

Received 6:55pm
11/17/15
GPA

To: Sherwood Planning Commission
From: Robert James Claus Ph.D.
RE: Mandel Zoning Change Request on Three Acres
DATE: Nov 17, 2015

Land Use Change Without Even Rational Relationship (Just Pure Politicization) is Sherwood History

In and of itself, the request for zoning change is a de minimis matter. It is, in fact, already occurring as it did with the nearly 80 town house units D.R. Horton is building on what was to be a congregate care center by Patrick Lucas. The indication when you begin to move to town houses or condominiums from single family residents is the demand for housing has increased to the point single family detached houses are beyond the reach of the average buyer. In fact, if we are to believe what we are told about the proposed Brookman Annexation, all 250 lots had been pre-purchased. It has been open knowledge that the Elks lodge site also has people willing to buy the single family detached lots from any developer. It is also true that all of the recent subdivisions were absorbed in a matter of weeks with no credible inventory of new homes. Within 30 days after the occupancy permits were issued, the home were sold. Rapid absorption rates are an indication there is a shortage of housing in the market. There should be a supply of new houses on the market which are there for three to six months. The simple fact in Sherwood is you cannot identify any single family detached home lots on new houses that have been finished, ready for occupancy, and not had offers to purchase (in some cases multiple offers). As soon as financing was available.

Is Mandel Supplying Sherwood Workers a Home-site this is the Question

The troubling aspect of the land use planning on the Mandel subdivision, with some 80 to 90 lots including the three acres (which should contribute 15 more lots), is you supposedly need to prove a series of conditions, such as there is a need for this kind of change zoning and you will not negatively impact the general land use zoning or the community. Although it is clothed in different words in Oregon, the fundamental principles of changing zoning have the three aforementioned concepts, with the exception of a self-imposed hardship [which Sherwood has not paid any attention to]. Sherwood has never checked the record to see if the landowner originally demanded zoning or if the city staff encouraged that zoning.

For the Sherwood "Worker" is Sherwood Home as was in the Cannery Era? Workers are Supposed to Be Part of the Village in our Town of Apartheid-- Two worlds with workers in Sherwood Living Outside their Trade/Work Area

This next point is extremely germane, but may be disjointed. The Sherwood staff and former elected officials have continually boasted about the income level of Sherwood residents, as well as the age level of resident citizens. There is no question, because Sherwood went into its rapid development boom in the 1980s working on land, much of which was virtually in foreclosure and readily available with infrastructure and sales price, about this latter factor. Sadly, for all of its talk about this boom in building and the level of income of residents, there has never been any serious discussing about the location and distance of the workplace [to and

from work, origin-destination trip] of these residents or more bluntly where the citizen (voter) worked to obtain the high income.

What you would be lead to believe, in looking at the income figures of the residents, there would be a number of high rise office building where lawyers, accountants, and business persons alike worked. But that is not correct. The urban land use morphology is as segregated and disjointed as South Africa Apartheid from its commercial industrial and retail base. In other words, if you look at the employment patterns of the industrial use, you do not see high tech capital intensive work uses in Sherwood. In fact, at the risk of not being understood in what I am saying, Washington Square Regional Shopping Center, which is truly categorized as a Regional Shopping Center with anchor tenants and walking malls, has 1,441,000sq/ft. {please see enclosed brochure} Amazing as it might see, given the disparity of the transportation system around Washington Square, a true interstate freeway as well as a dense and varied land use pattern, one would be astounded to hear that Sherwood has more retail commercial space than Washington Square.

Home Depot is something around 140,000sq/ft underroof. Across from Home Depot are two separate parcels supposedly light industrial, but have a history of retail and commercial use for another 100,000sq/ft. Safeway has 200,000sq/ft. Albertsons 200,000sq/ft. Walmart has 250,000sq/ft. The Sherwood Plaza has 200,000sq/ft. The McDonalds'/Kohl's area has another at least 200,000sq/ft. This is not including the Theater Complex, Les Schwab, the Providence Medical, Walgreens, service stations, nor a large number of industrial buildings which are quasi-commercial and retail.

Sherwood boasts endlessly about its residential or permanent resident in town but never mentions the "two" towns of Sherwood. What is very interesting is how after all these years of promoting retail commercial uses, at the very low end of the income area for the bulk of workers, the Sherwood Staff has never found the average wage of the individuals and where they live. I can put that a number of ways. Sherwood has two towns- Sherwood would look down on its citizens while the Langerville citizens also look down as they struggle to earn a living. The fact of the matter is that every time people talk about the income of the average Sherwood resident, they fail to mention where they work. This leads to an amazing disjointed function.

