

# Analysis and Recommendations Downtown Gresham



**CIVILIS**  
Consultants  
← Rethinking Urban Places

MICHELE REEVES LLC  
1310 NW Naito Pkwy, #303  
Portland, OR 97209  
503.867.8465  
michele@michelereeves.com

# CENTERS ARE IMPORTANT



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Courtesy of THA Architecture Inc

# CENTERS ARE IMPORTANT



# EMERGING



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## TRANSITION

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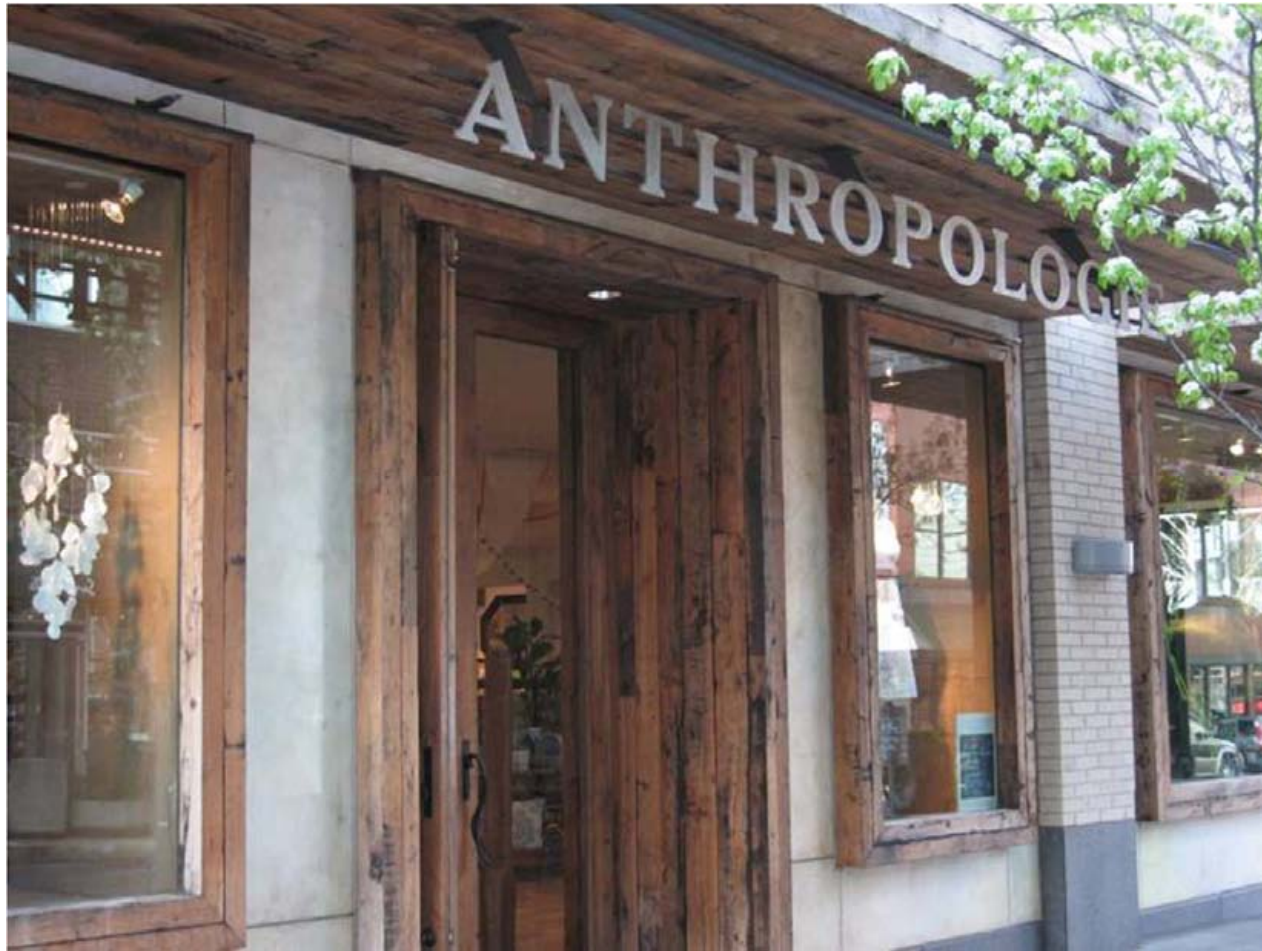
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# DOWNTOWNS ARE NOT LIKE ARTERIALS



# DOWNTOWN STRENGTHS



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## DESTINATION BUSINESSES

- Restaurants (Coffee, Bakery, Brew Pub)
- Fabric/Knitting Store
- Specialty Paper/Printing Store
- Eyeglass/Optometrlist Store
- Music/Instrument Store
- Birdfeed/Yard Supplies



## DESTINATION TENANTS: LOCAL



## DESTINATION TENANTS: PRICE AND CHARACTER



# GRESHAM, 75% OF THE WAY THERE!



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GRESHAM, 75% OF  
THE WAY THERE!

