

The PSU College of Urban & Public Affairs  
is pleased to recognize  
Gerding Edlen Development Company as an Urban Pioneer

## GERDING EDLEN DEVELOPMENT COMPANY

### *Building a Better Portland*

How does a 43-person firm turn a deteriorating downtown industrial area into a vital urban core where people enjoy working, shopping, and living each day? For more than 10 years now, Gerding Edlen Development Company has proven that great accomplishments start with the ability to see what can be, when others too often just see what is.

"Everyone thought we were crazy," recalled Bob Gerding when recounting the development of the Brewery Blocks in Portland's Pearl District. Through persistence, flexibility, collaboration, and a distinct streak of business integrity, Gerding Edlen made the seemingly impossible a reality. They didn't only revive five square blocks of central Portland; they did it with sustainable building techniques that significantly reduced energy and water consumption in the new structures they built while minimizing waste, protecting the environment, and preserving the neighborhood's historical character.

And still, this just describes the surface of what Gerding Edlen does. Behind the scenes, transforming a community requires a lot more. Few would dispute that Gerding Edlen's urban development projects are far from typical.

"We try to be very open-book with the community and with government," explained Mark Edlen. "By working together and embracing each other's objectives, by understanding each other's shortcomings, we can have a better solution and better project that offers community benefits long term."

While other developers may dread the phase of design review and public hearings, Gerding Edlen sees the process differently.

One of the beauties about working in Portland is that it's a very open and collaborative city. "We don't perceive design review as delaying our process because we perceive it as the right thing to do. Our attitude toward the public side is 'go early and go often' and give them the opportunity to be part of the solution and part of the process."

Doing so, stress Edlen and Gerding, invariably results in a better development project.

Alternative transportation options, relaxing green spaces, pedestrian-friendly zones, public art, and historic preservation are many of the ways Gerding Edlen keeps the community's interest at heart in developments such as the Brewery Blocks and South Waterfront.

The folks at Gerding Edlen are also the first to say they couldn't do it alone. Their team includes the architects, engineers, and contractors that add perspiration to Gerding Edlen's inspiration to continually break new ground in sustainable building developments. "The construction, design and engineering communities are probably the most under-recognized creative industries that we have. The thing that's so great about living and working in Portland is we've got an awful lot of talent in those communities," said Edlen.

For Gerding Edlen, that teamwork and synergy is obviously working. Gerding Edlen has more LEED®-certified projects completed or underway than any other private firm in the world—33 at last count. The accomplishments of Gerding Edlen and William & Dames Development Company have helped bring Portland the distinction of having the most LEED®-certified sustainable buildings of any city in the country.

Despite their accomplishments, anyone who has ever worked with the people of Gerding Edlen knows they are never content to rest on their laurels. The firm's foremost mission is to produce buildings that generate more energy than they consume and consume more waste than they generate. "We're not sure how we're going to get there, but we do know that Portland and Oregon should own sustainability," said Edlen. With Gerding Edlen Development Company in the picture, it's clear that Oregon has a great chance to do just that.

Thank you, Gerding Edlen Development Company, for being one of Portland's Urban Pioneers.

In May, the College of Urban and Public Affairs honored people and organizations that have had a significant impact on the livability of our region at the 6th Annual Urban Pioneer Awards. The 2007 honorees are Gerding Edlen Development Company, The Portland Gay Men's Chorus, and Gretchen Kafoury.

*This insert profiles the Grand Sponsors of the 2007 Urban Pioneer Awards Event. Their contributions benefit scholarships for students as the College continues to work to prepare future leaders in the fields of urban studies and planning, government and public policy, and community health.*

*Thanks to our sponsors for their generous support!*



Historic Brewery Blocks  
Smokestack Preserved



Historic Brewery Blocks



## TERRY BEAN & BEAN INVESTMENT REAL ESTATE

*Serving the Community's Diverse Needs*

Preserving the unique character of Portland's neighborhoods while developing affordable housing options is not an easy goal to achieve. But to Bean Investment Real Estate, it's a goal well worth pursuing.

"Our real estate projects strive to fit the unique character of Portland's neighborhoods," explained Terry Bean, president of the Portland-based company. "The highest and best use of every project is taken into consideration with the community's particular needs."

An example of Bean Investment's commitment to "doing things right" is the 537-unit Harrison condominium development near Portland State University. The company is spending \$7 million dollars to update three 40-year-old buildings with energy-efficient windows.

