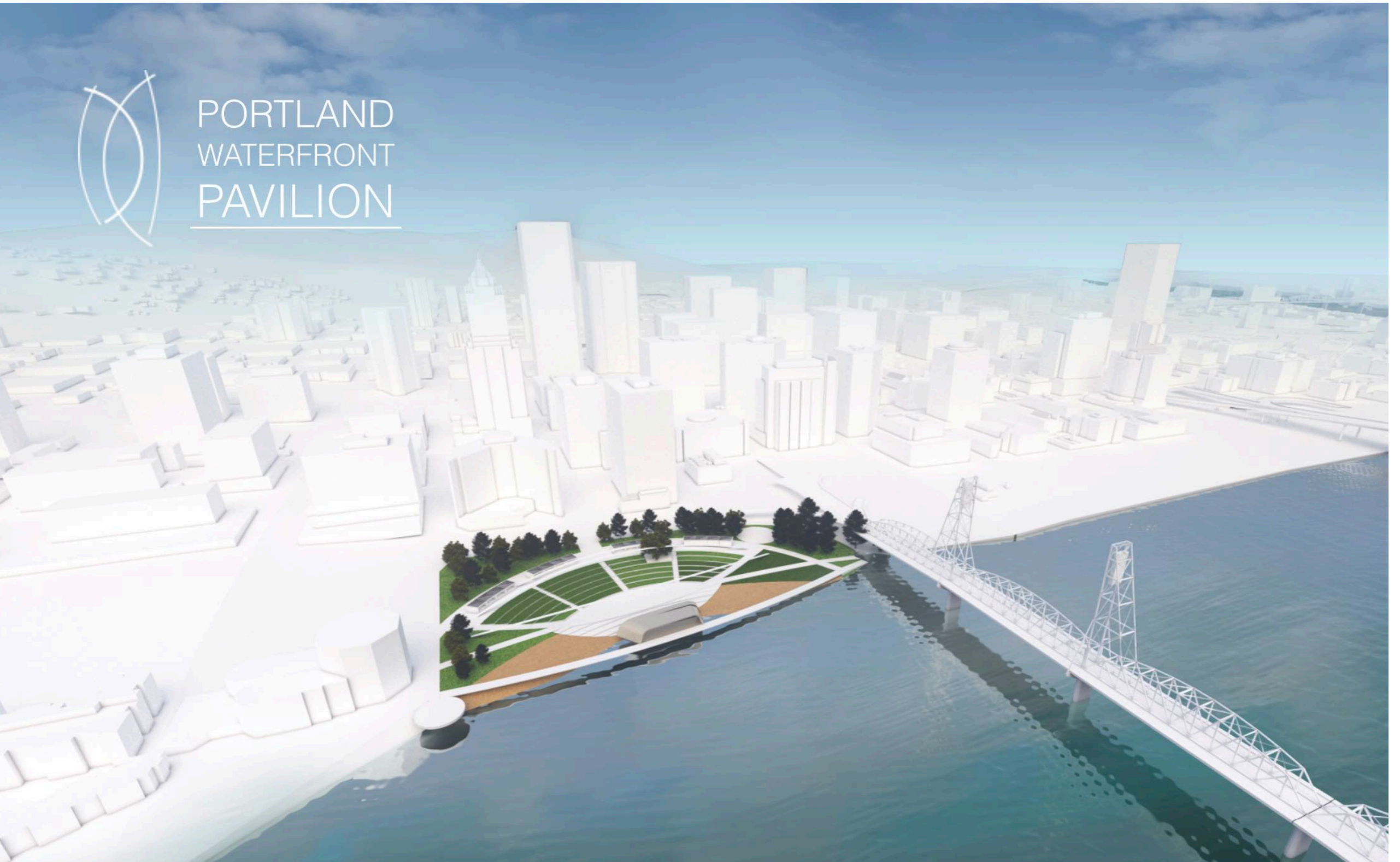




PORTLAND
WATERFRONT
PAVILION



INTRODUCTION

Portland's Waterfront is in the midst of another great transformation. Once a place of bustling energy and commerce, then a corridor for transportation, and most recently a festival ground and recreation space, it now stands to be all of these things and much more.

Portland is growing. Both in population and in national stature, as a cultural, commercial and culinary destination as well as a model for sensible, sustainable development and a more humane way of life.

With a million new residents expected to arrive in the next twenty years, a critical component in maintaining our city's character and balance is increasing density and making the most out of our spaces for gathering and recreation.

It is time for the city to reach back to the river. The vision of the Waterfront Master Plan understands this; it moves beyond the homogenous and empty character of the current park and sees a series of interconnected yet distinct spaces.

What is needed now is a catalyst. A civic space that unites city and river, a year-round destination that showcases our creative talent, technical innovation and the natural wealth and beauty of our region. A truly world-class destination that is still completely and uniquely Portland's own. This is the true potential of the Waterfront Pavilion, a space that will serve the city and represent its highest ideals for generations to come.

Brad Cloepfil
Principal
Allied Works Architecture

Great cities are defined by their aesthetic and cultural significance. From Chicago to Dubai, Milwaukee to Bilbao, structures and venues, continue to evolve from cornerstones of economic development to astonishing innovations that are at once transforming.

Our place, is a beautiful natural amphitheater, uniquely situated on the river front, yet underutilized and undervalued as a center city asset. While the bones exist, inefficient use displaces potentially significant long term value.

Cities and towns around the world are reinventing, reengaging and revitalizing public spaces—and time and again, forward thinking, fiscally responsible projects like these have demonstrated that, when done properly, they can stimulate economic development and cultural tourism, generate incremental revenue streams and deliver benefits not only in the short term, but well into the future.

In the spirit of Chicago's Millennium Park, we've set forth to create a defining destination—a lively center of world-class art, entertainment, and technology, architecture and landscape design—a vital and sustainable gathering place that reconnects our city, community and guests with our river and to each other, and delivers an experience that is entertaining, enriching and diverse.

We are at a juncture of tremendous opportunity. Now is the time to embrace and support with renewed enthusiasm, the value of Waterfront Park as integral to the life of our city: timeless, alive and transforming.

