



WASHINGTON SQUARE REGIONAL CENTER

Westside Economic Alliance
Project Briefing
February 17, 2021

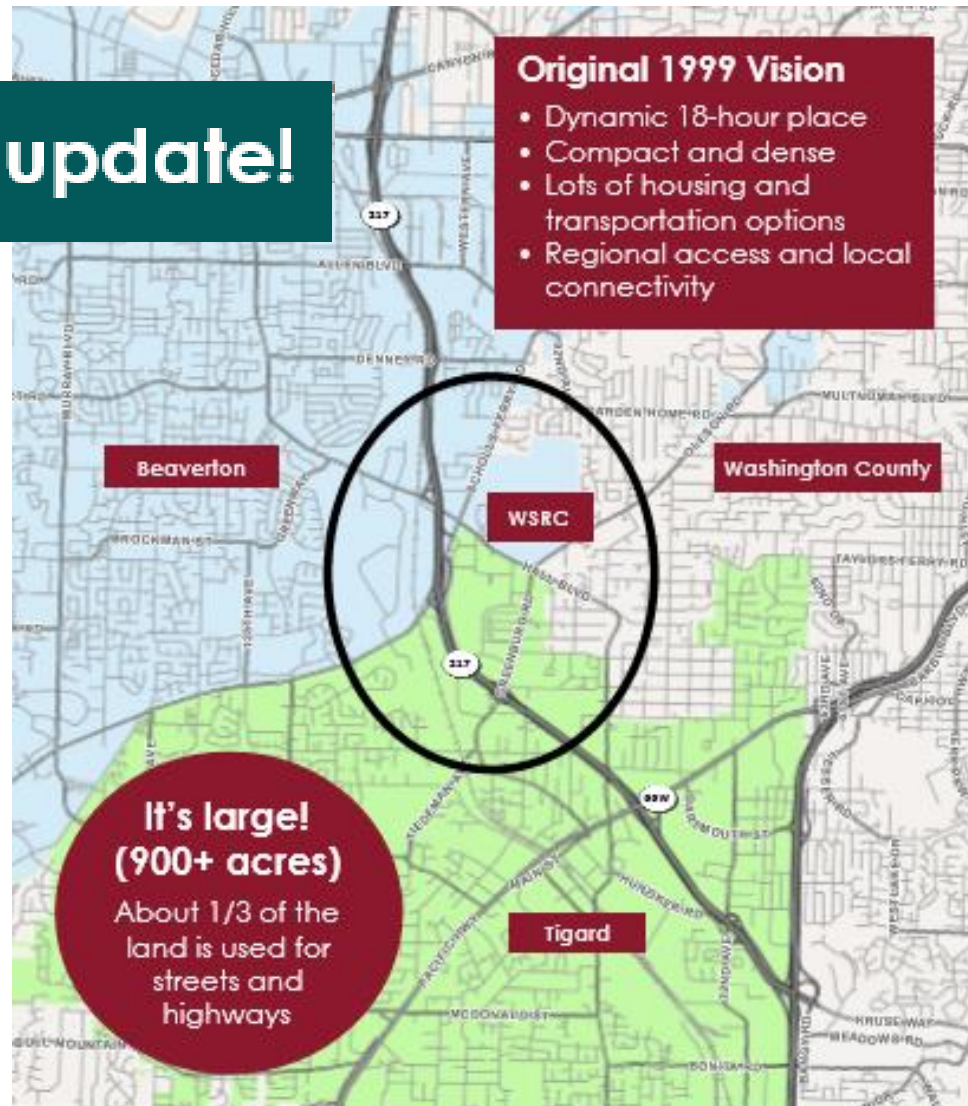


Project Overview

Project Overview

It's time for an update!

- Many things have changed in 20 years (but not everything)
- Housing and climate challenges
- Equity



Project Overview

Work with project partners and the community to **refine the original vision** with the goal of facilitating more **housing, transportation, and business/employment options** that are consistent with Tigard's strategic vision to be a walkable, healthy, and inclusive community.

Project Overview



Project Overview

tigard.or-gov/thesquare/



The screenshot shows the City of Tigard website. The browser's address bar at the top contains the URL "tigard-or.gov/thesquare/", which is circled in red. The website header features the "City of Tigard, Oregon" logo on the left and a search bar on the right. Below the header is a navigation menu with links for City Hall, Community, Business | Codes, Police, Library, and Help Me To... The main content area displays the "WASHINGTON SQUARE REGIONAL CENTER" logo, which consists of a stylized "WA" and "SQ" in a grid. To the right of the main content is a "Contact Us" section with information for the Washington Square Regional Center, Economic Development, and Washington Square Mall Redevelopment. The footer of the page identifies the site as "CITY OF TIGARD Washington Square Regional Center".

tigard-or.gov/thesquare/

City of Tigard, Oregon

Search... GO

Home » Washington Square Regional Center

City Hall Community Business | Codes Police Library Help Me To...

