

# WOODS IN G

The  
Portland  
Observer

## Housing Authority of Portland receives award of excellence

What started as a dream about creating a nature trail through a backyard and into the woods for children to learn more about the environment has ended up a national award winner.

The Housing Authority of Portland (HAP) has received word that its Fairview Oaks/Woods Interpretive Nature Trail has been selected as one of six National Agency Awards of Excellence in Project Design. The Award was judged by the National Association of Housing and Redevelopment Officials (NAHRO) at its summer conference held this July in New Orleans.

The award will be presented officially at the NAHRO National Conference to be held in Orlando, Fla. in October. Two Reynolds High School students, Joseph Chung and Jon Fritz, will travel to Florida to join HAP Asset Manager Annie Villarreal Trullinger in accepting the national award during a special presentation at the conference. Chung and Fritz each donated over 50 hours and a large part of their summer to help design and develop the nature trail.

The Fairview Oaks/Woods Interpretive Nature Trail is located in a 12-acre woods/wetland area that is part of the 28-acre campus of the 328-unit housing development in

Troutdale. The 3,000 foot trail features detailed signage, a viewing blind and is handicapped accessible.

### Creating the Nature Trail

The trail took form when the Green City Data Project, an afterschool environmental education program of Saturday Academy, was approached by developer Jim Winkler to form a team of high school students to create a nature/interpretive trail adjacent to the Housing Authority of Portland's Fairview Oaks/Woods development.

Students from nearby Reynolds High School environmental science classes were recruited. Technical and construction assistance was brought in from the USDA Forest Service, Michael Carlson of Community Stewards, and an AmeriCorps Volunteer team from the Northwest Service Academy.

The Reynolds students designed the 3,000-foot trail through the woods and also developed an interpretive plan, which resulted in signs and a brochure that community members can use to learn about the woods and wetlands in their backyard.

After six months of public-private collaboration, families and wildlife in the City of Fairview received the gift of an outdoor classroom and a haven for both wildlife and people.

In November 1995, the Fairview Oaks/Woods natural area and Nature Trail were officially completed and became part of the community. At the time, HAP donated a three-acre portion of the 12 acre woods/wetlands area to the City of Fairview for citizen access to the Nature Trail.

The residents of Fairview Oaks/Woods have volunteered for long-term stewardship of the woods, wetlands and trail, a portion of which was donated to the City of Fairview as a City Park. Some of the members of the Fairview apartment community's "Kids Klub" have been made honorary Trail Keepers in charge of keeping the trail clean for everyone to enjoy. The interpretive signs, panels and a brochure are designed to give residents of all ages a sense of ownership with the hope of decreasing vandalism in the community.

This project provided an opportunity to illustrate to the community how to meet our region's growing affordable housing needs, while at the same time preserving the natural areas that make our urban region so unique.

The 204-unit Fairview Oaks was constructed in 1992 through a contract with HAP and the Winkler Development Corporation. HAP owns

the complexes and manages them through the contracted services of Norris, Beggs and Simpson.

### NAHRO Awards Program

The national awards, which honor outstanding achievement in housing and community development programs, spotlight those that are making a difference in the lives of the people served by NAHRO. The competition was created to give national recognition to creative initiatives and also provide a valuable clearinghouse of programs, services, and ideas that can be adapted by other agencies to meet their local needs.

One of 18 selected from a total of 360 entries submitted from housing authorities and development agencies throughout the United States, the Fairview Oaks/Woods Interpretive Nature Trail Award of Excellence is one of six out of 50 submitted in the category of Project Design.

The National Association of Housing and Redevelopment Officials is a 63 year-old professional nationwide membership organization. Its 9,000 members have long participated in the creation and fine-tuning of national housing and community development policies and programs.

For more information, contact Joleen Colombo, HAP Public Affairs Coordinator at 273-4521.

## Hedges in variety of sizes

If you're planning to dress up the home landscape this fall by adding a hedge planting to your yard, you'll be pleased to know that there are several varieties of ornamentals that make good hedges, and they come in all sizes.

Here are a few examples.

In the 18-inch high range, true dwarf common box is recommended, said Ray McNeilan, home horticulturist with the Oregon State University Extension Service. This plant is a slow-growing broadleaf evergreen often used in edging borders around the landscape. It grows to a width of three feet and can be clipped to height of six inches if desired.

Helleri Japanese holly is suggested for hedges no more than three feet in height. This plant has a round and dense growth habit and is tolerant of low temperatures.

In the three- to five-foot high category, McNeilan recommends red leaf Japanese barberry or bullata Japanese holly. The barberry is a spiny, deciduous shrub with brilliant scarlet and yellow fall color, and red berries. The holly is an excellent foliage plant,

according to McNeilan, and tolerant of low temperatures.

Berkman oriental arborvitae is another candidate in the five feet high range. It is a slow growing conifer with golden colored foliage. If a large hedge, five to eight feet high, is needed, wintergreen barberry and sasanqua camellia are recommended. The barberry is a broadleaf evergreen and makes a dense, spiny hedge. The camellia is a broadleaf evergreen that is available in many varieties.

For eastern Oregon in the eight feet range, McNeilan suggests winged euonymus, a deciduous shrub with horizontally spreading branches and crimson scarlet fall color. Another hedge planting hardy enough for the climate east of the Cascades is common snowball viburnum. It is a deciduous plant with red fall color and red berries.

For hedges over eight feet height, European privet and pyramidal eastern arborvitae are good possibilities. The privet grows 12 to 15 feet high and is an evergreen shrub. The arborvitae is a slender conifer useful as a narrow hedge. It grows as high as 20 to 30 feet.

