



# GLADSTONE DOWNTOWN REVITALIZATION PLAN

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# The Project



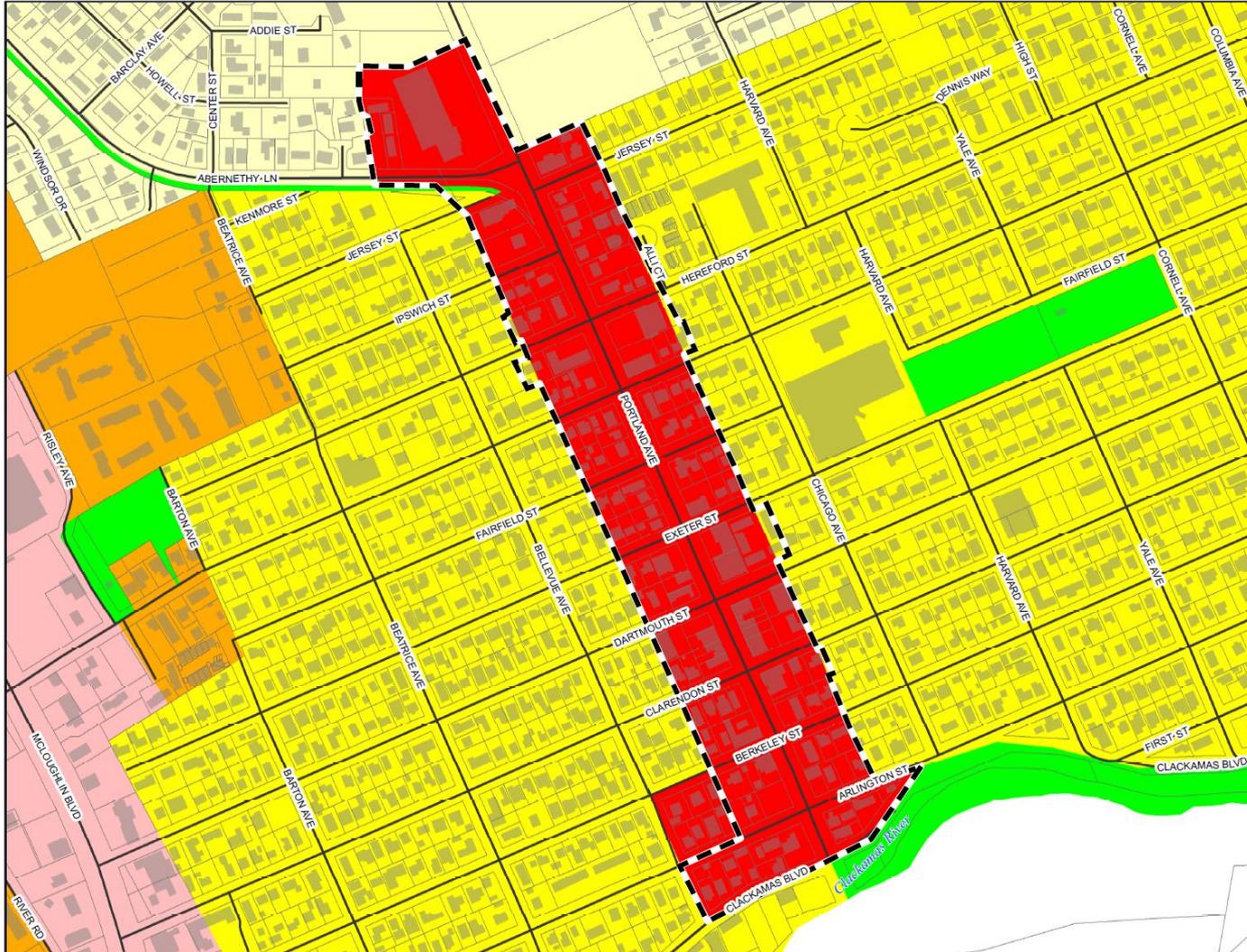
- Focus on the Portland Avenue corridor
- A vision and roadmap for revitalization
  
- Funded by Metro grant
- Consultant team
- Staff & volunteer support
- Public involvement

# Who We Are



- Johnson Economics
- Angelo Planning Group
- SERA Architects
- Kittelson & Associates
  
- City Project Manager
- City Staff

# The Study Area



# Project Outcomes



- Downtown Revitalization Plan
- Transportation Design Plan
- Implementation Plan
- April 2017

# Public Involvement



- Advisory committees (CAC & TAC)
- Stakeholders
- Project website
- Survey
- Open houses

# EXISTING CONDITIONS

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Opportunities & Challenges

# Existing Conditions: History & Context



- History of the corridor
  - Trolley service
  - Highway 99E
  - “Main Street” today
- Existing development patterns
  - Distinct “zones” with different character



# Existing Conditions: Transportation



- Access to/from I-205, Hwy 99E
- Wide road
- Sidewalks, no bike lanes
- Connected local street grid
- Trolley Trail Connection
- 3 bus lines

# Existing Conditions: Development Regulations



- Community Commercial (C-2) Zoning
  - Commercial, office allowed
  - Housing requires conditional use review (except mixed use buildings)
  - Design review required for commercial & multi-family
  - Residential density limited