Helping make Portland a livable city for all, Bean Investment Real Estate develops affordable condos for first-time home buyers. The company also owns a dozen apartment projects in Portland and offers a number of its units to low-income families through subsidized programs. Beyond Oregon, Bean Investment Real Estate invests in properties in Arizona, Washington, Nevada, New Mexico, and California.

Supporting community health care is a mission that goes hand-in-hand with Bean Investment's vision of Portland as a diverse, livable city for all its residents. The company sponsors numerous health awareness events, along with hospital expansions and preventative health care initiatives. Bean Investment employees enjoy memberships to the fitness center of their choice, and are encouraged to get involved with Portland organizations and community activities.

A tireless supporter of Portland's progressive leaders and organizations, Bean is especially enthused about this year's Urban Pioneer Award winners because of their unique contributions to life in Portland.

"Gretchen Kafoury is a personal hero of mine for the impact she has had on civil rights, as well as her commitment to making Portland such a great city," explained Bean. "As a real estate developer I hold much respect for Gerding Edlen Development, their green building philosophy and the direction they have taken urban development in Portland. And I have supported the Gay Men's Chorus since its inception in 1980 for its leadership in the gay community and important work towards social equality."



Harrison Condominium Project

## DUNN CARNEY ALLEN HIGGINS & TONGUE, LLP

*Navigating the Legal Complexities of Sustainable Development*

Incorporating sustainable practices in real estate development can often lead to unusual legal challenges. Just ask the attorneys at Dunn Carney Allen Higgins & Tongue LLP.

When the firm worked with Gerding Edlen Development Co. on the Brewery Blocks project, it addressed the complexity of having a privately owned central chilling facility provide chilled water to several properties under separate ownership.

"While a good environmental step and a first in Oregon, lenders and investors had great difficulty getting comfortable with an off-site building system owned by a third party," explained Bob Allen, Managing Partner. "Similarly, incentives for development of alternative energy sources can clash with laws intended to protect the consumer, making it difficult to install alternative energy production facilities intended to benefit homeowners," said Allen.

As Dunn Carney helps its clients navigate the legal intricacies of sustainable development, the firm involves itself in supporting sustainable living in Portland on other levels as well. Employees at the 77-year-old Oregon-based firm give their time and

financial support to a number of organizations that address urban growth, intelligent transportation systems, and sustainable practices, including the Urban Land Institute, METRO, the Lloyd District Transportation Management Committee, and Natural Step.

The firm also offers its 120 employees financial subsidies for using mass transit and considers sustainable development principles when selecting the office space it leases. During a recent remodel, a variety of attractive exotic hardwood finishes suggested by the designer were rejected in favor of selections that were plantation grown or from sustainable sources.

Serving the real estate, construction, agriculture/natural resources, hospitality, and insurance industries, Dunn Carney provides its clients with understanding and sensitivity to local issues and values while offering expertise on a global scale. The firm is the only Oregon law firm to belong to Meritas, an international alliance of 5,000 business lawyers in nearly 200 cities working together to provide clients the best of both worlds: a local legal partner with deep national and international resources.



Robert Allen





**TICOR TITLE  
INSURANCE**

NTS NATIONAL COMMERCIAL SERVICES

## TICOR TITLE INSURANCE *Services Grow with Portland*

It takes many types of businesses to help a city grow. Ticor Title Insurance provides escrow closing and title insurance for thousands of residential and commercial property owners making their homes and businesses in Portland.

Like the honorees of this year's Urban Pioneer Awards, Ticor Title is a Portland-grown success story. Its local history dates back to 1908 when a predecessor company, Title and Trust Company, was founded in Portland. Today, Ticor Title is part of the largest title insurance group in the nation, operating 14 offices in metropolitan Portland.

Being a part of the community and Portland business culture is a goal the company has never lost sight of. Ticor Title pioneered the first green office in its industry, receiving the City of Portland's Blue Works citation for its office in the Hollywood area of northeast Portland. The company sponsors its employees and customers

in community service activities, and supports a variety of arts and charitable organizations, including Reach Community Development, Habitat for Humanity, Portland Art Museum, Portland Center Stage, Oregon Food Bank, and the Humane Society.