## Value Range Marketing redefines the listing process

Portland, September 16th, 1996 - Portland Metropolitan residents will be able to sell their homes faster with a new program launched by the Prudential Lutz Snyder Co., REALTORS and the Prudential Performance Group, which has 21 offices in the greater Portland Metropolitan area.

The program is offered through The Prudential Real Estate Affiliates, Inc. (PREA) throughout the U.S. and Canada and has already begun to redefine the real estate listing process, benefiting both home buyers and sellers. The new approach, called Value Range Marketing (VRM), replaces the fixed asking price with a predetermined range. Pilot programs in other cities have demonstrated that the concept reduces the average time a home is on the market up to 75 percent.

"We have seen the results of Value Range Marketing", said Lee Dunn, General Manager for the Oregon Prudential Lutz Snyder Co., REALTORS and the Prudential Perfor-

mance Group. "We are confident that we are able to generate the same results here in the greater Portland Metropolitan area."

VRM, which originated in Australia, has been adapted for the North American residential real estate market by PREA. The PREA network of companies is the first to introduce the concept throughout North America, beginning in San Diego and other select markets and gradually expanding the program to its 1,250 offices and 33,400 sales agents.

VRM is designed to increase exposure of listings and reduce the amount of time they are on the market. When a seller lists their home with a fixed asking price, it tends to be higher than the true market value. Sellers go under the assumption there will be a negotiation process that will bring the price of the house down, so they inflate the initial listing price.

This hurts the seller because it limits the exposure of their home and immediately excludes a number

of qualified buyers from potential transaction. Buyers automatically rule out their homes that are listed above their price range, without even seeing them. For example, if a home is listed at \$135,000, buyers who are looking in the \$125,000 market would not even consider it. With VRM, this same house will be listed in the \$120,000-\$140,000 range, broadening the market and the pool of potential buyers significantly.

In addition, VRM prevents sellers from having to drive down the listing price of a home, which can be damaging to the image of the property and discourages potential buyers. A price reduction is included in the VRM range as the lowest acceptable bid, so that it is not necessary to lower the listing price.

Statistics from other tests markets confirm the program's value. For example, VRM listings sell three to five times faster than the market average. In addition, approximately 65 percent of VRM listings are sold for more than the owner had ex-

pected.

There are also advantages in using VRM for buyers. According to Dunn, "VRM opens up a buyer's options. They get to see a greater number of homes, so they have a far better idea of what's available, what similar homes are worth, and how much they should offer on the home they eventually choose."

"PREA saw the incredible success that agents were having with VRM in Australia," says Buz Mayer, vice president, Affiliate and Organizational Development at PREA. "We knew that this was a unique concept that would benefit our customers and improve upon the traditional real estate transaction."

The PREA network is one of the fastest-growing in the industry with 1995 sales of \$52.4 billion. Founded in May 1987, PREA awarded its first Affiliation a year later. It is subsidiary of The Prudential Insurance Company of America. The Prudential web site is located at <http://www.prudential.com> or <http://pru-nw.com>.

## Northwest neighborhood Tour of Homes

The Northwest Service Center's benefit fundraiser, the Northwest Neighborhood Tour of Homes, Sunday, September 29, 1996, from noon to six p.m. This is a self-guided tour of historic homes and buildings of the northwest neighborhood. Everyone collects something to fill their lovingly restored home. This is a rare opportunity to get an intimate peek into the architecture of the turn of the century and into the treasured homes of yesterday, treasured today.

This tour is preceded by two lectures about the historic structures on the tour by distinguished Portland architects, Thomas Hacker, Alfred Staehli and William Hawkins. The talks, with slides, are on Saturday, 14 September and Saturday, 21 September, 7-9 p.m.

WHERE DOES THE TOUR START? On the day of the tour, trade in your tickets at The Northwest Service Center, 1819 NW Everett, between noon and six, for your guide booklet with directions for the tour.

PARKING: Free overflow parking at Legacy Good Samaritan parking structure, level 3, on NW Marshall between 21st and 22nd Aves.

Tickets? From Northwest Service Center, Durst's Thriftway, Zupan's, the Historic Preservation League and Fastixx Outlets. Price \$8 seniors; \$10 adults. Children 6 and under not encouraged. Lecture tickets are \$7.50.

This benefit is dedicated to the maintenance and restoration fund of the Northwest Service Center, a non-profit organization owned by the citizens of the northwest neighborhood.

## Do you rent to low-income tenants?

The Portland Housing Center would like to make your job easier. We are offering a workshop for landlords who rent to low-income tenants in Multnomah County. We hope you'll attend!

### Fair Housing:

What are "Protected Classes", how Fair Housing laws are enforced, and advertising that complies with the laws.

### Section 8:

Rule changes effective January 1996, how these changes affect landlords and tenants, and ways to make the program work for you as a landlord.

Each workshop attendee will be provided with a manual outlining the course, including sample forms and checklists.

DATE: Saturday October 19, 1996 or Saturday November 16, 1996, TIME: 9am to 4pm (Registration begins at 8:30am), WHERE: Central City Concern 2NW 2nd Street (Corner of 2nd and Burnside in Downtown Portland), COST: \$5 per workshop attendee.

If you're interested in the workshop but unavailable for the dates listed, please fill out the form and return it to us. We will send you a notice of the workshop.

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**Let's Talk Trash.**

We'll be talking recycling, too, with the Public Utilities Review Board (PURB). Plan to attend a public meeting to review the City of Portland's residential garbage and recycling collection franchise system. Come and tell us what you think!

**Wednesday, September 25, 1996 at 7:00 pm**  
 State Office Building, Room 140  
 800 Northeast Oregon Street, Portland

If you can't make it to the meeting, we'd still like to hear from you. Send your written comments to:  
 PURB  
 1120 SW 5th Ave., Rm 1250  
 Portland, OR 97204-1972  
 or sound off and leave us a message at 823-1340.