and Sabin areas.



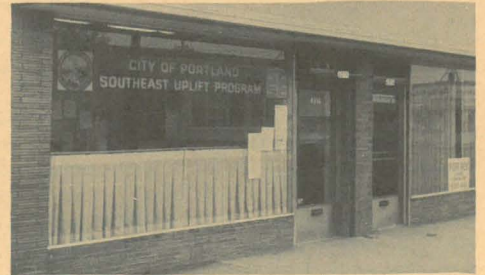
Neighborhood Development Office (NDO) #3, 10 N.E. Graham, serving the Eliot area.



Neighborhood Development Office (NDO) #4, 4000 N. Mississippi, serving the Boise, Humboldt areas.



Emanuel Office, 235 N. Monroe Street, serving the Emanuel area.



Southeast Uplift Office, 4316 S.E. Hawthorne Blvd., serving the southeast areas.

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PORTLAND, OREGON
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What's Ahead

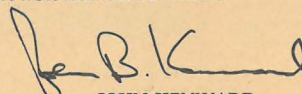
A calendar of neighborhood meetings where residents can add their ideas about their neighborhood's future. Meeting dates and locations are subject to change, so check with your Site Office.

- JANUARY**
- 3 Southeast Uplift Committee
7:45 p.m., *Southeast Uplift Office*
 - 5 Vernon General Membership
7:15 p.m., *Vernon School*
 - 6 Buckman Coordinating Committee
7:30 p.m., *Central Catholic High School*
 - 10 Humboldt Neighborhood Improvement Organization
7:30 p.m., *Humboldt School*
 - 11 Woodlawn Improvement Association
General Membership
7:30 p.m., *NDO #1*
 - 12 Eliot General Membership
7:30 p.m., *Dishman Center*
 - 14 Sellwood-Moreland Improvement League (SMILE)
10:00 a.m., *Oaks Pioneer Church*
Southeast Urban Rehabilitation
 - 18 Growth Endeavor (SURGE)
Public Meeting
7:30 p.m. *VFW Hall, S.E. 93rd & Harold*
 - 19 Sabin General Membership
7:30 p.m. *Sabin School*
 - 20 Irvington Community Association
General Membership
7:45 p.m., *Irvington School*
 - 25 Boise Citizens Improvement Association
7:30 p.m., *Boise School*
 - 26 Eliot General Membership
7:30 p.m., *Dishman Center*
 - 27 King Improvement Association
General Membership
7:30 p.m., *Highland Community Center*
 - 28 Sellwood-Moreland Improvement League (SMILE)
10:00 a.m., *Oaks Pioneer Church*
 - 31 Sunnyside Association

This is the first issue of a newsletter designed to keep you better informed of community improvement activities in Portland. Citizens in many sections of the city are working with the Portland Development Commission helping make Portland a safer, cleaner, healthier and more beautiful place to live.

It is hoped that PORTLAND PROFILE will provide a greater perspective on the overall renewal scene. By focusing on the varied ways that residents are actively doing something about upgrading their neighborhood, we feel we can provide incentives and ideas to bring many more people into the working process.

You can help us involve more people by talking to others about the scope and possibilities of urban renewal or by passing this newsletter on to them.


JOHN KENWARD
Executive Director

Portland Profile
is a newsletter of the Portland Development Commission.
Ira C. Keller, *chairman*
Harold Halvorson
Vincent Raschio
Edward H. Look
John S. Griffith
John B. Kenward, *executive director*

John E. Humes, *editor*
Barbara Ramsey, *assistant editor*

INFORMATION

If you have any questions regarding any Development Commission activity, contact the office listed below corresponding to your area of interest.

MAIN OFFICE

Portland Development Commission
1700 S.W. Fourth Avenue
224-4800

NEIGHBORHOOD DEVELOPMENT OFFICES

- NDO #1 (Woodlawn)
5630 N.E. Union Avenue
288-5075
- NDO #2 (Irvington, King, Vernon, Sabin)
3605 N.E. 15th
288-8131
- NDO #3 (Eliot)
10 N.E. Graham
288-8187
- NDO #4 (Boise, Humboldt)
4000 N. Mississippi
288-6271

OTHER SITE OFFICES

- Southeast Uplift
4316 S.E. Hawthorne
223-6236
- Emanuel Office
236 N. Monroe
288-8169

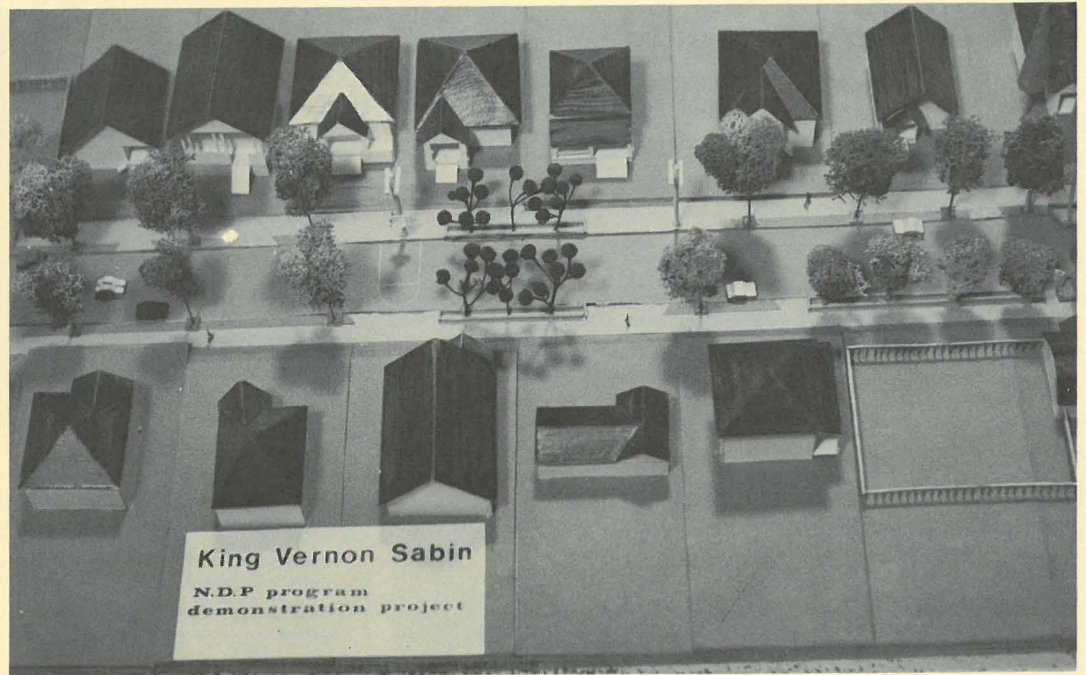


PHOTO CREDITS

Page 1: (Mt. Hood overlooking Portland) Portland Chamber of Commerce; (T. C. Williams) Dale Swanson, *The Oregonian*. Page 4: (Forecourt and Lovejoy Park scenes) Doug Hall. Page 6: (Big Toy) David Falconer, *The Oregonian*; (New Lamp) Bruce McCurtain, *The Oregonian*. (other photos) Barbara Ramsey, Portland Development Commission.

Portland Profile

A Newsletter of the Portland Development Commission, the Department of Development and Civic Promotion of the City of Portland



A demonstration beautification project is part of King-Vernon-Sabin's NDP plans.

Residents Present Neighborhood Plans

Residents of Portland areas involved in the Portland Development Commission's Neighborhood Development Program (NDP) made a presentation before the Commission at the March 27 meeting reviewing the accomplishments of the program in their neighborhoods and outlining some of their future plans. Here are some highlights:

WOODLAWN

Work is continuing on a new park in the Woodlawn Neighborhood. The 8½-acre park, the first phase of which is planned for completion in the fall of 1972, is located between Woodlawn School and N.E. Dekum Street. Robert Perron & Associates and planning consultant James Howell were selected by the Woodlawn Improvement Association to design the park under contract with the PDC. It will feature athletic fields, a teen center, pedestrian walkways and extensive landscaping.

The Salvation Army has proposed to build a \$1 million Community Center adjoining

Woodlawn Park which would house a large swimming pool, gymnasium, and several meeting rooms. The Woodlawn Improvement Association has placed this proposed center high on its list of priorities for future development.

Property for a multi-family



Woodlawn Park plans are presented to the Commission by Mrs. Jan Childs, chairman of the Housing and Physical Planning Committee, Woodlawn Improvement Association.

housing project adjoining Woodlawn Park on the east is currently being purchased. The neighborhood association has decided that the project should contain a mix of persons as to age and income. It is now investigating types of housing such as rentals, co-ops, condominiums, etc. Construction will probably begin in 1973.

There has been a two-phase street-tree planting program in the area. About 300 trees were planted in March, 1971 and an additional 1,400 trees were planted in November, 1971.

During the summer of 1971 more than three miles of streets and alleys were improved in the Woodlawn area. The improvements generally consisted of re-grading and paving of streets and replacement of curbs and sidewalks as needed. One-half of the cost of the work was paid through NDP funds with the other half assumed by the property owners. As part of the program, low-income property owners could apply for an additional reduction of one-half in their assessment. (Continued)

Neighborhood Plans (Continued)

Over 200 houses have been rehabilitated to city code standards or above through federal grants and low-interest loans. More than 100 other houses have been rehabilitated to code standards through various other means (including conventional loans, state GI, etc.)

IRVINGTON

Irvington is one of Portland's finest and most stable older residential areas. The Irvington NDP was established to preserve and maintain that character.

Irvington neighborhood residents, as well as persons living in portions of the King, Sabin, and Eliot Neighborhoods, which are all served by Irving Park, N.E. 7th and Fremont, have developed plans to upgrade their park. The first phase of development includes an additional Little League baseball diamond, jogging paths through the park, 90 new light fixtures, playground equipment, a "tot lot" for preschoolers, and new facilities for basketball, volleyball, and roller skating. Construction will start this summer.

Property has been acquired in a half block area on N.E. 13th adjacent to Irvington School to expand the School playground. The neighborhood has approved a preliminary plan which will feature creative play areas for different age levels, in addition to nature and outdoor learning facilities. First improvements should be underway by late summer.

The second of a three-phase street-tree planting program has been completed in Irvington with over 900 trees in place. The final planting is scheduled for fall, 1972. Success of the program was due, in great part, to the efforts of residents publicizing the program and the canvassing of property owners for permission to plant.

A street light improvement project has been developed which is expected to increase lighting by some 50% in the Irvington Neighborhood. The neighborhood street light committee surveyed the area, and submitted improvement recommendations to the Department of Public Works for review.

Plans for a traffic diverter at N.E. Tillamook and 16th have been presented by residents for public hearing and action by the City Council. The Irvington Community Association Traffic Committee has undertaken an area survey to develop other traffic improvement proposals.

Some 159 low-interest loans and 121 federal grants have been made for rehabilitation of homes in Irvington. Approximately 160 other houses have been rehabilitated to city code standards through conventional loans and other financial arrangements. In addition, a large number of residents have made repairs on their homes independently.

KING-VERNON-SABIN

Housing rehabilitation through federal grants and low-interest loans is the No. 1 priority in the King-Vernon-Sabin Neighborhood, but other improvement plans are also being developed.

The redesign of Alberta Park with involvement of people who use or live in those neighborhoods near the park is being carried out this year. Along with the redesign of Alberta Park will

be the design and development of a pedestrian overpass across Killingsworth connecting Vernon School and the Park.

A demonstration street on 16th between Prescott and Alberta is being planned to show how a coordinated effort of the citizens in utilizing the rehabilitation grant and loan programs can create a more liveable neighborhood. A model has been built to show how individual residential improvements can be enhanced by such improvements as street trees and exterior improvement to homes.

King-Vernon-Sabin residents are interested in developing a greenway for pedestrian and bicycle use which takes advantage of public street right-of-way. constructed showing how this type of project provides recreation areas, off-street parking and additional landscaped areas.

High on priority lists from the KVS is the planning and design of a community center. Presently the site just north of King School in the vicinity of N.E. Grand and 6th Avenue has been designated for the neighborhood facility. The City is now preparing an application for Federal funding to aid in the

acquisition and clearance of the site. Services to be provided include social services, health care, child care, employment and job training and recreation.

BOISE-HUMBOLDT

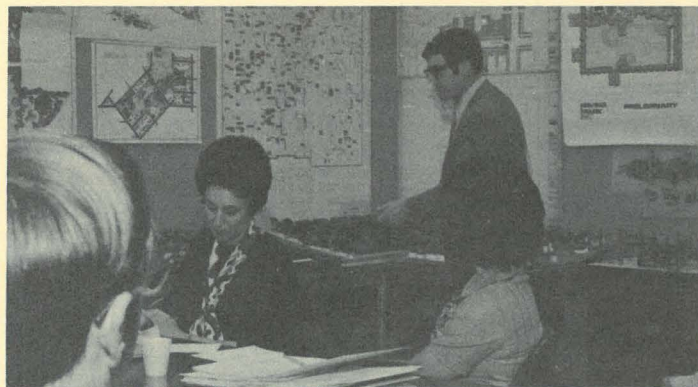
A ten-month pre-NDP planning phase was completed in Boise-Humboldt on December 15, 1971. During that period, the Portland Development Commission worked with the citizens' associations of both neighborhoods and their representative planning committee to ascertain neighborhood goals, define priorities and develop an urban renewal plan.

Neighborhood residents, Model Cities, the Portland Development Commission, and finally the Planning Commission and City Hall approved the plan between November and January. The NDP Application to the Department of Housing and Urban Development was submitted at the end of 1971.

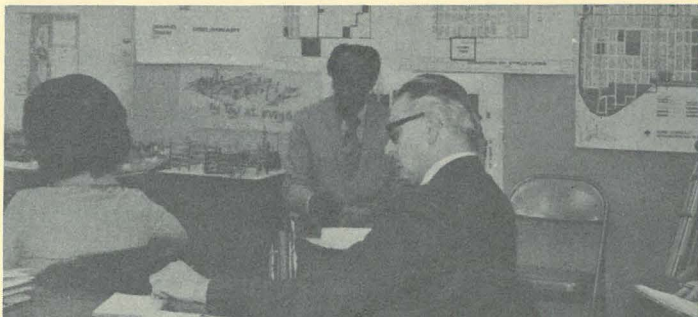
Authorization from HUD is expected soon which will allow rehabilitation work to begin in the Boise-Humboldt Neighborhood in Portland under the Portland Development Commission's Neighborhood Development Program. Although a budget of \$500,000 has already been allocated to the PDC by the federal government, written authorization from HUD to proceed has not yet been received. This is required before work can go ahead and costs incurred.

Boise-Humboldt residents want to concentrate on housing rehabilitation as their primary objective during the first stage of their project. Longer range objectives noted by the residents include improving streets, developing of pedestrian walks and bike paths, planting street trees and developing social services and recreation facilities, including parks.

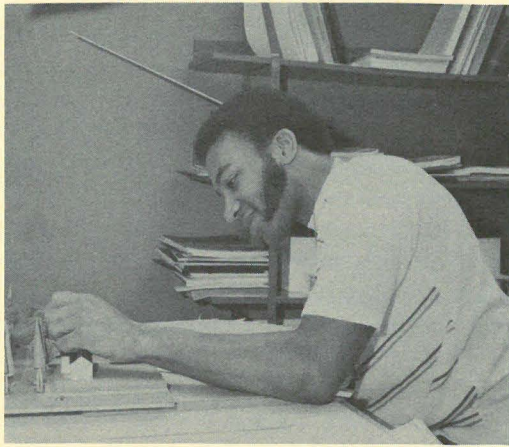
The Commissioners who viewed the NDP review praised the involvement and enthusiasm of the citizens involved and pointed to the success of the present NDP projects as the reason for the interest by residents in other areas of the city (particularly in Buckman, St. John's and Northwest Portland) in upgrading their neighborhoods through the Neighborhood Development Program or other available resources.



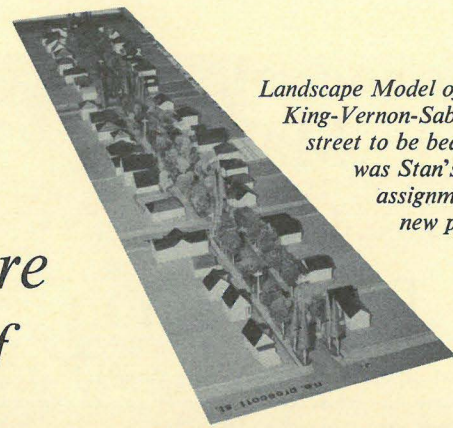
Gale Sterling, a member of the Irvington Community Association executive board, explains some aspects of the Irvington Project



Brozie Lathan, co-chairman of the Boise-Humboldt Coordinating Committee, questions the Commission regarding funds for neighborhood project.



The Designs Dreams Are Made Of



Landscape Model of King-Vernon-Sabin Project street to be beautified was Stan's first assignment in his new position.

Stan Reed, 1826 N.E. Third Avenue, is a 20-year-old with a dream that recently began coming true. Stan wants to do architectural design work.

It all started when the church across the street from Stan's home burned down. Intrigued, he began drawing sketches of the fire engines and the church. As the images grew, so did Stan's fascination. He was seven years old at the time.

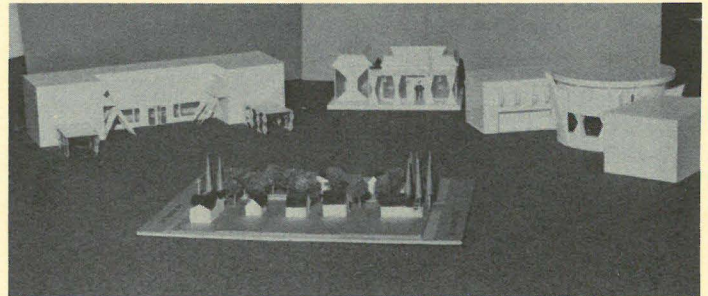
In school it became apparent that Stan had a reading problem. Unable to cope with subjects demanding heavy reading, he

avoided a number of classes that might have furthered his creative abilities, including drafting.

Nevertheless, in his spare time, Stan continued to design houses and other buildings. These were done strictly for pleasure, and seldom seen by anyone other than his family.

In the seventh grade he designed a supermarket. Supermarkets, after all, could be beautiful as well as functional, couldn't they?

By his freshman year, his interest had turned to girls, but design was not forgotten. His



Supermarket, restaurant, and community center (left to right) are among the designs Stan has created. In center is demonstration street model.

girl friend worked in a restaurant, so it was only natural that Stan should design a new restaurant especially for her.

Stan was also aware of the social needs of himself and his teenage friends. The thing needed most by teenagers in his neighborhood was a place to go. In his junior year, Stan designed a place to go — a recreation center for teens, complete with two gymnasiums and a swimming pool, all under cover.

Stan next took an interest in designing improvements for existing structures. One of his most ambitious projects was redesigning the Lloyd Center. He reshaped the mall areas, substituted a stream for the ice rink, and added underground parking.

Though few people saw Stan's work over the years, he saved all of it. One day, about eight months ago, he sat looking at his sketches, and suddenly wondered if he could make scale models of some of them. With only cardboard, a razor blade, a ruler and some glue, he started building—first, the supermarket; then, the restaurant; finally, the recreation center.

Friends of the family admired his models and mentioned them to others. One of these was Mrs. Marian Scott, supervisor of the

Portland Development Commission's Neighborhood Development Office at 15th and Fremont. She asked Stan if he would bring in some of his work for her to see.

Mrs. Scott liked what she saw. She called the recreation center a "masterpiece," and realized that this young man must possess a great deal of untapped talent.

Mrs. Scott asked one of the Development Commission's neighborhood planning consultants to evaluate the work. He, too, thought Stan had talent worth developing, and offered him a position with on-the-job training.

Today, Stan is building models for Mitchell/McArthur/Gardner/O'Kane Associates, and Bart Jankans & Associates. His first assignment was to build a landscape model of a neighborhood area which is scheduled for improvement and beautification under the King-Vernon-Sabin Neighborhood Development Program.

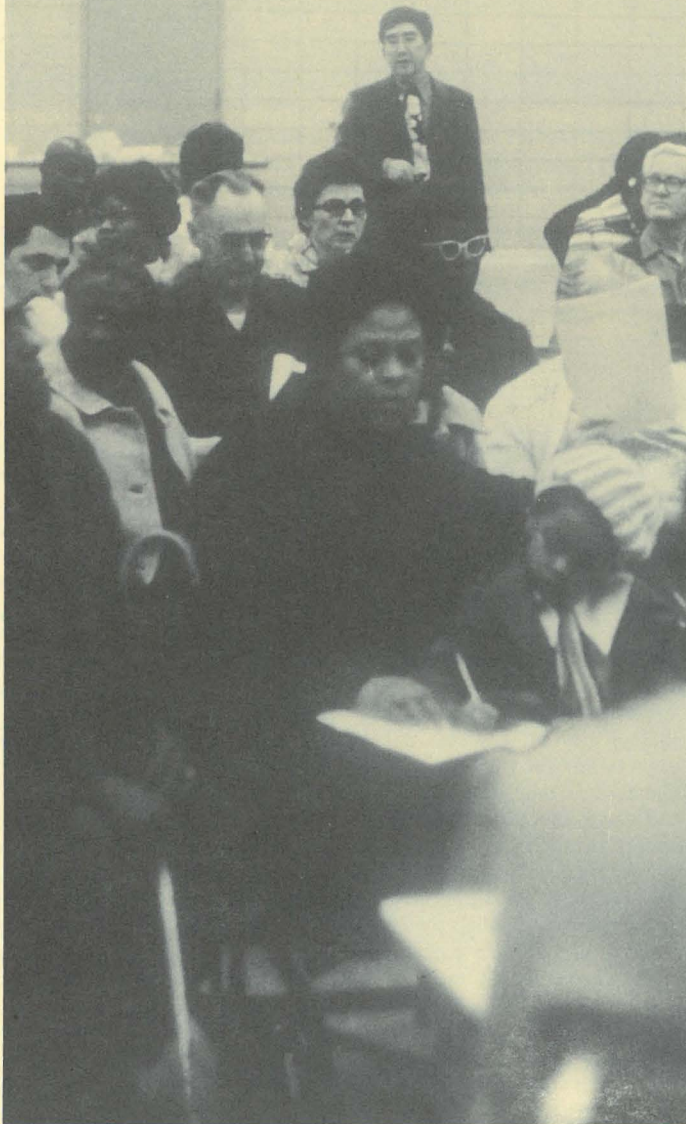
Stan's dream is coming true in many ways. His drive and desire helped him sidestep barriers that might have stopped others, and has given him the opportunity to help build the neighborhood of his childhood dreams.



Former PDC Chairman Ira Keller, left, has received the Volunteer Action Award from the U.S. Department of Housing and Urban Development (HUD). The award, in recognition of Keller's contributions to urban renewal in Portland, was presented by Oscar Pederson, regional administrator for HUD.

COMMUNITY SERVICES

Making Citizen Participation Really Work



One of the primary objectives of the community services staff is to help residents gain large turnouts to neighborhood meetings.

Citizen involvement is an important element of life in the 70's. People are more aware than ever before of the programs and activities that affect them. It is of particular importance, however, to an agency such as the Portland Development Commission. The Commission realizes the need for active participation by residents in developing plans to help improve neighborhoods. The people *are* the neighborhood and, without their assistance, plans could not become reality.

The Development Commission also realizes that this citizen participation must be meaningful. It must be well-organized, and involve a true cross-section of a neighborhood, if an area is to have any hope of gaining a federally-assisted renewal project. Solutions must be found for apathy on the part of some residents. Citizens must acquire a basic understanding of what can realistically be done to improve their neighborhoods. It is a long, hard job but the Development Commission has accepted its challenges with a well-organized and coordinated citizen-involvement program.

The commission has established a Department of Community Services and Citizens Participation, which has the largest staff of the Commission. Six site offices are maintained throughout the city in project areas. There are 22 full-time and 20 part-time workers on the Community Services staff.

Mrs. Hazel Hays is the coordinator who oversees the operations of the department. She has definite opinions about the kind of person hired to work in Community Services: "We look for people who are genuinely interested in other people and their problems and in improving the quality of life in the community. We try to hire residents of areas in which we are working. A resident staff member has more concern for his neighborhood. Other residents find it easier to relate to a person who better understands the problems of their neighborhood."

"Dedication and determination are important qualities in the kind of person hired in Community Services. If a person demonstrates these qualities, but is otherwise untrained in this type of work, we are able to provide on-the-job training. We also look for the person whose talents are not being used to their full potential. Community service work will allow such a person to stretch his abilities to great lengths."

At every level of responsibility this hiring policy is paying dividends. The Community Services staff is enthusiastic, and seems to exert an extra measure of effort in working with people to help them improve their neighborhoods. Many on the staff work up through the department to positions of greater responsibility or are transferred to other departments as opportunities for advancement within the Commission occur.

Community workers are familiar faces to the residents as they energetically help the neighborhood associations by distributing flyers, taking surveys, compiling agendas, and notifying citizens of meetings by in-person visits, telephone, and mail. They accomplish many of the necessary details that keep the neighborhood organizations running smoothly. "I enjoy seeing the results of my work," says one Community Service worker, Mike O'Halloran. "I can see people I have contacted showing up at meetings. When I'm out in the field

I see things such as street trees being put in and remember the survey I helped conduct on trees in the neighborhood."

Information Specialists make initial contacts with residents living in project areas to tell them about the program. Clyde White is an Information Specialist working in the Irvington and King-Vernon-Sabin neighborhoods. "I go from door to door and contact each resident. That way I find out the problems and learn the needs of the people," White says. "It's a wonderful program, and because I know it's a wonderful program, I try to get it across to the people."

As part of their job, Information Specialists inform residents of the availability of grants and loans which can enable those eligible to rehabilitate their homes. They also encourage people to attend neighborhood organization meetings in order to take an active part in the over-all planning in the neighborhoods.

The Community Workers and Information Specialists work out of Neighborhood Development Offices (NDO's). Mrs. Marian Scott is the most experienced NDO supervisor on the Development Commission staff. At NDO #2, 15th and Fremont, she directs the activities of Community Service Workers and Information Specialists as well as those of secretaries and other office help. In addition to this, she must take time to help coordinate meetings of neighborhood committees as well as general resident meetings. This is a tremendous task. There were over 400 meetings with citizens in all the neighborhood served by the Portland Development Commission in 1971. NDO supervisors usually attend all of the meetings involving their respective neighborhoods.

The Neighborhood Development Offices serve as drop-in centers where citizens can ask questions, hold meetings, confer with technical staff people, and get referral information.

In cooperation with the neighborhood associations, the Community Services staff arranges for neighborhood workshops and seminars, secures speakers from public and private agencies and organizations, sets up panel discussions, and provides technical assistance from many sources. The staff also arranges for citizens' groups to present their concerns directly to the Portland Development Commission, City Council, or other agencies.

In addition to direct assistance of this type, there are other ways the Community Services staff helps neighborhood people. According to Mrs. Scott, "When you work closely with the people of an area, you can't help but get involved in other areas where help is needed. Personal, governmental, legal and many other types of problems sometimes surface in the course of our contact with residents. Although we cannot provide solutions to all of these problems, we do make referrals and follow up to see that services are provided where needed."

Mrs. Scott adds: "I really feel the program affords me the chance to be of service to people, and that's a great feeling."

Underlying all the hard work and the feelings expressed by those involved in Community Services is the hope that residents will realize the importance of their role in the renewal process. Making Portland a better place to live is everyone's responsibility and without continued citizen involvement, improvement of neighborhoods would come to a standstill.



Hazel G. Hays is coordinator of the Department of Community Services and Citizen Participation.

Clyde White, information specialist, is often a resident's first contact with the Neighborhood Development Program.

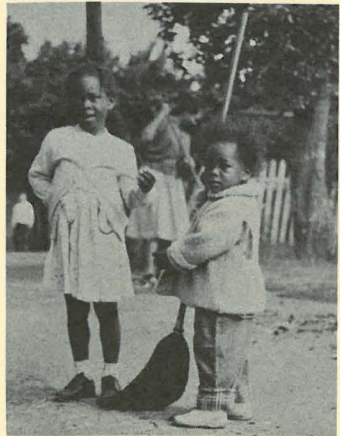


Distributing flyers and making telephone contacts are two important contributions of the community workers. Here, Mary Hooker calls residents, while Jean Brown goes door to door.

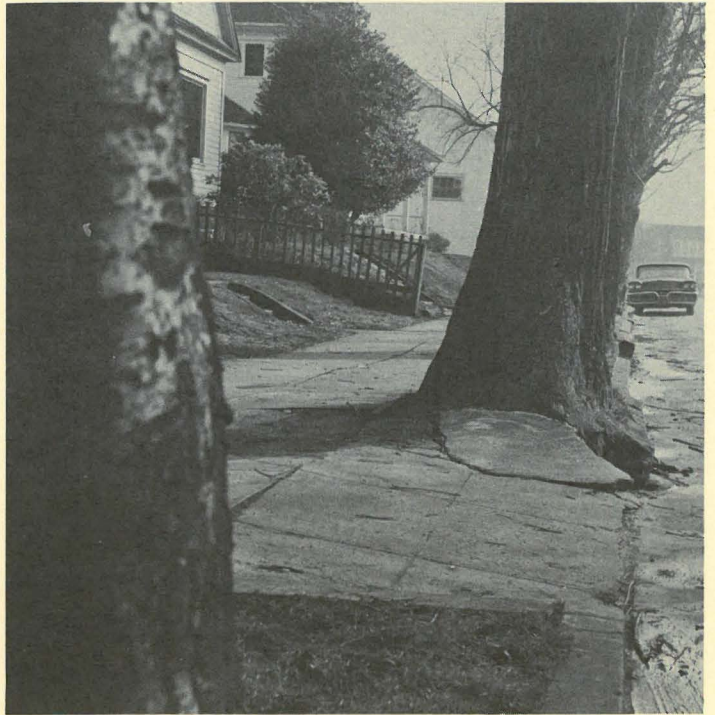


Marion Scott, a Community Services supervisor, is in constant communication with neighborhood residents.

The Albina project went beyond physical improvement and became part of the life of the community. Clean-up campaigns and tree plantings brought residents together. Over 90 per cent of the homes now in the ANIP area received some form of rehabilitation.



Street and sidewalk repair was an important part of the Albina project. Over 12,000 sq. feet of sidewalks were improved and 10,000 sq. yards of streets and alleys were paved. Street trees breaking up sidewalks were removed.



ALBINA NEIGHBORHOOD IMPROVEMENT PROJECT:

A Tribute to the People

The idea for the first neighborhood improvement program in the Northwest, conceived more than 12 years ago in a community development workshop and set in motion through the efforts of Albina citizens to improve their North Portland neighborhood, has become a reality. Neighborhood blight has been replaced by rehabilitated houses, a unique and functional park, new sidewalks, newly paved alleys and streets with diverters to slow traffic, a variety of street trees, and other special neighborhood improvements.

The success of the project is a tribute to the residents of the area, for it has been their spirit and enthusiasm which made these accomplishments possible. For five years before federal funds were available, the residents were actively engaged in self-help projects of their own.

The spark that started the project was an Urban League Workshop in 1959. John Kenward, executive director of the Portland Development Commission, spoke to that workshop on the future of the Albina Neighborhood.

Following the workshop the Albina Neighborhood Council became interested in starting an improvement program. It met with the Portland Development Commission in August, 1960. The Development Commission agreed to provide technical assistance to a citizens' committee in the neighborhood to explore the possibility of obtaining federal funds for a conservation and rehabilitation program.

In October 1960, the Albina Neighborhood Council formed the Albina Neighborhood Improvement Committee (ANIC) with the Reverend Cortland

Cambric as its chairman.

Cambric appointed a 17-member committee which decided the boundaries of the original improvement area and named Reverend T. X. Graham and Father Mell Stead as co-chairmen of the permanent neighborhood committee. The committee, by promoting neighborhood enthusiasm, began generating such projects as clean-up campaigns and tree plantings. Numerous block meetings were held to discuss projects and progress with the help of 82 block leaders.

ANIC sponsored petitions for additional street lighting in the area bounded by Fremont, Russell, Williams and Union Avenues. The City Light Bureau helped develop a lighting plan and subsequently 35 new lights were installed by Portland General Electric. ANIC then organ-

ized a work party to trim tree limbs which obstructed some of the lights.

In July, 1965, a contract was signed with the Federal Government for assistance to the area. The original project area covered 35 city blocks, bounded on the west by N. Mississippi, on the south by N. Fremont, on the east by N. Vancouver, and on the north by N. Skidmore. In January, 1968, an additional 13½-block area north of Skidmore was added to the project.

One way of appreciating what has been accomplished is to consider some statistics. Over 90 per cent of the homes now included in the Albina Project area, 585 residences, received some form of rehabilitation. The housing improvements were more than just a simple paint-up, fix-up operation, but involved total neighborhood rehabilitation to

bring all housing to city code standards or above. The Development Commission's Albina project staff processed 118 loans and 169 grants totaling \$764,212. In addition, 285 owners invested \$457,698 in housing improvements through conventional loans.

The new look of Albina includes 12,732 square feet of sidewalks, 4,577 line feet of curb concrete and four street diverters. Some 10,297 square yards of street paving have greatly improved alleys and streets and made possible the use of street sweepers. Over 300,000 feet of overhead wires and 222 poles were removed, while 41 new street lights were installed. Also removed were 62 trees and 157 stumps, which were breaking up sidewalks and curbs.

Some 117 dilapidated structures were demolished because rehabilitation would have been economically unsound.

New construction in the project area includes multiple units under the federal Rent Supplement Program, new privately built housing which is leased to the Housing Authority of Portland (HAP) and privately built low-cost homes for the open market. So far, in the ANIP area, 87 units of new housing have been completed and another 22 units are planned. Some of the new units are available under the HAP's Leased Housing Program.

Residents worked with Development Commission staff and landscape and architectural consultants to develop ideas for a centrally-located neighborhood park. In May, 1969, a five-acre park was officially dedicated and named for Dr. DeNorval Unthank, civic leader and member of the Emanuel Hospital medical staff. This uniquely-designed park includes an area with solid geometric forms, which lend themselves wonderfully to the energetic, fantasy world of children, as well as a ball diamond, covered areas for rainy day play, and other innovative features.

The Albina project is truly a bootstrap operation — a classic example of government helping people help themselves. It has gone beyond the physical improvements in the neighborhood and involves a new awareness of community spirit. Groups of residents came together for a variety of reasons, including workshops on sewing, upholstering, and landscaping. Of particular interest has been the organization of the youth of the ANIP area. An activities coordinator was hired by the Portland Development Commission to help organize three groups: The Albina Junior Patrol, for ages 6-10; the Imperials, for ages 11-14; and the Emeralds, for those 15-19. The oldest group developed fund-raising projects to support their activities, while the other groups were supported



Ira C. Keller (above, right), former chairman of the Portland Development Commission, was presented with a special award for his outstanding contribution to the people of Albina. Presentation was made by Mayeretta Penton, co-chairman of the Albina Neighborhood Improvement Committee. Mrs. Penton also presented a certificate to the first chairman of ANIC, Reverend Cortland Cambric (below, right).

by city-wide donations from interested persons and businesses. Volunteer parents and other residents of the neighborhood helped in all the youth activities.

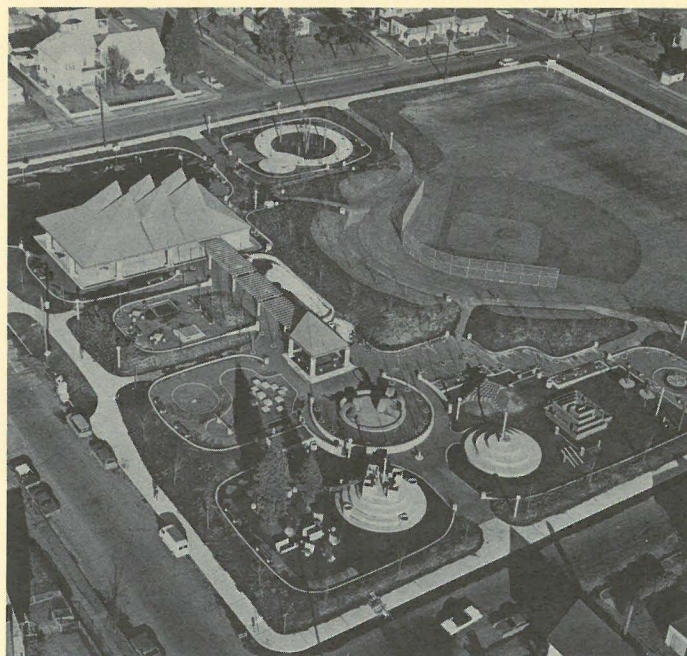
Earlier this year, residents, along with representatives of the city, the Portland Development Commission and the Department of Housing and Urban Development, came together to mark the completion of the project. The theme was the excellent involvement of the Albina residents.

The spirit of the ceremony was best summed up by the Reverend Roosevelt Rogers, a former ANIC chairman, in his benediction remarks. He said that, while he was not a contractor or an architect, he was proud of his role as a citizen in preparing the

mortar without which nothing else could have been accomplished.

Mayeretta Penton, present co-chairman of the ANIC, presented certificates to past ANIC chairmen and to families of former members of the committee who are now deceased. Mrs. Penton also presented former Portland Development Commission Chairman, Ira C. Keller, with an award for his outstanding contribution to the people of Albina.

Years of work have gone into the new Albina. This work and its rewards will continue as long as the neighborhood spirit and awareness, developed over the past 12 years, continue to thrive.



Imaginatively designed Unthank Park is the centerpiece of the project.

Portland Development Commission
1700 S.W. 4th Avenue
Portland, Oregon 97201

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What's Ahead

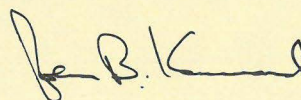
A calendar of neighborhood meetings where residents can add their ideas about their neighborhood's future. Meeting dates and locations are subject to change, so check with your site Office.

