



Central City 2035: Concept Plan

Portland City Council

Public Hearing: October 24, 2012



Bureau of Planning and Sustainability
City of Portland, Oregon

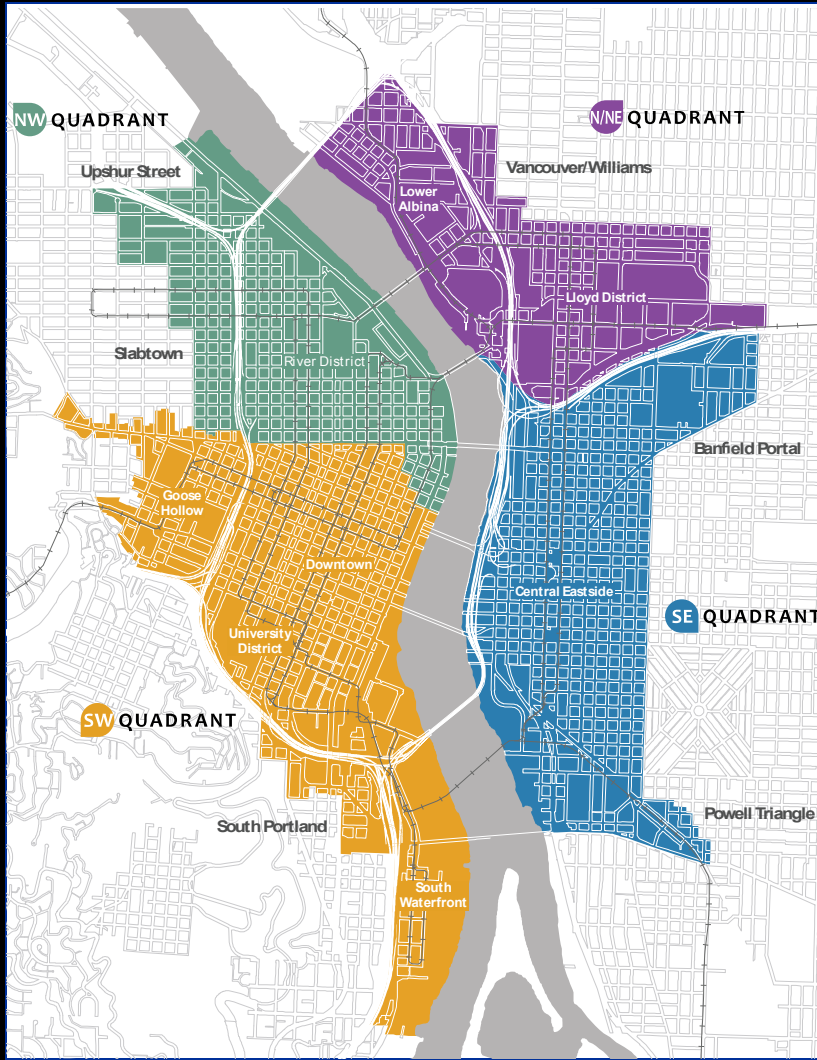
1900 SW 4th Ave. Suite 7100, Portland, OR 97201



