

CITY OF GRESHAM

# Civic Neighborhood Vision and Design District Update

## Public Input Summary – March 18, 2016

This summary includes comments from:

- Jan. 25 Northwest Neighborhood Association meeting
- Feb. 16 Community Forum
- Online survey

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## PROJECT SUMMARY

### Introduction

This document summarizes public input received during Civic Neighborhood Vision and Design District Update public engagement efforts. Input was collected during a community forum on Feb. 16, 2015, the Northwest Neighborhood Association meeting on Jan. 25 and through an online survey at [www.greshamoregon.gov/civic](http://www.greshamoregon.gov/civic).

This work is part of the Urban Redevelopment project on the 2016 City [Council Work Plan](#).

### Project Description

This project, which covers the area bounded by Burnside, Eastman, Division and Wallula (212th), will:

- Revisit the vision and goals for Civic Neighborhood.
- Update development rules to remove obstacles to development and create design guidelines and standards specific to Civic Neighborhood consistent with the vision/goals.
- Develop new rules and processes that are clear to applicants, staff and the general public.
- Create rules that balance the need for clarity, flexibility, quality design and financial feasibility.

The project will be complete by fall 2017.

### Background

The City of Gresham in 1995 approved the Gresham Civic Neighborhood Plan and a Plan District for the 130-acre area that was intended 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.”

Benefits would include development near transit, good connections with adjacent neighborhoods and development that generates fewer automobile trips.

Goals for the site (edited for brevity) included:

- Reduce automobile trips (quality transit and an environment that encourages walking).
- Promote safe and efficient access by and between all travel modes (car, transit, walking, biking, etc.).
- Allow 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.

More than 20 years later, this project provides an opportunity to update the vision and ensure the rules encourage desired and well-designed development. New development will add vitality by bringing new homes and businesses to the district.

Issues/opportunities to be addressed in the project include:

- Opportunity to update a 20-year-old vision to ensure it reflects new information and current priorities.
- The district lacks its own guidelines and standards to promote design quality and great places.
- The required street grid may present an obstacle to desired development and street design standards were not evaluated or updated when citywide street standards were updated.
- Height, density and setback standards could be revised to better achieve goals and ensure development rules are not an obstacle to desired development.

Other development and design rules also are up for review. A full Issues and Opportunities Summary is attached to this document and can be found at [www.greshamoregon.gov/civic](http://www.greshamoregon.gov/civic).

## Next steps

The next steps will include:

- Considering public input comments and developing alternative ways to address the issues.
- Working with the community to update the vision for Civic Neighborhood. This likely will occur over the summer. The updated vision will inform the development rule updates and the creation of Civic-specific design standards and guidelines related to site and building design.

Upcoming meetings where the issues and opportunities and public input so far will be discussed include:

- March 16: Design Commission
- March 28: Planning Commission
- April 7: Transportation Subcommittee
- June 14: City Council

# OUTREACH COMMENTS

## Outreach Description

A community forum was held on Feb. 16, 2016. Twenty-seven people attended, mostly residents of Civic Neighborhood or nearby residential areas.

The community forum included:

- An open house element that allowed participants to learn about the projects and talk with project planners.
- A PowerPoint presentation that described the projects and issues and opportunities identified.
- Documents that provided a summary of issues and opportunities.

In addition to the community forum, written comments were submitted to the City through the project's online survey at [www.greshamoregon.gov/civic](http://www.greshamoregon.gov/civic), where additional project information is available. The City also received one letter, and those comments were summarized in the online survey section below. To let people know about the project, staff sent a mailing to all addresses in and near Civic Neighborhood; put information on Facebook; included an announcement in the City's email newsletter; posted a message on Nextdoor.com; and sent emails to interested parties.

## Public input themes

In reviewing public engagement comments, staff identified the following themes:

- The project goal to revisit the vision and update development rules for Civic Neighborhood was generally supported.
- Participants expressed a strong desire for more retail and entertainment uses in the district, including a grocery store and pharmacy that are easily accessible from within the district and other locations in Gresham.
- Comments generally supported additional development in Civic Neighborhood, particularly on vacant land and in a future redevelopment of the Kmart site. Some expressed concern and said they hope new development promotes public safety and the ability to access destinations in a variety of ways (by auto, transit, bike, freight vehicle or on foot).
- Participants said they appreciate the natural features, paths and public spaces in the district and desired more path connections, small plazas and a park.
- Planning should consider a variety of ages and abilities to ensure the district is usable by all. For example, residents of the 55-and-older apartment complex would like to be able to walk safely to a variety of destinations in the district.
- When asked about the current physical environment in Civic Neighborhood, people said they appreciate the landscaping (paths, trees, plants, plazas) and streetscape elements (light poles, benches and brick paving in the intersections and crosswalks).
- When asked about what they would like to see in the future, people said they would like (among other things):
  - Kmart site redevelopment with more development, retail destinations and better connections to the rest of the neighborhood.
  - Gathering places, including a park, an amphitheater or restaurants.
  - Their favorite or most needed stores.

- More landscaping and open spaces.
- Enhanced connectivity and accessibility to destinations
- Safe and active places
- Some access to views (such as those of Mt. Hood and the buttes), especially from paths and open spaces
- Most participants also supported the list of issues and opportunities staff has identified, such as revisiting the district vision, looking at density and height requirements and evaluating residential parking. Many specific comments about those elements are found below.

## Public meeting comments

The following comments were recorded based on discussions with Northwest Neighborhood Association members on Jan. 25 and with community forum participants on Feb. 16. They reflect the opinions of outreach participants. (Detailed comments from the survey follow these comments from the forum.)

### Desired Uses

- A grocery store and pharmacy are desired for Civic Neighborhood. Participants mentioned both low-cost and higher-cost stores as desirable. A grocery store near the MAX line also could be used by people from Downtown and Rockwood.
- Other uses desired for Civic Neighborhood include:
  - movie theater
  - bookstore
  - small grocery store (with produce and a deli)
  - other entertainment, such as places that have music.
  - activities for youth, such as an indoor water park or movie theater.
- The Kmart site could include more shopping and services.

### Transportation/Accessibility/Parking

- Better connections between Civic Drive and Kmart property are needed. (Barricades currently block street and sidewalk connections between Civic Drive and Kmart on Council Drive, for example.)
- When considering minimum parking requirements for residential, study parking demand for similar uses and situations to make sure parking is adequate. Some projects in Gresham have experienced high usage of nearby on-street parking.
- Compact parking spaces may not work well for senior housing developments if people have physical limitations that make it difficult to maneuver a car into a small space or get out of the car if there is not much space between cars.
- Bike parking, motorcycle parking and underground parking are desired.
- Benches are needed along the street so people walking have a place to rest and relax.
- Features that make it safer to cross at the intersection of Civic Drive and Council Drive are desired (the intersection currently is a four-way stop with stop signs for all four directions. Special paving marks the pedestrian zone).
- Some of the Civic Neighborhood crosswalks have uneven walking surfaces and would benefit from maintenance.

- Manage parking so MAX commuters do not take so many spaces that they hurt Civic Neighborhood businesses.
- Transit rider advocacy groups, such as OPAL/Environmental Justice Oregon's Bus Riders United project, were identified as potential project resources.

### Landscaping/Open Space/Environmental

- A public park for the district is desirable. Some participants also mentioned that a dog park is desired in Civic Neighborhood because there are a lot of dog owners in apartments, including seniors.
- Participants expressed a desire for more open spaces, particularly small parks where there are views.
- Stormwater facilities with attractive, functional landscaping are desired.
- Stormwater facilities should be designed so they are safe and people do not trip and fall into them.

### Urban Design – Building heights, setbacks, building design

- Future design rules and design review by the Design Commission could promote design quality and facades that have an overly tall appearance.
- Adjust maximum heights so they line up with standard floor heights (to avoid Code that allows three-and-a-half floors).
- The desire for at least partial preservation of views was expressed by multiple participants. However, many said current rules are unworkable and protecting views from a large number of locations was not practical.

### General

- Safety was indicated to be of concern to many participants. This was expressed in a variety of ways including; a need for more entry and site lighting, a desire for site landscaping, and general accessibility concerns.
- One senior housing resident expressed concerns about safety, such as an interest in making sure residents in senior housing have secure buildings.
- One participant suggested checking for soil contaminants before developing the Metro properties.
- One participant asked when Civic Neighborhood changes might affect property values.
- Can lottery or marijuana tax revenue be used to fund Civic improvements?

## **Online survey comments**

The following comments were collected using an online survey that was available between Feb. 16 and March 7. They reflect the opinions of outreach participants and received only light editing for clarity and style.

### **Do you have any comments, questions or suggestions about the project goal?**

- Goal objective seem clear.
- Traffic congestion needs to be alleviated.
- No construction after 6 p.m. should be a City wide rule.
- Less housing than current plan for vacant parcels, more shops and restaurants.
- Please make sure you include plenty of parking if building in Civic between Burnside and Gresham. The CAL (Center for Advanced Learning) school has overflowed the parking areas.

