

DESIGN BRIEF



The Client:

Portland Parks and Recreation's new skatepark development project.

The Project/ Deliverables:

To create a separate brand identity for the skatepark division of Portland Parks and Recreation, to include the following collateral:

- Logo
- Press Kit
- Brochures
- Informational door-hangers
- Stickers
- T-Shirt designs

Background:

Since 1977, skateboarders, BMX riders, and in-line skaters have been advocating for a legal place to call their own in the City of Portland. What they want is skateparks— safe public facilities that they can use without fear of being arrested or having their equipment confiscated.

PP&R currently has a citing plan for 19 skateparks and skate-dots throughout the city, with 3 fully completed. The locations have been chosen according to set guidelines resulting from community meetings, skater input, and research.

Problem:

There are many negative stereotypes about skaters/BMX riders and the effects of a skatepark on a neighborhood. Community members have voiced concerns regarding noise, crime, lack of green space, and loss of property value in addition to concerns over supervision and enforcement.

Objective:

To communicate the value of a comprehensive skatepark system to the community while attempting to address the concerns put forth by them by using appropriate research. Promote the sustainability features of the park system, and the unique milestones accomplished by the city of Portland in its implementation.

Provide informative and attractive collateral aimed at possible sponsors, potential neighbors of planned parks, as well as to the members of the skateboarding/BMX community.

Message:

“Building skateparks. Building communities.”

Look/Feel:

Edgy, Portland, Green, Progressive, Sophisticated, Mainstream-friendly, Fun

Target Audience:

Community members:

- 35-65 years old
- Socially conservative
- Never been exposed to skating
- Environmentally conscious- enjoy parks and open space
- See skaters as a threat to their neighborhood

Skaters/BMXers

- Families with children learning to skate/BMX ages 3+
- Teens, young adults, and mature adults who have been skating/BMXing since childhood.
- Female skaters, who are increasing in numbers
- After school skaters and serious athletic skater/ BMXers

Constraints:

- Budget dependent upon city and public funding
- New logos must be completely different from the original PPR logo, no changing the original
- Limited color palette and fonts (dependent on type of project)

Points of Contact/Approval:

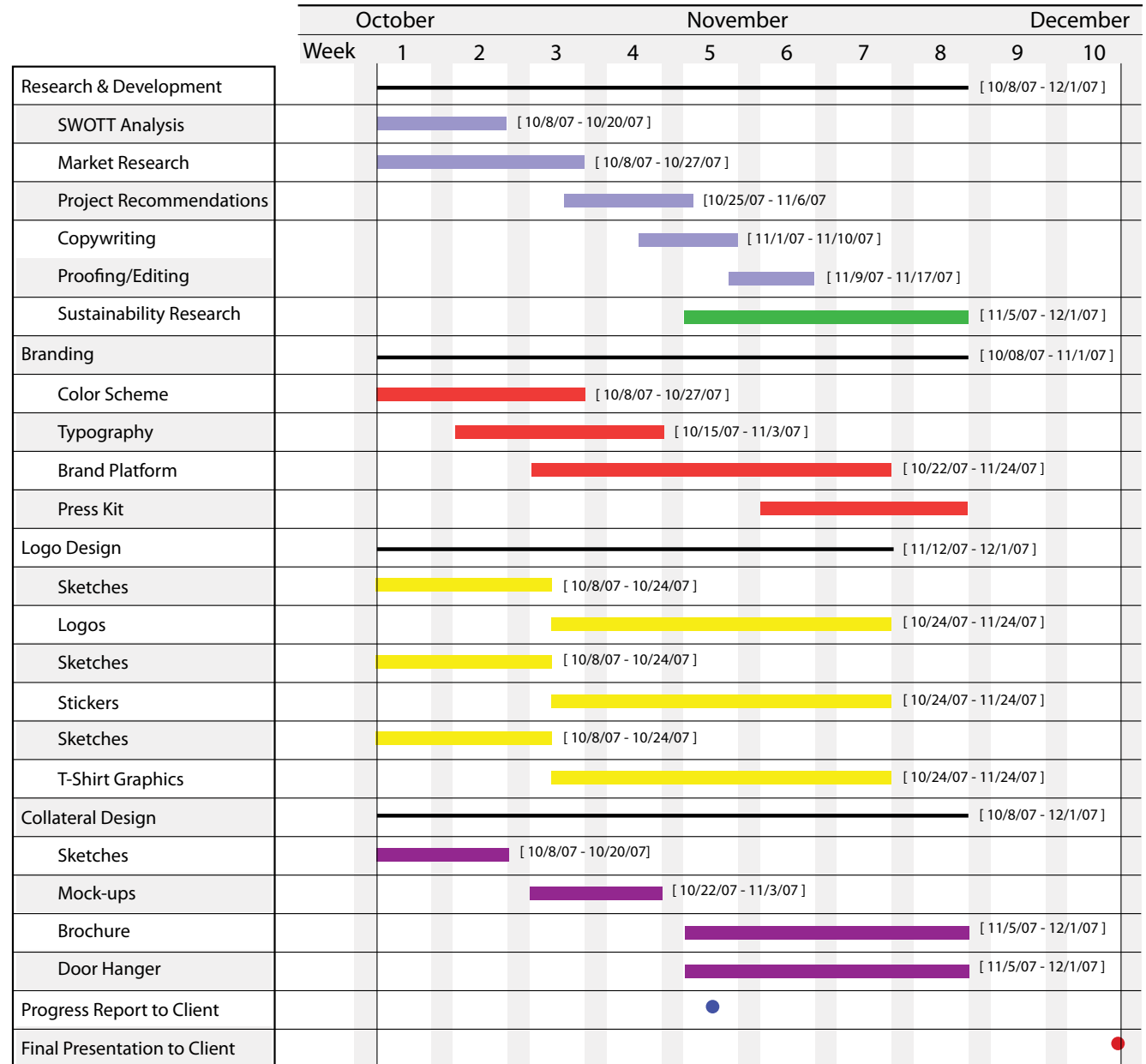
Sara Schlosser-Moon- Primary go-to for client contact
Taj Hansen- Project Coordinator
Rod Wojtanik- Project Manager