As Ticor has grown with Portland, so has the sophistication of its business services. Its National Commercial Center can facilitate real estate transaction closings anywhere in the United States. Meanwhile, Ticor Title is expanding its capability of serving a multicultural client base by offering its business services in several languages.

"The employees of Ticor Title Insurance are enthusiastic about our role in facilitating the secure and efficient transfer of property rights in a diverse and livable city and region," said Ticor Vice President Kathy Bork. "It's an honor to serve the needs of Portland's Urban Pioneers."

## WILLIAMS & DAME DEVELOPMENT *Giving Portland a Sense of Place*

Turning under-utilized land into vibrant neighborhoods with a sense of place is a mission that Williams & Dame Development makes look easy. However, Homer Williams, chairman of the Portland-based company that was honored at last year's Urban Pioneer Awards, will tell you differently.

"It takes investment, infrastructure, connections, transportation solutions, and public and private entities working together. You have to plan, and you have to make commitments—financially and politically," he said. "Seattle never embraced the transportation solutions we did 20 years ago. And now look at the livability of both cities. Portland definitely comes out on top."

Planning and collaboration are at the core of everything Williams & Dame does. Focusing on creating communities that offer quality and livability, the firm works closely with city officials and planners to develop land use strategies that benefit both public and private stakeholders.

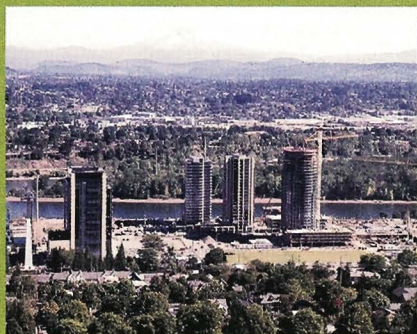
Portland's current urban infill and development is a unique time in the Rose City's history, Williams noted. "Oregon has always been ahead of the curve in terms of urban growth boundary management and smart growth. Suddenly, we find ourselves as a poster child,

and PSU has been an important player in that. It's an exciting time, and the opportunity is a fleeting one."

Williams & Dame makes the most of opportunities that others may not recognize. The firm helped develop the beautiful 600-acre master-planned community of Forest Heights in Portland's West Hills, helped lead much of the redevelopment in the Pearl District, and is now partnering with Gerding Edlen in the South Waterfront area, what Williams calls "probably the largest sustainable project in the country."

South Waterfront projects under development include The Meriwether (now complete), The John Ross, Atwater Place, and The Strand—all condominium mixed-use projects carefully planned to create urban neighborhoods in eco-friendly buildings and infrastructure. So far, the vision is coming to life and even exceeding some expectations. South Waterfront promises to house 3,000 residents and to provide 5,000 jobs on 38 acres.

"We used to think just the baby boomers would embrace urban infill. Now we're seeing young people and families living downtown," said Williams. "People are really starting to see the value in sustainable developments and people want to know their neighbors."



South Waterfront Development



**Portland State**  
UNIVERSITY

*A Sponsored Supplement*





Union Gospel Mission's  
LifeChange Center

## PORTLAND FAMILY OF FUNDS

### *Supporting the Right Kind of Growth*

Encouraging new investment in Portland to support sustainable communities has been a central goal of Portland Family of Funds (PFF) since its inception six years ago. An outgrowth of the Portland Development Commission, PFF has helped finance new development in Portland through use of the New Markets Tax Credit program, that offers business tax credits to stimulate private investment in qualified areas.

PFF's mission "to create opportunities for profitable investments that enhance social and environmental yields" is evident in everything it does, according to CEO and President Norris Lozano. For example, every real estate project that PFF has helped finance is an environmentally sustainable development, such as the Meier & Frank building restoration and the award-winning Gerding Theater at the Portland Armory—the first LEED® Platinum building on the National Register of Historic Places.

Projects that serve important societal needs that PFF has financed with New Markets Tax Credit funding include The Oregon Clinic's Gateway Medical Office Building in northeast Portland and Union Gospel Mission's LifeChange Center in Old Town. PFF also

has developed more than a dozen large-scale real estate projects in underserved communities and is currently developing two schools that serve low-income populations and homeless children.

To help local industry prosper, PFF has created the Portland Small Business Loan Fund, which provides small businesses access to capital not previously available. Working with the PSU Business Outreach Program, the Loan Fund provides business loans as small as \$1,000 at lower rates and costs than do other institutions.

