

**PROJECT PROFILE**

(Please limit answers to the space available on these pages)

Project Name Downtown Plan and ProgramLocation Downtown PortlandOwner Downtown property owners and City of PortlandProject Use(s) Office, retail, housing, open space, recreational/cultural, transportationProject Size Approximately 700 acres Total Development Cost 1.2 Billion +

Application submitted by:

Name J.E. Bud ClarkTitle MayorOrganization City of PortlandAddress 1220 SW Fifth Avenue, #303, Portland, OR 97204Telephone ( 503 ) 248-4120

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Signature \_\_\_\_\_

**PROJECT PROFILE, cont.****Key Participants**

Organization	Key Person	Telephone
Public Agencies		
<u>Bureau of Planning</u>	<u>Norm Abbott</u>	<u>(503) 796-7700</u>
<u>Portland Development Commission</u>	<u>Harry Demorest</u>	<u>(503) 796-5300</u>
<u>Tri-Met</u>	<u>James Cowen</u>	<u>(503) 273-4322</u>
<u>Metropolitan Arts Commission</u>	<u>Salena Ottum</u>	<u>(503) 796-5405</u>
Developer		
<u>Norcrest China</u>	<u>Bill Naito</u>	<u>(503) 228-7404</u>
<u>Prendergast and Associates</u>	<u>Pat Prendergast</u>	<u>(503) 223-6605</u>
<u>Melvin Mark Properties</u>	<u>Pete Mark</u>	<u>(503) 223-4777</u>
<u>Russell Development Co.</u>	<u>John Russell</u>	<u>(503) 228-2500</u>
<u>Robert Stoll</u>	<u>Bob Stoll</u>	<u>(503) 227-1601</u>
<u>Riverplace</u>	<u>Eric Parsons</u>	<u>(503) 228-2726</u>
Professional Consultants		
Architect	<u>George McMath</u>	<u>(503) 228-5154</u>
Urban Designer	<u>Zimmer Gunsul Frasca</u>	<u>(503) 224-3860</u>
Planner	<u>CH2M Hill</u>	<u>(503) 224-9190</u>
Other	<u>Shiels-Obletz</u>	<u>(503) 242-0084</u>
Community groups		
<u>Downtown Plan Citizen Advisory Committee</u>	<u>Dean Gisvold</u>	<u>(503) 226-7321</u>
<u>Portland City Planning Commission</u>	<u>Lawretta Morris</u>	<u>(503) 796-7700</u>
<u>Historic Landmarks Commission</u>	<u>George Sheldon</u>	<u>(503) 228-6444</u>
<u>Pioneer Square Advisory Committee</u>	<u>Pete Mark</u>	<u>(503) 223-4777</u>

Project Title **Downtown Plan and Program**  
Location **Downtown Portland**

Describe in the space provided the important characteristics of the project, how it was developed, and how it is exemplary. This abstract will be among the materials distributed to members of the Selection Committee prior to their initial deliberation.

**The important characteristics of the Downtown Plan and Program include the following:**

- **Greatly expanded and centrally located transit as a framework to organize use, density, and form;**
- **Appropriate location, scale, and design of a wide range of diverse uses to make the Downtown a 24 hour place;**
- **An urban form calling for major buildings to be located in close proximity to transit with development stepping down to the Downtown riverfront;**
- **The preservation of historic buildings and introduction of appropriately scaled new development within historic districts;**
- **Preservation of public views and vistas;**
- **The introduction of open spaces for places of respite and for large public gatherings;**
- **Measures to improve air quality;**
- **Features to enhance pedestrian enjoyment.**

**The preparation and implementation of the Downtown Plan and Program was an outstanding cooperative endeavor involving Portland's business community, intensive citizen participation, planners and urban designers, with the pivotal support of local, State and Federal governmental officials and agencies.**

**This endeavor is exemplary because the process of Plan/Program preparation and implementation has involved the cooperative participation of the business community, the citizens of Portland and every level of government. It is also exemplary because the Plan goals and elements addressed all aspects of urban development that make for an enjoyable and attractive place for people working, shopping, living, and visiting Downtown.**

**The Plan is also highly successful in the manner and extent in which it has been implemented. Downtown Design Guidelines, the public review process, and development standards are complementary and insure that new development carries out the key characteristics of the Plan. The high level of quality of the actual projects attests to the effectiveness of the Plan.**

**The Downtown Plan and Program has resulted in a place enjoyed by all. The success of this project recently stimulated interest in undertaking a similar effort for a plan for the areas surrounding Downtown Portland. On March 25, 1988, the City Council adopted a new document to guide development, the Central City Plan. This second generation plan extends the principles which guided the original Plan, thus testifying to the success of the original Plan.**