



# Central City 2035

Portland Planning & Sustainability Commission  
Public Hearing: September 11, 2012



**Bureau of Planning & Sustainability**  
Central City Team

# Central City 2035: Concept Plan

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## **Purpose of Hearing:**

Review Central City 2035 Concept Plan

Approve amended plan as recommended by staff.

Forwarded recommendation that Portland City Council:

- Adopt plan by resolution
- Direct staff to proceed with remaining phases of CC2035 planning effort.

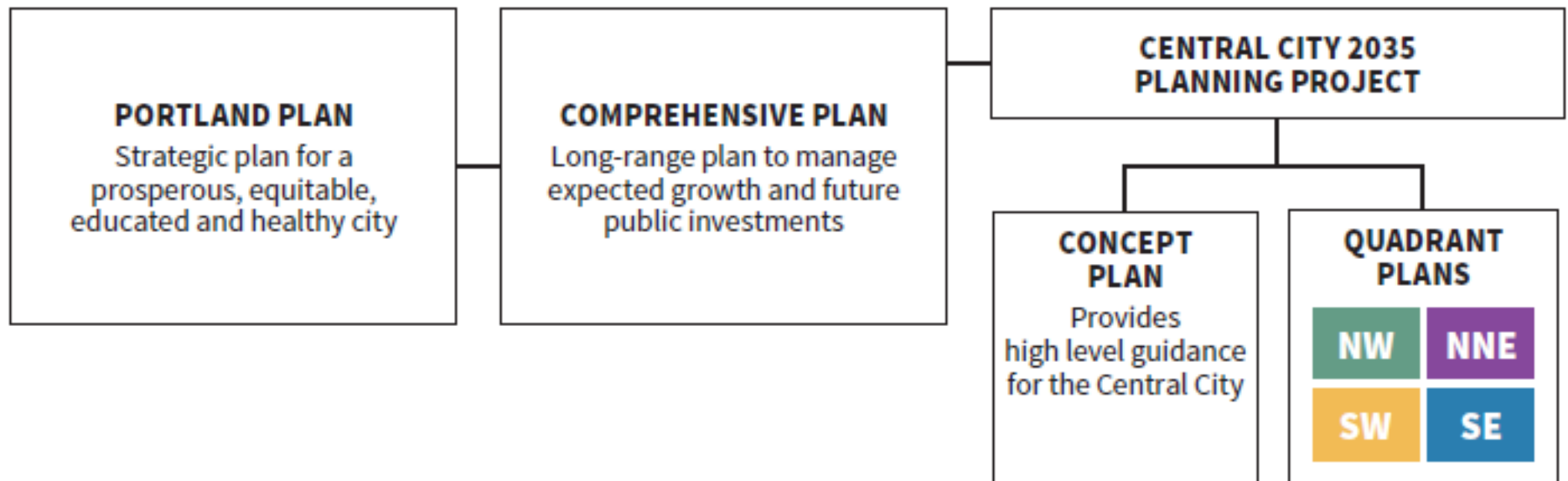