WASHINGTON SQUARE REGIONAL CENTER

CONTACT US

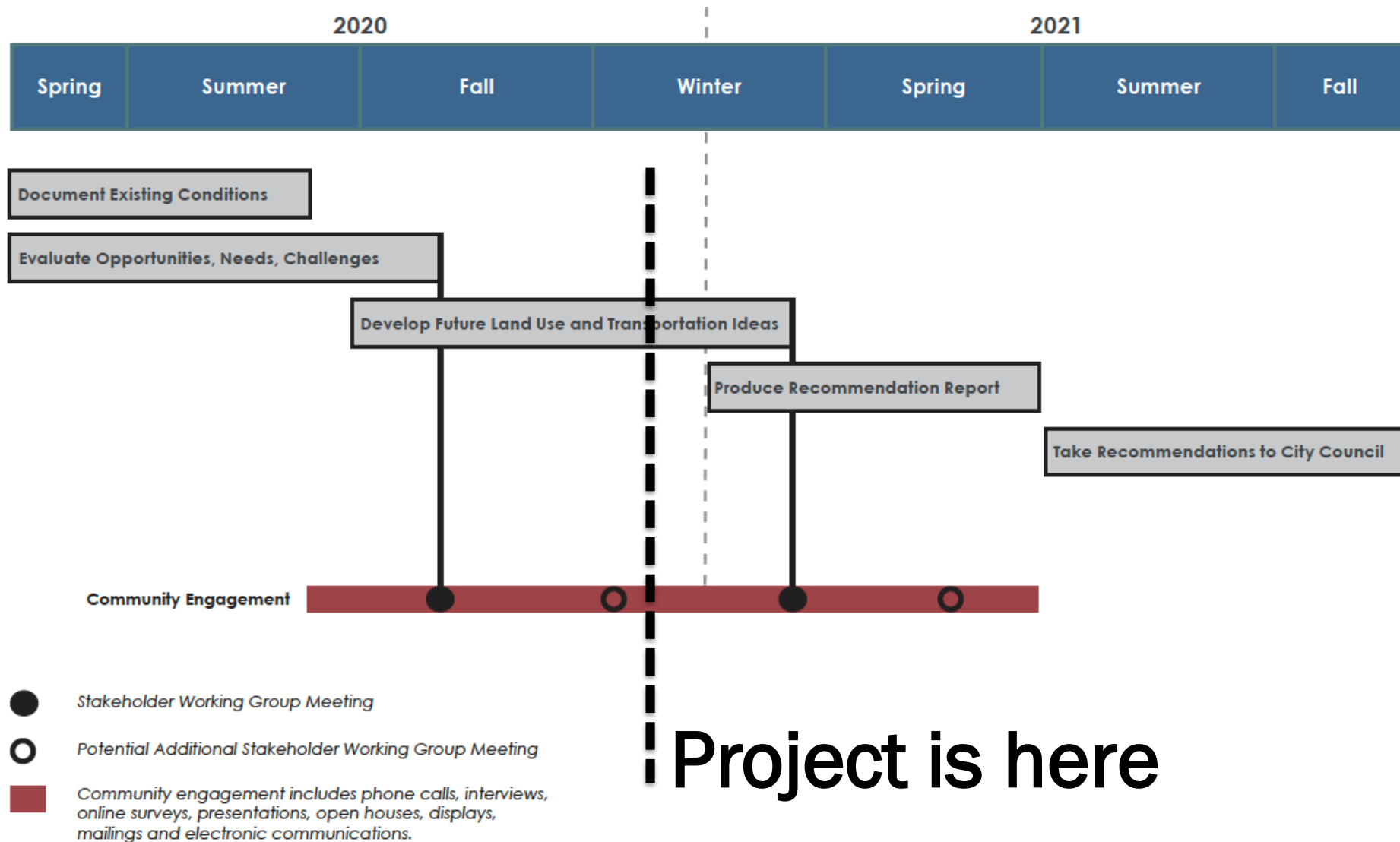
Washington Square Regional Center
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Washington Square Mall Redevelopment (Sears site)
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CITY OF TIGARD
Washington Square Regional Center

Project Schedule

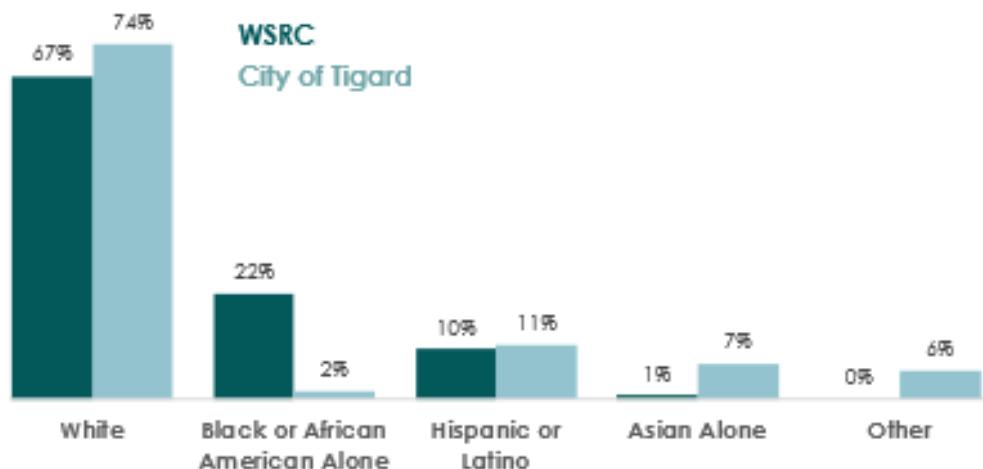


Who Lives & Works Here

Background & Conditions

Who lives here?