- Please consider pedestrian and bike riders needs when developing this area. With such great access to mass transit, less car traffic would make this area much more "user friendly." Thank you.
- I agree that it needs to be revitalized.
- Vision should still include a living room type theater, like Cinetopia.
- What has happened to the trail idea from Wallula to Civic Station? The City made Columbia Trails Apts. put one in on the north side of their property that ends at the east end. A lovely trail to nowhere! It would be nice if it were completed.
- I would like to see preservation of the tall trees, a community park, redevelopment of Kmart, a grocery store, community gathering space/amphitheater.
- I'm looking forward to a comprehensive project for this location.
- Looking at the statements above, I'm not really sure what development rules are slated for updating. But the general sentiment seems headed in the right direction.
- Would like to see a natural space north of the Loft - south of the max line; or at least a walking path with bark dust where people have "self-generated" a pathway.
- What are the neighborhood goals? Such as: mixed use (multi-family and commercial); transit oriented; medium density needs, such as close proximity to groceries, and pharmacy; park, accessible open space for community interaction. What are plans for undeveloped areas? Metro property along MAX line, forested area along Wallula.
- "Remove obstacles to development"? "Community vision"? Are you kidding us? The only "obstacles to development" left in Gresham are the one or two things, like view corridors, that might make life worth living in this sociological wasteland. Why don't we just change the name of our "City Council" to "City Development Board" and be done with it?
- Remove rigid street plan to enhance traffic flow as further development occurs.
- Strengthen design guidelines to assure that any new development is attractive and something we can be proud of.
- What is the current vision? What are the current development rules? What obstacles to development are there? What are the current design guidelines and standards? What new rules are you contemplating?
- Looks good to me.

**When you visit Civic Neighborhood, what do you like about the physical environment?  
(Physical environment can be buildings, sidewalks, streets, landscaping, trails, open space or other things you notice while walking, driving or biking in the district.)**

- Generally clean. Unity of architecture, building design. Main streets wide. Green space between City Hall MAX stop and Gresham Station
- I'm not sure I do like the physical environment much. I primarily visit the area Gresham Station shopping area. And I occasionally visit the Kmart parking lot for the new farmer's market... There isn't much reason to go there otherwise. For walking, I find the area only a little more friendly for pedestrians than other parts of Gresham (downtown Gresham is the friendliest area for pedestrians and bikes). If it wasn't for the stores, I wouldn't go there at all, and I don't even really like the shopping center. I think it's supposed to be walkable, but I find it big, noisy, and unfriendly to pedestrians.
- I like the landscaping; in fact, it needs more trees.
- Sidewalks and trees and walking path in the back.
- I like the brick walkways and light fixtures. The architecture of the commercial and residential buildings is appealing. I like that there are not extremely tall buildings that obscure views.

- Landscaping, bike trails, open space
- Wide sidewalks, convenient parking for cars, transit access.
- Love the walking areas and would love to see more, but don't make them in isolated areas.
- Nice planters on light polls, two train stops. Decent variety of shops.
- Clearly marked crossing areas. The four-way stops to allow for safer walking conditions.
- Area around Kmart seems run down.
- The townhouses on Burnside, Civic Drive and Kmart are right outside my neighborhood. I am pleased that the properties are being kept up. However, the fields beside and behind those properties is a concern.
- The lamp posts are cool, as are the brick intersections. The new Max light rail trail is fantastic.
- Building designs, trails, open space.
- Trees. Living spaces, shopping, businesses, school and a variety of food places all on a mass-transit line.
- We need more development on the vacant land. I like the mixed use and access to transit.
- Mixed use, shopping nearby.
- There is not a good circulation plan for the neighborhood that considers walkers, joggers, autos, service vehicles, and senior scooters.
- That there are still some trees left on the land. Some land still left undeveloped.
- I like being able to shop in several locations that are in close proximity.
- There is nothing, other than the Mt. Hood views, that we like about the physical environment of the "Civic Neighborhood."
- Appreciate the number of trees on Wallulla that buffer the apartments/condos from the street. Would like to see that continued when future development occurs on Wallulla.
- Need better walking paths from existing apartments (senior development) to MAX station and to Gresham Station.
- Kmart and furniture store structures are dated and unattractive. Know that they won't be there forever. Careful planning to develop that property when it happens to be sure that it is attractive from Burnside - not just a huge area of pavement.
- The district is not distinctive from any other shopping center. It is too vehicle heavy, hard to get to stores without dodging cars. It is not bicycle friendly. There is no central feature.
- We like the openness, and the close proximity of stores to housing, although it's difficult for pedestrians. There's a good balance of shops and restaurants, and the MAX going through is a big benefit.
- The buildings right on the street frontages in Gresham Station and along Civic Dr. are attractive. So are the street improvements on Division.
- Sidewalks.
- I like the design of the buildings and architecture in Cascade Station and along Civic Drive. The structures look classy and well-kept.

**What would you like to see in Civic Neighborhood that does not exist there today?**

- More sculpture/art pieces to add interest in Gresham Station itself. Access from On Point credit union parking area to KMart space instead of having to go out on Burnside from Civic. Clean up/landscape of the area adjacent to Civic/Gresham Station MAX stop.
- A park or other public space would be nice.
- A retail bookstore.



- A big name brand store. Also miss Borders very much.
- Improvement of the Kmart parking area. It is unappealing and could benefit from some landscaping with trees or other greenery.
- More police.
- Needs better connectivity to Kmart parcel and City Hall parcel. These three areas are silos, separated from one another. Have to get in car and drive.
- Trader Joes grocery store.
- More parking and restaurants.
- Smaller, locally owned stores. Food Cart Pod - Like Tidbit on 28th and Division. It's worth a field trip for the planning team. A Trader Joes or New Seasons. (a girl can dream). More pedestrian-friendly atmosphere.
- Restaurants, something to entice families. I'm glad that Craft Warehouse and Best Buy are both still there. Maybe a play structure or something cultural.
- A walking trail connecting Wallula, Civic and Eastman would be a nice addition.
- Living room type theater like Cinetopia. Maybe a Big Als or Dave and Busters?
- Upscale shops/dining. NO more apartments!!!
- A park, green space with more trees for gathering, and an amphitheater. Grocery store. More people presence -- so it is safe.
- I'd like more stores and at least one large department store. A nice restaurant would also be nice. Filling in the vacant land is important.
- This area would benefit from a wider range of housing choices and public greenspaces (parks, water features & open areas).
- Gazebo; open area for outdoor concerts.
- More parking, more businesses, more maintained open spaces without trash.
- Useable open space, walking paths where none presently exist, grocery store, a neighborhood focus area for community gatherings (neighborhood center?).
- Usable open space areas for people that create some sense of community.
- Parks, greenspace, play areas, places to sit outside and visit.
- Less parking and more buildings, including more housing. A public area, such as a plaza and a play area for children. Many families would use the play area when shopping. Space for small shops and meeting place, such as more coffee shops. Connection to downtown Gresham. More north/south roads and walkways.
- Parks, open space, and owner-occupied dwellings (yes, this last does exist in far too limited quantities).
- Quality restaurant back in the former Typhoon! location .... although frankly, I think that's a strange location for a restaurant.
- Small pocket/neighborhood park.
- Pharmacy/gift shop.
- Residential units 3-5 stories with wide sidewalks. Bicycle facilities. A central artwork or design pieces at the entrances that are unique. Limited signage for stores on the street and no signs over 5 feet.
- A library branch. A dry cleaner's. More small restaurants (not big chains). More sidewalks, and bridges or crossings over streets, and gates through or paths through and around gated communities or banks of shops. There is probably more, but that's off the top of our heads for now. More later.

- The community center that everyone would like would be nice here.
- A grocery store in that undeveloped parcel.
- The Kmart area and parking lot are an eyesore. That area looks like a run-down urban wasteland and could be upgraded to match the style of Cascade Station. Plus, the parking lot is a major waste of space because it's mostly empty. I think some of the asphalt could be removed and more greenspace added. Adding trees that will mature into large shade trees would be nice.
- A park might be a good idea, but I don't want it to attract homeless people or kids with nothing to do.
- Another decent sit-down restaurant would be nice.
- Add more native trees and vegetation in the shopping areas.

**Do you have any thoughts on how this project might revisit the 20-year-old vision for the district?**

- Perhaps a survey of the residents of the Civic neighborhood, as well as the merchants/tenants of the commercial properties involved. It might also be helpful to canvas the consumers who use, shop and eat in this area frequently. Surveys could be placed in the businesses and restaurants and be filled out in place or returned by mail.
- Less traffic congestion, and more walking areas.
- I don't know what the original vision was for this project. I would assume it was to add a shopping area mixed with commercial businesses and residential living spaces. I think improving on what has been developed could be achieved by promoting and encouraging retailers to occupy all current vacant properties. Keeping a variety of different businesses is also important. Some kind of social gathering area may be nice also; something similar in idea but different from the fountain in downtown Gresham, perhaps an area that allows outdoor venues. I found myself more inclined to shop, and shopped longer (walking around much more than I had intended) because the outdoor holiday music was playing and was enjoyable.
- What were the reasons for the old development rules and why are changes needed?
- Need a developer who wants to build something, not just hold bare land like Metro. What does Westlake Properties want to do, they bookend the vacant land. And I have to believe the Kmart parcel is for sale if someone were to approach them. They have announced a greater total number of store closures than specific stores identified for closure -- signaling that they are open for developers to propose stores for repurposing.
- If City of Gresham can't add more police force, then do not build anymore. No more low-income Housing, it just adds more crime, which diminishes folks coming to the area. Build higher end establishments to bring in more quality individuals.
- An evaluation of the changing demographics for Gresham and East County compared to 20 years ago and update the plan to include future generations. Welcome more diversity.
- Increase safety, provide something fun or unusual to attract families all year long.
- I would like to see a more people friendly design that incorporates green spaces and walking trails. Visual appeal and sufficiently lighting would encourage evening activities and increase safety.
- It should expand on the success of what Main St has become, with its active night life and successful Saturday Market. Show that Gresham isn't just a town of blue collar and low income families that make businesses like Trader Joe's scared of opening a store in Gresham. Gresham seems to have that negative reputation since Wild Oats and Whole Foods both closed.
- Make it more exciting and accessible.
- I wasn't here 20 years ago. Where can I see that "vision" and the "rules"? What's the new info and who sets the priorities?