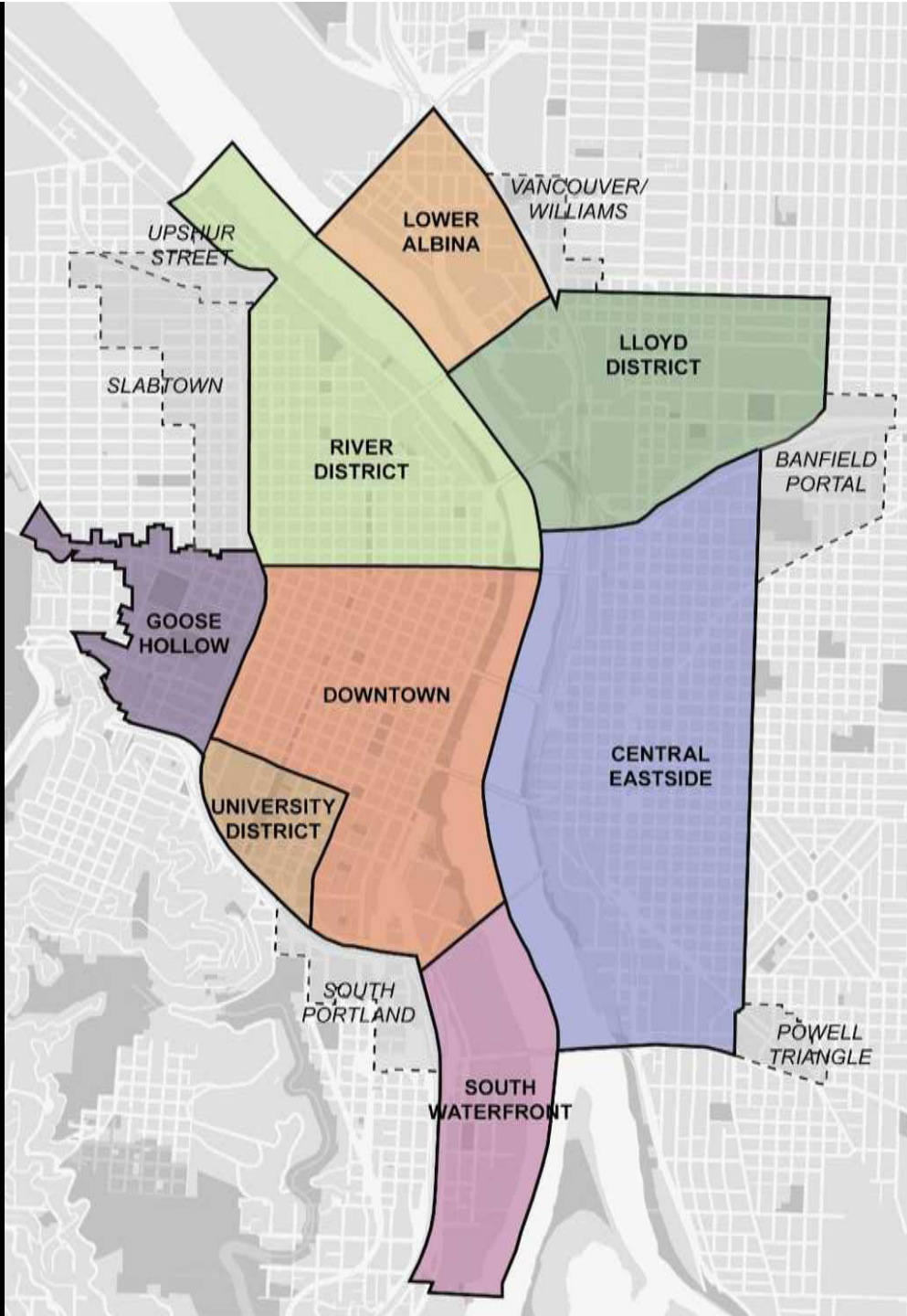
# CC2035 Overview

## Primary Objectives

- Establish a new policy framework
- Establish new urban design concept
- Create a series of new updated district plans
- Establish new implementation strategies and actions
- Guidance for future investments and developments

## RELATIONSHIP TO OTHER PLANS

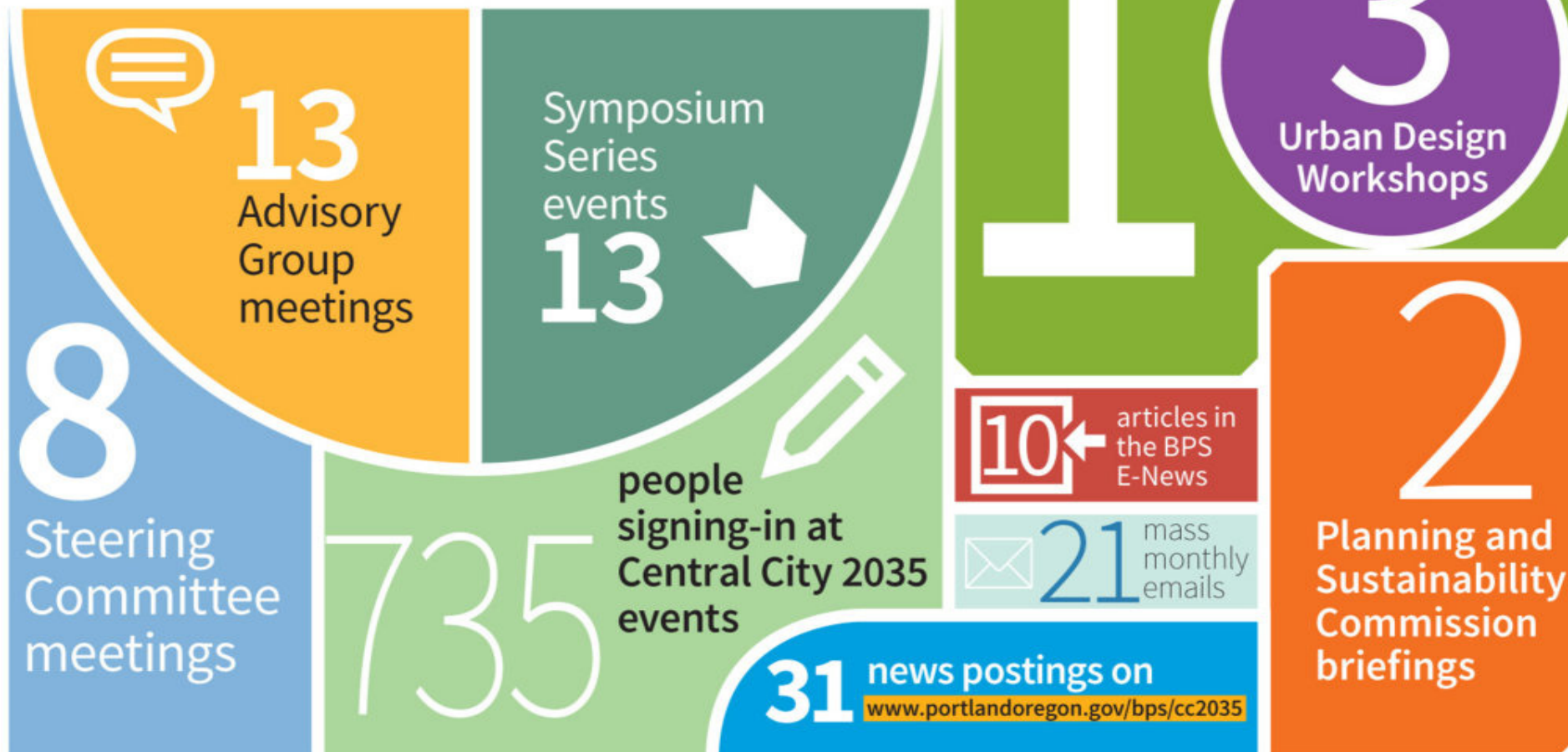






## How did we get here?

The Concept Plan is a culmination of over two years work. Countless people have participated in our events, or kept informed through the project website or other forms of media.



