

A PROJECT OF THE
GRESHAM
REDEVELOPMENT COMMISSION

ROCKWOOD

THE YOUNGEST, MOST DIVERSE,
LOWEST INCOME, & MOST HEALTH
CHALLENGED NEIGHBORHOOD IN
THE PORTLAND METRO REGION...
AND A BIG OPPORTUNITY.

MEET THE FUTURE



ROCKWOOD = empowerment + vision

*“If human beings
come in a color, it
will be found here.
If a language is
spoken in the world,
it is spoken here.
If there are stories
of overcoming
adversities in home
countries or in daily
life, they can be
heard here.”*

DINA DINUCCI,
WALLACE MEDICAL
CONCERN PROGRAM
MANAGER

The Rockwood Rising Project has one central goal: Empowerment.

In this place, Rockwood residents can build a better life for themselves, by themselves.

They can take a class or train for a career. They can get a job or start their own business. They can meet neighbors, buy healthy food, or attend a courtyard concert.

They can build prosperity for themselves, for their families, and for the community.

ROCKWOOD

= need + opportunity

For 12 years,

five acres of land has sat vacant in the heart of this neighborhood, that's located within the 10 lowest income zip codes east of the Willamette River.

In the last 20 years

six major chain grocery stores have closed.

Rockwood has

the highest concentration of immigrants of any town center in the Portland metro area. Its residents are young, diverse, and they live in the unhealthiest zip code in Oregon

We're breaking ground on the Rockwood Rising site in 2017. It's time to make Rockwood Rise. **Together.**

SOURCES: COALITION FOR A LIVABLE FUTURE, ESRI, REYNOLDS SCHOOL DISTRICT, TRUVEN INDEX, US CENSUS BUREAU

"The need is great here and so are the efforts for those who serve here."

DINA DINUCCI,
WALLACE MEDICAL CONCERN PROGRAM MANAGER

26,000
population living within one mile of development site

60 +
languages spoken in the home

6th
highest density of people of color in the Portland metro region

50%
of residents non-white

27
median age

42%
of households with a child under 18

70%
of children start kindergarten with little or no English skills

100%
elementary and middle school students eligible for free or reduced lunch



YESENIA DELGADO



DAVID ARELLANO



PABLO VIDAL



RICARDO (RICKI) RUIZ



MOORE (MO) MUSA PASEWE

42%
of Reynolds High school students fail to graduate on time

35%
of people living in poverty

38%
of households receiving SNAP/food stamps

1 in 4
students in local elementary schools experience homelessness

35%
of households with at least one person with disability

97233
in Rockwood is unhealthiest zip code in Oregon per the Truven Index

34%
of households spend 50%+ of income on rent

food & health
care desert =



“The number one thing I hear is, ‘We need access to healthy food’ and number two is ‘We need a community center.’ It would be great to have a place to learn about each other’s cultural heritage.”

CATHERINE NICEWOOD,
ROCKWOOD NEIGHBORHOOD
ASSOCIATION PRESIDENT

The Rockwood Rising Development Project

CHALLENGES

FOOD

- 1 FOOD DESERT:** Long identified as a significant food desert, residents have access to few major grocery stores.
- 2 BARRIERS:** Low income residents with few transportation options shop at convenience stores, gas stations and fast food outlets.
- 3 HUNGER:** 38% of households receive food stamps; 74% of students are eligible for free/reduced lunch.

HEALTH CARE

- 1 INCREASED HEALTH RISKS:** Rockwood residents experience higher rates of chronic conditions such as obesity, Type 2 diabetes, and cardiovascular disease than anywhere in Oregon.
- 2 HEATHCARE DESERT:** Greatest shortage of primary health care providers than nearly all other areas of Oregon. Highest dental care needs in all of Multnomah County*.
- 3 LANGUAGE AND CULTURAL BARRIERS:** Navigating the complex health care system is challenging for the many residents who don’t speak English and/or are recent immigrants/refugees.

(*SOURCE: US DEPARTMENT OF HEALTH AND HUMAN SERVICES’
HEALTH PROFESSIONAL SHORTAGE AREA SCORE)



inventive +
integrated =

FRESH FOOD MARKETPLACE

- 33,774 square foot fresh food marketplace with commissary kitchen
- Meats, bakery, produce, prepared foods
- Farmers market plaza
- Creating a food ecosystem of existing restaurants, farms, agriculture and food incubator businesses for affordable, healthy food options