Central City 2035

Project Overview

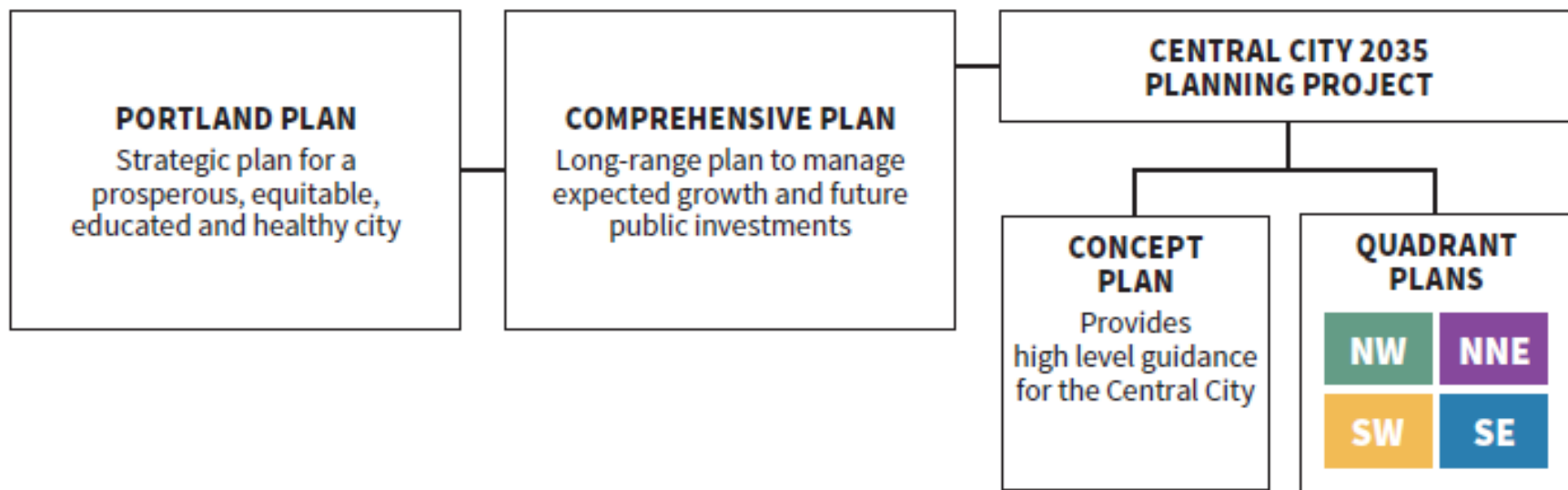
Central City 2035 Plan Effort



Primary Objectives

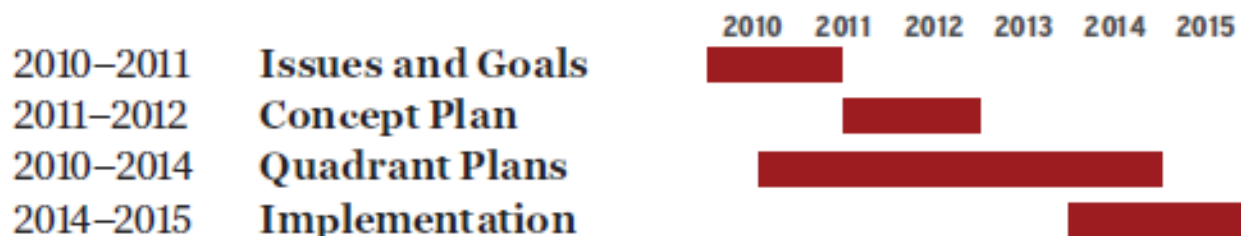
- Establish a new **policy framework**
- Establish new **urban design direction**
- Updated **district plans**
- New implementation **strategies and actions**
- Guide future **investment and development**

RELATIONSHIP TO OTHER PLANS



CENTRAL CITY 2035 PLANNING PROJECT

TIMELINE



CC2035 Concept Plan

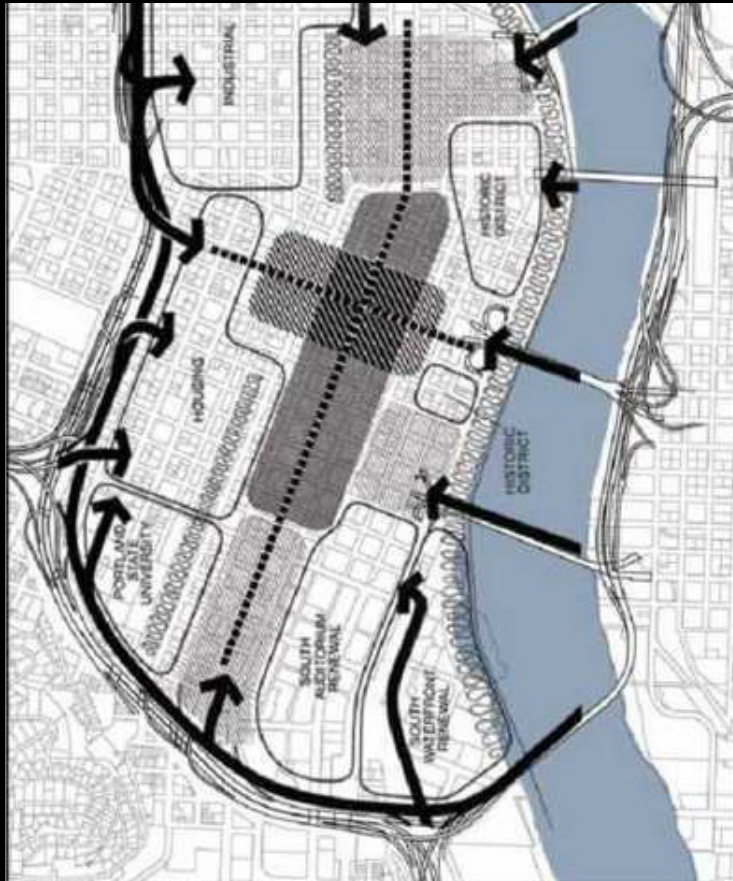
Plan Development

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.

