



FOR SALE



NW 3RD AVE DEVELOPMENT LAND

Development Land

Lot Size: ± 33,580 SF | **Sale Price:** \$1,500,000 (\$44.67/SF)

510 NW 3rd Ave, Portland, OR 97209

- **Zoning:** CX - Central Commercial
- Located in an Opportunity Zone, Qualified Census Tract (QCT), and Difficult Development Area (DDA)
- Opportunity for Incentives for Affordable and Workforce Housing
- Centrally located in Old Town and in Proximity to Downtown Portland and The Pearl

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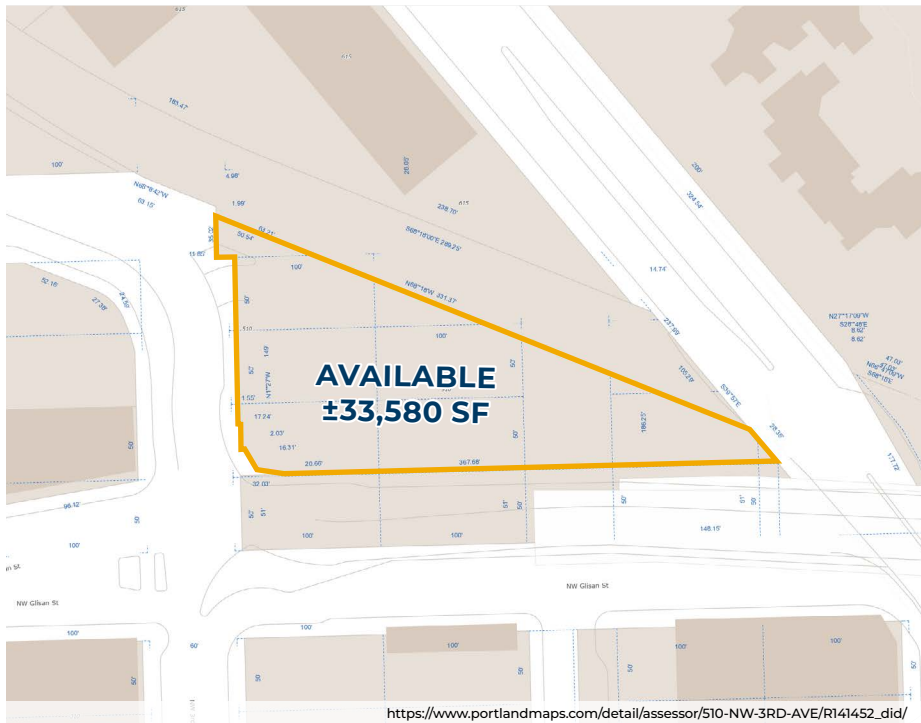
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PROPERTY SUMMARY



https://www.portlandmaps.com/detail/assessor/510-NW-3RD-AVE/R141452_did/

**FOR
SALE**

PROPERTY DETAILS

Address	510 NW 3rd Ave, Portland, OR 97209
Lot Size	±33,580 SF
Qualified Census Tract (QCT)	Yes
Opportunity Zone	Yes
Difficult Development Area (DDA)	Yes
Sale Price	\$1,500,000 (\$44.67/SF)
Parcel #	R141452
Zoning	Central Commercial (CX) - View Online