PROJECT PLAN

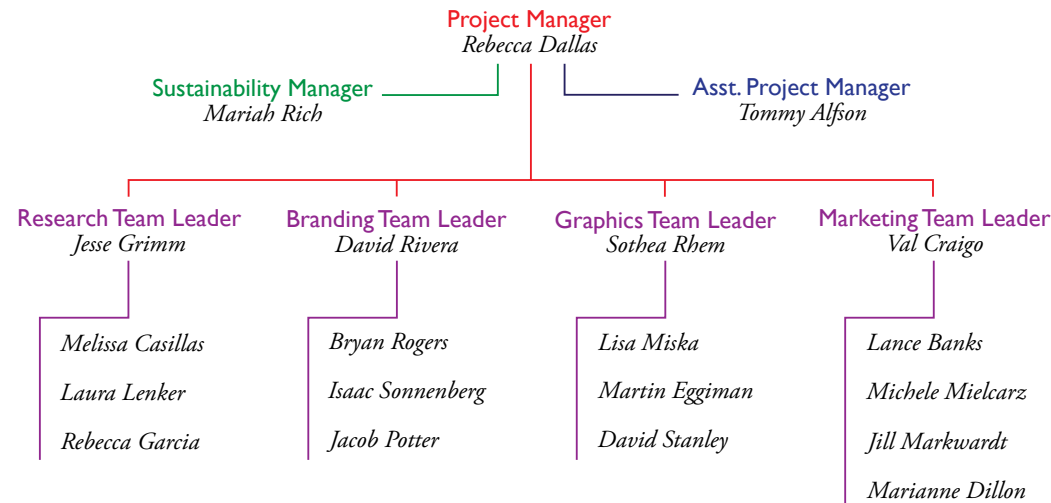
This GANTT chart shows the stages involved in the project, the duration, and the relationships between each task.

The entire project took 40 days, with each task being allotted its own timeframe to be completed in.

Many tasks depended on a previous task being finished by another team, so keeping on schedule was very important to the project running smoothly.



PROJECT MANAGEMENT



Management by Objectives

Involves a cycle of discussion, review, and evaluation of objectives among top and mid-level managers, supervisors, and employees.

Y-Theory

Assumes that people like working and will accept responsibility for achieving goals if rewarded for doing so.

My personal management philosophy is simple.

- Hire the best, and trust them to do the job you hired them to do.
- Empower employees to take ownership and make meaningful contributions.
- Respect the individual. Individuals who are treated with respect and given responsibility will want to succeed.
- Listen to your team and pay attention to what motivates them.
- Reward hard work, whether or not the outcome was successful. There are more lessons in failure.

For this project, we employed a democratic and hierarchical system.

- Each person submitted a cover letter and resumé for the position they were most interested in.
- Teams were formed according to the needs of the project, with a single leader for each group.
- Objectives were funneled down from the client to the project manager, and from the project manager to the team leaders, who worked within their respective teams to accomplish these goals.
- Milestones were set, where all teams would present the status of their projects, and give feedback.
- Some team projects relied upon the work of other teams, so the importance of having work done on time was very important as was the ability to collaborate.

DESIGN CONTRACT

Project Confirmation Agreement

AGREEMENT as of the 8th day of October, 2007, between Portland Parks and Recreation located at 1120 SW Fifth Avenue, #1302, Portland, Oregon (hereinafter referred to as the "Client") and the GD 431 Student Studio class located at The Art Institute of Portland (hereinafter referred to as the "Designer") with respect to the creation of a certain design or designs (hereinafter referred to as the "Designs").

