

Fall 2009



Sustainable Suburbs

Rockwood Town Center
Redevelopment Design

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About SCI

Sustainable Cities Initiative (SCI) is a cross-disciplinary organization at the University of Oregon that seeks to promote education, service, public outreach and research on the development and design of sustainable cities.

Our work addresses sustainability issues across multiple scales, from the region down to the building, and emerges from the conviction that creating the sustainable city cannot happen within any single discipline. SCI is grounded in cross-discipline engagement as the key strategy for solving community sustainability issues. We serve as a catalyst for expanded research and teaching; market this expertise to scholars, policymakers, community leaders, and project partners; and work to create and sponsor academic courses and certificates. Our work connects student passion, faculty experience, and community need to produce innovative, tangible solutions for the creation of a sustainable society.

About SCY

The Sustainable Cities Year Initiative is a 'partnership' with one city in Oregon per year where a number of courses from across the University focus on assisting that city with their sustainability goals and projects. The Sustainable Cities Year faculty and students work with that city through a variety of studio projects and service learning programs to: 1) provide students with a real world project to investigate; 2) apply their training; and 3) provide real service and movement to a local city ready to transition to a more sustainable and accessible future.

About Gresham

With just over 100,000 people, Gresham is the fourth largest city in Oregon. It is bordered to the west by Portland, the largest city in the state. Gresham is home to the Mount Hood Jazz Festival and is known as "The City of Music". It is close in proximity to the Columbia Gorge National Scenic Area and Mount Hood, the highest point in Oregon. Gresham has a wide variety of neighborhoods including the Civic Center, known for its active transportation network, rapid transit connections and residential, commercial and retail mix.

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Sustainability was a key concern of the studio, with students primarily focusing on achievable goals and design principles for urban areas, such as features that would enhance ecological function and reduce carbon emissions. Some of the specific strategies include: storm water management, architectural massing and orientation, green streets, enhanced pedestrian and alternative transportation networks, and a mix of uses that would provide basic services close at hand.

The studies went beyond environmental issues to focus on the triple bottom line of sustainability, including equitable and economic sustainability. Highlighting local identity and engendering pride by embracing the cultural diversity and history of the area was a prevalent theme in the design proposals and was positively received by the community and city alike. Inclusive and accessible design that provided opportunities for small and local businesses demonstrated a sensitivity to the existing fabric of the community. Job creation, crime prevention and the provision for educational opportunities were additional goals that had visible implications for the design proposals.

The six schemes produced by the students in the Sustainable Suburbs studio had both similarities and differences in their approach and formal expression. Every group felt that public space and community amenities were a vital component to making the city center a vibrant and democratic place for the Rockwood community. In some schemes, this took the form of an outdoor space like a plaza, park or urban farm; in others, there were indoor gathering spaces included in the program, like a community center or other recreational facility.

Especially appreciated by the City and other reviewers was an earnest attempt to address the fiscal constraints imposed on the design problem. Students strived to balance the economics to propose feasible development plans that had the ability to provide tax income for the city and finance future investments in the community. Phased approaches and a balance of uses and scales were some of the ways that students met these challenges. There was general agreement that all the schemes were within the bounds of “realistic development”.

In the end, it was innovative thinking and a diversity of ideas that received the greatest praise from the community members and officials who had been involved in the design process. The schemes that had chosen a definitive direction and focused on doing a few things exceptionally well captured the imagination of the reviewers who attended the final presentation. And because none of the schemes alone could meet all of the objectives or please everyone, it was the assortment that allowed reviewers to imagine the best of all possible worlds realized in a vision that incorporated the finest parts of each scheme.

II. Introduction

The Sustainable Cities Initiative (SCI) is a cross-disciplinary organization that addresses sustainability from the region down to the building. SCI engages Architecture and Allied Arts faculty and students at the University of Oregon in research and design while providing service and technical assistance to a different city each year. As part of the year-long partnership between the University and the City of Gresham, the Sustainable Suburbs studio focused on the Rockwood neighborhood and called for students to propose six development schemes for this area.

The Rockwood neighborhood had been in steady decline and was suffering from stigma associated with crime and changing demographics before being declared a blighted area in 2003, at which time a 20-year urban renewal plan was established for the revitalization of the area. The chosen study area for this studio includes a 6.4-acre parcel at the heart of the urban renewal district, formerly the home of a Fred Meyer store that has since been demolished, and is now mostly vacant. The City of Gresham purchased the site, recognizing its potential as a catalyst for improving the economy and community, and has been actively trying to attract development partners.

The role of the studio was to assist the City in developing its overall vision for the area and to generate design recommendations for the sustainable development of Rockwood. The studio took place in the Fall of 2010 and was led by Nico Larco, assistant professor of architecture and co-director of the initiative. Allen Lowe, a former planner for the City of Eugene, Oregon; assisted with the studio. The 18 students in the Sustainable Suburbs design studio spent an estimated 6,300 hours (combined) creating these six scenarios. The following report is a summary of their work and recommendations.

III. Existing Conditions

Rockwood Neighborhood

While Rockwood is often simply known as a 'gateway to Gresham', it is, in fact, an area with a unique identity. The Rockwood neighborhood is a diverse and vibrant community and its proximity to Portland, public transportation and views of Mt. Hood make it an appealing area for growth and development. Rockwood is three miles west of Downtown Gresham and twelve miles east of Portland. Much of the area surrounding Rockwood consists of low- to medium-density residential and commercial development. Just beyond Gresham's city limits there are many outdoor recreational activities. Mt. Hood is an hours drive east of Gresham and can be seen on clear days from Rockwood.

Demographics

The Rockwood Neighborhood consists of a more diverse population than the City of Gresham as a whole, as well as the majority of the Portland metro area. A large portion of the population is of Latino decent, with Slavic and African American populations on the rise. Thirty-eight percent of the Rockwood area population is Latino, compared to the City's total of only fourteen percent (EcoNorthwest, 2006). The maps below illustrate in more detail the distribution of ethnicity within the Rockwood area.

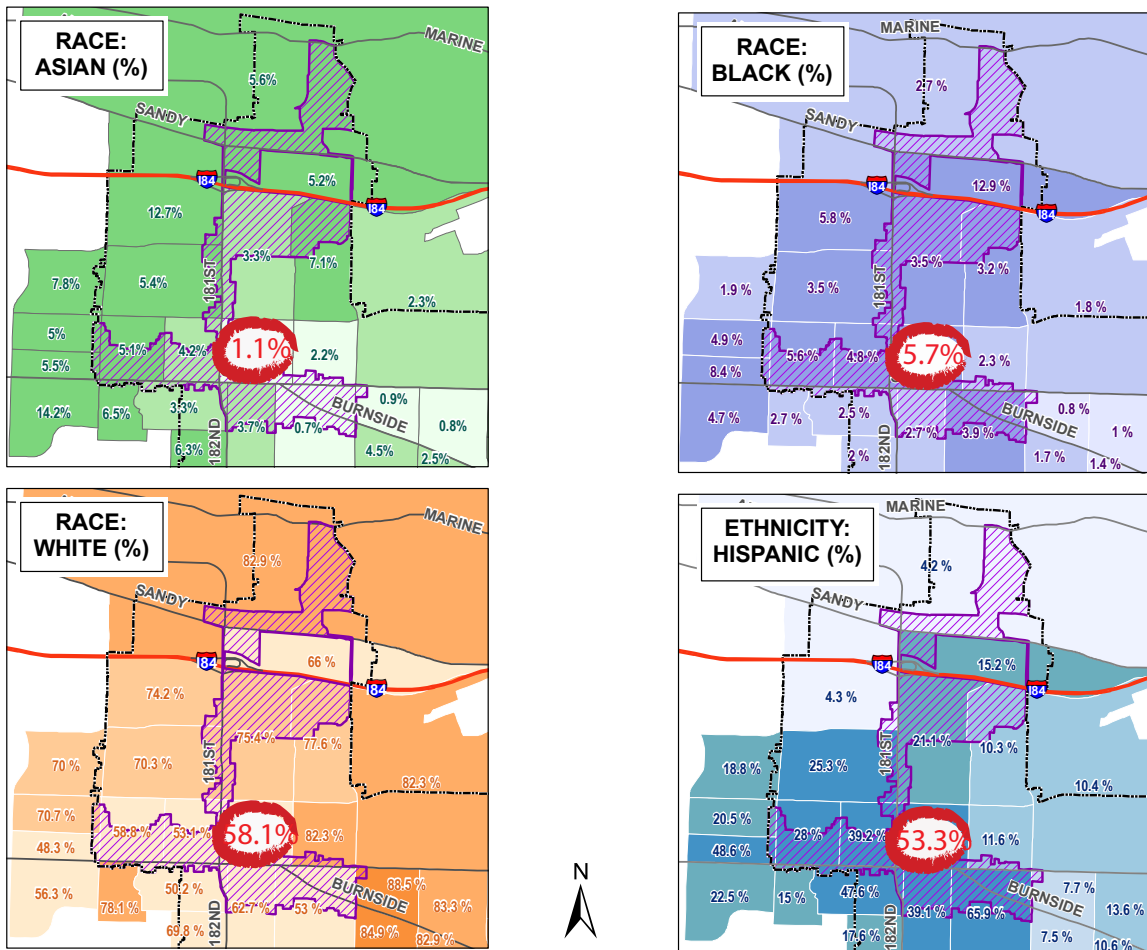


Fig. 1 Rockwood Urban Renewal Vicinity, Demographics: Race and Ethnicity (The City of Gresham)

On average, households in the immediate Rockwood area are younger and have less disposable income when compared to the rest of Gresham. The average household income is \$35,794, compared to the City's median household income of \$48,504, a twenty-six percent difference. Despite the below average median incomes within Rockwood, there are clearly "pockets" of wealth nearby. Within a three mile radius of the Rockwood Triangle, 7% of the households earn \$100,000 or more.