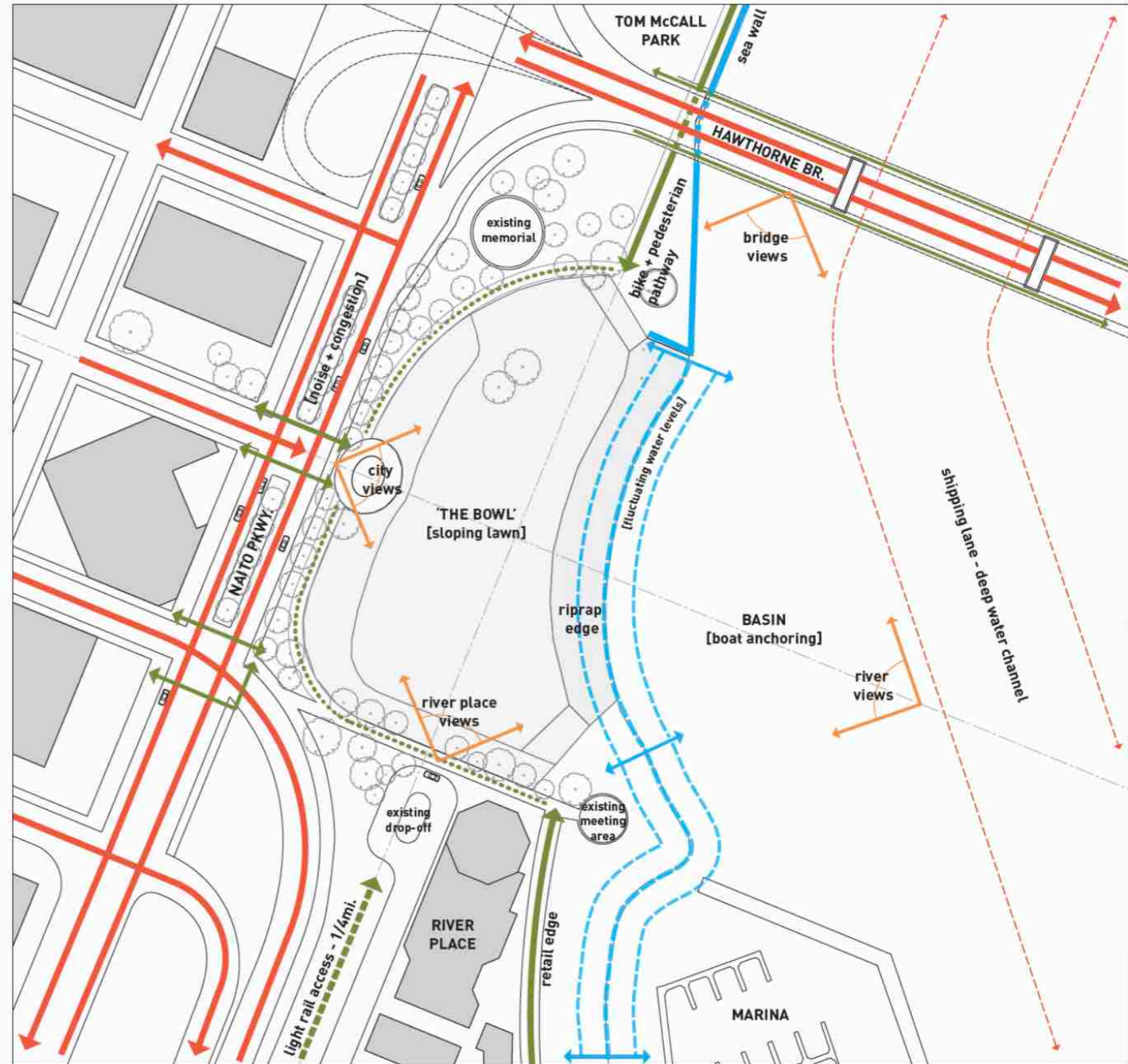
Peter Johnson
Managing Director
Portland Waterfront Pavilion

SITE ANALYSIS

The Bowl at Waterfront Park is one of the largest open spaces in the City, unique in its location, its sloping topography and its connection to the river. It sits at the intersection of four distinct landscapes: **Downtown**, with a compact mix of commercial, cultural, hotel and residential components. **Tom McCall Park**, that has a dual life as host to numerous festivals and events for a portion of the year, and as an informal recreation space for the remainder. **River Place and the Marina**, which contains similar elements as downtown but with a completely different character; and lastly, **the Willamette**, which is vital as a place of commercial, transportation and recreational interests, but also supports its own distinct living systems - native wildlife and vegetation that are struggling to coexist with human uses.

Alternately a quiet and empty space along the water or a gathering place brimming with music, bodies, and energy, it may be said that the space doesn't function well in either capacity. The areas that bound it on all sides find themselves disconnected rather than united by the expanse of the Bowl and the vehicular traffic that bounds it on three sides.

One possible solution is to draw more uses into the site: retail and market space from River Place to the south, an occupiable edge to downtown with water features and play spaces, new bicycle and pedestrian paths connecting to McCall park and the Esplanade, a 'destination' eatery with views of the river that will attract downtown workers and residents, and lastly, a beautifully designed park that doubles as a one-of-a-kind space for performance and assembly.





The Master Plan for Waterfront Park has identified several distinct regions for future development. While not mutually exclusive, each has a unique identity within the whole composition. As currently envisioned, the area known as The Bowl has been placed within the first phase of the development plan. The concept rendering and narrative for this area identify several key goals and initiatives to be addressed with the redesign of the space. These include:

- Continuation of the multi-use path beyond the seawall. This is intended to be a critical link to River Place and South Waterfront. As such it should be sufficiently scaled, paved and graded to accommodate higher traffic volumes and a wide variety of users.
- The introduction of terraced seating areas into the existing slope.
- Improved connections to the river and the enhancement of the waters edge to support vegetation and wildlife.

