



Downtown's Block 67 Open House 2



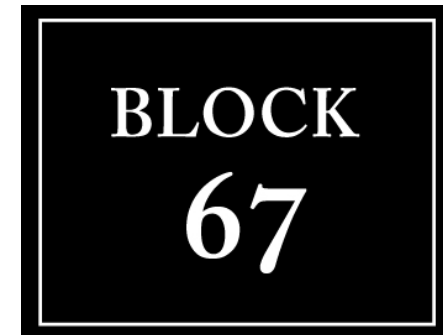
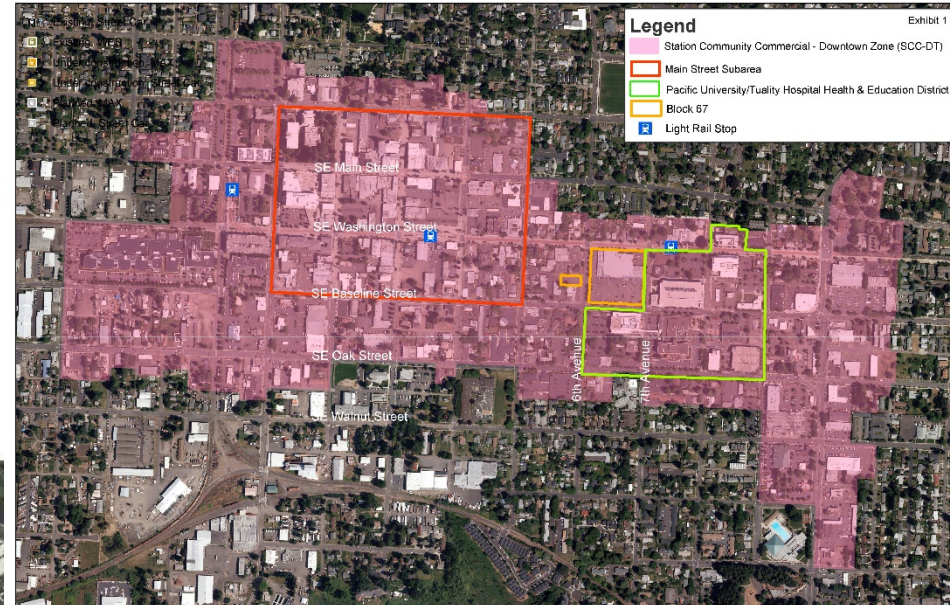
Agenda

- 1) Community Use Preference Survey Results
- 2) Market Study Results for Residential, Grocery and Retail
- 3) Q&A and Public Comments on items 1 and 2
- 4) Summary of Request for Qualifications (RFQ) and alignment of community priorities and key findings
- 5) Q&A and Public Comments on items 3-5
- 6) Project Next Steps
- 7) Wrap Up

BLOCK
67

Overview and Project Vision Statement

Block 67 is a catalytic transit-oriented mixed-use project that enhances vibrancy and activity in downtown, and provides a critical link between Downtown Main Street, the Health and Education District and Baseline/Oak Commercial Corridor.



