



GLADSTONE

Downtown Revitalization Plan



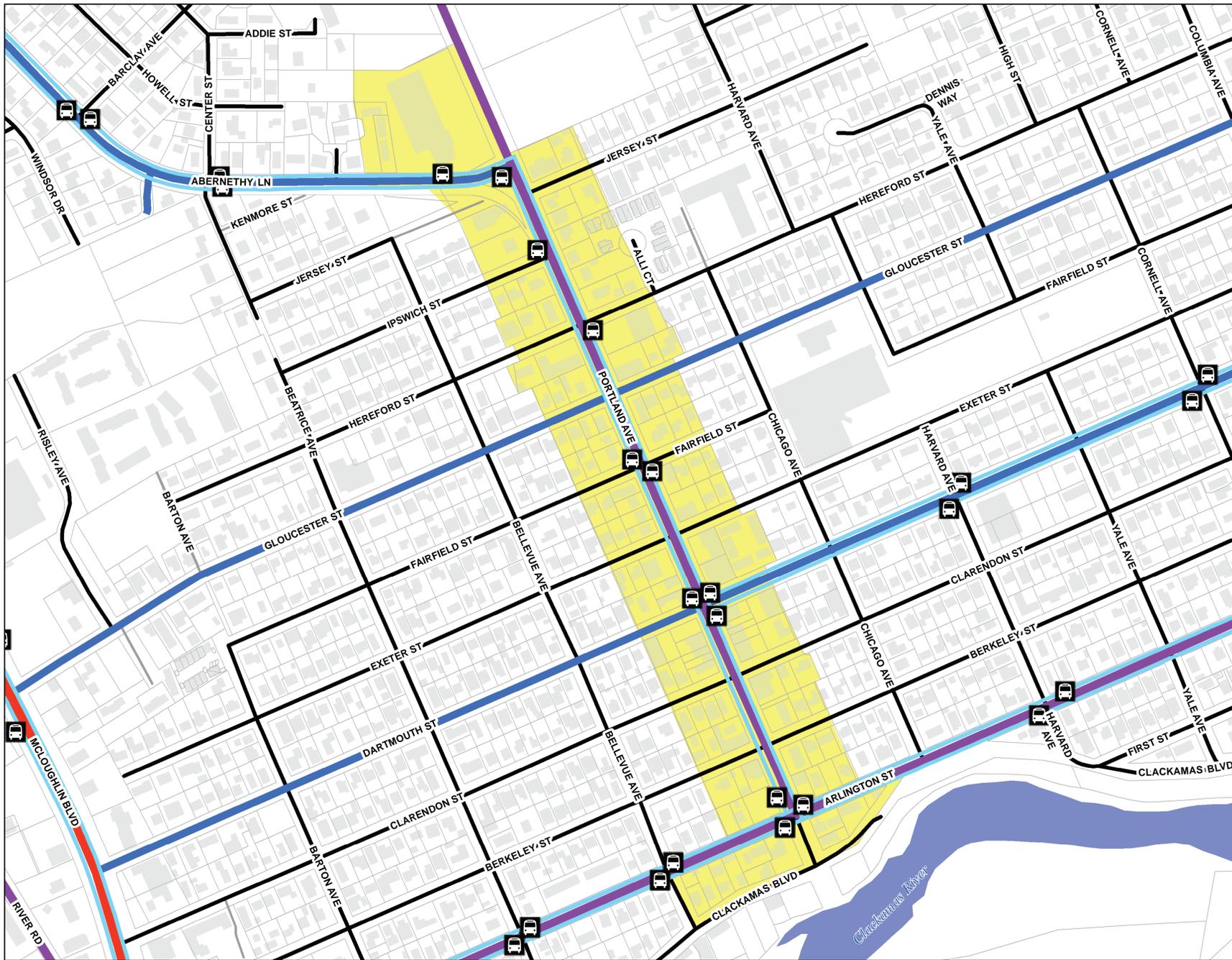
The City of Gladstone is planning for the future of the City's Downtown area, centered on Portland Avenue. The overall goal of the project is to create a more cohesive main street that re-establishes the corridor as the city center. The project will identify development opportunities and appropriate land uses that can make the area more attractive and inviting for residents, businesses and visitors alike. The project will result in a master plan for Portland Avenue that guides future development in the corridor and ensures that there are safe and convenient connections to the area for all modes of travel. An implementation strategy will include tools to support local businesses, potential funding sources, and city policy changes that help the community achieve the goals of the Downtown Revitalization Plan.

