

UR Apartments 'City In A City'

Portland Center Development Co.'s "city within a city" in the South Auditorium Urban Renewal Project, is a three phase, \$56 million redevelopment program scheduled for completion in 1972.

Ultimately, the center will include eight high rise apartments—three of which already dominate the Southwest Portland skyline—and six commercial and professional office buildings, a 300-unit motel, and a small retail shopping center.

The center's apartments will eventually hold 1,800 units. When occupancy hits 50 per cent on the three existing towers construction will begin on three more.

Apartment towers, town houses and other structures in the center complex, were designed by the architectural firm of Skidmore, Owings & Merrill.

Work is nearing completion on the center's first apartment towers. The high rise trio has 515 units, including 24 town houses. The buildings are 25, 24 and 22 stories high, respectively.

Views Excellent

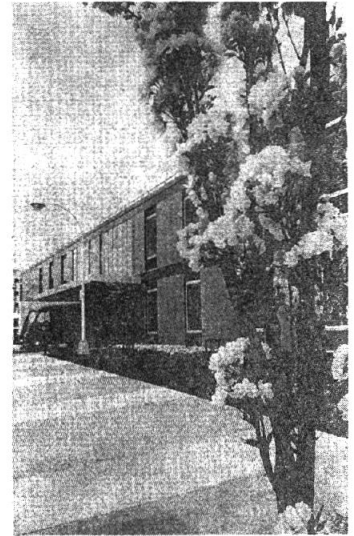
Each apartment commands an excellent view—the Willamette River and Mt. Hood on the east; downtown Portland and the bustling waterfront on the north; spacious parks and malls and the south river waterfront on the south; and on the west, Portland's West Hills skyline.

Apartments are all-electric. Each has a private balcony off the living room and master bedroom. Each tower has a roof-top patio and garden.

Conscious of the need for more open space within the city, architects provided Portland Center with spacious parks and malls.

The Third Avenue Mall, bisecting the Center, begins at Market Street (in an area that will become the new forecourt for the remodeled Civic Auditorium) and runs southerly through North Park, between the towers, and ends at jewel-like South Park, just south of the towers.

Pedestrian malls, gardens, trees and ornamental shrubbery provide a garden-like setting for other buildings in Portland Center's development area.



PACIFIC NORTHWEST Bell Telephone Co., spent \$2.5 million on this 136,500 sq. ft., building. It now houses 350 employees, will hold more when three more floors are added. Land for the building cost more than \$784,000.

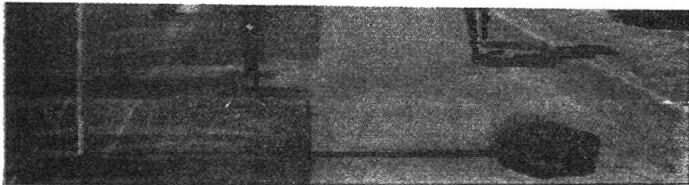
ted at SW First Avenue and Harrison Street. This retail, commercial and garage building will include a restaurant-bar, beauty and barber shops and other retail service shops for the convenience of workers and residents of the project area.

Construction is about to commence on a small shopping center, just south of SW Harrison Street on SW First Avenue.

The towers offer a variety of floor plans in three different one bedroom apartments, and one and two bedroom "typicals." The complex includes 20 three bedroom penthouses, 20 two bedroom penthouses and 24 three bedroom, split-level garden apartments.

Rentals range from \$139 to \$200 per month.

Portland Center spokesmen say they are "very pleased with the rate at



THIRD AVENUE pedestrian mall, with Portland Center Development Co.'s high rise apartment complex is background and town houses on left, illustrates how architecture and landscaping blend in urban renewal area.

ground and town houses on left, illustrates how architecture and landscaping blend in urban renewal area.

forecourt for the remodeled Civic Auditorium) and runs southerly through North Park, between the towers, and ends at jewel-like South Park, just south of the towers.

Pedestrian malls, gardens, trees and ornamental shrubbery provide a garden-like setting for other buildings in Portland Center's development area.

Shopping Center Planned

Another major structure in the center's phase one construction is situated

apartments, and one and two bedroom "typicals." The complex includes 20 three bedroom penthouses, 20 two bedroom penthouses and 24 three bedroom, split-level garden apartments.

Rentals range from \$130 to \$500 per month.

Portland Center spokesmen say they are "very pleased with the rate at which apartments in the towers are being rented."

Model apartments are situated at 325 SW Harrison St.

City's UR Gamble Pays Big Dividend

Almost a decade ago Portland voters gambled \$1.8 million they could make urban renewal pay off.

At stake was an 83 acre section of the city, a shabby, neglected and futureless neighborhood. Portland taxpayers are not noted among gamblers and the name of the game—urban renewal—was one not many had played before.

The gamble has paid off. So well, in fact, that Portland's situation might well be likened to having one's cake and eating it too.

The 83 acres are, of course, still there, but just about everything else has changed.

Cash Relayed

In 1957 the area contributed about \$145,000 annually in property taxes to the city treasury. The city, in turn, paid out considerably more than that just to provide municipal essentials — streets, lighting, water, and police and fire protection.

By 1964 property taxes doubled as redevelopers purchased the land from the Portland Development Commission and built a new "city within a city." By 1970 the city will collect \$1.9 million annually in property taxes from Portland's South Auditorium Urban Renewal Project.

That's more income every year than voters gambled with in 1958.

Biggest developer in the project is the Portland Center Development Co., which purchased more than one third—or about 1 million square feet. The company's three-phase, six-year construction program—to be completed in 1972, will pour some \$56 million into development.

The first new tenant of the project was Pacific Northwest Bell Telephone Co., which paid \$785,000 for property on which was built a \$3.5 million office building. Bell intends to add three more floors to the two-story building, at an additional cost of \$1.5 million.

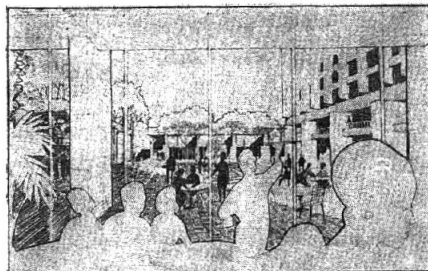
Two firms and one non-profit organization remained in the project as "owner participants." The Boy Scout Headquarters was a new building and needed only minor remodeling to meet project standards. LaGrand Industrial Supply Co., built a \$262,000 plant and American Linen Supply Co., remodeled to the tune of \$25,000.

Other developers include Amco-Portland, Inc., whose Paul Kirk-designed IBM building cost \$1 million to build; Hammond Investment Co., spent \$225,000 on a building for Addressograph-Multigraph and the Hoffman First Avenue Corp.-Dillingham Corp. combine is currently building a \$2.5 million new Labor Temple on land which cost \$483,000.

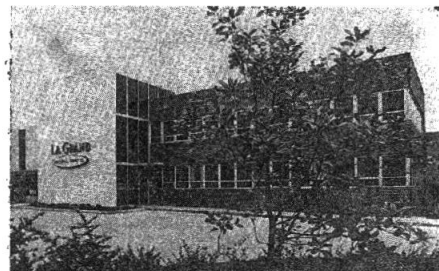
Design Unique

Jack J. Saltzman's Marquam Plaza, designed by Robert Koch, is one of the outstanding buildings in the project and houses the Oregon Pacific Lumber Co. Attorney Eugene D. Farley is building a half-million-dollar office building and Riviera Motors will be housed in a new \$1.5 million structure at the northeast corner of the project area.

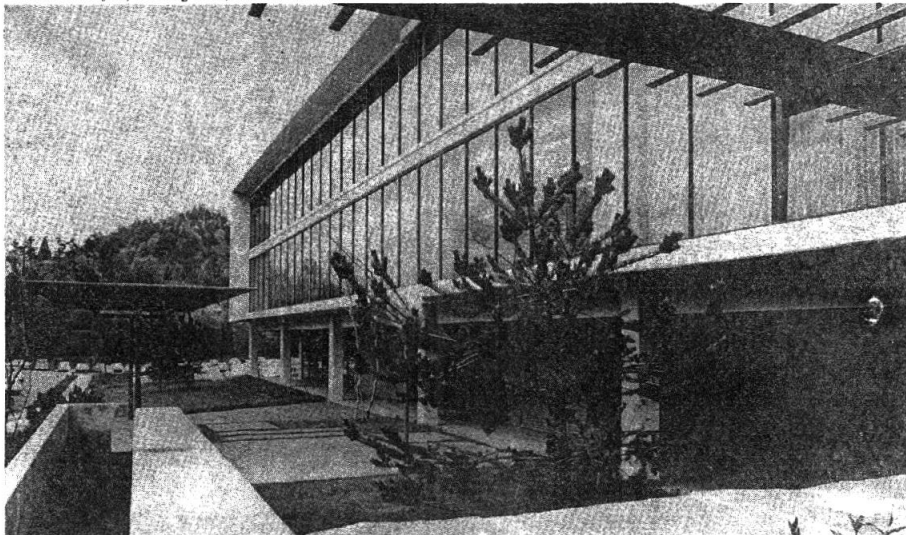
Portland Examination Center, a medical clinic, is under construction just south of the IBM building and will cost \$250,000.



RESTAURANT, now under construction just east of high rise apartments, is on top floor of a parking structure which will also house bar, beauty shop, barber shop and other retail shops. It will be finished by June 1 of this year, according to construction schedule.

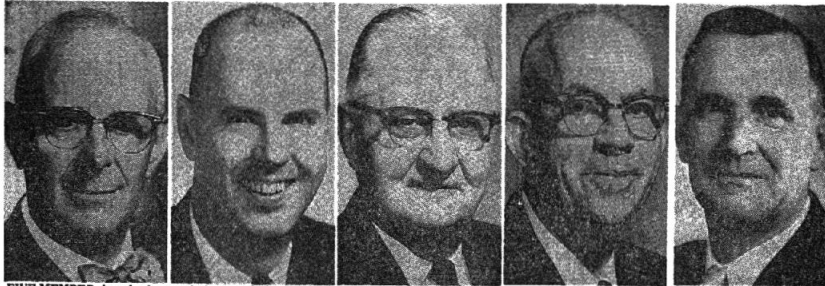


LA GRAND Industrial Supply Co., spent \$262,000 on a new building in the South Auditorium Urban Renewal Area. The only commercial service firm in the area, La Grand furnishes exotic sands and earth to foundries and steel mills. Plant is at SW 1st and Arthur Street.



MARQUAM PLAZA, designed by Robert Koch, was built by Jack J. Saltzman for the Oregon Pacific Lumber Co.

Development Commissioners Oversee Urban Renewal



FIVE-MEMBER board of commissioners of the Portland Development Commission, administrators of urban renewal programs in Portland, is headed by Chairman Ira Keller (left), appointed to that post in 1957 and re-elected every year since that time. Board members (left to right) are Keller, Ned Look, Albert Funder, Harold Halverson, Vince Raschio. Commissioners, appointed by Mayor Terry D. Schrunk, serve without pay.

More Aid Available To UR's Displacees

Persons displaced by federal public works are receiving more help in finding new homes and business locations than ever before.

Part of the new, sharper concern is keyed to just as sharp criticism of past policies. A major point in the Housing Act of 1965 was a measure, called "urban renewal", that would hopefully help curb municipal decay in American cities.

Urban renewal in Portland was first a sort of stepchild of the housing authority. In 1957 the Portland Development Commission, a new agency, was assigned the task of urban renewal.

The two agencies, the development commission and the housing authority, now are distant cousins. No public housing has ever been built in an urban renewal area here, nor does it seem likely that it will in programmed projects.

Feature Added

Congress revised the Housing Act in 1965. One new feature is that persons displaced by public works have first priority for public housing, if they meet qualifications applied to all others.

This can and may have considerable impact on the public housing picture in Portland.

In the South Auditorium Extension Project — a shabby, rundown section on Portland's core area periphery — an estimated 88 per cent of the 400 persons living there are now

Johnson's "rent subsidy" program. Rent subsidy, passed by the House of Representatives, has not been approved by the Senate.



JOHN B. Kenward, executive director of the Portland Development Commission, helped launch urban renewal in Portland in 1957 when he directed formation of urban renewal plans. He formerly was planning director for Santa Barbara, Calif.



VIEW FROM north and east exposure front, Morrison Bridge and eastside Portland. All apartments have panoramic views of the city from private balconies.

Cities Must Show More 'Proof Of Concern'

WASHINGTON — Designers of the Johnson administration's new urban assistance program are convinced they have found new weapons to combat the displaced family. Another expert, Chester

Former Residents Of Park Site Find Homes In And Near Albina

When a park site in the heart of the Albina neighborhood improvement project claimed two blocks of residential property, more than 120 persons, representing about 35 families, were displaced.

Most of the individuals and families have sold their homes to the Portland Development Commission and purchased or rented new ones. Most families stayed in the Albina neighborhood, according to PDC relocation chief Ernest Wiley.

Wiley offered some other interesting notes on the subject. Those who owned homes in the parksite bought property again. So did some renters. One family moved 1½ miles away but all others relocated within "easy walking distance" of the new park.

Because of a requirement that displacees must relocate in "standard" housing, new quarters will cost about \$5 per month more, on the average, Wiley said.

All but one family — a single, middle-aged woman who has an income of about \$160 per month — moved into "standard" housing.

Price Gives Problem

"One of our biggest problems," Wiley said, "is trying to find standard housing at a price the displaced person can afford. We cannot expect a person to pay more than 25 per cent of his gross income for housing expenses. In the case of this woman, we'll have to find her quarters at \$40 per month — and that's not easy."

One Albina family with 13 children solved a knotty housing problem by buying a duplex and converting it into a

single family dwelling. When the site for the park was chosen (a park was a high priority item of Albina citizens when the neighborhood rehabilitation project began) each property was appraised — twice, by independent appraisers.

The higher appraised value, if approved by the Department of Housing and Urban Affairs, was offered to the homeowner. In every case the offer was "fair market value" — and often, a little more.

Owner Has Choice

Of course, owners did not have to settle for that amount — and four haven't. If they feel the price isn't enough they may demand a higher price. The development commission is, however, obliged to pay only as much as HUD has approved, no more.

Under power of eminent domain, the development commission may condemn the property — still offering what it considers to be, by virtue of independent appraisals, fair market value.

If the matter ends up in court the owner may indeed

get a higher price. But he may not. For families and persons who must relocate, the development commission offers considerable assistance — both financial and technical.

Moving Cost Paid

In order to qualify for financial aid, displacees must relocate in standard housing. The development commission will pay moving costs directly to the moving firm, or to the individual or family head, if he moves himself.

"Small businesses" — and there are two in the parksite area, a grocery and a butcher shop, can receive up to \$2,500 in displacement cost, whether the owner stays in business or not.

Too, relocation experts compiled a list of available housing for displacees.

"Only one or two families moved into housing referred to them by us," Wiley said. "All others acted independently and found housing for themselves. They are, of course, still entitled to relocation aid."

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GOLDEN GATE DRYWALL

estimated 88 per cent of the 400 persons living there are now eligible for public housing.

When the old rooming houses, tenements and cheap hotels come down — probably within two years — these persons can apply for public housing. According to the new law their names would go to the top of the list.

(Eligibility is based on age — 62 or over — incapacitation and an income below \$3,000 annually).

More Units Coming

Portland has about 260 units of public housing for low-income elderly persons. HAP's newest project, Hollywood East, a high rise, will add 150 more units. Although they have priority, displacees must wait for openings.

E. R. Wiley, relocation chief for the development commission, said he believes "not many" residents from the Extension Project will apply for public housing.

"Quite frankly," Wiley said, "we expect many of them to seek similar housing."

In order to qualify for relocation benefits — beginning with moving costs ranging from \$300 for an individual or family to \$25,000 for a business — the displacee must move into "standard" housing, or at least be in standard housing at time of payment.

But standard housing costs more. Some oldsters in the extension project have incomes as little as \$60 per month — and spend \$25 to \$30 for a tiny room in a cheap hotel.

"In such cases we can sometimes persuade the welfare people (if that is the source of income) to increase the person's living allowance by a few dollars a month."

Another solution is a "relocation adjustment payment." In this case, Wiley's staff first determines what kind of quarters the individual or family needs, always keeping in mind such quarters must be "standard" — safe, sanitary and adequate.

If the "average gross rental" for such quarters is more than 25 per cent of gross income, the development commission may make up the difference up to \$960. This, in effect, is skin to President

program are convinced they have found new weapons to protect the displaced family, a major casualty in previous wars on city slums.

