

Pleasant Valley Plan Update: Land Use & Implementation Concepts

Community Workshop
January 29, 2024



CITY OF GRESHAM

2004



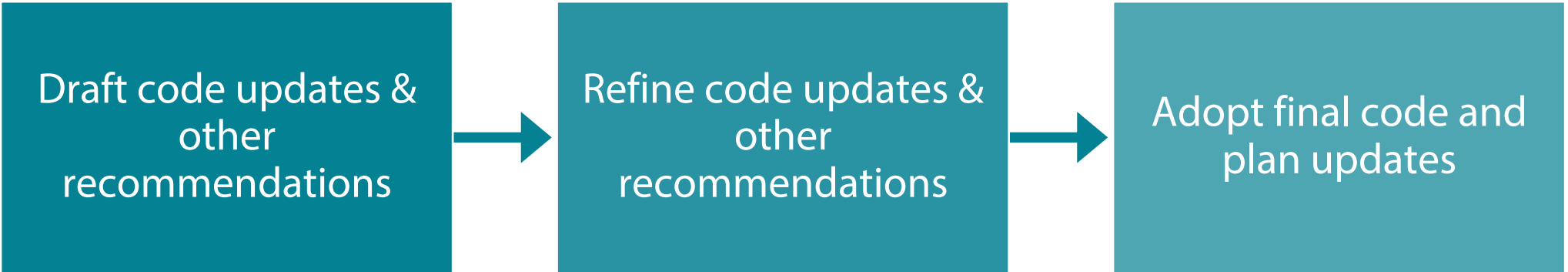
What's Happened

We are here

Phase 1
(2023/2024)



Phase 2
(2024)



Where We Are in the Process

Community Engagement So Far



1

Community vision and priorities

The first phase of outreach focused on:

- Re-affirming the vision for Pleasant Valley
- Learning about the community's priorities for a desirable, inclusive neighborhood that complements the rest of Gresham.

Outreach activity highlights:

- Open house (July 27)
- Online open house (April to August)
- Community events (Spring/Summer 2023)
- Informal conversations with residents and visitors (focused on Spanish-speakers)



2

Draft concepts and strategies

The second phase of outreach is focused on:

- Getting community feedback on draft strategies and concepts for reaching the vision.

Outreach activity highlights:

- Community workshop (October 30)



Engagement Approach

1

Community vision and priorities

The vision for a “complete community” in Pleasant Valley is still relevant. People want a walkable neighborhood with access to businesses and parks nearby.

Different communities have different priorities for housing.

Many people prioritized single-detached housing, courtyard cottages, and townhouses. Most Spanish speakers prioritized apartments.

Different communities have different priorities for types of parks. While many people wanted less-developed parks with walking trails and opportunities to experience nature, some respondents including most Spanish speakers highlighted the need for community gathering spaces and neighborhood parks with playgrounds.

Many people support looking at alternatives for commercial areas for the nearer-term development of the Town Center.



What We've Heard So Far

2

Draft concepts and strategies



People desire aligning standards to support **small and medium-scale, walkable commercial development.**

Most people support dedicating less acreage to employment area.

Many people supported locating higher density residential near commercial areas.

Many people support replacing the Master Planning requirement with clear and objective standards like the rest of the city.

People agree that large transportation projects (i.e., Giese & 172nd extensions) need to be a priority and City-led.

People really want more parks in Pleasant Valley. People supported looking at a variety of ways we ensure we get parks (through private development and working with public partners).



What We Heard at the Last Meeting

Land Use Concepts



Make it easier to build a complete community

- Plan for commercial in areas likely to be viable sooner
- Leverage remaining large properties to deliver more housing mix and neighborhood parks
- Consider future opportunities for parks on existing public land

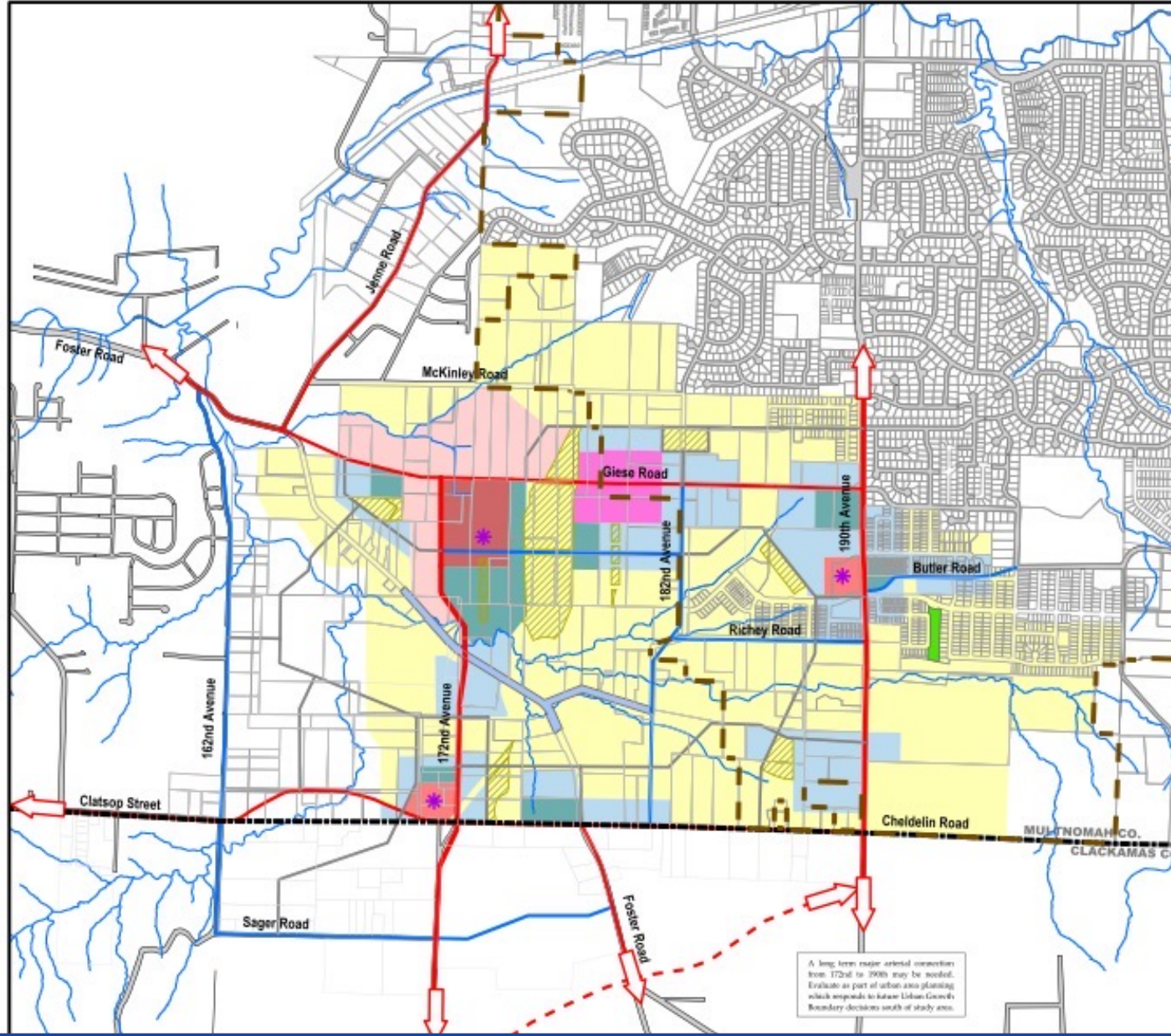
Remove barriers to incremental development

