

Village Center

Public Outreach Workshop

June 7, 2011



- *Supports community efforts to expand transportation choices for people.*
- *Links land use and transportation planning*
- *Promotes vibrant, livable places so people can walk, bike, take transit or drive where they want to go.*



Tonight's Presentation

- Project Background and Overview
- Demographics and Markets
- Historical Context
- Ideas for a Village Center
- Connections
- A Vision for the Future
- Questions / Answers / Ideas

Why We're Here

- City of Wood Village conducts workshop on Potential Neighborhood Commercial Zone Extension
 - Proposing extension of the zone on 238th including properties on Walnut
- Citizen response indicates concern and opposition
- City seeks financial assistance from State, a Transportation and Growth Management Grant

What We're Doing

Transportation and Growth Management (TGM) Outreach Workshop Project

- Literature Review and Research
- Interviews and Site Visit to Wood Village
- Presentation Preparation and Review
- Public Workshop
- Final Report to the City

Expectations

- Purposes of the Workshop
 - Presentation by Consulting Team
 - Discussion by the Wood Village Community
- As a participant this evening, you will be encouraged to ask questions, express your thoughts and ideas, and provide written feedback.

LOCAL MARKET ANALYSIS

Current Market Situation

Retail

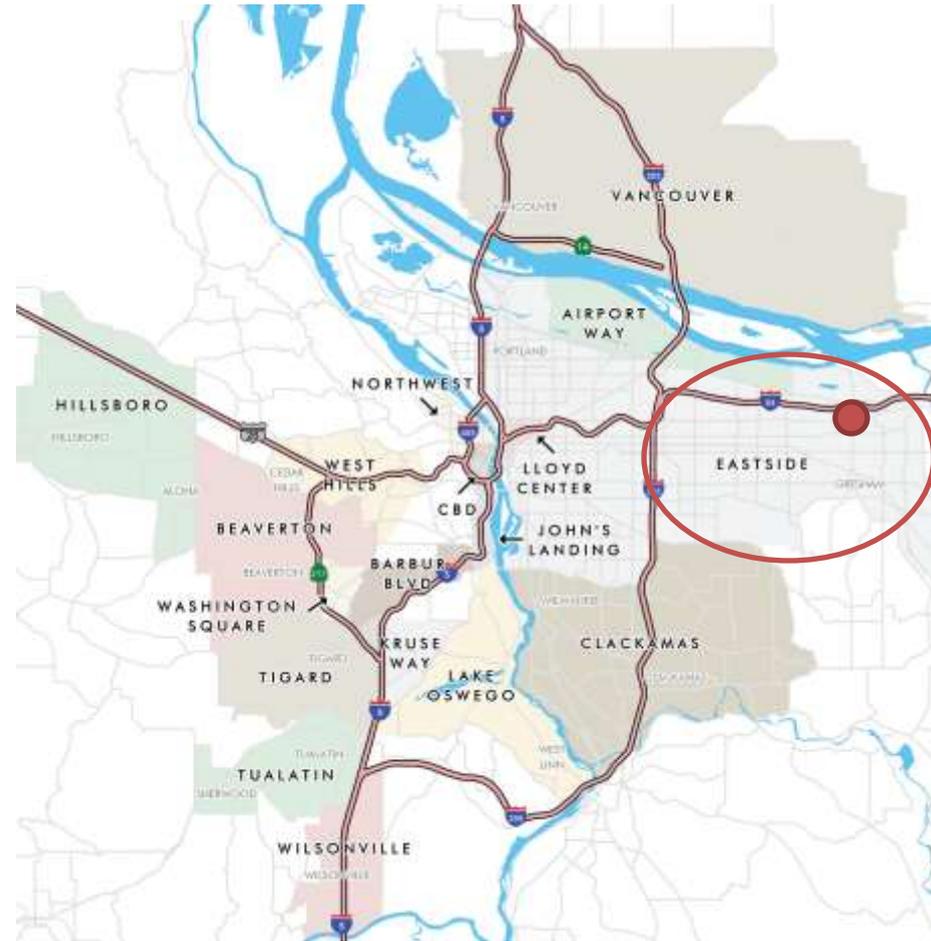
Portland Metro: 44.6M sq ft
(6.3% vacant; \$17/sq ft)

East Portland: 5.4M sq ft
(3.6% vacant; \$14.25/sq ft)

Office

Portland Metro: 44.1M sq ft
(15.1% vacant; \$20.47/sq ft)

East Portland: 2.4M sq ft
(13.4% vacant; \$15.8/sq ft)



Trade Area Demographics

- Population: 55,801 (2010) to 60,394 (2015)
- Median Household Income: \$48,777 (\$44,688 WV; \$56,049 metro PDX)
- Median Age: 33.6 years (30.5 WV; 36.4 metro PDX)
- Education: 33% w/ 4-year degree (20.3% WV; 21.7% metro PDX)
- Homeownership: 62.9% (61% WV; 59% metro PDX)



Source: American Community Survey (2009)

