

RENAISSANCE URBANISM





THE PEARL DISTRICT IS AN ECLECTIC MIX OF ACTIVITIES AND BUILDINGS. A PLACE WHERE CREATIVITY IS ENCOURAGED AND WHERE CONTRAST IS PART OF THE URBAN ENVIRONMENT. IT IS A NEIGHBORHOOD WHERE RESIDENTS, BUSINESSES AND DEVELOPERS WORK TOGETHER TO BUILD A COMMUNITY. A NEIGHBORHOOD WHERE CHANGE AND NEW IDEAS ARE ACCEPTED AS PART OF LIFE SO LONG AS THE PAST IS RESPECTED IN THE PROCESS.

PEARL DISTRICT DEVELOPMENT PLAN

URBAN RENAISSANCE



633 & 637 NW 11TH AVENUE

Urban historic meets ultra modern in this sleek, stylish and functional turn-of-the-century brick building. Originally used as a Spokane, Portland and Seattle Railway warehouse, the space has been converted into a "multi-layered celebration of sleek, sculptured forms and evocative textures." The town home includes both living and commercial spaces with a custom motorized 2.5 ton connecting door. Stunning and innovative, this town home is geometry in motion. The design is expressed in re-purposed Hickory floors, crimped metal ceilings, exotic woods, exposed brick, custom cabinetry, Venetian plaster, and steel and glass stairs. This uniquely urban town home is the perfect blend of historic details, functional design and flowing open spaces.

- Built in 1906 / Remodeled in 2000
- Designed by Jeff Lamb / Built by Don Tankersley Construction
- Living Areas | Hickory Floors | Floating Glass Stairs | Wood Beams | Steel Columns
- Gourmet Kitchen | Hickory and Porcelain Floors | Bulging Cabinets
- Dining Area | Glass and Concrete Table | Crimped Metal Draped Ceiling
- Powder Room | Concrete Floor | Spanish Tiles
- Custom Stairwell | Steel | Cast-Glass Treads by George Baltes
- Wet Bar | Glass Counter-tops | Island | Hickory Floors
- Family Room | Steel G-Beam Beams | Crimped Metal Ceilings
- Library | Fireplace | Custom Built-in | Exposed Brick
- Master Suite | Fireplace | Custom Built-in | Hickory Floors
- Guest Suite | Built-in Bed | Nook | Closet | Hickory Floors
- Town home Two | Living or Commercial Space | Bathroom | ADA Exit
- Approx 3,888 Sq Ft (per appraisal) | Multiple Patios | 4 Parking Spaces
- 2014-2015 Property Taxes \$ 28,684.90

M PRINCIPAL BROKER | PREMIER DIRECTOR
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Windermere
REAL ESTATE

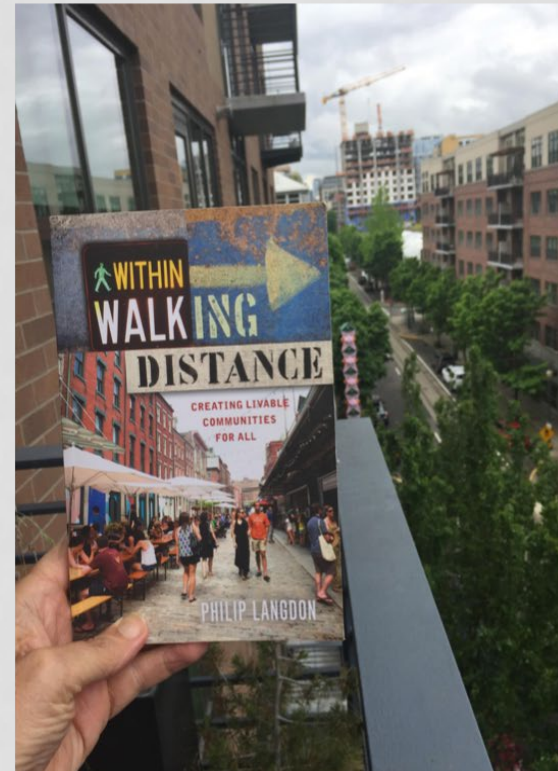


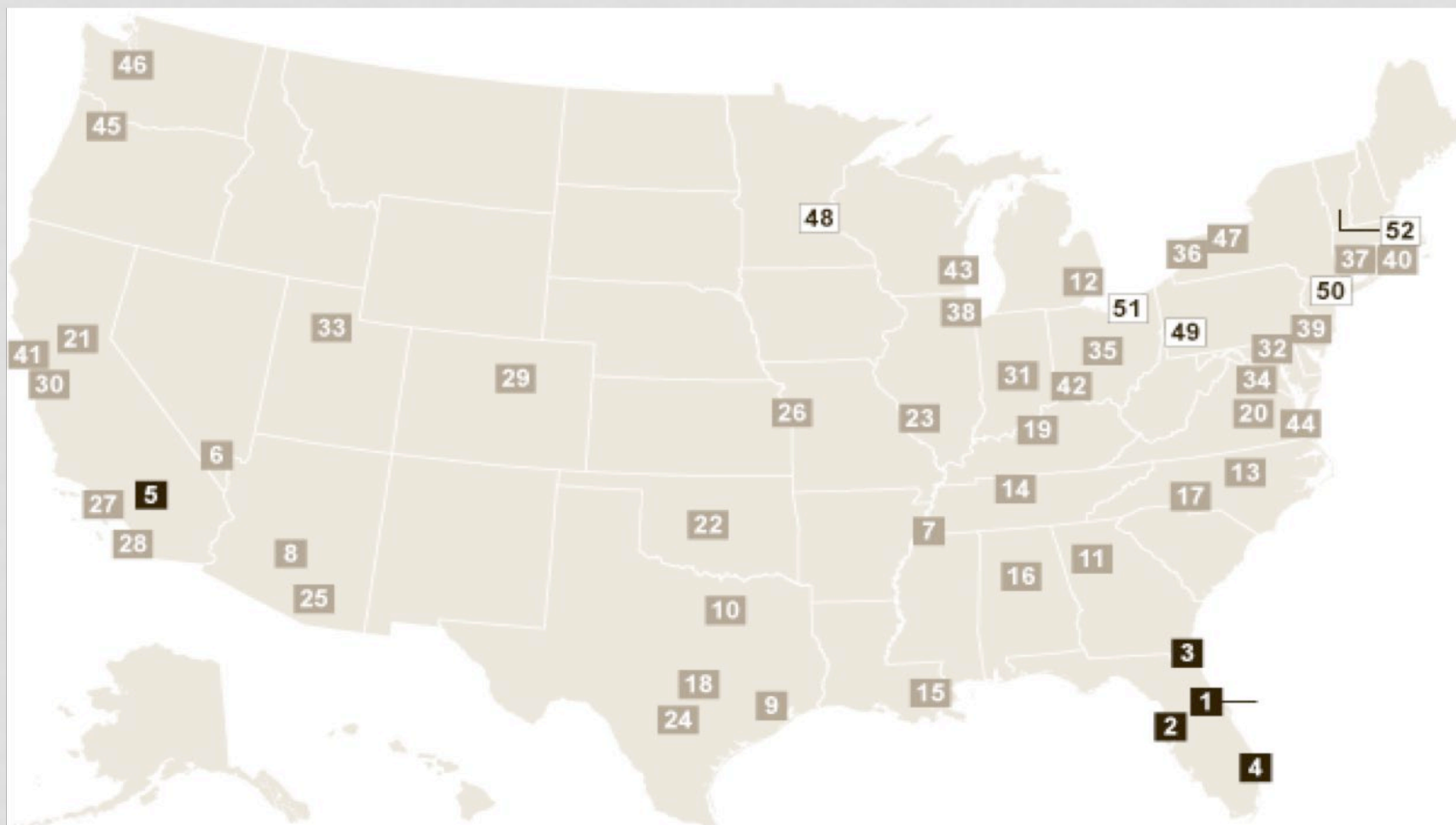
TEN TOWNS THAT CHANGED AMERICA

WWW.PBS.ORG/PROGRAM/TEN-THAT-CHANGED-AMERICA/10-TOWNS-CHANGED-AMERICA/



THE PEARL DISTRICT IS THE BEST LARGE WALKABLE URBAN
NEIGHBORHOOD LOCATED IN THE CORE OF AN AMERICAN CITY

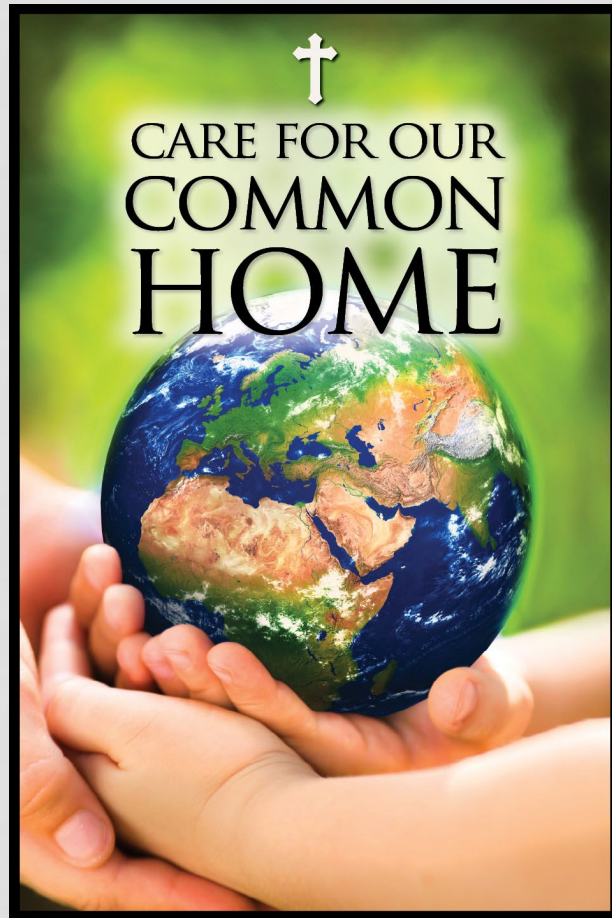




Sustainability limits growth to ensure development meets the needs of the present without compromising the ability of future generations to meet their own needs.



SUSTAINABILITY IS THE DEFINITIVE ETHIC OF OUR TIME

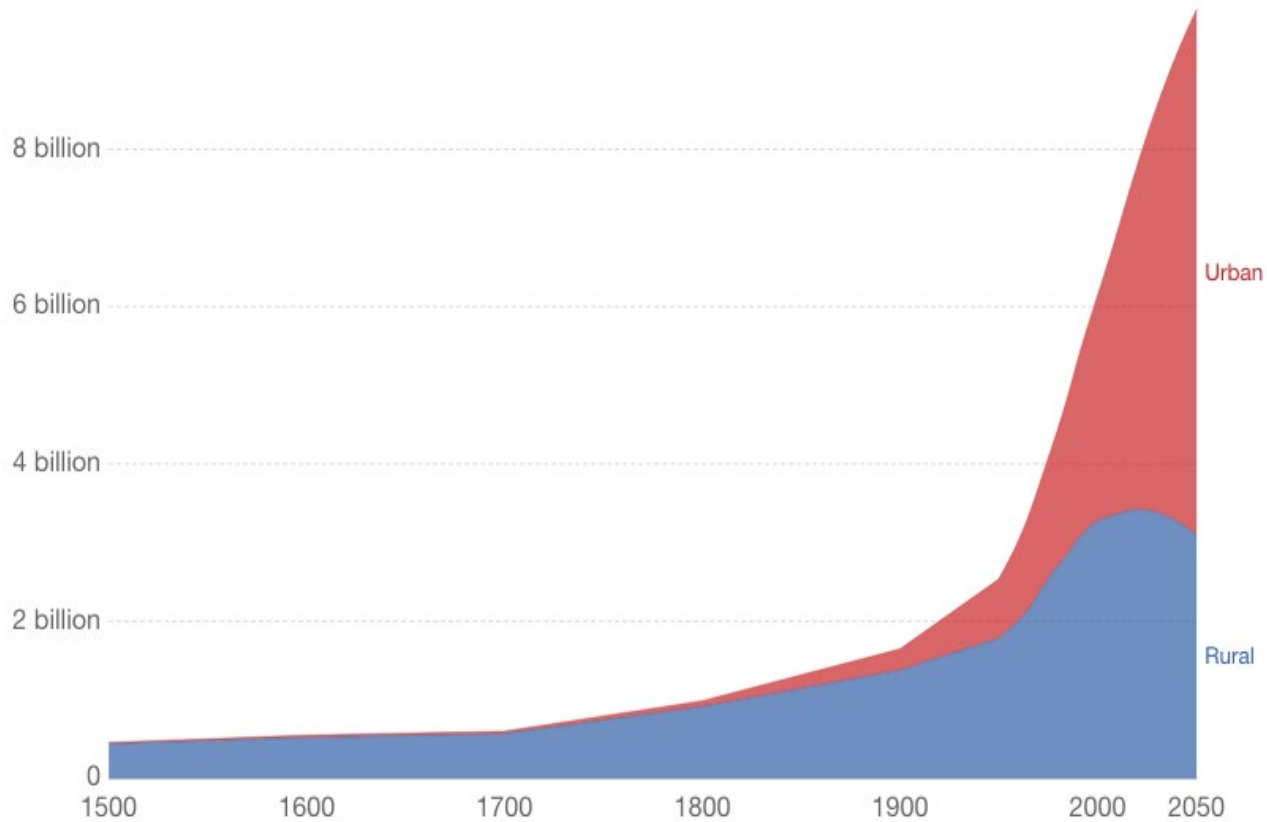
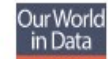


