

# NEW MIXED-USE DEVELOPMENT

West Cascade Avenue  
Hood River, Oregon



20,000 VEHICLES PER DAY



BRANDED HOSPITALITY ANCHOR



2,500-10,000 SF PAD SPACES

## RETAIL PAD FOR LEASE

### DEMOGRAPHICS - 10 MILE RADIUS

30,000+ population

\$100,000+ average income

### SURROUNDING RETAIL



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# NEIGHBORHOOD GROWTH

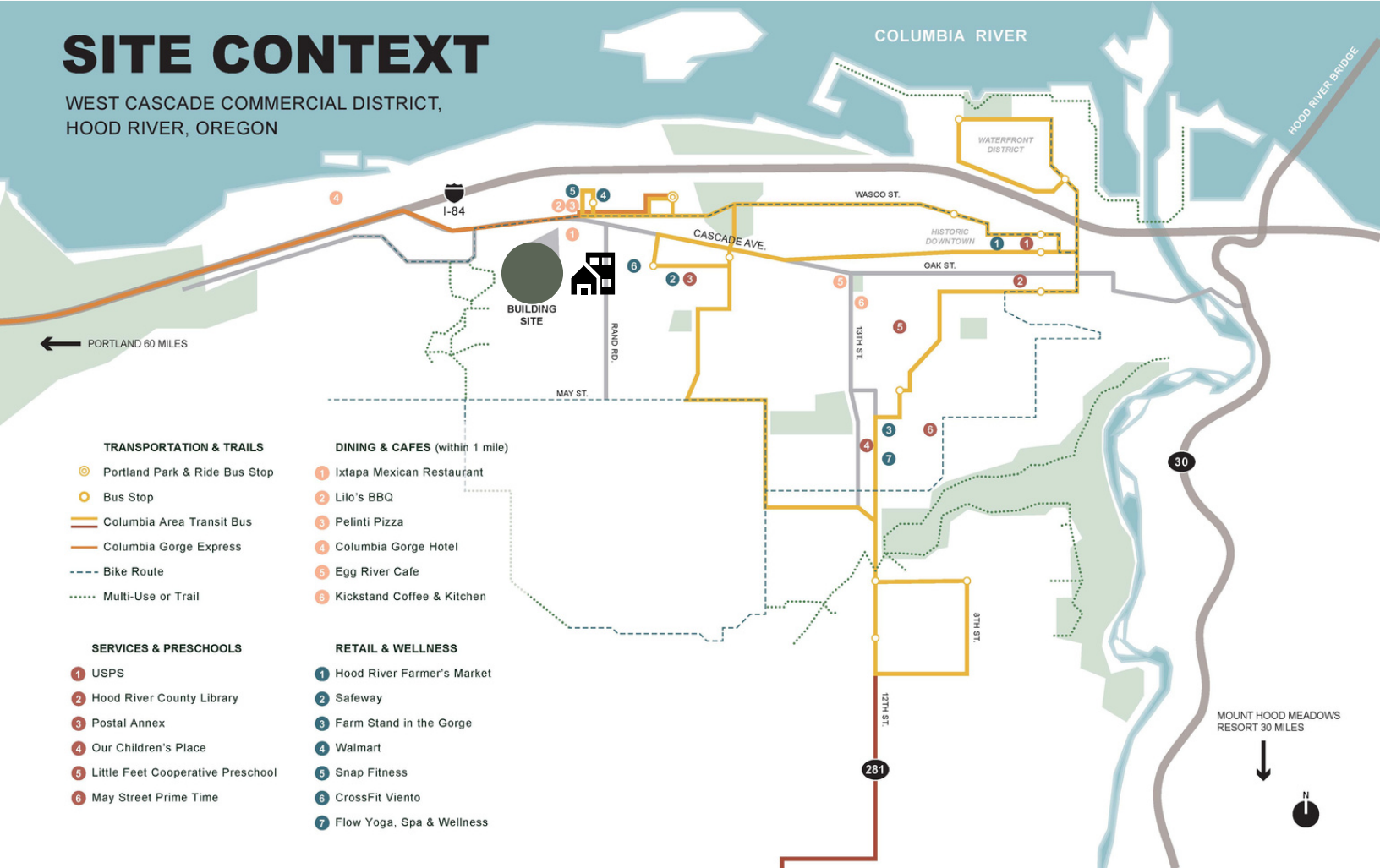
## WEST HOOD RIVER URBAN RENEWAL

- Ca. 2023 district with \$146 million borrowing capacity for parks, housing, and infrastructure.
- Approx. 35 acres of vacant or under-developed General Commercial (C-2) - zoned land adjacent to the site.
- \$70 million, 129-unit, for-rent, quality design project starting construction in 2024 adjacent to the site (rendering).