Sherwood Southeast Seems to Think They are an Elite Residential Neighborhood With No Connection to the Retail/Commercial area Workers

Why do I make anything of this point? You cannot establish a residential use pattern and what will happen within the pattern until you learn more about the people who live in the area and the people who work in the area. This is where I would suggest the South African Apartheid comparison is best used to explain Sherwood land use zoning.

If you work in the typical Sherwood area, you are exceptional if working at the paralegal level, etc. We do not discuss where the workers who live in our wonderfully overbuilt retail commercial go to work.

Without Knowledge of our "Worker's Income" it is Efficiently Impossible to Develop a "Housing" Plan- Especially When the City of Sherwood Staff by and Large do not live in Sherwood

Something even more telling than traffic patterns is looking at the income of a typical worker at the complex, along with the hours of work. Look at the pattern of restaurants; Sherwood is dominated by fast food restaurants where 60% of their volume come through the drive through window. As to fine dining, sit down restaurants, a fourth category used by high income "folks", there is only arguably one. That some restaurant type in the same location failed once before. I am struck by what one of my friends said years ago about Atherton, California. The only pedestrian aspect of Atherton was when the multimillionaires and high income class workers walked off the subway to their chauffeured cars for the daily experience. We are simply not a community where the retailing reflects it alleged "residential" income. We have two separate communities of "folks" in Sherwood- the workers vs. the residents.

6sq/ft per person is the lowest area you should consider for retail. 21sq/ft begins to impact the rents and is marching towards excess to meet land use needs, but Sherwood has around 100sq/ft per person while planning another 25-50sq/ft per person. That is exactly why the largest builder in the nation, D.R. Horton, did not seek to retain the four acres as retail commercial. They are building town houses on this "high value" ground.

The Mandel Rezoning is Just Another example of our Sherwood Ex-Mayor and Council Politically Zoning With Select Developers Ignoring Zoning Criteria

This brings me to Mandel's rezoning. No one objected to the rezoning. You cannot speak of any harm being done to Sherwood if excluding workers living where they work is excepted, and I do not remember any public meeting where Mandel's representatives screamed "I want retail commercial". I do remember how the group who sold out to Walgreens make threats of lawsuits if they could not put in a service station. Then, they left town happily after Walgreens bought it from them. I do not remember seeing the Mandels lining up like Hitchcock and the Langers for their original zoning. To say the Mandels should not be able to rezone that is sheer hypocrisy. Is there a need? If those lot were completed now, they would be sold. The quick sale is the best illustration of market place demand. But, you are not going to have anyone opening their fine jewelry shop (maybe a new drive-thru coffee shop) because of the rezoning. It is only fair they can rezone it. We have been using that type of political rezoning since we were blessed with former Mayor Hitchcock's methods of lot rezoning.

Sherwood Will Develop All Housing By Price or Rent-Income so why not Consider a Different Approach and Not Continue the Sherwood Two Worlds de facto segregation Approach?

What I am suggesting, which is very different than is being transacted by the city of Sherwood at this time, is, since you have a need for housing for the young working couple who need their first house, we do not have them. The very people working here are being frozen out of the market by gentrification and simple pressure on the housing stock. The council should think about giving every single family detached lot to the Mandels and letting them average on lot sizes at 5,000sq/ft. In other words, or for instance a corner lot with 6,500sq/ft because of the geometric form of the street, they should be able to put in a 3,500sq/ft lot with all setbacks reduced to offset their loss of housing by the road division land use pattern of building lots. We certainly did that for D.R. Horton. The very same Planning Commission dreamed by every exception reason imaginable to give D.R. Horton every request in order to have more houses, which of course generated more funds for our city budget.

Let us Try to "Transfer" the Development Fees to the Potential City Located Worker- I am Sure the Staff will not Object to the Transfer of Their Wealth to Other Sherwood Workers

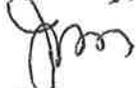
I suggest something even more un-Sherwood behavior. The SDC front loads the cost of building a house to about \$50,000 per house. Every single family detached home which is to build for every house sold under \$300,000, for every \$10,000 reduction in that price, the builder should receive a SDC of \$5,000 reduction, up to a reduction in SDC's of 75%. Those houses should have to be sold to below average income families for their residence so the Ex-City Council's belief in bring in low wage business to line the Urban Renewal receiving some benefit to those working in Sherwood. It is time we start thinking about building a village you can live, shop, and work in. Then, once we finish the bicycle path to the refuge, their family can have clean and healthy recreation, which is what Oregon is supposedly all about.

