



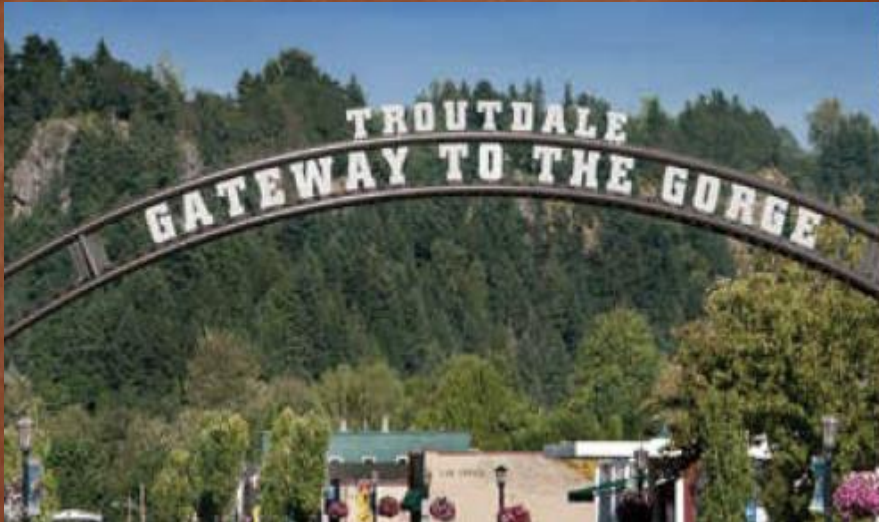
Main Streets on Halsey

Three City Collaborative Agreements
Economic Conditions; Opportunities; Branding

**Main Streets
on Halsey is
an economic
development
strategy for the
cities of Fairview,
Wood Village and
Troutdale.**

Three Cities and County

- Encourage New Investments
- Make Corridor Safer
- 21 Opportunity Sites
- Street and Safety Improvements
- Strategy for Implementation



MAIN STREETS ON HALSEY: STRATEGIC ECONOMIC ACTION PLAN:

1

**TRI-CITIES
COLLABORATIVE
COMPACT**

2

**TRI-CITIES
ECONOMIC
DEVELOPMENT
ORGANIZATION**

3

**COORDINATED
TOURISM
STRATEGY**

4

**REGULATORY
REVISIONS**

5

**COORDINATED
FUNDING FOR STREET
IMPROVEMENTS**

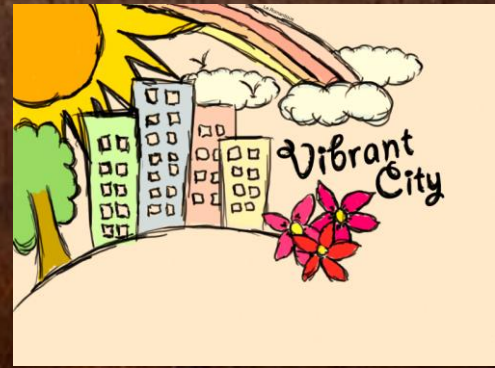
6

**INCENTIVES FOR
DEVELOPMENT**

7

**REGIONAL, STATE AND
FEDERAL FUNDING**

First Undertakings



- Form the Halsey Community Collaborative Compact (HC3)
- Received Grant Funding from DLCD
 - Johnson Economics Complete Evaluation of Corridor and Opportunities
 - Evaluate regulatory Status
- Grant Awarded from Metro
 - Further work on specific opportunity sites in each community and complete regulatory restructuring

DLCD Scope of Work

- Economic Analysis
- Marketing and Brand
- Community Engage
- Zoning Code Review
- Development Strategies



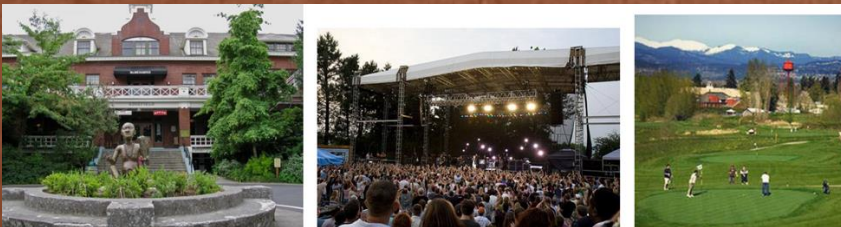
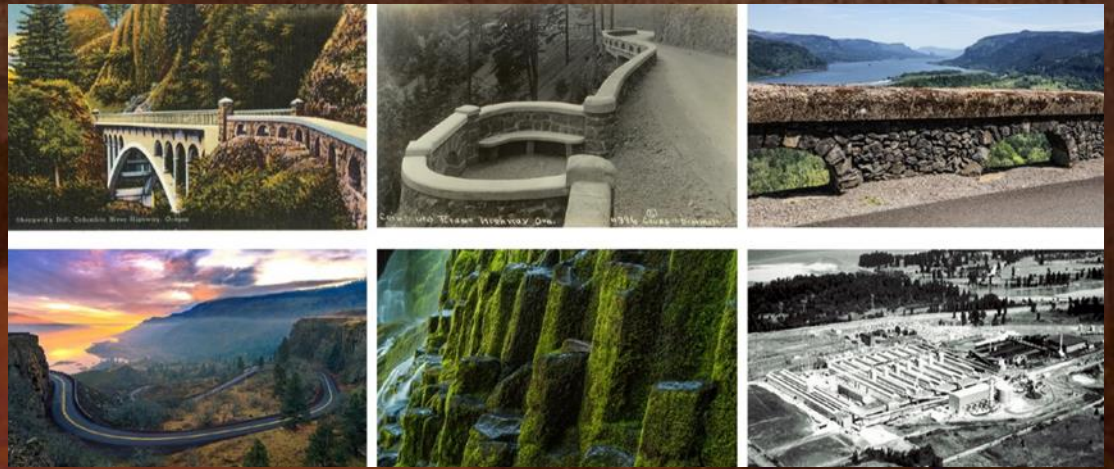
MARKET STUDY RESULTS

