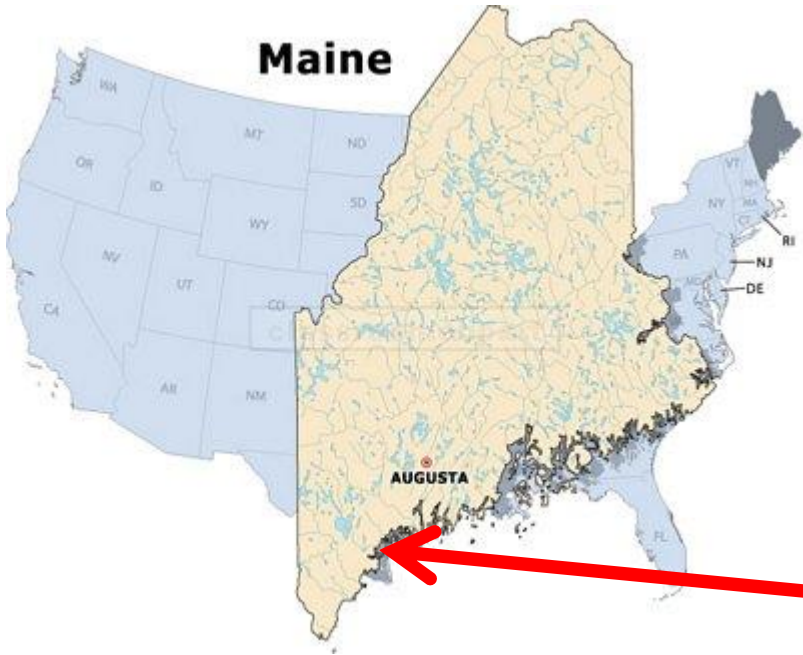


Waterfronts: On the Banks of a New Economic Development Opportunity:

Capitalizing on the Power of Marine Industry and Active Marine Use in Portland, Maine

Bill Needelman, Waterfront Coordinator
City of Portland, Maine
wbn@portlandmaine.gov

IEDC Future Forum, Buffalo, NY
June 25, 2018, 1:45pm

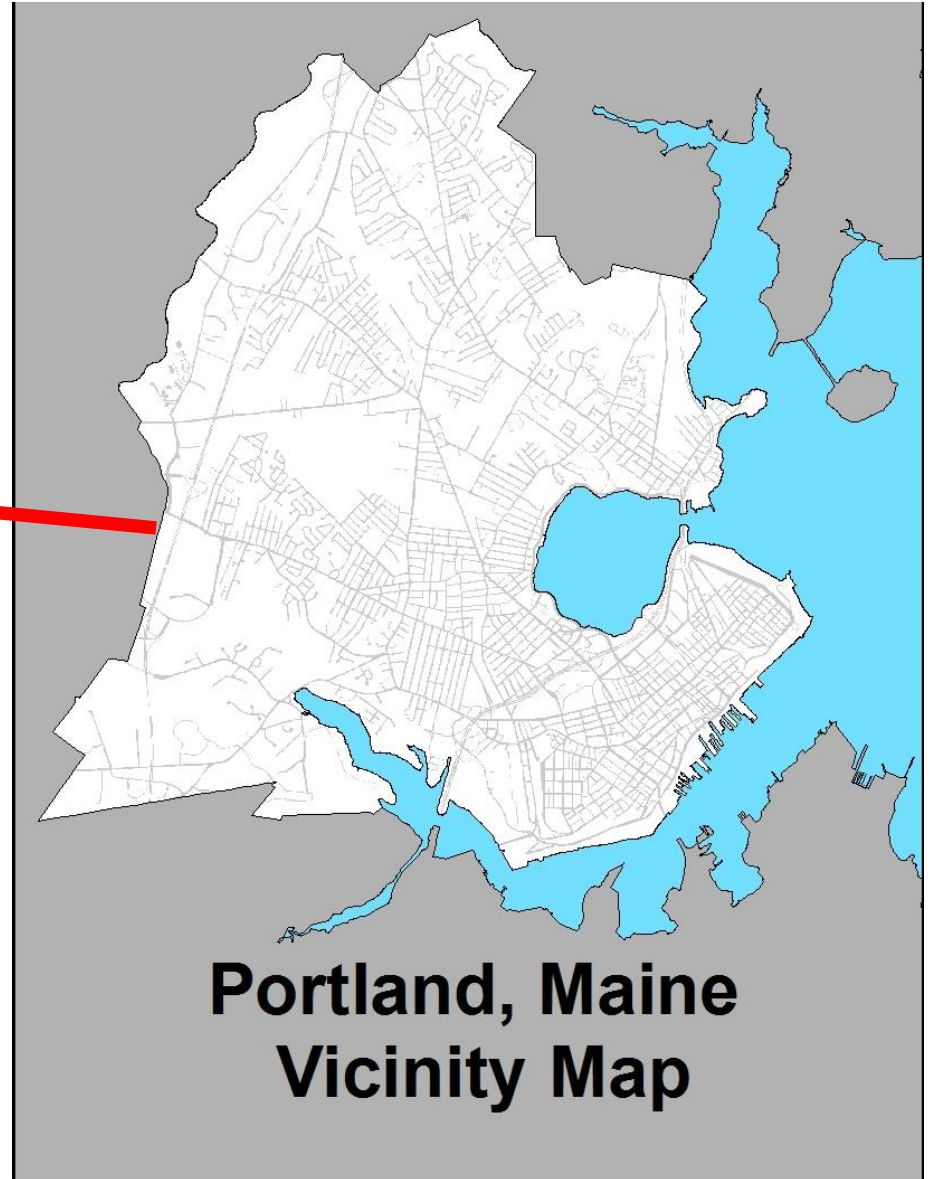


Maine

AUGUSTA

Year 2010 Population:
Metro Area:

66,000
250,000



**Portland, Maine
Vicinity Map**



Portland is

**2 hours north of
Boston by car
or train**

Connected by:

