Old Town Portland
District Planning & Design

OLIS
Oregon Leadership in Sustainability
Graduate Certificate Program

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The Oregon Leadership in Sustainability Program

The OLIS Graduate Certificate Program is an intensive program that trains students in the concepts and skills of sustainability. It is designed for students from diverse backgrounds who want to prepare for emerging sustainability careers in the public, private, and nonprofit sector.

The Old Town Portland: District Planning and Design report is the practicum for 2013 and represents the culmination of research in urban sustainability towards practical implementation. The following report contains collective and independent research on topics ranging from biophilic design to sense of place. Each section also includes specific implementation actions that reflect state-of-the-art practices both domestically and internationally.

The Oregon Commercial Real Estate Development Association (NAIOP) invited OLIS to participate in an annual “Design Challenge” to evaluate and prepare a development proposal for a project within the City of Portland. The program would include a project report and public presentation to share findings and recommendations. NAIOP Board Member Matt Cole coordinated the program design and final presentation. NAIOP mentors also served as advisors on specific technical areas.

The Downtown Development Group owns multiple properties throughout the City and graciously offered to collaborate with the researchers to study multiple sites in the Old Town District. Co-Presidents Greg and Mark Goodman provided invaluable assistance in advising and coordinating activities.

Many hands make great plans

Bureau staff and other government officials provided guidance on a variety of topics. Peter Englander with the Portland Development Commission and Tom Hogue with the Oregon Department of Land Conservation and Development shared insights on downtown redevelopment.

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Most importantly, this report is the result of intensive research by a core group of extraordinary, nationally-diverse researchers who share a commitment to urban sustainability in all its forms.

Sincerely,
Vicki Elmer, PhD
OLIS Program Director
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Old Town Portland has an extraordinary story from its inception as pioneer trade settlement and gateway to the Pacific, to its current status as a district within one of the most sustainable, compact cities in the world.

Portland’s Old Town retains much of its historic character and has received the highest level of recognition: the National Historic Landmark District. This report focuses on a portion of the Skidmore/Old Town District that is bounded on the north by West Burnside Street, on the south by SW Alder Street; on the west by SW 5th Avenue; and on the east by the Willamette River. The study area also includes additional sites on both sides of the Morrison and Burnside Street bridgeheads. The site contains approximately 69 acres [28 hectares] with almost 1/2 mile [0.75 kilometers] of river frontage.

In addition to its cultural heritage, the Old Town District is a part of the Portland Central City and participates in numerous, dynamic sustainability practices such as transit-oriented development, advanced bicycle and pedestrian design, and many other city-wide programs. Portland has an active program for creating EcoDistricts, and many of these elements will be considered for Old Town.

Part of the identity for Portland, and especially for the Old Town, is an eclectic culture that is often described as the “creative class.” This is expressed in the numerous Avant-garde design firms, advanced education institutions, unique events and vibrant nightlife.

This report examines each of these unique features as themes or scenarios: Cultural Heritage District, EcoDistrict and Creative District. Although they are considered individually, it is the intent of the researchers to synthesize the best attributes of each into a systems approach that creates the most appropriate vision for the Old Town District.

This report focuses on development programming and implementation actions to realize these proposals.
The Old Town Study Area exemplifies issues and objectives common to similar districts throughout the United States and other countries. Their histories have provided an invaluable cultural heritage, but this static design has also created new conflicts for contemporary urban life. The following list summarizes the issues expressed by local residents, business-owners and city officials:

- Access & Parking
- Commercial Development
- Culture, Entertainment & Tourism
- Historic Preservation
- Mixed-Use Development
- Public Space
- Revitalization
- Safety & Security
- Sense of Place, Identity & Branding
- Social Services

This list also creates a number of conflicting objectives that must be resolved before the district can cohesively move forward. The most predominant of these conflicts are the following:

1. **Revitalization v. Historic Preservation**
   The study area has numerous opportunities for new development, but there are questions as to how this can be compatible with the Historic Landmark District and City development standards.

2. **Safety & Security v. Social Services**
   There are perceived and real concerns about the large population of homeless who rely on City programs within the district.

3. **Redevelopment v. Access & Parking**
   The current district contains numerous parking lots which would be better integrated as developed sites. However, the transition from surface to structure parking has numerous obstacles in terms of costs and access.

   If we harness ….the tools we have forged for developing and redeveloping our cities, we will revolutionize our urban civilization in our lifetimes.

   James Rouse

4. **Culture, Entertainment & Tourism v. Sense of Place, Identity & Branding**
   Although the Old Town District has a wealth of unique features, the sense of place, identity and branding are weak if not non-existent.

5. **Commercial Development v. Public Space**
   The Old Town District is adjacent one of the most actively used public spaces: the Tom McCall Waterfront Park. This space is programmed for city-wide events and there is poor connectivity between this space and the District. Although the district borders the Willamette River, no waterfront development potential is being realized. There is only a single public space within the Old Town District (Ankeny Plaza). Acquisition of public space to provide a focal point or node for the district is problematic.

This report addresses these issues and objectives both individually and collectively from many perspectives:

- Biophilic Design
- Campus Planning
- Catalytic Projects
- Community Services
- Creative Design & Programming
- Historic Preservation
- Multimodal Transportation
- Public Space & Public Art
- Regenerative Design
- Sense of Place

Although some of the recommendations within this report reflect a particular development scenario, virtually all of them can be systematically applied within the Old Town District.
What is the idea or story of Old Town Portland? What is Old Town’s sense of place? In the simplest of terms, how do you know when you have arrived? Sense of place is the unique combination of environmental design and activity that distinguishes one place from another. An extraordinary sense of place is one that provides a combination of experiences that are esthetic, entertaining, educational and escapist. A place with a balance of these quality experiences can even be transforming. There are multiple concepts that could become the foundation for a revitalized Old Town. This report focuses on three scenarios that have been identified as ideal candidates for telling Old Town’s story.

Cultural Heritage District
The study area contains twenty significant historic features dating between 1870 and 1920. This unique collection of 19th and early 20th century architecture and urban design has been honored as a National Historical Landmark District. This concept is supported by the City’s regulatory framework (i.e. the zoning code) and decision-making agencies (i.e. the Landmarks Commission). A clear scenario for the Old Town District is one based on cultural heritage.

EcoDistrict
Another concept for the district is the promotion of contemporary urban ecology through sustainable design. The City of Portland is a national leader of environmentally-responsible place-making and has recently instituted a program to create ecodistricts. There is a unique opportunity for the Old Town District to embrace innovative, regenerative concepts such as green streets, biophilic landscape design, transit-oriented development and many others. Old Town is positioned to be a precedent-setting example of synthesizing historic preservation with sustainable development.

Creative District
Portland—and especially Old Town—are recognized for having an eclectic blend of lifestyles and design innovation. This “creative culture” is driven by a demographic that is urban, young, entrepreneurial and international. An area of particular interest is the Burnside Corridor which has numerous progressive design firms, a variety of educational institutions and a thriving nightlife. Old Town may become an creative community with a story that allows for continuous reinterpretation.

Concept-Driven Approach
The following research topics are organized within these three scenarios, but are not mutually exclusive. They will include environmental design to address sense of place and programming to address sense of community. Neither approach can be successful without the other, and it is critical that these studies be considered as interrelated. Individual recommendations can, and should be, considered on a case-by-case basis, but the best results will be achieved by a concept-driven approach. In this development approach, the overall concept (or story) should be clearly defined and serve as the foundation for further planning and development. from themes to design details. Each minuscule design feature must reflect the overall theme which in turn supports the district concept.

Consider the analogy of the theater. The story (district concept) determines the stage settings (themes). These in turn guide the stage set designs (i.e. architecture and landscaping). The director (district administration) oversees how the story is told. The actors (public) are then provided the stage on which to share experiences.

When done well, the Old Town story will be both memorable and meaningful.
Cultural Heritage
Historic Preservation and Urban Development: Finding a Balance in Old Town

Abbey Beal

The Old Town District of Portland offers a transformative and compelling opportunity for preservationists and sustainable developers to work together in an effort to revitalize a valuable and once thriving historic downtown. Often, preservationists and urban developers’ motivations may seem at odds, but their desired outcome is much the same; to galvanize a flourishing cultural center that people care about and want to live and work in. Historic preservation seeks to celebrate the value in our cultural heritage as a way to connect communities with their unique surroundings. Preservation utilizes the charm of the past to create valued and interesting public space for the present and future. These motives embody placemaking principles that will help renew Old Town (Project for Public Spaces, 2010). The question for Old Town is: How can economic vitality be restored and successful new development created while retaining the architectural and cultural integrity of its buildings and street rhythm? The time is now for historic preservationists and sustainable designers to recognize the value in practice collaboration and to cultivate new urban development strategies aimed at rejuvenating the vitality of Old Town, Portland.

Understanding how preservation principles and standards should be applied to new construction is a highly emotional debate that engenders many conflicting beliefs. This ongoing discussion can be recognized in the Old Town district of Portland, where advocates of sustainable change and preservationists seeking to prevent change struggle to agree on suitable new development standards. Finding common ground and stimulating practice collaboration is essential for future economic and social growth in Old Town. The cumulative influence of incremental changes to the fabric of Old Town is of the utmost concern, as these small changes, over time, can drown the historic integrity of the entire district.

Preserving the character defining qualities of historic districts is becoming increasingly important as seismic, environmental, and haphazard development has jeopardized our architectural integrity. Accentuating the timeless qualities of Old Town’s historic cast iron and resituating the finite details to be more accessible and noticeable is a powerful way of reintroducing this unique feature to the district. The historic fabric and integrity of Old Town is a crucial component in commemorating the city’s cultural and infrastructural history. It offers a starting point to tell the story of the Old Town district, and celebrates its cultural memory through the use of distinct relics unique to the area. Retaining and rehabilitating the district’s inimitable character will revive and reunite Old Town with the rest of the city of Portland.

By restoring accurate architectural features, homage can be paid to the districts colorful and palpable history. This conscious tribute can reveal the cultural story of the district, that otherwise could be lost in the layers of
Cultural Heritage

change that indubitably occur in the evolution of the urban environment. Through the special care and attention paid to the historic fabric of Old Town, opportunities can be established that will reinvigorate this historic urban area and allow it to be realized within the broader urban vision for Portland. Through the interdisciplinary collaboration of sustainable urban design and preservation ethics, new and imaginative interpretations of the revered cultural history of Old Town can be respectfully replicated.

Meaningful sense of place is characterized and supported by vibrant cultural history (Project for Public Spaces, 2010). The various events that culminate over time all contribute to expressive sense of place. Old Town exhibits these qualities, but lacks a cohesive architectural and cultural theme that unites its unique and diverse history. The many parking lots offer opportunities to utilize surface area for sustainable, mixed-use development that still accommodates automobiles. By highlighting evidence of the past amongst new, innovative, and architectural responsive buildings, a new concept for Old Town can be envisioned. By creating architectural continuity and rhythm throughout the streetscape, the historic integrity and character of Old Town will be enlivened and benefit from the added economic prospects of new development.

By applying responsive details and aesthetic preservation standards to new development, economic benefits can accrue from the enhanced appreciation of Old Towns historic characteristics and assets. Through the study of the districts architectural rhythms and street patterns, new development can be reflective of Old Towns revered history. This added acknowledgement and gratitude for Old Towns distinct sense of place could make riverfront property more valuable, increase tourism rates and make it a more desirable place to live and work (Project for Public Spaces, 2010).

Preservation alone cannot shape the economic and social stipulations of the built environment. The growing successes of sustainable projects exemplify the many benefits of investing in consciously
equitable development. A broader perception of compatible change could support both economic vitality and historic character, while allowing historic buildings to contribute to the added thematic rhythm of new sustainable development. It can be effective to consider how historic buildings will fit into a new vision for sustainable development, as opposed to how new development will fit into the disconnected pieces of Old Town’s historic buildings. By reusing the historic buildings of Old Town as part of the new sustainable development vision, existing infrastructure can be maximized and the district story can be told through its historic fabric and collective memory.

**Recommendations**

1. Strengthen collaboration efforts and partnerships between historic preservationists and sustainable developers.
2. Encourage a broader perception of compatible change within Old Town’s urban revitalization.
3. Stimulate multiple district functions and uses to allow for people to include Old Town as an important and desired place within their range of activities.
4. Identify valuable street rhythms and architectural patterns that create harmony between new and old buildings.
5. Integrate historic preservation into Smart Growth policies.
6. Create responsive abstractions of historic embellishments that respect and contribute to the cultural sense of identity and local materials.
7. Design wayfinding signage and unique lighting to compliment historic features.
8. Expand incentive programs to foster preservation projects.
9. Plant more street trees to provide color, shade, and to enliven the environment. (Placemaking Meets Preservation, 2010)
10. Implement human-scaled streetlights reminiscent of historic times to enhance the district’s aesthetics and provide better illumination.
Transformation of the Built Environment
Gayathry Lakshminarasimhan

The Skidmore/Old Town, one of America’s well renowned Historic Districts, is located in the Central City area of Portland, Oregon. It is situated on the west bank of the Willamette River, where the Burnside Bridge meets downtown Portland with streets oriented to the flow of the river. One would expect a walk through this district to give the feel of a time travel. But in reality the place is stifled with an aura of neglect and lack of identity. A search for the reason behind its present condition brings factors like lack of organized new development in the area to the spearhead. But why is there a lack of new development and what is preventing developers from streaming their resources through the area? One pivotal problem is the architectural fabric of the new development, that is constantly debated by developers and the historic preservation society. Finding a common ground between the two groups, while approaching the concept of new development in the area is a big challenge. This section gives a brief outline of the shift in architectural design of development in this area and certain recommendations on creating a sense of identity for it.

Historic Architectural Character of Skidmore/Old Town
The Skidmore/Old Town Historic District is significant for its exceptional mid-nineteenth - to early twentieth century commercial buildings. The buildings display a broad
spectrum of commercial architectural styles that lend variety to the urban character, while blending well together to create a cohesive neighborhood. A walk through the district provides the viewer a mural of a variety of architectural styles. The most predominant styles observed are Victorian Italianate, Richardsonian Romanesque and Commercial styles, but also includes minimal display of other styles such as Victorian Gothic and twentieth century Classical. But the most noteworthy and expound elements that stood out in the district’s historic character were the Victorian-era masonry and cast-iron façade buildings, primarily in the Italianate style. This emphasis on cast iron structures marked Portland’s first commercial core. Towards the end of nineteenth century, in 1888 Skidmore Fountain, Portland’s oldest public art work was introduced in the area. This fountain, designed by Olin L. Warner, named after pioneer druggist Stephen G. Skidmore, led to the future district’s designation as Skidmore Old Town.

Diving into the design of streets blocks and lot patterns we can observe a fine-grained grid network. The blocks were designed to be 200 square feet divided into eight 50 by 100 foot lots, surrounded by 60-foot wide streets. This pattern slowly spread out to 100 new blocks to the northern edge of the original land claim in 1850s. This fine-grained grid is more suited to a small village settlement rather than an aspiring metropolis. Consequently, several interventions to this grid have been made in order to facilitate regularity and connectivity for the public.

Twentieth Century till Today
During the early and mid twentieth century time period, Skidmore District started facing its decline. In 1960, efforts were made by Bill Naito and Sam Naito, long time Old Town based businessman and developer to help halt the decline of the area, which was then known as Portland’s “Skid Road”. Naito
Parkway was named after them to acknowledge their efforts to improve the area by opening retail store, buying and restoring old buildings in the area and convincing other business magnets to invest in the district over the next several years. A few years later, in 1975, the district finally got its identity as the Portland Skidmore/Old Town Historic District and currently is one of largest and best preserved in the American West. After the initial efforts to revitalize the Old town, several attempts were made over the course of time to bring in more business to the area. The success of these efforts were rather stunted and the new course of development was quite diverse from the district’s intended role. Businesses located in Old Town include Dan and Louis Oyster Bar (since 1907) and Voodoo Doughnut. The area is the site of the 24 Hour Church of Elvis and formerly of attractions such as the Satyricon nightclub and the X-Ray Cafe. Most of these new businesses were located in former historic sites with alterations to the interior. The recent developments along the Oak street and Pine street mimic the historic fabric to a large extent. Another modern addition to the district, that stirred up a lot of debate is the Mercy Corps building along Ankeny. Charged with the sensitive renovation, the Portland firm THA Architecture worked with Mercy Corps to create a scheme that would qualify for LEED certification, as well as the tax credits and grants needed to bolster the reasonable purchase price and fund-raising profits. Maintaining the integrity of the existing 42,000-square-foot masonry structure, the architects nearly doubled its footprint and mass with a terra-cotta-clad addition that integrates with the historic property without mimicking it. In spite of
Portland’s efforts to support the district, as a result of financial constraint, several old yet wonderful works of architecture in the district remain to get adopted, repurposed and brought back to life.

**Paving Way for the Transformation**

While addressing the transformation or revitalization of a historic district, the most difficult challenge facing any architect is deciding on appropriate scale, mass and materials when contemplating a new building. Old town district provides a great example with its multiple “opportunity sites,” the parking lots. Property owners hoped to take advantage of building heights under the current zoning that would have let them build as high as 10 stories, or so. Historians and preservationists said the zoning rules were inappropriate for a historic district where most contributing historic buildings were four stories or fewer. The battle never got so far as the touchy subjects of materials or specific building designs. Meanwhile, the Portland Development Commission and the Architectural Heritage Center have been storing historic cast-iron building remnants for decades, waiting for some consensus on how they should be re-used in downtown’s historic fabric.

There are four recognized strategies that a designer may adopt while contemplating new construction a historic setting. These strategies are based on four possible attitudes towards the existing setting or resource.

1) **Replication**,  
2) **Invention within the architectural style**,  
3) **Abstract Representation**, and  
4) **intentional Contrast**. These options represent a range of responses to provide a “differentiated” yet “compatible” designs for the additions or infill.

**Replication**

In this approach, priority is given to compatibility and minimizes differentiation. This strategy will likely sustain the character of an existing setting as long as the introduced elements of infill are well understood by the designer. This approach has been disapproved frequently by contemporary preservation theorists as blasphemy of the old and that any addition should “bear a contemporary stamp” as expressed by the Venice Charter. But in certain cases it was the only solution available to revere certain monuments. For example, many great European monuments visible today were completed not by the original designers but by a series of successive architects and designers over a period of time, willing to realize and complete their colleagues’ works.

**Invention within the architectural style**

This strategy does not replicate the original design but adds new elements that are similar or closely related in style to sustain a sense of continuity in the architectural language. The primary intention is to bring about a harmony between differentiation and compatibility, though often it is in the favor of the later. This strategy paints its color throughout history as this methodology is indubitably the most frequently used approach for additions in historic architectural fabric. Examples are Leon Battista Alberti’s work on the facade of Santa Maria Novella in Florence and Giacomo Barrozi da Vignola’s work on San Petronio’s facade in Bologna.

**Abstract representation**

The third strategy strives to make reference to the districts historic setting but consciously avoids literal replication. This approach also tries to bring about a harmony between differentiation and compatibility. Only this time the balance tips more towards differentiation. Primary concept of approach here is to retain certain key features like the massing, size, proportions or material while avoiding extra articulation. This restriction is in order to facilitate the additions or infill to be both
“modern” and contextual”. One such example is Adolf Loos’s 1910 Goldman & Salatsch Building in Vienna.

**Intentional contrast**

Finally the fourth strategy, where there is a conscious effort made to create a well recognizable contrast between the old and the new. This distinction creates an embossed identity to historic part of the building or district, by avoiding any artistic transitions. Going down this path may seem easy and a natural response to the material and technological developments budding in the recent times but caution has to be taken, not to disrupt or disrespect the historic buildings. If played on too much, the contrast created may be too dramatic that it steals the audience away from the old buildings. In some cases, if not well thought of it might be too erratic and deface the value of the historic building. In spite of their difference, it should be kept in mind that the buildings are in symbiosis from the neighborhood or district context. Example of a good intentional opposition approach is Norman Foster’s mediatheque in Nîmes opposite the Maison Carré or his glass tower above the Hearst Building in midtown Manhattan confront older masonry landmark buildings with contrasting metal and glass structures that have been widely imitated in historic settings worldwide.

**Contemporary Approach**

The contemporary conventional wisdom is that the new buildings installed in the historic district should speak of their own time and place and by doing so differentiate themselves from the old. No differentiation should be made that ruptures the integrity of the historic fabric or is incongruous in appearance. The public at large must be able to easily identify the old from the new additions. If the new installations mimic the old very closely as they confuse the visitors about what is truly historic. This confusion is often referred to
as the “Disneyland effect.” Besides guidelines from the federal department of the Interior, which administers the National Trust for Historic Preservation state that new buildings should differentiate themselves from old and be easily distinguishable.

**Recommendations**

1. Require new developments to maintain the building proportions of the existing historic buildings.
2. Require new developments to not mimic any articulation in their facade treatment.
3. Use an abstract of the Victorian arch as a gateway to the district to provide a sense of place.
4. Require new developments to maintain the visual rhythm of the adjoining historic facade.
5. Contrast new additions using different noticeable facade material.
6. Require installation of historic facts tablet made of cast iron to be installed on pedestrian paving or walls of new buildings to honor the cast iron history of the district.
7. Require buildings taller than the adjoining historic building to have visually lighter facade treatment/material to avoid dwarfing the historic building with heavy massing.
8. Design signage with a historical touch to demarcate the district.
9. Provide informal public seating around the Skidmore Fountain to create a focal point of public activity and street art.
10. Experiment with green technologies such as green roof or green walls as part of the new developments on the facades partially or fully.
Historic Buildings

1. Skidmore Fountain 1888
2. New Market Theater 1872
3. New Market West 1889
4. Smith’s Block 1872
5. Fechheimer & White Bldg 1885
6. Failing Bldg 1886
7. Kells Restaurant 1889
8. Haseltine Bldg 1893
9. Embassy Suites Hotel 1912
10. Portland Police Block 1912
11. Charles K. Henry Bldg 1909
12. Sherlock Bldg 1896
13. Bishop’s House 1879
14. Concord Bldg 1891
15. Grand Stable & Carriage Bldg 1885
16. Spalding Bldg 1911
17. Oregon Pioneer Bldg & Huber’s Restaurant 1910
18. Dekum Bldg 1892
19. Hamilton Bldg 1893
20. Bickel Block Bldg 1882, Skidmore Block Bldg 1889, White Stag Bldg 1907
Urban Comforts – The Details Within The History
Amy Combs

Old Town Portland is one of two National Landmark Historic Districts in the state. However, over the years the historical integrity of the district deteriorated; this has left missing teeth in the district. Despite the missing teeth within this district, there are tremendous opportunities to explore; one of the most obvious opportunities is the historical character of the district. Old Town has the presence of 19th century architecture, but this architecture lacks cohesion and “glue” that brings the district together. The district could build the historical character of the district to provide both cohesion to the space, and a sense of intimacy and comfort within Old Town. The historical character of the district could be furthered by focusing on the physical details of the district: the urban comforts. Urban comforts are the details within a space that provide a sense of intimacy yet anonymity to individuals’ everyday experiences within a district (Sucher, 1995).

Often times, comforts such as seating, lights, time, bathrooms, food, and even the textures within a space are overlooked.

Currently there is only one clearly marked toilet in the area which is a port-a-potty that does not appear to be maintained or cleaned on a consistent basis. A simple way to make Old Town more inviting is having clean public toilets throughout the district. Places such as Europe and San Francisco have successfully incorporated this necessary comfort into their space, and have blended them into the surrounding character of the area (Godfrey, 1988). In fact, Portland has a nationally recognized solution to public restrooms, The Portland Loos. “The Portland Loos are simple, sturdy, attractive flush toilet kiosks located on sidewalks in public areas. The loos are free to the public and accessible around the clock every day of the year” (Portland 2013). Installing and clearly marking the Loos within Old Town could be a solution for this urban comfort.” While this comfort does not contribute much to the historical character of the area, the act of building restrooms is a great first step in creating a comfortable space for all.

While public bathrooms are a necessary comfort the way street lights are situated in an area may seem less significant. However, street lights can lend a great deal to the character and intimacy of an area by where they are placed and how they look. In Old Town this is particularly true. The district
could replace the current street lights with gas lanterns. Currently, the district has electric street lights that have historic feel. However, changing from these to gas lanterns would both provide a unique historical element and a softer ambiance to the district. Gas lanterns were common in mid to late 19th century and currently numerous historical districts have adopted a version of gas lighting including: Boston, Cincinnati, Baltimore, and New Orleans’s French Quarter (Holden, 2000). One of the critiques of gas lanterns is that the soft lighting blocks out the natural nightscape of the district; therefore these lights are not conducive to enjoying the night sky (Holden, 2000). However, in the French Quarter the district focused on the historic social aspect of the gas lanterns. While the lanterns might not allow for viewing the night sky, the way that the lanterns are made and the history around the use of the lanterns provide social sustainability (Bevolo, 2012). An often overlooked detail such as street lights could build Old Town’s historical character and develop a sense of warmth and closeness.

Similar to the street lanterns, the historical character of the district could be developed with the addition of street clocks. Street clocks provide another urban comfort of the time of day to individuals, while nodding to the history of the district. Street clocks started to appear as soon as the late 17th century, however these clocks became cheaper and more widely utilized in the mid-19th century (Sucher, 1995). This would be particularly helpful in Old Town because of the transit system running through the district. Furthermore, along with providing the gift of time this urban comfort provides a sense of familiarity and link between the district and the Union Station which has an historic clock tower from the late 19th century (City, 2012). By providing something as simplistic as time, individuals develop a sense of safety and assuredness within the district.

Additionally, textures and materials can be an important part of creating a comforting and welcoming space. Obviously, one of the largest surfaces in districts is the streets themselves. Currently, in Old Town, the streets are asphalt. However, there is great potential to repair the streets in the district to restore the cobble stone streets that are covered by the asphalt. By repairing the streets, there would be more of a connection to the history of the district by literally restoring the roads to what they once were. Moreover, the cobblestones provide a lively texture and vibrant color that allows for slower atmosphere and a visual distinction between the district and the busier streets that surround the area (Whyte, 1980).

Finally, neighborliness is one of the other key urban comforts that the district could build, in order to create a more vibrant space within Old Town. Neighborliness could be developed by utilizing the more vibrant outside space that has been described above, by bringing the offices within the district to the sidewalk. This is a solution that cities such as Philadelphia have utilized by simply creating a space for the offices within the district to setup their office space for the day on the sidewalk (Ullman, 2012). In creating more opportunities for interaction among walkers and the current...
offices in the district there could be an increase of friendly activity on the sidewalk and street while creating a greater sense of safety particularly during the day (Sucher, 1995). This would be particularly helpful for Old Town with the district currently housing offices on the bottom floors of the buildings.

