APPENDIX 38
(Added by Ord. 1366 adopted July 11, 1995; effective July 11, 1995)

GRESHAM CIVIC NEIGHBORHOOD - TRANSIT CENTERED DEVELOPMENT

GRESHAM CIVIC NEIGHBORHOOD

Purpose and Process:
Gresham Civic Neighborhood describes a partly developed super-block of 130 acres close to the core of the City. Bounded by Burnside, Eastman Parkway, Division and Wallula (212th), the block is bisected by light rail. This land is made up of several different ownerships and uses, among them City Hall. The term 'Civic Neighborhood' connotes an urban neighborhood which includes uses and features associated with the center of a city; an area which embodies civic qualities and is likely to inspire a sense of civic pride in those who use it.

Until recently, a regional shopping center was planned for much of the undeveloped western half of the site. It is now evident that such a use is unlikely, and a principal property owner has formally requested that the City remove the Regional Shopping Center [RSC] planning overlay from the property. The City recognized that removal of that potential use may create an opportunity for mixed use development at the higher than usual densities cited in Metro's 2040 studies and implied by the State's recent Transportation Planning Rule. The City of Gresham therefore sought participants with whom to develop a plan for the entire 130 acre super-block, recognizing that City Hall would contribute to the interaction between employment, retail, residential and other uses which could be developed together.

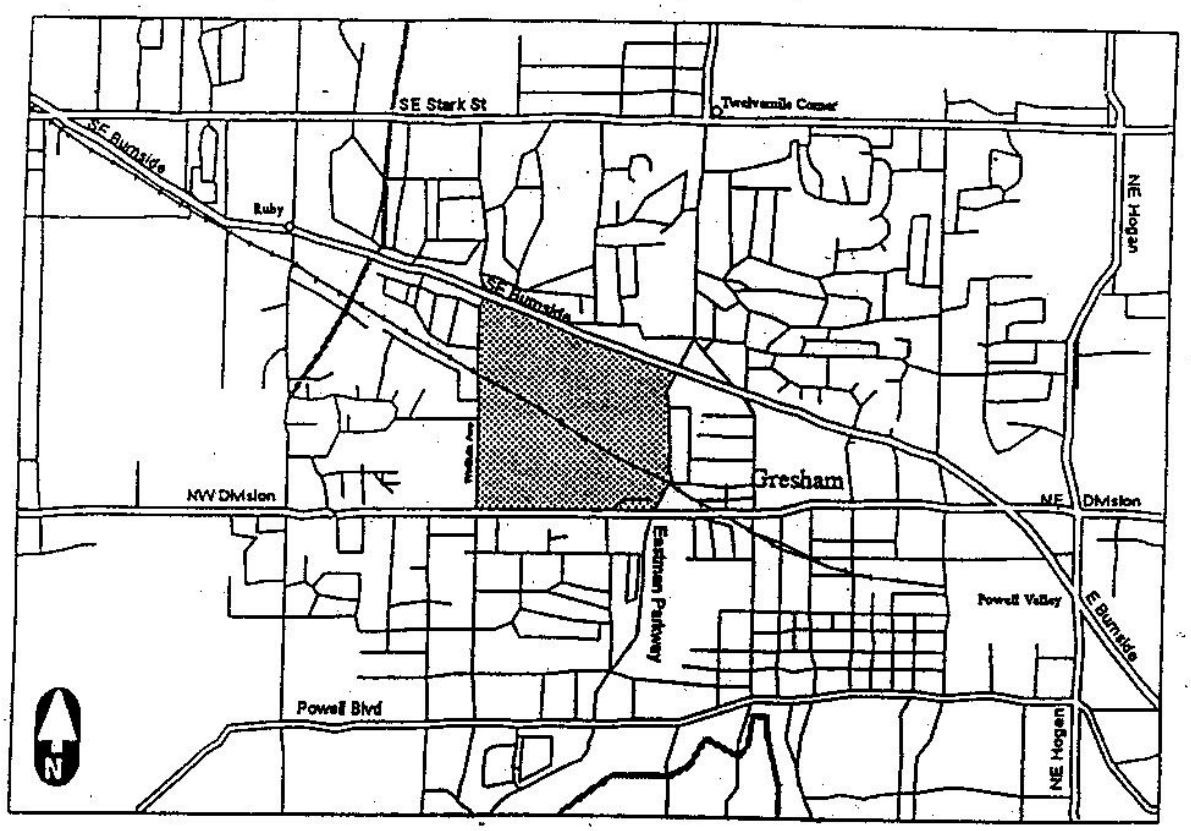
The City was joined by Metro, Tri-Met, Winmar and PGE in sponsoring design of a mixed use plan for the super-block which became known as the Gresham Civic Neighborhood. An important purpose of the plan is to demonstrate that development of mixed uses at relatively high densities is not only feasible in Gresham, but can offer advantages not found in conventional suburban development. This is to be a transit oriented neighborhood with good connections to adjacent neighborhoods - on foot as well as by car and bicycle. Those who live and work in the Civic Neighborhood will generate fewer automobile trips than their counterparts elsewhere; not only because of the proximity of light rail, but also because it would be more convenient to walk to a nearby shop or restaurant to buy lunch, for example.

The *Transportation Impact Analysis* [Table 3] provides a quantification of the resulting reductions in automobile trip generation, taking account of reduced trips internal to the neighborhood as well as reductions in trips to destinations elsewhere. Total trip reductions over typical rates are as follows:

- Residential automobile trips reduced by 10%
- Office automobile trips reduced by 30%
- Retail automobile trips reduced by 35%

By guiding development towards a mix of uses at relatively high densities, Gresham will demonstrate the advantages of sustainable development and set an important precedent for the region.

