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Beauty Parlor
A program about the evolution of urban neighborhoods.

**Computer Interactive—15 text screens —6 minutes motion picture production.
One touch-screen monitor and one large flat-screen monitor —focused
speakers**

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Text Screens

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Attract Screen

A sequence of people sitting in a beauty parlor chair having their hair done,
mixed with images of demolition and construction. We can film in Paul
Knowles' shop at the corner of Killingsworth and MLK.

Blurb for attract screen:

Cities grow and change. Transitions can be startling or
subtle, welcome or heart-wrenching. Touch below for
unforgettable Portland neighborhood stories.

Old South Portland Story   Albina Story   Parkrose Story

Old South Portland Story

Movie begins

Introductory caption superimposed over initial image:

Once upon a time Portland had a Jewish and Italian neighborhood that was a wonderful community or a slum—depending on how you saw it.

Movie plays
  Forward   Back   Play movie again

Old South Portland: Text Screen #1

"Everybody in the neighborhood were friends"

—Frieda Cohen

In the early 1900s, thousands of Eastern European Jewish and Italian immigrants lived in a neighborhood known as South Portland.

It was poor and rundown, but thriving and close-knit.

In the 1960s, the area became Portland's first urban renewal project.

Nearly 500 buildings were demolished and more than 1,500 residents were relocated.

  Forward   Back   Play movie

Introduction animation:

A wrecking ball demolishing buildings swings across the screen, accompanied by stylized photos of the people who are in the stories.

Potential pop-ons and icons:

--Map of area defined as South Portland

-- Closeups of faces of Jews and Italians

--A street scene with shops and people outside.

--Scene of area during demolishment

Slider at screen bottom—faces that link to short bios

Timeline

Old South Portland. Text Screen #2

Fifty-four blocks

º homes º grocery stores º barber shops º synagogues º bakeries º schools º drug stores º taverns º meat markets º boarding houses º movie theaters º old age home º library º Neighborhood House º apartments º butcher shops º churches º fish markets º orphanage º delicatessens º

*The streets are all gone.—*Dario Raschio

   Forward   Back   Play movie

Potential pop-ons and icons:

--Individual photos of buildings

--Historic photos of the neighborhood

Slider at screen bottom—faces that link to short bios

Timeline

Old South Portland Story. Text Screen #3

"Blight" to business district

What's Old South Portland today?

It's Portland State University, the Keller Auditorium, Ira Keller Fountain, Portland Center Towers, skyscrapers, shopping areas, business offices, restaurants, parking lots, garages, and Interstate 405.

Forward   Back   Play movie

Potential pop-ons and icons:
--Maybe match old site and new
Slider at screen bottom—faces that link to short bios
Timeline

Old South Portland Story. Text Screen #4

What's left of Old South Portland

All is not utterly gone. More than a dozen buildings, mostly in the Lair Hill Historic Conservation District, bring the character of the old neighborhood to life.

The Jewish Neighborhood House. The old library. A boarding house. Kessler-Israel Synagogue. The orphanage. Victorian homes. St. Michael the Archangel Catholic Church.

***How dear to my heart are the scenes of my childhood.*—Frieda Cohen**

Forward   Back   Play movie

Potential pop-ons and icons:
--Remnant buildings still existing in the Lair Hill area
Slider at screen bottom—faces that link to short bios
Timeline

Old South Portland Story. Text Screen #5

"Good deal"
or "horrible shame?"

Portland's South Auditorium Urban Renewal District was hailed by many as a success.

By 1974, nearly $400 million of assessed property values was added to the tax rolls. The city got skyscrapers, a freeway and a university campus.

A poor but vibrant community was razed and destroyed, the people from the neighborhood scattered in resettlement throughout the region.

As cities change, what is good and what is bad?

Forward   Back   Play movie

Potential pop-ons and icons:
Slider at screen bottom—faces that link to short bios
Timeline

Albina Story

Movie begins

Introductory caption superimposed over initial image:

Albina has been the central neighborhood for African-Americans in Portland for the better part of a century.
By choice or by coercion?

Movie plays
  Forward   Back   Play movie again

Albina Story. Text Screen #6

<div align="center">

Rooted, then swept away

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Vanport exists no more. On May 30, 1948, the second largest city in Oregon was destroyed by a flood.

***Seeing the houses float down the river, it was just a lot of horror stories*. – Geneva Knauls**

Vanport was not so much a city as a public complex created by magnate Henry Kaiser during World War II to house workers for his Portland shipyards.

Kaiser had recruited blacks from the South and Midwest, and here they lived together with whites for the first time in Oregon.

After the flood, 15,000 African Americans were homeless.

Forward   Back   Play movie

Introduction animation: New buildings going up along with a sign like "Mississippi District," accompanied by stylized photos of the people who are in the stories.
Potential pop-ons and icons:
--Aerial photo of Vanport
-- In 1944, [40,000] people lived in Vanport
--Scenes of WWII shipyard workers
Slider at screen bottom—faces that link to short bios
Timeline

Albina Story. Text Screen #7

red • lin • ing, n.

an arbitrary practice, now illegal, by which banks refused to lend money for properties in specific neighborhoods, generally those with residents who were poor or people of color. Red lines on maps denoted undesirability.

You don't know what racism is, you know what prejudice is. Prejudice is obvious sometimes.—Charles Washington

In the 1940s, Portland's real estate industry had a Code of Ethics that redlined African-Americans to a small patch of the city known as Albina. By 1950, half of Portland's black population lived there.