These urban comforts could create a more vibrant and cohesive space for Old Town, but how can these suggestions be implemented in Old Town? In order to make these urban comforts into a reality, shops in the district could be established where the clocks and lamps are made and repaired, with and creating and repairing the cobblestone. This practice is already being applied in areas such as the international historical districts within Cuba; programs provide jobs to local residents who learn how to and actually repair the stone roads in this district (Old, 2013). A similar process to Cuba’s programs could be completed in line with the Portland’s economic development strategy; these could address two main objectives for the strategy: increase tools to support citywide neighborhood development projects and investments to implement neighborhood economic development plans (Economic, 2012). Furthermore, The project could be supported through the Community Livability Grant program that opens in June 2013 (City of Portland, 2013).

Although the small details in a space are often overlooked, Old Town has a fantastic opportunity to address these details to truly bind together the historical fabric of the community. By providing these comforts or glue for the district there could be a greater sense of cohesion and appreciation of the space that would encourage Portlanders and visitors to want to explore the space and to gain a greater respect and understanding for the oldest district in the city.

Recommendations:
1. Focus on details within the district such as texture and lighting
2. Build the historical fabric of the area through these details
3. Create clean bathrooms throughout the district
4. Replace street lights with gas lanterns
5. Revitalize the cobblestone streets
6. Place street clocks throughout the district
7. Bring office work to the streets and sidewalks
8. Create open shops in the area where clocks, cobblestone and lanterns are made
9. Create jobs in the area to make the
Monuments
Chase McVeigh-Walker

Within the parameters of the Old Town District that the OLIS class is examining, lay three distinct landmarks (one of which is a Nationally recognized historic landmark). The Oldest and most recognizable landmark in the district is Skidmore Fountain. The second historic landmark to the district is the Battleship Oregon Memorial erected in 1956. Lastly, the Oregon Maritime museum offers visitors an opportunity to recreate on the Willamette river in a floating museum.

The Battleship Oregon Memorial was constructed in 1956 to honor an 1893 ship named Oregon. It was nicknamed ‘the Bulldog of the United States Navy’ and fought in many famous battles before it was retired from service. On July 4, 1976, a time capsule was sealed in the base of the memorial. The time capsule is to be opened July 5, 2076. One of the last surviving parts of the battleship is its Mast, which makes up the entirety of the memorial (Cultural Oregon 2013).

The Oregon Maritime Museum is a steam sternwheeler that has been converted into a floating museum. This particular boat is recognized as the last operating sternwheel steam tug in the United States, and adds a lot of historically character to the district.

In tandem with the recommendations offered in the Public Art section, the city should relocate the Battleship Oregon Memorial 60 feet to the north as a “headstone” to Pine St. This relocation of the monument, although not drastic will act as a catalyst in facilitating an increase in tourist activity. Relocation of the monument will establish Pine St. as a street exclusive to the district, and only the district. The U.S. Bancorp Tower dubbed “Big Pink” blocks Pine St from continuing westerly, and if relocated to the proposed location, the Battleship Oregon Memorial would act as the Eastern cap of Pine St. To add to this Linear orientation of monuments along Pine St., Oregon Maritime Museum should be relocated 60 feet north as well (so that both the Memorial and the Museum are oriented in the same configuration as they currently are).

Recommendations
1. Relocate Battleship Oregon Memorial 60 feet north of current location
2. Relocate Oregon Maritime Museum 60 feet north of current location
3. Line Pine St with vegetation and Benson Bubblers to establish a complete street unique to the Old Town District
4. Construct information plaques along Pine St informing pedestrians of their proximity to surrounding monuments and history of said monuments
5. Erect Way Finding Signs to direct pedestrians to monuments
6. Develop an online, interactive map in which Monuments are mapped out specific to our study area
7. Catalogue Historic buildings and architecture and include in Interactive online Map
8. Integrate historic cast-iron facades into new construction both in buildings and public space
9. In tandem with interactive online map, plot a walking tour route where each monument/information plaque is addressed
10. Restore old billboards, and maintain funding for the White Stag sign
Old Town is the oldest part of Portland; the restored architecture in the area helps remind visitors and Portlanders about this history and story of the area, but despite the district’s historical past there is not a true identity for the district. However, Old Town houses many of the stores that have become synonymous with Portland. These include: Voodoo Donuts, Stumptown Coffee, the Saturday Market and Old Town Pizza. Although these iconic places have helped put Portland on the map, these businesses currently do not build a notable experience within Old Town. Instead these bakeries, markets and restaurants exist as separate yet vibrant hubs within the space. There is a prime opportunity to build on both the district’s food and historical culture to help create a unique story for Old Town that people can both relate to and remember. Specifically, in expanding the Saturday market and encouraging additional eateries to come into the area and build from the history of the district (as the existing businesses have), could bring a sense of place to this historic district.

Currently the market in Old Town has become a catalyst for reinvigorating the edges of the district; there are large groups of people that gather by the river and in front of the Skidmore fountain to enjoy the festivities, and food. However, the festivities and food do not incorporate the increasingly popular local foods of farmer’s markets. A farmer’s market could both push the crowd further into the district, and would build on the historic character of the district as well (Sucher, 1995). An example of other successful markets incorporating a historical feel and fresh foods into a district’s market include the Haymarket in Boston Massachusetts. The market has become an essential part of the Boston food identity and culture, especially for low-income consumers (Ullman, 2012).

The idea of expanding the market is not a new idea. In 2004, the Portland Development Commission invited Projects for Public Spaces to complete a feasibility study on expanding the market to include farmers’ goods (Ullman, 2012).

Additionally, there is hope that the James Beard Public Market will be built in the vacant space near the South East Morrison Bridge (A Vision, 2007). Revisiting this topic is vital to the district because in furthering this already successful market there is a greater chance of success for the expansion of both food culture and historical feel into Old Town. The farmer’s market could be housed underneath the Burnside and South East Morrison Bridge to provide a boarder for the district, and be open more than
once a week, with the current Saturday Market activities still occurring one day a week. The farmer’s market could build the identity of the district by nodding to historic ways of purchasing food, while bringing people more frequently into the district with continuing the farmer’s market throughout the week.

To further develop the identity of the heart of Old Town this urban comfort, could be further incorporated into the district by encouraging other eateries to startup in the district. Similar to the brewery districts in the area, Old Town has a similar opportunity to become an urban eatery district, where food places build from the energy of the restaurants next door (Brewery, 2012). An example of this relationship already exists in Old Town, in the narrow part of Ankeny Street between Voodoo Donuts and Virto Coffee; there exist a vibrancy of the space with people in line for donuts and sitting down to have a cup of coffee with their donuts. Encouraging complementary restaurants in the district allows for more of a historical identity in the district by bringing out the historical stories in branding the restaurant. For instance, Voodoo Donuts boast that they are in the “crotch of Portland,” which may seem unflattering, however this captures the seedy history of the district with the white slave trade and prostitution in a flattering way with the
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theme of magic (About, 2012). Additionally, Stumptown hints at the history of the larger city in its name. Stumptown obviously hints at the historic lumber industry in Portland (History, 2007). In further incorporating and exploring the unique historical stories of the district food and history could become the catalyst for creating an identity for Old Town.

By bringing out two current strengths of Old Town (the food and history of Old Town) the district could build a distinct character and space that is both vibrant and notable. In order to create this vision, the district could build from past and future attempts to build this district into a special place for unique foods and unique stories that people want to remember.

**Recommendations**

1. Focus on the history of Old Town and the food within the district to provide a sense of identity
2. Expand the Saturday Market to include a farmer’s market
3. Remember the past attempts and future projects to further incorporate food into the district
4. Create a border for the district by expanding the Saturday/ Farmer’s Market underneath both bridges
5. Mirror the strategies used by other districts in the area to create an Urban Eatery district
6. Incorporate the historical character and stories with the restaurants within the district
District Relativity
Geoff Chabre

Examining the urban features currently found within the Old Town Historic Landmarks District guides an image of a relationship to the rest of the Portland. Transformative procedures to other city districts have met with great economic success. The charm and character of the Pearl District is an irresistible public draw. It evolved with purpose and creativity. Previously a warehouse district of large underutilized brick buildings, the “Brewery Blocks” are an excellent example of dynamic sustainable, mixed use renovation. Boutique shops, art galleries and restaurants line the district with incorporating an authentic historic character. Chic loft and townhome style living offer close proximity to a wide collection of amenities, generation a desire for further development. The Pearl has been nationally recognized as a prime example of renovation and revitalized urban spaces that are known for being highly walkable. (Riviera, 2009)

The Lloyd Eco-District is another sustainably transformed space. It is home to the Lloyd Shopping Center, several hotels and the Rose Garden Arena, and the convention center. It is less about small commercial or retail boutiques as found in the Pearl District, catering instead to larger commercial entities who delve in a partnership to support a vision of sustainability for the area. (Weinstein, 2010)

Other successful Portland brands include the Alphabet District, Downtown business district and the Arts District. If Old Town is developed with thought and purpose it too can become a vibrant and sustainable district with a weekday working-hour public draw that can tell a complete story for Portland, with substance, character and the weight of a National Historic Landmarks District, one of only two in Oregon.

These established districts however are not a blueprint to be copied. They are relevant as guides to assess the relationship of economy, environment and equity to craft a sustainably viable Old Town district. Planning in a regenerative way that allows for adaptability will lead to urban health. It requires including current and future trends and perhaps embarking on new and untested ground. Old Town’s rebirth can include borrowed elements from other Portland, however must retain its historic integrity and distinct personality.

A thriving Old Town requires disbanding practices that lead to stagnation. Change is often the unwanted runoff of progress. Demonized as detracting from historic authenticity or character, change must be handled inclusively. Old Town has already undergone significant changes during its history and lost much of its old world charm. In some ways the district has assumed an edgy quality of survival, detrimental to its future. (John Jay, Creative Corridor)

Entertainment - adult and otherwise - social services, homelessness and the Shanghai Tunnels are the pervasive perceptions of Old Town with a great deal of validity. A former Portland resident and employee of the Borders in Old Town, referred to the area around the Burnside bridge as “heroin heights.” According this local resident, this imagery is common among local area patrons.

Creating a positive magnet that draws in people during daytime working hours is crucial for Old Town. Directly adjacent to the Lane County Jail in Eugene, Oregon, there are several repurposed historic buildings which have a constant draw. Allan Bros. coffee shop, Down to Earth, an eco friendly development store, Bambini a children’s store, Fleur de Lis beauty salon and Carpe Diem Pilates and yoga facility that caters specifically to women. Despite their neighboring proximity to the jail and
the railroad tracks, safety perceptions are apparent if these businesses are thriving. If achievable in this location, a safe and vibrant space can be created in Old Town.

**Pro Forma and James Beard**
As was demonstrated by Mark Edlen in a meeting with project researchers and Gary and John Goodman, the pro forma numbers needed to produce projected returns on investment (ROI) and net operating incomes (NOI) attractive enough to bring private investment to new commercial or housing developments are just not feasible under current market conditions. Projections on the desired larger scale developments like those in the Pearl District and elsewhere are not likely in a short term Mr. Edlen presented the argument if construction were fiscally possible it would have been done or in a working process. The popular consensus is that letting the free market economy run of its own accord in combination with Oregon’s Urban Growth Boundary (UBG) it may be 40 years before basic supply and demand economics balance out risk and cost factors of new development in Old Town. If this is truly the case then it is prudent to entertain a dynamic rethink for meaningful short term revitalization strategies.

**Moving Forward**
The Portland Development Commission (PDC) has 12 million dollars available for revitalization in Old Town. They need to be highly selective with distribution as the source of these funds is not regenerative. The funding can only be used for “physical improvements to real estate – any planning, predevelopment or construction on real property such as parks, streets, buildings and tenant improvements therein. Not equipment, not furniture or anything else you could move outside of the URA geography.” – Peter Englander PDC.

Incentivizing and negotiating new business prospects could be the most useful way the PDC can utilize its funds.

There is one independent proposal that could bring a catalytic change to Old Town; the James Beard Foundation building at the west end of the Morrison Bridge. Currently in planning and funding stages it is a future vision of sustainable mixed use and urban revitalization. The real value of this proposal lay in its transformative rebranding and economic capability. The James Beard proposal is a chance to inject economic, equitable and environmental interest. It holds the static potential to draw people into the neighborhood during the low traffic weekday working hours. This is the type of development would provide a unique experiential moment in the social fabric of Portland. It still faces hurdles before it can reach fruition. Primarily funding, the twenty million dollar price tag is somewhat daunting. It is also entertaining several site locations. However this visionary project would gear the district for a wave of sustainable and economic development. This project could also be implemented in a relatively short time frame.

It may be prudent to explore producing strategic small scale developments as a more likely trigger for revitalization. Development of a marketing strategy that can reintroduce Old Town to Portland to the Northwest and to an international community interested in sustainable, chic and healthy living has the best chance of immediate transformation.

**Millennial Vibe**
“It feels like generation Y…” Mark Edlen: in a meeting with project researchers discussing who the potential clients are for new development planning.

Any attempt at rebranding Old Town needs to be directed at a target demographic. Portland is ripe with urban mythology both perceived and real. “Beervana,” coffee culture, Portlandia, organics, Voodoo Doughnuts, cycling, green development,
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hipster and the list goes on. Portland’s culinary artists and food writers like Anthony Bourdain who fawn over Portland are iconic social phenomena that can be capitalized upon to develop a modish marketing image for Old Town. Utilizing interactive social media geared towards millennial interests and health trends would make it possible to program the district with a health conscious and aware generation in mind. This type of branded health centered approach would appeal to generation Y. (…)Embracing the significance of a Historic Landmark District combined with the aforementioned social and trending iconography can lead Old Town to economic and cultural vitality, including strategic developments in sustainability as key focal point.

The essential target demographic for every commercial and retail business marketing strategy is generation Y. It should be no different for Old Town. The service industry is scrambling to cater to this new consumer class. While definitive categorization can vary based on the source, millennials are considered post Generation X – roughly 18 to 34 or those born between 1977 and 2000. Branded as young, tech savvy and looking for tailored individualism, socially aware, health conscious, bargain hunting, sustainably minded, opinionated, entitled and open to change. (Cohen, 2013) This large and dynamic demographic seeks experiences over possessions and is the face of the future. Developing a Millennial draw, backed by a co-operative business community, support from the PDC and the historic preservationists alongside developers and other vested entities is a fundamental component of growth and redevelopment for the district.

Attracting the chicken and the egg

A visionary representation of what could become the health focused region of Portland should create something that has never been done, pushing the envelope of the unique and sustainable. An “Anchor” mixed use large scale project like James Beard or many smaller anchors could create the new fabric of Old Town. An Old Town centered on place making with health and wellbeing, supporting a like minded business co-operative community with a healthy market scene, regenerative, sustainable, organic and chic restaurants and living spaces that appeal to appealing to Millennial tastes (Stroda, 2013); with ties to the proposed James Beard market and all connected to the river with a pathway that circumvents or redesigns crossing Naito Parkway and reactivates vacant property is a formula for dynamic growth. Recreating the boundary of mixed development by interchangeably including amenities like a library/bookstore/ juice-bar/spa retreat/tech startup/coffee shop/business facility/yoga studio/school/daycare/ running/boating/ ride your own bike to give back to the grid by attaching it to a generator and get a discount on your lunch - type space. Creativity and tactile sustainability are ingredients that develop the spaces people want to enjoy.

An unlikely health minded business idea to draw from is Crossfit. A health trend that has exploded over the last several years, it is projected to expand at least through 2013 and 2014. The particular aspects that give crossfit appeal translate to Old Town. Over the past 12 years the practice has spawned 6100 official affiliate gyms or “boxes.” The boxes tend to utilize vacant, industrial or commercially underutilized locations; for instance, warehouses and storage facilities. Crossfit prides itself on being contrary to mainstream health practices. “You won’t find anyone reading Vogue on a treadmill…” This break with tradition and love of grit could be a kick start attraction to Old Town bridging the gap between nightlife entertainment and health conscious living. The fire station has an inclusionary role as many crossfit programs were originally designed to train under
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Challenging scenarios with unconventional workout equipment.

Developing Old Town as a hub for sustainable health and wellbeing has the potential to be an asset to the existing social service population. An inclusive low income, nonprofit entity or sustainable recreation facility, connected to social service amenities, would empower that demographic. Encouraging them through inclusionary practices would support self policing and buy in for economic ventures and sustainable practices. If they are made to feel a part of the redevelopment culture they will have a vested interest in it.

Focusing on sustainable health could also generate interest from a corporate or university campus enterprise for the district. Entities such as Adidas, or Reebok, or a university interested in Old Town’s Historic Landmark District designation would bolster economic investment in Old Town. If there is a perceived reputation of athleticism for this district, it could literally encourage health and revitalization.

Recommendations

1. Build a business co-operative to help support a network of small health focused business ventures while building the brand of old town
2. Connect the river path with Old Town through construction of a sky bridge or exclusive pedestrian path.
3. Move the statue and maritime history museum in a linear junction with Pine Street to make a bookend.
4. Develop a park on Pine or Oak Street and Second Ave.
5. Encourage the funding and marketing of the James Beard Market building
6. Tap into more of Portland’s History to help rebrand Old Town (characters, ironwork, Shanghai tunnels, etc…)
7. Develop a systems based program for implementing green design features (green walls, green streets, bioswales and traffic calming devices and public art)
8. Focus on John Jay’s vision of the creative corridor and build upon that with Millennials in mind.
9. Take advantage of Portland’s modern urban mythology to create a living vision of Old Town
10. Develop Old Town as the Health and Fitness district of Portland specifically for Millennial tastes

Conceptual Millennial Sloganeering

- Sustainable Old Town - sustainable you
- Our History is our Future
- Sustain the city…sustain yourself
- Modish Metro
- Live Urban Chic Sustainably
- Fit Historical Urban Chic
- Sustainably Boutique
- Intercosial
- Sustain the thought – Old Town
- Rebuild yourself… Rebuild history
- Rebuilding history…Rebuilding You
- Sustain Yourself and History... The Anchor
- Vintage Nouveau Hipster Chic – Old Town
- Bring Sustainability Home – Vintage lofts
- Echoing Sustainability
- Simple – Elegant – Eco
- Resiliency = health

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Cast-Iron Square
A Proposed Project for an Essential Public Space in Old Town Portland Kelly Viernes

The Purpose of Cast-Iron Square is to have a public open space that would identify Old Town Portland. There are not enough areas or landmarks that express the personality of the region. Old Town Portland has the second-largest collection of cast-iron buildings in the country, making it a historical preservation site. Cast-Iron is iron that urbanized areas in America used to assemble their buildings during the Industrial Revolution. Thanks to Jerry Bosco, Eric Ladd, Ben Milligan, and others from Friends of Cast Iron Architecture, cast-iron from demolished buildings in Old Town were saved. Since it is an abundant resource, the city can construct it into various architecture and urban features to show a constant theme throughout the district. The cast-iron will promote a sustainable environment in Old Town if architects incorporate the material in their new designs. It helps to hear how some supporters of the preservation of historical districts think of the integration of classic and modern architecture.

Cast-Iron Mixed with Contemporary Design
In “The Future of the Past: A Conservation Ethic for Architecture, Urbanism, and Historic Preservation,” Steve W. Semes talks about the importance of the continuity of resources. Semes ultimately visions traditional buildings to harmoniously exist in urban districts. Cast-Iron Square will make use of preserved resources and blend with the district’s historical theme. Mary F. Czamecki, an architect from Portland Oregon also supports the restoration of Old Town’s historical sites. New Traditional Architecture, an architecture business Czamecki works for, is inspired by traditional designs and sustainability. Their goal is to make architecture that fits naturally with the environment, and that the sites “should seem familiar yet should exceed expectations.” Cast-Iron Square would be suitable for Old Town if it is designed to enhance its surroundings. Cast-Iron Square can also become a district full of energy and culture. It will be different from Naito Park because it will contain cast-iron features and more year-round public
facilities. The square should be constructed on the parking lot between SW Pine and SW Oak Streets on SW 2nd Avenue. It is located right in front of a parking structure, and there are a small series of parking lots nearby. It is easily accessible for cars coming from SE Morrison Bride. This property is in-between two warehouses that are predominantly empty, one on SW Oak and SW 2nd Ave and another on SW Ash and SW 2nd. Cast-Iron Square will allow other businesses to come to the district if an attractive public space has close proximity to them.

Cast Iron Square will be a core contributor to Old Town Portland. This vision will make Old Town more profitable for the establishments that are currently there. The public will know it is a historical district after they see features from Cast-Iron Square that connect with historical attributes and modern innovation of Old Town. The Square will help other properties and public spaces throughout Old Town that are currently not effective for the district. More tourists will visit Naito Park and other businesses around the area that could be used more proactively. Cast Iron Square will create a unified identity of Old Town Portland.
Signage in an Historic District
Gayathry Lakshminarasimhan

Signage are visual graphics created to display information about a particular place or event to the general audience. They are strong elements used in wayfinding and can be used to create a sense of identity to a particular place or district. The primary function of signage is communication, to convey information in a simplified, easily readable manner such that its receiver can make cognitive decisions based on the information displayed. This function of communication can be further divide into four:

1. Information: signs giving information about services and facility
2. Direction: signs leading to the services
3. Identification: signs indicating facility
4. Safety and Regulatory- cautionary signs

A jump to the past:
Research shows that people throughout history have used signage to mark boundaries and was even adapted as a rule to help people identify locations. In 1389, King Richard II of England compelled landlords to erect signs outside their premises. They used signage to facilitate visibility for the passing by inspectors, who checked the quality of ale served on regular basis. Initially the concept of signage started out as simple information but in larger cities with larger trading community, simple signs of trade did not provide sufficient distinction. They soon started differentiating their identity by using different material, images of animals, coat of arms and other symbols.

The success of signage in trading field led the authorities to use signage as a means to communicate cautionary messages to the public. Soon there were signage with pictogram called statutory signage, depicting these messages placed around the cities to inform the public about general rules. These signage follow a very specific set of color shape and sizing rules. In the US, a pictogram that identifies a room or space (such as the gender pictogram on restroom signs), must follow specific rules. Other pictograms that must comply with rules are the four “Symbols of Accessibility” specified in the ADA Accessibility Guidelines.

Signage in Historic Districts
When it comes to developing signage for historic districts these rules are set by the Historic Districts ordinance. There are certain aspects of signage that are subject to review by the Historic Districts Commission, namely overall design, location, size, shape, materials, colors, typefaces and illumination. As each building in a historic district is unique in its own way, these guidelines do not specify strict
expectations. In other words there a general framework within which a signage must fall under, to be accepted.

**Overall Design**
Signage on the whole must be complementary with the character of the historic building in question. This association of harmony must be in form design scale and proportions. In situations where multiple signage are used in the same building, example a historic office tower hosting multiple offices, all signage must be harmonious with the building and among themselves. Signs should be mounted in such a way as to minimize the damage on the building and also not hide any important architectural feature on the facade. Building-mounted signage is more pedestrian oriented than free standing signs. Free standing signs within a historic district should be carefully designed, located, and scaled in order that it not undermine the scale and character of the district. It is preferable that freestanding signage not be used but it is allowed if there is sufficient space and it is desired by the applicant.

**Size and Shape**
Signs within historic district should be significantly smaller than those located elsewhere in the city. Though smaller than
the signs in commercial districts of the city, they should still be scaled to size that is readable by both pedestrians and passing motorists. Generally, wall signs should not exceed one square foot in area for each linear foot of building frontage nor two feet in height. Generally, freestanding signs should not exceed ten square feet nor eight feet in height, though smaller signs are preferable. When it comes to shape, rectangular signs are preferred over others primarily because it is easier to scale them in relation with the building. Irregular shapes can act as a point of negative attention on the historic building facade.

**Color and Material**
The colors used on the signage must be closer to neutral tones that blend with the buildings color tone. Dark and medium tones of colors are used for the main lettering and light pastel or neutral colors for the background. Use of white or light colors for the background is discouraged, especially for larger signs, reflective signs, and illuminated signs. Bright and fluorescent colors are highly discouraged. The same rule of blending with the building is applicable for materials as well. Signage made of wood or stone are preferred over metal signage unless they are painted to blend with the building. Materials like plastic, interior grade wood and unfaced plywood are considered inappropriate.

**Typefaces and Illumination**
The Signage must contain easily recognizable fonts and symbols, having crisp lettering matching the mood of the building and its function. The number of words on the sign must be limited to increase legibility. For illumination of the signage external soft lighting with stationary bulbs are preferred. Use of internal lighting is highly discouraged as the plastic feel of internal lighting does not suit the historic district.

**Current Signs in the Skidmore Historic District**
A walk through the historic district shows the lack of implementation of such regulations for signage. Party hubs and bars located within the district use internally lit neon lighting in their signage. There is no visible font, size or shape regulation noticeable in the signage of the area. The main entry to the district have navy blue cloth banners marked with the emblem of the Skidmore Historic District but they are not scaled enough to be clearly visible and distinguishing.

**Recommendations**
1. Ensure all signage within the historic district follow the historic district commission’s guidelines.
2. Have a specific design for signage in the historic district, distinguishing it from others.
3. The design of signs must convey the sense of excitement and vitality of the historic district.
4. Use materials for signage that convey its historic importance.
5. Promote signs as more pedestrian-oriented to encourage pedestrian movement.
6. Have small tablets of historic data engraved on the pavement to give information on the district.
7. Cloth banners on the main entry side to the district be scaled big to increase visibility.
8. Ensure that signage do not block aesthetic elements on the building facade.
9. Ensure that the installation of a sign does not damage the historic fabric, nor detract from the historic character of an historic district or landmark site.
10. Consider the overall sign design as an integral part of the building.
Historic Districts and Campus Planning
Abbey Beal

Historic districts contain unique and culturally significant buildings that can become emblematic symbols on college or corporate campuses. The Old Town district of Portland is a recognized National Historic Landmark District that is struggling to shine in the midst of a recovering economy. However, the collective memory accessible in the architectural fabric of this district could lend itself to a successful and thriving urban campus.

There are several university campuses that tie their distinct heritage in dutifully with the historic fabric. By honoring the architecture and layers of change present within a historic district, a campus can benefit from incorporating meaningful space into the experience of its users. Historic fabric contributes to interesting and enjoyable environments that people appreciate and want to experience. Old Town exemplifies this potentiality, and its urban setting makes it even more connected to city amenities.

By fostering effective and innovative partnerships among possible investors and city planners, designers, and developers, a new urban concept for Old Town can materialize.

The University of Maine received a grant from the Getty Grant Program’s Campus Heritage Initiative to fund a historic preservation plan for the landscapes and buildings included in the university’s National Register Historic District. The project aimed at preserving the unique heritage of UMaine’s historic district and set a precedent for the importance of incorporating historic preservation assets into university campus plans. The extensive analysis of the campus buildings allowed for greater transparency of their value to the campus environment. The methods used to inventory the buildings could be valuable to future investors of Old Town. The team that evaluated the historic district at UMaine created a thoughtful narrative of the cultural landscape and built history of the district, making its historic value even more accessible to students and faculty.

Historic Preservation Plans are a key element of campus planning that builds upon existing campus plans and allows for more detailed inventories of university or corporate assets. The built environment is a tangible and palpable part of a community’s history, and if effectively maximized can contribute to greater economic and social benefits. Valuable historic districts, such as Old Town, present a unique opportunity to create responsive and connected historic buildings that are emphasized by the entirety of the district character. The story told among the layers of change and relation of buildings and street rhythm all contributes to Old Town’s greater potential.