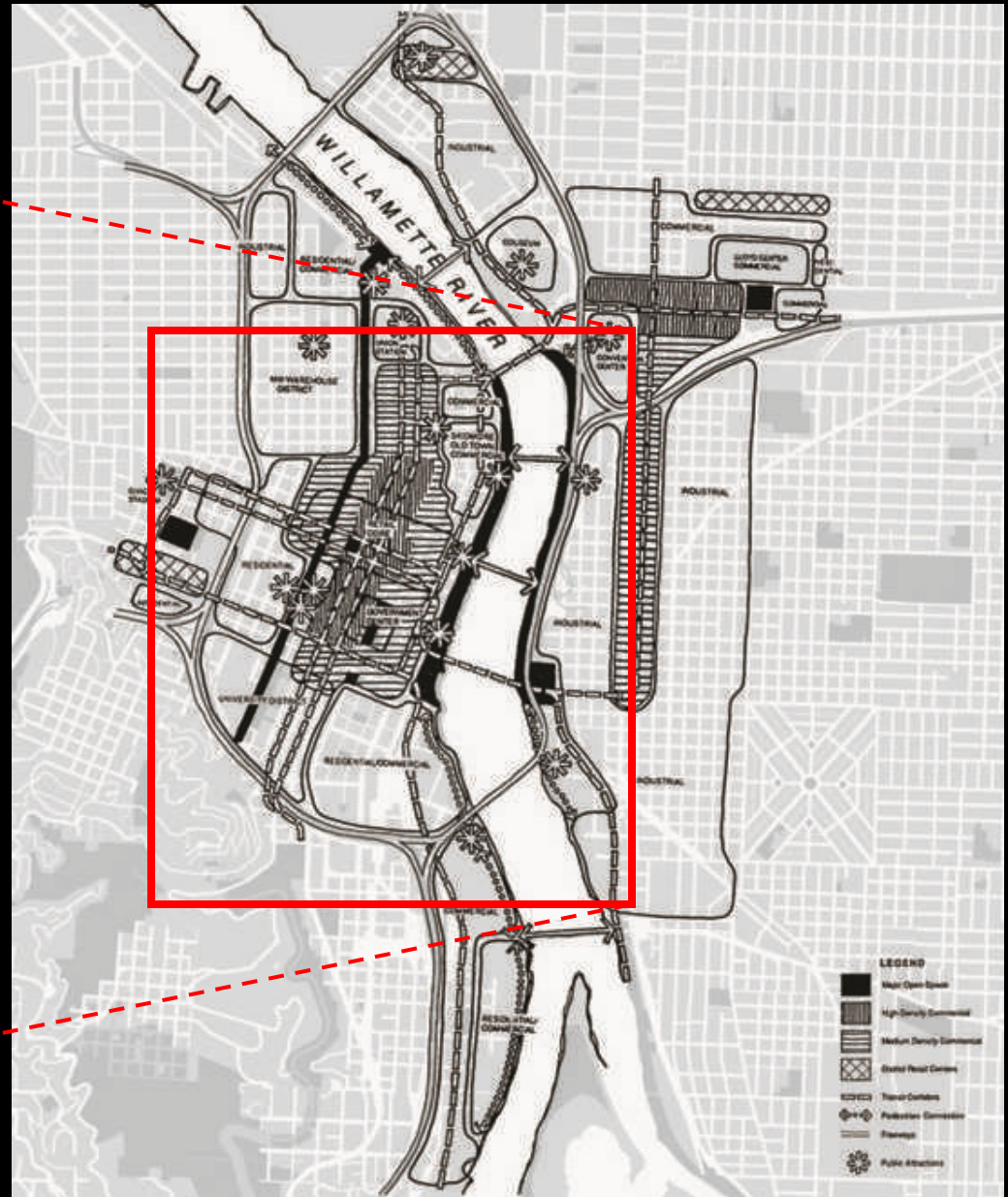
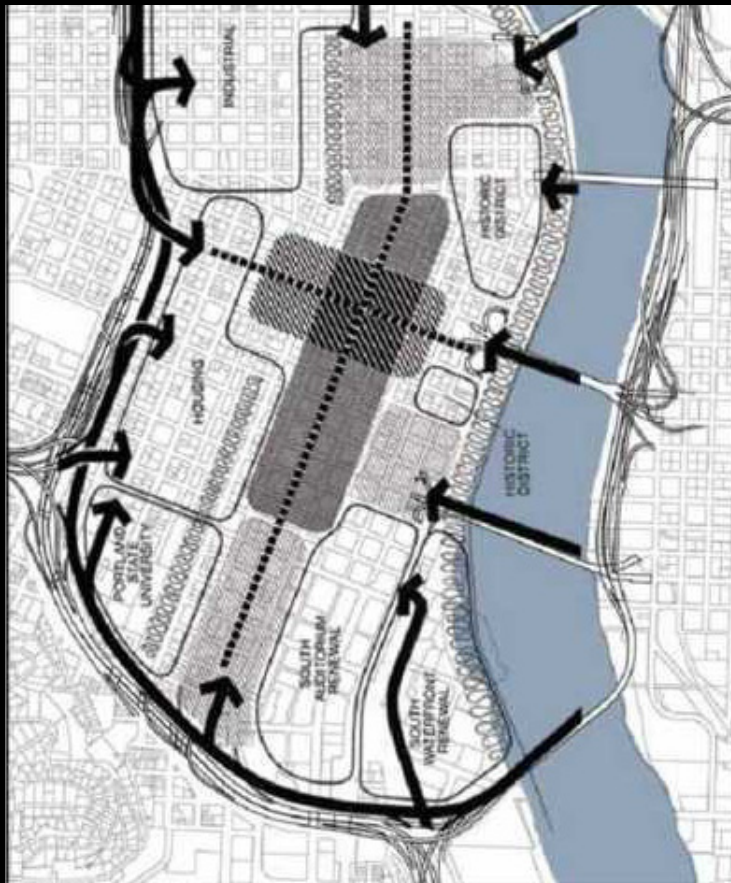


1972 Downtown Plan



1988 Central City Plan

1972 Downtown Plan



1950



Character

Vibrant business and retail district, supported by multi-family and single family households, multimodal transportation system (bus, streetcar, and auto).

1960



Character

Urban flight, significant lose of housing (over 20,000 homes), auto dominated, competes with suburban housing, retail and employment areas

2010



Population

35,000

Housing

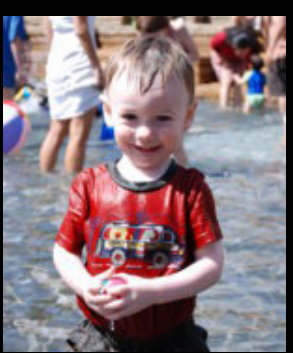
23,000 units

Economy

34.4% of Portland Jobs, 13% of regional jobs

Character

Expanding retail core, diversifying urban neighborhoods, innovative businesses, strong office market, center of higher education and culture.



Policy Direction

Economic Development

Housing and Community Development

Transportation

Public Safety

Willamette River

Civic & Cultural Life

Environmental Health

Historic Resources

Policy Framework



Strategic Direction: *Center for Innovation and Exchange*

Economy

42,484 new jobs (32% of Portland, 7% of metro region)

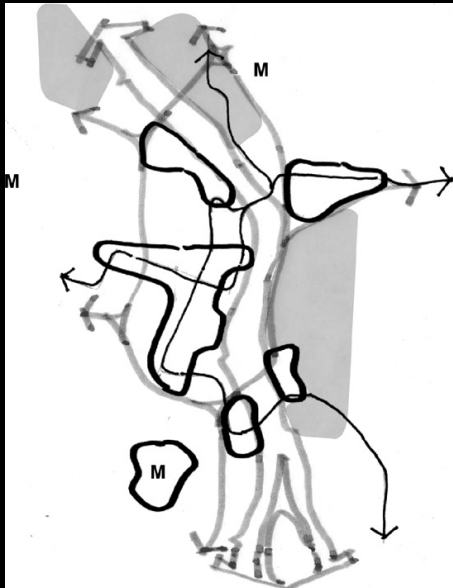
Housing

37,528 new units (21% of Portland, 7% of metro region)

