



Climate benefits	
Mixed-use development	★★★★★
Active transportation	★★★☆☆
Transit	★★★★★

These greenhouse gas emissions reduction strategies are an important part of what Central Rockwood in Gresham is already doing to realize the community's vision for the future, and provide a strong foundation for meeting state climate goals for 2035. The climate benefits shown represent the relative effectiveness of each strategy.

For more information on greenhouse gas emissions reduction strategies, refer to the Climate Smart Communities Scenarios Project website at www.oregonmetro.gov/climatescenarios.



Keys to success

Continue channeling and attracting investment to Central Rockwood The Urban Renewal District has been successful in making substantive changes to the transportation network and services in Rockwood that help attract new investments in the community.

Ensure the development code supports new investment The development code is being assessed to determine if it presents barriers to new development or redevelopment.

Expand travel options Ongoing expansion of travel options – such as the MAX Trail and extensions of the Gresham-Fairview Trail – enhance non-vehicle mobility in the community.

Foster design excellence Implementation of the Rockwood Design District will continue to elevate the quality of the built environment in Rockwood, cultivating renewed energy in the community.

Include quality of life amenities The city continues efforts to grow its parks system and partner with community organizations to address quality of life issues in Rockwood.

Regional partner

Working together to help meet Oregon's target for reducing greenhouse gas emissions from cars and trucks



About Metro

Metro crosses city limits and county lines to build a resilient economy, keep nature close by and respond to a changing climate. Representing a diverse population of 1.5 million people in 25 cities and three counties, Metro's directly elected council gives voters a voice in decisions about how the region grows and communities prosper. Metro works with communities, businesses and residents to make the Portland metropolitan area a great place to live, work and shape the future.

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CLIMATE SMART COMMUNITIES SCENARIOS PROJECT



COMMUNITY CASE STUDY SERIES

This case study showcases actions that communities in the Portland metropolitan region are already taking to help reduce greenhouse gas emissions from cars and small trucks.

This is one of eight in a series developed for the Climate Smart Communities Scenarios Project.

- Beaverton
- Clackamas County
- Gateway (Portland)
- Hillsboro
- Rockwood (Gresham)
- Wilsonville
- Employer-based commuter programs
- Neighborhood-based travel options



Strategies

- Mixed-use development
- Active transportation
- Transit

Rockwood

Community case study

Investing in a community vision

The Rockwood area is the western gateway to the City of Gresham. It is served by the MAX light rail line and five stations, and provides a variety of housing options. Most of Central Rockwood was developed after World War II when land use patterns were driven by auto-oriented development. To some extent, the area evolved from farmland and open space to a suburban land use pattern with high-volume arterial streets. Most of the older buildings and landmarks that provided a visual link to Rockwood's origins as a rural community were removed.

The result has been an auto-oriented, low-profile patchwork of land uses and activities that are often poorly integrated and visually unappealing. While the addition of light rail has provided increased opportunities for Rockwood, there are few mid-station MAX line crossings, resulting in less connectivity within Rockwood. For these and other reasons, the Central Rockwood area has suffered from a lack of focus, identity, and investment. A series of planning efforts currently underway are providing direction for the Rockwood area to grow and develop in a sustainable manner to help create healthy, livable neighborhoods and reduce greenhouse gas emissions.

Key challenges

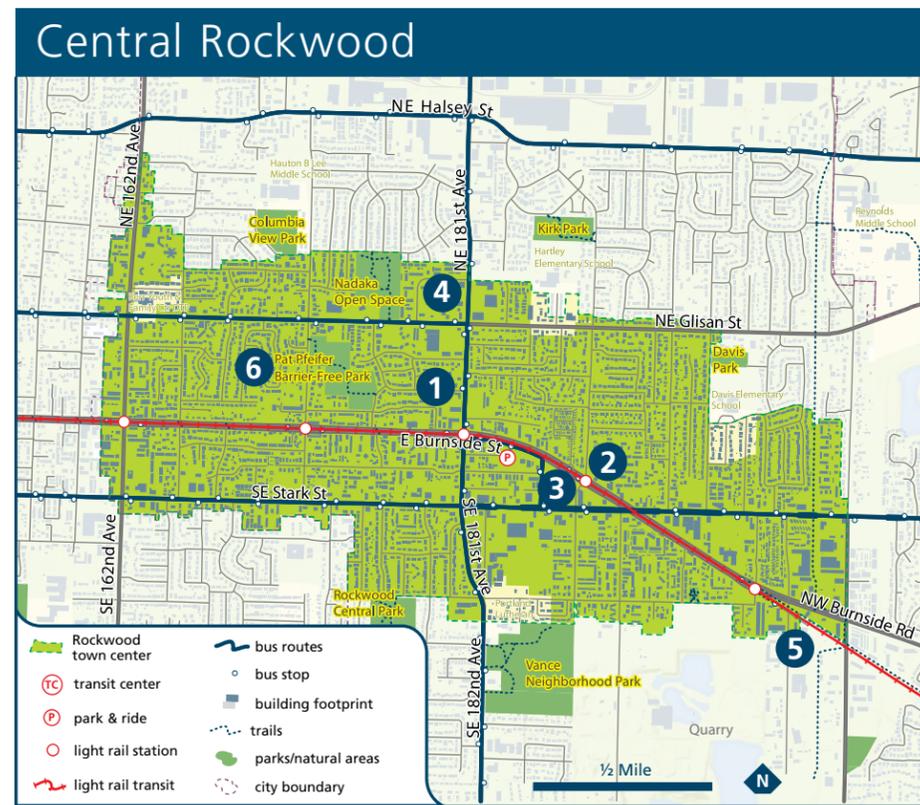
- The design quality for new construction needs to better enhance the community aesthetic.
- New investment in the area is needed to encourage new business and private developers.
- Available amenities don't meet the needs of the area's changing population.