Wood Village Commercial Available



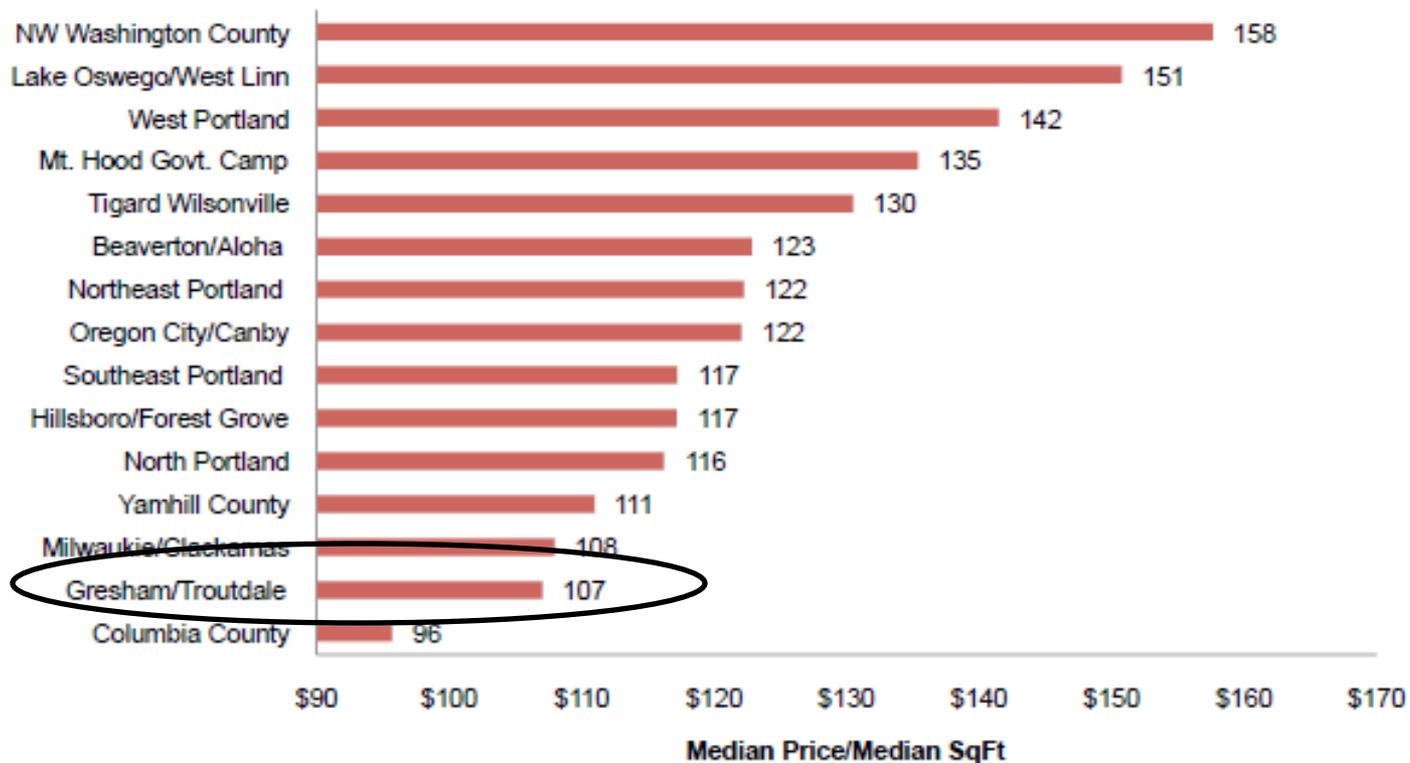
Residential: Multi-family



- Portland Metro, 3.8% vacancy
- Gresham/Troutdale < 3%
- Lowest rents in metro area:
2BR 2B \$767 @ \$.78/sq ft

Residential: Single Family (\$/SF)

Figure 5: Single Family Price per Square Foot, New and Existing Detached Homes, Portland Sub Markets



Wood Village housing—Mod/high price and low price; little in between

Wood Village Residential Market

- Median home value (\$225,338) ²⁰⁰⁹
- 48% single-family detached
- Median year built: 1985

City of WV: 22 home sales in last year, 63% distressed, \$172,250 median sales price
(Sources: Census, American Community Survey, Karen Schaaf, RE MAX)



Wood Village Customer Base

- Local full-time residents
- Area employees/businesses
- Visitors (*Edgefield: 50k/yr, USS Ranger-fall 2014, potential Greyhound Park redevelopment*)
- Pass-through traffic, I-84; *67,100 ADT*



Today



Future



Most Diverse Metro Portland Community

Non-white

- 23.4% in Trade Area
- 37.4% in Wood Village
- 19% in metro PDX

Within 2.5 mile trade area:

- 1,785 Businesses
- 23,702 Employees
- 36% Service, 27% Retail



Existing Retail Balance (residents)

- \$3.8 million in retail leakage or 19,000 sq ft
- Gaps
 - Sporting goods, music, hobbies, \$389k
 - Electronics and appliances, \$3.4M



Retail Demand

- Support for additional retail space will come from existing unmet demand and from growth in residential, employment and visitor markets
- By 2016, an additional \$30M or 125k sq ft of retail demand
- By 2021, another \$32M or 133k sq ft can be supported
- *Wood Village will need to continue to expand its consumer marketplace*

What Do Shoppers Want?

