

North Macadam Urban Renewal Area

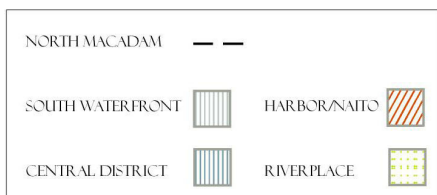
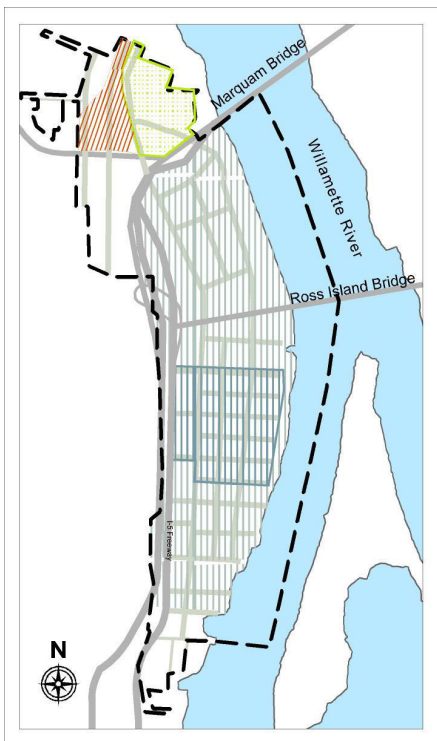
The North Macadam Urban Renewal Area (URA) encompasses the last major undeveloped area within Portland's central city. Situated along the west bank of the Willamette River, the area extends north toward downtown, is bordered on the west by Interstate 5 and 1st Street, by the Portland State University district and the Corbett-Terwilliger-Lair Hill neighborhood to the northwest, and extends south to Boundary Street. The property within this URA has been largely underutilized or vacant for many years due to limited transportation access, lack of market demand, and the existence of brownfields in the area. Today, market demand and the South Waterfront Plan have come together to transform the North Macadam URA into a central city hub with employment and housing opportunities, transportation options, and new parks, trails and greenspaces. The



next phases of redevelopment will be environmentally focused on sustainable building practices, storm water management, and the restoration of fish and wildlife habitat along the river.

The URA includes two established project areas: RiverPlace and the South Waterfront Plan district. Redevelopment opportunities have been identified on vacant lands within the Harbor-Naito Study Area as well.

- The South Waterfront Plan District – A 130-acre area currently undergoing intensive redevelopment, generating a significant number of new jobs and housing. Anchored by an expansion of the Oregon Health & Science University (OHSU) campus, including a wellness center, new clinical space and a new bio-tech research center, this new neighborhood and employment center will provide a wide range of housing choices in new high density residential developments. The entire District will showcase “green” and sustainable building practices resourcefully integrated into the natural riverfront environment. The District’s central 33-block area is the focal point of initial development.
- RiverPlace Area – The RiverPlace Area currently includes over 500 residential units, 249,000 square feet of retail and restaurant space, over 300 hotel rooms, 300 commercial parking spaces, 105,000 square feet of corporate office spaces, Portland’s only central city marina, a riverfront esplanade, and an award-winning 4-acre park called South Waterfront Park.
- The Harbor-Naito Study Area – Six acres of vacant land along the northwestern edge of the URA between RiverPlace and downtown Portland. This emerging area is slated for redevelopment in the future.



With renewed interest in downtown living and commerce, the North Macadam URA offers a unique opportunity within the central city to help meet the Portland-Vancouver metropolitan area’s ambitious housing and employment goals. Public-private partnerships are leveraging taxpayer dollars to redevelop and reinvigorate an area where limited infrastructure and prior brownfields have hindered redevelopment. New housing, employment, walking paths, parks, light rail and an aerial tram are being integrated into the neighborhood design, while improved streets and multiple transportation options will ensure connectivity to downtown and adjoining neighborhoods. In the very near future, city residents will be able to enjoy all the area has to offer, including stunning views of downtown Portland, Mt. Hood, Ross Island and the award-winning Eastbank Esplanade.



FACTS

- **Timeline:** Established in 1999, expires in 2019
- **Total Area:** 409 Acres
- **Three Areas:** South Waterfront Plan District, RiverPlace Area, Harbor-Naito Study Area



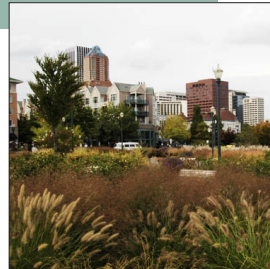
Transportation

Multiple transportation options serving the area will reduce dependence on the automobile. In addition to new streets, transportation improvements will include an extension of the Portland Streetcar (<http://www.portlandstreetcar.org>) down Moody Street to the Portland Aerial Tram stop at SW Gibbs Street. The tram (<http://www.portlandtram.com>) will connect the OHSU River Campus with the University's Marquam Hill Campus. Dedicated on-street bicycle lanes, a new pedestrian bridge connecting the area to the neighborhood to the west, and pedestrian and bicycle trails extending along the Willamette Greenway will provide a variety of transportation options. The region's light rail system is planned to serve the area when it is extended across the Willamette River connecting southwest and southeast Portland.



Housing

When fully developed, the North Macadam URA will offer residents more than 5,700 housing opportunities – 700 in RiverPlace and 5,000 in the South Waterfront District. Housing will be affordable to a broad range of household incomes (http://www.pdc.us/pdf/ura/north_macadam/northmac-ura_hsg-stgy.pdf).



Open Space

Redevelopment in the North Macadam URA will create over 1.2 miles of new greenway trail, connecting Johns Landing to the south and Tom McCall Waterfront Park to the north. The trail will connect with the regional trail system including the Eastbank Esplanade. Additionally, new public gathering spaces, a neighborhood park, a marina, and restored wildlife habitat along the river will create open spaces for the area (<http://www.portlandonline.com/shared/cfm/image.cfm?id=101462>).



Economic Development

Redevelopment activities in the North Macadam URA will generate a significant number of new construction jobs, as well as bioscience research and development opportunities in Oregon, creating an estimated 10,000 new jobs in South Waterfront Plan District alone.