- Increase livability.
- Look at present expressed needs/ desires for the neighborhood.
- These need to be updated for current thought and desires of the residents and property renters and owners.
- Seems I'd need more information about what was the vision 20 years ago. I don't think more and more stores are the answer to anything. I've lived on Wallula for over 20 years and would love to see the natural areas that are there now left that way ... but I doubt any business people will think that way - the American way, more is better.
- Take a look at thriving areas in other parts of the metro region to see areas that are successful and use some of the ideas. Successful business, commercial areas are more walk friendly. How can this area be made to be less car focused? Include connections to the neighborhoods to the north, west and east to Gresham High School. Consider the area across the street on Division. How can a better connection be made to the neighborhood?
- Whose "vision," and whose "priorities"? Certainly not the vision and priorities of the citizens who actually live in the district!
- Reconsider rigid street plans.
- Look at building height restrictions to better utilize multi-story buildings.
- Look at building heights to keep something like the fake facade on the shoe store from happening again.
- Figure out what is currently happening in the housing market and decide as a city what types of city we are trying to become, more progressive or live in 1960.
- I would like to know if the current reality of the Civic Neighborhood matches the vision created 20 years ago, or if things didn't turn out as expected. If things didn't turn out as expected, why?

**What are your thoughts as the project works toward creating Civic-specific design guidelines and standards to ensure quality development and providing a flexible discretionary process for quality commercial projects?**

- I think if adding design guidelines and standards makes it easier for commercial developers to build businesses in the area, it is a good idea. I think if changing anything will ultimately make it difficult or costly would not serve the area. A standard code applied to a business directly on a major street such as Division or Burnside, may not make sense for a business in the center of these street, and vice versa. Allowing design-specific development sounds like it could encourage more businesses and ease any red tape. If it doesn't do that, I don't think it would be a good idea.
- If the City wants mixed use development on a non-flat surface and wants the Kmart parcel to redevelop, then a discretionary track is essential. Too complicated a site for clear and objective standards to yield a quality, cohesive development.
- Need to know more. Couldn't attend first meeting. Are there any other scheduled?
- Allowing more flexibility will allow for a more diverse group of business owners to participate. Perhaps a special allowance for new start-up businesses.
- It sounds like it's needed. We don't want to exclude someone because the process is too difficult. Keep adult entertainment out of the area though.
- I believe developing a Discretionary process with clearly defined objectives and parameters would encourage development within the Civic area that would enhance its livability and job opportunities.
- As long as it's not too discretionary. The development does not need to look hodgepodge!
- We don't need more strip mall type development with come-n-go businesses or apartments that are less than the quality we currently have, such as Columbia Trails - Neighbors worked with developer to

raise the bar on that development. We need more high-end businesses like you see in Fisher's Landing. A gathering feature like the man-made lake in Tualatin.

- If a developer has a proposal that fits the discretionary process and provides a better end product, that process should be made available. If a developer is able to "con" the City into accepting a project that cuts corners, would you recognize the con for what it was?
- Maintain the walking mall atmosphere - especially with the redevelopment of K-Mart.
- Design guidelines are needed which express neighborhood desires and to give future developers guidelines to work with.
- Once design goals and policies have been established, there should be a review process by a committee to recommend to the City how projects fit those goals.
- Sorry, I'm not pro-commercial projects - so quality certainly has a different meaning for me in this case.
- Definitely continue using design guidelines and standards, but provide flexible discretionary process. Require the City's Urban Design Commission to review new development proposals.
- Blah, Blah, Blah...Gee Mom...when I grow up I want to be a Planner.
- Guidelines should be specific. If a developer wants to take shortcuts and ask for subsidies send them elsewhere, there is enough junk on Burnside, Division, and Powell. No car dealers or large grocers in the space.
- In order to ensure the highest quality development, maximum flexibility of design discretion, and maximum innovation and problem-solving, we recommend that there be few or no design guidelines or standards whatsoever. Design standards and guidelines limit creativity and solution discovery, and ensure rigidity and inflexibility in development. In cases where different projects, or uses within projects, face different or multiple sets of rules or procedures, we recommend eliminating both sets of rules and procedures entirely, to ensure maximum freedom of innovation. Thus, case in point, rather than adding a discretionary process to commercial development applications, we recommend abolishing the Civic Neighborhood Development Code.
- I think we should have consistent design guidelines & standards plus a discretionary process for quality commercial projects. Since we want a seamless transition between Civic Neighborhood and Downtown, the Downtown standards would be a good starting point. It also seems like the northern portion should mesh well with the commercial design standards for businesses on the north side of Burnside.
- All for it.
- It's a top priority to create Civic-specific design guidelines to ensure quality development. I think the area has a more classy, upscale vibe compared to other shopping areas in Gresham and I want it to stay that way. The last thing I want is for the design quality to degrade because it's not strictly regulated and uniform. I would like to have more information about the discretionary process, but as long as it protects quality development, then I think it should be added to the code.

**What are your thoughts as the project considers how to address a lack of flexibility for the street grid (streets required when development occurs) and evaluating the appropriateness of current street designs?**

- This seems warranted, especially if the Transportation Systems guidelines have changed. As mentioned before, there are a couple of areas -- notably OnPoint to KMart and from the back of Gresham Station - that could be improved to decrease traffic on Civic.
- There is a limited amount of space for streets to be added. I don't think anything should be done that would encourage more traffic through adjacent neighborhoods. If retail shopping is the majority of the traffic, perhaps incentives to use the MAX train along with a shopping center small trolley-car (wheels, not rails) to help people get around the area.

- TriMet is not going to allow three more grade crossings. Period. City is not going to carve up its parking lot, or share its parking with its neighbors. And the proposed grid for the Kmart parcel may unduly restrict development by splintering the parcel. Flexibility and \*private\* streets would enhance redevelopment of the City and Kmart parcels / parking lots.
- Leave it alone.
- Need to see more examples of the kind of options that are possible and or feasible.
- Some of the streets need improvement and updating. Add trees, repair parking lots around Kmart.
- I think connectivity between Wallula and Eastman is a needed addition. As one of the code-required streets goes through the now present Kmart, I don't think that is feasible. The number of required streets doesn't seem conducive to a non-residential area. I would have to see what the new information and up-to-date design requirements are before I could comment on whether they would be an improvement.
- The street grid should allow for changes depending on what the developer needs. If a larger area is needed, maybe have a few alternate approved street grids that would accommodate the developer's needs?
- Make the street grid more flexible as long as it still maintains access and walkability (bicycleability??).
- Street grid is a problem -- many trees were cut down for a street grid that was never developed. You are near the MAX we should be able to be a bit more flexible - build a 3-story parking garage so it takes less space - put the (entrance and exit) on the corner of a main collector.
- The images don't show much detail, but it appears these code-required streets are local and most wouldn't function as arterial or corridor streets. As such, I would prefer to see if developers could come up with better ideas. If given a chance, they might offer streets that offer greater convenience to the community and take into account geographic contours and barriers like the MAX line in a more meaningful way.
- There needs to be a current preferred circulation plan for the neighborhood which considers cars, delivery vehicles, walkers, joggers, bikers, and seniors with walkers, scooters, etc.
- The circulation plan needs to be updated to give different design standards for different types of streets and pedestrian areas.
- Support allowing more flexibility to modify the street grid, but do not support the ability for a developer to request a street not be punched through. Connectivity is critical.
- "Lack of flexibility." In other words, let's allow developers do whatever they want!
- I see no reason to continue the rigid street grid patterns as designated with the original Civic Neighborhood plan. As development occurs, careful planning should be used to make shopping and living areas interesting looking which doesn't always happen with straight lines/streets. Update the existing street and sidewalk design standards to conform with other city street standards as appropriate for the specific area/use in question.
- With the existing goals it should be more pedestrian friendly.
- Notice that what discourages development is not the need for the Comprehensive Plan change, but the Development Code. Thus, we recommend rescinding the Development Code, in order to ensure maximum flexibility and innovation in development. Rather than updating the Civic standards for streets and sidewalk design, we recommend eliminating street and sidewalk design rules. This will eliminate the possibility that the rules and standards will become outdated in the future.
- I think the street grid should be conceptual like the Future Street Plan so that it can be modified as part of a development application, and it should definitely be updated to fit with the new TSP standards.

While connectivity is good, I'm not sure all of the proposed street crossings over the MAX line & path are a good idea. Pedestrian bridges over the MAX line would be better than street crossings.

- I would need to know the pros and cons of having the code-required street grid. I think promoting walkability and access are important, so I'm not sure it's the best idea to get rid of the grid requirement. The street designs should definitely be evaluated and rules modified to include new info and up to date designs if necessary.