WHEREAS, Designer is a collective group of students with at least Junior class standing.

WHEREAS, Client wishes the Designer to create certain Designs described more fully herein; and

WHEREAS, Designer wishes to create such Designs;

NOW, THEREFORE, in consideration of the foregoing premises and the mutual covenants hereinafter set forth and other valuable considerations, the parties hereto agree as follows:

- 1. Description.** The Student Studio class agrees to create the Designs in accordance with the following specifications:
Project Description: To create a separate brand identity for the skatepark division of Portland Parks and Recreation, to include the following collateral: Logo, Press Kit, Brochures, Informational door-hangers, Stickers, T-Shirt designs.
Number of finished designs: at least one per promotional vehicle.
Other specifications: Designer agrees to use color choices consistent with Client's branding guide.
The Designs shall be delivered in the form of a printed concept book and print-ready electronic files.
Other services to be rendered by the Designer:
- 2. Due Date.** The Designer agrees to deliver concepts and comps by November 9th during a meeting with the Client at The Art Institute of Portland where upon client review, the Student Studio class will continue to make revisions and deliver the final Designs to the Client at The Art Institute of Portland on December 15th.
In the interim, Client agrees to be available for questions relating to the project during the entire process.
- 3. Grant of Rights.** Upon the completion of the project, Designer grants to the Client the following rights in the Designs:
For use as identity, promotions, marketing materials, etc.
In the city of Portland.
For an unlimited time period.
With respect to the usage shown above, the Client shall have exclusive rights.
- 4. Reservation of Rights.** All rights not expressly granted hereunder are reserved to the Designer, including but not limited to all rights in sketches, comps, or other preliminary materials created by the Designer.
- 5. Fee.** Designer agrees to do provide Designs pro bono.
- 6. Additional Usage.** If Client wishes to make any additional usage of or make changes to the Designs, Client agrees to seek permission from the Designer and make such payments as are agreed between the parties at that time,.
- 7. Expenses.** Client agrees to pay for all costs involved in production including printing, paper, screen-printing, and shirts.

BRAND PLATFORM

Vision

- Portland Parks and Recreation seeks to provide appropriate and safe spaces for skateboarders and BMX riders of all ages to practice their sport, without fear of fines or equipment confiscation.
- We aim to legitimize skateboarding and BMX riding as an increasingly popular form of recreation and alternative to TV and video games, that encourages kids to interact with their peers and build self-esteem through goal setting.
- Provide unity among community members, skaters and BMX riders by providing a common goal to work toward.

Mission

- To create a benchmark among public parks systems by implementing a comprehensive skatepark citing plan built from the input of end users and the community at large.
- To be innovative in our approach to sustainable business and construction practices.
- To bring people of the community together- off the couches and into the parks.

Positioning Statement

Although still under the umbrella of Portland Parks and Recreation, the skatepark development 'brand' would like to set itself apart by positioning itself as:

- Innovative (the first public parks system in the country to create a citing plan of 19 skateparks throughout the city, each reflecting the needs of the particular neighborhood).
- Sustainable (in everything from construction materials, storm water management, to the inks and papers used for printing promotional materials).
- Collaborative (involving the community in decision-making, addressing concerns democratically, and working with various groups to make the skatepark dream a reality).

Value Proposition

The presence of skateparks not only provides teens and youth with a place to practice their sport legally, providing physical activity that allows for self-expression, but also provides the community with benefits of their own. Local eateries and shops can experience a boost of patronage, bringing people to the park provides for higher visibility and increased safety, and keeps skaters from skating in dangerous or inappropriate places. Families are provided with an activity that can be enjoyed together, whether it is through direct participation, or as a spectator. Varied skill levels can be accommodated, providing an opportunity for a wider range of usage (all ages), far surpassing a tennis court or baseball field (which have become increasingly vacant over the years). And, the best value of all is that there is no cost to enter.

Core Values

- **Quality**, responsive service to our diverse customers and partners.
- **Community** participation in program and project planning.
- **Innovation**, creativity, and excellence in all we do.
- **Openness**, honesty, and respect in all relationships.
- Maintaining **diversity** and a culturally competent workforce.
- **Accountability**, transparency, and ethics in decision making.
- Prioritize **environmental** and community needs.

Tagline

"Building skateparks, Building Communities."

