



CITY OF

# PORTLAND, OREGON

OFFICE OF TRANSPORTATION

Earl Blumenauer, Commissioner  
Felicia Trader, Director  
1120 S.W. Fifth Avenue  
Suite 702  
Portland, Oregon 97204-1957  
(503) 823-5185  
FAX (503) 823-7576  
TDD 823-6868

16 June 1995

Company name  
Company address

Dear (Participant) :

Thank you for your participation in the I-5 Southbound Alternative Access Case Study. Fourteen businesses were interviewed and our 100% response rate is attributable to your willingness to participate. This information helped our planning staff and consultants gain detailed information on truck patterns and accessibility issues for Central Eastside Industrial District.

The study findings revealed many businesses have a strong demand for I-5 southbound freeway access but it is not unanimous. For the businesses that expressed the need for improved freeway access, the Water Avenue Ramp was the favored alternative. Other access alternatives also appeared workable, depending upon the location and specific transportation characteristics of the business.

We are in the process of drafting a report and presenting the various "promising alternatives" to the Access Advisory Task Force in early August. Please contact Jay Gratchner at 823-7791, if you are interested in receiving a copy of the Case Study Interview Summary or the full report for the I-5 Southbound Freeway Alternative Access Study.

Thank you again for your participation.

Sincerely,

John Gillam  
Project Manager

Jay Gratchner  
Community Development Liaison

**APPENDIX E: PARTICIPANT THANK YOU LETTER**





CITY OF  
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May 25, 1995

Sent by FAX

TO: Selected Participant

David Nemarnick, Pacific Coast Fruit Company  
Steve Green, Promotion Products Inc.  
Bill Cross and Larry Goche', Nor'west Brewery  
Stuart Shleifer, Shleifer Furniture Company  
Lee Olmstead or Bob Pierce, Darigold Inc.  
Bill Wiley, Door Distributors of Oregon Inc.  
Mark Teppola, National Builders Hardware Company  
Mike Love, Columbia Corrugated Box Company Inc.  
Jack Burns, Burns Brothers  
Stan Ikabe, C and L Tire  
John Raider or Bill McCarthay, Franz Bakery  
Tim Grey, Wholesome Hearty Foods  
Mark Gaudin, The Joinery

From: John Gillam, Project Manager  
Jay Gratchner, Community Development Liaison

RE: I-5 Southbound Freeway Access Study - Business Interviews

As part of a I-5 Southbound Freeway Access Study, the City of Portland is conducting interviews regarding transportation needs and characteristics of selected businesses in the Central Eastside area. The purpose is to gain somewhat detailed transportation information through case studies. Your firm has been identified as having typical transportation characteristics for its type of business classification and location.

The case study format will consist of a survey sheet and personal interview. We suggest that you, or a designate of your choice, review or if possible complete the attached survey form prior to the personal interview. We will be contacting you no later than May 30th to schedule a 20 minute interview during the week of May 30th to June 2nd. If you are unable to schedule a personal interview, a telephone interview may be arranged.

If you wish to respond or have any questions, please call Jay Gratchner at 823-7791 or John Gillam at 823-7707. Our Fax number is 823-7576.

Thank you in advance for your participation.

## **APPENDIX D: PARTICIPANT MEMO**



CITY OF  
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Felicia Trader, Director  
1120 S.W. Fifth Avenue  
Suite 702  
Portland, Oregon 97204-1957  
(503) 823-5185  
FAX (503) 823-7576  
TDD 823-6868

April 26, 1995

Sent by FAX

TO: Access Advisory Task Force

FROM: John Gillam, Project Manager *JG*

SUBJECT: Case Study Interviews for the I-5 Southbound Access Study

As part of this study process, the project team is recommending that interviews be conducted of selected businesses in the Central Eastside area regarding transportation characteristics and requirements. The purpose is to gain somewhat detailed information of "typical" firms in the area concerning transportation patterns and accessibility issues. Given the study timeline and budget, it is not possible to conduct a broad, more statistically valid survey. However, it is expected that these case studies will provide valuable insight on the transportation constraints and decisions faced by businesses in the area.

At the April 19 meeting, the AATF discussed the objectives and merits of the case study interviews and generally approved of the concept and approach suggested by project staff. The AATF expressed an interest in reviewing the list of firms that would be selected for interviews and the questions that would be asked.

Some of the comments made by AATF were that small businesses, not just big businesses be interviewed; that large developments (such as OMSI) have likely prepared traffic studies for which access information could be derived without specific interviews; that some of the businesses that are interviewed be located internal to the district; and that family/historic businesses also be considered for interviews. Staff agreed to incorporate these recommendations in developing the interview list.

It was agreed that rather than formal AATF review and approval of the list of firms and questions, project staff would send copies of this information (by FAX) to AATF members individually for feedback or ideas. A quick response time was requested to enable the interviews to begin in a timely manner.

Below is the basic case study approach, draft list of firms and questions recommended by project staff. **AATF members are requested to respond by telephone or FAX by no later than Monday, May 1** with any feedback, concerns, suggestions concerning this work item. If you wish to respond or have any questions please call me at 823-7707 or Jay Gratchner of our staff at 823-7791. Our FAX number is 823-7576.

cc: David Knowles  
Larry Brown  
Dwayne Hofstetter

## **APPENDIX C:     AATF CASE STUDY MEMO**

# I-5 Southbound Access Case Study Questions

## History/Location

How long have you been at your present location? 3 years

Does your business have other locations? Yes \_\_\_\_\_ No X

If yes, where are they?

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Why did your company locate in the Central Eastside Industrial District?

Central access, good business area, good investment (real estate).

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If company has relocated outside the Central Eastside Industrial District or is thinking of relocating, please list reasons why?

I really like the area; no plans for moving.

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## About You, the Interviewee

Business Name: The Joinery

Business Address: 2415 SE 10th

Portland, OR 97214

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SIC classification: 2511 Wood Household Furniture, Except Upholstered

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Your Name Mark Gaudin

Your Title: owner

Phone #: 236-7681

FAX #: 236-1056

## I-5 Southbound Access Case Study Questions

3. Hawthorne Bridge/Madison Ramp

No opinion

4. Ross Island Bridge Connection from Grand Ave.

Most frequently used bridge and access for Southbound. However the number is  
Southbound deliveries is low.

What are your company's goals for the 10 to 15 year time frame? What Central Eastside transportation improvements would enhance your business?

Division St. access could be better (4 lanes). In 10-15 yrs. slow growth is anticipated.  
Larger building is possible in years to come. However, there is a benefit to having a low  
cost building with a mortgage almost paid.

What transportation improvements would be best for the Central Eastside Industrial District as a whole?

Easy access to the interstate. More on-street parking - currently parking is limited on  
streets because of loading facilities of surrounding uses don't allow for on-street parking.  
Parking is difficult for both employees and customers.

# I-5 Southbound Access Case Study Questions

## Opinions

What are your opinions regarding transportation planning for the area and the freeway access alternatives in particular?

Southbound I-5S Water Avenue Ramps:

No opinion.

I-5 Eastbank freeway relocation:

No opinion.

Light Rail Transit service to the Central Eastside Industrial District:

I think that the light rail is a must for future growth. North and South line to Vancouver is a good idea. LRT in CEID would benefit employees.

The City is currently evaluating four alternative concept locations for improved access to the I-5 Freeway - Southbound. Do you have any comments regarding how these alternatives compare or how each or any would meet your needs? What issues do you feel should be considered in evaluating these alternative? (**Exhibit D**)

The four alternative concept locations are:

1. Morrison Bridge Interchange

No opinion

2. Water Avenue On-Ramp

No opinion

## I-5 Southbound Access Case Study Questions

Check which are your primary Central East Side Industrial District routes from your site to your destinations:

### Streets:

#### East-West

☐ Burnside  
☐ Stark  
☐ Morrison  
☐ Belmont  
☐ Hawthorne  
☐ Division  
☐ Powell

☒ Other (please list)  
 shipping via common carrier (Silver  
 Eagle); don't know freight company

#### South-North

☐ Water Av.  
☐ MLK  
☐ Grand  
☐ SE 7th Av.  
☐ SE 11th Av.  
☐ SE 12th Av.  
☐ Milwaukie  
☐ McLoughlin  
☐ Sandy Blvd.  
☐ Other (please list)

### Bridges:

☐ Fremont Bridge I-405  
☐ Broadway Bridge  
☐ Steel Bridge  
☐ Burnside Bridge  
☐ Morrison Bridge  
☒ Hawthorne Bridge  
☐ Marquam Bridge I-5  
☒ Ross Island Bridge

### Freeways:

☐ I-5 Southbound/ Broadway; Broadway/ I-5 Northbound  
☐ Wheeler Av./ I-5 Southbound  
☐ I-84 Westbound/ Lloyd Blvd.  
☐ NE 16th/I-84 Eastbound  
☐ Grand/I-84 Eastbound  
☐ I-5 Southbound/ Belmont  
☐ Morrison/I-5 Northbound  
☐ I-5 Northbound/ Water Av.  
☐ Marquam I-5 Southbound  
☐ Marquam I-405 to US 26 & US 30  
☒ Ross Island Bridge.-Hood Av./I-5 Southbound

Are there attributes or problems for your company and the Central Eastside Industrial District transportation system as a whole? Yes ☐ No ☒

If yes, describe below:

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# I-5 Southbound Access Case Study Questions

## Transportation Characteristics

Check which are your primary Central East Side Industrial District routes to your site:

Streets:

### East-West

<input type="checkbox"/>	Burnside
<input type="checkbox"/>	Stark
<input type="checkbox"/>	Morrison
<input type="checkbox"/>	Belmont
<input type="checkbox"/>	Hawthorne
<input checked="" type="checkbox"/>	Division
<input checked="" type="checkbox"/>	Powell
<input type="checkbox"/>	Other (please list)

### South-North

<input type="checkbox"/>	Water Av.
<input checked="" type="checkbox"/>	MLK
<input checked="" type="checkbox"/>	Grand
<input type="checkbox"/>	SE 7th Av.
<input checked="" type="checkbox"/>	SE 11th Av.
<input checked="" type="checkbox"/>	SE 12th Av.
<input type="checkbox"/>	Milwaukie
<input type="checkbox"/>	McLoughlin
<input checked="" type="checkbox"/>	Sandy Blvd.
<input type="checkbox"/>	Other (please list)

Bridges:

<input type="checkbox"/>	Fremont Bridge I-405
<input type="checkbox"/>	Broadway Bridge
<input type="checkbox"/>	Steel Bridge
<input type="checkbox"/>	Burnside Bridge
<input type="checkbox"/>	Morrison Bridge
<input checked="" type="checkbox"/>	Hawthorne Bridge
<input type="checkbox"/>	Marquam Bridge I-5
<input checked="" type="checkbox"/>	Ross Island Bridge

Freeways:

<input checked="" type="checkbox"/>	I-5 Southbound/ Broadway; Broadway/ I-5 Northbound
<input type="checkbox"/>	Wheeler Av./ I-5 Southbound
<input checked="" type="checkbox"/>	I-84 Westbound/ Lloyd Blvd.
<input type="checkbox"/>	NE 16th/I-84 Eastbound
<input type="checkbox"/>	Grand/I-84 Eastbound
<input type="checkbox"/>	I-5 Southbound/ Belmont
<input type="checkbox"/>	Morrison/I-5 Northbound
<input type="checkbox"/>	I-5 Northbound/ Water Av.
<input type="checkbox"/>	Marquam I-5 Southbound
<input type="checkbox"/>	Marquam I-405 to US 26 & US 30
<input checked="" type="checkbox"/>	Ross Island Bridge.-Hood Av./I-5 Southbound

## I-5 Southbound Access Case Study Questions

What are your customer peak periods of high vehicle activity?

11:00 - 12:00 AM 12:00 - 3:00 PM

Day of the week (circle)

Mo. Tue. Wed. Thur. Fri. Sat. Sun.

How many delivery trips does your business have on an average work day? A trip constitutes 1 departure or 1 arrival (not both) 6 trips

Is there a seasonal peak period of high vehicle activity?

Yes \_\_\_\_\_ No X If yes, when?

We maintain a steady flow of work. Orders are back logged 3 months.

What is the percentage of employees who commute by:.....

Drive alone	<u>60</u> %
Transit	<u>      </u> %
Carpool	<u>      </u> %
Walk	<u>      </u> %
Bicycle	<u>40</u> %
Total	<u>100</u> %

Do you have special parking or loading requirements?

Yes \_\_\_\_\_ No X

If yes, what are they and are they being met in the Central East Side Industrial District?

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# I-5 Southbound Access Case Study Questions

## Supplier Location

What is the approximate geographic location of your primary suppliers? Please define and describe the geographic area. Also circle location that best represents your suppliers in the Portland metropolitan area on the attached map (**Exhibit B**).

Hardware suppliers located in CEID (NBH); wood suppliers from Tualatin area; 1 lumber truck/week

If your suppliers are located outside the Portland Metropolitan area, check below which best represents their location:

<input type="checkbox"/>	Statewide in Oregon	<input type="checkbox"/>	West coast
<input type="checkbox"/>	Statewide in Washington	<input type="checkbox"/>	Western U.S.
<input checked="" type="checkbox"/>	Northwest (OR, WA, & ID)	<input type="checkbox"/>	National
		<input type="checkbox"/>	International

## Traffic Characteristics

What is your primary mode of product distribution? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week.)

<input type="checkbox"/>	Ship
<input type="checkbox"/>	Plane
<input type="checkbox"/>	Train
<input type="checkbox"/>	Bicycle
<input type="checkbox"/>	Auto
<input checked="" type="checkbox"/>	Light van
	Truck: (see attached photos for description - <b>Exhibit C</b> )
<input type="checkbox"/>	2-axle or 3-axle medium truck
<input type="checkbox"/>	3-axle or 5-axle, single trailer heavy truck
<input type="checkbox"/>	5-axle, double trailer or 7 axle heavy truck

What are the shipping/receiving peak periods of high vehicle activity?

<u>10:00 - 12:00</u>	<u>AM</u>	<u>5:00 - 6:00</u>	<u>PM</u>	<u>Day of the week (circle)</u>
				Mo. Tue. <u>Wed.</u> Thur. Fri.. Sat. Sun.

Lumber received on wednesdays

What is the primary mode of pickup for customers? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week)

<input type="checkbox"/>	Transit
<input type="checkbox"/>	Walking
<input type="checkbox"/>	Bicycle
<input type="checkbox"/>	Auto
<input checked="" type="checkbox"/>	Light van
	Truck: (see attached photos for description - <b>Exhibit C</b> )
<input checked="" type="checkbox"/>	2-axle or 3-axle medium truck *via common carrier (Silver Eagle)
<input type="checkbox"/>	3-axle or 5-axle, single trailer heavy truck
<input type="checkbox"/>	5-axle, double trailer or 7 axle heavy truck

# I-5 Southbound Access Case Study Questions

## Business Classification

Which use best classifies your type of business?

- ☐ construction (special trade contractors in both building & non building projects)  
☐ industrial services (providing services of industrial nature for individuals,  
businesses & government establishment and other organizations)  
☒ manufacturing (transformation of materials or substances into raw materials)  
☐ transportation / distribution (furnishing local or long distance trucking  
or transfer services)  
☐ warehousing (storage of products or commercial goods of any nature)  
☒ wholesale or **retail** services (engaged in selling merchandise to retailers for  
personal or household consumption)  
☐ mixed use - specify which types  
☐ Use other than listed. Please list type: Factory direct Mfr

## Size

How many employees are on-site? 10

What is the total square footage of your building(s) on-site? 5,500  
3,800 on ground floor

What is the site size? (Sq. ft. or acres - please circle which measurement used.) If site size is not known then list property boundaries (north, south, east, & west).

.10 acre; 4,400 sq ft

## Market Area

What is the approximate geographic location of your primary market area or customer base?  
Please define and describe your market area. Also circle location that best represents your  
primary market area on the attached map (**Exhibit A**).

Primary market is entire Portland Metro area. Product also shipped throughout the NW.  
Product shipped nationally but in smaller quantities.

If primary or secondary market is outside the Portland Metropolitan area, check below which  
best represents this market area:

- |                                     |                          |                                     |               |
|-------------------------------------|--------------------------|-------------------------------------|---------------|
| <input type="checkbox"/>            | Statewide in Oregon      | <input type="checkbox"/>            | West coast    |
| <input type="checkbox"/>            | Statewide in Washington  | <input type="checkbox"/>            | Western U.S.  |
| <input checked="" type="checkbox"/> | Northwest (OR, WA, & ID) | <input checked="" type="checkbox"/> | National      |
|                                     |                          | <input type="checkbox"/>            | International |



## **APPENDIX B.14: THE JOINERY**

## I-5 Southbound Access Case Study Questions

### History/Location

How long have you been at your present location? 89 years

Does your business have other locations? Yes X No       

If yes, where are they?

Eugene, OR; Yakima, WA; Spokane, WA.

Why did your company locate in the Central Eastside Industrial District?

At the time, location was and still remains the most centralized location in the city.

If company has relocated outside the Central Eastside Industrial District or is thinking of relocating, please list reasons why?

No, if we relocate site would provide better access to freeways and more convenient room to maneuver and load trucks.

### About You, the Interviewee

Business Name: U.S. Bakery

Business Address: 340 NE 11th  
Portland, OR 97232

SIC classification: 2051 Manufacturing- Food and other kindered products-  
Bread and other bakery goods

Your Name George Krick

Your Title: Transport Supervisor

Phone #: 232-2191

FAX #: 234-7036

## I-5 Southbound Access Case Study Questions

3. Hawthorne Bridge/Madison Ramp

No benefit, we don't use the Morrison Bridge.

4. Ross Island Bridge Connection from Grand Ave.

No benefit; we don't use the Ross Island Bridge.

What are your company's goals for the 10 to 15 year time frame? What Central Eastside transportation improvements would enhance your business?

We will still be here. We could use more access to I-5 North and South for double and triple trailers.

What transportation improvements would be best for the Central Eastside Industrial District as a whole?

A different on/off-ramp for I-5, other than the Broadway North and Southbound



## I-5 Southbound Access Case Study Questions

### Opinions

What are your opinions regarding transportation planning for the area and the freeway access alternatives in particular?

Southbound I-5S Water Avenue Ramps:

I think it would be good for other businesses but it wouldn't affect or help our business in any way.

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I-5 Eastbank freeway relocation:

This would be an expensive project

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Light Rail Transit service to the Central Eastside Industrial District:

LRT would be of some benefit to our business

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The City is currently evaluating four alternative concept locations for improved access to the I-5 Freeway - Southbound. Do you have any comments regarding how these alternatives compare or how each or any would meet your needs? What issues do you feel should be considered in evaluating these alternative? (**Exhibit D**)

The four alternative concept locations are:

1. Morrison Bridge Interchange

We very seldom use the Morrison Bridge

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2. Water Avenue On-Ramp

This option would benefit our business if designed to provide Southbound I-5 access for triple trailers (triples are sent to California).

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## I-5 Southbound Access Case Study Questions

Check which are your primary Central East Side Industrial District routes from your site to your destinations:

### Streets:

#### East-West

<input type="checkbox"/>	Burnside
<input type="checkbox"/>	Stark
<input type="checkbox"/>	Morrison
<input type="checkbox"/>	Belmont
<input type="checkbox"/>	Hawthorne
<input type="checkbox"/>	Division
<input type="checkbox"/>	Powell
<input type="checkbox"/>	Other (please list)
<input type="checkbox"/>	
<input type="checkbox"/>	

#### South-North

<input type="checkbox"/>	Water Av.
<input checked="" type="checkbox"/>	MLK
<input checked="" type="checkbox"/>	Grand
<input type="checkbox"/>	SE 7th Av.
<input type="checkbox"/>	SE 11th Av.
<input type="checkbox"/>	SE 12th Av.
<input type="checkbox"/>	Milwaukie
<input type="checkbox"/>	McLoughlin
<input type="checkbox"/>	Sandy Blvd.
<input type="checkbox"/>	Other (please list)
<input type="checkbox"/>	
<input type="checkbox"/>	

### Bridges:

<input checked="" type="checkbox"/>	Fremont Bridge I-405
<input type="checkbox"/>	Broadway Bridge
<input type="checkbox"/>	Steel Bridge
<input type="checkbox"/>	Burnside Bridge
<input type="checkbox"/>	Morrison Bridge
<input type="checkbox"/>	Hawthorne Bridge
<input checked="" type="checkbox"/>	Marquam Bridge I-5
<input type="checkbox"/>	Ross Island Bridge

### Freeways:

<input checked="" type="checkbox"/>	I-5 Southbound/ Broadway; Broadway/ I-5 Northbound
<input type="checkbox"/>	Wheeler Av./ I-5 Southbound
<input checked="" type="checkbox"/>	I-84 Westbound/ Lloyd Blvd.
<input checked="" type="checkbox"/>	NE 16th/I-84 Eastbound
<input type="checkbox"/>	Grand/I-84 Eastbound
<input type="checkbox"/>	I-5 Southbound/ Belmont
<input type="checkbox"/>	Morrison/I-5 Northbound
<input type="checkbox"/>	I-5 Northbound/ Water Av.
<input checked="" type="checkbox"/>	Marquam I-5 Southbound
<input type="checkbox"/>	Marquam I-405 to US 26 & US 30
<input type="checkbox"/>	Ross Island Bridge.-Hood Av./I-5 Southbound

Are there attributes or problems for your company and the Central Eastside Industrial District transportation system as a whole? Yes ☐ No ☒

If yes, describe below:

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# I-5 Southbound Access Case Study Questions

## Transportation Characteristics

Check which are your primary Central East Side Industrial District routes to your site:

Streets:

### East-West

X

Burnside

Stark

Morrison

Belmont

Hawthorne

Division

Powell

X

Other (please list)

Davis

### South-North

Water Av.

X

MLK

X

Grand

SE 7th Av.

SE 11th Av.

SE 12th Av.

Milwaukie

McLoughlin

Sandy Blvd.

Other (please list)

Bridges:

X

Fremont Bridge I-405

Broadway Bridge

Steel Bridge

Burnside Bridge

Morrison Bridge

Hawthorne Bridge

X

Marquam Bridge I-5

Ross Island Bridge

Freeways:

X

I-5 Southbound/ Broadway; Broadway/ I-5 Northbound

Wheeler Av./ I-5 Southbound

X

I-84 Westbound/ Lloyd Blvd.

NE 16th/I-84 Eastbound

Grand/I-84 Eastbound

I-5 Southbound/ Belmont

Morrison/I-5 Northbound

X

I-5 Northbound/ Water Av.

X

Marquam I-5 Southbound

Marquam I-405 to US 26 & US 30

Ross Island Bridge.-Hood Av./I-5 Southbound

## I-5 Southbound Access Case Study Questions

What are your customer peak periods of high vehicle activity?

6:00 AM 6:00 PM

Day of the week (circle)

Mo. Tue. Wed. Thur. Fri. Sat. Sun.

How many delivery trips does your business have on an average work day? A trip constitutes 1 departure or 1 arrival (not both) 90 trips

Is there a seasonal peak period of high vehicle activity?

Yes X No        If yes, when?

Summertime

What is the percentage of employees who commute by:.....

Drive alone	<u>95</u> %
Transit	<u>5</u> %
Carpool	<u>      </u> %
Walk	<u>      </u> %
Bicycle	<u>      </u> %
Total	<u>100</u> %

Do you have special parking or loading requirements?

Yes X No       

If yes, what are they and are they being met in the Central East Side Industrial District?

Bakery has special on-site parking for trucks and private street to load vehicles

## I-5 Southbound Access Case Study Questions

### Supplier Location

What is the approximate geographic location of your primary suppliers? Please define and describe the geographic area. Also circle location that best represents your suppliers in the Portland metropolitan area on the attached map (**Exhibit B**).

Portland Metro area and out of state; most supplies (flour) come from Fisher Mill in the  
Port of Portland T6 area. Supplies also come from Willamette Valley area. Total  
supplier trips are 10-12 trips per week.

If your suppliers are located outside the Portland Metropolitan area, check below which best represents their location:

<u>X</u>	Statewide in Oregon	_____	West coast
_____	Statewide in Washington	_____	Western U.S.
_____	Northwest (OR, WA, & ID)	_____	National
		_____	International

### Traffic Characteristics

What is your primary mode of product distribution? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week.)

_____	Ship
_____	Plane
_____	Train
_____	Bicycle
_____	Auto
_____	Light van
	Truck: (see attached photos for description - <b>Exhibit C</b> )
<u>X</u>	2-axle or 3-axle medium truck
<u>X</u>	3-axle or 5-axle, single trailer heavy truck
<u>60</u>	5-axle, double trailer or 7 axle heavy truck *30 trucks

What are the shipping/receiving peak periods of high vehicle activity?

_____	7:00	AM	_____	3:30	PM	<u>Day of the week</u> (circle)
						Mo. Tue. Wed. Thur. Fri. Sat. Sun.

What is the primary mode of pickup for customers? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week)

_____	Transit
_____	Walking
_____	Bicycle
_____	Auto
_____	Light van
	Truck: (see attached photos for description - <b>Exhibit C</b> )
<u>6</u>	2-axle or 3-axle medium truck
<u>6</u>	3-axle or 5-axle, single trailer heavy truck
_____	5-axle, double trailer or 7 axle heavy truck

# I-5 Southbound Access Case Study Questions

## Business Classification

Which use best classifies your type of business?

- ☐ construction (special trade contractors in both building & non building projects)  
☐ industrial services (providing services of industrial nature for individuals, businesses & government establishment and other organizations)  
☒ manufacturing (transformation of materials or substances into raw materials)  
☐ transportation / distribution (furnishing local or long distance trucking or transfer services)  
☐ warehousing (storage of products or commercial goods of any nature)  
☐ wholesale or retail services (engaged in selling merchandise to retailers for personal or household consumption)  
☐ mixed use - specify which types  
☐ Use other than listed. Please list type: \_\_\_\_\_

*\*24 hour/day operation*

## Size

How many employees are on-site? 225

What is the total square footage of your building(s) on-site? 79,000 sq ft  
(3)buildings

What is the site size? (Sq. ft. or acres - please circle which measurement used.) If site size is not known then list property boundaries (north, south, east, & west).

2.3 acres

## Market Area

What is the approximate geographic location of your primary market area or customer base? Please define and describe your market area. Also circle location that best represents your primary market area on the attached map (**Exhibit A**).

Entire Portland Metro area: Oregon, Washington, Idaho, Montana, California

If primary or secondary market is outside the Portland Metropolitan area, check below which best represents this market area:

- |                                     |                          |                                     |               |    |
|-------------------------------------|--------------------------|-------------------------------------|---------------|----|
| <input checked="" type="checkbox"/> | Statewide in Oregon      | <input checked="" type="checkbox"/> | West coast    | CA |
| <input type="checkbox"/>            | Statewide in Washington  | <input type="checkbox"/>            | Western U.S.  |    |
| <input checked="" type="checkbox"/> | Northwest (OR, WA, & ID) | <input type="checkbox"/>            | National      |    |
|                                     |                          | <input type="checkbox"/>            | International |    |



## **APPENDIX B.13: FRANZ BAKERY**



## I-5 Southbound Access Case Study Questions

### History/Location

How long have you been at your present location?

3 years  
*\*10 years in the CEID*

Does your business have other locations? Yes   X   No       

If yes, where are they?

Sandy Blvd. - Corporate Office; Stark St. - warehouse.  
\_\_\_\_\_  
\_\_\_\_\_

Why did your company locate in the Central Eastside Industrial District?

CEO's preference is for CEID.  
\_\_\_\_\_  
\_\_\_\_\_

If company has relocated outside the Central Eastside Industrial District or is thinking of relocating, please list reasons why?

Yes; larger space needed. Business has outgrown area. Leaving because of space constraints at present facility. Looking for a supersite. Both rail and freeway access are important issues. Working with PDC to locate site (Columbia Corridor).  
\_\_\_\_\_

### About You, the Interviewee

Business Name: Wholesome & Hearty Foods

Business Address: 975 SE Sandy  
Portland, OR 97214  
\_\_\_\_\_

SIC classification: 2099 Food Preparations NEC  
5149 Groceries & Related Products, NEC

Your Name Tim Grey

Your Title: General Manager

Phone #: 238-5698

FAX #: 238-5041

John Hughs - Distribution Manager

## I-5 Southbound Access Case Study Questions

### 3. Hawthorne Bridge/Madison Ramp

This is a good location and the Hawthorne bridge is the most underutilized bridge.  
Has lowest traffic.

### 4. Ross Island Bridge Connection from Grand Ave.

Problems exist with weaving movements. Hood Ave. traffic backs up and creates a  
long line in the right lane. It's a hassle to gain and CEID access from Eastbound on  
the Ross Island.

What are your company's goals for the 10 to 15 year time frame? What Central Eastside transportation improvements would enhance your business?

Looking to expand outside the CEID. Production capacity has exceeded space of CEID.  
This is unfortunate; CEO has a fondness for the central Eastside. A supersite is needed in  
corporate headquarters, distribution, manufacturing and warehouse.

What transportation improvements would be best for the Central Eastside Industrial District as a whole?

