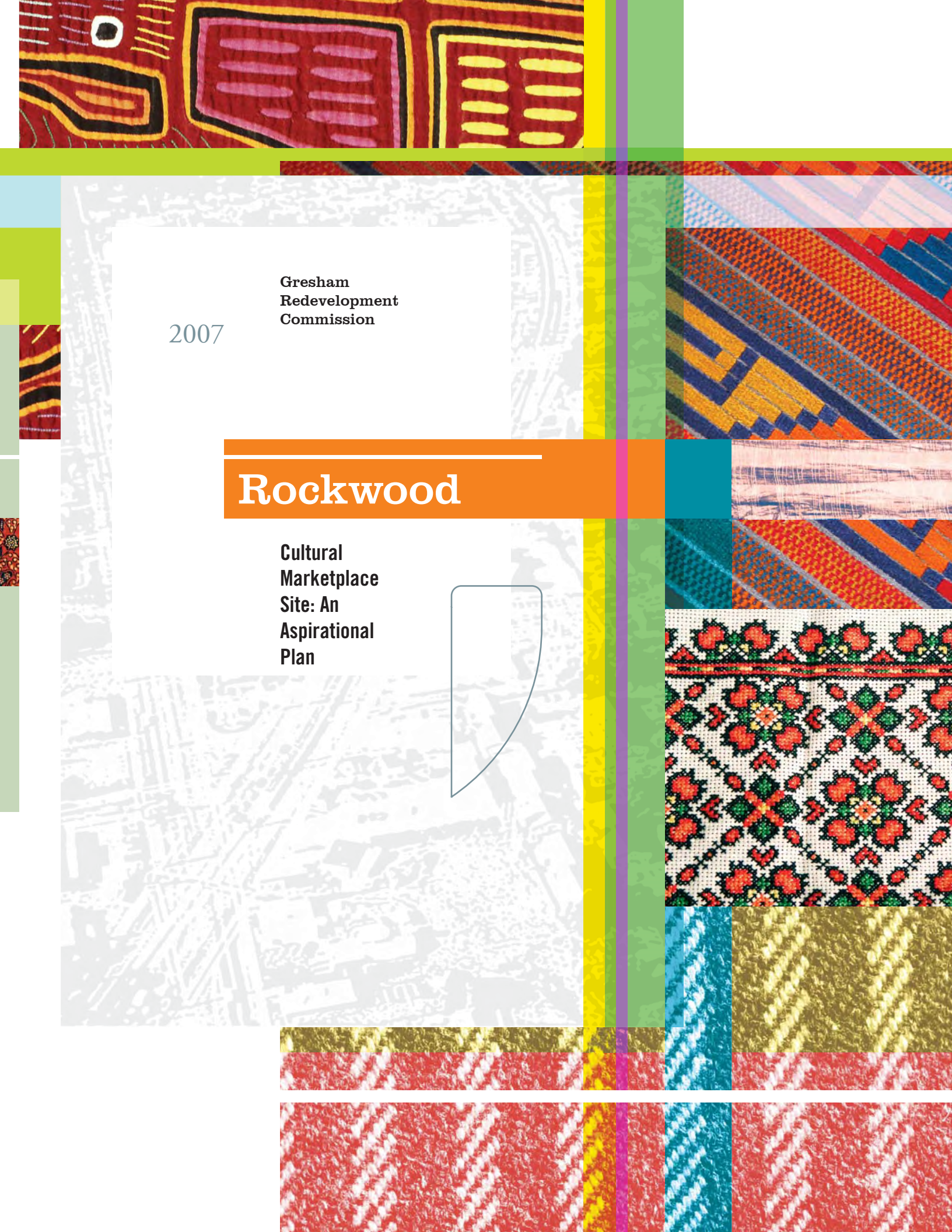


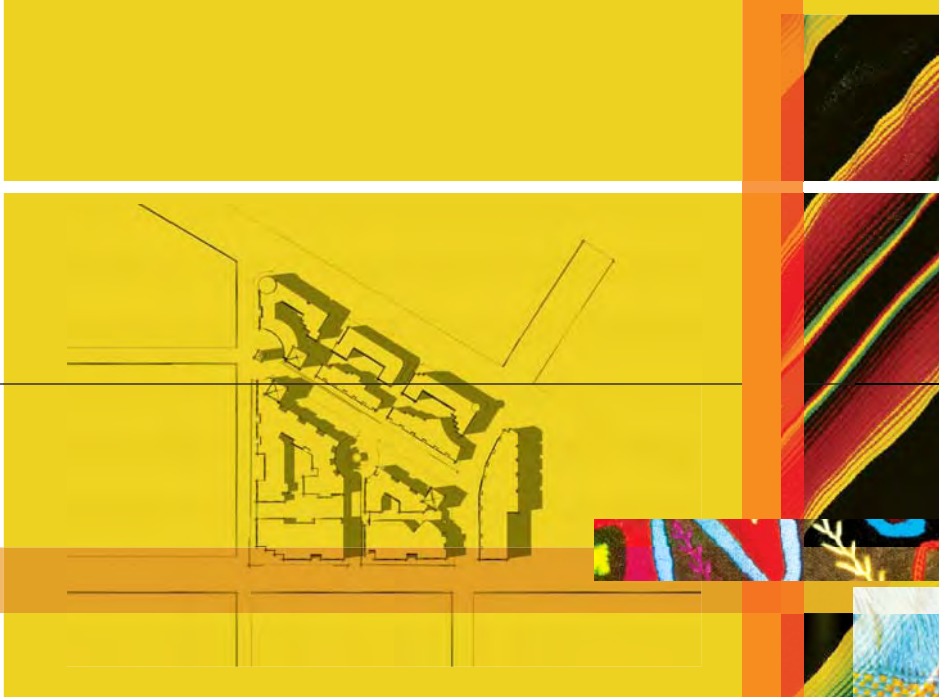
2007

Gresham  
Redevelopment  
Commission

# Rockwood

Cultural  
Marketplace  
Site: An  
Aspirational  
Plan



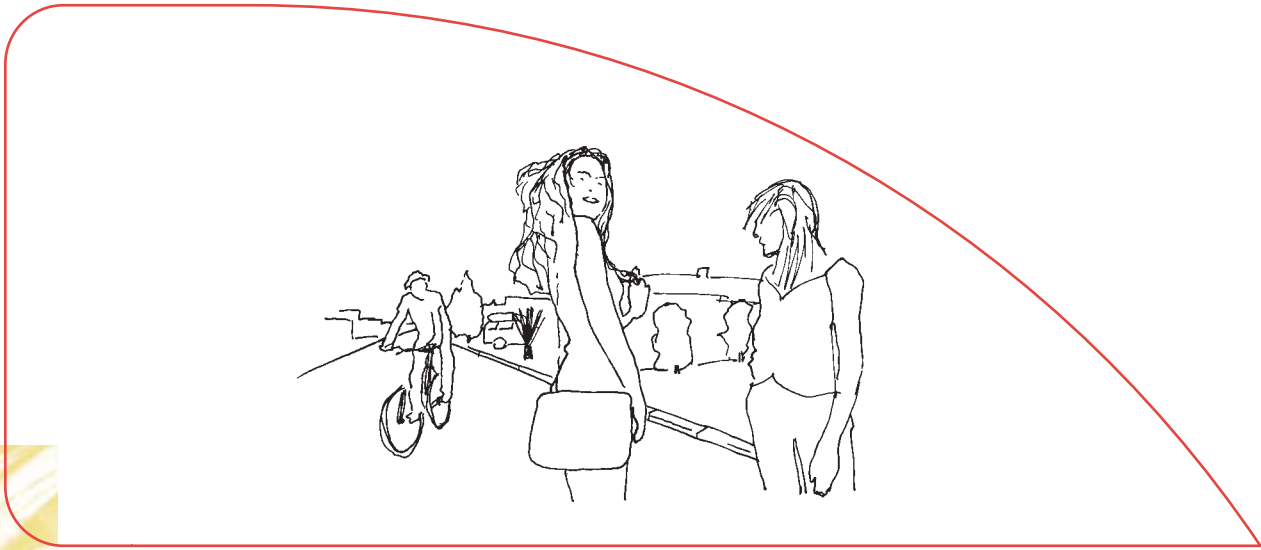
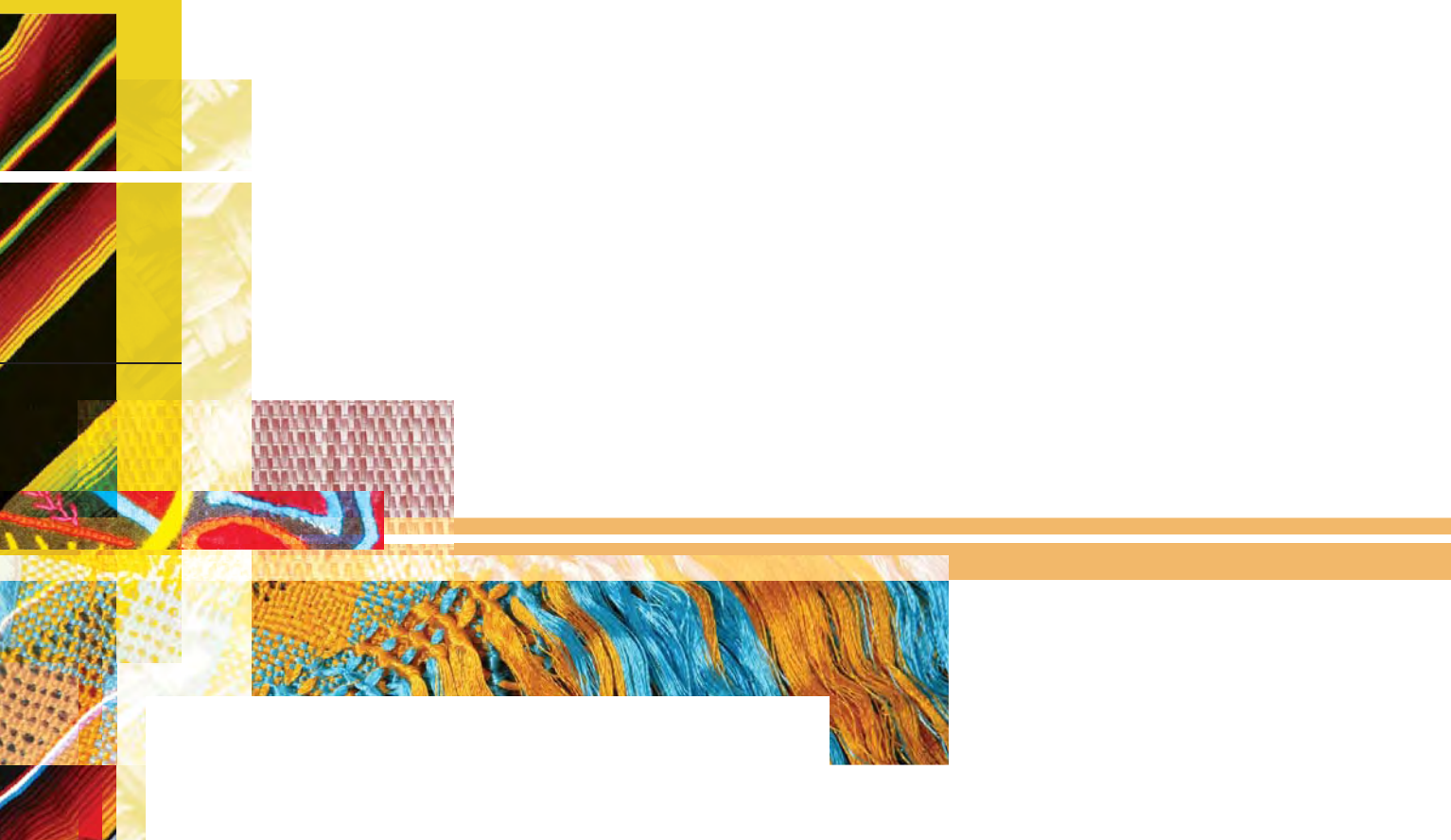


The revitalization of the Rockwood neighborhood is extremely important to the City of Gresham. The Cultural Marketplace project will not only change lives, it will set the standard for future development in the area. As members of the Gresham Redevelopment Commission, we're committed to finding the right development partners to join us in this keystone project.

We believe that Rockwood has the means, the support, and the tools to achieve its development aspirations. The information in this document will help illustrate the development opportunity, the quality of development we are seeking, and the design principles that have been formed for the Rockwood community. We look forward to telling you more.