- Align land use designations with property lines
- Take site size (including common ownership) into consideration

Align with market

- Little demand for office / employment uses
- Demand for a mix of housing types
- Commercial is viable in a strong location





A long term major arterial connection from 172nd to 190th may be needed. Evaluate as part of urban area planning which responds to future Urban Growth Boundary decisions south of study area.

Pleasant Valley Plan District

Original Plan Map

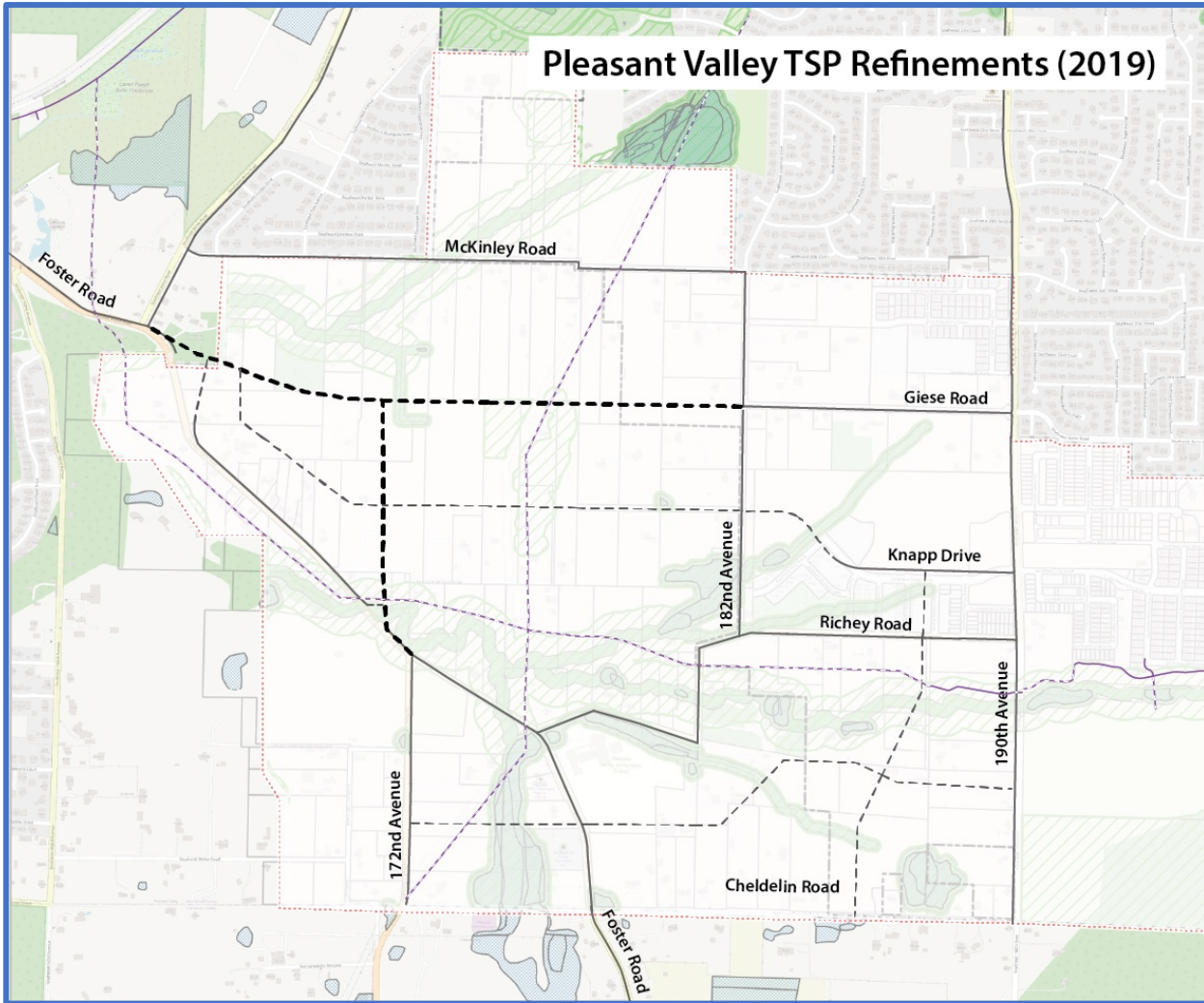


Legend

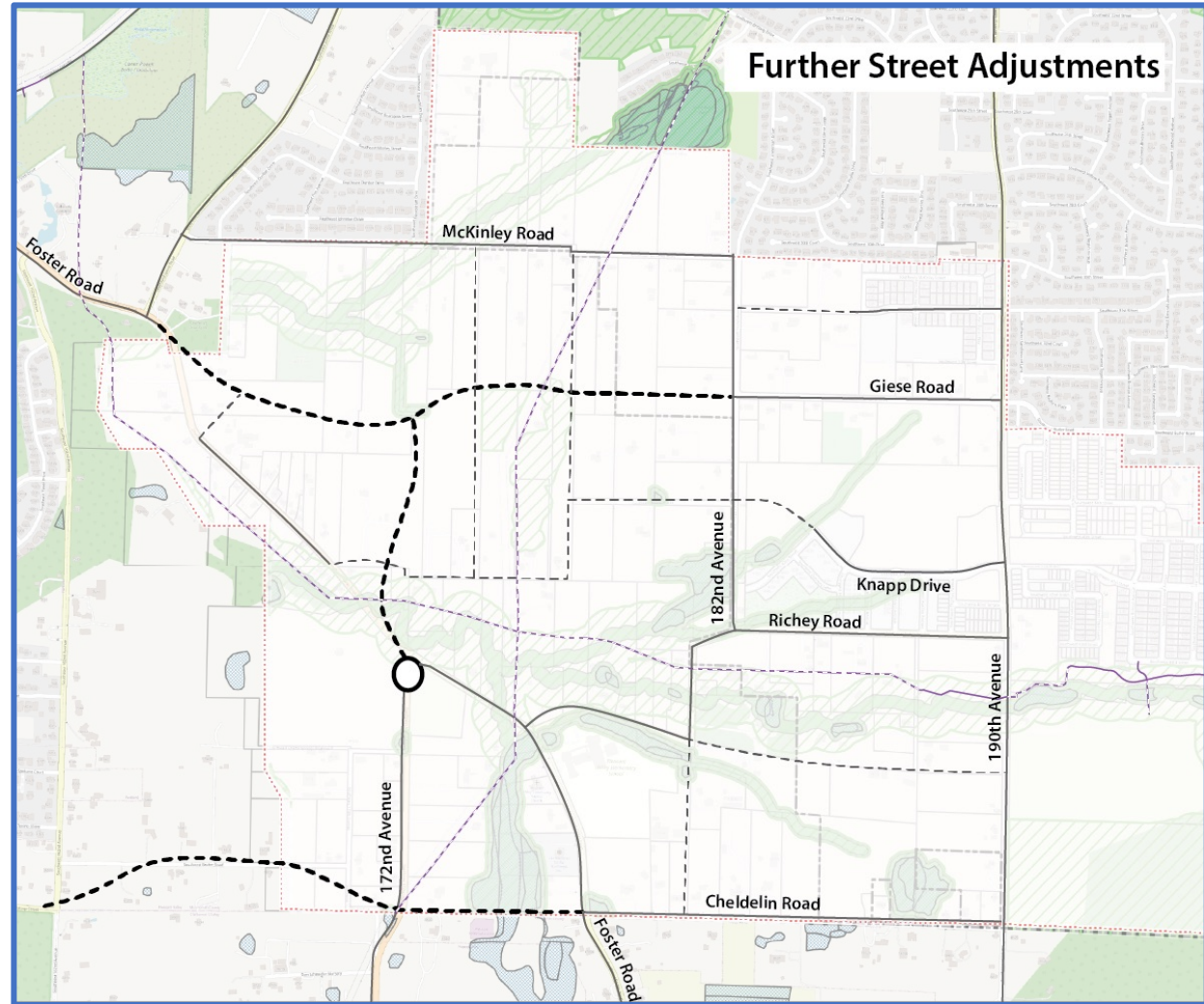
- Districts**
 - Low Density Residential
 - Moderate Density Residential
 - High Density Residential
 - Town Center
 - Neighborhood Commercial
 - Mixed-Use Employment
 - Employment Center
 - Design elements**
 - Plaza
 - Pleasant Valley Planned Parks
 - Existing Parks
 - Circulation**
 - Major Arterial
 - Minor Arterial
 - Collector
 - Neighborhood Connector
 - Existing Roadway
 - Final Treatment of Existing Foster & Richey Roads, 180'
 - Potential Long-Term Arterial
 - Other**
 - Stream Segments
 - County Boundary
 - Gresham City Limits
 - Parcels (Tax Lots)
- Neither Portland nor Gresham can accept any responsibility for errors, omissions, or potential inaccuracy.

