

## Borland: Clackamas County's 21<sup>st</sup> Century Urban Center

PREPARED FOR



METRO

PREPARED BY

Borland  
Neighborhood  
Association



APRIL 2011



## Regional Investment Outcomes

1. Vibrant communities
2. Economic prosperity
3. Safe and reliable transportation
4. Leadership on climate change
5. Clean air and water
6. Equity

(Metro Council, 2008)

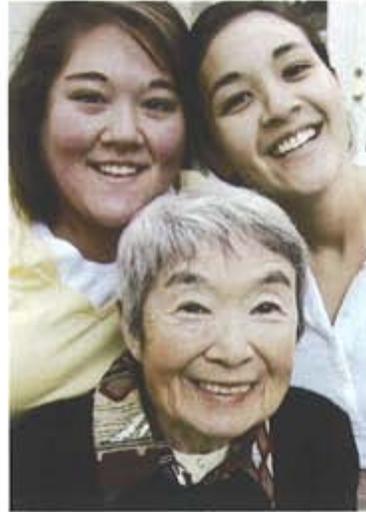


## Core Values, Beliefs, and Attitudes

Success at Borland means addressing:

- Personal safety
- Sense of community/neighborliness
- Maintaining good health
- Financial security
- Having control over essential needs
- Having/saving time
- Importance of children
- Importance of helping people in need
- Intergenerational responsibility
- Expression of values

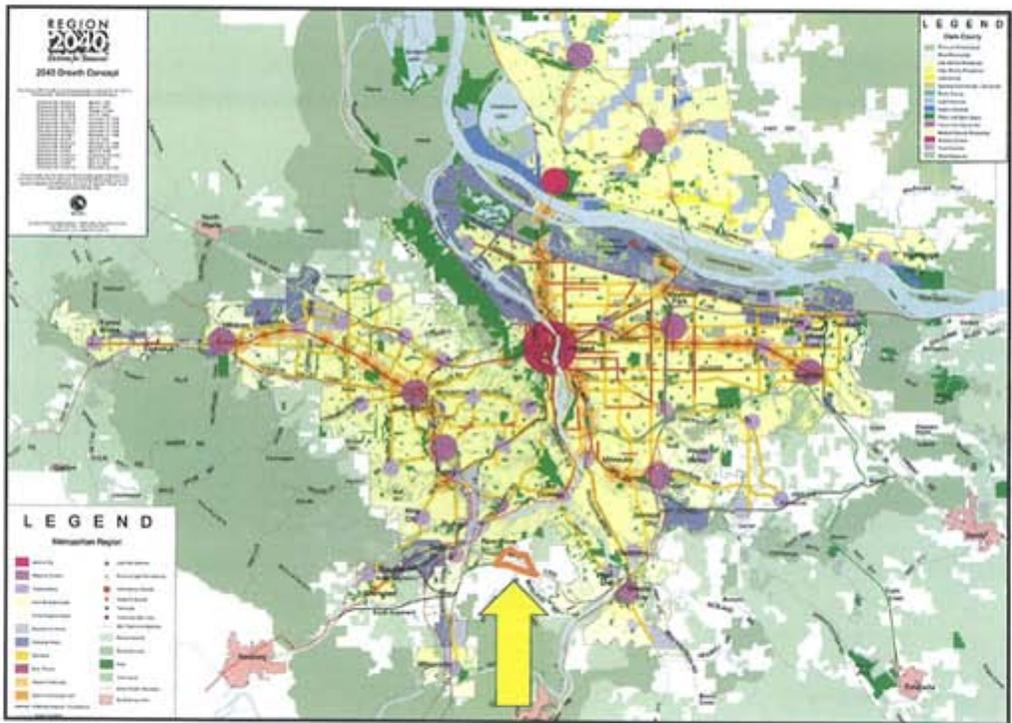
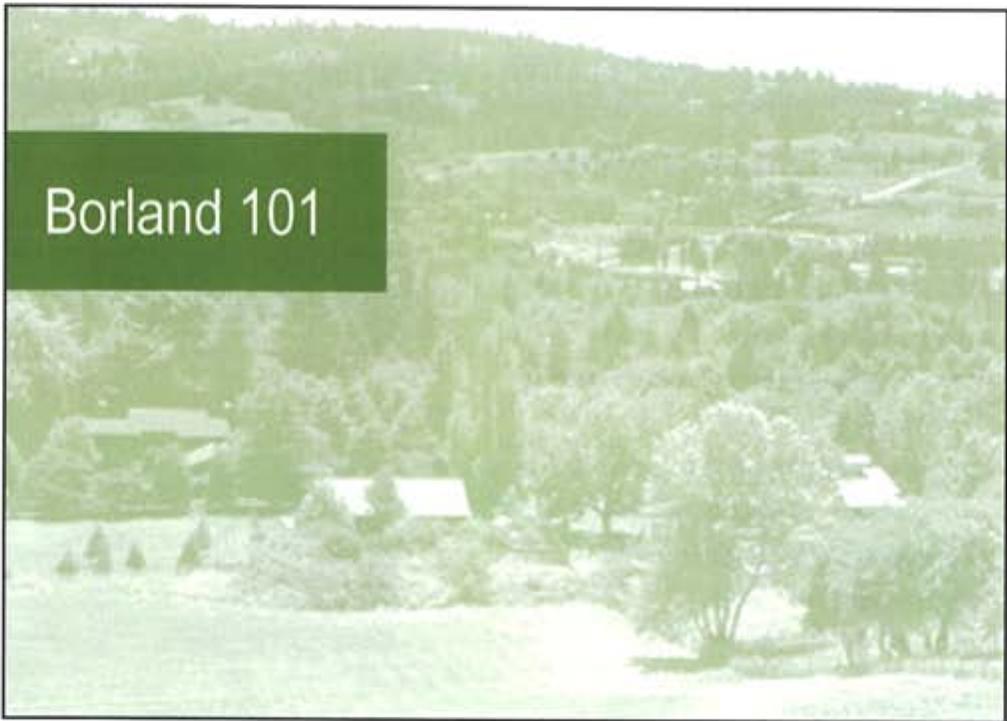
(Metro / Davis, Hibbits & Midghall 2010)



