

# Observador 1996 Community Betterment Award Winner

## Hacienda Community Development Corporation

BY SEAN CRUZ,  
PORTLAND OBSERVADOR

When the non-profit Hacienda Community Development Corporation purchased four rundown and overcrowded apartment buildings at the corner of Killingsworth and Cully in 1992, it was difficult to see a future for the complexes that did not feature a wrecking ball.

The four buildings, plus the Aero Manor Apartments, were responsible for as many as 1,470 arrests in a single year (1.4% of the Portland Police Bureau's total arrests from June 1992 to July 1993), and—thanks in large part to the absentee apartment owners—residents and neighbors alike appeared to be locked into a perpetual blight of poverty and neglect.

### Public costs were enormous

The public cost for this small patch of real estate was enormous. Apart from the drain on the Portland Police Bureau and area emergency resources, the court system, and the impact on neighboring property values, there were the short- and long-term costs that victims as individuals—and society as a whole—pays when conditions such as these remain undressed.

The complexes housed many children living in deplorable conditions. Many tenants spoke little or no English. Many parents worked full time at difficult or dangerous jobs that offered low pay and no health benefits. Child care was largely unavailable. School drop-out rates were high. There was little or no access to health care. The cycle of poverty, crime and hopelessness was relentless here.

### Residents were also victims

I am pleased and honored to be included in the first edition of The Portland Observador. I am confident that the Observador will play an important role in serving the Hispanic community in Portland. As with other major metropolitan newspapers, it is our intention to keep our readers well informed of all major news events, and to keep you abreast of business and social developments that would have an impact on your livelihood and/or your investments.

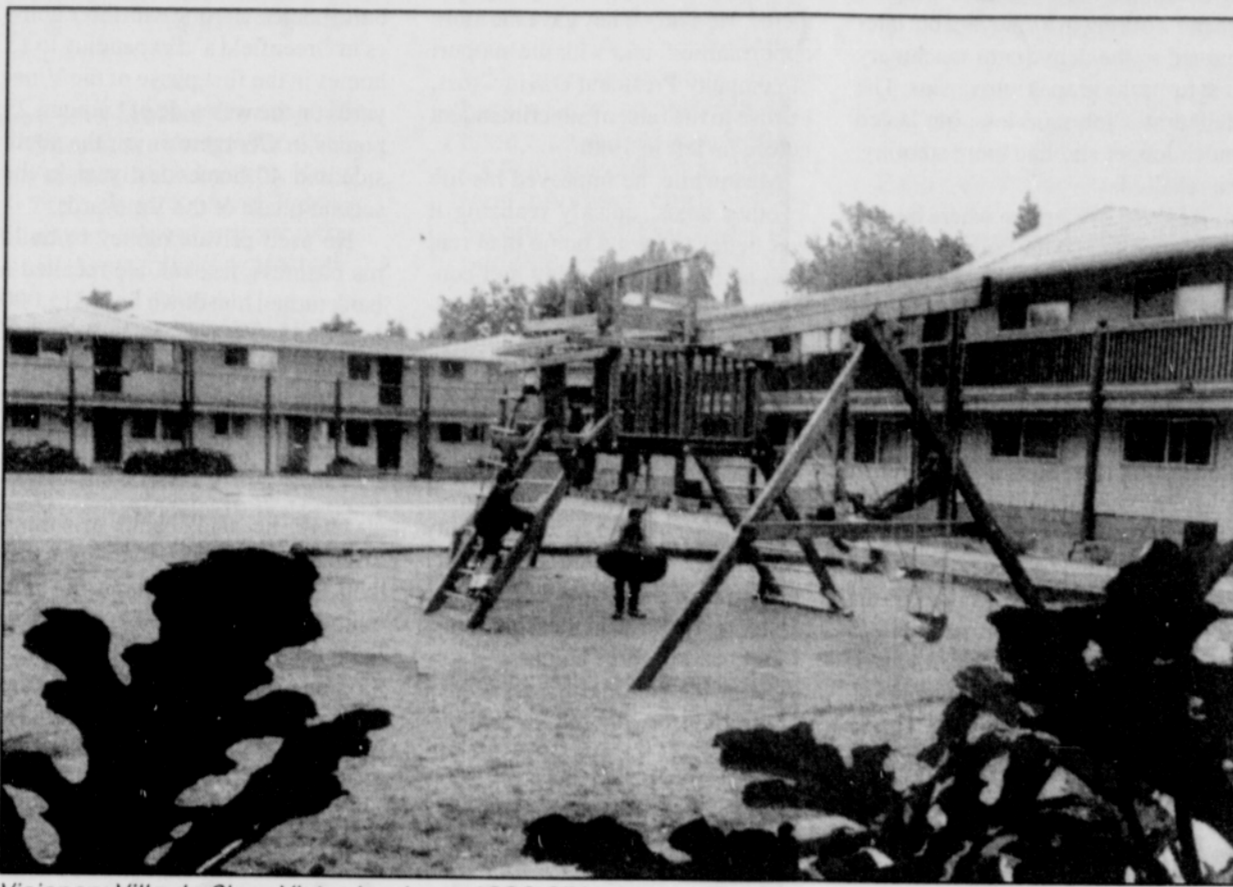
As the Portland Observador's guest writer on business and economic developments, I will contribute articles concerning business and financial planning, retirement, college and tax planning, among other topics.