Existing Plan

Pleasant Valley TSP Refinements (2019)



Further Street Adjustments



Transportation Framework

Location of Town Center and commercial area

- Look at two (2) possible locations for Town Center
- Consider potential Neighborhood Commercial locations

Location of employment area

- Consider potential locations for employment
- Look at total area needed for employment designation(s)

Location of residential types

- Look at locating higher number of units near commercial locations and major roads where possible
- Consider fewer units on small and resource-constrained properties



What Could Change

Land Use Designation Purpose / Intent

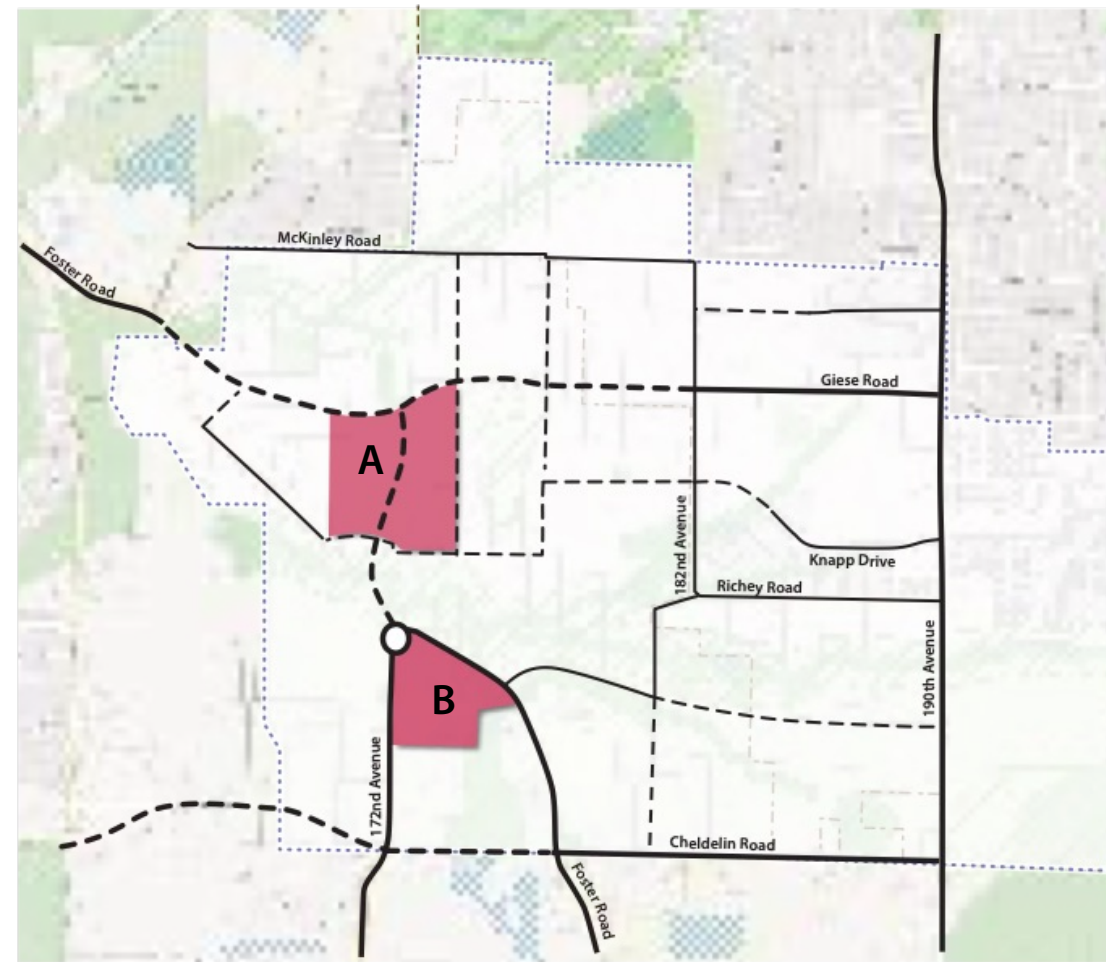
Town Center Mixed Use

Allow a range of community-serving businesses (excluding auto-dependent businesses) with flexibility to incorporate multifamily housing within a mixed-use development; prioritize pedestrian-friendly design.



Commercial / Loopnet

Land Use Concepts: Town Center



Option	Pros	Cons
<p>A (similar to existing location) ~30-32 acres</p>	<ul style="list-style-type: none"> Centrally located Includes large parcels 	<ul style="list-style-type: none"> Likely not viable until Giese and 172nd extensions are complete
<p>B (172nd & Foster) ~12-14 acres</p>	<ul style="list-style-type: none"> Strong visibility & accessibility now, still relatively strong in future Likely viable near- to mid-term Adjacent to school – creates community hub 	<ul style="list-style-type: none"> Wetland determination pending May be a less busy intersection in the future More separate ownerships Little existing housing adjacent