## Presentation Overview

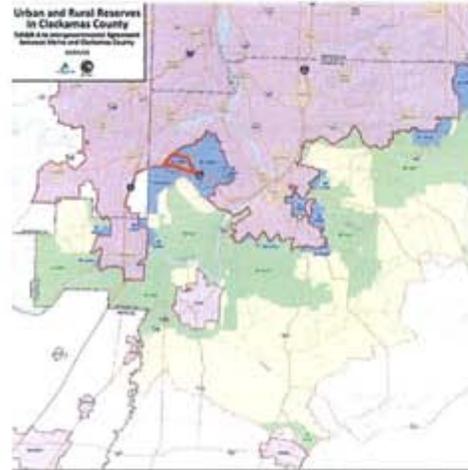
- Borland 101
- Timeline
- Why Here, Why Now?
- Overcoming the Barriers
- Discussion





## Borland

- Inside I 205 – 5 loop  
(Only area not in UGB)
- High Capacity Transit Corridor  
(Planned)
- Flat topography
- Southwest – Fast growing  
sector of the region
- Urban reserve area 4C
- Excellent visibility, access
- Adjacent to cities and utilities



## Borland

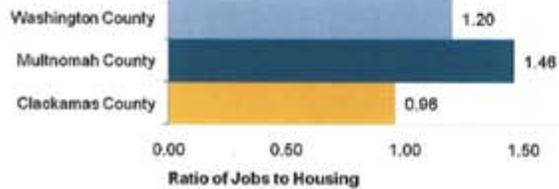
- South of Tualatin River
- North of 205
- 500 gross acres
- Major road infrastructure  
in place
- Borland Neighborhood  
Association (BNA):  
represents 85% of  
private land
- Owners share agreement  
and vision



## Role in the Region

- Opportunity to add
  - Jobs
  - Housing
  - Compact center
- Address
  - Employment imbalance
  - Longer commute times
  - Lower wages
- Diversify Clackamas economy

### Jobs Housing Balance



## Timeline



## 1990s

- Metro advocates for Borland's urbanization, inclusion in UGB
- 1995 – 97
  - Designated Urban Reserve #34
  - Metro directive to adjacent cities to fast-track plans for Borland infrastructure
  - Metro anticipates urbanization, purchases park land
  - 2040 Plan finalized



## 2000s

- 2000: Tualatin Fiscal Impact Analysis
  - Net positive impact, even at suburb density
  - 2:1 ratio of municipal revenues:costs
- 2006 – 2008: Stafford Hamlet Values and Vision
  - "Clustering is a desirable style of development"
  - "The Borland area is the most reasonable to develop"
- Subject of Great Communities report
- 2007: Oregon Senate directive
  - A portion of Stafford should be urbanized in 2009 cycle



