

# 2029 COMMUNITY INVESTMENT FRAMEWORK: PRIORITIES AND PROJECT SCREENING

**GRESHAM**  
REDEVELOPMENT COMMISSION

GRDCAC  
August 9, 2023

# Tonight's purpose

Discuss initial screening and a proposal for a Discussion Draft of Priorities and Projects to consider for the 2029 Framework.

# Timeline for GRDCAC

- **October:** Overview of 2029 Community Investment Framework
- **December:** Financial Assessment
- **January:** Planning Background
- **January – July:** Engagement & Survey
- **August:** DRAFT Proposal

# Phases

**Partnership**

**Priorities**

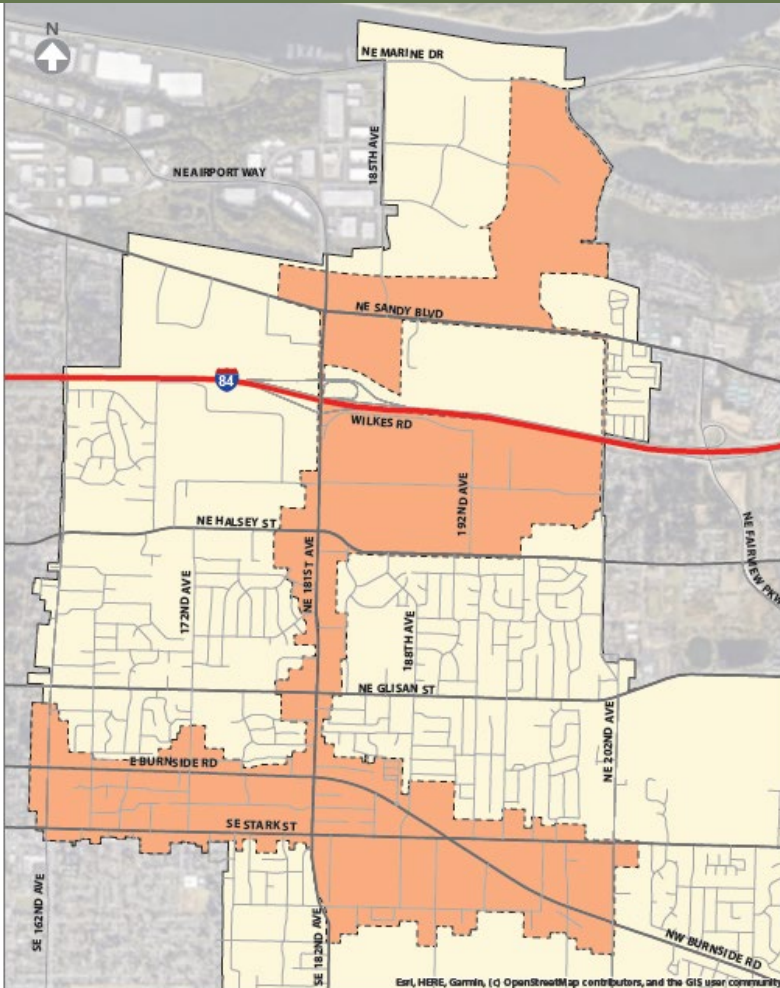
**Planning**

**Projects**

2029  
Community  
Investment  
Framework

# Planning

## Urban Renewal District



City of Gresham URA Boundary

Esri, HERE, Garmin, (C) OpenStreetMap contributors, and the GIS user community.

# Planning

## PLAN GOALS SUMMARY

### GOAL 1: Public Involvement

Provide a variety of ways for the community to participate in and be informed about revitalizing Rockwood-West Gresham.

### GOAL 2: Improve Rockwood Town Center

Improve Rockwood Town Center so it provides a mix of high-quality housing, jobs, shopping and services for the community. It will also serve as an attractive “front door” to Gresham, and as a focal point for Rockwood.



### GOAL 3: Increase Availability of Quality Housing

Make ownership housing more available in terms of the number of units and their affordability for a range of household incomes. Improve the quality of existing rental housing while preserving affordability.

### GOAL 4: Help Create and Retain Family-Wage Jobs by Improving Industrial and Commercial Areas

Improve the use of industrial and commercial lands in ways that retain and generate family-wage jobs and accommodate a diversity of business types, large and small.

### GOAL 5: Develop Public Safety and Community Service Facilities

Facilitate development of public safety and service facilities to serve the URA.

### GOAL 6: Parks and Recreation Facilities

Facilitate development of conveniently located parks and recreation facilities to the URA with strong pedestrian and transit links to residential neighborhoods.