Learn more about the project and how to get involved at the project webpage:

www.ci.gladstone.or.us/city-of-gladstone-downtown-revitalization



STREETS AND TRANSIT




Downtown Revitalization Plan Study Area Streets

Legend

- Bus Stops
- Bus Lines
- Study Area
- Buildings
- Taxlots
- River

Streets

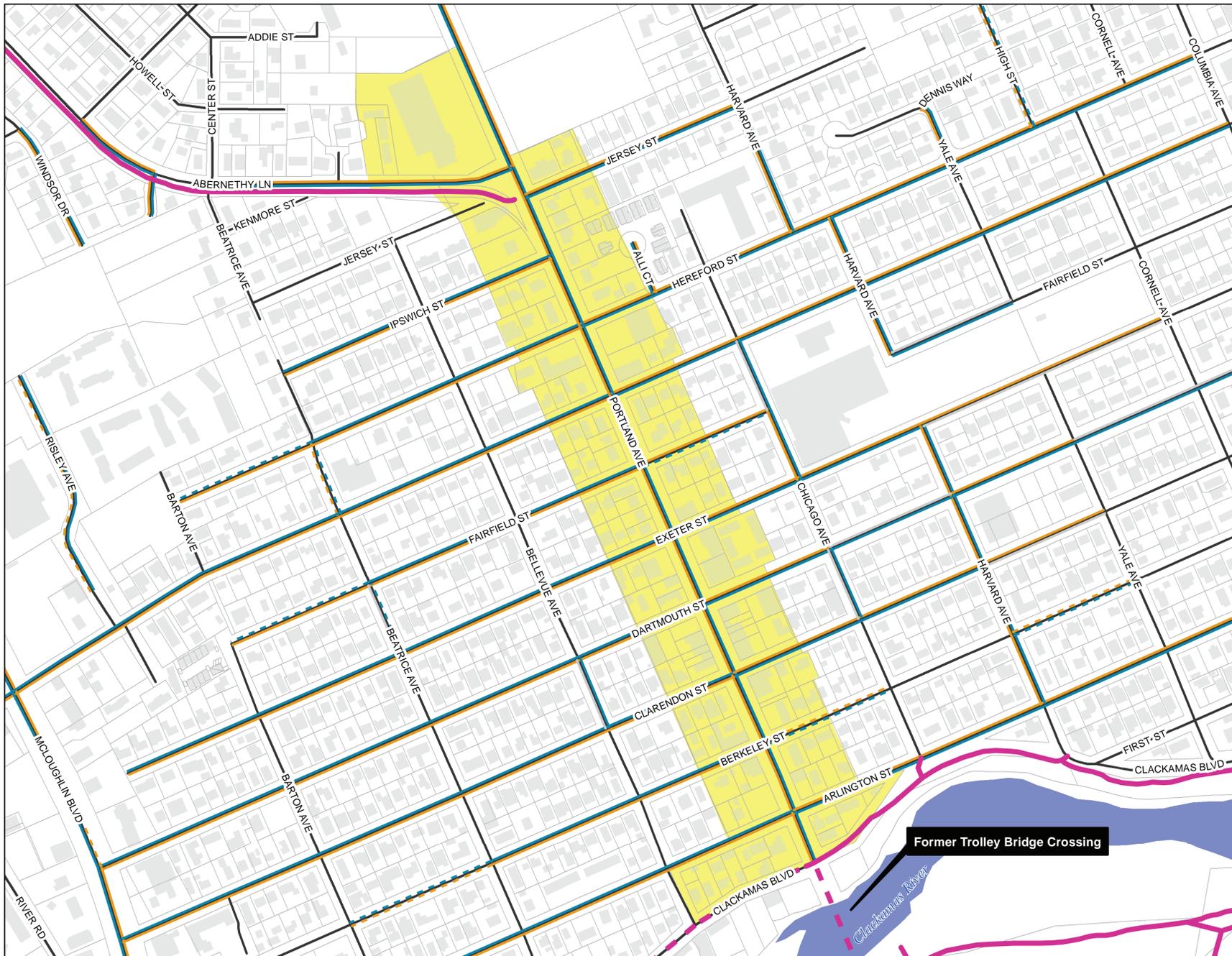
- Major Arterial
- Minor Arterial
- Collector
- Local Street
- Private Road

0 125 250 500 Feet

Prepared By: Angelo Planning Group **Date:** 9/1/2016

Coordinate System: NAD 1983 HARN State Plane Oregon North FIPS 3601
Disclaimer: This map is intended for informational purposes only. While this map represents the best data available at the time of publication, the City of Gladstone makes no claims, representations, or warranties as to its accuracy or completeness. Metadata available upon request.