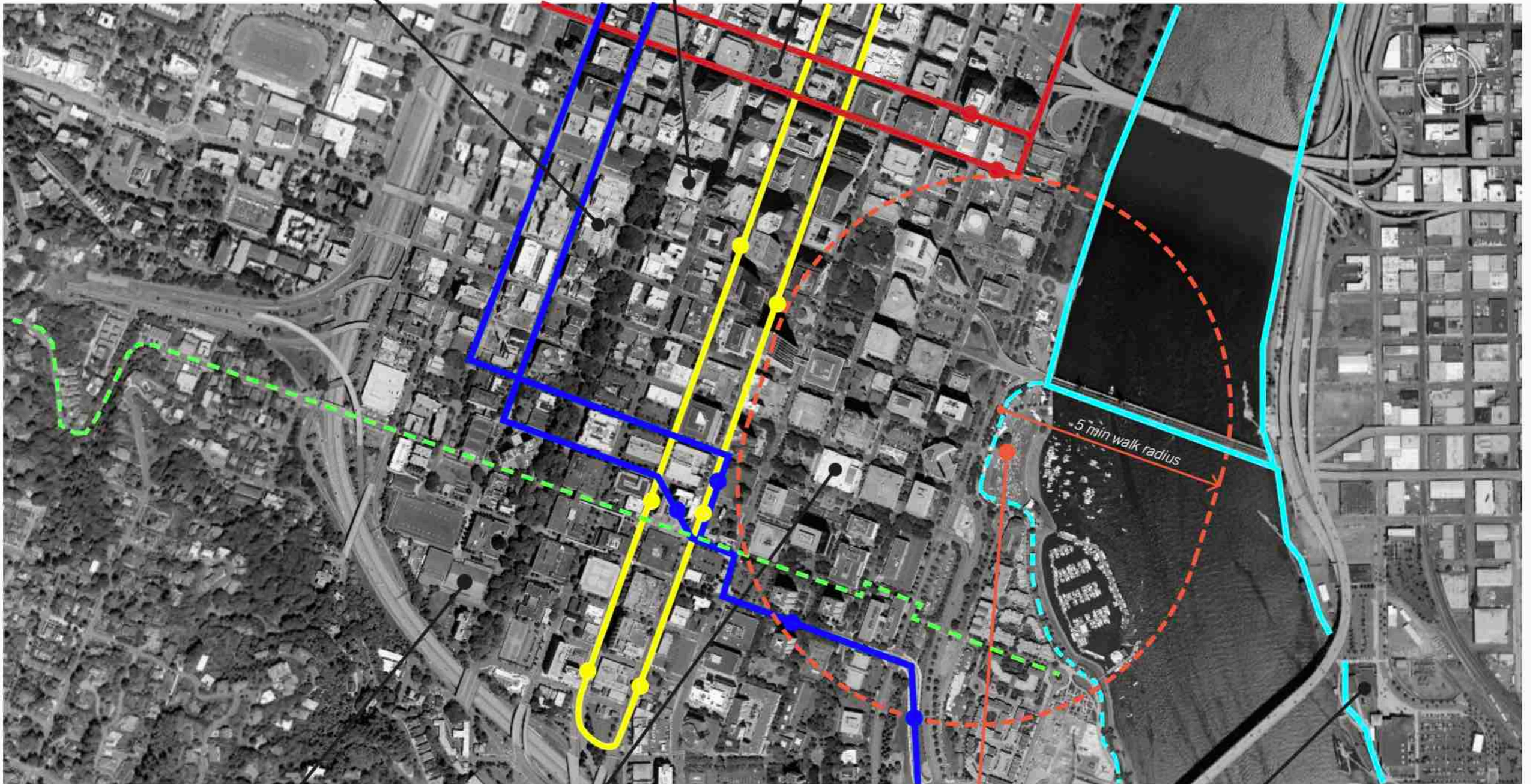


PORTLAND ART MUSEUM

PCPA / SCHNITZER CONCERT HALL

PIONEER SQUARE

- ESPLANADE / RIVERWALK
- MAX RED / BLUE LINE
- MAX YELLOW LINE
- STREETCAR N/S LINE
- - - 'GREEN' STREET



PSU STOTT CENTER

KELLER AUDITORIUM

WATERFRONT PAVILION SITE

OMSI





Centrally located between downtown and South Waterfront, the only river access on the west side of the river, and perhaps the most overlooked attribute: within direct eyeshot of millions of people who travel the I5 corridor every year—all potential visitors.

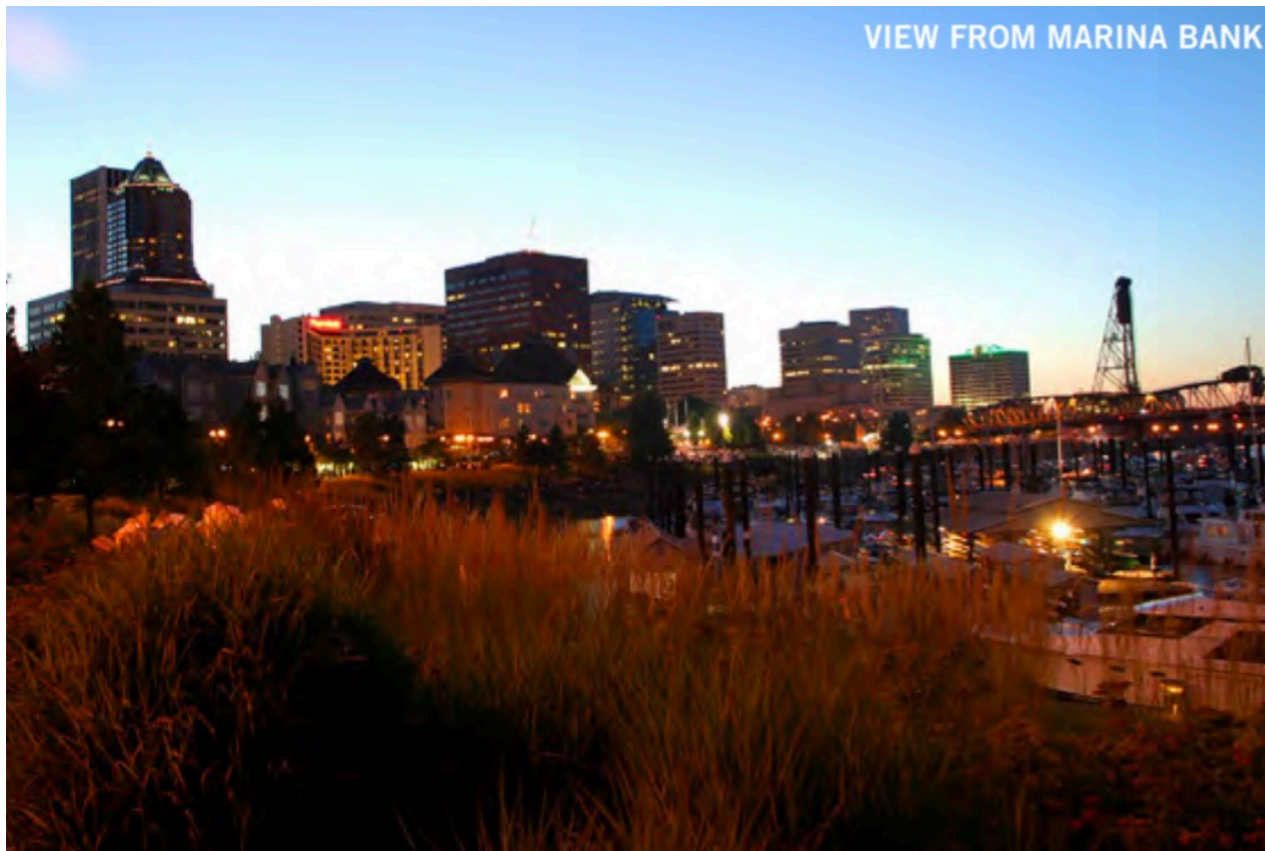
BLUES FEST



JAZZ FEST



VIEW FROM MARINA BANK



VIEW FROM HAWTHORNE BRIDGE



VENUE COMPARISON

In conceiving of a new performance venue along Portland's waterfront, it is essential to place it in its proper context. This extends beyond the physical boundaries of the site to encompass other local, regional and national amphitheatres, parks and civic spaces.

The scale, geometry, and use of these comparable spaces varies widely, but each has a lesson for this undertaking. Some are more versatile and successful than others, though it is difficult to apply a strict formula for success.

In all cases, the experience of the visitor should be of paramount importance. The very best examples achieve a deep resonance with the landscape and with the communities they serve. Moreover, they continue to be beautiful, memorable, contributing spaces long after the stage is dark. This is clearly the aspiration for the Waterfront Pavilion.

The best urban examples, such as Millennium Park in Chicago or the recent Bicentennial Amphitheater in Columbus, reveal that the experience and vitality of the space is a matter of location, exceptional design, and the creation of a critical mass of amenities and attractions that appeal to a wide variety of interests.

Portland has no shortage of places to gather in the open air. From political rallies in Pioneer Square to picnics on the green terraces of Washington Park, each contribute to the identity of the city in their own way. However, no other site possesses the location, visibility, size and potential necessary to host a major performance series or event, or to serve as a genuine gateway to the city, whether by land, sea, or air.

