Documentary Proposal

Ernest Bonner

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A PROPOSED DOCUMENTARY SERIES ABOUT PORTLAND, OREGON

Portland has an international reputation as a city. People admire both its downtown and its comfortable neighborhoods, its generous public spaces and handsome historic buildings, its attention to pedestrians, its respect for the environment, its comfortable pace and its friendly citizens. Urban planners, experts and officials use Portland as an example of 'the right way' to do things.

Obviously Portland’s rise to prominence over the last 25 years did not just happen. It was the result of a series of decisions, by public and private leaders alike, culminating in the Portland we know today.

Documenting those decisions—not just who made them, but why; not just the process in arriving at the decisions, but the environment in which they were made—is the goal of this documentary video series. Such an effort is important for at least two reasons:

a. Many of the decisions shaping Portland today were made 25 and more years ago. People in their thirties today were children then. Today’s high school students were not even born. These younger members of our community will only really understand Portland today if they understand its recent past. Maybe more important, they need to be reminded that Portland 25 years from now is no more and no less than the decisions they are making today and tomorrow. What are they doing to build the Portland of 2020?

b. In a wider sense, the City of Portland (though touted often as unique) is not that different from many other cities in the world in one particular way—all of these cities are what they are today because of decisions made in the recent past. And to that city, it could well be important to document those decisions. Part of the challenge of this project in Portland is to test ways in which documentation can be provided in other cities as well as Portland. [Using "This Old House" and "The New Yankee Workshop" as models, we could forsee weekly shows on television called "Renewing Your City."]

The series focuses on 4 decisions that set Portland apart from other communities:

a. The decision by the Planning Commission to turn down a proposed 12-story parking garage on the block which is now occupied by Pioneer Courthouse Square, which gave rise to the development of the downtown plan;

b. The decision to reject the Mount Hood Freeway through Southeast Portland and to use a portion of the funds to finance MAX (the region’s light rail line);

c. The decision to establish an urban growth boundary in the Metro region;

d. The decision to give real power in land use and other decisions to neighborhood planning organizations in Portland.

Each of these decisions will be the subject of a half-hour documentary video (and supporting paper).
There are three discernible groups which would be interested in this series:

a. The faculty of the public and private schools in the region, for presentation to their classes in civics or history or geography or . . .

b. The practitioners (world-wide) in urban planning, geography, architecture and other related disciplines (as well as those generally interested in cities) who would be interested in the topic and looking for ways to apply the lessons of Portland to their own city; and

c. Those generally interested in the history of cities, and those specifically interested in the history of Portland, Oregon.

Each of the 4 half-hour videos would cost about $75,000 to produce. A guarantee of the full cost of production would be sought from foundations or other granting institutions. Sales of the video series, and proceeds from broadcasting revenues would offset a portion of the cost of the productions.

Production will begin when financing is secured, hopefully before the close of 1998. All four videos can be completed in 2 years.

Ernie Bonner and Jim Swenson will co-produce this series. Jim has had extensive experience in documentary video production, with national awards for his work. Ernie has been involved in amateur community video production for over a decade and has two national awards for his efforts. Both were involved in Portland in the seventies: Jim as the Executive Assistant to Commissioner Connie McCready and as an anchor on local public television broadcasting; and Ernie as the Planning Director for Portland. (See accompanying resumes).

An advisory council of local citizens will assist Ernie and Jim in the production of the series. They will be asked to review draft scripts and story boards; to advise the production team on historic authenticity; and to assist in securing financing for the production.
On January 18, 1970, the Portland City Planning Commission denied a request from Meier and Frank for a 12-story parking garage on the site of what is now Pioneer Courthouse Square. The Portland City Council tabled the appeal from that decision and by that action set into motion a privately-funded effort by downtown businessmen to develop a parking plan for the central area of Portland. That plan was to become the Portland Downtown Plan.

Just about a decade later, on November 8, 1979, the City Planning Commission adopted the first comprehensive land use and transportation plan for the city since the middle fifties.

Between those two dates, the plans and specifications for the Portland we know today were crafted. It was easily the greatest collection of planning efforts in any decade in Portland’s history.

The Project. This oral history project is about those plans and those times—about the people who hoped, dreamed, fought and worked at setting a direction for this great city. It includes Mayors, Commissioners, planners, engineers, architects, attorneys and citizens. It draws from them not just what happened, but who contributed and why. Maybe most important, it bares the personal side of the people engaged in this important civic accomplishment.

The tapes and transcriptions from these interviews will be stored and maintained by the Oregon Historical Society. The result of the project will be a base of information about the planning of Portland during the 1970’s—a data base in which historians and others can search for the genesis and meaning of the Portland Planning Experience.

A Request: Ernie Bonner initiated this project in the expectation that he, alone, would be able to complete it sometime before his death. Since beginning the work in February of 1995, he has produced the first half of a listing of the major planning events in Portland Planning during the 1970’s, and has recorded and transcribed over a dozen interviews (transcriptions of two of these are attached). We have a list of about 50 additional individuals who should be interviewed, and surely this list will grow as we complete the planned interviews. Although Mr. Bonner has agreed to interview all of the oral history participants, it will simply be too much for him to transcribe all of these interviews, as well. We would like to request from the Collins Foundation a little more than $13,500—over 4 years—to finance the transcription of the interviews still to be conducted. (See Attachment 3 for a list of those already interviewed, and of those still to be interviewed).

Applicant Organization: This application is sponsored by the Architectural Foundation of Oregon, a local 501(c)3 Organization with great interest in Portland architecture and city
planning. (See Attachment 2 for a copy of its current financial statements, along with the names and primary affiliations of its Directors, and a copy of its most recent determination letter from the IRS). Contact for the Foundation will be Jody Proppe, Executive Director, at (503) 287-8296.

**Project Budget:** Mr. Bonner is willing to assume all of the costs of the project beyond the transcription of tapes. These costs are estimated to be in the neighborhood of about $2,000 out of pocket, spread out over 4 years.