MAY	JUNE
1	5 Southeast Uplift Advisory Committee 7:45 p.m., Southeast Uplift Office
3	7 Vernon Community Association 7:15 p.m., Vernon School
6	Model Cities Home Repair Workshop 9:00 a.m., Cascade College
8	12 Humboldt Neighborhood Improvement Organization 7:30 p.m., Humboldt School
	Brooklyn Association 7:30 p.m., Sacred Heart Church
9	13 Woodlawn Improvement Association 7:30 p.m., NDO #1
	Albina Neighborhood Improvement Committee 7:30 p.m., NDO #4
10	14 Eliot Neighborhood Program Association 7:30 p.m., Dishman Center
11	15 Buckman Coordinating Committee 7:30 p.m., Central Catholic High School
12	16 SMILE (Sellwood-Moreland Improvement League) 10 a.m., Oaks Pioneer Church
15	19 Southeast Uplift Advisory Committee 7:45 p.m., Southeast Uplift Office
17	21 Sabin Community Association 7:30 p.m., Sabin School
19	SMILE 10 a.m., Oaks Pioneer Church
23	27 Boise Citizens Improvement Association 7:30 p.m., Boise School
24	28 Eliot Neighborhood Program Association 7:30 p.m., Dishman Center
25	29 King Improvement Association 7:30 p.m., Highland Community Center
	Buckman Coordinating Committee 7:30 p.m., Central Catholic High School

Springtime is traditionally clean-up, fix-up time. It is also usually a time for reevaluating one's home and its needs. We hope that this spring you go one step further. Think beyond your home and look at your neighborhood. Is it showing signs of wear? What are the needs of

your neighborhood? Once you begin to evaluate your neighborhood, don't stop there. Talk to your friends, and work through neighborhood organizations to meet those needs. If your neighborhood has no organized group addressing itself to the problems of your area, help organize one.

Involve yourself in your city's future and let us help.



JOHN KENWARD
Executive Director

Portland Profile
is a newsletter of the Portland Development Commission.

John S. Griffith, chairman
Edward H. Look, secretary
Vincent Raschio
Elaine Cogan
Arthur A. Riedel
John B. Kenward, executive director
John E. Humes, editor
Barbara Ramsey, assistant editor

INFORMATION

If you have any questions regarding any Development Commission activity, contact the office listed below corresponding to your area of interest.

MAIN OFFICE

Portland Development Commission
1700 S.W. Fourth Avenue
224-4800

NEIGHBORHOOD DEVELOPMENT OFFICES

NDO #1 (Woodlawn)
5630 N.E. Union Avenue
288-5075

NDO #2 (Irvington, King, Vernon, Sabin)
3605 N.E. 15th
288-8131

NDO #3 (Eliot)
10 N.E. Graham
288-8187

NDO #4 (Boise, Humboldt)
4000 N. Mississippi
288-6271

OTHER SITE OFFICES

Southeast Uplift
4316 S.E. Hawthorne
233-6236

Emanuel Office
236 N. Monroe
288-8169

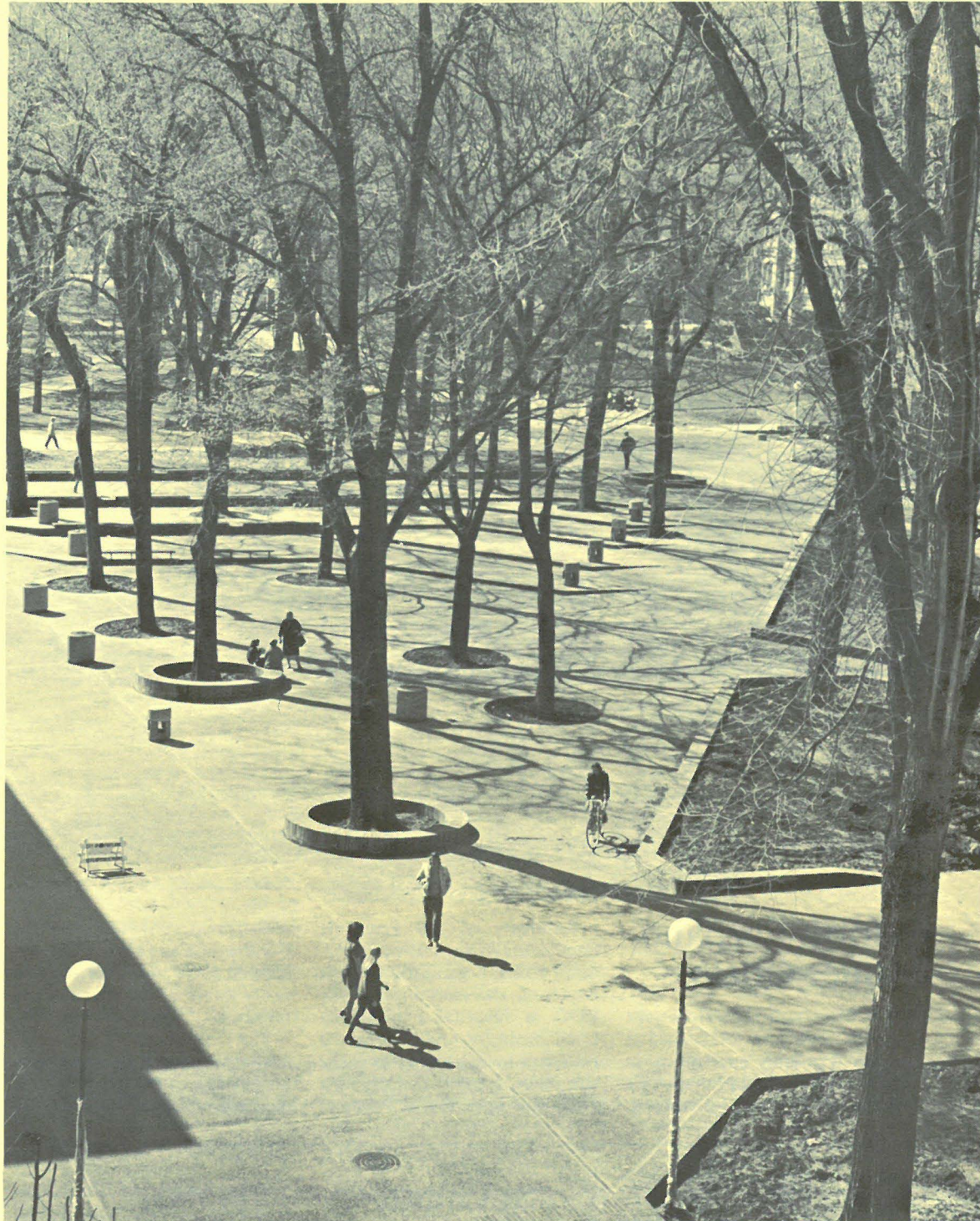
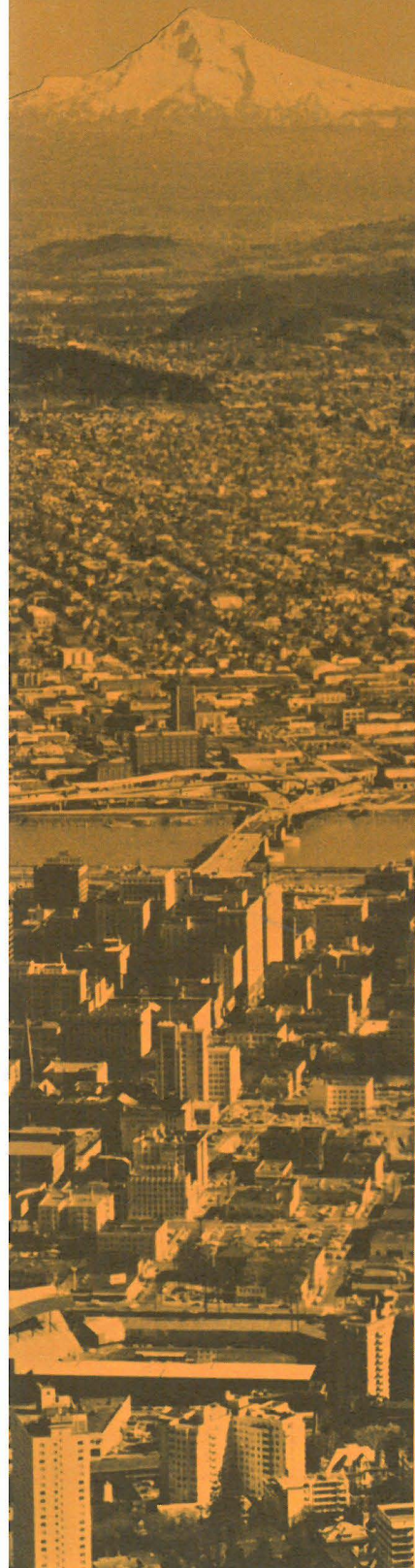


PHOTO CREDITS

(Unthank Park aerial) Jim Vincent; (other Unthank photos) Dana Olsen; (HUD award) Dana Olsen; (other photos) Barbara Ramsey and Portland Development Commission file photos.

Portland Profile

A Newsletter of the Portland Development Commission, the Department of Development and Civic Promotion of the City of Portland



Portland's Newest 'People Place'

The Park Blocks Mall has been dedicated to all the people of Portland for their enjoyment and relaxation. This was the theme of a ceremony held in late May marking the redesigning of the Park Blocks from Market to Jackson streets as part of the Portland State University Renewal Project. The Portland De-

velopment Commission is working with the University and the State Board of Higher Education to create a campus area meeting the needs of a modern urban university.

The \$700,000 park mall portion of the project involves six city park blocks between S.W. Park and west Park avenues,

and north and south between S.W. Mill and College streets. \$588,000 of the amount is federal money obtained through the Department of Housing and Urban Development by the Portland Development Commission in 1968 for the purpose of landscape improvements in the Portland State project. The re-

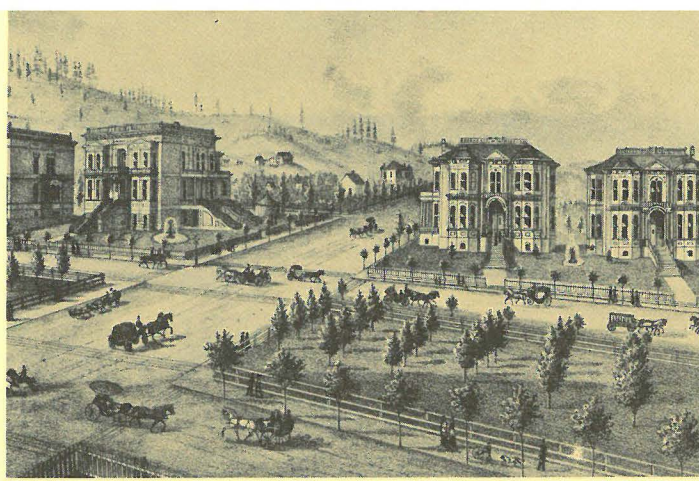
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mainder was appropriated by the 1965 State Legislature.

An important consideration in the redesign of the park blocks was to make the area compatible, both as part of a university campus for the students, and as a more usable city park for all residents.

The mall area is closed to automobile traffic, expanding the park area from 2.9 to 7.2 acres. There is 54 per cent more grass area and 107 additional trees. Diagonal concrete paths provide easy foot traffic through the park and help preserve the grass. New benches offer the opportunity to relax and enjoy



LEFT: South Park Blocks 1882.

BELOW: Descendants of families who originally deeded the Park Blocks to the city were present at Mall dedication. From left are Laddie Green, Alan Green, Mrs. James Rosenfeld, Mrs. Harry C. Kendall, and Mr. and Mrs. Stanton Allison.

the park and some 80 light standards provide night-time illumination.

Architects for the redesigned

Park Blocks are Campbell, Yost, Grube, and Partners of Portland. The general contractor is Donald M. Drake Company.



North Portland Office Opens

The Portland Development Commission has established a North Portland site office in space made available on the University of Portland campus.

Residents of the Peninsula area, through various neighborhood action organizations, have requested the assistance of the PDC in identifying neighborhood problems and seeking the resources to help solve them. The site office, located in Columbia Hall, will offer North Portland

residents easier access to the Commission and allow the Commission to be more quickly and easily aware of the needs of the residents.

The University will also make available classrooms and auditorium space for neighborhood meetings and will have a perma-

nent display showing up-to-date plans for the area prepared by the Port of Portland, Portland Portland Planning Commission, Tri-Met and other agencies.

The site office is open from 8:30 a.m. to 5 p.m., Monday through Friday. It is supervised by Mr. George Lund.

Coast Guard Instructs Landlubbers

Coast Guard Reserve Commander Harold Hand sees nothing inconsistent with members of his unit conducting a home repair workshop for "landlubbers" as part of the Portland Development Commission's Community Services program.

Residents get into the act with plenty of questions for the Coastguardsmen.

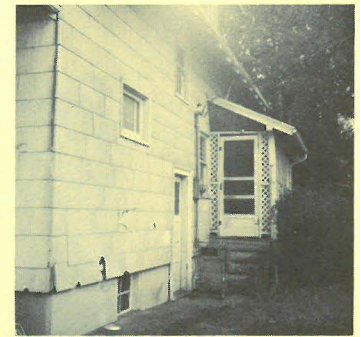
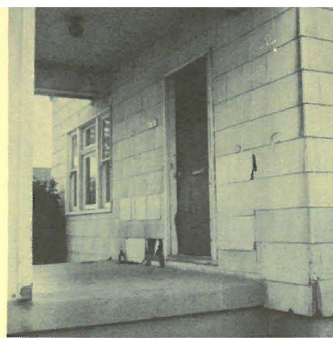
"The history of the Coast Guard has always been one of services to the American people. If we have skills that can be of use to the community it is our duty to share them."

Hand, who is also Chief of Real Estate for the Portland Development Commission volunteered members of Coast Guard Reserve Unit 82891 to instruct neighborhood residents in a free workshop held in May. Six classes were available including: basic exterior home maintenance, basic interior home maintenance, basic plumbing repair,

basic electrical repair, basic landscaping, and basic hand tools.

Hazel Hays, the Commission's Community Services Coordinator points to the cooperative venture as a way to develop a more meaningful Community Services program. "The more people we can get involved in helping our community, the more interest we can create within the community. There are many individuals and groups whose experiences we should be drawing from in our citizens participation projects."





Before and after photographs reveal dramatic change in outside appearance.

ADAMS HIGH REHAB PROJECT With hammer, Nails...and Pride

"We shape our tools and thereafter our tools shape us." An apt quotation characterizing the results of a housing rehabilitation project taken on by a group of 20 Adams High School students during the past school year. The finished product not only shows a dramatic change in the house the students worked on, but also a change in many of the students themselves.

The January *Portland Profile* outlined the project in which the Portland Development Commission cooperated with Portland School District No. 1 to rehabilitate a rundown house at 4707 N. Congress as part of a Home Construction Program at Adams High School. A local contractor, Frank E. Gill, instructed and guided the students.

The class rebuilt some of the inside of the house, repaired other portions, painted, hung paper, installed cabinets, laid floor tile and installed glass. The students also did all the electrical wiring and plumbing, working under supervision of

New cabinetry, wallpaper, and fan help make a 'homey' kitchen.

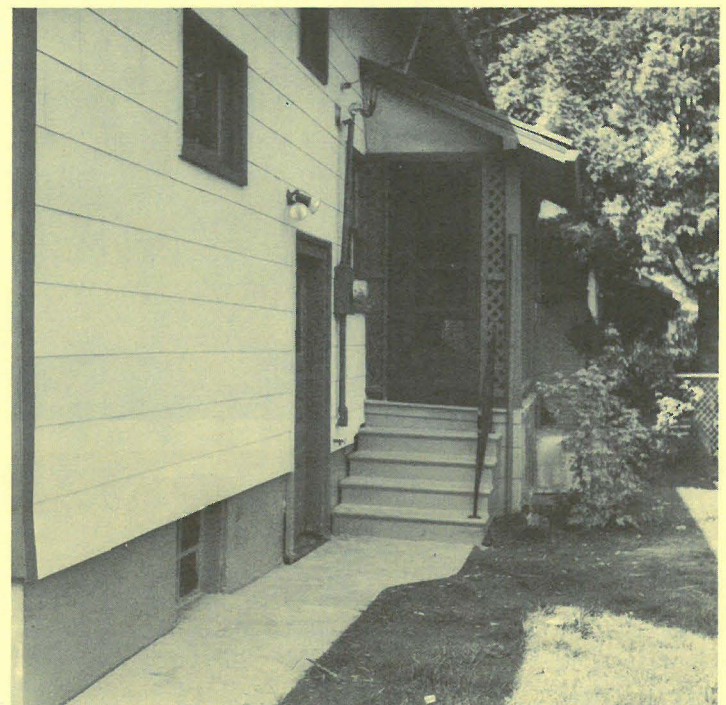
an electrician and a plumber, so that the work could pass city inspection.

Outside, damaged siding was replaced. The entire house and garage were repainted and re-roofed. Wrought iron work was added to rebuilt front and back porches and steps. A local Green Thumb organization contributed plants and supervised the landscaping of the yard.

Beyond gaining familiarity with construction skills, other interesting results of the remodeling effort have been noted by George Kallman, Adams High School Work Experience Coordinator. Many of the students in the class were close to becoming dropouts before the project started. "Attendance for these students is up considerably. They are learning something about their capabilities and are beginning to tie their learning experience to other aspects of their life," says Kallman.

Robin Mays, a senior, was foreman on the morning crew. As a result of this experience, he

New paneling and light fixtures add warmth to bedroom.



has bought a house which he plans personally to rehabilitate, then sell at a profit.

Stan Williams, also a senior, was foreman of the afternoon workers. He is now considering becoming a roofer.

Another student is remodeling his family's home, building a bedroom on the back. He'd never had a bedroom to himself before. Now, with the knowledge gained on this project, he has found he can have one through his own efforts.

"Above all, a sense of pride is evident in the group and this instills confidence in themselves and their workmanship," Kallman said.

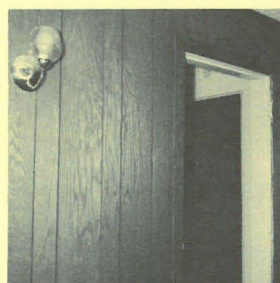
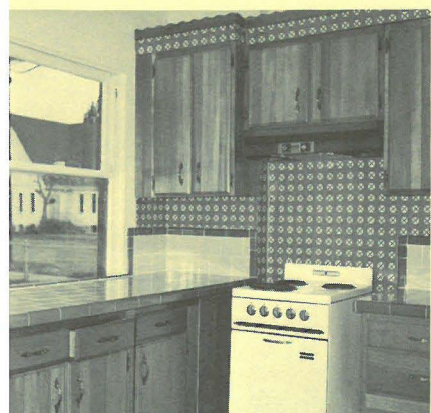
Contractor Frank Gill can see other benefits from the project. The rehabilitation of this house has pointed the way for renewing other homes in the area. "Homeowners see what can be done and many are beginning to do some landscaping

and painting," Gill said.

Because of the students' success and their eagerness in tackling the house, plans are underway at Adams to renovate another structure next fall. Also Gill said he plans to take along his crew and work on some other houses this summer.

The property was valued at about \$5,000 when it was purchased by the Development Commission. A preliminary estimate of its market value after rehabilitation is \$12,500. It will now be sold by the Development Commission under its program to develop good low and moderate income housing.

The total commitment the students feel toward the house is evident in their concern over the prospective buyer. They hope the new owner will treat the house with "tender, loving care" because to them it is not just a house, but a part of their life.





Summer Fun at



Summertime is a special time at Portland's Auditorium Forecourt Fountain. The square-block, liquid-and-stone sculpture comes alive with people of all sizes, shapes and ages.

The Forecourt, developed and maintained by the Portland Development Commission, has been acclaimed as "one of the most important urban spaces since the Renaissance" by Ada Louise Huxtable, architectural critic of the *New York Times*.

The mammoth, multilevel series of rivulets, cascades, and pools was designed by San Francisco landscape architect Lawrence Halprin. Halprin's emphasis is on "people partici-

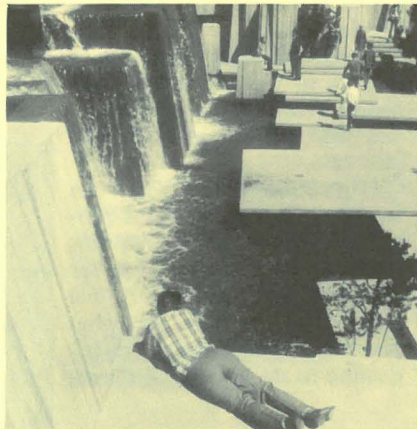
FORECOURT

Water Flow —

Waterfalls 18 feet high at the highest point and 80 feet wide pour 13,000 gallons of water a minute over the falls.

Hours of Operation —

The Forecourt waters flow from 11 a.m. to 11 p.m. The area is closed from Midnight to 5 a.m. daily and Wednesdays for maintenance.



Forecourt Fountain

patation" — active involvement, not just passive viewing of the fountain.

The pools and streamlets are all wading depth. Various levels of platforms allow little people and big people alike to get into the water easily. There is even a little nook behind one of the falls where a person can stand, dry and secure, as the water cascades over him.

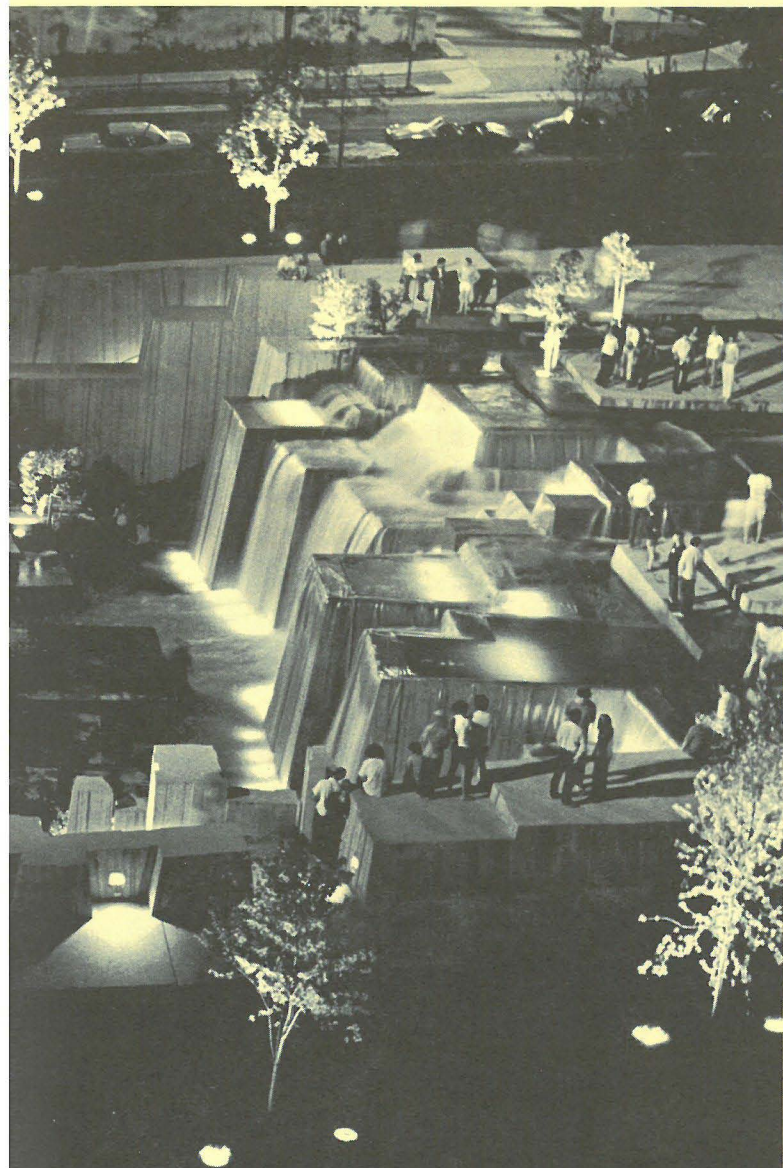
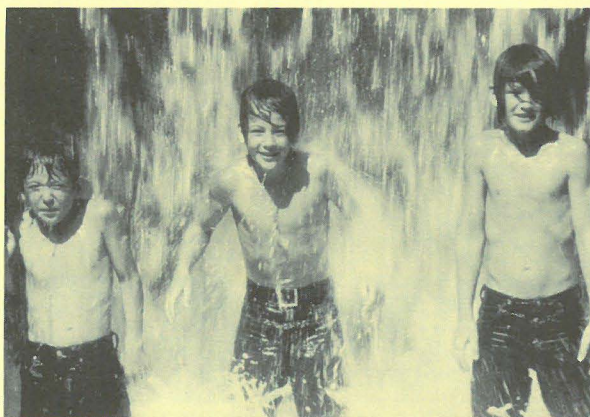
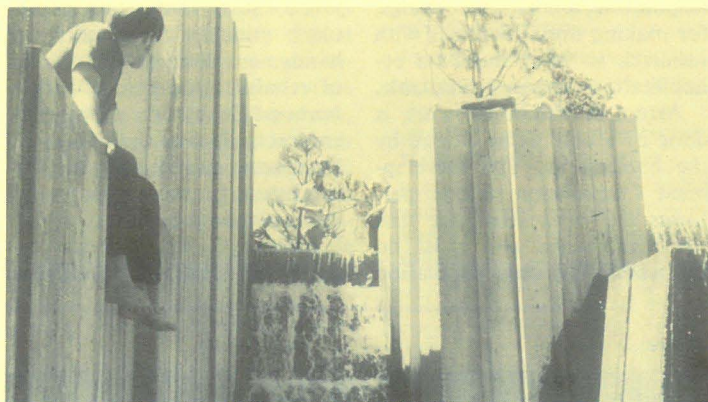
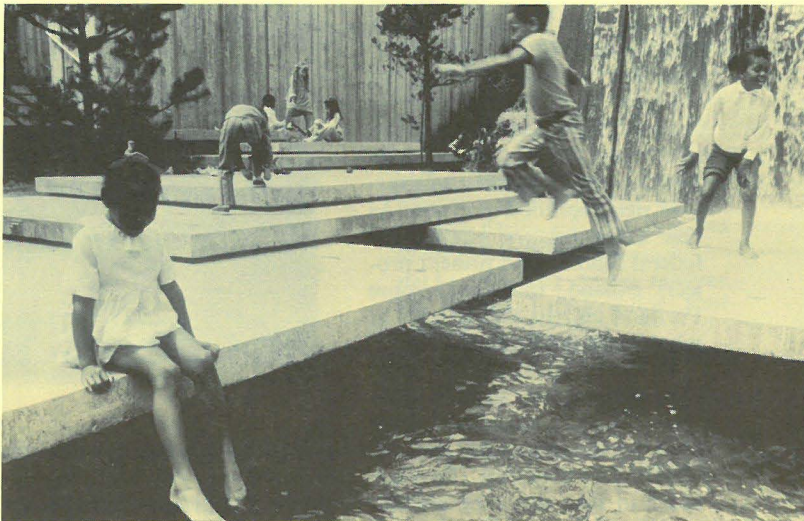
You can become a part of the fountain's summertime magic. Stroll its heights, explore its depths, hear it, touch it — experience it fully. You'll come back.

FACTS

Cost —

All costs of Forecourt development were paid from increased tax returns by new developments in the South Auditorium Renewal area and restricted by law to paying Portland's costs of

this project. In addition, Forecourt expenditures entitle the city to twice this amount in federal funds for improvement activities in other parts of Portland carried out under the urban renewal program.



HOUSING REHABILITATION:

New Life For Older Neighborhoods

No city can afford to allow its older neighborhoods to slip into a state of decay. The conservation of the basic housing stock of a city is a vital challenge to that city and its people.

One of the ways to meet the challenge is through a federally-assisted rehabilitation program. Such a program has become one of the Portland Development Commission's most important renewal tools, offering the opportunity for rehabilitation to homeowners who might otherwise not be able to afford it.

More than 1300 homes in Portland have been rehabilitated in the last 7 years through the Development Commission's various neighborhood projects. As new areas become eligible for federal funding and present projects expand, more and more Portland citizens will be able to rehabilitate their homes.

The Portland Development Commission has a large full-time staff working exclusively on housing rehabilitation and rehabilitation financing. They are aided in their work by a Community Service staff which is responsible, among other things, for making initial contacts with residents to brief them on rehabilitation services available.

Actual rehabilitation work is done by a contractor chosen by the homeowner. The Development Commission neither performs the work itself nor tells the homeowner who must do the work. The only stipulation

is that the contractor meet certain minimum federal requirements. The program has had an important effect on additional jobs for small contractors, particularly minority contractors and handymen. During 22 months of rehabilitation in the Neighborhood Development Program, contracts of more than \$640,000 have been awarded by the Development Commission to small minority contractors.

Primarily, two federal programs are available to persons

living in the Neighborhood Development Program area: one provides grants; the other, low-interest loans.

Grants

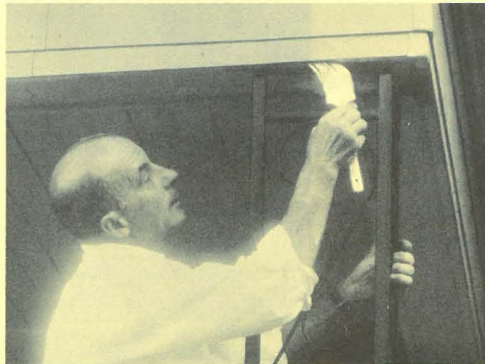
Homeowners who do not have sufficient income to finance improvements bringing their properties up to city codes and the property rehabilitation standards established for a project area may qualify for rehabilitation grants. The maximum available grant to an eligible homeowner

is \$3,500. This money need not be repaid.

Generally, to be eligible for a grant a person must own or be buying property within a federally-aided rehabilitation area. His total family income cannot exceed \$3,000 (except in certain hardship cases) and he must not have substantial financial resources, such as savings, which could be used for rehabilitation.

Loans

Those homeowners who do



Before

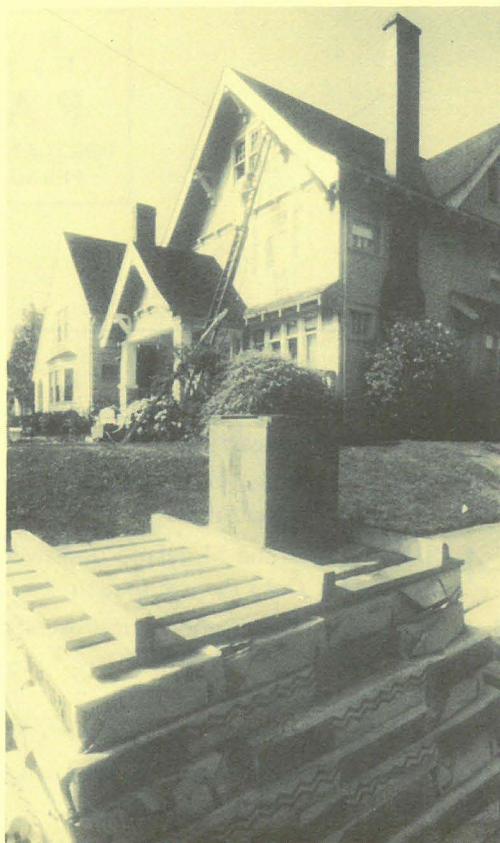
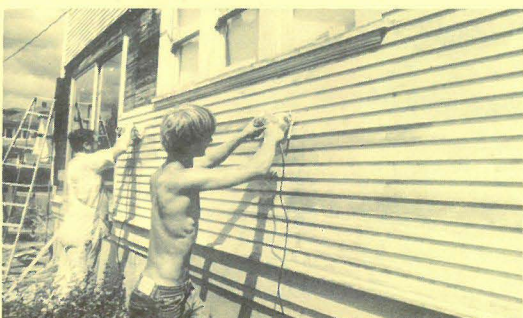
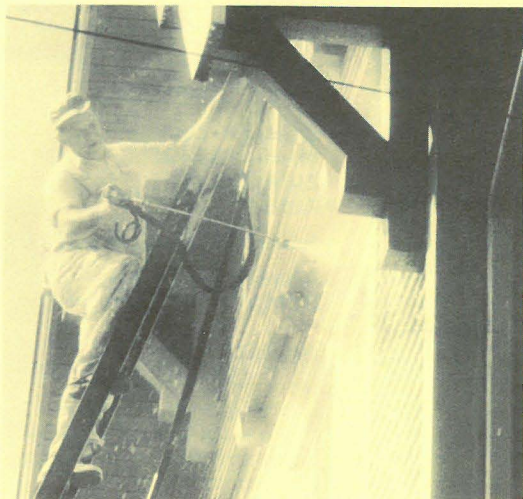


After



Before





not qualify for federal grants may be eligible for federal low-interest loans. There is no income ceiling for these loans. Up to \$16,800 may be made available at 3% simple interest figured on the unpaid balance, with repayment periods of up to 20 years.

The loan money, like grant money, must be used to improve properties to city codes and property rehabilitation standards for the project area. Generally, to be eligible, a person must own or be buying property in

a federally-aided rehabilitation area and he must have the capacity to repay the loan.

Although not everyone can qualify, it is possible for a person to receive a loan and grant combination or have an existing mortgage or contract refinanced. Each case is reviewed for these possibilities.

A property owner seeking rehabilitation assistance should contact the Portland Development Commission site office in his respective neighborhood. Ad-

resses and phone numbers for these offices are noted on the back page of *Portland Profile*.

Housing rehabilitation has important advantages for a neighborhood. Not only does it benefit the community environment through the preservation of a more stable housing stock, but also it often leads to a chain reaction of other improvements in an area. Pride in one's home rekindles pride in one's neighborhood. It is this kind of pride which will help keep our central

city areas strong and begin to stem the life-draining flow of residents to the suburbs.

Case Study "A" — \$3500 Rehabilitation Grant

ROOF: roof section replaced; gutters and downspouts replaced.

EXTERIOR: broken windows replaced; exterior painted.

KITCHEN: ceiling and walls repaired and painted; doors and trim repaired; cabinets replaced and painted; new drainboard covering installed; kitchen sink replaced; light installed; floor tiled.

LIVING ROOM: carpeting.

BATHROOM: ceiling and walls repaired and painted; doors and windows repaired; new wall to replace partition; new tub and ceramic tile; floor tiled.

HALL: walls and ceiling repaired and painted; light installed; floor tiled.

Case Study "B" — \$3500 Rehabilitation Grant

ROOF: roof section on house replaced; garage roof completely replaced.

KITCHEN: bottom cabinets, countertop, and drainboard replaced; new floor covering.

HEATING: new furnace installed.

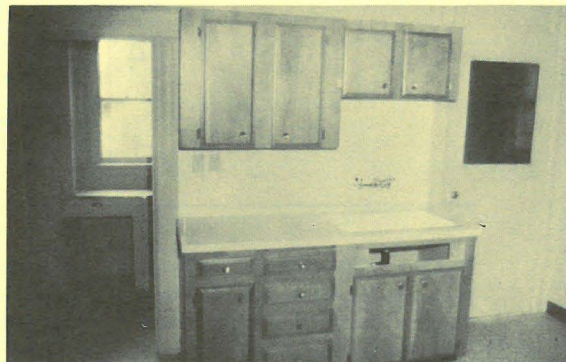
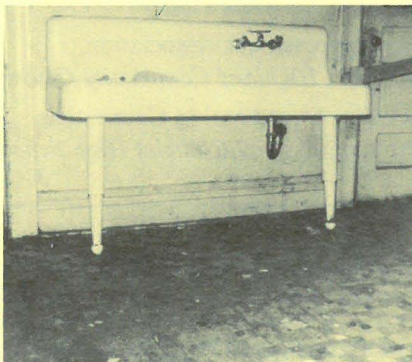
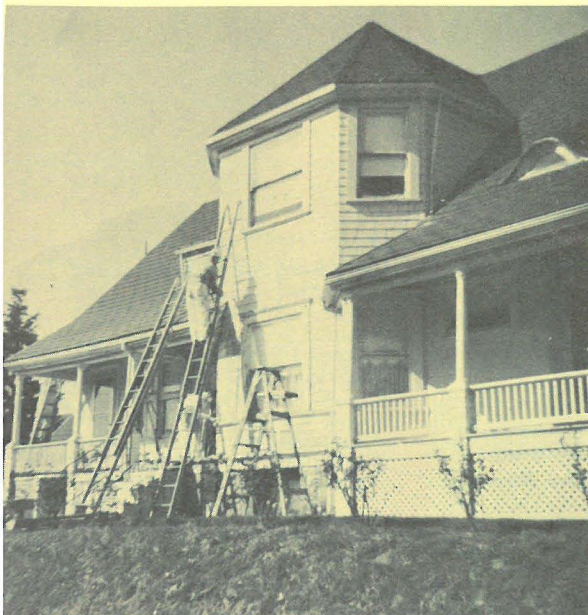
PLUMBING: repaired plumbing to city code standards; sewer line installed; pressure relief valve installed on hot water heater.

ELECTRICAL: Four wall switches and basement rewired to city code standards; dryer receptacle installed.

After

Before

After



Portland Development Commission
1700 S.W. 4th Avenue
Portland, Oregon 97201

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What's Ahead

A calendar of neighborhood meetings where residents can add their ideas about their neighborhood's future. Meeting dates and locations are subject to change, so check with your site Office.