I-5 south access. Better signalization on Grand Ave. for morning traffic. Improvements  
to the Sandy/Burnside intersection - this intersection is a real problem (congestion).

# I-5 Southbound Access Case Study Questions

## Opinions

What are your opinions regarding transportation planning for the area and the freeway access alternatives in particular?

Southbound I-5S Water Avenue Ramps:

Awesome idea! We need southbound access. Must gain southbound access by  
crossing bridges and from Front Ave.

I-5 Eastbank freeway relocation:

This idea is good for riverfront revitalization. It is a difficult plan to move the  
freeway. The move would interfere with the Stark Street warehouse.

Light Rail Transit service to the Central Eastside Industrial District:

A small portion of employees might use LRT. It would be a benefit for employees  
living in SE Portland, Milwaukie or Oregon City.

The City is currently evaluating four alternative concept locations for improved access to the I-5 Freeway - Southbound. Do you have any comments regarding how these alternatives compare or how each or any would meet your needs? What issues do you feel should be considered in evaluating these alternative? (Exhibit D)

The four alternative concept locations are:

1. Morrison Bridge Interchange

Good location, central but Morrison bridge is heavily used.

2. Water Avenue On-Ramp

This would be a benefit for the warehouse on Stark.

## I-5 Southbound Access Case Study Questions

Check which are your primary Central East Side Industrial District routes from your site to your destinations:

### Streets:

#### East-West

<u>  X  </u>	Burnside
<u>  X  </u>	Stark
<u>      </u>	Morrison
<u>      </u>	Belmont
<u>      </u>	Hawthorne
<u>      </u>	Division
<u>      </u>	Powell
<u>      </u>	Other (please list)

#### South-North

<u>  X  </u>	Water Av.
<u>  X  </u>	MLK
<u>      </u>	Grand
<u>      </u>	SE 7th Av.
<u>  X  </u>	SE 11th Av.
<u>  X  </u>	SE 12th Av.
<u>      </u>	Milwaukie
<u>  X  </u>	McLoughlin
<u>      </u>	Sandy Blvd.
<u>      </u>	Other (please list)

### Bridges:

<u>  X  </u>	Fremont Bridge I-405
<u>      </u>	Broadway Bridge
<u>      </u>	Steel Bridge
<u>      </u>	Burnside Bridge
<u>  X  </u>	Morrison Bridge
<u>      </u>	Hawthorne Bridge
<u>  X  </u>	Marquam Bridge I-5
<u>      </u>	Ross Island Bridge

### Freeways:

<u>  X  </u>	I-5 Southbound/ Broadway; Broadway/ I-5 Northbound
<u>      </u>	Wheeler Av./ I-5 Southbound
<u>      </u>	I-84 Westbound/ Lloyd Blvd.
<u>      </u>	NE 16th/I-84 Eastbound
<u>  X  </u>	Grand/I-84 Eastbound
<u>      </u>	I-5 Southbound/ Belmont
<u>  X  </u>	Morrison/I-5 Northbound
<u>      </u>	I-5 Northbound/ Water Av.
<u>  X  </u>	Marquam I-5 Southbound
<u>      </u>	Marquam I-405 to US 26 & US 30
<u>  X  </u>	Ross Island Bridge.-Hood Av./I-5 Southbound

Are there attributes or problems for your company and the Central Eastside Industrial District transportation system as a whole? Yes   X   No         
If yes, describe below:

I-5 south access is a big problem. Area surrounding Washington St. site isn't good for  
shipping/receiving. Turning movements in the ROW are difficult especially 11th St.  
Narrow street widths make it difficult.

# I-5 Southbound Access Case Study Questions

## Transportation Characteristics

Check which are your primary Central East Side Industrial District routes to your site:

Streets:

### East-West

<u>  X  </u>	Burnside
<u>  X  </u>	Stark
<u>     </u>	Morrison
<u>     </u>	Belmont
<u>     </u>	Hawthorne
<u>     </u>	Division
<u>     </u>	Powell
<u>     </u>	Other (please list)

### South-North

<u>  X  </u>	Water Av.
<u>  X  </u>	MLK
<u>     </u>	Grand
<u>  X  </u>	SE 7th Av.
<u>  X  </u>	SE 11th Av.
<u>  X  </u>	SE 12th Av.
<u>     </u>	Milwaukie
<u>  X  </u>	McLoughlin
<u>     </u>	Sandy Blvd.
<u>     </u>	Other (please list)

Bridges:

<u>  X  </u>	Fremont Bridge I-405
<u>     </u>	Broadway Bridge
<u>     </u>	Steel Bridge
<u>     </u>	Burnside Bridge
<u>  X  </u>	Morrison Bridge
<u>     </u>	Hawthorne Bridge
<u>  X  </u>	Marquam Bridge I-5
<u>     </u>	Ross Island Bridge

Freeways:

<u>  X  </u>	I-5 Southbound/ Broadway; Broadway/ I-5 Northbound
<u>     </u>	Wheeler Av./ I-5 Southbound
<u>  X  </u>	I-84 Westbound/ Lloyd Blvd.
<u>     </u>	NE 16th/I-84 Eastbound
<u>     </u>	Grand/I-84 Eastbound
<u>     </u>	I-5 Southbound/ Belmont
<u>     </u>	Morrison/I-5 Northbound
<u>  X  </u>	I-5 Northbound/ Water Av.
<u>     </u>	Marquam I-5 Southbound
<u>     </u>	Marquam I-405 to US 26 & US 30
<u>     </u>	Ross Island Bridge.-Hood Av./I-5 Southbound

## I-5 Southbound Access Case Study Questions

What are your customer peak periods of high vehicle activity?

10:00 AM PM

Day of the week (circle)

Mo. Tue. Wed. Thur. Fri. Sat. Sun.

How many delivery trips does your business have on an average work day? A trip constitutes 1 departure or 1 arrival (not both) 22+ trips

Is there a seasonal peak period of high vehicle activity?

Yes X No        If yes, when?

summer months

What is the percentage of employees who commute by:.....

Drive alone	<u>80</u> %
Transit	<u>9</u> %
Carpool	<u>10</u> %
Walk	<u>1</u> %
Bicycle	<u>      </u> %
Total	<u>100</u> %

Do you have special parking or loading requirements?

Yes X No       

If yes, what are they and are they being met in the Central East Side Industrial District?

Must load in ROW. Small amount of on-site parking. Business next door uses most of  
the area's on-street parking and they have outgrown their space. Both businesses  
compete for space.

## I-5 Southbound Access Case Study Questions

### Supplier Location

What is the approximate geographic location of your primary suppliers? Please define and describe the geographic area. Also circle location that best represents your suppliers in the Portland metropolitan area on the attached map (**Exhibit B**).

Salem; Eugene; California - supplies, traveling north on I-5 corridor

Boxes shipped from Beaverton (Willamette Industries)

Sunshine Dairy (curds)

60% of supplies come from Portland Metro area

If your suppliers are located outside the Portland Metropolitan area, check below which best represents their location:

X  
        
      

Statewide in Oregon  
Statewide in Washington  
Northwest (OR, WA, & ID)

        
X  
        
      

West coast  
Western U.S.  
National  
International

### Traffic Characteristics

What is your primary mode of product distribution? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week.)

Ship  
Plane  
Train  
Bicycle  
Auto  
Light van

Truck: (see attached photos for description - **Exhibit C**)

       2-axle or 3-axle medium truck  
6 3-axle or 5-axle, single trailer heavy truck  
       5-axle, double trailer or 7 axle heavy truck

*\*Full load semi trucks, 40' single units*

What are the shipping/receiving peak periods of high vehicle activity?

10:00 AM        PM        Day of the week (circle)  
Mo. Tue. Wed. Thur. Fri. Sat. Sun.

What is the primary mode of pickup for customers? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week.)

        
        
        
        
8

Transit  
Walking  
Bicycle  
Auto  
Light van

Truck: (see attached photos for description - **Exhibit C**)

6 2-axle or 3-axle medium truck  
4 3-axle or 5-axle, single trailer heavy truck  
       5-axle, double trailer or 7 axle heavy truck

# I-5 Southbound Access Case Study Questions

## Business Classification

Which use best classifies your type of business?

- |               |   |
|---------------|---|
| <u>      </u> | construction (special trade contractors in both building & non building projects)   |
| <u>      </u> | industrial services (providing services of industrial nature for individuals,<br>businesses & government establishment and other organizations) |
| <u>  X  </u>  | manufacturing (transformation of materials or substances into raw materials)  |
| <u>      </u> | transportation / distribution (furnishing local or long distance trucking<br>or transfer services)  |
| <u>      </u> | warehousing (storage of products or commercial goods of any nature)   |
| <u>  X  </u>  | wholesale or retail services (engaged in selling merchandise to retailers for<br>personal or household consumption)                             |
| <u>  X  </u>  | mixed use - specify which types   |
| <u>      </u> | Use other than listed. Please list type: _____  |

## Size

How many employees are on-site? 70; 30 temp. 40 fulltime

What is the total square footage of your building(s) on-site? 34,000

What is the site size? (**Sq. ft.** or **acres** - please circle which measurement used.) If site size is not known then list property boundaries (north, south, east, & west).

35,000 sq. ft.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Market Area

What is the approximate geographic location of your primary market area or customer base? Please define and describe your market area. Also circle location that best represents your primary market area on the attached map (**Exhibit A**).

Entire Metro area; all shipments made by semi truck  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If primary or secondary market is outside the Portland Metropolitan area, check below which best represents this market area:

- |               |                          |               |               |
|---------------|--------------------------|---------------|---------------|
| <u>      </u> | Statewide in Oregon      | <u>      </u> | West coast    |
| <u>      </u> | Statewide in Washington  | <u>  X  </u>  | Western U.S.  |
| <u>      </u> | Northwest (OR, WA, & ID) | <u>      </u> | National      |
|               |                          | <u>  X  </u>  | International |





## **APPENDIX B.12 : WHOLESOME & HEARTY FOODS**

## I-5 Southbound Access Case Study Questions

### History/Location

How long have you been at your present location? 13 years  
*40 years total; 27 years with Burns Brothers*

Does your business have other locations? Yes X No       

If yes, where are they?

Spokane, WA; Butte, MT  
\_\_\_\_\_  
\_\_\_\_\_

Why did your company locate in the Central Eastside Industrial District?

Central location; it is the only wholesale tire distributor in the CEID. It is a perfect  
location.  
\_\_\_\_\_  
\_\_\_\_\_

If company has relocated outside the Central Eastside Industrial District or is thinking of relocating, please list reasons why?

No plan; building is for sale but the lease will remain.  
\_\_\_\_\_  
\_\_\_\_\_

### About You, the Interviewee

Business Name: C&L Tire

Business Address: 225 SE Main  
Portland, OR 97214  
\_\_\_\_\_

SIC classification: 5013 - wholesale - trade-durable goods - tires and tubes  
\_\_\_\_\_

Your Name Stan Ikebe

Your Title: General Manager

Phone #: 238-7300

FAX #: 238-7304

## I-5 Southbound Access Case Study Questions

3. Hawthorne Bridge/Madison Ramp

No thoughts - local deliveries are not a problem with service in light duty trucks/van.

4. Ross Island Bridge Connection from Grand Ave.

Improvement would be helpful because the Ross Island is currently used as an option to gain I-5 Southbound access.

What are your company's goals for the 10 to 15 year time frame? What Central Eastside transportation improvements would enhance your business?

C&L will be here as long as the building remains. Any improvements to have Southbound freeway access on-ramps would help business.

What transportation improvements would be best for the Central Eastside Industrial District as a whole?

No problems - the grid pattern works well for selecting an alternative access within the district if a route is blocked by loading vehicles.

## I-5 Southbound Access Case Study Questions

### Opinions

What are your opinions regarding transportation planning for the area and the freeway access alternatives in particular?

Southbound I-5S Water Avenue Ramps:

Access will help if building is still here when ramps installed.

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I-5 Eastbank freeway relocation:

Questions about potential displacement. Would be against option if it causes businesses to be relocated. Stan would want to know what is the time line for freeway relocation. If this business is forced to relocate, it will shut down this company because wholesale tire business runs on a 15% profit margin.

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Light Rail Transit service to the Central Eastside Industrial District:

Problems of Downtown commuters parking in the CEID and commuting across the bridge. LRT might help remove the downtown commuter from the CEID.

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The City is currently evaluating four alternative concept locations for improved access to the I-5 Freeway - Southbound. Do you have any comments regarding how these alternatives compare or how each or any would meet your needs? What issues do you feel should be considered in evaluating these alternative? **(Exhibit D)**

The four alternative concept locations are:

1. Morrison Bridge Interchange

No thoughts

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2. Water Avenue On-Ramp

This would be the best option for C&L Tire.

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## I-5 Southbound Access Case Study Questions

Check which are your primary Central East Side Industrial District routes from your site to your destinations:

Streets:

East-West

<u>X</u>	Burnside
<u>X</u>	Stark
<u>X</u>	Morrison
_____	Belmont
_____	Hawthorne
_____	Division
_____	Powell
_____	Other (please list)
_____	
_____	

South-North

_____	Water Av.
_____	MLK
_____	Grand
_____	SE 7th Av.
_____	SE 11th Av.
_____	SE 12th Av.
_____	Milwaukie
_____	McLoughlin
_____	Sandy Blvd.
_____	Other (please list)
_____	
_____	

Bridges:

<u>X</u>	Fremont Bridge I-405
_____	Broadway Bridge
<u>X</u>	Steel Bridge
<u>X</u>	Burnside Bridge
_____	Morrison Bridge
<u>X</u>	Hawthorne Bridge
<u>X</u>	Marquam Bridge I-5
<u>X</u>	Ross Island Bridge

Freeways:

_____	I-5 Southbound/ Broadway; Broadway/ I-5 Northbound
_____	Wheeler Av./ I-5 Southbound
_____	I-84 Westbound/ Lloyd Blvd.
_____	NE 16th/I-84 Eastbound
<u>X</u>	Grand/I-84 Eastbound
_____	I-5 Southbound/ Belmont
<u>X</u>	Morrison/I-5 Northbound
_____	I-5 Northbound/ Water Av.
<u>X</u>	Marquam I-5 Southbound
<u>X</u>	Marquam I-405 to US 26 & US 30
<u>X</u>	Ross Island Bridge.-Hood Av./I-5 Southbound

Are there attributes or problems for your company and the Central Eastside Industrial District transportation system as a whole? Yes \_\_\_\_\_ No X  
If yes, describe below:

The Southern Pacific Rail line is **not** a problem. There are periods of delays at 7pm but these are less frequent than in years past.

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# I-5 Southbound Access Case Study Questions

## Transportation Characteristics

Check which are your primary Central East Side Industrial District routes to your site:

Streets:

### East-West

<u>X</u>	Burnside
<u>X</u>	Stark
<u>X</u>	Morrison
<u>X</u>	Belmont
<u>X</u>	Hawthorne
<u>X</u>	Division
<u>X</u>	Powell
_____	Other (please list)

### South-North

<u>X</u>	Water Av.
<u>X</u>	MLK
<u>X</u>	Grand
_____	SE 7th Av.
_____	SE 11th Av.
_____	SE 12th Av.
<u>X</u>	Milwaukie
<u>X</u>	McLoughlin
<u>X</u>	Sandy Blvd.
_____	Other (please list)

Bridges:

<u>X</u>	Fremont Bridge I-405
_____	Broadway Bridge
_____	Steel Bridge
<u>X</u>	Burnside Bridge
<u>X</u>	Morrison Bridge
<u>X</u>	Hawthorne Bridge
<u>X</u>	Marquam Bridge I-5
<u>X</u>	Ross Island Bridge

Freeways:

_____	I-5 Southbound/ Broadway; Broadway/ I-5 Northbound
_____	Wheeler Av./ I-5 Southbound
<u>X</u>	I-84 Westbound/ Lloyd Blvd.
_____	NE 16th/I-84 Eastbound
_____	Grand/I-84 Eastbound
<u>X</u>	I-5 Southbound/ Belmont
_____	Morrison/I-5 Northbound
<u>X</u>	I-5 Northbound/ Water Av.
_____	Marquam I-5 Southbound
_____	Marquam I-405 to US 26 & US 30
_____	Ross Island Bridge.-Hood Av./I-5 Southbound

## I-5 Southbound Access Case Study Questions

What are your customer peak periods of high vehicle activity?

8:00 AM 12:00 PM

*\*consistent flow, no peaking observed from day to day*

Day of the week (circle)

Mo. Tue. Wed. Thur. Fri. Sat. Sun.

How many delivery trips does your business have on an average work day? A trip constitutes 1 departure or 1 arrival (not both) 80 trips *\*including will-call customer pickups*

Is there a seasonal peak period of high vehicle activity?

Yes X No        If yes, when?

First snowfall - business slows until March when it picks up again in the spring

What is the percentage of employees who commute by:.....

Drive alone	<u>100</u> %
Transit	<u>      </u> %
Carpool	<u>      </u> %
Walk	<u>      </u> %
Bicycle	<u>      </u> %
Total	<u>      </u> %

Do you have special parking or loading requirements?

Yes X No       

If yes, what are they and are they being met in the Central East Side Industrial District?

It is necessary to close off 2nd Ave. when 48' single unit trailer is delivering "supplies."

This happens 3 times per week.



## I-5 Southbound Access Case Study Questions

### Supplier Location

What is the approximate geographic location of your primary suppliers? Please define and describe the geographic area. Also circle location that best represents your suppliers in the Portland metropolitan area on the attached map (**Exhibit B**).

Midwest and Eastern U.S.

Delivered by 1 42' single unit trailer 3 times per week

If your suppliers are located outside the Portland Metropolitan area, check below which best represents their location:

<u>          </u>	Statewide in Oregon	<u>          </u>	West coast
<u>          </u>	Statewide in Washington	<u>          </u>	Western U.S.
<u>          </u>	Northwest (OR, WA, & ID)	<u>  X  </u>	National
		<u>          </u>	International

### Traffic Characteristics

What is your primary mode of product distribution? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week.)

<u>          </u>	Ship
<u>          </u>	Plane
<u>          </u>	Train
<u>          </u>	Bicycle
<u>          </u>	Auto
<u>  24  </u>	Light van <i>*one 3/4 ton pickup; one 1/2 ton pickup; 1 light van</i>
	Truck: (see attached photos for description - <b>Exhibit C</b> )
<u>      4      </u>	2-axle or 3-axle medium truck <i>*one 17' and one 24' bobtail</i>
<u>          </u>	3-axle or 5-axle, single trailer heavy truck
<u>          </u>	5-axle, double trailer or 7 axle heavy truck

What are the shipping/receiving peak periods of high vehicle activity?

<u>8:00</u> consistent <u>AM</u>	<u>          </u> <u>PM</u>	<u>Day of the week</u> (circle)
		<u>Mo. Tue. Wed. Thur. Fri. Sat. Sun.</u>

What is the primary mode of pickup for customers? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week)

<u>          </u>	Transit
<u>          </u>	Walking
<u>          </u>	Bicycle
<u>  50  </u>	Auto <i>will call</i>
<u>          </u>	Light van
	Truck: (see attached photos for description - <b>Exhibit C</b> )
<u>          </u>	2-axle or 3-axle medium truck
<u>          </u>	3-axle or 5-axle, single trailer heavy truck
<u>          </u>	5-axle, double trailer or 7 axle heavy truck

# I-5 Southbound Access Case Study Questions

## Business Classification

Which use best classifies your type of business?

- ☐ construction (special trade contractors in both building & non building projects)  
☐ industrial services (providing services of industrial nature for individuals,  
businesses & government establishment and other organizations)  
☐ manufacturing (transformation of materials or substances into raw materials)  
☐ transportation / distribution (furnishing local or long distance trucking  
or transfer services)  
☐ warehousing (storage of products or commercial goods of any nature)  
☒ wholesale or retail services (engaged in selling merchandise to retailers for  
personal or household consumption) *\*Tires to independent tire dealers*  
☐ mixed use - specify which types  
☐ Use other than listed. Please list type: \_\_\_\_\_

## Size

How many employees are on-site? 11

What is the total square footage of your building(s) on-site? 72,000 sq. ft.

What is the site size? (Sq. ft. or acres - please circle which measurement used.) If site size is not known then list property boundaries (north, south, east, & west).

30,000 sq. ft.; 2nd Ave. Main, Salmon, 3rd Ave.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Market Area

What is the approximate geographic location of your primary market area or customer base? Please define and describe your market area. Also circle location that best represents your primary market area on the attached map (**Exhibit A**).

Entire Metro Area  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If primary or secondary market is outside the Portland Metropolitan area, check below which best represents this market area:

- |                                     |  |                          |               |
|-------------------------------------|--|--------------------------|---------------|
| <input checked="" type="checkbox"/> | Statewide in Oregon <i>*I-5 corridor</i> | <input type="checkbox"/> | West coast    |
| <input type="checkbox"/>            | Statewide in Washington                  | <input type="checkbox"/> | Western U.S.  |
| <input checked="" type="checkbox"/> | Northwest (OR, WA, & ID)                 | <input type="checkbox"/> | National      |
|                                     | <i>*I-5 corridor</i>                     | <input type="checkbox"/> | International |



## **APPENDIX B.11 : C AND L TIRE**

# I-5 Southbound Access Case Study Questions

## Opinions

What are your opinions regarding transportation planning for the area and the freeway access alternatives in particular?

Southbound I-5S Water Avenue Ramps:

The Water Ave. ramp as designed by ODOT and approved by our City Council until the reversal of the present Council is the only logical Southbound I-5 access. It is low cost and \$6 million has already been expended. This option should be reinstated by all parties.

I-5 Eastbank freeway relocation:

No, No, No. The money will never be available. Why waste the time.

Light Rail Transit service to the Central Eastside Industrial District:

Mainly for the OMSI, otherwise it would be used by a low percentage of the working force because CEID workers live in close proximity to the CEID jobs.

The City is currently evaluating four alternative concept locations for improved access to the I-5 Freeway - Southbound. Do you have any comments regarding how these alternatives compare or how each or any would meet your needs? What issues do you feel should be considered in evaluating these alternative? (Exhibit D)

The four alternative concept locations are:

1. Morrison Bridge Interchange

Advantage: More centrally located without railroad crossing conflicts.  
Disvan tage: Wastes money and unattractive design. With signalization it will slow bridge traffic and cause weaving on the bridge heads. It will also bring more truck traffic into the CEID traffic flow on MLK and Grand to gain bridge head access.

2. Water Avenue On-Ramp

The only viable option. Sunset highway weaving is not a problem because trucks will use Fremont bridge. The only demerit to this option is the Southern Pacific railroad crossing. But with good management with SP and on-ramp design this demerit wouldn't hinder this option.

# I-5 Southbound Access Case Study Questions

Check which are your primary Central East Side Industrial District routes from your site to your destinations:

Streets:

East-West

<u>X</u>	Burnside
<u>X</u>	Stark
<u>X</u>	Morrison
<u>X</u>	Belmont
<u>X</u>	Hawthorne
_____	Division
_____	Powell
_____	Other (please list)
_____	
_____	

South-North

<u>X</u>	Water Av.
<u>X</u>	MLK
<u>X</u>	Grand
<u>X</u>	SE 7th Av.
_____	SE 11th Av.
_____	SE 12th Av.
_____	Milwaukie
<u>X</u>	McLoughlin
<u>X</u>	Sandy Blvd.
_____	Other (please list)
_____	
_____	

Bridges:

_____	Fremont Bridge I-405
_____	Broadway Bridge
_____	Steel Bridge
<u>X</u>	Burnside Bridge
<u>X</u>	Morrison Bridge
<u>X</u>	Hawthorne Bridge
<u>X</u>	Marquam Bridge I-5
_____	Ross Island Bridge

Freeways:

_____	I-5 Southbound/ Broadway; Broadway/ I-5 Northbound
_____	Wheeler Av./ I-5 Southbound
_____	I-84 Westbound/ Lloyd Blvd.
_____	NE 16th/I-84 Eastbound
<u>X</u>	Grand/I-84 Eastbound
_____	I-5 Southbound/ Belmont
<u>X</u>	Morrison/I-5 Northbound
_____	I-5 Northbound/ Water Av.
<u>X</u>	Marquam I-5 Southbound
_____	Marquam I-405 to US 26 & US 30
_____	Ross Island Bridge.-Hood Av./I-5 Southbound

Are there attributes or problems for your company and the Central Eastside Industrial District transportation system as a whole? Yes \_\_\_\_\_ No \_\_\_\_\_  
If yes, describe below:

No answer

# I-5 Southbound Access Case Study Questions

## Transportation Characteristics

Check which are your primary Central East Side Industrial District routes to your site:

Streets:

### East-West

<u>X</u>	Burnside
<u>X</u>	Stark
<u>X</u>	Morrison
<u>X</u>	Belmont
_____	Hawthorne
_____	Division
_____	Powell

\_\_\_\_\_ Other (please list)

\_\_\_\_\_

\_\_\_\_\_

### South-North

<u>X</u>	Water Av.
<u>X</u>	MLK
<u>X</u>	Grand
_____	SE 7th Av.
_____	SE 11th Av.
_____	SE 12th Av.
_____	Milwaukie
<u>X</u>	McLoughlin
<u>X</u>	Sandy Blvd.
_____	Other (please list)

\_\_\_\_\_

\_\_\_\_\_

Bridges:

_____	Fremont Bridge I-405
_____	Broadway Bridge
_____	Steel Bridge
<u>X</u>	Burnside Bridge
<u>X</u>	Morrison Bridge
<u>X</u>	Hawthorne Bridge
<u>X</u>	Marquam Bridge I-5
_____	Ross Island Bridge

Freeways:

_____	I-5 Southbound/ Broadway; Broadway/ I-5 Northbound
_____	Wheeler Av./ I-5 Southbound
_____	I-84 Westbound/ Lloyd Blvd.
_____	NE 16th/I-84 Eastbound
_____	Grand/I-84 Eastbound
<u>X</u>	I-5 Southbound/ Belmont
_____	Morrison/I-5 Northbound
<u>X</u>	I-5 Northbound/ Water Av.
_____	Marquam I-5 Southbound
_____	Marquam I-405 to US 26 & US 30
_____	Ross Island Bridge.-Hood Av./I-5 Southbound

## I-5 Southbound Access Case Study Questions

What are your customer peak periods of high vehicle activity?

8:00 - 9:30, 10:30-11:59 AM    12:00-2:00, 3:30 - 6:00 PM

Day of the week (underline)

Mo. Tue. Wed. Thur. Fri. Sat. Sun.

How many delivery trips does your business have on an average work day? A trip constitutes 1 departure or 1 arrival (not both).        trips

Is there a seasonal peak period of high vehicle activity?

Yes             No   X        If yes, when?

Steady throughout the year

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What is the percentage of employees who commute by.....

Drive alone	<u>93</u> %
Transit	<u>3</u> %
Carpool	<u>0</u> %
Walk	<u>3</u> %
Bicycle	<u>1</u> %
Total	<u>100</u> %

Do you have special parking or loading requirements?

Yes   X        No       

If yes, what are they and are they being met in the Central East Side Industrial District?

Burns Brothers provides on-site parking for its employees

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# I-5 Southbound Access Case Study Questions

## Supplier Location

What is the approximate geographic location of your primary suppliers? Please define and describe the geographic area. Also circle location that best represents your suppliers in the Portland metropolitan area on the attached map (**Exhibit B**).

Refined petroleum based on world market

Auto chains produced in Clackamas County and internationally (Asian countries)

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If your suppliers are located outside the Portland Metropolitan area, check below which best represents their location:

<u>      </u>	Statewide in Oregon	<u>      </u>	West coast
<u>      </u>	Statewide in Washington	<u>  X  </u>	Western U.S.
<u>      </u>	Northwest (OR, WA, & ID)	<u>  X  </u>	National
		<u>  X  </u>	International

## Traffic Characteristics

What is your primary mode of product distribution? Indicate # of trips per **DAY** or **WEEK** for each type. (Please underline either day or week.)

<u>      </u>	Ship
<u>      </u>	Plane
<u>      </u>	Train
<u>      </u>	Bicycle
<u>      </u>	Auto
<u>      </u>	Light van
	Truck: (see attached photos for description - <b>Exhibit C</b> )
<u>  X  </u>	2-axle or 3-axle medium truck
<u>  X  </u>	3-axle or 5-axle, single trailer heavy truck
<u>  X  </u>	5-axle, double trailer or 7 axle heavy truck

What are the shipping/receiving peak periods of high vehicle activity?

<u>8:00 - 11:00</u>	<u>AM</u>	<u>2:00 - 5:00</u>	<u>PM</u>	<u>Day of the week</u> (underline)
				<u>Mo. Tue. Wed. Thur. Fri. Sat. Sun.</u>

What is the primary mode of pickup for customers? Indicate # of trips per **DAY** or **WEEK** for each type. (Please underline either day or week)

<u>      </u>	Transit
<u>      </u>	Walking
<u>      </u>	Bicycle
<u>3000</u>	Auto
<u>1500</u>	Light van
	Truck: (see attached photos for description - <b>Exhibit C</b> )
<u>600</u>	2-axle or 3-axle medium truck
<u>110</u>	3-axle or 5-axle, single trailer heavy truck
<u>20</u>	5-axle, double trailer or 7 axle heavy truck

# I-5 Southbound Access Case Study Questions

## Business Classification

Which use best classifies your type of business?

