

Brewery Blocks, Portland OR

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Brewery Blocks



Photo credit: www.breweryblocks.com

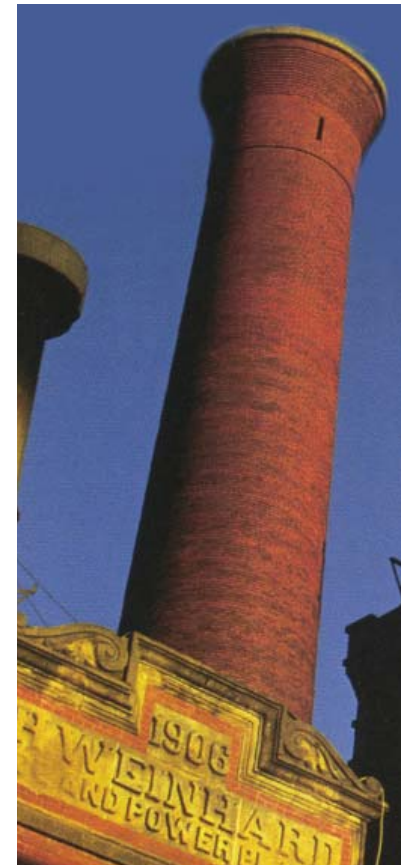
The Brewery Blocks are 5 blocks of adaptive reuse development and new, “green” development in downtown Portland. Residential buildings, retail, restaurants, coffee shops, a neighborhood pub, a Whole Foods grocery store, underground parking, and a pedestrian and city transit conscious streetscape make this a vibrant and unique area of Portland. The historically significant brewery properties were purchased in 2000 by Gerding Edlen Developers and re-envisioned as the pedestrian focused, mixed-use neighborhood that it is today.

Below: The Blitz-Weinhard Brewhouse - one of three historic buildings preserved as part of the Brewery Blocks development by Gerding Edlen. The chimney required \$500,000 in seismic reinforcing. Rather than demolish the structure, the developers felt that preserving the chimney is justified because it contributes to a sense of place for the neighborhood.

Photo credit: Urban Land Nov/Dec 2001 p. 60



Photo credit: www.breweryblocks.com



"As a gateway to this district and its most visible large-scale project, the Brewery Blocks needs to succeed for the Pearl to succeed." - Bob Ames, Pearl District developer

Statistics

200,000 square feet of retail space

15 story mixed-use condominium building

1,350 car underground parking garage

2 office towers with ground floor retail

242-unit residential building

\$50m funded by local investors with an additional \$250m in construction loans

Project timeline: 2000-2006

Context

The Brewery Blocks provide an essential connection from the Pearl District to downtown Portland. The Pearl District was redeveloped in the 2000's and is a destination neighborhood as well as a live/work neighborhood. The Brewery Blocks provide opportunities to live close to these districts for work and play. Powell's Books is a landmark neighbor to the newly developed blocks and signals the transition to downtown Portland. They also provide continuity to the city and safe, walkable spaces that bridge the downtown area to the new neighborhood of the Pearl District.

Public transit routes provide maintained and easy access to the multiple neighborhoods. The Portland Streetcar runs north and south up NW 11th AVE. Bus route 17 goes through downtown and up past brewery blocks, into the Pearl district and beyond.



