

# WHAT MAKES A GREAT PLACE?

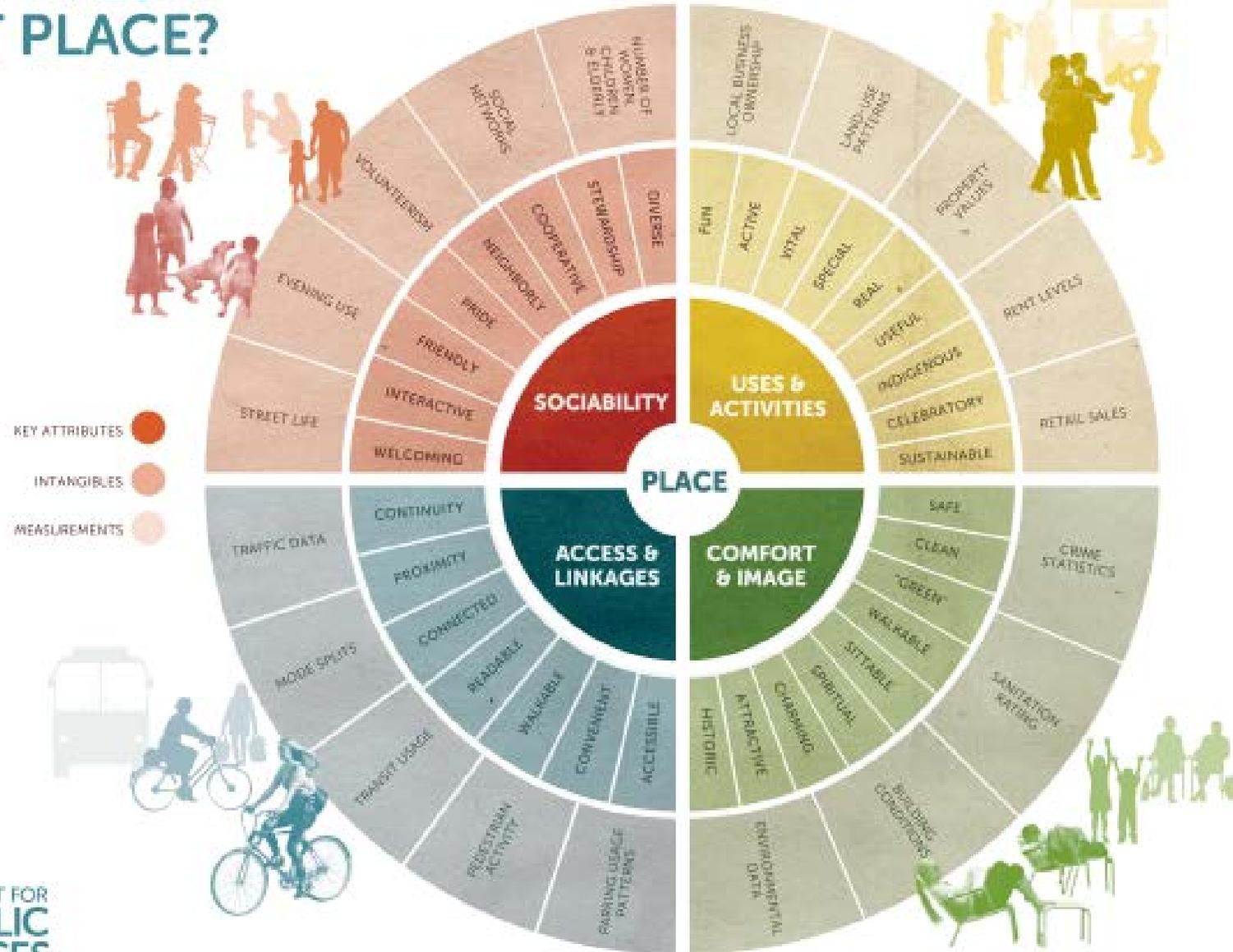




Photo by Brit F

History, Cultural Identity, and Social Connections





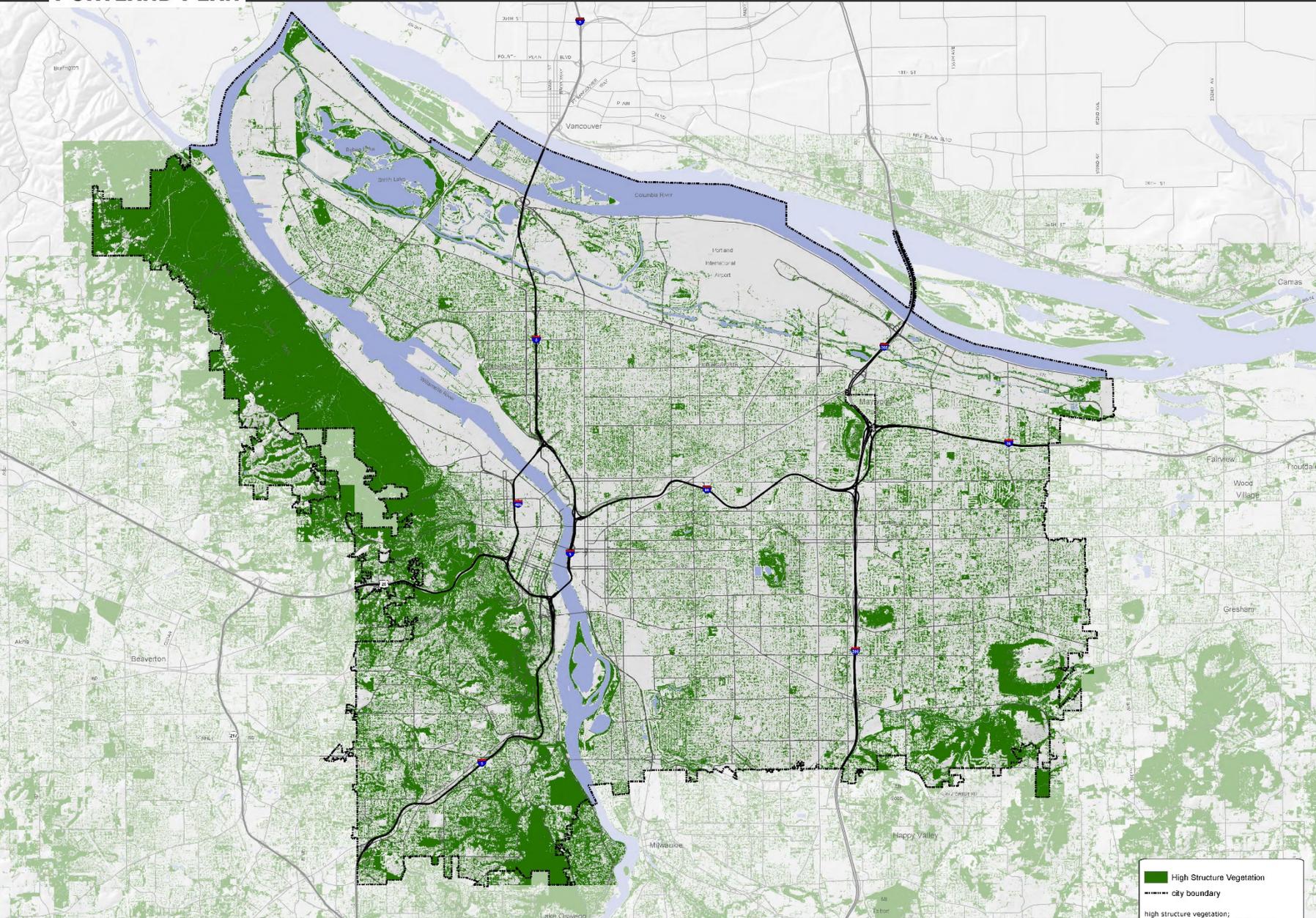
© OHS

Environmental Stewardship









High Structure Vegetation  
 city boundary  
high structure vegetation; developed by Metro from 2007 six inch color infra red orthophotos. The classification was performed using radiometric, texture, and geometry based classification methods



September 30, 2009 City of Portland | Bureau of Planning and Sustainability | Geographic Information System  
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Portland Urban Canopy = \$5 billion  
 Removes 25 million lbs of pollutants  
 Stores 1.5 billion lbs of carbon



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History, Cultural Identity, and Social Connections



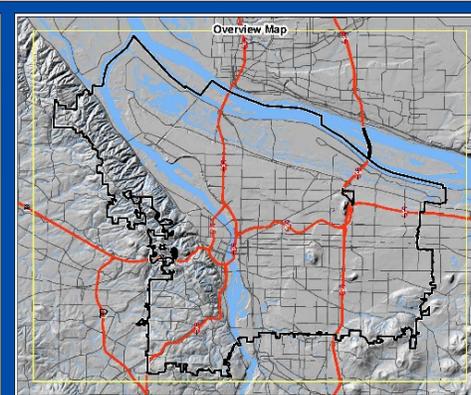
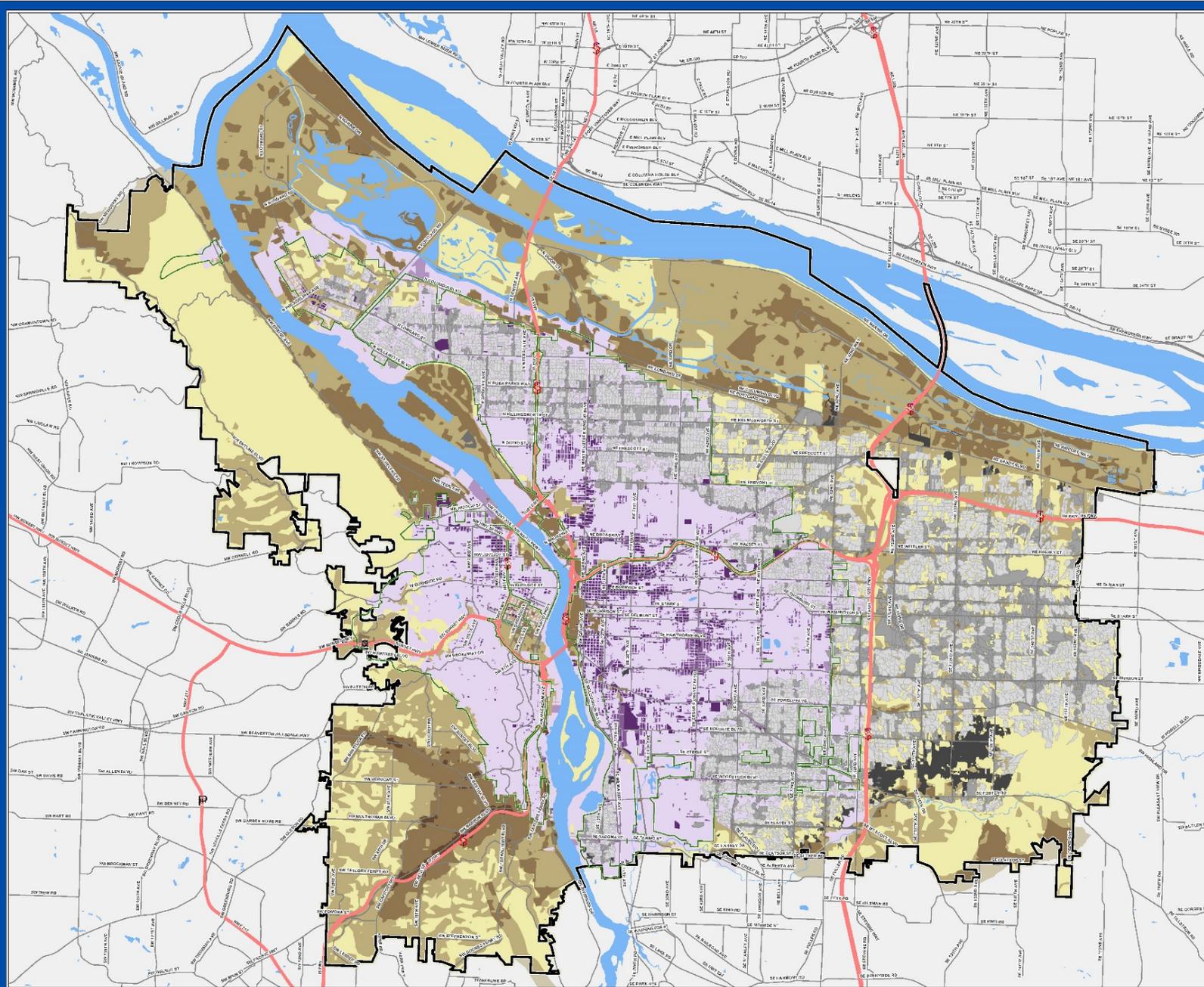


History, Cultural Identity, and Social Connections





History, Cultural Identity, and Social Connections



**Legend**

- City of Portland
- Rivers and Lakes
- CSO Boundary
- Freeways
- Arterial Streets
- Combined**
- Higher
- Lower
- Sumps/ UICs**
- Higher
- Lower
- Separate**
- Higher
- Lower

**Portland Watershed Management Plan  
Potential Benefit of Green  
Infrastructure Improvements**



CITY OF PORTLAND  
ENVIRONMENTAL SERVICES  
**Systems Analysis**  
Spatial Analysis and Modeling



Sheet No.