Regional Center

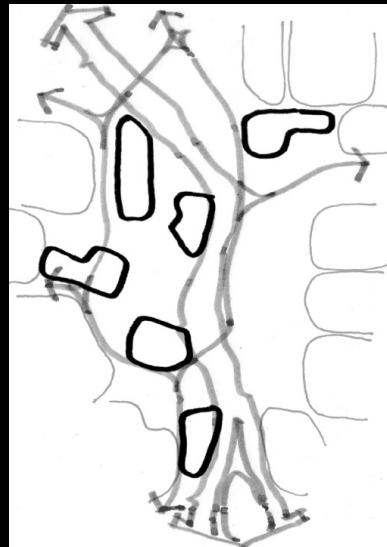
Employment, Arts & Culture, Higher Education, Retail, Entertainment,
Tourism, Governance

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
- Goal E:** Safe, affordable, efficient transportation

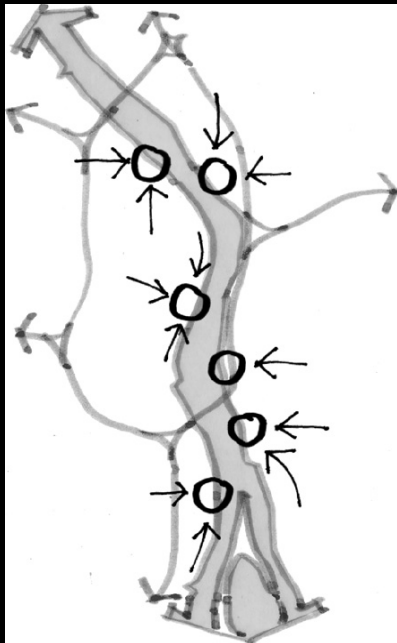
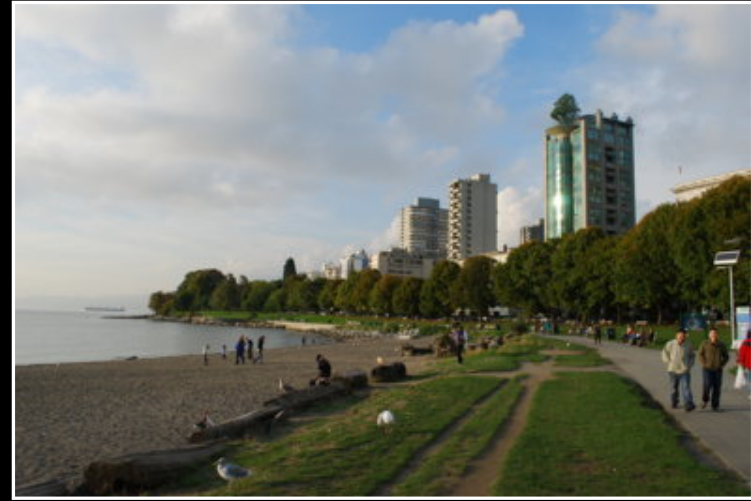
Housing and Neighborhoods



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.

Willamette River

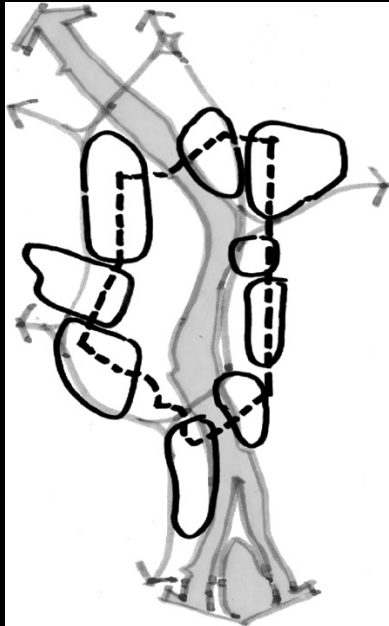


Goal G: Enhance role in shaping environmental health, economy, and urban form of city.

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

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

Urban Design

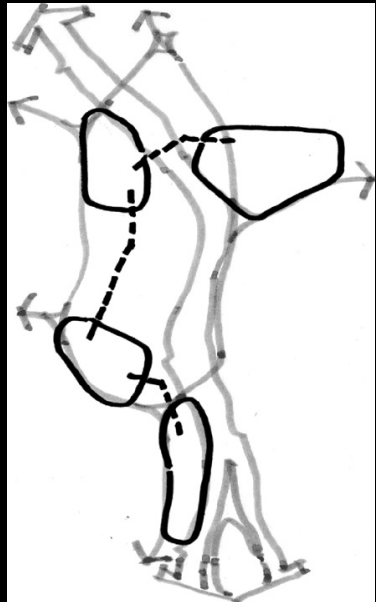


Goal J: Frame river with active, well-designed built environment.

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

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

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.

Urban Design Concept

DRAFT

URBAN DESIGN CONCEPT
08.30.12

- 1 Central River**
The Willamette River is the primary organizing feature of the Central City, with vibrant bridgehead locations, access and activities on and along it, and two "bookend" riverfront districts.
- 2 Distinct Districts**
The Central City features a diverse range of districts and places, offering opportunities to cultivate creative, economic and social innovation and exchange. The districts have strong east-west orientations, linking them to the riverfront as well as to the surrounding communities.
- 3 Connected Public Realm**
The Central City is connected by a series of loops: the greenway and streetcar loops and a pedestrian-bicycle loop that provides quieter access throughout the Central City. The street network offers a set of character choices: active, busy commercial experiences and greener east-west connections that link open spaces and the Willamette River.