- ☐ construction (special trade contractors in both building & non building projects)  
☐ industrial services (providing services of industrial nature for individuals, businesses & government establishment and other organizations)  
☐ manufacturing (transformation of materials or substances into raw materials)  
☒ transportation / distribution (furnishing local or long distance trucking or transfer services)  
☒ warehousing (storage of products or commercial goods of any nature)  
☐ wholesale or retail services (engaged in selling merchandise to retailers for personal or household consumption)  
☒ mixed use - specify which types  
Use other than listed. Please list type: \_\_\_\_\_

## Size

How many employees are on-site? 235

What is the total square footage of your building(s) on-site? 90,000 sq. ft.

What is the site size? (Sq. ft. or acres - please circle which measurement used.) If site size is not known then list property boundaries (north, south, east, & west).

1 sq. block Alder, Grand, Union, Washington (Travel Center)  
3 floors of Weatherly Bldg. (Headquarters)  
1 sq. block Union, 3rd Ave., Alder, Washington (Apartments - Barbur block)  
1/2 sq. block Morrison, Grand, Alder Union (Digger O'Dells)  
1/2 sq. block Main, 3rd, 2nd, Salmon (leased warehouse)

## Market Area

What is the approximate geographic location of your primary market area or customer base? Please define and describe your market area. Also circle location that best represents your primary market area on the attached map (Exhibit A).

Central Eastside Industrial District; 12 Western states  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If primary or secondary market is outside the Portland Metropolitan area, check below which best represents this market area:

<input type="checkbox"/>	Statewide in Oregon	<input type="checkbox"/>	West coast
<input type="checkbox"/>	Statewide in Washington	<input checked="" type="checkbox"/>	Western U.S.
<input type="checkbox"/>	Northwest (OR, WA, & ID)	<input type="checkbox"/>	National
		<input checked="" type="checkbox"/>	International



## **APPENDIX B.10 : BURNS BROTHERS**

## I-5 Southbound Access Case Study Questions

### History/Location

How long have you been at your present location?

3 years  
(Tualatin)

Does your business have other locations? Yes X No       

If yes, where are they?

Eugene, Portland  
\_\_\_\_\_  
\_\_\_\_\_

Why did your company locate in the Central Eastside Industrial District?

Accessibility to metropolitan area from central location. Better delivery service to overall metro area. Various transportation options.  
\_\_\_\_\_  
\_\_\_\_\_

If company has relocated outside the Central Eastside Industrial District or is thinking of relocating, please list reasons why?

Yes - relocated. Uncertain of 10 yr. future, viable transportation alternatives. CEID was in transition; McLoughlin/freeway ramps on hold; uncertainty with OMSI infrastructure. Southern Pacific gave poor rail service. Union/Grand viaduct deterioration: State has its buried on this one. Was difficult to locate available industrial land large enough to build a super complex. (Land option on Lone Star property discussed but closing time one week). Also considered Swan Island but over all the site potential for business growth was better in Tualatin.  
\_\_\_\_\_

### About You, the Interviewee

Business Name: Columbia Corrugated Box Company Inc.

Business Address: 12777 SW Tualatin-Sherwood Road  
Tualatin, OR 97062-8051  
\_\_\_\_\_

SIC classification: 2653- Manufacturing- Paper/ Corrugated & Solid Fiber boxes.

Your Name Mike Love

Your Title: Purchasing/Credit Manager

Phone #: 692-3344

FAX #: 692-3945

## I-5 Southbound Access Case Study Questions

### 3. Hawthorne Bridge/Madison Ramp

This bridge is not as congested as Morrison but adding truck traffic towards residen-  
tial neighborhoods raises conflicts with the goodwill of this location. This option  
raises question of ability to negotiate truck mvmts. The McLoughlin viaduct needs  
to be replaced and this may conflict with Hawthorne Bridge/Madison ramp improve-  
ments (McLoughlin ramp improvements.)

### 4. Ross Island Bridge Connection from Grand Ave.

Ross Island bridge is at capacity. It is nice to buy better access to the bridge but  
does bridge design limit the capacity.

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What are your company's goals for the 10 to 15 year time frame? What Central Eastside transportation improvements would enhance your business?

Out of area

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What transportation improvements would be best for the Central Eastside Industrial District as a whole?

Better I-84 access must travel through district to gain access. Improved access to freeways  
I-5 South with improvements to feeder streets: parking restrictions in CEID and limiting  
the number of curb cuts that slow the traffic with turning movements. Better access to  
Sunset Highway (26). Especially including improvements to Sunset Highway climbing  
lanes.

## I-5 Southbound Access Case Study Questions

### Opinions

What are your opinions regarding transportation planning for the area and the freeway access alternatives in particular?

Southbound I-5S Water Avenue Ramps:

This is an advantage definitely! All the businesses in the CEID fought for the ramps.

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I-5 Eastbank freeway relocation:

It did not seem reasonable. Freeway relocation would remove the rail option from the area, limiting receiving and delivery options to truck freight movements (limiting factor at Tualatin is lack of rail access).

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Light Rail Transit service to the Central Eastside Industrial District:

This is one option the City didn't fully explore, using LRT as a means of potentially removing single autos from CEID. However there wouldn't have been advantage to employees because of transfer problems. There was some discussion that the Lloyd Center would be an LRT "Trolley" hub. City also needs to consider employment pool of CEID could move in reverse direction towards Oregon City.

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The City is currently evaluating four alternative concept locations for improved access to the I-5 Freeway - Southbound. Do you have any comments regarding how these alternatives compare or how each or any would meet your needs? What issues do you feel should be considered in evaluating these alternative? (Exhibit D)

The four alternative concept locations are:

1. Morrison Bridge Interchange

Question of CEID viability based on congestion and adding more weaving mvmts. on a bridgehead. Adding more traffic to the district on MLK and Grand to gain I-5 access Southbound via the bridgehead.

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2. Water Avenue On-Ramp

This option has more potential!

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## I-5 Southbound Access Case Study Questions

Check which are your primary Central East Side Industrial District routes from your site to your destinations:

Streets:

East-West

<u>      </u>	Burnside
<u>      </u>	Stark
<u>      </u>	Morrison
<u>      </u>	Belmont
<u>      </u>	Hawthorne
<u>  X  </u>	Division
<u>  X  </u>	Powell
<u>      </u>	Other (please list)
<u>      </u>	
<u>      </u>	

South-North

<u>      </u>	Water Av.
<u>  X  </u>	MLK
<u>  X  </u>	Grand
<u>      </u>	SE 7th Av.
<u>      </u>	SE 11th Av.
<u>      </u>	SE 12th Av.
<u>      </u>	Milwaukie
<u>  X  </u>	McLoughlin
<u>      </u>	Sandy Blvd.
<u>      </u>	Other (please list)
<u>      </u>	
<u>      </u>	

Bridges:

<u>      </u>	Fremont Bridge I-405
<u>      </u>	Broadway Bridge
<u>      </u>	Steel Bridge
<u>      </u>	Burnside Bridge
<u>      </u>	Morrison Bridge
<u>      </u>	Hawthorne Bridge
<u>      </u>	Marquam Bridge I-5
<u>  X  </u>	Ross Island Bridge

Freeways:

<u>      </u>	I-5 Southbound/ Broadway; Broadway/ I-5 Northbound
<u>      </u>	Wheeler Av./ I-5 Southbound
<u>      </u>	I-84 Westbound/ Lloyd Blvd.
<u>      </u>	NE 16th/I-84 Eastbound
<u>  X  </u>	Grand/I-84 Eastbound
<u>      </u>	I-5 Southbound/ Belmont
<u>      </u>	Morrison/I-5 Northbound
<u>      </u>	I-5 Northbound/ Water Av.
<u>      </u>	Marquam I-5 Southbound
<u>      </u>	Marquam I-405 to US 26 & US 30
<u>  X  </u>	Ross Island Bridge.-Hood Av./I-5 Southbound

Are there attributes or problems for your company and the Central Eastside Industrial District transportation system as a whole? Yes   X   No         
If yes, describe below:

Lack of freeway southbound access. Northbound I-5 access was difficult and requires truck movements on congested Grand Ave. Sunset Highway access required truck mvmt. through downtown or over Fremont bridge. (High Technology market was forming in Washington County and creating demand for shipping boxes.)



# I-5 Southbound Access Case Study Questions

## Transportation Characteristics

Check which are your primary Central East Side Industrial District routes to your site:

Streets:

### East-West

<input type="checkbox"/>	Burnside
<input type="checkbox"/>	Stark
<input type="checkbox"/>	Morrison
<input type="checkbox"/>	Belmont
<input type="checkbox"/>	Hawthorne
<input type="checkbox"/>	Division
<input checked="" type="checkbox"/>	Powell
<input type="checkbox"/>	Other (please list)

### South-North

<input type="checkbox"/>	Water Av.
<input checked="" type="checkbox"/>	MLK
<input checked="" type="checkbox"/>	Grand
<input type="checkbox"/>	SE 7th Av.
<input type="checkbox"/>	SE 11th Av.
<input type="checkbox"/>	SE 12th Av.
<input type="checkbox"/>	Milwaukie
<input checked="" type="checkbox"/>	McLoughlin
<input type="checkbox"/>	Sandy Blvd.
<input type="checkbox"/>	Other (please list)

Bridges:

<input type="checkbox"/>	Fremont Bridge I-405
<input type="checkbox"/>	Broadway Bridge
<input type="checkbox"/>	Steel Bridge
<input type="checkbox"/>	Burnside Bridge
<input type="checkbox"/>	Morrison Bridge
<input type="checkbox"/>	Hawthorne Bridge
<input checked="" type="checkbox"/>	Marquam Bridge I-5
<input checked="" type="checkbox"/>	Ross Island Bridge

Freeways:

<input type="checkbox"/>	I-5 Southbound/ Broadway; Broadway/ I-5 Northbound
<input type="checkbox"/>	Wheeler Av./ I-5 Southbound
<input type="checkbox"/>	I-84 Westbound/ Lloyd Blvd.
<input type="checkbox"/>	NE 16th/I-84 Eastbound
<input checked="" type="checkbox"/>	Grand/I-84 Eastbound
<input type="checkbox"/>	I-5 Southbound/ Belmont
<input type="checkbox"/>	Morrison/I-5 Northbound
<input type="checkbox"/>	I-5 Northbound/ Water Av.
<input type="checkbox"/>	Marquam I-5 Southbound
<input type="checkbox"/>	Marquam I-405 to US 26 & US 30
<input checked="" type="checkbox"/>	Ross Island Bridge.-Hood Av./I-5 Southbound

## I-5 Southbound Access Case Study Questions

What are your customer peak periods of high vehicle activity?

5:30 - 11:59 AM PM Day of the week (circle)  
Mo. Tue. Wed. Thur. Fri. Sat. Sun.

How many delivery trips does your business have on an average work day? A trip constitutes 1 departure or 1 arrival (not both) 54 trips  
*includes customer pickup and delivery*

Is there a seasonal peak period of high vehicle activity?

Yes        No   X   If yes, when?

\_\_\_\_\_  
\_\_\_\_\_

(at CEID)

What is the percentage of employees who commute by:.....

Drive alone	<u>80</u> %	<u>Currently</u>
Transit	<u>      </u> %	Drive Alone 85%
Carpool	<u>10</u> %	Carpool 15%
Walk	<u>5</u> %	
Bicycle	<u>5</u> %	
Total	<u>      </u> 100%	

Do you have special parking or loading requirements?

Yes   X   No       

If yes, what are they and are they being met in the Central East Side Industrial District?

In CEID, able to rent space under viaduct and provide off-street parking. Able to lease  
warehouse with three bays (currently owned by Door Distributors of Oregon).  
Currently: Able to build-out site that includes on-site loading and a fenced compound.  
Trucks are able to maneuver on-site. This allows movement flexibility at the loading bays.  
CEID loading movements were in the R-O-W.

## I-5 Southbound Access Case Study Questions

### Supplier Location

What is the approximate geographic location of your primary suppliers? Please define and describe the geographic area. Also circle location that best represents your suppliers in the Portland metropolitan area on the attached map (**Exhibit B**).

Mills for corrugated board on Swan Island; supplies also from Portland

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If your suppliers are located outside the Portland Metropolitan area, check below which best represents their location:

<u>      </u>	Statewide in Oregon	<u>      </u>	West coast
<u>      </u>	Statewide in Washington	<u>      </u>	Western U.S.
<u>  X  </u>	Northwest ( <u>OR</u> , <u>WA</u> , & ID)	<u>      </u>	National
		<u>      </u>	International

### Traffic Characteristics

In the CEID

What is your primary mode of product distribution? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week.)

<u>      </u>	Ship
<u>      </u>	Plane
<u>      </u>	Train
<u>      </u>	Bicycle
<u>      </u>	Auto
<u>      </u>	Light van
	Truck: (see attached photos for description - <b>Exhibit C</b> )
<u>      </u>	2-axle or 3-axle medium truck
<u>  36  </u>	3-axle or 5-axle, single trailer heavy truck
<u>      </u>	5-axle, double trailer or 7 axle heavy truck

*\* CEID location had advantage with local deliveries Tualatin location has increased delivery miles traveled by 30% or an additional 1,100 mile per month*

What are the shipping/receiving peak periods of high vehicle activity?

			<u>Day of the week</u> (circle)
<u>receiving 5:30-11:59 AM</u>	<u>      </u>	<u>PM</u>	<u>Mo. Tue. Wed. Thur. Fri. Sat. Sun.</u>
<u>delivery 5:00 - 9:00 AM</u>			

What is the primary mode of pickup for customers? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week)

<u>      </u>	Transit
<u>      </u>	Walking
<u>      </u>	Bicycle
<u>      </u>	Auto
<u>      </u>	Light van
	Truck: (see attached photos for description - <b>Exhibit C</b> )
<u>      </u>	2-axle or 3-axle medium truck
<u>  18  </u>	3-axle or 5-axle, single trailer heavy truck
<u>      </u>	5-axle, double trailer or 7 axle heavy truck

# I-5 Southbound Access Case Study Questions

## Business Classification

Which use best classifies your type of business?

- ☐ construction (special trade contractors in both building & non building projects)  
☐ industrial services (providing services of industrial nature for individuals,  
businesses & government establishment and other organizations)  
☒ manufacturing (transformation of materials or substances into raw materials)  
☐ transportation / distribution (furnishing local or long distance trucking  
or transfer services)  
☐ warehousing (storage of products or commercial goods of any nature)  
☐ wholesale or retail services (engaged in selling merchandise to retailers for  
personal or household consumption)  
☐ mixed use - specify which types  
☐ Use other than listed. Please list type: \_\_\_\_\_

## Size

How many employees are on-site? CEID 120; currently 230

What is the total square footage of your building(s) on-site? CEID 130,000; 40,000<sub>dist</sub>  
Currently 300,000; 100,000 dist.

What is the site size? (Sq. ft. or acres - please circle which measurement used.) If site size is not known then list property boundaries (north, south, east, & west).

CEID 5.5 acres; Currently 18 acres  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Market Area

What is the approximate geographic location of your primary market area or customer base? Please define and describe your market area. Also circle location that best represents your primary market area on the attached map (**Exhibit A**).

New market in electronics; entire Metro Area plus...  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If primary or secondary market is outside the Portland Metropolitan area, check below which best represents this market area:

- |                                     |                          |                          |               |
|-------------------------------------|--------------------------|--------------------------|---------------|
| <input type="checkbox"/>            | Statewide in Oregon      | <input type="checkbox"/> | West coast    |
| <input type="checkbox"/>            | Statewide in Washington  | <input type="checkbox"/> | Western U.S.  |
| <input checked="" type="checkbox"/> | Northwest (OR, WA, & ID) | <input type="checkbox"/> | National      |
|                                     |                          | <input type="checkbox"/> | International |



## **APPENDIX B.9 : COLUMBIA CORRUGATED BOX**

## I-5 Southbound Access Case Study Questions

### History/Location

How long have you been at your present location? 17 years

Does your business have other locations? Yes \_\_\_\_\_ No X

If yes, where are they?

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Why did your company locate in the Central Eastside Industrial District?

Central location and central access

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If company has relocated outside the Central Eastside Industrial District or is thinking of relocating, please list reasons why?

No.

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### About You, the Interviewee

Business Name: National Builders Hardware Company

Business Address: 1019 SE 10th Ave.  
Portland, OR 97214

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SIC classification: 5072 - Wholesale trade- Hardware

Your Name Mark Teppola

Your Title: President

Phone #: 233-5381

FAX #: 234-6398

## I-5 Southbound Access Case Study Questions

3. Hawthorne Bridge/Madison Ramp

Option would work - no thoughts

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4. Ross Island Bridge Connection from Grand Ave.

This is the least practical of the options for the upper area of CEID. It would clearly be a benefit for the southern triangle.

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What are your company's goals for the 10 to 15 year time frame? What Central Eastside transportation improvements would enhance your business?

Remain in CEID. NBH can expand up a level and build a third floor if necessary.

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What transportation improvements would be best for the Central Eastside Industrial District as a whole?

Access, specifically I-5 Southbound.

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## I-5 Southbound Access Case Study Questions

### Opinions

What are your opinions regarding transportation planning for the area and the freeway access alternatives in particular?

Southbound I-5S Water Avenue Ramps:

Option is necessary! Not concerned with design or location - just need this access  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I-5 Eastbank freeway relocation:

To move the freeway now is irresponsible. No need to move.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Light Rail Transit service to the Central Eastside Industrial District:

It would be a benefit. It is difficult to speculate on exact benefits for CEID. However it must be convenient to transfer with downtown transit service.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The City is currently evaluating four alternative concept locations for improved access to the I-5 Freeway - Southbound. Do you have any comments regarding how these alternatives compare or how each or any would meet your needs? What issues do you feel should be considered in evaluating these alternative? **(Exhibit D)**

The four alternative concept locations are:

1. Morrison Bridge Interchange

It would work - opinion is neutral  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. Water Avenue On-Ramp

It would work - opinion is neutral  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# I-5 Southbound Access Case Study Questions

Check which are your primary Central East Side Industrial District routes from your site to your destinations:

Streets:

East-West

<u>X</u>	Burnside
<u>      </u>	Stark
<u>      </u>	Morrison
<u>      </u>	Belmont
<u>X</u>	Hawthorne
<u>      </u>	Division
<u>X</u>	Powell
<u>      </u>	Other (please list)
<u>      </u>	
<u>      </u>	

South-North

<u>X</u>	Water Av.
<u>X</u>	MLK
<u>X</u>	Grand
<u>      </u>	SE 7th Av.
<u>X</u>	SE 11th Av.
<u>X</u>	SE 12th Av.
<u>X</u>	Milwaukie
<u>X</u>	McLoughlin
<u>X</u>	Sandy Blvd.
<u>      </u>	Other (please list)
<u>      </u>	
<u>      </u>	

Bridges:

<u>X</u>	Fremont Bridge I-405
<u>      </u>	Broadway Bridge
<u>      </u>	Steel Bridge
<u>      </u>	Burnside Bridge
<u>X</u>	Morrison Bridge
<u>X</u>	Hawthorne Bridge
<u>X</u>	Marquam Bridge I-5
<u>X</u>	Ross Island Bridge

Freeways:

<u>      </u>	I-5 Southbound/ Broadway; Broadway/ I-5 Northbound
<u>      </u>	Wheeler Av./ I-5 Southbound
<u>      </u>	I-84 Westbound/ Lloyd Blvd.
<u>      </u>	NE 16th/I-84 Eastbound
<u>X</u>	Grand/I-84 Eastbound
<u>      </u>	I-5 Southbound/ Belmont
<u>X</u>	Morrison/I-5 Northbound
<u>      </u>	I-5 Northbound/ Water Av.
<u>      </u>	Marquam I-5 Southbound
<u>      </u>	Marquam I-405 to US 26 & US 30
<u>X</u>	Ross Island Bridge.-Hood Av./I-5 Southbound
<u>X</u>	<i>*Hawthorne to Front Ave; I-5 Southbound</i>

Are there attributes or problems for your company and the Central Eastside Industrial District transportation system as a whole? Yes X No         
If yes, describe below:

Benefit - central location; weakness: no Southbound access

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# I-5 Southbound Access Case Study Questions

## Transportation Characteristics

Check which are your primary Central East Side Industrial District routes to your site:

Streets:

### East-West

<u>X</u>	Burnside
<u>      </u>	Stark
<u>      </u>	Morrison
<u>      </u>	Belmont
<u>X</u>	Hawthorne
<u>      </u>	Division
<u>X</u>	Powell
<u>      </u>	Other (please list)

### South-North

<u>X</u>	Water Av.
<u>X</u>	MLK
<u>X</u>	Grand
<u>      </u>	SE 7th Av.
<u>X</u>	SE 11th Av.
<u>X</u>	SE 12th Av.
<u>X</u>	Milwaukie
<u>X</u>	McLoughlin
<u>X</u>	Sandy Blvd.
<u>      </u>	Other (please list)

Bridges:

<u>X</u>	Fremont Bridge I-405
<u>      </u>	Broadway Bridge
<u>      </u>	Steel Bridge
<u>      </u>	Burnside Bridge
<u>X</u>	Morrison Bridge
<u>X</u>	Hawthorne Bridge
<u>X</u>	Marquam Bridge I-5
<u>X</u>	Ross Island Bridge

Freeways:

<u>      </u>	I-5 Southbound/ Broadway; Broadway/ I-5 Northbound
<u>      </u>	Wheeler Av./ I-5 Southbound
<u>X</u>	I-84 Westbound/ Lloyd Blvd.
<u>      </u>	NE 16th/I-84 Eastbound
<u>      </u>	Grand/I-84 Eastbound
<u>X</u>	I-5 Southbound/ Belmont
<u>      </u>	Morrison/I-5 Northbound
<u>      </u>	I-5 Northbound/ Water Av.
<u>      </u>	Marquam I-5 Southbound
<u>      </u>	Marquam I-405 to US 26 & US 30
<u>      </u>	Ross Island Bridge.-Hood Av./I-5 Southbound

## I-5 Southbound Access Case Study Questions

What are your customer peak periods of high vehicle activity?

\_\_\_\_\_ AM \_\_\_\_\_ 1:00 - 4:30 \_\_\_\_\_ PM

Day of the week (circle)

Mo. Tue. Wed. Thur. Fri. Sat. Sun.

How many delivery trips does your business have on an average work day? A trip constitutes 1 departure or 1 arrival (not both) 180 trips

*Includes deliveries via carrier, customer will call pick up, small emergency deliveries.*

Is there a seasonal peak period of high vehicle activity?

Yes \_\_\_\_\_ No X If yes, when?

\_\_\_\_\_  
\_\_\_\_\_

What is the percentage of employees who commute by:.....

Drive alone	<u>83</u> %
Transit	<u>10</u> %
Carpool	<u>      </u> %
Walk	<u>      </u> %
Bicycle	<u>7</u> %
Total	<u>100</u> %

Do you have special parking or loading requirements?

Yes X No \_\_\_\_\_

If yes, what are they and are they being met in the Central East Side Industrial District?

On-site parking facilities, on-site loading bay facility in ROW (10th Ave.) for 40' SU or longer trailers.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## I-5 Southbound Access Case Study Questions

### Supplier Location

What is the approximate geographic location of your primary suppliers? Please define and describe the geographic area. Also circle location that best represents your suppliers in the Portland metropolitan area on the attached map (**Exhibit B**).

Eastern and Midwestern US; California; some suppliers from Europe.  
Almost all goods arrive via semi truck on I-5 Corridor

If your suppliers are located outside the Portland Metropolitan area, check below which best represents their location:

<u>      </u>	Statewide in Oregon	<u>      </u>	West coast
<u>      </u>	Statewide in Washington	<u>      </u>	Western U.S.
<u>      </u>	Northwest (OR, WA, & ID)	<u>  X  </u>	National
		<u>      </u>	International

### Traffic Characteristics

What is your primary mode of product distribution? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week.)

<u>      </u>	Ship
<u>      </u>	Plane
<u>      </u>	Train
<u>      </u>	Bicycle
<u>      </u>	Auto
<u>  10  </u>	Light van <i>**emergency** area deliveries</i>
	Truck: (see attached photos for description - <b>Exhibit C</b> )
<u>      </u>	2-axle or 3-axle medium truck
<u>      </u>	3-axle or 5-axle, single trailer heavy truck
<u>      </u>	5-axle, double trailer or 7 axle heavy truck

What are the shipping/receiving peak periods of high vehicle activity?

<u>      </u>	<u>8:00 - 11:00</u>	<u>AM</u>	<u>      </u>	<u>1:00 - 4:30</u>	<u>PM</u>	<u>      </u>	<u>Day of the week (circle)</u>
							<u>Mo. Tue. Wed. Thur. Fri. Sat. Sun.</u>

What is the primary mode of pickup for customers? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week)

<u>      </u>	Transit
<u>      </u>	Walking
<u>      </u>	Bicycle
<u>  100  </u>	Auto
<u>   70  </u>	Light van
	Truck: (see attached photos for description - <b>Exhibit C</b> )
<u>   20  </u>	2-axle or 3-axle medium truck <i>*UPS, FedEx, Common Carrier</i>
<u>      </u>	3-axle or 5-axle, single trailer heavy truck
<u>      </u>	5-axle, double trailer or 7 axle heavy truck

# I-5 Southbound Access Case Study Questions

## Business Classification

Which use best classifies your type of business?

- ☐ construction (special trade contractors in both building & non building projects)  
☐ industrial services (providing services of industrial nature for individuals,  
businesses & government establishment and other organizations)  
☐ manufacturing (transformation of materials or substances into raw materials)  
☐ transportation / distribution (furnishing local or long distance trucking  
or transfer services)  
☐ warehousing (storage of products or commercial goods of any nature)  
☒ wholesale or retail services (engaged in selling merchandise to retailers for  
personal or household consumption)  
☐ mixed use - specify which types  
☐ Use other than listed. Please list type: \_\_\_\_\_

## Size

How many employees are on-site? 30

What is the total square footage of your building(s) on-site? 40,000

What is the site size? (Sq. ft. or acres - please circle which measurement used.) If site size is not known then list property boundaries (north, south, east, & west).

40,000 sq ft  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Market Area

What is the approximate geographic location of your primary market area or customer base? Please define and describe your market area. Also circle location that best represents your primary market area on the attached map (**Exhibit A**).

Entire Metro area, I-5 Corridor from Seattle to Southern California  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If primary or secondary market is outside the Portland Metropolitan area, check below which best represents this market area:

- |                                     |                          |                          |               |
|-------------------------------------|--------------------------|--------------------------|---------------|
| <input type="checkbox"/>            | Statewide in Oregon      | <input type="checkbox"/> | West coast    |
| <input type="checkbox"/>            | Statewide in Washington  | <input type="checkbox"/> | Western U.S.  |
| <input checked="" type="checkbox"/> | Northwest (OR, WA, & ID) | <input type="checkbox"/> | National      |
|                                     | * and Alaska             | <input type="checkbox"/> | International |



## **APPENDIX B.8: NATIONAL BUILDERS HARDWARE**



## I-5 Southbound Access Case Study Questions

### History/Location

How long have you been at your present location? 22 years

Does your business have other locations? Yes \_\_\_\_\_ No X

If yes, where are they?

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Why did your company locate in the Central Eastside Industrial District?

Logical, convenient, central location

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If company has relocated outside the Central Eastside Industrial District or is thinking of relocating, please list reasons why?

No thoughts - unless existing benefit to being here should change

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### About You, the Interviewee

Business Name: Door Distributors of Oregon Inc.

Business Address: 330 SE Division Pl.  
Portland, OR 97202

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SIC classification: 5031 - wholesaling - lumber, plywood, millwork, wood  
panels

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Your Name Bill Wiley

Your Title: President

Phone #: 234-9745

FAX #: 236-0901

## I-5 Southbound Access Case Study Questions

### 3. Hawthorne Bridge/Madison Ramp

This option depends on design - Can trucks get up to speed with the grade necessary to link Hawthorne to I-5? This option is closer to the site.

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### 4. Ross Island Bridge Connection from Grand Ave.

Less attractive than options 2 and 3. Lots of congestion on Ross Island.

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What are your company's goals for the 10 to 15 year time frame? What Central Eastside transportation improvements would enhance your business?

Continue business as currently conducted with normal expected growth. Any transportation improvement will probably have little impact. However it is hard to anticipate what transportation improvements are necessary over time.

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What transportation improvements would be best for the Central Eastside Industrial District as a whole?

Those that minimize traffic through the Southern triangle area. There are a lot of on-street loading docks. Through traffic should be minimized.

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## I-5 Southbound Access Case Study Questions

### Opinions

What are your opinions regarding transportation planning for the area and the freeway access alternatives in particular?

Southbound I-5S Water Avenue Ramps:

Convenient for sure

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I-5 Eastbank freeway relocation:

This is a community issue. Would be very disruptive during demolition and construction.

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Light Rail Transit service to the Central Eastside Industrial District:

No benefits for employees.

