

## The City of Gladstone Launches it's new Brand and Tourism Strategy!



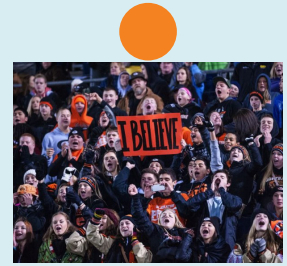
# GLADSTONE

## Oregon

line with the Nature's Neighborhood concept, they did not pack as much visual punch (not good for wayfinding). They also began to look homogeneous with neighboring brands like Oregon City and Travel Oregon (not good for setting Gladstone apart). We believe this suite of colors best tells Gladstone's story while also speaking to the vibrancy it aspires to imbue.

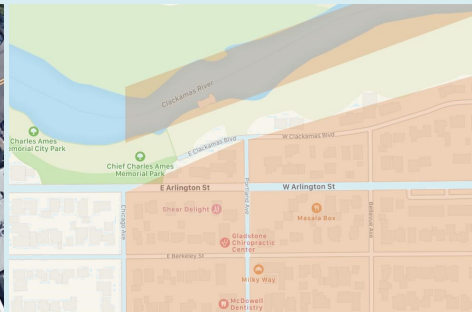
**WHY THESE COLORS:** These colors were originally chosen to represent the three most critical aspects of Gladstone as it relates to tourism. The City's consultant, Rotator, explored a range of color combinations following the feedback they received from City stakeholders in the first round, and returned to this solution for several reasons. We found that changing the top bar to any color other than blue resulted in the river metaphor being lost. When exploring color schemes more in

### PEOPLE



### ROADS

### RIVERS



**WHY THESE SHAPES:** The iconic mark does several things. For one, it echoes the unique shape of the crosswalks at the intersection of Portland Ave and Dartmouth — arguably the most critical juncture in the downtown core given its proximity to local businesses and connections with the riverfront and McLoughlin Boulevard. The segmented shapes within it resemble a river running alongside city blocks. Follow the shapes counterclockwise and it reads as the letter G. It can also be interpreted as an abstract stone, much like the ones seen along the shores of the two rivers.



Outdoor recreation is a critical tourism component for Gladstone. To tie this into the brand, we pulled in elements from the Nature's Neighborhood concept by rounding the outer corners on the logo. This helps make a subtle visual connection with the

iconic signs found at nearby parklands. The hand-painted typeface (Calafia) and contrasting color block at the top also reinforce the connection. Rounding the corners also has the effect of softening the mark, thus making it feel more friendly and approachable. Interstate is the typeface used on street signs all across the country. Using this as part of the Gladstone brand adds to the road trip sentiment that goes hand in hand with National Parks and Forest culture.

**WHY THESE PATTERNS & ELEMENTS:** We envision this pattern of segmented shapes going a long way for the Gladstone brand. The shapes' liveliness signals a sense of motion and activity while the pattern as a whole reinforces the neighborhood feel of the city in the way it resembles a bird's eye view of dynamic city blocks. Furthermore, this pattern can be easily replicated to form an infinite amount of combinations, giving it considerable flexibility and longevity. The rounded corners and angled sides of the logo mark can be implemented and modified for hardscape elements such as signs and banners. Together, these pieces come together to form a cohesive kit of parts that is both playful and professional.



**WHY THESE ADJECTIVES? WHOLESOME:** One of Gladstone's greatest assets is the charm of small town life. We want to leverage this and focus our efforts on attracting families as our target tourism audience. We want to help them feel a sense of belonging, safety, and opportunity when they visit. **PLAYFUL:** From casting lines out into the river to racing an RC car around the track, there are many ways to play in Gladstone. We want to promote discovery by championing all forms of play and encouraging visitors to try something new. **COMMUNITY SPIRIT:** A city that loves itself is a lovable city. We want to celebrate the people and places of Gladstone and also hold the door open for visitors to join the fun. Just as rivers connect in Gladstone, so do people. Let's showcase this. **AUTHENTIC:** Gladstone is not Portland, nor does it want to be. It's proud of who it is and where it comes from. Rather than expend energy trying to outdo other cities, Gladstone should move forward with confidence and optimism as it tries to be a better version of itself.

### BRAND ADJECTIVES

WHOLESOME	PLAYFUL
COMMUNITY SPIRIT	AUTHENTIC

**A Message from Gladstone Fire Marshal Mike Funk- 42-year Gladstone Fire Dept. Veteran**



Do you know what this is? Are you aware that this equipment belongs to the City of Gladstone? Do you know where it is located? This is a piece of our town's History and Tradition. It is no longer in use today; however, it may be a fun thing to discuss with your children or grandchildren. This unit is the old air raid siren that sits on top of the old City Hall building next to the fire station. It is in this location because it could be heard across most of the City in the 1940-50's. In those days, the fire station, housing a 1941 Ford and a 1948 International fire engine, was located on Dartmouth instead of Portland Ave. where the fire station is located today.

