

FOR SALE HAPPY VALLEY ± 24.2 ACRES DEVELOPMENT OPPORTUNITY

SE VOGEL ROAD

SE SUNNYSIDE ROAD

SE 172ND AVENUE

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APEX
REAL ESTATE PARTNERS

HIGHLIGHTS

The site offers a rare opportunity to acquire large-scale residential land in one of Happy Valley's most sought-after growth areas. The property has the potential for increased density through an up-zone, creating significant upside for developers. The size and configuration of the site provide an ideal opportunity to create a thoughtfully planned master-planned community with a mix of housing types, open space, and neighborhood amenities. Combined with strong market demand and continued population growth in the area, the property is well-positioned for long-term value creation.



ADDRESS

SE Vogel Road
Happy Valley, OR 97089



ZONING

SFA / MURM2 with an opportunity to up zone and increase density



UTILITIES

On SE Vogel Rd



LAND SIZE

± 24.2 AC



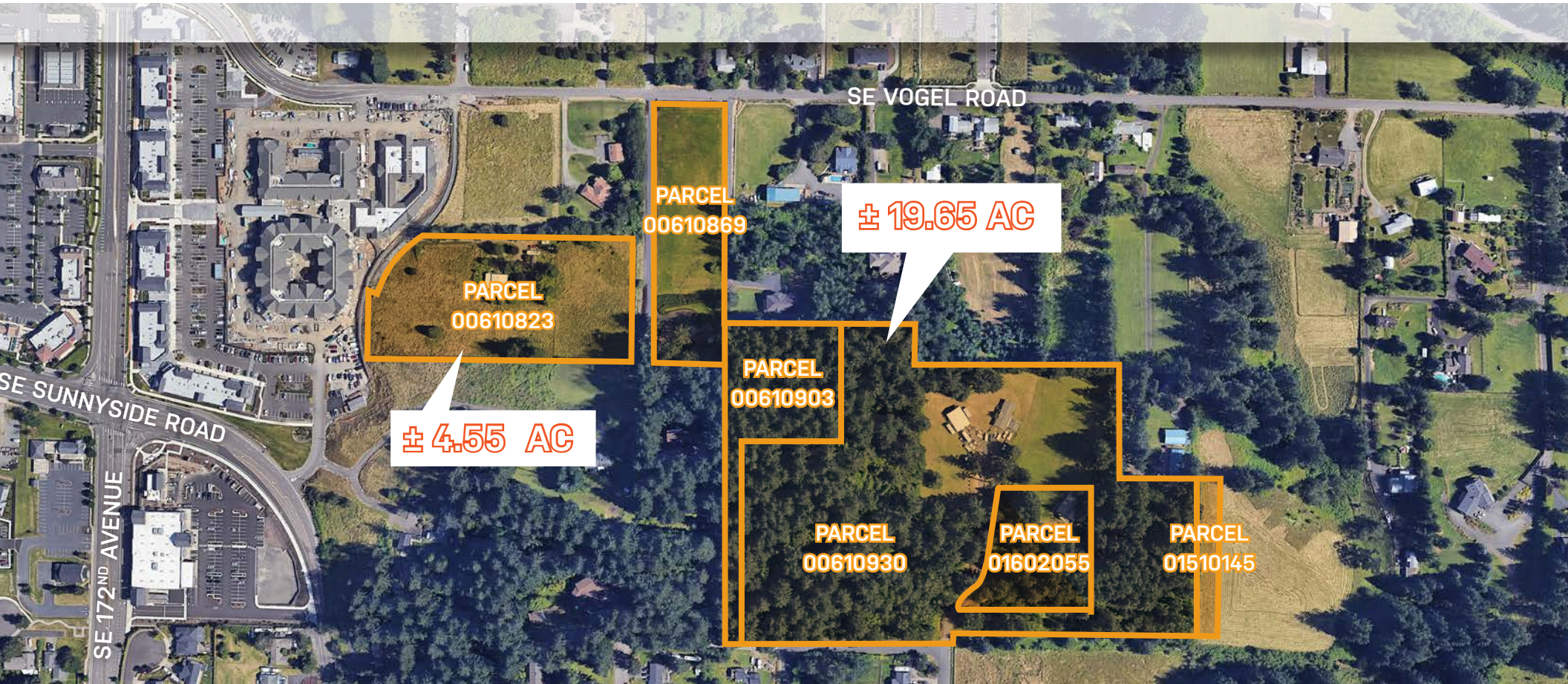
TOPOGRAPHY

Sloped 400' - 560'



PRICING

Contact broker for guidance



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SFA (SINGLE-FAMILY ATTACHED RESIDENTIAL)

- **Low Density Base:** $\pm$ 10 - 15 dwelling units per AC
- **Medium Density Max:** Up to 25 dwelling units per AC with townhomes
- **Max Height:** 45'

Mixed use residential will promote compact form, and residential and commercial or residential and office mixed vertically, in addition to across the district. The multifamily sub-area provides for a range of densities, each of which should be shown on the master plan map. The multifamily sub-areas allow for retail uses that are meant to provide services to local residents, not attract outside traffic. The density requirements and minimum/maximum lot sizes are meant as a guide, and will vary based on the amount of unbuildable lands removed from gross acres. The density is calculated by averaging density for the residential district area identified in the master plan. Minimum densities are provided to comply with the Urban Growth Management Functional Plan.

- **High Density Base:** ± 25 - 35 dwelling units per AC
- **Max Height:** 65'

HAPPY VALLEY

Happy Valley is one of the Portland metro's fastest-growing cities, with a thriving retail scene, booming housing market, and strong demand for new development. Surrounded by lush hillsides and scenic parks, the city offers an unbeatable mix of natural beauty and modern convenience. A prime destination for growth, recreation, and investment. With a pro-development city mindset and a high quality of life that continues to attract new residents, Happy Valley is perfectly positioned for long-term success. Opportunities like this don't last long in one of Oregon's most desirable markets.



Image Source Zillow



Hidden Falls



Image Source LRS



Image Source LRS



TriMet Bus
TriMet Stop

STRONG DEMOGRAPHICS - 5 MILE RADIUS



POPULATION

2026.....128,750
2030 Projected.....130,030
Median Age.....40.4



HOUSEHOLDS

2026.....44,812
Owner Occupied..... 68.1%
Avg Size.....2.8



ECONOMICS

Avg HH Income.....\$111,793
\$50,000-100,000.....27.56%
Consumer Spending.....\$1.7B



DAYTIME EMPLOYMENT

Employees.....55,588
Businesses.....5,882
<30 min commute.....53.69%