



Burnside/Stark Mixed-Use Concept Plan

Gresham, Oregon

DRAFT



City of Gresham
ODOT-DLCD, Quick Response
Crandall Arambula PC
UrbanAdvisors Ltd.

November 2002

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Introduction

Study Purpose

The City of Gresham requested support from the Transportation Growth Management program, through a Quick Response grant, to evaluate transportation and land use issues associated with a four acre site located in the Rockwood Town Center.

Specific issues to be addressed include:

- The general layout, design and scale of development.
- The design and general alignment of pedestrian friendly streets with improved connections to transit.
- Design features associated with compact, transit oriented development that is consistent with the Rockwood Town Center designation.
- Specific public infrastructure improvements to be implemented by the City through a variety of funding sources.



Aerial View of Study Area

Study Objectives

Objectives were identified during a series of stakeholder/consultant meetings. The study area concepts were created in response to these objectives.

Financial

- Economically viable development for property owners
- Opportunities for incubator or start-up businesses/offices

Circulation

- A street network connecting site to neighborhood and light rail station
- A safe and comfortable pedestrian environment
- Improves and supports transit usage

Land Use

- A mix of uses
- Opportunities for neighborhood serving retail
- Ownership housing opportunities and limited affordable housing
- Uses that create activity during evening and weekend hours

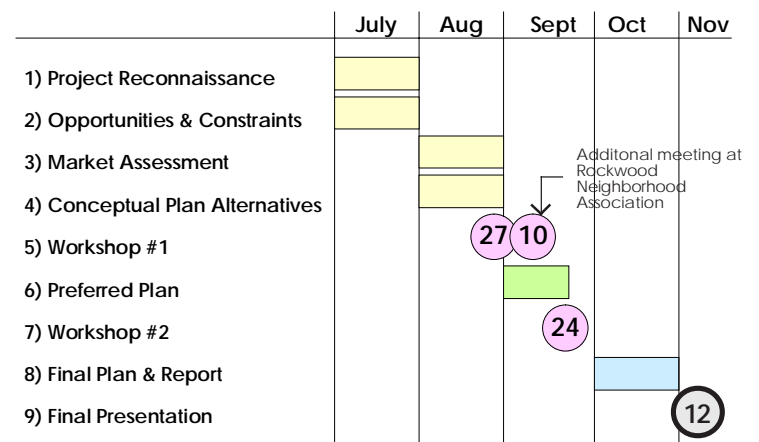
Other

- More urban than suburban in character
- A signature project establishing a standard for URA development character and quality

Schedule

The four month project process is illustrated on the right.

Study Objectives



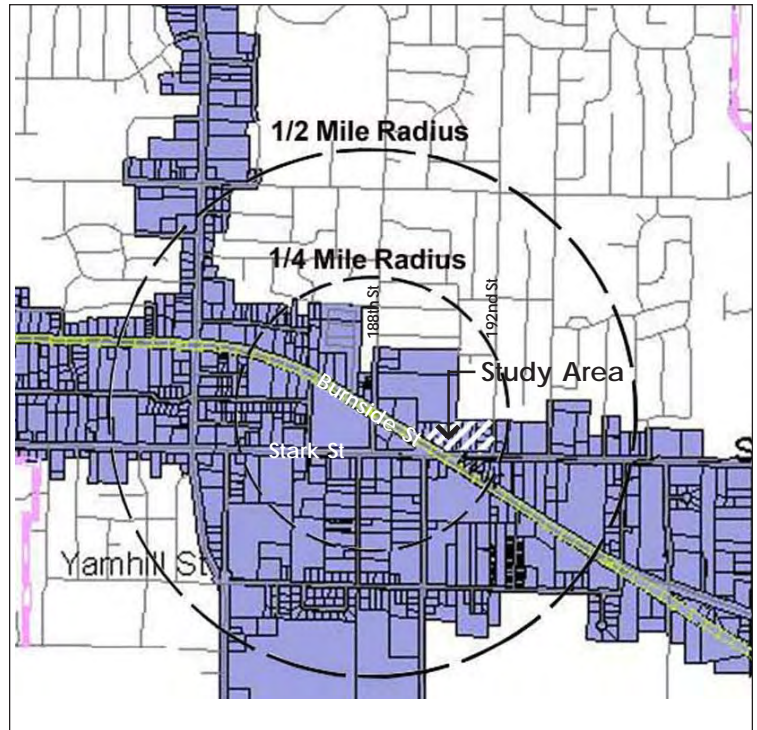
Schedule

Introduction

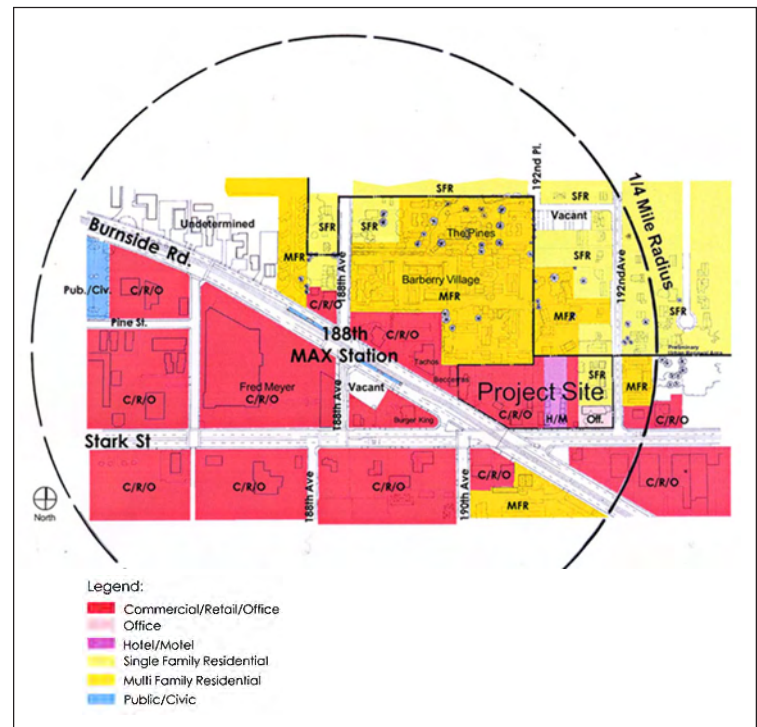
Study Area

The study area is located in the heart of the Rockwood Town Center at the intersection of Burnside Street and Stark Street and 192nd Ave. The area encompasses approximately four acres and includes four separate owner-ships.

- The study area is currently included in a proposed Urban Renewal District.
- Zoning within the Town Center allows office, retail, residential and community serving land uses.
- Code requirements include a minimum floor area ratio of 0.5, minimum two-story development and a minimum residential density of 20 units/acre.
- Current land uses include a variety of auto-oriented commercial, retail, service and office sites.



Proposed Urban Renewal Area



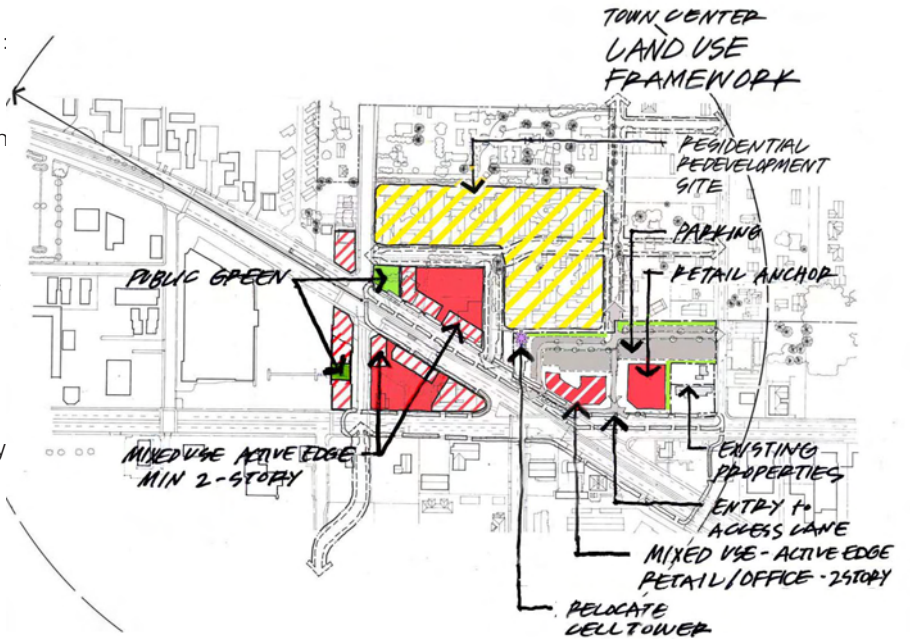
Study Area- Existing Land-Use

Summary

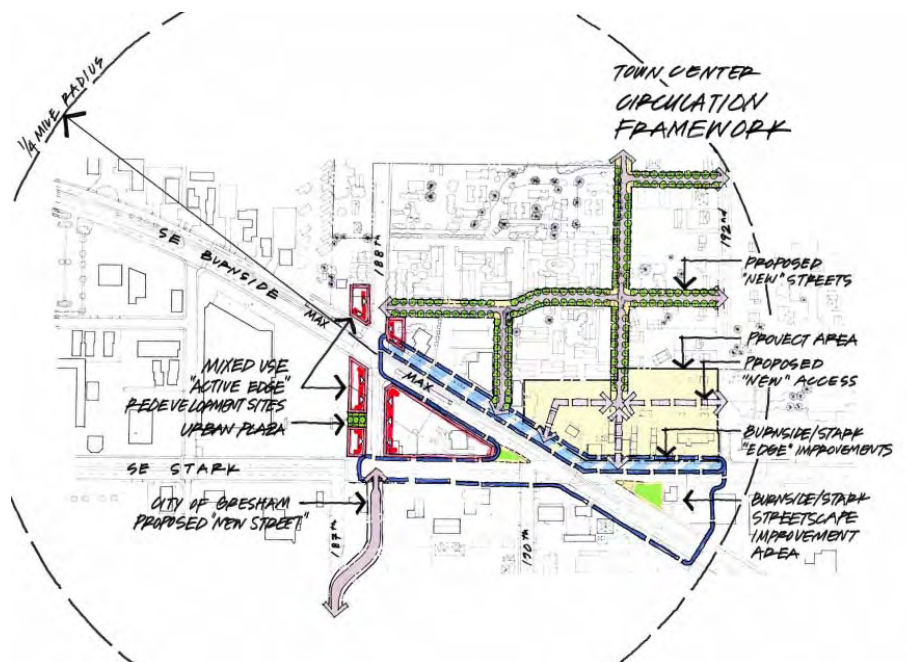
Station Area Concept Plan

The station area concept plan includes the study area and key parcels adjacent to the 188th Ave. MAX station. The plan illustrates a viable development framework that will :

- Attract developer and tenant interest.
- Create a catalyst "signature" project that will reverse the negative perception of the Rockwood Town Center.
- Strengthen the town center pedestrian environment with improved access to transit.
- Provide alternative routes that distribute auto traffic away from congested arterials.
- Recommend changes in existing land use, creation of open space amenities, and increased intensity of development to create a compact, pedestrian-friendly town center.



Land Use Framework Plan



Circulation Framework Plan

Summary

Concept Plan

The concept plan for the four acre study area consists of the following framework elements:

Land Use:

1. Retail anchor:
 - 15'000-20'000 s.f.+/-
 - Minimum height of 30' -35'
 - Primary entry oriented to the "access lane"
2. A two-story mixed-use storefront building:
 - Ground floor retail uses -15'000 s.f.+/_
 - Upper floor office space -15,000 s.f.+/_

Circulation:

A access lane must be constructed parallel to Burnside Street and Stark Street that will provide:

- Sidewalks and a landscape buffer separating pedestrian/storefront areas and Burnside and Stark Streets.
- Front door auto access and on-street parking for small shops and anchor retail uses.
- Improved visual quality of the area.

To provide the minimum area for an access lane the city will have to acquire 29' (approx.) on Stark Street and 24' -37' (approx.) on Burnside Street.

Other circulation improvements include:

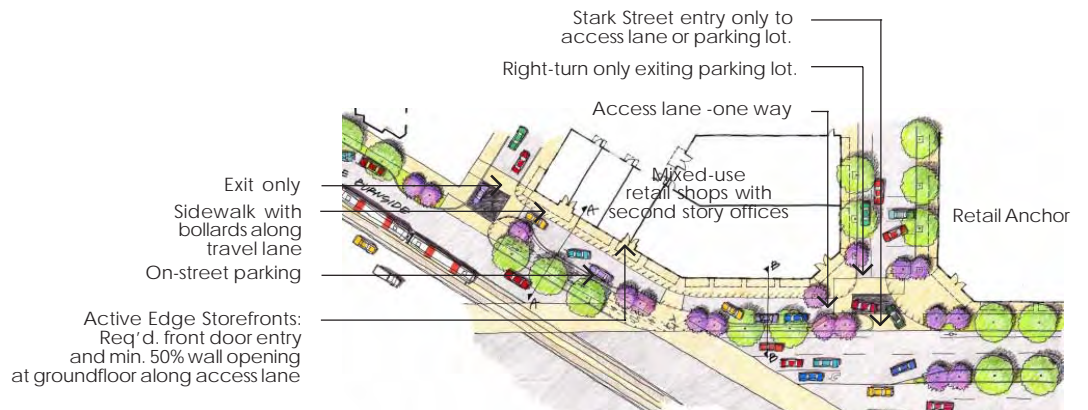
- Along Burnside Street, a MAX off-street bicycle trail should a single, westbound, auto lane be removed.
- Additional parking located behind the buildings with entries from the access lane off of Stark Street and 192nd Street.



Concept Plan



Concept Plan- aerial view



"Access Lane" - plan

Summary

Next Steps

To implement the concept plan, coordinated public and private actions to amend policies, codes and identified financing strategies will be required. The following actions should occur:

Access Lane Improvements

Currently, no policy, design standards, or implementation measures exist for the development of the most critical element of the plan---the access lane. To implement the lane:

- The city of Gresham and property owners must reach an agreement for road right-of-way acquisition, phasing, and construction.
- Design refinement of the roadway including additional cost estimates and future phasing for adjacent properties must be completed.

Policy and Code Adjustment

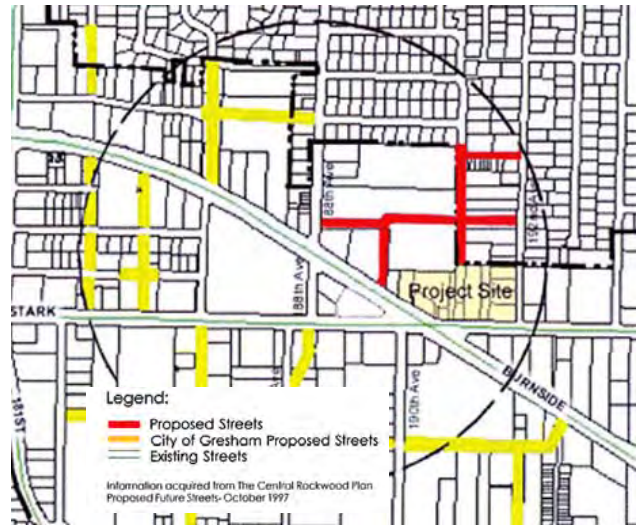
To implement the concept plan would require adjustment of existing zoning, codes and policies to allow:

- A one-story retail anchor use building- (approx. 30'- 35' in height), outright or through conditional use
- Explore alternatives for additional housing, office, or retail uses over the retail anchor building.
- Changes to federal, state and local policies for removing a lane on Burnside Street to allow the off-street bicycle trail. (The construction of the access lane is not contingent upon lane removal).
- Changes to the Transportation System Plan.

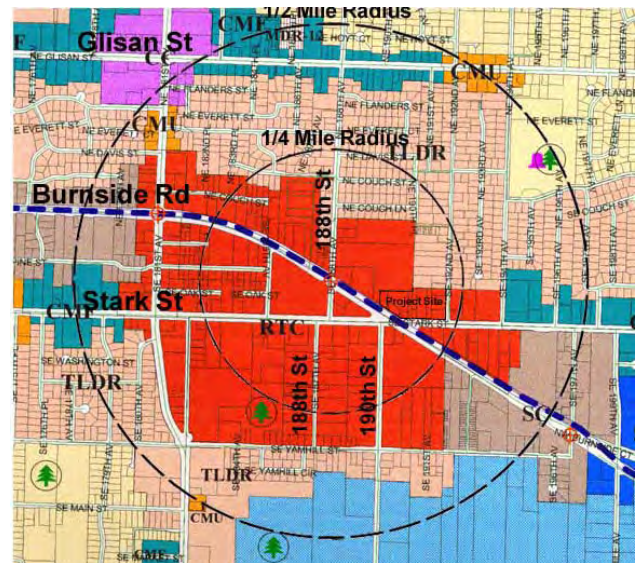
West Gresham/Rockwood Station Area Planning:

A comprehensive urban design study for the entire town center area should be initiated incorporating this concept plan. The study should include the following:

- An inclusive public outreach and participation process.
- A land use and circulation framework .
- Specific catalyst building and public improvement projects.
- Design standards and guidelines.
- Cost estimates, and financing strategies for public improvements.
- Project implementation responsibilities and schedule "action chart".



