

LANDSCAPE GENEALOGY: A SITE ANALYSIS FRAMEWORK
FOR LANDSCAPE ARCHITECTS

by

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THESIS ABSTRACT

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Landscape architects and researchers often try to understand power by relying on allegory or symbology to interpret expressions of authority and ideology in space. This research proposes an interdisciplinary perspective and method based on Michel Foucault's theories of power relations to empirically analyze the discursive and material power relations in built designs. This new method of daylighting power relations is called landscape genealogy, and is applied to Director Park in Portland, Oregon. Landscape genealogy demonstrates that by charting the shifting objects, subjects, concepts, and strategies of archival discourse and connecting them to the shifting material conditions of a site, landscape researchers can daylight the societal power relations and conditions of possibility that produced a design. The results of this research indicate that landscape genealogy as a method is well-suited to producing defensible analyses of power relations in landscape designs with well-documented discursive and spatial archives.

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CHAPTER I:

INTRODUCING LANDSCAPE POWER

EXISTING THEORIES

Social power within a society is often most visible in the actions and words of activists, news organizations, politicians, and authority figures battling over policies, rights, resources, or representation. It can also be seen in the weapons carried by law enforcement, the military, private citizens, and civilian militias, and is highly visible in the violent conflicts between those groups. Direct actions between these groups like speeches, strikes, marches, walkouts, occupations, or violence, unsurprisingly often take place within designed spaces in society like roads, plazas, or public buildings, which is part of what makes them so visible and immediately concerning for the affected parties.¹ However, power is also visible in the structural violence and inequalities imposed on groups whose rights, agency, and access to resources are systemically marginalized in society whether by poverty, discrimination, or other human rights violations.² These structural inequalities are often influenced by the design of spaces those groups inhabit, for example in the ways resources are made accessible (food and play deserts³), the ways populations are made controllable (surveillance tactics⁴), and exposure to environmental

¹ George Lakey, "Nonviolent Action Defined," Global Nonviolent Action Database, August 18 2011. <https://nvdatabase.swarthmore.edu/content/nonviolent-action-defined>.

² Barbara Rylko-Bauer and Paul Farmer, "Structural Violence, Poverty, and Social Suffering," *The Oxford Handbook of the Social Science of Poverty*, (Oxford Handbooks Online, May 2016), 1.

³ For an example, see: Deborah Cohen, Gerald Hunter, Stephanie Williamson, and Tamara Dubowitz, "Are Food Deserts Also Play Deserts?" *Journal of Urban Health*, 93, 2 (2016): 235-243.

⁴ For an example, see: Sharifah Khalizah Syed Othman Thani, Nor Hanisah Mohd. Hashim, and Wan Hazwatiamani Wan Ismail, "Surveillance by Design: Assessment using Principles of Crime Prevention through Environmental Design (CPTED) in urban parks," *Procedia – Social and Behavioral Sciences*, 234 (2016): 506-514.

pollutants,⁵ among others. This research is concerned with understanding how landscape architects analyze and understand the power relations made apparent through landscape designs. As such, this research constrains its analysis to understanding systemic and structural power which influences the design of landscape architecture spaces.

Landscape architects are tasked with balancing a myriad of social, ecological, economic, spatial, and aesthetic needs.⁶ However, in a survey of four descriptive frameworks produced separately by the International Federation of Landscape Architects (IFLA), the American Society of Landscape Architects (ASLA), the European Council of Landscape Architecture Schools (ECLAS), and the Council of Educators in Landscape Architecture (CELA), researchers found that each organization identified nine to ten different domains of knowledge central to the profession for a total of thirty-eight core knowledge areas, with some conceptual overlap—but none of these knowledge domains mentioned power, agency, empowerment, or politics.⁷ Ostensibly these topics may be found within categories such as “History and Culture,” or “Public Policy and Regulation,” but the former is a vague term for any social processes and the latter is presented as tactics rather than an analysis of the systems that create them. The fact is that power analysis is not a major body of identified research in landscape architecture, despite playing a role in structural inequalities and influencing societal values. Nevertheless, how do landscape researchers talk about power?

One perspective proposes that perception of systemic landscape processes is dependent on the values we bring to those landscapes as well as the landscapes themselves, and that these lenses can offer distinct insights into different aspects of landscapes.⁸ Based on this, if landscape architects were to view landscapes as systems of

⁵ For an example, see: Hongtai Huang and Timothy M. Barzyk. “Connecting the Dots: Linking Environmental Justice Indicators to Daily Dose Model Estimates,” *International Journal of Environmental Research and Public Health* 14(1), 24 (2017).

⁶ “About Landscape Architecture,” *American Society of Landscape Architects*. ASLA.org. Accessed 11 May 2018.

⁷ M. Elen Deming and Simon Swaffield, *Landscape Architecture Research: Inquiry, Strategy, Design*. (Hoboken, NJ: John Wiley & Sons, Inc., 2011), 25.

⁸ D. W. Meinig, “The Beholding Eye,” *The Interpretation of Ordinary Landscapes* (New York: Oxford University Press, 1979), 33-48.

power and developed methods to read each object as imbued with attributes of power, they would be able to understand those systems of power relations. Though Donald Meinig refers to this lens as ideology, he asserts that viewing landscape as ideology allows the observer to treat the landscape as a “symbol of the values, the governing ideas, the underlying philosophies of a culture,”⁹ or as a system of “crude, imperfect, outward expressions of abstract social and economic systems.”¹⁰ If we accept Meinig’s assertions, one mode of discussing power in landscape architecture is as a lens that allows the illumination of general ideologies and values as systems.

Similarly, researchers in *Sites of Memory* present case studies that document how “the ideology and political history of race [are] represented visually and spatially in the built environment.”¹¹ Treating spaces, maps, texts, bodies, and images as an archive of impressions out of which racial relations can be read, the authors utilize various extraction techniques to show how past values influenced the black cultural landscape which continues to influence the present. Power in this case is something documented in a spatial archive whose symbology and meaning can be interpreted by others through an interpretive lens in relation to a constrained group, in this case black cultural identity.

Power surfaces in conversations related to narrative in landscape architecture, particularly in relation to the authority a designer takes on when scripting an experience for an audience to “read.”¹² Again requiring interpretation of the landscape as if it were a text, this vision of power expands slightly to assert that audience members and the multiplicity of users of a design are also authors of its story, adopting a view similar to *Sites of Memory* of the site as archive.

A cultural, economic, and political perspective is proposed by Sharon Zukin who asserts that power in western society is inextricable from market forces and economics which work at a micro and macro level, permeating cultural values and political

⁹ Meinig, 42.

¹⁰ Meinig, 38.

¹¹ Craig E. Barton, ed., *Sites of Memory*, (New York: Princeton Architectural Press, 2001).

¹² Matthew Potteiger and Jamie Purinton, *Landscape Narratives: Design Practices for Telling Stories* (New York: John Wiley & Sons, 1998), 51-2.

processes.¹³ Zukin argues for the primacy of decentralized economic power in shaping landscapes as microcosms of power which is fundamentally bipolar, either held/coercive or resisted/subordinated.¹⁴ Zukin asserts that power is expressed in both material and economic networks, but that it is a top-down phenomena which can be seen acted out in landscape microcosms of larger power struggles.

Instead of constructing a lens of power that interprets systemic cultural values, Louise Wickham proposes that gardens can express the political ideas of their creators, as well as support the political agendas of those who are in power in the government.¹⁵ This view of power asserts that gardens can be wielded by individuals and governments as tools of their ideology to support their policies and convince others of their legitimacy. Power in this view is something exercised or held by garden designers and their clients, a dominating, permeating presence that dictates symbology, movement, and forms to support broader claims to power.

In all of the above examples, power is implied or described as something which manipulates spaces and can be interpreted out of landscape sites. It is frequently synonymous with ideology, perspective, political opinion and social values, which explains why many of these explorations rely on interpretive methodologies to make their claims. Presumably, this is because theories of power in landscape architecture do not connect social processes to power relations in empirically defensible ways. This research relies on theories and methods developed by Michel Foucault to develop a methodology that daylights power relations in discursive archives and material effects in landscape sites.

Landscape architects and researchers may note that discourse is not their typical object of study—they are more familiar with analyzing, interpreting, constructing, critiquing, or defining spaces. However, this research illustrates how Michel Foucault's modes of analyzing discourse, history, knowledge and power make those topics

¹³ Sharon Zukin, *Landscapes of Power*, (Berkeley and Los Angeles, CA: University of California Press, 1991).

¹⁴ Zukin, 16.

¹⁵ Louise Wickham, *Political Landscapes*, (Oxford, UK: Oxbow Books, 2012).

particularly applicable to spatial disciplines in order to enhance the defensibility of power analyses, especially in landscape architecture. Foucault's method of discourse analysis is proposed as the foundation for a rigorous method of charting societal power relations which can dovetail with other analyses of social, economic, and ecological systems.

METHODOLOGY

This project functions primarily as an interdisciplinary method translation from philosophy to landscape architecture, and a subsequent demonstration of that method. Specifically, Foucault's genealogical method is translated as a mode of discursive and material power analysis into the field of landscape architecture and is then applied to the built design of Director Park in Portland, Oregon.

Foucault's methods sit broadly within the realm of instrumental and interpretive strategies with the overall critical intent of thinking differently, and incorporate descriptive surveying, modeling, classification, discourse analysis, historiography, and logical systems research strategies.¹⁶ To construct a Foucaultian method, this research nimbly moves between the same strategies, and documents this process below. As with any good translation, the goal of the project is primarily to maintain fidelity to the original method's steps and intent, while making any slight adjustments that may be necessary for the new audience and context.

This philosophy-to-landscape-architecture translation required an adequate and thorough understanding of the method's source material, coupled with sifting and sorting information that was relevant to the current project. The sheer breadth and depth of Foucaultian research proved to be a great challenge. Initial forays into interpretive biographies¹⁷ and *Discipline and Punish*¹⁸ yielded few insights into how one might use Foucault's methods. A particularly good reference book with further reading lists¹⁹ as

¹⁶ Deming and Swaffield, 36.

¹⁷ See, for example: Gary Gutting, *Foucault: A Very Short Introduction* (New York, NY: Oxford University Press, Inc., 2005), and Gordana Fontana-Giusti, *Foucault for Architects* (Abingdon, Oxon: Routledge, 2013).

¹⁸ Michel Foucault, *Discipline and Punish*, trans. Alan Sheridan (New York: Vintage Books, 1977).

¹⁹ Gavin Kendall and Gary Wickham, *Using Foucault's Methods* (London: SAGE Publications Ltd., 1999)

well as personal communications with Colin Koopman were instrumental in pinpointing publications which were concerned with constructing or applying a Foucaultian method. Colin Koopman is the author of several articles about Michel Foucault's methods as well as *Genealogy as Critique*, and is currently Associate Professor of Philosophy and Ethics at the University of Oregon. Interviews and writings by Foucault on his method were read and surveyed in their entirety, often multiple times. The research focused on writings translated to English, as identified by Kendall and Wickham,²⁰ as well as identified through personal correspondence with Colin Koopman. Writings after Foucault's turn toward the self and ethics were not consulted due to their focus on individual ethics and the lack of even the scattered coherence he maintained on his methods prior. This later literature appears to be less immediately applicable for landscape architects, though hopefully this assertion will be proven wrong in the future. The Foucaultian information was employed in a descriptive survey to locate any foundational principles, tips to aspiring researchers, sequential steps, types of resources he consulted, specific techniques he employed, intended consequences/audience, or warnings against incompatible theories or methods.

Simultaneously with the first step, descriptive survey research identified the attempts other researchers have made at incorporating Foucault's theories into landscape architecture's discourse. To find Foucaultian projects from landscape architecture researchers, keyword searches in the University of Oregon's Library for "Foucault," "Genealogy," and "Biopower" all coupled with "Landscape architecture" yielded the most applicable results. All articles that mentioned Foucault and landscape architecture were consulted and are discussed in the next chapter. "Discipline," "Power," and "Archaeology" were briefly considered as other viable keyword candidates, but any results related to Foucault were also picked up by the other keywords and the rest were unrelated to Foucault, so they were deemed unnecessary. Even the writings concerned with Foucault and landscape architecture were not necessarily concerned with Foucault's methods though, highlighting the need for "Genealogy." Additionally, the references

²⁰ Kendall and Wickham, 151-2.

from articles that mentioned Foucault's methods were used as further reading, as well as Google searches for the same keyword couplets.

The findings from the Foucault-landscape-architecture descriptive survey were classified according to their commitment to either Foucault's topics, methods, or some combination of the two. Articles were also comparatively analyzed for how faithfully they adhered to direct quotes from Foucault about his methods, and these results are also discussed in the next chapter.

These findings were synthesized into a Foucaultian conceptual vocabulary which aims to represent how Foucault understood discourse, power, and knowledge (the foundations of his inquiries) down to their particular units ("Points"), those units' relations to each other ("Relations"), the rules of the fields they inhabit ("Context"), and how they change through time to provide a view of the capillarity of power relations—an analysis of the systems of power. This classification scheme was developed through comparative discourse analysis across Foucault's writings as well as secondary sources which were identified and chosen based on their explicit intent to understand and apply Foucault's method called genealogy, with preference given to Foucault's own words. This summarization is presented with consideration to conceptual clarity for the non-specialist audience and is followed by a step-by-step instruction guide on how to conduct a Foucaultian genealogy based on the previous analyses.

To construct a genealogical method in an actionable, step-by-step way, Foucault's original texts were unsuitable as they lacked any step-by-step considerations. However, *Using Foucault's Methods* includes several lists of considerations which are used as preliminary frameworks and amended with Foucault's own words or principles from earlier descriptive surveys and classifications. Several of the steps are also expanded into subgroups to avoid potential over-simplifications and align the framework with the conceptual classifications from the previous chapter.

As practitioners concerned primarily with professional design needs,²¹ it was necessary to determine how landscape researchers might apply a Foucaultian method to

²¹ Deming and Swaffield, "Knowing Landscape Architecture," *Landscape Architecture Research: Inquiry, Strategy, Design*.

generate site-applicable knowledge, rather than discursive network analyses. Two general options presented themselves, the first being a substitutive exercise in simply attempting to read landscape sites as discursive networks. This option proved to require large allegorical jumps in how one might “read” trees, planters, paving patterns, or other features like texts, and seemed too close to Foucault’s disdain for messy, metaphorical interpretation. The second option was to view landscape sites as non-discursive spaces and collections of features which discursive networks illuminate and adhere to. This option was closer if not identical to the ways Foucault describes his case studies of prisons, factories, and schools as spaces which discursive networks and power relations permeate. This method was also more congruent in the space it left available for landscape sites to reflect back on and influence the discursive networks they came from, again similar to the non-discursive elements Foucault identifies in his research. The translation of genealogy to landscape genealogy thus only required subtle framing shifts narrowing the scope to site scale analysis rather than discursive networks, while still maintaining connections to outside discursive formations.

With landscape genealogy ready for application in landscape architecture, it was necessary to pick a test site. Though any site could theoretically work, Director Park in Portland, Oregon was selected as the point of application of this method for several reasons. The first reason was the site’s proximity to the researcher if a site visit became necessary, given that Portland is only two hours away from the researcher’s home institution of the University of Oregon in Eugene, Oregon. The second reason was that given the site’s small size, 0.46 acres,²² there would be a much smaller area to analyze for material conditions than many other landscape sites. The third reason was that Director Park enjoys an extensive archive of news articles and public proceedings due to (a) the nature of public engagement in open space planning in Portland, and (b) the thorough documentation carried out by concerned citizens, as in one well-cited Wikipedia article.²³

²² “Director Park,” *City of Portland Parks and Recreation*. Portlandoregon.gov. Accessed 23 March 2018.

²³ “Director Park,” *Wikipedia*. Wikipedia.org. Accessed 23 March 2018.

The process of performing landscape genealogy at Director Park involves following all of the steps of the modified genealogical method. These steps form a logical system which incorporates criteria for the selection of data sources, descriptive surveying of those sources, classification of the pertinent data, modeling of that data, and correlating those models to a descriptive survey of the built design.

DOCUMENT STRUCTURE

The following chapters trace the development of landscape genealogy for application within the field of landscape architecture, its application on the particular site of Director Park, and its wider implications for the field.

Chapter II constructs Foucault's method on its own terms, consulting texts written about how to understand or apply Foucault's methods outside of the subject areas he concerned himself with. Many of these texts are written by Foucault himself, as well as by other philosophers and researchers who are interested in expanding the analyses Foucault conducted into other subject areas and disciplines. Tables and figures are used throughout to indicate examples and equivalent concepts within landscape architecture.

Chapter III illustrates how a landscape architect or researcher might apply Foucault's concepts to construct a method which exposes the historically contextual power relations which result in designed landscape projects. The chapter begins with a step-by-step of the types of data, information, and analyses which should be accumulated in a typical Foucaultian genealogy, which is then translated into a modified step-by-step process for application within the field of landscape architecture as landscape genealogy. It also identifies potential resources to aid landscape researchers in performing such analyses.

Chapter IV applies landscape genealogy to Director Park in Portland, Oregon, to understand and make visible its historically contextual power relations and to test the viability of the methodology. This process charts the development of the discourses surrounding the park's creation, as well as the corresponding features present on the site prior to, during, and after the design process. Ultimately, landscape genealogy connects the material conditions and discursive archives associated with Director Park to the final built design and indicates how power relations are visible through empirical analyses.

Chapter V discusses the results from the research, identifying insights gained from the developing a Foucaultian methodology, identifying potential changes to the method, and suggesting possible expansions of this research.

Through careful analysis and attention to material and discursive archives, this research shows that landscape researchers interested in understanding societal power in landscape sites can learn from other fields engaged in similar projects. Rather than relying on interpretive methods or ideological symbology, this research proposes that Michel Foucault's methods and theories offer new ways of understanding power which can help landscape architects understand and eventually respond to the complex realities facing today's communities.

CHAPTER II:

SURVEYING THE FOUCAULTIAN ARCHIVE

FOUCAULT'S PROJECTS

Michel Foucault's legacy to the world may be the enduring fire that engulfs his supporters and critics in protracted arguments decades after his passing. Foucault, seen in Figure 1, wrote and spoke with authority on a variety of subjects over the course of his life which led to widespread engagement with his ideas. These impassioned conversations have greatly enriched the quality of his ideas since his death in 1984 but have also led to confusion on all sides. Some clarification is needed.²⁴



Figure 1. Michel Foucault. Image available from: <https://www.filosofie.nl/upload/sleutelfiguren/Foucault.jpg>. Accessed 7 May 2018.

²⁴ Though the subject of those disputes is not the topic of this research, many of these conversations are related to perceived claims of universality or totalization of Foucault's topics. It is important to note that Foucault did not intend to describe the world, ethics, discourse, or history, in their entirety, at one point explicitly stating he, "wouldn't want what I may have said or written to be seen as laying any claims to totality. I don't try to universalize what I say." Foucault's inquiries are best seen as specific investigations into the ways specific systems produce specific effects, which present the opportunity to think otherwise and test other systems for their incongruities or hasty generalizations. According to many sources cited in this research, the most universally applicable aspects of his theories are his methods, which nevertheless require tweaking as well. (Michel Foucault, "Questions of Method," *The Foucault Effect: Studies in Governmentality*, ed. Burchell et al., [Chicago: The University of Chicago Press, 1991], 73).

When pressed on the overarching thread uniting his projects, Foucault replied that at the heart of his inquiries was a “critical history of thought,” which would aim to bring to light the conditions of possibility for truth in a given period of history.²⁵ Far from tame accounts of history, the public and academic worlds reeled at Foucault’s precise and graphic accounts of torture, taboos, institutional overreach, and subjectivation. Yet rather than making the clear case for solutions or actions, Foucault seemed content to offer blistering critiques of all perspectives while presenting no prescriptive solutions of his own.²⁶ In light of this, Foucault’s primary contribution to contemporary discussions should be seen as his ability to conduct thorough research into the multiple contexts surrounding problematic practices, which improved the possibility of other people elaborating effective and informed solutions. Targeted and effective historical analyses are not solutions in the prescriptive sense but give practitioners and communities the ability to clearly debate issues that were previously obscured by the lack of empirical analysis of the histories and power structures that lead to conflicts.

Engaged with contemporary conversations on prisons, mental institutions, and sexuality, Foucault’s timely and perceptive analyses earned him critics from all sides. Seemingly unfazed yet intrigued by the diverse responses to his work, Foucault was often questioned about the intent of his projects. Who was it supposed to help? Who was it supposed to critique? On one particularly edifying occasion, he responded:

It’s true that certain people, such as those who work in the institutional setting of the prison – which is not quite the same as being in prison – are not likely to find advice or instructions in my books that tell them ‘what is to be done’. But my project is precisely to bring it about that they ‘no longer know what to do’, so that the acts, gestures, discourses which up until then had seemed to go without saying become problematic, difficult, dangerous. This effect is intentional. And then I have some news for you: for me the problem of prisons isn’t one for the ‘social workers’ but one for the prisoners.²⁷

²⁵ Michel Foucault, “Maurice Florent,” *Aesthetics, Method, and Epistemology*, ed. James Faubion (New York: The New Press, 1998), 459.

²⁶ Michel Foucault, “Questions of Method,” *The Foucault Effect: Studies in Governmentality*, ed. Burchell et al., [Chicago: The University of Chicago Press, 1991], 85.

²⁷ Michel Foucault, “Questions of Method,” 84.

It should be apparent that it is not the intent of Foucault, nor this research, to make landscape architects' jobs easier or less problematic. If it is successful, any project aiming to utilize Foucault's methods or topics should identify areas where professionals are not paying enough attention to the needs of communities and attempts to regulate their behavior, even from within those profession.

To paraphrase: for researchers, the problem of *landscapes* shouldn't be one for the *landscape architects* but one for the *communities*. Foucaultian analyses should be primarily concerned with the health and well-being of communities and individuals in their daily lives, and only secondarily concerned with making the jobs of professionals easier.²⁸ Foucault's overall project sits well within the realm of analysis and critique for the landscape professional, whose work is only improved by responding better to the needs and health of communities.

FOUCAULT'S WORKS

For the reader unfamiliar with Foucault's major projects, brief descriptions of notable published works are provided below²⁹ as well as a timeline of publications and major biographical bullet points in Figure 2.

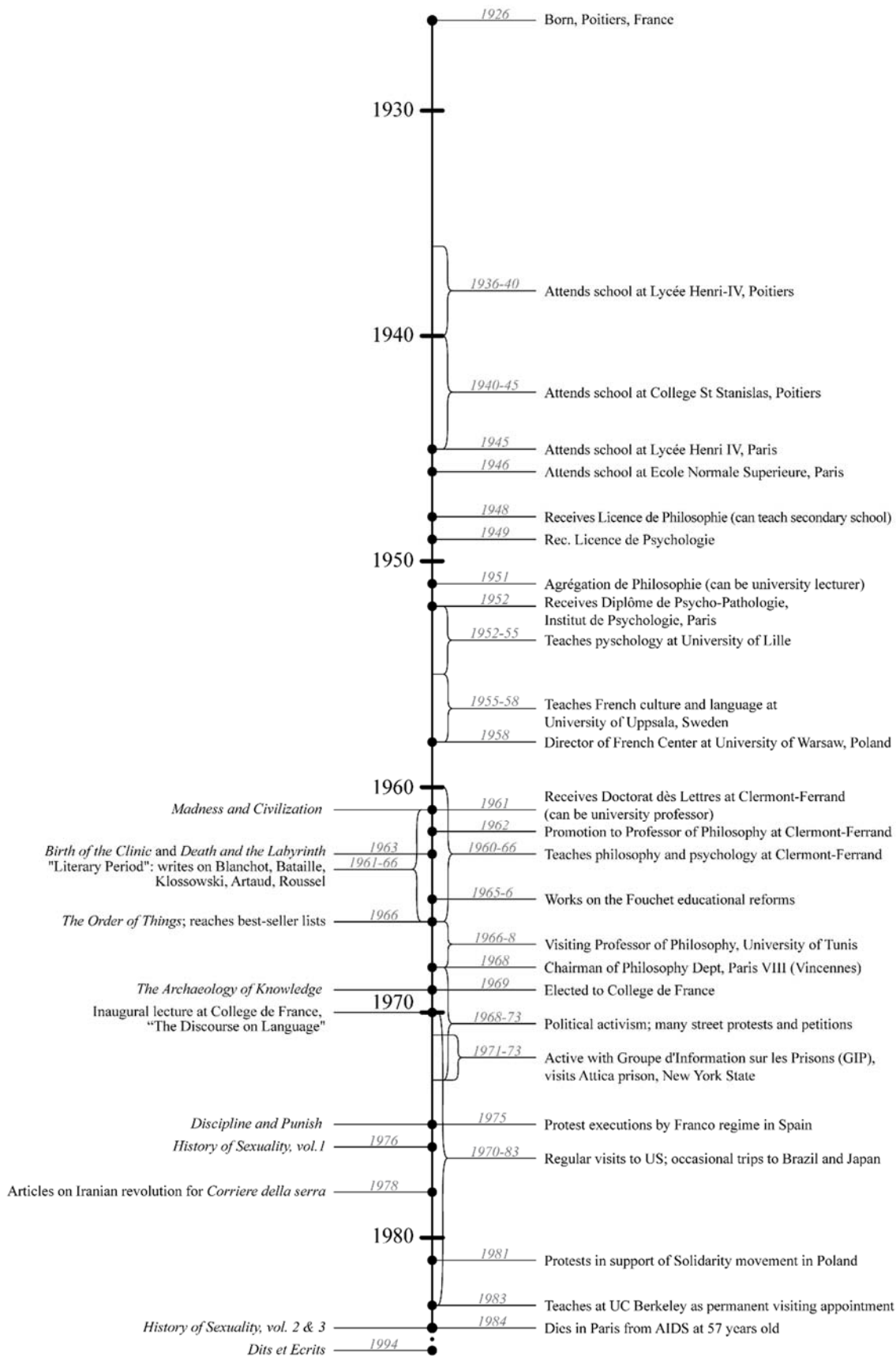
Figure 2 (next page). Timeline of Foucault's Publications and Professional Life. Adapted

from: John Protevi, Michel Foucault – Chronology. Accessed 7 May 2018.

http://www.protevi.com/john/Foucault/PDF/Foucault_Chronology.pdf.

²⁸ Foucault's methods might bring to light inner workings and motivations behind projects that professionals would rather remain hidden, as well as make initial site research more complex and arduous. These processes are not easy and require self-awareness, transparency, and humility. While many might take a combative stance effacing the needs and desires of landscape architects to the "greater good" of communities as Foucault does in the cited example, through greater trust and transparency relationships can be built between professionals and communities without being dismissive or derisive toward the complexities and needs of professional practice.

²⁹ Book descriptions are paraphrased and adapted from: *Michel Foucault*. Stanford Encyclopedia of Philosophy. 22 May 2013. <https://plato.stanford.edu/entries/foucault/#4.1>. Accessed 7 May 2018.



Madness and Civilization, 1961.

Foucault's initial publication was inspired by his personal experiences studying psychology, his time working at a mental hospital, and his own psychology. His extensive archival work shows how madness was discursively inscribed over time as a "mental illness" by different institutions to serve their own ends, which often did not result in better treatment for those identified as "mad." Further, Foucault's archival work highlights that the impetus for many changes was not an interest in objectivity or scientific neutrality but was motivated by ethical and social norms of the times.

The Birth of the Clinic, 1963.

Foucault's second book traces the history of modern clinical medicine with the intent to understand its emergence as a discipline. Similar to *History of Madness*, Foucault's intent was to trace the emergence of this discipline as a discursive practice acting on human bodies to better understand how its truth and practices changed over time.

The Order of Things, 1966.

Foucault's first publication to reach best-seller lists, *The Order of Things*, expanded his focus into the other "empirical" disciplines like economics, biology, and philology. Like his previous works, Foucault's role here is as a historian, tracing how concepts of knowledge shifted along with their related disciplinary practices in Western thought from the Renaissance to the present.

The Archaeology of Knowledge, 1969.

This work is devoted to explaining the methodology Foucault used in *History of Madness*, *Birth of the Clinic*, and *The Order of Things*. This method, which he calls archaeology, is particularly robust for its ability to incorporate the context of knowledges but maintains conceptual distance in order to trace their successive developments over time. This type of analysis is well-suited to understand how concepts and practices emerged without recourse to false notions of progress, universalisms, or meaning.

Discipline and Punish, 1975.

The first of Foucault's explorations using his new methodology, genealogy, *Discipline and Punish* examines how imprisonment emerged as a form of punishment in French and English society. Foucault dismisses the hypothesis that imprisonment was primarily a more humane form of punishment and traces the successive changes from a punitive system oriented around a sovereign ruler to the modern punitive system oriented around disciplinary punishment. The successive changes Foucault highlights daylight the goals of multiple institutions to create docile, visible bodies in factories, prisons, and schools. Rather than spinning conspiracy theories or creating new universal truths of imprisonment, Foucault's multiple trajectories show how power relations and institutional apparatuses inscribe spaces and bodies with information to make their management easier and more effective. The individuals in the system are taught to internalize the gaze of the other, which normalizes the watchful eye within each inmate and produces disciplined bodies.

History of Sexuality I, 1976.

Foucault's turn toward sexuality as a new topic of study is consistent with his previous projects in methodology. Functioning as another exploration of the intersection of power and knowledge similar to *Discipline and Punish*, the book shows how sexuality is made into a scientific realm of study and control. The processes of investigation and inscription of sexuality also create normalizing effects as in prisons, teaching individuals to self-investigate, self-judge and self-discipline. This book was posited as the beginning of a multi-book series tracing the emergence of sexuality as a concept in Western thought, whose scope changed over time.

History of Sexuality II & III, 1984.

The next installments of Foucault's exploration of sexuality were originally unplanned, but Foucault found that to have a clear understanding of medieval Christianity's approach to sexuality one had to go back to the underlying ancient Greek and Roman understandings as well. These books delve into what Foucault calls an "aesthetics of the self" and ethical issues previously unexplored in his works, which

developed from typically thorough archival explorations. The fourth installment of the series was never published, and along with *Order of Things* many philosophers find these texts to be the most typically philosophical of Foucault's works in a traditional sense.

TYPICAL UNDERSTANDINGS

A common analytic device in Foucaultian scholarship is to conceptually partition Foucault's concepts from the methods he employed and investigate one partition more thoroughly than the other. Other frameworks likely exist, owing to the multitude of interpretations of Foucault's words by individuals applying Foucault's projects to wildly different topics. However, the concepts-methods framework is well-accepted within Foucaultian literature, particularly among researchers who specialize in Foucault's methods.

This division manifests both in educational texts about Foucault and in original research endeavors employing either his concepts or methods. Colin Koopman and Tomas Matza distinguish between "concepts (discipline, biopower, self-care)" and Foucault's "methodological ensemble (genealogy, archaeology, problematization)".³⁰ Kendall and Wickham are at times biting in their reprimand of what they call a topics-based approach, identifying several authors who use Foucault's topics like, "recipes for those interested in (half-)baking accounts of the meaning of modern life."³¹ Topics, according to Kendall and Wickham, are the general areas which Foucault was interested in, like sexuality, prison, or madness, and are the general subjects areas where Foucault applied his methods to daylight the concepts he proposed. In the succinct *Foucault: A Very Short Introduction*, Gary Gutting titles his chapters somewhat faithfully to a topics-methods division and spends twice as many chapters on topics like politics, madness, and sex than he does on Foucault's methods.³² Dreyfus and Rabinow also support a methods-

³⁰ Colin Koopman and Tomas Matza, "Putting Foucault to Work: Analytic and Concept in Foucaultian Inquiry," *Critical Inquiry* 39, no. 4 (2013), 817-840.

³¹ Gavin Kendall and Gary Wickham, *Using Foucault's Methods* (London: SAGE Publications Ltd., 1999), 139.

³² The chapters follow: (1) Lives and works (2) Literature (3) Politics (4) Archaeology (5) Genealogy (6) The masked philosopher (7) Madness (8) Crime and punishment (9) Modern Sex (10) Ancient Sex. Broadly, chapters 1-3, 6 are general information about Foucault's life, chapters 4-5 are about Foucault's

based approach, yet decide to call the method an “interpretive analytics,” which are words Foucault never explicitly used to characterize his method, though whether he would disagree with their diagnosis is unknown. Many other sources arrange Foucault’s writings like a compendium, often according to a theme, which can err toward methods³³ or topics³⁴, though often a mixture of both.

Other strategies exist as well, which attempt to skirt the difference between these two modes of presentation. In her publication directed toward architects, Gordana Fontana-Giusti tacks a course that is notably distinct, though also splitting archaeology from topics, incorporating a chapter which interprets the theme of spatiality in both Foucault’s and Gilles Deleuze’s works.³⁵ Deleuze’s work *Foucault* is also a marked departure from typical approaches to Foucault’s work, in that it attempts to construct a framework of the foundational mechanisms and principles of Foucault’s projects in abstract language—a metaphysics of Foucault, if you will.³⁶

APPLICATIONS IN LANDSCAPE ARCHITECTURE

Though some limitations of a concepts-methods division within Foucaultian scholarship are noted above, the division also appears productive sorting Foucaultian projects within landscape architecture.

Some topics-based analyses in landscape architecture exist, primarily focusing on heterotopia and biopower. Gunnar Sandin investigates potential applications of the topic *heterotopia*, which is a term Foucault appropriated as an alternative to utopia in order to

methods, and chapters 7-10 are related to Foucault’s topical inquiries. Gary Gutting, “Contents,” *Foucault: A Very Short Introduction* (New York, NY: Oxford University Press, Inc., 2005).

³³ See Michel Foucault, *Power/knowledge: selected interviews and other writings, 1972-1977* (New York: Pantheon Books, 1980), Michel Foucault, *The Foucault Effect: Studies in Governmentality*, and Michel Foucault, *Aesthetics, Method, and Epistemology*.

³⁴ See Gary Gutting, ed. *Cambridge Companion to Foucault* (Cambridge: Cambridge University Press, 2005), and Paul Rabinow, ed. *The Foucault Reader* (New York: Pantheon Books, 1984).

³⁵ Gordana Fontana-Giusti, *Foucault for Architects* (Abingdon, Oxon: Routledge, 2013), vii-viii.

³⁶ Nicolae Morar et al., *Between Deleuze and Foucault* (Edinburgh: Edinburgh University Press Ltd., 2016), 2.

indicate a social ‘mirror.’ Sandin proposes to develop a general three-step method to analyze the “influential conditions of places in general,” which is based loosely on Foucault’s interest in rule-governed systems and Bruno Latour’s actor-network theory.³⁷ The same year as Sandin’s chapter was released, Iwan Sudradjat expressed support for deeper engagement with heterotopic studies, identifying examples of heterotopias and advocating for its ability to help researchers understand the complexities of urban spaces and human behaviors.³⁸ Sudrajat also highlights that the panopticon (to be discussed later) is a form of heterotopia used to control deviance, which Foucault never explicitly states but can be inferred from very similar descriptions and functions. Kari Jormakka also pens a chapter about the contingency and limitations of landscape architectural perceptions which mentions heterotopias in the book *Exploring the Boundaries of Architecture*.³⁹ Though Jormakka’s sections on heterotopia are limited, they form the foundation for an expanding conversation where he incorporates thoughts by Gilles Deleuze, Le Corbusier, Jean-Jacques Rousseau, James Corner, and Bernard Tschumi among others to argue for a different view of theory that is not oriented toward truth of universal principles, but toward critical self-examination and highly-contextualized study.

Philip Hutchinson chose to search for applications of Foucault’s *biopower*, the “effort to manage the attitudes and behaviour of individuals for practices of self-discipline,” at Fresh Kills Park, New York, beginning from a concepts-oriented approach.⁴⁰ However, Hutchinson’s article leans somewhat toward a methods-based approach in practice, because he takes the time to consult the history of the park to discuss how local strategies emerged from institutions tasked with managing the site.

³⁷ Gunnar Sandin, “Keys to heterotopia: An actantial approach to landfills as societal mirrors,” *Nordic Journal of Architectural Research* 20, no. 2 (2008): 75-87.

³⁸ Iwan Sudradjat, “Foucault, the Other Spaces, and Human Behavior,” *Procedia – Social and Behavioral Sciences* 36 (2012): 28-34.

³⁹ Kari Jormakka, “Theoretical landscapes: On the interface between architectural theory and landscape architecture,” *Exploring the Boundaries of Landscape Architecture*, ed. Simon Bell et al. (London: Routledge, 2012), 15-40.

⁴⁰ Philip Hutchinson, “Exploring the Connection between Landscape and Biopolitics: The Story of Freshkills Park,” *Landscape Review* 17, no. 1 (2017): 96-107.

Susan Herrington has mentions Foucault in “Gardens Can Mean,” where she relies on Foucault’s erasure of the author to make a point about how users derive meaning from landscapes.⁴¹ Herrington later revisits Foucault and situates his systematic discursive method within poststructuralist critique, claiming its usefulness is its ability to critique both landscape projects and the profession itself.⁴²

On the methods-based side of Foucaultian scholarship, Pattamon Selanon aspires to write a history of perceptions of landscape architecture based on Foucault’s genealogical method, in which she writes an alternative history of landscape architecture focused on perceptions of the field. However, her research is a potentially useful but ultimately non-genealogical alternative history of landscape architecture perceptions relying on periodization, universalization, and a progress-oriented notion of Foucault’s methods which are expressly against his intent.⁴³

Another recent trend has taken a decidedly methods-based analysis of Foucault’s writings and interviews in *Landscape Research*, which was seemingly sparked by Luis Silva,⁴⁴ then incorporated into Ludger Gailing and Markus Leibenath’s works,⁴⁵ as well as Martijn Duineveld et al.’s project.⁴⁶ Silva’s article traces the material and discursive contingencies which culminated in the current land management arguments around Sete Cidades in the Azorian Islands, with references to evolutionary governance theory which is a conceptual offshoot of Foucault’s discursive analyses paired with other contemporary philosophers, ecologists, social network analysts, and geographers. Silva’s findings

⁴¹ Susan Herrington, “Gardens Can Mean,” *Landscape Journal* 26, no. 2 (2007), 302-317.

⁴² Susan Herrington, “Language,” *Landscape Theory in Design* (London: Routledge, 2017), 153-220.

⁴³ Pattamon Selanon (พัทธมน เสลานนท์), “Michel Foucault and the Perception of Landscape Architecture Practices มิเชล ฟูโกและภาพลักษณ์ในการปฏิบัติวิชาชีพภูมิสถาปัตยกรรม,” Built Environment Research Associates Conference, BERAC 3 (2012): 192-206.

⁴⁴ Luis Silva, “Foucault in the Landscape: Questioning Governmentality in the Azores,” *Landscape Research* 40, iss. 4 (2015): 397-410.

⁴⁵ Ludger Gailing and Markus Leibenath, “Political landscapes between manifestations and democracy, identities and power,” *Landscape Research* 42, iss. 4 (2017): 337-348.

⁴⁶ Martijn Duineveld et al, “Re-conceptualising political landscapes after the material turn: a typology of material events,” *Landscape Research* 42, iss. 4 (2017): 375-384.

highlight that Foucault's later concept of governmentality (which incorporates his genealogical method) is a useful paradigm for understanding and analyzing the historic contingency and messiness of planning and design projects.

Gailing and Liebenath introduce a 2017 special issue of *Landscape Research*, with an overview of the articles to be presented as well as an overview of landscape conversations about political landscapes like manifestations, democracy, identities, and power. They accurately characterize Foucault's findings about the embeddedness of power within geographies and institutions, though they also do not propose a framework for analyzing those spaces which is outside of their scope. Finally, Duineveld focuses on the relationship between discourse and the material, creating typologies of the relationship between the two realms. Duineveld's research is useful for understanding general behaviors between the discursive and the material but falls short of providing the precise archival work Foucault performed. As analyzed here, Duineveld's article should be considered as a work most useful for shifting professional paradigms, not providing tools for analyzing local conditions or projects, though his work is foundational.

In all of these endeavors, what appears to be lacking is a deep investigation into what it would mean to perform Foucaultian genealogies of landscape sites that attain the perspicuity, and defensibility of Foucault's projects. However, those projects which err toward a methodological focus ring truer due to their faithfulness to their research sites, i.e. Sudrajat, Hutchinson, Silva, Gailing and Liebenath, and Duineveld et al. The thread that connects all of these projects is their adoption of Foucault's careful investigation of archival records and interest in understanding the particular processes at work in each project. Rather than constructing overarching theories of power, discourse, or materiality and imposing them on sites, Foucault and these projects posit that although there may be common typologies that phenomena adhere to, good research must investigate contingent, localized phenomena which are non-universalizable and non-unified. The identified research only posits general findings after close study, rather than starting from Foucault's general theories and trying to find examples of them in places they may not translate to.

Despite sharp critique of some aforementioned research, note that most Foucaultian researchers consider power as a system of relations which is already more

concrete and defensible than many of the interpretive theories identified in Chapter I. With these cautionary tales and enlightening insights from previous research in mind, the next section identifies a limited conceptual vocabulary and lens based on Foucault's works which lay the foundation for constructing a step-by-step methodology in the following chapter.

FOUCAULT'S CONCEPTUAL VOCABULARY

In many ways, determining the overall method which Foucault used throughout his works is schizophrenic at best. Dean Mitchell remarks that to speak of such a device would be "as paradoxical as speaking of ascending stairs or cascading waterfalls in the graphic work of M.C. Escher."⁴⁷ Foucault did not propose a method and then enact it; he would first conduct an analysis and then elaborate on his methods after the fact. This is problematic for many researchers attempting to perform analyses based on Foucault's concepts and methods, leaving each individual the task of extracting information piecemeal from his books, interviews, lectures, and secondary sources. Thus, any framework that proposes to be Foucaultian requires a certain generalization, scoping, and elimination of certain points/texts to construct an actionable framework.⁴⁸

In his own words, Foucault characterized his projects as empirical attempts to:

[D]etermine in its diverse dimensions, what the mode of existence of discourses and particularly of scientific discourses (their rules of formations, with their conditions, their dependencies, their transformations) must have been in Europe, since the seventeenth century, in order that knowledge which is ours today could come to exist, and, more particularly, that knowledge which has taken as its domain this curious object which is man.⁴⁹

⁴⁷ Mitchell Dean, *Critical and Effective Histories: Foucault's Methods and Historical Sociology* (London: Routledge, 1994), 2.

⁴⁸ Such endeavors, including this one, should be evaluated with this caveat in mind and the understanding that other frameworks do exist and should be encouraged when they are well-defended, well-cited, and produce compelling results.

⁴⁹ Michel Foucault, "Politics and the Study of Discourse," *The Foucault Effect: Studies in Governmentality*, ed. Burchell et al., (Chicago: The University of Chicago Press, 1991), 70. This project shifted in later years to include the emergence of *subjectivation* and *ethics* as historically contingent modalities of knowledge

This passage presents three concepts which need to be clarified to describe a Foucaultian method: *discourse*, *history*, and *knowledge*. With knowledge also comes *power* in Foucault's analyses, and so discussions on these four concepts will follow, which will provide the conceptual foundation for the application of Foucault's archaeological and genealogical methods.

Discourse

The first clause in the above passage reveals Foucault's primary object of analysis: "the mode of existence of discourses and particularly of scientific discourses." Discourse is often a slippery concept in popular usage which can mean anything from a particular story (e.g. an engaging discourse), to a conversation or argument (e.g. respectful discourse), to a particular realm of discussion related to a topic or institution (e.g. political discourse).⁵⁰ For Foucault's projects, discourse is defined not in the singular, but as networks of *simultaneous differences* which "define at a given period the possible dispersal of knowledge," and *successive differences* which "define a set of transformations, their hierarchy, their dependence, their level."⁵¹ These networks are composed of *points* (statements) which are *in relation* (simultaneous differences) to each other in particular *contexts* (fields) and are always *historical* (successive differences): historically-situated discursive fields.

To describe these discursive fields, this analysis adopts a format that will likely feel familiar to landscape architects. Instead of zooming in or out progressively to larger or smaller-scale concepts, *context* is addressed first, which lays the foundation for a zoomed in analysis of *points*, followed by a discussion on the *relations* between them. To take an ecological example, understanding soil, water, and sunlight provides the foundation for understanding how a single tree functions, which is then understood in its

turned upon itself and are best understood as fitting into Foucault's larger project defined here. Michel Foucault, "Maurice Florent," 463.

⁵⁰ "Discourse," Merriam-Webster.com. 2018. <https://www.merriam-webster.com> (29 January 2018)

⁵¹ Foucault, "Politics and the Study of Discourse," 62.

ecological relations with other trees to form a forest. Historical transformations, knowledge, and power are discussed in subsequent sections.

Context: Practices, not Disciplines

Typical discursive frameworks might subdivide discourse by discipline, such as landscape architecture, civil engineering, geography, or architecture, but Foucault's method requires something different. Because Foucault is interested in understanding what makes certain practices possible at different times, he does not define discursive fields by typical disciplinary boundaries which are primarily aimed at establishing limits and conditions for producing truth.⁵² Instead, Foucault is interested in cutting across disciplinary bounds to understand the discursive fields surrounding certain *practices* – “places where what is said and what is done, rules imposed and reasons given, the planned and the taken for granted meet and interconnect.”⁵³ In other words, different practices arise in particular constellations of rules, possibilities, constraints, and transformations which interact in complex ways and do not derive from any one motivation in their attempts to produce truth. These discursive fields are never unified and clearly defined fields. They are instead made up of a multiplicity of constantly intersecting and diverging practices which “possess up to a point their own specific regularities, logic, strategy, self-evidence and ‘reason’. It is a question of analyzing a ‘regime of practices.’”⁵⁴

A helpful way to identify practices for analysis is to think of problematic⁵⁵ or complex strategies or techniques which are aimed at managing people and their

⁵² Dean, 32. Dean calls these *veridical* discourses, ones “charged with the task of self-rectification and self-elaboration with the aim of finally reaching the truth [...] all those discourses that seek to rationalize or systematize themselves in relation to particular ways of ‘saying the true’.”

⁵³ Foucault, “Questions of method,” 75.

⁵⁴ Foucault, “Questions of method,” 75.

⁵⁵ Colin Koopman, *Genealogy as Critique*, (Bloomington: University of Indiana Press, 2013), 1. *Problematic* in this context refers to *depth* problems which lurk beneath our historical period as “the historical conditions of possibility of our present ways of doing, being, and thinking,” but are at the same time *surface* problems which “condition us in our every action, our every quality, our every thought, our every sadness and smile.” Koopman refers to these as *submerged* problems, which are tied up in complex

behaviors. “How” questions are particularly adept at sparking these types of analysis because they are aimed at understanding the conditions of possibility for certain discourses, such as, how was “x” produced, how did “x” come to be, or how did “x” become an object of inquiry?⁵⁶ Foucault’s projects can easily be characterized as focusing separately on how imprisonment, sexuality, or madness came to exist as objects of discursive practices.

An example within landscape architecture can be illustrated by a brief examination of land management practices. While landscape architecture is certainly engaged in the practice of land management, other disciplines, institutions, and agents also manage land—urban planning, civil engineering, environmental studies, the National Park Service, the Bureau of Land Management, or homeowners, to name a few. Analyses of the discursive fields of land management practices, as proposed by Foucault, would cut across all of these disciplines. Some of these practices related to landscape architecture which cut across disciplinary and institutional boundaries and which could constitute their own dispersed discourse fields might include: stormwater management, handicap accessibility, exclusionary design, or greenroofs. An example of discursive practices and their relation to traditional disciplines in abstract conceptual space is illustrated in Figure 3.

Foucault’s mode of discursive analysis shows the constructed-ness of these practices, which undercuts baseless assertions that there is anything “true, given, natural, foundational” about any of them.⁵⁷ Looking ahead, it also shows that to understand power in society, one must look beyond traditional disciplinary bounds and analyze the web of institutions and discourses that are engaged in managing spaces. The next section traces the particular buildings blocks involved in discursive practices which allow researchers to trace their formations through conceptual space.

webs of institutions, power relations, and dispersed discourses, which require “severe work of thought” to articulate.

⁵⁶ Kendall and Wickham, 22. This technique is not expressly articulated by Kendall and Wickham, but it is inspired by useful project descriptions they hypothesize.

⁵⁷ Dean, 32.

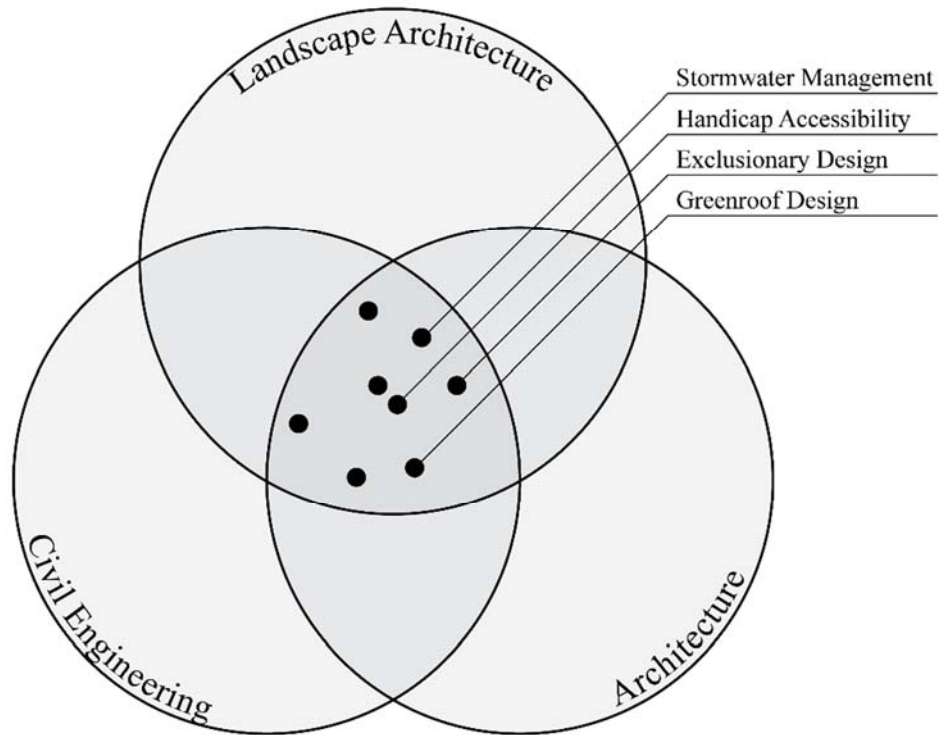


Figure 3. Theoretical Disciplines and Discursive Practices

Points: Statement-Events, not Texts

To identify the building blocks of these discursive fields, Foucault avoids categorizing whole texts (or books) as discrete nodes in discourse networks under the assertions that a text can be categorized neither as expressing one unified idea, nor can its conceptual space be clearly defined from other texts to which it references.⁵⁸ He also proposes understanding discursive units not as the interior thoughts or hidden meaning of

⁵⁸ Foucault, "On the Archaeology of the Sciences," 303-4.

their authors⁵⁹, references to objective reality⁶⁰, nor as totalizing theories of truth.⁶¹ All of these modes of analysis are based on interpretations from the values currently held by contemporary researchers, which prevents those researchers from determining how knowledge was possible in its own context.