Built into the new "cities demonstration program" submitted to Congress is an urban renewal "first" — an almost binding requirement on participating cities to increase physically the availability of housing for low-income families displaced by urban renewal.

Implicit also is the requirement that local officials counsel and assist families needing relocation instead of leaving it to chance.

Traditional urban renewal programs have required that relocation homes be available, but have not specifically caused new ones to be built. They have promised assistance, but it has not always been available in time to help.

Federal officials assume that cities will meet the new requirements through the new rent supplement program, through the construction of privately financed, government-subsidized low income apartments, or through maximum rehabilitation of existing homes.

Practice To Change

Administration spokesmen frankly speak of a new, tough "carrot-and-stick" policy toward the cities. "This money is not going to be parceled out as it used to be," one official said. "The city must come in with a new kind of program."

Robert C. Weaver, who as secretary of the Department of Housing and Urban Development will administer the program, is expected to spell out details in congressional hearings next month.

The hardships of relocating poor families have been a major source of criticism of past urban renewal programs. Civil rights groups derisively call them "Negro removal" programs because they push out many poor Negro families.

Such critical assaults as Martin Anderson's book, "The Federal Bulldozer," rest heavily on statistics showing that the lot of the poor often worsens because of urban re-

low-income housing.

Another expert, Chester Hartman, found in a study of Boston renewal that displaced persons paid higher rents in new quarters, that racial segregation was intensified, and

the whole, relocation has made a disappointingly small contribution to the attainment of "a decent home in a suitable living environment for every American family."

The Urban Renewal Admin-

persons find new homes meeting local standards. It also asserts that complaints have passed in recent years as officials have become more sophisticated in dealing with relocation problems.

GOLDEN GATE DRYWALL San Francisco

Paul Schatz' Introduction to Dining Elegance



The lasting satisfaction of dining in late 18th century elegance can be an every-evening pleasure in a handsome room setting from Paul Schatz. Rich walnut veneers and solid cherry have been rubbed to a soft, mellow, hand-padded finish to create a period masterpiece. It is called Neopolitan. Pictured is the oval dining table with its gracefully tapered stop-fluted legs and stately, cane-backed chairs. The buffet features carved medallions and rosettes. There is a sliding tray and adjustable shelf behind each set of doors. The mobile server is a marvelously practical piece of furniture. It provides commodious storage, converts into a serving table, and moves easily from room to room on concealed casters. The serving surface is covered with heat and stain-resistant Black Parkwood.

Paul Schatz
FINE FURNITURE

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...to serve as design consultants. The consultants pass judgment on every blueprint to make sure it is not only good taste and of sound design, but that it also harmonizes with other structures in the project.

Leaders Named

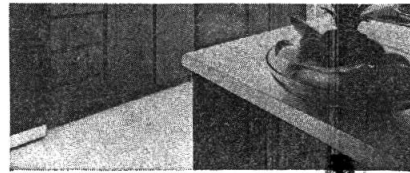
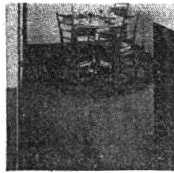
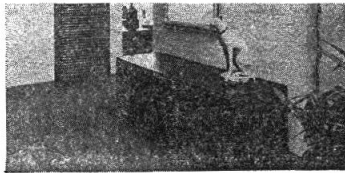
Portland architect Walter Gordon has overall charge of design in the South Auditorium Project. David Thompson is the local landscape design consultant.

Lawrence Halprin, of San Francisco, one of the foremost landscape architects in the world, has overall charge of

ing architects — Pietro Belluschi, dean of the school of architecture at Massachusetts Institute of Technology, George Rockrise, of San Francisco.

Belluschi, Kirk and Rockrise meet whenever PDC has a major project for them to review. They are paid an honorarium. Their influence is obvious and their stature and reputations make it much easier for young architects to heed their advice and recommendations.

The process of architectural review is not unique in urban renewal projects but few projects retain consultants on a continuing basis.

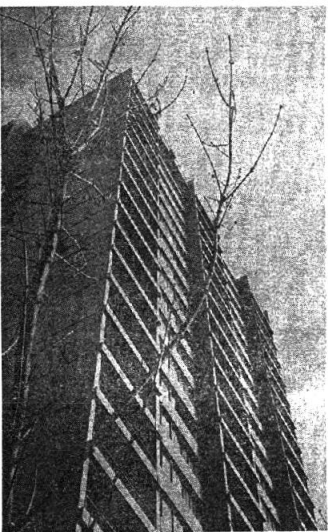


PRICELESS LIVING AT A REASONABLE COST

The most luxurious home in Portland can boast no finer fittings, appliances and finishing than your Portland Center apartment. Everything at Portland Center has been chosen of the utmost quality—color-keyed kitchen appliances of G. E. Gold Medallion standard—the finest wall-to-wall carpets and floor-length draperies—bathroom fittings and fixtures—lighting fixtures, hardware, closets, wall and ceiling finishes are the best to be had. Your private balcony through floor-length sliding doors—the fast elevator service—the security measures—disposal and other services are meant to pamper your way of living. Yet prices are no more than for ordinary space—apartments start as low as \$139 per month. See for yourself. See the view, dream a little! Why not have luxury, when it costs no more?

WILLIAM J. MORAN INVESTMENT COMPANY

is one of the four partner firms in Portland Center Development Co. It is a wholly owned subsidiary of William J. Moran Company, engineers and constructors, founded in New York City in 1865. In addition to its usual activities of design, financing and construction of commercial and industrial facilities, the Moran Company is one of the principal sponsors of Mansion House Center apartment development in St. Louis.



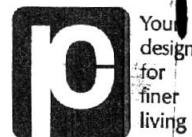
HIGH RISE apartment, one of three in a complex built by Portland Center Development Co., in South Auditorium Urban Renewal Project, looms against sky. Exterior walls of reinforced concrete are painted a light beige color.

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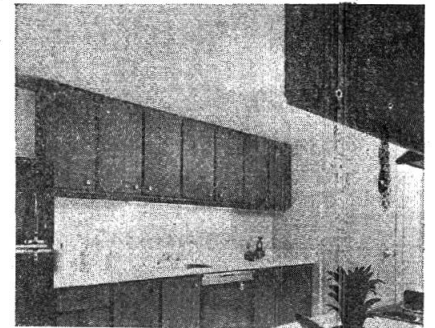
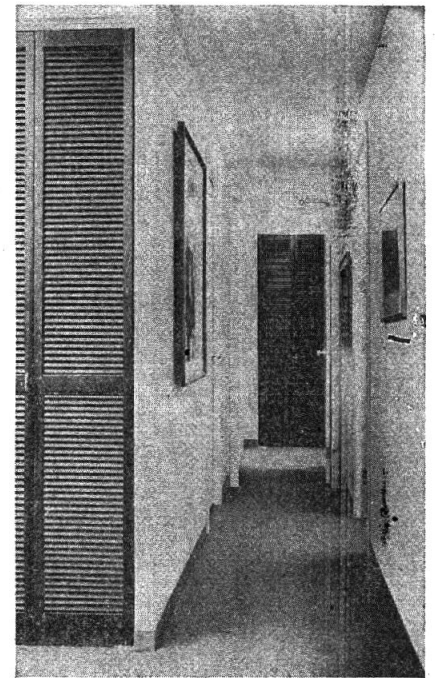
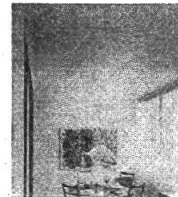
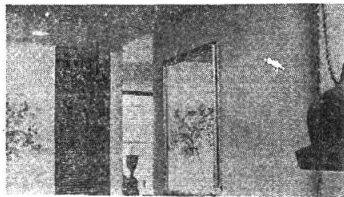
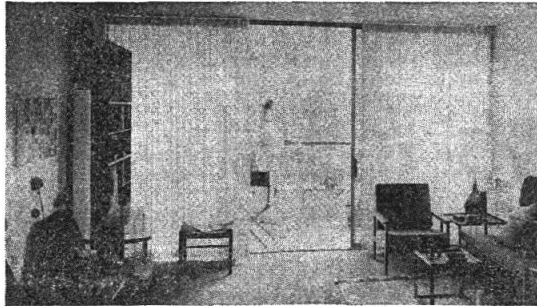
APARTMENTS AVAILABLE FOR IMMEDIATE OCCUPANCY! See model apartments, open daily until 7:00 p.m., 325 S.W. Harrison—or phone 227-3221.



QUALITY CONTROL of both architectural and landscaping in Portland's new South Auditorium Urban Renewal Project, has been the responsibility of these men. George T. Rockrise (top, left) of San Francisco, Pietro Belluschi (top right) dean of the school of architecture at Massachusetts Institute of Technology, and Seattle architect Paul Kirk, not pictured, serve on the Portland Development Commission's architectural review board. David E. Thompson (lower left) is resident landscape architect for the project and Walter T. Gordon is resident architect. Over-all supervision of all landscape architecture is under Lawrence Halprin (not pictured) San Francisco.

'Watchdog' Consultants Guide UR's Architecture

Visitors to Portland's South Auditorium Urban Renewal Project often remark on the obvious good taste of both the three high rise apartment architecture and landscaping at the north end of the project. South Park, like so many of Halprin's designs, bears his signature — the tasteful use of fountains. PDC's design consultant review board is composed of three of the Northwest's leading architects — Pietro Belluschi, Paul Kirk and David E. Thompson.



PSC's 1980 Enrollment: 20,000 Students; Urban Renewal Offers Campus Expansion

Portland State College needs elbow room and will get it, if all goes well, through urban renewal.

PSC's "room to grow" project is a joint operation of the college and Portland Development Commission, the local administrator of urban renewal.

The project will add 52 acres to the campus.

There will be an estimated 20,000 students enrolled at PSC by 1980, experts say. The school, which started at old Vanport and then moved to buildings vacated when Lincoln High School moved into new quarters, is the fastest growing school in the state — if not the entire Northwest.

Portland's South Park Blocks, the centerpiece of the college campus, will be untouched by urban renewal — or any other project.

Survey and planning for the expansion project, already approved by the federal government, should be concluded by October of this year, according to the development commission's project manager, Tom Notos.

Discount Project

"Part I" of survey and planning studies will include both acquisition and re-use land appraisals and will be submitted to the Housing and

Home Finance Administration in October.

Re-use appraisals are to be finished by July 15, acquisition appraisals by July 21.

Under the partnership, the development commission will buy, clear and improve the land and sell it back to the college, at a discount price.

PSC will be responsible for construction and redevelopment.

Acquisition appraisals will determine how much the development commission can expect to pay owners for the land. Re-use appraisals will determine how much the college must pay the development commission for the land.

PSC had acquired about \$2 million worth of property before it joined forces with the development commission. Properties include sites for the new library and physical science building. The school paid, on the average, about \$8 per square foot for property it has acquired.

Acquisition Set In April

The school will pay the development commission considerably less than that Notos said, although the \$8 per square foot might be near what the development commission will buy the land for.

"We must give consideration to the nature of the re-use

when determining what a fair price will be," Notos said.

"Certainly the college should not pay as much for the land — based on re-use and income — as should a commercial developer."

Notos said the 52 acres may cost as much as \$10.5 million — two thirds of which will be subsidized by the federal government. The \$2 million worth of property PSC has already acquired will be considered "non-cash contributions" to ward the local share.

Acquisition of land will begin in April, 1967, Notos said. The entire redevelopment project will take five years.

Notos' counterpart at PSC is Malcolm McMillin, director of facilities planning.

One of the thorniest problems in modern college construction is parking, Notos said.

Based on an enrollment of 20,000 fulltime students, the planners envision providing one parking space for each four students — or 5,000 spaces.

Five More Needed

If parking facilities were structures similar to the one PSC has built, five more ten-story structures would be needed to accommodate 5,000 cars.

It would be better, planners say, to provide parking for

6,600 cars — one space for every three fulltime students.

Part of the parking — as much as 4,000 spaces — would be put underground.

Buildings, such as classroom structures, with a high student utilization, will be no more than four stories high, according to preliminary plans. The controlling factor is the high cost of elevators.

Some other buildings, such as research and administration buildings, with low density use, will be more than four stories high.

Structures will cover not more than 45 per cent of total usable land area, according to plans.

Landmarks To Go

Because of the nature of the redevelopment, many structures that are standard or near standard will be razed. The buildings may be "up to code" but are otherwise unsuited for the college's use.

Some landmarks — including the Jewish Community Center and the Martha Washington Apartments — are marked for demolition.

Too, there are many aging and dilapidated relics of Portland's Victorian and turn-of-the-century past in the neighborhood.

"Unfortunately," Notos said, "these old buildings cannot be saved, as historically important as they are. Rehabilitation is simply too expensive — and then there's the problem of what to use them for."

About 800 families live in the project area, which is roughly 70 per cent residential, 30 per cent commercial.

Financial aid and relocation assistance is available to both individuals and families and to commercial firms.

Relocation surveys will begin next month and will be completed by the end of July.

When completed, the Portland State College urban renewal project will be second only to the city's 80-acre South Auditorium Project.

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Underground SA Utilities 'Clear Air'

"Something's missing here," mused the visitor as he was squished through Portland's South Auditorium Urban Renewal Project. "I've got it! No utility poles!"

He was right. All utilities in the big redevelopment project are underground. There is no tangle of ugly overhead wires, no forest of naked poles cluttering the landscape.

Both utility companies, Portland General Electric Co., and Pacific Power and Light, along with Pacific Northwest Bell Telephone Co., faced some tough engineering problems when the development commission asked them to "go underground."

All told, the job will cost about \$6 million.

Work on a \$40,000 Pacific Power & Light Co. underground electric distribution line to serve a portion of the project is about half finished, according to Orren Brownson, Portland division manager.

Crews are stringing 3,000 feet of heavy conductor underground from the company's Lincoln substation at SW 2nd Avenue and Harrison Street.

This 11,000-volt line will serve as a primary feeder of the PP&L section of the development area, which includes the new Civic Auditorium.

Four Types Used

PP&L has completed underground electric service to four new buildings and two high rise apartments in the area.

PGE is assisting the development commission and the City Bureau of Light and Power in selection and installation of a new street lighting system.

From pedestrian ways between and around new buildings to the arterial street lighting system, four different levels of lighting have been selected to harmonize in compatible progression.

The few remaining poles and overhead lines in the area will come down upon completion of the street lighting installation.

PGE engineers devised and installed dry-type transformers on alternate floors of the PGE-served high rise apartment. The special transformers will reduce costs to the developer and to the utility in the all-electric building with its high load density, a PGE official said.

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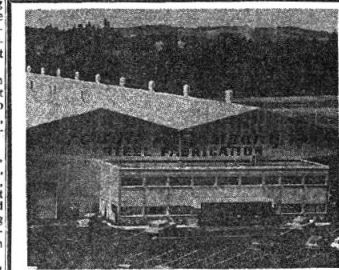
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Hoquiam City Council Fills Renewal Post

HOQUIAM, Wash. (Special) — Fred Hackman, assistant to James Kelsch, effective last Friday. The Hoquiam city council accepted an urban renewal director to fill the position, and then to executive director.



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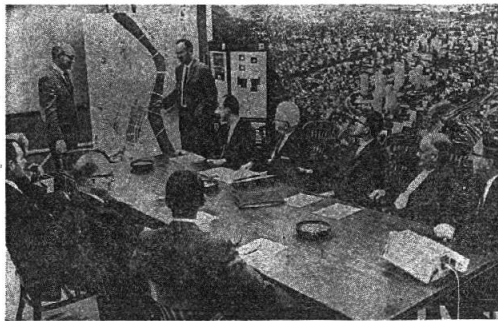
Lloyd's is proud to have been appointed to decorate model apartments in this, the newest jewel on Portland's night horizon.

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PLANNING SESSION for proposed Portland State College urban renewal project called in experts from a number of in-

planner, city planning commission; Lloyd T. Keefe, director, city planning commission; Wes Myltenbeck and Bill Neland, of PSC. Tom Notos, project manager for the

volved governmental agencies. PSC's director of facilities planning, Malcom J. Minn and John Kenward, executive director of the Portland Development Commission, lead discussion. Others are, clockwise, from foreground, Rodney O'Hiser, senior

PSC, Tom Noto, project manager for the development commission; Carl J. Wendi, city transportation coordinator; Don Bergstrom, city traffic engineer; Norman R. Drulard, city engineer, and Frank G. Mair, DC renewal specialist.

brary buildings in Oregon with adult non-fictional books. Allocations of \$5,000 each were made to two new public libraries in Portland, Astoria, Coos Bay, Corvallis, The Dalles-Wasco County, and Milwaukie.

