Park Avenue Community Phase I Engagement

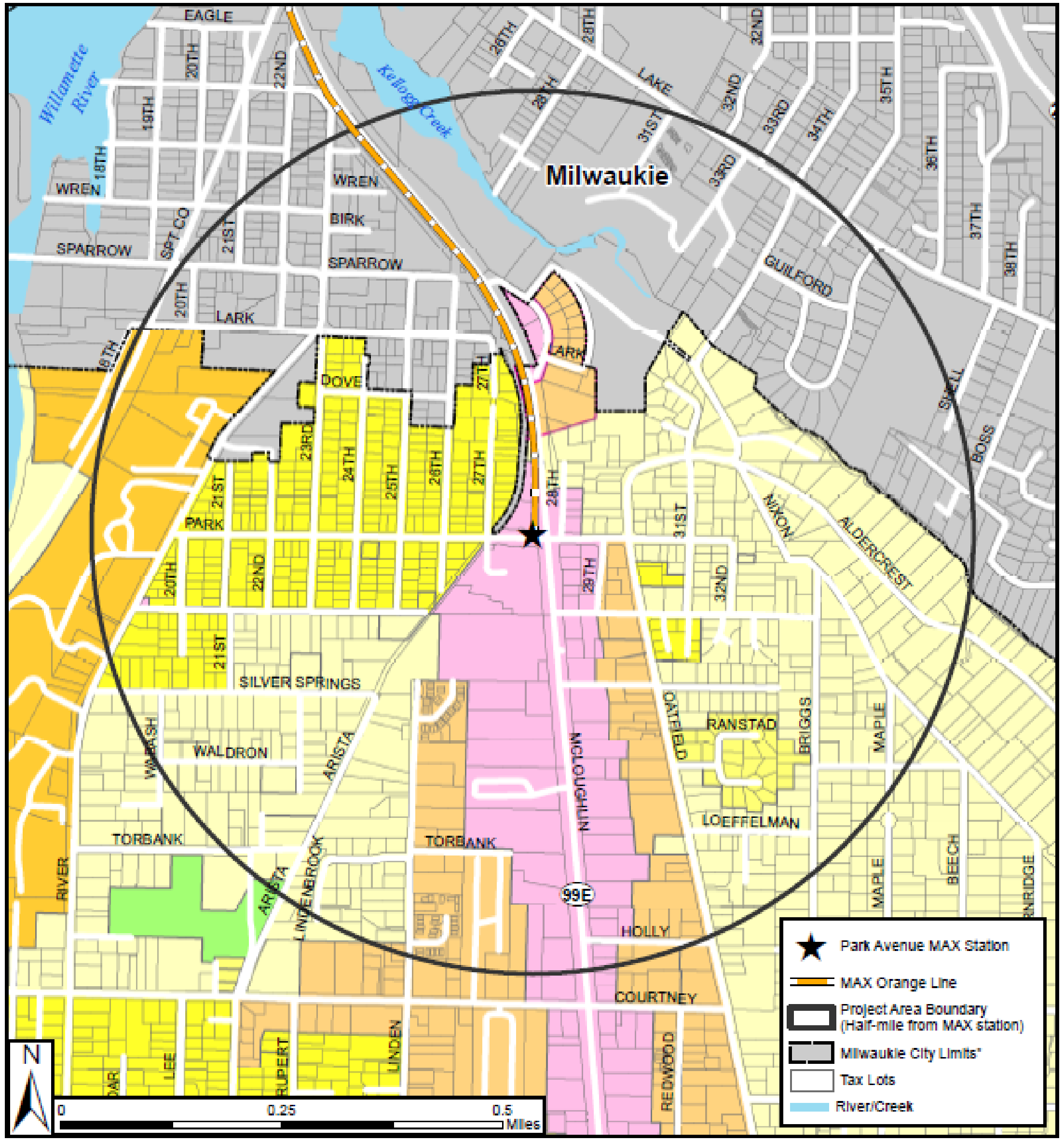
Economic Development Commission

February 27, 2019

Project Overview

- Community Overview
- Development Trends
- McLoughlin Area Plan (MAP) Awareness
- Next Steps

Project Area



Project Purpose

Phase 1: Community Engagement

- Identify community members, businesses and other stakeholders that would be impacted by changes in design and development standards.
- Determine level of familiarity with MAP.
- Gauge community understanding of potential impact of design and development standards.