DRAFT

URBAN DESIGN FRAMEWORK
08.30.12

LEGEND

PUBLIC REALM

- new or reconfigured open space
- potential pedestrian/bike loop
- civic corridor
- flexible corridor

RAIL TRANSIT

- streetcar
- light rail

AREAS OF CHANGE

- more change
- same change
- less change

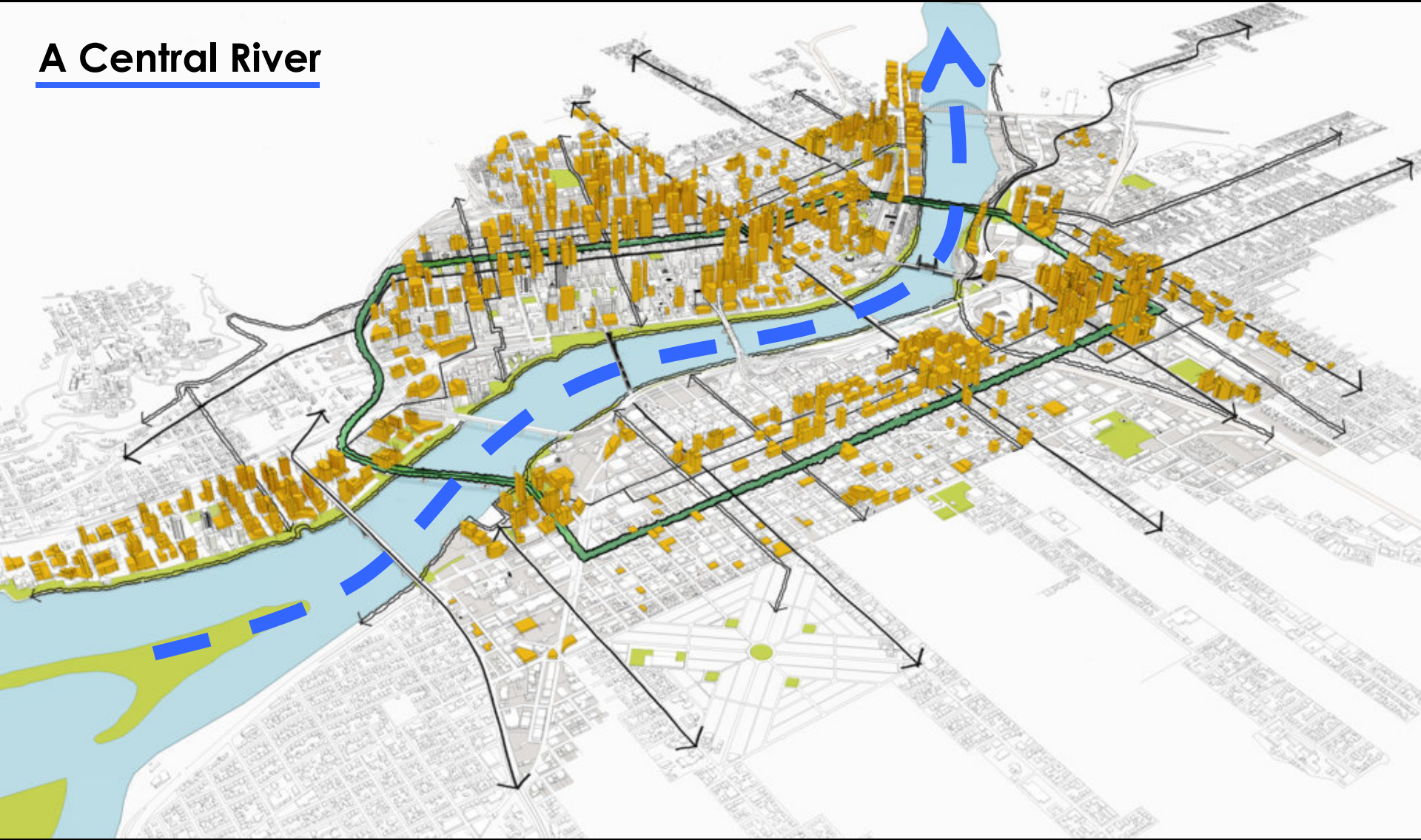
- GATEWAYS

Central City 2035: Urban Design Concept



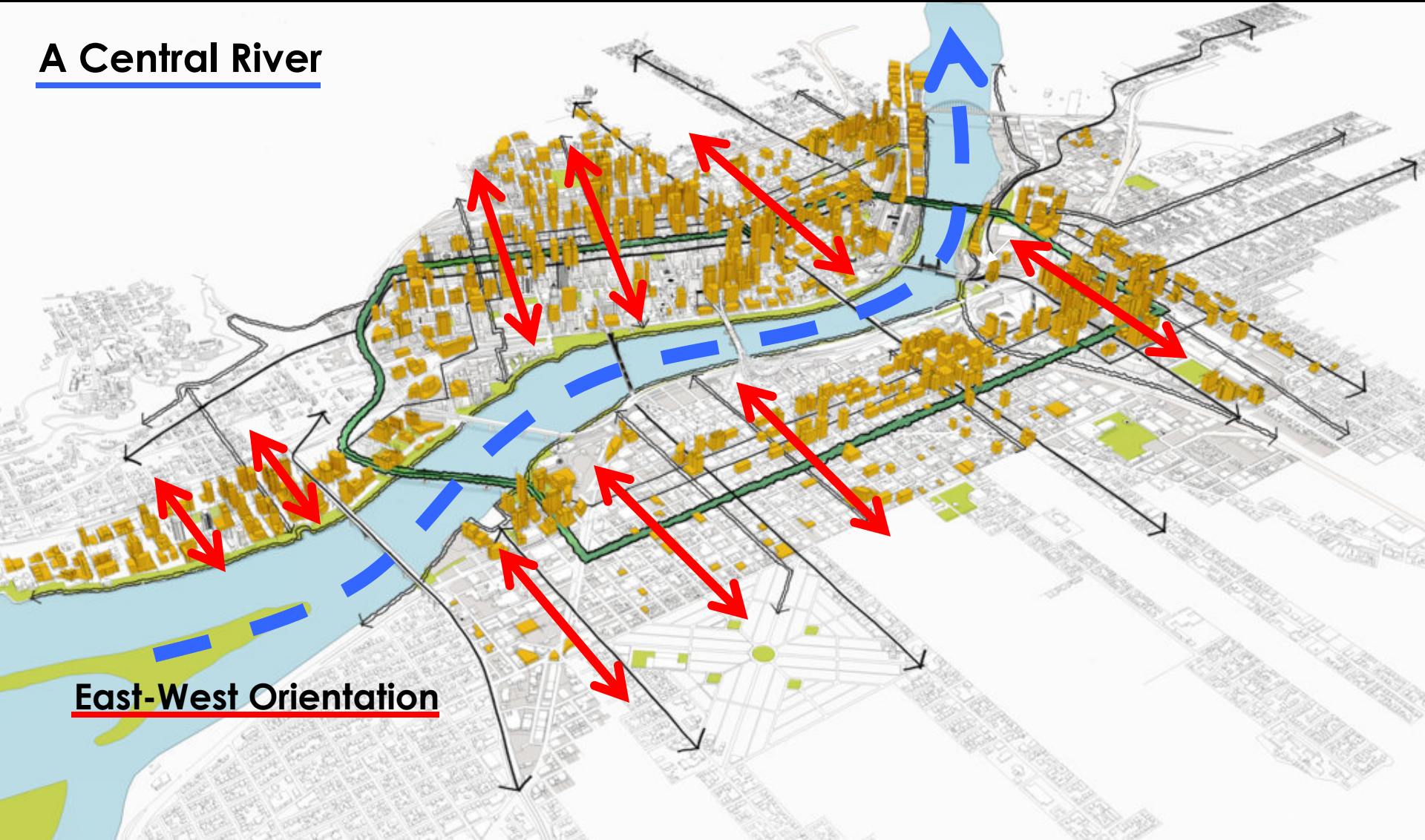
Central City 2035: Urban Design Concept