The requested funds from the Collins Foundation amount to $13,500 over the 4 years of the project. Transcription of the tapes should cost about $250 per interview. A small annual payment of $300 is requested to cover costs of the Architectural Foundation. At an average pace of one interview per month, we would need a little over $3,000 a year for each of the 4 years.

The Oregon Historical Society would be employed to transcribe the tapes, secure review of the transcriptions from the interviewees, and produce the final transcripts. (See Attachment 1 for a detailed Project Budget and a supporting letter from Jim Strassmeier of the Historical Society).

**Other Contributors:** So far Mr. Bonner has contributed approximately $600 in cash and 150 hours of time to the project. No other financial sources are being approached for assistance in the project.

Mr. Bonner is gratified at the encouragement he has received from the interviewees already contacted. We sincerely hope that the Collins Foundation can assist us in this effort to capture for future generations the who and why, as well as the what, of this crucial decade in Portland’s history—in the voices of those who lived and breathed it.

Respectfully,

President
Architectural Foundation of Oregon
950 Lloyd Center, Box 44
Portland, OR 97232

Attachments:

1. Detailed Project Budget/Supporting letter from Jim Strassmeier
2. Supporting material from the Architectural Foundation
3. Letter to Interviewees/list of interviewees
4. Excerpts from the Robert Baldwin Interview (the edited version)
5. Excerpts from the Richard Brainard Interview (the edited version)
6. Resume of Ernie Bonner, Project Manager
April 8, 1997

Ernie Bonner
2836 Main Street
Portland, OR 97214

Dear Ernie,

Thank you so much for giving me an opportunity to look at your proposal to preserve a history of planning in Portland in the 1970's, based on collected oral testimony.

I admire your personal investment and tenacity in pursuing this goal. As you know, I have been recording an oral history with Dan Goldy, who laments that he, at age 81, repeatedly witnesses the "loss of institutional memory." His most recent example involved a meeting with current administrators of the Bureau of Land Management about issues which he and his colleagues tackled 40 years ago.

A couple of suggestions (we can negotiate for 2 cents or less!)

I think your proposal would be strengthened by more overall structure, i.e. some common questions and "conclusions." Conclusions might include identifying some common "dynamic" driving the achievements during those remarkable years. Possibly funders would be more inspired if they could relate to the purpose or outcome of this study, even though that may seem self-evident.

Re funding sources: I wonder if you couldn't pull together an advocates group made up of representatives of private architecture, engineering and development firms, whose names are attached to some of those achievements? It seems to me, in my ignorance, that such firms would have a self-interest in attaching their reputations to this history. Would each firm put in $2000, matched by some foundation?

There you are — my 2 cents!

All good wishes,

[Signature]
4/12/96

Board of Directors
The Collins Foundation
1618 SW First Avenue
Portland, OR 97201

Members of the Board:

On January 18, 1970, The Portland City Planning Commission denied a request from Meier and Frank for a 12-story parking garage on the site of what is now Pioneer Courthouse Square. The Portland City Council tabled the appeal from that decision and by that action set into motion a privately-funded effort by Downtown businessmen to develop a parking plan for the central area of Portland. That plan was to become the Portland Downtown Plan.

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2. Supporting material from the Architectural Foundation
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5. Excerpts from the Richard Brainard Interview (the edited version)
6. Resume of Ernie Bonner, Project Manager
### Attachment 1:

**Detailed Project Budget**

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* Total Expenses by Applicant | 600 | 600 | 700 | 700 |
Supporting Letter from Jim Strassmeier, Oregon Historical Society
Mr. Ernie Bonner  
2836 S.E. Main  
Portland, Oregon 97214  

Dear Ernie:

I am especially pleased to learn that you are seeking financial support for your oral history of Portland city planning. It’s a project that so clearly deserves underwriting. Creating this body of documentation will have inestimable value not only locally, but for all cities needing ideas and inspiration in trying to live up to their potential. The fact that you have already made a substantial beginning, as well as the notably generous donation of your own time, shows a purposefulness that will rightfully attract confident support for your project.

The Oregon Historical Society welcomes the opportunity to act as repository for the Portland city planning oral history project. We will be ready to direct the transcribing of the interviews as they are recorded. We will present the completed transcripts to the interviewees with instruction on reviewing them for corrections, additions, and restrictions. Preparation of the final text in bound form will complete the process.

I think the responsibility for securing the release establishing copyright best remains with you, the interviewer, as the person most closely connected with the interviewee.

We will appreciate receiving compensation sufficient to cover the expense of our time involvement in the project. Beyond that we will be rewarded by the opportunity to add a major fund of vital documentation to the OHS oral history collection.

Sincerely,

Dr. James Strassmaier, Oral Historian
Attachment 2:

Supporting Material from the Architectural Foundation
Attachment 3

Letter sent to Interviewees/List of Interviewees
Thanks for affording me the opportunity to record some of your remembrances of the Seventies in Portland.

Product of the Interviews: I intend to develop 3 products out of the recording session. First, of course, is the audio tape. In addition to the tape, I will have a transcription produced, following carefully what was on the tape. Finally, I would like to produce an edited version of the transcript for publication.

[As an aside, I am also looking for photographs taken during the years 1968 through 1980. If you have any, I would appreciate being able to copy them in some manner for use in the published materials].

The tape and the transcript are meant to be confidential documents, stored and maintained by the Oregon Historical Society. You may place any restrictions you wish on these confidential materials. In the event you specify none, they will be kept confidential until January 1, 2000, and then they will be made available for public perusal at the Oregon Historical Society.

The edited version of the transcript is meant to be available to historians, researchers and others who are interested in the period, as well as the comments of those like yourself who were participating in important events at that time. As such, it will be published along with other interviews and made available for a price designed to cover the costs of creating and maintaining these oral history records. I may establish some kind of non-profit organization to accomplish this task.