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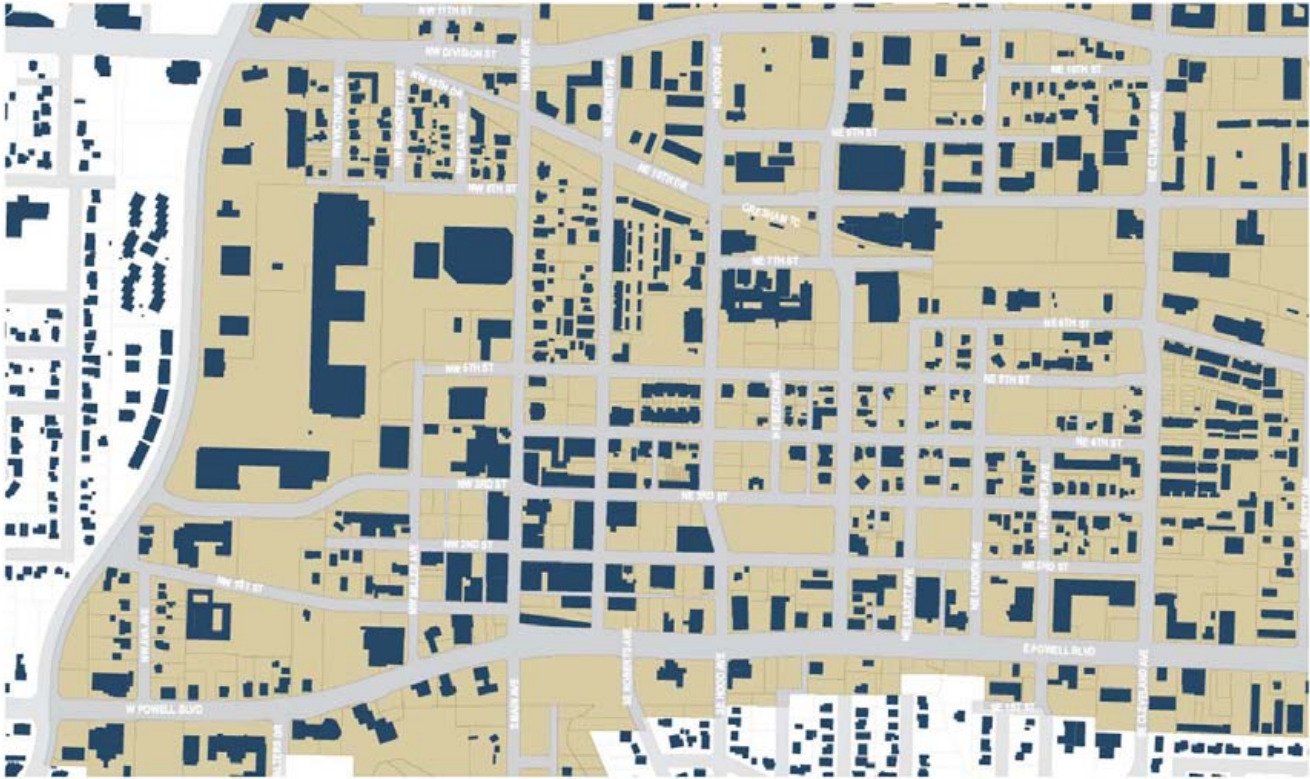
## GRESHAM, 75% OF THE WAY THERE!

- Gresham Downtown Development Association
- Historic Downtown Gresham Business Association

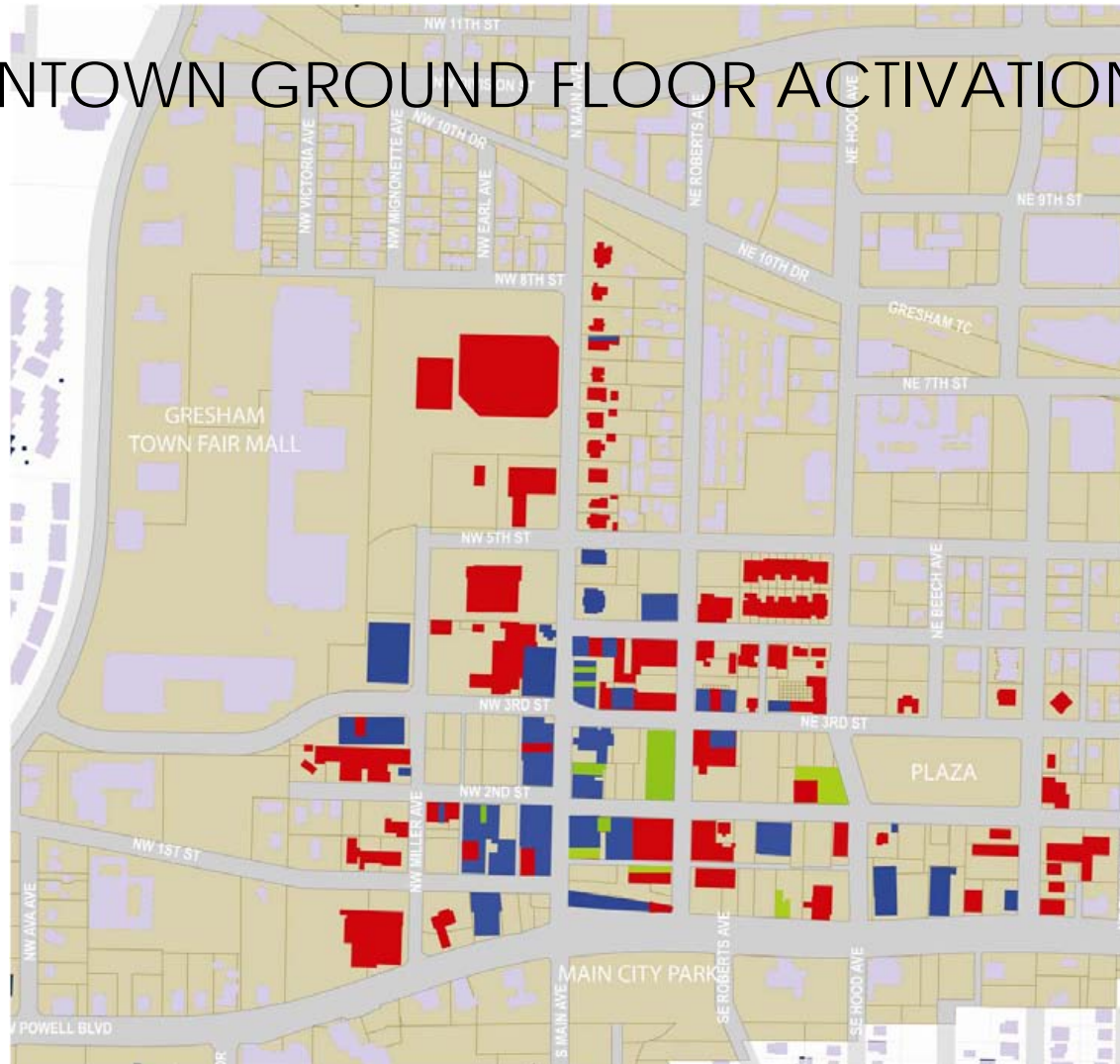
# GRESHAM, 75% OF THE WAY THERE!