Transportation System Plan Changes



Policy and Code Adjustment

Framework

Station Area Plan

The station area plan for the study area and key parcels adjacent to the MAX station:

- Establishes a “main street” by concentrating new retail mixed-use development with on-street parking along Burnside Street.
- Creates a “living room” within Rockwood by providing a public greenspace at the north-east corner of 188th and Burnside.
- Improves access to the transit station by providing multiple direct, safe and convenient routes.
- Improves the visual quality of the area by providing additional landscaping, pedestrian scaled lighting, parking located behind buildings and utilities placed underground.



Station Area Plan

Framework

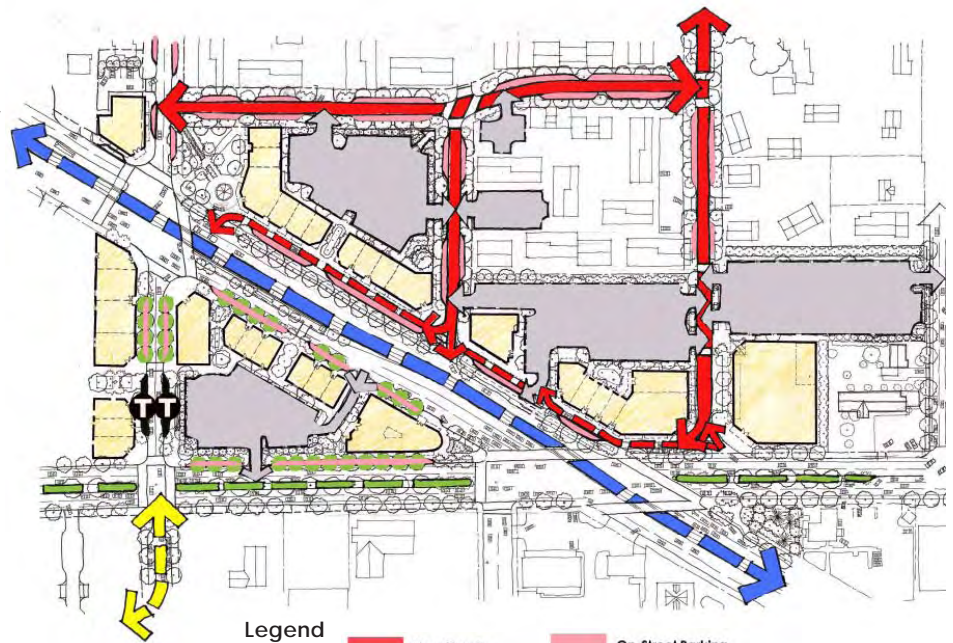
To improve transportation linkages throughout the town center, additional auto, pedestrian, and bicycle facilities are proposed that are not currently identified in the City of Gresham transportation system plan. Recommendations include:

Proposed Auto Circulation:

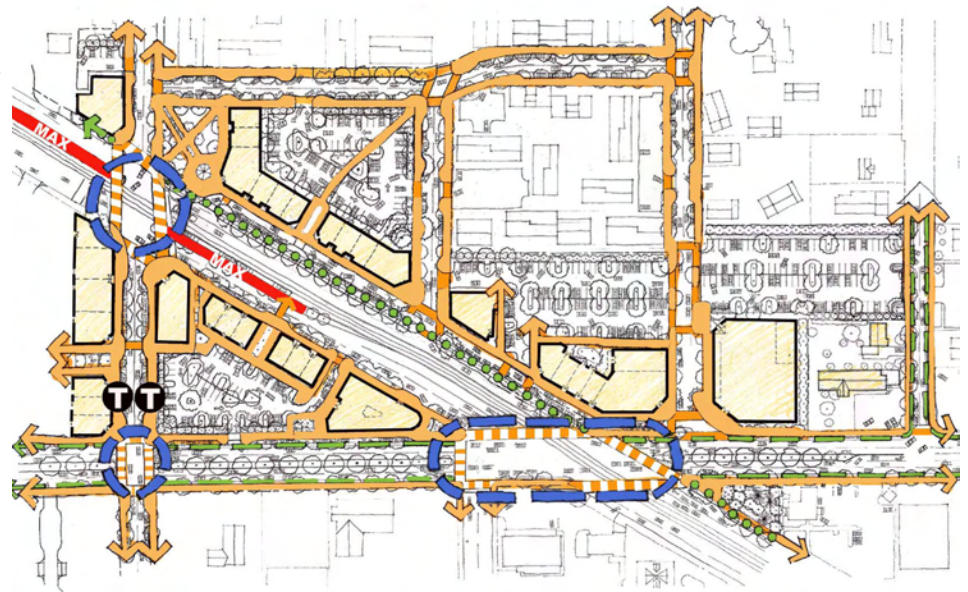
- An access lane (one way), with on-street parking and street trees.
- On-street parking surrounding the "triangle".
- New streets with on-street parking.
- Parking areas behind building.

Proposed Pedestrian and Bicycle Circulation:

- New/improved sidewalks throughout town center.
- Clearly identified paths through parking areas.
- Reduced crossing distances at major intersections.
- Enlarged MAX station platforms.
- New bus stop locations with new bus shelters and other amenities.
- Off-street MAX bike trail, and extension of Stark Street bike lanes.



Proposed Auto Circulation

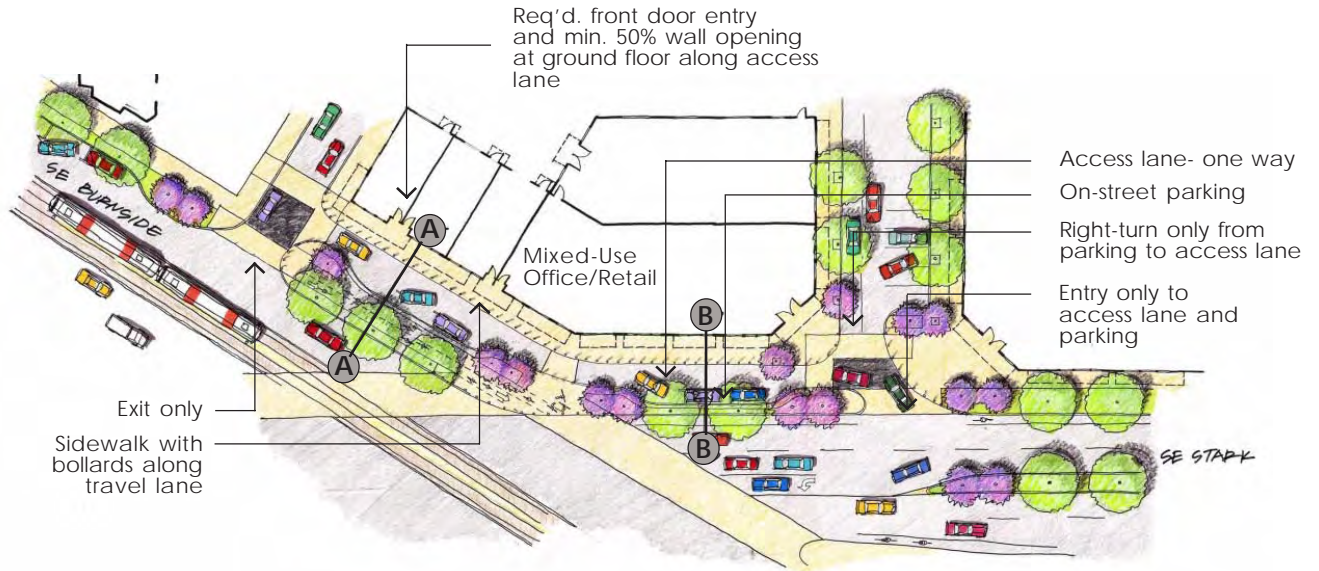


Proposed Pedestrian and Bike Circulation

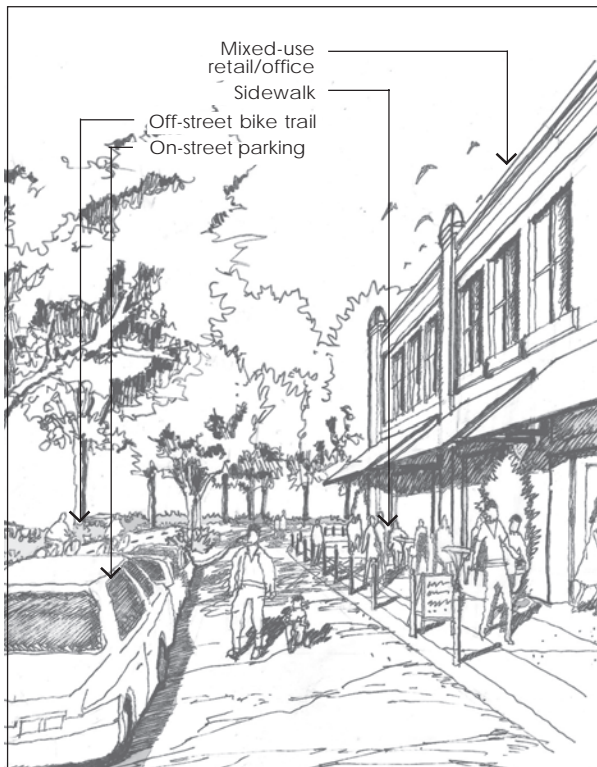
Framework

“Access Lane”

To ensure successful storefront retail and an improved pedestrian environment along Burnside and Stark Streets a parallel “access lane” is suggested.



Burnside and Stark “Access Lane”



Access Lane and Active Edge Buildings



Existing Burnside Street



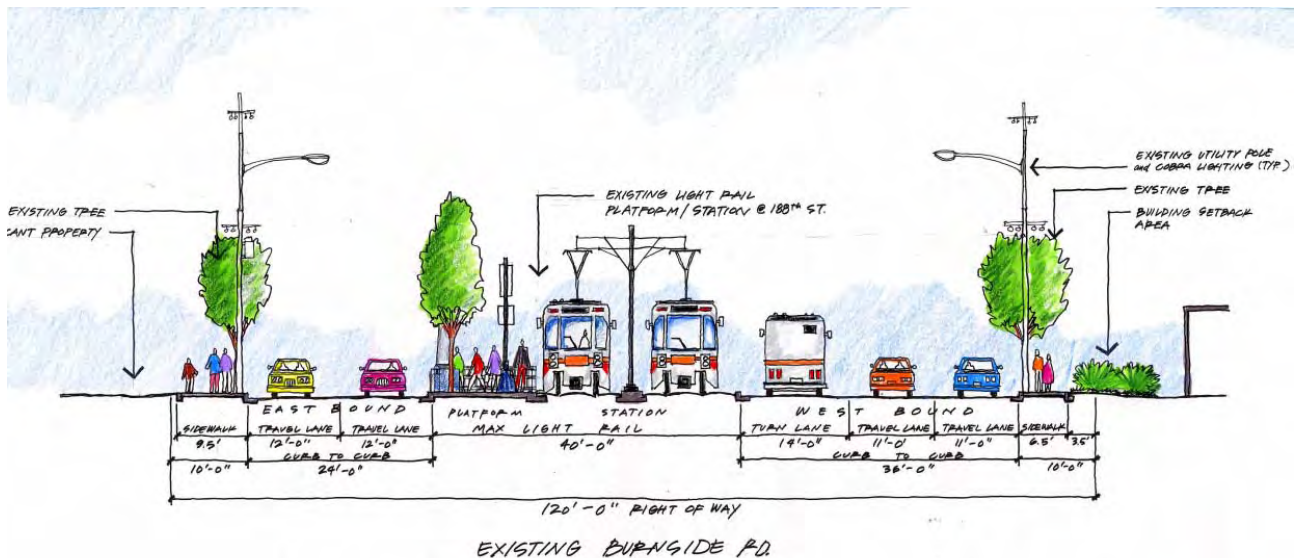
Existing Stark Street

Framework

Street Improvements: Burnside "Access Lane"

MAX Off-Street Bicycle Trail:

The MAX bicycle trail concept requires removal of one westbound travel lane. Federal, state and local policy changes will be required to implement this concept. However, the access lane can be developed with or without the off-street bike improvements.



Section AA- Existing Burnside Street Right-of-Way

Access Lane Right-of-Way Acquisition:

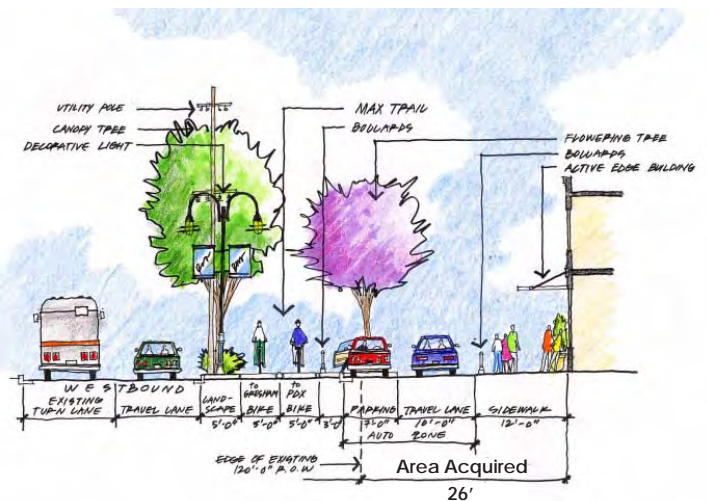
Approximately 24' to 37' of owner frontage, along the access lane, would need to be acquired for construction.

Preferred:

- Remove westbound lane and include MAX trail- Acquire 26'

Alternatives:

- Keep westbound lane and eliminate MAX trail- Acquire 24'
- Keep westbound lane and include MAX trail- Acquire 37'



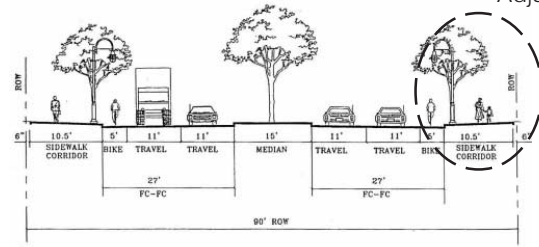
Section AA- Preferred Burnside "Access Lane"

Framework

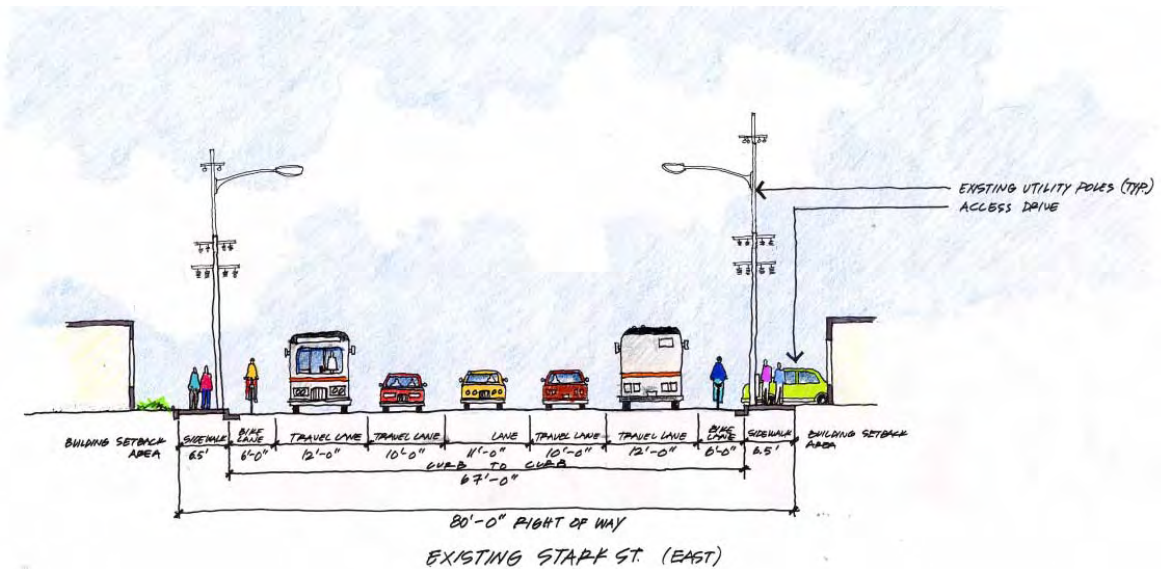
Street Improvements: Stark Street "Access Lane"

The City of Gresham has received a federal grant to design and build improvements of Stark Street between SE 181st Ave. and SE 190th Ave. The proposed street section would be consistent with the City's concept for a Stark Boulevard (should it extend beyond Burnside Street). Revisions would only be required to relocate the sidewalk along the north side of Stark Street to accommodate the access lane.