Instead, Foucault argues these discursive objects must take the form of the actual words themselves, as an inventory of distinct and material *statements* which are empirical facts within the system that produced them—facts of their appearance, i.e. “How is it that this statement appeared, rather than some other one in its place?”⁶² Dreyfus and Rabinow characterize these statements as *serious speech acts*⁶³, which hold some kind of authority and have social consequences. As such, any sequence of words could theoretically be a statement, but sequences only become statements in contexts which imbue those words with a degree of truth or veracity. For example, stating “homeless people are undesirable,” has truth value for some discourses looking to implement exclusionary designs. However, in a discourse about environmental justice, the undesirability of the homeless is questioned and they are considered as a user group worthy of healthy

⁵⁹ Michel Foucault, “On the Archaeology of the Sciences,” *Aesthetics, Method, and Epistemology*, ed. James Faubion (New York: The New Press, 1998), 307. Thought is linked to intent in this type of endeavor, which is always an abstract generalization or *allegory* of the inaccessible and unknowable interiority of another human being. Such inquiries are always to be regarded with skepticism, and are never the intent of archival research like Foucault was engaged in.

⁶⁰ Michel Foucault, “The Order of Discourse,” *Untying the Text: A Post-Structuralist Reader*, ed. Robert Young (Boston & Kegan Paul Ltd.: Routledge, 1981), 61. Objects, though real in their tangibility and accessibility as phenomena, are inaccessible to human beings in discourse without referring to them by words which have meaning inscribed by structures, rules, and institutions beyond our individual control. Even the natural world and the objects of scientific research are only accessible to us as concepts through language. “It is always possible that one might speak the truth in the space of a wild exteriority, but one is ‘in the true’ only by obeying the rules of a discursive ‘policing’ which one has to reactivate in each of one’s discourses.”

⁶¹ Foucault, “Politics and the Study of Discourse,” 56. *Universal* here is used to be a less-confusing catch-all term for Foucault’s list of totalizations to avoid: “strained continuity [...] (tradition, influence, habits of thought, broad mental forms, constraints of the mind) [...] the theme of *becoming* (general form, abstract element, first cause and universal effect, a confused mixture of the identical and the new).”

⁶² Foucault, “On the Archaeology of the Sciences,” 306-7.

⁶³ Hubert Dreyfus and Paul Rabinow, Michel Foucault: Beyond Structuralism and Hermeneutics (Chicago: The University of Chicago Press, 1983), 48. The footnote on this page highlights an exchange between Foucault and John Searle in which Foucault comes to understand that his statements are identical to a particular subset of Searle’s speech acts.

environments. In contrast, it is unlikely that homeless populations or their desirability produce any truth for discourses pertaining to 18th century Russian dance techniques. Context matters in Foucaultian discourse analysis, but not in an interpretive sense.

Statements provide the raw data⁶⁴ for analyses of what could be said in a given period and discursive field. Statements are therefore understood in the “narrowness and singularity” of their events, and in their relations to the *archive* which contains:

[N]ot the totality of texts that have been preserved by a civilization or the set of traces that could be salvaged from its downfall, but the series of rules which determine in a culture the appearance and disappearance of statements, their retention and their destruction, their paradoxical existence as *events* and *things*.⁶⁵

Importantly, statements are conceived of as preliminary points of attack, or building blocks, used to reconstruct the rules for the production and limitation of statements. Again, a Foucaultian analysis is one which charts the conditions of possibility for and transformations of discursive practices, to “circumscribe the ‘place’ of the event, the margins of its chance variability, and the conditions of its appearance.”⁶⁶

An example of how statements might integrate within the conceptual space of discursive practices can be found in Figure 4. Statements are represented by an ‘S,’ which are always in relation to other statements within their own disciplinary/local archive. These conceptually localized archives join with other localized archives to form discursive practices. Grey lines and spacing away from the visual center of each discursive practice indicate that statements have varying degrees of conceptual truthfulness for their discursive formations.

⁶⁴ Hubert Dreyfus and Paul Rabinow, Michel Foucault: Beyond Structuralism and Hermeneutics (Chicago: The University of Chicago Press, 1983), 59.

⁶⁵ Foucault, “On the Archaeology of the Sciences,” 309.

⁶⁶ Foucault, “The Order of Discourse,” 68.

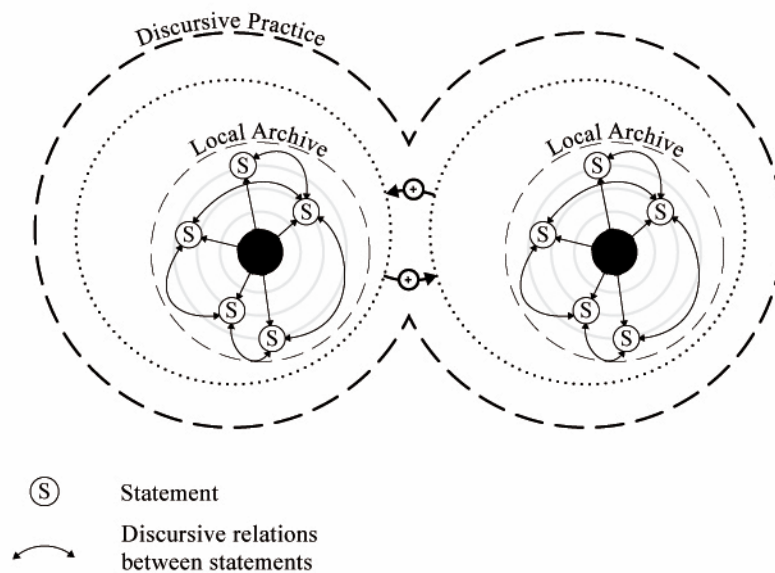


Figure 4. Theoretical Discursive Practices and Statements

Though Foucault often speaks abstractly about “the” archive, the previous discussion about discursive practices exposes that these sources are multiple and not necessarily explicitly linked. To revisit the earlier example, an exclusionary design discursive practice incorporates many disciplines and institutions. Cities, law enforcement, design firms, news agencies, construction firms, and nonprofits are often engaged in the exclusionary design of public space, and those groups all keep their own records, separately.

If one is to analyze the discursive networks surrounding a problematic practice in landscape architecture, one must begin first with an inventory of the surface statements which contribute to that practice’s discourse from associated archives. For example, in analyzing the emergence of exclusionary design, one could begin by looking into archives for concrete assertions about exclusionary spaces and objects within a wide variety of disciplines and start forming an inventory of historical statements made about exclusivity. But how do these statements connect to each other, and how do they connect to the material world?

Relations: Contingencies, not Unities

To understand the relations between statements themselves, Foucault highlights the rarity of statements compared with the near-infinite possibilities created by linguistic structure. Archives could theoretically record anything, but within discursive formations only certain statement-events are saved, repeated, or eliminated. Based on this observation, Foucault asserts there must be constraints and rules to the production of statements themselves: discourses are rule-governed, systematic fields. Foucault identifies three types of rules accounting for the governance of discourse: (1) *external procedures of control*, e.g. prohibition, dividing speech between categories of reason and madness, and dividing speech between categories of true and false; (2) *internal procedures of control*, e.g. commentary, the author-function, and demarcated disciplines and (3) the *rarefaction of discourse*, e.g. by rituals, societies of discourse, doctrinal allegiances, access, and modes of distribution.⁶⁷ For example, the discourses surrounding exclusionary design are not determined by a speaking individual who is trying to express a brand new idea: they must insert their ideas⁶⁸ into a system of other statements about exclusionary design governed by rules of procedure, reference, or authority, which evaluate whether the statements they make can be considered to be part of truthful discourse about sustainability at the moment. So, what do these rule-governed statements attach to?

What Foucault draws our attention to is that even though non-discursive objects exist—one can touch a table, see light, smell roses, taste food—these sensations are only available to us in discursive fields through the ways people speak about them. Non-discursive objects are the receptive surfaces which statements illuminate and contextualize.⁶⁹

Gilles Deleuze, a renowned philosopher and contemporary of Foucault, refers to this effect of objects imbued with discursive meaning as *visibilities*, and states that these

⁶⁷ Michel Foucault, “The Order of Discourse,” 52-64.

⁶⁸ A subject’s ideas are never produced internally by some mythical irruption of genius or truth. The individual is always in-relation, and in a rule-governed society; see Deleuze, 115-20.

⁶⁹ Deleuze, 52.

surfaces identify a “what is seen and who sees.”⁷⁰ In their interactions, these statements and visibilities highlight the reality of discourses as material and spatial, made of two forms of “there is”, which condition and influence each other.⁷¹ In *Discipline and Punish*, the Panopticon, a prison design with a central tower, is illustrated as a technology which makes prisoners and their behaviors visible in certain ways to authority figures, which then creates the possibility of more statements based on the “truths” revealed by what the technology made visible.⁷² Inmate behaviors are made visible to prison guards in the central tower, which allows guards to document prisoner behaviors, which are used to inform future interventions that either limit undesirable behaviors or encourage desirable ones. In a similar way, Kendall and Wickham illustrate that desk arrangements and observational spaces are examples of how students and their behaviors are made visible to teachers,⁷³ who may then formulate further discourses of “truths” based on those observations. Spatial arrangements designed for visibility allow people to study the behaviors occurring there because they are made observable, and those observations are used by the managing institutions to design better behavior-managing interventions in the future, which generate more observations, which generate more interventions, and so on.

To analyze these visibilities and their relations, one must “open up qualities, things and objects,” to understand what is made visible by them.⁷⁴ In relation to certain discursive practices, built landscapes are non-discursive spaces which behave in connection to visibilities, and are analyzable by questions of who sees/what is seen, how does who see/how is what seen, where does who see/where is what seen, and when does who see/when is what seen.⁷⁵ In particular, how does the arrangement of space contribute

⁷⁰ Deleuze, 58.

⁷¹ Deleuze, 66-7.

⁷² Michel Foucault, *Discipline and Punish*, trans. Alan Sheridan (New York: Vintage Books, 1977).

⁷³ Kendall and Wickham, 28.

⁷⁴ Deleuze, 53.

⁷⁵ Interpretive and allegorical analyses are not part of Foucault’s project of appearance, and as such questions of “why things are seen” are not relevant nor useful. This series of couplets is an original contribution from this research, based on careful analysis of Deleuze, Foucault, and Kendall and Wickham’s insights on the subject. It is essentially a contextualization of Deleuze’s “what is seen and who

to such questions? To illustrate, in a discourse about social responsibility, a space might include parks (where) inhabited by the homeless (what is seen) who are made visible to police (who sees) at certain times of day (when) by features such as lighting fixtures, low walls, gaps in trees, or cameras (how seen/sees). This method allows material spaces and objects to be read without problematic value judgements or interpretations of meaning: in connection to discursive networks it constructs an empirical framework of the discursive function of non-discursive space.

However, Foucault is clear that the relationships between statements and their objects are not straight lines, nor are they stable or intuitive relationships. Foucault instead defines these relationships as laws of dispersion, which are how statements attempt to define or make visible various sets of objects.⁷⁶ These dispersions are always a product of the rules of formation among statements within a discursive field attempting to approach a certain truth or right way of doing things. Discursive structures apply rules and judgements to classify and hierarchize naturally-occurring phenomena (non-discursive objects) into fields of intelligibility which they direct towards their constructed definitions of truth. The meaning and coherence of these objects would be conceptually inaccessible to individuals outside of discursive networks that tie them together in regular and systematic ways.⁷⁷

Figure 5 illustrates the relationships between statements and visibilities, showing that visibilities are connected to statements and that visibilities only adhere to their own localized archives. The instability and unintuitive nature of the relationships is indicated by dashed connectors, as well as the possibility of multiple statements connecting to single visibilities.

sees,” which is consistent with Foucault’s highly contextual and embedded analyses. There is no specific inspiration or source to defend its construction, only magic.

⁷⁶ Foucault, “On the Archaeology of the Sciences,” 314.

⁷⁷ Kendall and Wickham, 43.

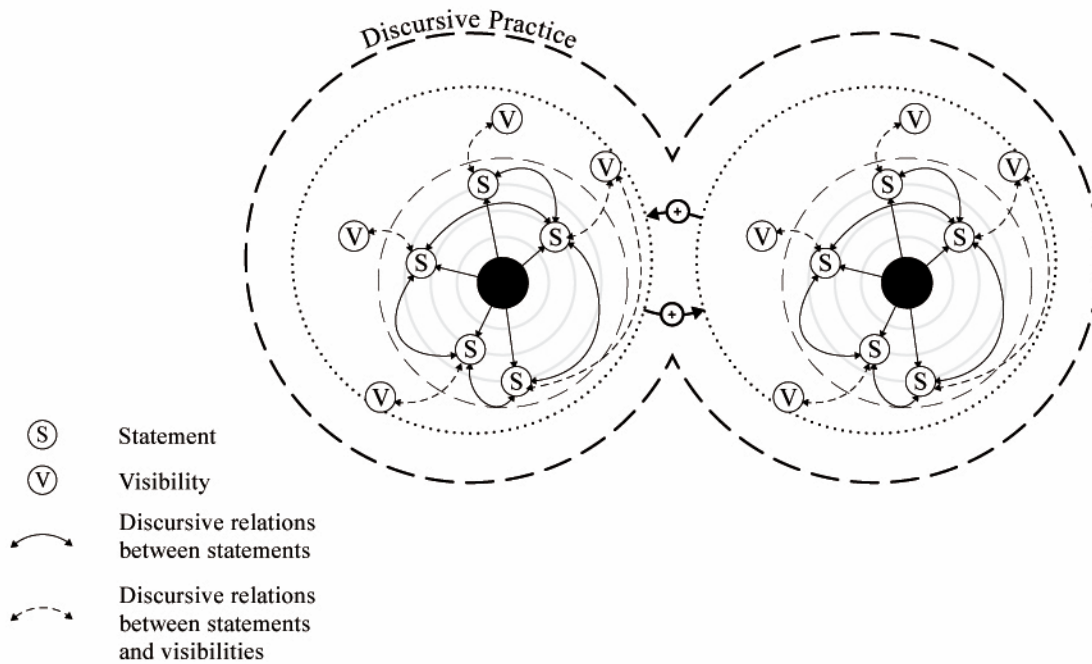


Figure 5. Theoretical Discursive Practices, Statements, and Visibilities

For example, environmentally legal objects would not exist without a discourse about environmental law, and do not exist outside of it. There is nothing inherently legal about land, trees, pollution, or runoff. Environmental law makes pollution visible in a particular legal context in order to approach a right way of acting or speaking about the dispersed phenomena which contribute to its definition of pollution which might include runoff, smog, or legal land divisions. Environmental law must always define and redefine pollution in order to circumscribe the places where those definitions are made visible in order to produce more statements about them, in order to identify places where those statements are made visible, in order to . . . and on and on. This circularity of references to dispersed objects is not a problem that can be solved, it is simply the nature of using discourse to identify and modify non-discursive reality.

Dreyfus and Rabinow propose that Foucault identifies “four descriptive categories for the analysis of discursive formations” which are illuminated by these rule-governed systems of statements and visibilities: objects, subjects, concepts, and strategies.⁷⁸ These

⁷⁸ Dreyfus and Rabinow, 61-72.

are the ways in which discourses determine what they can illuminate (objects), how who can speak (subjects), what logical frameworks can be used in saying (concepts), and what possibilities for action exist (strategies). Again, it is important to highlight that this framework is not hypothesized as a totalizing or universal framework of discursive formations. It is, however, conceptualized as an actionable framework that allows one to consult and compile an archive tracing the development of certain practices. The advantage to this method for analyzing the possibility of practices is that each statement of contingent truth can be identified and analyzed in its historic eruption and discursive context, while accounting for its interaction with non-discursive objects and spaces which make objects, subjects, concepts, and strategies visible.

The interaction between discursive moments and their non-discursive materialities is diagrammed in Figure 6. Statements move through their associated objects, subjects, concepts, and strategies (visibilities) to illuminate certain aspects or qualities of material reality, which are symbolized by arrows locating different facets of generic objects which could be replaced by any objects, spaces, or regions. The lines between visibilities and materialities have arrows on both ends which indicates that the non-discursive and discursive realms are always in relations of mutually-determining circularity.

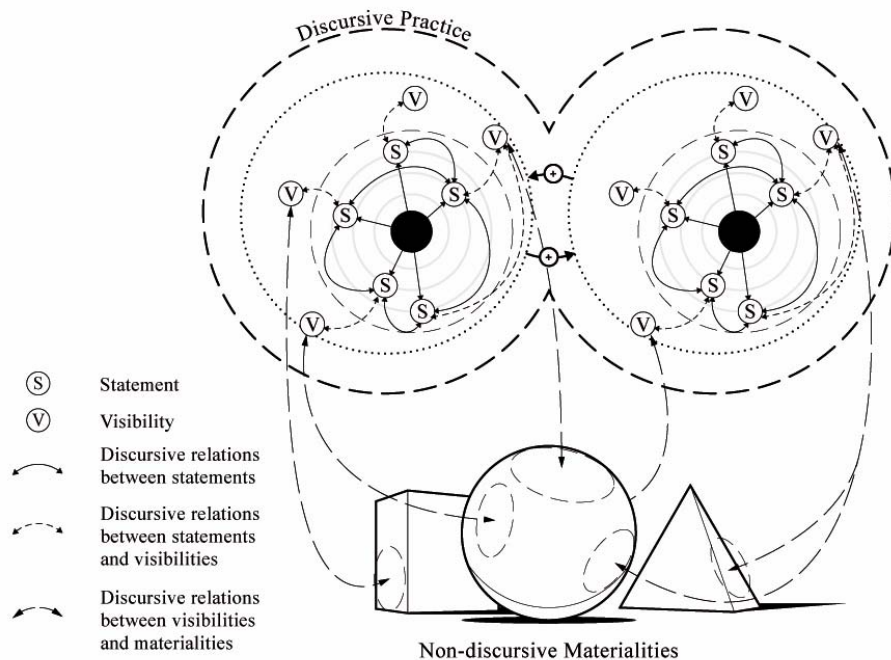


Figure 6. Theoretical Discursive Practices and Materialities

Knowledge

Before discussing how the discursive formations transform historically, it is important to address what Foucault means by knowledge. The term is foundational for Foucault's analyses of historical transformations and flows out of the previous discussions of discursive fields. Foucault constantly refers to discursive fields in their *productivity* and *positivity*, and by this he means their ability to create knowledges—"combinations of [the] visible and [the] articulable that are unique to each stratum or historical formulation. Knowledge is a practical assemblage, a 'mechanism' of statements and visibilities."⁷⁹

Part of the archive, knowledge refers to these *sets of elements*,⁸⁰ statements and visibilities, which are the two forms of knowledge. Knowledges can be considered as a snapshots—slices of time at which point certain formations of statements and visibilities were able to exist in relation to a particular practice. Although they are tied together by the rule-governed systems of transformation, those systems are not a part of knowledges but rather serve to integrate them through time.⁸¹ Figure 7 indicates where knowledges fit into the conceptual diagram this chapter has been building, reiterating that knowledges include local visibilities and statements, but not materialities or discursive formations.

An example of Foucault's conception of knowledges might be how the collection of statements and visibilities which contributes to exclusionary design discourse forms a knowledge of specific practices which can be implemented on a given site. If those practices change over time, there is still a record of the statements and visibilities which one can consult to understand how exclusionary design practices managed space and speech at that time. This record, and not the rules which produced it, is what constitutes knowledge. In this example, a particular knowledge is tied to particular practices, of which there are always multiples. No practice forms only one knowledge to approach the

⁷⁹ Deleuze, 51.

⁸⁰ Foucault, "On the Archaeology of sciences," 324.

⁸¹ Deleuze, 77.

multiplicity of problems it is constantly facing. A discussion of successive differences should clarify how discursive formations transform through time.

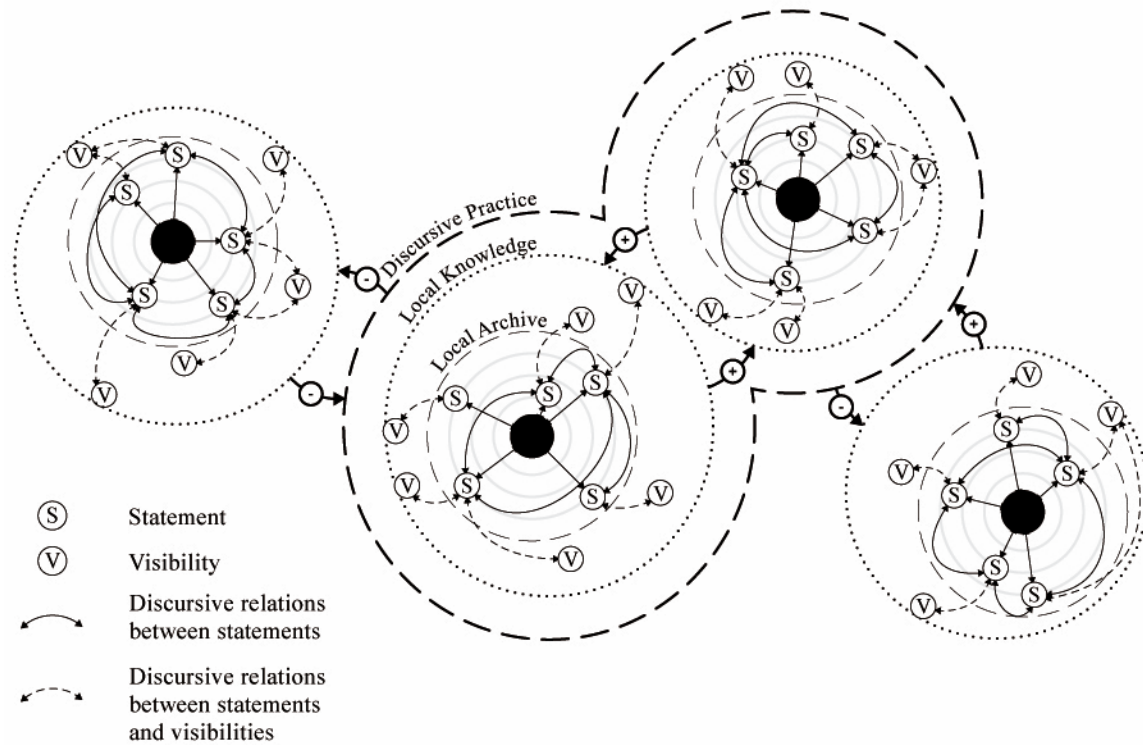


Figure 7. Theoretical Discursive Practices, Knowledges, and Archives

History

Building on the discussion of simultaneous differences and relations, Foucault’s notion of history is fundamental to the way he traces *successive differences*,⁸² which then build into his definition of power. Foucault recognizes that discourse is governed by events, eruptions of speech which have pauses between them, pauses for transformation and chance. Importantly, this is not the same as saying that “anything could have happened,”⁸³ but it is the recognition that history is contingent and rule-governed which

⁸² Historical transformations, not to be confused with *simultaneous differences*, the subject of the previous section titled “Discourse.”

⁸³ Kendall and Wickham, 6.

provides conceptual spaces in which to speak and act in a multitude of constrained ways. In western culture, and indeed any culture with archives of texts, Foucault acknowledges that discourses “accumulate in the form of history” and “are linked in a historic fashion.”⁸⁴

Mitchell Dean situates Foucault’s historical method in opposition to *progressivist theory*, which is an attempt to chart grand narratives of progress related to reason, technology, or religion, among others, culminating in our present time; and *critical theory*, which critiques progressivist stories of salvation by providing alternative narratives, but still retaining the grand, totalizing nature of progressive histories through searches for deep or hidden meaning presented as truth.⁸⁵ Foucault’s histories are *problematizing*, which:

Has the effect of the disturbance of narratives of both progress and reconciliation, finding questions where others had located answers. It seeks to remain open to the dispersion of historical transformation, the rapid mutation of events, the multiplicity of temporalities, the differential forms of timing and spacing of activities, and the possibility of invasion and even reversal of historical pathways.⁸⁶

Foucault’s understanding of historical transformation is not linear, is not unified, and is not oriented toward universal themes or progress. It importantly recognizes the importance of chance and discontinuity, which resist the temptation to assume that discursive rules are rigid and inescapable. Policies and rules are only as good their enforcement and faithful implementation by practitioners, who are constantly collecting information about their environments through observation to create better patterns of action as discussed earlier. Innovation, change, and stagnation are all possible within constrained possibilities which are contingent, neither infinite nor preordained.

⁸⁴ Foucault, “On the ways of writing history,” *Aesthetics, Method, and Epistemology*, ed. James Faubion (New York: The New Press, 1998), 292.

⁸⁵ Dean, 3-4.

⁸⁶ Dean, 4.

Figure 8 shows how one might visualize these successive changes, much like conceptual spaces which expand and contract over time in their relations to each other. Sometimes two discursive practices might identify the same objects, subjects, concepts, or strategies, and sometimes they might veer toward different conceptual spaces. They also can expand and contract over time, illustrating the effect of more people or institutions talking about that discursive practice, or the possibility of those conversations fading. This type of charting is always retrospective because discontinuity and chance prevent fortune-telling, even with careful archival analysis.

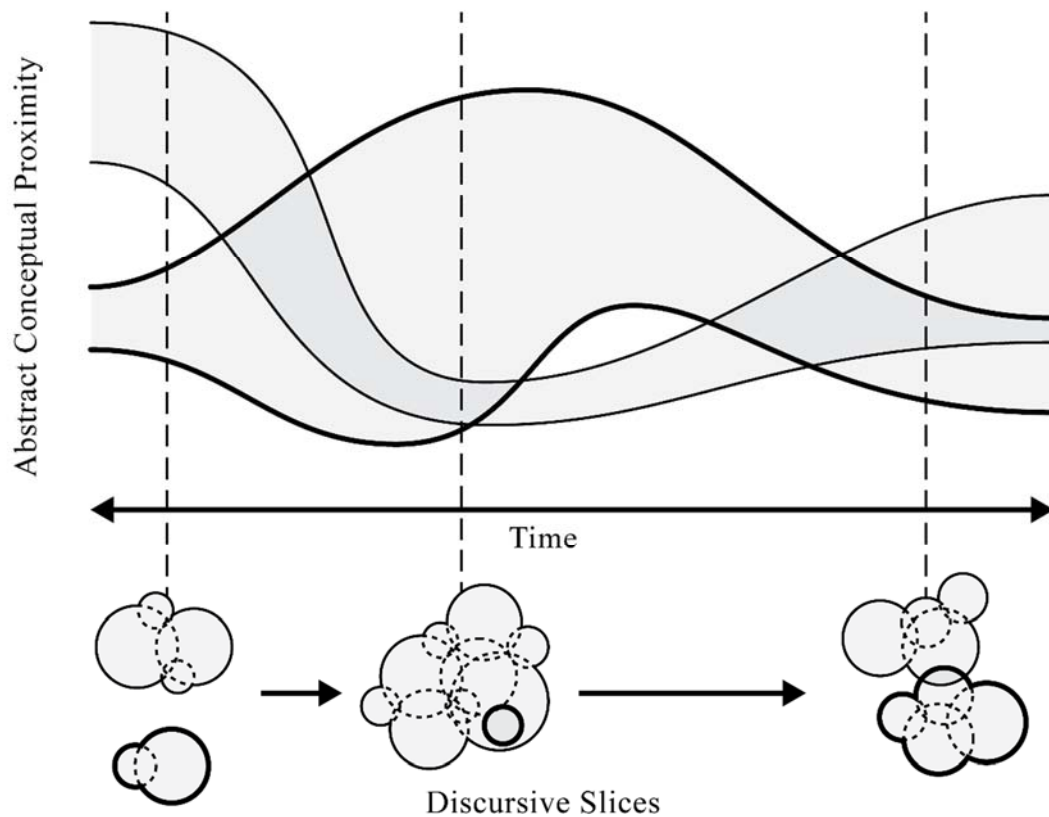


Figure 8. Theoretical Historical Changes

For example, sustainable design practices are constantly changing to incorporate new information but change in constrained ways. Though a researcher may propose incorporating drought-tolerant stonecrop on long wheelchair ramps because it will filter stormwater, reduce reflected heat, and provide habitat for microorganisms and insects,

the practice of wheelchair ramps design is unlikely to shift in that direction because the main purpose of ramps is to transport wheelchairs, which would destroy the stonecrop, waste money, and be more difficult to ascend. However, permeable pavers might be perceived as a valid innovation in wheelchair ramp design because they allow stormwater to infiltrate while also fulfilling their main purpose of transporting wheelchairs. It is also possible that innovations in wheelchair ramp design may come from other contexts that practice the smooth transportation of goods or services up unfriendly grade changes. Successive discursive shifts are difficult to predict because they can be non-linear or arbitrary, but they always adhere to their discursive formations, however imperfectly or tenuously.

Power

After developing a Foucaultian understanding of discursive formations, their units, relations, and sequential changes, this research can now introduce the main topic of interest: power. For Foucault's projects, power is an integrating function that has no materiality of its own—it cannot be held or seen—and is productive. Power is expressed in the “open, more-or-less co-ordinated (in the event, no doubt, ill-coordinated) cluster of relations” which connect statements to visibilities to non-discursive materialities.⁸⁷ Power is the set of transformations and rules, which accumulate knowledges to form discursive practices and their relations. Thus, although power was not described explicitly by name in the previous sections, it moves through them all and is explicitly described by Foucault as an expansion of his discursive analysis methods.⁸⁸

Rather than speak abstractly about universal notions of power, Foucault's analyses treat power relations as particular “tactics [which] were invented and organized from the starting points of local conditions and particular needs.”⁸⁹ Power relations

⁸⁷ Foucault, *Power/Knowledge*, 199.

⁸⁸ Foucault, *Power/Knowledge*, 115. Foucault acknowledges that although he did not mention power in *Madness and Civilization* or *Birth of the Clinic*, he himself cannot imagine what else he was talking about, again supporting this research project's assertion that a thorough Foucaultian methodology must be based on discursive analysis.

⁸⁹ Foucault, *Power/Knowledge*, 159.

connect forms of knowledge and bind them together to create coherent strategies aimed at acquiring or generating more knowledge and localized truth. Power is “considered as a productive network which runs through the whole social body, much more than as a negative instance whose function is repression.”⁹⁰ For example, though local design regulations and planning requirements can sometimes be perceived as limitations, they are also enacted because they are a strategy aimed at producing effects in the world. These effects are the result of tension between local knowledges, practices, and discursive formations, like the tension between designing vegetated spaces for biodiversity and hard surfaces for accessibility, which are all attempting to produce their own effects in the world.

Resistance then, unlike how it is typically understood, is not a willed force sometimes applied against an oppressive opponent, but is the constant reality of institutions and discursive practices attempting to exert influence over the truth through actionizing knowledge toward some goal. Resistance is always present and is part of the technical process which keeps the social machine going, much like power is the name for the technical processes that keep engines or appliances running.⁹¹ Figure 9 shows the final diagram that is a combination of Figure 6 and Figure 7 and accurately identifies the relations from previous diagrams as relations of power which respond to and emanate from local problems and needs.

Through these analogies and discussions it should be clear that what Foucault is describing is a systems theory of power. Concerned with discursive and material networks, Foucault shows that discourse and materiality, words and things, form the connective tissues that allow for a capillarity of power which works its way into every subject and every space. This type of power analysis is unconcerned with universal theories of power or who is holding the majority of power at any given time, but is concerned with daylighting the objects, subjects, concepts, and strategies that are acted upon to produce contingent truth.

⁹⁰ Foucault, *Power/Knowledge*, 119.

⁹¹ Kendall and Wickham, 49.

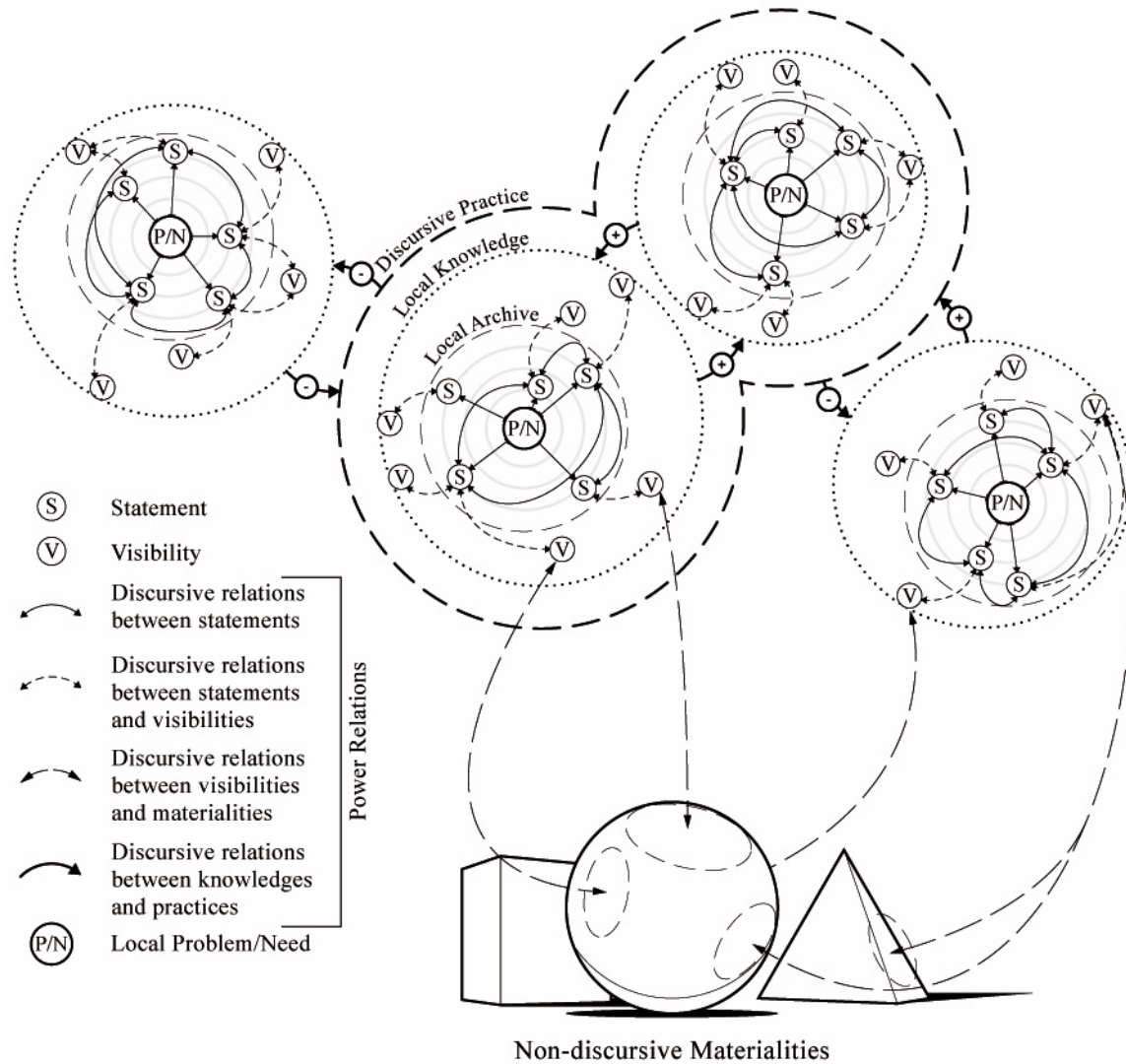


Figure 9. Theoretical Discursive Power Relations

As both a review of the chapter and a guide for the remainder of the thesis, a glossary of key terms discussed in this chapter can be found in Table 1, which also highlights examples within the field of landscape architecture. In the following chapter these terms and this lens are used in conjunction with methodological texts describing Foucault’s archaeological and genealogical methods to build a step-by-step method for daylighting the capillarity of power within landscape designs.

Table 1. Glossary of Foucaultian Terms

Terminology	Description	Landscape Architecture Examples
Discursive Fields	Networks of simultaneous differences; the dispersal of knowledges; organized around constructed, contingent practices; cut across typical disciplinary boundaries	Sustainability, accessibility, land management, food production, defensibility.
Statements	Serious speech acts; verified as true/right by the rules governing a discourse; taken as discontinuous events; aimed at solving a problem/need; analyze surface appearance	“Stormwater management is sustainable.” “Install ramps whenever possible.”
Visibilities	Refers to phenomena which are made to appear a certain way in a certain discourse, or architectures/objects which make other phenomena appear through their use	Swales make ecological services visible. Ramps make disabilities visible.
Relations	Statements and visibilities are produced and limited by rules; statements create visibilities and vice-versa; both are loosely related to material phenomena, but not in a clear cause-and-effect relationship; both can produce truth for multiple practices simultaneously	Accepted definitions of sustainability allow associated statements to appear true and objects to appear sustainable.
Knowledges	Collections of statements trying to solve a problem within a given practice; slices of discursive relations; not the rules which create them; multiple; start locally; archival	Knowledges of: lighting, drainage, irrigation, hard surfaces, planting, soils.

Table 1. (cont.) Glossary of Foucaultian Terms

Terminology	Description	Landscape Architecture Examples
Histories	Successive differences; how the discursive formation changes over time due to inter/intra-discursive relationships; contingent on chance conditions of possibility; no progress, universals, unity	Sustainable designs are not better than previous designs but try to respond to our currently different needs.
Power Relations	The relations between statements and visibilities which produce/limit/connect knowledges; always inside of power; resistance is always present; manage/govern; a capillarity	The relations which tie specific knowledges to sustainability and attempt to acquire new knowledges.

CHAPTER III:

BUILDING A FOUCAULTIAN METHOD

DEVELOPING THE STEPS: GENEALOGY

Two terms associated with Foucault have yet to be introduced which are key to constructing a Foucaultian method: archaeology and genealogy. Archaeology is the method Foucault describes in *Archaeology of Knowledge* as the method he employed in *Madness and Civilization*, *Birth of the Clinic*, and *Order of Things*.⁹² In relation to the previous chapter's discussion of Foucault's conceptual vocabulary, archaeology as a method incorporates discourse, knowledge, and history. Archaeology was not yet able to provide an explanation for why discursive formations change over time, it was only able to provide snapshots of those formations in different temporal slices and identify changes at other slices. To deal with this limitation, Foucault proposed that the process by which discursive formations shift through successive differences is driven by power relations. Foucault called this expanded method genealogy, inspired by Nietzsche's method by the same name which Foucault employed in *Discipline and Punish* and all three *History of Sexuality* volumes.⁹³

As stated earlier, pinning down Foucault's methods to specific instructions is not only difficult, it requires interpretation of often obscure or self-refuting statements made by Foucault himself. Rather than go down a protracted and circuitous process of reinventing the proverbial wheel, Kendall and Wickham's explanation of Foucault's methods stands out for its clarity and concision, in which the researchers lay out some foundational steps one might take when analyzing discursive formations. These steps are explained in the following sections, then expanded and edited based Chapter II's insights from Foucault's words and other researchers' interpretations.

⁹²Michel Foucault. Stanford Encyclopedia of Philosophy.

⁹³Michel Foucault. Stanford Encyclopedia of Philosophy.

After choosing one's topic of research,⁹⁴ Kendall and Wickham propose that to analyze a discursive practice in a Foucaultian manner, one should incorporate the steps found in Table 2:⁹⁵

Table 2. Discourse According to Kendall and Wickham

1. The recognition of discourse as a corpus of 'statements' whose organization is regular and systematic;
2. The identification of rules of the production of statements;
3. The identification of rules that delimit the sayable;
4. The identification of rules that create the spaces in which new statements can be made;
5. The identification of rules that ensure that a practice is material and discursive at the same time

This step-by-step method bears striking similarities to a list found earlier in the text about archaeology, which can be cross-referenced with the above list.⁹⁶ Kendall and Wickham identify seven tasks in Table 2 from a thorough literature review of Foucault's supplemental writings, which they argue should be present in any archaeology that purports to be Foucaultian:⁹⁷

⁹⁴ Kendall and Wickham, 4. Typically a Foucaultian research project would select a problematic discursive practice one wants to understand: why it works the way it does, how it acquires resources, how it produces truth, among others, as a way of diagnosing the present.

⁹⁵ Kendall and Wickham, 42.

⁹⁶ Kendall and Wickham's text is not built sequentially as other texts often are, presenting foundational principles first. Kendall and Wickham assert that discourse is foundational for Foucault's methods when they do finally introduce it on page 34, and they admit that they can "put it off no longer," willingly admitting their second chart is foundational. A hypothesis is that they try to dispel incorrect assumptions about Foucault before delving into what his texts actually perform, as well as introducing the context and broader scheme of the projects first. Kendall and Wickham, 34.

⁹⁷ Kendall and Wickham, 26.

Table 3. Archaeology According to Kendall and Wickham

1. To chart the relation between the sayable and the visible;
2. To analyze the relation between one statement and other statements;
3. To formulate rules for the repeatability of statements (or, if you like, the use of statements);
4. To analyse the positions which are established between subjects—for the time being we can think of subjects as human beings—in regard to statements;
5. To describe ‘surfaces of emergence’—places within which objects are designated and acted upon;
6. To describe ‘institutions’, which acquire authority and provide limits within which discursive objects may act or exist;
7. To describe ‘forms of specification’, which refer to the ways in which discursive objects are targeted. A ‘form of specification’ is a system for understanding a particular phenomenon with the aim of relating it to other phenomena

Within Table 3, steps one and five are concerned with material reality, which discourse adheres to, and the remaining steps are related to analyzing discursive formations themselves. Importantly, Kendall and Wickham do not outline the particular sequence of steps to take in this regard, but rather identify a conceptual vocabulary which functions more as a list of ingredients than a step-by-step recipe.

Similarly, when expanding the method into genealogy (Table 4) Kendall and Wickham provide concepts which frame potential analyses like “emphasis on power,” “history of the present,” or “ongoing processes.”⁹⁸ These lists of ingredients are helpful to conceptually grasp the intent of Foucaultian projects but are still distant from an actionable research methodology.⁹⁹

⁹⁸ Kendall and Wickham, 34.

⁹⁹ One might argue that each project or research interest will dictate the starting point and process, and these lists of ingredients allow each researcher to tailor the process to their own needs and research style. Researchers interested in developing their own methods for each unique project are encouraged to develop their own frameworks as they see fit.

Table 4. Genealogy According to Kendall and Wickham

1.	Describes statements but with an emphasis on power;
2.	Introduces power through a ‘history of the present’, concerned with ‘disreputable origins and unpalatable functions’, making the older guests at the table of intellectual analysis feel decidedly uncomfortable by pointing out things about their origins and functions that they would rather remain hidden;
3.	Describes statements as an ongoing process, rather than as a snapshot of the web of discourse;
4.	Concentrates on the strategic use of archaeology to answer problems about the present

These three lists can supplement each other, and the earlier analysis of Foucaultian concepts can fill other gaps which these lists neglect to mention. To build a new step-by-step method which gives actionable steps to researchers, the Context-Point-Relations model from the previous chapter is proposed as a three-stage genealogical method, each stage with its own steps and interpreted in light of the Knowledge, History, and Power discussions as well. Based on the research problem or interest, one might choose to start in Stage One or Stage Two, but it is likely impossible to start in Stage Three.¹⁰⁰

Stage One – Context

Stage One’s steps are shown in their entirety in Table 5. Step 1A here, like Kendall and Wickham’s first step in Table 1, is a framing step designed to remind the researcher of the larger intent of the process, as well as how the steps to come fit into that larger goal.

¹⁰⁰ Through personal conversations with other master’s students, it became clear that one might identify a discursive field that is problematic– like prison, sustainability, or madness– but equally plausibly one might locate a statement or non-discursive object that piques their interest or seems problematic. Both research methods are encouraged. The former would simply follow the stages listed here, while the latter might start at Stage 2, then move to Stage One, followed by Stage Three. It is unlikely that anyone could start in Stage Three, because the type of relations described here are uninterpretable without their constitutive statements, visibilities, or material realities.

Table 5. Genealogy Stage One: Context

A. Recognize discourse as a timeline of discursive moments which follow certain rules and patterns, create visibilities, and adhere to a material reality.
B. Identify the discursive practice one wishes to investigate.
C. Identify the local problems or needs with which those discursive practices are concerned.
D. Identify the related institutions which acquire authority and provide limits around the local problems and needs, as well as others who are engaged in documenting or responding to those problems and needs.
E. Identify the extent of the archives which those institutions and others maintain, and who has access to them.

Step 1B refers to the research project one is interested in. In a typical Foucaultian project, one might choose a material and discursive practice like imprisonment, cloud data management, public education, or accessible building practices.

Step 1C locates how those discursive practices were formed and how they perpetuate in relation to specific needs and problems. What does the literature about the practice respond to? What local problems does building handicap accessible features solve? It's important to remember that this step does not adhere to typical disciplinary bounds and needs to consider all of the strategies that contribute to the broader discursive practice, for example, construction, design, theory, and critique.

Step 1D builds on the previous step by locating the institutions or groups responsible for perpetuating the discursive and material practice. Which institutions regulate accessible building practices? Which institutions develop theories about accessible building practices? Which institutions determine where accessible building practices are applicable? Are there other institutions responsible for oversight or who also engage in determining how those spaces should be built, for example advocacy groups, nonprofits, or the press? These institutions and their intents are not the focus of the analysis, but they are useful for locating the statements, visibilities, and non-discursive

features in Stage Two which are the foundation for charting power relations in Stage Three.

Step 1E builds on the previous step by locating the spaces where those institutions produce and store their knowledge about the discursive practice. Do those institutions write books about accessibility? What kinds of reports do they generate? Where are those texts archived, and who has access to them? Who is able to contribute to their contingent truths?

Stage Two – Points

Step 2A is again a framing of the subsequent steps, which defines texts in the archive by their concern with producing veridical or prescriptive statements about the local problems/needs and can be found in Table 6. This step is useful to bound the research, preventing it from pursuing conceptual rabbit holes, but should always remain open to the incorporation of new information that presents itself through the rest of this stage and potentially re-informs the institutions and archives the researcher consults. One might think of this stage as content analysis for the types of information identified in Chapter III.

Table 6. Genealogy Stage Two: Points

A. Recognize each text as a discursive moment within the archives which produces veridical or prescriptive statements about the local problems/needs.
B. Identify the statements which each text produces about the discursive practice or local problems/needs.
C. Identify the objects, subjects, concepts, or strategies made visible by each statement.
D. Identify the surfaces of emergence, or material spaces, and which objects, subjects, concepts, or strategies of statements they make materially visible.
E. Identify the objects, subjects, concepts, or strategies which are ignored or receive less attention.

Step 2B engages directly with the first type of point from the earlier examination of statements in Chapter III: Statements. Steps which seem absent from Kendall and Wickham's formula are where to find statements, how to recognize them, and how to extract them from their texts. As discussed earlier, Dreyfus and Rabinow call them serious speech acts and Dean refers to their context as veridical: aimed at producing a truth about something. Statements are normative, truth-constructing phrases. One might also commonly refer to statements as claims, or persuasive statements, which are based on logic and/or evidence to convince audiences of certain truths. Dreyfus and Rabinow add that they take place in arenas with serious implications for objects, subjects, concepts, or strategies.¹⁰¹ It is important to reiterate that Foucault does not believe that there is a hierarchy to the types of information which are collected by this analysis; their importance is indicated simply by the fact that they are uttered or recorded by a source with some authority and in fluence on the discourse or materiality.

Next, one must extract visibilities from statements, or the way objects are made to appear by claims, in Step 2C. Every statement makes at least one object, subject, concept, or strategy visible, and every visibility has at least one statement which gives it meaning within discourse.¹⁰² Statements and visibilities do not exist without each other. It is important to recognize the wider context of each statement, the knowledges it references, and the audiences it is addressed to, because prescriptive statements may not always contain their referenced objects, subjects, concepts, and strategies. Often, they are part of other phrases which are used as supporting evidence or logical arguments for the claims that are made in statements. Identical phrases often mean different things to different audiences, from different speakers, and in different discursive fields because their context has changed. Statements about the way accessible features should be built mean different things coming from engineers and landscape architects, and even more from the people and communities who rely on them. These statements also carry different weight in construction documents versus community engagement meetings. Each discursive

¹⁰¹ These are the four categories Dreyfus and Rabinow propose, discussed in *Points*, Chapter 3 of this text.

¹⁰² Colin Koopman, *Personal Correspondence B*. 6 March 2018.

moment functions as a kind of constellation which contains prescriptive statements that are associated with objects, subjects, concepts, and strategies to claim their legitimacy.

Step 2D locates the material objects and spaces which visibilities adhere to. This crucial step is what gives a Foucaultian analysis its distinctive tangibility and relation to the material world. Not solely concerned with theory-bound discourse, Foucault is concerned with what discourse produces in and around society, again what Deleuze calls a “who sees and what is seen.”¹⁰³ For example, statements through visibilities can prescribe or define spatial arrangements, give objects special status, compare objects to others, or make human bodies visible during different activities. Examining the objects at use in a space can and should be as exhaustive as possible to understand how the entire space functions as a system down to its smallest details. The framework from Chapter III is recommended as a general tool to start the investigation of: who sees/what is seen, how is what seen/how does who see, where does who see/where is what seen, and when does who see/when is what seen.

