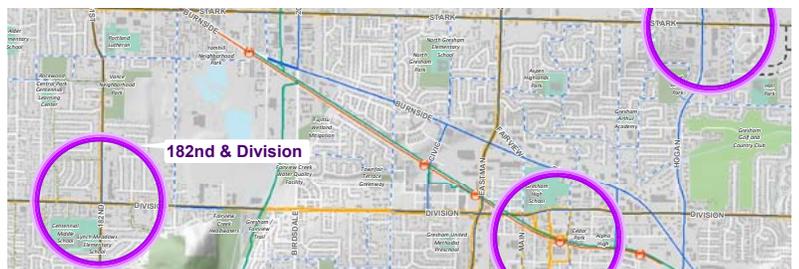


# Powell-Division Transit and Development Project

## Station Opportunity Area Update

CITY OF  
GRESHAM  
March 16, 2015



# Powell-Division Transit and Development Project

## City of Gresham

### Station Opportunity Areas Update

#### Project summary

The Powell-Division Transit and Development Project is planning for more reliable, frequent bus transit service that moves more people more quickly between important destinations in Portland and Gresham. It also is looking at opportunities for making even more vibrant, healthy neighborhoods along the route.

Gresham is working with partners including Metro, TriMet, City of Portland, Oregon Department of Transportation (ODOT), and Multnomah County to ensure that land-use and transit alternatives consider and meet the needs of Gresham and bring key investments to improve Gresham’s quality of life.

Gresham also is studying station opportunity areas to identify community interests and develop strategies the City can use to encourage those desired changes. These strategies will be documented in an action plan.

Gresham selected three areas because their different characteristics will help us think about and identify key strategies for similar station areas

throughout the corridor. They are (as shown in Figure 1):

- Division and 182nd
- Division and Eastman/Main
- Stark and Hogan/Kane

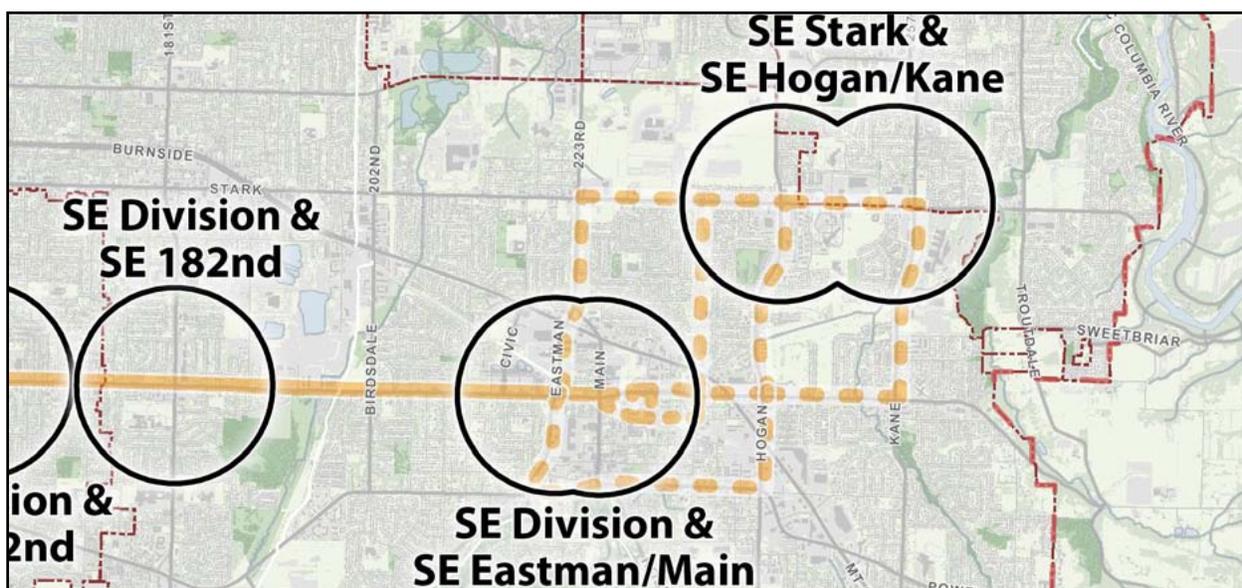
Summary information regarding opportunity area characteristics that were collected during the assessment of the areas is below.