Rockwood area employment declined between 1999 and 2003 from approximately 8,700 jobs to 7,900 jobs. Yet, while employment is decreasing, the number of businesses has increased from 572 to 615 within the same time period. Real estate has had the largest gain in employment, while the largest gain in businesses is in restaurants, followed by specialty services and retail. (Figures taken from *Evaluation of the Redevelopment Potential of the Former Fred Meyer Site in Rockwood*, 2006)

Site

The 6.4 acre site is located within the Urban Renewal District directly across from a light rail stop on Burnside Street. The prime location in relation to mass transit and the "city center", as the rail stop is called, coupled with the recent acquisition by the City of Gresham, make the site an obvious choice for redevelopment. Much of the site is currently vacant, consisting of a demolished Fred Meyer and a temporary police station, although the site is informally being used for parking, and interim uses for this land have included a mural created by community members titled "Plaza Del Sol" and a wildflower pathway. Businesses located within the Rockwood Triangle study area include a Mexican supermarket, pawn shop and restaurant; there are a number of private residences in the blocks to the northwest of the site. The small triangular lot to the east of 188th is privately owned. Tax lots and the division of ownership can be seen in Appendix 1.



Fig. 2 Aerial photo of site and Rockwood Triangle study area (indicated by dashed yellow line)

Transportation

SE Stark Street and SE Burnside Street surround the site with high levels of traffic. SE Stark Street to the south receives 28,000 vehicles trips per a day and is characterized by low-density retail establishments and strip malls. SE Burnside Street defines the north edge of the site and continues southeast, intersecting Stark Street at the east tip of the site. The MAX light rail runs along the center of Burnside, reducing it to a single lane in some areas and making it less used for local traffic. However, Burnside still receives an estimated 14,000 vehicles per a day and is a designated freight highway. The west side of the site is defined by 185th Avenue, which runs north to south, connecting Stark and Burnside. This is a low traffic road consisting primarily of local traffic due to the fact that it does not continue on north of Burnside or south of Stark. Currently 188th Avenue intersects Burnside Road, bringing residential traffic from the north to the site, and ending at Stark Street.

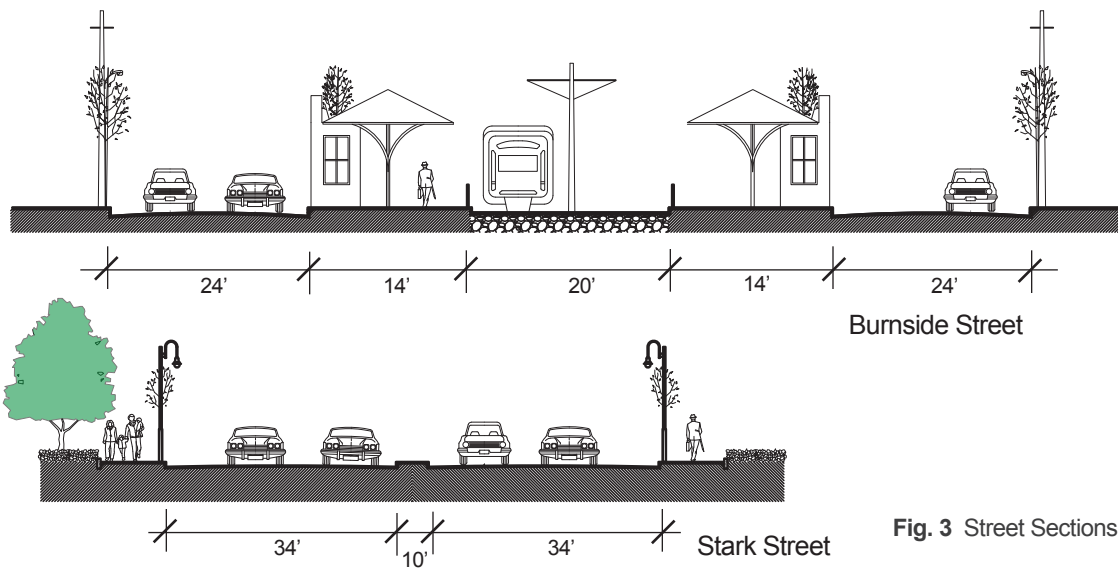


Fig. 3 Street Sections

One of the appealing features of this site is its strong connection to public transportation. The Map below shows the current bus routes servicing the site in addition to the TriMet Max light rail line on SE Burnside Street. The light rail has two stops within the Rockwood Triangle alone. TriMet also owns and operates a Park & Ride within the triangle, although it has often been described as under-utilized.

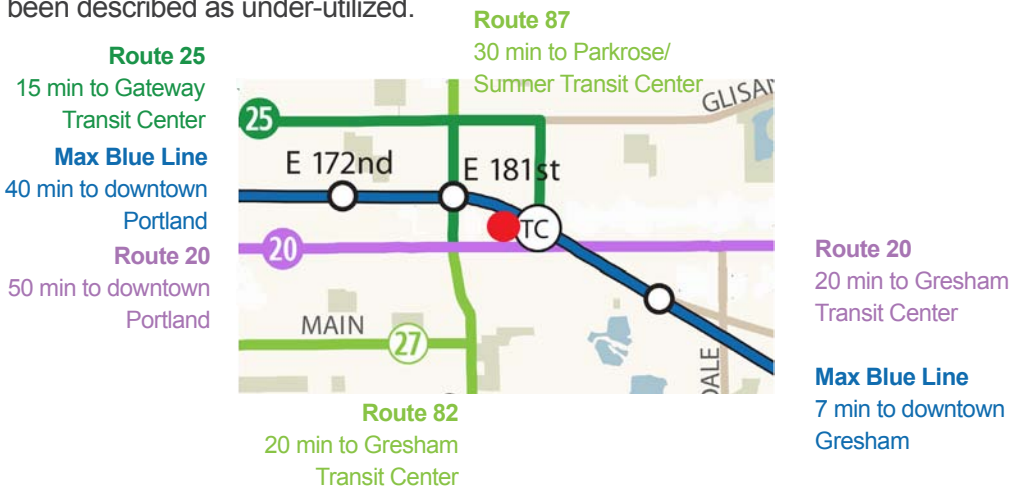


Fig. 4 TriMet bus Routes in close proximity to the site (indicated by red dot). Travel times are approximated.

Although the city has begun making improvements to the sidewalks along Stark Street, many of the streets surrounding the site and throughout the Rockwood area are not pedestrian friendly. This is due to the high levels of automobile traffic, narrow or discontinuous sidewalks, inappropriate street design, lack of street connectivity, and few destinations within a given walking radius.

Additional Site Analysis

Additional site analysis included studies and documentation of existing uses, available parking, destinations and landmarks, patterns of development and open space (also known as a figure ground studies), ecology, scale comparisons, recreational opportunities, infrastructure, trails and bicycle lanes and amenities.

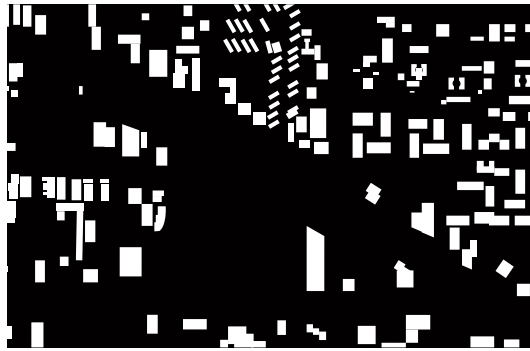


Fig. 5 Figure ground study



Fig. 6 Figure ground study



Fig. 7 Available parking analysis



Fig. 8 Scale comparison- Gresham



Fig. 9 Scale comparison- Portland



Fig. 10 Scale comparison- Eugene

Key observations were made during the research and analysis phase and gave students an understanding of the opportunities and constraints of the project. The noted conditions also helped to shape the goals and overall vision for the project.

Block Infrastructure

- City blocks are 2- 3 times the size of Portland's average block and consists of many small parcels.
- City has adopted a 'Future Streets Plan' which would add streets and increase connectivity in the triangle and immediate area.
- Street improvements are underway on Stark.

Planned development



- Planned municipal courthouse on large County-owned parcel across from the site on Stark.
- TriMet has plans to consolidate their east/ west light rail stops and create a distinctive station.
- The city plans to realign 187th/ 188th Street.
- Other 'opportunity sites' have been informally identified by the planning office as parcels that may have potential for redevelopment, i.e., privately owned sites with cooperative owners.

Urban character



- The diversity of the area is reflected in the local businesses (numerous Latino markets and a large flea market, prevalent food cart culture).
- Frequent turnover and several vacancies on Stark and Burnside.
- Grange Hall is all that remains of a rural past.
- 2-story min. on new construction per code.

Crime

- Crime is a documented and perceived problem in the area.
- Community members and city officials often cite crime as a top concern.
- Gresham Police Rockwood Community Office is temporarily located on the site in an effort to control crime.

Parking



- Reduction is permitted for Transit Oriented Development (TOD).
- Subsurface parking may be prohibitively expensive in the current market.
- TriMet looking for better uses of Park & Ride lot (options that would increase ridership).
- Plentiful on-street parking exists throughout the neighborhoods.

Public Amenities

- Open space and amenities limited in the area, very little within walking distance of the site.
- Recreational opportunities (especially for children, teens and families) are desired by the community.

Housing

- Multi-family housing and apartments are prevalent in the area.
- Much of the existing housing stock is in decline.
- Ownership opportunities and high-quality housing is desired.

V. Background Summary

The Rockwood-West Gresham Renewal Plan detailed the establishment (2003) of an urban renewal program to be administered by the Gresham Redevelopment Commission, a body comprised of members of the Gresham City Council. The renewal plan is a twenty-year plan for improving the economy and the community of Rockwood. The stated goals of the plan were to support the development of businesses that create well paying (“family wage”) jobs and to improve the quality of housing for current and future Rockwood residents by means such as providing public investment and the authorization of tax increment financing. The plan also included the Rockwood-West Gresham Urban Renewal Area Map (see Appendix 2) , which defines the jurisdiction of the plan, and includes the Rockwood Town Center, adjacent residential and industrial lands, and major arterials.

In 2004, with partial funding from a grant under the Transportation Growth Management Program of the Oregon Department of Transportation and support from the Regional Investment Board, the newly-formed Gresham Redevelopment Commission (GRC) hired a team of land use planners and market research consultants to produce the Rockwood Town Center Design & Redevelopment Plan. This document sought to identify specific development opportunities in the heart of Rockwood, including a specific action plan for revitalization.

