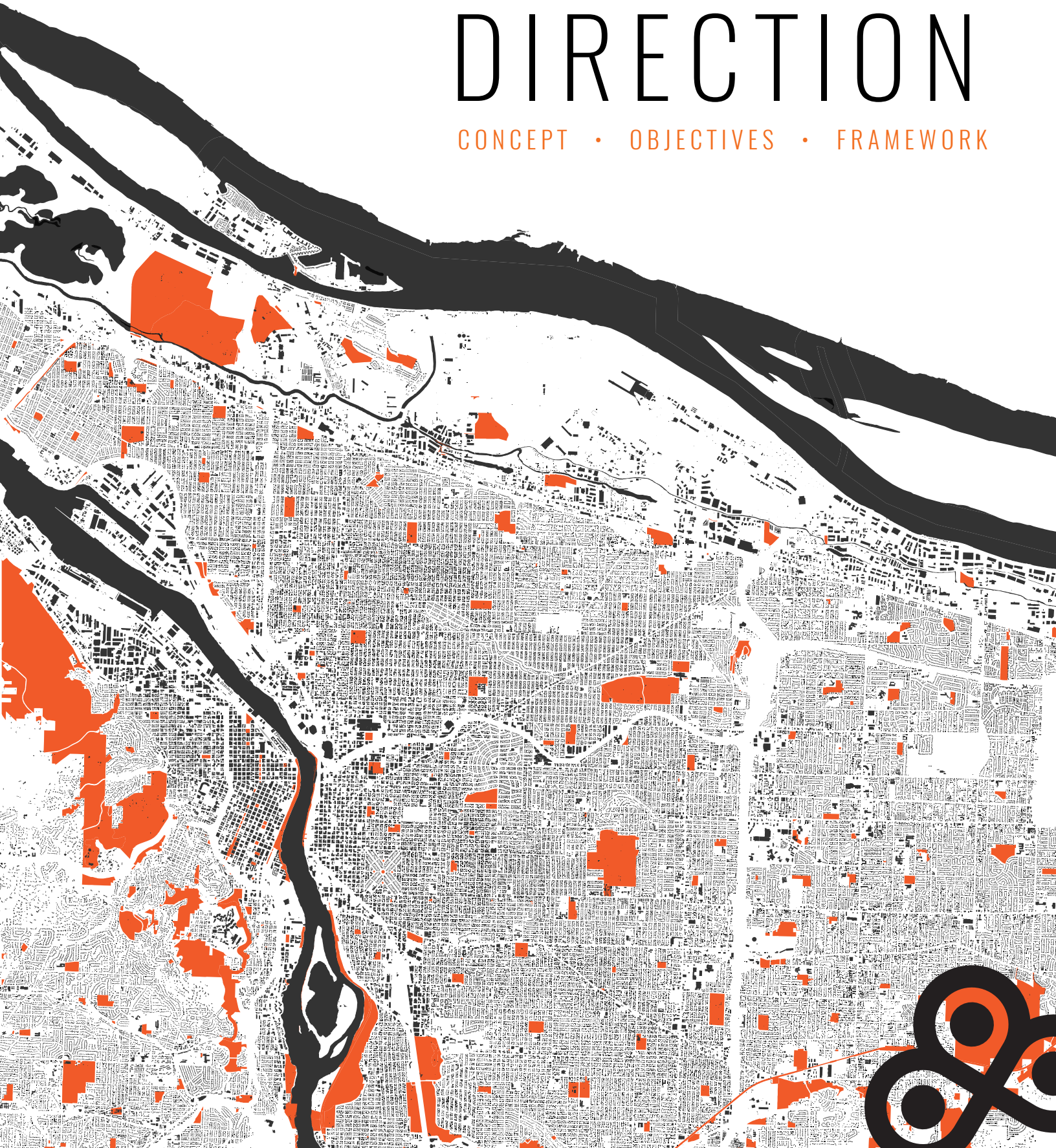


2035 COMPREHENSIVE PLAN:

# URBAN DESIGN DIRECTION

CONCEPT • OBJECTIVES • FRAMEWORK



# PURPOSE OF THIS DOCUMENT

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This document is a supporting piece to Portland's 2035 Comprehensive Plan. It outlines an urban design direction for the city by compiling, illustrating and describing many goals and policies from the 2035 Comprehensive Plan that address the physical form of the city. Using a concept, a short set of objectives and a more specific framework map it illustrates schematically how Portland's different places, districts, streets, and open spaces will grow and change over the next 25 years.

This document looks at the city equitably, acknowledging that the city is not all the same across its geography, that different people use public spaces differently, and that there are larger physical systems necessary to serve, link and hold the disparate communities of Portland together. This document is focused on the goals and policies of the 2035 Comprehensive Plan that address the parts of the city that will change the most, recognizing that areas including lower density residential neighborhoods, parks, industrial districts and numerous historic resources will remain relatively stable.

This document offers a range of resources for Portlanders to better understand the physical effects of the 2035 Comprehensive Plan's goals and policies. It aims to provide a clearer sense of what these goals and policies will look and feel like at the level of streets and neighborhoods.

**To read the full 2035 Comprehensive Plan, its goals and polices, project list and land use/zoning map, please visit: [www.portlandoregon.gov/bps/pdxcompplan](http://www.portlandoregon.gov/bps/pdxcompplan) or call the Bureau of Planning and Sustainability at (503) 823-7700.**





# URBAN DESIGN DIRECTION



## BUILDING ON PORTLAND'S STRENGTHS

Portlanders love Portland for lots of idiosyncratic reasons, but most agree that it has a rich and varied collection of neighborhoods and districts, strong connections to the Pacific Northwest's ecological diversity, and a compelling mix of history and culture.

Residents and businesses owners alike value its attractive walkable neighborhoods, active downtown, growing main streets, and improving industrial and recreational waterfronts. Portland's natural setting and landscape are beautiful and varied, and home to an appealing mix of historic buildings and districts, a vibrant food and beverage culture, varied art and music offerings, and first rate schools and universities.

## PAST



Early platting from the 19th Century looking east across downtown

## A HISTORY OF DESIGNING GREAT PLACES

Portlanders are, to varying degrees, familiar with urban design and long-range land use and transportation planning. The city has been pro-actively and collaboratively planning its future with the community for the past several decades. To remain a national leader in the art of sustainable city-building and to stay in front of future challenges, Portland must build on lessons learned locally and by observing successful approaches employed by other cities, both domestically and abroad. These include:

- Integrating higher density land uses with safe active transportation and transit systems are critical in reducing the city's overall carbon emissions.
- Creating complete communities that offer a range of well-designed housing options and costs will support a diverse, resilient age-friendly city.
- Compact neighborhoods and districts that offer walkable access to everyday services, like grocery stores will attribute to healthier lifestyles as more people choose to walk, bike, and take transit instead of driving.
- Developing well-designed buildings, open spaces, and streetscapes creates successful places. Diversity is essential – there needs to be openness to innovation as well as respect for existing local character and responsiveness to how that character is different in different parts of the city.