- Safe environment
- Attractive and enticing
- Easy places to stop, park, walk
- Basic goods/services and interesting browsable shops



What Do Businesses Want?

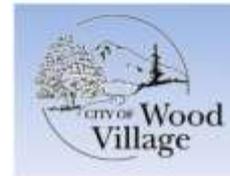
- Growing, large customer base
- Location: visible, accessible, quality building space
- Easy access for customers



Positive Business Environment

- Incentives
- Community / Center marketing
- Progressive thinking

LOCATE YOUR BUSINESS HERE FOR ALMOST NO FEES AT ALL!



- No SDC fees
- No Plan Review fees
- No Planning Department fees
- No Building Permit fees
- No Business License fees

For more information on this time-limited business opportunity please contact:

Bill Peterson, City Administrator
(503) 667-6211 or (503) 489-6856

Welcome to Wood Village!

LET'S WORK TOGETHER!

Residents, Visitors, Employees Want

- Diverse, great food
- Businesses that care about them
- Value and quality



Downtowns & Neighborhoods: Hotbed of Entrepreneurship



- Lifestyle and wellness
- Gathering places (coffee)
- Local heritage (art to books)
- “Shoppertainment”
- Local arts
- Interesting food
- Gifts and indulgences
- Destination retail
- Neighborhood-serving

Target Business Mix: Neighborhood Convenience, One of a Kind

Business Categories	Neighborhood Commercial Corridor				Sub-total
	Beaumont	Alberta St	Sandy Blvd	42nd Ave	
Apparel ¹	6	11	5	2	24
Arts, Entertainment and Recreation ²	1	10	3	-	14
Books and Music Stores	1	4	1	-	6
Business and Professional Services ³	7	2	12	2	23
Financial, Insurance and Real Estate Services	16	7	20	3	46
Fitness, Health and Wellness Centers ⁴	9	4	1	-	14
Food Stores ⁵	3	4	6	4	17
Gifts ⁶	6	4	1	-	11
Other Services ⁷	2	4	6	4	16
Personal Care Services ⁸	9	9	13	2	33
Restaurants, Bars and Cafes	23	40	31	13	107
Specialty Retail ⁹	9	7	13	-	29
Sporting Goods, Hobby and Toy Stores	-	5	5	-	10
Total	92	111	117	30	350

Source: Marketek, Inc.

Successful Mixed-Use Developments

- Critical mass of ground-floor commercial: >100,000 sq ft
- Match dominant demographic and lifestyles of residents/workers they seek to attract
- Anchor(s) tenants (could be restaurants) + lifestyle uses
- Civic uses could be incorporated

Will Mixed-Use Work in Wood Village?

The key components are:

- Population and employment growth
- Quality affordable product and walkable, accessible location
- Residential is critical to commercial

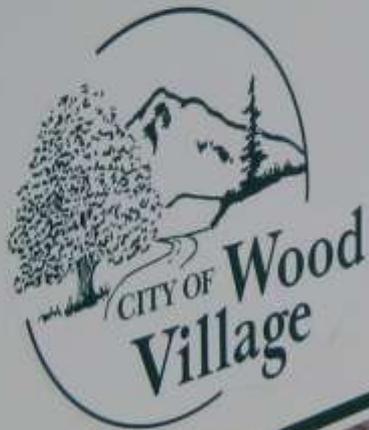
I would like to see a...

- Coffee/bagel shop
- Sit-down family restaurant
- Pizza shop
- Pub/live music
- Bike shop
- Sporting goods store
- Quality consignment for children & ladies
- Bank
- Hair stylist
- Laundry/dry cleaner
- Child care
- Gym/fitness
- UPS store/copy center
- Post office
- Community center
- Farmers' market

...in Wood Village.

A VILLAGE CENTER

Wood Village Community Garden



What defines
Wood Village
today?

Historic Patterns

- No traditional “Main Street” development
- Crossroads community – node developed in the mid-1940s
- Supports and identifies with neighboring cities and towns / companies
- Primarily residential, Cape Cod-style worker housing

Historic Core



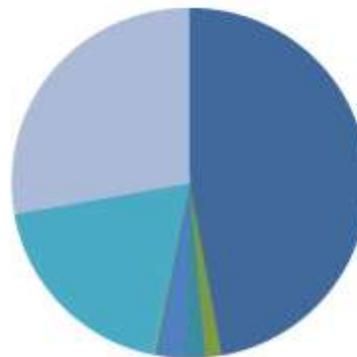
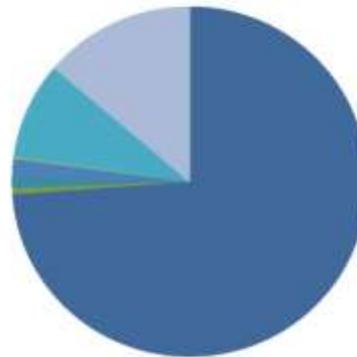
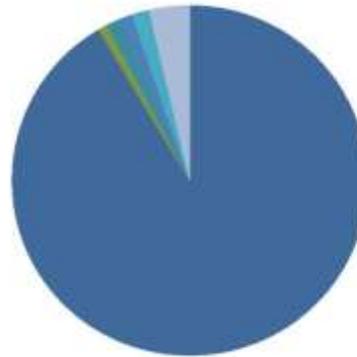
1954