# DOWNTOWN GRESHAM MAP



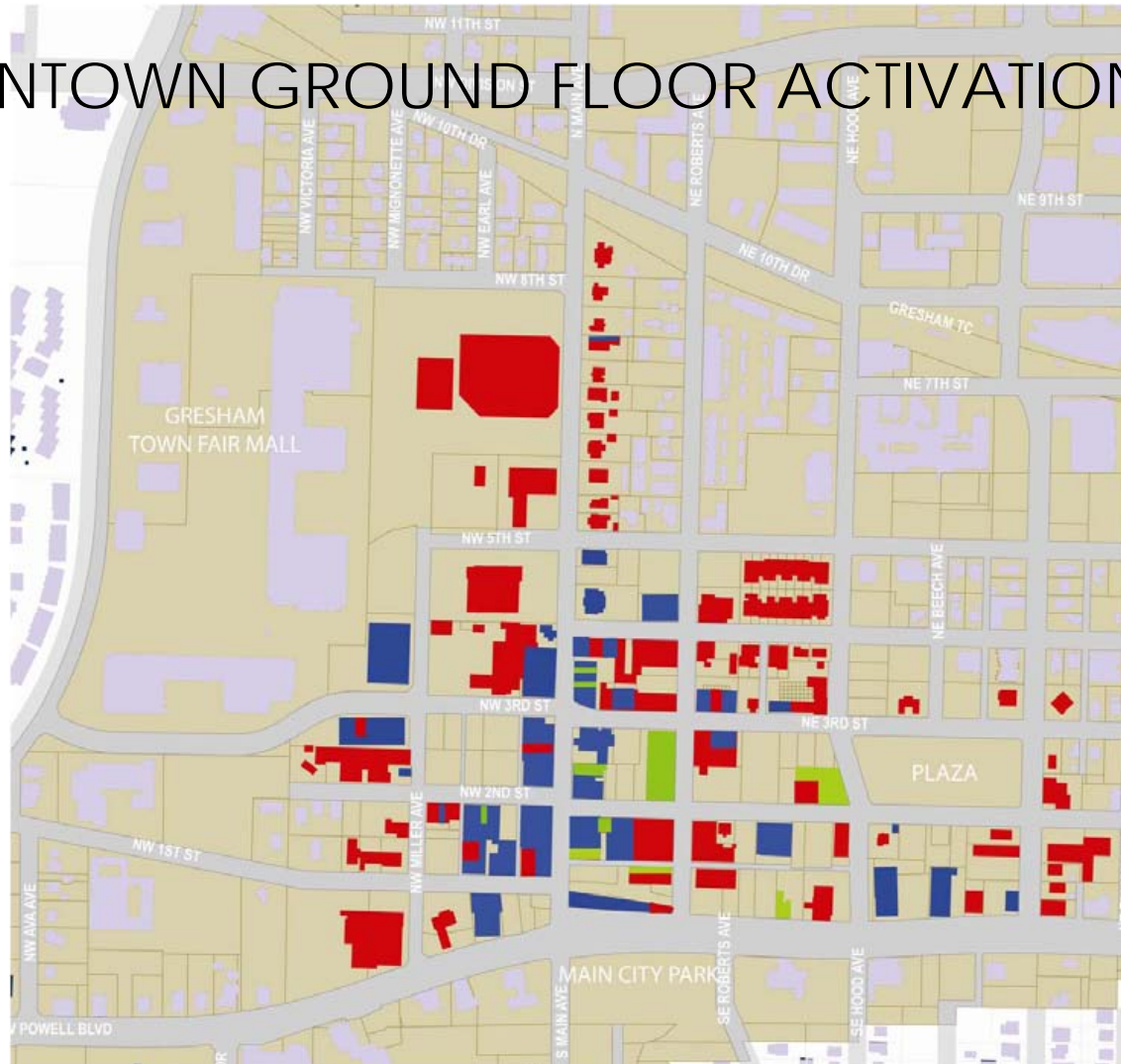
# DOWNTOWN GRESHAM GROUND FLOOR ACTIVATION MAP



# SUBURBAN/URBAN FORM



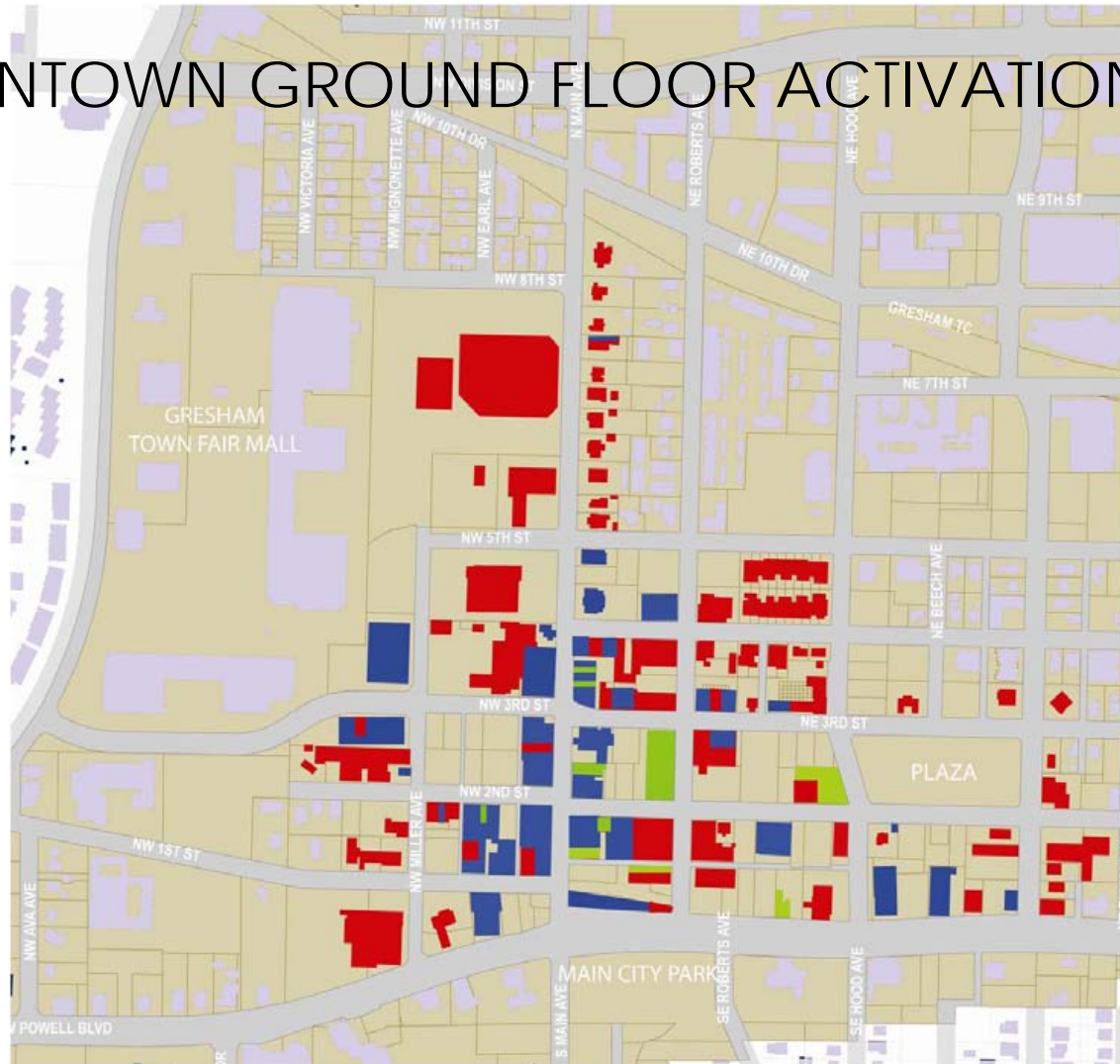
# DOWNTOWN GRESHAM GROUND FLOOR ACTIVATION MAP



