Williams\Dame & Associates (Williams\Dame) has made a name for itself as a highly effective and visionary urban development team, led by its two principals, Homer Williams and Dike Dame. The firm has specialized in working collaboratively with public and private partners on complex development projects and has earned accolades for the quality of the urban neighborhoods it has created. Williams\Dame works from the broader scale – urban neighborhood, waterfront development or larger land entitlement or development projects – all the way down to individual building projects and developments. Williams\Dame’s most significant projects – Portland’s Pearl and South Waterfront Districts and LA’s South Park neighborhood – demonstrate its proficiency in creating great urban places and working at all stages of the development process.

HOMER WILLIAMS, CHAIRMAN

Homer Williams has been engaged in real estate development for more than forty years. He has been instrumental in the success of the Pearl District and South Waterfront redevelopment projects in Portland, Oregon, as well as numerous development projects in downtown Los Angeles, California. Over the past decade, Homer and his affiliated companies have developed over $2.5 billion worth of real estate. Homer’s unique skill sets include the ability to form instrumental public/private partnerships. This includes the South Waterfront Central District partnership between North Macadam Investors, Oregon Health & Science University, and the City of Portland, which has led to the largest urban development in Oregon’s history. He sits on the boards of the River District Steering Committee, as well as Special Olympics of Oregon and Construction Apprenticeship & Workforce Solutions (CAWS). Homer was born in Walla Walla, Washington and raised in La Grande and Portland, Oregon.

DIKE DAME, PRESIDENT

President of Williams\Dame & Associates, Dike has been at the forefront of real estate financing and development for more than forty years, having worked with business partner Homer Williams for over twenty of those years. At Williams\Dame, Dike plans, organizes, leads, and controls the company’s activities. He has been responsible for negotiating complex development agreements with multiple public entities and formulating multifaceted financial structures. Dike is on the Advisory Board of Portland State University’s School of Urban Affairs and Planning, and Vice Chairman of a Project Apprentice Committee that promotes union apprenticeships for women and ethnic minorities. Dike also serves on the Board of Portland State University’s First Stop Portland program, which he and PSU founded.
Inherent in Williams\Dame’s approach are guiding principles that they believe are critical to the success of their urban development projects. In reviewing the EWEB Riverfront Master Plan, Williams\Dame found that many of these same principles are reflected in the vision for the EWEB property and that their principles are highly compatible with this vision.

As planning for the site continues, Williams\Dame anticipates continuing to work with EWEB, the City of Eugene, and the community to implement these principles, consistent with the Master Plan, to ensure the best possible outcome for the development. Among the guiding principles that Williams\Dame believe are important to this site are:

- **Get the “First 30 Feet” Right** – While they design a high-quality building from the top to bottom, the first 30 feet are especially critical to creating a great pedestrian environment. Paying attention to details of the streetscape – landscaping, street lighting, street furniture, etc. – as well as the way the buildings meet the street creates an inviting and comfortable environment for pedestrians. Design issues that will be addressed in the first 30 feet include the retail frontage at the ground floor, active living areas above the first floor to lend “eyes on the street,” and locating parking and other dead space away from the pedestrian frontage.

- **Strong and Diverse Ground Floor Retail** – Incorporating a strong retail element in a project helps to generate the street life that is essential to a community’s sense of identity. It will be critical to extend the successful local retail environment found in downtown Eugene, particularly given the mix of uses envisioned for the Riverfront site. Williams\Dame have found that people who choose to live and work in urban neighborhoods want to know the grocer, the dry cleaner, or the restaurateur downstairs. Williams\Dame will work hard to ensure that quality local retailers play an integral part in the redevelopment of the Riverfront and help provide a unique sense of place for the neighborhood.

- **Public Open Space** – Open space and parks are an important element of the neighborhoods that Williams\Dame develop, ensuring that what they create is more than just a collection of residential buildings. For a neighborhood to flourish over time, all of the life-elements must be present and positioned to thrive: live, work, and play. Williams\Dame believe people need “great good places” to gather, to meet, and to commune with each other. This is what creates strong communities. The Master Plan’s proposed open spaces, plazas, and public parks will fulfill this need for quality open space.
• **Incorporation of Diversity and Innovative Design** – People have different tastes, wants, and needs, and Williams\Dame’s neighborhoods and developments reflect this diversity. They create buildings that appeal to different demographic and socio-economic groups, with a range of products: lofts, apartments, townhomes, condominiums, senior living, hotels, restaurants, entertainment venues, and offices. Urban neighborhoods are most successful when they are diverse across ethnic, economic, and generational lines, and contain a mix of dynamic uses, and they strive to facilitate this through innovative design.

• **Design Quality** – Williams\Dame are committed to design quality in all of their projects, regardless of the ultimate use. While the aesthetics of a building are important to the success of the neighborhood, it is often the quality of the construction details that no one notices – waterproofing, window details, air handling, building materials, etc. – that help ensure the long-term success of a project. Over time, buildings will remain in good condition, ensuring that the development continues to add value to the neighborhood long after the project is completed.

• **Urban Complexity** – As is demonstrated by their past and current successes in Portland’s Pearl District, South Waterfront District, and in downtown Los Angeles, Williams\Dame have developed an expertise in planning, designing, and executing large-scale, complex urban developments that incorporate multiple elements to create sustainable communities. Each urban redevelopment effort Williams\Dame undertakes requires working with municipalities, community groups, transit authorities, the financial community, and other stakeholders to create a project that works on multiple levels.