A lot of the African Americans had their own gardens, they had chickens. So whoever had an abundance of peaches, and someone who had an abundance of apples, we'd swap. We took care of each other as a community. Money wasn't all that important, relationships were.— **Pastor W.G. Hardy, Jr.**

Forward   Back   Play movie

Potential pop-ons and icons:
--Map of the Albina area from the 1940s with redlining
Slider at screen bottom—faces that link to short bios
Timeline

Albina Story. Text Screen #8

Again looking for a place
to live

Lloyd Center, the Memorial Coliseum and Interstate 5 came along in the 1950s and '60s, demolishing Albina's African-American neighborhoods in the way.

*The community? It was quite lively. We had restaurants, beauty parlors, churches, a drugstore, record shop, Safeway stores, a service station, nightclubs that featured nationally known entertainers. We had a baseball team—for two years, we didn't lose a game. They uprooted a lot of people. Right down there where the highway is today was the basis of our neighborhood.—***James Britt**

*They had nowhere to go.—***Charles Washington**

***It was heartbreaking.*—Geneva Krauls**

Forward   Back   Play movie

Potential pop-ons and icons:
--Before/after photo of housing and now the Coliseum area
Slider at screen bottom—faces that link to short bios
Timeline

Albina Story. Text Screen #9

Dilapidation, decay and desire

What remained of Albina had been deteriorating since the 1940s and was in dire need of help.

The Albina Neighborhood Improvement Plan became the Portland Development Commission's first attempt at rehabilitating—instead of clearing—a neighborhood.

More than $2 million was spent to improve existing homes and demolish unsound ones, construct new houses and apartments, and enhance streets, sidewalks and lighting.

Forward   Back   Play movie

Potential pop-ons and icons:
--117 unsound homes were demolished
--585 homes were removed (not sure how these two statistics relate)
--42 new buildings were constructed, including 83 single and multi-family housing units
Slider at screen bottom—faces that link to short bios
Timeline

Albina Story. Text Screen #10

It was always exodus
—Charles Washington

"Albina Neighborhood"
"Historic Mississippi Avenue"
"Alberta Arts District"

Gentrification happened. The African American population went down. Some chose to sell; others could no longer afford to live in this area. The neighborhood changed.—Pastor W.G.Hardy, Jr.

North Portland's traditional African-American neighborhoods transformed into trendy shops, homes and offices.

Yet empty buildings house new businesses. Property values increased for people who stayed. The streets are safer. PDC embarks on new programs to assist businesses and develop affordable housing.

In previous generations, urban renewal started with a poor neighborhood and a bulldozer. Today, it's a different approach.
–John Jackley

A deeply-rooted heritage has gone.
Another has begun to take its place.

Forward   Back   Play movie

Potential pop-ons and icons:
--Positive of gentrification: empty buildings replaced with thriving businesses
Slider at screen bottom—faces that link to short bios

Timeline

Parkrose Story

Movie begins

Introductory caption superimposed over initial image:

Waves of southeast Asian refugees poured into the Northwest in the 1970s and '80s. Mien tribespeople from Laos found a home in Portland.

Movie plays
  Forward   Back   Play movie again

Parkrose Story. Text Screen #11

Refugees and refuge

The modest starter homes of Parkrose were just the kinds of places that upwardly-mobile families spurned in a '60s rush to the suburbs. Their children, aspiring something better, too, did not grow up and return.

Parkrose's half-acre lots—with room for daikon radishes in a garden and raising chickens—became haven for rural southeast Asians fleeing the Vietnam war and political upheaval.

  Forward   Back   Play movie

Introduction animation: A pickup loaded with "moving" furniture like a sofa and bed travels across the screen, accompanied by stylized photos of the people who are in the stories.
Potential pop-ons and icons:
--Map of Parkrose area
Slider at screen bottom—faces that link to short bios
Timeline

Parkrose Story. Text Screen #12

Here's only for temporary;

we will return home—David Lee

Lao, Cambodian, Vietnamese, Thai, Hmong and Mien families arrived in Oregon and Washington in great waves from 1975 through the '80s.

Many were sponsored by secular or faith-based organizations. Some joined family members already here.

From life in Parkrose, refugees could take advantage of Portland's excellent social services to begin to learn English, find work and acculturate.

Forward   Back   Play movie

Potential pop-ons and icons:
Slider at screen bottom—faces that link to short bios
Timeline

Parkrose Story. Text Screen #13

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For a time, Portland had the largest Mien community in the United States, some 3,000 refugees.

In Laos, the Mien were recruited by the American CIA during the Vietnam War. With American withdrawal in 1975, many of their villages destroyed, the Mien made a dangerous trek to safety.

Settled in Parkrose, two or more generations share a household, transposing traditional rituals on a modern world.

***I know my Mien language, and I can speak English pretty well.**—Tommy Leong Phan*

Forward   Back   Play movie

Potential pop-ons and icons:
Slider at screen bottom—faces that link to short bios
Timeline

Parkrose Story. Text Screen #14

Little Saigon

Hard-working and entrepreneurial, southeast Asians transformed businesses from traditional drug stores and supermarkets.

Bridal salons, Vietnamese and Thai restaurants, ethnic grocery stores, flower shops, beauty salons and more brought a new international flavor—not just to Parkrose—but the whole city of Portland.

Forward   Back   Play movie

Potential pop-ons and icons:
Slider at screen bottom—faces that link to short bios
Timeline

Parkrose Story. Text Screen #15

Old Town Parkrose?

As a neighborhood evolves, even in positive ways, there may come a point when the past becomes almost unrecognizable.

Where's the favorite ice cream shop, the barber with the striped pole, the tailor who creased slacks just-so?

How much change is too much?

Forward   Back   Play movie

Potential pop-ons and icons:
Slider at screen bottom—faces that link to short bios
Timeline