## PEDESTRIAN VIEW FROM MAX



# DOWNTOWN GRESHAM GROUND FLOOR ACTIVATION MAP





# VACANCIES ARE OPPORTUNITIES



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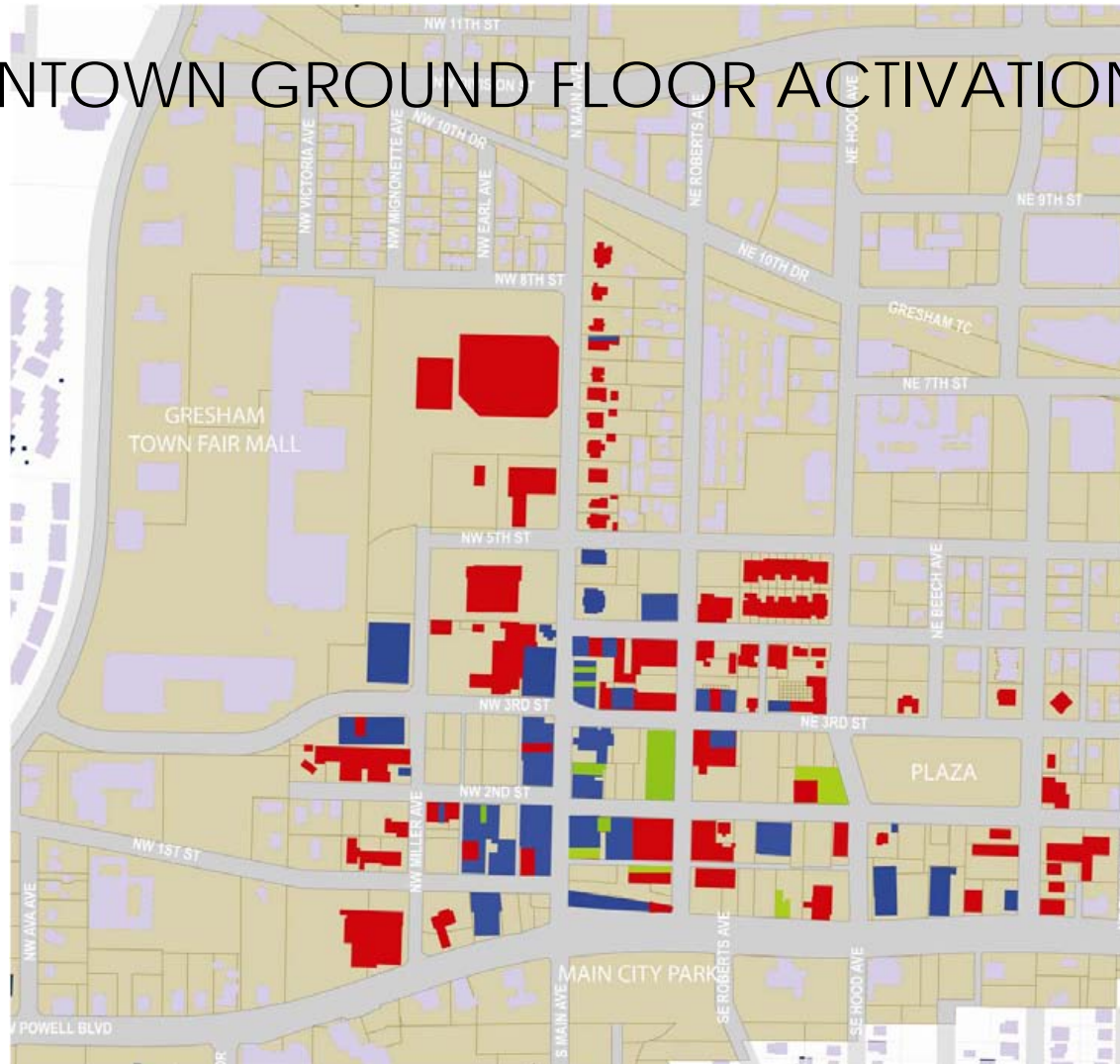
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# KEY VACANCIES