Date Printed:

03/24/10



Downtown Plan  
1972

Portland removes highway and creates waterfront park



First City in US with Climate Action Plan

1993

First City in US with renewable fuel standard



First City in US with modern streetcar  
2001

1974



Portland builds largest bridge in NA to exclude cars

2015

1973

First State with Urban Growth Boundary



1996

1996  
Bicycle Master Plan

1986  
MAX Light Rail system opens Max



1994

First City in US with a Green Infrastructure Policy

2001

First City in US with green building policy

2015

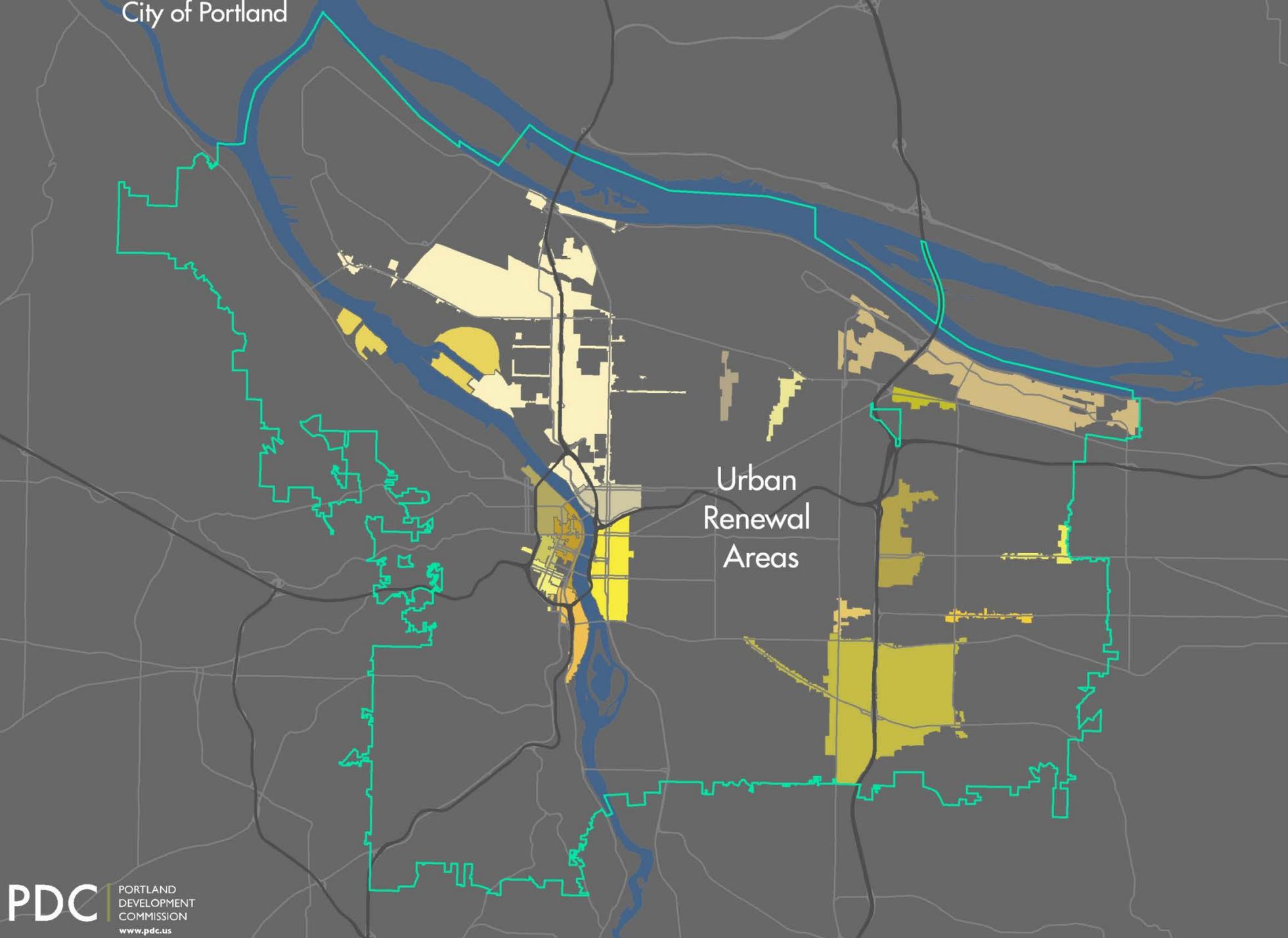
Hassalo on Eighth EcoDistrict opens Hassalo



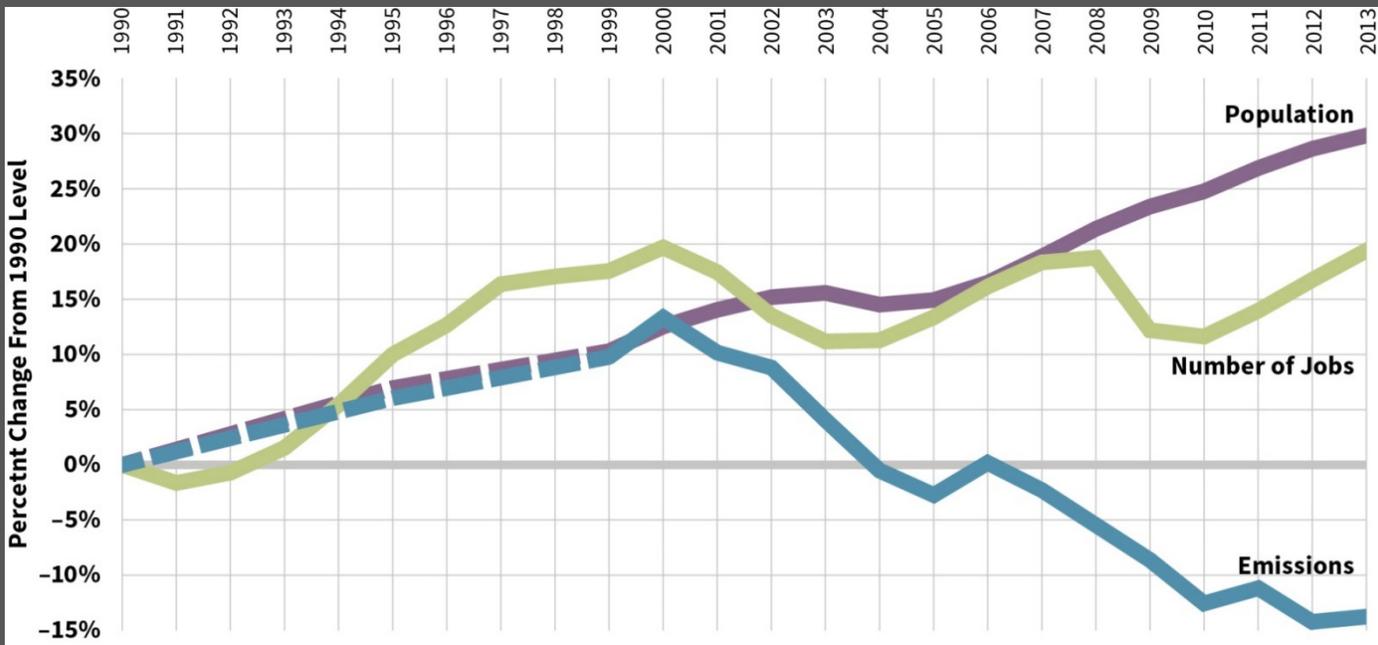
1971

First State with Bottle Deposit Bill, first state with Bicycle Bill

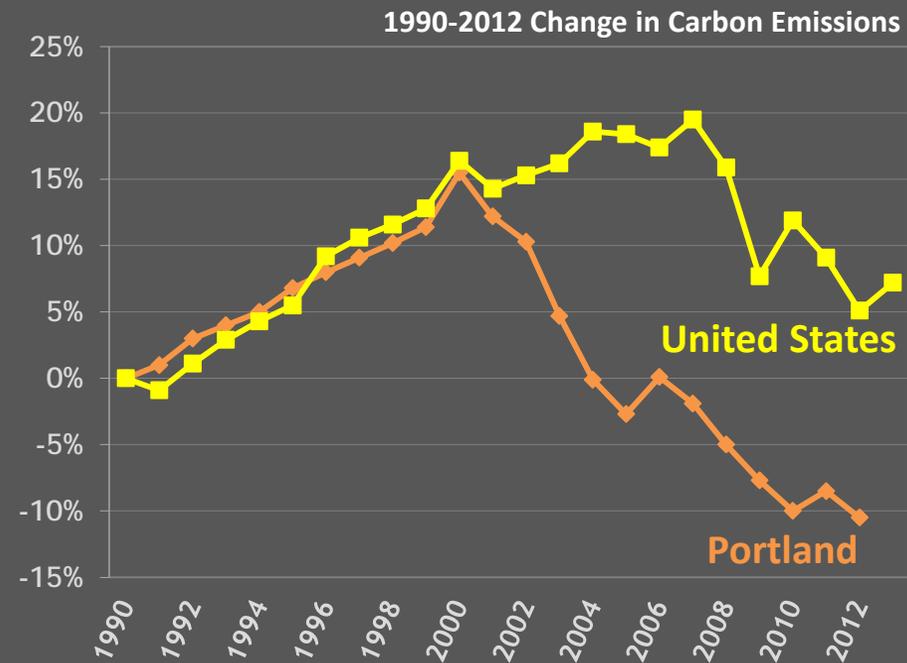
City of Portland



Urban  
Renewal  
Areas



1990-2013 change in Multnomah County carbon emissions compared to population and jobs



↑ 7% Increase in carbon emissions in U.S.

↓ 11% Decrease in carbon emissions in Portland

↑ 400% Increase in GDP 1990 - 2012



2030: 90% residents can walk/bike to meet basic (non-work) daily needs

## Historic Plans

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Olmsted Plan, 1903



Greater Portland Plan, 1912



Major Traffic Street Plan Boulevard and Park System, 1921



Proposed System of Major Streets and Development of Waterfront, 1932



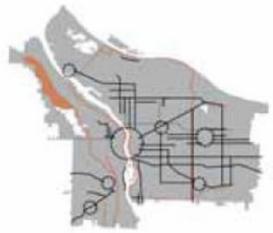
Portland Improvement, 1943



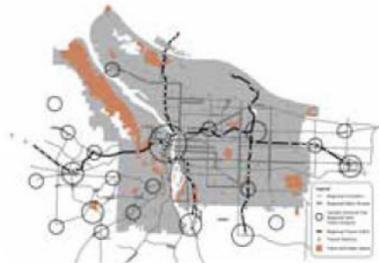
Comprehensive Plan (Not Adopted), 1966

## Contemporary Plans

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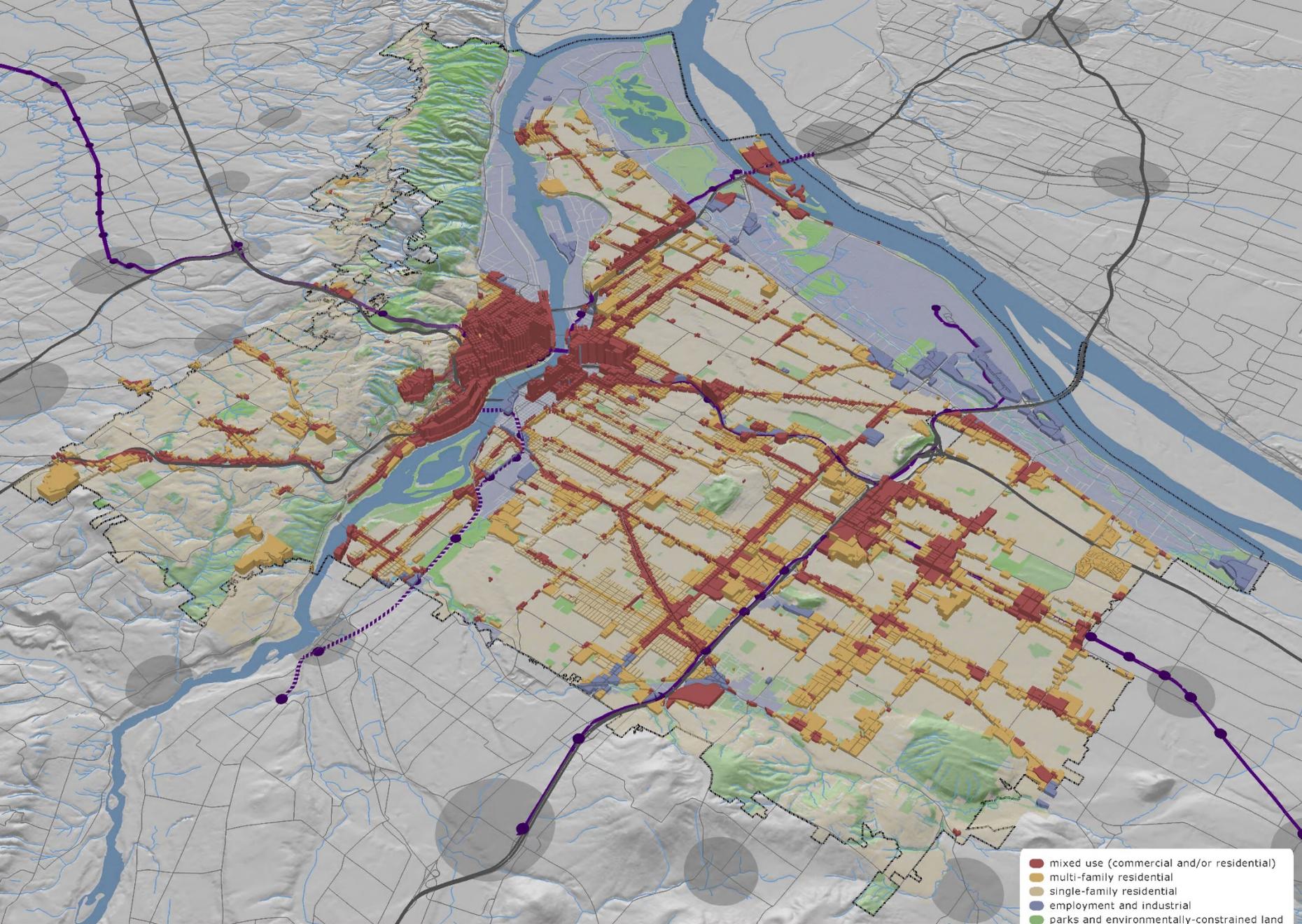
Comprehensive Plan, 1980.