By incorporating tactful urban design plans for a future campus in Old Town, a new physical form for an underutilized district can manifest. Old Town has the potential of being a pedestrian-focused and balanced space appropriate to an urban institution. Old Town, if properly managed, could become a tightly woven composition of...
buildings and open space. Infill development compatible with historic district standards could stimulate an active corridor linked to surrounding Portland neighborhoods. If buildings, space, and circulation are conceived together in a potential campus development plan for Old Town, a successful and enjoyable space could form.

**Recommendations**
1. Encourage collaborative partnerships between potential investors and Old Town stakeholders and city officials.
2. Market Old Town’s attractive qualities through the utilization of its unique historic architecture.
3. Celebrate and accentuate Old Town’s cultural history by stimulating district revitalization through community participation.
4. Learn from other universities with successfully integrated historic districts into their urban campuses.
5. Foster continuity among historic buildings to help reinforce district character.
6. Capitalize on the value of the district as a whole.
7. Envision empty parking lots as opportunity to create district-defining buildings that respond eloquently to existing historic fabric.
8. Emphasize façade treatments as focal points of the urban campus.
9. Construct urban design plan with campus as primary vision.
10. Highlight pathways through historic wayfinding maps to support a cohesive campus vision.
An Old Town-EcoDistrict Partnership
Manly Norris

Portland’s Old Town is like a neglected piece of artwork, concealed in the attic upstairs, collecting dust. It should be taken out, cleaned off, reframed, and put back in its place as one of the city’s treasures. Its identity as a historic district is slowly fading outside of preservation circles, and unfortunately this is not its only problem. The neighborhood needs to be invigorated, with people, greenery and activity. This document suggests several fresh ideas that will not only begin to animate the neighborhood, but do so tactfully, preserving and even reframing the historic character of the individual buildings within the context of a rapidly changing, greening city. That’s why an EcoDistrict/Old Town partnership would be an ideal vessel for these improvements, giving them legitimacy, form, and an organizing principle going forward into the future.

Old Town owns the prestigious National Historic Landmark District distinction, one of only two in Oregon. Portland is also home to EcoDistrict (formerly known as Portland Sustainability Institute), one of the world’s leading research institutes for “creating sustainable cities from the neighborhood up” (EcoDistricts, 2013). A partnership between Portland’s EcoDistrict and the Old Town Neighborhood is a natural one that presents an opportunity for both preservationists and developers to form a shared vision around the principles of environmental sustainability, preservation and economic development. This unique EcoDistrict project could serve as a national example of how to successfully weave environmental, social and economic concerns to ultimately strengthen the fabric of a historic neighborhood.

Most of the strategies for improving the neighborhood in this document already fall within the EcoDistrict’s immediate and short-term rubric for improvement. Greening the streets will lay the groundwork, literally and figuratively, for drawing people back into the area, and instill the avenues with a renewed sense of health and vitality. A coordinated, creative application of green roofs, green walls, bioswales and permeable pavers around the district will go beyond mere stormwater management goals by bringing water to the immediate attention of residents and visitors, inviting them to engage with the Pacific Northwest’s most valuable resource. This creative treatment of rainwater would allude to the neighborhood’s proximity to the river and further reinforce its special waterfront location. Biophilic design and pocket parks will act as green corridors that encourage both people and wildlife to migrate from the waterfront park into the neighborhood, while new access to the river will create opportunities for recreation. All of these low-impact development (LID) strategies will work together to make the area safe and inviting, and can be used to reframe the area’s individual historic buildings within the new, “green” frame of an historic EcoDistrict.

New architecture in the neighborhood should be ambitious, going beyond having a “low impact” to acting as “beneficial disturbance” to the surrounding ecosystem. The Oregon Convention Center’s rainwater garden in the Lloyd EcoDistrict neighborhood serves as a model for this type of regenerative architecture that provides a benefit at the same it “disturbs” the area with new development. Attracting new businesses to the district is a top, if not long-term priority, but would provide the foundation for one of the EcoDistrict’s major goals of achieving shared utilities, with buildings acting in concert with other buildings as part of a network, rather than functioning as individual objects.

Old Town is a long-term project, but
investing in green streets and biophilic design would be the first steps to attracting the type of investment and attention the area needs for long-term sustainability, culturally and economically. In fact, all three scenarios presented in this document are not mutually exclusive. A new corporate or academic campus in Old Town would provide the needed jobs for the area as well as the framework for implementing the EcoDistrict’s major elements. The right tenant would also continue the trend of creative industries moving into the area, and help form a revitalized, dynamic triangle between Old Town, the Pearl District and the Central Business District. An EcoDistrict is an excellent narrative for tying these elements together, while providing space for the neighborhood to continue evolving.

**Recommendations**

1. Establish an Old Town/EcoDistrict Partnership.
2. Launch a design competition for a neighborhood-wide stormwater management project.
3. Honor Old Town’s story by celebrating an important moment in its history with a new annual festival.
4. Create an Old Town Community Development Corporation (non-profit) for Old Town and Tom McCall Park.
5. Rebrand the neighborhood with a new name.
6. Identify immediate and short-term improvement projects.
7. Host neighborhood workshops exploring sustainable practices.
10. Design new architecture to act as a beneficial disturbance to surrounding ecosystem.
Biophilic Design

Green Roofs and Green Walls

Jake Hinkle

Biophilic design as defined by Dr. Kellert from his book Biophilic Design: The Theory, Science and Practice of Bringing Buildings to Life define it as “building and landscape design that enhances human physical and mental well-being by fostering positive connections between people and nature.” (Kellert, 2008) This topic of biophilic design is going to address green roofs and green walls. How this relates to Old Town is that there is very little greenery within the district. There is only one green roof and no green walls within the study area. Green roofs and green walls could also help give the district a recognizable sense of identity. Biophilic design could be applied with any scenario not just the eco district.

A green roof is a roof that is completely or partially covered in vegetation (Beatley, 2011). There are two basic types of green roofs. One is intensive where the vegetation ranges from groundcover to large trees (Beatley, 2011). The other one is extensive where it can cover the whole roof top with shallow substrate and plants (Beatley, 2011). The extensive green roof is less expensive and requires less maintenance compared to the intensive green roof.

Green over grey defines green walls as self-sufficient vertical gardens that are attached to the exterior or interior wall of a building. They have been installed all over the world (Beatley, 2011). Patrick Blanc created the first vertical garden over 30 years ago (Easton, 2010). He said “Humanity is living more and more in cites, and at odds with nature. The plant wall has a real future for the well-being of people living in cities. The horizontal is finished—it’s for us. But the vertical is still free” (Beatley, 2011). One of his most famous living walls is in Paris France called Musée du Quai Branly. The green wall is used as a tourist attraction. The vegetation covers the whole wall all the way to the ground making it interactive to the passersby. He also designed an 800-square-foot vertical garden for the Goodwill building in Tacoma Washington making it a new iconic view for the city (Easton, 2010).

Half of the study area is within the Old Town Historic Landmark District, and half is outside. The Old Town part of the study area has regulations on what can happen to the buildings there. The suggestion of green roofs and green walls for the buildings could undermine the preservation of the historic district. An example in the
The historic district of Savanna Georgia [in section 8-3030 of its historic districts codes] is that they allow trellises on their buildings. Trellises are a light framework of wood or wire that supports climbing plants. Trellises would work well in some areas of the Old Town district. There is only one green roof within the study area and it falls within the Old Town historic district.

The benefits of green roofs and green walls are very similar. The benefits are that they produce oxygen, absorb carbon dioxide, absorb rainwater runoff, provide shade for buildings, and provide habitat. Green roofs even help protect existing roofing requiring less replacements and repairs (Beatley, 2011). They are even aesthetically pleasing. One benefit that is normally overlooked with green roofs and green walls is their ability at canceling out the acoustics of the neighborhood (Veisten, 2012). This is a benefit that could be capitalized on in the Old Town because of the bars and festivals in the area. Green roofs and green walls also boost the property values of the buildings that have them installed (Veisten, 2012). With the increase in property values in the study area it could become a catalyst for more development in there. One of the recommendations for the study area would be to require all buildings that are under the 75 foot height regulations to have green roofs. This requirement could become a catalyst for the development of the buildings surrounding the Old Town because of a greener view would become available to them.

The recommendations for the study area are to have green roofs on every building and green walls on every blank wall. With these two recommendations it could rejuvenate the area by making the area greener. By doing this the district could get a sense of identity and become a spot for tourists. To have every blank wall to become a green wall might be a little ambitious. From the research of the area there are about eight locations that would work well for a green wall. The approximate locations are listed in the recommendation section. The location at 148 Southwest Stark Street would be one of the best places to install a green wall.
because of the high visibility of it. With one placed there it could be used to show people that they are near Old Town.

**Recommendations**

1. Construct green roofs for select buildings within the study area.
2. Construct green walls for select buildings within the study area.
4. Construct green wall at 250 SW Stark Street building side facing parking lot.
5. Construct green wall at 131 SW Second Avenue building side facing parking lot.
6. Construct green wall at 130 SW Ankeny Street building side facing parking lot.
7. Construct green wall at 104 West Burnside Street building side facing parking lot on Southwest Ankeny Street.
8. Construct green wall at 159 SW Pine Street building side facing parking lot.
9. Construct green wall at 155 SW Oak Street building side facing parking lot.
10. Construct green wall at 480 SW Stark Street building side facing toward river.
Urban residents need nature now more than ever. While more and more of the world’s population are living in cities and regions are becoming more urbanized, little attention has been made to introduce nature into urban environments. The potential to make a difference by integrating nature directly into our lives and the benefits of close contact with nature is deeper and even more profound than once realized (Beatley, 2010). When planning urban environments integrating nature into design must be high on the agenda; it should not only be viewed in terms of the environmental services such as the benefits of trees, plants, and green rooftops for the management of stormwater or reducing urban heat island effects. The agenda for Old Town should extend beyond typical urban parks and beyond green building design. Biophilic design is about redefining the very essence of cities as places of wild and restorative nature, from rooftops to roadways to river fronts (Beatley, 2010).

Imagine Old Town Portland bathed in greenery that is home to all manner of life forms, plants, animals and humans; it is a city that facilitates and encourages our basic need to connect with nature. This Biophilic Old Town will absorb more carbon than it emits, and will literally breathe life into its surroundings. It will positively contribute to the wellbeing of its inhabitants and will promise higher economic productivity through a healthier workforce and more efficient use of natural resources (Bilsborough, 2010). Research is finding that “Nature is not something optional, but absolutely essential (on a daily basis) to living a happy, healthy, and meaningful life” (Edmondson, 2012). The new vision for Old Town should be one that facilitates our need for nature by providing a wide range of options to see flora and fauna at all times. Integrating nature into Old Town is about providing significant environmental, social, psychological, economical and transportation benefits in Old Town.

The environmental benefits include greenhouse gas reduction via carbon sequestration and reduced energy usage by buildings, increased plant and wildlife biodiversity, reduced stormwater runoff, and reduced air and water pollution. The social benefits include an increased connection to nature, increased gathering places that enhance human interaction, improved physical health, reduced mental stress, and creates an overall sense of place and identity for Old Town. Increasing nature also creates a deeper human connection with the environment; in doing so, locals are more inclined to be stewards of their environment and will be more willing to take positive environmental actions. Biophilic design in Old Town can improve transportation conditions for pedestrians as streets will be more inviting and safe for walking and biking. And typically when pedestrian traffic increases, property values also increase. When property values increase profits tend to increase as well in commercial districts.

Creating a larger physical network of green spaces in and around downtown Portland is crucial for establishing ecological integrity.
and movement from urban environments to natural environments. “For example, Helsinki, Finland has one of the most impressive urban green networks that integrates larger natural features, such as its Keskupuisto Central Park. The park runs in an unbroken wedge from an old growth forest on the edge of the city to the center of the city, with smaller features at the neighborhood and street level” (Beatley, 2011). A hypothetical ‘cool communities’ program in Los Angeles has projected that after planting ten million trees, re-roofing five million homes and painting one-quarter of the roads a lighter color, for an estimated cost of $1 billion, urban temperatures could be reduced by as much as 5°F. The

initiative would provide an annual estimated savings of $170 million by reducing air-conditioning costs and $360 million in smog-related health savings (Rosenfeld, 1997).

The San Francisco Planning Department has created innovative methods to begin establishing a biophilic city; Old Town Portland can enact the same initiatives. A number of these initiatives include: 1) Increasing access to parks, open space, and the waterfront through green corridors. 2) Temporarily reclaiming public areas and effectively turn them into new parks and public plazas. 3) Creating an urban forest plan that acts as the cities long term plan to

manage all urban trees and increase/improve open spaces and environmental conditions. 4) Improving public spaces such as streets and sidewalks by creating more greener, inviting, and safer conditions for social interaction and human activity (Edmondson, 2012).

This agenda for Old Town is one about removing the barriers between urban environments and nature. It is about understanding cities as places that already contain an abundance of nature and with careful, thoughtful, and innovative planning can completely integrate nature throughout the city. Investing in nature to improve the existing conditions of Old
Town will improve public health, strengthen the community, enhance biodiversity and increase the resiliency and vitality of the economy and infrastructure. Portland, Oregon already leads the country in its investing into biophilic infrastructure; Portland has the highest parks per-capita acreage in America. Old Town Portland must continue along this green path by integrating these recommendations.

**Recommendations**

1. Completely transform Ankeny Street into a biophilic street: Remove the existing pavement and replace with native vegetation and large trees. Install paved and dirt trails that track from the Park Blocks to Naito Parkway. Construct water features throughout the biophilic street.

2. Improve canopy coverage by creating a ‘green web’ of historical native trees along the streets. Native and drought-tolerant tree species provide wildlife habitat and generally contribute to the overall health of the soil.

3. Remove patches of pavement and concrete and curb where possible and install rain gardens. Many cities have retrofitted curbsides, metro stops, medians, and sidewalks with rain garden designs.

4. Install planter boxes in areas which pavement or concrete must remain.

5. Install bioretention planters at building downspout locations.

6. Build planter boxes with the existing stock of cast iron and stamp the boxes with historical information. The history of the waterfront and town must be displayed to help build the connection from the past to the present.

7. Install tree grates with large canopy trees in and around parking lots. Use native species that require little maintenance.

8. Install bio-swales within existing grassed areas that surround parking lots.

9. Install specific landscaping patterns of flowers, shrubs, and tree species to create a better sense of place. Remove...
pavement at crosswalks and replace with a specific pervious paver patterns.
10. Paint storm drains with pictures of wildlife and plants (see Stormwater Art Photo) along Naito Pkwy, 1st Street, and 5th Street to increase water quality awareness.
Creating Vibrant Streetscapes
Holly Williams

Streets play a vital role in the health, happiness, and livability of a community. Creating vibrant streetscapes in Old Town Portland will revitalize the area and improve the quality of life for residents and visitors alike. As the city of Portland continues to gain recognition for outstanding planning aspects, it becomes essential to transcend traditional streetscapes and implement design that supports a thriving urban lifestyle. Improving existing streets in the Old Town area can be achieved by: widening sidewalks, implementing multimodal access, using permeable pavement, and creating bioswales. Results of these improvements would include: creation of sense of place, increased pedestrian traffic, improved urban sustainability, and an overall exemplary downtown district.

Active Sidewalks
The revitalization of this area depends heavily upon attracting pedestrian traffic. Creating space for pedestrians that is safe, inviting and functional is the ideal way to draw foot traffic to the district (Metro, 2002). By updating the design of sidewalks in Old Town, pedestrians will have a realm in which they can easily move about or simply sit and watch the world pass by.

Wide Sidewalks
Building a sidewalk that is wide enough to incorporate both transportation and open space is a critical part of not only an active sidewalk, but of a vibrant streetscape. A recommended width of 12 feet or more is suggested for sidewalks that include a variety of amenities. Within this 12 foot sidewalk there are multiple zones of activity including a storefront zone, a walkway zone, and a furnishing zone (Metro, 2002). The width of each zone may vary depending on the overall width of the sidewalk, but the walking zone should be the widest, with the furnishing zone and storefront zone approximately one and two feet narrower respectively (The Downtown Alliance Streetscape Steering Committee, 2006). The streets in Old Town that would most benefit from wider sidewalks are Pine Street, Ankeny Street, and 1st Street.

Social Spaces
Creating space within the sidewalk to make a street welcoming is an important part of a vibrant streetscape. Social spaces should create an atmosphere that draws people to the area and allows them to interact with others or simply sit back and relax (The Downtown Alliance Streetscape Steering Committee, 2006). In this study area, creating open space would be a catalyst to attract people into the neighborhood. While people might stroll...
through Old Town before shopping at Saturday market or after a trip to Voodoo Doughnuts, there is no social space to keep them in the area.

**Physical Comfort and Safety**

A successful streetscape not only needs to be beautiful and functional, it must also make pedestrians feel safe. Physical comforts such as parked cars and landscaped planters create a buffer from the street traffic and noise (City of Berkley 2012). The sidewalks should remain well kept and in good repair in order to meet the needs of all aged people. The sidewalks should also be well lit. Pedestrian scaled lighting not only gives the feel of comfort and sense of place, but also provides important safety aspects (City of Berkley 2012). In Old Town, cast iron street lights and gas lamps could provide light as well as historical context and sense of place. A safe sidewalk does not allow fast moving vehicles at the curb and may have extended sidewalk space near crosswalks to shorten crossing distance.

**Ambiance**

Streets are among the most important determinants of an area’s character and can be essential in creating a sense of place. One of the best ways to add to and enhance the character of a street is with various types of street furniture. Street furniture can include a wide range of elements including street lights, public art, benches and tables, planters, trees and other foliage, trash cans, street vending, restrooms, and signage (Kost & Nohn, 2011). These furnishings make streets a
place where people want to spend their time and where they can converse with others. Benches and tables should be placed where they are not obstructing transportation and where trees provide some protection from the elements. They should be placed close to public restrooms, in front of accessible entrances and exits, and outside the main circulation path. Trash cans should be placed at regular intervals to encourage proper disposal of waste. They may also be painted a contrasting color or decorated in an interesting fashion to draw attention to them and create a unique characteristic. (Kost & Nohn, 2011) In Old Town, the incorporation of cast iron street furniture could be used to tie the area to its historic roots and create a sense of place.

This photograph of a cast iron bench is one example of iron work that is functional, exquisite and would work well in the district. Public art might also be used to create ambience and give the district a distinct feel. One recommendation for this area would be adding a few pieces of simple, yet bright art that come from a series and are placed through Old Town. For example, painted bikes, like the one pictured here, could be scattered throughout the district. The bikes could vary in color and each one might have a basket located in a different spot that is planted with flowers. For more on street art, please see the section Public Art.

Multimodal

Portland is known as one of America’s great bike cites. With huge portions of the population who commute by bike, it is essential to assure their safety and provide them with abundant routes. Part of creating vibrant streets includes access for all forms of transportation. Creating cycle tracks in this area that allow two way bike traffic would greatly improve the flow of transportation for bikers. Having designated cycle tracks in this area would not only provide easy transportation for commuters, it would also attract those people who wish to bike in a more leisurely fashion. More information about the implementation of cycle tracks can be found in the section Active Living.
Bioswales

Bioswales are storm water runoff systems that provide an alternative to storm sewers. They can filter water runoff from rain and snowmelt to improve water quality and remove harmful toxins. Bioswales would be especially important in this area because of the high water table. With the groundwater being less than two stories under surface level, having bioswales could improve the water quality of rain and runoff before it enters the groundwater and then Willamette river (City of Portland Environmental Services). These swales are easy to maintain. According to the US department of agriculture, bioswales require less maintenance than turf grass because they need less water and no fertilizer. Bioswales are also a great way to add green space to an urban environment. They can be landscaped in a variety of ways and become a beautiful part of the natural
culture of a city (City of Portland Environmental Services).

**Permeable Pavement**
Permeable surfaces are infrastructure that both provide storm-water infiltration and surface structure. Similar to a bioswale, they filter water through sand and other porous material that lie under the surface (City of Portland Environmental Services). There are a wide range of places that permeable pavement can be used. In Old Town a great place to add permeable pavement would be in the many surface parking lots. This would be an environmentally friendly and creative way to add green space to what is traditionally a solid block of concrete. Permeable pavement can also be used on low traffic streets. First Street, in the Old Town District, would be a prime place to add permeable pavers. It would help to lessen the harsh, stoney feel of the street and be a great way to attract pedestrians. And finally, these permeable pavement surfaces can be used on walkways. There are many environmental benefits to permeable pavement, including surface water management, appearance and they also serve as groundwater and aquifers are replenishers.

**Recommendations**
1. Expand sidewalks to a minimum of 12 feet
2. Create of multiple zones within the sidewalk space
3. Add cast iron lights to aid pedestrians and reduce light pollution
4. Develop grass sidewalks
5. Develop grass-lined Max tracks
6. Use of permeable pavement on all surfaces
7. Add landscape planters to a minimum of three main streets
8. Add street furniture which includes: public art, benches and tables, planters, trees and other foliage, trash cans, street vending, restrooms, and signage.
9. Develop a cycle track
10. Add bioswales wherever possible
The City of Portland is currently implementing an extensive green infrastructure network, including bioswales, green rooftops and rain gardens to collect and filter stormwater on site. While many of these initiatives have been successful, they primarily consider the plants’ functionality rather than their unique community benefits. Landscape architecture has the potential to not only provide stormwater management and aesthetics, but also to promote people’s health, happiness and well being. A national study in the Netherlands revealed “10% more greenspace in the living environment leads to a decrease in the number of [unhealthy] symptoms that is comparable with a decrease in age by 5 years (DeVries, 2003).” Also, personal engagement with nature helps foster compassion, caring and cooperation within the community (Beatley, 2011). Thus, the integration of native plants into the urban fabric is essential for Portland’s social and environmental health. Landscape architecture can play a critical role in defining Old Town as a unique, vibrant place without sacrificing its historic integrity. Greening the city streets with attractive and functional design elements can connect people to each other and the landscape and define community within the city. A sense of place arises from one’s ability to recognize where one is by the natural landforms and species. Rainy weather and fairly stable temperatures typify Portland’s climate for nine months of the year, and generate an ideal environment for a wide range of vegetation. In the Willamette Valley, crocuses bloom in February, daffodils in mid-March followed by fruit trees, azaleas, rhododendrons and then roses in time for the Portland Rose Festival in June (Abbott,
Although many Rose Festival events are held in Tom McCall Waterfront Park, the neighboring Old Town district has very few roses planted in front of its buildings or along its streets. Roses are one of Portland’s icons and their presence identifies Portland as the City of Roses. Consistent iconic plants within the Old Town will help define the area and contribute to the sense of place. Plants native to the Pacific Northwest, like the rose, foster regional identity within the district. Native plants are adapted to Portland’s weather and soils and they support and attract local insects, birds and other wildlife into the streetscape. For example, the Osoberry Tree, also known as the Indian Plum, is local to the area and a variety of birds feed on its fruit. The Red Flowering Current is a flowering plant that blooms in February and March, is fast growing, and attracts birds and butterflies. These types of plants are not only aesthetically pleasing; they bring wildlife into the city and increase the community’s opportunity for interaction with one another by creating nodes of activity along the streetscape.

Landscaping can reinforce the historical significance of the Old Town district. This area has experienced significant flooding, such as the Vanport Flood in 1948, as well as other significant floods in 1894 and 1996. Plants could emphasize these floodlines on the sides of historic buildings with different types of non-invasive and native vines. Each type of climber vine would correlate to a specific historic floodline. With proper signage and awareness, these vines can reflect the local history and district identity. This type of landscape architecture encourages a walkable streetscape and allows pedestrians to notice the details of significant historic buildings.

Currently, there is moderate tree coverage in the study area. When identifying sites for trees it is important not to ignore the historical presence in Old Town. The trees and vegetation ought to complement the historic buildings, not overshadow them. Stark Street is located outside of the Historic Landmark District and has few trees lining the street. This street would be an ideal starting point for greening the area and its location parallel to the Morrison Bridge could help attract incoming traffic to Old Town.

The culture of a place thrives on human interaction. Reintroducing native vegetation into the urban landscape spawns conversations about plants, butterflies and birds and encourages pedestrians to engage with the landscape. Using plants to make art “sculptures,” either by pruning or
strategic design, can also help provide a sense of place. Artist Anna Garforth paints an organic mixture of moss and natural adhesives onto a wall in an intricate pattern, and over a short period of time moss grows in the same design (Garforth, 2013). This type of art, known as “moss graffiti,” is an eco-friendly version of street art and only one of many creative ways to use plants as art.

Although many landscape design techniques seem small and detail oriented they can have a large impact on the perception of Old Town and the attraction to the area. The greener the district becomes, the more people will want to visit and live there. Integrating nature into the urban streetscape may be one of the most efficient and cost-effective solutions to attracting new development and revitalizing Old Town.

**Recommendations**

1. Plant fruit trees and plants that attract wildlife.
2. Design vines to represent historic floodlines along the buildings.
3. Plant roses along sidewalks to help further Portland’s identity as the City of Roses.
4. Use hardy, low-maintenance plants that do not require pesticides.
5. Offer monthly tree tours of Old Town.
6. Plant deciduous trees along streets to provide shade in summer and allow the sun to warm the streets in winter.
7. Use plant pruning techniques or strategic design to create street art exhibits.
8. Organize a community group to map and celebrate nature in the district (e.g. San Francisco’s Nature in the City group).
9. Identify opportunities for green walls on buildings that border parking lots.
10. Plant more trees along Stark Street to help entice people from the Morrison Bridge entrance into Old Town.
Growing Old Town: A Model for Downtown Agriculture and Sustainable Food Systems

Beth Sweeney

Portland’s innovations in food provision, from guerrilla gardening to food carts, have graced the pages of urban agriculture case studies and glossy magazine spreads. They are a strong part of Portland’s identity and tourist draw, but they reach beyond that to address a struggle woven deeply through communities across the country. Oregon has statewide food insecurity rates of 13.6% (‘USDA Economic Research Service,” 2012) and the highest childhood food insecurity rate in the nation at 29.2% (‘Feeding America,” 2013). In Old Town Portland, many of the city’s most disadvantaged citizens struggle to meet their basic needs despite the efforts of myriad social service organizations. A push for downtown agriculture and sustainable local food systems in Old Town enhances Portland’s identity as a creative food culture while providing a resilient source of food to bolster self-sufficiency and foster skills for the people who need them most.

Existing Conditions

Three broad existing conditions make a food and agriculture approach an appropriate and catalytic opportunity for the district. First, the project site’s current conditions reflect minimal plantings or green space, with the exception of Tom McCall Waterfront Park. The park, however, is disconnected from the historic downtown fabric. Underutilized buildings and surface parking lots dominate the visual scene. Second, social service organizations in the district provide meals and programming to more than 10,000 people every year (Moore Iacofano Goltsman, Inc. et al, 2006). Many of these residents are temporarily or chronically unsheltered and seek help for reasons ranging from job loss to domestic abuse, chemical dependency and mental health. These services provide a crucial role in advocating for social equity, which must be met if a community is to be sustainable. Third, turn-of-the-century architecture and design features comprise the site’s Historic Landmark District. However, this designation has led to development challenges, largely due to building height restrictions. With these challenges, and absent subsidies or specific design guidelines, development has been slow and inconsistent within the project blocks.