## PRESENT

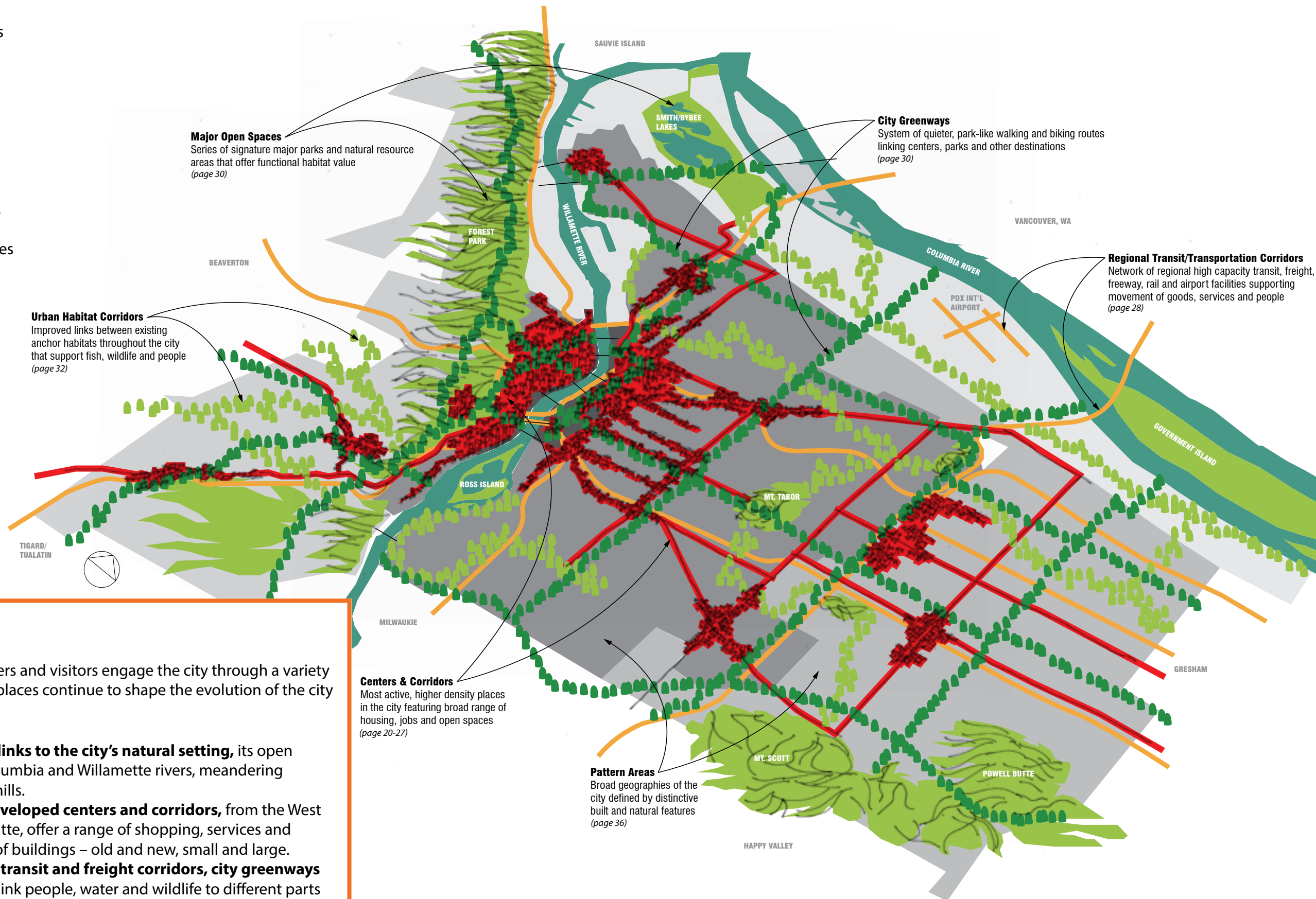




# URBAN DESIGN CONCEPT

**Urban design** is a process that helps describe the physical qualities of existing and future places in cities.

**Urban design concepts** are diagrams of places that convey big ideas or moves without strict specificity to geography, population or land use. Most urban design concepts are intended to be flexible, allowing implementation options as technology, priorities or opportunities shift over time.



## PORTLAND IN 2035

In 2035, Portland's residents, workers and visitors engage the city through a variety of urban experiences. People and places continue to shape the evolution of the city and are supported by:

- **Stronger visual and physical links to the city's natural setting**, its open spaces and landscape – the Columbia and Willamette rivers, meandering waterways, buttes, ridges and hills.
- **Vibrant and more densely-developed centers and corridors**, from the West Hills to downtown to Powell Butte, offer a range of shopping, services and amenities, housed in a variety of buildings – old and new, small and large.
- **A comprehensive network of transit and freight corridors, city greenways and urban habitat pathways** link people, water and wildlife to different parts of the city and region.



# PORTLAND'S PHYSICAL EVOLUTION

Portland is cradled by rivers and mountains. It is situated on the banks of the Willamette River roughly ten miles from its confluence with the larger Columbia River, and some 70 miles inland from the Pacific Ocean. The city lies at the northern end of the Willamette River Valley, between the Oregon Coast and Cascade Ranges. Portions of north and southwest Portland are in the Tualatin Mountains, more commonly known as the West Hills. Much of East Portland sits on the Boring Lava Field, an expansive extinct volcanic plateau that generated roughly 30 cinder cones, including Mount Tabor.



## THE PORTLAND BASIN (PRE 1843)

This distinctive landscape at the gateway to the Columbia River Gorge was home to many groups of Chinookan-speaking peoples for thousands of years prior to Euro-American settlement in the nineteenth century. Abundant food including salmon, large and small game and a variety of plant foods, such as wapato, was found in rich river and forest habitats. A relatively mild climate and plentiful natural resources supported one of the densest populations of Native Americans with numerous villages of large, multi-family plank houses.



Early 1850s Sketch of Chinook Plankhouse and Canoes

## A 19TH CENTURY WESTERN CITY (1843-1880)

Portland was founded in 1843 on the Donation Land Claim owned by William Overton and Asa Lovejoy, on a spot known as "The Clearing," where Native Americans and traders rested along the Willamette River en route between Oregon City and Fort Vancouver. Portland grew rapidly to almost 20,000 residents by 1880 and was the largest city in the Pacific Northwest, driven by a maritime trade economy that supplied a large hinterland and linked the region's agricultural and natural resources to markets around the globe. Portland was anchored by a dense central business district with multi-story cast-iron commercial buildings and an active waterfront, closely surrounded by low-scale, wood frame residences.

## THE STREETCAR ERA (LATE 1800S - 1930)

Portland expanded with the development of a tight grid of streets and small single-family lots laid out along streetcar lines that extended from downtown. Mixed use, multi-story buildings with ground floor storefronts and housing or offices above lined streetcar streets. Portland's first city plans (Olmstead 1903, Bennett 1912, and Cheney 1921) imposed a more formal order on the organically growing cityscape. Civic spaces and parks, lush parkways and grand boulevards, and land use regulations became standard.

## POST WORLD WAR II (1945-1973)

Like the rest of the nation, Portland experienced the euphoria of transportation independence enabled by the private automobile. Residential suburbs grew and demand for space in the central city declined. Numerous historic buildings in the city's core were demolished, in part to create parking lots. Freeway and arterial street construction served suburban growth. Thousands of Portlanders were displaced by urban renewal programs aimed at revitalizing the central city.

## PORTLAND'S 1ST COMPREHENSIVE PLAN (1973-1980)

In 1973 Oregon Senate Bill 100 was passed, requiring all jurisdictions in Oregon to develop Comprehensive Plans to guide growth. Portland's first Comprehensive Plan in 1980 was developed around a concept of "Nodes and Noodles". Nodes are places of concentrated urban activity, including higher density housing and employment. Noodles are the primary corridors or streets that connect the nodes.

In 1980, Portland's geography was roughly 25% smaller than it is today. During the 1980s and 1990s Portland grew through annexation of lands in East and Southwest Portland. Development of these areas followed a typically suburban pattern, characterized by expressways and state highways, larger blocks, fewer local street connections and single-use commercial buildings with large surface parking lots.



Streetcar System Map, 1918



"Nodes and Noodles" Concept



# CURRENT DESIGN ISSUES (1980-2014)

Portland's history offers many lessons that can inform future planning, design and development priorities. Portland is a national leader in land use, transportation planning, urban design and sustainable city development. But change is inevitable and continued success requires proactive and thoughtful action to respond to new challenges and emerging opportunities.

Portland is growing, and will continue to grow. This is both a challenge and an opportunity. Over 200,000 new people are expected to arrive in the next 25 years, and more will likely follow. But today Portland is still less than half as dense than sprawling Los Angeles, California, and there is great potential for new buildings and development. Ensuring that new structures complement existing districts and neighborhoods will help Portland meet goals around complete communities, transit, employment lands and green space. More specifically, the current design issues are to:

## ■ PLAN FOR COMPLETE NEIGHBORHOODS

The parts of Portland developed in the streetcar era (roughly 1915 – 1930) already have many features of walkable complete neighborhoods, such as multi-story buildings, well scaled streets and businesses and shops and restaurants that meet the everyday needs of residents. In these areas, new development can build on existing strengths, while recognizing important neighborhood differences.

East Portland and some parts of Southwest Portland grew later (roughly 1946 – 1965) and were much less walkable, with fewer intersections, sidewalks and mixed use multi-story buildings. Retail shops and services were spread out on busy arterial roads, making it difficult for people to walk or bike to stores, amenities or housing options suited to them at different times of their lives. In these parts of Portland, new place-specific plans for complete neighborhoods are needed as investments in streets, sidewalks and other infrastructure did not always happen as the areas developed. New neighborhood plans must take into account the different physical qualities of these unique parts of the city.



## ■ DESIGN A SAFER SYSTEM OF CONNECTIONS AND PATHWAYS

Portland has been a national leader in working with regional partners to develop networks of corridors for buses, light rail (MAX), walking and bicycling. These systems have been effective in growing numbers of transit riders, walkers and bicyclists - roughly 50% of work trips and 35% of all trips today - especially into and around downtown. Citywide, however, the numbers are lower and an approach that is attractive to more riders – offering more safety, diversity and clarity – is needed to encourage more walking, bicycling and transit trips into the future.

## ■ MAKE SPACE FOR EMPLOYMENT LANDS

Portland has many successful and growing business sectors, ranging from office clusters in the Central City to medical or college centers to industrial lands and districts. These sectors and employment areas have special physical space and infrastructure needs, and are frequently in competition with more lucrative mixed use or residential development. Ensuring that the city can provide enough space for these vital businesses and districts will be critical to accommodate business and job growth.