# Central City 2035: Concept Plan

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Strategic Direction: *A Center for Innovation and Exchange*

## Role of Central City

### Economy

**46,450 new jobs** (32% of Portland, 7% of metro region)

### Housing

**28,752 new units** (21% of Portland, 7% of metro region)

### Regional Center

Employment, Arts & Culture, Higher Education, Retail, Entertainment, Tourism



# Historic Context



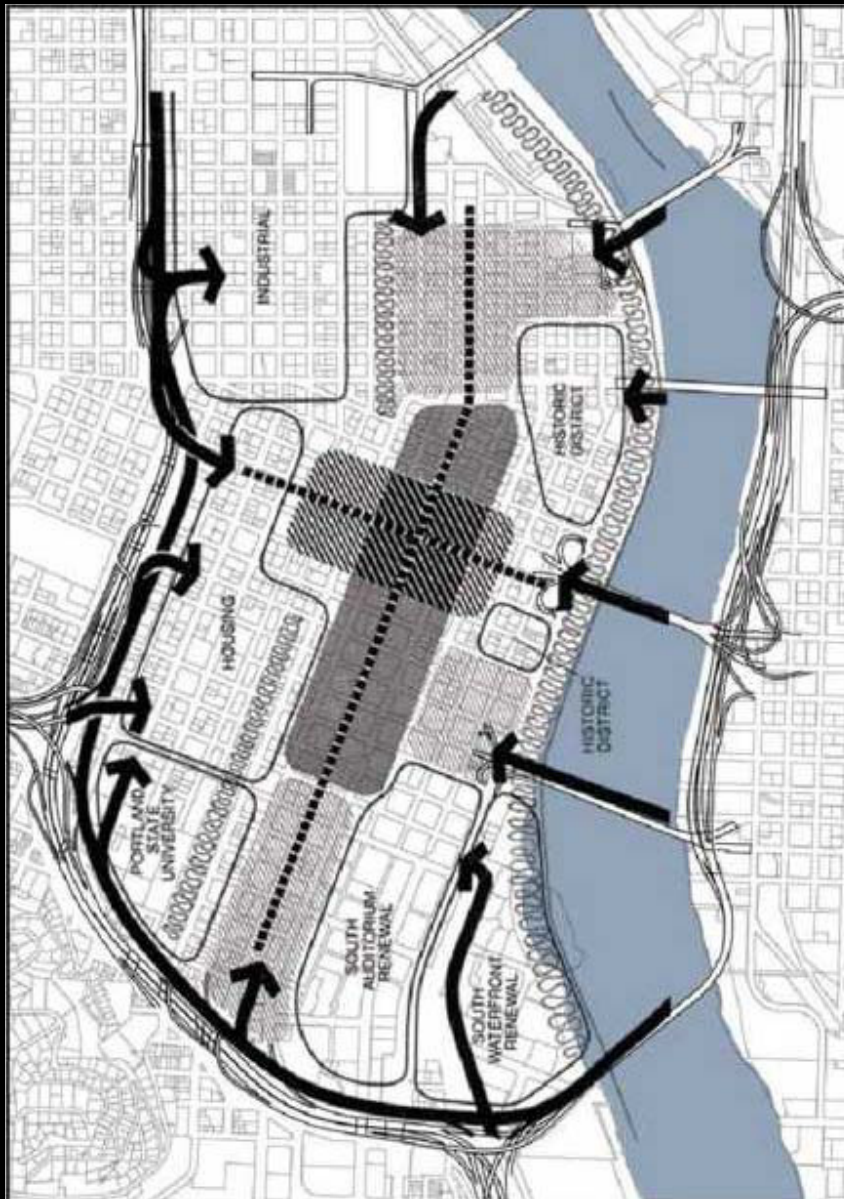