Suggested Adjustments



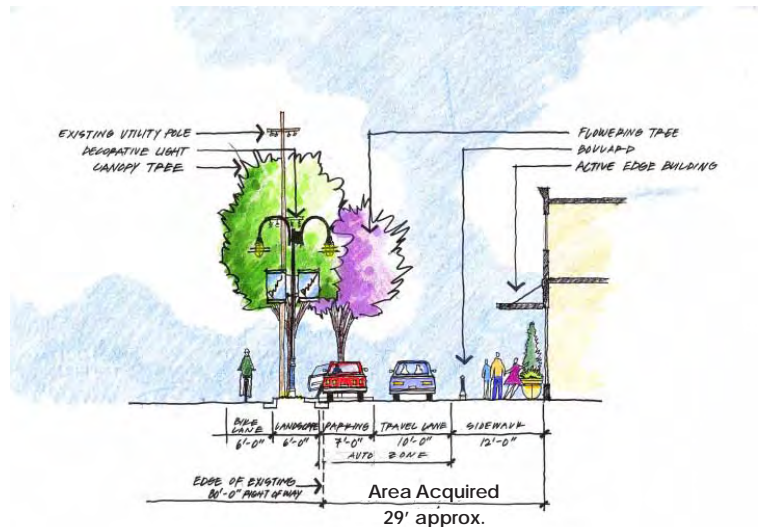
City of Gresham Stark Boulevard Concept



Section BB- Existing Stark St- Right of Way- east of Burnside Rd.

Access Lane Right-of -Way Acquisition:

Approximately 29' of owner frontage, along the access lane, would need to be acquired for construction.



Section BB- Proposed Stark "Access Lane"- east of Burnside Rd.

Alternatives

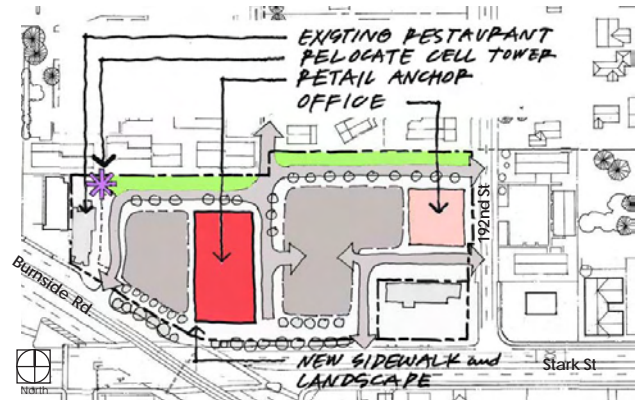
Project Process

The concept plan was derived from the following process:

- Development of stakeholder-identified project objectives.
- Analysis of background information.
- Public meetings to review alternatives and evaluate them based on the project objectives.
- Creation and evaluation of a preferred alternative.

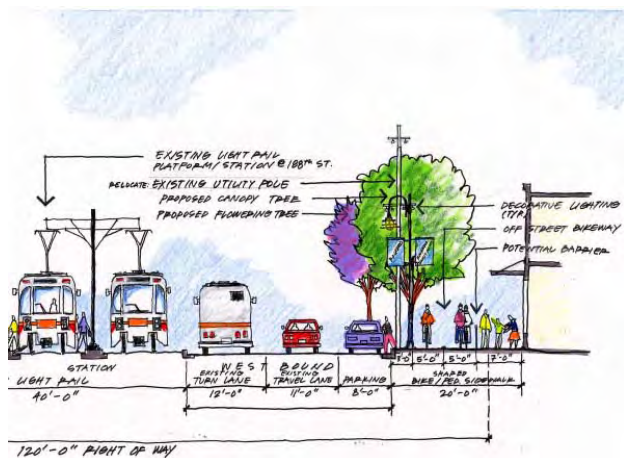
Land Use and Circulation Alternatives

The following alternatives were reviewed by stakeholders and property owners at a public workshop on August 27, and September 10, 2002. Each alternative illustrates a variety of land use, circulation and street improvements:

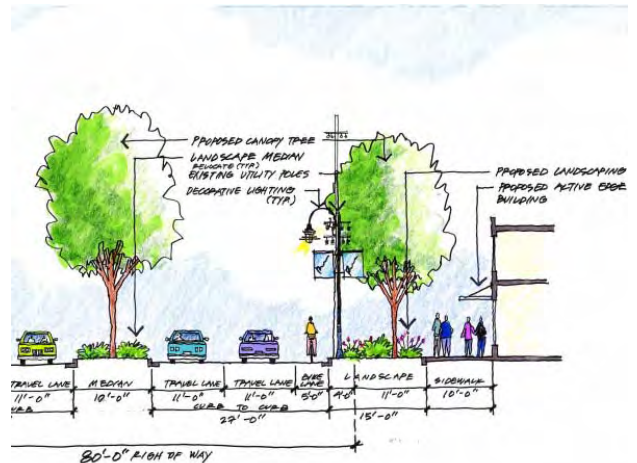


- Mixed Use- Office/Retail
- Mixed Use- Retail/Housing
- Anchor Retail
- Office
- Multi-Family Housing
- Single Family Housing
- Cell Tower
- Parks and Open Space

A Auto Oriented



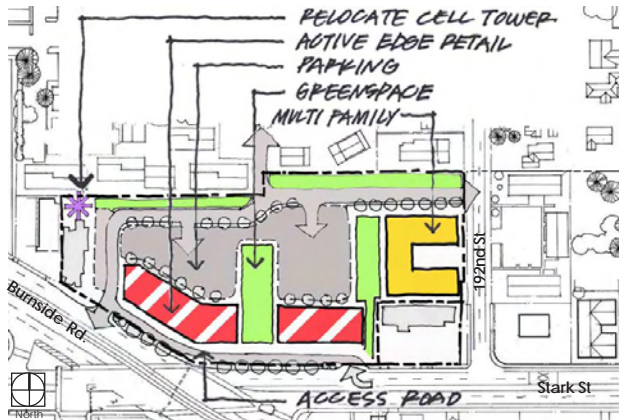
Burnside Boulevard- MAX TRAIL



Stark Boulevard- Landscape Buffer

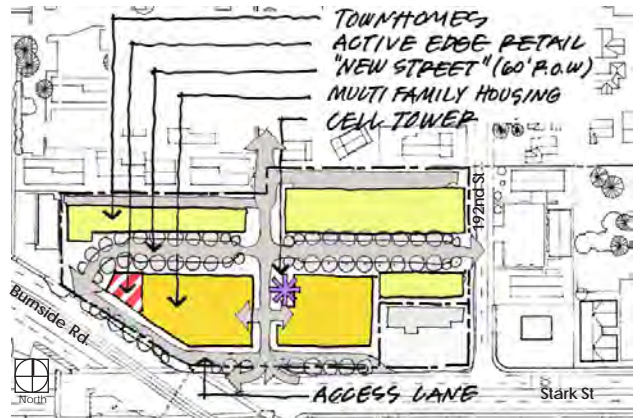
Alternatives

Land Use and Circulation Alternatives- cont.



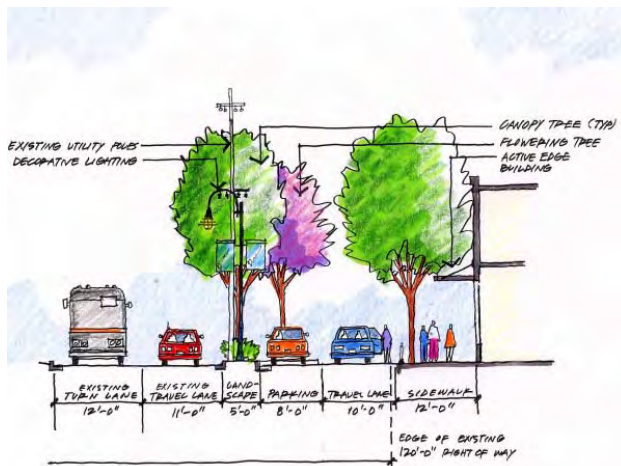
- Mixed Use- Office/Retail
- Mixed Use- Retail/Housing
- Anchor Retail
- Office
- Multi-Family Housing
- Single Family Housing
- Cell Tower
- Parks and Open Space

B Retail Street

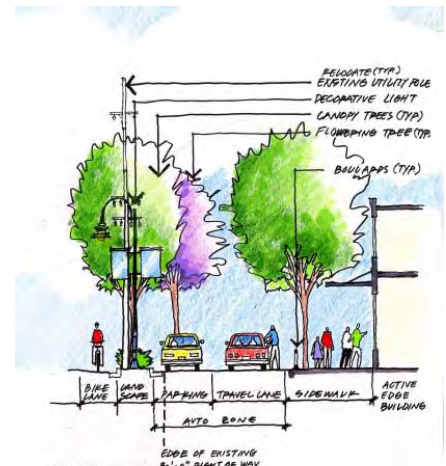


- Mixed Use- Office/Retail
- Mixed Use- Retail/Housing
- Anchor Retail
- Office
- Multi-Family Housing
- Single Family Housing
- Cell Tower
- Parks and Open Space

C Housing - Owner/Rental



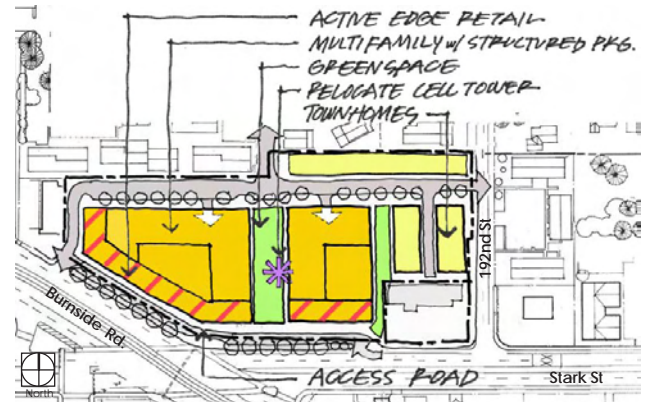
Burnside Boulevard- Access Lane



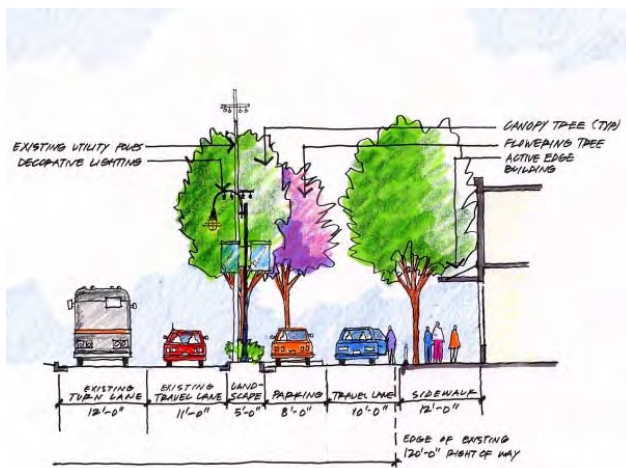
Stark Boulevard- Access Lane

Alternatives

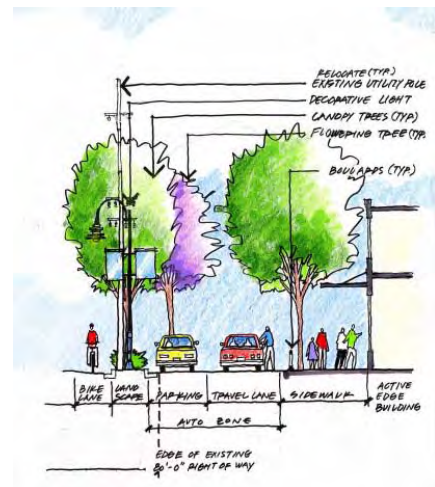
Land Use and Circulation Alternatives- cont.



D Housing High Density



Burnside Boulevard- Access Lane



Stark Boulevard- Access Lane

Alternatives

Evaluation of Alternatives

Consultant evaluation for Alternatives A-D are shown on the right.

Stakeholder Response

The Response Sheet below identifies the combined results of the two meetings. The Alternative B - Retail Street was overwhelmingly supported by respondents and includes:

Land Use

- (2) Street oriented mixed-use retail/office buildings.
- Multifamily housing along 192nd Ave.
- Public Greenspace.

Circulation

- Links to adjacent properties to the north via a "new street".
- Burnside and Stark "Access Lane".
- Parking lots located behind buildings.
- Improved access to MAX transit station.
- Potential for future access lane phases along Burnside Street.
- Off-street bicycle trail along Burnside.

Objectives	Good Fair Poor				Alternative
	G	F	P		
Financial					A B C D
• Economically viable development for property owners	G	F	F	F	
• Opportunities for incubator or start-up businesses/offices	F	G	F	G	
Circulation					
• A street network connecting site to neighborhood and transit station	F	F	G	F	
• A safe and comfortable pedestrian environment	F	F	G	F	
• Improves and supports transit usage	F	G	G	G	
Land Use					
• A mix of uses	F	F	F	G	
• Opportunities for neighborhood serving retail	F	G	F	G	
• Ownership housing opportunities and limited affordable housing	F	F	G	F	
• Uses that create activity during evening and weekend hours	F	F	G	G	
Other					
• More urban than suburban in character	F	F	G	F	
• A signature project establishing a standard for URA development character and quality	F	F	F	F	

Evaluation of Alternatives

RESPONSE SHEET





Summary for:

Burnside/Stark Boulevard Mixed Use Concept Plan
August 27, 2002 and September 10, 2002

(20) Twenty Response Sheets were submitted. Respondents indicated preferences for four concepts by ranking 1 through 4, with 1 indicating most preferred and 4 indicating least preferred:

Concept B- "Retail Street" was overwhelmingly preferred by respondents receiving 14 of the 18 number 1 ranking votes.

Concept Plans

	Ranking				
	1	2	3	4	no
A 	Total: 0	7	2	8	3
B 	Total: 14	4	0	1	1
C 	Total: 4	2	6	4	3
D 	Total: 0	3	6	7	3

Response Sheet Summary

Alternatives

Evaluation of Preferred Alternative

The preferred alternative illustrates refinements to alternative B. Incorporating refinements resulted in the consultants evaluation shown to the right.

Stakeholder Response

Stakeholder Responses' for the preferred alternative were solicited at the public stakeholder meeting held on September 24, 2002. The preferred alternative was unanomously supported by respondents. The ballot results and preferred alternative are shown below:

Objectives	Good	Fair	Poor	Alternative
Financial				E
• Economically viable development for property owners	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Opportunities for incubator or start-up businesses/offices	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Circulation				
• A street network connecting site to neighborhood and transit station	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• A safe and comfortable pedestrian environment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Improves and supports transit usage	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Land Use				
• A mix of uses	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	F
• Opportunities for neighborhood serving retail	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Ownership housing opportunities and limited affordable housing	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	F
• Uses that create activity during evening and weekend hours	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Other				
• More urban than suburban in character	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• A signature project establishing a standard for URA development character and quality	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Preferred Alternative Evaluation

RESPONSE SHEET

Summary for:

Burnside/Stark Boulevard Mixed Use Concept Plan
September 24, 2002

(10) Ten Response Sheets were submitted. Respondents answered the question, "Do you favor the preferred plan?" - YES, NO, or OTHER.

Preferred	Total:	Ranking		
		YES	NO	OTHER
E		<input type="text" value="10"/>	<input type="text" value="0"/>	<input type="text" value="0"/>



Preferred Alternative

Alternatives

Preferred Alternative Expansion:

Should the entire four acre study area redevelop including the existing office building at the corner of Stark Street and 192nd Ave., the concept plan should:

- Relocate the retail anchor to the corner of Stark Street and 192nd Ave.
- Expand and separate the mixed-use retail/office use into two buildings and bracket a public greenspace.



