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Redside finds tenants for Oregon City building

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A month before beginning construction, a Portland development company has lined up three tenants for its first project in downtown Oregon City. Redside Equities last year purchased the 9,800-square-foot build-

ing at 900 Main St. and plans to invest \$1.3 million in its renovation, which the company expects to complete by July 1.

When the building opens later this month, two eateries, the sandwich franchise Subway and the coffee retailer Coffee Rush will occupy retail space on the building's first floor. A third tenant, the commercial printer

Tailwater Printing, has leased a combined 3,000 square feet on the first and second floors of the building.

About 690 square feet of ground-floor retail space is still available, which Redside Equities hopes to lease to an unnamed mobile phone dealer with which it's negotiating.

Redside Equities grew interested in downtown Oregon City after

Clackamas County, which kept most of its offices there, relocated to the city's Red Soils district. When the county held its offices in downtown Oregon City, the area largely "shut down" when officials went home for the day, said Daniel McGinley, co-owner of Redside Equities.

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Tenants: Redside Equities will also lease space in building

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"They're not the highest-paying rent users, nor do they prefer the fanciest amenities in their buildings," McGinley said. "When they left, it created an opportunity for developers like myself to do something with downtown."

McGinley said he "got wind" of other developers eyeing downtown Oregon City and bought the 900 Main St. property with fellow Redside Equities owner Garrin Royer to "get in on the front of the curve."

The Redside Equities principals don't expect to reshape downtown by themselves but believe offering two eateries that will remain open after 5 p.m. will increase activity around their property.

"We think with the restaurant uses on the ground floor that maybe dinner time-plus will be something of more interest than it

"It's probably not by itself going to create a vibrant downtown but it's a step in the right direction."

— DANIEL MCGINLEY,
co-owner, Redside Equities

has been in the past," McGinley said. "It's probably not by itself going to create a vibrant downtown, but it's a step in the right direction."

The Coffee Rush shop will be the company's first sit-down restaurant; it currently operates five drive-through stores in the Portland metropolitan area.

For Coffee Rush owner Ron Yost, the 1,510-square-foot Oregon City space presents two opportunities: It allows the company to have a central office with increased storage space and gives Coffee Rush a foothold in a downtown that's

going to grow, Yost said.

"Attractive point No. 1 is this will provide us the square footage to have a central home office," Yost said. "More importantly, it'll provide us the storage space to do e-commerce online. Right now we don't have storage room for the inventory (needed) to facilitate orders that might come in online.

"Second, we live in the West Linn area, and I know Oregon City very well. I believe with all my heart that downtown historic Oregon City is on the verge of exploding into a retail center patronized by (residents of) West Linn, Lake Oswego and Oregon City."

The Subway franchise that will occupy 1,630 square feet in the 900 Main St. building will be the first in the Portland metropolitan area to use Subway's "Tuscany" store design, which uses large chairs and murals to invite customers to sit down in the store, said Ingvar Thompson, director of real estate for the Subway Group.

"It's a warm tone, very inviting," Thompson said. "With coffee

tables, furniture and big chairs, we really present an image of a local flavor."

McGinley and Royer, the Redside Equities principals, will join Subway, Coffee Rush and Tailwater Printing in the building. Redside Equities will leave its Southeast Portland office in July to occupy 3,000 square feet on the second floor of the 900 Main St. building.

"We weren't running away from anything," McGinley said. "We're moving into what we think is an up-and-coming area."

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