11 SUSTAINABLE CITIES AND COMMUNITIES



Urban and rural population projected to 2050, World

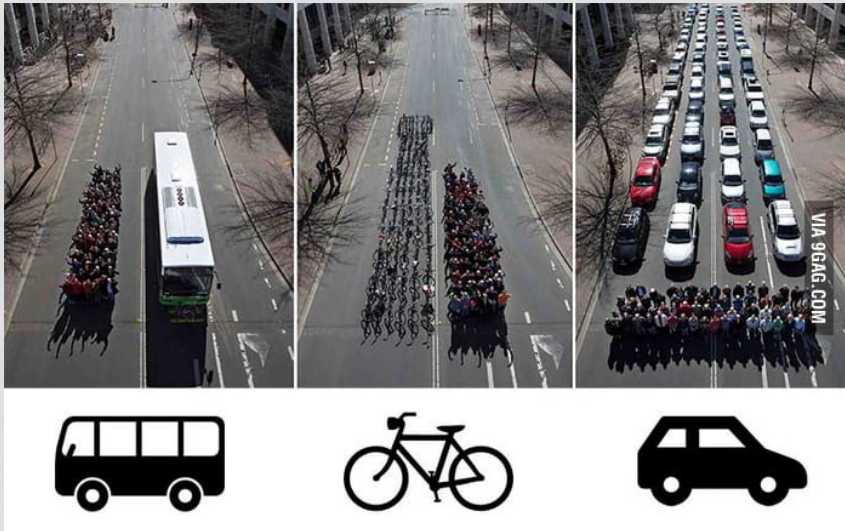
Total urban and rural population, given as estimates to 2016, and UN projections to 2050. Projections are based on the UN World Urbanization Prospects and its median fertility scenario.



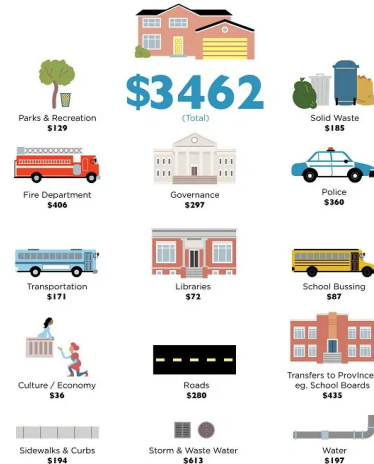
Source: OWID based on UN World Urbanization Prospects 2018 and historical sources (see Sources)

CC BY-SA

WALK SCORE

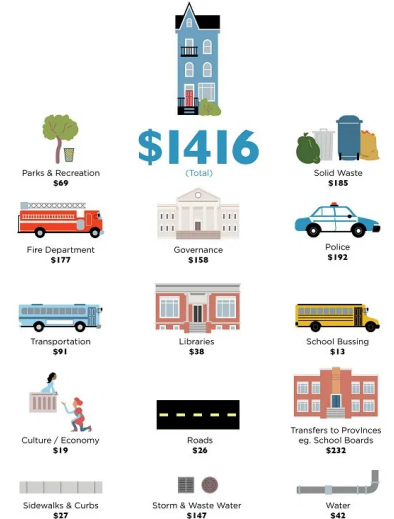


Suburban City's Annual Cost, per Household



SP Sustainable Prosperity
For more data and more reports, visit thecostofsprawl.com
Data based on Halifax Regional Municipality

Urban City's Annual Cost, per Household



SP Sustainable Prosperity
For more data and more reports, visit thecostofsprawl.com
Data based on Halifax Regional Municipality

POPE FRANCIS HAS A MESSAGE
TO THE WORLD LEADERS
ABOUT CLIMATE CHANGE:

**"THE TIME TO FIND
GLOBAL SOLUTIONS
IS RUNNING OUT.**

**THERE IS THEREFORE A
CLEAR, DEFINITE AND URGENT
ETHICAL IMPERATIVE
TO ACT."**



PORTLAND MAYOR AT SUMMIT WITH THE POPE

75°
6:15

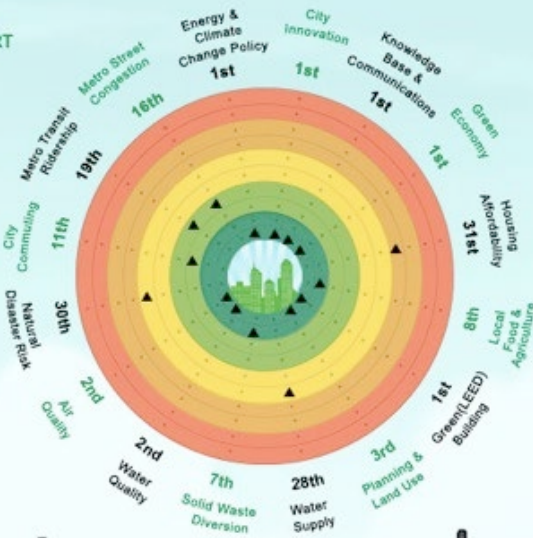
KGW.com

GUINEA PIGS RESCUED

BLUE ANGELS IN PORTLAND

YOUR FORECAST

1. Portland, OR 2008 CITY CHART



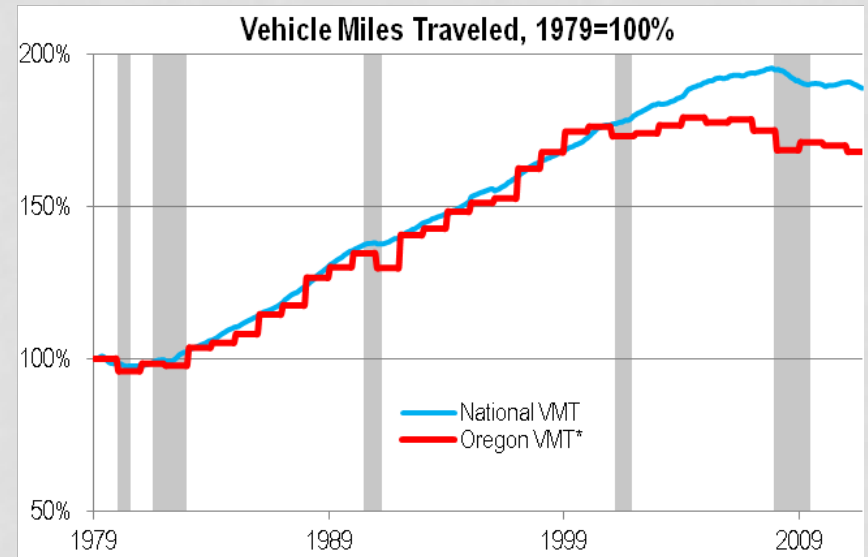
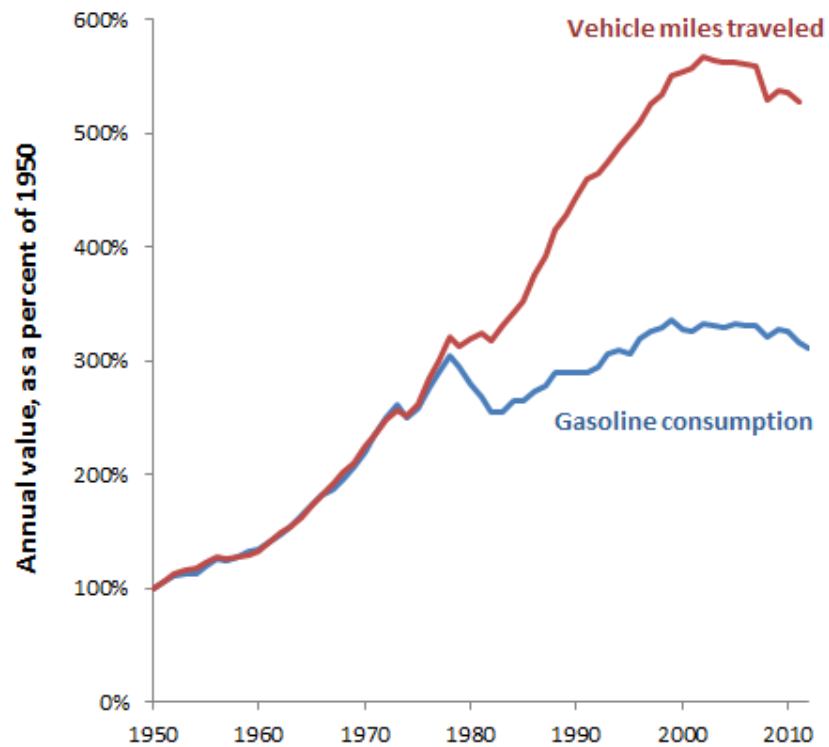
CLIMATE ACTION PLAN

JUNE 2015 LOCAL STRATEGIES TO ADDRESS CLIMATE CHANGE



Multnomah County

In Oregon, both gas consumption and vehicle travel have fallen back to the levels of the mid-1990s.



LOCAL CARBON EMISSIONS HAVE DROPPED 14 PERCENT SINCE 1990, WELL AHEAD OF THE NATIONAL TREND

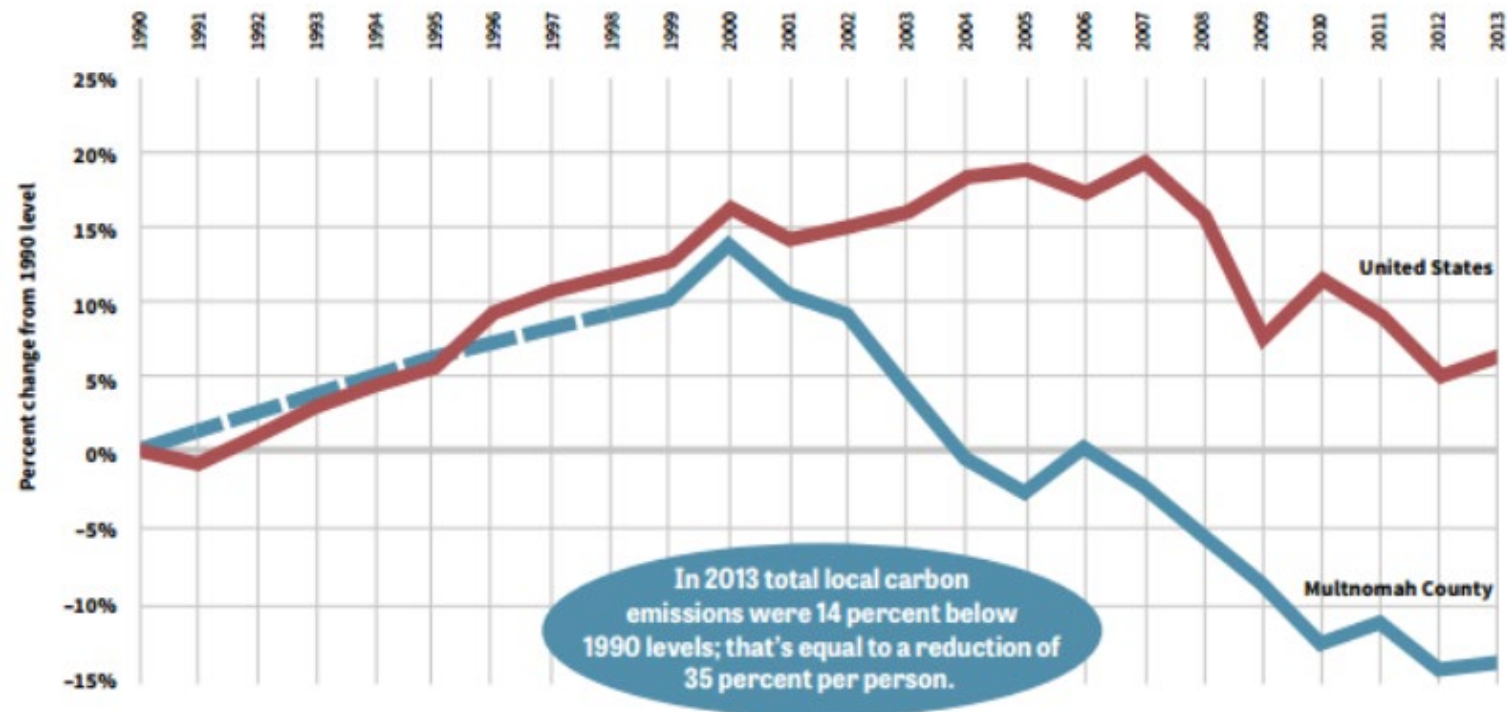


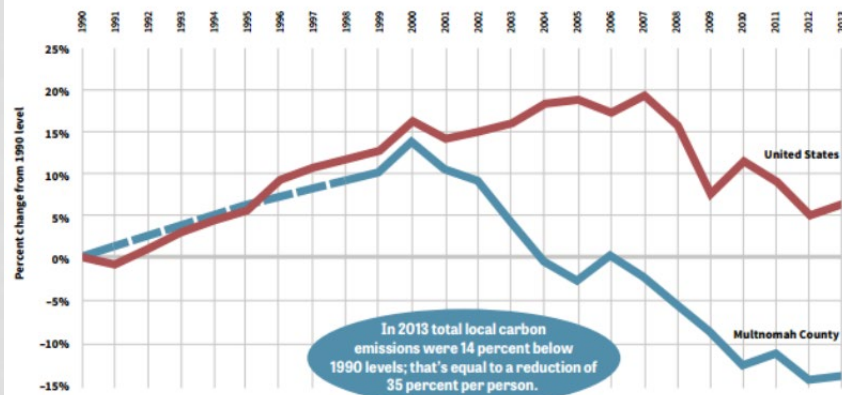
Figure 1. Communitywide carbon emissions (1990–2013). Source: Portland Bureau of Planning and Sustainability

Portland and Multnomah County are national leaders in reducing carbon emissions.