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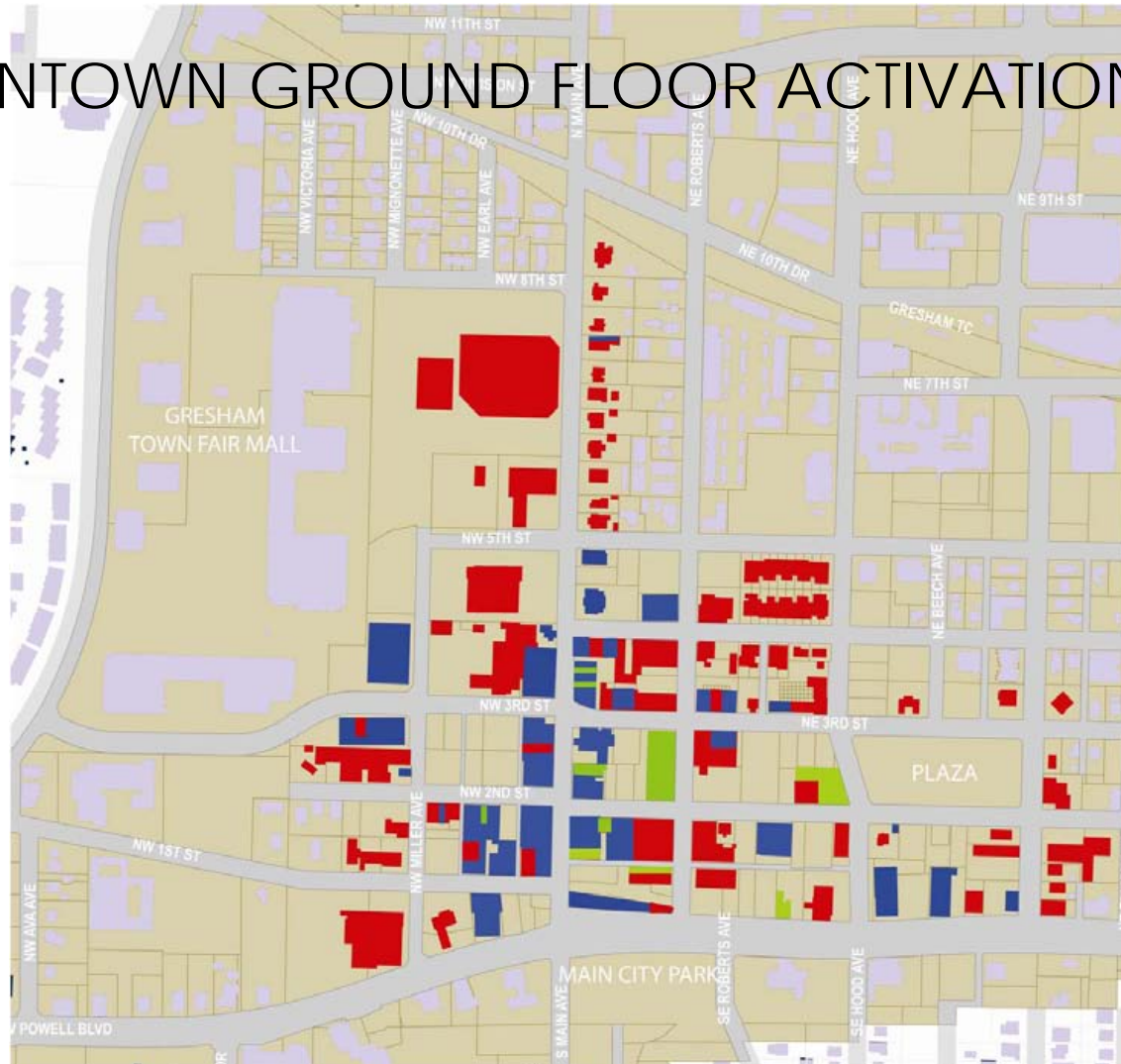
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# DOWNTOWN GRESHAM GROUND FLOOR ACTIVATION MAP





## FRONT DOORS

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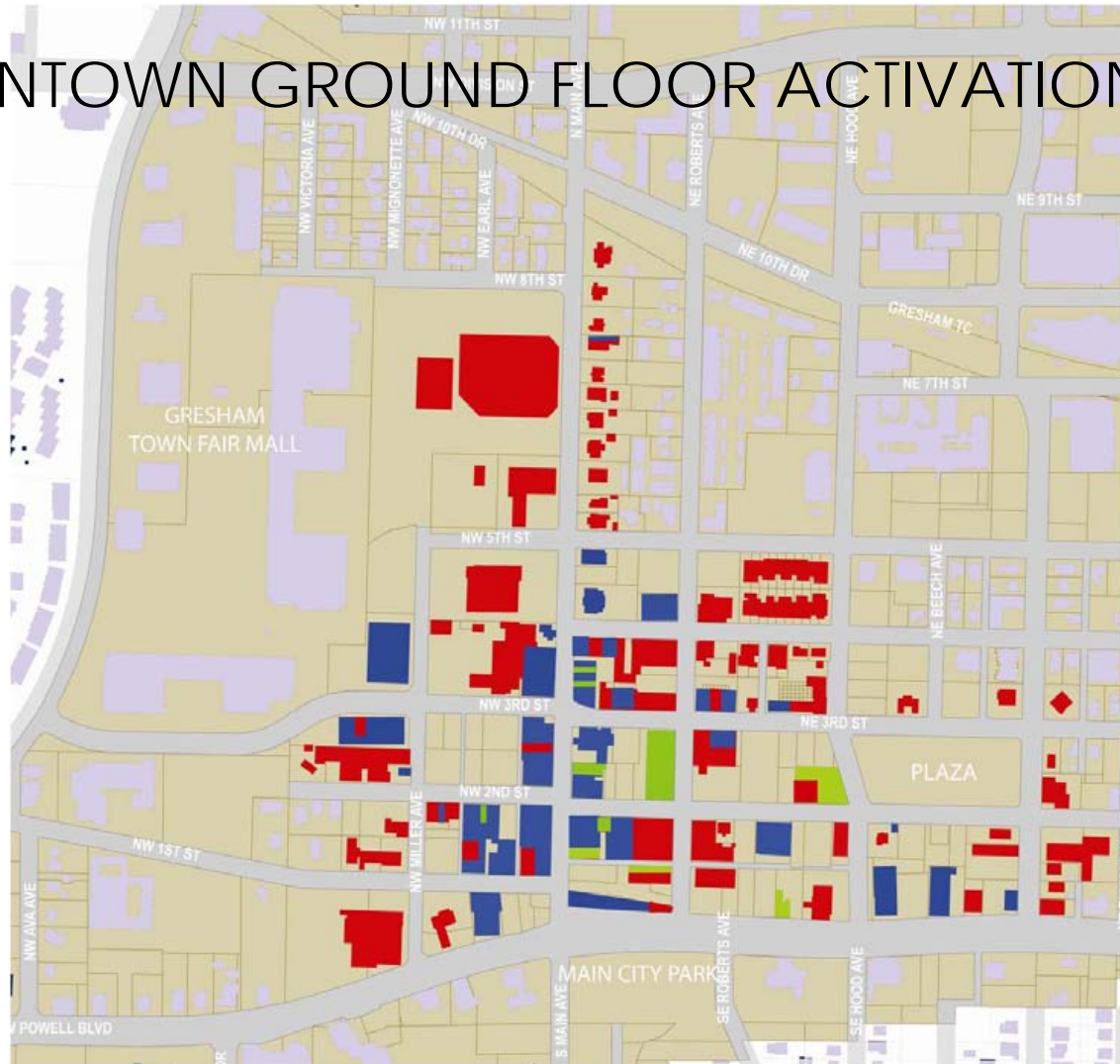
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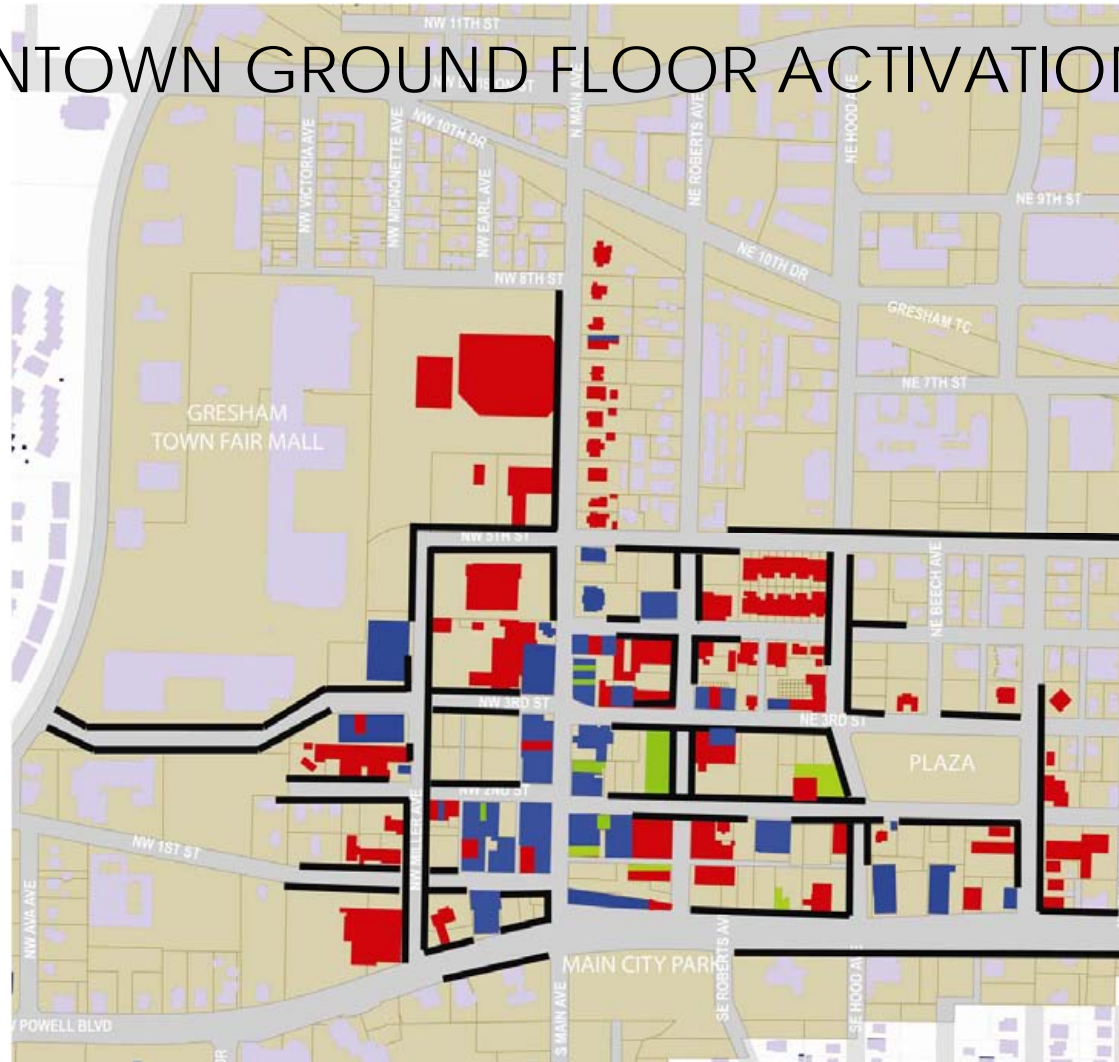