Metro Region 2040 Growth Concept, 1995



Community, Neighborhood and Area Plans, 1972–Present



- mixed use (commercial and/or residential)
- multi-family residential
- single-family residential
- employment and industrial
- parks and environmentally-constrained land
- regional and town centers
- light rail/light rail stops
- freeways











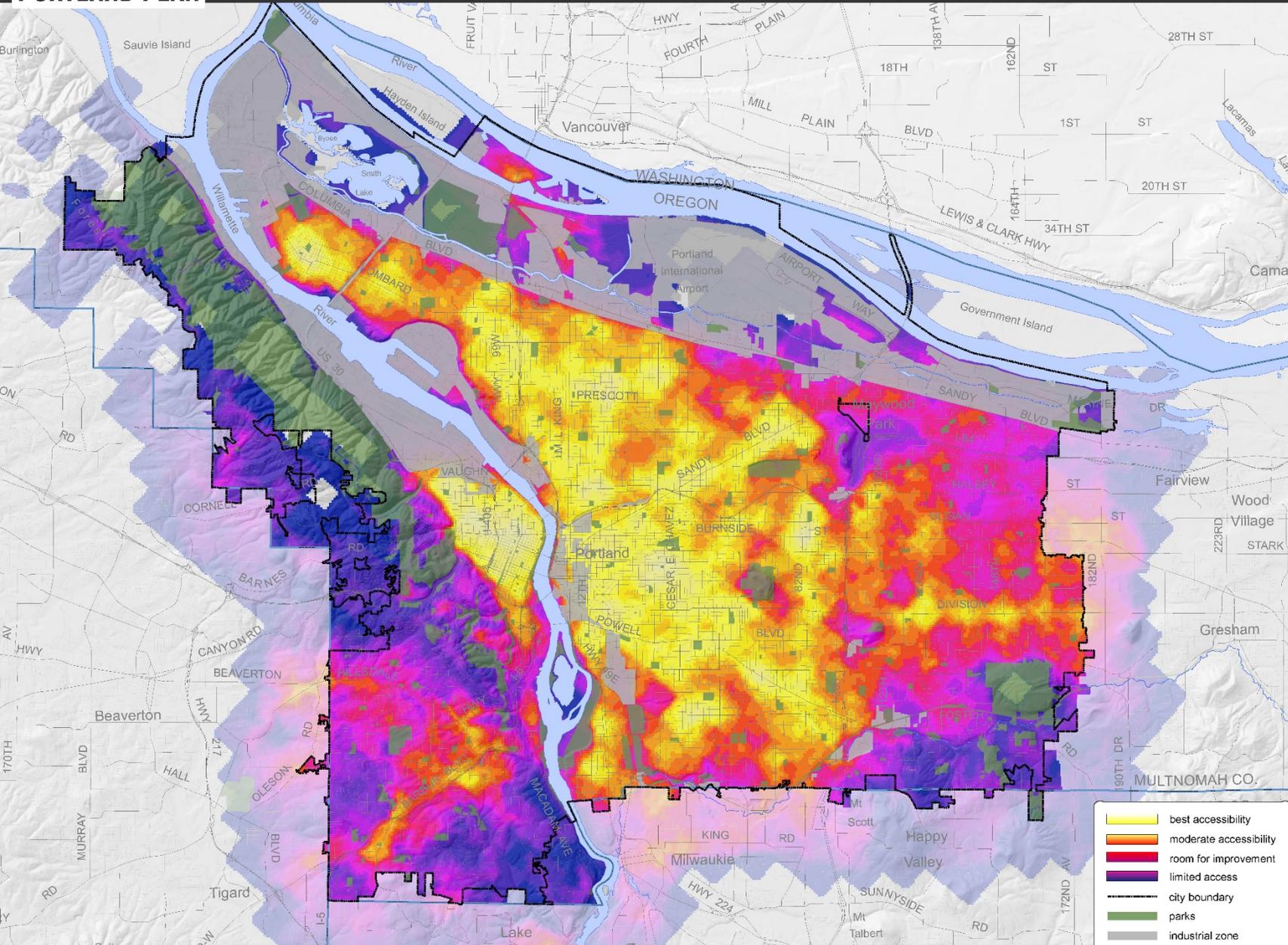
Civic Engagement





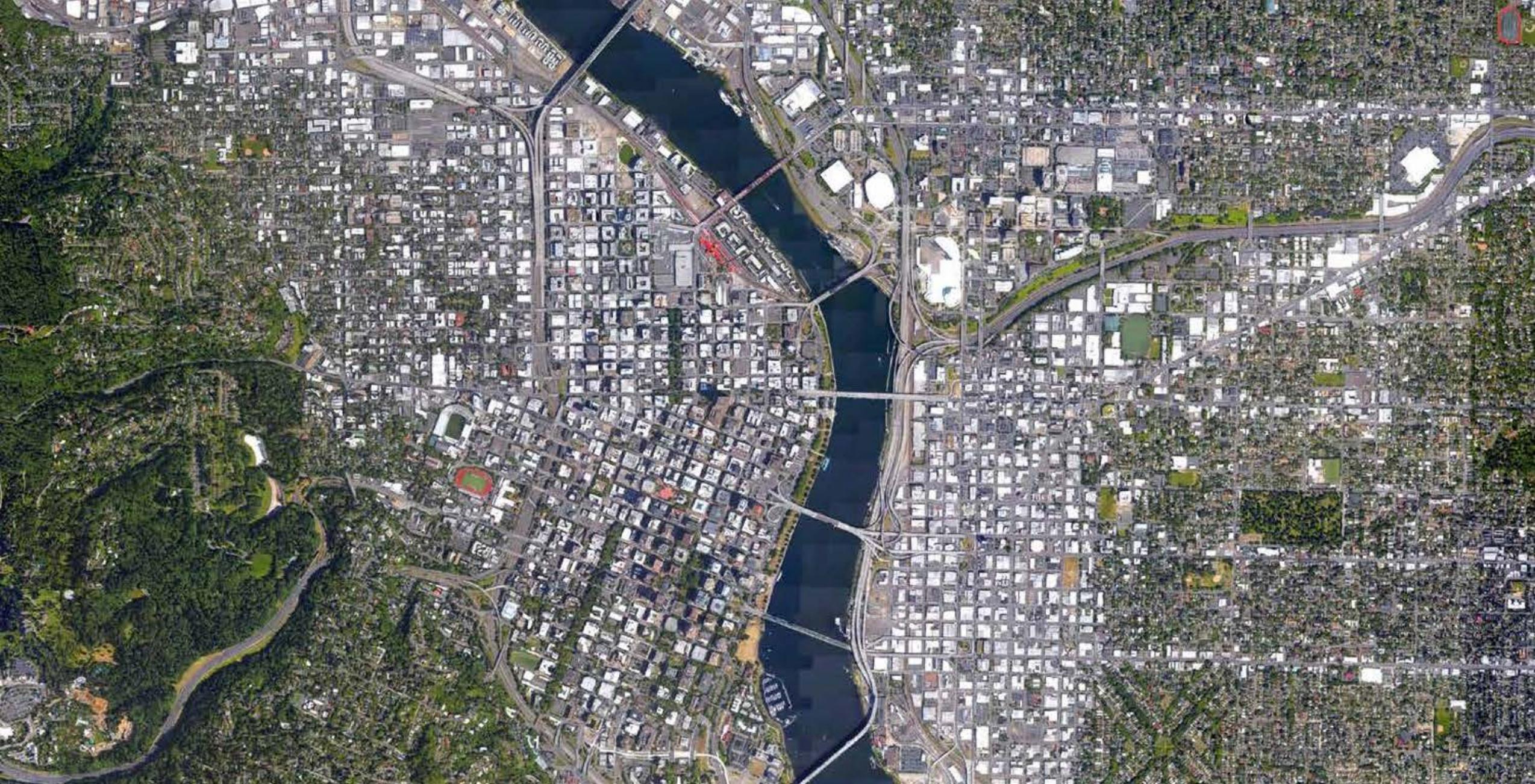


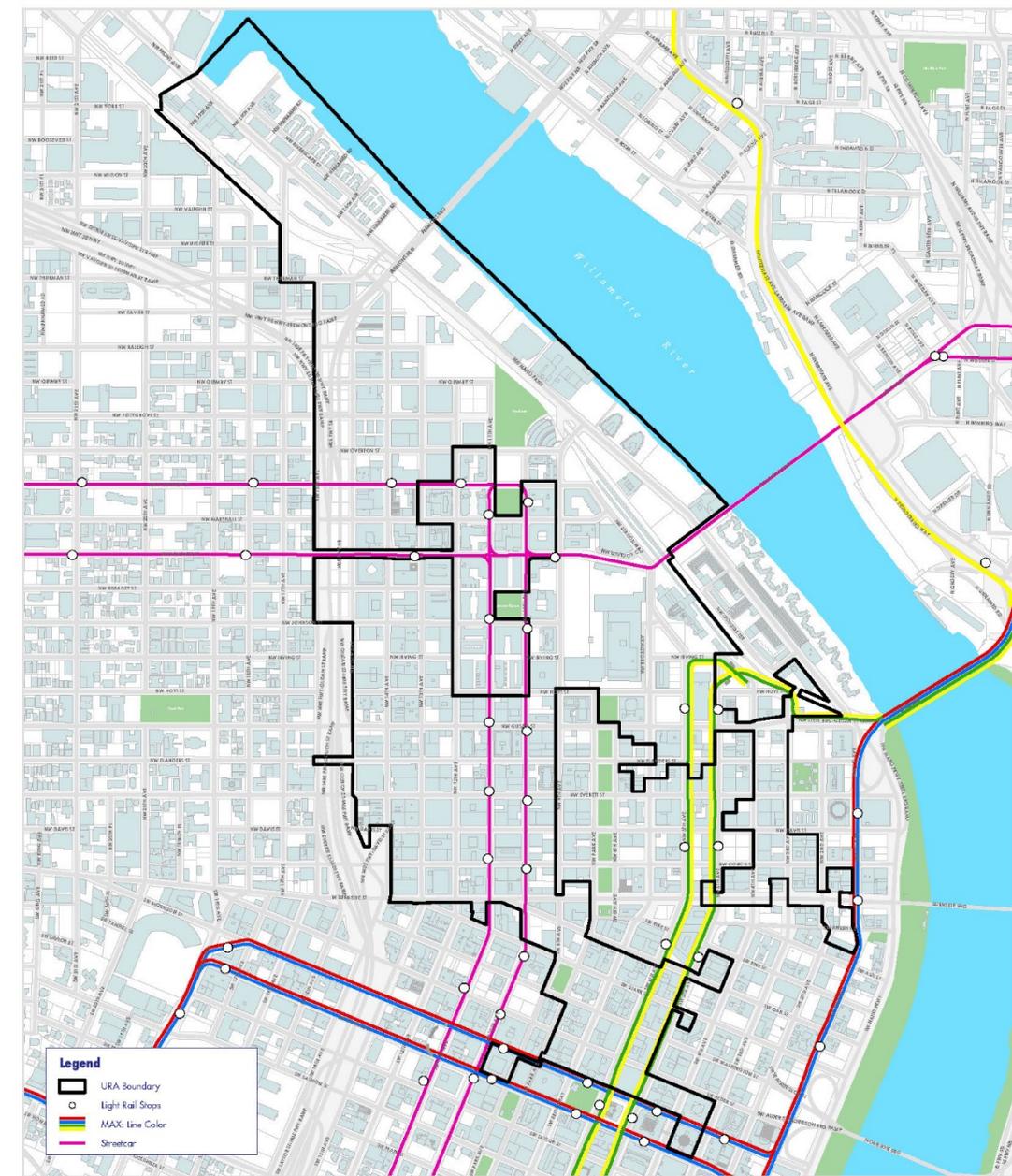




- Better use of existing infrastructure
- Neighborhood Main Street w/Retail
- Outdoor Comfort
- Climate Proofing Infrastructure
- Permeability/Water Management
- Walkability/Connectivity
- Mixed Housing
- Networks



