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The City is currently evaluating four alternative concept locations for improved access to the I-5 Freeway - Southbound. Do you have any comments regarding how these alternatives compare or how each or any would meet your needs? What issues do you feel should be considered in evaluating these alternative? **(Exhibit D)**

The four alternative concept locations are:

1. Morrison Bridge Interchange

This access point makes sense from a merging point of view. There is a natural break that occurs in the traffic flow.

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2. Water Avenue On-Ramp

This ramp is centrally located. No thoughts about option after that.

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## I-5 Southbound Access Case Study Questions

Check which are your primary Central East Side Industrial District routes from your site to your destinations:

### Streets:

#### East-West

<u>      </u>	Burnside
<u>      </u>	Stark
<u>      </u>	Morrison
<u>      </u>	Belmont
<u>      </u>	Hawthorne
<u>  X  </u>	Division
<u>  X  </u>	Powell

       Other (please list)

#### South-North

<u>      </u>	Water Av.
<u>      </u>	MLK
<u>  X  </u>	Grand
<u>      </u>	SE 7th Av.
<u>      </u>	SE 11th Av.
<u>      </u>	SE 12th Av.
<u>      </u>	Milwaukie
<u>      </u>	McLoughlin
<u>      </u>	Sandy Blvd.
<u>      </u>	Other (please list)

### Bridges:

<u>  X  </u>	Fremont Bridge I-405
<u>      </u>	Broadway Bridge
<u>      </u>	Steel Bridge
<u>      </u>	Burnside Bridge
<u>  X  </u>	Morrison Bridge
<u>      </u>	Hawthorne Bridge
<u>      </u>	Marquam Bridge I-5
<u>  X  </u>	Ross Island Bridge

### Freeways:

<u>      </u>	I-5 Southbound/ Broadway; Broadway/ I-5 Northbound
<u>      </u>	Wheeler Av./ I-5 Southbound
<u>      </u>	I-84 Westbound/ Lloyd Blvd.
<u>      </u>	NE 16th/I-84 Eastbound
<u>  X  </u>	Grand/I-84 Eastbound
<u>      </u>	I-5 Southbound/ Belmont
<u>  X  </u>	Morrison/I-5 Northbound
<u>      </u>	I-5 Northbound/ Water Av.
<u>      </u>	Marquam I-5 Southbound
<u>      </u>	Marquam I-405 to US 26 & US 30
<u>  X  </u>	Ross Island Bridge.-Hood Av./I-5 Southbound

Are there attributes or problems for your company and the Central Eastside Industrial District transportation system as a whole? Yes   X   No       

If yes, describe below:

I-5 Southbound access would be better; I-5 Northbound and Morrison St. is a battle to enter  
onto the bridge from Grand; then 3-lane weave to gain access to I-5 Northbound.

# I-5 Southbound Access Case Study Questions

## Transportation Characteristics

Check which are your primary Central East Side Industrial District routes to your site:

Streets:

### East-West

<input type="checkbox"/>	Burnside
<input type="checkbox"/>	Stark
<input type="checkbox"/>	Morrison
<input type="checkbox"/>	Belmont
<input type="checkbox"/>	Hawthorne
<input checked="" type="checkbox"/>	Division
<input checked="" type="checkbox"/>	Powell

☐ Other (please list)

### South-North

<input type="checkbox"/>	Water Av.
<input checked="" type="checkbox"/>	MLK
<input type="checkbox"/>	Grand
<input checked="" type="checkbox"/>	SE 7th Av.
<input type="checkbox"/>	SE 11th Av.
<input type="checkbox"/>	SE 12th Av.
<input type="checkbox"/>	Milwaukie
<input checked="" type="checkbox"/>	McLoughlin
<input type="checkbox"/>	Sandy Blvd.
<input type="checkbox"/>	Other (please list)

Bridges:

<input type="checkbox"/>	Fremont Bridge I-405
<input type="checkbox"/>	Broadway Bridge
<input type="checkbox"/>	Steel Bridge
<input type="checkbox"/>	Burnside Bridge
<input type="checkbox"/>	Morrison Bridge
<input type="checkbox"/>	Hawthorne Bridge
<input checked="" type="checkbox"/>	Marquam Bridge I-5
<input checked="" type="checkbox"/>	Ross Island Bridge

Freeways:

<input type="checkbox"/>	I-5 Southbound/ Broadway; Broadway/ I-5 Northbound
<input type="checkbox"/>	Wheeler Av./ I-5 Southbound
<input type="checkbox"/>	I-84 Westbound/ Lloyd Blvd.
<input type="checkbox"/>	NE 16th/I-84 Eastbound
<input type="checkbox"/>	Grand/I-84 Eastbound
<input type="checkbox"/>	I-5 Southbound/ Belmont
<input checked="" type="checkbox"/>	Morrison/I-5 Northbound
<input checked="" type="checkbox"/>	I-5 Northbound/ Water Av.
<input type="checkbox"/>	Marquam I-5 Southbound
<input type="checkbox"/>	Marquam I-405 to US 26 & US 30
<input checked="" type="checkbox"/>	Ross Island Bridge.-Hood Av./I-5 Southbound

## I-5 Southbound Access Case Study Questions

What are your customer peak periods of high vehicle activity?

10:00 AM 2:00 PM

Day of the week (circle)

Mo. Tue. Wed. Thur. Fri. Sat. Sun.

How many delivery trips does your business have on an average work day? A trip constitutes 1 departure or 1 arrival (not both) 10 trips *\*This is what company delivers to customers only*

Is there a seasonal peak period of high vehicle activity?

Yes        No X If yes, when?

\_\_\_\_\_  
\_\_\_\_\_

What is the percentage of employees who commute by:.....

Drive alone	<u>100</u> %
Transit	<u>      </u> %
Carpool	<u>      </u> %
Walk	<u>      </u> %
Bicycle	<u>      </u> %
Total	<u>      </u> 100%

Do you have special parking or loading requirements?

Yes X No       

If yes, what are they and are they being met in the Central East Side Industrial District?

Need to be able to deal with 40' vans and breakdown doubles - current needs being met  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## I-5 Southbound Access Case Study Questions

### Supplier Location

What is the approximate geographic location of your primary suppliers? Please define and describe the geographic area. Also circle location that best represents your suppliers in the Portland metropolitan area on the attached map (**Exhibit B**).

Receive 5.5 deliveries by semi (40' SU) per day

Suppliers located in Bend, Klamath Falls, Spokane, Yakima

National deliveries received from Midwest by rail

If your suppliers are located outside the Portland Metropolitan area, check below which best represents their location:

_____	Statewide in Oregon	_____	West coast
_____	Statewide in Washington	_____	Western U.S.
<u>X</u>	Northwest (OR, WA, & ID)	<u>X</u>	National
_____		_____	International

### Traffic Characteristics

What is your primary mode of product distribution? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week.)

_____	Ship
_____	Plane
_____	Train
_____	Bicycle
_____	Auto
_____	Light van
	Truck: (see attached photos for description - <b>Exhibit C</b> )
<u>50</u>	2-axle or 3-axle medium truck *25 deliveries
_____	3-axle or 5-axle, single trailer heavy truck
<u>6</u>	5-axle, double trailer or 7 axle heavy truck *3 deliveries

What are the shipping/receiving peak periods of high vehicle activity?

<u>7:00 - 12:00</u>	<u>AM</u>	<u>3:00 - 4:30</u>	<u>PM</u>	<u>Day of the week</u> (circle)
				Mo. Tue. Wed. Thur. Fri. Sat. Sun.

*\*No peak noticed; most truck deliveries are at opening in the morning*

What is the primary mode of pickup for customers? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week)

_____	Transit
_____	Walking
_____	Bicycle
_____	Auto
<u>74</u>	Light van 37 deliveries
	Truck: (see attached photos for description - <b>Exhibit C</b> )
<u>74</u>	2-axle or 3-axle medium truck
_____	3-axle or 5-axle, single trailer heavy truck
_____	5-axle, double trailer or 7 axle heavy truck

# I-5 Southbound Access Case Study Questions

## Business Classification

Which use best classifies your type of business?

- ☐ construction (special trade contractors in both building & non building projects)  
☐ industrial services (providing services of industrial nature for individuals, businesses & government establishment and other organizations)  
☐ manufacturing (transformation of materials or substances into raw materials)  
☒ transportation / distribution (furnishing local or long distance trucking or transfer services)  
☐ warehousing (storage of products or commercial goods of any nature)  
☐ wholesale or retail services (engaged in selling merchandise to retailers for personal or household consumption)  
☐ mixed use - specify which types  
☐ Use other than listed. Please list type: distribution

## Size

How many employees are on-site? 14

What is the total square footage of your building(s) on-site? 80,000 sq ft

What is the site size? (Sq. ft. or acres - please circle which measurement used.) If site size is not known then list property boundaries (north, south, east, & west).

3.5 to 4 acres

## Market Area

What is the approximate geographic location of your primary market area or customer base? Please define and describe your market area. Also circle location that best represents your primary market area on the attached map (Exhibit A).

South to Eugene; North to Olympia; West to coast; East to Baker City;

Entire Portland Metro market

If primary or secondary market is outside the Portland Metropolitan area, check below which best represents this market area:

- |                                     |                          |                          |               |
|-------------------------------------|--------------------------|--------------------------|---------------|
| <input type="checkbox"/>            | Statewide in Oregon      | <input type="checkbox"/> | West coast    |
| <input type="checkbox"/>            | Statewide in Washington  | <input type="checkbox"/> | Western U.S.  |
| <input checked="" type="checkbox"/> | Northwest (OR, WA, & ID) | <input type="checkbox"/> | National      |
|                                     |                          | <input type="checkbox"/> | International |





## **APPENDIX B.7 : DOOR DISTRIBUTORS OF OREGON**

## I-5 Southbound Access Case Study Questions

### History/Location

How long have you been at your present location? 69 years

Does your business have other locations? Yes X No       

If yes, where are they?

Rivergate Industrial Area. Same operation but run under Land-O-Lakes label and not  
Darigold Feed label.

Why did your company locate in the Central Eastside Industrial District?

Rail service? We have been located here for many years, don't know specifically why.

If company has relocated outside the Central Eastside Industrial District or is thinking of relocating, please list reasons why?

No plans. But plant was built to consider a 20 year business plan in 1978 and the plant is  
being depreciated in final years. It is one of the few national feed mills that is centrally  
located. If relocated, traffic would be an issue.

### About You, the Interviewee

Business Name: Land-O-Lakes Western Feed Division

Business Address: 2609 SE 8th Ave.  
Portland, OR 97202

SIC classification: 2048 - Manufacturing - Prepared feed ingredients for  
animals  
5191 - Wholesale Trade- Nondurable goods - Farm Supplies

Your Name Keith Hutchinson

Your Title: Production Manager

Phone #: 231-1578

FAX #: 235-1032

## I-5 Southbound Access Case Study Questions

### 3. Hawthorne Bridge/Madison Ramp

Just as favored as Water Ave. ramps: centrally located.

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### 4. Ross Island Bridge Connection from Grand Ave.

Signals and bridge work are fine but what about sharp radius on Hood Ave. and the weaving problems that exist. Ross Island was not designed for big trucks.

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What are your company's goals for the 10 to 15 year time frame? What Central Eastside transportation improvements would enhance your business?

Improved I-5 North and South access; McLoughlin ramp mentioned; reduce conflict between large trucks and single auto use. See problem with PGE site and Industrial area use. Better rail service. SP service is poor.

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What transportation improvements would be best for the Central Eastside Industrial District as a whole?

Get traffic off of 8th Ave.; it should be specifically for industrial truck traffic. Very little container movement takes place during peak hours because of conflicting auto congestion. Access to loading docks is a problem.

8th and Woodward has difficult traffic backups (autos stack) 20 deep.

## I-5 Southbound Access Case Study Questions

### Opinions

What are your opinions regarding transportation planning for the area and the freeway access alternatives in particular?

Southbound I-5S Water Avenue Ramps:

Excellent choice. This would keep truck traffic off Ross Island Bridge.

I-5 Eastbank freeway relocation:

Stupid idea; doesn't city have better things to do with their time? Performing a cost benefit analysis is needed to explore the idea.

Light Rail Transit service to the Central Eastside Industrial District:

Employees would not use. Most live in the suburbs. Problem also exists for the bus transit use. Land-O-Lakes already has flex time for employees.

The City is currently evaluating four alternative concept locations for improved access to the I-5 Freeway - Southbound. Do you have any comments regarding how these alternatives compare or how each or any would meet your needs? What issues do you feel should be considered in evaluating these alternative? **(Exhibit D)**

The four alternative concept locations are:

1. Morrison Bridge Interchange

No thoughts

2. Water Avenue On-Ramp

Most favored option; central location

## I-5 Southbound Access Case Study Questions

Check which are your primary Central East Side Industrial District routes from your site to your destinations:

### Streets:

#### East-West

<u>      </u>	Burnside
<u>      </u>	Stark
<u>      </u>	Morrison
<u>      </u>	Belmont
<u>      </u>	Hawthorne
<u>      </u>	Division
<u>  X  </u>	Powell
<u>      </u>	Other (please list)
<u>      </u>	
<u>      </u>	

#### South-North

<u>      </u>	Water Av.
<u>      </u>	MLK
<u>  X  </u>	Grand
<u>      </u>	SE 7th Av.
<u>      </u>	SE 11th Av.
<u>      </u>	SE 12th Av.
<u>      </u>	Milwaukie
<u>      </u>	McLoughlin
<u>      </u>	Sandy Blvd.
<u>      </u>	Other (please list)
<u>      </u>	
<u>      </u>	

### Bridges:

<u>      </u>	Fremont Bridge I-405
<u>      </u>	Broadway Bridge
<u>      </u>	Steel Bridge
<u>      </u>	Burnside Bridge
<u>  X  </u>	Morrison Bridge
<u>      </u>	Hawthorne Bridge
<u>      </u>	Marquam Bridge I-5
<u>  X  </u>	Ross Island Bridge <i>*morning; not afternoon because of traffic</i>

### Freeways:

<u>      </u>	I-5 Southbound/ Broadway; Broadway/ I-5 Northbound
<u>      </u>	Wheeler Av./ I-5 Southbound
<u>      </u>	I-84 Westbound/ Lloyd Blvd.
<u>      </u>	NE 16th/I-84 Eastbound
<u>      </u>	Grand/I-84 Eastbound
<u>      </u>	I-5 Southbound/ Belmont
<u>  X  </u>	Morrison/I-5 Northbound
<u>      </u>	I-5 Northbound/ Water Av.
<u>      </u>	Marquam I-5 Southbound
<u>      </u>	Marquam I-405 to US 26 & US 30
<u>  X  </u>	Ross Island Bridge.-Hood Av./I-5 Southbound <i>*morning only</i>

Are there attributes or problems for your company and the Central Eastside Industrial District transportation system as a whole? Yes   X   No         
If yes, describe below:

Difficult to merge onto Ross Island Bridge; difficulty merging on at 8th: most trucks will  
enter Powell on 11th to get distance. Question asked about whether would use/favor  
truck route: Yes.

# I-5 Southbound Access Case Study Questions

## Transportation Characteristics

Check which are your primary Central East Side Industrial District routes to your site:

Streets:

### East-West

<input type="checkbox"/>	Burnside
<input type="checkbox"/>	Stark
<input type="checkbox"/>	Morrison
<input type="checkbox"/>	Belmont
<input type="checkbox"/>	Hawthorne
<input checked="" type="checkbox"/>	Division
<input type="checkbox"/>	Powell
<input type="checkbox"/>	Other (please list)
<input type="checkbox"/>	
<input type="checkbox"/>	

### South-North

<input type="checkbox"/>	Water Av.
<input type="checkbox"/>	MLK
<input checked="" type="checkbox"/>	Grand
<input type="checkbox"/>	SE 7th Av.
<input type="checkbox"/>	SE 11th Av.
<input type="checkbox"/>	SE 12th Av.
<input type="checkbox"/>	Milwaukie
<input checked="" type="checkbox"/>	McLoughlin
<input type="checkbox"/>	Sandy Blvd.
<input type="checkbox"/>	Other (please list)
<input type="checkbox"/>	
<input type="checkbox"/>	

Bridges:

<input type="checkbox"/>	Fremont Bridge I-405
<input type="checkbox"/>	Broadway Bridge
<input type="checkbox"/>	Steel Bridge
<input type="checkbox"/>	Burnside Bridge
<input type="checkbox"/>	Morrison Bridge
<input type="checkbox"/>	Hawthorne Bridge
<input checked="" type="checkbox"/>	Marquam Bridge I-5
<input checked="" type="checkbox"/>	Ross Island Bridge

Freeways:

<input type="checkbox"/>	I-5 Southbound/ Broadway; Broadway/ I-5 Northbound
<input type="checkbox"/>	Wheeler Av./ I-5 Southbound
<input type="checkbox"/>	I-84 Westbound/ Lloyd Blvd.
<input type="checkbox"/>	NE 16th/I-84 Eastbound
<input type="checkbox"/>	Grand/I-84 Eastbound
<input type="checkbox"/>	I-5 Southbound/ Belmont
<input checked="" type="checkbox"/>	Morrison/I-5 Northbound
<input checked="" type="checkbox"/>	I-5 Northbound/ Water Av.
<input type="checkbox"/>	Marquam I-5 Southbound
<input type="checkbox"/>	Marquam I-405 to US 26 & US 30
<input type="checkbox"/>	Ross Island Bridge.-Hood Av./I-5 Southbound

## I-5 Southbound Access Case Study Questions

What are your customer peak periods of high vehicle activity?

8:00 - noon AM  PM

*\*Because of afternoon traffic*

Day of the week (circle)

Mo. Tue. Wed. Thur. Fri. Sat. Sun.

How many delivery trips does your business have on an average work day? A trip constitutes 1 departure or 1 arrival (not both) 65 trips

Is there a seasonal peak period of high vehicle activity?

Yes   X   No        If yes, when?

Business tapers off in spring

What is the percentage of employees who commute by:.....

Drive alone	<u>100</u>	%
Transit	<u>      </u>	%
Carpool	<u>      </u>	%
Walk	<u>      </u>	%
Bicycle	<u>      </u>	%
Total	<u>100</u>	%

Do you have special parking or loading requirements?

Yes   X   No           

If yes, what are they and are they being met in the Central East Side Industrial District?

Primary concern is not adequate on- and off-street parking. Security problem for women traveling after work hours to autos parked 3 blocks away in off-street lots. On-street parking conflicts 8th Ave. with adjacent commercial flex space.



# I-5 Southbound Access Case Study Questions

## Supplier Location

What is the approximate geographic location of your primary suppliers? Please define and describe the geographic area. Also circle location that best represents your suppliers in the Portland metropolitan area on the attached map (**Exhibit B**).

Receive by rail cars 2500 tons/month locally distributed to: Washington, Clark, Clackamas  
Counties

If your suppliers are located outside the Portland Metropolitan area, check below which best represents their location:

<u>X</u>	Statewide in Oregon	<u>X</u>	West coast
	Statewide in Washington		Western U.S.
	Northwest (OR, WA, & ID)	<u>X</u>	National
			International

## Traffic Characteristics

What is your primary mode of product distribution? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week.)

	Ship
	Plane
	Train
	Bicycle
	Auto
	Light van
	Truck: (see attached photos for description - <b>Exhibit C</b> )
	2-axle or 3-axle medium truck
<u>27</u>	3-axle or 5-axle, single trailer heavy truck
	5-axle, double trailer or 7 axle heavy truck

What are the shipping/receiving peak periods of high vehicle activity?

				<u>Day of the week</u> (circle)
<u>7:00</u>	<u>AM</u>	<u>1:00</u>	<u>PM</u>	<u>Mo. Tue. Wed. Thur. Fri. Sat. Sun.</u>

What is the primary mode of pickup for customers? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week)

	Transit
	Walking
	Bicycle
	Auto
<u>6</u>	Light van
	Truck: (see attached photos for description - <b>Exhibit C</b> )
	2-axle or 3-axle medium truck
	3-axle or 5-axle, single trailer heavy truck
	5-axle, double trailer or 7 axle heavy truck

# I-5 Southbound Access Case Study Questions

## Business Classification

Which use best classifies your type of business?

- ☐ construction (special trade contractors in both building & non building projects)  
☐ industrial services (providing services of industrial nature for individuals, businesses & government establishment and other organizations)  
☒ manufacturing (transformation of materials or substances into raw materials)  
☐ transportation / distribution (furnishing local or long distance trucking or transfer services)  
☐ warehousing (storage of products or commercial goods of any nature)  
☒ wholesale or retail services (engaged in selling merchandise to retailers for personal or household consumption)  
☒ mixed use - specify which types  
Use other than listed. Please list type: \_\_\_\_\_

## Size

How many employees are on-site? 43

What is the total square footage of your building(s) on-site? Incl. in Darigold est.

What is the site size? (Sq. ft. or acres - please circle which measurement used.) If site size is not known then list property boundaries (north, south, east, & west).

10.3 included in Darigold estimate

## Market Area

What is the approximate geographic location of your primary market area or customer base? Please define and describe your market area. Also circle location that best represents your primary market area on the attached map (Exhibit A).

Bulk feed 2500 tons/month locally distributed, Clackamas and Clark Counties

If primary or secondary market is outside the Portland Metropolitan area, check below which best represents this market area:

- |                                     |  |                                     |                        |
|-------------------------------------|--|-------------------------------------|------------------------|
| <input checked="" type="checkbox"/> | Statewide in Oregon *Willamette Valley | <input checked="" type="checkbox"/> | West coast *CA         |
| <input type="checkbox"/>            | Statewide in Washington                | <input type="checkbox"/>            | Western U.S.           |
| <input type="checkbox"/>            | Northwest (OR, WA, & ID)               | <input type="checkbox"/>            | National               |
|                                     |  | <input checked="" type="checkbox"/> | International          |
|                                     |  |                                     | *South Pacific Islands |



## **APPENDIX B.6 : LAND O' LAKES**

## I-5 Southbound Access Case Study Questions

### History/Location

How long have you been at your present location? 50 years

Does your business have other locations? Yes X No       

If yes, where are they?

Throughout Northwest - this division is the milk branch.  
\_\_\_\_\_  
\_\_\_\_\_

Why did your company locate in the Central Eastside Industrial District?

Was Land O' Lake's property and was bought out by Darigold. Specifically - don't know.  
\_\_\_\_\_  
\_\_\_\_\_

If company has relocated outside the Central Eastside Industrial District or is thinking of relocating, please list reasons why?

Unknown - If relocation is necessary it would be because of overhead, environmental, sewage costs, and taxes.  
\_\_\_\_\_  
\_\_\_\_\_

### About You, the Interviewee

Business Name: Darigold

Business Address: 2720 SE 6th Ave.  
Portland, OR 97242  
\*Corp: Darigold, 635 Elliot Ave.W.,Seattle WA 98119

SIC classification: 2024 - Manufacturing- Ice cream & frozen desserts  
2026 - Manufacturing - Fluid Milk

Your Name Bob Pierce - CEO - Plant Manager  
Tom Caulfield - Route Supervisor  
Blaine Oswald - Transportation Coordinator

Phone #: 234-8292

FAX #: 238-226

1

## I-5 Southbound Access Case Study Questions

3. Hawthorne Bridge/Madison Ramp

Is within close proximity to site. It is a good idea.

4. Ross Island Bridge Connection from Grand Ave.

Should consider tight turns onto Hood Ave. and weaving problems on Hood Ave.  
Merging problem on Powell.

What are your company's goals for the 10 to 15 year time frame? What Central Eastside transportation improvements would enhance your business?

Area access improvements; better Southbound access; convert 6th and 8th into main  
arterials; alternative access to Central Eastside for single auto/pedestrians; reduce conflicts  
between auto and truck use (truck route bypasses) (willing to use exclusively); specifically  
mentioned McLoughlin Ave. ramps; better Southbound access onto McLoughlin to get  
faster I-205 access.

What transportation improvements would be best for the Central Eastside Industrial District as a whole?

Water Ave. ramps. Project is centrally located.

## I-5 Southbound Access Case Study Questions

### Opinions

What are your opinions regarding transportation planning for the area and the freeway access alternatives in particular?

Southbound I-5S Water Avenue Ramps:

Like to see it happen. It would improve truck traffic Southbound, especially for  
interplant movements. Water Ave. ramp would reduce truck traffic on Ross Island  
Bridge.

I-5 Eastbank freeway relocation:

Didn't like idea because Blaine thought it would be further East. Doesn't know with  
location on 2nd Ave.; a cost benefit analysis should be performed.

Light Rail Transit service to the Central Eastside Industrial District:

Liked idea of increased access to site - employees would favor this type of improve-  
ment. Powell bus line is inefficient because riders must go downtown and transfer.  
Bus service is a hassle. Only riders are those who have lost drivers license.

The City is currently evaluating four alternative concept locations for improved access to the I-5 Freeway - Southbound. Do you have any comments regarding how these alternatives compare or how each or any would meet your needs? What issues do you feel should be considered in evaluating these alternative? (Exhibit D)

The four alternative concept locations are:

1. Morrison Bridge Interchange

No thoughts - other three options would be most beneficial.

2. Water Avenue On-Ramp

like the idea

## I-5 Southbound Access Case Study Questions

Check which are your primary Central East Side Industrial District routes from your site to your destinations:

Streets: *W = wholesale; I = interplant*

### East-West

☐ Burnside  
☐ Stark  
☐ Morrison  
☐ Belmont  
☐ Hawthorne  
☐ Division  
☒ W Powell

Other (please list)

\_\_\_\_\_

\_\_\_\_\_

### South-North

☐ Water Av.  
☐ MLK  
☒ I Grand  
☐ SE 7th Av.  
☐ SE 11th Av.  
☐ SE 12th Av.  
☒ W Milwaukie  
☒ W McLoughlin  
☐ Sandy Blvd.  
☐ Other (please list)

\_\_\_\_\_

\_\_\_\_\_

### Bridges:

☐ Fremont Bridge I-405  
☐ Broadway Bridge  
☐ Steel Bridge  
☐ Burnside Bridge  
☒ I, W Morrison Bridge  
☐ Hawthorne Bridge  
☐ Marquam Bridge I-5  
☒ I Ross Island Bridge

### Freeways:

☐ I-5 Southbound/ Broadway; Broadway/ I-5 Northbound  
☐ Wheeler Av./ I-5 Southbound  
☐ I-84 Westbound/ Lloyd Blvd.  
☐ NE 16th/I-84 Eastbound  
☒ I, W Grand/I-84 Eastbound  
☐ I-5 Southbound/ Belmont  
☒ W Morrison/I-5 Northbound  
☐ I-5 Northbound/ Water Av.  
☐ Marquam I-5 Southbound  
☐ Marquam I-405 to US 26 & US 30  
☐ Ross Island Bridge.-Hood Av./I-5 Southbound

Are there attributes or problems for your company and the Central Eastside Industrial District transportation system as a whole? Yes   X   No       

If yes, describe below:

I-5 Northbound problems with traffic on MLK. SE Woodward onto Grand Northbound:  
merging problems; Ross Island Bridge Southbound onto I-5 South problems merging onto  
Powell and Hood Ave. weaving onto I-5 South and tight turn from Ross I. to Hood Ave.

\_\_\_\_\_



# I-5 Southbound Access Case Study Questions

## Transportation Characteristics

Check which are your primary Central East Side Industrial District routes to your site:

Streets: (interplant)

### East-West

X

Burnside

\_\_\_\_\_

Stark

\_\_\_\_\_

Morrison

X

Belmont

\_\_\_\_\_

Hawthorne

\_\_\_\_\_

Division

\_\_\_\_\_

Powell

X

Other (please list)

sometimes Mill St. \_\_\_\_\_

### South-North

\_\_\_\_\_

Water Av.

\_\_\_\_\_

MLK

X

Grand

X

SE 7th Av. \*temp

\_\_\_\_\_

SE 11th Av.

\_\_\_\_\_

SE 12th Av.

X

Milwaukie

X

McLoughlin

\_\_\_\_\_

Sandy Blvd.

\_\_\_\_\_

Other (please list)

Bridges:

\_\_\_\_\_

Fremont Bridge I-405

\_\_\_\_\_

Broadway Bridge

\_\_\_\_\_

Steel Bridge

\_\_\_\_\_

Burnside Bridge

\_\_\_\_\_

Morrison Bridge

\_\_\_\_\_

Hawthorne Bridge

X

Marquam Bridge I-5

\_\_\_\_\_

Ross Island Bridge

Freeways:

\_\_\_\_\_

I-5 Southbound/ Broadway; Broadway/ I-5 Northbound

\_\_\_\_\_

Wheeler Av./ I-5 Southbound

\_\_\_\_\_

I-84 Westbound/ Lloyd Blvd.

\_\_\_\_\_

NE 16th/I-84 Eastbound

\_\_\_\_\_

Grand/I-84 Eastbound

\_\_\_\_\_

I-5 Southbound/ Belmont

\_\_\_\_\_

Morrison/I-5 Northbound

X

I-5 Northbound/ Water Av.