The following year, the GRC contracted ECONorthwest to create a new action plan to attract development to its recently acquired 6.5 acre parcel. A consulting team lead by ECONorthwest evaluated existing plans for redevelopment in the Rockwood Town Center; current market, policy, and financial conditions; conducted brief developer and staff focus groups; and compiled their findings. (Evaluation of the Redevelopment Potential of the Former Fred Meyer Site in Rockwood, 2006). The report encouraged the GRC to continue with their redevelopment plans for a “mixed-use development, with residential oriented to the light rail and commercial oriented to Stark”, while also advising them to consider a phased approach with improvements to the entire urban renewal area.

ECONorthwest also recommended that the GRC generate developer interest through the use of marketing materials. In 2007, the Gresham Redevelopment Commission addresses potential development partners for their keystone project, ‘The Cultural Marketplace’ (Rockwood Cultural Marketplace: An Aspirational Plan, 2007). The information in this document is designed to help illustrate the development opportunity, the vision for the area and the expected quality of development.

TriMet had also been developing plans for a new Max line station in Rockwood Town Center in agreement with the GRC’s vision. In a recent report prepared by ZIBA (TriMet Rockwood Station, 2009) the stated goal was to “Create a vision for the Rockwood Station that helps deliver on the promise of a “Cultural Marketplace”. Most (if not all) of the students incorporated the plans prepared by TriMet and their consultants (see Appendix 3) for the proposed relocation of the MAX platforms and redesign of the intersection at 187th Street and Burnside Street into their design proposals, assuming that these plans would progress to completion.

The Sustainable Suburbs design studio studied and used the reports referenced in this summary to draw conclusions about the appropriate next steps for the Rockwood neighborhood redevelopment. In addition, user profiles and interviews collected by the consultants and included in the reports were a valuable tool for understanding the people who make up the area.

A Unique Approach

The design studio itself was interdisciplinary and contained a mix of architecture and landscape architecture students, both at the undergraduate and graduate level. The six groups of three students worked in groups of three to produce the final designs. Although the studio was technically an Architecture studio, the scale of the site (6.5 acres) falls somewhere between the limits of architecture and urban design and so the approach taken was primarily one of Urban Design. A collaborative design session with planning students, site visits and community engagement were essential tools for understanding the area before design work commenced in early October of 2009. In addition to familiarizing themselves with the existing conditions, students conducted research on design precedents and typologies on mixed-use developments, street networks, block and neighborhood layouts, and transportation systems.

Design efforts focused on the redevelopment of the large city owned parcel (former Fred Meyer site) in the Rockwood Town Center, but students were encouraged to frame this within the larger urban context and think about how their proposals might influence future development. Many students extended their proposals to include future streets and the development of adjacent parcels where appropriate. Students also considered economic conditions; there was an assumption that the projects would not commence for at least 5 years due to the current recession. Some of the projects considered a small scale phasing approach (small parcels or a part of a block at a time) to allow development to get started without the need for a large capital investment.

Acting as a neutral third-party, the students were in a unique position to engage the community. The students visited Rockwood twice to document and familiarize themselves with the people and activities in the area. On the first occasion, nearly 60 students from three different design studios packed into the interim community center to listen to community members and city officials talk about their hopes and vision for the area. On the next visit, Sustainable Suburbs students became roving reporters, dividing up to visit and interview different businesses owners, community leaders and youth. A key member of the community was instrumental in helping the students to contact and meet with members of the different ethnic groups that comprise Rockwood so that a variety of perspectives could be heard. These interactions gave students a great sense of responsibility to the very committed citizens of Rockwood and had profound effects on the final outcomes of the design.

While feasibility of the proposals was an important consideration in design, the students were also acutely aware of larger issues of sustainability, livability and the perceived response from the community. The social challenges of the site (high crime, low education and employment, nothing for kids to do) were a prime source of motivation, and in some cases, addressing these issues were seen as necessary catalysts for improving the area as a whole. Students also recognized that their unique contribution to Rockwood might come from their ability to propose more innovative solutions. While 'real-world' limitations and the budget constraints typically imposed on design professionals can stifle innovative thinking, an academic setting is a safe place for students to explore ideas. Students delicately balanced a desire for the projects to adhere to realistic expectations and also challenge previous design assumptions to offer the most new ideas possible for the vision of Rockwood.

VII. Scenario Alternatives

Overview

The Scenario Alternatives found on the following pages represent the work of six different teams of three students each. All six of these scenarios addressed sustainability on a multitude of scales. Ranging from larger scale urban design ideas to the small-scale architectural details. Broad ideas such as density, pedestrian walkability and public transportation significantly influenced the programming and layout of the six-acre site. Smaller scale ideas such as public places to sit and permeable paving can also be seen in many of the scenarios. With the energy and input from community members, planners, developers, professors and architects, the students of the Sustainable Suburbs Studio have produced six different approaches to how this empty six-acre lot can be transformed into the heart of Rockwood.

Scenario I : **Park Place Market** scenario relocates and transforms the existing Trimet parking lot into a flexible public space; allowing it to be used for parking during the week and community events such as a public market on weekends.

Scenario II : **Rockwood Boulevard** scenario proposes a small-scale pedestrian friendly street of local businesses and flexible public space. Rockwood Boulevard would be unique to the area and embody the diverse character of the Rockwood area.

Scenario III : **Rockwood Center** scenario provides a proposal for a pedestrian friendly town center by creating walkable connections throughout the site. Retail and recreational amenities are found within walking distance of each other along lush green streets, all within the site.

Scenario IV : **Urban Farm** scenario proposes creating plots of farmland along the edge of the Rockwood town center site, allowing residents of the area to feed themselves. The plots of land would not only produce food but also bring the community together and act as an educational tool.

Scenario V : **Rockwood Plaza** scenario proposes a plaza directly off of the MAX light rail that would draw users in to the rest of the site. The Plaza provides a way in which to organize the surrounding program while creating walkable connections throughout the site.

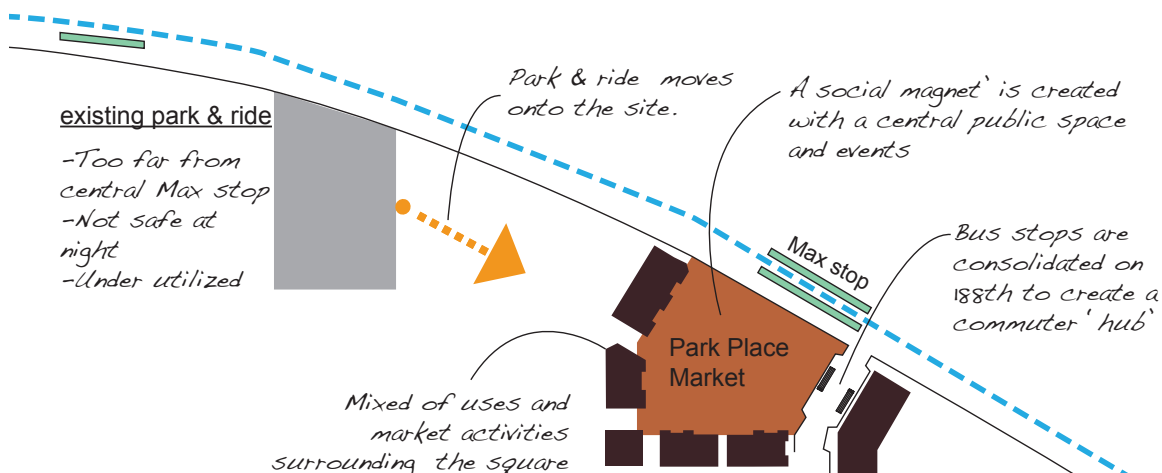
Scenario VI : **Rockwood Civic Center** scenario proposes bringing together mass transit, neighborhood-scale retail, and commercial and residential development to revitalize the heart of Rockwood. The commerce, retail and real estate activity seeks to increase neighborhood density, activity and tax revenue, which could aid in the funding of essential community building amenities.

Scenario I: Park Place Market

Lauren Bruni, Roussa Cassel, Ratana Suon



Park Place Market is a proposal that nurtures community spirit and self-reliance through local solutions and strategic partnerships. Responding to the City of Gresham's need to maximize tax-revenue on the vacant 6.4 acre site and a desire to create a mixed-use development that would both socially revitalize and economically stimulate the blighted area, the design team sought to identify all the resources and opportunities available to the City. The resulting proposal hinges around an existing park & ride lot in the Rockwood neighborhood that is often empty and is poorly sited in relation to the future 'city center' and light rail stops. TriMet representatives had indicated their interest in proposals that would make better use of their land and increase ridership; it was also noted that the city-owned site was being used informally by transit riders. By engaging in a 'land-swap' with TriMet, the City of Gresham can turn this under-utilized park & ride into flexible public space and provide a generous public square and marketplace for the Rockwood community. TriMet would own and operate the Park Place square and the City could develop the existing park & ride into housing opportunities that would support the new development.

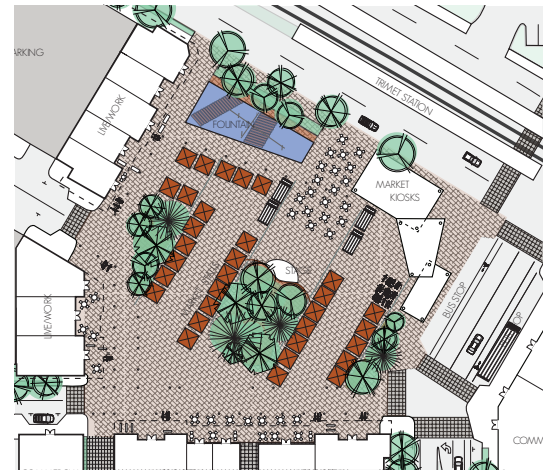


Goals:

1. **Flexible Public Space:** The square is designed to be a flexible public space that is also a bustling marketplace. During the week, when the square is designed to accommodate park & ride activities, the marketplace activities are intensified at the perimeter of the square in front of the storefronts and around the market kiosk at the north end of the square, immediately across from the light rail stop. Weekday uses of the square are focused on day-to-day activities; coming and going from work, meeting friends or just hanging out, lunchtime food vending, running errands, grabbing a coffee, flowers or newspaper from the kiosk. On the weekends, parking in the square is disallowed and the community functions expand to take over the whole square. Farmers markets, live music, holiday celebrations, impromptu games of soccer, and flea markets are just a few of the activities that could utilize Park Place Square as a venue. Festivities that celebrate and share the cultural diversity of the community would create a draw. In both weekday and weekend conditions, the square provides for a range of economic activity, including the informal vending that presently characterizes the area.



