

Development Strategy



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I Development Program

ECONOMICS RESEARCH ASSOCIATES (ERA) was asked to complete two studies, the first being a national benchmarking of cities with projects of similar complexity, such as sports arenas, riverfront locations, and adjacency to downtown. The second study was a market overview of the Portland real estate market in various use categories.

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Benchmarking Study

ERA visited and compiled data on projects in seven cities: Syracuse (Oil City), Cincinnati (The Banks), Los Angeles (Staples Arena), Cleveland (North Coast Harbor), San Diego (Ballpark District), New York City (Battery Park City), and San Francisco (PacBell Park). The lessons learned from these projects which have applicability to the Rose Quarter were:

- Flexibility of the plan to adjust to changing market conditions
- Restoration or reinforcement of the traditional city street grid
- Easy and safe pedestrian access to the downtown
- Single-use districts are not successful
- Mixed-use districts are the model to follow
- All required public/private partnerships

Market Overview

The overall conclusion from the market overview was that the Portland market is strong but not overheated (such as San Francisco is). Each market segment had different characteristics and implications for the Rose Quarter.

Hotel

A new hotel in the Rose Quarter is not a likely early project. Hotel feasibility may also be negatively affected by the push for a new convention center hotel in the adjacent Lloyd District.

Office

Portland is not a speculative office market. Most current new office projects are either for corporate tenants or they are small projects. The downtown and Lloyd District office markets are stable. Office development in the Rose Quarter would require a pre-signed corporate tenant.

Residential

This would be a pioneering use in the Rose Quarter. New housing and newly converted lofts are strong markets in downtown and the Pearl District. The key for residential success in the Rose Quarter will be the creation of pedestrian amenities and good connections to downtown and the Lloyd District.

Retail

Retail in the Rose Quarter is seen as following and supportive of office or residential uses. Major retail exists just east in the Lloyd District, including anchor stores and cinemas.

Opportunity Uses

These uses are not market driven, but are publicly or institutionally developed for community purposes, such as performing arts facilities, museums, college or high school campuses, and sports facilities. Such uses would be compatible with a mixed-use district.



Aerial view of proposed development