Planning Process:
During the spring of 1994, the City of Gresham and the other project sponsors invited representatives of the neighborhoods and the business community to assist them in selecting a consultant team which would prepare a plan for the Civic Neighborhood. Two committees were established to direct the work of the consultants and evaluate the outcome. The Management Committee is an executive group comprising representatives of the project sponsors together with the consultant hired as project manager for the City. The Steering Committee included principles from each of the project sponsors, together with community representatives and interested parties.



Gresham Civic Neighborhood Vicinity Map

A comprehensive public consultation process was designed and put into effect early, so that the concerns and priorities of those affected would influence the planning process from the outset. Key individuals were interviewed and opinions were sought from numerous organizations with interests in central Gresham. Results were analyzed and relayed to the consultant team and the governing committees. Consultation continued, particularly through public meetings of the Steering Committee, through eight months of plan design and refinement.

Periodically, recommendations were referred by the Steering Committee to Gresham Planning Commission and to the City Council, so that they would be kept informed and so that the team could benefit from useful feed-back to the planning process. On March 20, 1995, the Steering Committee and the consultant team completed the draft Civic Neighborhood Plan and recommended adoption of a package comprising land use plan, transportation impact analysis, financial analysis and implementation strategy to the Planning Commission and the City Council.. Following this action, City Planning staff carried out a refinement of draft code language developed by the consultant team, and prepared specific proposals to adopt the Civic Neighborhood Plan in the form of a Plan District, as part of the Gresham Community Development Plan.

Regional Goals :

The project sponsors share a strong commitment to state and regional planning and transportation goals, and to their implementation at the local level. Consequently, when members expressed their priorities for the project at the first Steering Committee meeting, it was no surprise that many reflected principles addressed in the State Transportation Planning Rule and Metro's 2040 Study emerged. These included:

- Reduce automobile trips by capitalizing on transit opportunities, and by creation of an environment which encourages people to walk.
- Create a circulation system which favors safe and efficient access by and between all modes.
- Respond to the central location of the project within the City of Gresham by including a wide range of uses and activities developed to urban densities. Uses should complement those already established nearby.
- Investigate and implement cost effective measures to reduce automobile travel.
- Provide effective connections to adjacent neighborhoods with bike routes and footpaths.
- Maximize potential transit ridership through an appropriate mix and density of uses developed in the Civic Neighborhood, and by providing easy access to transit.
- Set a precedent for sustainable development in regional centers.

Project Objectives:

Gresham's Transportation 2000 and Vision 2020 initiatives had created clear directions for the city which are in keeping with state and regional planning and transportation directives. Participants in both programs were represented on the Steering Committee as specific objectives of the project were developed. The Steering Committee provided specific direction to the team through a set of general and specific project objectives. The general project objectives were as follows:

- To identify the best uses for the super-block; uses which will complement facilities already existing downtown, and uses which will take full advantage of access by transit, on foot and by bicycle.
- To build consensus for a development master plan for the site.
- To develop a strategy for economic development of the property leading to full build-out within the next ten years.

- To advise the City on appropriate plan district overlay provisions for the super-block.
- To reflect the intentions of the 2040 regional strategy for Gresham as a regional center.
- To create an urban environment which those who live or work in Gresham are proud to claim as their own.

These general objectives were elaborated in a series of more detailed objectives which were grouped under five topics: land use, open space and pedestrian circulation, transportation, character and implementation. Since these detailed objectives were fundamental to all that followed on the project, they are given in full.

1 Land Use Objectives:

1.1 Provide a compatible mix of land uses which support and complement nearby uses.
1.2 Provide uses of a density and configuration that will capitalize fully on the presence of light rail and bus services.
1.3 Encourage uses which are consistent with the urban character of a civic central neighborhood.
1.4 Encourage a mix of commercial development which will
- create new jobs
- generate direct and indirect tax revenue
- attract new downtown residents
- provide new amenities

1.5 Accommodate an appropriate mix of uses to satisfy both the economic needs of landowners and community needs including:
- substantial near-term development
- economically feasible uses
- support regional goals for increased densities
- provision of new housing options in Gresham
- reduced dependence on automobiles
- public open space and other public facilities
- optimum utilization of public infrastructure

2 Open Space & Pedestrian Circulation Objectives:

2.1 Create a comprehensive pedestrian network, linking the Civic Neighborhood with adjacent areas and developments.
2.2 Integrate public open spaces and landscaped areas as a cohesive system.
2.3 To the extent that it is practical to do so, integrate the pedestrian system and the open space system.
2.4 Use open space and pedestrian circulation to reinforce desired land use patterns.
2.5 Encourage access to public and commercial facilities by those who live or work in adjacent areas, without use of automobiles.
2.6 Provide safe and convenient access for all to transit stations.
2.7 Capitalize on the near and distant views which distinguish this location.
2.8 Integrate flood control measures with components of public and private landscape.
2.9 Capitalize on flood control measures to enhance the qualities and attractions of the superblock to appropriate land uses and development types.
2.10 Maintain the special character of the Wallula corridor and its natural features.