The Process: After concluding the interview session, an associate transcribes the tapes and delivers to me the lone copy of the transcript and the tapes. From that transcript, I prepare an edited version of the transcript--removing my comments from the narration, cleaning up the grammar, and deleting irrelevant or superficial conversation. The intention of this edit is to produce a publishable narrative that includes all of the relevant information that the interviewee wishes to be made public. (In fact, in this document, you may add material or information that was not included in the original discussion on the tape)

The edited version of the transcript plus the unabridged transcript and the tapes are then passed along to you, with a request for you to review both the unabridged and edited versions for accuracy and completeness (as you can imagine, sometimes the transcriber cannot exactly understand, or cannot hear, what was said). Once you complete your review, I make the corrections needed to produce a final transcript and a final publication document.

Two copies of the final transcript are prepared--one to be stored (along with the original tapes) in a safe deposit box or other secure place accessible to me) and one to be filed in the records of the interviewee. The tapes and final transcripts accessible to me will be made available to the Oregon Historical Society (with all restrictions imposed by interviewees) by provision of my last will and testament. A copy of the publication document will be made available without charge to interviewees, and at a nominal price to the general public (enough to cover the costs of transcription and publication) as they are published.
Topics to be Covered: In general, the discussions will range widely over urban planning decisions in Portland during the Seventies. (Actually, most people interviewed are discussing the late Sixties as well as the Seventies, as much of what was accomplished in the Seventies had its origins in the late Sixties).

I do not now envision writing a book based on these interviews. Certainly, others writing books will find these interviews interesting. I do have a goal of producing some educational videotapes, however, so I make sure in all the interviews that certain decisions are covered in as much detail as interviewees remember. Those decisions are:

1. the decision by City Council to turn down the proposed Meier and Frank parking garage and the subsequent decisions which led to the implementation of the Downtown Plan (including, particularly, the development of Pioneer Courthouse Square);
2. the closure of Harbor Drive and the development of Waterfront Park;
3. the decision to withdraw the Mt. Hood Freeway from Interstate funding and the use of those freeway funds to develop MAX on the east side;
4. the development of state goals and guidelines and the establishment of an urban growth boundary in the Metro region; and
5. the decisions to establish a neighborhood planning process in Portland.

Thanks, again, for agreeing to be interviewed. Your memories and your perspective on planning in Portland in the Seventies will add much to the historical record of this great city. Attached is the Copyright Agreement we will ask for at the conclusion of the transcript and before publication of the edited version of the transcript.

Ernie Bonner

Oral History Agreement

I, ________________________________, do hereby grant to Ernie Bonner and the Oregon Historical Society copyright to all materials related to my oral history interview listed below. It is agreed that the tape recording(s) and tape transcripts shall be restricted until ________________________________, with access to these materials limited to those responsible for conducting the interview, creating the transcriptions and providing custody for both.

It is further agreed that edited versions of the transcripts as approved by the person interviewed, may be offered to the general public upon request as soon as available, and at a nominal price meant to recover the costs associated with the creation and maintenance of the oral history materials. I authorize Ernie Bonner and the Oregon Historical Society to edit, publish, and license the use of the edited versions of the transcripts of my interviews in any manner considered appropriate, and I waive claim to royalties that may be received as a consequence thereof.

Description of Materials: Tape recordings and transcriptions resulting from oral history interviews conducted by Ernie Bonner on or about ________________________________.

Interviewee Signature ______________________________________ Date ______________.

Ernie Bonner Signature ______________________________________ Date ______________.
LIST OF INTERVIEWS

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Ted Spence
Bob Bothman
Steve McCarthy
Sumner Sharpe
Ron Cease
Robert Landauer
Paul Pintarich
Ed Westerdahl
Mitchell Drake
Pete Mark
John Schleuning
Ogden Beeman
Howard McKee
INTERVIEW WITH BOB BALDWIN, COORDINATOR OF THE PORTLAND DOWNTOWN PLAN
(Excerpts only)

I was born in Portland, in Laurelhurst, grew up in Sunnyside, where my Grandfather had built 4 houses back in 1906, at 32nd and Belmont, and they're still there. I went to Jr. High School and Sr. High School in Tacoma when our family moved up there for about 7 years. We came back to Portland and I went to the University of Oregon as a sculpture major in 1941. Then I went into the Navy, and when I came back I switched to architecture. I graduated from the University of Oregon with a Bachelor of Architecture degree. I took a couple of courses in city planning at that time and I was very intrigued with it. And I talked with Margaret Fritch, who was the secretary of the AIA, and helped architects and planners find jobs in the Portland metropolitan area, and she put me onto Lloyd Keefe and I went to work for him as a temporary for 6 months. I enjoyed it very much, and from that went for a year and a half to the Housing Authority where we worked on the Vaughn Street urban renewal project. That project never flew because it was never funded by the City. There was a lot of objection from the realty board to doing urban renewal at that time.

Then Multnomah County established a permanent planning commission and embarked upon a planning program and I was hired as, first, a planning technician and then a senior planner with the County. That was 1953. I worked for Lloyd Anderson for about 4 years, and when he left, I became Planning Director. I was Planning Director until 1975. I went through the first adoption of a Development Pattern or Comprehensive Plan for the whole County, the first zoning ordinance for the whole county, and on through to the days of Senate Bill 100, LCDC and redoing the whole County plan again. For four years, Martin Cramton was the Planning Director and the Department was reorganized and I had mostly responsibility for implementation of the zoning ordinance, subdivision ordinance, etc. I ended up re-writing the county zoning ordinance and the land division ordinance. When Martin left, I went back to being Planning Director for a couple years.

In 1969, beginning in about March, I was involved from the County standpoint, in some issues in Downtown Portland. The County owns the bridges, or did at that time, and there were problems with Harbor Drive, Front Avenue, etc. As I recall, the opening of I-405 re-routed a lot of trucks onto Harbor Drive, which paralleled the Willamette River, and made for a very disruptive situation in the downtown area. The trucks didn’t have good access to the Northwest industrial district from I-405, but they did from Front Avenue and Harbor Drive, so they would get off the freeways and go on Harbor Drive. So that was one problem—a major problem—with the downtown. And the County was interested in what was going to happen to Harbor Drive because it meant changing the interchanges or the connections with the bridges in the central area—the Hawthorne Bridge, the Morrison, the Burnside and Broadway, particularly.