7 airlines

**International freight,
and**

Passenger ferry



Boom times for Hotel, Tourism, and Restaurants

Portland is the
service and financial
center of Northern New
England **and is**

**Positioned to be an
economic gateway linking
the continental US with:**

- The Arctic
- The Canadian Maritimes
- Northern Europe



**Portland's Diverse
and
Interconnected Economy**

**Medical Service
Biotechs**

Higher Education

Finance, Insurance

**Arts,
Design,
Creative
Economy**

**Food Manufacturing
Beer and Beverage**

**Tourism,
Hospitality,
Restaurants**

**Marine Industry
Freight
Fisheries**

Higher Education

Medical Services
Biotech

Finance, Insurance

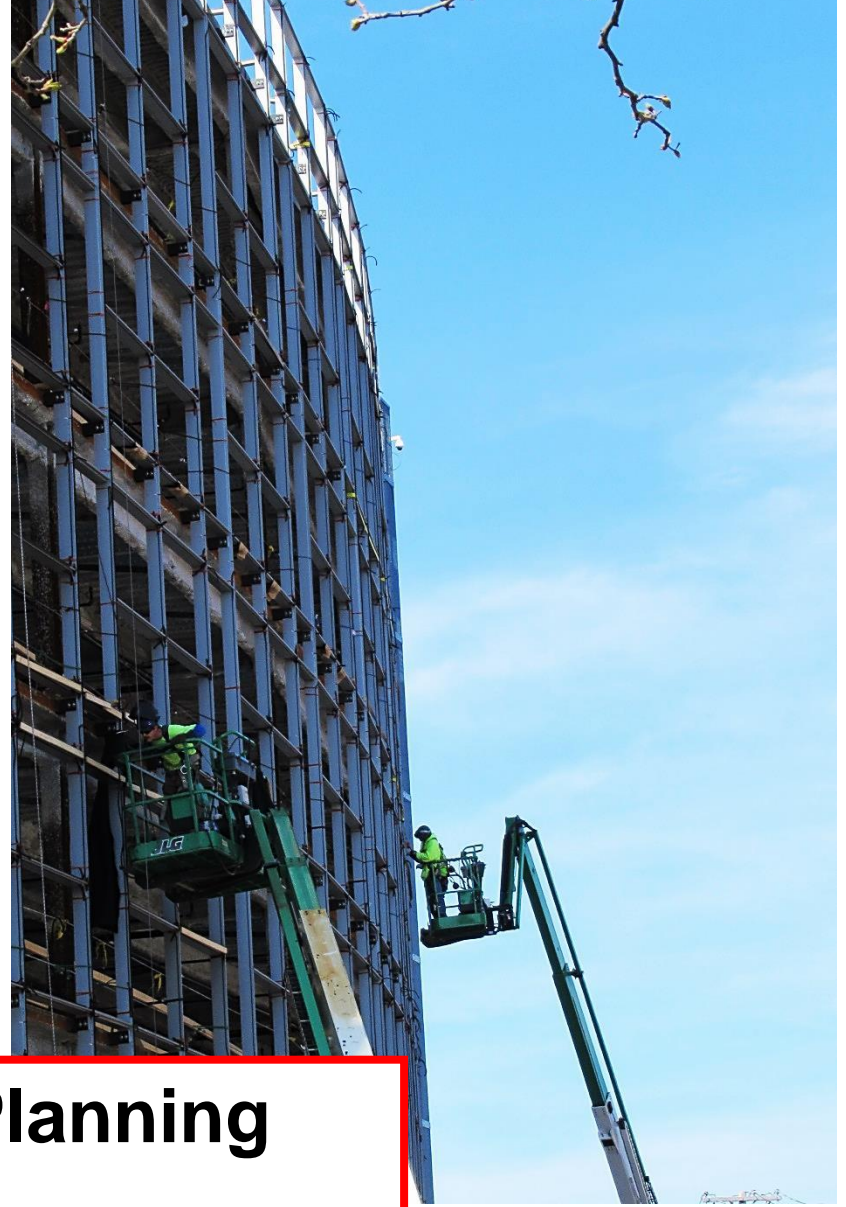
Some Industries need the Water Others gain benefit from Views and Ambiance

Arts,
Design,
Creative
Economy

Food Manufacturing
Beer and Beverage

Tourism,
Hospitality,
Restaurants

Marine Industry
Freight
Fisheries



**Waterfront Planning
or
Planning next to the water**

**Jobs verses Value:
Portland strives to
avoid the assumed
dichotomy**



Quality Commercial Marine Access

- Water Depth
- Protection (waves, weather)
- Security
- Vehicle access
- Loading capacity
- Pier-side support (Interior and exterior space)
- Utilities
- Parking



SCALE MATTERS

Quality Mixed-Use Environments



- Pedestrian Interest
- Safe, attractive walking routes
- Lighting
- Parking (off-site preferred)
- Vehicle Circulation and Loading
- Open space and amenities



Piers are difficult pedestrian environments because they are “dead ends”



Freight and Cruise Ships



Commercial Fishing:

- Ground fish
- Lobster
- Herring





Ferry Service:

- Casco Bay Islands
- Yarmouth, NS

Tours and Charters



Yachting and Sail Training



Marine Events



Examples :

Western Waterfront – Cold Storage

Eastern Waterfront – Ocean Gateway

Portland Landing



Western Waterfront



City of Portland Waterfront

Map produced by City of Portland Planning Office
from GIS Workgroup data and 2001 aerial photos,
October 2005

0 0.125 0.25 0.5 0.75 1 Miles

Recent Port investments by the Maine Port Authority succeeded in attracting new freight and international trade relationships with Northern Europe: Eimskip



