

# Gresham

Powell-Division Transit and Development Project

## ACTION PLAN

Nov. 17, 2015



# Gresham Powell-Division Transit and Development Project ACTION PLAN

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This Action Plan provides near-term actions that would support transit and promote positive changes desired by the community near stations along a new Powell-Division bus rapid transit line. Although limited resources mean the City and its partners cannot implement them all at once, the list provides actions that would help achieve community goals. Some can be applied at stations all along the corridor. Others are specific to the station areas but could be considered for station areas with similar characteristics along the new line.

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For a Powell-Division Transit and Development Project overview, please visit [oregonmetro.gov/powelldivision](https://oregonmetro.gov/powelldivision).

# INTRODUCTION

The Powell-Division Transit and Development Project is designed to bring **bus rapid transit** to Gresham and Portland, adding a better, faster bus line that safely gets people to places they care about. The project Steering Committee has determined the route will follow Powell on its western end, switch to Division and connect to Downtown Gresham and (using Stark Street) to Mt. Hood Community College.

Technical work and real-estate market analysis showed more potential for intense development in Downtown and Civic Neighborhood and some opportunities for commercial development or temporary uses in other places along the line.

Public engagement efforts identified desired changes in neighborhoods and commercial areas around potential stations along the corridor:

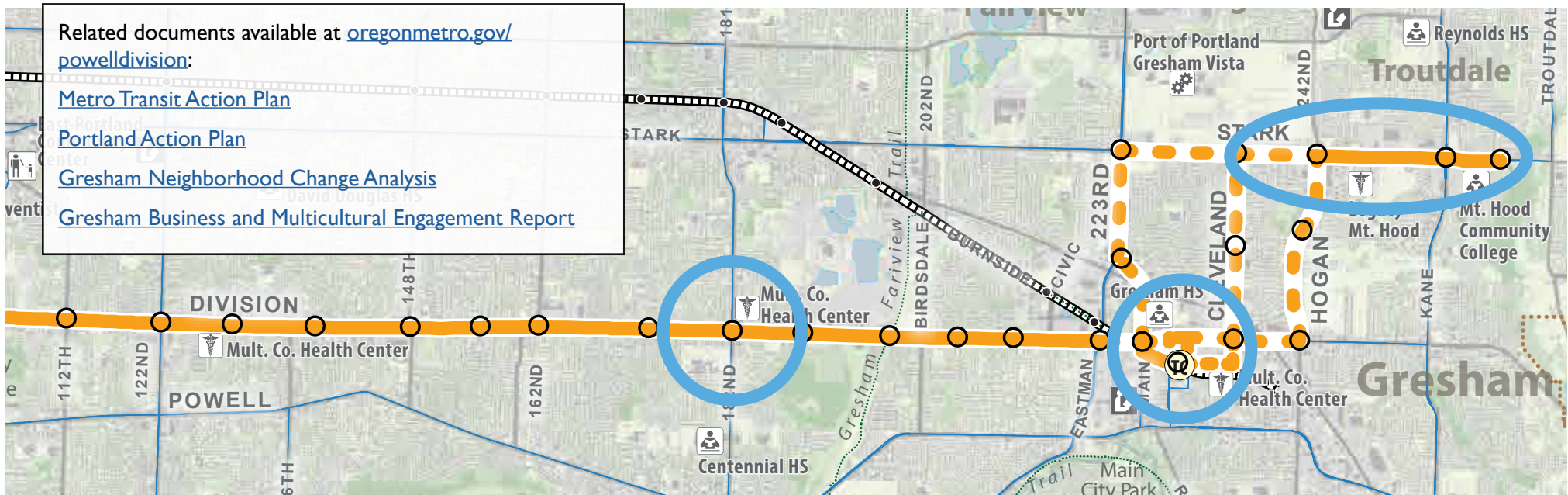
- Stronger connections among destinations and transit stops, such as safe, attractive sidewalks, crosswalks and places to bike.

