



2018

Main Street Refresh: Stayton



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The Main Street Approach

Over the past 35 years, the National Main Street Center has led the development of a national network of over 2,000 historic downtowns and neighborhood commercial districts – what we refer to as Main Streets - all united by these communities' tireless dedication to create vibrant, people-centered places to live, work, and play. The people who make up the Main Street network are passionate advocates, dedicated volunteers, influential stakeholders, and community organizers who work every day to turn the tide in their communities - catalyzing reinvestment, creating jobs, and fostering pride of place.

Main Street-style transformation is a combination of art and science: communities first need to learn about the local economy, its primary drivers, and its regional context (the science), but they also need to convey that special sense of place through storytelling, preserving the older and historic structures that set it apart, broad and inclusive civic engagement, and marketing (the art). To support this powerful network, the National Main Street Center has a revitalization framework – the Main Street Approach - that helps communities leverage both the art and science of downtown revitalization to create a better quality of life for all.

The Main Street Approach is most effective in places where community residents have a strong emotional, social, and civic connection and are motivated to get involved and make a difference. This approach works where existing assets – such as older and historic buildings and local independent businesses – can be leveraged. Throughout the country, both small-city downtowns and urban neighborhoods throughout the nation are renewing their community centers with Main Street methodology.

Ultimately, the result of these community-driven efforts are places with strong social cohesion and economic opportunity; they are places that support and sustain innovation and opportunity; places where people of diverse perspectives and backgrounds come together to shape the future.

Refreshed Main Street Approach®

The Refreshed Main Street Approach® builds upon the successful model for downtown revitalization developed by the National Main Street Center but encourages communities to identify two to three overarching strategies the program will focus on and to use the Main Street Four Points in a more collaborative way to achieve the community's vision for the downtown. The Refresh includes:

1. **Identifying Community Vision:** The Main Street Approach begins with creating a vision for success on Main Street. Main Street promotes a community-driven process that brings diverse stakeholders from all sectors together, inviting them to be proactive participants in the revitalization process. This essential step provides a foundation for outlining the community's own identity, expectations, and ideals while confirming real and perceived perceptions, needs and opportunities.
2. **Creating Overarching Strategies:** A vision of success alone is not enough. Communities must work together to identify key strategies that will provide a clear sense of priorities and direction for the revitalization efforts. Typically communities will find two to three Community Transformation Strategies are needed to help reach a community vision. These strategies will focus on both long and short-term actions that will move a community closer to achieving its goals. Work on these strategies would align with the four key areas Main Streets have been using as a guiding framework for over 35 years: Economic Vitality, Effective Promotion, Quality Design, and Sustainable Organization, known collectively as the Main Street Four Points.
3. **Implementation and Measurement:** To succeed, Main Street must show visible results that can only come from completing projects – both shorter and longer-term activities that add up to meaningful change.

What day of the week do you most commonly shop (not just downtown)?

| | | | |
|-----------|-------|----------|--------|
| Monday | 8.89% | Friday | 12.22% |
| Tuesday | 7.78% | Saturday | 45.56% |
| Wednesday | 8.89% | Sunday | 8.89% |
| Thursday | 7.78% | | |

Where do you live?

| | | | |
|----------------------|--------|----------------------------|--------|
| Downtown Stayton | 8.60% | Elsewhere in Marion County | 29.03% |
| Elsewhere in Stayton | 50.54% | Outside Marion County | 11.83% |

Would you live in downtown Stayton if you could?

| | | | |
|-----|--------|-------|--------|
| Yes | 14.13% | Maybe | 19.57% |
| No | 55.43% | | |

Note: 14% of the survey participants answered positively about living in downtown. Coupled with those that are unsure and already living in the district, suggests slightly over 40% would consider or have already made the leap to downtown residential living. When asked as to why not live in downtown, the following were the most common responses:

- Have kids/children and pets and want a yard
- Lack of suitable housing choices
- Lack of vibrancy downtown

Where do you work?

| | | | |
|----------------------------|--------|-----------------------|--------|
| Downtown Stayton | 21.35% | Outside Marion County | 7.87% |
| Elsewhere in Stayton | 21.35% | I'm Retired | 15.73% |
| Elsewhere in Marion County | 28.09% | I'm a Student | 5.62% |

How old are you?

| | | | |
|----------|--------|---------|--------|
| Under 18 | 1.09% | 45-54 | 17.39% |
| 18-24 | 4.35% | 55-64 | 23.91% |
| 25-34 | 16.30% | 65-74 | 9.78% |
| 35-44 | 25.00% | Over 74 | 2.17% |

Key Findings

In addition to the surveys, a couple of other documents were reviewed including the *Downtown Stayton Transportation & Revitalization Plan, 2010*; *Stayton Urban Renewal Plan, 2009*; and *Stayton 2020: Road to the Future*. Some of the key findings pertinent to downtown between the surveys and the reports reviewed include:

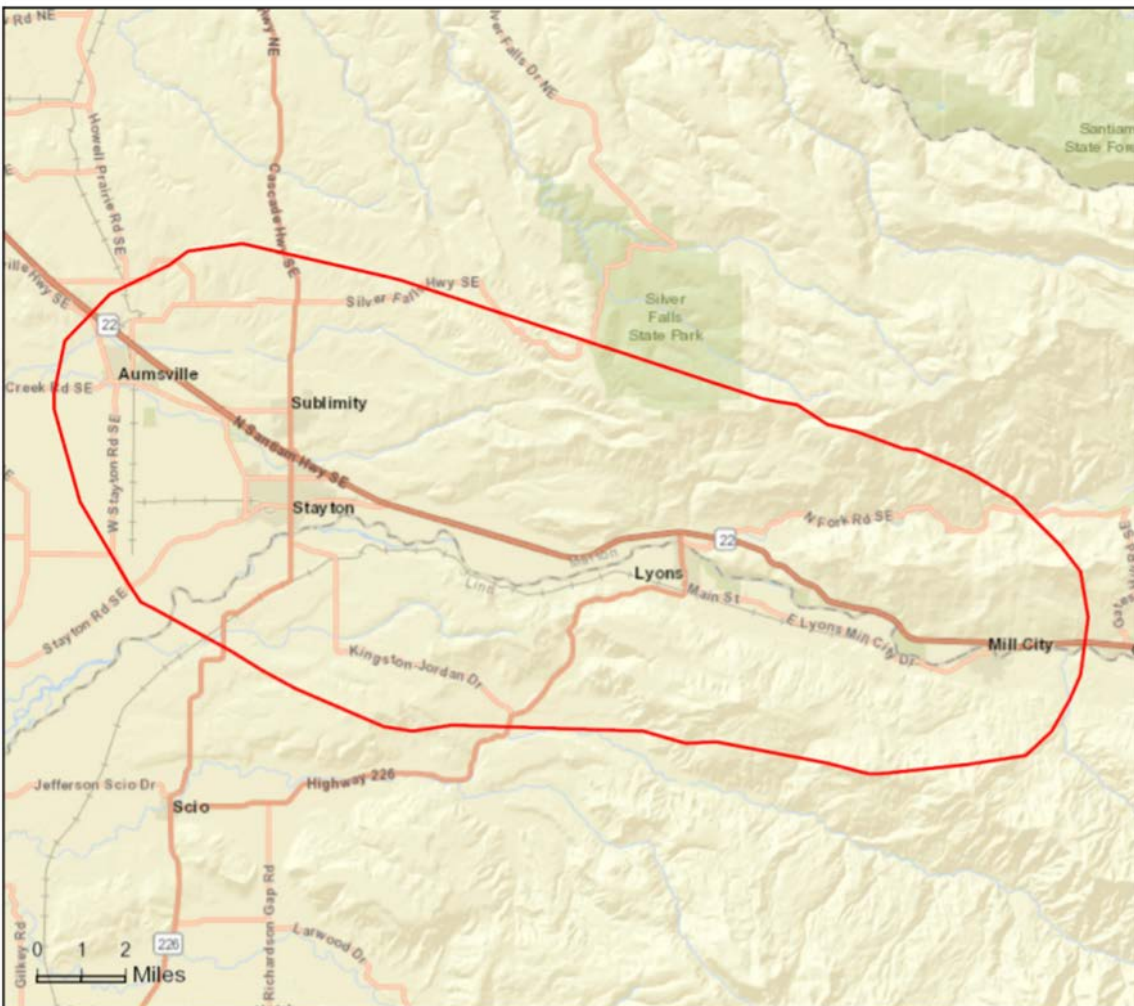
- Preservation of the historic character is important to the community.
- Want to promote and take advantage of the waterways throughout downtown.
- Downtown should be the focal point of the entire community.
- More green spaces, flowers, and outdoor seating is desired.
- Community members want the downtown to be family-friendly.
- More nightlife including diverse dining experiences are desired.
- Fully “wired” downtown.
- Pedestrian and bike connectivity.
- Maintain small town feel.
- Gateway and wayfinding features to define downtown and aid in getting around downtown.

Market Analysis

The market overview section evaluates the market based on identifying the inherent competitive advantages of downtown Stayton. Balanced with input from the community as well as current place-based assets and anchors we can develop an overarching Transformation Strategy. The following represents summary charts of collected market data of the trade area for downtown Stayton. All data is also provided in attachments for further review.

Trade Area

Primary residents of Stayton's trade area represent the largest customer group for downtown Stayton. The trade area map below reflects that Stayton pulls shoppers from throughout the Santiam Highway corridor, who are especially attracted to Stayton's convenience goods stores like Safeway, Ace and Wilco.



Demographic and Psychographic Characteristics Summary

The data that follows represents Stayton trade area residents.

