

# Downtown Market Conditions



## Newberg Downtown Improvement Plan



# Purpose and Contents



## Purpose:

To present the **findings** of the market analysis so that the PAC can make **informed decisions**

## Presentation Contents:

- Demographics
- The Newberg Economy
- Market Conditions
  - Housing
  - Retail
  - Office
- Opportunities and Strategies

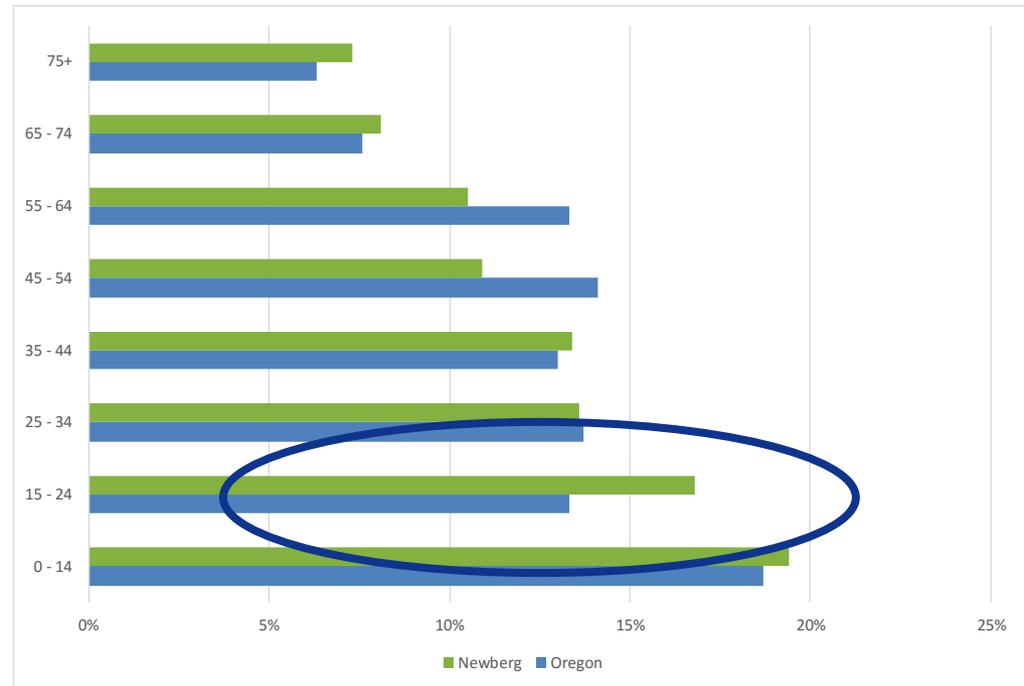
# Newberg Demographics



- Newberg is growing **faster** than the rest of Oregon
- **56%** of the population live in **1 and 2 person households**



Newberg's Population by Age, 2015



# Downtown Demographics



# Who is moving downtown?

## Millennials



- Tech savvy
- Comfortable multi-tasking
- Highly collaborative
- Reject structure
- Desire flexibility
- Expressive and optimistic
- Want to make a difference

## Boomers



- Not winding down—rewinding
- Living longer, staying more active, mentally and physically
- “Lock and leave”
- Many plan to continue working indefinitely
- Neighborhood centers in, golf courses out
- Urbanity and activity