Public-Private Partnership: The Pearl District





Public-Private Partnership: The Pearl District

# Growth of Area : Tama Plaza



<the 1960s>



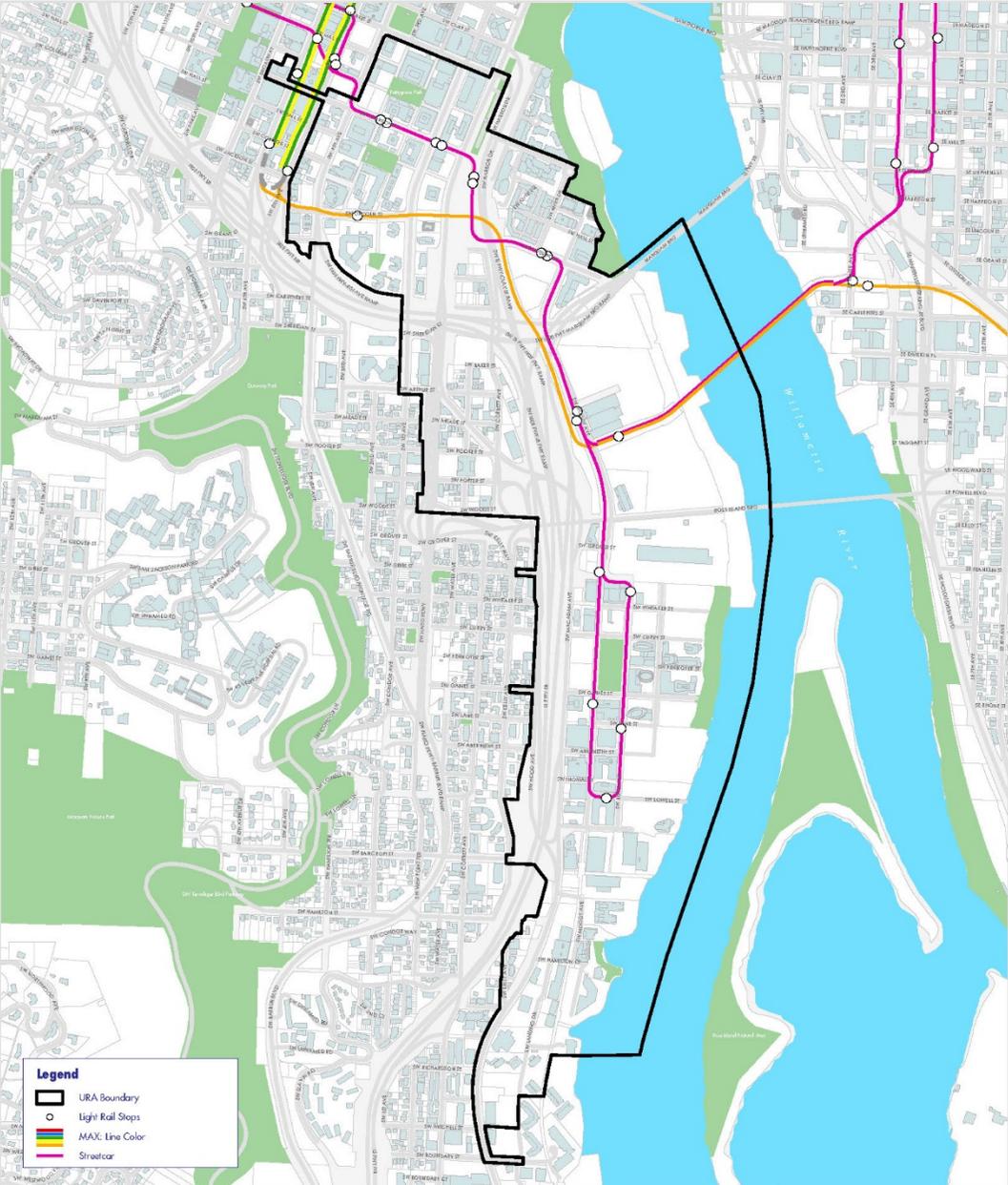
<present>





Next Generation City Community Development Project  
(photos courtesy of City of Yokohama and Tokyu Corporation)

© City of Yokohama 2015





PDC: North Macadam URA – South Waterfront District



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PDC: North Macadam URA – South Waterfront District – Zidell Yards



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PDC: North Macadam URA – South Waterfront District – Zidell Yards



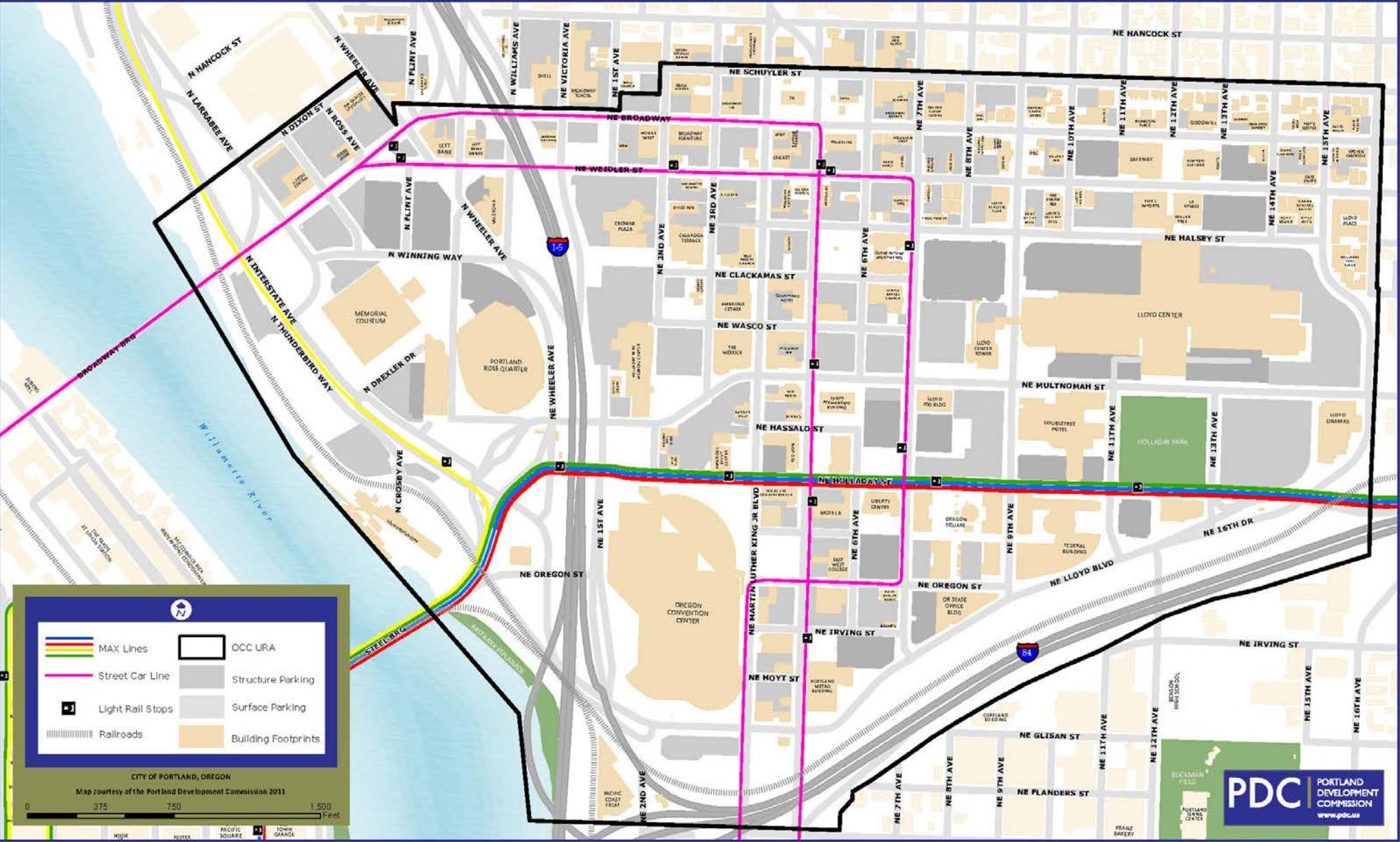
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PDC: North Macadam URA – South Waterfront District – Zidell Yards



© Zidell Yards

# Oregon Convention Center Urban Renewal Area Lloyd District



	MAX Lines		OCC URA
	Street Car Line		Structure Parking
	Light Rail Stops		Surface Parking
	Railroads		Building Footprints

CITY OF PORTLAND, OREGON  
 Map courtesy of the Portland Development Commission 2011  
 0 375 750 1,500 Feet

**PDC** PORTLAND DEVELOPMENT COMMISSION  
 www.pdc.or.us

This map was created by the Portland Development Commission (PDC) GIS. Every reasonable effort has been made to assure the accuracy of these maps and associated data. However, inadvertent errors can occur and the PDC does not assume any responsibility for omissions or positional accuracy. This information is presented "as is" and without warranties, either expressed or implied. Information Sources: Portland Development Commission Geographic Information Systems (GIS), City of Portland Corporate GIS, May 2011



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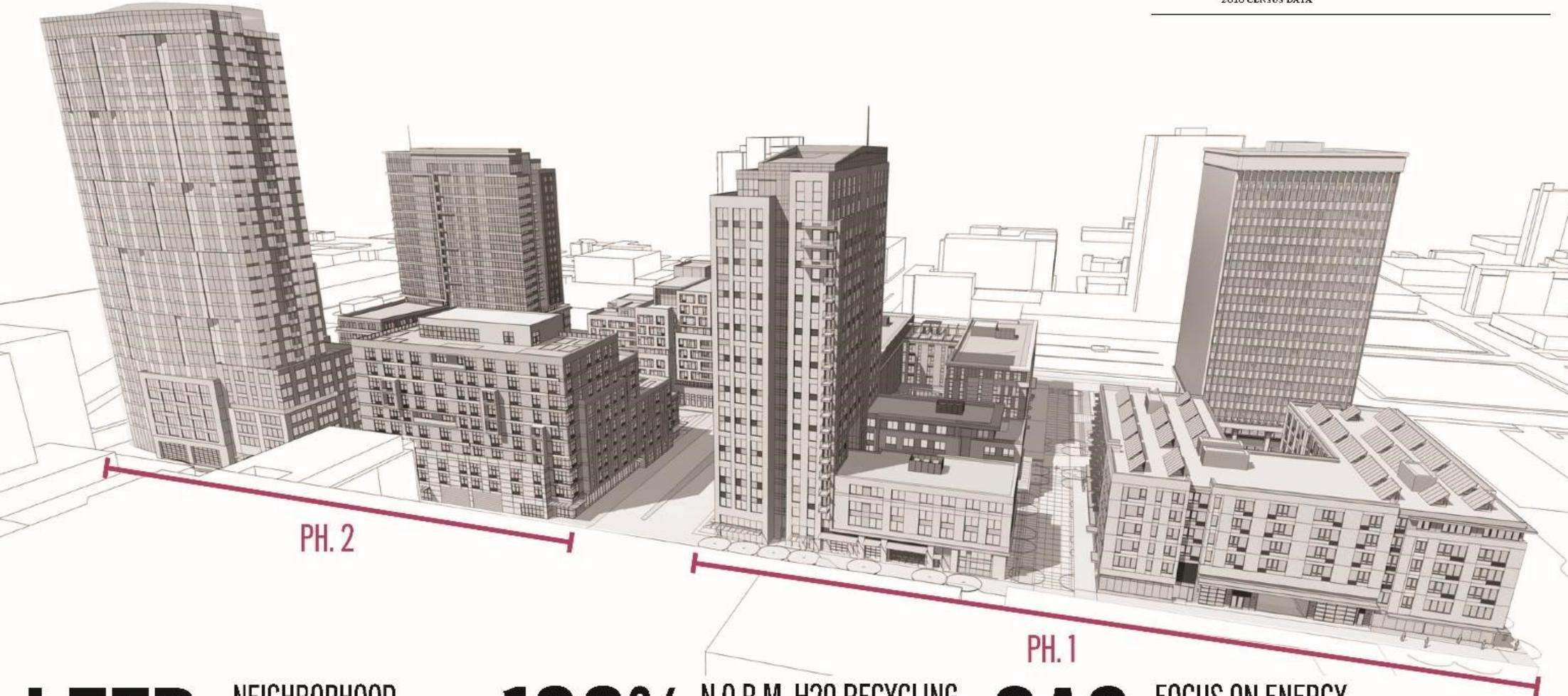
PDC: Oregon Convention Center URA – Lloyd District

# HASSALO NEIGHBORHOOD

**1,657** RESIDENTIAL UNITS

*About 3,800 in the Pearl*  
2010 CENSUS DATA

The Hassalo Neighborhood is set to become the next destination spot in Portland. The vicinity and accessibility of Hassalo, and the mixed zoning make it a hub for live / work culture.