As the case studies below illustrate, infusing grey streets with food and agricultural systems does more than bring color to a community. It can help create a sense of place, invite tourism and support economic development, provide a secure source of food and increase a region’s resilience, and catalyze further large-scale development. To achieve these goals, this research recommends a four-pronged approach to growing the district: create a network of Old Town small urban farms or community...
gardens, support Portland’s food carts and provide space for farmers markets or sustainable food business incubator projects, offer incentives for restaurants and cafés to locate in the area, and build a local grocery store that acts as an anchor and provides healthy food for the area’s current and future residents, workers and visitors.

Case Studies

Melbourne Community Gardens/Sense of Place
A community garden study in Melbourne defined the ways in which the garden helped create a “sense of place” for its gardeners. It found that the main social benefits were increasing social cohesion while providing a shared set of values, enhancing reliable social supports, and providing social connections in the form of networks (Kingsley & Townsend, 2006).

Portland Food Carts/Tourism and Economic Development
Studies have shown that Portland’s regulatory framework, urban form, climate and demographics support its thriving food cart culture (Newman & Burnett, 2012). Food carts draw locals and visitors and provide an economic development opportunity for small businesses to get off the ground without the high overhead associated with traditional storefronts. They help create vibrant urban spaces, increase communication among vendors and customers, and support Portland’s goal of livable, walkable neighborhoods. The Urban Vitality Group partnered with the City of Portland Bureau of Planning and Sustainability in 2008 to form recommendations to support food carts’ expansion and mitigate potential negative impacts. The approach uses food carts as a vehicle for economic growth and social equity. The overarching strategies include identifying additional locations for food carts, increasing small businesses’ awareness of resources by connecting them with current programs, and promoting innovative urban design elements that
support food carts’ presence (Urban Vitality Group, 2008).

**Chicago Urban Farming Network/Secure and Resilient Food Networks**
In March 2013, the City of Chicago announced plans to transform vacant lots into thriving urban farms. Working in concert with a variety of local nonprofit organizations, the program will increase access to healthy food in food desert communities and provide education on growing food and building farmers markets and small food enterprises. The program seeks to provide workforce training, employment and community development for disadvantaged individuals (City of Chicago, 2013).

**Washington, DC Rooftop Roots/Secure and Resilient Food Networks**
Rooftop Roots works with social service organizations to supplement their food resources with healthy foods grown on-site. They use sub-irrigated planters to create lightweight, low-cost rooftop vegetable gardens. The gardens also provide training and education in agriculture and nutrition (Rooftop Roots, n.d.).

**New York City Food Retail Expansion to Support Health (FRESH) Initiative /Healthy Grocery**
Supermarket development in New York City, the Planning Department kicked off the FRESH initiative in 2009, which linked zoning changes and financial incentives for developers prepared to build supermarkets in areas lacking access to fresh food (Cohen & Obadia, 2011).

**Challenges and Opportunities**
Some of the same conditions that make an urban food and agriculture district relevant for this site are inextricably linked to the challenges presented in creating one. For example, the current lack of green space means that locations would need to be created for community gardens in the public right-of-way, on parcels currently not being used for development such as surface parking lots, or on vertical walls or rooftops. In relation to the district’s social environment, concerns will likely surface about vagrancy, theft and misuse of garden sites. From a historical preservation standpoint, urban agriculture, additional food cart pods, new restaurants or grocery stores may require new models to be incorporated into the historic district fabric.

Until large-scale development or historically appropriate urban revitalization becomes economically and politically feasible in Old Town, urban agriculture and an emphasis on fresh, local food and the jobs associated with it are critical to improving the health and well-being of the community.
with it provide a bridge that unites economic development, environmental benefits and social health. This bridge will help foster the community’s sense of compassion, pride and identity, in turn creating a more livable, desirable area and incentivizing future development.

Local opportunities include a food and urban agriculture district integrated with the proposed James Beard Public Market. This prospect would invite additional food industry growth and, if the market is built, capture the benefits of its status as a magnet to the area. Underutilized places could be rented out at reasonable cost to small, sustainable food businesses, supporting a business incubator model. Potential partnerships could be developed with Oregon State University’s Food Innovation Center in Portland, which is located north of the study site on Naito Parkway. The organization and its partners provide education, business development and grant opportunities to help small businesses achieve a footing for their local foods in the marketplace.

**Recommendations**

1. Create a collaboration of landowners, business owners and social service organizations interested in promoting community gardening as a vehicle for social and economic change in the district.
2. Identify barriers to downtown gardens or farms and create a development strategy.
3. Apply for food security grant funding to work with landscape architects and local food justice groups to design garden space.
4. Identify potential garden sites on vertical walls as a first opportunity for development.
5. Investigate rooftop opportunities for educational and workplace training-oriented community gardens atop social service buildings.
6. Work with landowners and the City to determine whether sections of underutilized surface parking lots could be provided for green space, public gathering space or food cart pods in return for development incentives elsewhere.
7. Encourage development of an Old Town Farmer’s Market on Ankeny near Voodoo Doughnut, closing the local street to vehicle traffic to take advantage of the area’s pedestrian activity and provide a consumer base.
8. Identify activity nodes for potential food cart pod sites and design inviting public spaces that are amenable to them.
9. Select an appropriate site for mixed-use grocery and residential.
10. Identify barriers to the mixed-use development and promote zoning changes and financial incentives, as needed.
Managing greywater and stormwater are issues that every location has to deal with. However, it is more difficult in dense urban environments such as the study area for this project. There are a high proportion of impervious surfaces which means much of the rain that lands in this area is collected and taken away from the city as fast as possible. This process uses city resources which cost the city money and produce a number of environmental issues. By reducing the volume of water that is quickly moved away from the city, numerous benefits can be gained for the population and the environment.

Two main goals for the Old Town region should be to reduce the amount of water that ends up going to the wastewater treatment plant and the amount of water that runs off unimpeded to the river. Diverting water away from the treatment plant eases the burden on the underground infrastructure, which includes the 2300 miles of pipes that run to the Columbia Boulevard Wastewater Treatment Plant (“Columbia boulevard wastewater,” 2013). This could allow them to last longer, thereby costing the city less money in repairs and upkeep. Another benefit is with less water going to the treatment plant, energy is saved. The city pays less than it would and there are less greenhouse gas emissions released from the treatment plant. Water can make its way back to the ground where it can recharge groundwater levels, which is especially useful in a location that has less pervious areas than most. There is also improved air quality if plants are involved with the water management.

Using pervious pavers, such as cobble stones or durable bricks, in areas that have low or slow moving traffic could greatly enhance the amount of stormwater infiltration. Asphalt is highly impervious, which forces water quickly to collection points underground. Areas such as crosswalks or alley ways could be good locations for this type of system. Using cobble stones for example, for crosswalks could be an interesting way of establishing a sense of place in the Old Town district. Pervious pavers are approved for all people to use including bicycles and wheelchairs alike. Allowing the water to flow through the street keeps the crosswalk dryer and helps reduce the slippery quality of wet pavement (Baume, 2010). There is a need for more frequent street sweeping with pervious pavers, between two and four vacuum sweeps per year is recommended to keep the system running well (Novotny, 2010).

There are a number of different, side-of-street, options for handling stormwater. The city of Portland already employs a few with their Green Streets program (“Buying or selling,” 2013). Locations with large sidewalk areas or roadways that are big enough to give up a few feet could extend the curb out a few feet in order to install a stormwater planter. This planter could house a tree and allow for runoff to flow right into its root system. The roots and soil would clean the water as it is being taken.
A byproduct of some household/office activities is greywater. Greywater comes from sources such as showers and baths, or sinks for hand washing. This water can be collected and reused at a later time in order to reduce the amount of potable water used in processes that do not require potable water. Flushing a toilet for most locations uses water that has gone through a full treatment process and is actually potable. This is unnecessary since it is generally considered unsanitary to drink water from a toilet. By collecting greywater and using it for processes that do not need potable water, the water use of a location can be diminished ("Greywater recycling," 2007). Greywater for certain uses, such as flushing toilets, does not need to be processed as heavily as potable water before its use, although the water still does need to be filtered and disinfected before its reuse ("Large scale greywater"). A typical American uses around seventy gallons of water a day. Twenty four of those gallons come from sources that produce greywater. Eighteen and a half of those gallons come from flushing a toilet. There is an opportunity to eliminate the eighteen and a half gallons altogether by using greywater (Kloss, 2008). This reduction would greatly reduce the amount of potable water demand from a district that is more commercial than anything else. Old Town has the opportunity to build new buildings or retrofit old ones that may require updating. It may be possible to entice owners and builders to install a greywater collection system for reuse in the building by offering some sort of benefit or incentive to them.

With the high amount of rainfall, roof surface area, and daily water requirements for the average citizen, collecting stormwater from roofs could provide water for a number of different processes. Portland has an above average yearly rainfall amount and much of that comes during a rainy season. By collecting this water it can be used to extend the wet season, although water collected this way cannot be stored for an extended period of time before its use without some sort of filtration or disinfection system. A common technology to treat stormwater or greywater is an MBR which is a membrane bioreactor, but this method is expensive ("Water recycling and," 2006). Water collected from roofs can be used on planter boxes as they dry or in buildings as a greywater source. More water reused toward other uses means less water that has to go to the water treatment plant or into the river. This saves demand on the plants and as stated before, reduces monetary impacts on the city as well as

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**Stormwater Planter Box**

Photo courtesy of Aaron Staniak
improves the health of the environments. There is also decreased pollution in the river from stormwater runoff. Rainwater harvesting has been allowed by the building codes division of the government as an alternate method to the state plumbing code (“Building smart guide”).

Recommendations
1. Install pervious crosswalks at all crosswalks in Old Town district
2. Install pervious pavement on SW Ankeny St between SW 2nd and 3rd Ave
3. Install pervious pavement in the Saturday Market area in Governor Tom McCall Waterfront Park as well as the extended part of the Market across SW Naito Pkwy and SW 1st Ave
4. Install planter boxes containing trees or small shrubs along areas of SW Pine that do not already have established vegetation.
5. Install planter boxes containing trees or small shrubs along areas of SW First Avenue that do not already have established vegetation.
6. Install planter boxes containing trees or small shrubs in SW Ankeny public space that do not already have established vegetation.
7. Install a green gutter on SW Naito Parkway between the parking lane and sidewalk on the roadside, opposite the river.
8. Install green gutters along Fourth Street
9. Offer incentives to developers and remodelers to incentivize installing greywater collection and reuse systems
10. Offer incentives to developers and remodelers to incentivize installing stormwater collection and reuse system
Managing Parking in Old Town Portland
Aaron Staniak

Parking is a complex problem that is different for any location. Many factors such as density, land values, and land use contribute to the makeup of parking in an area and limits what can be done to change the parking situation. Decreasing car ridership in an area can ease pollution as well as lower the cost of upkeep of city infrastructure. At the same time, increasing parking allows for more people which can lead to higher land values and fewer open blocks in an area. Old Town Portland has a large number of surface parking lots which could be used in a more productive manner. By reducing the number of lots, the historic district could begin to look more like the historic area this district is based on.

In order to begin to understand how parking works in a given city a survey should be conducted. It should be the city’s goal to understand why the people drove to downtown. It is also important to understand what factors motivated them to drive as well as what factors would make them not want to drive. Asking for information on how they feel about parking and reasons why they did not take public transportation could give better insights into why they chose to come to Old Town by their own personal vehicle.

A similar survey was conducted in Hong Kong to help city officials reduce traffic on their road systems (Cullinane & Cullinane, 2003). The top deterrent for people driving their own cars was traffic congestion, but the next top three answers were all related to parking in some way. Parking is a critical component for people when they decide to drive, especially in a downtown environment.

Based on answers gleaned from the survey it may be possible to more effectively communicate, directly educate, and advertise for public transportation to the public. There are a number of different reasons as to why people choose not to use public transportation and any information on these reasons could lead to more effective ways of increasing ridership in this area specifically.

Once the education and advertising has been accomplished, the next step would be to influence the situation with money. A current system for buildings with tenants is that the cost of parking is passed off to customers or renters in the form of higher rents or higher priced goods and services. By separating these costs, the tenants do not pay for the cost of the space and can pay more for a parking space should they choose to use one (“Rethinking parking requirements”). Rather than having free parking or relatively cheap parking, the costs to park a car will depend on the area and what people are willing to spend.

Another possible monetary option is implementing a flat tax on all surface parking (Feitelson & Rotem, 2004). The tax could be based on the amount of space used for parking. This would encourage multiple stories for parking, or parking mixed with other uses instead of single level parking lots. This tax would make it so that there is no minimum or maximum amount of spaces per building but rather leave the question of how much parking to offer in the hands of the developer. They can decide what is important for their building and they may be able to increase the value of their property through increased amounts of parking spaces. It is not possible to distinctly say what outcomes will come from this change but it may be likely that parking lots consolidate into fewer lots.

Developers may choose to incorporate parking within developed buildings in this area. Rather than having an expensive parking garage which would be more
difficult to blend into the historic atmosphere, building developers may choose to turn the first level of the building into parking with other uses on the floors above (Gardner, 2001). Costs can be recouped from tenants above or from public parking. The parking could fetch a higher rate because it is in a sheltered environment and possibly located under the desired end location for the driver. Lots such as this may be easier to blend into the feel of the historic district compared to a surface lot or large parking garage.

The method of placing parking lots on the first floor of buildings is a better option than parking garages and surface lots. Surface lots are aesthetically unappealing and they have been known to bring in less money than developed lots of land (Ganje, 2012). Surface lots are cheaper to build when compared to parking garages, which cost a large amount of money per space. The exact amount depends on a number of different factors, but it is more expensive to build a parking garage than it is to pave a plot of land. Currently there is one parking garage in the Old Town study area and three SmartPark garages within three blocks of the edge of the study area ("Smartpark garages," 2013). There may not be enough demand with all of those garages in the area to support another parking garage. Parking garages need a high volume of use to make up for their high costs to construct and maintain. Building first floor parking in many buildings will increase parking spaces, which is needed to create higher density development, which in turn leads to increased land values. With increased land values, parking garages become more economical to construct. A well-developed area like the one described typically sees an increase in alternative modes of transportation (Voith, 1998). This comes from more people working in the area, higher costs to park which makes driving impractical, and more people who just want to visit whether or not they can drive there.

The Old Town district focuses largely on tourism and businesses. Because of this fact, the businesses in this area should be included in talks about parking and parking plans (Tumlin, 2012). A change that could help out local businesses would be to change how parking meters work on roadways around popular locations. By eliminating time limits on meters people can pay for the amount of time they want and enforcement by the police department is less intensive which saves the city money. If the meters take coin or credit card, it is simpler for customers. With price-adjusting meters there should be enough turnover in cars parked to allow for new people to park (Shoup, D. 1994). During high street parking demand times the prices can increase, then during low demand times prices should decrease to an appropriate level. In order for some streets that used to have free road parking, parking benefit districts could be created (Shoup). In these districts money made from parking meters goes back into the district rather than to a general fund for the city. The increased revenues can go toward more parking initiatives or any other cause deemed appropriate (Tumlin, 2012).

Recommendations
1. Conduct survey to determine why people drive to the study area, where they are from, and what may deter
them from using their own personal vehicle.
2. Use survey results to aim marketing and education toward increasing public transportation.
3. Unbundle the cost of parking in residential projects.
4. Implement a flat parking tax on all parking spots.
5. Encourage buildings to place first floor parking areas.
6. Don’t consider building a parking garage until land values and area popularity increase.
7. Increase parking without using surface lots.
8. Wait for high land values to be accomplished, analyze the possibility of decreasing parking and encourage the people of the area to rely more heavily on alternate modes of transportation.
9. Involve businesses as well as other members of the community in the decision-making process of what to do about parking.
10. Use unlimited-time parking meters for on-street parking, and set rates based on demand, then use collected funds to benefit the local area.
Active Living
Kacey Morgan Messier

According to 2010 data from the Centers for Disease Control and Prevention, 3 out of every 5 adults in the Portland Metropolitan Statistical Area (MSA) is either overweight or obese (CDC 2008). It is no secret that a sedentary lifestyle can lead to weight gain and obesity. That is why an active lifestyle is incredibly important when considering plans for a community or neighborhood. If people are to live in the old town historic district in Portland, considerations must be given to fostering an active lifestyle and a livable, vibrant community. For too long, the suburbs have been considered the best place to raise a family. This has caused problems in urban areas and for the underprivileged residents who do live in these areas, they have few healthy options. The Old Town is a food desert and lacks key components of a walkable, livable, active community.

The Truth about Old Town’s Walkability
It is sad to say, but the only people currently living in the Old Town Portland district are homeless or in low-income government housing. Although walkscore.com ranks the area high in walkability, calling the area a “walker’s paradise” with a walk score of 97, there are some significant barriers to the walkability of Old Town (Walk Score 2013). For one, Old Town lacks some pretty basic services, like a grocery store or a post office. Without which, the area is just not walkable, or livable. If people have to get in their cars to do some of the most basic of day to day activities, then they lose the opportunity to be active in their day to day life. At the same time, research shows that daily physical activity can improve overall health, reduce the risk for disease and can help a person maintain a healthy weight. According to the U.S. Department of Health and Human Services, adults should engage in at least 150 minutes of moderate-intensity activity each week, and children and teenagers should engage in at least one hour of activity each day (Physical Activity Guidelines for Americans, 2008). Many adults lack the time in their busy schedules to incorporate physical activity into their daily lives. That is why now more than ever, planners must design communities to optimize a resident’s ability to engage in more physical activity.

Although Old Town Portland is considered walkable, one of the most significant barriers to walking must be addressed before that can be true. Old Town has real and perceived safety concerns April 2013 data includes 54 part one crimes which includes 11 aggravated assaults, 30 larceny offenses, 3 robberies, 7 thefts from vehicles and 3 vehicle thefts (“CrimeStats and Neighborhood Crime Statistics,” n.d.). The safety concerns in Old Town must be addressed before the area can ever be considered walkable. “One of the most frequently cited barriers to physical activity is lack of safe areas” (CDC 2011). The homeless population and the nightlife adjacent to the Old Town district perpetuate the lack of perceived and real safety concerns in the Old Town. One person described the Old Town as a “red-light district,” hardly a place you would expect to see a family. To bring value to the Old Town, the safety concerns should be addressed immediately.

Old Town Pedestrian District
At the design charrette in Portland on April 20, 2013 several tables identified key areas of the Old Town district that would be ideal for pedestrians. These areas include SW First Avenue to the SE Morrison Bridge and from SW Ankeny Street to SW Pine Street. Both First Avenue and Ankeny Street are already highly pedestrian oriented streets, researchers, guest speakers, and community members all identified these areas as being prime for a pedestrian district. Additionally, the James Beard Public Market has identified the parcel of land underneath the Morrison Bridge as an ideal
place to build (Portland Public Market 2009). Provided the John Beard Public Market goes under the bridge, development of the pedestrian district should consider the Los Angeles Farmers Market as an example for how pedestrians act with the tracks running through the center of the shopping area (A.F. Gilmore Company, 2013). Although Portland’s Max Line runs directly down First Avenue, pedestrians near Portland’s Saturday Market move out of the way without a problem due to the train’s slow moving speed (?? Mph). As long as the Max line continues to move at a slower speed through the area, pedestrians are likely to move out of the way or avoid the tracks all together. The max line stops at either end of the pedestrian district making it that much more visible to people walking. Additionally, First Avenue is cobbledstone which makes driving and biking on it less appealing.

The proposed area for the pedestrian district is in sync with the edges of the Old Town district. Anyone in the area should have the feeling that they just want to walk around and soak it all in. To reduce the amount of bike traffic and to maintain the historic feel of the area, bike corrals using the old cast iron should be placed along the edges of the district. The bike corrals along the edge of the district will add to the sense of place and historic character of the Old Town. They will also help to foster a Bicycle Friendly Business District (BFBD).

**Bicycle Friendly Business District (BFBD)**

To limit bicycles in the pedestrian zone, the aforementioned bike corrals should be adequate and visible bike parking should be constructed. However, this is not to mean that bicycles cannot and should not exist within the rest of the district. Research has considered that outside of the pedestrian district it is important to encourage local businesses to engage in a Bicycle Friendly Business District such as the one put together in Long Beach, California (Bike Long Beach, 2012). Doing this will also give a distinct feel to the portion of the study area that outside of the Old Town historic landmark district. Encouraging people to patronize local stores and businesses by bicycle and on foot has significant implications for the health of the people living in the community and for the economic health and resiliency of the area. Further considerations about living in the Old Town district are discussed in the section on Living in Old Town.

**Recommendations**

1. Increase safety and reduce overall crime by implementing a casual increase in police presence in the Old Town district. This should take place through the use of officers on bicycles, horses or some other ambient form of transportation. Their presence should be limited, subtle, and friendly, and built into the fabric of the Old Town district.
2. Develop a pedestrian district along SW First Avenue and between Ankeny and Pine Street. This would include closing Ankeny and First to vehicular traffic and either closing utilizing traffic calming strategies on Pine and Ash Streets.
3. Limit bicycle and vehicular traffic in pedestrian zones by reducing available parking available inside the district and increasing the available bike and car parking outside of the district.
4. Construct highly visible bike corrals using some of the old cast iron and place these corrals on the edges of the pedestrian district. (MAP)
5. Limit additional bicycle parking in the pedestrian district.
6. Exclude or strictly limited vehicular parking within the pedestrian district.
7. Include adequate parking in buildings outside of the defined pedestrian district. All new developments should all consider adequate parking needs incorporated into the 2nd, 3rd and 4th floors of buildings.
8. Make fresh, whole foods available in the...
district through: a local market, farmer’s market and community gardens.

9. Consider the use of bollards to restrict vehicular traffic in the pedestrian zone.

10. Provide free bike racks to businesses who wish to be a part of the BFBD.
Streetscapes

Ankeny Park Axis
Ankeny Street

Nautical Museum Axis
Pine Street
(Realigned Memorial & Museum)

James Beard Public Market Axis
First Avenue

Oak
Stark
Burnside
Pine
Ankeny
Couch
Bumside
6th
5th
Morrison
Naito Parkway
Balancing the Development of Public Spaces and Social Services
Kelly Groth

For commuters exiting the Morrison Street bridge, brick walls posting an advertisement for the newest, trendiest whiskey welcomes them into Old Town Portland. Entering the district during rush hour, vehicles are stuck in a slow crawl of traffic with a view of several office buildings. Pedestrians and bicyclists do not look twice at the district, focusing rather on the cars surrounding them. Instead of traffic and tall buildings, greener scenery should welcome all travelers—using any mode of transportation—into the district. Development of a pocket park on Naito Parkway and Stark Street will not only provide a gateway for visitors into the area and encourage them to remain in the district, but also create value and catalyze development within the district. Creating inviting, accessible, safe, and healthy environments will help to improve livability in the area, increasing potential for housing developments, community centers, businesses, and retail fronts.

Several strategies to achieve successful and active public parks have been developed by the Project for Public Spaces. Of the nine strategies the PPS has identified, many are applicable to the site including: the use of transit as a catalyst for attracting visitors (Metropolitan Area Express or MAX, and Union Station are nearby); creation of an identity and image for the park (a gateway to Old Town); development of a smaller park across from a larger, main park (Tom McCall Park) to help integrate the inner park into the district; and make management of the park a central concern.

Transit throughout the area is easily accessible and convenient, especially near the proposed park site. The MAX light rail stops a block away at First Ave and Stark Street, and the Portland Union Station is located just a few blocks further. Naito Parkway is a busy arterial along the park site, traveled by many commuting by car or bicycle. In addition to its easy access and high visibility, it will attract visitors and also provide a welcoming gateway into the Old Town district.

The identity of the park will highlight the district’s historic significance to create a gateway into the area. Incorporation of the Old Town’s historic cast iron and cobblestones, perhaps on the walls of buildings outlining the park to increase visibility and stay out of reach to avoid vandalism, will alert travelers they have set foot in the unique district. Integrating historical features of the Old Town district including historic cast iron and cobblestones will help create a sense of place within the area. The site’s location directly across from Tom McCall Park will encourage those traveling through the larger park to visit the smaller pocket park as well. Since Naito Parkway is a busy thoroughfare, a park full of green scenery and distinctive artwork will help to reduce traffic speeds. Incorporating several features of an eco-district, including vegetation and trees to divert stormwater runoff should be featured within the park. Green scenery increases property values, increases revenue in nearby shopping districts, and reduces water pollution.
The park will provide a destination within the district, inviting visitors strolling through the Saturday Market or Tom McCall Park to stay within the area. Surrounding retail businesses will also benefit from the increased foot traffic in the district. Each destination provides a different atmosphere and identity, and is easily accessible by public transit, bicycle, and foot.

Management of the park is one barrier to development of a public space in the district, due to the present homeless population and their residence near the proposed site. The surrounding population of homeless individuals causes concerns when developing a park, including the likelihood of the homeless sleeping in the park, as well as the possibility of increased crime and vandalism. Drug use and mental health are common problems of the homeless population located in Downtown, and many people visiting the district feel unsafe and harassed. Because homeless individuals in the area reside in district public spaces and often threaten local business employees and deter visitors, volunteer social worker can provide amenities to those looking for place to sleep or camp. One solution to discourage potential crime and vandalism of a public space, while also creating a safe, well-maintained environment to attract park users, is to implement Crime Prevention Through Environmental Design (CPTED) principles. Of the four principles, one recommendation is to create a well-maintained environment with high visibility so other users and passersby may easily see the park’s visitors. Park maintenance, signage, and pathways will also help deter criminal behavior from occurring inside of the park.

Similar urban settings have proven to be successful in creating green public spaces, including San Francisco. The Tenderloin National Forest in San Francisco was transformed from an alleyway located in a high-crime area with a prevalent homeless population into a quiet, inviting neighborhood park. What once was a dumping site for garbage and hypodermic needles has been closed off from traffic and developed into a pocket park complete with an urban garden, native trees, and public art that reflects the diversity of the neighborhood. The Forest creates a safe, open space for users, who are given a sense of place in an area known for its otherwise uninviting population. In addition, trees and vegetation reduce criminal activity, since green surroundings promotes a greater sense of community and increases attention to the park and its users.