**What are your thoughts as the project considers revisiting minimum and maximum building height rules to ensure they result in the desired, quality development?**

- Height doesn't seem as important to me as cohesiveness of design and complementary, clean exteriors.
- I really don't care how tall a building is (within reason; we're not downtown Portland!) as long as the height does not block the remarkable scenery.
- I think the code should be changed to allow for floors, not just height. I think the code should also include rooftops that meet the vision of the area.
- Should be able to go to 4 stories.
- Why have height restrictions? There are no residential neighbors who would be affected. Do you really think someone will build a skyscraper in Gresham? And would that be a bad thing? Might result in retail on the ground floor, parking above, then office or residential above -- to take advantage of the Mt. Hood views.
- Needed for more parking garages and business building to bring in income/tax producing revenue for the city.
- The overall visual profile of the current mix of building types (including the heights of the various structures) gives a pleasing and attractive sense of balance.
- Increase the maximum height of the building codes and provide more housing. Mixed use 4 story condo buildings just like Portland. We can create a more livable community with these types of infill and help with the incredible lack of housing in Multnomah County.
- Make changes necessary to update requirements for building.
- The rules should apply to reasonable building standards.
- Minimum height seems reasonable. Future development should match the existing feel. The maximum height seems like it should be flexible. Going over the maximum should be OK if it gives a better aesthetic appeal and allows for developer flexibility. Only limit should be if a view is being blocked of Mt Hood.
- Quality first. Height second. Design standards and quality builders are a must. Gresham Station had a lot of issues shortly after it was slapped up.
- Given the regional housing shortage, quality housing at greater height should be encouraged in areas with good access to public transportation. Civic Neighborhood fits this parameter. I'm not sure what to say about max heights for commercial. There probably aren't enough community \$\$\$s to support multi-story retail right now.
- Maximum building heights are excellent.
- Since there are already senior residential buildings in the neighborhood of 4 stories, that should be the maximum height limit for buildings to be compatible. In line with the height limit there should be guidelines for corresponding usable open space to provide for desirable human scale and places where people want to be.

- Since the building heights in the areas are now up to 4 stories (Gresham Station Apts), we should have some mandatory corresponding usable open space requirements for future development to keep this neighborhood a place where people want to be.
- Definitely support including code to encourage buildings to be built higher. No faux second stories. Building heights should vary, with shorter buildings along Division and higher buildings built on the interior of the neighborhood to not over power/impede the neighborhood to the south across Division.
- It's not the Council hasn't already given away the store by imposing their tax break/abatement overlay for taller buildings! Who are you kidding? It's not like we're ALL asleep out here...
- Change the building height requirement to allow a developer full use of the building without a sunken first floor.
- The minimum building height requirement for the Gresham Station needs to be retained and enforced. If two stories are required, then the building should have two stories - no fake facades with goofy fake windows. Speaking of which, how did that little one story building that is tucked in between the mattress store and the Shoe Mill ever happen? Totally out of sync with the rest of the development.
- In progressive cities there is a standard design to about 4-5 stories, about the height where the life-safety code changes.
- By eliminating all rules and standards with regard to maximum and minimum building heights, you will instantly resolve all issues or problems related to building height and construction design, and eliminate any incentive for undesirable construction techniques, faux floors, etc. Eliminate all rules and restrictions with regard to height, and you will free architects and designers to solve all design problems in the most innovative, appropriate, and efficient ways.
- I'd rather have quality design rather than strict minimum and maximum building heights. I think the faux 2nd floor for Bed Bath & Beyond works better than Famous Footwear's because BBB's sign fills up a lot of the space & there's variation in the building materials & depth of facades. I think one story buildings should have requirements for roofing that gives them more presence than a flat roofed one story. Likewise, a really tall building that overshadowed the street or much smaller neighbors wouldn't be good either. With the new design standards, maybe the code's minimums & maximums could be modified and then more flexibility could be given with the discretionary process.
- Definitely needed.
- I think minimum building heights are great and maximum heights should be adjusted so buildings are more visually appealing. However, I don't want a bunch of low-quality, high-rise apartments going up.

**More issues are described in the issues and opportunities summary, which can be found at [www.greshamoregon.gov/civic](http://www.greshamoregon.gov/civic). If you have any thoughts on those issues, please type them in the box below.**

- Civic area should have same rules as rest of Gresham.
- Do not reduce parking below 1 space per bedroom. This is not downtown Portland, jobs that pay enough to be able to live in quality development do not exist in Gresham. And most are not on light rail, so a car is necessary to get to work and earn a living. Also, even if the person scores one of the few high paying jobs in Gresham they still need a car for recreation or grocery shopping. Is the City going to let the excess cars park in the City Hall parking lot? I don't think so.
- Again, increase safety for the area. Look into adding a Jamba Juice or Trader Joe's.
- Wish I had more time to look at the issues/opportunities! I do think City of Gresham ought to take a closer look at the topography of the area and adapt planning needs to the lay of the land.
- There is not a lot there on encouraging "people spaces" either in the asphalt oriented parking spaces for the commercial areas or the medium density residential areas. Would you want to hang out in either?

- Enhance the landscaping code to hide the pavement.
- Please, stop kicking us when we're already down!
- Beware of unseen and unanticipated consequences. The more you regulate, the more problems you create. Less is more.
- No service stations should be allowed in the area.
- Setbacks to allow for insets, recessed entries or plazas as well as porches should be available. However, in residential areas, we have to be careful about what we allow because porches, gardens or courtyards could easily become eyesores. The residential areas should be strictly regulated.
- I'm concerned about too much density causing the neighborhood to degrade. There must be ample parking or no one will go there to live or shop. Gresham isn't Portland, unfortunately, and most people travel by car out here.
- I live in the Northwest Neighborhood and my main concern is that the Civic Neighborhood remain high-quality and classy. Living close to Civic should be something that people want to do, not avoid. I worry that with the two MAX stops, this area could end up becoming crime-ridden and run-down like other areas in Gresham along the MAX line. Currently, it's a nice area and it needs to be kept that way.
- Having well-kept greenspaces are important. Promoting walkability is also important. There shouldn't be too much flexibility in the code, or the neighborhood could end up not looking cohesive.
- A balance of nature and development is desired. Consider preserving mature trees and places for animals.
- Better walking paths for pedestrians, especially to get to the Civic Drive MAX station are welcome.
- Parking is an issue near the Center for Advanced Learning and the Wilbon Plaza building (which has the OnPoint Credit Union). Council Drive and Northwest 16th Street should be connected with the Kmart site. This could improve traffic flow, provide more places for people to park and improve safety by encouraging more activity and people passing through this area.
- A food cart area would be welcome.

## Frequently asked questions

1. What about connecting trails from the Civic Drive MAX station to residential properties to the west, both on the north and south sides of the MAX?  
City staff answer: Paths are planned for those locations. They will be completed as development occurs or perhaps sooner if funding is available.
2. What is the current plan for Civic Neighborhood?  
City staff answer: Information about the current goals and policies for Civic Neighborhood can be found at [www.GreshamOregon.gov/civic](http://www.GreshamOregon.gov/civic). The 1995 [Civic Neighborhood Plan](#) (revised in 2001) describes the planning environment at the time and the goals the community had in mind as the plan was development. The "[Civic Neighborhood Policies](#)" link on the website has current goals and policies from the Comprehensive Plan.
3. What is the current plan for the vacant properties near the Civic Drive MAX light rail station.  
City staff answer: Metro, the regional government, owns the two large vacant properties on the west side of Civic drive and north and south of the Civic Drive MAX station. Metro also owns much of the vacant land east of Civic Drive between 15th and 16th (between the Center for Advanced Learning and the retail/office building that has OnPoint Credit Union). When the time is right, Metro and the City of Gresham will cooperate on seeking a developer for those sites. The idea is to promote intense development of those sites so people have the opportunity to



live and work near a light rail station. The City and Metro continue to talk about those sites. Specific uses, building locations, building heights, etc, have not been determined.

4. What are the options for addressing the issues and opportunities identified in the Issues and Opportunities [Summary](#)?

City staff answer: So far, staff have only identified issues and opportunities. We are reviewing public comments regarding those issues to inform the next phase, which is to develop alternative ways to address the issues and take advantage of the opportunities. Ideas also will be informed when we work with the public to update the vision for Civic Neighborhood. In any case, we will be asking the community for help in evaluating different alternatives and figuring out which way to go.

5. Can the City attract my desired use to the district (examples include grocery store, pharmacy, theater, water park)?

City staff answer: The City can try but has limited resources and influence. The private sector (property owners, property managers and potential tenants) drives choices about which stores locate where. The City sometimes works to recruit specific uses (Trader Joe's is an example) when community members express a strong preference or community need. But the decision rests with those companies. In cases where a public agency owns the land, there may be slightly more control over what kinds of developments or stores end up on a site. But in general the market drives those decisions.

# **APPENDICES**

**Appendix A: Issues and Opportunities Summary**

**Appendix B: Community Forum Presentation**

# Civic Neighborhood Vision and Design District Update

## Issues and Opportunities Summary

### Project goal

This project, which covers the area bounded by Burnside, Eastman, Division and Wallula (212th), will:

- Revisit the vision and goals for Civic Neighborhood.
- Update development rules to remove obstacles to development and create design guidelines and standards specific to Civic Neighborhood consistent with the vision/goals.
- Develop new rules and processes that are clear to applicants, staff and the general public.
- Create rules that balance the need for clarity, flexibility, quality design and financial feasibility.

The project will be complete by fall 2017.

### Why are we doing this?

The current vision and development rules for Civic Neighborhood are more than 20 years old. This project provides an opportunity to update the vision and ensure land-use and design rules and processes match the vision and encourage desired and well-designed development.

### Process

This project will be conducted in four major phases.