SIDEWALKS AND TRAILS




Downtown Revitalization Plan Trails and Sidewalks

Legend

- Study Area
- Buildings
- Taxlots
- River
- Streets

Trails

- Existing
- Planned

Sidewalks

Sidewalk Presence

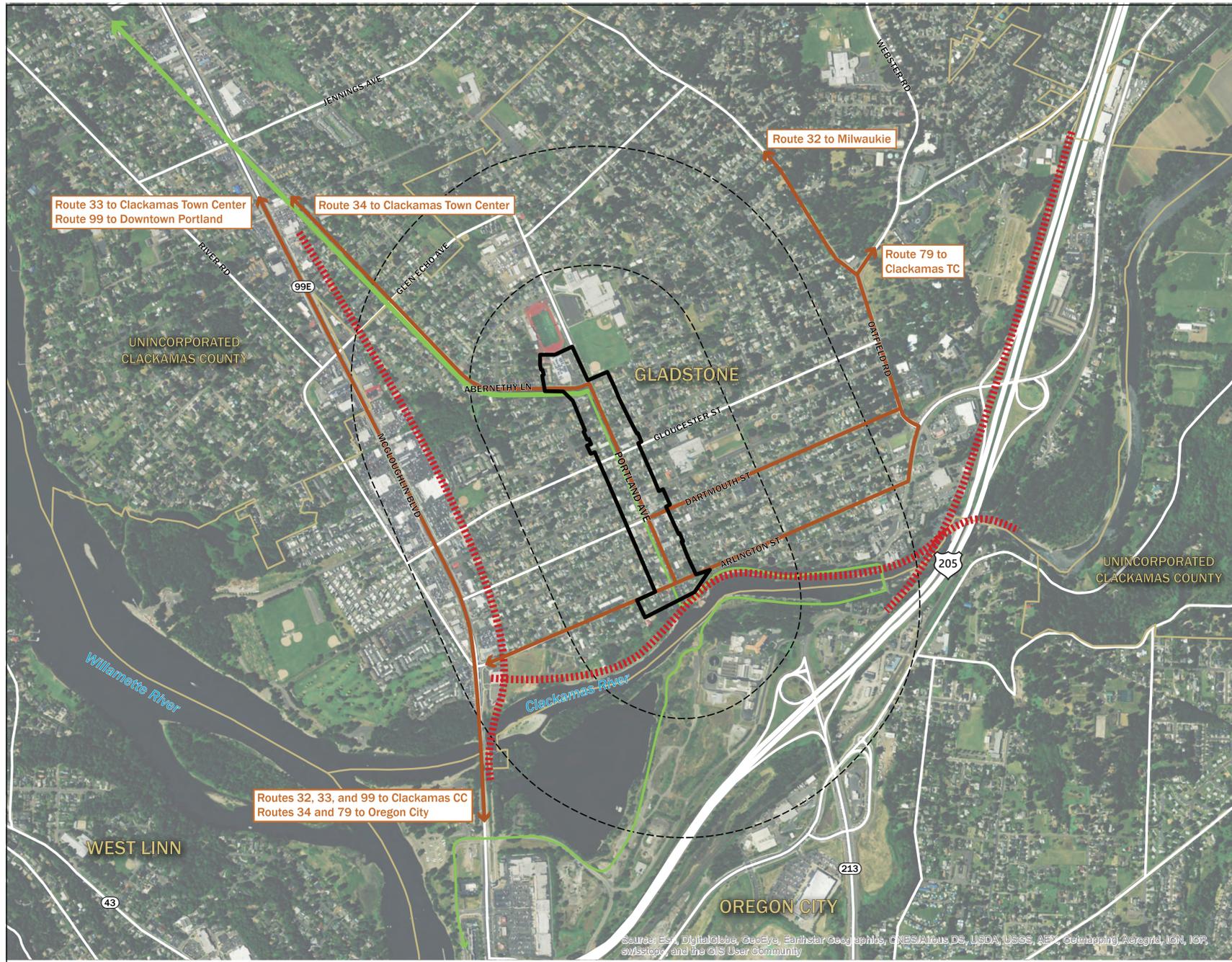
- Full Sidewalk Both Sides
- Full Sidewalk Left, No Sidewalk Right
- No Sidewalk Left, Full Sidewalk Right
- Full Sidewalk Left, Partial Sidewalk Right
- Partial Sidewalk Left, Full Sidewalk Right
- Partial Sidewalk Both Sides
- No Sidewalk Left, Partial Sidewalk Right