JULY	AUG.	
3	7	Southeast Uplift Advisory Committee 7:45 p.m., <i>Southeast Uplift Office</i>
5	2	Vernon Community Association 7:15 p.m., <i>Vernon School</i>
7	4	SMILE (Sellwood-Moreland Improvement League) 10:00 a.m., <i>Oaks Pioneer Church</i>
10	14	Humboldt Neighborhood Improvement Organization 7:30 p.m., <i>Humboldt School</i> Brooklyn Association 7:30 p.m., <i>Sacred Heart Church</i>
11	8	Woodlawn Improvement Association 7:30 p.m., <i>NDO #1</i> Albina Neighborhood Improvement Committee 7:30 p.m., <i>NDO #4</i>
12	9	Eliot Neighborhood Program Association 7:30 p.m., <i>Dishman Center</i>
13	10	Buckman Coordinating Committee 7:30 p.m., <i>Central Catholic High School</i>
17	21	Southeast Uplift Advisory Committee 7:46 p.m., <i>Southeast Uplift Office</i>
19	16	Sabin Community Association 7:30 p.m., <i>Sabin School</i>
20	17	SMILE 10 a.m., <i>Oaks Pioneer Church</i>
25	22	Boise Citizens Improvement Association 7:30 p.m., <i>Boise School</i>
23	26	Eliot Neighborhood Program Association 7:30 p.m., <i>Dishman Center</i>
24	27	King Improvement Association 7:30 p.m., <i>Highland Community Center</i> Buckman Coordinating Committee 7:30 p.m., <i>Central Catholic High School</i>

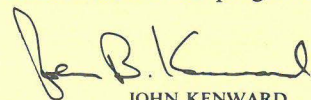
Much of this issue explores housing rehabilitation through various Portland Development Commission programs.

The extremely important contribution of rehabilitation to the environment is sometimes lost amidst more exotic or controversial projects, but its impact

on the health of our city should not be overlooked. Indeed, the largest percentage of the time of the Development Commission is now spent in work under the Neighborhood Development Program, the core of which is housing rehabilitation.

I hope you will read this issue

with particular care and become better informed on the opportunities open to our city through federal rehabilitation programs.



JOHN KENWARD
Executive Director

Portland Profile

is a newsletter of the Portland Development Commission.

John S. Griffith, *chairman*

Edward H. Look, *secretary*

Vincent Raschio

Elaine Cogan

Arthur A. Riedel

John B. Kenward, *executive director*

John E. Humes, *editor*

Barbara Ramsey, *assistant editor*

INFORMATION

If you have any questions regarding any Development Commission activity, contact the office listed below corresponding to your area of interest.

MAIN OFFICE

Portland Development Commission
1700 S.W. Fourth Avenue
224-4800

NEIGHBORHOOD DEVELOPMENT OFFICES

NDO #1 (Woodlawn)
5630 N.E. Union Avenue
288-5075

NDO #2 (Irvington, King, Vernon, Sabin)
3605 N.E. 15th
288-8131

NDO #3 (Eliot)
10 N.E. Graham
288-8187

NDO #4 (Boise, Humboldt)
4000 N. Mississippi
288-6271

OTHER SITE OFFICES

Southeast Uplift
4316 S.E. Hawthorne
233-6236

Emanuel Office
236 N. Monroe
288-8169

NORTH PORTLAND OFFICE

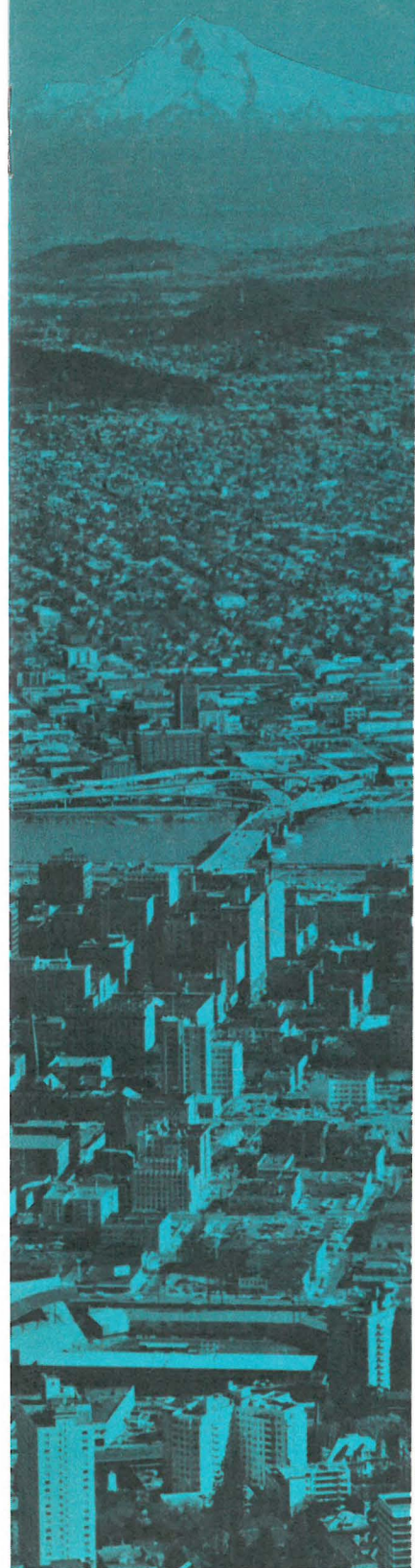
Columbia Hall
University of Portland
5000 N. Willamette Blvd.
283-4171

PHOTO CREDITS

(Park Block Ancestors) Bob Bach; (Park Block 1882) Oregon Historical Society; (Park Malls) Portland State University; Forecourt Fountain at Night) Brian Bell; (Other Forecourt Photos) Doug Hall; (Coast Guard Workshop) Tom Slavin; (Other Photos) Barbara Ramsey and Portland Development Commission file photos.

Portland Profile

A Newsletter of the Portland Development Commission, the Department of Development and Civic Promotion of the City of Portland



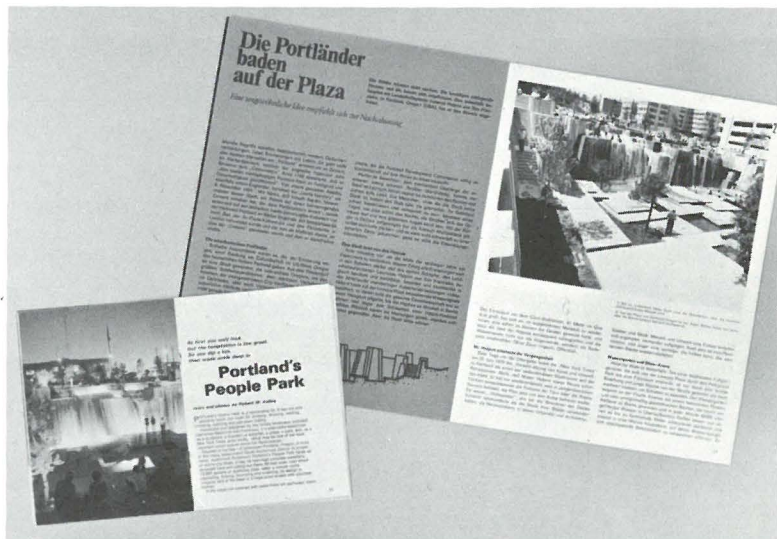
Forecourt Brings Portland Prominence

The Auditorium Forecourt Fountain, developed and maintained by the Portland Development Commission, has received a flurry of publicity over the past few months.

Locally, a fountain night scene graced the cover of the *Portland Physicians* magazine for June. Nationally, it was the subject of a five-page full-color cover story in the July issue of *Ford Times*. Internationally, a German architecture magazine, *Beton-Prisma Dusseldorf*, had a four-page spread on Portland's "people plaza" (which quickly brought a response for equal time from an Italian magazine, *L'Industria Italiani Del Cemento*).

A crew from the nationally syndicated television program, "You Asked For It," also visited the fountain. A request from a lady in Texas sent Smilin' Jack Smith and his show to Portland to film a segment on the Forecourt.

The Forecourt Fountain was adding to Portland's fame this summer.



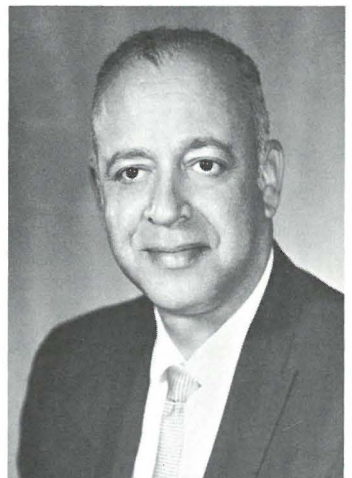
Educator New Commissioner

Dr. William A. Jenkins, Dean of the School of Education at Portland State University, is the newest member of the five-man Portland Development Commission. His appointment to the post by Mayor Terry Schrunk was approved by the City Council on July 19. Jenkins replaces Mr. Vincent Raschio, Portland contractor and former president of the Home Builders Association, whose term expired July 10. Raschio had served on the Commission since it was created in 1958. Reappointed at the same time was Commissioner Elaine Cogan who had been serving a previously unexpired term since January of this year.

The new commissioner is 49, married, and has two children. He became Dean of the School of Education in February, 1970. He was previously an Associate Dean of Education at the University of Wisconsin — Milwaukee, from 1963 to 1970.

Jenkins is also a member of the Portland Citizens' Committee on School Finance. He was listed in *Who's Who in America* for 1971, and was selected as "Leader in Education" in 1969 by *Education* magazine. He is on the Education Advisory Board for Compton's Encyclopedia.

Commissioners are appointed to three-year terms by the mayor, and serve without pay.



Dr. William A. Jenkins

PROGRESS REPORT:

Emanuel Hospital Expansion

Plans for the new Emanuel Hospital building are almost complete. If ground is broken for the \$17.5 million construction program this year, the hospital should be open to patients by 1975.

The hospital expansion has received assistance through a federal urban renewal project, (administered by the Portland Development Commission) which is concerned not only with the deteriorating neighborhood which surrounds Emanuel but also with continued adequate health care

for the central city. Across the nation, as well as in Portland, hospitals are deserting the downtown area in favor of the suburbs where more land is available to provide hospital facilities needed to meet present and future patient loads. Federal renewal programs offer important help in solving these problems.

Federal funds pay two-thirds of the project costs for the land acquisition program. The hospital itself pays the final one-third.

The Development Commis-

sion relocation staff works with families who must move from the project area because of the expansion. Eligible families are paid the value of their home, plus moving expenses, and up to 15 thousand dollars additional money if a comparable house in a new location costs more than the home they are leaving. Renters can receive up to four thousand dollars to help buy a home, or pay part of their rent over a four year period.

Over 600 thousand dollars in relocation and replacement housing payments have been made to the 137 families who have moved so far. This is in addition to the fair market value paid for their properties. On the average, the families in the Emanuel Project are moving into good homes worth twice those from which they moved.

Another important aspect in a renewal program such as Emanuel is the approvals required for a project to take place.

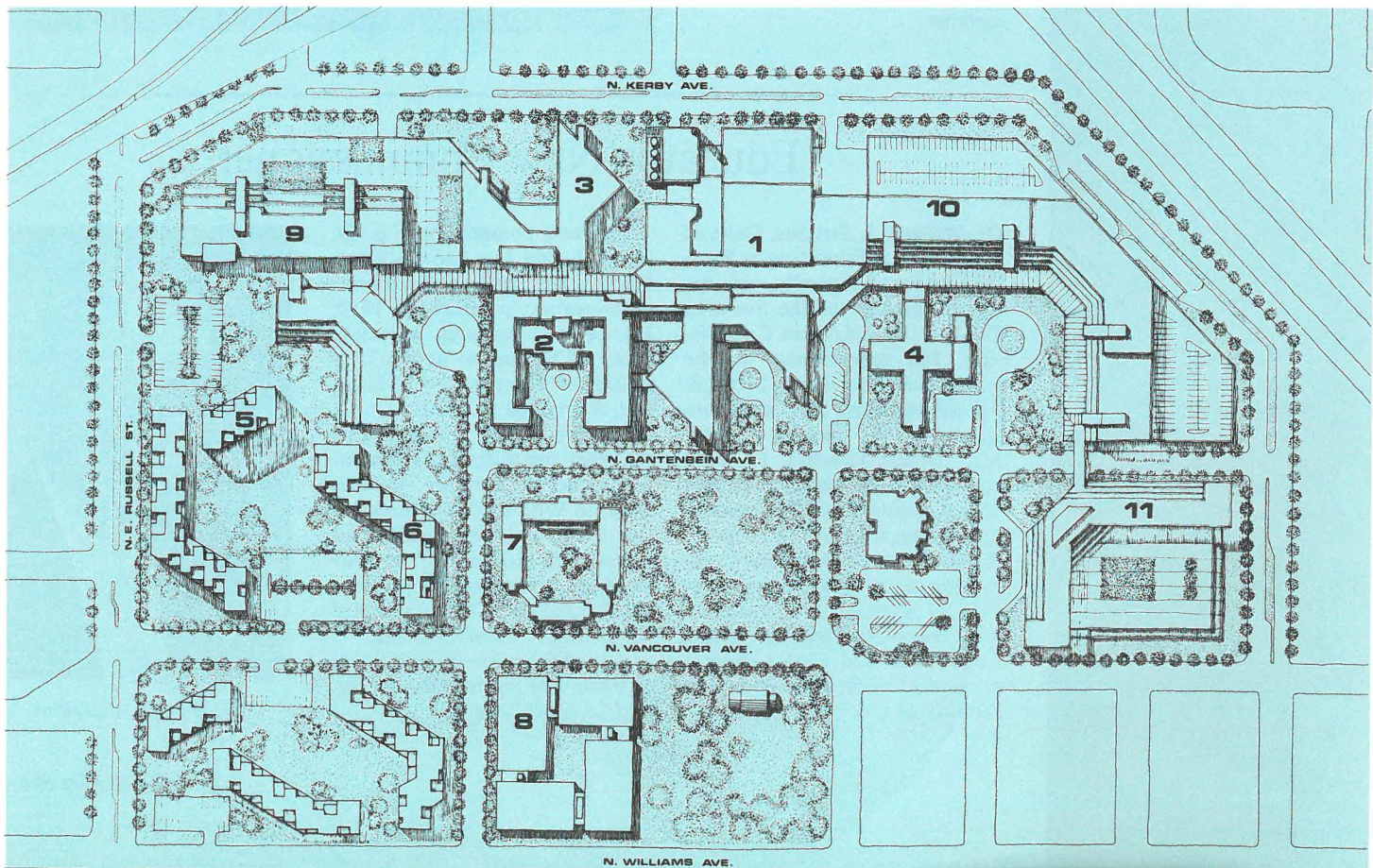
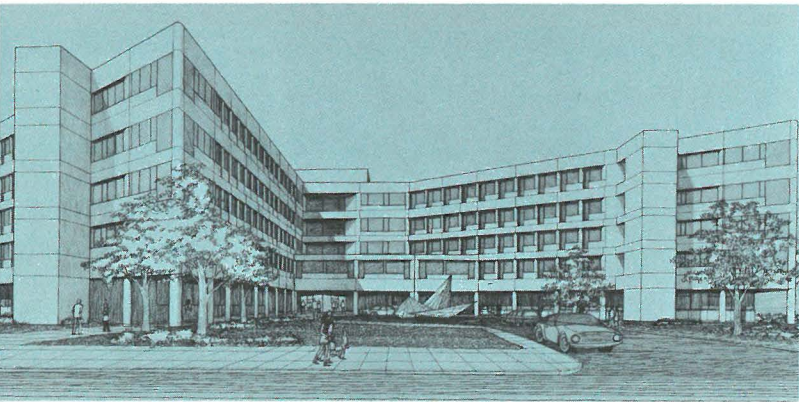
The urban renewal plan for Emanuel was approved by Model Cities Special Projects Committee, Portland Development Commission, Model Cities Citizen's Planning Board, City Planning Commission, and the City Council.

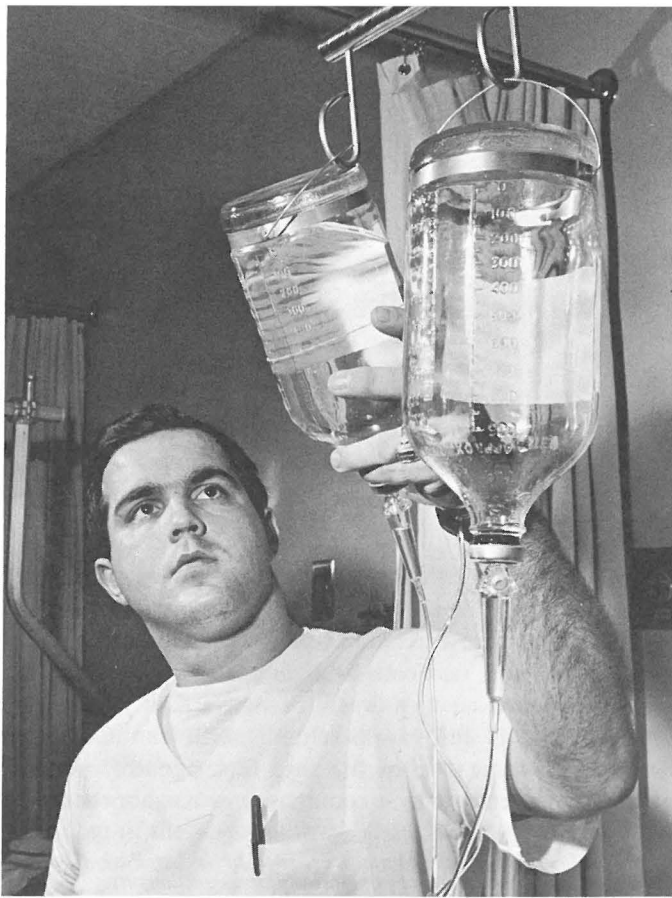
An agreement was also signed by Emanuel Displaced Persons Association, Emanuel Hospital Board, Housing Authority of Portland, Portland Development Commission, Model Cities, and Model Cities Citizens' Planning Board supporting the development of low- and moderate-income housing within the project. Part of this agreement would include the construction of housing, within or as near as possible to the project area and all within the Model Cities boundaries to replace the largely substandard housing taken out due to the expansion.

The new hospital building will be the hub of a total health care complex, providing a range of

Architect's rendering of planned new general hospital.

1 New Hospital Addition; 2 Existing Hospital; 3 Future Hospital Expansion; 4 Extended Care Facility; 5 Housing for the Elderly; 6 Staff Housing; 7 School of Nursing; 8 Medical Office Building; 9 Specialty Hospital; 10 Parking Structure and Related Hospital Facilities; 11 Diagnostic Care Center.





Emanuel last year provided 60% of the free care offered by all of Portland's private hospitals combined; its maternity service is the Northwest's largest; Emergency Service now serves three times the number of patients annually that it was designed to accommodate.



service not previously available here on a single site — from acute emergency care to self-care; from the availability of doctors' offices to apartments for low-income elderly; from teaching programs in health careers to health education for the public.

The building will rise on the block north of the present site on which Emanuel has stood since 1915. The old and new hospitals will be connected by corridors at each level, part of a long spine which will one day link the acute care hospital with related buildings facing what is now North Gantenbein Avenue.

Like Stanton Street (across which the connecting corridors will be built) and other city streets within the campus, North Commercial will be closed. Access roadways through the complex will be maintained, but other traffic will be diverted around the complex on an 80-foot-wide street leading into the freeway system.

All the beds in the new building — including approximately 296 to replace those in the present hospital which do not meet federal standards — will be in private rooms. This is not as a luxury but an efficiency measure, permitting maximum

use of space daily. (Today, if there is one man in a 4-bed ward, the other three beds must remain vacant until 3 more sick men turn up — even though a woman patient may need the space.)

The rooms will be situated in a triangular pattern around the nursing station which is expected to be more efficient than a rectangular pattern and less expensive than a circular pattern.

The new hospital building will provide critically needed expansion of the Emergency Service, now serving three times the number of patients annually that it was designed to accommodate. A helicopter pad on the roof will speed transfer of highway accident victims to the hospital. Patients arriving by ambulance will be routed directly into key areas with swift access to related departments — laboratory, X-Ray, surgery.

Expanded facilities will mean new job opportunities at the hospital. Emanuel employment goals have continually had as their aim the employment of as many local people as possible. Minority employment has regularly increased and the hospital has a number of recruitment programs offering continued opportunities in this regard.

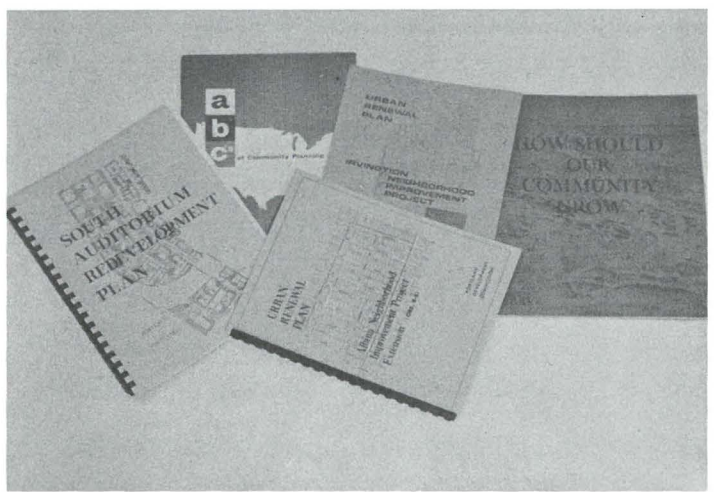
Emanuel plans at least 180 new low- and moderate-income housing units to replace dwellings previously on the site — many of which were in quite rundown condition and hazardous to health and safety. Additional housing planned for hospital employees and students will further increase the campus residential population.

New, separate, sanitary and storm sewer systems will replace the present antiquated and inadequate combined system — a substantial contribution to environmental protection as well as public health. At the request

of the City Council and with the cooperation of the utility companies, undergrounding of utilities in the area will take place. With the added population and the revitalized neighborhood, new business and industry are expected to be attracted within the area.

The Emanuel project will have considerable impact on the life and health of the surrounding neighborhood, but it will be important also to the life and health of the entire central city area, through the high quality health care available to its residents.

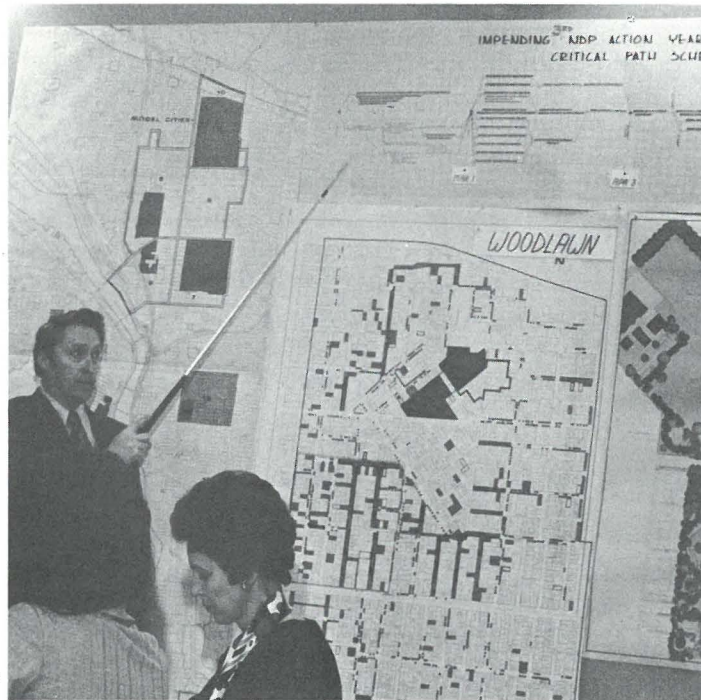
Planning in Urban Renewal



The planning function in the renewal process is an important factor that can either move a project swiftly toward its goals or slowly into oblivion. While some cities have seen plenty of plans and little action, planning for implementation has been the key to the substantial achievements of the Portland Development Commission over a relatively short time period.

To bring about this effective planning requires close cooperation between residents and Commission staff in order to

1 Plans often follow a critical schedule. 2 The Planning staff must coordinate individual area projects within overall plans. 3 Planners work



1

steer a course through the maze of local, state, and federal regulations, rising costs, changing priorities and other pitfalls. Beyond the problem areas, however, lies the mutual satisfaction for planners and residents of seeing a well-conceived plan become a concrete fact; a dream become a reality.

The planning staff works closely with the Community Services Department from the very first signs of interest in making improvements by a community or neighborhood.

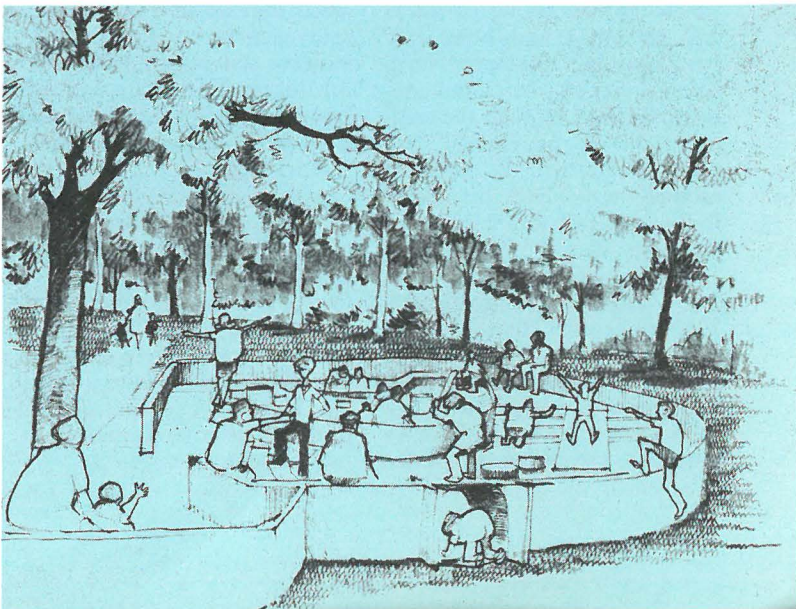
closely with neighborhood committees, such as Irving Park Committee. 4 New tot play area is one of committee's accomplishments.



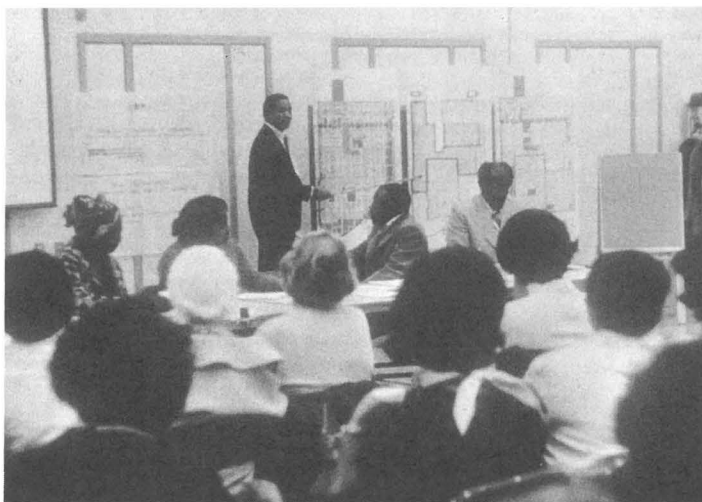
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3



4



Neighborhood meetings are where the planning begins. Residents determine their neighborhood needs.

Though the planning function may differ slightly with each individual neighborhood, the general process is similar. This article will follow the planning procedure under the Neighborhood Development Program (NDP). This program is concerned mainly with rehabilitation of homes as well as construction of new housing, improvements to streets, lighting, parks, school sites, public facilities and other priorities established by the residents.

A member of the planning staff often makes the first contact for the Development Commission with residents who have become aware of a need for improvement in their neighborhood and are searching for solutions. This search usually leads them to request assistance from the Commission in relating the programs available through federal urban renewal projects to upgrade neighborhoods. Residents question the planner about these resources and the planner helps the residents to define their neighborhood problems in terms of programs that may offer solutions.

If the residents decide that the programs available through the Development Commission can be helpful in reaching neighborhood goals, the next step is to make sure that the neighborhood organization truly represents all the residents of the area. The federal Department of Housing and Urban Development (HUD) must be assured that a widespread, broad-based neighborhood organization has been an integral part of the planning process before an area can receive federal funds. Community Service and Planning personnel work with residents to strengthen the neighborhood organization.

Aided by the planners, this representative citizens' group then begins to develop neighborhood improvement priorities and set boundaries. The planner plays an important role in helping residents see which improvements are feasible under the federal programs and which are not.

This is a period of extensive surveys of existing land uses; inspection of buildings; and studies of needed public improvements and desirable land reuses.

All of this work is aimed at developing the Urban Renewal Plan for the area. This plan is a summary of land use, property acquisition and disposition, public improvements, and the building and design controls under which private developers must work. A financial estimate, although not a part of the official plan, is also prepared to estimate the costs involved.

Part of the planning process is the presentation of the plan

for approval to the neighborhood association, other officially sanctioned area committees, the Portland Development Commission, the Planning Commission and the City Council. After these approvals have been obtained, the application is put into final form and submitted to HUD.

When the completed renewal plan has been approved and the Federal funds allocated, neighborhood improvements can get underway. Planning does not taper off at this point since, under NDP, planning and action go on concurrently. In fact, as the program progresses the level of planning becomes more explicit. The NDP requirement that planning be begun and completed in one year and that those completed plans be carried out in the next year necessitates constant attention to the neighborhood priorities.

Planners are involved with the residents in developing such improvements as paving and construction of streets, development or improvement of parks and greenways, planting of street trees, development of community centers, installation or improvement of street lighting and traffic safety devices, and the development of low- and moderate-income housing. These improvements complement the housing rehabilitation program which is the cornerstone of an NDP project.

To attempt in a few pages to completely describe the planning function is almost impossible. Aside from the slightly different planning priorities in each neighborhood, planners must also take the unexpected into consideration. We live in a fast-changing world, where today's solutions may not always fit tomorrow's problems. Planners must be aware of, and responsive to, this change.

The Portland Development Commission has a nine-member planning staff directed by Charles E. Olson, Coordinator of Plans and Programming.

In addition the planning staff oversees and coordinates the work of independent neighborhood planning consultants, recommended by the residents and under contract to the Commission. These qualified consultants aid in the planning and implementation of improvement programs.

The test of good planning is said to be good results. However, it is not as simple as that. Planning in urban renewal is a highly specialized activity requiring technical skill, communicative expertise, long-range vision, a hardy constitution and a bit of luck. The test of good planning is how well these abilities are put together so that good results will follow.

The task of planning a park served as a catalyst for the entire neighborhood. The Neighborhood Association approached the idea of developing a park as a means to help stabilize the neighborhood. This led to a cooperative effort between the City Park Bureau, City Traffic Bureau, City Engineer's office, Portland School District #1, and a more widespread broad-based citizens' group from the area.

Planning also began on the other priorities. Residents chose a demonstration area for housing and street improvement, focusing on a target area so as to provide a visual impact for the entire neighborhood. The residents initiated a careful inventory of goals and priorities with respect to housing, streets, and open space. The people were becoming the real planners for their neighborhood.

On July 1, 1970 action began under the Neighborhood Development Program. Since the adoption of the NDP, the Woodlawn Improvement Association has expanded its resident membership and community improvement plans.

Original interest in a neighborhood park gained momentum and the Woodlawn Association Park Design Committee began to come up with definite ideas for park development.

The 8½-acre park, the first phase of which is planned for completion in the fall of 1972, is located between Woodlawn School and N.E. Dekum Street.



WIA meetings are where residents may bring their concerns and plan improvements.

Robert Perron & Associates and planning consultant James Howell were selected by the Woodlawn Improvement Association to design the park under contract with the Development Commission. The park will feature athletic fields, a teen center, pedestrian walkways and extensive landscaping.

Property for a multi-family housing project adjoining Woodlawn Park on the east is currently being purchased. The neighborhood association has decided that the project should contain residents of differing ages and incomes. It is now investigating types of housing such as rentals, co-ops, condominiums, etc. Construction will probably begin in 1973.

There has been a two-phase street-tree planting program in the area. About 300 trees were planted in March, 1971 and an additional 1,400 trees were

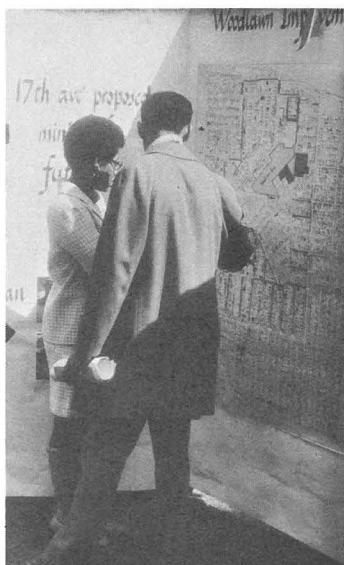
planted the following November.

During the summer of 1971 more than three miles of streets and alleys were improved in the Woodlawn area. The improvements generally consisted of re-grading and paving of streets and replacement or addition of curbs and sidewalks as needed. One-half of the cost of the work was paid through NDP funds with the other half assumed by the property owners. As part of the street improvement program, low-income property owners could apply for an additional reduction of one-half in their assessment.

Over 200 houses have been rehabilitated to city code standards or above through federal grants and low-interest loans. More than 100 other houses have been rehabilitated to code standards through various other means (including conventional loans, state GI, etc.).

The reasons for the smooth operation of the Woodlawn NDP are many, but the attitude of the people is a major factor. They are eager to cooperate with planning agencies yet firm in their insistence that the agencies be responsive to neighborhood needs. They believe in getting involved and establishing their own priorities. They know they must support the Neighborhood Association in order to reach their goals. As an informed organized group they realize they have a strong and objective "clout" to influence agency decisions.

Resident involvement in Woodlawn is an excellent example to other neighborhood associations which are now in their beginning stages. Citizen interest, openness, and cooperation has resulted in a strong Woodlawn NDP, which can lead to continued community spirit and improvements.



Residents look over Woodlawn display at outdoor rally.

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What's Ahead

A calendar of neighborhood meetings where residents can add their ideas about their neighborhood's future. Meeting dates and locations are subject to change, so check with your site Office.

SEPT.	OCT.	
*	2	Southeast Uplift Advisory Committee 7:45 p.m., Southeast Uplift Office
6	4	Vernon Community Association 7:15 p.m., Vernon School
7	5	Peninsula Action Council 7:30 p.m., Columbia Villa
8	6	SMILE (Sellwood-Moreland Improvement League) 10:00 a.m., Oaks Pioneer Church
11	9	Humboldt Neighborhood Improvement Organization 7:30 p.m., Humboldt School Brooklyn Association 7:30 p.m., Sacred Heart Church
12	10	Woodlawn Improvement Association 7:30 p.m., NDO #1 Albina Neighborhood Improvement Committee 7:30 p.m., NDO #4
13	11	Eliot Neighborhood Program Association 7:30 p.m., Dishman Center
14	12	Buckman Coordinating Committee 7:30 p.m., Central Catholic High School
*	16	Southeast Uplift Advisory Committee 7:46 p.m., Southeast Uplift Office
20	18	Sabin Community Association 7:30 p.m., Sabin School
21	19	SMILE 10 a.m., Oaks Pioneer Church
26	24	Boise Citizens Improvement Association 7:30 p.m., Boise School
27	25	Eliot Neighborhood Program Association 7:30 p.m., Dishman Center
28	26	King Improvement Association 7:30 p.m., Highland Community Center Buckman Coordinating Committee 7:30 p.m., Central Catholic High School

* Date to be announced.

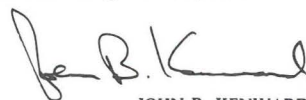
If a person pages through the historical records of the development of Portland, he cannot help but be struck by the countless number of "exciting new plans" for some area of the city that were never carried out. What are the essential differences between those plans and ones that did become a part of the heritage of Portland?

Much of this issue of **Portland**

Profile is devoted to an examination of some of the elements which we feel contribute to successful planning. "Planning in Urban Renewal" approaches the subject from the planner's-eye-view and "The Woodlawn Experience" details the effect of interested, involved residents on the development of their neighborhood.

The more we know about and can relate the needs and interests of peo-

ple to the economic, political, social and legal framework of our community, the more likely planning will become meaningful and productive.



JOHN B. KENWARD
Executive Director

Portland Profile is a newsletter of the Portland Development Commission.

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INFORMATION

If you have any questions regarding any Development Commission activity, contact the office listed below corresponding to your area of interest.

MAIN OFFICE

Portland Development Commission
1700 S.W. Fourth Avenue
224-4800

NEIGHBORHOOD DEVELOPMENT OFFICES

NDO #1 (Woodlawn)
5630 N.E. Union Avenue
288-5075

NDO #2 (Irvington, King, Vernon, Sabin)
3605 N.E. 15th
288-8131

NDO #3 (Eliot)
10 N.E. Graham
288-8187

NDO #4 (Boise, Humboldt)
4000 N. Mississippi
288-6271

NDO #5 (Buckman)
1935 S.E. Hawthorne
233-7596

NDO #6 (N. Portland)
Columbia Hall
University of Portland
5000 N. Willamette Blvd.
283-4171

OTHER SITE OFFICES

Southeast Uplift
4316 S.E. Hawthorne
233-6236

Emanuel Office
236 N. Monroe
288-8169



PHOTO CREDITS

(Hospital Scenes) Emanuel Hospital; (Other Photos and Maps) Barbara Ramsey and Portland Development Commission files.

Portland Profile

A Newsletter of the Portland Development Commission, the Department of Development and Civic Promotion of the City of Portland

Study Views Model Cities Economy



The major reasons people leave Portland's Model Neighborhood are inadequate possibilities for financing, high insurance rates and high incidence of crime and vandalism.

These findings are part of a year-long economic study of the Model Cities commercial and industrial areas recently completed for the Portland Development Commission.