3 Transportation Objectives:

3.1 Design the Civic Neighborhood as a model multi-modal access community, accommodating the needs of all modes in a balanced and non-exclusionary manner.
3.2 Capitalize on the presence of light rail at the site.
3.3 Locate and configure parking in ways which will not dilute urban densities nor interrupt street frontages or public open spaces.
3.4 Parking should be convenient yet not dominant; adequate but not over-provided for normal, day to day needs.
3.5 Provide a hierarchy of local access streets within the superblock which will provide flexibility in circulation options and will be effective in serving a changing range of land uses over time.
3.6 Respect the established character and functions of existing streets in the vicinity.
3.7 Dimension streets for their local access functions, using no more land than is necessary.
3.8 Improve accessibility to the rest of central Gresham, with which this superblock is intended to function as an integral part.
3.9 Accommodate an effective link between historic downtown Gresham and the civic neighborhood.
3.10 Actively encourage walking and use of bicycles and transit.

4 Character:

4.1 Foster a character for the Civic Neighborhood which is appropriate to its central location and complementary to its residential and commercial neighbors, including West Gresham.
4.2 Project an image of a welcoming environment
4.3 Encourage architectural diversity within defined parameters of building scale and density
4.4 Design the street system as the framework for a walkable scaled and densely developed central city district; streets that feel safe to walk on by day and after dark.
4.5 Set a precedent for the quality of public and private development with the design, materials and workmanship evident in all public infrastructure improvements.
4.6 Establish design guidelines to be used uniformly throughout the superblock to ensure consistency in adherence to these objectives.
4.7 Phase development so that it appears to be fully integrated with other components of the neighborhood. Avoid leaving unfinished edges between phases.
4.8 Respect the integrity of nearby neighborhoods.

5 Implementation

5.1 Maintain economic feasibility as an important value in evaluating alternatives.
5.2 Select a development plan which may be supported by market factors.
5.3 Clearly identify the roles and responsibilities of both public and private participants in meeting plan objectives.
5.4 Provide a planning and development approval process which is clear, fair and timely, and assures that the Committees' objectives will be met.
5.5 Dimension and configure parcels according to the housing, retail or office uses which they are to accommodate.

The Plan:

The size and configuration of the Civic Neighborhood site invited a fresh approach to planning it. Perimeter streets provide good local and regional access, yet access to those streets from the site is limited by local traffic conditions. Much of the property is undeveloped, with splendid views, varied topography and some stands of trees. The light rail line which bisects the undeveloped

half of the property was in the process of being upgraded to double track, providing an opportunity for introduction of an additional station.

Many suburban developments are laid out to meet the specific needs of the 'build-out' plan - of single family housing, for example. In this case, a more dynamic approach was necessary, since the ultimate mix of uses at build-out would remain dynamic. Although early phases of development might be clearly defined, the essence of a mixed use urban neighborhood is its ability to evolve; to change with the times so that it keeps up with the changing needs of the people who live and work there. The most significant consequence of this aspect of the Civic Neighborhood is perhaps the design of the street network.

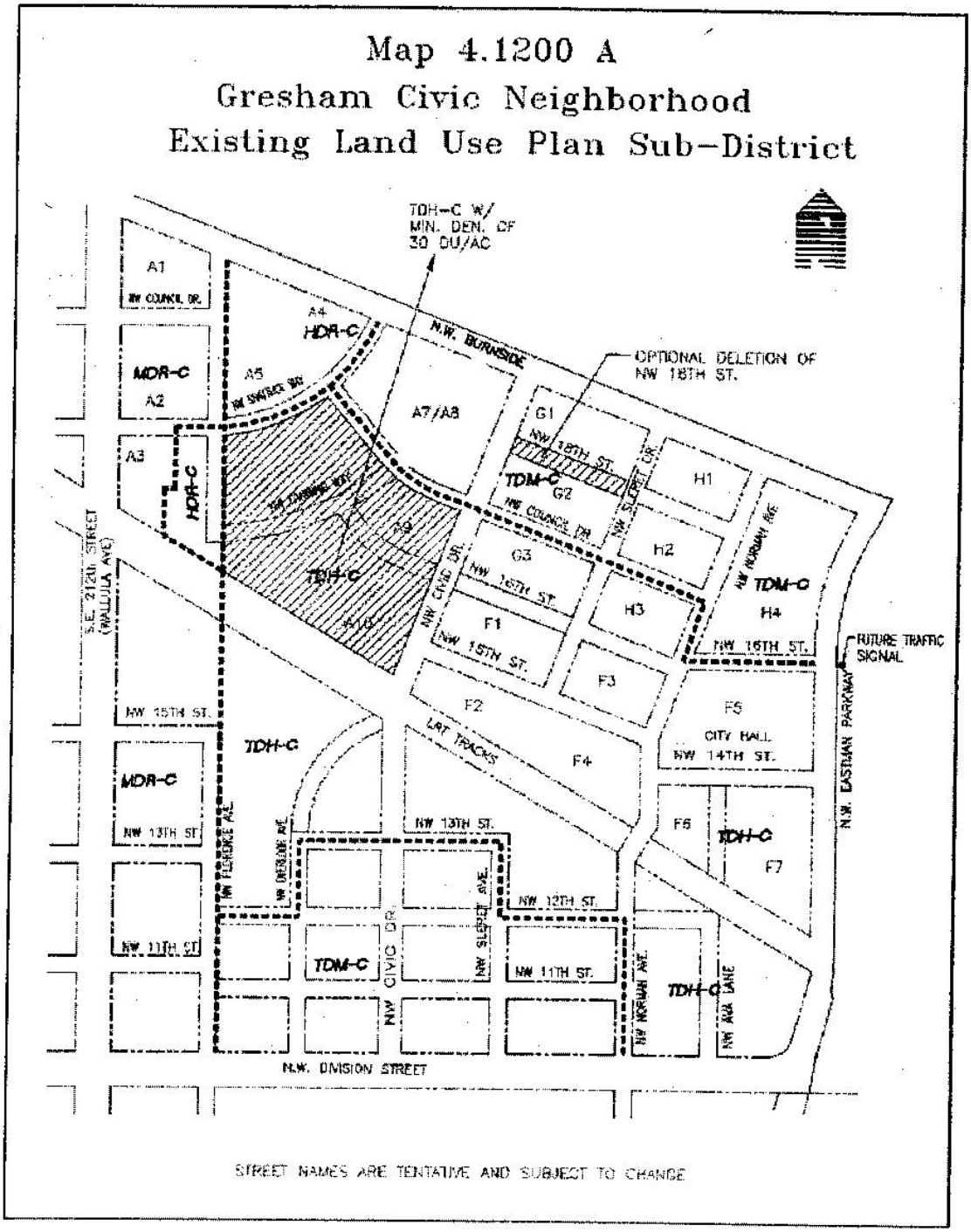
The first phases of development have been identified as development which is projected to occur in the first ten years. Transportation and financial analyses have been based on these same projections, which are:

Phase I, by year 2000:	332,000 GSF Shopping and Other Retail Uses 97,000 GSF Office Uses 662 Residential Units
Phase II, By Year 2005:	332,000 GSF Shopping and Other Retail Uses 309,300 GSF Office Uses 885 Residential Units

Densities at the completion of Phases I & II will be substantially greater than might be expected through conventional development. If one assumed MDR-24 zoning as a likely alternative, then a minimum density of 12 dwelling units per acre [du/a] would be required, with equivalent FAR of about 0.25. Projected development under the proposed Civic Neighborhood zoning would provide minimum densities of 17, 24 and 30 du/a depending on location, with minimum FAR of 0.4 in the TDM-C zone and 1.1 in the TDH-C zone. The street network must serve the first phase of development on the western part of the site efficiently, but it must be extendible into properties to the east which are currently devoted to independent uses. A wide range of building types and uses would be permissible, and the street system must be amenable to all of them, and to subsequent changes of use. The planned density of development is markedly higher than has been customary in this and other suburban areas, so the street network must also provide greater permeability of the site: making it possible to develop a greater number of lots independent of one another, each capable of accommodating a wide range of building types and access needs. The solution was a street grid which was shaped to the peculiar needs and characteristics of the site.

The street grid was to satisfy all the needs listed above, but it should also reconcile the points of access into adjacent neighborhoods. This is important for two reasons. One, it makes connections between neighborhoods which are currently separated by discontinuities in the urban fabric . Two, it makes transit and other facilities in the Civic Neighborhood convenient and accessible to neighbors who are currently obliged to use their cars for almost every trip.

Although uses will be mixed throughout the Civic Neighborhood, areas can be distinguished for more or less public activity, and for likely locations for certain uses - areas close to the station clearly having different potential uses than areas close to Wallula, for example. Block sizes defined by the street grid were therefore adjusted to take account of these differences, giving greater accessibility to the most populous areas, providing for vital and varied urban streetscapes.


Map 4.1200 A
Gresham Civic Neighborhood
Existing Land Use Plan Sub-District
TDH-C W/
MIN. DEN. OF
30 DU/AC
OPTIONAL DELETION OF
NW 18TH ST.
A1
NW COUNCIL DR.
A2
MDR-C
A3
HDR-C
A4
HDR-C
A5
NW SHERIDAN DR.
A6
NW LINCOLN WAY
A7/A8
N.W. BURNSIDE
G1
NW 18TH ST.
TDM-C
G2
NW COUNCIL DR.
G3
NW 16TH ST.
F1
NW 15TH ST.
F2
F3
F4
F5
CITY HALL
NW 14TH ST.
F6
F7
TDH-C
H1
H2
H3
H4
TDM-C
NW NORMAN AVE
NW CIVIC DR.
NW 17TH PL
S.E. 212th STREET
(WALLULA AVE)
NW 15TH ST.
MDR-C
NW 13TH ST.
NW FLANDERS AVE
NW DAVIDSON AVE
NW 13TH ST.
NW 12TH ST.
NW SLEATER AVE.
NW 11TH ST.
NW CIVIC DR.
TDM-C
NW NORMAN AVE.
TDH-C
NW AVA LANE
N.W. DIVISION STREET
LRT TRACKS
FUTURE TRAFFIC
SIGNAL
N.W. EASTMAN PARKWAY
STREET NAMES ARE TENTATIVE AND SUBJECT TO CHANGE

The streets themselves were designed to carry local traffic efficiently but not necessarily speedily to destinations throughout and beyond the neighborhood. Care was taken, however, to avoid creation of short-cuts that could compromise the safety or quality of the urban environment within the neighborhood. Street sections have sidewalks comparable in width to those in downtown Gresham; designed to encourage use rather that merely satisfy a need. Street trees and curbside parking are generally included, since they add to the sense of safety and amenity for pedestrians. In short, the street system is designed to provide equitable use by all modes.

Streets in the Civic Neighborhood, as elsewhere, are arranged in a hierarchy of importance. The biggest and busiest street will be a collector street which joins Burnside and Division via the new light rail station. This will be the principal street towards which retail establishments will be oriented. It will be the main entry to the neighborhood for most people. Views into the neighborhood along this street will terminate at the station plaza, which provides a focus for the western part of the site at the new MAX station.

The new station will be only a quarter mile west of the existing City Hall station. This creates a special opportunity to link the stations by a special street, divided by the light rail tracks - like a miniature version of Burnside west of Rockwood. A one-way access street on each side of the tracks will serve the principal entrances of future buildings which face one-another across the tracks. The significance of this arrangement is that light rail is acknowledged as a component of the Civic Neighborhood, and a generator of the vitality which makes it a desirable place to live and work.