## ■ IMPROVE AND EXPAND GREEN SPACE

Most of the city's larger parks, open spaces and natural resource areas are at its edges, with few incursions into the heart of the city and few connections between green spaces. These areas, and potential future links between them, provide not only critical green spaces offering relief for Portland residents, workers and visitors, but also vital habitat for native species of fish, birds, pollinators and other wildlife.



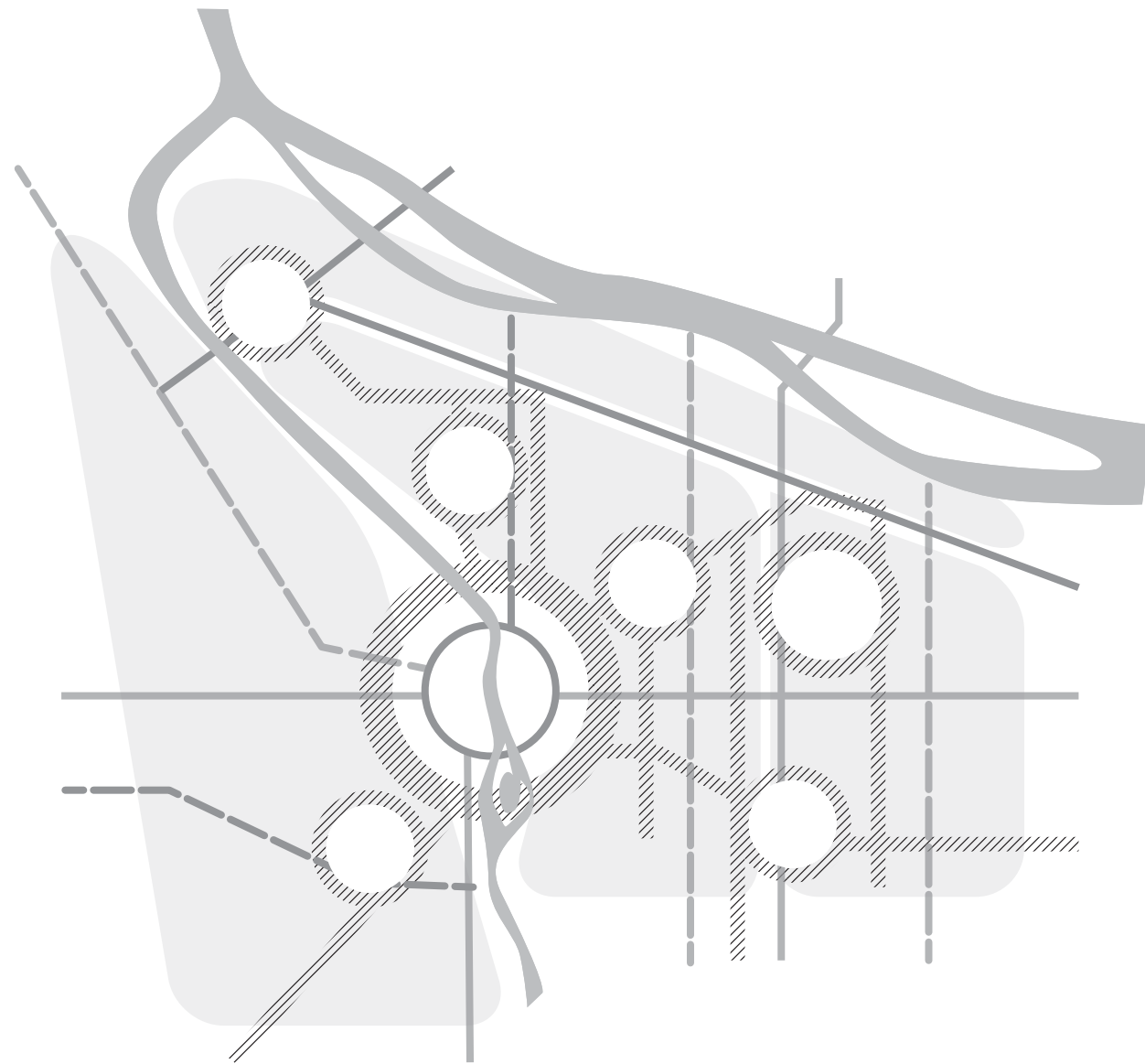


# URBAN DESIGN OBJECTIVES

The **URBAN DESIGN OBJECTIVES** describe the city's primary design intentions over the next 25 years. These objectives are similar to the five Guiding Principles of the 2035 Comprehensive Plan, but focus only on those aspects that relate to the physical form of Portland.

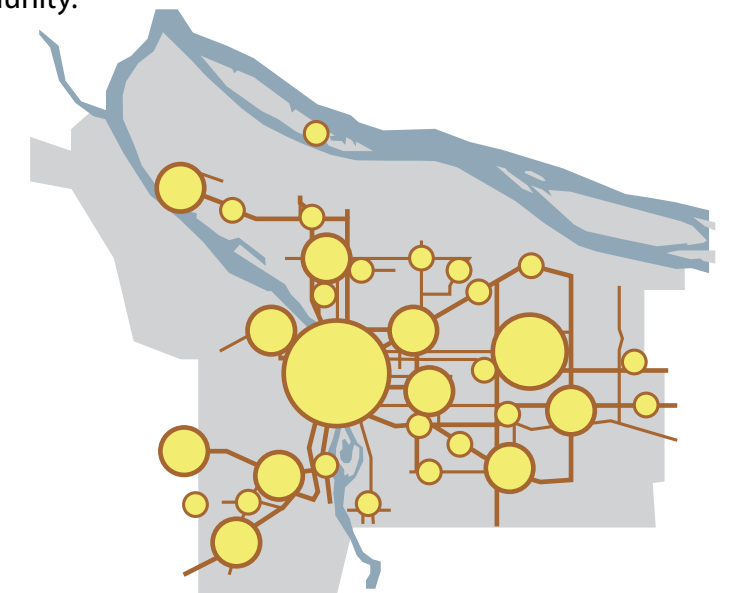
The Urban Design Objectives are informed by Portland's history and its existing physical assets – its people, places and distinctive features – and help to set direction for the future. Implementing the urban design objectives will ensure more equitable outcomes for all Portlanders, help to lower carbon emissions, promote job creation, enhance natural areas, improve mobility and strengthen the city's resilience.

The diagrams that accompany each objective include both existing and aspirational information. They should not be interpreted as maps and do not illustrate every place, connection or feature. More detailed information is available on the Framework maps that follow this section.



## A. CREATE COMPLETE NEIGHBORHOODS

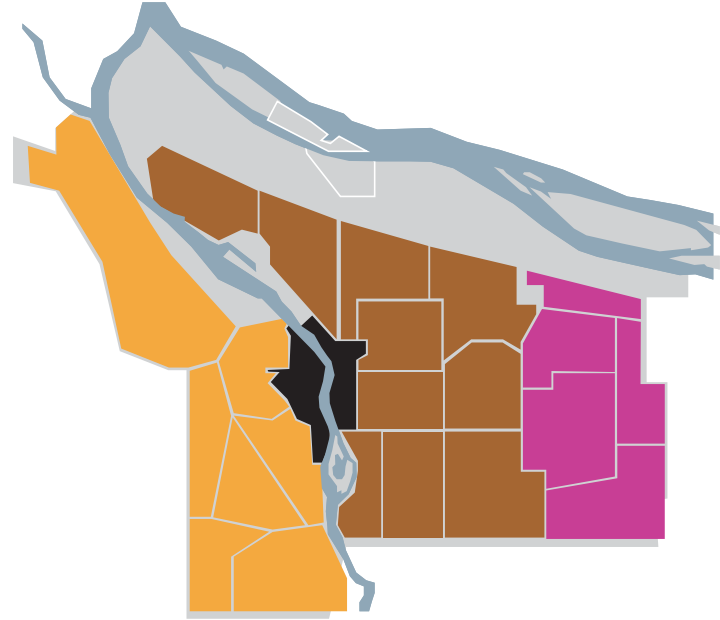
The city's preferred growth scenario creates complete neighborhoods by locating new households and jobs in centers and corridors, maximizing investments in infrastructure, reducing redevelopment pressures on open spaces, employment districts and lower density residential areas and adding new people, businesses and activities to the community.





## B. PLAN AND DESIGN TO FIT LOCAL CONDITIONS

While all parts of the city will see redevelopment and change as the city continues to grow, the form and character of the new buildings, open spaces and connections will vary by pattern area, responding to local characteristics and building on them in new innovative ways.



