



BACKGROUND



Gramor Development Inc., President Barry Cain

FAST FACTS:

The Park:

- The City of Vancouver has accepted the donation of land from Columbia Waterfront LLC to build the new park.
- Size - 7.3 acres covering a one-half mile shoreline.
- The cost for the park is anticipated to be approximately \$27 million.
- Construction has started, and will include improvements such as rebuilding the riverbank, constructing a cable stay pier, creating a stone and concrete paver plaza, making a 14' concrete and basalt paver regional trail, and building a water feature (Headwater's Wall), overlooks, seat walls, play area, urban beach, open lawn, picnic tables, benches, lighting and landscaping.
- The walking/running/biking path has been started along the water's edge.
- Water feature: Designed by artist Larry Kirkland, this will feature a unique scribed history of the region.
- The Grant Street Pier designed by Kirkland is a cable stay configuration and unique to the area.

The Development:

- Makes the best use of 32 acres of south-facing waterfront property, covering 21 city blocks.
- At full build-out, the master plan proposes 3,300 new residential units, more than 1.25 million square feet of Class A creative office space, a luxury hotel, flagship restaurants, and unique retail spaces. This \$1.5 billion mixed-use development will transform and usher in the next chapter for the entire metropolitan Vancouver/Portland area.
- Construction began in Fall, 2015.
- Upon its completion, this new urban neighborhood will bring more than 10,000 jobs, as well as over \$385 million in state and local taxes (the present value over the next twenty years) to the region's economy.
- This is made possible through a unique, public/private collaborative partnership between the City of Vancouver, Columbia Waterfront LLC and Gramor Development, Inc.

QUOTABLE QUOTES:

FROM WASHINGTON GOVERNOR JAY INSLEE – 5/18/2016:

"This is an important, bold effort to reinvent the Vancouver waterfront. Washington state has put \$3.5 million dollars into this project with most of the funds allocated to the park. This development will bring jobs and tourism to the region while creating spaces for the public to enjoy its natural beauty."

FROM DEVELOPER/INVESTOR BARRY CAIN – 5/18/2016:

To see Barry's speech last week about the Waterfront, click <http://gramor.com/news-room/>. For images, contact Gramor's media relations, Dianne Danowski Smith, 503-201-7019.

“ Gramor Development, in collaboration with a group of key partners/investors, has been working to make the Waterfront development a reality for 10 years. For most of that time, I’ve told people we were going to be starting sometime in the next two years. We’re not saying that anymore. The new Waterfront Vancouver is now under construction.

Many know Gramor as a retail developer and, in some ways, I have approached this development from that perspective. In retail developments, you need a good anchor store to bring people to a shopping center. Our anchor at The Waterfront is the mighty Columbia River, the most significant natural resource in the area. The Columbia River, coupled with the new \$27 million Waterfront Park, will set the stage for our first phase of buildings including two new restaurant buildings that will have up to 6 restaurants in them – they will seat more than 1,200 people! As you may have heard, Twigs Bistro & Martini Bar has signed. We are working to bring here a seafood house and a beer-themed bar/eatery, as well as many others that will bring families as well as a nightlife to this beautiful setting.

Next, envision a showplace offering a curated merchandise mix of retail shops and boutiques coupled with a variety of upscale and exciting dining options: This is The Shops on Waterfront Way. Waterfront Way will extend approximately one-third of a mile along the Columbia River and Waterfront Park. Public spaces will be designed with the Grant Street Pier and the Columbia River as the backdrop, making this a unique shopping destination. The Shops will comprise 45,000 square feet of ground-floor, urban, retail at Blocks 6 and 8, including office and apartment living spaces. These shops and eateries will be an excellent amenity for the proposed office, residential and hotel offerings.

Block 6 will have two buildings, one a 70,000 square foot office building, and the other is a 55-unit boutique residential building. Block 8 will have approximately 160 additional residential units. The integration of office, residential, retail and restaurant amenities, with the Waterfront Park and the Columbia River makes this development so unique and significant.

This is ...

This is the entrance to the State of Washington. This is a new face of the City of Vancouver. This is the place of the beginning and ending of the Renaissance Trail.