**Recommendations**

1. Create an identity for the Old Town district by designating the park as a gateway into the district.
2. Collaborate with several gardening and local art groups (i.e., Urban Farm Collective) to transform parking lot into gathering area. Transformed lot will incorporate public art, green space, and a community gathering area while allowing for all types of individuals to participate in park life.
3. Maintain park landscape to ensure the development will not be vandalized by individuals. Repair and general upkeep of the park will indicate it is cared for.
and creates a sense of safety and comfort.
4. Provide amenities for the different groups of people using the park including children, adults, and people of all backgrounds. Incorporate several elements including vegetation, benches, playscapes, local art, and signage in several languages.
5. Plant native vegetation, low-maintenance plants, and bioswales in the park and along the sidewalk to help calm traffic and divert stormwater runoff.
6. Display Old Town’s historic cobblestone and cast iron into the park to incorporate the district’s specific characteristics with local art.
7. Guide visitors to park by incorporating signs throughout district, and well-marked entrances and exits to the park.
8. Install sufficient lighting to illuminate park at night, improving safety and allowing for individuals passing by to see if individuals are in violation of the park rules (sleeping, loitering, etc.).
9. Draw attention to district without marginalizing homeless population, improve safety and address homeless problem by connecting individuals living on the street with services available in areas.
10. Install signs to deter individuals from camping or sleeping in the park, with a phone number and location for the nearest shelter. Neighborhood volunteers should survey the district during night to deter encampments. If individuals are in violation of the park codes, connect those individuals to their specific needs (i.e., in shelters or provide a work opportunity) rather than displacing them to another area.
Social Services Integrative and Management Opportunities
Meghan Nelson

Social service issues have been a long-standing struggle in the United States with deep historic roots that heightened during the postindustrial era. Traditionally the poor have been a heavily marginalized population, quarantined to the periphery of economic and social activity. Poverty and unemployment are often not addressed but represent key socio-economic loopholes in current initiatives; inducing a significant lack of successful long-term solutions.

The Old Town district of Portland, Oregon experiences a particularly high concentration of homeless individuals. Annual data from the year 2012 identified 15,828 sheltered and unsheltered homeless people in the city (Jones, 2012). The historical background on homelessness in the Portland tells a unique story about the Old Town district. Circumstances in the early 1970’s set the stage for Portland’s substantial homeless population: an abundance of cheap housing units, occupied by single males, and high rates of substance abuse. The combination of these conditions created an environment rampant with poverty and crime. The rapid deterioration of economic conditions during the turn of the twenty-first century greatly contributed to a proliferating homeless population in Old Town Portland.

Current social service concerns have had damaging effects to the character and livability of the district, and are a primary deterrent for redevelopment investors, business and street-side activity. Creating value through the reintegration of the homeless population into society by implementing permanent solutions through enhanced employment opportunities and a centralized management authority will generate a healthy platform for community revitalization. Addressing these safety and security concerns will be a crucial in determining the success of any redevelopment plans.
Integrative Opportunities
Presently there are four primary social service organizations located within our study area: Portland Rescue Mission, Human Services Department, Mercy Corps and Mercy Corps Action Center and the Salvation Army. Additional resources include non-profit organization, Central City Concern, serving as the over-arching social service entity promoting strategies to transform and support individuals as well as the community. In addition to these essential amenities, establishing innovative new partnerships and encouraging interagency cooperation will build a stronger network and elevate the economic, social and environmental well-being of the district.

Economic stability is a defining characteristic of homelessness. Low wages, a lack of affordable housing, and drawbacks within the welfare system make financial independence nearly impossible to achieve. Socio-economic improvements are central to bridging the gaps between housing, employment, and income for the provision of basic necessities.

Opportunity Village Eugene (OVE) is a non-profit organization constructing transitional micro-housing communities for the socially disadvantaged. A year-long pilot project was recently approved by Eugene City Council and plans to develop a village are currently underway. The initial project will select thirty individuals to participate in the pilot and based on the results hopes for long-term implantation include an extended network of villages throughout the city. OVE emphases relationship building through five basic rules: 1) No violence to yourself or others, 2) No theft, 3) No alcohol, illegal drugs, or drug paraphernalia, 4) No constant disruptive behavior and 5) Everyone must contribute to the operations and maintenance of the village (Opportunity Village Eugene, 2013). Members will primarily rely on self-governance with the Eugene Police Department as an emergency liaison.

Creating a shared space with positive values, individuals are exposed to crucial social skills necessary and act as a building block toward becoming a functioning member of society.

Complimentary to OVE’s transitional housing village, FareStart is a culinary job training and placement program for the homeless and disadvantaged populations in Seattle, Washington that would further develop interpersonal and occupational skills. For the past twenty years FareStart has helped roughly 6,000 individuals young and old renew their lives, as well as providing over five million meals to those in need. They offer a sixteen week adult training program and an eight week barista
training program for at-risk youth. Unemployment is a dominant cause of homelessness and typically determines whether or not individuals can remain self-sustainable. Greater access to job placement opportunities through increased outreach efforts has been one of the program’s principle goals. By creating supportive communities through food-service job training individuals are given the opportunity to develop strong connections, while cultivating indispensable skills that have the ability to lead to permanently ending homelessness. With over 6,000 success stories in King County alone, utilizing the voices of these individuals’ successes as a part of additional outreach efforts, reformed participants sharing their stories with the greater community could act as a catalyst for increased program participation rates.

In 2001 Mel Young and Harald Schmied founded the Homeless World Cup Foundation an unconventional approach toward addressing homelessness aiming to “change the lives of homeless people through football” (Homeless World Cup Foundation, 2012); using soccer as a vector to motivate individuals to change their lives. Through the support of grassroots soccer programs and the development of social enterprises the Homeless World Cup Foundation now operates within a network of seventy-three national programs. Each year they hold a Homeless World Cup Tournament to celebrate their work and foster social bonding among individuals, teams, and organizations. By engaging the homeless and socially disadvantaged in an organized sport they are able to builds rudimentary skills such as teamwork, communication and responsibility. The 11th Homeless World Cup will be held in Poznan, Poland from 10-18 August, 2013. Developing a smaller scale state tournament for the State of Oregon modeled after the Homeless World Cup would create an
innovative and integrative opportunity for homeless individuals, grassroots soccer organizations, the Portland Timbers, non-profit organizations, and other local businesses. Stand Together is the Portland Timbers’ mission to support the community through the power of sport to strengthen lives throughout the region and presents an opportunity to capitalize on their philanthropic efforts.

Management Opportunities
Coordination between the homeless population and the available resources is a crucial component in ending homelessness. Companies like Block to Block can act as a resource hub that connects individuals to fundamental services. By addressing the unique needs of a city on a case-by-case basis Block to Block provides safety, cleaning, hospitality and outreach solutions for Downtown Improvement Districts (DIDs). In 2009 Minneapolis, Minnesota implemented their first DID, employing seventy ambassadors to serve 120 downtown blocks. DID ambassadors are not only knowledgeable district personnel; they are also prepared to handle social services issues. Additionally, trained social workers are employed and serve as coordinators, working with local outreach partners to provide strategic case level management of visible homeless individuals. The application of a DID strategy to Old Town would restore the street-side atmosphere through increased safety and security, and stimulate job creation throughout the district.

Revitalizing the Old Town district is a key element to attracting economic activity and a sense of place. Currently, Old Town lacks a management entity to oversee activity, ensure safety, and enhance the character of the district. Downtown Professionals Network (DPN) is a planning and research firm who concentrates on community, downtown and business district, economic development, redevelopment and revitalization for local communities and municipalities to states and national
development entities. DPN provides a combination of six different services to assist in growth and create a unique approach for the needs of their clients: planning, market research and analysis, marketing a branding, technical assistance and management service. Their services have aided communities across the nation with projects ranging from community participation training to business development strategies.

An example of this can be seen in the Old Town Lansing Market Study and Strategies – Lansing, Michigan. DPN’s expertise and innovative approaches assisted this main street community in the revitalization of their historic business district. By engaging the local community in the planning process, identifying economic barriers, population and market trends, and potential business expansion strategies they were able to redevelop Old Town Lansing as a catalytic project that established district vitality for years to come. Utilizing DPN’s specialized expertise presents substantial potential to address underlying socio-economic issues and design a comprehensive plan that re-stimulates Old Town Portland.

**Recommendations**
1. Construct an Opportunity Village near Mercy Corp shelter to act as a transitional community for the homeless and socially disadvantaged.
2. Implement Block to Block Downtown Improvement District (DID) to the study area as a management entity to provide safety, hospitality and outreach services for the district.
3. Establish partnership with Portland Timbers and grassroots soccer organizations to host a soccer program and event modeled after the Homeless World Cup.
4. Develop a smaller-scale Homeless World Cup soccer tournament for the State of Oregon to be held in Portland as an integrative opportunity for the homeless and socially disadvantaged.
5. Seek sponsorship opportunities from Nike to support an annual soccer tournament and ongoing training sessions as a component.
6. Establish partnership with the Portland Timbers to host a fundraising tournament for the homeless and socially disadvantaged.
7. Collaborate with local faith organizations for cost-effective volunteer opportunities such as soccer tournament personnel.
8. Develop partnerships with local organic and/or environmentally conscious restaurants in the district to pilot a FareStart program in Old Town and create catalytic employment opportunities for the socially disadvantaged.
9. Expand the FareStart program by integrating participants into an additional position as Block to Block ambassadors.
10. Contract Downtown Professionals Network to establish an appropriate plan to revitalize Old Town in a sustainable manner.
Livening Up Old Town
Revitalizing a Forgotten District
Tristan Sewell

Old Town, Portland is currently an underutilized district downtown due to a forgotten identity, slowly being recovered from parking lots. The district is lively weekends for the Portland Saturday Market, Voodoo Donuts always has a substantial line, but most other parts of the area are underutilized, seen as a parking area or means to get between the waterfront and the core downtown. In order to breath life back into Old Town, bringing people in - for more than just a walk around - is crucial. Finding space for residences, inviting a corporate presence, and capitalizing on all hours are primary steps to enliven Old Town.

The district has a number of essential amenities in place ready for a corporate presence. Inviting a large company to Old Town is a good use of the district because of the ownership opportunity for that company, and the businesses surrounding it will benefit from having consistent clientele. Seattle’s South Lake Union provides a solid example that a vibrant district can be built on worse. Prior to Amazon’s investment in the district by renting out one of Paul Allen’s buildings, it was just as overlooked and underutilized, even rundown. Now Seattle has a lively district full of young professionals with disposable income to spend out a lunch or dinner after work and a burgeoning restaurant economy. South Lake Union features a cluster of medical and biochemical companies, the headquarters of Amazon, and REI’s flagship store.

But how can Old Town attract companies like Amazon to the fledgling creative district? First, create the right economic environment for the company itself. The social and interactive environment is second to factors that play into the bottom line. Old Town may need to make certain compromises or concessions to draw in a big player. Creating transferrable development rights for height limits could add flexibility large investors would need while providing a means for character consistency, essentially balancing heights differently than the current strict maximums. Tax exemptions or other financial benefits could be offered, especially if used as means to direct the behavior of companies in Old Town. A good example is found in Seattle’s Vulcan Real Estate, which secured half a billion in funding for Amazon’s campus expansion in the then-rundown South Lake Union during the 2008/9 recession (Vulcan Inc., 2013).

Once a presence has been established in Old Town, measures should be taken to develop residences so that employees in the area have minimal commutes, ownership of the area increases, and economic reinvestment strengthens it. Meadows and Call (2007) state that neighborhoods only change when their residents change, and Old Town has next to no residential population aside from the homeless, but those individuals are not all permanent. It is only natural for employees to want easier commutes, and they are willing to pay for it. By living closer, they may walk or bike to work, passing local businesses more slowly, getting a good chance to look them over and decide to come back some time later. This increases economic investment locally and strengthens the community by also improving employees’ likelihood of interaction. This interaction spawns more social interaction, casual relationships across firms, idea spillover, and other roots of innovation. Creative people find like-minded individuals and undertake hobby projects and even launch their own companies. Transforming Old Town lots into residences does require some different amenities than it has today, including more greenspace, a supermarket, and potentially childcare and schools, depending on how family-oriented it becomes.
To build ownership and identity of an up-and-coming Old Town, creating and encouraging programming that defines the area is essential. When paired with the opportunities having a corporate presence and its ownership present, even greater definition can be achieved. A low-hanging fruit for identity formation is to better tie the Portland Saturday Market into the Old Town identity, by renaming it to the Old Town Saturday Market, as its economic impact and spillover from weekly crowds would help Old Town grow. Planning some kind of Old Town ‘grand opening’ to celebrate the district’s rich history and revival. Finally, giving the creative people of Old Town a ‘living room’ space brings interaction into the public sphere and centralizes Old Town. Placing this space at the heart of Old Town gives it gravity, and makes for a good place to meet, take a break, or observe. An interesting lesson can be taken from Berkeley’s Y-PLAN program, which gets local urban high school students involved in the redevelopment process and has taught lessons to students and professionals alike (McKoy and Vincent, 2007). This new source of ideas and commitment to the community’s future is worth replicating in Old Town.

Today’s Old Town is not a place energized by itself; it draws on the Portland Saturday Market, Voodoo Donuts, and a sprinkling of restaurants and bars. What Old Town needs now is presence, sense of place, and a definitive feel. Redefining and revitalizing Old Town will take inviting a corporate presence, stepping toward inclusion of residences, giving the district heart through a ‘living room’ space, and strengthening the meaning and value of its history, all while building ownership. Right now Old Town is no one’s part of town, except maybe the homeless and bar-going. Its future could make it the home of thinkers, tinkerers, investors, tourists, and their supporting businesses and industries.

**Recommendations**

1. Balance the district’s uses and properties to fill out its utility; include housing, retail, and office space
2. Develop housing for professionals to populate the district at all hours and create continuous demand
3. Invite a corporate presence through innovative tax incentives
4. Build Old Town’s own character, sense of place, and independent identity
5. Approach a well-established developer with strong connections like Vulcan Real Estate to evolve the economically-challenged Old Town
6. Establish transferrable development rights to make Old Town attractive to investors
7. Rename the Portland Saturday Market to the Old Town Saturday Market to bring that popular attraction into the fold of Old Town’s identity
8. Give Old Town a heart by creating a ‘living room’ public space at the corner of SW 2nd Avenue and SW Pine Street (see the Cast-Iron Square section - pg. 34)
9. Encourage ‘third places’ available to creative class workers at a variety of hours, including late into the night to work and socialize
10. Support housing with the needed grocery and childcare or education facilities
Leadership in Energy and Environmental Design—Neighborhood Development
Excerpts from United States Green Building Council

LEED for Neighborhood Development integrates the principles of smart growth, urbanism and green building into the first national system for neighborhood design.

A rating system for today – for a brighter tomorrow
Thoughtful neighborhood planning can limit the need for automobiles and their greenhouse gas emissions. Mixed-use development and pedestrian-friendly streets encourage walking, bicycling and public transportation. Green buildings and infrastructure also lessen negative consequences for water resources, air quality and natural resource consumption. The character of a neighborhood, including its streets, homes, workplaces, shops and public spaces, affects quality of life. Green developments respect historic resources and the existing community fabric. They preserve open space and encourage access to parks.

Combine the substantial environmental and social benefits, and the case for green neighborhoods makes itself.

Unlike any other
LEED for Neighborhood Development, developed in collaboration with Congress for the New Urbanism and the Natural Resources Defense Council, emphasizes elements that bring buildings and infrastructure together and relates the neighborhood to its local and regional landscape. (USGBC, 2013)

An informal evaluation of the post-recommendation Old Town District provided a score of 100. A score of 80 or more points achieves the highest rating: Platinum certification. Even a more conservative rating and partial implementation of recommendations would most likely receive a Gold—if not Platinum—certification. A more precise assessment with LEED approval would be required to determine the actual certification. [See LEED ND Checklist]
LEED ND Checklist

http://www.usgbc.org/neighborhoods

100 points, Platinum
Provide community heat sources and charging points for electric vehicles

Build all residences within 10 minute walk of public transport and services

Provide parks, playgrounds and gardens to make up 40% of surface area

Build zero carbon buildings including shops, restaurants and public facilities

Reduce car trips to make up less than half of all trips

Install smart meters plus solar and wind generation

Allow surplus energy to be sold back to the grid

Adapted from English Eco-Towns
Provided by Robert Cowley
Sustainability Components

Gray—Existing Conditions Assessment
Colored Sections—With Recommendations
Portland’s Historic Old Town
Where Artisan Economy meets the Knowledge Economy
Manly Norris

Portland has come a long way in the last 50 years. From its roots as single-industry logging town, Stumptown has blossomed into an internationally renowned green city, striking the balance between organic and planned, local and global, urban and rural. Much of the city’s success and character can be credited to the visionary planning made over 40 years ago at the state level to prevent Oregon from suffering the same suburban blight that swept over America during the post-war years. The state’s unique model of restrained, measured growth kept the city fabric intact, and Portland has been enjoying the benefits. In recent years, the city has become a national and international magnet for young professionals and creative talent, who are drawn in large part to the city’s high quality of life, sense of community, alternative lifestyles and natural beauty. This creative class of young professionals and creative talent, who are drawn in large part to the city’s high quality of life, sense of community, alternative lifestyles and natural beauty. This creative class of young professionals and creative talent, who are drawn in large part to the city’s high quality of life, sense of community, alternative lifestyles and natural beauty. This creative class of young professionals have clustered around what is informally known as Portland’s “creative corridor”, an area that stretches loosely from the Pearl District down Burnside street to the University of Oregon’s White Stag building. The creative corridor is home to an eclectic mix of world-class design and communication firms, home-grown entrepreneurs and tech-incubators, an ascendant art college, museums and restaurants, all within walking distance of each other. Portland is also home to a unique craft culture like nowhere else in the United States. This artisan economy is defined by a bottom-up approach to creating handcrafted products locally and sustainably, all the while building social capital, which in some ways stands in contrast to the knowledge sector, which is associated with upscale development, amenities, and global influence. Yet the artisan economy is not necessarily at odds with creative corridor’s knowledge industry. Instead, it complements it much like Brooklyn complements New York City, and the two combined create an economic resiliency that might be the future model for a city’s economic development, especially in a globalized world in need of localism’s sustainable and cultural attributes (Heying, 2010). Portland’s artisan economy is thriving, and the creative corridor is bubbling over with creative energy and talent, and if harnessed and well directed, both have the potential to breathe new life into the Portland’s Old Town Historic District.

At the edge of the creative corridor, Portland’s Old Town neighborhood sits at the crossroads of an identity crisis. Few residents live there, its waterfront location and historic identity are undervalued and economic activity is a fraction of what it could be. Yet many of the neighborhood’s challenges represent opportunities for absorbing some of the energy from the creative corridor bordering next door. Old Town’s grit and historic character can complement the Pearl District’s polish and relative lack of history, while the area’s edginess, stemming in part from its nightlife reputation, could be cultivated in a way that provides balance to the surrounding neighborhoods.

Old Town occupies a primo spot on the city map, yet the type of large scale, catalytic development associated with Portland’s other neighborhoods (Pearl District, Brewery Blocks, Lloyd) is financially unfeasible in this economy, at least for the indefinite future, a condition which might prove beneficial in the long run. If Old Town adopted a grassroots, incremental, organic approach to development that encouraged the growth of Portland’s artisan economy, it could help retain and distill the neighborhood’s character in ways that top-down development simply cannot do. Authenticity has a better chance of
Emerging through years of petri-dish, grassroots incubation, which is more financially feasible anyways, and preferable to completely neglecting the area over the next twenty years. The River Arts District in Asheville, NC is an excellent example of a city’s neglected waterfront location allowed to transform organically through the years into an economic engine for the city.

The type of large catalytic development projects like Park Blocks and the Pearl District are not possible without confidence in the organic, bottom-up creativity at the grassroots level. Years ago, the Portland Development Commission tried to capitalize on the city’s growing knowledge industry by renovating the Old Town’s historic Kalberer building into the Creative Services Center, a shared space for innovation and collaboration where creative businesses would cluster and feed off each other’s energy. The project was unsuccessful after only two years, in large part because the tenants could not afford the space after the costly renovations. It was a good idea, but not executed well (Heying, 2012; Culverwell, 2012) If the doors to Old Town were opened again, but aimed primarily at the city’s artisans instead of its knowledge workers, and without the expensive renovations (which artists do not require), the idea might be successful the second time around. Shop People and Tool Shed are two examples of successful community workshops in Portland which began with little investment but flourished into centers for artisan workers to collaborate and grow their businesses from the ground up. The city’s east side is home to many of the city’s artisan workers, but Old Town has lots of potential to harbor the next center of artisan innovation.

Old Town’s architecture of loft ceilings, open floor plans, exposed brick and wooden beams is back in style and attracts the very type of tenants occupying prime real estate around North Park Blocks neighborhood. The area’s lower rent can attract startup businesses who want proximity to the central business district, without having to locate across the river. Portland is already home to a number of co-working sites, an office typology that provides a common space work environment for a city’s freelancers, entrepreneurs and creative types. By throwing together people with a diversity set of skills in a single office space, these spaces can encourage networking, collaboration and innovation less likely to occur in typical office plan, and provide an alternative to the alienation of working from home. Old Town is home to several underused buildings that could be repurposed to cater to the city’s high number of freelancers, and they need not be housed in expensive renovation projects to become successful. Portland already has...
some co-working sites, but Old Town’s architecture, rent, and feel make it a perfect candidate for the off-Broadway version.

At the head of the Burnside Bridge is the Oregon White Stag Block, home to several University of Oregon graduate programs and the newly founded College of Oriental Medicine. Building upon this education cluster would help create a dynamism between the creative corridor and PSU at the other end of the city’s West Quadrant. The next institution might be an alternative to the traditional university, like London’s School of Life, which is part Parisian coffee house, part school, and part social-gathering place. Located off London’s High Street, The School of life offers practical classes on life’s inherent challenges like dating, jobs, family, art, politics, while also offering meals, counseling and a trendy gift store. The School of Life is emblematic of the hybridity permeating our traditional education, work and community institution. A similar institution near the UO White Stag building would also help bridge the gap between Chinatown’s vibrancy and Old Town’s budding activity around Ankeny Square.

Old Town’s individual buildings have historical value and an element of authenticity, but the neighborhood as a whole lacks the vibrancy and diversity of activities that would tie everything together. Expanding the type of economic, academic and recreational opportunities will balance out its one dimensional nightlife, and celebrate the historic value of the district’s buildings by bringing new vitality to the area. Some of the suggestions in this document are visionary, but most are aimed at cultivating the neighborhood’s existing strengths, from a ground-up perspective. Cultivating Portland’s artisan economy Old Town is a great way to integrate it with the knowledge economy by absorbing the momentum of the creative district next door, and to keep the city from sprawling outwards towards the eastside by attracting young professions who can’t yet afford the Pearl District, as well as artisans who are gravitating towards the Eastside.

**Recommendations**

1. Support emerging artisans by creating a community workshop space.
2. Fund affordable housing.
3. Finance grant programs for business startups.
4. Open up area to food-cart competition.
5. Build upon educational cluster around White Stag Block.
7. Create participatory planning workshops to help build the neighborhood.
8. Develop skate park under Burnside Bridge.
9. Close down Ankeny Street from Big Pink to River.
10. Do nothing: Let the area develop organically and allow its character to emerge.
Creating a Sense of Place and Brand for the Old Town District
Anna Pasterz

The historic Portland site currently does not offer many characteristics into its past history. The identity of this site is lacking particularly in regards to its sense of place. A sense of place is an integral part of making a city a recognizable and desirable place to live and visit. In addition to sense of place it is important to make a brand for this area. These two ideas can work together to create a flourishing historic district.

Creating a sense of place can be achieved in a variety of ways. One way is to create a public meeting space. These areas encourage social gatherings with multiple areas for sitting as well as a variety of activities available to entice its users. A few squares and gathering areas that could be used to emulate are Luxembourg Gardens in Paris, Kungstradgarden in Stockholm, Jackson Square in New Orleans, and Pioneer Courthouse Square in downtown Portland. Another way to create a sense of place is an inviting gateway to the district located in an easily accessible area. Public art is also a way to distinguish an area providing a visual gateway welcoming those who pass through district’s limits.

Chicago has an excellent example of using public art displays in central gathering locations. Millennium Park was once an old railroad industrial area not too long ago, but had since been transformed into a world-renowned Public Park. The art that is featured in this park includes the iconic Silver Bean that visitors flock to everyday to view their distorted faces on this giant bean shaped mirror. This 24 acre park includes fountains; interactive art displays and areas for music and theatrical performances. Art can be particularly effective if used in conjunction with branding opportunities. Displays like Love Park in Philadelphia, which displays the iconic word LOVE in the center of this central gathering place that represents the city’s slogan “City of Brotherly Love”.

Part of creating a sense of place is creating a brand for the district. This is an important aspect of placemaking as it helps inform people about the area, causing them to find desire in visiting or potentially relocating to the area. Unified wayfinding information provided to visitors and locals is a necessary step in the branding of a district. This is not limited to just signs; brochures, websites, advertising, merchandise, smart phone apps, billboards and street banners are all ways to incorporate wayfinding into a community. These various branding methods need to include a distinctive color regime and logo in order for these to work effectively.

Several cities and countries have been able to use branding to increase their tourism and residency. Such places include Amsterdam, New York, Chicago, Manitoba, and Korea. Slogans like “I love New York” and “I Amsterdam”, even “Keep Portland Weird” have made these cities more renown and appealing. Finding a motif that provides an identity into the cities spirit and legacy. To acquire such a slogan it may take an in-depth analysis of the potential vitality that can be gleaned from this historical district.
Another very simple and effective way to help spread the brand of an area is by word of mouth by the city’s own residents. These ambassadors to the city are the best way to increase visitation to the area. This can only occur if the district is well maintained with complete streets. Clean streets and ease of navigation are key to making the residents want to spread the word about their town. The Canadian Province of Manitoba uses a unique method to determine the effectiveness of their branding with the utilization of an online dashboard that scores brand application usage, residents, tourism, economic development and immigration. This method drove an initial increase in support of the Province’s new branding up by 70%.

Recommendations
1. Unified wayfinding signs throughout the District
2. A slogan that helps captures the spirit of the area
3. Use of visual identity in the form of well maintained streets
4. District specific website with information about businesses and historical facts
5. Local art that helps define the area’s history
6. Online dashboard to gauge the resident’s appeal to the area
7. Easily accessible waste management receptacles to encourage a clean district
8. Central gathering location on site location #23
9. Historical placard signs available in
Tourism Attractors

1. Ankeny Square
2. Art Galleries
3. Burnside Bridge
4. Cafés & Restaurants
5. Cameron’s Books
6. Embassy Suites Hotel
7. Everest College
8. Huber’s Café
9. Kell’s Irish Pub
10. Morrison Bridge
11. Night Clubs & Bars
12. Oregon Maritime Museum
13. Portland Jazz Festival
14. Saturday Market
15. Tom McCell Waterfront Park
16. University of Oregon
17. Voodoo Doughnut
18. Waterfront Bicycle
Old Town Business Clusters
Current Strengths and Future Opportunities
Tristan Sewell

Businesses naturally cluster for economic reasons. Easier transmission of goods and ideas, reduced travel times to suppliers and customers, and induced business. At least 30% of US employment can be classified as clustered (Storper and Venables, 2004). Old Town Portland already is home to a number of definitive business types, drawn to the area for any number of reasons, including its character and nearby resources. Current prevalent business categories include bars, restaurants, cafes, and the business of the Saturday Market. Of note are also the social service providers like Mercy Corps both in and surround the study area. Undervalued, overlooked, or marginalized neighborhoods can leverage their location and proximity in order to improve their state (Harrison and Glasmeier, 1997). The area can cater to a tourist and day-tripper segment as it stands, but lacks the staying power attributed to a more developed weekday business sector. The City can take steps to build on current clustered businesses to draw in more businesses and residences, in turn shaping these choices as its vision dictates.