Undertaken jointly by the consulting firms of Daniel, Mann, Johnson & Mendenhall, and Cornell, Howland, Hayes & Merryfield-Hill, the study makes a number of recommendations based on the findings.

Some of these recommendations are:

- Creation of a private loan guarantee corporation to underwrite business and mortgage financing.
- Coordination of economic development efforts through a committee responsible to the City Council, as well as increased coordination of manpower programs affecting

model cities residents.

- Promotion of several physical improvement projects to aid industrial expansion and creation of an "employment express" transit system to transport residents to employment centers in other areas of Portland.
- Reduction of the amount of land zoned for certain industrial and commercial uses and consolidation of existing scattered commercial uses into centers.
- Improvement of Union Avenue and the development of central commercial and residential areas along it.

Among other findings the study showed a lack of housing in the less-than-\$6,300 bracket in the area. There is a slight demand for "convenience goods" stores which supply items people buy close to home (foods, drugs, etc.), while there is an oversupply of shopper's goods stores which supply items people will travel distances to buy (clothes, appliances, furniture).



The study noted land suitable for industrial development is higher priced than comparable land in other parts of the metropolitan area. The lack of demand for much existing commercial space and the poor condition of many structures suggests that the removal of a large amount of commercial space is desirable.

The study was accepted by the Development Commission and passed to the City Council for action.

Notes on our Cities

How do we shape the cities of our future? During the past several months we have noted some insights into civic design and change expressed in the writings of the Portland Development Commission's Design Review Board, composed of Walter Gordon, resident design consultant; Pietro Belluschi, Boston; Paul Hayden Kirk, Seattle; and Arthur Erickson, Vancouver, B. C. In addition we have included

an excerpt from the book "Cities" by Lawrence Halprin, San Francisco landscape architect who designed the Lovejoy and Auditorium Forecourt fountains. We would like to share with you a sampling of their thoughts. Each of these experts present valid points of view, yet they are not in complete agreement. We think you will find their ideas interesting.



Arthur Erickson

A city becomes a city when the public space becomes alive. The city should be defined by neighborhoods and these require the focus of an information resource for active participation — where city administration can be reached, needs and desires can be expressed, future plans can be reviewed — a focus for festivals, dance, music and other forms of expression.

Primarily we must think of our cities as places to live in and enjoy rather than places to work in and get out of. The question is perhaps no longer how to allow maximum development with minimum interference but what are the human consequences of unrestricted development of, for instance, the vertical city. Why do the horizontal cities, despite their densities —

Paris, London, Rome, still work eminently for living? Height in present real estate terms may seem necessary but is there not a balance between economic profit and social well-being? Is human scale not an aspect of the older cities that has made them more habitable?

We must re-educate ourselves to the virtues of the city. It is important to instill concern and

love for the city even at an early age. But from different educational methods different kinds of architects, sociologists, engineers, planners and environmentalists and citizens should emerge — people *conscious of relationships* and their role in establishing integrities with the environment. The environment that shapes us is the city that we shape.

Pietro Belluschi

You can readily kill a city by limiting access, interfering with natural growth, insisting on too many open spaces without regard for their quality and suitability. Los Angeles offers the worst example of pollution, yet is full of open spaces; low density encourages the use of the automobile. Pedestrians should be pampered, but is it unrealistic to expect them to walk too far, particularly in rainy weather. Too tight a rein on automobiles may do damage to the health of the downtown.

Common sense has never been an enemy of esthetics; and the city can be a work of art only if it is free to express the life which animates it. If any dictating has to be done, it should be exercised with a great deal of restraint. High-rise buildings in a modern city are not necessarily bad. Many circumstances must be considered before saying no to them. The city must have a certain density in order to work as a city and must offer a contrast to open country.

Quality is the watchword, and it cannot be defined so precisely as to accommodate all opinions, including the one related to view — view of what, for whom, from what angle? Obviously we all like “the view,” but we cannot expect to retain it under all conditions. As a matter of fact, the very drama of vistas is the contrast between nearby images in continuous variety, such as people and plazas and statues, and the occasional opening up toward the distant view. The idea of constant view at all times and from any point is a fallacy usually promoted by someone specifically affected; but it should not be confused with transparency and density, which indeed affect in a psychological way how a person regards the environment he lives in. Rigidly implemented restrictions, even with all good intentions, may end up by causing more harm than good.

Paul Hayden Kirk

To develop a maximum density in an urban center, it would appear feasible to establish height limitations on multiblock areas, permitting maximum height in the central core area and buttressing this area with medium- and low-limit heights. To go beyond

this and attempt a 3-dimensional zoned plan by the limitation of building heights of individual pieces of property — block by block — is not only most difficult to conceive, but subjects individual owners to undue hardship by the arbitrary regulation of their property into patterns of varying densities and thereby denies them the full construction potential that present zoning permits.

To my knowledge, the only successful application of an enforced 3-dimensional land-use plan, parcel by parcel, has been in Sweden where, through socialism, land was removed from private ownership, zoned and then resold according to its construction potential.

A city must have life and variation reflecting the social and cultural forces of the times. Most attempts to arbitrarily regulate this has led to cold, impersonal, non-human buildings and spaces. To live and become vibrant a city needs an intermix of people living in the urban center, not just working there and then fleeing to the suburbs. Thought should be given to granting bonuses of some nature to accelerate the possibility of mixed residential and commercial use, to bring back the life and excitement we would like in our urban spaces, rather than specific concentration on how a particular building should be.

Permission of increases in height limits, when setbacks from property lines are requested, should be carefully controlled. These setback areas should become public-oriented pedestrian spaces rather than

private gardens for the building occupants. The visual experience of a user of urban spaces is at the pedestrian level; therefore, this setback area must be carefully guarded to insure public use.

Lawrence Halprin

Our real problem lies in the rate of change and the accelerating pace of new constructions which constantly shift the character and outline of the city's silhouette. We have few valid mechanisms for controlling this change and little to guide us in ways to shape this important image of the city. What we do know is that change has become the essential element of our time. The static conception of society and its image in the city has given way to a conception of fluidity, of constant change. Our great mission is, I believe, to deal with change, to recognize it as an essential element in our time and accept its implications. Since our ideal form for the city is uncertain, what we need to strive for is an environment designed for the process of creative living. In the search for this environment, the acceptance of the process of change as the essential basis for civic design will signify our understanding of the problems and uncertainties of our technological future. There is no way to plan creatively for a static society or a static environment, neither of which any longer exists. Every attempt to do so implies a rigidity of control and a narrowness of aim. These will result in visual sterility or, politically, in an imposed and overly-controlled society whose citizens become dehuman-

ized. There is no rule book for guiding change except to recognize its importance and welcome it as a challenge.

Walter Gordon

While it is true that Portland has not yet experienced the decay and ugliness characteristic of many American cities, enough exists here to present serious problems. The restoration of areas of urban decay is important for at least two reasons.

First, we have to arrest a disintegration process which can have disastrous social and economic results. If we do not restore and preserve the livability and habitability of our city, we will have an accelerating development of unplanned sprawl, leading to increasingly complicated relationships of housing to working places, and almost insoluble transportation difficulties. Pressured by increased population, the flight to outlying areas will become more pronounced, resulting in greater racial cleavage, with the poor and the minority groups occupying the central city, and the relatively affluent living in fragmented suburbs. Learning from the experience of older Eastern cities, we should expect the central city to become more run-down and uninhabitable.

Urban design in the renewal program involves thoughtful and imaginative planning, after the needs of the community have been ascertained and discussed by the people of the community. Too often, our growing city has been shaped only by the forces of expediency. Urban design has been put forth as an alternative to such formless growth. Efforts have been made, through urban renewal, to re-shape communities which will now provide people with new or rehabilitated homes, facilities for leisure pursuits, a fresh attractive visual quality, and a reintegration of human scale.

The real goal of renewal is a higher level of material, social and esthetic living for urban people. The fulfillment of urban renewal would be the development of Portland into its potential as the unique city of the Pacific Northwest — creating a beautiful, civilized environment here achieved by *design*, through a deliberate, conscious act of will.

Every proposed development, large or small, that comes before the Portland Development Commission is reviewed by The Design Review Board for appropriateness of design. Aside from reviewing specific projects, the board concerns itself with design policy and those larger problems of urban design which frequently arise.



When a business, farm, or non-profit organization must be moved as a result of Federally funded urban renewal activities, the Portland Development Commission is responsible for assisting in the relocation.

Previous issues of *Portland Profile* have described the relocation process as it applies to persons living in a project area who must move. Regulations governing business relocation are somewhat more complex and covered separately in the Federal Relocation Act.

Over and above receiving a payment of the fair market value of his property (arrived at by at least two independent appraisals), a business owner is entitled to a number of additional benefits and services.

A Development Commission relocation advisor contacts each company to establish its special needs and problems. This includes such items as space needs, traffic needs, zoning requirements, and number of employees.

The Development Commission assists the business owner in getting current information on possible new sites and economic information relevant to property values and growth potentials in different areas. Zoning-ordinance information is also available. The Commission does not, however, tell a business owner *where* he must move. The owner may move anywhere and choose any location he wishes. Federal law provides that the Development Commission offer maximum assistance but avoid interfering with the business operations and decision-making.

THE BUSINESS MOVE

How it works in Urban Renewal



Oregon Laundry became Oregon Linen Rental after relocation.

In addition, the Commission assists the business owner in compiling the relocation claim for the Department of Housing and Urban Development (HUD). This entails complete documentation of all moving bids, specifications, and other necessary requirements.

Eligible displaced business and non-profit organizations are entitled to receive reasonable moving expenses for moving personal property and for disconnecting, dismantling, removing, reassembling, reconnecting and reinstalling machinery and equipment, including inventory. Cost of searching for a new location may be claimed up to \$500.

Albina Pipe Bending Company, Incorporated is one of 18 business relocatees from the Emanuel Hospital Expansion Project. The company received reimbursement for electrical rewiring, plumbing, installation of an alarm system, replacement printing, signs, telephone installation, a monorail system, the moving of jib cranes, some substitute equipment, and the searching expenses.

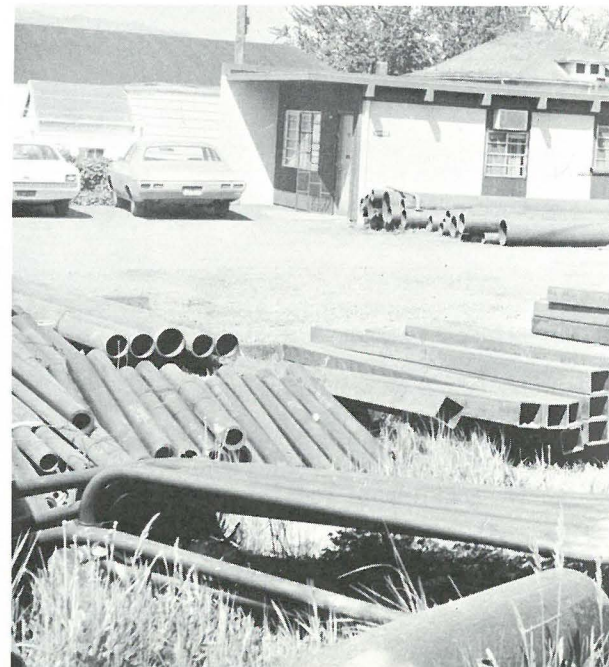
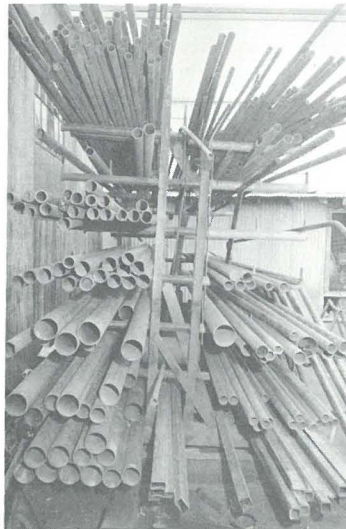
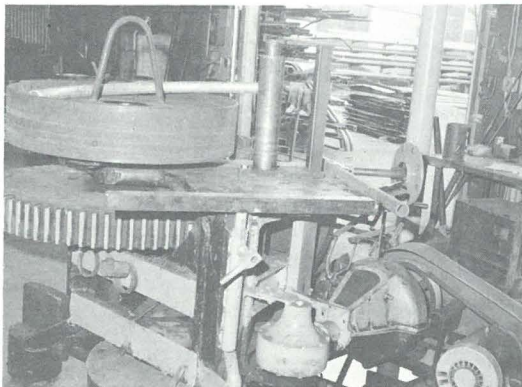
A complete set of specifications, (and blue prints if specifically required) is submitted with each moving bid, and three such bids are needed for each category of the move.

After the relocation is com-

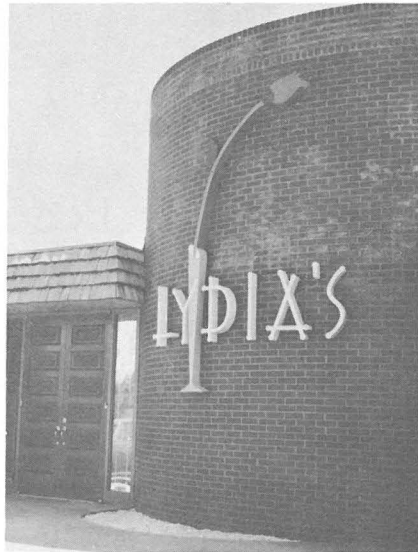
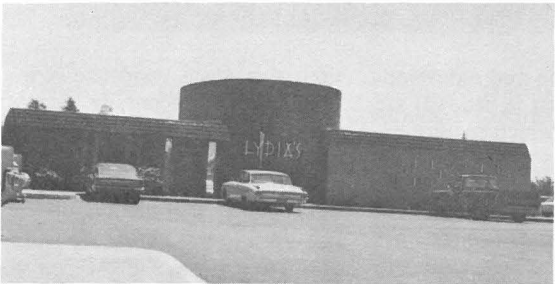
pleted and HUD has approved the claim, the business is reimbursed under the provisions of the Federal Relocation Act of 1970.

As an alternative, the displaced business may accomplish the move itself. In such case, the amount of the payment usually will be the estimated cost of accomplishing the move commercially, as determined by the Development Commission.

For example, Albina Pipe chose to move its own jib cranes. A record was kept of the payroll costs and was submitted for reimbursement instead of hiring professional movers for this equipment.



Pipes and unusual equipment were part of the moving costs involved in the Albina Pipe relocation.



New location provided more space for Lydia's restaurant.

Under certain conditions, businesses and nonprofit organizations may receive payments for direct losses of personal property or extra expenses resulting from the necessity to relocate.

Albina Pipe had a rosin furnace at its old location. The estimated cost to move it was \$3,650. In addition, the zoning law at the new location required installation of a pollution control unit at a cost of \$4,100. This made the total furnace move estimate \$7,750.

The in-place market value of the furnace was only \$2,200 and its open-burner operation was of questionable safety. A replacement furnace was available

for \$6,580. The pollution control unit brought replacement costs up to \$10,680.

The Development Commission was able to reimburse Albina Pipe for the replacement equipment up to the amount it would have cost the company to move and install the old furnace — \$7,750.

In most cases, moving expenses are limited to a distance of 50 miles.

Instead of moving expenses, a business owner may elect to receive an amount equal to the average annual net earnings of the business during the two tax years immediately preceding the year in which relocation occurs.

This payment ranges from no less than \$2,500 to no more than \$10,000. Again, this payment is in addition to the fair market value of the business property.

The "net earnings" payment may be advantageous if moving expenses are minimal or if the owner wishes to make a change in his operation. The owners of Oregon Laundry, (now known as Oregon Linen Rental) recently relocated from the South Auditorium area, chose this type of payment and used it to help change from a dry cleaning to a linen rental operation.

If appropriate, the Commission will also make referrals to the Federal Small Business Ad-

ministration. Lydia Rohloff, owner of Lydia's Restaurant, formerly located in the Portland State University Renewal area, obtained one of the largest low-interest loans ever given to a woman through the Small Business Administration. In the previous location, this small restaurant and lounge, housed in rented quarters, depended on the university and surrounding neighborhood for customers. Its seating capacity and parking were limited. The new location is in a growing area that Miss Rohloff considered to have the best customer potential in suburban Portland. She was able to build a larger, more modern restaurant and lounge, including a large off-street parking area.

Relocation of businesses under Federal law is set up to provide fair and equitable treatment of persons who must move because of a Federal program. It is not designed as a profit-making venture for a business, but rather to allow an owner to move his business under reasonable conditions without financial hardship.

Regulations governing relocation have been revised over the years to meet changing solutions to problems in a fast-changing world. The Portland Development Commission relocation staff is considered by other metropolitan renewal agencies to be in the forefront in responsiveness to these changing solutions. The staff continues to be aware of its responsibility in this regard so that relocated persons will always receive the most complete benefits and services available.





REAL ESTATE ACQUISITION: Better Neighborhoods Through Improved Land Use

Land acquisition and redevelopment negotiation in renewal are complex tasks which require expert handling so that the best uses can be made of available land, and persons whose property must be acquired are treated with fairness and understanding.

Four full-time specialists are employed by the Portland Development Commission in its Real Estate section to accomplish this task.

The acquisition process varies depending on the type of renewal project. This article will follow the process used in the Neighborhood Development Program (NDP) under which the main thrust of Development Commission activities are taking place at this time. Primary goals under NDP are rehabilitation of homes (as well as construction of new housing), improvements to streets, lighting, parks, school sites, public facilities and other priorities established by the residents.

Acquisition under NDP generally takes place under two circumstances. One, when it is determined that the rehabilita-

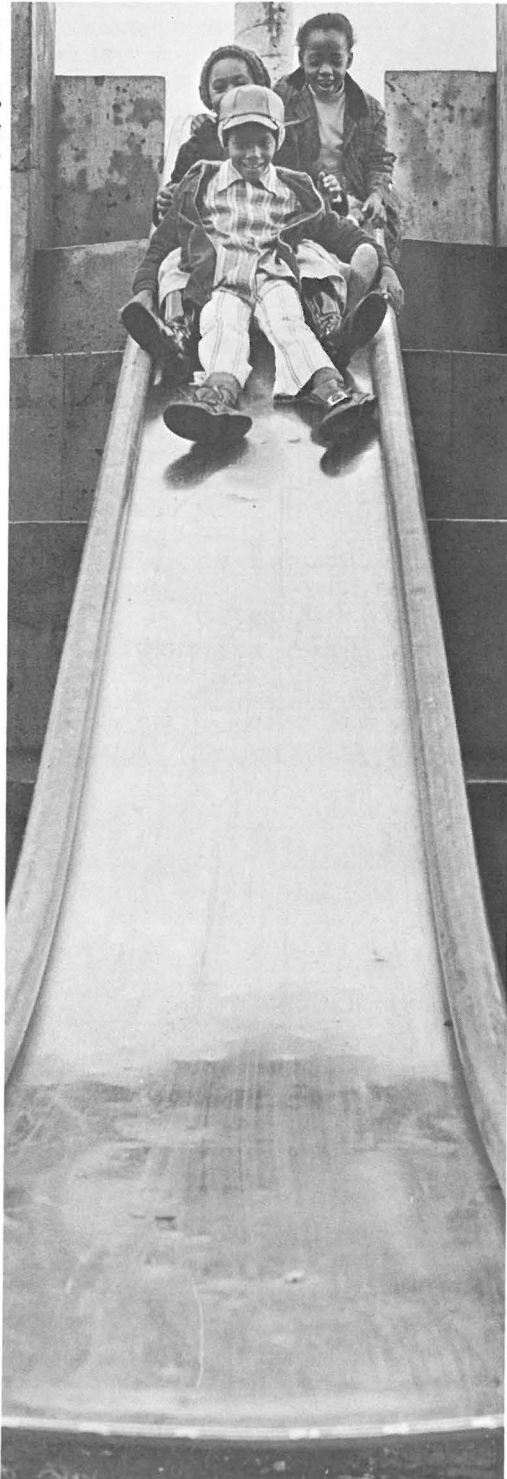
tion of a given residence is infeasible. This generally occurs when the cost of rehabilitation is much more than the reasonable fair market value of the house upon completion of the repairs. Two, when residents approve a park, playground or other public-use project for a portion of their neighborhood which requires that land be made available.

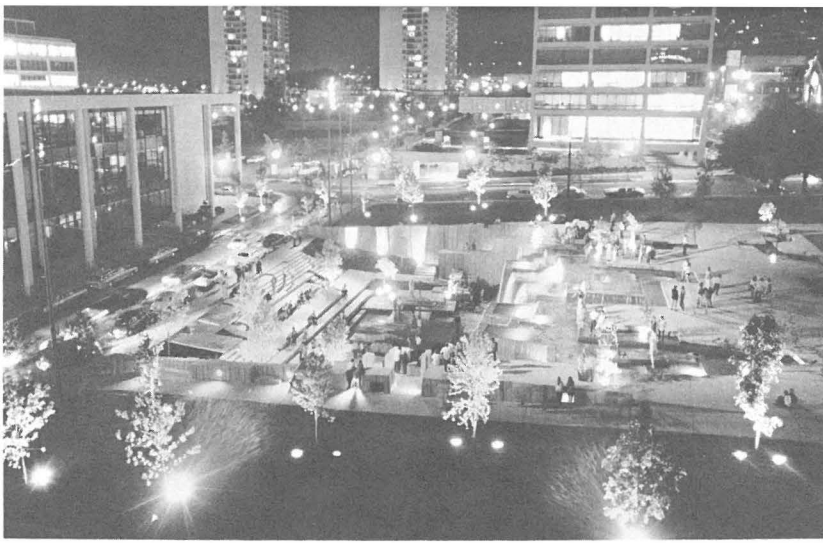
When a property is infeasible to rehabilitate, the owner may be eligible for relocation, after which his house can be torn down so that the land can be re-used.

The Real Estate staff, on the approval of the property owner, requests an FHA "as is" appraisal to determine the infeasibility to rehabilitate. Evidence to support this must be submitted to the Department of Housing and Urban Development for review. The property then receives two additional independent appraisals to determine fair market value.

Once HUD gives its approval and the Development Commission has established the property's fair market value based

Parks, playgrounds, community centers are most often among residents' priorities for land acquired under NDP.





A whole new environment is the end product of land acquisition in the South Auditorium area.

on the two appraisals, negotiations with the owner begin.

When a home is to be acquired by the Development Commission, the owner also works with the relocation staff to find a new home. Above and beyond the fair market value of the home, an eligible owner receives moving expenses and up to 15 thousand dollars additional money if a comparable home in a new location costs more than the house being acquired.

When a park, playground, or other public-use project has been approved by residents through their Neighborhood Association and has also been approved at all the required levels of city and federal government at open hearings, land acquisition can then begin. The acquisition procedure is generally the same as in the previous example unless a property owner cannot reach agreement with the Commission. Under these circumstances, the Commission may make use of the power of eminent domain granted under Federal and local law to set the purchase price through legal action.

Land use under NDP is estab-

lished in general terms by the residents themselves, through their renewal plan. This plan may include redevelopment for new low- and moderate-income housing as well as previously mentioned projects such as parks and playgrounds and is subject to zoning regulations of the city.

The Portland Development Commission, having acquired the land and constructed whatever site improvements are necessary, selects a redeveloper. In most cases under NDP, the Commission negotiates directly with each developer. Redevelopers work with the understanding that the Commission and its design review board must approve all plans before building permits can be issued.

From July 1, 1971 through June 30, 1972 the Real Estate section acquired 33 properties in the Woodlawn neighborhood, mostly for the development of Woodlawn Park and a Pilot Housing Program; five properties in the Irvington neighborhood for playground expansion at Irvington School; 93 properties in Emanuel for the Emanuel Hospital Expansion

Project; one for the Portland State University Expansion Project; and eight sites in the Albina Neighborhood Improvement Project. Also purchased were scattered sites in Woodlawn and Irvington, to be redeveloped into low- to moderate-income single-family dwellings.

Since the start of the third action year in July, acquisition has begun in two new NDP areas — the Boise/Humboldt and King/Vernon/Sabin neighborhoods.

Previous acquisition and redevelopment, particularly in the South Auditorium Urban Renewal Project, has created a whole new environment to attract people and business back to the downtown area.

The Portland Center apartments, small retail stores, a variety of office buildings and related commercial facilities all have been carefully integrated into a system of parks and malls and park-like boulevards. The two fountains in the area, Lovejoy Fountain and the Auditorium Forecourt Fountain, have received wide acclaim as people-oriented places.

Acquisition and redevelop-

ment negotiation cannot be described except in relation to the other aspects of the renewal operation. The Real Estate section works closely with all the other departments of the Development Commission. With the planning staff they coordinate the acquisition procedures into the overall project plan. They work with the relocation staff in regard to the moving of persons whose property has been acquired. With the housing rehabilitation staff they identify which homes are infeasible under NDP for rehabilitation. Negotiation with contractors for demolition of acquired buildings is handled by the engineering staff. The Community Services Department is responsible for helping attend to the "people-needs" of residents involved in the acquisition process.

Acquisition and redevelopment negotiation are an integral part of the renewal process. The responsible handling of these procedures can lead to developing the optimum land use for each property in accordance with the wishes of the residents expressed in their urban renewal plan.



Land acquisition in a renewal area offers an opportunity for increased, new, low- and moderate-income housing.



Portland Development Commission
1700 S.W. 4th Avenue
Portland, Oregon 97201

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What's Ahead

A calendar of neighborhood meetings where residents can add their ideas about their neighborhood's future. Meeting dates and locations are subject to change, so check with your site office.

NOV.	DEC.	
1	6	Vernon Community Association 7:15 p.m., <i>Vernon School</i>
2	7	Montavilla Association 7:30 p.m., <i>Ascension School</i>
3	1	SMILE (Sellwood-Moreland Improvement League) 10 a.m., <i>Oaks Pioneer Church</i>
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28	26	Boise Citizens Improvement Association 7:30 p.m., <i>Boise School</i>

Dates on or near holidays are subject to change.

This issue of **Portland Profile** completes our first year of publication. The newsletter has seen a number of changes since our January issue. Each change we hope has been a means of better informing you of renewal activities in Portland and how you can become a part of these activities.

In the year ahead, we will continue detailing the process of renewal. In

this issue we look at the Commission's real estate section and also cover business relocation in depth.

The coming year will also see more articles which take full advantage of the ideas and expertise of those working with and advising us, such as this month's "Notes on Our Cities" by the Commission's distinguished design review board.

It is our aim that, as **Portland**

Profile grows as a communicative tool, your understanding of the renewal scene and Portland's special considerations will also grow.



JOHN B. KENWARD
Executive Director

Portland Profile is a newsletter of the Portland Development Commission.

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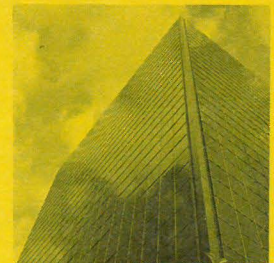


PHOTO CREDITS

(Downtown Scene, pg. 2)
William H. Grand; (Other photos) Portland Development Commission staff and files.

Portland Profile

A Newsletter of the Portland
Development Commission, the
Department of Development
and Civic Promotion of
the City of Portland



Season's Greetings

The Lights of Portland are a
Brilliant Sight Transforming Every
Night into a Holiday Display.

Best Wishes for a
Happy Christmas Season
and a
Prosperous New Year.

PORTLAND DEVELOPMENT COMMISSION

MEN ON THE MOVE

The Renewal Engineers

The 5-member engineering staff at the Portland Development Commission is constantly on the move. From plan review to finished development, engineers and engineering technicians are on the job, making sure that the renewal improvement priorities of residents are properly contracted for and carried out.

In a recent month, for example, the Engineering Department was working on four demolition contracts, ten site-improvement contracts, and on ten design contracts with architects. In order to oversee this variety of activities, the renewal engineer must wear many hats — that of the draftsman, the surveyor, the stress analyst, and the inspector. He must have knowledge of math, physics, chemistry, and soils, as well as be an authority on the many facets of construction.

After residents and planners have specified improvements for a given area, the Commission Engineer develops project and contract specifications which must meet the many federal, state and local regulations governing such projects. He supervises public bidding procedures and reviews the bids received.

After a contract has been awarded, the Commission engineers begins their job of overseeing the work done by the contractor on the particular project involved. If this is a demolition job, the Commission

is concerned that the work will be performed completely and in a safe manner. The site must be cleared without damage to surrounding areas and people, and must be left clean and properly filled.

Demolition work in renewal takes place primarily in two situations. First, under the Neighborhood Development Program (NDP), if it is determined that the cost of rehabilitation of a given residence would exceed the fair market value of the house after completion of the repairs, it can be purchased by the Commission. The owner may be eligible for relocation, after which his house can be torn down and the land re-used.

Secondly, when residents approve a park, playground, or other public-use project for a portion of their neighborhood, the property must be purchased by the Commission and removed. In both cases, the engineering staff is responsible for supervising the clearance.

The wide spectrum of the engineer's involvement is aptly illustrated as it applies to actual site improvements. Such improvements include better sidewalks, alleys and streets, new traffic safety devices, street lights, parks and a variety of other priorities established by residents.

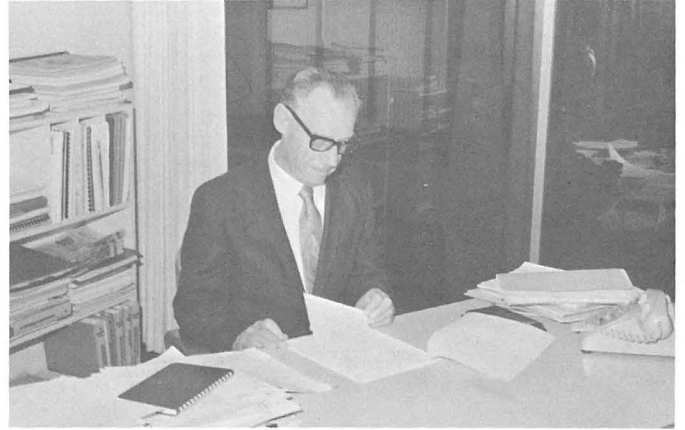
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with Woodlawn residents and in coordination with Commission engineers who insure the overall compatibility of each aspect of the design. (The Commission also retains an architectural consultant and a landscape consultant for review purposes on major projects such as Woodlawn Park.)

Now that Woodlawn Park development is actually underway, the engineers supervise construction work, assuring that the land is properly contoured with adequate drainage in every

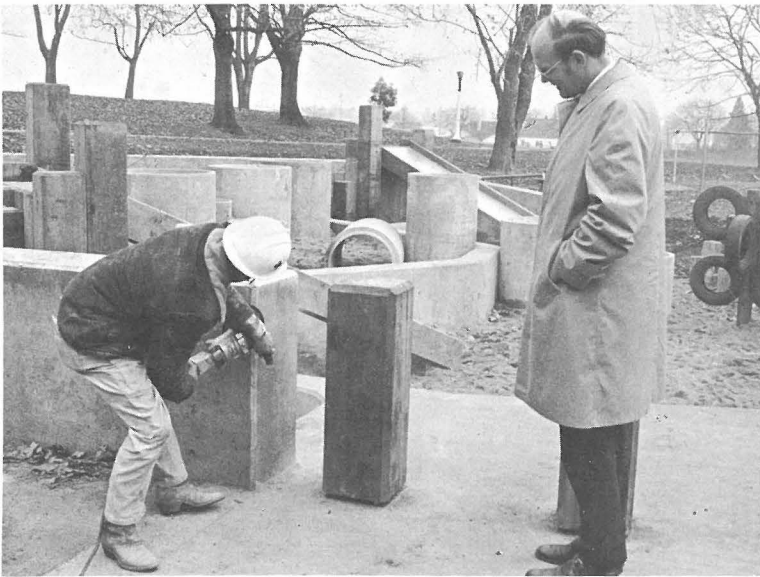
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In reviewing developers plans in the South Auditorium area, the engineers check the physical features of each building to make certain they conform with the building and design requirements of the approved plan for the area. These requirements include such things as building height, setbacks, floor area ratio, adjacent public improvements, sur-



Chief of Engineering, Jim Robertson, closely coordinates the varied activities of his department.

THE ENGINEERS "ON THE MOVE"

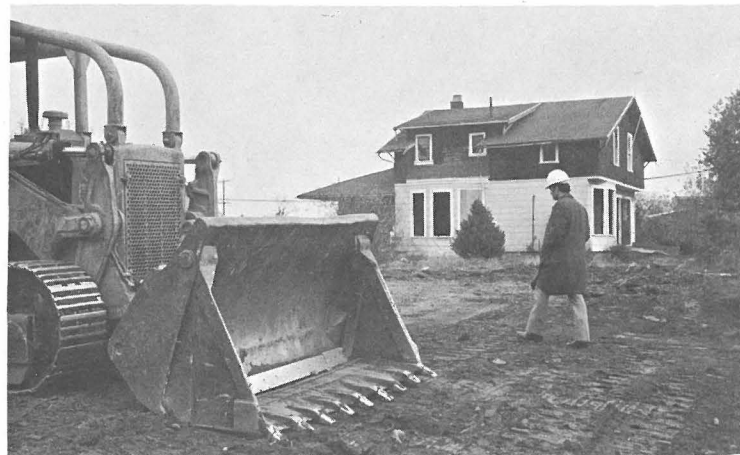


Engineer Paul Johnson is on the scene of the Irving Park improvements.



Engineering technician Larry Roberts, oversees contractor's work on the new Woodlawn Park.

Hilaire Hinds, engineering technician, paces off an area at a demolition site.



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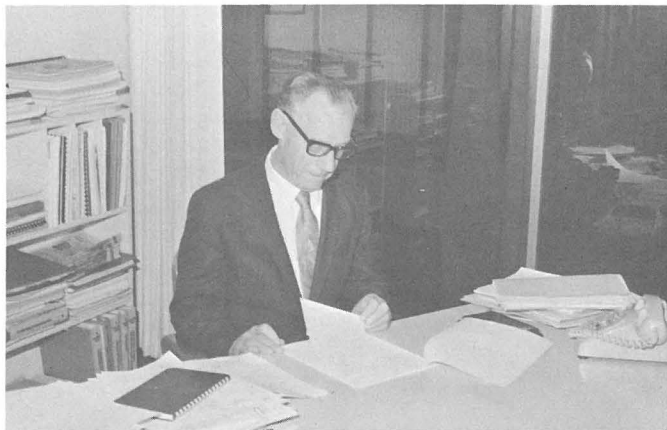
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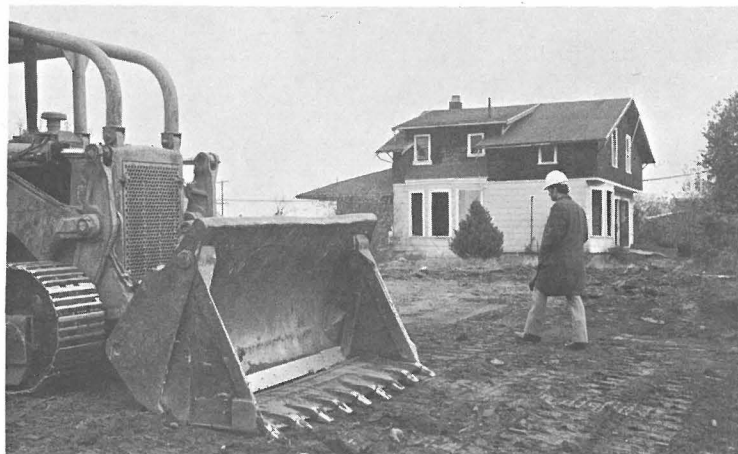


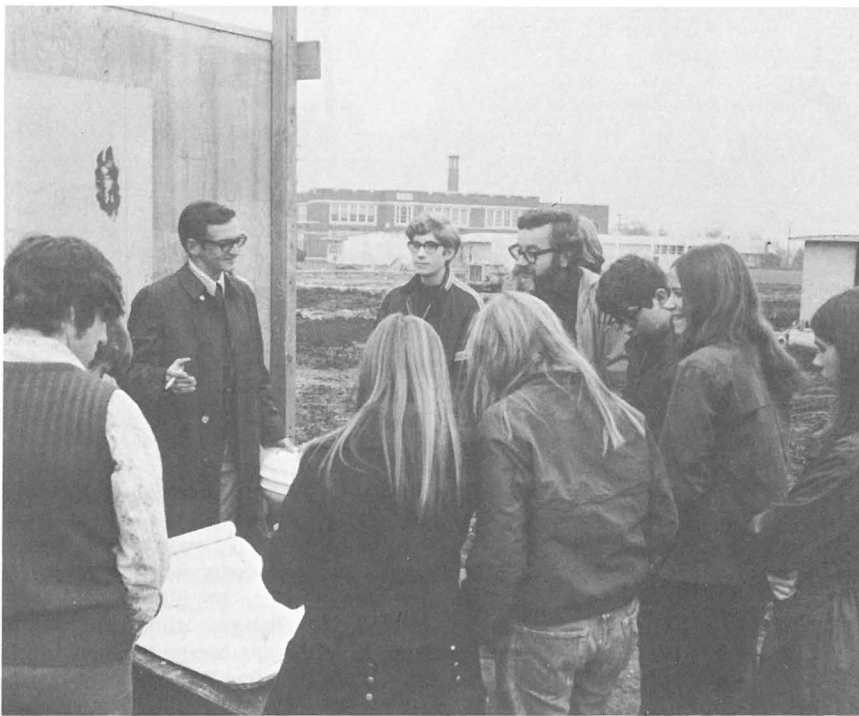
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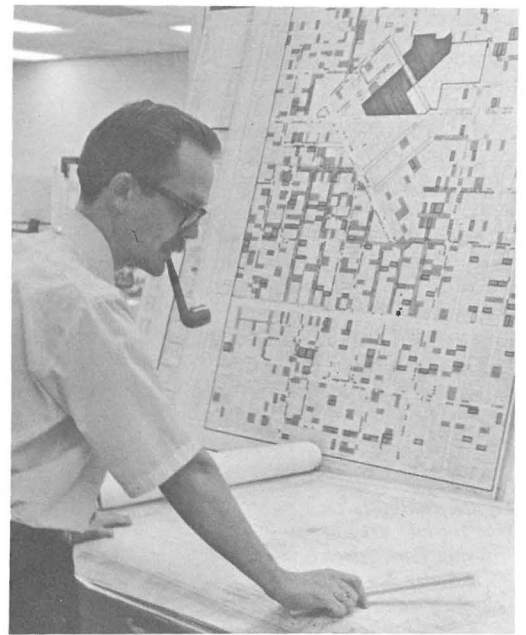
Engineering technician Larry Roberts, oversees contractor's work on the new Woodlawn Park.