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The heart of your Portland Center apartment is its modern kitchen... completely equipped with the newest time-saving, work-saving General Electric appliances. G. E.'s dependable servants store your food, cook it, dispose of waste, wash the dishes... make life more carefree, give you more time to enjoy the many other advantages and conveniences of living in Portland Center, in the heart of Portland.



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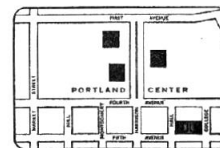
You can bank on it!

As the apartment towers and town houses of Portland Center fill up, their residents will find the full-service banking of First National's 5th and College Branch conveniently at hand, ready to satisfy every banking need.

It's not a coincidence, but a planned program that locates First National offices for the greatest convenience of our customers.

Similarly, when interim financing was needed for the Portland Center development, First National was conveniently ready, and delivered the package.

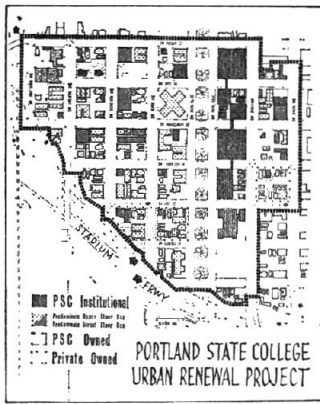
We call our banking service "convenient." Our customers agree. And our customers are always right!



WHATEVER YOUR BANKING NEED

IT'S EASY...ask FIRST





URBAN RENEWAL project for Portland State College will add 52 acres to campus. Dark sections are existing college buildings. Most other buildings, except lone and Park Plaza apartments, will be razed. Perimeter of project is SW 6th Avenue, Stadium Freeway, SW Market Street and SW 12th Avenue. Project is in planning stage.

Albina's Rehabilitation Draws National Attention

Portland urban renewal officials are proud of the Albina Neighborhood Improvement Project — and justly so.

ANIP has been called "one of the outstanding neighborhood rehabilitation programs" in the United States. Some experts in the new Department of Housing and Urban Affairs think ANIP is on its way to becoming the model project in the western United States.

That attitude accounts, in part, for the extra attention Albina has been getting in recent months from Richard Mitchell, regional director of the Urban Renewal Administration.

As a project, ANIP is more advanced in both public improvements and in the actual rehabilitation of private homes than any other "rehab" project on the Pacific Coast.

Portland urban renewal officials once had to travel to other cities to learn about the project.

Improvements made through the assessment district can be paid off over a ten-year period by residents. Cost averaged out to about \$96 per property.

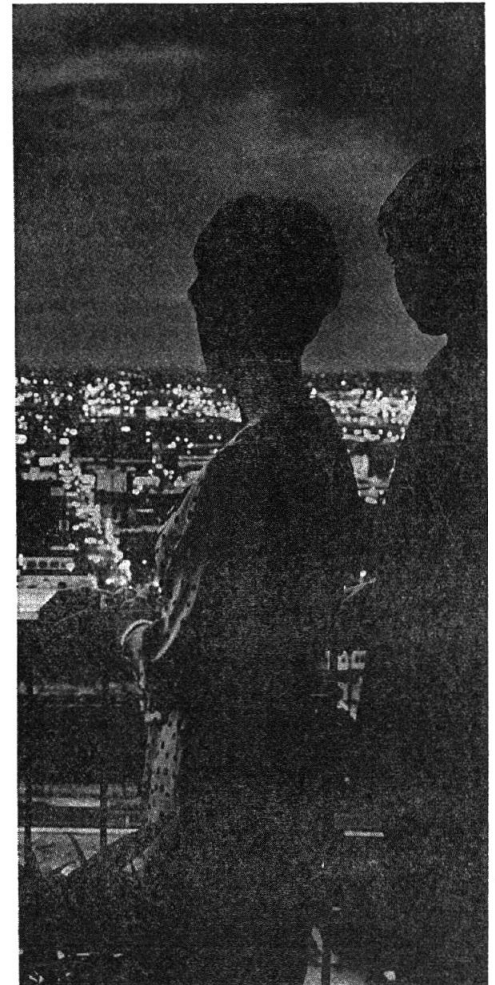
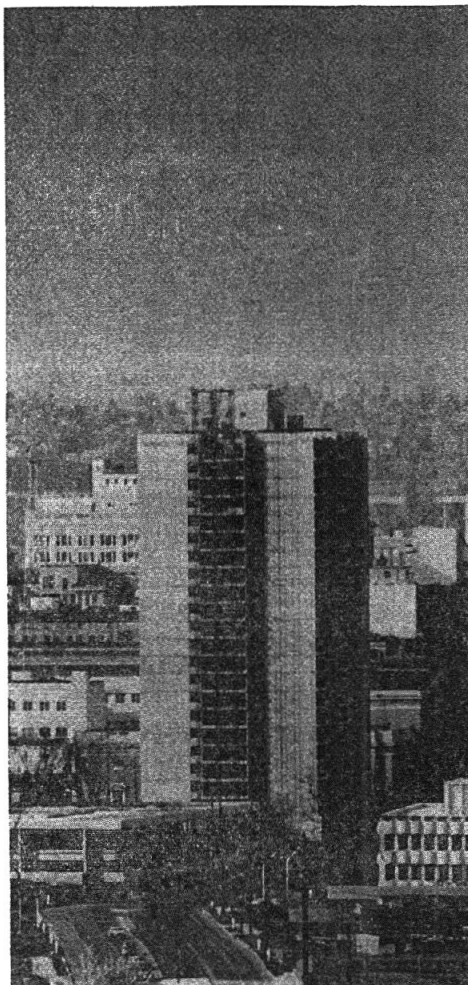
Method Told

An improvement project begins this way: One of three building code inspectors assigned to ANIP by the city confers with the home owner and advises him of code deficiencies, if any.

Then the project's field office staff, under the direction of Project Manager Herman Plummer, goes to work.

Chief rehabilitation advisor Chester Collinsworth, or one of his assistants, Don Silvey or Frank Barrett, confers with the property owner on what can be done to bring the property up to city code and up to "project standards" — which are actually higher than the city code standards.

The rehabilitation advisor compiles a work "write-up" which includes costs, drawings and other data and again



hab" project on the Pacific Coast.

Portland urban renewal officials once had to travel to other cities — mainly in the East — to see how rehabilitation is done. "Now," says Executive Director John Kenward, "representatives of other cities come here to see how it's done."

Albina Typical

The Albina neighborhood is fairly typical of the average declining neighborhood in western cities. The improvement project was begun 18 months ago and will be completed in about 30 months from now, Kenward said.

Many observers believe success of the project is principally due to a wise decision by the development commission to "involve" the people — before such involvement became a byword of the "Great Society".

Albina residents were not told what the government was going to do for them; rather the government asked Albina residents what they wanted and were willing to do for themselves to get it. Then urban renewal spokesmen outlined what help they could expect from the government.

The people in Albina responded by forming a special assessment district to pay for street lights and repairs to neglected streets and sidewalks.

Work Parties Formed

They formed work parties and launched a clean-up campaign that cleared alleys and vacant lots of old cars, rubbish and garbage.

Residents organized a neighborhood committee and delegated authority to "block leaders" and an executive council which provided liaison with the development commission.

Alleys were paved and Portland General Electric Co. and Pacific Power & Light Co. removed more than 200 unsightly power poles from the neighborhood. More than 300,000 feet of new wiring was installed.

than the city code standards.

The rehabilitation advisor completes a work "write-up" which includes costs, drawings and other data and again confers with the home owner. If all is in order the job is put out for bids, unless it is under \$1,000 in which case the home owner may negotiate directly with the contractor.

Loans Available

If the home owner needs a loan to do the work and chooses to take advantage of a three per cent federal loan (he may choose any type of financing he wants) or an outright grant, the process goes to ANIP's financial consultant, J. Ramon Keefer.

The local office of the Federal Housing Administration helps process loans of more than \$3,500, and all loans are subject to approval of DHUA in San Francisco. Local authorities have approval of outright grants.

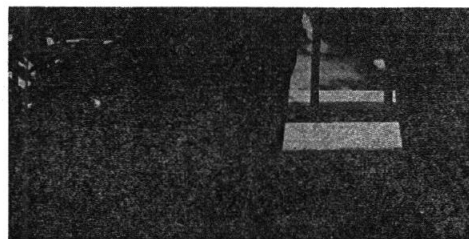
The Development Commission has not overlooked the importance of "human renewal" — an element without which urban renewal or neighborhood rehabilitation would be merely a hollow term.

Liaison Needed

The "human touch" is an assignment of all persons working under Plummer's direction from the ANIP field project office at 3728 N. Kirby St. The biggest share of the duty, however, falls on Edwin (Ted) Parker, ANIP's "neighborhood advisor".

Parker is liaison between block leaders, the neighborhood committee and the field office. Too, he coordinates the activities of other social service agencies — employment, legal aid, and recreation, to name a few, with ANIP.

One project campaign — a tree planting program — is in particular bloom (literally) now. Flowering cherry trees have been planted around the entire periphery of the project area. This fall more trees will be planted and each home in the project will have at least one tree in its parking strip. The tree planting project cost: \$5,186.



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It is a private Pittsburgh investment company, with interests in the gas transmission, steel, coal and river transportation industries as well as in banking and real estate. The Company has also recently invested in companies engaged in deep-water drilling operation, the processing of nuclear materials, and in oil and gas exploration activities in Louisiana and Texas.

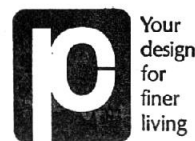
CONGRATULATIONS TO PORTLAND CENTER DEVELOPMENT Co.

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Rebuilt Auditorium Keys Second UR Area

It's officially unofficial, but informed sources say that the Department of Housing and Urban Development urban renewal chiefs have approved Portland's North Auditorium Extension Project.

The area in question is directly north of the South Auditorium Project. Its blocks are bounded by SW Market Street on the south, SW Jefferson Street on the north (with the exception of the block bounded by SW 2d and 3d avenues and Madison and Jefferson streets), SW Front Avenue and SW 4th Avenue.

Keystone in the new project area is the Civic Auditorium, situated at the southwest corner. The auditorium is to be remodeled and modernized. A handsome forecourt at the main (west) entrance is to be built, necessitating dead-ending SW 3rd Avenue at Market Street.

400 Live In Area New 'Rehab' Financing Available

About 400 persons — most of them low income, elderly welfare recipients — live in the area. There are about 40

small businesses in the district. A good proportion of buildings are run-down; some have been condemned and closed because of fire hazards.

Some businesses will remain in the redeveloped district as "owner participants". They include Pendleton Woolen Mills, Boyd Coffee Co., KOIN Radio-TV, Oregon Laundry, Benjamin Franklin Savings & Loan, and possibly others.

Each of these firms, according to Development Commission Executive Director John Kenward, has engaged architects and designers to prepare remodeling and modernization plans.

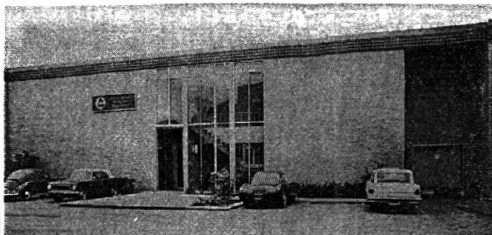
Hearings Planned

Public hearings and submission of the new urban renewal project to the City Council will be scheduled after DHUD approval has been formally announced.

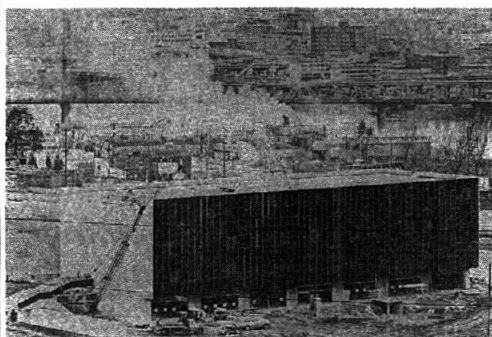
Local one-third share of redevelopment costs will be from a \$5 million tax allocation bond (already approved by voters) which will "phase out" the almost finished South Auditorium Urban Renewal Project and "phase in" the new project.

The net project cost of the North Auditorium renewal is \$5,773,385. The local share of the net cost is \$1,924,602, Kenward said.

Appraisals of property in the district are almost finished and acquisition will begin with DHUD approval.



PORTLAND OFFICE of Addressograph-Multigraph Corp., is housed in this \$225,000 building built by Hammond Investment Co. Fifty persons work here.



NEW LABOR Temple, a \$2.5 million structure, is nearing completion in south end of urban renewal area. It will house 50 union locals, a restaurant, auditorium and

recreation room in 85,000 sq. ft. area. Temple was designed by John Jensen and built by the Hoffman First Avenue Corp. and Dillingham Corp., of California.

Chairman Reviews City's Urban Renewal

By IRA KELLER

Chairman, Portland Development Commission

The Portland Development Commission since its formation in 1958 has felt a growing responsibility for doing its share in the modernization and beautification of the City of Portland. We believe the Commission has accomplished much and yet, with the growth and increasing demands for a more functional urban community, we feel the challenge for further improvement is great.

Unlike certain cities involved in urban renewal work, we have tried, and I believe effectively accomplished, redevelopment that is based on good design and sound planning and economic principles. The Commission does not believe

development and neighborhood improvement activities that will quite clearly provide attractive and functional physical improvements while contributing to the social and economic betterment of the community.

The work already accomplished in the South Auditorium renewal area contributes greatly to the overall beautification of the community, as well as establishing living and working facilities and conditions of which all Portlanders can be proud. The Commission, although tremendously pleased with the progress that has been made and the fine cooperation and support from all segments of the community, feels that even greater challenges and opportunities are at hand. The Portland State College project alone

great deal of the time and resources of the Commission in the years to come if the plan for campus development is to become the great one we believe can be achieved. The Portland State College development can be, if properly implemented, an outstanding part of the education, economic, social and cultural life of the Portland metropolitan area.

We are now extending the South Auditorium renewal project to the north to include some 16 city blocks. Here again, we believe that mass clearance is not the right thing for Portland. We are working closely with the property owners in the area who are willing to improve their properties in accordance

with this type of development. The cooperation to date from the property owners in the Extension Area has been excellent. Although the redevelopment of this area will not be quite as dramatic as the initial South Auditorium redevelopment area, the combination of remodeling and rehabilitation of certain existing structures, new commercial buildings, placement of utilities underground, certain street widenings, installation of street lights and street trees, and many other improvement features, will make the area an attractive and functional part of our city.

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Secondly, Section 115 of the new act provides that qualified home owners may receive an outright grant in amounts up to \$1,500. Applicants' income must not exceed \$3,000 per year or, if income is more than \$3,000 per year, the applicant's household expense must exceed 25 per cent of his monthly income.

Unlike certain cities involved in urban renewal work, we have tried, and I believe effectively accomplished, redevelopment that is based on good design and sound planning and economic principles. The Commission does not believe in mass clearance but a careful step-by-step planning and implementation of redevelopment.

Although tremendously pleased with the progress that has been made and the fine cooperation and support from all segments of the community, feels that even greater challenges and opportunities are at hand. The Portland State College project alone, which is now in a survey and planning period, will require a

some 16 city blocks. Here again, we believe that mass clearance is not the right thing for Portland. We are working closely with the property owners in the area who are willing to improve their properties in accordance with the Redevelopment Plan. We are impressed with the type of people who are a

tion of street lights and street trees, and many other improvement features, will make the area an attractive and functional part of our city.

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We Were
First . . .

. . . and proud of it, to occupy a new building in the South Auditorium Urban Renewal Development Area in July, 1963. Now some 600 employees work in our Fourth Avenue Building next to the high-rise apartments.

It was our role, too, to join with other utilities in enhancing the beauty of the area by placing our service lines underground.

Pacific Northwest Bell is a leader among Oregon utilities in placing lines underground in new subdivisions . . . in expanding areas where new cable is required for growth or relocation purposes . . . and in other locations.

PNB stands ready to cooperate with any civic group, government agency or other utility in encouraging underground cable and wire.



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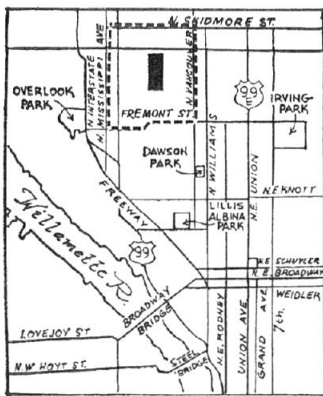
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Bigelow-Sanford, Inc.