SW 5<sup>th</sup> and Washington - 1949



SW Taylor and Salmon - 1959

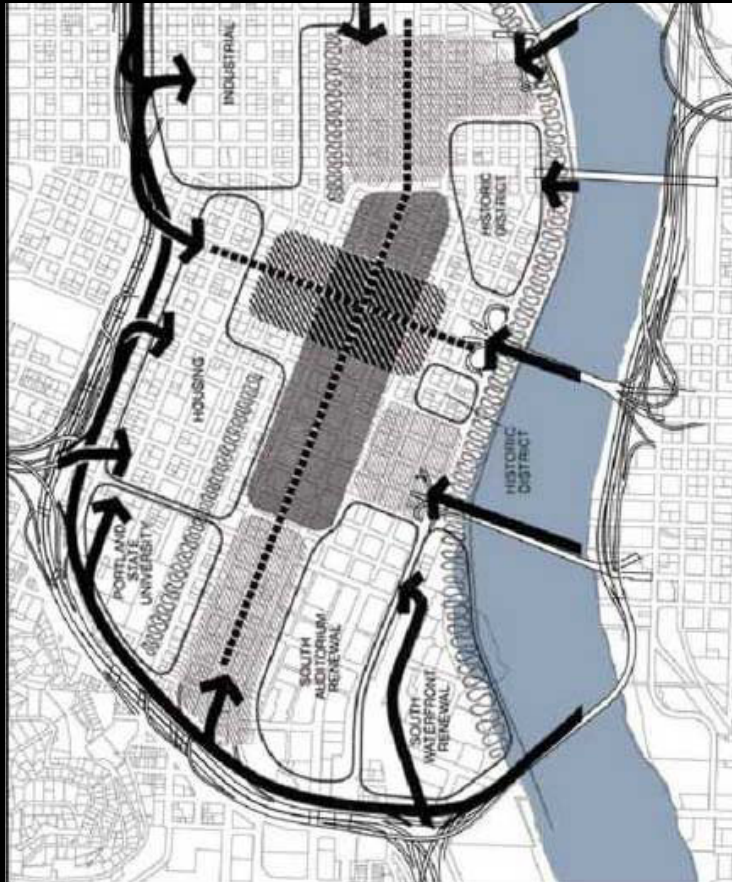
# 1972 Downtown Plan: Accomplishments



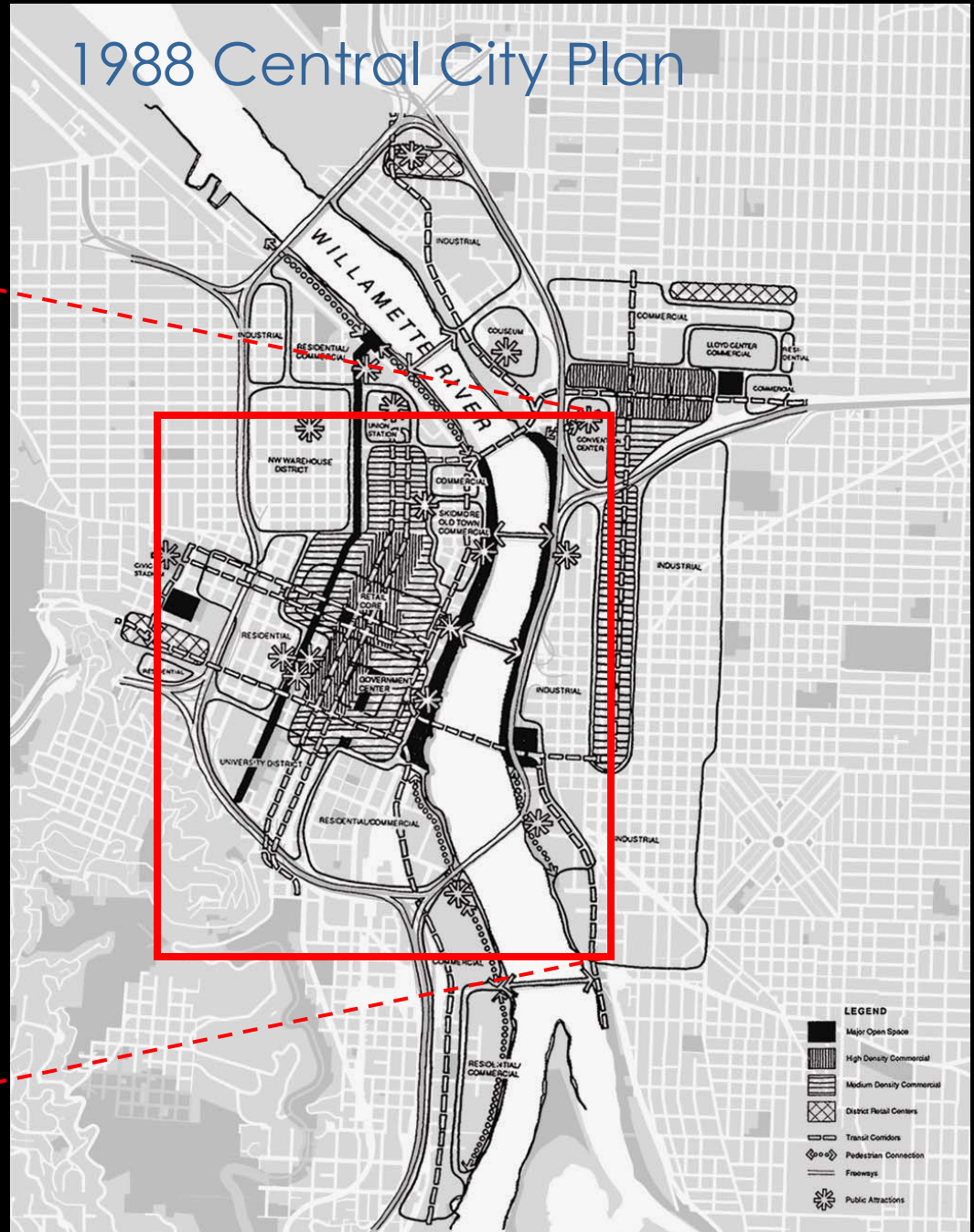
- Transit Mall and Eastside MAX light rail
- Pioneer Courthouse Square, Tom McCall Waterfront Park, and O'Bryant Park
- Portland Center for the Performing Arts and Schnitzer Concert Hall
- Riverplace and affordable housing
- Office development along transit mall
- Improved retail core