#### 1. Research and Analysis

- Evaluate current rules
- Identify issues and opportunities
- Research history and new ideas

#### 2. Vision and Goals Update

- Discuss community aspirations, development feasibility and existing conditions
- Work with community to establish vision and goals

#### 3. Code strategy alternatives

- Consider alternative strategies for development and design rule changes to implement vision/goals
- Select preferred approach(es)

#### 4. Development Code drafting, review and approval process

- Draft rule changes
- Review with public/hold hearings
- Seek Council approval



# Current Vision and Development Rules

## 1995 Civic Neighborhood Plan

The City of Gresham in 1995 approved the Gresham Civic Neighborhood Plan and a Plan District for the 130-acre area that was intended 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.”

Benefits would include development near transit, good connections with adjacent neighborhoods and development that generates fewer automobile trips.

Goals for the site (edited for brevity) included:

- Reduce automobile trips (quality transit and an environment that encourages walking).
- Promote safe and efficient access by and between all travel modes (car, transit, walking, biking, etc.).
- Allow 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.



Image from 1995 Civic Neighborhood Plan

- 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.

## Current land-use districts

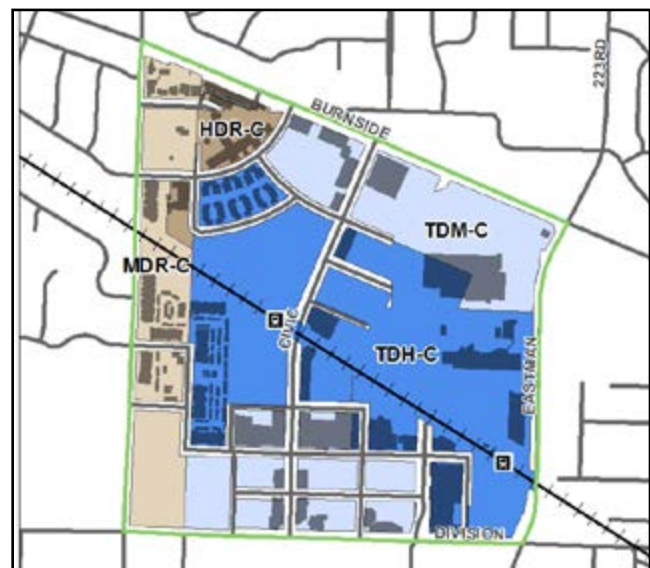
The Civic Neighborhood Plan District includes four sub-districts, as described in the current Development Code.

### Transit Development District - Medium Density - Civic (TDM-C)

Primary uses permitted include commercial, retail, and service uses occupying the ground floor area and all or a portion of the second story. Also permitted are mixed-use and multi-family developments with a minimum density of 24 units per net acre. Larger buildings are encouraged in these areas, with parking under, behind or to the sides of buildings.

### Transit Development District - High Density - Civic (TDH-C)

Primary uses permitted include office buildings, retail, and service uses. Also permitted are mixed-use developments and multi-family residential at a minimum density of 30 units per net acre. Larger buildings are encouraged in these areas, with parking



Land-use districts (in current Development Code)

under, behind or to the sides of buildings. Free-standing retail uses are allowed up to 10,000 square feet of floor area.

# Current Vision and Development Rules

## Current land-use districts, continued

### High-Density Residential - Civic (HDR-C)

Areas designated HDR-C are high-density residential neighborhoods with a minimum of 24 units per net acre. Secondary uses include neighborhood commercial uses, smaller-scale offices and neighborhood parks. Small free-standing Office-Commercial uses are allowed within mixed-use developments, provided they do not occupy more than 50 percent of the residential floor area, and that minimum residential densities are met. Retail uses in free-standing buildings are not permitted, but are allowed within mixed-use buildings, provided they do

not occupy more than 10,000 square feet of floor area, and that minimum residential densities are met.

### Moderate-Density Residential - Civic (MDR-C)

Areas designated MDR-C are moderate-density residential uses with a minimum density of 17 units per net acre. Typical forms of housing include row houses, apartments and condominiums. Mixed-use and neighborhood-scale commercial uses are allowed to locate within residential buildings occupying up to 100 percent of the ground floor area provided that minimum residential densities are met.

## Current allowed uses

Civic Neighborhood land-use districts allow a variety of uses consistent with the goal of promoting a thriving, active, mixed-use district.

To that end, townhomes and apartments are allowed, as well as commercial uses such as retail, office and service uses (“Business and Retail Service and Trade”).

Institutional and medical uses also are allowed.

The Code prohibits single-family detached homes and duplexes because the district is designated for more intense land uses in this central Gresham location with proximity to transit, including two light-rail stations.

Industrial uses are not allowed.

P = Permitted  
 NP = Not Permitted  
 L = Limited (See Code for limits)  
 SUR = Special Use Review

USES	TDM-C	TDH-C	HDR-C	MDR-C
<b>RESIDENTIAL</b>				
Single-Family Detached Dwelling	NP	NP	NP	NP
Duplex	NP	NP	NP	NP
Single-Family Attached Dwellings	P	P	P	P
Attached Dwellings on a Single Lot	P	P	P	P
Elderly Housing	SUR	SUR	SUR	SUR
Manufactured Dwelling Park	NP	NP	NP	NP
Residential Facility	P	P	P	P
Residential Home	NP	NP	NP	NP
<b>COMMERCIAL</b>				
Auto-Dependent Use	L	L	L	L
Business and Retail Service and Trade	L	L	L	L
Clinics	P	L	L	L
Commercial Parking	SUR	SUR	SUR	SUR
Daycare Facilities	L	L	L	L
Live-Work	P	P	P	P
Major Event Entertainment	SUR	SUR	SUR	SUR
Mini-Storage Facilities	NP	NP	NP	NP
Outdoor Commercial	NP	NP	NP	NP
<b>INSTITUTIONAL USES</b>				
Civic Uses	SUR	SUR	SUR	SUR
Community Services	SUR	SUR	SUR	SUR
Medical	SUR	SUR	SUR	SUR
Parks, Open Spaces and Trails	L/SUR	L/SUR	L/SUR	L/SUR
Religious Institutions	L	L	L	L
Schools	P/SUR	P/SUR	L	P/SUR



# Current Vision and Development Rules

## Current intensity requirements

The Development Code sets minimum and maximum standards for how much development is required or allowed on a site. Because Civic Neighborhood is centrally located in Gresham, has two light-rail stations and is served by bus lines on its south and east sides, anticipated development intensity is higher here than in many other parts of Gresham.

The map below shows the current development intensity rules for the four sub-districts in Civic Neighborhood.

Some definition of terms:

**Floor area ratio (FAR):** The amount of floor area in relation to the amount of site area, expressed in square feet. A floor area ratio of 0.6 to 1 means a minimum of 0.6 square feet of floor area is required for every one square foot of site area. For example, on a 30,000-square-foot site, 18,000 square feet of building floor area would be required. That could be accomplished, for example, with an 18,000-square-

foot one-story building or a building with two stories that each are 9,000 square feet.

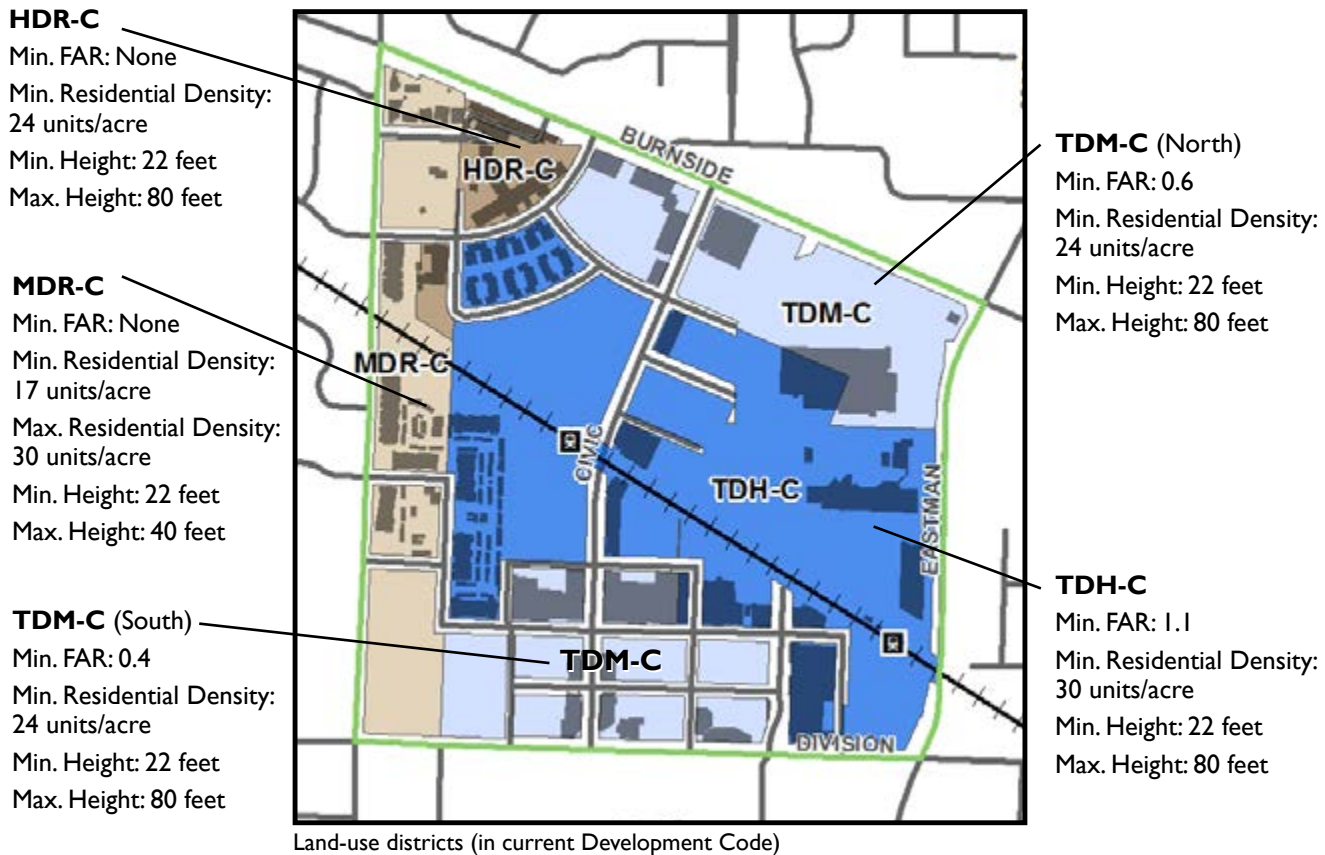
**Minimum residential density:** The minimum number of units per acre required on the site.