2010

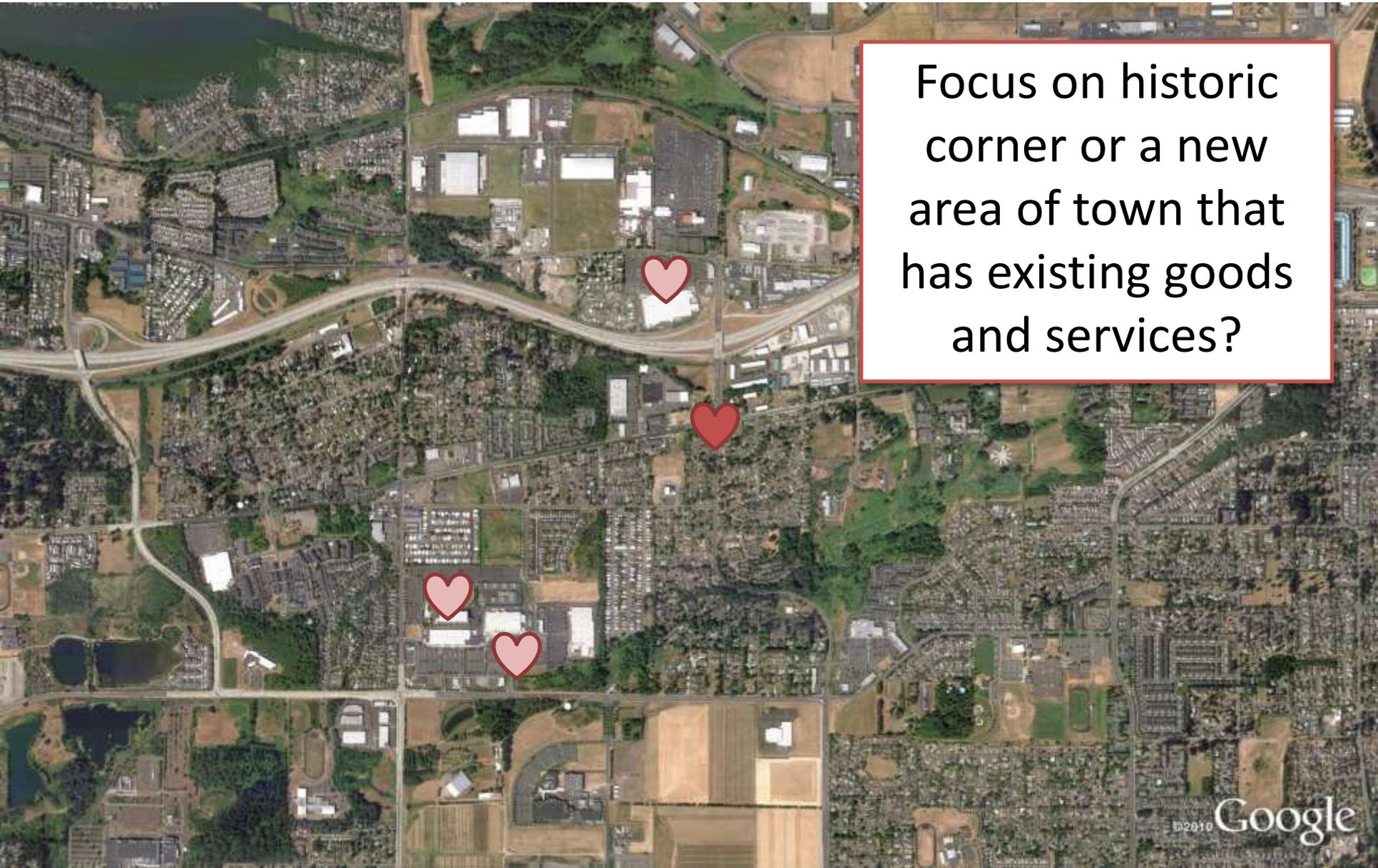
WOOD VILLAGE CITY, OREGON
RACE AND ETHNICITY DEMOGRAPHICS 1990-2010

A Shifting Demographic



Is there a new heart of Wood Village?

Focus on historic corner or a new area of town that has existing goods and services?



Elements of a Good Main Street

- Wide sidewalks
- Landscaping
- Pedestrian-scale lighting
- On-street parking
- Street-oriented development
- Safe pedestrian crossings
- No more than $\frac{1}{4}$ mile long (1,320 feet)
- It's the MAIN street (location, location, location!)