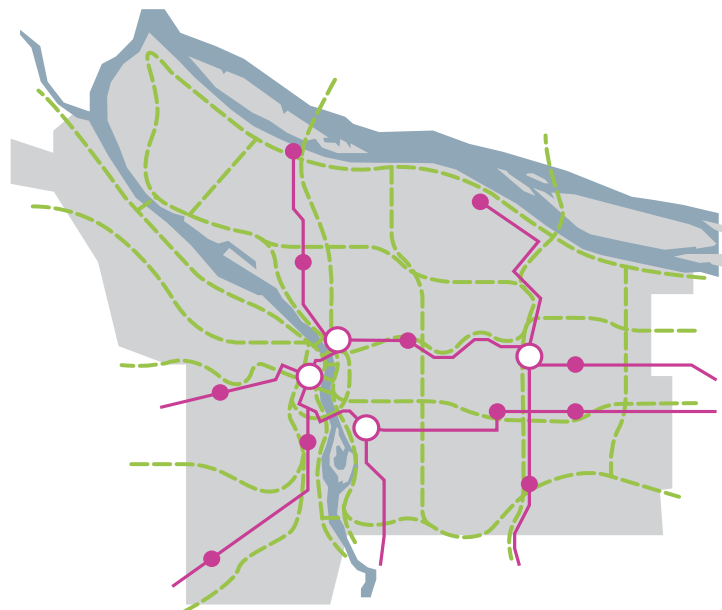
## D. IMPROVE NATURAL AREAS AND OPEN SPACES

Improving and expanding natural areas and open spaces, and linking them with urban habitat corridors and other connections, will ensure that Portland will continue to be a healthy place to live and a resilient urban landscape as the climate changes.



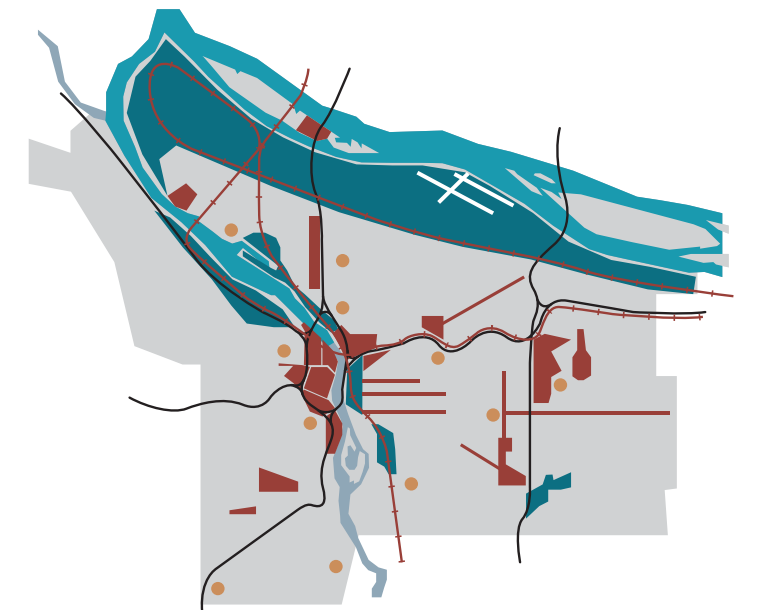
## C. CONNECT PEOPLE AND NEIGHBORHOODS

Developing a series of different types of connections, such as transit lines and city greenways will support more Portlanders by strengthening sense of place, reducing reliance on cars, and encouraging active healthy lifestyles.



## E. ENCOURAGE JOB GROWTH

Industrial and employment districts have specialized building needs and system connections such as river ports, the airport, freeways, and heavy rail lines. These must be improved to maintain Portland's role as a diverse job center, key northwest port to Asia and home to several growing campuses, institutions and other business sectors.





# PRIORITIZE INVESTMENTS

## INVESTMENT STRATEGIES TAILORED TO NEIGHBORHOOD NEEDS

Since Portland's neighborhoods vary in size and local conditions, the 2035 Comprehensive Plan supports four investment strategies that tailor the type of investment to local needs and context.

### 1. Invest to reduce infrastructure disparities and improve livability.

This strategy is appropriate for places that are not expected to grow significantly, but have existing infrastructure deficiencies. Investments could improve the safety of streets, bicycle and pedestrian routes, and local parks. Economic development programs could support existing and new businesses, and improve neighborhood prosperity and vitality.

### 2. Invest to enhance and improve neighborhoods, increase affordability and accommodate growth.

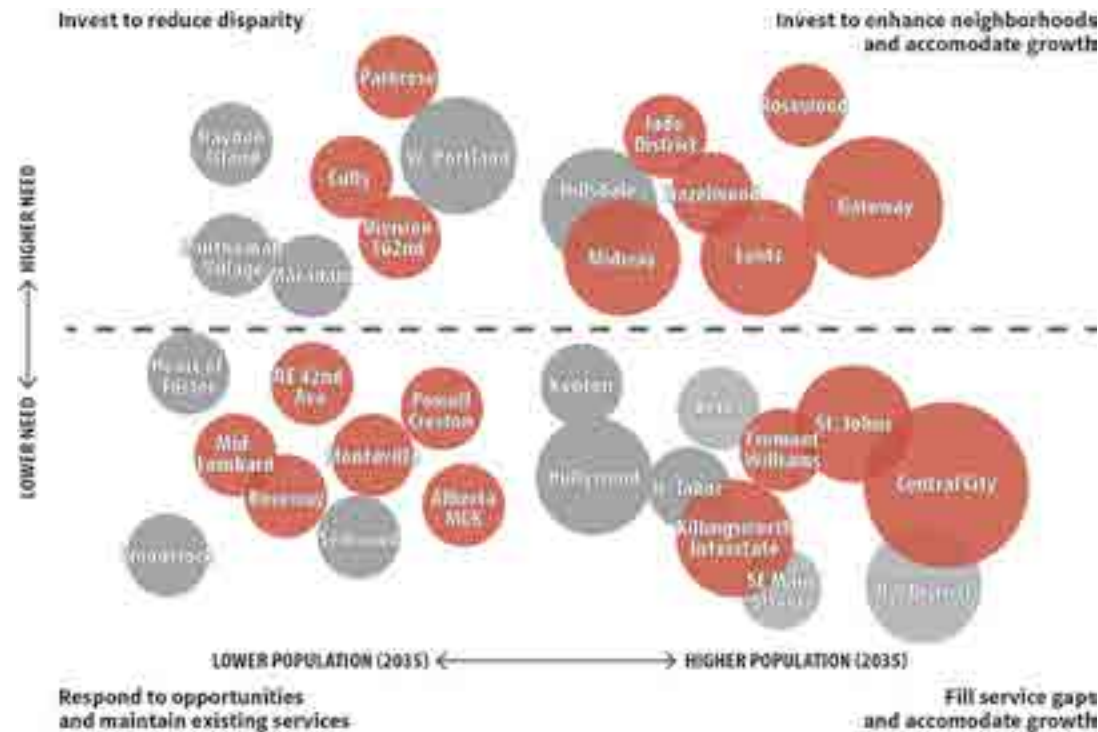
This strategy is aimed at places that lack basic infrastructure or services and either have many residents now, or will in the future. Investments could include improving streets, creating new parks and addressing other deficiencies. Economic development programs could help increase jobs and community services and preserve businesses in the area.

### 3. Invest to maintain existing services and respond to opportunities.

In these places, investments focus on maintaining existing infrastructure, increasing safety, as well as responding to opportunities.

### 4. Invest to enhance affordability and accommodate growth.

Some places have already benefited from public and private investments in services like light rail, complete streets and neighborhood business districts. Future investments should focus on making sure infrastructure can serve new residents, increase safety, fill remaining service gaps and expand affordable housing choices.



Circle sizes correspond to center types: Central City (largest), Gateway Regional Center, Town Centers and Neighborhood Center (smallest). Darkest red circles indicate that the center clues higher than average concentrations of vulnerable residents, such as renters, communities of color, households with low-median incomes and/or low education levels.

# PLAN FOR CHANGE

Portland's growth strategy of targeting new growth in centers and corridors is on the right track, but the city has a long way to go to accommodate increases in population and employment. The pace of change will vary in different parts of the city based on changing market conditions.

Generally, centers and corridors throughout the city are likely to see improvements to the public spaces in parks, open areas, streetscapes and enhancements to local transit and transportation options. These places are also likely to see new mixed use and multi-story buildings on sites with the most redevelopment potential, such as surface parking lots, underutilized parcels and vacant lands.