Unfortunately, economic and demographic trends reveal that many people simply will not be adequately prepared for either retirement or for providing for a college education for their children. In these pages, I will illustrate methods to perhaps help you to prepare for these and other eventualities.

Additionally, I will be reporting on trends in the financial markets, utilizing resources from some of the best minds on Wall Street as interest rates, the stock market and other important financial developments are examined.

To those of you who are wondering who I am and where I come from, I'd like to offer a short biographical sketch.

I was born in El Salvador, and my ancestry in this beautiful Central American country goes back to the 17th century, when my predecessors arrived from Spain. My family was involved in agriculture and was very active in politics. My great-



Visionary Villa de Clara Vista developer 1996 CBA winner.

Photo by Timothy Collins

The acute shortage of affordable housing was driving low income people into these apartments, where the rent even here was often more than one family could afford, and as many as 15 people were crowded into a one-bedroom unit. These were easy victims for criminals of all ages and all types. Language difficulties made these people even more vulnerable and exploitable.

### Vision—Sí, wrecking ball—no

Four years later, however, the Hacienda CDC and its consortium of neighborhood, city, county, state and federal service providers has trans-

formed the infamous Galaxy, Cully, Wendorf and Townhouse Manor apartments into a successful urban renewal model called the Villa de Clara Vista.

The Villa de Clara Vista now offers 178 units of one- and two-bedroom housing and several key on-site outreach services, such as the Oregon Department of Employment, OSU and PCC extension classes, and La Clínica de Buena Salud, a primary care health clinic operated by the Multnomah County Health Department. Through these facilities at the Villa de Clara Vista, these agencies

also offer services to residents of the entire central northeast region of Portland.

### A national model

Hacienda CDC views the project as a redevelopment model designed to address the needs of low-income segments of the nation's growing Hispanic population in particular, but the Clara Vista serves the Portland community regardless of race or ethnicity.

### A commitment to opportunity

The Villa de Clara Vista arose from one of the most dangerous and ugly sites in the greater Portland Metropolitan area. The Hacienda Community Development Corporation and its allies are to be commended for their commitment to providing safety, decency and opportunity for

low-income families, and in the way they address cultural differences and language barriers between the mostly Spanish-speaking residents and the neighborhood and community-at-large which surrounds them.

### Villa de Clara Vista's unique solution

The Villa de Clara Vista realized a unique redevelopment vision which teamed up these elements: "non-profit ownership by Hacienda CDC; private development and management expertise; public funding from city, county, state and federal sources; public safety through the Portland Police Bureau; neighborhood advocacy; social, health and educational services from Multnomah County, Portland Public Schools, private non-profit agencies, and other organizations representing the Hispanic community." — (Cully/Killingsworth Revitalization Plan, June 1995).

The Villa de Clara Vista is also a successful model of community policing, where the tenants, management, neighbors, the Portland Police Bureau and Clara Vista's own security force working together have dramatically reduced the opportunities for criminals to operate and the incidence of crime in the neighborhood.

### Encouragement and change

At the same time that crime is discouraged, opportunities for self-help are encouraged through on-site employment and educational services and various support groups. Visitors to the Villa de Clara Vista are immediately impressed by the obvious pride in which residents maintain their dwellings. Flowers and shrubs grow in apartment boxes. Children play in clean and well-maintained common areas. People one encounters are friendly and smile readily.

"What I like about these apartments," said Julie Arteaga, a resident

who arrived from Los Angeles last year, "is that they have a lot of things going for the children."

This transformation is the result of dedication and much hard work by a great many people.