Businesses cluster due to localization or urbanization economies, which is to say interaction between like or related businesses is beneficial - counterintuitive to competition breeding singular businesses. ‘Localization economies’ refers to one industry’s crossover benefits between competitors, whereas urbanization economies relates to inter-industry interactions. Localization benefits include knowledge spillover from employee exchange and casual relationships. Urbanization economies include reducing transportation costs by improving proximity to an intermediate supplier or transporter. Old Town stands to benefit from each, and has many clusters already endemic to the study site.

Face-to-face interaction is an important social reason for clustering, building stronger relationships by demonstrating value in action (Isaksen, 2004). That is to say a meeting in person does more business than emails or conference calls per unit of time. Isaksen (2004) asserts that in an economy increasingly dependent on complex ideas, personal interaction is the best method for ensuring productivity. Storper and Venables (2004) assign face-to-face interaction four main features: it can help solve incentive problems; it can facilitate socialization and learning; and it provides psychological motivation.”

Relationships built up in a lively district can lead to outside projects, hobby innovation, and startups. This positive reinforcement allows employees to move more fluidly between firms that are handling topics interesting to them at the time and can build up newer industry members (Isaksen, 2004). Storper and Venables (2004) state that “large cities therefore facilitate
Predominant Building Use
learning, and are particularly attractive for highly-talented young people who have large potential returns from learning. The hypothesis is therefore, that knowledge "rubs off" on people in places such as Silicon Valley or the City of London.” This idea is called knowledge spillover and often is limited geographically (Baptista, 1998).

These interactions between employees and firms can build the “local buzz” - the energy that makes the Silicon Valley what it is (Isaksen, 2004). This localism, communal accomplishment, and general energy should be what Old Town aims for among its creative firms. Seattle’s South Lake Union has seen this culture develop with two unrelated industry presences - Amazon and bio-technology. In South Lake Union, like has attracted like (Scott and Love, 1999).

Currently, the study area has a large number of bars, restaurants, cafes, and the like, with some architecture and attorney and financial firms, some music stores or entertainment venues. Also notable are the parking lots - the motivation for this study in the first place. There is some retail, like music shops, bike stores, a bookstore, art galleries, and more, but not much. Businesses are grouped as high-end business use, creative, education, social services, lodging, and general retail.

From Google Maps, nearly 40 restaurants or bars are noted. Three higher education facilities are within the area - University of Oregon Portland, Oregon College of Oriental Medicine, and Everest College. Nine attorneys and legal services are in the study area. Seven government or public service bodies are present. The proximity to Portland financial district bled over 22 financial firms. Seven businesses are classified as recording, performing, and fine arts venues. Ten are digital creative firms. Architects are a number to ten on their own. Along SW Alder Street, around SW 3rd Avenue, at least five jewelers are present. Five businesses can be classified as adult entertainment. The only lodging in the study area is the Embassy Suites Portland, with an office for Salishan coastal resort, which is south of Lincoln City.

Social services in the designated area are low; it is the other side of Burnside that contributes to general homeless presence in the area. In the study area, only the Homeless Veterans Center and Mercy Corps serve that purpose without fitting into another category. The Housing Authority of Portland is an arm of the federal government. Nearby to the west of the study area are two more government housing agencies.

What Old Town’s business composition indicates presently is a mixed district that lacks a central purpose or attraction. A blend of a tourist food and drink district with financial and legal professionals and the creative class is its current state. Financial and legal firms are carryover from the nearby financial district, where as the entertainment, food, and drink is more endemic to the greater area’s fabric; this study is focused on a subsection of the Old Town - Chinatown area.

But this multifaceted nature should not to detract from its strengths - restaurants and nightlife entertainment. The study area has the beginnings of a district reminiscent of the Plaka in Athens, Greece. Small shops, restaurants, cafes, and bars line the streets of the Athenian pedestrian district steeped in history. By expanding the ideas used on SW Ankeny Street between 2nd and 3rd, Old Town can become a lively evening district on summer nights. With some heat, this outdoor eating season could be pushed into earlier spring and later fall. To improve the permanence of this approach and to make the district more attractive to be in at night for tourists, more lodging should be developed in the area, so that guests may walk around the district in the evening and not rely on taxis or decide against visiting the district due to distance.
The study area also has a number of digital creative firms, and given that a creative district is a potential outcome for Old Town, branding what is already in place is an important first step in building recognition. Eugene, Oregon has the Silicon Shire group of technology-related and creative businesses (Concentric Sky, 2012). Though an unofficial organization, it provides an identity for member businesses to link themselves to. It remains in a fledgling state, as a new branding organization in Eugene, and more could be done with exchanges between firms and interaction, but it serves an example as a good start. The goal is to find a home for Portland’s perceived image as a creative and progressive place full of innovative individuals and firms. It also adds character and innovative opportunities for the development and aesthetics of the district itself. The Old Town creative association can create a sense of common ownership over the district by hiring the onsite designers, architects, and artists to fill in ‘missing teeth’ and renovate tired spaces, giving the brand and image a physical manifestation.

Places like Old Town are catalysts for innovation sharing and idea spillover, but to get these things under way, the creative association should plan social mixers at its local bars and eateries. By increasing social networking via local ‘third places’ (nearby restaurants or pubs), like minds can meet and get thinking. These businesses naturally follow when other industry inhabit a district. Seattle’s South Lake Union saw a large increase in liveliness after $3 billion Amazon’s investment in the 60-acre district, spawning many new restaurants to cater to young professionals with money to spend (Seattle Blog, 2011). This can even be utilized as the district develops to provide creative individuals means of input that create a sense of ownership over the district they are claiming.

Another unique, but separate branding opportunity lays in the ‘Jewelry Row’ centered around SW Alder Street and SW 3rd Avenue. By identifying this area for what it is, providing theming, and generally branding the intersection makes it more of a destination. Given its proximity to the financial district, it can capitalize on the business of wealthy executives or become a destination for jewelry hunters throughout the state or Pacific Northwest.

**Recommendations**

1. Build more lodging into the district for tourists and travelers
2. Expand the outdoor eating pedestrian area seen on SW Ankeny Street between SW 2nd and 3rd Avenues
3. Brand the technology and creative firms in the area as an Old Town creative association
4. Host social events among creative firm employees to build relationships
5. Utilize local skills when redeveloping Old Town
6. Brand SW Alder Street and SW 3rd Avenue as Jewelry Row, Diamond Square, or similar
7. Build a district center that hosts local events, showings, and physically represents Old Town
8. Strive to invite a large corporate presence to invest in Old Town by making it inviting, culturally, physically, and economically
9. Establish further opportunities for Portland’s famous food carts and streamline the process for entrepreneurs to start these businesses
10. Provide developers greater specificity by subdividing the district into neighborhoods with slight differences in tone, feel, or purpose
Corporate Campus
Clay Stilwell

A corporate campus or multi-corporation campus represents one opportunity for development revitalization of the Old Town Portland. The site’s many amenities, including proximity to the Willamette River, Naito Parkway, MAX transit access at SW 1st Avenue and SW 5th Avenue, the possible forthcoming James Beard Public Market, and historic architectural character make the district a good candidate for a forward thinking corporation or partnership of corporations seeking to revitalize a neighborhood in the city of Portland. A cluster of surface parking lots along SW Naito Parkway, SW 1st, 2nd and 3rd Avenues, situated between two MAX lines and near the river present abundant space for a corporate campus. Additionally, a corporate campus provides an ideal format for district scale infrastructure for sustainable water practices, renewable energy and smart growth sustainable principles.

Old Town Portland’s existing amenities bolster its value as the site of an urban corporate campus. Transportation amenities include a street grid throughout, but also two features that appealing features for those seeking an urban, car-free lifestyle or wish to commute without automobiles. The district is adjacent transportation amenities such as the MAX lines on SW 5th Avenue and SW 1st Avenue. The district is easily navigable by bicycle, and the Naito Parkway bike lane and Waterfront Bike Trail provide access to the Morrison and Burnside bridges and therefore to Northeast and Southeast Portland. This rich transportation access to a district that, at present, can seem isolated should be expressed to corporate entities seeking urban corporate campuses with a high quality of multi-modal access.

The site’s existing transportation infrastructure would appeal more to corporate entities if the Waterfront Bike Trail and bike path along Naito Parkway were somehow connected more to the site or improved as amenities. One way to do this without disrupting the vital flow of traffic along Naito Parkway would be to reduce the speed limit on Naito and to integrate proven traffic calming infrastructure. A cycle track, segregating riders further from traffic, on Naito Parkway is another option. While the Waterfront Bike Trail and Naito Parkway bike path are already excellent amenities, further connection of the paths to the site along with increased safety for cyclists would make them better amenities for commuters to a corporate campus in Old Town Portland.

The district’s historic character is yet another amenity that can appeal to a corporate campus. With development of the “missing teeth”, the historic character will revitalize the neighborhood in part by adding a sense of place or defining character to the neighborhood. Existing building shells, coupled with complimentary new architecture, such as that of the Mercy Corps Action Center, could provide the space needed by even large multi-national corporations. Developers can develop incrementally, focusing on the sites in the historic district with 75 foot height limits and lease to tenants with the intention of eventually packaging the building along with others as a corporate campus ready to
Downtown Development Group Properties

13. 310 Sw 5th Ave
15. 316 Sw Pine St
16. 12 Sw 4th Ave
17. 412-426 Sw 3rd Ave
18. Sw 2nd Ave
19. 108 Sw 3rd Ave
20. 404-418 Sw 2nd Ave
21. 230 Sw 2nd Ave
22. NWC 1st & Sw Pine St
23. 87 Sw Stark St
24. 221 Sw Naito Blvd
26. 201 Sw Alder St
Creative District

There are several examples of corporate campuses utilizing historic architecture or under-utilized neighborhoods/districts for corporate campuses. One such campus is the Urban Outfitters corporate campus in Philadelphia, which utilized five historic navy yard buildings. This young, creative corporation preserved the building shells’ historic character while customizing the interior space (ArchDaily, 2010). Total System Services adapted historic architecture for their use while complimenting it with forward-looking architecture to fulfill their remaining space requirements.

Zappos and Amazon developed or will soon develop corporate campuses in underutilized areas of Las Vegas and Seattle, respectively. Zappos’, a progressive online retailer with a youthful workforce, has targeted Downtown Las Vegas as their new corporate campus. Downtown Las Vegas, like Old Town Portland, has a large
Creative District

homeless population and a high crime rate (Schoemann, 2012). Zappos is helping to reduce the crime rate with private security. Many of the young employees have chosen to live in the neighborhood. A corporation with a campus in Old Town could manage some of the homeless population without putting the homeless population at increased risk of injustice by providing private security and working in partnership with the many local social service agencies. Amazon’s campus in Seattle is designed around Smart Growth principles and features a mixed-use, live-work neighborhood. Amazon and the site’s designers chose the location due in large part to the site’s proximity to a bike trail and a Seattle streetcar line and other urban amenities shared by or similar to the amenities in Old Town Portland. It is also worth noting that the amenities developed as part of the corporate campus are available to the public as well as Amazon employees (Benfield, 2012). A corporate entity in Old Town Portland could similarly share amenities like employee café’s, bicycle parking, car parking garages, to name a few, with other users of the Old Town Portland neighborhood.

Old Town Portland’s homeless population, underutilization, historic character and access to high value amenities make it similar to the above-mentioned neighborhoods in which corporate campuses have been or are developing. While attracting a corporation is a challenge, the successes of corporations with young, often creatively-minded workforces to transform neighborhoods and utilize urban amenities reveals to potential of Old Town Portland to play host to a corporate campus.

There are several surface parking lots near the center of the district, along SW Naito Parkway, SW 1st Avenue, SW 2nd Avenue and SW 3rd Avenue, including sites 15, 17, 18, 19, 20, 21, 22, 23 and 26 in Figure 1. The combined surface area of these sites is 188,000 square feet. Sites 15 and 17 have a 460 foot height limit, and while this height would not be consistent with the historic character of the district, it does allow a corporate campus access to more potential density. Site 20 occupies nearly a full block and has a 235 foot height limit with a 9:1 floor area ratio. This site would offer another opportunity for increased density in the district. Sites 19, 21, 22 and 23 have a 75 foot height limit, as they are within the boundaries of the Historic Landmark district. 188,000 square feet with the floor area ration of 4:1 at its lowest is enough space for a corporate campus plus additional development.
Site 20 and site 23 are adjacent the future site of the James Beard Public Market. As such, these sites could play host to one of the key missing amenities in the neighborhood: a grocery store. Site 20 occupies nearly a full city block, and could host a grocery store on the first floor to activate the street level in an otherwise underutilized section of the district. Remaining floors above could be office space and residential. The grocery store could work in partnership with the James Beard Public Market, possibly helping to subsidize its implementation. While a grocery store in the current neighborhood would be a significant financial risk, it would likely help attract a corporate campus and would benefit greatly from a neighborhood with a thriving live-work corporate campus utilization. The grocery store and James Beard Public Market would also help to activate the southern end of the district, complementing the existing activation near SW Ankeny Street and the Portland Saturday Market. Markets also echo a historic theme, as the district’s history is one intertwined with commercial use and a 200 stall market as early as 1892 (NPS, 2009).

Historic architectural character, public markets, and transportation represent major site amenities, but one that should also be considered moving forward is district-scale sustainable infrastructure. Ecodistricts place emphasis on sustainable cities or neighborhoods, but a corporate campus in a revitalized neighborhood is a community with potential to access ecodistrict principles like district-scale sustainable water and energy management. District-scale combined heat and power (CHP) allows for district scale energy production from natural gas or even biogas captured at landfill or wastewater treatment plants, while heat from the generation process can be utilized to heat the entire campus. CHP can be implemented for the whole district or for individual buildings as it is a highly scalable method for heat and power generation. Reciprocating engines for CHP are capable of utilizing biogas from wastewater treatment and landfills, and can be adapted to combat biodiesel from waste fats and grease.

Several sustainable water management practices are more viable for a corporate campus than for smaller buildings and entities. Rainwater capture or water reuse through utilization of greywater infrastructure can save a campus money by distributing their respective source waters for local toilet flushing and irrigation. Green roofs and rain gardens add aesthetic value to campuses while helping to filter and slow stormwater. Some of these systems require regular maintenance, especially if on-site wastewater treatment through living machine’s or membrane bioreactors is considered, but the cost of maintenance becomes more viable when distributed through use on a large urban corporate campus. These sustainable amenities often pay for themselves over time.

Old Town Portland is currently underutilized and under-developed in light of its “missing teeth” in the form of many surface lots. The site’s restrictions such as limited height for new development for much of the district and the homeless population have been overcome by other corporations such as Zappos and Urban Outfitters. The site’s many amenities including excellent transportation, historical character and connection to surrounding neighborhoods and the West side of the river make it an excellent candidate for a corporate campus. A young, progressively minded corporation could take advantage of partnerships with the city, developers and the James Beard public market to fully revitalize Old Town Portland within the framework established with Smart Growth principles. The corporation could do so with sustainable infrastructure, including sustainable district scale water and energy management.
Creative District

Recommendations

1. Develop district-scale sustainable amenities such as combined heat and power and sustainable water management systems and practices.
2. Identify potential frameworks for public-private partnerships to facilitate corporate campus development.
3. Incentivize construction of a grocery store on Site 20 or Site 23 to work in partnership with the James Beard Public Market.
4. Identify grocery stores to build on site 20 or site 23, possibly working in partnership with the James Beard Public Market.
5. Utilize the cluster of surface lots along SW Naito Parkway, SW 1st, SW 2nd and SW 3rd Avenues to attract corporate entities.
6. Develop new construction with “raw space” that appeals to corporations with young, progressive workforces.
7. Develop surfaces lots incrementally to create “corporate campus package” if no immediate corporate campus suitors are available.
8. Compose outreach materials detailing the site amenities and potentials to potential corporate suitors.
9. Work closely with relevant parties to ensure successful implementation of the James Beard Public Market.
10. Initiate contact with entities willing to design and install extensive district scale sustainable water infrastructure.
11. Install traffic calming features along Naito Parkway.
12. Research methods for improving connectivity of the Naito Parkway and Waterfront Bike Trail bicycle traffic to Old Town Portland site.
13. Develop the site with the principles of Smart Growth.
14. Perform benefit cost analyses for sustainable infrastructure such as membrane bioreactors and combined heat and power generation to demonstrate their value to corporate entities.
15. Encourage corporate entity to provide private security for the district.
16. Work with local social service agencies to prevent marginalization of local homeless in the presence of a corporate campus.
17. Utilize routine street paving and resurfacing to install piping and electrical infrastructure necessary for district scale sustainable water and energy management.
18. Pilot rainwater and greywater programs in the district to demonstrate value to corporate entities.
19. Develop cycle track along Naito Parkway.
20. Develop and maintain public spaces within the district but separate from the Waterfront Park.
As a unique part of Portland, Oregon, Old Town is a diverse neighborhood serving as the home of various businesses, historic buildings, nightlife bars, urban arts, youthful people, and Saturday Market as well. It also enjoys the location proximity to downtown amenities such as Lan Su Chinese Garden, Pacific Tower, light rail, and Waterfront attractions which offer potentials for the district to become a landmark of the central city. Although there have been several major revitalization projects in the recent decades, this district is on the verge of endangerment due to a lack of vibrant environment for investment, limited cultural configuration, existence of underutilized buildings and vacant blocks, concerns of current height limits, etc. Besides these developmental challenges, Old Town cannot thrive without visible gateways that not only help to bridge and navigate people through identifiable landmarks, but also strengthen and unify the identity of the district.

As it is demonstrated in 2035 Central City Plan, one of the goals is to “enhance the public realm with human-scaled accessible streets, connections and open spaces that offer a range of different experiences for public interaction” by “highlighting key gateway locations.” It is noticeable that Old Town lacks a visible gateway as a way-finding program of this district, except for Burnside and Morrison Bridge, which serve as the main entrances to the Old Town District by automobiles.

Conventional understanding of the urban gateway is a fixed artifact for spatial connotations within dynamic urban forms. In light of rapid metropolitan development, a dynamic urban gateway is not confined into an artificial form of “gate,” but rather a corridor for transfer and transmission of flows. It will help to connect adjacent neighborhoods, establish transitions between different zoning areas, bring flows to an identified district, and create a sense of arrival into Old Town.

Nowadays, this section of Old Town is less frequented by visitors and day-shoppers due to less developed social services and businesses. The current challenge that confronts Old Town Portland is how to refashion itself to the opportunities associated with the central city in the new global economy. Culture has become a growing sector of growth in urban economies, such as tourism, entertainment, and the arts. The ethnic enclave economies of Chinatown and cultural heritage along with the growth of arts studio and gallery districts make a great contribution to the redevelopment of Old Town. Besides, the MAX Blue Line and MAX Red Line stations at Old Town District have brought new
Gateways & Entries

- Chinatown
- Burnside Bridgehead
- Morrison Bridgehead
- Central Business District
- MAX
- MAX
opportunities to boost tourism in the cultural economy of the community.

According to Portland North Old Town/Chinatown Redevelopment Strategy 2008, a primary goal of urban redevelopments is to create quality environments that provide maximum benefits for the public, where the urban environments create neighborhoods and districts that are imbued with human activities and where a distinct sense of place becomes both identifiable and attractive to all visitors and residents. The vibrancy of Old Town does not only depend on the combination of buildings, streets and open spaces, but also the public activities and commercial interactions. The main issue concerning access to the district was based on creating one or multiple gateways as a landmark that facilitate fluent, direct and rapid entry to Old Town. The proposed gateways not only enable automobiles, but also allow pedestrians and bicyclists to enter without any barrier. Besides, the gateways should convey various design themes through visual effects, such as human, history, culture, art, civilization, or any other elements that correspond to the characters of Old Town. Since historical and cultural preservation is attached to this neighborhood, one function of the gateway will be connecting the past to the present while creating a sense of place. On the other hand, Old Town is a desired urban destination of Portland, where tourism is concerned with the entertainment marketing. It is necessary to emphasize and embed aesthetic or nostalgic images of the gateways.

Three major gateways areas can be considered: the intersections of Ankeny Street with First, Second, and Third Avenue (see Gateway Locations Map 1). These areas were selected as key focal points within the corridor because Ankeny Street is a major access path connecting Old Town and Chinatown. Moreover, it also invites amenities such as Skidmore Fountain, Saturday Market, light-rail transits, a few restaurants, bars, and hotels within out study area and credits it as a highly walkable and bikeable area. The design guideline is that gateway features should deliver a sense of arrival and a transition into Old Town. No matter shaped as open space plazas or actual symbolic gateway features, all gateways should include a concentration of streetscape and landscape amenities that indicate uniqueness of Old Town, such as evergreen trees, wayfinding and directional signage, cast-iron sculptures, water features, etc. The notion of historic heritage is a construction code to reshape the theme of Old Town according to the vision of a viable and thriving community.

**Case Studies**

**Old Town Peoria, Arizona**

According to Old Town Peoria Revitalization Plan (2008) and Old Town Specific Area Plan (2011) of City of Peoria, Arizona, establishing urban gateway in terms of a monument design is applied to reinforce the overall design theme of the district. The

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*Gateway Features in Old Town Peoria, Arizona*
primary gateways of the area are identified in Gateway Locations Map 2. These gateways are featured with a combination of plant materials, hardscape elements (such as walls, paving, and monuments), and signage and may include architectural features, public art, and lighting features, aiming to enhance the visitors’ experience when entering Old Town.

Old Town San Diego, California
City of San Diego also identifies the existence of various gateways and key intersections in the Old Town community in the Community Plan Update - Urban Design & Land Use Existing Conditions Report. Different to Old Town Peoria, these gateways and intersections function as part of transportation circulation system, either serve for pedestrian and bicycle uses or relate to automobiles. However, the pedestrian gateway environment enables a network of sidewalks that connect all the blocks in the community, featured with decorative paving materials or packed earth trials to create a sense of place for visitors. Considering the current situation of Old Town Portland, a unified gateway system is in need to strengthen the identity of the district as well as emphasizing this location as a transition to Chinatown. How to capitalize the desired gateways as the landmark of the area, to enhance circulation within Old Town, to create and promote a sense of arrival and impression, to reinforce the history and character of the neighborhood, to activate the viability of the streets, to provide transitional access to Chinatown, are questions that planners should keep in mind in designing process.

Recommendations
1. Create three gateways at the intersections of Ankeny Street and First, Second, and third Avenue to support the artistic and educational assets of Old Town as a whole;
2. The gateways should deliver a feel that honors the history and culture of this neighborhood and is inclusive of its diverse constituents; coordinate with Regional Arts and Culture Council if necessary;
3. Allow sufficient roadway width on Ankeny to safely accommodate vehicular movement, bicycle travel, and on-street parking;
4. Enhance pedestrian and bike pathways on Ankeny, reduce the walking distances across vehicle travel lanes;
5. Establish a wayfinding program and directional signage at gateway areas identify a sense of place and help users and visitors navigate;
6. Construct an iconic gateway plaza at the intersection of Ankeny Street and First Avenue as a regional landmark;
7. Increase connectivity between Chinatown and Old Town area on the south side of Burnside Street/Bridge with a pedestrian/bicycle friendly open space and amenities;
8. Plant evergreen trees, pave with different patterns. Establish a cast-iron style arch over the street, or a well-designed sign to visitors know that they are entering the Old Town District from Chinatown;
9. Using consistent banners and signage with a distinctive Old Town logo them to reinforce the identity of Old Town and contribute to a sense of place;
10. All street facing facades at Old Town District, such as window elements and cornices, shall be redesigned to enhance the pedestrian experience and improve the appearance as well as image of the area.
Placemaking as an Incremental Redevelopment Approach
Beth Sweeney

Sense of place is, at its essence, the feeling of knowing when you have arrived at your destination. It comprises distinct physical and social threads woven into a complex but united whole. It helps create community pride, foster social networks and spur economic development by drawing visitors and new businesses. Attention to detail is paramount. Observations of human behavior show that our daily lives revolve around particular patterns (Whyte, 1980). Designing our cities to accommodate and reinforce those patterns make the urban environment more comfortable and enjoyable. “City comforts” name the seemingly little things that add up to big differences in how we move through urban places and make them our own (Sucher, 1995). High impact, low-cost placemaking strategies will build a bridge to long-term economic development by turning underutilized spaces in Old Town into destinations that attract people and build community ownership.

Existing Conditions
Today Old Town is largely a pass-through district with few amenities that encourage people to linger. The MAX light rail infrastructure brings people to the area, but it encourages movement through the site more than access to it. Throughout most of the year, Tom McCall Waterfront Park’s design and its frequent lawn closures lend themselves to a park that functions more as a boardwalk than a destination. The Saturday Market is an exception to the rule, drawing locals and tourists to the Portland institution. Festivals also attract large crowds, but Old Town has few magnets to bring tourists from the park into the historic district. The Skidmore Fountain area is a historically significant and accessible public space. The courtyard near Voodoo Doughnut on Ankeny between SW 2nd and SW 3rd Avenues is another exception that has successfully created a lively and comfortable urban environment.

Many of Portland’s social service organizations are located within the project site. Their programs provide essential support to many of Portland’s most vulnerable residents. They are conveniently located within close proximity of each other, but the large numbers of people queuing outside the organizations contributes to a perception that the area is unsafe and unclean (Moore Iacofano...
Goltsman, Inc. et al, 2006).

**Case Studies**

**Pioneer Square District, Seattle, Washington**
Seattle’s Pioneer Square District and Portland’s Old Town have similar features and challenges. Both neighborhoods house historic architecture and distinctive elements that offer glimpses of cities otherwise long forgotten. Pioneer Square struggles to meet the needs of its homeless populations and fulfill many of the same social service obligations found in Old Town. It has a raucous nightlife accompanied by real and perceived safety concerns. To help move the district forward and strengthen the neighborhood’s economic competitiveness and its businesses’ health, the City of Seattle, Department of Planning and Development, and Office of Economic Development have undertaken the Pioneer Square Commercial District Revitalization Project. The plan entails a number of community and City actions that include, among other things, enhancing the built environment: particularly advocating for the maintenance, improvement and activation of public spaces (The Pioneer Square Revitalization Committee, 2013). The Alliance for Pioneer Square has been awarded grant funding to improve the pedestrian environment, including expanding holiday lighting projects, re-

**City Repair Project, Portland, Oregon**
Portland’s City Repair Project helps communities create places unique to their
neighboring neighborhoods' needs and highlights. The projects build connection by encouraging the kinds of city comforts that make people want to visit, stay, and participate in a movement that counteracts the isolation that can accompany urban life (City Repair Project, n.d.).

**Lighter, Quicker, Cheaper Development Approach, Project for Public Spaces**

The Project for Public Spaces recognizes that as government funding dwindles, cities need opportunities to incite development that generates jobs, builds community and creates beautiful places in urban areas. Lighter, quicker, cheaper (LQC) projects take incremental steps, use low-cost experiments, tap into local resources and leverage local partnerships (Project for Public Spaces, n.d.).