PH. 2

PH. 1

**LEED**

*Platinum neighborhood development (ND)*

## NEIGHBORHOOD

The Hassalo Neighborhood is on track to become one of the first LEED Certified Neighborhoods in the country. All buildings will be LEED Certified. They share a common water treatment and mechanical system working together to use less.

**100%**

*sewer discharge reduction*

## N.O.R.M. H2O RECYCLING

The Natural Organic Recycling Machine (NORM) uses a series of tidal cells to allow biological waste water treatment to almost drinkable quality. The final stage tanks and vegetation are incorporated into dramatic water features that enhance green spaces.

**GAS**

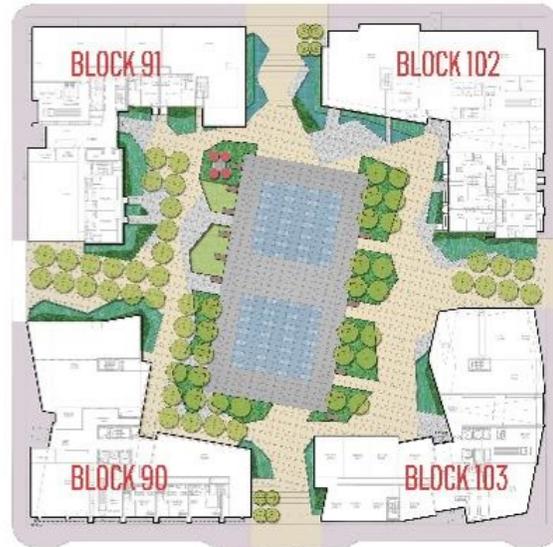
*powered applications*

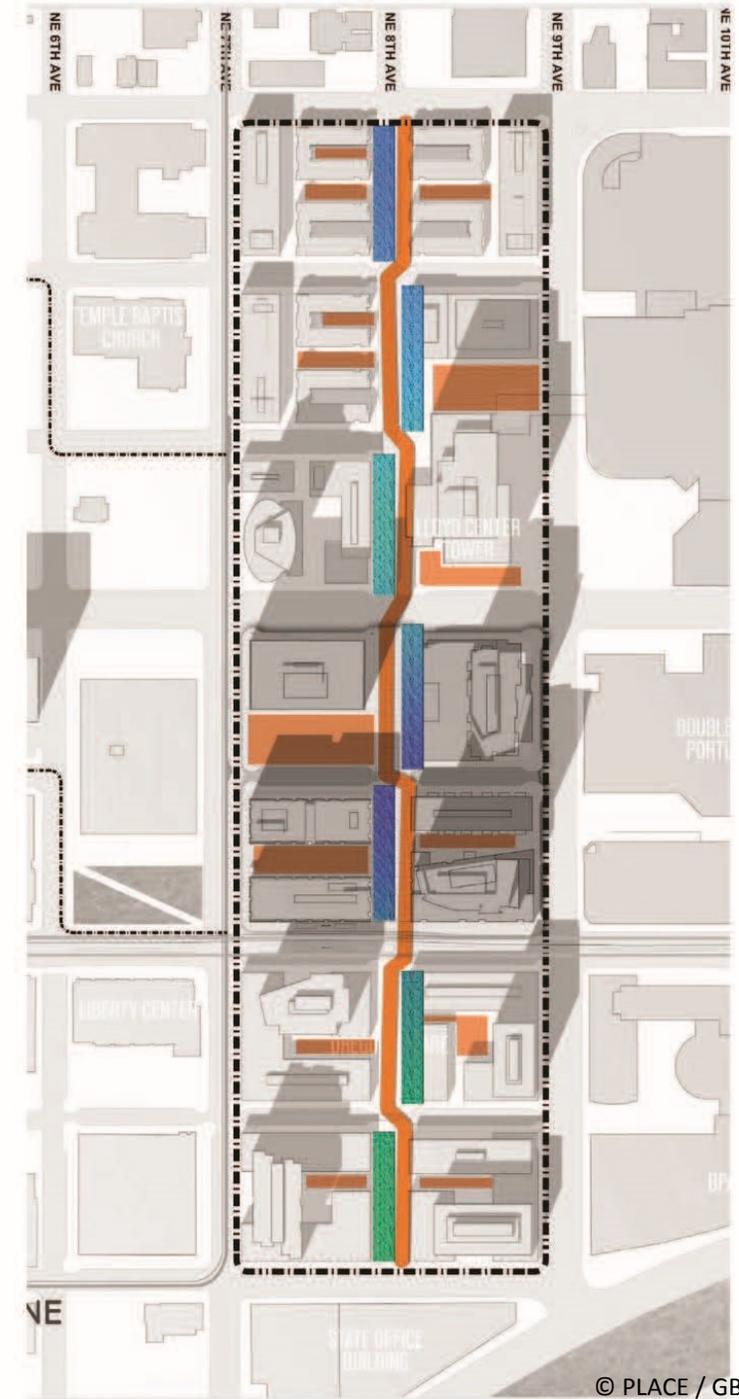
## FOCUS ON ENERGY

Heat pumps allow excess heat from spaces to be transferred to other uses balancing demands. Phase Two will also include Gas Powered Fuel Cells, these fuel cells generate on site energy and reduce demand and cost of transportation of energy. Waste heat will be used to supplement the hot water demand, one of the highest end-uses in residential buildings.

# HASSALO NEIGHBORHOOD ECO-DISTRICT OREGON SQUARE

COMMUNITY  
AIR WATER  
TRANSPORTATION  
ENERGY





# HASSALO NEIGHBORHOOD

## MIX USE OFFICE/HOUSING/PARKING/PARKS

Phase 1 of Hassalo on Eighth encompasses four Portland city blocks, two mid-rise residential buildings, the existing Lloyd 700 office tower and a 21 story apartment tower. The projects main focus is on the treatment of all black and grey water on site and placemaking.

*A live / work community*

### 657 RESIDENTIAL UNITS

The new Hassalo on Eighth encompasses four city blocks, two mid-rise residential buildings, the existing Lloyd 700 office tower and a 21 story apartment tower. The projects main focus is on the treatment of all black and grey water on site and placemaking.

### GROUND FLOOR RETAIL

Each building in the Hassalo on Eighth project will feature ground floor retail space, which will be used for a variety of retail and service uses. The ground floor retail space will be used for a variety of retail and service uses.

### FOCUS ON WATER

The Hassalo on Eighth project will feature a focus on water treatment and management. The project will feature a focus on water treatment and management.

### ROOFTOP AMENITIES

The Hassalo on Eighth project will feature rooftop amenities, including rooftop gardens and rooftop terraces. The rooftop amenities will be used for a variety of recreational and social uses.

### TRANSPORTATION OPTIONS

The Hassalo on Eighth project will feature a variety of transportation options, including a bike hub, a transit station, and a multi-modal street. The transportation options will be used for a variety of transportation needs.

### OFFICE SPACE

The Lloyd 700 office tower will feature office space, which will be used for a variety of office uses. The office space will be used for a variety of office uses.

### 1,200 PARKING SPACES

The Hassalo on Eighth project will feature 1,200 parking spaces, which will be used for a variety of parking needs. The parking spaces will be used for a variety of parking needs.

### ECO-ROOFS

The Hassalo on Eighth project will feature eco-roofs, which will be used for a variety of environmental and aesthetic purposes. The eco-roofs will be used for a variety of environmental and aesthetic purposes.

### CLOSE TO EVERYTHING

The Hassalo on Eighth project is located in a prime location, close to everything, including a transit station, a bike hub, and a multi-modal street. The project is located in a prime location, close to everything.

### WALKABILITY

The Hassalo on Eighth project will feature a focus on walkability, including a multi-modal street and a bike hub. The project will feature a focus on walkability.

- NEIGHBORHOOD REFRESH
- PLAZA EVENT SPACE
- BIKE PARKING
- MOBY
- ACCESS TO TRANSIT
- KIND MATERIALS
- POD GREEN ROOF
- ROOF GARDEN
- COMMUNITY SPACES
- SOLAR SHADING
- ROOFTOP AMENITY SPACE

### ACCESS TO TRANSIT



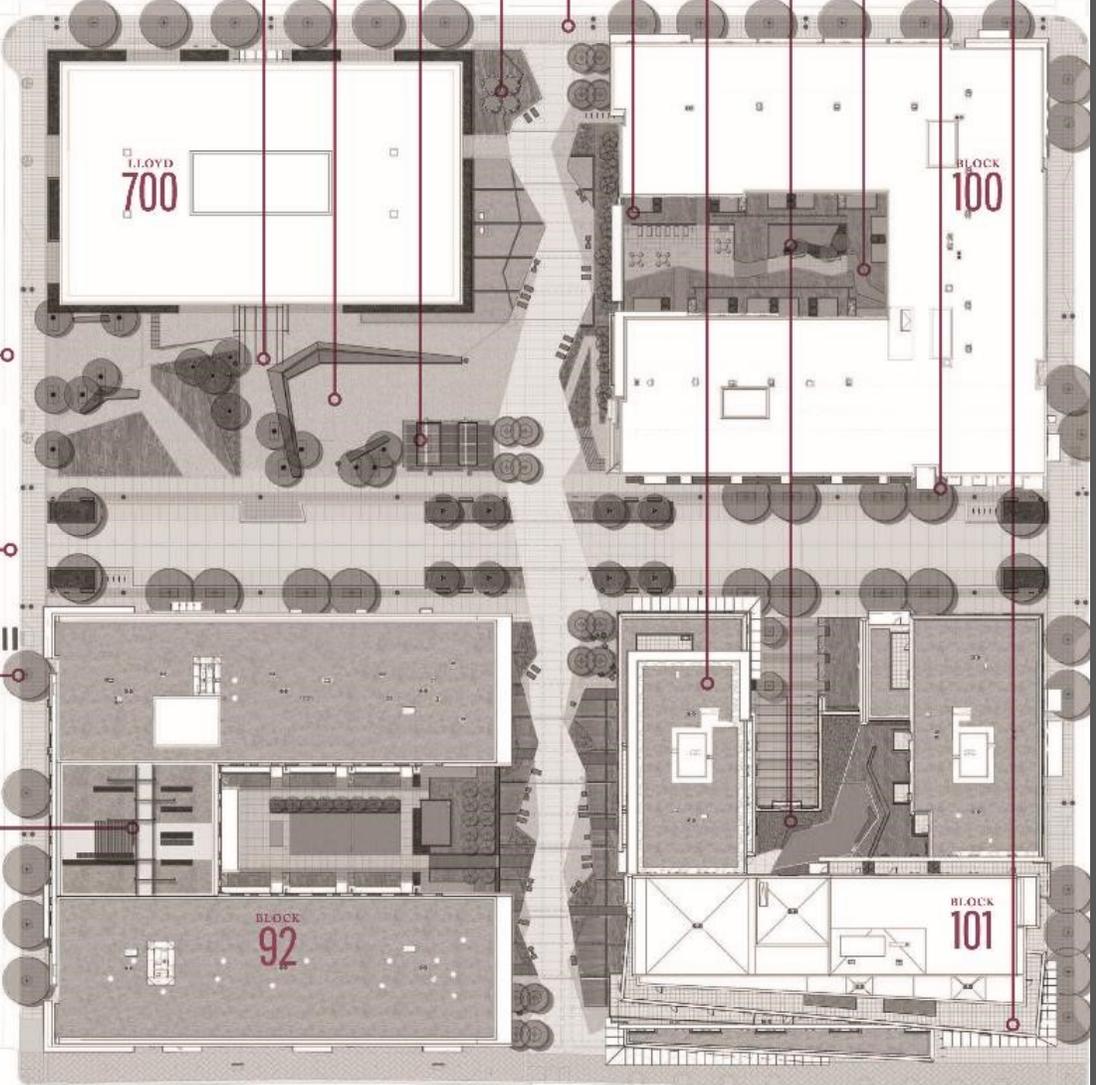
### MULTI-MODE STREET



### LANDSCAPING



### COMMUNITY TERRACE



# 1,200

Bike Parking Stalls

## A BIKER'S PARADISE

Hassalo on Eighth has over 1,200 bike parking stalls, including a bike hub with wash station and locker rooms, bike parking stalls in each individual building and some apartments also feature bike parking spots. Oregon Square will exceed that number by adding an additional 1,500 bike parking spots!