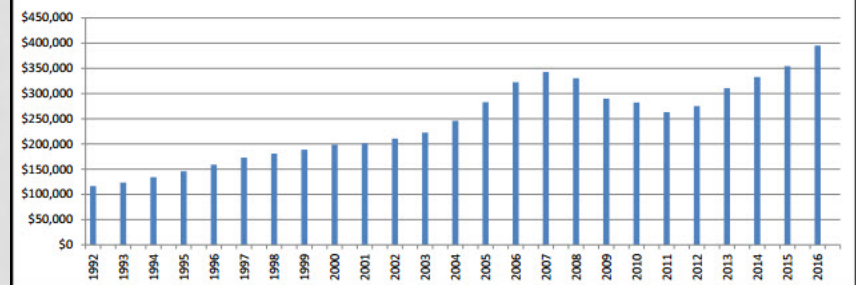
Since 2000, when local emissions hit their highest levels, Multnomah County's emissions have declined. Among other factors, these reductions are due to a combination of:

- (1) improved efficiency in buildings, appliances and vehicles;
- (2) a shift to lower-carbon energy sources like wind, solar and biodiesel;
- (3) more walking, biking and public transit; and
- (4) reduced methane emissions from landfills and more recycling.

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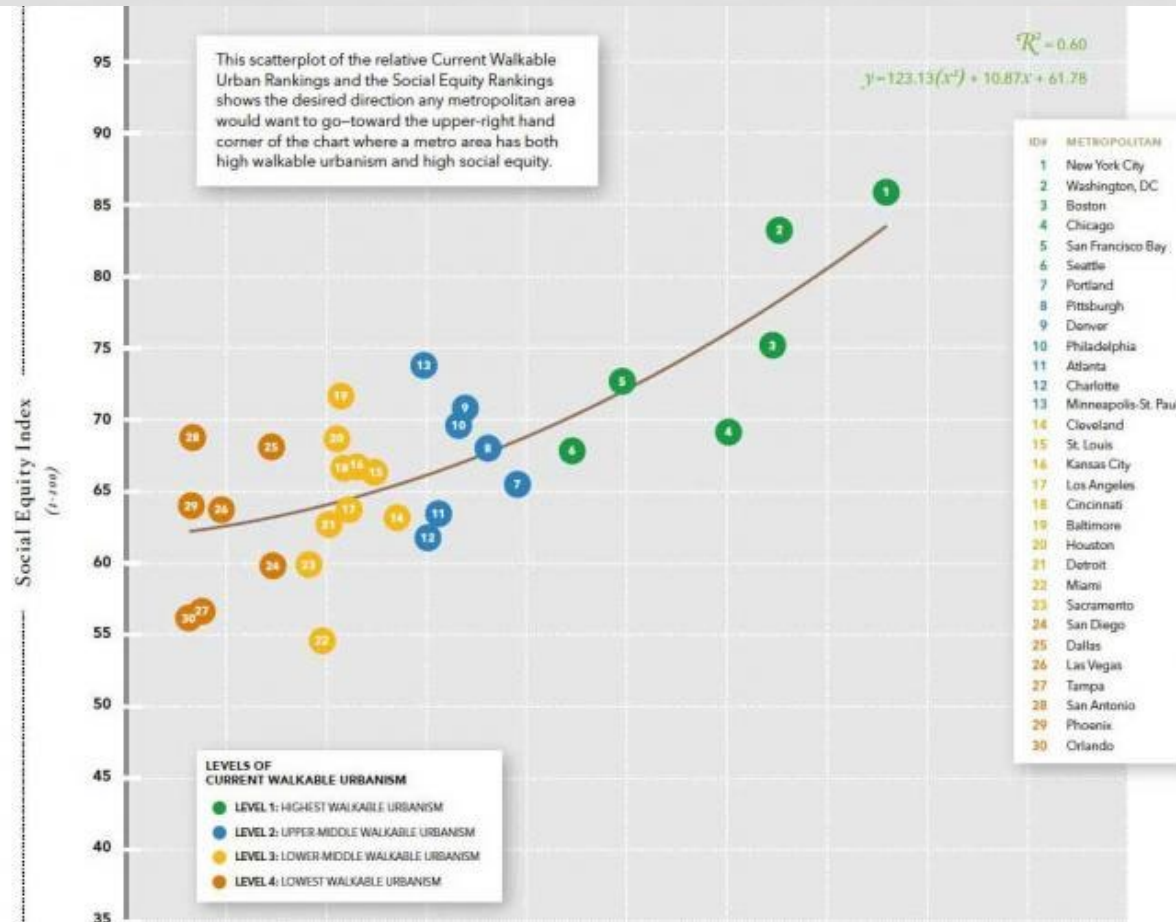


Average Sales Price by Year: Metro Portland, Oregon



SUSTAINABILITY/EQUITY

PORTLAND 7TH, ORLANDO 30TH



LIVABILITY

ESTABLISHING A COMPACT, DENSE, DEVELOPMENT PATTERN THAT EFFICIENTLY USES LAND WHILE PROVIDING OPPORTUNITIES FOR RESIDENTS TO LIVE NEAR SCHOOLS, EMPLOYMENT CENTERS AND PUBLIC TRANSIT LINKS.

Green Works Orlando



2013 COMMUNITY ACTION PLAN



ENERGY/GREEN BUILDINGS



FOOD SYSTEMS



GREEN ECONOMY



LIVABILITY



SOLID WASTE



TRANSPORTATION



WATER

The Oregonian
OREGONLIVE.COM
Sunday, September 6, 2015

WE'RE OFF TO SEE THE ORANGE LINE

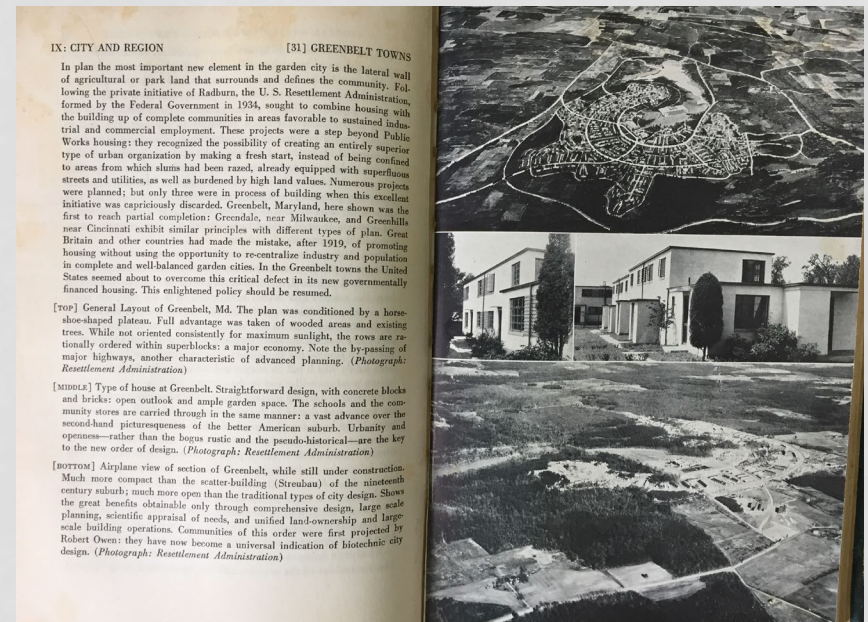
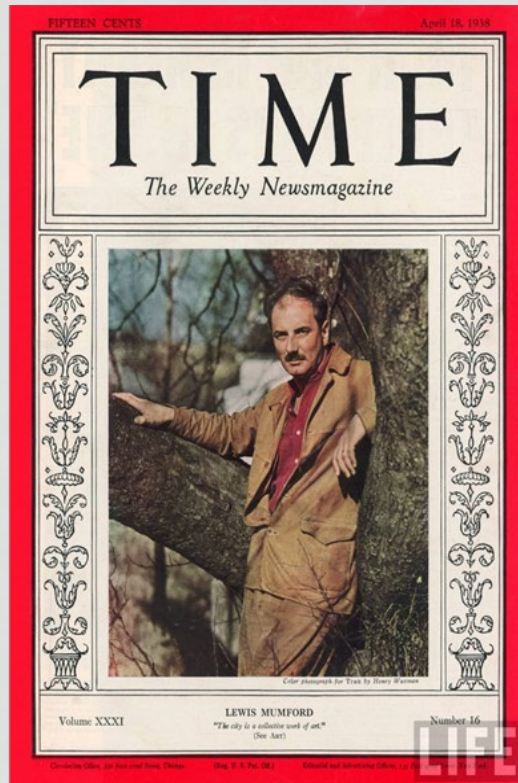
Expanded streetcar service and TriMet's new MAX line will carry you across Tilikum Crossing to adventures in the Central Eastside and in Milwaukie



CHRIS MORRIS/FOR THE OREGONIAN OREGONIAN

PORTLAND IS A BETTER PLACE THANKS IN LARGE PART TO THE WISDOM AND FORESIGHT OF LEWIS MUMFORD

NEIL GOLDSCHMIDT, 1982



PORTLAND COULD DO A JOB OF CITY PLANNING LIKE NOWHERE ELSE IN THE WORLD,” BUT AFTER SEEING “THE NEGLECT IN LETTING THIS...WONDERFUL SCENIC LAND GET AWAY FROM YOU,” “IT MADE ME WONDER IF YOU ARE GOOD ENOUGH TO HAVE IT IN YOUR POSSESSION?”



THE ORIGINS OF SUSTAINABILITY

IX: CITY AND REGION

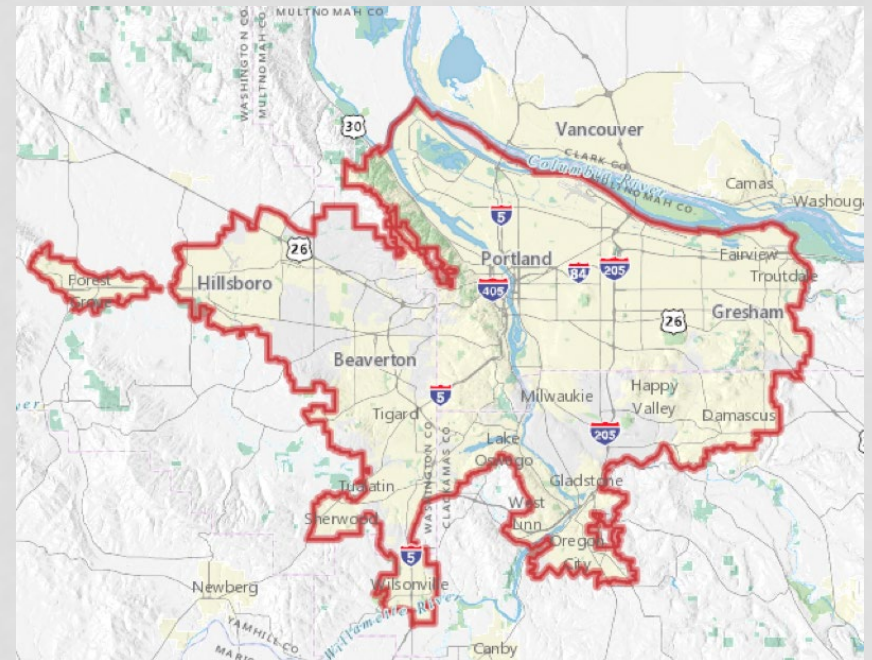
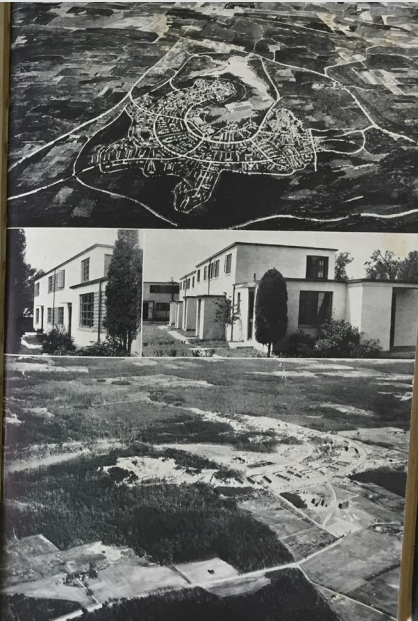
[31] GREENBELT TOWNS

In plan the most important new element in the garden city is the lateral wall of agricultural or park land that surrounds and defines the community. Following the private initiative of Radburn, the U. S. Resettlement Administration, formed by the Federal Government in 1934, sought to combine housing with the building up of complete communities in areas favorable to sustained industrial and commercial employment. These projects were a step beyond Public Works housing; they recognized the possibility of creating an entirely superior type of urban organization by making a fresh start, instead of being confined to areas from which slums had been razed, already equipped with superfluous streets and utilities, as well as burdened by high land values. Numerous projects were planned; but only three were in process of building when this excellent initiative was capriciously discarded. Greenbelt, Maryland, here shown was the first to reach partial completion: Greendale, near Milwaukee, and Greenhills near Cincinnati exhibit similar principles with different types of plan. Great Britain and other countries had made the mistake, after 1919, of promoting housing without using the opportunity to recentralize industry and population in complete and well-balanced garden cities. In the Greenbelt towns the United States seemed about to overcome this critical defect in its new governmentally financed housing. This enlightened policy should be resumed.