Open House 1 Recap

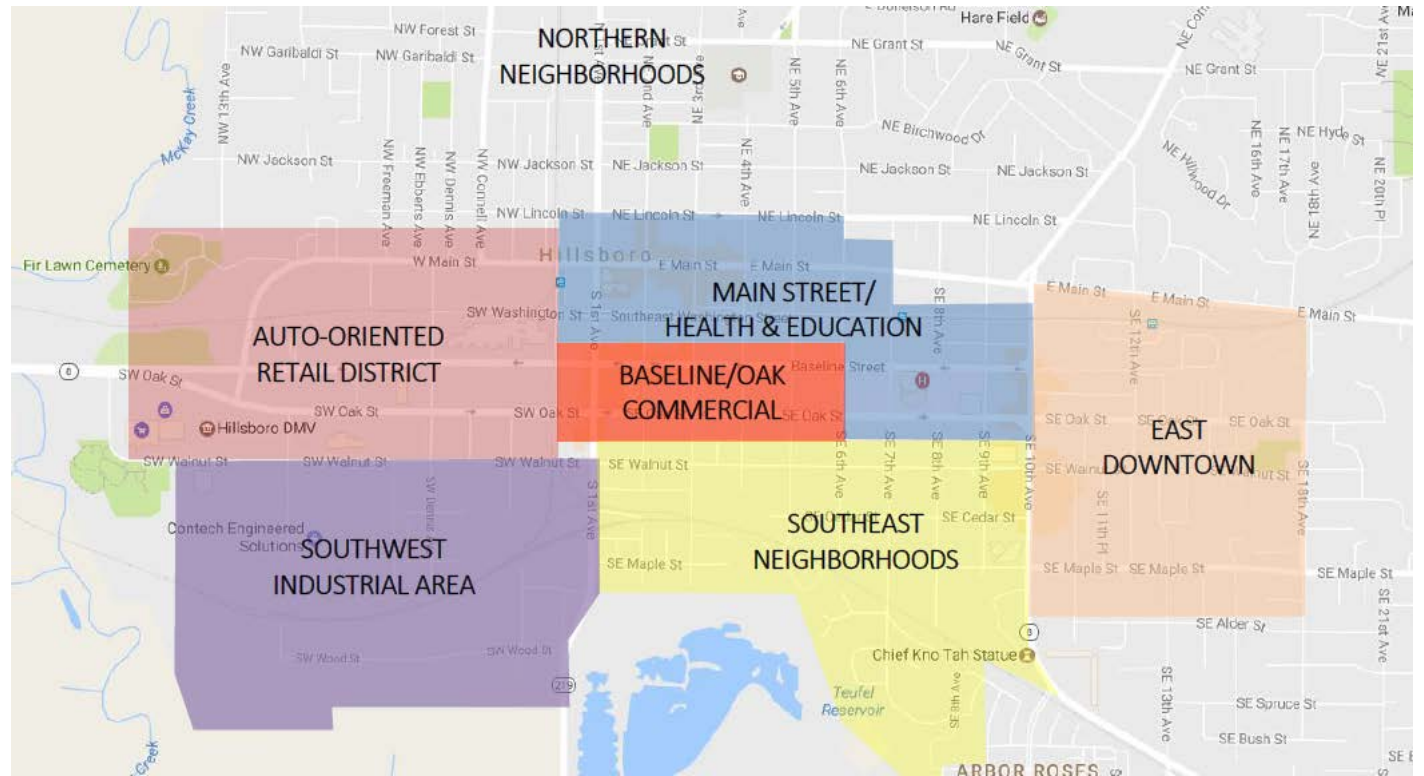
- Approximately 150 people attended
- Key Themes Discussed:
 - Support higher density residential
 - Evaluate different housing options in Downtown
 - Interest in food and grocery choices in Downtown
 - Be sensitive to parking conditions
 - Make Downtown a regional draw for visitors and destination for Hillsboro residents



Downtown Market Studies

Evaluate and test market conditions of key desired uses.

- Evaluated greater Downtown study area & Block 67
- 3 studies conducted
 - Housing
 - Grocery
 - Retail



Downtown Housing Market Study

Evaluated demand for housing in downtown for 5 major housing types.
Also analyzed rental rates, cost to deliver, and comparable projects.

- 5 housing types studied:
 - Market Rate Apartments
 - Affordable Apartments
 - Ownership Housing
 - Student Housing
 - Senior Housing



YEAR BUILT:

2014



YEAR BUILT:

2013



YEAR BUILT:

2014



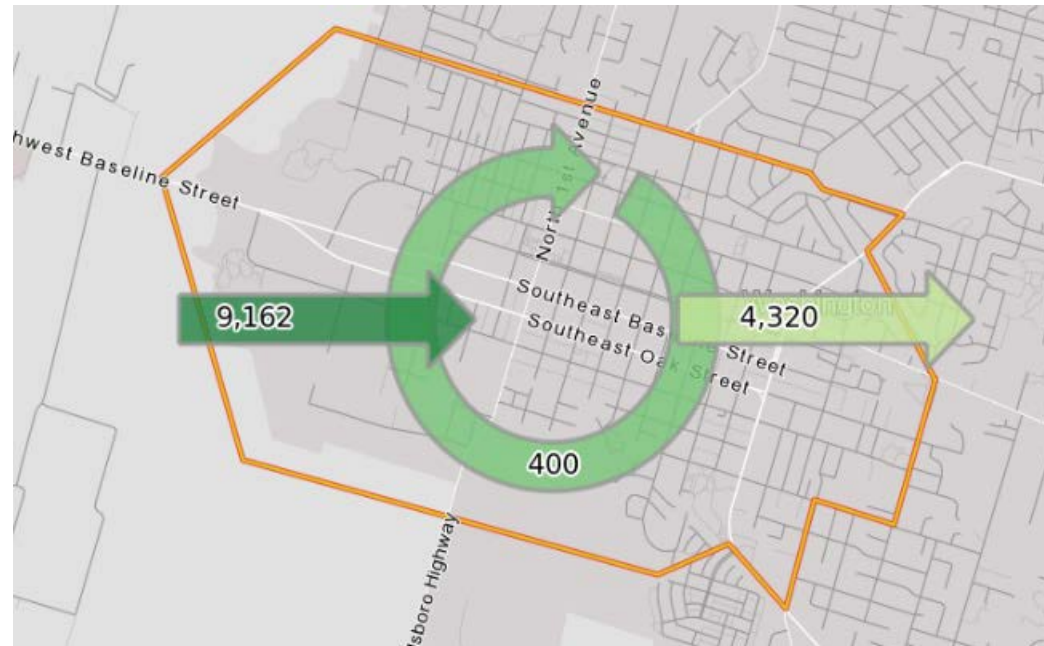
YEAR BUILT:

2016

Downtown Housing Market Study

Target Markets:

- Employees working downtown
- Broader regional workforce
- Seniors



Downtown Housing Market Study

Rental Apartment Market Trends:

- Hillsboro @ 2.8% vacancy
- Downtown is a strong rental location w/ MAX, Tuality & Pacific, employment and amenities
- Currently less attractive than Orenco Station & Amberglen
- Lack of supply and options for market rate housing



YEAR BUILT:

2014



YEAR BUILT:

2008-12

Downtown Housing Market Study

Affordable Market Trends:

- Current need beyond what is likely to be met through new construction
- Project viability dependent on target market and available tools
- Project typically done using tax credits and bond financing



Downtown Housing Market Study

Senior Market Trends:

- Downtown has easy access to MAX
- Block 67 benefits from proximity to medical services
- Downtown has a strong mid-market location
- Very low vacancy rates at existing independent living and assisted care facilities



Downtown Housing Market Study

Other Market Trends:

Ownership

- South Hillsboro will increase supply significantly
- Condo development likely viable in mid-to-long term

Student

- Downtown students largely meet their housing needs in the general rental apt. market