# Existing Conditions: Market Conditions



- Low vacancy, most spaces filled
- Modest rents
- Older building stock
- Good connections, transit
- Modest traffic, low visibility/awareness

# Existing Conditions: Market Conditions



Land Use	Location	Market Conditions	Demand
Rental Housing	Good	Good	Moderate
Owner Housing	Good	Moderate	Moderate
Retail	Good	Moderate	Moderate
Office	Moderate	Moderate/Poor	Moderate

# Existing Conditions: Development Types



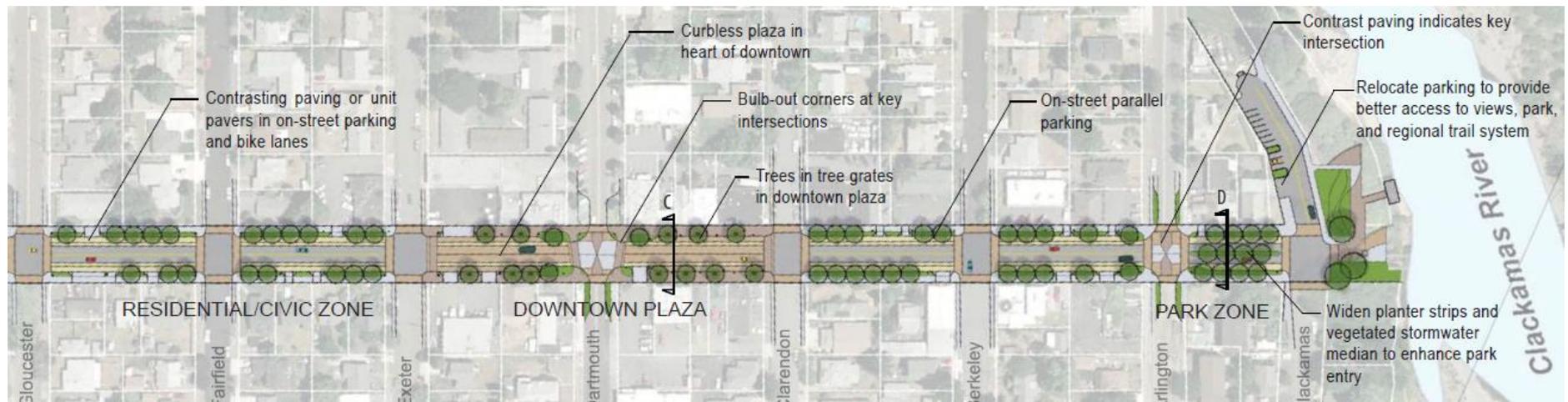
- Low-rise, “main street” form



# Past Studies



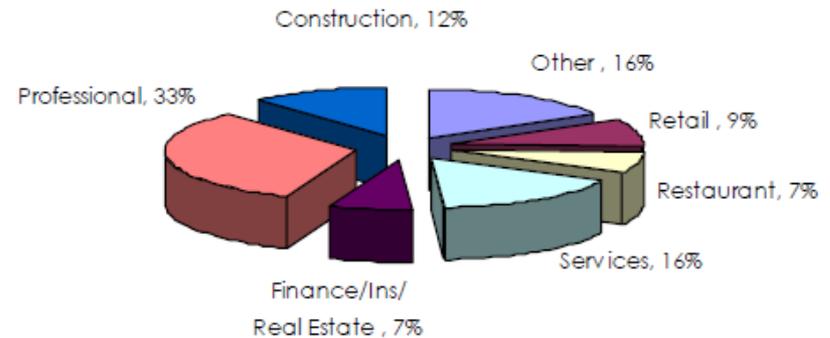
- Conceptual Streetscape Design (2008)



# Past Studies (cont'd)



- Parking Study (2006)
- Downtown Retail Market Analysis (2007)
- Urban Renewal Plan amendment (2008)
- Traffic sign / marking review (2016)
- Stormwater Master Plan (2014)



*Business mix of downtown businesses*  
Source: Downtown Gladstone Retail Market Analysis

# Opportunities & Challenges: Awareness, Attractions



## Key Challenges

- Low visibility & awareness from broader region



## Key Opportunities

- Proximity to highways – opportunity to improve awareness through signage at gateways
- Many civic buildings and community destinations



# Opportunities & Challenges: Development Potential



## Key Challenges

- Few vacant parcels
- Existing buildings may not have desired retail features
- Development code makes new housing difficult, limits potential for multifamily
- Design review adds time & expense for new development, remodels, major expansions

## Key Opportunities

- Projected demand for new housing within 10 years
- Some potential for new retail and small office growth within 10 years



# Opportunities & Challenges: Open Space



## Key Challenges

- No public parks or plazas along the corridor today
- Lake Oswego Pump Station occupies a key site on the river



## Key Opportunities

- Access to local parks close by
- Proximity to river creates opportunity for connection



# Opportunities & Challenges: Transportation, Street Design



## Key Challenges

- Portland Avenue is wide
  - Hard for pedestrians to cross
  - Tends to encourage speeding
- Some side streets missing sidewalks
- Feasibility of Trolley Trail bridge is uncertain