## Welcome to Rockwood.

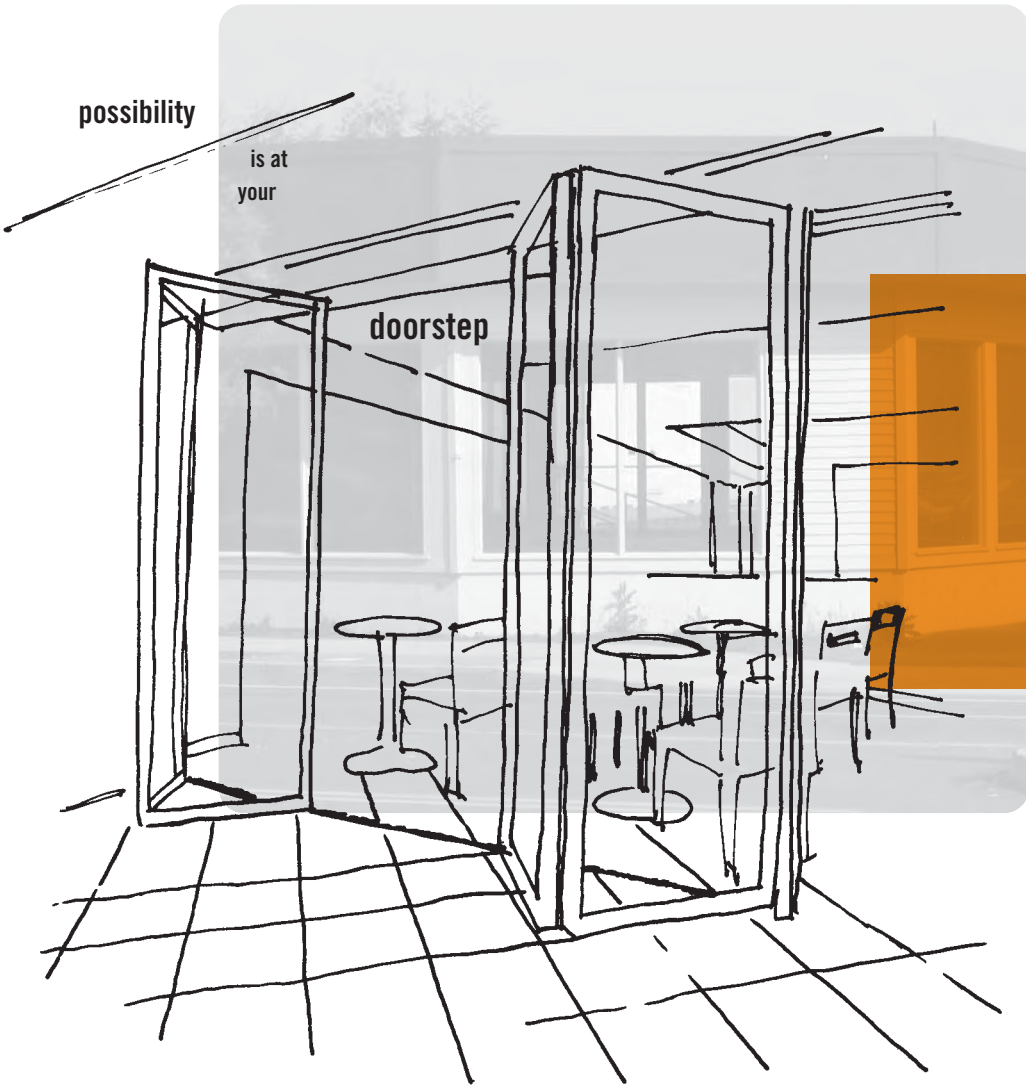
Shane T. Bemis, Chair  
Mike Bennett  
Shirley Craddick  
Carol Nielsen-Hood  
Richard Strathern  
Paul Warr-King  
David Widmark



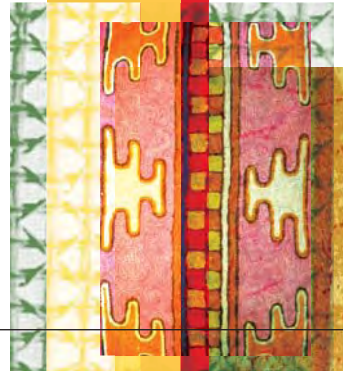
possibility


is at  
your

doorstep



## The Rockwood Vision





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Rockwood is a neighborhood with a strong foundation to build upon. As the front door to the city of Gresham, it is strategically positioned to become a focal point for community activity. It's located next to mass transit routes providing quick and easy access to and from downtown Portland. In addition, Rockwood has a cultural diversity and an urban authenticity that sets it apart from other potential development sites in the region.

The people are the backbone of the neighborhood. Their distinct sense of individuality and their cultural pride permeate the urban community, adding an element that can't be found anywhere else in Gresham.

In order to bring the vision for Rockwood to life, a brand statement was developed that combines the core foundational elements of the neighborhood with its future aspirations.

The brand statement for Rockwood is summed up in the term “Cultural Marketplace.” This description creates a unique identity for Rockwood and it produces a clear picture of the vibrant, cultural mix that will help inform new development.

### **Cultural Marketplace**





















The optimism and diversity of Rockwood's people are reflected in its commercial vitality. Rockwood is abuzz with the energy of daily life. People go about their business in a thousand ways, the sidewalks teem with an eclectic mix of cultures and ideas, and everyone adds something essential to the mix. Rockwood is a thriving marketplace that sustains, inspires, and energizes its community.