#### **Division and 182nd: Neighborhood commercial district**

This intersection in west Gresham has many people living nearby that usually rely heavily on public transportation, including people of color, young people, community elders and those with lower incomes. These groups could benefit from enhanced transit service on the east-west Division corridor and especially north-south service on 182nd.

The area has several community destinations, including a shopping center on the northeast corner of 182nd and Division, a health clinic, and Centennial elementary, middle and high schools. Pedestrian and bicycle access to these destinations and to transit is challenging in some areas with few

**Figure 1: Gresham Station Opportunity Areas**





Division and 182nd

routes available from adjacent neighborhoods and several areas with lack of sidewalks and protected mid-block crosswalks.

In addition, some properties were identified that might provide redevelopment opportunities in the future when property owners decide to make a change, although real estate market demand currently is not strong.

Strategies developed for this area could be applied to other locations along the route that share the corridor multi-family and commercial character of this area.

**Division and Eastman Parkway/Main Avenue: Regional Center/Downtown**

This opportunity area is in the middle of Gresham’s Regional Center, where Civic Neighborhood and Downtown meet. This area is designated for intense new residential and commercial development as part of Gresham’s Community Development Plan and would benefit from a rethinking of this area to improve the connection between the two halves of the Regional Center.

Some areas have small blocks and good buildings with interesting commercial uses. These areas are separated by large shopping centers, parking lots and arterial roads with five or more lanes. The entrances to Downtown lack significant buildings and gateway elements to indicate its presence to those passing on the arterial roads.

This opportunity area also has important destinations, such as City Hall, Gresham High School, Multnomah County library, social service organizations, Main Avenue restaurants and shops



Division and Eastman Parkway



Division and Eastman Parkway

and some of Gresham’s most cherished parks and plazas. It ranked first among the corridor’s opportunity areas in the number of community amenities/services found within one-half mile of the station area. On the development side, the area has good transit service and a stronger real-estate market demand than other areas of Gresham but has not seen significant non-subsidized market-rate development in the last 10 years.



Stark and Hogan (242nd)

Strategies developed for this area could be applied to other locations along the route that are centers with key destinations and a need to determine how to encourage desired development.

**Stark and Hogan (242nd)/Kane (257th):  
Employment corridor**

This area has less transit service than most of the opportunity areas but is expected to have high growth in employment in the near future. This opportunity area shares some characteristics of the corridor environment of 182nd and Division (with different demographics) but is defined by its proximity to three important campuses - Gresham Vista Business Park, Mount Hood Medical Center and Mt. Hood Community College. These campuses will drive the expected employment growth, and a key part of the study will be determining how to connect enhanced transit and the campus destinations.

Although the campuses have significant developable land, most of the commercial and residential property nearby is already developed. Physical improvements, such as better road, pedestrian and bike connections among nearby residential areas, the campuses and the enhanced transit, have been identified.

Strategies developed for this opportunity area could be applied to other areas with campuses along the corridor, including those with older

shopping centers that might desire to update to take advantage of changing circumstances.

**Opportunity area studies**

Last fall, Gresham engaged community members in its three station opportunity areas to understand what issues people would like to address and desired changes they would like to see in their neighborhoods and commercial areas. The City worked with Fregonese Associates Inc. to meld community desires with real-estate market realities to create maps and illustrations that showed desired changes for each station area. These materials included such elements as:

- Enhanced connections for pedestrians, bicycle riders and people with disabilities so they could reach transit and other important destinations such as jobs, shops and services.
- Additional safe, well-marked, well-lighted crosswalks, whether at intersections or in mid-block situations.
- Potential temporary uses for vacant or underutilized land (including parking lots) that could include markets, bazaars, food carts, plazas or other amenities that bring activity to the area.
- Renovated buildings or new buildings.

**Figure 2: I82nd and Division: Portion of map presented at meeting**



This map shows destinations such as shops and schools and desired crosswalk and sidewalk enhancements. Green dots show potential sidewalk/pedestrian improvements.

The City then worked with Fregonese Associates (design) and Cogan Owens Greene (community engagement) to conduct a robust outreach effort to:

- Confirm the materials showing the desired future reflect community interests/desires.
- Generate additional ideas.
- Understand community priorities.

