

PORTLAND

OLD TOWN CHINATOWN



A HISTORIC AND CULTURALLY RICH NEIGHBORHOOD
RETAIL & RESTAURANT RELOCATION GUIDE

ABOUT THE DISTRICT

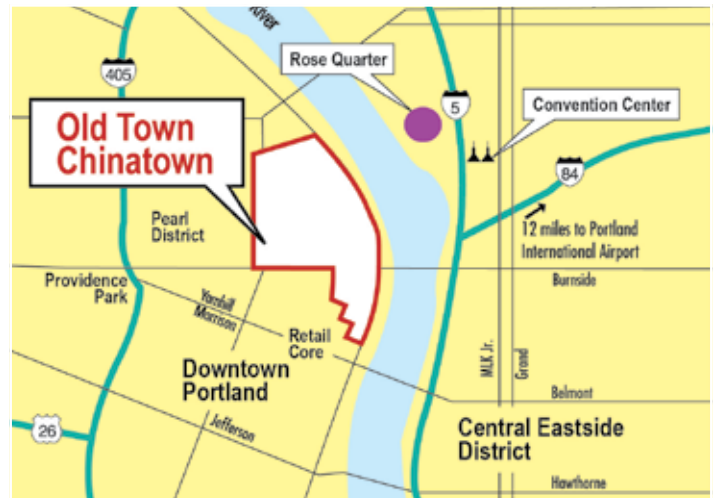


Perfectly positioned between major employment, retail, residential, and mass transit hubs, Portland's Old Town Chinatown is the city's oldest neighborhood. This unique and historic district is home to major tourist destinations and higher educational institutions, as well as a vibrant mix of commercial offices, retail businesses and residential units.

The Old Town Chinatown neighborhood is highly diverse, featuring an affordable building stock that attracts entrepreneurial and creative class-type companies and social service agencies serving the low-income and homeless population. The neighborhood also has an active nightlife scene featuring a wide range of bars and entertainment venues, as well as a variety of local and independent retailers and restaurants.

Old Town Chinatown is well connected to other parts of the city. West Burnside Street is a major thoroughfare, connecting the district to the city's popular westside neighborhoods as well as to the rapidly growing eastside via the Burnside Bridge. The district also has access to the city's waterfront with the Willamette River on the district's east end. Other key arteries include the Steel Bridge, Glisan and Everett streets, Naito Parkway and the Transit Mall running north to south.

The district is also easily walkable to downtown Portland's central business district and the neighboring Pearl District. It is linked to the Greater Portland region by TriMet's light rail lines, Amtrak passenger train and bus service at Union Station.



MAJOR TENANTS:

- Mercy Corps global headquarters
- University of Oregon - Portland Center
- Gevurtz Menashe Law Firm
- Airbnb
- Northeast Evaluation Association
- Pendleton Woolen Mills
- Oregon College of Oriental Medicine
- Prosper Portland
- Pacific Northwest College of Art
- WeWork

MAJOR ATTRACTIONS:

- Portland Saturday Market
- Lan Su Chinese Garden
- Tom McCall Waterfront Park
- Voodoo Doughnuts
- Oregon Nikkei Legacy Center
- Ankeny Alley
- Portland Chinatown Museum
- Union Station
- Pine Street Market



Because of Old Town Chinatown's strategic location, services, and attractions, there is currently a strong focus and effort to promote more development activity. A commitment to the district is being led by the city's economic development entity, Prosper Portland. The Old Town Chinatown Action Plan is a comprehensive community development initiative to create a vibrant, economically healthy neighborhood. The initiative prioritizes a series of near-term actions that center around three main objectives:

1. **Neighborhood investment**
2. **Business vitality**
3. **District management**

Prosper Portland has identified significant resources for investment in the district, to further the goals of the Action Plan in close collaboration with public-and private-sector partners.

This effort includes construction of several new market-rate residential buildings, and adaptive re-use of underutilized historic properties. Opportunities for specialty retail, restaurant and services are also emerging in the district.



Ankeny Alley



Portland Saturday Market

DISTRICT STRENGTHS

- **Community capacity and engagement**
- **Higher education and other institutional anchors**
- **Tourist attractions such as Portland Saturday Market, Oregon Nikkei Legacy Center**
- **Historic and diverse building stock**
- **Light rail and transit access**
- **Signature open space: North Park Blocks, Lan Su Chinese Garden, Waterfront Park, Japanese American Historical Plaza**
- **Nightlife district**
- **Interested/committed property owners**
- **Affordable rents and unique spaces for creative companies**
- **Proximity to the Pearl District, Central Business District/Retail Core, Waterfront Park, Rose Quarter/Convention Center**
- **SmartPark Garage at 1st and Davis provides short term parking for retail customers**

NEIGHBORHOOD REDEVELOPMENT (CONTINUED)



Prosper Portland has completed or partnered on several major Old Town Chinatown redevelopment projects in the past 10 years, including the renovation of:

- **The White Stag Building**, now home to the University of Oregon - Portland Center
- **The Skidmore Building** and construction of a new building for Mercy Corps' global headquarters
- **The Globe Hotel**, now home to the Oregon College of Oriental Medicine
- **Portland Saturday Market** relocation to Tom McCall Waterfront Park
- **38 Davis**, mixed use building with creative office and 100 apartments
- **The Society Hotel**, with 62 private rooms and additional hostel beds
- **The Erickson-Fritz Buildings** are now the site of 62 apartments

Prosper Portland is partnering on several more development projects in the district, including:

- **Pacific Northwest College of Arts**. The 511 Building serves as Arlene and Harold Schnitzer Center for Art and Design.
- Redevelopment of **The Grove Hotel**, a three-story 1906 hotel in the New Japantown/New Chinatown National Register district adjacent to the Chinatown Gate along Burnside. London-based **Hoxton Hotel** will open in 2018
- Opening summer 2018, the **Portland Chinatown Museum** museum will honor Portland Chinatown's past, celebrate its present, and help to create its future.