Personality

Progressive, Athletic, Mainstream-friendly, Fun, Green

SWOTT ANALYSIS

Strengths

- Portland first city in the world to have a comprehensive master plan for skateboard park development.
- Sustainability practices-possibly the world's first recycled/sustainable skate park.
- Well organized in terms of meetings, surveys, and researching public opinion.
- Involves the public in the discussion and addresses their concerns.
- Shows youth that they can facilitate change in their city with hard work and dedication.
- Skateboarding is the fastest growing sport.
- Skate parks get more use than other spaces- all ages 5+, male or female, allowing families to be together.
- Keeps kids out of trouble and off streets and other non-skate-friendly areas.
- Inexpensive buy-in- skateboard, helmet; accessible to most income levels.
- Brings people from outside the local community, adding to local economy.
- Local establishments increase business.
- Accessible to public transportation.
- Access to basic amenities; i.e. restrooms, telephone, drinking fountain, etc.
- On public transit lines.

Weaknesses

- Difficult to satisfy everyone's needs: locations, bikers, street vs. vert skaters.
- BMX bikes- controversy over whether or not they cause damage.
- 155 days of rain and no covered parks.

- Accommodating all skill levels, without getting in each other's way.
- Misconceptions of skate culture by neighborhood opposition.
- No permanent source of funding.

Opportunities

- Events- opening block party, monthly pay-to-enter competitions, lessons, etc.
- Myspace page with park info, progress reports, ads for sponsors
- Door-to-door introductions to neighbors.
- Kiddie pool area for little kids just learning, or special skate times.
- Incorporate local artists for murals, or mural competitions.
- Neighborhood businesses promote skate park and increase revenue.
- Covered parks, lighting.
- Take-along maps of skate parks and amenities.
- 24/7 access.
- Spectator-friendly.

Threats

- Misinformed neighbors re: property values, noise, crime, graffiti.
- Skater stereotypes.
- Financing, or the lack thereof.
- Decline in skateboarding popularity.
- Injuries, either on PPR property or on neighbor's property.
- Overcoming opposition from those who prefer to keep 'open spaces'.
- Possible clash with nearby dog areas.

Trends

- International Olympic Committee considering skateboarding as part of 2012 London Olympics.
- Rise in popularity of "board sports", with parents who grew up surfing, skateboarding, and snowboarding now teaching their own kids.
- X-Games touring across the country with big name sponsorships.
- Mainstream companies such as Nike and adidas not only manufacturing skate shoes/apparel, but sponsoring teams of their own.



DEMOGRAPHICS

Community members:

- 35-65 years old
- Socially conservative
- Never been exposed to skating
- Environmentally aware- enjoy parks and open spaces
- See skaters as a threat to their neighborhood

Negative Feedback:

- All skaters are “thugs”
- Skateparks bring drugs and violence to the community
- Noise, space, no security, damage to the neighborhood
- Parks are “concrete eyesores” that get in the way of the park’s natural beauty.

Positive Feedback:

- Skating is a legitimate, active sport
- Keeps teens active after school
- Parks are well lit and in a public place
- Skaters are organized and self sufficient

Skaters/BMX Riders: See Chart

- Males surveyed ranged in age from around 8 to 60, some with experience as little as a year to far over 10 years.
- Females surveyed ranged in age from 11 to 37, with experience from around a year to far over 10 years.



Legend

- 1 = 0-1 years
- 2 = 1-5 years
- 3 = 5-10 years
- 4 = 10+ years

SITUATION ANALYSIS

Company

- Public parks department focused on skatepark development
- Viewed as an asset to the community, progressive in its practices, democratic
- Has performed in depth research to maintain the most sustainable, up-to date building practices from LEED certification to storm water management
- Reflects a culture of community, democracy, and environmental awareness. Every action is a direct reaction to the needs of the public it serves
- The goal of PP&R in its skatepark development is to continue to answer the needs of the community by providing sanctioned spaces to an already large and growing population of skateboarders, BMX riders, and in-line skaters who currently have no legal place to practice their sport.

Collaborators

- Skate Park Leadership Advisory Team (SPLAT)- 22-member citizens advisory committee consisting of representatives from key stakeholder groups, formed to recommend appropriate sites for skateparks within Portland.
- Portland State University- Masters in Urban & Regional Planning students did a study on the perceptions of the effects of skateparks on communities and the realities by which these facilities exist in the fabric of residential neighborhoods.
- City of Portland- Site evaluations were performed by the city's Noise Control Office, crime prevention specialists from Neighborhood Coalition offices and the Portland Police Bureau.
- Skaters for Public Skateparks- SPS conceived of and advocated for the plan to Portland Parks & Recreation.