Race



1,911

Total Population
WSRC

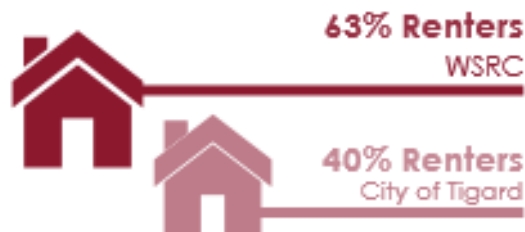
51,355

Total Population
City of Tigard

Household Size



Tenure



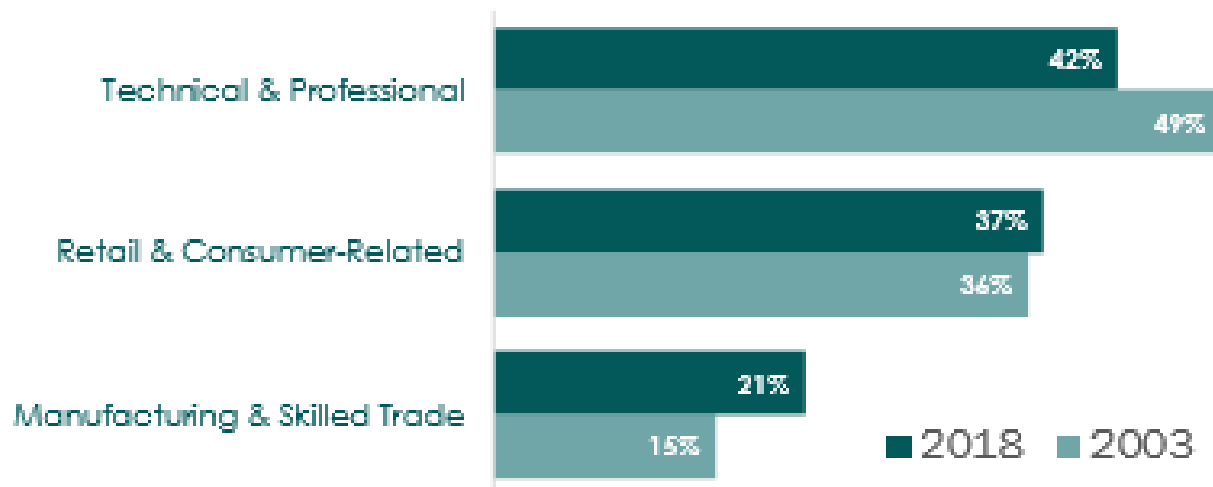
Background & Conditions

Who works here?