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DOTTED LINE traces boundaries of 100-acre Albina Neighborhood Improvement Project (ANIP). Section in center will be a new park and playground. The project comes under the heading of "neighborhood rehabilitation", is administered by Portland Development Commission.

Albina's New Park Completes 'Rehab'

The centerpiece — and the pride and joy — of the Albina Neighborhood Improvement Project will be a new five-acre park and playground. Project will be a new five-acre park and playground.

ANIP, a rehabilitation project directed by the Portland Development Commission and administered by a staff of ten in a project field office, is a 100-acre section of sturdy, middle-class homes in the Albina district.

The new park is situated in the middle of the project and will be bounded on the north by Shaver Street, on the South

by Failing Street, on the east by Haight Street and on the west by Kirby Street.

Merger Planned

N Commercial Avenue, between Failing and Shaver streets, will be vacated and the two blocks will be merged for the park.

Playgrounds and open space have long been neighborhood problems in Albina. Residents placed a park and playground high on the list of priorities when ANIP was organized.

Children's playgrounds are at Boise and Buckley schools and at tiny Dawson Park, a considerable distance away.

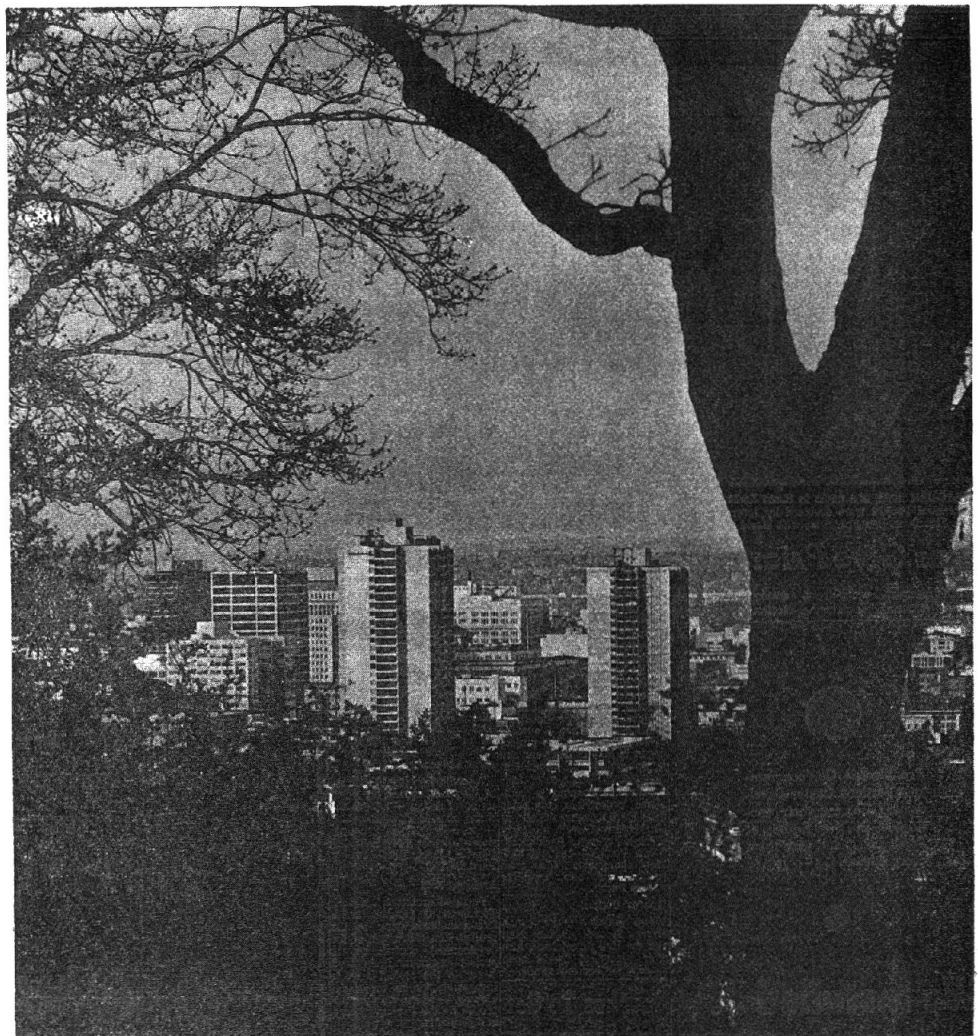
A total of 34 properties — including two vacant lots — were needed for the park. All but four have been acquired. Nineteen demolitions have been completed.

The park will be constructed with urban renewal funds and turned over to the Portland Bureau of Parks for maintenance. Construction is expected to be completed within a year.

Way Open For Help On Rents

WASHINGTON — The most misunderstood, or little understood, branch of President Johnson's Great Society must surely be his rent subsidy plan.

None has brought on such wrath, denunciation and attack. Indeed, none had such a tight squeeze getting through Congress. The House authorized it by only a four-vote margin and then, a few weeks later,



None has brought on such wrath, denunciation and attack. Indeed, none had such a tight squeeze getting through Congress. The House authorized it by only a four-vote margin and then, a few weeks later, refused to give the President any money for it.

As might be expected, Mr. Johnson is back again for the funds. And he'll probably get them this time.

There are undoubtedly grounds for opposing it. Because of strain on the economy as a result of the Viet Nam war, it might be better to wait a year or so to spend the \$30 million tagged for putting this new housing concept into effect.

But much of the fight has been waged against it because it is a subsidy. (Apparently anticipating this, the administration chose ahead of time to call it a rent supplement program, clearly a euphemism.)

Subsidies Not New

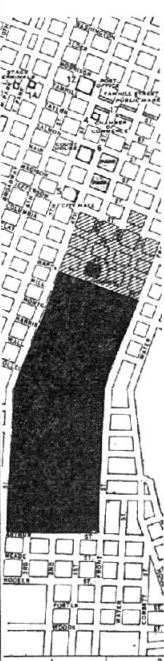
To oppose it at this late date because it is a subsidy is to ignore a good deal of American history. For the books are full of programs under which Washington has used tax dollars to help out, bail out and maintain whole industries as well as millions of farmers.

The railroads building through the West in the last century were given a square mile of public land on either side of the track in checkerboard fashion. These eventually became the source of tremendous profit.

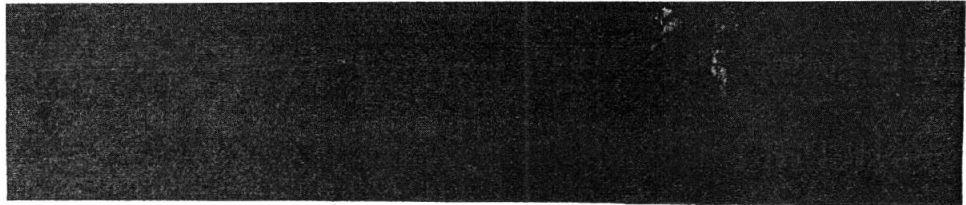
The airlines had their air-mail subsidies for the first quarter century of commercial aviation.

The chronically troubled maritime industry still gets government help, not only in the construction of ships but in paying operating expenses because they could not otherwise compete with foreign shippers.

Its critics say the 27½ percent depletion allowance granted the oil industry—and similar allowances to mining operations—is a subsidy.



BLACK AREA is Portland's 88-acre South Auditorium Urban Renewal Project, bounded by SW Arthur Street, SW 4th Avenue, SW Front Street and SW Market Street. Shaded area is North Auditorium Project, awaiting formal federal approval. South Auditorium area started in 1958, is nearing completion.



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In every direction from Portland Center, you look upon inspiring views of one of America's most beautiful cities. So carefully planned is the location and construction of these beautiful apartment towers—so sweeping the malls and gardens that surround them—that even the lowest floors open on breathtaking scenes of wooded hills, distant peaks, shining river and throbbing city life. Each apartment has at least one private balcony—your private bridge between the luxury within and the beauty around you. See for yourself! Visit Portland Center—take the elevator to the 26th floor and dream a little!

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Center Development Co. It is an international firm serving engineering and construction needs of the petroleum, chemical, steam, electric, atomic energy and non-ferrous metals industries. Its experience dates back to 1890. During the past four decades Fluor has completed major projects costing more than \$2 billion, located in twenty nations throughout the world.

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PEDESTRIAN malls and parks in South Auditorium Urban Renewal Project were designed by Lawrence Halprin & Associates, San Francisco, with David E. Thompson of Portland as resident landscape architect. The \$440,000 contract was awarded to Shrader Construction Co., and will be completed next month.

Plans Give Priority To Artful Landscape

Bubbling fountains, waterfalls, trees, spacious malls and paths... flowering shade paths, comfortable park benches overlooking flower beds and plantings of ornamental shrubs...

Parks and malls for Phase I of the 80-acre redevelopment project were designed by Lawrence Halprin & Associates, San Francisco landscape architecture firm.

This is part of the description that can be applied to landscaping in Portland's South Auditorium Urban Renewal Project.

General contractor for the \$440,000 parks and malls project is Shrader Construction Co. There are a number of subcontractors. The project began in May of last year and is scheduled for completion next month.

When landscaping is completed, pedestrians may enter the Third Avenue Mall at Market Street, walk southerly through "North Park", between Portland Center's high-rise apartments and town houses, and into jewel-like "South Park".

'Spaces' Offered
Two other major mall areas, Second Avenue Mall and the Hall Street Mall, also offer plenty of "wide open spaces" for leisurely strolls.

Architect Told
Portland architect David E. Thompson is resident architect for landscaping in the project. Jim Robertson, of the development commission, is project engineer. Each land owner in the project area is responsible for his own landscaping — which must be approved by the Project's board of consultants.

Ace Electric Co. congratulates Portland Center Development Co. for their confidence in the future of Portland... and wish them every success.

We Installed . . . Beaches To Get

Highway Work Contracts Let To Builders

OLYMPIA (AP) — The more than 10 per cent. State Highways Commission has approved awarding of two contracts where the low bids exceeded state estimates by 10 per cent. to pave a Whatcom County road at a low bid of \$107,861.

Highways Director Charles G. Prahl told the commission the county felt slippage had not been properly allowed for in preparing the original estimate.

The commission approved awarding a contract to Interstate 5 in Pierce County, Old Nisqually Road to M. St. al- though the bid was more than 10 per cent above department estimates. Coral Inc. of Gladstone, Ore., was low bidder at \$21,437.

Group Okays Two Nominees

WASHINGTON (AP) — The Western District of Washington Senate Judiciary Committee approved Wednesday President Johnson's nomination of William N. Goodwin to be U.S. judge for the Eastern and Northern District of Washington.

Retrial Award Favors Couple

MEDFORD (AP) — A retrial ordered by the Oregon Supreme Court has resulted in a gain of \$5,200 for Mr. and Mrs. Donald Callahan. The case involved condemnation of their property for Interstate 5 in the Siskiyou Mountains. The state had appealed a jury's 1954 award, and the Supreme Court ordered a retrial. The new award, \$72,700, was \$5,200 more than the former one.

J.A. WILEY Co. Congratulates PORTLAND CENTER DEVELOPMENT Co.

We are proud to have played a part in the construction of such a fine project.

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Bill Roedel

285-9878

Frank Carlson

**Beaches To Get
Rest Stations**

OLYMPIA (AP) — The State Parks and Recreation Commission has moved to start planning for comfort stations on public beaches in Pacific and Grays Harbor counties in preparation for proposed parks there.

At a meeting this week in Okanogan, the commission ordered the planning finished in time for presentation to the 1967 Legislature.

In other action the commission approved the transfer of the Satus Pass Ski Area, now operated by the Goldendale Junior Chamber of Commerce, to Klickitat County. The board, however, stipulated that when the area ceases to be used for public recreation it will revert to the state park system.

**Salvation Army
Project Opposed**

SALEM (AP) — Three homeowners have asked the Marion County Circuit Court to prevent construction of a Salvation Army shelter in a residential area here.

Russell Potts, George L. Cooper and Arne Braebent claim the shelter would bring "transient and intoxicated persons" to the neighborhood.

The suit asks the court to issue a permanent injunction against construction of the shelter on ground that the structure would be a public nuisance.

owner in the project area is responsible for his own landscaping — which must be approved by the Project's board of consultants.

Trees in the area — maples, London planes, dogwoods, hawthornes and flowering cherries — were planted by Lambert Gardens. Landscaping and sprinkling was by Sprague's, Inc.

Electrical work was by Gracie Electric, plumbing by Watson Plumbing Co., and steel work by Soule Steel. Smith Bros. Masonry Co. and stonemason Steve Bonfiglio, built rock walls and steps. Cascade Paving Co. did asphalt work in "North Park".

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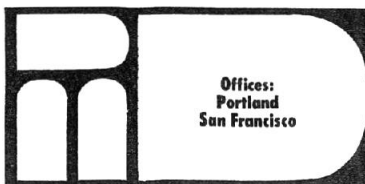
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Congratulations
to Portland Center Development Company on their vision and confidence in Portland's growth. The Donald M. Drake Company is pleased to have participated in the construction of this project.



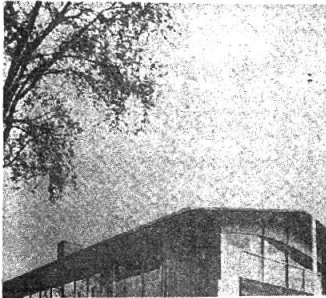
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San Francisco

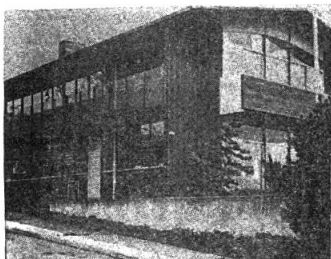
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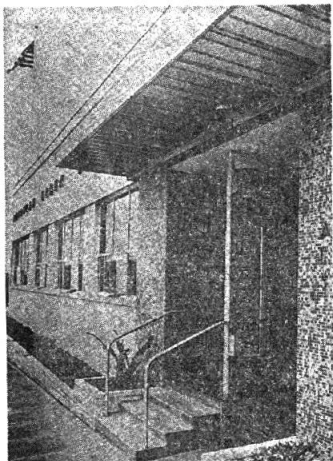


AMCO-PORTLAND, Inc., built this Paul Kirk-designed building for International Business Machines. The \$1 million structure contains the largest precast wall panels ever installed in Portland — each panel weighs 32 tons, is 53 feet high and 12 feet wide. Portland Development Commission offices are situated here in rented quarters.

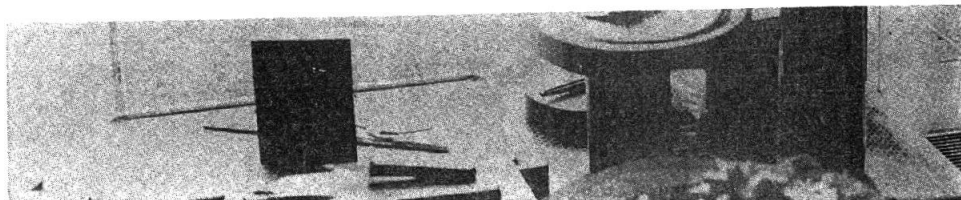




PORTLAND Area Council Boy Scout Headquarters, situated in South Auditorium Project before urban renewal began, needed only to extend parking lot and contract for additional landscaping to meet project standards.



AMERICAN LINEN Co., a commercial laundry, remodeled its old building to project standards and remained in urban renewal project as an "owner participant". Remodeling cost \$25,000 and included much landscaping.



SUBURBAN CONVENIENCE

WITHIN THE CITY You know the attractions and services of a great city are within your easy reach—but if you desire you may shop for your primary needs without ever leaving the malls, the parks and unhurried shops of your Portland Center apartment community. A fine market, delicatessen, even a bakery will be unobtrusively convenient. Drug store, gift shop, women's apparel store, laundry and dry cleaning service are a planned part of the pleasant shopping facilities of Portland Center. The restful, spacious feeling of suburban living is everywhere, without noise and traffic, yet also without any feeling of isolation. You enjoy the best of two worlds at Portland Center! See for yourself—visit Portland Center—walk through the grounds. Portland Center living costs less than you would think—luxury at a price you can afford.

HARTNETT-SHAW & ASSOCIATES, INC. is one of the four partner firms in Portland Center Development Co.

They are national real estate consultants and developers with offices in New York and Chicago. Principals are Wm. F. Hartnett, Jr., and Chas. H. Shaw, Jr. The firm has been associated with various projects in the New York area; Allegheny Center, Pittsburgh; Lake Point Tower, Chicago; Golden Gateway, San Francisco; and Century City, Los Angeles.