[TOP] General Layout of Greenbelt, Md. The plan was conditioned by a horse-shoe-shaped plateau. Full advantage was taken of wooded areas and existing trees. While not oriented consistently for maximum sunlight, the rows are rationally ordered within superblocks: a major economy. Note the by-passing of major highways, another characteristic of advanced planning. (Photograph: Resettlement Administration)

[MIDDLE] Type of house at Greenbelt. Straightforward design, with concrete blocks and bricks; open outlook and ample garden space. The schools and the community stores are carried through in the same manner: a vast advance over the second-hand picturesqueness of the better American suburb. Urbanity and openness—rather than the bogus rustic and the pseudo-historical—are the key to the new order of design. (Photograph: Resettlement Administration)

[BOTTOM] Airplane view of section of Greenbelt, while still under construction. Much more compact than the scatter-building (Streetsman) of the nineteenth century suburb; much more open than the traditional types of city design. Shows the great benefits obtainable only through comprehensive design, large scale planning, scientific appraisal of needs, and unified land-ownership and large scale building operations. Communities of this order were first projected by Robert Owen: they have now become a universal indication of biotechnic city design. (Photograph: Resettlement Administration)



THE GROWTH OF THE CITY AND REGION DESIGNED TO LIMIT, “THE GRANDIOSE ENGINEERING EXPERIMENTS TO WHICH WE ARE ALL BY SHEER INERTIA AND FASHION, TOO EASILY COMMITTED.

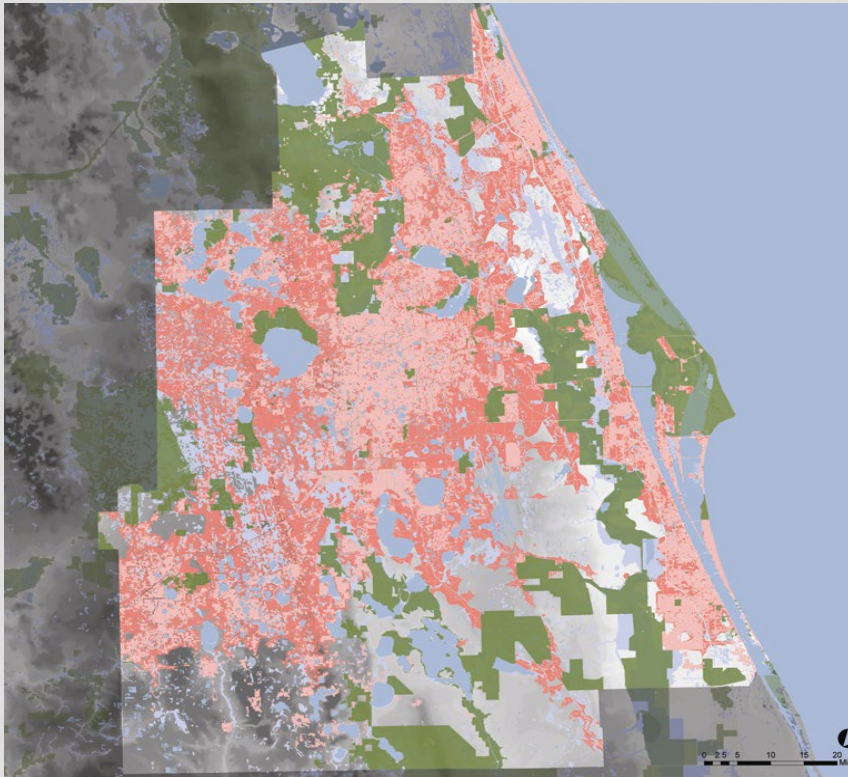


FORGET THE DAMNED MOTOR CAR AND BUILD THE CITIES FOR
LOVERS AND FRIENDS

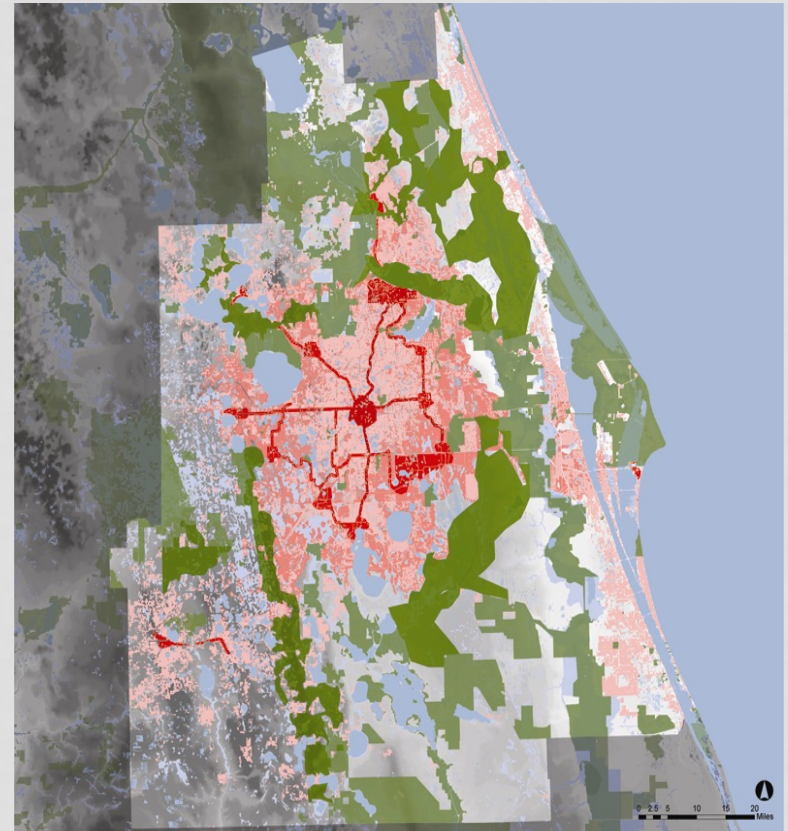


REGIONAL PLANNING: ORLANDO 2050

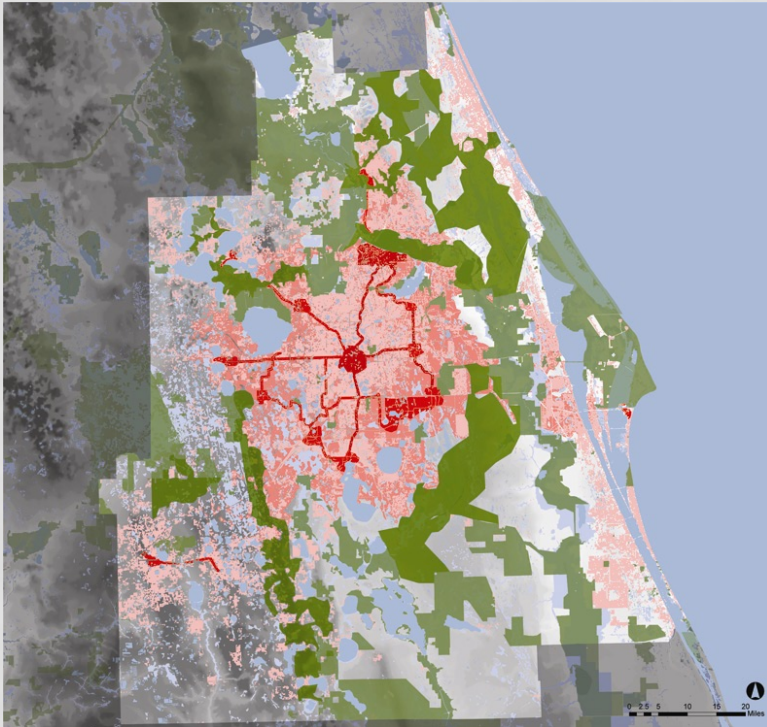
Sprawl Model



Mumford Model



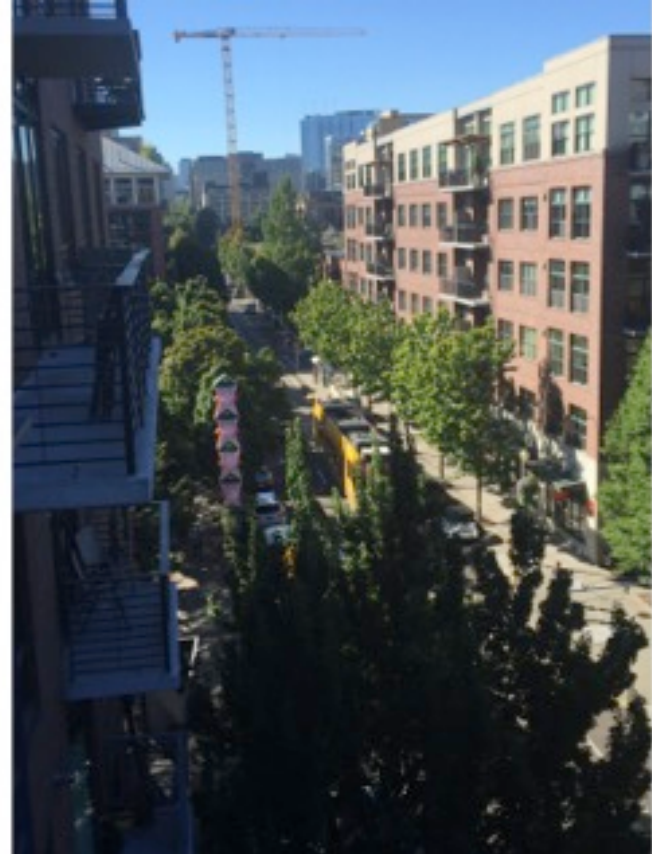
ORLANDO 2050 PORTLAND 2040



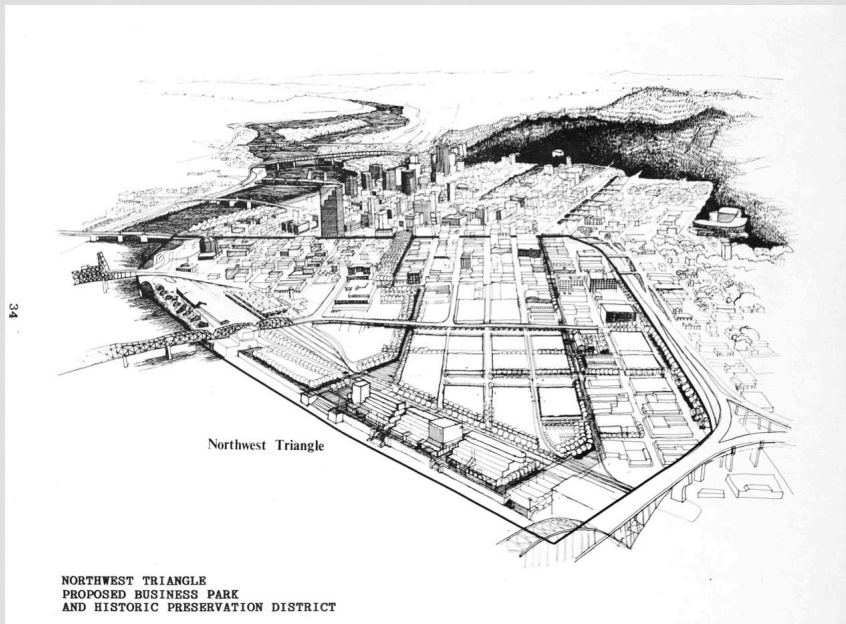
COST SAVINGS WITH ALTERNATIVE MODEL = \$26.3 BILLION

<u>Acres</u>	<u>Cost/Acre</u>	<u>Total Cost</u>	
Urbanization costs for new development	420,410	\$90,000	\$37.8 Billion
Infrastructure costs for redevelopment	328,904	\$20,000	\$6.6 Billion
Conservation land acquisition	724,429	\$25,000	\$18.1 Billion
High-speed rail, transit, freight, ferry			\$ 27.9 Billion
TOTAL COSTS OF ALTERNATIVE MODEL			\$90.4 Billion
TOTAL COSTS OF TREND MODEL			\$116.7 Billion

