

Terrace Views

American Plaza Towers



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Two Up . . . And One To Go

Topping-out ceremonies for Grant Tower marked another major step in construction of American Plaza Towers, believed to be the largest single residential development, from the standpoint of construction costs, in Portland's history. The event marked the near completion of the second phase of the condominium project.

The 26-story structure, containing 140 condominium homes, is located on Southwest 1st Avenue, adjacent to its sister building, the 18-story Lincoln Tower, completed about a year ago. A third unit, to be christened Madison Tower, is scheduled as the third and final component. Total cost of the project is estimated at approximately \$22 million.

With 26 floors above ground and three basement levels, Grant Tower will be somewhat larger than its older companion building. Living units in the new building also will be slightly larger. First occupancy is scheduled for January, 1974 and many units have already been

finished according to Vincent J. Popma, vice president and sales manager of American Condominium Homes.

Also slated for construction at the Grant Tower site is a recreational building, which will supplement facilities for exercise and recreation contained within the individual towers.

Landscaping and exterior areas of the entire project will tie in with the pedestrian mall and a planned park development by the City of Portland.



View from top of new structure provides aerial view of city, with older skyscrapers looming in downtown area.



Dramatic camera view shows Grant Tower looming darkly against Portland skyline as builders top-out 26-story structure.

Plaza To Add Recreation Building



Artist's rendering shows how Recreation Building will blend with landscaped grounds, conveniently located for residents of all three towers at American Plaza.

Condominiums frequently are located at the seashore or on a golf course, and this is just great for the owner who wants his daily swim or game of golf. Right?

Right.

But the health and recreation-minded man or woman to whom exercise is important must seek it outside the home if he or she lives in the big city, particularly downtown in the city. Right?

Wrong.

Wrong, at least, so far as home owners at American Plaza Towers are concerned.

Lincoln Tower provides well-equipped exercise rooms for both men and women, available to all residents. There devotees may jog, row, bicycle or indulge in other gymnastic routines. It isn't even necessary to dodge traffic and raindrops, or to endure the stares of the less exercise-minded solid citizens—a factor said to

have materially slowed the spread of jogging in metropolitan areas.

Modern technology has provided machines to permit once exclusively outdoor types of athletics right in your own home. And they are right there in Lincoln Tower exercise rooms. And there is an outdoor pool for those who want to swim and enjoy the sunshine.

Nor is this all. Slated for early construction at neighboring Grant Tower is a recreational building for the use of owner occupants of all three high-rise structures. It will contain additional exercise rooms and lounge rooms, augmenting those in the individual towers. It also will add an indoor pool, removing the weather hazard for swimmers. Included in the plans are a billiard room and putting green, adding a recreational dimension for residents.



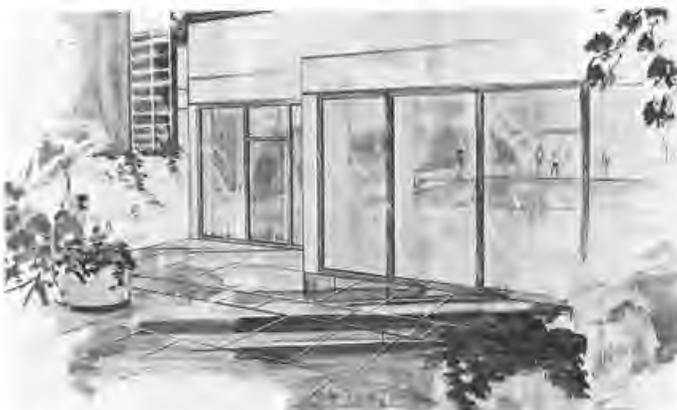
Jim Knoedler

Masseur at American Plaza

As a service for all men residents of American Plaza, Jim Knoedler, licensed masseur for the state of Oregon, is available two nights a week in Lincoln Tower. Massages are scheduled on Tuesday and Thursday evenings from 6:00 to 10:00 p.m. by appointment only.

Jim received his training at the Executive Health Club in Eugene, and has been licensed since 1964. He has served as masseur and manager of the Men's Health Club at the Salem Y.M.C.A. and is presently a teacher of physical education in the Lake Oswego Public Schools.

Jim is also trained to work out individualized exercise programs for his clients. Call 620-2038 for an appointment. Cost is \$10.



Enclosed swimming pool, behind glass wall, will tempt owner occupants at American Plaza as they visit recreational facility, scheduled for early construction. Plans provide for social, as well as athletic types of recreation, with lounge rooms, billiard room and putting green.

Park, Sculpture To Enhance Plaza



Photograph above is of model of proposed sculpture to serve as visual focal point of city park adjoining Portland Plaza development and accessible by extension of pedestrian mall.

The City of Portland, through its Portland Development Commission, plans development of a small, jewel-like park area in connection with the extension of the pedestrian mall in the Southwest Portland Urban Renewal area. It will be contiguous to the American Plaza Towers condominium complex, landscaping and grounds development of which will be tied in with the city's program. Thus the two projects will complement each other to the mutual benefit of the public and the owner-occupants of the American Plaza structures.