Opportunities for circulation on foot extend beyond the street system. Some natural areas will be conserved as public or private parks, and footpaths through these will extend the pedestrian network. Green spaces and circulation routes will be parts of an integrated system giving comprehensive access to destinations within and beyond the Civic Neighborhood. The principal focus of neighborhood activity will be the plaza built at the crossing of the north-south collector street and the light rail line.

The plaza will be a paved area covering almost an acre. Through it will run the light rail tracks, signifying the inseparable nature of transit and this neighborhood. The west part of the plaza will include platforms for the new station while the east part will include a grade crossing of the north-south collector street. Enclosure of the plaza space to the northwest will be effected by a mixed use building with storefronts opening onto the plaza with housing above. To the northeast and east, offices with street level retail will be built. South of the tracks, seniors' multi-story housing is planned, with a mixed use complex across the street to the east including retail, athletic club and offices.

The greatest concentration of activity in the first phase of development will be housed in the buildings which surround the plaza, including street level uses which will tend to encourage out-door activities. Being the natural focus for activity at this level will make the plaza the natural attractor for other community activities, both programmed and unscheduled. The Steering Committee heard numerous comments from the community about the lack of a venue for such activities, so the plaza can satisfy a wider need - contributing to its function as the Civic Neighborhood.

View of the Station Plaza Looking North Across the Light Rail Tracks

Land Uses:
The entire Civic Neighborhood will be zoned for mixed uses, but different use categories reflect the different aptitudes of various parts of the site for certain predominant uses. Phase One development, comprising the undeveloped western half of the neighborhood, is divided by the cutting through which the LRT tracks run. Much of the land to the north of the tracks enjoys views of the Cascade peaks and a wooded frontage to Wallula. There are opportunities for a variety of housing types here, with some commercial opportunities where Burnside provides high visibility. South of the tracks, the topography is more varied. Development will require extensive grading. Access and visibility from Division, the busiest adjacent street, make this a suitable location for community retail uses, with housing forming a buffer along the sensitive Wallula frontage.

Opportunities for the greatest densities are close to the light rail station, which will maximize potential transit ridership. Housing and office users are the strongest transit supporters, so these uses surround the station plaza.

Two minor portions of the site are occupied by the Dean Company, a specialist wood veneer plant south of the tracks, and K-Mart, which occupies the northeast corner. Both of these users may remain in the Civic Neighborhood for an indefinite period, and no assumptions have been made about their moving. However, the plan for the neighborhood plans for their eventual removal and anticipates how the street network will then be extended.

The market analysis recognized a number of uses which as yet have limited prospect of development in central Gresham, but might be expected to play a major role in future. Offices, hotel and related retail uses are envisaged for late developing portions of the Civic Neighborhood. These would consolidate and support the employment center established by the City Hall. Some additional housing would complete the balance of living, working and recreational opportunities provided within the neighborhood.

City Hall currently occupies a 50,000 SF building and is in the process of developing an additional 90,000 SF in a multi-story office building on the Eastman Parkway frontage. That building will be ready for occupancy in 1996. The City's master plan envisages additional buildings to the south and west of City Hall in the future, so a substantial commitment has been made to this location; one which will certainly contribute to the Civic Neighborhood's emergence.

Thus, phased development of a mixed neighborhood is planned, with development of the undeveloped western portion of the site expected to be completed within a decade, the remaining phases to follow as opportunities arise.

Implementation:
The feasibility of the plan was verified through four complementary but separate studies: the *Market Research and Development Program* [Leland Consulting Group]; the *Financial Analysis Report* [SKMG]*;* the *Transportation Impact Analysis* [KJS Associates]*;* and the *Implementation Strategy* [Spencer & Kupper]. However, implementation of the plan depends upon physical, regulatory, and market considerations. Throughout the plan development process, both the Steering Committee and the Management Committee pressed on every aspect of the plan which might call into question its financial feasibility. Early implementation of phase one of the plan remained a high priority with all concerned.

The *Market Research and Development Program* surveyed recent market data and outlined the types and intensities of uses which an aggressive plan might consider, giving some indication of the readiness of the market for each product type. This work provided the basis for the development program for the plan, drawing also on the knowledge and experience of Committee members and other sources with knowledge of the Gresham market.

When the plan had reached a stage of substantial resolution and preliminary civil engineering work had been completed, a preliminary financial analysis was prepared and the transportation impact analysis was begun. Carried through several iterations as the plan was refined, these two studies confirmed the considerable advantages of dense, mixed use development at a transit station, and demonstrated the financial feasibility of the first phase of development.

Implementation of the plan from the point of view of the City of Gresham as planning authority posed some special problems, and required a clear regulatory framework to replace the Regional Shopping Center plan overlay. As the plan was being refined, a draft zoning instrument was developed. This was modeled on the City's recently adopted Downtown Plan ordinance, but differs from it in a number of standards and provisions. The *Civic Neighborhood Plan District* code language defines four zones within the district:

TDM-C Transit Development District, Medium Density. Retail, office and high density housing are all permitted in this zone, though community retail uses are expected to predominate. Housing must achieve a density of at least 24 dwelling units per net acre (du/a)

TDH-C Transit Development District, High Density. Areas adjacent to existing and future light rail stations are also permitted a full range of mixed uses, but a 10,000 SF limitation on freestanding retail will ensure that transit supportive uses predominate. Minimum housing density is 30 du/a.