Demographics

| Summary | Census 2010 | 2018 | 2023 | |
|---------------------------------|-------------|---------|----------|---------|
| Population | 23,877 | 25,587 | 26,886 | |
| Households | 8,874 | 9,403 | 9,842 | |
| Families | 6,480 | 6,809 | 7,104 | |
| Average Household Size | 2.66 | 2.69 | 2.71 | |
| Owner Occupied Housing Units | 6,198 | 6,400 | 6,879 | |
| Renter Occupied Housing Units | 2,676 | 3,003 | 2,962 | |
| Median Age | 39.6 | 40.5 | 41.0 | |
| Trends: 2018 - 2023 Annual Rate | Area | State | National | |
| Population | 1.00% | 1.19% | 0.83% | |
| Households | 0.92% | 1.13% | 0.79% | |
| Families | 0.85% | 1.04% | 0.71% | |
| Owner HHs | 1.45% | 1.54% | 1.16% | |
| Median Household Income | 2.36% | 2.17% | 2.50% | |
| Households by Income | 2018 | | 2023 | |
| | Number | Percent | Number | Percent |
| <\$15,000 | 803 | 8.5% | 664 | 6.7% |
| \$15,000 - \$24,999 | 731 | 7.8% | 659 | 6.7% |
| \$25,000 - \$34,999 | 952 | 10.1% | 895 | 9.1% |
| \$35,000 - \$49,999 | 1,196 | 12.7% | 1,156 | 11.7% |
| \$50,000 - \$74,999 | 1,978 | 21.0% | 1,973 | 20.0% |
| \$75,000 - \$99,999 | 1,540 | 16.4% | 1,698 | 17.3% |
| \$100,000 - \$149,999 | 1,528 | 16.3% | 1,915 | 19.5% |
| \$150,000 - \$199,999 | 383 | 4.1% | 479 | 4.9% |
| \$200,000+ | 294 | 3.1% | 402 | 4.1% |

Source: ESRI BIS, US Census

- Population is small but growing slightly slower than state (1.0%/yr) (Oregon=1.19%/yr)
- Median HH income at \$60,329 is above the state, but HH ownership is less
- Latino residents make up 11% of the trade area population, a lower percent than for the state
- Demographic profiles do not account for tourists

Psychographics

Psychographics is the study of personality, values, opinions, attitudes, interests, and lifestyles. Tapestry psychographic data helps communities and businesses understand consumer lifestyle choices, what they buy, and how they spend their free time. Tapestry classifies US residential neighborhoods into 67 unique segments based on demographic and socioeconomic characteristics. The top psychographic profiles for Stayton are used to gauge possible shopping characteristics of downtown's largest potential shopping demographic. The following outlines the top three groups based on psychographic data for Stayton: "Southern Satellites" (26.4%) followed by "Midlife Constants" (12.0%) and "Front Porches" (10.5%).

"*Southern Satellites*" is the second largest market found in rural areas but within metropolitan areas. This market is typically non-diverse, slightly older, settled married-couple families, who own their homes. Median household income (\$47,800) and home value are below average but net worth (\$97K) is slightly above US average (\$93K). Labor force participation rate is 59.1%, slightly lower than the US. These consumers are more concerned about cost rather than quality or brand loyalty. They tend to be somewhat late in adapting to technology. They obtain a disproportionate amount of their information from TV, compared to other media

"*Midlife Constants*" have a median age of 47 and are leaning into retirement. They have above average net worth (\$138K) compared to the US average (\$93K). Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than

urban. They are generous, but not spendthrifts. They are traditional, not trendy and opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother. Attentive to price, but not at the expense of quality, they prefer to buy American and natural products. Radio and newspapers are the media of choice (after television)

“Front Porches” have a median age of 34.9 with a median income (\$43,700) and net worth (\$24,800) well below US average. They are a blend of households with more young families with children and single family households than average. Composed of a blue-collar work force, price is more important than brand names or style to these consumers. With limited incomes, these are not adventurous shoppers and they would rather cook a meal at home than dine out. They seek adventure and strive to have fun. They prefer cellphones over landlines, and use their mobile devices for entertainment such as streaming movies and music.

The report segments as described by ESRI for the top three categories are included in the attachments.

Business District Characteristics

In this particular area, we are visually and through data points seeking to better understand strengths and/or voids within the downtown marketplace of certain business related clusters. Some key points to take-away about the local business base follow:

- 337 Businesses in City of Stayton
 - Approx. 40% are services
 - Approx. 21% retail
- 745 Businesses in Stayton Trade Area and 7,439 employees
 - 35.6% in services
 - 19.5% in retail
- Approximately 60 ground floor business
 - About 50% are retail and restaurants

Note: Many City and area employees live outside the trade area and potentially bring dollars in to support retail and service businesses

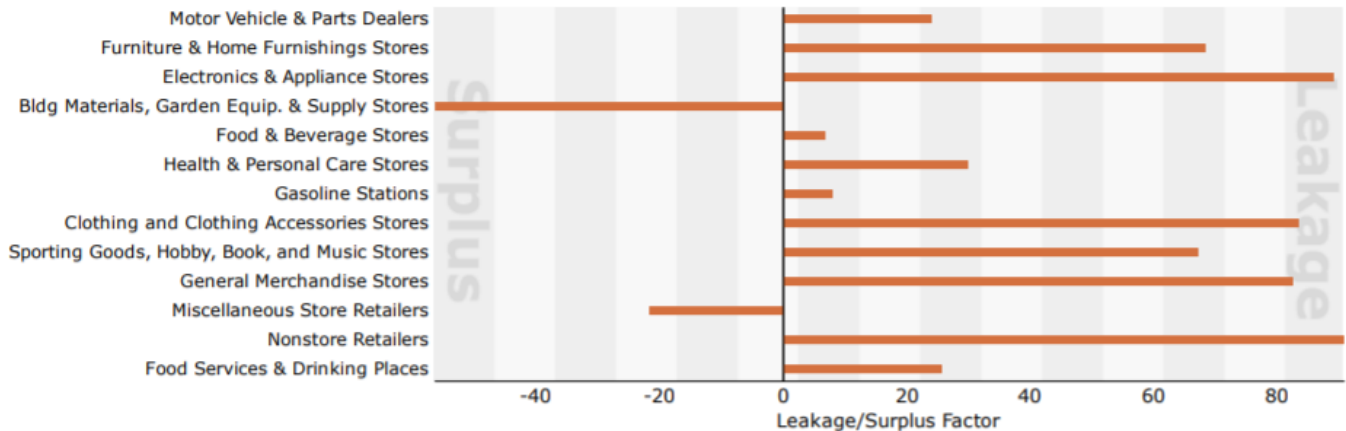
Sales Void Analysis

The Leakage/Surplus report provided for Stayton’s trade area measures the balance between the volume of retail sales (Supply) generated by retail businesses and the retail potential (Demand) produced by households within the trade area for spending on goods and services.

Leakage: Leakage in a trade area represents a condition where demand exceeds supply. In other words, retailers outside the trade area are fulfilling the demand for retail products at a greater rate than those within the trade area, therefore, demand is “Leaking” out of the trade area. Such a condition can on one hand highlight a potential opportunity to recapture those “leaked” sales or suggests an inherent weakness within the trade area that may prove too difficult to attract those “leaked” sales. For the Stayton trade area, there is a \$12M sales leakage in Food & Beverage and \$70M sales leakage across all other Retail categories.

Surplus: Surplus in an area represents a condition where supply exceeds the area’s demand. Retailers are attracting shoppers that reside outside the trade area. The “Surplus” is in market supply. The following graphic looks at leakages and surpluses for the Stayton primary trade area. This data provides insight to retail and service opportunities that downtown Stayton may be able to capture.

2017 Leakage/Surplus Factor by Industry Subsector



Current Downtown Place-Based Assets

The third area of focus in helping to clarify and define a potential Transformation Strategy for downtown Stayton is in evaluating your current place-based assets. These current assets directly demonstrate current or potential traffic draws to downtown as well as market strengths:

- Truly unique waterway system flowing throughout downtown
- Emerging business clusters in a few segments:
 - eclectic home furnishings related businesses,
 - health and wellness, and
 - restaurants
- Civic center
- Mix of historic building stock
- Downtown movie theater – a key community draw
- Walkable and compact layout
- Brown House Event Center
- While not downtown, there are a number of potential new mid to upper income single family housing developments which could bring new residents to the area

Community Downtown Vision

A unified thriving downtown district serves as the community’s focal point with a mix of retail, professional offices, government, cultural, social and recreational opportunities, innovative housing and parks and a supply of adequate parking. *Source: Downtown Stayton Transportation & Revitalization Plan, 2010.*

Market Data Summary

In evaluating Transformation Strategies, market data never truly pinpoints the exact market for downtown. However, it can both support the Transformation Strategies as well as provide the themes that help to define.

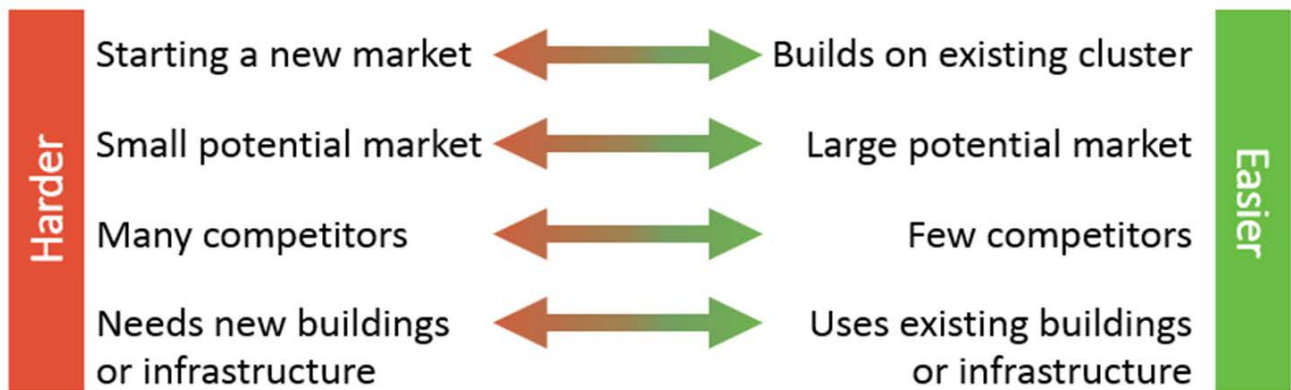
For Stayton and many other downtowns across the country, market data for the trade area is limited to assessing a more localized consumer. In the case of Stayton, based on interviews, business mix, key downtown traffic generators, and geography, it is fairly obvious that downtown supports a primarily regional market. At this point in time, while there is the potential, there does not appear to be a strong tourism market. There appears to be four category areas that draw both a highly localized market, including downtown residents, as well as from a larger trade area:

- Experiential Home Furnishings
- Health and Wellness
- Convenience
- Restaurant/eating establishments

In essence as we create Transformation Strategies by looking for strategies that provide for the potential of “overlay” consumer markets in which multiple product categories and/or consumer groups are supported. This creates a more robust shopping environment so that if one of the consumer markets or product categories is down the others can bolster and vice versa.

Recommended Strategy

Based on community feedback and survey input, coupled with market data and review of the current business mix, we evaluated some early considerations by asking a few key questions to ensure that the Transformation Strategy could provide unique, competitive positioning for downtown Stayton.



We initially tried “home based cluster,” “convenience,” or “family friendly.” After some initial feedback, we are recommending a Primary Transformation Strategy of “**Authentic Eclectic Experience**” for RDS that incorporates a lot of what people feel are both strengths and opportunities for downtown:

- “Authentic” relates to the history and heritage of Stayton as reflected in the people and downtown architecture. It is part of cultivating that hometown, downtown sense of place and reflects the local business owners serving the community.
- “Eclectic” is represented in the unique businesses that can be found in downtown as well as the mix of old and new in the building stock. You have a downtown that has evolved over the years and that is represented in the mix of architecture. In terms of business mix, there is an interesting mix of health and wellness related business that blend well with the unique vintage and locally crafted related businesses.