Higher education is also being supported by PFF through the White Stag project, that is rehabilitating three historic buildings for use by the University of Oregon's Portland programs.

PFF promotes sustainability within its own organization as well, by subsidizing bus passes for staff, providing shower facilities for bicycle commuters, and locating its offices on the MAX light rail line.

"We're proud to have partnered with Gerding Edlen Development Company," said Lozano. "We believe that Gerding Edlen is teaching the world how exciting, sustainable neighborhoods can be created, and that if you build it, they will indeed come."

## REALTY TRUST GROUP

### *Involved in the Communities of Portland*

Soon to celebrate 10 years in Portland as a locally owned company, Realty Trust Group is as much involved in the communities of Portland as any native could be.

"We involve ourselves deeply in our communities, and we know our neighborhoods intimately," said Todd Prendergast, principal director of marketing and sales and founding partner of Realty Trust. "Realty Trust as a whole and many of our brokers individually contribute their time and financial resources to a variety of organizations that support the community."

It's very likely that such personal involvement has enabled Realty Trust Group to grow with the communities it serves. Starting with a staff of seven just 10 years ago, the company today has four offices and over 200 agents and employees. "We grew up here. We remember the Portland of 10, 20, 30 years ago," said Prendergast. "And we're excited to be a part of where it's going."

Focusing on inner-city traditional neighborhoods as well as the Lake Oswego area, Realty Trust supports many of the same goals and values recognized by the Urban Pioneer Awards—including livability,

urban growth boundary planning, a vital downtown, arts and culture, connection to nature, leadership in sustainability, and supporting at-risk youth and education.

"We have the good fortune to represent Gerding Edlen Development Company in their condominium projects, all of whom have a common thread within the green building process," said Prendergast. Affordable housing has been another leading focus of the firm, demonstrated by Realty Trust's exclusive sponsorship of a Habitat for Humanity home in New Columbia.

One of the newest green projects involving Realty Trust is the marketing and sales of The Casey, a condominium building on track to achieve LEED® Platinum certification. The Casey will be one of the first—if not the first—residential multi-family buildings to achieve such status. Constructed with recycled and local materials, the project will include on-site stormwater treatment, an eco-roof, and energy-efficient building systems designed to use 50 percent less energy than required by code.



The Casey



## HOFFMAN CONSTRUCTION

### *Creating More With Less*

Bringing to life the architectural visions that make Portland unique has been the hallmark of Hoffman Construction Company. From the glass spherical towers of the Oregon Convention Center, to the classic stonework of the Central Library, to the modern structures of South Waterfront, Hoffman Construction has thrived on new challenges, much to the benefit of the Rose City.

Founded in 1922 in Portland as a builder of factories and schools, Hoffman Construction has grown to become one of the largest general contractors in the country, building everything from libraries and community centers to condominium projects, museums, hospitals and silicon chip factories.

These days, Hoffman Construction continues to create new life and excitement in Portland while achieving its modern-day mission of doing more with less. As a leading contractor of sustainable construction, Hoffman Construction has 38 LEED® Accredited Professionals who have delivered 18 LEED® certified projects, including the Gerding Armory Theater, the OHSU Center for Health & Healing, Hillsdale Public Library, and PSU's own Broadway Housing building, which is topped with Portland's largest eco-roof. Other projects include

The Henry condominium towers, Hillsboro Stadium, and the current expansion of Southwest Washington Medical Center in Vancouver.

Hoffman Construction credits Gerding Edlen for challenging the firm to adopt a new generation of construction with buildings that generate more energy than they consume, and consume more trash that they generate. The company says that "the sustainable construction we do brings value to the businesses and people of Portland through resource efficiency, lower operating costs, and improved health and productivity."

An employee-owned company, Hoffman Construction lives its values of corporate citizenship by supporting Portland's arts and culture as well as environmental and community initiatives.

Hoffman Construction looks forward to more challenging construction projects as Portland continues on its path of smart development and livability. The company's hope for Portland over the next 10 to 20 years "is that we keep building great buildings and protecting our green spaces, and do a better job of providing opportunities for our disadvantaged citizens."