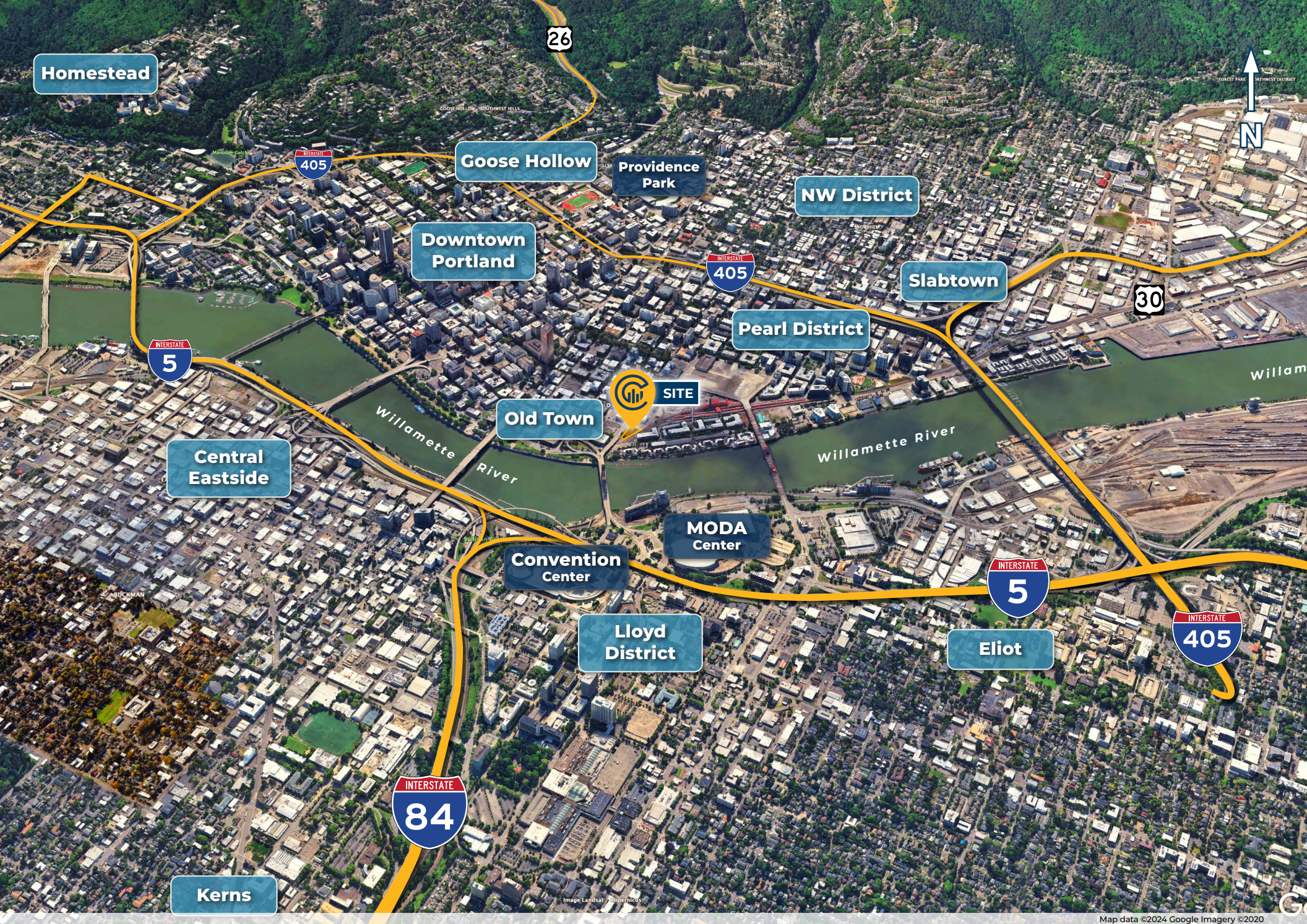
The Capacity Commercial Group is pleased to exclusively present for sale the unique opportunity to acquire a historic site in Portland, Oregon.

Historically operating as Portland Fire Station No. 2, this property offers a central location in Old Town with a storied background. The CX (Central Commercial) zoning provides flexibility for a wide range of uses allowing for retail, office, and residential uses.

The property is located within an Opportunity Zone, as well as a Qualified Census Tract (QCT) and a Difficult Development Area (DDA), and may be eligible for HUD-administered programs and incentives providing additional support for affordable or workforce housing development. Buyer to conduct its own due diligence regarding eligibility and available incentives.