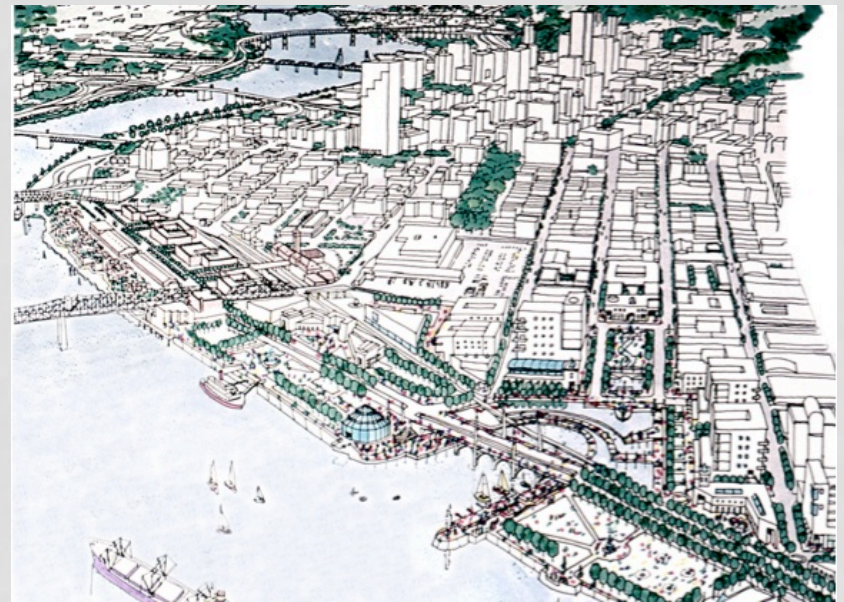
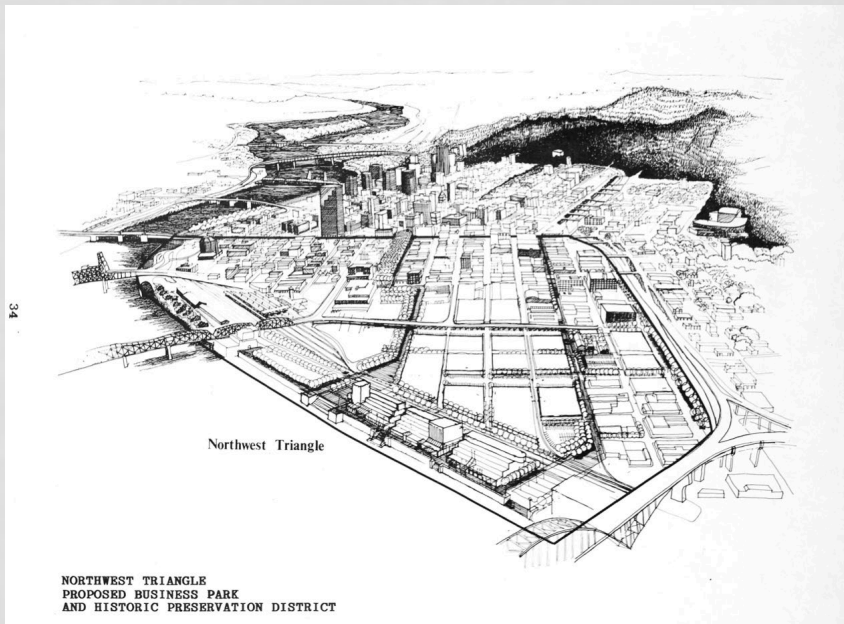


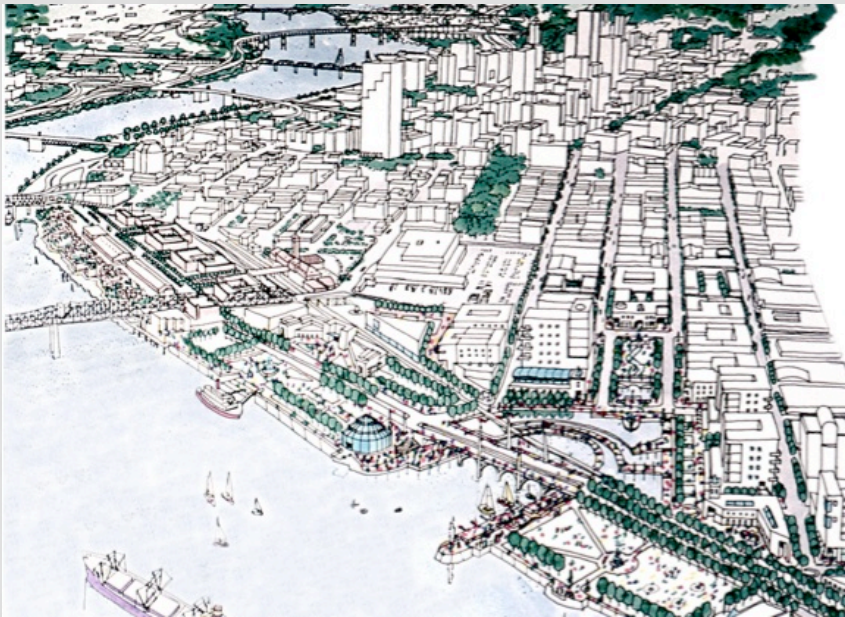


OFFICE PARK?

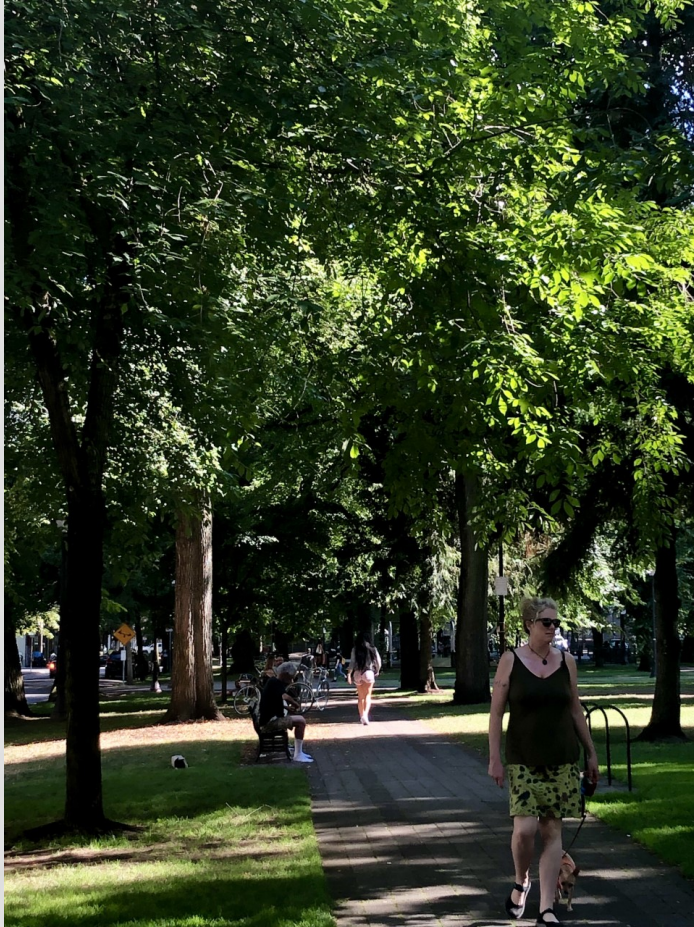


RENAISSANCE PLAN

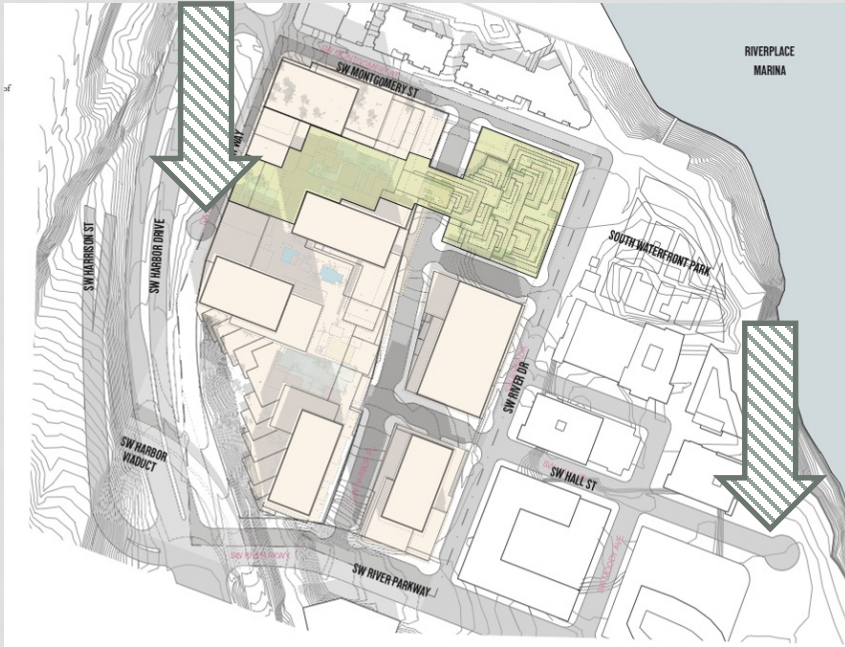




NORTH & SOUTH PARK BLOCKS



RIVER PLACE DEAD WORM



REVOLUTION! TRANSIT-PEDESTRIAN SCALE



MERGING OF PUBLIC AND PRIVATE SPACE



SCALE











SOCIAL CAPITAL



THIRD PLACE

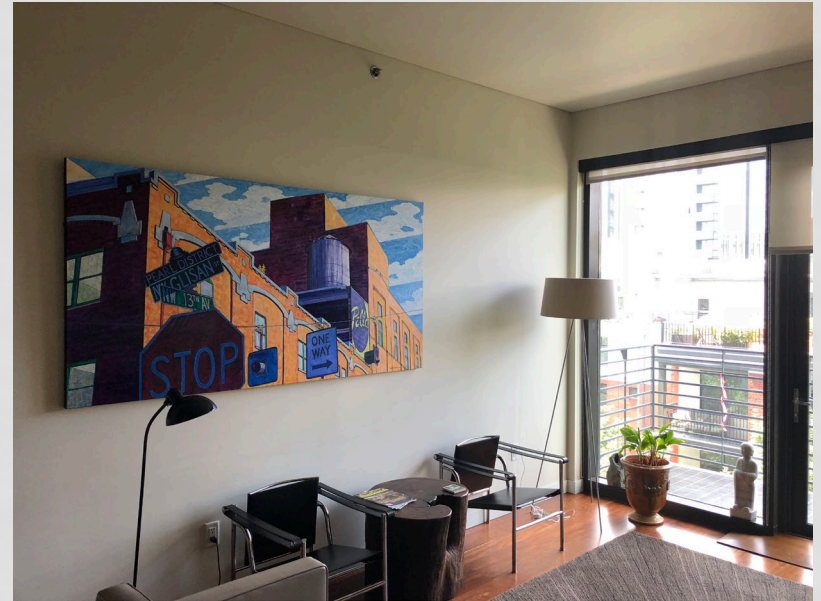




INDUSTRIAL STRENGTH LIVING



IDENTITY



























RENAISSANCE DESTINATION







BIKETOWN

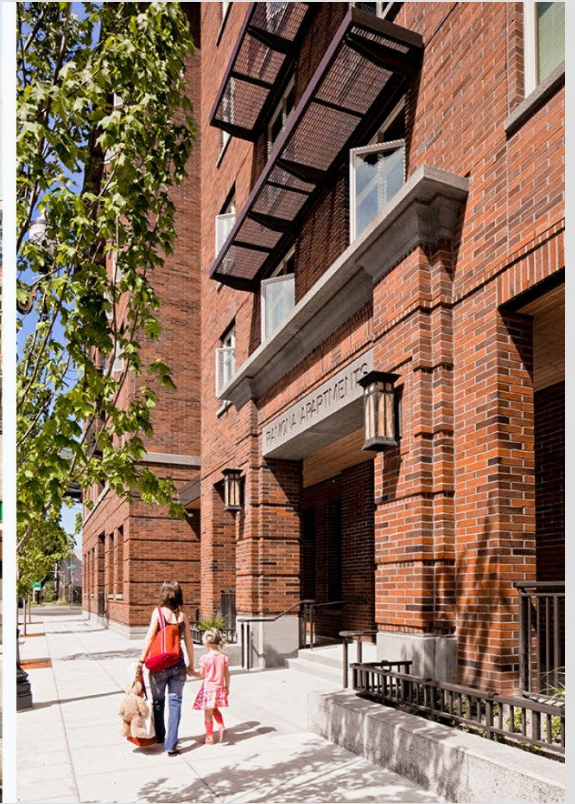


33% OF HOUSEHOLDS EARN LESS THAN \$25,000 PER YEAR
11% OF HOUSEHOLDS EARN BELOW THE POVERTY LEVEL (\$20,090 FOR HH OF 3)
\$50,636 MEDIAN HH INCOME IS \$1,000 LESS THAN CITY MEDIAN.