# COMMUNITY

<b>OREGON SQUARE</b> "PORTLAND'S FAMILY ROOM" VISITORS/YR: X EVENTS/YR: X ACREAGE: 2.24 ACRES	<b>PIONEER SQUARE</b> "PORTLAND'S BELOVED LIVING ROOM" VISITORS/YR: 10,000,000 EVENTS/YR: 300 ACREAGE: 1.54 ACRES	<b>DIRECTOR'S PARK</b> "THE GRANITE PLAZA" VISITORS/YR: 24,000 EVENTS/YR: 114 ACREAGE: .46 ACRES	<b>JAMISON SQUARE</b> "PORTLAND'S BIGGEST KID MAGNET" ACREAGE: .91 ACRES	<b>ELIZABETH CARUTHERS PARK</b> "HEAD OF THE SW WATERFRONT" ACREAGE: 2 ACRES
			<b>TANNER SPRINGS</b> "BEAUTIFUL LITTLE OASIS" ACREAGE: .92 ACRES	<b>ESTHER SHORT PARK</b> "THE CITY'S BULWARK" ACREAGE: 5.4 ACRES

**TRANSIT ACCESS**  
 The Oregon Square site is an ideal transit location. It is located within 1/4 mile of the MAX station, and is a short walk to the streetcar station. The site is also within walking distance of the streetcar station, and is a short walk to the streetcar station.

**KIND MATERIALS**  
 The use of kind materials is a key strategy for reducing the carbon footprint of a building. Kind materials are those that are sourced locally, are made from recycled materials, and are easy to maintain and repair.

**NATURAL VENTILATION**  
 Natural ventilation is a key strategy for reducing energy consumption and improving indoor air quality. It involves the use of natural forces to move air through a building, reducing the need for mechanical ventilation.

**NEIGHBORHOOD RETAIL**  
 The inclusion of neighborhood retail is a key strategy for creating a vibrant, walkable community. It involves the inclusion of small businesses and services that serve the needs of the neighborhood.

**NORM**  
 The use of a norm is a key strategy for creating a sustainable building. It involves the use of a set of standards and guidelines that are based on best practices and research.

**COMMUNITY SPACES**  
 The inclusion of community spaces is a key strategy for creating a vibrant, walkable community. It involves the inclusion of public spaces, such as parks, plazas, and community centers.

**SOLAR SHADING**  
 Solar shading is a key strategy for reducing energy consumption and improving indoor air quality. It involves the use of devices, such as awnings and louvers, to block direct sunlight from hitting the building's facade.

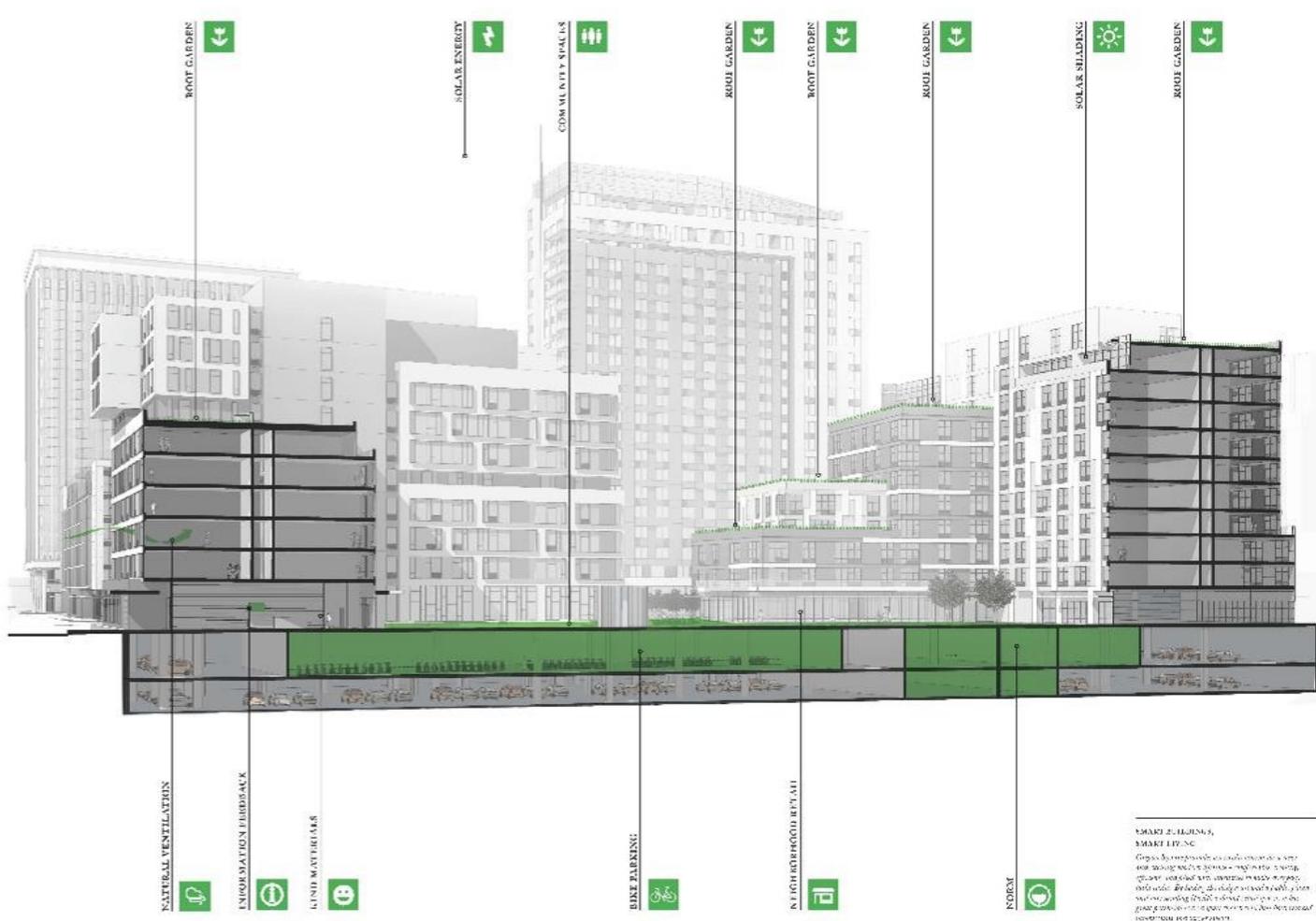
**SOLAR ENERGY**  
 Solar energy is a key strategy for reducing energy consumption and improving indoor air quality. It involves the use of solar panels to generate electricity on-site.

**INFO FEEDBACK**  
 Information feedback is a key strategy for creating a sustainable building. It involves the use of sensors and data collection to monitor building performance and make adjustments as needed.

**BIKE STORAGE**  
 Bike storage is a key strategy for creating a vibrant, walkable community. It involves the inclusion of secure, convenient bike parking spaces.

**ROOF GARDEN**  
 Roof gardens are a key strategy for reducing energy consumption and improving indoor air quality. They provide insulation, reduce heat island effect, and provide a habitat for local wildlife.

**FITNESS**  
 Fitness is a key strategy for creating a vibrant, walkable community. It involves the inclusion of fitness facilities, such as gyms and yoga studios.

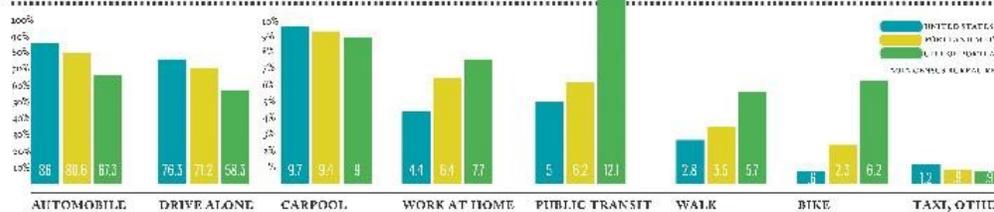


**2,700** A BIKER'S PARADISE  
 Hassalo on Eighth has over 1,200 bike parking stalls, including a bike hub with wash station and locker rooms. Oregon Square will exceed that number by adding an additional 1,500 bike parking spots!

**SMART BUILDINGS, SMART LIVING**  
 Oregon Square will be a smart building, using advanced technologies to reduce energy consumption and improve indoor air quality. It will also be a smart living space, with a variety of amenities and services that make it a desirable place to live and work.

# TRANSPORTATION

MEANS OF COMMUTING TO WORK



## OREGON SQUARE TRANSIT

Oregon Square is a transit-oriented development (TOD) located in the heart of downtown Portland, Oregon. It is a 10-acre site bounded by the Willamette River to the west, the downtown business district to the east, and the downtown residential district to the south. The site is currently a mix of office, retail, and residential uses. The Oregon Square TOD is a key component of the city's transportation strategy, which aims to increase transit ridership and reduce car dependency in the downtown core.

### WALKABILITY

The Oregon Square TOD is a highly walkable area, with a high density of destinations and a network of sidewalks and pedestrian crossings. The site is also served by a variety of transit options, including streetcars, buses, and MAX light rail, making it an ideal location for walking to work and school.

### BIKABILITY

The Oregon Square TOD is a highly bikable area, with a high density of destinations and a network of sidewalks and pedestrian crossings. The site is also served by a variety of transit options, including streetcars, buses, and MAX light rail, making it an ideal location for walking to work and school.

### STREETCAR

The Oregon Square TOD is a highly walkable area, with a high density of destinations and a network of sidewalks and pedestrian crossings. The site is also served by a variety of transit options, including streetcars, buses, and MAX light rail, making it an ideal location for walking to work and school.

### MAX LIGHTRAIL

The Oregon Square TOD is a highly walkable area, with a high density of destinations and a network of sidewalks and pedestrian crossings. The site is also served by a variety of transit options, including streetcars, buses, and MAX light rail, making it an ideal location for walking to work and school.

### BUS

The Oregon Square TOD is a highly walkable area, with a high density of destinations and a network of sidewalks and pedestrian crossings. The site is also served by a variety of transit options, including streetcars, buses, and MAX light rail, making it an ideal location for walking to work and school.

### CAR

The Oregon Square TOD is a highly walkable area, with a high density of destinations and a network of sidewalks and pedestrian crossings. The site is also served by a variety of transit options, including streetcars, buses, and MAX light rail, making it an ideal location for walking to work and school.