The city has commissioned the Portland man-and-wife team of Lee Kelly, sculptor, and Bonnie Bronson, artist, to do the major sculpture which will be the focal point of the proposed city park. It is

described as a grouping of metal pieces "which are given relative scale both for close-up involvement and for glimpses from far away." The basic material is weathering steel plate, separated by porcelain enamel panels in reds, oranges and high intensity colors.

"While these construction methods and materials remain familiar to our present technology, our hope with this work is to evoke in the viewer ancient attitudes or feelings only half understood consciously—reflecting our primary concern for the basic timeless qualities of art," sculptor Kelly has stated.

The Portland firm of Mitchell, McArthur, Gardner & O'Kane is in charge of landscape planning for American Plaza.

Living High - And High Living

Have you seen the American Plaza Towers model condominium unit on the 17th floor of Lincoln Tower? It's gracious living approaching the ultimate. Spaciousness is the keynote, with decoration by Elaine Paul. The unit contains

three bedrooms, and two fireplaces. Three terraces offer a variety of views and enable residents to go outdoors without leaving their home, even though they are 17 stories up.



Spaciousness, tasteful decor and view feature living room of Lincoln Tower model unit; alcove, not visible in picture, contains grand piano.



Sweeping vista from Lincoln Tower model unit is shown in this photograph from one of the home's three outside terraces. Buildings seen by couple on terrace bespeak new, modern aspects of surrounding area as developed by Portland Development Commission. Planned architecture, landscaping and access offers brand new concept of "downtown."



Elegance, half concealed in homelike simplicity, marks the lobby of Lincoln Tower, often causing first-time visitors to do a double take.

Place of honor is claimed by "Blue Tree", handwoven original wall hanging done by Laurie Herrick, well-known Portland artist and teacher. Her work is represented in private collections and by commissioned works throughout the West Coast. They include, in Portland, tapestries at All Saints Catholic Church and Convent Chapel, First Unitarian Church and Synagogue Shaarie Torah.

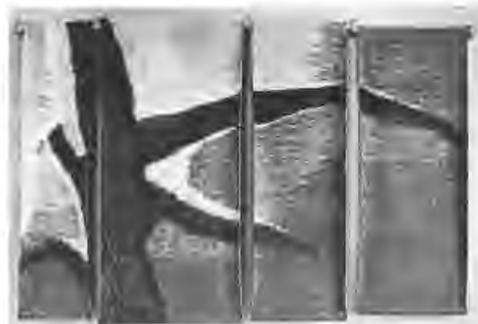
Photos Adorn Lounge



As a home owner in Lincoln Tower, visible horizons are limited for Dr. Merle Moore, as for other residents of the American Plaza condominium development, to the mountains, rivers and valleys surrounding Portland. But to relive past visits to far places, the Portland physician need only drop in to the Lincoln Tower lounge room. There on the walls, thanks to his hobby of photography, are highlights from Dr. Moore's many journeys to distant parts of the world during the past 15 years.

The pictures attest to the doctor's artistic eye no less than to his skill as a photographer. And they cover a wide range of subject matter, mood and composition. The pictures displayed in the Lounge Room include scenes from Constantinople, Japan, France, Germany and other parts of the globe.

The Lounge Room is a gracious, convenient place for meetings, for informal socializing or for simple lounging, and is available to Lincoln Tower owners at all times. A popular spot for parties, its conveniences include kitchen facilities.



"Blue Tree", handwoven wall hanging in original design by Laurie Herrick, is focal point in homelike lobby of Lincoln Towers.

Home Owner Concept Keynotes Project

The transition from a mere "occupant" to home owner is one that most heads of families make sometime in their lives, or at least they aspire to the change. And, in the opinion of Vincent J. Popma, vice president and sales manager of American Condominium Homes, it involves much more than a name on a deed to property: A basic psychological transition and an entirely new set of values are involved.

This means, Mr. Popma explains, that home owners, or prospective home buyers, as people, are in a different category than tenants. It follows, he adds that condominium homes must differ fundamentally in planning, design and operation from even the most luxurious of apartment developments, if they are to appeal to the potential home owner.

This concept has keynoted planning and development of the American Plaza project, Mr. Popma pointing out that "Each unit is a home, somewhat on the luxurious side, it is true, but nevertheless planned for individuals and families seeking a place of their own, to suit their individual needs and preferences, in which they can live happily for the foreseeable future."

The home owner ideal has been carried out in various specific ways: In the quiet, though elegant, decor of lobbies and other common areas. In the avoidance of anything reminiscent of the commercial or institutional aspects of public buildings. In the privacy and opportunity to indulge personal tastes offered to owner-occupants. And, most of all, in the liveability and spaciousness of the individual units.

Lincoln Tower Board Formed

The first Condominium Association meeting for the owners in Lincoln Towers was held, appropriately enough, on the birthday of "The Great Emancipator" in the Lincoln Room (where else?) of Ramada Inn.

A nine-member board of directors was organized to head the association with Mr. John Hill as chairman. Officers of the board include Col. Chester Ott, vice chairman; Mrs. Edna Scales, secretary, and Mr. William Long, treasurer.

Other directors include Dr. Henry Tuchler, Dr. Leon Ray, Mr. Earl Garrison, Mr. Henry Rieckers and Mrs. Erros Feehely.

Exciting colorful information about Portland's luxurious American Plaza is available. Call 228-6383.