Market Square - Weekday



Market Square - Weekend

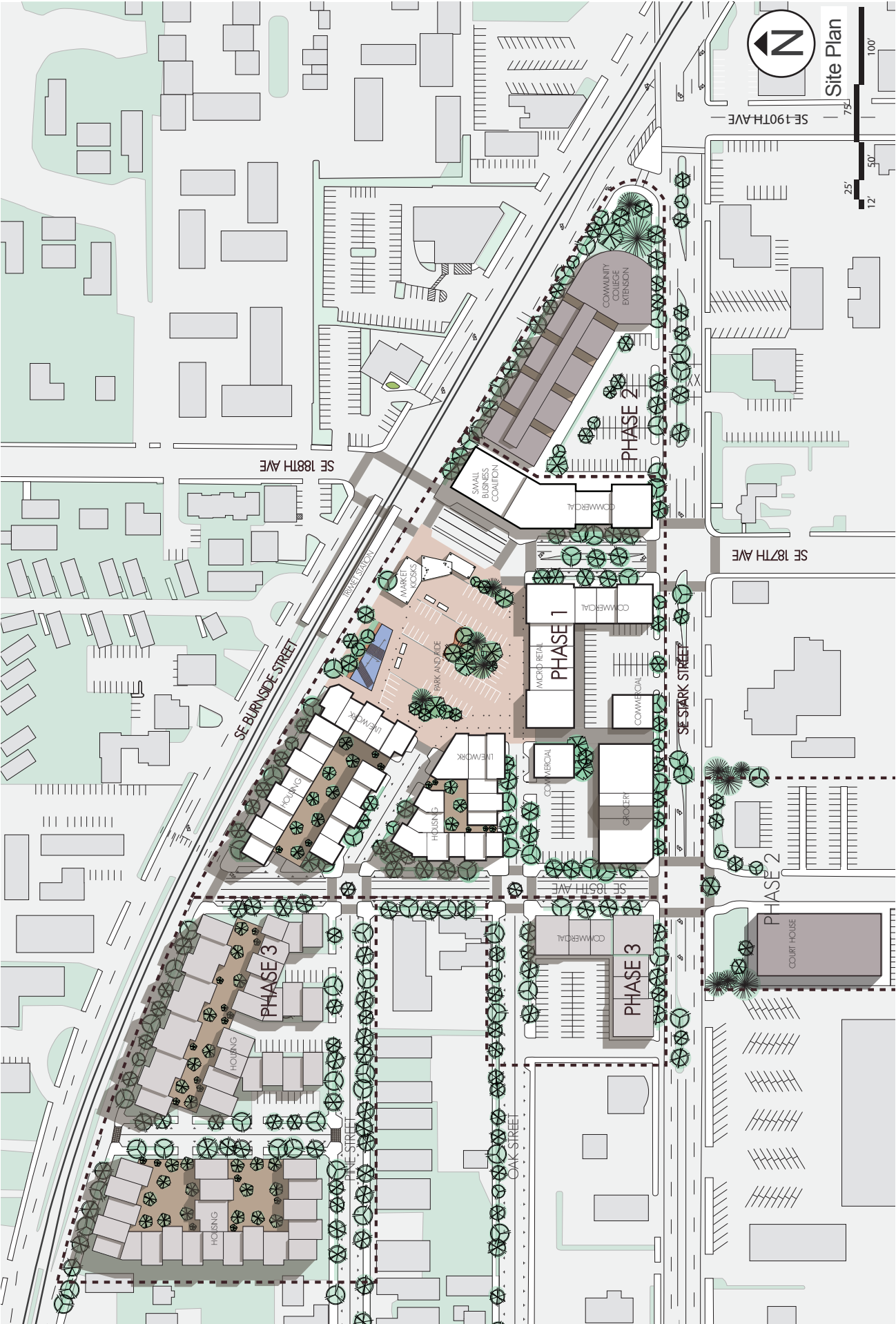
2. **A Social Magnet:** The formal identity of the square is modeled after successful European squares for an environment that creates a living room for the city and a destination for neighboring communities. The surrounding buildings are designed to create visual enclosure with architectural detail that is at the human scale, and arcades and outdoor cafes provide shelter and seating for an active edge condition. Along the north edge of the site, a kiosk and fountain provide a visual and acoustic buffer from the street but also act as focal points, creating an attraction to draw people into the site. A curbless environment and paving puts the priority on the pedestrian; planting and bollards are used to reduce traffic speed and impact. The weekday parking and vehicular circulation is delineated by subtle patterns in the pavers that provide visual cues for drivers, but also keep them at attention, as it is clearly not a permanent parking lot. Swales are also used to delineate space and provide larger tree canopy for shelter. Both the swales and extensive permeable paving are designed to manage storm water on the site, allowing water to infiltrate and recharge the groundwater rather than being channelized into the sewer system.



- 3. A Mix of Uses:** The Park Place Market proposal is a phased approach that begins with the 'catalyst site' owned by the City of Gresham and sets the stage for future quality development. The first phase would include the planned relocation of 187th/ 188th Street and the development of the 6.4 acre lot with commercial on SE Stark Street, micro-retail and live/work on the square, and housing above and on the northwest corner of the site. The buildings on other side of 188th street, immediately across the from the square, would provide space for civic functions. In Phase II, the County and City would be encouraged to move ahead with plans to build a courthouse on SE Stark Street and a community college extension. Phase III would focus on developing additional housing on the old park & ride site and infill of other available lots with private commercial and housing developments at a level of density that would support the vitality of the square. The mix of uses also presents additional opportunities for the reduction of parking. Shared parking strategies could be devised to use the civic and institutional parking on the weekend when it is not needed.

Program:

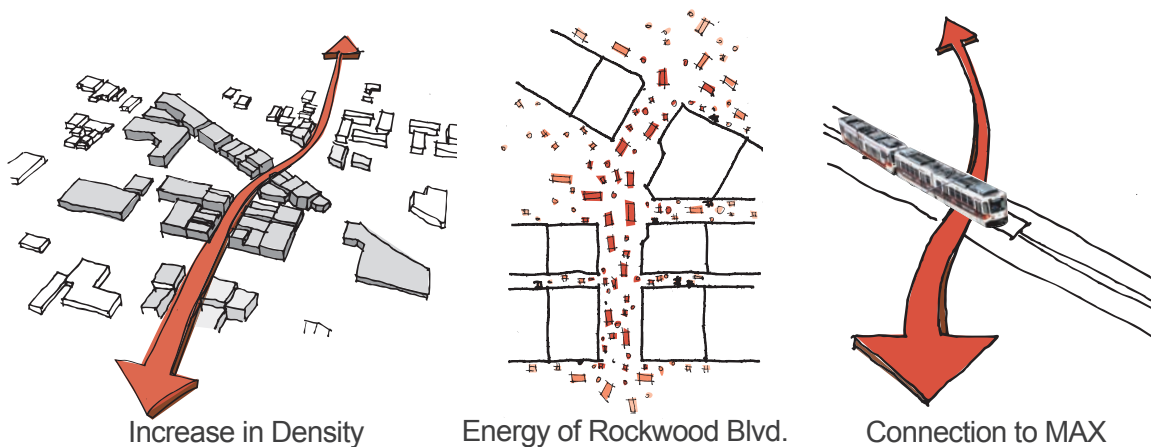
	Phase I	Phase II/ Phase III
Market Square	70 parking spaces 4 permanent stalls/ 4 food vendors 40-50 weekend vendors	
Micro Retail/Live Work	35,000 sf w/ 11 live/work units (30 parking spaces)	
Commercial	45,400 sf (60 parking spaces)	25,000 sf (30 parking spaces)
Office	40,000 sf (63 parking spaces)	33,800 sf (40 parking spaces)
Public/Institutional	11,000 sf small business coalition (20 parking spaces)	70,000 sf community college extension (50 parking spaces)
Civic		40,000 sf courthouse (90 parking spaces)
Residential	113 apt/loft units (90 parking spaces)	23 townhouse units 107 apt/loft units (130 parking spaces)



Scenario II: Rockwood Boulevard

Lizzie Falkenstein, Carson Howell, Lauren Schwartz

Rockwood Boulevard combines social and community goals to transform an isolated and distressed site into a vibrant neighborhood. At the heart of the six-acre site is a street lined with local business creating an atmosphere bursting with activity and unique flavor. The street is small in scale, with numerous opportunities for shop owners to customize their storefront, creating a sense of ownership. Serving the basic needs of the community are two large anchor stores on either side of Rockwood Boulevard. A community center offers programs for children and a local gathering place. Much needed recreation and green-space are offered by the park with a covered pavilion and seating. Chairs get pulled onto front porches, grassy open spaces become impromptu soccer fields and homes welcome neighbors and friends. Rockwood Boulevard facilitates a growing sense of pride among the residents in something as simple as a place to call their own.



Goals

1. **Cultivate local business:** Rockwood Boulevard provides the framework for small businesses to get a jump-start in the current economy. The street design and location reinforce activity around the actual stores providing an ideal environment for cultivating local business. Buildings are pushed up and pulled back along Rockwood Boulevard to provide small-scale places for street vendors, benches and plantings. The various sizes of stores allows for a unique gathering of business that generate activity and help each other grow. Rockwood Boulevard can easily be shut down from automobile traffic for numerous events such as a weekly farmers market or a fourth of July parade. The street is small enough in scale to feel busy during off hours but large enough for events to take place.
2. **Create a sense of community:** Rockwood Boulevard was designed to bring people together. The street and stores are welcoming and create a sense of space that is comfortable for a multitude of activities. A community center offers programs for children and a local gathering place. Locating the Rockwood transit center adjacent to the community center will allow a greater audience to have access to the provided resources. Much needed recreation and green-space is offered by the park with covered pavilion and seating. This shared amenity will foster relationships among locals and cultivate a community identity.