INVESTMENT IN SUSTAINABILITY

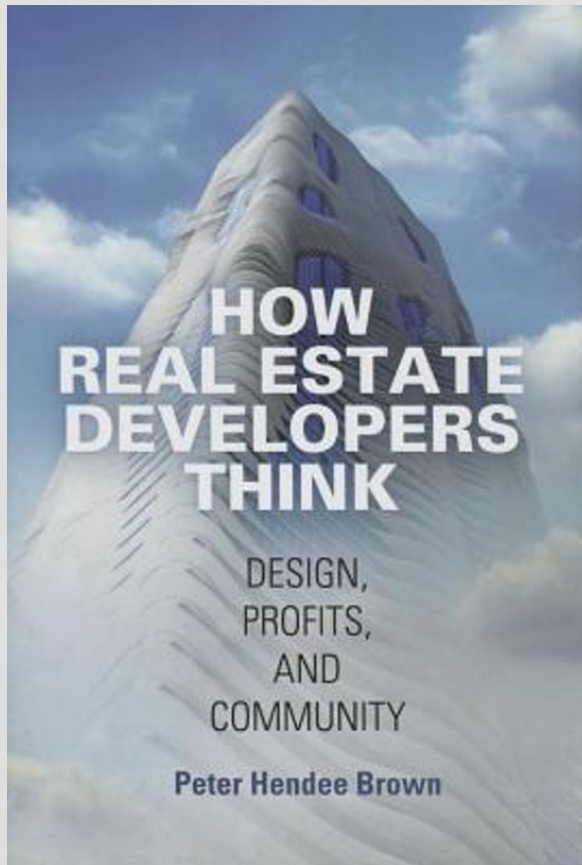


URBAN RENAISSANCE





HANDS ON DEVELOPERS HAVE VISION, ARE PASSIONATE, AND CARE ABOUT DOING GOOD URBAN BUILDINGS AND MAKING MONEY DOING IT – BUT NOT THE OTHER WAY AROUND



Developers must:

- establish private-public partnerships
- conduct close studies of precedents
- navigate the nuanced relationship between design, product quality and profits.
- Ideally, they should work on one project at a time.

TIF!!!

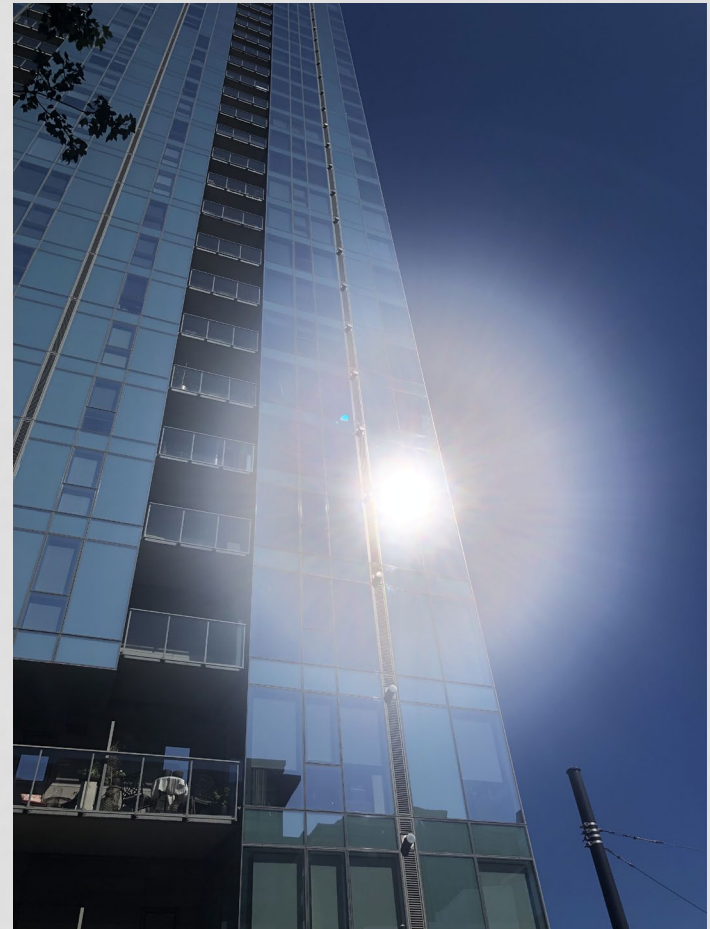
A SOLUTION FOR DISPLACEMENT: TIF FOR AFFORDABLE HOUSING

JOE CORTRIGHT, *CITY OBSERVATORY*

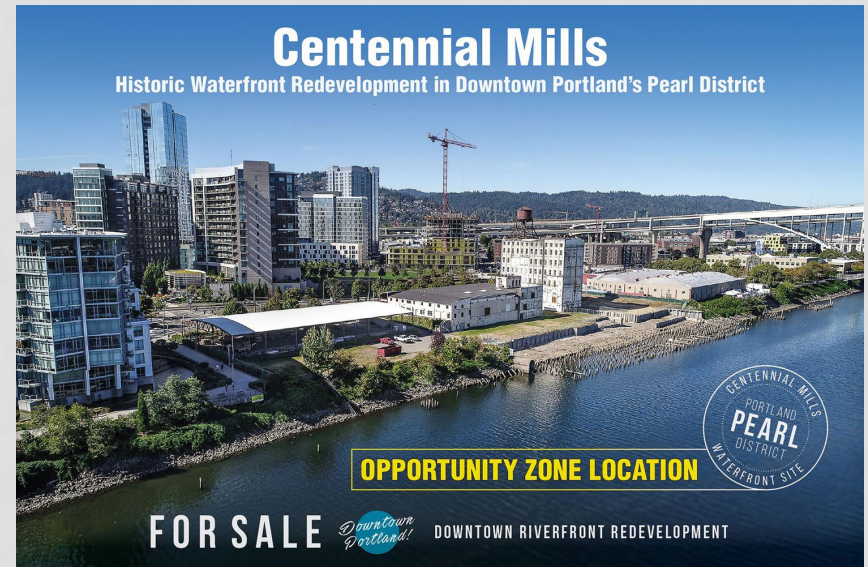


- tax increment financing (TIF) was established to promote development. The initiative froze assessments of existing property values, and tax revenues from new properties in excess of those levied at the time of the TIF designation were dedicated to capital improvements in the area for a 20 to 25-year period.

CONTEXT



FAILED PROJECTS



HALES DECLARES HOUSING STATE OF EMERGENCY OCTOBER 2015



The Pearl

Civility collapses on North Park Blocks

BY ALLAN CLASSEN

Discontentment over lawless, disruptive and threatening behavior—often associated with but not necessarily linked to homelessness—around the North Park Blocks has reached new levels this summer.

Thoughts that it represents the usual cycle of complaints heard every summer are belied by photographs of drug users, clusters of camp sites and couples engaged in sexual intercourse in full public view during daylight hours—the latter a shocking revelation even to jaded Portlanders used to panhandling the entrance to our building and sidestep groups of people erecting makeshift cardboard forts on our sidewalks. This is affecting my business and, more importantly, Portland's prosperity in the long run."

Cardinal's views are posted on northparkblocks.org, a new interactive blog assembling complaints, photos, media reports and actions taken to address the problem.

In mid August, the website posted two photos of public sex.

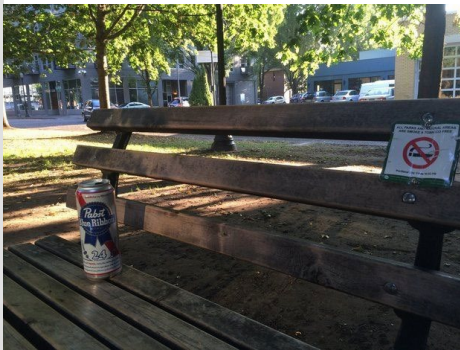
"Last week, an intern was walking to their office on the North Park Blocks. On



Drug usage flourishes in the North Park Blocks. Photos of public sex, aggressive dogs, camping and litter are posted on northparkblocks.org

HALES DECIDES NOT TO SEEK RE-ELECTION

Portland's troubled North Park Blocks (OPINION)



A beer can sits on a bench in the North Park Blocks on the morning of Sept. 11. (Erik Lukens/Staff)



By Guest Columnist

Follow on Twitter

on October 06, 2015 at 10:48 AM, updated October 06, 2015 at 10:49 AM

By Bruce Stephenson

Art in the Pearl provided a respite from the homeless "takeover" of the North Park Blocks. For four days aesthetics ruled the public realm, as thousands sauntered through the historic grounds. The linear greens functioned as the Olmsted brothers envisioned in their 1903 park plan: shared spaces for "developing healthfulness, morality, intelligence, and business prosperity." Parks, they believed, are a city's civic barometer, "manifestations of the intelligence, degree of civilization and progressiveness of its citizens."

The North Park Blocks is not a park problem, but a societal failure. Not since the Great Depression have so many dispossessed resided in urban parks.

I am studying the North Park Blocks to document the Pearl District's "livability." The city of Orlando adopted a sustainability plan inspired by Portland, and I moved to the Pearl to experience the future that Orlando desires. The neighborhood defines livability with its complete streets and green public spaces that encourage walking and public gathering.

In early June, I started counting and categorizing park users. The North Park Blocks had one category -- persons with camping gear -- increase significantly, rising by 29 percent between July 10 and Aug. 30. The parks had shifted from shared space to occupied space. As one neighbor put it, they went from "funky" to "scary."

AFFORDABLE HOUSING

\$258 million bond is a test for Portland and the U.S.

BRUCE STEPHENSON
IN MY OPINION

A \$258 million bond measure for affordable housing, if passed, it will set the foundation for a systematic response to the housing crisis.

Since declaring a "housing state of emergency" in October, the City Council has allocated over \$100 million to stay the emergency, and this final investment should still critics such as Joel Kotkin, who claims that the gentrification of minority neighborhoods is a racist mark against the "achingly politically correct city."

Limiting suburban sprawl and investing in sustainability is Portland's downfall, Kotkin contends. His new book, "The Human City," offers affordable, laissez-faire Houston as a prototype, but it fails to mention that the displacement rate of African Americans in the historic Third Ward matches Portland's. Thousands of Houstonians also inhabit gated subdivisions on low-lying flood-prone land, an exclusionary, unsustainable landscape for-

eign to Portland.

Portland is a definitive "knowledge city," according to analyst Richard Florida, where clustering population in urban centers is a key factor in innovation and economic growth. The booming high-tech sector exemplifies how specialized skills, creativity and abstract thinking can fuel profits. The good news is that capital is flowing into Portland; the problem is that markets do not respect equity.

City planning is a paradoxical enterprise. In a capitalist society, where property rights and free enterprise are sacred, planners must set controls on development to procure the common welfare. Portland, as much as any city in the United States, balances private interests and the public good to productive ends. Yet, even here, housing a diverse range of incomes is a challenge.

Gentrification, which is the opposite of the lethal disinvestment that eviscerates cities, is a product of urban revitalization. In Portland, investment in pedestrian-scaled urbanism with access to transit has increased the demand for new development in older neighborhoods with dis-

advantaged populations.

Lisa Bates, a Portland State University professor, identified areas prime for gentrification and found that renters occupied 44 percent of households. There are no easy solutions, but ensuring that 45 percent of housing is affordable (the urban renewal requirement) in these areas is step one.

Of course, homeowners will still sell their property to reap windfall prices. In the real estate market, the profit motive is a Darwinian force that drives cycles of boom and bust. Thus, even the best-planned city will grapple with gentrification until housing is defined as a public utility.

Allocating \$258 million for affordable housing will move Portland in that direction. The bond measure vote, then, is not only a test for the city but the nation.

When Ronald Reagan severed funding for the department of Housing and Urban Development, he claimed municipal governments should solve urban problems. His mantra still holds sway, and Portland stands at the nexus of progressive and conservative values.

In November, property owners will be



LUKE HAMMILL/STAFF

The nonprofit PHC Northwest's new Fern Grove housing complex on East Burnside Street opened in June. Portland voters will be asked to approve a November tax hike to subsidize about \$250 million worth of housing for low-income residents.

asked to help their less-fortunate neighbors, and their decision will reveal the virtue of a free people and Portland's standing as a model city.

Bruce Stephenson serves on the Pearl District Planning and Transportation Committee.