- “Experience” is that sense of discovery of finding something surprising and enticing when shopping, recreating, or relaxing downtown. Creating spaces for people to gather or enjoy downtown, as well as events and activities that engage people with the district, is an important part of creating the downtown experience.

In fact, this strategy is consistent with The Grove’s marketing message of “History, Mystery, and Artistry!”

Who are the customers for this strategy?

As noted most of downtown Stayton’s existing and potential customers reside in the immediate community or larger trade area. As focus group participants noted locals are highly connected to the schools and youth activities and also have a deep sense of pride in their hometown. They are eager to revitalize downtown for a variety of shopping, social, and entertainment uses. Visitors are also an important secondary market for the transformative strategy. Shopping is the #1 experience that visitors seek in their travels and of course, eating 3x a day. Travel Oregon promotes Oregon’s ‘one-of-kind’ unique shopping and markets to visitors, who often seek authentic and eclectic retail and other experiences in their travels. And, we heard about the number of people that stay at airbnb’s while enjoying nearby outdoor recreational opportunities. They are seeking other experiences while in the area such as your downtown can and does provide. Employees of local businesses who commute from out of town are also a target customer group. If they are made aware of downtown’s offerings through direct promotion, they too will be ready to spend time and money there.

Why this is a good fit for downtown Stayton

- Downtown already has a unique mix of eclectic cottage businesses such as the 9+ in The Grove and Not So Shabby as a key anchor.
- Can easily accommodate and encourage participation of the many artists in the area who RDS expressed strong interest in connecting with downtown.
- Sales gaps support expanded retail in multiple categories that enable downtown to fill niches in apparel, home goods and gifts as it is already doing.
- Would attract both local residents (in most the lifestyle groups) and visitors to the area.
- Provides a nice umbrella statement for a variety of dining spots including food carts and daytime after 5 business hours.
- Would be a strong marketing theme that reflects what downtown already is and the direction it is going.
- Reflects the character of downtown’s historic buildings and the stories of the eclectic characters who once lived and worked in Stayton.

Next Steps

The RDS board needs to review the recommended strategy and adopt. Host a meeting with the participants of the focus groups and community meeting, respondents to the survey who provided contact info, and invite others that might be interested in participating. Form working groups based on the recommended strategies. Discuss key goals for each work group based on the strategies. Coming together as one group to decide will help everyone align and connect their point to the strategies. Oregon Main Street staff is available to help facilitate this meeting if desired.

After this, the individual work groups will need to meet to develop their work plans. At that meeting, the chairs will need to review the selected strategies and project goals from the previous meetings:

- Review current activities and identify what fits under the recommended strategies. You may already be doing a lot of work that aligns with the strategies.
- Some activities may be part of your core functions that don't necessarily align with the strategies but are important to keep. That is fine as well.
- Some activities may not align with the strategies nor are meeting organization goals or serving an important function. It might be time to let them go.
- Consider other "partner" organizations and stakeholders the work they are doing that enhances the strategies. While not the result of the main street group's efforts, this does represent the leveraging of capacity and resources in support of your strategies so you definitely want to capture this information.
- Develop your written work plans that outline who is responsible, budgets, timelines, etc. Remember to include metrics for each – what defines success as it relates to each strategy? Some sample metrics include:
 - Conduct on-street customer and business surveys when you implement the strategies – then, conduct surveys one year, three years, and five years later. Ask the same questions. Are more people patronizing the district? Are their impressions and perceptions of the district improving? Your surveys should include questions in four specific categories:
 - Attitudes and perceptions about the district
 - Current shopping habits
 - Additional products and services shoppers would like to be able to buy within the district
 - Demographic characteristics of those participating in the survey including home zip code
 - Track the number of square feet devoted to business uses based on the strategies over time.
 - Ask the owners or managers of a representative sample of businesses in each of the strategies to keep an informal tally of foot traffic, average transaction amount, and gross sales. Interview at regular intervals and hold an annual focus group. Are the numbers increasing?
 - Track the number of changes (in business hours, service offerings, or product mix) that businesses have made to serve the target markets of each of the strategies.
 - Choose several intersections or entry points in the district and count the number of people who walk by during 30 minute intervals. Do this at two or three key points in the day (e.g., morning, noon, and evening). Repeat the pedestrian counts at least twice a year, at the same times of day. Are the numbers increasing?
- Remember to take the work plans to the board for approval before beginning any new project or activity.
- Utilize the customer surveys and sales gap information to promote downtown's business opportunities (see sample).
- Strategize with property owners eager to fill vacant spaces about the types of businesses that may offer the best fit for the location and property characteristics and in light of downtown's market theme as Authentic and Eclectic. Help organize business expansion and attraction efforts to develop interest in downtown Stayton.

Main Street Refresh: Stayton Attachments

1. Survey Results
2. Psychographics
3. Sample documents:
 - a. Business Postcard
 - b. Restaurant Flyer

- Ada access
- Unusable buildings, "do-gooders" with no real vision or action
- Failure to realize potential of waterways
- Curb appeal - paint buildings / remove/update old awnings / add flowers/plants, kick out city from space that could be used for retail/service businesses/ new street lights (updated like sublimity)/ redirect traffic thru downtown
- Drunk people
- 2 seedy bars
- Nothing that draws me there except for theater and covered bridge.
- Unsure of safety sometimes when sun goes down.
- Building facade in disrepair
- Lack of quality places to eat in the afternoon / evening hours
- Attractiveness
- We need something for our kids to do. A bowling alley would be great for everyone.how about an arcade?
- The lack of consideration for business owners from rds!
- Loitering
- Awareness
- Not enough variety in store choice
- A few empty buildings and the owners don't care to maintain

What top three amenities would you like to see in downtown Stayton?

| | |
|----------------------|--------|
| Art (Murals) | 41.57% |
| Pedestrian Lighting | 32.58% |
| Benches | 30.34% |
| Parks | 29.21% |
| Trashcans | 25.84% |
| Wi-Fi | 24.72% |
| Art (Sculpture) | 22.47% |
| Wayfinding Signs | 19.10% |
| Bicycle Racks | 15.73% |
| Pedestrian Crossings | 11.24% |
| Banners | 4.49% |

Comments:

- Good restaurants
- None of these matter until there is an a actual reason to be down there. Until there are real business dressing it up is pointless
- Businesses and restaurants
- Close 3rd st to foot traffic only
- Bridge to connect 2 parks
- Outdoor seating - need wider sidewalks for this
- Waterway accessible & developed.
- Better food choices
- Businesses

What 3 business types would you like to see, or see more of, within the downtown?

| | |
|---------------------|--------|
| Pub/Restaurant | 44.68% |
| Coffee Shop/Bakery | 37.23% |
| Fine Dining | 35.11% |
| Brewery | 29.79% |
| Entertainment | 27.66% |
| Childrens/Kids | 23.40% |
| Art/Craft | 18.09% |
| Clothing | 18.09% |
| Bookstore | 17.02% |
| Home Goods | 17.02% |
| Sporting/Outdoors | 17.02% |
| Shoe Store | 12.77% |
| Grocery | 8.51% |
| Drug Store/Pharmacy | 7.45% |
| Health and Beauty | 7.45% |
| Electronics | 4.26% |
| Jewelry | 0.00% |

Comments:

- Antiques/used stuff
- Late afternoon summer produce 'farmers' market.
- Choices show no sense of reality. The continued focus that this is a shopping area shows the downtown group is out of touch. Residential, professional, service is more suited, but only if people are serious about fixing buildings.
- Children's clothing store
- Plant store, ice cream palors, candy store, bike store, rafting store
- Thai restaurant
- Bowling alley or roller skating for teens
- Food trucks
- We need a health store that is fully stocked and has more regular hours.
- Thai food
- Vegan friendly restaurant
- Vintage/antiques
- Boutique hotel, family sit down restaurants open in the evening
- Repair services (shoe/leather); places so I don't have to go to Salem

What time of day do you shop most often (not just downtown)?

| | |
|---------------|--------|
| 7 am to 9 am | 0% |
| 9 am to 11 am | 20.65% |
| 11 am to 1 pm | 14.13% |
| 1 pm to 5 pm | 22.83% |
| After 5 pm | 42.39% |

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| No | 55.43% |
| Maybe | 19.57% |

Comments:

- I have a family and like a yard for my pets
- I'm walking distance now.
- It's too dirty. Tons of potential but it's mostly druggies that hang around the bars downtown.
- I would not but I work with young people in Stayton who live in apartments elsewhere because apartment housing in Stayton is mostly low income families
- Not yet but if apartments above stores
- Only if it was a thriving place to live and experience. If independence can grow Stayton can too
- More upscale apartments would be nice
- I don't think downtown housing is what we need. We need to not have to run to Salem for everything except groceries.
- If it was a thriving downtown with grocery, more restaurants
- restore building for retail / living possibilities.

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In one sentence, describe your hope for the future of downtown.

- More variety of goods
- decent restaurants with a vibe- a place to meet for drinks/dinner
- I hope it stays a close and small little town
- Family oriented
- Vibrant
- I would love to maintain the small town feeling, while embracing new city ventures that would update and revive the spirit of Stayton and other small towns like Stayton. (Think Walla Walla, WA)
- More entertainment, family dining, kid oriented activities!
- I have no hope, downtowns that have died spend lots of energy polishing a turd to no avail. without a serious influx of several new businesses and a marketing plan to promote them they will remain dead
- Allowing business/restaurants to open
- Tear down and rebuild. Current buildings are not safe.
- Clean up old buildings
- To be loved by its town
- For a variety of different options for stores
- It becomes more known and has more to offer to the variety of people in Stayton and surrounding areas
- Hours & amenities for a "bedroom Community".
- I hope a private investment is made to draw Salem customers to our area
- I hope we can get more businesses and make it busy!
- Bring life to it; nothing fun to do there.
- Enjoyable & family friendly shop.
- I hope to see more retail, food and entertainment businesses that will draw in customers and that we can find paint colors for the buildings that are calming and inviting and don't look so mismatched.
- More to do
- Somewhere you can walk around and have stuff to do after 7 PM other than go to a bar. (This is a city wide issue.) Maybe an arcade, bowling alley, DIY craft place (like the DIY bar in Portland), a location that hosts paint nights every week.
- Better sidewalks and streets
- A place to spend time with friends and family.
- Clean, quaint, and family oriented
- There is so much potential, look at some of the surrounding towns like Silverton
- It has the "Silverton potential" but it's just not there because it is dirty and run down with too many businesses either closed or looking like they are closed- let's make it beautiful!
- I would like Stayton to be a lively family entertainment center with stores and restaurants open day and evening.
- That it be attractive to locals and guests
- Clean it up and make it look inviting
- Give us something to do that's not overly expensive. Shopping is fine but all the crafty stuff is not practical for people on a budget.
- A fun, safe place to hang out with my family.
- Less junk/resale/thrift stores and more dinner places