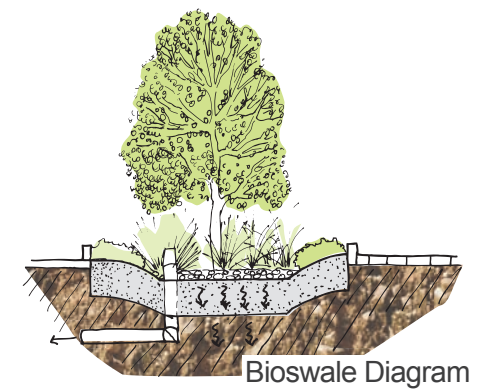
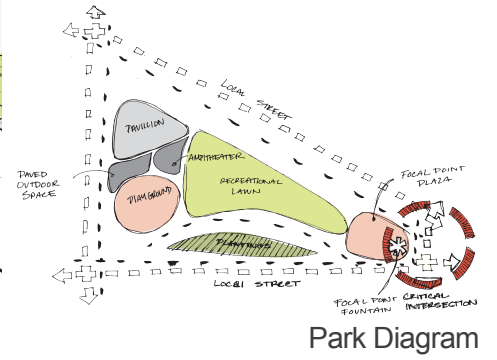
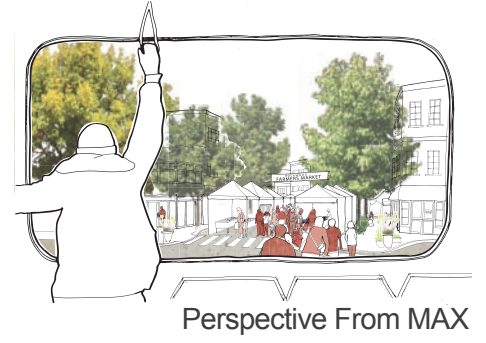
- 3. Create ownership through customization and character:** Rockwood Boulevard is a blank slate for small business owners. Allowing them to customize their small amount of space. All of these small, customized spaces combine to create the unique atmosphere of Rockwood Boulevard. The unique character of each of these spaces creates ownership and individuality, which in return provide the community with a growing sense of pride. By providing living above many of these small businesses more people contribute to the character and pride of the area.

Program:

Local Businesses	40,000 sf (50% of parking suggested on street)		
Commercial	38,000 sf (50% of parking suggested)		
Office	20,000 sf (50% of parking suggested)		
Public/Institutional	16,000 sf community center (50% of suggested parking)	+	15,000 sf park
Entertainment	25,000 sf music/theater venue (42 parking spaces)		
Residential	110,000 sf medium density housing (tuck under parking)	+	23 townhouse units 107 apt/loft units (130 parking spaces)







Scenario III: Rockwood Center

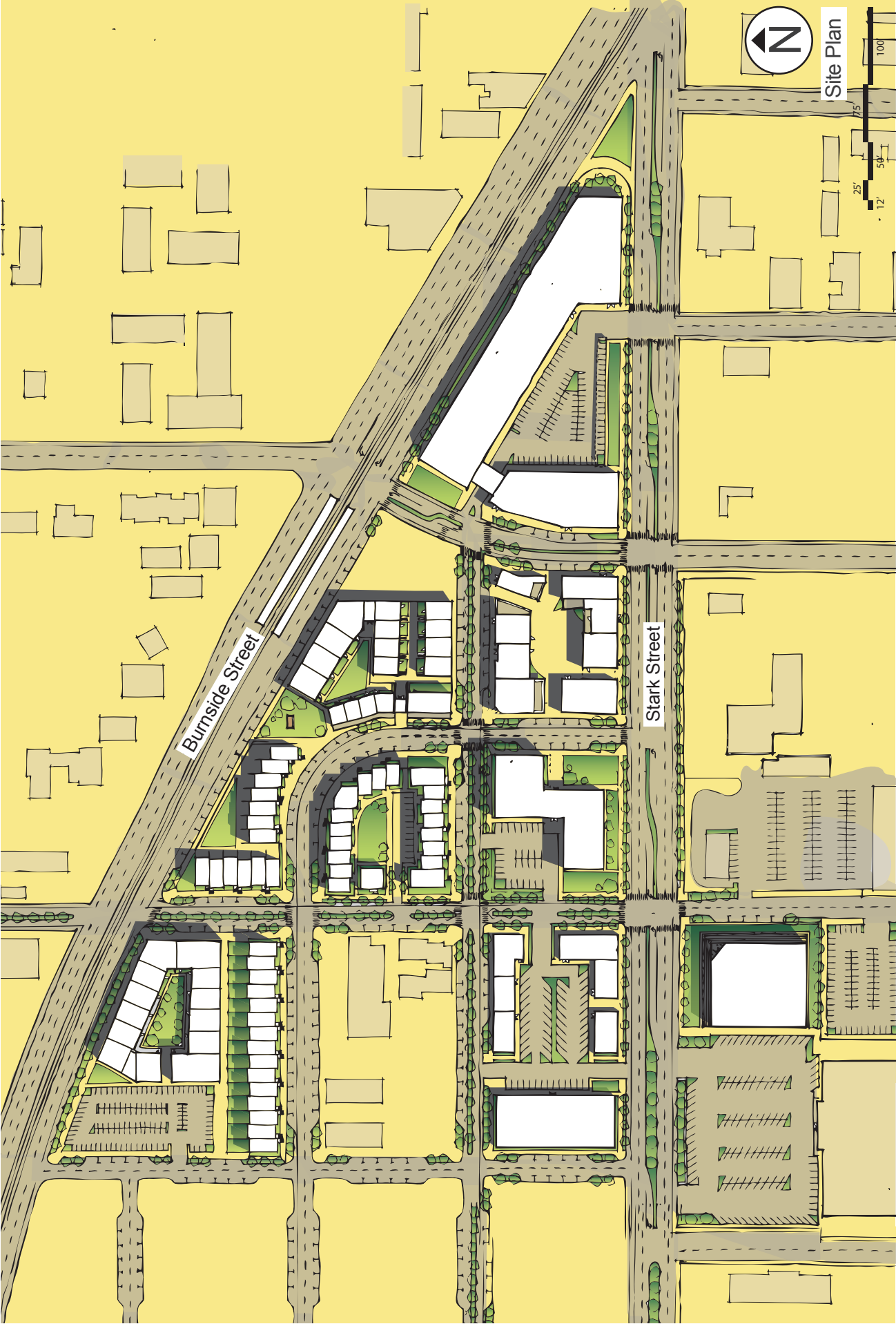
Kai Buku, Wendy Oh, Mike Ortlani

Rockwood Center is a hub of activity and density that focuses on community, sustainability and safety. It is a walkable site with lush green streets and retail and recreational amenities in close proximity. Linking destinations within the site helps direct people between Burnside and Stark, as well as creating activity between retail, residential, and civic centers. The Plaza serves as the entry and gateway into the site. It welcomes community members getting off of the MAX, as well as residents from the north of the site. The Plaza also serves as a link to the community center, the retail courtyard along Stark Street, and the library.

Goals:

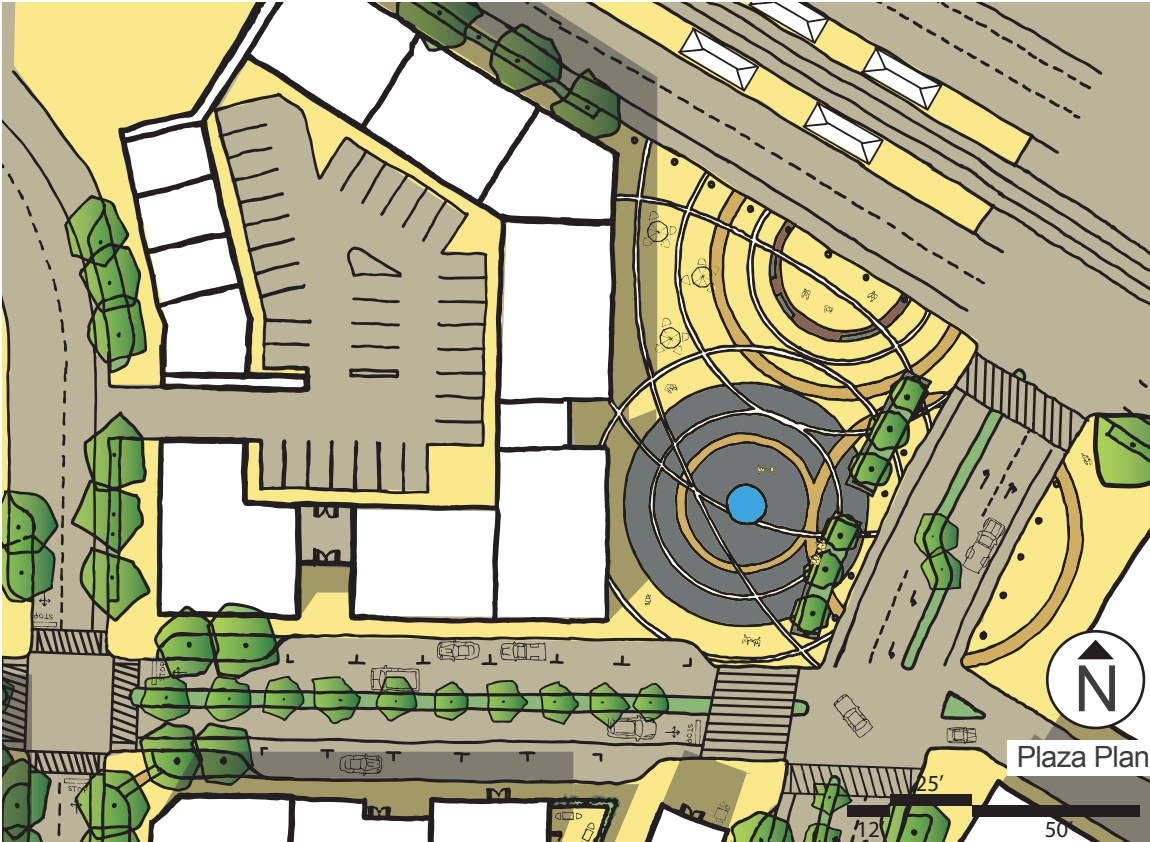
1. **Creating Community:** The Community Center provides a place for the large number of youth in Gresham with activities and recreation – basketball courts, indoor field, arts and crafts workshops, a tutoring center, and a daycare. It also provides workshop and conference rooms for community members to hold events and meetings. In terms of tax revenue and the survival of the community center (as well as other civic centers, such as the library), density is brought to the site with residential and retail units.
2. **Addressing Sustainability:** Residential, civic and retail centers were put in close proximity to one another to increase pedestrian activity. This mixed-use density creates synergy between the different spaces helping them to grow in time. Environmental control systems such as pervious paving (community center and plaza), and solar PV panels (attached to the covered parking stalls in the community center parking lot) would be implemented. Bioswales are also a prominent feature of the civic centers bringing awareness and exposure of environmental systems to the public.
3. **Creating Neighborhood Safety:** Street improvements throughout the site include the incorporation of single lane traffic with green buffers and on-street parking. These improvements help to slow down car traffic considerably, making a much more pedestrian friendly place. Opportunities for individual ownership through residential and retail units create eyes on the streets at all hours, making it difficult for crime to occur. The civic centers as well as the active plaza and courtyard create community investment that will help keep the Rockwood Center a safe and well cared for place.