NAVIGATION CENTER *HARBOR FOR HOPE*





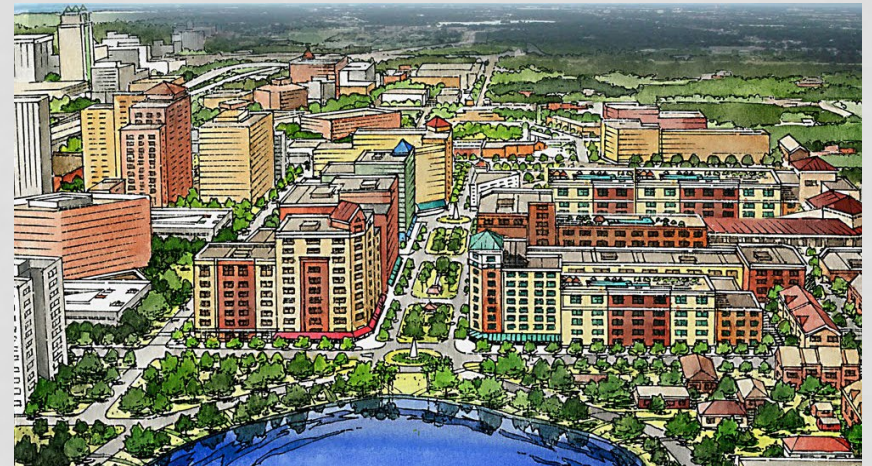
CREATIVE VILLAGE: ORLANDO'S PEARL DISTRICT



PEARL DISTRICT



CREATIVE VILLAGE





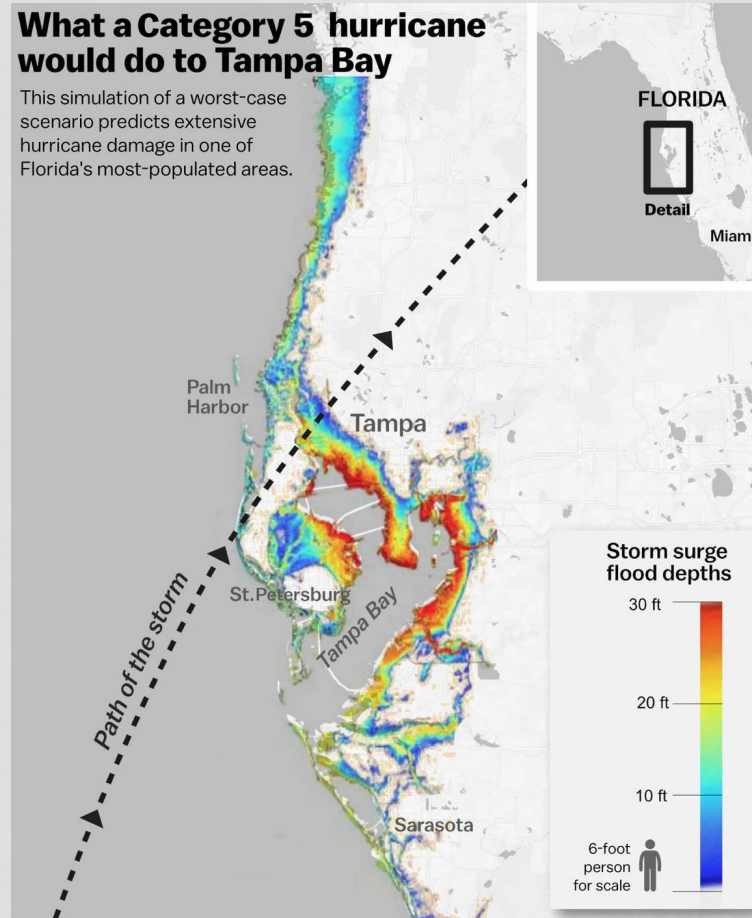
PROFIT, EQUITY AND LIFE



CLIMATE CHANGE-RESILIENCE

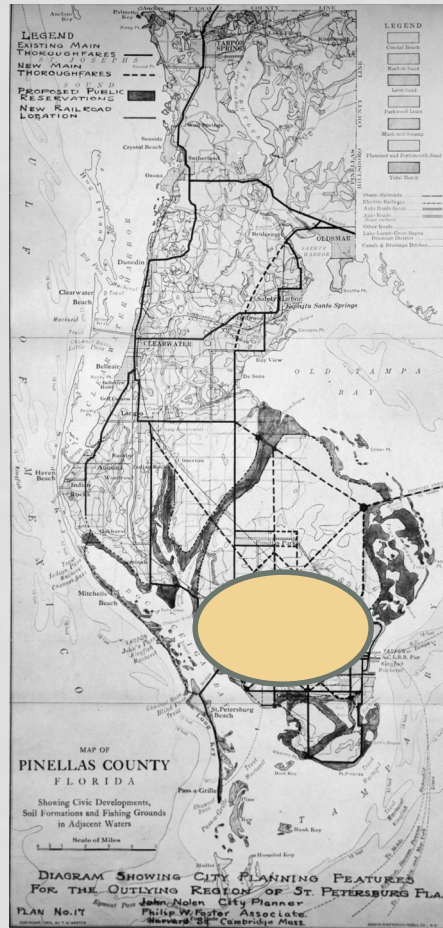
What a Category 5 hurricane would do to Tampa Bay

This simulation of a worst-case scenario predicts extensive hurricane damage in one of Florida's most-populated areas.



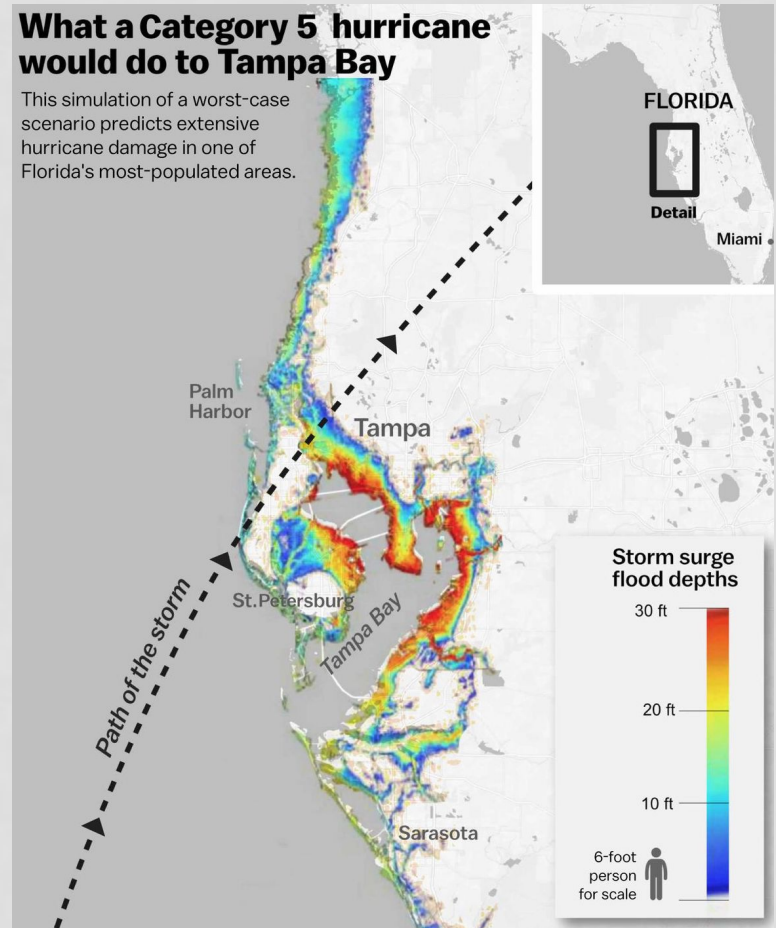
PLANNING HISTORY 101

FLORIDA'S FIRST COMPREHENSIVE PLAN

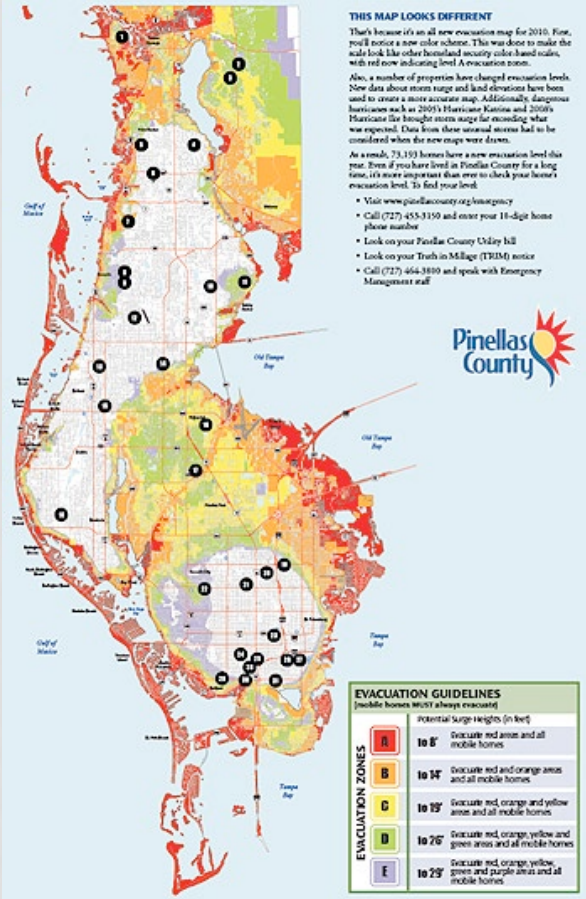
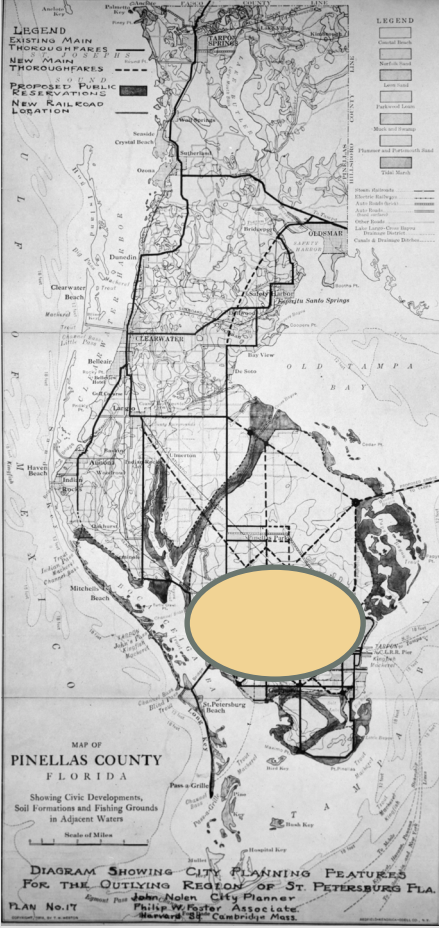


What a Category 5 hurricane would do to Tampa Bay

This simulation of a worst-case scenario predicts extensive hurricane damage in one of Florida's most-populated areas.

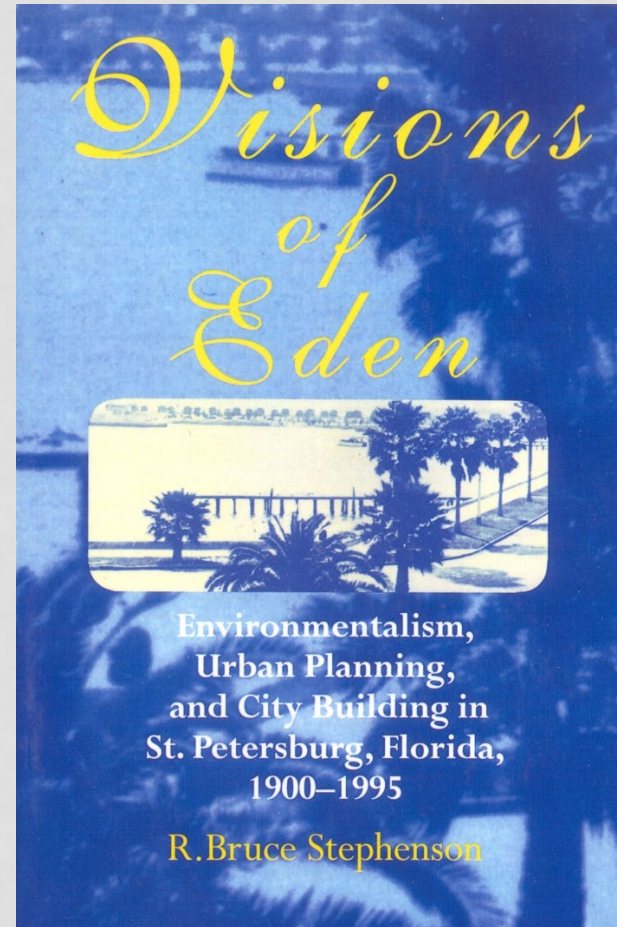
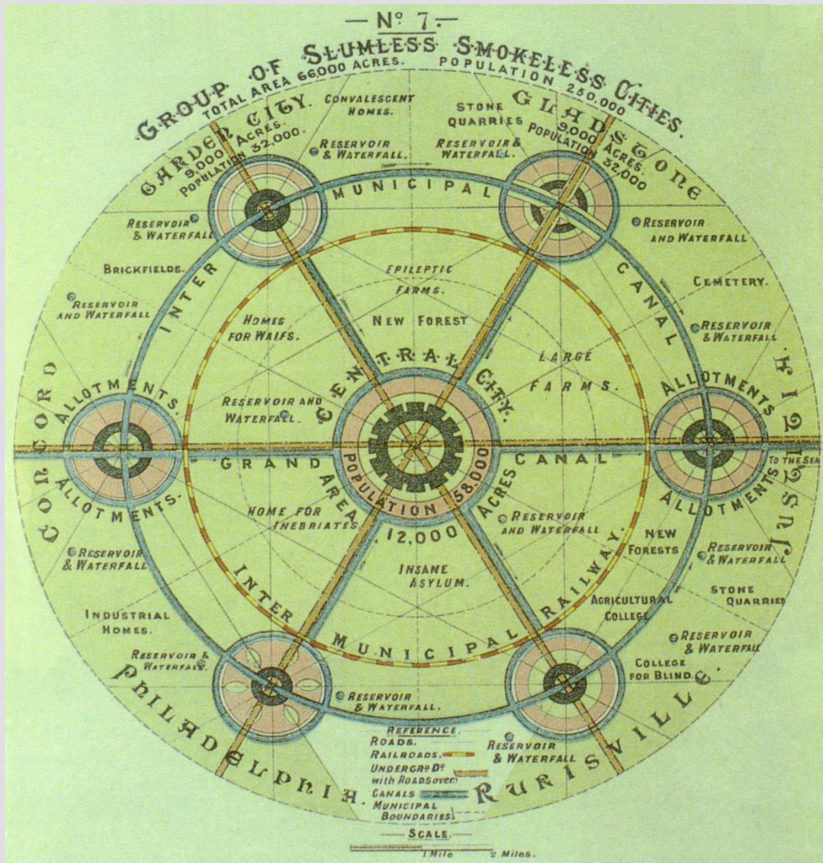