Preferred Alternative Expansion

Preferred Alternative Exception:

Should any of the three properties along 192nd Ave choose to remain:

- Each would maintain their existing use and location.
- Each property could phase into the preferred alternative over time.



Preferred Alternative Exception

Background

Market Analysis

Market potential for the study area included analysis of area demographics, consumer spending and retail potential. The following is a summary of the analysis and preliminary findings for the study area.

The Site:

- High traffic counts on Burnside Street and Stark Street increase the success rate for retail, service and office uses.
- High traffic volumes and a perceived negative image in the area discourages market rate housing.
- Poor access to retail frontage reduces retail viability.

Area Demographics:

- Consumer population and spending is increasing.
- By 2006 the quarter-mile density is estimated at triple that of the one-mile radius.

Consumer Spending and Retail Potential:

- Adjusted for inflation, growth in the one-mile radius could support 53,000 square feet of new non-grocery, non-transportation retail over current spending.
- As a percentage of total retail spending within the one-mile radius, this amounts to a capture of around 5%.

Summary:

- Improved access to the study area from Burnside Street and Stark Street was identified as essential for development potential.
- Speculative office development is not viable.
- Small service oriented business offices are viable.
- Market rate housing is not viable.
- Affordable, high-density housing is viable.
- Providing amenities is a critical component for commercial success.
- Increasing town center auto and pedestrian access is a critical component for retail success.

The following images are examples of the type and character of the potential uses suggested.



Mixed Use- Office/Retail- Two-Story



Retail Anchor- One Story



Neighborhood Serving Businesses

Background

Opportunities

The following are physical opportunities to:

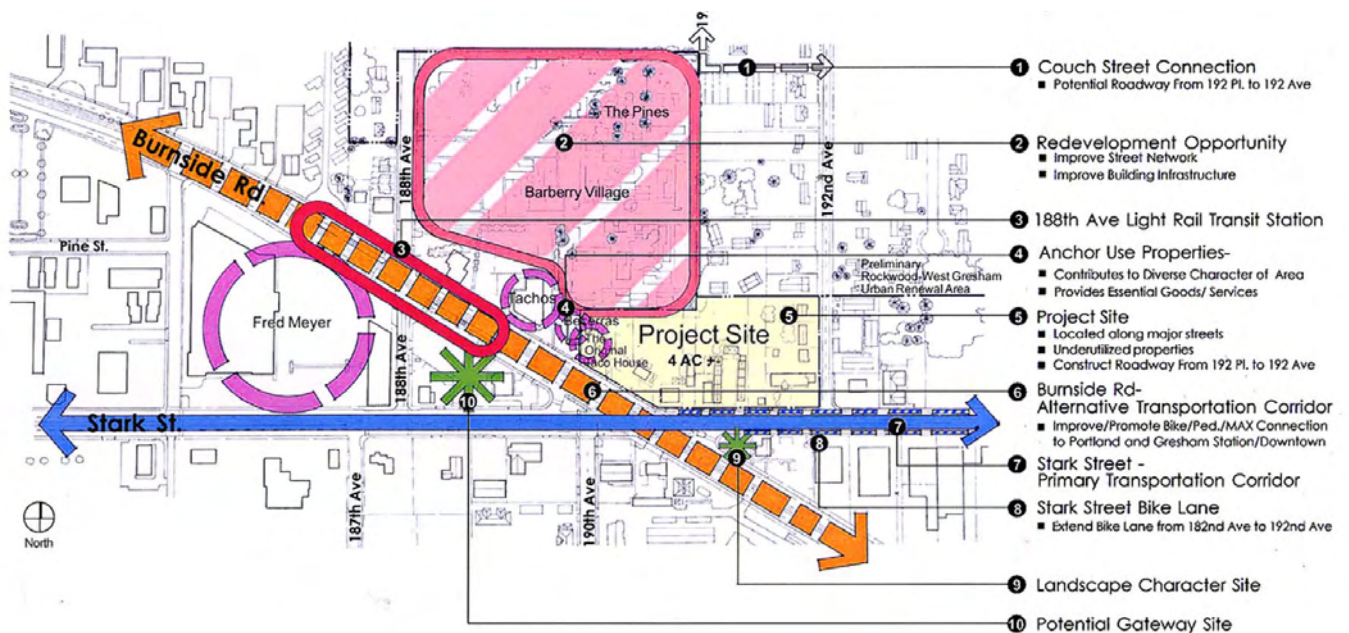
- Increase and improve pedestrian and auto connections throughout the town center area.
- Provide future redevelopment of adjacent underutilized properties.
- Improve access to light rail and the transit station at 188th St and Burnside Street.
- Provide additional landscaping to improve visual quality and pedestrian environment.
- Expand bike systems and link to established routes.
- Capitalize on good drive-by visibility and high traffic volumes.



Underutilized Properties



Transit



Opportunities

Background

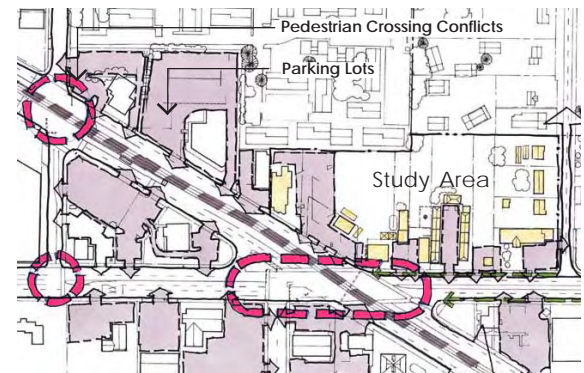
Constraints

Physical constraints are those conditions that need to be minimized or changed and include:

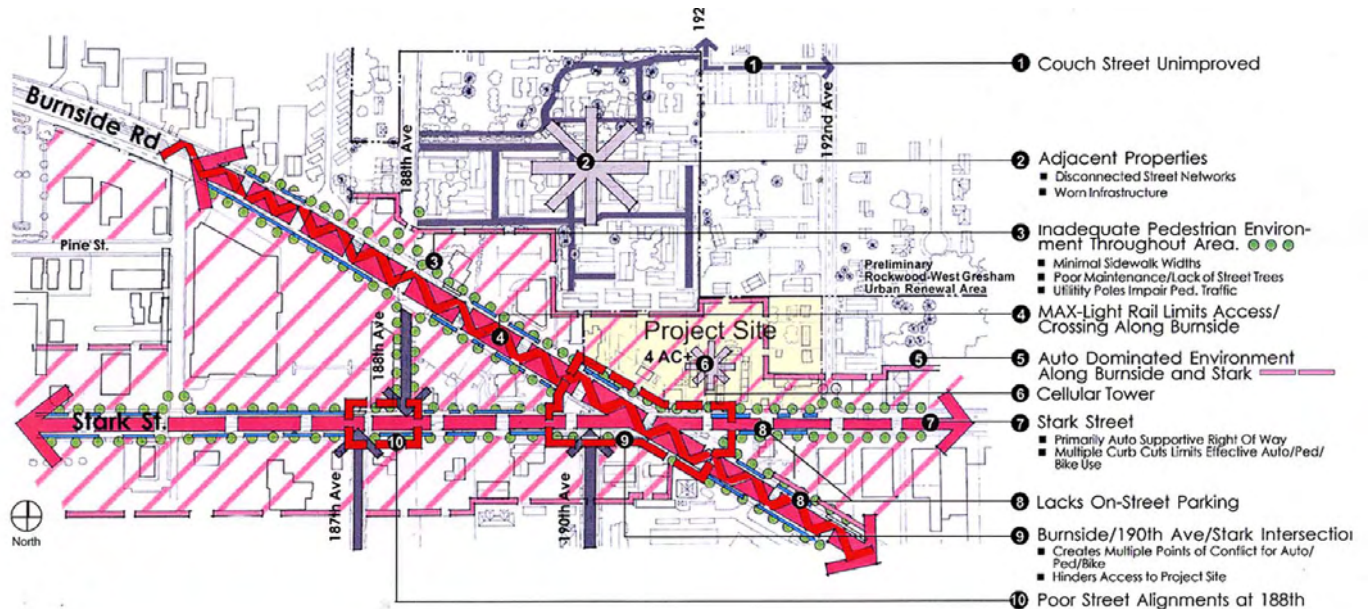
- Difficult auto and pedestrian access to services, even though the site enjoys high roadway visibility.
- Poor street and sidewalk connections to study area from adjacent properties.
- Excessive crosswalk distances at intersections along Stark and Burnside.
- Lack of on-street parking.
- Inhospitable pedestrian environment along Burnside and Stark.
- Poor visual quality, including poorly maintained buildings, utility poles, and expansive parking lots.
- Unsafe and inconvenient pedestrian access to MAX station platform at 188th Ave.



Poor Building Orientation



Auto Dominated Infrastructure



Constraints

Burnside/Stark Mixed-Use Concept Plan

Gresham, Oregon

APPENDIX



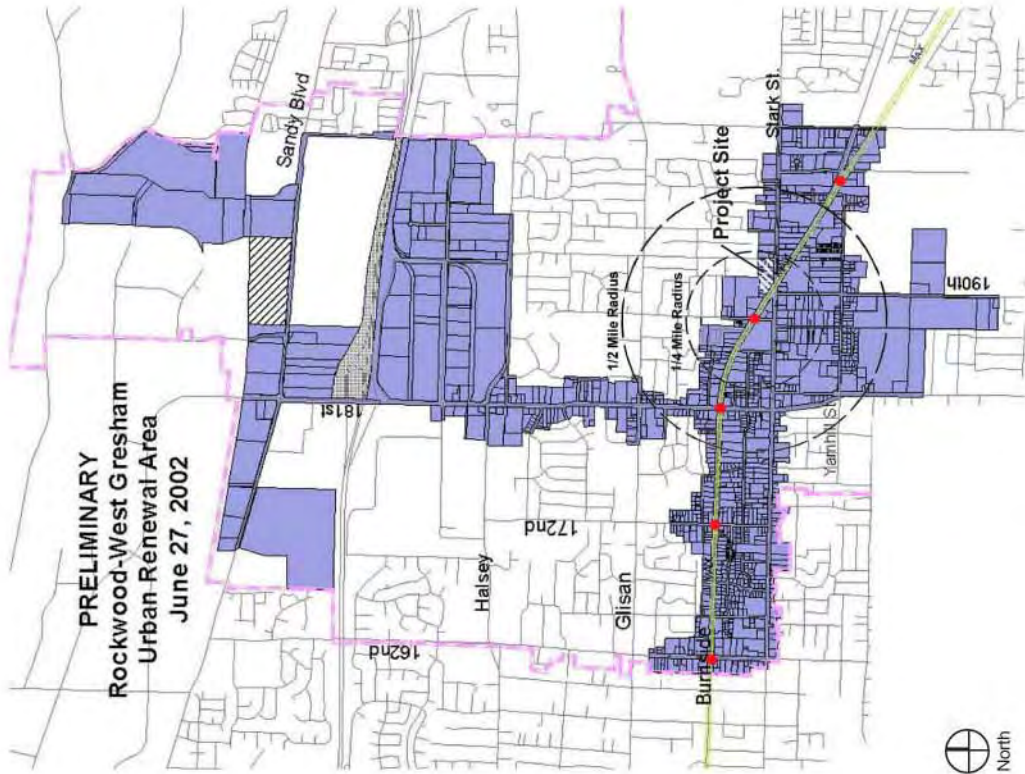
City of Gresham
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November 2002





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Urban Renewal Area



Legend:

-  Gresham City Limits
-  Light Rail Line/Station
-  Urban Renewal Area
-  Interstate 84

Information acquired from The Urban Renewal Work Group, Rockwood-West Gresham Renewal

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Burnside/Stark Mixed-Use Concept Plan

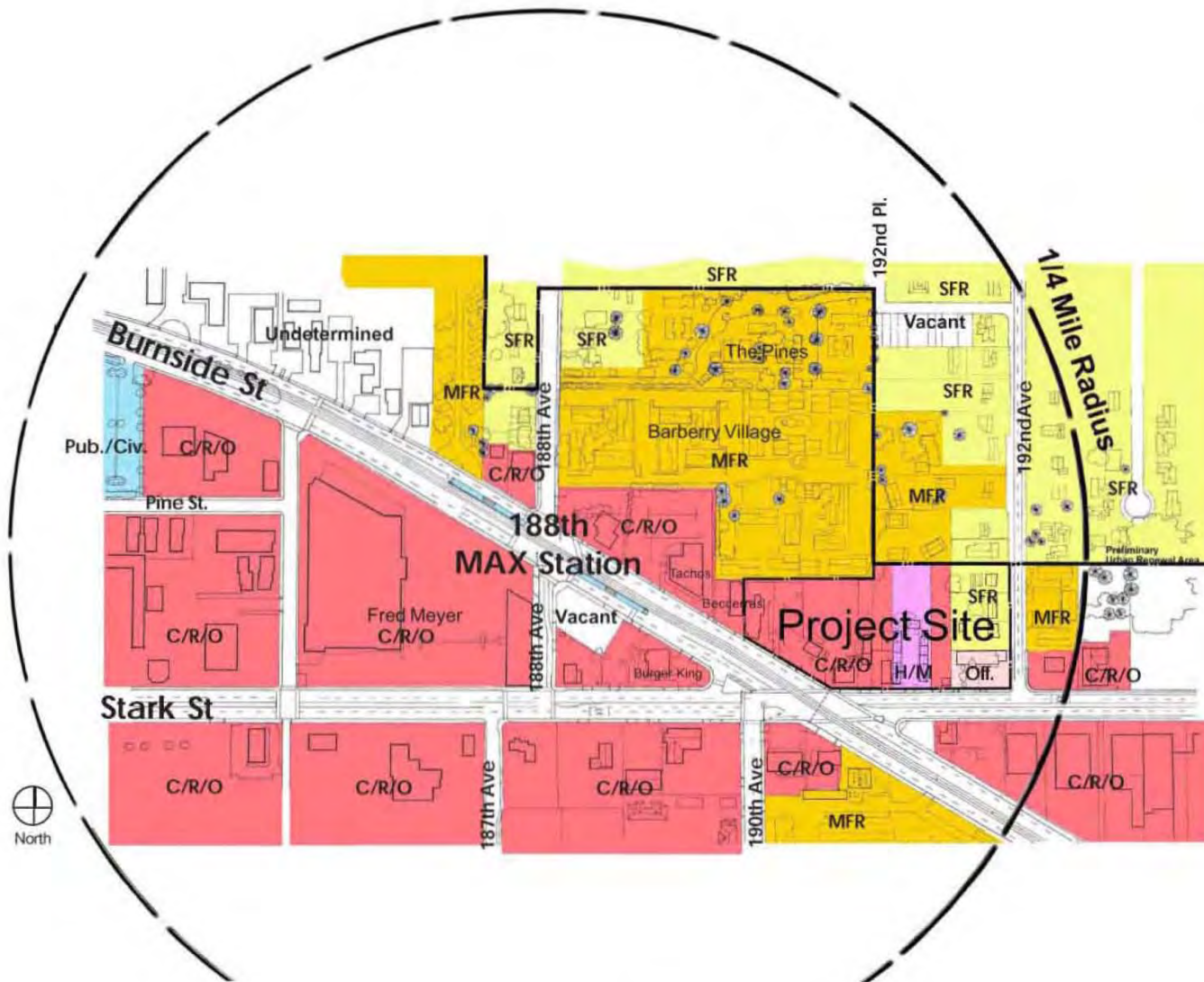
Gresham, Oregon
 Crandall Arambula PC
 UrbanAdvisors • ACC • H. Lee

Existing Land Use

Legend:

- Commercial/Retail/Office
- Office
- Hotel/Motel
- Single Family Residential
- Multi Family Residential
- Public/Civic

DRAFT 08.22.02



Burnside/Stark Mixed-Use Concept Plan

Gresham, Oregon

Crandall Arambula PC
UrbanAdvisors • ACC • H. Lee

Existing Zoning

Legend:

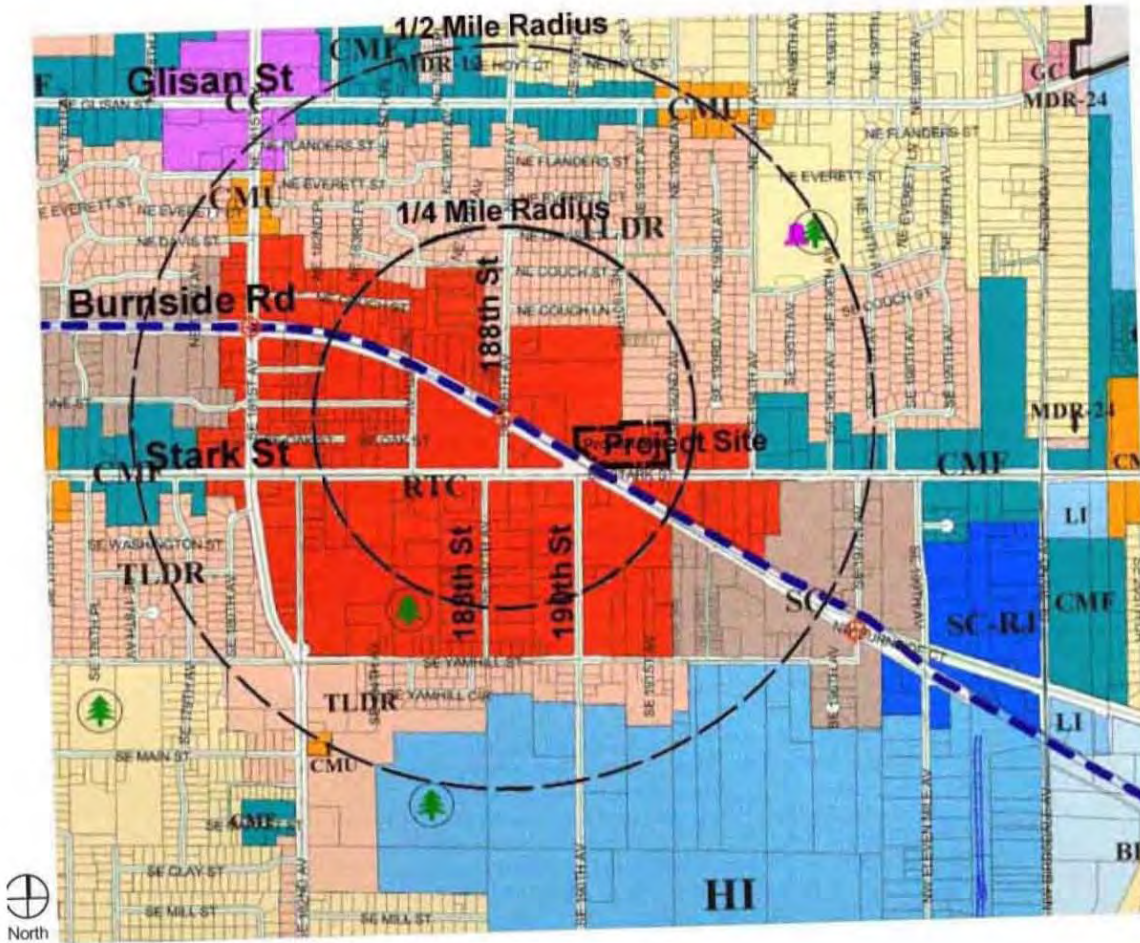
- Freeway
- Rail Road
- Light Rail Station
- Public School
- Park or Open Space
- Tri-Met's light rail transit line
- Urban Growth Boundary
- City Limits
- LDR: Low Density Residential
- DR-12: Downtown Low Density Residential
- DR-30: Downtown Moderate Density Residential
- MDR-12: Moderate Density Residential - 12
- MDR-24: Moderate Density Residential - 24
- MDR-C: Moderate Density Residential - Civic
- CUC: Central Urban Core
- DC-1: Downtown General Commercial
- DC-2: Downtown Moderate Commercial
- DT: Downtown Transit
- NC: Neighborhood Commercial
- GC: General Commercial
- HDR-C: High Density Residential - Civic
- OFR: Office/Residential
- TDH-C: Transit Development District - High Density - Civic
- TDM-C: Transit Development District - Medium Density - Civic
- BP: Business Park
- LI: Light Industrial
- HI: Heavy Industrial
- CC: Community Commercial
- CMF: Corridor Multi-Family
- CMU: Corridor Mixed-Use
- MC: Moderate Commercial
- RTC: Rockwood Town Center
- SC: Station Center
- SC-RJ: Station Center (Ruby Jet Overlay)
- TLDR: Transit Low-Density Residential
- LDR/GB: Low Density Residential-Gresham Butte Plan District

Note: Plan Map designations end at public street right-of-way, streets do not have land use district designations.

Information acquired from The City of Gresham

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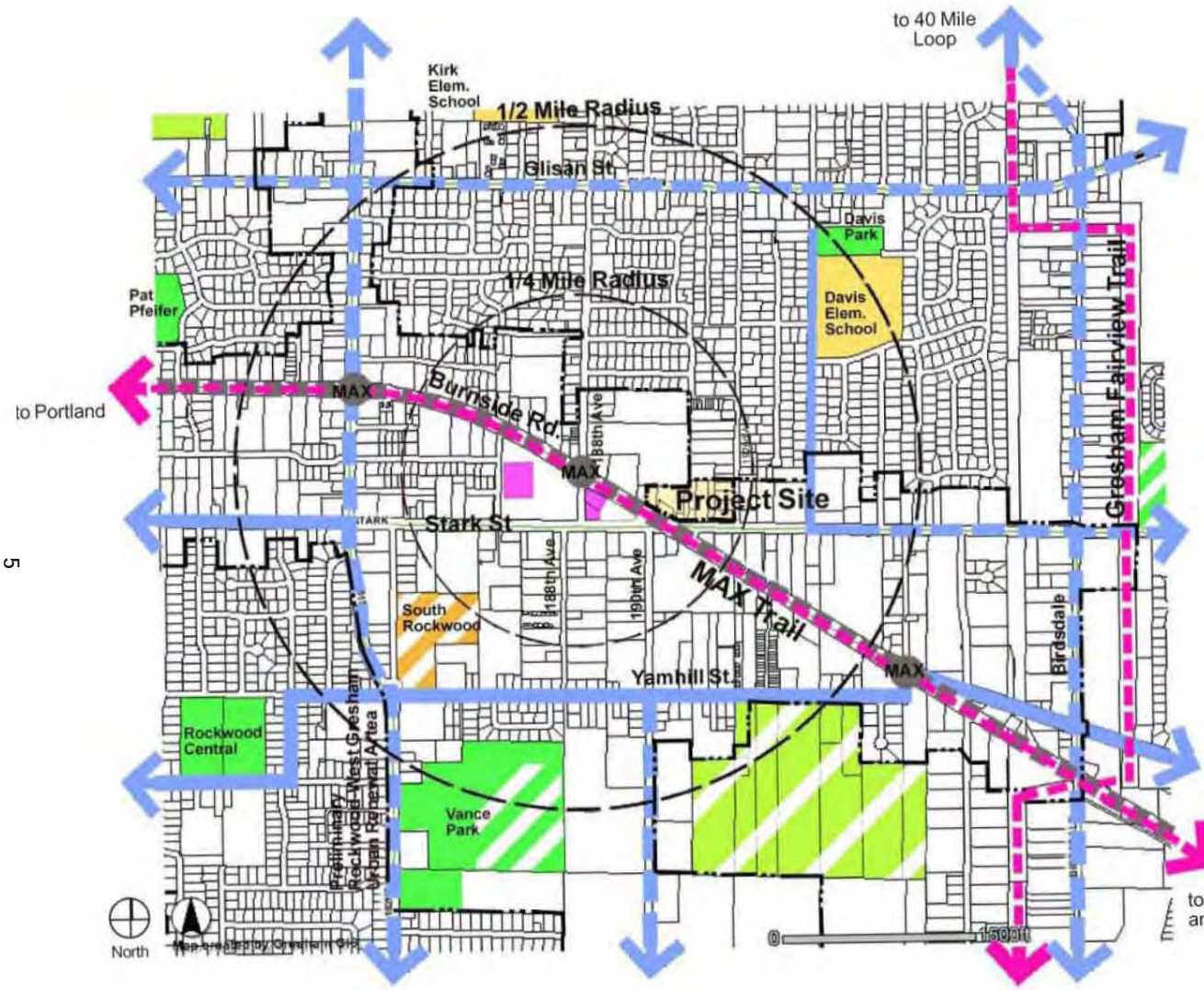


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Parks/Trails/ Open Space



Legend:

Existing-

- Neighborhood Park
- Joint Use Facility
- Open Space
- Light Rail Line/Station
- Bikeway

Proposed-

- Neighborhood Park
- Joint Use Facility
- Open Space
- Urban Plaza
- Bikeway
- Trail (off-street)

Information acquired from the City of Gresham- Parks Recreation and Open Space Master Plan-March 1996

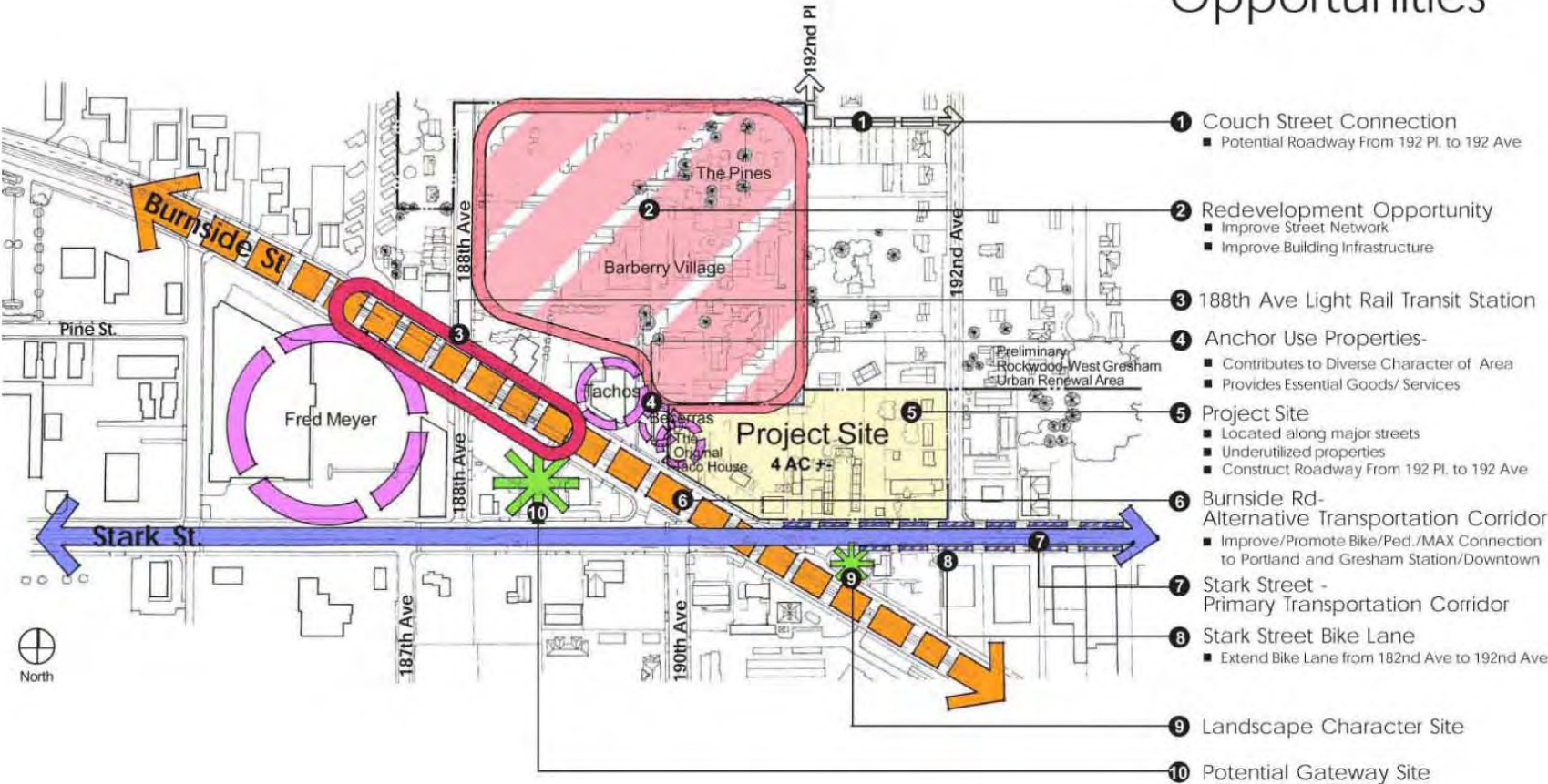
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Gresham, Oregon

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Opportunities

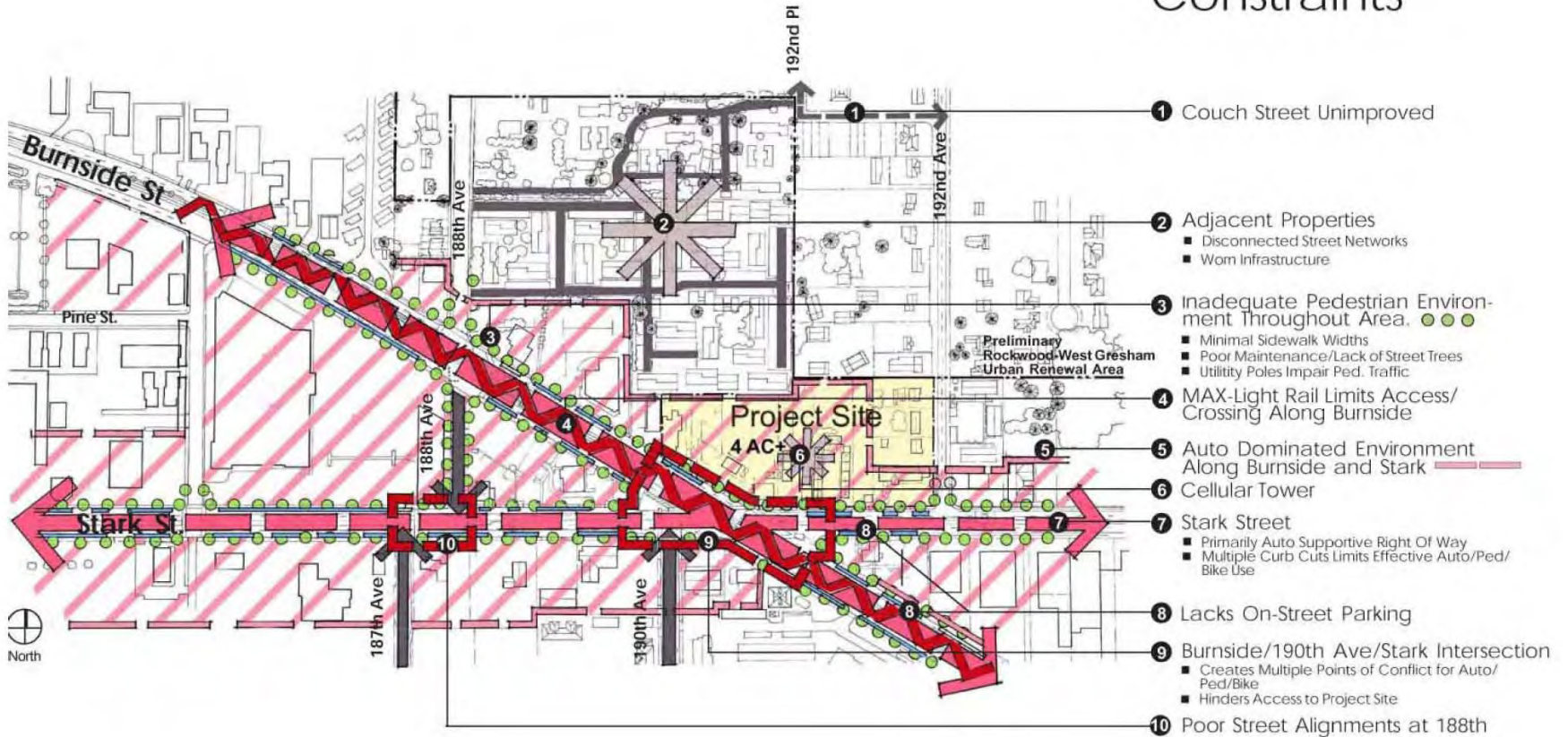


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**Burnside/Stark Mixed-Use
Concept Plan**
Gresham, Oregon
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Constraints



DRAFT 08.22.02

Burnside/Stark Mixed-Use Concept Plan

Gresham, Oregon

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UrbanAdvisors • ACC • H. Lee

Study Area Images



Daret Property- view south



Daret Property @192nd- view south



Daret @ 192nd- view west



Daret- view west



Daret- view east



Daret Property- view north



Stark Street- view east



Stark St- view to north



192nd Place- view south



Daret- view south



Daret Property- view northwest



Burnside & 188th- view southeast



Burnside & 188th- view west



Burnside & 188th-



188th Ave transit



Daret Property- view west



Burnside & 188th- view south

Study Area Images



Barberry- view south to Darel



Burnside & Stark- view south



Stark- view north



Stark & Burnside- view west



Stark- view east



Stark St @ Burnside- view east



Burnside & Stark- view south



Burnside- view west



Burnside- view east



Burnside northside of street



Intersection- Burnside & Stark



Stark crossing Burnside- view west



Stark crossing Burnside- view west



188th Transit Platform- view southwest



Stark- view east



Burnside and 188th-

Market Analysis

URBANADVISORS LTD

Rockwood Project Memorandum

To: George Crandall, Crandall Arambula
Don Arambula, Crandall Arambula

From: Edward Starkie
UrbanAdvisors Ltd

Date: September 30, 2002

Subject: Rockwood Market Assessment

As part of the Rockwood quick response project, UrbanAdvisors Ltd was asked to perform a qualitative market assessment of the project site and surrounding area. The assessment includes an understanding of area demographic trends and trends in housing and commercial real estate. To date we have collated estimates and projections of area demographics, current statistics and projections of office trends for the eastside submarket of which Gresham is a part, and collected estimates of available consumer spending as an indicator for the potential for retail uses at the site. We have also evaluated the potential options for the site configuration and their effect on potential land-uses.

