

# 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](mailto:alicia@vineandthistle.com)

## Website

<http://www.vineandthistle.com>

## \* Artist Name (one)

Alicia Schultz

## \* Phone Number

3474163017

## \* Email

[alicia@vineandthistle.com](mailto: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**

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Eastbank Commerce Cente

**\* Building Address**

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1001 SE Water Ave

Portland

OR

97214

United States

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

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West

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

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Willamette River Waterfront, I5 and I84 on-ramp

**\* What is the wall material?**

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Standard exterior 'hard coat' stucco

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

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

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

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

**Additional Comments (Optional)**

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(No response)

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

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mural\_wall\_image.jpg

**Additional mural site image**

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**Additional mural site image**

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**Additional mural site image**

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**Organization/Company Name**

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EASTBANK COMMERCE CENTER LLC

**\* Name**

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Jonathan Malsin

**\* Email**

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[jonathan@beamdevelopment.com](mailto: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.**

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ebcc\_mural\_letter\_beam.pdf

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

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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.**

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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.**

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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**

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aliciaschultz\_muralbudgetform.pdf

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

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aliciaschultz\_muraldesign\_ceid1.jpg

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

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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.**

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cargoneighborsupport\_mural.jpeg.jpg

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

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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

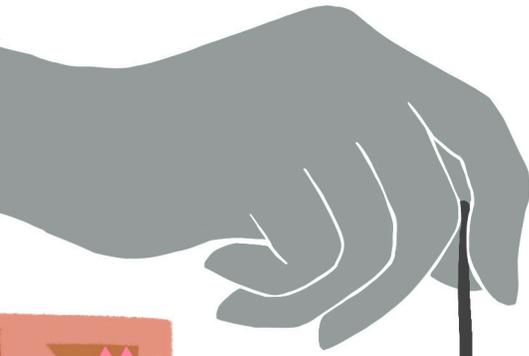
# EASTBANK COMMERCE CENTER



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Discover the  
**CENTRAL  
EASTSIDE**



FRAGILE

PRODUCE

FRAGILE

HANDLE  
WITH  
CARE



Discover the  
**CENTRAL  
EASTSIDE**



RESERVED PARKING

RESERVED PARKING

RESERVED PARKING

RESERVED PARKING



SUPPLY

U-HAUL  
Big Low Dr  
Make Your  
SAGB

# 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

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## 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

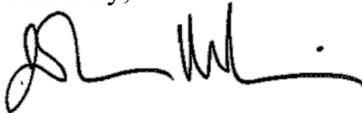
Regional Arts & Culture Council  
411 NW Park Ave #101  
Portland, OR 97209

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

# CARGO

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, appearing to read "Carolyn Holcomb".

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