



**PORTLAND GROWING**—The city of Portland, Ore., is currently engaged in its greatest redevelopment program in its 159 years. A near-downtown shopping center—called the South Auditorium Area—to be completed this year, will be the largest in the world. Demolition on a 54-block urban renewal tract is under way. It will house only commercial and industrial structures near the city center. The proposed South Auditorium Area is shown in a light gray sketch superimposed on an aerial photo of part of Portland. (UPI Telephoto)

# Portland Building Program To Put City Among Most Modern

Portland, Ore. — (UPI) — Portland is not a boom town — that is, there is no motivation beyond human resource to account for the city's greatest redevelopment program in its 159 years.

Following some 25 years in which no significant construction was planned, Portland, in the mid-50s, began a building program that will change its face entirely, raise its economy and put it among the most modern cities in the nation.

Having experienced the normal changes of suburbia, Portland is turning inward again. A near-downtown shopping center to be completed this year will be the largest in the world.

Demolition on a 54-block urban renewal tract is under way. Cost at completion in the mid-60s will be about \$40 million.

The project, the most ambitious of the civic programs, is called the South Auditorium Area. It will house only commercial and industrial structures near the city center.

The site, now an area of time-worn, weather pocked buildings, also will be a key interchange point in the new federal highway system in Portland.

The Portland Development Commission estimates that \$75 million will be spent in the next few years on urban renewal. The long-range program includes not only changes in the form of complete redevelopment, but neighborhood improvement projects as well.

Additionally, private interests already have brought about such projects as the Lloyd Center, the world's largest shopping center; the Sheraton-Portland Hotel and the beginning of work for the 21-story Portland-Hilton Hotel, which will be Oregon's tallest building.

Portland is a young city — comparatively — located between the green slopes of the Cascade foothills and the terraced Tualatin mountains. But already its narrow streets

are outdated. Rush hour traffic is a nerve-jarring ordeal. Views of nearby snow-crested peaks are mostly obliterated by advertising or buildings.

A renaissance — or maybe just civic interest — has replaced what apparently was wide-scale apathy.

The Portland-Hilton is being financed by locally controlled debenture bonds. The recently completed Sheraton-Portland hotel in the Lloyd Center, was similarly financed to the extent of \$6,000,000.

Two other large downtown hotels have added and renovated within the past year, adding to Portland's class-A hotel rooms and providing new restaurants and new cosmopolitan color.

The Lloyd Center will have over 100 stores and businesses, a theater, one of the city's two new ice skating rinks, gardens and open air cultural exhibits in a plaza twice as large as that in New York's Rockefeller Center.

A new all-purpose auditorium, Memorial Coliseum, is

expected to draw large conventions.

The building, which will cover nearly three acres, is being constructed at a cost of \$3.5 million. Its seating capacity at 14,000 will match the Cow Palace in San Francisco. The first sports event already has been scheduled for the opening this coming

## Speak-Off Set at Country Club Here

A Toastmasters International area speak-off will be held Saturday, March 26, at the Rogue Valley Country Club, James Boyle, area governor, announced today.

Toastmasters from the Ashland club and Medford Presbyterian club will co-host the event. Speakers from Toastmasters throughout southwest Oregon and northern California will participate.

A winner and alternate will be selected to represent the area at the district speak-off in Klamath Falls in April.

November. Events have been scheduled up to 1969.

In addition, private and industrial concerns are planning a total of \$161 million in building programs for 1960 and 1961.

Portland City Club members are talking about shade trees for downtown sidewalks, sidewalk cafes a la Paris and what they term an "open heart for Portland."

These bold strokes will not cover all the city's scars, however. Portland still has, proportionately, one of the largest skid rows on the West Coast. A proposed new bridge

will knock out only part of this.

Portland's growth thus far has been marred, like most cities, with sewage pollution, dustfall, snarled traffic and large areas of cheaply constructed housing.

Portland's growth henceforth, however, will include buildings, streets and parks designed for the future. A lot of people are determined about building the city's future.

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