Potential Map Refinements: Town Center

Land Use Designation

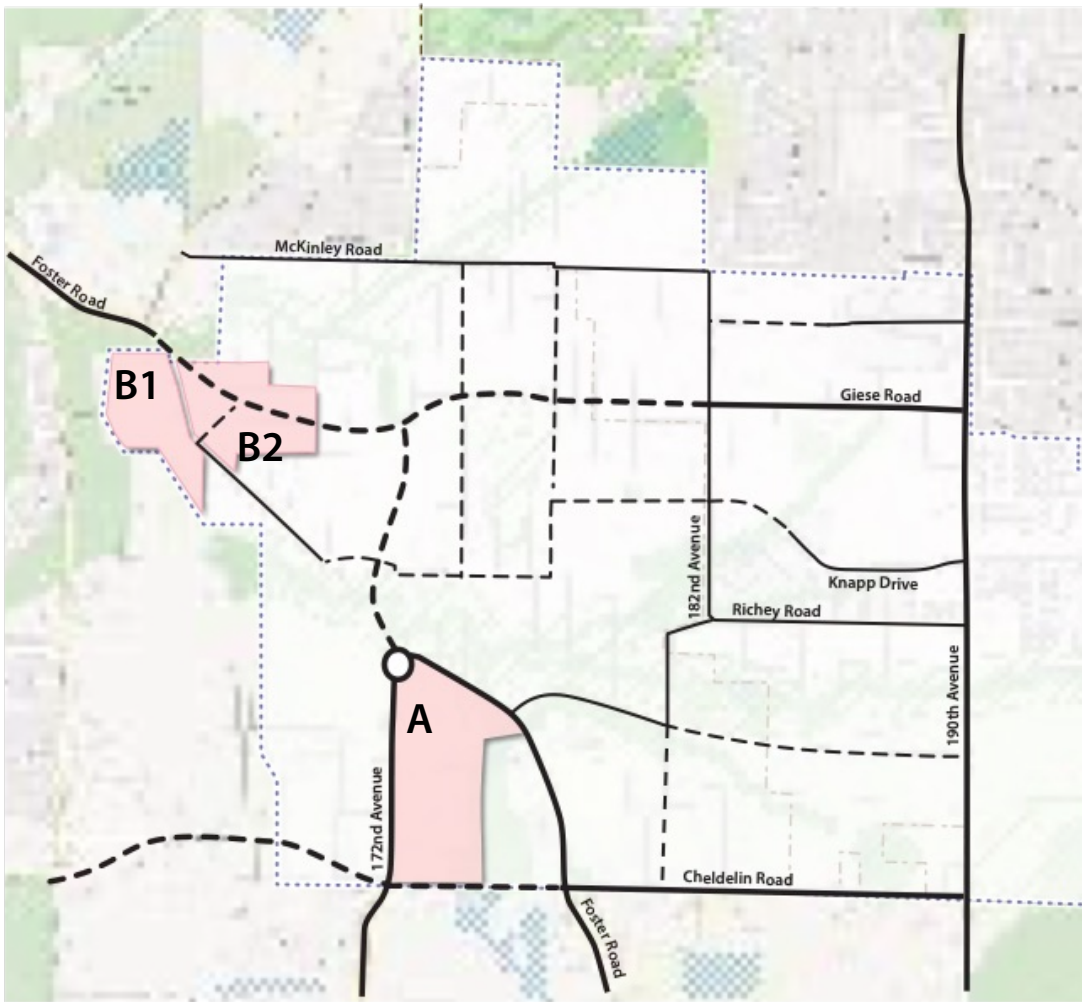
Purpose / Intent

Mixed Employment

Allow a wide range of businesses (including small- and medium-format commercial development, auto-dependent businesses, limited light industrial businesses, and live/work development) with flexible standards that prioritize street frontages and transitions to residential uses.



Land Use Concepts: Employment Area



Option	Pros	Cons
A (172 nd & Foster) ~12-14 acres	<ul style="list-style-type: none"> Strong visibility & accessibility now, still relatively strong in future 	<ul style="list-style-type: none"> Wetland determination pending Less complementary to elementary school
B1 (west of Foster) ~12 acres	<ul style="list-style-type: none"> Accessibility & visibility now Buffered from most other development in the Plan District 	<ul style="list-style-type: none"> Planned to have little visibility & accessibility after Giese extension Properties are partly outside Gresham's future service area
B2 (Foster & Giese extension) ~16-17 acres	<ul style="list-style-type: none"> Accessibility & visibility now and in future 	<ul style="list-style-type: none"> Likely fragmented after Giese extension (depending on alignment) Development prior to Giese extension could be problematic

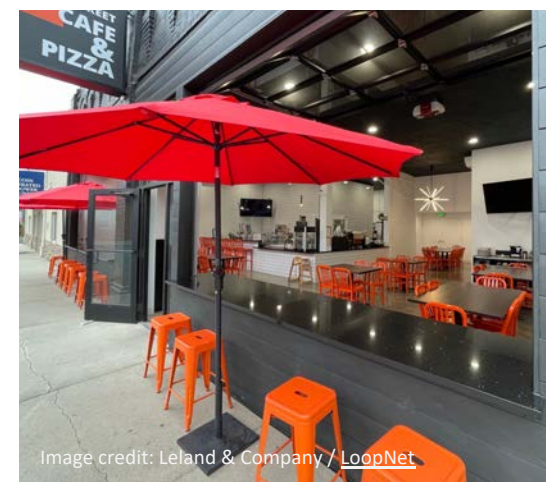
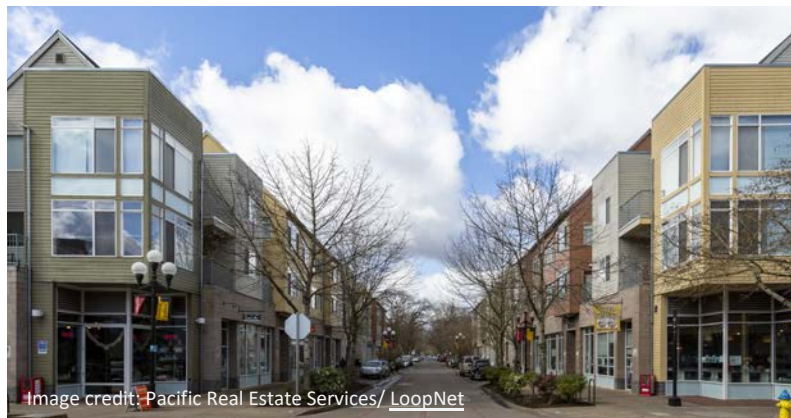