Customers

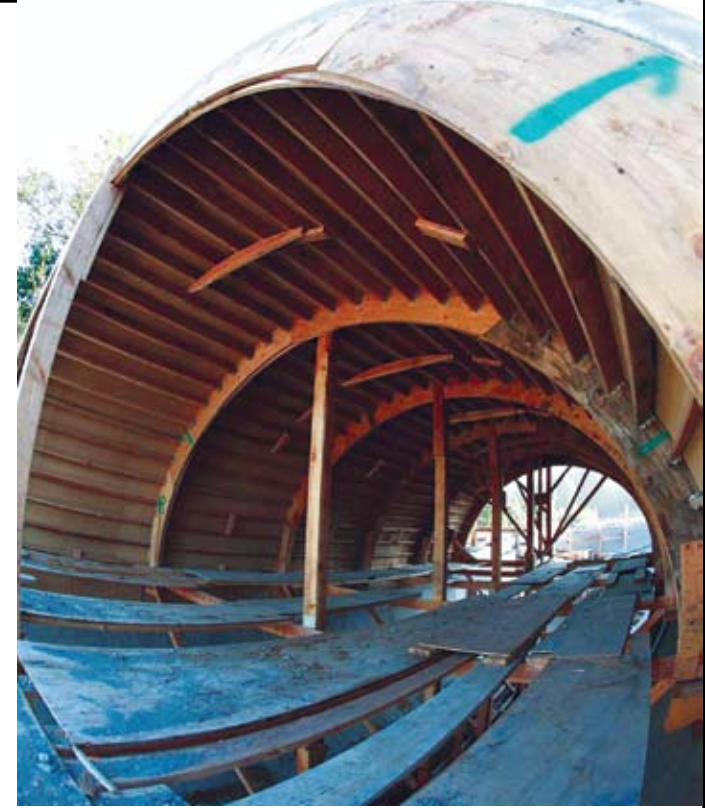
- Children, teens, adults who skate or bike for occasional fun or for sport, or families who participate directly or watch from the sidelines.
- Seek a safe, legal place to practice their sport.
- Want to legitimize skateboarding, etc. as being sports that require practice and skill and change community perceptions about skater stereotypes.
- Find information about new skateparks and the development process online via skate-specific sites such as Skateandannoy.com, PDXSkaters.org, SkatePortland.org, and social networking sites like Myspace or Facebook.
- Easy buy-in. All a person needs is a board or bike and a helmet.

Competitors

- Department of Skateboarding- 16,000 sq ft indoor park in NE Portland; Charge for entry; Must sign a waiver; Offer lessons, snack bar, and pro-shop.
- Suburban skateparks in Tualatin, Hillsboro, Oregon City, West Linn, and Vancouver
- Parking lots, city streets, other public spaces- Without a sanctioned area to skate in, Portland skaters are forced to practice in unsafe and unsuitable areas, which is dangerous for both the skater and the general public.

Context

- City Skateboarding Laws- It is illegal to skate on any street or sidewalk in the city 24 hours a day outside the defined downtown core. Allowed to skate in the street only, not sidewalks. Illegal to skate on private property or urban architecture. All skaters under 16 must wear helmet at all times while skating. Skating after sunset requires you wear reflective materials on both your front and back.



- Economic Environment- In the current recession, families have less to spend on entertainment and are staying closer to home. With gas prices so high, citizens rely more on alternative methods of transportation like bikes, skateboards, busses, and MAX trains.
- Social/Cultural Environment- Sustainability and green living is increasing in the public awareness; Skateboarding and BMX riding are increasing in popularity; Skate fashion, even in non-skaters remains popular, with big names Nike and Adidas forming their own skate teams and selling skateboard related apparel and shoes.
- Technological Environment- PP&R is LEED certified (Leadership in Energy and Environmental Design), which provides independent, third-party verification that a building project meets the highest green building and performance measures. PP&R utilizes the most innovative and environmentally-friendly methods of construction.

PROJECT RECOMMENDATIONS

Event: Skate Competition

- Competition for every level of skill
- Sponsors from local businesses to raise money
- Invite the community to see skating in a positive environment
- Promotional flyers for community members

FAQ Informational Brochure

- Lists the common misconceptions of skaters
- Gives facts and statistics of the skating community
- Describes the benefits of skating

MySpace Page

- A MySpace page dedicated to the skate park project
- News and updates for upcoming events
- Allows for feedback from the community
- Ads for local sponsors

Pocket Maps

- Small, durable maps for skaters to take with them
- Contains information on locations for each park
- Available at each park

Doorknob Flyers

- An informational brochure for the community
- Placed to inform residents of their local park
- Provides information for people who wouldn't normally seek it

Website

- An FAQ page on the PP&R site
- Easily accessible on the homepage
- Similar information on the brochure



PARK SUSTAINABILITY

Environmental Sustainability

To design and construct a space that allows for:

- the creation of the first environmentally sensitive skate park in the United States.
- progressive and environmentally sensitive site techniques.
- promotes environmental stewardship with regards to embodied energy, material usage and storm water management. This will be achieved in the following ways:
 - Storm water will be managed on site with storm water planters, bioswales, rain gardens, or filtration trenches
 - Use of 'fly ash' or furnace slag; at least 15%
 - Use of recycled crushed concrete for a base rock under the concrete
 - Use of reused wood products and/or manufactured materials
 - Use of native vegetation for storm water treatment and shade
 - Use of reused and/or recycled materials as possible
 - Achieving a balanced cut and fill to reduce off-site hauling
 - A requirement for separation of recyclable materials from construction waste
 - Preservation of existing trees
 - Abiding by strict requirements for sediment and erosion prevention
 - Reduce airborne particulates and dust prevention
 - Strict adherence to the current Salmon Safe pesticide usage/application requirements

Fiscal Sustainability

To design and construct a space that:

- is made of long lasting, durable materials that minimize maintenance
- allows for multiple users at one time
- has the potential to reduce illegal use, damage of public and private party
- provides facilities that promote ownership whereby users become invested in the appearance and maintenance of the facility to help reduce on-going maintenance costs

Social Sustainability

To create a space that:

- allows for the community to embrace the skatepark as a benefit as a whole
- promotes a sense of ownership from within the various user groups
- is easily accessible to all members of the community
- is free for use
- provides for all skill levels, for a secure and safe experience and educational opportunities with regards to sustainable practices.



DESIGN ETHICS, SUSTAINABILITY, & TECH

Production Sustainability

For Portland Parks and Recreation, sustainability is about creating skate parks that will have longevity and can be maintained without destroying the ecological balance of the community. To keep in line with their values, we aimed to find the most sustainable options in terms of printing and other production for our designs.

Sustainable Print Houses

Premier Press

510 NW 15th Avenue
Portland, Oregon 97209

503.223.4984 (phone)
503.223.4601 (fax)

<http://www.premierpress.com/>

Environmental Press & Print, Inc.

11035 NE Skidmore Street
Portland, Oregon 97220

503.257.9771 (phone)
503.254.5224 (fax)

<http://www.environmentalprint.com/>

Natural Press

5944 NE Sandy Blvd
Portland, OR 97213

503.288.8489 (phone)
503.288.3533 (fax)

<http://www.naturalpress.org/>

Sustainable Clothing Manufacturer

American Apparel

www.americanapparel.net

Made in the USA

Unisex T-shirts:
2001ORG- Organic Fine Jersey Short
Sleeve T-shirt
\$15.00/Wholesale
Sizes : XS-3XL
Colors: Black, Natural, White Organic
Apply for Wholesale account

Sustainable Screenprinters

EvoTwin Printing

(971) 645-7814

<http://eviltwinprinting.com>

Designer Ethics

To maintain ethical standards in our process and our designs, the class adhered to the following guidelines:

- the siting of information sources
- giving credit to the work of team members
- using legally available fonts
- creating original designs, or crediting the original artist
- PPR is a non-profit, so the use of school programs and equipment for the project is legal

Technology Needs

- Mac computers
- OSX operating system
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Word
- Excel
- Powerpoint
- Internet
- Printer for mock-ups



LOGO DESIGNS

The first logo choice uses the negative space of the leaf to form a skateboard shape. The concept is to highlight the environmental aspects of the skatepark system.



B/W Logo



Color Options



Color Logos

Typeface

Goudy Old Style Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

This logo reflects the sustainability features of the skateparks by incorporating the arrow symbol for recycling and turning it into a half-pipe. A skateboarder is shown riding the half-pipe.



B/W Logo



Color Options



Color Logos

Typeface

CONTINUUM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOGOS 2

This series of logos incorporate the name and initials of Portland Parks & Recreation in various gritty typefaces and colors within the approved palette chosen by the client



pantone 4495C

sidewalk

abcdefghijklmnopqrstuvwxyz



pantone 7495C

BASE02

ABCDEFGHIJKL
MNOPQRSTU
VWXYZ



pantone 762C

FATSLAB

ABCDEFGHIJKL
MNOPQRSTU
VWXYZ

LOGOS 3

This logo design concept uses a smaller version of the original PP&R logo at the bottom, along with a tree growing from a half-pipe to reinforce the idea that the skatepark systems will not harm the environments they are placed in. The leaves that frame the image provide a municipal feel and make it more “official”.



FATSLAB

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

STICKER DESIGN

Portlandia is an iconic sculpture by Raymond Kaskey located above the entrance of Michael Graves' Portland Building. The designers felt it important to fuse the history of Portland with its future by putting Portlandia on a skateboard for use on stickers and a possible T-shirt.



This sticker design is based on the Made in Oregon sign that famously overlooks the Willamette River. The colors were chosen according to the approved palette, with the name of each neighborhood skatepark to be customized along the bottom.




T-SHIRT DESIGN

The three T-shirt designs are based on previous logo or sticker designs, including the Made in Oregon and Portlandia stickers as well as a modified version of the half-pipe logo design, with rain drops in place of the tree in the center.