Top tourist destinations in Old Town Chinatown include:

- **Voodoo Doughnuts** has become an international tourist attraction since it opened in 2003 and is regularly featured as a must-visit attraction in national and international media outlets.
- **Lan Su Chinese Garden**, formerly the Portland Classical Chinese Garden, is a walled Chinese garden enclosing a full city block. The garden attracts 134,000 visitors annually.
- **Ankeny Alley**, a car-free street lined with restaurants and bars, and attraction for locals as well as tourists.
- **Portland Saturday Market** takes place in Waterfront Park near the Burnside Bridge every Saturday and Sunday from March until December. The market has more than 400 vendors, generates an estimated \$8 million in annual gross sales and attracts an estimated 750,000 visitors annually.
- **Tom McCall Waterfront Park** is located at Naito Parkway between SW Harrison and NW Glisan streets, and fronts the entire Old Town Chinatown district. The park was established in 1927 and is more than 30 acres. Amenities include a boat dock, restrooms, fountain, historical site, paved paths for walking and biking, public art and attractions. It attracts hundreds of thousands of visitors each year.
- **Major Waterfront Park Events:** Including Rose Festival CityFair, Waterfront Bluesfest, and Oregon Brewers Festival.



PEDESTRIAN COUNTS (Dec. 2017)

1. 3,381 2. 5,881



BUSINESS VITALITY (2016)

- 550 businesses
 - Professional, Scientific and Tech services
 - Retail & Restaurants
- 7,730 employees
- Average wage: \$62,118

RESIDENTIAL DATA (2016)

- 2,111 households
- 4,180 residents

TOP RETAIL & RESTAURANT BUSINESSES

Popular Retail Businesses

- Upper Playground, Compound, Orox Leather Co., Pendleton, Kiriko Made

HIGHER EDUCATION INSTITUTIONS

Old Town Chinatown is home to nearly 2,000 higher education students and faculty members, including:

- University of Oregon - Portland Center
413 students, 146 faculty/staff
- Oregon College of Oriental Medicine
204 students, 70 faculty
- Pensole, Footware Design Academy
475 students, 11 faculty/staff
- Pacific Northwest College of Art 550
students, 61 faculty/staff

NIGHTLIFE (2016)

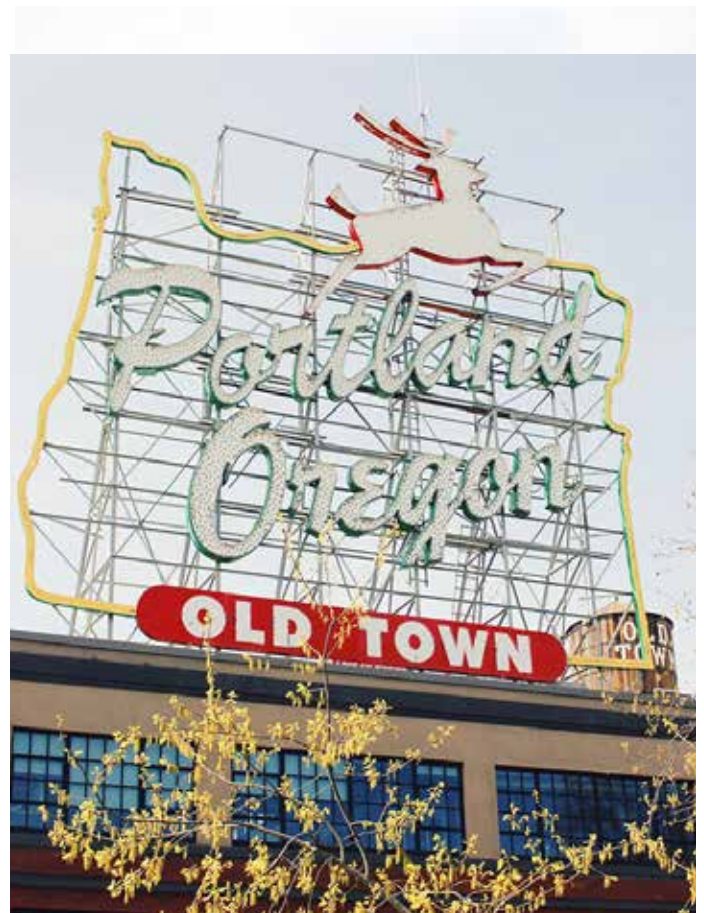
- Nightclubs: Fortune Bar, Tube, Jones, CC Slaughters, Dixie Tavern, Dante's, Badlands
- Entertainment Venues: Gound Kontrol, Darcelle XV, Roseland Theater
- Festival Street: Ankeny Alley

ART GALERIES

- Froelick Gallery, Butters Gallery, Everett Station

NIGHTLIFE RESTAURANTS AND BARS

- Old Town Chinatown Favorites: Red Robe Teahouse, Republic Café, Good Taste Restaurant, Golden Horse Seafood Restaurant
- Longtime Favorites: Voodoo Doughnut, Kasbah, Wilf's Restaurant, Old Town Pizza
- New and Notable: Mi Mero Mole, Bowery Bagels, Charlie's Deli, Starbucks, Pine Street Market, Kingsland Kitchen, Afuri, Lechon





Sources Used:

The data used throughout this document came from a number of sources including: Prosper Portland, Travel Portland, City of Portland and Portland Business Alliance research.