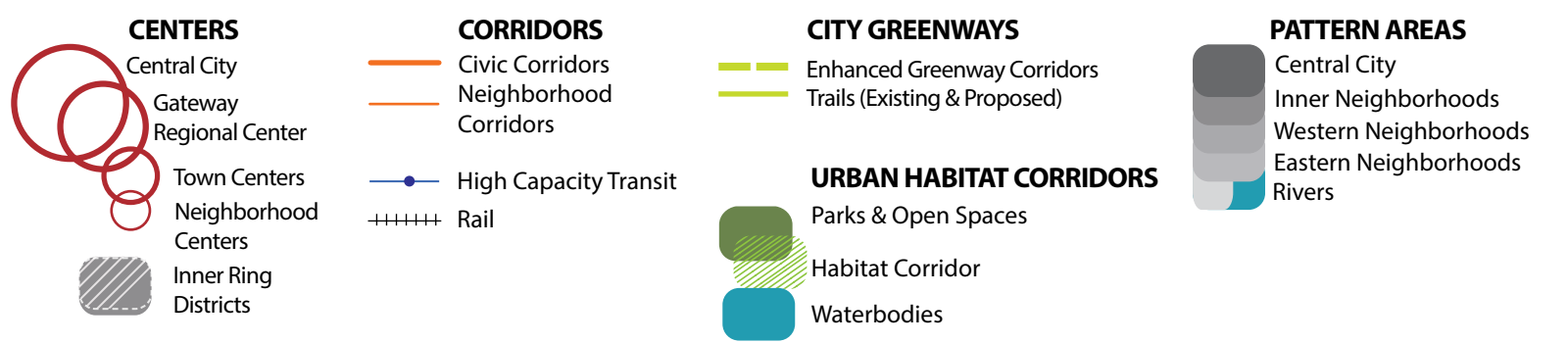
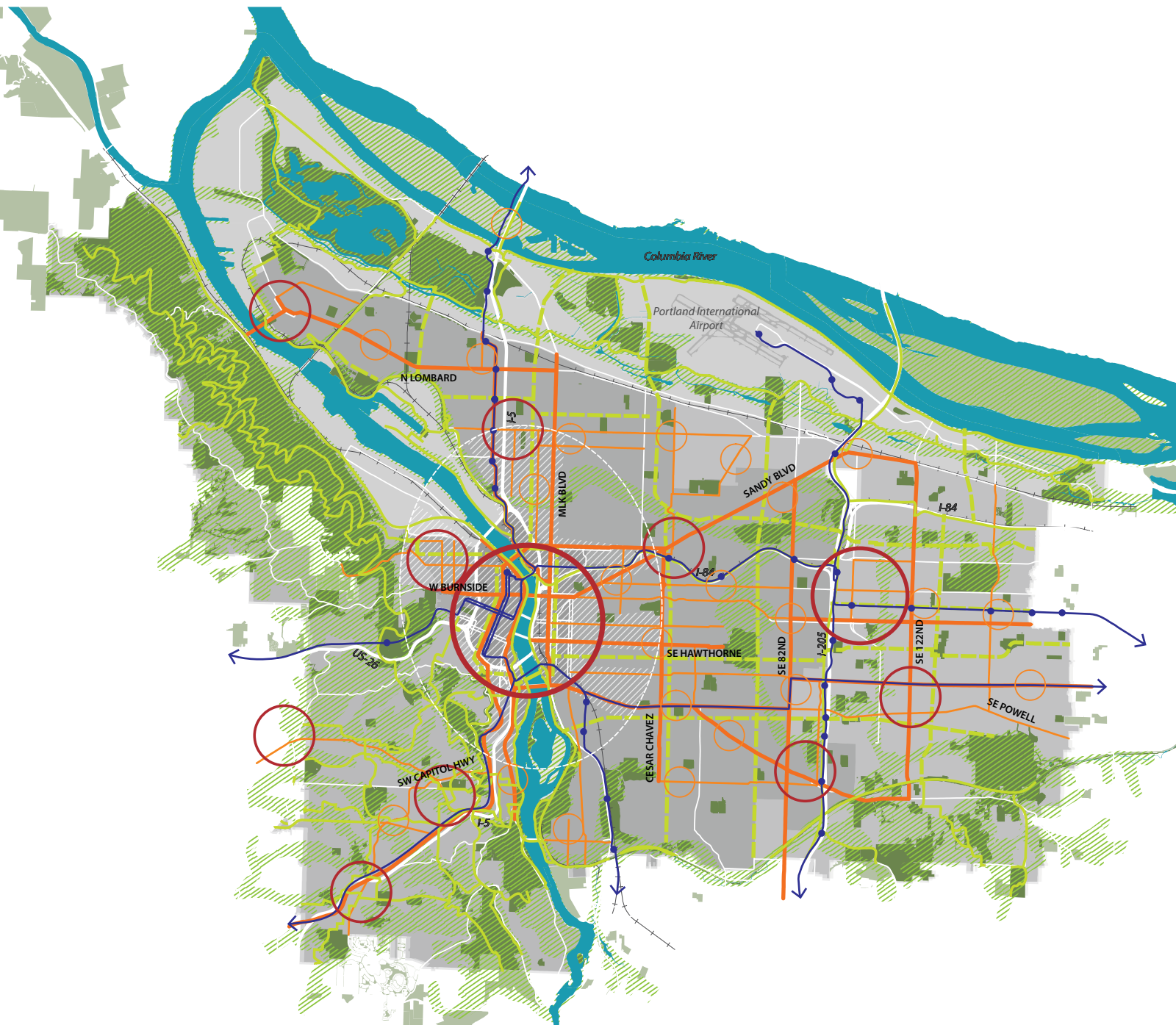
New development in centers and corridors will be mixed in with existing older, and sometimes historic, buildings and structures. More affordable spaces in these older existing buildings offer good opportunities for new residents and businesses to incubate and/or get established in the local community, helping contribute to the dynamic, idiosyncratic character of Portland's urban places.





# URBAN DESIGN FRAMEWORK

The **URBAN DESIGN FRAMEWORK** brings the urban design objectives to the ground and details how the city will achieve them. It locates centers and corridors – areas expected to grow and change – within the context of the City's distinctive natural and topographic features. It is intended to help shape conversations about existing and future places, connections and experiences, and the public infrastructure investments needed to support them.



**CENTERS**  
Compact and growing mixed use urban areas of varying size provide access to jobs, commercial services, transit connections and housing options.



**CORRIDORS**  
Major city streets with new growth offer critical connections to centers, links to transit, commercial services, jobs and housing options.



**TRANSIT STATION AREAS**  
Station areas along high capacity transit lines connect people to important areas of residential, employment and urban development.



**CITY GREENWAYS**  
A citywide network of trails, greenways and heritage parkways connect people to nature, parks and major destinations or centers.



**URBAN HABITAT CORRIDORS**  
A system of existing enhanced and future potential urban habitat corridors connect fish, wildlife and people to key natural features throughout the city.



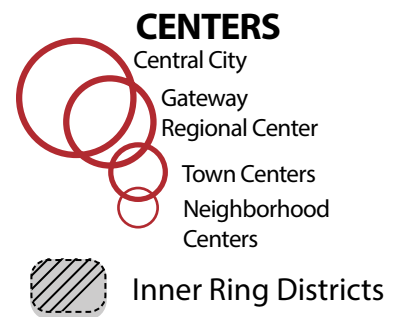
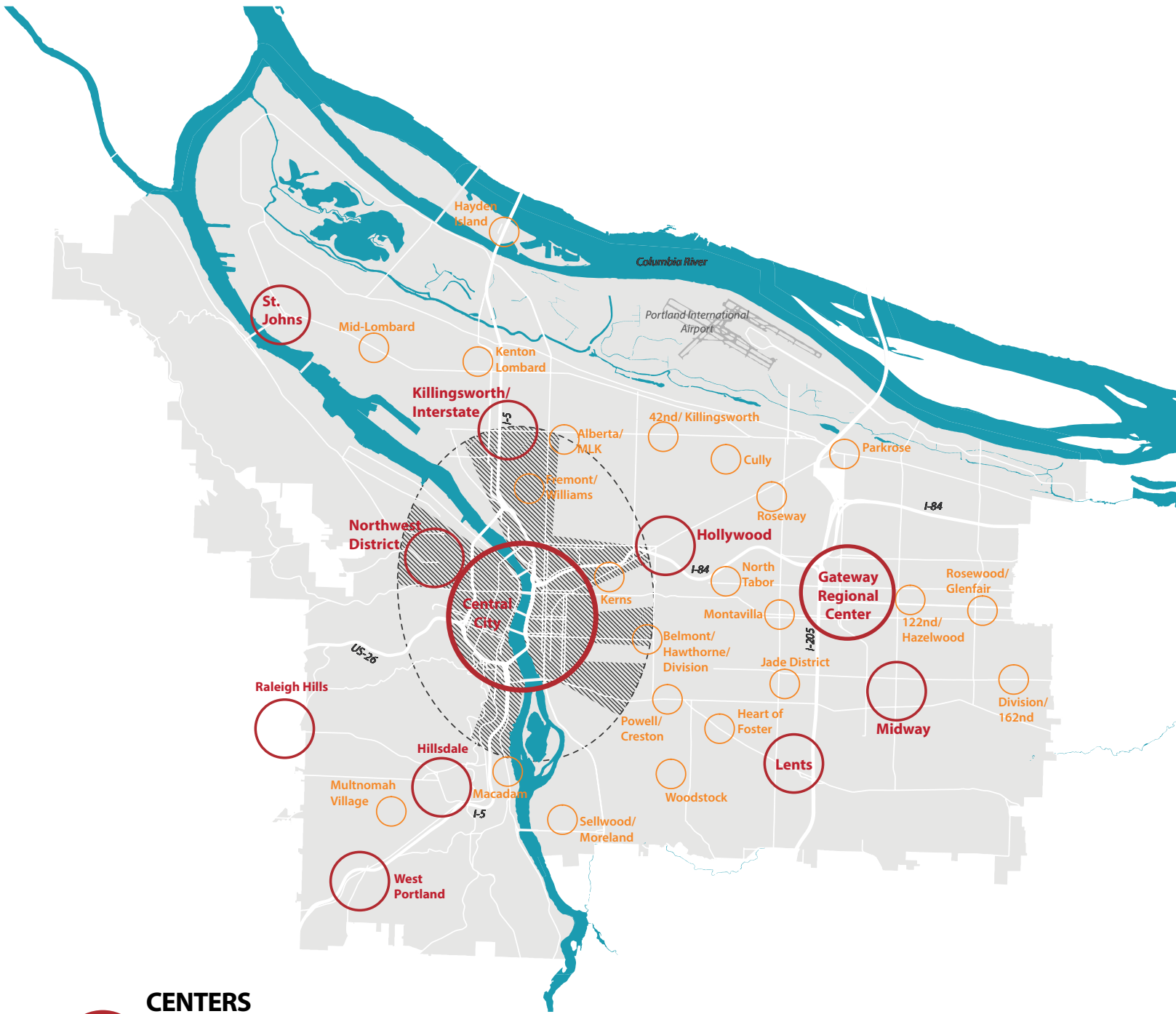
**EMPLOYMENT AREAS**  
Diverse and growing areas of employment host a variety of business sectors in different parts of the city.