**Figure 3: I82nd and Division - sample comments**



This map shows notes made during one table discussion a Feb. 12 community forum in Gresham

Outreach included 60-plus interviews with businesses in the station opportunity areas, interviews with transit riders and meetings with community members associated with The Latino

Network, Russian Speaking Network of Oregon, Oregon Bhutanese Community Organization, the Tongan Community Association and the Gresham Youth Advisory Commission, with additional groups planned for the future.

Metro also collected responses through an online mapping tool that and questions about the Gresham station opportunity areas.

## Public engagement summary

Through the various public engagement efforts, the following were found to be the highest priority desired changes in neighborhoods and commercial areas around potential stations:

- Safe, well-marked, well-lighted crosswalks (both mid-block and at signaled intersections)
- Places to wait for the bus with safe designs, weather protection, seating and nearby plaza, shops or other amenities
- Safe-feeling sidewalks, such as those separated from traffic by trees, landscaping, art and other features
- Places where riding bicycles feels safe
- Additional places to work
- Gathering places, such as plazas, markets or food carts outdoors or family-friendly community centers or restaurants
- Preserved or added affordable housing
- Stronger connections among destinations and transit stops

Additional public engagement information is still being collected and will be incorporated into Gresham's action plan.



Feb. 12 community workshop in Gresham

## Action plan

Gresham, working with Fregonese Associates, will create a draft action plan based on technical analyses and the desired neighborhood changes expressed by the public. This draft action plan will be reviewed in April through a public engagement process and reviews by City committees such as the Planning Commission. The Powell-Division Steering Committee will review and comment on the action plan at its June 1 meeting. The Action Plan then will be reviewed by City committees and the Gresham City Council to determine which actions the City will pursue to most effectively implement the desired neighborhood changes.

The Action Plan, although still under development, could include recommendations or calls for future study regarding transportation, land use, zoning, business district enhancement, encouraging desired development, housing policies/actions, access to opportunity for residents (such as for food, jobs, transportation), anti-displacement measures, and other elements.

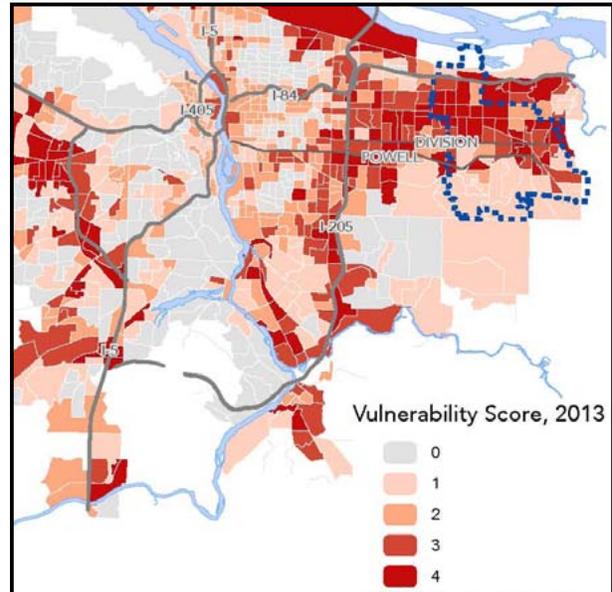
### Neighborhood change analysis

The Action plan work will include recommendations regarding equity and displacement.

Gresham is working with ECONorthwest, a firm that specializes in planning and economics, to understand where vulnerable populations live in Gresham and where expected rent increases might cause the potential for displacement or affordability issues along the Powell-Division corridor. ECONorthwest also will recommend strategies for preventing or mitigating displacement - both at the regional level and for the City of Gresham.

ECONorthwest is nearly finished with its analysis of vulnerability and its estimate of expected rent increases along the line. It is scheduled to complete this analysis and produce initial recommendations in time to incorporate them into the draft action plan for review starting in April. The strategies also will be incorporated into the final action plan.

Figure 4: Draft vulnerable populations map



This draft map shows an initial identification of where vulnerable populations live in the region. Darker red indicates more people potentially vulnerable to displacement. Gresham is to the east on the right.

## Next steps

In summary the next steps in the process are:

- Create a draft action plan (incorporates analysis, desired community change and Neighborhood Change Analysis recommendations)
- Public engagement regarding draft action plan (April)
- Revise action plan
- Review draft action plan with Powell-Division Steering Committee (June 1)
- Revise draft action plan
- City of Gresham review process for action plan (Planning Commission, City Council direction) (summer/fall)