- Safe, attractive stations and station areas with weather protection, seating and nearby community gathering places, such as plazas, restaurants or shops.
- Additional jobs and additional housing affordable at a range of incomes.

Three example station opportunity areas in Gresham were studied to identify how Gresham might best promote desired changes in its neighborhoods and commercial districts:

- 182nd and Division (a neighborhood center)
- Division and Eastman (a Downtown)
- Stark and Hogan/Kane (an employment/campus corridor).

This document puts actions in one place to guide future work along the route. Many of the actions in this document are under way. Others provide a list of options the City and its partners can consider as resources are available.



## WHAT IS AN ACTION PLAN?

This Action Plan is an attempt at a to-do list for the next five years. It may be that not all items get completed. Things may change along the way. But it collects in one document things that would help Gresham promote desired changes around Powell-Division station areas.

It includes actions the City and its partners can undertake that are closely related to preparing for the new bus rapid transit line that will run between Downtown Portland, Downtown Gresham and Mt. Hood Community College.

Some items on this list will be acted on as the bus rapid transit line is designed and built in the next five years, with service on the line anticipated to start in 2020. Some may not occur during that time because of limited resources, changing conditions or other City priorities.

## WHAT ELSE IS HAPPENING?

Gresham, in the fall of 2015, received a Metro Community Planning and Development Grant that will help fund engineering and design work for the new transit line.

In addition, the grant will help pay for planning that facilitates improved access to stations and community destinations; promotes reuse of existing vacant buildings and desired new development; supports organizations working to make Gresham's centers even more thriving, active places; and contributes to placemaking strategies, such as wayfinding signs and transit center upgrades.

Other activities under way also will support these efforts, such as Gresham's Small Business Center's business assistance, the City's economic development efforts to bring quality industrial jobs to the city; the Gresham Redevelopment Commission's Rockwood Rising efforts to redevelop vacant land near Rockwood's 188th Avenue MAX station; and other efforts to make Gresham an even better place to live, work, play, shop and learn.

In addition to the actions in this document, the City may consider other ideas and implementation measures as conditions change and new information becomes available. The City's Comprehensive Plan, for example, contains goals, policies and action measures regarding a variety of topics, including Economic Development, Food Access, Housing, Transportation and Parks, Recreation, Open Spaces and Trails. The Gresham City Council will provide direction on what the City's priorities are going forward.

### Powell-Division Action Plans

Gresham's Action Plan is one of three related to this new transit line. They are:

1. Regional transit action plan: This plan includes actions that need to occur across jurisdictions to facilitate the design and construction of the bus rapid transit line and related supportive actions.
2. Portland action plan: The City of Portland is creating an action plan that will include specific actions the City of Portland and its partners can take to achieve community interests along the line.
3. Gresham action plan: This document describes Gresham actions that could promote desired change around future station areas.

## HOW IS THIS ORGANIZED?

The document starts with a few actions that can be applied corridor-wide. It then lists actions associated with each station area.

Each action is color-coded to show whether it is an activity that the City is currently undertaking to some extent (shown with an orange dot) or whether it is expected to be part of Centers and Corridors and Powell-Division efforts to promote desired development and strong commercial areas in the city's centers (Downtown, Civic Neighborhood and Rockwood) and along the major streets (shown with a blue dot).

## POTENTIAL CORRIDOR-WIDE ACTIONS

Corridor-wide actions could be applied in many locations along the route within about one-half mile of the stations. What actions are taken along the route in Gresham will depend on context, available resources and

other City priorities. In addition, the City will continue efforts outside this document's scope, such as promoting additional employment and strengthening centers and corridors.

### No. Strategy/action

- 1.1 Coordinate City efforts (such as actions listed in this document) with the design and implementation of the bus rapid transit project with an emphasis on promoting safety and security.