# DOWNTOWN GRESHAM GROUND FLOOR ACTIVATION MAP





# DOWNTOWN GRESHAM GROUND FLOOR ACTIVATION MAP



# AISLES—What is on your shelves?



## AISLES—What is on your shelves?



## AISLES—What is on your shelves?



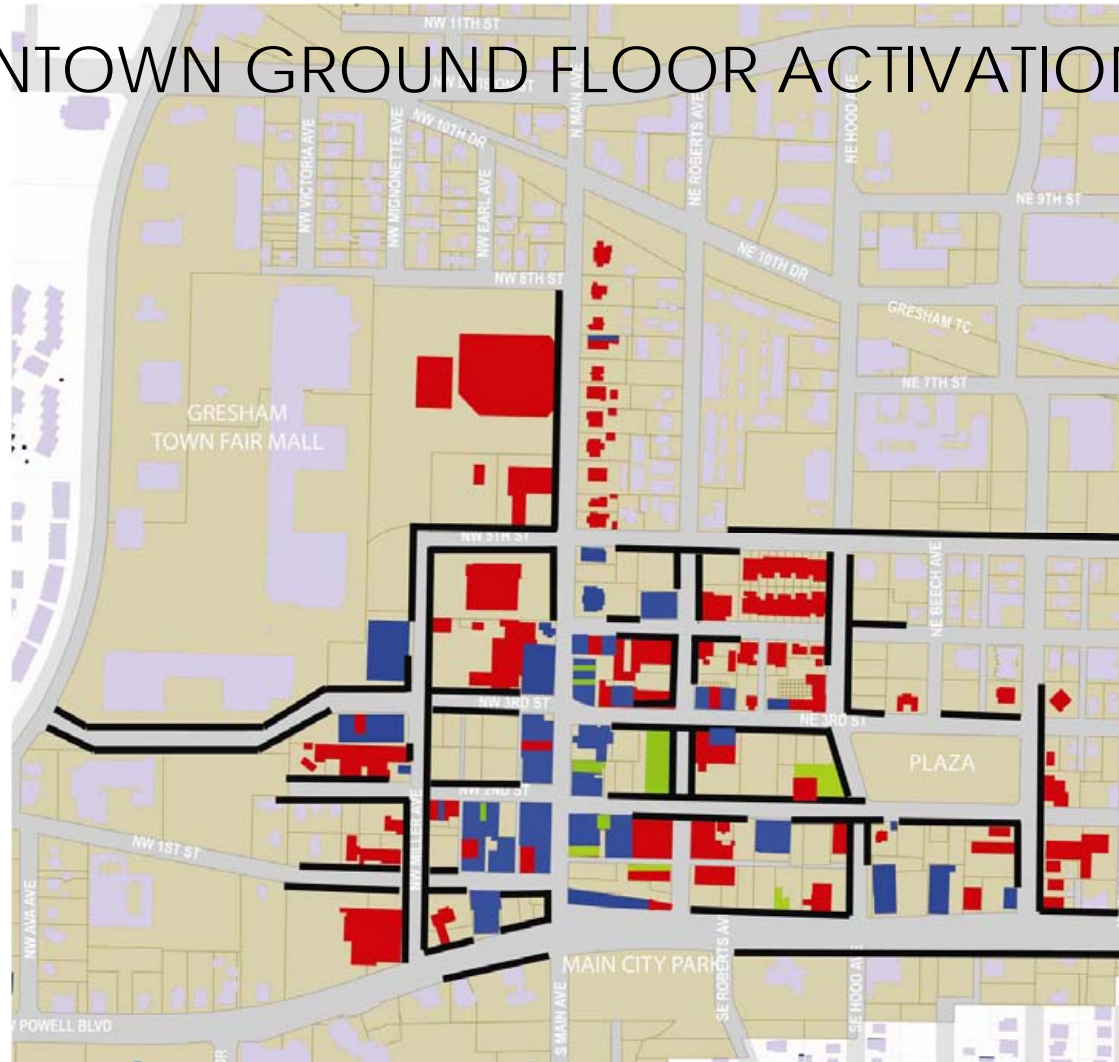
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# DOWNTOWN GRESHAM GROUND FLOOR ACTIVATION MAP