Project Purpose

Phase 2

- Extensive public engagement.
- Creation of design and development standards for commercial lands in project area.

Community Outreach

Digital

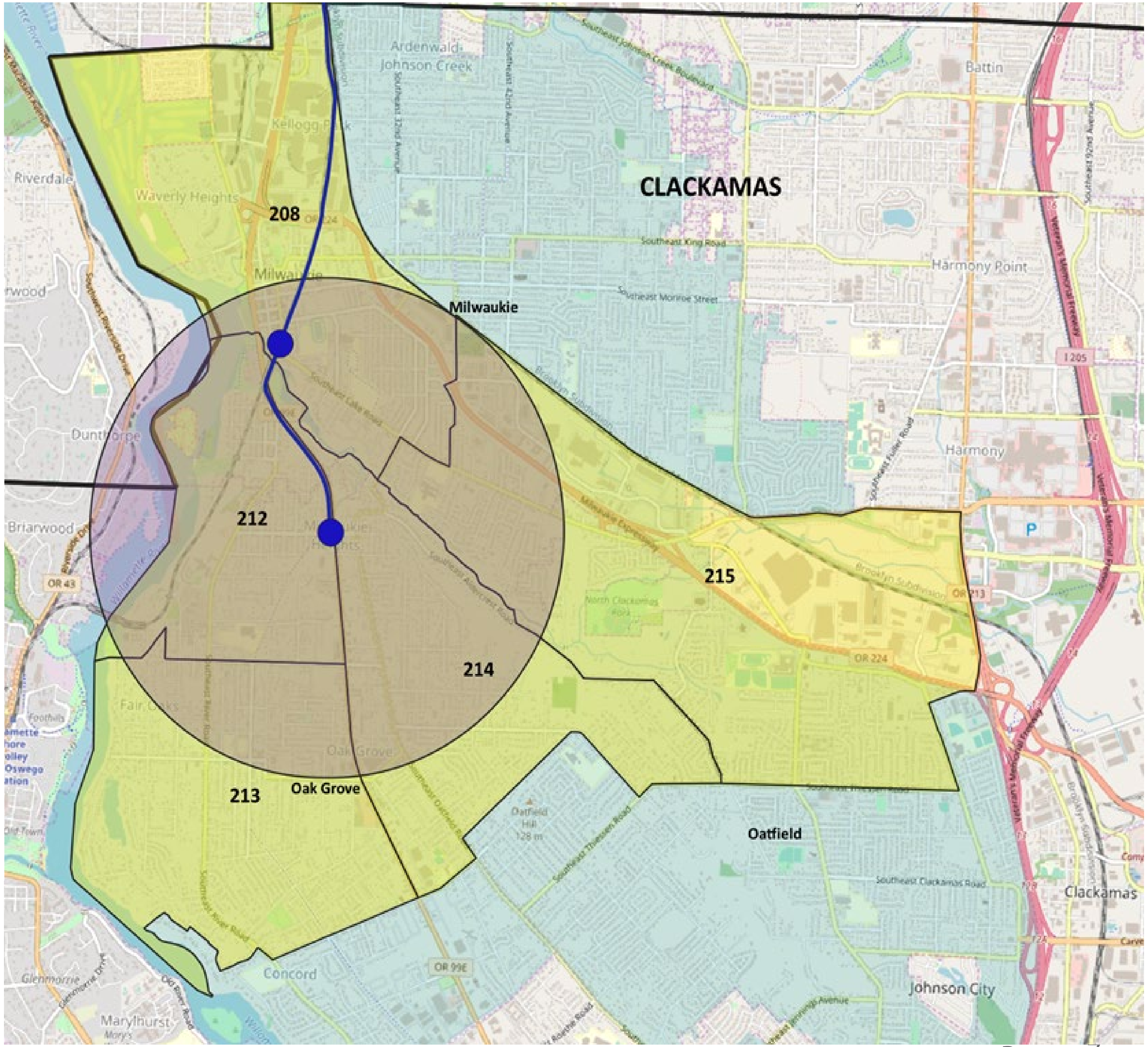
- Webpage - www.clackamas.us/planning/parkave
- Survey - www.surveymonkey.com/r/JZHLYL7