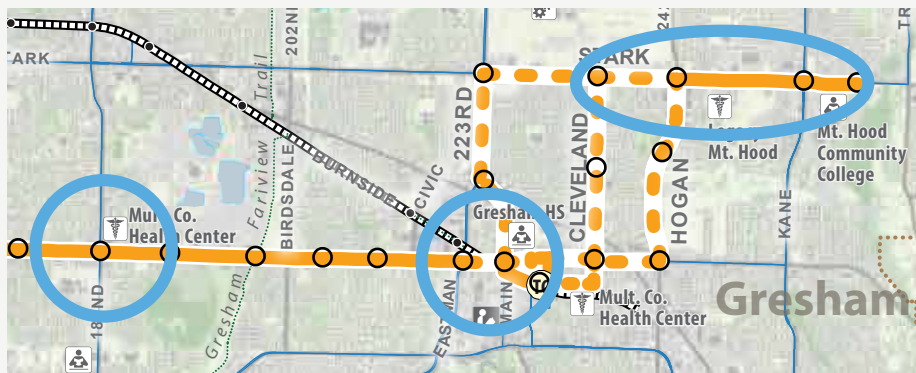
### SUPPORT NEW DEVELOPMENT

- 1.2 Create additional strategies to promote desired development (such as office and retail buildings) that meets City goals, such as incentives, process improvements, predevelopment services or strategic infrastructure enhancement.
- 1.3 Engage with property owners to identify near-term goals on key sites and promote new activity and development.
- 1.4 Review and update development rules as necessary to support desired development that would provide community members access to services, housing and jobs.

### No. Strategy/action

### STRENGTHEN CONNECTIONS

- 1.5 Identify pedestrian and bicycle enhancements (crosswalks, sidewalks, bike lanes) near stations that would help people get to transit and community destinations (shops, services, parks, trails) safely. Construct if budgeted in the City's 5-year Capital Improvement Program (which is reviewed each year and considers and prioritizes all City capital construction projects).
- 1.6 Advocate for improved TriMet bus service that provides Gresham residents more complete and frequent bus service, particularly to employment areas. Improved north-south service is a priority.
- 1.7 Encourage station designs that incorporate art, signs, maps or other wayfinding elements that help people navigate to important destinations, such as schools, parks, services and shopping areas.



## POTENTIAL ACTIONS - 182ND AND DIVISION

The following actions relate to the station opportunity area in west Gresham at 182nd and Division. They may be able to be applied at similar commercial intersections in Gresham.

### No. Strategy/action

#### SUPPORT SMALL BUSINESS

- 2.1 Invite business owners near intersection to educational opportunities conducted by the Small Business Center.