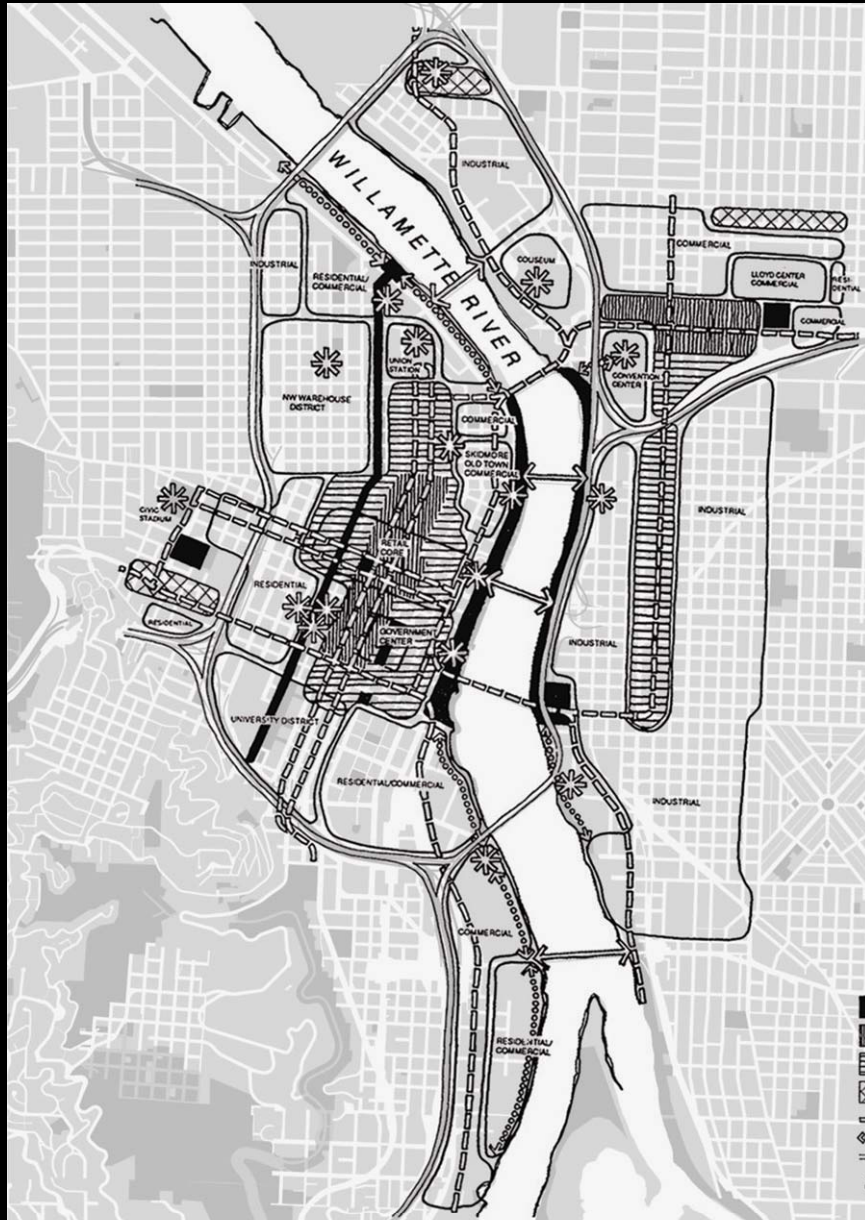
# 1972 Downtown Plan



# 1988 Central City Plan



# 1988 Central City Plan: Goals



## Multi-modal Transportation

Max light rail extensions, Aerial Tram, Bike and Pedestrian Improvements

## Arts and Entertainment

OMSI, Rose Quarter, Portland Art Museum, Jeld-Wen Field

## Mixed-Use Districts

Pearl, South Waterfront, West End

## Education

OHSU, PSU, PCC, PNCA, University of Oregon

## Economic Development

Central Eastside, River District, South Waterfront, Lloyd District – Oregon Convention Center

## Open Space

Jamison, Tanner Springs, Director, and Caruthers Parks, Eastbank Esplanade, South Waterfront Greenway

## Design and historic review

Guidelines, historic districts and preservation





# Central City Today



# People

**Population:** 35,000

**Housing Units:** 23,000

**Birth Rate:** 150 children in 2010

**Youth:** 2,603 (ages 0 – 19 years, 8% of total pop.)

**Median Age:** 36

**Jobs:** 134,870

**Jobs/Residents:** 4:1

## Income

Central City: \$48,030 (average income per employee)

Portland: \$48,800 (average income per employee)

# Housing

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## **Housing Units:**

23,000



## **Location:**

90% west of Willamette River



## **Rental:**

70% of housing is rental

## **Housing Diversity:**

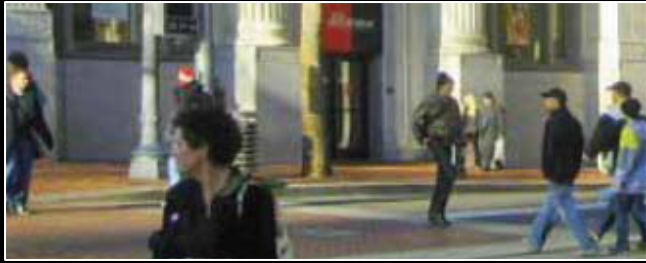
90% of rental units are 1 bedroom or studio apartments



## **Affordability:**

Majority of rental units available to residents earning 80% MFI or lower





# Jobs & Economy

*Approximately 32% of the jobs in Portland are located in the Central City*

Largest portion of jobs:

Professional Services	34.4%
Retail, Arts, and Accommodations	18.6%
Information and Design	11.8%
Education and Health	10.2%
Public Sector	10.4%



# Jobs & Economy

## Regional Job Share

**1988:** 25 percent

**2010:** 12.5 percent

**Growth:** 7,500 jobs added between 2000-2008

In this period the Central City grew at rate of 1.6% compared to regional growth of 0.7%.