A Central River



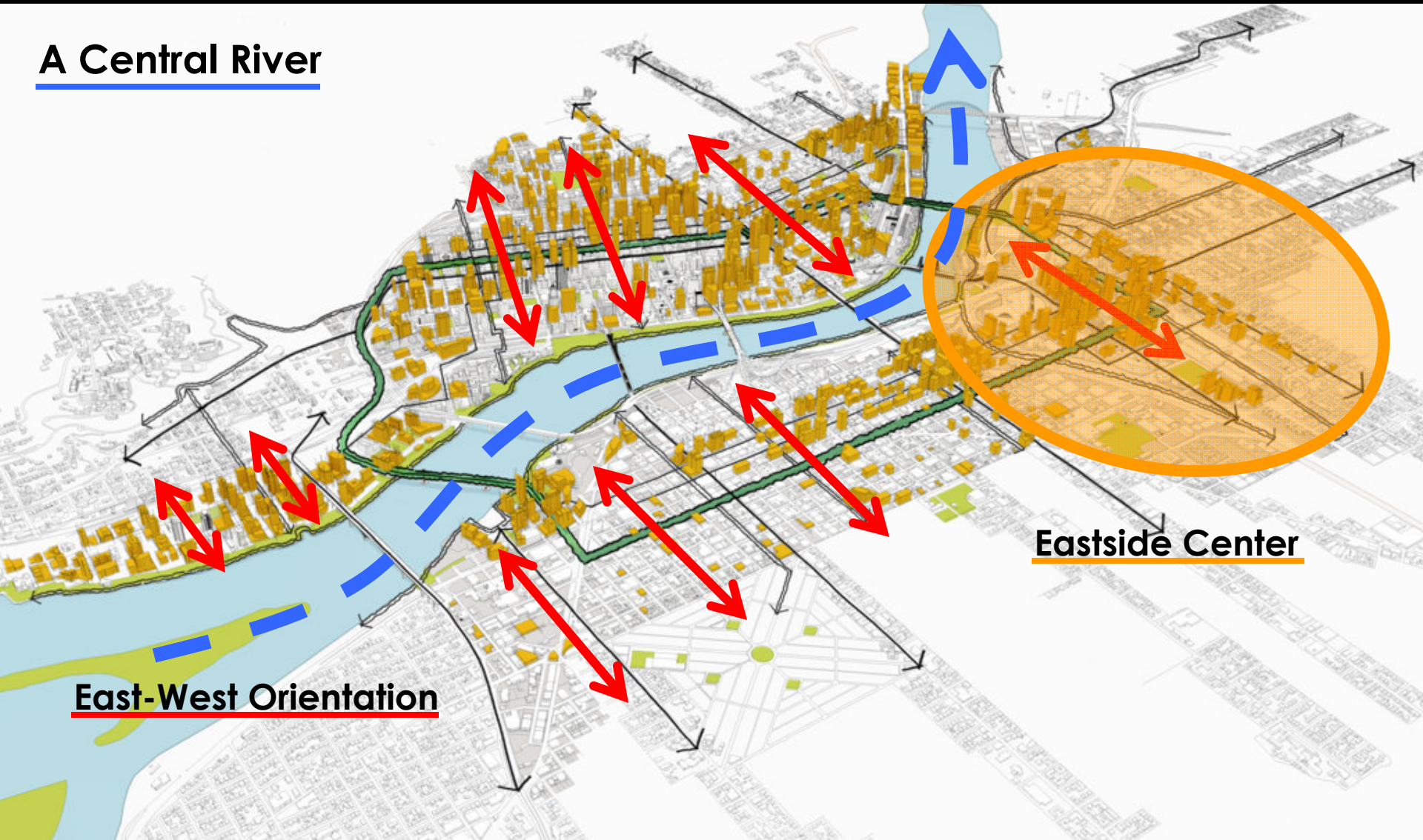
Central City 2035: Urban Design Concept

A Central River



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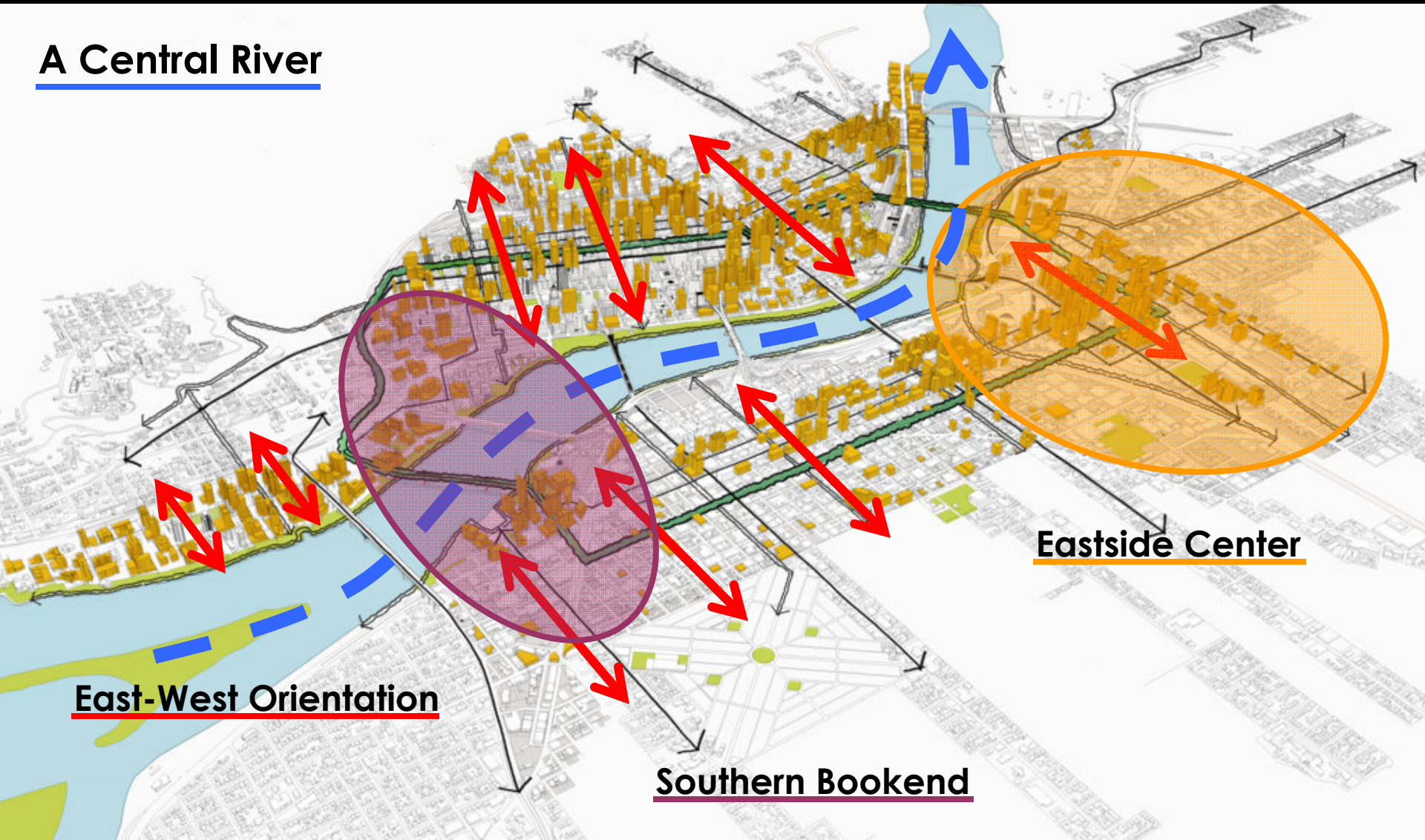