FAIRVIEW VILLAGE



Landscaping!

Pedestrian-scale lighting!

On-street parking!

Street-oriented development!

Wide sidewalks!

TROUTDALE



Landscaping!

Pedestrian-scale lighting!

On-street parking!

Street-oriented development!

Village Center Needs to be Close-By, Promoted and Connected

Seasonal decorations, parades, festivals, street fair, special lighting, organized events...



Close to major civic facilities like a plaza, park or open space and close to PEOPLE!

A Few Ideas

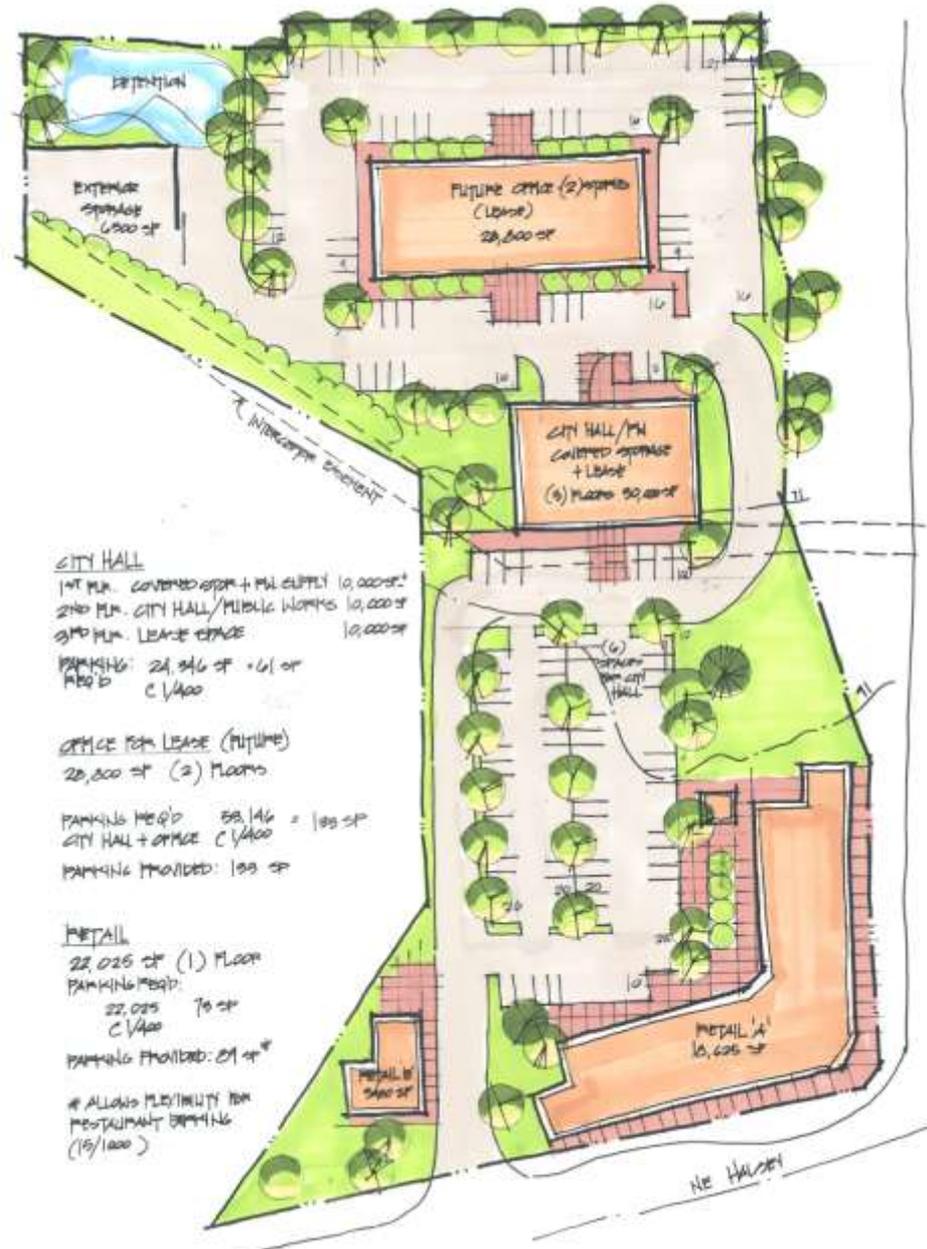
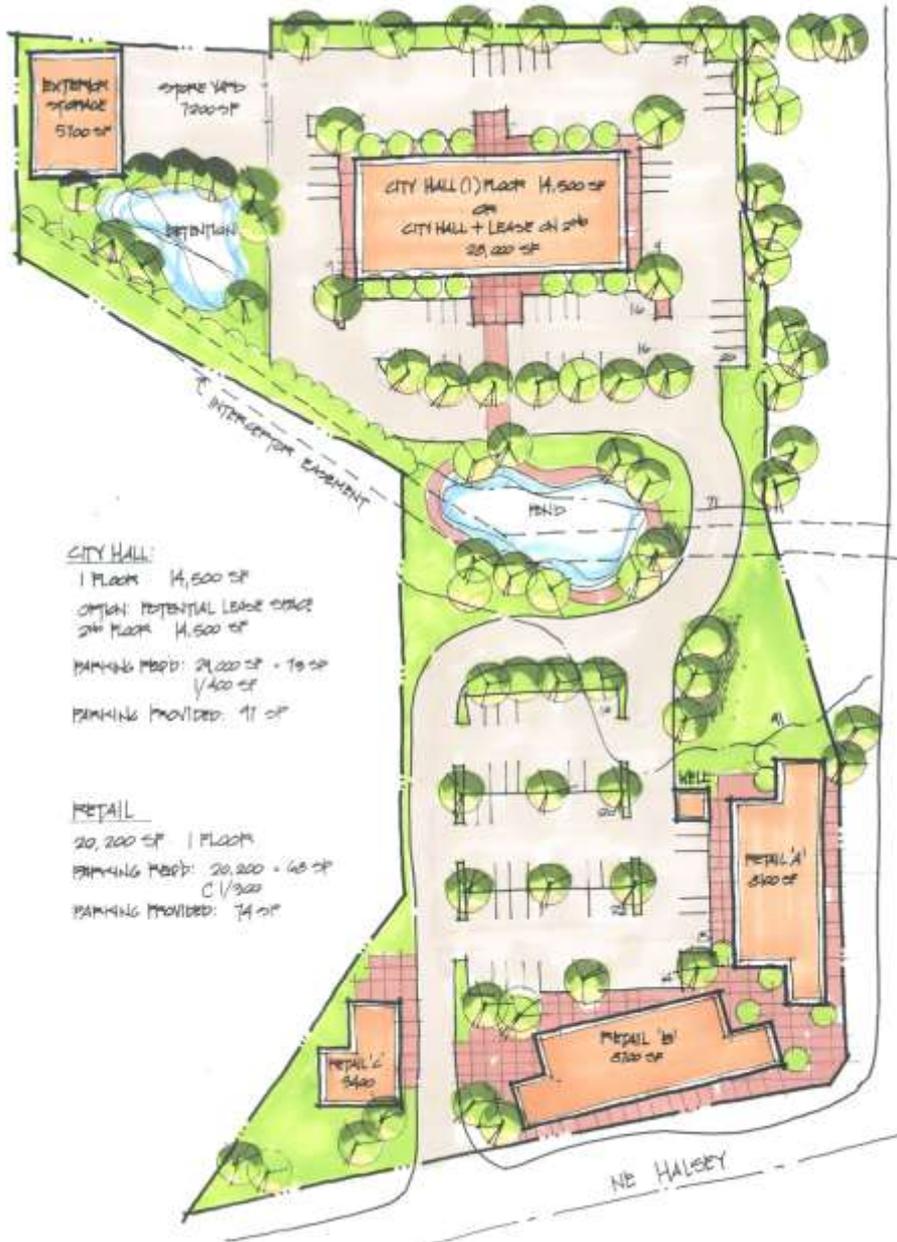
1. Bolster the historic 100% Corner: 238th and Halsey
2. Create a new Village Center Neighborhood
3. Redefine the Town Center to also be the Civic Center