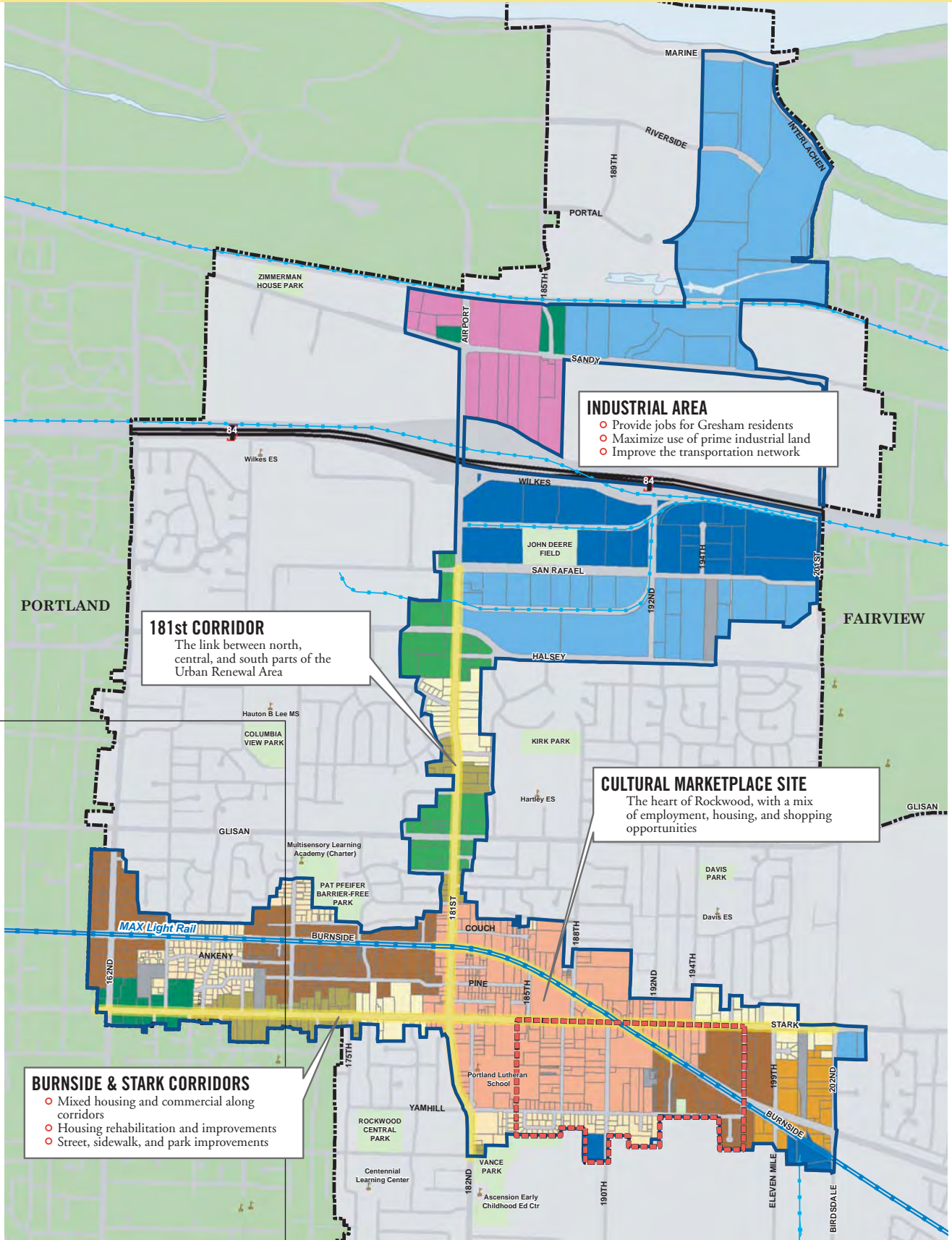
## Confirmed Commitment

The Rockwood neighborhood has gained strong support and momentum for its revitalization. In 2003, residents of Gresham voted to establish the Rockwood-West Gresham Urban Renewal Area. This vote secured the necessary commitment to make Rockwood a top priority for the City, and it confirmed that the people believe in Rockwood's potential to be a thriving, prosperous community.

The Rockwood-West Gresham Urban Renewal Area is 1,211 acres and reaches from Marine Drive in the north and Yamhill Street to the south. It incorporates prime industrial land, a large commercial area designated by Metro as the "Rockwood Town Center," and multiple transit station areas along light rail on Burnside Road.

### Legend

|   |                                 |
|---|---------------------------------|
|  | UR Area Boundary                |
| <b>Zoning</b>   |                                 |
|  | Heavy Industrial                |
|  | Light Industrial                |
|  | Business Park                   |
|  | Moderate Commercial             |
|  | Community Commercial            |
|  | Corridor Mixed Use              |
|  | Corridor Multi-Family           |
|  | Rockwood Town Center            |
|  | Station Center                  |
|  | SC- Ruby Junction               |
|  | Transit Low-Density Residential |
|  | Mixed Zoning                    |
|  | Rail Line                       |
|  | MAX Light Rail                  |
|  | Storefront Improvement Area     |
|  | Parks                           |
|  | Schools                         |
|  | Gresham City Limits             |
|  | Apartment Rehabilitation Area   |



This map is based on digital databases from the City of Gresham. There are no warranties, expressed or implied.



## The Cultural Marketplace Site

The Gresham Redevelopment Commission purchased a 6.5 acre piece of property in the heart of the Rockwood Town Center. The property, referred to as the Cultural Marketplace Site, is conveniently located, providing easy street access for visitors and residents.

It is adjacent to the 188th Avenue light rail station with the 181st Avenue station nearby. In addition, it is in close proximity to I-84 and Portland International Airport with Gresham's Civic Neighborhood and Historic Downtown a few miles away.

### Ownership

The Cultural Marketplace Site is under single ownership by the Gresham Redevelopment Commission.

### Site Address

18535 SE Stark Street, Portland, Oregon 97233  
It is located within the City of Gresham.

### Size

6.5 acres or 286,103 square feet

### Condition

The site originally had two buildings on the property. However, the larger 85,000 square foot building has been deconstructed. No interim uses will be allowed.

A second 13,000 square foot building remains on site and it has two tenants.

- Multnomah County Juvenile Assistance is on a month-to-month agreement with the City of Gresham.
- Gresham Police Rockwood Community Office is administered through the Gresham Redevelopment Commission. The office was established in September 2006 with the understanding that it would be a temporary use.





All existing uses on the site will be addressed by the Commission at the time of development. The deconstruction of the second building is seen as the responsibility of the developer, but may be a negotiable condition.

**Environmental**

Phase I and Phase II Environmental Assessments were conducted by Kleinfelder and Associates in 2005 at the time of acquisition. No hazards exist on site and no mitigation is needed for redevelopment.

**Average Daily Traffic**

Strong traffic volumes on Stark Street (22,631 ADT), 181st Avenue (27,289 ADT), and Burnside Road (14,493 ADT)

**Schools**

Centrally located between Reynolds and Centennial High Schools and very near Portland Lutheran School, a private pre-kindergarten through 12th grade school.

**Employment Centers**

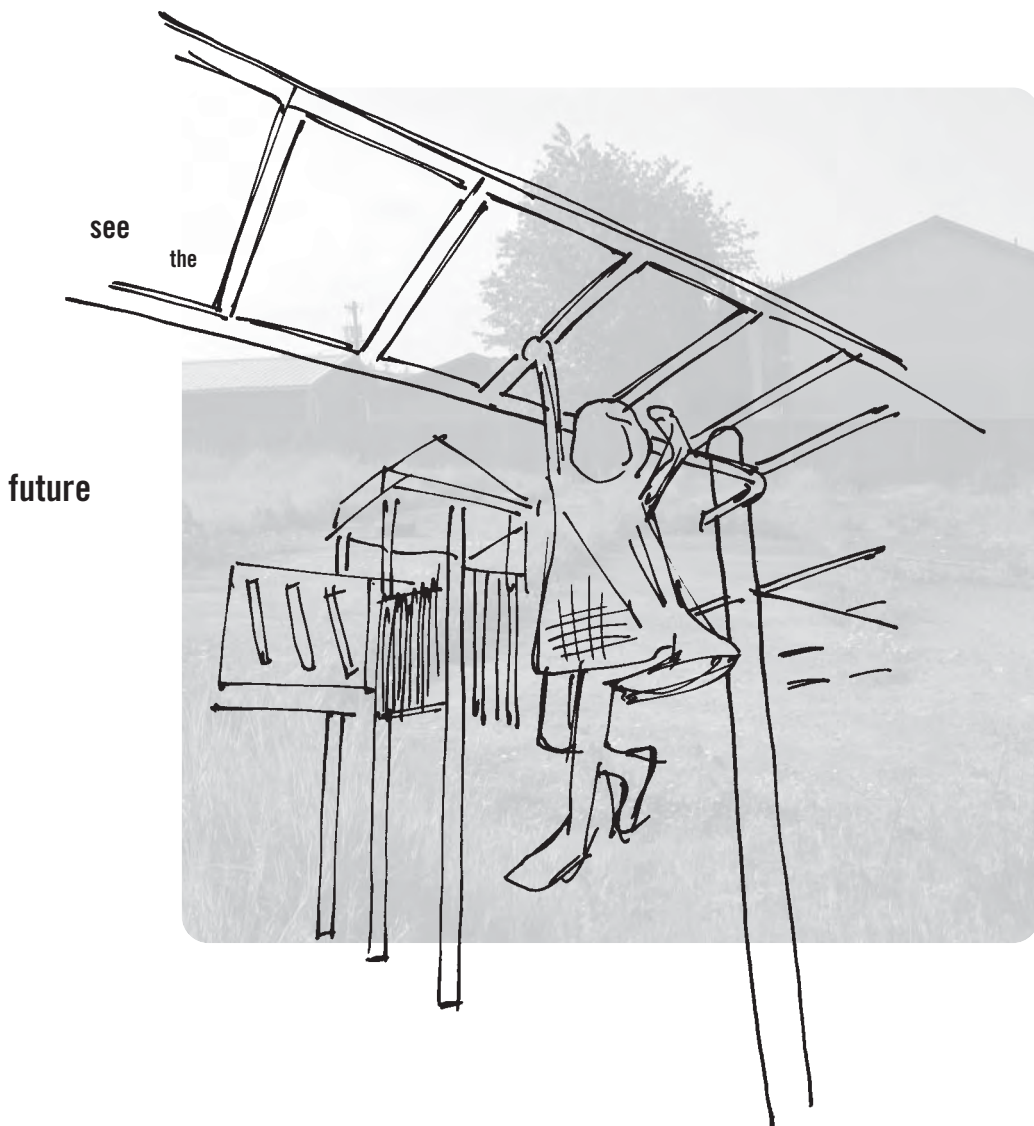
Less than two miles to major employment centers such as Microchip and ON Semiconductor, US Bank Loan Processing Center, Boeing, Boyd's Coffee, and Cascade Corporation.

