

## Fountain Case Study: Jamison Square, Portland, Oregon



Jamison square was built in 2000 and provides a lively urban oasis for residents and visitors to Portland, Oregon’s Pearl District. Jamison square is known for its focal feature: an interactive fountain which simulates a shallow tidal pool. As the City of Portland Parks Department explains, “Water cascades from stone joints into low pools as the fountain continuously recirculates treated water with energy efficient pumps and motors.”<sup>1</sup>

The Urban Renewal efforts of the Portland Development Commission (“PDC”) and private developers in Portland’s Pearl District have been successful in transforming the former gritty and mostly vacant industrial area to a vibrant and popular neighborhood. The Urban Renewal Plan for the Pearl District emphasized mixed-use development of high-density housing, galleries and retail space. From the outset, PDC recognized the importance of maintaining and enhancing public open spaces in the neighborhood. As PDC explained, “the Pearl District is planned to have one of the highest densities of development, which will require parks and open spaces to mitigate some of the impacts of that density.”<sup>2</sup>

Jamison Square was one of the first parks created to meet that need. It has become a popular destination that “attracts hundreds of families and children on warm weekends.”<sup>3</sup> With direct access to public transportation via the Portland Streetcar, the large volume of visitors to Jamison Square boosts the economic vitality of the area’s shops and restaurants. On hot summer days especially, the surrounding family-friendly restaurants and shops are known to be packed with parents and kids taking a break from splashing around the Jamison Square fountain.

<sup>1</sup> Portland Parks & Recreation, Jamison Square. <<http://www.portlandonline.com/parks/finder/index.cfm?PropertyID=1140&action=ViewPark>>

<sup>2</sup> Pearl District Development Plan, pg. 21. <[http://www.pdc.us/Libraries/River\\_District/Pearl\\_District\\_Development\\_Plan\\_pdf.sflb.ashx](http://www.pdc.us/Libraries/River_District/Pearl_District_Development_Plan_pdf.sflb.ashx)>

<sup>3</sup> Projects for Public Spaces, *Jamison Square*. <[http://www.pps.org/great\\_public\\_spaces/one?public\\_place\\_id=679#](http://www.pps.org/great_public_spaces/one?public_place_id=679#)>

## Fountain Case Study: Beaverton, Oregon



Beaverton City Park Fountain



Ava Roasteria

City Park Fountain in Beaverton was built in the early 2000s and has since become “the central focal point” of the community and an engine for Downtown revitalization. Park improvements, including playground equipment, the fountain and benches, were constructed using Beaverton Library bond funding. Beaverton is home to 89,000 residents<sup>1</sup>, thousands of whom visit the fountain and park during the warm weather.

“The fountain has been, in the summer, the focal point of Beaverton. That is the central focal point now. When it is warm, there can be 300 people down there in that little park at times,” said Rick Weaver, Beaverton public works manager.

The fountain “has been a real community placemaking asset for our city. It has created a place where there was no place before,” said Holly Thompson, a program manager in Beaverton’s mayor’s office.

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<sup>1</sup> US Census, Beaverton, Oregon. <<http://quickfacts.census.gov/qfd/states/41/4105350.html>>

The fountain also has generated business activity in the Downtown. Largely because of the people attracted to the fountain, a local businessperson turned a nearby vacant, dilapidated gas station into the city's primary place to gather and meet their neighbors, Ava Roasteria.

"That wouldn't have happened without the park" and fountain, Thompson said. Part of Ava Roasteria's attraction to the site was the proximity to the park and fountain. The Ava Roasteria owner went through a long process of cleaning up the polluted brownfield site to make way for a new coffee shop that is open 24 hours. Thompson calls the shop "truly a community asset." The Ava Roasteria owner has since purchased and remodeled another property close to the fountain for a catering business and conference center.

The fountain "just absolutely revitalized the area" Thompson said. Although the park used to be in an area that was vacant or underutilized, the area has been transformed in the minds of Beaverton residents. In recent visioning sessions, residents identified the library/park/fountain area as the center of Downtown.

## Fountain Case Study: Millennium Plaza Park, Lake Oswego, Oregon



Lake Oswego's Millennium Plaza Park is known throughout the community as the City's "living room" – a central meeting place where residents can enjoy local shopping and dining, peruse a weekly Farmer's Market, enjoy a summer concert, or attend numerous annual and special events.<sup>1</sup> Located in the heart of downtown Lake Oswego, Millennium Plaza Park overlooks Lakewood Bay and features four separate fountains throughout the property: two rectangular reflecting pools, Simon Toparovsky's sculpture "Fortuna," and an interactive, in ground fountain in the lower level of the park.