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START LIVING IN PORTLAND CENTER

For the first time ever in Portland, you may now enjoy all the advantages that make for finer, more gracious living in one place—Portland Center.

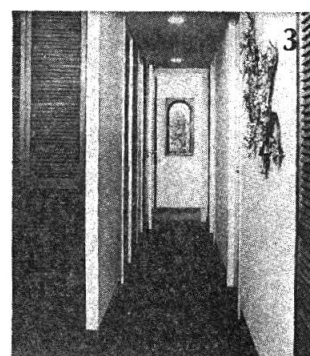
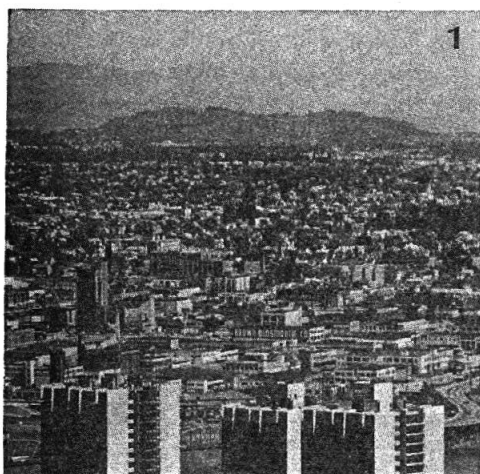
This exciting new concept in suburban living in the very heart of a great city is now offering rentals of one, two and three-bedroom apartments in the first of three apartments towers in the initial phase of the development.

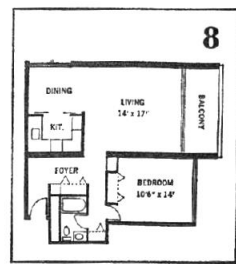
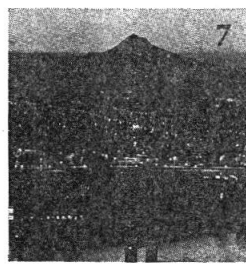
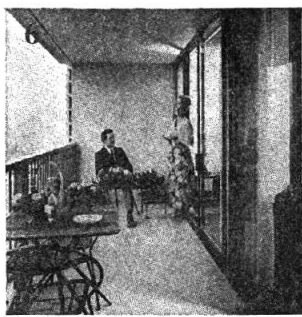
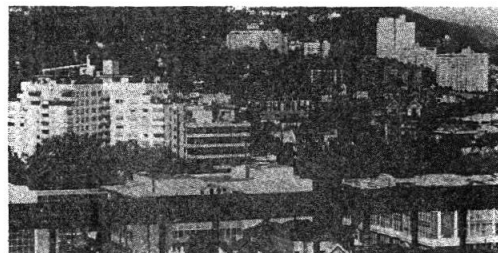
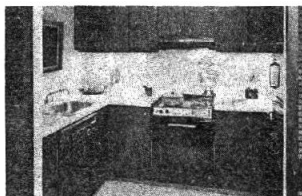
All apartments are exterior, each with at least one private balcony from which to enjoy a view which becomes increasingly spectacular at the higher levels, but which is charming from every one, since the towers are set in their own park-like gardens and malls.

At Portland Center you'll feel the freedom, spaciousness and peace of suburban living, and yet the advantages and attractions of the city are but minutes away.

Each apartment has been detailed and fitted with the utmost in appliances, fixtures, carpeting, drapes and finishes. No home in Portland can boast more luxury in either amenities or in services and security.

Perhaps the most exciting news of all—this is luxury living you can afford! Prices start at \$139, about the cost of an ordinary apartment, but there the similarity ends. Come see for yourself this design for finer living. Take an elevator to the 26th floor. Dream a little—this is a dream you can make come true!





1 The towers of Portland Center are among the tallest of Portland buildings. Their location on an eminence above the Willamette River affords a 360-degree view of one of America's most fascinating cities.

2 Rooms are spacious, handsomely finished, and all are equipped with fine broadloom carpeting and full length drapes. Their design permits a variety of furniture arrangements.

3 Bedrooms are reached through attractive hallways to permit a maximum of privacy and eliminate noise. Built-in closets and cupboards are unusually ample and well-planned.

4 Kitchens are completely equipped with color-keyed electric appliances conforming to Gold Medallion standards, and allow pleasant and efficient use.

5 Westward the sweeping view of the Portland hills presents a constant panorama of activity and beauty, and a reminder of the accessibility of the city for shopping and for many kinds of entertainment.

6 Each apartment has its own private balcony, spacious enough for informal entertaining, completely shielded from other windows, and protected by substantial wrought iron railings.

7 Eastward the expanse of scenery focuses on majestic Mount Hood, picking out nearby details of freeways, river traffic, and at night the glittering carpet of city lights.

8 A typical floor plan includes a private entry hall, well secluded living areas, and useful traffic pattern. All hardware and appointments are of highest quality.

PORTLAND CENTER



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APARTMENTS AVAILABLE FOR IMMEDIATE OCCUPANCY! See model apartments, open daily until 7:00 p.m., 325 S.W. Harrison—or phone 227-3221.

Urban Renewal Can Be Employed As Potent Factor In Revitalizing

By JOHN PAINTER JR.
Staff Writer, The Oregonian

EUGENE (Special) — A supporter of urban renewal as a major weapon in revitalizing the city stated his case here this week as the fourth speaker in the lecture series "What's Wrong With the City?"

"It is said everything's wrong with the city and nothing's wrong with the city," said M. Justin Herman, executive director of the San Francisco Redevelopment Agency and consultant to New York Mayor John Lindsay.

"However," he continued, "I think the truth is somewhere in between."

Herman said an urban "plurilogue" is developing; the cities are speaking and the people are speaking back. Thus, cities are attempting to cope with their many problems — transit, taxes, open spaces, beauty, cultural facilities and so on.

Urban renewal, Herman said, provided a "mechanism within a democratic framework" for solving many pressing urban problems.

Perhaps the most significant aspect of urban renewal in Herman's eyes is its power to allocate land usages. Structuring a project, if properly done, can result in optimum use of land for a multiplicity of purposes, he said.

Early renewal projects, Herman told The Oregonian, showed a tendency to get sidetracked into isolated uses, but present trends show an increase in multiple use of land.

San Francisco's Golden Gateway renewal project was a good example of multiple use of land, Herman believes.

"We have a 1,300-car garage, eight open sitting areas, numerous walkways, a number of Corbu-style buildings which encourage pedestrian traffic, and the 400,000 square

foot Alcoa Building," he said. "Auto traffic is isolated two stories down."

Thus, a variety of uses increase human activity in the Golden Gateway, each use reinforcing the other and generating even more activity.

Another strong point for renewal, Herman said, was that it could fill the pressing need for middle and low-cost housing within the city. Almost one-third of all the housing in the Bay City's projects is within this price range, he stated.

Despite the positive evolution of urban renewal, Herman believes that even more attention should be paid to the little man caught up in renewal.

However, only recently have agencies been given sufficient power for aiding the little man. Presently, Herman explained, the San Francisco Redevelopment Agency has an extremely flexible program for helping the displaced resi-

dent or small business man.

The economic aid weapons include relocation expenses, financing for new homes or businesses, relocation adjustment payments and similar assistance.

Herman also pointed out that urban renewal is not solely concerned with increasing the tax base of a blighted area.

Objectives Broad

"Our objectives are not necessarily strictly economic," he told The Oregonian. "We are also interested in such tax-exempt or tax-sheltered facilities as parks, libraries, churches, universities, hospitals and so on."

In fact, with proper planning, renewal can provide for such facilities and still increase the tax base.

Herman also explained that new tools, such as tax breaks and low cost financing for builders of lower-priced apart-

ments, are enabling renewal to do its job much more effectively.

"The market-place demands the highest priced apartment units that can be sold," he said. "We can break this demand by offering forms of economic aid to builders."

One major factor in the success of San Francisco's urban renewal program was the utilization of local leadership.

"We persuaded the politicians to avoid using urban re-

newal to pay political debts," Herman explained. "The small timers were kept out. We got big people who didn't have any immediate business return at issue to head our agencies."

Disinterested executives were a prime concern to Herman. He indicated that executives of the large national corporations headquartered in the Bay City consistently worked in the public interest while local business leader-

City's Core Area

occasionally evinced a profit-motivated orientation toward the downtown.

In assessing "What's Wrong With the City?" Herman said it became easier for people to get needed services elsewhere, and that the core city's job was to make itself attractive enough to draw people back downtown.

In San Francisco, he said,

renewal is helping to enliven the downtown. The lecture series "What's Wrong With the City?" is sponsored jointly by the American Institute of Architects, the University of Oregon School of Architecture and Allied Arts, the Division of Continuing Education and the Eugene Chamber of Commerce.

ADVERTISEMENT

61A

October 5, 1966

Mr. Oscar Pederson, Director
Federal Housing Administration
520 S. W. Sixth Avenue
Portland, Oregon

Dear Mr. Pederson:

On August 16 I wrote to you regarding the desirability of city-wide coordination in the relocation of persons or businesses displaced by the activities of governmental bodies. As indicated in my letter, it is now proposed that a meeting be held at 2:30 p.m., on October 14, 1966, in the Conference Room of the Portland Development Commission, 2000 S. W. First Avenue.

The following matters will be discussed:

1. Mr. John B. Kenward, Executive Director of the Portland Development Commission, will explain the importance of the Workable Program to Portland and its relationship to future federal loans and grants for projects in the Portland area.
2. Mr. Francis J. Ivancie, my Executive Assistant, will speak on the need for a coordinated approach to all relocation activities.
3. You will be asked to indicate the possible number of individuals, families, and businesses that your agency anticipates it will displace within the next twenty-four months. Comments regarding past experiences of each agency in connection with activities which have caused displacements will be welcomed.
4. Discussion of possible means of improving the coordination of relocation efforts including the possibility of the Portland Development Commission providing special relocation services on a contract basis.

Please call Mrs. Jones at 226-4036, and advise if you will not be able to attend or if you will be sending someone else to represent your agency.

Yours truly,

MAYOR

TDS.m

cc: John Kenward

24962500

October 5, 1966

Mr. Robert S. Baldwin, Planning Director
Multnomah County Planning Commission
Multnomah County Court House
Portland, Oregon

Dear Mr. Baldwin:

On August 16 I wrote to you regarding the desirability of city-wide coordination in the relocation of persons or businesses displaced by the activities of governmental bodies. As indicated in my letter, it is now proposed that a meeting be held at 2:30 p.m., on October 14, 1966, in the Conference Room of the Portland Development Commission, 2000 S. W. First Avenue.

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Yours truly,

MAYOR

TDS.m

cc: John Kenward

October 5, 1966

Mr. Thomas P. Guerin, General Manager
Commission of Public Docks
3070 N. W. Front Avenue
Portland, Oregon

Dear Mr. Guerin:

On August 16 I wrote to you regarding the desirability of city-wide coordination in the relocation of persons or businesses displaced by the activities of governmental bodies. As indicated in my letter, it is now proposed that a meeting be held at 2:30 p.m., on October 14, 1966, in the Conference Room of the Portland Development Commission, 2000 S. W. First Avenue.

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Yours truly,

M A Y O R

TDS.m

cc: John Kenward

October 5, 1966

Miss Mary E. Phillips, Librarian
Multnomah County Library
801 S. W. 10th Street
Portland, Oregon

Dear Miss Phillips:

On August 16 I wrote to you regarding the desirability of city-wide coordination in the relocation of persons or businesses displaced by the activities of governmental bodies. As indicated in my letter, it is now proposed that a meeting be held at 2:30 p.m., on October 14, 1966, in the Conference Room of the Portland Development Commission, 2000 S. W. First Avenue.

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Yours truly,

MAYOR

TDS.m

cc: John Kenward

October 5, 1966

Mr. Harry B. Buckley, Superintendent
Portland Bureau of Parks
Portland, Oregon

Dear Mr. Buckley:

On August 16 I wrote to you regarding the desirability of city-wide coordination in the relocation of persons or businesses displaced by the activities of governmental bodies. As indicated in my letter, it is now proposed that a meeting be held at 2:30 p.m., on October 14, 1966, in the Conference Room of the Portland Development Commission, 2000 S. W. First Avenue.

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Yours truly,

MAYOR

TDS.m

cc: John Kenward

October 5, 1966

Dr. William A. Oliver
Assistant Superintendent
Portland School District No. 1
631 N. E. Clackamas
Portland, Oregon

Dear Dr. Oliver:

On August 16 I wrote to you regarding the desirability of city-wide coordination in the relocation of persons or businesses displaced by the activities of governmental bodies. As indicated in my letter, it is now proposed that a meeting be held at 2:30 p.m., on October 14, 1966, in the Conference Room of the Portland Development Commission, 2000 S. W. First Avenue.

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Yours truly,

MAYOR

TDS.m

cc: John Kenward

October 5, 1966

Mr. Gene Rossman, Executive Director
Housing Authority of Portland
8920 N. Woolsey
Portland, Oregon

Dear Mr. Rossman:

On August 16 I wrote to you regarding the desirability of city-wide coordination in the relocation of persons or businesses displaced by the activities of governmental bodies. As indicated in my letter, it is now proposed that a meeting be held at 2:30 p.m., on October 14, 1966, in the Conference Room of the Portland Development Commission, 2000 S. W. First Avenue.

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Yours truly,

M A Y O R

TDS:m
cc: John Kenward

October 5, 1966

Mr. Warren C. Powell
District Relocation Supervisor
Oregon State Highway Department
5821 N. E. Glisan Street
Portland, Oregon

Dear Mr. Powell:

On August 16 I wrote to you regarding the desirability of city-wide coordination in the relocation of persons or businesses displaced by the activities of governmental bodies. As indicated in my letter, it is now proposed that a meeting be held at 2:30 p.m., on October 14, 1966, in the Conference Room of the Portland Development Commission, 2000 S. W. First Avenue.

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Yours truly,

MAYOR

TDS.m
cc: John Kenward

October 5, 1966

Mr. J. Malcolm McMinn
Director of Facilities, Planning & Operations
Portland State College
136 South Park Hall
Portland, Oregon

Dear Mr. McMinn:

On August 16 I wrote to you regarding the desirability of city-wide coordination in the relocation of persons or businesses displaced by the activities of governmental bodies. As indicated in my letter, it is now proposed that a meeting be held at 2:30 p.m., on October 14, 1966, in the Conference Room of the Portland Development Commission, 2000 S. W. First Avenue.

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Please call Mrs. Jones at 226-4036, and advise if you will not be able to attend or if you will be sending someone else to represent your agency.

Yours truly,

MAYOR

TDS.m
cc: John Kenward

October 5, 1966

Mr. George M. Baldwin, Manager
Port of Portland
P. O. Box 3529
Portland, Oregon

Dear Mr. Baldwin:

On August 16 I wrote to you regarding the desirability of city-wide coordination in the relocation of persons or businesses displaced by the activities of governmental bodies. As indicated in my letter, it is now proposed that a meeting be held at 2:30 p.m., on October 14, 1966, in the Conference Room of the Portland Development Commission, 2000 S. W. First Avenue.

The following matters will be discussed:

1. Mr. John B. Kenward, Executive Director of the Portland Development Commission, will explain the importance of the Workable Program to Portland and its relationship to future federal loans and grants for projects in the Portland area.
2. Mr. Francis J. Ivancie, my Executive Assistant, will speak on the need for a coordinated approach to all relocation activities.
3. You will be asked to indicate the possible number of individuals, families, and businesses that your agency anticipates it will displace within the next twenty-four months. Comments regarding past experiences of each agency in connection with activities which have caused displacement will be welcomed.
4. Discussion of possible means of improving the coordination of relocation efforts including the possibility of the Portland Development Commission providing special relocation services on a contract basis.

Please call Mrs. Jones at 226-4036, and advise if you will not be able to attend or if you will be sending someone else to represent your agency.

Yours truly,

MAYOR

TDS,m

cc: John Kenward

October 5, 1966

Mr. C. N. Christiansen, Director
Bureau of Buildings
Portland, Oregon

Dear Mr. Christiansen:

On August 16 I wrote to you regarding the desirability of city-wide coordination in the relocation of persons or businesses displaced by the activities of governmental bodies. As indicated in my letter, it is now proposed that a meeting be held at 2:30 p.m., on October 14, 1966, in the Conference Room of the Portland Development Commission, 2000 S. W. First Avenue.

The following matters will be discussed:

1. Mr. John B. Kenward, Executive Director of the Portland Development Commission, will explain the importance of the Workable Program to Portland and its relationship to future federal loans and grants for projects in the Portland area.
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4. Discussion of possible means of improving the coordination of relocation efforts including the possibility of the Portland Development Commission providing special relocation services on a contract basis.