HDR-C High Density Residential. Predominantly residential areas with good access to transit, these areas may also include neighborhood commercial uses, small offices and local parks. Residential densities of at least 24 du/a must be achieved in addition to commercial uses. The 10,000 SF limitation on freestanding retail includes this zone.

MDR-C Moderate Density Residential. Intended as a lower intensity buffer along Wallula, this residential zone requires a minimum density of 17 du/a. Provided that minimum housing densities are also met, mixed use and neighborhood scale commercial uses may occupy the ground floors of residential buildings.

Public Components of the Civic Neighborhood Transportation Core:

Three transportation related projects impact the ability of the Civic Neighborhood to meet the state and regional planning and transportation goals. These projects are the central north-south collector street, the light rail station and the Civic Neighborhood Station Plaza. The importance of each Civic Neighborhood Transportation Core project may be summarized as follows:

Central north-south collector street:

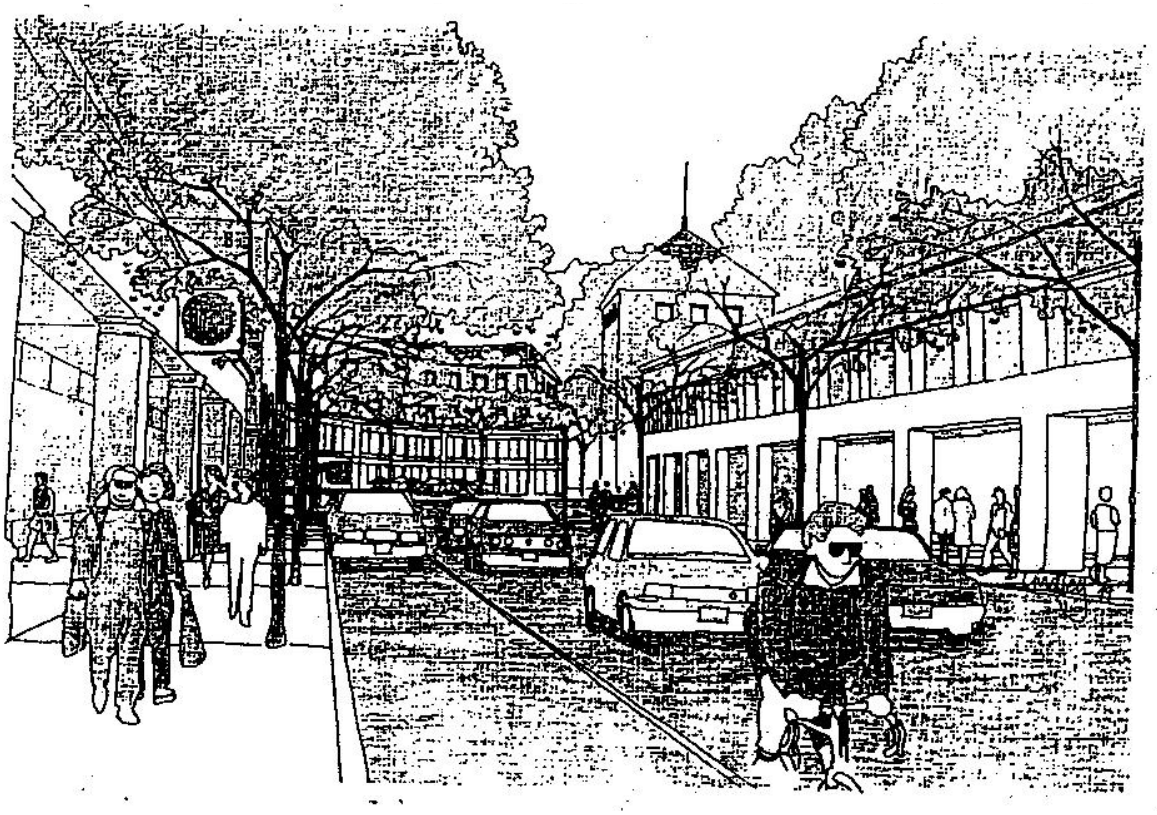
1. Description and Function This street provides the main points of access and egress between the Civic Neighborhood and Division and Burnside. Although an important traffic street, it will also function as the main pedestrian street in the western half of the neighborhood. A change in alignment of the street at the light rail tracks ensures that transit and the station plaza will fill views along the street. The collector street will be wider than other streets in the neighborhood, providing 15' wide sidewalks, 8' wide curbside parking lanes, 5' wide bike lanes and two 12' wide travel lanes. Street trees, street lights and other furnishings will complete the amenities of this street, making it an attractive place for people to walk. This treatment complements the requirement contained in applicable zoning codes that buildings on parcels adjacent to the north-south collector shall be built with zero set back, will have active building frontages and restrictions on blank walls. Estimated total construction cost is $2,049,000 and includes 2,400 linear feet of 80' wide right of way.

2. Critical Functions The central north-south collector, as described above, sets an important precedent for the whole neighborhood by emphasizing the concept of equitable access. Vehicular traffic is recognized as necessary to the efficient functioning of the neighborhood, and is properly accommodated. However, access on foot, by bicycle and on transit are given similar emphasis and amenity. Only by a clear commitment to equitable access can the full benefits of high density mixed use development be realized.