Hilaire Hinds, engineering technician, paces off an area at a demolition site.





Taking time to explain Woodlawn Park improvements to an Adams High School park ecology class is engineering technician Larry Roberts.



Engineering technician Larry Van Winkle checks maps and plans in the Commission office.

rounding landscaping, off-street parking and loading, and signing. The engineers must work with many different developers and contractors in a redevelopment project of this scope.

Also in the South Auditorium area the engineers are responsible for the maintenance and operation of the Auditorium Forecourt Fountain, making sure that this "people plaza" which has 18 thousand gallons of water a minute flowing over its falls, keeps in good running order. Preventive maintenance is very

important, for if the fountain were to be shut down because of a malfunction, hundreds of people would be disappointed for each day it was not in operation.

When work on public improvements in a renewal project area is done by the City Public Works Department, rather than through Commission contracting, Commission engineers must make sure that these public improvements coordinate with the plans and timing of the other project improvements. In the

Emanuel Hospital Renewal Project, for instance, changes in water and sewer lines must be coordinated with changes in street location and planned new construction while continuing to serve existing units of the hospital.

This type of coordination and cooperation is an important part of the Commission engineering function. Almost every project involves one or more city bureaus. State agencies often are involved, such as the State Highway Department with whom the Development Commission is cooperating in the planned closure of Harbor Drive. On the Federal level, all contracts undertaken by the Development Commission with Federal funds must meet the requirements and approval of the Department of Housing and Urban Development.

Within the Commission itself, the engineering staff is only one important link in the chain of departments working with residents on each project. In particular, the engineers work closely with the Programming and Scheduling, Real Estate, Relocation, and Community Services departments.

With the Programming and Scheduling staff, the engineers help residents determine the feasibility of project improvements. With Real Estate and Relocation staffs, they coordinate acquisition of property and the relocation of individuals within the timetable for project im-

provements set by the residents.

The relationship of the engineers with the Community Services staff can take many forms in response to the needs of the residents in the project areas. For instance, the two staffs worked closely together in the street-tree-planting programs, which were accomplished during the past year in the Woodlawn and Irvington neighborhoods.

First, the residents through their neighborhood associations decided that street trees were needed and desired. Then, landscape architects were hired by the Commission to plan with the residents what kind and how many trees were needed. The engineers reviewed these plans.

After planting, contractors have an obligation to replace unhealthy or dead trees for a given period of time. The engineers coordinated this obligation with the contractor and also worked with Community Services to instruct residents in tree care.

Men on the move, jacks-of-all-trades — the commission engineers are busy men indeed.

There is a special sense of accomplishment, however, in being where the action is — of being involved in building the actual improvements in the renewal areas of the city. It probably comes close to the feeling of the residents, themselves, as they watch the priorities they established for their neighborhood actually taking shape.

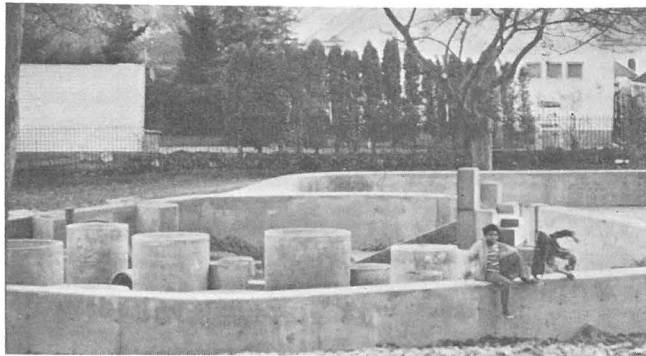


Supervising maintenance of the Auditorium Forecourt Fountain is another engineering duty. Here, maintenance mechanic washes down fountain with a fire hose.

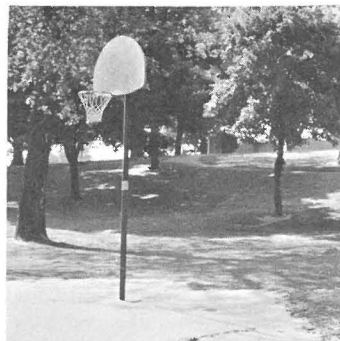
THE YEAR AHEAD

Neighborhood Development In Irvington

Work continues on "tot-lot" area of Irving Park which includes Big Toy climbing equipment and different geometric forms for imaginative child play.



One basketball hoop and tiny playing area in Irving Park has been replaced by three full-size courts with 18 baskets.



The Irvington district is one of Portland's finest and most stable older residential areas. As a neighborhood they have always been actively involved in community improvement planning. The citizens of Irvington have been working since early 1970 to maintain and improve the character of the neighborhood through the Neighborhood Development Program, (NDP) a Federal program administered locally by the Portland Development Commission.

During the past year these plans began to take physical shape and 1973 should be a year of even greater progress.

At the annual meeting of the Irvington Community Association, (ICA) residents elected officers to coordinate the activities of the year ahead. The new president is Everett Leisure. Newly elected fellow officers include Ed Kent, Herbert Amer-son, Bill Miller, and Sydney Ford, vice-presidents; Ann Wal-rod, recording secretary; Barbara Reddick, corresponding secretary; Jack Quinlin, treasurer; and Mary Stillwell, Joan Walters and George Coppedge, directors. Paul Cook and Russell Payne were appointed to fill vacancies on the board. The ICA is Irvington's official voice in public activities affecting its residents both physically and socially. The Development Commission's contact with the ICA primarily involves the physical changes in the neighborhood through the NDP program.

Probably the most noticeable change over the past year has been the improvements to Irving Park. These improvements are an excellent example of citizen involvement in neighborhood planning. Residents started planning for improvements at a "happening" in the park in late summer of 1971. Over 200 persons listened to music and

offered ideas about the future of the park.

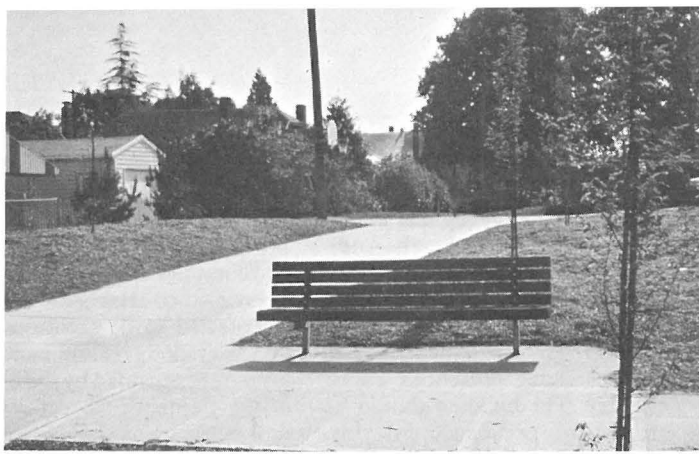
A park committee of Irvington residents was presented by the ICA to plan and implement changes using many of the ideas brought out at the "happening." The committee also investigated additional ideas for park improvement through such activities as talking to school children.

The Portland Development Commission then contracted with landscape architects who worked with the ICA and its park committee, other neighborhood residents and the Bureau of Parks to develop improvement plans. Construction got underway in August, 1972.

Phases I and II of development, now completed, include three full-size basketball courts with 18 baskets, the reconstruction of one full-size and two little-league baseball fields with new backstops, a pre-school "tot-lot" play area including a small spray pool, and additional primary play equipment such as a "Big Toy" system of posts and pipes for climbing.

During the coming year, Phase III of the park improvements will be undertaken. This phase will consist of new surfaces and lighting for the tennis courts, a multi-purpose shelter over one of the basketball courts, new play equipment and a water-play area for primary-age children, a small storage area and lavatory facility, an automatic sprinkling system and lighting improvements.

In August, expansion work began on the Irvington School playground. The ICA's playground committee had gained the approval of the Portland School Board in April to develop plans with the school staff. Playground improvements will include all-weather soft-surface play areas for primary and inter-



From alley to landscaped walkway; Klickitat Mall is now a pleasant pathway to Irving Park.



mediate-age children with new walkways through and around the areas, new swings, slides, and climbing equipment; landscaping and additional lighting; and a new security fence. The improvements will be made by the School District. The Development Commission was responsible for site acquisition, relocation activities and site clearance.

Klickitat Mall is a 3½-block-long landscaped walkway approaching Irving Park. The mall has changed a weed-choked dirt alley into an all-season pedestrian path. At first, residents had considered just improving the alley for automobile traffic. However, the pedestrian path idea offered additional uses to them, while still maintaining limited access to driveways and garages.

Street improvements have been a major focus of the Irvington residents' plans. A hard-working ICA traffic committee thoroughly researched and surveyed traffic conditions in the area and, with the assistance of the Development Commission and the City Traffic Bureau, was able to gain installation of a traffic diverter at N.E. 16th and Tillamook, a traffic cul-de-sac at N.E. 17th and Thompson and a new pedestrian crosswalk at N.E. 15th and Brazee to improve residential traffic patterns.

Another ICA committee surveyed area street lights and proposed adding 169 lights. Street lighting will be increased at quarter-point spacing along all north-south streets (except main through-streets) and at selected midpoints on east-west streets. Installation began in December.

Approximately 900 free boulevard trees have been added to the neighborhood. It is expected at least another 250 trees will be planted this winter. At the time of the planting, which is done

only with the approval of the property owner, each resident receives a card which names and describes the tree in front of his home and information describing the care of the tree.

At the heart of the Irvington improvements is the housing rehabilitation program which offers eligible residents grants or low-interest loans to bring property up to city code standards. To date, nearly 400 homeowners in the Irvington area have been able to make improvements to their homes. Approximately \$500,000 in grant money, which need not be repaid, has been made available to low-income Irvington families, while other residents have been able to take advantage of 1.2 million dollars in 3% simple-interest loan money.

Unless recent changes in Department of Housing and Urban Development (HUD) policy are modified, the number of Federal low-interest loans available to Irvington (and to other NDP areas as well) will be severely restricted in 1973. Portland Development Commission officials are seeking alternative methods to finance the rehabilitation work.

The Portland Development Commission, through its Neighborhood Development Office (NDO) #2 at N.E. 15th and Fremont, assists the Irvington Community Association in every way possible. Commission Community Services personnel help schedule meetings and locations and notify residents of activities. The NDO office serves also as a drop-in center where citizens can ask questions, hold meetings, confer with technical staff people and get referral information. Irvington residents who want to become more involved in their neighborhood's future can get further information by visiting the office or by calling 288-8131.



Diverter to improve residential traffic pattern is one of several traffic safety features new to the Irvington neighborhood.



Nearly 400 Irvington homeowners have taken advantage of housing rehabilitation programs.



New ICA president Everett Leisure answers questions at Association's general meeting.



Commission Capsules

200 Market Building and Harrison Square in the South Auditorium Renewal area continue toward completion.

The black mirror-like glass of the 200 Market Building provides ever-changing reflections on its surface. The building should be ready for occupancy in May,

1973. Among the tenants will be Prudential Insurance Company and First State Bank of Oregon.

Four-story Harrison Square is expected to be completed by February, 1973. It will include a restaurant operated by the owner of the Captain's Corner restaurant in Portland.



The Auditorium Forecourt Fountain has received a 1972 Project Design Honor Award from the Department of Housing and Urban Development. The Forecourt, developed and maintained by the Portland Development Commission, was designed by San Francisco landscape architect Lawrence Halprin. Halprin's

emphasis is on "people participation" — active involvement, not just passive viewing of the fountain.

Every two years, HUD Design Awards stimulate and recognize superior design and planning of projects assisted by HUD programs. This year awards went to 28 winners out of nearly

400 entries from 41 states, the District of Columbia and Puerto Rico.

The designs were rated on their success in meeting the needs and goals of people and communities, including their contribution to the physical, social, and economic development of the metropolitan area, the central city and

the neighborhood.

Former HUD Secretary George Romney, seen here with Mayor Terry Schrunk during a recent visit to the Fountain called it one of the most natural, relaxing and peaceful sites in the center of a major American city he has ever seen.



Making Christmas brighter for a needy family is goal of three Community Services supervisors, Al Jamison, Betty White, and Fran Hannan, as they busily prepare a food basket at one of the PDC's Neighborhood Development offices. Site office staff collected canned goods, and cash

donations were made for meat and fresh fruit to be included in the basket.

One family from each of the eight Model Cities neighborhoods served by the Portland Development Commission will be selected to receive the Christmas baskets.



Telling children about neighborhood improvement plans is one of the duties of Marian Scott, Community Services supervisor of the Portland Development Commission's Neighborhood Development Office #2. Pictured at Vernon School, Mrs. Scott explains the activities in the King-Vernon-Sabin Neighborhood Development Program.



Woodlawn Park is beginning to take shape. An interesting pattern of rubble walls is being constructed using concrete from streets which formerly criss-crossed the park site. Upon completion of Phase I, the 8½-acre park will feature athletic fields, pedestrian walkways, small natural amphitheatre, picnic area, portable swimming pool, and play areas for tots and teenagers.

Loan Cutback Solution Sought

Housing rehabilitation under the Neighborhood Development Program has been dealt a severe blow by a recent directive from the Department of Housing and Urban Development (HUD) which limits eligibility for Section 312 low-interest loans. Development Commission spokesmen say the directive has already had a negative economic impact on the Model Cities area where the program is underway.

According to Don Silvey, PDC Chief of Housing Rehabilitation, the directive has practically eliminated the use of the 3% simple-interest loans as a financing tool in the areas where the need is greatest. Particularly hard hit is the Irvington area.

Thirty-two loans totaling approximately 175 thousand dollars, which had been in the processing stage before the new policy, have now been denied. A

waiver was requested for these loans and this was also denied by HUD.

Aside from the direct effects of the new policy, several important side effects can also be noted. According to John Kenward, PDC Executive Director, changing directives along with the "stop-start" funding, which has been a constant problem with the rehabilitation program, has jeopardized training programs for small and minority contractors.

As of September, 1972, rehabilitation contracts in excess of \$777,000 had been awarded to small minority contractors. "Many of these contractors depend almost entirely upon the rehabilitation program," states Kenward. "As of now, they are not sufficiently trained or financially able to compete in private enterprise. Discouraging these contractors from participating

in the program defeats one of the major objectives of urban renewal."

The concept of training and providing job opportunities for small contractors has been appealing to the neighborhood associations as well as to the Model Cities Citizens Planning Board who actively participate in the planning of the Neighborhood Development Program. "It is difficult for these groups to understand why the program must periodically come to a standstill when loan funds are withheld or directives changed, thereby excluding many of the homeowners who are working diligently to get the program underway," Kenward said.

Referring specifically to the problem of "stop-start" funding, Kenward noted that \$50 million in rehabilitation funds which had been authorized and appropriated by congress for nation-

wide distribution during the last fiscal year was held up by the Administration until this fiscal year. No additional funds have been appropriated this year.

The Development Commission is now seeking alternative methods to finance the rehabilitation work.

Eliot Planning Consultants Named

The Portland Development Commission has approved the recommendation of Eliot residents for a neighborhood planning consultant to assist them in projects under the Neighborhood Development Program.

Residents recommended the firm of Cornell, Howland, Hayes & Merryfield-Hill to work with them on comprehensive planning related to the housing and physical environment of the area coordinating the wide variety of public, private, institution, and resident interests.

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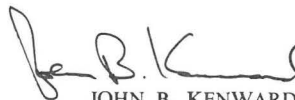
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25	22	King Improvement Association 7:30 p.m., <i>Highland Community Center</i>

This issue of *Portland Profile* performs a double duty. In addition to our regular articles and features we have designed the front page as our Christ-

mas card to you. With it we send our best wishes for a happy holiday season. We look forward to the year ahead during which we will continue

to report on new opportunities in community improvement and development.


 JOHN B. KENWARD
 Executive Director

Portland Profile

A Newsletter of the Portland Development Commission, the Department of Development and Civic Promotion of the City of Portland

Elaine Cogan New Commission Chairman



New Chairman, Elaine Cogan, prepares for increased role.

Mrs. Elaine Cogan was elected chairman of the Portland Development Commission at the first meeting of 1973.

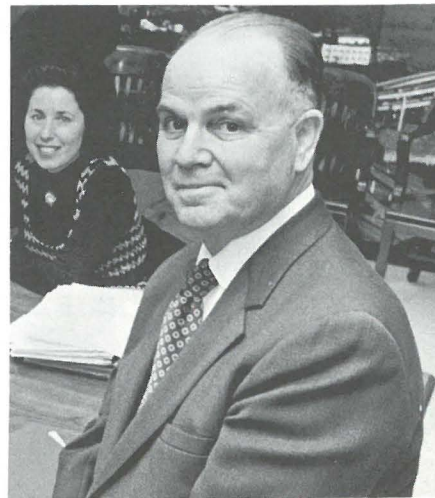
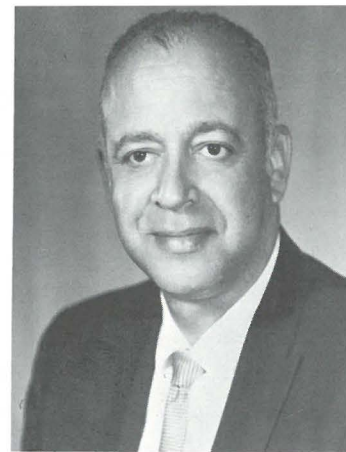
Mrs. Cogan, a member of the Commission since January 1972, replaces as chairman, John S. Griffith, who served in that post for the past year. Griffith stated his reason for declining the chairmanship for another term was because of increased demands on his time at the University of Portland where he is Senior Vice-President. He was elected acting secretary at the meeting, to take over these duties should the secretary be unavailable. Elected Secretary was Dr. William Jenkins, Dean of the School of Education at Portland State University.

Mrs. Cogan, an Oregon Journal columnist, has served on the advisory committee of the Columbia-Willamette Air Pollution Authority, was president of the

League of Women Voters of Portland, and was an original member of the Model Cities Citizens' Planning Board as well as serving on the advisory board to the Albina Multi-Service Center. Prior to her appointment to the Development Commission, she worked with people in the Southeast Uplift area on a successful tree-planting program in the neighborhoods around Sunnyside, Brooklyn, and Richmond schools.

After her election, Mrs. Cogan commented on the wide range of involvement needed to meet the renewal challenges of a city. "It goes far beyond the work of the five Commissioners," she stressed. "Every project the Commission has undertaken has involved countless hours of dedicated work not only by the Development Commission's professional staff and other public bodies including Model Cities

*Resigning from the Commission:
Arthur A. Riedel and Edward H. Look.*



(Top) Elected Secretary, Dr. William A. Jenkins.

(Above) John Griffith steps down as chairman.

committees, the City Planning Commission and the City Council, but also by private citizens donating their time and experience."

One of the most important roles she sees the Commissioners playing is "to assure that new and creative ways to deal with our urban problems are developed."

Mrs. Cogan added that the Commission is committed to citizens' participation "as an on-going process, insuring that all plans and projects truly reflect the needs of the people they are designed to serve."

Two members recently stepped down from the Commission. They are Edward H. Look, a vice-president of First National Bank of Oregon, and Arthur A. Riedel, president of Willamette-Western Corporation.

New Commissioners to fill these vacancies will be appointed by the Mayor and approved by the City Council. Commissioners are appointed to three-year terms and serve without pay.

NDP Plans Reviewed

At the first meeting of the Portland Development Commission for 1973, neighborhood residents and planners were on hand to review past year achievements and coming year plans and priorities under the Neighborhood Development Program (NDP).

NDP is a Federal renewal program which emphasizes restoration and is concerned primarily with rehabilitation of homes as well as improvements to streets, lighting, parks, public facilities and other priorities established by residents. The program relies heavily on citizens' participation. NDP is administered locally by the Portland Development Commission.

LOOKING BACK

Action under NDP began in July, 1970. The Third Action Year for the program ends June 30, 1973. Woodlawn and Irvington were the first two neighborhoods to come under the program. Today, it encompasses the King-Vernon-Sabin, Boise-Humboldt, and Eliot neighborhoods in the Model Cities area, as well.

Woodlawn — In early 1969, the Woodlawn Improvement Association (WIA) was formed by residents to participate in the Model Cities program. By mid-1970, the WIA had developed a physical plan for the neighborhood, and residents had set priorities for carrying out this plan under NDP.

Much has been accomplished in the three years since neighborhood improvements began. This includes reconstruction of some 3.5 miles (about 30 blocks) of substandard streets, sidewalks, curbs, and driveways; the planting of 1,700 trees between sidewalk and curb; installation of a traffic signal system at N.E. 15th and Dekum; first-phase development of the new, 9-acre Woodlawn Park; preparation for a 7-acre pilot housing site to include 80 to 100 new housing units adjacent to Woodlawn Park; rehabilitation of approximately 375 homes through grants and low-interest loans; and acquisition, relocation, and clearance of some 20 derelict structures to provide new home sites.

Irvington — This neighborhood is also in its third year of action under NDP. Through the Irvington Community Association (ICA), residents have been involved in improvement activities

in their neighborhood. Some of these are: the expansion of Irvington School playground; improvements to Irving Park including new play equipment, baseball diamonds and backstops, three full-size basketball courts, and new lighting; construction of Klickitat mall, a 3½-block landscaped pedestrian-way leading to Irving Park; planting of 1,150 new trees between sidewalk and curb; installation of 169 new street lights; construction of a street diverter at N.E. 16th and Tillamook and closure of N.E. 17th and Thompson to improve traffic conditions; and the rehabilitation of some 450 homes through grants and low-interest loans.

King-Vernon-Sabin — Neighborhood Associations in these areas have been involved in Model Cities activities since the inception of that program in November, 1967. In January, 1971, the three associations formed a coordinating committee in anticipation of working together with NDP funds. Action under NDP for the neighborhoods began in early 1972. Later in the year, residents had developed a physical plan for the neighborhood and set priorities for carrying out the plan.

By June 30, 1973, the following improvements are expected to be completed: installation of traffic signals at N.E. 7th and Prescott and N.E. 7th and Alberta; planting of 750 trees between sidewalk and curb; rehabilitation of 143 homes through grants and low-interest loans; and land acquisition, relocation and clearance of predominately substandard houses in a two-block area for new housing.



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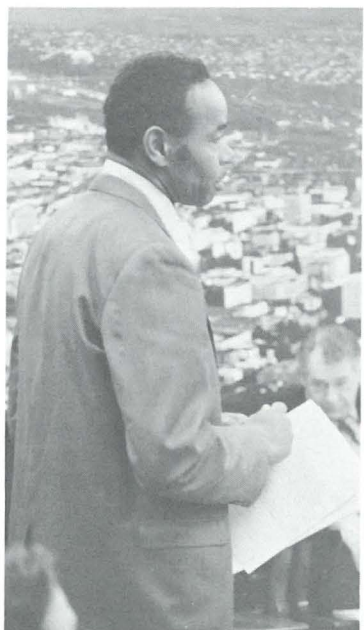
3.

1. Commissioners and administrative staff review neighborhoods' accomplishments and future plans.

2. Ken Kaji — neighborhood planning consultant, Boise-Humboldt.

3. Jack Deyampert — chairman, Eliot Neighborhood Association.

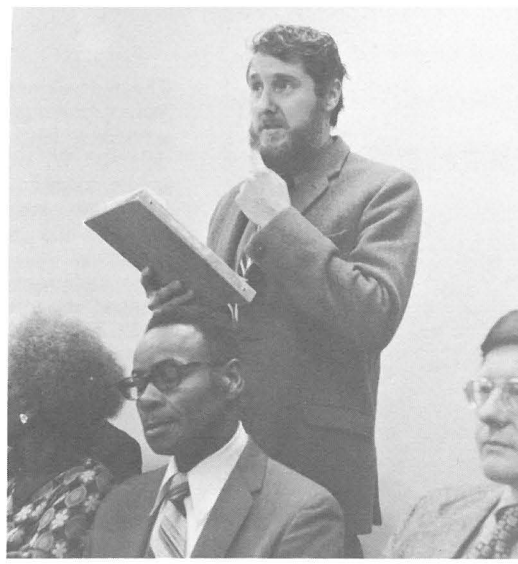
4. Ted Baugh — member, KVS Coordinating Committee.



4.



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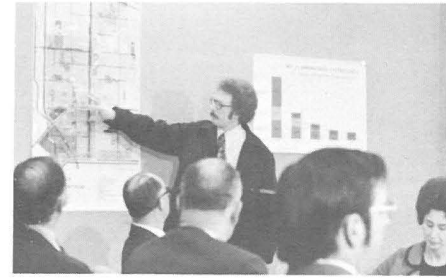


6.

5. Mrs. Inez Batties — chairman, Woodlawn Improvement Association.

6. Bob Belcher — neighborhood planning consultant, Irvington.

7. Dennis Wilde — consultant, Model Cities Comprehensive Plan.



7.

Boise-Humboldt — Pre-NDP planning with the residents through the Boise and Humboldt neighborhood associations took place for a year prior to the funding of NDP for this area in July, 1972. Although just in their first year of action, the residents will have accomplished much by July, 1973. Improvements will include rehabilitation of 70 homes through grants and low interest loans; Phase I improvements to Peninsula Park; land acquisition, relocation, and clearance of substandard homes in a one-block area for new housing.

Eliot — This neighborhood is the most recent addition to the Portland NDP. The area was funded for NDP and began its action activities in October, 1972. A "Pre-NDP" planning period took place in 1971.

During this Pre-NDP planning period, residents, through their Neighborhood planning consultants and the Portland Development Commission staff, gathered current neighborhood planning data and from this began to develop goals and priorities for a neighborhood plan. A limited action program was developed for the Eliot NDP.

The action program primarily involved the establishment of a 14-acre clearance and redevelopment area near the Memorial Coliseum in the Eliot area. This was a cooperative effort among Eliot residents, Portland Public Schools, the City Water Bureau and the Portland Development Commission. Portland Public Schools and the City Water Bureau are acquiring and clearing the properties involved. The Development Commission is

providing the relocation services for those residents being displaced, making available to them relocation payments in addition to the fair market value of their homes to assist them in purchasing another home of their choice.

Since October, 1972, the Eliot Neighborhood Association and its planning consultants have continued to move ahead with the development of a Neighborhood Plan as well as planning for the next year's Eliot NDP activities beginning July 1, 1973.

LOOKING AHEAD

The communities included in the NDP program have listed their priorities for the 4th Action Year (July 1973 - July 1974) costing approximately \$5,300,000. The most recent information from the local Department of Housing and Urban Development (HUD) office indicates a maximum funding equal to the 3rd Action Year (approximately \$4,000,000) which will require a cut back of at least \$1,300,000 in the planned NDP priorities.

This level of funding will provide approximately \$1,000,000 of title 115 rehabilitation grant funds, enough to cover some 300 single family residences. It was expected that title 312 Loan funds, exceeding \$1 million, would make possible the rehabilitation of an additional 200 residences during the 3rd Action Year. Cutbacks and changes in priorities by the Federal Administration, however, have decreased these low-interest loan funds by over \$500,000 or 100 houses for the current year with questionable prospects for funding in fiscal 1974. The Commis-

sion is now investigating the possibility of funding a part of the rehabilitation requirements with loans provided through local financial institutions.

If sufficient funds are available, the following improvements have been given priority by neighborhood residents for the Fourth Action Year:

Woodlawn — Priorities include Phase II improvements to Woodlawn Park; additional street reconstruction as well as street and sewer improvements related to the housing and park projects; a small mini-park at N.E. 13th and Holman; and 125 housing rehabilitation grants and loans.

Irvington — Residents hope to see action on a number of priorities including the completion of Irving Park improvements; additional school crossing improvements; six bus stop shelters; and 125 housing rehabilitation grants and loans.

King-Vernon-Sabin — Residents have requested additional improvements to streets and school crossings, Phase I improvements to Alberta Park; additional tree plantings between curb and sidewalk; acquisition of land for a neighborhood facility and a housing redevelopment area; demolition of some derelict structures; and 125 housing rehabilitation grants and loans.

Boise-Humboldt — Activities anticipated by residents include Phase II improvements to Peninsula Park, planting of 500 trees between curb and sidewalk; street and pedestrian crossing improvements; land acquisition,

relocation and clearance for a new-housing development; and 125 housing rehabilitation grants and loans.

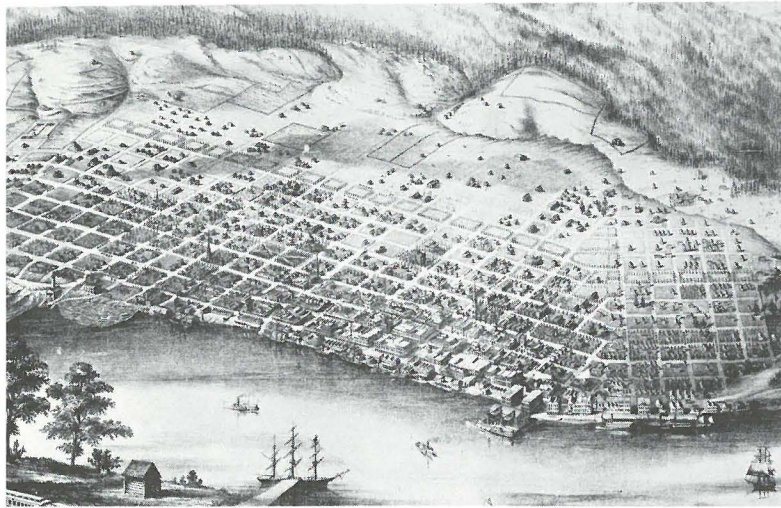
Eliot — Residents in this area will continue neighborhood planning for NDP action. Acquisition, relocation, and clearance of substandard housing will begin as redevelopment areas are identified and funding becomes available.

Prior to being funded, plans from all the five NDP areas must go before several Model Cities boards, the Portland Development Commission, the City Planning Commission, the City Council (for final local approval) and the Department of Housing and Urban Development.

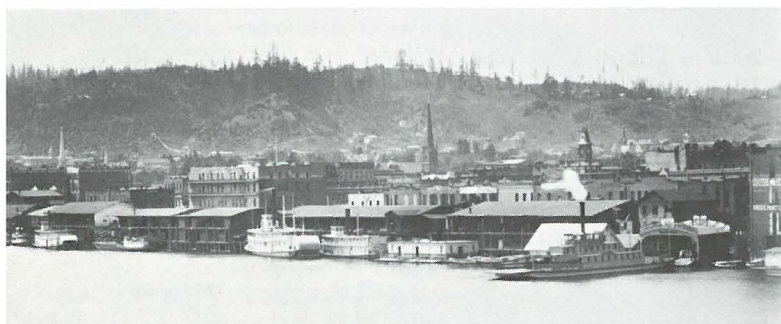
The spirit with which the residents presented their plans informally before the Development Commission in January is reflected in a quote used by Boise-Humboldt Coordinating Committee Chairman, Brozie Lathan, at the conclusion of his presentation. Quoting from his neighborhood's planning brochure, he stated, "Step by step, Boise-Humboldt is striving to move forward, making the neighborhood a better place in which to live. The strongest kind of commitment and support from individual residents, public planning agencies, the private sector, and City Hall will be required to 'pull it off.'" Each of the Neighborhood representatives making a presentation echoed this desire for a cooperative effort in order to improve their neighborhoods.

WHAT LIES AHEAD

Revitalizing the Downtown Waterfront



Portland, 1873.



Portland before 1887.



Portland Waterfront, 1922.



The redevelopment of Portland's Waterfront area is not a new idea. As early as 1845, Daniel H. Lownsdale and W. W. Chapman, Portland's township proprietors, believed that a strip of land along the river should be set aside for public use.

Formal proposals for redevelopment of the waterfront date back to 1912 and the Greater Portland Plan of Edward H. Bennet. Bennet envisioned continuous roadways along the river banks, and felt that the views of the river should be "conserved" including then-existing patches of standing timber. An increase in the number of bridges was foreseen, and Bennet planned elevated roadways for both sides of the river. He also felt that the shores of the river should be planted, and that drives and walks should be made at the water's edge.

At least 10 plans have been presented since that time, but none executed. The Cheney Plan of 1921 called the riverfront area "blighted," as did a 1963 study of areas of the city in need of renewal made by the Planning Commission and the Development Commission at the request of the City Council. In accord with the conclusions of that study, the Development Commission prepared a plan for renewal of a 28-block area along the waterfront as an extension of the South Auditorium Project. That plan, including a government center area, had broad support, even from most property owners, but only a portion was implemented.

With the removal of the old Journal building and the imminent closure of Harbor Drive, the revitalization of the waterfront is, at last, a realistic possibility.

In December, Portland's City Council established a program for planning and improvement activities for the Downtown Riverfront Area to be financed through tax increments as provided by law. This program would generally encompass an area from the Hawthorne Bridge to the Steel Bridge and from the seawall to Fourth Avenue.

Based on a waterfront study by a firm of private consultants, and on reports from the Portland Development Commission, the Downtown Plan staff and the Citizens' Advisory Committee to the Downtown Plan, the City Council and authorized planning and citizens'

participation procedures could lead to the adoption of an urban renewal plan for the area by late spring of 1973. Tentative completion date for the program preparation is May 1, 1973.

The City Council has directed the Planning Commission to coordinate the program and to prepare a general plan for the area, with the assistance of consultants approved by the Council. This plan will include general plan objectives for the area in terms of land use, parking, building density, traffic circulation, open space, and other goals and objectives of the Downtown Guideline Plan adopted by the City Council by that time.

The self-supporting nature of the project comes about through tax increment financing made available under state urban renewal law. Tax increment financing can only be used in areas designated as urban renewal areas. Under state law such areas can be designated by the City Council, at the same time "freezing" total assessed property values for the area. Then as property values increase, due to rehabilitation of old buildings and construction of new ones, the additional tax revenues would be used to finance the public planning and improvement activities. In effect, increased tax revenues would be recycled back into the area further enhancing both public and private investment.

This type of financing was first used in Portland in the South Auditorium Project and led to stimulated growth and improvement for the entire downtown area.

Detailed planning and citizens' participation activities are expected to be the major activities for the first few years after adoption of the plan and program. This in turn would lead to specific renewal action. The project could continue over a period of years in the same manner as the Neighborhood Development Projects in the Model Cities area of Portland. Once the process for planning and implementing certain improvement activities for this area is established by the Council, there will be continuous communications with property owners, tenants and others having interests in the area to determine their needs and to assist them in understanding their opportunities for participa-

ting in the overall improvement program as well as alternatives available to them.

This might include assistance in improving or expanding private facilities, moving to a better location, providing complementary public improvements (such as parks, walkways, etc.), or enhancing particular districts within the waterfront area while at the same time meeting the overall objectives of the community in terms of recreation, open space, traffic circulation and the functioning and beauty of the city as a whole.

The waterfront study was the first design and development study implemented under the Downtown Plan Guidelines. A number of the guidelines which have been recently adopted by the City Council relate directly to the study area. Other guidelines, such as building heights and densities, review standards, housing downtown and detailed objectives for core area districts, are to be studied further before adoption by Council.

Although general plans for the waterfront incorporated in the Downtown Plan have not received their final review or adoption by the City Council, there are certain kinds of land uses and environmental opportunities being considered for the area.

These include recommendations that the waterfront area between Front Avenue and the river be considered a major traffic-free area providing pedestrian ways and bicycle trails and a closer access to the river's edge. Ideas relating to land use vary from open spaces such as parks to various housing and commercial combinations appropriate to the urban waterfront setting. Major public facilities, meeting and exhibition halls, theaters and other entertainment, as well as retail stores have been suggested.

Bringing renewed life to the area adjacent to the waterfront, between Fourth Avenue and Front, would provide a new link between the downtown core area and the river. This area includes specific districts such as the Skidmore Fountain, Old Town, Burnside, Lowndale, Farmer's Market, and those blocks which will comprise the Government Center complex. Each of these districts has its own special atmosphere and the enhancement

and revitalization would be of prime importance. Preservation of historic buildings would be encouraged.

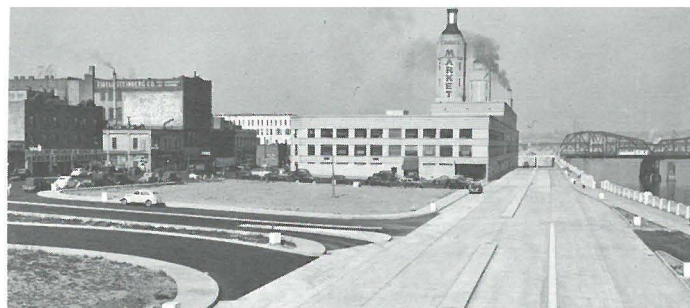
All studies have recognized the need to provide for a community of elderly citizens in the area. Providing for housing rehabilitations as well as the development of new, low-to-moderate income housing would assist in this goal. In certain districts additional housing for people of all income levels would also be considered.

Proposals as to the density of development in the areas adjacent to the waterfront have recommended that height and bulk of buildings should remain low to medium. Also being studied are recommendations that ultimately would substantially eliminate cars within the area, with the primary consideration being the intensity of "people activities" and emphasis on the pedestrian rather than the automobile.

