

Lake Oswego

Review

Kruse Village quickly taking shape

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'Lifestyle center' will include a mix of restaurants, retail shops, salons and offices



Photo Credit: REVIEW PHOTO: VERN UYETAKE - Ava Roasteria, which has two coffee shops in Beaverton, will open in this Kruse Village location in spring 2015.

The corner of Kruse Way and Carmen Drive is starting to look a lot different than when the Parsons Farms produce stand was forced to relocate last spring and clear the way for restaurants and retail shops.

When the stand returns early next year, it will have a more permanent home in the middle of a 65,000-square-foot development. Six new buildings will form a “U” around it, adding a variety of goods and services to an area dominated by office parks and near the Waluga and Forest Grove neighborhoods.

With 65 percent of the space already leased, Kruse Village is positioning itself to become the area’s “lifestyle center.”

“We are trying to pull together a mix that would be great for the community as well as the business folks,” said Shana Alles, the director of leasing of Gramor Development. “So service-lunch places like Mod Pizza that are good for the office park, but also good for parents. Good tenants that will blend.”

Tan Republic, Vida Nails, men's salon Eighteen Eight, LunchBOX Salon and Hand & Stone Massage and Facial Spa have already committed to the center, which is leasing space at about \$40 a square foot. Meanwhile, nearby employees will likely welcome the Jimmy John's sandwich shop, Wow! Burger Express, MOD Superfast Pizza, Noodles & Company and Hero Sushi & Sake Bar.

"This project is along a main corridor coming into Lake Oswego. We've got a lot of really great housing and residential, and on top of that, you've got over two million square feet of low-vacancy office space and 37,000 employees" nearby, Alles said.

That combination of workers and residents helped to inform the mix of businesses that will move into Kruse Village, according to marketing executive Kerry Dugan. "There is a huge demand for restaurants," Dugan said.

Ava Rosteria will straddle the line between convenience and lounging, speaking to what developers see as Kruse Village's multiple roles as neighborhood hangout and one-stop-shop for business-hours traffic. It will be the coffee shop's third location (there's one in downtown Beaverton and another in Beaverton's Progress Ridge TownSquare), and it will boast a fire pit and a fountain.

But Kruse Village, which will have entrances on Carman Drive and Meadows Road, is also positioning itself to have after-hours appeal, with a 3,500-square-foot Tavern on Kruse and the upscale Bambuza Vietnam Kitchen.

"I couldn't be more excited," said Kent Lewis, the owner of Tavern on Kruse. "The Kruse Village location will host business diners by day and local neighborhood residents by night, all within a tight radius. This is going to be a gathering place with incredible food, top-notch drinks and a serious wine program. The atmosphere will be casual, as though dining in a bar, with seating configured around the kitchen for people to see what's being created."

Lewis also owns the Uptown Billiards Club in Northwest Portland. A couple of his Kruse Village neighbors — Burncycle Whole Body Cycling and Asula Chiropractic & Wellness Center — started out in the nearby Pearl District. Also precommitted are the real estate firm Engel & Volkers and Insurance Lounge.

Gramor, whose other projects include Lake View Village, hired the Mackenzie architectural firm to design the buildings in a way that would not only reflect the red brick elements of nearby office buildings, but also balance the effect with less-austere touches, using brushed concrete to affect a Northwest modern look.

The finished Kruse Village will surround three central plazas and include Parsons Farms' open-air pavilion, a pedestrian pathway running behind the buildings and two wooden bridges connecting the development to the sidewalk along Kruse Way. There will be centralized parking with 250 spaces.

Allles said Kruse Village will not have a true anchor store; the largest building — 6,200 square feet on Meadows Road — has not yet been leased.

Of the spaces still left open, Alles said, there is room for one more “to-go type” restaurant. She said Gramor hopes to fill additional spaces with retail shops, and has seen interest from additional women’s salons and medical offices.

The first tenants are scheduled to open in April, Alles said.

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