**Challenges and Opportunities**

The existing conditions offer a mix of challenges and opportunities for creating a sense of place and designing city comforts throughout the district. The area's lack of public space, particularly green areas within the inner blocks, is a hindrance. Without intervention, surface parking lots and
underutilized buildings are not desirable human environments. The lack of outdoor “living rooms” contributes to Old Town’s corridor-like impression.

Social service organizations add tremendous tensile strength to the fabric of Old Town, but there is a concern that public spaces would primarily be used by transient populations. If the public realm is to be improved for all Portland residents, this perception must be overcome. Research has shown that the best way to fill public spaces is to create places that are good for everyone.

Destinations that invite people of all ages and backgrounds contribute to communities by bringing “eyes on the street” – Jane Jacobs’ famous recognition that more people in the streets increase their safety (1961). William H. Whyte’s comprehensive study of small urban spaces in New York City found that people are consistently drawn to spend time where they have ample space to sit, and where they have access to sunlight, food and the street (1980). Simple and low-cost amenities like movable tables, chairs, umbrellas and benches are inviting to pedestrians and can also calm traffic.

Creating a sense of place using historically appropriate design elements that welcome Portland residents and visitors will act as a slow and steady catalyst for economic development in Old Town. Attractive, comfortable places draw people, making the district more active around the clock. Activities promote neighborhood building, pride and ownership, improving safety. High impact, low-cost incremental redevelopment strategies will enliven Old Town as it transitions from an underutilized corridor with potential to a thriving neighborhood built on the cornerstones of historical preservation, community involvement and creative design.

Recommendations
1. Create a walking tour of the historic district with maps, wayfinding signs and historical information placards.
2. Install green walls using trellises in public areas to invite nature into downtown.
3. Promote small retail kiosks and food carts that draw people for shopping, food and conversation.
4. Offer a cast iron bench donation program for Old Town to provide seating and reflect design elements of the historic district.
5. Take advantage of Portland’s thriving dance community and host swing, salsa and tango nights in Ankeny Square.
6. Build a small urban dog park to bring together residents and develop community.
7. Encourage and incentivize restaurants to relocate in the district; minimize barriers to outdoor seating.
8. Form a neighborhood governance structure to help guide placemaking programs and encourage district ownership.
9. Partner with local schools and universities to install murals on appropriate buildings.
10. Sponsor a rotating public art display that requires the use of recycled materials.
The Benefits of Public Open Spaces in Old Town Portland
Kelly Viernes

Old Town Portland has great potential into becoming a vibrant area of downtown that can support all of its demographics. It is unique due to its blend of historical buildings with modern entertainment and businesses. However, Old Town Portland barely has any features that identify the area as a whole. The district is missing identifiable features and a core area that could attract more visitors and the local community. A revitalization of Old Town Portland’s current public open spaces as well as some additional open spaces could contribute to the personality of the district. Public open spaces are lands open to the public that are nationally, locally, or privately owned. Old Town Portland would be safer, greener, and more profitable if there were more public open space that could be added to the district. New public open spaces that are strategically designed will create landmarks within Old Town Portland as well as make existing parts of the district more inviting to the eye.

Public Open Space’s Connection with Old Town Portland
The district currently contains a few public open space. Some main attractions are Naito Park, where a section of the park transforms into Downtown Portland’s popular Saturday Market and a privately owned public space in between SW 2nd and 3rd Avenues on SW Ankeny Street, where there are businesses that surround seating for the public. There are several parking lots that Gregory and Mark Goodman own that could either be completely transformed into a variety of public spaces or be multi-used as a parking lot and an open space for the public. There are many uses of public open space, but there are specific types that would draw visitors to the district and bring the community together.

Public open spaces that have the potential of being successful in this district would be outdoor venues, urban gardens, and a sustainable playground. These public open spaces would highlight historical buildings in Old Town by bringing recycled materials and classical attributes of demolished buildings that used to be in the district into modern design. They would also make Old Town stand out from other districts in Downtown Portland due to its vintage and durable infrastructure while possibly blending multiple types of public open space together. Public open space would generate new innovation and diversity while creating a more prominent sense of place within the district. Each public space
that was previously mentioned has made other cities more prosperous due to their constant usage and popularity.

One great example of a multi-used public space of a parking lot is Robert Wennett’s design of a parking garage by day/outdoor loft venue by night. It is located in Miami, Florida with a spectacular view of the city. The city was in need for more parking spaces, and Wennett intentionally created a parking structure that serves a broader purpose for the city. Union Street Orchard Garden in London is another superb public space that serves as a garden and agricultural education site. It contains a variation of edible and non-edible plants as well as some recreational entertainment made from recycled sources. Sustainable open spaces for the public would also be beneficial for Old Town. Sustainable public open space would contain vegetation and public art that would beautify and economically improve the district. They could contain vegetation that could be distributed among their social services. Los Angeles, California has several urban gardening programs that expanded their services in other parts of the world. The Urban Farming Organization was concerned with the rise of preventable deaths within Los Angeles. They created urban farms in unused public areas to reduce the high diabetes, obesity, and crime rates within the city. Urban farms would allow the Portland community to become involved with the revitalization of Old Town while adding a variety of nature to public open space. The urban farms would provide sustenance and encourage a healthier community. Artwork, sculptures, benches, light posts, leisure activities, and playscapes made from purely recycled materials could be added to these urban gardens.

Playscapes/playgrounds could attract more businesses and people to Old Town. According to Portland Parks & Recreation online, there are only two playground facilities in North Park Blocks and South Park Blocks of Downtown Portland. However, these playgrounds are nowhere near the
innovation level of the rest of their districts. Downtown Portland is home to many young adults, but as they become older and start raising families, they migrate to the outskirts of Portland. An extraordinary playground or multi-used public area that would contain unique playscapes could attract different age populations to the district. The majority of the playground would be constructed from recycled materials. A playground could also be incorporated with an urban garden. In Jardins de Métis/Reford Gardens in Quebec, the Dymaxion Sleep natural playground is installed there during their International Garden Festival. The climbing net is placed over a rectangular garden patch full of aromatic geraniums, lavenders, and peppermints that help relax the body.

Although Old Town is unique from other districts of Downtown Portland, it is missing elements that connect existing characteristics together. There is not a single public open space that is defiant of Old Town seven days a week. Naito Park holds several public events throughout the year, but it is not heavily utilized on a daily basis. Urban gardens and sustainable playscapes could be added to Naito Park or to other unused lands of Old Town that could become public open space. Each public space will have a historical touch to their architecture. For example, a new multi-used parking structure that meets all the requirements under a historical preservation site could be made out of cast iron, a building material that constructed 90 percent of commercial buildings in Portland from 1854-1889. If there are public open spaces created for all age groups, Old Town would engage with more diversity than any other district in Downtown Portland. Popular public open space will attract businesses around them, and the district will generate more profit. Each historic and modern element will unite old and new sites while creating a sense of place within Old Town Portland.

**Recommendations**

1. Create a multi-use open space for the public in the Goodman parking lot on SW 2nd Avenue that is facing SE Morrison Bridge and closest to the ODS Tower.
2. Create a multi-use open space for the public in the Goodman parking lot between SW 3rd and 4th Avenues on SW Ankeny Street.

3. Construct a parking structure on SW Washington Street and SW 1st Ave that can be used for parking during the day and as a public venue at night.

4. Develop recreational items that could be added to these public open spaces that are made out of cast iron, such as a chess table.

5. Establish a connection between Old Town’s historical and modern architecture by adding cast iron into new design projects.

6. Install cast iron benches in current public open spaces.

7. Place unique sustainable playscapes in Naito Park.

8. Make room for mini urban gardens between some parking spaces in Goodman lots that have no vegetation around them.

9. Plant long urban gardens in Naito Park to make it more attractive.

10. Transform the parking lot between SW Oak and SW Pine Street into an urban garden playground.
This research is intended to initiate a feasibility study for Portland’s Streets Seats Program (also called Parklets) in the Old Town Creative District scenario. The Street Seats program would allow business owners and non-profits in Old Town to convert public parking spaces into seating and patios. A pilot program was launched in Portland during the summer of 2012 and until May 1st of 2013 the program has been accepting applications for implementations over following summer. For restaurants this means more dining tables, and for non-food establishments the program is an opportunity to use space for something other than private vehicle storage. This street improvement can enhance the Old Town neighborhood by reflecting the diversity and creativity of its people and organizations. Street seats also can attract foot traffic and ground floor retail activities, which encourage the feasibility of new mixed use developments. A Street Seats program in historical Old Town also shows the city’s commitment to encouraging walking and biking in this unique landmark district, promoting creativity, and strengthening the community.

A Street Seat in Old Town Portland would be a small public sidewalk extension, usually covering two parking pace lengths that uses non-permanent materials. It combines elements such as: seating, trees, flowers, shrubs, umbrellas, bike parking and/or lighting that reflect the unique character of Old Town. Similar programs have been proven successful in San Francisco and New York City. Which brings the question of how and where this re-use of public space is applicable in Portland.

The world’s first formal public “parklet” began in San Francisco in 2010. According to the San Francisco Pavement to Parks program, as of January 2013 thirty-eight parklets have been installed throughout San Francisco. In launching Portland’s Street Seats program PBOT stated that the public right-of-way isn’t just about moving people and goods, but that it’s a public space for gathering and meeting.

Street Seats are intended to provide spaces for people to sit, relax and enjoy the city. Unlike traditional sidewalk widening, which is designed, programmed and paid for by the city, parklets are designed, paid for and maintained by a non-city entity. Often retail business owners or adjacent property owners sponsor the street seats. They are intended to be seen as a piece of street furniture, providing aesthetic enhancement to the streetscape. By not requiring a permanent concrete base, parklets are quick and inexpensive way for Portland to bring sidewalk improvements to Old Town. Street seats can benefit the public most by being open to everyone. They should not be private property, and are not limited to customers of the surrounding businesses or permit holders.

Benefits of Street Seats in Old Town
After the pilot program of Summer 2012 PBOT surveyed business owners to gauge how the street improvements impacted their sales. In that PBOT survey published in January of 2013, 90% of businesses said street seats were good for their business and 80% of survey respondents said the program had a positive impact on their street vitality. Street seats allow anyone to sit down to eat or read, watch people, pull over from crowded sidewalks long enough to take a look around and notice new stores and places to explore.

In the Divisadero neighborhood of San Francisco a parklet project study found
that it increased foot traffic particularly during weekdays, and encouraged people to linger longer. This study analyzed the public use and perception of the new public space and the entire block as well as how business owners think it has impacted their sales. It collected before and after pedestrian counts, activity tally’s and used surveys to measure these impacts. The research reveals that the trial parklets in the Divisadero Neighborhood increased community character. The average number of people sitting or standing increased 30% from 10 to 13 at a time, and the average number of weekday visitors almost doubled from 8 to 14 people at a time.

The percent of people surveyed who thought the area has a strong sense of community increased from 80% to 90%. Despite the increase in potential customers walking by all stores, nearby businesses are evenly split whether they agree the parklets should be made permanent. Some businesses on the block have welcomed the increased foot traffic. The highest increase in foot traffic increased from an average a 363 to 497 people per hour. The average number of pedestrian observations periods increased 31%.
Portland is rich in creativity and cultural identity, both of which have been exemplified through public art. Public art has shaped and greatly influenced the character of the Historic District, as it has been integrated into building and street plans from the get-go. In fact, Old Town Portland is a nationally recognized “Historic District” (just one of two nationally). The city’s roots come from within the historic downtown district, entwined within the founding of Portland is the creative drive and stride of its founders. It was here, in Old Town Portland that the city’s oldest piece of public art can be found; the Skidmore Fountain (Located between SW Burnside and Ankeny) an open aired plaza appropriately named “Ankeny Plaza”.

The “Old Town Portland” research area that is being surveyed by the Oregon Leadership In Sustainability (OLIS) program was primarily built in the late 1800’s-early 1900’s (approx. 1871-1914). Portland’s oldest piece of public art, and the districts most recognizable is the Skidmore Fountain. The Skidmore fountain was dedicated on September 22, 1888, and is located in Ankeny Plaza. According to Portland’s Public Art Guide 2010, the fountain was historically used to quench the thirst of “horses, men and dogs” of the area. At its dedication in 1888, Henry Weinhard “offered to pump beer into the fountain” adding to the fountain’s historical identity. Old Town developed into Portland’s original urban core, and remnants of its grandeur remain today. Faded advertisement’s on the façade of the Oregon Outdoor Store, exposed cobblestones in the roadway, and the historic Skidmore Fountain help preserve the district’s identity.

The preexisting water features in the district have offered an identity that is characteristic and particular to Old Town. Aside from fountains (of which there are three), seven “Benson Bubblers” can be found. Benson Bubblers are Portland’s iconic drinking fountains. Named Benson Bubblers after Simon Benson, these ever-flowing drinking fountains were installed to wean employees and citizens off on the job drinking. Because water quality was very poor, beer was the safest liquid to drink. Currently there are 52 fountains four bowl Benson bubblers in the city of Portland (seven of which can be found in Old Town), and 74 one-bowl variations (Portland Water Bureau 2008). The one bowl variations although aesthetically similar to the four bowl fountains, are not called Benson Bubblers, in order to maintain the historic integrity of the four bowl models.

Located on the Eastern end of Ankeny St. is the Waterfront Park fountain. Primarily used for recreational Park fountain. Primarily used for recreational cooling on hot days, this water feature offers a boundary to the Saturday Market and a gateway to the Willamette River.

Currently, connectivity of Old Town’s water features is lacking to say the least. Ankeny St offers the greatest potential in fostering an identity unique to Old Town. There are three fountains along Ankeny St., the fountain in Waterfront Park, Skidmore Fountain, and lastly one located in front of the Provenance Hotel. Also along Ankeny are three historic Benson Bubblers. The Willamette River (which borders the district on the easterly side) can and should be utilized in creating a unique identity. Old Town is situated in between two bridges, connecting the eastern side of Portland to the western side. These two bridges, the Burnside bridge to the north and the Morrison bridge to the south, offer an opportunity to create a unique district identity by utilizing bridge artwork. The Burnside Bridge, which was added to the National Register of Historic Places in 2012, offers the an underutilized canvas in which Old Town can advertise its uniqueness upon (Multco.us 2013).
(March 2013), the Bay bridge, which spans across the San Francisco bay from Oakland to San Francisco unveiled its “Bay Lights” project. This project, which utilizes 25,000 white LED lights to illuminate the bridges western suspension cables, has been estimated to “dazzle” 50 million people and add $97 million dollars to the local economy in its two year presence. Although not as grand as the Bay Bridge, through implementation and creativity, the Burnside bridge can and should be used as an advertising agent for the district.

Interconnectivity between all of the water features in the district, will allow for the district to develop an identity, and identity preserving historic integrity with recreation. Creating awareness of the existing water features is the first step in establishing the unique identity that the district strives for.

**Recommendations**

1. Increase (build) amount of single bubbling fountains along Ankeny St.
2. Advertise existing water features (3 Fountains) to the public as recreation destinations
3. Host events that at water features in district to increase awareness of Historic relics
4. Remove, repair, or replace older billboards and advertising signs in district
5. Install “Bridge Lights” spanning the Burnside Bridge
6. Develop an online, interactive map in which public art installations are mapped out
7. Retain the Mounted Patrol Unit (horseback police) as part of the Historic District heritage
8. Encourage and endorse “guerilla art”
9. Create a Chalk Art Festival on the Waterfront
10. Better advertise public art and its proximity to the MAX “Green Line”
Recreation—Promoting Physical Activity

Ben Farrell

Cities can be great barriers as well as great influences for physical activity. Designing the urban environment in a way that allows unbridled access to the natural environments should be extremely important for Old Town as it is an area where people live, work, play, and visit. It is critical that all barriers to outdoor recreation be removed. The barriers specific to Old Town include fears about road safety and crime, vehicle emissions and pollution, limited access to recreation and sport facilities and general negative attitudes about physical activity. Creating an urban environment that facilitates and encourages access to recreational environments, such as the riverfront paths and the Willamette River are paramount. Walkers, runners, and bicyclists coming from work or their residences need safe and clear access through Old Town to get to recreational destinations.

Urban infrastructure and facilities such as street layouts, land use, recreation facilities, parks, public buildings, and the transport system play a major role in facilitating physical activity. People are more active when they can easily access key destinations such as parks, green spaces, workplaces and shops. “Many of the people suffering the greatest negative health effects relating to obesity and chronic diseases are those experiencing poverty and social disadvantage. Addressing the needs and contributions of all citizens in different settings of everyday life is a prerequisite for ensuring equity and comprehensiveness in efforts to promote physical activity and active living” (Edwards & Tsouros, 2006).

Recreational improvements in and around the river must also be considered in addition to recreational improvements within the urban environment. “Water itself is an attraction in many cities as it provides a respite from streets, buildings and the bustle of city life. Successful urban waterfronts are centers for a variety of recreation and activity. They draw people to the water and engage them both passively and
“actively” (Delaware River Waterfront Corp., 2011). The Willamette riverfront must be activated by removing the existing barriers that hide the river. Riverfront facilities that encourage interaction in and around the river must be created.

Old Town and the riverfront must be designed in a way that makes the active choice the easy choice; doing so will result in higher levels of physical activity and health for the community as a whole. “Opportunities for physical activity need to be created close to where people live, together with creating cleaner, safer, greener and more activity-friendly local environments” (Edwards & Tsouros 2006).

However, in a dense urban environment such as Old Town creating space for new parks and recreational facilities is difficult. One method of ensuring that recreational facilities are incorporated into the urban fabric is by partnering with neighborhoods, workplaces, healthcare facilities, and City metro to promote physical activity.

A variety of factors influence physical activity in the urban environment (see Dahlgren graphic). “These factors include sex, age, skill level, ability and disability, beliefs, attitudes and motivation. The key barriers to physical activity include a perceived lack of time, a lack of motivation and concerns about safety and security. Addressing these barriers is critical to engaging people in physical activity. For example, if residents believe that a cycle lane or path is dangerous, they will not use it. Factors positively associated with active living include self-efficacy (a belief in one’s own ability to be active), enjoyment and an expectation of benefits” (Edwards & Tsouros 2006). One study concluded that “green exercise has particular benefits for people experiencing mental distress. Recreational activity improves mental health (lowering stress and boosting self-esteem), improves physical health, provides a source of meaning and purpose, and helps to develop skills and form social connections.” (Mind, 2007).
The Willamette River plays a critical role in facilitating new recreational activities. Improving access to the river will allow residents and visitors to directly interact with the river. Activating the river includes adding facilities that allow for boat, raft, and kayak access. In addition to water recreation, riverfront activity must be improved to include playgrounds, dog parks, fishing opportunities, permanent cafe, and public art.

Improvements to the multi-use riverfront path must also be considered in order to increase safety and facilitate all forms of recreation. Connections from the path into downtown areas need to be clearly marked as well as easily accessible. “It is important to recognize that the waterfront serves three types of users: local/neighborhood, citywide, and regional/tourist. Recreation, attractions, and programming should therefore be designed to serve all of these users. However, it should also be designed as a place where neighborhood residents can have a place to enjoy the waterfront on a more daily or weekly basis” (Delaware River Waterfront Corp., 2011).

**Recommendations**

1. Set targets for achieving health promoting transport and access to green spaces for all income groups.
2. Reorient community design to favor people over the car and other technologies. Locate essential services, healthy food outlets, workplaces and other destinations within easy walking or cycling distance from where people live.
3. Make enhanced access to public transport and improvements to sidewalks, intersections and streetscapes prerequisites for new developments.
4. Provide easy access to the Willamette river from Old Town.
5. Conserve and develop green spaces. Provide incentives for developing vacant lots and run-down areas into green and/or open spaces.
6. Work toward an urban green network accessible to all residents that improves active living and transportation.
7. Separate pedestrian traffic and bicycle traffic along the riverfront path and construct an additional gravel running trail along the riverfront.
8. Support walkable neighborhoods with greenery, places to rest and attention to historical and cultural landmarks. Provide benches and flower beds on pedestrian streets that include historical sites and shops.
9. Provide people with clear information about the availability of safe and enjoyable opportunities to be active in Portland. Design and promote a community-wide active living map of parks, paths, cycle and pedestrian routes and facilities that offer physical activity programs.
10. Support sport, active living and cultural organizations and partner with them in programs that aim to build social cohesion while increasing opportunities for physical activity.
Recreation for Old town Portland
Jake Hinkle

Portland has an old and colorful history of taverns, gambling, boardinghouses also known as crimps, and shanghaiing. In the late 1800’s Portland was known to be one of the roughest port towns in the world. Old Town Portland is not embracing this vibrant history and it is ripe for rejuvenation. A few ways would be to have a historical figure to champion the area and another would be to make it an entertainment district.

Larry Sullivan was a boxer turned businessman. He opened his own boardinghouse for sailors and the like off of 2nd and G Street (John, 2012). What would happen was a runner from a boardinghouse would come out to the ships before they docked and convince the sailors to jump off and come with them. Normally they would hand out cigars and bottles of whiskey. A lot of the time the sailors would jump off before it’s docked and unloaded. This gave the captains of the ship a way out not to pay them if they could not be found. Then the boardinghouse owners would make deals with the captains to pay off sailors debts that they accrued to get them a crew. This way was used until Sullivan formed an informal cartel with the other boardinghouses to get more money out of the captains (John, 2013). This way was great for the sailors even though Sullivan took a big cut they were making more money this way than before. The history of this is lost in time only know to a few. A recommendation would be is to make him as a historic figure to become a champion of the historic district. The Old Town area could have a parade or a street fair day to recognize him as a historic person of the area.

Another person we could look at to champion the Old Town Portland area is Simon Benson because of his generous donation to the city to purchase and install 20 bronze drinking fountains now called Benson Bubblers. The legend of why Benson did this comes down to two different theories. Some people say it was to keep the loggers from drinking beer at lunch because they could not find clean water to drink. And the other is that he saw a girl crying during a parade because she could not find a drink of water. There are 54 bubblers in the downtown area. (Portland Water Bureau, 2013) One day a year there could be a festival to decorate all of them in the district. Maybe set up teams and then have walking tours of them and judge them in a final everybody votes contest and the one that wins could stay that way for the year and the other ones will be put back to normal.

A catalyst for the area for tourism and to increase business in Old Town could be to make it a district to be exempted from the open container law and create an entertainment district. This could bring a bit of the past to the present. Currently the Old town area has a lively nightlife, but most of it is on the north side of Burnside. There are a hand full of examples that have been going on for some time. They each have their own rules and regulations. The one closest to Portland is in Hood River, Oregon there you can drink in all public areas.
There is also Butt, Montana, Power and Light District of Kansas City, Missouri, Beale Street in Downtown Memphis, Tennessee, Savannah Historic District of Downtown Savannah Georgia, and then there is Carmel California where it is legal to drink on the beach, but not after 10pm (Carmel, N.p.) (. These are some of the lesser known areas where there is no open container law. Then you have the major areas like New Orleans, Louisiana and the Las Vegas Strip in Nevada. Other states have passed House and Senate Bills to create entertainment districts where there is no open container law. Alabama has HB20 where larger cities can create entertainment districts. So far the only city to adopt one yet is Montgomery centered around “The Alley” an area that already has a nightlife and bars (AL HB20, 2012). Other cities in Alabama are currently in the process of choosing where to put their entertainment districts. In the state of Ohio Senator Kearney introduced SB 116 to modify Ohio’s container law in April 2013 (Kearney, 2013). One of the reasons for the bill is it “will promote tourism and business development across the state” (Kearney, 2013). He is hopeful that it will be passed before the end of the year.

Recommendations
1. Develop an entertainment district in Old Town Portland.
2. Create a Larry Sullivan festival to happen within Old Town Portland.
3. Create a Benson Bubbler decoration contest with the winning Bubbler gets to stay that way till the next contest.
Living in Old Town
Kacey Morgan Messier

Real active and livable communities are inclusive and cater to an array of people and a range of income levels. It is important to note that the purpose of this section is to address a multitude of housing options; however, this does not address the extensive homeless population in the Old Town district. Living downtown may not be for everyone, but the consensus among professionals is that more and more “millennials” are looking to live in livable urban environments. One study indicated that 77% of millennials plan to live in urban cores (RCLCO, 2012). The Old Town district has the potential to become a livable, active and vibrant community while remaining true to its historical heritage.

Equitable Housing and the Role of Inclusionary and Exclusionary Zoning

Outside of the Old Town, there are a few available lots that would be ideal for a mixed use high rise. Given the nature of Old Town, the cost of building and the lost revenue from undergoing construction on any of the lots, projects must create enough value to justify building on a given space. The problem when it comes to housing is that the working class is often left out of the equation. They make too much money to qualify for government subsidies and not enough money to afford the $18 a square foot that needs to be made just for developers to break even. To both create value in the district, maintain housing equity and break even. In order to make that happen, exclusionary and inclusionary zoning can be used to not just help a developer break even, but to help them build a vibrant active Old Town community.

Inclusive High Rise Landscape

It is important to consider the view coming into Portland, and what people are going to see. Portland has little to offer for a skyline. While most cities have large grey buildings, it is important to make Portland different from other big cities. A mixed use high rise with green roofs and green walls, artistic rain harvesting and natural grey and black water purification systems, natural swimming pools on the rooftop, aquaponic rooftop gardens, really, the sky is the limit here. The high rise should taper to reduce any impact it has on the natural view of Mt. Hood; however, pristine views of Mt. Hood could be seen from the top floors. The high rise should be inclusive with living spaces for families, singles, elderly, the rich and the poor alike. Allow that particular building to truly become a piece of public art and nature, bringing value to the district.

Exclusive Artist and Entrepreneurial Community

Despite the strong evidence to suggest that millennials plan on living in urban cores and that they prefer walkable communities, Millennials are also among the highest of the unemployed with 13.1% unemployed compared with the national average of 7.9% (Kingkade, 2013). The good news is that many of them are creative entrepreneurs. As part of an effort to contribute to a creative district, housing options should be considered to accommodate artists, musicians and performers, small business owners and creative entrepreneurs. To foster a creative business environment exclusive policies to limit residency to certain types of creative groups in underutilized buildings can help fill in the missing teeth found throughout the study area.

In Richmond, Virginia, empty street level retail storefronts were converted into live-in apartments. In order to encourage mixed use, there is a business license requirement to rent the street level apartments, while the apartments above are not subjected to the same restrictions (Coliseum Lofts, 2013). At the Brewery Artist Lofts in Los Angeles, California an old beer factory has been subdivided into loft apartments which are
exclusively rented out to artists. The community is very tight-knit and has a long waiting list and a low turnover rate. Consideration to foster an environment like this is also discussed in (another section). Additionally, it is important to note that in Cuba, artists are funded by the government, provided they perform for free in public (Andreades, 2013). Crowd funding or part of the public art budget could be considered for this.