3. Relationship to 2040 Goals: Stated another way, establishment of an ethic of equitable access is a necessary first step in achieving project objectives which are derived from the State Transportation Planning Rule and Metro 2040 goals:

- Reduce automobile trips by capitalizing on transit opportunities, and by creation of an environment which encourages people to walk.
- Create a circulation system which favors safe and efficient access by and between all modes.
- Respond to the central location of the project within the City of Gresham by including a wide range of uses and activities developed to urban densities. Uses should complement those already established nearby.
- Investigate and implement cost effective measures to reduce automobile travel.
- Provide effective connections to adjacent neighborhoods with bike routes and footpaths.
- Maximize potential transit ridership through an appropriate mix and density of uses developed in the Civic Neighborhood, and by providing easy access to transit.
- Set a precedent for sustainable development in regional centers.

4. Redevelopment Leverage: Without a through street from Division to Burnside, transit supportive development near the tracks and to the north would be delayed, perhaps for many years, failing to trigger Tri-Met's investment in the new station. Thus the project is identified as a Transportation Core project: one which is important to early realization of the Civic Neighborhood.



View of the Central North-South Collector Street Looking North from the Community Retail Center

Civic Neighborhood Light Rail Station

1. Description and Functions: A new light rail station is proposed, to be located immediately west of the grade track crossing by the central north-south collector street. This location places the station as far west as possible without encroaching into the cutting. This westerly location will improve accessibility for those who reside to the west of Wallula, putting a number of residents within a ten minute walk of the station. It will also put the majority of the Civic Neighborhood within a five minute walk of a MAX station and all within ten minutes, since the existing City Hall station serves the southeastern part of the neighborhood. The Civic Neighborhood station will be similar in design to the City Hall station, but its platforms will be lower, since it will be built for use by the new low floor rail cars. The platforms will be at the west end of a public plaza; a space designed to accommodate the station, the tracks and the collector street crossing. This plaza will be surrounded by populous buildings with active storefronts. It will be the social focus for those who live and work in the Civic Neighborhood. Thus the station will function as an integral part of the community's activity patterns, helping to make transit a normal and willingly accepted part of peoples lives. Estimated total construction cost is $2,721,000.

2. Critical Functions The station will be located at the focus of community activity, but it will also be the principal justification for a concentration of mixed uses around it. Multi-story seniors' housing will be located immediately to the south precisely because of direct access to the station, reducing or eliminating the need to drive. Similarly, an athletics club is planned because commuting workers are a target group, able to access the club more easily by train than if they drove. Concentrations of high density residential development and mixed office uses surround the station because of the direct and convenient transit access provided by the new station.

3. Relationship to 2040 Goals: The Civic Neighborhood station is important in achieving the project objectives which rely upon transit access to reduce traffic generation and parking needs. The State Transportation Planning Rule and Metro 2040 goals lead to a number of priorities for the project which relate to construction of the new Civic Neighborhood station:

- Reduce automobile trips by capitalizing on transit opportunities, and by creation of an environment which encourages people to walk.
- Create a circulation system which favors safe and efficient access by and between all modes.
- Respond to the central location of the project within the City of Gresham by including a wide range of uses and activities developed to urban densities. Uses should complement those already established nearby. Transit is necessary to justify the proposed mix and density of uses.

4. Redevelopment Leverage: Construction of the Civic Neighborhood light rail station is an important distinguishing factor for this site. The station will concentrate transit supportive and transit dependent uses around the plaza. The types of densities and mixes of uses planned for other parts of the property have some dependence the existence of a station plaza to create an urban neighborhood of this nature. The Civic Neighborhood light rail station is important to the whole concept of sustainable development at this Regional Center.

Civic Neighborhood Station Plaza:

1. Description and Function: The Civic Neighborhood Station Plaza provides a physical focus to the community. It is located at the greatest concentration of activity, at the new light rail station, on the collector street and adjacent to busy storefronts. This plaza will include both the light rail tracks and the street within its space, making transit part of the community focus. The entire plaza will measure approximately one acre. Most of the space regularly occupied by people will be north of the tracks and west of the collector street. A terrace outside the storefronts along the northwest perimeter will invite cafe tables and chairs. Below it, amphitheater steps will capitalize on the slope down to track and platform levels; also the level at which the largest public activity area will be located. Much of the plaza will be paved with brick, with concrete at street and track. Street trees, pedestrian scaled street lights, seating, planters and other furnishings will complete the plaza. The quality of materials will not be lavish, but it will be sufficient to fulfill its intended function as an activity attractor and will be built of quality materials to keep maintenance costs down. The cost of construction will be in the order of $25 per square foot. Estimated total construction cost is $1,200,000.

2. Critical Functions The primary function of the plaza is to assert the station area as the heart of the Civic Neighborhood community. It will provide the attraction to fill the retail units which will front onto it, combining with them to maintain a sense of vitality through the day and into the evening. The plaza is a celebration of what can be achieved with coordination of mixed living, employment and recreation activities with a light rail station. It will symbolize the very reasons why people choose to live and work in the Civic Neighborhood. The plaza will manifest the gregarious qualities of the community, providing it with a place to celebrate and a place with which to identify.

3. Relationship to 2040 Goals: A key aspect of the State Transportation Planning Rule and Metro 2040 goals is the willingness of people to oblige by choosing to live and work in an environment which is non-traditional to suburban settings. A demonstration of the virtues of a busier and more varied environment is necessary to the success of the whole enterprise. The plaza provides a platform for residents and visitors to discover some of those virtues and demonstrate them to others. This is the place that people will think of and photograph as the Civic Neighborhood. The goals which the plaza will support are therefore all of the following:

- Reduce automobile trips by capitalizing on transit opportunities, and by creation of an environment which encourages people to walk.
- Create a circulation system which favors safe and efficient access by and between all modes.
- Respond to the central location of the project within the City of Gresham by including a wide range of uses and activities developed to urban densities. Uses should complement those already established nearby.
- Investigate and implement cost effective measures to reduce automobile travel.
- Provide effective connections to adjacent neighborhoods with bike routes and footpaths.
- Maximize potential transit ridership through an appropriate mix and density of uses developed in the Civic Neighborhood, and by providing easy access to transit.
- Set a precedent for sustainable development in regional centers.