### GOAL 7: Improve Transportation

Provide a safe, multi-modal transportation system for circulation within and around Rockwood-West Gresham.

### GOAL 8: Promote Quality Development

Promote high-quality development, in keeping with the URA’s importance to the community.

# Planning

## Urban Renewal Project Types

The Urban Renewal program can make investments in the following ways:

**Public Improvements**

**Assistance to Property and Business Owners**

**Buying and Selling Land**

**Public Buildings**

# Planning

## City Council Strategic Plan





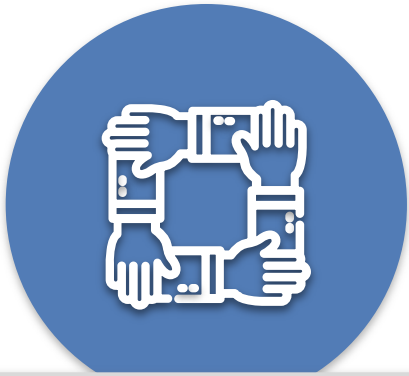
# Planning

## Observations

- There has been significant investment in transportation and infrastructure to date, but important infrastructure remains.
- There has been investment in housing, but less specifically targeted to ownership housing.
- Grant programs have made significant impact in jobs and development of commercial and industrial areas.
- Gresham Public Safety Building has been the primary investment in public safety and public buildings.
- Parks and Recreation facilities have included the Downtown Rockwood Plaza and Boys and Girls Club, but significant needs remain.
- All future investments must continue to prioritize public engagement and quality development.

# Partnership/Engagement

## Community Values



**Build a sense of  
community, safety,  
and belonging**



**Provide wealth generating  
opportunities for low  
income residents through  
homeownership and small  
businesses**



**Prioritize easier access to  
health and wellness services,  
and culturally responsive  
programs and resources for  
youth and adults**

# Partnership/Engagement

## Priorities

- PRIORITY: Strong desire for affordable housing ownership
- PRIORITY: Desire for culturally responsive health and wellness programs and services
- PRIORITY: Desire for community center and recreation center

## Additional identified needs

- Job opportunities, workforce opportunities, maker space and workshop
- Traffic safety and pedestrian safety, Community Safety
- Updated fire station

# Screening, Priorities, Projects

# Screening Questions

- Is Priority/Project consistent with Urban Renewal Plan?
- Is Priority/Project consistent with Council Strategic Plan?
- Is Priority/Project a defined community need?
- Is Priority/Project financially feasible given remaining financial capacity?

# DRAFT Priorities

**Housing**

**Economic  
Opportunity**

**Community  
Safety**

**Community  
Vibrancy**

**Transportation**

# Housing

- Outcome: Increase available ownership housing
- Strategies:
  - Funds set aside for property acquisition, gap financing, or grant program.
  - Partner to reduce barriers to buying/selling home
  - Partner to increase resources for mortgage assistance and other financial support

# Community Safety

- Outcomes: Develop public safety facility, increase street safety
- Strategies:
  - Contribute to the capital funding of a new Fire Station facility (station 74)
  - Invest in improvements to Yamhill Street



# Economic Opportunity

- Outcome: Increase businesses, jobs, and storefronts
- Strategies:
  - Grant programs for New Industries, Storefront Improvements
  - Ensure development sites increase economic opportunity through business development and workforce training opportunities

# Transportation

- Yamhill Street Improvements: upgrade to collector standard with pedestrian and safety amenities
  - Identified in plan
  - Community need
  - Increase access to parks
  - Increase pedestrian safety
  - Leverage Wy'East Trail
- Coordinate with TriMet Blue Line improvements and shelters
- Coordinate with proposed City parking assessment studies
- Invest in improved pedestrian safety

# Community Vibrancy

- Outcome: Increase economic, cultural, and wellness resources
- Strategies:
  - Invest in 1-2 more development sites for uses such as medical, day care, skills development, youth opportunity, elderly opportunity within Rockwood Town Center.
  - Park and recreation investment

# Summary

<b>Housing</b>	Increase available ownership housing
<b>Community Safety</b>	Invest in Fire Station; invest in Yamhill improvements
<b>Economic Opportunity</b>	Grant programs for new industries and storefront; increase retail space and workforce opportunity
<b>Transportation</b>	Yamhill improvements; coordinate transit capital improvements; parking assessment; pedestrian safety within Rockwood town center
<b>Community Vibrancy</b>	1-2 more development sites for cultural, wellness, business investment; park/recreation investment

# Next Steps

- September GRDCAC: Further discussion on potential projects and financial capacity
- September GRDC: Presentation of “Discussion Draft”
- Fall: Further public comment on draft