Please call Mrs. Jones at 226-4036, and advise if you will not be able to attend or if you will be sending someone else to represent your agency.

Yours truly,

M A Y O R

TDS.m

cc: John Kenward

October 5, 1966

Captain Robert W. Buscho
Fire Marshal's Office
Portland Bureau of Fire
55 S. W. Ash
Portland, Oregon

Dear Captain Buscho:

On August 16 I wrote to you regarding the desirability of city-wide coordination in the relocation of persons or businesses displaced by the activities of governmental bodies. As indicated in my letter, it is now proposed that a meeting be held at 2:30 p.m., on October 14, 1966, in the Conference Room of the Portland Development Commission, 2000 S. W. First Avenue.

The following matters will be discussed:

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3. You will be asked to indicate the possible number of individuals, families, and businesses that your agency anticipates it will displace within the next twenty-four months. Comments regarding past experiences of each agency in connection with activities which have caused displacement will be welcomed.
4. Discussion of possible means of improving the coordination of relocation efforts including the possibility of the Portland Development Commission providing special relocation services on a contract basis.

Please call Mrs. Jones at 226-4036, and advise if you will not be able to attend or if you will be sending someone else to represent your agency.

Yours truly,

MAYOR

TDS.m

cc: John Kenward

October 5, 1966

Mr. James J. McAllister, Director
Division of Food and Sanitation
Bureau of Health
Portland, Oregon

Dear Mr. McAllister:

On August 16 I wrote to you regarding the desirability of city-wide coordination in the relocation of persons or businesses displaced by the activities of governmental bodies. As indicated in my letter, it is now proposed that a meeting be held at 2:30 p.m., on October 14, 1966, in the Conference Room of the Portland Development Commission, 2000 S. W. First Avenue.

The following matters will be discussed:

1. Mr. John B. Kenward, Executive Director of the Portland Development Commission, will explain the importance of the Workable Program to Portland and its relationship to future federal loans and grants for projects in the Portland area.
2. Mr. Francis J. Ivancie, my Executive Assistant, will speak on the need for a coordinated approach to all relocation activities.
3. You will be asked to indicate the possible number of individuals, families, and businesses that your agency anticipates it will displace within the next twenty-four months. Comments regarding past experiences of each agency in connection with activities which have caused displacement will be welcomed.
4. Discussion of possible means of improving the coordination of relocation efforts including the possibility of the Portland Development Commission providing special relocation services on a contract basis.

Please call Mrs. Jones at 226-4036, and advise if you will not be able to attend or if you will be sending someone else to represent your agency.

Yours truly,

M A Y O R

TDS.m

cc: John Kenward

Ira C. Keller
Chairman

A. V. Fonder
Secretary

Harold Halvorsen
Vincent Raschio
Edward H. Look

PORTLAND DEVELOPMENT COMMISSION

2000 S.W. FIRST AVENUE • PORTLAND, OREGON 97201 • 226-4036

September 30, 1966

John B. Kenward
Executive Director

Honorable Terry D. Schrunk
Mayor of the City of Portland
Room 303, City Hall
Portland, Oregon 97204

RECEIVED
OCT 5 1966

MAYOR'S OFFICE

MAYOR	
EXEC. ASST.	
EXEC. ASST.	
COMM. ASST.	
ADM. SEC.	

Dear Mayor Schrunk:

Attached is a draft of a letter which you may wish to send to those agencies to whom you wrote on August 16th regarding the relocation of persons or businesses displaced by governmental action.

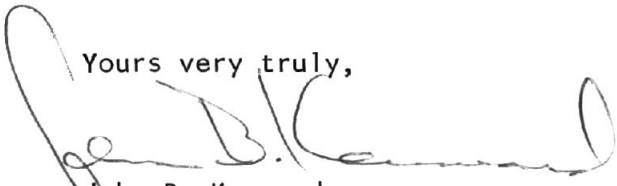
The date for the meeting has been discussed with Francis Ivancie and the following list of names is the same to which the August 16th letter was written except for the General Services Administration. We eliminated GSA because their reply indicated they had no statutory authority to participate in, or expend funds for, such relocation.

1. Mr. James J. McAllister, Director
Division of Food and Sanitation
Bureau of Health
104 S. W. Fifth Avenue
Portland, Oregon 97204
2. Capt. Robert W. Buscho
Fire Marshal's Office
Fire Bureau
55 S. W. Ash Street
Portland, Oregon 97204
3. Mr. C. N. Christiansen, Director
Bureau of Buildings
Room 402, City Hall
Portland, Oregon 97204
4. Mr. George M. Baldwin, Manager
Port of Portland
P.O. Box 3529
Portland, Oregon
5. Mr. J. Malcolm McMinn
Director of Facilities, Planning & Operations
Portland State College
136 South Park Hall
Portland, Oregon 97201

6. Mr. Warren C. Powell
District Relocation Supervisor
Oregon State Highway Department
5821 N. E. Glisan Street
Portland, Oregon 97213
7. Mr. Gene Rossman, Executive Director
Housing Authority of Portland
8920 N. Woolsey
Portland, Oregon
8. Dr. Wm. A. Oliver
Assistant Superintendent
Portland School District No. 1
631 N. E. Clackamas
Portland, Oregon
9. Mr. Harry B. Buckley, Superintendent
City Park Bureau
1107 S. W. Fourth Avenue
Portland, Oregon 97204
10. Miss Mary E. Phillips, Librarian
Multnomah County Library
801 S. W. 10th Street
Portland, Oregon 97205
11. Mr. Thomas P. Guerin, General Manager
Commission of Public Docks
3070 N. W. Front Avenue
Portland, Oregon
12. Mr. Robert S. Baldwin, Planning Director
Multnomah County Planning Commission
Multnomah County Court House
Portland, Oregon
13. Mr. Oscar Pederson, Director
Federal Housing Administration
520 S. W. Sixth Avenue
Portland, Oregon 97204

If you have any questions or wish additional information please call upon us.

Yours very truly,


John B. Kenward
Executive Director

JBK:erw:ves
Enclosure

D R A E I

(Date)

Addressee

Dear _____:

On August 16th I wrote to you regarding the desirability of city-wide coordination in the relocation of persons or businesses displaced by the activities of governmental bodies. As indicated in my letter, it is now proposed that a meeting be held at 2:30 P.M. on October 14, 1966, in the Conference Room of the Portland Development Commission at 2000 S. W. First Avenue.

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1. Mr. John B. Kenward, Executive Director of the Portland Development Commission, will explain the importance of the Workable Program to Portland and its relationship to future federal loans and grants for projects in the Portland area.
2. Mr. Francis *J.* Ivancie, my Executive Assistant, will speak on the need for a coordinated approach to all relocation activities.
3. You will be asked to indicate the possible number of individuals, families, and businesses that your agency anticipates it will displace within the next twenty-four months. Comments regarding past experiences of each agency in connection with activities which have caused displacement will be welcomed.
4. Discussion of possible means of improving the coordination of relocation efforts including the possibility of the Portland Development Commission providing special relocation services on a contract basis.

-2-

Please call Mrs. Jones at 226-4036 and advise if you will not be able to attend or if you will be sending someone else to represent your agency.

Yours very truly,

TERRY D. SCHRUNK
Mayor of the City of Portland

From the Desk of

TERRY D. SCHRUNK

MAYOR AND
COMMISSIONER OF PUBLIC SAFETY
303 CITY HALL
PORTLAND, OREGON

August 26, 1966

More letters concerning relocation
of persons or businesses displaced
by government action, for your
information.

TDS

1

Mr. John Kenward
Portland Development Commission
2000 SW First Avenue
Portland, Oregon 97201

COMMISSIONERS
GLENN L. JACKSON, CHAIRMAN
MEDFORD
KENNETH N. FRIDLEY, MEMBER
WASCO
DAVID B. SIMPSON, MEMBER
PORTLAND
FLOYD QUERY, SECRETARY
SALEM



STATE OF OREGON
STATE HIGHWAY DEPARTMENT
5821 Northeast Glisan Street
Portland, Oregon 97213

FORREST COOPER
STATE HIGHWAY ENGINEER
R. L. PORTER
DEPUTY STATE HWY. ENGR.
G. E. ROHDE
CHIEF COUNSEL

August 23, 1966

RECEIVED
AUG 24 1966

The Honorable Terry D. Schruk
City Hall
Portland, Oregon 97204

MAYOR'S OFFICE

MAYOR	
EXEC.	
ASST.	
EXEC.	
ASST.	
COM.	
ASST.	
ADM.	
SEC.	

Subject: Relocation of persons or businesses displaced by
governmental action

Dear Mayor Schruk:

Your letter dated August 16, 1966 has been referred to the
Oregon State Highway Right of Way Engineer for reply.

On several occasions in the past, the Relocation Supervisor,
Mr. Robert Gormsen and I have met with representatives of the
Portland Public Housing Commission and the Portland Development
Commission, at which time we furnished them the most current in-
formation on Relocation activity available.

Yours very truly,

Warren C. Powell
Warren C. Powell
District Relocation Officer

WCP/r1

cc Mr. D. H. Moehring
Mr. R. W. Gormsen
Mr. G. E. Rohde

CITY OF PORTLAND
INTER-OFFICE CORRESPONDENCE
(NOT FOR MAILING)

August 24, 1966

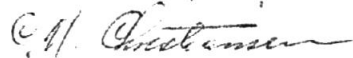
From Bureau of Buildings
To Department of Public Affairs
Addressed to Commissioner Stanley W. Earl
Subject Relocation of persons or businesses displaced by governmental action

Dear Commissioner Earl:

The Bureau of Buildings, through its Housing Division, will continue to make a coordinated effort to relocate any and all families, individuals, or businesses which are displaced by any of its activities.

Close cooperation has always been maintained with the Portland Development Commission, and we shall meet with their representatives from time to time to learn more of the requirements of the Workable Program and to establish well-coordinated relocation services.

Respectfully submitted,



C. N. CHRISTIANSEN
BUILDING INSPECTIONS DIRECTOR

SJC:h1

From the Desk of

• **TERRY D. SCHRUNK**

MAYOR AND
COMMISSIONER OF PUBLIC SAFETY
303 CITY HALL
PORTLAND, OREGON

August 24, 1966

Letters concerning relocation of persons
or businesses displaced by government
action, for your information.

TDS

1

Mr. John Kenward
Portland Development Commission
2000 SW First Avenue
Portland, Oregon 97201

DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT
FEDERAL HOUSING ADMINISTRATION
520 Southwest Sixth Avenue
Portland, Oregon 97204

RECEIVED
D

MAYOR'S OFFICE
IN REPLY, PLEASE REFER TO:

CU: J.H. Carter, Jr.
226-3361, Ext. 1971

MAYOR	<i>[Signature]</i>
ASST.	
SEC.	
CLERK	
RECORDS	
MAIL	
TELE. Rm.	
FILE	

Office of
THE DIRECTOR

August 18, 1966

Honorable Terry D. Schruk
Mayor of Portland
Portland, Oregon

Dear Mayor Schruk:

Thank you for your letter regarding the relocation of persons displaced by governmental action.

We share this responsibility with you and wish to offer the cooperation of our agency in the effort to relocate anyone displaced by projects contemplated by the Development Commission.

We will be pleased to attend the organizational meeting and will provide data on those programs administered by this office which will assist those affected.

Very truly yours,

[Signature]

Oscar Pederson
Director

520 Southwest Sixth Avenue
Portland, Oregon 97204

August 18, 1966

CU: J. H. Carter, Jr.
226-3361, Ext. 1971

Honorable Terry D. Schunk
Mayor of Portland
Portland, Oregon

Dear Mayor Schunk:

Thank you for your letter regarding the relocation of persons displaced by governmental action.

We share this responsibility with you and wish to offer the cooperation of our agency in the effort to relocate anyone displaced by projects contemplated by the Development Commission.

We will be pleased to attend the organizational meeting and will provide data on those programs administered by this office which will assist those affected.

Very truly yours,

Oscar Pederson
Director

AUG 22 1966

MAYOR'S OFFICE

+ THE PUBLIC LIBRARY SERVICE FOR PORTLAND AND MULTNOMAH COUNTY
+ MARY E. PHILLIPS, LIBRARIAN • 801 S.W. TENTH AVENUE, PORTLAND, OREG.

MAYOR		
S. REP.		
ASST. TO		
INTO.		
ASST.		
COUNCIL		
COUNTY		
D. OREGON	97205	
ADM.		
SEC.		

August 19, 1966

Mayor Terry D. Schrunk
City of Portland
Oregon

Subject: Relocation of persons or businesses
displaced by governmental action

Dear Mayor Schrunk:

We will be glad to cooperate as fully as possible in situations where people or businesses are displaced as the Library's service program develops. The experience which the Portland Development Commission has had in this area would be most welcome. We have previously worked with them in one case. The service and advice they offered was very helpful.

If you will notify me when you plan to schedule a meeting to outline the requirements of the Workable Program, I will arrange to have a representative from the Library in attendance.

Sincerely,

Mary E Phillips

Mary E. Phillips
Librarian

COMMISSIONERS

Capt. H. T. Shaver
Chairman
Donald R. McClung
Vice Chairman
Robert J. Rickett
Raymond M. Kell
Andrew J. Cook
Marshall N. Dana
*Honorary Lifetime
Commissioner*

GENERAL MANAGER
Thomas P. Guerin



RECEIVED
AUG 19 1966

OFFICES IN:
Tokyo, Japan
New York, N. Y.
Washington, D. C. FOR

EXEC. ASST. II	
EXEC. ASST. I	
ADM. ASST.	
ADM. SEC.	

MAYOR'S OFFICE
PORTLAND PUBLIC DOCKS

Operated by The Commission of Public Docks

3070 N.W. FRONT AVENUE • PORTLAND, OREGON 97210
TELEPHONE 228-8231 • TWX 503-224-1982
CABLE ADDRESS: "DOCOM"



August 18, 1966

The Honorable Terry D. Schrunk
Mayor of the City of Portland
Room 303, City Hall
Portland, Oregon 97204

Subject: Relocation of persons or businesses displaced by govern-
mental action.

Dear Mayor Schrunk:

We have your letter of August 17.

Please be assured of our full cooperation in the spirit of your
letter.

At this time, no families, individuals, or businesses have been
displaced by our activities. However, should such displacement
occur in the future, we will call upon the Portland Development
Commission for such relocation service as may be necessary and
appropriate in the circumstances.

Sincerely yours,

Thomas P. Guerin
General Manager

TPG:gg



Melvin W. Barnes
Superintendent of Schools



PORTLAND PUBLIC SCHOOLS

631 NORTHEAST CLACKAMAS STREET
PORTLAND, OREGON 97208

OFFICE OF THE SUPERINTENDENT

August 19, 1966

RECEIVED
AUG 23 1966

MAYOR'S OFFICE

Assistant Superintendents
Amo De Bernardis
Norman K. Hamilton
Harold A. Kleiner
William A. Oliver
Laurence E. Winter

MAYOR	<i>MS</i>
EXEC. ASST. II	<i>X</i>
EXEC. ASST. I	
CIVIL. ASST.	
ADM. SEC.	

Honorable Terry D. Schrunk
Mayor of Portland
City Hall
Portland, Oregon

Dear Mayor Schrunk:

I will be happy to meet with the Portland Development Commission and cooperate in any way I can with the Commission's efforts to relocate families, individuals or businesses which are displaced by its activities.

Sincerely,

A handwritten signature in cursive script, appearing to read "W. A. Oliver".

W. A. Oliver
Assistant Superintendent

WAO:lh

August 19, 1966

Bureau of Health

Department of Public Safety

Mayor Terry D. Schrunk

Relocation of Persons Displaced by Governmental Action

Dear Mayor Schrunk:

The Bureau of Health will be very glad to cooperate in any manner with the Portland Development Commission for such relocation services as may be appropriate and which the Bureau of Health may be of particular service.