It is important to make sure that any observations at this stage are tied to the discursive analyses from Steps 2A-C of statements and visibilities. If the archives mention specific objects and their functions or relations, those should be documented first, and secondarily any observations by the researcher. For example, if a schoolteacher explains they arrange the desks so they can see all of the students from any point around the room, that is explicitly to be included, but the researcher may also observe that the arrangement keeps students from seeing each other during testing and should note that effect as a potentially unintended, though possibly desirable, consequence.

Step 2E is critical in intent and is aimed toward discovering what the discourse *doesn't* make visible, but not in the sense that the rest of the world is suddenly made researchable. Through cross-referencing the professed scope of the discourse with the material spaces and objects that it makes visible, one can determine which objects, subjects, concepts, or strategies it could concern itself with, but does not. For example, if the bodies which move through built accessible spaces have some characteristic that accessibility discourse neglects to mention, one can reasonably surmise that it is currently

¹⁰³ Deleuze, 58.

out-of-scope for that discourse. It is important not to treat these omissions as malicious or generous, but rather to simply catalogue them.

Up through this stage, this genealogical method has remained a descriptive survey of statements, visibilities, objects, or spaces which are either present or not in a discursive field. The next stage is aimed at illustrating how relations of power might form connections between all of these discursive and material data points.

Stage Three – Relations

Step 3A frames this stage and the work it performs connecting and interpreting the descriptive surveys from the previous stages as a system of power relations. To briefly revisit the discussion from the previous chapter, the type of power a Foucaultian genealogy charts is not a dominating power, nor a power possessed by any individual or group, nor is it something that can be overthrown in revolution. The type of power Foucault is concerned with is the capillarity of relations which connects institutions, communities, individuals, and knowledges. One might think of this stage as a daylighting of the microphysics of power which sustain discursive practices and the objects, subjects, concepts, and strategies with which they concern themselves. These power relations and their rules never exist as purely exclusive or productive relations, but simultaneously constrain and produce knowledge through their interactions. This stage is outlined in Table 7.

Step 3B charts how relations between statements found in Step 2B change over time. These changes are simply the micro-shifts in knowledge that are part of our western system of academic, institutional, and professional knowledges. Any time an article or report references another, it is repeating and thus reinforcing the truth value of that earlier statement. Any time a phrase is repeated, even unknowingly, that phrase grows in its acceptance within its discursive practice. These shifts over time can take the nature of repetition, modification, erasure, or emergence, to name a few. However, it is important not to look for specific or universal patterns, but to let the relations emerge from a careful mapping of the statements one finds.

Table 7. Genealogy Stage Three: Relations

-
- A.** Recognize that all relations are relations of productive and delimiting power strategies which influence how certain objects, subjects, concepts, or strategies are made visible or invisible through time.
-
- B.** Describe how statements persist, change, emerge, or disappear through time.
-
- C.** Describe how visibilities persist, change, emerge, or disappear through time.
-
- D.** Describe how non-discursive reality persists, changes, emerges, or disappears through time.
-
- E.** Describe how the charted relations between statements, visibilities, and non-discursive reality all connect to and influence each other.
-

Step 3C performs the same general task as Step 3B, but is concerned with understanding how the objects, subjects, concepts, and strategies of discursive fields shift over time—the products of Step 2C. These shifts are important because they are the substance that pinpoints *how* statements connect to material reality. A statement without the conceptual objects, subjects, concepts, and strategies it pinpoints is just a string of words and could be taken from or put in any context. These shifts show how the context and meaning of statements change over time, beyond their particular words.

Step 3D is concerned with understanding how the objects or spaces that were identified in Step 2C change through time. In a physical space these changes can take the form of many actions including renovation, demolition, construction, or duplication, to name a few. With objects, some of the changes might include duplication, mass-production, destruction, consumption, movement, modification, or recycling, among others. Again, it is important not to try to fit changes in universal typologies, but to chart precisely what occurred through careful analysis of textual, photographic, recorded, or drawn documentation. Presenting this information in multiple media forms can be compelling and support the veracity of the claims one makes.

Step 3E is perhaps the most interpretive step in the entire method which requires the researcher to be fully transparent and support why certain points are in relation to others. By cross-referencing and connecting the successive differences of Steps 2-4 of

this stage, the research project can chart how discursive practices operate through relations of power to influence material reality, and how that material reality reflects back on discursive practices through time and successive differences. Where previous steps connected points to other points within their own classified group, this step cuts across classifications to show how each group influences the others over time, making visible the power relations that permeate the discursive practice.

In Foucault's projects, the findings of his research were presented in narrative form without extensive citation. For the sake of transparent dialogue and research based on empirical data, this research encourages findings to be presented with the entire process documented and cited so that others might critique it and form their own counter-analyses if necessary.

TRANSLATING THE STEPS: LANDSCAPE GENEALOGY

The above description of three stages of a genealogical research method shows how a close reading of secondary sources paired with Foucault's own writings can inform the creation of a step-by-step method, which was lacking in the literature prior to this research. The next section modifies this method for application to landscape site research, whether in the beginning stages of a project or after the completion of a design project. These modifications are often made by substituting "landscape site" for "discursive practice," as well as adding "in relation to the site," which simply reframes the focus of each step.

The three stages remain the same, however the focus of a landscape genealogy zooms in from discursive practices to sites, saving the time and resources of the research team.

Stage One – Site Context

Stage One, seen in Table 8, contains the most modifications to the method because the object of research is no longer a discursive practice, but rather a site as a local problem/need of land management as a discursive practice.

Table 8. Landscape Genealogy Stage One: Site Context

A.	Recognize discourse as a timeline of discursive moments which follow certain rules and patterns, create visibilities, and adhere to a material reality in relation to a landscape site.
B.	Identify the landscape site one wishes to investigate.
C.	Identify the local problems/needs and discursive practices in relation to the site.
D.	Identify the related institutions which acquire authority and provide limits around the local problems/needs and site, as well as others who are engaged in documenting or responding to those problems/needs and site.
E.	Identify the extent of the archives which those institutions maintain, and who has access to them.

Step 1A remains much the same, as it is simply the framing of the intent of the stage which is consistent regardless of the object of inquiry. The only addition is that this discursive formation should be understood to be in relation to a landscape site.

Step 1B again reframes the research away from the analysis of a discursive field to a landscape site of interest. This site can be any scale the researcher desires, and in any context. The only requirements are that the chosen site should have a reasonably large archive associated with it to provide for rich descriptive analysis, and the researcher should feel reasonably comfortable understanding the cultural context of the site. Though a landscape genealogy can track changes in the appearances of statements, visibilities and non-discursive materialities without insider knowledge of the cultural context, analysis of the connections between all three will be much harder without understanding how local land management processes work and political decisions are made. It may still be possible, but it is strongly encouraged to either work with knowledgeable locals or choose a different project.

Step 1C identifies how the site addresses local problems or needs, and particularly highlights that these can be multiple. A local site may address agricultural needs while fulfilling recreational desires, provide connectivity to other locations, address accessibility concerns, and provide ecological services to local wildlife.

Step 1D identifies which institutions and organizations are involved in the site management, construction, design, and selection processes among others. In the landscape context it is also important to expand the notion of institution to include flora and fauna, which will inevitably use and alter the site. Since local wildlife, homeless populations, recreational communities, and most local users do not keep archives, it may be beneficial to read non-discursive traces of their presence at this stage.

Step 1E is the same as in the genealogical method, once again with the intent to fully inscribe the edges of the archive one has the resources and time to consult.

As in the general framework, it is important to recognize that completion of this stage will likely be cursory and require expansion after Stages Two and Three.

Stage Two – Site Points

Once the context has been initially defined, identifying the points which are in relation to the site in Stage Two (Table 9), is essentially the same as in the general framework because this stage was built upon an identified and bounded archive, which is mostly identical here. However, several landscape examples may be useful which are briefly sketched below.

Table 9. Landscape Genealogy Stage Two: Site Points

A. Recognize each text as a discursive moment within the archives which produces veridical or prescriptive statements about the local problems/needs and site.
B. Identify the statements which each text produces about the site or local problems/needs.
C. Identify the objects, subjects, concepts, or strategies made visible in relation to the statements.
D. Identify the spaces, features, and changes that are made materially visible either within or in relation to the site.
E. Identify the objects, subjects, concepts, or strategies which are ignored or receive less attention within or in relation to the site.

Step 2A remains the same, and Step 2B in a site context mostly remains the same, however instead of analyzing all texts that reference the discursive practice, only the texts which reference the site directly or the local problems/needs the site is addressing should be considered. Of course, if a researcher desires a much broader understanding of how individual sites influence discursive practices they are encouraged to expand their archival bounds.

Step 2C is in fact the same as in the general framework. Examples might include how statements in the newspaper make public opinion visible or make police activity on the site visible. Governmental reports might make different aspects of the site visible, as would documents produced by any landscape architecture firm contracted to design the site. It is important to chart how different institutions and their realms of inquiry produce different visibilities in relation to similar statements, sometimes even repeating the statements of other agencies but with different associated objects, subjects, concepts, or strategies. A landscape architecture firm repeating a statement made initially by a newspaper quoting a private citizen will appeal to different objects, subjects, concept, and strategies in order to expand its influence.

Step 2D is also the same as in the general framework but is bounded to the specific site of inquiry. Spatial arrangements, particular landscape features, materials, movement paths, framed views, and planting palettes can all fall into this realm of analysis. Landscape architects should be quite familiar with this type of site analysis, which some call “observing physical traces.”¹⁰⁴ To understand historical materialities it is certainly necessary to consult photographs, drawings, paintings, sketches, videos, audio recordings, and text descriptions of the site and relevant context.¹⁰⁵ Multiple media formats may be useful to convincingly convey this information to a research audience.

Step 2E locates the ignored objects, subjects, concepts, or strategies by cross-referencing the material site with the statements and visibilities which adhere to it as well

¹⁰⁴ John Zeisel, “Observing Physical Traces,” *Inquiry by Design*. (New York, NY: W. W. Norton & Company, Inc., 2006), 159-90.

¹⁰⁵ The definition of relevant context should be determined by the researcher based on the phenomenon being measured. The context of migratory bird traces will likely extend much further than the context of a local resident looking for a convenient picnicking location, and the analysis should reflect this.

as the discourses associated with the institutions who are involved in managing the site in order to determine any gaps or discrepancies. Again, it may be necessary and useful to expand the site's context according to the phenomenon being described.

Stage Three – Site Relations

The relations charted in the context of landscape site research project are the same as in the general framework, with the realization that landscape architects are often more interested in how the site is influenced by discourse than they are intrigued by how discourse ebbs and flows over time. As a result, rather than engaging in long discussions about how the researcher connected statements, visibilities, and non-discursive materiality to each other, it may be beneficial to include these steps as appendices and present Step 3E as the research results, which this project does in Chapter IV.

Step 3E should culminate in a description of how the relations between statements, visibilities, and non-discursive materiality produced in the existing site, whether designed or not. If the researcher desires, they could also examine how the current site design influences the discursive field after its completion by locating archives and texts which reference the new site conditions, potentially as a precedent or case study. As discussed in the “History” section of the previous chapter, all Foucaultian histories could continue indefinitely, but are chronologically and conceptually bounded only by the extent that will yield the most thorough answers to the research questions at hand. A full table of the stages and steps of landscape genealogy can be found in Table 10.

Table 10. Landscape Genealogy: Complete Steps

Stage 1: Site Context

A. Recognize discourse as a timeline of discursive moments which follow certain rules and patterns, create visibilities, and adhere to a material reality in relation to a landscape site.

B. Identify the landscape site one wishes to investigate.

C. Identify the local problems/needs and discursive practices in relation to the site.

D. Identify the related institutions which acquire authority and provide limits around the local problems/needs and site, as well as others who are engaged in documenting or responding to those problems/needs and site.

E. Identify the extent of the archives which those institutions maintain, and who has access to them.

Stage 2: Site Points

A. Recognize each text as a discursive moment within the archives which produces veridical or prescriptive statements about the local problems/needs and site.

B. Identify the statements which each text produces about the site or local problems/needs.

C. Identify the objects, subjects, concepts, or strategies made visible in relation to the statements.

D. Identify the spaces, features, and changes that are made materially visible either within or in relation to the site.

E. Identify the objects, subjects, concepts, or strategies which are ignored or receive less attention within or in relation to the site.

Stage 3: Site Relations

A. Recognize that all relations are relations of productive and delimiting power strategies which influence how certain objects, subjects, concepts, or strategies are made visible or invisible through time in relation to the site.

B. Describe how statements persist, change, emerge, or disappear through time.

C. Describe how visibilities persist, change, emerge, or disappear through time.

D. Describe how non-discursive reality persists, changes, emerges, or disappears through time.

E. Describe how the charted relations between statements, visibilities, and non-discursive reality all connect to and influence the conditions of possibility for other realities, resulting in the existing site.

Landscape genealogy is an attempt to inspire more defensible analyses of systemic power relations by adapting this genealogical method to apply within landscape architecture research projects. Based on Foucault's writings, further clarified by other Foucaultian researchers, and then translated to a site-based context, landscape genealogy is proposed as the most thorough step-by-step Foucaultian method currently available for analyzing power relations at the site level. With this method in hand, the next chapter functions as a test application of landscape genealogy on Director Park in Portland, Oregon, in order to demonstrate its usefulness.

CHAPTER IV:

PERFORMING A LANDSCAPE GENEALOGY

DIRECTOR PARK: AN INTRODUCTION

This chapter charts the application of landscape genealogy, developed in the previous chapter, to the specific site of Director Park, seen in Figure 10. According to the City of Portland Parks and Recreation, Director Park is a public space in downtown Portland, Oregon whose mission is to be a “public piazza that provides an elegant, clean, safe, and versatile space that is actively programmed to complement downtown, support arts and culture, and highlight Portland Parks & Recreation.”¹⁰⁶ The park is 200 feet by 400 feet, and includes an interactive fountain, a glass canopy, public art, wireless internet, “big chess,” stormwater planters, trees, benches, movable tables and chairs, a restroom, and a café with green roof.



Figure 10. Director Park Aerial View. Available from: <https://www.portlandoregon.gov/parks/article/666370>. Accessed 25 May 2018.

¹⁰⁶ “Director Park Commonly Asked Questions,” Portland Parks & Recreation. Accessed 25 May 2018. <https://www.portlandoregon.gov/parks/article/340907>

Director Park is built on an underground parking structure and was completed in 2009 after over a century of speculative downtown planning and almost 10 years of engaged public process and design after its acquisition. The project was managed by Portland Parks and Recreation, was designed by ZGF Architects (ZGF), the OLIN Studio (OLIN), Mayer/Reed, and KPFF Consulting (KPFF), and was built by Coffman Excavating, Inc. and Brant Construction. The project cost \$5 million for land acquisition, \$9.45 million to build, and the finished design cost approximately \$395,000 to operate in 2013.¹⁰⁷

The following section catalogues a constrained research process following the landscape genealogical method outlined in Chapter III. This example analysis limits its archive to 27 news articles from *The Oregonian* which are contained in Appendix A and are referenced by date. Material analyses of 16 images from *The Oregonian* articles, an LAF Performance Series Brief, and the Parks & Recreation website are located in Appendix B, referenced by title. An index at the beginning of each appendix identifies which page each article, image, and their respective analyses can be found on.

TESTING THE METHOD

Stage One – Context

Step 1A: Recognize discourse as a timeline of discursive moments which follow certain rules and patterns, create visibilities, and adhere to a material reality in relation to a landscape site.

No action necessary.

Step 1B: Identify the landscape site one wishes to investigate.

The plot of land between Yamhill Street, SW Park Avenue, SW Taylor Street, and SW 9th Avenue in downtown Portland, Oregon, currently known as Director Park. A map of the project's location is presented in Figure 11.

¹⁰⁷ “Director Park Commonly Asked Questions.”



Figure 11. Director Park Context

Step 1C: Identify the local problems/needs and discursive practices in relation to the site.

Director Park is embedded in public land management practices in Portland, Oregon. The problem leading up to Director Park’s design was that landowners, the city, and the public had conflicting ideas about what the site should be. Discursive practices often associated with public land management needs in Portland include city/neighborhood planning, land acquisition, public involvement process, committee review, fundraising, priority analysis, design team selection, design development, contractor selection, installation, permitting and long-term maintenance needs.¹⁰⁸

Step 1D: Identify the related institutions which acquire authority and provide limits around the local problems/needs and site, as well as others who are engaged in documenting or responding to those problems/needs and site.

Institutions that engage(d) with Director Park include:

- News Organizations: *The Oregonian* (Portland-based newspaper), KATU (Portland ABC-TV affiliate), Portland Business Journal

¹⁰⁸ “Park Project Proposal Guidelines,” Portland Parks and Recreation, August 1 2016, <https://www.portlandoregon.gov/parks/article/456643>.

- Design firms: ZGF, OLIN, Mayer/Reed, SERA Architects (SERA), Murase Associates, KPFF
- Contractors: Coffman Excavating, Inc., Brant Construction
- Portland Parks & Recreation: acquisition, maintenance, security, operations
- Emergency Services: Portland Police, EMS, Fire & Rescue
- Event planning organizations
- Former private owners of the land: Goodman family, Tom Moyer
- Private foundations or citizen groups: The Parks Block Foundation

Step 1E: Identify the extent of the archives which those institutions maintain, and who has access to them.

The archives consulted for this project do not reflect the entirety of the archives maintained, which are highlighted below. This project simply illustrates a constrained example of a landscape genealogy, as a proof-of-concept to encourage further research. The archives available to other landscape genealogies will vary depending on the location of the project, the associated authorities, the cultural value placed on maintaining archival records, the engagement of the public, and the importance of recording audiovisual resources, among others. Public and private records are both of great importance, particularly archival materials from governmental agencies, public institutions, private companies, and private citizens. At Director Park, several potential archives were available for analysis, and they are listed below.

The Oregonian is a local newspaper organization which maintains online and print articles, though the bulk of the articles consulted for this project are archived by microfilm and can be accessed by the public at research institutions who maintain *Oregonian* microfilm archives. These microfilm archives are not searchable by content, and as such any archival work without the date of an article is incredibly time-intensive. Links to *KATU*'s articles were unable to connect to their original information, and searches for the titles online yielded no results. *The Portland Business Journal* is only accessible through a paywall, which currently costs \$115 per year for a digital-only subscription, and as such is likely only accessible to those with stable income above the poverty line. Of these options *The Oregonian* was the only archive consulted.

Access to archives maintained by the design firms and contractors is regulated by themselves, which can often be made available to researchers. Their archives were not consulted due to the unknown availability and completeness of the firms' archives, and due to the broad scope of the known archives of other entities.

Portland Parks & Recreation documents are all publicly available and are searchable through an internal server on their website or are archived with the City of Portland Auditor, which are publicly available. Their archives were not consulted, but an expanded landscape genealogy could easily incorporate them.

Emergency services reports are made publicly available in Portland, though to access them you must create an account and request them via a general records request, and each report costs upwards of \$30.¹⁰⁹ There is also no option to request records by location, meaning the date and time of the incident is likely also required, which makes site-based research more difficult. Fees may be waived, though this process is likely similar to a Freedom of Information Act Request and can be rejected.¹¹⁰ Their archives were not consulted.

Event planning organizations would maintain their own archives, and as this research was concerned with the design process leading up to the parks construction, event coordinators after its construction do not factor into the consulted archive.

Former private landowners were not consulted for their documents pertaining to Director Park, and in many cases the type and quality of information gained would heavily depend on the individuals themselves as they are not required to keep thorough records after no longer maintaining ownership. However, in many cases landowners may retain official contracts, design documents, construction contracts, or permits while owning the property as their local jurisdiction requires.

The Park Blocks Foundation no longer exists, and it is unknown whether former members retained their own records; as such its archives were not consulted. Other organizations likely exist which have an interest in the Park Blocks, such as

¹⁰⁹“Public Records Request,” The City of Portland. Accessed 25 May 2018. [https://portlandor.mycusthelp.com/WEBAPP/_rs/\(S\(obde1oldlcplhqo5oq44eutp\)\)/SupportHome.aspx?lp=2](https://portlandor.mycusthelp.com/WEBAPP/_rs/(S(obde1oldlcplhqo5oq44eutp))/SupportHome.aspx?lp=2)

¹¹⁰ “FOIA Fee Waivers,” FOIA Advocates. Accessed 25 May 2018. <http://www.foiadvocates.com/fees.html>

neighborhood watch associations or downtown business associations, but they were also not consulted.

This research limits its analysis to the 27 *Oregonian* articles written before the completion of the 2009 design of Director Park, as identified by a well-annotated Wikipedia article.¹¹¹ The use of an easily-accessible resource like Wikipedia also highlights how a quick landscape genealogy can be performed, and the types of insights it can yield even with limited information.¹¹² These *Oregonian* articles were chosen because they present the views of several authors, and extend back almost two decades into the park’s history. No other identified archive was as constrained while providing so much richness for analysis. A timeline of the consulted documents can be found in Figure 12.

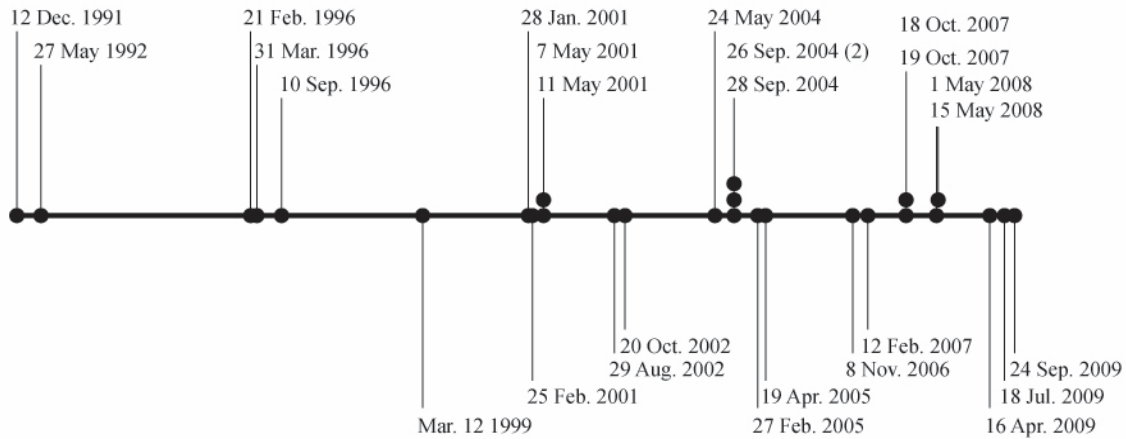


Figure 12. Articles Timeline

Stage Two

Step 2A: Recognize each text as a discursive moment within the archives which produces veridical or prescriptive statements about the local problems/needs and site.

No action necessary.

¹¹¹ “Director Park,” Wikipedia. Accessed 28 April 2018. https://en.wikipedia.org/wiki/Director_Park

¹¹² Easily-accessible resources, like Wikipedia, blogs, and government websites, are all highly recommended as preliminary points of departure for this type of archival research due to the high likelihood that they will make other objects, subjects, concepts, strategies, spaces, institutions, or articles visible and quickly broaden the archival pool.

Step 2B: Identify the statements which each text produces about the site or local problems/needs.

This step extracted prescriptive statements from each discursive moment in the defined archives from their beginning in 1991 to the completion of the project in 2009. Statements can be found in each table associated with each article in Appendix A. An example of a typical news article is presented in Figure 13, and its corresponding prescriptive statements are shown in the left column of Table 12 in the next step.



Figure 13. Coded News Article, Originally Published August 29, 2002

Extracting statements from articles relied heavily on their definition as prescribing action or describing a future state of existence which might be desirable. For example, in Figure 13 several arguments are being proposed, including: there should be street parking on the mall, there should be no recommendations for the Midtown Park Blocks (including Director Park), the blocks should be converted into new park blocks, the sidewalks should be narrowed, and there should be no street parking. These prescriptive statements are not underlined in the article because four colors were already becoming difficult to

track, and there was some overlap with other visibilities coded simultaneously. They are, however, documented in each associated table as shown in the example below (Table 12).

Step 2C: Identify the objects, subjects, concepts, or strategies made visible in relation to the statements.

Each discursive moment (document) was coded by colored pen for their objects, subjects, concepts, and strategies. Simply mentioned in relation to prescriptive statements within the document, these visibilities illustrate the context of the prescriptive statements and the power relations they make visible. As mentioned when discussing visibilities in Chapter II, visibilities might not be contained within a prescriptive statement, but appear as supporting logic, associated principles, speaking subjects, or associated objects, among others.

An example of a coded newspaper article is shown above in Figure 13, and its visibilities are found in Table 12 below. Blue ink identifies objects, green identifies subjects, orange identifies concepts, and magenta identifies strategies. Each discursive moment's associated objects, subjects, concepts, and strategies are then organized in tables which can be searched via keyword in order to locate discursive formations and threads in later steps.

Places, documents, plans, or things generally constitute objects which are referenced to each other, often to describe similarities, differences, or as precedents. For example, the statements in this article are in relation to the North and South Park Blocks, a downtown retail study, and a light-rail line to Clackamas among others. Subjects are either individuals, groups, or organizations that have agency, for example Mayor Vera Katz, the City Planning Commission, or the Portland Business Alliance, among others. Concepts are slightly trickier, because they are general principles or paradigms which are associated with the discursive moment. In this example, Portland's retail health is a concept that is used to support arguments for design changes in downtown. Street parking is also a concept which is employed in a prescriptive statement itself to argue for street parking as a material change to the site. Concepts often overlap with statements and strategies, owing to the fact that concepts are the basic building blocks of ideas and language itself. It is advised that researchers do not pursue this endless spiral any longer

than necessary, identifying only a few concepts for each discursive moment that seem to be the major supporting logic for statements or strategies. Strategies are courses of action that could result in change. These can be purely discursive strategies, like rejecting an idea, or material strategies like ripping up the street twice. They can also be smaller-scale, like adequately characterizing the problem, or more extensive, like a citywide economic strategy.

Table 12. Table of Statements and Visibilities Coded from August 29, 2002 Article

Statements	Visibilities			
	Objects	Subjects	Concepts	Strategies
Street parking on the transit mall	Transit mall	Mayor Vera Katz	Portland's retail health	Rejecting the idea
No recommendations for the Midtown Park Blocks	Downtown retail study	City Planning Commission	Street parking	Changing designated use
New Park Blocks	Office, retail and housing buildings	Portland Development Commission	Visibility and access to businesses	Citywide economic strategy
Narrow the sidewalks	Midtown Blocks	Business and community members	Timing isn't right	Rip up the street twice
No street parking	North and South Park Blocks	Association for Portland Progress	Function effectively for transit and pedestrians	Adequately characterize the problem
	Light-rail line to Clackamas	Portland Business Alliance Lew Bowers, PDC downtown development manager Ethan Seltzer, PDC commissioner Rick Michaelson, Planning Commission chair Ross Plambeck, PDC senior development coordinator		

Step 2D: Identify the surfaces of emergence, or material spaces, where the objects, subjects, concepts, or strategies, and statements are made materially visible and their features.

An inventory of the major features of the final park block is included in Figure 14. The non-discursive materiality of the site was researched as if access to the physical site

was not possible and was performed through the eight photos from an existing Landscape Architecture Foundation Performance Series research report,¹¹³ four photos from the Parks & Recreation Bureau website, and four images found within *The Oregonian* news articles. Annotated photos of the space from the LAF Performance Series report, and the Portland Parks are included in Appendix B. Annotated concept plans of the space from the articles from November 8, 2006, February 12, 2007 and September 24, 2009, are also found in Appendix B. In general, since the early 1990s the block has remained an open space with few obstructions blocking views across the block. The material spaces of emergence include the block itself, the earth beneath which was removed for the parking garage, as well as all of the features which populated them. At different times these features included private businesses, vegetation, a fountain, a big chess set, parking, stairs to the parking, and restrooms, among others.

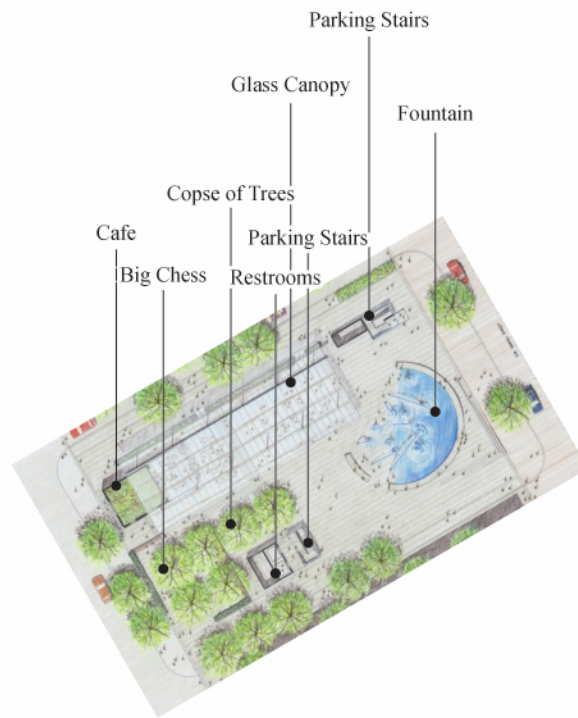


Figure 14. General Materialities Inventory. Base image available from: <https://landscapeperformance.org/case-study-briefs/director-park>

¹¹³ “Simon and Helen Director Park,” LandscapePerformance.org. Accessed 10 June 2018. <https://landscapeperformance.org/case-study-briefs/director-park>

Step 2E: Identify the objects, subjects, concepts, or strategies which are ignored or receive less attention.

The intent of this step is to identify objects, subjects, concepts, or strategies which could have been mentioned, but perplexingly are not. With a more extensive and complete archive, hypotheses can then be generated as to why those objects, subjects, concepts, and strategies are not referenced, and whether those exclusions are intentional, malicious, or benign. Although there is no defined methodology for determining what is not present at this step, some objects which might be on the site but are not mentioned in the analyzed archive include trash bins, bicycle racks, or particular plant species. Unmentioned subjects might include the handicapped, the elderly, the police, or the homeless. Unmentioned concepts might include sustainability, accessibility, or exclusionary design. Unmentioned strategies might include the particular process used to procure the granite for the paving, the use of tension cables to direct rainwater, or how the city chose the winning design team. Again, with a more extensive archive one might generate explanations for why the above go unmentioned, but this analysis refrains from comment here.

Stage Three

Step 3A: Recognize that all relations are relations of productive and delimiting power strategies which influence how certain objects, subjects, concepts, or strategies are made visible or invisible through time in relation to the site.

No action necessary.

Step 3B: Describe how statements persist, change, emerge, or disappear through time.

Rather than describing how all of the statements change in relation to all of the visibilities and non-discursive changes, this phase and the remaining steps will simply highlight how three statements developed into three distinct design features in Director Park. These are not meant to be indicative or categorical of other discursive threads, but rather ones which are interesting and will illustrate the strength of the method. All three discursive threads and their cumulative quantity are shown in Figure 15.

The first set of shifting statements is related to the fountain that is installed on the northern side of Director Park. The first time a water feature is mentioned in relation to the site is on May 27, 1992, and it is not mentioned again for almost 15 years until November 8, 2006, after which it is mentioned in every article except for two until the site's completion.

The second set of shifting statements is related to statements prescribing parking somewhere on the site. The first time parking is mentioned as a need on-site is February 21, 1996, is mentioned again on September 9 of the same year, and then not again until January 28, 2001, followed by more silence until October 20, 2002, after which it is mentioned in every article until 2007, after which it is mentioned only twice in 2008.

The third set of shifting statements is related to the inclusion of the café in the southwest corner of Director Park. First mentioned on March 12, 1999, the idea of including commercial activity within the park doesn't surface again until October 20, 2002, followed by over four years of silence again until February 12, 2007, after which it is mentioned in every article written until the site's completion.

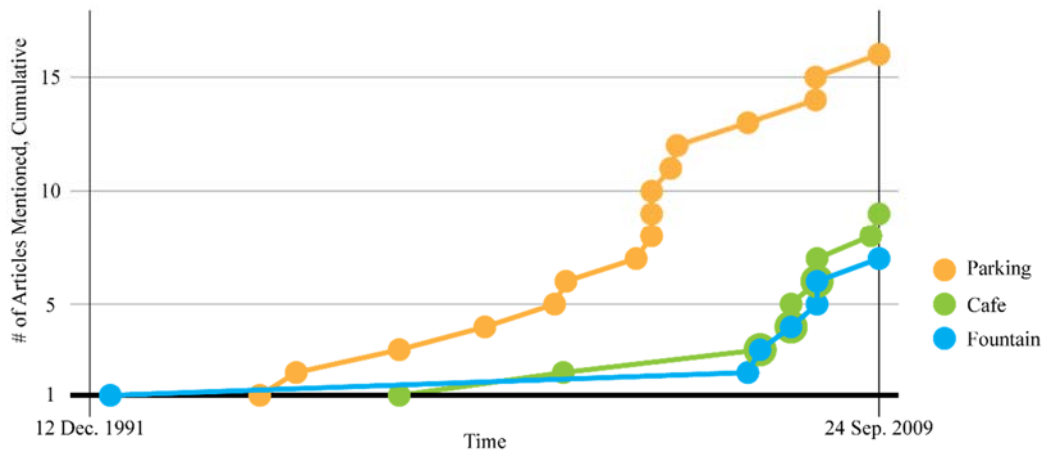


Figure 15. Cumulative Quantity of Articles About Selected Topics

Step 3C: Describe how visibilities persist, change, emerge, or disappear through time.

In relation to the above statement threads, certain objects, subjects, concepts, and strategies are made visible, which are what allow those statements to carry the same truth value and persist through time.

In 1992, SERA Architects proposed that a link between the North and South Park blocks could incorporate amenities like fountains, trees, benches, street lights, or art. The idea was quickly eclipsed by the threat of a parking garage being built by the private owners, and throughout the rest of the 1990s and early 2000s discussions focused on whether the park should be paved or grassy. A citizen advisory committee was convened to discuss speculative options for the newly-acquired park in 1999, but a suggestion for a “Benson-bubbler spouting Starbucks coffee” doesn’t quite qualify as a fountain. Another notable point when a water feature could have been proposed is when writer Randy Gragg suggested that an ice skating rink could go on the site in 2002, but instead of a fountain in the summer he suggested a farmer’s market. It wasn’t until 2006, when Laurie Olin’s team won the RFP for the project that a water feature was brought up in the archive. In this interview, Olin asserted that parks should have “water and trees, and good places to sit and watch the urban theater,” and the interviewer, Randy Gragg, pointed out that Portland has a long history of exemplary public plaza fountains.¹¹⁴ The fountain was then mentioned twice more, both times in 2007, in the context of site elements which were proposed by the design team. After this, the only time the fountain was mentioned outside of laundry lists of site elements was in 2008 when most prescriptive statements were speculating about what the experience of the site might be like. In that instance, the archive highlighted the use of a water fountain to draw children to the park, using it as an amphitheater when drained, and its ability to drown out traffic noise.

Though more parking was suggested on the site for the first time in February 21, 1996, the discussion about the park blocks in 1992 highlighted the need for more parking downtown as well. The articles from February 21 and September 9, 1996 indicate that the Goodman Family wanted to build a 12-story parking garage on the site, which they owned, and submitted all of the proper designs to the proper committees and got

¹¹⁴ Randy Gragg, “Sight Lines: Of Parks and Plazas,” *The Oregonian*. 8 November 2006.

approval. However, downtown advocacy groups and individuals including the Downtown Community Association, Tom Moyer, and Bill Naito, appealed the decision on the argument that the design, though technically to code, did not meet the city's planning goals to create "a pleasant, rich and diverse pedestrian experience."¹¹⁵ The appeals were denied, and the parking garage seemed like it was going to be built until Tom Moyer bought the land for \$5 million in 1998 as described in the article from March 12, 1999. Tom Moyer and Neil Goldschmidt continued to acquire properties for the Park Blocks Foundation, eventually controlling 20% of the property between the North and South Park Blocks by May 2004. Additionally, in the January 28, 2001 article, Moyer and Goldschmidt recently unveiled a plan for connecting the park blocks with underground parking. In response the city enlisted the help of an Advisory Council of Experts to assess the needs, limitations and opportunities of the missing park blocks. The experts' recommendations are documented in the two articles from May 2001, where they recommended against connecting the Park Blocks with grassy space and advised that the city gain public control of the blocks to create more mixed-use development. The *Oregonian* archive didn't highlight any expert recommendations regarding parking. In another blow to the advocates for connecting the park blocks, Neil Goldschmidt left public life after it was revealed that he had a sexual relationship with a 14-year-old while he was mayor, which made it difficult for remaining advocates to raise funds and acquire land.

Tom Moyer at this point began to focus more on Director Park's future site according to the article from October 20, 2002, and he announced the park would have underground parking. On May 25, 2004, the article indicates that Moyer offered to pay for the construction of the \$14 million underground parking garage himself as long as he could connect it to his adjacent building's underground parking. In the same article the city suggested that maintenance costs for the park might be funded by parking entrance fees. Throughout the rest of 2004, the underground parking was described as if it was a fact of the future design. On February 27, 2005, Randy Gragg asserted that designing the parking structure first would limit what could be installed in the park due to engineering

¹¹⁵ Gragg, Randy, "Park or Parking?" *The Oregonian*. 21 February 1996.

requirements and soil weights. On April 19, 2005, the architect of the underground parking garage was mentioned as part of one of the two design teams competing for the project, on the team that ultimately won the RFP process. On November 8, 2006, the garage's access buildings in the park were described as "light and airy" by Laurie Olin, and he claimed communication with the parking garage architects was good. After that interview, the parking garage was only mentioned in passing on May 1, 2008, and for the last time on May 15, 2008 to announce that the garage is open.

The potential for a retail store or café was one of the ideas floated first on March 12, 1999 by the citizen's advisory committee interested in a Starbucks-filled Benson bubbler mentioned earlier. The article from October 19, 2007 also indicated that a food truck named Snow White House operated on the parking lot for over a decade during the 90s. However, the retail health of downtown had been discussed since 1992 and was a key concept that led to the showdown between local business owners and local advocates when the 12-story parking garage and the missing park blocks link were viable plans.

Once the parking lot was bought by Tom Moyer, cofounder of the Parks Block Foundation dedicated to replacing the site with a park, speculation about retail on the site was nonexistent until 2002 when it was revealed that Moyer's agreement with the city indicated that no more than 30% of the space could be dedicated to commercial activity. The café was not mentioned again until it appeared in the same laundry lists as the fountain in 2007, and in 2008 when a committee was convened to select the "restauranteur" for the space. On July 18, 2009 it was revealed that the space would be run by a restaurant owner who just closed his last business, La Roux, and would open the Violetta Café in Director Park.

Step 3D: Describe how non-discursive reality persists, changes, emerges, or disappears through time.

An expanded timeline is presented in Figure 16, which shows the material changes that occurred on the site leading up to Director Park's completion. This timeline shows the changes to the site which this research was able to identify, which include its use as a parking lot, construction site, and park block. Key elements that are discussed earlier—the café, water fountain, and parking lot—are all present in the final design. An

International House of Pancakes (IHOP) inhabited the site decades earlier than this archive identifies and is not included in this analysis.¹¹⁶

There is no water feature on the site until the final Director Park design is installed. The water feature that is included in the final design includes a pool, water jets, a concrete sphere, hidden drains, and a bench that encircles it.

Parking on-site was a surface-level parking lot until 2006, when it became a construction site until the park was completed in 2009. However, the parking lot opened before the park and was accessible to the public around May 2008.

Retail on-site in the early 1990s was a food cart which operated on the site for approximately a decade, and then there was no retail on-site during construction until the completion of the park in 2009.

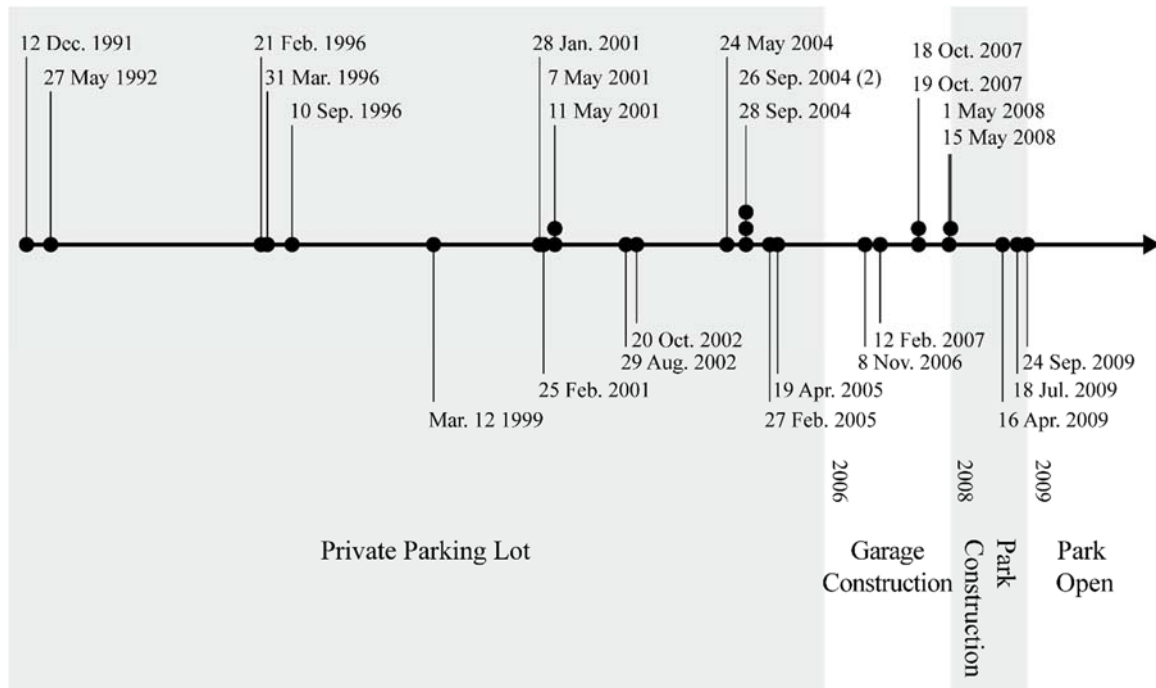


Figure 16. Material Changes Timeline

¹¹⁶ Gragg, Randy. "A Missing Park Block Returned," Portlandmonthly.com. 29 October 2009. Accessed 25 May 2018. <https://www.pdxmonthly.com/articles/2009/10/29/park-block-spaces0508>

Step 3E: Describe how the charted relations between statements, visibilities, and non-discursive reality all connect to and influence the conditions of possibility for other realities, resulting in the existing site.

Based on connecting the statements in this limited archive with their identified visibilities and materialities it appears that a fountain doesn't respond to anything inherent to the site itself, but emerges in conversations about the role of water features in public space both in Portland and generally. Based on this analysis, it appears as if the inclusion of a water feature is primarily a concern of the design team and is justified by arguing for the plaza to respond to all of Portland's great fountain parks. Children, play, and drowning out traffic noise are all mentioned later, though the design team may have felt like those goals were implicit in advocating for a fountain from the beginning. Regardless, the strategies of design presentation, design development, and construction which Olin and the City employed to expand Portland's legacy as a city of great fountain plazas resulted in making children, play, the experience of water, and the drowning out of traffic noise visible in Director Park.

The parking structure resulted from a long process and multiple iterations. While the need for downtown parking was consistently expressed both with and without reference to a particular intervention on the site, initial parking was suggested in 1995 as a twelve-story upward expansion of the surface parking lot the Goodmans managed. However, citizen groups tried to stop the construction because of its perceived negative impact to the streetscape and potential for another park block, but their appeal strategies failed by 1997. Only when Tom Moyer bought and donated the land in 1998 to the city did the conversation change. In association with the Park Blocks Foundation, Moyer was trying to acquire all of the land in the area to build a link between the Park Blocks. The city convened a Council of Experts and adhered to their recommendations, and almost simultaneously Neil Goldschmidt retreated from public life, which ended Moyer's pursuit of the connected park blocks with underground parking. Moyer began to focus on implementing that vision on his own land. Once the parking lot was part of the contract between Moyer and the city, and Moyer started building it, the parking lot was no longer a subject of debate.

Throughout the archive, the need for parking downtown was never in question, only the strategy that would be employed to build more parking. Because new underground parking was always discussed along with the plan to create new park blocks, and many retailers downtown didn't like the idea of new park blocks, the city pursued strategies that would absolve them of making a decision about whether or not the blocks should be parks which would unintentionally kill those plans for underground parking. Because the outcry about parking was that it was visible and taking up potential park/retail space, the underground parking was only an issue because it was tied to new park blocks. The city hired a council of experts to make recommendations for them, took advantage of the weakness of the Park Blocks Foundation after Goldschmidt's disgrace, and they waited until land was donated to them to build anything. Thus, the strategies of involved public process did not stop the construction of the above-ground garage, it was the intervention of private capital and interest that stopped it. Further, the strategies employed by the city of hiring outside experts and waiting for private parties to sort matters out themselves stopped one iteration of underground parking on the site, and it was once again private capital and interest that intervened to introduce parking below-ground. The underground parking on the site remains invisible and the park was built on top not because the city enforced it or because the legal system supported public opinion, but because one wealthy landowner was able to advance his interests slightly while contributing to a cause he believed in. It is worth noting that in 2007 Moyer bought another potential park block that would link the North and South Park Blocks, but he built another building on it, further illustrating that his interest no longer was invested in creating more parks, and as in all other cases there was nothing the public could do to stop it.

The inclusion of retail space on the site is tied to discourses concerning the retail health of downtown, and though retail activities were part of the history of the site before and while the Goodmans owned it, the citizen's advisory committee convened after Moyer bought the park are the only group to suggest the possibility of retail integration with park space. Much of the hesitancy is likely due to the aggressive campaign led by the Park Blocks Foundation advocating for an all-or-nothing overhaul of the space. The Advisory Council of Experts recommends mixed use development on the potential park

blocks with pocket parks but doesn't suggest integrating retail space within plazas. As with the parking, the retail space is solidified when it is written into Moyer's contract with the city. The inclusion of retail space in the park makes that private business visible to the public, as part of a strategy by Moyer and the city to mix retail and open space needs. The retail space is a direct result of Moyer's private involvement in the project, not because of any public process or city desire, though the city benefits from charging rent to the business.

RESULTS

The design team and the City utilized the design and construction phases to expand Portland's legacy as a city of great fountain plazas, despite limited engagement from other parties. According to the city the fountain makes the presence of children, play, and the experience of water visible in Director Park and helps to drown out traffic noise as a result of the strategies employed by the design team and the City.

The strategies of involved public process did not stop the construction of the above-ground garage from 1995-1998, it was the intervention of private capital and interest that stopped it. Further, the strategies employed by the city—of hiring outside experts and waiting for private parties to sort things out themselves—were successful in stopping one iteration of underground parking on the site in the late 1990s, and it was once again private capital and interest that intervened to introduce parking below-ground in 2004. The underground parking on the site remains invisible and the park was built on top not because the city enforced it or because the legal system supported public opinion, but because one wealthy landowner was able to advance his interests while contributing to a personal cause.

The inclusion of retail space in the park makes that private business visible to the public, as part of a strategy by private interests and the city to mix retail and open space needs. The retail space is a direct result of the former landowner's involvement in the project, not because of any public process or city desire though the city benefits from charging rent to the business, but because that landowner wrote the retail space requirement into the contract with the city.

This landscape genealogy exposes the history of Director Park as it happened, and not as a story which relies on universal themes of progress, sustainability, or urban renewal. The objects, subjects, concepts, and strategies all shift with no coherent thread or intent that remains constant throughout. Even through this constrained archive, these threads indicate that the designers of the site were not the authors of a grand vision but were simply another set of voices in a messy process which imposed constraints on certain actions to produce different effects. In an expanded genealogy incorporating city documents and design firm documents it is expected that all site elements, including those labeled as sustainable or accessible, would also be exposed as the products of contingent rule-governed systems which interacted in messy ways to produce material changes at Director Park. In an expanded timeline beyond the final construction, it is also expected that a landscape genealogy would be able to show how the material changes at Director Park have again influenced land management discourses both in Portland and around the world when Director Park is used as a precedent study. The next chapter expands this discussion of further research, while also highlighting opportunities for improving landscape genealogy.

CHAPTER V:

CONCLUSION

This research shows how a careful attention to Foucault's methods can produce a methodological device that incorporates the discursive and material aspects of the design process to make a site's power relations visible in the discursive and material production. Foucault's theories and methods show us that even when landscape architects do not talk about power explicitly, they are often engaged in understanding how their field can respond to the ground conditions and effects of systems of power relations they observe within their professional scope, even if they don't identify those relations as relations of power.

Researchers working with the International Crime-Prevention-Through-Environmental-Design Association (ICA) also recognize that design can influence behaviors and values, and can strive to eliminate unwanted "criminal acts by affecting the build, social and administrative environment."¹¹⁷ The ICA explicitly avoids conversations about how systemic power affects the spaces they analyze and the tactics they employ, avoiding sticky discussions about who defines crime and the ramifications of exclusionary design.¹¹⁸ However, the ICA would benefit from understanding power relations as material and discursive systems because they could also analyze problematic spaces and their embedded power relations, which might inspire new strategies, partnerships, or discourses.

Often, landscape architects simply do not talk about the landscapes they design and analyze as if they are the result of power relations. The ASLA acknowledges that the profession has a "significant impact on communities and quality of life," helping to "define community," and identifies key issues and advocacy categories of green infrastructure, transportation for all, stormwater, community parks (recreation), and

¹¹⁷ "Home," *International CPTED Association*, Cpted.net. Accessed 11 May 2018.

¹¹⁸ Paul Cozens and Terence Love, "Crime Prevention Through Environmental Design (CPTED)," *Oxford Encyclopedia of Criminology and Criminal Justice*, March 2017.

health (resulting from engagement in landscapes), but does not frame these as issues as embedded within wider systems of power relations.¹¹⁹ It is not surprising that a design profession focuses on analyzing and creating design interventions as its primary mode of engaging with a wider social context. But even if landscape architects are only able to act within the bounds of site design and analysis, understanding how those designs are embedded within larger processes of influence and power can only help them design for community health and quality of life.

