

city of  
**GRESHAM**



SUSTAINABLE CITIES YEAR PROGRAM  
APPLICATION 2018-2019

The CITY OF GRESHAM is excited to submit this proposal to the Sustainable Cities Initiative with the UNIVERSITY OF OREGON.

The future of technology means changing the way we think about our urban systems. Looking forward as a city, we aim to prepare for and adapt to these changes by evaluating how we might best use our public and private spaces, update our policies, and design our future.

In partnership with the University of Oregon, the City of Gresham proposes to engage in an iterative, inter-disciplinary, and collaborative process to research potential impacts, develop policy and design alternatives, and analyze technological opportunities to strengthen the Gresham COMMUNITY.

# OUR STORY

## GRESHAM HAS A STRONG SENSE OF PLACE, ROOTED IN TRADITION.

The City of Gresham sits between the City of Portland to the west and the dramatic landscapes of Mount Hood and the Columbia River Gorge to the east. Gresham is a place defined by the natural features of the Pacific Northwest and a cultural identity strongly tied to its heritage as a rural, farming community.

Gresham has experienced rapid growth over the last two decades, becoming a burgeoning urban area. With a current population of 109,820, Gresham is one of the most diverse areas in the region. The population includes legacy residents, young professionals, families, and new immigrant communities. There are over 70 languages spoken throughout the city.

As the fourth largest city in Oregon, Gresham continues to grow and adapt through innovative planning and design focused on how places support people.

The City of Gresham continually works with the community to define and implement a vision for the City that aims to:

- Enhance the vitality of our neighborhoods.
- Expand economic development potential.
- Improve design throughout the community.
- Coordinate with regional partners.
- Protect our ecological systems.

## "GOING BEYOND"

Our City slogan, "Going Beyond" reflects a dynamic approach to thinking about the future.

For the City of Gresham, sustainability means being adaptive, innovative, and responsive in our approach to addressing upcoming changes in the future of technology. In response to these changes, our networks (transportation, communication, commerce, etc.) will need to be thought about in entirely new ways.

These new ways of thinking will need to address a changing world and what that means relative to providing meaningful experiences for our community.

## CONTACT US

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# PROJECTS

## EMERGING TECHNOLOGY

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Phase one	Research	5
Phase two	Policy + program options	6

## INFORMED URBAN DESIGN

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Concept design for a downtown pilot pocket district	7
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## GRESHAM DEVELOPMENT POTENTIAL

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Comparative competitive analysis	8
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# EMERGING TECHNOLOGY

## the future of new mobility in gresham

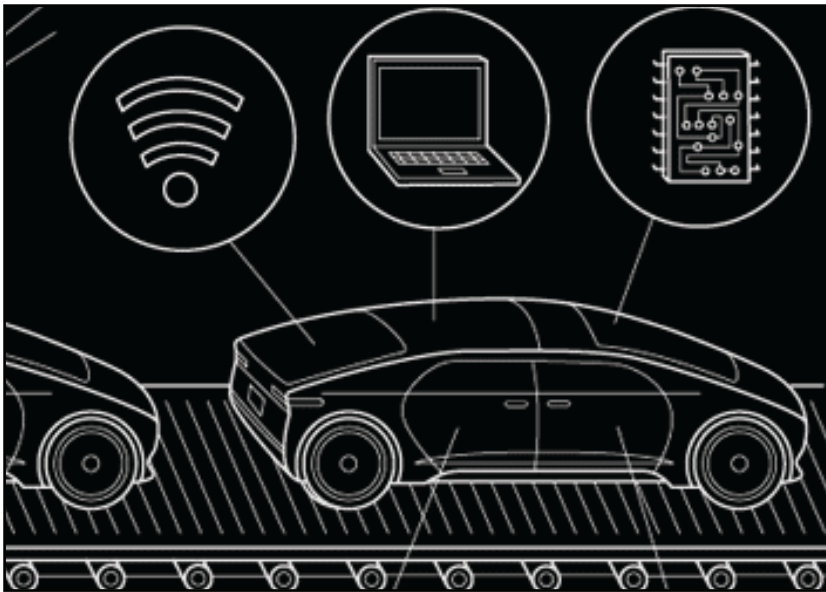
**ADVANCES IN TECHNOLOGY** that provide new mobility options and connect our city via technology are having profound effects not only on how we live, move, and spend our time in cities, but on urban form and development styles. These changes will affect land use, street design, and how people connect to urban systems and community.

The City of Gresham proposes a research project focused on emerging technology and how it influences urban design and form as we move forward. The first phase will focus on understanding a variety of “new mobility” factors that may be relevant for Gresham, and outlining opportunities and risks. This work will inform a second phase to develop policy and program options related to new mobility for Gresham. The Informed Urban Design project, which is informed by the Emerging Technology projects (phases one and two), will test the potential policies and programs in a “pilot district” that focuses on Informed Urban Design scenarios.



## PROJECT DETAILS

The City of Gresham proposes that the first phase of this project be aimed at researching potential economic, land use, zoning, and financial impacts of emerging technologies with a focus on new mobility technology. We anticipate this project taking ten weeks and prior to phase two (policy and program options).