Site Plan

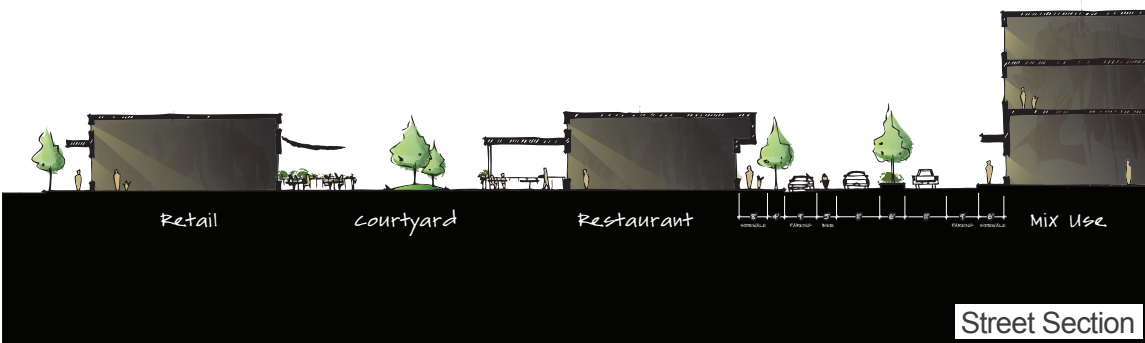




The plaza seen in the plan above was inspired by the plaza design in downtown Gresham, helping to begin a connection between the public spaces of Gresham. Its proximity to the MAX station makes it a well used space while acting as a gateway to the six-acre site.

Program:

Public Space	70,839 sf community center		
Commercial	28,019 sf retail	+	109,698 sf food service
Civic	28,065 sf library	+	40,000 sf courthouse
Residential	109,698 sf		



Scenario IV: The Urban Farm

Serina Adams, Risa Beck, Alex Wilson

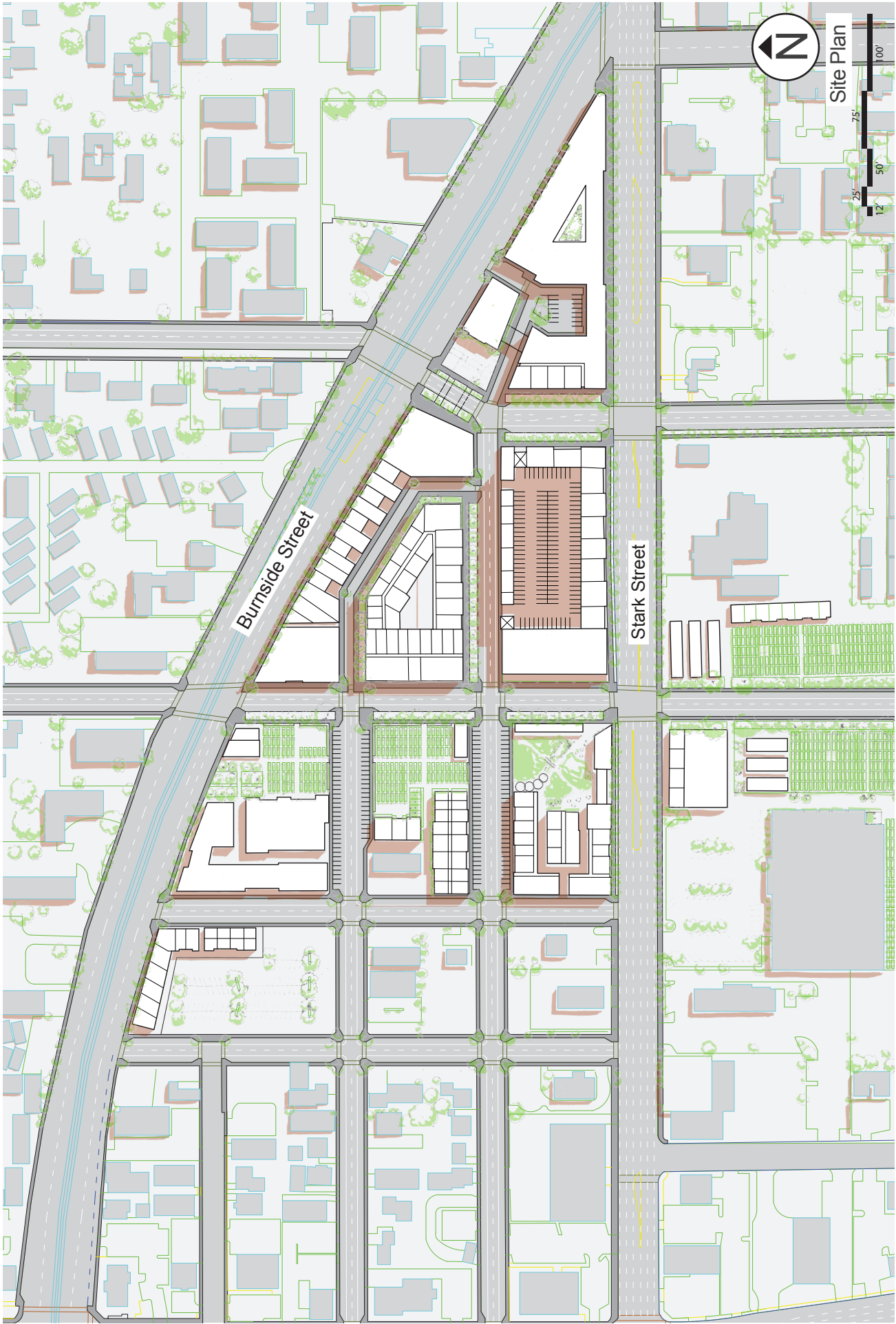
The Urban Farm seeks to repair fundamental connections, which have been broken in Rockwood to recreate a sustainable community. These fundamental connections include people, environment, livelihood and community. The Urban Farm is a community run organization, which would promote social equity and allow people to feed themselves. It is not only a place for food production, but also a place for education and people to come together as a self-sustaining community creating character that is unique to the area. By running community farm plots north to south along the west side of 185th the area begins to connect with the park to the south of the site without taking up land on the six-acre site. The 3.4 acres of farm can potentially produce 27,000 to 50,000 pounds of food a year dependent upon their production levels. Residential units border the Urban Farm, allowing for families to learn about the process of food production and begin living a more sustainable lifestyle. The Urban Farm would also contribute to the commercial functions of the Rockwood area. Produce from the farm would be moved to the commercial area to be sold to the community.

Goals:

1. **Educate the community:** Join and educate the community through the development of urban farming in the Rockwood area. Involving the community in the process of food production and making it a visible part of Rockwood will help to create ownership and link community members to sustainability and the environment.
2. **Create connections:** Providing the community with a variety of resources within the six-acre site that will strengthen pedestrian activity and generate growth in the Rockwood Neighborhood. New live/work units along with retail and office space will contribute to the creation of jobs. A central plaza, recreation center and community college will provide places for public use and define the designated Rockwood Center.



Urban Farm Perspective





Program:

Urban Farm	3.36 acres
Parking Garage	31,560 sf
Commercial	79,300 sf
Civic	528,200 sf
Residential	482 units



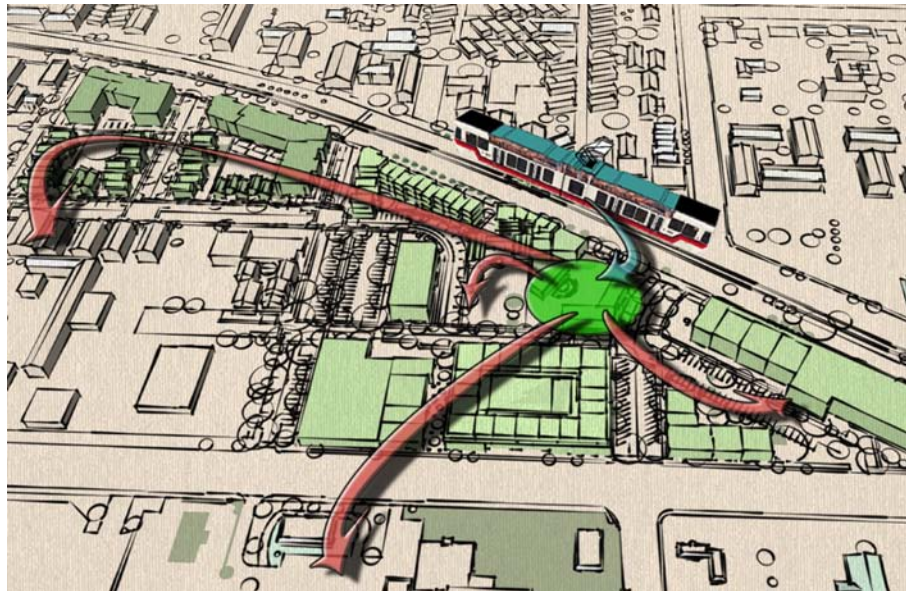


The above plan demonstrates the integration of farming in Rockwood. Small plots of land are surrounded by the built environment and are an amenity for the residents of Rockwood, whether it be through the food production or just as something to look at while enjoying a cup

Scenario V: Rockwood Plaza

Irene Callju, Caleb Lesselles, Tim McAdams

Rockwood Plaza is a focal point that draws people on to the site and influenced the layout of the overall site. It's placement helps to draw in a maximum amount of users from the light rail to the mix of retail and vendors that surround it. The Plaza contains much needed community space including a park and stage while connecting to the rest of the site through the use of extensive pedestrian pathways. Rockwood Plaza and its surroundings will contribute to the growth of identity, economy, and sustainability in the Rockwood area.