## 2009 to Present

- Urban Reserves process begins (Jan 2008)
- 1000 Friends (Oct 2009)
  - "We support an urban reserve around Borland Road."
- State Agencies (Oct 2009)
  - "The Stafford area... it is particularly well-suited for long-term employment purposes."
- Metro – County IGA (March 2010)
  - The "town center" for North and South Stafford, potentially other areas
  - To be developed at "higher densities," with "urban uses" as a "mixed use center"



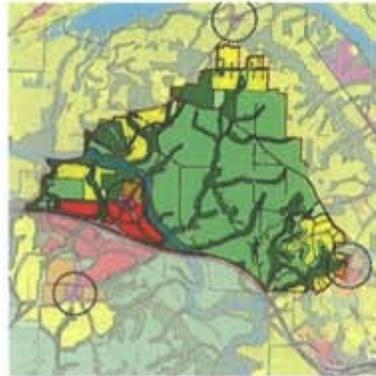
## 2010

- Metro:
  - Request for analysis, urbanization comes from bottom up
- Citizens initiate request to County
- Dialogue and collaboration
  - Metro
  - Clackamas County
  - Borland Neighborhood Assn.
  - Hamlet, cities, state, others



# 2011

- County Ask to Metro
  - Include Borland in UGB Expansion Areas analysis
  - Study Borland as a Regional Center
  - Define density transfer
  - If positive, initiate Concept Plan
    - Evaluate uses, intensity, timing
    - Governance, finance, physical plans



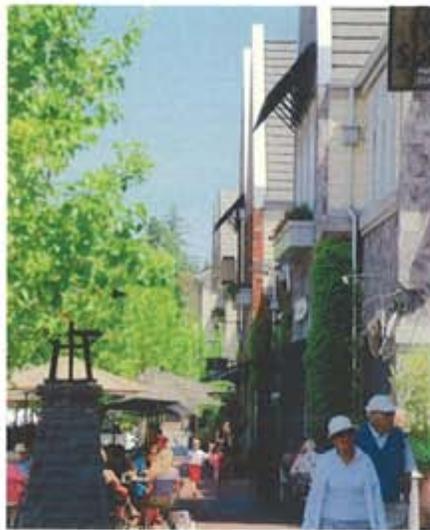
# 2011

March – April	Core Four finalize regional urban reserve maps. Public comment.
Late April/Early May	Submit final urban reserve plan to LCDC.
Summer	LCDC review Metro: Analysis of Potential UGB Expansion Areas.
August	LCDC releases oral decision on urban reserves.
August – Thanksgiving	Metro council and staff prepare UGB expansion plan along with other inside-UGB policy changes.
Thanksgiving	UGB expansion decision. (Begin Borland Concept Plan.)



## Why Here, Why Now?

- Strategic location
- A new model for implementing urbanization
- Realize a solution that benefits many parties
- Expand Clackamas County's urbanization capacity



## Development Capacity

<b>Area (acres)</b>	
Gross	500
Undevelopable (includes parks, schools, riparian)	117
Right of Way	153
Net Developable	230



## Conceptual Development Program

- 9.5 million square feet
- \$2.7 Billion investment
- Supports \$200 million in TIF or bond financing
- Balance jobs and housing

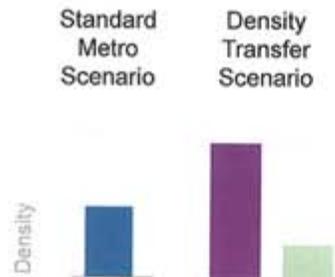
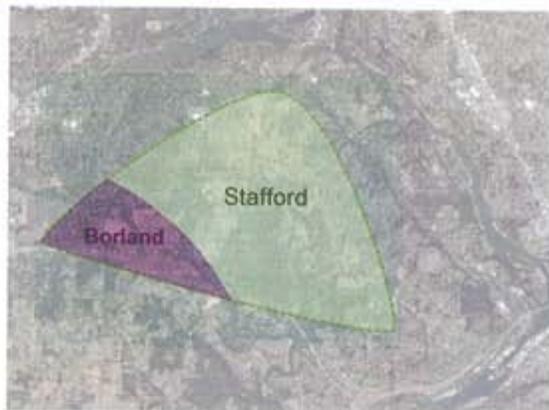


## Why Here, Why Now?

- **Density transfer.**  
Balancing rural and urban areas.
- **A place for housing, jobs, and economic development.**  
(One million new residents by 2030)
- **Smart growth model.**
- **A logical and cost effective location for housing and jobs.**
- **Revenue to municipalities and service districts.**
- **Regional equity.**



## Borland Strategy: Density Transfer



## A Window of Opportunity

- Rare opportunity
- Danger of fragmentation
- Even with a quick policy decision, development takes time



## Overcoming the Barriers



## Barriers - Urban Expansion Areas

**Damascus**  
Clackamas County



**North Bethany**  
Washington County



**Pleasant Valley**  
Multnomah County



70% of first-owner mixed use projects fail or underperform.