Potential Map Refinements: Employment Area

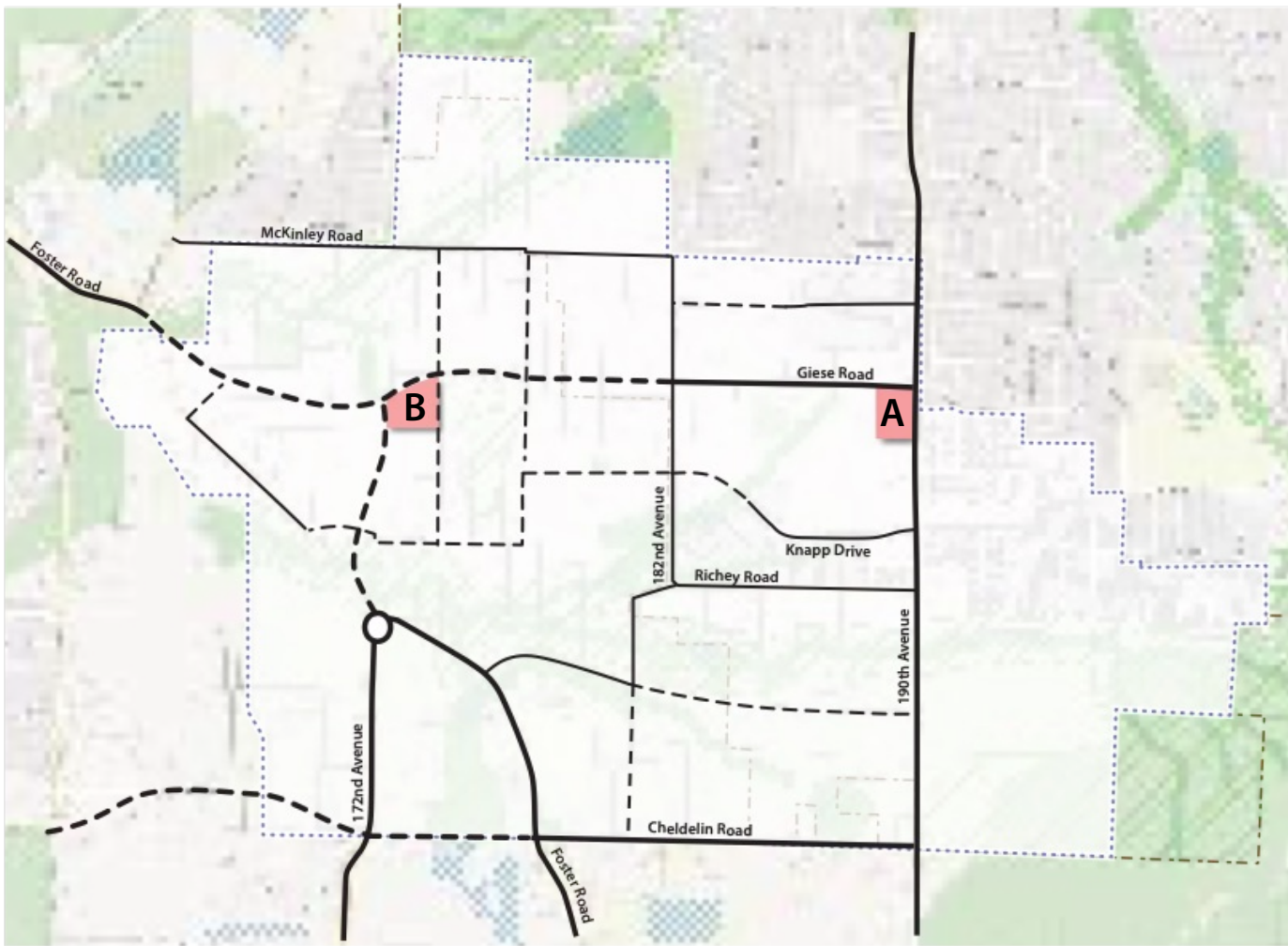
Land Use Designation Purpose / Intent

Neighborhood Center Commercial

Allow smaller-format community-serving businesses (excluding auto-dependent businesses); prioritize pedestrian-friendly design.



Land Use Concepts: Neighborhood Commercial



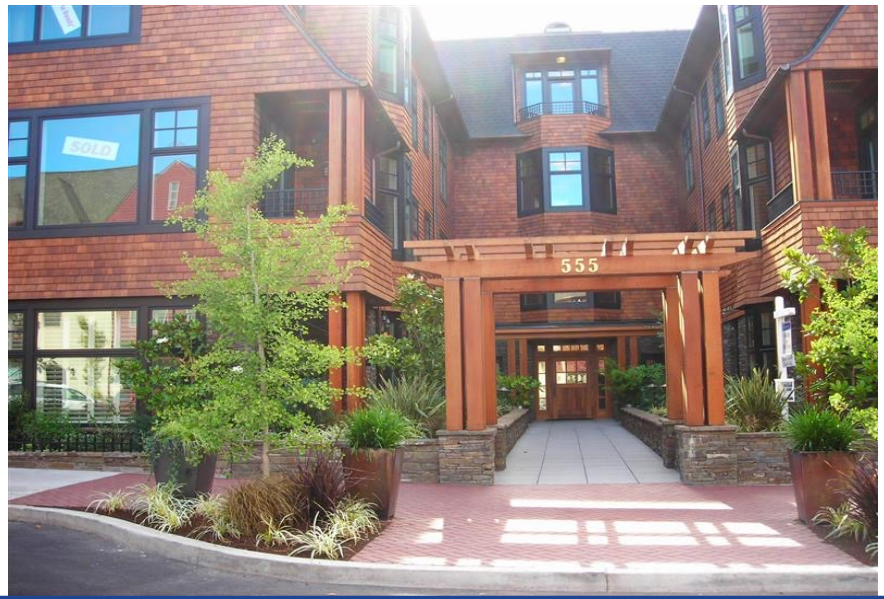
Option	Pros	Cons
A (190 th & Giese) ~3 acres	<ul style="list-style-type: none"> • Strong visibility & accessibility now and in future • Existing housing & near-term residential development nearby 	<ul style="list-style-type: none"> • Property is on the smaller side
B (Geise extension & 172 nd extension)* ~3-5 acres	<ul style="list-style-type: none"> • Strong visibility & accessibility in future 	<ul style="list-style-type: none"> • Not viable until Giese and 172nd extensions are complete

** If area not selected for Town Center*



Potential Map Refinements: Neighborhood Commercial

Land Use Designation	Purpose / Intent
Low Density Residential	Allow single-unit detached and middle housing; prioritize housing mix on larger sites.
Medium Density Residential	Allow a wide range of housing types in compact neighborhoods; prioritize housing mix and compact development. Provide limited opportunities for smaller-format community-serving businesses within a mixed-use development.
High Density Residential	Allow middle housing and multifamily housing at transit-supportive densities with flexibility to incorporate smaller-format community-serving businesses within a mixed-use development.

