



## **The Zidell Companies and North Macadam: A vision and a legacy.**

The Zidell family has a long-standing involvement with Portland's North Macadam District. Since the 1920s, the family's businesses have operated on a site between Moody Avenue and the Willamette River, and that property has become the spiritual, intellectual and financial heart of the family's enterprises. Because of that special history, the family envisions the future development of the property as something more than just an asset to be maximized in value. The family views the property as a special asset, and sees an opportunity for all of Portland to gain from its careful, thoughtful and creative redevelopment.

We believe that the development of North Macadam can be an engine for economic growth, and more important, can reconnect adjacent neighborhoods and businesses to the waterfront. Therefore, We support a mixed-use urban neighborhood that embodies the following characteristics:

### ***Architectural greatness***

We envision architecture that will bring history forward, using industrial materials in new ways that evoke the maritime history of the property while ensuring economic flexibility and environmental sustainability. Transparency and light will be critical design elements, to preserve views of the West Hills, Mt. Hood and the Willamette River.

### ***Unique connections between people and the environment***

Extension of the Willamette Greenway from Riverplace through North Macadam will reconnect people to the River in a dramatic fashion. The neighborhood will have new access to the 40 mile loop, a system of recreational trails now more than 100 miles long. New vistas of Mt. Hood, Ross Island, and the Willamette River will also open up from the residences, workplaces and open public spaces that will thrive along the greenway. The street pattern will encourage walking, lingering at outdoor cafes and in public spaces, vibrant interaction between residents, researchers, visitors.

### ***Public art and other expressions that reflect the history of the property***

Both the aspirations and achievements of a community are expressed in its public art. We hope to develop collaborations between artists, architects and developers, yielding art that enriches the experience of those that live in and use the Macadam District. In addition, we envision other cultural magnets that capture the flavor of the waterfront. These might include a maritime museum, a public market, a riverfront esplanade, an outdoor concert amphitheater, or other public gathering spaces.

### ***Renewed connections with the Corbett, Terwilliger and Lair Hill neighborhoods***

We support an international competition to design an aerial tram from Marquam Hill to the center of the new urban neighborhood along the river. A major challenge posed to design competitors will be how to reconnect adjacent neighborhoods with the River and the development in North Macadam. To us, the Tram project is not just a line connecting two points; it is also the landings and the activity created around them. A thoughtful, high-quality design will be sensitive to human scale, and will enhance, not obstruct, our sense of community and neighborhood.

### ***Diverse opportunities for working and living along the Willamette River***

We are committed to maintaining our vibrant industrial operation in Portland, yet we understand that the land around us will gradually be transformed for new urban development. Zidell's history is intimately tied to this land. Just as our property was the site of great contributions to our economy after World War II, we believe that the North Macadam development could launch a new era of prosperity for Portland.

***In the end, we hope the North Macadam project will represent a vision for the city's future, and a legacy for its citizens.***