Millennium Plaza Park was developed as a key project of the Lake Oswego Redevelopment Agency ("LORA"). The addition of the fountains to the park undoubtedly contributes to the atmosphere enjoyed by residents within and around Millennium Plaza Park. As Anne Marie Simpson of LORA explained, "The fountains, plant selection, pergola, restrooms, lighting, and fixtures and furnishings all combine to create a space that activates our downtown and encourages walking into and through the park to surrounding businesses."<sup>2</sup>

Millennium Plaza Park has directly encouraged the local economy by hosting the Lake Oswego Farmers Market since 2000. In addition, a large portion of the area adjacent to the Park was developed by a private company into Lake View Village<sup>3</sup> – an upscale shopping center featuring a variety of restaurants and shopping opportunities which opened in 2003.<sup>4</sup> The development of Millennium Plaza Park and Lake View Village mutually attract residents and visitors, simultaneously enhancing the use of the Park and the economic strength of businesses in the area. Lake Oswego Realtor Kevin Costello commented on the importance of the Park for the larger downtown development efforts saying "without the park the entire development would be just a bunch of stores. I cannot stress enough how important open-space community gathering areas are."<sup>5</sup>

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<sup>1</sup> Simpson, Anne Marie. Personal interview. 23 Feb. 2012.

<sup>2</sup> Simpson, Anne Marie. Personal interview. 23 Feb. 2012.

<sup>3</sup> Gramor Development. <[http://www.gramor.com/locations/lake\\_view\\_village/features](http://www.gramor.com/locations/lake_view_village/features)>.

<sup>4</sup> Metro Regional Government. <<http://library.oregonmetro.gov/files/lakeviewvillagecs.pdf>>.

<sup>5</sup> Costello, Kevin. Personal interview. 23 Feb. 2012.

## Fountain Case Study: Silver Plaza, Silver Spring, Maryland



Silver Plaza was built in 2000 as part of the Urban Renewal Plan of Downtown Silver Spring, Maryland. This Urban Renewal effort was championed by a public/private partnership between Montgomery County and the Peterson Companies to combat blight in the downtown core and encourage economic development in the area.<sup>1</sup> Silver Spring is an unincorporated area of Montgomery County directly adjacent to Washington, DC and is home to more than 71,000 residents.<sup>2</sup>

Downtown Silver Spring features over 440,000 square feet of retail, dining and entertainment.<sup>3</sup> From the outset, the public and private partners embraced the inclusion of an open public gathering place within the Urban Renewal Development. Montgomery County funded the development of Silver Plaza – a “triangular space with a water feature where children can play. The plaza has tile mosaics, a mix of seating, and raised planting beds with shade trees.”<sup>4</sup> Upon completion of the construction, the ownership – including operation and maintenance – was transferred to the Peterson Companies.<sup>5</sup> The fountain at Silver Plaza has become a community identity feature and gathering place for residents and visitors that hosts over 175 free events each year.<sup>6</sup>

Silver Spring’s Urban Renewal Plan has successfully alleviated the preexisting blight in the region and created an economically booming destination for the public to shop, dine and relax. The inclusion of the Silver Plaza fountain in this Development encourages visitors to spend more time in the area, no doubt benefiting local businesses.

<sup>1</sup> Scheuerman, Donald (Department of General Services, Montgomery County). Personal interview. 8 March, 2012.

<sup>2</sup> US Census, Silver Spring CDP, Maryland. <<http://quickfacts.census.gov/qfd/states/24/2472450.html>>

<sup>3</sup> The Peterson Companies, Downtown Silver Spring. <<http://peterson.propertycapsule.com/property/output/center/detail/id:2/type:Retail/>>.

<sup>4</sup> Jost, Daniel, “Beauty and the Turf.” Landscape Architecture Magazine, September, 2008. <<http://www.asla.org/lamag/lam08/september/urbanspaces.html>>

<sup>5</sup> Scheuerman, Donald (Department of General Services, Montgomery County). Personal interview. 8 March, 2012.

<sup>6</sup> The Peterson Companies, Downtown Silver Spring. <<http://peterson.propertycapsule.com/property/output/center/detail/id:2/type:Retail/>>.