1. Village Center – Commercial Focus



- Rebuild City Hall on the city-owned site, also integrating a series of public open spaces and the community garden
- Focus new mixed-use development along Halsey between 238th and just beyond new north-south street
- Keep existing zoning / land use designations
- Create “history node” on the SE corner of 238th and Halsey that celebrates the 1940’s era housing development in Wood Village

City Hall Design (2003)



Mixed Use Along Halsey

Wood Village, OR

Office and Retail



Retail and Office



Lake Oswego, OR

Retail and Residential



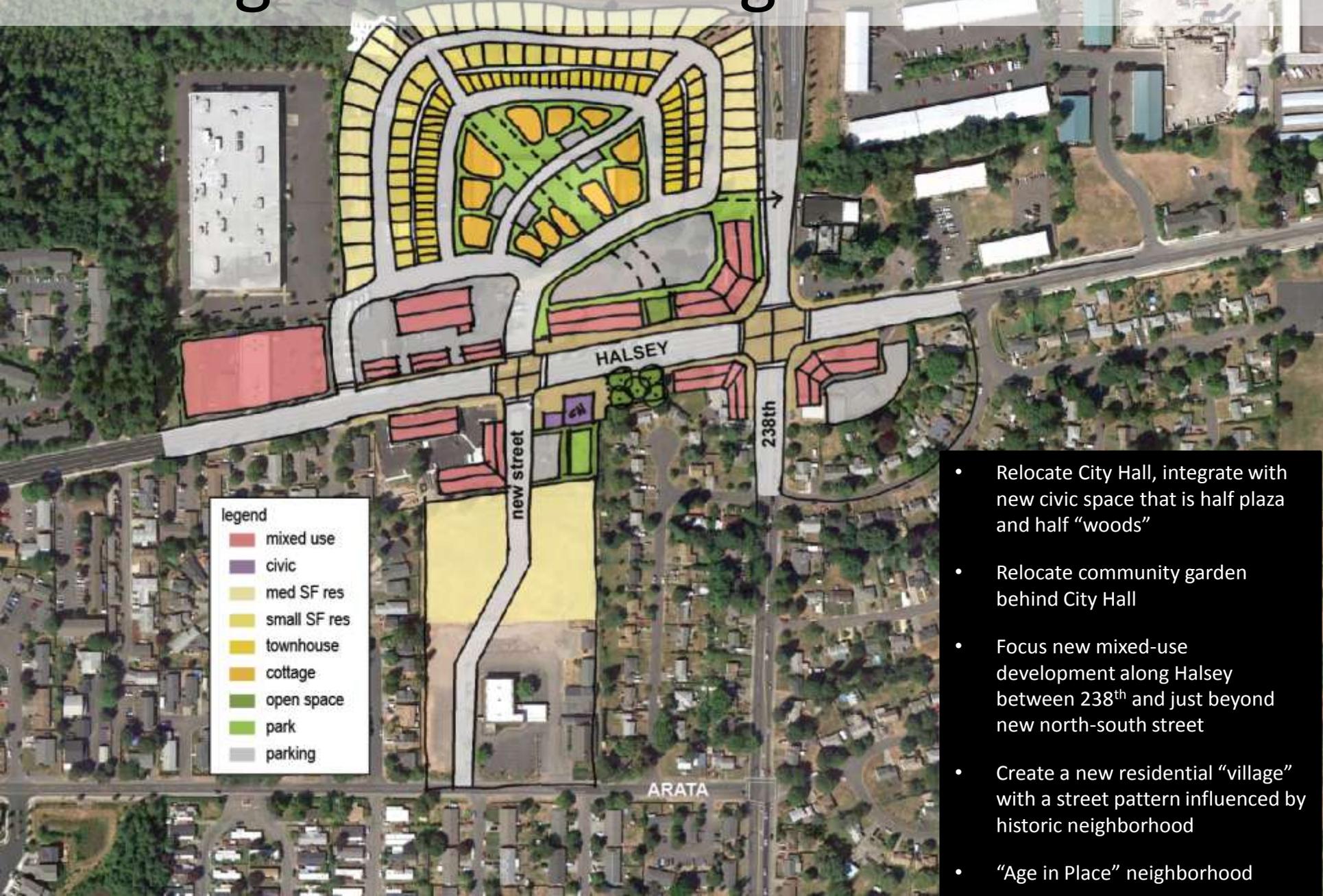
Cannon Beach, OR



Retail and Residential

Manzanita, OR

2. Village Center – Neighborhood Focus



- Relocate City Hall, integrate with new civic space that is half plaza and half “woods”
- Relocate community garden behind City Hall
- Focus new mixed-use development along Halsey between 238th and just beyond new north-south street
- Create a new residential “village” with a street pattern influenced by historic neighborhood
- “Age in Place” neighborhood

Signature Civic Space

- Partner with non-profit developer(s) to create a mixed-use public building that houses civic, residential, and commercial spaces



3. Village Center – Town Center Focus



Image: Parallel Design Studios

- Create new Village Center with a meeting hall and other civic space, integrate with existing Town Center commercial development
- Incorporate residential
- Share larger facilities with adjacent communities (i.e., library, community center, aquatic center, etc.)



Bridgeport Village, Tigard, OR

CityPlace, West Palm Beach, FL



Santana Row, San Jose, CA



Residential Development

- Need “rooftops” within walking distance to support Village Center
- How to achieve density in a respectful way
- Creating a walkable – bikeable community
 - Sidewalks
 - Trails
 - Bike lanes
 - “Short cuts”