	Office Vacancy Rate	Lease Rate
Central City	8.94%	\$21.60
City of Portland	8.95%	\$20.11
Portland MSA	10.77%	\$19.22





# Issues

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## **Economic Development:**

Grow traded sector industries  
Expand tradition businesses

## **Housing and Community Development:**

Establish diverse housing stock  
Range of affordable housing  
Provide access to essential public services

## **Transportation:**

Increase safety & efficiency for all travel modes  
Manage parking supply  
Increase access to / on the Willamette River

## **Public Safety:**

Enhance perception of safety  
Pursue seismic upgrades



# Issues

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## **Willamette River:**

Expand mix of uses, and recreation access

Enhance habitat and water quality

## **Civic and Cultural Life:**

Elevate Cultural District

Support working artists, showcase for cultural expression

## **Environmental Health:**

Green infrastructure and green buildings

Expand & diversify urban forest

Promote actively, healthy living

## **Historic Resources:**

Preserve historic and cultural significant resources

Implement seismic and energy efficient improvements



# Central City 2035

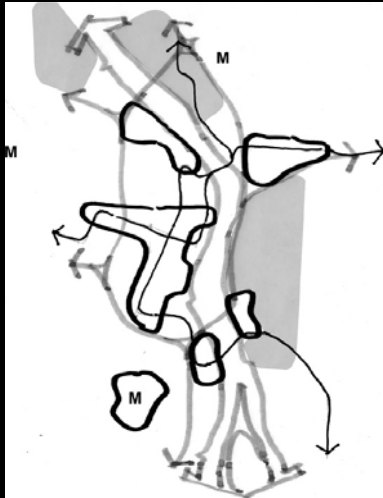
# Central City 2035: Concept Plan



## Policy Framework

- Regional Center: Economy and Innovation
- Housing and Neighborhoods
- Willamette River
- Urban Design
- Health and the Environment

# Regional Center: Economy and Innovation



**Goal A:** Region's center, dense variety of uses.

**Goal B:** Center of innovation.

**Goal C:** Economic competitive.

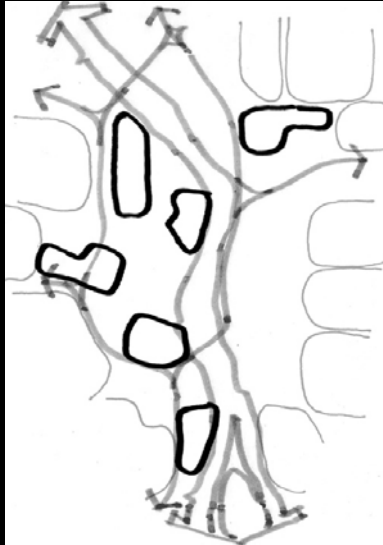
**Goal D:** High quality, livable, urban character.

## Policies to reach these goals

1. Traded sector growth
2. Center of higher education
3. Center of urban innovation
4. Entrepreneurship and business innovation
5. Next generation of industrial/employment sanctuaries
6. Tourism, retail and entertainment
7. Regional transportation hub
8. Optimized street network
9. Parking
10. Safe and secure Central City
11. Resilient Central City
12. Affordability
13. Equity and the economy



# Housing and Neighborhoods



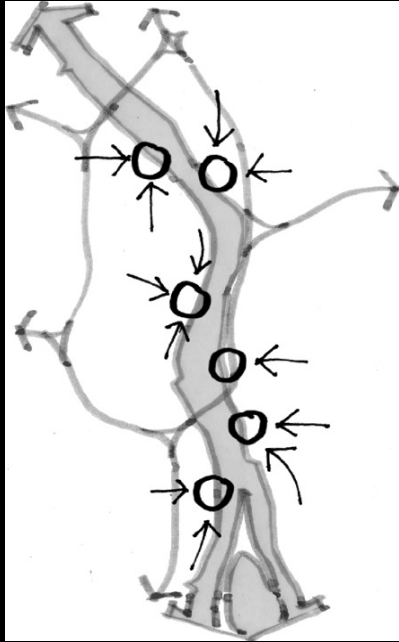
**Goal E:** Livable neighborhoods include a mix of housing, and essential public services.

**Goal F:** Expand human and health services and meet needs of at-risk populations.

## **Policies to reach these goals**

14. Complete communities
15. Promote healthy active living
16. Low-income affordability
17. Housing diversity
18. Minimize displacement
19. Transitional housing and services
20. Conflict reduction strategies
21. Livable mixed-use environment

# Willamette River



**Goal G:** Enhance role in shaping environmental health, economy, and urban form of city.

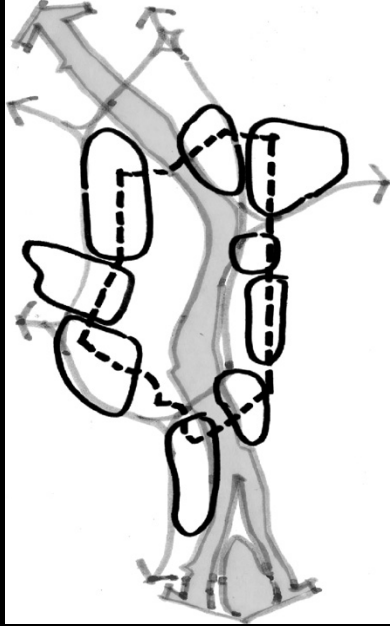
**Goal H:** Improve the health of river for fish, wildlife and people.

**Goal I:** Increase public access to and along the river.

## Policies to reach these goals

22. Willamette River health and water quality
23. Portland's commons
24. Prosperous and vibrant Willamette River waterfront
25. Willamette river tourism and commercial use

# Urban Design



**Goal J:** Frame river with active, well-designed built environment.

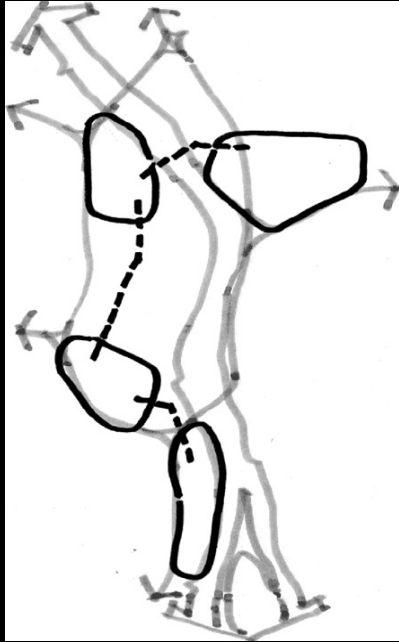
**Goal K:** Establish diverse, density, districts that facilitate social interaction.