## SITE CONTEXT

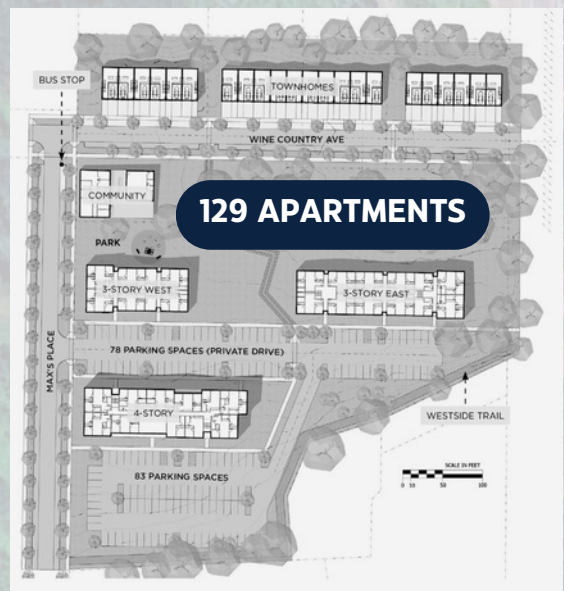
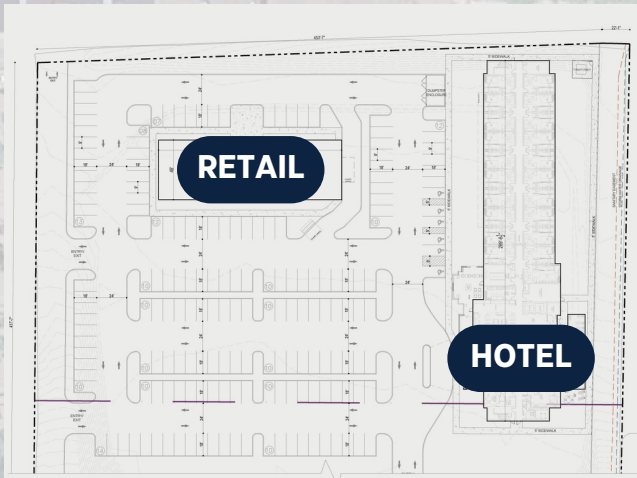
WEST CASCADE COMMERCIAL DISTRICT,  
HOOD RIVER, OREGON



# CONCEPT SITE PLAN

## PHASE 1: BRANDED HOSPITALITY + RETAIL

- Upper-moderate lodging brand with 120 rooms in concept phase.
- Opportunity for 2,500 - 10,000 square feet of retail pad space available for lease. Drive-through allowable.



# HIGH QUALITY DESIGN INTENT

## DEVELOPER SEEKING QUALITY RETAILERS

- Opportunity for place-making West Hood River.
- Complementary and curated retail brands are most suitable for this site and nearby growth plans.



RESTAURANT



RETAIL



SERVICE



CAFE

# Full Profile

2010-2020 Census, 2021 Estimates with 2026 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 45.7105/-121.5432