The Site

The project site is on the north side of the intersection of Stark Street and Burnside Street and the MAX light rail line. There is a MAX rail station two blocks east of the site. Because of the oblique angle of the street intersection and the presence of the rail line, access to the site now is not easily accomplished from the arterials it adjoins. Traffic counts are high on both Burnside and Stark, offering potential for retail and, at the same time, perhaps a less desirable frontage for housing. Access to potential retail frontage is difficult from the complicated intersection, such that the most feasible entry to the site is from the north and not from the arterials.

Gresham Demographics

Gresham has grown at a rapid pace since 1990. It is one of the fastest growing cities of its size in the United States, according to Census 2000 figures. Expected household growth from 2001 to 2006 is 2.24 percent annually, slightly over twice the projection of the national average. Household size over this time period is expected to decline from 2.67 persons to 2.63 persons per household, a trend in keeping with regional trends. To achieve this change, the average size of new households will be approximately 2.3 persons per household.

Median age in Gresham is around 33 years with 30 percent of the population under 20 years of age, 60 percent between twenty and 64 and only 10 percent over 65. The largest growth is

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*September 30, 2002
Rockwood Quick Response
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expected to take place in the 45 to 64 age group at 2 percent, with the over 65 group growing only 0.4 percent by 2006. Overall, the demographics reflect a city in which around 67 percent of households now are families, but this trend is shifting as non-family household growth outstrips family household growth (3,800 new non-family households to 451 new family households). In the 2006 estimate family households still comprise around 62 percent of households.

Average household income in Gresham is estimated to be around \$60,000, rising to \$67,000 by 2006. Per capita income is projected to rise to over \$25,000 by 2006. Aggregate income for Gresham is estimated to be \$1.91 billion for 2001, rising to \$2.56 billion by 2006.

The Rockwood neighborhood has been part of this growth, but the trends are rather different from the story for Gresham as a whole. In order to understand the project area, three radius studies were undertaken, one at walking distance (a quarter mile), a half-mile radius and a one-mile radius.

Project Area Demographics

Within a quarter-mile radius of the project site, the number of households for 2001 is estimated at 989 of which 690, or approximately 70 percent, are family households. Households are expected to increase by 117 from 2001 to 2006 with an increase of 9 family households with family households comprising around 63 percent of households. Unlike the average reduction in household size for Gresham, households within a quarter mile of the site are expected to increase in size from 3.13 persons to 3.38 persons per household. This means that new households must be in the range of 4 persons per household to achieve an average for all area households of 3.38 persons. Median household income is estimated at approximately \$33,000 and is expected to increase to \$39,000 by 2006.

Within a half-mile radius of the site the current estimate is 2,216 households of which 1,514 are family households. Households are expected to increase by 236 with no significant change in the number of family households. Household size within a half mile is estimated at 3 persons per household, rising only slightly by 2006. Median household income is estimated at \$33,635, slightly higher than in the quarter-mile radius. Median household income is expected to increase to approximately \$38,000 by 2006, an amount smaller than the expected 2006 income for the quarter-mile radius.

Within a one-mile radius of the project site there are an estimated 6,540 households of which 4,395 are family households. By 2006 there are expected to be an additional 436 households with a decrease of 112 in family households. Household size for the one-mile radius is currently estimated at 2.89 persons and is expected to rise to 2.89 persons per household by 2006. Median household income is estimated at \$38,000 and is expected to rise to \$43,700 by 2006.

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An interesting feature of the quarter-mile radius is that its population density is approximately double that of the half-mile radius and 2.6 times that of the one-mile radius. By 2006 the quarter mile density will be approximately triple that of the one-mile radius. Proportionately the one-quarter mile radius around the site is growing faster than the areas further from the site. Because of the population density, aggregate income in the quarter-mile radius is also expected to grow at a faster rate than in the half and one-mile radii. Aggregate income is expected to grow by approximately 38 percent in the quarter-mile radius, 30 percent in the half-mile radius and 27 percent for the one-mile radius by 2006. Aggregate income for the City of Gresham is expected to grow by approximately 34 percent in the same time period.

The fact that density and incomes are rising faster on a percentage basis in the immediate project area could indicate that this is a developing center of population for a wider area.

Consumer Spending and Retail Potential

Retail potential depends upon available income within a market area around a specific site. Different types of retail have differing market areas. In the case of the Rockwood site, we looked at the walking distance market (a quarter-mile radius) and then at half-mile and one mile radii. Businesses on large arterials often expect 60 percent of their business to be local (within a one-mile radius) and 40 percent to be pass-by traffic from the arterial. Current consumer spending for the area is estimated to be approximately \$21.4 million for the quarter mile, \$48.7 million for the half mile and \$154.4 million for the one-mile radius. If we make the simple assumption that all of this spending is already being done at existing businesses, then to assess whether new retail can work we would look at the growth in spending and what that might support (consumer spending and estimated growth for the project area and for Gresham is shown on the attached sheet).

Using the change in aggregate income, retail spending for 2006 was estimated (not included in these estimates are spending for transportation, such as spending on automobiles and other transportation). New retail spending for the area in the quarter-mile radius is estimated to add approximately \$5.3 million to current spending; for the half-mile radius an additional \$9.2 million; and, for the one-mile radius an additional \$26.7 million.

Based on the foregoing, adjusted for inflation, by 2006 new spending in the quarter-mile radius could potentially support approximately 10,000 square feet of new non-grocery retail; new spending in the half-mile radius could support 18,000 square feet of new non-grocery retail; and, the one-mile radius could support 53,000 square feet of new non-grocery retail over current spending (note that these are not additive—the larger radius encompasses the smaller areas). As a percentage of *total* retail spending within the one-mile radius, this amounts to a capture of around five percent.

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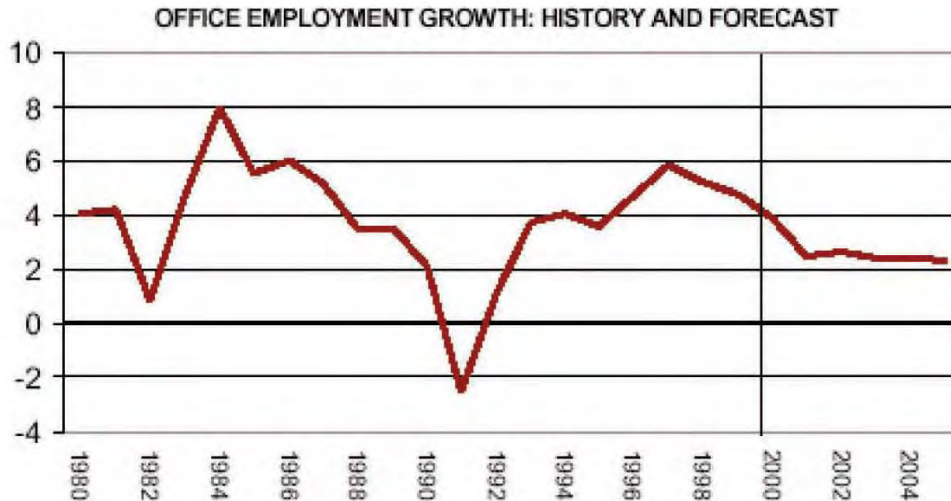
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Metro Area Office Trends

The central issues in this review concern the factors that make office development feasible: current and future leasing rates, trends in absorption, trends in vacancy in future projections of vacancy, and the economic factors driving these trends. In order to understand all of these trends, a number of data sources were reviewed including local real estate leasing summaries, local information on leasing rates and vacancy rates, trends in absorption of office space over the last three years, estimates of space to be constructed in area submarkets, employment trends for the Portland metropolitan area, and national data regarding the future economic climate. Among the sources used were Grubb and Ellis, Norris Beggs and Simpson, CB Richard Ellis, Colliers International, the Oregon Office of Economic Analysis, the Oregon Employment Department, and TortoWheaton Research Inc.

National Trends in Office Markets

According to national experts, office supply and demand is reaching a point of equilibrium. Office employment has leveled off and economic growth is slowing. Thus, the demand side of office development is roughly matched by the amount of space available in the national market and absorption is likely to be slow for a period of years.



Source: TortoWheaton Research

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Office space has a long timeline for completion (unlike residential which responds quickly to market change) and future space coming on line is likely to result in vacancy rates trending upward. According to TortoWheaton Research, vacancy nationally has climbed from around eight percent (first quarter 2000) to around 15.3 percent by the first quarter of 2002, and vacancy is not expected to turn nationally until the third quarter of 2003

Rent growth can offset higher vacancy rates, but rent growth in year 2000 was strongest in areas with high tech employment. Nationally, rent growth was over 12 percent in 2000 (an incredible 21.6 percent in Portland), but is expected to drop to about six percent for 2001. The lackluster performance of high tech sector is expected to dampen rent growth in 2001. With both rising vacancy and softening rent growth, returns in office can be expected to slip, and real growth in rents is not expected until 2005.

Nationally, office peaked in year 2000. While owners of existing properties will still receive viable returns, new construction is entering a market of lowered returns and expectations of low absorption and rising vacancy. New completions are expected to run between 45 million square feet and 53 million square feet semi-annually from 2001 to the end of 2005, while absorption is expected to be from 29.6 million to 32.7 million for the same period. During this same period, rents in 2000 dollars are expected to rise by about a dollar and then drop back to current levels.

Employment Trends

Employment growth in the Portland Metro area has averaged approximately 4.6 percent for the years from 1990 to 2000. Approximately 80 percent of office space is occupied by Financial Insurance and Real Estate (FIRE) employment and this sector is not projected to grow at rates comparable to total past employment growth. For the state as a whole, the estimated growth in total FIRE employment through 2007 is only 11,600 employees statewide with most growth taking place after 2002. Short-term growth from 2002 to 2004 is

State Employment Growth Forecast											
<i>Oregon Office of Economic Analysis</i>											
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
FIRE											
Oregon	94.8	95.2	95.4	95.2	96.4	97.7	100.1	102.5	104.1	105.6	106.8
% Ch	4.3	0.4	0.2	-0.2	1.3	1.4	2.4	2.4	1.6	1.4	1.1
U.S.	7.1	7.4	7.6	7.6	7.7	7.9	8.1	8.2	8.4	8.5	8.6
% Ch	2.9	3.9	2.5	0.7	1.3	2.4	2.5	1.9	1.8	1.4	1.1
Services											
Oregon	402.9	412	425.4	435.4	443.1	457.1	472.3	487.4	501.8	515.6	527.8
% Ch	5.3	2.3	3.3	2.3	1.8	3.1	3.3	3.2	3	2.7	2.3
U.S.	36	37.5	39	40.4	41.2	42.5	44	45.2	46.4	47.7	48.8
% Ch	4.6	4.1	4	3.5	2.1	3.1	3.5	2.7	2.8	2.7	2.3

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only 2,400 employees statewide. At 200 square feet per employee this translates into a statewide need for less than 50,000 square feet of space for FIRE employees in the next two years.

To present the total picture for office employment it is necessary to examine the other sectors using office space. In the table below, "Employment Trends in Office Space Users," the primary users of office space in Portland and their employment trends are listed.

Portland Metro Area Employment Trends in Office Space Users

Business	Employment (x1000)	Average Annual Growth Rates		
		Last 10 Years	Last 5 Years	Last Year
Banks	19.2	3.6	4.0	-0.8
Credit Agencies & Mortgage Companies	4.1	5.6	8.1	11.0
Insurance Agents	5.3	1.3	-0.2	-3.6
Insurance Companies	11.5	-0.5	-0.7	-2.8
Misc Investing & Trusts	3.1	1.2	7.2	3.0
Real Estate Companies	20.1	3.6	1.5	0.0
Securities Firms	3.1	7.0	5.9	0.6
Accounting Firms	4.2	2.0	2.0	2.4
Advertising	2.9	4.9	8.1	14.9
Book Publishing	0.9	23.4	19.5	25.0
Computer & Data Processing	15.3	8.3	11.1	14.5
Consumer Credit Reporting	0.9	4.4	2.7	9.2
Engineering & Architectural Services	8.3	4.8	4.7	3.6
Legal Services	7.1	1.0	1.9	0.9
Mailing & Reproduction	2.5	0.9	4.9	8.7
Management & Public Relations	5.6	9.4	8.7	9.9
Misc. Business Services	15.1	5.2	8.0	12.4
Misc. Equipment Rental & Leasing	1.5	0.3	0.8	7.9
Motion Picture Distribution Services	2.4	35.9	37.5	30.4
Motion Picture Production & Allied Svcs.	1.6	15.6	13.8	6.6
Other Services	11.2	1.7	0.6	-0.1
Personnel Services	30.6	10.9	7.4	11.2
Research & Testing Services	3.3	2.8	2.6	0.6

Source: Torto Wheaton Research

The greatest recent growth in office space is in the service sectors, led by Personnel Services, Computer and Data Processing, and Miscellaneous Business Services. Banks and Real Estate Companies have grown steadily over the last ten years but are now experiencing no growth or slight declines in employment. The question for building owners and developers is what effect the continued recession will have on the tech/services sectors that accounted for much of the employment growth in the past several years.

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Metro Area Office Markets: History and Forecast

The last eight years in Portland have been unparalleled in its history. All real estate development has had a golden period in which it was difficult to have a project fail to lease. The table below shows estimates of office stock and absorption for the Portland Market over the last five years. Net absorption was very strong in the first half of 200 following completions in 1999. Over the five-year period, real rents rose and vacancy declined.¹

Portland Office Market History

	Total Employer Growth %	Office Empl. (x1000)	Stock (x1000)	Completion (x1000)	Net Absorption (x1000)	Vacancy Rate %	Real Rents*
History							
1995.2	2.4	152.2	25,654	220	609	8.0	\$18.55
1996.1	2.7	157	25,839	185	196	7.9	\$18.81
1996.2	1.6	160.6	26,110	271	720	6.1	\$19.24
1997.1	2.6	167.5	26,540	430	404	6.1	\$19.69
1997.2	1.7	171.7	26,988	448	637	5.3	\$20.23
1998.1	1.2	173.3	27,190	202	110	5.6	\$20.55
1998.2	0.3	174.5	27,485	295	196	5.9	\$21.00
1999.1	0.4	175.8	28,236	751	396	7.0	\$20.46
1999.2	1.2	179.1	29,405	1,169	587	8.7	\$19.85
2000.1	1.8	184.9	29,772	367	1198	5.8	\$21.93

* Real rents shown in 2000 dollars

Source: Torto Wheaton Research

The historic table above indicates a level of absorption exceeding employment growth. A possible explanation is that there was pent-up demand for space that was not being satisfied. Another explanation that is anecdotal is that high tech users came to the market with large amounts of capital that allowed them to rent not only space for current needs but also space for future expansion. Nationally, this has resulted in large amounts of sublease space becoming available, adding to the rise in vacancy by as much as four percent.