**Goal L:** Enhance the public realm to offer a range of uses and experiences.

## Policies to reach these goals

26. Experimentation and innovation
27. Regional corridors and connections
28. Bridgehead redevelopment
29. Street diversity
30. Signature open spaces
31. Historic resources and districts
32. Neighborhood transitions

# Health and the Environment



**Goal M:** A living laboratory demonstrating how a dense urban center can provide equitable benefits to human health, the natural environment and the local economy.

## Policies to reach these goals

33. Buildings and energy
34. Green infrastructure
35. Watershed health
36. Human health

# Central City 2035: Urban Design Concept

## Central River:

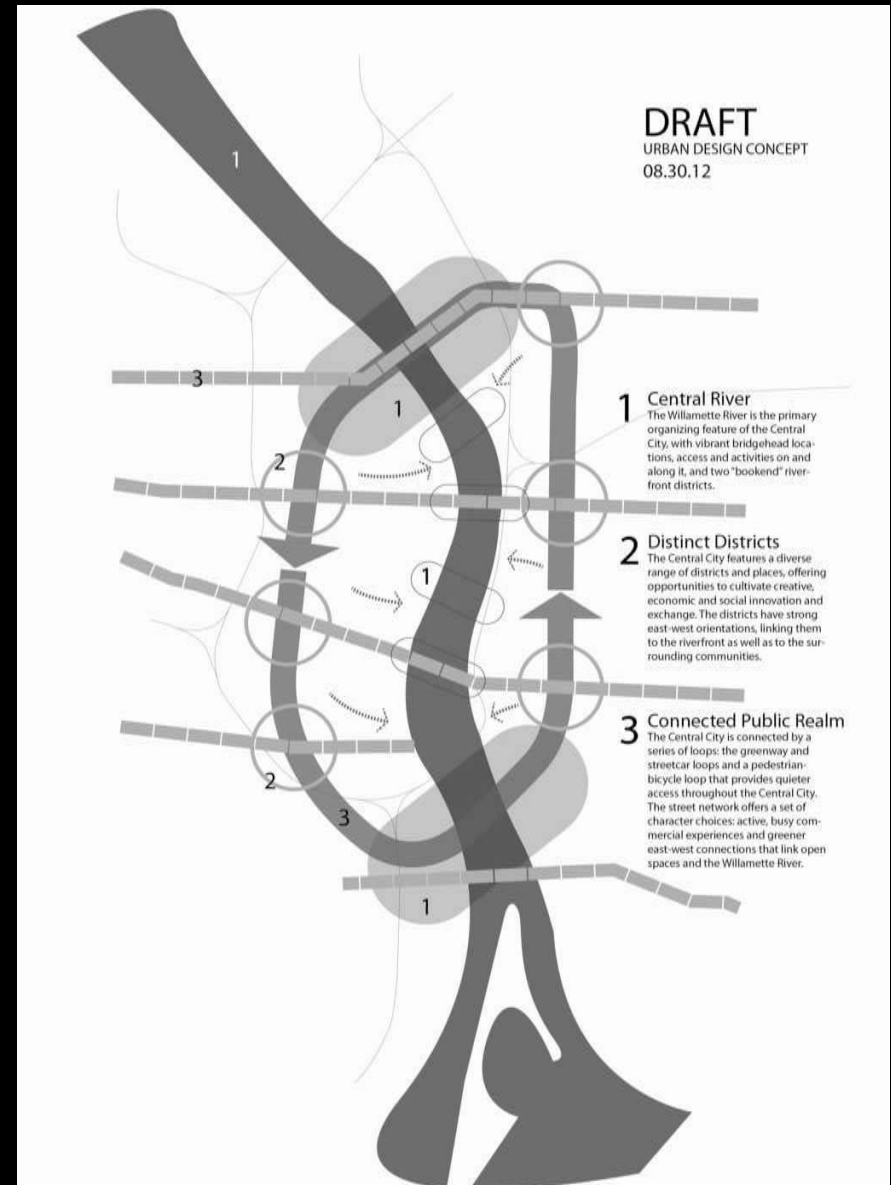
Future focal point of the Central City.

## Distinct Districts:

A variety of distinct districts offering different functions and opportunities.

## Connected Public Realm:

Designed and used to affect experience, vitality through a broader range of uses.