SIMILAR SCALE

MILLENNIUM PARK
CHICAGO, ILLINOIS

CLARK COUNTY AMPHITHEATER
RIDGEFIELD, WA

THE GORGE
GEORGE, WA

RED ROCKS AMPHITHEATER
DENVER, CO

LOCAL SPACES

JELD-WEN FIELD
PORTLAND, OR

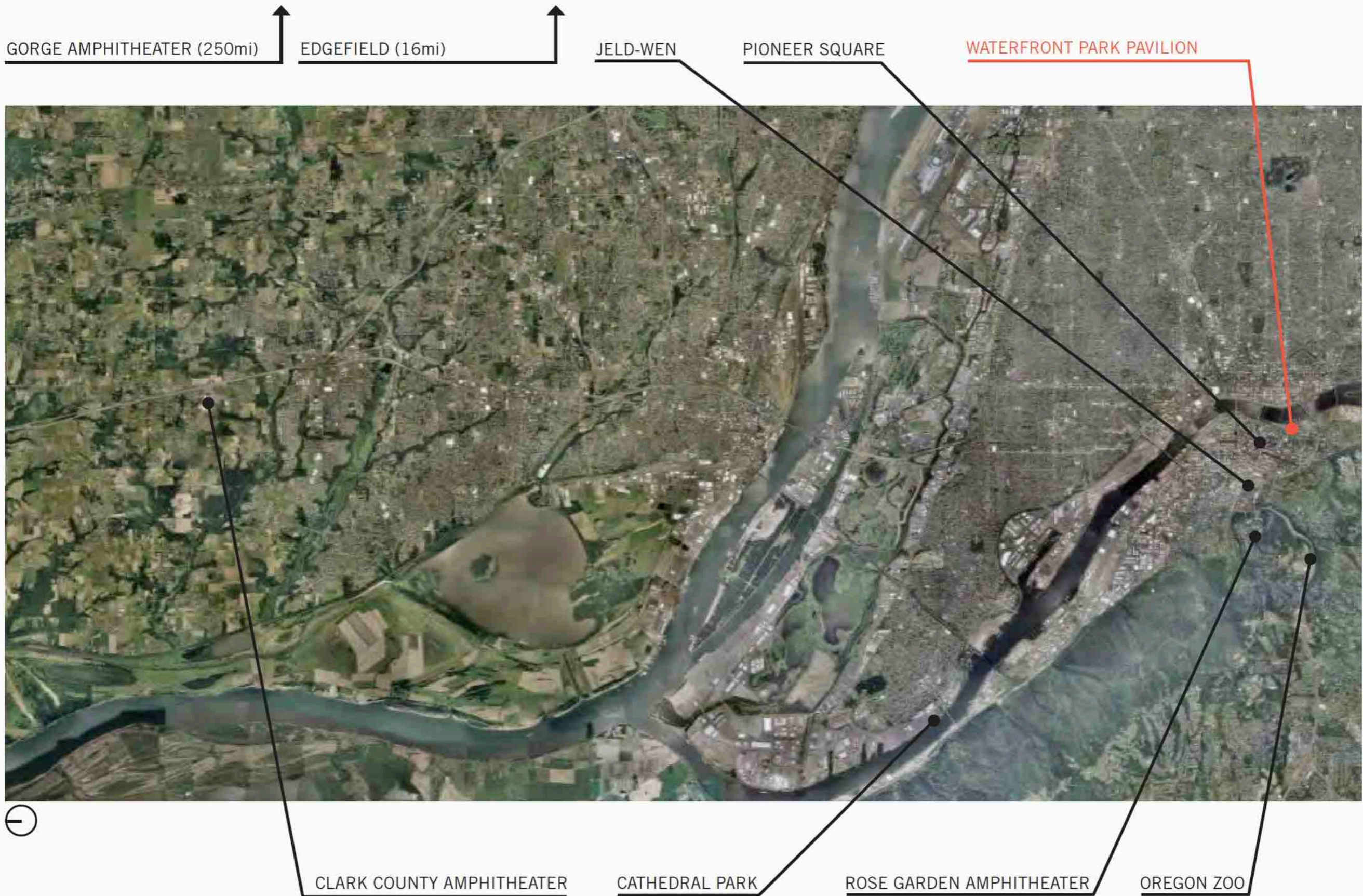
ROSE GARDEN AMPHITHEATER
PORTLAND, OR

OREGON ZOO
PORTLAND, OR

PIONEER SQUARE
PORTLAND, OR

CASE STUDY

BICENTENNIAL PARK
COLUMBUS, OH



What will the Waterfront Pavilion become?

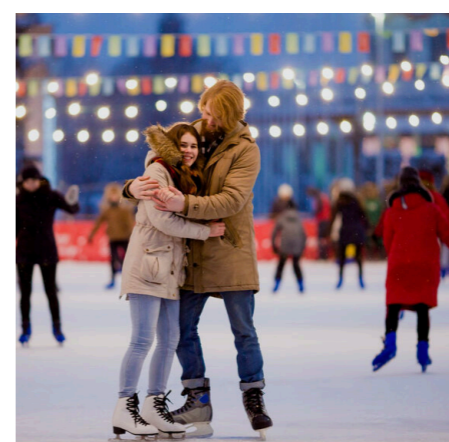
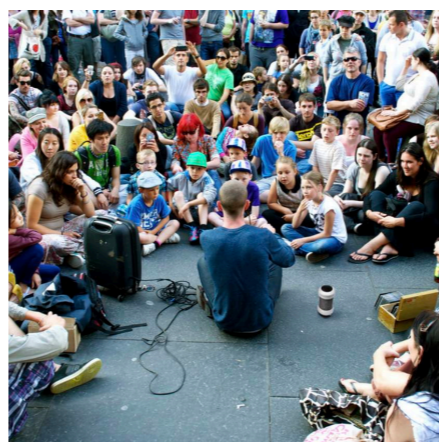
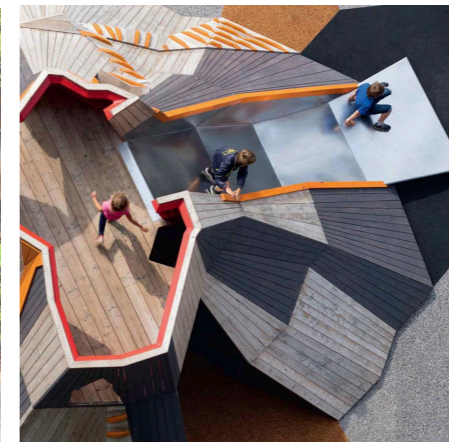
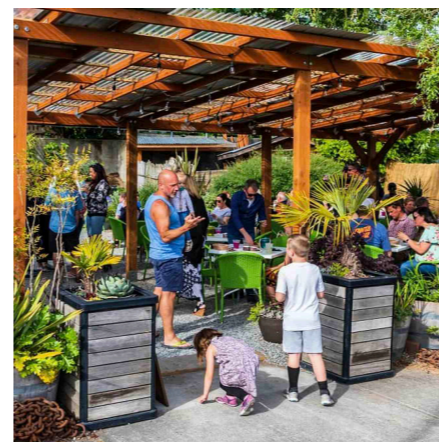
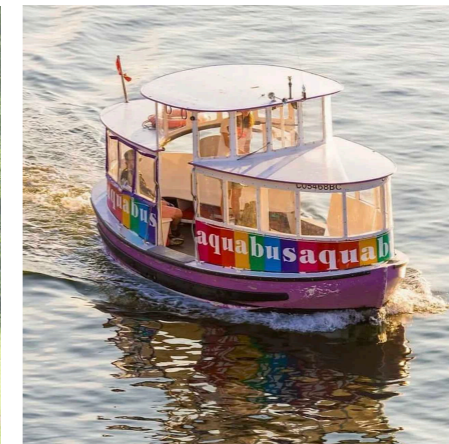
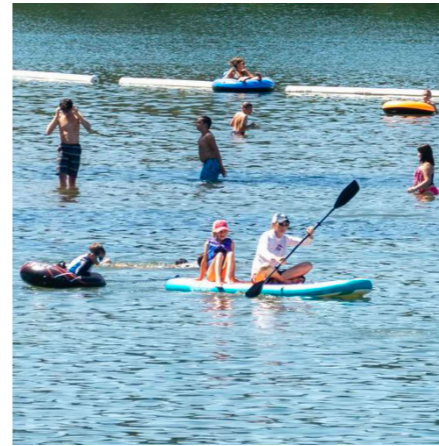
What will it mean to the city?