**Single Family Housing in Old Town**

In addition to consideration for artists, high density single family housing must be under consideration. For this, it is recommended that a high density cottage like community undergo consideration. Tiny homes are sustainable, efficient and come in many different options. Tumbleweed, the tiny house company has plans for tiny homes starting at studios from 261 sq. ft. to 3 bedrooms at 874 sq. ft. (“Cottages,” n.d.). In addition to being efficient and having a low manufacturing cost, these homes would be ideal for the modern minimalist. Not to mention, they would complement the historic character of Old Town. A minimum of 28 tiny homes could fit on a single block including leftover space for a community garden, open space, shared storage and minimal parking. A lot could be sub divided and sold to private buyers who are interested in being part of that type of intentional community.

**Recommendations**

1. Build self-sustaining inclusive mixed-use and mixed-income residential high rise that tapers the taller it gets. The building should be unique on all four sides and should offer multiple amenities. Best of all, access to the market downstairs.
2. Offer exclusive penthouse suites on the top floors of the proposed mixed-use residential high rise.
3. Include restaurant space below the penthouse suites. The space should include both private and public roof access so the pristine views of Mt. Hood can be available to anyone.
4. Include a rooftop community garden and natural pool for residents of the self-sustaining high rise. Consider an aquaponic garden.
5. Include a fitness center on the lower floors that aids in generating electricity for sustaining the energy needs of the high rise. To promote increased activity, consider offering residents discounts or giveaways for higher contributions.
6. Use solar panels in the windows of the high rise to help power the building. Include a natural rain water filtration system using native plants throughout each floor of the building.
7. Include retail and restaurant space on the lower floors of the self-sustaining high rise.
8. Give artists and entrepreneurs exclusive access to some of the under-utilized buildings within the study area.
9. Dedicate a small or entire lot within the Old Town district to subdivide for private development of a tiny-house eco-village.
10. Include space in the eco-village for shared tools, storage, garden and other open space.
Reintroducing the Willamette River to Old Town
Gwen Buckley

Portland lies at a natural intersection of the Columbia and Willamette Rivers, which have geographically and culturally shaped it into the city it is today. The Willamette River is peripheral to the Old Town district and bordered by Tom McCall Waterfront Park on its west bank. The 36-acre Waterfront Park, created in 1975, helped the city rediscover the river and has had “a strong role in rejuvenating the long-neglected area between the waterfront and the core (“Waterfront Park Master Plan,” 2003).” However, the park has little connection to the Old Town district and mainly serves pedestrian and bicyclist thru-traffic from other neighborhoods. It lacks consistent activity nodes to slow down pedestrians and bicyclists and complement the attractions in Old Town.

Successful waterfronts must adapt to accommodate a variety of users during all seasons. Tom McCall Waterfront Park’s open space has the capacity to host summer festivals, such as Cinco de Mayo and the Portland Rose Festival. Unfortunately, this commitment to festival space sacrifices the amount of public art and permanent destinations in the park. Many park attractions are seasonal, including summer festivals and water features (e.g. Salmon Street Springs). However, during the period between summer festivals, people are functionally isolated from the river when the city fences off the park to re-grow the grass. The fencing prohibits people from using the open space area of the park, and discourages people from walking to the waterfront. A more durable type of grass or permeable pavement could prevent or lessen the amount of time the city needs to re-grow the grass during the summer. The river and waterfront park should be available to community members and visitors as a year-round attraction.

The Waterfront Park should host events other than daytime festivals. WaterFire, in
Creative District

The Willamette River is both visually and functionally isolated from Old Town. Trees that line both sides of Naito Parkway are a visual separation between the historic district and the park. There are only three main pedestrian entrances (Pine Street, Ash Street and Ankeny Street) into the park from Old Town that lead directly to the river. In order to improve the connectivity these entrances should be emphasized, perhaps with vibrant floral decoration. Signage within the park could help direct passersby out of the park and into Old Town. The section of the park that borders Old Town should capitalize on the role and the importance of the river in Portland’s past. The Willamette River historically provided the transportation services, fertility and beauty that have allowed Portland to prosper into the city it is today. The City should also focus on enhancing the health of the Willamette River and encourage the presence of natural aquatic life and vegetation. In Baltimore, an ecological design firm, Biohabitats, has proposed the conversion of a dilapidated wharf into a living pier that cleans the harbor water and provides habitat to fish, algae and other native organisms. The pier will help filter the harbor’s water while providing an aesthetic attraction. Innovative, healthy projects on the Portland waterfront could help connect the community with the river and enhance the Willamette’s water quality. The floating dock near the location of the Portland Saturday Market is currently under-utilized and could developed to activate the waterfront. Native vegetation planted along the riverbank would attract wildlife to the area and creates a more vibrant river.

A complementary relationship between the Old Town district and the Willamette River can revive the urban and wild life within each. Developers will be more inclined to build and revitalize Old Town if the Willamette River’s beauty and activity is an intimate part of the district.

Recommendations
1. Install alternative turf or grass type to prevent the grass damage during summer festivals.
2. Create more winter-oriented activities along the river.
3. Use native plants to enhance the value of park and minimize invasive species.
4. Design floral displays to mark the main entries to the waterfront park from Old Town.
5. Expand waterfront roadway and paths leading from Naito Parkway to the river.
6. Incorporate art sculptures and attractions within the waterfront park that reflect the historic character of Old Town.

Providence, Rhode Island is an example of riverfront artwork that takes place after dark and is not dependent on warm weather. Created by Barnaby Evans, WaterFire is an installation of over sixty ritual bonfires that burn on metal braziers in the middle of the Province and Woonasquatucket Rivers in Rhode Island (“Project for Public Spaces,” 2008). The fires bring people to the riverfront to socialize, watch the flames and inhale the aromatic wood smoke that transforms the landscape. Similar creative programming and events in Portland can take rainy and winter weather into account and schedule the park during otherwise deserted hours.
7. Invite nearby residents, businesses, community organizations and other stakeholders to identify what destinations they want to see along the river.
8. Create stronger pedestrian and cyclist connections across Naito Parkway to meet the growing demands.
9. Build dock to encourage water recreational activities such as kayaking and canoeing.
10. Build a “living pier” or type of wetland to attract aquatic life and filter the water.
Social & Physical Resilience through Creativity
Geoff Chabre

Resiliency is social pendulum. It is not only disaster preparedness thought about in terms of brick and mortar refurbishment. Consideration of what constitutes resiliency as we navigate the uncertainty of climate change, severity of natural disasters and population growth is critical. It is just as prudent to examine resiliency in terms happy healthy communities as it is updating and supporting buildings that need retooled infrastructure. Disaster preparedness and resiliency are more than just engaging the aftermath and zombie apocalypse, there is a bigger picture that proactively plans for the future.

As conditions declined in urban areas during the early part of the 20th century several tools and inventions were developed in response. Facing problems that were a relatively new combination of urbanization and industrialization was challenging. There was a lack of information and experience in addressing solutions to engineer resilient long term practices. Zoning became a fashion and developed the residential, industrial and commercial areas left behind today. Downtowns became more established popular places to recreate and live. The growing economy then began to transform the urban landscape as suburban residential living grew in popularity. This trend seems to be a culmination of several factors. Historically there was a migration into cities during the industrial age of American and European development. Jobs, opportunity, better amenities and a better way of life were enticing.

As populations migrated away from inner cities in favor of suburban roots, city cores began to deteriorate. Mom and pop local stores were forced to close as big box stores began to bookend large strip malls integrated with suburban sprawl. A poor design for resiliency. This was the generation that largely prior to the baby boomers or the grandparents of today’s millennials. As the older generation sought refuge from the city, through economic growth they gained greater prosperity and affluence. This allowed the affordability of a single family home with a yard or open green place outside the urban city center, and everyone had their own private bedroom even the car – this evolved to become the “American Dream.”

Today that dream is largely debunked. The difficulty of the economy, career tracking that leads to having 10 different jobs over the course of one’s lifetime. Single parent families eliminated dual incomes and the unstable economy put home ownership beyond reach for many. Affordable housing programs were dismantled in 1980 because of the new Reagan Administration polices along with other social service funding.

Enter the hard drive
The internet has been a game changer for retail and for socialization. As people are able to shop online with custom tailored experiences that provide a personalized virtual storefront, the expectations in day to day living have to keep up. The millennial generation is culturally geared towards revitalization of abandoned parts of town in a similar way. Expectations around “what could be” have become the norm rather than leaving the brownfields of the world to their own devices. The DYI (Do It Yourself) Network is a prime example of this as personalities like Martha Stewart and Christopher Lowel have “mainlined” the creative will to individualize, reclaim and refurbish old abandoned or underutilized spaces with a zeal for individuality and historic authenticity.

Digital access to retail storefronts using
smart phone applications and portable devices has increased this ability to purchase and individualize. This has resulted in an accentuated a highly individualized and expectant Millennial demographic. Partnerships and shipping have streamlined services and despite an element of delayed gratification the trend of online purchasing will only increase. The internet savvy of retailers recognizes the value of the personalized shopping experiences tailoring email and advertisements and personalized shopping profiles for the user that entertains their taste and style.

This practice of recognizing individualism needs to be incorporated in cities. It is not enough anymore to merely present opportunity through size. “If I can make it there I can make it anywhere” once referred to the challenge of the city. Aspirations of a new generation have evolved to where the city is not a scary and dangerous concrete jungle; it is a place for you to make your personal stamp a place for conquest. The internet community dwarfs any current city population and always will. Society is much more savvy and mobile to where establishing roots is less important to the up and coming generations. With these social and digital developments the opportunity is about finding the brand that suits you best.

The modern era is about choosing a city that’s right for “you.” Just as your identity may be branded by popular retail and commercial logos, cities and neighborhoods need to embrace a preferred brand image. Planning for the future needs to take into account the trends that eventually there will be a popular movement to reclaim the suburbs. This takeover will be very different than that of the suburban sprawl that witnessed in the 1980’s and 90’s. Any thoughts of resiliency should incorporate the future pendulum swing back the other way as generations gravitate towards their own form of individuality and identity. The urban fabric will always be a creative environment however, it will always be changing.

Due to the Urban Growth Boundary (UBG) present in Oregon this phenomenon may be exaggerated as urban sprawl has already been stifled. The UBG observed here gives us a unique opportunity to shape Old Town in a way that incorporates this pendulum development pattern. This phenomenon will be cyclical. “…The dream of the 1890’s is alive in Portland…” – From the IFC program Portlandia. In addition to addressing zoning, seismic reinforcement and social adaptability that reflects modern understanding, aspirational recognition of individual preferences and demands are needed to build a resilient blueprint for sustainable development. Zoning code is still important for creating and maintaining guidelines. However the code needs to reflect the will of the user and be able to grow and adapt to technological and social change.

**Recommendations**
1. Seismic analysis and reinforcement of all historic buildings in the district
2. Develop linkage with the dock to circumvent collapsed bridges in the event of a quake
3. Plan for future growth with Millennials in mind
4. Plan to have the Urban renewal swing back towards suburban renewal
5. Develop brand for Old Town that appeals to Millennial tastes
6. Create a joint resiliency relationship between the fire station and Old Town
7. Consider creating a marshal or figure(s) that could watch over Old Town
8. Support the James Beard foundation building proposal
9. Program events for Old Town independent of the Tom McCall Park
10. Install green and sustainable amenities to develop textured experience for Old Town
Old Town Portland has extraordinary potential to become a thriving district. There are significant cultural heritage sites from the City’s colorful turn of the century maritime development. There is a vibrant and eclectic nightlife and local arts and crafts culture unique to the region. There is a comprehensive infrastructure including an exemplary transit system. There are incredible amenities including panoramic views, the Willamette River and McCall Waterfront Park. And there are numerous sites available for adaptive reuse, redevelopment and new development.

Regeneration
Despite these outstanding opportunities, the district also has significant constraints as identified in the Issues and Objectives section. [page 11]

This report outlines both comprehensive strategies and detailed recommendations to assist the Old Town Study Area enhance its sense of community, sense of place, sustainability and urban resilience. It is, in short, a regeneration program based on state-of-the-art planning and design.

Story-telling
The three scenarios—Cultural Heritage District, EcoDistrict, and Creative District—are potential stories for the district. One of these scenarios may be dominant; there may be a hybrid; or even a new scenario not considered in this report. The community should identify and/or create the story that best matches the setting and aspirations for the district.

Recommendations
Within this framework, the authors have identified more than 300 specific approaches and recommendations. Most of these implementation actions are compatible, complementary and capable of being realized without massive capital investment.

It is the sincere hope of the OLIS Practicum researchers that the district will develop to its full potential as a culturally-diverse, sustainable, creative, waterfront community.
The two pro forma scenarios included in our report were graciously donated and prepared by Gerding Edlen. These scenarios demonstrate two sample projects incorporating relatively large scale mixed use developments. The numbers generated are indicative of the challenge in attracting developers for new construction in Old Town. The global economy is still very much in a recovery mode and under current market conditions return on investment, (ROI) and the desired net operating income (NOI) appear difficult if not impossible to generate.

Current land and property values are lagging behind the prices of labor and new materials. The result is a significant net loss in value for both of these construction projects. These facts lead us to two conclusions. One is that creative financing techniques possibly involving grant funding regenerative finances need to be researched and lobbied for. Non Profit or government funding may be the only way to offset the depreciation upon completion. Point two; attracting corporate benefactors to invest in Old Town could coax a turnaround.

As the numbers are presently prohibitive to larger scale developments, it would be prudent to explore smaller scale development within a shorter time frame. Baring the financial backing and prestige of a corporate campus benefactor, small sustainable, job creating, and revitalization projects provide a plausible strategy to attract large developments over time. This would effectively shorten the projected natural recovery process. At present there is not much of an image to draw people let alone a corporate campus into the fold of Old Town development. Captivating investors with resources to realize development involves rebranding opportunities.

So the question becomes “what will be the tipping point that reinvents Old Town? Will it be the creative class small scale

entrepreneurship or large Corporate Campus environment that allows for development dollars to flow into Old Town?

The later seems unlikely at present with the exception of the proposed James Beard foundation mixed use building.

This report presents many strong district building ideas filled with vision and thoughtful examination of how Old Town could be re-imagined. Ideas ranging from Eco-District green infrastructure scenarios, cultural and National Historic preservation scenarios and Creative Class scenarios. Old town has a lot of potential which is documented in our findings and recommendations. Adopting one or more of these recommendations could be the vehicle that ignites the change Old town has been seeking to begin a redevelopment story.
## Pro Forma 1

### Areas

<table>
<thead>
<tr>
<th>Area</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Land Area</td>
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<tr>
<td>GSF Residential</td>
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<tr>
<td>GSF Retail</td>
<td>7,672</td>
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<tr>
<td>GSF Parking</td>
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<td>RSF Retail</td>
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### Income & Expenses at Stabilization

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<th>Item</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Units</td>
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<td>Storage Units</td>
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<td>Average Unit Size</td>
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<td>Storage Rent /unit/month</td>
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<td>Parking Income /space/engine</td>
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<td>Op Ex /unit/year</td>
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<td>Taxes /unit/year</td>
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### Timing

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<td>Months in construction period</td>
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<td>Units leased per month</td>
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### Capital Stack

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<td>Loan</td>
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<td>Total</td>
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### Development Costs

<table>
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<tr>
<th>Category</th>
<th>Total</th>
<th>Per GSF</th>
<th>Per RSF</th>
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<tr>
<td>Due Diligence</td>
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<tr>
<td>Land</td>
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<tr>
<td>Construction Costs</td>
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### Operating Income

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<tr>
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<td>Parking</td>
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<td>Storage Income</td>
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<tr>
<td>Misc. Income</td>
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<td>Vacancy loss</td>
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</tr>
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<td>Op Ex &amp; Property Taxes</td>
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<td>Retail Income</td>
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<td>Retail NOI</td>
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### Value at Stabilization

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<tr>
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<td>Value at Stabilization</td>
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<tr>
<td>Value in Excess of Costs</td>
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<tr>
<td>NOI / Costs</td>
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</table>

Source: Gerding Edlen
## Pro Forma 2

### Areas

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
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</thead>
<tbody>
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<td>GSF Parking</td>
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<tr>
<td>GSF Total</td>
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<tr>
<td>RSF Residential</td>
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### Income & Expenses at Stabilization

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<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Units</td>
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<tr>
<td>Parking Stalls (below grade)</td>
<td>55</td>
</tr>
<tr>
<td>Storage Units</td>
<td>20</td>
</tr>
<tr>
<td>Average Unit Size</td>
<td>638</td>
</tr>
<tr>
<td>Apt Rents at Delivery /sf</td>
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<tr>
<td>Apt Rents at Delivery/unit</td>
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<tr>
<td>Annual Misc. Income /unit/year</td>
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<tr>
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<tr>
<td>Parking Income/stall/mo</td>
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<td>Op Ex/unit/year</td>
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<td>Taxes/unit/year</td>
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### Development Costs

<table>
<thead>
<tr>
<th>Description</th>
<th>Total</th>
<th>Per GSF</th>
<th>Per RSF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Due Diligence</td>
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<td>$1</td>
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<tr>
<td>Land</td>
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<tr>
<td>Construction Costs</td>
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<tr>
<td>Other Hard Costs</td>
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<td>$10</td>
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<tr>
<td>Soft Costs</td>
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<td>$69</td>
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<tr>
<td>Contingency</td>
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<td>$19</td>
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<tr>
<td>Development Fee</td>
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### Stabilized Operating Income

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<th>Value</th>
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</thead>
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<tr>
<td>Parking</td>
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</tr>
<tr>
<td>Storage income</td>
<td>$15,600</td>
</tr>
<tr>
<td>Misc. Income</td>
<td>$213,600</td>
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<tr>
<td>Vacancy loss</td>
<td>$87,455</td>
</tr>
<tr>
<td>Op Ex &amp; Property Taxes</td>
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<tr>
<td>NOI</td>
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### Value at Stabilization

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</tr>
</thead>
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<td>Value at Stabilization</td>
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</tr>
<tr>
<td>NOI / Costs</td>
<td>3.86%</td>
</tr>
</tbody>
</table>

---

Source: Gerding Edlen
Portland Zoning

Old Town Historic Landmark District
Vacant & Underutilized Sites

[Diagram showing vacant and underutilized sites with yellow and orange markings]
Baltimore Healthy Harbor Initiative Pilot Projects by Biohabitats, Inc.

Community-oriented projects developed for Baltimore Harbor that envisions a healthy, swimmable harbor. One project has designed a "living pier" that transforms a dilapidated wharf into a marsh-like ecosystem. The living pier is a host to aquatic species, a tourist attraction on the waterfront, and it filters water to create a healthier harbor (BioHabitats, 2012).

Battleship Oregon Memorial

Constructed in 1956 to honor an 1893 ship named Oregon. It was nicknamed ‘the Bulldog of the United States Navy’ and fought in many famous battles before it was retired from service. On July 4, 1976, a time capsule was sealed in the base of the memorial. The time capsule is to be opened July 5, 2076. One of the last surviving parts of the battleship is its Mast, which makes up the entirety of the memorial.

The Bay Lights

The Bay Lights is the world's largest LED light sculpture, 1.8 miles wide and 500 feet high. Inspired by the Bay Bridge's 75th Anniversary, its 25,000 white LED lights are individually programmed by artist Leo Villareal to create a never-repeating, dazzling display across the Bay Bridge West Span through March 2015.
http://thebaylights.org/about/

Burnside Bridge

This 1926 structure is located on one of the longest and busiest streets in the Portland area. The five-lane Burnside is a direct connection between downtown Portland, Beaverton to the west and Gresham to the east.

Chicago Urban Farming Network/Secure and Resilient Food Networks

In March 2013, the City of Chicago announced plans to transform vacant lots into thriving urban farms. Working in concert with a variety of local nonprofit organizations, the program will increase access to healthy food in food desert communities and provide education on growing food and building small food enterprises. The program seeks to provide workforce training, employment and community development for disadvantaged individuals (City of Chicago, 2013).

Creating a Sense of Place and Brand for the Old Town District

Millennium Park Chicago, Illinois


Placemaking as an Incremental Approach: Pioneer Square District, Seattle, Washington

Seattle’s Pioneer Square District and Portland’s Old Town have similar features and challenges. Both neighborhoods house historic architecture and distinctive elements that offer glimpses of cities otherwise long forgotten. Pioneer Square struggles to meet the needs of its homeless populations and fulfill many of the same social service obligations found in Old Town. It has a raucous nightlife accompanied by real and perceived safety concerns. To help move the district forward and strengthen the neighborhood’s economic competitiveness and its businesses’ health, the City of Seattle, Department of Planning and Development, and Office of Economic Development have undertaken the Pioneer Square Commercial District Revitalization Project. The plan entails a number of community and City actions that include, among many other things, enhancing the built environment: particularly advocating for the maintenance, improvement and activation of public spaces [The Pioneer Square Revitalization Committee, 2013]. The Alliance for Pioneer Square has been awarded grant funding to improve the pedestrian environment, including expanding holiday lighting projects, re-striping crosswalks and installing signature bicycle racks (Seattle Office of Economic Development, 2013).

FareStart - Seattle, Washington

A culinary job training and placement program for disadvantaged youth and adults that teaches participants valuable occupational skills to increase opportunities for economic and social stability.
http://farestart.org/training/homeless/index.html

Homeless World Cup Foundation – Cape Town, South Africa

An annual international soccer tournament engaging the homeless and socially disadvantaged. Supported by grassroots soccer organizations individuals are taught teamwork, communication and responsibility.
http://www.homelessworldcup.org/about

Love Park Philadelphia, Pennsylvania

Displays art piece “LOVE” in the center of park
http://www.visitphilly.com/museums-attractions/philadelphia/love-park/

Manitoba, Canada

Online dashboard that scores brand application usage, residents, tourism, economic development and immigration.
Master Plan for the Central Delaware-Waterfront Activation

Melbourne Community Gardens/Sense of Place
A community garden study in Melbourne defined the ways in which the garden helped create a “sense of place” for its gardeners. It found that the main social benefits were increasing social cohesion while providing a shared set of values, enhancing reliable social supports, and providing social connections in the form of networks (Kingsley & Townsend, 2006).

Minneapolis Downtown Improvement District – Minneapolis, Minnesota

Moss Graffiti by Anne Garforth
Moss graffiti is an art form that shapes moss into beautiful and intricate patterns on urban landscapes, such as a brick wall or sidewalk (Garforth, 2013).

New York City Food Retail Expansion to Support Health (FRESH) Initiative /Healthy Grocery
Healthy food retail increases access to food and spurs jobs, tax revenue, economic development and physical revitalization in a community (Policy Link, n.d.). Grocery stores can act as a magnet for complementary private investments. The Policy Link toolkit recommends a number of opportunities to overcome real and perceived barriers to developing

Case Studies

Opportunity Village Eugene
A year-long pilot project in Eugene, Oregon to provide transitional micro-housing communities for the socially disadvantaged. http://www.opportunityvillageeugene.org/

Portland Food Carts/Tourism and Economic Development
Studies have shown that Portland’s regulatory framework, urban form, climate and demographics support its thriving food cart culture (Newman & Burnett, 2012). Food carts draw locals and visitors and provide an economic development opportunity for small businesses to get off the ground without the high overhead associated with traditional storefronts. They help create vibrant urban spaces, increase communication among vendors and customers, and support Portland’s goal of livable, walkable neighborhoods. The Urban Vitality Group partnered with the City of Portland Bureau of Planning and Sustainability in 2008 to form recommendations to support food carts’ expansion and mitigate potential negative impacts. The approach uses food carts as a vehicle for economic growth and social equity. The overarching strategies include identifying additional locations for food carts, increasing small businesses’ awareness of resources by connecting them with current programs, and promoting innovative urban design elements that support food carts’ presence (Urban Vitality Group, 2008).

Skidmore Fountain
This area was the center of downtown Portland when the bronze fountain was placed here in 1888. Stephen Skidmore, a druggist who arrived in Portland by covered wagon, left $5,000 in his will
for a fountain for men, horses and dogs. 
http://www.portlandoregon.gov/water/article/117201

**Washington, DC Rooftop Roots/Secure and Resilient Food Networks**
Rooftop Roots works with social service organizations to supplement their food resources with healthy foods grown on-site. They use sub-irrigated planters to create lightweight, low-cost rooftop vegetable gardens. The gardens also provide training and education in agriculture and nutrition (Rooftop Roots, n.d.).

**WaterFire by Barnaby Evans**
WaterFire is an art installation of over sixty bonfires in the Province River in Rhode Island. The installation attracts the community to the waterfront to socialize and watch the flames. The fires are lit at sunset, a time of day when the park is typically deserted (Project for Public Spaces, 2008).
**Active Living** — A way of life in which people are physically active during their daily routines (Active Living Research, 2013).

**City Comforts** — Examples of excellence in concept and design that are relatively simple to recognize, explain and build. They are small pieces of the urban landscape that affect the way buildings, humans and their activities interact. The details within a space that provide a sense of intimacy yet anonymity to individuals’ everyday experiences within a district (Sucher 1995)

**Downpipe diversion** — When a roof downpipe diverts roof water through a hose via a d-shape mechanism, allowing water to soak into the garden and surrounding soil.

**Food Security** — The USDA defines food security as all people having access to enough food at all times for an active, healthy life.

**Green roof** — When the roof of a building is covered in vegetation and soil to assist with the filtration of stormwater.

**LED** — a semiconductor diode that emits light when a voltage is applied to it and that is used especially in electronic devices.

**Metropolitan Statistical Area** — Group of counties that contain at least one urbanized area of 50,000 or more inhabitants (CDC, 2013).

**Place-Making** — A multi-faceted approach to the planning design and management of public spaces. Place-Making capitalizes on a local community’s assets, inspiration and potential, ultimately creating public spaces that promote people’s happiness and well-being. [www.pps.org](http://www.pps.org)

**Playscape** — A designed and integrated set of playground equipment, often made of wood.

**Porous paving** — A permeable material, often brick like, that allows water to penetrate through into the surrounding soil.

**Raingardens** — Planter box raingarden - This type of raingarden is positioned above the ground to collect stormwater from a diverted roof downpipe, allowing stormwater to filter through the raingarden before connecting to the stormwater system. Inground raingarden - This type of raingarden is positioned in the ground to collect stormwater from hard surfaces or a diverted roof downpipe, allowing stormwater to filter through the raingarden before connecting to the stormwater system. Infiltration raingarden - This type of raingarden is positioned in the ground to collect stormwater from hard surfaces or a diverted roof downpipe, allowing stormwater to filter through the raingarden and penetrate into the surrounding soil.

**Rainwater tank diversion** — Similar to a downpipe diversion only the d-shape mechanism is fitted to the overflow of the rainwater tank.

**Sternwheeler** — Having a paddle wheel at the stern; as, a stern-wheel steamer.

**Swale** — A slight depression in the landscape which can be either grassed or planted with other vegetation.

**Third place** — a space nearby the home or office that is neither, but where socializing and work and both be done. Starbucks has defined themselves as a universal third place.

**Urban/Downtown Agriculture** — The Ruaf Foundation (Resource Centres on Urban Agriculture & Food Security) defines urban agriculture as the growing of plants and/or raising of animals within and around the city. It is integrated into urban economic and ecological systems.


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