Portland's South Waterfront  
Under Construction

## HOWARD S. WRIGHT CONSTRUCTORS

### *Bringing Community Values to Life*

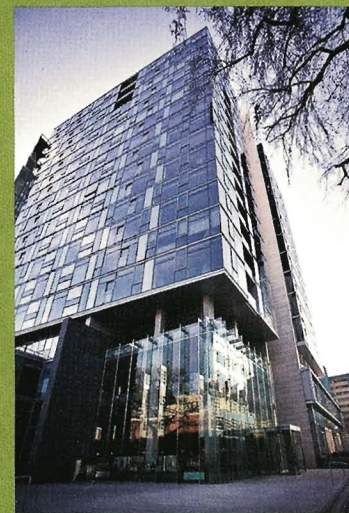
With more than a 100-year history in the Pacific Northwest, Howard S. Wright Constructors brings the values of community and sustainability to life through the creation of buildings we work, learn, play, and live in.

Howard S. Wright was founded in Port Townsend, Washington in 1885 by Howard Sprague Wright—a cabinetmaker and draftsman from Nova Scotia. Since then, the company has grown to be a leading general contractor on the West Coast with offices in Portland, Seattle, San Francisco, Sacramento, Los Angeles, and Phoenix.

Howard S. Wright shares many of the values recognized by the Urban Pioneer Awards. All projects undertaken by the employee-owned firm incorporate sustainable building practices and materials. Several new Portland area projects are slated to finish with a LEED® rating of silver or better, including The Columbian, a six-story, state-of-the-art office building in downtown Vancouver; The River East Center, the renovation of a historic warehouse that will open onto the Eastbank Esplanade; and Portland State University's Shattuck Hall, a seismic renovation of the historic building.

Other Portland projects by Howard S. Wright include The Eliot Tower, Museum Place South Development, the Portland Hilton Executive Tower, Washington Square Mall Expansion, the Sherwood Civic Building, The Edge Building/REI, Nike Childcare Development Center, and Kaiser Permanente Sunnyside Emergency Department Expansion. "As a builder, we see the growth of the business and retail market downtown of paramount importance," said Dale Pellow, president of Howard S. Wright.

Civic and community engagement is another value shared by Howard S. Wright through projects such as The Jeffrey, that will provide low-income housing for more than 80 families in the Museum Place district in the coming year. Additionally, the company promotes grass-roots community engagement through its employees. In addition to sponsoring many charities and community groups as a company, individual employees are recognized for sponsoring their own favorite community programs. As Pellow explained, "We truly believe that our involvement is best represented on a more personal level with our employees championing the causes that are closest to their hearts."



The Eliot Tower



## GBD ARCHITECTS

### *Bringing a New Green to Portland Living*

Not many companies have the opportunity to transform the way people work and live while making positive contributions to today's environmental challenges.

GBD Architects, Inc. is raising the standard in green architectural design, bringing to life the vision of urban pioneers such as Gerding Edlen Development Company.

The Brewery Blocks and South Waterfront projects are not only showcasing Portland as a leader in sustainable living, but demonstrating that green building design can blend beauty, science and practicality while creating healthy alternative lifestyles.

"We need to prove that what people might give up in the course of changing their living culture can be far outweighed by the benefits of more sustainable life practices," explained Phil Beyl, President of GBD.

Thanks in part to the work of GBD Architects, an environmental culture is already in motion in Portland. In the past year, GBD has completed two projects that achieved the industry's highest level of environmentally responsible design. Portland Center Stage's new Gerding Theater at the Armory and the OHSU Center for Health & Healing have both earned a LEED® Platinum rating from the U.S. Green Building Council. Additionally, The Casey, being built in the Pearl District, promises to be the first high-rise

condominium project in the country to earn LEED Platinum status. Other award-winning green projects in the Brewery Blocks include the REI/Edge Lofts building and The Henry condominiums.

Designing buildings that are up to 50 percent more energy-efficient than required by code has become status-quo for GBD Architects. Their Portland projects include a sophisticated mix of environmentally friendly features, including onsite storm water treatment, eco-roofs, photovoltaic panels and reflective roofing, high-performance glazing, use of local and recycled construction materials, and use of certified wood from sustainable forests. Other green features—such as low-VOC materials and indoor air quality controls—create healthy environments for the people who work and live in them.

An employee-owned company, GBD Architects has shaped life in Portland since 1969 with projects ranging from the Wells Fargo main branch downtown to the NW 23rd and Glisan Retail building and Hillsboro Stadium. Currently, GBD is overseeing the implementation of the South Waterfront District's master plan, designing Atwater Place (with Thomas Hacker Architects), The Meriwether (with Busby Perkins + Will), the John Ross (with TVA Architects), and 3,270 condominiums.

