

Time Out to Say *Thanks*

As many of you may know City Council recently approved a new urban renewal area in North Macadam. The 4-0 vote with one abstention was the culmination of more than two years of work on the part of more than 75 individuals including city staff, business leaders, property owners, and private citizens. Concurrent with the urban renewal planning process a Framework Plan was also developed and taken to Council where it passed with a 5-0 vote. The Framework Plan established the common vision for the district while the urban renewal plan provided the implementation strategy.

While I have let PDC staff know how much I appreciate their tireless efforts on this project, I wanted to take this opportunity to extend my appreciation to all of the other citizens who devoted personal and professional time to the numerous committee meetings (more than 200!) as well as the public open houses and hearings. Their names and committee assignments are listed on pages seven and eight.

With property owners' continued leadership, North Macadam truly does promise to be Portland's next great neighborhood. The goals of the North Macadam project call for creating 8,500 to 10,000 jobs in a mix of occupations and income levels within the district over the next 20 years. The plan also calls for 1,500 to 3,000 new housing units in a new neighborhood that reflects a diversity of well-designed housing types and accommodates a wide range of income levels.

Extending the Willamette River Greenway to the south, doubling its width to 50 feet and connecting it to the 40-mile loop are key elements of the recreational and greenspace planning for the area. Plans for four more parks, open spaces,

(continued next page)

PDC is moving again! The new City "1900 Building" has been completed and PDC staff will begin moving our offices on September 16. Our new address will change very little from our current one, however. It will now be 1900 SW Fourth, Suite 7000 instead of Suite 100. The zip code stays the same.

The 161,000 square foot building will assemble all City bureaus involved in Development or Development Review under one roof. The Office of Planning and Development, the

Hearings Office, and the Bureau of Licenses will join us in the new center located just to the south of our current building. PDC will be

PDC Offices on the **M**ove

After October 4th, PDC's new address will be:

*Portland Development Commission
1900 SW Fourth Avenue, Suite 7000
Portland, OR 97201-5304*

located on the seventh floor and on a portion of the sixth. We will be the last bureau to make the move.

Our move will take place in three separate phases: The Economic Development and Housing Departments will move September 16 through 19; the Development and Executive Departments will move September 23 through 26, and Finance will move September 30 through October 3. Our phones will remain working throughout the

move, so PDC staff can be reached easily at the same phone numbers. We anticipate no interruption of service to our clients and community partners.

The building promises to be very customer-service oriented as well as aesthetically pleasing. Convenient short-term visitor parking will be available in the two-level garage beneath the building and public art is featured throughout the facility.

A full building Open House is scheduled for Wednesday, October 27 from 4 p.m. to 7 p.m. so please join us for a tour and light refreshments.



PDC is moving to the sixth and seventh floors of the new City "1900 Building".

natural areas, urban plazas, green streets and public attractions are also included.

With its transportation goals, the North Macadam project will be a catalyst for joining surrounding neighborhoods and strengthening the heart of the region. The project calls for new streets and other opportunities to make the district accessible by multiple forms of public transportation such as the new streetcar line extension, a tram to Marquam Hill, and bus service.

Our work is far from over, however. Over the next 60 to 90 days, PDC staff will continue to work with the Steering Committee to develop a work plan for addressing the main concerns expressed. These include stormwater issues, expanding the Greenway setback, Endangered Species Act implications and bank treatment, and additional funding for housing. The work plan will be implemented over the next year with a report back to Council next summer.

We look forward to continuing this work with our valued partners. This process has served as proof that in Portland we can make bold moves to enhance and maintain our city's

livability and do it in a spirit of hard work, consensus building and respect for all points of view. I applaud your efforts and thank you sincerely.