Nearby Highlights

- Unspoken
- Old Town Pizza and Brewing
- Dixie Tavern
- Barrel Room
- Voodoo Doughnut
- 5 Star Food
- Dante's
- Charlie's Deli & Delivery
- Deadstock Coffee Roasters
- The Society Hotel
- OPALINE
- TUBE
- Portland Chinatown
- Ground Kontrol
- Japanese Arts Museum of Oregon
- Arcade and Bar
- Lan Su Chinese Garden
- Beyond Fitness
- Pendleton HQ
- Can Can Portland



Map data ©2024 Google Imagery ©2020



"Big Pink"
1.15M SF Office Building

Slabtown District

Pacific Northwest College of Arts

Broadway Corridor

Union Station

510 NW 3rd Ave

PENDLETON

JAPANESE AMERICAN MUSEUM OF OREGON

STAR THEATER

GROUND CONTROL

ROSELAND MAMAMOTU HONKOTSUKI

Derrstock

OROX OREGON OASIS MAKERS

THE SOCIETY

LAN CHINESE GARDEN 蘭緣園

CHARLIE'S

The Hoxton Hotel
119 Boutique Hotel Rooms

DIXIE TAVERN OLD TOWN PDX

Oregon Leather Co.
Serving Customers for over 100 years

230 Ash Apartments

DANTE'S

CAN+CAN

CAN+CAN PORTLAND

BARREL ROOM

OLD TOWN

Portland Oregon

LOCAL MARKET DATA

4.6M
Office Inventory (SF)
within 0.25 Miles

711k
Retail Inventory (SF)
within 0.25 Miles

Information provided by CoStar



ZONING

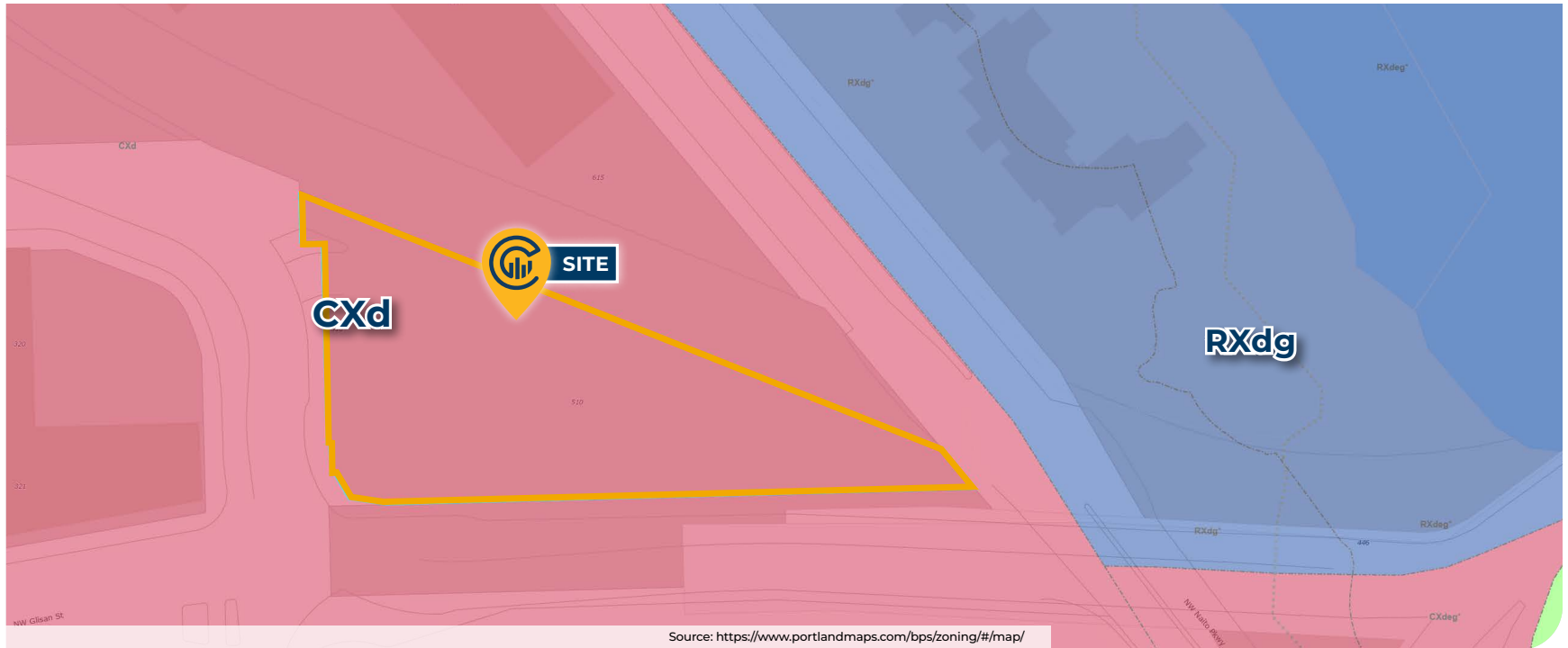


Table 130-1 Commercial/Mixed Use Zone Primary Uses						
Use Categories	CR	CM1	CM2	CM3	CE	CX
Residential Categories						
Household Living	Y	Y	Y	Y	Y	Y
Group Living	Y	Y	Y	Y	Y	Y
Commercial Categories						
Retail Sales And Service	L [1]	L [1]	Y	Y	Y	Y