## GEODESIGN

### *Tackling Challenges from the Ground Up*

The handsome buildings of the Brewery Blocks, South Waterfront's gleaming condominium towers, and the futuristic OHSU aerial tram are raising the profile of Portland from a quaint city on the river to a 21st century leader in innovation and sustainable living.

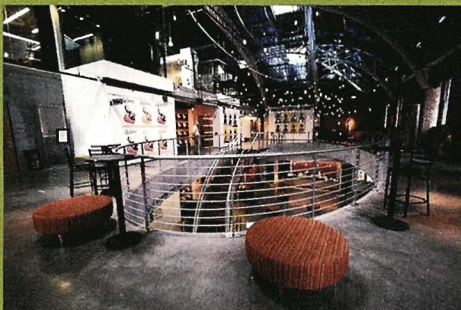
It takes a combination of visionaries and pragmatists to enable such uplifting transformations. Probably the most under-celebrated players in development projects are the geotechnical and environmental engineers who provide the starting foundation for successful development. GeoDesign has filled this role for a number of recent Portland developments, including the Brewery Blocks, South Waterfront, Portland Aerial Tram, Portland Center Stage Gerding Theater, Cascade Station, the ongoing Sauvie Island Bridge replacement, and the Civic residential high-rise.

But GeoDesign does more than provide geotechnical consulting, geological surveying and geohydrological services. Over the last decade, the firm has collaborated with many of the Northwest's premier development and design firms specializing in sustainable and green building practices to transform brownfield, industrial and landfill properties into vibrant mixed-use, commercial, and residential areas. The firm employs sustainable practices in its sitework to reduce waste and resource usage while considering ways to minimize long-term resource utilization and impacts to the environment.

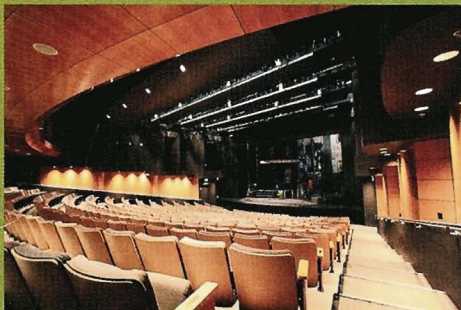
GeoDesign's experience includes more than 26 projects that have achieved LEED® certification or are pending an anticipated rating. "We're proud to be involved in sustainable and environmentally conscious projects with our partners here in Portland," said principal engineer George Saunders. "One of our goals is to find ways to handle the soil and stabilize the ground without having to export waste materials and import aggregate." When possible, GeoDesign promotes the use of demolition material (ground asphalt, concrete, and other recycled debris) for use as structural fill. The firm also works closely with the design team to evaluate options for infiltration or reuse of stormwater at the site. The highly impermeable soil and large rainfall in Portland present an extra challenge to on-site disposal of water, noted Saunders.

In addition to major land development projects, GeoDesign has worked with the Oregon Department of Environmental Quality to develop rules for removal of hazardous methane substances. These collaborations have helped define the process for reclamation of quarry operations, such as the recently constructed 28-acre Bridgeport Village in Tualatin.

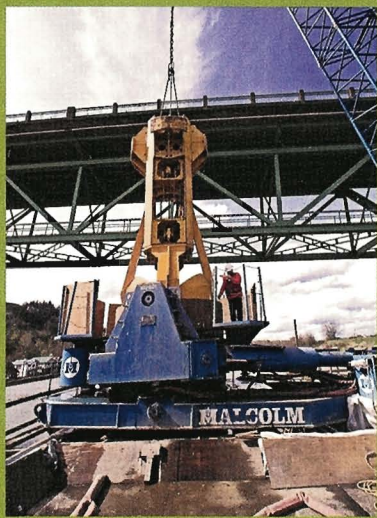
The Portland-based firm, founded in 1997, has over 100 engineers, geologists, engineering geologists, hydrogeologists, and technical and administrative staff. Additional offices are located in Vancouver and Seattle, Washington, and Anaheim, California.



Gerding Theater Lobby



Gerding Theater



GeoDesign's Sauvie Island Bridge Replacement Project