


Public Art Murals Application


COMPLETE

#26

CREATED

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IP ADDRESS

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Date

2025-04-01

* Applicant Name

Alicia Schultz

* Address

7945 SE 106TH AVE
Portland
OR
97266
United States

* Phone Number

3474163017

* Email

alicia@vineandthistle.com

Website

<http://www.vineandthistle.com>

* Artist Name (one)

Alicia Schultz

* Phone Number

3474163017

* Email

alicia@vineandthistle.com

* Artist resume or bio

aliciaschultz_resume.pdf

Website or link other platforms (i.e. instagram, behance, etc) *If none, provide image files.

<https://www.instagram.com/vineandthistle/>

***Examples of artwork (up to 4 image files).**

Additional Image

Additional Image

Additional Image

Check All That Apply

Lead

Artist Name (two)

Phone Number

(No response)

Email

(No response)

Artist resume or bio

Website or link other platforms (i.e. instagram, behance, etc)

(No response)

***Examples of artwork (up to 4 image files)**

Additional Image

Additional Image

Additional Image

Check All That Apply

Building Name or current office/occupant

Eastbank Commerce Cente

*** Building Address**

1001 SE Water Ave

Portland

OR

97214

United States

*** What side of the building is the wall on? (North south east west)**

West

*** What street is the wall facing?**

Willamette River Waterfront, I5 and I84 on-ramp

*** What is the wall material?**

Standard exterior 'hard coat' stucco

*** Wall size (H x W approx. in feet)**

40' W x 51' H = 2,040 SF

*** Mural size (H x W approx. in feet)**

40' W x 51' H = 2,040 SF

Additional Comments (Optional)

(No response)

*** Up to 4 Images of the mural site**

mural_wall_image.jpg

Additional mural site image**Additional mural site image****Additional mural site image****Organization/Company Name**

EASTBANK COMMERCE CENTER LLC

*** Name**

Jonathan Malsin

*** Email**jonathan@beamdevelopment.com

*** Phone Number**

5035428422

*** Address**

1001 SE Water Ave, Suite 400

Portland

OR

97214

United States

*** A letter from the property owner stating intent to sign the Art Easement Form.**[ebcc_mural_letter_beam.pdf](#)

*** Describe the mural's concept and design.**

This mural, designed by local Portland-based artist Alicia Schultz, reflects the vibrant industrial and creative spirit of Portland's historic Central Eastside Industrial District. The artwork features a visually striking composition of stacked shipping containers, symbolizing the area's industrial roots, historic warehouses, and evolving role as a hub for makers, artisans, and entrepreneurs. A large hand delicately lifts a container labeled with symbols common to shipping – "Recycle," "Keep Dry" and "This Side Up". These represent both the symbols used to signal the proper handling of goods and can also be seen as a metaphor for the district specifically. Recycling is a nod to the industrial past but also sustainability of the neighborhood. Keep Dry is not only a symbol to take care with the contents of the container, but also a nod to the rainy Pacific Northwest. This Side Up is a common shipping label to prevent items from being damaged and can be a metaphor for maintaining the neighborhood's unique character and legacy. These symbolize the care and craftsmanship of local makers and businesses that call the Central Eastside Industrial District home.

The mural's color palette is warm and inviting, incorporating playful elements such as string lights, which add a sense of energy and community (a nod to all the amazing events that are held in the district!). The typography of "Discover the Central Eastside" evokes a welcoming and adventurous tone, encouraging exploration of the neighborhood's unique culture. By blending industrial motifs with artistic whimsy, the design captures the essence of a district that has long been a center for both production and innovation.

*** Describe how the mural creatively responds to the site and neighborhood.**

The mural creatively responds to the Central Eastside Industrial District by visually reflecting its rich industrial history, while embracing its modern evolution as a center for creativity and commerce. The stacked shipping containers are a direct nod to the district's past as a hub for manufacturing, shipping, and warehousing. Shipping containers still roll through the district daily along the active railroad line. Their varied colors and labels (such as "Fragile" and "Handle with Care") suggest the careful balance between preserving the neighborhood's industrial legacy and fostering its growth as a space for artists, entrepreneurs, and makers.

The oversized hand lifting a container adds a human touch, symbolizing both the district's working-class roots and its ongoing transformation as a creative business hub. The inclusion of string lights softens the industrial imagery, representing the lively energy of the area's bustling businesses, breweries, and creative spaces. Positioned on a large wall visible from the nearby highways, the mural engages passersby with its scale and detail, serving as both a wayfinding element and a celebration of the district's dynamic identity. We hope this mural will peak passersby interest to pause, explore, and discover what is in the Central Eastside.

*** Describe any community outreach effort that has occurred.**

This mural design was created through a collaborative effort involving the Central Eastside Industrial Council, the property owner, Cargo (neighboring business owner), the artist Alicia Schultz, and local 501(c)3 non-profit Portland Street Art Alliance.