Thus, if power relations are expressed through discursive and material systems, a whole host of methodologies make power relations visible which landscape architects and researchers already use. Landscape architects have a wide array of descriptive, interpretive, or subjective methods at their disposal to understand social processes. Empirical methods include observing physical traces, observing environmental behavior, and standardized questionnaires,¹²⁰ while interpretive methods include ethnographies, discourse analysis, iconography, historiography, and focus groups, and subjective methods include engaged action research and projective design.¹²¹ The Landscape Architecture Foundation in particular is engaged in understanding the empirical effects landscape designs produce economically, socially, and ecologically in their Landscape Performance Series.¹²² The Performance Series could be a particularly viable point of insertion for landscape genealogy because of the LAF's interest in social performance while neglecting the implicit power relations therein, as well as landscape genealogy's possible incorporation within the logistical requirements the LAF prescribes.

This research constructs a new method for landscape architects and researchers to understand the capillarity of power relations on design sites. The process of engaging bodies of knowledge outside of landscape architecture can be a complicated and time-consuming task. Often, the information learned must be reread and translated repeatedly

¹¹⁹ "About Landscape Architecture."

¹²⁰ John Zeisel, *Inquiry by Design*, (New York: W. W. Norton & Company, Inc., 2006).

¹²¹ Deming and Swaffield, 36.

¹²² "Landscape Performance Series," *Landscape Architecture Foundation*, Lafoundation.org, accessed 11 May 2018.

until it can be made useful in a practitioner-oriented, design-driven field like landscape architecture. Foucault's vocabulary and methods are not built for a design context, nor are they truly condensable down to a professional project timeline. However, when designers and researchers reference Foucault's ideas or methods, it is important for them and other researchers to know what Foucault's ideas and methods can produce, and what they simply cannot.

Foucault would be unconcerned with maintaining careful adherence to his words for their own sake—it should be obvious from this research that such endeavors would run counter to his methods—and there will be no appeal to his authority as originator of the method to justify it. Instead, this research indicates that Foucaultian endeavors should be measured by their ability to produce defensible analyses of the power relations constituting discursive and material systems which are embedded within landscape sites and designs. Foucault's methods are not at all equipped to prescribe design interventions, make hasty generalizations, or categorize sites according to universalized typologies of power dynamics without careful archival research.

Conducting thorough archival research takes considerable time, nuance, and unique skills which differ from a typical landscape project's concept to construction pipeline. Many practitioners simply do not have the billable hours to conduct sweeping investigations of problematic practices at work on their site, especially if those findings might directly contradict the wishes of their clients. As such, this research is likely best integrated within the scope of landscape researchers who are well-acquainted with conducting archival, site-based research.

Additionally, it is hypothesized that these insights can make profound paradigmatic changes in the ways power relations are analyzed and discussed in the field of landscape architecture. Rather than viewed as interpretive, unscientific narratives, this research expands the notion of power to include the micro-interactions present in discursive practices which permeate design and society.

Based on the limitations of this research as a first attempt at developing a Foucaultian method, further research could refine the vocabulary used when presenting the method to landscape researchers and practitioners. In particular, the statement-visibility-materiality relationship is complicated, and it is unclear whether other, simpler

modes of explanation exist or if other synonyms are more accessible within the field. Additionally, incorporating other research methodologies which Foucault and this research neglected to utilize like interviews, direct behavioral observation, or questionnaires can contribute to the discursive archive, generating statements and providing users with discursive legitimacy which they might otherwise lack. For example, though homeless populations typically lack discursive archives or political legitimacy, landscape architects and researchers can spearhead movements to engage those populations and present their voices in design and policy scenarios with profound consequences.

It is also proposed that landscape architects and researchers develop methods which allow serious critique of client goals and objectives and which can be integrated into the design process. Foucault's methods and the LAF Performance Series engage in serious critique of spaces after they are built, when it is typically too late to change the built design. Developing methods for incorporating research and adherence to its findings in landscape contracts is proposed as an option, but regardless of how it occurs, the field will only become stronger when the research and design components of the profession both have seats at the table during the design process.

From the standpoint of a field tasked with designing spaces, it remains to be seen whether a Foucaultian method can be incorporated into a design methodology. Currently, Foucault's methods and their derivatives are best-equipped for analysis, which can be incorporated in the beginning information gathering stages of projects or as critical reflection after later stages. If Foucault's theories were to be used to prescribe design features, attention to what potential interventions make visible or accessible would likely play a major role. Because Foucault offers no evaluative or prescriptive criteria, any decision-making attempts would require other methods to supplement.

Throughout this project, several colleagues expressed concern at the focus of a Foucaultian method on discourse rather than on site conditions or reading meaning out of site features. They also expressed the most interest at seeing how discourses adhered to site conditions, and how they might read discursive networks out of the landscape. These conversations illustrate the pressing need for landscape educators, researchers, and practitioners to earnestly engage with the realities of professional practice as a political

endeavor that is often an art of persuasion more than an art of spatial arrangement. Contract negotiation, fundraising, and garnering political support are all foundational activities to design success embedded in systems of power relations. If the means are the ends in the making, it is only through honest and thorough discursive power analysis like that which landscape genealogy provides that landscape architects can fully understand and critique their projects and products.

APPENDIX A:

DIRECTOR PARK NEWSPAPER ANALYSES

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DESCRIPTION

All of these *Oregonian* articles except "Setting straight the crooked record" and "Future of commercial Park Blocks, to be decided" are coded using the Objects-Subjects-Concepts-Strategies hierarchy. "Setting straight the crooked record" and "Future of commercial Park Blocks, to be decided" were coded prior to devising the coding system, and Objects, Subjects, Concepts, and Strategies were identified by going back through both articles and inputting their visibilities directly into Excel. In all other articles, Blue identifies Objects, Green: Subjects, Orange: Concepts, and Magenta: Strategies. Associated Excel tables show the extracted prescriptive statements and the visibility data. These were analyzed for historical consistency and change by word search.

1. Nicholas, Jonathan (December 24, 1991). "Setting straight the crooked record"



JONATHAN NICHOLAS

Setting straight the crooked record

Funny thing about the truth ... no matter how long it has lain buried ... no matter how frequently folks drive nails into its casket ... here it comes again, raising high its head.

Someone once said a man lives as long as someone remembers him. Fortunately, that goes for scoundrels as well as saints.

Take Daniel H. Lowndale.

You remember Lowndale: Portland pioneer, city father, has a square named for him, and all that? Sort of a nice guy, worth a bronze plaque, right?

That's what The Lang Syne Society thought, too.

The society — one of Portland's oldest, formed in 1914 — has for the past 30 years or so been going about placing plaques on places of historic interest.

(The first, on Southwest Jefferson Street in the South Park Blocks, marks the beginning of the Great Plank Road, local citizens' first effort to carve a commercial link between their waterfront and the rich agricultural hinterland over the Sylvan hill.)

Just last week, the society surfaced again to unvell its latest pair of commemorative markers, the first in a proposed series for city parks named for prominent Portlanders.

The plaques honor Daniel H. Lowndale and William C. Chapman.

This newspaper, with due diligence, covered the event. "Lowndale," we explained, "was a philanthropist and prominent landowner whose land claim of 640 acres encompassed most of Portland's present urban center. His donation of Lowndale Square and South Park Blocks provided the cornerstone for the city's parks system."

That was just a little too much for E. Kimbark MacColl, a man with a deeply disturbing habit. He's hooked on history. And on truth.

(MacColl's idea of a fun evening is a decent glass of sherry and a file of court records from 1867.)

His two books on Portland history are legendary for their exhaustive detail and for their revealing look at the underbelly of our past — the money grubbing, the wheeling and dealing, all of the lying and cheating and stealing that is the true tale of the carving of our burg from the bush.

Take Lowndale, for example.

But let's let MacColl do the talking.

Although, in his original 1848 plat for the city of Portland, Lowndale reserved the South Park Blocks to public use, he never personally donated any property to the city. "By no stretch of the imagination," says MacColl, "could he be cited as a 'philanthropist.' He was greedy like most of his partners and went heavily into debt, dying bankrupt and intestate."

Lowndale's share of the South Park Blocks site was left to heirs who privately developed the properties — one section ended up as home to The Arlington Club.

The record," says MacColl, "is clear: Daniel Lowndale was a visionary but shifty character whose land speculation helped to spawn more litigation in Portland than in any other western city of comparable size."

As for Lowndale's co-proprietor, Chapman, MacColl reminds us that though he ended up getting ownership of Lowndale's share in payment for longstanding debts — including the two Plaza blocks later named for him and Lowndale — he never gave the city title to either one.

He sold the two blocks, along with his seven-block share of the South Park Blocks, to the city for \$6,250 in 1871.

This was not exactly generous.

Generosity, says MacColl, was the province of Stephen Coffin, the third of the major proprietors. "For a token payment of \$2,500, he donated the remaining seven Park Blocks and several acres for a public levee at the foot of Jefferson Street."

MacColl — who, as you can tell, by now is on a roll — says that "By far the most generous, and certainly the most honest of the early proprietors was Capt. John H. Couch who, in 1865, deeded the five North Park Blocks to the city free of charge."

But surely, you must be thinking, it's not MacColl's style to close with a saint? You're right. He has one more scoundrel up his sleeve.

"Couch's former associate, Benjamin Stark, refusing to donate his small portion to public use, asked the outrageous price of \$138,000 for two acres, an offer that the city rightly refused."

MacColl says his files on all this are "more than a foot thick and incredibly boring." Maybe The Lang Syne Society should browse them before ordering another plaque. Better yet, let MacColl write the inscriptions. They wouldn't just be honest: they'd be entertaining as hell.

This analog analysis was performed before the color-coded Objects-Subjects-Concepts-Strategies system was devised. Objects, Subjects, Concepts, and Strategies were identified by going back through the article and inputting the visibilities directly into Excel.

12.24.91		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
Should install a commemorative marker for philanthropist Lownsdale	South Park Blocks	Jonathan Nicolas, writer	Intent of original owner	Not donating land
Lownsdale was "a visionary but shifty character whose land speculation helped to spawn more litigation in Portland than in any other western city of comparable size."	Private property including The Arlington Club	Lang Syne Society	Private ownership	Private development
Other founding fathers are more worthy	The South Park Blocks	Daniel H. Lownsdale	Land lost to greed and commerce	Land donation
	North Park Blocks	Lownsdale's heirs		Deeding land for free
	Commemorative markers	Stephen Coffin		Consult experts
	Two plaza blocks	Capt. John H. Couch E. Kimbark MacColl The City Benjamin Stark		Selling land to the city Refusing to buy property

2. Campillo, Linda (May 27, 1992). "Future of commercial Park Blocks, to be decided"

Dream from long ago still seeking light of day as forum fails to produce acceptable answers

By LINDA CAMPILLO
Correspondent, The Oregonian

Should the downtown area known as the Commercial Park Blocks be dedicated to more open space or should it be preserved and enhanced for commercial activity?

Nobody seemed to agree Tuesday evening at a City Club-sponsored meeting to discuss the topic.

Edgar Waehrer of the Portland Planning Bureau said the Park Blocks have been the subject of dreams since their creation, but there never has been agreement on what dream should be realized.

The City Club forum came together because of the new earthquake seismic building codes that will take effect next year requiring older structures to undergo extensive remodeling. Some people speculate that it will be less costly to replace some buildings rather than refurbish them to meet the new requirements.

Of particular concern is the Commercial Park Blocks area located along Southwest Park and Ninth avenues between Salmon and Washington streets.

Should the city acquire some of the property and create more park space, or should historic buildings be preserved?

And what about automobile parking if more park space is created?

Those were a variety of the concerns expressed by about 60 people attending the meeting.

Although there is no formal plan for the

Commercial Park Blocks, a proposed plan does exist. A Central City Plan supports the concept of creating a link between the North and South park blocks.

That plan suggests widening sidewalks to encourage pedestrian traffic, establishing a public park at the area bounded by Southwest Park and Ninth avenues and Taylor and Salmon streets, and creating another park farther north at Stark and Oak streets, Waehrer said.

None of the proposals have been approved by the City Council, and Waehrer said the ideas are thought to be premature — requiring at least another five to 20 years before they can be developed.

Another plan also has been developed through a volunteer effort of SERA Architects and area merchants and property owners.

The concept is to develop a distinctive look in the Commercial Park Blocks that would attract pedestrian traffic to browse and shop.

The scheme also would blend the streets with the South and North Park Blocks by incorporating common amenities such as trees, benches, street lights, fountains and art.

To do this, George "Bing" Sheldon, principal at SERA, said that parking on one side of the street would be eliminated and sidewalks would be widened to 18 feet.

The widened sidewalks would be paved like those in the South Park Blocks, thus linking the area south of Salmon Street to O'Bryant Park at the north.

Area merchants, however, were not enthusiastic about this idea, but a consensus seemed to be emerging, Sheldon said.

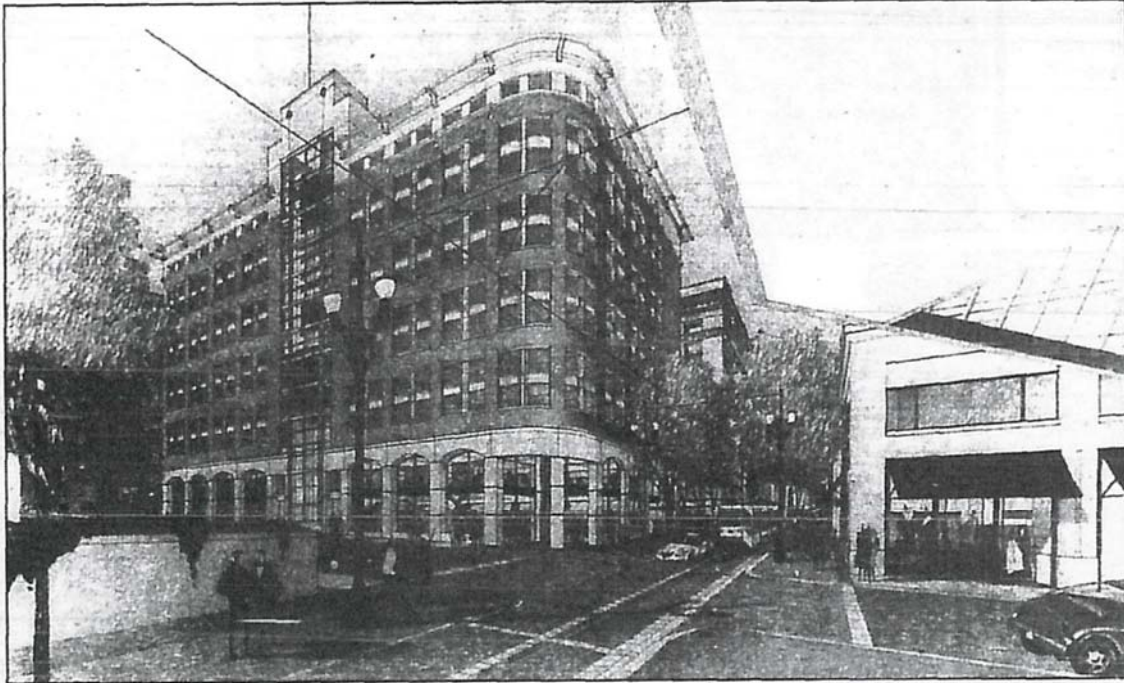
Although the Portland Development Commission had approved funding to look at the area as a continuation of the South Park Blocks Urban Renewal Plan, nothing has been done.

Mayor Bud Clark, who moderated the discussion, said he doubted the financing would be there given current budget revisions.

This analog analysis was performed before the color-coded Objects-Subjects-Concepts-Strategies system was devised. Objects, Subjects, Concepts, and Strategies were identified by going back through the article and inputting the visibilities directly into Excel.

05.27.92		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
Commercial Park blocks should be Open Space	Commercial Park Blocks	City Club Forum	Commercial value	Alternative futures planning
Historic buildings should be preserved	Cars	Portland Planning Bureau	Alternative futures	Consensus-building
Widen sidewalks to encourage pedestrian traffic	Historic buildings	The City	Historic value	Historic preservation
Establish a public park at the area bounded by Southwest Park and Ninth avenues and Taylor and Salmon streets, and creating another park farther north and Stark and Oak streets.	Central City Plan	The public	Automobile parking	Land use conversion
Develop a distinctive look in the Commercial Park Blocks that would attract pedestrian traffic to browse and shop	Sidewalks	City Council	Open space links	Land acquisition
Blend the streets with the North and South Park Blocks by incorporating common amenities such as trees, benches, street lights, fountains, and art.	SERA Plan	SERA Architects	Walkable city	Long public process
Eliminate parking on one side of the street and widen sidewalks to 18 feet	North and South Park Blocks	Area merchants	Public park network	Volunteer plans
Paved like South Park Blocks	Urban Renewal Plan	Portland Development Commission	Urban Renewal	Aesthetic magnetism/branding
	Budget	Mayor Bud Clark	Pedestrian commerce	Amenity installation
			Funding	Parking elimination
			Amenity-driven design	Experience scripting
				Funding approval
				Study the area
				Budget revisions

3. Gragg, Randy (February 21, 1996). "Park or Parking?"



BOUCHER MOUCHKA LARSON

Seen from Nordstrom's entrance in this rendering, Park Avenue Plaza would feature one or two floors of retail space and 550 parking spaces.

Opponents of a downtown garage will try to convince City Hall it doesn't fit with the Central City Plan

By RANDY GRAGG
of The Oregonian staff

The battle for the missing Park Block moves into the larger arena of the Portland City Council Wednesday afternoon.

At issue is whether the Downtown Development Group, owned by the Goodman family, can build Park Avenue Plaza, a 12-story parking garage.

The proposed site for the project is a block that has been earmarked as a park in every city plan since 1848. But for at least 30 years, the block has been the site of a street-level parking lot, currently owned by the Goodman family.

Though a broader, emotional park-vs.-parking debate has ensued, the question before the council is very specific: Is the garage's design appropriate for the block?

The meeting, however, is shaping up as an old-fashioned, Portland-style war between advocates for civic amenities and downtown business interests. It's reminiscent of the battles waged to create celebrated city amenities such as Pioneer Courthouse Square and Tom McCall Waterfront Park.

The council's decision — yea or nay — will likely be just one in a series of votes

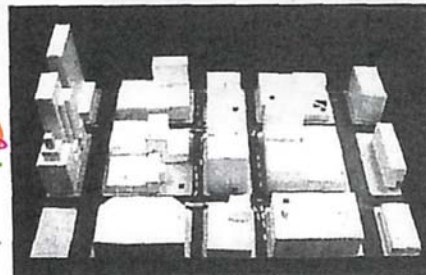
that will dictate the project's life or death. Technically, Wednesday's council vote will be on an appeal by the Downtown Community Association protesting the Design Commission's approval of the project on Dec. 21.

But Bob Schumacher, a lawyer leading the charge against the garage, may have put it best: "The council meeting will be a dress rehearsal for the battle to come."

The loose-knit collection of downtown residents, artists and activists opposing the project has coalesced into a lobbying force that includes former City Commissioner Margaret Strachan; Ernie Bonner, a former director of the Portland Planning Bureau; and Bill Naito, the downtown real estate magnate and civic activist.

In the other camp are the Goodmans, downtown's largest landowners, with a near-monopoly on privately operated parking lots. The proposed new garage will feature one or two floors of ground-level retail and 550 stalls, 435 of which will be leased for long-term parking.

Aligned with the Goodmans are an



A model by architect and garage opponent Andrew Wheeler shows the size of the garage (located in the second row center) relative to its neighbors.

HIGH-RISE GARAGE SITE



PARK BLOCKS SHOWDOWN

- **WHAT:** The Portland City Council considers the design of Park Avenue Plaza, a 12-story parking garage. Bordered by Southwest Yamhill and Taylor streets, and Park and Ninth avenues, the garage would stand on land designated to be a park block.
- **WHERE:** Portland City Hall, 1220 S.W. Fifth Ave.
- **WHEN:** 2 p.m. Wednesday

Please turn to
PARK, Page B5

The Oregonian

3. Gragg, Randy (February 21, 1996). "Park or Parking?" (cont.)

■ Continued from Page B1
array of older office building owners and managers, Nordstrom and the Portland Center for the Performing Arts — all of whom claim a dire need for the garage.

In theory, the council will be considering neither the need for a park nor another parking garage. What they will decide is whether the design of this particular building is appropriate to the block and the surrounding neighborhood.

Chris Kopca, who is managing the project for the Goodmans, maintains that the project meets all city zoning designations, codes and design guidelines to the letter.

He says the 1988 Central City Plan's designation of the property as a potential park, as well as its call for wider sidewalks on each side of the block, are merely "wishes," passed as resolutions — not as ordinances.

"I would be surprised if the council overturns the decision," says Kopca. "We have subscriptions for all the stalls. It's the right size garage."

The Design Commission agreed, its chairman John Spencer contending the commission is bound by the Central City Plan's ordinances but is powerless to enforce its resolutions.

The opponents, led by lawyer Schumacher, argue that the Park Avenue Garage's design fails to meet the city's design guidelines, particularly the goal to "provide a pleasant, rich and diverse pedestrian experience."

Opponents contend that the garage, destined to rise 12 floors, will be shoehorned between downtown's two narrowest streets, creating a concrete canyon and increased auto traffic in one of downtown's most walkable zones.

As for the Central City Plan's hope that the block one day would be open space, Schumacher contends that while legally loose, a resolution is politically binding.

"If the council votes for this project," says Schumacher, "it will have to explain why it is turning its back on the Central City Plan."

"The Central City Plan was the result of five years' work with 10,000 citizens involved," he says. "Calling a decision a resolution and not an ordinance is the kind of weasel move to get out of what everybody agreed was a plan."

As one of the initiators of the plan, former commissioner Strachan agrees.

She points out that the City Council recently based a decision to locate north-south light rail along Southwest Fifth and Sixth avenues — instead of 10th and 11th avenues — in part because of the Central City Plan.

The alignment was recommended, she notes, not by ordinance, but by resolution.

"When the Central City Plan supports what the council wants to do," adds Strachan, "they use it."

In the middle of the debate is the proposed building, one of three new downtown garages, on the way to being built.

But Park Avenue Plaza's size and location make it by far the most sensitive for all concerned.

It is perfectly located to provide long-term parking for seven older office buildings nearby and short-term parking for the Performing Arts Center just up the street.

But it also will rise on the city's smallest block size — 150-by-200 feet. Therefore, it has required considerable finessing to be both technically and financially feasible.

The Goodmans, for instance, engineered an amendment to the city's new Central City Traffic Manage-

ARCHITECTURE

downtown parks. To him, then, the question is really about long-term vision.

Though he was "on the fence" about the garage, Naito quipped that he was visited by the ghosts of past initiators of Portland's grand civic projects.

"Our goal should be to unite the North and South Park Blocks," says Naito, referring to the blocks North of Burnside Street that extend up to the post office building on Northwest Hoyt Street. "A 12-story garage won't go away. This is a chance to do something special. We should try to do something special every decade."

Because the City Council is considering an appeal, commissioners are legally bound to be tight-lipped. However, early bets are that Commissioner Mike Lindberg will vote against the garage, Charlie Hales for it, with Earl Blumenauer and Mayor Vera Katz unknowns. Commissioner Gretchen Kafoury is in Vietnam and will miss the vote.

Should there be a tie, the Design Commission's approval stands.

ment Plan allowing an entrance on Southwest Yamhill Street.

Under the city's previous rules, Yamhill — a light-rail corridor — was protected from curb cuts in order to establish a pedestrian-friendly environment.

(Schumacher has also filed an appeal against the amendment.)

By allocating 1.17 percent (about \$100,000) of the construction budget to public art under a municipal bonus program, the garage will be a floor higher than current guidelines allow.

It will rise 130 feet, cresting well above the mansard roof of the Guild Theatre building, the garage's tallest neighbor.

Schumacher contends the design is lacking when measured against the guidelines' intent. Kopca maintains their design meets the letter of the guidelines.

Naito, however, has been a long-time advocate of parking lots and

02.21.96		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
12-story parking garage	Missing Park Block	Randy Gragg, writer	Civic Amenities	Building
Public park	Every city plan since 1848	Portland City Council	Need for parking	Designating use
	Street-level parking lot	Downtown Development Group	Need for a park	Private ownership
	Garage's design	Goodman family, parking lot owners, downtown's largest landowners	Provide a pleasant, rich and diverse pedestrian experience	Debate
	Pioneer Courthouse Square	Amenity advocates	Open space	Council appeal
	Tom McCall Waterfront Park	Downtown business interests	Pedestrian-friendly	Council vote
	Parking Lots	Downtown Community Association	Long-term vision	Private lobbying
	Surrounding neighborhood	Design Commission	Something special	Binding ordinances
	City zoning designations	Bob Schumacher, lawyer		Meet building guidelines
	Codes	Downtown residents, artists and activists		Debating semantics
	Design guidelines	Margaret Strachnan, Former City Commissioner		Public involvement
	Central City Plan	Ernie Bonner, former director of Portland Planning Bureau		Technical and financial finessing
	Light Rail	Bill Naito, downtown real estate magnate and civic activist		Amending city plans
	Alignment	Older office-building owners and managers		Municipal bonus program
	Small block size	Nordstrom		Meeting the letter of the guidelines
	Performing Arts Center	Portland Center for the Performing Arts		Do something special every decade
	Central City Traffic Management Plan	Chris Kopca, garage project manager John Spencer, Design Commission chairman Commissioner Mike Lindberg Charlie Hales Earl Blumenhauer Mayor Vera Katz Commissioner Gretchen Kafoury		

Goldschmidt: Shattering and rebuilding ideas

■ Continued from Page One

door," says Bill Wyatt, former president of the Oregon Business Council and now Gov. John Kitzhaber's chief of staff. "In fact, he raises them by just getting up in the morning."

As much as late Gov. Tom McCall fought to define the nature of Oregon, it is Goldschmidt's political signature that defines the city of Portland. Once he strong-armed Nordstrom to anchor his downtown dreams, the cafes and bistros and pedestrian parks followed.

Now, six years removed from the visible maneuverings of public office — and brusquely protective of a newfound privacy — Goldschmidt continues to mold his city.

But these days he thrives as a lawyer and consultant, freed from the scrutiny and tedium of public bureaucracies, wielding the tools of private enterprise to leave as big an imprint in the future as he has in the past.

Since his college days, when he barreled into the office of then-Gov. Mark O. Hatfield to demand more student funding, Goldschmidt has been a brash player. A lifelong Democrat, he has defied stereotype, working closely with the conservative business establishment to achieve his liberal social agenda at times to the ire of ideological purists.

Brutal energy and a blazing intellect made Goldschmidt Portland's youngest mayor when he was just 32.

As secretary of transportation under President Jimmy Carter in the tense years after an oil embargo, he preached the virtues of mass transit at the same time he helped bail out Chrysler Corp. His political reach was international, his star meteoric: He drank from the Nile with Egyptian President Hosni Mubarak; even when not running, he remained a favored political contender.

Goldschmidt stumbled over his own ruthless expectations as governor in the late 1980s. He retreated from the Capitol and a shattered marriage: "He was in absentia," says Barbara Roberts, who succeeded him as governor in 1990. "That was his quiet period."

Now, at 55, Goldschmidt is re-emerging as a serious force in public affairs, and a more contented man. He is as enthusiastic about his two-year marriage to corporate executive Diana Snowden as about his projects to expand the city's core.

He jets to Japan on business, indulges in the best wines at his Dunthorpe home. He dotes on his family, especially granddaughter Micaela, born in November.

"He's a mensch," says Alan Webber, who worked for



Goldschmidt at city hall and now publishes Fast Company, a Boston business magazine. "He's reached menschhood."

When Bob Packwood resigned last fall from the U.S. Senate, and senior Sen. Hatfield announced his pending retirement, Democrats lusted after seats long owned by the Republicans.

The inevitable question: Where's Goldschmidt?

Despite the pressure for his return to the political arena, he won't be found running for office. "It's not going to happen," he says.

Instead, Goldschmidt can be found all over Portland's map, working for an array of clients on separate private projects that, stitched together, weave an expanded tapestry of urban life and drape south into Eugene and the Umpqua Basin.

Along the western banks of the Willamette River, south of the Marquam Bridge, stretch the muddy vacant lands owned by the Schnitzer and Zidell families. Developers have hired Goldschmidt to wed private and public money to mold the clay into a community of shops, offices, parks, apartments and condominiums. If successful, it would recapture more of the city's waterfront, creating a continuous community from RiverPlace to Johns Landing.

North of the city's core lie 80 industrial acres, ripe for urban development. One of the major landowners, Homer Williams, has hired Goldschmidt to help transform the dormant area into a teeming model of urban life. Success there would expand the city's heart north from the downtown retail cen-

ter and east from the artsy Pearl District.

In Portland's West Hills, Oregon Health Sciences University flexes new private-sector powers given by the last Legislature. Goldschmidt sits on the board, looking for opportunities to keep jobs, education and housing tied to the city's core.

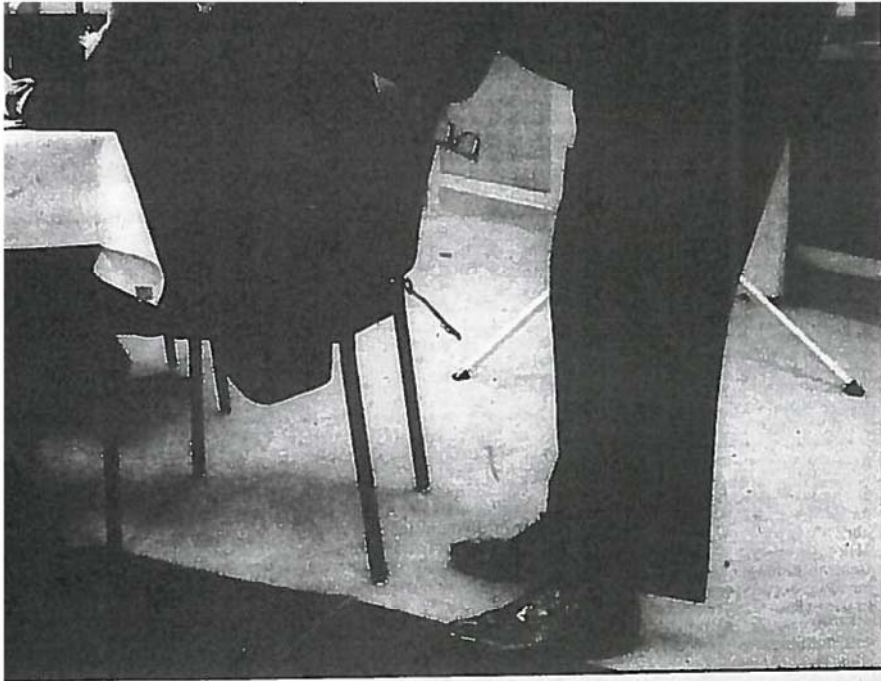
Just west of the city sprawls the worldwide headquarters of Nike Inc. Founder Phil Knight seeks the advice of Goldschmidt, a longtime friend and former employee, on development and transportation issues of international scope. In the Portland of Goldschmidt's vision, light rail someday will carry people from the Nike campus east all the way to the airport.

Along both sides of the river, picture a streetcar ferrying people from home to work to culture to entertainment to education. Goldschmidt is an unpaid but avid booster for a trolley that someday would run from the River District in the north, south to Portland State University, up the hill to OHSU, back down to Macadam Avenue, across the river to OMSI and north again to the entertainment centers of the Rose Quarter.

At the Capitol in Salem, Kitzhaber places transportation improvements at the top of his 1997 agenda. Goldschmidt, considered a transit expert nationally, has been picked to head a blue-ribbon panel on transportation and growth.

And so it goes. Goldschmidt helps land a semiconductor plant for his native Eugene. He works with conservative timber baron Aaron Jones on a public-private land swap — a Republican connection that still troubles Goldschmidt's liberal sup-

4. Hill, Gail Kinsey (March 31, 1996). "Where's Neil?" (cont.)



porters. He advises rail outfit Burlington Northern Santa Fe Corp., construction and engineering giant Bechtel Enterprises Inc. and utility conglomerate PacifiCorp.

▶ **C**atalog all the projects in which Goldschmidt is involved: business development, housing, education.

"Throw in the streetcar to boot, and you've got a series of activities that probably rivals what was going on downtown in the '70s," says Tom Walsh, Tri-Met general manager and a longtime acquaintance.

"He has a very strong commitment to cities and how they work," says Tom Imeson, an executive with PacifiCorp and former gubernatorial chief of staff to Goldschmidt and, for a time, Kitzhaber. "I don't know if that translates into a vision for Portland. . . . He's probably got several."

If Goldschmidt sees Oz on the horizon, he doesn't seem to have a set map for getting there. Goldschmidt always has indulged in a blizzard of ideas, sometimes blinding those who try to see the pattern. When he was governor, his eclectic demands could frustrate his staff and lead to unfinished tasks.

"Neil doesn't know how to read a sign that says, 'Slow down.'" Walsh says.

▶ But in recent years, he has become more calculated. He refuses to participate on any but a select few public committees. He picks his clients carefully, both for purpose and for profit. Friends say that, after years of living within the limits of a politician's salary, he enjoys the luxuries of a private paycheck.



Goldschmidt jokes with his son, Joshua, and wife, Diana Snowden, as they prepare a Thanksgiving dinner in the couple's Dunthorpe kitchen.

His blend of political experience and private-sector dexterity makes him a hot commodity with business people facing mountains of governmental permits and approvals.

"That's the secret to Neil," says Len Bergstein, head of Northwest Strategies Inc., a Portland-based consulting company. "He knows the key pieces to make things happen." Bergstein, who campaigned for Goldschmidt in his early political years, calls him "the emperor of enterprise."

But now Bergstein is battling his former political mentor over the route of the north-south light-rail line. Bergstein wants it to cut through Portland's east side, past the Oregon Museum of Science and Industry and established neighborhoods. Goldschmidt, with Zidell and Schnitzer as his clients, wants the line on the west side.

The dueling plans pose a riveting economic question: Does the economy prosper by easing transport to what exists today or by stretching a line to the hopes of tomorrow?

Goldschmidt, as always, prefers the challenge of the future and that unmolded mud. His potter's wheel? Financing public and private.

"The key is capital," says Goldschmidt to a quick query after a public meeting. "Capital shapes areas."

If it sounds vaguely Republican, the Democrat is still intact: He bristles at the notion that governmental intervention hinders rather than primes the economy. Subsidies and regulation are essential ingredients, he says.

"The market is what people

Please turn to
GOLDSCHMIDT, Page A13

Goldschmidt: He builds allies in politics, business and beyond

■ Continued from Page A12

decide it to be," he says. "The market is how you create it."

■
Mell Lee, a friend from high school, remembers driving home to Eugene one evening after conducting an interview in Portland for the school's radio show, "Youth Speaks." She, Goldschmidt and several other students were talking about dreams.

"Neil said, 'When I dream, I always dream about politics,'" Lee recalls.

As student body president at the University of Oregon, he already showed a brash ambition. Seeking more money for higher education, he bypassed small thinking and went straight to the governor.

"He was like a machine gun," recalls Hatfield. "He had as many ideas as the trigger would pull."

At law school in Berkeley, Calif., Goldschmidt pushed for campus reforms. He marched for civil rights in Mississippi and worked as a legal aid attorney in Portland's Albina district.

In 1970, just before his 30th birthday, he won election to the Portland City Council. Two years later, he was mayor.

The victory party, held at an old warehouse, was a message to the entrenched power brokers that change was afoot.

Mitzi Scott, a Democratic fund raiser and campaigner, remembers riding the freight elevator to the party, wedged next to a partner from a prestigious downtown law firm — a Republican type, she says.

"He looked out and said, 'Oh my God, if my friends at the Arlington Club could see me now. . . . It's their worst nightmare.'"

But Goldschmidt proved deft on building allies in the business community — as critical a cog to the urban machinery as schools, neighborhoods and the arts.

Portland popped with change. And if public and private financing were the corn, Goldschmidt was the burner.

The 1970s were a magical decade for Portland but did not pass without abrasion, says City Commissioner Mike Lindberg, who served as Goldschmidt's public works director. With big projects and big money in play, big toes got bruised.

Goldschmidt is credited today with building a light-rail system that is the envy of other cities, but, at the time, the project disrupted and displaced many businesses. His presence in securing Pioneer Courthouse Square and Nordstrom

now is praised for revitalizing a struggling downtown; 20 years ago, many feared it was folly — that the future of retail belonged in the suburbs.

"He wanted to shake things up," Lindberg says. "It was a bizarre, unusual environment."

Seduced by the lure of national politics, Goldschmidt left Portland in 1979 to become President Carter's secretary of transportation. He left an exhausted and exhilarated city behind him. His staff gathered on the City Hall steps to say goodbye, some crying, some sighing with relief. All threw daisies.

When Carter's political star fell in 1982, Goldschmidt came home to a job at Nike and a stagnant Oregon economy.

"It wasn't that terrible things were happening," Mitzi Scott says. "It was that nothing was happening."

A restless Goldschmidt was elected governor in 1986, convinced he could make things happen for Oregon as he had for Portland.

■
On a February night in 1990, Goldschmidt called friends to the home of campaign manager Bill Scott. He looked pale and tired. His voice quavered as he dropped the news: He wouldn't run for re-election.

His 25-year marriage to Margie was crumbling. His passion for politics had forsaken him. He couldn't juggle the rigors of a campaign and the pain of a separation.

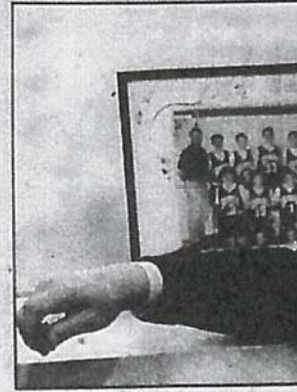
There were nods of resignation, whispers about rumored affairs and a political comeuppance. Many figured Goldschmidt's golden days as an elected official had ended.

Just as Goldschmidt thrived as mayor, he floundered as governor. He did not lack for ideas, but for patience. He had grown bored with the workings of state bureaucracies and the need to appease legislators. He was not a detail man.

"He makes great intuitive leaps, then he fills in the blanks later," says Bill Scott.

For some, the leaps bred frustration, leading right over the cliff into public policy oblivion. Advisers and staff would spend frantic weeks gathering statistics and drafting recommendations, only to return with information Goldschmidt no longer cared about.

As governor, he had too little control and suffered too much criticism. He knew how to command but not to coddle. He could tick off accomplishments, from economic to social to education reforms. But he couldn't make the meteoric progress he and



Goldschmidt's private law and corporate influence development that will shape

Neil Goldschmidt

Born: June 16, 1940, in Eugene

Education: Graduated from South Eugene High School. Degree in political science from University of Oregon, where he was student body president. Law degree from University of California Boalt School of Law in 1967, then began work as a legal aid attorney in Portland.

Early political experience: College intern to U.S. Sen. Maurice Neuberger. Civil rights worker in Mississippi.

Political career:

1970 Elected to Portland City Council.

1972 Elected mayor of Portland; re-elected in 1976. Helped block the Mount Hood freeway project; worked to channel federal money for the first leg of the Metro light-rail line from Gresham to downtown Portland;

the public demanded.

"He had his dark sides," says Oregon Attorney General Ted Kulongoski, a longtime friend who served as Goldschmidt's insurance commissioner. "He was impatient; he could be incredibly rude, on the verge of being mean."

His moods took a toll on those around him.

"He could treat people like dirt," says a former campaign worker. "He could be a real jerk."

Six years later, his business and new marriage thriving, his name is repeatedly mentioned as a return political contender. But friends say he is ill-suited to replace Hatfield, his personality a clash for the team-like demands of the Senate.

"He's not a clubby person at all," says Mitzi Scott.

Still, those close to him don't rule out a future bid for elective office.

4. Hill, Gail Kinsey (March 31, 1996). "Where's Neil?" (cont.)



MICHAEL LLOYD/The Oregonian

onsulting practice allows him more family time while he continues to shape the future of Portland.

Goldschmidt: A Biography

spearheaded a revival plan for Portland's retail core around the Portland Mall, a national model for urban transportation, and a downtown Nordstrom; planned RiverPlace to include downtown mixed-income housing; helped secure German-based Portland Wacker Siltronic Corp.'s Portland plant with 600 jobs.

1979 Named U.S. secretary of transportation under President Carter. Negotiated links among automakers, consumers and environmentalists during national controversy over auto safety and fuel efficiency standards; promoted mass transit; aided in federal bailout of Chrysler Corp.

1981 After Carter's defeat, worked for Nike Inc. overseas and in Canada.

1986 Elected governor of Oregon. Pledged "Oregon Comeback" to revitalize the state economy; worked for prison expansion, education, children's programs and worker's compensation.

1988 First major political defeat from Legislature over attempt to raise vehicle registration fees to pay for prisons.

Current career: Runs a one-man law office and consulting firm in downtown Portland. Emphasis in international trade, economic development, public and private financial partnerships.

Personal: Married Margaret "Margie" Wood of Eugene in 1965; divorced in 1990. Children: Joshua, 26, and Rebecca, 23. Granddaughter, Micaela, 4 months old. In 1994 married Diana Snowden, a PacifiCorp executive and vice president of operations for its

"He's still a young man," Hatfield says.

"I wish he'd had another four years," muses Lee Weinstein, a Nike executive who served as one of Goldschmidt's press secretaries. "He would have blown Tom McCall's legacy all to hell."

Almost everything about Goldschmidt is excessive: his size, his appetites, his energy.

At 6-foot-1, he was a high school basketball star and something of a college heartthrob. He has struggled since his gubernatorial days to keep his weight in check, often losing out to his love of Nick's Famous Coney Island foot-long hot dogs and Portland's infamous Stanich special — a cheeseburger topped with ham, bacon and eggs, washed down with a nonalcoholic brew.

On the campaign trail,

Goldschmidt gobbled doughnuts for a quick energy high. Friends say he'll eat anything that is salted and comes in a sack.

And his wardrobe leans to the sloppy — Bermuda shorts, baggy sweaters, khakis.

But on a night in February 1991, a year after leaving Mahonia Hall, he brushed off the lapel of his tux and set out for a benefit wine auction. He moved confidently through the crowd, an Avo cigar, imported from the Dominican Republic, in his pocket, a glass of wine in his hand.

A mutual friend introduced him to Diana Snowden, senior vice president of operations for PacifiCorp.

"It was love at first sight," says Snowden, 48, now with PacifiCorp's telephone subsidiary, Pacific Telecom Inc. of Vancouver, Wash. "I was crazy about him."

Goldschmidt, big and bearlike,

bowled her over. Snowden, statuesque and elegant, knocked him out. Despite a lifetime of brazen politics, he says it took more than a year to muster the courage to ask her out.

Goldschmidt and Snowden married in March 1994. They held a reception at The Governor Hotel in downtown Portland and honeymooned in Jumby Bay, Antigua, a tiny island owned in part by a Goldschmidt friend and business client, Homer Williams.

"It used to be, everyone stared at Goldschmidt when he walked into a room," says longtime friend Alan Webber. "Now they stare at her."

The couple bought an older two-story home on a large, neatly landscaped lot in Dunthorpe. They paid a little more than \$1 million, purchasing the property under the joint business name Schreiber & Associates — a private tribute to Susan Schreiber, the woman who introduced them.

Goldschmidt won't talk about his personal life except to admit to a long-awaited happiness.

"It's a nice way to live," he says. "I have things back in my life I let slip away."

His relationships with his two children are close. Joshua, 26, a Portland police officer, is married and has an infant daughter, Micaela. Rebecca, 23, a recent graduate of the University of Oregon, is assistant marketing director at Clackamas Town Center.

Goldschmidt's first wife, Margie, lives in Northeast Portland and teaches at Reynolds High School. The divorce was difficult but for the best, she says.

"I have no regrets about the time Neil and I spent together at all," she says. "I'm very happy with my life right now."

Friends say he is unlikely to let work undermine his second marriage as politics did his first. Today his attention turns to education and children. One day a week he drives to Ball School in North Portland to read to a second-grade student, part of the SMART (Start Making a Reader Today) program he founded.

And while some fans of old yearn to woo him back to politics, lamenting his peculiar spark of leadership, others say Goldschmidt has found a wise new niche — one that serves the public just as well.

"If he were sitting on his tail doing nothing, or a enjoying a wealthy man's leisure, that would be one thing," says Hatfield. "But he's as involved as he ever was."

Gail Kinsey Hill covers politics and government efficiency for The Oregonian. She can be reached by phone at 221-8590, by mail at 1320 S.W. Broadway, Portland, Ore. 97201, or by e-mail at Gail.Hill@news.oregonian.com.

03.31.96		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
Neil can realize private projects now that he's a private citizen	Oregon	Gail Kinsey Hill, writer	Personal vision and commitment	Thinking, talking, stuffing his face
	Portland	Neil Goldschmidt, former mayor and governor	City evolution	Influence city evolution
	Private Projects	Vera Katz	Private	Public Participation
	Nike Campus	Bill Clinton	Downtown dreams	No set strategy
	Streetcar	Tom Walsh, Tri-Met general manager	Mass transit	Private & Public partnerships
	Pedestrian parks		City core	Selectively picking clients
	Pioneer Square		Urban life	Subsidies
	Nordstrom		Purpose	Regulation
			Profit	Disrupt/displace businesses
			Capital	Serving the public
		Jobs		
		Education		
		Public policy		

Appeal of Park Blocks parking garage turned back

A challenge to a planned 12-story parking garage in the path of downtown's South Park Blocks has been denied by the Oregon Land Use Board of Appeals.

The board rejected the Downtown Community Association's appeal of Portland's adoption of the Central City Transportation Management Plan.

The association appealed the City Council's Dec. 6, 1995, decision, saying some implementing amendments were not consistent with the plan's policies and objectives. The appeal pertained to sections covering parking structures and parking access on light-rail transit streets.

The Park Avenue Plaza garage is

a project of the Downtown Development Group, which is part of the City Center Parking organization.

The project, for the surface parking block bounded by Southwest Park and Ninth avenues and Yamhill and Taylor streets, would be a 12-story building with 550 parking spaces. Light-rail tracks run east on Yamhill.

The plan won approval from the city Design Commission and a city hearings officer, and both decisions were affirmed by the City Council when appealed by the community association.

The association also has appealed the council's approval of the parking plan to the Land Use Board of Appeals.

09.10.96		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
12-story parking garage	South Park blocks	Oregon Land Use Board of Appeals	Parking	Deny appeal
Not a parking garage	Light rail	Downtown Community Association	Parking access on light rail streets	Identify inconsistencies between objectives and amendment
	Dec 6, 1995 decision to accept the garage design	Downtown Development Group City Center Parking organization City Design Commission City Council Land Use Board of Appeals		Appeal decision

6. Christ, Janet (March 12, 1999). "Park-Block Work Slows, Pending Land Swap"

Park-block work slows, pe

An advisory group eagerly has been gathering ideas for the new public space that is now a parking lot

By JANET CHRIST
of The Oregonian staff

How about a Benson Bubbler spouting Starbucks' coffee on the corner of a South Park-Block?

Although obviously a Portland joke, it's one of dozens of creative ideas for a new downtown park when the City Center parking lot by the Nordstrom store becomes city property.

If most of the uses being aired were carried out, the space would have to be about the size of Washington Park.

Westside focus

It is, of course, just park block size: 100-by-200 feet. And what goes in and on the downtown block ultimately will be decided through a design process, whether by a competition or a design team.

Getting to this point is a far cry from the plan a few years ago, when City Center's Downtown Development Group had designs for a 12-floor parking structure on the Park Avenue site. Until a major philanthropic donation captured the space for a park last year, a three-year controversy had steamed about whether a parking building should be allowed in the line of the historic public park block system.

Now, a citizen advisory committee for what's known as South Park Block 5 realized this week that members are way ahead on the vi-



STEVEN NEHL/The Oregonian

One day, this parking sign will disappear when the Southwest Park Avenue lot is developed into a South Park Block. The city is helping City Center owners find a garage site so the city can move ahead with terms of a \$5 million donation to turn the block into city property. Construction, at left, on the new Paramount Hotel on Taylor Street continues.

sion. So they decided to stop meeting monthly until a land swap for another parking block downtown moves ahead.

City Commissioner Jim Francesconi, who oversees parks, said City Center owners are looking at two possible private sites on which to build a parking garage. He said the city will know in 30 days if either works out.

Work could start in 2001

Les Prentice, a development manager for the Portland Development Commission, said the earliest that park construction could start would be 2001 and the latest 2003, depending on when a land deal is final.

The 1995 plan to erect a garage on the block between Taylor and Yamhill streets and Park and Ninth avenues met an outcry during required parking and design reviews, but the City Council said it met those rules. Opponents claimed the city always intended an unbroken line of public parkland in the heart of downtown, connecting north and south across West Burnside Street, and that a parking structure would not fit downtown goals and plans.

Others, including representatives of some retail businesses, office buildings and cultural groups, said more parking is needed precisely in that area. And some said the idea of

Pending land swap

connecting 25 north and south blocks is lost because several in the line are commercial blocks with buildings on them.

While many just expected to see a garage built, downtown property owner Thomas Moyer agreed in February 1998 to donate \$5 million to the Oregon Community Foundation to buy the lot and give it to the city. Moyer's 28-story office and movie theater tower is rising next to the block on Park and Broadway at Taylor.

Diverse neighborhood

Eventually, the park will be surrounded by the tower, the Paramount Hotel under construction on Taylor to the south, the Guild Theater on the west, stores including the Mercantile and Nordstrom, and the landmark Admiral Apartments.

The park will be in a diverse neighborhood, watched by the Downtown Community Association. Some advisory group members point out that it needs to serve residents as well as office and retail workers, shoppers and other visitors.

Some ideas and issues: a botanical garden of native plants; safe restrooms — possibly with attendants; connections or contrasts with Pioneer Courthouse Square a block away; a retail store or cafe; a farmers market; arts programs.

People talk about enjoying the park in conjunction with activities or uses expected in the new buildings.

Resident Colleen Smith noted that downtown has no neighborhood gathering place, such as Multnomah Art Center in Southwest or the Northwest Cultural Center.