**PATTERN AREAS**  
Portland's broad geographies are defined by existing patterns of natural and built features.



# CENTERS



Part of the preferred growth scenario, **CENTERS** provide the primary areas for growth and change in Portland over the next 25 years. They are compact urban places that anchor complete neighborhoods, featuring retail stores and businesses (grocery stores, restaurants, markets, shops, etc.), civic amenities (libraries, schools, community centers, churches, temples, etc.) housing options, health clinics, employment centers and parks or other public gathering places. Centers transition in scale to surrounding lower density neighborhoods using “middle housing” building types – rowhouses, duplexes, triplexes, etc. – at their edges. Targeting new growth in centers and the inner ring districts helps achieve goals of having more Portlanders live in complete neighborhoods, use more mass transit and active transportation, reduce their energy use and mitigate climate change.



## CENTRAL CITY

The Central City is the region’s premier center with jobs, services, and civic and cultural institutions that support the entire city and region. It includes major attractions, amenities and institutions not found anywhere else in the region, such as Portland State University, Tom McCall Waterfront Park, the Oregon Convention Center, the Portland Art Museum and the region’s Transit Mall.



## GATEWAY REGIONAL CENTER

Gateway Regional Center is East Portland’s major center, providing the area and region with civic, employment and community services. It includes the City’s second largest transit hub outside of downtown and good freeway access to regional destinations, such as Portland International Airport.



## TOWN CENTERS

Town Centers, such as Hollywood or St. Johns, serve broad areas of the City. They are typically anchored by employment centers or institutions and feature a wide range of commercial and community services and have a wide range of housing options.



## NEIGHBORHOOD CENTERS

Neighborhood Centers are smaller centers – frequently areas of focused activities along streets – that include a mixture of higher density commercial and residential buildings. Because these centers are smaller, there are many more of these citywide, meaning that many Portlanders are likely to live close to a neighborhood center.



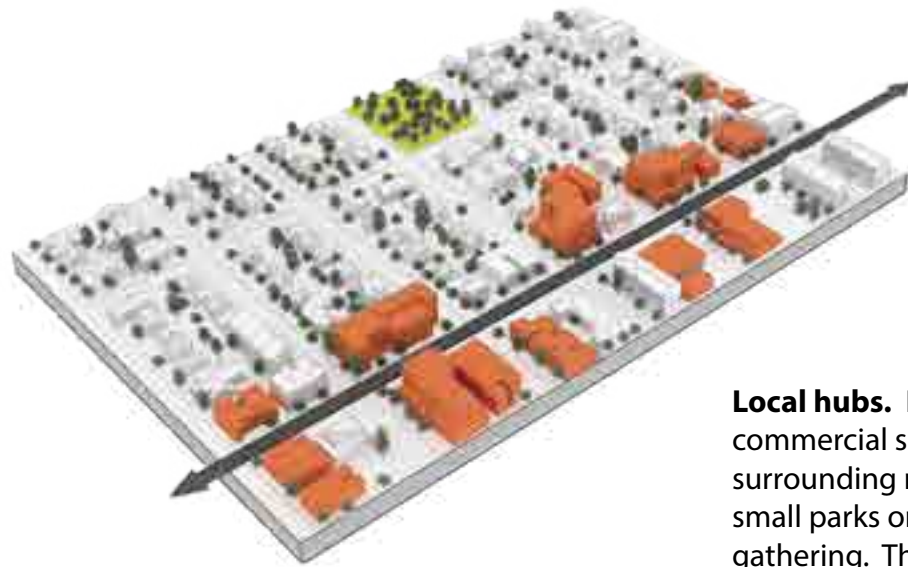
## INNER RING DISTRICTS

The Inner Ring Districts include some of Portland’s oldest neighborhoods with several historic districts and a broad diversity of housing types. These areas feature multiple mixed-use transportation corridors, allowing most residents to live within a short, quarter-mile distance of frequent-service transit and neighborhood businesses. The districts are also served by a highly interconnected system of streets and sidewalks, and are within an easy, three-mile biking distance of the Central City’s array of services, jobs, and amenities.



# CENTERS: A COMPARISON

## NEIGHBORHOOD CENTER



<b>HOUSING</b>	3,500 units
<b>JOBS</b>	Primarily retail/service
<b>BUILDING SCALE</b>	Up to 4 stories

**Local hubs.** Neighborhood centers are hubs of commercial services, activity, and transportation for surrounding neighborhoods. They typically include small parks or plazas that support local activity and gathering. These smaller centers provide housing capacity within a half-mile radius for about half the population needed to support a full-service neighborhood business district (surrounding neighborhoods provide the rest of this population base).

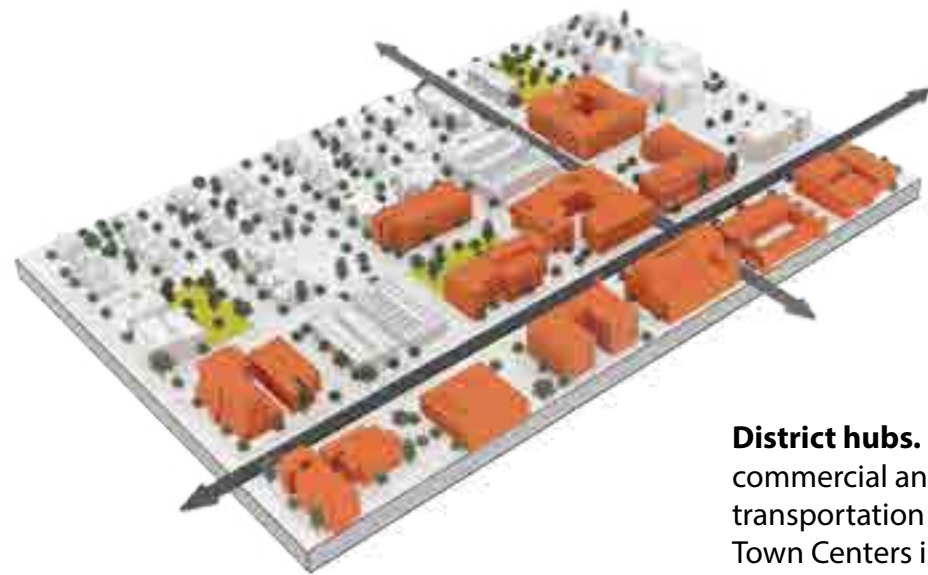
## REGIONAL CENTER



<b>HOUSING</b>	15,000 units
<b>JOBS</b>	Employment hub for East Portland (capacity for 15,000 jobs)
<b>BUILDING SCALE</b>	Up to 5-12 stories

**East Portland's hub.** Gateway anchors East Portland as a hub of employment, transportation, and commercial and public services. Gateway will be the location for public services and gathering places serving East Portland and the broader region. It has an important regional role in accommodating employment and housing growth.

## TOWN CENTER



<b>HOUSING</b>	7,000 units
<b>JOBS</b>	Diverse employment/institutions
<b>BUILDING SCALE</b>	Up to 5-7 stories

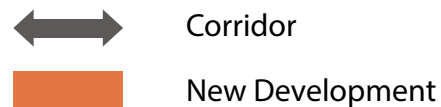
**District hubs.** Each Town Center is a hub of commercial and public services, activity, and transportation for the broad area of the city it serves. Town Centers include parks or public squares to support their roles as places of focused activity and population. They provide housing capacity within a half-mile radius for enough population to support a full-service neighborhood business district.