0 125 250 500 Feet

Prepared By: Angelo Planning Group **Date:** 9/9/2016

Coordinate System: NAD 1983 HARN State Plane Oregon North FIPS 3601
Disclaimer: This map is intended for informational purposes only. While this map represents the best data available at the time of publication, the City of Gladstone makes no claims, representations, or warranties as to its accuracy or completeness. Metadata available upon request.

OPPORTUNITIES AND CONSTRAINTS: CITY-WIDE



GLADSTONE

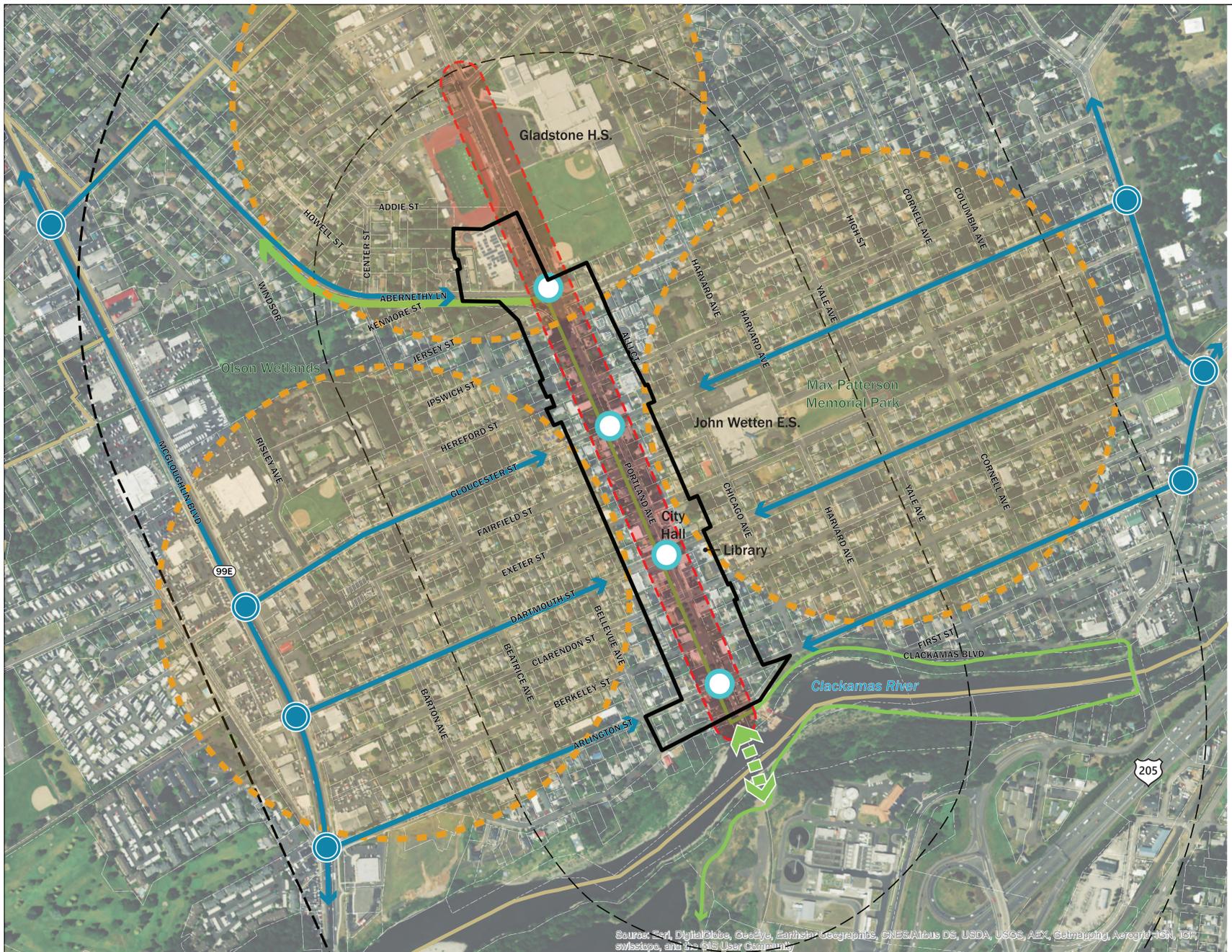
Downtown Revitalization Plan
CITY-WIDE AREA
OPPORTUNITIES & CONSTRAINTS
DRAFT