Torto Wheaton projected rising vacancy for the Portland Metro area market, rising to 15 percent by year 2006 (see "Portland Market Forecast" on the next page). Real rents were projected to drop until sometime in 2006. In general, this seems to indicate lowered returns due to lower net operating incomes (as a result of lower rents and higher vacancy). The recession has compounded the challenges presented in these projections. Torto Wheaton

¹ Net Absorption is the net change in multi-tenant occupied stock, in square feet. Thus if there are 1,00,000 square feet of completions and vacancy rises by 1,000,000 square feet, net absorption is zero. Gross absorption figures reflect the level of leasing activity (which includes trades of space in the same market) rather than the total change in absorbed space.

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projected a direct vacancy rate of 10.6 percent for Portland markets in the first quarter of 2002, and this has been confirmed, but the addition of available sublet space yielded a total vacancy rate for first quarter 2002 that stands at approximately 15 percent.

Of the total projected net absorption, Downtown, Vancouver, Beaverton and Kruse Way are expected to take up approximately 70 percent. The remainder of the metro area submarkets take up shares of net absorption that are in the single percentages.

Portland Office Market Forecast

	Total Employer Growth %	Office Empl. (x1000)	Stock (x1000)	Completion (x1000)	Net Absorption (x1000)	Vacancy Rate %	Real Rents*
Forecast							
2000.2	0.7	187.5	30,670	898	590	6.6	\$23.38
2001.1	0.7	189.4	31,373	703	238	8.0	\$23.58
2001.2	0.8	191.4	32,016	643	99	9.5	\$23.40
2002.1	0.9	193.7	32,581	566	142	10.6	\$23.07
2002.2	0.7	195.9	33,056	475	203	11.3	\$22.73
2003.1	0.6	198	33,577	521	254	11.9	\$22.38
2003.2	0.6	200.1	34,169	591	284	12.6	\$22.05
2004.1	0.7	202.3	34,777	608	298	13.3	\$21.76
2004.2	0.7	204.5	35,365	588	302	13.9	\$21.47
2005.1	0.7	206.8	35,914	549	301	14.4	\$21.14
2005.2	0.7	209.1	36,420	506	297	14.7	\$20.79
2006.1	0.7	211.5	36,883	463	295	15.0	\$20.41
* Real rents shown in 2000 dollars							

Source: Torto Wheaton Research

The Eastside Submarket

Gresham is part of the eastside submarket. While downtown Portland has experienced a rise in vacancy to 12.49 percent, the eastside market vacancy has risen to slightly over 17 percent overall, and 13.6 percent for Class A space. Eastside rents for Class A space range from \$11.00 to \$24.50 per square foot per year. Eastside absorption for year 2001 was 9,700 square feet, according to Colliers International. Direct absorption was approximately 25,000 square feet, but more than 15,000 square feet of sublease space came onto the market. This trend has continued into the first quarter of 2002 with *negative* absorption of 9,800 square feet in the eastside market (more space was given up than leased).

In the last year (2001), according to Colliers International, there were no new completions on the eastside, while there were over 1,100,000 square feet of space completed in the Westside markets. Vacancy for the Westside completions stood at approximately 67 percent at the end of 2001.

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Given the low state projections for FIRE employment, the current recession and the current problems in the tech/service industries, the demand for new speculative office space is low. According to Colliers, effective rental rates in the Metro area have dropped by ten percent due to concessions offered to keep existing tenants or entice new tenants. According to Grubb and Ellis, this period is being viewed as a time for potential acquisition, or bottom fishing, of properties that are in markets hit by the current recession. As rents decline, space values decline, making acquisition at lower prices possible. In such a climate, with excess space, declining real rents and the need to provide concessions, new construction is difficult to support. Given the challenges of the current market, financing for new speculative construction is challenging.

The question for developers and lenders is when the effects of the previous building boom and the current recession will cease to be felt. Estimates vary widely, as no one has an accurate means to foretell future economic trends, but according to Torto Wheaton, national office vacancy will turn in the third quarter of 2002 with recovery by the first quarter of 2005. Real rents are expected to turn by 2003 with recovery by 2005. These estimates would indicate that new construction projects might be more likely to succeed in two to three years than at the present time.

Preliminary Findings for the Site

The following preliminary findings are based upon the collected information on demographics, income, consumer spending, and commercial development trends:

There is a potential for some amount of retail on the site if access difficulties can be resolved. The potential amount of retail will depend upon what competition is available or planned for the area, and whether this area is, as surmised, a demographic center. Grocery may not be viable with the existing Fred Meyer store located only blocks away. If this area is emerging as a demographic subcenter, then it may be reasonable to aggregate a larger concentration of retail here that would draw upon the one-mile-radius market.

Speculative office space is likely to be difficult because of current market conditions and because of the aggregating power of centers such as downtown Portland, Kruse Way and other suburban subcenters. Small service oriented businesses that use offices may be possible as part of a mixed-use retail-office-housing project, given the expanding population and income of the immediate area.

Housing is possible for this site, but the number of units will be modest since the local demographic change indicates growth of only 117 households within five years.

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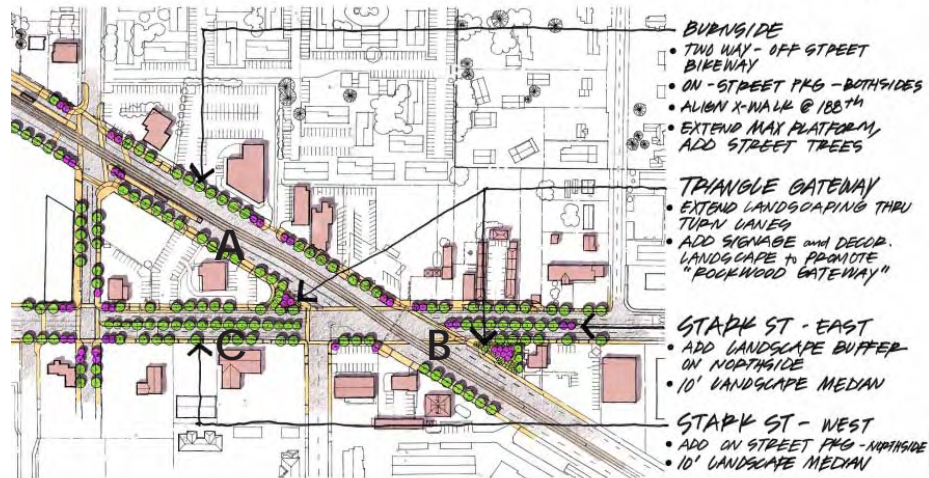
Consumer Spending Trended to 2006												
(All Numbers in Thousands)												
	0.25 Mile Radius - Walking Distance			0.5 Mile Radius				1 Mile Radius				
	01 Est	06 Estimate	Change 01-06	01 Est	06 Estimate	Change 01-06	01 Est	06 Estimate	Change 01-06	01 Est	06 Estimate	Change 01-06
Aggregate Income	38,674	53,619	14,945	13,536	93,247	120,763	27,516	24,922	295,628	375,589	79,962	72,424
Total Retail Expenditures	21,391	29,657	8,266	7,487	48,759	63,147	14,388	13,032	154,472	196,254	41,782	37,843
Retail Less Transportation	13,718	19,019	5,301	4,801	31,243	40,463	9,220	8,350	98,735	125,441	26,706	24,188
Retail Categories												
Food Service	5,234	7,257	2,023	1,832	11,885	15,392	3,507	3,177	37,410	47,529	10,119	9,165
Food at Home	3,102	4,301	1,199	1,086	7,035	9,111	2,076	1,880	22,097	28,074	5,977	5,413
Food Away from Home	1,809	2,508	699	633	4,117	5,332	1,215	1,100	13,004	16,521	3,517	3,186
Apparel & Services	1,875	2,600	725	656	4,276	5,538	1,262	1,143	13,529	17,188	3,659	3,314
Health & Personal Care	1,026	1,422	396	359	2,329	3,016	687	622	7,308	9,285	1,977	1,790
Leisure & Entertainment	2,047	2,838	791	716	4,676	6,056	1,380	1,250	14,845	18,860	4,015	3,637
Home Furnishings	3,197	4,432	1,235	1,119	7,315	9,474	2,159	1,955	23,280	29,577	6,297	5,703
Other Retail Expenditures	338	469	131	118	762	987	225	204	2,364	3,003	639	579
Transportation	7,673	10,638	2,965	2,686	17,516	22,685	5,169	4,682	55,737	70,813	15,076	13,655
Supportable Square Feet of All Retail												
(Not Including Transportation)												
Non-food Retail*	69	95	27	24	156	202	46	42	494	627	134	121
Less Food at Home**	(9)	(12)	(3)	(3)	(20)	(26)	(6)	(5)	(63)	(80)	(17)	(15)
Retail Other than Grocery	60	83	23	21	136	176	40	36	431	547	116	105
Capture of 50%				10				18				53
* At Average Sales/SF of \$ 200											Sales Needed	10,548
** Food at Sales/SF of \$ 350											Capture of Total CSP	5.4%

Source: ESRI and UrbanAdvisors Ltd

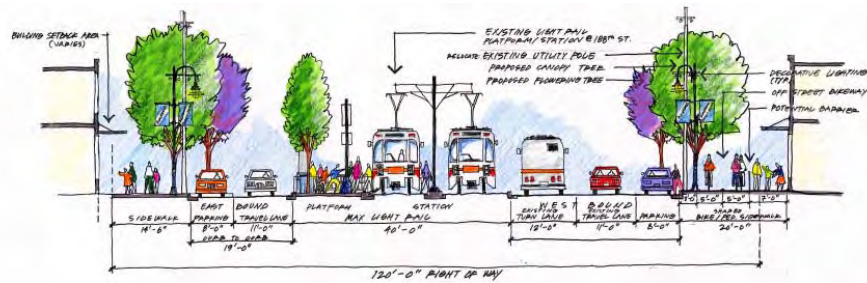
Urban Economic Advisory Services
 1211 NW Glisan Street, Suite 204, Portland, Oregon 97209
 Phone: (503) 248-4030 • Fax: (503) 721-0957 • Email: office@urbanadvisors.com

Burnside & Stark- Street Alternatives

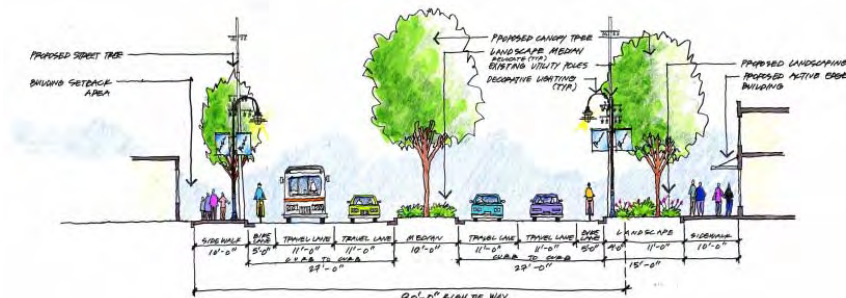
TOWN CENTER BURNSIDE and STARK BOULEVARD IMPROVEMENTS



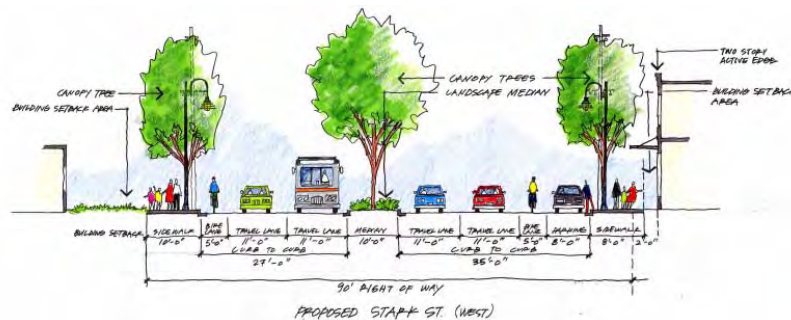
BIKE / PED. TRAIL



A-Section



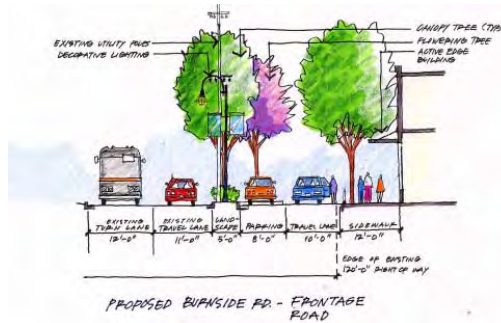
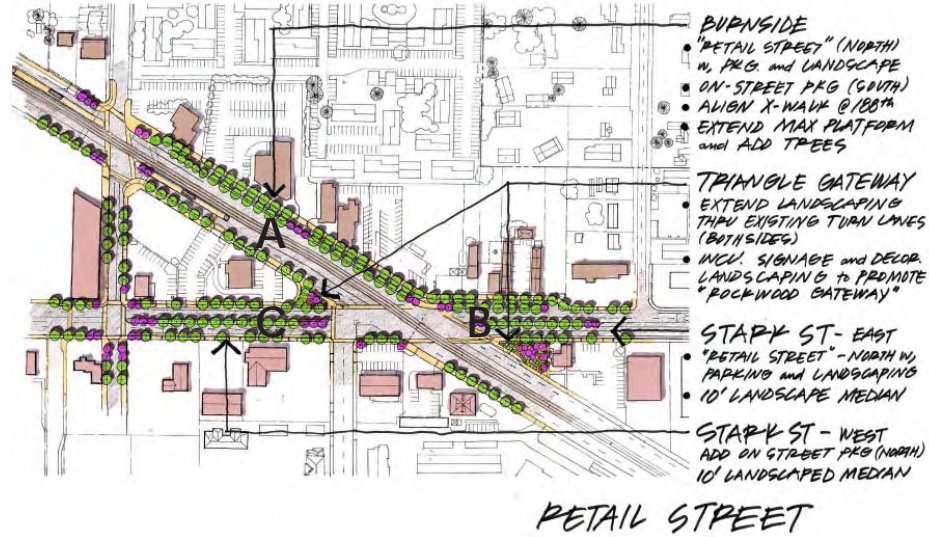
B-Section



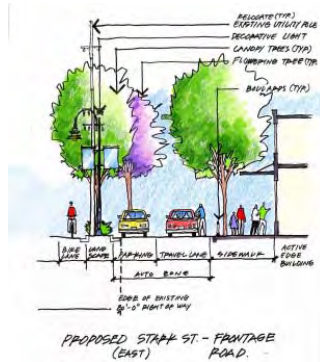
C-Section

Burnside & Stark- Street Alternatives

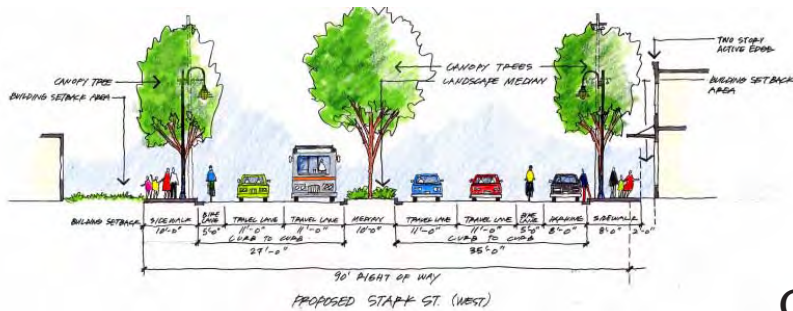
TOWN CENTER BURNSIDE and STARK BOULEVARD IMPROVEMENTS



A-Section



B-Section



C-Section

Stakeholder Meetings

Stakeholder Interviews

Gresham Rockwood Quick Response Project

Stakeholders Interview #1
07.22.02

Who: Meeting attendees included Stakeholders- Phil Whitmore- METRO, Michael Dennis- tri-met, Scott Keillor- Project Manager/City of Gresham, George Crandall-Crandall Arambula, Don Arambula-Crandall Arambula, and Jason N. Graf-Crandall Arambula

What: The purpose of the meeting was to inform stakeholders of the role the consultants will play in a redevelopment plan for a key property in Rockwood as part of a Quick Response funded project. In addition stakeholders were asked to identify and describe the opportunities and constraints inherent to the Rockwood area. Particular issues were identified relative to transportation, redevelopment potential, safety, and parks/open space.

Where: The meeting was held at METRO, 600 NE Grand Ave, Portland, Oregon 97232-2736

Questions and Discussion: The following is a summary of stakeholder-consultant discussions.