Cottages

Depoe Bay, OR

Cottage Clusters



Monmouth, OR



Fairview, OR

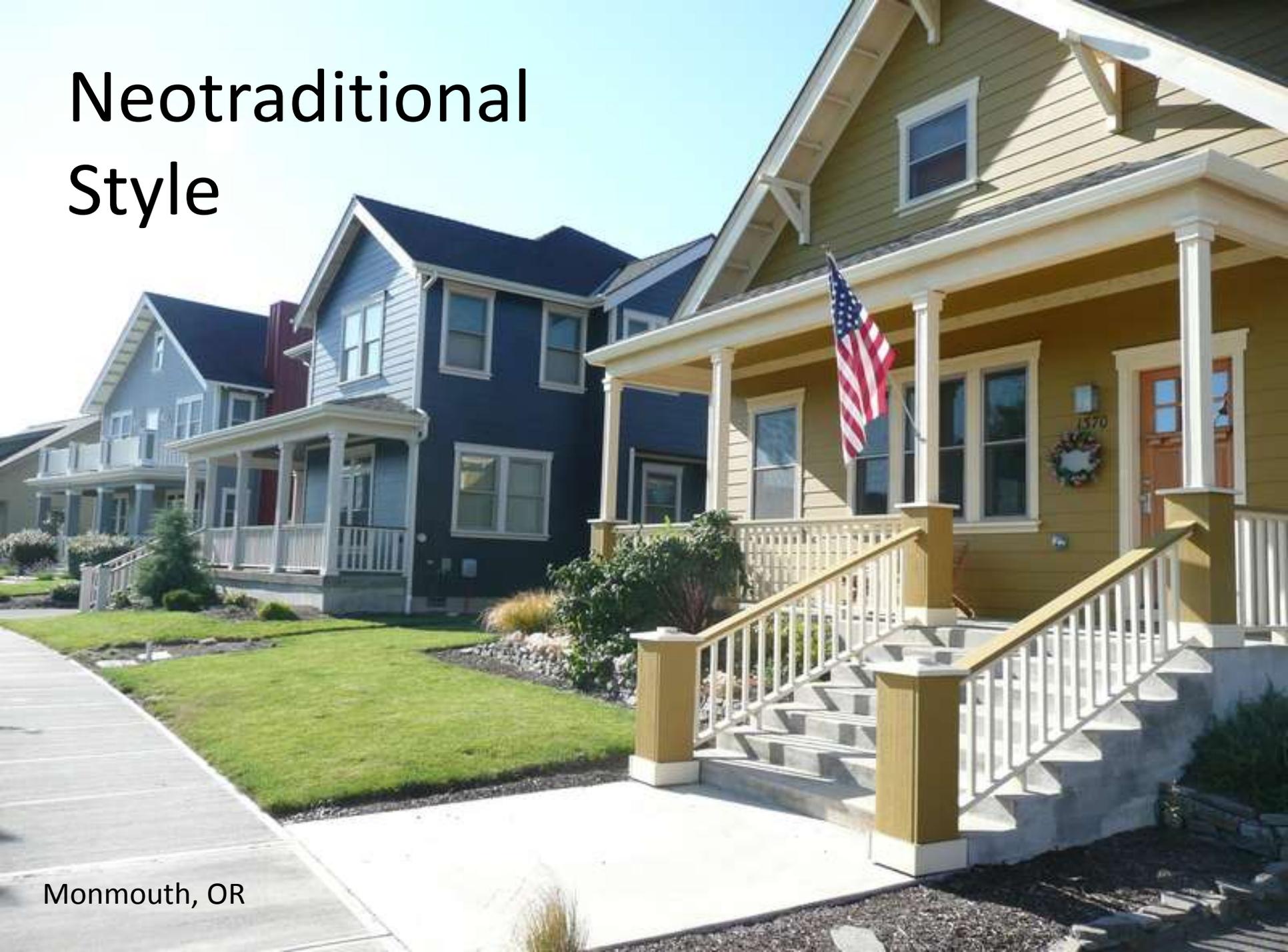
Townhomes

Range of Housing Sizes and Costs



Monmouth, OR

Neotraditional Style



Monmouth, OR

CONNECTIVITY

Local Street Connectivity



- Lack of connectivity between Upper Village / Lower Village and Town Center
- Lack of connectivity between Halsey and Arata

Bike/Ped Connectivity



- Lack of safe crossing opportunities across Halsey between 223rd and 238th
- Lack of connectivity between Upper Village / Lower Village and Town Center

Local Connectivity

- Create safe and convenient Halsey Street pedestrian crossing opportunities



Local Connectivity

- Connect Upper Village and Lower Village
- Improve the walking environment between Walmart and the south side of I-84



- Build on existing trail system to park and connect to other neighborhoods



Regional Connectivity

- Focus on connections to transit
- Future by-pass around Wood Village
- Sandy Boulevard

Wood Village Transportation System Plan (TSP) Update

- Update to the 1999/2001 TSP
- May 2011 project kick-off with January 2012 completion date
- Plan will specifically address bicycle and pedestrian connectivity and local street connectivity

“Putting the Village in the Village”

Highest and best use of Wood Village’s one square mile

- **Village** – locally-oriented commercial and mixed-use residential areas
- **Wooded** – lots of trees and landscaping
- **Affordable Quality** – multiple housing types, good design
- **Cottages** – 1940’s era homes respected and cared for. They are a piece of Wood Village’s history reflected in our future.

Connections and Linkages

- **Connected** – within the city for pedestrians and bicyclists
- **Regional Connections** – serves East Metro and the region, the gateway to Mount Hood
- **Good Neighbor** – works closely with Fairview, Gresham, Troutdale (schools)

Some Tools Already in Place

- Cottage Housing Code
- Vertical Housing Tax Incentives
- Urban Renewal
- E-Zone
- Arata, Halsey, and Sandy Refinement Plans
- Walking path through park to Cherry Park Market Center
- Pedestrian connection on Wood Village Blvd extension (Arata to Halsey)

Next Steps

- Transportation System Plan
- TGM Workshop outcomes
- Moving forward
- How you can get involved

Questions and Ideas

- Where is the Future Heart of Wood Village?
 - ❑ City Hall Area/Halsey
 - ❑ New Neighborhood
 - ❑ Town Center Area
 - ❑ North of the Interstate
- How can we improve our local/regional connectivity?
- Do you have some great ideas to share?