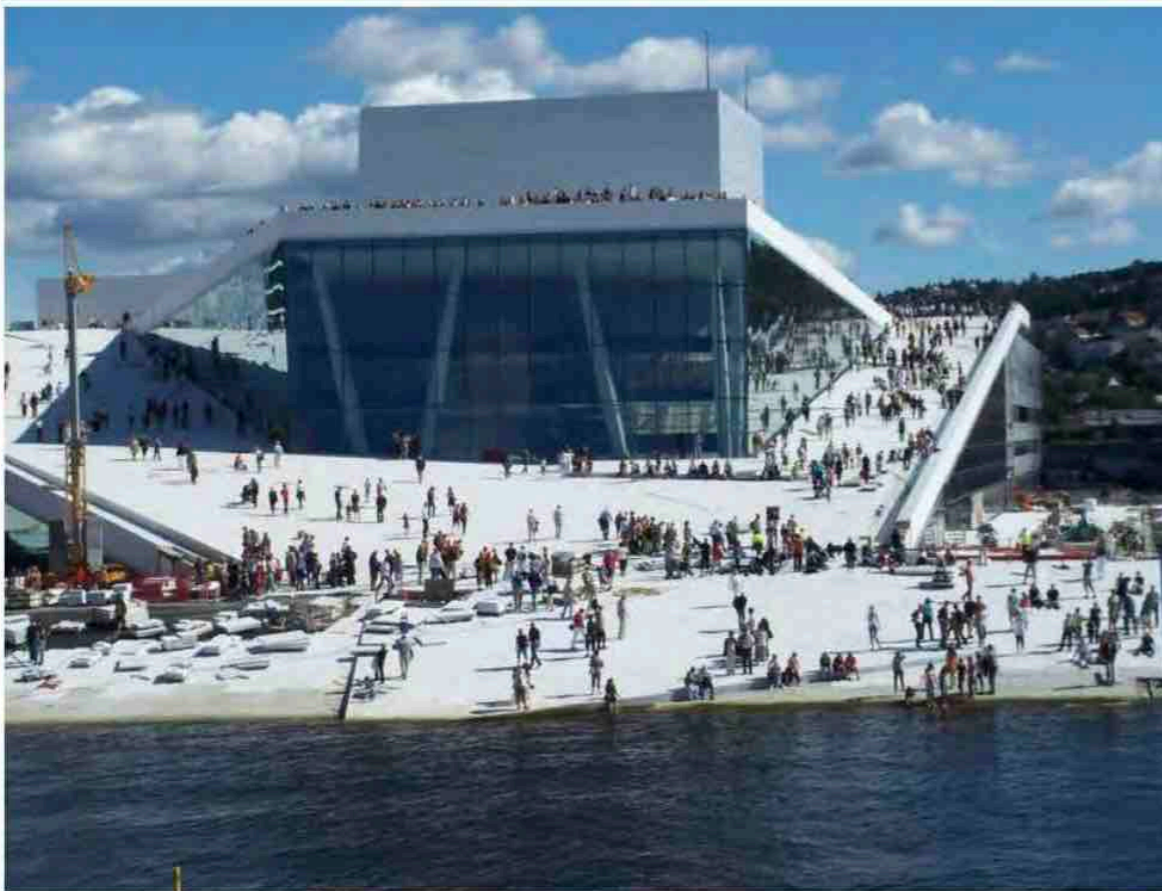
Beyond the data and statistics related to performance venues, there are profound issues to consider: the interconnection of cities and water, the need and the desire for ceremony and gathering, the need for a space for art to be seen, heard and experienced.

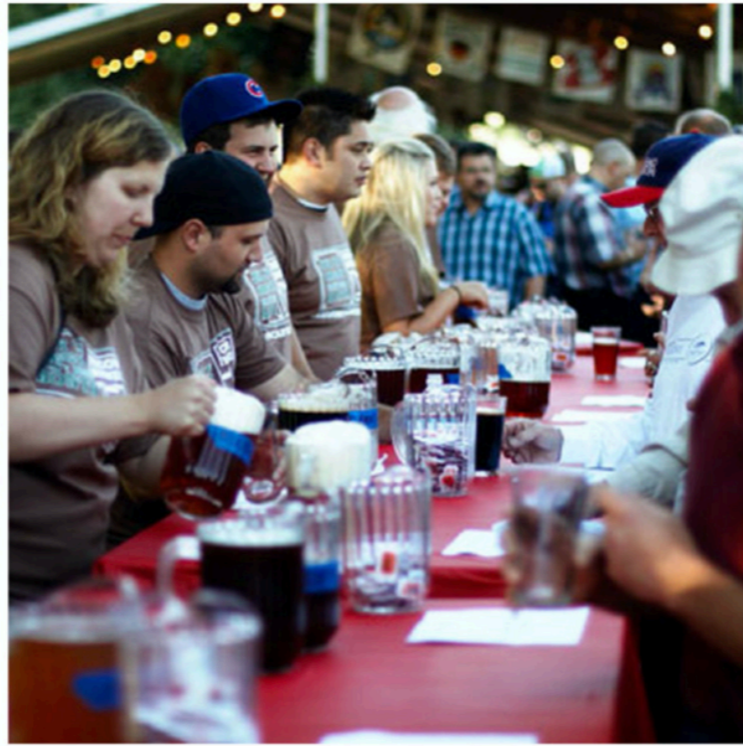
The success of great urban spaces is the result of many factors. The density and use of surrounding areas, the physical location of the space along critical pathways, its difference and distinction from the urban fabric, its ability to accommodate both organized and incidental use, its ability to offer a pleasurable experience in all seasons and hours of the day.

While our research has led us to examine these conditions, we have also turned to other sources for inspiration. We've looked to the modern industrial and social landscapes of the riverfront, from water steps along the Ganges to the barges that are the engines of riverborne commerce.

On a fundamental level, we've looked to the forces of nature and technology, the way water shapes the land, the way sound waves travel and waves propagate across the water's surface, the way elements and systems work together to support life and activity.