#### SUPPORT LIVELY, ACTIVE PLACES

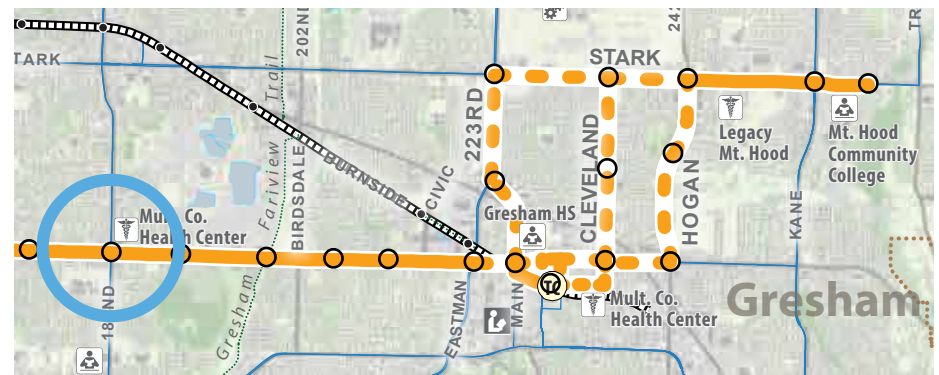
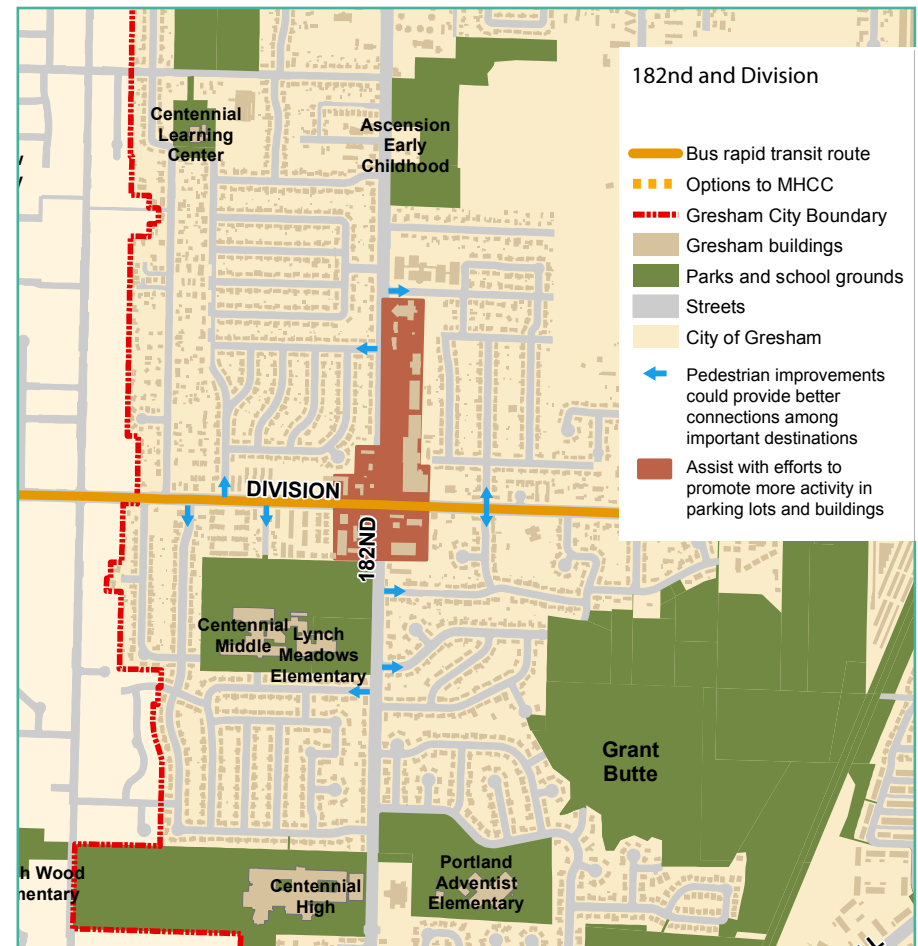
- 2.2 Provide technical support (such as Development Code information, resource referrals, assistance navigating City processes or design advice) to assist potential uses that would provide positive activity in vacant lots or underutilized parking lots. Examples could include community gardens or temporary uses.

#### STRENGTHEN CONNECTIONS

- 2.3 Identify pedestrian and bicycle enhancements (crosswalks, sidewalks, bike lanes) near stations that would help people get to transit and community destinations (shops, services, parks, trails) safely, including in neighborhoods that do not currently have sidewalks. Construct if budgeted in the City's 5-year Capital Improvement Program (which is reviewed each year and considers and prioritizes all City capital construction projects).



Temporary uses could bring activity to vacant lots or underused parking lots, possibly offering places for neighbors to meet and purchase necessities.



## POTENTIAL ACTIONS - DOWNTOWN/CIVIC

The following actions were developed for Gresham's Regional Center (Downtown and Civic Neighborhood). This area is designated for intense development and also contains the Gresham Transit Center.