Office	L [1]	L [1]	Y	Y	Y	Y
Quick Vehicle Servicing	N	L [1]	L [1]	L [1]	Y	N
Vehicle Repair	N	N	Y	Y	Y	L [4]
Commercial Parking	N	N	L [8]	L [8]	Y	CU [8]
Self-Service Storage	N	N	N	L [3]	L [3]	L [3]
Commercial Outdoor Recreation	N	N	Y	Y	Y	Y
Major Event Entertainment	N	N	CU	CU	CU	Y
Industrial Categories						
Manufacturing and Production	N	L/CU [2,4]	L/CU [2,4]	L/CU [2,4]	L/CU [2,4]	L/CU [2,4]
Warehouse and Freight Movement	N	N	N	L [2,4]	L [2,4]	N
Wholesale Sales	N	N	L [2,4]	L [2,4]	L [2,4]	L [2,4]
Industrial Service	N	N	CU [2,4]	CU [2,4]	CU [2,4]	CU [2,4]
Bulk Fossil Fuel Terminal	N	N	N	N	N	N
Railroad Yards	N	N	N	N	N	N
Waste-Related	N	N	N	N	N	N
Institutional Categories						
Basic Utilities	Y/CU [7]	Y/CU [7]	Y/CU [7]	Y/CU [7]	Y/CU [7]	Y/CU [7]
Community Service	L/CU [5]	L/CU [5]	L/CU [5]	L/CU [5]	L/CU [5]	L/CU [5]
Parks and Open Areas	Y	Y	Y	Y	Y	Y
Schools	Y	Y	Y	Y	Y	Y
Colleges	N	Y	Y	Y	Y	Y
Medical Centers	N	Y	Y	Y	Y	Y
Religious Institutions	Y	Y	Y	Y	Y	Y
Daycare	Y	Y	Y	Y	Y	Y

Table 130-1 Commercial/Mixed Use Zone Primary Uses						
Use Categories	CR	CM1	CM2	CM3	CE	CX
Other Categories						
Agriculture	L [9]	L [9]	L/CU [10]	L/CU [11]	L/CU [11]	L/CU [10]
Aviation and Surface Passenger Terminals	N	N	N	N	CU	CU
Detention Facilities	N	N	N	CU	CU	CU
Mining	N	N	N	N	N	N
Radio Frequency Transmission Facilities	N	L/CU [6]	L/CU [6]	L/CU [6]	L/CU [6]	L/CU [6]
Rail Lines and Utility Corridors	N	CU	CU	CU	CU	CU