DOOR HANGER

(See full text on opposite page)




Front

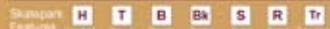
Back


Inside


Skatepark	Location	Features
Holly Farm Park	10819 SW Capitol Hwy	B R
Pier Park	N. Lombard St at Bruce Ave.	H S B Tr T R
Glenhaven Park	NE 8nd & Siskiyou St.	H S Bk Tr B
Proposed Sites	Location	Opening
Ed Benedict Park	SE 100th & Powell	Summer 2008
Gabriel Park	SW 45th & Vermont	Summer 2008
Alberta Park	NE 22nd & Killingsworth	
Berrydale Park	SE 52nd & Taylor	
Brentwood Park	SE 60th & Duke St	
Fernhill Park	NE 37th & Ankeny	
Kenton Park	8417 N. Brandon Ave	
Lents Park	SE 92nd & Hoagale	
Parkrose HS	12003 NE Shawer St	
Powell Park	SE 20th Ave & Powell	
University Park	9009 N. Foss Ave	
Ventura Park	SE 115th & Stark	
Westmoreland Park	SE McLaughlin & Bybee	
Woodstock Park	SE 47th Ave & Stevie	
ODOT I-405		
ODOT Steel Bridge		



A SKATE PARK IN MY NEIGHBORHOOD?




PORTLAND PARKS & RECREATION
 Healthy Parks. Healthy Portland
 1120 SW Fifth Ave, Suite 1122
 Portland, OR 97204
 www.PortlandParks.org
 Don Salzman, Commissioner
 Dan Salzman, Director


PORTLAND PARKS & RECREATION
 Healthy Parks. Healthy Portland



Back

Inside

Dear Neighbor

Portland Parks and Recreation (PP&R) invites you to be part of our new project, providing an active and sustainable community. Join us in supporting skateboarding, in-line skating, and BMX bike riding. These are all sports that serve a positive recreational outlet for girls, boys, youth and adults alike.

In July 2005, the city council endorsed a citywide skatepark system. This skatepark plan identified safe, public locations for 19 skateparks across the city using specified criteria. Portland, to our knowledge, is the first city in the world to have a comprehensive master plan for skate park development, using the most sustainable practices. This is a great source of pride for the city of Portland!

Skateparks are needed for this growing segment of our population. Using national estimates, PP&R has determined that there are an estimated 27,250 skaters in Portland. Skateboarding is the fastest growing sport in the United States, and has increased popularity since the 1970's. Skateboarding does not require a team, a coach, or a lot of equipment – just a board, a helmet, and a safe place.

There are many differences between the perception and reality of skateparks with regard to injury, noise, and



crime. Statistics report that skateboarding accounts for less injuries than football, basketball, or baseball. Noise readings have been conducted at different skateparks, concluding that the sound levels are not any different from a basketball court or playground. Residents of existing skateparks can attribute the lack of serious crime to the fact that there are more users and 'eyes on the park'.

In a time where children are getting less exercise than ever before, skating gets them off the couch and outdoors – promoting physical fitness, self-esteem, and a sense of belonging. Skateparks are accessible to everyone, bringing families together with skaters of all skill levels – off the streets and out of the shadows. The persistence required of these athletes is what drove the process for the Portland skatepark project.

Through the hard work of skateboard enthusiasts of all ages and the input from the surrounding communities, we have been able to breathe new life into Portland parks while teaching youth how to work with the system that cares about their input.

Portland Parks and Recreation invites you to be a part of this exciting project. Join in a community meeting, visit an existing skatepark, or follow the progress of those parks in construction. Go outside, change your perceptions, make new friends, and enjoy— for Healthy Parks, and a Healthy Portland.




DOORHANGER COPY

Dear Neighbor:

Portland Parks and Recreation invites you to be part of our new project, providing an active and sustainable community. Join us in supporting skateboarding, in-line skating, and BMX bike riding. These are all sports that serve a positive recreational outlet for girls, boys, youth and adults alike.

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PP &R is committed to building sustainable skateparks. They plan to incorporate reused and recycled materials in the construction as well as the use of locally produced and/or manufactured materials. The preservation of existing trees and landscapes is high priority in the skatepark site development as well as conservation of storm water management.

Portland Parks and Recreation invites you to be a part of this exciting project. Join in a community meeting, visit an existing skatepark, or follow the progress of those parks in construction. Go outside, change your perceptions, make new friends, and enjoy— for Healthy parks, and a Healthy Portland.

Portland Parks & Recreation

BROCHURE

These are the finalized locations for the Portland Skate Park project.