Felicia Trader
Executive Director

Robin Roberts Joins PDC as Economic Development Director



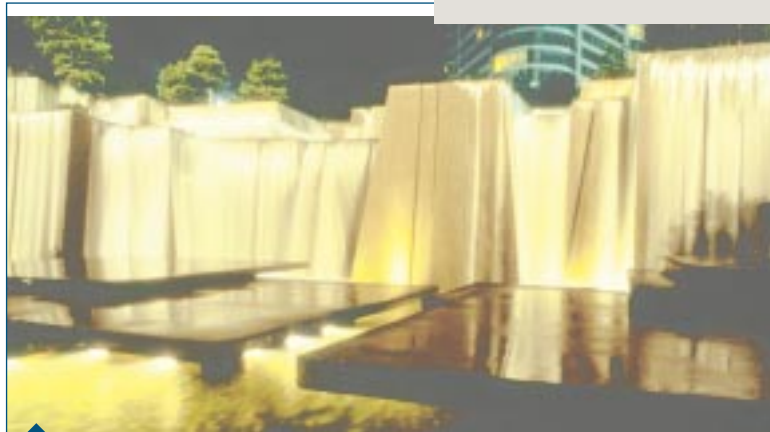
Robin Roberts, most recently Executive Director of the Central Oregon Economic Development Council (COEDC), has joined PDC as the new Economic Development Director.

During her tenure at the COEDC, Roberts assisted in recruiting or retaining 34 companies and over 1,166 jobs. Before joining COEDC Roberts served as International Program Manager and Tourism Development Manager for the Oregon Economic Development Department's Tourism Commission. She is a graduate of Oregon State University and holds a master's degree from Portland State University.

She has served on the board of the Oregon Downtown Development Association; the advisory council of the Portland Art Museum Imperial Tombs of China Exhibit; the board of the Oregon Economic Development Association; and as president of the board of the Cascade Festival of Music.

"I am delighted to be back in Portland," said Roberts. "Working with the PDC team and City of Portland, as well as regional partners, will be exciting and rewarding."

PDC Projects Win National Recognition



Among PDC's first urban renewal projects, the Ira Keller Fountain was recently honored with a "Millennium Award".

Two of PDC's projects from the 1970s were recently honored by the American Society of Landscape Architects with a Medallion Award as significant projects for the century. Only 362 projects nationwide received this designation. The Ira Keller Fountain,

architect Lawrence Halprin, was completed in 1970 and was a focal point for the South Auditorium Urban Renewal Area redevelopment. Originally called the "Forecourt Fountain" it was rededicated in 1978 in honor of PDC's first Commission Chairman, Ira Keller. The second project honored was Waterfront Park, the centerpiece of the South Waterfront Urban Renewal Area.

Work along Martin Luther King, Jr. Boulevard was also recently honored by the National Council for Economic Development. The awards are given in recognition of projects and programs that have had a significant impact on their communities and provide a model to the industry.

Department *H*ighlights

Housing Update ◆

1998-1999 Results: Unofficial early results show that PDC's Housing Development Finance section produced 1,059 units during fiscal year 1998/99. This work was done in an environment of shrinking resources and represents considerable effort by staff and their community partners.

Rosemont RFP: PDC and the Bureau of Housing and Community Development have been working for a number of months with neighborhood residents to produce a mutually agreeable redevelopment plan for the Rosemont property at 597 N. Dekum. That process reached consensus and a Request for Proposals (RFP) has been issued for the eight-acre site. The RFP is seeking proposals for a range of 167 to 251 owner-occupied and rental housing units. Two to three plans will be selected for public review and comment. Work on the project should begin by next summer.

Spring Rental Housing RFP: The selection process for the Spring Rental Request for Proposals has been completed. Eleven projects were chosen for a funding total of \$5,217,509. The selected projects will provide 613 units of affordable housing, including approximately 285 units of family housing.

Housing Development Finance Products Manual: The Housing Department completed the Housing Development Financial Products Manual. The manual outlines guidelines for housing finance products available through PDC for the development, preservation and/or acquisition of

rental and multifamily housing, including loans, equity gap contributions, fee waivers and credits and tax abatements.