MORE THAN 17,000 PEOPLE COMMUTE BY BIKE TO WORK EACH DAY

80% OF PEOPLE WEAR HELMETS

PORTLAND HAS MORE THAN 319 MILES OF DEDICATED BIKEWAYS

100 MILLION TRIPS ARE TAKEN ON TRIMET EACH YEAR

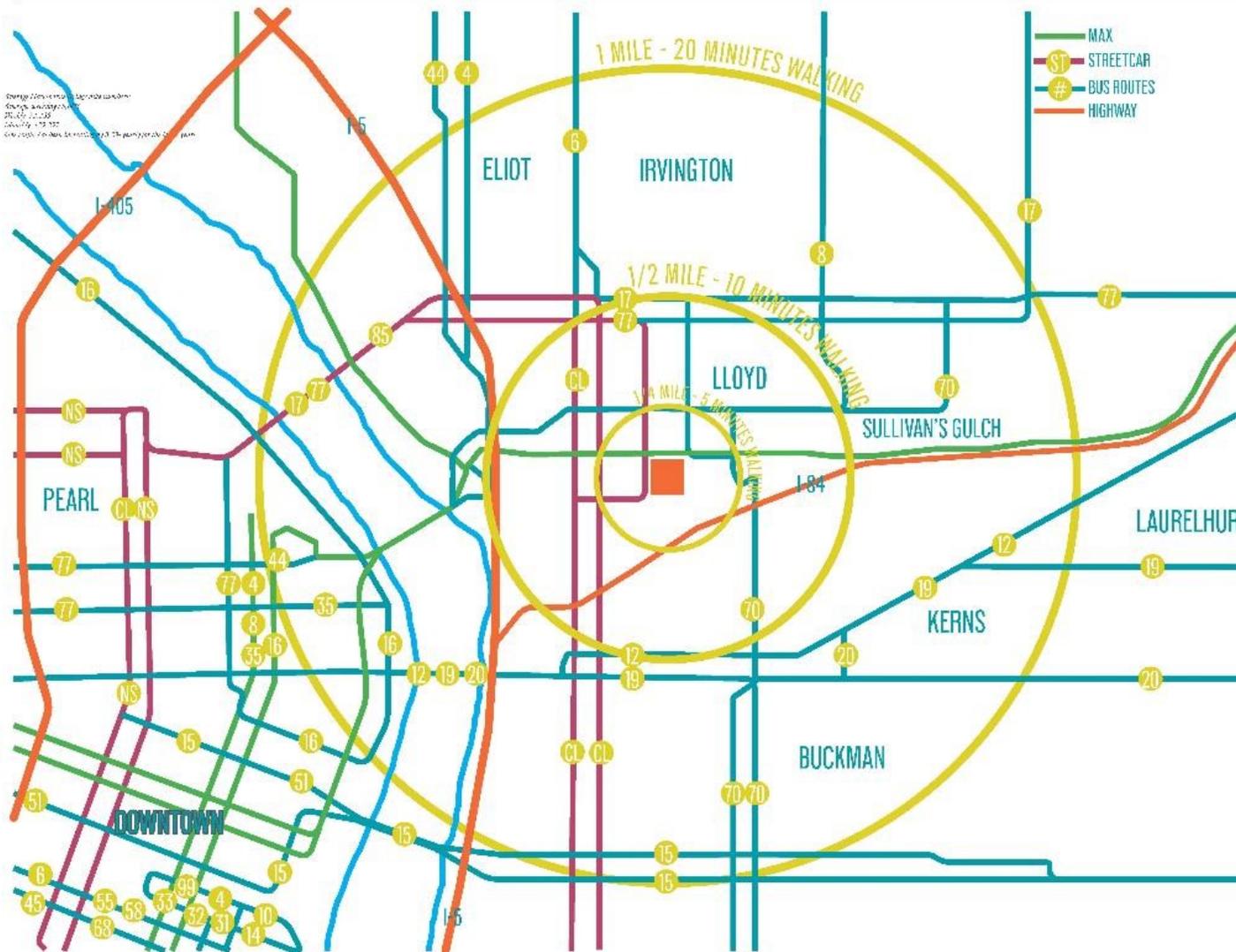
45% OF PORTLAND STATE STUDENTS TAKE TRANSIT TO CLASS

TRIMET ELIMINATES 207,750 CAR TRIPS DAILY

45% OF HIGH HOUR COMMUTERS TO DOWNTOWN TAKE TRANSIT

35% OF BIKE COMMUTERS ARE FEMALE

EVERY WEEKDAY TRIMET HAS MORE THAN 316,700 TRIPS



# ENERGY

## CLEAN

*energy production on-site*

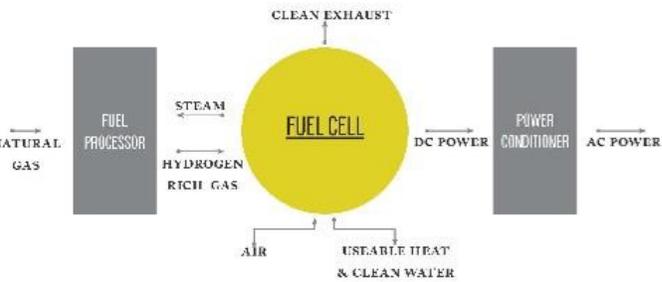
### FUEL CELL

The fuel cell converts chemical energy from natural gas to electricity through a chemical reaction, resulting in a highly clean and efficient energy generation process.

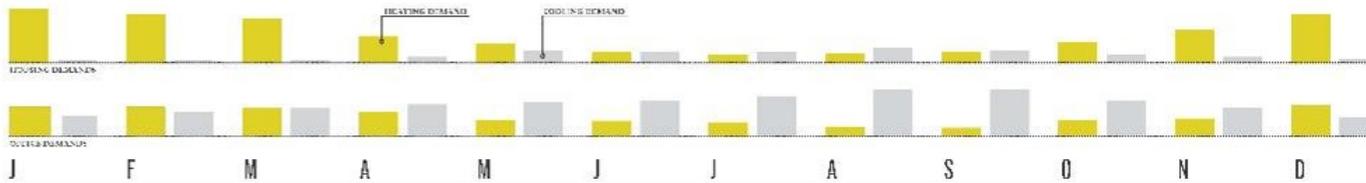


#### FUEL CELL

Fuel cells are an efficient form of energy conversion that produce electricity through a chemical reaction. They are highly efficient and produce clean exhaust.



FUEL CELL

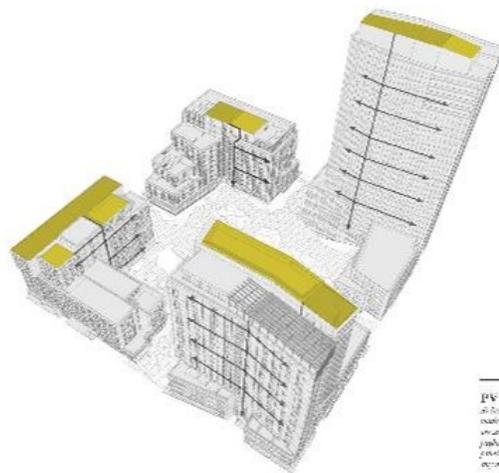


## RENEW

*power from the sun*

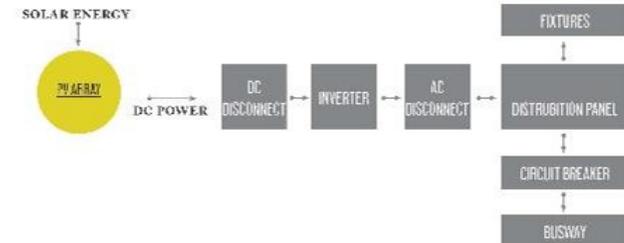
### PV PANEL ARRAY

Photovoltaic arrays consist of solar panels which convert sunlight into electricity and a solar inverters which change electrical current from DC to AC so that it can be used in household scenarios.



#### PV PANELS

Photovoltaic panels convert sunlight into electricity. They are a clean and efficient way to generate power.



PHOTOVOLTAIC PANELS

## THERM

*solar-powered hot water*

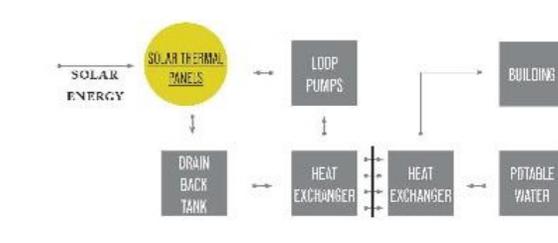
### SOLAR THERMAL

Solar hot water systems offset hot water demand by storing heat from the sun in a freeze-resistant liquid and exchanging this heat to potable water to be distributed throughout the buildings.



#### SOLAR THERMAL

Solar thermal panels collect heat from the sun and use it to heat water for use in buildings.



SOLAR THERMAL PANELS

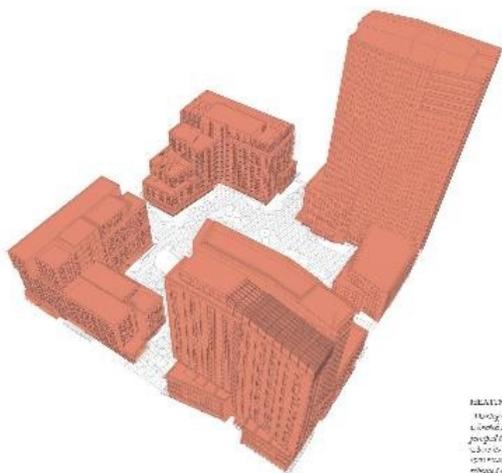
# AIR

## HEAT

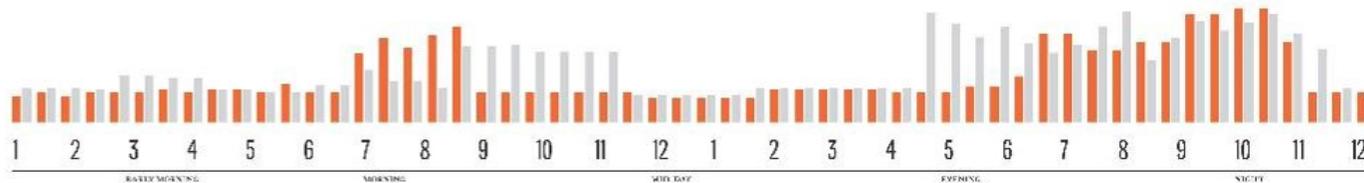
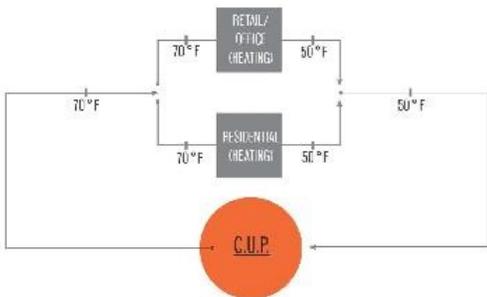
*production is necessary*

### WINTER DEMAND

Water from a central utility plant (CUP) is used to meet the heating needs of both residential spaces and office spaces in winter months.



**HEATING IN WINTER**  
 Heating water is used to heat residential and office spaces and provide hot water for other buildings. The water is returned to the CUP for reuse in the next cycle.

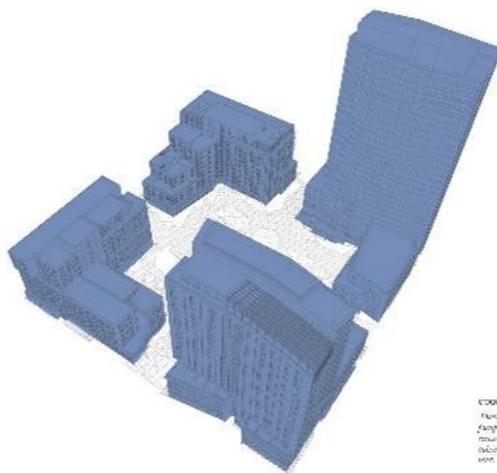


## COOL

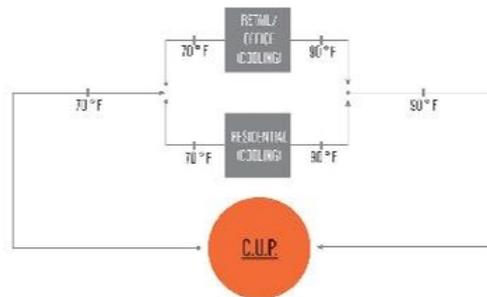
*need to get rid of heat*

### SUMMER DEMAND

Since office and retail spaces produce more heat in summer months than is necessary, water is used as a medium by which to deliver excess heat from these retail/office spaces to heat residential spaces.



**COOLING IN SUMMER**  
 Heating water is used to heat residential and office spaces and provide hot water for other buildings. The water is returned to the CUP for reuse in the next cycle.

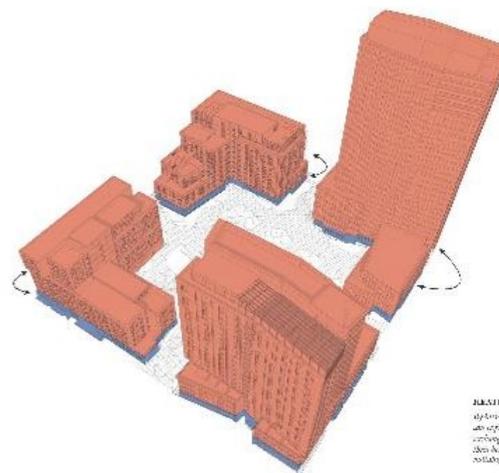


## EQUIL

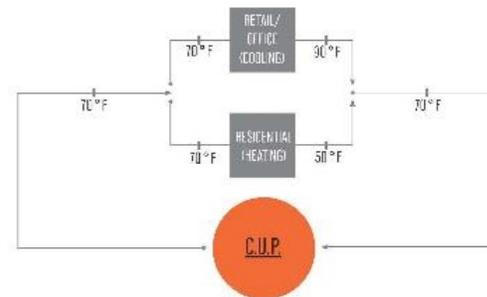
*htg demand = cooling*

### SPRING / FALL

Heat pumps in apartments draw energy from a Condenser Water Loop and deliver only the amount of heating needed where it is needed. The loop uses water, not air, to move heat.



**HEATING & COOLING IN EQUILIBRIUM**  
 Heating water is used to heat residential and office spaces and provide hot water for other buildings. The water is returned to the CUP for reuse in the next cycle.

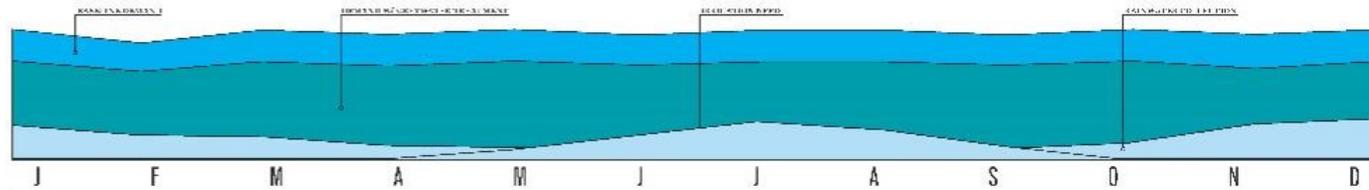
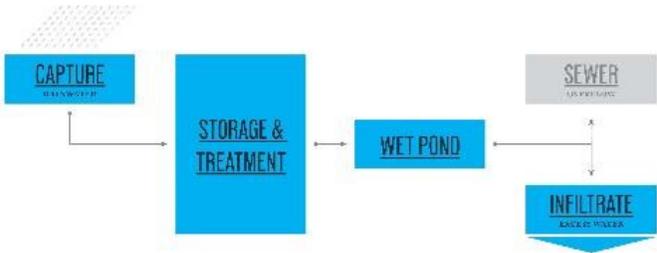


# WATER

## \$2.3 SYST. DEV. CHARGES

million dollars saved

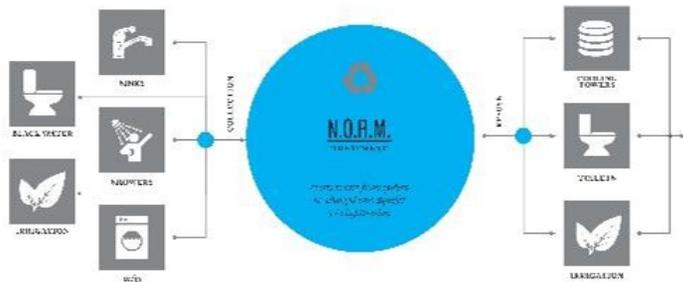
Combined Sewer Overflow (CSO) is over capacity. Infiltration on-site is limited, and storage is expensive. The result is overflow into the CSO, resulting in fees. These fees can be mitigated with several strategies, including the infiltration of excess water into aquifers.