1. River Park - 1 8011 N Santa Anita Ave	10. Ed Benedict Community Park 32000 Southview Forest Boulevard
2. University Park - 2 3008 N. Fossil Ave	11. Woodstock Park 1300 SE 47th Ave
3. Rainier Park - 3 8417 N. Burlington Ave	12. Luma Park 28 92 Ave & Huggins Blvd
4. Alberta Park - 4 2001 NE Killingsworth St	13. Brentwood Park Southwest 60th Avenue
5. Fernhill Park - 5 5433 NE 29th Ave	14. Woodmenland Park Southwest 162, Loughlin Boulevard and Spahn Street
6. Glenview Park - 6 Northwest Skijump Street	15. Gabriel Park 585 10th Ave & Burnside St
7. Parkrose HighSchool - 7 12001 Ne Shaver St	16. Holly Lane Park 180 Capital Way & 181 Center St
8. Beavycide Park - 8 Southwest 15th Avenue	17. Powell Park 22 Powell Blvd & SW 40th Ave
9. Wamona Park - 9 11510 Se Stark St	18. ODOT Steel Bridge 19. ODOT 14th

FAQ About Portland SkateParks

(See full text on opposite page)

Outside

Inside

City of Portland building

Recreation (PP&R) believes park system should be as diverse as it serves and balance the needs of needs of people. Skateparks serve need for a growing segment of our city has determined that there are an 250 skaters in Portland.

How is it funded?

It has been dedicated to the construction was allocated during the City's 2006 review process.

How to increase its liability by new skateparks?

State Statutes state that municipalities are liable for injuries incurred at recreational facilities. "Take it Your Own Risk" signage is required and we will also recommend that protective gear be worn at all times.

Is this a good investment?

Many cities that have built skateparks told PP&R that they wish they had built their park bigger and had money to build more. If we involved the skaters and invest in quality construction, we will be creating sustainable recreational areas for years to come.

How will information be shared with the community?

PP&R will use newsletters, postcards, signage in the park, news releases, email lists, and our website to announce project updates, meeting schedules, and opportunities for input.

Isn't skateboarding a dangerous sport?

More injuries occur from collisions between skaters and vehicles and pedestrians than from skaters in skateparks.

Injuries/100 participants:

- Hockey: 2.7
 - Football: 2.2
 - Baseball: 1.8
 - Bicycling: 1.7
 - Skateboarding: 0.7
- (American Sports Data Inc. 2002)

Isn't skateboarding a passing fad?

It is estimated that over 2 million Americans skateboard everyday (Board-Trac). Skateboarding, in-line skating, and BMX free-style bike riding are currently three of the most popular recreational activities. Comments from skaters on the PP&R website showed that Portland skaters ages range from 8 to 67.

How many skaters are there in Portland?

Board-Trac estimates have determined that 5% of national residents skate. Using this percentage, we estimate that there are 27,250 skaters in Portland. By the year 2020, it is estimated that approximately 33,800 residents of Portland will skate.

Aren't skateparks noisy and full of graffiti, trash, and vandalism?

No. From 100 feet directly away, the single loudest skatepark sound is between 65 and 71 decibels, "comparable to the level of a moderate conversation between two individuals."

(Noise Control Office, City of Portland Office of Planning and Development News, 2011)

Will skateparks help get skaters out of the streets and off the sidewalks?

We cannot promise that building skateparks will keep all kids from skating in the streets, but by providing local, public skateparks we give them a safer option instead of conflicting with vehicles, pedestrians, and businesses.

Who will maintain the skateparks?

The City will maintain the skateparks. However, skaters at Pier skatepark have volunteered to help clean and maintain their skatepark. We believe other skaters will follow suit.

How is sustainability implemented in to the skateparks?

PP&R is committed to building sustainable skateparks. They plan to incorporate reused and recycled materials in the construction as well as the use of locally produced and/or manufactured materials. The preservation of existing trees and landscapes is high priority in the skatepark site development as well as conservation of storm water management.

Will increased enforcement/supervision be needed at the skatepark?

Skateparks are almost always in use, which deters criminal activity and vandalism. Skaters also take ownership of their parks and police themselves. A Neighborhood Response Team officer reported that they have had no problems with the current skateparks.

How can I get more involved?

Please contact us at:

www.PortlandParks.org



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Why is the City of Portland building skateparks?

Portland Parks & Recreation (PP&R) believes that a healthy park system should be as diverse as the citizens it serves and balance the needs of nature with the needs of people. Skateparks serve a recreational need for a growing segment of our population. PP&R has determined that there are an estimated 27,250 skaters in Portland.

How will this be funded?

Money that has been dedicated to the construction of skateparks was allocated during the City's 2006 Winter Budget review process.

Will the City increase its liability by constructing new skateparks?

No. Oregon State Statutes state that municipalities are not liable for injuries incurred at recreational facilities when "Use at your own Risk" signage is posted. Signage will also recommend that protective gear be worn at all times.

Is this a good investment?

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