- Trolley Trail (and Other Trails)
- TriMet Bus Route
- Barrier/Edge
- Study Area
- 1/4 and 1/2 Mile Buffer
- City Boundary

0 1000 2000
 1 inch = 1000 feet

Prepared By: SERA Architects Date: 9/1/2016
 Coordinate System: NAD 1983 HARN State Plane Oregon North FIPS 3601
 Disclaimer: This map is intended for informational purposes only. While this map represents the best data available at the time of publication, the City of Gladstone makes no claims, representations, or warranties as to its accuracy or completeness. Metadata available upon request.

OPPORTUNITIES AND CONSTRAINTS: NEIGHBORHOOD



GLADSTONE

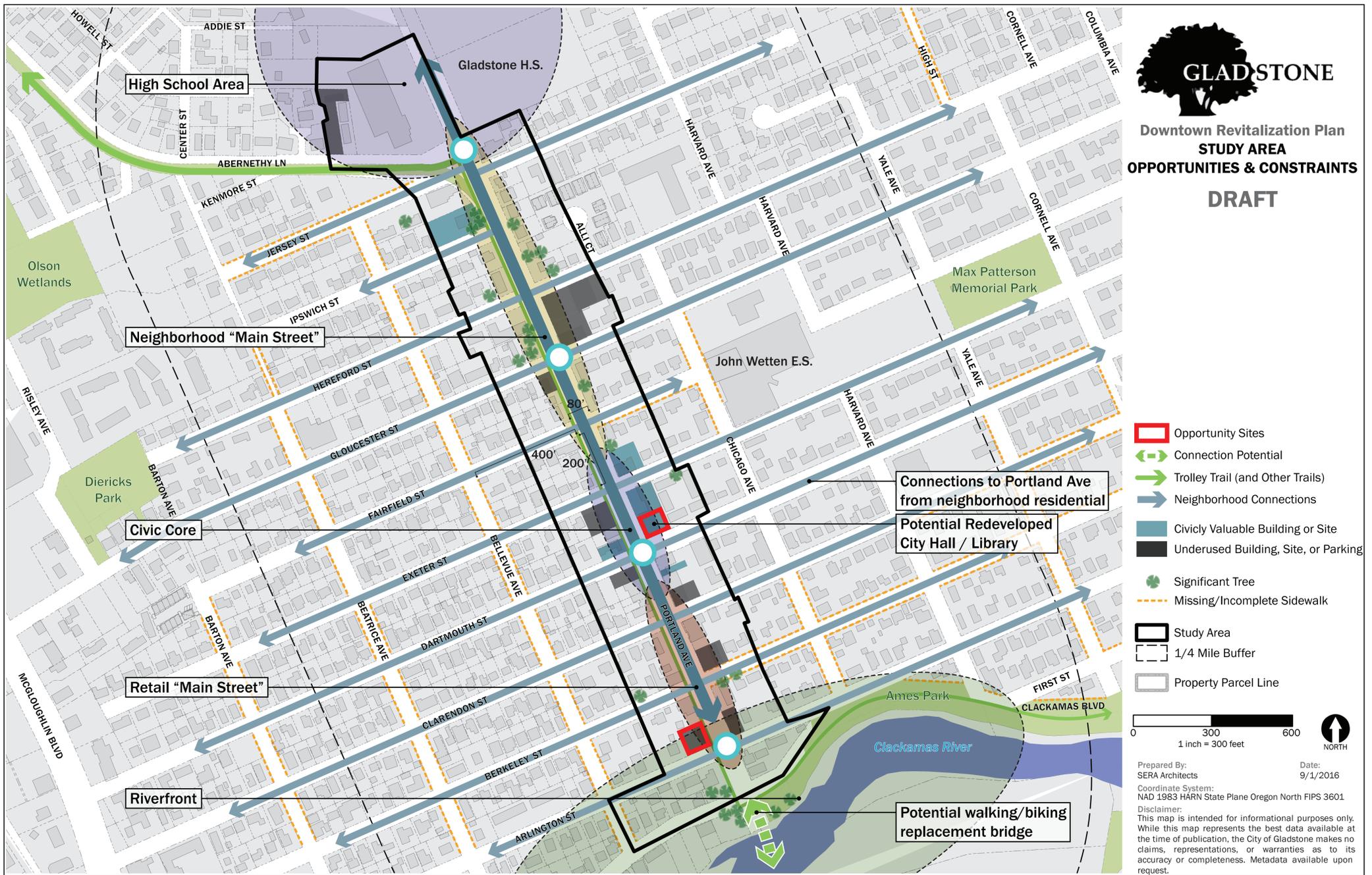
Downtown Revitalization Plan
NEIGHBORHOOD AREA
OPPORTUNITIES & CONSTRAINTS
DRAFT