- I hope to narrow my shopping to use more local options.
- That Stayton could have a fun downtown - someplace you could enjoy in the evening, i.e. Silverton
- Vibrant with a lot of choice of things to do.
- See it get a fresh makeover
- that we could move on from the nonsensical "shopping" to a real vision.
- Bustling with activity for the younger crowd, yet easily accessible and enjoyable for all.
- Busy
- Something that is a consistent architectural and business theme/design
- The downtown should provide an array of services and shopping for all members of the community.
- Beautify 3rd st. - add more businesses - Give people a reason to travel down 3rd.
- To be cute and friendly
- To become up and coming, family friendly, consitant shops
- Packed with people walking to shops, eating, watching a movie and walking over bridge to enjoy the trails.
- Modern, clean businesses that will attract visitors from out of town as well as locals. Silverton is a great example. I would LOVE to see someone take Rumours and Mick and Moms and do something else with them. Rumours is an eyesore and I literally am afraid to walk past Mick and Mom's anytime of day due to group that hangs out on the sidewalk in front.
- I hope to see stores that support family needs.
- Becoming a charming destination for locals & tourists because of its outdoor playground, historic significance, and its embracing of modern living.
- Bring in a variety of fun businesses to draw everyone downtown.
- I am very hopeful of the future of downtown.
- I hope downtown can be like stars hollow from the tv show, the gilmore girls.
- to have energy and a place to socialize after work
- A safe, clean, attractive and vibrant place to hang out
- Growth
- Continued growth with local participation.
- A safe and fun place full of food and entertainment.
- NO crafty/used item retail; more boutiques, unique apparel/home goods
- Varied and welcoming businesses
- Success
- I would love to see more things for families to do together.
- I think there is a lot of potential. The work now needs to be focused on how what we have already can be improved to attract businesses downtown.
- Liveliness more available third st parking
- Attractive, interesting, thriving!
- A lively place where people of all ages want to go and bring family & friends.
- I am more worried about the future of Stayton than I am about the future of our downtown.
- Beautiful welcoming with good specialty shops and food choices
- An inviting area where the parklet can be placed in different areas, as it was suppose to be!
- I hope that it becomes an area that thrives for business and public use.
- flourish
- Downtown feels so dirty, it would be nice if it was cleaned up. Also, and end to the loitering kiddie corner from the post office - makes me feel UNSAFE walking past the building.
- Bustling enterprise with art, food, and specialty shops.

- To be like silverton
- A vibrant community hub.
- A clean green friendly social hub and by green i mean trees plants ect.
- A destination and gathering place to have fun with friends and family.
- Opportunity for kids & more food open after 5
- I would like to see more retail businesses so the place seems more alive.
- I'd like to see it revitalized with more shops, a brewery or pub, fine dining, family activites, ice cream shop.
- Busy
- Alive and vibrant
- I would like to see a fresh, welcoming area to enjoy.
- Rejuvenated
- A farmer's market on a saturday would be cool. Local farmers and crafters selling their wares.
- an evening pub/brewery/coffeehouse adjacent to the theater
- Vibrant, people out walking, busses bringing people in for the day,lots more downtown events
- A vibrant, attractive, successful, cooperative gathering place.
- A downtown that offers a variety of restaurants that are open in the evening.
- Inviting area of usable businesses that are open past 5PM.

What haven't we asked - what would you like to share?

- I'd love to see more flora downtown
- Some were to maybe have a picnic
- I hate that the weed store is in middle of town and so close to an area I take my kids
- Need to make changes to city rules & regulations for new businesses
- This process has been going on for over 40 years with no advancement. All vital shopping has left 3rd st. Buildings do not meet code and would be cost prohibitive to rebuild. Tear down and re build locations with new but have them designed to look old. Asbestos abatement alone on these buildings would break your budget.
- I would really like to see pioneer park connected to park on other side of ditch
- Maximize the waterways thru town.
- I travel through many small Oregon and Washington towns that have people of all ages out and about in the late afternoon and early evenings biking, visiting, shopping or celebrating Birthdays and such. Stayton has only fast food & bar options.
- Need to bring family friendly options and then have options for things to be open after 5:00. Need GOOD food, beers and wine.
- Pretty much all of Stayton closes by 7 at the latest. There is nothing to do after that so people have to travel elsewhere if they want to do anything.
- We need food available at night. Also more food options- vegan, gluten free, HEALTHY! Somewhere that people can hang out and grab a bite to eat with maybe some sort of entertainment.
- Downtown is not the only shopping in town, all shops and destinations should be included in planning efforts
- Nothing ever seems to be open in the evenings except the movie theater and bars.
- Need to open more restaurants- it's needed in Stayton and would bring more people to downtown if we had them

- Maybe allow smoking behind the bars only.. not on the sidewalks!! Not kid friendly, and cigarette butts everywhere
- Celebrate spring! Make a festival in May for Mothers or planting day. Invite local nurseries to come out in to the streets to sell flowers, vegetables and pots. Have demonstrations set up for people to learn how to make their own basket/pot designs or get landscaping ideas and advice. Invite Master Gardeners to come out to answer any questions pertaining to peoples vegetable gardens and flowers. have a brunch court set up by a local restaurant along with some boutiques. Id love to see something like that.
- Why hasn't the potential of the parks and trails been factored into plans for revitalization. Those parks and the water courses and the river offer an opportunity to make Stayton and the downtown a regional attraction. Walkability and natural beauty are prime sources of community appeal. The midvalley is short of four season, low elevation trails. We could provide that need...
- Parts are semi cute then you go farther down and there is just drunk people
- Downtown Stayton has some great architecture but a lot of spaces lack inviting colors and the store fronts feel enclosed and cold. A few business should strive for evening hours that appeal to young adults or is teen friendly.
- New police station and city hall and downtown living near bridge to park. Create a core near walking bridge
- What you are doing is wonderful! I am do excitrd to see the changes. I love The Grove and What the Quirk and can't wait for Snow Peak to open!
- What kind of shopping do you do outside of Stayton? 50% grocery, clothing, electronics, dining, specialty needs.
- Need a bowling alley and a drive-in theater. If there was more nightlife for teens, families and adults...I think you could compete with Salem.
- Activities downtown Stayton for children and adults
- Grants or rental offset programs for businesses to come in
- Get an actual YMCA or a Boys and Gils Club, art center for kids
- Would like to see less dive bars and smokers (who smoke on the sidewalks).
- Keep big-box retailers out of Stayton (including name brand coffees, etc)
- Clean up long term vacancies they just bring down the appeal of the area
- Alleys and vacant buildings and hotels apts need clean up
- Learn to burn: Porter Lau building
- Hard to answer some of your questions. Because I'm retired, I may shop on other days/times than I indicated, due to limitation of survey.
- I know there are grants to help bring back downtown/small town but we really need to allow some new things to come to Stayton. Take a look at Dallas. The town is thriving. Those folks can get pretty much whatever they need in Dallas.
- consistent hours of business would be great and open Mondays
- What can be done to help the businesses downtown as apposed to hurting them as RDS does.
- The sitting area on third street is a complete waste of money and space.
- REMOVE sitting area in the street on 3rd Ave. Who in their right mind wants to sit in the middle of the street, invites evening crime.
- Ideas: butcher/deli, coffee/bakery, fine dining, art supplies, cooking store with classes, less "used" goods/more new.
- We have nothing really going on in evenings and weekends,nothing else to attract kids to, if you attract kids the parents will follow, but i believe we are to small in size to really do much of anything here silverton is bigger and there are shops open on weekends and people are allways looking for

family entertainment. also i would come to meetings but the last meeting i did not here about until two hours before and had commitments

- If I could give an example of what I hope downtown Stayton to be, I would say something like Sisters or Albany. A walkable core with different types of shops and a variety of restaurant and to cater to both casual and fine dining. I hope that as Stayton grows and continues to build single family homes that attract people with extra income to spend on shopping/entertainment/food, the businesses downtown will see more support.
- Be ambitious aim for more renewable energy
- Would like to see a mid priced restaurant that is open in the evening..
- Need better weekend and evening hours
- Lets get all those vacant buildings filled. Food trucks downtown
- I am frustrated by the naysayers as changes are attempted.
- Stayton has no lodging except for a couple of air Bnbs



LifeMode Group: Rustic Outposts

Southern Satellites

10A

Households: 3,856,800

Average Household Size: 2.67

Median Age: 40.3

Median Household Income: \$47,800

WHO ARE WE?

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically nondiverse, slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

OUR NEIGHBORHOOD

- About 78% of households are owned.
- Married couples with no children are the dominant household type, with a number of multigenerational households (Index 112).
- Most are single-family homes (67%), with a number of mobile homes (Index 509).
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common (Index 144).

SOCIOECONOMIC TRAITS

- Education: almost 40% have a high school diploma only (Index 140); 45% have college education (Index 73).
- Unemployment rate is 6%, slightly higher than the US rate.
- Labor force participation rate is 59.1%, slightly lower than the US.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.