## CENTRAL CITY



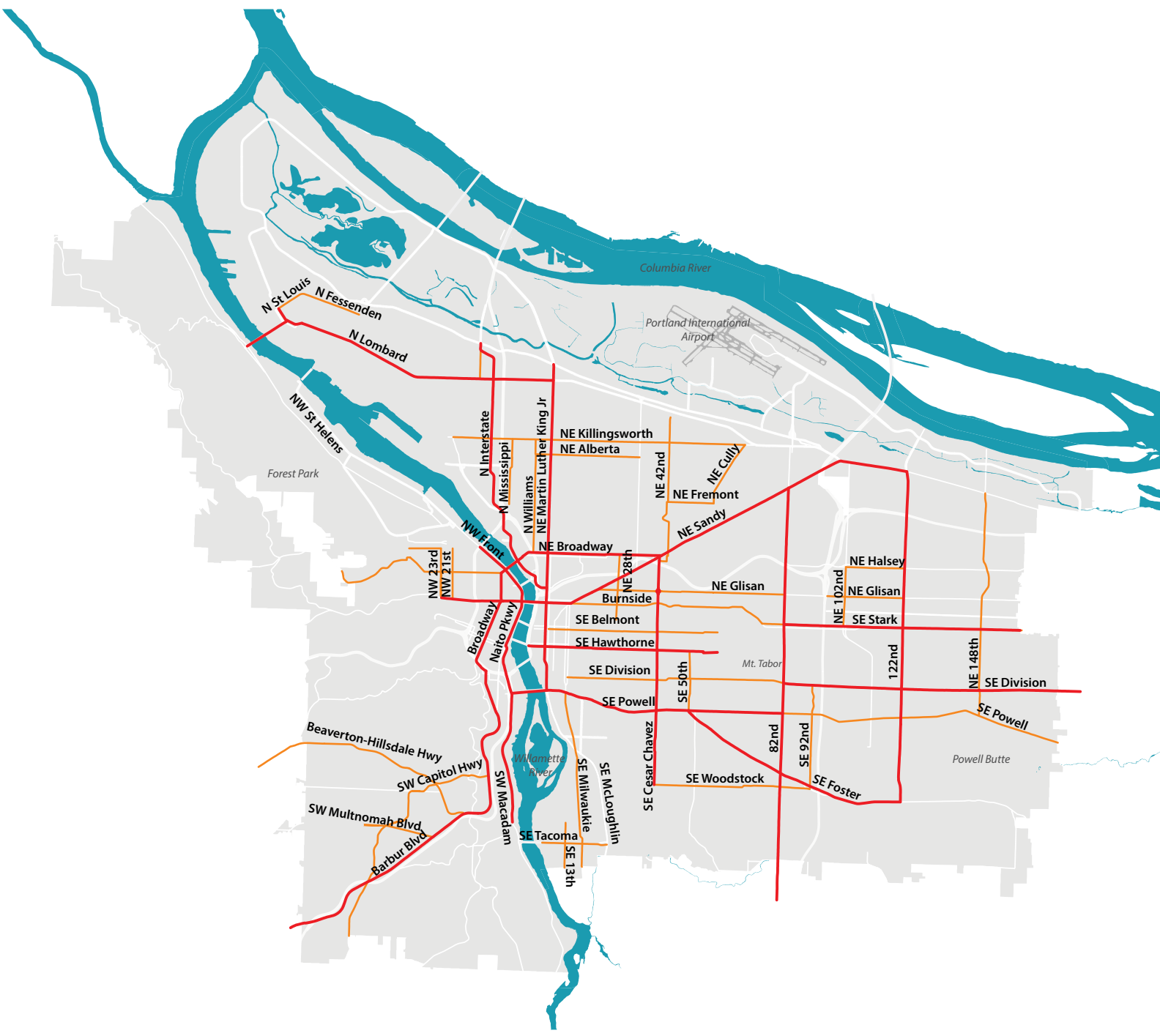
<b>HOUSING</b>	67,000 units
<b>JOBS</b>	Regional employment hub (capacity for 248,000 jobs)
<b>BUILDING SCALE</b>	Up to 30+

**The region's central hub.** The Central City anchors Portland and the entire region with concentrations of jobs, services, and civic and cultural institutions, and is the region's central transportation hub. Its mixed-use districts are the location of Portland's largest concentrations of high-density housing, and its public places and the Willamette River waterfront are places of activity and gathering for the city and region.





# CORRIDORS



## CORRIDORS

- Civic Corridors
- Neighborhood Corridors

**CORRIDORS**, like centers, are part of the preferred growth scenario and are targeted areas for growth and change over the next 25 years. These are the City's busiest and most visible streets, offering good connections between different centers within the city as well as those outside of the city boundary. Corridors offer a considerable amount of redevelopment potential, and are currently the places that are closest to most Portlanders, linking them to transit services, neighborhood stores and shops, and a mix of housing and employment options.



### CIVIC CORRIDORS

Civic Corridors are the City's busiest, widest and most prominent streets. They connect centers, help unite the City and region, and have the potential to be distinctive civic places of community pride. Besides their key transportation functions for traffic, freight and transit, Civic Corridors offer unique opportunities for signature types of lights, signs and street trees, as well as new pedestrian spaces to improve safety, visibility and livability.



### NEIGHBORHOOD CORRIDORS

Neighborhood Corridors are narrower main streets that connect neighborhoods with each other and to other parts of the city. They support the viability of neighborhood business districts and provide locations for additional housing opportunities close to local services, amenities and transit lines.



# CORRIDORS: KEY CHARACTERISTICS

Civic and Neighborhood corridors are key parts of the city's growth strategy. The "corridor" is more than just the main street – it includes the adjacent building edges and in the case of some corridors, nearby parallel streets providing space for other functions.

**Civic Corridors** are the city's largest, busiest streets with good transit connections, safe sidewalks, distinctive trees and planted areas, and big buildings creating active places where people want to be.

**Neighborhood Corridors** are smaller and more common than civic corridors, featuring smaller buildings, good bus service and active intersections. While new development along neighborhood corridors is typically adjacent to the main street, along civic corridors it can be more dispersed, extending one or two blocks away.

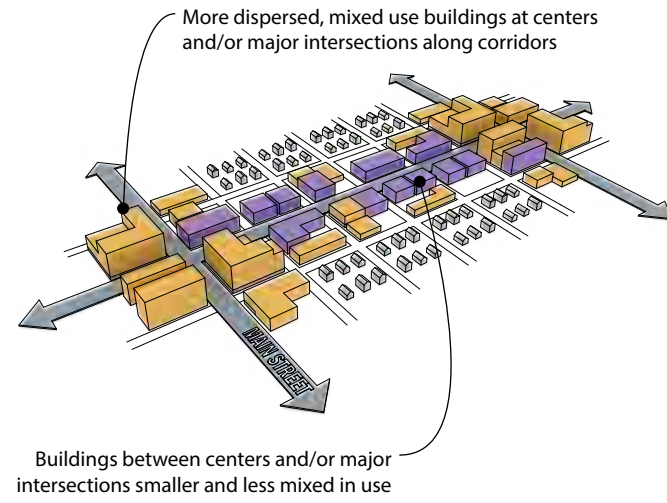
## EDGES

Some active uses, such as retail shops or offices, work better closer to the noise, activity and bustling character of corridor sidewalks. Retail or commercial uses work well adjacent to the sidewalks of most corridors (A), especially when concentrated with other retail or commercial uses. Residential uses should be set back behind a landscaped buffer if proposed at grade (B) or elevated (C) if at or near the sidewalk edge, especially if located along a busy civic corridor.

