

Riding high at Reed's Crossing

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September 07 2022

Mixed-use, master-planned community centers on interaction, healthy lifestyles in Hillsboro.

This ongoing Business Tribune series explores master-planned subdivisions adding new housing in the Portland area and beyond. Explore more neighborhoods with us:



COURTESY PHOTOS: REED'S CROSSING - Construction began in 2018 on Reed's Crossing, a 463-acre parcel located in the South Hillsboro neighborhood.

Reed's Crossing by Newland, a mixed-use, master-planned community taking shape in Hillsboro, was designed specifically with a focus on community interaction, open spaces and amenities that promote healthy lifestyles.

Construction began in 2018 on the 463-acre parcel, located in the South Hillsboro neighborhood. At build-out in 2027, Reed's Crossing will boast 4,000 homes ranging from 1,300 apartments and condominiums to 2,700 single-family homes. By density, it is the largest master-planned community in Oregon.

Homes start in the high \$300,000s and, for the most part, top out in the \$900,000s. All homes in Reed's Crossing meet Earth Advantage Silver Home Certification or equivalent standards, offering a range of architectural designs and color palettes. As an example, new homes by Ichijo USA feature high-quality wall panel construction that improve air quality for residents and help save as much as one-third on energy bills.



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Features and amenities

Reed's Crossing's main feature is a 34-acre Town Center with restaurants, shops and neighborhood conveniences. Market of Choice is the Town Center's anchor. Developed by Gramor Development, the 104,000-square-foot mixed-use center will house restaurants, coffee shops, retail stores and neighborhood conveniences on 10.5 acres. Market of Choice, the Town Center's anchor, will launch construction next year on a 35,000-square-foot building at the east end.

Barry Cain, president of Gramor Development, highlighted South Hillsboro's growth due to its proximity to large employers such as Intel, Nike and Salesforce as well as access to transportation and quality of life.

"Bringing quality grocery, restaurants and services is now a natural next phase for this sought-after community," he said. "The last time a new grocery and retail shopping center launched in the Tualatin Valley corridor was 1996. Nothing exists like this anywhere nearby and we can't wait to break ground on this upscale, unique development."

Eric Peterson, vice president of operations, said the commercial center also houses a new 118,000-square-foot Providence Health Center, half of which is a traditional primary and urgent care clinic with physicians' offices and imaging.

The other half, the Active Wellness Center, provides mental health specialists, nutritionists and physical therapists. The Active Wellness Center also features indoor and outdoor pools, youth and lifestyle programs, and a gym that is open to the public with paid memberships.

"That's going to be great, and we're really excited to see them there," Peterson said.

The Town Center is also near The Ackerly, a new residential space designed for retirees and older adults that is slated to open next year. Designed by Ankrom Moisan, it will offer 89 independent living units, 65 assisted living apartments and 28 boutique-style memory care apartments. Amenities include dining venues, a theater, a library and game room, fitness spaces, a salon and a gourmet bistro with an onsite chef's garden.



COURTESY PHOTOS: REED'S CROSSING - The Greenway restored Gordon Creek as the centerpiece of the first 800 homes and all pathways lead into the space, which features ponds, a creek and a nature education center along with active spaces such as dog parks.

"The pandemic has taught us how important it is to keep family close," Peterson said. "With the addition of The Ackerly at Reed's Crossing, older adults can live near their children and grandchildren while still retaining their independence, giving everyone what they need to thrive."

Future developments

Reed's Crossing also has approval to construct a pair of new schools on 40 acres. Built in partnership with the Hillsboro School District, a new elementary school will open in 2023-2024.

[This development](#)'s 28 acres of parks and open space include a 23-acre nature preserve and educational tool called the Greenway that brings recreation into the community's center.



COURTESY PHOTOS: REEDS CROSSING - Reeds Crossing features 28 acres of parks and open space, including a 23-acre nature preserve called the Greenway that brings recreation into the community's center.

"As we went into Reed's Crossing, we did a lot of market study to find out what residents want in amenities for the community," Peterson said. "What we found is different from other parts of the country, where people want big swimming pools with a beach setting and tennis courts. What they value here is a healthy lifestyle and open space, and not just that, but community open space."

The Greenway restored Gordon Creek as the centerpiece of the first 800 homes and all pathways lead into the space, which features ponds, a creek and the nature education center along with active spaces such as dog parks.

"We programmed it in a way that acts as people's backyards," Peterson said. "When you have high-density housing, you need open spaces to balance that so we have included fire pits, community gardens with cooking spaces, and community tables so people can pick veggies, cook dinner and eat with neighbors who live around them."

He noted that the European-village style that many Oregon master-planned communities are modeled after are designed to encourage people to walk or bike to amenities instead of driving. The next two phases of homes under construction in Reed's Crossing are alley-loaded so the garage is in the back and the front of the home functions as an outdoor living space with a large porch.

"We feel that connection is the strong fabric of the community," Peterson said. "We're basically trying to go back and build communities today like they were built 200 or 300 years ago."

The South Hillsboro area has been in the planning stages for more than 20 years. In addition to Reed's Crossing, the 1,400-acre property is home to Butternut Creek and Rosedale Parks and will encompass 8,000 new homes.



COURTESY PHOTOS: REED'S CROSSING - By density, Reed's Crossing is one of the largest master-planned communities in Oregon.

Major players at Reed's Crossing by Newland

- Brookfield Properties
- Gramor Development
- David Weekley Homes
- Ichijo USA
- Lennar
- Rembold
- Richmond American Homes
- Stone Bridge Homes NW