### No. Strategy/action

#### SUPPORT SMALL BUSINESS

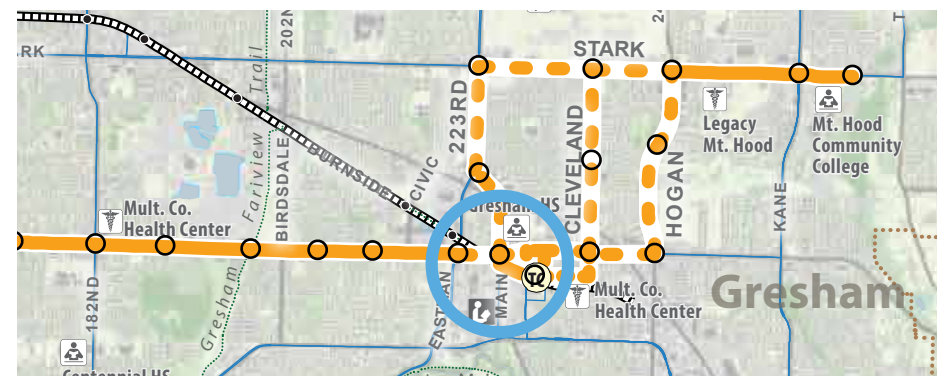
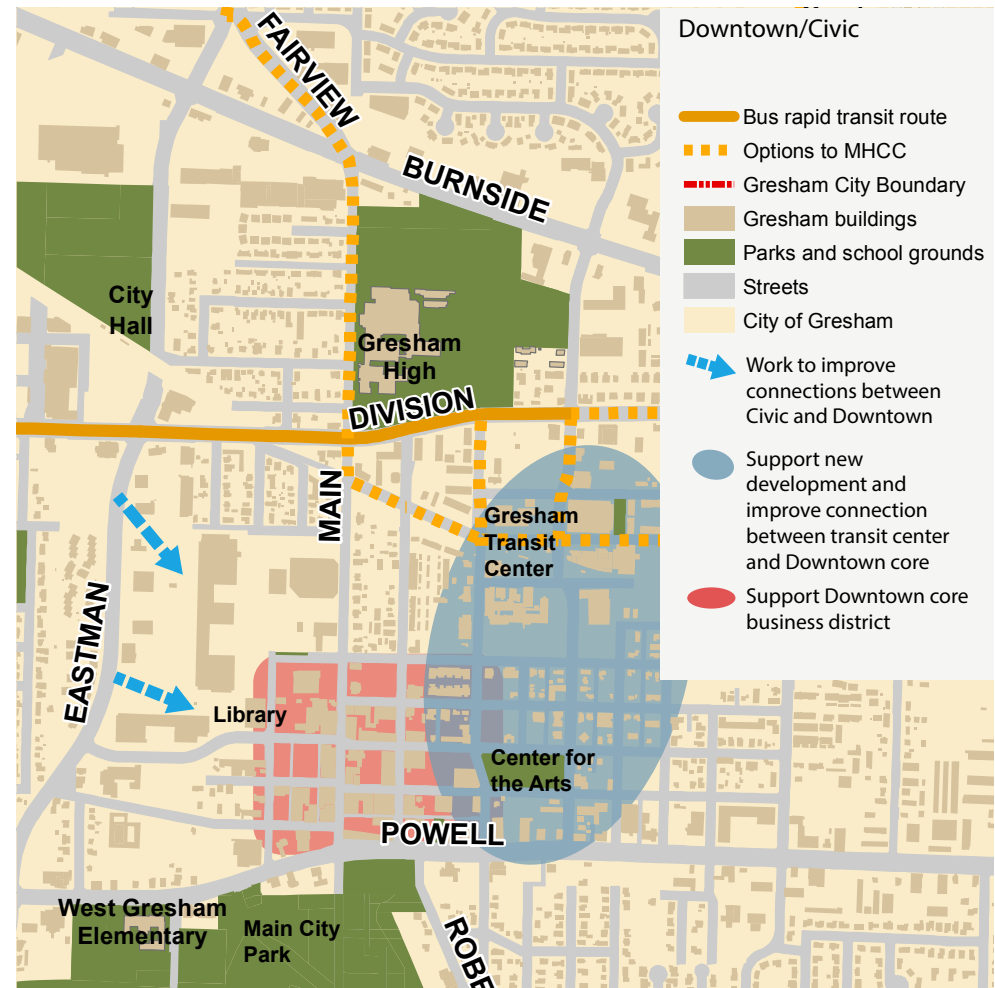
- 3.2 Promote new business and building improvements using the Garage to Storefront 2.0 program, which provides incentives for new businesses and building renovations (for the life of the program).
- 3.3 Provide technical assistance to and work with community partners and property and business owners regarding promoting the business district, such as through information about Downtown organizations, physical improvements and funding options.