MEDICAL CLINIC

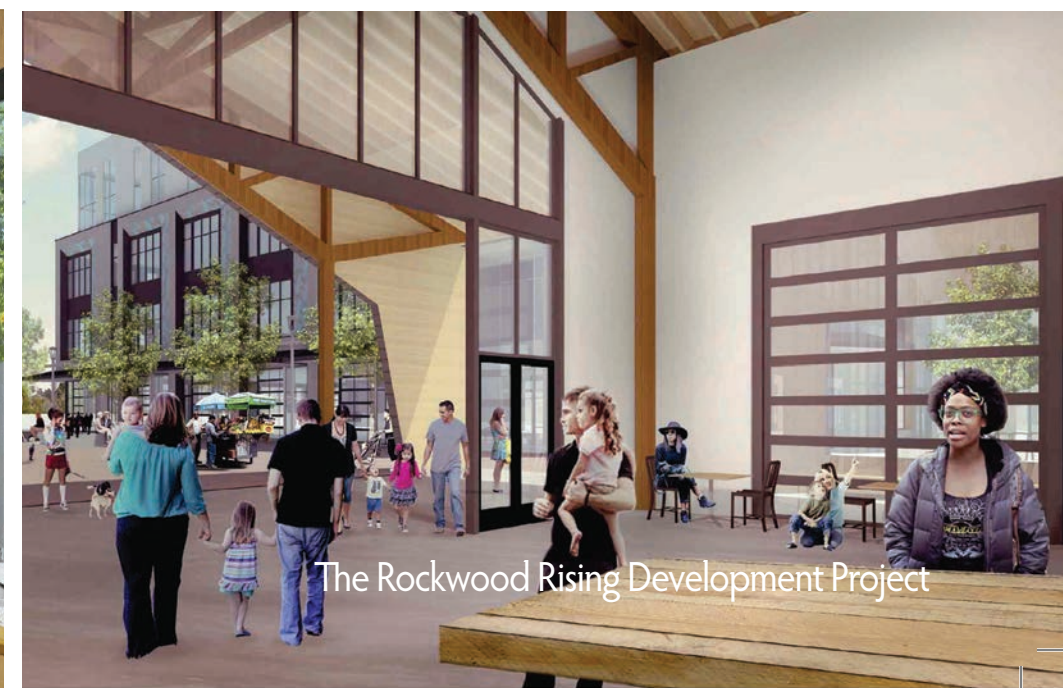
- New primary care clinic providing reduced cost care
- Medical assistant training program with Mt. Hood Community College
- Culturally specific community health workers on site to assist residents to access primary and preventative healthcare

Conceptual renderings of pop-up retail stores, restaurants and community plaza by YBA Architects.

Project photography by Fred Joe Photography

Graphics by the City of Gresham

ROCKWOOD



poverty + barriers = CHALLENGES

ROCKWOOD

1

UNEMPLOYMENT

1.32 times the national unemployment rate

2

LIMITED OPPORTUNITY

Reynolds the only school district in the region with dropout rates higher than the statewide average. Percentage of residents with a college degree or higher is 50% below state average.

3

ECONOMIC DISADVANTAGE

Median household earnings are 23% lower than other areas in the Portland metro area.

4

DISPLACEMENT

Growing housing affordability crisis leads to renewed pressure on market rates, in an area where already 34% spend 50% or more of their income on rent.



local + opportunity = ROCKWOOD

- A cutting edge economic development strategy focused on revitalization without displacement
- Short term, incubator spaces to help local entrepreneurs
- 10-20 food-vendor stalls supporting grocery & prepared food entrepreneurs
- MetroEast Media Digital Innovation Center connecting youth and adults to technology and multi-media
- Employment resources through WorkSource Oregon center
- Skill training programs specific to the needs of local employers
- Expanded support and resources to new and growing entrepreneurs through Mt. Hood Community College's Small Business Development Center
- State of the art commissary kitchen for prep and development of food products
- Onsite educational opportunities through partnerships with MetroEast Community Media, Rockwood Library, Center for Advanced Learning, Open School East, Friends of the Children, and Knova Learning.
- 20 acres of related development potential within 4 blocks of the site=growing the prosperity of the neighborhood while giving residents to stay, learn, and thrive.

The Rockwood Rising Development Project

5 ACRES,
4 BUILDINGS,
1 COMMUNITY
LIVING ROOM

a dynamic urban hub =
ROCKWOOD

- 3+ years of community support and input into design, placemaking workshops, and programming
- WorkSource Oregon =15,000 sf office space
- Medical clinic=10,800 sf primary and urgent care clinic
- Mt. Hood Community College = 5,000 sf small business development center
- Portland Opportunities Industrialization Center = 5,000 sf commercial kitchen
- Manufacturing incubator/professional maker space tenant
- MetroEast Community media=15,000 sf community TV station and digital media innovation center
- Co-working tenant
- Multiple restaurants/ coffee shops = 20,000 sf
- Local community bank branch to reduce reliance on payday lenders
- 95 workforce housing units
- Public plaza with public art programming, stage, pedestrian access, farmers' market
- RKm Development Inc., developer and general contractor, focuses on master plan communities that build on the best tradition of neighborhood design, focusing on well-planned and walkable communities.



“Rockwood feels like it is on the rise, that things are constantly improving. The groundswell of change, from the City, businesses and community, over the years is working.

Rockwood is a more livable place, and it’s getting even better. There is optimism here.”

CURT HUGO, ROCKWOOD BUSINESS OWNER