Eastside Center

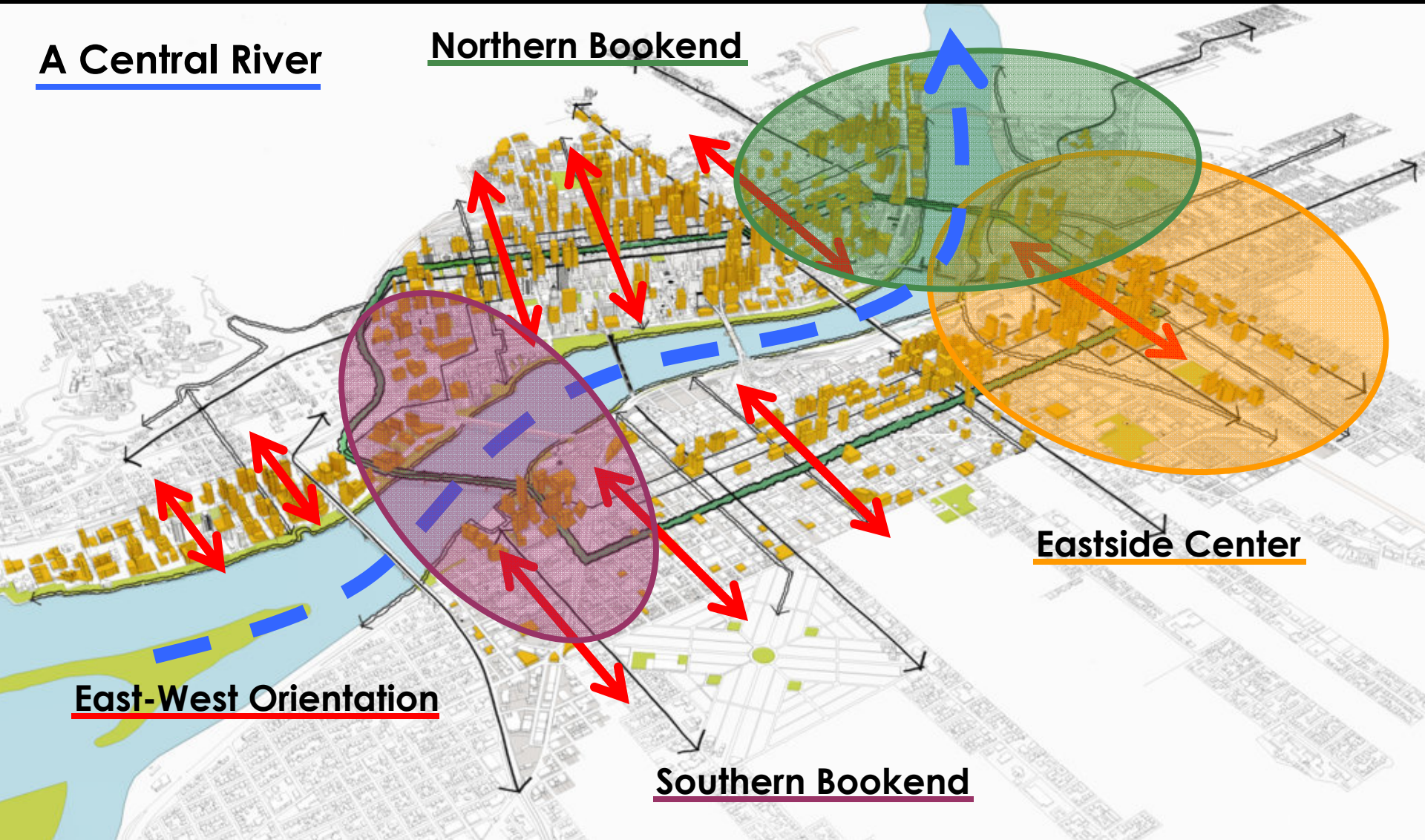
East-West Orientation

Central City 2035: Urban Design Concept

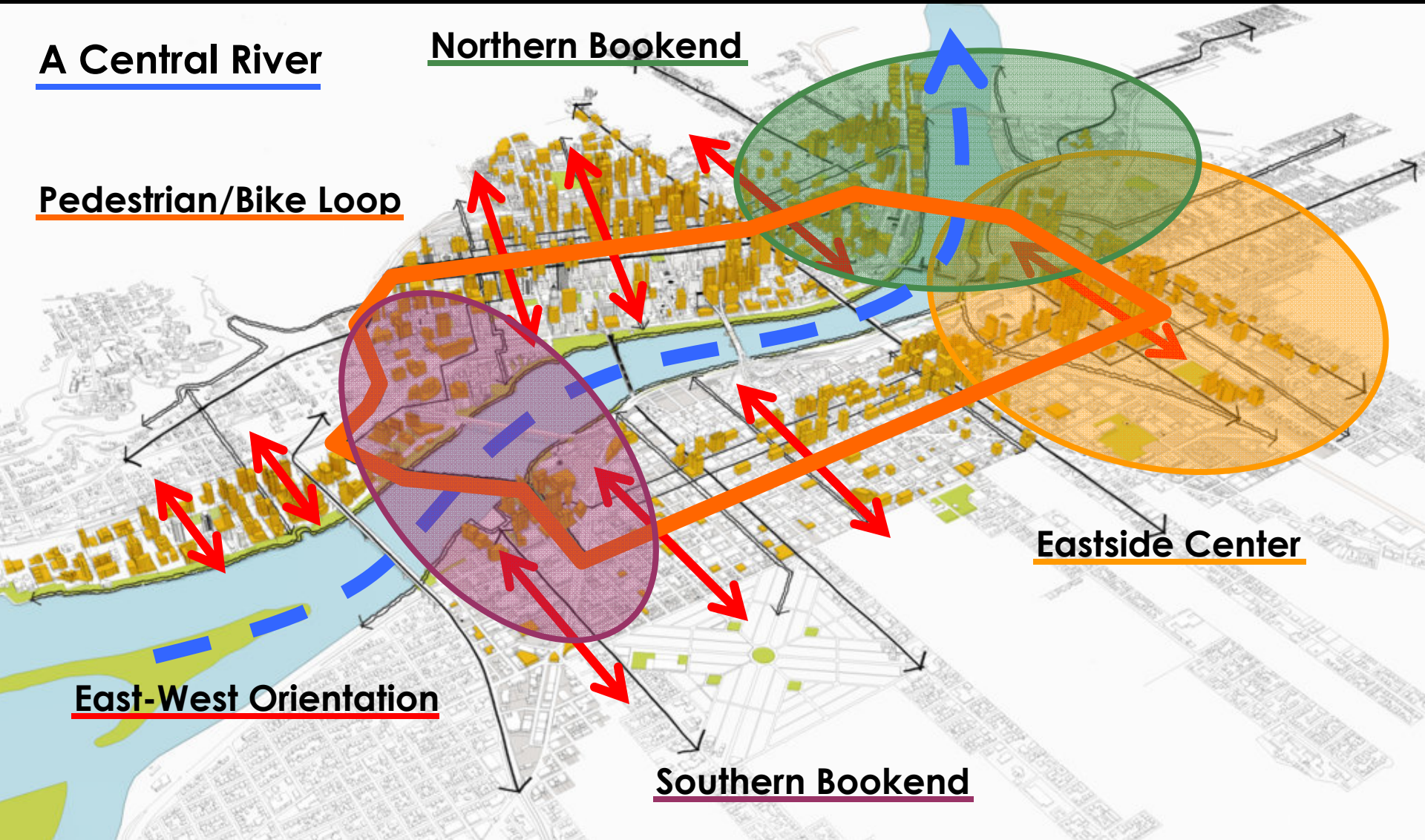
A Central River



Central City 2035: Urban Design Concept



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Requested Council Action

Central City 2035: Concept Plan



Requested Action:

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