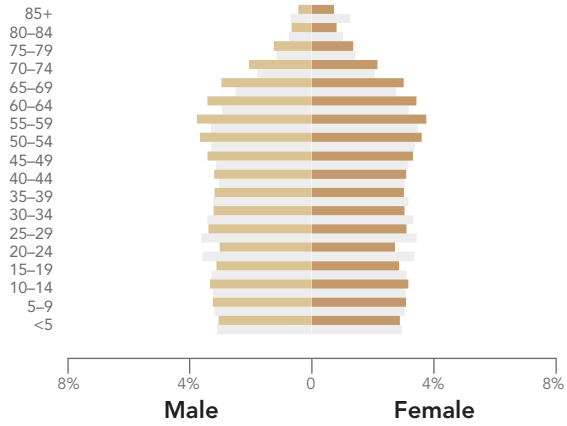


Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: **40.3** US: 38.2

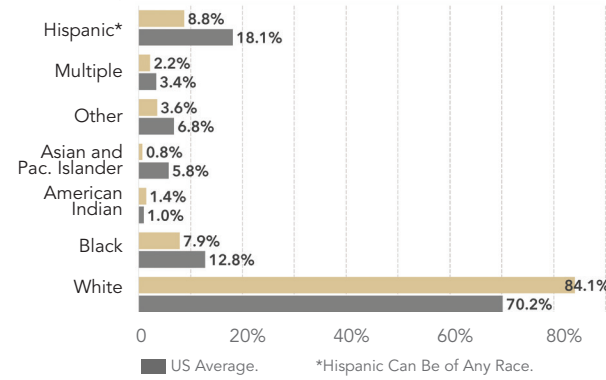
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **40.1** US: 64.0



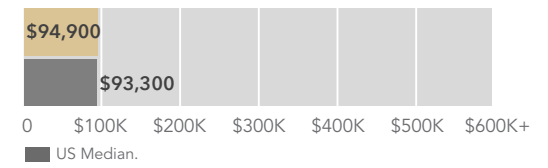
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

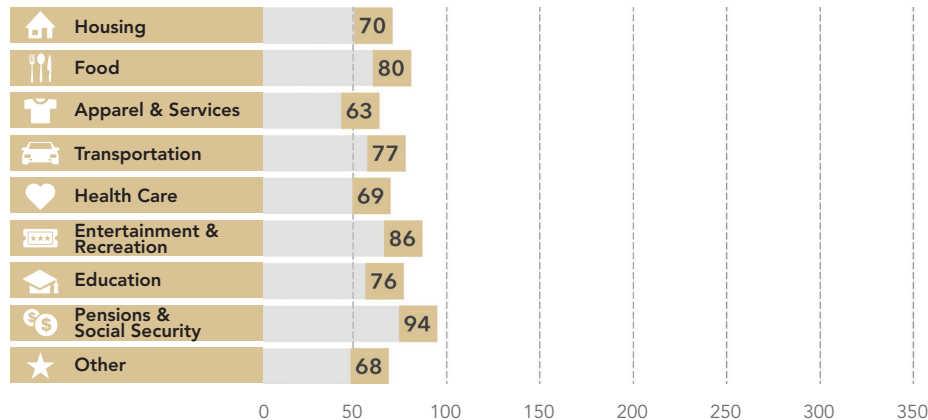


Median Net Worth



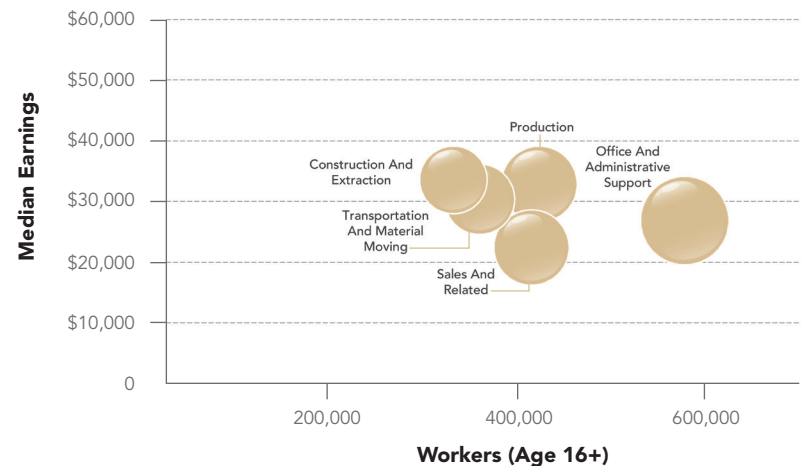
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Usually own a truck; likely to service it themselves.
- Frequent the convenience store, usually to fill up a vehicle with gas.
- Typical household has a satellite dish.
- Work on home improvement and remodeling projects.
- Own a pet, commonly a dog.
- Participate in fishing and hunting.
- Prefer to listen to country music and watch Country Music Television (CMT).
- Read fishing/hunting and home service magazines.
- Partial to eating at low-cost family restaurants and drive-ins.
- Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

HOUSING

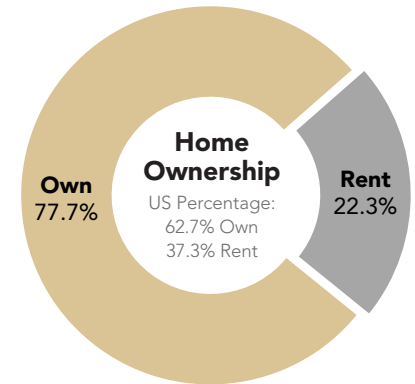
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
 Single Family;
 Mobile Homes

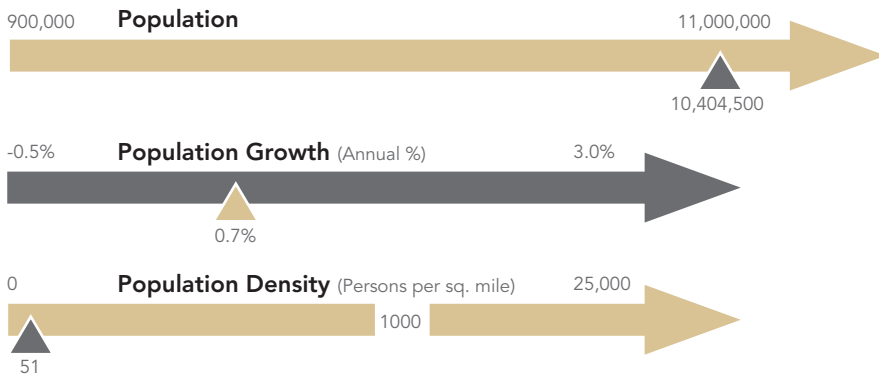
Median Value:
 \$128,500

US Median: \$207,300



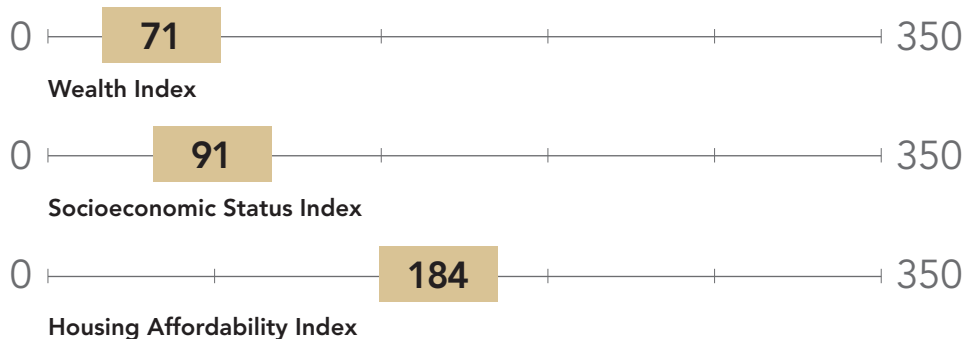
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

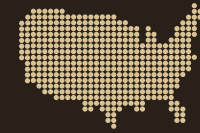


ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

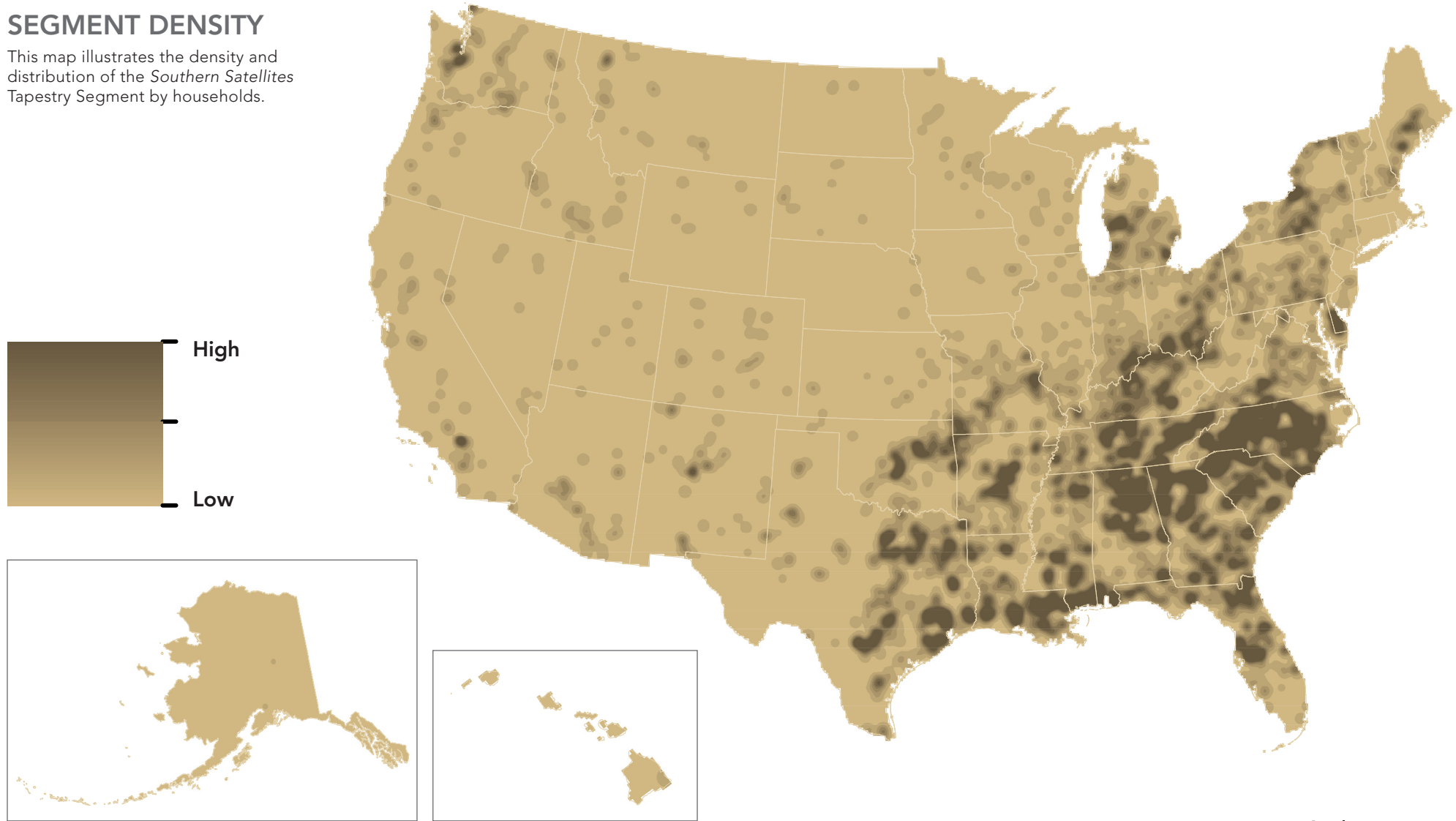


Southern Satellites



SEGMENT DENSITY

This map illustrates the density and distribution of the *Southern Satellites* Tapestry Segment by households.



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LifeMode Group: GenXurban

Midlife Constants

5E

Households: 3,068,400

Average Household Size: 2.31

Median Age: 47.0

Median Household Income: \$53,200

WHO ARE WE?

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of \$154,100 (Index 74).