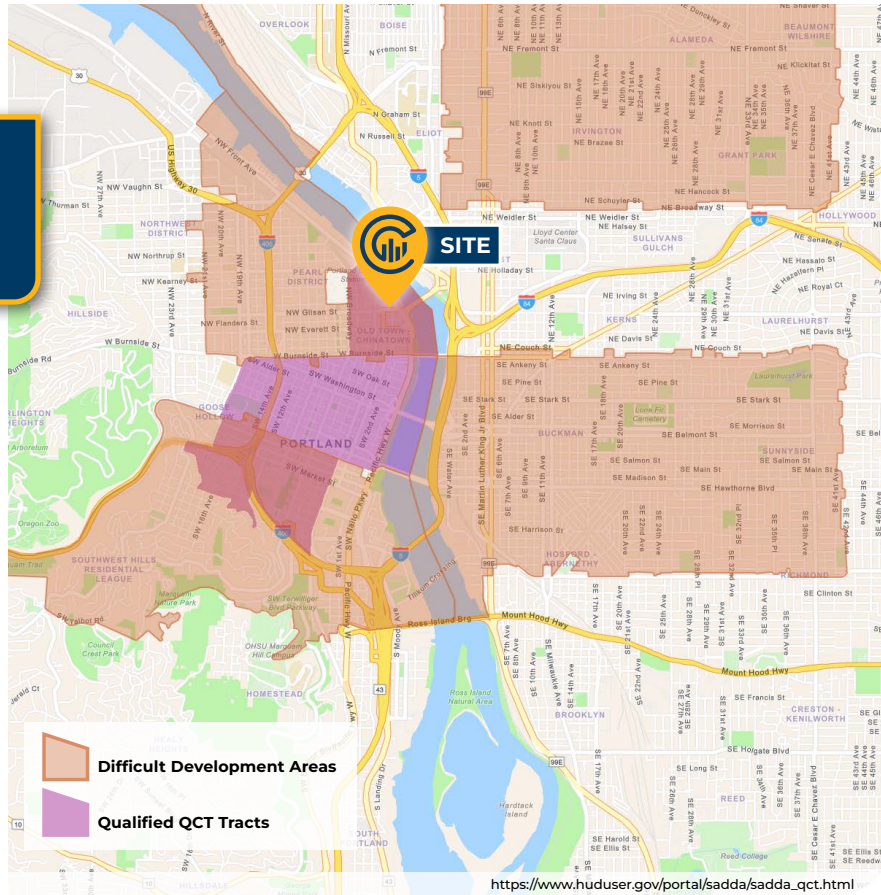
Y = Yes, Allowed
CU = Conditional Use Review Required
L = Allowed, But Special Limitations
N = No, Prohibited

- Notes:
- The use categories are described in Chapter 33.920.
 - Regulations that correspond to the bracketed numbers [] are stated in 33.130.100.B.
 - Specific uses and developments may also be subject to regulations in the 200s series of chapters.

[View Zoning Code Online](#)