<b>3089 Cascade Ave</b>		<b>3 mi radius</b>	<b>5 mi radius</b>	<b>10 mi radius</b>
<b>Hood River, OR 97031</b>				
<b>Population</b>				
2021 Estimated Population		15,814	21,895	30,098
2026 Projected Population		16,402	22,714	31,286
2020 Census Population		15,741	21,824	29,837
2010 Census Population		14,155	19,845	27,028
Projected Annual Growth 2021 to 2026		0.7%	0.7%	0.8%
Historical Annual Growth 2010 to 2021		1.1%	0.9%	1.0%
<b>Households</b>				
2021 Estimated Households		6,285	8,608	11,410
2026 Projected Households		6,770	9,230	12,225
2020 Census Households		6,265	8,584	11,325
2010 Census Households		5,640	7,786	10,292
Projected Annual Growth 2021 to 2026		1.5%	1.4%	1.4%
Historical Annual Growth 2010 to 2021		-	-	-
<b>Age</b>				
2021 Est. Population Under 10 Years		12.3%	12.2%	12.2%
2021 Est. Population 10 to 19 Years		12.3%	12.2%	12.3%
2021 Est. Population 20 to 29 Years		11.0%	11.1%	11.5%
2021 Est. Population 30 to 44 Years		20.3%	20.0%	19.6%
2021 Est. Population 45 to 59 Years		18.7%	18.9%	19.1%
2021 Est. Population 60 to 74 Years		17.2%	17.5%	17.6%
2021 Est. Population 75 Years or Over		8.1%	8.1%	7.8%
2021 Est. Median Age		40.1	40.2	40.0
<b>Marital Status &amp; Gender</b>				
2021 Est. Male Population		48.5%	49.3%	50.0%
2021 Est. Female Population		51.5%	50.7%	50.0%
2021 Est. Never Married		27.2%	26.0%	27.2%
2021 Est. Now Married		53.4%	54.1%	53.2%
2021 Est. Separated or Divorced		14.1%	14.6%	15.1%
2021 Est. Widowed		5.3%	5.3%	4.6%
<b>Income</b>				
2021 Est. HH Income \$200,000 or More		11.2%	10.0%	9.7%
2021 Est. HH Income \$150,000 to \$199,999		7.3%	7.0%	6.4%
2021 Est. HH Income \$100,000 to \$149,999		18.9%	18.7%	18.6%
2021 Est. HH Income \$75,000 to \$99,999		13.9%	14.0%	14.4%
2021 Est. HH Income \$50,000 to \$74,999		17.1%	17.7%	18.6%
2021 Est. HH Income \$35,000 to \$49,999		13.4%	13.7%	13.8%
2021 Est. HH Income \$25,000 to \$34,999		7.5%	7.7%	8.1%
2021 Est. HH Income \$15,000 to \$24,999		5.9%	5.5%	5.1%
2021 Est. HH Income Under \$15,000		4.9%	5.8%	5.4%
2021 Est. Average Household Income		\$104,363	\$101,407	\$100,582
2021 Est. Median Household Income		\$78,029	\$75,493	\$74,872
2021 Est. Per Capita Income		\$41,609	\$40,038	\$38,501
2021 Est. Total Businesses		1,350	1,578	1,811
2021 Est. Total Employees		10,106	13,059	14,837

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<b>Race</b>				
2021 Est. White		75.7%	74.0%	70.6%
2021 Est. Black		0.3%	0.3%	0.3%
2021 Est. Asian or Pacific Islander		1.8%	1.7%	1.5%
2021 Est. American Indian or Alaska Native		0.8%	1.1%	1.1%
2021 Est. Other Races		21.3%	22.9%	26.5%
<b>Hispanic</b>				
2021 Est. Hispanic Population		3,538	5,228	8,472
2021 Est. Hispanic Population		22.4%	23.9%	28.1%
2026 Proj. Hispanic Population		23.5%	25.0%	29.1%
2020 Hispanic Population		21.9%	23.0%	28.9%
<b>Education (Adults 25 &amp; Older)</b>				
2021 Est. Adult Population (25 Years or Over)		11,109	15,414	21,083
2021 Est. Elementary (Grade Level 0 to 8)		7.3%	8.4%	9.7%
2021 Est. Some High School (Grade Level 9 to 11)		4.2%	4.2%	5.8%
2021 Est. High School Graduate		19.2%	20.2%	20.6%
2021 Est. Some College		19.7%	19.1%	18.9%
2021 Est. Associate Degree Only		6.6%	6.6%	7.0%
2021 Est. Bachelor Degree Only		21.5%	22.1%	20.4%
2021 Est. Graduate Degree		21.5%	19.5%	17.7%
<b>Housing</b>				
2021 Est. Total Housing Units		7,137	9,710	12,829
2021 Est. Owner-Occupied		56.4%	56.9%	59.0%
2021 Est. Renter-Occupied		31.6%	31.8%	30.0%
2021 Est. Vacant Housing		11.9%	11.3%	11.1%
<b>Homes Built by Year</b>				
2021 Homes Built 2010 or later		3.6%	3.5%	3.6%
2021 Homes Built 2000 to 2009		17.9%	16.3%	15.7%
2021 Homes Built 1990 to 1999		10.2%	10.1%	11.1%
2021 Homes Built 1980 to 1989		8.2%	8.7%	10.3%
2021 Homes Built 1970 to 1979		13.4%	14.2%	14.3%
2021 Homes Built 1960 to 1969		4.7%	5.0%	5.1%
2021 Homes Built 1950 to 1959		7.9%	8.0%	7.6%
2021 Homes Built Before 1949		22.0%	22.9%	21.2%
<b>Home Values</b>				
2021 Home Value \$1,000,000 or More		1.9%	2.5%	3.3%
2021 Home Value \$500,000 to \$999,999		27.3%	25.6%	23.5%
2021 Home Value \$400,000 to \$499,999		22.1%	20.2%	19.4%
2021 Home Value \$300,000 to \$399,999		25.2%	26.3%	25.0%
2021 Home Value \$200,000 to \$299,999		13.6%	15.3%	16.6%
2021 Home Value \$150,000 to \$199,999		2.4%	2.7%	2.6%
2021 Home Value \$100,000 to \$149,999		2.8%	3.7%	3.5%
2021 Home Value \$50,000 to \$99,999		1.0%	0.8%	2.3%
2021 Home Value \$25,000 to \$49,999		0.1%	0.1%	1.2%
2021 Home Value Under \$25,000		3.5%	2.7%	2.6%
2021 Median Home Value		\$407,893	\$399,893	\$388,161
2021 Median Rent		\$1,033	\$1,002	\$1,000