- Portland Ave Streetscape Improvement Potential
- Major Portland Ave Node
- Major Gateway to Portland Ave
- Adjacent Character Neighborhoods
- Major Vehicle Access
- Connection Potential
- Trolley Trail (and Other Trails)
- Study Area
- 1/4 and 1/2 Mile Buffer
- Property Parcel Line
- City Boundary

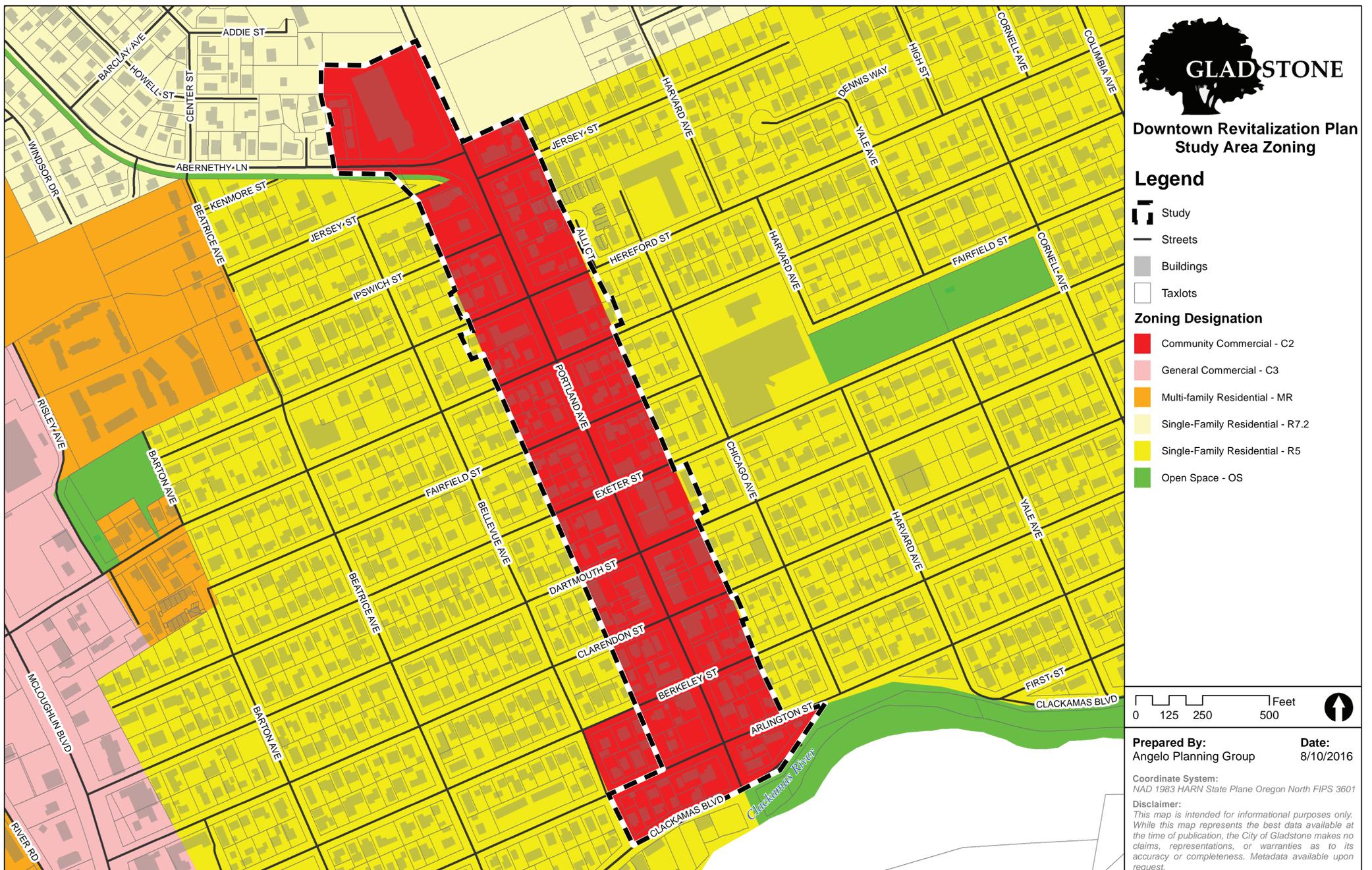
0 500 1000
 1 inch = 500 feet

Prepared By: SERA Architects Date: 9/1/2016
 Coordinate System: NAD 1983 HARN State Plane Oregon North FIPS 3601
 Disclaimer: This map is intended for informational purposes only. While this map represents the best data available at the time of publication, the City of Gladstone makes no claims, representations, or warranties as to its accuracy or completeness. Metadata available upon request.

OPPORTUNITIES AND CONSTRAINTS: STUDY AREA



ZONING



MARKET CONDITIONS

LAND USE	LOCATION	MARKET CONDITIONS	ESTIMATED DEMAND	FEASIBLE DEVELOPMENT FORMS
Rental Residential	Good <ul style="list-style-type: none"> • Walkable services, shopping and other amenities • Pleasant residential character 	Strong <ul style="list-style-type: none"> • Leading development sector in central Portland for 4 years • Smaller suburban markets have pent-up demand for rentals 	Moderate <ul style="list-style-type: none"> • Estimated demand for 465 new rental units over 10 years, or 50 new apartment units annually, in the market area • Moderate growth rate with potential to accelerate if housing is made available. 	Low-Rise <ul style="list-style-type: none"> • Includes 3-4 story multifamily buildings or attached townhomes • Market will likely require some off-street parking. 
Ownership Residential (Condo)	Good <ul style="list-style-type: none"> • Walkable services, shopping and other amenities • Pleasant residential character 	Moderate <ul style="list-style-type: none"> • Conditions good for ownership housing in general • Study area best suited for attached housing • This housing type as a for-sale product has a more limited market in Gladstone 	Moderate <ul style="list-style-type: none"> • Estimated demand for 800 new ownership units, or 80 new units annually, in the market area • Most demand is for detached single family units. • Demand for attached units lower, but moderately priced townhomes may do well. 	