*** Please attach your budget pdf file**

aliciaschultz_muralbudgetform.pdf

*** Two Image of the proposed mural design.**

aliciaschultz_muraldesign_ceid1.jpg

*** Second image of the proposed mural design.**

aliciaschultz_muraldesign_ceid2.jpg

*** Statement of support from the adjacent businesses or building tenant(s). Please note additional statements can be directly emailed to us.**

cargoneighborsupport_mural.jpeg.jpg

*** Statement of support from neighborhood or business association(s). Please note additional statements can be directly emailed to us.**

ceic_letter_of_support_for_eastbank_mural.pdf

Regional Arts & Culture Council

Mural Budget Form

Project Expenses:

Artist Fees: \$ _____

Assistant Fees: \$ _____

Supplies and Materials: \$ _____

Wall Preparation: \$ _____

Scaffolding, ladders, and lifts: \$ _____

Liability insurance: \$ _____

Anti-graffiti coating: \$ _____

_____ : \$ _____

_____ : \$ _____

_____ : \$ _____

_____ : \$ _____

Subtotal: \$ _____

Donations:

Cash Value of Time and Materials

Artist Fees: \$ _____

Assistant Fees: \$ _____

Volunteers: \$ _____

Supplies and Materials: \$ _____

Wall Preparation: \$ _____

Publicity and Promotion: \$ _____

Subtotal: \$ _____

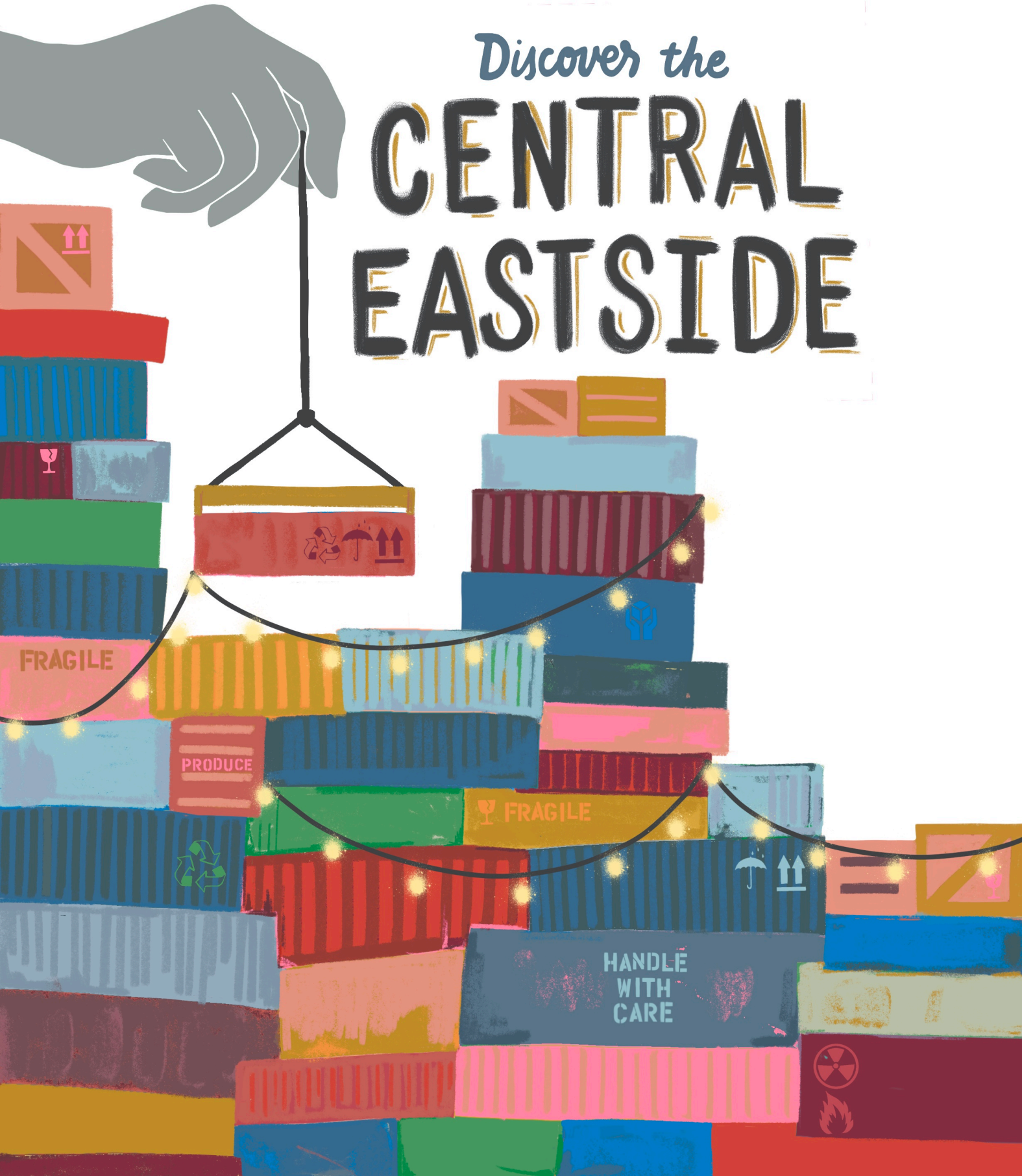
CREATIVE OFFICE
FOR LEASE

EASTBANK COMMERCE CENTER



Discover the

CENTRAL EASTSIDE



Discover the
**CENTRAL
EASTSIDE**



RESERVED PARKING

RESERVED PARKING

RESERVED PARKING

RESERVED PARKING

SUPPLY

U-HAUL
Big Low Dr
Make Your
RAGE



ALICIA SCHULTZ

ILLUSTRATOR • STATIONERY DESIGNER • MURALIST

CONTACT

Name

Alicia Schultz

Address

7945 SE 106th Ave
Portland, OR 97266
USA

Phone

347-416-3017

Email

alicia@vineandthistle.com

Website

www.vineandthistle.com

Instagram

@vineandthistle

OTHER WORK

Stationery Designer
Licensing Artist
Lettering Artist
Illustrator
Art Teacher
Surface Pattern Designer

PARTNERSHIPS & COLLABORATIONS

Mpix • Portland Street Art Alliance •
Hallmark • Minted • Target • Piano.
Push. Play • Postable • Google •
Miller Paint • Studio Oh! • PiPH! •
Straightaway Cocktails • Ethos
Development • Allport Editions •
Miller's Professional Imaging • Muros
• Chartpak • Sloan Boutique • RACC
• Killian Pacific • Urbanite • Sellwood
Community House • The Great North