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<b>Labor Force</b>				
2021 Est. Labor Population Age 16 Years or Over		12,644	17,547	24,146
2021 Est. Civilian Employed		62.2%	59.8%	59.9%
2021 Est. Civilian Unemployed		3.9%	3.8%	3.8%
2021 Est. in Armed Forces		-	-	-
2021 Est. not in Labor Force		33.8%	36.4%	36.3%
2021 Labor Force Males		48.1%	48.9%	49.8%
2021 Labor Force Females		51.9%	51.1%	50.2%
<b>Occupation</b>				
2021 Occupation: Population Age 16 Years or Over		7,869	10,495	14,471
2021 Mgmt, Business, & Financial Operations		16.6%	16.8%	15.9%
2021 Professional, Related		25.7%	25.3%	23.8%
2021 Service		16.0%	15.0%	14.9%
2021 Sales, Office		18.1%	16.9%	15.9%
2021 Farming, Fishing, Forestry		5.8%	6.3%	8.4%
2021 Construction, Extraction, Maintenance		8.6%	8.6%	9.1%
2021 Production, Transport, Material Moving		9.1%	11.2%	12.0%
2021 White Collar Workers		60.5%	59.0%	55.6%
2021 Blue Collar Workers		39.5%	41.0%	44.4%
<b>Transportation to Work</b>				
2021 Drive to Work Alone		70.1%	70.2%	69.9%
2021 Drive to Work in Carpool		5.2%	6.6%	8.3%
2021 Travel to Work by Public Transportation		0.6%	0.6%	0.6%
2021 Drive to Work on Motorcycle		0.3%	0.3%	0.2%
2021 Walk or Bicycle to Work		12.3%	10.5%	10.0%
2021 Other Means		0.6%	0.8%	0.7%
2021 Work at Home		10.8%	11.0%	10.2%
<b>Travel Time</b>				
2021 Travel to Work in 14 Minutes or Less		55.7%	53.4%	50.2%
2021 Travel to Work in 15 to 29 Minutes		22.4%	26.0%	29.1%
2021 Travel to Work in 30 to 59 Minutes		12.7%	12.6%	13.8%
2021 Travel to Work in 60 Minutes or More		9.2%	8.0%	6.9%
2021 Average Travel Time to Work		12.8	13.4	14.0
<b>Consumer Expenditure</b>				
2021 Est. Total Household Expenditure		\$458.85 M	\$612.76 M	\$807.4 M
2021 Est. Apparel		\$16.22 M	\$21.62 M	\$28.45 M
2021 Est. Contributions, Gifts		\$26.97 M	\$35.76 M	\$46.93 M
2021 Est. Education, Reading		\$14.99 M	\$19.82 M	\$25.85 M
2021 Est. Entertainment		\$26.14 M	\$34.85 M	\$45.88 M
2021 Est. Food, Beverages, Tobacco		\$69.9 M	\$93.51 M	\$123.36 M
2021 Est. Furnishings, Equipment		\$16.22 M	\$21.63 M	\$28.48 M
2021 Est. Health Care, Insurance		\$41.94 M	\$56.14 M	\$74.14 M
2021 Est. Household Operations, Shelter, Utilities		\$148 M	\$197.78 M	\$260.56 M
2021 Est. Miscellaneous Expenses		\$8.7 M	\$11.61 M	\$15.28 M
2021 Est. Personal Care		\$6.16 M	\$8.22 M	\$10.83 M
2021 Est. Transportation		\$83.61 M	\$111.83 M	\$147.64 M

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