In Person

- Roundtable meetings with property owners, developers, business owners, senior housing providers, residents and people engaged in the project development
- Intercept survey at light rail station
- Community open house
- Updates at community organization meetings

Demographics

- Light Rail Stops
- Light Rail Line
- 1-Mile Radius
- Census Tracts (CT)
- Census Designated Places (CDP)



Community Overview- Demographics

- **Population growth:** Almost none. Annual growth averaged -0.7% since 2010 with last five years trending negative
- **Home Ownership:** Stable. The level of ownership households dropped from 57% to 56% since 2010
- **Age:** Increasing. Median age rose from 40 to 42 from 2010 to 2017
- **Education Attainment**: Growing. In 2010, 24-25% had a bachelor's degree; in 2017 increased to 31% with a bachelor's degree
- **Diversity:** Slight increase. White-only population decreased by 1.5% from 2010 to 2017 to approximately 87%
- **Employment:** Good. Annual growth rate of 3.2%
- **Household Income:** Relatively flat until 2017. From 2016 to 2017, median household income increased by 5.3%

Development Trends - Retail Trends

United States Change in Per Capita Retail Spending 2000 - 2016

Kind of business	2016	2000	%Change
Per capita spending, total			
Motor vehicle and parts dealers	24%	27%	-3%
Furniture and home furnishings stores	2%	3%	-1%
Electronics and appliance stores	2%	3%	-1%
Building mat. and garden equip. and supplies dealers	7%	8%	0%
Food and beverage stores	14%	15%	0%
Health and personal care stores	7%	5%	2%
Gasoline stations	9%	8%	0%
Clothing and clothing access. stores	5%	6%	0%
Sporting goods, hobby, musical instrument, and book stores	2%	2%	0%
General merchandise stores	14%	14%	0%
Miscellaneous store retailers	3%	4%	-1%
Nonstore retailers	12%	6%	6%

Source: Retail Census 2018, Bridge Economic Development

Development Trends - Retail

- Food and beverage establishments have become a larger part of the retail experience
- Flexible zoning requirements for changing market
- Requiring a retail use does not guarantee a vibrant pedestrian environment

Employment Trends - State

- **Health care** and social assistance will add 49,500 jobs by 2027, the most of any sector. The healthcare industry is shifting to a more “retail” model.
- **Professional and business services** will add 41,200 additional jobs.
- **Manufacturing** will add 12,600 jobs, especially in food and beverage industries.