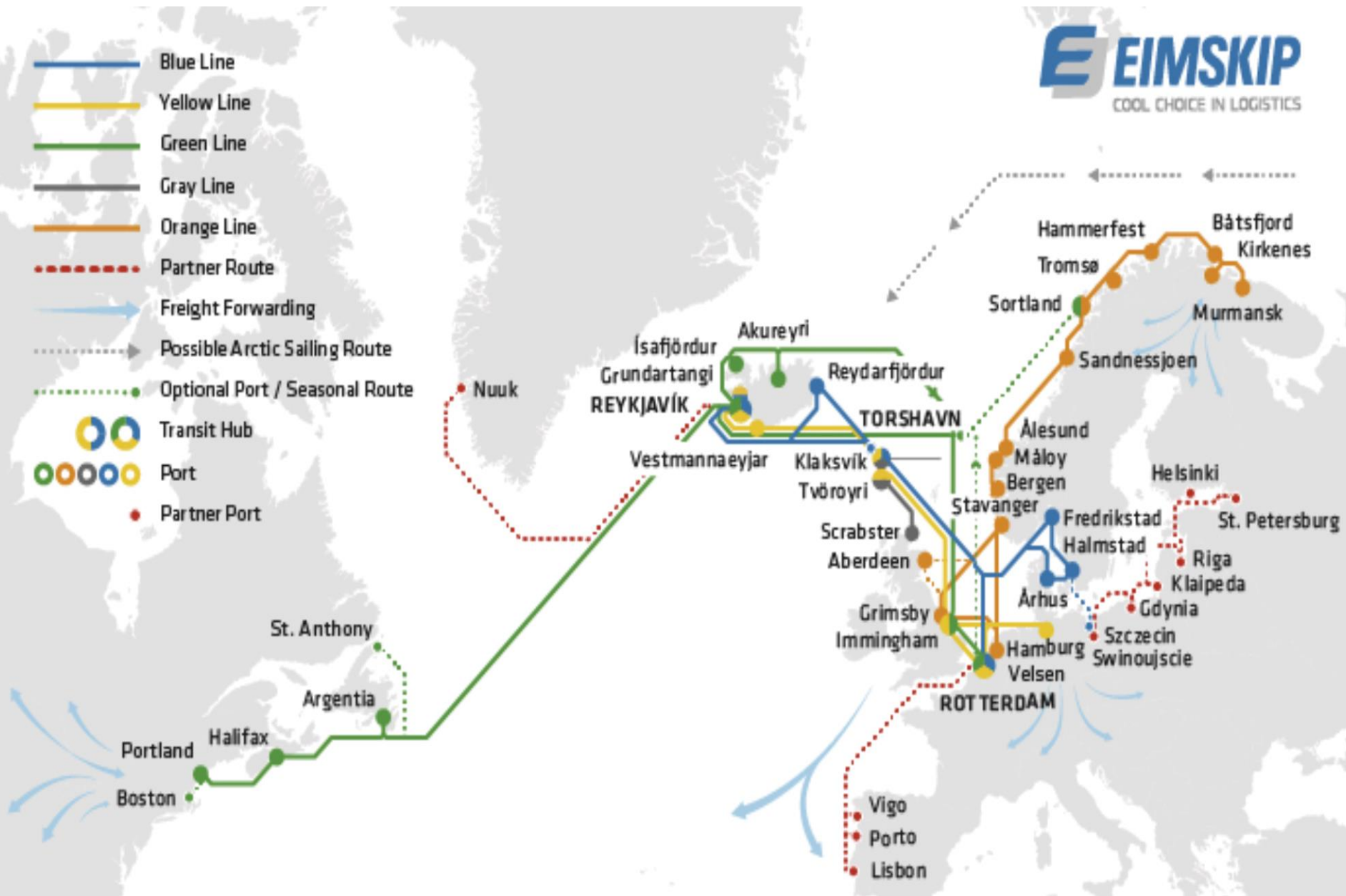


Image courtesy of Maine Port Authority

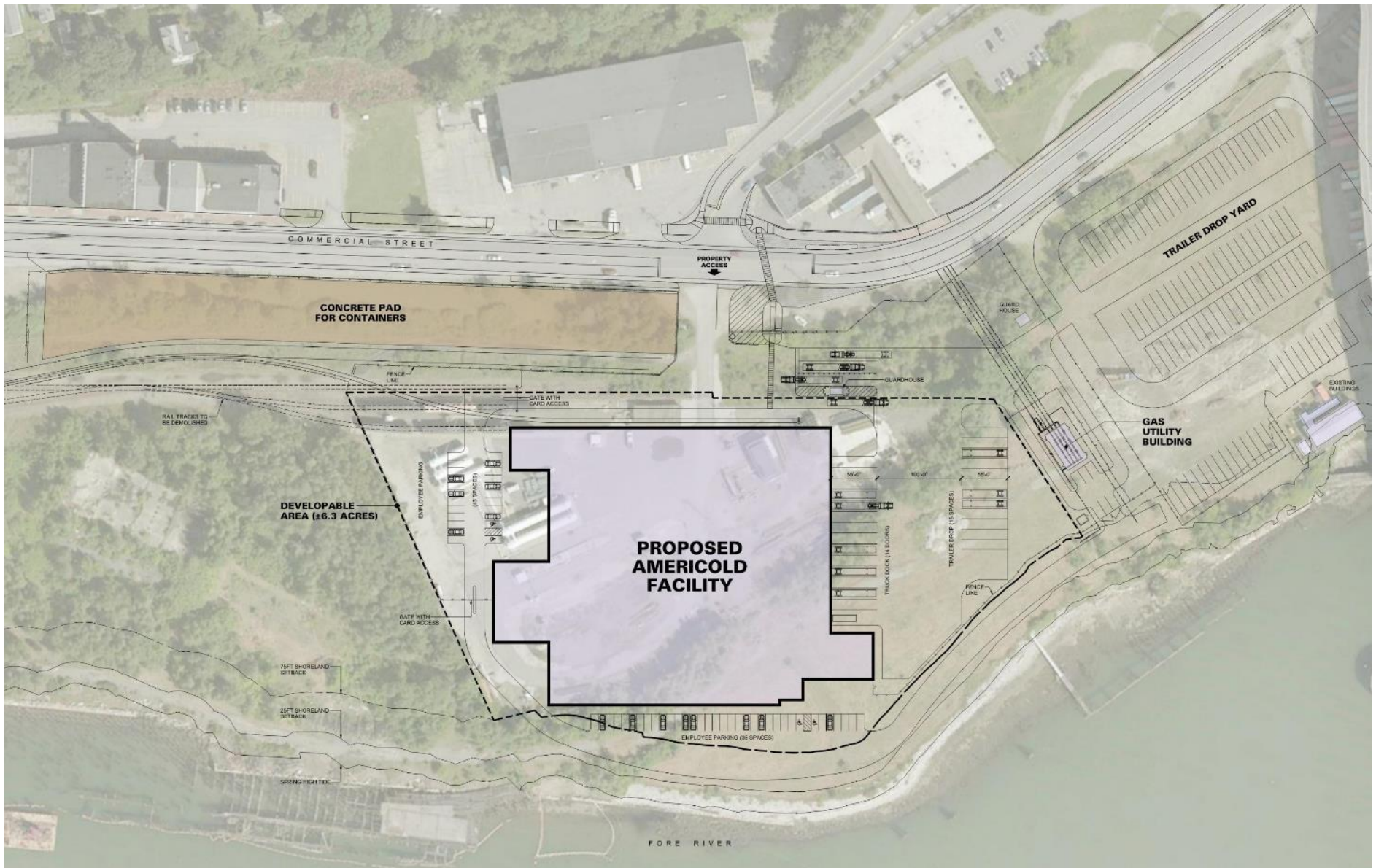


Image courtesy of Maine Port Authority

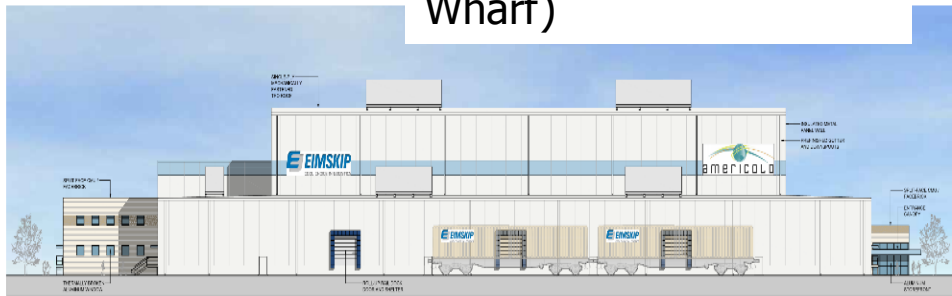
Project Overview: Conceptual Views of the Facility



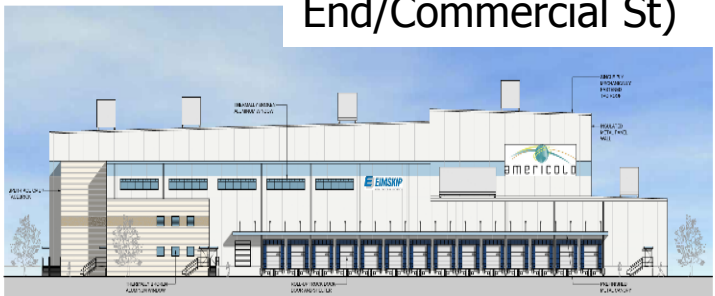
WEST ELEVATION
SCALE: 1/8" = 1'-0"
(view from Ricker's Wharf)



SOUTH ELEVATION
SCALE: 1/8" = 1'-0"
(view from Fore River/SoPo)



NORTH ELEVATION
SCALE: 1/8" = 1'-0"
(view from West End/Commercial St)



EAST ELEVATION
SCALE: 1/8" = 1'-0"
(view from Casco Bay Bridge)

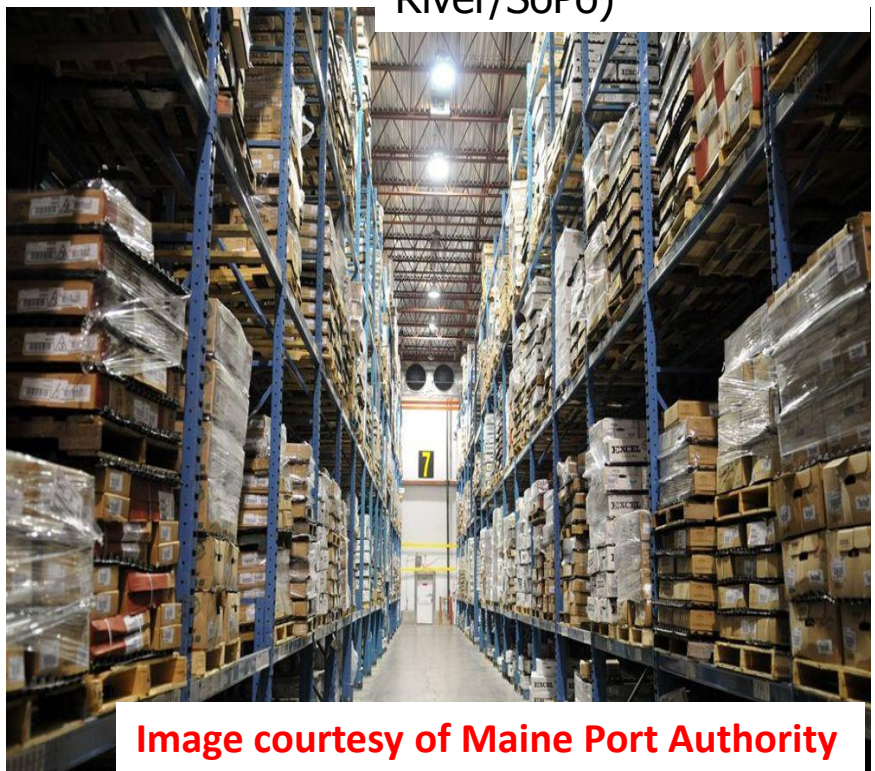


Image courtesy of Maine Port Authority





Demonstrate the Benefit

Benefits of IMT and Cold Storage

ESTIMATED ECONOMIC IMPACT OF THE IMT EXPANSION AND PROPOSED COLD STORAGE FACILITY

DIRECT FACILITY ECONOMIC IMPACT

Annual Economic Impact of Current Americold Operations at Read Street	
\$301,946	Salaries paid to workers at the Read Street facility in past 12-month period
\$494,728	Payments made to Maine-based subcontractors at the Read Street facility in the past 12-month period
\$77,026	Payments of State and local taxes for the Read Street facility in the past 12-month period
\$873,700	Total for Current Direct Economic Impact of Americold Operations
Projected Future Annual Economic Impact of the Proposed Facility	
\$567,574	Salaries for workers at the proposed facility per year
\$563,266	Payments made to Maine-based subcontractors at the proposed facility per year
\$92,765	Payments of State and local taxes for the proposed facility per year
\$1,223,604	Total for Projected Direct Economic Impact of the Proposed Americold Facility
Total Projected Americold Economic Impact Following the Initiation of Proposed Facility Operations	
\$2,097,304	

