



CITY OF
PORTLAND, OREGON
OFFICE OF PUBLIC SAFETY

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President Dave Frohnmayer
Office of the President
1226 University of Oregon
Eugene, OR 97403

Dear President Frohnmayer,

I have been reflecting on our October 9 discussion regarding the "Made in Oregon" sign at the foot of the Burnside Bridge, and now that some time has passed, I am following up on our discussion in the hope of identifying more common ground on the issue.

As we discussed in our meeting, I am truly grateful for the investment the University of Oregon is making in Old Town. The University's presence in Old Town is a not only a key anchor in the revitalization of that neighborhood, but also a welcome addition to Portland's higher education portfolio that will serve both students and residents exceedingly well. I deeply appreciate the vision and contribution you and the University of Oregon have made in Portland.

In that light, I am hopeful that the University of Oregon will choose to work with the City on a different path than you have proposed for the "Made in Oregon" sign. As we discussed, the land use process associated with changing the historic sign to "University of Oregon" is a thorough process requiring significant public input at the Landmarks Commission, and if appealed, at the City Council. Given the strong feelings in our community about the historic value of the "Made in Oregon" sign, I fear that a public debate on the University of Oregon's proposal will spark a controversy in the community that could overshadow the otherwise positive relationship the University is building in our community.

In our meeting, you raised the concern that the University was planning to make a significant investment in acquiring and operating the historic sign, and you did not feel it was appropriate for the University to do so with a non-University message on the sign. I think that is a legitimate concern, and I would like to reiterate that I am willing to work with my colleagues on the City Council to find a way for the City to purchase the sign and become responsible for its operation and upkeep. Additionally, I would be willing to work with you to create a signage solution for the University that would result in a visible presence for the school that could be identifiable from the East side of the river.

I hope you will give these alternatives some additional consideration. I think they will result in a positive outcome for all involved. I look forward to discussing this further with you.

Sincerely,

Commissioner Randy Leonard

Cc: George Pernsteiner, Chancellor, Oregon University System
Mayor-elect Sam Adams