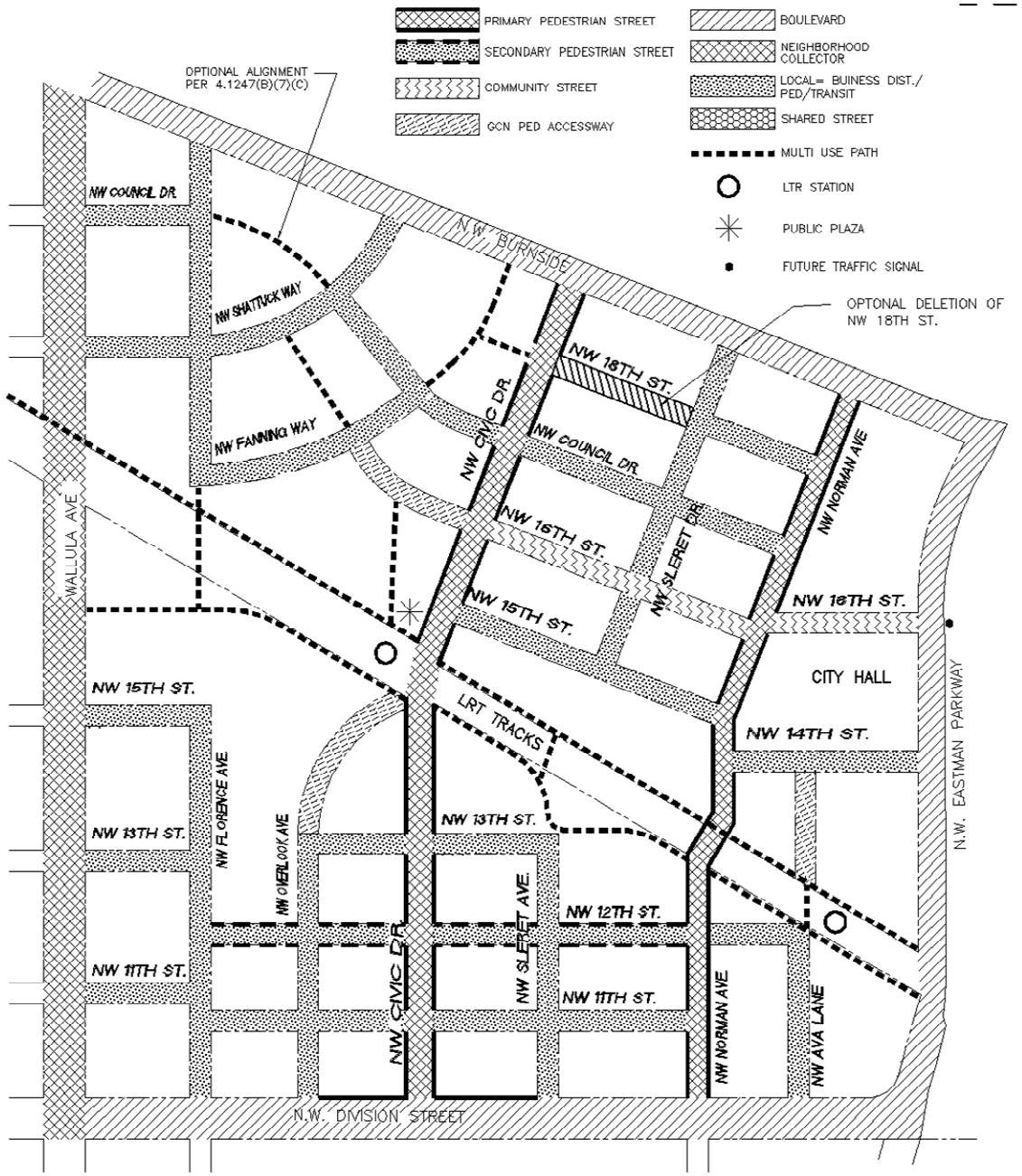
4. Redevelopment Leverage: The station plaza will be built to enhance the visibility, and therefore the market attractiveness, of the Civic Neighborhood. An important consideration in undertaking a model development such as the Civic Neighborhood is making it both visible and attractive to potential investors - whether they are investors in development or individuals making personal investments in places to live and work. Early construction of the plaza will enhance many of the virtues of the Civic Neighborhood and help to leverage early private investment.

***Additional** Sources*

In addition to the market research, financial analysis, and transportation analysis cited above, the Civic Neighborhood Plan also relied upon a *Wildlife and Wetland Habitat Assessment* and a *Preliminary Environmental Site Assessment*, both prepared by SRI/Shapiro, Inc. in August 1994, and a *Summary of Civil Engineering and Landscape* Considerations, prepared by MNWR, March 1995. The wildlife and environmental analyses provided baseline data on natural resource conditions found on the Civic Neighborhood site, an analysis of the potential suitability of portions of the site as wildlife habitat, and a preliminary assessment of the potential for the presence of hazardous waste and material on portions of the site. The report prepared by MNWR presented information concerning considerations on the site relative to its potential development as a high-density, transit-oriented district.

Map 4.1247A

Gresham Civic Neighborhood
Functional Street Classification



STREET NAMES ARE TENTATIVE AND SUBJECT TO CHANGE