Photo credit: www.adronhall.smugmug.com/photos



Photo credit: www.fortworthology.com

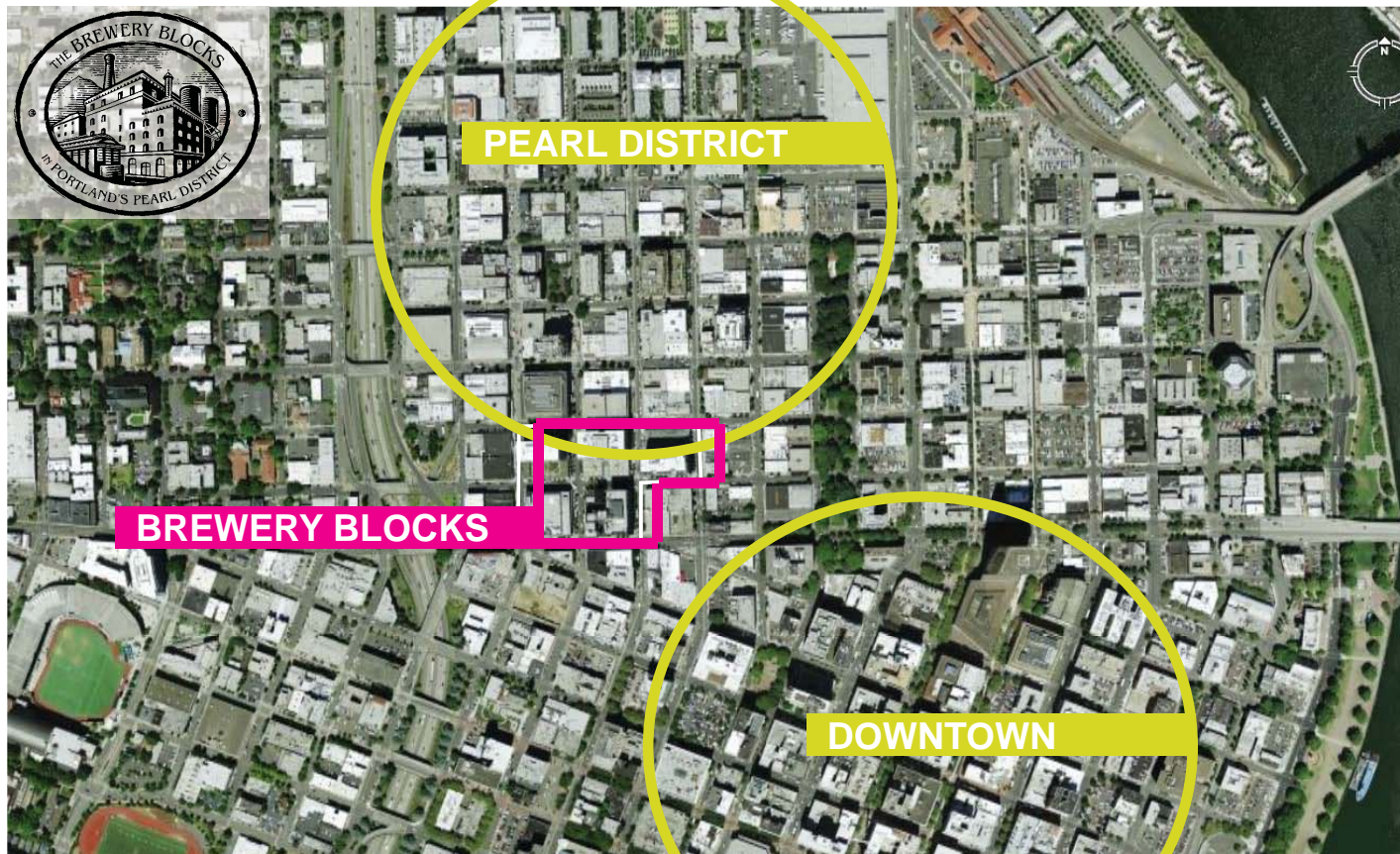


Photo credit: www.breweryblocks.com

Mission Statement

“We envisioned a mixed-use development featuring abundant commercial space, housing and smart transportation; a neighborhood that would be dynamic, walkable and sustain-able—environmentally, socially and economically.” - Bob Gerding

Building a Great Neighborhood

a. Adaptive Reuse - Maintaining a sense of place and history

The historical qualities of the neighborhood were what initially peaked the developers’ interest in the area. They wanted to build on the sense of place that was already present in the area.

- Chevrolet Building 1923 (Block 1) now leased by Whole Foods
- Armory (1891) converted to a performing arts center.
- Henry Weinhard’s Brewhouse (1906)

b. Mixed-Uses

The project was envisioned as a “city within a city where people shop, live, and work”.

- Retail spaces were designed be a wide range of sizes to accommodate larger tenants as well as smaller coffee shops, pubs, and restaurants.
- Retail, office, education, art, and housing were all incorporated into the design.
- The right balance of retail was determined with the help of a retail consultant.

c. Improved Parking

The small 200’ blocks of Portland make below-grade parking for large projects economically difficult. This project bypasses this restraint by continuing the parking garage underneath the streets, yielding a much more efficient design (1,300 spaces).