 **14,456**
Total Jobs

 **994**
Total
Businesses

Share of Employment by Sector 2003-2018



Background & Conditions



Land Use

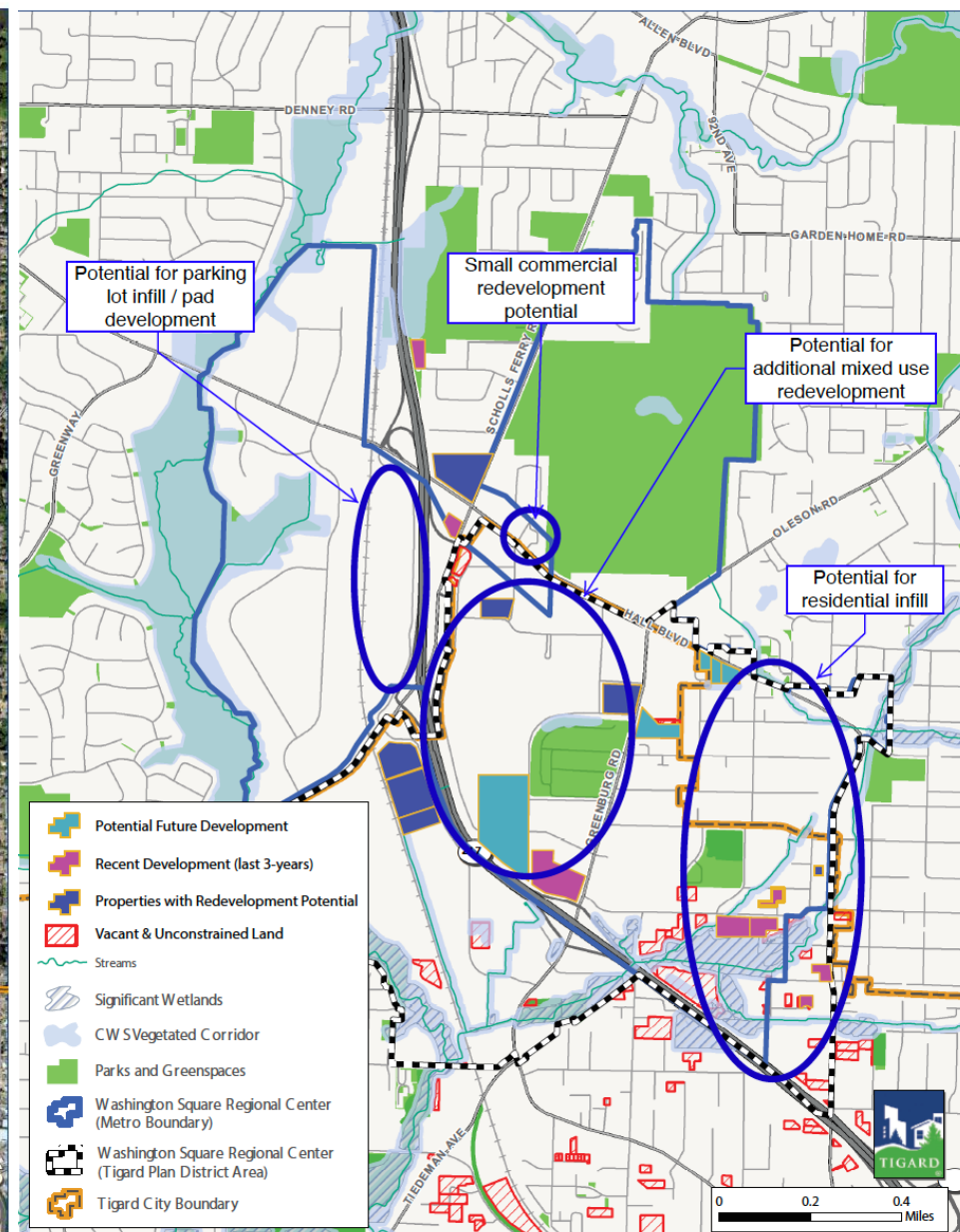
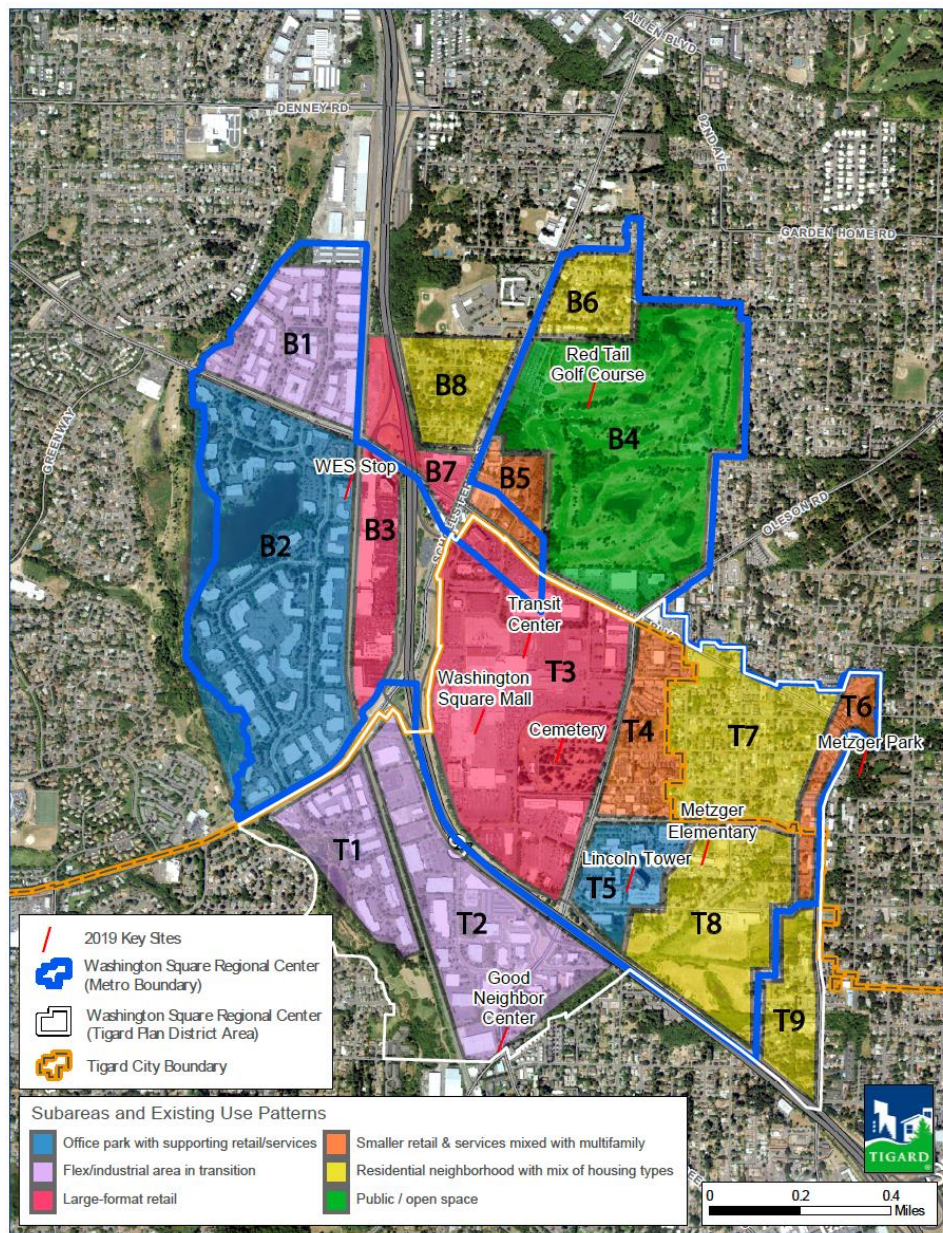


Market Conditions & Development Opportunities

Technical Analysis

- Analyzed feasibility of various types and scales of development
- Completed nonconforming development analysis
- Completed residential risk displacement analysis
- Reviewed zoning code for barriers
- Held transit-oriented development workshops with Tri-Met & Mall

Market Study Highlights



Market Study Highlights

The retail market is changing.

Strengths: Mall is a destination



Challenges:
Stores closing



Threats/opportunities:
Demand for walkable
suburban destinations



Market Study Highlights

Employment areas are in transition.

Recent industrial & flex development not happening here; happening on large, vacant sites elsewhere.



Existing flex & industrial space converting to indoor recreation and other uses.



Image credit: Maria Kanai

Market Study Highlights

Potential for mixed use development at/near Washington Square Mall.