The Oregon Legislature has required the Portland metropolitan region to reduce per capita greenhouse gas emissions from cars and small trucks by 2035.

Planning for sustainable development in Rockwood

Gresham annexed the Rockwood area in the mid-1980s. Since then, several planning efforts have occurred including the Central Rockwood Plan adopted in 1998, the Rockwood-West Gresham Renewal Plan adopted in 2003, Design District guidelines and standards adopted between 2010 and 2012, and the East Metro Connections Plan completed in 2012. The Central Rockwood Plan was designed to be a bold yet practical guide to long-term development. It was innovative for its time as it required more urban development patterns such as two-story minimum heights for new construction with no height maximums and transit-oriented, mixed-use buildings. At the same time, a human-scale was sought to reinforce walking and community engagement. The city is currently performing an assessment of the plan to determine whether it is performing as intended and if not, what barriers to implementation exist. Changes will be made as needed to ensure implementation of the community's vision for a vibrant Rockwood.



Timeline

1998	2003	2010	2012	2013
Central Rockwood Plan adopted by Gresham City Council	Gresham residents voted to approve the Rockwood-West Gresham Renewal Plan	Rockwood Design District guidelines and standards adopted Rockwood in Motion begins	East Metro Connections Plan completed to identify safe connections between I-84 and Highway 26	Groundbreaking for the Public Safety Facility

1 Investing in revitalization

The voter-approved 2003 urban renewal plan is a 20-year plan that covers approximately 1,200 acres, extending from the central area of Rockwood to the city's industrial area north of Interstate 84. Its intent is to improve the economy and community of Rockwood through a partnership among the area residents, property and business owners, and the City of Gresham. The overall goals are to support the development of businesses that create living-wage jobs and improve the quality of housing for residents. A combination of revenue sources are used, including tax increment financing, to invest public resources to promote industrial, commercial and residential development and rehabilitation that supports the community's vision for revitalization of the area.

2 Launching Rockwood in Motion

In 2010, the Gresham Redevelopment Commission initiated Rockwood in Motion, which improved the appearance of Rockwood, made access to the MAX light rail safer and more pleasant, and jump-started investment in the Rockwood Triangle. Elements of Rockwood in Motion include:

- improved alignment of Southeast 187th Avenue through the Rockwood Triangle to provide better and safer connectivity from the MAX station to residential neighborhoods south of Stark Street

- addition of a traffic signal at the intersection at Stark Street and 187th Avenue
- boulevard treatments along Stark Street and Burnside Road, including landscaped medians, pedestrian refuge islands, wider sidewalks, planter strips with street trees, bus shelters, and some green street amenities
- redesign and construction of the 188th Avenue MAX station by bringing the eastbound and westbound platforms together, introducing dramatic public art, and adding major upgrades for riders' safety and comfort.

3 Creating development opportunities

A former Fred Meyer grocery store site located in the heart of Rockwood was purchased by the Gresham Redevelopment Commission to guide development opportunities at this strategic location. With the economic downturn occurring shortly after the purchase, no private party has stepped up to invest in the site. In the meantime, the city developed the area as a community gathering place with a plaza, playground and wildflower field. In 2012, the commission initiated a project to define objectives and a preferred land planning and development approach with the intent of soliciting requests for a development partner in 2013.

4 Ensuring public safety

The Gresham Redevelopment Commission is constructing the new two-story Public Safety Facility, located

on the northern boundary of Central Rockwood. This project fulfills long-standing community objectives including:

- improving police presence and visibility in Rockwood
- creating a facility that is welcoming to residents
- attracting new private investment to the area
- creating opportunities for new community partnerships.

5 Expanding transportation options

Numerous activities are occurring to expand transportation options in the Rockwood community. Groundbreaking is anticipated in 2014 for a trail along the MAX line connecting the Ruby Junction station to points further east. Additionally, a segment of the Gresham-Fairview Trail was recently completed, connecting Central Rockwood to the Springwater Trail. As the trail system grows, people will have more opportunities to travel throughout their community without using an automobile.

6 Designing for sustainability

In 2011, the city adopted the Rockwood Design District for new multi-family, mixed-use and commercial developments in the Rockwood area. A design district is an approach that applies site and building design criteria by using discretionary guidelines and objective

standards. Site criteria address elements such as sustainability, safe design, and multi-modal design. Building criteria address elements such as architectural quality, sustainable design, housing variety, and the use of high-quality materials. The overall vision for the Rockwood Design District is for a high-quality, long lasting development where residents meet their everyday needs within a 20-minute walking radius of home.