Joey Pope, an open space advo-

Park Talk

■ **What:** Public lecture sponsored by the citizen advisory committee for South Park Block 5

■ **Who:** Marc Treib, professor of architecture, University of California at Berkeley

■ **When:** March 25, 5:30 p.m.

■ **Where:** The Portland Building auditorium, second floor, 1120 S.W. Fifth Ave.

■ **Subject:** Examples of parks and plazas around the world; definitions of park and plaza; regionalism in the Oregon context

cate, said residents would like to see a meeting place for senior citizens, many of whom live downtown.

'Eyes on the square'

Park safety is often mentioned, and some people caution that the city should avoid circumstances that led to crime and other social problems in O'Bryant Square a few blocks away. There must be eyes on the square," they said.

"We're blessed in that regard," because of the new hotel and the Admiral residents, said architect Bing Sheldon.

And people still talk about the new park as a harbinger for adding park blocks when older commercial buildings might be demolished.

Said lawyer James Westwood, who works downtown, "I see it as a promise of things to come."

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03.12.99		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
Starbucks Benson Bubbler	South Park Block 5	Janet Christ, writer	More parking is needed	Design process
New downtown park	Park Blocks	Downtown Development Group	Historic public park block system	\$5 mil philanthropic donation, 1998
Botanical garden of native plants	Pioneer Courthouse Square	Citizen Advisory Committee	Vision	Land swap
Safe restrooms, maybe attendants	Fox Tower	City Commissioner Jim Francesconi	Unbroken line of public parkland	2001-2003 Park construction
Connections with local parks	Paramount Hotel	Les Prentice, development manager for the Portland Development Commission	Serve residents	Land donation
Retail store/café	Nordstrom	Retail business, office building, and cultural group representatives	Serve office and retail workers, shoppers and visitors	Adding park blocks
Farmers market	Admiral Apartments	Thomas Moyer, downtown property owner	Gathering place	
Arts program	Multnomah Art Center	Downtown Community Association	Open space	
	Northwest Cultural Center	Colleen Smith, local resident	Park safety	
		Bing Sheldon, local architect	Crime	
		James Westwood, local lawyer	Visibility	
			Promise of things to come	

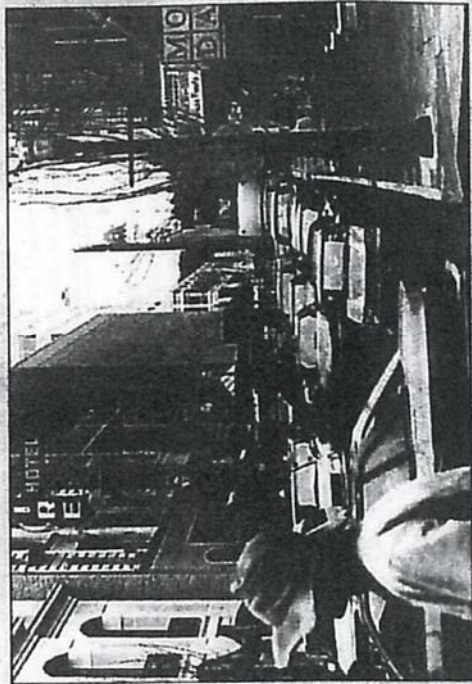
An array of arguments against it emerge before next week's public meetings on a Portland promenade

BY GORDON OLIVER
THE OREGONIAN



44 I was sort of under the impression that people came downtown to work and to shop, not to gain a rural experience.

MICHAEL POWELL, OWNER OF POWELL'S BOOKS



KATHRYN OSLER/THE OREGONIAN
Proponents of a promenade envision replacing buildings, including these on the right of Park Avenue south of Southwest Alder Street, with shops, restaurants and trees, and 3,500 underground parking spaces. Critics see the loss of a rare narrow streetscape and the small businesses that serve downtown residents and workers.

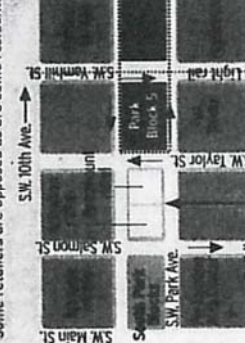


45 The most important product of all the work we've done so far is the city's decision to take a serious look at what's going on in that area.

NEIL GOLDSCHMIDT, MAINSUPPORTER OF A PLAN FOR THE PARK BLOCKS

PORTLAND'S CENTRAL PARK BLOCKS

■ Blocks/land donated, or under negotiations



SW Main St, SW 10th Ave, SW 11th Ave, SW 12th Ave, SW 13th Ave, SW 14th Ave, SW 15th Ave, SW 16th Ave, SW 17th Ave, SW 18th Ave, SW 19th Ave, SW 20th Ave, SW 21st Ave, SW 22nd Ave, SW 23rd Ave, SW 24th Ave, SW 25th Ave, SW 26th Ave, SW 27th Ave, SW 28th Ave, SW 29th Ave, SW 30th Ave, SW 31st Ave, SW 32nd Ave, SW 33rd Ave, SW 34th Ave, SW 35th Ave, SW 36th Ave, SW 37th Ave, SW 38th Ave, SW 39th Ave, SW 40th Ave, SW 41st Ave, SW 42nd Ave, SW 43rd Ave, SW 44th Ave, SW 45th Ave, SW 46th Ave, SW 47th Ave, SW 48th Ave, SW 49th Ave, SW 50th Ave, SW 51st Ave, SW 52nd Ave, SW 53rd Ave, SW 54th Ave, SW 55th Ave, SW 56th Ave, SW 57th Ave, SW 58th Ave, SW 59th Ave, SW 60th Ave, SW 61st Ave, SW 62nd Ave, SW 63rd Ave, SW 64th Ave, SW 65th Ave, SW 66th Ave, SW 67th Ave, SW 68th Ave, SW 69th Ave, SW 70th Ave, SW 71st Ave, SW 72nd Ave, SW 73rd Ave, SW 74th Ave, SW 75th Ave, SW 76th Ave, SW 77th Ave, SW 78th Ave, SW 79th Ave, SW 80th Ave, SW 81st Ave, SW 82nd Ave, SW 83rd Ave, SW 84th Ave, SW 85th Ave, SW 86th Ave, SW 87th Ave, SW 88th Ave, SW 89th Ave, SW 90th Ave, SW 91st Ave, SW 92nd Ave, SW 93rd Ave, SW 94th Ave, SW 95th Ave, SW 96th Ave, SW 97th Ave, SW 98th Ave, SW 99th Ave, SW 100th Ave.

Neil Goldschmidt believes that adding a pedestrian promenade to the Portland Park Blocks could trigger a revival of the city's downtown and secure the neighborhood's place as the pulse of the region's retail commerce.

The former Portland mayor's idea has instant appeal because it builds toward a century-old civic dream of connecting the North and South Park Blocks. But its very boldness, requiring the demolition of office buildings and shops for a promenade of shops, restaurants and trees with thousands of underground parking spaces in up to six blocks, is making it a target for those who view it as at least misguided, if not a threat to downtown's health.

Michael Powell, owner of Powell's Books and one of the city's most influential business leaders, has emerged as one of its biggest skeptics of the promenade. He holds the view, widespread among retailers, that open space can deaden retail traffic.

"I was sort of under the impression that people came downtown to work and shop, not to gain a rural experience," Powell said.

Portland residents will have their chance to weigh in on the future of downtown in response to the ideas suggested last month by Goldschmidt, downtown developer Tom Moyer and other business and civic leaders. The city is dedicating a week, Feb. 5-9, to review the proposal and a study of it by outside experts, who will hold two public meetings and generate their own analysis for the Portland Planning Bureau.

That \$150,000 study will help the Portland City Council consider the future of the 100-foot-wide strip between Salmon and Burnside streets and Park and Ninth avenues. That strip includes the proposed promenade and two blocks that boosters believe should stay as they are for now.

Please see PARK, Page B5

MICHAEL MOSE/THE OREGONIAN

7. Oliver, Gordon (January 28, 2001). "Blocking the dream of a park" (cont.)

Continued from Page B1

Goldschmidt, having pushed the civic issue with enthusiasm he has rarely shown in the 21 years since he left the mayor's office, said he is acting as a private citizen who wants to help revitalize downtown. He became involved several years ago when he fought a proposal to build a parking structure to replace a surface parking lot behind Moyer's Fox Tower building. Moyer bought the block, on Park Avenue between Yamhill and Taylor streets, in 1998, and donated it to the city for a park.

"The most important product of all the work we've done so far is the city's decision to take a serious look at what's going on in that area," Goldschmidt said.

The idea has momentum. Apartment and office building owner Joe Weston has agreed to donate one building for the park blocks promenade. The new Park Blocks Foundation, flush with support from powerful business leaders, is making deals or negotiating on three other buildings. Goldschmidt says 20 patrons have contributed \$25,000 each to the effort, and nobody who has been asked for money has said no.

Portland Planning Director Gil Kelley, who is overseeing the study, said he accepts Goldschmidt's word that he is not tied to a specific plan but is interested in helping the city to create a new vision for a section of downtown that is on the cusp of change.

"It is one of those interesting moments when people are not locked into positions," Kelley said.

Hearing out the opposition

Goldschmidt, who is credited for leading the city's revitalization in the 1970s before becoming U.S. secretary of transportation and then Oregon governor, will have a chance to listen to those who think that he might be on the wrong track with his latest ideas for helping downtown.

Some critics of the park blocks plan think that, instead of helping retail, new open space could create a dead zone for retail trade. Others say they oppose the project because it would require demolition of historic buildings and low-cost housing, and because of the inevitable loss of a rare narrow streetscape that nurtures the small businesses that serve downtown residents and workers. And some raise questions about the proposed project's costs and possible design.

Early estimates suggest a park project wouldn't be cheap. The Portland Development Commission's analysis for Mayor Vera Katz produced a price tag of \$82 million — more than double the city's parks budget — to acquire land and develop the park

and underground parking structures, not including the costs of utility relocations or ongoing maintenance.

The central issue is whether the concept of creating new park land in downtown Portland is fundamentally sound. Some retailers and retail analysts say that, if the city's goal is to enliven retail, a park promenade defies retail logic.

"Parks and open space have a place in every city, but you have to be very careful that you don't create a dead spot," said J. Clayton Hering, president of Norris, Beggs & Simpson, who opposes the Goldschmidt-backed proposal.

Richard Singer, a member of the family that owns the Zell Bros. Jewelry store on one of the proposed park blocks, says he fears a promenade would cut off downtown's west end from the heart of the retail district. He suggests smaller "pocket parks" instead of a full park treatment.

"Pocket parks would be a fair compromise," he said. "You could make an eclectic environment."

Powell, who has been talking to park advocates, says he cannot name even a half-dozen successful retail stores facing open space in the city. He operates Powell's Technical Bookstore on the North Park Blocks, which he said survives because its hard-to-find product makes it a destination outlet. And he owns another store in Pioneer Courthouse Square, which gives him a perspective on the efforts required by a private board to manage the square "just to keep it civil."

"We still don't know how to manage downtown parks," he said. "We operate with the belief that if we build them, it will solve itself."

Saving downtown's charm

Others argue that the narrow streets and buildings, with their offices, apartments, shops and restaurants, are worth preserving as valuable contributions to downtown's diversity. Sam Galbreath, a housing consultant who was housing director for the Portland Development Commission, said Park and Ninth avenues, with narrow Southwest Ankeny Street in Old Town, "are the three most charming streets in downtown."

"By accident of their birth, they define spaces that are more intimate and unique than anywhere else on the Portland grid, said Galbreath, who is critical of the Goldschmidt proposal. "There are all kinds of ways that uniqueness could be used."

The park blocks proposal is also drawing objections from the urban design and historic resources committees of the American Institute of Architects' Portland chapter, for reasons ranging from demolition of historic buildings to the impact of adding parking spaces at the hub of the city's transit network.

Garry Papers, chairman of the architects' urban design committee, said the project could help attract major retail outlets at the expense of the small stores that serve

downtown residents and workers. "You don't go to Pioneer Place to buy a door latch," he said.

Privately, some city government leaders are worried about the potentially huge price tag for operations, maintenance and security. Politically, they say city government needs to make sure it isn't spending too much money downtown and not enough in neighborhoods.

Advocates say it's too early to talk about money, but the discussion is unavoidable. City Commissioner Jim Francesconi, who supervises the Parks Bureau, says he will want to work with Goldschmidt's groups to look for ideas on how to raise money to operate a new downtown park and, perhaps, generate more money for neighborhood parks.

"If we could work with Neil on a common effort, this would be terrific," he said.

The fact that Goldschmidt has been able to stir such a debate is evidence of his continuing influence, long after his departure from public office. Many leaders say Goldschmidt has earned the public's ear.

"Neil Goldschmidt has a reputation as a visionary and someone who understands urban areas," said John Russell, a downtown Portland office developer and a Portland Development Commission member. "You don't disagree with Neil lightly. His reputation precedes him."

A civic discussion

Papers, of the American Institute of Architects, says Goldschmidt's rare clout and his drive to secure private financial and political support has given him the upper hand in the civic discussion. But he believes the city's study process will be fair to everyone.

"I just hope people realize that not all ideas that come from great people are great ideas," Papers said. "The weight this group carries doesn't mean that everything they touch is golden."

But no one disputes that Goldschmidt's proposal has focused attention on the central issue of

downtown's evolution and its role in a changing retail economy. The downtown's retail center of gravity is in the spine between Yamhill and Morrison Streets, from Pioneer Place on Third Avenue to Nordstrom on Broadway Development, now under way, of the Brewery Blocks in the former Blitz Brewery at Northwest 11th Avenue and Burnside Street will create a new center of retail activity.

The Central Park Blocks area lies at the "elbow" between those present and future retail hubs, said Portland Planning Director Gil Kelley. The Central City Streetcar, which will open this year, will help connect those two centers. Meanwhile, the city is deep into planning for downtown's west end between the Park Blocks and Interstate 405 and will be making decisions that could increase retail and residential activity in that area. Goldschmidt reports an interest by Nordstrom in building a larger downtown store, among other possible retail breakthroughs.

"We've all been rolling along with a '70's vision of the retail core," Kelley said. "This is making us stand back and take another look."

Portland Mayor Vera Katz says she is happy to take a look at any idea that comes from citizens working for the public good. But during her talks with Goldschmidt a few months ago, she said, she realized that he and others were building momentum on ideas that would require community support.

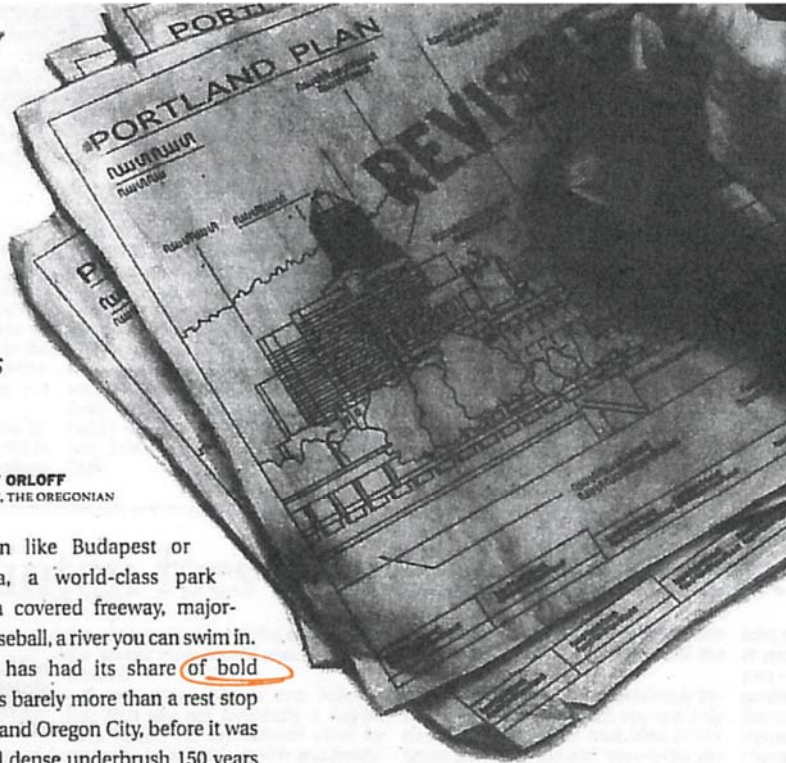
"I said, 'You and I go way back,'" recalled Katz, who was speaker of the Oregon House when Goldschmidt was governor in the 1980s. "I respect you, and I love big ideas as much as you do. But there's a broader community out there, and we need to involve the broader community."

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01.28.01		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
Pedestrian Promenade	Portland Park Blocks	Gordon Oliver, writer	Open space network	Building park blocks
Connect the Park blocks	North Park Blocks	Neil Goldschmidt	Retail commerce	Demolishing buildings
2 blocks stay as they are	South Park Blocks	Michael Powell	Civic Dream	Proposal review by outside experts
Shops and restaurants	Downtown	Portland residents	Rural experience	Public meetings
Trees	1970s revitalization	Tom Moyer	Downtown's health	Expert analysis
Underground parking	Powell's Technical Bookstore	Other business and civic leaders	Deaden retail traffic	Donating buildings/land, 1998
Ongoing maintenance	Central City Streetcar	Portland Planning Bureau	Revitalize downtown	Donations to buy land
Pocket parks		Park Blocks Foundation	Historic buildings	Private management of public space
Major retail outlets		Planning Director Gil Kelley	Rare, charming narrow streets	Connect retail hubs
Security		Mayor Vera Katz	Project cost	
		Jim Francesconi, Parks Bureau supervisor	Downtown's evolution	
		American Institute of Architects, Portland Chapter	Public good	
		Gary Papers, chairman of AIA urban design committee	Community support	

8. Orloff, Chet (February 25, 2001). "Daring to dust off Portland's big dreams"

As plans to revive the Willamette and the Park Blocks take center stage, the city's history of letting grand schemes fade lurks in the wings



By CHET ORLOFF
CORRESPONDENT, THE OREGONIAN

A downtown like Budapest or Barcelona, a world-class park system, a covered freeway, major-league baseball, a river you can swim in. Portland has had its share of bold visions. Even when it was barely more than a rest stop between Fort Vancouver and Oregon City, before it was cleared of its tall firs and dense underbrush 150 years ago, Portland's founders had lofty visions of what might be for their "Athens of the West."

But seeing the big visions through to reality has often stumped "Stumptown." With notable exceptions, some of Portland's grandest schemes have foundered from timidity, lack of focus or pure penuriousness.

Last month, Mayor Vera Katz offered her own vision for reviving the Willamette River. Within two weeks, the city hosted a "conversation" on reconceiving the Midtown Park Blocks. But will these visions — only two of several beginning to crowd our view — lead to results? Which part of Portland's history — timidity or boldness — will repeat itself?

One of Portland's first boomers was Kentucky tanner Daniel Lowndale. In 1848 he encouraged fellow Portlanders to join him in dedicating 26 linear blocks for parkland: Lowndale's unobstructed vision remained only that. Six crucial blocks were lost to greed, government reluctance, poor estate planning and an adverse court decision. The blocks from Salmon to Pine Streets were quickly filled in, not as public space but as private development.

Twenty-three years after Lowndale's shining example of public thinking, the town finally purchased 40 acres of land for a park, today's Washington Park.

"It may be suggested that 40 acres is very small for anything

really fine," said historian Harvey Scott, longtime editor of The Oregonian. "Let six hundred be added to it. A good piece of land along the river, or perhaps Ross Island; and a square mile or two on the East Side should also be secured before values become too exorbitant."

Big, public thinking.

Even as the new park was added, new buildings rose downtown. Following the disastrous fires of the early 1870s and enduring almost-annual floods, Portland replanned and rebuilt itself, creating a city of stone, brick and cast iron. But even as residents built the extravagant and exceptionally profitable turn-of-the-century world's fair to commemorate Lewis and Clark, the city's fathers and rich uncles dithered and bickered over the shape of the city to come, still indecisive in the face of opportunities offered them. Even mid-20th century leaders cited their predecessors' planning propensities for following the path of least resistance.

Notwithstanding all that the city has accomplished recently — a revitalized downtown, MAX, parks and green spaces, the Convention Center and Rose Quarter, the Pearl District — Portland must face its history and look back to some bold ideas yet-to-be realized. In looking at its tradition of grand visions — some achieved, others dared not tried — Portland must ask itself not "Why not?" but "When?"

Please see VISION, Page D2



KATHRYN SCOTT OSLER/THE OREGONIAN

One early Portlander envisioned a long string of park blocks as a city signature. Now a conversation about what to do with the Midtown Park Blocks has begun. But should they really be park-like or something bolder and new — an expression of big, public thinking?

In the past century, substantial parts of the Olmsted Plan have been implemented. Much remains unfinished, yet the plan is hardly out-of-date. In 2003, Portland's Bureau of Parks and Recreation will recognize the 100-year anniversary of the Olmsted Plan with public events, tours and educational programs. Portland might use the occasion to recommit itself to its parks system, to more fully implement the elegant details of the Olmsted Plan and to re-envision the look of some of our boulevards and parkways, including Burnside.

Thinking in time

Portland's visions and plans have worked best when they've been built on our history and assess — small blocks and large-scale public participation. These qualities have been imbedded in the foundation of building Portland, with the addition of four crucial ingredients: a limited number of projects at any one time ("don't overload the plate"); leadership by the mayor; conscientious public-private partnerships; and sustained citizen commit-

ment to pay for and see through the plans. Baron Hausmann reoriented Paris from a collection of small streets into a city of grand boulevards and esplanades with great access to the Seine River. In 1912, in a series of beautiful Hausmann-esque designs, Edward Bennett proposed transforming Portland into a Paris or Budapest on the Willamette — yet another bold plan put on the shelf.

"Make no little plans," advised his partner Daniel Burnham, the great 19th-century urbanist, "for they have no magic to stir men's blood, and probably themselves will not be realized."

The revival of the Willamette River, the realization of the Olmsted Plan for Portland's parks and the re-creation of the Midtown Park Blocks offer three compelling and clear visions for Portland's future. They're part of our past; let's make them part of our future.

Reach Chet Orloff, a correspondent for The Oregonian, at chetorloff@msn.com.

Continued from Page D1

The River

Portland has long been ambivalent about the Willamette River: "Do we drink from it or do we excrete in it?" We've done both. A source of water and resource for recreation, its health — especially in the 20th century — has been sorely tested.

In 1900, the river was the favored swimming hole for legions of young Portlanders. By the 1930s, loggers went on strike rather than handle logs floating amid the effluent and untreated sewage coating the river from Ross Island to the Columbia. In the 1960s, it drew national attention as a river restored. By 2001, loggers again might well think twice about dipping their arms in the water.

In Katz's vision, the river again plays a leading role — as harbor, park and spine for the city. A river renaissance, time-tested and easily understood, it is a good vision steeped in Portland's history — the river as an avenue to the world's markets, the river as a place of recreation, the river as an enduring symbol of the city. We ought to be able to see ourselves reviving the river; what takes real vision is how to sustain its health.

The Midtown Park Blocks

Even louder than the voices raised to revive the river have been Portlanders' claims for restoring the six "lost park blocks." Among the parks noted in the 1903 Olmsted Parks Plan were the current 20 park blocks. John Olmsted made no mention of the six blocks included in the original 1848 plan — by the turn-of-the-century they'd been fully absorbed into commercial and residential uses.

One of the most concerted efforts to date to envision a new use for these blocks has been launched by a group of private

citizens led by former Mayor and Gov. Neil Goldschmidt and theater mogul Tom Meyer. The Portland Planning Bureau is leading the city's participation in this study, which included a recent five-day forum with citizens, architects and planners discussing prospects and possibilities.

One of the first questions Portlanders must ask themselves is: are they "park" blocks? They've never been parks, which gives us the opportunity to think anew. The preliminary ideas that have come out of the process are encouraging. They'll test the city's historical ability to think "beyond the block."

The ambition of today's visions for the Midtown Blocks is of appropriate historic proportions. This is not the place to recapitulate the history, nor the presence, of the sedate South Park Blocks. This is a place for intensely urban, activity-commercial and residential, not a greensward. That is their history.

Portland has experience — the Portland Mall, Pioneer Place, the Lloyd District, the Rose Quarter — in planning such multi-block sections. The scale of recent ideas for these Midtown Park Blocks is well within what the city has done.

Parks and boulevards

In 1903 the nation's pre-eminent landscape architects, the Olmsted Brothers of Brookline, Mass., outlined a "System of Parkways, Boulevards and Parks for the City of Portland." The plan proposed a ring of parks connected by parkways that essentially girdled the city. Within the gridle were much of what Portland today cherishes as urban parks, plus such provocative proposals as parks on Ross and Swan islands and boulevards connecting Ladd's Addition with Mount Tabor Park, and Tabor Park with Columbia Slough Park.

02.25.01		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
A River Renaissance	Midtown Park Blocks	Chet Orloff, writer	Bold visions, pre1991	Conversation on reconceiving blocks
Convert Midtown Blocks into park blocks	Six Commercial Blocks	Portland's Founders	"Athens of the West", pre1991	Government reluctance, pre1991
Re-envision boulevards	Disastrous fires	Mayor Vera Katz	Dedicated parkland, pre1991	Poor estate Planning, pre 1991
	Almost-annual floods	Daniel Lowndale	Timidity	Purchase land for public, pre1991
	Revitalized downtown	The city	River as symbol of the city	5-day public forum
	MAX	Private citizens	Commercial and residential use	Recommit to the parks system
	Parks and green spaces	Tom Moyer	Never been parks	Large-scale public participation
	Convention Center	Neil Goldschmidt	Urban activity	Limited number of projects
	Rose Quarter	Portland Planning Bureau	Historically appropriate	Leadership from the mayor
	Pearl District	Citizens, architects, and planners	Small block size	Public-private partnerships
	1960s river restoration	Olmsted Brothers	Paris on the Willamette, 1912	Citizen commitment
	River neglect	Baron Hausmann	Bold plans	
	"System of Parkways, Boulevards and Parks for the City of Portland", 1903	Edward Bennett		
	Portland Mall	Daniel Burnham		
	Pioneer Place			
	South Park Blocks			
	Lloyd District			
	Rose Quarter			

9. Oliver, Gordon (May 7, 2001). "City planning director embraces Park Blocks plan"

Continued from Page C1

The block contains stores and restaurants, and family members say they aren't interested in selling.

The expert panel also suggested pedestrian-oriented street improvements through the blocks and across Burnside Street to the North Park Blocks, development of market-rate housing in downtown's West End, a new public or civic building, and both new and relocated retail stores.

Stretching 50 years into future

The key to carrying out those recommendations, Kelley said, is to find a way to sequence improvements over a period that could extend for decades. Perhaps in 50 to 75 years, he speculated, the city would have the population and building density to demolish existing buildings and create a midtown park promenade of five or more blocks.

In the meantime, he said, public control of land and buildings would limit new development and give the city tools to draw tenants who are suitable to the district's character.

"We need to wake up to retail," Kelley said. "We need to wake up to the West End, and then we need to establish the midtown area as a project."

Meanwhile, a representative of the Park Blocks Foundation, which proposed creating new park blocks on the midtown blocks, reacted favorably to the consultants' report and Kelley's proposals.

"I think foundation members generally are going to be encouraged by this," said Patricia McCaig, spokeswoman for the group. She

"We need to wake up to retail," Kelley said. "We need to wake up to the West End, and then we need to establish the midtown area as a project."

The mayor's view

Katz also put aside discussion of conflict between the city and the foundation. "It's not our vision vs. their vision," she said in a statement released by her office. "It's about what's best for the midtown area and what's the best strategy for getting there."

The consultant report, she said, "pulls together the best ideas from everybody" and Kelley's recommendations "provide a thoughtful and practical approach to reinvigorating the district."

Kelley said the report's recommendations might be financed by a new urban renewal district that the city could develop after existing downtown districts expire during this decade.

A new urban district, if it contains high-value sections of downtown Portland, also could help finance housing construction in the West End, he said.

Don Mazzioni, who becomes Portland Development Commission director today, said that work during the six months will be crucial, if the City Council authorizes a development plan.

"The real test comes when you get down to specific terms," he said. "That's the meat of the process, and that's what we need to get down to in the next six months."

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"We need to wake up to retail," Kelley said. "We need to wake up to the West End, and then we need to establish the midtown area as a project."

City Commissioner Jim Francesconi said he endorsed Kelley's suggestions and thought they lined up in important ways with those of Goldschmidt, Moyer and the Park Blocks Foundation.

Francesconi said the discussion had become confused when Goldschmidt and others developed drawings of a five-block promenade with a boulevard through its heart, an idea that was criticized by the panel of experts.

"This complies with their original vision," Francesconi said of the

"I think foundation members generally are going to be encouraged by this," said Patricia McCaig, spokeswoman for the group. She

In a memo to the Portland City Council, Kelley said the city needs to re-establish downtown as the region's retail hub and create a dense urban residential neighborhood in downtown's West End district.

Kelley also said the city should work with business and property owners to launch projects that would become catalysts for other development in the midtown blocks area and work to gain public control over buildings in the narrow blocks along Southwest Park Avenue.

The planning director proposed spending six months working with other city bureaus and the Portland Development Commission on a development plan to carry out those and other ideas. He said he doesn't know the level of political support for his ideas.

"I'm pushing them out there," he said. "The wheels aren't greased."

The midtown area extends along Southwest Park Avenue from Salmon to Burnside streets, between the North and South Park Blocks.

The city hired a panel of consultants, the Advisory Council of Experts, after a group of powerful citizens, the nonprofit Park Blocks Foundation headed by former Mayor Neil Goldschmidt and developer Tom Moyer, began obtaining

Neil Goldschmidt's Park Blocks Foundation also agrees with a panel's ideas for midtown retail and residential development

BY GORDON OLIVER
THE OREGONIAN

Portland Planning Director Gil Kelley is endorsing a panel's key recommendations for the downtown blocks between the North and South Park Blocks and is asking the City Council to authorize work on a redevelopment plan for the midtown area.

chase options on buildings in the midtown blocks with an eye toward creating a new strip of park blocks. Mayor Vera Katz said the city needed to determine public goals for the midtown area.

The consultant panel suggested thematically consistent development of two midtown blocks: O'Bryant Square between Southwest Stark and Washington streets, and the surface parking lot between Southwest Taylor and Yamhill streets that Moyer is donating to the city.

The panel suggests a third park block between Yamhill and Morrison streets on land owned by the Zell/Singer family.

Please see **PARK**, Page C4

05.07.01		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
New string of park blocks	Downtown blocks	Gordon Oliver, writer	Retail hub	Endorse Panel recommendations
Thematically consistent development	North Park Blocks	Portland City Council	Dense urban residential neighborhood	Redevelopment plan
Third park block on Zell/Singer block	South Park Blocks	Advisory Council of Experts	Catalysts for development	Work with businesses and property owners
Pedestrian-oriented street improvements	West End District	Portland bureaus	Narrow blocks	Public control of buildings
Developing market-rate housing in West End	Midtown Blocks	Portland Development Commission	Political support	Work with other bureaus
A new public/civic building	O'Bryant Square	Park Blocks Foundation	Public goals	Obtain purchase options
New/relocated retail stores	Surface parking lot	Tom Moyer	Population and building density	Donating to the city
Midtown park promenade	Stores and restaurants	Neil Goldschmidt	Need for downtown parkland	Not interested in selling
Strengthen downtown retail trade	Drawings of a 5-block promenade with boulevard	Mayor Vera Katz	Suitable tenants to the district's character	Sequence improvements over decades
New urban district		Family members of landowners	Strong connections	Demolish remaining buildings
		Patricia McCaig, PBF spokesperson	What's best for midtown	Limit new development
		Jim Francesconi, City Commissioner	Urban renewal district	Expert criticism
		Don Mazziotti, Portland Development Commission director		Kill the boulevard

10. Oliver, Gordon (May 11, 2001). "Planner's midtown ideas gain support"

Two Portland agencies lean toward revitalization for some park blocks

By **GORDON OLIVER**
THE OREGONIAN

Portland Planning Director Gil Kelley's recommendations that the city launch an improvement project in the midtown park blocks area has won official support of the Portland Development Commission and still-unofficial backing of the Planning Commission.

Momentum appears to be building for the city to focus on downtown revitalization issues first raised by former Mayor Neil Goldschmidt and others.

Members of the nonprofit Park Blocks Foundation, which advocated creating a new string of midtown park blocks, favor the more detailed study suggested by Kelley. One concern is to keep momentum alive as studies continue, said Jim Westwood, foundation board chairman.

Kelley's recommendations will move to the Historic Landmarks Commission on Monday and the Design Commission on Thursday. The City Council has scheduled a public hearing at 2 p.m. May 31 at City Hall.

The framework for the discussion is a report by a seven-member panel of urban consultants hired by the city to examine the midtown park blocks area. Panel members quickly moved beyond the question of whether to create a park promenade to the larger issue of revitalizing a downtown section that is at the hub of light rail and the city's new streetcar line.

The consultants favor creating two new park blocks in the midtown area, on Park Avenue between Taylor and Morrison streets, and improving O'Bryant Square, on Park between Stark and Washington streets. They also advocate gaining public control over development in two midtown blocks between Morrison and Washington streets that, in the short term, would retain their buildings.

Drawing on the report, Kelley is calling on city government to take actions that would re-establish downtown as the region's dominant retail center. He also says the city should take steps to create a dense urban residential and commercial area in the West End district, west of the midtown blocks, while supporting projects that could become catalysts for improving the area.

The staff work to create a development strategy, which also would suggest ways to pay for improvements, would take six months, according to Kelley's proposal.

The midtown area extends along Southwest Park Avenue from Salmon to Burnside streets, between the North and South Park Blocks.

On Wednesday, the development commission praised the process that led to a development plan, saying it deflected what appeared to be a collision between large downtown property owners and residents who disagreed about the wisdom of creating a new string of park blocks.

"It was headed to be a complete disaster, sort of clashing titans," said commission member John Russell. "All of that was sort of sidestepped."

On Tuesday, Planning Commission members reacted favorably to the report but lacked a quorum to vote. The commission is expected to write a letter of support for Kelley's resolution, said Mark Raggett, a Planning Bureau associate planner for the midtown study.

Westwood said the Park Blocks Foundation is seeking purchase options on buildings in the midtown blocks, which it could either buy or "put in friendly hands." Developer Tom Moyer, a member of the foundation, recently purchased the Eaton Hotel at Southwest Ninth Avenue and Morrison street, on one of the midtown blocks.

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05.11.01		Visibilities			
Statements	Objects	Subjects	Concepts	Strategies	
New string of Midtown Park Blocks	Midtown Park Blocks	Gordon Oliver, writer	Improvement project	Recommend a new project	
Two new park blocks between Taylor and Morrison	Light rail	Gil Kelley, Portland Planning Director	Downtown revitalization	Detailed study	
O'Bryant Square improvements	Streetcar Line	Portland Development Commission	Keep momentum alive	Public hearing	
Public control over Midtown development between Morrison and Washington	Advisory panel report	Former Mayor Neil Goldschmidt	Public control	Six months study of financing options	
	O'Bryant Square	Parks Block Foundation	Retain buildings	Letter of support	
	Easton Hotel		Jim Westwood, PBF Chairman	Retail center	Lack of quorum to vote
			Historic Landmarks Commission	Catalysts for improvements	Purchasing property
			Design Commission	Wisdom	
			City Council		
			Panel of urban consultants		
City Government					
		John Russell, development commission			
		Mark Raggert, Planning Bureau associate planner			
		Tom Moyer, developer			

Katz opposes adding parking to transit mall

The Planning Commission also questions a consultant's idea that parking would revitalize retail

By GORDON OLIVER
THE OREGONIAN

Mayor Vera Katz says she has no interest in allowing parking on a portion of the transit mall, an idea that was included in a consultant's report on improving downtown Portland's retail health.

"As far as I'm concerned, that issue is off the table," Katz said Wednesday, one day after some members of the city Planning Commission lambasted the idea.

Katz already has taken steps to end the discussion by asking the Portland Development Commission to keep the idea out of a pro-

posed citywide economic strategy, said Lew Bowers, the commission's downtown development manager.

Katz also asked that the report make no recommendations for changing the use of downtown's small midtown blocks, between the North and South Park Blocks. Several of the blocks contain office, retail and housing buildings, but some business and community leaders want to convert the blocks into new park blocks.

The idea of allowing parking on the transit mall surfaced as part of a downtown retail study conducted by the Portland Development Commission and the Association for Portland Progress, now part of the Portland Business Alliance. Consultants called for further study of narrowing sidewalks to allow automobile traffic and parking

on portions of the Fifth and Sixth avenues mall as a way to improve visibility and access to businesses.

Katz said the time isn't right for rebuilding a portion of the transit mall because the mall could become the alignment for a light-rail line to Clackamas County.

"A plan for light rail through the downtown is probably on a much shorter timeline than any of us have anticipated, and consequently to rip up the street once and then twice does not make any sense," she said.

Planning Commission members focused on the idea during a briefing about the downtown retail strategy Tuesday evening.

Commissioner Ethan Seltzer said he considered the parking proposal "reckless and extremely rash."

He questioned whether parking

would improve the mall's retail vitality.

"It jumps to a solution before the problem has been adequately characterized," he said.

Planning Commission Chairman Rick Michaelson said the starting point for discussion should be whether the transit mall functions effectively for transit and pedestrians.

The bulk of the recommendations in the retail study will be incorporated into the city's economic development strategy, which is scheduled to go to the Portland Development Commission for action in October, said Ross Plambeck, senior development coordinator for the development commission.

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8.29.02

Statements	Objects	Visibilities		
		Subjects	Concepts	Strategies
Street parking on the transit mall	Transit mall	Mayor Vera Katz	Portland's retail health	Rejecting the idea
No recommendations for the Midtown Park Blocks	Downtown retail study	City Planning Commission	Street parking	Changing designated use
New Park Blocks	Office, retail and housing buildings	Portland Development Commission	Visibility and access to businesses	Citywide economic strategy
Narrow the sidewalks	Midtown Blocks	Business and community members	Timing isn't right	Rip up the street twice
No street parking	North and South Park Blocks	Association for Portland Progress	Function effectively for transit and pedestrians	Adequately characterize the problem
	Light-rail line to Clackamas	Portland Business Alliance Lew Bowers, PDC downtown development manager Ethan Seltzer, PDC commissioner Rick Michaelson, Planning Commission chair Ross Plambeck, PDC senior development coordinator		

12. Gragg, Randy (October 20, 2002). "Sometimes big ideas need to get bigger"

Reuniting the Park Blocks and building a skating rink need a wider context

Parking magnate Greg Goodman wants to build a skating rink in Pioneer Courthouse Square.

Developer Tom Moyer wants to link the North and South Park Blocks.

At the same time, city agencies are conducting nine planning efforts aimed at the city's core, none of which connects to the proposals of two of downtown's most powerful players.

Not since the making of the 1972 Downtown Plan has the central city been awash in such good intentions. But like a potluck dinner without a masterful host, we may end with the urban design equivalent of all hors d'oeuvres or all desserts.

For a more nourishing downtown, we need more coordinated planning. Ideally a focused, fast-track update of the Downtown Plan. But in the meantime, Goodman's and Moyer's far-reaching private initiatives need to be dealt with — ideally redirected — and fast.

Both are the kind of big, bold plans backed by powerful downtown players the city has lacked in recent years. Their problem isn't size; it's breadth. Their narrow focus limits the synergy with the city's other planning efforts under way and a powerful potential synergy with each other. By broadening their mandates and considering the two ideas together, Moyer's and Goodman's proposals could be exactly what's needed to provide the catalyst for the entire West End of downtown.

Lots of park blocks

With the acquisition and promised donation to the city of Park Block 5 in 1998, Moyer began his march to reunite the North and South Park Blocks. Now, he and his group, Park Blocks Foundation, control three quarters of the properties standing in the way between Southwest Taylor and Ankeny streets. They hope to persuade the city to join with them to transform these blocks into a four-block public plaza. With parking beneath and the adjacent properties transformed into a retail corridor topped by housing, they hope the re-fashioned district would recharge downtown as the center of the region.



SIGHT news and views Randy

But the scale of the plan and the city's wariness of it — along with the Naito family's struggles with another pivotal nearby property, the Galleria — has created a paralyzing uncertainty in the area. Several important historic buildings would have to come down to fulfill Moyer's wish. The entire idea smacks of such urban renewal schemes as Memorial Coliseum and South Auditorium District that crippled Portland with some of its most intractable urban-design problems.

But expanding the program could turn the potential problems into immediate advantages. Instead of plowing a single linear park through downtown, Moyer and his foundation could sow a series of smaller parks throughout the district, both on the narrow midtown blocks they control and also farther west. The city could assemble ownership of parcels next to these parks, developing plazas and new buildings in tandem with parking underneath.

This approach could break the district's redevelopment logjam of parking-pinchd older buildings and highly profitable surface parking lots. The result could be the far more rapid development of the high-density, live-and-work neighborhood envisioned in the recently completed West End Plan.

What's more, rather than handling Portland the kind of huge, urban-renewal project at which it has routinely failed, Moyer and his group could seed the kind of development that the city does best: incremental and distinctive, building on the past instead of erasing it.

Relocating the rink

Pioneer Courthouse Square Inc.'s president, Greg Goodman, has a great idea: a winter ice rink downtown. The only problem is, he and his supporters at Pioneer Courthouse Square Inc. and beyond haven't found the right place to put it.

The initial idea was to help the square draw more people during its slower winter months. But the idea is far too powerful for so limited a goal. What's more, all the good will the rink might generate may quickly melt as Melvin "Pete" Mark, Roger Meier, Moyer and the designers who worked so diligently to create an open, public square

fight to keep it that way.

Sure, as Goodman argues, the square stands empty in the winter and downtown needs the kind of family draw a skating rink could be. But while business leaders may not like the youth who hang out when the square lacks special events, no one can argue that "Portland's living room" is anything but a resounding success. A block away, landlords are reaping the highest retail rents in the city.

Can it be improved? Sure. But does it need to be transformed into a single use four months out of the year? Hardly. The estimated 400,000 people a Portland Development Commission study said the rink will draw could be far more productively lured to other parts of downtown. In fact, if the rink is placed well, it could be pivotal in channeling people throughout the core.

Where should it go?

Simple: Park Block 5.

It's an equally picturesque location, fronted by a new hotel, the Fox Tower and two important historic properties (the Studio Arts and Pythian buildings). A well-designed Block 5, one with activities to bolster the more intimate surrounding businesses, could bring into relief an extraordinary urban crossroad.

In the recently completed Waterfront Park master plan, the proposed new festival plaza is at the foot of Southwest Yamhill Street. Heading westward an incredible promenade will soon take shape from the plaza to Pioneer Courthouse Square, past Block 5 and on to Civic Stadium. By light rail, it becomes a dynamic gateway into the city and path to the river.

Stand at Block 5 and look north. Across the street, the Singer/Zell family plans to develop a building with two or three stories of retail likely to be topped by a residential tower. Farther north, Moyer's recent acquisitions will undoubtedly result in a mix of parks, retailing and housing reaching all the way to the North Park Blocks. Look south and the Cultural District of performing arts, museums and Portland State University unfolds.

Like Maya Lin's design for Monroe Ice Rink, completed last year in Grand Rapids, Mich., the rink could be designed for winter ice skating and another use in summer. In Grand Rapids' case, it's an amphitheater. For Portland, a perfect complement would be the farmers market, already thriving in the summer months on the South Park Blocks.

Expanding Square Inc.

In his agreement with the city, Moyer required Park Block 5 to be designed with no more than 30 percent of its space devoted to commercial activity. That's admirable in principle, but unlikely in practice. Pioneer Courthouse Square hosts 260 events a year, many (like the haunted house there now) of them clumsily dominating the space like flea markets.

Rink supporters argue that Goodman's and Square Inc.'s focus is the square, not Block 5 or downtown open space in general. That's true — for now. In five, 10 or 15 years, Pioneer Courthouse Square Inc. will be managing more, if not all, downtown open spaces. Think not? Look around. Cities across the country are gradually turning over management of urban open spaces to private/public foundations.

Instead of worrying about the winter programming of the square, Goodman and Square Inc. could be building the synergy of Waterfront Park, the transit mall, Block 5 and the North and South Park Blocks, all year 'round. A skating rink, sure. But what about a city-wide winterfest?

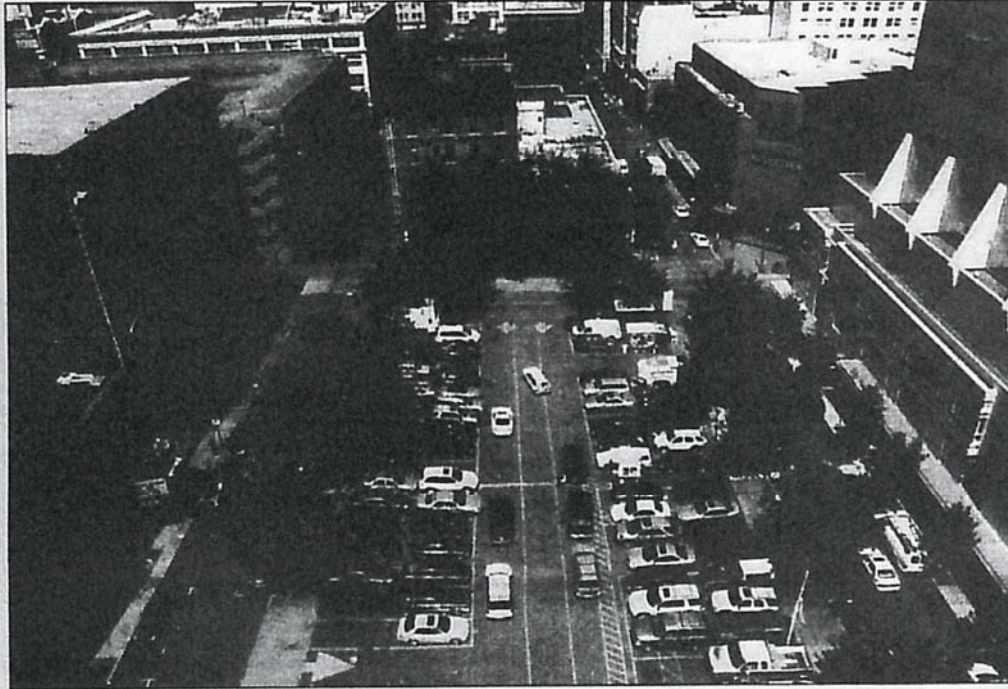
Considered in this wider context, the wisdom of locating the rink in Pioneer Court Square quickly unravels. Deployed more strategically, the rink could mark the beginning of a network of downtown amenities, each fostering stronger district and neighborhood identities, while building an international reputation for Portland as a "city of plazas" — a city far greater than the parts.

Imagine, for instance, the inventive, deployable umbrellas that Goodman commissioned for the Pioneer Courthouse Square rink as a permanent feature, blossoming and closing like flowers, protecting the ice rink/farmers market from the rain and hottest sun at the meeting point of light fall, the Yamhill Promenade, the Cultural District and the Midtown Park Blocks.

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10.20.02		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
Link the Park Blocks	Pioneer Courthouse Square	Randy Gragg, writer	Not connecting private and public projects	9 Planning efforts
4-block public plaza	North and South Park Blocks	Greg Goodman, parking magnate	Good intentions	Fast-track update of the Downtown Plan
Underground parking	City core	Tom Moyer, developer	More coordinated planning	Private initiatives
Retail corridor topped with housing	The Galleria	City agencies	Big, bold plans	Combine separate proposals
Smaller parks	Historic buildings	Park Blocks Foundation	Potential synergy	Land acquisition, 1998
High-density, live-and-work neighborhood	Memorial Coliseum	The city	Catalyst for West End	Promised donation, 1998
Ice skating rink should go in Park Block 5	South Auditorium District	Naito family	Mixed-use development	Control 3/4 of properties between Taylor and Ankeny
Farmer's market in summer	Fox Tower	Pioneer Courthouse Square, Inc.	Recharge downtown	Land acquisition & donation 1998
No more than 30% of space devoted to commercial activity	Park Block 5	Landlords	Paralyzing uncertainty	Building demolition
	Waterfront Master Plan	Youth	Urban renewal	Develop buildings and plazas in tandem
	Monroe Ice Rink, Grand Rapids Michigan	Business leaders	Parking-pinched older buildings	Incremental and distinctive development
	Cultural District	Families	Highly profitable surface parking	Private/public foundation management of public space
	Pioneer Courthouse Square umbrellas	Singer/Zell family	Draw more people during the winter	
	Yamhill Promenade	Maya Lin	Open, public square	
			Stands empty in the winter	
			Portland's living room	
			Channel people through the core	
		Dynamic gateway to the City		
		Network of downtown amenities		
		Stronger district and neighborhood identities		
		International reputation		
		"City of Plazas"		

Supporter Tom Moyer says the idea is nearly dead*



DOUG BEGTEL/THE OREGONIAN

Park Block Five: This view from the 15th floor of the Paramount Hotel, looking north, shows the parking lot between Park and Ninth avenues that comprises Park Block Five, which Tom Moyer and the Portland Development Commission are negotiating to turn into a city park. Plans to extend the park farther to the north have stalled.

By DYLAN RIVERA
THE OREGONIAN

Former Gov. Neil Goldschmidt's retreat from public life is a significant setback to the efforts to unite the North and South Park Blocks, said Tom Moyer, a prominent downtown developer and leading proponent of the plan.

The vision of uniting the North and South Park Blocks downtown is essentially "dead," Moyer said last week in an interview with *The Oregonian*.