Low-Rise <ul style="list-style-type: none"> • Includes 3-4 story multifamily buildings or attached townhomes • Market will likely require some off-street parking. 
Retail Commercial	Good <ul style="list-style-type: none"> • Good location for modestly-scaled retail and commercial serving the local market and surrounding county 	Moderate <ul style="list-style-type: none"> • Few vacancies and a nice mix of retail and service businesses. • Current rent levels/property values limit reinvestment/new development. • Low awareness from a broader customer base. • Visibility of the study area needs to increase. 	Moderate <ul style="list-style-type: none"> • Estimated demand for 40,000 s.f. of new retail space over 10 years in the trade area surrounding the study area. • Study area can capture some of this demand. 	Low-Rise <ul style="list-style-type: none"> • Usually one-story buildings served by surface parking. • Three-story mixed use buildings should be feasible later in the planning period. 
Office Commercial	Moderate <ul style="list-style-type: none"> • Good location for office businesses of modest size. • Poor candidate to attract larger office employers due to distance from major arterials, low visibility and lack of large lots. 	Moderate/Poor <ul style="list-style-type: none"> • Office employment has rebounded, but greatest demand in the central city and Washington County. • Study area unlikely to attract office demand beyond smaller businesses. 	Moderate <ul style="list-style-type: none"> • Estimated demand for 46,000 s.f. of new office space over 10 years in the market area surrounding the study area. 	Low-Rise <ul style="list-style-type: none"> • Usually one-story buildings served by surface parking. • Three-story mixed use buildings should be feasible later in the planning period. 