The new manual is a "one stop" source of information on all of the currently available financial products and outlines PDC's new processes for allocating funds, including Requests for Proposals and developer initiated applications.

PDC Homestyle Loans: PDC recently teamed up with the Albina Community Bank to offer our Fannie Mae HomeStyle repair and renovation loans. The goal of the partnership is to expand the customer base by combining resources and outreach efforts and increase market awareness of the loans. The HomeStyle Loan program is a refinancing or purchase package that allows for greater loan funds by considering the value of the home after planned repair work is done. The program is offered to residents at all income levels.

PROJECT OPENINGS

Village at Lovejoy Fountain: June 24 marked the grand opening of the Village at Lovejoy Fountain. The 198-unit complex features studio, one and two-bedroom units in five stories of housing over two levels of parking. It is the first new housing developed in the South Auditorium area in 20 years. Forty of the units are targeted to residents earning 50 percent or below of area median income. PDC was one of the public funders for this project. The developer is Oregon Pacific Capital Management Corp.



◆ **Villa de Sueños:** June 15, marked the opening of the Villa de Sueños Apartments at 6800 NE Killingsworth. The project provides 28 families living below 30 to 60 percent of area median income with three or four bedroom, two bath homes. The nearly 100 children expected to live in the complex will enjoy open space and playgrounds. Residents will also be able to take advantage of an extensive bilingual/bicultural network of health and social services at the new community health and social service center on the site. PDC provided essential public funding for the project. The developer is Hacienda CDC.



◆ **Center Commons:** Formerly known as the 60th and Glisan project, this five-acre transit-oriented development on one of Portland's largest infill sites officially broke ground on June 18. The project features a mix of

affordable, market-rate and for-sale residences. It combines a 72-unit senior apartment building; a 60-unit family apartment building with a day care facility; a 56-unit market-rate apartment building with retail and 26 for-sale town homes. Speakers at the groundbreaking included Mayor Katz and representatives

from the neighborhood association, Oregon Housing and Community Services, Tri-Met and Metro.

Alberta Simmons: The Alberta Simmons Plaza, a 73-unit mixed-use complex at 6611 NE Martin Luther King, Jr. Boulevard opened July 13. The new housing, developed by Housing Our Families, is targeted at seniors. Each of the one-bedroom units is approximately 540 square feet and features a full-size kitchen. The facility offers a library, conference and meeting rooms as well as 5,000 square feet of commercial space. Rents are very affordable and include all utilities. PDC was one

of a number of lenders for the project.

Fifth Avenue Court: July 26 marked the opening of The Fifth Avenue Court Apartments at NW 5th Avenue and Davis Street. The building includes 96 units of affordable

and market rate apartments, two levels of parking and 15,000 square feet of ground floor retail space. The Kalberer Co. is the developer. PDC helped provide financing for the project.

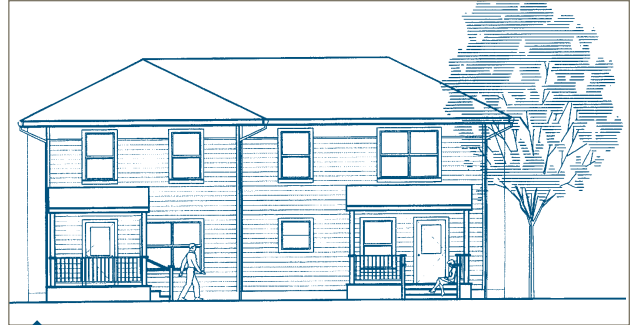


◆ Endelea Court:

Endelea Court, a complex of six family apartments opened July 29. Endelea (pronounced Endayleah) is Swahili for “working together to move ahead.” The one-bedroom unit and the two, two bedroom units are targeted for families at 0 to 30 percent of median family income (MFI). The three, three-bedroom units are for families at 0 to 50 percent of MFI. PDC was one of the

lenders for this project. The project developer is Sabin CDC.