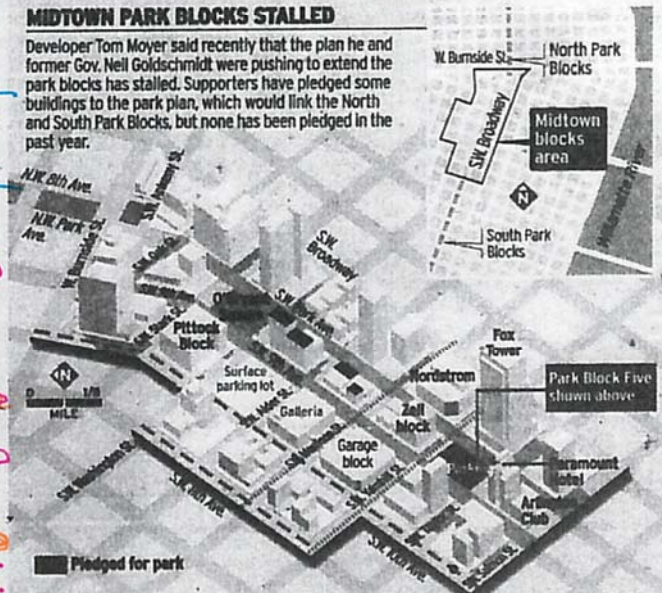
Even before revelations earlier this month about Goldschmidt's sexual relationship with a 14-year-old when he was mayor of Portland, the Park Blocks plan faced significant obstacles. The City Council approached the proposal with trepidation. Preservationists viewed it as an attempt to demolish historic buildings in favor of commercial uses. Area merchants and some landowners feared it would reduce pedestrian traffic on the west side of the blocks.

Moyer's public pessimism and Goldschmidt's disgrace cast further doubt on the possibility of extending block-wide parks and retail development.

Please see **PARK BLOCKS**, Page C2

MIDTOWN PARK BLOCKS STALLED

Developer Tom Moyer said recently that the plan he and former Gov. Neil Goldschmidt were pushing to extend the park blocks has stalled. Supporters have pledged some buildings to the park plan, which would link the North and South Park Blocks, but none has been pledged in the past year.



DERRIK OJENZER, STEVE COWDEN/THE OREGONIAN

Park Blocks:
PDC has plans
to develop
Park Block Five

Continued from Page C1

north of Yamhill Street to Burnside Street.

But those setbacks come when perhaps the most visible part of the project is moving forward. The Portland Development Commission reported Monday it is on the verge of finalizing an agreement with Moyer to transform a surface parking lot, known as Park Block Five, into a one-block park with underground parking.

Some see the Block Five development and redevelopment of the other four blocks as distinct projects, although city planners have urged them to be designed as a unified urban area.

Goldschmidt, Moyer key

Moyer said large-scale linking of the North and South Park Blocks may never be completed.

"I'm tired of swimming upstream," said Moyer, 65. "If the City Council was behind this, it would be done, but it's probably not going to get done."

Goldschmidt spoke out against the garage plan in the late 1990s, his most high-profile involvement in downtown Portland issues since the 1970s. He single-handedly brought energy and political horsepower to the Park Blocks plan when he and Moyer announced it.

Goldschmidt and Moyer have been two of the most visible proponents of the Park Blocks expansion since it was first proposed in late 2000.

Along with other business leaders, the two announced that they would help push for redevelopment of the blocks from Taylor to Burnside at parkland.

The goal was to create the seamless string of single-block parks envisioned by some of the city's founders. They also pitched the possibility of increased retail development in and along the blocks.

The group formed a foundation to handle fund-raising and gathered commitments from several developers to buy property along the route for donation as parks.

Moyer has had a central role in the effort since 1998, when he saved the Park Block Five from development. The Goodman family had won city approval for a parking garage on the block, adjacent to what is now the high-rise Fox Tower. But Moyer bought the block from the Goodmans for \$5 million and pledged it to the city as part of a plan to extend the Park Blocks.

Goldschmidt spoke out against the garage plan in the late 1990s, his most high-profile involvement in downtown Portland issues since the 1970s. He single-handedly brought energy and political horsepower to the Park Blocks plan when he and Moyer announced it.

"He was very good at talking to people in the city and motivating them to donate," Moyer said.

The park boosters gathered promises of donations for parts of four blocks that would become part of the extension. But those parcels amount to about 20 percent of what's needed, Moyer said, and no one has pledged property in the past year.

Progress on Block Five

The Portland Development Commission officials said they hope the Block Five project will kick-start the redevelopment of the area.

The commission has committed \$1 million in its 2004-05 budget to develop a park on Block Five, the block that Moyer donated to the city on the condition that it be developed as parkland. The property is held in escrow until the city acquires it as parkland with a plan for development, Moyer said.

Don. Mazzotti, executive director of the commission, said his staff has been negotiating the terms of development of the block with the city's Bureau of Parks and Recreation and other stakeholders.

"I'm optimistic about Park Block Five, and I think we'll soon have an agreement," Mazzotti said.

The commission and Moyer are working out the details of a deal that would bind each of them to develop parts of Park Block Five. Both sides said they want to create

a new urban park, owned and operated by the city, that could cover a new parking garage.

As many as 650 parking spaces might be built in a five-level underground garage on Park Block Five, connecting to the existing underground Fox Tower garage, Moyer said. The developer said he would be willing to build the garage, or the city could build it and add it to its Smart Park network of city-owned garages.

The parking garage could cost \$14 million or more, Moyer said. Financing for the park and the garage appears to be the most significant hurdle.

Mazzotti said he would prefer private development of the garage, rather than city development and ownership.

Moyer said he would add \$1 million for park construction to the \$1 million Development Commission officials have pledged from South Park Blocks urban renewal funds. Yet, maintenance of an active urban park would require far more money than that, all agreed.

Mazzotti said using citywide park money or Development Commission money is out of the question, but income from the parking garage might provide enough money to maintain the park.

"Those details have yet to be worked out yet," Mazzotti said. "We'd like to find an alternative solution and that's what we're looking for."

Historic buildings in area

Despite Moyer's dire prediction, others involved with the Park Blocks unification want it to continue.

"As far as I'm concerned, we're still very much alive," said Jim Westwood, an attorney and president of the Park Blocks Foundation.

Preservationists reacted with alarm that the group proposed leveling several buildings that are listed or have been designated as strong candidates for the National Register of Historic Places.

It seemed as if the backers were groping for retail or historic justifications for the project, said Portland architect Paul Falsetto, a member of the American Institute of Architects' Portland chapter historic resources committee.

Falsetto said he was heartened that Moyer has acknowledged the opposition to the extension. He hopes more people will learn about the properties in the blocks.

"These aren't just dormant properties waiting to be converted into parks," Falsetto said. "They have significance and importance in their own right, individually and collectively."

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05.24.04

		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
Unite the North and South Park Blocks dead	North and South Park Blocks	Dylan Rivera, writer	Sexual relationship with a 14-yr-old	Retreat from public life
Park Block 5 should be a one-block park with underground parking	Historic buildings	Neil Goldschmidt, former governor	Reduce pedestrian traffic	Demolish historic buildings
Maintenance funding can come from the parking garage fees	City parking garage network	Tom Moyer, developer	Public pessimism	Bought property, 1998
Linking Park Blocks seems unlikely		City Council	Tired of swimming upstream	Pledge property to city, 1998
		Preservationists	Parkland	Control 20% of the property
		City planners	Private properties have significance and importance in their own right	No one pledging land in the last year
		Portland Development Commission	Candidates for National Register of Historic Places	Held in escrow
		Jim Westwood, Park Blocks Foundation		\$1 million-dollar budget in 04-05 for park
		Bureau of Parks and Recreation		Private construction of \$14 million garage
		Paul Falsetto, AIA Portland Chapter		Donate \$1 million to park construction

14. Gragg, Randy (September 26, 2004). "Sight lines: A small idea for, park blocks"

A small idea for the Midtown Park Blocks

After the collapse of several grandiose schemes, the mayor's plan keeps a low profile

Throughout much of the city, Portland can recite the city's motto, "We planned; it worked," without irony.

But not on the Midtown Park Blocks.

The eight-block stretch bordered by Southwest Park and Ninth avenues between Salmon and Burnside streets has defied the aspirations of urban planners and civic do-gooders since it was first platted back in 1848.

These distinctively narrow blocks have been variously envisioned as parks, a string of seven hotels, a grand boulevard, a retailing esplanade and a new civic center. Instead, what accumulated is an occasionally elegant, often motley series of buildings that don't even quite add up to a decent urban accident.

Now, in one of a series of last big acts as mayor, Vera
Please see **MIDTOWN**, Page D2

A trip to Bologna, Italy, inspires mayor

Continued from Page D1

Katz will unveil the latest plan — the "Park Avenue Vision" — 10 a.m. Monday at the Brasserie Montmartre restaurant, 626 S.W. Park Ave.

Here's the thumbnail sketch:

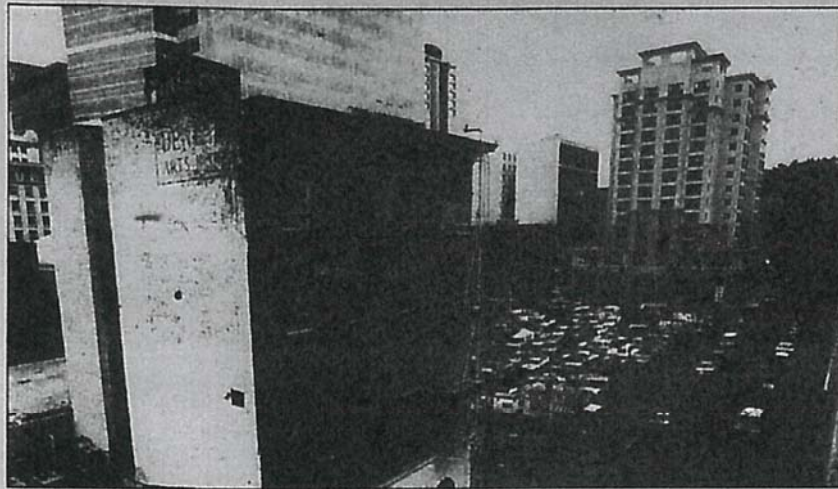
The long-contested Midtown Block, Park Block 5 between Yamhill and Taylor streets, will at last become a park, atop something the area also has long needed, a new parking garage. Other investments will include a sprucing up of the long-dowdy Morrison Parking Garage, a potential retail/housing high-rise on Block 4 just to the north of the new park, the renovation of a couple of historic buildings, street improvements to Park Avenue and a redesign of the long-troubled O'Bryant Square.

But for long-term city-watchers, the bigger news is that Katz's plan largely lays to rest a plan hatched by Neil Goldschmidt and Tom Moyer in 1998. Back then, Goldschmidt persuaded Moyer to buy Block 5 to keep the owners, the Goodman family, from building a mammoth, 12-story parking garage. Then, with such power players as John Gray and Joe Weston, they formed the Park Blocks Foundation and went on to gain control of more than half of the other midtown blocks. Arguing the city should buy or condemn the rest, the foundation proposed a private/public partnership to build a bold new retail promenade connecting the North and South Park Blocks.

It was a breathtaking version of a brand of urban renewal not seen here in 30 years. But Goldschmidt, with legendary Portland planners Ernie Munch and the late Ernie Bonner, argued that the city needed to ask some big questions about downtown's future: How will it remain the region's top shopping destination? Where will the open space be for the tens of thousands of new residents living in the future high-rises the area's zoning allows?

Historic preservationists and midtown retailers blanched. Other

14. Gragg, Randy (September 26, 2004). "Sight lines: A small idea for, park blocks" (cont.)



Block 5, the parking lot at Southwest Park Avenue and Taylor Street, will become a new park, drawing to a close a nine-year debate about the future of downtown.

DOUG BEGHEL/THE OREGONIAN

Continued from Page D2

urban planners considered it ludicrous to bifurcate downtown while potentially siphoning customers from Pioneer Place.

Goldschmidt's counter was simple: "If not this plan, then what plan?"

As Bonner, less enigmatically put it at the time, "The critical thing is getting public ownership. The details we can figure out later."

In 2001, the newly arrived city planning director, Gil Kelley, tried to offer an answer, assembling a panel of some of the country's top planners, preservationists and retail experts to hammer out an alternative plan. They proposed turning Blocks 4 and 5 into a kind of civic-center park fronting a future concert hall on the site of the Morrison Garage while using the future redevelopment of the Nordstrom block to better link the area to Pioneer Place. Most all, they stressed building housing on and around the Midtown Blocks.

But both Goldschmidt's and Kelley's visions were stopped cold

by the owners of Block 4, the Singer/Zell family, who declined to sell, trade or redevelop. And so both big visions for the future of the Midtown Blocks stalled. Meantime, a key midtown retailer, Mario's, moved, and its two spaces remained empty. Newcomers came and went. Even as the Portland Development Commission studiously looked at deals to spark movement, uncertainty clouded the future for all.

The big break came when Goldschmidt's sexual abuse of a 14-year-old girl was revealed earlier this year. He bowed out of public life. The Park Blocks Foundation's key financial backer, Moyer, at age 85, decided he "was tired of swimming upstream." He wanted to get Block 5 done. Even more telling, he's entered discussions with the PDC about renovating one of the key historic properties, the Cornellus Hotel, that his foundation's plan would have torn down.

The Park Blocks Foundation's caretaker, attorney Jim Westwood, concedes his group is but "a skeleton of what we were."

"My question continues to be, 'Where will the parks for all those people be?'" Westwood says. "There is no plan."

Katz admits her plan offers no answer. Nor does it deal with the bigger questions raised by Kelley's experts — principal among them, where will a badly needed future concert hall go?

With retailers fleeing, the mayor's worries were more immediate and her aspirations were more modest, she says. Inspired by a trip to Bologna, Italy, she has come to see the narrow Midtown Blocks as downtown's two most special streets. Her recent fights with cancer, she says, have caused her "to look up more" and deepen her appreciation of historic details of the many buildings Goldschmidt and Moyer's plan would have demolished. Spruce up the storefronts and add some new housing, and Katz thinks the blocks could grow into a version of Bologna's micro-urban neighborhoods.

"It's a vision for least 25 years, maybe even 50," she says. "It will take awhile, but it will provide an-

other stronghold of great urban space."

"We needed to get rid of Neil's concept," she adds. "And so I made a decision to build the area with more housing and create an extension of the retail center from Nordstrom's."

Maybe Katz has at last matched desire to reality and finally broken the Midtown Park Blocks curse of unrealized aspirations. Perhaps with the right kind of connections to Brewery Blocks to the north, Museum Place to the south, the increasingly lively West End and renovated transit mall to the east, the Midtown Park Blocks will become one more stitch in the tightening urban fabric of downtown.

But whether we some day look back at the Midtown Park Blocks and say, "We planned; it worked" ultimately hinges on a question of future scale that Portland continues to put off. For the past 140 years on the Midtown Park Blocks, our plans proved too big to accomplish. But with Katz's more doable plan, the question for the next 20 years will be, "Were they big enough?"

Randy Gragg, 503-221-8575; randygragg@news.oregonian

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09.26.04		Visibilities			
Statements	Objects	Subjects	Concepts	Strategies	
Park Block 5 will be a park on top of underground parking	Midtown Park Blocks	Randy Gragg, writer	Narrow blocks	Last big acts as mayor	
New retail/housing on Block 4	Portland	Vera Katz, Mayor	Poorly implemented planning goals/visions	Persuade to buy property	
Renovations to Morrison Parking Garage	Park Avenue Vision Plan	Neil Goldschmidt	Past visions	Renovations	
Street improvements on Park Avenue	North and South Park Blocks	Tom Moyer	Street improvements	Redesign	
Redesign O'Bryant Square	Pioneer Place	Goodman family	Mixed Housing/retail	Public ownership	
No unified park blocks	Nordstrom	John Gray	Private/public partnerships	Assembled advisory panel, 2001	
	Morrison Garage	Joe Weston	Top shopping destination	Declining to sell, trade, or redevelop	
	Cornelius Hotel	Park Blocks Foundation	Open Space	Get Park Block 5 done	
	Bologna, Italy	Ernie Munch, planner	Bifurcate downtown	Trip to Bologna, Italy	
	Brewery Blocks	Ernie Bonner, planner	Sexual abuse of 14-yr old girl	Match desire to reality	
	Museum Place	Historic preservationists	Park space		
	Transit Mall		Midtown retailers	Concert Hall	
			Future residents	Two most special streets	
			Urban planners	Fights with cancer	
			Gil Kelley	Appreciate historic details	
Advisory Council of Experts			Micro-urban neighborhoods		
Portland Development Commission			More housing		
Singer/Zell family			Urban fabric		
		Jim Westwood, Park Blocks Foundation			
		Park Blocks Foundation			

15. Rivera, Dylan (September 26, 2004). "Plan spares historic buildings"

PARK AVENUE VISION

Mayor Vera Katz will announce Monday plans to build a new park on Park Block 5, with a parking garage underground. The plan also calls for expanded retail in buildings in the area, uniting it with a streetscape and revamping O'Bryant Square as money becomes available. Here are the goals:

- **First:** Park Block 5 work begins, streetscape design will unite area and be a continuing project.
- **Second:** Buildings that have the easiest redevelopment potential.
- **Third:** in the long term, 9th Avenue streetscape follows, larger parcels could have high-rise housing or offices on top of anchor retail.

Source: Portland Bureau of Planning

DERRIK QUENZER/THE OREGONIAN

Portland Mayor Vera Katz offers a proposal to redevelop a string of downtown blocks between the North and South Park Blocks

By DYLAN RIVERA
THE OREGONIAN

Mayor Vera Katz on Monday will unveil a plan to add parking, retail shops and housing to a string of downtown blocks, a move that could put to an end a long-standing debate over how to connect the North and South Park Blocks.

The immediate goal of the plan would be to install a parking garage below Park Block 5, just west of the Fox Tower, and top it with a new city park. The plan, labeled the Park Avenue Urban Design Vision, also would scuttle a proposal to tear down several historic buildings in the area to replace them with parks.

◆ Architecture critic Randy Gragg looks at how the latest Midtown plan evolved. ARTSWEEK, D1.

But its most significant long-term effect on downtown might be to connect Pioneer Courthouse Square to the Brewery Blocks with a strong corridor of local and national boutiques. The addition of new retailers could help existing stores by giving shoppers more reasons to come downtown.

Total cost of the proposed redevelopment is not yet known. The Portland Development Commission has \$16 million in financing available to help landowners renovate their buildings. City officials said they hope the vision will inspire private sector financial aid with the costs of streetscape and park renovations.

Katz's plan still must be approved by the City Council, which will consider it Wednesday, and needs the cooperation

Please see **KATZ'S PLAN**, Page E5

<h2>Katz's plan: Mayor decides she opposes demolition</h2> <p><i>Continued from Page E1</i></p>	<p>The mayor's vision has been helped along by Moyer, who has done an about-face.</p> <p>In the wake of revelations in May that Goldschmidt had sexually abused a 14-year-old girl when he was mayor in the 1970s, Moyer said the plan to raze the buildings and build parks was dead. Since then, the 85-year-old developer of the Fox Tower has earnestly sought to build Park Block 5, the southern bookend of the midtown area.</p>	<p>Historic hotels could be renovated to offer condos above restaurants with century-old facades. Full-block surface parking lots could be topped with shiny new high-rise offices topping two-story retail anchors such as national chain store Crate & Barrel or Portland-based Kitchen Kaboodle. New hotels or shops, facing O'Brvant Square, might help pay for a renovation of the crime-ridden park that forms the northern bookend of the midtown blocks.</p>	<p>Goodman's family and Schnitzer Northwest, a joint venture involving Portland's Schnitzer Investment Corp., co-own Block 216, a surface parking lot north of the Galleria shopping center.</p> <p>The first step</p> <p>Katz is asking the City Council to approve a pact with Moyer to kick off planning and design of Park Block 5 — the first parcel that would be developed under the plan.</p>
<p>of landowners. But it represents a breakthrough after almost four years of debate about the future of the so-called midtown blocks.</p> <p>In December 2000, former Gov. Neil Goldschmidt, developer Tom Moyer and other business leaders proposed connecting the Park Blocks by razing the buildings between Southwest Park and Ninth avenues, and Southwest Burnside and Yamhill streets. They would have extended the grassy Park Blocks system, with some unspecified improvements for retail in the area.</p>	<p>In a reversal, Moyer has even sought assistance from the city for renovating the Cornelius Hotel, a National Register historic building he bought in 2002, officials with the Portland Development Commission said last week. The hotel would have been leveled under his previous plan.</p>	<p>In all, the plan could open up about 160,000 square feet of retail space, the Portland Development Commission estimates. Property owners who have been briefed about the project said the new plan will give much needed certainty to the area.</p>	<p>The site has fueled the Park Blocks issue since the Goodman family proposed a 12-story parking garage there in 1995. Moyer thwarted that plan by pledging \$5 million to purchase the block and donate it for a city park.</p> <p>At its Wednesday meeting, the</p>
<p>In the waning days of her term as mayor, Katz has decided to try to thwart the demolition proposal.</p> <p>Developing an Identity</p> <p>The midtown blocks are a hodgepodge stretching from where the North Park Blocks end at traffic-clogged Burnside Street and Ninth Avenue, to the exclusive Arlington Club at Park Avenue and Salmon Street.</p>	<p>The agreement with Moyer also would enable him to build a parking garage with about 700 spaces underneath the park. The exact size of the garage, which would be owned and operated by Moyer, is pending city review.</p>	<p>"That really sets a good tone, and that points things in the right direction, but it needs a catalyst project beyond that," said Richard Singer, whose family owns the Zell Block, between Morrison and Yamhill streets.</p>	<p>City Council will consider a resolution committing the city to accept the park from Moyer and share it with him. In addition to the \$5 million for acquisition, Moyer has pledged \$1 million for park construction, which the development commission has proposed to match with \$1 million of urban renewal money.</p>
<p>The location is prime, but the current tenants are at times an incongruous mix. Where Park meets Alder, the posh new Westin Hotel sits cater-cornered from the rundown Cornelius Hotel. A loading dock for Nordstrom's faces the low-key Virginia Cafe bar.</p>	<p>Yet, the Park Blocks Foundation, a charity formed by Moyer and Goldschmidt to raise money for their Park Blocks proposal, holds firm against Katz's plan. Jim Westwood, an attorney and leader of the group, said the plan doesn't include enough open space to accommodate new residents the city hopes to attract to the midtown blocks and slowly developing area to the west.</p>	<p>Singer said his family wants to someday develop the Zell block with high-density housing or office, while preserving his retail tenants, which include The Virginia Cafe, Zell Brothers Jewelers and haute clothier Mercantile. Because the Zell Block has a single owner and few historical building constraints, city planners list it as a block with development potential in the short term, said Arun Jain, Portland's chief urban designer.</p>	<p>The \$2 million budget would enable the city to create another hard-surface park suitable for small public gatherings in the downtown core, said Zari Santner, director of the Parks & Recreation Bureau. Many such gatherings have been left out of Pioneer Courthouse Square, she said, because it is booked throughout the year.</p>
<p>Katz and Planning Director Gil Kelley hope that installing unique cobblestones or other street markings and furniture along the blocks would give the motley buildings a single, attractive identity. The plan also could provide a commercial link between the department stores on Pioneer Courthouse Square and the high-end boutiques in the Brewery Blocks, at 11th and West Burnside.</p>	<p>"It's showing a terrible lack of vision on the part of some of the people who have been doing this planning," Westwood said. "It's sad to see. Now we'll have to wait another 75 to 125 years to get this done."</p>	<p>The competing plans discouraged investment in the area in recent years, Singer said. Neighborhood districts such as Northwest 23rd Avenue, Southeast Belmont Street and the emerging Northeast 28th Avenue have challenged downtown as a specialty retail hub, he said.</p>	<p>Although the \$2 million budget is far short of the \$3.6 million the city spent making Jamison Square, a popular new hard-surface park in the Pearl District, Santner said it would be enough. Park Block 5, as with the other Park Blocks, is only 100 by 200 feet, half the normal 200-by-200-foot size of downtown city blocks.</p>
<p>Cathy Galbraith, executive director of the Bosco-Milligan Foundation, a nonprofit historic preservation group, called the plan "fantastic." Housing and retail redevelopment is the best hope for several National Register buildings in the area, she said.</p>	<p>Boost for retailers</p> <p>Downtown retailers have been closely watching the fate of Park Block 5 and the broader plan for the area between the North and South Park Blocks. Many had hoped new, high-profile retailers in the area could boost downtown redevelopment efforts, especially in the area between the Park Blocks and Interstate 405.</p>	<p>Greg Goodman, the downtown parking magnate, said he is encouraged by decisions by Moyer and other property owners to invest in their buildings.</p>	<p>City planners will lead public forums on planning for the park, possibly as soon as January, Santner said. The parks bureau forecasts maintenance costs of \$150,000 a year, starting in 2009.</p>
<p>Katz will announce the plans at 10 a.m. Monday at the Brasserie Montmartre restaurant, 626 S.W. Park Ave.</p>	<p>Others are concerned about preserving longstanding businesses such as Zell Brothers Jewelers and the Virginia Cafe. The Park Avenue proposal encourages restoration of a variety of older buildings.</p>	<p>Farag Attia, Abdel Omar and Tom Kemper, who own the Esquire Hotel, at 626 S.W. Park, have obtained development commission financing for a renovation that will produce loft condos above the Brasserie Montmartre restaurant.</p>	<p>The city's parks, transportation, development and planning bureaus will work together to implement the plan, said Jain, the designer.</p> <p>"The parks need to feel like they're extending through to the building faces and the right of ways," Jain said.</p>

09.26.04		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
Add parking, retail shops and housing to Midtown blocks	Park Block 5	Dylan Rivera, writer	Parking	Connect the park blocks
Install a parking garage below Park Block 5	Midtown blocks	Mayor Vera Katz	Retail and housing	Multi-stage plan
New city park on Park Block 5	Fox Tower	Portland Development Commission	Strong retail corridor	First unify area with streetscape
United streetscape design	Park Avenue Urban Design Vision	City officials	Grassy parks	Second redevelop identified "easy" properties
Historic buildings stay	Pioneer Courthouse Square	City Council	Unspecified improvements	Third redesign other streetscape and introduce larger mixed-use buildings
Unique cobblestones, street markings, furniture along the Midtown blocks	Brewery Blocks	Neil Goldschmidt	Prime location	\$16 million public funds for private property renovation
160,000 sq. ft. of new retail space	Local and National Retailers	Tom Moyer	Single, attractive identity	City Council consideration and approval
Hard-surface park	Landowners	Business leaders	Historic Register	Thwart the demolition proposal
For small gatherings	Westin Hotel	Gil Kelley, planning director	Sexual abuse of 14-year-old girl	Public announcement
Integrated with the facades of facing buildings	Cornelius Hotel	Cathy Galbraith, director of Bosco-Milligan Foundation	Open space	High-profile retailers to boost downtown redevelopment
	Nordstrom	Park Blocks Foundation	Crime-ridden	Restoration of older buildings
	Virginia Café Bar	Jim Westwood	Certainty	Parking garage proposal, 1995
	Zell Brothers Jewelers	Downtown retailers	Catalyst project	Buying for \$5 million and donating land to city, 1998
	Crate and Barrel	Richard Singer	Competing plans discouraged investment	Matching \$1 million public/private investments
	O'Bryant Square	Arun Jain, Portland chief urban designer	Pioneer Courthouse Square booked throughout the year	Public planning forums
	Zell Block	Greg Goodman		
	Esquire Hotel			
	Downtown core			
	Pearl District			

16. Rivera, Dylan (September 28, 2004). "Blocks plan stirs hopes, fears"

PARK AVENUE VISION

Mayor Vera Katz announced plans Monday to build a new park on Park Block 5, with a parking garage underground. The plan also calls for expanded retail in buildings in the area and other streetscape changes.

- **First:** Park Block 5 work begins, streetscape design will unite area and be a continuing project.
- **Second:** Buildings that have the easiest redevelopment potential.
- **Third:** The last changes would most likely involve the 9th Avenue streetscape and revamping of O'Bryant Square; high-rise housing or offices could be added on the largest parcels.

Source: Portland Bureau of Planning

DERRIK DUENZER/THE OREGONIAN

The mayor emphasizes stability with the redevelopment proposal, which the City Council will consider Wednesday

By DYLAN RIVERA
THE OREGONIAN

Retailers and landowners reacted Monday with a mixture of hope and trepidation to a plan by Mayor Vera Katz to boost housing and retail redevelopment in a section of downtown Portland between the North and South Park Blocks.

The Park Avenue Urban Design Vision would retain historic buildings in the area along Ninth and Park avenues, offering assistance to property owners to upgrade them for retail. It rejects a plan by former Gov. Neil Goldschmidt and developer Tom Moyer that would have leveled buildings along the avenues to create a string of green parks.

Katz characterized her plan, officially unveiled Monday at the Brasserie Montmartre restaurant, as a way to create two parks and unite the area while preserving historic structures.

The mayor and other supporters of the plan, including Moyer, also see it as an opportunity to bring more retailers and residents downtown, something they think would benefit existing retailers as well as new ones.

The plan, which the City Council will consider Wednesday, was intended to bring some assurance to retailers and property owners. The Goldschmidt plan's threat of tearing down buildings had created uncertainty. The mayor and city officials said Monday they intended to put that uncertainty to rest.

"It provides stability to the property owners — those who question whether they should continue their leases," Katz said.

Yet the new plan raised anxiety for

Please see **PARK BLOCKS**, Page C4

Park Blocks: Small retailer voices concern about support

Continued from Page C1

some of the area's small merchants. David Mosher, owner of the Art Media store at 920 S.W. Yamhill St., said he fears existing retailers may suffer as the city builds improvements to the area. And the refurbished neighborhood may offer rents so steep existing retailers could be forced out.

"It all really hinges on how much attention they pay to the small businesses and how much support they give us," Mosher said. Art Media has been in the same block for 30 years, he said.

The forecast of 18 months' construction for the Park Block 5 park and parking garage could present

as much trouble for retailers as rent increases, Mosher said.

"We survived light rail being built, and a lot of companies didn't survive that," he said.

Other retailers said they were buoyed by the plan.

"I'd like to see more foot traffic," said Tom Moran, owner of Rich's Cigar Store at 820 S.W. Alder St. "I think it'll be terrific."

The proposal is aimed primarily at bringing more small retailers downtown, but Planning Director Gil Kelley said the city could accommodate an expansion of the Nordstrom store. A few large sites could serve new large-format retailers, he said.

Officials at Nordstrom's Seattle headquarters said the chain would not comment on its real estate plans.

The plan breaks a stalemate in the debate over how to reconnect the Park Blocks and revive the midtown area. It got a boost in recent months, as Moyer decided the plan to tear down the buildings was too complicated politically.

Also, Goldschmidt left public life in disgrace in May, when he announced he had sexually abused a 14-year-old girl when he was mayor in the 1970s.

Moyer has purchased the Comelius Hotel, which is on the national Register of Historic Places. Upgrading the property, possibly converting it to multi-unit housing and retail, would require a seismic upgrade costing at least \$1.5 million.

The mayor's plan is workable, Moyer said.

"This is going to be a legacy for the city for years to come," he said.

Among the buildings possibly eligible for renovation, the circa 1912 Woodlark Building, at 813 S.W. Alder St., is owned by a partnership involving Goldschmidt and Moyer.

The plan, which could take 15 years to become a reality, would start with construction of a new park on top of a parking garage on Park Block 5, just west of the Fox Tower. The council will consider an agreement that would have the city accept a \$5 million donation from Moyer for the park and allow

the developer to build and own the garage. Moyer also has pledged \$1 million for park construction, which would be matched by urban renewal money from the Portland Development Commission.

The Portland Development Commission also has \$16 million available in financing for renovation of buildings in the area.

As money becomes available, city officials hope to renovate O'Bryant Square, at the north end of the area.

The vision is one in a string of proposals Katz has announced as her days as mayor dwindle. She invoked the memory of controversial redevelopment plans from generations ago, such as the South Auditorium urban renewal area, which displaced historic neighborhoods near what is now Keller Auditorium.

"We are not going to do what we did in the '70s — we will not tear down historic buildings," she said.

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09.28.04		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
No string of green parks on the commercial park blocks	Downtown Portland	Dylan Rivera, writer	String of green parks	Boost housing and retail development
Create two parks and unite the area	North and South Park Blocks	Retailers and landowners	Assurance and stability	Monetary assistance for renovating property owners
Preserve historic buildings	Park Avenue Urban Design Vision	Mayor Vera Katz	More foot traffic from open space	Preserve historic buildings
Park and underground parking garage on Park Block 5	Historic buildings	Property owners	Sexual abuse of 14-yr old girl	Level historic buildings
	Small businesses	Neil Goldschmidt	Reconnect the park blocks	Steep rents force small retailers out
	Light rail	Tom Moyer	National Register of Historic Places	Bring more small retailers downtown
	Cornelius Hotel	City Council	Legacy plan	Break stalemate on Midtown blocks vision
	South Auditorium Urban Renewal Plan, generations ago	City Officials		18 months construction of Park Block 5
	Historic neighborhoods	Property owners		\$16 million public funds for private property renovation
	O'Bryant Square	David Mosher, small merchant		Buying for \$5 million and donating land to city, 1998
	Woodlark Building	Tom Moran, retailer		Matching \$1 million public/private investments
	Fox Tower	Nordstrom officials Gil Kelley, Planning Director Portland Development Commission		Not displacing historic neighborhoods

17. Gragg, Randy (February 27, 2005). "Sight lines: Good park, bad park"

Seven years after developer Tom Moyer bought Portland a city block for a new downtown park the process of designing and building it is finally getting underway.

But how great a park will it be?

In the coming days, the Bureau of Parks & Recreation will release a request for proposals, commonly known as an RFP, for the park. It covers the entire area known as "Midtown Park Blocks" between Southwest Park and Ninth avenues between Taylor and Burnside streets. The winning architect will design and complete Moyer's park, known as Park Block 5, at the southern end. But the request also includes future plans for two other existing parks to the north — O'Bryant Square and Ankeny Park — plus the urban design scheme for the narrow streets between.

It's a plum assignment: three urban plazas in a city that has a growing collection by some of the great landscape architects in the world. But the deck is stacked against anything very exciting happening.

Bad card No. 1: The entire budget is \$3.4 million with a tiny \$1.2 million going to Park Block 5. At one time, the park's budget was to be \$4 million. But, according to parks director Zari Santner, that was back when Moyer along with former Mayor and Gov. Neil Goldschmidt saw it as the first step in tearing down all the buildings between the North and South Park Blocks for a shopping-lined plaza.

Moyer has donated \$1 million for Park Block 5, but "the interest in raising additional money is no longer there," Santner says.

Bad card No. 2: Why isn't the city matching Moyer's largesse? After all, he also paid \$5 million in ransom to the Goodman family to keep the block from becoming the city's tallest parking garage.

The answer: The city has only \$2 million from its last parks bond for improvements to O'Bryant Square and pennies from elsewhere. Anything else would have to come from the city's general fund — already \$14 million in the red next year.

Bad card No. 3: Moyer's granddaughter, Vanessa Sturgeon, wants to get the park built fast, in time for her octogenarian granddad to see it. But there's the matter of the 700-car underground garage beneath it (an extension of the garage beneath Moyer's Fox Tower next door).



SIGHT LINES
NEWS AND VIEWS
Randy Gragg

Construction drawings for the garage are being completed as we speak — well before anyone even begins designing the park. That's a problem: what's below determines what's on top. Grass, trees and, particularly, fountains are heavy. And then there are the garage's stairs, elevators and exhaust venting for the garage.

Santner says her staff studied several other successful park-over-garage parks and gave Sturgeon and Moyer's designer, Robert Thompson of TVA Architects, the engineering parameters. Thompson says his firm is staging the design work to have minimal impact on the park.

No doubt, everyone's intentions are good. But what happens if the park's design causes the garage's costs to go up?

Bad card No. 4: The city's RFP process is giving increasingly less importance to design. Last September, the Portland City Council passed a "local business utilization" encouraging out-of-town firms working in the city to team with local businesses. As well, 15 percent of the points awarded in the RFP process are based on the competing firms' records subcontracting with minorities, women and emerging businesses.

One look at such complications and the world's top design firms — many of them small and in high demand — will skip directly to the next opportunity. What attracts them is a strong jury made up of respected designers, curators and critics. The park's RFP will only name the jury categorically: a neighborhood representative, someone from the professional design community, etc.

That might appear to favor local designers. But word on the street is the Parks Bureau will seriously consider a local only if he or she is teamed with a big-name out-of-towner. That means an already small design fee on a budget-challenged project gets divided.

Aren't two heads better than one? Consider what happened with the South Waterfront Greenway. A collaboration between noted New York designer Thomas Balsley and noted local firm Walker/Kiacy resulted in a sum much less than the parts either firm might have designed alone.

Are there any better cards up anyone's sleeve?

Santner says top designers are already inquiring despite warnings about the tight budget.

"People must think it's a prestige project," she says.

She's hoping for a phased design for Moyer's park with a cheap-and-easy part one and a part two compelling enough to shake loose more money down the line.

Whatever gets built will take its place in a city that boasts two renowned fountain plazas by Lawrence Halprin, Jamison Square by Peter Walker (who is



LINES
AN ARCHITECTURE
Gragg

now at work on the memorial for ground zero in New York City) and the first major American project by noted German designer Herbert Dreiseitl. Moyer's park will be one block away from one of America's most successful public spaces, Pioneer Courthouse Square.


Who wouldn't want to design three plazas here?

Don't expect the most talented and adventurous designers to ante up unless the Parks Bureau quickly and effectively shuffles the deck to make Portland's next urban plazas a better bet.

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02.27.05		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
Park Block 5 should be designed by the winners of the RFP process	Park Block 5	Randy Gragg, writer	Collection of urban plazas by some of the great landscape architects in the world	RFP from the city
The winners will also redesign O'Bryant Square, Ankeny Park, and the streetscape between	The Midtown Park Blocks	Tom Moyer	Stacked against anything exciting	Designing and building a park
RFP should go to a local/national partnership	O'Bryant Square	Bureau of Parks and Recreation	\$3.4 million budget is tiny	No interest in donating further money
Phased project on Park Block 5	Ankeny Park	Zari Santner, parks director	City is already overbudget next year	\$5 million ransom
	North and South Park Blocks	Neil Goldschmidt	What's below determines what's on top	Build park quickly for Moyer to live to see it
	South Waterfront Greenway	Goodman family	Designing the parking structure first limits the park	Design parking garage before park
	Pioneer Courthouse Square	Vanessa Sturgeon, Moyer's granddaughter	World's top design firms may skip to the next opportunity	Engineer to have minimal impact on the park
	Ira Keller Fountain	Lawrence Halprin	Sum is less than 2 firms might have done on their own	RFP points aren't given based on design merit, but on local partnerships and minority/women/startup inclusion
	Jamison Square	Peter Walker		Naming the jury categorically, not bringing in top designers
	North Park Square	Herbert Dreiseitl		Cheap phase one and inspiring phase 2 to attract more funding
	Ground Zero Memorial			
	Lovejoy Fountain			

SIGHT LINES
Men and Women on Architecture
Randy Gragg



After years of study, the groups are set to present their plans for the development of the Midtown Park Blocks

In 1998, former Mayor Neil Goldschmidt and developer Tom Moyer hatched a plan to reconnect the North and South Park Blocks in downtown Portland with a new esplanade and shopping district. Now, after seven years of backroom tug-of-wars over the neighborhood's fate, the city will select a team to design what at least three of the blocks will become.

The two competing teams will present their approaches from 4 to 6 p.m. today at the Portland Building, 1120 S.W. Fifth Ave. The winning team will design a \$2 million new park for Park Block 5, between Southwest Taylor and Yamhill streets and Park and Ninth avenues. It will design a \$1.7 million renovation of O'Bryen Square four blocks to the north. And it will create a concept for Ankeny Park next door, along with an urban design plan connecting all three.

The design stakes are high. Portland has an extraordinary legacy of landmark urban parks and plazas from Lawrence Halprin's Lovejoy and Keller fountains to the soon-to-open North Park Square by Herbert Dreiseitl. But the budget for the Midtown Blocks is low: The total of \$3.4 million is less than the city typically has spent on any one of its plazas.

Each team is a mix of the internationally known and locals. But as much as either can be categorized, one is more conventional, and the other more

Please see **BLOCKS**, Page E 4

Blocks:
Hope is that design draws consumers

Continued from Page E1

experimental.
Here's the lowdown:

TEAM 1
ZGF Partnership, with two landscape architects — the internationally renowned Laurie Olin and local fave Mayer/Reed — plus artist/designer Tad Savinar and architect Robert Thompson.

Who they are: Olin is one of the internationally known local landscape architect Robert M-

major figures of late-20th-century landscape architecture, having designed such landmarks as New York City's Bryant Park and the Villa Olimpica in Barcelona. He served on the team that tried to tame the Goldschmidt/Moyer scheme to bulldoze the blocks. Savinar has had his studio in the same building on the blocks for 14 years. He and ZGF have collaborated on projects ranging from the Westside MAX to the downtown transit mall. Mayer/Reed is best known for designing the much-loved Eastbank Esplanade.

Thompson designed the Fox Tower next door to Block 5 and is at work on the garage going underneath the new park.

TEAM 2
Internationally known local landscape architect Robert M-

rise with SERA Architects and German-born Los Angeles-based "media architect" Christian Möbeler.

Who they are: Murase is an artist/designer steeped in a minimalist aesthetic and a bold use of stone, best known locally for his Japanese-American Historical Plaza and the basalt-clad roundabout at Southwest 18th Avenue and Jefferson Street. His most urban project is his award-winning World War II memorial "Garden of Remembrance" in downtown Seattle. SERA has done two major studies of the Midtown Blocks since 1989. Moeller is a fascinating wild card in the mix, creating "interactive art" that ranges from huge, Braille-like wall reliefs to entire building facades that react to wind and temperature.

Top worries: The cast of thousands — not just the many designers each team sports but the ever-more-public process the city is increasingly insisting on for every major design decision. (Would Halprin's powerful vision for a merging of the urban and natural landscapes, for instance, ever get built today?)

Best hope: That the winning team will come up with a charismatic design that can either be phased or will attract more money or both.

Quote: "It's stone soup concept" — Henry Kunowski, Portland Parks & Recreation project manager, on his hopes for overcoming the meager budget.

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04.19.05		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
\$2 million park for Park Block 5	Park Block 5	Randy Gragg, writer	Esplanade and shopping district	Reconnect the Park blocks, 1998
\$1.7 million renovation of O'Bryant Square	O'Bryant Square	Neil Goldschmidt	Backroom tug-o-wars	Select a team to design
Concept for Ankeny Park	Ankeny Park	Tom Moyer	Landmark urban parks and plazas	Design proposal presentations
Urban design plan connecting all 3 parks	Midtown Blocks	Two competing teams	Mixed international and national teams	Smaller budget for all 3 than for any 1 other plaza
	Lovejoy Fountain	The city of Portland	Charismatic design	Public process for major design decisions
	Ira Keller Fountain	Lawrence Halprin	Minimalist aesthetic	
	North Park Square	Herbert Dreiseitl	Major figures	
	Bryant Park, NY	ZGF Partnership	Stone soup concept for overcoming budget	
	Villa Olimpico, Barcelona	Laurie Olin		
	Westside MAX	Mayer/Reed		
	Downtown transit mall	Tad Savinar, artist		
	Eastbank Esplanade	Robert Thompson, architect of underground parking		
	Fox Tower	Robert Murase		
	Japanese-American Historical Plaza	SERA Architects		
	Southwest 18th and Jefferson roundabout	Christian Moeller, media architect		
	Garden of Remembrance, Seattle	Henry Kunowski, Portland Parks & Recreation		
Midtown Block studies, since 1989				

Of parks and plazas

Renowned landscape architect Laurie Olin, set to tackle three Portland projects, weighs in on the city's heritage and its future

This Wednesday, the Portland Parks & Recreation Bureau will unveil the first draft of the next entry in Portland's greatest architectural legacy.

Right now, it's called simply "Park Block 5," but chances are it will be called Marilyn Moyer Park after the late wife of Tom Moyer, who bought the land, gave it to the city and is donating \$1 million to build the park. The new park is being designed by internationally noted landscape architect Laurie Olin, allying with a local team. And when it opens, it will take its place among the city's six other downtown fountain plazas that, from Lovejoy Fountain to the new Tanner Springs Park, make up one of America's most notable collections of urban landscape architecture.

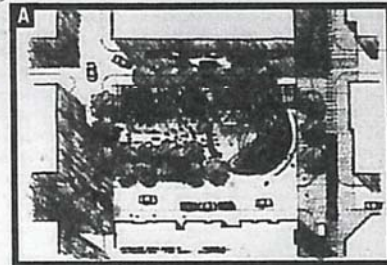
Olin is best known for his designs of New York's Bryant Park and San Francisco's Pershing Square, and he

recently completed the transformation of New York's Columbus Circle. His work isn't flashy but, like the designer himself, relaxed and erudite and wryly humorous. Despite his track record, success is no cinch: Olin's budget for Block 5 and changes to two other parks (O'Bryant Square and the tiny Ankeny Park) is a tiny \$2.1 million. Recently, Olin spoke by phone from his Philadelphia office about downtown, the park and the prized history of Portland's plazas.

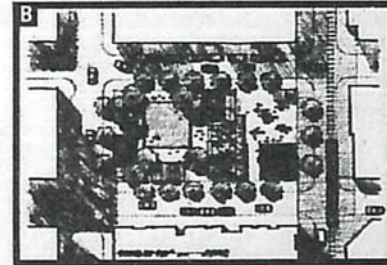
Q: Many Portlanders are worried about downtown's health: empty storefronts, street people, a general sense of malaise. You work in many cities. How healthy does it seem to you?

A: Portland is not New York or Philadelphia, no question. But certain blocks and areas feel healthy and other areas, well, quiet, sort of

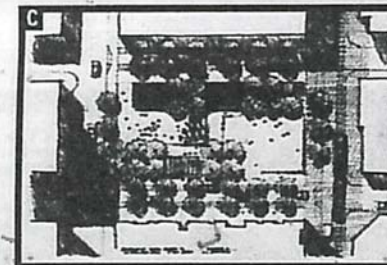
Please see OLIN, Page B4



SCHEME A | A large, circular fountain would be the major attraction, with a series of covered pavilions to the west (top).



SCHEME B | A large, square lawn occupies the southwest (upper left) corner with a central pavilion and smaller, square fountain to the north.



SCHEME C | Simpler and more formal, this plan would step down the incline with a series of open plazas.

Olin: A public space with a porch

Continued from Page E1

sleepy. They don't feel sick or dying. Just *asleep*. Every city on the West Coast has a major problem with homelessness and disaffected youth and drugs, partly because of your climate. People can winter without freezing. You have large social problems. But San Francisco is much worse.

Q: We like to bask in the press we get about how splendid we are: new housing, light rail, streetcars...

A: It is astonishing. It is different and better than most places.

Q: But every major American city is seeing a downtown boom. It's a demographic trend. Are we doing something distinctively different?

A: You're doing a lot of B-residential buildings of a certain midrise scale that will wear pretty well. There's a common-sense modesty to the buildings. They're not postmodern or this or that—just sensible. That produces cities that can endure economic cycles.

Q: I'll be very curious what you think of South Waterfront.

A: That's not in the mode of what I'm describing. I'm talking about the Pearl District and the South Park Blocks.

Q: So you're designing some parks...

A: Three. Ankeny Park is straightforward. We won't do much. For O'Bryant Square we don't have much money to deal with a real ugly duckling. But we've come up with a couple bolder schemes that suggest just blowing away the parking and making a real park.

Clearly Park Block 5 has the most potential. Everybody thinks, "Ah, this is going to solve all our problems!" But as parks go it's small. The South Park Blocks are the same dimension, 100 by 200 (feet), and they're basically tree rows with some walks and sculpture. The question that has been bedeviling us is, how much is it like other Park Blocks and how much is unique?

The first thing that's different is that it slopes diagonally. So even if I put a lawn with rows of trees, it's not going to look and feel like the other Park Blocks.



"The question that has been bedeviling us is, how much is it like other Park Blocks and how much is unique?"

Laurie Olin,
landscape architect, on Block 5

Q: Do you think it's redundant to have another park so close to Pioneer Square?

A: Not if it's different. For instance, you really can't sit in the shade in Pioneer Square. It's not quiet. The fountain looks like a Postmodern pit. It is intended to be a citywide park. It needs big, empty spaces. If it's empty, then Block 5 should be full.

We're looking at trees, some small pavilions. Portland has a lot of fountains, but it doesn't have one like I'd like to do. Good public spaces have water and trees and good places to sit to watch the urban theater.

The Northwest is mild, so you want to be able to sit outside even when it's drizzly. That means covered space. But the Northwest is gray, so you don't want it to be dark. That means something crystalline so you don't feel squished and trapped under it. It's more than a trellis or a pergola but not a building. That's the kind of public space that doesn't exist in Portland. So I have this dream of a modern, elegant and maybe a little goofy porch that you could be on—but in the park.

Q: You have an 800-pound gorilla on your porch: the stair and elevator entries for the parking garage beneath the park. Another architect is designing them: Robert Thompson. How's the collaboration going?

A: He's talking the right talk: light and airy. We'll see. They need a

parking lot that works. We need a park that's convivial. The entries aren't an 800-pound gorilla, but they're 400 pounds.

Q: Portland has a tradition of urban fountain plazas that begins with Lawrence Halprin's Lovejoy and Forecourt fountains and extends to Herbert Dreiseitl's recent Tanner Springs Park in the River District. What are the relative successes and failures of that collection?

A: I've heard some Portlanders are snippy about Dreiseitl's park, boutique ecology and all that. I like the concept, but I'm not crazy about the proportions, for instance, of the stair-step grass seats. I like the idea of recycling the railroad rails and the sense of memory, but they look nasty and scary and that you're going to hurt yourself. The walkways are too Uncle Wiggly to me, too cutesy. But that's one designer criticizing the other designer's cuffs and pockets. I'm not arguing with the *raison d'être*.

I find the formal gestures of Peter Walker's park (Jamison Square) much better, but I was astonished over the social conflicts there. They seem savage and uncivil, the poor behavior between the two groups; parents with kids and people with dogs. It seems like a health hazard. I find it puzzling in its sociology, not in its design.

Q: Were Lawrence Halprin's plazas (Lovejoy Fountain, Pettygrove Park and Forecourt Fountain) influential for you?

A: A huge influence on even becoming a landscape architect. I had gone off to Europe and saw them published there. They had to do with representation and meaning but also had an exuberance. They are landmark pieces. When Ada Louis Huxtable wrote in The New York Times that Forecourt Fountain (in front of Keller Auditorium) was the greatest civic fountain since the Renaissance, I knew she was right.