The Claus Family has Always Shared our Land Development with Our Citizens as a Gift

Over and over I hear it takes a village to raise a child. Sherwood was a village and did have considerable integration of workplace, schooling, recreation, etc. until we built Langerville work place. The Sherwood housing dream should be available for the fast food workers in our town, for those people who work in mass merchandisers, such as Target, Kohl's, and Walmart, and for the staff who are administering our quasi-governmental operations. It will not be enough to rezone the Mandel Land, and we should not expect them to shoulder the work for all of our mistakes of no Sherwood workers housing. They should simply be encouraged and the staff should be told to aid them in building these single family detached houses for the low income working family which have been priced out of Sherwood. We did it for D.R. Horton, why can we not do that for everyone else?

Let us be thankful for our State and find a plan to create dwellings for our workers. There is no reason for not using creative thinking- at least, one planner has some excellent ideas for affordable housing. We need to establish an environment where such energy and concerns can return us to a village-- somewhat.

Sincerely,



Jim Claus



WASHINGTON SQUARE

PORTLAND, OR

MARKET PROFILE
2015



PROPERTY TYPE:

Super-regional

TOTAL SQUARE FEET:

1,441,000

MAJOR RETAILERS:

Nordstrom, Macy's, JCPenney,
Sears, Dick's Sporting Goods

RESTAURANTS & ENTERTAINMENT:

The Cheesecake Factory,
Portland Seafood Company,
Red Robin, Thirsty Lion Pub & Grill

FOOD COURT:

10 units

BUILT / RENOVATED:

1974 / 2005

FOR INFORMATION:

503-639-8865

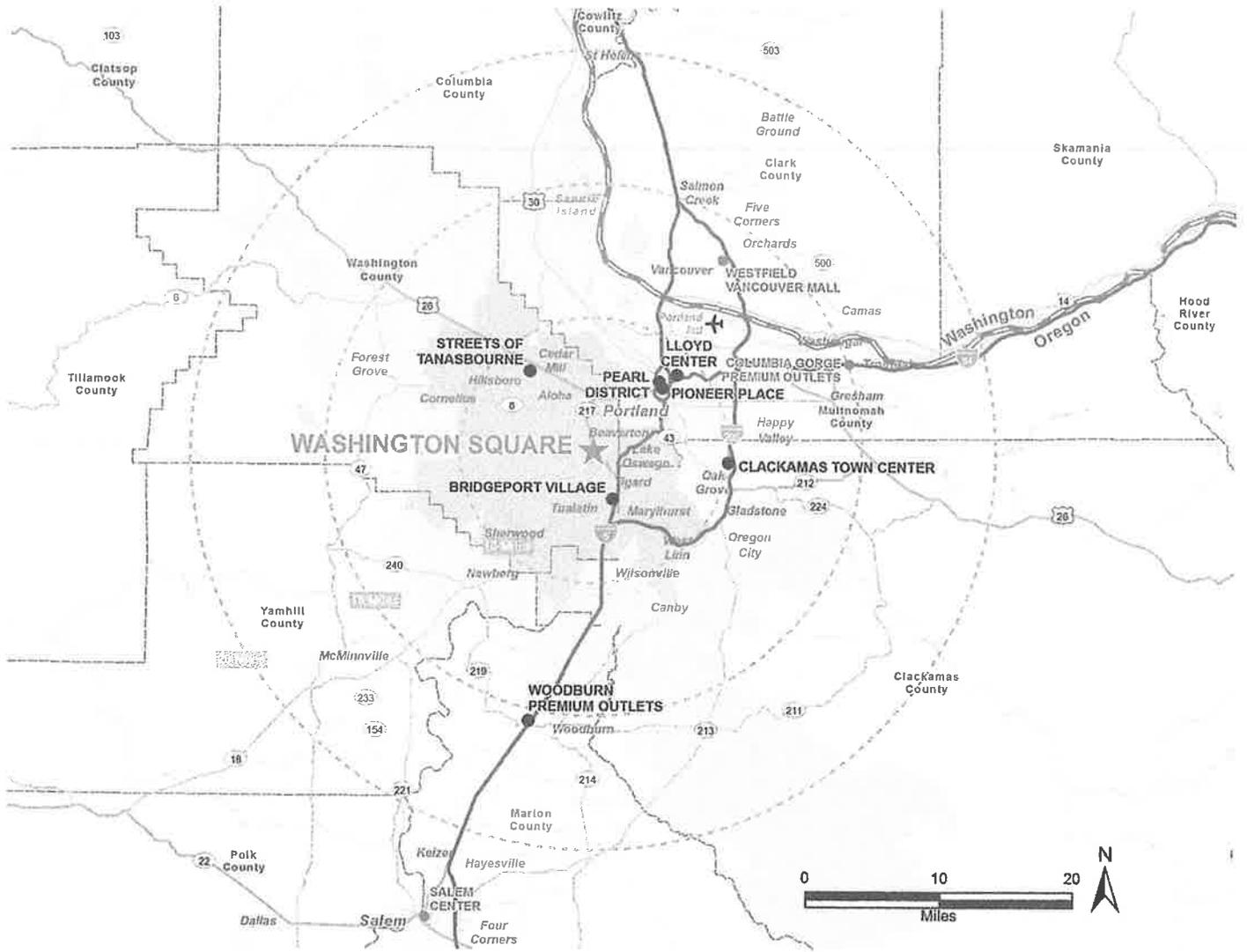
Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA			TOTAL TRADE AREA		PORTLAND-VANCOUVER-HILLSBORO, OR-WA (MSA)	
2014 Population	619,797			1,037,093		2,296,285	
2019 Population	654,601			1,091,770		2,411,146	
2014-2019 Population Growth	5.6%			5.3%		5.0%	
HOUSEHOLDS							
2014 Households	241,250			417,182		896,982	
2019 Households	255,159			440,406		944,056	
2014-2019 Household Growth	5.8%			5.6%		5.2%	
INCOME							
Average Household Income	\$92,622			\$84,183		\$76,835	
Median Household Income	\$70,685			\$62,354		\$57,441	
Per Capita Income	\$36,157			\$33,958		\$30,135	
HOUSEHOLD INCOME RANGES							
\$50,000 +	156,480	64.9%	250,851	60.1%	514,010	57.3%	
\$75,000 +	115,371	47.8%	178,767	42.9%	345,062	38.5%	
\$100,000 +	83,039	34.4%	123,802	29.7%	228,347	25.5%	
\$150,000 +	36,788	15.2%	51,413	12.3%	85,521	9.5%	
AGE BY POPULATION							
Median Age	37.3			37.7		37.5	
EDUCATION/OCCUPATION LEVELS							
Bachelor's Degree Plus	189,689	45.5%	297,594	41.9%	536,149	34.3%	
White Collar	212,479	70.7%	341,403	68.0%	671,481	63.1%	
RACE/ETHNICITY							
White	476,466	76.9%	828,563	79.9%	1,831,137	79.7%	
Black	12,095	2.0%	18,049	1.7%	65,630	2.9%	
American Indian	4,313	0.7%	8,268	0.8%	21,826	1.0%	
Asian	57,472	9.3%	74,801	7.2%	141,804	6.2%	
Pacific Islander	2,834	0.5%	3,905	0.4%	11,574	0.5%	
Other Race	66,617	10.7%	103,507	10.0%	224,314	9.8%	
Hispanic or Latino	84,783	13.7%	130,905	12.6%	271,044	11.8%	
Not Hispanic or Latino	535,015	86.3%	906,188	87.4%	2,025,241	88.2%	
DAYTIME EMPLOYMENT							
Total Businesses	61,506			109,258		219,131	
Total Employees	280,486			520,554		1,056,120	

TRADE AREA MAP



LEGEND

- ★ WASHINGTON SQUARE
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



MARKET INFORMATION

MAJOR EMPLOYERS

	EMPLOYEE COUNT
1 INTEL	17,500
2 NIKE	8,500
3 PROVIDENCE HEALTH & SERVICES	5,570
4 BEAVERTON SCHOOL DISTRICT	4,091
5 HILLSBORO SCHOOL DISTRICT	2,425
6 KAISER PERMANENTE	2,000
7 HOME DEPOT	2,000
8 FRED MEYER	1,900
9 TIGARD-TUALATIN SCHOOL DISTRICT	1,500
10 WELLS FARGO BANK	1,500
11 TARGET STORES	1,378
12 TUALITY HEALTHCARE	1,302
13 IBM	1,272
14 TEKTRONIX	1,227
15 XEROX	1,163