JOHN NOLEN 1923

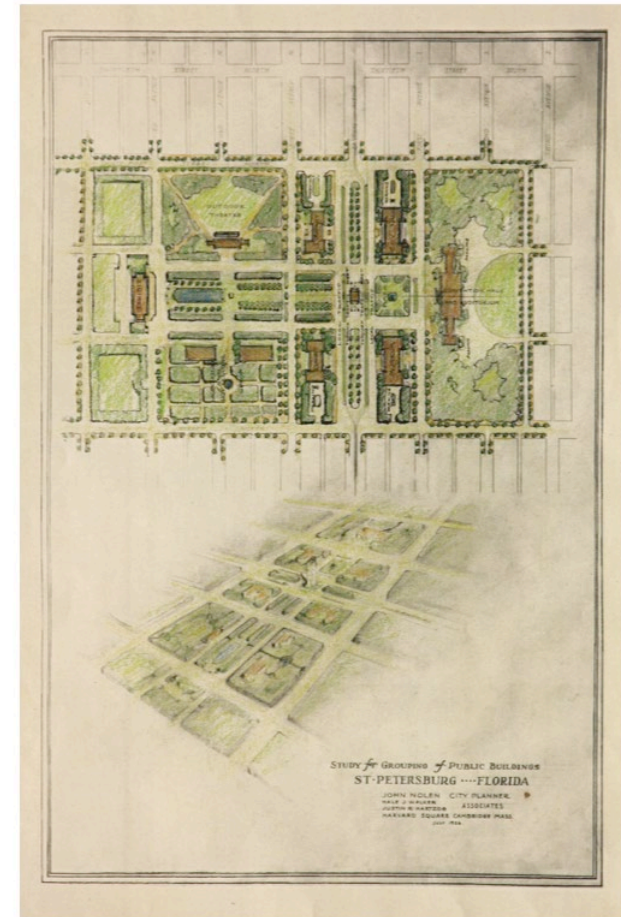
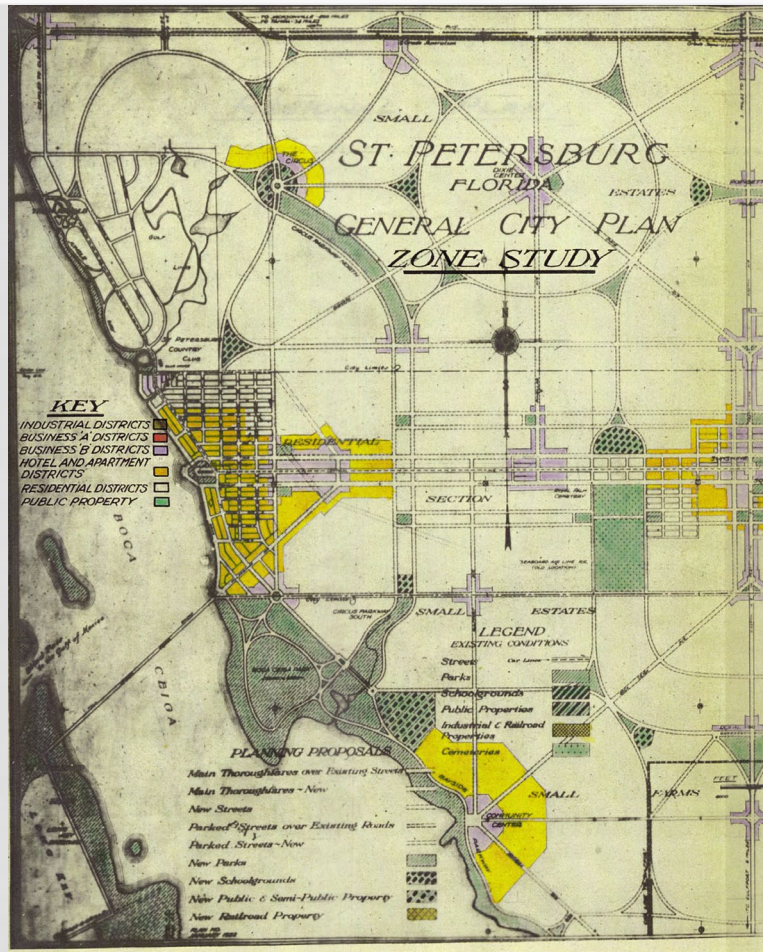


FLORIDA THE GREAT LABORATORY OF CITY PLANNING

JOHN NOLEN



JOHN NOLEN PATRON SAINT OF NEW URBANISM

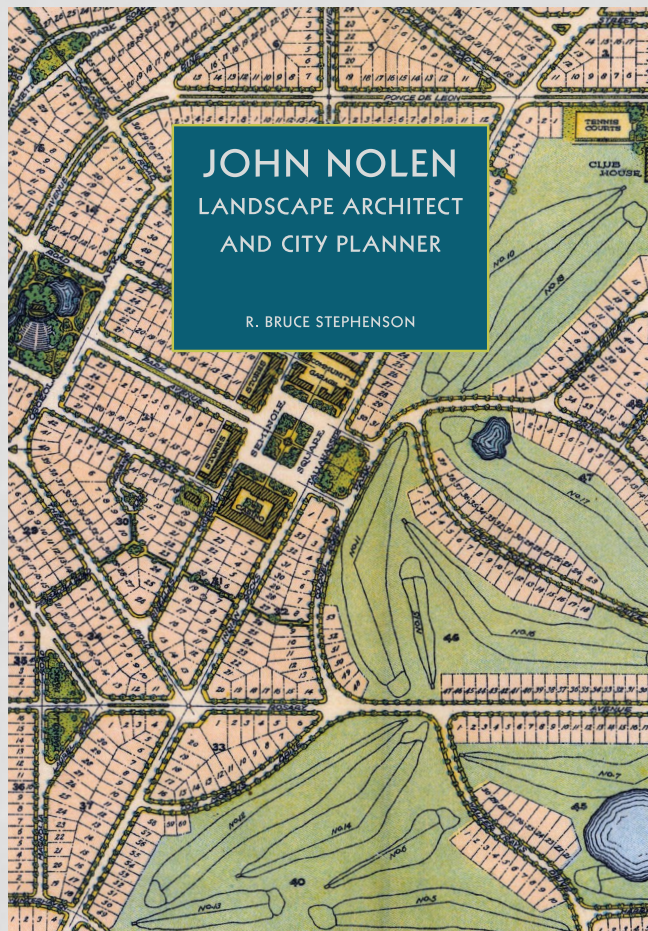


SEASIDE IS A MODIFIED NEOCLASSICAL GRID STRAIGHT OUT OF JOHN NOLEN
JAMES KUNSTLER



RESILIENCE





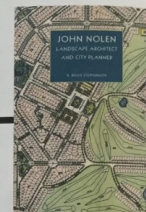
THE BACK / BOOKS

CAUTION IN ADVANCE

JOHN NOLEN, LANDSCAPE
ARCHITECT AND CITY PLANNER

BY R. BRUCE STEPHENSON; AMHERST, MASSACHUSETTS:
UNIVERSITY OF MASSACHUSETTS PRESS IN ASSOCIATION
WITH LIBRARY OF AMERICAN LANDSCAPE HISTORY, 2015;
312 PAGES, \$39.95.

REVIEWED BY MAC GRISWOLD



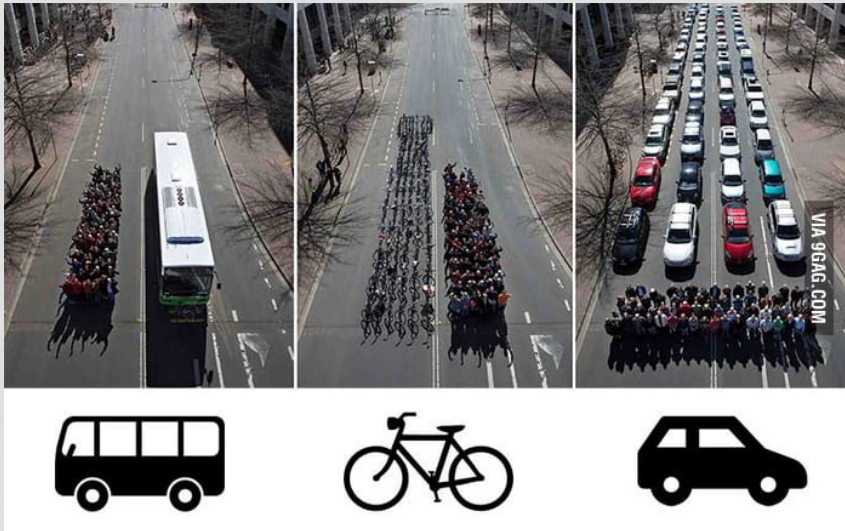
Progressivism. Racism. Linear park. Floodplain. Redevelopment. Urban infill. Infrastructure. Environmental degradation. Some of the terms used by the landscape architect John Nolen more than a century ago have stayed the same, and some have morphed with the times. "Industrial housing" has become "low-income housing," which reflects the vanishing of American industry and jobs. Conservation is no longer simply preservation. Garden City design is now charted by transects via SmartCode. However, what connects all, then and now, is growth: how to control it and balance nature and human impulse.

Nolen's definition of himself as "city planner" marked the fork in the road between the profession he was creating—whose practitioners would work almost entirely with public entities—and landscape architecture per se. After the death of John Charles Olmsted, the Olmsted firm largely left the field of urban planning after 1920 to concentrate on park design. Nolen, who was made a Fellow of the American Society of Landscape Architects in 1916, stuck with it. He reshaped the image of the city planner from that of a dreamy aesthete of the 1890s "who never had to make a payroll" into one of a down-to-earth practitioner who never lost sight of beauty as an objective but could translate "the aesthetics of design into the language of business and everyday life," as R. Bruce Stephenson writes in this new book on Nolen's life and work. Nolen's final book, published in 1937, the year he died, was cogently titled *Parkways and Land Values*.

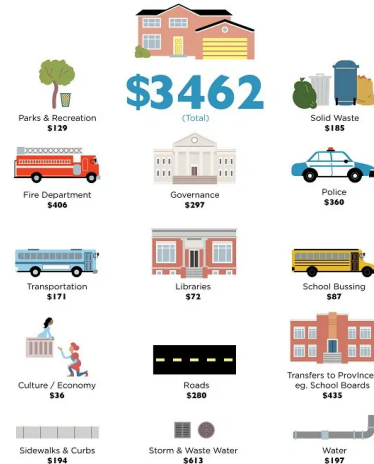
Nolen's city plans, which were primarily developed in the 1910s and 1920s, addressed both environmental and social change. They were also intended to redress the effects of poverty, inequality, and discrimination. A single look at the prevalence of unequal citizen protection, or failing schools, or toxic water, or affordable housing, or class-based public transit access—or even just a morning's suffocating commute on the Long Island Expressway or Los Angeles's freeways—tells us where we are today. The pedestrian-oriented new towns of the 1920s, the "garden cities" for which Nolen is best known, inspired Andrés Duany's and Elizabeth Plater-Zyberk's Seaside, Florida, in the 1980s, and the subsequent growth of New Urbanism. Stephenson's take on the formative first 40 years of American city planning, as seen through the career of one of its most influential pioneers, should be required reading for landscape architects and planners now.

The new book was preceded by *Visions of Eden: Environmentalism, Urban Planning, and City Building in St. Petersburg, Florida, 1905-1995*, where Stephenson followed Florida's Gulf Coast tropical paradise down the road to environmental ruin, a ruin that was addressed in 1973 with a growth-management scheme based on Ian McHarg's approach to ecological design. Not until the 1980s, when Stephenson found Nolen's 1923 original city plan for St. Petersburg, unpublished, in the Nolen papers at Cornell, did anyone know how closely the new effort to save St. Petersburg from itself tracked what Nolen had laid out in Florida's first comprehensive—and unimplemented—city plan.

WALK SCORE

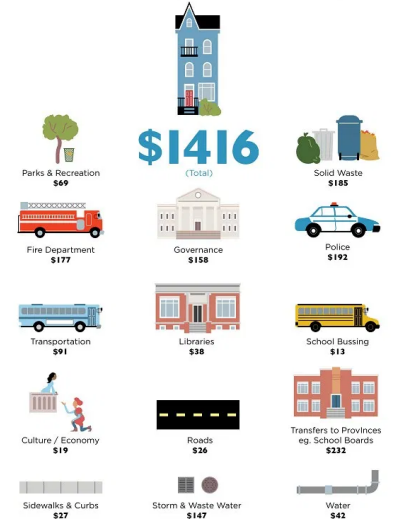


Suburban City's Annual Cost, per Household



SP Sustainable Prosperity
For more data and more reports, visit thecostofsprawl.com
Data based on Halifax Regional Municipality

Urban City's Annual Cost, per Household



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