**Mountain Views**

Views of Mt. Hood and Mt. St. Helens above first floor construction.

## Development Aspirations

Development of the Cultural Marketplace Site will significantly influence future growth in Rockwood. To ensure a cohesive plan and structure for the area, the Gresham Redevelopment Commission identified development principles. These are meant to be a guide, helping set the standard for future development of the area.



# Development Principles

## DESIGN



- Signature, urban design that celebrates the cultural diversity of the neighborhood
- Strong relationship to light rail
- Buildings of high quality, durable materials, strong articulation, invigorating presence, and mountain views
- Sustainable approach to construction
- Keystone development in an authentic town center

## HOUSING



- New, quality, ownership opportunities for a mix of incomes
- Aesthetics that appeal to existing and future residents

## COMMERCIAL AND OFFICE



- An exciting mix of opportunities that are well integrated with housing and other public amenities
- A variety of shops and services with day and evening activities

## RIGHT-OF-WAY



- An improved street network to strengthen the existing street grid and improve neighborhood circulation

## PUBLIC AMENITIES



- An active public plaza that supports a high level of frequent public interaction
- Direct interface to commercial uses
- Accommodates both day and evening activities

## PARKING

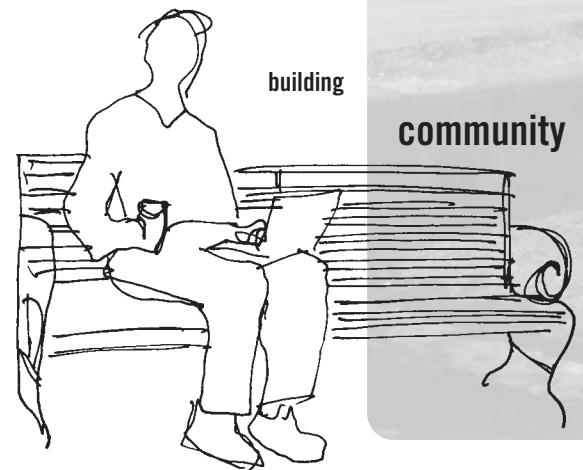


- Non-surface to maximize an urban form of development



## Code Requirements

The Cultural Marketplace Site is zoned “Rockwood Town Center.” The scale and character of new development is intended to support and reinforce the image of a town center, with buildings of at least two stories oriented to streets and pedestrians, and parking lots behind or to the sides of buildings. Primary uses permitted include: retail commercial, services, office uses, and housing.





**Specific code requirements include:**

- **Retail/Commercial** Retail service and trade, and offices are permitted. Mixed use and institutional uses such as libraries and public meeting halls are also permitted.
- **Residential** Single-family attached and multi-family housing are permitted with associated first-floor commercial use along entire length of street frontage. Single-family detached and two-unit attached are not permitted.
- **Residential Density** 18 units per acre minimum for attached single-family dwellings.  
20 units per acre for attached dwellings.  
No maximum.
- **Lot Size** 10,000 square foot minimum for residential.  
None for commercial or mixed-use.
- **Height** 2 story minimum. No maximum.
- **Setback** 5-foot minimum and 20-foot maximum front side for residential.  
No minimum and 10-foot maximum for commercial and mixed-use.
- **Off-Street Parking** Commercial: No minimum. Maximum applied based on type of use.  
Residential: 1 space per unit minimum and 2 space per unit maximum.

## Market Opportunity

Similar to the other close-in suburbs of Portland, the demographics of the Rockwood neighborhood have been rapidly changing as younger and more ethnically and racially diverse families move into the area. The tables below compare Rockwood's demographics to other East Multnomah County centers within one- and five-mile radii.



### Relative pricing of competitive product

|                    | Rockwood<br>Town Center | Downtown<br>Gresham | Gateway          |
|--------------------|-------------------------|---------------------|------------------|
| <b>Townhome</b>    | <b>\$161,332</b>        | <b>\$257,313</b>    | <b>\$151,066</b> |
| per square foot    | 128                     | 161                 | 240              |
| <b>Condominium</b> | <b>\$135,346</b>        | <b>N/A</b>          | <b>\$151,066</b> |
| per square foot    | 151                     |                     | 240              |

Ferrarini and Associates assessed the home pricing in the Rockwood area in January 2007. This table compares average sales price in Rockwood to downtown Gresham and Gateway.

**Demographic comparison within  
a one-mile radius**

|                                    | Rockwood<br>Town Center | Downtown<br>Gresham | Gateway         |
|------------------------------------|-------------------------|---------------------|-----------------|
| <b>2005 Population</b>             | <b>20,694</b>           | <b>9,379</b>        | <b>17,388</b>   |
| <b>Median Household<br/>Income</b> | <b>\$37,559</b>         | <b>\$44,969</b>     | <b>\$39,795</b> |
| <b>High School Education</b>       | <b>36%</b>              | <b>33%</b>          | <b>34%</b>      |

**Demographic comparison within  
a five-mile radius**

|                                    | Rockwood<br>Town Center | Downtown<br>Gresham | Gateway         |
|------------------------------------|-------------------------|---------------------|-----------------|
| <b>2005 Population</b>             | <b>250,736</b>          | <b>188,704</b>      | <b>369,911</b>  |
| <b>Median Household<br/>Income</b> | <b>\$47,309</b>         | <b>\$49,451</b>     | <b>\$45,549</b> |
| <b>High School Education</b>       | <b>32%</b>              | <b>32%</b>          | <b>27%</b>      |

Data per Oregon Prospector February 13, 2007



## Development Program

The Gresham Redevelopment Commission considers the Cultural Marketplace Site the keystone to Rockwood's transformation. Any new development on this site must create a catalytic environment that will attract additional high quality development, as well as serve the residents of Rockwood.