• **Balanced and Sustainable Design** – Williams\Dame works hard to strike a balance between the man-made and the natural, between the physical needs of shelter, home, and sustenance, and the spiritual needs of nature and community. The Pearl District and the South Waterfront District exemplify their commitment to this important balance, as well as their commitment to “Green Design and Building” – both vertically and horizontally. The South Waterfront District earned a Silver rating for LEED ND, and their mixed-use residential buildings in the South Waterfront and downtown Los Angeles, and their hotel in the Pearl District, all earned LEED ratings of Silver or better.

• **Good Partnership** – Williams\Dame like to establish public/private partnerships with local agencies to help clearly define the public benefits of their projects and provide clear expectations of project delivery on all sides. They pride themselves on working closely with their neighbors and communities, involving them throughout the process and incorporating their ideas in the resulting development. In short, Williams\Dame believe that their projects are better when done in partnership with others – public, private, community – who share a vision for a great neighborhood.
Project: Pearl District

PORTLAND, OREGON

One of the most recognizable and acclaimed urban neighborhoods in the United States, the Pearl District in Portland, Oregon, has become a residential and commercial icon for vibrant urban communities. The catalyst for redevelopment in the Pearl was the Homer Williams-led Hoyt Street Yards, a pioneering 34-acre mixed-use development at the heart of the neighborhood. This long abandoned former industrial site is now home to thousands of residents, vibrant parks, restaurants, galleries, retail, educational institutions, and cultural attractions. To date, approximately 7,400 units of housing have been delivered, valued at over $2 billion.

Homer was responsible for successfully negotiating the agreement with the City of Portland and the Portland Development Commission (PDC). The agreement provided for transportation improvements, new public parks, affordable housing, and other elements vital to the health of a new mixed-use neighborhood. This agreement has been the foundation of a successful and collaborative partnership between Williams\Dame, PDC, and the City, not only in the Pearl District but in other City neighborhoods and redevelopment areas, as well. This development was a catalyst for continued urban residential development in Portland and is held up as an example nationwide of how to create a successful mixed-use urban neighborhood.
PORTLAND, OREGON

Portland’s South Waterfront is the largest economic development project in Portland history and is a national model of sustainable smart growth urban development. Williams\Dame, in partnership with OHSU, one of Oregon’s largest employers, and the PDC, Portland’s designated urban renewal agency, led the transformation of these 35 acres of vacant and environmentally contaminated land into a vibrant waterfront neighborhood located on the western banks of the Willamette River.

Utilizing both private and public investment (including tax increment financing), Williams\Dame led the development of the South Waterfront Central District, creating multiple city blocks, the addition of public infrastructure, parks and transportation, the expansion of the Portland Streetcar service, and the addition of one of the only two commuter aerial trams in the US. In February 2011, the South Waterfront District was among the first neighborhoods in the US to achieve a Gold rating in the LEED for Neighborhoods Pilot Program established by the US Green Building Council and received certification as the nation’s first “Salmon Safe” neighborhood.
Project: Streetcar Lofts

PEARL DISTRICT, PORTLAND, OREGON

This iconic mixed-use project sits on the Portland Streetcar line and has served as one of the most photographed locations in the neighborhood. Its edgy design appealed to the younger demographic that Williams\Dame was aiming for and it also helped cement the Pearl's reputation as a transit-oriented district. The project was completed in 2001 and includes 131 condominium units, 9,000 square feet of ground floor retail, and a level of underground parking.

- 7 stories
- 131 housing units
- 9,000 sq. ft. retail
Project: Kearney Plaza

PEARL DISTRICT, PORTLAND, OREGON

Comprising 139 apartment units atop ground floor retail and underground parking, this project was Portland first five-over-one (five stories of wood-frame construction over one story of concrete) project and the first market-rate apartment project to be constructed in the Pearl. Tenants share access to the rooftop garden atop the Plaza, while also being steps away from the coffee shops, parks, restaurants, and retail in the area.
Project: Sitka Apartments

PEARL DISTRICT, PORTLAND, OREGON

Working with development partner Praxis Development, Williams\Dame completed this 210-unit affordable housing project in 2005. The project includes 5,000 square feet of ground-floor retail and is notable for its dedication to quality design – it features two six-story "green" buildings constructed with careful attention to minimize environmental impact.

- Two 6-story towers
- 210 units
- 5,000 sq. ft. retail
Project: The Belmont

PORTLAND, OREGON

The Belmont is a mid-rise project close to downtown in the eclectic southeast neighborhood. The underserved Belmont District now has a fashionable living destination offering superior quality, all conveniences, and a short walk to some of the best locally owned retail and restaurants in the city.

- 5 stories
- 123 units
- 3,600 sq. ft. retail
Project: The Strand

SOUTH WATERFRONT DISTRICT, PORTLAND, OREGON
Located on the site of an old coal gasification plant on the banks of the Willamette River, the Strand incorporates 218 condominium units and 8,000 SF of retail in three buildings. The project was the result of a public/private partnership between Williams\Dame and the PDC and included 100 spaces of public parking to help support neighborhood retail in the area.

- 11 - 13 stories
- 218 units
- 8,000 sq. ft. retail
- 2.7 acres
Project: Hyatt House at RiverPlace

SOUTH WATERFRONT DISTRICT, PORTLAND, OREGON

The Hyatt House is the second EB-5 funded hotel developed by Williams\Dame in Portland. The six-story, 203-room, extended-stay hotel opened in 2016. The U-shaped plan creates a second floor terrace angled to capture views of the river and features a guest gathering space with seating, landscaping, and a flow-through stormwater planter. On the ground floor, the large windows in the lobby and lounge spaces contribute to an active streetscape.