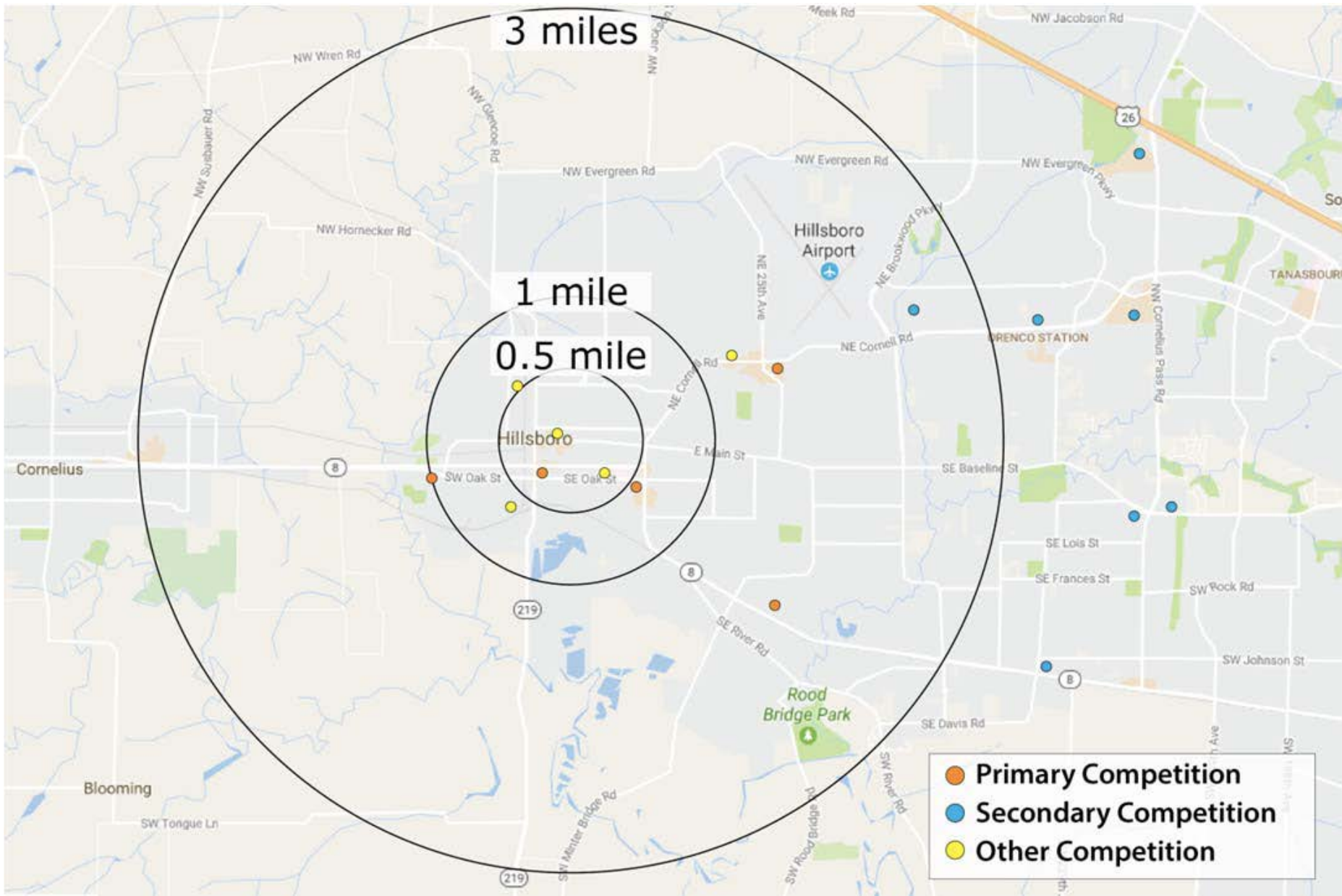


Downtown Grocery Study

Evaluated demand for a grocery store or market in the Downtown area.

- Evaluated ability to support a new grocery store
- Studied a variety of store models
- Interviewed local stakeholders, real estate development professionals and grocers





Downtown Grocery Study

Key Findings:

- Grocery market is at equilibrium – 3 in Downtown, 5 within 3 miles
- A full-scale grocery store is unsupported with current economic conditions (median 2015 income is \$45,386)
- Small niche or specialty foods viable with additional revitalization of Downtown
- Need to increase number of residents and improve spending potential in Downtown



Downtown Retail Market Study

Advance Downtown Hillsboro's vision to be an economically vibrant retail destination and commercial district

- Understand gaps in retail market place and potential for increased development
- Understand needs and preferences for Downtown's key markets
- Provide user-friendly market facts and business opportunity
- Create a realistic retail strategy with actionable recommendations



Downtown Retail Market Study

Key Outputs:

- Retail demand is currently exceeding supply in Downtown
 - Specialty Retail
 - Home furnishings
 - Apparel
 - Restaurants
- Support and boost number of residents, employees and visitors in Downtown
- Create easy access and attractive districts