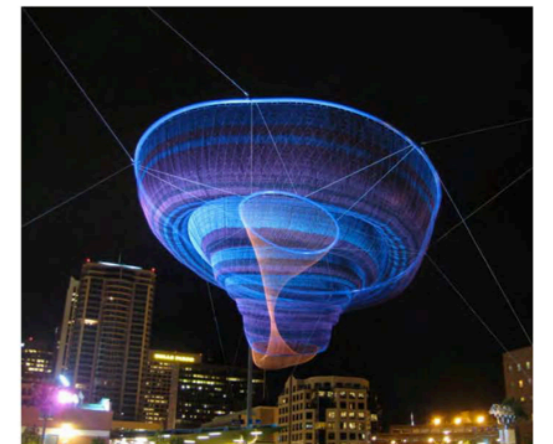
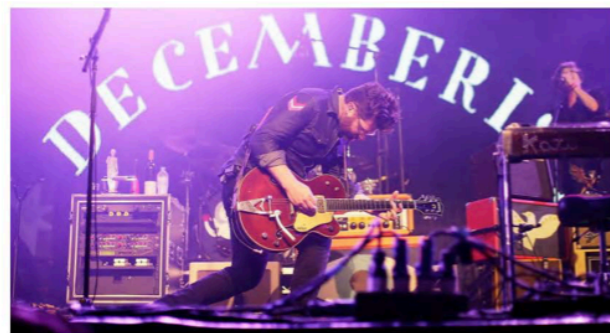
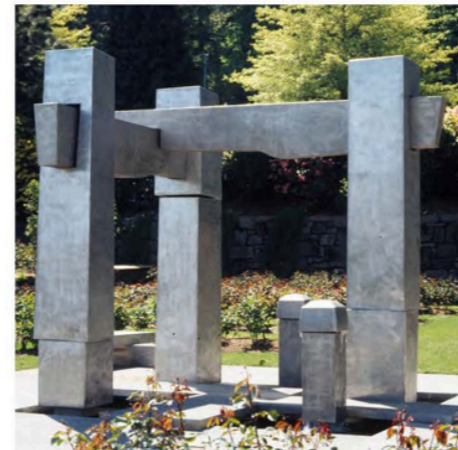






MARKET WALK

RIVER ACCESS



PERFORMANCE

PUBLIC ART & INSTALLATIONS

Bridging the Gap.

The current 'Bowl' registers as an empty space along the waterfront. In developing a new Pavilion, it is possible to create multiple pathways and connections that serve as overlooks, recreational paths, and active marketplaces. As the bridges over the Willamette join eastside to westside, so will the Pavilion and its pathways join Tom McCall Park to River Place and South Waterfront.

A Civic Room at the Water's Edge.

The current waterfront lacks a focal point, a true destination space that can be used for performances, events, and special gatherings as well as more informal uses. The room will offer a unique vantage point, raised above the water and looking out to the city, along the river and to the eastern horizon.

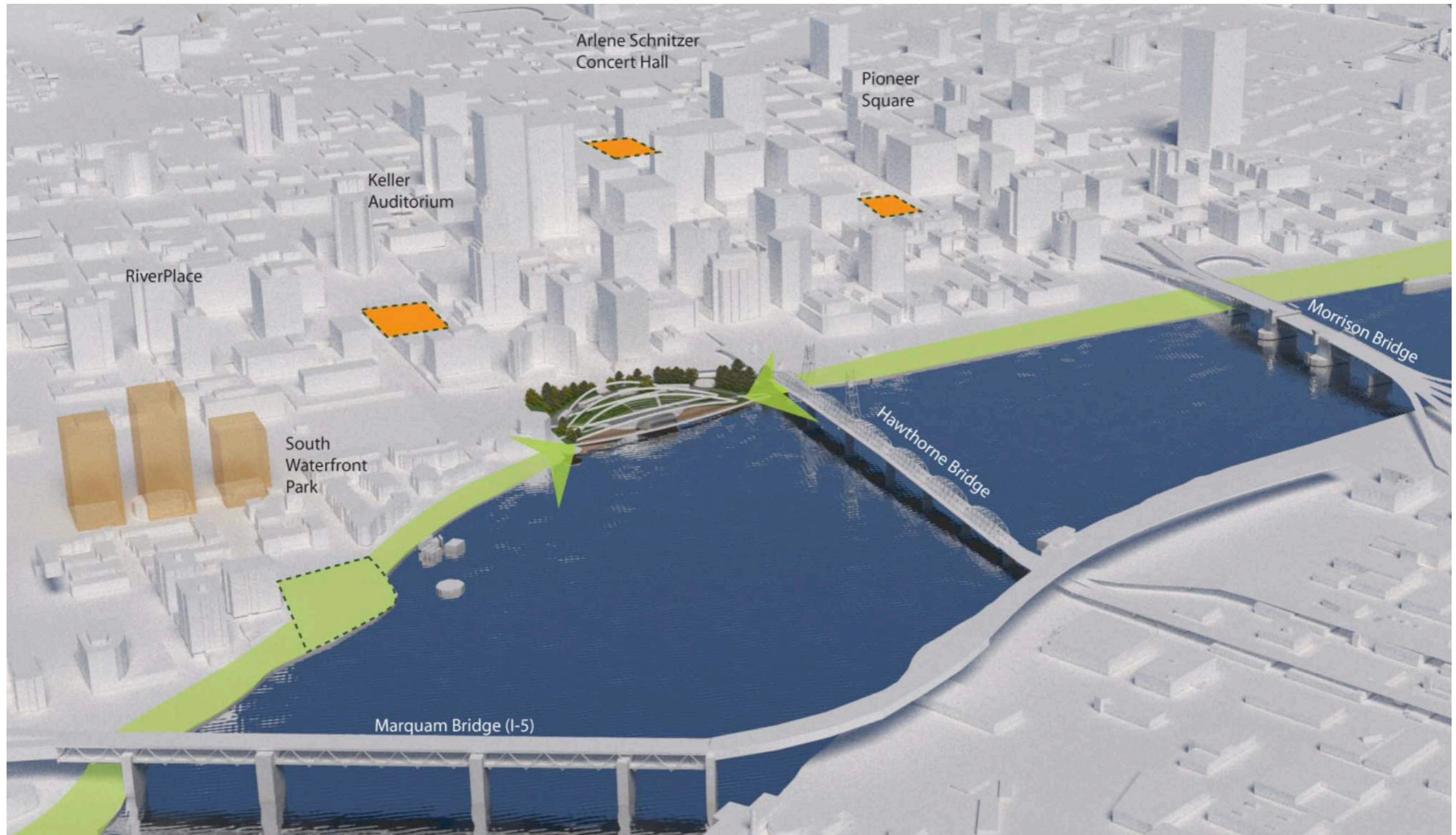
Weaving together City and River.