Market Study Highlights

Potential for housing development similar to recent development in Beaverton & Tigard



Demand for New Construction



Housing

(detached house, rowhouse, apartment)



Car dealerships

(certain locations)



Small professional office

(medical, dental, etc.)



Retail & larger offices

(as part of a mixed-use development)



Flex/light industrial

(warehousing, manufacturing, distribution, etc.)

Strong

Weak

Development Feasibility

Residential

(Rowhouse,
Apartment)



2-3 Story
Surface
Parking /
Garages

Residential Mixed Use



4-5 Story
Surface
Parking



6-7 Story
Structured
Parking

Office



2-3 Story
Surface
Parking



5-7 Story
Structured
Parking



8+ Story
Structured
Parking

Feasible

Maybe Feasible

Not Feasible

Key Findings

Land use and transportation proposal:

- Involves many small changes, with no one overarching theme or big move
- Moving away from vision of vertical mixed-use development everywhere
- Focusing on near-term, achievable, and market- and community- driven outcomes

Key Findings

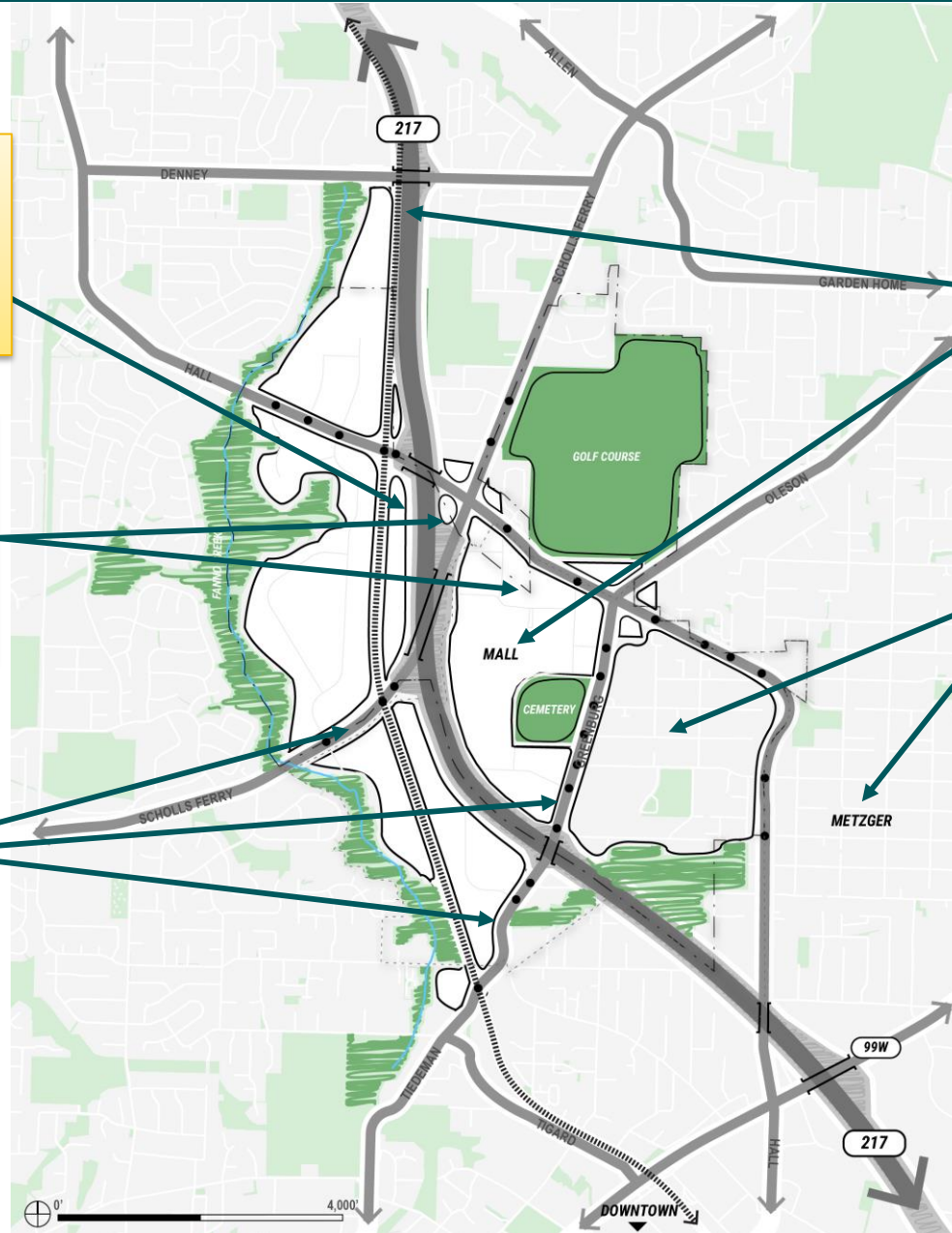
Difficult access to WES Station for people walking and biking

Limited access to and from Transit Center and Park & Ride for people walking and biking