DIRECT FACILITY EMPLOYMENT IMPACT

- >> Approximately 186 temporary construction jobs to build the facility
- >> Once operational, approximately 21 permanent Americold jobs including:
 - >> 1 general manager
 - >> 2 manager/supervisory positions
 - >> 4 office clerical/administrative positions
 - >> 3 building/refrigeration/equipment maintenance positions
 - >> 11 lift truck operator positions
- >> Emskip US headquarters relocation will add 15 immediate jobs, which are projected to grow to 50 total positions

Demonstrate the Benefit

Benefits of IMT and Cold Storage

OVERALL IMPACT OF THE INTERNATIONAL MARINE TERMINAL

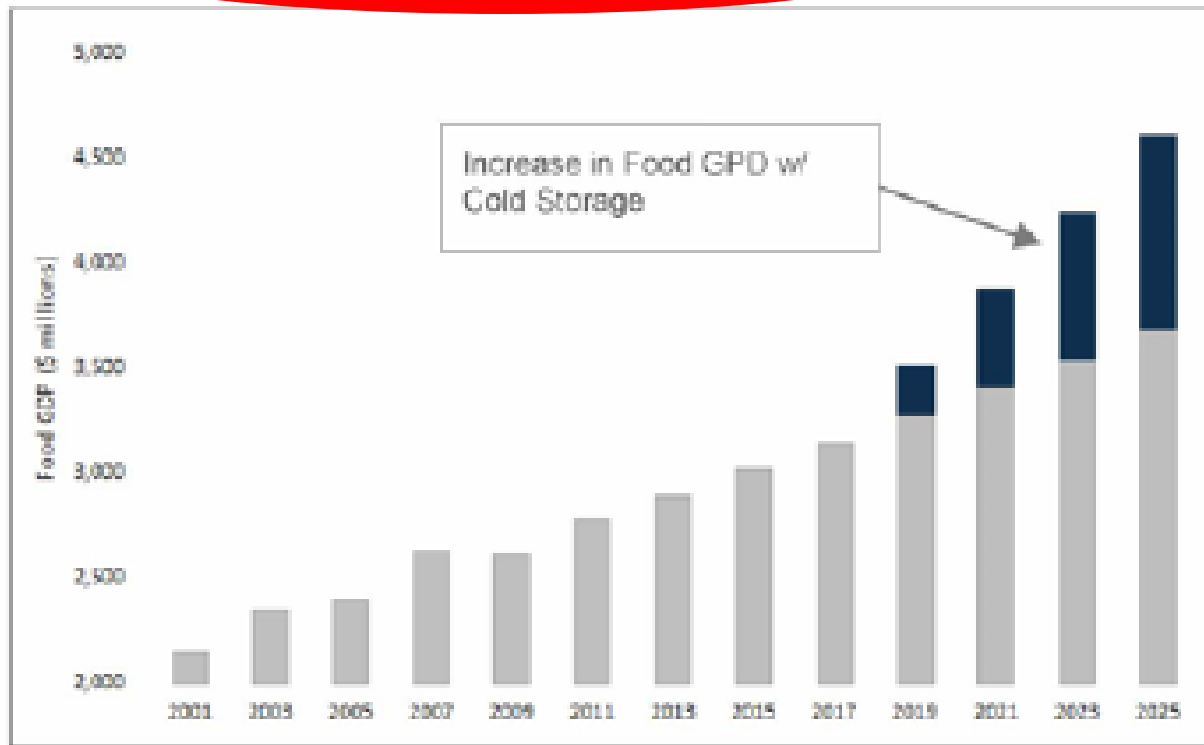
Annual Economic Impact of International Marine Terminal Expansion				
Component	Jobs	Wages	GDP	Total Impact
Port Operations				
International Marine Terminal operations	272	\$12,744,608	\$17,692,576	\$35,117,341
Economic				
Value of manufactured goods	687	\$34,581,002	\$59,352,970	\$93,933,972
Environmental				
Reduction in mortality, injury, and property damage				\$2,586,770
Reduction in highway maintenance costs				\$8,942,377
Diesel fuel saved				\$18,859,762
Reduction in truck noise				\$855,048
Reduction in emissions and CO ₂				\$11,282,728
Total	959	\$47,325,610	\$77,045,546	\$171,577,998

Image courtesy of Maine Port Authority

Demonstrate the Benefit

Benefits of IMT and Cold Storage

POTENTIAL IMPACT TO THE STATEWIDE FOOD ECONOMY



\$500 – \$900 million: Annual long term economic impact of cold storage on food clusters in Maine. The regression analysis depicted above presents the capacity that Maine's food and beverage GDP can grow with the increase of cold storage capacity. It does not mean Maine businesses will grow because of the increased capacity. Data sourced from Bureau of Economic Analysis (2015) and USDA Capacity (2016).