### The working coalition

Agencies and organizations who have been playing important roles in revitalizing this neighborhood via the Villa de Clara Vista include:

Multnomah County Community and Family Services Division and its Hispanic Services, Health Department, and Community Action Program Offices; Albina Ministerial Alliance; Camp Fire Boys & Girls, El Programa Hispano; Oregon Chicano Concilio on Alcohol & Drug Abuse; Ecumenical Ministeries of Oregon; Head Start; Portland Housing Authority; Central Northeast Neighbors; Cully Association of Neighbors; Oregon Human Development Corporation, Hispanic Access Center; the Employment Department and Vocational Rehabilitation Divisions of the Oregon Department of Human Resources; the Community Policing, Police Activities League and Sunshine Divisions of the Portland Police Bureau; and the Villa de Clara Vista Comite de Vecinos, or Tenants' Council.

### The Observador applauds Hacienda CDC

The Portland Observador applauds the vision and the work of the Hacienda Community Development Corporation and its supporting cast of agencies and neighborhood associations. Congratulations, and welcome to the neighborhood.

Hacienda CDC may be reached at 668-4115. Villa de Clara Vista at 284-3985.

Coming in the next Observador: The Villa de Clara Vista faces a threat from the past.

**Merrill on the Market**



BY MAURICE VALDIVIESO

**Merrill Lynch**

grandfather was the President of El Salvador from in the late 19th century.

My family emigrated to the United States when I was at an early age, and I grew up in New York. After completing high school, I joined the U.S. Army and served as a paratrooper in the Dominican Republic during the civil war there in 1965. I was injured during the Dominican Republic deployment and was unable to go on to Viet Nam with the rest of my unit.

After the army, I went to California to complete college and earned a BS degree in marketing and economics.

I first became involved in the financial services industry in 1971, when I was hired by a financial planning firm, and eventually went on to

become a general agent for various life insurance companies.

In 1974, I returned to El Salvador with my wife to help with the family business, and during our stay there we were blessed with the birth of a son and daughter. Unfortunately, this was a tumultuous period for El Salvador and the rest of Central America, and during this bloody era we lost the family business.

Being faced with an uncertain future and a wife and two babies, we made the decision to return to the United States and settled in Portland, where my wife has roots in this beautiful state dating back to the old Oregon Trail.

In 1983, I returned to the financial services industry and spent 12 years with Paine Webber. In 1995, I was offered an opportunity by Merrill Lynch to open a new office in Lake Oswego, where I currently serve as Vice President and Senior Financial Consultant.

For the last five years, I have worked with many individuals who have been "outplaced" by their firms, and have become almost by demand a specialist in helping individuals deal with uncertainty.

I often speak to groups and offer seminars, ranging from small businesses to Fortune 500 companies.

I look forward to continuing my involvement with the community and in providing advice and information to the readers of the Portland Observador. *Se habla español.* As a bilingual financial specialist, I look forward to opportunities to serve your needs.

*Maurice Valdivieso can be reached at Merrill Lynch in Lake Oswego at (503) 699-7201 or (800) 667-9346.*

Your advertisement in the Observador will reach 27,000 readers with each issue. Call (503) 288-0033.

"LAST WEEK, WE WALKED INTO U.S. BANK AND LEFT WITH 2 BEDROOMS AND A BATH."



Owning a home is something you should be able to do. Even if you don't make a million dollars, drive a fancy car, or have more credit than Donald Trump.

That's why we've designed HomePartners™ loans. They help more people become home owners because qualifying is easier. And there aren't a lot of hassles, either. So before you write another rent check, apply for a HomePartners loan with U.S. Bank. Just call our Community Lending Specialists at 503-731-1885 or stop by your neighborhood branch.

As always, we'll leave the welcome mat out for you.

HOME LOANS FROM U.S. BANK



Without you, there's no us.™



©1996 U.S. Bank. Home loans are made by a mortgage lending affiliate of U.S. Bank.

The Oregon Hispanic community is growing at Four Times the State Average!

**Do you have an effective strategy to win a share of the business this vital and resourceful population represents?**

You can wait until they call you.... or call us now!  
**Quatra Research Group (503) 977-0358**  
**Specialists in Marketing and Communications to the Hispanic Community**

### SUBSCRIPTION

Subscribe to the Observer and receive the Observador also!  
Only \$30 for one year!  
Suscribase al Observador y reciba el Observador también!  
Solamente \$ 30 por un año!

Call  
**(503) 288-0033**  
To Subscribe