- EATING AND DRINKING
 - Full-Service Restaurants
 - Limited-Service
 - Bar/Pub
 - Coffee/Juice/Ice Cream
 - Brewery/Winery/Distillery
- SMALL RETAIL
 - Wireless
 - Hobby/Games
 - Specialty Foods
- PROFESSIONAL SERVICES
- MEDICAL SERVICE
- ACCOMMODATION
- RESIDENTIAL



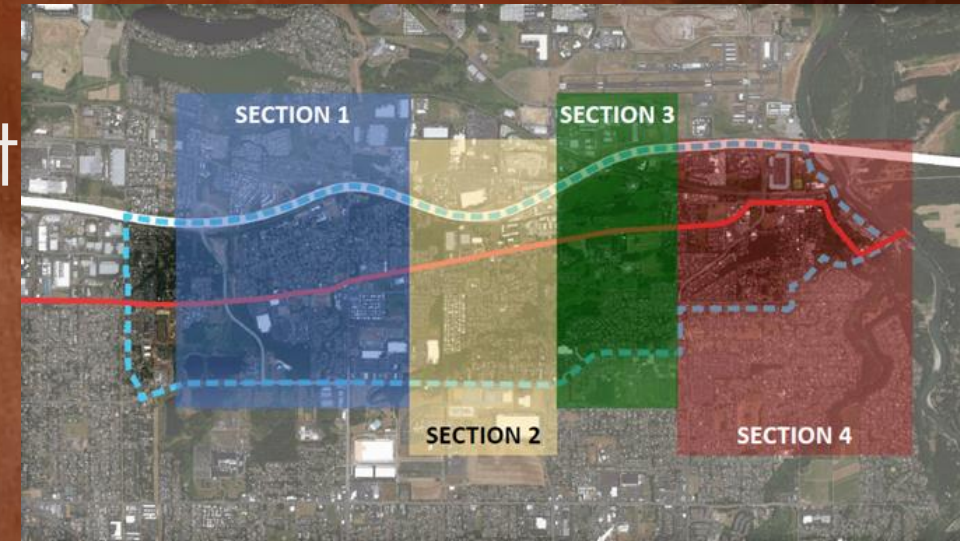
Themes

- Halsey Overall
 - Historic Columbia River Highway Access to Gorge
 - Common Key features for way finding, street furniture, street lighting, flowers, banners
 - Community Identification
 - Fairview History and Vision, agricultural History
 - Wood Village: Everything you ever wanted in one square mile.
 - Edgefield: The Edgefield on Halsey experience.
 - Troutdale: Gateway to the Gorge



Governance and Steps Forward

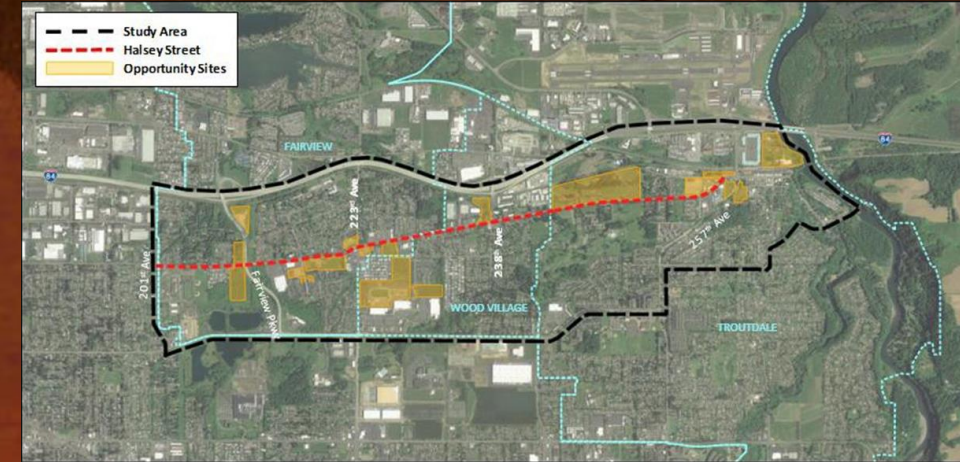
- Halsey Community Collaborative Consortium (HC3)
- Steps to assure future implementation
- Next Step to Evaluate Impediments of Specific Sites
- Work on Regulatory Environment



Metro Grant Study Scope

Project Components.

- Task 1: Site Analysis.
 - Convene the Opportunity Site owners
- Task 2: Environmental, Infrastructure, and Market Solutions.
 - Implement the actions identified in Task 1.
- Task 3: Development Code Amendments.
 - Draft adoption-ready design and development standards for the three cities of Fairview, Wood Village and Troutdale.



Metro Grant Project Outcomes

- **Project Outcome.**

- Near-Term Development of Key Opportunity Sites:
- Clear Development Regulations that Support the Main Street Vision: Development Code in all three cities is clear, predictable, supportive of desired development

Significant Proposals on Halsey