• Loyly • Urbanite • Felt • Kate &
Laurel • Museum Nerd • Roost Books

MURALS

2025	Hillside/Related NW Lobby & 2 exterior murals (in progress), Milwaukie, OR
2025	Glisan Family Reading Room/Related NW Family Reading room jungle themed mural, Glisan Landing, Portland, OR
2025	Sellwood Community House Floral mural extended into Strudio, Portland, OR
2024	Boat House Mural Private Residence Floral and botanical mural inspired by owner's garden
2024	Loyly Botanical mural in main room of the spa. Portland, OR
2024	PiPH! Portland Airport Store Branding mural. Portland, OR
2024	Retaining Wall Private Residence Botanical mural inspired by owner's garden, approx. 150 sq. ft. Portland, OR
2024	Kenton Women's Village Donated 2 murals of botanical theme, installed with a team of volunteers, 1000+ sq. ft. Portland, OR
2024	Cap'n Coconut Headquarters Tropical Botanical mural in lobby and production room, 266 sq. ft. Pacific City, OR
2022-2023	Brookland Apartments/Ethos Development Abstract Botanical mural in main lobby, approx. 520 sq. ft. Portland, OR
2023	The Mill/ Killian-Pacific Development Double Batnaical mural on slats, approx. 500 sq. ft, Vancouver, WA
2023	Sloan Boutique Floral mural on front of business, 345 sq. ft. Portland, OR
2023	The Great North Floral mural on front of business, 725 sq. ft. Portland, OR
2023, 2024	Sellwood Community House Floral mural in community space. Native plants mural on play yard shed, Portland, OR
2023	Urbanite Floral Mural for Business Sign, approx. 100 sq. ft. Portland, OR
2022	Miller Paint 132nd Anniversary Mural Rose Abstract mural, approx. 1,000 sq. ft. 317 SE Grand Ave, Portland, OR
2020-2022	Portland Google Office, Phase I & II Painted illustrations (inspired by the Meier & Frank department store) in conference rooms, private offices & open office, approximately 300 sq. ft. The Meier & Frank Building, 555 SW Morrison St, Ste 500, Portland, OR
2020-2021	Willie Mae Apartments Botanical mural around whole 12-complex apartment building, approximately 2,000 sq. ft. and inner wall approximately 100 sq. ft. Portland, OR
2020, 2023 & 2024	Piano. Push. Play Painted pianos that was shared with the community during the summer of 2020, 2023 & 2024. Collab with Straightaway Cocktails in 2024. Portland, OR