SOCIOECONOMIC TRAITS

- Education: 63% have a high school diploma or some college.
- Unemployment is lower in this market at 4.7% (Index 86), but so is the labor force participation rate (Index 91).
- Almost 42% of households are receiving Social Security (Index 141); 27% also receive retirement income (Index 149).
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).



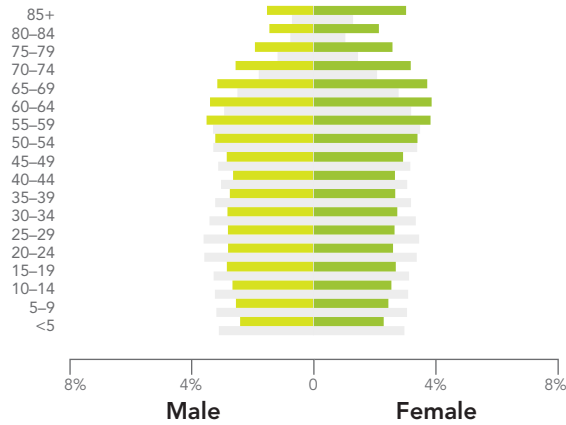
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **47.0** US: 38.2

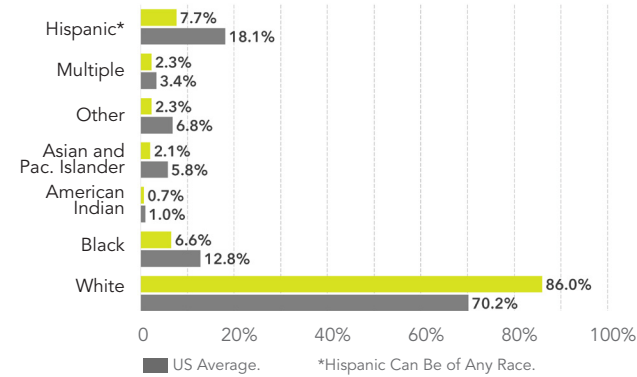
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **36.2** US: 64.0



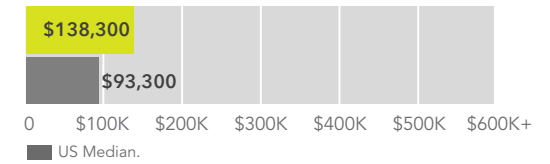
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

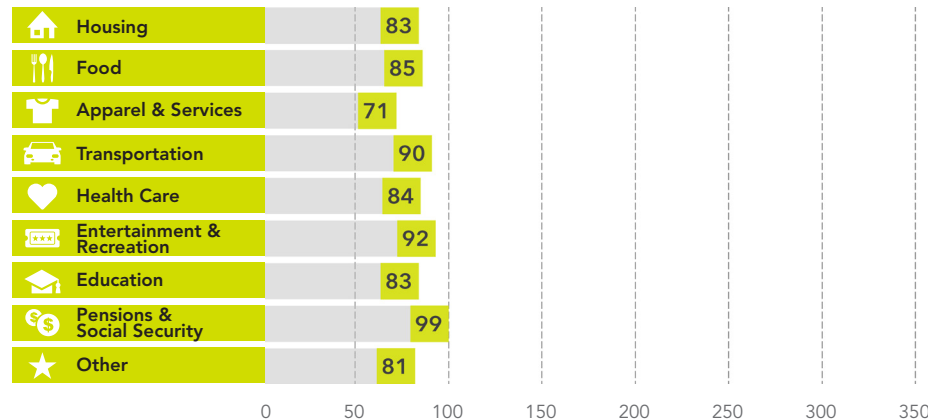


Median Net Worth



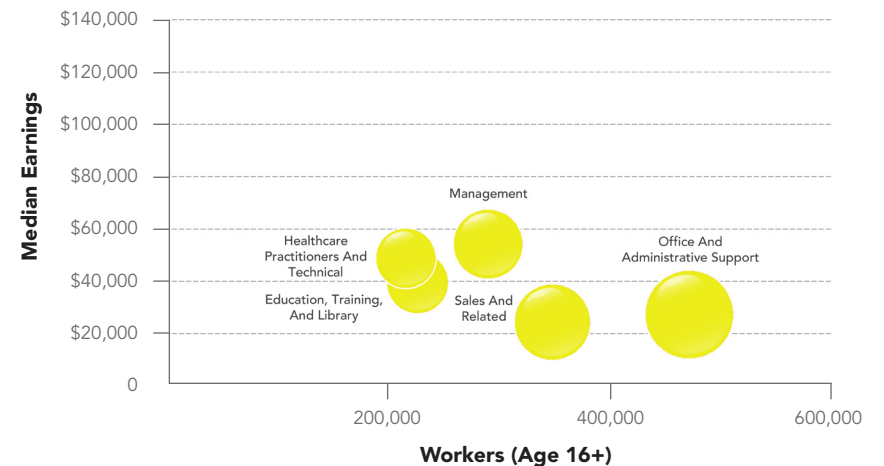
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, health, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or movie channels.
- Leisure activities include movies at home, reading, fishing, and golf.

HOUSING

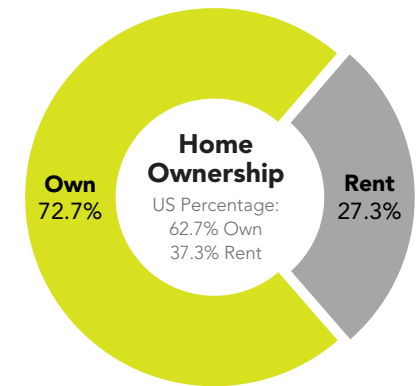
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

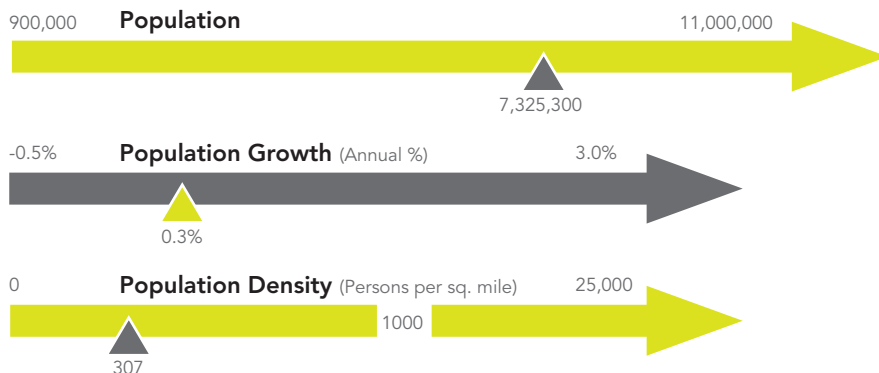
Median Value:
\$154,100

US Median: \$207,300



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: GenXurban

Midlife Constants

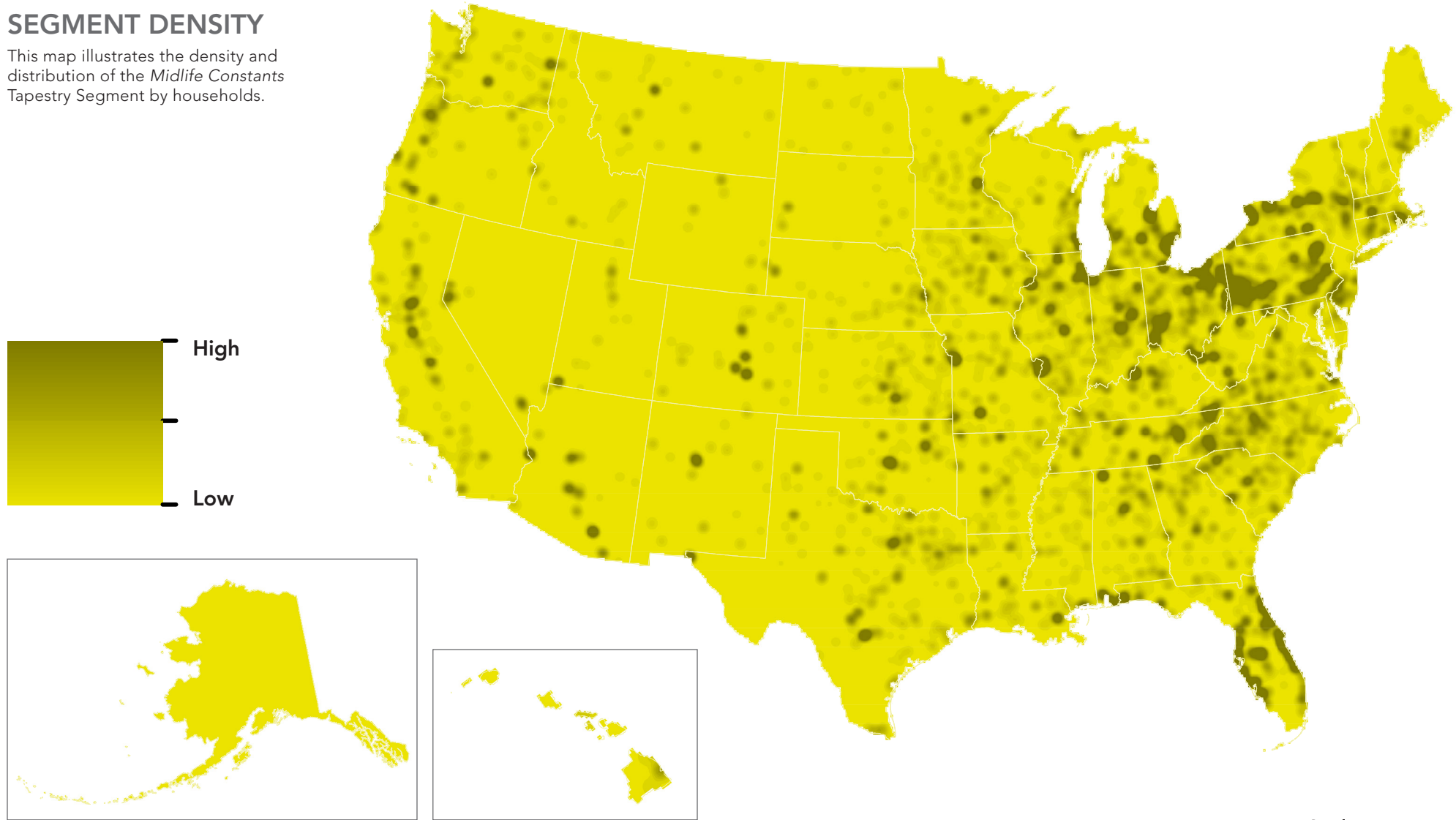


TAPESTRY
SEGMENTATION

esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Midlife Constants* Tapestry Segment by households.



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LifeMode Group: Middle Ground

Front Porches

8E

Households: 1,960,300

Average Household Size: 2.57

Median Age: 34.9

Median Household Income: \$43,700

WHO ARE WE?