#### STRENGTHEN CONNECTIONS

- 3.4 Develop a wayfinding and signage system to connect transit stations with key destinations and highlight the location of Gresham business districts. Work with Downtown stakeholders to identify funding for installing the system incrementally.
- 3.5 Engage with Gresham Town Fair Shopping Center to identify opportunities to better integrate it into the rest of Downtown, such as through enhanced pedestrian access through the site.

#### SUPPORT NEW DEVELOPMENT

- 3.6 Engage with commercial brokers, developers or potential employers to bring additional jobs to key sites.
- 3.7 Identify strategies to encourage desired housing and commercial projects with quality design to bring vitality to the centers.
- 3.8 Consider opportunities to provide high-priority amenities (such as those suggested in the Rise Advance Dream project) in Downtown or Civic Neighborhood near transit. Example: community center.
- 3.9 Work with TriMet to enhance transit center and park-and-ride garage to enhance safety and increase positive activity.



## POTENTIAL ACTIONS - STARK/HOGAN/KANE

The following actions were developed for an area along Stark Street that has three campuses: Gresham Vista Business Park, Legacy Mount Hood Medical Center and Mt. Hood Community College.

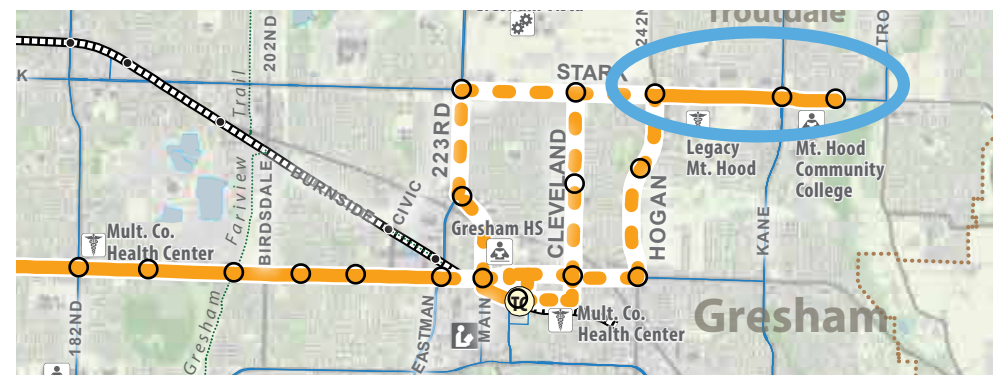