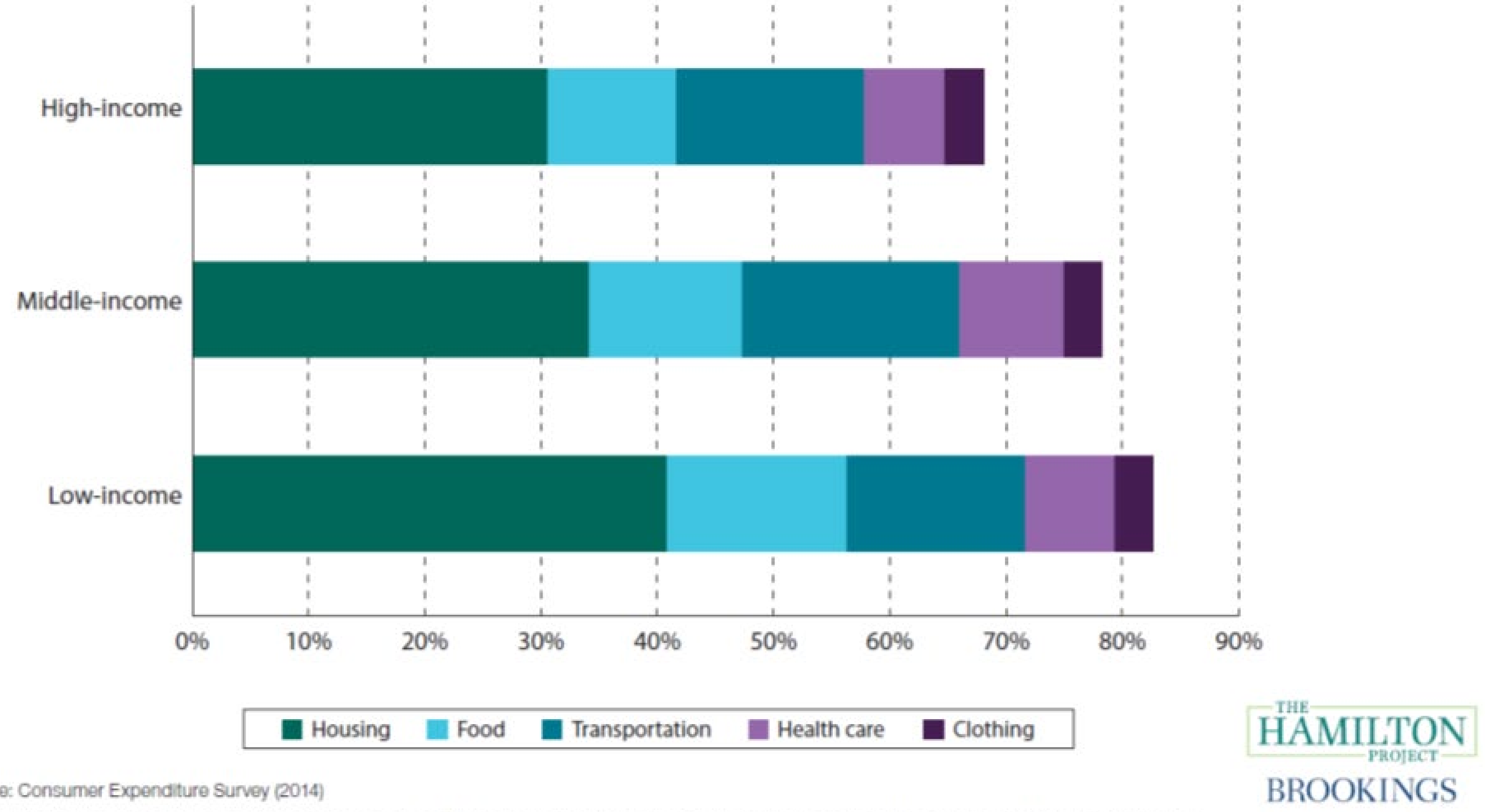
Employment Trends - National

Industry Sector	United States Average Wage 2017
Professional, Scientific, & Technical Services	$99,705
Wholesale, Manufacturing	$71,372
Education, Health Care & Social Assistance	$49,565
Retail Trade	$31,217
Accommodation & Food Services	$20,731

Source: Bureau of Labor Statistics, QCEW data

Housing Trends - National

Share of Household Expenditures on Basic Needs, by Income



Source: Consumer Expenditure Survey (2014)

Notes: Low-income, middle-income, and high-income are defined as the average expenditures of consumer units in the bottom, middle, and top income quintiles, respectively.

Housing Trends – Portland Metro

- A key element to reducing housing costs - or at least reducing the rate of housing price growth - is to build more housing for all income levels
- Maximizing access to alternative transportation
- The Center for Transit-Oriented Development (CTOD) forecasted that from 2005 - 2030, 184,000 new households in the Portland region will want to live near transit.

Diversity and Inclusion

Reduce Cost of Living:

- Allow for a variety of housing sizes and densities to increase affordability, access and lifestyle needs
- Decrease transportation costs with multi-modal and transit investments

Increase Income Opportunity:

- Access to more family-wage jobs
- Access to asset wealth – home and business ownership
- Access to education and skills

Mitigating Displacement

Home Owners

Property taxes limited increase through Measure 5 and 50

Renters

- Retain all existing affordable housing stock such as mobile home parks and older apartment buildings
- Work with affordable housing providers to purchase older apartment buildings

Businesses

- Potentially purchase the building which they occupy to build asset wealth
- Improve business operations to proactively adjust to potential rent increases

Schedule

Memo 1: Community Overview and Development Trends
Final: End of January

Stakeholder Roundtables Jan - Feb
Survey 1/21 – 2/28
LRT Intercept Survey 2/06

Memo 2: Summary of Survey and Meetings Findings
Meeting: Mid-March
Finalize: End of March

PMT and Community Meetings
Early April

Memo 3 – Recommendations for Phase 2 Process
Draft: Mid-April

Report and Recommendations to Board of County Commissioners
Mid-May

We Want to Hear from You!

- Survey: www.surveymonkey.com/r/JZHLYL7
- Project Website: www.clackamas.us/planning/parkave
- Other organizations to engage?

Thank You