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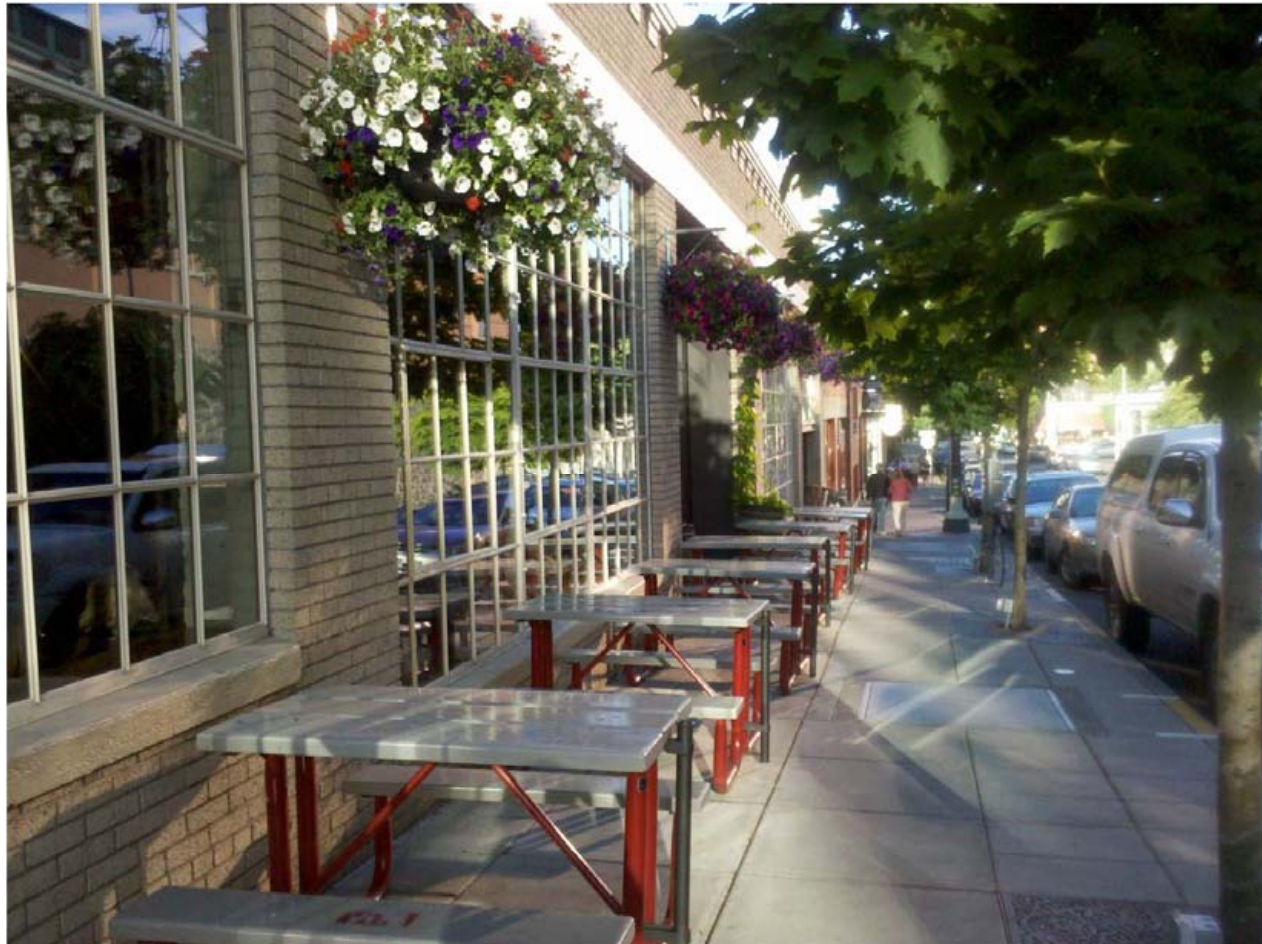