\_\_\_\_\_

Marquam I-5 Southbound

\_\_\_\_\_

Marquam I-405 to US 26 & US 30

\_\_\_\_\_

Ross Island Bridge.-Hood Av./I-5 Southbound

\*Interplant trucks from Clark Co. will use I-205 through Oregon City; I-5 - Marquam Bridge - Water Ave. ramp because of improvement to system

## I-5 Southbound Access Case Study Questions

What are your customer peak periods of high vehicle activity?

11:00 AM 11:00 PM

Day of the week (circle)

Mo. Tue. Wed. Thur. Fri. Sat. Sun.

How many delivery trips does your business have on an average work day? A trip constitutes 1 departure or 1 arrival (not both) 85 trips 70 finished product, 15 raw product

Is there a seasonal peak period of high vehicle activity?

Yes X No        If yes, when?

not significant but does taper off during summer months

What is the percentage of employees who commute by:.....

Drive alone	<u>96</u> %
Transit	<u>1</u> %
Carpool	<u>1</u> %
Walk	<u>1</u> %
Bicycle	<u>1</u> %
Total	<u>100</u> %

Do you have special parking or loading requirements?

Yes X No       

If yes, what are they and are they being met in the Central East Side Industrial District?

Two overflow lots and one of the few CEID Businesses that does not have to load on the  
public R-O-W.

## I-5 Southbound Access Case Study Questions

### Supplier Location

What is the approximate geographic location of your primary suppliers? Please define and describe the geographic area. Also circle location that best represents your suppliers in the Portland metropolitan area on the attached map (**Exhibit B**).

Raw milk from South in Willamette Valley (Salem area) and North from Clark County.  
Cartons come from Tetrapack in Vancouver; plastic is manufactured on site; chemicals are  
shipped in from West Coast. Other supplies are shipped from CA and WA. Suppliers  
of goods other than milk deliver during 7am-4pm time period.

If your suppliers are located outside the Portland Metropolitan area, check below which best represents their location:

<u>X</u>	Statewide in Oregon	<u>X</u>	West coast
<u>X</u>	Statewide in Washington		Western U.S.
	Northwest (OR, WA, & ID)		National
			International

### Traffic Characteristics

#### Interplant and Darigold Wholesale

What is your primary mode of product distribution? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week.)

<u>          </u>	Ship
<u>          </u>	Plane
<u>          </u>	Train
<u>          </u>	Bicycle
<u>          </u>	Auto
<u>12-14</u>	Light van *2 trucks that shag 3 times per day
	Truck: (see attached photos for description - <b>Exhibit C</b> )
	2-axle or 3-axle medium truck
<u>55-70</u>	3-axle or 5-axle, single trailer heavy truck
	*27 trucks 6 days per week
	5-axle, double trailer or 7 axle heavy truck

What are the shipping/receiving peak periods of high vehicle activity?

<u>interplant 6-11:59 AM</u>	<u>interplant 12-6 PM</u>	<u>Day of the week</u> (circle)
<u>wholesale 2 - 6 AM</u>	<u>wholesale 12 - 5 PM</u>	<u>Mo. Tue. Wed. Thur. Fri. Sat. Sun.</u>

What is the primary mode of pickup for customers? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week)

<u>          </u>	Transit	<u>Sunday through Friday</u>
<u>          </u>	Walking	<u>Wholesale: United Grocers, Two</u>
<u>          </u>	Bicycle	<u>Jobers, Misc.</u>
<u>          </u>	Auto	<u>UG: 60/wk; 25 route/day (Sat. 18)</u>
<u>4</u>	Light van	
	Truck: (see attached photos for description - <b>Exhibit C</b> )	
	2-axle or 3-axle medium truck	
<u>30</u>	3-axle or 5-axle, single trailer heavy truck	
	5-axle, double trailer or 7 axle heavy truck	

# I-5 Southbound Access Case Study Questions

## Business Classification

Which use best classifies your type of business?

- ☐ construction (special trade contractors in both building & non building projects)  
☐ industrial services (providing services of industrial nature for individuals, businesses & government establishment and other organizations)  
☒ manufacturing (transformation of materials or substances into raw materials)  
☐ transportation / distribution (furnishing local or long distance trucking or transfer services)  
☐ warehousing (storage of products or commercial goods of any nature)  
☒ wholesale or retail services (engaged in selling merchandise to retailers for personal or household consumption)  
☒ mixed use - specify which types  
☐ Use other than listed. Please list type: \_\_\_\_\_

## Size

How many employees are on-site? 180

What is the total square footage of your building(s) on-site? 375,346 sq.ft  
*\*only 1/3 of total building space is in use*

What is the site size? (Sq. ft. or acres - please circle which measurement used.) If site size is not known then list property boundaries (north, south, east, & west).

10.3 acres. This includes Land-O-Lakes Feed division but doesn't include two parking lots adjacent to site.

## Market Area

What is the approximate geographic location of your primary market area or customer base? Please define and describe your market area. Also circle location that best represents your primary market area on the attached map (**Exhibit A**).

serve entire Metro market. School lunch box milk program adds to market share.

If primary or secondary market is outside the Portland Metropolitan area, check below which best represents this market area:

- |                                     |                          |  |               |
|-------------------------------------|--------------------------|--|---------------|
| <input type="checkbox"/>            | Statewide in Oregon      | <input checked="" type="checkbox"/> (including CA) | West coast    |
| <input type="checkbox"/>            | Statewide in Washington  | <input type="checkbox"/>                           | Western U.S.  |
| <input checked="" type="checkbox"/> | Northwest (OR, WA, & ID) | <input type="checkbox"/>                           | National      |
|                                     |                          | <input type="checkbox"/>                           | International |



## **APPENDIX B.5 : DARIGOLD**

## I-5 Southbound Access Case Study Questions

### History/Location

How long have you been at your present location? 59 years

Does your business have other locations? Yes X No       

If yes, where are they?

Warehouse at 224 SE 2nd Ave. between Oak and Pine. 90% of all deliveries are from  
warehouse.

Why did your company locate in the Central Eastside Industrial District?

On a commercial corridor

If company has relocated outside the Central Eastside Industrial District or is thinking of relocating, please list reasons why?

Better location for our customers to freeway access

### About You, the Interviewee

Business Name: Schleifer Furniture

Business Address: 509 SE Grand Ave.  
Portland, OR 97214

SIC classification: 5712 - Retail Trade - furniture & home furnishings store

Your Name Stuart Schleifer

Your Title: President

Phone #: 234-7286

FAX #: 234-7875

## I-5 Southbound Access Case Study Questions

3. Hawthorne Bridge/Madison Ramp

OMSI would benefit by its close proximity to this design option. CEID would  
benefit from this option by removing I-5 south auto traffic passing through district  
to the Hawthorne bridge.

4. Ross Island Bridge Connection from Grand Ave.

Option creates long movements through the CEID to gain I-5 south access. Sunset  
Highway would be removed with this option.

What are your company's goals for the 10 to 15 year time frame? What Central Eastside transportation improvements would enhance your business?

I-5 south access would make it more convenient to service customers to the South

What transportation improvements would be best for the Central Eastside Industrial District as a whole?

I-5 southbound access



# I-5 Southbound Access Case Study Questions

## Opinions

What are your opinions regarding transportation planning for the area and the freeway access alternatives in particular?

Southbound I-5S Water Avenue Ramps:

Good planning, terrible implementation.

I-5 Eastbank freeway relocation:

Unworkable - unrealistic - impractical

Light Rail Transit service to the Central Eastside Industrial District:

It should come into the district.

The City is currently evaluating four alternative concept locations for improved access to the I-5 Freeway - Southbound. Do you have any comments regarding how these alternatives compare or how each or any would meet your needs? What issues do you feel should be considered in evaluating these alternative? (**Exhibit D**)

The four alternative concept locations are:

1. Morrison Bridge Interchange

Benefit: Central location; disadvantage of design would bring increased truck activity into the central district on MLK and Grand to gain access on I-5 south via the Morrison Bridge head. Major traffic congestion will be created from Water Ave. to MLK.

2. Water Avenue On-Ramp

Benefit: Central location. Design doesn't place increased traffic on Grand and MLK corridor. Keeps truck traffic on Water Ave. There are technical constraints with double trailer trucks. This would be the preferred alternative.

## I-5 Southbound Access Case Study Questions

Check which are your primary Central East Side Industrial District routes from your site to your destinations:

Streets:

East-West

<u>X</u>	Burnside
<u>X</u>	Stark
_____	Morrison
_____	Belmont
_____	Hawthorne
_____	Division
_____	Powell
_____	Other (please list)
_____	
_____	

South-North

_____	Water Av.
<u>X</u>	MLK
<u>X</u>	Grand
_____	SE 7th Av.
_____	SE 11th Av.
_____	SE 12th Av.
_____	Milwaukie
<u>X</u>	McLoughlin
<u>X</u>	Sandy Blvd.
_____	Other (please list)
_____	
_____	

Bridges:

_____	Fremont Bridge I-405
_____	Broadway Bridge
_____	Steel Bridge
<u>X</u>	Burnside Bridge
_____	Morrison Bridge
<u>X</u>	Hawthorne Bridge
_____	Marquam Bridge I-5
<u>X</u>	Ross Island Bridge

Freeways:

_____	I-5 Southbound/ Broadway; Broadway/ I-5 Northbound
_____	Wheeler Av./ I-5 Southbound
_____	I-84 Westbound/ Lloyd Blvd.
_____	NE 16th/I-84 Eastbound
<u>X</u>	Grand/I-84 Eastbound
_____	I-5 Southbound/ Belmont
_____	Morrison/I-5 Northbound
_____	I-5 Northbound/ Water Av.
<u>X</u>	Marquam I-5 Southbound
_____	Marquam I-405 to US 26 & US 30
<u>X</u>	Ross Island Bridge.-Hood Av./I-5 Southbound

Are there attributes or problems for your company and the Central Eastside Industrial District transportation system as a whole? Yes X No \_\_\_\_\_  
If yes, describe below:

No way to access I-5 southbound directly without using the downtown district: south on  
MLK to Ross Island bridge or through the Lloyd Center to Broadway/Wheeler Ave.

## I-5 Southbound Access Case Study Questions

### Transportation Characteristics

Check which are your primary Central East Side Industrial District routes to your site:

Streets:

East-West

X

Burnside

X

Stark

X

Morrison

\_\_\_\_\_

Belmont

\_\_\_\_\_

Hawthorne

\_\_\_\_\_

Division

\_\_\_\_\_

Powell

\_\_\_\_\_

Other (please list)

South-North

\_\_\_\_\_

Water Av.

X

MLK

X

Grand

\_\_\_\_\_

SE 7th Av.

\_\_\_\_\_

SE 11th Av.

\_\_\_\_\_

SE 12th Av.

\_\_\_\_\_

Milwaukie

\_\_\_\_\_

McLoughlin

\_\_\_\_\_

Sandy Blvd.

\_\_\_\_\_

Other (please list)

Bridges:

\_\_\_\_\_

Fremont Bridge I-405

\_\_\_\_\_

Broadway Bridge

\_\_\_\_\_

Steel Bridge

X

Burnside Bridge

X

Morrison Bridge

X

Hawthorne Bridge

X

Marquam Bridge I-5

\_\_\_\_\_

Ross Island Bridge

Freeways:

\_\_\_\_\_

I-5 Southbound/ Broadway; Broadway/ I-5 Northbound

\_\_\_\_\_

Wheeler Av./ I-5 Southbound

\_\_\_\_\_

I-84 Westbound/ Lloyd Blvd.

\_\_\_\_\_

NE 16th/I-84 Eastbound

\_\_\_\_\_

Grand/I-84 Eastbound

\_\_\_\_\_

I-5 Southbound/ Belmont

\_\_\_\_\_

Morrison/I-5 Northbound

X

I-5 Northbound/ Water Av.

\_\_\_\_\_

Marquam I-5 Southbound

\_\_\_\_\_

Marquam I-405 to US 26 & US 30

\_\_\_\_\_

Ross Island Bridge.-Hood Av./I-5 Southbound

## I-5 Southbound Access Case Study Questions

What are your customer peak periods of high vehicle activity?

10:00 - 12:00 AM 12:00 - 4:00 PM

Day of the week (circle)

Mo. Tue. Wed. Thur. Fri. Sat. Sun.

How many delivery trips does your business have on an average work day? A trip constitutes 1 departure or 1 arrival (not both) 8 trips; 1 delivery, 3 will-call pickups

Is there a seasonal peak period of high vehicle activity?

Yes        No X If yes, when?

\_\_\_\_\_  
\_\_\_\_\_

What is the percentage of employees who commute by:.....

Drive alone	<u>100</u> %
Transit	<u>      </u> %
Carpool	<u>      </u> %
Walk	<u>      </u> %
Bicycle	<u>      </u> %
Total	<u>      </u> 100%

Do you have special parking or loading requirements?

Yes X No       

If yes, what are they and are they being met in the Central East Side Industrial District?

Not enough customer or employee parking. We have a limited size private lot.

On-street parking is very important; don't want on-street parking removed by any  
design option. Some on-site employee parking.

\_\_\_\_\_  
\_\_\_\_\_

## I-5 Southbound Access Case Study Questions

### Supplier Location

What is the approximate geographic location of your primary suppliers? Please define and describe the geographic area. Also circle location that best represents your suppliers in the Portland metropolitan area on the attached map (**Exhibit B**).

All suppliers deliver by semi truck. There are 20 to 30 deliveries per week (50-60 trips) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If your suppliers are located outside the Portland Metropolitan area, check below which best represents their location:

_____	Statewide in Oregon	_____	West coast
_____	Statewide in Washington	_____	Western U.S.
<u>X</u>	Northwest (OR, WA, & ID)	<u>X</u>	National
		_____	International

### Traffic Characteristics

What is your primary mode of product distribution? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week.)

_____	Ship
_____	Plane
_____	Train
_____	Bicycle
_____	Auto
_____	Light van
	Truck: (see attached photos for description - <b>Exhibit C</b> )
<u>2</u>	2-axle or 3-axle medium truck
_____	3-axle or 5-axle, single trailer heavy truck
_____	5-axle, double trailer or 7 axle heavy truck

What are the shipping/receiving peak periods of high vehicle activity?

<u>10:00 - 12:00</u>	<u>AM</u>	<u>12:00 - 4:00</u>	<u>PM</u>	<u>Day of the week</u> (circle)
				Mo. Tue. Wed. Thur. Fri. Sat. Sun.

What is the primary mode of pickup for customers? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week)

_____	Transit
_____	Walking
_____	Bicycle
_____	Auto
<u>6</u>	Light van *3 pickups
	Truck: (see attached photos for description - <b>Exhibit C</b> )
_____	2-axle or 3-axle medium truck
_____	3-axle or 5-axle, single trailer heavy truck
_____	5-axle, double trailer or 7 axle heavy truck

## I-5 Southbound Access Case Study Questions

### Business Classification

Which use best classifies your type of business?

- ☐ construction (special trade contractors in both building & non building projects)  
☐ industrial services (providing services of industrial nature for individuals, businesses & government establishment and other organizations)  
☐ manufacturing (transformation of materials or substances into raw materials)  
☐ transportation / distribution (furnishing local or long distance trucking or transfer services)  
☐ warehousing (storage of products or commercial goods of any nature)  
☒ wholesale or retail services (engaged in selling merchandise to retailers for personal or household consumption)  
☐ mixed use - specify which types  
☐ Use other than listed. Please list type: \_\_\_\_\_

### Size

How many employees are on-site? 15

What is the total square footage of your building(s) on-site? 50,000

What is the site size? (Sq. ft. or acres - please circle which measurement used.) If site size is not known then list property boundaries (north, south, east, & west).

Approx. 12,500 (125 x 100)

### Market Area

What is the approximate geographic location of your primary market area or customer base? Please define and describe your market area. Also circle location that best represents your primary market area on the attached map (**Exhibit A**).

Entire Metro Area, full map coverage. Large market area expansion in SW and West Washington County. This area expansion accounts for 30-40% of business.

If primary or secondary market is outside the Portland Metropolitan area, check below which best represents this market area:

- |                          |                          |                          |               |
|--------------------------|--------------------------|--------------------------|---------------|
| <input type="checkbox"/> | Statewide in Oregon      | <input type="checkbox"/> | West coast    |
| <input type="checkbox"/> | Statewide in Washington  | <input type="checkbox"/> | Western U.S.  |
| <input type="checkbox"/> | Northwest (OR, WA, & ID) | <input type="checkbox"/> | National      |
|                          |                          | <input type="checkbox"/> | International |



## **APPENDIX B.4 : SHLEIFER FURNITURE**



## I-5 Southbound Access Case Study Questions

### History/Location

How long have you been at your present location? 10 years

Does your business have other locations? Yes X No       

If yes, where are they?

Salem  
\_\_\_\_\_  
\_\_\_\_\_

Why did your company locate in the Central Eastside Industrial District?

Good central location  
\_\_\_\_\_  
\_\_\_\_\_

If company has relocated outside the Central Eastside Industrial District or is thinking of relocating, please list reasons why?

less hassle with city and utilities  
\_\_\_\_\_  
\_\_\_\_\_

### About You, the Interviewee

Business Name: Nor'Wester Brewery

Business Address: 66 SE Morrison  
Portland, OR  
\_\_\_\_\_

SIC classification: 2082 - Manufacturing- malt beverages  
5813 - Retail Trade- eating & drinking places

Your Name Larry Goche'

Your Title: Shipping & Receiving

Phone #: 232-9771

FAX #: 232-2363

## I-5 Southbound Access Case Study Questions

3. Hawthorne Bridge/Madison Ramp

No thoughts

4. Ross Island Bridge Connection from Grand Ave.

No thoughts

What are your company's goals for the 10 to 15 year time frame? What Central Eastside transportation improvements would enhance your business?

Leave the area alone.

What transportation improvements would be best for the Central Eastside Industrial District as a whole?

Better signage at I-84 Lloyd to CEID

# I-5 Southbound Access Case Study Questions

## Opinions

What are your opinions regarding transportation planning for the area and the freeway access alternatives in particular?

Southbound I-5S Water Avenue Ramps:

Okay; no real demand to transport south

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I-5 Eastbank freeway relocation:

No! Total disruption of business

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Light Rail Transit service to the Central Eastside Industrial District:

No benefit.

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The City is currently evaluating four alternative concept locations for improved access to the I-5 Freeway - Southbound. Do you have any comments regarding how these alternatives compare or how each or any would meet your needs? What issues do you feel should be considered in evaluating these alternative? **(Exhibit D)**

The four alternative concept locations are:

1. Morrison Bridge Interchange

No thoughts. Most traffic is north to Swan Island distribution center.

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2. Water Avenue On-Ramp

Little truck activity heading South. Not a large demand for southbound access.

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## I-5 Southbound Access Case Study Questions

Check which are your primary Central East Side Industrial District routes from your site to your destinations:

### Streets:

#### East-West

X

X

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Burnside

Stark

Morrison

Belmont

Hawthorne

Division

Powell

Other (please list)

#### South-North

X

X

X

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Water Av.

MLK

Grand

SE 7th Av.

SE 11th Av.

SE 12th Av.

Milwaukie

McLoughlin

Sandy Blvd.

Other (please list)

### Bridges:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

X

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Fremont Bridge I-405

Broadway Bridge

Steel Bridge

Burnside Bridge

Morrison Bridge

Hawthorne Bridge

Marquam Bridge I-5

Ross Island Bridge

### Freeways:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

X

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I-5 Southbound/ Broadway; Broadway/ I-5 Northbound

Wheeler Av./ I-5 Southbound

I-84 Westbound/ Lloyd Blvd.

NE 16th/I-84 Eastbound

Grand/I-84 Eastbound

I-5 Southbound/ Belmont

Morrison/I-5 Northbound

I-5 Northbound/ Water Av.

Marquam I-5 Southbound

Marquam I-405 to US 26 & US 30

Ross Island Bridge.-Hood Av./I-5 Southbound

Are there attributes or problems for your company and the Central Eastside Industrial District transportation system as a whole? Yes \_\_\_\_\_ No X

If yes, describe below:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# I-5 Southbound Access Case Study Questions

## Transportation Characteristics

Check which are your primary Central East Side Industrial District routes to your site:

Streets:

### East-West

<u>      </u>	Burnside
<u>  X  </u>	Stark
<u>  X  </u>	Morrison
<u>      </u>	Belmont
<u>      </u>	Hawthorne
<u>      </u>	Division
<u>      </u>	Powell
<u>      </u>	Other (please list)
<u>      </u>	
<u>      </u>	

### South-North

<u>  X  </u>	Water Av.
<u>  X  </u>	MLK
<u>  X  </u>	Grand
<u>      </u>	SE 7th Av.
<u>      </u>	SE 11th Av.
<u>      </u>	SE 12th Av.
<u>      </u>	Milwaukie
<u>      </u>	McLoughlin
<u>      </u>	Sandy Blvd.
<u>      </u>	Other (please list)
<u>      </u>	
<u>      </u>	

Bridges:

<u>      </u>	Fremont Bridge I-405
<u>      </u>	Broadway Bridge
<u>      </u>	Steel Bridge
<u>      </u>	Burnside Bridge
<u>  X  </u>	Morrison Bridge
<u>      </u>	Hawthorne Bridge
<u>      </u>	Marquam Bridge I-5
<u>      </u>	Ross Island Bridge

Freeways:

<u>      </u>	I-5 Southbound/ Broadway; Broadway/ I-5 Northbound
<u>      </u>	Wheeler Av./ I-5 Southbound
<u>      </u>	I-84 Westbound/ Lloyd Blvd.
<u>      </u>	NE 16th/I-84 Eastbound
<u>      </u>	Grand/I-84 Eastbound
<u>  *  </u>	I-5 Southbound/ Belmont
<u>      </u>	Morrison/I-5 Northbound
<u>  *  </u>	I-5 Northbound/ Water Av.
<u>      </u>	Marquam I-5 Southbound
<u>      </u>	Marquam I-405 to US 26 & US 30
<u>      </u>	Ross Island Bridge.-Hood Av./I-5 Southbound

*\*Most traffic is customer pickup and cross Morrison bridge to CEID. Most customers originate at other brewery in Downtown area (Bridgeport, Henry Weinhard's, etc.).*

## I-5 Southbound Access Case Study Questions

What are your customer peak periods of high vehicle activity?

10/midmorning AM PM

Day of the week (circle)

Mo. Tue. Wed. Thur. Fri. Sat. Sun.

How many delivery trips does your business have on an average work day? A trip constitutes 1 departure or 1 arrival (not both) 30-35 trips

*\*Including customer wholesale will-call pickup*

Is there a seasonal peak period of high vehicle activity?

Yes X No        If yes, when?

Summer months (June, July, August)

What is the percentage of employees who commute by:.....

Drive alone	<u>90</u> %
Transit	<u>      </u> %
Carpool	<u>      </u> %
Walk	<u>      </u> %
Bicycle	<u>10</u> %
Total	<u>100</u> %

Do you have special parking or loading requirements?

Yes        No X

If yes, what are they and are they being met in the Central East Side Industrial District?

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## I-5 Southbound Access Case Study Questions

### Supplier Location

What is the approximate geographic location of your primary suppliers? Please define and describe the geographic area. Also circle location that best represents your suppliers in the Portland metropolitan area on the attached map (**Exhibit B**).

Bottles from Vancouver - Owens Brockway I-5 North

Supplies from the South (hops, barley etc.) I-5 South

Kegs and stuff from Swan Island warehouse

If your suppliers are located outside the Portland Metropolitan area, check below which best represents their location:

_____	Statewide in Oregon	_____	West coast
_____	Statewide in Washington	_____	Western U.S.
<u>X</u>	Northwest (OR, WA, & ID)	_____	National
		_____	International

### Traffic Characteristics

What is your primary mode of product distribution? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week.)

_____	Ship
_____	Plane
_____	Train
_____	Bicycle
_____	Auto
_____	Light van
	Truck: (see attached photos for description - <b>Exhibit C</b> )
_____	2-axle or 3-axle medium truck
<u>2</u>	3-axle or 5-axle, single trailer heavy truck
_____	5-axle, double trailer or 7 axle heavy truck

What are the shipping/receiving peak periods of high vehicle activity?

_____	<u>X</u>	AM	_____	PM	<u>Day of the week</u> (circle)
					Mo. Tue. Wed. Thur. Fri. Sat. Sun.

*\*No real peak except that midmorning hour is higher activity*

What is the primary mode of pickup for customers? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week)

_____	Transit
_____	Walking
_____	Bicycle
_____	Auto
<u>4</u>	Light van
	Truck: (see attached photos for description - <b>Exhibit C</b> )
_____	2-axle or 3-axle medium truck
_____	3-axle or 5-axle, single trailer heavy truck
<u>24</u>	5-axle, double trailer or 7 axle heavy truck

*\*90% of distribution is from warehouse*

# I-5 Southbound Access Case Study Questions

## Business Classification

Which use best classifies your type of business?

- |               |  |
|---------------|--|
| <u>      </u> | construction (special trade contractors in both building & non building projects)  |
| <u>      </u> | industrial services (providing services of industrial nature for individuals, businesses & government establishment and other organizations) |
| <u>  X  </u>  | manufacturing (transformation of materials or substances into raw materials)   |
| <u>      </u> | transportation / distribution (furnishing local or long distance trucking or transfer services)  |
| <u>  X  </u>  | warehousing (storage of products or commercial goods of any nature)  |
| <u>  X  </u>  | wholesale or retail services (engaged in selling merchandise to retailers for personal or household consumption)                             |
| <u>      </u> | mixed use - specify which types  |
| <u>      </u> | Use other than listed. Please list type: _____   |

## Size

How many employees are on-site?   52  

What is the total square footage of your building(s) on-site?   7000  

What is the site size? (Sq. ft. or acres - please circle which measurement used.) If site size is not known then list property boundaries (north, south, east, & west).

10,000  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Market Area

What is the approximate geographic location of your primary market area or customer base? Please define and describe your market area. Also circle location that best represents your primary market area on the attached map (**Exhibit A**).

Entire Portland Metro Area  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If primary or secondary market is outside the Portland Metropolitan area, check below which best represents this market area:

- |               |                          |               |               |
|---------------|--------------------------|---------------|---------------|
| <u>      </u> | Statewide in Oregon      | <u>      </u> | West coast    |
| <u>      </u> | Statewide in Washington  | <u>      </u> | Western U.S.  |
| <u>      </u> | Northwest (OR, WA, & ID) | <u>  X  </u>  | National      |
|               |                          | <u>      </u> | International |





## **APPENDIX B.3 : NOR' WESTER**

## I-5 Southbound Access Case Study Questions

### History/Location

How long have you been at your present location? 25 years

Does your business have other locations? Yes X No       

If yes, where are they?

Seattle sales office creates a lot of I-5 traffic

Why did your company locate in the Central Eastside Industrial District?

Central location, close proximity to freeways.

If company has relocated outside the Central Eastside Industrial District or is thinking of relocating, please list reasons why?

No plans. However company will eventually outgrow current site, especially production facility. New warehouse purchase has centralized movements in district. Prior to purchase PPI trucks had to ferry cargo between various warehouses spread throughout district.

### About You, the Interviewee

Business Name: Promotion Products Inc.

Business Address: 50 SE Yamhill St.  
Portland, OR 97214

SIC classification: 2541 Manufacturing- Wood office & store fixtures, partitions shelving, and lockers  
7389 Services - Business Services, NEC

Your Name Gary Gilbert

Your Title: Personnel Manager

Phone #: 234-0901

FAX #: 234-0905

## I-5 Southbound Access Case Study Questions

### 3. Hawthorne Bridge/Madison Ramp

No thoughts. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### 4. Ross Island Bridge Connection from Grand Ave.

The Southern triangle area could benefit from this option. However the bridge  
always appears congested. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What are your company's goals for the 10 to 15 year time frame? What Central Eastside transportation improvements would enhance your business?

Steady growth is anticipated. Better access to I-5 South would enhance truck movements  
to California. Traffic control lights at current Water Ave. ramp and Yamhill would be  
helpful to slow traffic and control turning movements that don't come to a complete stop  
at the current "stop sign." There is a need for pedestrian zone stripping at intersection of  
Water Ave. ramp and on Water Ave. between production facility and warehouse.

What transportation improvements would be best for the Central Eastside Industrial District as a whole?

Reduce conflicts between autos and semi trucks that are loading in ROW. Provide access  
that allows east/west movement when SP train traffic bisects these routes. Rubberized  
railroad crossings would reduce street damage caused by semi trucks in the district.  
\_\_\_\_\_  
\_\_\_\_\_

# I-5 Southbound Access Case Study Questions

## Opinions

What are your opinions regarding transportation planning for the area and the freeway access alternatives in particular?

Southbound I-5S Water Avenue Ramps:

Option is a good idea, except there are concerns that increased single auto traffic on Water Ave. will conflict with company's use of Water Ave. R-O-W between production facility and warehouse.

I-5 Eastbank freeway relocation:

This would be a major impact to business. PPI has purchased warehouse and has significant capital invested.

Light Rail Transit service to the Central Eastside Industrial District:

This would be a benefit for employees and provide easier access for clients. It could potentially remove auto traffic using OMSI from Water Ave., although a major impact of single autos from OMSI has not been directly observed.