Macdonald Center: August 26 marked the opening of the Maybelle Clark Macdonald Center and Residence at NW 6th and Couch Street. The complex includes 54 assisted-living units for low income residents. PDC was one of the lenders on the project.



◆ Columbia View:

Also opening on August 26 was the Columbia View, a seven-unit project providing affordable, family-size units. The units are located at 4629-4641 NE 118th. PDC helped provide funding for this much-needed housing. The project developer is Human Solutions.

Tistilal Village: A naming and blessing ceremony was held for this 34-unit complex at 7622 N. Gloucester Ave. on August 28. The project was developed by Low-Income Housing by Native Americans of Portland Oregon (LIHNAPO). PDC provided critical funding for the project.

◆ Revitalization Update

Eastbank Update: Phase I is complete, Phase II is under construction and an RFP has been issued for the third phase of the Eastbank

Riverfront. It is expected that Phase III design work will begin later this fall and that construction could commence by summer 2001.



Eastbank Riverfront's Phase I, the floating walkway, will offer unique water level views when it opens next summer.

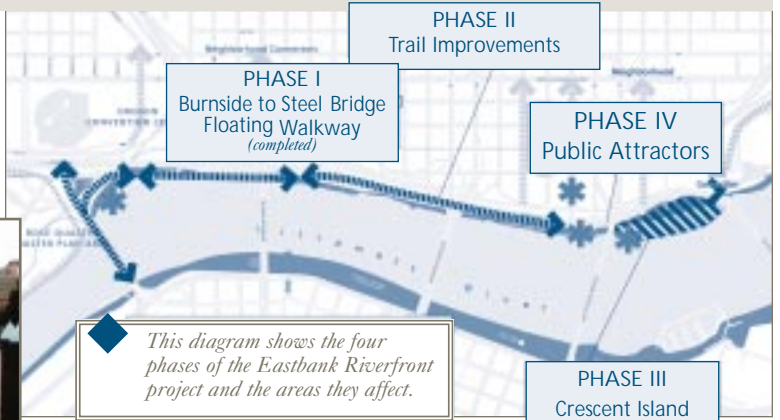
Completion is scheduled for summer of 2002 or 2003.

Phase III, referred to as “The Crescent,” is at the southern end of the park. At three acres, it has the potential to become the major feature of the Eastbank Riverfront and a gathering place attracting visitors from throughout

the Portland metropolitan area. The Crescent is expected to include a light watercraft center, major open space, parking

facilities, river access and a public attractor such as a combined arts facility. The site encompasses a triangular-shaped area between the I-5 freeway and the river, as well as the equivalent of two city blocks east of the freeway.

Currently, work is also proceeding on Phase II of this project.



This diagram shows the four phases of the Eastbank Riverfront project and the areas they affect.

Stakes and erosion controls are in place and heavy equipment has begun the process of clearing, grading and excavation for the new walkway connecting the floating walkway (Phase I) to the Hawthorne Bridge. The project includes a 14 foot wide concrete path, landscaping, lighting and irrigation as well as installation of the 16-foot “urban markers,” designed to orient people with respect to the city’s street grid along the walkway. The urban markers also provide a platform

for artwork and interpretive elements that explain the natural and cultural history of the site.

Phase II will also feature a stairway and ramp allowing walkers and cyclists new access to the Burnside Bridge, a sound wall under the Morrison Bridge and a boat dock at the east end of the Hawthorne Bridge. Completion is expected in summer 2000.

The local collaborative firm of architects and artists, RIGGA, has been selected to develop artwork

for Phase II. The five-member team has developed a concept that works with glass and steel in themes related to history and archaeology. RIGGA's plans center on a retaining wall near the Ash Street pier and on the Eastbank Riverfront site known as the "remnant wall," which marks the location of the historic Public Dock #2 from the first Port of Portland. The group is now finalizing its design that celebrates the rich maritime history of the eastside waterfront.