Along about that same time, people began talking about a new plan for Downtown. The City Planning staff had attempted a downtown plan some years earlier, which never came to fruition. It didn’t have a lot of support from the downtown owners and managers, nor from the City Council, as it turned out. Then the downtown people formed a corporation and hired Lloyd Keefe as their Director. He left the City Planning Commission and went to work with this group to try to construct a downtown plan. And that didn’t work either. So there was quite a bit of discussion about how to resolve these problems.
With the opening of the Lloyd Center, on the near east side across the river, a lot of shops and stores in the downtown area, moved over to the Lloyd Center. If they didn’t close their downtown stores, they had bigger, better and newer ones over on the other side of the river. And everybody was scared. Yeah, there was real panic.
The transportation system in downtown was also a major problem. The bus Company had failed. The legislature and the people created a transit district which became Tri-Met. And they had an obligation to try to resolve the problems. In the Summer of 1969, Tri-Met bought the old Blue Line and the Rose City Transit kind of went out of business.
So there were some new driving efforts to work on a downtown plan.
My association with it, I think that the . . .
E: Were you involved with the efforts around the Pioneer Square, I mean the parking garage that Meier and Frank had proposed, or any of that?
No. That was a city-owned thing. Meier and Frank had a 2-story parking garage on that block and they wanted to build a bigger one. And, of course, that was a threat to the downtown area, too, because that would attract even more cars right into the central area, across from the number 1 retailer in the core area. That was not a good idea. The city did not approve it. But the decision left everything hanging. Meier and Frank was unhappy. They didn’t have enough parking to attract people to their downtown store. And there probably was discussion about closing that store at some time; I wouldn’t be surprised.
Well, my association with this first started with these meetings in 1969 and early 1970 about Harbor Drive. There were a number of meetings about that, with a Harbor Drive Task Force, meetings with the City Council, the Governor’s office; and CH2M was also involved as a consultant for some folks. My impression is that the trigger for the downtown plan effort was Dick Ivey. He was the Planning Director for CH2M. He went around and talked to city officials, downtown businessmen and property owners, citizens, and anybody who would listen, to say we can put together cooperatively an effort to develop a downtown plan. And Lloyd Anderson, who was my boss as the Planning Director at Multnomah County when I first went there, was now on the City Council, and had a lot to do, as the Public Works Commissioner, had a lot to do with questions about Harbor Drive and the bridges and re-routing sewer lines and whatever else was involved. And he and Dick Ivey were friends because they had both worked for the Bureau of Municipal Research and Service at Eugene. So they knew each other—I think Dick worked for Lloyd down there.
By one means or another, they managed to put together a general proposal to develop a downtown plan, with a business, owners and managers group, as one advisory committee with a lot of say as to what was going to happen in the downtown—they were investors, of course. They were called the Downtown Committee, made up of about 13 of the key people in the downtown area. We called them the “Powerful Downtown Committee.” And they sure were. When you list people like Paul Murphy, Glenn Jackson, Ira Keller, Pete Mark, Ralph Voss. It included some pretty powerful people—the leaders of Portland. Anybody who was a leader who wasn’t in this group felt left out, so they wanted to get in. They also constructed a Citizens Advisory Committee of about 18 people, with a broad perspective of folks from all over the city, not focused on the downtown. So you have the strong downtown interests as one advisory committee and the citizens generally as the other.
Dick (Ivey) put together a team of people from CH2M and Lloyd Keefe put together a team from the City Planning Department. There were also a number of consultants (DeLeuw-Cather on traffic and transportation . . .)
E: I think they were hired by the City when they turned down Meier and Frank, to appease everybody who was asking what to do about parking in the downtown. I think they hired DeLeuw-Cather to do a parking and circulation study)
That’s right. So there was that group. There was also Zimmer Gunsul Frasca, as architects. The Tri-Met people had a transportation consultant. The State Highway Dept. was involved with Harbor Drive. The City Traffic Engineer and the City Public Works Department. So there were all these entities, trying to work together to pull together to do a downtown plan. And, I guess
maybe it was Ivey’s suggestion that what they needed was a neutral figurehead, a coordinator-somebody who had some background in planning and administering a planning program but was not directly involved in any issues in the downtown area. So they asked me if I would do that job. We talked with the county commissioners, and the county decided that my participation as the staff coordinator would be the county’s contribution to the downtown planning effort, since they did have the bridges as an interest, and continued to have, and the access from the east side into the downtown, they thought that was critical.

E: Some people say that that whole group that you headed was set up because Lloyd had shown a lot of (I don’t know if you’d call it exactly—he wasn’t antagonistic to the downtown plan, but he wasn’t . . .

He was ineffective. [I think that (this is kind of difficult to summarize in a few words) . . . I have never been impressed that Lloyd was particularly successful in any of the planning projects that he undertook.] He did put together a St. Johns plan that I think was the first comprehensive plan adopted by the city. The Downtown Plan was the second. He had never done one before. But, essentially, he did not have the confidence of the two or three most powerful and long-term City councilmen, and his own council man. So it was always difficult for him to carry out programs.

He could keep the crank going, but . . .

E: At that time, Lloyd Anderson was very important on the Council.

Neil had just come on. Terry Schrunk was the Mayor. Ivancie and Connie McCready were also on the Council.

Well, in August of 1970, as near as I can tell from my records, there were some day-to-day conferences with Dick Ivey and Mike Gleason, who was the chair of the County Commissioners (my boss) and some of the downtown people: “Was that OK with them, etc.,” I went around and met with all of those people. I kind of tried to demonstrate my neutrality and my planning skills at the same time. I wasn’t going to . . . I didn’t have any ax to grind, or anything to achieve except a good, responsible plan. And that was not what Lloyd Keefe had in mind. He had very specific things he wanted to get done, and other people didn’t want that to happen.