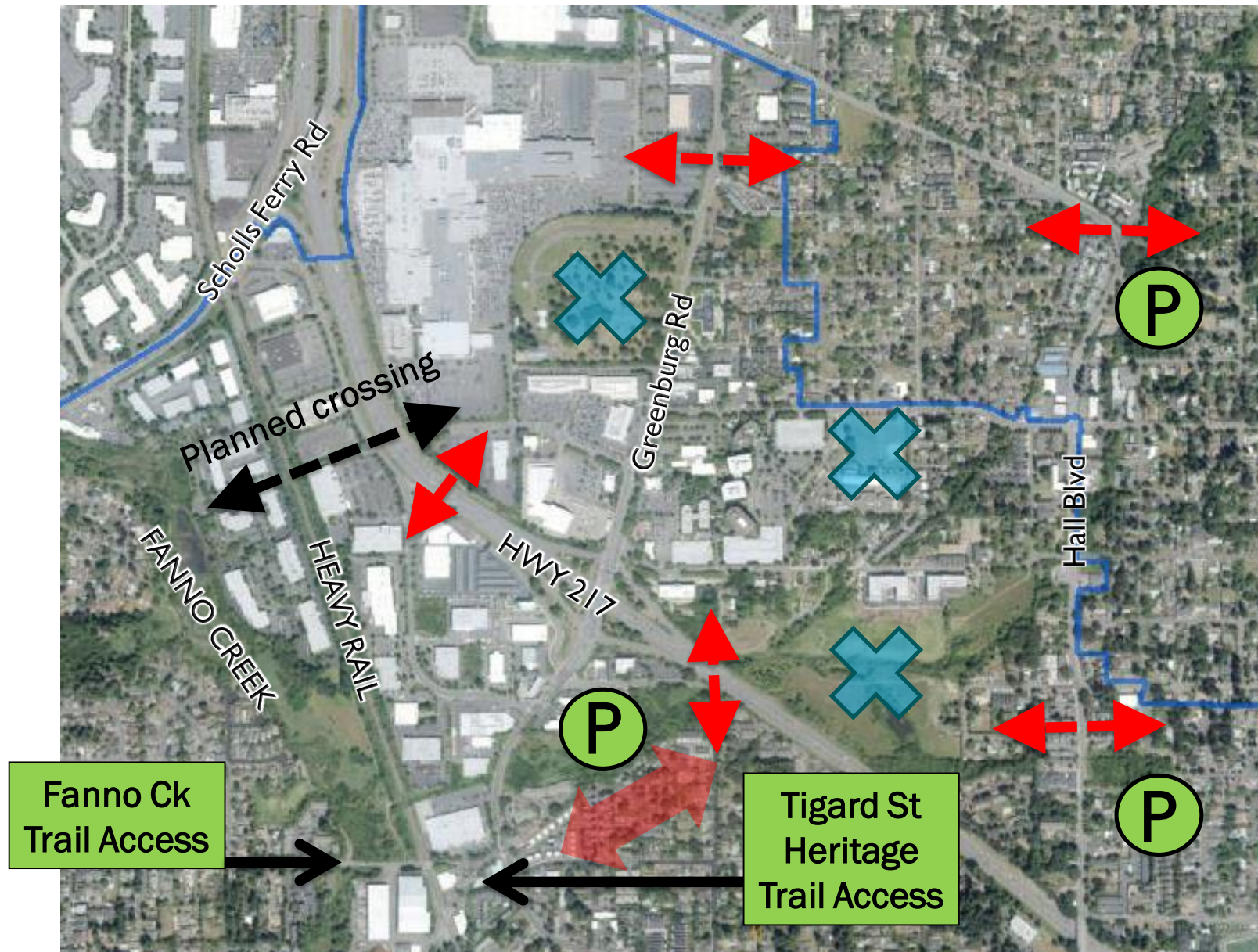
Large roads with sidewalk gaps, minimal crossing opportunities, deficient bike lanes, and intersection treatments