## Key Opportunities

- Relatively low traffic
- Have streetscape design recommendations
- Opportunity for wider sidewalks, more on-street parking, landscaping, etc.
- Trolley Trail connects to northern end of Portland Ave
- Transit connections

# Survey: General Findings (as of 10/25/16)



## **Total respondents: 126**

- 40% live, work or own property within half block of Portland Avenue
- 18% own or run a business on Portland Avenue

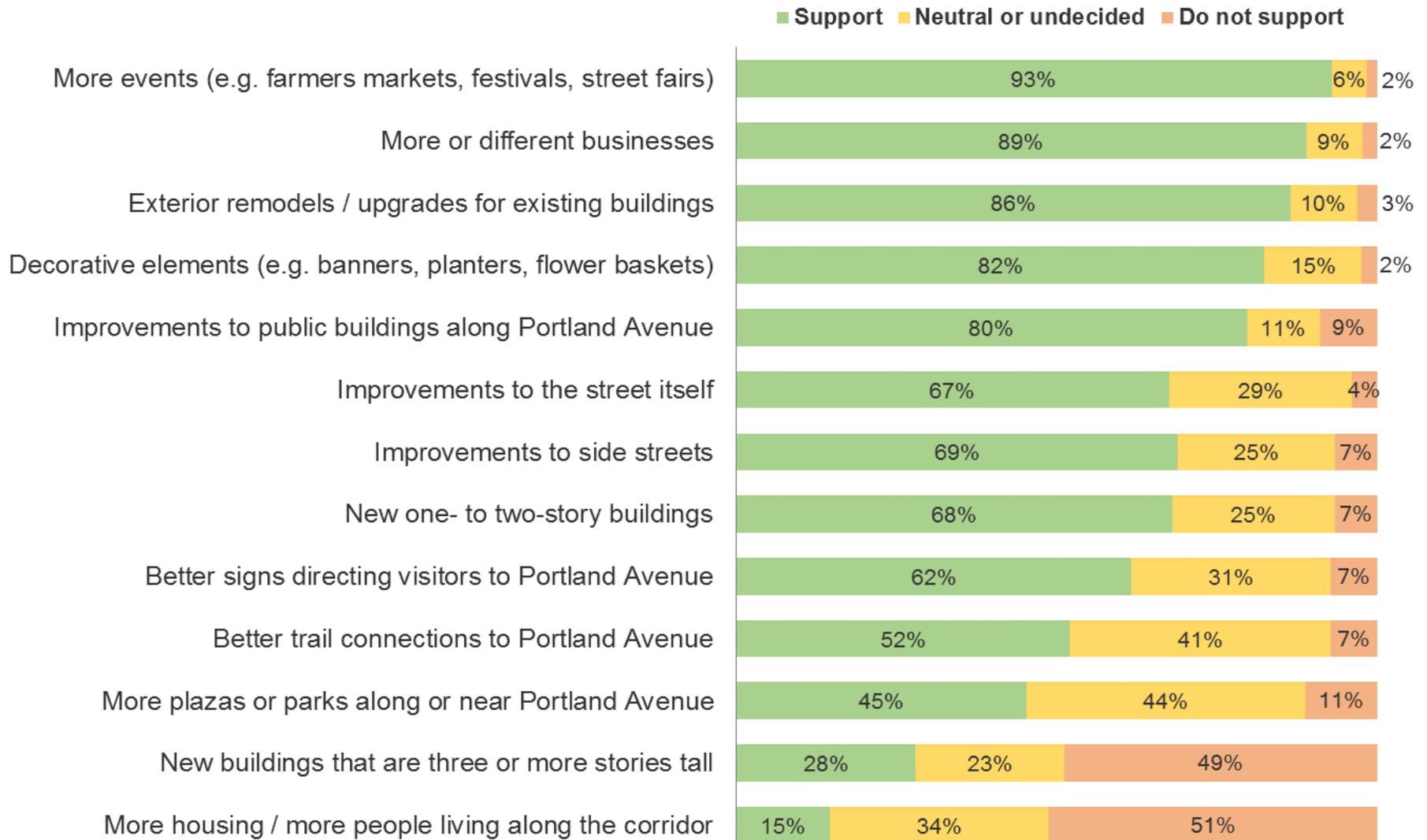
## **How do they feel about current condition of Portland Avenue?**

- 75% think it has potential but needs a lot of work
- 23% like it as it is but think there is room for improvement

## **Why do they visit Portland Avenue?**

People visit downtown regularly because it has useful services and destinations like the Post Office, library, high school, restaurants, coffee shops and bars.

# Survey: Support for Specific Changes



# Survey: Residents and Business Owners



## Like best...

## Concerned about...

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### Residents

- Neighborhood feel
- Proximity to community facilities, parks and Clackamas River
- Main Street atmosphere

- On-street parking
- Property maintenance
- Traffic safety
- Crime or vandalism

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### Business owners

- Small-town atmosphere
- Convenient location for customers

- Lack of awareness and visibility/through traffic
- Not enough complimentary businesses to attract people