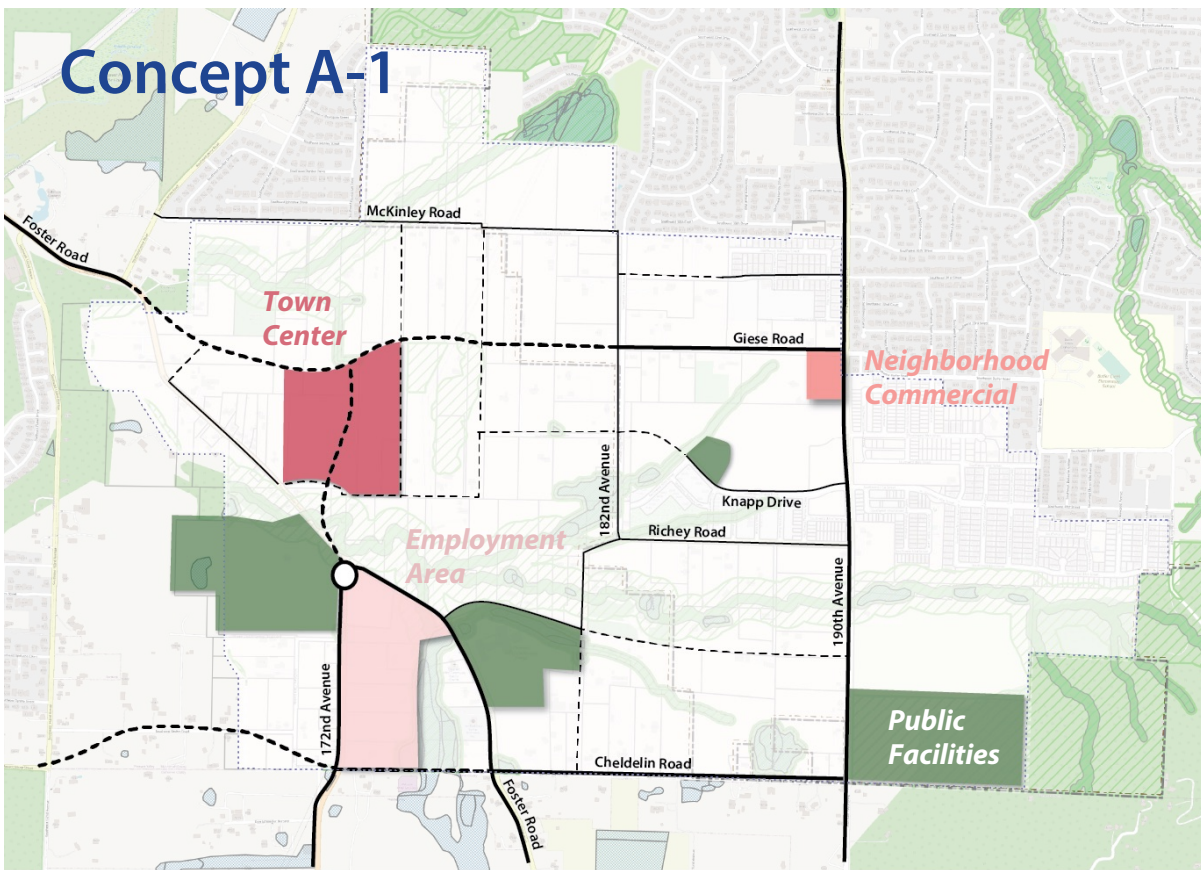


Land Use Concepts: Residential



Putting the Pieces
Together

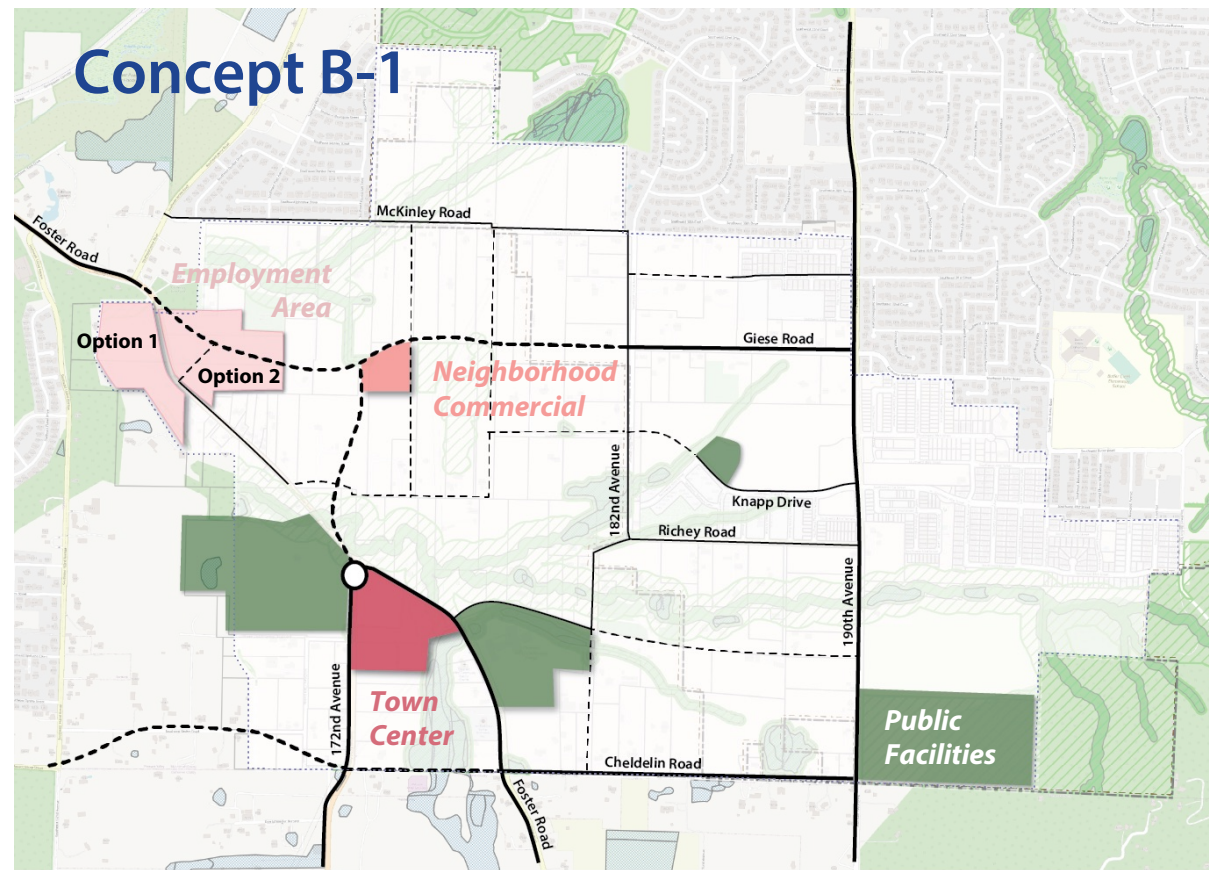
Concept A-1



Key features

- Retains Town Center centrally located along future major roads
- Neighborhood Commercial at strongest corner on 190th
- Employment area is in a location that is more viable now, but may be less appropriate later

Concept B-1



Key features

- Town Center in location with nearer-term market potential
- Long-term opportunity for centrally located Neighborhood Commercial.
- Employment Area moves to edge, but along future major road, near future Town Center



Parks

**Town
center**

**Commercial in
neighborhoods**

**Housing
mix**

**Complete
streets**

**Employment
areas**



Missing Pieces of a Complete Community

Delivering a Town Center

Encourage

Continue to allow and encourage integrated mixed-use development in the Town Center.

Allow

Allow stand-alone commercial development with pedestrian-friendly design that serves nearby residential development.



Missing Pieces of a Complete Community

Opportunities for Commercial with Neighborhoods

High and Medium Density Residential subdistricts

Allow small amounts of commercial with mixed-use development.

Neighborhood Commercial subdistricts

Align standards to support small and medium-scale, walkable commercial development.



Missing Pieces of a Complete Community

Opportunities for Employment

Keep some land reserved for employment uses, but less acreage.

Allow a range of businesses in employment subdistrict(s).