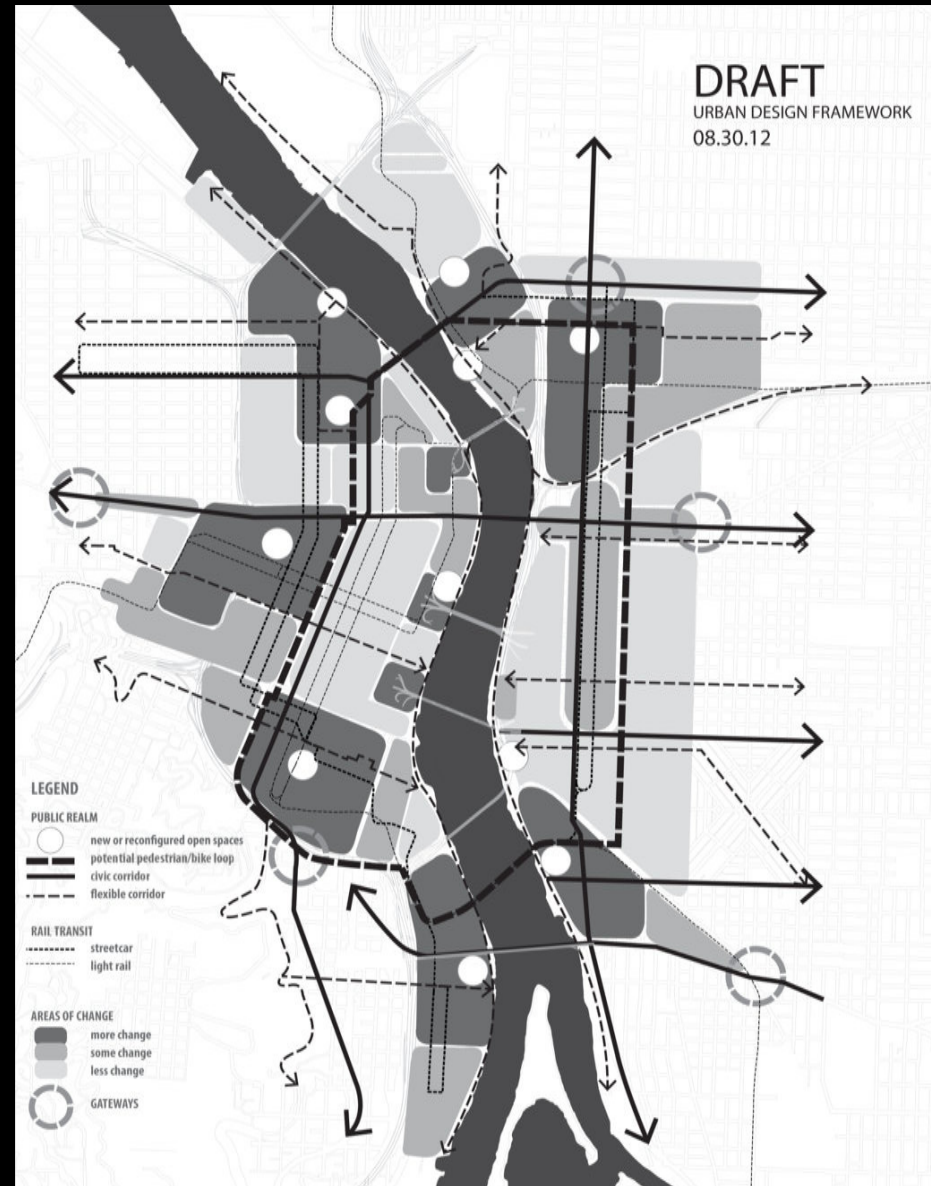




# Central City 2035: Urban Design Concept

## Urban Design Framework

- Bridgehead Redevelopment
- Regional Corridors & Connections
- Experiment & Innovation
- Historic Resources & Districts
- Neighborhood Transitions
- Street Diversity
- Signature Open Spaces
- Bridging Barriers





# Public Review

# Recommended Amendments

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Staff recommends the PSC adopt the following amendments:

- Text amendments proposed by Bureau of Transportation and PSC membership.
- Additional planning goal proposed by Bureau of Transportation.
- Edits to urban design concept diagrams, as proposed by Bureau of Transportation and South Portland Neighborhood Association.
- Staff recommended edits based on comments submitted by PSC member Mike Houck.

# Central City 2035: Concept Plan

Next Step:

City Council Hearing, Wednesday, October 24, 2012

## Central City 2035 Planning Project

TIMELINE			2010	2011	2012	2013	2014	2015
2010-11	Issues and Goals		■	■				
2011-12	Concept Plan			■	■			
2010-14	Quadrant Plans		■	■	■	■	■	
2014-15	Final Central City 2035 Plan						■	■



## CC2035 Concept Plan - Project Team

**Joe Zehnder**, Chief Planner

**Steve Iwata**, Supervising Planner

**Troy Doss**, Senior Planner & Project Manager

**Elisa Hamblin**, Associate Planner

**Mark Raggett**, Senior Planner, Urban Design Studio

**Lora Lillard**, Urban Designer

**Leslie Lum**, Urban Designer

## CC2035 Steering Committee

**Chet Orloff**, *Co-chair*

**Michelle Rudd**, *Co-chair, Planning and Sustainability Commission*

**Bernie Bottomly**, *Portland Business Alliance*

**Wink Brooks**, *Urban Land Institute*

**Erin Flynn**, *Portland State University*

**Patricia Gardener**, *Pearl District Neighborhood Association*

**Heather Hoell**, *Venture Portland*

**Amy Lewin**, *Hosford-Abernethy neighborhood*

**James McGrath**, *AIA Urban Design panel*

**Linda Nettekoven**, *Hosford-Abernethy neighborhood*

**Veronica Rinard**, *Travel Portland*

**Bill Scott**, *Small business owner*

**Ethan Seltzer**, *Portland State University*

**Paddy Tillett**, *Zimmer Gunsul Frasca Architects*

**Mary Wahl**, *Public-at-large*

**Michael Zokoych**, *Central Eastside Industrial Council*



# Central City 2035: Concept Plan

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## Requested Action:

Approve amended CC2035 Concept Plan.

Forwarded recommendation that Portland City Council:

- Adopt CC2035 Concept Plan by resolution
- Direct staff to proceed with remaining phases of CC2035 planning effort.