# Implications for downtown?

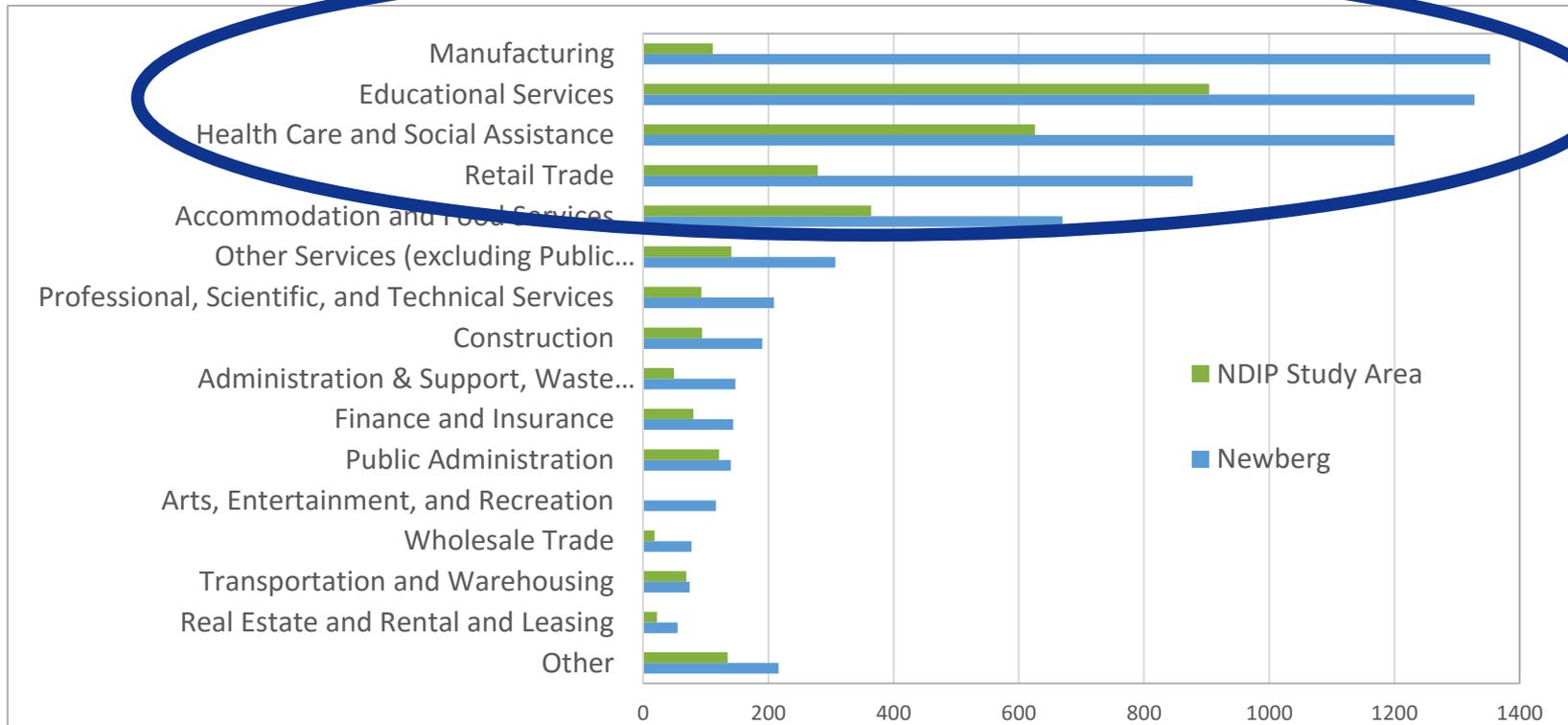
- More demand for **multifamily housing**
- More demand for **restaurants, coffee shops, brewpubs, etc.**
- More interest in **livable, authentic, places**



# The Newberg Economy



- The Newberg economy is **stable** and **improving**
- The unemployment rate is **dropping**



Employment by Industry, NDIP area and Newberg (2013)

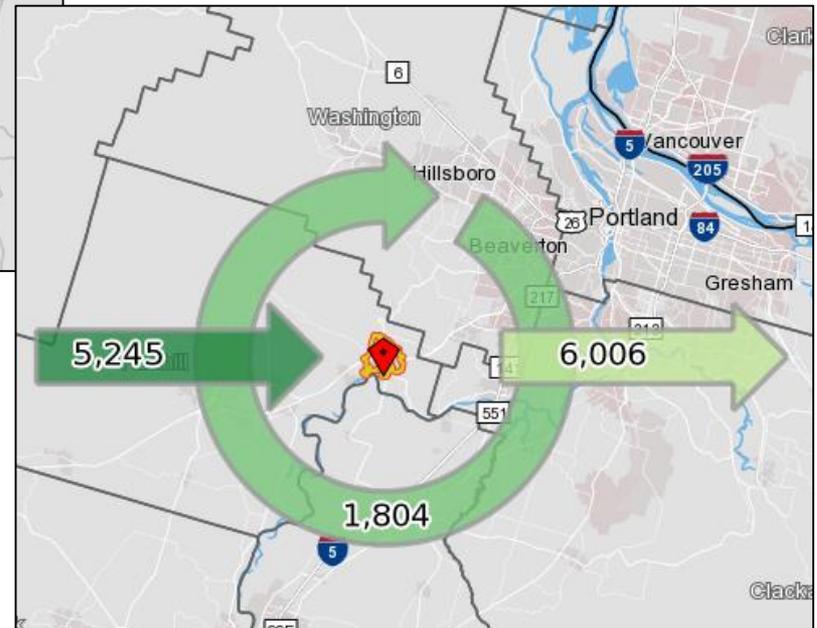
# The Newberg Economy



## Newberg Employment Concentrations



## Newberg Worker Commuting Patterns



# Implications for downtown?



- The Newberg economy is **healthy** and **improving**
- Consumer trends **favor downtowns**
- A strong economy **enables** more tourism and downtown visitors
- Job creation + solid population trends =  
**Economic Growth**