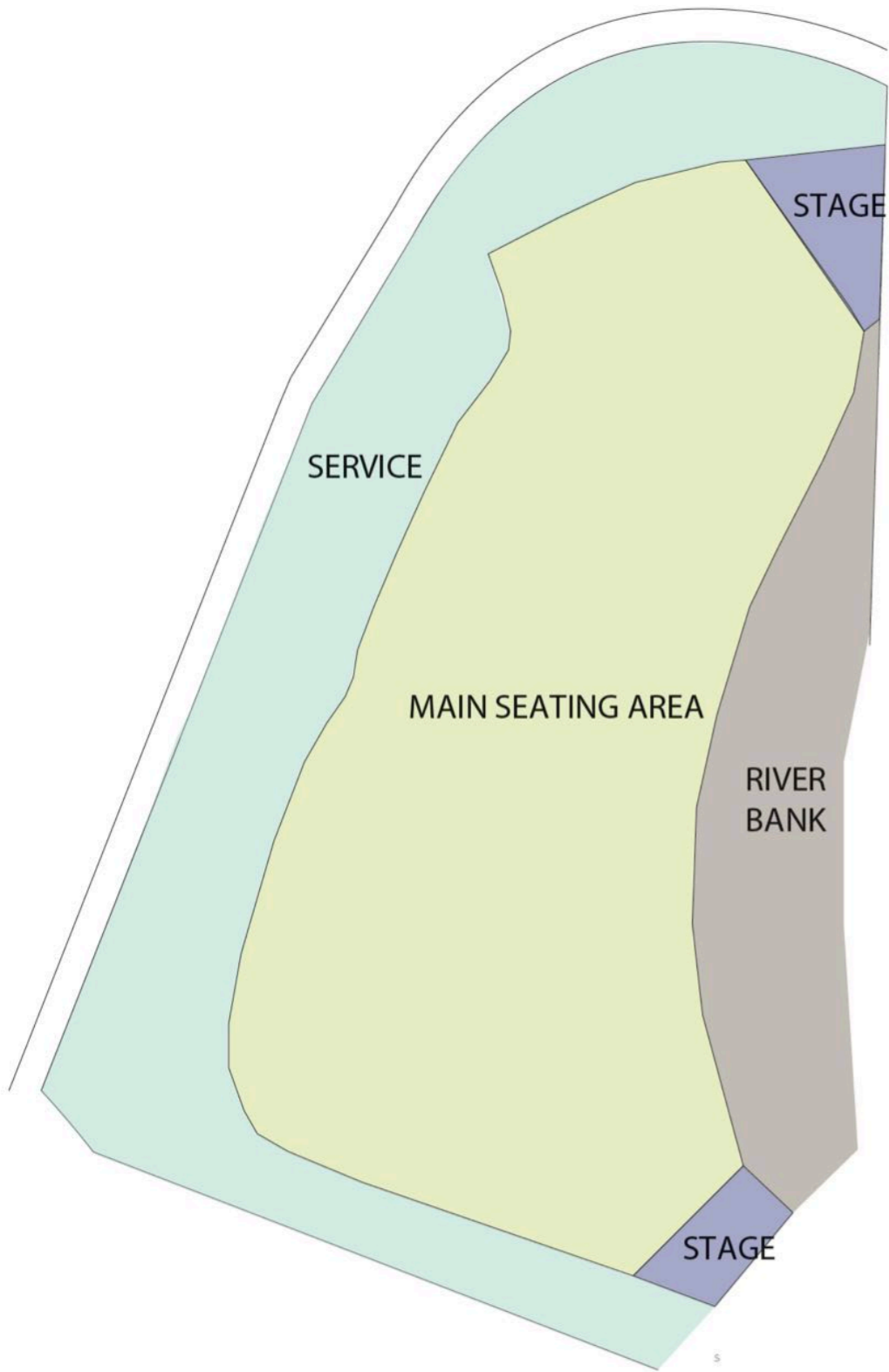
The revitalized space will develop physical, visual, and programmatic connections that unite and combine the many environments and uses that surround the Pavilion: park and marina, downtown and river's edge, retail, residential, and recreational.

Coming Full Circle.

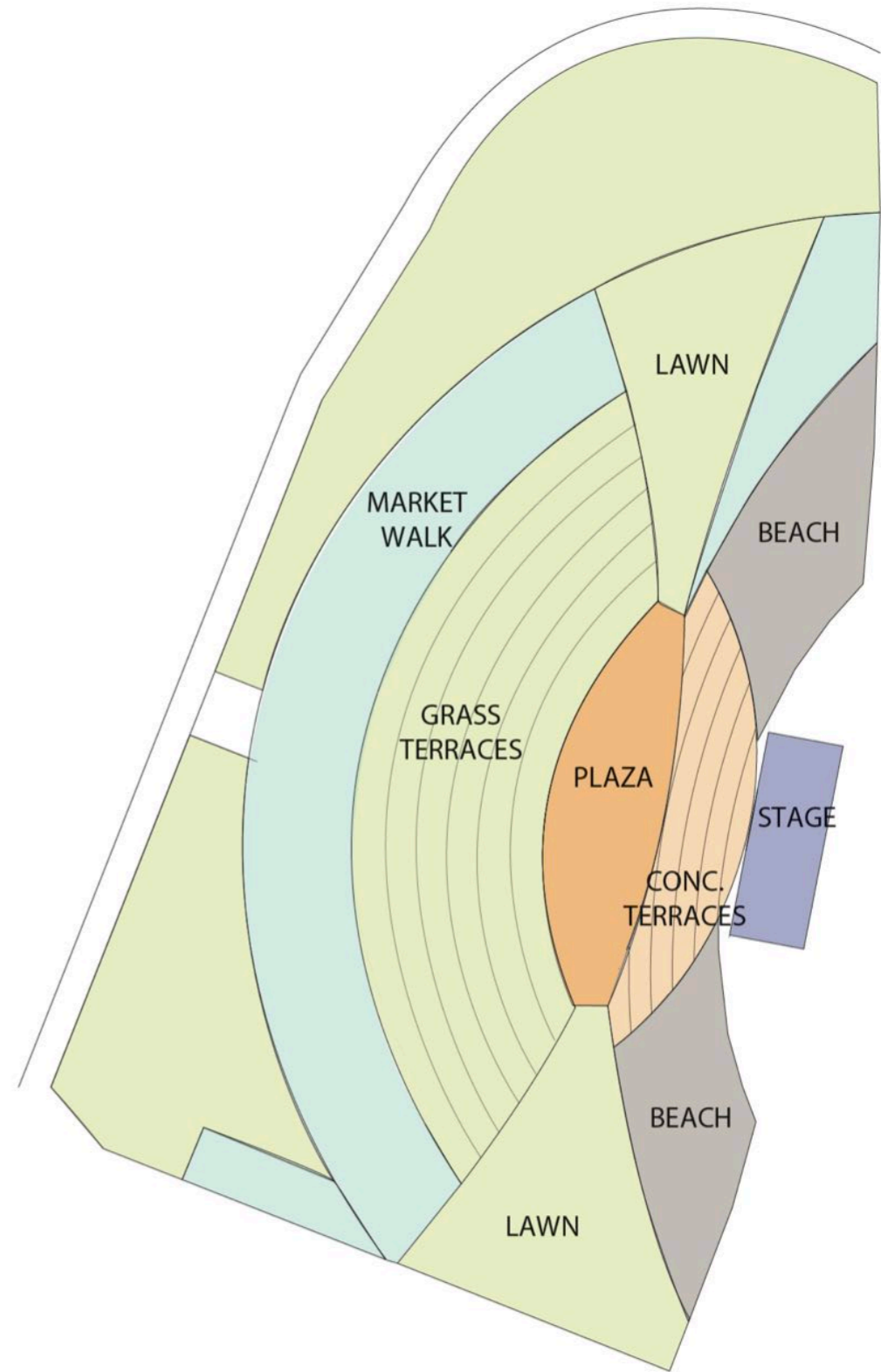
Create a space where the city gets together, where it comes to celebrate Portland's innovative spirit, history, unique culture and its extraordinary place in the world. The Pavilion has the potential to resonate far beyond its physical boundaries.