**Trade connections
drive education, arts,
culture, innovation, and
tourism connections**

Photo Credit, Chris Cary, SoliDG

Eastern Waterfront

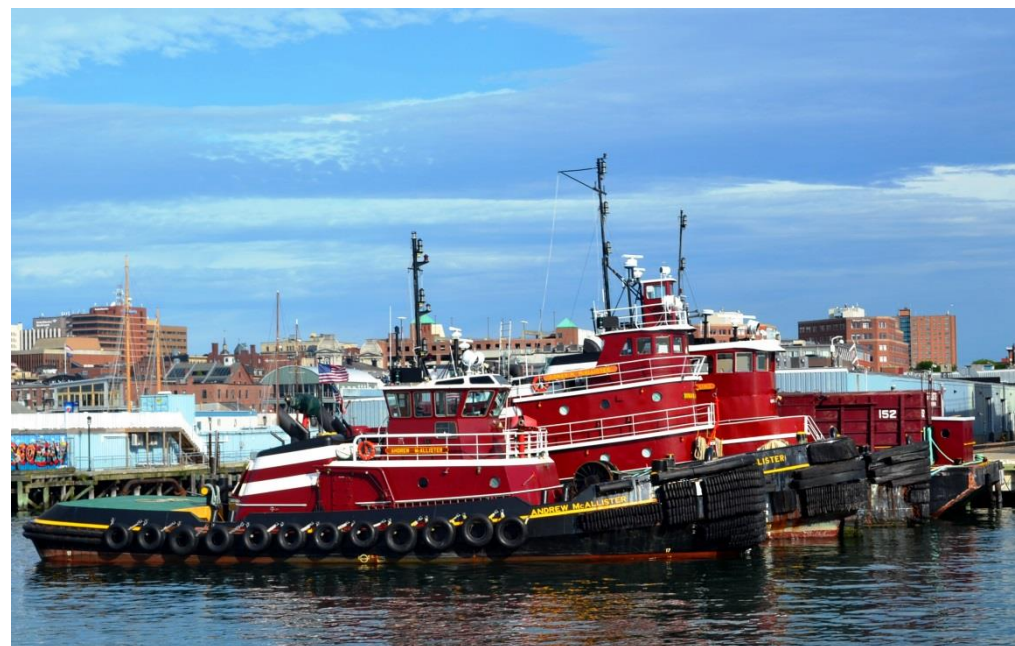


City of Portland Waterfront

Map produced by City of Portland Planning Office
from GIS Workgroup data and 2001 aerial photos.
October 2006