Oregon Agricultural Center RFP: PDC recently issued a request for proposals to develop an office building of about 100,000 square feet adjacent to the recently opened Food Innovation Center on Naito Parkway. The new building, together with Albers Mill, the Food Innovation Center, a 500-space parking garage and a future phase office building, will form a complex known as the Agricultural Marketing Center. The Center concept was identified in the River District Development Plan as a means to support Oregon's food-related industries and provide new jobs in the district.

Interstate Max: PDC staff has completed an initial study of the options and possibilities for a new urban renewal area in the Interstate Avenue corridor. One of the key elements of urban renewal there will be the proposed light rail line to the Expo Center. Staff concluded that there is broad community support for seeing the urban renewal area move forward and the area has the potential to generate significant funding for the many objectives of the community. As a

result of this work, PDC has entered into a number of purchase options for property in the area. The next step in the process will be the preparation of a more in depth Interstate Corridor Urban Renewal Area Feasibility Analysis that will continue to incorporate intense outreach to neighborhood residents and the business community.



◆ Lion dancers entertained the crowd at the groundbreaking for the Classical Chinese Garden held June 7.

Classical Chinese Garden: The official groundbreaking for the Classical Chinese Garden was held June 7. Speakers at the event included Mayor Katz; Madam Xu, First Secretary, US Embassy Peoples Republic of China; Cheryl Tonkin, Executive Director of the Classical Chinese Garden; and Mike Lindberg, Portland Suzhou Sister City Association. Entertainment was provided by Chinatown Lion Dancers, the Yat Sing Music Club, and the Portland Chinese Immersion School dancers. Completion of the Garden is scheduled for summer 2000. In a related action, PDC recently acquired property at NW 3rd and Glisan for a mixed use project. It is envisioned that the project will include two levels of parking to serve the Chinese Garden as well as approximately 140 units of housing and ground floor commu-

nity and retail space. The plan for the site is strongly supported by the Old Town/Chinatown Development Plan Steering Committee, which represents the various interests in the area, as well as the OldTown/Chinatown Visions Committee and the Historic Old Town Committee.

Nike Store Groundbreaking: July 7 marked the groundbreak-

ing for the new Nike store at NE Martin Luther King, Jr. Blvd and Knott Street. The new store will be 18,000 square feet, nearly twice the size of Nike's current store just a few blocks from the new site. The main floor will contain 13,000 square feet of selling space and the mezzanine level will contain 5,000 square feet for stockroom and office space. PDC staff was instrumental in putting elements of the deal together. The store is slated to open in early 2000.

South Park Square: Peter Walker, an internationally known landscape architect has been retained for design of the River District's first park. Six proposals were received for the project, but Walker's won out for its history of strong modern landscapes and particular attention to detail. South Park Square is located

between NW 10th and 11th Avenues, and Kearney and Johnson Streets. Construction is slated to begin in June 2000 with completion scheduled for winter 2000.

Mid-Town Blocks Update: Complimenting our work on the Mid-town Blocks Lighting Project (see the May issue of *PDC Quarterly*) is the recently approved Urban Garden project for the same area (SW Park and Ninth Avenues, from SW Washington to Salmon Streets). The project will include potted ornamental trees and plants, hanging flower baskets, and street trees. Work is slated to begin this fall with completion by late November.

Parcel 1 at RiverPlace: PDC is finalizing a development and disposition agreement with RiverPlace Partners, L.L.C. for the purchase and development of a hotel/residential project on Parcel 1 at RiverPlace – northwest of the PG&E Gas Transmission Northwest headquarters. The vision for the site is to develop a full service 80 to 130-room hotel combined with at least 150 residential units. Construction on the site could begin as early as summer 2000.

Streetcar Project: PDC has agreed to provide funds to help finance a portion of the new streetcar system that runs through the South Park Blocks Urban Renewal Area. This funding will allow the Portland Office of Transportation to extend the line to the new Portland State Urban Center. Construction is already underway and streetcar passenger service is scheduled to begin in spring 2001.