Ivey had put together a work program, a sequence of events and an indication of the roles that various people would play in pulling the thing off.

E: Had they by that time produced the first set of draft concept drawings, showing how the different concepts for the development of the downtown plan, or was that still to come?

B: I think that was yet to come. Some of those sketches are in the document that was published. And I think those came along as we worked on it. Much of that work was done by Dick Brainard.

E: Was CH2M under some kind of contract for this work?

B: Yes, CH2M had a contract with the downtown people, which eventually evolved into Portland Progress, but it wasn’t called that at that time.

E: So the City was not financing the plan?

B: The City was financing its staff. There were 6 planners and draftsmen and cartographers on the city staff, and CH2M had . . .

E: Were they, do you remember?

B: Rodney O’Hiser, George Shiply, John Oace, Robert Thomas, Corey Jordan and Beverly Nelson. Rod and George were professional planners. John was newly on staff. I don’t remember Robert Thomas.

CH2M Hill people, besides Dick Ivey, were Dick Brainard, John McCormick, who’s now back in Portland, Bill Blosser (who is now the chair of LCDC) and Judy Galantha. Then there was DeLeuw-Cather and technical assistance from the City Traffic Engineer, Tri-Met, the Building Owners and Managers Association (Stan Goodell was their Executive Secretary, and worked almost every day with our staff) John Kenward, PDC; Robert Low, of PSU; Robert Schroeder of the Oregon State Highway Department; Gary Woods of CRAG; Dave Frederiksen of the Port of Portland. And the Office of the City ‘Engineer.) So there were these several different consultants, I think at one time we had 7 different consultants, plus a city staff of planners and a consultant’s staff of planners.
E: Did everybody get into one place?
B: The planners did. The Downtown Committee worked out an arrangement to loan them a sidewalk frontage building I think it's on SW Second Avenue, at about Taylor, between Salmon and Taylor on the east side, as I recall. So we had a huge big room and we had a conference table in the back and we would meet, well, my calendar shows that I am meeting two and three times a week for an... at least every week, one morning a week on this plan, for the better part of a year—a little more than a year, in fact. And my calendar also shows that after the Citizens Advisory Committee was established that we met regularly with them and as the plan documents, some of the language, some of the issues became clearer, they became more and more involved.

E: Do you know anything about the establishment of that committee, because that seemed to have been a sticking point for city council. They sent Ron Cease off to make up some kind of a proposal about how the... Ivancie did this, I guess. Ivancie sent Ron Cease off and said make me a proposal about how the City should handle citizen participation.
B: The Planning Department was under Ivancie at this time, so he was the key commissioner.
E: He came back with something, I guess, that the Council approved and then Dean Gisvold would have been appointed after that...
B: Well, I don't know exactly how that all went together.
E: Were they around when you started your work?
B: I think they were created just as I started or maybe just after. In my notes there is no early record of me meeting with those people.
E: I saw the record that they produced the first draft of the goals in December 1970 (I guess it was 1970) and then they were sent back again in January to work again and they came back a few months later with a final.
B: The first notation I have of a citizens advisory committee meeting was on Nov. 12, 1970, and that would be about 3 months after I was tabbed as the coordinator. And they met at the new Heathman Hotel for lunch, so I suspect that was the first meeting.
E: And by that time you had some specific ideas to present to them?
B: Well, yeah, we had some sketch ideas. I think that the basic concept about what to do with Harbor Drive was jelling and the real push for that was Glenn Jackson, who said "Let's close it." And he talked with Tom McCall about that, about closing it, about what happens if we just close it.
E: What do you think caused him to say that? I mean, who was leaning on him?
B: Well, maybe Dick Ivey. But I think that Glenn wanted to make a very positive visual contribution to the city, and that was something that he could do. He was head of the Highway Department and he could just say that we're going to do this and that was the way the Highway Department ran at that time. If the chairman said this is what's going to happen, then that was what's going to happen.
E: Probably should be called Glenn Jackson Park.
B: Glenn Jackson was on the downtown committee, along with others, Ira Keller and Pete Mark.
E: Now he lived in Medford, was he pretty much here all the time?
B: Yes, he was, he used to be Chairman of the Board of Pacific Power and Light. We used to meet in his office in the Public Service Building all the time. So he was mostly here, although I think he did live in Medford—probably spent his weeks here and his weekends down there. There was also a Technical Advisory Committee that met on a regular basis. Now this included all of the city staff people, the city engineer, the city traffic engineer, representatives of Tri-Met, from the State Highway Department and the architects and DeLeuw-Cather and the other consultants. So we had a staff, we had a technical advisory committee, we had the powerful Downtown Committee, we had a citizens advisory committee, we had the planning commission and the city council. And I think that everybody involved had the sense that this time it was going to work. And that there was a mission here, the challenge was that we were either going to save downtown Portland or it was going to go the way of a lot of eastern and midwestern
cities. So there was real commitment and urgency on the part of just nearly everybody. There were a lot of battles that went on, and differences of opinion, but the general goal was always there and recognized that it was doable. You know, that's kind of magic when you get that all going together.

E: When I came here, in 1973, the citizens advisory committee was still operating. It struck me that the citizens committee goals were so different really from the establishment downtown, in . . . .
Attachment 5:

Interview with Richard Brainard, Downtown Planner
(Excerpts Only)