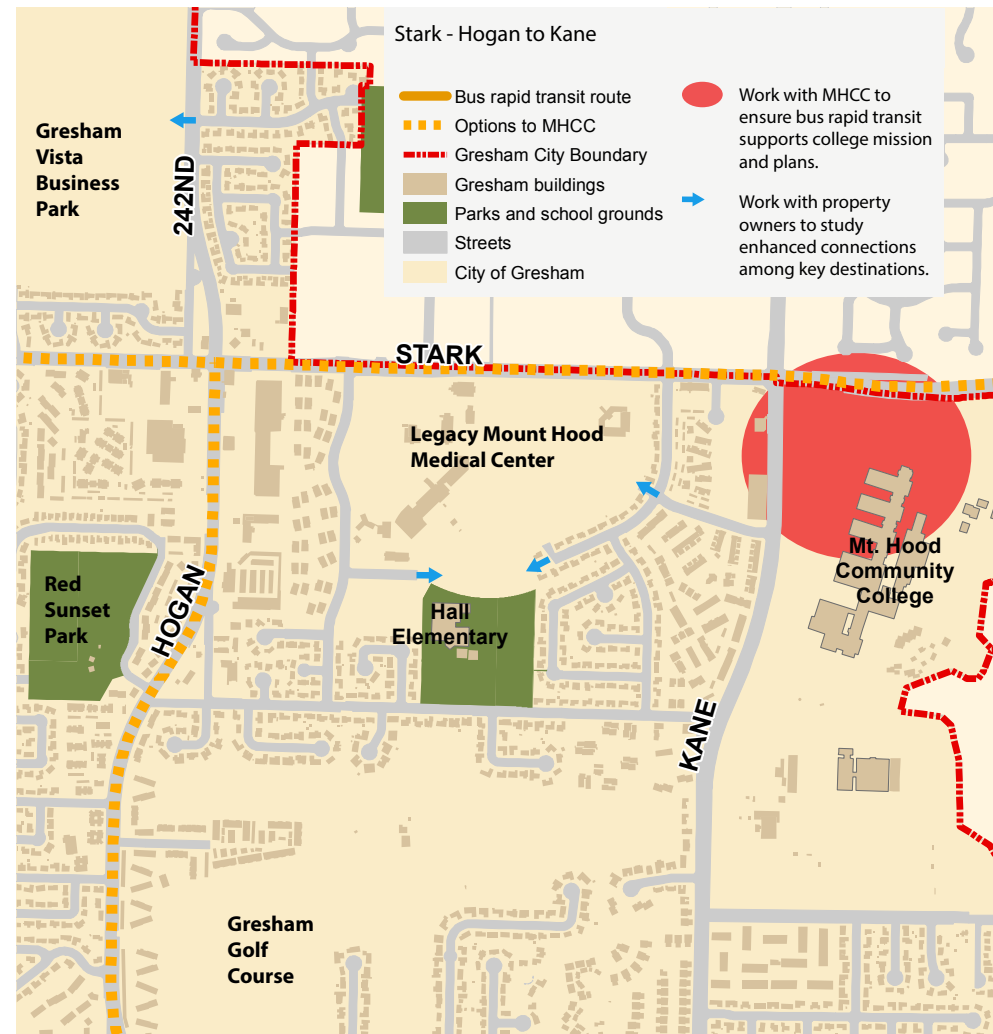
### No. Strategy/action

#### SUPPORT NEW DEVELOPMENT

- 4.1 Convene with commercial brokers, developers or targeted employers to identify potential to bring additional jobs to key sites, including Gresham Vista Business Park (Port of Portland), Legacy Mount Hood Medical Center and Mt. Hood Community College.
- 4.2 Work with Mt. Hood Community College to support its plans for future renovation and expansion to support its educational mission, including how a transit terminus served by several bus routes fits into campus plans and how the campus can have a stronger street presence and appear more inviting to passers-by.
- 4.3 Work with Mt. Hood Community College and Legacy Mount Hood Medical Center to analyze whether residential district designations or other code rules present an obstacle to campus development.

#### STRENGTHEN CONNECTIONS

- 4.4 Engage with Legacy Mount Hood Medical Center and nearby uses to explore how access to and through the site could enhance vehicle, bicycle and pedestrian circulation to better connect the three employment campuses.
- 4.5 Work with Multnomah County (which has jurisdiction over the north side of Stark Street in Troutdale) to ensure capital projects are coordinated.



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