**Maximum residential density:** The maximum number of units per acre allowed on the site.

**Minimum and maximum height:** The minimum height a building must be or the maximum amount of height that is allowed.

As shown below, the TDH-C sub-district, which stretches from the City Hall MAX station to the Civic Drive MAX station, calls for the most intense development in Civic Neighborhood. It has a minimum floor-area ratio of 1.1 to 1.

In general, the required development intensity drops along the arterials (Burnside, Eastman Parkway and Division). It is lowest in MDR-C along Wallula, where the maximum height is 40 feet.



# Project Issues and Opportunities

## Issues

So far, the following issues and opportunities have been identified. These will be discussed with residents, property owners, business owners, developers, City Council advisory committees and the City Council and revised based on input during the process.

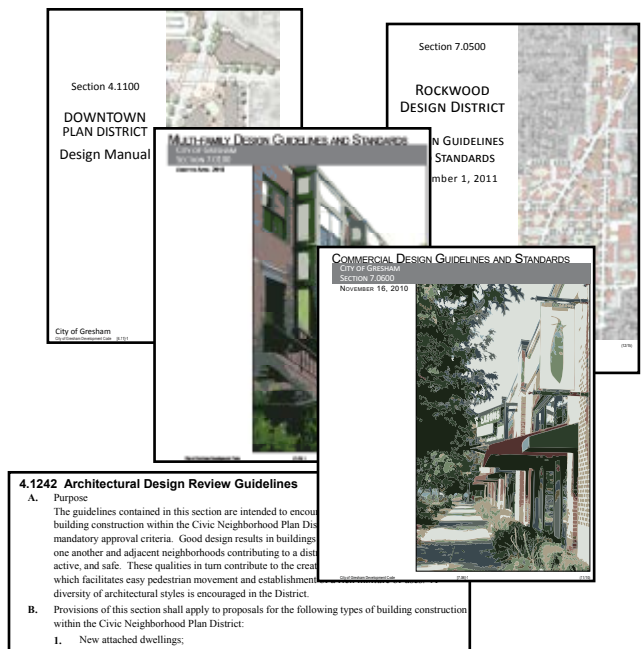
1. **Vision update:** The Civic Neighborhood Plan and current development rules were built on information and a process from the mid-1990s. This project provides an opportunity to revise the vision to reflect new information and current priorities.



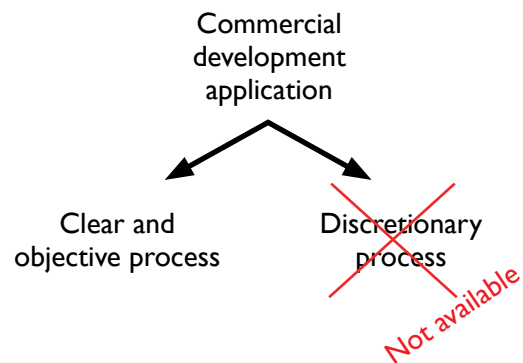
2. **Civic lacks its own guidelines and standards:** Civic Neighborhood does not have its own mandatory, context-specific design guidelines and standards. The City has an emphasis on quality design and has already established design standards and guidelines for Downtown, Rockwood, commercial corridors and multi-family development.

The citywide multi-family standards apply to Civic Neighborhood, but the district does not have design district standards for commercial and other non-residential uses. Civic does have advisory architectural design guidelines.

This means different projects or uses within one project could face different or multiple sets of rules and processes, which can cause confusion and may result in developments that do not meet community goals for design quality.



3. **No discretionary process available for commercial:** Non-residential projects (shops, offices, institutions) use the Civic Neighborhood Development Code, which does not have a discretionary guidelines process. This limits applicants to following the clear and objective standards rather than providing a design guidelines route that allows more flexibility while still ensuring projects meet City design goals.



# Project Issues and Opportunities

## Issues (continued)

**4. Inflexible street grid:** The Development Code requires a street grid that promotes access and walkability goals but is difficult to modify or adjust to different development ideas. This could prevent quality development proposals that do not strictly comply with the street grid. Most changes to the street grid require a Comprehensive Plan change that would take six months or more, which is a delay that can discourage development.



Code-required future streets are in red.

**5. Street design:** The Civic Neighborhood development rules include street and sidewalk design standards. Since this Code has been developed, other City street standards have changed, including those in the Transportation System Plan. The Civic standards can be evaluated to see if updates are needed to include new information and up-to-date designs.



**6. Minimum building heights:** Civic Neighborhood development rules require minimum building heights of 22 feet and/or two stories in the entire district. Past development under this Code has included faux second stories, and the real estate market is unlikely to produce the number of blocks of multi-story development required in the Code. The 22-foot façade requirement applies to every street. The two-story requirement applies along Civic Drive and Norman Avenue.



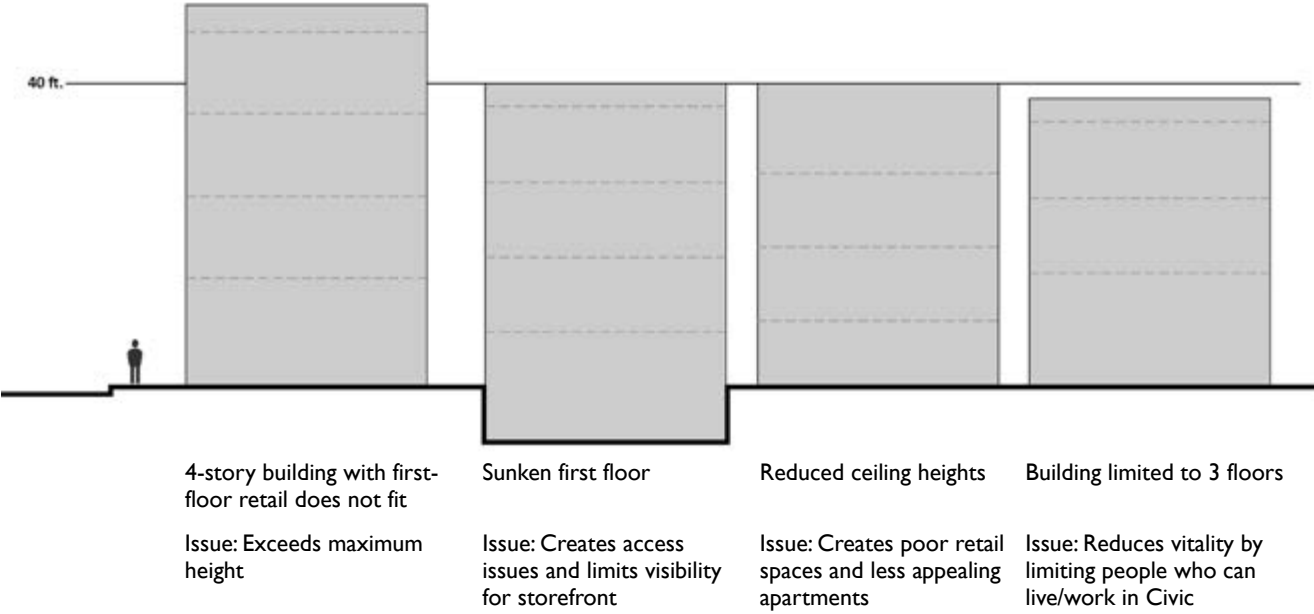
Two buildings in Gresham Station with faux second stories.



# Project Issues and Opportunities

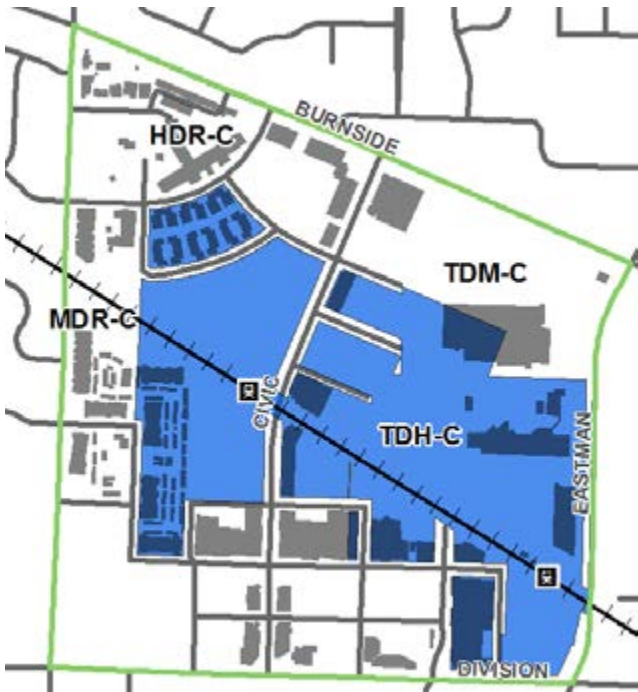
## Issues (continued)

**7. Maximum height:** The maximum height rules in the Code are either 40 feet or 80 feet. The specific numbers used do not necessarily line up with a certain number of floors, and buildings cannot include a half floor. This could result in undesirable construction techniques so the applicant can get the top floor in under the height limit (such as sinking the first floor or flat roofs where other rooflines might be desirable.).



