

GerdingEdlen

DEVELOPMENT



The Brewery Blocks

Transforming a Brewery into a Vibrant Neighborhood

When we looked out over the five blocks of a nearly defunct brewery in a neglected area of downtown Portland, we envisioned a thriving neighborhood complete with street performances and block parties. Some people thought we were crazy to take on the project (and at times we thought so, too), but six years later the Brewery Blocks is one of the most successful mixed-use urban development projects in the country.

The Brewery Blocks was transformed into a vibrant 24-hour neighborhood with the addition of sustainable urban housing and retail space, places to experience art and culture, smart transportation options and an active streetscape featuring comfortable furniture and other pedestrian amenities. The Henry, a 15-story mixed-use condominium tower, and the Louisa, a 242-unit high-rise residential building, significantly increased the concentration of housing in the area. A diverse mix of local and national retailers and individualized storefronts that open to the street have helped make the Brewery Blocks a unique and popular shopping destination.

Project-wide sustainability features include energy-efficient appliances, high-efficiency glazing, rainwater harvesting, a chilled water system atop Whole Foods Market that provides water for air conditioning and heating to all of the Brewery Blocks and several other features. More than 94 percent of construction waste was recycled, including demolition. Preserving elements of the former brewery (the smokestack, most notably) and the historic Armory (which was transformed into a performing arts center) further minimized waste while providing a sense of place. In 2005, the neighborhood held its first annual block party.

LOCATION	Portland, OR
LEED STATUS	1 Platinum 4 Gold 1 Silver
PROJECT VALUE	\$350 Million
TIMELINE	2000 – 2006