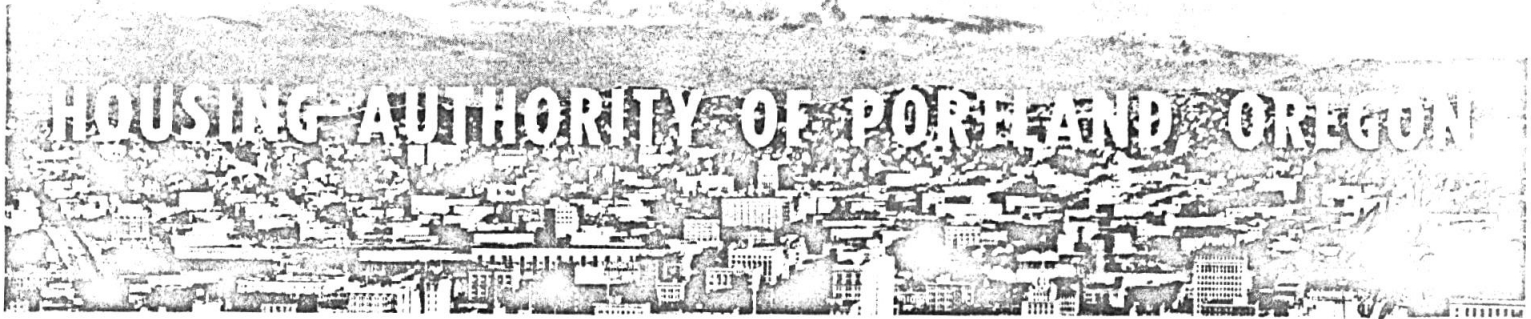
I believe it would be advantageous to the Bureau of Health and the Portland Development Commission if a representative of the Bureau of Health could be privileged to attend their meetings relative to the relocation of persons because of the development or renewal activities.

Yours very truly,

Thomas L. Meador, M.D.
City Health Officer

TLM:jh

cc: Mr. Karl Anderson



8920 N. WOOLSEY AVE. • PORTLAND, OREGON 97203 • TELEPHONE 289-5571 X

August 18, 1966

RECEIVED
AUG 19 1966

The Honorable Terry D. Schrunk
Mayor of the City of Portland
City Hall
Portland, Oregon

MAYOR'S OFFICE

CHIEF	
ASST.	
ADM.	
COMM.	
ASST.	
ADM.	
SEC.	

Subject: Relocation of Persons Displaced
by Governmental Action

Dear Mayor Schrunk:

Reference is made to your letter of August 16, 1966.

We welcome your request for cooperation in establishing a coordinated effort to relocate households displaced by public works.

I have personally called on the Portland Development Commission on more than one occasion in recent months to explain the new tools given us by the Federal government this past year that will help us provide stop-gap temporary housing, as well as permanent housing, for displacees, and I have offered to coordinate in any way that would be helpful to the Portland Development Commission and to the Portland community.

Specifically, I have suggested that the Portland Development Commission provide us with a site for a permanent housing project in the Northern extension of the South Auditorium Urban Renewal Project in which to eventually relocate low-income persons displaced by that project; and I have further suggested that in the interim we might be able to temporarily house these displacees in units leased by us under the new Leasing Program which we now expect may be approved by the Federal government within 60 days.

John D. McLeod, *Chairman*

COMMISSIONERS

Lloyd Hildreth, *Vice-Chairman*

Edgar Williams

Howard Hilson

Roy F. Renoud

Fred M. Rosenbaum

Mrs. Florine M. Dahlke

Vern Dusenbery, *Legal Counsel*

Gene W. Rossman, *Executive Director*

Page 2

The Honorable Terry D. Schrunk

August 18, 1966

The San Francisco Regional Offices of both the U. S. Dept. of Housing and Urban Development (HUD) and its affiliated agency the Housing Assistance Administration (HAA - formerly PHA) are aware of our desire and efforts to cooperate and coordinate with other divisions of HUD in the interests of total community betterment; and they have been most encouraging and helpful in supporting these desires and efforts.

In our own development programs, we displace very few households (four at Northwest Tower, fifteen at Hollywood-East) and we have been very successful in swiftly relocating such displacees under procedures and regulations of the Housing Assistance Administration which establishes the guide lines for almost all phases of our operations.

Please advise of any specific action you would wish us to take in the relocation of persons displaced by governmental action and we will be most happy to comply to the full limit of our authority and resources.

Sincerely,



Gene W. Rossman
Executive Director

GWR:mts

Sent to everyone listed on attached letter from Portland Development Commission

August 16, 1966

Dr. Thomas Meador
Bureau of Health
104 S. W. Fifth Avenue
Portland, Oregon

Subject: Relocation of persons or businesses displaced by Governmental Action

Dear Dr. Meador:

In order for Portland to get Federal funds for local planning, housing, development or renewal, we must have a certified "Workable Program for Community Improvement". One of the things required to have the "Workable Program" recertified each year is to show progress in coordinating or centralizing all relocation activities of all bodies or agencies of the local government who displace people or businesses during the course of carrying out their development plans.

Therefore, I am requesting your cooperation in establishing a coordinated effort to relocate any and all families, individuals or businesses which are displaced by any of our activities.

It would be evidence to the Federal Government of our determination to coordinate our relocation activities if you would address a letter to this office advising us of your interest in calling upon or contracting with the Portland Development Commission for such relocation service as may be appropriate and within your legal or moral obligation to provide. The reason I mention the Portland Development Commission is they have a staff trained and experienced as specialists in this service, and have carried out complete relocation services under Federal, State and local laws for more than six years.

It would be well if a representative from each organization could meet in the near future to learn more of the requirements of the Workable Program and the importance of providing well-coordinated relocation services in maintaining Workable Program certification by the Department of Housing and Urban Development.

May we hear from you soon regarding this letter.

Yours truly,

MAYOR

Ira C. Keller
Chairman

A. V. Fonder
Secretary

Harold Halvorsen
Vincent Raschio
Edward H. Look

PORTLAND DEVELOPMENT COMMISSION

2000 S.W. FIRST AVENUE • PORTLAND, OREGON 97201 • 226-4036

August 12, 1966

John B. Kenward
Executive Director

RECEIVED
AUG 15 1966

MAYOR'S OFFICE

MAYOR	
EXEC. ASST.	
EXEC. ASST.	
COMM. ASST.	
ADM. SEC.	

Honorable Terry D. Schrunk
Mayor of the City of Portland
Room 303, City Hall
Portland, Oregon

Dear Mayor Schrunk:

We are enclosing a letter we feel you may wish to send to the various governmental bodies and agencies who may, from time to time, displace people or businesses. We feel that this may help us develop a more coordinated program of relocation services and thereby help us satisfy the HUD Workable Program requirements.

If this letter meets with your approval, please send it to the following persons:

- ✓ 1. *Dr. Thomas Meador - FSI*
~~Mr. James J. McAllister~~, Director
Division of Food and Sanitation
Bureau of Health
104 S. W. Fifth Avenue
Portland, Oregon
2. Capt. Robert W. Buscho
Fire Marshal's Office
Fire Bureau
55 S. W. Ash Street
Portland, Oregon
- ✓ 3. Mr. C. N. Christiansen, Director
Bureau of Buildings
Room 403, City Hall
Portland, Oregon 97204
4. Mr. George M. Baldwin, Manager
Port of Portland
P.O. Box 3529
Portland, Oregon
5. Mr. J. Malcolm McMinn
Director of Facilities, Planning & Operations
Portland State College
136 South Park Hall
Portland, Oregon

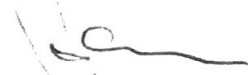
- ✓ 6. Mr. Warren C. Powell
District Relocation Supervisor
Oregon State Highway Department
5821 N. E. Glisan Street
Portland, Oregon 97213
- ✓ 7. Mr. Gene Rossman, Executive Director
Housing Authority of Portland
8920 N. Woolsey
Portland, Oregon
- ✓ 8. Dr. Wm. A. Oliver
Assistant Superintendent
Portland School District No. 1
631 N. E. Clackamas
Portland, Oregon
9. Mr. J. H. Fruechtel, Buildings Manager
General Services Administration
Room 201, U. S. Court House (New)
620 S. W. Main Street
Portland, Oregon 97205
10. Mr. Harry B. Buckley, Superintendent
City Park Bureau
1107 S. W. Fourth Avenue
Portland, Oregon
- ✓ 11. Miss Mary E. Phillips, Librarian
Multnomah County Library
801 S. W. 10th Street
Portland, Oregon
- ✓ 12. Mr. Thomas P. Guerin, General Manager
Commission of Public Docks
3070 N. W. Front Avenue
Portland, Oregon
13. Mr. Robert S. Baldwin, Planning Director
Multnomah County Planning Commission
Multnomah County Court House
Portland, Oregon
- ✓ 14. Mr. Oscar Pederson, Director
Federal Housing Administration
520 S. W. 6th Avenue
Portland, Oregon

You may wish to send this letter to other City agencies or departments whose activities may require relocation of people.

-3-

If you get a response showing a willingness to cooperate, please let us know, and we will set up a meeting date, as indicated.

Yours very truly,



John B. Kenward
Executive Director

JBK/erw:jk
Enclosure

D R A F T

(Date)

Addressee

Re: Relocation of Persons or Businesses
Displaced by Governmental Action

Dear _____:

In order for Portland to get Federal funds for local planning, housing, development, or renewal, we must have a certified "Workable Program for Community Improvement." One of the things required to have the "Workable Program" recertified each year is to show progress in coordinating or centralizing all relocation activities of all bodies or agencies of the local government who displace people or businesses during the course of carrying out their development plans.

Therefore, I am requesting your cooperation in establishing a coordinated effort to relocate any and all families, individuals, or businesses which are displaced by any of our activities.

It would be evidence to the Federal Government of our determination to coordinate our relocation activities if you would address a letter to this office advising us of your interest in calling upon or contracting with the Portland Development Commission for such relocation service as may be appropriate and within your legal or moral obligation to provide. The reason I mention the Portland Development Commission is they have a staff trained and experienced as specialists in this service, and have carried out complete relocation services under Federal, State, and local laws for more than six years.

It would be well if a representative from each organization could meet in the near future to learn more of the requirements of the Workable Program and the importance of providing well-coordinated relocation services in maintaining Workable Program certification by the Dept. of Housing and Urban Development.

D R A F T

-2-

May we hear from you soon regarding this letter.

Sincerely,

TERRY D. SCHRUNK
Mayor of the City of Portland

From the Desk of

FRANCIS J. IVANCIE

EXECUTIVE ASSISTANT TO THE MAYOR

303 CITY HALL

PORTLAND, OREGON

September 7, 1966

Communication from D. H. Moehring, Right of Way Engineer, State Highway Department, regarding persons or businesses displaced by governmental action.

FJI

1

**Mr. John Kenward, Director
Portland Development Commission
2000 SW First Avenue
Portland, Oregon 97201**

COMMISSIONERS

GLENN L. JACKSON, CHAIRMAN
MEDFORD
KENNETH N. FRIDLEY, MEMBER
WASCO
DAVID B. SIMPSON, MEMBER
PORTLAND



STATE OF OREGON
STATE HIGHWAY DEPARTMENT
SALEM 97310

RECEIVED
AUG 25 1966

MAYOR'S OFFICE

August 26, 1966

MAYOR	<i>[Signature]</i>
EXEC. ASST.	
EXEC. ASST. I	
COMM. ASST.	
ADM. SEC.	

The Honorable Terry D. Schruck
City Hall
Portland, Oregon 97204

Relocation of Persons
or Businesses Displaced
by Governmental Action

Dear Mayor Schruck:

Your letter dated August 16, 1966, to Mr. Warren C. Powell has been handed to me for reply.

Relocation of persons or businesses displaced by Highway activity has been a part of our acquisition program since the announcement of the Federal requirement in November, 1962, to furnish Relocation Advisory Assistance to displaced persons.

Since the 1962 date, we have followed a program of rendering assistance to persons displaced and, in addition, with the enactment of enabling legislation by the Oregon Legislature in April of 1963, we have been making relocation payments to individuals and businesses who have been displaced.

Our program has been on a State-wide basis, and we have cooperated with City Housing Administrations and, in the case of Portland, the Portland Public Housing Commission and the Portland Development Commission. We will be most happy to continue the cooperation with these organizations in providing data concerning the number of persons relocated.

It is not possible for us to contract with the Portland Development Commission for relocation service, as we have our own State-wide organization to handle our relocation program.

Very truly yours,

G. E. ROHDE
Chief Counsel

[Signature]
D. H. Moehring
Right of Way Engineer

DHM:JP

cc: G. E. Rohde
Warren C. Powell
R. W. Gormsen

From the Desk of

FRANCIS J. IVANCIE

EXECUTIVE ASSISTANT TO THE MAYOR

303 CITY HALL
PORTLAND, OREGON

September 7, 1966

Communication from D. H. Moehring, Right of Way Engineer, State Highway Department, regarding persons or businesses displaced by governmental action.

FJI

1

Mr. John Kenward, Director
Portland Development Commission
2000 SW First Avenue
Portland, Oregon 97201

RECEIVED
AUG 29 1966

MAYOR'S OFFICE

MAYOR	
EXEC. ASST. II	
EXEC. ASST. I	
COMM. ASST.	
ADM. SEC.	

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Businesses Displaced
Governmental Action

Mr. Warren C.

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Very truly yours,

G. E. ROHDE
Chief Counsel

D. H. Moehring
Right of Way Engineer

DHM:JP

cc: G. E. Rohde
Warren C. Powell
R. W. Gormsen

Ira C. Keller
Chairman

A. V. Fonder
Secretary

Harold Halvorsen
Vincent Raschio
Edward H. Look

PORTLAND DEVELOPMENT COMMISSION

2000 S.W. FIRST AVENUE • PORTLAND, OREGON 97201 • 226-4036

August 10, 1966

John B. Kenward
Executive Director

RECEIVED
AUG 11 1966

MAYOR'S OFFICE

MAYOR	<i>[Signature]</i>
EXEC. ASST.	2
EXEC. ASST.	<i>[Signature]</i>
COMM. ASST.	<i>[Signature]</i>
ADM. SEC.	

Honorable Terry D. Schruk
Mayor
City Hall
Portland, Oregon

Attention: Mr. Francis Ivancie
Executive Assistant to the Mayor

Dear Mayor Schruk:

Attached is a memo from our Chief of Relocation and Property Management, E. R. Wiley, relative to the relocation situation which arises from the construction of the new Federal Office Building.

I believe the memo provides a good deal of the information you were interested in obtaining.

Yours very truly,

[Signature]
John B. Kenward
Executive Director

JBK:j
Enclosure

August 8, 1966

MEMORANDUM

TO: John B. Kenward, Executive Director

FROM: E. R. Wiley, Chief of Relocation and Property Management

SUBJECT: Residents and Businesses in the Federal Building Site

During the last week of July, 1966, the Portland Development Commission relocation staff surveyed the site of the planned Federal Building, a two-block area bounded by S. W. Madison, Jefferson, Second and Fourth, at the request of the office of Mayor Terry Schrunk.

The Relocation staff found a variety of businesses in the site area. Of the 16 now in operation, the most common were cafes, taverns, parking lots, and hotels. Eleven business establishments plan to continue in operation after the area is redeveloped; three plan to discontinue; one is uncertain; and, we have no information on the remaining one. Eight business sites have been abandoned since the Government's purchase of the property.

Five institutions now occupy the site. Of these, two are Church-related missions. Three of these institutions will definitely continue their operations; and, we have no information on the future plans of the remainder. The following list identifies the businesses and institutions in the area:

<u>Name</u>	<u>Address</u>	<u>Con- tinue</u>	<u>Dis- cont.</u>	<u>Uncertain or unknown</u>
Aero Vapor Steam Baths	1237 S.W. 3rd	x		
Bea's Cafe	206 S.W. Madison		x	
Continental Rent-a-car Gar.	1215 S.W. 3rd	x		
Dently Hotel	1212 S.W. 4th			x
Ellis Parking Garage	205 S.W. Jefferson	x		
Freddie's Tumble Inn	1212 S.W. 3rd	x		
Heydt & Streib Saddlery	1234 S.W. 3rd	x		
Kissler's Bicycle Shop	1238 S.W. 4th	x		
Life Revival Center	1206 S.W. 3rd	x		
Madison Barber Shop	210 S.W. Madison	x		
Madison Square Garden	202 S.W. Madison		x	
Namba Cleaners	1224 S.W. 3rd	x		
Oregon Polytechnic Institute	1208 S.W. 4th	x		
AA Pass Club	312 S.W. Madison	x		
Peniel Open Door Mission	332 S.W. Madison			x
Plummer Drug Co.	1202 S.W. 3rd	x		
Rose's Used Clothing	225 S.W. Jefferson	x		
Spar Cafe	1218 S.W. 3rd	x		
Swiss Hall Cafe	1238 S.W. 3rd			x
Temple Hotel	1232 S.W. 4th		x	
U. S. Army Recruiting	300 S.W. Madison	x		

The survey found that 57 people live in the area chosen for the Federal Building. Most of these are single individuals, white, male, and paying \$32-\$35 per month for rent.