The City is currently evaluating four alternative concept locations for improved access to the I-5 Freeway - Southbound. Do you have any comments regarding how these alternatives compare or how each or any would meet your needs? What issues do you feel should be considered in evaluating these alternative? **(Exhibit D)**

The four alternative concept locations are:

1. Morrison Bridge Interchange

Southbound access is a problem. Any southbound access to I-5 would be a benefit. Option would remove I-5 on-ramp traffic from Water Ave.

2. Water Avenue On-Ramp

This option will create more traffic on Water Ave. and cause potential loading zone conflicts between production facility and warehouse.

## I-5 Southbound Access Case Study Questions

Check which are your primary Central East Side Industrial District routes from your site to your destinations:

### Streets:

#### East-West

<u>      </u>	Burnside
<u>      </u>	Stark
<u>  X  </u>	Morrison
<u>  X  </u>	Belmont
<u>  X  </u>	Hawthorne
<u>      </u>	Division
<u>      </u>	Powell
<u>      </u>	Other (please list)
<u>      </u>	
<u>      </u>	

#### South-North

<u>  X  </u>	Water Av.
<u>  X  </u>	MLK
<u>  X  </u>	Grand
<u>      </u>	SE 7th Av.
<u>      </u>	SE 11th Av.
<u>      </u>	SE 12th Av.
<u>      </u>	Milwaukie
<u>      </u>	McLoughlin
<u>      </u>	Sandy Blvd.
<u>      </u>	Other (please list)
<u>      </u>	
<u>      </u>	

### Bridges:

<u>      </u>	Fremont Bridge I-405
<u>      </u>	Broadway Bridge
<u>      </u>	Steel Bridge
<u>      </u>	Burnside Bridge
<u>  X  </u>	Morrison Bridge
<u>  X  </u>	Hawthorne Bridge
<u>  X  </u>	Marquam Bridge I-5
<u>      </u>	Ross Island Bridge

### Freeways:

<u>  X  </u>	I-5 Southbound/ Broadway; Broadway/ I-5 Northbound
<u>      </u>	Wheeler Av./ I-5 Southbound
<u>      </u>	I-84 Westbound/ Lloyd Blvd.
<u>      </u>	NE 16th/I-84 Eastbound
<u>  X  </u>	Grand/I-84 Eastbound
<u>      </u>	I-5 Southbound/ Belmont
<u>  X  </u>	Morrison/I-5 Northbound
<u>      </u>	I-5 Northbound/ Water Av.
<u>      </u>	Marquam I-5 Southbound
<u>      </u>	Marquam I-405 to US 26 & US 30
<u>      </u>	Ross Island Bridge.-Hood Av./I-5 Southbound

Are there attributes or problems for your company and the Central Eastside Industrial District transportation system as a whole? Yes   X   No         
If yes, describe below:

Attribute: Central location, quick access into town.

Negative: Nontruck and pedestrian conflicts at Water Ave. during seasonal peaking.

Southern Pacific rail line creates difficulty by shifting off ramp traffic onto Water Ave.

# I-5 Southbound Access Case Study Questions

## Transportation Characteristics

Check which are your primary Central East Side Industrial District routes to your site:

Streets:

### East-West

<input type="checkbox"/>	Burnside
<input type="checkbox"/>	Stark
<input checked="" type="checkbox"/>	Morrison
<input checked="" type="checkbox"/>	Belmont
<input checked="" type="checkbox"/>	Hawthorne
<input type="checkbox"/>	Division
<input type="checkbox"/>	Powell
<input type="checkbox"/>	Other (please list)

### South-North

<input checked="" type="checkbox"/>	Water Av.
<input checked="" type="checkbox"/>	MLK
<input checked="" type="checkbox"/>	Grand
<input type="checkbox"/>	SE 7th Av.
<input type="checkbox"/>	SE 11th Av.
<input type="checkbox"/>	SE 12th Av.
<input type="checkbox"/>	Milwaukie
<input type="checkbox"/>	McLoughlin
<input type="checkbox"/>	Sandy Blvd.
<input type="checkbox"/>	Other (please list)

Bridges:

<input type="checkbox"/>	Fremont Bridge I-405
<input type="checkbox"/>	Broadway Bridge
<input type="checkbox"/>	Steel Bridge
<input type="checkbox"/>	Burnside Bridge
<input checked="" type="checkbox"/>	Morrison Bridge
<input checked="" type="checkbox"/>	Hawthorne Bridge
<input checked="" type="checkbox"/>	Marquam Bridge I-5
<input type="checkbox"/>	Ross Island Bridge

Freeways:

<input type="checkbox"/>	I-5 Southbound/ Broadway; Broadway/ I-5 Northbound
<input type="checkbox"/>	Wheeler Av./ I-5 Southbound
<input checked="" type="checkbox"/>	I-84 Westbound/ Lloyd Blvd.
<input type="checkbox"/>	NE 16th/I-84 Eastbound
<input type="checkbox"/>	Grand/I-84 Eastbound
<input type="checkbox"/>	I-5 Southbound/ Belmont
<input checked="" type="checkbox"/>	Morrison/I-5 Northbound
<input checked="" type="checkbox"/>	I-5 Northbound/ Water Av.
<input type="checkbox"/>	Marquam I-5 Southbound
<input type="checkbox"/>	Marquam I-405 to US 26 & US 30
<input type="checkbox"/>	Ross Island Bridge.-Hood Av./I-5 Southbound

## I-5 Southbound Access Case Study Questions

What are your customer peak periods of high vehicle activity?

\_\_\_\_\_ AM \_\_\_\_\_ PM  
\*NO PEAKING CHARACTERISTICS; ALL-DAY MOVEMENTS

Day of the week (circle)

Mo. Tue. Wed. Thur. Fri. Sat. Sun.

How many delivery trips does your business have on an average work day? A trip constitutes 1 departure or 1 arrival (not both) 70 trips

\*Includes company supply trucks (locally)

Is there a seasonal peak period of high vehicle activity?

Yes X No \_\_\_\_\_ If yes, when?

Spring and fall are trade-show periods.

What is the percentage of employees who commute by:.....

Drive alone	<u>90</u> %
Transit	<u>4</u> %
Carpool	<u>4</u> %
Walk	<u>1</u> %
Bicycle	<u>1</u> %
Total	<u>100</u> %

Do you have special parking or loading requirements?

Yes X No \_\_\_\_\_

If yes, what are they and are they being met in the Central East Side Industrial District?

Employee parking provided on-site. Warehouse facility has on-site loading and semi trucks will be queued for loading during peak season. There is much loading activity between the production facility and warehouse that requires forklift activity to cross Water Ave. right of way between buildings.



## I-5 Southbound Access Case Study Questions

### Supplier Location

What is the approximate geographic location of your primary suppliers? Please define and describe the geographic area. Also circle location that best represents your suppliers in the Portland metropolitan area on the attached map (**Exhibit B**).

Supplies flow from entire Metropolitan Area \_\_\_\_\_

Specialty items are shipped in from California (plexiglass) \_\_\_\_\_

Supplies arrive via company delivery truck - locally collected. \_\_\_\_\_

UPS, Federal Express or common carrier for specialty items. \_\_\_\_\_

If your suppliers are located outside the Portland Metropolitan area, check below which best represents their location:

_____	Statewide in Oregon	_____ <u>X</u> _____	West coast
_____	Statewide in Washington	_____	Western U.S.
_____	Northwest (OR, WA, & ID)	_____ <u>X</u> _____	National
		_____	International

### Traffic Characteristics

What is your primary mode of product distribution? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week.)

_____	Ship	
_____ <u>X</u> _____	Plane *Fed Ex, UPS	
_____	Train	
_____	Bicycle	
_____	Auto	
_____	Light van	
	Truck: (see attached photos for description - <b>Exhibit C</b> )	
_____ <u>X</u> _____	2-axle or 3-axle medium truck *UPS, Fed Ex	
_____ <u>X</u> _____	3-axle or 5-axle, single trailer heavy truck *Common carrier	
_____	5-axle, double trailer or 7 axle heavy truck	

What are the shipping/receiving peak periods of high vehicle activity?

\_\_\_\_\_ AM \_\_\_\_\_ PM Day of the week (circle)  
Mo. Tue. Wed. Thur. Fri.. Sat. Sun.  
**\*NO PEAKING CHARACTERISTICS; ALL-DAY MOVEMENT**

What is the primary mode of pickup for customers? Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week)

_____	Transit	
_____	Walking	
_____	Bicycle	
_____	Auto	
_____	Light van	
	Truck: (see attached photos for description - <b>Exhibit C</b> )	
_____	2-axle or 3-axle medium truck	
_____ <u>X</u> _____	3-axle or 5-axle, single trailer heavy truck	
_____	5-axle, double trailer or 7 axle heavy truck	

**\* Air Freight; varies too much to break down to daily or weekly basis**

## I-5 Southbound Access Case Study Questions

### Business Classification

Which use best classifies your type of business?

- ☐ construction (special trade contractors in both building & non building projects)  
☐ industrial services (providing services of industrial nature for individuals, businesses & government establishment and other organizations)  
☐ manufacturing (transformation of materials or substances into raw materials)  
☐ transportation / distribution (furnishing local or long distance trucking or transfer services)  
☐ warehousing (storage of products or commercial goods of any nature)  
☐ wholesale or retail services (engaged in selling merchandise to retailers for personal or household consumption)  
☐ mixed use - specify which types  
☒ Use other than listed. Please list type: Misc. Business Service

### Size

How many employees are on-site? 124

What is the total square footage of your building(s) on-site? 160,000 sqft

What is the site size? (Sq. ft. or acres - please circle which measurement used.) If site size is not known then list property boundaries (north, south, east, & west).

1.9 acres  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Market Area

What is the approximate geographic location of your primary market area or customer base? Please define and describe your market area. Also circle location that best represents your primary market area on the attached map (Exhibit A).

Strong market along I-5 corridor from Seattle to L.A.  
Strong national market in museum exhibits  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If primary or secondary market is outside the Portland Metropolitan area, check below which best represents this market area:

<input type="checkbox"/>	Statewide in Oregon	<input checked="" type="checkbox"/>	West coast
<input type="checkbox"/>	Statewide in Washington	<input type="checkbox"/>	Western U.S.
<input checked="" type="checkbox"/>	Northwest (OR, WA, & ID)	<input checked="" type="checkbox"/>	National
		<input type="checkbox"/>	International



## **APPENDIX B.2 : PROMOTION PRODUCTS**

## I-5 Southbound Access Case Study Questions

### History/Location

How long have you been at your present location? 8 years

Does your business have other locations? Yes X No       

If yes, where are they?

3-person sales office in Tacoma, WA. Increase produce sales in Seattle area.

Why did your company locate in the Central Eastside Industrial District?

Central Downtown location; central location to major freeways, railroad line access.  
CEID has history of produce distribution.

If company has relocated outside the Central Eastside Industrial District or is thinking of relocating, please list reasons why?

No. Much of company capital is invested in operation. Company wants to stay as long as possible. Prior to PDC deal, company was considering Clackamas County and Tualatin.

### About You, the Interviewee

Business Name: Pacific Coast Fruit Company

Business Address: 201 NE 2nd Ave.  
Portland, OR 97232

SIC classification: 5148 Wholesale Trade- Nondurable goods- Fresh Fruits and  
vegetables

Your Name David Nemarnik

Your Title: Vice President

Phone #: 234-6411

FAX #: 234-0072

## I-5 Southbound Access Case Study Questions

### 3. Hawthorne Bridge/Madison Ramp

No thoughts

### 4. Ross Island Bridge Connection from Grand Ave.

No thoughts

What are your company's goals for the 10 to 15 year time frame? What Central Eastside transportation improvements would enhance your business?

Goals: remain in business, expand market area in OR, WA. Improvements: I-5 South  
access is best by far. City should maintain commitment to CEID as an Industrial  
Sanctuary and continued improvements to area will entice private investment. Current  
improvements in CEID were started by Goldschmidt.

What transportation improvements would be best for the Central Eastside Industrial District as a whole?

Water Ave. or Morrison option would be best improvement for district (centrally located).  
It is important for employees to live close to work - hence, central location. Having people  
live downtown will increase city's vitality. CEID has 18,000 job base: needs to be  
maintained and expanded. Intermodal transportation is important - especially with growing  
international produce supply market; demand increasing in Asian market. Rail service is  
growing means of transportation for produce market.

# I-5 Southbound Access Case Study Questions

## Opinions

What are your opinions regarding transportation planning for the area and the freeway access alternatives in particular?

Southbound I-5S Water Avenue Ramps:

Someone needs to step up to the plate and make a decision. Where else will CEID go  
for Southbound I-5 access? Currently any Southbound access will add congestion to  
Grand Ave. Let's just pick a site and go.

I-5 Eastbank freeway relocation:

Opportunity was missed a couple of years ago. Relocation might be possible in  
another 50 years but Bud Clark missed the opportunity on the Southern Pacific line.  
This would have been a positive feasibility.

Light Rail Transit service to the Central Eastside Industrial District:

All for it! East line Max is heavily used. If service is good people will use it. Large  
opportunity to provide transit service for outer SE, East Clackamas Co. area. Transit  
Main line service to downtown is needed! (Labor pool in this area will support service)

The City is currently evaluating four alternative concept locations for improved access to the I-5 Freeway - Southbound. Do you have any comments regarding how these alternatives compare or how each or any would meet your needs? What issues do you feel should be considered in evaluating these alternative? **(Exhibit D)**

The four alternative concept locations are:

1. Morrison Bridge Interchange

Best option; convenient as Water Ave.

2. Water Avenue On-Ramp

This option works equally well.

## I-5 Southbound Access Case Study Questions

Check which are your primary Central East Side Industrial District routes from your site to your destinations:

Streets:

East-West

  X   Burnside  
      Stark  
  X   Morrison  
      Belmont  
  X   Hawthorne  
      Division  
      Powell

      Other (please list)  
       
     

South-North

      Water Av.  
  X   MLK  
  X   Grand  
      SE 7th Av.  
      SE 11th Av.  
      SE 12th Av.  
      Milwaukie  
  X   McLoughlin  
  X   Sandy Blvd.  
      Other (please list)  
       
     

Bridges:

  X   Fremont Bridge I-405  
      Broadway Bridge  
      Steel Bridge  
  X   Burnside Bridge  
  X   Morrison Bridge  
  X   Hawthorne Bridge  
      Marquam Bridge I-5  
      Ross Island Bridge

Freeways:

  X   I-5 Southbound/ Broadway; Broadway/ I-5 Northbound  
      Wheeler Av./ I-5 Southbound  
      I-84 Westbound/ Lloyd Blvd.  
      NE 16th/I-84 Eastbound  
  X   Grand/I-84 Eastbound  
      I-5 Southbound/ Belmont  
  X   Morrison/I-5 Northbound  
      I-5 Northbound/ Water Av.  
      Marquam I-5 Southbound  
      Marquam I-405 to US 26 & US 30  
      Ross Island Bridge.-Hood Av./I-5 Southbound

Are there attributes or problems for your company and the Central Eastside Industrial District transportation system as a whole? Yes   X   No        
 If yes, describe below:

No easy access to I-5 Southbound and Sunset Highway (Hwy 26 West)



# I-5 Southbound Access Case Study Questions

## Transportation Characteristics

Check which are your primary Central East Side Industrial District routes to your site:

Streets:

### East-West

<input type="checkbox"/>	Burnside
<input type="checkbox"/>	Stark
<input checked="" type="checkbox"/>	Morrison
<input type="checkbox"/>	Belmont
<input checked="" type="checkbox"/>	Hawthorne
<input type="checkbox"/>	Division
<input type="checkbox"/>	Powell
<input type="checkbox"/>	Other (please list)

### South-North

<input checked="" type="checkbox"/>	Water Av.
<input checked="" type="checkbox"/>	MLK
<input checked="" type="checkbox"/>	Grand
<input type="checkbox"/>	SE 7th Av.
<input type="checkbox"/>	SE 11th Av.
<input type="checkbox"/>	SE 12th Av.
<input type="checkbox"/>	Milwaukie
<input type="checkbox"/>	McLoughlin
<input type="checkbox"/>	Sandy Blvd.
<input type="checkbox"/>	Other (please list)

Bridges:

<input checked="" type="checkbox"/>	Fremont Bridge I-405
<input type="checkbox"/>	Broadway Bridge
<input type="checkbox"/>	Steel Bridge
<input type="checkbox"/>	Burnside Bridge
<input checked="" type="checkbox"/>	Morrison Bridge
<input checked="" type="checkbox"/>	Hawthorne Bridge
<input checked="" type="checkbox"/>	Marquam Bridge I-5
<input type="checkbox"/>	Ross Island Bridge

Freeways:

<input type="checkbox"/>	I-5 Southbound/ Broadway; Broadway/ I-5 Northbound
<input type="checkbox"/>	Wheeler Av./ I-5 Southbound
<input checked="" type="checkbox"/>	I-84 Westbound/ Lloyd Blvd.
<input type="checkbox"/>	NE 16th/I-84 Eastbound
<input type="checkbox"/>	Grand/I-84 Eastbound
<input checked="" type="checkbox"/>	I-5 Southbound/ Belmont
<input type="checkbox"/>	Morrison/I-5 Northbound
<input checked="" type="checkbox"/>	I-5 Northbound/ Water Av.
<input type="checkbox"/>	Marquam I-5 Southbound
<input type="checkbox"/>	Marquam I-405 to US 26 & US 30
<input type="checkbox"/>	Ross Island Bridge.-Hood Av./I-5 Southbound

## I-5 Southbound Access Case Study Questions

What are your customer peak periods of high vehicle activity?

3:00 - 10:00 AM                      PM                      Day of the week (circle)  
Mo. Tue. Wed. Thur. Fri. Sat.

How many delivery trips does your business have on an average work day? A trip constitutes 1 departure or 1 arrival (not both) 140 trips

Is there a seasonal peak period of high vehicle activity?

Yes X No                      If yes, when?

Summer months, June - September: employment increases to 180 during summer

What is the percentage of employees who commute by:.....

Drive alone	<u>75</u> %
Transit	<u>10</u> %
Carpool	<u>10</u> %
Walk	<u>          </u> %
Bicycle	<u>5</u> %
Total	<u>100</u> %

Do you have special parking or loading requirements?

Yes X No                     

If yes, what are they and are they being met in the Central East Side Industrial District?

Company has on-site parking and limited number of on-site parking stalls during summer months with increased # of employees. The site adjacent to skateboard park is leased for increased parking needs during summer. As company grows, parking constraints will be a problem

## I-5 Southbound Access Case Study Questions

### Supplier Location

What is the approximate geographic location of your primary suppliers? Please define and describe the geographic area. Also circle location that best represents your suppliers in the Portland metropolitan area on the attached map (**Exhibit B**).

West Coast produce from California

International produce from Mexico and Central America

National from Midwest and occasionally from South

80% of produce is via semi truck; 20% via rail and air service

If your suppliers are located outside the Portland Metropolitan area, check below which best represents their location:

<u>      </u>	Statewide in Oregon	<u>  X  </u>	West coast
<u>      </u>	Statewide in Washington	<u>      </u>	Western U.S.
<u>      </u>	Northwest (OR, WA, & ID)	<u>  X  </u>	National
		<u>  X  </u>	International

### Traffic Characteristics

What is your primary mode of product distribution? Indicate # of trips per **DAY** for each type.  
(Please circle either day or week.)

<u>      </u>	Ship
<u>      </u>	Plane
<u>      </u>	Train
<u>      </u>	Bicycle
<u>      </u>	Auto
<u>      </u>	Light van
<u>      </u>	Truck: (see attached photos for description - <b>Exhibit C</b> )
<u>  48  </u>	2-axle or 3-axle medium truck <i>14' 4 trips; 22' 44 trips</i>
<u>  30  </u>	3-axle or 5-axle, single trailer heavy truck
<u>      </u>	5-axle, double trailer or 7 axle heavy truck

*\*Company has 40 vehicle fleet: 16 semis, 2 14' bobtails; 22 20' bobtails*

What are the shipping/receiving peak periods of high vehicle activity?

<u>  2:00 - 6:00  </u>	<u>      </u> AM	<u>      </u> PM	<u>Day of the week</u>
			Mo. Tue. Wed. Thur. Fri. Sat.

What is the primary mode of pickup for customers? Indicate # of trips per **DAY** for each type.

<u>      </u>	Transit
<u>      </u>	Walking
<u>      </u>	Bicycle
<u>  22  </u>	Auto
<u>  22  </u>	Light van
<u>      </u>	Truck: (see attached photos for description - <b>Exhibit C</b> )
<u>  18  </u>	2-axle or 3-axle medium truck
<u>      </u>	3-axle or 5-axle, single trailer heavy truck
<u>      </u>	5-axle, double trailer or 7 axle heavy truck

## I-5 Southbound Access Case Study Questions

### Business Classification

Which use best classifies your type of business?

- ☐ construction (special trade contractors in both building & non building projects)  
☐ industrial services (providing services of industrial nature for individuals, businesses & government establishment and other organizations)  
☐ manufacturing (transformation of materials or substances into raw materials)  
☒ transportation / distribution (furnishing local or long distance trucking or transfer services)  
☐ warehousing (storage of products or commercial goods of any nature)  
☐ wholesale or retail services (engaged in selling merchandise to retailers for personal or household consumption)  
☐ mixed use - specify which types  
☐ Use other than listed. Please list type: \_\_\_\_\_

### Size

How many employees are on-site? 170

What is the total square footage of your building(s) on-site? 82,000 sq ft

What is the site size? (Sq. ft. or acres - please circle which measurement used.) If site size is not known then list property boundaries (north, south, east, & west).

3.5 acres  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Market Area

What is the approximate geographic location of your primary market area or customer base? Please define and describe your market area. Also circle location that best represents your primary market area on the attached map (**Exhibit A**).

Eastern Oregon - Bend, Redmond, Prineville, Madras  
Alaska area - transportation service via container shipment  
Eastern Washington - TriCities, Spokane, Yakima  
Western Washington - St. Helen's area  
Entire Portland Metro Market

If primary or secondary market is outside the Portland Metropolitan area, check below which best represents this market area:

<input type="checkbox"/>	Statewide in Oregon	<input type="checkbox"/>	West coast
<input type="checkbox"/>	Statewide in Washington	<input type="checkbox"/>	Western U.S.
<input checked="" type="checkbox"/>	Northwest ( <u>OR, WA, &amp; ID</u> )	<input type="checkbox"/>	National
		<input type="checkbox"/>	International

## **APPENDIX B.1 :    PACIFIC COAST FRUIT**

## **APPENDIX B: CASE STUDY RESPONSES**

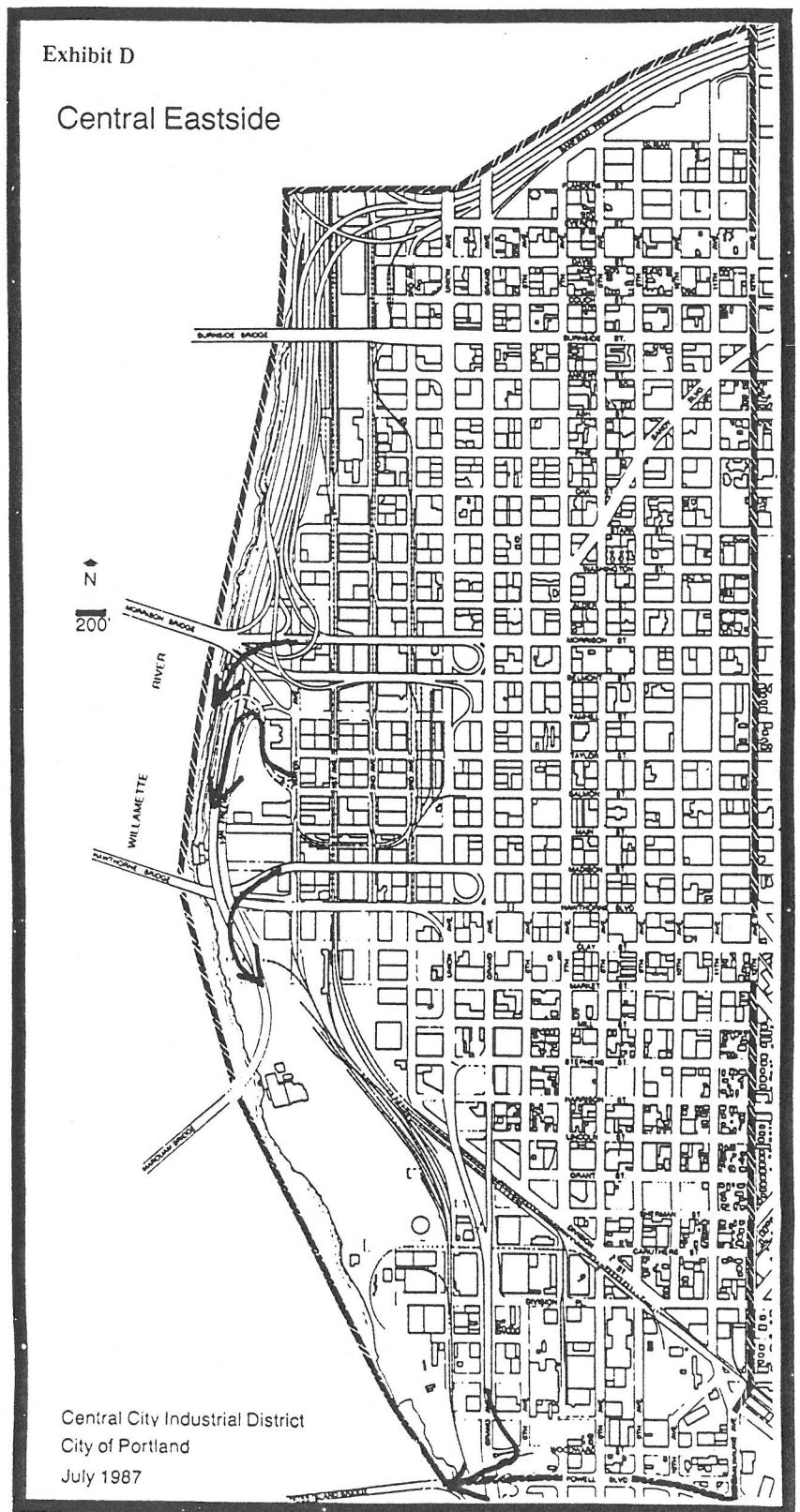


# I-5 SOUTHBOUND ACCESS - CONCEPT ALTERNATIVES -

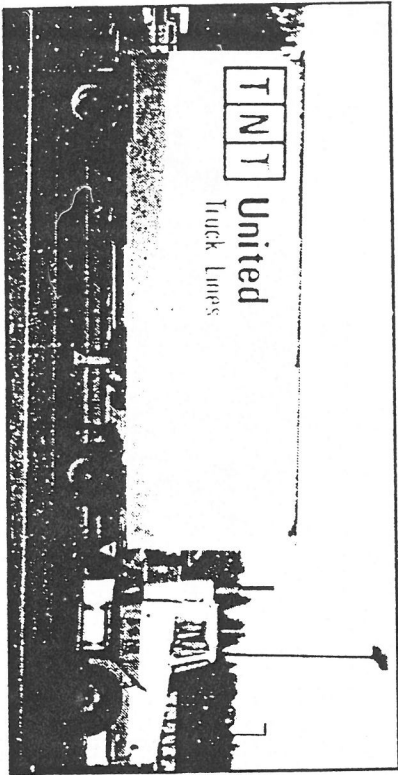
- Morrison Bridge Interchange
- Water Ave. Ramp