Front Porches blends household types, with more young families with children or single households than average. This group is also more diverse than the US. More than half of householders are renters, and many of the homes are older town homes or duplexes. Friends and family are central to *Front Porches* residents and help to influence household buying decisions. Households tend to own just one vehicle but used only when needed. Income and net worth of these residents are well below the US average.

OUR NEIGHBORHOOD

- Nearly one in five homes is a duplex, triplex, or quad; half are older single-family dwellings.
- Just over half the homes are occupied by renters.
- Older, established neighborhoods; three quarters of all homes were built before 1980.
- Single-parent families or singles living alone make up almost half of the households.

SOCIOECONOMIC TRAITS

- Composed of a blue-collar work force with a strong labor force participation rate, but unemployment is slightly high at 7.1%.
- Price is more important than brand names or style to these consumers.
- With limited incomes, these are not adventurous shoppers.
- They would rather cook a meal at home than dine out.
- They seek adventure and strive to have fun.

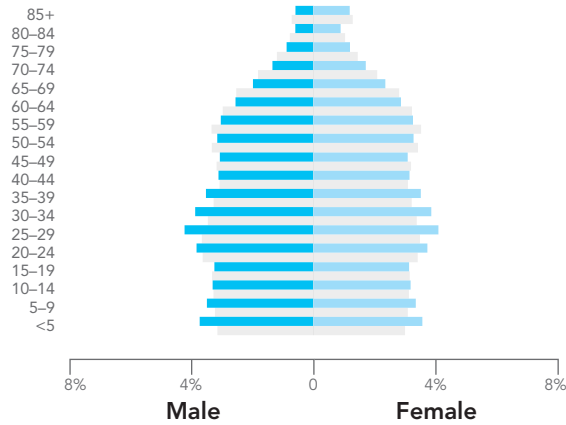


Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: **34.9** US: 38.2

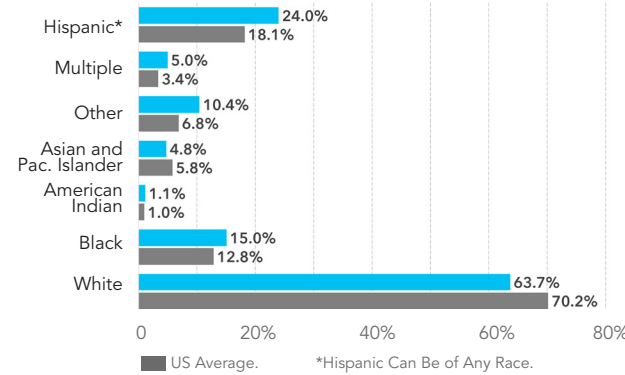
■ Indicates US



RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **72.7** US: 64.0



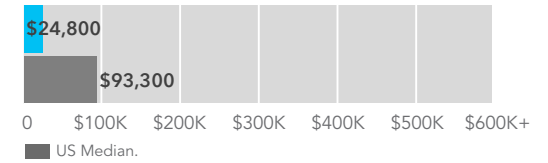
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

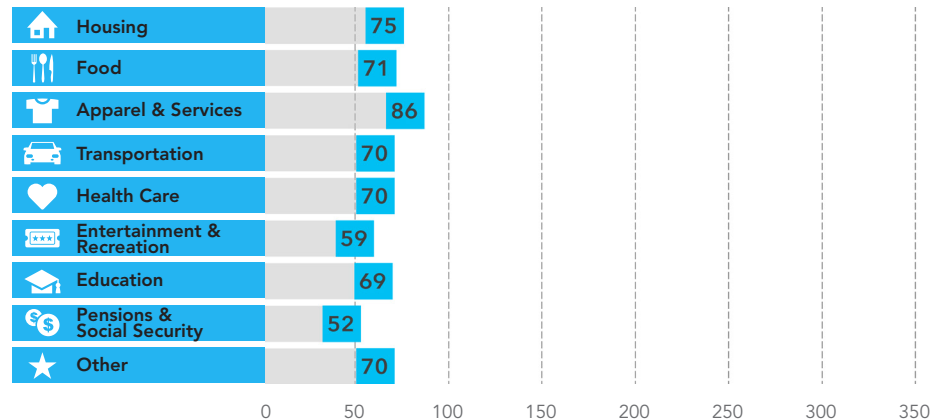


Median Net Worth



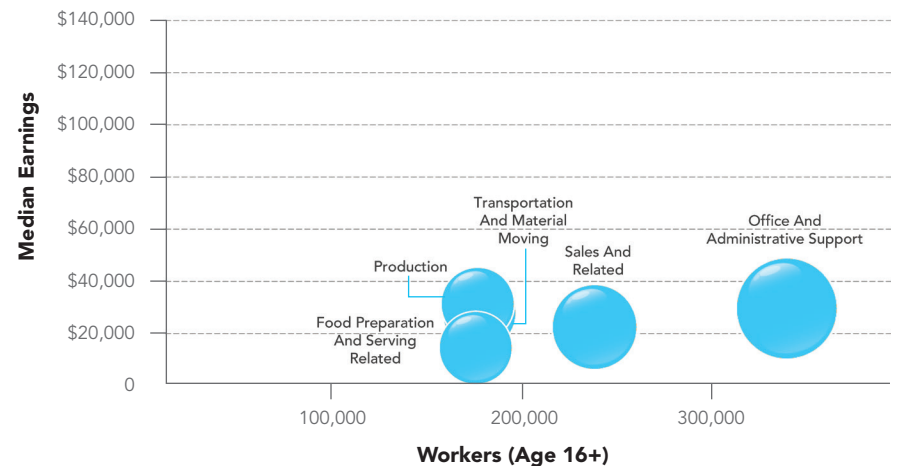
AVERAGE HOUSEHOLD BUDGET INDEX

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OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Go online for gaming, watching movies, employment searches, and posting pics on social media.
- Prefer cellphones over landlines, and use their mobile devices for entertainment such as streaming movies and music.
- Drink energy and sports drinks.
- Participate in leisure activities including sports, playing board games and video games.
- Watch Comedy Central, Nickelodeon, and PBS Kids Sprout.

HOUSING

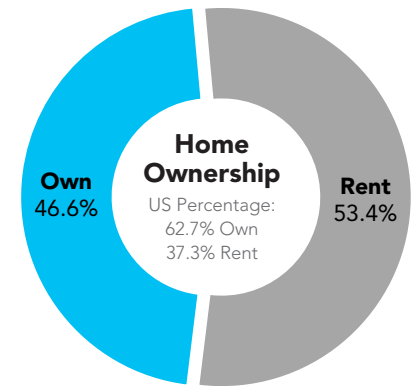
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family;
Multi-Units

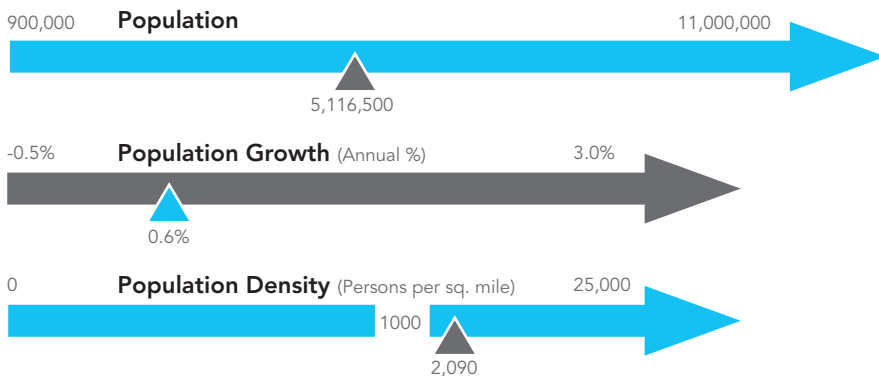
Average Rent:
\$913

US Average: \$1,038



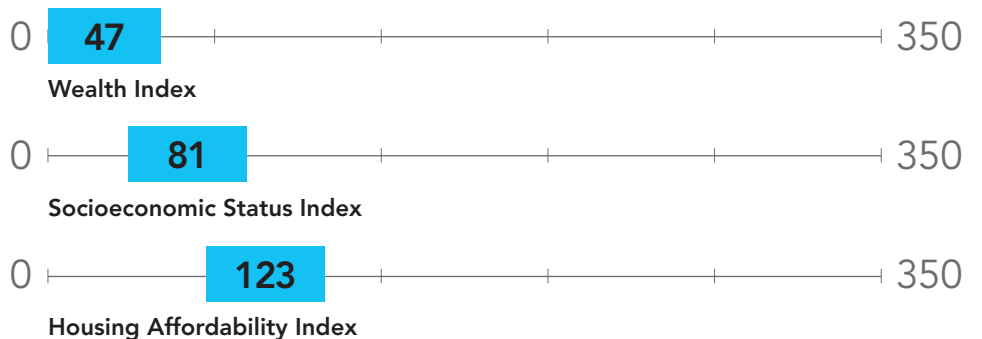
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