Specifically, 53 of the residents are single; the remaining 4 persons form two families. Two individuals and one family are non-white, with the remaining population white. All the residents are renters. All of the residents are over age 25; 22 of the individuals and both of the families are over age 62. 44 of the individuals are male; the remaining 8 are female.

The income picture of the residents is relatively low. About 40% of the individuals, and both families, receive income in the amount of Welfare aid or just slightly more (\$100-\$149 per month). Seven reported their income as coming directly from Welfare; 16 more from Social Security or related sources. Only four individuals receive incomes over \$350 per month.

The rent prices in the area range between \$24 and \$50 per month. The Welfare recipients are all paying more than 20% of their income for rent: in one case, one resident pays 40% of his monthly income for rent. The following table shows the income distribution of the residents, and by comparison, the number who are renting in each corresponding price bracket:

RENT - INCOME DISTRIBUTION OF FEDERAL BUILDING SITE RESIDENTS

Monthly Income Figure	Receiving this amt:		Monthly Rental Amount: \$	Monthly Rental (1/5 of Income) Paying this amount:	
	#	%		#	%
\$0 -199	23	43.4	\$0 -39	41	77.4
\$200-249	4	7.54	40 -49	9	17.
\$250-299	1	1.89	50 -59	2	3.78
\$300-349	4	7.54	60 -69	0	0
\$350-399	3	5.67	70 -79	0	0
\$400-449	1	1.89	80 -89	0	0
\$450+	0	0	90+	0	0
Unknown	<u>17</u>	32.1		<u>1</u>	1.89
Total	53			53	

Both families are in the \$100-\$149 income bracket, and both are paying over 20% of their income for rent (\$30 and \$35).

Nearly half of the residents are eligible for low-rent public housing. Out of the 53 individuals, 24 fall into this category; both families qualify for public housing.

The residents interviewed include 28 temporary residents in one of the hotels, whom we assume to be representative of those who will be living there at the time the property must be vacated.

From the Desk of

FRANCIS J. IVANCIE

EXECUTIVE ASSISTANT TO THE MAYOR

303 CITY HALL

PORTLAND, OREGON

September 16, 1966

**Copies of letters from Port of Portland
and Park Bureau regarding relocation.
For your information.**

FJL. j

**Mr. John Kenward
Executive Director
Portland Development Commission
2000 S. W. 1st Avenue
Portland, Oregon**



To- Kenward

1922-2221

DIAMOND SET

1922-2221

Commissioners
 HOWARD B. SOMERS
 President
 HAROLD S. HIRSCH
 Vice-President
 ERLING E. JACOBSEN
 Secretary
 LEE E. CALDWELL
 Treasurer
 DONALD G. DRAKE
 RAYMOND M. KELL
 DENNIS J. LINDSAY
 LEW S. RUSSELL
 ROBERT B. WILSON

General Manager
 GEORGE M. BALDWIN

Ass't General Manager
 R. A. NEUMEISTER

Mgr., Aviation Dept.
 J. V. FRYBERGER

Mgr., Industrial
 Development Dept.
 L. E. ARNOLD, JR.

Mgr., Marine Dept.
 A. J. HEINEMAN

Comptroller
 E. W. BAUER

Mgr., Research and
 Planning Dept.
 W. S. DIRKER

Chief Engineer
 R. F. DOW

Mgr., Public
 Affairs Dept.
 W. G. PROCTOR



RECEIVED
 AUG 25 1966

MAYOR'S OFFICE

Swan Island, P.O. Box 3529, Portland, Oregon 97208

Telephone 503-285-5271

61A

MAYOR	<i>[Signature]</i>
EXEC. ASST. I	In reply refer to:
EXEC. ASST. II	
COMM. ASST.	
ADM. SEC.	

August 19, 1966

Mayor Terry D. Schruck
 City Hall
 Portland, Oregon 97204

Dear Mayor Schruck:

Regarding your letter of August 17th regarding relocation of persons or businesses displaced by governmental action, we would be pleased to have the Portland Development Commission provide us with such relocation service as may be appropriate within our mutual jurisdictions. In actuality we have very few occasions to call upon such services. However, we would be very pleased to work with the Development Commission in relocation of businesses in one of the Port developed industrial areas when appropriate.

An early meeting regarding the requirements of a Workable Program would be of great interest and we will await your call on this matter.

Very truly yours,

THE PORT OF PORTLAND

[Signature]
 GEORGE M. BALDWIN
 General Manager

251B

DATE 9-14-66

from the

To Kenward

COMMISSIONER OF FINANCE

TO Mayor Schrunk

.....PLEASE INVESTIGATE AND REPORT BACK TO THIS OFFICE.

X.....REFERRED FOR YOUR ATTENTION OR INFORMATION.

.....PLEASE PREPARE ORDINANCE IF IN ORDER.

.....PLEASE ANSWER OR ARRANGE.

Note: _____

CITY OF PORTLAND
INTER-OFFICE CORRESPONDENCE
(NOT FOR MAILING)

RECEIVED
10 11 1966

September 12, 1966
MAYOR'S OFFICE

From Bureau of Parks
To Department of Finance
Addressed to Commissioner Ormond R. Bean
Subject Relocation of persons or businesses displaced by governmental action

MAYOR	
EXEC. ASS.	
CLERK ASST.	
CLERK ASST.	
ADM. SEC.	

Dear Commissioner Bean:

Reference is made to the letter from Mayor Schrunk dated August 18 relating to the relocation of persons or businesses displaced by governmental action.

Please be advised that the Bureau of Parks currently is not proposing any land acquisition that would require relocation of any such persons or businesses.

Very truly yours,

Superintendent of Parks

HBB:mg

Urban Renewal
4339

FRANCIS J. MURNANE

1527 S. W. COLUMBIA STREET
PORTLAND, OREGON 97201

RECEIVED
NOV 3 1966

61E
223-9162

MAYOR'S OFFICE

October 23, 1966

MAYOR	<i>[Signature]</i>
EXEC.	
ASST. M.	<i>[Signature]</i>
EXEC.	
ASST. I	
COMM.	
ASST.	<i>[Signature]</i>
ADM.	
SEC.	

Mr. Ira C. Keller, Chairman
Portland Development Commission
2000 SW First Avenue
Portland, Oregon 97201

Dear Mr. Keller:

I want to express my congratulations and gratitude for the splendid accomplishments of the Portland Development Commission in the South Auditorium Urban Renewal Project. The people of our city can take pride in the foresight, skillful planning and dedication to the public good which are the characteristics of this lovely addition to Portland.

The pleasing architectural tone and the beautiful landscaping, coupled with an inspiring fountain which reflects the ruggedness and power potential of our region, provide a Portland Center which is catered for gracious living. It is truly a welcome change to find that people are the first consideration; the automobile, secondary. Pettygrove Park, Lovejoy Plaza, the pedestrian walkways and the attractive lighting fixtures are a delight to the eyes and a balm to the spirits. Here is a complex that invites strolling and a contemplative attitude, plus a fountain which has endless possibilities.

Years ago, I lived in a lovely old mansion which stood on the site where the apartment tower, numbered 222 SW Harrison Street, now reaches for the sky. In those days, 403 Second Street was an impressive structure that reflected the beauty of a bygone era. How fitting that such an attractive building now stands on the old site which symbolizes the beauty and gracious living of our own times!

The Portland Development Commission has more than justified my support of the measure which triggered the renaissance of my old neighborhood. What has been done augurs well for the future. You have indeed made a distinctive contribution to the growth of Portland and raised an esthetic and cultural standard which will inspire others to emulate.

Copies to:
Portland City Council
Mayor Terry D. Schrunk ✓
Commissioner William A. Bowes
Commissioner Ormond R. Bean
Commissioner Stanley W. Earl
Commissioner Mark(Buck)Grayson

Sincerely,

Francis J. Murnane
Francis J. Murnane

DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT
FEDERAL HOUSING ADMINISTRATION
520 Southwest Sixth Avenue
Portland, Oregon 97204

Office of
THE DIRECTOR

October 10, 1966

RECEIVED
OCT 11 1966
MAYOR'S OFFICE

MAYOR	<i>[Signature]</i>
EXEC. ASST. II	<i>[Signature]</i> X
EXEC. ASST. I	<i>[Signature]</i>
COMM.	<i>[Signature]</i>

IN REPLY PLEASE REFER TO:

CU: J. H. Carter, Jr.
226-3361
Ext. 1971

Honorable Terry D. Schrunck
Mayor of the City of Portland
Office of the Mayor
Portland, Oregon

Dear Mayor Schrunck:

Thank you for the invitation to participate in the relocation conference this Friday.

We will be pleased to do this and anticipate that John Green, Assistant to the Director, and John Carter, Chief Underwriter, will attend along with me.

Sincerely yours,



Oscar Pederson
Director

61 E

CITY OF PORTLAND
INTER OFFICE CORRESPONDENCE
(NOT FOR MAILING)
June 9, 1966

RECEIVED
JUN 10 1966

From Dept. of Public Works, City Planning Commission
To Dept. of Mayor's Office
Addressed to Mayor Terry D. Schrunk
Subject Design Controls in areas south
 of SW Arthur Street

MAYOR'S OFFICE

MAYOR	<i>[Signature]</i>
EXEC. ASST. II	
EXEC. ASST. I	<i>[Signature]</i>
COMM. ASST.	<i>[Signature]</i>
ADM. SEC.	

Dear Mayor Schrunk:

This communication is in reference to the suggestion of John Kenward that some controls should be instituted across Arthur Street from the South Auditorium urban renewal project. This area containing Lair Hill Park and the Neighborhood House is definitely eligible for a clearance-type urban renewal project.

In the past we have suggested to the Housing Authority this would be a good location for housing for the elderly. Also we have informally suggested to Portland State College officials that this might be a good location for dormitories for students.

This is a rather small area and we do not feel that it can be maintained as a neighborhood for homes for families with children. Its proper use would be as indicated above or perhaps for some other institutional use. However, the present condition is such that it is difficult to justify a design control zone because there are few buildings which warrant preservation or enhancement.

I shall bring the suggestion to the attention of the Design Committee to determine the feasibility of proposing a Design Control Zone on the south frontage of Arthur Street only. This might prevent the worst that could happen. Although I suspect that without total renewal there is little prospect of acceptable upgrading taking place.

Respectfully submitted,

Lloyd T. Keefe

Lloyd T. Keefe
Planning Director

LTK/yh

667B

from the office of

TERRY D. SCHRUNK, Mayor

Rm. 303, City Hall

Portland 4, Oregon

Date May 27, 1966

To: 1. Commissioner Bowes

2. _____

3. _____

Reading

Check:

_____ Approval

_____ Necessary Action

_____ Prepare Ordinance

_____ Proc. - Resolution

_____ XXX Investigate and Report

_____ Answer or Arrange

_____ Prepare Answer for

_____ Mayor's Signature

_____ Note and Comment

_____ Note and Confer

_____ Note and File

_____ Note and Return

Comments: Copy of letter from John B. Kenward, Executive Director, Portland

Development Commission, concerning construction taking place south of
the South Auditorium Urban Renewal Project. Please give me a report
on this matter.

TDS

May 27, 1966

Mr. John B. Kenward
Executive Director
Portland Development Commission
2000 SW First Avenue
Portland, Oregon 97201

Dear Mr. Kenward:

This will acknowledge receipt of your letter of May 16, 1966, expressing your concern about the development of the area south of the South Auditorium Urban Renewal Project.

I have forwarded copies of your letter to the other members of the Council and the Planning Commission, for their information, and I have asked Commissioner Bowes to give me a report.

Thank you for calling this to our attention.

Yours truly,

M A Y O R

TDS:1

from the office of

TERRY D. SCHRUNK, Mayor
Rm. 303, City Hall
Portland 4, Oregon

Date May 27, 1966

To: Lloy Keefe, Planning Commission

_____ Approval

_____ Necessary Action

_____ Prepare Ordinance

XXX For Your Information

_____ Investigate and Report

_____ Please Answer

_____ Release to Press

_____ Mayor's Signature

_____ Note and Comment

_____ Note and Confer

_____ Note and File

_____ Note and Return

Comments: Copy of letter from John B. Kenward, Executive Director, Portland
Development Commission, concerning construction taking place south of the
South Auditorium Urban Renewal Project. For your information.

TDS

from the office of

TERRY D. SCHRUNK, Mayor

Rm. 303, City Hall

Portland 4, Oregon

Date May 27, 1966

To: Commissioner Grayson

Approval

Necessary Action

Prepare Ordinance

XXX For Your Information

Investigate and Report

Please Answer

Release to Press

Mayor's Signature

Note and Comment

Note and Confer

Note and File

Note and Return

Comments: Copy of letter from John B. Kenward, Executive Director, Portland

Development Commission, concerning construction taking place south of the

South Auditorium Urban Renewal Project. For your information.

TDS

from the office of

TERRY D. SCHRUNK, Mayor

Rm. 303, City Hall

Portland 4, Oregon

Date May 27, 1966

To:

Commissioner Earl

_____ Approval

_____ Necessary Action

_____ Prepare Ordinance

XXX For Your Information

_____ Investigate and Report

_____ Please Answer

_____ Release to Press

_____ Mayor's Signature

_____ Note and Comment

_____ Note and Confer

_____ Note and File

_____ Note and Return

Comments: Copy of letter from John B. Kenward, Executive Director, Portland

Development Commission, concerning construction taking place south of the

South Auditorium Urban Renewal Project. For your information.

TDS

from the office of

TERRY D. SCHRUNK, Mayor

Rm. 303, City Hall

Portland 4, Oregon

Date May 27, 1966

To: Commissioner Bean

_____ Approval

_____ Necessary Action

_____ Prepare Ordinance

_____ ~~XXX~~ For Your Information

_____ Investigate and Report

_____ Please Answer

_____ Release to Press

_____ Mayor's Signature

_____ Note and Comment

_____ Note and Confer

_____ Note and File

_____ Note and Return

Comments: Copy of letter from John B. Kenward, Executive Director, Portland
Development Commission, concerning construction taking place south of the
South Auditorium Urban Renewal Project. For your information.

TDS

from the office of

TERRY D. SCHRUNK, Mayor

Rm. 303, City Hall

Portland 4, Oregon

Date

5/23/66

To:

Gary

Approval

Necessary Action

Prepare Ordinance

For Your Information

Investigate and Report

Please Answer

Release to Press

☒ Mayor's Signature

Note and Comment

Note and Confer

Note and File

Note and Return

Comments:

Will have checked etc
Copy City Commissioners
Planning Comm,
Ask Bowers to investigate
& report.

Ira C. Keller
Chairman

A. V. Fonder
Secretary

Harold Halvorsen
Vincent Raschio
Edward H. Look

PORTLAND DEVELOPMENT COMMISSION

2000 S.W. FIRST AVENUE • PORTLAND, OREGON 97201 • 226-4036

May 16, 1966

John B. Kenward
Executive Director

MAYOR	<i>[Signature]</i>
EXEC. ASST. II	<i>[Signature]</i>
EXEC. ASST. I	
COMM. ASST.	
ADM. SEC.	

RECEIVED
MAY 17 1966

MAYOR'S OFFICE

Honorable Terry D. Schruck
Mayor
City Hall
Portland, Oregon 97204

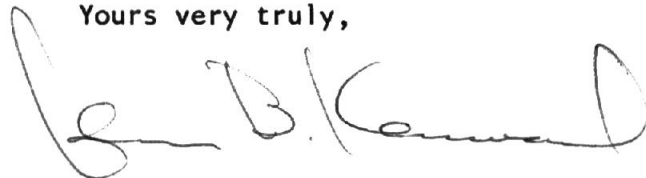
Dear Mayor Schruck:

Evidence is beginning to accumulate that a considerable development is about to take place in the area south of the South Auditorium Urban Renewal Project. Construction of two gas stations on opposite corners of First Avenue is under way immediately south of the project on Arthur Street. Other commercial structures will soon follow.

It is a matter of some concern to the Portland Development Commission that the careful design and sign controls exercised in the urban renewal area, which have resulted in an orderly, civilized environment, characterized by restraint and good taste, will in a short time come to naught if the area should soon be surrounded by chaotic building and ugly signs. There is the clear danger that individual promoters will profit and otherwise attempt to take advantage of the upgrading of the area, but they themselves will contribute nothing toward the beauty and continued betterment of this important section of Portland.

It would seem most urgent that the controls available through the Design Committee of the City Planning Commission and other agencies of the City be exercised with particular care and vigor over projects proposed for development in areas surrounding our South Auditorium Urban Renewal Area.

Yours very truly,



John B. Kenward
Executive Director

JBK:j