

Neighborhood Commercial Evaluation Initial Feedback Frog Pond East & South



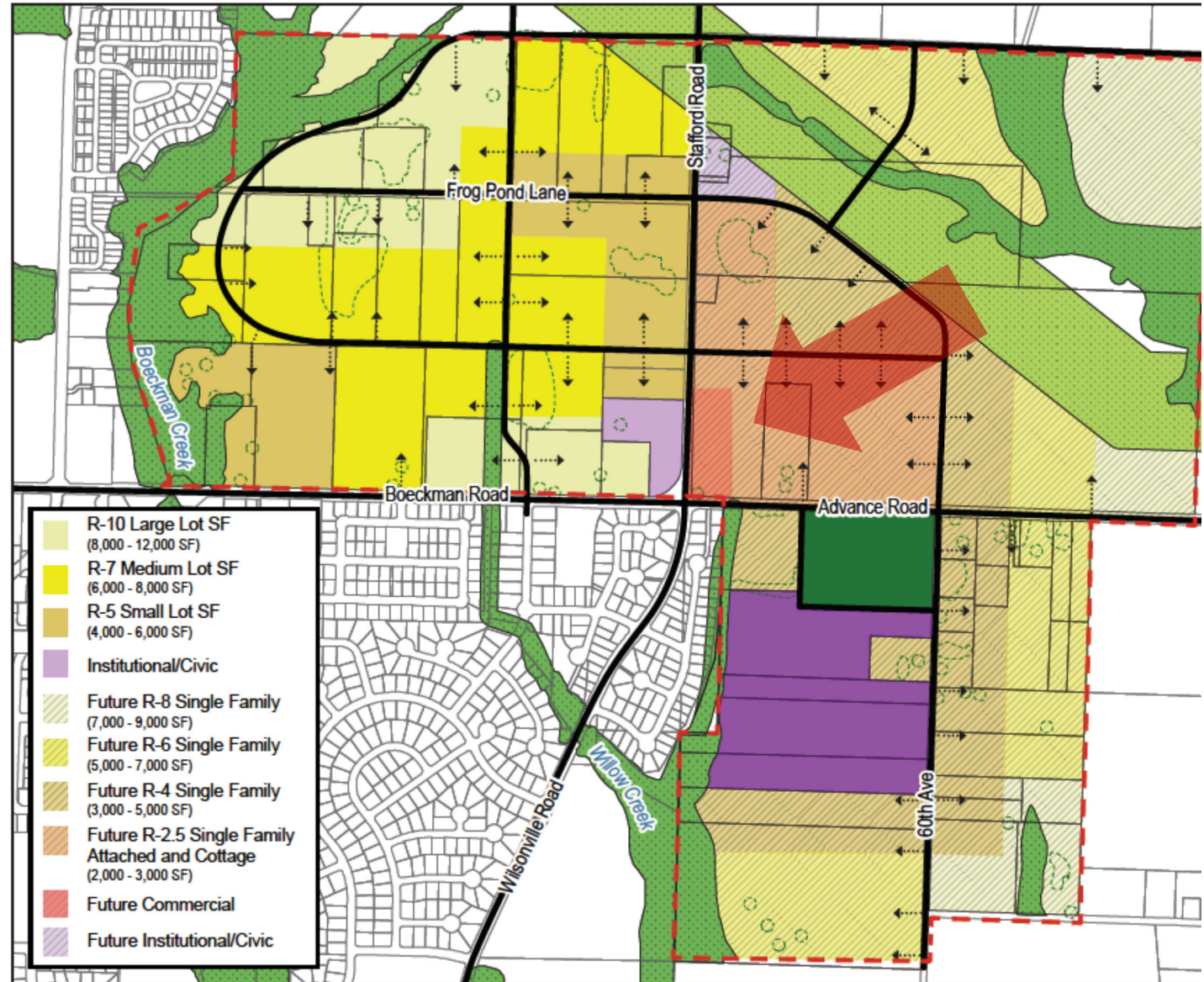
JANUARY 2022

Overview

- Refresher of Previous Plan/Commercial Analysis
- Overview of the Intended Analysis
- Questions to get early feedback

Land Use Framework Map

- **Size:** 3.5-acre site
- **Location:** Stafford-Wilsonville-Boeckman-Advance Road intersection (not final)
- **Vision:** A place that provides **local goods and services** within easy access of local neighborhoods, has a **high quality and pedestrian-oriented design**, and serves as a **gathering place** for the community.



Previous Program & Location

Based on previous research, a 3.5-acre center in the plan could accommodate **~38,000 square feet of retail, small office, and neighborhood services** such as a day care center.

While LCG suggested a location of the neighborhood commercial site, full consensus was never achieved.

LCG will further evaluate the program and location in this master planning project.