Highway 217 and Mall create large physical barriers

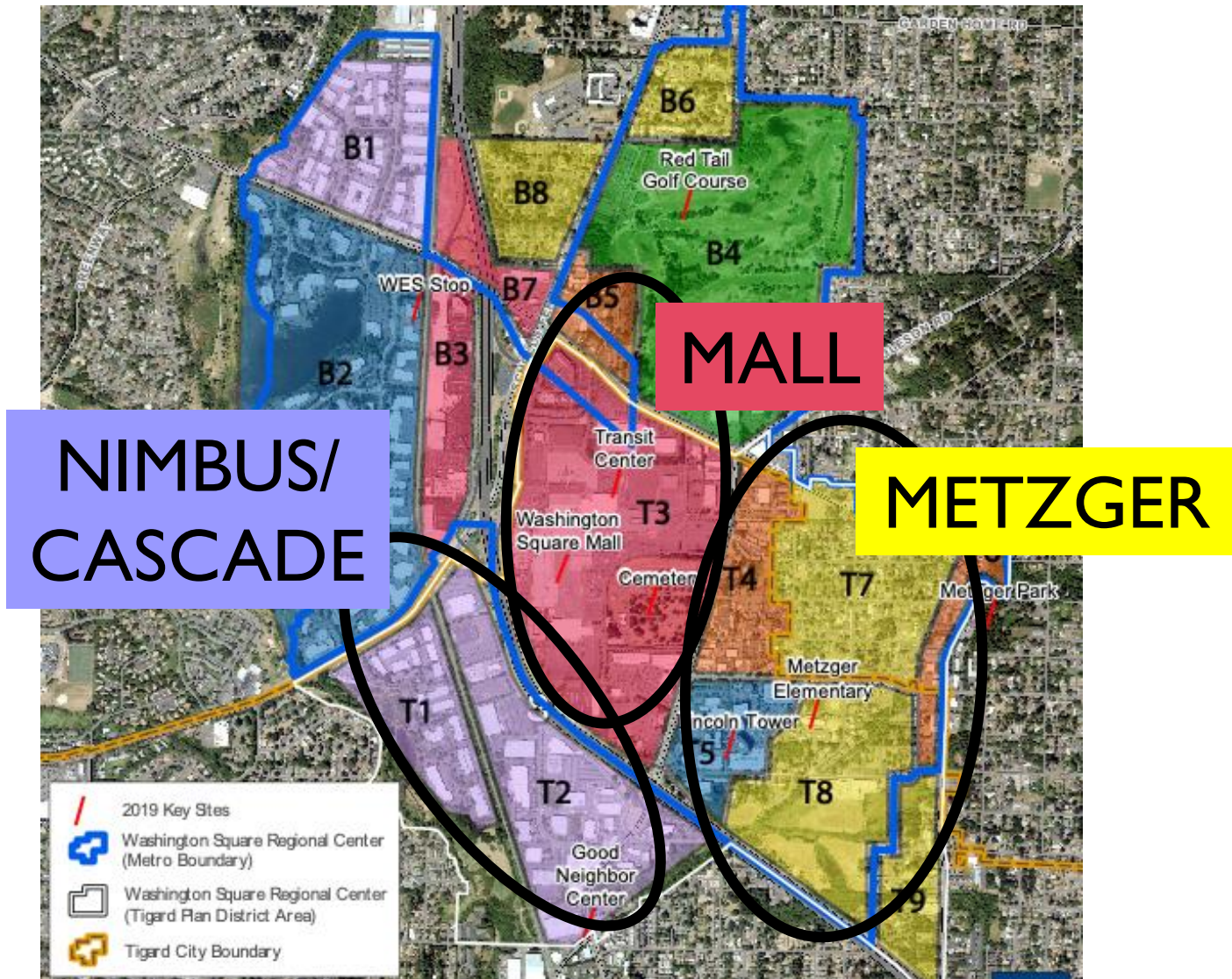
Minimal sidewalk network within Metzger neighborhood