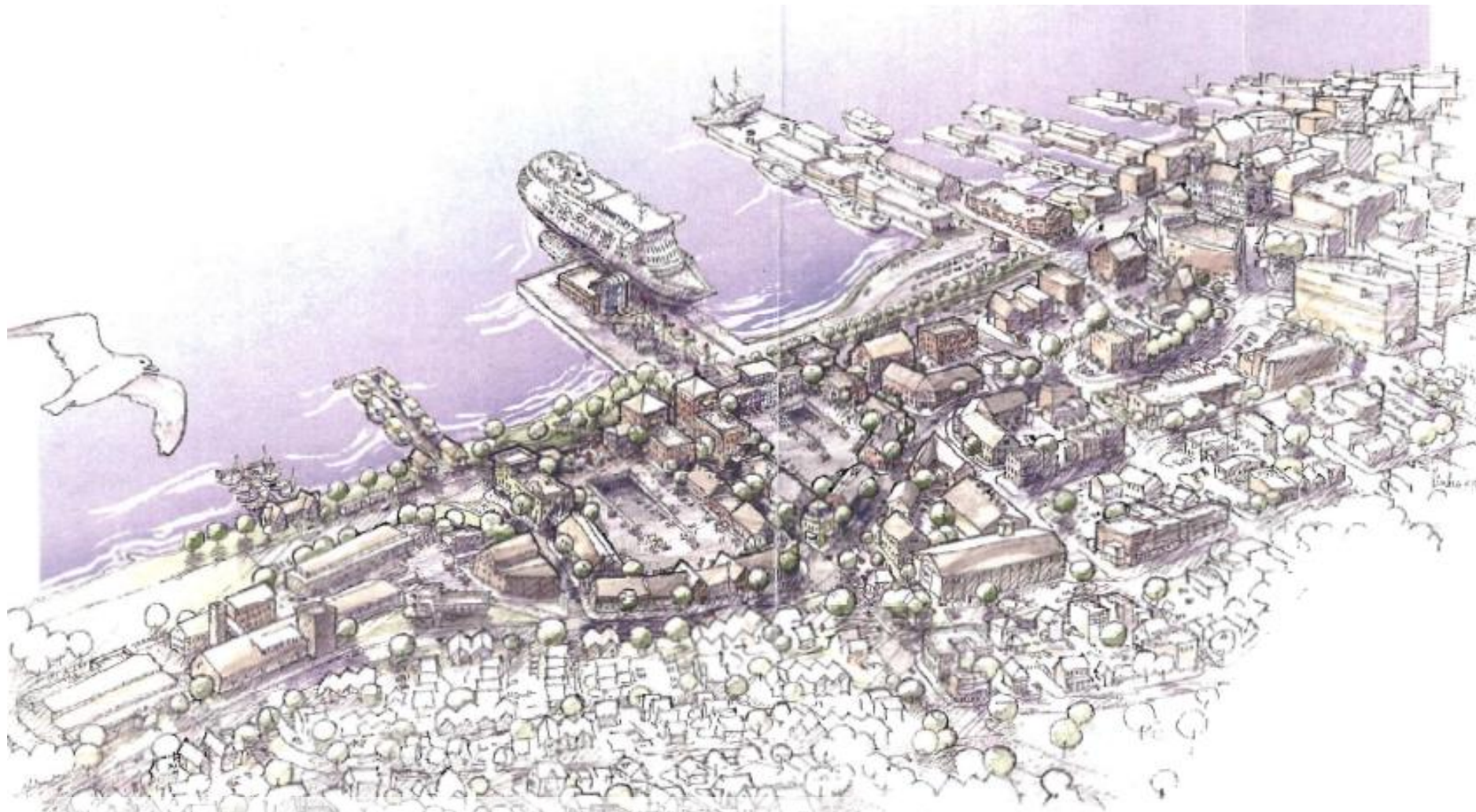
0 0.125 0.25 0.5 0.75 1 Miles

Passenger Operations



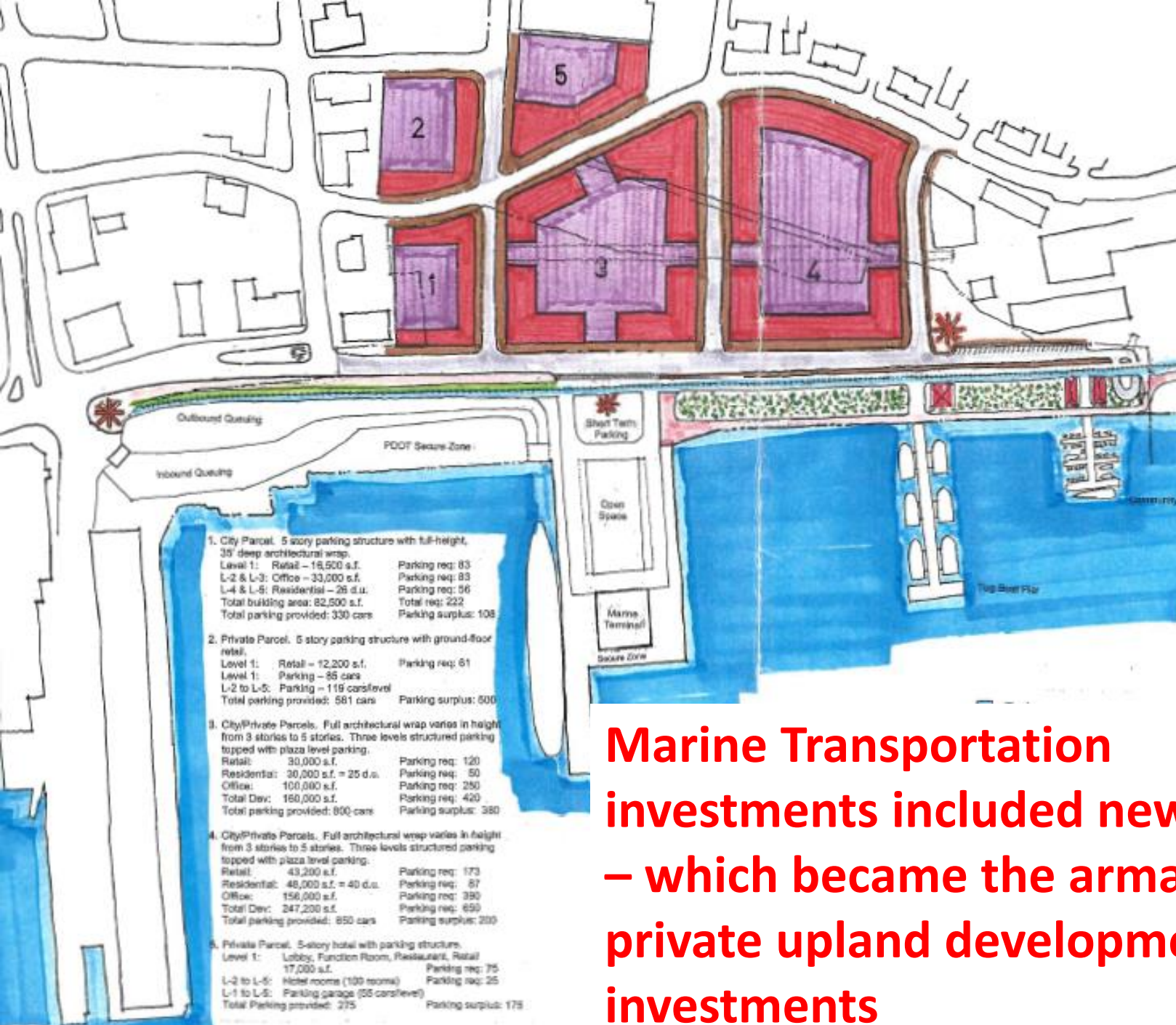
**Ocean Gateway is the marine
use anchor and was the
catalyst for upland planning
and development**





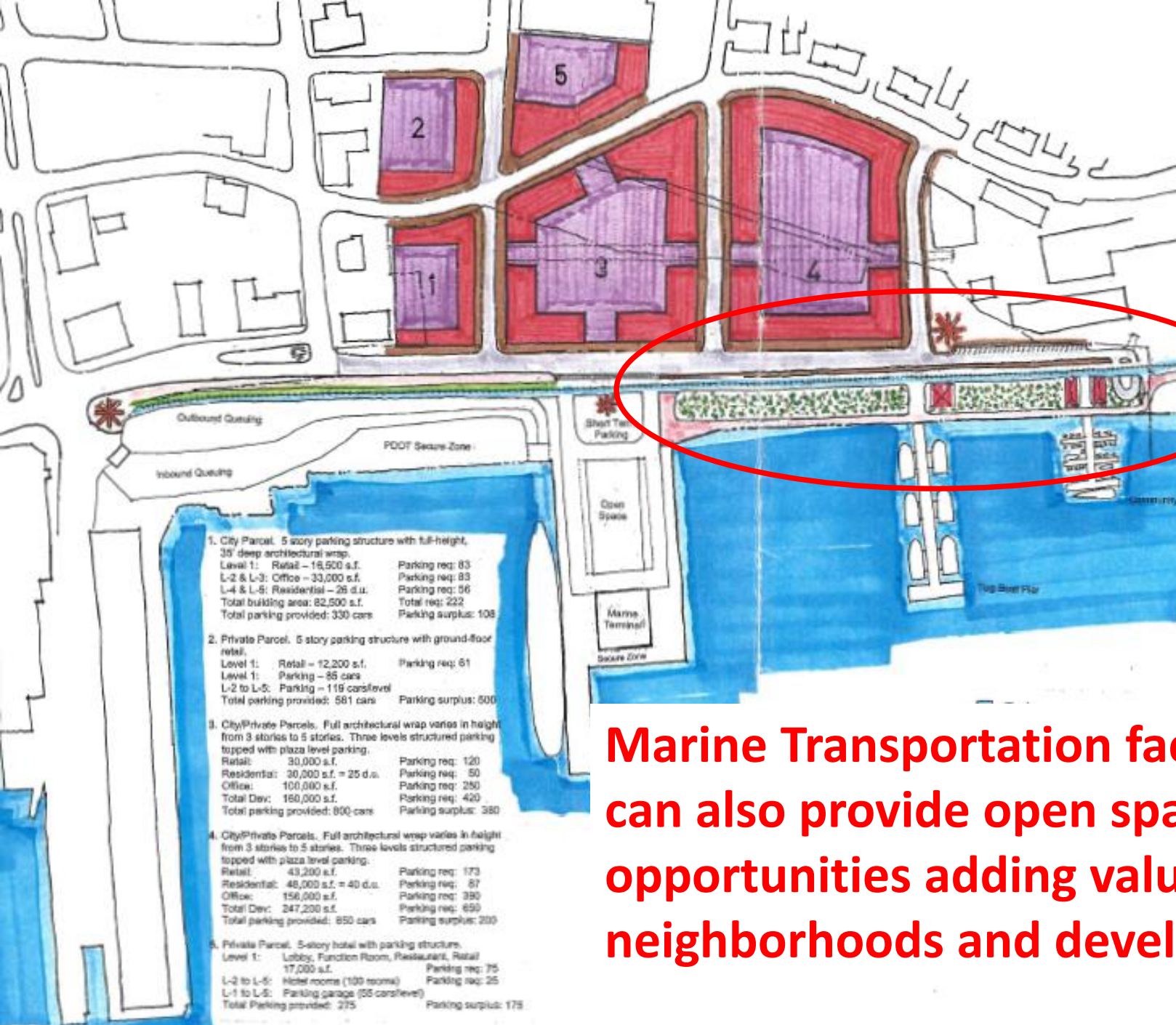
2002 Artists Rendering of how a marine facility might be the center of an urban development district