Overview of the Intended Analysis

- Review recent commercial market studies and document market trends
- Interview retail developers and/or brokers.
- Analyze the commercial development market, including commercial supply and demand.
- Determine any unmet community needs.
- Detail opportunities by commercial tenant type, square footage, acreage, parking demands, etc.

Retail Trends and Shifting Consumer Behavior

- Era of unpredictability and risk
- Growing ecommerce market share, “Click and Collect”
- Experience!
- Demand for convenience, walkability, 20-minute neighborhoods
- Pandemic as the “great retail reset”
- More diverse and compelling tenant mixes
- Health-based commercial growth

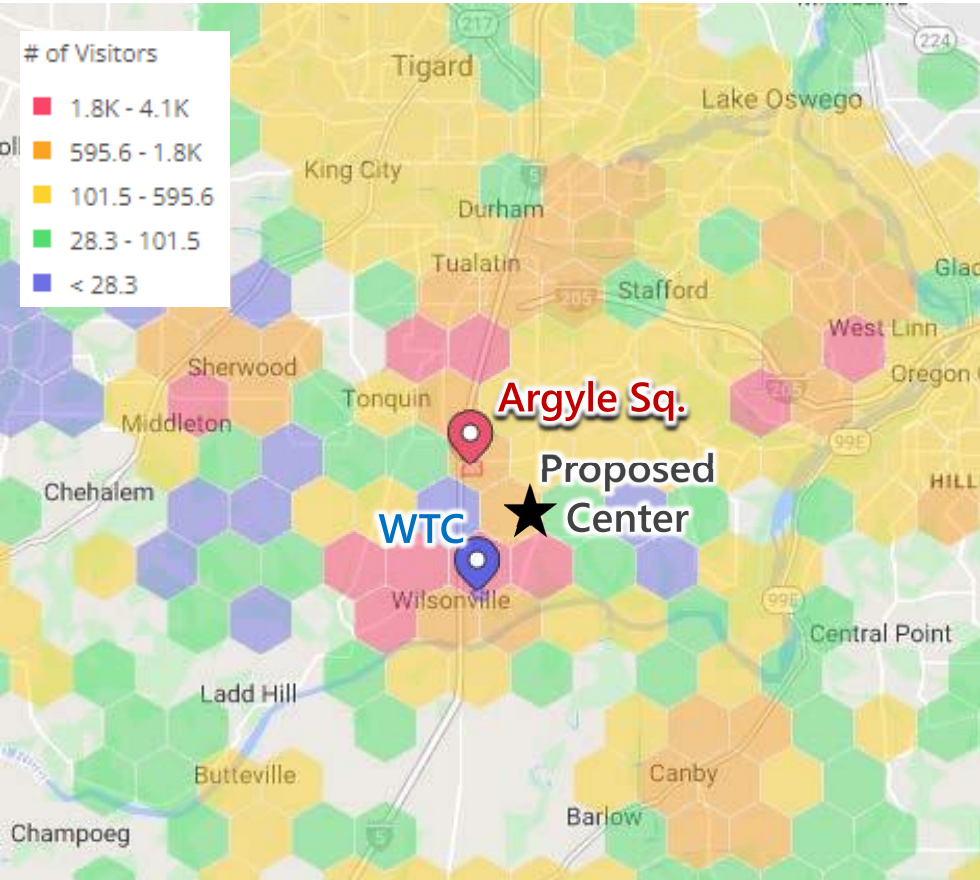
Retail Supply/Competition

e.g., Wilsonville
Town Center

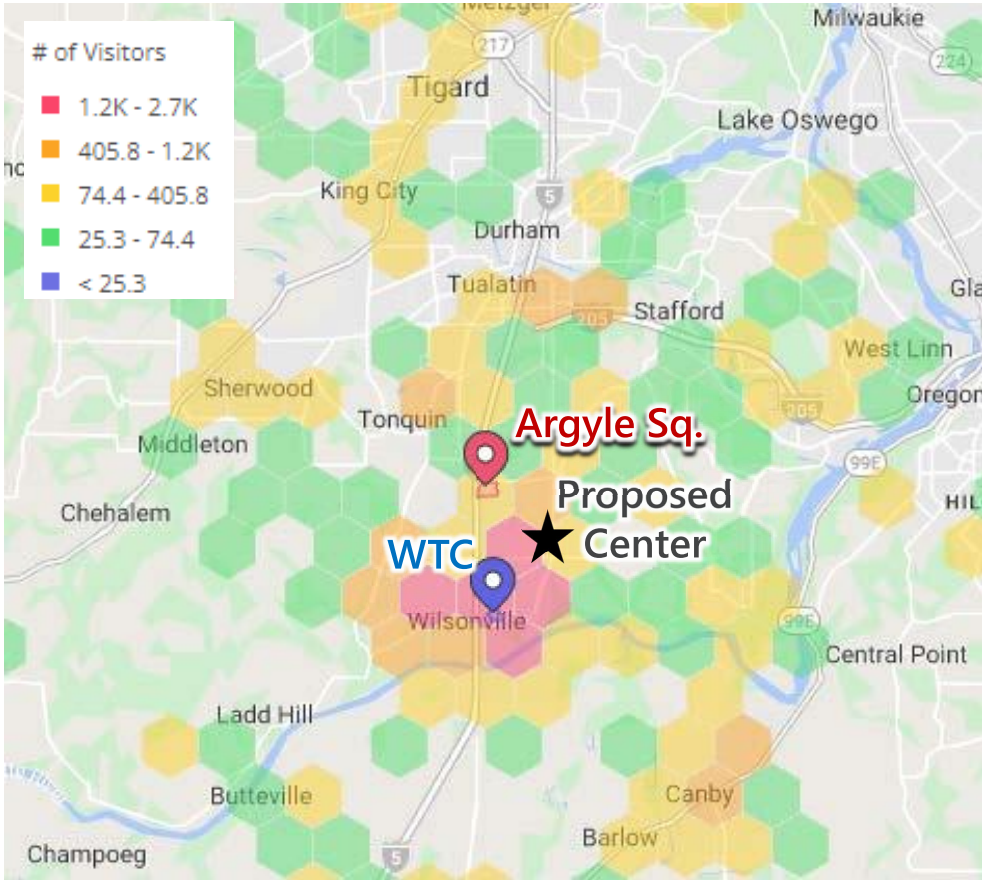


Nearby Centers Meet Current Demand for Large-Format Retail...

Argyle Square (Costco, etc.)
Trade Area