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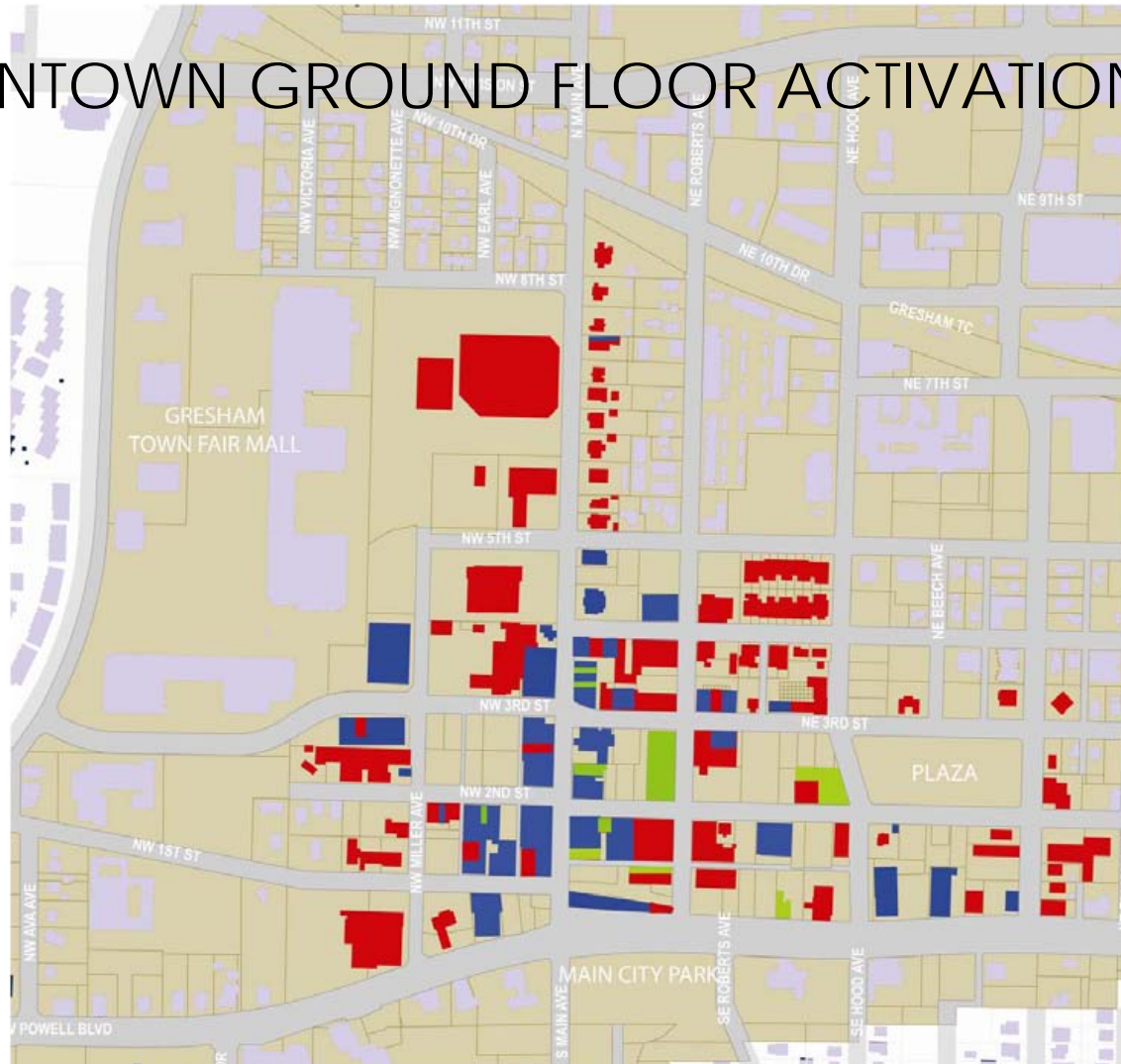


## Best Selling Products

- Library
- Farmer's Market
- Park



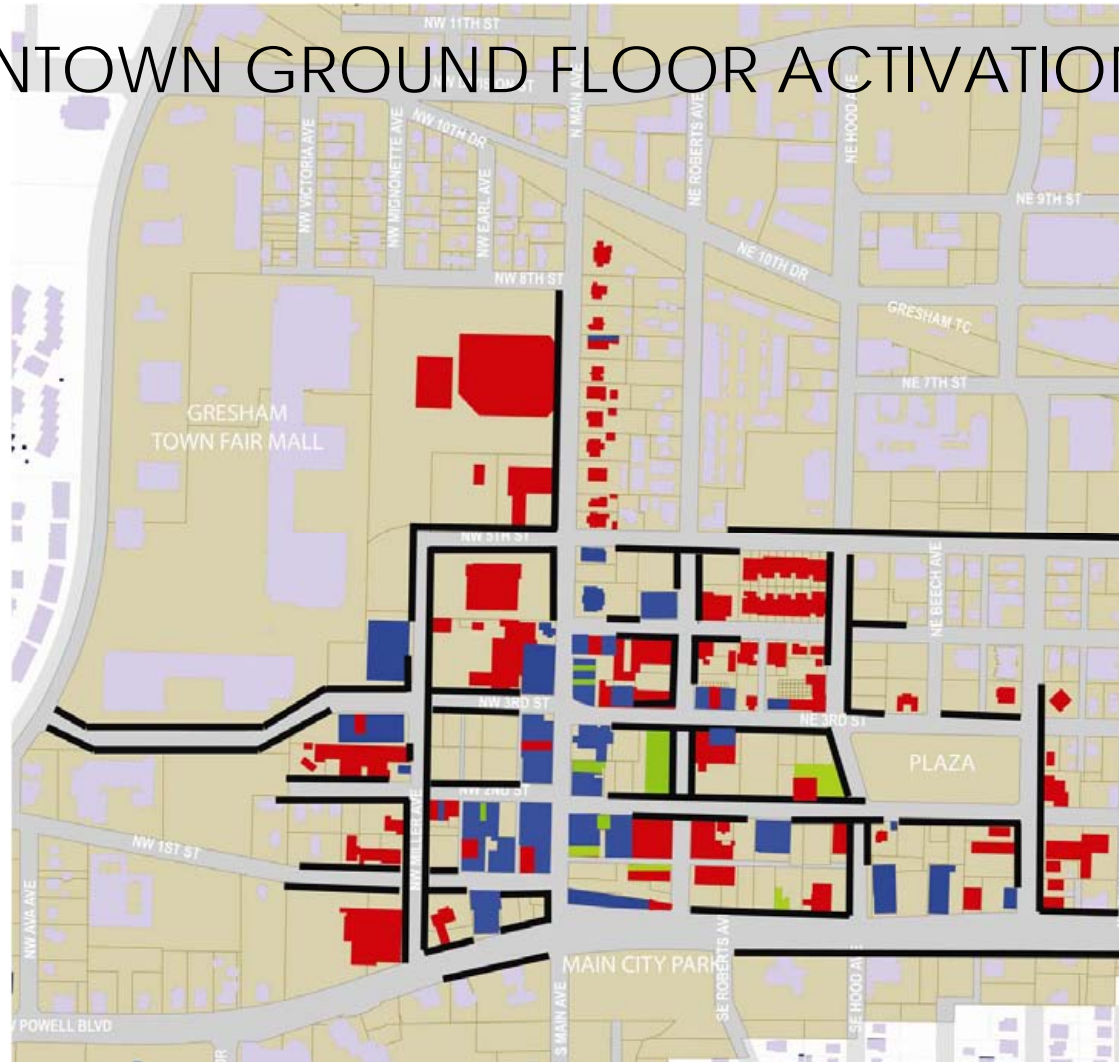
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## Best Selling Products



# DOWNTOWN GRESHAM GROUND FLOOR ACTIVATION MAP



# Best Selling Products



## Best Selling Products





## Leverage Themes—Salon/Spa



## Leverage Themes—Food



# Who the Heck is Going to Do All of This?



## Who the Heck is Going to Do All of This?

- Make buildings more vibrant and engaging.
- Ensure every business is participating in street level dialog with passersby.
- Introduce pedestrian interest and interconnection throughout all of downtown and the park.
- Tenant buildings with active uses.
- Leverage existing themes to link downtown businesses and program with events, events, and more events. Big and small.