I cannot tell you for certain if it was ever used as an air raid siren during WWII. However, I can tell you it was used to summon the volunteer firefighters that protected our City. As a child, I had first-hand knowledge of this old siren because I grew up only a few blocks away, and my father was a Gladstone Volunteer Firefighter in the late sixties and early seventies.

By the 1960's the firefighters were entering the electronic age. In addition to the air raid siren on City Hall, Gladstone was starting to issue a home radio receiver, to each firefighter. With these home units, firefighters were notified more efficiently to respond from home to the station. With these radios inside the home, firefighters could be alerted of an emergency.

By the early 1980's, the Fire Department was equipping their firefighters with smaller mobile units. They were newer more modern alerting tools, but the old air raid siren was still in use. You always knew that you could hear the siren cycle once every Wednesday night at 7pm, during firefighter training.

As we rolled in to the 1990's Gladstone had a strong and active volunteer firefighting force. We were about 35 members strong and were toned out to fire calls 229 times in 1991. In January 1993, firefighters added Emergency Medical Response to our duties. By 1995 our yearly call volume increased to almost 900 calls. This substantial change in our volume of calls from 1991 to 1995 was a significant factor leading to changes of when the old siren was used. Our town tolerated the use of the siren when it was used sparingly. However, once the old siren would sound 2-3 times per day, the questions began coming in asking if the siren was really needed. Fire department leaders made the decision to continue use every Wednesday night for firefighter training, but perhaps we did not need to sound it for all calls. It took a few more years to break old habits, but the decision was made to sound the siren less and less often. By the year 2000, we discussed using the siren only for house fires, drownings and commercial structure fires. In the early 2000's our call volume had increased to over 1200 calls per year. The siren was still in operation but its usage became less and less with time.

On a mid-September day in 2001 we had a house fire and rang the "air raid siren/fire siren" as we had done for years. The town was sent into a panic. Only a few days earlier, on September 11, air traffic in our sky's had stopped due to terrorist attacks on the East coast. Due to the community scare caused by the old air raid siren, it was disabled for about 6 months following 9/11. After a time, we began using it again for Wednesday night training, serious fires and drownings.

Fast forwarding to 2020, technology has improved and there's an app that is used to alert us to any 911 calls for help.

Do we need the "old siren" anymore? Perhaps it is best left in our memories. Plans are in process to build a beautiful new library on the site of the old City Hall and we have more efficient ways to notify our firefighters of an emergency.

The control panel for the old siren has been removed in preparation to remove the siren from the corner of the building before demolition starts. The siren has sounded its last warning, but to some of us, its howl still fills our ears in our memories. We plan to remove it from its perch but not from the City. City leaders are considering keeping it close to the fire station in some way. Possibly in the form of some type of historical monument. Stay tuned for updates, as ideas are generated.

As always, Stay Safe, Test your Smoke alarms, and for any questions please call my office at 503-557-2775.

**City Council Elections**

Four-year terms of City Council positions #2, #4 & #6, held by Linda Neace, Neal Reisner and Thomas Mersereau respectively, will expire 12-31-2020. If you are interested in being a candidate, you must be a registered voter and have resided in the City for twelve months immediately preceding the election on November 3, 2020. A nomination petition or declaration of candidacy must be filed between July 6 and August 25, 2020. Information and instructions are posted on the city's website, <https://www.ci.gladstone.or.us/administration/page/elections-2>.

**Sunshine Can be Tragic to Pets**

With hot weather, leaving our pets in vehicles can turn tragic extremely fast. Here are some tips and thoughts that can help keep our pets safe:

**Myth – 'If I park outside, I can leave the window cracked an inch or two.'**

The answer is NO. Per a 2005 American Academy of Pediatrics Study, in terms of heat-rise over time, it makes very little difference whether a car's windows are closed or partially open. In both cases, a car's interior temperature can rise approximately 40 degrees within one hour, even when the exterior temperature is only 72°F.

**Myth – 'If I park in the shade and just run a quick errand, it should be fine.'**

The answer is NO. Never leave your pet in a parked car when the outside temperature is above 70°F. Not even with the windows partway down, not even in the shade, not even for a quick errand. Dogs and cats can't sweat like humans, so they pant to lower their body temperature. If they're inside a car, recycling very hot air, panting gives no relief, and head stroke can happen quickly. – Michael Dix DVM, Medical Director, Best Friends Animal Society.

If you plan on going out on these hot days, it is best to leave your pets at home in a cool comfortable home with plenty of water. If you are going to take your dog for a walk, remember that concrete and asphalt get extremely hot and pets have very sensitive paws.