Limit residential (generally live-work or mixed-use) in employment subdistrict(s).



Missing Pieces of a Complete Community

Housing Variety



Refine the existing requirements so they support a greater mix of housing design, scale, and type.



Missing Pieces of a Complete Community

Parks

Existing public land

- Explore long-term opportunities for park facilities on existing publicly-owned properties in Pleasant Valley
- Establish Public Facilities subdistrict to facilitate parks & schools on existing publicly-owned properties

Private development

- Clarify requirements for park land dedication with development
- Focus on obtaining land for future neighborhood parks on larger sites where park site needs are roughly proportional/comparable to SDC contributions



Complete streets

Public projects

- Giese & 172nd extensions will need to be City projects.
- Alignments need to be refined and protected.

Private development

- New collector & local roads can be built incrementally with development
- Potential to use Future Street Plan code instead of Master Plan requirements

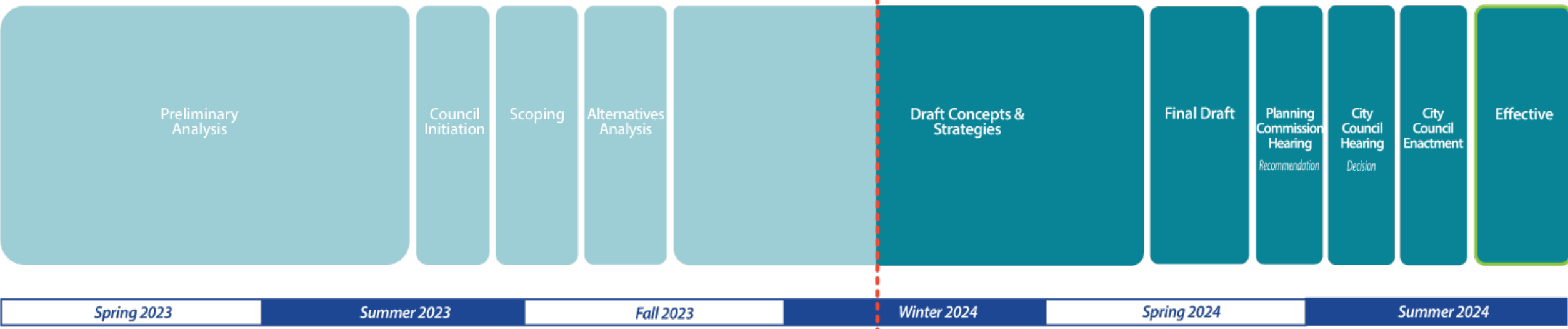


Streamlining Process

Replace Master Plan Requirements

Replace Pleasant Valley Master Plan requirements with standards used for development across the rest of the city. For example, use Future Street Plan code to ensure street connectivity throughout the neighborhood.





We are here



Next Steps

Next:

- Station #1: Land Use Concepts
- Station #2: Strategies & Code Refinements
- Station #3: Transportation
- Meeting ends at 7:30pm

Questions?