- Hawthorne Br. / Madison Ramp

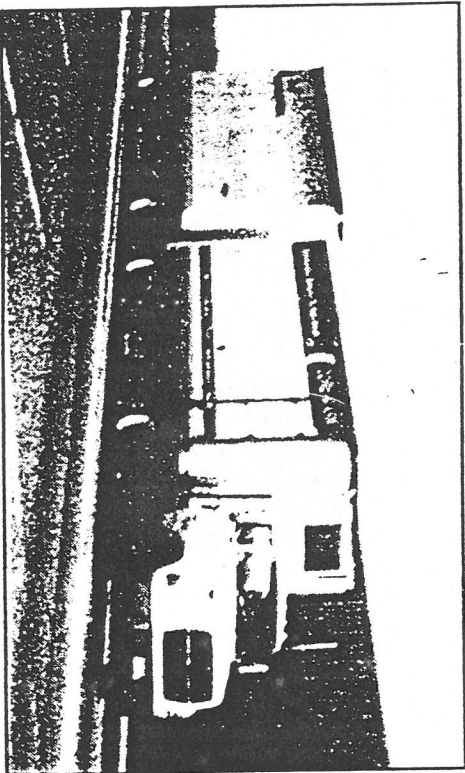
- Ross Island Br. Connection



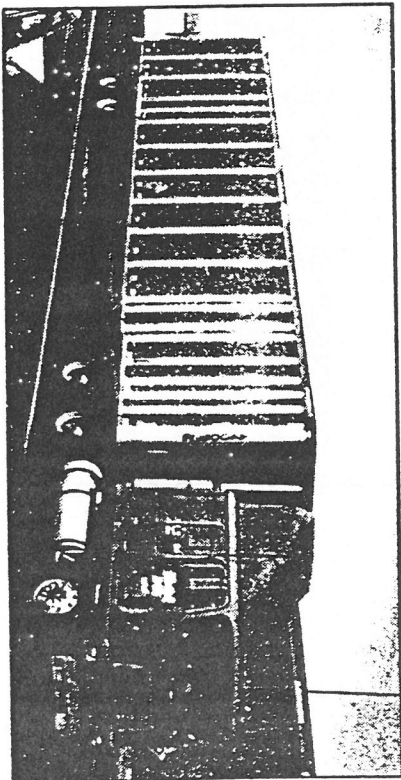




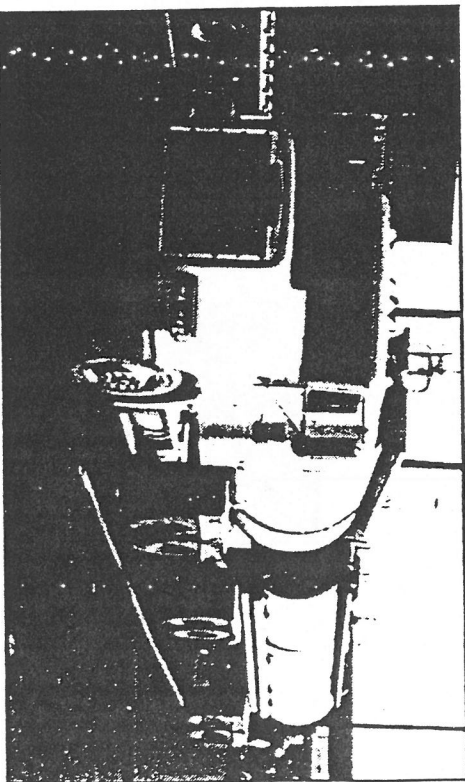
3-axle, single trailer heavy truck



6-axle, double trailer heavy truck

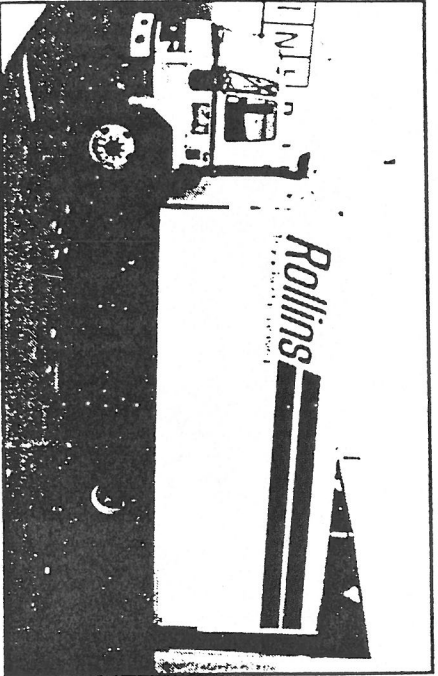


6-axle, single trailer heavy truck

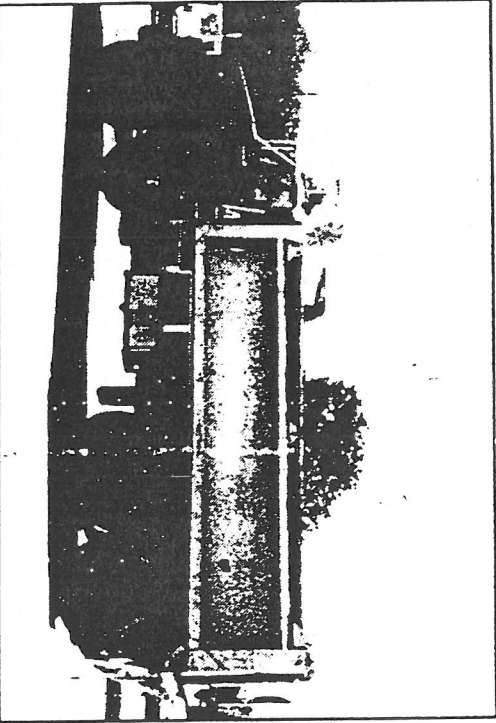


7-axle, heavy truck

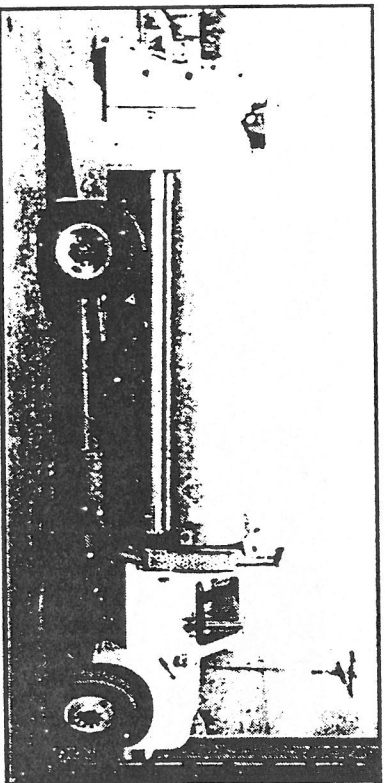
Exhibit C



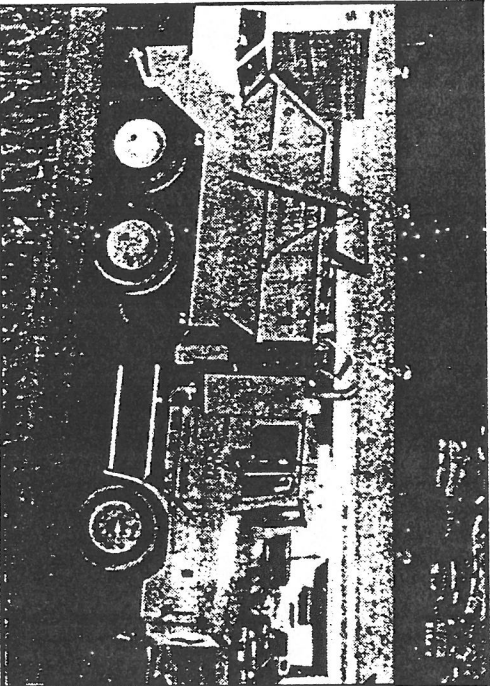
2-axle medium truck (6 tires)



3-axle medium truck

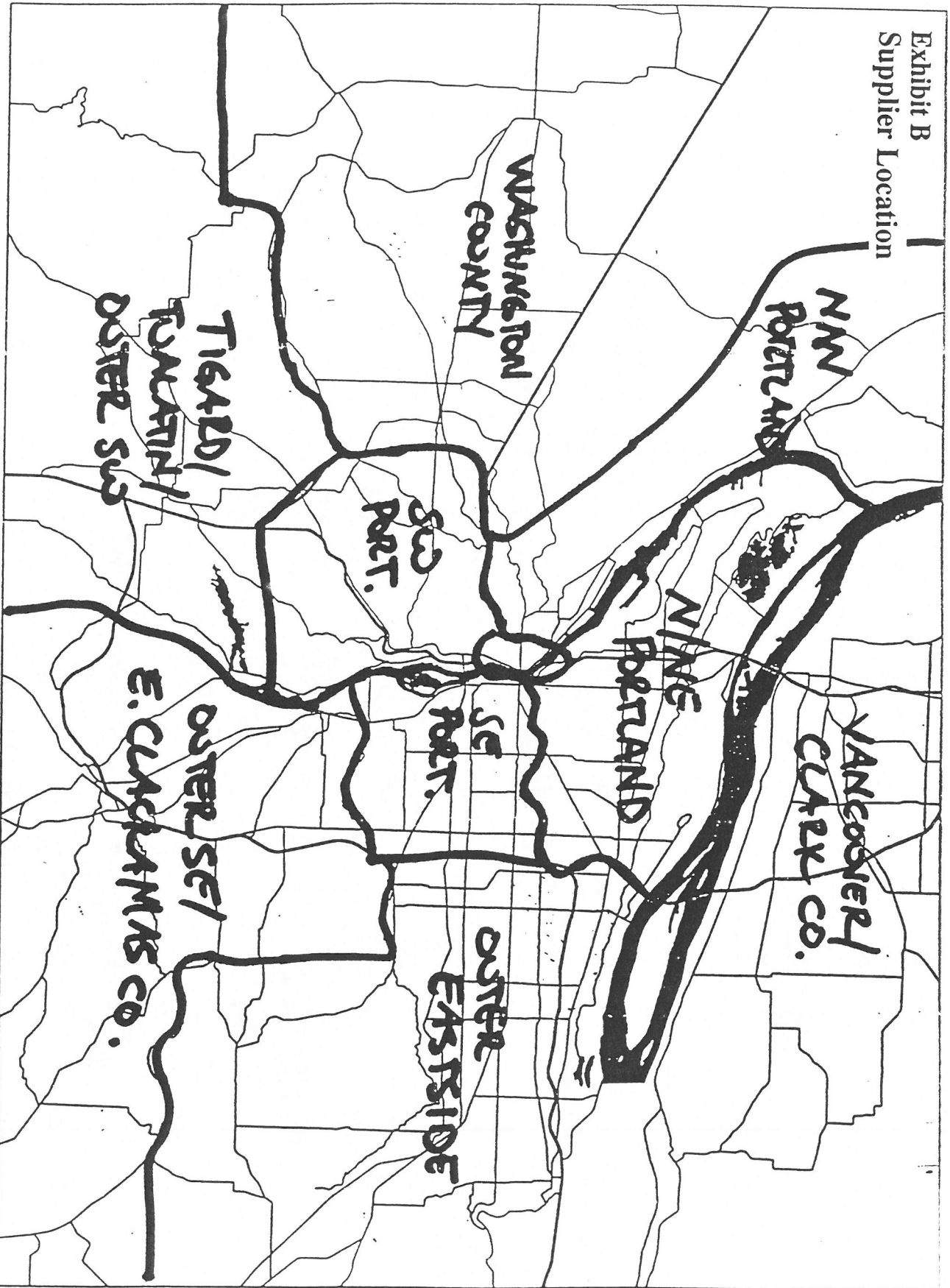


2-axle medium truck (6 tires)



3-axle medium truck

Exhibit B  
Supplier Location



[illegible]

Don't say

## I-5 Southbound Access Case Study Questions

### History/Location

How long have you been at your present location? \_\_\_\_\_ Years

Does your business have other locations? Yes \_\_\_\_\_ No \_\_\_\_\_ If yes,  
where are they?

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Why did your company locate in the Central Eastside Industrial District?

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If company has relocated outside the Central Eastside Industrial District or is thinking of  
relocating, please list reasons why?

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### About You, the Interviewee

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_  
\_\_\_\_\_

SIC classification: \_\_\_\_\_

Your Name \_\_\_\_\_

Your Title: \_\_\_\_\_

Phone #: \_\_\_\_\_

FAX #: \_\_\_\_\_

## I-5 Southbound Access Case Study Questions

3. Hawthorne Bridge/Madison Ramp

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4. Ross Island Bridge Connection from Grand Ave.

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What are your company's goals for the 10 to 15 year time frame and what Central Eastside transportation improvements would enhance your business?

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What transportation improvements would be best for the Central Eastside Industrial District as a whole?

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Do you have special parking or loading requirements?

Yes \_\_\_\_\_ No \_\_\_\_\_ If yes, what are they and are they being met in the Central East Side Industrial District?

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# I-5 Southbound Access Case Study Questions

## Opinions

What are your opinions regarding transportation planning for the area and the freeway access alternatives in particular:

Southbound I-5S Water Avenue Ramps?

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I-5 Eastbank freeway relocation?

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Light Rail Transit service to the Central Eastside Industrial District?

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The City is currently evaluating four alternative concept locations for improved access to the I-5 Freeway - Southbound. Do you have any comments regarding how these alternatives compare or how each or any would meet your needs? What issues do you feel should be considered in evaluating these alternative? (**Exhibit D**)

The four alternative concept locations are:

1. Morrison Bridge Interchange

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2. Water Avenue On-Ramp

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## I-5 Southbound Access Case Study Questions

Check which are your primary Central East Side Industrial District routes from your site to your destinations:

Streets:

East-West

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Burnside

Stark

Morrison

Belmont

Hawthorne

Division

Powell

\_\_\_\_\_  
Other (please list)

South-North

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Water Av.

MLK

Grand

SE 7th Av.

SE 11th Av.

SE 12th Av.

Milwaukie

McLoughlin

Sandy Blvd.

\_\_\_\_\_  
Other (please list)

Bridges:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Fremont Bridge I-405

Broadway Bridge

Steel Bridge

Burnside Bridge

Morrison Bridge

Hawthorne Bridge

Marquam Bridge I-5

Ross Island Bridge

Freeways:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I-5 Southbound/ Broadway; Broadway/ I-5 Northbound

Wheeler Av./ I-5 Southbound

I-84 Westbound/ Lloyd Blvd.

NE 16th/I-84 Eastbound

Grand/I-84 Eastbound

I-5 Southbound/ Belmont

Morrison/I-5 Northbound

I-5 Northbound/ Water Av.

Marquam I-5 Southbound

Marquam I-405 to US 26 & US 30

Ross Island Bridge.-Hood Av./I-5 Southbound

Are there attributes or problems for your company and the Central Eastside Industrial District transportation system as a whole? Yes \_\_\_\_\_ No \_\_\_\_\_ If yes, describe below:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# I-5 Southbound Access Case Study Questions

## Transportation Characteristics

Check which are your primary Central East Side Industrial District routes to your site:

### Streets:

#### East-West

\_\_\_\_\_ Burnside  
\_\_\_\_\_ Stark  
\_\_\_\_\_ Morrison  
\_\_\_\_\_ Belmont  
\_\_\_\_\_ Hawthorne  
\_\_\_\_\_ Division  
\_\_\_\_\_ Powell  
  
\_\_\_\_\_ Other (please list)

#### South-North

\_\_\_\_\_ Water Av.  
\_\_\_\_\_ MLK  
\_\_\_\_\_ Grand  
\_\_\_\_\_ SE 7th Av.  
\_\_\_\_\_ SE 11th Av.  
\_\_\_\_\_ SE 12th Av.  
\_\_\_\_\_ Milwaukie  
\_\_\_\_\_ McLoughlin  
\_\_\_\_\_ Sandy Blvd.  
\_\_\_\_\_ Other (please list)

### Bridges:

\_\_\_\_\_ Fremont Bridge I-405  
\_\_\_\_\_ Broadway Bridge  
\_\_\_\_\_ Steel Bridge  
\_\_\_\_\_ Burnside Bridge  
\_\_\_\_\_ Morrison Bridge  
\_\_\_\_\_ Hawthorne Bridge  
\_\_\_\_\_ Marquam Bridge I-5  
\_\_\_\_\_ Ross Island Bridge

### Freeways:

\_\_\_\_\_ I-5 Southbound/ Broadway; Broadway/ I-5 Northbound  
\_\_\_\_\_ Wheeler Av./ I-5 Southbound  
\_\_\_\_\_ I-84 Westbound/ Lloyd Blvd.  
\_\_\_\_\_ NE 16th/I-84 Eastbound  
\_\_\_\_\_ Grand/I-84 Eastbound  
\_\_\_\_\_ I-5 Southbound/ Belmont  
\_\_\_\_\_ Morrison/I-5 Northbound  
\_\_\_\_\_ I-5 Northbound/ Water Av.  
\_\_\_\_\_ Marquam I-5 Southbound  
\_\_\_\_\_ Marquam I-405 to US 26 & US 30  
\_\_\_\_\_ Ross Island Bridge.-Hood Av./I-5 Southbound

## I-5 Southbound Access Case Study Questions

What are your customer peak periods of high vehicle activity.

\_\_\_\_\_ - AM

\_\_\_\_\_ - PM

Day of the week (circle)

Mo. Tue. Wed. Thur. Fri.. Sat. Sun.

How many delivery trips does your business have on an average work day. A trip constitutes 1 departure or 1 arrival. (not both) \_\_\_\_\_ trips

Is there a seasonal peak period of high vehicle activity.

Yes \_\_\_\_\_ No \_\_\_\_\_ If yes, when?

\_\_\_\_\_  
\_\_\_\_\_

What is the percentage of employees who commute by.....

Drive alone \_\_\_\_\_%

Transit \_\_\_\_\_%

Carpool \_\_\_\_\_%

Walk \_\_\_\_\_%

Bicycle \_\_\_\_\_%

Total 100%

## I-5 Southbound Access Case Study Questions

### Supplier Location

What is the approximate geographic location of your primary suppliers. Please define and describe the geographic area. Also circle location that best represents your suppliers in the Portland metropolitan area on the attached map. (**Exhibit B**)

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If your suppliers are located outside the Portland Metropolitan area then check below which best represents their location:

<input type="checkbox"/>	Statewide in Oregon	<input type="checkbox"/>	West coast
<input type="checkbox"/>	Statewide in Washington	<input type="checkbox"/>	Western U.S.
<input type="checkbox"/>	Northwest (OR, WA, & ID)	<input type="checkbox"/>	National
		<input type="checkbox"/>	International

### Traffic Characteristics

What is your primary mode of product distribution: Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week)

<input type="checkbox"/>	Ship
<input type="checkbox"/>	Plane
<input type="checkbox"/>	Train
<input type="checkbox"/>	Bicycle
<input type="checkbox"/>	Auto
<input type="checkbox"/>	Light van
<input type="checkbox"/>	Truck: (see attached photos for description - <b>Exhibit C</b> )
<input type="checkbox"/>	2-axle or 3-axle medium truck
<input type="checkbox"/>	3-axle or 5-axle, single trailer heavy truck
<input type="checkbox"/>	5-axle, double trailer or 7 axle heavy truck

What are the shipping/receiving peak periods of high vehicle activity.

<input type="checkbox"/>	-	<u>AM</u>	<input type="checkbox"/>	-	<u>PM</u>	<u>Day of the week</u> (circle)
						Mo. Tue. Wed. Thur. Fri.. Sat. Sun.

What is the primary mode of pickup for customers: Indicate # of trips per **DAY** or **WEEK** for each type. (Please circle either day or week)

<input type="checkbox"/>	Transit
<input type="checkbox"/>	Walking
<input type="checkbox"/>	Bicycle
<input type="checkbox"/>	Auto
<input type="checkbox"/>	Light van
<input type="checkbox"/>	Truck: (see attached photos for description - <b>Exhibit C</b> )
<input type="checkbox"/>	2-axle or 3-axle medium truck
<input type="checkbox"/>	3-axle or 5-axle, single trailer heavy truck
<input type="checkbox"/>	5-axle, double trailer or 7 axle heavy truck

# I-5 Southbound Access Case Study Questions

## Business Classification

Which use best classifies your type of business?

- \_\_\_\_\_ construction (special trade contractors in both building & non building projects)  
\_\_\_\_\_ industrial services (providing services of industrial nature for individuals,  
\_\_\_\_\_ businesses & government establishment and other organizations)  
\_\_\_\_\_ manufacturing (transformation of materials or substances into raw materials)  
\_\_\_\_\_ transportation / distribution (furnishing local or long distance trucking  
\_\_\_\_\_ or transfer services)  
\_\_\_\_\_ warehousing (storage of products or commercial goods of any nature)  
\_\_\_\_\_ wholesale or retail services (engaged in selling merchandise to retailers for  
\_\_\_\_\_ personal or household consumption)  
\_\_\_\_\_ mixed use - specify which types \_\_\_\_\_  
\_\_\_\_\_ Use other than listed. Please list type \_\_\_\_\_

## Size

How many employees are on-site. \_\_\_\_\_

What is the total square footage of your building(s) on-site \_\_\_\_\_

What is the site size. (Sq. ft. or acres please circle which measurement used) If site size is not known then list property boundaries (north, south, east, & west)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Market Area

What is the approximate geographic location of your primary market area or customer base. Please define and describe your market area. Also circle location that best represents your primary market area on the attached map. (Exhibit A)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If primary or secondary market is outside the Portland Metropolitan area then check below which best represents this market area:

- |       |                          |       |               |
|-------|--------------------------|-------|---------------|
| _____ | Statewide in Oregon      | _____ | West coast    |
| _____ | Statewide in Washington  | _____ | Western U.S.  |
| _____ | Northwest (OR, WA, & ID) | _____ | National      |
|       |                          | _____ | International |



## **APPENDIX A: CASE STUDY QUESTIONNAIRE**

**Wholesome and Hearty Foods**

The company is currently searching for a larger site. The business has simply outgrown its current facilities. Like Columbia Corrugated, Wholesome and Hearty Foods is searching for a location to create a supersite and incorporate the headquarters, production, and distribution facility. Both rail and freeway access were identified and important transportation characteristics when searching for a new site.

Company is currently exploring opportunities in the Portland Area with Portland Development Commission staff. The Columbia Corridor is an area of consideration.

Copies of each individual survey are located in **Appendix B**

Prepared by: Jay Gratchner and John Gillam, PDOT, June 1995

## 8. History/ Location

### Location

When asked how long business have been located at their present location, firms in the Eastbank subdistrict ranged from 8 to 25 years, Industrial Heartland 3 to 89 years, Commercial Corridor 50 year or greater, and the Southern Triangle subdistrict ranged from 20 to 60 years. Over three quarters of the firms surveyed have other locations. Six of the firms have locations in the Portland Metropolitan area, three firms had other CEID locations, (Burns Brothers, Shleifer, Wholesome and Hearty) three firms have locations in the Northwest and one firm have other international locations.

When asked why firms had chosen to locate in the CEID over half the companies surveyed specifically listed central location. The reoccurring response was "central location." comments included, "Close proximity to major freeways" - PPI; "It's a perfect location and we are the only wholesale tire distributor in the CEID" - C & L Tire; " "Good central location"- Nor' Wester.

### Relocation

When asked if company was considering relocation under three quarters of the respondents said definitely not. Over a quarter of the firms said no but had identified items of concern. Comments included, "Unknown, but if relocation was necessary to reduce overhead, we would search for a jurisdiction based on lower taxes and sewerage costs" - Darigold; "We would search for a location with large on-site parking, better freeway drive-by exposure and access" - Shleifer Furniture; "Would look for location with less city (urban) and utility hassles" - Nor' Wester.

### Columbia Corrugated

Columbia Corrugated moved from the CEID 3 year ago because of a desire for a large acre site with on-site loading facility. The firm wanted to consolidate its manufacturing and distribution facilities into a giant super site. The company had difficulty locating large site in the CEID. Discussions were on the table about the Lone Star site, but halted because of short time period necessary to close the option on the property.

Columbia Corrugated simply outgrew its CEID site with the increased demand for corrugated products required by their newest client, the high technology companies. Columbia Corrugated felt the 10 year CEID transportation future was uncertain and the problems of viable alternatives were far from being solved. A site was found in Tualatin and they are currently located on a 18 acre super site.

Two important factors were revealed with Columbia Corrugated's flight from the CEID. First the mileage to service existing accounts had increased 30% because of the suburban location in the Tualatin Valley. Second, the multimodal flexibility in the CEID was missed. With the advent of recycling, Columbia Corrugated does not currently have a rail spur line necessary to send scrap corrugated waste to the Albany Oregon recycling plant. Consequently the plant will only accept scrap material from rail cars. Currently Columbia Corrugated must pack their waste products into container trucks, haul it to a transfer station, and reload the scrap on rail cars. Both attributes realized in the CEID are missed by the company and lack of these attributes are adding to their current cost of production.



#### **Hawthorne**

Regarding the Hawthorne option, one half of the firms had no major thoughts or concerns. A little over a quarter of the firms thought the central location is a benefit. Comments included: "OMSI would benefit by its close proximity"- Shleifer Furniture; "It is in close proximity to our site" - Darigold; "Hawthorne Bridge is the most under utilized bridge" - Wholesome and Hearty.

A few businesses identified potential design constraints with this option. Comments include: "Grade problems" - Burns Brothers; "Grade and truck acceleration concerns" - Door Distributors.

#### **Ross Island**

Regarding the Ross Island Bridge option, one half of the firms thought this option is the least practical or had concerns. Most concerns addressed that the bridge is at capacity or not designed for heavy truck traffic. PPI's comment is a typical example, "The Southern Triangle would benefit from this option; however, the bridge appears at capacity." Over a quarter of the businesses had no thoughts. Darigold and Land O' Lakes, who are located in the Southern Triangle, saw advantages with this option; however, they strongly identified the existing design constraints and traffic weaving concerns on Hood Avenue. C & L Tire Distributors thought that the Ross Island is a necessary option in the overall CEID transportation system. But was neutral on this option compared to the other preferred alternatives.

#### Company Long-Term Goals

When companies were asked about their long term goals and what transportation improvements would enhance their businesses, half of the firms stated better southbound access. Less than a quarter were neutral, but mentioned the need to reduce conflicts between auto and truck movements in the CEID. A few firms mentioned reducing through traffic in the Southern Triangle subdistrict and a few others said the system works fine leave it alone.

#### CEID Transportation Improvements

When asked what transportation improvements would be best for the CEID as a whole, over half the firms identified southbound freeway access. Pacific Coast and Columbia Corrugated identified the importance of localized Intermodal rail and truck freight movements. A few firms identified the need to reduce conflicts between autos traveling through the district and truck movements within the district. Individual firms identified the need for better I-84 connections without adding truck traffic to MLK or Grand Avenue corridor, rubberized railroad crossings to reduce road damage, and limiting driveway access to reducing the turning movements on heavily used streets - especially around bridgeheads.

When asked about attributes or problems for their company and the CEID transportation system as a whole, many surveyed firms strongly identified central location to the regional transportation system as the key attribute. Problems identified include MLK and Grand Ave. congestion and conflicts between truck movements and auto traffic moving through the CEID. Southbound freeway access was listed as a problem from businesses represented in all four subdistricts. Lack of southbound access is not a localized subdistrict geographic, market distribution, of business use type problem. All varieties of business types, market distribution areas, and locations identified lack of access as a disadvantage for the Central Eastside Industrial District.

Wholesome and Hearty Foods and Franz were the only businesses that indicated they primarily use the I-5 Southbound/ Broadway and I-5 Northbound/ Broadway on /off-ramps. Other than these firms located in the northerly Industrial Heartland, this on /off-ramp option was not strongly indicated by remaining surveyed businesses.

No specific southbound freeway access was identified. There was a wide dispersal of surveyed firm's truck traffic seeking I-5 southbound access among the Wheeler Avenue, Ross Island, and downtown district freeway on-ramps. CEID firms operating heavy trucks to Washington County via the Sunset Highway did prefer to cross the Fremont Bridge and use the I-405 to gain westbound access. The bobtail and other medium duty trucks are maneuverable in traffic and have greater Sunset Highway routing options.

## *7. Opinions*

### Transportation Planning and Freeway Access Alternatives

When asked about the Water Avenue ramp, almost three quarters of the businesses strongly identified the need for the ramps. General comments included, "Like to see it happen," or "would improve southbound truck traffic freeway access." The remaining quarter made neutral comments, such as, "good planning, terrible implementation," or "idea is okay; however, company does not have a large demand to transport south."

When asked about I-5 Eastbank freeway relocation well over half the businesses strongly opposed the idea and the remaining businesses were neutral. Comments included strong opposition, "No! this would be a total disruption to business" and neutral comments included, "This is a community issue; however, construction would be disruptive to our business."

When asked about light rail transit service to the Central Eastside Industrial District half of the firms identified the service as a benefit. Of those firms in favor, almost all identified their employees would utilize the LRT service. A little under a quarter of the firms did not see a benefit of LRT service. One firm specifically identified the Station L subdistrict and OMSI as a patron of CEID light rail service. C & L Tire Distributors thought light rail service would reduce the number of downtown commuters using the on-street parking in the CEID.

### Promising Alternatives

The firms were asked to comment, compare, or address how the four preferred alternatives would meet their needs. The surveyed firms were also asked to raise any issues in alternatives evaluation.

#### **Morrison**

The firms identified the Morrison Bridge interchange as a centrally located option in the CEID. Central location is an important attribute to the businesses surveyed. However, other surveyed firms also raised the design concern of placing increased truck activity in the center of the district on MLK and Grand Avenue.

#### **Water Ave.**

A little over half of the firms liked or favored the Water Avenue ramp option. Comments made by Shleifer Furniture typify the response, "The design does not place large truck traffic, a characteristic of the Eastbank subdistrict, onto MLK and Grand to Gain I-5 southbound access via a bridgehead." A little under half of the surveyed firms did not have a strong opinion regarding this option. Examples of comments include Nor' Wester who said they have little truck activity heading south. Door Distributors said the ramp is centrally located in the CEID but hasn't any thoughts other than that. The Joinery simply stated, "No opinion."

## 6. *Transportation Characteristics*

The primary routes to and from the firms were broken down into streets, bridges, and freeway movements around the CEID.

### Streets

The street movement showed a wide dispersal however MLK and Grand Avenue showed the highest use of access to the businesses interviewed. This MLK/Grand use reflects the importance of this north-south central transportation spine serving the CEID. The wide dispersal also reflects the efficiency of the grid street system and its effectiveness in providing transportation routing options throughout the district. Half of the firms mentioned that when an unloading truck was blocking the street right-of-way, another routing option was not a cumbersome detour.