Wilsonville Town Center
Trade Area



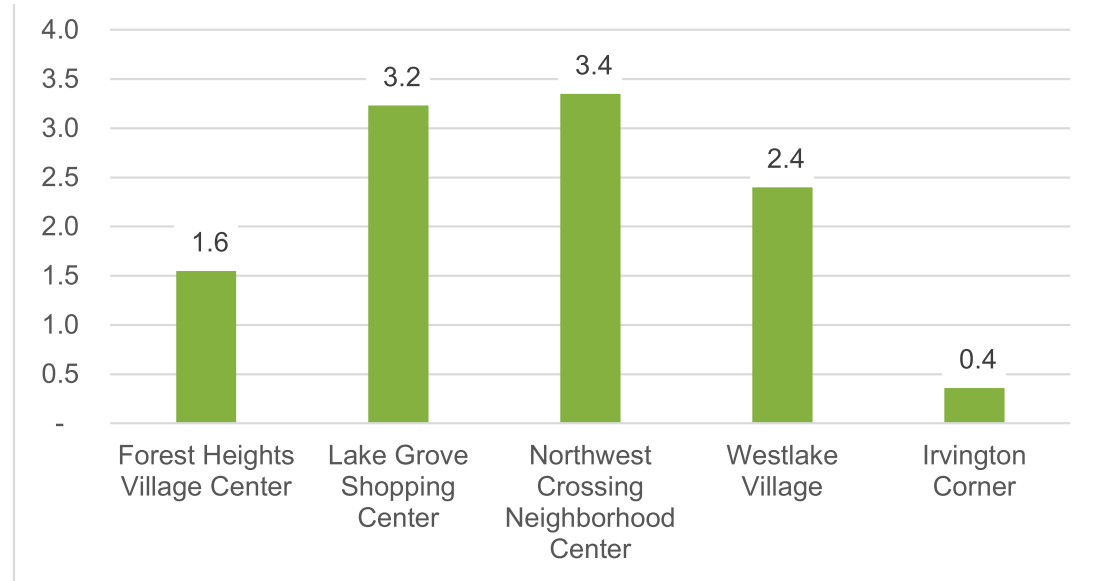
Case Studies of Neighborhood Retail Nodes

Forest Heights Village Center

1.6-acre unanchored strip center

Restaurants, convenience store,
service businesses

Surrounded by condominiums



Other Case Studies...

Village on Scholls Ferry

- Unanchored / Freestanding commercial
- 32,000 SF
- 2.9 acres
- Tenants include restaurants, health care/fitness, white collar/office, salon



Other Case Studies...

Witch Hazel Village, Hillsboro

Commercial/
Town Center,
unbuilt

~5 acres

2004 Plan



Questions

- Has the overall vision for the commercial area changed since 2015?
 - E.g., relationship of Frog Pond to the commercial area
- The location at the corner of Advance and Stafford is not set. What should be considered in determining location?
- Is there anything else you want us to look at?
 - E.g., role of mixed-use and housing in the center, additional case studies to explore, etc.