INCENTIVES OVERVIEW



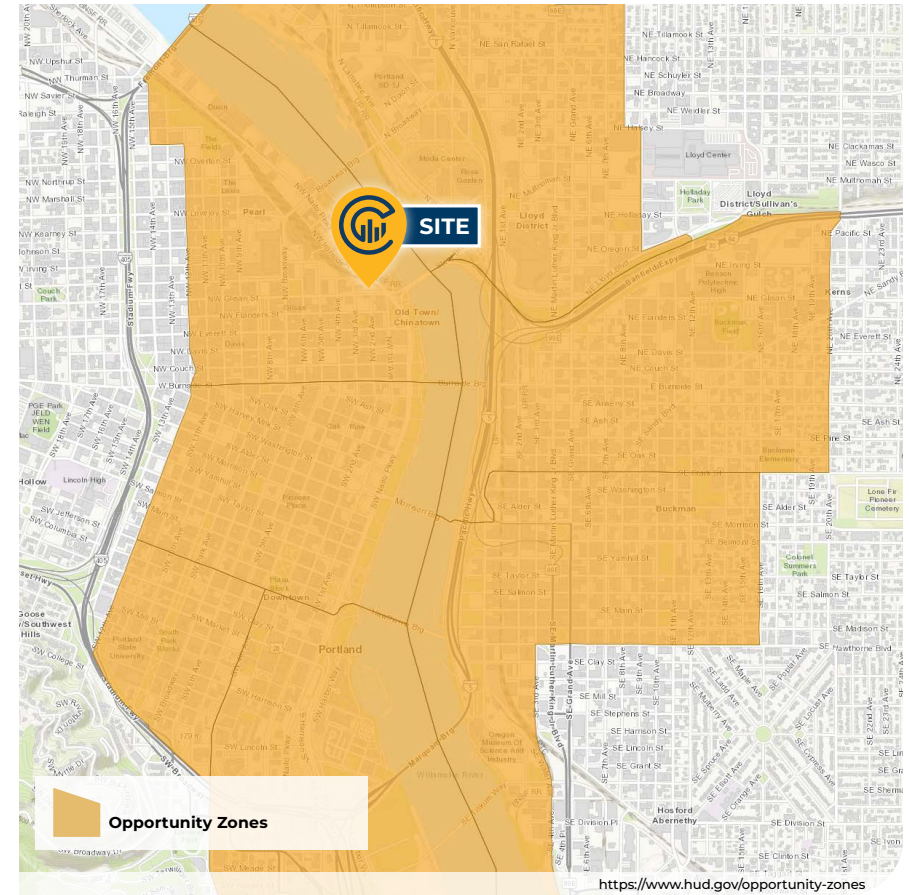
Qualified Census Tracts & Difficult Development Areas

Qualified Census Tracts (QCT) and Difficult Development Area's (DDA) are designations from Housing and Urban Development (HUD) as areas of higher needs for affordable housing. The designations are evaluated each year by HUD and subject to change.

QCT's are areas that have at least 50% of households with an income below 60% of the Area Median Gross Income (AMGI) or have a poverty rate of 25% or more.

DDA's are areas with high land cost, high construction costs, and high utility costs relative to the area median income.

The map of QCT and DDA areas is provided by HUD and is updated annually. Buyer to do their own due diligence to confirm that the property qualifies for QCT and DDA programs.



Opportunity Zones

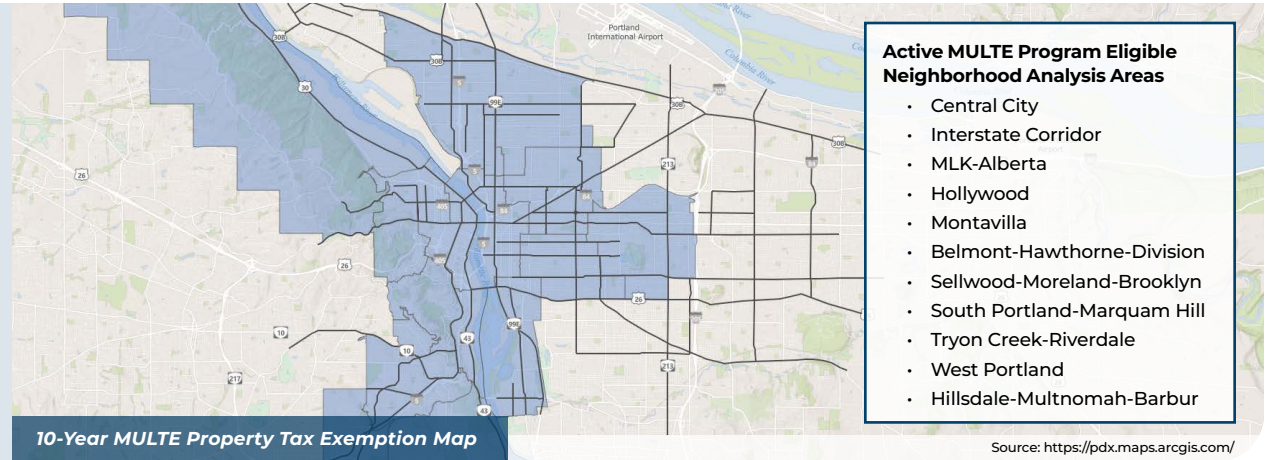
Opportunity Zones offer tax benefits to investors who elect to temporarily defer tax on capital gains if they timely invest those gain amounts in a Qualified Opportunity Fund (QOF). Investors can defer tax on the invested gain amounts until there is an event that reduces or terminates the qualifying investment in the QOF (an "inclusion event"), or December 31, 2026, whichever is earlier. The length of time the taxpayer holds the QOF investment determines the tax benefits they receive.