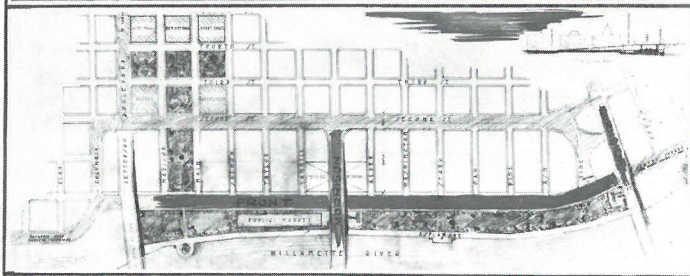
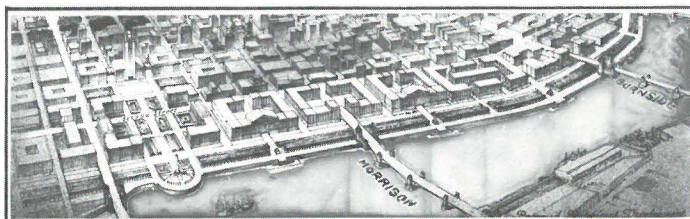
It is important to re-emphasize that any planning activities would closely involve the residents, owners, and tenants in the area, giving them the opportunity to state their own goals for improvement in cooperation with the city and each other.

Within the next few years, Portlanders will see efforts to revitalize a large section of the waterfront area, from the Columbia River to the Sellwood Bridge. Public and private plans at Kelly Point, Swan Island, John's Landing, Oaks Park, and the industrial area south of Hawthorne Bridge are in various stages of development. Consideration is also being given to a Bicentennial Park on several alternate sites. The state's Greenway program has encouraged and assisted in the creation of a people-oriented river. The downtown waterfront plans are an integral part of this overall drive.

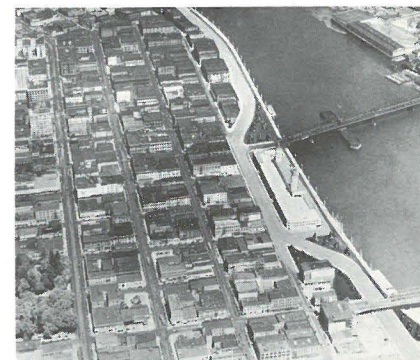
The City has wisely gone beyond its founders' dreams of dedicating the public land between Front Avenue and the river to the use and enjoyment of its citizens. The people have come to realize that the development of the waterfront must be integrated with the adjacent downtown blocks to which it is so closely tied. And for the first time, the City has committed itself to take action toward reaching some of its long-standing waterfront goals.



(Above) Harbor Drive nearing completion in March of 1944. The Portland Public Market (center background) later became the Journal Building and, later still, was removed.

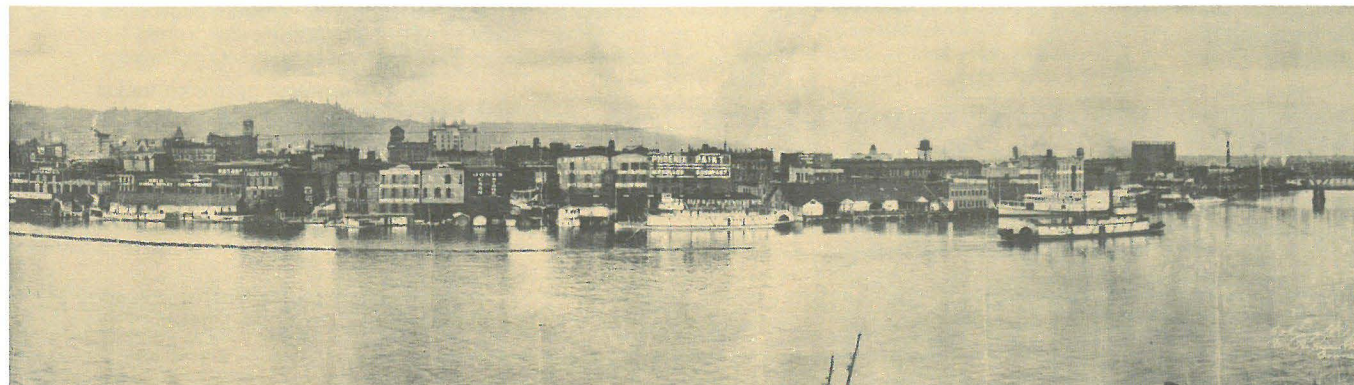
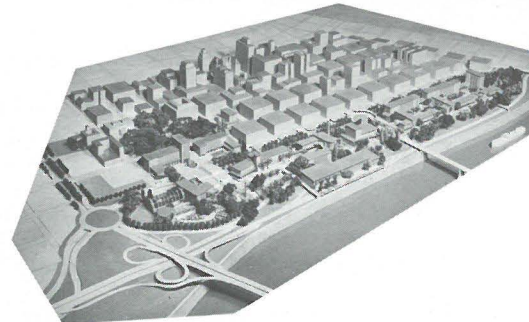


(Above) 1929 prospective prepared by an Oregon Chapter committee of the American Institute of Architects showing the waterfront from Jefferson to Glisan Streets as planned by the Oregon Building Congress. First Street has been abandoned, and a park between Front Street and the esplanade is shown. A proposed civic center is shown between Main and Madison Streets, running from the river to Fifth Street. Chart below shows the street and park arrangement between the new Hawthorne Bridge and the Burnside Bridge. Note the public market in the park area just south of Morrison Street.



1935 proposal for waterfront development and public market.

1944 City Planning Commission model. Plans called for widened sidewalks and malls, formal rows of trees, flowers along the waterfront, benches on the promenades, open metal railings along the seawall to afford a view from the benches.



1908 view of downtown waterfront from the Morrison bridge north.

WHERE THE MONEY COMES FROM

Financing Urban Renewal



Pictured at bid opening are representatives of financial institutions who compete to provide funds for project operation at a low interest rate.

Most urban renewal projects have been financed by an arrangement between the local urban renewal agency (in Portland, the Portland Development Commission) and the Federal Government under provisions established by the Housing Act of 1949. This arrangement varies depending upon whether the activity is a conventional project or a Neighborhood Development Program (NDP). In either case, such arrangement calls for local contributions, Federal advances and loans and, ultimately, a Federal capital grant. The nearly completed South Auditorium Project in Portland is an example of a conventional project, while the neighborhood improvements projects in Portland's Model Cities area are examples of NDP.

Initially, the Federal Government agrees to loan funds on a temporary basis to cover the costs of carrying out the project. The final accounting at completion of the conventional project is based on a formula of a 2/3 Federal and 1/3 local share of the net cost. The net cost is determined by the total expenditures for the project, plus the value of non-cash grants-in-aid, less the proceeds from the sale of any land. The Neighborhood Development Program differs from this in that the Federal/local shares of the cost are based on an annual budget which may include more than one NDP project. Also, in a conventional project, Federal participation is committed at the outset for the entire project, while under NDP Federal participation is committed on a year-by-year basis only.

The Federal 2/3 grant (called a Capital Grant) is received from the government in cash on an earned-grant basis. That is,

as the project progresses, additional money is released as costs are incurred. The local 1/3 share may come from different sources: it may be in non-cash grants-in-aid consisting of donations of land, or community improvements which are a direct benefit to the project area but which are paid for with local funds (streets, sewers, fire stations, neighborhood facilities, schools, etc.); it may be a contribution from another local agency as in the case of the Portland State University Project where the State Board of Higher Education furnished all of the local share through cash and non-cash contributions; it may be a cash contribution; or, it may be, and most usually is, provided from a combination of these sources.

Two other important parts of the Federal contribution, essential to Portland's urban renewal projects, are the housing rehabilitation and relocation grants described in previous issues of the PROFILE.

Nearly all buildings in urban renewal areas are constructed by

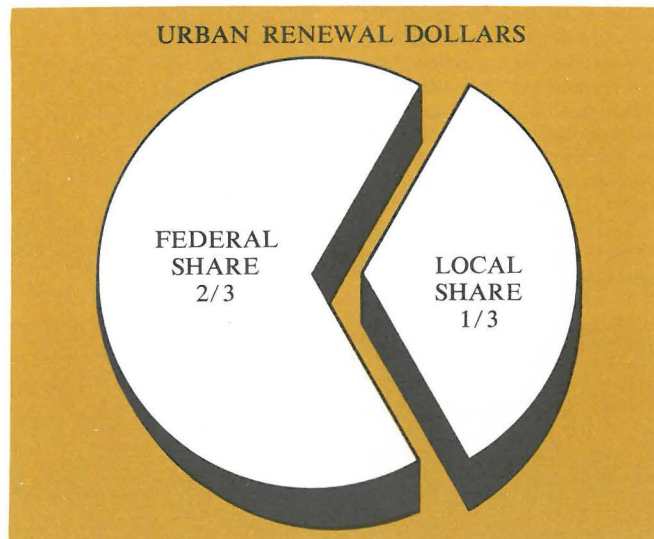
private developers with private financing. The Development Commission is, however, responsible for determining that the developer is financially responsible.

In 1958 the voters approved a tax levy of \$400,000 annually for five years, or a maximum of \$2,000,000. This amount was received between 1958 and 1964 and since that time there has been no direct property tax levy for the benefit of urban renewal. So, where a local cash share is required, it must come from other sources, as in the Portland State University Project as mentioned previously. Also, state law and city charter permit payment of the local cash share with property tax receipts within a project area which are in excess of the amount collected prior to initiation of the project. This is accomplished through the sale of Urban Renewal and Redevelopment Bonds which are later paid with this tax increment. It is possible to carry out a local project using this method of financing without Federal participation.

More recently, with changing Federal legislation and funding policies that affect community development activities, urban renewal programs are now being considered by the City of Portland which will be planned and implemented exclusively under state and local authorities. Such projects will be financed by tax increments generated as properties are improved and new private developments are completed. Increased taxes resulting from such private improvements will be used to pay the project costs, while taxes will continue to be paid to the local taxing bodies in the same amounts as at the time the projects were initiated. At the time the projects are completed, all taxes generated by the project areas will then be returned to the local taxing bodies according to the regular distribution formulas.

In the South Auditorium, 70-block redevelopment project, now almost completed, the tax increment is expected to reach 26 times the original tax return from the area. The Tax Allocation bonds sold to pay the local cash share of the project will be retired in 1974. One significant, direct benefit from this urban renewal process, in addition to the transformation of a badly blighted area into an attractive, functional and diversified urban environment, is the increase from the original 1,600 employees to an ultimate of approximately 20,000 employees in the South Auditorium Project area with an estimated annual payroll of over \$90 million.

The temporary loan which the Government agrees to make to cover project costs such as administration, land acquisition and site improvements is at a rate of interest equal to the going Federal interest rate at the time



the loan is made. When it is possible to obtain funds on the private market at a lesser rate of interest, the Development Commission obtains operating funds by selling notes on a competitive-bidding basis. These notes are usually issued annually to cover the costs for the succeeding year and to retire the notes previously issued. Since payment of these project notes is guaranteed by the Federal Government and the notes are tax-exempt municipal issues, very favorable interest rates are obtained. These project notes are finally paid off with proceeds from the sale of land and Federal Capital Grant funds.

The total of such *private* financing and refinancing of the Portland Development Commission's urban renewal activities has involved \$150,900,000 during that time.

Portland's urban renewal program, and nearly all the projects and activities administered by the Portland Development Commission as the official urban renewal agency of the city, have been financed largely from Federal grants and credits for local public buildings and facilities which are necessary and pro-

Investment firms that have submitted competitive bids in this private financing of urban renewal activities in Portland since 1960 are as follows:

The Bank of California, Portland
 Pittsburg National Bank, Pittsburg
 The Oregon Bank, Portland
 U.S. National Bank of Oregon, Portland
 First National Bank of Boston, Boston
 Chase Manhattan Bank, New York
 First National Bank of Oregon, Portland
 Pacific National Bank of Washington, Seattle
 Marine Midland Municipals Co., New York
 Bank of America NT&SA, San Francisco
 Salomon Brothers, New York
 Continental Bank of Chicago, Chicago
 Morgan Guaranty Trust Co., New York
 The Northern Trust Company, Chicago
 Chemical Bank of New York, New York
 First National Bank of Chicago, Chicago
 First National City Bank of New York, New York
 Seattle First National Bank, Seattle
 Security Pacific National Bank of L.A., Los Angeles
 Lehman Brothers, Inc., New York
 Bankers Trust Co. of New York, New York
 A. G. Becker & Co., Chicago
 Weeden & Co. Inc., Chicago
 City National Bank & Trust Co., Kansas City
 United California Bank, New York
 Chemical Bank New York Trust Co., Boston
 First National Bank of Denver, Denver
 Republic National Bank of Dallas, Dallas
 Continental Illinois National Bank & Trust Co., Chicago
 Manufacturers Hanover Trust Co., New York
 Discount Corporation of New York, New York
 John Nuveen & Co., New York
 Rand & Co., New York

vided for orderly community growth, even without the comprehensive improvements provided by urban renewal. *Most important, however, is the role of private enterprise* which finances nearly all of the new developments in urban renewal projects. Between 1958 and 1972, Portland's urban renewal program has brought nearly \$21 million in Federal grants to Portland and produced \$280 million in private and institutional construction and rehabilitation, either completed or projected. Much of this investment is new money attracted to Oregon.

Each fiscal year the Development Commission prepares a budget which is approved by the City Council and reviewed by the Multnomah County Tax Supervision and Conservation Commission. An administrative budget, which is part of the budget approved by the City, is also submitted to the Federal Government. All accounts are audited by an independent CPA firm and its report is filed annually with the City Council. In addition, the Federal Government audits all project accounts.

Commission Capsules

Former P.D.C. Chairman, Ira C. Keller, was honored as Portland's First Citizen of 1972 at a Realtors'-of-Portland banquet in January. The official program for the event said this about Keller's 13 years as chairman of the Commission:

"Standing as a tribute are 79 blocks of the Portland Center area redeveloped with private investments totaling over 150 million dollars. Real estate tax returns will increase to an ultimate of 25 times the revenue [prior to redevelopment]. The careful mix of high and low-rise apartments, office buildings, motels, restaurants and commercial buildings was carefully designed and intertied with pedestrian malls, sitting areas, parks and fountains. The success of this project has been envied by almost every city in the nation."

"Under his guidance the Development Commission assisted in the expansion of the Portland State University complex which will ultimately be developed with 80 million dollars of new construction; the Emanuel Hospital project, which includes a new



Ira and Laurretta Keller.

general hospital as well as the remodeling of existing facilities at a cost of 20 million dollars; the Albina neighborhood improvement project with the creatively designed Unthank Park; Woodlawn and Irvington neighborhood development programs; the King-Vernon-Sabin neighborhood development program and many others too numerous to mention."

Design of a "colorful, durable" outdoor sculpture for a small park to be built in the southern portion of the South Auditorium renewal area has been authorized by the Portland Development Commission.

The Commission has contracted with Lee Kelly, Portland sculptor, for the design of a "focal point" for the park at the south end of the pedestrian mall near S.W. 2nd Avenue and Lincoln Street. The park will center between the American Plaza Condominium towers and Ramada Inn.

"We want something durable and colorful that reflects the character of the area," said John Kenward, PDC executive director.

Other significant public works by Kelly include pieces for: Unthank Park in N.E. Portland; Candlestick Park in San Francisco; and the University of

Houston in Houston, Texas.

Kenward told commissioners that cost of the park construction, to begin next spring, would be about \$100,000, not including \$15,000 estimated for the sculpture.

Because the City has relatively few opportunities to obtain a piece of public art, and because of the importance of such a sculpture in terms of providing the stimulus for greater interest in, and awareness of public art in Portland, the Development Commission is coordinating the sculpture plans with the Portland Art Commission, the Design Committee of the City Planning Commission, the Downtown Plan Citizens' Advisory Committee, the Bureau of Parks, the Portland Beautification Association, the Portland Center Association and the Design Committee of the American Institute of Architects.



Portland Development Commission
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What's Ahead

A calendar of neighborhood meetings where residents can add their ideas about their neighborhood's future. Meeting dates and locations are subject to change, so check with your site office.

MAR.	APR.	
1	5	Irvington Community Association 7:45 p.m., <i>Augustana Church</i> Peninsula Action Council 7:30 p.m., <i>Columbia Hall NDO #6</i> Montavilla Community Association 7:30 p.m., <i>Ascension School</i>
9	6	Sellwood-Moreland Improvement League (SMILE) 10:00 a.m., <i>Oaks Pioneer Church</i>
5	2	Southeast Uplift (SEUL) 7:45 p.m., <i>Southeast Uplift Office</i>
6	3	Southeast Urban Growth & Endeavor (SURGE) 7:30 p.m., <i>VFW Hall</i>
7	4	Eliot Neighborhood Program Association 7:30 p.m., <i>Dishman Center</i> Vernon Community Association 7:15 p.m., <i>Vernon School</i>
12	9	Humboldt Neighborhood Improvement Organization 7:30 p.m., <i>Humboldt School</i> Brooklyn Action Corps 7:30 p.m., <i>Sacred Heart Church</i>
13	10	Albina Neighborhood Improvement Committee 7:30 p.m., <i>NDO #4</i> Woodlawn Improvement Association 7:30 p.m., <i>NDO #1</i>
15	19	King Improvement Association 7:30 p.m., <i>Highland Center</i>
23	20	SMILE 10:00 a.m., <i>Oaks Pioneer Church</i>
19	16	SEUL 7:45 p.m., <i>Southeast Uplift Office</i>
21	18	Eliot Neighborhood Program Association 7:30 p.m., <i>Dishman Center</i> Sabin Community Association 7:30 p.m., <i>Sabin School</i>
27	24	Boise Citizens Improvement Association 7:30 p.m., <i>Boise School or NDO #4</i>

As we start the year 1973, it becomes more important to all of us concerned with preserving and enhancing Portland's wonderful urban environment to consider the need for establishing policies, priorities and goals to guide our growth and change. As the policies, priorities and goals are established, we must find new ways and means

to implement the desired programs. In this PROFILE we have touched on the subject of urban renewal financing—a means of financing new and improved housing and a comprehensive program of public improvements and services. In our next issue, among other things, we will cover in some detail the types of housing and

public improvement projects that can be planned and implemented by State or Federal urban renewal programs.


 JOHN B. KENWARD
 Executive Director

Portland Profile
 is a newsletter of the Portland Development Commission.

Elaine Cogan, *chairman*
Dr. William A. Jenkins, *secretary*
John S. Griffith, *acting secretary*
John B. Kenward, *executive director*
 Barbara Ramsey, *editor*

INFORMATION

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 1700 S.W. Fourth Avenue
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 288-5075

NDO #2 (Irvington, King, Vernon, Sabin)
 3605 N.E. 15th
 288-8131

NDO #3 (Eliot)
 10 N.E. Graham
 288-8187

NDO #4 (Boise, Humboldt)
 4000 N. Mississippi
 288-6271

NDO #6 (N. Portland)
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 University of Portland
 5000 N. Willamette Blvd.
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Emanuel Office
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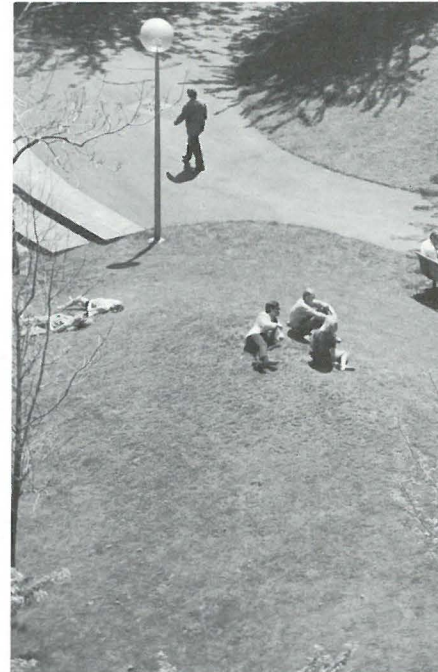
PHOTO CREDITS

Pages 4-5: old waterfront scenes, Oregon Historical Society;
 Page 7: Second Avenue park renderings, Travers-Johnston architects; Ira Keller, Photo Art;
 Page 8: girl in swing, Dana Olsen — Oregon Journal; other photos, Portland Development Commission staff and files.

Portland Profile

A Newsletter of the Portland Development Commission, the Department of Development and Civic Promotion of the City of Portland

Pettygrove Park Wins National Honors



Tree-dotted hillocks and meandering paths add to Pettygrove's charm.

On April 12, 1973, in a ceremony held at the White House, the Portland Development Commission received the American Association of Nurserymen's 1972 Landscape Award for Pettygrove Park located in the South Auditorium Urban Renewal Area. Representing the Commission at the Awards Ceremony were PDC Chairman Elaine Cogan and Oregon Congresswoman Edith Green.

The Landscape Awards Program is sponsored annually by the Nurserymen's Association in order to honor those landscaping

projects throughout the nation which demonstrate high standards of design excellence. Pettygrove Park was one of 22 projects selected out of 176 entries for the Association's highest honor. Twenty-four other projects were cited with Certificates of Merit during the White House Ceremony.

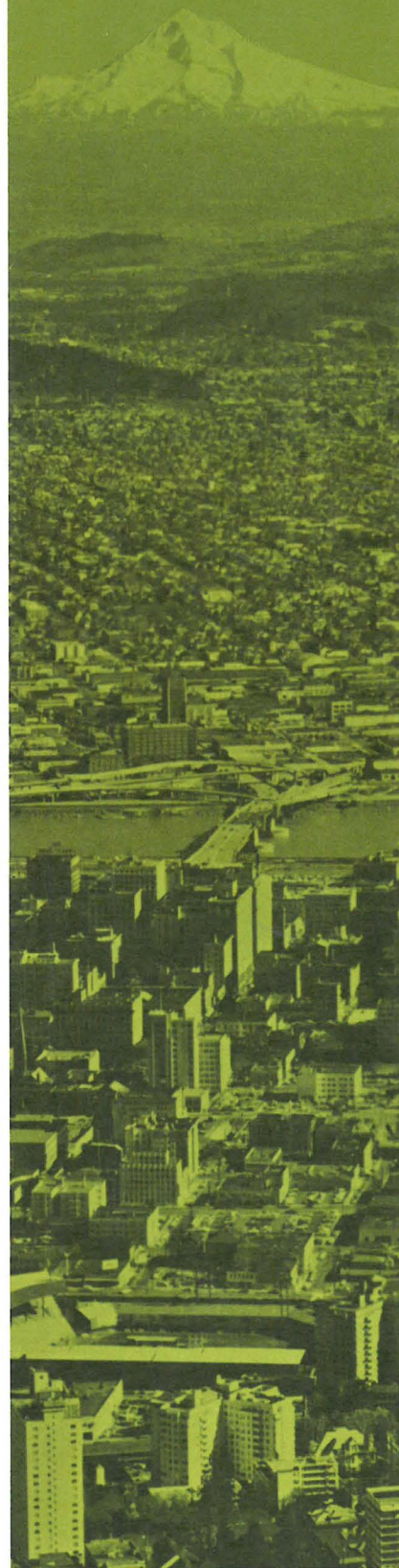
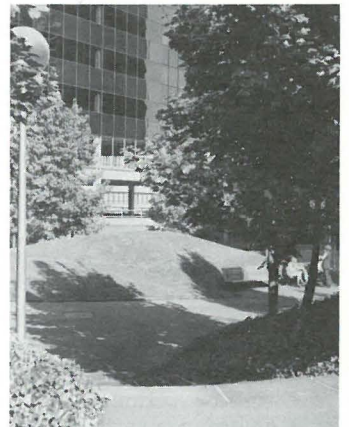
Pettygrove Park was designed by San Francisco landscape architect Lawrence Halprin, who also designed the much publicized Forecourt Fountain, located in front of Portland's Civic Auditorium. Pettygrove is

composed of an acre of grassy hillocks, trees, and stonework laid out along meandering paths.

Formally dedicated on July 26, 1966, the park lies just north of the Portland Center Apartment complex between the Second and Third Avenue pedestrian malls.

Pettygrove Park is so called in honor of Francis W. Pettygrove who won the flip of the coin with Asa Lovejoy for the right to name the city "Portland" after his former home, Portland, Maine. The City also named a nearby park after Asa Lovejoy.

PDC Chairman Elaine Cogan (left) accepts award for "environmental improvement" from Mrs. Richard Nixon in White House ceremony.



Fourth Action Year Programs Threatened

Revised HUD funding policies affecting Portland's Neighborhood Development Program required last-minute changes in the proposed program contained in the official application for funding of the Fourth Action Year NDP.

A memorandum to HUD Regional and Area Office Directors, issued on January 11, 1973, by Floyd H. Hyde, then HUD Assistant Secretary for Community Development placed several significant restrictions on program activities which can be funded by HUD during Fiscal Year 1974 (July 1, 1973 through June 30, 1974). The revised guidelines, later clarified by a second memorandum dated March 1st, were received by the Portland Development Commission just as NDP Fourth Action Year plans were beginning their final round of reviews and official approvals prior to submission of the funding application to HUD.

As stated by HUD Portland Area Office Director Russell H. Dawson in a letter to Mayor Goldschmidt on March 8, 1973, "Basically, the change in department procedures is the beginning of the transition from our past approach of specific projects to the special revenue sharing program which is expected to begin on July 1, 1974."

Policy revisions impacting Portland's Fourth Action Year NDP proposal included those which may jeopardize implementation of the proposed redevelopment of three blocks of residential and commercial properties in the King/Vernon/Sabin, Boise/Humboldt, and Eliot Neighborhoods. The new HUD guidelines provide that land acquisition during the next year will be permitted under only limited circumstances, in-

cluding the Commission's ability to dispose of the land for proposed housing redevelopment prior to June 30, 1974.

The revised guidelines further discourage projects dependent upon the use of Section 312 home rehabilitation loan funds. In the first three years of NDP in Portland, housing rehabilitation has been the basic activity of the program. Substantial use has been made of Section 312 low-interest rehabilitation loans in conjunction with Section 115 rehabilitation grants, for those who qualify for such assistance, to bring their homes up to standard.

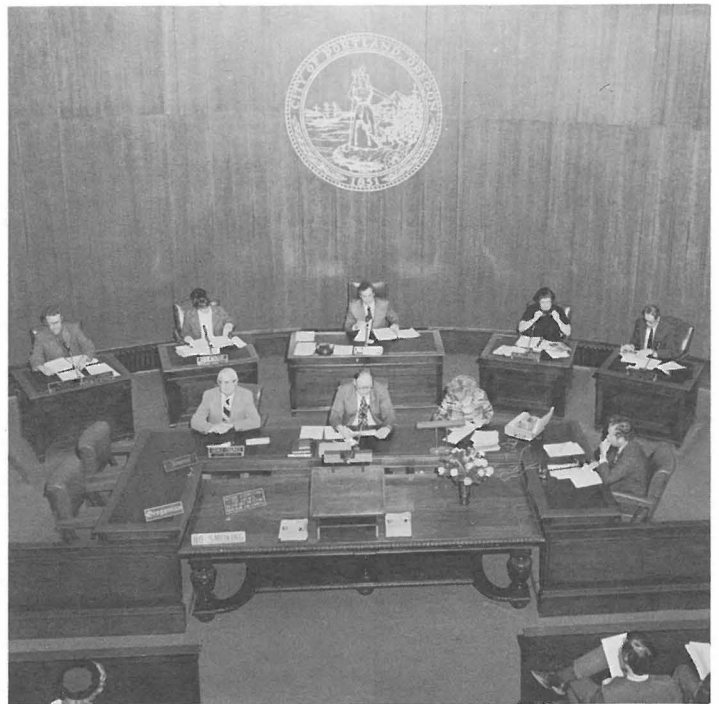
Further, a change in NDP boundaries, reducing the areas in which federally-funded activities will take place, is required by the revised HUD guidelines in order that activities may be concentrated in areas which can be substantially completed within the 12-month program period.

Although Mr. Hyde's mem-

"Basically, the change in department procedures is the beginning of the transition from our past approach of specific projects to the special revenue sharing program which is expected to begin on July 1, 1974."

oranda make it clear that HUD is not obligated to continue all NDP's nor to provide the same level of financial support as it has in the past, Mr. Dawson, in his March 8th letter to Mayor Goldschmidt, advised that, "With the limitation of our funds, a target figure of \$3,359,595 has been set for Portland for your 4th Year's activity."

To deal with the unexpected last-minute changes in Federal guidelines, the Development



City Council — important link in approval chain.

Commission staff scheduled additional meetings with the Executive Boards of all NDP Neighborhood Associations in order to explain these changes and their impact upon the plans and priorities of each Neighborhood's proposed Fourth Action Year program. Taking the confusion in stride, all Neighborhood Associations did approve the modified proposals, as did the Model Cities Citizens' Planning Board and the City Council, prior to the application submission date of April 2nd required by HUD.

making low-interest loans in NDP areas, and provision of appropriate assurances to HUD that any land acquired as the result of program activities during the Fourth Action Year will be disposed of prior to the end of the year.

Unchanged in the application as submitted to HUD on April 2nd is the amount of the proposed Fourth Action Year budget which remains at the \$4,000,000 level. Until receipt of the Hyde memos, the Development Commission had been assured by both HUD Region X and local HUD Area Office officials that such level of funding could be expected. Although Mr. Dawson's letter reduced the amount tentatively to be made available to Portland to \$3,359,595, the Development Commission, believing that it was obligated to transmit to HUD the Fourth Action Year priorities and programs established by the Neighborhood Associations, submitted a \$4,000,000 budget with the formal application. This decision was concurred in by the City Council in its approval of the application on March 28th.

As this issue of the *PROFILE* goes to press, no word has been received from HUD on the progress of its official review of the NDP Fourth Action Year funding application.

WHICH WAY PORTLAND?

The City of Portland is now at a turning point in its history. The northwest, which up to a few years ago, was little more than a colonial empire — a source of raw material and a market for the products of the industrial east — is now itself becoming an industrial region.

No one will question the statement that the city up to now has grown by chance, rather than by design, and that our vision has been rather limited, and we all begin to realize that if Portland is to assume the great role of world port, air and rail junction, and industrial production center to which it aspires, it must prepare itself and to prepare is to plan.

It is obvious that a city is more than a place where ships may dock or where products are manufactured. The city is primarily a community of individuals, and the individual has a soul, so the city must have a soul.

Nature has been very generous with the City of Roses. The hills, the river, the green forests, and the climate all contribute to make it a pleasant place in which to live. What man has been contributing to those elements has not been very flattering to his foresight. Now,



as we enter this new phase of our history, it is up to us to make it either an ugly and confused, and inefficient place to live in, or an orderly and beautiful one.

Just what is meant by a beautiful city? Many people, especially those who have traveled through some of the best European cities may think that beauty lies mainly in an abundance of great palaces, of royal parks, fountains and squares. Undoubtedly, those elements produced a great and appealing sense of space and dignity, but those cities were the outcome of a social order which does not exist anymore, or at least does not exist in this country. It definitely represented the expression of social systems different from our own.

The reason our attempts to imitate the externals of European cities in America have failed to give us a sense of order and convincing beauty, has been mainly because these attempts have been superficial; because we have really failed to solve the deep problems presented by a machine age; because it is not possible to create order by obsolete or confused thinking.

If our age, as it has been called, is the "Century of the Common Man," then our cities must show this concern for the common man. We cannot have slums side by side with princely palaces. We cannot have great boulevards like Paris has and not give the workers children a



sheltered place to play in. We cannot build new factories without thinking of the welfare of the men who will work in them. We cannot let them huddle in tenements. We cannot have their children roam the streets. Up to now, the age of the common man has not yet stamped its mark on any city. So our renewed idea of beauty must spring somewhat from a deep conception of a more orderly social organization. It must include also, the solution of all practical problems besetting and irritating us, from traffic congestion to smoke and noise, from ugly signs to car parking. Beauty, in cities as in persons, must emanate from a healthy and efficient body, not from cosmetics. We can have our surface embellishments, our fountains and monuments, later on. The necessary work of utilization of land, the goal of developing self-contained communities within the city, of providing schools in the proper places, decentralized commercial centers with proper parking facilities, to provide infirmaries, amusement, and play areas and all other amenities necessary for a fuller enjoyment of life, is a long and tremendous task that may seem visionary at present,



but it is well to set our minds a little clearer on the direction we should follow, even if the immediate result be only that of avoiding mistakes.

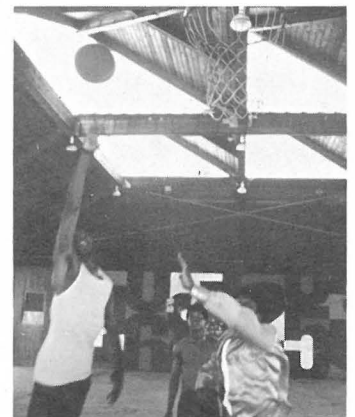
Obviously it is impossible to scrap in a few years what is already built . . . nevertheless the opportunity to translate, in terms of beauty and better living, our great social gains are so much greater with us than with other nations and especially with the young and vigorous cities of the west, that it would be a pity if we did not follow up our chance.

It is not possible to achieve this goal of a beautiful city without arousing everyone's interest and understanding in its program, without a tremendous amount of education as to the worth of planning for our future and knowing that the results are worthy of everyone's interest and effort.

September 30, 1943

Pietro Belluschi, *architect*

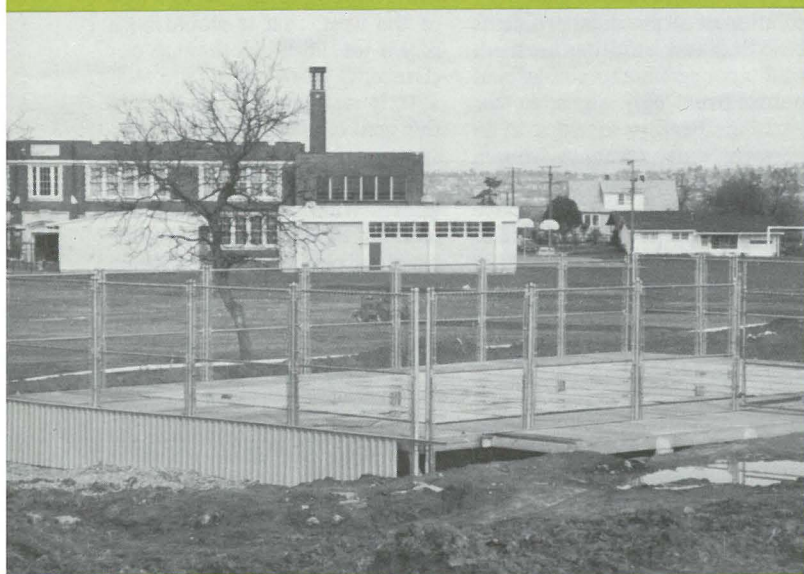
EDITOR'S NOTE: In cleaning out his files this past January prior to moving back to Portland from Boston, Mr. Belluschi found the document from which the above excerpts have been taken. A copy was sent to John Kenward, executive director of the Portland Development Commission along with the following statement: "Its value," Mr. Belluschi stated, "rests more on the awareness of how slowly urban events unfold than on what we can learn from it. Thirty years are too many in a man's life, but only a moment in a city's life . . ."



Better Parks for t



Handball court at Woodlawn Park is part of new teen area.



Swimming pool nears completion at Woodlawn Park.

This summer, kids will swim at Woodlawn Park, have a "Barrel of Fun" at Irving Park, and have their very own "Farmer in the Dell" at Peninsula Park.

These are but a sample of a number of major improvements which have been completed or are in progress in these neighborhood parks. These renovations are part of a continuing effort to upgrade and expand neighborhood park and recreation facilities through the federally assisted Neighborhood Development Program (NDP) which is administered locally by the Portland Development Commission.

Woodlawn Park

Woodlawn Park is a totally new 8½-acre recreation area which has been under construction since last July.

Ready for summer use will be: a 20 x 40-ft. swimming pool; two basketball areas, one with two

cross-courts and four baskets, the other with six practice hoops; a Little League baseball diamond; a handball court; and a multi-purpose amphitheater.

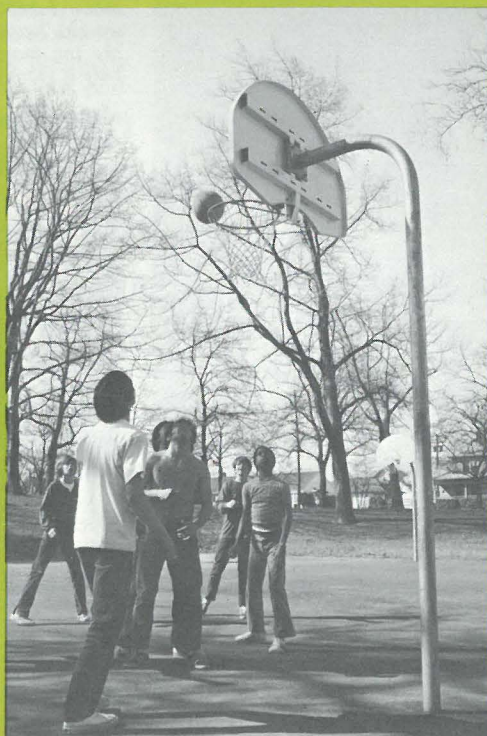
Two fully equipped play areas, one for tots and one for teens, will be added later.

Grass, shrubs, walkways, and lighting will be in place by late spring. Various areas of the park are set apart by ruggedly handsome rubble walls. The material for these walls was provided by breaking up sections of concrete sidewalks and streets which formerly served the area.