ALICIA SCHULTZ

ILLUSTRATOR • STATIONERY DESIGNER • MURALIST

EDUCATION

Bachelor's in Education

Kansas State University
Manhattan, KS
2007

Art Students League

Figure Drawing Classes
New York City, NY
2011

Pacific Northwest College of Art

Community Education Program
Portland, OR
2018-2020

PUBLICATIONS & MEDIA

Soulbase

Magazine feature
2024

KOIN News

Urbanite Mural
2023

KGW News

Miller Paint Anniversary Mural
2022

Uppercase Magazine

2022

OPB Art Beat

Communion Mural
2023

TEACHING

2024

Play like an Artist :: Camp Minted Conference

Workshop for Minted artists at the annual conference
Atlanta, GA

2024

Mural Painting

Undergraduate Class at Pacific Northwest College of Art
Portland, OR

2023

Sketchbook Session :: Camp Minted Conference

Workshop for Minted artists at the annual conference
Scottsdale, AR

2022

Sketchbook Exploration :: Camp Minted Conference

Workshop for Minted artists at the annual conference
San Francisco, CA

2019

Introduction to Procreate :: Camp Minted Conference

Workshop for Minted artists at the annual conference
Las Vegas, NV

2018

Art Journaling :: Get Messy Online art community

Various art journaling classes and lessons

2017

Intuitive Art Journaling Workshop

Portland, OR

2010-2012

4th Grade :: River East Elementary

New York City, NY

2008-2010

5th Grade :: P.S. 126

New York City, NY

2007-2008

5th Grade :: Garfield Elementary

Abilene, KS

2005-2007

K-12 Substitute Teacher

Kansas

March 28, 2025

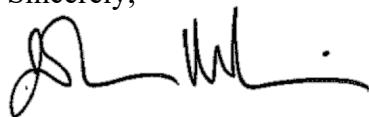
Regional Arts & Culture Council
411 NW Park Ave #101
Portland, OR 97209

Dear Members of the Regional Arts & Culture Council,

I fully support the proposed mural on the Eastbank Commerce Center located at 1001 SE Water Avenue, which will serve as a vibrant gateway to the Central Eastside. Public art is essential to Portland's identity, and this project will celebrate the district's creativity and resilience.

To help make this happen, as the property owner, I intend to sign the easement agreement. I encourage your support for this meaningful addition to our community.

Sincerely,



Jonathan Malsin
Owner Eastbank Commerce Center
Board Chair Central Eastside Industrial Council
Principal Beam Development





PORTLAND STREET ART ALLIANCE

PDXSTREETART.ORG | INFO@PDXSTREETART.ORG

3/10/2025

Dear RACC Mural Committee,

We are excited to recommend Alicia Schultz for the large-scale mural project at the Eastbank Commerce Center, working closely in collaboration with the Central Eastside Industrial Council (CEIC). PSAA has worked with Alicia on several commission murals and community art projects over the past 10 years and fully supports her in this process. The mural project is scheduled to begin in May 2025, and we aim to be done painting by the end of June 2025. We are confident that Alicia's vision will beautifully enhance the Central Eastside Industrial District and provide a lasting cultural landmark for the district.

Thank you for considering this recommendation.

Sincerely,

Tomas Valladares
President Board of Directors
Portland Street Art Alliance
503-847-9406
tomas@pdxstreetart.org

Tiffany Conklin
Executive Director
Portland Street Art Alliance
503-847-9406
tiffany@pdxstreetart.org



Regional Arts & Culture Council
411 NW Park Ave #101,
Portland, OR 97209

March 28, 2025

Dear Members of the Regional Arts & Culture Council,

I strongly support the proposed mural at 1001 SE Water Avenue. As an adjacent property owner and advocate for public space activation, I believe this project will add vibrancy to the Central Eastside and serve as a welcoming landmark.

Through my work on the Placemaking and Activation Committee of Central Eastside Together, I have seen the positive impact of public art in fostering a sense of community and revitalization. I am committed to ensuring this mural remains a valued part of our district.

I urge your support for this exciting project.

Sincerely,

Bridgid Blackburn
Cargo Emporium Co-Owner
Placemaking and Activation Committee Chair, Central Eastside Together



March 28, 2025

Regional Arts & Culture Council
411 NW Park Ave #101,
Portland, OR 97209

Dear Members of the Regional Arts & Culture Council,

On behalf of the Central Eastside Industrial Council (CEIC) and Central Eastside Together (CET), I support the mural project at 1001 SE Water Avenue. This initiative, which we are funding, reflects our commitment to a welcoming, vibrant district and Portland's rich artistic culture.

Public art strengthens our community and supports the district's economic recovery. This mural will be a lasting symbol of creativity and resilience. As the place management organizations for the District, we are committed to maintaining and preserving it as a lasting landmark.

I urge your support for this impactful project.

Sincerely,

A handwritten signature in black ink, reading "Carolyn Holcomb". The signature is fluid and cursive, with the first name "Carolyn" and last name "Holcomb" clearly distinguishable.

Carolyn Holcomb
Executive Director
Central Eastside Industrial Council & Central Eastside Together