- At least five years, the basis of the QOF investment increases to 10% of the deferred gain.
- At least seven years, the basis of the QOF investment increases to 15% of the deferred gain.
- At least 10 years, the investor is eligible to elect to adjust the basis of the QOF investment to its fair market value on the date that the QOF investment is sold or exchanged.



Landmark Multi-Family Housing Incentives

On July 16, 2025, Portland City Council passed Ordinance 2025-243, enacting a temporary waiver of all System Development Charges (SDCs) for eligible residential housing projects. Combined with other recent regulatory incentives, this policy creates a rare opportunity to advance projects with substantially lower costs and fewer permitting hurdles.



Summary of Key Incentives

1. System Development Charge Waiver (2025–2028)

- Applies to new residential dwelling units and congregate living facilities, including multifamily and middle housing.
- Waives all SDCs (transportation, sewer, water, parks, and stormwater), with approximate savings of \$20,000 per unit.
- Applies to projects with permits issued after August 15, 2025
- Construction must begin within 12 months of permit issuance, or a construction guarantee must be submitted.
- Projects already under construction or with issued permits are not eligible.
- This incentive sunsets September 30, 2028.

2. 10-Year MULTE Property Tax Exemption

- Projects providing units affordable to households earning 60% of Area Median Income (AMI) may qualify for full property tax exemption on residential square footage for 10 years.
- This includes projects that participate in the City of Portland's mandatory inclusionary housing requirements which also provide FAR and, in some cases, height bonuses.
- Applies in eligible neighborhoods as shown on the [City of Portland's MULTE Map](#).

Active MULTE Program (IH Subject)		
IH Options (Applies to building with the restricted units)		
	80% AMI	60% AMI
Located within Central City Plan District	100%	100%
Located within Eligible Neighborhood Analysis Area	IH Units only	100%
Located outside Eligible Neighborhood Analysis Area	IH Units only	IH Units only

3. No Minimum Parking Requirements

- Citywide elimination of minimum parking mandates continues, allowing for more flexible site design and reduced development cost.

4. Ground Floor Active Use Requirements Suspended

- In zones with a Design ('d') or Storefront ('m') overlay, the requirement for ground-floor active uses is suspended through January 1, 2029, enabling more streamlined and cost-effective ground-level design for mixed-use developments.
- This is also an opportunity to convert existing vacant retail space to dwelling units.

5. Reduced Bicycle Parking Requirements

- Reduced long- and short-term bicycle parking ratios are in effect through January 1, 2029, simplifying compliance and reducing square footage allocated to non-income generating uses.