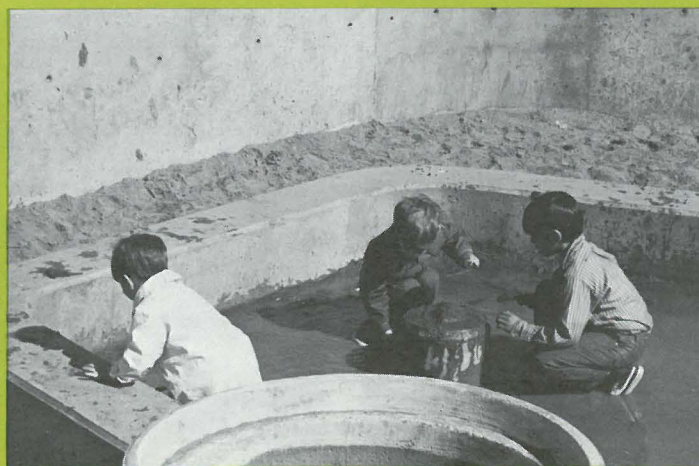
Irving Park

Much has been accomplished in Irving Park in recent months. Ready for neighborhood residents' use are one standardized and two Little League baseball diamonds; three full-sized basketball courts with 18 hoops; a new Tot-Lot play area with sand and water fountain;

Irving Park's new basketball courts in action.



Water and sand are a favorite pastime in Irving Park's Tot-Lot.



ne Neighborhoods

and a combination of logs, poles and ropes called a "Big Toy."

Several other colorfully-named pieces of equipment will be added during the summer, including a "Space City," a "Bob A-Round," and a "Barrel of Fun."

Also planned is a lighted shelter over the south basketball court, resurfacing of four tennis courts with new nets and lighting, and a water-play facility near the Tot-Lot area.

The Park Director's building will be remodeled and an automatic park irrigation system will be added. In addition, the City Lighting Bureau, using federal funds provided through the Law Enforcement Assistance Administration (LEAA) program, will provide new pathway lights.

Peninsula Park

Lovely, formal Peninsula Park in the Boise/Humboldt neighborhood is due for some up-

dating. A "Farmer in the Dell," a group of swings with animal figures to ride on instead of the regular swing seats, will soon be located in the play area.

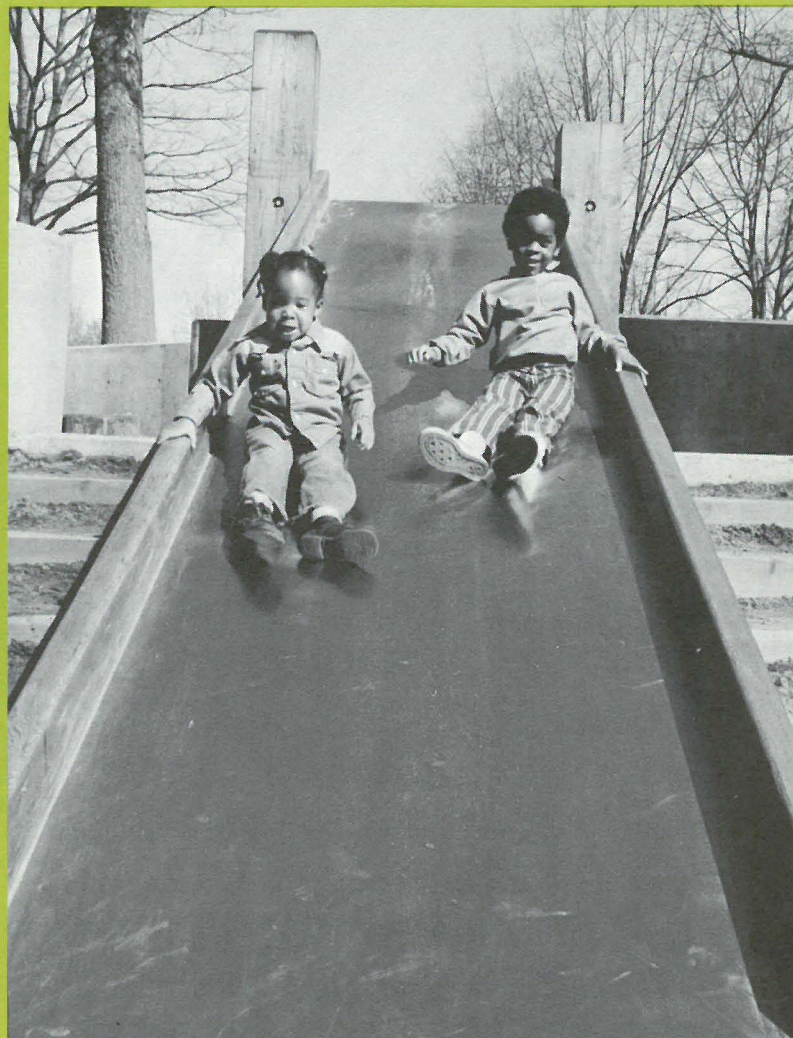
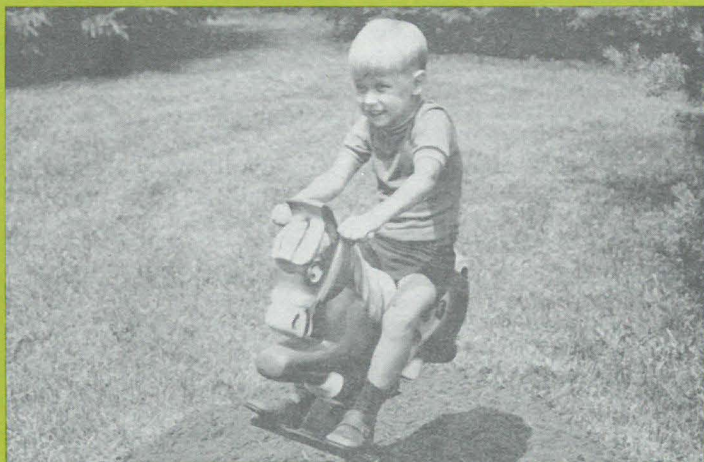
Tot-sized chair seats are being added to an existing swing set, and two play units called "Saddle Mates" will also be installed. Saddle Mates are all-weather toy animals mounted on heavy-duty springs.

A "Big Toy" unit is also planned for this park as is a "Buck-A-Bout" featuring more all-weather animals.

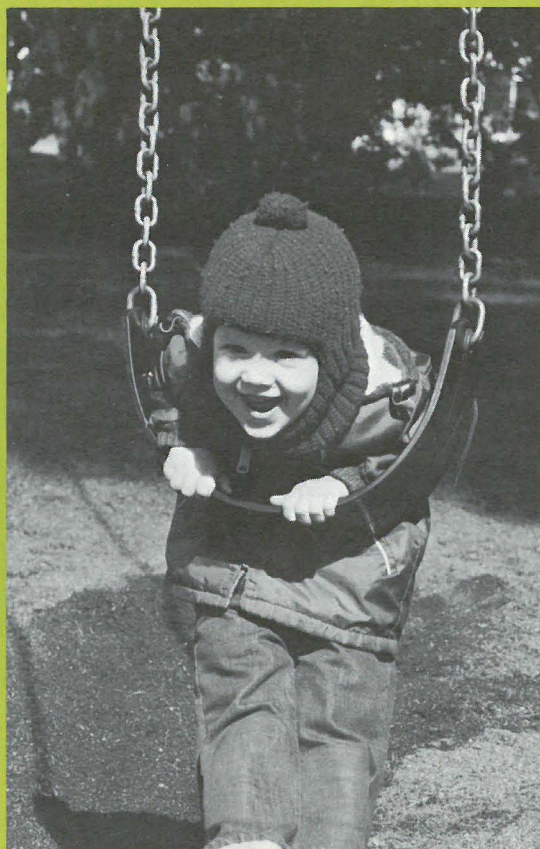
Among the more traditional items to be added to the park will be bicycle racks, five new benches, a softball backstop and fence, and two glass-covered bulletin boards.

All in all, it looks like a very good summer for Portland's park-loving children who live in or near the Woodlawn, Irvington and Boise/Humboldt neighborhoods.

Saddle Mates similar to the one below will be installed in Peninsula Park play area.



Wide slide makes for twice as much fun in Irving Park's Tot-Lot.



Chair seats will make life easier for little tykes who now have to rely on tummies for swinging.



Heart of Albina business district in early times.

Preservation of Historic Cupola Proposed

The Portland Development Commission has taken preliminary steps to preserve a landmark in the Albina neighborhood. An onion-shaped dome (cupola) and certain other architectural elements have been salvaged from the Hill Building, a two-story structure built in 1890 and recently razed as part of the Emanuel Hospital Urban Renewal Project. (Removal of the building was necessary in order to widen Russell Street.)

Charles H. Hill, Albina's first mayor, was the owner and builder of the Hill Block. Located at the intersection of Russell and Williams Avenues, the building stood in the heart of the business district of the old city of Albina, which later was incorporated into the city of Portland.

Mr. Hill took great pride in the fact that the building afforded him a prominent place to display the American Flag and, according to old newspaper ac-

counts, when the Oregon Volunteers went to the Philippines during the Spanish-American War, he declared that he would leave the flag there until the regiment could return "in victory and glory." And he did, although the flag became battered and torn. On the day the Oregon troops returned he took down the old banner and raised a new flag.

Several businesses were housed in the building, the most prominent one being the drugstore beneath the cupola which was first owned by Francis A. Watts and Edward B. Holmes.

Stephen A. Matthieu bought an interest in the drugstore from Watts and Holmes in 1893 and acquired control of the business around 1905.

Matthieu eventually bought the entire Hill Building and its ownership stayed in the family until acquired by the Portland Development Commission.

The City of Portland Land-

marks Commission, Emanuel Hospital, the Portland Beautification Association and the Bureau of Parks have all supported the saving of the cupola and will assist the Development Commission in finding an appropriate reuse for it.

It has been suggested that the dome could be supported on columns and be used as a bus shelter or gazebo somewhere near its old location. Design and installation costs for such a use might run to \$10,000. But such an investment could well be long-term, since the 70-year-old cupola is still in excellent condition. It is constructed of terne metal, (steel coated with an alloy of about four parts lead to one part tin) a material which is highly resistant to deterioration.

A plaque commemorating Mr. Hill and perhaps others closely associated with the building's history would identify the dome in its new location.



Hill building prior to demolition.



Cupola saved.



Community Honors Hazel Hays

COMMUNITY SERVICES DIRECTOR LEAVES POST FOR PRIVATE INDUSTRY

Hazel G. Hays

Hazel G. Hays, for six years a key staff member of the Portland Development Commission, was honored recently for her work in the Model Cities Neighborhoods. A testimonial banquet was sponsored by Model Neighborhood residents and was co-ordinated by Mrs. Azzre Lathan and Mrs. Opal Strong, members of the Humboldt Neighborhood Improvement Organization. More than 200 of Mrs. Hays' friends and co-workers attended the festivities at the Ebony Club.

For the past three years, Mrs. Hays, herself a Model Neighborhood resident, has served as Director of Community Services, in charge of the Commission's community organization and citizen participation activities.

(The Community Services Department is composed of a staff of 28 full-time professional community workers and 15 part-time workers assigned to seven neighborhood offices. The Community Services staff is responsible for the development of effective resident participation in the planning and decision-making processes in official urban renewal areas and in non-federally funded areas as well.)

Mrs. Hays resigned her position with the Commission in March to join her brother, George Christian, in the management of the Christian Electric Company which has its offices at 3611 N.E. Union Avenue. In leaving her post with the Commission, Mrs. Hays said it has been a long-term plan of her brother and herself to develop a successful minority-owned business. She listed minority employment as high among her long-time concerns and expressed the belief that her

presence in the firm could be of value at this time. Her successor at the Commission has not yet been selected.

During Mrs. Hays' tenure with the Development Commission, she played an integral part in organizing and carrying out Portland's very effective Neighborhood Development Program (NDP).

During the years 1968 and 1969, while on loan from the Development Commission, she worked with the Portland Model Cities Agency as Administrative Assistant to the Director, as

"And yet," Mr. Casson continued, "if the world is to run — if anything is to run — if there is to be soundness and security, someone has to take responsibility; someone has to see that there is safety; and someone has to face the facts — which not everyone is willing to do."

Judging from the warmth and sincerity with which those in attendance greeted and praised Mrs. Hays, it was obvious that they felt she is a person who has accepted responsibility, made decisions, and, above all, has done her job well.

to attend the banquet for personal health reasons, sent a plaque to Mrs. Hays honoring her service to the Portland Community.

In addition, PDC Executive Director John B. Kenward presented Mrs. Hays with a special Certificate of Appreciation for her "outstanding contribution and dedicated efforts on behalf of the Commission."

Others speaking in honor of Mrs. Hays were: Mr. Chalmer Jones of the State Department of Human Resources, Master of Ceremonies; Mrs. Jan Childs of the Woodlawn Improvement Association; Dr. Erasmus C. Ogbuobiri, methods engineer with the Bonneville Power Administration; and Mr. David Nero, President of Nero Industries and head of Operation Step-Up.

Mrs. Hays, a native of Youngstown, Ohio, is married to Mr. Chauncey O. Hays, a U.S. Postal Service employee and has three daughters. She attended Ohio State, Portland State and Georgetown Universities, and the University of Portland.

*She listed minority employment
as high among her long-time concerns . . .*

Deputy Director for Citizen Participation, and as Interim Director of the Model Cities Program.

From 1965 to 1968, Mrs. Hays served the Commission as Neighborhood Advisor for the Albina Neighborhood Improvement Project.

Among the prominent community leaders at the dinner who testified to the quality of Mrs. Hays' public-service career was Ellis H. Casson, Civil Rights Officer for the Federal Highway Administration, and local president of the National Association for the Advancement of Colored People (NAACP). In his address to the gathering, Mr. Casson said, "... there often seems to be little willingness on the part of too many people to accept responsibility — for themselves or for their decisions — or for the soundness and success of enterprises and institutions, or in some instances for much of anything else."

A very handsome plaque was presented to Mrs. Hays by the neighborhoods on behalf of the citizens of Portland.

Among the others praising Mrs. Hays' accomplishments was former Portland Mayor Terry Schruck who, although unable



Mrs. Hays tries out new hard hat image. With her are husband, Chauncey (left) and brother, George Christian.

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288-8187

NDO # 4 (Boise, Humboldt)
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University of Portland
5000 N. Willamette Blvd.
283-4171

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233-6236

Emanuel Office
235 N. Monroe
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PHOTO CREDITS

Page 1: award presentation,
American Association of
Nurserymen, Inc.
Page 2: City Council, Wm. Bryan.
Page 3: Mall scene, Edmund Lee;
old buildings, Photo Art.
Page 5: Saddlemate toy, Game
Time, Inc.
Page 6: Albina street scene,
Oregon Historical Society.
Page 7: Mrs. Hays in hardhat,
George Christian.
Other photos, Barbara Ramsey
and PDC files.

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21	18	SEUL 7:45 p.m., Southeast Uplift Office
22	26	Boise Citizens Improvement Association 7:30 p.m., Boise School or NDO #4

Change is inevitable. But now, more than at any time in the history of our nation we are seeing changes in our laws, governmental structure, policies, programs, goals, priorities, and in methods of financing the things that are needed by the people of our urban communities.

In the field of national, state and local community development programs, the changes are particularly extensive. The federal government is proposing community development legislation and funding through special revenue sharing. It is expected that such legislation will become effective by July, 1974—at which time the governing body of the City of Portland will be receiving funds in annual lump sums to be used for activities formerly funded under such labels as Urban Renewal, Model Cities, Neighborhood Facilities, Water and Sewer Grants, Open Space and Historic Preservation, Rehabilitation Loans and Public Safety Loans. It becomes increasingly evident

that the city should be preparing for this possibility by reevaluating its plans, priorities, and goals to be sure that the physical improvement needs and related social and economic interests of the people are best served.

In addition to working with the City Council and citizens groups towards this end, the Development Commission is proposing and developing supplemental resources for carrying out community improvement activities. To date, under the direction of the City Council and in cooperation with the Planning Commission and the Downtown Citizens Advisory Committee, a process for rehabilitation and redevelopment of certain downtown waterfront areas is being established using State Law and a "Bootstrap" tax increment financing plan supported solely by the areas being upgraded.

In addition, the Commission—working with local lending institutions—is about to put into operation a "Public Interests Lender Program"

which will provide lower interest, higher risk rehabilitation loans to those owners in the Model Cities neighborhoods in need of financial assistance to repair and maintain their homes in a decent, sanitary and safe condition. This will replace the Federal Low-Interest Loan Program which has been discontinued. Special assessment districts, revenue bond financing, possible state programs and other means of accomplishing locally supported public improvement activities are also being explored.

The challenge to the people of Portland is great, but the opportunity for doing things the "Portland Way," and becoming more independent of Federal red tape, controls, and inefficiencies is even greater.

JOHN B. KENWARD
executive director

Portland Profile

A Newsletter of the Portland Development Commission, the Department of Development and Civic Promotion of the City of Portland

New Commissioners Assume Duties



New Commissioners, Bob Walsh and Charlotte Beeman.

Two new members, Charlotte Beeman, 38, and Bob Walsh, 28, were appointed to the Portland Development Commission in mid-June.

According to Mayor Neil Goldschmidt, who recommended the two to fill vacancies existing since January, both have demonstrated their concern for and their commitment to our city by long involvement in civic activities.

Mrs. Beeman's memberships include the Metropolitan Youth Commission, Schools for the City, and Northwest District Association. She is also a member of the board of directors of Fruit & Flower Day Nursery and is chairman of the com-

mittee named to select a director of the city's new Bureau of Human Resources.

A native of Phoenix, Arizona and a Portland resident since 1960, Mrs. Beeman holds both a bachelor's and a master's degree from Stanford University. She is a past president of the Chapman School PTA and a former fifth and sixth grade teacher. She is married to Ogden Beeman, Marine Manager of the Port of Portland. The couple have three children.

Born in Binghampton, N. Y., Walsh has lived in Portland since 1953. He is a graduate of Northwestern University and has a master's degree from the University of Oregon. He is a partner

in Tom Walsh & Co., a Portland construction firm, and a member of the Corbett-Terwilliger Council. He is also on the board of directors of the Hill Park Association. Walsh is married to the former Susan Poindexter.

The two appointments fill vacancies created by the resignations in January of Arthur Riedel and Edward (Ned) Look.

The other members of the Commission are Chairman Elaine Cogan (Oregon Journal columnist), Secretary Dr. William A. Jenkins (Dean, School of Education, Portland State University), and Acting Secretary Dr. John S. Griffith (Senior Vice President, University of Portland).

PDC Receives Fourth Action Year NDP Grant

The U.S. Department of Housing and Urban Development (HUD) has approved a grant of \$3,359,595 for Portland's Neighborhood Development Program (NDP) in the Model Cities area. The funds will be used to finance the NDP's Fourth Action Year activities. (The Fourth Action Year extends from July 1, 1973 through June 30, 1974.) Portland's NDP is administered by the Portland Development Commission.

The new grant is approximately \$700,000 less than that which Portland received last year. In addition to approving less money for Portland's NDP, HUD has also instituted a new limitation on the way in which the money can be spent.

The major new restriction is a prohibition against using NDP funds to buy deteriorated properties for the development of new housing. This restriction has the immediate effect of stalling, indefinitely, several new housing developments which had been planned for the Boise/Humboldt, King-Vernon-Sabin, and Eliot neighborhoods. These housing projects have been considered a top priority by the neighborhood associations in these areas.

The Development Commission is now working with the City Council and other agencies to find alternative sources of funding for this activity. If local funds can be found to finance property acquisition, HUD guidelines indicate that federal funds may be used to provide relocation assistance benefits for persons and businesses displaced for the new housing developments.

In response to other HUD policy guidelines, the geographic area in which NDP activities can be initiated has been reduced substantially. As a consequence, the size of federally funded areas has been reduced about half in Irvington and one-fourth in Boise/Humboldt.

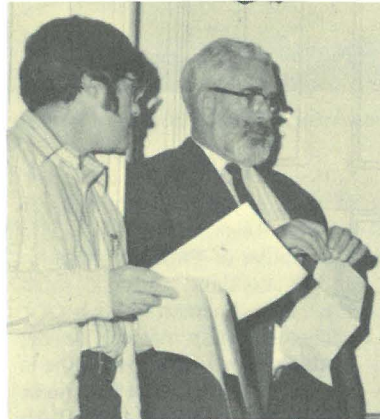
HUD has indicated that these funding and activity restrictions are a part of the gradual phaseout of categorical federal aid programs such as the NDP, in preparation for the proposed conversion

to special revenue sharing in July, 1974. (See page 3 for a review of current federal proposals for funding future community development activities.)

Among the activities which will be eligible for federal funding during the Fourth Action Year are:

- Rehabilitation of substandard housing;
- The removal of abandoned structures;
- Street improvements in the Woodlawn, King-Vernon-Sabin and Boise/Humboldt neighborhoods;
- Street-tree planting in King-Vernon-Sabin and Boise/Humboldt;
- School crossing improvements in King-Vernon-Sabin, Boise/Humboldt and possibly Irvington;
- Street alterations to slow automobile traffic adjacent to Jefferson High School and Humboldt School in the Boise/Humboldt neighborhoods.
- A small park development at 13th and Holman Streets in Woodlawn (It is also proposed to add a shelter to one of the basketball areas in Woodlawn Park if funds are available);
- Site preparation for the Woodlawn Pilot Housing Project adjacent to Woodlawn Park;
- Phase III Irving Park Improvements which include a basketball shelter, water spray pool, tennis court renovations and lighting, additional play equipment and an irrigation system. Other finishing touches, such as completion of path-ways, adult recreation areas and park furniture will be added to the park if Phase IV funds are made available;
- Improvement of the intersection at 15th Avenue and Prescott Streets (tentative).

All of the above programs and plans have been approved by the various neighborhood associations, the Model Cities Citizen's Planning Board, and the City Council.



Citizen participation, an integral part of the Neighborhood Development Program.

The Future Of Community Development

Current Federal Proposals

On April 19, 1973, the Nixon Administration sent to Congress a \$2.3 billion "Better Communities Act." An extension of the Administration's Revenue Sharing philosophy, the Better Communities Act is proposed as a replacement for certain categorical aid programs which the Administration hopes to abolish by the end of fiscal year 1974. The Act was introduced in the U.S. House of Representatives as H. R. 7277 and in the U.S. Senate as S. 1743 by Senators John Sparkman (D-Ala.) and John Tower (R-Tex.)

Under the Better Communities Act proposal, Federally funded programs such as urban renewal, model cities, neighborhood development (NDP), home rehabilitation loans, neighborhood facilities, water and sewer grants, etc., would be replaced by a single "shared revenue" grant to state and local governments. These funds would, in turn, be used by cities and counties to finance their own community development programs, which would then be locally developed and administered. According to a White House "Fact Sheet" on the Better Communities Act (as published in the April 30, 1973 newsletter of the National Association of Housing and Redevelopment Officials):

"In addition to new approaches devised by locally elected officials, communities may continue to:

- acquire, clear, and renew real property and land;
- purchase and develop open space, historic sites, parks, and playgrounds;
- relocate people and businesses displaced by community development activities;

- build streets, malls, neighborhood and community centers, and recreation areas;
- rehabilitate residential or commercial properties;
- eliminate harmful physical conditions that endanger health or safety; and
- provide community services considered necessary to carry out the community development objectives of the particular community."

The purpose of the Administration's Better Communities Act, and the other revenue sharing proposals as well, is based on the contention that categorical grant-in-aid programs are too fragmented and inflexible to satisfy the particular needs of community development in the nation's many and diverse urban centers. As stated in the White House Fact Sheet:

"Unlike the existing categorical grant programs — each of which requires a separate complex application which must be reviewed and approved by various Federal officials — the Better Communities Act recipient units of local government will simply provide the Secretary (of Housing and Urban Development), in advance of funding, a statement of community development objectives and the proposed use of funds."

As indicated by the White House Fact Sheet, some of the major features of the Better Communities Act are:

- a single fund of shared revenues would be administered by HUD;
- all activities now authorized under programs to be replaced would continue to be authorized;

- funds would be allocated by a formula based on need (or according to a "hold-harmless" method — see below);
- a new role for Governors and State government would come into being as regards distributing and using special revenue funds;
- Metropolitan Cities and Urban Counties would get automatic entitlement to shared funds on an annual basis;
- a hold-harmless provision would provide cities presently engaged in federally assisted renewal programs with funding at least equal to a five-year average of funding received under categorical grants;
- Federal concerns would be protected by means of post audits, reporting, and advance plan disclosure to local citizens of proposed use of funds; and
- requirements for matching Federal money with local funds would be eliminated.

In addition to the Administration's Better Communities Act, Senator John Sparkman has also introduced an alternate community development revenue sharing bill, S. 1744. This bill would authorize \$5.9 billion for fiscal years 1974 and 1975. Like the Administration bill, the Sparkman proposal would replace existing categorical grant programs with a single "block grant" of revenue sharing funds. However, the Sparkman bill would require the federal government to contribute 90% of the costs of local community development programs, thus retaining the local-share concept.

The Better Communities Act..

By Governor Tom McCall

The Administration's long-awaited community development revenue sharing proposal, the Better Communities Act, is now before Congress.

While I have endorsed the concept, the bill itself still does not address itself to two objections held by the governors: It actually reduces the amount of money now going to the states for community development, and it fails to provide sufficient phase-in funds between now and the effective date.

The Better Communities Act is a \$2.3 billion per year, five-year program to consolidate seven Department of Housing and Urban Development categorical grant programs into a single annual revenue sharing type of grant. The funds would go primarily to metropolitan cities and urban counties, allocated according to a formula which considers population, overcrowding, and poverty (weighted twice).

Ultimately, 78 per cent of the funds available to Oregon are to go directly to the eligible cities and counties. The remaining 22 per cent will be passed through state government. Initially, however, the act contains a "hold-harmless" feature which is intended to prevent a sudden change from existing funding levels. Those cities with a high level of activity will be gradually phased downward, those having a low level of activity will be gradually phased upward. The money initially allocated to maintain these levels will have the effect of reducing the state pass-through share to approximately 13 per cent in the first year.

Current information on first-year funding for Oregon indi-

cates that \$12,389,000 will be earmarked for the metropolitan cities, \$952,000 to non-metropolitan hold-harmless cities, \$990,000 to state government for pass-through to the metropolitan areas, and \$990,000 to state government for discretionary pass-through. None of Oregon's counties are currently eligible for funds.

It should be noted that the publication, "Federal Dollar in Oregon for 1972," reported that the total of the categorical grants received in Oregon from the programs consolidated by this act amounted to \$16.6 million that year. The total projected under the act is \$15.3 million, an apparent net loss to the state of \$1.3 million.

Much fanfare has been given to the provisions of the act which give "a new role" to governors and state governments for the allocation of the state pass-through money. This "new role" bears some examination.

First, half the pass-through money must be distributed to other communities within Standard Metropolitan Statistical Areas (SMSAs) which have a city qualified to receive a direct grant. However, there is no criteria for this allocation. The communities will still be in the grantsmanship bind, competing with each other for a share of an inadequate pot, and the state must assume the grant-making role currently filled by the Federal Government without any established mechanism of doing so.

Second, the mandatory allocation to SMSAs ignores the problem of adjacent rapidly urbanizing areas. For example, the northeast corner of Yamhill County is under significant

growth pressure from the Portland area but is not included in either the Portland or the Salem SMSA. Presumably, problems such as theirs are to be taken care of with the money remaining in the state discretionary pass-through fund, which must also be used to defray the costs of administering the program.

What then is left for all the other communities in the state? HUD water and sewer and open space grants are no more, and the Economic Development Administration is expected to go out of business shortly. Many expected that the so-called companion bill, the Rural Development Act, would be the answer. Unfortunately, this act has been woefully underfunded and currently no money is available for grants to rural communities.

The analysis of the proposed allocation of funds in Oregon under this act leads me to conclude that:

- Oregon is likely to get less money from the Better Communities Act than it did from the sum of the categorical grants;
- The urban areas that are most involved in the use of community development programs will get significantly less;
- Those who had no interest or a low program level will get significantly more;
- The remaining small communities will have to scratch for the crumbs.

A touted feature of the act is the provision that funds can be allocated without a requirement for local match. While this may technically be true, it is not true in the "real world." The curtailment or elimination of related funding programs is going to put

ever-increasing pressures on the local governments for available federal funds. As a result, funds will be thinly spread and it may well require the investment of additional local funds if major projects are to be undertaken. This is very little changed, it seems to me, from the existing matching requirements.

The avowed purpose of the "revenue sharing" approach of the act is to decentralize the decision-making process. My administration, from its beginning, has been a strong advocate of the theory of decentralization. Indeed, this was our motivation in requiring state agencies to do their planning and service delivery on the basis of uniform administrative districts. This is why we have encouraged and supported the formation of Councils of Governments within these districts, and why we have expended considerable effort and resources to assure the viability of these associations and their capacity to coordinate the needs, plans, and priorities of their constituents. When these capacities exist, we can take the next big step, the requirement that state agencies actively involve the local governments in their program and policy planning, and ultimately in service delivery. In other words, we are committed to the belief that decentralization is based upon an intergovernmental partnership.

We believe that the block grant approach to the consolidation of categorical grants supports our commitment.

The proposed act, on the other hand, seems to equate decentralization with complete abdication of responsibility. It makes no effort to define or address national goals or objectives, nor does it

A State's View

provide any method or requirement for coordination with state plans or priorities. It is supposed to be a companion to a proposed Responsive Governments Act, the precise nature of which is unknown as yet, but which is expected to give increased federal support to the development of local government's abilities in budgeting, management, personnel and planning.

The act provides no mechanism to assure a relationship to this proposed effort or to the considerable effort already expended to create comprehensive areawide plans required for current HUD programs and for certain water and sewer grants.

The problems of community development are highly inter-related in neighboring governments in urban areas, yet the act does not effectively require or encourage joint planning or coordination. It does not provide any incentive for consolidated or joint activities. There is no encouragement for partners either vertically or horizontally. The revenue sharing/blank check approach fosters fragmentation and disunity.

Last, but certainly not least, the act does not provide any link between community development and housing needs.

I intend to follow closely the progress of this act and its companion measures, as well as Senator Sparkman's "Community Development Assistance Act of 1973" (S1744), and will continue to press for substantial changes in the interest of Oregon's state and local governments.



BETTER COMMUNITIES ACT — PROPOSED OREGON ALLOCATIONS

METROPOLITAN CITIES: Funding Levels (\$ in Thousands)

	Current Program \$ Level	1st Yr. Allocation	2nd Yr. Allocation	3rd Yr. allocation	4th Yr. allocation	5th Yr. Allocation
Portland	8,679	8,679	5,748*	5,636	5,485	5,304
Salem	3,179	3,179	3,179	2,408	1,630	848
Eugene	422	422	638	998	1,037	1,076
Springfield	-0-	109	219	341	355	368
Total		12,389				

* (Sharp drop due to completion of Model Cities — \$2,931)

NON METRO HOLD HARMLESS CITIES

Cascade Locks	37	37	Phase out to \$0 in 3rd year			
Coos Bay	735	735	Phase out to \$0 in 3rd year			
Reedsport	180	180	Phase out to \$0 in 5th year			
Total		952				

SMSA DISCRETIONARY FUNDS

Portland Area	604
Eugene Area	168
Salem Area	218
Total	990

STATEWIDE DISCRETIONARY FUNDS

	990
TOTAL STATE-WIDE FUNDING	15,321

Public Interest Lenders Program Formed

Private
Industry's
Commitment
To
Community
Development



Portland lending institution representatives sign agreement launching new locally funded housing rehabilitation loan program.

On July 5, 1973, the Portland Development Commission and eight local lending institutions signed a formal agreement establishing the Pacific Northwest's first privately funded low-interest housing rehabilitation loan program. The purpose of the program is to supplement or replace a federal loan program the funding for which has been cut off temporarily, and perhaps permanently, by HUD.

Financed by \$835,000 to be borrowed from the eight lenders, the program will be administered by the PDC which will make 5½% loans to qualified homeowner-occupants in the Model Cities Neighborhoods. These loans will be used to finance repairs necessary to bring homes up to city codes and property rehabilitation standards established for the various neighborhoods.

Don Silvey, PDC Chief of Housing Rehabilitation and Development, stated that these loans will be made strictly for needed repairs and will not be used for unnecessary modernization or capital improvements.

The new program is called the Public Interest Lenders Program. The eight lending institutions who have made it possible are: U. S. National Bank, First Na-

tional Bank, Bank of California, Oregon Bank, Oregon Pioneer Savings and Loan Association, Benjamin Franklin Savings and Loan Association, Equitable Savings and Loan Association and Portland Federal Savings and Loan Association.

Under the program, partici-

vate. A substantial amount of these funds were provided through the Federal Section 312 low-interest rehabilitation loan program.

In making loans under the Public Interest Lenders Program, PDC will give first preference to the 200 loan applications which

Improvement Association, Mr. Jesse Tufts of the Vernon Community Association, and Ms. Jeannie Franz and Ms. Betty Walker of the Sabin Community Association.

During the ceremonies, representatives of the various neighborhood associations hailed the Public Interest Lenders Program as "a landmark in effective intra-community cooperation" and expressed their appreciation to the participating institutions. Several lending officials expressed the sentiment that their institutions were pleased to have been provided an opportunity to make this financial commitment to preserving the quality of central city life.

John Kenward stated that while the initial program is financed by eight lending institutions, several more such institutions from the Portland Metropolitan Area have shown a definite interest in future participation. Kenward went on to say that although the current program will, at the present time, be limited to the Model Cities Neighborhoods, it is hoped that it or a similar program can eventually be expanded to other areas of the city.

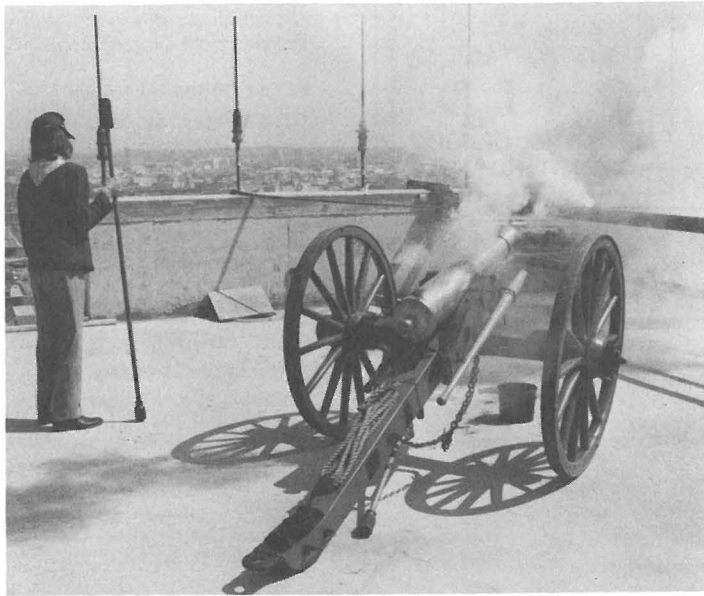
*"... a landmark in effective
intra-community cooperation"*

pating lending institutions will lend \$835,000 to the PDC at 4½% interest. Because of the tax-exempt status of such a loan, the 4½% rate will provide a higher net interest rate to the lending institutions involved. The 1% difference between the rate charged PDC by the lenders and the rate charged homeowners by PDC (5½%) will be used to help pay for administrative and reserve-fund expenses of the program.

During the past seven years, 1,676 homes in the Model Cities area have been rehabilitated at an outlay of \$6,380,169 from various sources, public and pri-

had already been received by PDC when the Section 312 Loan program was curtailed earlier this year. No new applications will be solicited until all current applications are processed.

Among those present at the formal signing ceremonies were representatives of the eight participating lending institutions, and PDC Commissioner William Jenkins, PDC Executive Director John B. Kenward, Mr. Brozie Lathan of the Humboldt Neighborhood Improvement Organization, Ms. Jan Childs and Ms. Inez Batties of the Woodlawn Improvement Association, Ms. Rosadelle Parker of the King



1841 muzzle-loading brass howitzer signals topping-off of American Plaza's Grant Tower.

Grant Tower — Off With A Boom!

Topping-Off ceremonies were held late in May atop Oregon's tallest residential building.

PDC Commissioners Elaine Cogan and Dr. William Jenkins were among those present for the occasion which was accompanied by the resounding boom of an 1841 muzzle-loading brass howitzer.

The celebration was held on the roof of 26-story Grant Tower, the second of three condominiums in the building complex known as American Plaza Towers in the South Auditorium urban renewal area.

Located at 2211 S.W. First Avenue next to 18-story Lincoln Tower, the newest addition

houses 140 condominium homes. Living units will be somewhat larger than in the earlier completed Lincoln Tower. First occupancy is scheduled for January, 1974 according to Vincent J. Popma, vice president of American Condominium Homes.

A third unit to be called Madison Tower is scheduled as the final component. Total cost of the project is estimated at approximately \$22 million.

Landscaping and exterior areas of the entire project will tie in with a pedestrian mall and a small park development currently being planned by the Portland Development Commission.

Students And Community Profit From Learning Experience

Building a future through learning on-the-job are 22 Adams High School students who have more than doubled the value of a formerly run-down residential property while learning the art of home rehabilitation and receiving class credit for their work.

The property, purchased for \$4,500 by the Portland Development Commission and turned over to the Adams High School Home Construction Class was appraised upon completion at a value of \$11,500.

The students worked in shifts on the two-story home repairing and refinishing virtually every surface inside and out. A local contractor, Frank E. Gill, was hired by the School District to advise and instruct the class. According to Gill, at least four students landed summer and

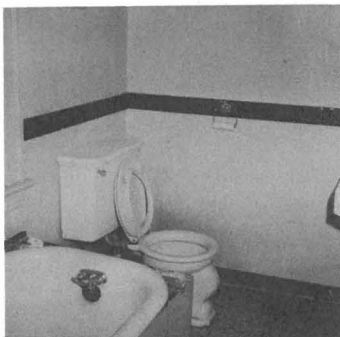
possibly permanent jobs as a result of the skills learned during the year's project.