Summary:

The market potential and type of redevelopment for the Rockwood site was discussed and included possible development costs, and a range of pricing alternatives. Strategies for public incentives to promote/support private development included the following: urban renewal area designation, tax abatement strategies, and community investment funding. Suggestions for project types consisted of any combination of mixed-use opportunities coupled with elderly housing, daycare facilities, commercial/service/retail and parking. A discussion of existing conditions highlighted the relative low value and revenue stream for the property. Constraints within the existing infrastructure along Burnside and Stark appear to be utility line locations, lack of on-street parking, crossing conflicts with MAX Light Rail Line, and the impact of the Stark/Burnside intersection as a hindrance to site access. Opportunities for the study area suggest there is a diverse population within Rockwood, proximity to the Light Rail station and a variety of existing businesses that may play a role as anchors for redevelopment of the project site.

Additional projects, reports, and design plans were discussed relative to the project area and included the Stark Street Boulevard Plan (an extension of the PED-TO-MAX Program: contact Rebecca Ocken), the Rockwood Action Plan, Division Street Plan, Rockwood Market Study, and Urban Renewal Planning. Examples of built projects included Russellville Commons, Elderly Housing-60th and Glisan, Buckman Heights, and Monohan's at 172nd and Burnside

Gresham Rockwood Quick Response Project

Stakeholders Meeting #2
07.30.02

Who: Meeting attendees included Stakeholders- Richard D. Anderson - MBA, CPA, Fred W. Bruning – Center Oaks Properties, Theresa Kuminski-Rockwood Chair; Project Manager - Scott Keillor- City of Gresham; Consultants: Don Arambula-Crandall Arambula, and Jason N. Graf-Crandall Arambula

What: The purpose of the meeting was to inform stakeholders of the role the consultants will play in a redevelopment plan for a key property in Rockwood as part of a Quick Response Funded Project. In addition stakeholders were asked to identify and describe the opportunities and constraints inherent to the Rockwood area. Particular issues identified were related to transportation, redevelopment potential, safety, and parks/open space.

Where: The meeting was held at City of Gresham, 1333 NW Eastman Parkway, Gresham, OR 97030

Questions and Discussion: The following is a summary of stakeholder-consultant discussions.

Summary:

Prior to stakeholder meetings the project manager and consultants reviewed key transportation, parks/open space, and issues relating to adjacent uses. Scott Keillor outlined significant funding, reports and studies that may guide or influence the Quick Response project. The project consultants retained a copy of the Parks and Trails master Plans.

Richard D. Anderson- Richard described the relative location of the project site as a potential gateway/entry to Rockwood from Gresham. Overall his sense was that the “triangle” needed cleaning up, 190th to Stark was problematic, along with the alignment of 188th to Stark, but felt there was a good retail zone. Within this context the project area is considered a catalyst site. Regarding transportation issues the MAX was considered to have a weak aesthetic vision representative of a minimal cost design from Stark to 178th. Discussion of parks and open space showed a deficiency in the project area. Proposed parks mentioned include Vance Park at 190th and the Triangle Park at Stark and Burnside. A mix of land uses might include a health clinic, 24-hour use, local shops/short trip use, and incubator spaces. Finally there is a sense that city services lack credibility, and that the lack of consistent city services have contributed to the “downgrade” of the Rockwood area.

Stakeholder Interview 07.30.02Cont.-

Fred W. Bruning- The project area was again identified as a catalyst site with the potential to set the tone for revitalization in the area. Redevelopment projects at Mall 205 and Gresham Station show investment occurring on either side of Rockwood. The types of uses identified include senior housing, retail/residential, and medical/education. Retail may include restaurant, beauty parlor, police precinct, daycare, or high turn over/low priced goods and services. There was a perception that any development should be able to stand on its own without intense subsidy, but rather offering fast track strategies to promote and not trump up new development.

Building a public/private partnership was identified as a possible solution for developing this site. The need for Biotech training could include a mixed-use project that partners Mount Hood Community College and the Adventist, Providence, and Legacy Medical groups. The demographic in the Rockwood area aligns well with the Community College student profile of an average student being 31 years of age with a family. A link between the area hospitals and education could promote development and wealth creation in Rockwood. Fred offered his service pro bono to this redevelopment project.

Theresa Kuminski- Theresa identified the potential development of Rockwood as one consistent with the environment surrounding the Lloyd Center on Portland's eastside. There was a desire to have increased home ownership and higher end rents within a higher density building. The population diversity, which includes Latino, Asian, and Eastern European immigrants, was considered an opportunity to expand and create businesses around these populations. The types of businesses may be restaurants, bakeries, services etc. Overall streetscape improvements such as medians, lighting, and friendly sidewalks were identified. Public services and property management was considered lacking in the area. On the public side, code enforcement is inconsistent. Some private properties lack responsibility for infrastructure maintenance and need to reduce negative impacts to adjacent properties. For instance, some rental properties lack sufficient open space for residents and children. Providing space for recycling and vehicle maintenance is inefficient and impacts adjacent properties, both visually and through scattered refuse. A little grooming on the part of public and private entities was critical to the promotion of the overall character of Rockwood.

Meeting Summaries

Burnside/Stark Boulevard Mixed Use Concept Plan

Stakeholders Meeting #3
08.27.02

Who: Meeting attendees included stakeholders, local residents and city /METRO staff-

Dick Anderson	Ron Bunch	Fred Bruning
Arthur Daret	Hilga Daret	Katie Fernandez
Marc Guichard	Scott Keillor	Yvonne LeMay
Deb Miehoff	Rebecca Ocken	Wayne Walker
Pablo-Tachos		

Consultant:
Don Arambula George Crandall Jason N. Graf

What: The meeting began with introductions and a thirty-minute presentation outlining existing conditions and opportunities/constraints for the project area. In addition, a review of four land use and circulation options were presented along with proposed right-of-way improvements along Burnside Rd. and Stark St. Questions and comments proceeded for an additional thirty minutes the results of this discussion were transcribed on a flip chart and are presented below. The final minutes included the filling out of Response Sheets, which asked attendees to rank, in order of preference the four alternatives.

Where: The meeting was held at City of Gresham, 1333 NW Eastman Parkway- Room 2A

Flip Chart Notes:

The following are public/stakeholder comments, questions and responses recorded on a flip chart during the discussion of issues and opportunities related to the Burnside/Stark Properties. Respondents were located in a round table format, the comments are as follows:

Question/Comments:

Consultants were asked to compare their experience with the Interstate MAX Station Area Revitalization Strategy and the Burnside/Stark Mixed Use Concept Plan.

Response:

- *Tough Site*
- *Not a stand alone project, must have increased connections to Light Rail Transit and adjacent neighborhood/ services*
- *Strengthen the PEDESTRIAN ENVIRONMENT, extends project value*
- *Retail Use- Needs on-street parking- "a frontage road"*
- *Currently, not a strong office precinct, lacks an agglomeration of other office uses. May support small office close to home*
- *Housing Use- Corner traffic at Burnside and Stark impede housing opportunities-noise, congestion, etc., However orienting away from congestion and inward to a "new street" could create successful environment. Project area would be primarily a housing site.*

-
- Options B, C, D could work w/ tune-up and phasing plan. This allows flexibility over time. Could allow for “bail outs” - ie mix or change development program that responds to shifts in the market.
 - Off Site Issue Areas include 190th and 192nd—these are as critical or more than the project area. There are needed infrastructure improvements within adjacent areas—these areas are key!!
 - What about underground parking???

Response:

- *Weak market may not justify construction of underground parking.*
- *The existing adjacent/immediate area does not support.*
- Many have been killed at 181st.
- There have been a net loss of businesses
- Fred Meyer is not improving its store.
- There is a conflict with on-street parking and bike lanes. There is a conflict with a frontage road and bikes/pedestrians.
- Will this project be enough to bring people to Rockwood???

Response:

- *Change is incremental. It is important to build improvements over time that create an environment that will bring people to Rockwood*
- The MAX Stations are dangerous for pedestrians.

Response:

- *Stark is being reconstructed.*
- *Urbanizing of the area around Burnside will include platform adjustments for safety*
- Can a travel lane be removed along Stark??

Response:

- *This needs further study but it is suggested over an area of a couple of blocks*
- *Undergrounding utilities is currently under discussion*
- Is an off-street trail along Burnside set in stone???? There are no bikes along Burnside today. Bottleneck of cars is the current problem.

Response:

- *An off-street trail with separation between bikes and pedestrians will increase ridership, increase safety and improve the overall environment.*
- Options B and D looks good. Will on-street parking promote delinquent vehicle storage???
- The Frontage Road concept has potential to work as improvements within an easement, or examining codes. Codes must be addressed to act as a way to facilitate this type of design concept.
- Should the Project Area site serve the Triangle, which could be a higher land-use property?

Response:

- *The “mini” triangle could be a high-density signature building with great visibility at Stark and Burnside.*
- Rockwood has no gathering spaces!!! A townhouse option (Alt. C) may not work for public gathering. However, it could signal positive change in the area.
- Alt C.—Townhouses are sandwiched between rental along Stark and rental to the north on adjacent properties- this is a conflict.

-
- VISIBILITY—This is the key opportunity for this site.
A quality development is needed. This could be a demonstration project for a public/private partnership. Public dollars from various entities, (City, TRIMET, County, Urban Renewal Funding) could help promote private investment.

- 192nd is in need of improvement.

There are no sidewalks

" " no curbs

This is a key transportation link. Used by County trucks. High traffic.

New crosswalks are critical at intersection with School

The County should fund improvements.

Response:

- *The Adopted Transportation System Plan is aware of the need to address the problems with 192nd*

- This project area is considered a catalyst within the Rockwood Renewal Area.

What are additional opportunities for partnering, that deal with road, right-of-way, and amenities???

Phasing is critical for a long-term plan. (Urban Renewal)

Response:

- *Change code first!! We need to define what the physical needs are to contribute to a public/private partnership.*

Response:

- *The code does allow for a phased development program, but not outright change of use over time.*

Changes to planning and zoning can occur specific to the Rockwood Plan Area without affecting changes for Gresham as a whole.

- It is critical to develop an Action Plan that includes a time frame and schedule.

- High Voltage Wires-

Include utility co. with public/private partnership.

Could high density housing be impacted by wires and require a building setback???

RESPONSE SHEET

Summary for:

Burnside/Stark Boulevard Mixed Use Concept Plan

August 27, 2002

(13) Thirteen Response Sheets were submitted. Respondents indicated preferences for four concepts by ranking 1 through 4, with 1 indicating most preferred and 4 indicating least preferred:

Concept B- "Retail Street" was overwhelming preferred by respondents receiving 11 of 13 number 1 ranking votes.

Concept Plans

Ranking

1 2 3 4 no response

A



Total:

B



Total:

C



Total:

D



Total:

COMMENTS

Summary for:

Burnside/Stark Boulevard Mixed Use Concept Plan

August 27, 2002

The following are the list of comments related to the RESPONSE SHEET for the Burnside/Stark Mixed Use Concept Plan :

- Could power lines be taken down and put underground? In progress!
- B brings people into the area as does (A). In a way it begins to create a city center for Rockwood.
- I think 'B' provides the character component that Rockwood really needs. Retail/comm. unsafe w/o slip street, a critical element to the design's success.
Residential @ corner proper doesn't meet the "I wouldn't live here" test (Concept C+D)
Potential for more density at "garden apt." phase Concept B?
Rental housing not palatable to neighbors....
- B & D are close- unsure area ready for high density housing- could start w/ alt. B and phase into Alt. D when area ready. Parking would essentially preserve land for future uses.
- Slip lane w/ double row of trees is intriguing. Can the city move quickly enough to commit to off site improvements? As usual a cogent analysis and provocative alternatives.
- Need more info before deciding above options, ie studies to indicate Stark & Burnside would handle single lanes each way for thru traffic.
- Streets dangerous now w/o retail-small stores, curb parking, and bicycle trails. MAX presents another dangerous situation. Too many auto's now on both Stark and Burnside.
- Option B with office not garden apt. Option C- townhouses sandwiched between rentals- will end up being rentals b/c not enough ownership opportunities.
City needs to retain Rockwood Rental Housing Ban in all areas except Rockwood Town Center. This will enable market forces to focus redevelopment activities in the Rockwood Town Center. Mixed Use is expensive- this helps encourage owners to invest in the Rockwood Town Center.
- Frontage road is an interesting concept for solving access issues at a difficult intersection. Greenspace in B is intriguing and could make a great n'hood feel to this site.
Option D may be more of what the market can bear in the short-term-- easier financing, but I think R'wood needs to think bigger than short-term.
- The street/pedestrian amenities are absolutely essential to the success of this project.
- Enough housing- build some place for people to gather.
- D- need some transit/pedestrian entries on Stark/Burnside. Overall - frontage street is great idea! Could mean some different code approaches as "transit streets" do not allow frontage road. B- favorite; a true mix of retail/office (existing) & housing(at mid-scale) - good solution.
- Public/private partnership inept- identify public contribution. Ammenities are essential. Access is critical, high rate of walking in area- A lot of people without automobiles. Mitigate the impacts of Burnside and Stark. Transportation engineering issues- at Burnside and Stark intersection.

RESPONSE SHEET

Summary for:

Burnside/Stark Boulevard Mixed Use Concept Plan-
Presented at the Rockwood Neighborhood Association September 10, 2002

(7) Seven Response Sheets were submitted. Respondents indicated preferences for four concepts by ranking 1 through 4, with 1 indicating most preferred and 4 indicating least preferred:

Concept B- "Retail Street" was preferred by respondents receiving 3 of 5 number 1 ranking votes.

Concept Plans

Ranking

1 2 3 4 no response

A



Total:

0 3 0 2 2

B



Total:

3 2 0 1 1

C



Total:

2 0 2 1 1

D



Total:

0 0 1 4 1

COMMENTS

Summary for:

Burnside/Stark Boulevard Mixed Use Concept Plan
Presented at the Rockwood Neighborhood Association September 10, 2002

The following are the list of comments related to the RESPONSE SHEET for the Burnside/Stark Mixed Use Concept Plan :

- Unable to respond
- I feel the crosswalks should have a auto stop when the MAX stops at a station.
There is a accident waiting to happen at 181st and E. Burnside.
- Could there be a community "Policing" area? Or other security measures should be looked at.

RESPONSE SHEET

Summary for:

Burnside/Stark Boulevard Mixed Use Concept Plan-
Final- Preferred Plan Presentation

September 24, 2002

(10) Ten Response Sheets were submitted. Respondents answered the question "Do you favor the preferred plan?" - YES, NO, OTHER.

The Preferred Concept E- received (10) ten YES votes. See the following pages for respondent comments.

Preferred Concept Plan	Ranking		
	Yes	No	Other
Total:	10	0	0

E.



COMMENTS

Summary for:

Burnside/Stark Boulevard Mixed Use Concept Plan-
Final- Preferred Plan Presentation

September 24, 2002

The following are the list of comments related to the RESPONSE SHEET for the Burnside/Stark Mixed Use Concept Plan- Final Preferred Plan Presentation:

- Possible zone change from SFR to Multi-family on 192nd
- Attract people in area w/less income to this new development, and also the drive-by with interesting shops- Bakery, Deli, Coffe shop with outdoor seating, . Foot traffic will attract car on-lookers.
- We believe this addresses all of the issues that have hindered Rockwoods development. Right now, nothing is happening, and never will unless there is dynamic change, where people are encouraged to go to Rockwood. Code should be the least of the worries or obstacles. Vision and creating a framework to carry this out should continue and be implemented ASAP.
- As proposal, preferred plan looks to generally be in compliance w/ City's Development Code- 2-story min- orientation to street, parking behind/beside buildings, etc... Frontage road critical- will require some type of modified street section and intersection spacing modification.
- 1. Would retailers feel comfortable having two entrances----- that it might increase "shrink"?
2. Would potential national retailers be concerned that the limited - access Boulevard would cut off access?
Great job on a tough exercise! Mike Dennis
- Enhanced pedestrian environment & bikeway, excellent ideas. Frontage road and Burnside parking will take some code/political/traffic work but are good concepts. Need to promote diverse, yet unique Rockwood shops and services- may be unrealistic without anchors, as discussed. Flexible space to meet various business size, shared reception, important. Would suggest, support housing in surrounding area-- Also, like plaza!!
- With city financial support for street improvements this plan is eminently buildable within the next 18 months.
- The county needs to come on board and move truck route to 207th to facilitate this project. Tri-Met also needs to come to the table and create an urban look to the tracks- like downtown Portland and Hillsboro- not industrial ugly.
As always, the project needs City \$\$ to jumpstart the project- it would be a good first start/first splash at Rockwood-- lead off with something of high quality.
- Like this plan. Two-story would look great. Doubt if frontage road could be built. Who pays for it? What if urban renewal doesn't pass?