Key Findings

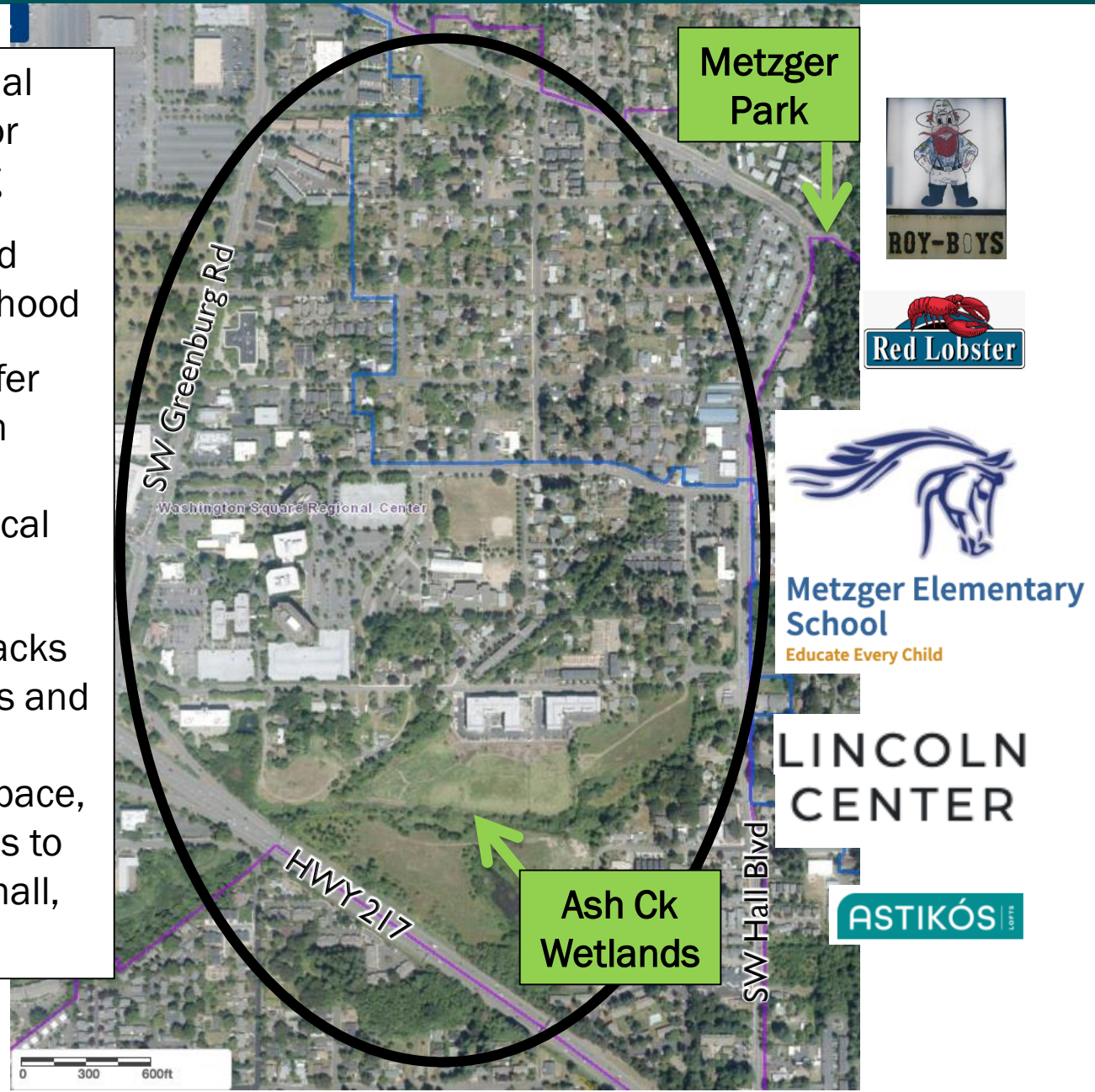


Areas of Focus



Metzger Subarea - Findings

- Strong residential infill potential for diverse housing
- Centrally-located family neighborhood
- Businesses buffer residences from Greenburg and provide many local services
- Area currently lacks pedestrian connections and infrastructure, useable open space, and good access to Metzger Park, mall, and trails



Nimbus/Cascade - Findings

- Strong market potential for new car dealerships and small industrial uses
- Home to many small businesses
- Area currently has several vacant buildings, many nonconforming businesses, and limited connectivity due to Hwy 217, Fanno Creek, and heavy rail line



Mall Subarea - Findings

- Significant redevelopment potential for dense walkable transit-oriented development
- Regional shopping destination potentially on verge of major transformation to more complete community – *but stakes are high and market is unpredictable*
- Area currently lacks ped connections and infrastructure, useable green/open space, and good access to Metzger



Mall Subarea - Findings



Mall Subarea - Findings

Development Scale Comparison (side by side)



Mall Subarea - Findings

Development Scale Comparison (merged)

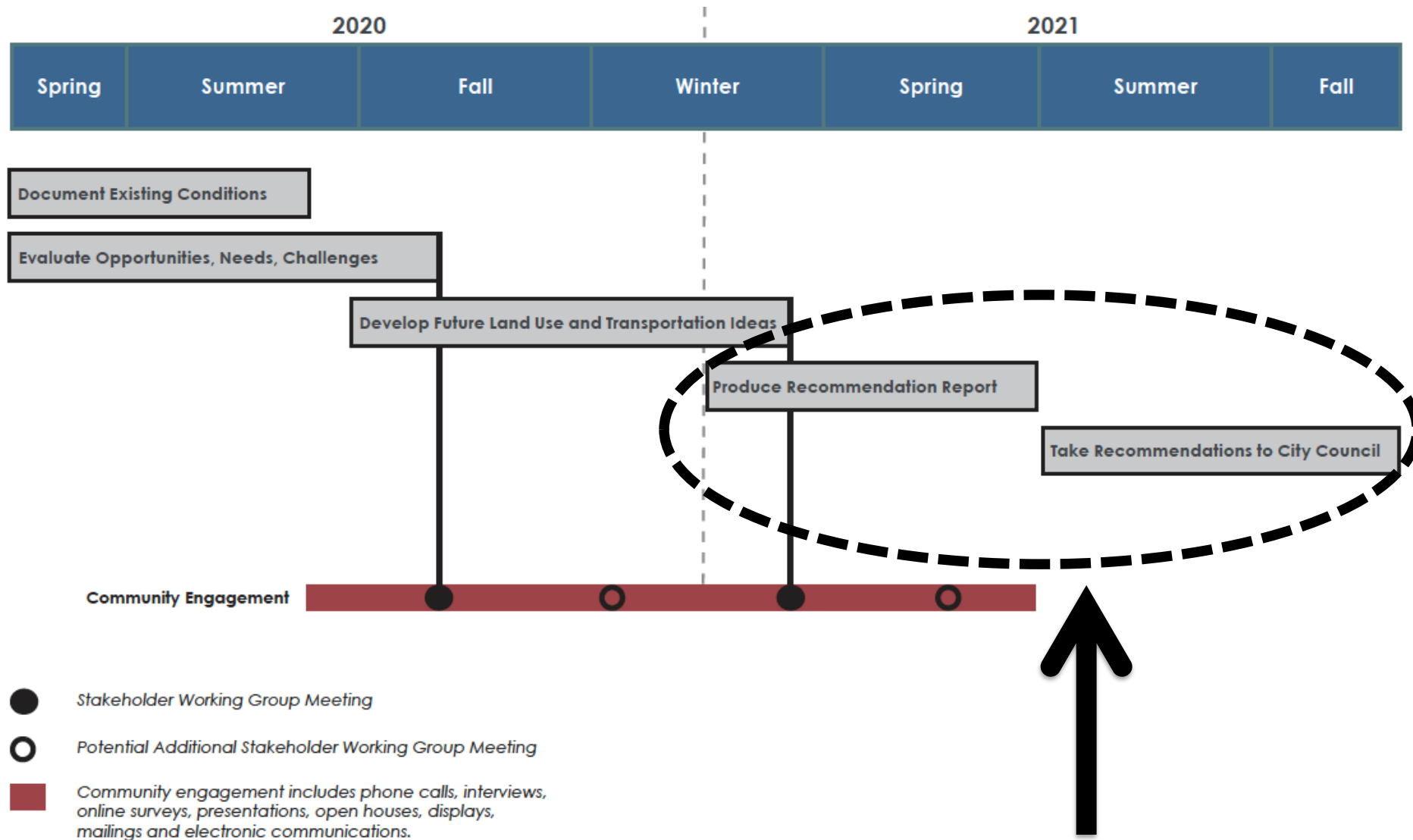


Next Steps

Lots of community feedback!



Next Steps



Thank you. Questions?