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Media Contact:

Molly Cooney-Mesker, Maxwell PR
(503) 231-3086 / molly@maxwellpr.com

PORTLAND'S EASTSIDE GAINS NEW VITALITY WITH COMPLETION OF THE LEFTBANK PROJECT

*New Model of Sustainable Development Revitalizes Historic Buildings,
Attracts Rich Cross-Section of Portland's Creative Community*

Portland, Ore. – May 27, 2009 - After sitting vacant for more than a decade, a once vibrant cultural magnet at the head of the Broadway Bridge is once again attracting a rich cross section of Portlanders as part of an unconventional new mixed-use development, The Leftbank Project.

Instead of demolishing the trio of abandoned structures, Alora Development employed a new model of sustainable development that emphasized restoration, significant material reuse and community building through design. This triple bottom line approach involved an unparalleled level of collaboration between the developer, architect, designer and craftspeople that has infused the space with both a physical and spiritual sense of community.

"We're building a community where mission-driven people from a broad spectrum of disciplines and interests can come together, collaborate, work and contribute," said Project Manager Joanna Agee. "Our hope is to serve as a catalyst for positive change."

At 240 N. Broadway St., on the corner of Wheeler Street, Leftbank's more than 50,000 square feet of leasable space includes individual offices in the Hive, a 22-desk co-working community with shared meeting space; traditional offices with inspiring city views; move-in ready creative studio spaces; and light production areas. Leftbank has already attracted tenants including the Portland Farmers Market, Upright Brewing, The GreenVille Project, gallopowell, ORANGEWALL studios, JHL design, intelligent design, SOLIDCORE and Upstream Public Health.

"The beauty of the building, the location and the developer's dedication to creating a mini sustainable Portland – all under one roof – is what drew Portland Farmers Market to Leftbank," said Ann Forsthoefel, Portland Farmers Market executive director. "Each tenant we meet has such an interesting story. We all come from diverse backgrounds, but share a common bond to make it a better world."

Leftbank Café Becomes Central Gathering Place

At the heart of Leftbank is the Leftbank Café, opening June 1, 2008 in the building's living room-type lobby in partnership with the award-winning Bon Appetit Management. The Café will serve a menu of breakfast and lunch items made from sustainable and locally sourced ingredients. Other building amenities include an abundance of community gathering spaces, shower facilities, ample bike parking, a lactation room and easy access to mass transit.

Adjacent Event Space Offers Unique Venue

To further foster community and exchange, developers are renovating a 20,000 square foot warehouse adjacent to Leftbank at 101 N. Weidler that is open to Leftbank tenants and Portland at large. The versatile event space fills a void for mid-sized event venues, offering an industrial interior that provides a blank canvas for events. The space will be available for event rental this fall.

Leftbank Takes Sustainable Approach

Developer Daniel Deutsch of Alora Development worked closely with Andy Powell of gallopowell and DiLoreto Architecture, as well as various builders, artists and craftspeople to thoughtfully save and rehabilitate the three structures that make up Leftbank. Deconstruction techniques allowed the highest possible reuse of existing materials. Windows were salvaged, water damaged beams were milled into stair treads and benches, original details were uncovered and restored, old growth ceiling beams exposed, floors were salvaged, and new floors were crafted from old floor boards. When new systems were necessary, the most efficient systems were installed including a super high efficiency zoned HVAC system and ultra-efficient LED lights. Sustainable hardware, fixtures and other elements were provided by local artisans, such as Eleek, Inc. and Stardust Glass.

Building Rich in History

Built in 1923, the main structure of Leftbank was designed by one of Portland's most renowned architects, A.E. Doyle – he also designed the city's Central Library, the Benson Hotel, Reed College campus buildings and many other local landmarks – to house the Hazelwood Creamery, a confection company and a restaurant. By the 1940s, the space was an artistic hub attracting revelers from all corners of the city to The Dude Ranch, the hottest jazz club of its time, which hosted such favorites as Thelonius Monk, Louis Armstrong and Lester Young, among others.

About Leftbank

Leftbank is located 240 N. Broadway St., Portland Ore., at the intersection of the city's Rose Quarter, Burnside and Broadway bridgeheads. For more information visit www.leftbankproject.com.

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