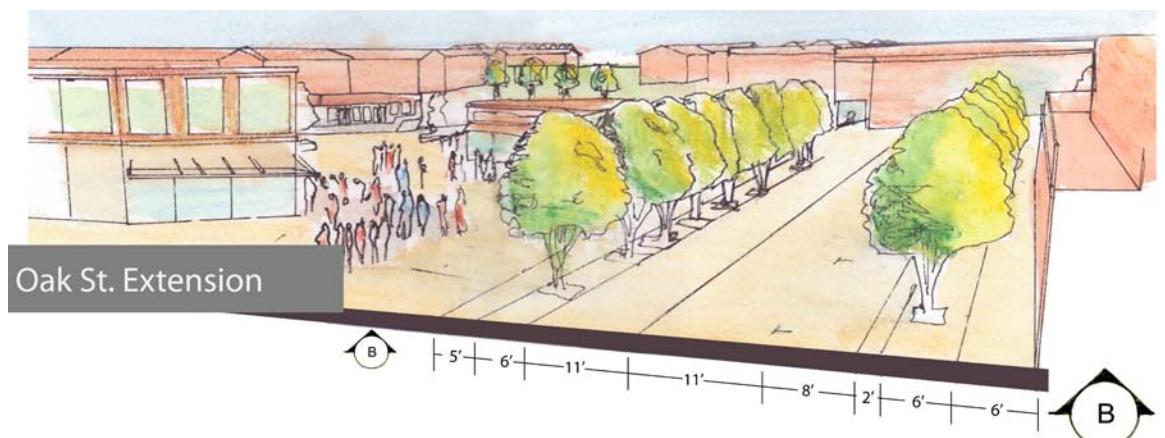
Goals:

1. **Enhance sustainability:** Recreating a green street system will improve walkability within neighborhoods and on to the site. Minimizing the site's impact on the city's water and power systems through the use of on-site collection and generation will create new standards and examples of sustainability in Gresham. An increase in density on the six-acre site will also help to create an urban center for Rockwood.
2. **Enhance the community:** Generating jobs through new retail and office opportunities on site will contribute to the overall well being and strength of the Rockwood community. The Rockwood Plaza along with the community center will provide more usable public space and more activities for youth in the area. Home ownership will also strengthen the community. A variety of new residential units are within walking distance of retail and civic amenities bringing in pedestrian activity and increasing home ownership in the area.
3. **Enhance the local economy:** A variety of retail scales will provide different levels of investment for a multitude of different users from different economic classes. These retail spaces will bring in visitors from outside of the community to generate revenue for Rockwood, creating the opportunity for the local micro economy to flourish.



Program:

Community Space	40,000 sf rec center (45% of suggested on-site parking)	+	20,000 sf park
Plaza	15,700 sf		
Commercial	64,400 sf retail/restaurant (45% of suggested on-site parking)	+	19,000 sf grocery store (45% of suggested on-site parking)
Office	29,500 sf (45% of suggested on-site parking)		
Residential	242 various units (45% of suggested on-site parking)		



Scenario VI: Rockwood Civic Center

Aisha Baiguzhina, Ray Tam, Duy Vo

The Civic Center project proposes bringing together mass transit, neighborhood-scale retail, and commercial and residential development to revitalize the heart of Rockwood. The commerce, retail and real estate activity seeks to increase neighborhood density, activity and tax revenue, which could aid in the funding of essential community building amenities such as a library, community center and banks experienced in servicing lower income communities. The live-work alley also provides opportunities for small neighborhood scale business to develop and grow. The variety and concentration of transit, commercial and civic amenities provides the community with a means and opportunity to transform the triangle into a culturally rich and vibrant neighborhood.

Goals:

- 1. Connecting to public transportation:** Utilize the adjacency to the redeveloped MAX station as an opportunity to revitalize the Rockwood Town Center. By positioning high density activities near the MAX station, users are encouraged to use public transportation.
- 2. Creating diverse amenities:** Transform Rockwood into a center of activity and connectivity through bike and pedestrian-friendly streets and the intermixing of civic, retail and commercial activity. The diverse program provides a variety of amenities and services on the six-acre site, bringing in a multitude of users.
- 3. Creating flexible public space:** Design flexible plaza space that encourages spontaneous interactions and social activity. By locating the plaza across from the MAX station, Civic Center provides a plaza with a high volume of traffic and an open space where numerous public events can occur.





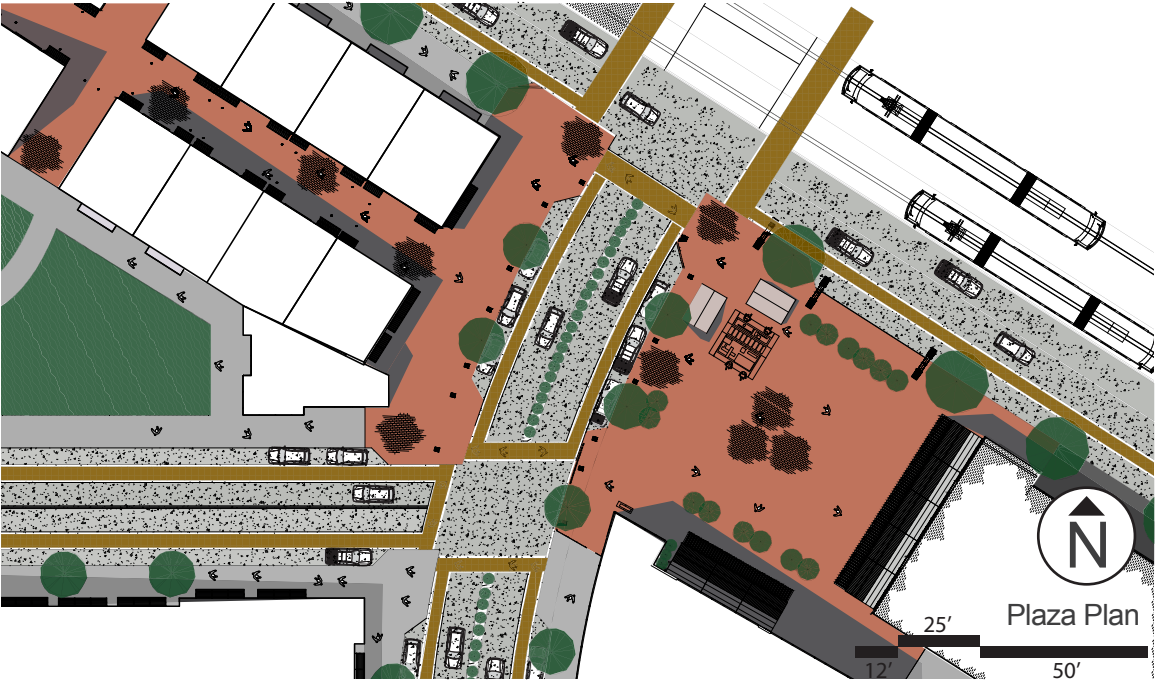
Site Plan





Program:

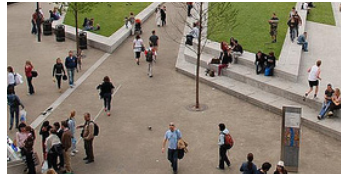
Community Space	51,000 sf rec center	+	10,700 sf library
Outdoor Space	6,000 sf plaza	+	7,000 sf park
Commercial	84,700 sf		
Office	44,000 sf		
Residential	114,400 sf of various units		



VIII. Design Recommendations

Design principles for the sustainable redevelopment of the Rockwood Triangle:

Public Space



- Provide a plaza or other open space in close proximity to the Max station that is flexible enough for both casual activities and organized events.
- Locate parks or green-space near the city center to provide opportunities for recreation and pleasure.
- Consider both seasonal variation and day and evening activities with covered areas and lighting to promote year-round use and safety.

Sustainable Development



- Connect water systems and landscape to adjacent areas and regional systems to enhance ecological function and connectivity for habitat.
- Use plantings and pervious surfaces to reduce stormwater runoff. Consider water as both commodity and amenity through collection for reuse or fountains for enjoyment.
- Reduce carbon emissions and ecological footprint by encouraging public transportation options and development that will provide services and goods within walking distance.
- Conserve energy through building configuration and massing that takes advantage of solar access. Encourage energy-efficient construction and on-site energy generation.
- Encourage local and sustainable food systems with community gardens or a farmer's market.

Connectivity & Walkability



- Improve the street network to increase neighborhood connectivity and traffic flow.
- Enhance pedestrian and bicycle network with smaller block sizes and designated paths.
- Identify key intersections and provide safe crossing onto the site.
- Enhance walking experience with green streets, appropriate sidewalk design, buildings that engage the street, plantings and street furniture.

Mixed Use



- Implement phased development and encourage a mix of uses and increased density to strengthen the tax base.
- Provide opportunities for local businesses and entrepreneurs at a variety of scales to promote a self-reliant community and unique atmosphere.
- Include civic and public uses to strengthen the identity of the city center and provide amenities for the community members.

(Image: David Baker + Partners Architects)

Sense of Place



- Celebrate the cultural diversity of the area with inclusive design and opportunities for special events and celebrations
- Build on the unique characteristics of the area by allowing users to customize and shape the urban environment with public art, vending, storefront displays and street furniture.
- Implement high-quality design and architecture that creates an identity for the city center and establishes development precedents for the surrounding area.

Parking

- Reduce required surface parking with Transit Oriented Development and incentives for subsurface parking.
- Consider shared uses of available parking and solutions to address peak parking demand.

The Rockwood neighborhood is full of people who care and are committed to improving the quality of life in their area. The city-owned parcel in the heart of the triangle and the proximity to rapid transit in a time when priorities are shifting in favor of regional transportation networks, put Rockwood in an advantageous position in regard to future development. The dedication of the community combined with these advantages ensure that Rockwood has a promising future in store as a desirable place to live and a thriving destination. In the meantime, the City of Gresham has been extremely proactive in honing a vision and development guidelines so that when the time is right they will be ready to seize the opportunity for the revitalization of the area.

When that time comes, the students involved in this endeavor hope that the scenarios and design recommendations they have created will help guide the city in their efforts to answer the question- *What makes Rockwood a 'better' place?* Rockwood has the potential to improve its economic and built environment while still retaining the people and local businesses that give it its unique character. And as more established cities struggle to adopt sustainable design measures, Rockwood has the opportunity to establish itself as a leader in the design of walkable, more livable communities that can sustain themselves for future generations.