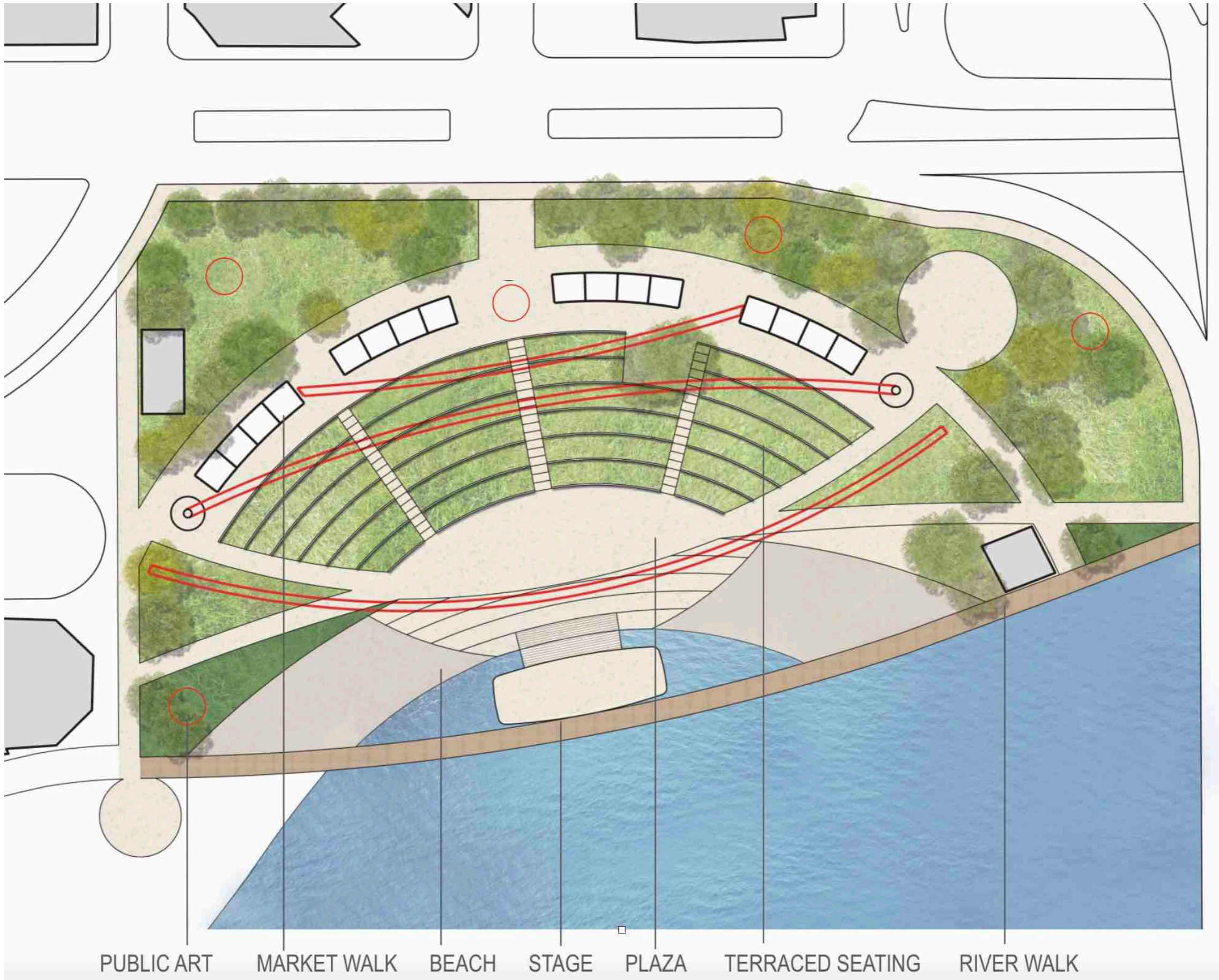




EXISTING



PROPOSED



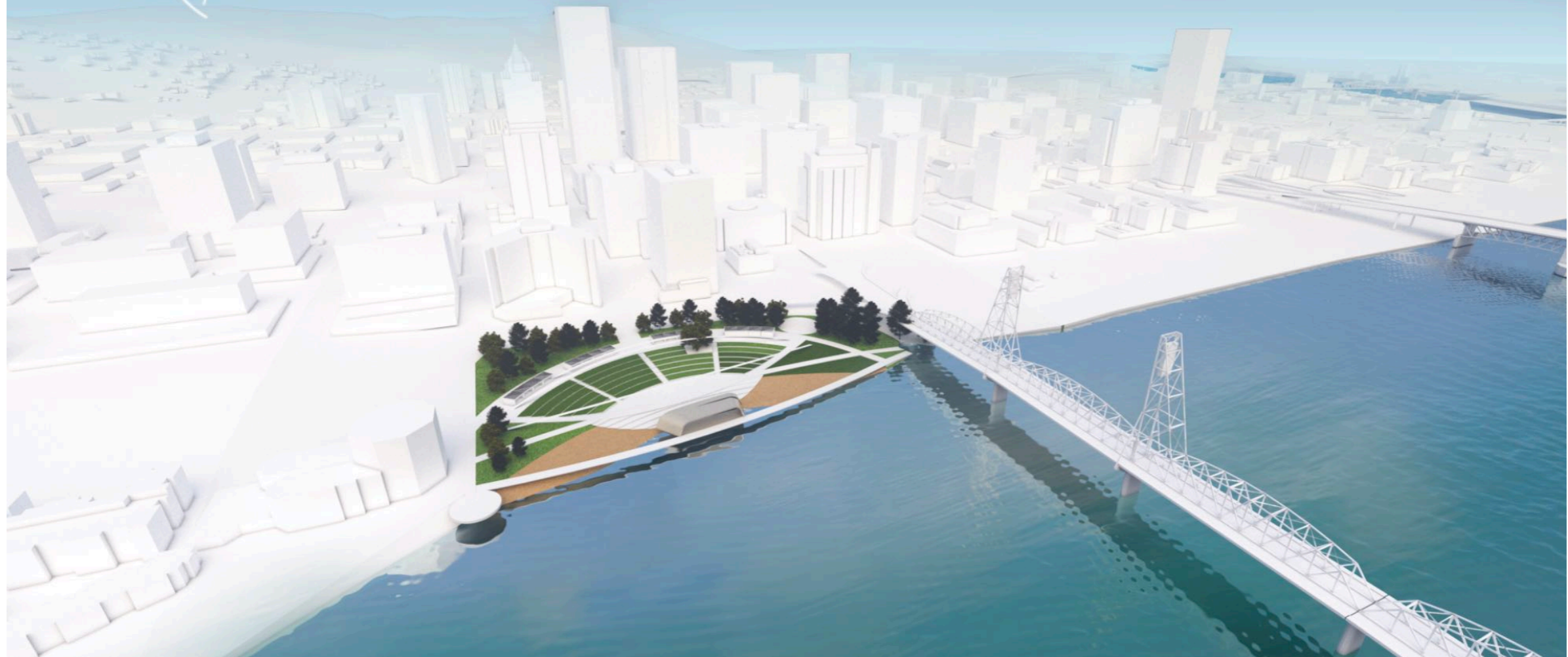








PORTLAND WATERFRONT PAVILION



2007

Initial Concept
Concepts + Analysis Development
Public/Private Discussions

2019

Presentation to Mayor
Economic Impact Study
Formation of Board
Public/Private Discussions

2023

Scope of full design, feasibility study
and cost model
Board and Partner Development
Public/Private Discussions
Formal presentations

2025

Construction

2018

Incorporated
Public/Private Discussions

2020

501c3 Approval
Board Development
Public/Private Discussions

2024

Documentation & Permtng

2027

PWP Opens to the World!