**A Message from Our Community Cat Rescue**

Happy August Neighbors! Thank you to all who donated to our July can/bottle fundraiser! It's still kitten season. Remember, don't disturb the nest of kittens, have to get mama, too, so she doesn't have another litter. We can help. If you are feeding feral cats, spay/neuter them. Don't leave food 24/7 as critters will eat it. Always leave fresh water. Thank you! Our Community Cat Rescue, [www.facebook.com/OurCommunityCatRescue/](http://www.facebook.com/OurCommunityCatRescue/)



**Get Social**

Connect with the City of Gladstone on Facebook, Instagram and Twitter. Stay up-to-date with all the latest news and events happening around you.



**Local Telephone Numbers**

- \*City Hall General Business Line ..... 503-656-5225
- \*Utility Billing/Water/Sewer Acct Info 503-557-2771
- \*Municipal Court/Traffic Citations ..... 503-557-2772
- \*Public Works..... 503-656-7957
- \*Police Dept. M-F, 8am to 5pm ..... 503-557-2797
- \*Fire Dept. M-F, 8am to 5pm ..... 503-557-2776
- \*Library ..... 503-655-8540
- \*Senior Center ..... 503-655-7701
- \*Recreation/Business License..... 503-557-2766
- \*Planning..... 503-742-4510
- \*Electrical/Plumbing Permits ..... 503-742-4240
- \*Nuisance Concerns/Code Compliance 503-557-2763
- \*Gladstone School District ..... 503-655-2777
- \*Gladstone High School ..... 503-655-2544
- \*Kraxberger Middle School..... 503-655-3636
- \*Wetten Elementary School ..... 503-656-6564
- \*Gladstone Disposal Company ..... 503-656-9426
- \*Dept. of Motor Vehicles (DMV) ..... 503-299-9999
- \*Portland General Electric ..... 503-228-6322
- \*Northwest Natural Gas..... 503-226-4211
- \*Comcast Cable ..... 1-800-934-6489
- \*Non-Emergency Dispatch ..... 503-655-8211

(option 1 for police or fire calls)



**Library News—135 E. Dartmouth 503-655-8540**

The Gladstone Public Library continues to evolve and expand the services we can offer our patrons. •Laptops are now available for check-out, with WiFi hotspots on order and expected soon. •No-contact holds pickup is available (with no appointment needed!) Monday — Saturday from 10:00 am to 5:30 pm. Call 503-655-8540 when you arrive at the library, give staff your name and library card number, and your holds will be brought outside for you to pick up. Mailing of holds continues for patrons unable to visit the library. •Your returns are welcomed and our book drop is open 24/7 (check-in of items delayed for safety).

\***Imagine Your Story**, our Summer Reading Program for ages 0 to 18, continues; visit [www.clackamas.us/lib/summer-reading-program](http://www.clackamas.us/lib/summer-reading-program) to print Reading Logs (which can be turned in for a prize book) and watch prerecorded stories, games, and songs featuring Teacher Heather!

\*Help plan your new library! Community project and task force meetings continue so the library project remains on schedule. Gladstone's Community Library Task Force will meet Wednesday, August 19<sup>th</sup> from 5:30 to 7:00 pm, and Wednesday, September 2<sup>nd</sup> from 5:30 to 7:00 pm. Visit [www.clackamas.us/meetings/communityproject/oakgladproj](http://www.clackamas.us/meetings/communityproject/oakgladproj) for schedules and information on attending these online meetings. Be sure to review and voice your preference of library building plans at a Virtual Open House through August 2<sup>nd</sup> at [clackamas.us/communityproject](http://clackamas.us/communityproject).

\*Staff is answering phones and emails daily 10 am to 6 pm, and monitoring after-hour messages: **Phone:** 503-655-8540 (*please note new number!*) **Email:** [gladstone@lincc.org](mailto:gladstone@lincc.org)

\*The Oak Lodge & Gladstone Libraries Playlist on Clackamas County's YouTube channel (#ClackCo TV) is growing. Learn how to register for an eCard; change the PIN, email or phone number on your library account; manage your holds, and more.

\*Free passes to local venues, such as The Oregon Garden, Portland Japanese Garden, and Evergreen Aviation Museum are available at [www.culturalpassexpress.quipugroup.net](http://www.culturalpassexpress.quipugroup.net) with your card number and PIN.

\*Things change quickly! For updates, watch [www.clackamas.us/lib](http://www.clackamas.us/lib) and Gladstone Public Library's Facebook and NextDoor posts; [www.lincc.org](http://www.lincc.org) also offers service updates on all libraries in Clackamas County and information on using online resources.

**Gladstone Public Library Foundation (GPLF) Updates**

August has always been an exciting month for the foundation. It is the culmination of the past year's work in collecting books, CDs, DVDs, etc., for our great annual book sale. But, sadly, that is not to be. However, in the next couple of months, we will be working on putting some pop-up book sales. So, keep saving your book sale donations, but please wait for a couple of weeks after the library opens to drop them off.