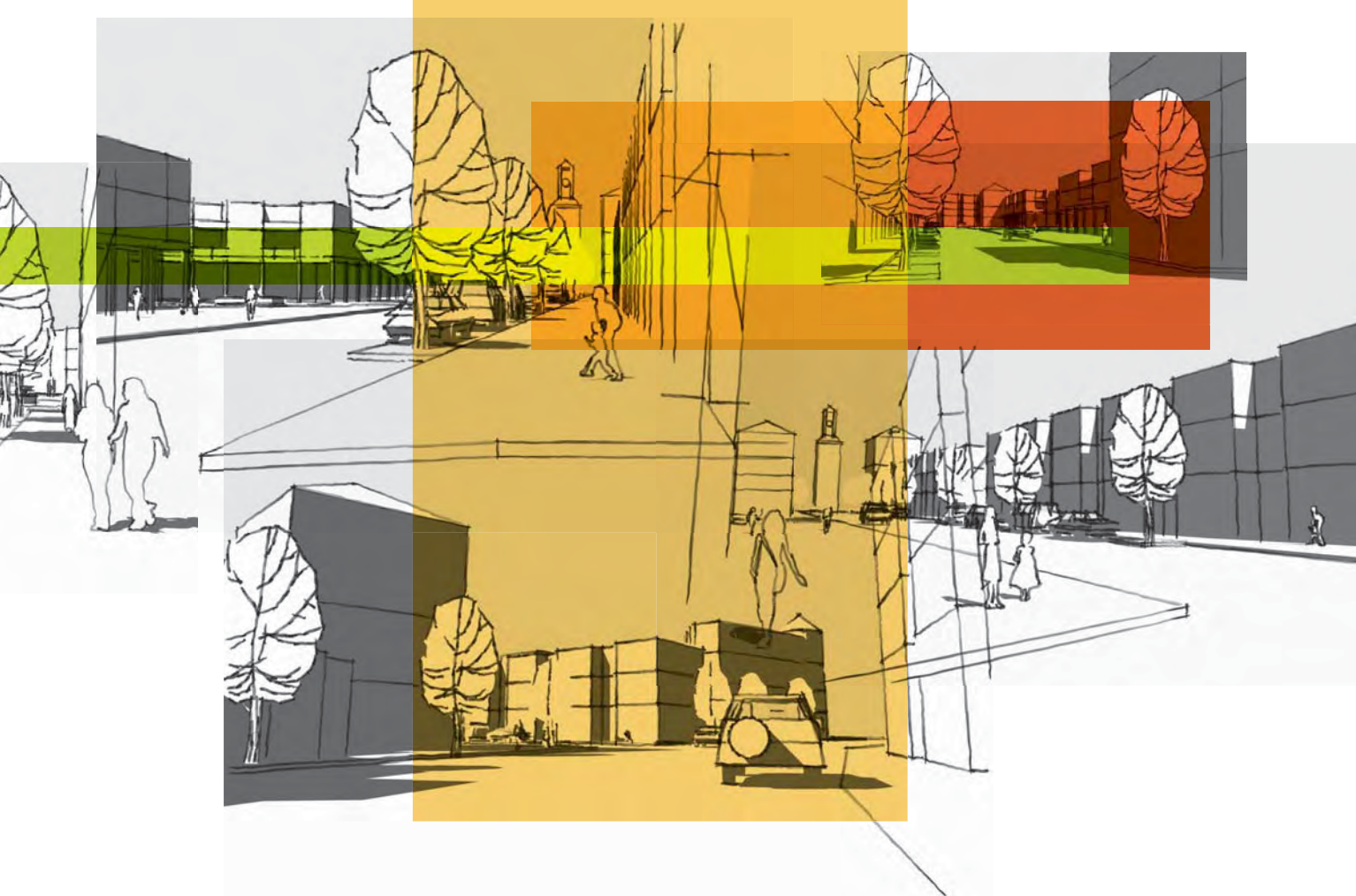
The Commission prefers to craft a specific development plan for implementation with a selected private developer. Design principles and infrastructure needs, however, have been identified and are presented below.



## Design Principles

- Create a place to live, work, and play
- Use a building scale and segmentation that is pedestrian-oriented
- Accommodate daily functions, as well as community celebrations, in a centrally located public plaza
- Provide linkages between the site and the neighborhood
- Incorporate visual landmarks and view corridors
- Create an energetic street-level while also activating the upper floors of buildings, visually and functionally
- Ensure a sense of security in each piece of development
- Use “green” principles in design and construction
- Create an environment for design and development excellence
- Create a catalytic development that is capable of stimulating high quality development of adjacent properties





## Infrastructure Needs

- Realignment of 188th to 187th between Burnside Road and Stark Street
- A street connection with Pine Street into the Cultural Marketplace Site
- A street or path connection between Pine Street and Stark Street at approximately 186th Avenue
- A public plaza integral to the overall development
- Non-surface parking

# Site Plan



# Minimum Expectations

The Gresham Redevelopment Commission is flexible as to the exact location of specific elements, and is willing to work with a developer on a detailed program. However, the Commission does expect to see a scale of development that achieves a minimum of 200 housing units and 150,000 to 200,000 square feet of retail/office space with sufficient underground or structured parking.



**SITE PLAN**

1" = 50'