**8. Density standards:** About half of Civic Neighborhood is in a sub-district with a minimum 1.1 floor-area ratio. This means each site in that area must have 1.1 square feet of building area for each square foot of site area. For example, a 10,000-square-foot site would need to have 11,000 square feet of building floor area (on all floors combined). This could be a building with two stories of 5,500 square feet each, for example.

This means at least part of the site must have a two-story building. This is a large area with a high FAR. Only one location in the sub-district that requires a 1.1 FAR has been built to that standard (The Crossings development on Civic drive just south of the MAX tracks). It is unclear whether the real estate market will produce this density on all these sites in the short term. This could mean that these sites sit vacant until that occurs. This also may discourage quality one-story buildings in places where they are desirable.



Floor-area ratio in TDH-C is 1.1 square feet of building area for every foot of site area.

# Project Issues and Opportunities

## Issues (continued)

**9. Setbacks:** Setback rules, which determine the minimum and maximum distance buildings must be from the property line, may present an obstacle to quality development. Some require 100 percent of the building to be on the setback line, which does not allow for building insets, recessed entries or plazas.

The requirement also does not distinguish between commercial and residential. Residential often is more successful and has a better transition between public realm and private property when an additional setback is available for porches, gardens, lawns, low fences, courtyards and similar design treatments.

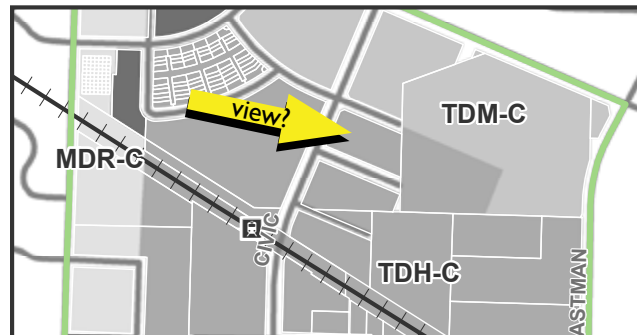


Porches, stairs and garden.



Landscaped courtyard.

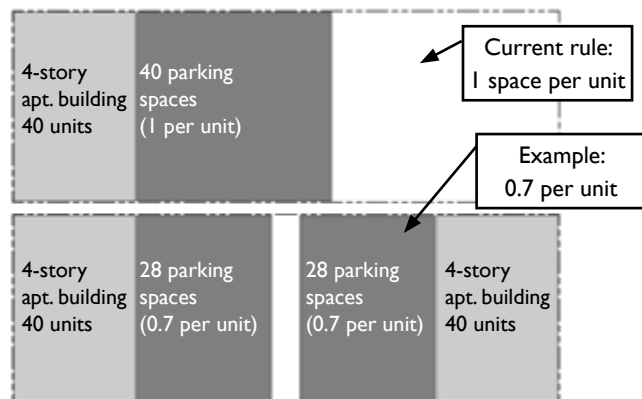
**10. View protection:** The Code has a view protection guideline in Section 4.1243. This guideline is vague and difficult to enforce because it does not provide clear and objective standards for the applicant to meet. In addition, the Code calls for the highest minimum development intensity (1.1 floor area ratio and minimum 30 units per acre residential density) in this area, which normally would be reflected in taller buildings.



**11. Allowed uses:** Uses that may be desirable are not allowed or limited in size, including manufacturing and information services. Also, service stations are allowed along arterials, which may not be desirable at prominent intersections because of their visual prominence and added turning movements near traffic signals, which can cause safety concerns.



**12. Parking:** No parking is required for commercial developments in Civic Neighborhood, and the minimum number of off-street spaces required for residential is one space per unit. This is low compared to other areas in the city. Still, two recent consultant studies and development community input has conveyed that the City's minimum requirements still might present an obstacle to development, particularly residential development. Additional study is needed to determine whether this is an obstacle and how it can be addressed.



Minimum parking rules can influence development intensity

# Project Issues and Opportunities

## Issues (continued)

**13. Landscaping, open space and trail/path requirements:** The code calls for landscaping, open space and trails/paths to enhance quality of life in the district. The project could analyze the current rules to ensure they allow more intense development while ensuring adequate landscaped and natural features in the district. The project also can analyze the number and location of pedestrian connections required on private property to ensure adequate but not excessive or impractical connections.



**14. Code cleanup:** Some provisions in Civic Neighborhood and other design districts require clarity or correction:

- Code mentions “future light rail stations” but all have been built.
- Maximum height rules reference the Fire Code. The Fire Code always applies so this is not necessary.
- Civic Neighborhood rules lack lighting rules that have been included in other design districts.
- If a complete set of design guidelines and standards are created for Civic Neighborhood, the current Architectural Design Review Guidelines in Section 4.1242 can be deleted.
- A “master plan” process is mentioned, but the process is not described.
- How minimum building frontage

- requirements are met and whether, once they are met, other buildings on the site can be located away from the street could be clarified.
- Rules to prevent blank walls could be updated to reflect updated practices in other design districts.
- Cross references to other development rules can be added so applicants know where to find applicable rules.
- Sign rules could be updated in coordination with the Sign Code Update project.
- Development Code rules in Civic refer to maps that are not in the Development Code, which makes the Code hard to use.
- The corridor commercial standards in Section 7.0600 do not have standards for recessed windows. All the other design districts have that standard.

## Opportunities

The project provides opportunities to:

- Revisit and refresh the vision and goals for Civic Neighborhood in the context of Gresham, including Downtown Gresham to the southeast and Rockwood to the northwest along the light-rail line.
- Promote desired development by having an up-to-date description of where Civic is heading and development rules that match that vision.
- Create design district guidelines and standards that build on other Gresham design districts but are custom for Civic’s context. This will promote quality design.
- Address Code issues and provide more clarity on the development rules and processes.
- Invite Gresham residents, business owners and property owners to revisit the district and help shape its future.

# Civic Neighborhood Vision and Design District Update

## Next steps

The draft issues and opportunities in this document will be reviewed with City staff; Council advisory committees (such as Planning Commission, Design Commission, Transportation Subcommittee, Citizen Involvement Committee); Gresham residents, business owners and property owners; potential developers; and others to ensure the project will address the correct problems and take advantage of available opportunities.

Once the project definition is complete, the project will go through further research and analysis; conduct public engagement regarding the vision/goals for the district; develop alternative solutions; narrow in on a preferred solution; and develop changes to development rules (including new design guidelines and standards) for Civic Neighborhood.

Public engagement will be included at each phase of the project.

## Contact

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Urban Design & Planning  
[mary.phillips@greshamoregon.gov](mailto:mary.phillips@greshamoregon.gov)  
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## Scheduled meetings

2016

- Citizen Involvement Committee, Feb. 4
- Transportation Subcommittee, Feb. 4
- Community Forum, Feb. 16
- Design Commission, March 16
- Planning Commission, March 28

All meetings are at:  
Gresham City Hall  
1333 N.W. Eastman Parkway  
Gresham OR 97030

Meetings are subject to change. Please check [GreshamOregon.gov/calendar](http://GreshamOregon.gov/calendar) or call for the latest meeting information.



# Civic Neighborhood Vision and Design District Update

**CITY OF GRESHAM** Project Introduction

Brian Martin, Senior Planner  
Mary Phillips, Senior Planner



## Why this project?

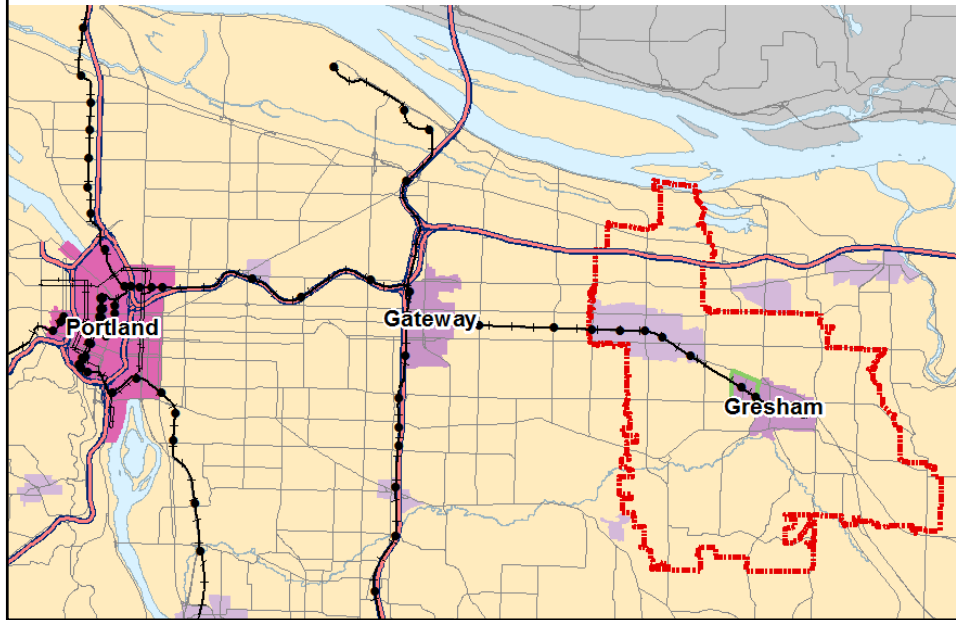
2

- 2016 Council Work Plan
  - Update Vision
  - Remove barriers to desired development
  - Create Civic-specific design guidelines and standards



## What is Civic Neighborhood?

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## What is the process?