Remember to check our Twice Sold Tales on the book shelves in the reading room. Their prices are the same as those in our annual book sale. If you haven't already, join Fred Meyer Rewards and link to the Gladstone Public Library Foundation. It's free.

If you'd like to learn more about us, our address is: GPLF, PO Box 146, Gladstone, OR 97027-0146. Check us out at: [www.gpl-foundation.org](http://www.gpl-foundation.org), like us on Facebook, or follow us on Instagram. Donations are graciously accepted. As always, we thank you for your continued support. Please join with us in our journey to build a new library.

"To ask why we need libraries at all, when there is so much information available elsewhere, is about as sensible as asking if roadmaps are necessary now that there are so very many roads." - *Jon Bing, author.* Stay safe, stay healthy, and read.

**Upcoming City Meetings**

Due to COVID-19 and current State regulations, all City meetings are being held virtually. Upcoming meetings are as follows: Park and Recreation Advisory Board- August 10th at 6:30pm, City Council- August 11th at 6:30pm, Planning Commission- August 18th at 6:30pm and Traffic Safety Advisory Board- August 24th at 6:00pm. For more information and direction on how to join the meeting, visit <https://www.ci.gladstone.or.us/meetings>

**Low Income Discount for Gladstone Utility Bills**

Utility discounts of 50% are available to low-income residents who are billed directly by the City. Information and application can be found at <https://www.ci.gladstone.or.us/finance/page/low-income-utility-assistance-program>. For questions, contact the Utility Billing Department by calling 503-557-2771.

**CITY OF GLADSTONE  
18505 PORTLAND AVENUE  
GLADSTONE, OR 97027**

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Permit #28

**POSTAL CUSTOMER**

City Hall—18505 Portland Ave  
Police Department—18505 Portland Ave  
Fire Department—555 Portland Ave  
Public Works Department—18595 Portland Ave  
Senior Center—1050 Portland Ave  
Library—135 E. Dartmouth St.

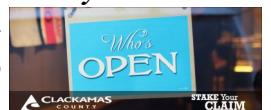
**CITY MEETINGS:**

- \***City Council**—2nd Tuesday & 4th Tuesday (if necessary) - 6:30 pm—in the City Hall Council Chambers
- \***Planning Commission**—3rd Tuesday (as needed) - 6:30 pm In City Hall Council Chambers
- \***Library Board**—1st Tuesday—6:30 pm—City Hall Council Chamber
- \***Traffic Safety**—4th Monday every other month (as needed) - 6:00 pm—City Hall Council Chambers
- \***Park & Recreation**—2nd Monday (as needed) - 6:30 pm In City Hall Council Chambers
- \***Senior Center Advisory**—held bi-monthly —3rd Tuesday— 3:00 pm—Gladstone Senior Center

**Copies of City Council and Planning Commission meeting packets are on our website at [www.ci.gladstone.or.us](http://www.ci.gladstone.or.us)**

**Wondering 'Who's Open?' in Clackamas County?**

Who's Open ([www.clackamas.us/business/whos-open](http://www.clackamas.us/business/whos-open)) is a web-based mapping tool offered through Clackamas County in order to help businesses reach customers during the COVID-19 pandemic.



If you are a business who is open and operating during this time, visit their website to add or edit/update your business information. This tool is dependent on business owners and/or representatives to add and update their information on the site.

If you are a customer, visit the website to "See 'Who's Open'" and view information from surrounding businesses. The interactive map includes many different types of businesses including: Automotive, Contractor, Dry Cleaning, Grocery/Market, Healthcare/medical, Non-profit, Pet Services, Professional Service, Restaurant/Food, Retail, Spa/Beauty Salons/Fitness, Veterinarian and Wholesale.

If you have questions, contact the Clackamas County Economic Development by phone at 503-742-4249 or email at [4biz@clackamas.us](mailto:4biz@clackamas.us)

**Local Meetings—**  
 ♦For questions or information regarding the Gladstone Business Owners & Managers Meetings, contact Doug Loose at 503-595-5379 or [dougwithTLC@msn.com](mailto:dougwithTLC@msn.com).  
 ♦Friends of Gladstone Nature Park meets the last Saturday of the month from 9:00am-12:00pm at 18111 Webster Rd, Gladstone. For more info visit [protecttheparks.org](http://protecttheparks.org)  
 ♦ For questions regarding the Gladstone Historical Society visit [gladstone-historical.org](http://gladstone-historical.org)

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*Gladstone City Newsletter*

If you have a community event you would like to see in the upcoming Gladstone City Newsletter, please send it to [kratz@ci.gladstone.or.us](mailto:kratz@ci.gladstone.or.us). Articles are due on or before the 18th of each month to appear in the upcoming Newsletter.

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