I came to the Portland City Planning Commission from London, England. Lloyd Keefe hired me sight unseen, while I was working overseas. I worked there for 5 years and then rather than retire as a city employee for the rest of my life and just get by, I decided that I wanted to do something with my life, so I started interviewing in other places. Lloyd Keefe was not getting anything accomplished in the planning commission office at that time. I had some projects I was trying to do and he was just sitting on them, not doing anything about them and I got very frustrated and one day I went in and confronted him about it and said that I was just sick and tired of nothing ever happening, of the planning bureau being a place where everything seems to just die. Every project, nothing seemed to move ahead. And he said well, if you don't like it here, get a job somewhere else. And he challenged me by saying that he didn't think I could get a job anywhere else, that no place else in town was hiring planners, etc. So I went up to CH2M hill and interviewed with Lloyd Anderson. Lloyd Anderson spent the whole interview time castigating Lloyd Keefe; he didn't really interview me at all. He asked me what I thought of Lloyd Keefe and I told him that I thought Lloyd Keefe had taught me a lot in planning, in educating me on the why and wherefore of planning. And then Lloyd Anderson just went off on this tirade of how worthless Lloyd Keefe was, and on and on and on. I went out of the interview figuring that CH2M was not going to hire me, no way, because I had worked at the morgue, so to speak. But then they did hire me and I quit with the city as of the first of January 1969 and went to work on January 20, 1969 with CH2M. Dick Ivey was my immediate supervisor and I did a lot of small projects: the Milwaukie downtown plan, the Beaverton downtown plan, the Ontario downtown plan, a recreational study for Reedsport area, the Multnomah County Exposition Center Master Plan and some other things. Then Lloyd Anderson told me one time that he wanted to use my background as a way of CH2M getting a foot in the door to maybe do some planning in downtown Portland. It was shortly thereafter that he got asked to become a city commissioner by Ira Keller. And he came back into our office after he had gone down to meet with Ira Keller that afternoon and announced to us all that he had been told that he would be offered the position of City Commissioner. And so we had a big party. Somebody went out and bought a whole bunch of champagne and we had a party after work. So then Ivey took over and he really started pushing an effort to do some planning work for downtown Portland. He was working with a fellow by the name of Craig Kelly who was then I believe had been the staff person for the Building Owners' and Managers' Assn. The building owners' and managers' assn. had a break-up in their membership. Part of the membership went one direction and part went another direction. The ones who went the other direction took Craig Kelly with them and they formed a new group which, ultimately became Portland Improvement Committee or Corporation, I don't think it was ever incorporated or anything like that. Craig Kelly then moved from wherever BOMA's office was at the time (I didn't know them at that time)

E: You know, Frank Ivancie was the one who sent Ron Cease off to that. There must have been some issue at Council, there must have been a request for a citizens advisory committee. The Council, in consideration of it, Frank Ivancie sent Ron Cease and his group off to figure out how to do it--like who would be these citizens, how would they work, and things like that.
D: All right, citizen participation did not come into being until 1971. The report on the interim committee on participation in the downtown plan was dated March 22, 1971, to the Mayor and City Council. The members of the committee... the active members were Isabelle Ashcraft, Jon Schleuning, Alvin Ratner and Ron Cease. The two non-participating members were Jerry Pratt and Chris Thomas.

E: By non-participating, you mean...

D: they didn’t come to the meetings. They may have gone to one meeting. But this was much later. We had already done a significant amount of background work by then. But the committee was appointed according to their report by Commissioner Frank Ivancie on Jan. 27, 1971. So we had already been working on the downtown plan by a few months by then. The committee was asked to determine a means for general citizen participation in the current downtown planning effort and was requested to submit its findings and recommendations to the Mayor for city council action. And then they interviewed a whole lot of people and came up with their proposal for a citizens advisory committee. Out of that the two people on this interim committee who were then appointed to the actual 18-member citizens committee were Isabelle Ashcraft and Jon Schleuning. So we’re getting ahead of ourselves with citizen participation because it hadn’t started at the time we actually started the...

E: so let’s go back then to the times when you were actually preparing the introductory studies.

D: OK, well, we started... Frank Ivancie said (he was in charge of the planning bureau) he said that he would give a like amount of contribution of city staff that PIC was giving in dollars to hire CH2M. And so he assigned... he told Lloyd Keefe... Lloyd Keefe said no, I won’t do it. So Ivancie told Keefe that you will assign Rod O’Hiser and 2 of his planning assistant to this project. And Lloyd just said no. So Ivancie did it. He just did it. And Rod and George Shipley and John Oace and a girl (secretary) by the name of Beverly Nelson, yeah, were assigned and they were to share office space with us and we had extra office space on the 6Th. floor of the Boise Cascade, what was called the Boise cascade building at that time at the corner of 4Th. and Market, it’s 1600 SW Market. And so they got office space next door to us. Well, they didn’t like it and Rod spent as little time there as possible. And the two planning assistants didn’t want to be there... well, they had worked for Dick Lakeman and their loyalties were with Lakeman and Lloyd Keefe and they didn’t want to participate and it was like pulling teeth. And that’s when this fellow Roger Osbaldeston who Dick Ivey had hired was supposed to start saying how the work was going to be done. And I was assigned to other things, I wasn’t even going to be working on the downtown plan. So Roger would come up to me and ask me for help in what needed to be done, and how it needed to be done. So I would take time to help do that and then finally after not very long, I kind of just took it over and Ivey didn’t say anything, he just sort of let it happen. So Roger started working for me instead of what might have been the other way around and we started off by doing a land use survey for all of downtown. We put that together and we split up in teams and the teams went out and did a land use survey on every block. And I remember Roger could not do it. He didn’t understand how to do a land use survey. He couldn’t get out with a map and identify land uses, building conditions, number of stories, whether it was historically significant building. I don’t know why. The guy just couldn’t... I think that he had trouble making decisions, that was his problem, and talking responsibility. I think that was it.

E: How could somebody like that come so highly recommended?

D: I don’t know. Poor Roger, he tried, he really did. so it was him and me and Judy Galantha and John McCormick from CH2M and then John Oace and George Shipley from the city and they wanted to be together. I tried to break them up, I tried to put a CH2M guy and a city guy together. But they just wouldn’t have it. The two city guys wanted to do their own thing, their own way. But anyway, we did a land use survey. The city... I don’t know who came up with the idea, whether it was Rodney or Lloyd Keefe talked Rodney into it or what... but they decided they had to do a square footage, that we needed to know I think part of this was done because DeLeuw-Cather wanted to know how much of each kind of...
E: trip generation studies . . .