Pertinent Dates

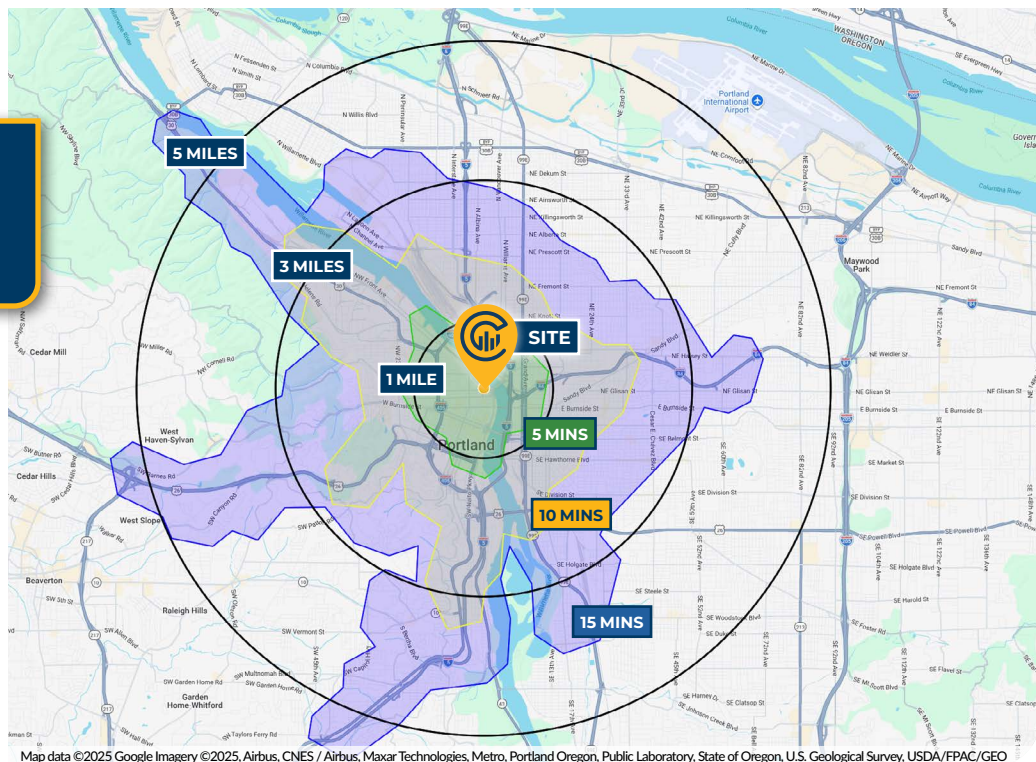
- SDC waiver effective date: **August 15, 2025**
- SDC waiver expiration: **September 30, 2028**
- Ground floor active use & bike parking relief expiration: **January 1, 2029**

Links

[CLICK TO VIEW MAP](#)[CLICK TO VIEW DETAILS](#)



DRIVE TIMES & DEMOGRAPHICS



AREA DEMOGRAPHICS

Population	1 Mile	3 Mile	5 Mile
2025 Estimated Population	48,516	219,370	444,650
2030 Projected Population	49,153	220,030	439,077
2020 Census Population	32,883	204,674	438,563
2010 Census Population	23,284	167,769	383,016
Projected Annual Growth 2025 to 2030	0.3%	-	-0.3%
Historical Annual Growth 2010 to 2025	7.2%	2.1%	1.1%
Households & Income			
2025 Estimated Households	25,123	112,936	209,987
2025 Est. Average HH Income	\$115,619	\$140,489	\$145,684
2025 Est. Median HH Income	\$78,913	\$103,455	\$109,230
2025 Est. Per Capita Income	\$60,642	\$72,678	\$69,118
Businesses			
2025 Est. Total Businesses	8,899	24,395	37,566
2025 Est. Total Employees	107,017	223,699	310,649

Demographic Information, Traffic Counts, and Merchant Locations are Provided by REGIS Online at SitesUSA.com
©2025, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 05/2025,
TIGER Geography - RS1

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