They were also transformative for the field of landscape architecture, not all for the best, because there were a lot of bad copies and wannabes.

Q: Do you see your design for Park Block 5 adding to that legacy?

A: You can't help but self-consciously know about the history of all the other parks in Portland. There's a trajectory of ambition and quality that one has to pay attention to. You feel you're adding to an ensemble, and you want to do something that both acknowledges them but it is yet another step.

11.08.06		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
First draft of Park Block 5 is complete	Six other downtown fountain plazas	Randy Gragg, writer	Portland's great architectural legacy	Interview lead designer
Park Block 5 slopes diagonally	Lovejoy Fountain	Portland Parks & Recreation Bureau	One of America's most notable collections of urban landscape architecture	Name after donor's late wife
Park Block 5 needs to be full	Tanner Springs Park	Tom Moyer	Relaxed, erudite, and wryly humorous designs	Buying for \$5 million and donating land to city, 1998
Park block 5 might have trees, small pavilions	Columbus Circle, NY	Marilyn Moyer	\$2.1 million budget	Matching \$1 million public/private investments
Park should have water and trees, and good places to sit and watch the urban theater	Bryant Park, NY	Laurie Olin	Downtown's health	Design park
Covered space, not dark, to sit outside when it's drippy and gray	Pershing Square, San Francisco (sic), Los Angeles	Local design team	Empty storefronts, street people, a general sense of malaise	Produce sensible buildings for sensible cities that can endure economic cycles
Modern, elegant, and maybe a little goofy porch in the park, not quite a trellis or pergola	Downtown Portland		Certain blocks feel healthy, others quiet	Don't have much money
Parking garage stairs and elevators will be light and airy	Portlanders		Homelessness and disaffected youth and drugs	Collaboration with parking garage architect
Acknowledge historic ensemble and take another step	New York		Climate allows people to not freeze	Pay attention to history of public spaces in Portland
	Philadelphia		Downtown boom	
	Light rail		B-residential wears well	
	New housing		Bolder schemes	
	Street-cars		Park Block 5 is small	
	South Waterfront		Tree rows with some walks and sculptures	
	Pearl District		Postmodern pit	
	South Park Blocks		Urban theater	
	Ankeny Park		Boutique ecology	
	O'Bryant Square		Tradition of urban fountain plazas	
	Forecourt fountain		Sense of memory	
	Jamison Square		Social conflicts	
	Pettygrove Park			

20. Gragg, Randy (February 12, 2007). "What should it cost to name a park?"

Park Block 5 | Though it's only one-quarter of building costs, a potential donor's \$1.5 million could be enough

By RANDY GRAGG
THE OREGONIAN

Only a handful of Portland's history makers have had what it takes to get their names on any of the city's public parks.

The cost of entry for the likes of Capt. John Couch and Daniel Lowndale has always been land, or in the case of Dr. DeNorval Unthank, civic service.

But with Park Block 5, downtown's first new park since Pioneer Courthouse Square 23 years ago, the price of a name could be cash: \$1.5 million.

Welcome to the latest plot turn in the twisty historic drama of Park Block 5. Platted by Portland's founders as a park, it nearly became the city's tallest garage until Tom Moyer stepped in: buying the land, putting the parking underground and letting the city build a park on top.

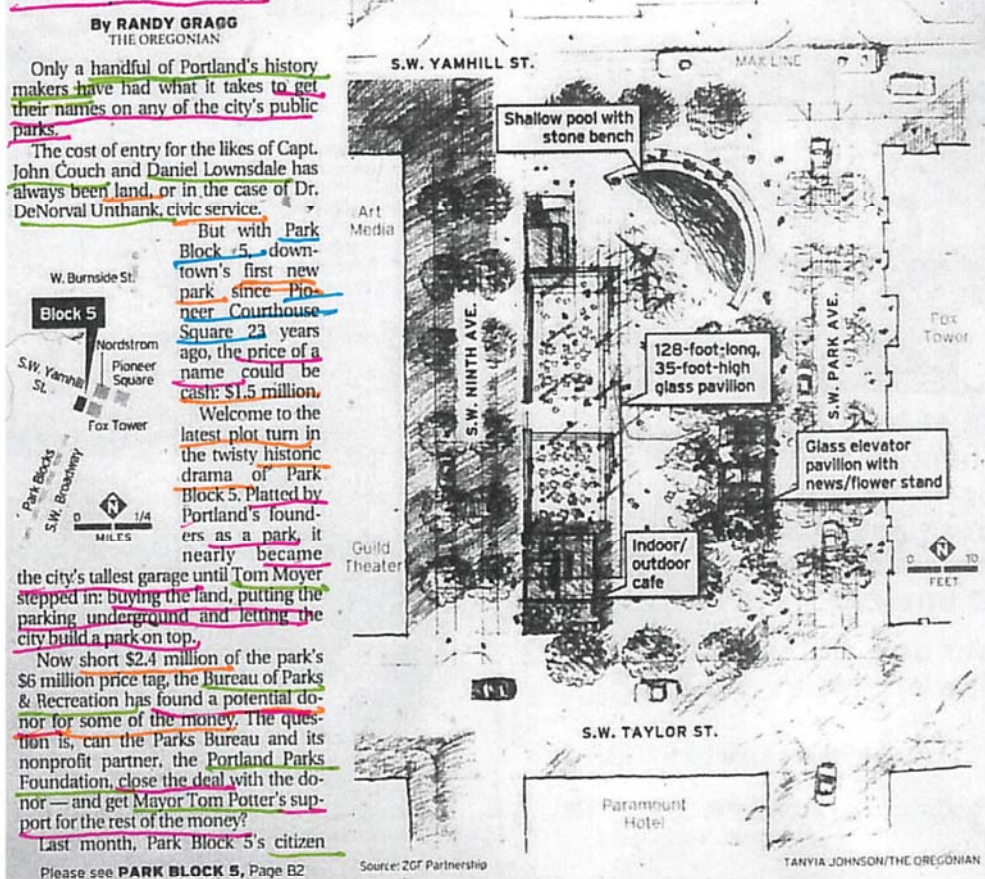
Now short \$2.4 million of the park's \$6 million price tag, the Bureau of Parks & Recreation has found a potential donor for some of the money. The question is, can the Parks Bureau and its nonprofit partner, the Portland Parks Foundation, close the deal with the donor — and get Mayor Tom Potter's support for the rest of the money?

Last month, Park Block 5's citizen

Please see **PARK BLOCK 5**, Page B2

New downtown park

Designed by Laurie Olin, ZGF Partnership and Mayer/Reed landscape architects, the proposed \$6 million Park Block 5 will feature downtown's largest covered outdoor space: a 128-by-40-foot glass canopy 35 feet high which will shed its rainwater into a shallow pool.



20. Gragg, Randy (February 12, 2007). "What should it cost to name a park?" (cont.)

Continued from Page B1

steering committee picked its preferred design. With world-renowned landscape architect Laurie Olin, the local design team has envisioned the park — located across from the Fox Tower — with glassy structures, a fountain, food vendor and what would be downtown's largest permanent outdoor canopy.

The private gift for nearly half the cost by the so-far-unnamed donor would be the largest cash donation in Portland parks history. Naming the park for the donor, according to Linda Laviolette, executive director of the Parks Foundation, "would be in the great tradition of our parks — Chapman, Lowndale, Terwilliger — they're all named for people."

But like many cash-strapped parks bureaus across the country, Portland's Bureau of Parks & Recreation is searching for the line between cheap date and wallflower when it comes to donations and sponsorships.

Two large, recent gifts represent the ends of Portland's current spectrum, according to Robin Grimwade, the Parks Bureau's head of strategic planning. Columbia Sportswear's commitment of \$100,000 per year for 10 years for maintenance and new facilities for Sellwood Park earned it a small bronze plaque. With a donation of \$2.2 million worth of new surfaces to the Parks Bureau's basketball courts, Nike got to put its trademark Swoosh in the middle of each one.

Finding a balance

In a new draft policy on naming (the bureau is currently soliciting public comments at <http://tinyurl.com/24o64w>), the bar for park facility naming is set at either a donation of the majority of the land or 60 percent of the capital costs or the endowment of a park's long-term maintenance and programming.

"When you have an opportunity like this, you don't want to quibble too much," said historian Chet Orloff, the chairman of Park Block 5's public steering committee, about the \$1.5 million gift. "When it's a fraction of what's necessary, but it's enough to get over the hump, what do you do?"

Despite saving the land from becoming a high-rise garage, donating his subgrade garage's roof for the park and giving \$1 million in cash, parks officials say Moyer agreed to relinquish his naming rights. The new donor's contribution would be 41 percent of the park's \$3.6 million pipes-and-concrete construction cost. But Laviolette says if Moyer agrees to allow his gift to be counted as part of the overall "donation," the 60 percent test for naming would be met.

Moyer's granddaughter, Vanessa Sturgeon, referred all questions to the Parks Foundation.

Even with the gift, a gap of \$875,000 still remains. Without it, that number rises to \$2.375 million. No other source has yet been found for either amount.

Already budgeting more than \$20 million for repairs and new facilities next year, the citizens advisory committee overseeing the Parks Bureau's budget decided that, as a downtown project benefiting property owners, developers and retailers, the money should come from the general fund. City Commissioners Erik Steen and Dan Saltzman have made a request for the \$875,000 to come from the city's \$22.5 million surplus. Now Potter makes the call.

Orloff, Parks Foundation President Randy Sell and representatives of the Portland Business Alliance and the Portland Downtown Neighborhood Association haven't succeeded in getting a mayoral audience.

Mayor sits on fence

Potter has been briefed, according to spokesman John Doussard, but hasn't taken a position.

Meantime, there is \$300,000 that could narrow the gap, left over from a much older twist in Park Block 5's long, Perils-of-Pauline plot.

When Moyer saved the block from becoming a high-rise garage, he and former Mayor Neil Goldschmidt hatched a grand scheme to acquire all five of the "missing Park Blocks" between Southwest Taylor and Ankeny streets that had fallen into private hands.

The duo formed the Park Blocks Foundation. Moyer bought several more parcels. Developer Joe Weston pledged a building he owned in one of the blocks. Such prominent Portlanders as John Gray and Harold and Arlene Schnitzer donated a total of \$300,000 to the cause.

Unwilling sellers. City Hall's ambivalence toward the project and revelations of Goldschmidt's sexual abuse of a teenage girl while mayor stalled the project.

Last month, Moyer drove a stake through its heart, buying one of the missing Park Blocks but then unveiling a proposal to build the city's fourth-tallest building — the 35-story Park Avenue West — on it.

That building will rise across the street from Park Block 5.

The Park Blocks Foundation's president, Jim Westwood, had just begun conversations about donating its remaining cash to Park Block 5 but suspended them after Moyer hatched his tower.

"It came as a thunderbolt," Westwood said. "We may still give the money, but I personally think that Tom (Moyer) is benefiting so much from Park Block 5, he should step up with more."

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02.12.07		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
Name Park Block 5 for wealthy donor	Park Block 5	Randy Gragg, writer	Plot turn in twisty historic drama	Name parks for people with civic contributions, land, service
Park is short \$2.4 million of \$6 million required	Chapman Park	Portland's history makers	Largest cash donation in parks history	Name parks for wealthy donors
Laurie Olin and team will design the park	Lownsdale Park	Capt. John Couch, dec.	Donations	\$1.5 million anonymous donation
Glassy structures, a fountain, food vendor, and outdoor canopy for park	Terwilliger Park	Danial Lownsdale, dec.	Public funding	Bought land, donated to city
Remaining funding should come from general fund	\$300,000 leftover from Park Blocks Foundation	Dr. DeNorval Unthank, dec.	Private funding	Securing private donors
New building on missing park blocks by Moyer		Tom Moyer	Connect the park blocks, old	Ask for more money from the general fund
		Parks Bureau	Sexual abuse of 14-yr-old girl	Picking preferred design
		Portland Parks Foundation		Plaque for donation
		Mayor Tom Potter		Symbol on park for donation
		Park Block 5 Citizen Steering Committee		New policy allows naming only if party donates the majority of land, 60% or more of capital, or funds long-term maintenance/programming
		Linda Laviolette, Parks Foundation executive Director		Don't quibble over details of gift
		Columbia Sportswear		Relinquish naming rights
		Nike		Public comments
		Robin Grimwade, Parks Bureau head of strategic panning		Donate remaining cash from defunct foundation
		Chet Orloff, chairman of Park Block 5 Citizen Steering Committee		Yield naming rights
	Vanessa Sturgeon			
	Park Blocks Foundation			
	Property owners, developers, retailers			
	Joe Weston			

02.12.07 (cont.)

Statements

Objects

Subjects

Visibilities

Concepts

Strategies

John Gray
Harold and Arlene
Schnitzer
Jim Westwood

DOWNTOWN >>

No skateboards or smoking allowed in new Park Block 5

S smokers and skateboarders won't be allowed in downtown's new South Park Block 5 when it opens late next year.

Rules will be similar to those at nearby Pioneer Courthouse Square, says Allison Rouse, project manager for the Portland Bureau of Parks & Recreation.

Designers are working through the final details of the park, which will be bounded by Southwest Taylor, Yamhill, Park and Ninth streets.

One thing the park won't have, unlike most others, is a clunky wooden Parks Bureau sign. The park eventually will be named for an as-yet anonymous donor giving nearly \$1.6 million of the projected \$6 million cost. Work on a sign design will begin "when the name of the donor is ready to be revealed," Rouse says.

Key elements of the plaza include a glass canopy over a small cafe and tiers for outdoor tables and chairs, an oval-shaped shallow water fountain that can be turned off and quickly drained, and a copse of trees. Look for final design approval later this month.

FRED LEESON

10.18.07		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
Skateboarders and smokers not allowed in South Park Block 5	South Park Block 5	Fred Leeson, writer	Exclusivity	Rules prohibiting undesirable behaviors
Still working on final details of park	Pioneer Courthouse Square	Smokers	Amenity-driven design	Similar rules to nearby parks
No clunky wooden Parks Bureau sign		Skateboarders	Private capital	Final design approval
Named for currently-anonymous donor		Allison Rouse, Portland Bureau of Parks and Recreation project manager	Modular space	Naming park for donor
Glass canopy over a small café		Designers		
Tiers for outdoor tables and chairs				
Oval-shaped shallow water fountain that can be turned off and quickly drained				
Copse of trees				

Snow White House Crêpes 
*Southwest Alder Street at 10th Avenue
(across from Jake's Grill at The Governor
Hotel)*
*Hours vary; generally lunchtimes, some
evenings, seven days a week*
One of the city's food cart institutions,
Snow White House operated for well
more than a decade at what's now being
developed as South Park Block 5. A veri-
table wonderland of crêpes, the classic
thin French "pancake" is offered in ver-
sions savory to sweet. Ebullient propri-
etor Abby, aka Limin Tian, might be reason
enough to visit, if it weren't for the
tastebud-awakening aroma of frying

Please turn to Page 13

Continued from Page 12

batter to tempt you to order. Try traditional
Parisian versions, like ham and cheese,
one with a sprinkling of lemon juice with
brown sugar, or a delectable vanilla-tinged
custard and seasonal berry crêpe. Soups
are available, as well as kid-friendly items
such as pizza pockets. Forget the prince—
the sour cream, avocado, mozzarella,
tomato and spinach crêpe would awaken
any hungry princess.

10.19.07		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
Snow White House operated for over a decade on Park Block 5 before construction	Snow White House Food Cart	Tim DuRoche, writer	Mobile food trucks	Mobile food trucks on parking lots
	South Park Block 5 Soups, pizza pockets, and crepes	Limin Tian, owner	Wonderland of crepes Tastebud-awakening aroma	Multi-use of open space

Park Block | Simon and Helen Director were immigrants who built a business empire

BY STEPHEN BEAVEN
THE OREGONIAN

The story of Jordan Schnitzer's maternal grandparents sounds like something you'd hear in a social studies class, a tale of poor immigrants who raised a family and created a business empire from scratch.

That's why Schnitzer, a developer and philanthropist, wants to name Portland's new Park Block for Simon and Helen Director.

Schnitzer, who donated nearly \$2 million toward the \$5.5 million plaza under construction downtown, told city commissioners at a City Hall event Wednesday that his grandparents' story reflects the immigrant spirit that helped build Portland.

Naming it Simon and Helen Director Park, he added, would honor immigrants from all countries.

"We must remember our roots and our ancestors," Schnitzer said afterward, "to keep our feet on the ground and our sense of values."

Simon Director was born in Russia and Helen Director in Poland. They met in Portland in 1916. The Directors had three daughters, including Schnitzer's mother, Athene, a well-known arts patron. They bought a small variety store in 1921 and ultimately owned several downtown office buildings.

Helen Director died in 1976 and Simon Director died five years later.

Jordan Schnitzer, a developer and philanthropist, has proposed naming the new plaza at Park Block 5 the Simon and Helen Director Park in honor of his grandparents (above).




The Portland Parks Foundation contacted Jordan Schnitzer a year ago to ask for help raising money for the plaza, bounded by Southwest Park and Ninth avenues and Yamhill and Taylor streets.

He donated \$1.97 million from his own pocket and from the Jordan Schnitzer Family Foundation. He wanted to stay anonymous until Wednesday's event.

Developer Tom Moyer donated the former parking lot to the city, and the Moyer Family Trust gave \$1 million toward building the plaza. Moyer built a parking garage beneath the plaza and is developing a mixed-use tower a block north.

The plaza, scheduled to open next year, will include a small cafe and a large glass canopy on one side and a water feature on the other, with plantings throughout. It will have a public restroom and an attendant, a downtown amenity city commissioners and neighborhood leaders have pushed for.

The commissioners will seek public comments before voting on Schnitzer's request. But their support was clear Wednesday as they thanked Schnitzer for his generosity.

The plaza would have been built with or without Schnitzer's donation. But if not for his gift, Parks Director Zed Saninger said, most of the amenities wouldn't be possible. "It would have been a totally different park."

05.01.08		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
Name Park Block 5 for Simon and Helen Director	City Hall event	Stephen Beaven, writer	Immigrant spirit that helped build Portland	Donate \$1.97 million toward park
Park will include a small café, large glass canopy, water feature and plantings throughout	\$5.5 million plaza	Jordan Schnitzer	Roots and ancestors	City Hall Event
Park will have public restroom with attendant		Simon and Helen Director, Schnitzer's maternal grandparents	Downtown amenity	Owned several downtown office buildings
Would have been a totally different park without donation		Portland Parks Foundation	Generosity	Contact rich donors for funding
		Jordan Schnitzer Family Foundation		Remain anonymous until event
		Tom Moyer		Building a parking garage under the park
		Moyer Family Trust		Building a tower to the north
		City commissioners		Lobby for amenities
		Neighborhood leaders		Seek public comments
		Zari Santner, parks director		Voting on the naming request
				Build with or without donation

New downtown plaza set for construction

By Stephen Beaven
THE OREGONIAN

The designs are complete. The parking garage is open. A name has been proposed.

And next month, if all goes as planned, construction will start on the \$5.5 million stone plaza currently known as South Park Block 5, where diners will eat at a small cafe under a long glass canopy and kids will splash in a water feature similar to the fountain at Jamison Square.

The city is finalizing the nitzy-gritty with Brant Construction Inc., the general contractor, said Allison Rouse, who is overseeing the project for the Bureau of Parks & Recreation. The plaza, bounded by Southwest Park, Ninth, Yamhill and Taylor, is expected to be complete in late March.

The start of construction is another step in a makeover of the area between Park and Ninth. Demolition began last

month on the Zell Brothers Jewelers building, where developer Tom Moyer will build a 33-story mixed-use tower due to be completed in late 2010.

Moyer, who donated the surface land for the plaza to the city, has finished an underground parking garage there.

The plaza is expected to be a center of activity, a place to relax and eat and watch the city pass by. The design is light, lean and inviting.

"We were asked to create an open, welcoming space," says Bryan Hanes of Philadelphia's Olin Partnership, which designed the plaza.

Although it's been called an extension of the South Park Blocks, as envisioned by early Portland planners, it looks more like a piazza than a park. Most of the surface will be light granite, Hanes says. That should make the space cooler in the summer because it will reflect light and heat.

A glazed glass canopy, 125

feet by 48 feet, will stretch along Ninth Avenue at Taylor Street. Beneath it will be a cafe covering about 1,000 square feet. The cafe's design, created by the Portland firm Zimmer Gunsul Frasca Architects, features expanses of glass, giving diners a view of the plaza and its surroundings.

The water feature will be on the other end of the park, at Park and Yamhill. It will draw kids, no doubt. But it will also help drown out street noise and can be drained for use as an amphitheater.

"I think the combination of those independent pieces all come together to make a really wonderful setting," Hanes says.

Some details remain to be settled. No restaurateur has been chosen for the cafe, though a committee will be convened soon to consider proposals, Rouse says.

And developer Jordan Schnitzer, who donated nearly \$2 million for the plaza, asked city commissioners last month to name it Simon and Helen Director Park after his maternal grandparents. Although they haven't voted yet, commissioners seemed to favor the idea. ■

05.15.08		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
Designs of downtown plaza are complete	South Park Block 5	Diners	\$5.5 million stone plaza	Start construction
Plaza construction will start next month	Fountain at Jamison Square	Kids	Nitty-gritty details	Work with general contractor
The parking garage is open	Zell Brothers Jewelers Buildings	Allison Rouse, Bureau of Parks & Recreation project overseer	Mixed-use	Phase the construction of different sections
A name has been proposed	New mixed-use tower	Brant Construction, general contractor	Open, welcoming space	Make the space cooler, reflect light and heat with light materials
Park block will have a small café for diners under a long glass canopy, and kids will splash in a water feature	South Park blocks	Tom Moyer	Piazza more than park	Committee to choose restaurateur
Finalizing details with the contractor		Byan Hanes, Olin Partnership	Visibility	Donate \$2 million for plaza
Plaza expected to be complete next March		Olin Partnership, designers	Adaptable/modular site elements	Name plaza after donor's choice
Plaza will be a center of activity, a place to relax and eat and watch the city pass by		Early Portland planners	Wonderful setting	Commission vote
Design is light, lean and inviting		Zimmer Gunsul Frasca Architects		
Most of surface will be light granite		Jordan Schnitzer		
Glass canopy will cover 1000 sq ft café		Simon and Helen Director		
Café gives diners a view of the plaza and surroundings				
Water feature will draw kids and drown out street noise, can also be drained to use as amphitheater				
No restaurateur has been chosen				

25. Hu, Ev (April 16, 2009). "Curbless design sought for new Director Park"

As little Park Block Five -- soon to be known as Simon and Helen Director Park -- starts taking shape, the City Council faces a key question in its final design: Will the new park go "curbless"? Architects and planners hope to persuade the council April 22 to eliminate curbs on Southwest Park and Ninth avenues between Taylor and Yamhill streets.

The curbless plan would allow the park's granite surface to extend from building front to building front on Park and Ninth -- with bollards and plantings separating sidewalks and single lanes of traffic. The scheme would allow Park and Ninth to be closed for special events and significantly increase the size of the comparatively small new park.

Long-range dreamers envision a curbless environment on Ninth and Park north to Burnside, but that likely would take many years to achieve. Director Park, due for completion by early September, would be the first step.

The new park is expected to be a welcome downtown addition. "This is a project that people will point to in the future as a legacy of this time," says Lloyd Lindley, chairman of the Portland Design Commission.

04.16.09		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
Park Block Five will be named Simon and Helen Director Park	Park Block 5	The City Council	Modular space	Persuade the city council
The park might go curbless on Taylor and Yamhill streets	Taylor and Yamhill streets	Architects and planners	Design is taking shape	City Council meeting
Granite surface	Ninth and Park north to Burnside	Long-range dreamers	Extend the park from building front to building front	Eliminate curbs
Bollards and plantings separating sidewalks and single traffic lanes		Lloyd Linley, chairman of the Portland Design Commission	Comparatively small park	Close park for special events
			Curbless environment	Take many years for bigger curbless plan
			Welcome downtown addition	Director Park first step in larger curbless plan
			Legacy of this time	

26. Brooks, Karen (July 18, 2009). "One-time dining hot spot, closes shaky doors"

Food scene | The Killingsworth restaurant served inconsistency after its star chef left

By **KAREN BROOKS**
THE OREGONIAN

In fall 2005, the height of the feeding frenzy in Portland's restaurant pool, Roux was a player—a hipster's Jake's—with high wood booths, stylish cocktails and a bohemian North Killingsworth Street address. No restaurant in North Portland had attempted anything on this scale. Roux had a big budget, polished service and an upscale Northwest-meets-New Orleans menu.

The lines wouldn't quit, in part because of the drawing power of rising chef talent Josh Blythe. The restaurant's first-year revenue even topped projections, owner Dwayne Beliakoff said at the time, from \$1.8 million to \$2.1 million.

On Thursday night, Roux closed, a shadow of its former self. What happened?

Beliakoff did not return calls seeking comment. But like so many restaurants closing these days, the problems started before the economic downturn. Tensions became apparent in late 2006, when Blythe quit the chef's job.

"(Josh) was burned out, working 12 hours a day," said Allison Blythe, who had been the restaurant's house manager, in an interview in 2006. The main conflict, she said, was that he was not made a partner despite the responsibility.

After that, the kitchen went through various head chefs and pastry chefs. The churn produced uneven results, shaking Roux's reputation. At a time when diners are watching their wallets, consistency counts more than ever. While the brunch menu and bar have remained strong suits, the kitchen never regained the interest it captured under Blythe.

With most entrees at \$20-\$25, Roux—with aspirations to be a destination restaurant—was also hurt by prices considered high for this still-quiet neighborhood. And while the closure can't be pinned squarely on the economy, the recent downturn



JAIME FRANCIS/THE OREGONIAN/2005

As Roux prepared to open in 2005, owner Dwayne Beliakoff carefully inspected dishes from the kitchen.

didn't help.

"We've had a wonderful run of things here in NOPO (North Portland)," Beliakoff wrote in a farewell e-mail to friends. "But times as they are, we simply can't afford to keep a fancy place like us afloat with a happy hour economy."

Beliakoff said he hoped to keep Roux open through the weekend but "it isn't possible at this point based on our inventory levels."

Roux was a longtime dream for Beliakoff, a former Blue-hour front-of-house man known for his customer savvy. He opened Roux in his early 30s with help from his partner, T.J.

Please see **ROUX**, Page B8

Roux:
Owner has next project planned out

Continued from Page B10

McHugh. In a 2005 story in The Oregonian about the making of Roux, Beliakoff talked about putting everything on the line to renovate the old drapery factory at 1700 N. Killingsworth St., where the final bill reached \$850,000, he said.

"They emptied their savings, raided their retirement, siphoned equity from their home, went begging again and persuaded T.J.'s parents to be principal investors," wrote The

Oregonian's Larry Bingham.

Beliakoff is still dreaming, though on a smaller scale. His next project, the little Violetta cafe, is scheduled to open at the Simon and Helen Director Park, a new urban park under construction across from the Fox tower in downtown Portland. Stay tuned.

Karen Brooks: 503-221-8230; kbrooks@news.oregonian.com

07.18.09		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
New store called the Violetta café to open in Simon and Helen Director Park	Simon and Helen Director Park	Karen Brooks, writer	Dreaming on a smaller scale	Move location
	Fox Tower	Dwayne Beliakoff, owner	New café	Securing location while still under construction
	Downtown Portland			

27. Janie, Har (September 24, 2009). "Who gets a park? And at what price?"



Doug Beghtel/The Oregonian This could have been a 12-story parking tower. Instead, after more than a decade, Portland's newest urban plaza will open downtown, between Taylor and Yamhill streets. Inspired by public squares scattered throughout Europe, Director Park will feature a granite plaza, a cafe with restroom and public art. Estimated annual cost to operate: \$475,000. Scheduled to open next month is Portland's newest public park, a \$9.5 million urban plaza more than a decade in the making. Director Park will feature a glass canopy, outdoor cafe seating, water fountain and underground garage. It will bridge the South and North Park Blocks in downtown Portland and serve as a cozier den to the living room that is Pioneer Courthouse Square two blocks away.

And it will cost Portland taxpayers an estimated \$475,000 to operate every year.

That sum, unveiled at a City Council meeting in August, prompted a flurry of pointed questions from City Commissioner Amanda Fritz. She asked transportation and parks staff whether the council had signed off on design changes that have tripled construction costs and made operations more expensive.

"We don't have an unlimited amount of budget, and now we're going to be committing over half a million in general fund money to operations and maintenance and transportation payback," she said.

"I think it's somewhat fiscally irresponsible to be making these decisions on a piecemeal basis and outside of an overall budget context."



View full size Eric Baker/The Oregonian Parks officials said the design of the park was not finished until spring, which is why they didn't have firm operating costs to give to the council. They say that the process was transparent and driven by design and citizen wishes. They also acknowledge that in these belt-tightening times, they may not get the money from the city to operate Director Park.

But Fritz's questions got us thinking: Just how much does it cost to operate a park, and who decides which neighborhood gets what kind of park?

It turns out that operating costs can vary widely, from tens of thousands of dollars a year at neighborhood parks to several hundred thousands of dollars at larger parks. Pioneer Courthouse Square is the most expensive at \$1.2 million annually to pay for security, program events and cleanup.

But grass-heavy parks don't come cheap either. Taxpayers are spending nearly \$274,000 to keep Laurelhurst Park clean and about \$124,000 a year to keep the roses pretty at Peninsula Park. Gabriel Park, a 90-acre all-purpose play land in Southwest Portland, costs nearly \$231,000 to maintain. Figures for those parks don't include security, classes or utilities.

"We are spending money in these parks. That's why they're so gorgeous; that's why people love them," said Zari Santner, parks director.

Portland has been in the public parks business since before Oregon became a state, buying what's now called the Plaza Blocks and two of the South Park blocks in 1852.

Today, the Bureau of Parks & Recreation oversees more than 10,000 acres of natural space, including 3,000 acres of developed park land. Its total budget for operations and capital this year is nearly \$100 million. Of that, about \$14 million goes to maintain parks. Nationally, Portland was ranked No. 10 in 2007 on park spending per resident.

By 2020, city officials hope to have 100 percent of residents living within half a mile of a park. Currently about 77 percent do, with large gaps in outer pockets of east and north Portland.

Hazelwood residents, for example, are waiting for three benches and a new tree to join the garbage cans and asphalt path at East Holladay Park.



View full size Ross William Hamilton/The Oregonian Sunbathers lie on the wide expanse of lawn south of the Hawthorne Bridge at Tom McCall Waterfront Park in July. Annual cost: \$275,904. Linda Robinson, a parks activist in east Portland, doesn't begrudge anyone a park. Still, she notes that the city has fast-tracked parks for condo dwellers in the Pearl and South Waterfront districts.

"We've been living here for 30, 40, 60 years, and we're still waiting for our park," Robinson said. "There is some resentment."

City Commissioner Nick Fish, who oversees the Parks Bureau, said in the year he's been on the council, the city has focused on getting parks for east Portland.

"We're not robbing Peter to pay Paul here," he said. "We are not shortchanging neighborhood parks."

27. Janie, Har (September 24, 2009). "Who gets a park? And at what price?" (cont.)



View full size [Rob Finch/The Oregonian/2005](#) This is what the Rose Garden at North Portland's Peninsula Park looks like at 5:30 on a June morning. The park was purchased by the city in 1909 for \$60,000 with money raised in a bond measure the previous year. The formal gardens hold 8,900 plantings over two acres. Annual cost: \$123,638. The Portland City Council earlier this year approved master plans for three new parks in outer east Portland, ranging from 16 to 43 acres. But with general construction down -- along with the development fees it provides for parks -- it's unclear where the city will find up to \$32 million to build Beech, Clatsop Butte and Parklane parks. Director Park, scheduled for a dedication Oct. 27, has its own drawn-out tale.

It started in 1997 with a proposal by the lot's owners to build a 12-story parking garage between Southwest Yamhill and Taylor streets, and Park and Ninth avenues.

Developer Tom Moyer, along with others, didn't like the idea so he donated \$5 million to help buy the land. He donated the surface space to the city for an urban plaza and underneath, he built a six-story garage.



View full size [Bruce Ely/The Oregonian](#) Gabriel Park in Southwest Portland is one of the Parks Bureau's all-encompassing parks, with room for skateboarders, off-leash dogs, tennis courts and sports fields. Annual cost: 230,920. To build the park, Moyer contributed another \$1 million out of the family trust. Developer Jordan Schnitzer last year donated nearly \$2 million for the project. The park is named for his grandparents, Helen and Simon Director. The Portland Development Commission, the city's business arm, kicked in \$4.5 million and the city another \$1.9 million.

About half of the ongoing park costs will be for programming events and security. The other half will be for operations, maintenance and utilities.

The question of whether it's wise to build new parks while older parks are languishing has been raised before.

In 2002, Portland voters approved a five-year levy that raised \$54 million from property taxes for parks. A city audit released earlier this year found that more than \$14 million went to seven capital projects that will raise the cost of park maintenance by about \$1 million a year beginning in 2013. Then auditor Gary Blackmer said at the time that the bureau and some commissioners "like ribbon-cutting more than grass-cutting."

Fish said he may float the idea of another property bond measure in 2010 to pay for the Beech, Clatsop Butte and Parklane projects.

In some ways, the recession has been good for public parks, Robinson said. For years, through the Portland Development Commission, the city had tried to buy land for park space near Northeast Halsey and 106th. But it wasn't until a restaurant went out of business that the land became available for demolition this year.

Now, the project just needs money for a master plan, she said.

Green space matters.

"We need some places where we have some connection to nature, where we can hear the wind in our ears, where we can have a shady spot outside," Robinson said.

"It's something to make urban life tolerable."

-- Janie Har

Annual costs at selected Portland parks

Dates in parentheses refer to when the land was acquired.

Pioneer Courthouse Square: 1.6 acres (1979); \$1.2 million

Director Park: 1 acre (2008); \$475,000

Tom McCall Waterfront Park: 29.2 acres (1927); \$275,904

Laurelhurst Park: 26.8 acres (1909); \$273,740

Gabriel Park: 90.7 acres (1950); \$230,920

Peninsula Park: 16.3 acres (1909); \$123,638

Irving Park: 16.3 acres (1920); \$120,685

Lents Park and stadium: 38.1 acres (1914); \$200,890

Jamison Square: 0.9 acres (2000); \$28,500

* Includes security and programming costs specific to the site.

Top parks spending, per resident, by city

1. San Francisco: population, 764,967; total spending, \$229 million; per resident, \$300
2. Chandler, Ariz.: pop., 246,399; total, \$69 million; per resident, \$279
3. Washington, D.C.: pop., 588,292; total, \$163 million; per resident, \$277
4. Seattle: pop., 594,210; total, \$154 million; per resident, \$259
5. Minneapolis: pop., 377,392; total, \$81 million; per resident, \$214
6. St. Paul: pop., 277,251; total, \$57 million; per resident, \$207
7. Las Vegas: pop., 558,880; total, \$108 million; per resident, \$194
8. Plano, Texas: pop., 260,796; total, \$50 million; per resident, \$193
9. Phoenix: pop., 1,552,259; total, \$249 million; per resident, \$160
10. Portland: pop., 550,396; total, \$87 million; per resident, \$157

Source: The Trust for Public Land, fiscal year 2007. Figures include operating and capital costs, but no stadiums, zoos, museums or cemeteries.

09.24.09		Visibilities		
Statements	Objects	Subjects	Concepts	Strategies
Granite plaza	Director Park	Janie Har, writer	12-story parking garage	Compare park costs
Care with restroom	Downtown Portland	Doug Beghtel, photographer	Portland's newest urban plaza	City council meetings
Public art	Pioneer Courthouse Square	Eric Baker, photographer	Tripled construction costs	Pointed questioning
Glass canopy	Plaza Blocks	Ross William Hamilton, photographer	More expensive operations	Sign off on design changes
Outdoor Café seating	Two South Park Blocks	Rob Finch, photographer	Not an unlimited budget	Commit \$500k from general fund money to one park
Water fountain	Bureau of Parks & Recreation total budget for operations and capital	Bruce Ely, photographer	Fiscally irresponsible	Make decision piecemeal outside of overall budget process
Underground garage	East Holladay Park	Portland taxpayers	Design was not finished until Spring	Give operating costs to council
Will bridge the South and North Park Blocks	Wide expanse of lawn south of Hawthorne Bridge at Tom McCall Waterfront Park	Portland City Council	Transparent design process driven by citizen and design interests	Not receive money from the city for operating costs
Will be a cozier den to the living room at Pioneer Courthouse Square	Pearl and South Waterfront Districts	Amanda Fritz, City Commissioner	How much does it cost to operate a park	Spend money in parks
Director Park will cost \$475k per year to operate	Rose Garden at North Portland's Peninsula Park	Parks officials	Who decides which neighborhood gets what kind of park	Oversee 10k acres of natural space, 3k acres of developed park land
Portland's parks are gorgeous and that's why people love them	Gabriel Park off-leash dogs, tennis courts, and sports fields	Zari Santner, parks director	Operating costs can vary widely	\$14 million to maintain parks
City officials hope to have 100% of residents within 1/2 mile of park	1997 proposal for 12-story parking garage	Bureau of Parks & Recreation	Grass-heavy parks don't come cheap	Waiting for the city to install amenities for 30, 40, 60 years
Bridge the North and South Park Blocks	City audit earlier this year	Hazelwood residents	Public Parks business	Fast-track parks for condo dwellers
Cozier den to the living room that is Pioneer Courthouse square	Laurelhurst Park	Sunbathers at Tom McCall Waterfront Park	Portland ranked no.10 in public parks spending per resident	Focus on getting parks for E. Portland in last year
Inspired by European public squares	Irving Park	Linda Robinson, parks activist from E. Portland	Resident resentment	Purchase land
Half of ongoing costs for programming and security, other half for operations, maintenance and utilities	Lents Park and Stadium	Condo dwellers in the Pearl and South Waterfront districts	Not shortchanging neighborhood parks	Bond measures

09.24.09 (cont.)

Statements	Visibilities			
	Objects	Subjects	Concepts	Strategies
Need places with a connection to nature, hear the wind in our ears, have a shady spot outside, make urban life tolerable	Jamison Square	Nick Fish, City Commissioner	Unclear funding sources	Approve master plans
	San Francisco	Tom Moyer, developer	Drawn-out tale of Director Park	Park dedication
	Chandler, Arizona	Skateboarders at Gabriel Park	Private capital/land	Donate money
	Washington, D.C.	Jordan Schnitzer, donor	Is it wise to build new parks while other parks languish	Build private garage under public park
	Seattle	Portland Development Commission	The bureau & some commissioners like ribbon cutting more than grasscutting	Contribute money from family trust
	Minneapolis	The city	The recession has been good for parks in some ways	Name park for donor's grandparents
	St. Paul	Portland voters	Green space matters	5-year levy from property taxes to pay for parks
	Las Vegas	Gary Blackner, former auditor		Money from Portland Development Commission
	Plano, TX Phoenix	Trust for Public Land		Money from the city

APPENDIX B:

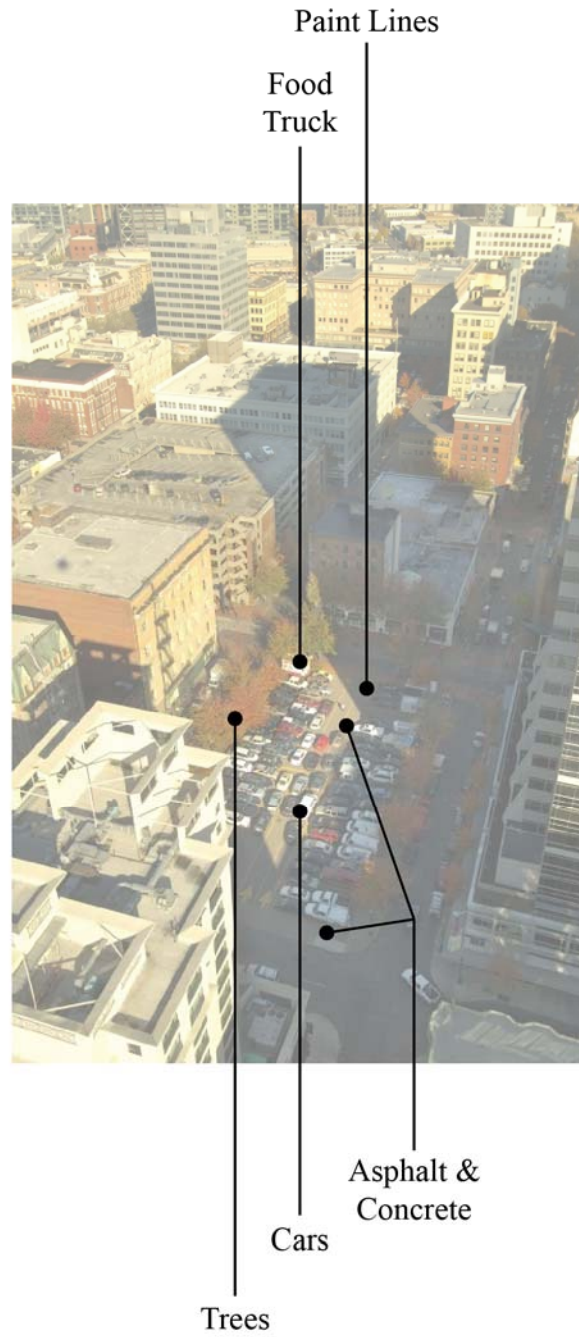
DIRECTOR PARK MATERIAL ANALYSES

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DESCRIPTION

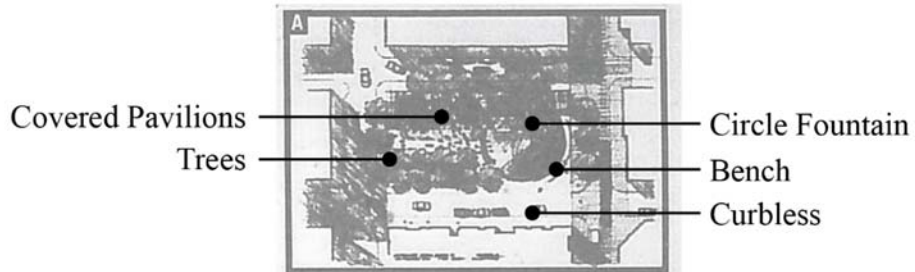
These materiality analyses were conducted as if access to the physical site was not possible and were performed through the eight photos from an existing Landscape Architecture Foundation Performance Series research report, four photos from the Parks & Recreation Bureau website, and four images found within *The Oregonian* news articles from November 8, 2006, February 12, 2007 and September 24, 2009. Elements are identified within the photos by labeled leader lines, and associated tables document the associated visibilities, as when, where, how, and to whom they are made visible. All were analyzed for historical consistency and change by word search.

1. Portland Development Commission, *The site was previously a surface parking lot.*
Available from: <https://landscapeperformance.org/case-study-briefs/director-park>



1. Materialities Analysis					
Features	Visibilities	When	Where	How	To Whom
Asphalt & Concrete	Hard surfaces, Cleanliness, Low wear, Differentiated modes of use	Always	The entire site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Cars	Driving, Parking, Population	During the workday, Events, Weekends	The entire site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, land manager
Food Truck	Food, Eating, Micro-business, Takeaway food, Modular space	Always visible, Open during hours of operation	North end of the site	Viewable from all angles, slightly obstructed by cars and trees	General population, drivers, pedestrians, cyclists, land manager
Paint Lines	Cars, Parking, Spatial delineation	Always	The entire site	Viewable from all angles, sometimes obstructed by cars	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Trees	Vegetation, Shade, Greenery, Nature, Shelter	Always	The entire site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, land manager
Utility lines, subgrade & roots	Electricity, water, plumbing, ecology, plant structure, sediment, engineering, construction	Maintenance, Construction, Demolition	Underground	Depends on the maintenance/ construction/ demolition activity	Maintenance workers, construction workers, land manager
General	Parking, Food truck, Street trees, Hard surfaces	Always, Especially when lit by sun or lights	The entire site	Viewable from the street, no hidden areas invisible from the perimeter	General population, drivers, pedestrians, cyclists, law enforcement, land manager

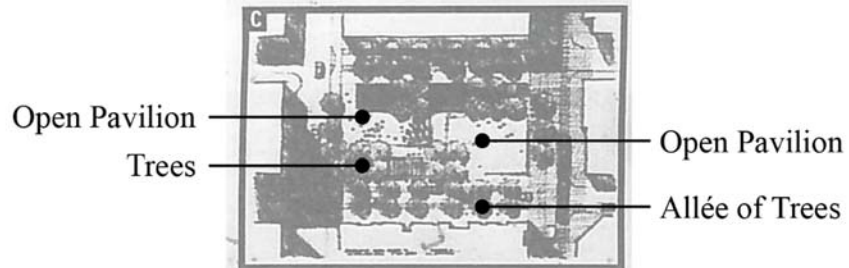
2. 3 Downtown Park Schemes. Available from: Gragg, Randy, "Sight lines: Of parks and plazas." The Oregonian. 8 November 2006.



SCHEME A | A large, circular fountain would be the major attraction, with a series of covered pavilions to the west (top).



SCHEME B | A large, square lawn occupies the southwest (upper left) corner with a central pavilion and smaller, square fountain to the north.



SCHEME C | Simpler and more formal, this plan would step down the incline with a series of open plazas.

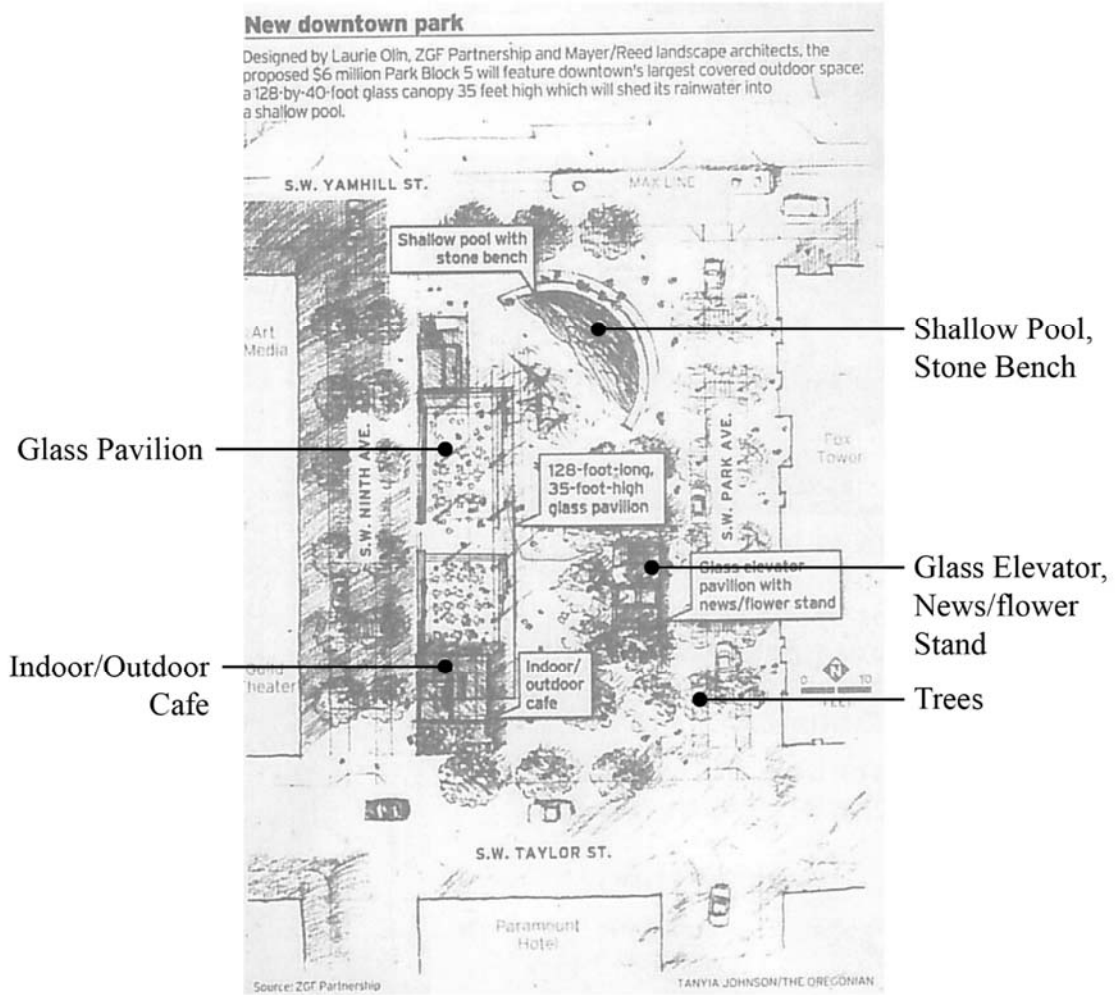
2. Materialities Analysis

Features	Visibilities	When	Where	How	To Whom
Covered Pavilions	Shelter, Shade, Dryness, Rain, Spending time outside	Always, Especially when raining or sunny	The west side of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Circle Fountain	Water, Play	Always, Especially when sunny	North end of the site	Obstructed by the Café, garage entrances, and restrooms	General population, children, families, land manager
Bench	Seating, seated people, relaxation, laying down, wood, people watching	Always	Around the fountain	Obstructed by the Café, garage entrances, planters, and restrooms	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Curbless	Modular space, multiple traffic modes, larger plaza	Always	The east and west sides of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Trees	Vegetation, Shade, Greenery, Nature, Shelter	Always	Rows extending through the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, land manager
Covered Pavilion	Shelter, Shade, Dryness, Rain, Spending time outside	Always, Especially when raining or sunny	The center of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Square Fountain	Water, Play	Always, Especially when sunny	North end of the site	Obstructed by the Café, garage entrances, and restrooms	General population, children, families, land manager
Open Pavilion	Public space, Recreation, Relaxation, Movement, Open Space, Performance events, Human and non-human users	Always, Especially when lit by sun or lights	The entire site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, land manager
Allee of Trees	Vegetation, Shade, Greenery, Nature, Shelter, Spatial rhythm, Street edge	Always	Either side of SW Park Ave.	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, land manager

2. Materialities Analysis (cont.)

Features	Visibilities	When	Where	How	To Whom
Parking Structure	Parking, Cars, Private space	When parking or retrieving a car	Underground	Viewable only from inside	Drivers, land manager
Utility lines, subgrade & roots	Electricity, water, plumbing, ecology, plant structure, sediment, engineering, construction	Maintenance, Construction, Demolition	Underground	Depends on the maintenance/ construction/ demolition activity	Maintenance workers, construction workers, land manager

3. *New Downtown Park*. Available from: Gragg, Randy, "What should it cost to name a park." *The Oregonian*. 12 February 2007.