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- Research/analysis
  - Review 1995 vision
  - Evaluate current rules
  - Identify issues/opportunities
- Vision update
  - Discuss aspirations, real estate market, design
  - Establish updated vision
- Alternatives
- Development Code changes



## Current vision

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- Vision 20 years old



View of the plaza and station looking north across the light rail tracks.



BUILDING ORIENTATION  
GRESHAM CIVIC NEIGHBORHOOD  
Transit Centered Development

MAP 2

MAP 2  
PG&P  
MARCH 11, 2011

Primary Pedestrian Streets Secondary Pedestrian Streets

## Current goals

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- Key 1995 goals
  - Fewer auto trips
    - Quality transit
    - Build environment that makes walking and biking easy
  - Safe and efficient access
    - Cars, train, bicycle, walking
  - Range and mix of uses
  - Urban densities with access to transit
  - Create example of sustainable development

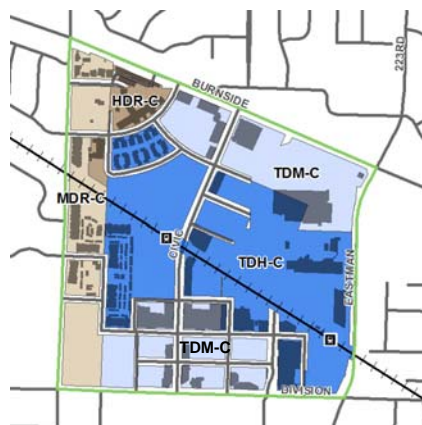


View of the central north-south main street looking north to the plaza and station.



# Current development rules

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TDM-C: Transit Development District – Med. Density – Civic  
 TDH-C: Transit Development District – High Density – Civic  
 HDR-C: High-Density Residential – Civic  
 MDR-C: Moderate-Density Residential – Civic

USES	TDM-C	TDH-C	HDR-C	MDR-C
<b>RESIDENTIAL</b>				
Single-Family Detached Dwelling	NP	NP	NP	NP
Duplex	NP	NP	NP	NP
Single-Family Attached Dwellings	P	P	P	P
Attached Dwellings on a Single Lot	P	P	P	P
Elderly Housing	SUR	SUR	SUR	SUR
Manufactured Dwelling Park	NP	NP	NP	NP
Residential Facility	P	P	P	P
Residential Home	NP	NP	NP	NP
<b>COMMERCIAL</b>				
Auto-Dependent Use	L	L	L	L
Business and Retail Service and Trade	L	L	L	L
Clinics	P	L	L	L
Commercial Parking	SUR	SUR	SUR	SUR
Daycare Facilities	L	L	L	L
Live-Work	P	P	P	P
Major Event Entertainment	SUR	SUR	SUR	SUR
Mini-Storage Facilities	NP	NP	NP	NP
Outdoor Commercial	NP	NP	NP	NP
<b>INSTITUTIONAL USES</b>				
Civic Uses	SUR	SUR	SUR	SUR
Community Services	SUR	SUR	SUR	SUR
Medical	SUR	SUR	SUR	SUR
Parks, Open Spaces and Trails	L/SUR	L/SUR	L/SUR	L/SUR
Religious Institutions	L	L	L	L
Schools	P/SUR	P/SUR	L	P/SUR

# Current development rules

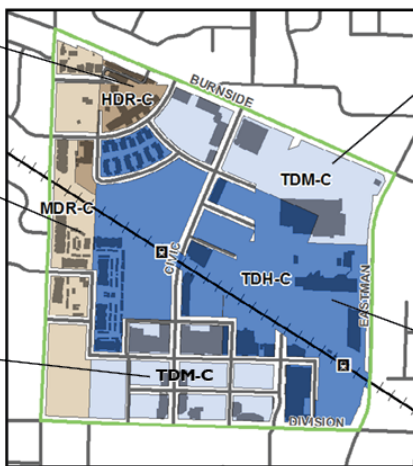
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**HDR-C**  
 Min. FAR: None  
 Min. Residential Density: 24 units/acre  
 Min. Height: 22 feet  
 Max. Height: 80 feet

**MDR-C**  
 Min. FAR: None  
 Min. Residential Density: 17 units/acre  
 Max. Residential Density: 30 units/acre  
 Min. Height: 22 feet  
 Max. Height: 40 feet

**TDM-C (South)**  
 Min. FAR: 0.4  
 Min. Residential Density: 24 units/acre  
 Min. Height: 22 feet  
 Max. Height: 80 feet



**TDM-C (North)**  
 Min. FAR: 0.6  
 Min. Residential Density: 24 units/acre  
 Min. Height: 22 feet  
 Max. Height: 80 feet

**TDH-C**  
 Min. FAR: 1.1  
 Min. Residential Density: 30 units/acre  
 Min. Height: 22 feet  
 Max. Height: 80 feet

Land-use districts (in current Development Code)



# Issues & opportunities

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- Vision update
  - Fresh look at Civic



# Issues & opportunities

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- Lacks full set of design standards and guidelines



## Issues & opportunities

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- Inflexible street grid



## Issues & opportunities

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- Street design



## Issues & opportunities

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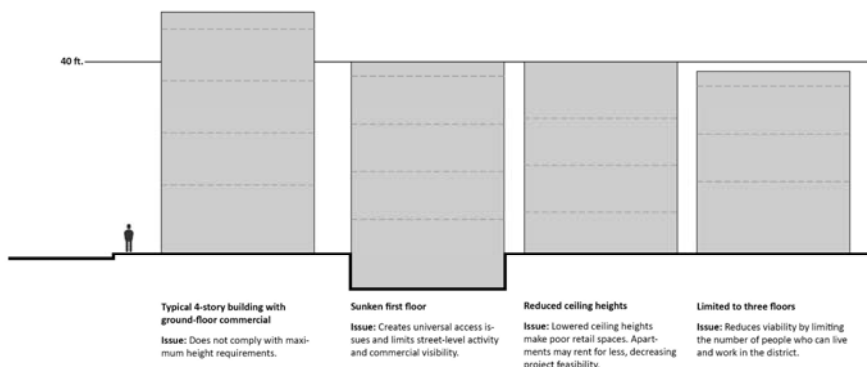
- Minimum building heights



## Issues & opportunities

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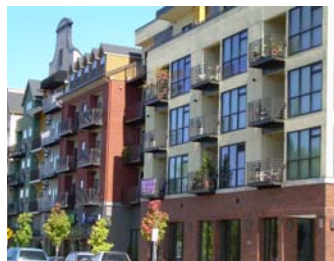
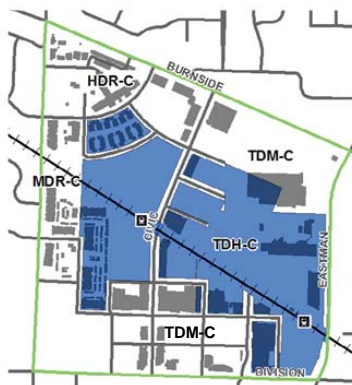
- Maximum building heights



## Issues & opportunities

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- Minimum intensity

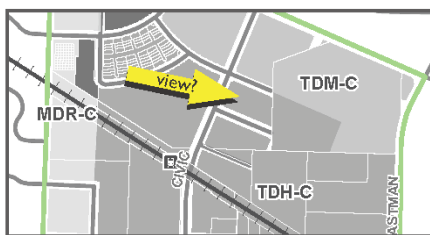


Floor-area ratio in TDH-C is 1.1 square feet of building area for every foot of site area.

## Issues & opportunities

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- View protection



- B. View Protection Guidelines
 

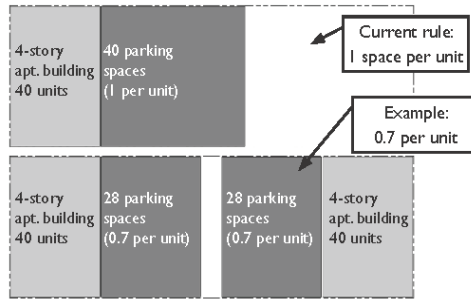
No public view corridors have been designated within or across the Plan District. In siting, orienting and designing structures anywhere within the Civic Neighborhood, consideration shall be given to public and private views from within the Neighborhood and beyond, which may be affected by new construction or associated landscaping. While it is unreasonable to deny the right to develop a site because views will be affected, it is reasonable to require the applicant to
2. Maximizing Scenic Views Guideline
 

All development atop the bluff in the northwestern portion of the Civic Neighborhood shall be designed to achieve a reasonable balance between (1) taking advantage of the scenic view, if desired, and (2) permitting the scenic view to be available to other development atop the bluff. Factors to be considered in achieving this balance shall include alterations of

## Issues & opportunities

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- Parking



Minimum parking rules can influence development intensity



## Next steps

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- Schedule
  - Issues and opportunities
    - Design Commission: March 16
    - Planning Commission: March 28
    - City Council: June (tentative)
  - Alternatives (Revisit vision)
    - Summer through fall
  - Development Code changes
    - 2017
- Online
  - [www.greshamoregon.gov/civic](http://www.greshamoregon.gov/civic)