D: Yeah, right. And so out of that the guys at the city spent umpteen hours and days and weeks going around, getting the square footage of every building and the activity, the SIC activity that occurred in every room on every floor. They did a lot of that using the Sanborn maps, but a lot of it they had to go into every multi-story building and walk every corridor and figure out the square footage and then, of course, when they couldn't get in to figure out the square footage or something they had blank spaces so I ended up spending several weekends with all of these forms they had prepared going through and estimating what the square footage was on each floor of some of these buildings, just putting it down, just to get numbers so Carl Buttke at DeLeuw-Cather could prepare his models and all of that so that he could give us information back about traffic circulation and parking needs. Everything was stymied, you know, nobody could do anything because somebody else needed to do something for them. So that was all done and then we started doing major land use maps, ground floor land use, major block land uses, things like that, and prepared one inch equals 200 feet scale maps and all sort of things for downtown, building conditions, opportunity maps, maps that showed impending development that we knew about, oh, just all sorts of stuff. We could fill walls with these maps and we prepared all these maps and then we would go to a meeting with the Portland downtown group and, oh, at the same time, and of course Bob Baldwin was hired, wasn't hired, was assigned from the county to be the . . . Ivey felt we needed somebody with some standing in the community to be the coordinator for all of this, sort of a manager who didn't really have to do anything except with his presence and so he felt that . . . I guess he and Anderson must have gotten together and asked who would be a good person and they decided well, Bob Baldwin would be a good person to do this. And it would take some of the heat off that they were getting from Lloyd Keefe. And so they . . . Ivey went to Bob Baldwin and asked Bob if he would be interested and Bob said, sure I think I could spare some time and so on, but I can't do anything like this without authority from the Board of Commissioners. So Lloyd Anderson, I guess, went to Mike Gleason and said can we borrow Bob Baldwin for say 20% of his time, or something like that. And, of course, Mike Gleason and Lloyd Anderson were old buddies. "Anything you want, Lloyd." So they then told Ivey and Ivey told Baldwin and Baldwin got called by Mike Gleason and went into his office and Mike Gleason asked Bob if he would be interested in doing this and Bob said, sure. And there it was. So we met. And we decided don't know who we is, whether it was Baldwin and I or Baldwin and Ivey and me or who, but that we needed some technical committees to participate. So we created a so-called Technical Advisory Committee made up of the City Engineer, the City Traffic Engineer, one or two people from Metro, well, not Metro, but CRAG, and one of the people was a lady by the name of Joyce Booth, who had been hired as a big guru economist person, who knew everything there was about economics and so on. She would be our economics input. She was worthless, too. So anyway, this technical advisory committee was put together. Lloyd Keefe was on it. John Kenward from the development commission was on it. You know, a cast of 10 or 15 people. And then there was another committee, and I can't remember. Oh, it was the staff committee of the technical advisory committee. The Technical Advisory Committee was heads of departments and stuff like that. Then there was another committee, a working committee, in which people would actually do work assignments—the traffic engineering department, the city engineer, all of these would provide sewer information, street information and so on and so forth. So we would meet with these committees like every two weeks, I think. So we'd have a meeting with the Portland Improvement Committee, we'd have a meeting with the Technical Advisory Committee, we'd have a meeting with the working group committee, we'd have our staff meetings which were the planning bureau staff (Rod O'Hiser and his assistants, CH2M staff, DeLeuw-Cather staff and so we'd have those staff meetings also). So we were having meetings all the time it seemed. And then we started getting these maps together and putting them on the wall and AIA, of course, they would have their little civic design committee meetings and we had to go to those, too. And so we would (Rod and I would) cart this big roll of maps around with us all the time, put them on the wall, and then Baldwin would stand up and he would say a
few words and then Ivey would stand up and he’s say a few words and then I’d stand up and I’d go through the maps. It was always my job to explain all the maps and what they meant and so on and so forth. So I really felt like I was the planner, I was also presenting the plan. They were just sort of the politicians. But it was fun, it really was. I can remember getting nervous standing up in front of the Portland Improvement Committee guys. I can remember Bill Roberts always down in the mouth, you know, “all we need is parking, we don’t need all these maps and all these pictures, and all of this, what we need, God damn it, we need some parking!” And I don’t know if it was him that said that or what, but I remember Bill Roberts was sort of usually the one with a bad taste in his mouth. Pete Mark. Pete Mark was . . . . how can I say it nicely. The guy . . . I could never understand how he could have so much money and make so much money and have so little in his head. He always seemed to be coming off the wall somewhere. I could never quite understand what he was talking about, what he meant, he just didn’t have a clue. Except that he thought that the downtown was going to die on the vine because Harbor Drive was closed.

E: What about some of the other people on the committee.

D: The other people on the committee were astute, were good listeners. Glenn Jackson was wonderful and whenever things started to get out of control, he would bring them back into control. And he wanted a plan. The guy, he . . . I really . . . in years before that, I grew to think with Lloyd Keefe at the planning commission and all that, the things the highway department was doing, I thought Glenn Jackson was the biggest ogre in the world, the guy was nothing but another Robert Moses who was going to drill all of these super highways through the city and ruin the city and get rid of all the neighborhoods and we would end up with nothing. But that was the highway staff, that wasn’t Glenn Jackson. Glenn Jackson was very astute and really, his heart was in the right place. He wanted the right thing for everybody but yet he was politically savvy and he knew when he could win and when he couldn’t win and when he had to do what somebody else wanted and so on. And so he didn’t make big waves but he led by example. Ira Keller was a . . .

E: Was he on the committee:

D: Yeah.

E: He’s not exactly downtown . . .

D: No, but he was the chairman of the Portland development commission and probably the richest man in Oregon at the time. He was like a little Napoleon or little Caesar. He didn’t come to very many of the meetings at all, only the first couple or three and then he just disappeared. The guys from the bank, Ralph Voss and the guy from US Bank who was assigned was Earl Dressler, Earl Dressler was wonderful. He was President of the Bank, which wasn’t the top job. The top job was LeRoy B. Staver was the Chairman of the Board, but he was older and he didn’t want to participate and he said he was going to retire soon anyway and that it really ought to be Earl Dressler. Earl Dressler half way through the process had a heart attack and died. He was one of our biggest supporters. Frank Warren from PGE didn’t come to a lot of meetings as I recall. We held most of the meetings in the office of Paul Murphy, who ran the Ladd estate. And Paul Murphy was a real nice guy but he

E: He ran what?