## 100% N.O.R.M

sewer discharge reduction

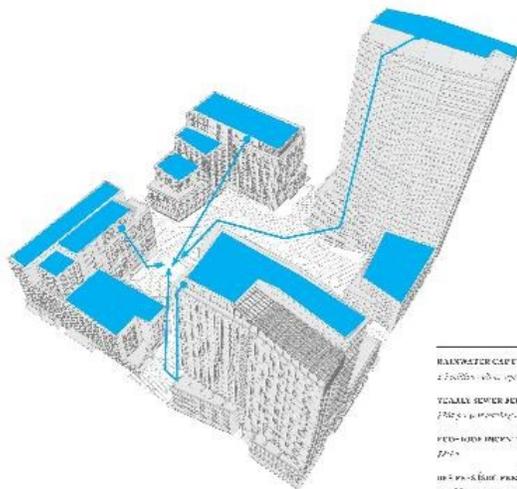
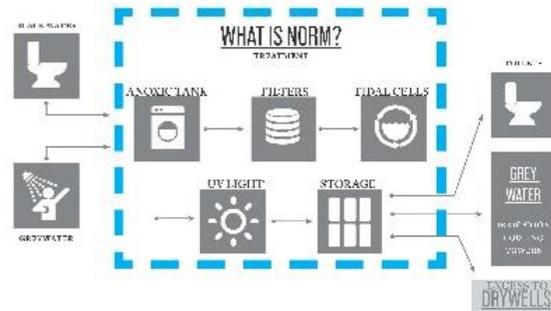
Treating all waste water on site with N.O.R.M, could reduce sewer discharge by almost 100%, and justify \$2.3m SDC reduction, and up to \$80,000 annual sewer bill savings.



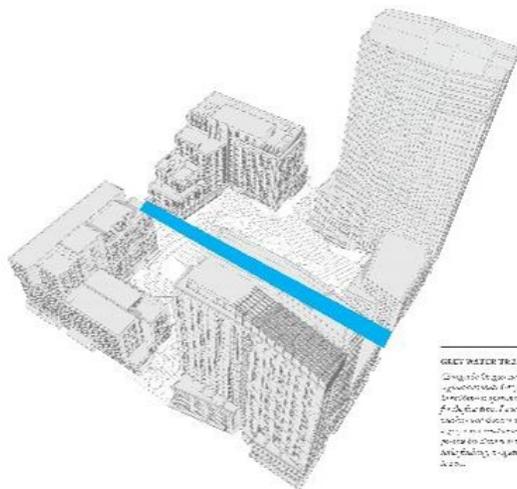
## 100% FEEDBACK

user interaction

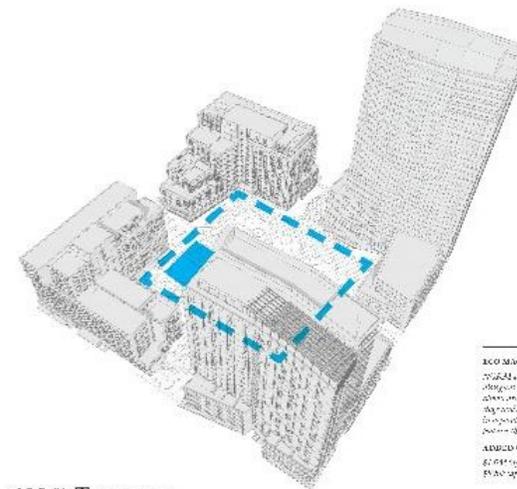
The "Prius" Effect has proven that when people know the effects of what they are doing they use less. NORM is an on-site visible example of users actions.



**RAINWATER CAPTURE**  
2.5 million gallons per year  
**TOTAL SDC SAVED**  
\$2.3 million per year  
**FEED-BACK IMPACT**  
20% less water  
12.5% energy savings



**GREY WATER TREATMENT**  
Captured greywater is treated on-site using N.O.R.M. technology. This water is then used for toilet flushes, irrigation, and other non-potable uses. This process reduces the amount of water that needs to be treated at the wastewater treatment plant, resulting in significant savings.



100% Treatment

**ECO MAGNIFIC**  
The N.O.R.M. system is a highly efficient water treatment system that can be used in a variety of applications. It is designed to be easy to install and maintain, and it can be used in a wide range of environments. The system is also highly durable and can last for many years. The N.O.R.M. system is a highly effective way to reduce water consumption and save money on water bills. It is a highly innovative and sustainable solution for water management.



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# OREGON SQUARE

**4/1**  
= More Green Space!

## HIGH RISE BUILDINGS = 1 PLAZA

Creating four high rise buildings allows them to take up a smaller footprint and thus create a huge inviting plaza for events. Two buildings will be 10 stories, One will be 22 and the last will be 32 stories. All buildings will have many retail spaces on the ground floor to help activate the plaza.

### 1,000 RESIDENTIAL UNITS

Oregon Square will have an exciting variety of units, including studio, one and two bedrooms, and also townhomes. The units will be spread across four blocks, Block 90, Block 91, Block 92 and Block 93. The units will be spread across four blocks, Block 90, Block 91, Block 92 and Block 93. The units will be spread across four blocks, Block 90, Block 91, Block 92 and Block 93.

### GROUND FLOOR RETAIL

Each building will have ground floor retail spaces, including shops, cafes, and restaurants. The ground floor retail spaces will be spread across four blocks, Block 90, Block 91, Block 92 and Block 93. The ground floor retail spaces will be spread across four blocks, Block 90, Block 91, Block 92 and Block 93.

### FOCUS ON WATER

Each building will have water features, including fountains and water walls. The water features will be spread across four blocks, Block 90, Block 91, Block 92 and Block 93. The water features will be spread across four blocks, Block 90, Block 91, Block 92 and Block 93.

### ROOFTOP AMENITIES

Each building will have rooftop amenities, including patios and decks. The rooftop amenities will be spread across four blocks, Block 90, Block 91, Block 92 and Block 93. The rooftop amenities will be spread across four blocks, Block 90, Block 91, Block 92 and Block 93.

### TRANSPORTATION OPTIONS

Oregon Square will have many transportation options, including bike parking and car sharing. The transportation options will be spread across four blocks, Block 90, Block 91, Block 92 and Block 93. The transportation options will be spread across four blocks, Block 90, Block 91, Block 92 and Block 93.

### FOCUS ON ENERGY

Each building will have energy efficient features, including solar panels and energy efficient appliances. The energy efficient features will be spread across four blocks, Block 90, Block 91, Block 92 and Block 93. The energy efficient features will be spread across four blocks, Block 90, Block 91, Block 92 and Block 93.

### HUGE EVENT PLAZA

Each building will have a huge event plaza, including a large open space for events and activities. The event plaza will be spread across four blocks, Block 90, Block 91, Block 92 and Block 93. The event plaza will be spread across four blocks, Block 90, Block 91, Block 92 and Block 93.

### ECO-ROOFS AND GARDENS

Each building will have eco-roofs and gardens, including green roofs and community gardens. The eco-roofs and gardens will be spread across four blocks, Block 90, Block 91, Block 92 and Block 93. The eco-roofs and gardens will be spread across four blocks, Block 90, Block 91, Block 92 and Block 93.

### CLOSE TO EVERYTHING

Each building will be close to everything, including schools, parks, and shopping. The buildings will be spread across four blocks, Block 90, Block 91, Block 92 and Block 93. The buildings will be spread across four blocks, Block 90, Block 91, Block 92 and Block 93.

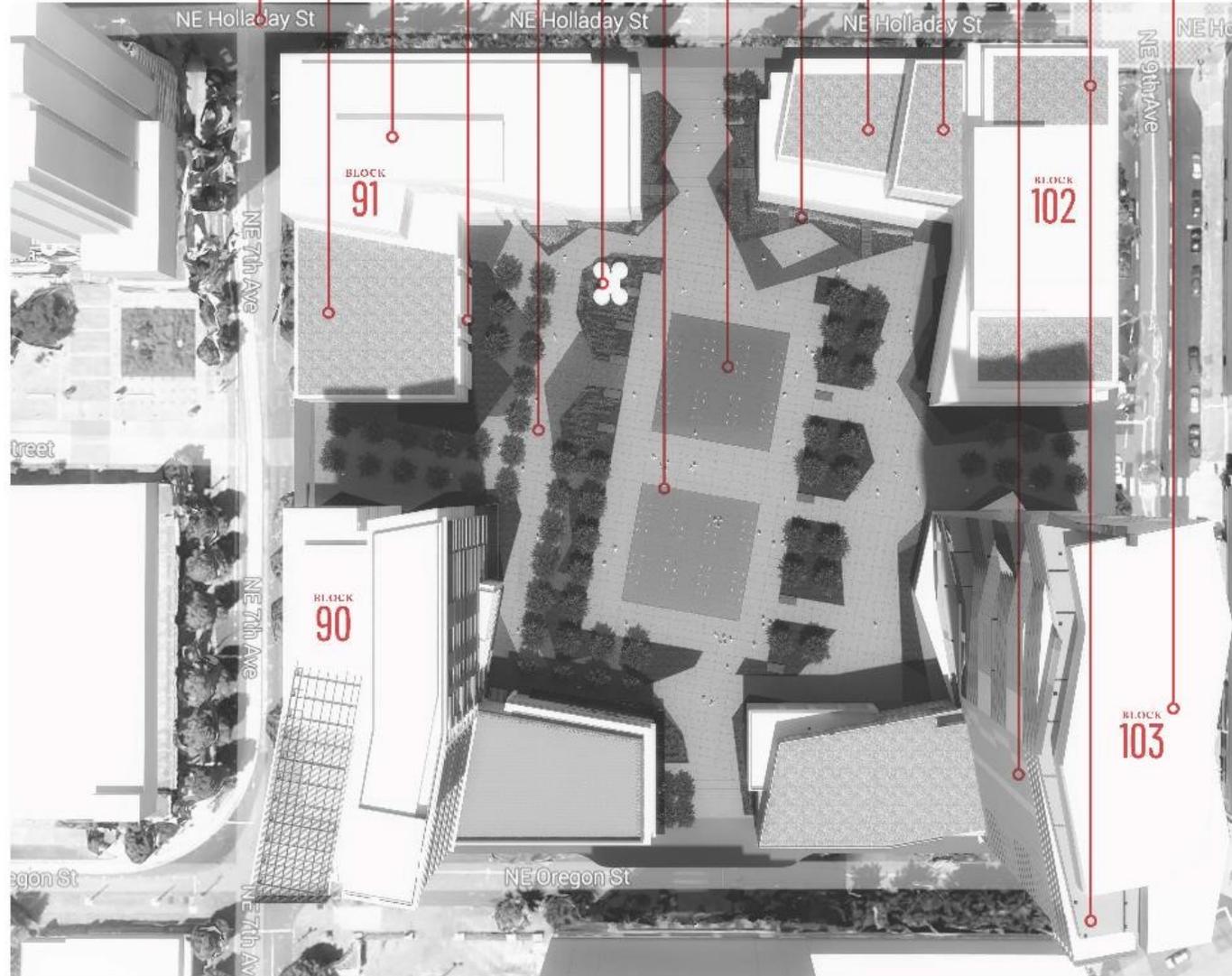
### WALKABILITY

Each building will be walkable, including sidewalks and pedestrian crossings. The buildings will be spread across four blocks, Block 90, Block 91, Block 92 and Block 93. The buildings will be spread across four blocks, Block 90, Block 91, Block 92 and Block 93.

**2,700**  
Bike Parking Stalls

## A BIKER'S PARADISE

Hassalo on Eighth has over 1,200 bike parking stalls, including a bike hub with wash station and locker rooms. Oregon Square will exceed that number by adding an additional 1,500 bike parking spots!







© PLACE / GBD

Oregon Square, Lloyd District



Education	Public Health
Housing	Lifestyles
Public/Private Partnership	Civic Engagement
Resilience Planning	Technology
Creative Financing	Demographics
Mobility	Equity
Green Infrastructure	Natural Resources

**STRATEGIES**   **CHALLENGES**



**WE BUILD  
GREENCITIES**

**PORTLAND**  
**OREGON**











PDC We Build Green Cities , Japan



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What kind of *place* shall we leave for future generations?



**WE BUILD  
GREEN CITIES**

**PORTLAND**  
OREGON