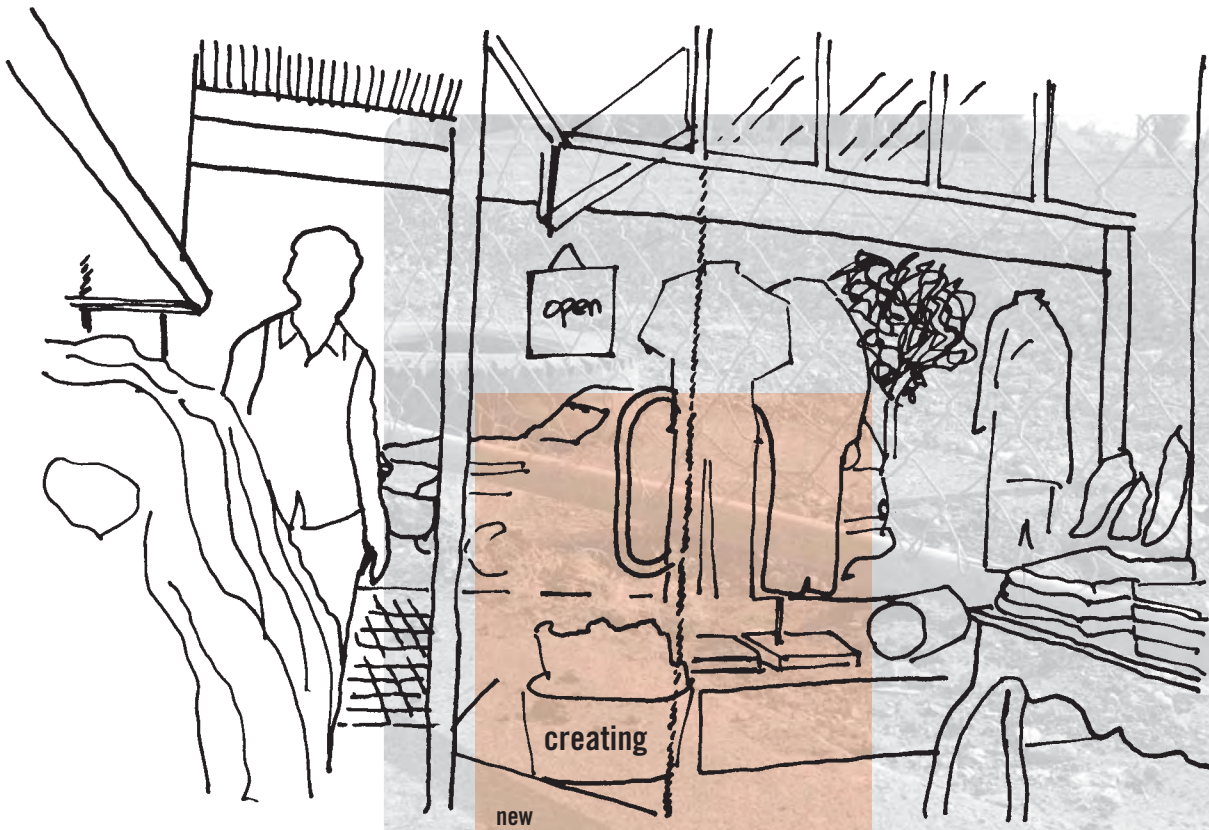
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STASTNY-BROWN ARCHITECTS, INC.

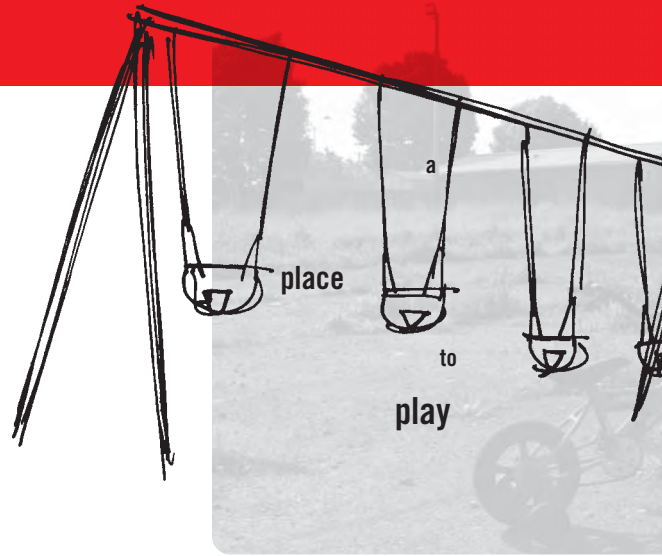
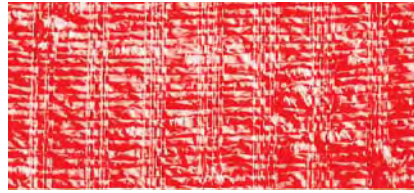
## Development Incentives

**The Gresham Redevelopment Commission is willing and eager to join a public/private partnership. The following development incentives may be made available depending on the development conditions negotiated:**

- Pre-Development Assistance Grant of up to \$10,000. This is a matching grant to assist with site assessment, financial and market analysis, and preliminary architectural and engineering plans among other predevelopment activities.
- The price of the land is negotiable on a site-by-site basis
- Deferred land payments
- Project team assigned to expedite the permitting process
- Discounted System Development Charges
- Phased System Development Charge payments
- New Market Tax Credit eligibility
- Vertical-Housing Tax Abatement
- Community Development Block Grant funding potential
- Assistance with design and/or construction of public improvements
- Citizen outreach and assistance with public meetings



opportunities



## Improved Atmosphere

Gresham has dedicated attention and funding to improving the physical and social atmosphere of Rockwood. With the establishment of the Urban Renewal Area and public funds focused on Rockwood, the City of Gresham, and the Gresham Redevelopment Commission have made

significant investments in the neighborhood. Many non-profit and public partners have also contributed additional time and money to revitalize the Rockwood community. In addition, the City has developed policy and taken steps to support the private sector investing in Rockwood.

## Recent Investments



- Storefront Improvement Grants: 3 awards totaling \$53,000
- Apartment Rehabilitation Grants: 7 awards totaling \$152,000
- New Industries Grants: 4 awards totaling \$243,000, which in turn leveraged \$5.7 million in new industrial development and brought 143 new jobs to the area
- The newly opened Gresham Police Rockwood Community Office, including a temporary Police field office
- Stark Street Boulevard improvements with Phase II improvements scheduled for 2009
- Custom design for a future light rail station at 188th Avenue and Burnside



## Community Support

- Implemented an Enhanced Safety Properties program for multi-family developments
- Established a Drug Free Zone for the area
- Pledged \$2,000,000 for the development of a new County Courthouse
- Created a new Neighborhood Response Team
- Created a new graffiti clean-up program