YEARLY SALES

MONTH	SALES %
JAN	7.5%
FEB	7.3%
MAR	7.9%
APR	7.1%
MAY	6.9%
JUN	8.1%
JUL	8.7%
AUG	7.3%
SEP	8.9%
OCT	7.3%
NOV	9.2%
DEC	13.8%

HOUSING

	AVERAGE SELLING PRICE 2014	NEW HOUSING PERMITS - SINGLE & MULTI FAMILY WASHINGTON COUNTY	2012	2013	2014
NW WASHINGTON COUNTY	\$387,423		515	691	679
TIGARD/WILSONVILLE	\$306,000				
BEAVERTON/ALOHA	\$250,381				
LAKE OSWEGO/WEST LINN	\$423,800				
HILLSBORO/FOREST GROVE	\$234,900				

VEHICLE TRAFFIC COUNTS

MAJOR HIGHWAYS NEAR CENTER	2014 AVG DAILY	2014 AVG YEARLY	ROADS NEAR CENTER ENTRANCES	2014 AVG DAILY	2014 AVG YEARLY
HWY 217	101,000	36,865,000	GREENBURG ROAD	12,000	4,380,000
			HALL BOULEVARD	22,000	8,030,000
			SCHOLLS FERRY ROAD	45,000	16,425,000

SCHOOLS

	NUMBER OF SCHOOLS	NUMBER OF STUDENTS
TIGARD TUALATIN SCHOOL DISTRICT	17	12,480
BEAVERTON SCHOOL DISTRICT	51	39,763
HILLSBORO SCHOOL DISTRICT	35	20,955
LAKE OSWEGO/WEST LINN-WILSONVILLE SCHL DIST	26	17,135
SHERWOOD/NEWBERG SCHOOL DISTRICT	21	10,192

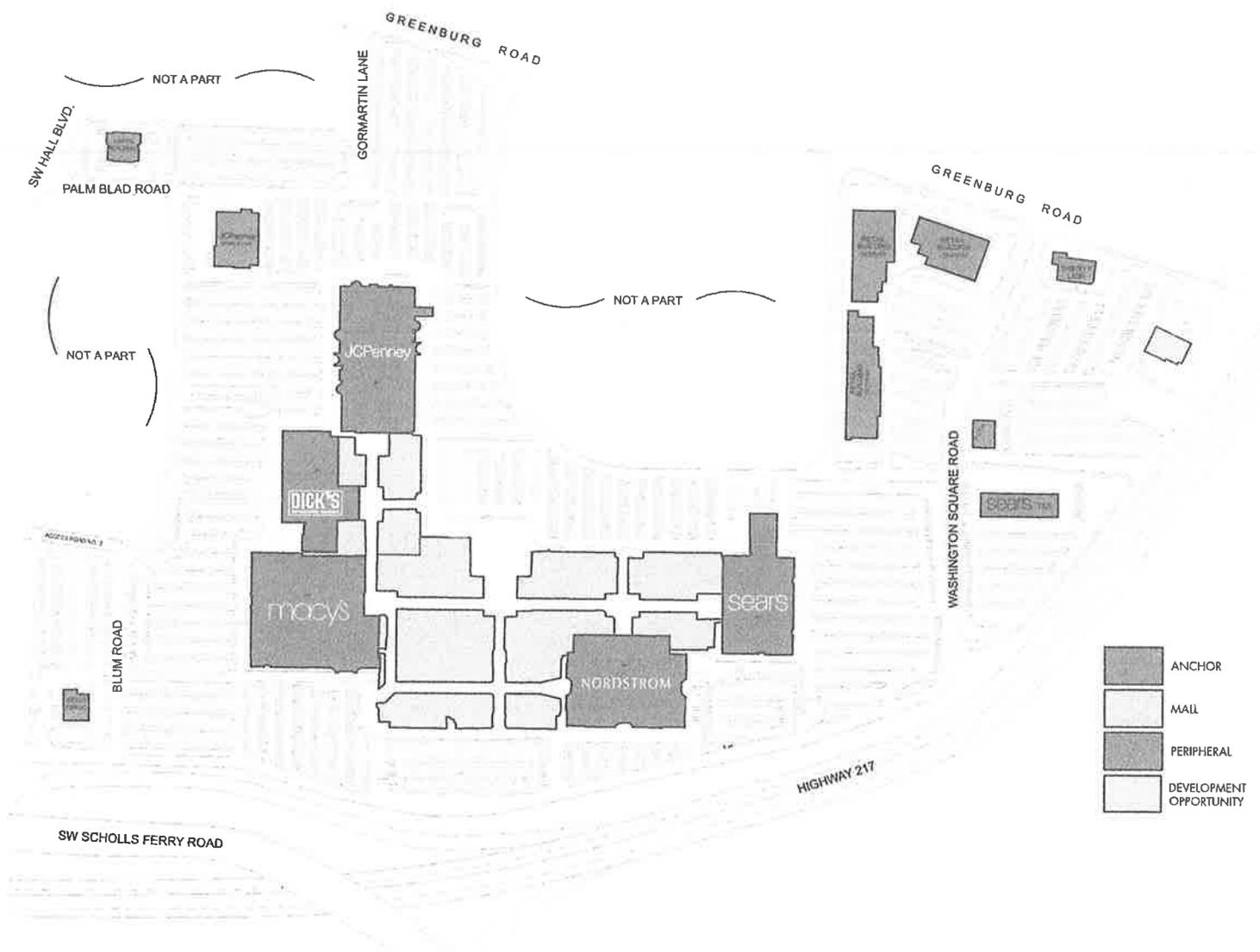
COLLEGE/UNIVERSITY	LOCATION	STUDENT POPULATION
PORTLAND STATE UNIVERSITY	PORTLAND	29,452
OREGON HEALTH & SCIENCE UNIVERSITY (OHSU)	PORTLAND/HILLSBORO	2,861
LEWIS & CLARK COLLEGE	PORTLAND	3,518
GEORGE FOX UNIVERSITY	NEWBERG	3,712
PACIFIC UNIVERSITY	FOREST GROVE	3,500

