



GRESHAM

*In 2003, voters in Gresham approved the establishment of the Rockwood-West Gresham Urban Renewal Area, to make targeted investments in Rockwood, create jobs and attract new private investment and development.*

For more information

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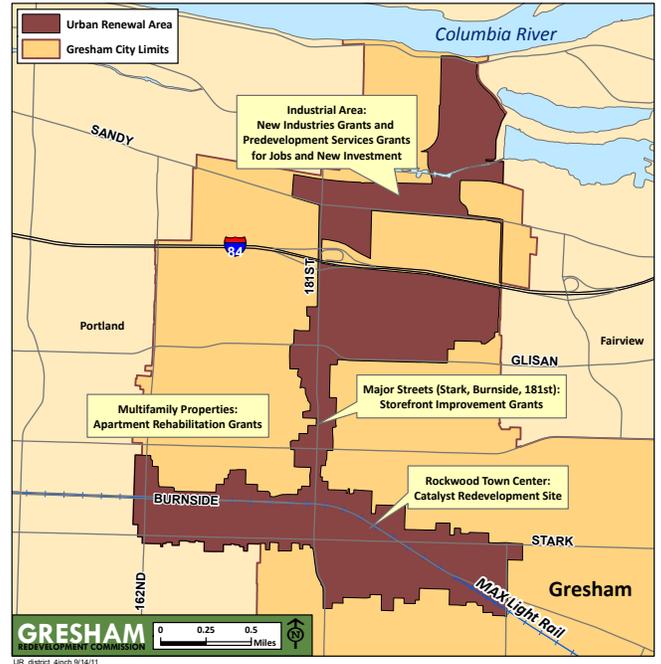
## Urban Renewal in Rockwood

### What is Urban Renewal?

Urban Renewal encourages private investment by strategically partnering with business and property owners to create jobs, increase investment, and to raise property values throughout the Urban Renewal Area.

Funding for Urban Renewal comes from property tax revenue on new value created in Rockwood over the life of the Urban Renewal Area:

- Not a new tax, but a tool to invest in the Urban Renewal Area to create jobs, new development and higher property values
- Taxes going to the City, County and other jurisdictions are frozen according to 2003 Total Assessed Value in the Urban Renewal Area – taxes on new Assessed Value over that amount are used to fund Urban Renewal projects

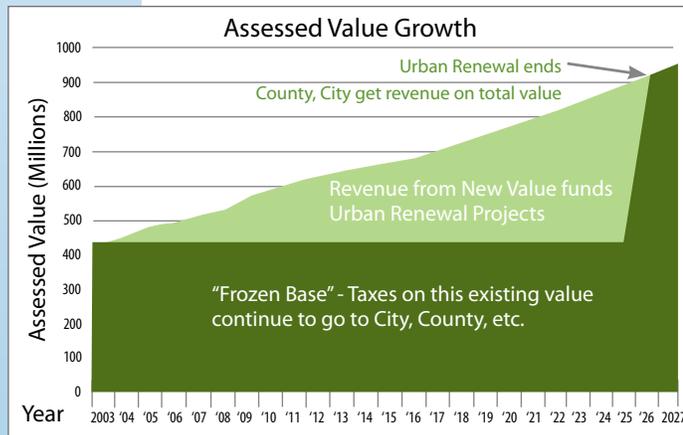


Rockwood-West Gresham Urban Renewal Area

- Funds must be spent within the Urban Renewal Area

### Goals in the Urban Renewal Plan

- Develop Public Safety & Community Service Facilities
- Help Create and Retain Family Wage Jobs by Improving Industrial and Commercial Areas
- Promote Quality Development
- Improve Rockwood Town Center
- Improve Transportation
- Increase Availability of Quality Housing
- Public Involvement
- Parks and Recreation Facilities



Urban Renewal Financing

## Why Rockwood?

Rockwood originally developed as part of unincorporated Multnomah County, and has long been seen as an area with unique promise and challenges. Urban Renewal was identified by community leaders and the City as a way to bring new resources to bear to create jobs, and assist local businesses, property owners and residents in improving Rockwood.

## Accomplishments

### *Job Creation and Private Investment Assisted by Grant Programs*

- ♦ Urban Renewal grants to businesses and property owners, leveraging more than \$81 million in private investment and helping create more than 400 jobs
- ♦ **New Industries:** 14 grants totaling \$1 million; leveraged over \$65 million in private investment and nearly 400 jobs
- ♦ **Predevelopment Services:** 6 grants totaling \$138,615; potential private investment of over \$12 million
- ♦ **Storefront Improvement:** 14 grants totaling \$264,000; leveraged nearly \$900,000 in private investment
- ♦ **Apartment Rehabilitation:** 38 grants totaling \$804,651; leveraged \$2.5 million in private investment



Rico Taco before (top) and after (bottom) upgrades.



### *Transportation Improvements*

- ♦ Transportation improvements throughout the neighborhood, including major upgrades to Stark Street and Burnside, a

new connection through the Rockwood Triangle at 187th Avenue, and signals upgrades to improve traffic flow along 181st for freight and residents

### *Interim Improvements to the Catalyst Site at 187th Avenue and Stark*

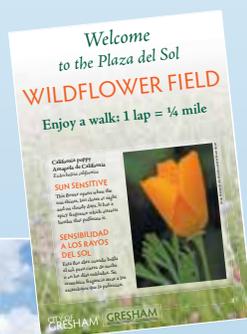
- ♦ Opened the Rockwood Community Office as an interim facility for Gresham Police, as well as offices for local nonprofits and a community meeting space
- ♦ Plaza del Sol – site of several popular annual events including Cinco de Mayo and the Winter Family Festival
- ♦ Play equipment, wildflowers and walking trail

### *Small Business Assistance*

- ♦ “Garage-to-Storefront” incentive waives fees and permit costs for eligible new businesses in Rockwood

### *Support for Other City Efforts*

- ♦ Support for development of Rockwood Design Standards which will apply to new development beginning in 2012
- ♦ Code Enforcement to help address nuisances and blight
- ♦ Economic Development to attract industrial investment & jobs



Above: One of four signs along the walking trail.

Below: Play equipment at the south end of the walking trail.