This is the place where everyone in Clark County area will have in common. It is where you will bring your out-of-town guests; where you will come for special events, where you will meet your friends for social time and where families will take photos. And, it is a signal to the rest of the world that a new era has arrived in the heart of downtown Vancouver, U.S.A.

We at Gramor Development, my partners at Columbia Waterfront LLC and the City are implementing the community’s plan to bring the waterfront back to the city. This plan will result in thousands of additional jobs at The Waterfront, along with that thousands of new downtown residents in a county that already represents 20 percent of the metropolitan Portland-Vancouver area.

When visitors come to this part of the Northwest, they come with visions of Mount Hood, the Columbia Gorge, Mount St. Helens and the small eateries with award-winning chefs scattered around eclectic Portland neighborhoods. When they leave, they will add the image of The Waterfront Vancouver as a place they tell friends and family about; the best scenic experience that Portland/Vancouver offers.

A park like no other

The Waterfront Park being built now will be world class and will set the stage for a very high level of quality and design for everything coming after. We’re developing iconic space to give Vancouver residents a place to congregate, dine, shop and enjoy the natural beauty of the Great Pacific Northwest, while also welcoming visitors to the very place that put the area on the map, the Columbia River. Stepping outside the shadow of Portland, there is no doubt this project will make The Waterfront Vancouver a destination of its own.

Early on, when we needed to design a conceptual park for our master plan, we looked all over and were fortunate to find a great fit with PWL Landscape Architects from the 'other' Vancouver, in British Columbia. We felt the work they had already done was the perfect example of the type of quality and style we were looking for. With a portfolio rich in waterfront designs like those in Tianjin, China, several throughout Vancouver B.C. and even Eugene, Oregon, PWL's expertise has been central to the development of world-class outdoor areas.



It was then decided we should add two artists to the team. Larry Kirkland, public sculpture artist and Charles Stone, lighting designer, each bring crucial expertise to the project. Kirkland is the creative talent behind art installations across the globe, from the airport in Osaka, Japan to Penn Station in New York City, the National Academy of Science, and some even closer to home, like the Columbia River installation at Portland International Airport. With strong ties to the Pacific Northwest, Kirkland has continued to work in this region throughout his career. Two key pieces of this project will have Kirkland's signature designs, Grant Street Pier, a 90-foot pier spanning out over the water which calls to the feeling of a ship's mast forging through the wind and water; and the waterfront play feature, Headwater's Wall. The vision for the water feature adjacent to the pier is to educate through art. Headwater's Wall will share the story of the Columbia River through words, weaving in historical characters such as Native Americans, and topography of the Columbia Watershed Basin with a bronze map. Additionally, nine distinct pillars will be spread throughout the park, exhibiting quotes exemplifying the magic of water.

Charles Stone brings more than thirty-five years of experience with previous projects ranging from the Tribute in Light to honor the national September 11th memorial in Manhattan to the American Museum of Natural History, the Washington Monument; and the tallest building in the world the Burj Khalifa in Dubai. Stone will work to enhance the park with effective and innovative lighting that is environmentally and economically conscious so the park will look equally as beautiful at night. Stone's experience is unquantifiable as his designs are impressive and unmatched.

Now that we're underway, we can all begin to see the transformation taking place. Nothing being done now could be done without those who led the change before we got here. There is no way we could be doing what we are doing now without the City's renovation of Esther Short Park and the additions of the Hilton Convention Center, the beautiful library, the new City Hall and other more recent buildings.



Moving forward, expect this beautiful waterfront, once industrial to become functional elegance over the next several years. Looking to the river as our backbone and our anchor, the previously inaccessible waterfront now becomes the next big thing.

This waterfront plan is ambitious, strategic and stunning. Something iconic is happening here in Vancouver, Washington. It will be a major tourist attraction for the region. Expect visitors to venture over the river to discover even more of what makes the Pacific Northwest such a rich, natural gem. Wait until you see what happens next! ”

~ Barry Cain, President of Gramor Development, Inc. and Investor, Columbia Waterfront, LLC.