TOURISM

MAJOR HOTELS	NUMBER OF ROOMS	MAJOR HOTELS	NUMBER OF ROOMS
EMBASSY SUITES PORTLAND – WASHINGTON SQUARE	356	HILTON GARDEN INN – HILLSBORO	150
HOLIDAY INN - WILSONVILLE	170	COURTYARD BY MARRIOTT – BEAVERTON	149
EMBASSY SUITES – HILLSBORO	165	THE GRAND HOTEL – TIGARD	124
CROWNE PLAZA – LAKE OSWEGO	161		
COURTYARD BY MARRIOTT – HILLSBORO	155		

WASHINGTON COUNTY TOTAL NUMBER OF ROOMS 4,750

SITE PLAN



- Situated in the heart of the state's fastest growing urban county, Washington Square is located just southwest of downtown Portland, off busy Highway 217. Washington Square has long been considered Oregon's premier destination for retail commerce.
- With five anchor stores, including Oregon's largest Nordstrom, Washington Square delivers a varied merchandise mix of first-to-market retailers and better national brands including The Apple Store, Michael Kors, Pottery Barn, Tesla and The Cheesecake Factory.
- Pulling from an affluent, highly educated and receptive trade area of more than one million residents, Washington Square shoppers have an average annual household income of \$101,196, higher than the trade area of \$84,183.
- Dubbed "Silicon Forest," the trade area is dominated by technologically diverse employers including Intel.
- The trade area, which includes the world headquarters of Nike, Columbia Sportswear and the U.S. headquarters of Adidas, attracts young, active and health conscious residents.

WASHINGTON SQUARE

OWNED
OTHER



INCREDIBLE JOHN'S PIZZA

US BANK

MACY'S FURNITURE GALLERY

JCPENNEY FURNITURE

TARGET

JCPENNEY

DICK'S SPORTING GOODS

MACY'S

WELLS FARGO BANK

THE CHEESECAKE FACTORY

NORDSTROM

SW WASHINGTON SQUARE ROAD

SHANE COMPANY

NORDSTROM RACK

BEST BUY

DAVID'S BRIDAL

SW SCHOLLS FERRY ROAD

ORCHARD SUPPLY

TOYS 'R' US

SW HALL BOULEVARD

SW GREENBURG ROAD

EL LINCOLN TOWERS

GUSTAV'S

RED LOBSTER

THIRSTY LION

DXL MEN'S APPAREL

COST PLUS

PANERA BREAD

BANK OF AMERICA

RED ROBIN

SEARS AUTO

SEARS

HIGHWAY 217