Recruitment/Retention

Activities: PDC is currently working with 10 companies looking to expand in our area – four in the central city, three manufacturers, two warehouse/distribution operations and one professional service operation. We are also working with nine other firms looking to locate in the area. Four manufacturers, two warehouse/distribution operations, and three customer service/professional service operations have visited Portland and been provided briefings and/or site tours. In addition, several companies have announced expansions recently including Columbia Housing, CNF, Oregon Rail Corp., Kanto Chemical and Dove Lewis. Combined, these companies will retain 1,249 jobs and potentially hire an additional 540 employees.

Freightliner: Freightliner recently announced plans to expand at their current location on Swan Island. The company plans to invest \$93 million in a state-of-the-art corporate headquarters, the purchase and renovation of the former Boise Cascade Research and Development facility, and investment in new production machinery and equipment. The company currently employs more than 4800 workers and plans to expand its employment by more than 400 jobs with the new facilities.

Freightliner has applied to participate in the Enterprise Zone program (the item goes to City Council this month) and has been working with community groups to determine the conditions of an

Enterprise Zone agreement. Some of the items in the agreement include:

- Development of a procurement plan aimed at expanding the total dollar value of purchases of goods and services from businesses within the N/NE Enterprise Zone during each year of the exemption period. Freightliner currently purchases about \$100 million of goods and services locally.
- Utilization of the City of Portland's Workforce Training and Hiring Program to increase apprenticeship training and work opportunities for minorities, women and disadvantaged workers in the construction trades.
- Participation in the City of Portland's MBE/WBE/ESB program in order to maximize use of Portland emerging small businesses in the construction project, particularly those in N/NE Portland.
- Filling more than 1,100 new and current position during the five year abatement period and entering into a First Source agreement as well as providing quarterly hiring summaries.
- Partnership in the development of long-term workforce systems such as a Swan Island Training Center to facilitate job readiness for Enterprise Zone residents.
- Providing public transit support for regular full-time and part-time employees.
- Providing childcare support to regular full-time employees with low household incomes.

Airport Lightrail: July 15 the Port of Portland, Tri-Met, the City of Portland, PDC and Bechtel celebrated the official

led by the Port of Portland, PDC teamed up with Portland General Electric, the Clackamas County Development Agency, the



Fred Hanson, Tri-Met; Mort Downey, U.S. Deputy Secretary of Transportation; Mayor Katz; Mike Thorne, Port of Portland; Commissioner Charlie Hales and George Passadore, Port of Portland unveil a new sign marking Airport Max's path from the airport to other regional points.

start of the project that will bring light rail to the airport in 2001. United States Department of Transportation Deputy Secretary Mort Downey also attended the festivities and toured the 5.5 mile light rail extension. The partners are sharing the cost of the \$125 million project—no federal funds, state general funds or additional property taxes are being utilized.

The project also includes the development of 120 acres at the Portland International Center, called Cascade Station. It will feature hospitality, retail, entertainment and office space served by two light rail stations as well as a pedestrian-friendly park block environment with open spaces and views of Mt. Hood. More than 10,000 new jobs are expected to be created there within the next 15 years.

Industrial Lands Survey: Staff has recently completed work with a number of other organizations on the Regional Industrial Land Study for the Portland-Vancouver metropolitan area. In an effort

Commercial Real Estate Economic Coalition, the Columbia River Economic Development Council, Metro and the Oregon Economic Development Department to conduct the study which encompasses Multnomah, Washington, Clackamas, Yamhill and Columbia counties.

The study concludes that the supply of readily developable industrial land in the six county area will be gone in seven to nine years. The result could be the loss of 94,000 jobs during the next 20 years unless steps are taken to address the shortage.