## DELIVERABLES

A Gresham specific report that addresses:

- Factors that influence a person's decision to use new mobility technology.
- The current status of development and deployment of emerging technology systems including automated vehicles, electric fueling stations, wireless hubs, alternative energy options for lights/signals/etc., and infrastructure for stormwater and waste management.
- Potential scenarios for connected vehicle systems coming to Gresham (timing, infrastructure changes required, etc.).
- Range of possible impacts new mobility technology might have on Gresham relative to mode options, mode demand, travel patterns, land valuation, development patterns, and housing location choices.
- Potential impacts on land use and zoning.
- Interviews with key public and private stakeholders.
- Best practices.

## CITY DEPARTMENT

Urban Design + Planning  
Department of Environmental  
Services  
Office of Governance +  
Management

## PROGRAM MANAGER

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Elizabeth Coffey, Corey Falls,  
FIRE



# PHASE TWO | POLICY + PROGRAM OPTIONS

## PROJECT DETAILS

The City of Gresham proposes a second phase to develop policy and program options to address emerging technology as it is deployed in Gresham. We anticipate this phase will take ten weeks and happen in the term after phase one (research), but prior to the Informed Urban Design project.

## DELIVERABLES

Policy options that address:

- Municipal budgeting (i.e. alternatives to gas tax revenue for capital and maintenance needs), such as charging new mobility for use of roadways.
- Options for requiring permits for new mobility to test and/or operate within Gresham rights-of-way as well as other factors identified in the research completed in Phase One.
- How emerging technology can support Gresham's goals for safety, economic development, and livability.
- The impact of new mobility and connected city initiatives on land use and development.
- Draft Action Plan that sets the direction and guidance of projects, programs, or activities by key stakeholders (TBD).



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Urban Design + Planning Director

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## PROJECT LEADS

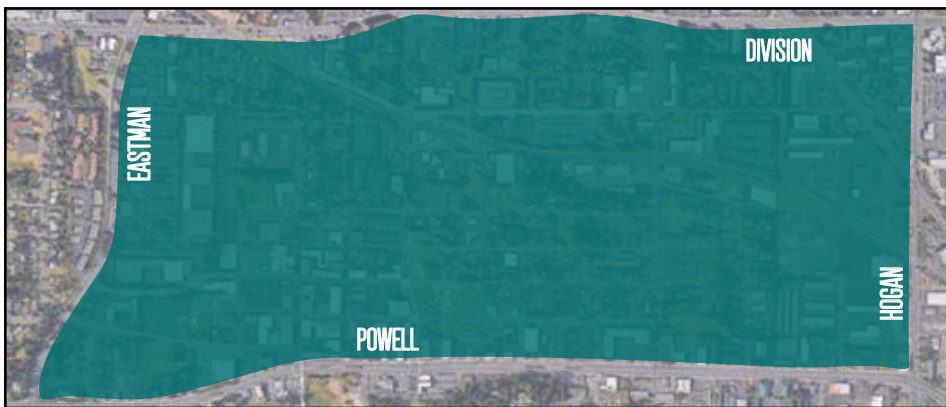
TBD

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### PROJECT DETAILS

The City of Gresham proposes this project be aimed at creating a conceptual urban design in a pilot district in the city. The design will be informed by the Emerging Technology project (research, policy and program options). The aim is to consider ways in which new technologies can be scaled across Gresham. Potential sites of importance in the city include those bounded by Division, Hogan, Powell, and Eastman.



### DELIVERABLES

A framework plan and PowerPoint that highlights, within the proposed pilot district, an array of design and policy initiatives focused on smart technology, new mobility, and state of the art infrastructure improvements which include:

- Street design options that include dedicated areas (travel lanes, drop off/pick up zones, parking) for new mobility.
- How these technologies can be incorporated and phased in for both near- and long-range planning scenarios.
- Examples of how urban form (building and street orientation) might shift with new modes of travel and connectivity.
- A prototype street/corridor within the district that promotes environmental sustainability and equity through emerging technologies. The design should include electric fueling stations, new mobility zones, wireless hubs, alternative energy options for lights/signals/etc., and infrastructure for stormwater and waste management.
- Design and functional scenarios for repurposing the Gresham Transit Center parking garage. Consider the role this structure might play in facilitating growth in Downtown and how it might integrate parking for new mobility technology, microtransit, and bike sharing.
- Housing options that integrate new technologies.
- Action plan that identifies short and long term improvements and project leads.

### CITY DEPARTMENT

Urban Design + Planning Office  
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# GRESHAM DEVELOPMENT POTENTIAL

## comparative competitive analysis

### PROJECT DETAILS

Gresham has many of opportunities for continued successful growth. We believe our city's development potential can be better understood through a comparative and competitive advantage lens. This type of analysis will provide data to inform clear recommendations for how Gresham can best leverage its assets within the region. Identification and marketing of its comparative regional assets can help achieve a sustainable competitive advantage in the region.

### DELIVERABLES

A recommendation and report on the comparative and competitive advantages of Gresham, including strategies and timelines for incentivizing economic growth and sustainable development in the city. This might include:

- Defining Gresham's assets and comparison with other regional jurisdictions' assets.
- Best practices
- Defining how Gresham is currently using its assets. Are we being competitive?
- Recommendations for leveraging Gresham's comparative advantages within the region for achieving a sustainable competitive advantage. Recommendations shall align with Gresham's values and seek to improve perceptions.
- A playbook with strategies and timelines for incentivizing economic growth and sustainable development.

### CITY DEPARTMENT

Urban Design + Planning  
Office of Governance + Management  
Community Development

### PROGRAM MANAGER

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### PROJECT LEADS

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