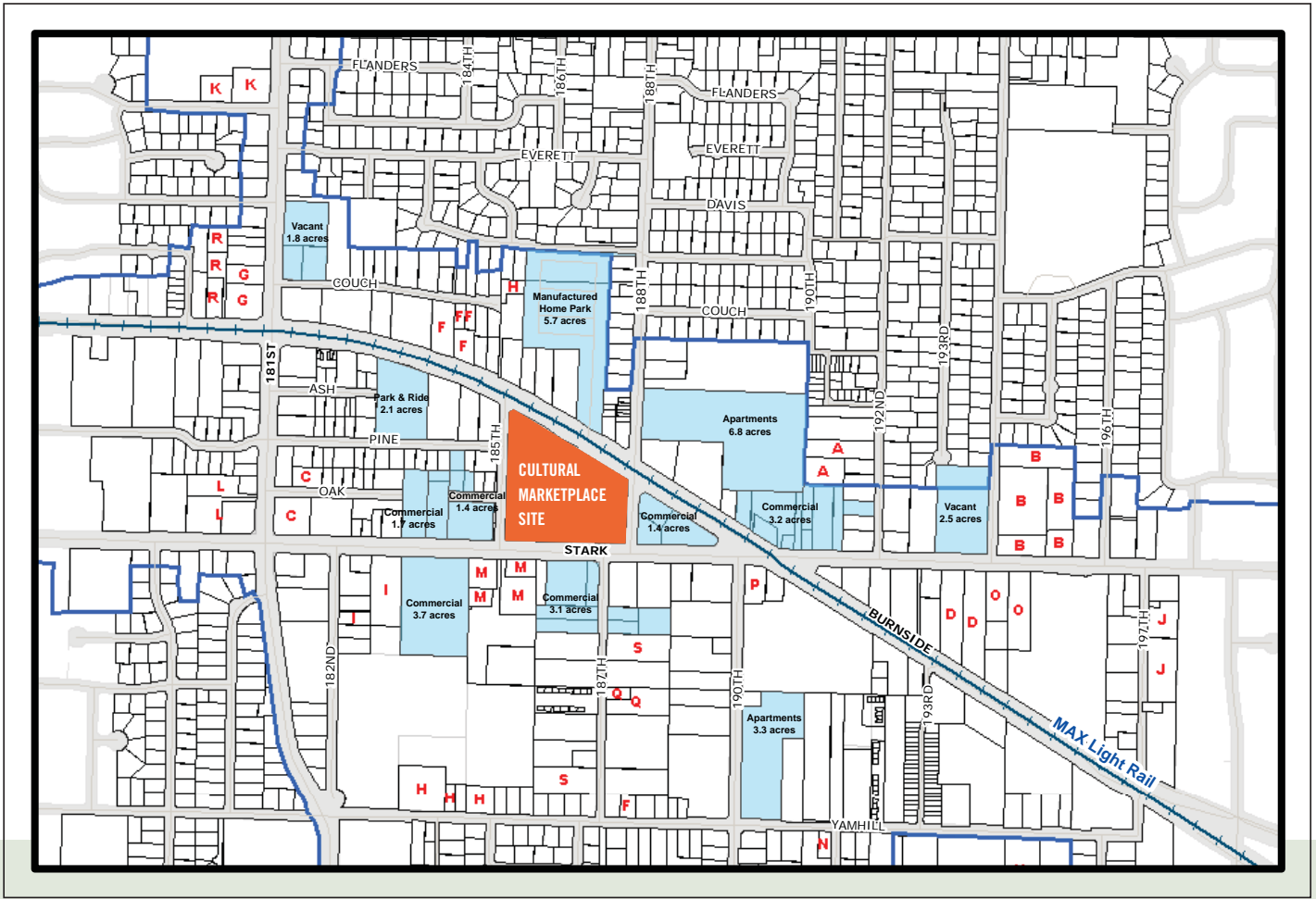
## Other Development Opportunities

Several good-sized parcels, under single ownership, located near the Cultural Marketplace Site may be available for redevelopment. This map identifies properties that have been on the market or expressed an interest in selling.

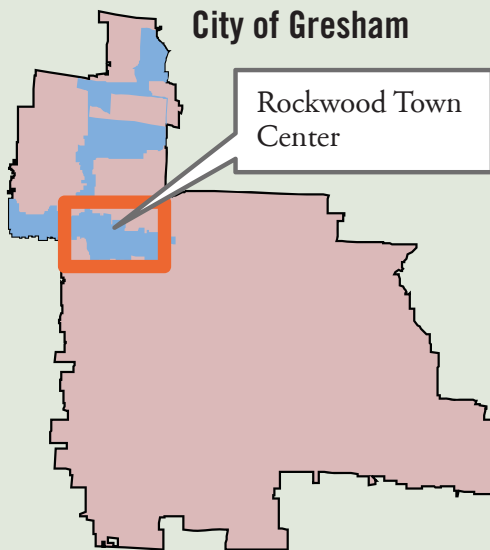
### Legend

-  Urban Renewal Area
- Major Property Owners**
- A** BOWLIN
- B** COOK
- C** FIRST INTERSTATE BANK
- D** GRAY
- E** HOME OF GOD CHURCH
- F** LINCOLN LOAN CO
- G** LOWERY
- H** MAGAC
- I** MC DONALD'S CORP
- J** MOORE & LEENDERS
- K** NMJ PACIFIC LLC
- L** PANZA
- M** ROCKWOOD-STARK CTR
- N** ROGERS NORTHWEST INC
- O** SANCHEZ
- P** SANDELMAN
- Q** SCHUMOCK
- R** VISTICA
- S** CAG ROCKWOOD LLC

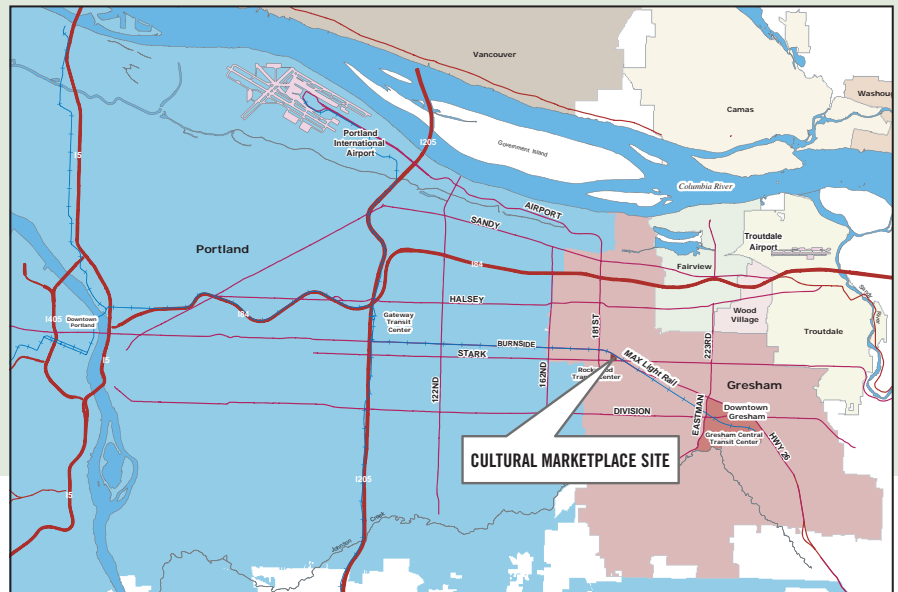




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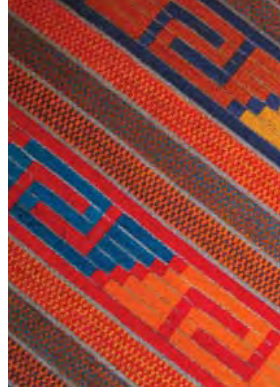


Area Comparison



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## Why Rockwood?



Rockwood is on the verge of transforming itself into a thriving community. The establishment of the Rockwood-West Gresham Urban Renewal Area gave it the support and backing to ensure a successful revitalization.

Now, the focus is shifting to growing the potential that this neighborhood holds.

As a Cultural Marketplace, Rockwood's eclectic mix of culture and people make it a distinct entity in Gresham. We believe urban pioneers and young families will be attracted to Rockwood's authentic, vibrant character.

Rockwood gives people a real choice—an urban neighborhood that has the character and cultural mix that so many other neighborhoods lack. Its proximity to mass transit gives environmentally conscious residents a choice in how they travel to and from work, shopping, and entertainment. Rockwood is a neighborhood where the people are involved because they care about family and community. We believe it has the potential to be one of the next great places to live.