# Market Conditions

We examined three Market Sectors



**Housing**

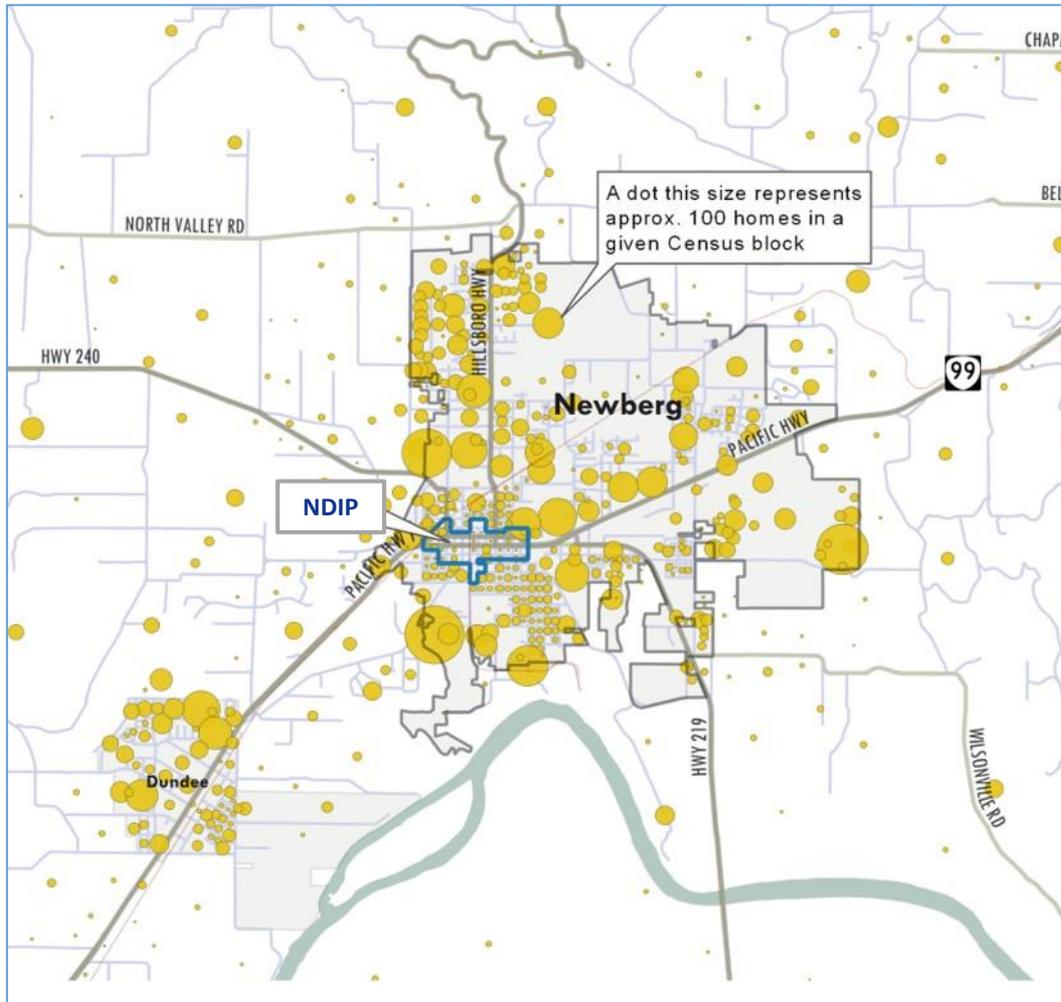


**Retail**



**Office**

# Market Conditions - Housing



## Single Family Homes

- Single family housing demand is **rebounding**
- Single family housing supply growth is slow