## Barriers - Centers



Source: State of the Centers Report, Metro, January 2006

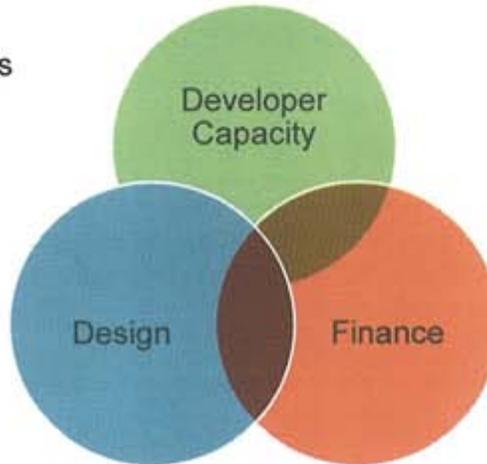
### Barriers

(Metro, 2009)

- Fragmented Property Ownership
- Market
- Zoning/Code
- Design
- PPP capability
- Parking
- Public Amenities
- Transportation Infrastructure

## Barriers: Concept Planning

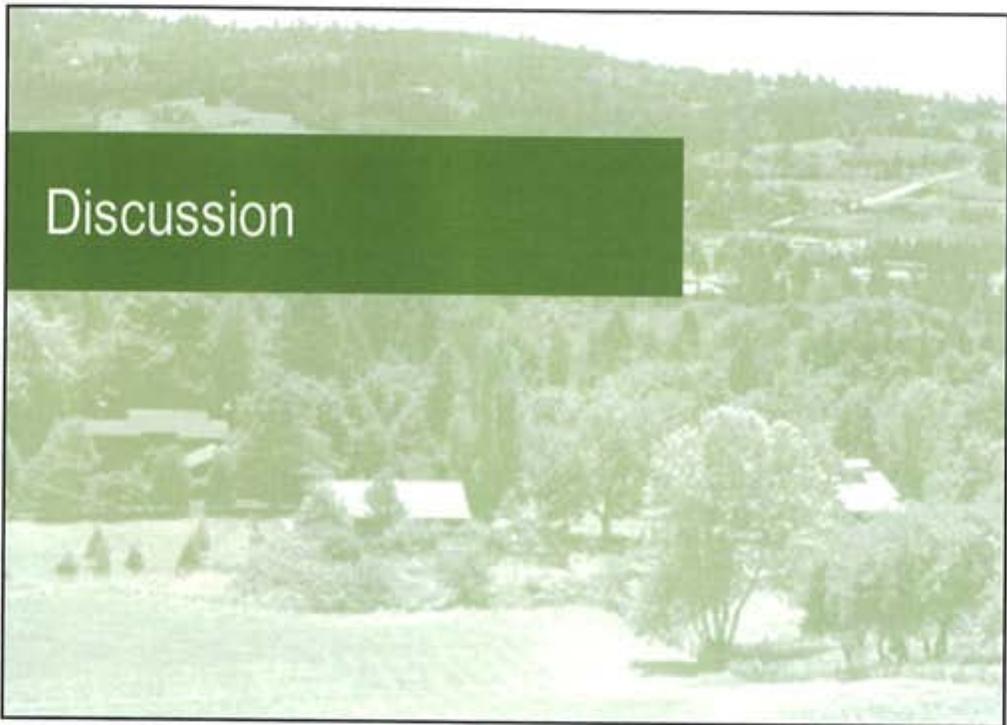
- Past approach:  
Physical plan drives process
- Afterthoughts
  - Economics and market
  - Property owners
  - Implementation



## A Revised Approach

- Holistic
- Key stakeholders drive decision making
- Real estate economics, negotiation are central
- Compressed time line
  - Urban Land Institute model
  - Reach 80 percent confidence level quickly
  - Focus increases energy, creativity, engagement by key decision markers
  - Finance, governance, physical, etc.





Discussion

*Thank you.*



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