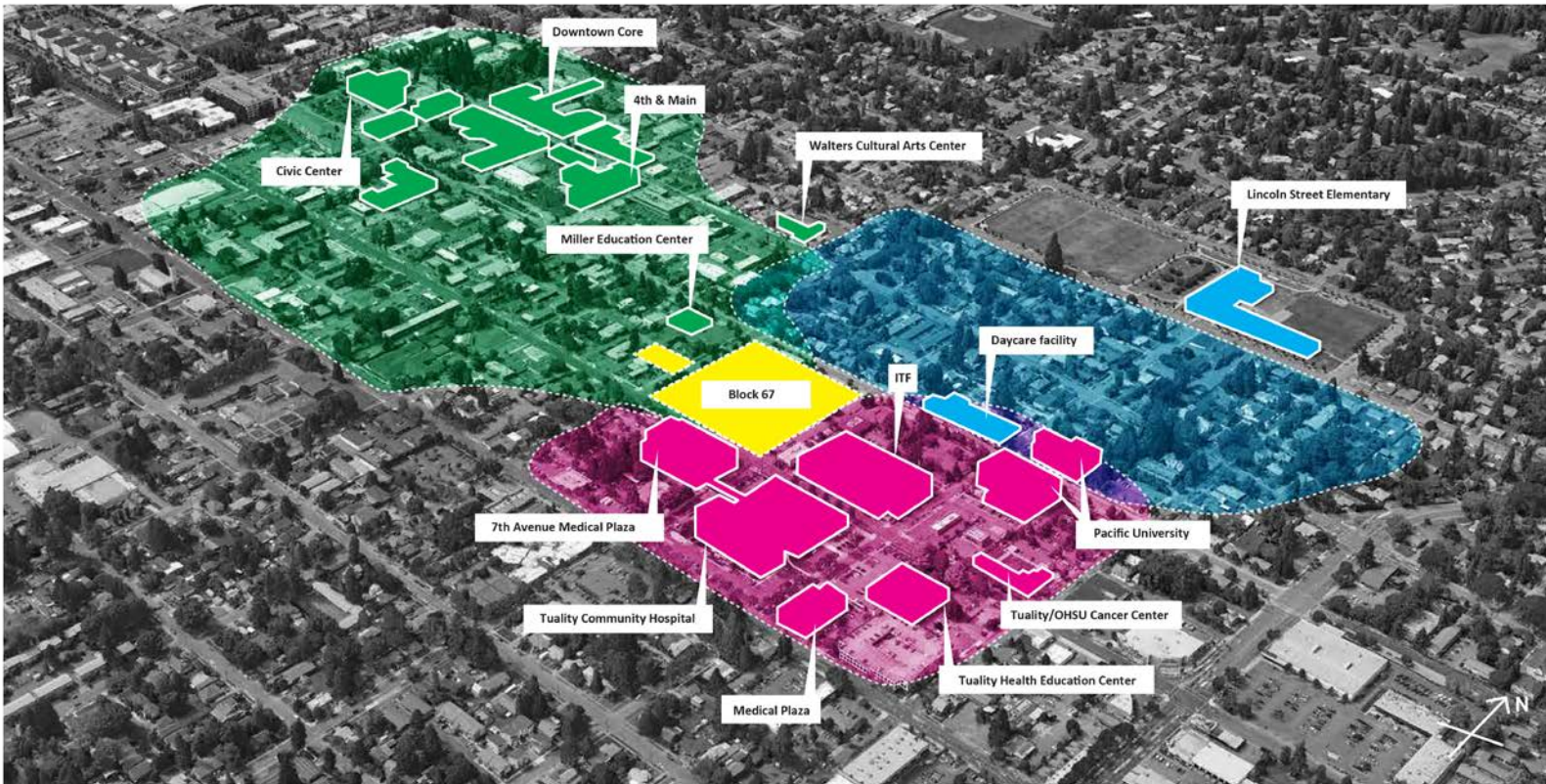
Questions/Discussion

- Survey Results
- Housing Market Study
- Grocery Market Study
- Retail Study



Request for Qualifications (RFQ)

- Share community's goals and vision for the site
- Evaluate interested party's vision and ability to redevelop site
- Identify possible public partnership opportunities



Key Goals and Policies

- Support revitalization of the downtown commercial district, and new investments in downtown core area,
- Sustain and Enhance Downtown's Economic, Environmental, Cultural, and Historic Diversity.
- Leverage existing public investments by supporting and encouraging quality mixed-use developments



Draft RFQ Elements

Requirements:

- Mixed-use with market rate residential
- Open space that serves larger community and site development
- High quality urban design and construction
- Plan for parking



Requests:

- Mixed income/attainable housing
- Employment/job creation
- Project amenity strategy including retail and food or small grocer/market component
- Hotel or lodging
- Integration of quarter block to the west of Block 67



Questions/Discussion

- Key Goals and Policies
- RFQ Elements



Block 67

Project Schedule



	March	April	May	June	July	August	Sept.	Oct.	Nov.
Open House #1	◆								
City Council Work Session		◆							
Market Studies	■	■	■	■	■				
Interviews with Partners		■	■	■					
Interviews with Developers			■	■	■	■			
Open House #2					◆				
City Council Work Session						◆			
Issue Request for Partnerships						◆	■	■	■
Review Submissions								■	■
Select Developer									◆

Questions



**BLOCK
67**