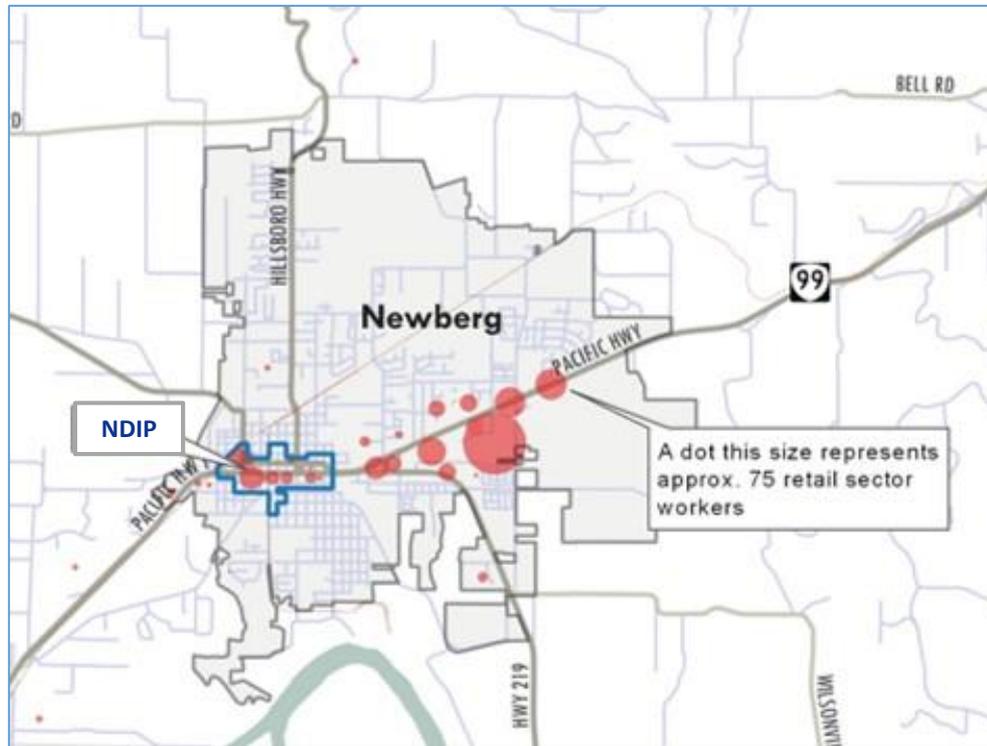
## Multifamily

- Vacancy is **low**
- Rents are reaching new-construction tipping point

## Takeaway?

- Supply not meeting demand
- **Opportunity** for downtown housing

# Market Conditions - Retail



## Newberg Retail Market

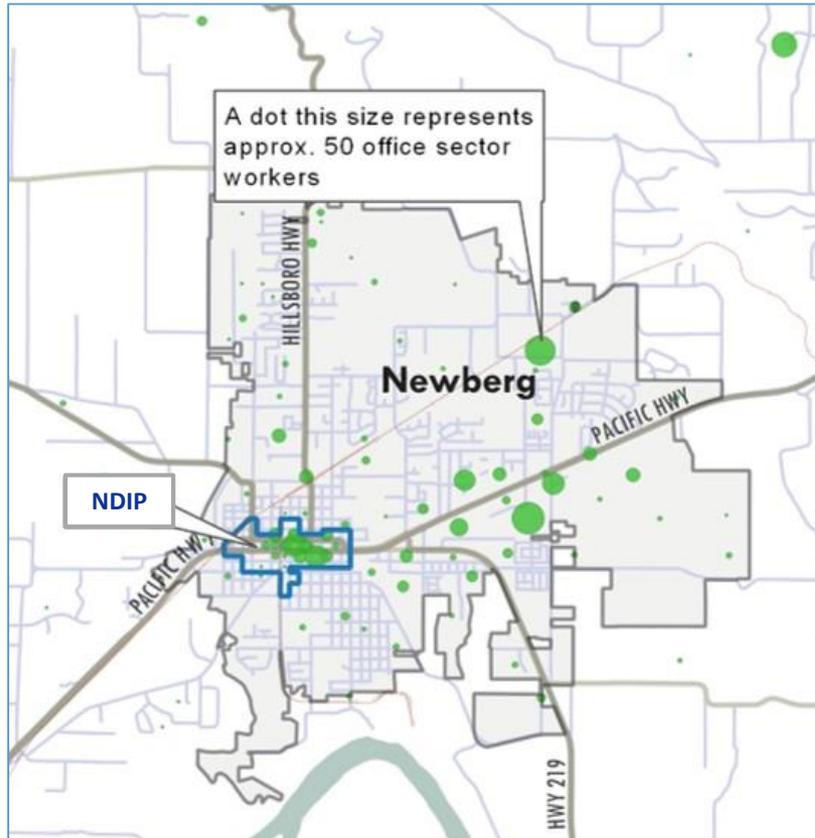
- **Very low** vacancy rate (3.8%) citywide
- Rents appear **stable**
- Downtown rents are **affordable**

## Takeaway?

- There is **opportunity** for new retail businesses in downtown



# Market Conditions - Office



## Newberg Office Market

- **Small** office market
- Relatively **low** vacancy rate (7.5%)

## Takeaway?

- Difficult to attract large office users
- Downtown has an **opportunity** for small locally focused office users



## Opportunities

1. Downtown housing
2. Supporting retail
3. Visitor oriented businesses



## Strategies

- Address traffic noise
- Address pedestrian safety and comfort
- Focus on urban amenities/gathering spaces

# Opportunity Areas?