d. Sustainability

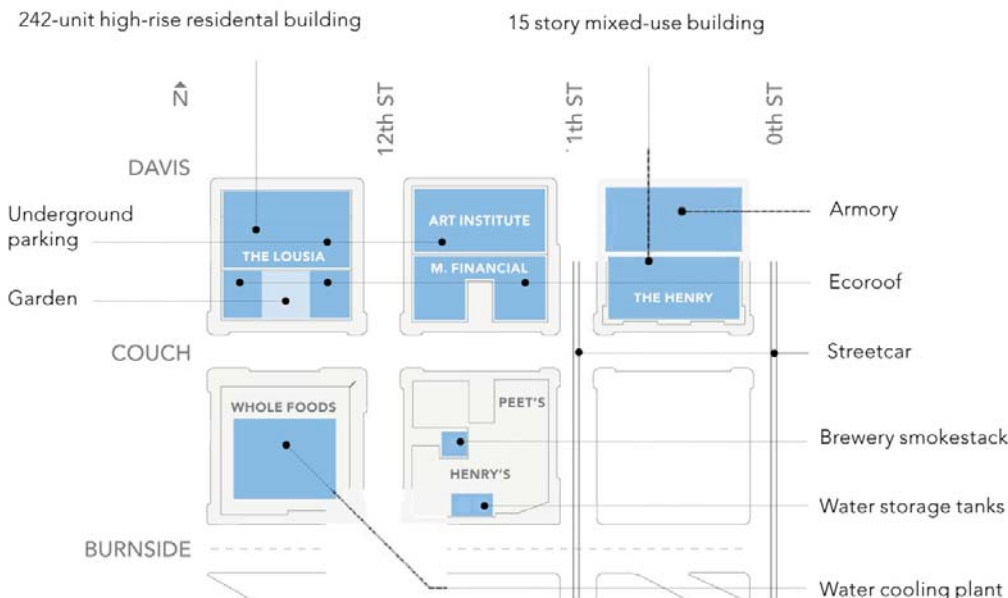
- Each building is designed to achieve LEED certification.
- The Brewery Blocks take advantage of district heating and cooling, which is more efficient than conventional HVAC systems.
- Photovoltaics and daylighting strategies are employed to decrease reliance on traditional energy sources.
- ‘Eco Roofs’ reduce stormwater runoff, and reduce heating/cooling loads.
- 70% of building materials are constructed from recycled content



Above: Block 1 - Whole Foods occupies the ground floor of a 1923 Art Deco Building formerly occupied by a Chevrolet Dealership. The developers were able to secure large retail tenants for the ground floors of the project which in turn made the upper floors more desirable for residential and office tenants.

Photo Credits this page: Gerding Edlan Development <http://www.gerdingedlan.com/files/pdf/BB.pdf>

Left: 3 historical buildings were preserved as part of the adaptive reuse and redevelopment for the blocks - The Armory, The Blitz-Weinhard Brewhouse, and the building now occupied by Whole Foods.



"From the beginning, we decided that we didn't want retail focused inward, like a mall; we knew it needed to focus outward and spill out onto the street to activate the streetscape." - Bob Gerding of Gerding Edlan

Right: The design for the blocks benefits from a mix of retail types, office, housing, and art spaces. These mixed uses laid the foundation for a 24 hour neighborhood. This approach was also paired with infrastructure improvements such as below grade parking, new bike paths, and street improvements.

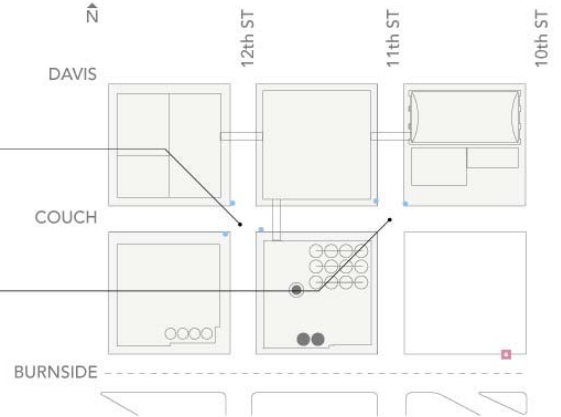
Below: 'Eco Roofs' reduce stormwater runoff and reduce energy loads for the project.

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<http://www.gerdingedlan.com/files/pdf/BB.pdf>