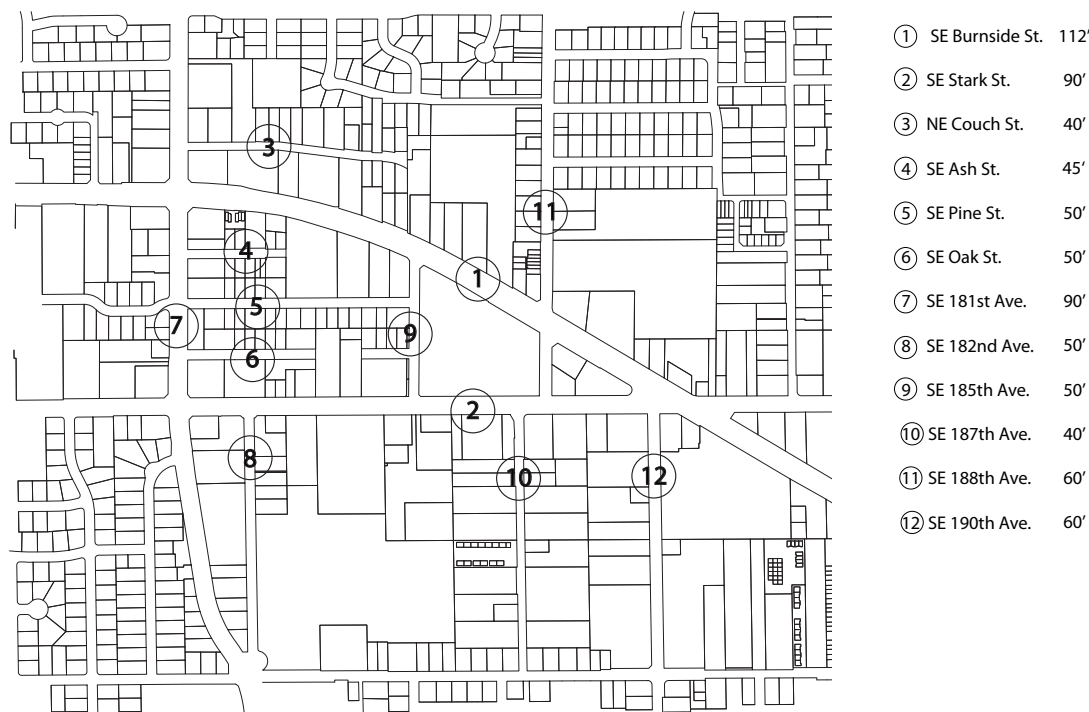
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3. ZIBA Design. (May 2009). TriMet Rockwood Station: Vision Document with Story, Principles and Programmatic Concepts.
4. Johnson, Andrew; Ocken, Rebecca. (June 2005). Rockwood Town Center Design & Redevelopment Plan.
5. City of Gresham Community & Economic Development Department. (January 2, 2003). Rockwood-West Gresham Renewal Plan.

Tax Lots and Division of Ownership

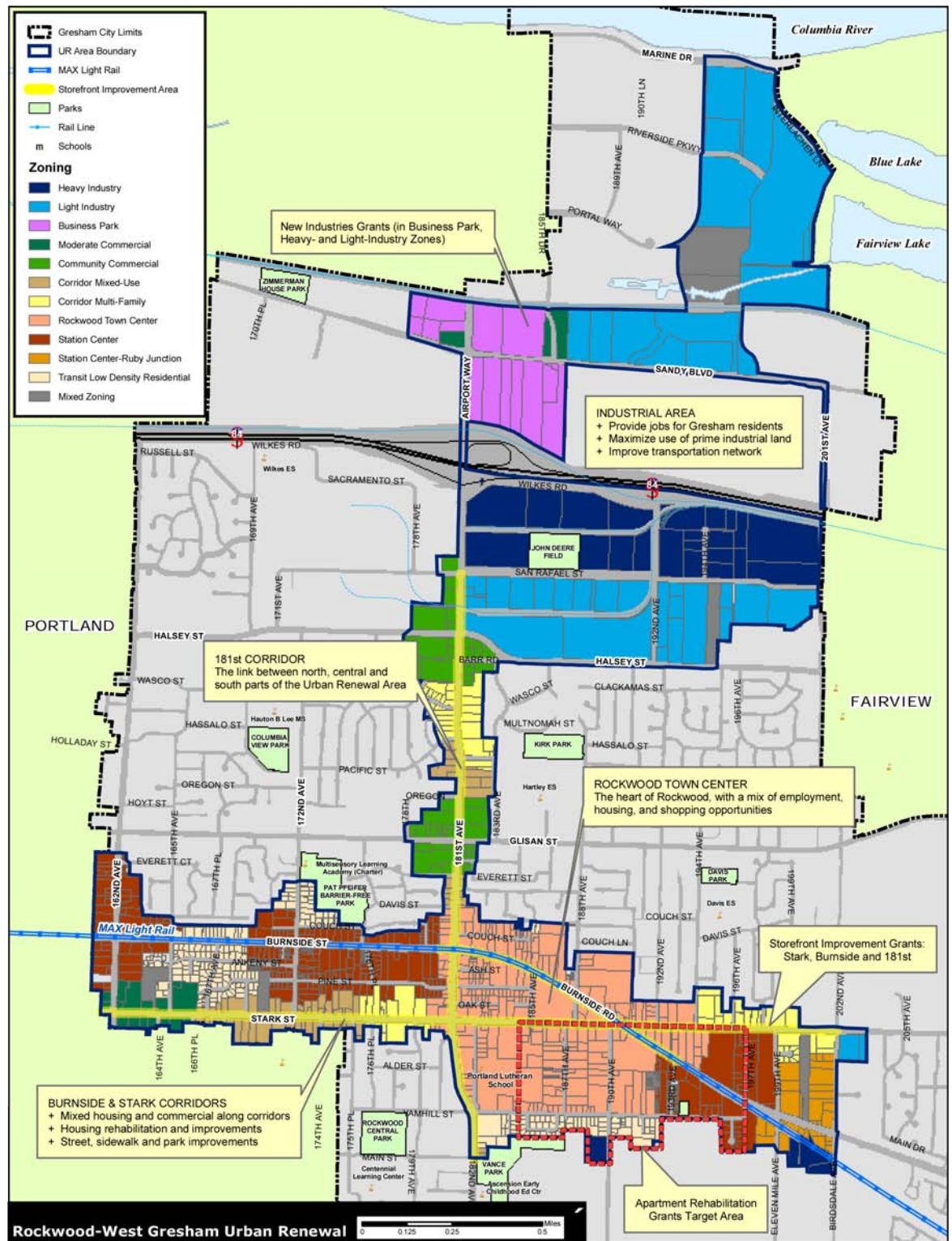


Street Right-of-Way Widths

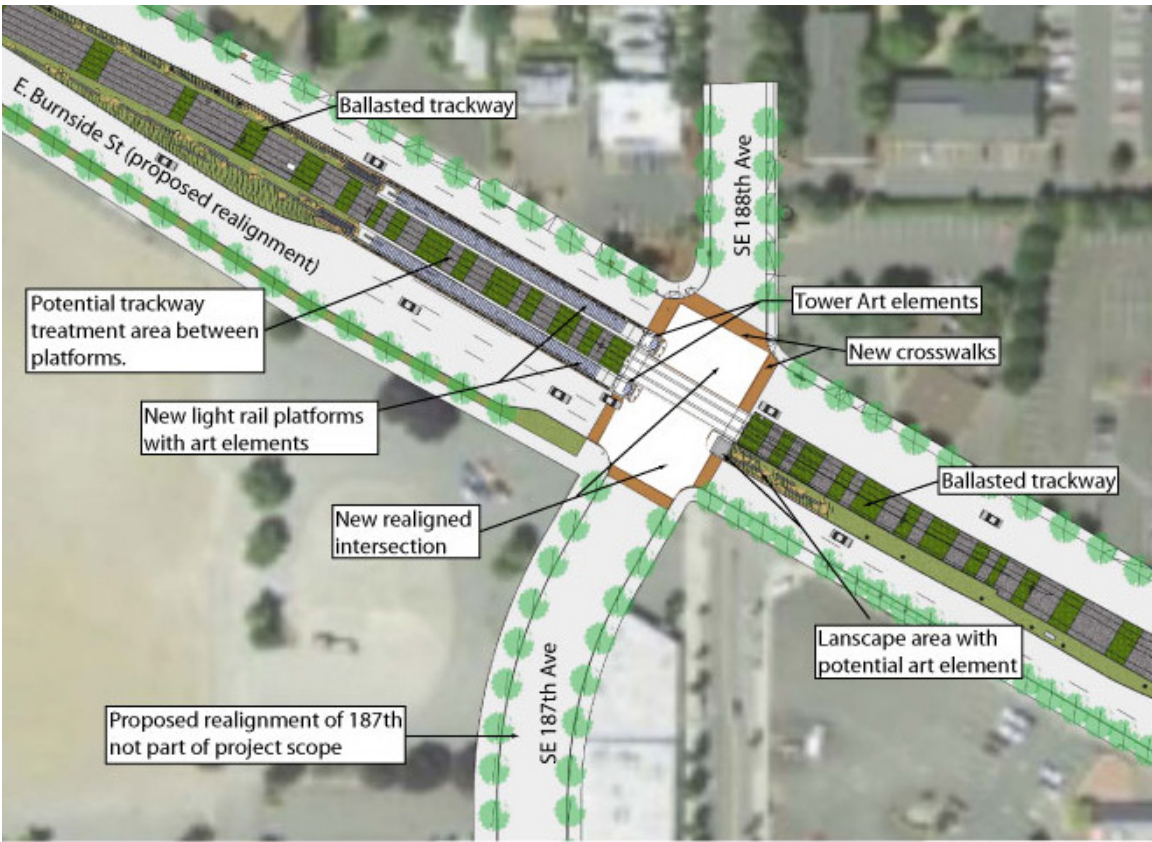


Appendix B

Rockwood-West Gresham Urban Renewal Area Map



TriMet Proposed Site Plan



Source: Trimet (July 16, 2009)