However, Wholesome and Hearty Foods mentioned the turning radius for heavy truck movements were more difficult by their production facility on 10th and Washington as compared to their distribution site on 2nd and Stark. Both subdistricts have similar right-of-way widths except the Industrial Heartland has on-street parking and sidewalks on both sides; whereas the Eastbank area is paved from building to building. Difficulty with short radius maneuvers in the Industrial Heartland caused Wholesome and Hearty to route trucks around the subdistricts grid street system to align in the direction of a freeway on-ramp.

### Bridges

The bridges showed usage based on geographic location. In the Southern Triangle subdistrict firms strongly identified the Ross Island and Marquam bridges. The Eastbank and Commercial Corridor subdistricts showed heavy usage of the Burnside, Morrison, Hawthorne and Marquam bridges. The Industrial Heartland showed wide dispersal of all bridges. Nor' Wester said many of their wholesale customer pickups did not need freeway off-ramp access and originated from another brewery downtown locations and frequently used the Burnside Bridge to their Eastbank production facility.

Eastbank, Commercial Corridor, and Industrial Heartland subdistrict companies mentioned current routing of their trucks over the Morrison and Hawthorne bridges to gain I-5 Southbound access through the downtown district. All firms mentioned the weaving difficulty on Front Avenue to align for Southbound freeway access. Southern Triangle subdistrict firms using the Ross Island Bridge mentioned the problems merging onto Powell Blvd. weaving difficulties on Hood Avenue accessing the I-5 southbound freeway on-ramp.

### Freeways

The question on freeway and associated ramp usage showed a strong demand for the I-5 Northbound/ Water Avenue, I-84 Westbound/ Lloyd Blvd., off-ramps. I-5 southbound/ Belmont off-ramp was also identified as a option by many firms but because of the difficulty merging onto Belmont bridgehead, the tight turn and weaving movements on MLK, this is a difficult movement for heavy trucks.

Darigold said that because of this difficult movement on the Belmont exit, they will route southbound heavy trucks coming from Clark County down I-205 to Oregon City and up I-5 Northbound to use the Water Avenue off-ramp. These are Darigold's large interline tanker trucks are running during the peak auto periods 7:30 am to 6:30 pm. Darigold feels it is worth the extra time and mileage for a safer freeway egress onto the Water Avenue off-ramp.

While most businesses preferred not to deliver during the work commuter traffic peak hours (7:30-8:30 am & 4:30-6:30 pm) firms with heavy truck movements operating around the clock avoid these congestion periods. However, most business maintain standard hours and consider delivering in traffic as an unavoidable operating cost.

#### Average Number of Trips and Seasonal Variation

The range of total daily trips varied from 6 to 180 trips per day. A trip constitutes one departure and one arrival. Therefore a single delivery to a firm is considered two trips. Shleifer Furniture and The Joinery were identified as the smallest number of trips per day. The Largest number of trips per day is National Builders Hardware which included customer will call/ showroom and low to moderate truck activity. The largest truck movements are Darigold/ Land O' Lakes with 150 trips per day of major truck activity.

PPI identified that a seasonal peaking of product distribution occurs during the fall and winter trade shows. Semi-trucks will queue up around their warehouse to receive finished products from the Water Avenue on-site loading facility. Over half of the firms identified some sort of seasonal peaking but no one particular season stood out as a peak period. For example, Nor' Wester, Pacific Coast, and Wholesome & Hearty Foods identified an increase in business during the summer months but Darigold had a decrease in business during the summer months. (Because of the loss of the school lunch program and decreased demand for lunch milk) C & L Tire Distributors said business picks up at the first snow fall and tapers off until the early spring.

#### Employee Mode Split

Almost three quarters of the business identified that 90% or greater of their employees choose to drive to work in a single occupant vehicle. 10% was the highest rating given by any firm to employee preference for transit or carpool use. ( Pacific Coast, National Builders, Columbia Corrugated, and Wholesome & Hearty)

#### Parking and Loading Requirements

Almost all firms identified they had some special parking or loading requirement. Over half of the businesses provide employees and customers with off-street parking. Shleifer Furniture stated the importance of on-street parking for employees and customers and, "We have a limited size private lot...(we) do not want any on-street parking removed (Grand/ MLK) by any design option." Land O' Lakes identified on-street parking conflicts with commercial businesses on 8th Avenue and competing for a limited number of on-street parking spaces. C & L mentioned that downtown commuters park on-street in the CEID and, "Create competition for on-street parking spaces." Wholesome and Hearty Foods said, "It is difficult to find on-street parking in our neighborhood because surrounding businesses park their fleet of trucks on-street."

Most business in the CEID effect the right-of-way when their loading zones are in use. Over half of the businesses surveyed affect the right-of-way when trucks are loading/unloading. Under half of the businesses surveyed have an on-site loading facility. Over half of the surveyed business have loading zones adjacent to the right-of-way. PPI, who is located adjacent to the Water Avenue off-ramp, has safety concerns operating in the Water Av. right-of-way. The facility is divided by Water Avenue with the production facility on the eastside of Water Av. and warehouse on the westside. Employees consistently transfer freight across the right-of-way between their production and warehouse facility. PPI has observed traffic failing to stop at the control device located at the end of the off ramp and is concerned that an incident between a motorist and fork lift in the Water Ave. right-of-way is imminent.



The site size acreage ranged from and 1/8 of an acre to 10.3 acres. The Joinery is the smallest site at under a 1/4 acre. The largest site is the shared Darigold/Land O' Lakes compound at 10.3 acres.

### *3. Market Area*

More than three quarters of the companies identified the entire Portland Metropolitan Area as a primary market. Burns Brothers identified CEID as its primary market for its truck and auto service center. Over half the companies identified the Northwest (OR, WA, & ID) as their primary or secondary market, and some business identified other markets such as Statewide in Oregon, West coast, Western U.S., National and International markets.

### *4. Supplier Location*

In order to determine movement of supplies, a question was asked to determine primary supplier location providing one leg of the origin/destination truck traffic data question. Half of the business identified the geographic location of their suppliers is the Portland Metropolitan area. Half of the business also identified suppliers primary or secondary suppliers located Nationally. A small number business identified suppliers located in various regions such as Statewide in Oregon, Statewide in Washington, Northwest, West coast, Western U.S. and Internationally.

### *5. Traffic Characteristics*

#### Product Distribution

All surveyed firms identified trucks as a primary mode of product distribution. However, two of the firms use a common carriers (Silver Eagle Trucking, TNT Reddaway, CF, etc.) for their product distribution and freight costs are paid by the customer. These two firms indicated their product distribution as customer pickup on questionnaire because freight costs are passed through directly to the customer.

On the questionnaire, most businesses indicated the use of heavy trucks for product distribution. (from 3 to 7 axle trucks) Businesses involved in large amount of local product distribution identified the use of bobtail trucks (2-3 axle medium sized trucks) However, business operating on a 24 hour per day schedule maintained their owned fleet and use heavy and medium sized trucks and have a high number of truck trip movements. Businesses include Darigold, Franz Bakery and Pacific Coast Fruit Company.

#### Peak Hours of Truck Activity

These companies operating around the clock identified heavy truck movements occur between 2:00 am and 6:00 am. Pacific Coast is an example of a midsize, 24 hour a day operation with a large vehicle fleet. The firm has a 40 vehicle fleet consisting of 16 semi-trucks and 24 bobtail trucks running at all hours. Darigold is an example of a large company with many wholesale delivery truck trips and large tanker interplant truck trips. Off peak hours are the common travel periods because heavy trucks can safely maneuver during these traffic free periods.

A large number of firms identified that most of their supplies are received in the morning and their product distribution occurring all day long. However, firms that ship via common carrier identified that product distribution is usually in the afternoon.

Most businesses identified customer peak periods to occur during 8:00 am to 11:00 am. There was not any specific weekday identified exhibiting peaking characteristics (Monday-Friday); however, most firms said business tapers off during the weekends. All the firms surveyed did not identify transit, walking, or bicycling as a primary mode of customer pickup.

## VII. Interview Questions

The interview questions are based on the objective of obtaining the following information. The questionnaire was expanded into a eleven page format and a copy of the questionnaire is included in **Appendix A**. The objectives are as follows:

1. Business Classification: Distribution, manufacturing, warehousing, product supply, industrial services, wholesale or retail services, mixed, etc.
2. Size: Number of employees, site and building size.
3. Market Area: Primary market areas, customer base and geographic areas of interaction.
4. Supplier Location: Geographic areas of interaction for primary supplies necessary for business operation.
5. Traffic Characteristics: Type and number of vehicles/trips; time of peak periods; parking/loading requirements; employee, customer, delivery trips; modes used (transit, bicycle, walk, etc.).
6. Transportation Characteristics: Origins/destinations and primary routes used, by trip purpose; Access attributes/problems for this business and the Central Eastside as a whole.
7. Opinions: Regarding transportation planning for the area and the freeway access alternatives in particular.
8. History/Location: Length of time at this location; reason for locating in the Central Eastside.

## VIII. Summary of Case Study Findings

### 1. *Business Classification*

Case study businesses were grouped based on their primary Standard Industrial Code Classification. Under this classification 8 of the companies are involved in some sort of manufacturing, 6 are involved in wholesale trade, 3 in the retail trade, 2 in the services industry, 1 in the finance, real estate - holdings, and 5 companies were identified as a mixture of these uses.

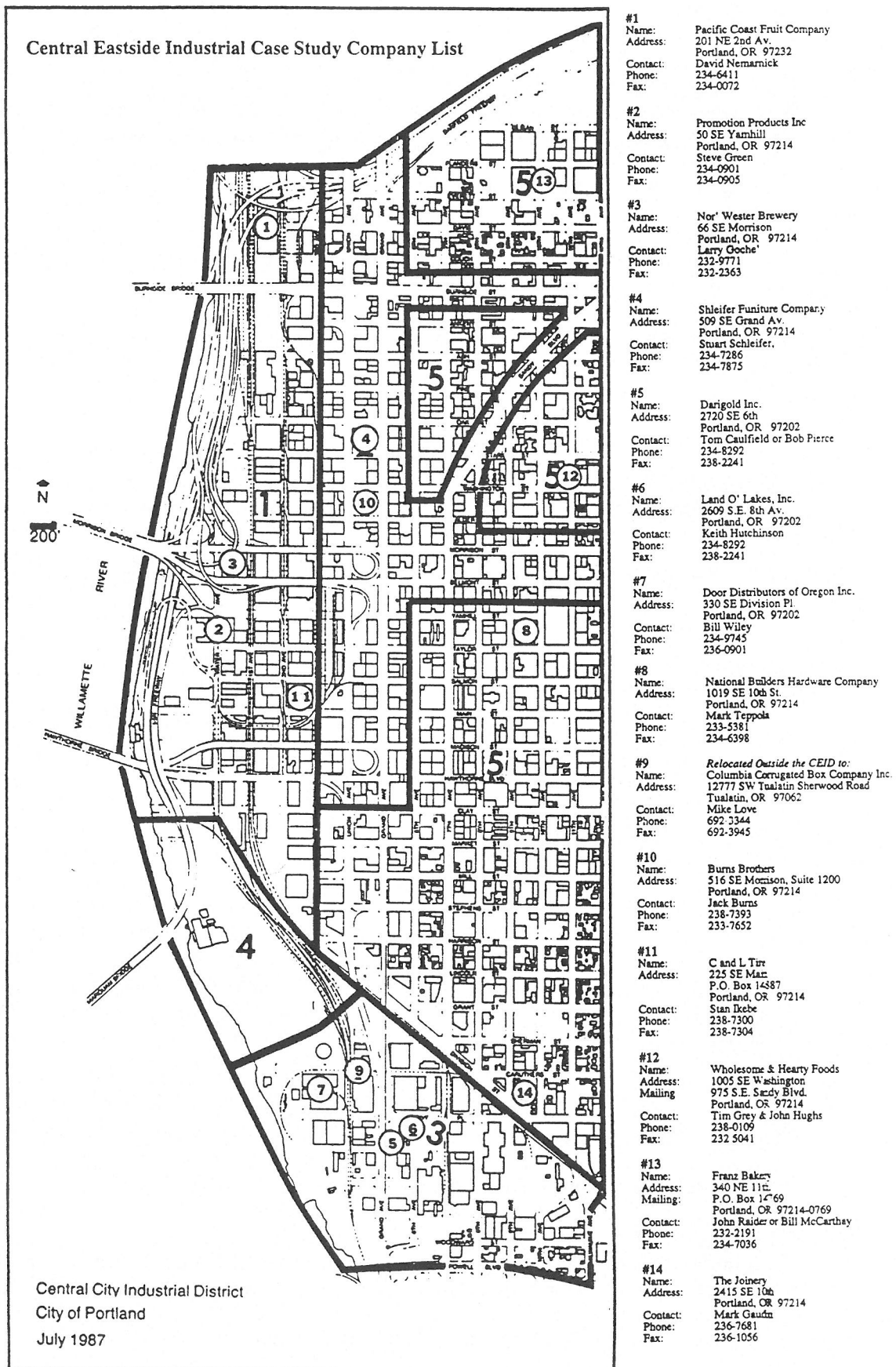
### 2. *Size*

The employment size range from 10 to 230 employees. Five of the companies have 30 employees or less, two companies have between 40 and 60 employees, and seven companies have 100 plus employees. The smallest company is The Joinery (10 employees) and the largest is a tie between Burns Brothers and Franz Bakery (230 employees). Darigold and Land O' Lakes who operate out of the same compound, have a combined 230 employees.

The building sizes range from 5,500 square feet to 400,000 square feet. The smallest building is the Joinery with 5,500 square feet, 3,800 on the ground floor and 1,700 square feet on the second level. The largest is the combined Darigold/Land O' Lakes building with 400,000 square feet and only 1/3 of the space is occupied. Ten of the companies have building sized at 100,000 square feet or less.

- and Northern California. Company shares the site with Darigold. Land O' Lakes also has a similar feed operation under its own label in the Rivergate Industrial area.
7. Door Distributors of Oregon, Incorporated  
A wholesale-trade company of door products located in the Southern Triangle subdistrict serving the metropolitan region and statewide construction market.
  8. National Builders Hardware Company  
A wholesale/retail construction hardware product supply operation located in the Industrial Heartland subdistrict for 17 years but has been operating in the CEID for over 40 years. Company's primarily market is serving the metropolitan region.
  9. Columbia Corrugated Box Company, Incorporated  
A corrugated box manufacturer and distribution operation serving the metropolitan region. Three years ago, company moved from the CEID Southern Triangle subdistrict to a Tualatin Valley-suburban location.
  10. Burns Brothers, Incorporated  
A mixed use retail/ services for truck and automotive related repair and services. Associated mixed use also includes corporate headquarters for their international business supplying auto accessories and 19 full service truck stops in the western United States. Burns Bros. has been located in the Commercial Corridor subdistrict for 49 years. The company originally served the auto and trucking industry needs when 99E was the primary north-south route between the Pacific Northwest and Southern California, but has grown to become an international manufacturer of automotive accessories.
  11. C & L Tire Distributors  
A wholesale trade company in motor vehicle tire supplies. Company is the only wholesale tire distributor located in the CEID. This tire distributor use has been operating from this Eastbank subdistrict warehouse for 40 years and serving the Northwest and metropolitan region.
  12. Wholesome and Hearty Foods  
A mixed use of manufacturing-food preparation and wholesale trade of "Garden Burger" meatless patty grocery products. Company has its corporate headquarters and manufacturing facility at two locations in the Industrial Heartland subdistrict and its distribution warehouse in the Eastbank subdistrict. Primary market area expanded from regional market ten years ago to a health conscious National market. Company is considering relocation outside the CEID and working closely with Portland Development Commission on potential sites including Columbia Corridor locations.
  13. Franz (U.S. Bakery)  
A bakery and other baked goods manufacturing operation located in the Industrial Heartland subdistrict for 89 years. This is a 24 hour per day operation with large amounts of regional heavy truck movements and West coast long haul triple trailer truck movements to serve their primary market.
  14. The Joinery  
A manufacturer of high quality wood household furniture and fixtures. Company is the smallest case study operation surveyed in terms of site, building, and employees. Located in the Industrial Heartland subdistrict and primary market is entire region and growing National market in specialty mail order catalogue sales.

Figure 2





## V. Additional Firms Added to Case Study

A summary report of the eleven firms was presented to the AATF on May 24th. Task force members recommended three more firms surveyed to balance the geographic element of the study and to incorporate the growing trend of incubator businesses into the case study. The Industrial Heartland was a geographic area identified as needing further research and the case study was expanded with three more surveyed firms, two of which were identified as incubator businesses. (Wholesome & Hearty Foods and The Joinery) At final count fourteen businesses were interviewed, double the original number of proposed surveys. The result is a balanced Central Eastside Industrial District case study that is a good representation of business type, geographic locations, and product distribution markets.

## VI. Firms Interviewed

The following is the final list of case study firms interviewed with a brief description on business type, geographic location, and market area. **Figure 2** delineates the each firm's CEID subdistrict geographic location.

1. Pacific Coast Fruit  
A produce wholesale distributor of fresh fruits and vegetables located in the Eastbank subdistrict serving the region. Final phase of building construction at company's new Eastbank subdistrict location completed in 1993. Pacific Coast identified their primary market as the metropolitan region and are expanding their market in the Northwest. This is a 24 hour per day operation.
2. Promotion Products, Incorporated (PPI)  
A mixed use specialized manufacturing/ business services of exhibits, displays, furniture, & fixtures. Company is located in the Eastbank subdistrict and it is primarily serves the Northwest, West coast, National business market, and National museums.
3. Nor' Wester Brewery (Willamette Valley Brewing Company)  
A mixed use malt beverage manufacturer and retail-trade eating / drinking establishment located in the Eastbank subdistrict primarily serving the region and the West coast.
4. Shleifer Furniture Company  
A retail operation located in the Commercial Corridors subdistrict primarily serving the region. Shleifer also has its furniture warehouse located on 2nd Avenue in the Eastbank subdistrict. Most deliveries are run from this location. Primary market area is the metropolitan region and a growing Washington County market was identified.
5. Darigold, Incorporated  
A dairy product manufacturing and distribution operation located in the Southern Triangle subdistrict serving the region. This site is the company's main fluid milk producer for Darigold's West coast operation. This is a 24 hour a day operation with large amounts of heavy truck movements.
6. Land O' Lakes, Incorporated  
A mixed use manufacturing/ wholesale-trade of farm supplies for feed and dairy cattle under the Darigold label. Primary market identified is the Pacific Northwest

### III. Firms Selected for Interviews

Based on these general selection criteria, a list of the primary eleven firms were identified. Transportation Staff and PDC Staff made initial suggestions based on experience with Central Eastside land use and development issues and contacts established through the Central Eastside Industrial Council membership directory.

### IV. Committee Review and Suggestions

At the April 19th meeting, the AATF discussed the objectives and merits of the case study interviews and generally approved of the concept and approach suggested by project staff. It was agreed that rather than formal AATF review and approval of the list of firms and questions, project staff would facsimile this information to AATF members individually for feedback and ideas. A quick response time was requested to enable the interviews to begin in a timely manner.

Additional comment from AATF members included the following:

Ted Grund identified his preference list of companies to be interviewed and suggested that the interview questionnaire include an opinion section. All the companies he suggested were included in the case study except Acme Tools because of the overlap in business type and geographic location with National Business Hardware. Additional opinion questions were added to the questionnaire to encourage the opinions and discussion of firm's long term goals. One question specifically asked was *what businesses feel would be best for the CEID as a whole in the next 10 to 15 years rather than focus on their own focus needs*. The purpose of adding the opinion questions is to aid the surveyor in business intent and case study data interpretation.

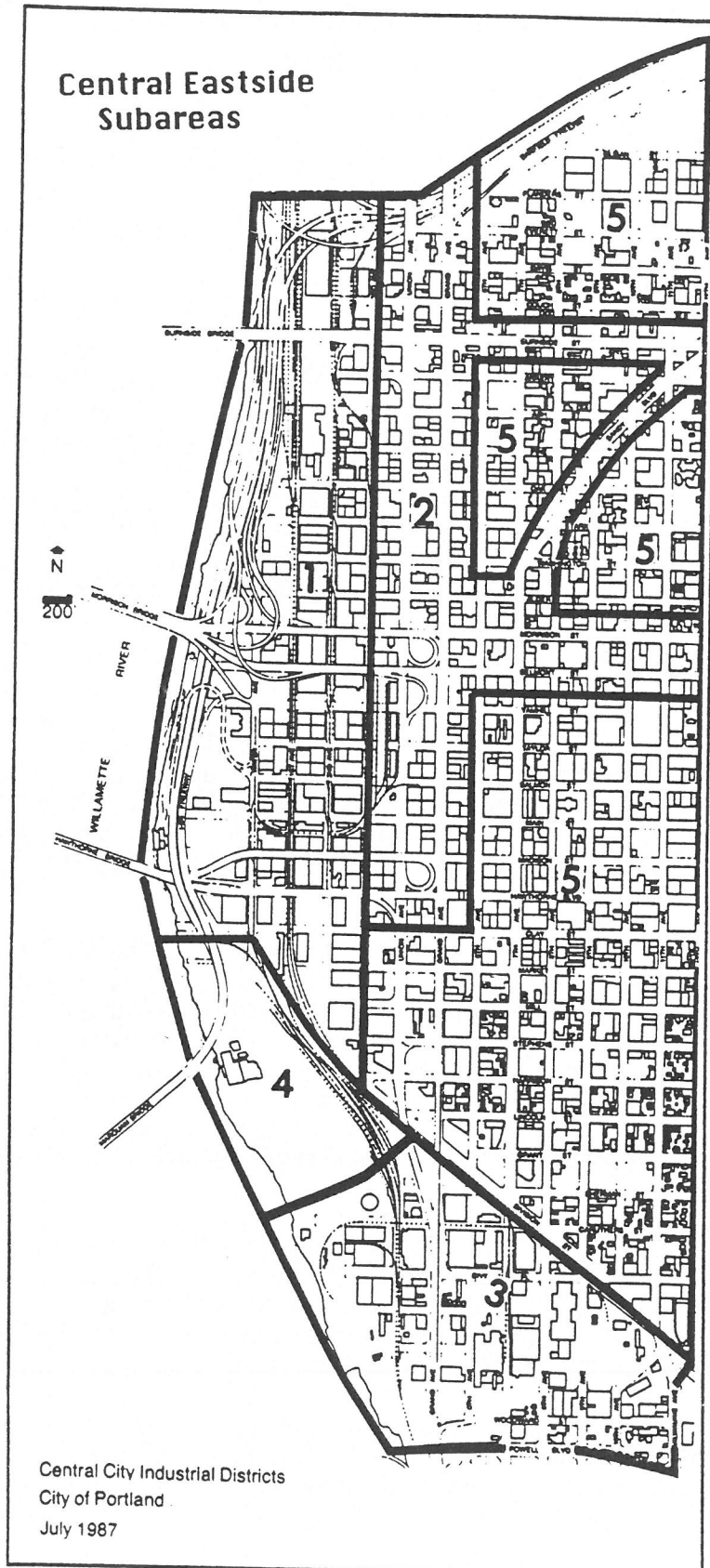
Margaret Kirkpatrick suggested a business that has left the CEID should be interviewed and a question asked to determine the reason for flight.

Mike Miller recommend consistency among the interviewees. He suggested CEO or designate should be interviewed. Case studies were interviewed with designated management staff, CEO, or designate. Mike Miller and John Bradshaw also recommended incorporating a family/historic business element into the interview process. C & L Tire Distributors and Burns Brothers Inc. were added to the list of firms to be interviewed in the case study both firms have a history in the CEID.

Karen Whitman felt the list of firms in the case study selection needed to include companies in the "people building" business. The Blazer Organization and OMSI were suggested as examples whose customers "come by car" and add to traffic concerns in the CEID. An opinion question was incorporated into the questionnaire that was asked about providing Light Rail Transit service to the CEID to determine employee and customer use. However, specific Station L subdistrict businesses were not incorporated into the case study because existing traffic studies are available on customer and employees access. Information on "people building" businesses is available through the Planning Bureau land use case files and can be provided to the AATF at their request. (see traffic studies in the PCC, OMSI, PGE, and Rose Quarter files)

All other AATF members submitted approval on the questionnaire and business list.

Figure 1



The five subdistricts in the Central Eastside are:

1. **Eastbank:** This area is the District's waterfront distribution center where rail, highway and local streets intersect to provide firms with a variety of transportation modes and access.

2. **Commercial Corridors:** These commercial arterials provide location for local service firms and large regional service and retail firms. Unique anchor locations exist for small class "A" signature office buildings. Residential activities are also an important component in these areas.

3. **Southern Triangle:** This area is the District's heavy industrial area with rail, highway and water access available. Several large manufacturing campuses existing in this area.

4. **Station L:** The Oregon Museum of Science and Industry anchors the northern part of this waterfront subdistrict with the southern part available for employment-generating facilities which can benefit from a waterfront location.

5. **Industrial Heartland:** This area encompasses the majority of land in the Central Eastside. It provides unique locations for specialized manufacturing and distribution companies. Firms benefit from a well-developed system of transportation and services.

# I-5 SOUTHBOUND ACCESS ALTERNATIVES STUDY

## Case Study Interviews Summary

June 30, 1995

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### I. Purpose

The purpose of the Case Study interviews is to obtain detailed information on a small number of selected businesses that could be considered representative or "typical" firms in the Central Eastside Industrial District (CEID) concerning transportation patterns and accessibility issues. Initially the study was budgeted for 6 to 8 business to be surveyed. The number was later increased to 14 responding to the request of the Access Advisory Task Force (AATF) that a broader business representation for the CEID be provided. Given the study timeline and budget, it was not possible to conduct a broader, more statistically valid survey. However, it was found that the firms selected as case studies provide valuable insight on the transportation constraints and decisions faced by businesses in the area.

### II. Approach

A overview of the businesses operating in the Central Eastside finds a broad spectrum of industrial and commercial classifications. The primary activities are distribution, manufacturing, warehousing, product supply, industrial services and district-level retail services. Many of these CEID businesses are small in employment size and "incubator" small entrepreneurial ventures, but larger industrial businesses are also found. A representative range of these types of businesses were selected for interviews.

Another consideration in selecting firms for interviews is location within the district. Again, a representative range by location, were selected for interviews. The geographic sub-areas of the Central Eastside are the Eastbank, the Southern Triangle, the Industrial Heartland and the Commercial Corridors. Businesses from the Station L subdistrict were not interviewed because all recent development activities (such as OMSI, PCC and PGE site) have prepared traffic studies which access information could be derived without specific interviews. It was considered important to have information from each of these subdistricts so the number of case studies was increased to represent a balance in geographic representation by the interviews. **Figure 1** delineates and describes the uses in these subdistricts.

A third area of consideration is the market or service area claimed by various businesses. Market geography for the area firms range from specific local markets, to regional, west coast, national or international. Although a representative range, by market area, was considered for interviews, it was recommended that a focus be placed on those serving a regional market because of the transportation issues that may be relevant to this study.

An exact scientific approach in determining the selection firms was not employed. However, it was somewhat a speculative approach by staff on which firms should be interviewed based on the mix of activities, location, and market area. The diversity of firms was confirmed in the interview process.



# **I-5 SOUTHBOUND ACCESS ALTERNATIVES STUDY**

## **Case Study Interviews Draft Report**

**Access Advisory Task Force**  
**June 30, 1995**

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- I. PURPOSE**
- II. APPROACH**
- III. FIRMS SELECTED FOR INTERVIEWS**
- IV. COMMITTEE REVIEW AND SUGGESTION**
- V. ADDITIONAL FIRMS ADDED TO CASE STUDY**
- VI. FIRMS INTERVIEWED**
- VII. INTERVIEW QUESTIONS**
- VIII. SUMMARY OF CASE STUDY FINDINGS**

### **APPENDIX A: CASE STUDY QUESTIONNAIRE**

### **APPENDIX B: CASE STUDY RESPONSES**

<b>B.1</b>	<b>PACIFIC COAST FRUIT</b>	<b>B.8</b>	<b>NATIONAL BUILDERS HARDWARE</b>
<b>B.2</b>	<b>PROMOTION PRODUCTS</b>	<b>B.9</b>	<b>COLUMBIA CORRUGATED BOX</b>
<b>B.3</b>	<b>NOR' WESTER</b>	<b>B.10</b>	<b>BURNS BROTHERS</b>
<b>B.4</b>	<b>SHLEIFER FURNITURE</b>	<b>B.11</b>	<b>C AND L TIRE</b>
<b>B.5</b>	<b>DARIGOLD</b>	<b>B.12</b>	<b>WHOLESOME &amp; HEARTY FOODS</b>
<b>B.6</b>	<b>LAND O' LAKES</b>	<b>B.13</b>	<b>FRANZ BAKERY</b>
<b>B.7</b>	<b>DOOR DISTRIBUTORS OF OREGON</b>	<b>B.14</b>	<b>THE JOINERY</b>

### **APPENDIX C: AATF CASE STUDY MEMO**

### **APPENDIX D: PARTICIPANT MEMO**

### **APPENDIX E: PARTICIPANT THANK YOU LETTER**