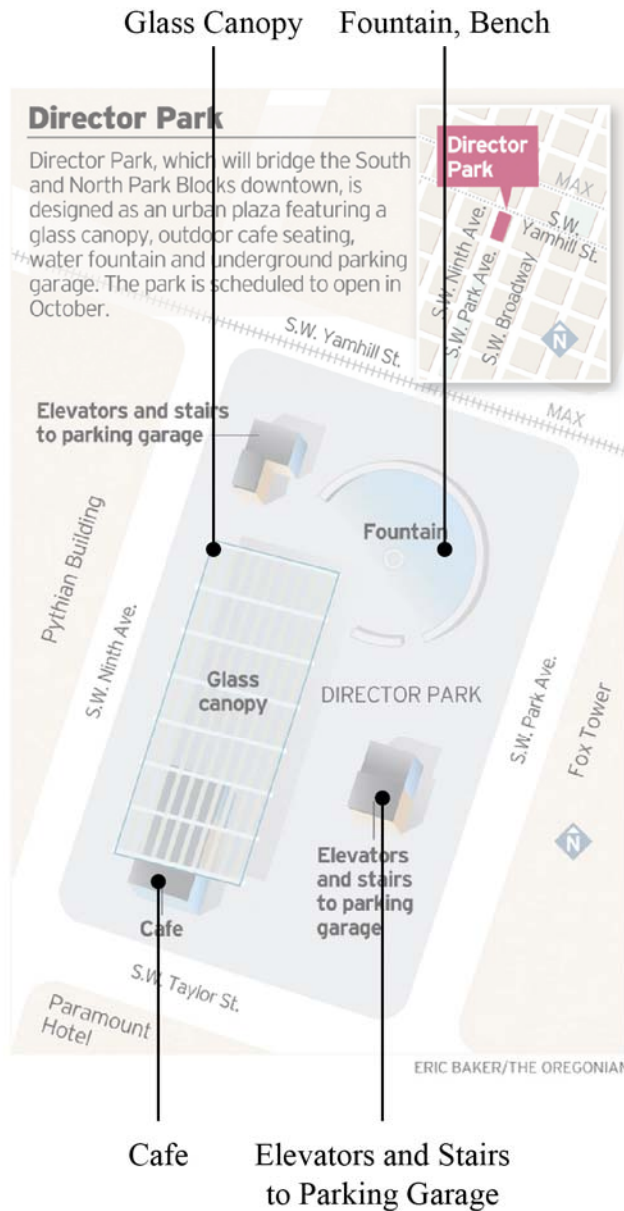
3. Materialities Analysis

Features	Visibilities	When	Where	How	To Whom
Shallow Pool	Water, Play	Always, Especially when sunny	North end of the site	Obstructed by the Café, garage entrances, and restrooms	General population, children, families, land manager
Stone Bench	Seating, seated people, relaxation, laying down, people watching	Always	Around the fountain	Obstructed by the Café, garage entrances, planters, and restrooms	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Glass Elevator	Underground parking	Always	The north end and center of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, law enforcement, land manager
News/Flower Stand	Private business, Capital, News, Flowers, Patrons, Employees	Always, accessible during business hours	The center of the site	Obstructed by the garage entrances, and restrooms	General population with money, pedestrians, cyclists, business owner, land manager
Trees	Vegetation, Shade, Greenery, Nature, Shelter	Always	Rows extending through the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, land manager
Glass Pavilion	Shelter, Shade, Dryness, Light, Rain, Spending time outside	Always, Especially when raining	The west side of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, land manager
Indoor/Outdoor Café	Private business, Capital, Food & Drink, Patrons, Employees, Indoor/Outdoor seating	Always, accessible during business hours	The southwest corner of the site	Obstructed by the garage entrances, and restrooms	General population with money, pedestrians, cyclists, business owner, land manager
Parking Structure	Parking, Cars, Private space	When parking or retrieving a car	Underground	Viewable only from inside	Drivers, land manager
Utility lines, subgrade & roots	Electricity, water, plumbing, ecology, plant structure, sediment, engineering, construction	Maintenance, Construction, Demolition	Underground	Depends on the maintenance/ construction/ demolition activity	Maintenance workers, construction workers, land manager

3. Materialities Analysis (cont.)

Features	Visibilities	When	Where	How	To Whom
General	Public space, Recreation, Relaxation, Movement, Open Space, Human and non- human users	Always, Especially when lit by sun or lights	The entire site	Viewable from the street, no hidden areas invisible from the perimeter	General population, drivers, pedestrians, cyclists, land manager

4. Eric Baker, *Director Park Graphic*. Available from:
http://www.oregonlive.com/portland/index.ssf/2009/09/who_gets_a_park_and_at_what_p_r.html



4. Materialities Analysis

Features	Visibilities	When	Where	How	To Whom
Fountain	Water, Play	Always, Especially when sunny	North end of the site	Obstructed by the Café and garage entrances	General population, children, families, land manager
Bench	Seating, seated people, relaxation, laying down, people watching	Always	Around the fountain	Obstructed by the Café and garage entrances	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Glass Canopy	Shelter, Shade, Dryness, Light, Rain, Spending time outside	Always, Especially when raining	The west side of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, land manager
Elevator/Stairs	Underground parking	Always	The north end and center of the site	Obstructed by the Café and other garage entrance	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Café	Private business, Capital, Food & Drink, Patrons, Employees, Indoor/Outdoor seating	Always, accessible during business hours	The southwest corner of the site	Obstructed by the garage entrances, and restrooms	General population with money, pedestrians, cyclists, business owner, land manager
Parking Structure	Parking, Cars, Private space	When parking or retrieving a car	Underground	Viewable only from inside	Drivers, land manager
Utility lines, subgrade & roots	Electricity, water, plumbing, ecology, plant structure, sediment, engineering, construction	Maintenance, Construction, Demolition	Underground	Depends on the maintenance/ construction/ demolition activity	Maintenance workers, construction workers, land manager
General	Public space, Recreation, Relaxation, Movement, Open Space, Human and non- human users	Always, Especially when lit by sun or lights	The entire site	Viewable from the street, no hidden areas invisible from the perimeter	General population, drivers, pedestrians, cyclists, land manager

5. Doug Beghtel, *Director Park*. Available from:
http://www.oregonlive.com/portland/index.ssf/2009/09/who_gets_a_park_and_at_what_p_r.html



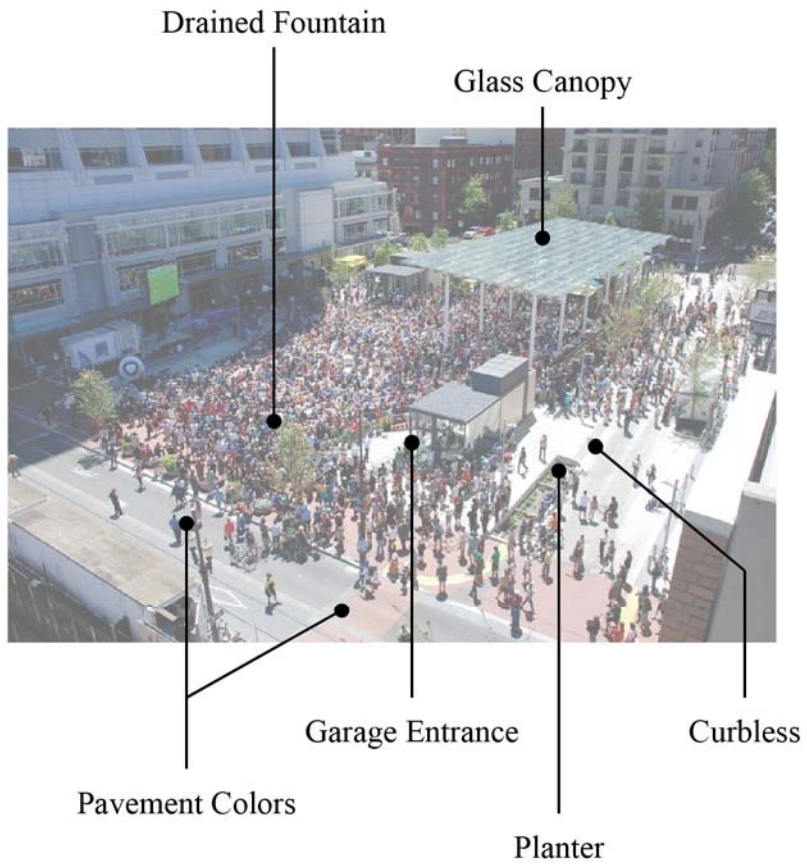
5. Materialities Analysis

Features	Visibilities	When	Where	How	To Whom
Light	Illuminated spaces, objects, and people, Light, Darkness	Always, Especially night	Regular intervals throughout the site	Obstructed by the Café, garage entrances, planters, and restrooms	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Glass Pavilion	Future: Shelter, Shade, Dryness, Light, Rain, Spending time outside	Always, Especially when raining	The west side of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, land manager
Fountain	Future: Water, Play	Always, Especially when sunny	North end of the site	Obstructed by the Café and garage entrances	General population, children, families, land manager
Bench	Seating, seated people, relaxation, laying down, people watching	Always	Around the fountain	Obstructed by the Café and garage entrances	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Contractor Mobile Offices	Construction, Mangement, Documentation, Authority	All times, until project completion	North end of the site	Chainlink fence obstructs movement, not sight	General population, drivers, pedestrians, cyclists, law enforcement, maintenance workers, construction workers, land manager
Garage Entrances	Underground parking	Always	The north end and center of the site	Obstructed by the Café and other garage entrance	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Materials	Construction, Workers, Unfinished	All times, until project completion	The entire site	Chainlink fence obstructs movement, not sight	General population, drivers, pedestrians, cyclists, law enforcement, maintenance workers, construction workers, land manager
Parking Structure	Parking, Cars, Private space	When parking or retrieving a car	Underground	Viewable only from inside	Drivers, land manager

5. Materialities Analysis (cont.)

Features	Visibilities	When	Where	How	To Whom
Utility lines, subgrade & roots	Electricity, water, plumbing, ecology, plant structure, sediment, engineering, construction	All times, until project completion, maintenance, demolition	Underground	Depends on the maintenance/ construction/ demolition activity	Maintenance workers, construction workers, land manager
General	Public space, Recreation, Relaxation, Movement, Open Space, Human and non- human users	Always, Especially when lit by sun or lights	The entire site	Viewable from the street, no hidden areas invisible from the perimeter	General population, drivers, pedestrians, cyclists, land manager

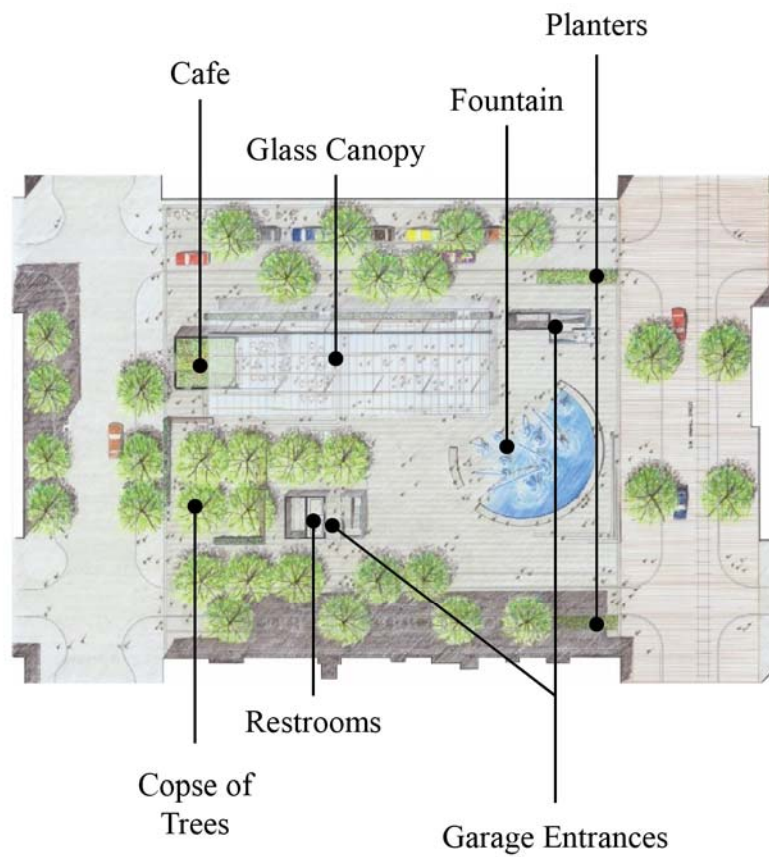
6. ZGF, *Post-construction with a crowd gathered to watch the World Cup*. Available from: <https://landscapeperformance.org/case-study-briefs/director-park>



6. Materialities Analysis

Features	Visibilities	When	Where	How	To Whom
Curbless	Modular space, multiple traffic modes, larger plaza	Always	The east and west sides of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Drained Fountain	Modular space, paving pattern, open space, crowds	Events	The north end of the site	Visible from the north half of the plaza and street, Not visible from the big chess set	The crowd, general population, law enforcement, land manager
Garage Entrance	Underground parking	Always	The north end and center of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Glass Canopy	Shelter, Shade, Dryness, Light, Rain, Spending time outside	Always, Especially when raining	The northwest side of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Pavement colors	Division of traffic, Boundaries of the park, Continuity of space	Always	The entire site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Planter	Vegetation, Greenery, Nature, Stormwater	Always, Especially when raining	Northwest and southwest edges of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, land manager
Parking Structure	Parking, Cars, Private space	When parking or retrieving a car	Underground	Viewable only from inside	Drivers, land manager
Utility lines, subgrade & roots	Electricity, water, plumbing, ecology, plant structure, sediment, engineering, construction	Maintenance, Construction, Demolition	Underground	Depends on the maintenance/ construction/ demolition activity	Maintenance workers, construction workers, land manager
General	Public space, Recreation, Relaxation, Movement, Open Space, Human and non-human users	Always, Especially when lit by sun or lights	The entire site	Viewable from the street, no hidden areas invisible from the perimeter	General population, drivers, pedestrians, cyclists, law enforcement, land manager

7. OLIN, *Hand-rendered illustrative site plan of Simon and Helen Director Park.*
Available from: <https://landscapeperformance.org/case-study-briefs/director-park>



7. Materialities Analysis

Features	Visibilities	When	Where	How	To Whom
Café	Private business, Capital, Food & Drink, Patrons, Employees	Always, accessible during business hours	The southwest corner of the site	Obstructed by the garage entrances, and restrooms	General population with money, pedestrians, cyclists, business owner, employees, land manager
Copse of Trees	Vegetation, Shade, Greenery, Nature, Shelter	Always	South end of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, land manager
Fountain	Water, Play	Always, Especially when sunny	North end of the site	Obstructed by the Café, garage entrances, and restrooms	General population, children, families, land manager
Garage Entrances	Underground parking	Always	North and center of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, land manager
Glass Canopy	Shelter, Shade, Dryness, Light, Rain, Spending time outside	Always, Especially when raining	The west side of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, land manager
Planters	Vegetation, Greenery, Nature, Stormwater	Always, Especially when raining	The edges of the site	Obstructed by the Café, garage entrances, and restrooms	General population, drivers, pedestrians, cyclists, land manager
Restrooms	Human waste, Plumbing facilities, Public access, Ability to spend long time periods at park	Always, Accessible during daylight hours	Center of the site	Building obstructed by Café and garage entrances, Interior is not visible to the outside, Use as restrooms is only visible as one can read the signage	General population, land manager
Parking Structure	Parking, Cars, Private space	When parking or retrieving a car	Underground	Viewable only from inside	Drivers, land manager
Utility lines, subgrade & roots	Electricity, water, plumbing, ecology, plant structure, sediment, engineering, construction	Maintenance, Construction, Demolition	Underground	Depends on the maintenance/ construction/ demolition activity	Maintenance workers, construction workers, land manager

7. Materialities Analysis (cont.)

Features	Visibilities	When	Where	How	To Whom
General	Public space, Recreation, Relaxation, Movement, Open Space, Human and non- human users	Always, Especially when lit by sun or lights	The entire site	Viewable from the street, no hidden areas invisible from the perimeter	General population, drivers, pedestrians, cyclists, land manager

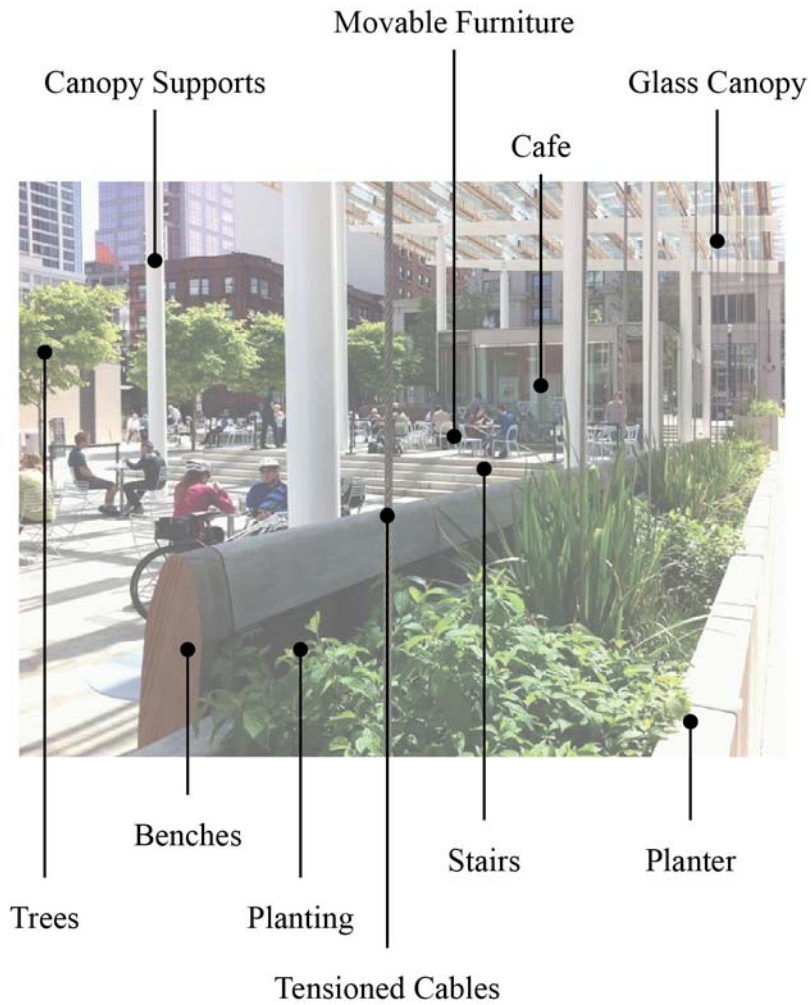
8. Tiffany Beamer, *Construction photos showing drains at the fountain's edge*. Available from: <https://landscapeperformance.org/case-study-briefs/director-park>



8. Materialities Analysis

Features	Visibilities	When	Where	How	To Whom
Drainage Grates	Water management, plumbing, drainage, water	When drainage covers are removed	At the edge of the fountain	Viewable from up close	Maintenance workers, construction workers, land manager
Drainage Covers	Artistry, Pattern, Attention to detail	Always	At the edge of the fountain	Viewable from all angles, no obstructions	Maintenance workers, general population, pedestrians, land manager
Granite	Hard surfaces, Cleanliness, Low wear, Differentiated modes of use, Attention to detail	Always	The entire site	Viewable from all angles, no obstructions	General population, pedestrians, land manager
Parking Structure	Parking, Cars, Private space	When parking or retrieving a car	Underground	Viewable only from inside	Drivers, land manager
Utility lines, subgrade & roots	Electricity, water, plumbing, ecology, plant structure, sediment, engineering, construction	Maintenance, Construction, Demolition	Underground	Depends on the maintenance/ construction/ demolition activity	Maintenance workers, construction workers, land manager

9. Laurie Olin, *Stormwater planter watered by canopy runoff*. Available from: <https://landscapeperformance.org/case-study-briefs/director-park>



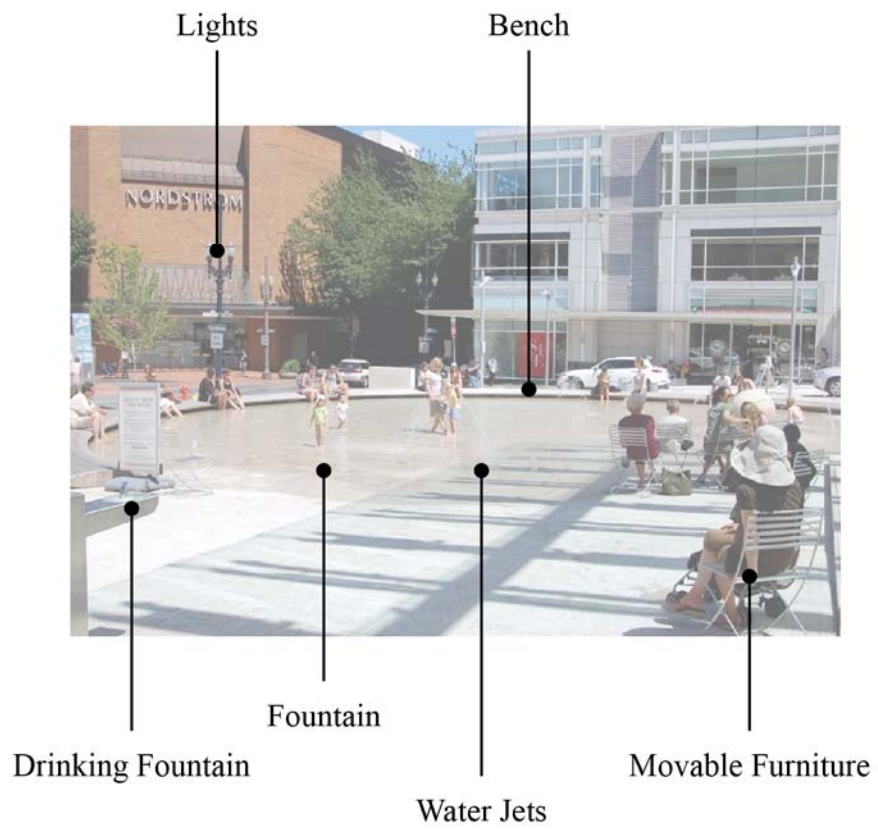
9. Materialities Analysis

Features	Visibilities	When	Where	How	To Whom
Benches	Seating, seated people, relaxation, laying down, wood, people watching	Always	Northwest edge of the site	Obstructed by the Café, garage entrances, planters, and restrooms	General population, pedestrians, law enforcement, land manager
Café	Private business, Capital, Food & Drink, Patrons, Employees	Always, accessible during business hours	The southwest corner of the site	Obstructed by the garage entrances, and restrooms	General population with money, pedestrians, cyclists, business owner, land manager
Canopy Supports	Glass Canopy, verticality, shade, shelter, rain, sun	Always	Under the glass canopy	Obstructed by the Café, garage entrances, and restrooms	General population, pedestrians, land manager
Glass Canopy	Shelter, Shade, Dryness, Light, Rain, Spending time outside	Always, Especially when raining	The west side of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, land manager
Movable Furniture	Seating, seated people, relaxation, modular space, eating, reading/writing, meals, people watching	Daytime	Under the glass canopy	Obstructed by the Café, garage entrances, planters, and restrooms	General population, pedestrians, land manager
Planter	Elevated vegetation, greenery, nature, stormwater	Always,	The edges of the site	Obstructed by the Café, garage entrances, and restrooms	General population, drivers, pedestrians, cyclists, land manager
Planting	Vegetation, Greenery, Nature, Stormwater	Always, Especially when raining	The edges of the site	Obstructed by the Café, garage entrances, and restrooms	General population, drivers, pedestrians, cyclists, land manager
Stairs	Grade change, Upward/ downward movement, Informal seating	Always	Around the café	Obstructed by the Café, garage entrances, planters, and restrooms	General population, pedestrians, land manager
Tensioned Cables	Engineering, water movement, verticality, rain	Always, Especially when raining	On the northwest edge of the canopy	Obstructed by the Café, garage entrances, and restrooms	General population, pedestrians, land manager

9. Materialities Analysis (cont.)

Features	Visibilities	When	Where	How	To Whom
Trees	Vegetation, Shade, Greenery, Nature, Shelter	Always	South end of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, land manager
Parking Structure	Parking, Cars, Private space	When parking or retrieving a car	Underground	Viewable only from inside	Drivers, land manager
Utility lines, subgrade & roots	Electricity, water, plumbing, ecology, plant structure, sediment, engineering, construction	Maintenance, Construction, Demolition	Underground	Depends on the maintenance/ construction/ demolition activity	Maintenance workers, construction workers, land manager
General	Public space, Recreation, Relaxation, Movement, Open Space, Human and non-human users	Always, Especially when lit by sun or lights	The entire site	Viewable from the street, no hidden areas invisible from the perimeter	General population, drivers, pedestrians, cyclists, land manager

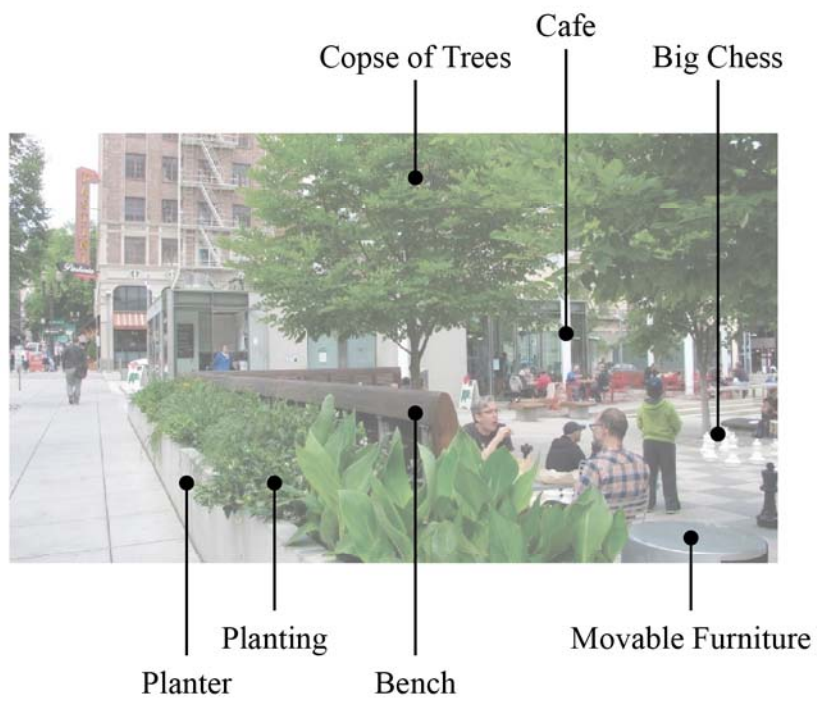
10. ZGF, *Adults and children sharing the fountain*. Available from: <https://landscapeperformance.org/case-study-briefs/director-park>



10. Materialities Analysis

Features	Visibilities	When	Where	How	To Whom
Bench	Seating, seated people, relaxation, laying down, wood, people watching	Always	Northeast corner of the site	Obstructed by the Café, garage entrances, planters, and restrooms	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Drinking Fountain	Drinking, Hydration, Public access	Always	Northwest corner of the site	Obstructed by the Café, garage entrances, planters, and restrooms	General population, pedestrians, cyclists, land manager
Fountain	Water, Play	Always, Especially when sunny	North end of the site	Obstructed by the Café, garage entrances, and restrooms	General population, children, families, land manager
Lights	Illuminated spaces, objects, and people, Light, Darkness	Always, Especially night	Regular intervals throughout the site	Obstructed by the Café, garage entrances, planters, and restrooms	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Movable Furniture	Seating, seated people, relaxation, modular space, eating, reading/writing, meals, people watching	Daytime	Under the glass canopy	Obstructed by the Café, garage entrances, planters, and restrooms	General population, pedestrians, land manager
Water Jets	Water, Movement, Play	Always, Especially when sunny	North end of the site	Obstructed by the Café, garage entrances, and restrooms	General population, children, families, land manager
Parking Structure	Parking, Cars, Private space	When parking or retrieving a car	Underground	Viewable only from inside	Drivers, land manager
Utility lines, subgrade & roots	Electricity, water, plumbing, ecology, plant structure, sediment, engineering, construction	Maintenance, Construction, Demolition	Underground	Depends on the maintenance/ construction/ demolition activity	Maintenance workers, construction workers, land manager
General	Public space, Recreation, Relaxation, Movement, Open Space, Human and non-human users	Always, Especially when lit by sun or lights	The entire site	Viewable from the street, no hidden areas invisible from the perimeter	General population, drivers, pedestrians, cyclists, land manager

11. ZGF, *Canopy, cafe green roof, and stormwater planter*. Available from:
<https://landscapeperformance.org/case-study-briefs/director-park>



11. Materialities Analysis

Features	Visibilities	When	Where	How	To Whom
Bench	Seating, seated people, relaxation, laying down, wood, people watching	Always	Southeast corner of the site	Obstructed by the Café, garage entrances, planters, and restrooms	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Big Chess	Play, recreation, whimsical propoartaion	Always, accessible during business hours	Southeast corner of the site	Obstructed by the Café, garage entrances, planters, and restrooms	General population, pedestrians, land manager
Café	Private business, Capital, Food & Drink, Patrons, Employees	Always, accessible during business hours	The southwest corner of the site	Obstructed by the garage entrances, and restrooms	General population with money, pedestrians, cyclists, business owner, land manager
Copse of Trees	Vegetation, Shade, Greenery, Nature, Shelter	Always	South end of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, land manager
Movable Furniture	Seating, seated people, relaxation, modular space, eating, reading/writing, meals, people watching	Daytime	Under the glass canopy	Obstructed by the Café, garage entrances, planters, and restrooms	General population, pedestrians, land manager
Planter	Elevated vegetation, greenery, nature, stormwater	Always,	The edges of the site	Obstructed by the Café, garage entrances, and restrooms	General population, drivers, pedestrians, cyclists, land manager
Planting	Vegetation, Greenery, Nature, Stormwater	Always, Especially when raining	The edges of the site	Obstructed by the Café, garage entrances, and restrooms	General population, drivers, pedestrians, cyclists, land manager
Parking Structure	Parking, Cars, Private space	When parking or retrieving a car	Underground	Viewable only from inside	Drivers, land manager
Utility lines, subgrade & roots	Electricity, water, plumbing, ecology, plant structure, sediment, engineering, construction	Maintenance, Construction, Demolition	Underground	Depends on the maintenance/ construction/ demolition activity	Maintenance workers, construction workers, land manager

11. Materialities Analysis (cont.)

Features	Visibilities	When	Where	How	To Whom
General	Public space, Recreation, Relaxation, Movement, Open Space, Human and non- human users	Always, Especially when lit by sun or lights	The entire site	Viewable from the street, no hidden areas invisible from the perimeter	General population, drivers, pedestrians, cyclists, land manager

12. Andrew Louw, *Infiltration planter and bosque in the big chess seating area*. Available from: <https://landscapeperformance.org/case-study-briefs/director-park>



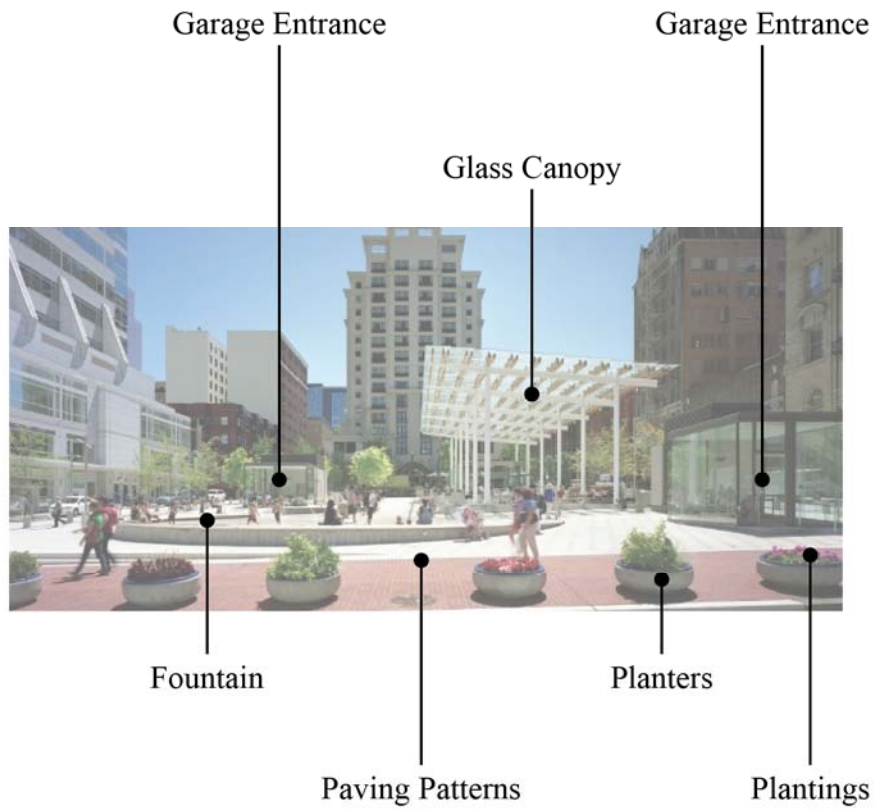
12. Materialities Analysis

Features	Visibilities	When	Where	How	To Whom
Café	Private business, Capital, Food & Drink, Patrons, Employees	Always, accessible during business hours	The southwest corner of the site	Obstructed by the garage entrances, and restrooms	General population with money, pedestrians, cyclists, business owner, land manager
Glass Canopy	Shelter, Shade, Dryness, Light, Rain, Spending time outside	Always, Especially when raining	The west side of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, land manager
Granite	Hard surfaces, Cleanliness, Low wear, Differentiated modes of use, Attention to detail	Always	The entire site	Viewable from all angles, no obstructions	General population, pedestrians, land manager
Greenroof	Elevated vegetation, greenery, nature, stormwater, temperature regulation	Always	On top of the café	Edges are visible from the ground, the whole roof is visible from above in the surrounding buildings	General population, pedestrians, surrounding building workers, land manager
Light	Illuminated spaces, objects, and people, Light, Darkness	Always, Especially night	Regular intervals throughout the site	Obstructed by the Café, garage entrances, planters, and restrooms	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Movable Furniture	Seating, seated people, relaxation, modular space, eating, reading/writing, meals, people watching	Daytime	Under the glass canopy	Obstructed by the Café, garage entrances, planters, and restrooms	General population, pedestrians, land manager
Planter	Elevated vegetation, greenery, nature, stormwater	Always	The edges of the site	Obstructed by the Café, garage entrances, and restrooms	General population, drivers, pedestrians, cyclists, land manager
Planting	Vegetation, Greenery, Nature, Stormwater	Always, Especially when raining	The edges of the site	Obstructed by the Café, garage entrances, and restrooms	General population, drivers, pedestrians, cyclists, land manager
Parking Structure	Parking, Cars, Private space	When parking or retrieving a car	Underground	Viewable only from inside	Drivers, land manager

12. Materialities Analysis (cont.)

Features	Visibilities	When	Where	How	To Whom
Utility lines, subgrade & roots	Electricity, water, plumbing, ecology, plant structure, sediment, engineering, construction	Maintenance, Construction, Demolition	Underground	Depends on the maintenance/ construction/ demolition activity	Maintenance workers, construction workers, land manager
General	Public space, Recreation, Relaxation, Movement, Open Space, Human and non- human users	Always, Especially when lit by sun or lights	The entire site	Viewable from the street, no hidden areas invisible from the perimeter	General population, drivers, pedestrians, cyclists, land manager

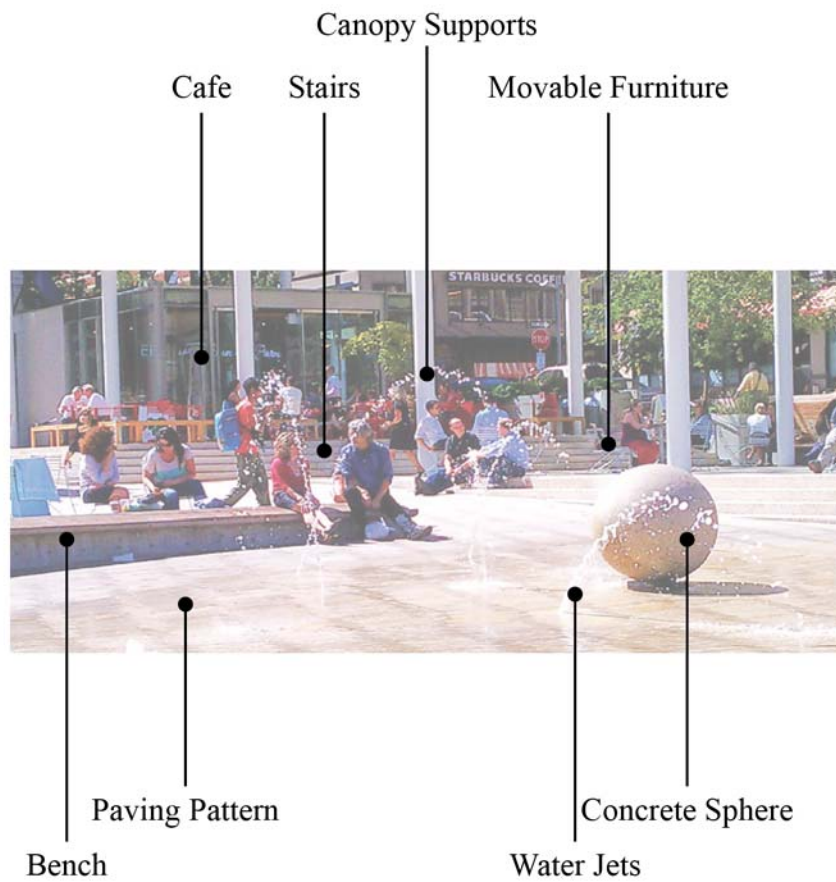
13. *Welcome to Director Park.* Available from:
<https://www.portlandoregon.gov/parks/52453>



13. Materialities Analysis

Features	Visibilities	When	Where	How	To Whom
Fountain	Water, Play	Always, Especially when sunny	North end of the site	Obstructed by the Café, garage entrances, and restrooms	General population, children, families, land manager
Garage Entrances	Underground parking	Always	The north end and center of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Glass Canopy	Shelter, Shade, Dryness, Light, Rain, Spending time outside	Always, Especially when raining	The west side of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, land manager
Paving Patterns	Division of traffic, Boundaries of the park, Continuity of space	Always	The entire site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Planters	Elevated vegetation, greenery, nature	Always	The northeast edge of the site	Obstructed by the Café, garage entrances, and restrooms	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Planting	Vegetation, Greenery, Nature, Flowers	Always	The northeast edge of the site	Obstructed by the Café, garage entrances, and restrooms	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Parking Structure	Parking, Cars, Private space	When parking or retrieving a car	Underground	Viewable only from inside	Drivers, land manager
Utility lines, subgrade & roots	Electricity, water, plumbing, ecology, plant structure, sediment, engineering, construction	Maintenance, Construction, Demolition	Underground	Depends on the maintenance/ construction/ demolition activity	Maintenance workers, construction workers, land manager
General	Public space, Recreation, Relaxation, Movement, Open Space, Human and non- human users	Always, Especially when lit by sun or lights	The entire site	Viewable from the street, no hidden areas invisible from the perimeter	General population, drivers, pedestrians, cyclists, land manager

14. *Teachers Fountain*. Available from: <https://www.portlandoregon.gov/parks/52453>



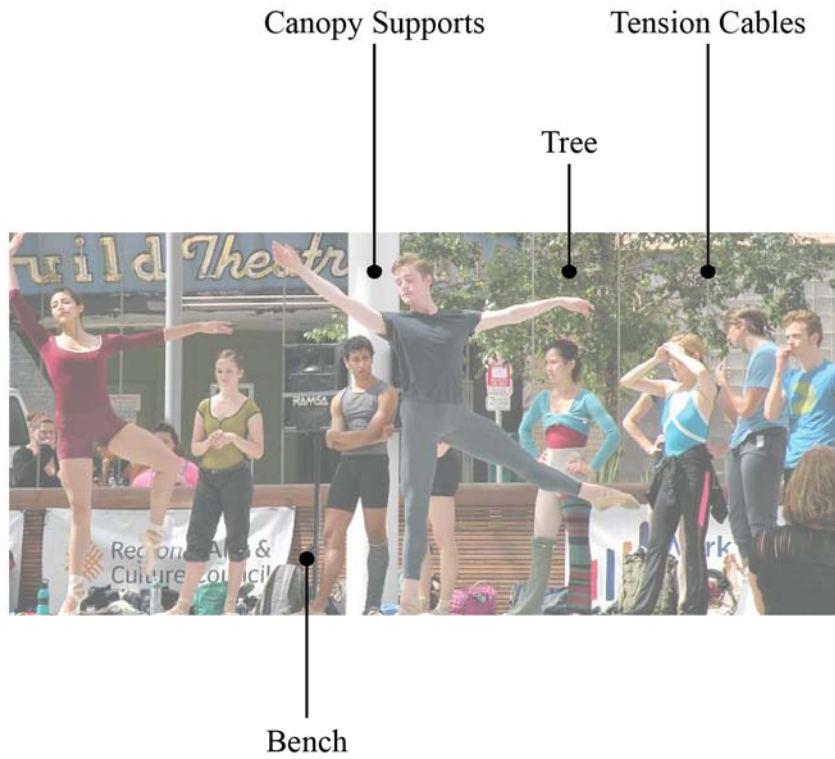
14. Materialities Analysis

Features	Visibilities	When	Where	How	To Whom
Bench	Seating, seated people, relaxation, laying down, wood, people watching	Always	Northeast corner of the site	Obstructed by the Café, garage entrances, planters, and restrooms	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Café	Private business, Capital, Food & Drink, Patrons, Employees	Always, accessible during business hours	The southwest corner of the site	Obstructed by the garage entrances, and restrooms	General population with money, pedestrians, cyclists, business owner, land manager
Canopy Supports	Glass Canopy, verticality, shade, shelter, rain, sun	Always	Under the glass canopy	Obstructed by the Café, garage entrances, and restrooms	General population, pedestrians, land manager
Concrete Sphere	Sculpture, seating, play	Always	In the fountain	Obstructed by the Café, garage entrances, planters, and restrooms	General population, pedestrians, land manager
Movable Furniture	Seating, seated people, relaxation, modular space, eating, reading/writing, meals, people watching	Daytime	Under the glass canopy	Obstructed by the Café, garage entrances, planters, and restrooms	General population, pedestrians, land manager
Paving Pattern	Hard surfaces, Cleanliness, Low wear, Differentiated modes of use, Attention to detail	Always	The entire site	Viewable from all angles, no obstructions	General population, pedestrians, land manager
Stairs	Grade change, Upward/downward movement, Informal seating	Always	Around the café	Obstructed by the Café, garage entrances, planters, and restrooms	General population, pedestrians, land manager
Water Jets	Water, Movement, Play	Always, Especially when sunny	North end of the site	Obstructed by the Café, garage entrances, and restrooms	General population, children, families, land manager
Parking Structure	Parking, Cars, Private space	When parking or retrieving a car	Underground	Viewable only from inside	Drivers, land manager

14. Materialities Analysis (cont.)

Features	Visibilities	When	Where	How	To Whom
Utility lines, subgrade & roots	Electricity, water, plumbing, ecology, plant structure, sediment, engineering, construction	Maintenance, Construction, Demolition	Underground	Depends on the maintenance/ construction/ demolition activity	Maintenance workers, construction workers, land manager
General	Public space, Recreation, Relaxation, Movement, Open Space, Human and non-human users	Always, Especially when lit by sun or lights	The entire site	Viewable from the street, no hidden areas invisible from the perimeter	General population, drivers, pedestrians, cyclists, land manager

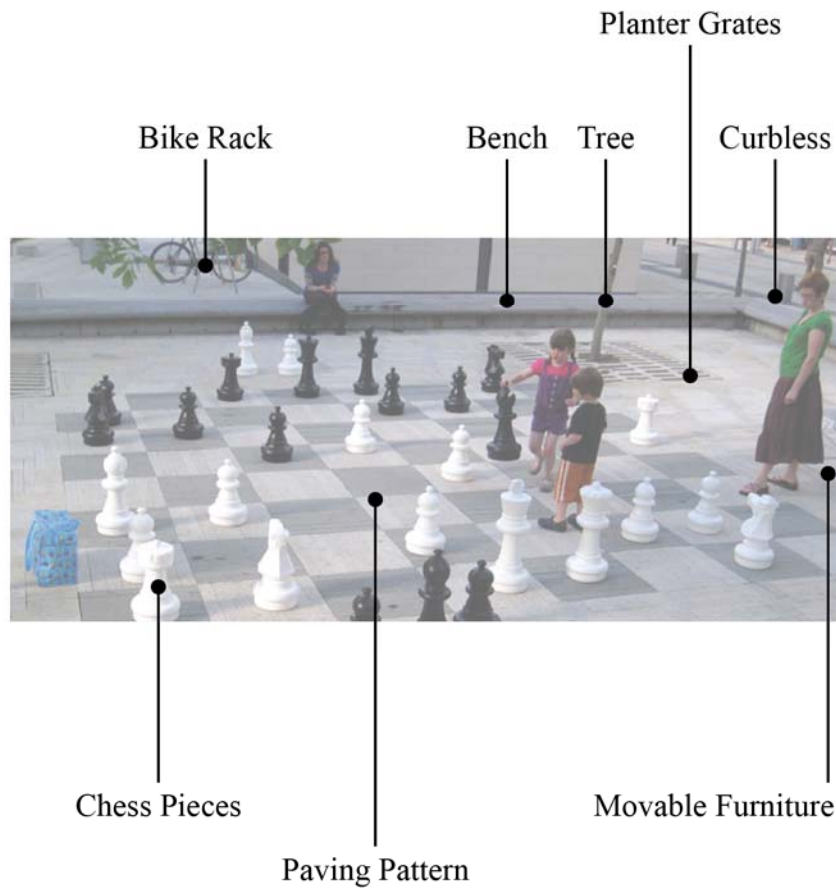
15. *Experience Arts and Culture*. Available from:
<https://www.portlandoregon.gov/parks/52453>



15. Materialities Analysis

Features	Visibilities	When	Where	How	To Whom
Bench	Seating, seated people, relaxation, laying down, wood, people watching, storing bags	Always	Northeast corner of the site	Obstructed by the Café, garage entrances, planters, and restrooms	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Canopy Supports	Glass Canopy, verticality, shade, shelter, rain, sun	Always	Under the glass canopy	Obstructed by the Café, garage entrances, and restrooms	General population, pedestrians, land manager
Tension Cables	Engineering, water movement, verticality, rain	Always, Especially when raining	On the northwest edge of the canopy	Obstructed by the Café, garage entrances, and restrooms	General population, pedestrians, land manager
Tree	Vegetation, Shade, Greenery, Nature, Shelter	Always	South end of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, land manager
General	Public space, Recreation, Relaxation, Movement, Open Space, Performance events, Human and non-human users	Always, Especially when lit by sun or lights	The entire site	Viewable from the street, no hidden areas invisible from the perimeter	General population, drivers, pedestrians, cyclists, land manager

16. *Family Games at Director Park*. Available from:
<https://www.portlandoregon.gov/parks/52453>



16. Materialities Analysis

Features	Visibilities	When	Where	How	To Whom
Bench	Seating, seated people, relaxation, laying down, wood, people watching, storing bags	Always	Southeast corner of the site	Obstructed by the Café, garage entrances, planters, and restrooms	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Bike Rack	Cycling, Parking bicycles, Secure parking	Always	In the center of the park, next to the restrooms	Viewable from the entire site, no obstructions	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Chess Pieces	Play, recreation, whimsical proportion	Always, accessible during business hours	Southeast corner of the site	Obstructed by the Café, garage entrances, planters, and restrooms	General population, pedestrians, land manager
Curbless	Modular space, multiple traffic modes, larger plaza	Always	The east and west sides of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, law enforcement, land manager
Movable Furniture	Seating, seated people, relaxation, modular space, eating, reading/writing, meals, people watching	Daytime	Under the glass canopy	Obstructed by the Café, garage entrances, planters, and restrooms	General population, pedestrians, land manager
Paving Pattern	Hard surfaces, Cleanliness, Low wear, Differentiated modes of use, Attention to detail	Always	The entire site	Viewable from all angles, no obstructions	General population, pedestrians, land manager
Planter Grates	Soil, Roots, Subgrade	Always	Under each tree	Obstructed by the Café, garage entrances, planters, and restrooms	General population, pedestrians, land manager
Tree	Vegetation, Shade, Greenery, Nature, Shelter	Always	South end of the site	Viewable from all angles, no obstructions	General population, drivers, pedestrians, cyclists, land manager
Parking Structure	Parking, Cars, Private space	When parking or retrieving a car	Underground	Viewable only from inside	Drivers, land manager

16. Materialities Analysis (cont.)

Features	Visibilities	When	Where	How	To Whom
Utility lines, subgrade & roots	Electricity, water, plumbing, ecology, plant structure, sediment, engineering, construction	Maintenance, Construction, Demolition	Underground	Depends on the maintenance/ construction/ demolition activity	Maintenance workers, construction workers, land manager
General	Public space, Recreation, Relaxation, Movement, Open Space, Human and non- human users	Always, Especially when lit by sun or lights	The entire site	Viewable from the street, no hidden areas invisible from the perimeter	General population, drivers, pedestrians, cyclists, land manager

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