Among the other key findings:

- Approximately 2,317 acres (26 percent) of the net buildable supply in the Primary Metropolitan Statistical Area (PMSA) is classified as Tier A (readily developable without major constraints.) There are an additional 6,892 acres of land constrained by such factors as: insufficient infrastructure (e.g. roads and utilities),

ownership, size, redevelopment costs and outlying “rural” location.

- Certain areas/jurisdictions have little or no Tier A supply, such as Clackamas County with 47 acres. Other locations such as Clark County have over half of the Tier A inventory (1,345 acres.) These sub-regional disparities can have serious jobs/housing and transportation balance implications.
- There are few remaining parcels of industrial land over 50 acres in size. Over 60 percent of the industrial land inventory is in parcels of less than five acres, and 80 percent is in parcels of less than 10 acres. There are only three Tier A parcels in excess of 100 acres in the PMSA.

PDC staff will continue to work with its partners in the study to monitor the situation, review policy considerations and fine tune subsequent actions to be taken in addressing the issue.

Bio Science Summit: PDC Executive Director Felicia Trader joined Mayor Katz, Commissioner Jim Francesconi, PDC Chairman Marty Brantley and other PDC staff recently in a meeting with representatives of the bioscience and medical technology industry to further explore next steps in our work with this target industry. Dr. Peter Kohler, President of OHSU and Daniel Bernstine, President of PSU, addressed the industry/educational institution relationship. Jim Moon, CEO of Ikons Corp., and Dr. Anna Barker, President of Bio-Nova, provided the local industry perspective. Future meetings will be scheduled to address specific action items.

Brownfield Projects: Economic Development staff has recently completed and submitted the formal contract application materials to EPA for their approval of a \$500,000 Brownfield Cleanup Revolving Loan grant which was awarded to the City. The EPA grant will provide funds to assist property owners with the costs of site cleanup in order to bring contaminated properties back to marketable condition.



◆ PDC staff and Marshall High students celebrated the completion of a new Lents Plaza at SE 92nd and Foster. The Plaza was designed by the students.

Lents Event: A vacant lot in the middle of the Lents Business District at SE 92nd and Foster got a facelift from residents on July 17. The community held a work party to begin planting flowers, painting, clearing land and sprucing up the site which is slated for future development.

The temporary plaza was designed by a group of Marshall High School Seniors. PDC worked with the school to make participation in the plaza planning a part of the civics class curriculum. Some of the students who worked on the plaza design helped with the landscaping and construction this summer. The students also helped plan and host the event.

Activities at the event included a project sign unveiling, face painting, entertainment, children’s

activities and free hot dogs and root beer floats. In addition, the former adult video store located adjacent to the site will be converted into a temporary neighborhood crafts market while redevelopment plans are considered. Artisans from the craft market displayed and sold their work at the event.

Lents 2000 Update: PDC recently entered into a Memorandum of Understanding

with Morrison Companies, Rose Community Development and D.W. and Linda Owens for the development of a mixed use project at 91st and Foster. The project is expected to consist of approximately 25,000 square feet of commercial space, approximately 24 rental housing units and approximately five for-sale townhouses as well as parking on site.

PDC Quarterly is produced by the Portland Development Commission, the city's agency for housing, jobs and revitalization. Questions, comments, suggestions and mailing list additions should be directed to Martha Richmond, 503.823.3296



North Macadam Urban Renewal

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- Richard Brandman, Metro

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- Kerry Chipman, Corbett Terwilliger Lair Hill Neighborhood (CTLH)
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- Denny West, Housing Authority of Portland
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- Steve Gray, CTLH
- Tim Grewe, OFA
- John Hall, PDC
- Michael Harrison, Portland Planning Bureau
- Timothy King, citizen volunteer

Thank You

Thank you

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Kim MacColl, citizen volunteer

Garry Papers, SERA

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Martin Slapikas, CTLH

Cheryl Twete, PDC

Elaine Wilkerson, METRO

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Eric Parson,
Standard Insurance Company

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