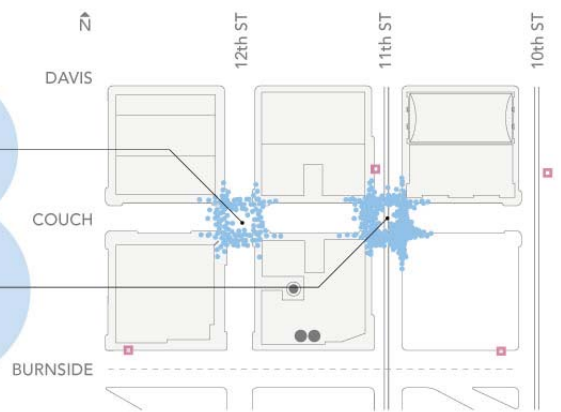
Pedestrian Counts/Hour 2000

- 2 PEDESTRIANS per HOUR
- 1 TRANSIT STOP
- 3 PEDESTRIANS per HOUR



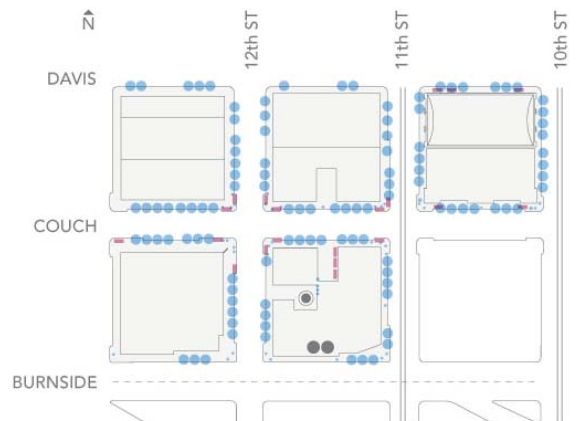
Pedestrian Counts/Hour 2005

- 783 PEDESTRIANS per HOUR
- 4 TRANSIT STOPS
- 938 PEDESTRIANS per HOUR



Street Improvements 2005

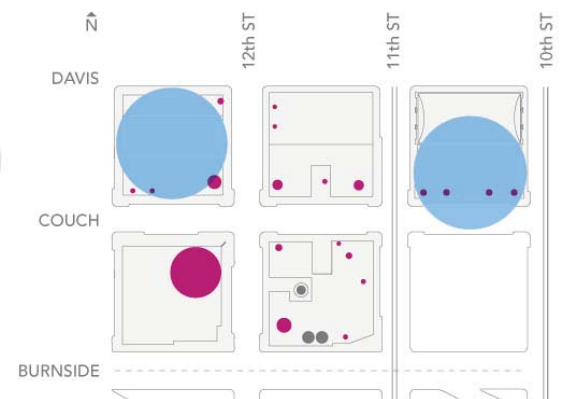
- 172 FLOWERPOTS + TREE S
- 17 STREET BENCHE S



Residential/Retail Mix 2005

- 410,000 sq ft RESIDENTIAL
- 165,000 sq ft RETAIL

*Data includes Wieden+Kennedy building



Building a Great Neighborhood - Activating the Public Realm

“We want people to feel oriented outward to the streets.” Bob Gerding

a. Smart Transit

- 3 new transit stops were added to the immediate vicinity, for easy access to Streetcar and bus service.
- Installation of new bike racks, centralized lockers and secure storage, and showering facilities.

b. At the Street

- Retailers were allowed to customize their own facades, to add to the richness of the streetscape, with particular attention given to where entrances should be located.
- Old and new construction are mixed to add a richness to the built environment.
- Significant improvements to curb/sidewalks, installation of planters, trees, street art, and seating created a dynamic environment between the street and the building facade.

“The success of the Brewery Blocks was the result of a team of people with one common goal: to build a great neighborhood. Our core principles are the foundation of great neighborhoods, enabling them to work now and in the future. These principles include preservation and place-making, mixed use, smart transportation, an active streetscape, environmental sustain-ability and the power of collaboration. A delicate balance of art and science is required to build a community based on these values that will thrive for generations to come.” - Bob Gerding

Below: The construction for the blocks was phased over 5 years.

Photo Credit: Gerding Edland Development <http://www.gerdingedlen.com/files/pdf/BB.pdf>

DEVELOPMENT TIMELINE



We envisioned a mixed-use development featuring abundant commercial space, housing and smart transportation; a neighborhood that would be dynamic, walkable and sustain-able—environmentally, socially and economically. - Bob Gerding, Gerding Edlen Developers



Lessons Learned

Sustainable features can lead to high market performance

New ideas might put off international investors but local business people might understand the nuances of an envisioned project

Planning around availability of public transit provides robust infrastructure for residents and visitors

Careful mixed-use planning provides a neighborhood that functions just as highly at night as during the daytime hours

Providing multiple scales and textures creates a resilient visual place

Retaining old structures can preserve authenticity and public attachment to a place while providing creative starting points for projects

Multiple types of public space provides people with flexible meeting places and chances for spontaneous meetings

Urban infill is an approach that benefits from existing populations and structures while adding the benefits of current technologies



Resources

Gerding Edlen Development. “Transforming a Brewery into a Vibrant Neighborhood” <http://www.gerdingedlen.com/files/pdf/BB.pdf>

Publication describing process of creating the Brewery Blocks and key elements of the design. Published by Gerding Edlen Development.

Macleod, Leo. “Mixed Brew” Urban Land Nov./Dec. 2001. p. 61-63

General overview of the Brewery Block development, and strategies used for creating a successful 24 hour neighborhood.

Macht, William P. “Multiblock Underground Shared Parking” Urban Land April 2008. p. 162-165.

Summary of underground parking approaches for mixed-use urban projects such as the Brewery Blocks.

www.breweryblocks.com

Website maintained for the blocks. Includes history, current use, and maps.

Photo credits: www.breweryblocks.com

Brewery Blocks



Left: Block 3 - Henry's 12th Street Tavern. The tavern hearkens back to the Brewery Block's origins, and contributes to a 24 hour neighborhood where people can live, work, shop and dine.

Photo Credit: Gerding Edlan Development
<http://www.gerdingedlen.com/files/pdf/BB.pdf>

Below: Portions of the existing architecture were preserved to maintain a sense of identity for the Brewery Blocks. The flues are now utilized as skylights.

Photo Credit: Gerding Edlan Development
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