D: He was the Chair of the Portland Improvement Committee. He called the meetings, well we told him when it was time to call the meeting and then he would get in touch with all of the members and tell them to come to his office on such and such a day. But Paul Murphy was a real nice guy, nice grandfatherly kind of guy who overindulged in food and drink, I think. He didn’t have a lot to say. He wasn’t astute.

E: Was he the chairman?

D: Of the group, yes. It was mainly Glenn Jackson, with Bill Roberts. And Ed Steidle from Meier and Frank, he always had a lot of comments to make. He was the May Co. representative. Actually, it started out with Jack Meier but then it was just about that time the May Co. was taking full control of Meier and Frank and so Ed Steidle who was installed as the
President of Meier and Frank in Oregon was then the person who came to the meetings, and not Jack Meier.

Ed Finn, the manager of Lipman and Wolfe, he was great also, very astute gentleman. Understood the need for good planning, as well. So he was super. Al Aus, from Oregon Typewriter, you know where the camera shop down here, what's that called, Camera World, thank you. That building was owned by Al Aus. On the ground floor was Oregon Typewriter Company, before the advent of computers. The group felt they needed somebody to represent the common business man in downtown so Al Aus, he was not part of the inner group, but they brought him in as representative of the smaller businesses. And I can't remember now who else was on the committee. People like Doug Goodman, no, Doug Goodman was small change at the time. Bill Naito didn't exist. He existed, but nobody knew he existed.

E: Did they feel like they had a plan of their own, did they feel like they made the plan?
D: No, they had no plan. They really didn't know what they wanted, and they looked at CH2M and DeLeuw-Cather to tell them what they should do.

E: But they didn't feel like this was going to be their proposal to city council—they never voted on it, right?
D: I'm sure they did, yeah. They may not have stuck their hands up. Somebody may have said, Paul Murphy may have said, is everybody in agreement that this is the way it ought to be and everybody would sort of nod their head yes and that would be it. That was how they voted. But Ivey made it quite clear to them, he made it quite clear to them, that the plan that was developed had to be their plan and they had to have a . . . it was their downtown, their property, their businesses and therefore, it had better be their plan, because otherwise it's not going to work and if it's their plan then they can go to the city and say this is our plan, we want you to implement it and make it happen.

E: do you think any of them did that?
D: Yes. Yeah. I can't tell you now who might have appeared at the city council meetings, but behind the scenes and things like that they said yes we think it's important, we agree with this plan, and we're willing to back it. And, as I said, particularly Glenn Jackson, because he had a major stake in it because he had authorized hiring DeLeuw-Cather to do the circulation and parking studies. Part of DeLeuw-Cather's work on the regional transportation study they had decided that all the bus traffic would congregate . . . would focus on downtown and then there would be spokes out . . . typical kind of transportation system. And in downtown there needed to be an organized system so people could understand it. In other words, we couldn't have buses running on every street in downtown going every which direction because nobody would know where to go to catch a particular bus to go a certain direction. So it was decided, mainly by DeLeuw-Cather, that there should be a . . . the buses should run on only certain streets. And so they and I don't know if Carl Buttke actually came up with some ideas or
Attachment 6:

Resume of Ernie Bonner, Project Manager
ERNE BONNER

SKILLS

Computer analysis and presentations, video production, project management, writing, problem solving, public speaking.

SPECIAL ASSIGNMENTS

Visiting Lecturer, University of Helsinki seminar on Planning and Programming for planners in Finland.

Vice-Chairman, National Committee on Outdoor Advertising, U.S. Department of Transportation Committee to advise Congress on changes in Scenic Highway Act.

Past member of City of Portland Willamette River Advisory Group; Past Vice-Chairman of Portland Downtown Design Review Committee. Present Member Mt. Hood Cable Regulatory Commission.

Past Member of the Board, 1000 Friends of Oregon.

Elected Representative from District 8 (SE Portland) to METRO. Past Presiding Officer and Chairman of the Transportation, Development and Recycling Committees on that Board.

Special assignment from BPA to Columbia River Inter-Tribal Fish Commission to assist in marketing plan.

VIDEO PRODUCTIONS

"Good Listeners Make Better Mayors" and the series "Nicaragua," both winners of national prize from the National Federation of Local Cable Programmers.


"City Hall's Second Century," a video produced for the City of Portland on the upcoming restoration of City Hall.
Resume of Ernie Bonner
Portland, OR 97214 (503)232-9517

Ernie Bonner

Career Summary

Demonstrated accomplishments in urban and regional planning;

National Awards in video production;

Recorded megawatt savings in energy conservation throughout the Pacific Northwest;

Two decades of public service in the City of Portland and State of Oregon.

Education

B.S., Architectural Engineering and B.S., Business, University of Colorado.
Masters in Urban and Regional Planning, Cornell University, Ithaca, NY
Ph.D Candidate, Economics, University of Pittsburgh, Pittsburgh, PA.

Professional Experience

Energy Conservation Manager, Bonneville Power, Portland, OR Directed the development and operation of energy conservation programs for residential and industrial energy users throughout the Northwest.

Planning Director, City of Portland, Oregon. Supervised staff of 55 full time professionals; directed completion of city and neighborhood plans in transportation, housing, land use, energy and neighborhood development during tenure of Mayor Neil Goldschmidt.

Chief Planner, City Planning Commission, Cleveland, Ohio. Supervised preparation of the Cleveland Comprehensive Plan, which became a model of its kind for the nation.

Assistant Professor, University of Wisconsin Graduate School of Planning, Madison, Wisconsin. Taught Planning Analysis Techniques, Economic Development and Comprehensive Planning courses. Conducted research on poverty with Institute for Research on Poverty.