This is the second year that Adams has offered this particular type of work experience. George Kalman, director of the Work Experience Office at Adams feels that the program is an unqualified success. Generally students involved in such a project develop a new sense of pride that carries over into other aspects of their lives, Kalman says.

After the home is sold by the Development Commission, any profit will be turned over to the Adams Work Experience Program for future home construction projects.



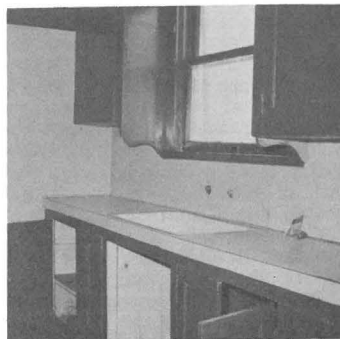
4425 N. Kerby home rehabilitated by Adams High School Home Construction Class.



Bathroom before rehabilitation



Bathroom after



Kitchen before rehabilitation



Kitchen after

Portland Development Commission
1700 S.W. 4th Avenue
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What's Ahead

A calendar of neighborhood meetings where residents can add their ideas about their neighborhood's future. Meeting dates and locations are subject to change, so check with your site office.

JULY AUG.

- | | | |
|----|----|--|
| * | 1 | Eliot Neighborhood Program Association
7:30 p.m., Dishman Center
Vernon Community Association
7:15 p.m., Vernon School |
| 2 | 6 | Southeast Uplift (SEUL)
7:45 p.m., Southeast Uplift Office |
| 5 | 2 | Irvington Community Association
7:45 p.m., Augustana Church
Peninsula Action Council
7:30 p.m., Columbia Hall NDO #6
Montavilla Community Association
7:30 p.m., Ascension School |
| 9 | 13 | Humboldt Neighborhood Improvement Organization
7:30 p.m., Humboldt School
Brooklyn Action Corps
7:30 p.m., Sacred Heart Church |
| 10 | 14 | Albina Neighborhood Improvement Committee
7:30 p.m., NDO #4
Woodlawn Improvement Association
7:30 p.m., NDO #1 |
| 16 | 20 | SEUL
7:45 p.m., Southeast Uplift Office |
| 18 | 15 | Eliot Neighborhood Program Association
7:30 p.m., Dishman Center
Sabin Community Association
7:30 p.m., Sabin School |
| 19 | 16 | King Improvement Association
7:30 p.m., Highland Center |
| 24 | 28 | Boise Citizens Improvement Association
7:30 p.m., Boise School or NDO #4 |

* To be arranged


We are honored to have had an opportunity in this issue of the PORTLAND PROFILE to present Governor Tom McCall's views on the "Better Communities Act" as proposed by the Nixon Administration. We who have close associations with the field of Community Development are extremely encouraged by the Governor's continued concern and commitment to preserving a viable urban environment in the State of Oregon.

For those of us who have the good fortune to live in Oregon, the national urban crisis often seems far removed. We are not confronted daily with the overcrowding, congestion, environmental pollution and social and physical problems which have

reached crisis proportions in many urban areas across the nation. But in actuality, Oregon's urban problems tend to mirror the nation's problems. For the most part, the only difference is one of degree. Thus, the signs of urban problems are present in Oregon in the form of deteriorating neighborhoods; inadequate funds to build and maintain public facilities and provide needed services; the lack of good housing for all the people, the lack of understanding and commitment to sound planning and development goals on a metropolitan basis; and, the escape to the suburbs by those who can afford it. Therefore, we in Oregon have a very personal stake in the manner in which government deals with the future course of

community development activities.

In future issues of the PROFILE we intend to feature more articles on proposed community development legislation at the federal, state and local level. In so doing it will be our policy not to endorse any particular piece of legislation but rather to bring into focus the major issues involved in these proposals. It will be our hope that articles such as these will encourage each of you to contact your legislators and other elected officials to express your views on the future of Community Development.


JOHN B. KENWARD
executive director

Portland Profile
is a newsletter of the Portland Development Commission.

Elaine Cogan, chairman
Dr. William A. Jenkins, secretary
John S. Griffith, acting secretary
Charlotte Beeman
Bob Walsh
John B. Kenward, executive director

Charles Makinney,
Barbara Ramsey, co-editors

INFORMATION

If you have any questions regarding any Development Commission activity, contact the office listed below corresponding to your area of interest.

MAIN OFFICE

Portland Development Commission
1700 S.W. Fourth Avenue
224-4800

NEIGHBORHOOD DEVELOPMENT OFFICES

NDO #1 (Woodlawn)
5630 N.E. Union Avenue
288-5075

NDO #2 (Irvington, King, Vernon, Sabin)
3605 N.E. 15th
288-8131

NDO #3 (Eliot)
10 N.E. Graham
288-8187

NDO #4 (Boise, Humboldt)
4000 N. Mississippi
288-6271

NDO #6 (N. Portland)
Columbia Hall
University of Portland
5000 N. Willamette Blvd.
283-4171

OTHER SITE OFFICES

Southeast Uplift
4316 S.E. Hawthorne
233-6236

Emanuel Office
235 N. Monroe
288-8169

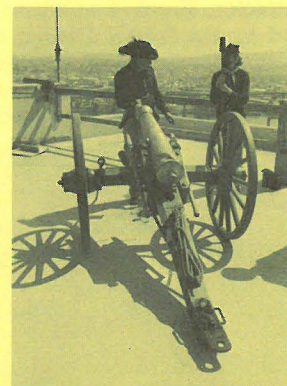
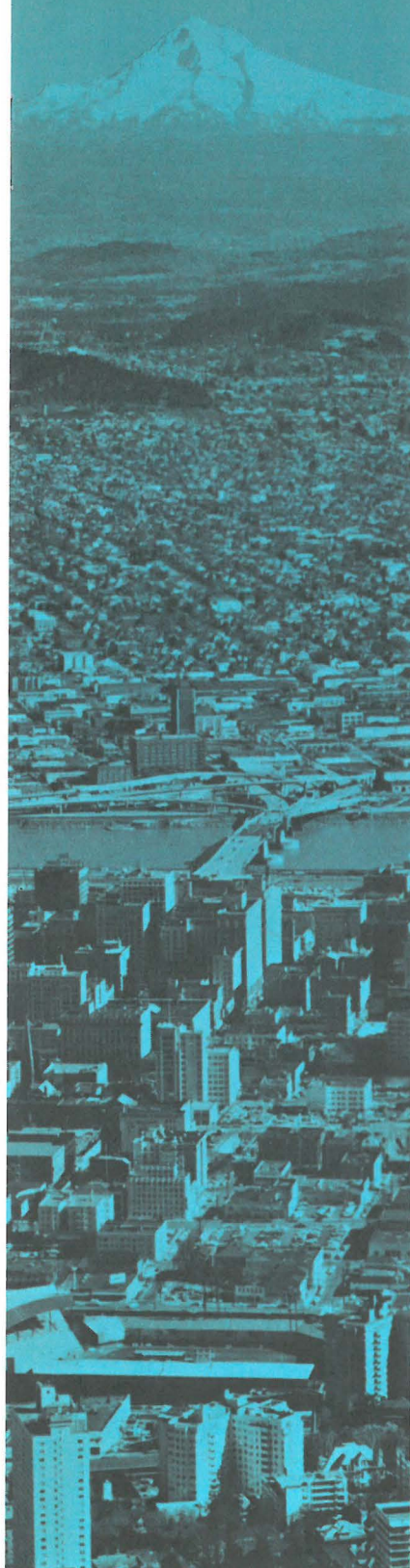


PHOTO CREDITS

Page 4: Governor and State Capitol Building, Governor's Office.
Other photos, PDC staff.

Portland Profile

A Newsletter of the Portland Development Commission, the Department of Development and Civic Promotion of the City of Portland



Ames Fills Commission Post

Robert Ray Ames, vice president and manager of the Head Office, First National Bank of Oregon, is the newest member of the five man Portland Development Commission.

His appointment to the post by Mayor Neil Goldschmidt was approved by the city council Oct. 10 and will run until July 10, 1976.

Ames is replacing John Griffith who has retired from the Commission after nearly three and half years service. Griffith had been appointed in July 1969 and served as chairman from Jan. 1972 to Jan. 1973.

He served as acting secretary of the Commission until his retirement in October. Griffith said there are increased demands on his time at the University of Portland where

he is Senior Vice President.

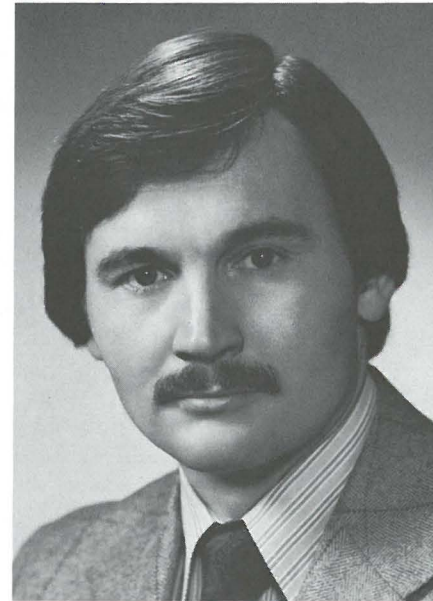
The new commissioner is 33 and married. He is an Oregon State honor student and began work with First National Bank in 1963.

Ames became the vice president and manager of the bank's head office in September 1971.

Having an interest in auto racing, Ames travelled Europe in 1965-66 racing automobiles and writing about auto racing for American publications.

In 1970 he initiated the development of the road racing and drag racing facility at West Delta Park.

As a member of the Rose Festival Association, Ames was the sponsor of several professional racing events at Delta Park in the past five years on behalf of the Rose Festival.



Robert Ames

Commissioners Offer Help with SEUL Plans

Members of the Southeast Uplift Advisory Board, representing several southeast Portland neighborhoods, met recently with Commissioners and staff members of the Portland

Development Commission.

The meeting was held to discuss matters of mutual concern, including land use planning, additional services from the Commission, and local

priorities on needed improvements in southeast Portland.

Board members told the Commission they recognize a need for comprehensive planning on land use. Until now SEUL has concerned itself with land use on a piece-meal basis and lacks an overall plan.

SEUL asked the Commission for help in developing a comprehensive plan; if not in drafting one, then in training SEUL members.

The Development Commission became involved in southeast Portland in the spring of 1968 when former Mayor Terry Schunk instructed it to establish an office there.

It provides information and advice to southeast neighborhood associations and assists in the forming of new neighborhood associations when requested by the residents.

The southeast Uplift Office has also become a central location for committee meetings on various matters which directly affect the area, such as the Mt. Hood Freeway plans and Kaiser Clinic Parking.



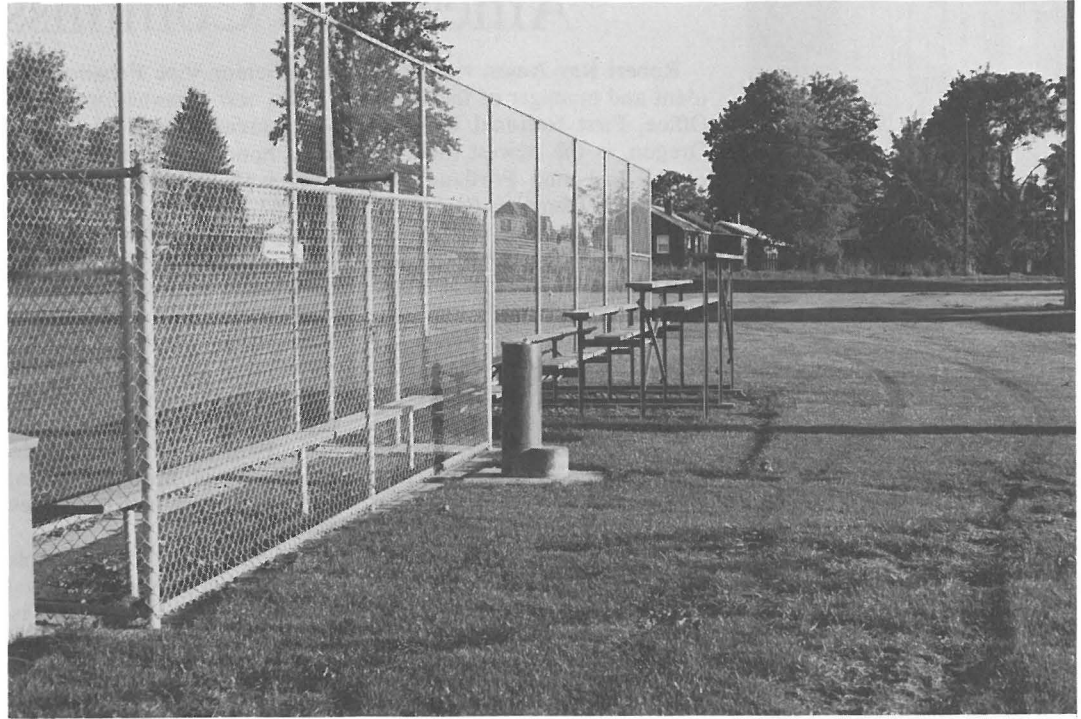
PDC Donates Park Land

Responding to the efforts of North Portland residents to develop recreational areas for youth, the Portland Development Commission donated a piece of property adjacent to Pier Park to the City Park Bureau on September 10.

The 13-plus-acre parcel, valued at approximately \$250,000, fronts on North Lombard Street and adjoins the west end of Pier Park. The effect of the transfer is that the Park Bureau, not the residents, will now have the job of maintaining the parcel.

Developing the land into a park began in the fall of 1971. Project Busy Kids, under the direction of Jim Chrest, was formed to do the work. The Neighborhood group received permission from PDC to use the property for a summer baseball program for young people of ages 10-14. The City Council also granted permission in December of 1971.

The "Busy Kids" deposited donations totalling \$3,000 in the City's trust fund for recreational improvements to the ballfield. The City added



\$2,000. With this money, the "Busy Kids" received matching funds of \$5,000 from the Bureau of Outdoor Recreation of the U. S. Department of Agriculture in 1972.

In addition to the \$3,000 raised among local residents, a vast amount of neighborhood volunteer work has gone into this project. Citizen volunteers worked throughout this past summer installing underground wiring for light poles for the

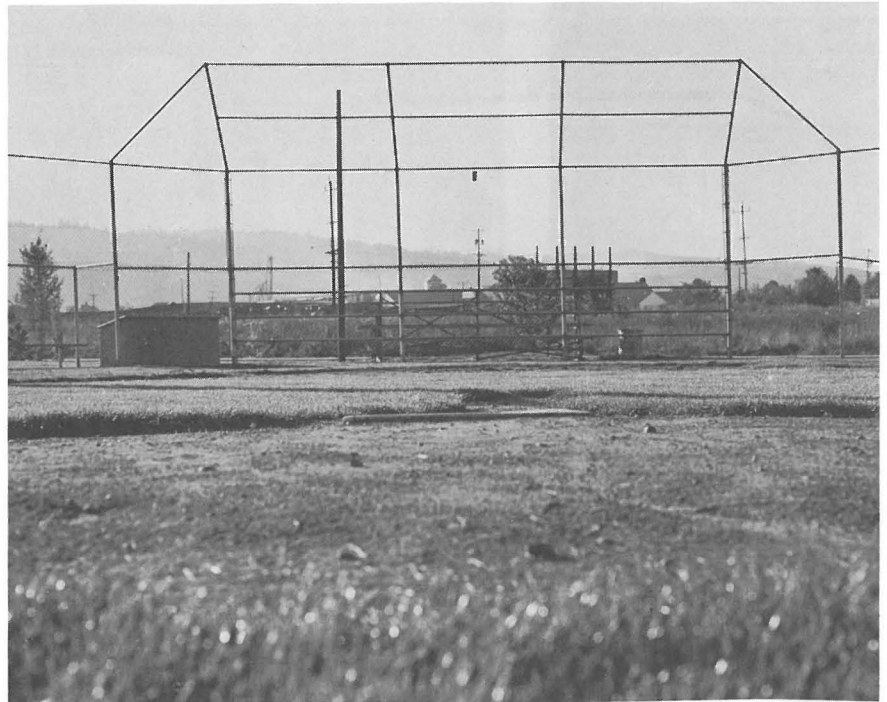
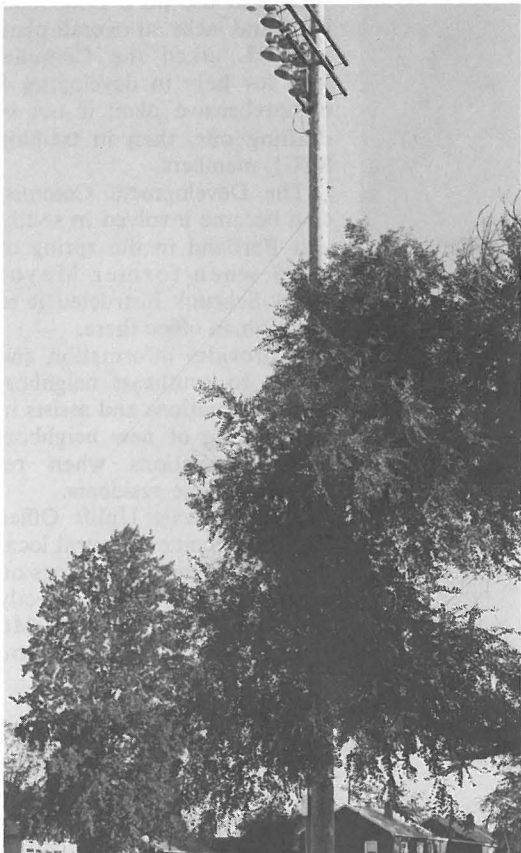
baseball diamond. (The poles were donated by Pacific Northwest Bell, who also helped to place them.) Volunteers also installed a fenced backstop, cyclone fencing and bleachers.

They resodded the infield area, fitted and levelled the dirt portion of the infield, erected football goalposts, and gravelled the parking lot area.

The "Busy Kids" program has earned citizen support and interest in the past two to three

years. Chrest was rated 1972 North Portland's Citizen-of-the-Year by the businessmen and residents of the St. John's area.

Immediate plans include further development of a summer baseball program for older youth (ages 15-17) and commencement of a youth football program this fall. Long-range goals include installation of tennis courts and playground equipment.



Portland Development Commission Works with Youth

Fifty-two Model Cities Youths worked on a special federally funded project last summer due to the coordinated efforts of the Portland Development Commission, the Mayor's Office, Portland Public Schools and Portland State University.

These young people were members of three different organizations: the Environmental Youth Crusaders, the Neighborhood Youth Corps, and the Portland State University Black Studies Program.

Environmental Youth Crusaders

The PDC provided office space, desks, xeroxing, and a receptionist as support services for the month of July to the Environmental Youth Crusaders, a neighborhood organization started in June, 1973.

Paid with federal funds but supervised by the Mayor's Office, the Crusaders dealt with environmental concerns in the King neighborhood. They distributed handbills with information about neighborhood environmental concerns and crime prevention. They also mowed lawns, collected trash, and performed services for elderly residents.

Because the Commission provided support services, the Youth Crusaders helped with Neighborhood Development Programs. Their activities included helping K/V/S and Boise-Humboldt neighborhood associations with clean-up campaigns and watering street trees, which have been planted as part of the Neighborhood Development Program.

Barbara Friday, director of the program, said the efforts of the Crusaders have produced an interest in the community to continue a similar program next summer.

Neighborhood Youth Corps

Fourteen students from the Neighborhood Youth Corps (NYC) worked under the direct supervision of the Commission's Woodlawn and K/V/S-Irvington site offices.

Operated by the Portland Public Schools, this program places students from families with limited incomes in sum-

mer jobs. The students were assigned to water street trees, conduct surveys and distribute fliers encouraging participation at neighborhood association meetings. Youth Corps administrators expressed appreciation to the PDC for the placement of the students.

A constant problem youths faced while working the neighborhoods was that of unfriendly dogs freely roaming the streets. NYC student Wilbert Andrews (Roosevelt High) summed it up when he said, "I think I now know how the mailman feels."

Although the Youth Corps program was funded only for the month of August, the students are periodically hired by the PDC on short-term assignments on an after-school basis.

PSU Black Studies Program

In addition to its involvement with these two youth programs, the Commission participated in a two-week, non-paying field experience for students from the Black Studies Program at PSU. Students helped make field inventories of street and housing conditions in specific areas and questioned residents of Cathedral Park area on what they want in park developments.

The Portland Development Commission, the Mayor's Office, Portland Public Schools, and Portland State University feel these experiences with the youth have proven to be a very worthwhile experience, combining learning with accomplishments. The success of these programs show that people, of whatever age, working together, can better the quality of life in their community.



Youths of all ages in Woodlawn, Irvington and K/V/S have worked at planting trees along city streets. Some of the older youth (bottom) devised their own tree puller for when trees needed replacing.

Neighbors Plan and Achieve

BY CHARLES E. OLSON
Director of Program Coordination

Planning! We've all heard that word so much that it sometimes seems that planning is an excuse for not doing.

But Model Cities residents know better. They have taken an active part in plans which have led to some real accomplishments that you can see, touch and use. And here is their story.

A portion of Portland lying roughly between the Minnesota Freeway and N.E. 21st Avenue—N.E. Broadway and Lombard Street—was approved as a Model Cities area in 1970. Machinery was set in motion to bring together people to determine what they wanted to see accomplished in the neighborhoods where they worked, lived, and owned property; in other words, the place where they had a direct and personal interest.

Too often in the past, people would get together to complain about or oppose something. Could people of different background, interests and abilities really get together to decide what they were for instead of against?

Community leaders in the neighborhoods thought they could and so did City Hall. Thus was born a difficult process called "Comprehensive Neighborhood Planning."

The Woodlawn Neighborhood and the Irvington Community were the first to begin. With the aid of Model Cities funding and staff, neighbors began to attend meetings and discuss what they liked and didn't like about their neighborhoods. One thing was certain, both wanted to see their neighborhoods remain residential where people could own their own homes.

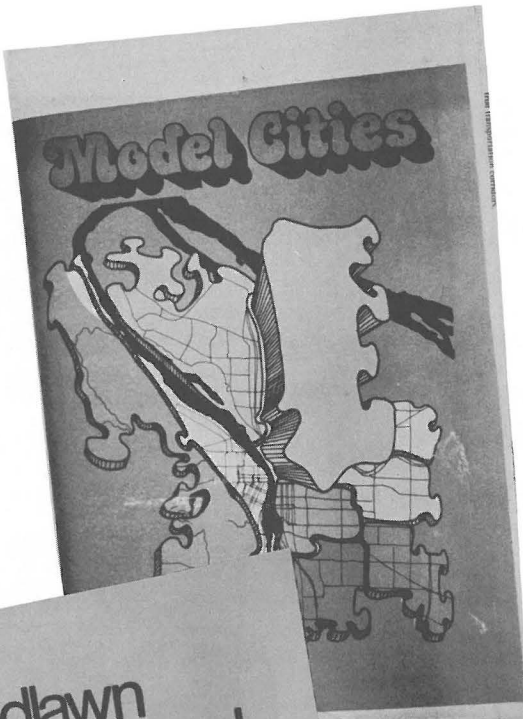
Woodlawn saw some possibilities for new housing to meet the needs of young and old, families and singles. They also saw the need for better recreational facilities (Woodlawn had no park), if people were going to stay in the neighborhood. But if their plans were going to amount to anything, means had to be found to carry them out.

Residents and staff of the Portland Development Commission met to discuss the federal Neighborhood Development Program. It became a tool to turn plans into reality.

In three years, homes too run-down to fix up were acquired. The families relocated to safe, decent, sanitary housing, and the land was cleared for Woodlawn's new park.

Now there are play areas for big kids with plenty of basketball hoops. For younger fry, there are climbing toys, water play areas and lots of running room. Next to the park will be a new idea for home ownership usually found only in suburban neighborhoods; condominiums.

Eighty brand new one, two, and three bedroom individual dwellings will be built in clusters. Each family will own its dwelling yet have all the advantages of close-in urban life at prices that persons of modest income can afford.



Woodlawn Neighborhood Plan

- 1973-1974
- commercial
- industrial
- residential
- zoning
- human resources
- community facilities
- transportation

Woodlawn has had plans before. In 1968, the text of a plan appeared with a light green cover, listing goals set by the Woodlawn Improvement Association. This early plan, along with later revisions, has formed the basis for City policy decisions relative to Woodlawn. Residents did some careful homework in evaluating the conditions of Woodlawn's unimproved streets. The effort showed PDC exactly where street improvements were needed - and Woodlawn's street improvement program received the necessary support. With a plan in hand, Association members have felt the confidence needed to insist on the programs which they want.

The Comprehensive Development Plan contained in the following pages is a continuation of Woodlawn's plans. However, there are a few differences.

First it was designed for widespread distribution in the community. Secondly, this plan will be adopted by the City and become part of City planning policy. This provides a continuing guarantee for the legitimacy of the residents' preferences in planning for their neighborhood.

Thirdly, this plan contains a new emphasis on social planning goals for health services, recreation and cultural programs, and community involvement. Now that some of the area's most pressing physical needs have been met, it is time to expand planning efforts to these services.

KING VERNON SABIN

draft neighborhood plan

august, 1972

To express your views concerning this plan, please call **288-8131**

NEIGHBORHOOD DEVELOPMENT OFFICE (RDO 2)

- King Improvement Association
- Vernon Neighborhood Development Assn.
- Sabin Community Association

EDITOR'S NOTE:

Chuck Olson has been a member of the Commission staff for nearly three years. His experience of administrative and technical planning has been with local, state and federal agencies throughout the last 20 years. His views in this article come from his experience, as well as his feelings and concern for Portland's urban renewal.

Irvington residents went after the automobile—once referred to as “the tiger in the urban jungle.” It took some doing to tame this animal for he had many friends; some, the residents themselves. He was finally brought to bay at the corner of N.E. 16th and Tillamook Street.

There, a “diverter” was installed to keep people from driving up 16th Avenue and creating havoc in what was meant to be a quiet residential street. Nearly 2,000 cars a day have been diverted to thoroughfares where they belong. It took some mighty planning but it has paid off in both safety and peace of mind.

Parks and houses are big in Irvington too. Irvington had a park but it wasn't used very much. Some kids were spoiling it for others and parents stayed away. But a covered basketball court, another softball diamond, better lighting, a tot lot were installed and Irving Park is being used again.

To save those big, old homes in Irvington, almost 200 low interest loans and about 165 grants have been made for rehabilitating and improving their livability.

However, when it looked as though this mainstay of all Model Cities Neighborhood Plans was going to be set-back when the federal government withdrew the loan program throughout the nation, Portland Development Commission got together key Portland banking officials and formed a local Public Interest Lender program for rehabilitation. So, fixing up homes continues, but with a new set of tools.

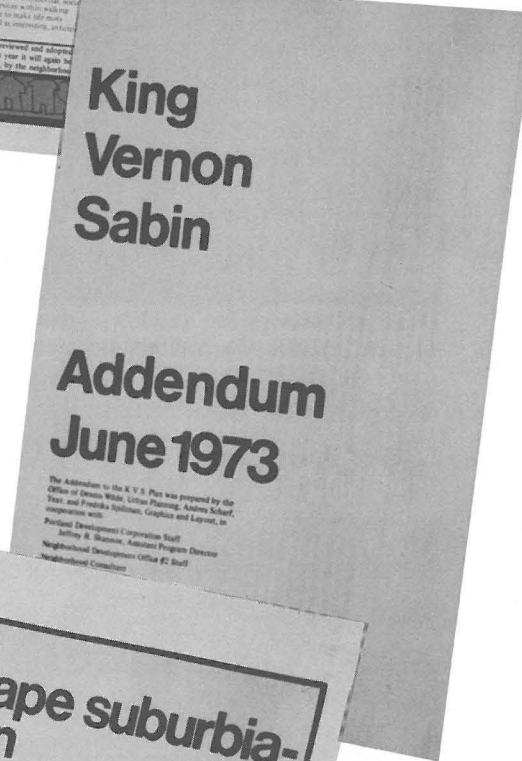
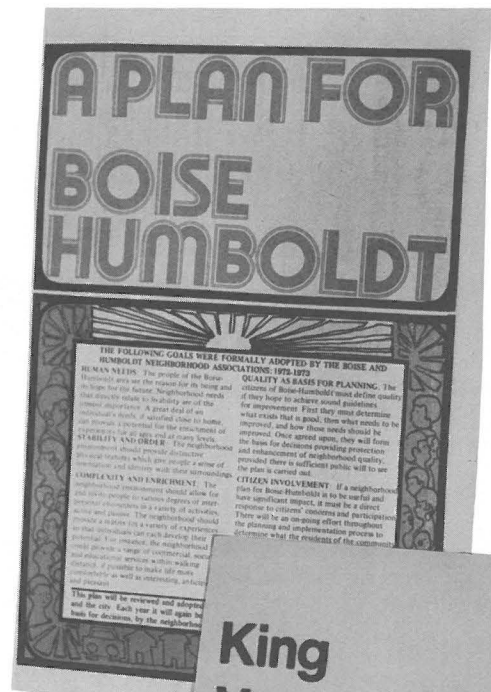
Before long, all Model Cities neighborhoods were preparing their own plans! King, Vernon and Sabin working on one plan because of their mutual neighborhood needs; Boise and Humboldt neighborhoods “getting it together”; and lastly, Eliot, a neighborhood more in spirit than in fact, slowly, quietly and proudly planning for change that many will not see in their lifetime but which others will appreciate.

In each case, the neighborhood picked a professional consultant to advise them how to put their ideas on paper.

Then everyone pitched in: School officials, when mothers expressed their concern about safety crossings; City traffic and street engineers when better auto and pedestrian systems were needed; park planners for recreational facilities, and landscape architects for beautification.

PDC planners packaged these hopes and plans into programs that could make things happen. The City Council recognized and supported the efforts of citizens to achieve their own dreams and committed the full and effective force of their elected positions.

Lastly, it was people, people, people! People who care, people who are willing to listen as well as talk, people who don't give up, and people who respect other people. People working together to plan, and achieve!



Streets Improved

Mud-Chuckholes Disappear from Woodlawn

Nearly four and three-fourths miles of city streets in the Woodlawn area are being improved from dirt, mud and gravel to pavement, curbs and sidewalks.

Half the project is completed and the remainder is expected to be finished by Fall 1974.

Although street improvements usually are assessed directly to the adjacent landowners, the Woodlawn Improvements are being paid by the Neighborhood Development Program along with the property owners.

The NDP is assuming 50 percent of assessments to all property owners and 75 percent of assessments to low-income families. The estimated total outlay by the NDP is \$159,567. Estimated total cost is \$286,379.

Street Improvements under this arrangement began in



1968 when the Woodlawn Improvement Association petitioned Model Cities for assistance. The association designated which streets they wanted improved and obtained the support of the property owners before taking their petitions to the Portland City Council.

Upon council approval and the receipt of federal assistance

through the Department of Housing and Urban Development, construction bids were let and improvements began.

In 1970 the Portland Development Commission was designated the agency to work with the Woodlawn residents.

According to city policies, the improved streets will now be maintained by the Public

Works Department, whereas those streets received no maintenance before they were improved.

Woodlawn residents say the program is successful in improving the environment of the neighborhood, as well as has increased the value of property. And over 700 pieces of property will be affected.



Gone is much of the dust and mud along Woodlawn streets. With PDC paying half the cost of some street improvements, residents are supporting better and safer streets.



First of 1,000 steps

\$480,000 Pledged to Eliot Program

The first redevelopment project in Eliot neighborhood is ready to get underway because of \$480,000 pledged to the project by the Portland Development Commission.

The funds will be used to purchase 10 businesses and 13 homes in an area that will be developed for housing. The project will encompass an entire city block bounded by North Williams and N.E. Rodney Avenues and N.E. Sacramento and Russell Streets.

Approximately 100 low-rise, multifamily dwellings are expected to replace the existing structures which are not considered fit for rehabilitation by the U. S. Department of Housing and Urban Development.

The Commission made known its pledge at its October 22 meeting, at which time PDC Coordinator Charles Olson said that no acquisition will be made until early 1974.

The pledge marks the end of several years of attempts to get a redevelopment project started in Eliot and marks the beginning of many years of development, said Jack Deyampert, chairman of the Eliot Neighborhood Association.

He said, "It's kind of like the

first step of a thousand miles for us."

The building of approximately 100 housing units in place of dilapidated houses and businesses would demonstrate the possibility of economic growth in the neighborhood, Deyampert said.

The development will raise the worth of the surrounding property which could give those property owners borrowing power and make possible further developments in the neighborhood, he said.

But that is still in the distant future and is something the neighborhood must work towards.

Deyampert said an immediate effect of the pledge is that it gives pride to the neighborhood. "Now at least we've got an interest so that we can hold the community together."

Deyampert paternally calls Eliot "my neighborhood" as though it were his child he was watching grow. He said it is the people in "my neighborhood" that have gotten the project this far.

"This whole thing came from lay people, there are no professionals in our (neighborhood) organization," he said.



Standing by an old house to be replaced are from left: Sam Medlock, Jackie Deyampert, Betty White, Robert King and Mrs. O. M. Cox.

Deyampert far from overlooking the grandfather of this chapter in history, the Portland Development Commission.

Thanks to the initiative and work of the PDC, Eliot learned what is going on within the city and to work with it, said Deyampert.

When the neighborhood

plans for development were finally made, Eliot knew the hurdles it had to cross and made their plans accordingly to make certain of their feasibility, said Deyampert.

The redevelopment project of 100 dwellings is only the beginning of implementing that plan, he said.

New Members Join PDC Staff

Three administrative positions were recently filled by the Portland Development Commission.



Pat LaCrosse

Patrick LaCrosse was appointed Deputy Director; Fran Hannan was promoted to Director of Public Information



Fran Hannan

and Thomas Kennedy was appointed Director of Community Services.

LaCrosse comes from pri-



Tom Kennedy

vate industry where he worked as a planning and development consultant for Vogt, Sage and Pflum of Cincinnati, Ohio.

Miss Hannan was promoted from her position as coordinator-supervisor of the Woodlawn Neighborhood Development Office. She had worked in that office nearly two years.

Kennedy's appointment fills a vacancy created in April by the resignation of Hazel G. Hays.

Before joining the Commission, Kennedy was deputy director for External Affairs with the Washington State Human Rights Commission in Seattle.

Portland Development Commission
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 Portland, Oregon 97201

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What's Ahead

A calendar of neighborhood meetings where residents can add their ideas about their neighborhood's future. Meeting dates and locations are subject to change, so check with your site office.

NOV.	DEC.	
5	3	SEUL 7:15 p.m., SEUL Conference Room N. Portland Traffic Committee 7:30 p.m., NDO #6
6	4	N. Portland Citizen Committee 7:30 p.m., Kenton School
7	5	Eliot Board Meeting 7:30 p.m., NDO #3
8	6	Montavilla Community Association Buckman Coordinating Committee 7:30 p.m., Senior Adult Center
12	10	Hand 7:30 p.m., St. Philip Neri Church
13	11	Richmond Coordination Committee 7:30 p.m., 2722 S.E. 45th
14	12	KVS Coordinating Committee 5:00 p.m. NDO #2
15	13	B/H Coordinating Committee 6:45 p.m. NDO #4
16	14	SMILE 10-11 a.m., Oaks Church Cath. Pk. Committee 2:00 p.m., NDO #6
19	17	SEUL 7:15 p.m., SEUL Conference Room Boise Board 6:30 p.m., NDO #4
27	25	WIA Board 7:30 p.m., NDO #1/Christmas
28	26	KVS Coordinating Committee 5:00 p.m., NDO #2

In this issue of the Portland Profile, we have featured some of the many activities going on in Portland's neighborhoods. We hope we have conveyed to our readers some of the intense commitment and hard working dedication which Portland's neighborhood residents have demonstrated in their efforts to preserve a sound urban residential environment.

The adoption of the Comprehensive Model Cities neighborhood plans together with

the strong sentiment for comprehensive neighborhood planning expressed by the Southeast Uplift Board puts those of us in government service on notice that when it comes to preserving high quality neighborhood life, Portland's residents mean business. They no longer accept a piece-meal approach to planning; they oppose spot-zoning inconsistent with neighborhood goals, and they become increasingly vocal about obtaining their fair share

of government services. In short, they are not to be ignored. We at the Development Commission echo these neighborhood concerns and will continue to work with federal, state, and local officials to find the resources to help the neighborhoods achieve their goals.



Portland Profile
 is a newsletter of the Portland Development Commission.

Elaine Cogan, *chairman*
Dr. William A. Jenkins, *secretary*
John S. Griffith, *acting secretary*
Charlotte Beeman
Bob Walsh
John B. Kenward, *executive director*

Fran Hannan,
 Mike Patterson, *co-editors*

INFORMATION

If you have any questions regarding any Development Commission activity, contact the office listed below corresponding to your area of interest.

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 224-4800

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NDO #1 (Woodlawn)
 5630 N.E. Union Avenue
 288-5075

NDO #2 (Irvington, King, Vernon, Sabin)
 3605 N.E. 15th
 288-8131

NDO #3 (Eliot)
 10 N.E. Graham
 288-8187

NDO #4 (Boise, Humboldt)
 4000 N. Mississippi
 288-6271

NDO #6 (N. Portland)
 Columbia Hall
 University of Portland
 5000 N. Willamette Blvd.
 283-4171

OTHER SITE OFFICES

Southeast Uplift
 4316 S.E. Hawthorne
 233-6236

Emanuel Office
 235 N. Monroe
 288-8169

