



Project Goals and Objectives

August 2016

GLADSTONE DOWNTOWN REVITALIZATION PLAN PROJECT GOALS & OBJECTIVES

Project Goals and Objectives

The proposed project goals and objectives reflect good planning practice and the goals and objectives identified in the project scope of work.

Goal 1 – Community Involvement. Provide meaningful opportunities for community members to be involved in the Gladstone Downtown Revitalization Plan process, including those most directly affected by the outcomes, as well as the community at large.

Objectives

- Involve major employers, property owners, institutions, and business groups that will be impacted by and/or benefit from the plan.
- Establish technical and stakeholder advisory groups to review and comment on project deliverables and make recommendations to the Project Management Team.
- Inform and involve other established community groups and surrounding residents.
- Provide a variety of tools to allow all community members of Gladstone the opportunity to learn about and participate in the planning process, including opportunities at events or locations they already attend.
- Regularly update the Citizen’s Advisory Committee and City Council about the project and seek their advice on key decision points.

Goal 2 – Downtown Vision. Develop an overarching vision that guides the development and evaluation of land use, transportation, and design alternatives, as well as agency coordination and plan implementation.

Objectives

- Establish a vision statement that specifically describes the uses, activities, look, and feel of the future Gladstone Downtown.
- Determine boundaries for the Downtown Revitalization Plan.
- Consider the recommendations from the 2008 Downtown Streetscape Plan and other City planning documents in developing the Gladstone Downtown Revitalization Vision.
- Support the design and development of a new public library and/or City Hall facility and a public safety building as a center of civic life on Portland Avenue.
- Foster connectivity with surrounding communities and the region and create an inviting Town Center for visitors, businesses, and other community partners.

Goal 3 – Land Use and Transportation. Develop a plan for the Gladstone Downtown Revitalization that supports economic development and urban vibrancy, encourages walking, biking, and taking transit, and improves safety and efficiency for all modes of transportation.

Objectives

- Determine a set of land uses that implements the Gladstone Downtown Revitalization Vision.
- Balance proposed land uses with transportation choices and improvements to increase the safety and efficiency of the transportation system.
- Support and leverage other local and regional connectivity initiatives, including the extension of the Trolley Trail, rebuilding of the Trolley Bridge as a pedestrian and bike crossing.
- Capitalize on the Downtown’s proximity to OR 99E and I-205, future high capacity transit, and other identified or planned transportation assets.
- Include land use and implementation measures that promote transit-supportive and transit-oriented development, and encourage the development and redevelopment of vacant or underused property in the study area.

- Identify transportation system improvements and standards within the Gladstone Downtown Revitalization Plan boundary that enhance community livability, improve access and safety, and balance regional mobility needs.
- Consider reasonable funding streams in balancing land use, planning transportation improvements, and system performance.

Goal 4 – Plan Coordination. Ensure consistency with existing local and regional plans and land use regulations, particularly recent updates to plans and regulations. Coordinate efforts with planning processes in progress.

Objectives

- Create a plan that is consistent with adopted local plans, such as the Gladstone Comprehensive Plan, the Transportation System Plan, as well as with State requirements.
- Support and ensure consistency with on-going or proposed local planning efforts including the refinement of the Portland Avenue Streetscape Plan, update of the Transportation System Plan, and audit of the Development Code.
- Create a plan that is consistent with Metro’s Urban Growth Management Functional Plan Title 6 regarding actions and investments for Town Centers.
- Determine whether to designate the Downtown Gladstone as a Multimodal Mixed Use Area (MMA) pursuant to OAR 660-012-0060 (the Transportation Planning Rule) and, thus, allow for exceptions to existing mobility standards and up-zoning in the center.

Goal 5 – Implementation. Develop an appealing, cost-effective, and politically achievable plan to implement project recommendations.

Objectives

- Prepare a Gladstone Downtown Revitalization Plan for adoption as an element of, or ancillary document to, the Gladstone Comprehensive Plan.
- Ensure that the Plan is consistent with applicable regional and state requirements, including Urban Growth Management Functional Plan and the Transportation Planning Rule.
- Recommend comprehensive plan and zoning code amendments to update existing City zones in the Downtown to implement the Gladstone Downtown

Revitalization Plan. The plan may also recommend amendments to the City's transportation system plan (TSP).

- Prepare an Implementation Strategy which includes strategies, tools, and funding sources to implement recommendations of the Plan.
- Collaborate with the City's Planning Commission and Council to ensure that the proposed plan meets the community's goals and can be adopted in a timely manner.