Gull's Eye View:
Potential Redevelopment Scenario
for the East End of the
Portland Waterfront

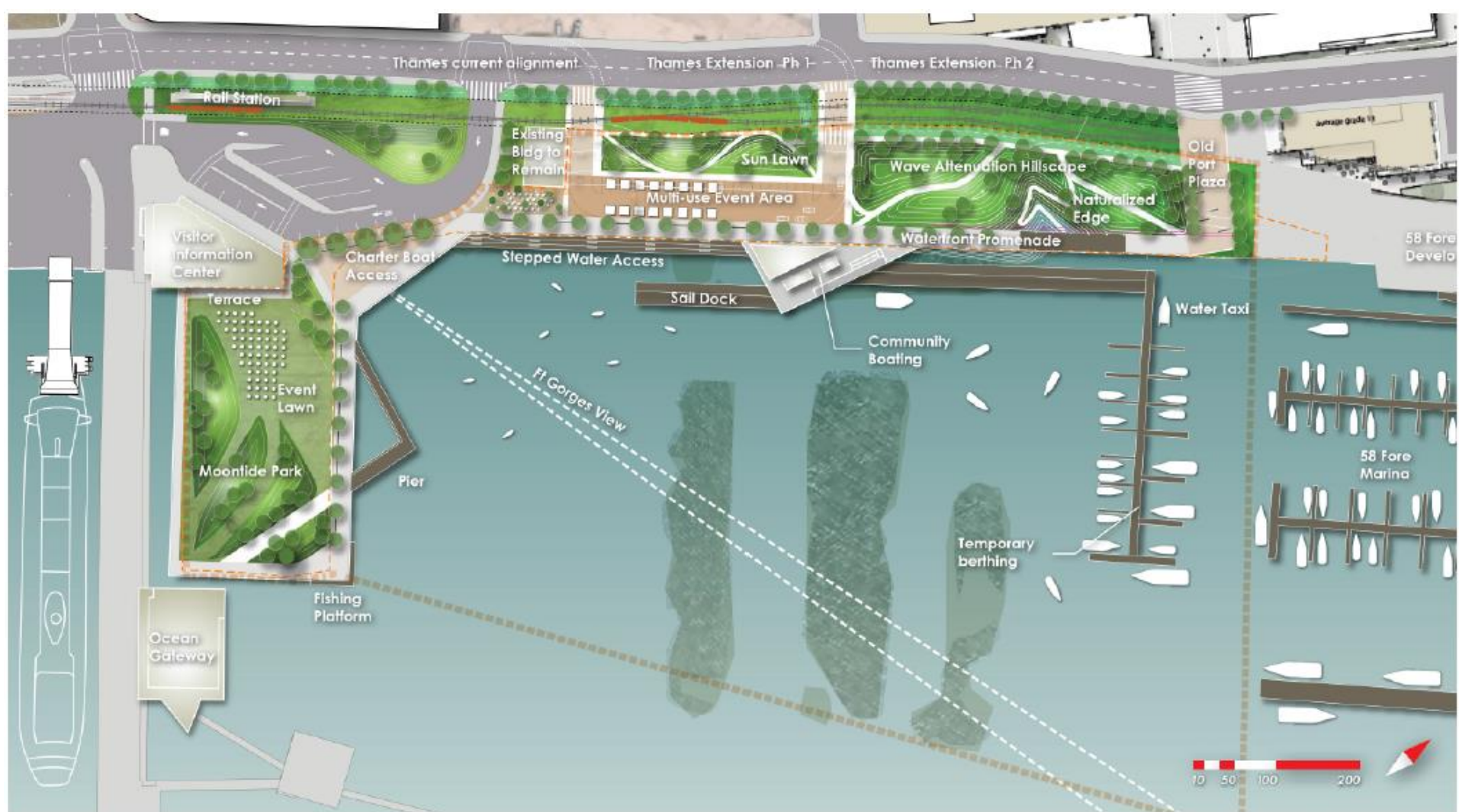


Marine Transportation investments included new streets – which became the armature for private upland development investments





Marine Transportation facilities can also provide open space opportunities adding value to neighborhoods and development



PREFERRED ALTERNATIVE: FINAL ALTERNATIVE SELECTED BY CITY WORKGROUP AND STAKEHOLDERS FOR DEVELOPMENT

Portland Landing



The Portland Landing program includes:

- Community Sailing and Sail Training
- Public landing with Water taxi and Charters
- Smaller scale events
- Passive enjoyment of the water



Active Use of the Water can become an organizing principle of development

**Water
dependent use
as an
organizing
principle:**

**Promote
employment**





**Foster an
inclusive
economy**



**Provide
connections
between
traditional
and emerging
industries**

Create an
authentic sense
of place



Questions?

Bill Needelman, Waterfront Coordinator
City of Portland, Maine
wbn@portlandmaine.gov

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