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city of gresham, or (portland area)

SPRINGWATER MASTER URBANIZATION PLAN



The Challenge > Like many parts of the nation, Gresham's economy needs a "shot in the arm." Correcting the city's jobs-to-housing imbalance is seen as a key factor in improving the city's economic position. However, competition for the clean, economically viable industries that bring desirable, family wage jobs is fierce. Located in the Portland-Vancouver metropolitan area, Gresham's options for expansion have been affected by the region's urban growth boundary (UGB). Put in place in 1978 by Metro, the regional government for the 24 cities and 3 counties of the region, the UGB separates urban land from rural with the goal of limiting the loss of farm, forest, and resource lands. Metro's recent decision to add roughly 15,000 acres of urban reserve lands to the UGB—including the 1,600+ acre Springwater Community to Gresham's south—provides a unique opportunity for city leaders to create an employment center that will help to improve the community's jobs-to-housing ratio and capture additional tax revenues.

The Approach > The City of Gresham, together with Multnomah County, has engaged a multi-disciplinary team to prepare a detailed annexation plan for the Springwater Community under Title 11 of the Metro Code. As part of this team, TIP has developed industry targets for East Multnomah County, including advanced materials, forestry and agricultural biotechnology, and nanotechnology. The work also includes an analysis of supporting housing and commercial services. Subsequent tasks will include developing estimates of revenue generation, assembling a marketing/recruitment team, and making recommendations about phasing of the annexation.

The Outcome > The resulting plan will be used to guide the city's annexation schedule to maximize revenue generation and leverage the site's potential to attract high technology companies.