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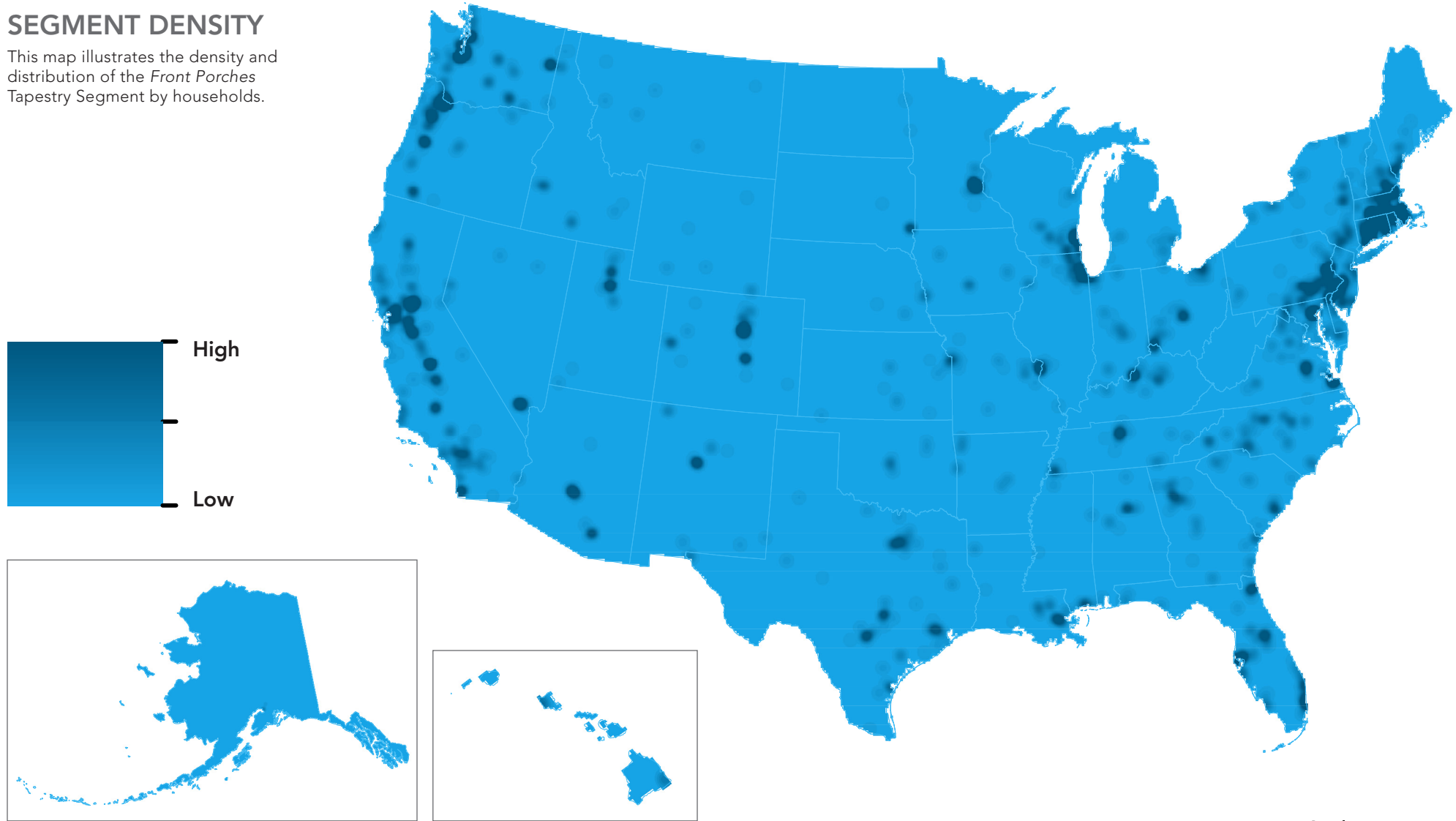


Front Porches



SEGMENT DENSITY

This map illustrates the density and distribution of the *Front Porches* Tapestry Segment by households.



I knew it was time for a change when I had 4 employees working almost 24 hours a day, 7 days a week. I found a historic building downtown but needed help making it happen. I reached out to the Hillsboro Downtown Partnership and they were like a neighbor you can rely on when you run out of flour.

Mindy Simmons
Owner, Decadent Creations, Downtown Hillsboro



**MAKE
DOWNTOWN
HOME**



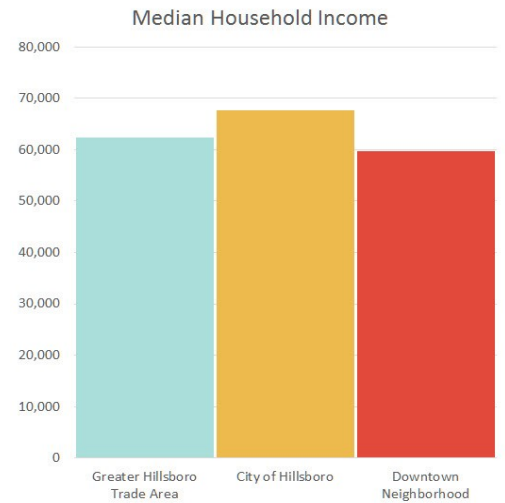
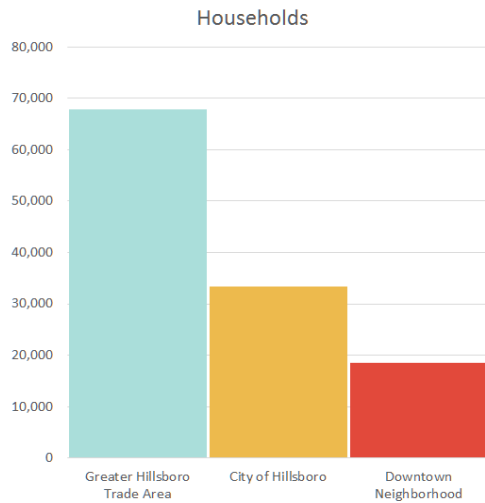
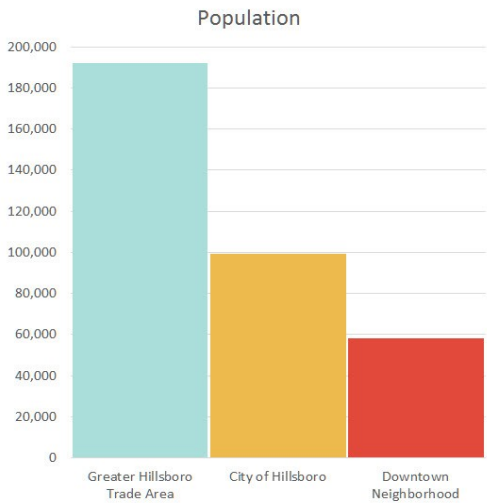
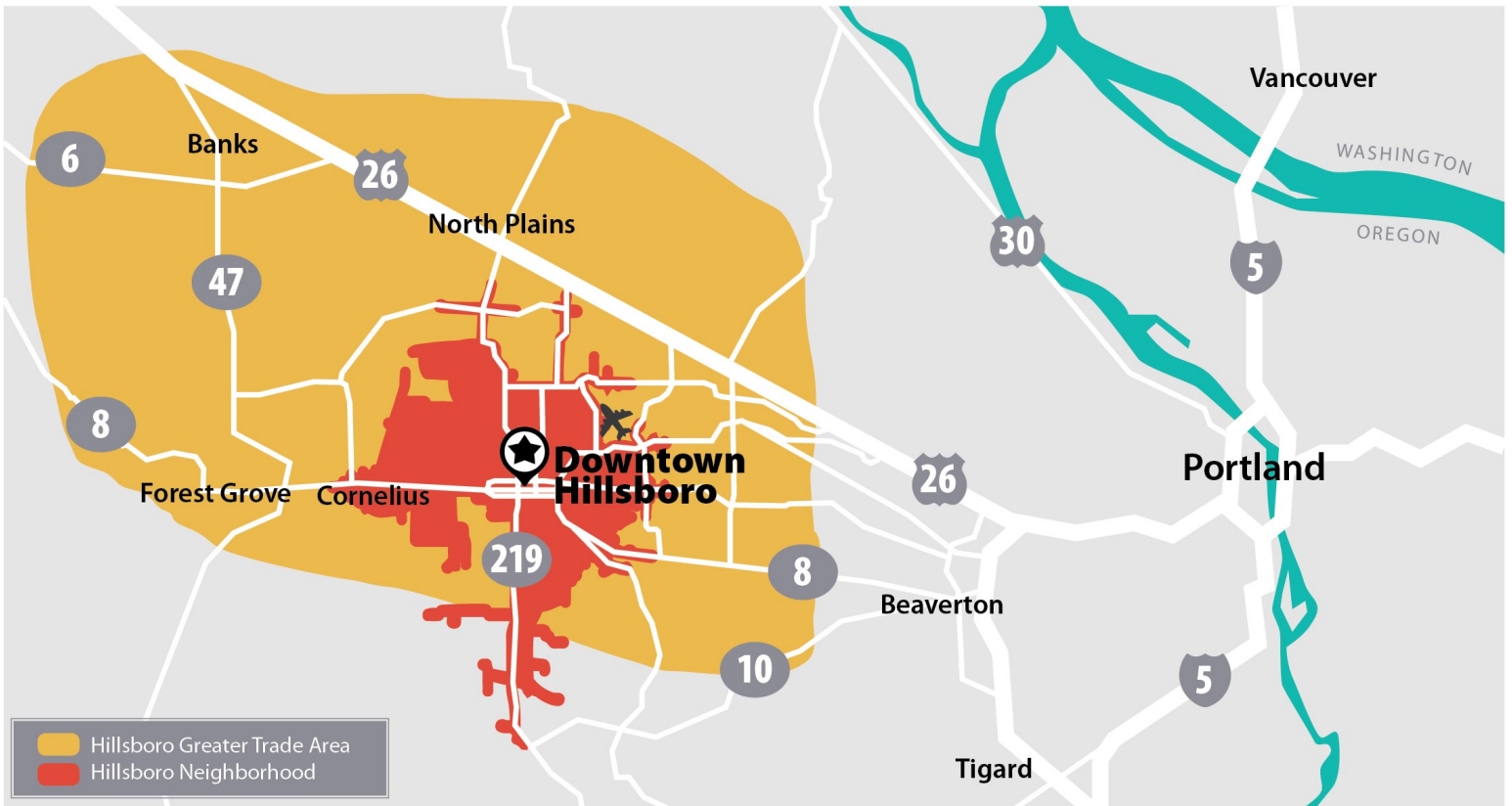
Ready to **Make Downtown Home?**

The Hillsboro Downtown Partnership can help your business find the perfect home and connect with the customers and other businesses you need to succeed just like we helped Mindy Simmons.

Come and check out our growing downtown and give us a call if you're ready to become part of the Downtown Hillsboro Community.

Call or email Tim Dalton
Director@HillsboroDowntown.com
(503) 640 - 6145
Hillsborodowntown.com

HILLSBORO'S DOWNTOWN MARKET



\$58,192

Greater Hillsboro Trade Area
Average Disposable Income

50%

Greater Hillsboro Trade Area
Households have a Disposable
Income Over \$50,000

34.1 yrs

Greater Hillsboro Trade Area
Median Age

40%

Greater Hillsboro Trade Area
is College Educated

OPPORTUNITY FOR RESTAURANT!



Downtown Hillsboro Oregon will soon rival the best shopping and entertainment neighborhoods in the Portland metro area. Over the past few years \$16 million has been invested in Downtown Hillsboro by local government, local business owners, and developers—and it continues today. Join our growing downtown, and a variety of restaurants, coffee shops, art galleries, unique shops, and evening events who serve the 24,000 people who work within a 10-minute drive of downtown and 58,000 who live in the downtown residential neighborhoods.



DOWNTOWN HILLSBORO. Top to Bottom, Left to Right: ① Courthouse ② County Museum ③ Hillsboro Civic Center / Court ④ TriMet MAX Transit Center (light rail to Portland)

\$21.4M

Existing Restaurant Leakage

81.4K SF

Existing Restaurant Demand

147.9K SF

Projected Restaurant Demand
(2022)

192,066

Market Area Population

58,351

Downtown Neighborhood
Residents

13,500

Downtown Workers

2,000

University Students

DEMAND

Brew pub
Brunch
Fine Dining
Late night

MAX LINE

Brings riders right
Into the heart of
Downtown

