

2029 COMMUNITY INVESTMENT FRAMEWORK: PROPOSED PRIORITIES AND PROJECTS

GRESHAM
REDEVELOPMENT COMMISSION

GRDC
September 19, 2023

Today's purpose

Review the Proposed Priorities and Projects to consider for future investment.

- 2029 Community Framework Project Phases
- Screening, Priorities, Project results

Timeline

- **October 2022:** Overview of 2029 Community Investment Framework
- **December 2022:** Financial Assessment
- **January 2023:** Planning Background
- **January – July 2023:** Engagement & Survey
- **August 2023:** GRDCAC review

Phases



Partnership

Priorities

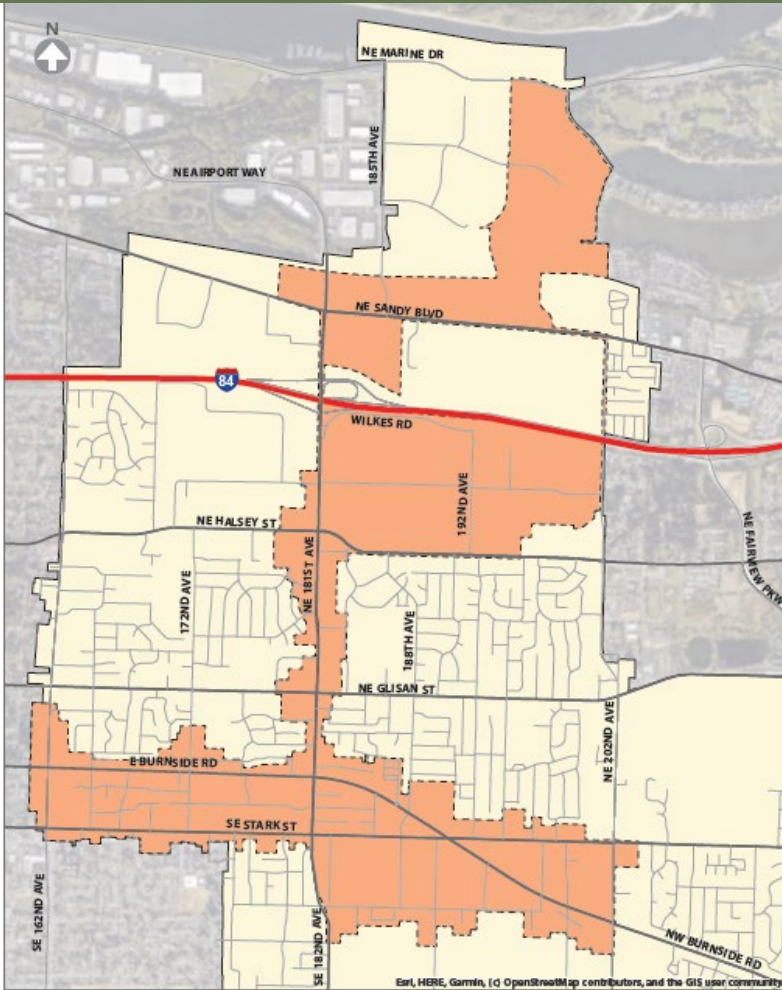
Planning

Projects

2029
Community
Investment
Framework

Planning

Urban Renewal District



City of Gresham URA Boundary

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

Planning

PLAN GOALS SUMMARY



GOAL 1: Public Involvement

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

GOAL 2: Improve Rockwood Town Center

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

GOAL 3: Increase Availability of Quality Housing

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

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

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

GOAL 5: Develop Public Safety and Community Service Facilities

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

GOAL 6: Parks and Recreation Facilities

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

GOAL 7: Improve Transportation

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

GOAL 8: Promote Quality Development

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

Planning

Urban Renewal Project Types

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

Public Improvements

Assistance to Property and Business Owners

Buying and Selling Land

Public Buildings

Urban Renewal Investments



Downtown Rockwood



La Plaza Esperanza



B188 Development



Lumen Business Center



Rockwood Market Hall



Rockwood Max Station



Boys and Girls Club



Rockwood Triangle



Rockwood Public Safety Building

Rockwood URA benefits

\$223 million
total investment



\$44.1 million
public investment



\$179.2 million
private investment

86 grants
awarded

17 infrastructure
projects

City grants and infrastructure spending helped to leverage nearly 4 times more private investment within the URA.

Combined public-private investment went to support middle-income jobs

This includes \$5.6 million for the public safety facility on 181st.

Public infrastructure spending accounted for 48 percent of the City's total investment in the URA

\$21.3 million
on infrastructure projects



supported

\$23.7 million
in economic activity

140 jobs

\$10.9 million
labor income/year

Effects of construction activities over the life of the URA.

Planning

City Council Strategic Plan



Planning

Observations

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

Financial Projections

The Financial Projects were presented at the December GRDC meeting, and will be updated later this fall for the budget process.

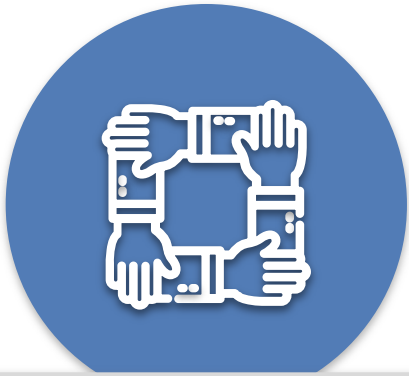
Forecast for FY 2022/23 through FY 2028/29

Total Program Fund Forecasted Expenses: **9.3 – 11.1M**

Available for Future Capital Improvement Program, Grants and Other Projects: **21.4 – 23.2**

Partnership/Engagement

Community Values



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



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



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

Partnership/Engagement

Priorities

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

Additional identified needs

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

Screening, Priorities, Projects

Screening Questions

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

DRAFT Priorities

Housing

**Economic
Opportunity**

**Community
Safety**

**Community
Vibrancy**

Transportation

Housing

- Outcome: Increase available ownership housing
- Strategies:
 - Funding set aside specifically for ownership housing (for property acquisition, gap financing, or grant program).
 - Partner with programs to reduce barriers to buying/selling home.
 - Partner with programs to increase resources for mortgage assistance and other financial support such as Individual Development Accounts (IDA).

Community Safety

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

Economic Opportunity

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

Transportation

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

Community Vibrancy

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

GRDCAC feedback summary

Housing

- Reduce barriers and provide resources for home ownership. Consider innovative approaches, partnerships and nonstandard construction to reduce costs, create middle housing.

Economic Opportunity

- When exploring grant programs, identify mechanisms to address rising commercial rents for independent business

Transportation

- Defined scope of Yamhill improvements - constraints, speed bumps, intersection

All Investments

- Sustainability: Incorporate sustainability into developments – solar power, on-site composting, recommendations from the climate strategy, waste reduction, trees
- Safety: Ensure projects contribute positive to public safety - Incorporate public safety features, lighting, and CPTED principles
- Anti-displacement: Investments should benefit local residents and increase wealth opportunities, and criteria should be included in future projects and grant programs.
- Leverage: Combine available GRDC funds with other funding, grants

Summary: Priorities, Potential Projects

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

Next Steps

- GRDC discussion of financial capacity and financial plan for proposed projects
- public comment on draft

2029 Framework will be used to inform budget development for next fiscal year and future years.

Questions

- Does the GRDC have comments on the proposed priorities?
- Does the GRDC have comments on the proposed projects?
- Does the GRDC have additional projects to consider for the proposed framework?
- Should staff proceed with a financial plan for the proposed projects?