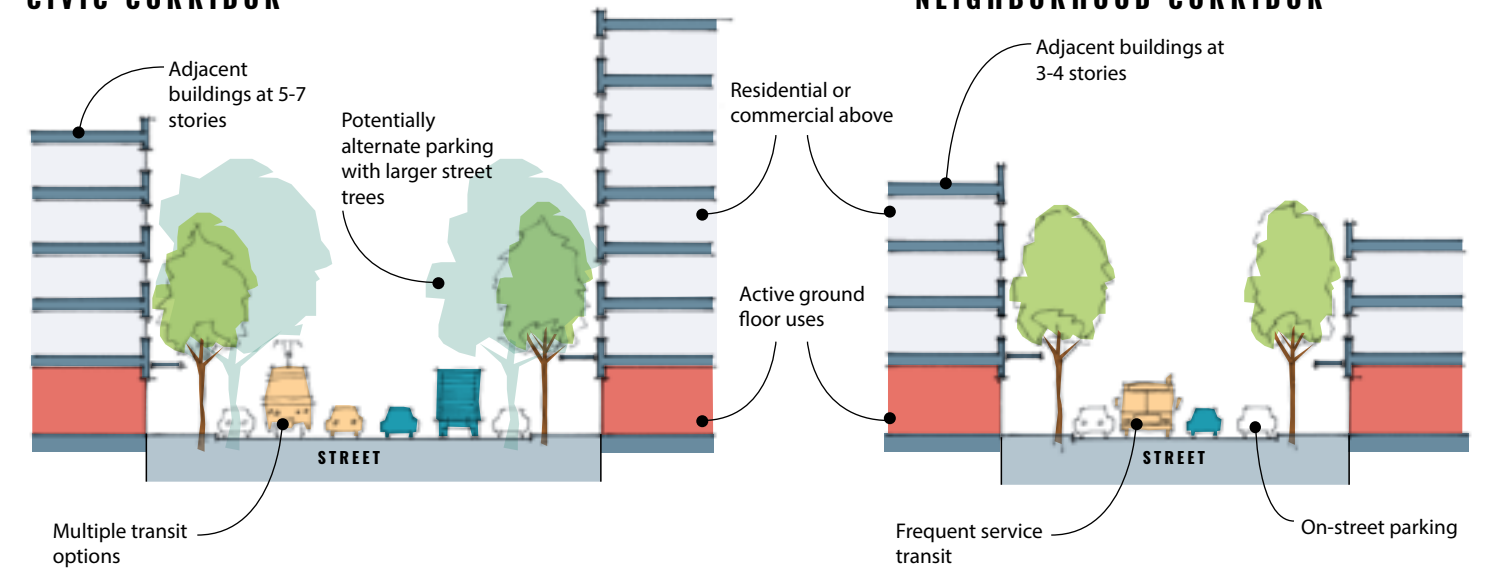
## TRANSITIONS

New multistory buildings along corridors can transition to adjacent lower density sites and structures in a few ways. One way is to incorporate denser landscape materials, such as evergreen trees (A), for screening between existing and new residential units. Other ways include using step downs (B) or step backs (C) where larger building volumes "terrace" down toward adjacent lots, reducing the perceived mass of multi-story structures.

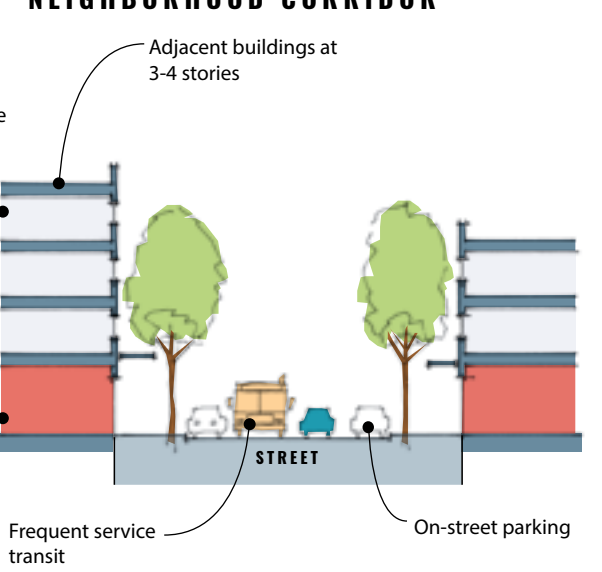
### CORRIDOR SEGMENT DIAGRAM



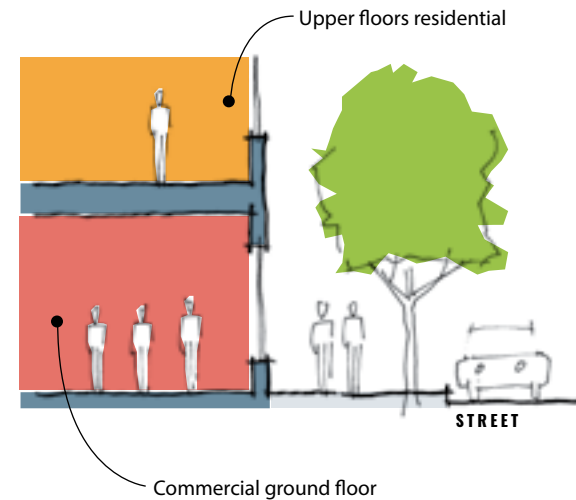
### CIVIC CORRIDOR



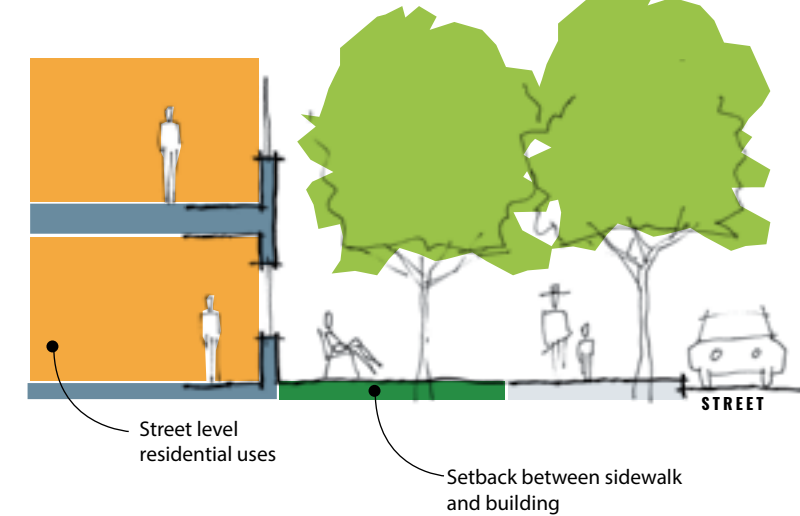
### NEIGHBORHOOD CORRIDOR



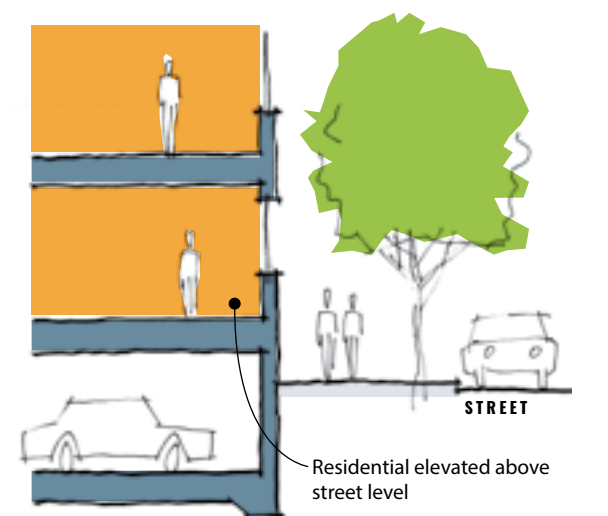
### A. COMMERCIAL AT STREET LEVEL



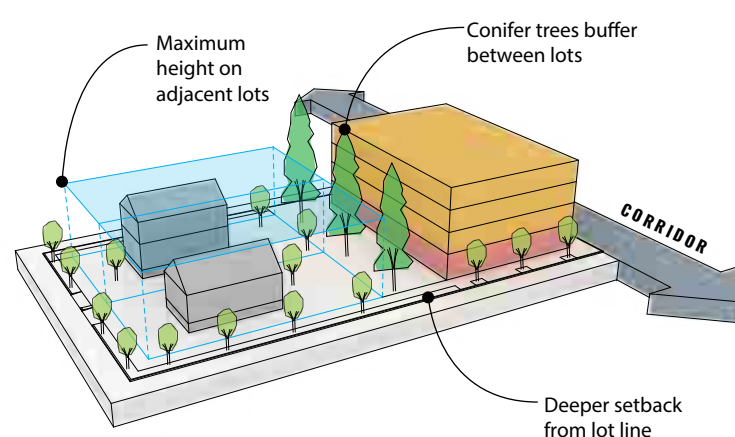
### B. SETBACK RESIDENTIAL



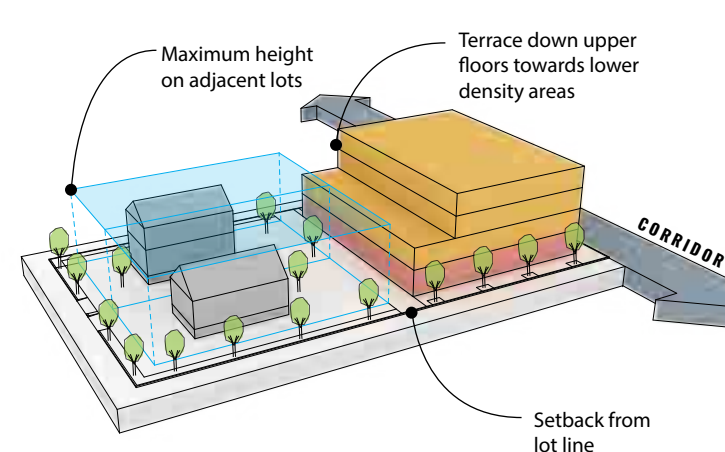
### C. ELEVATED RESIDENTIAL



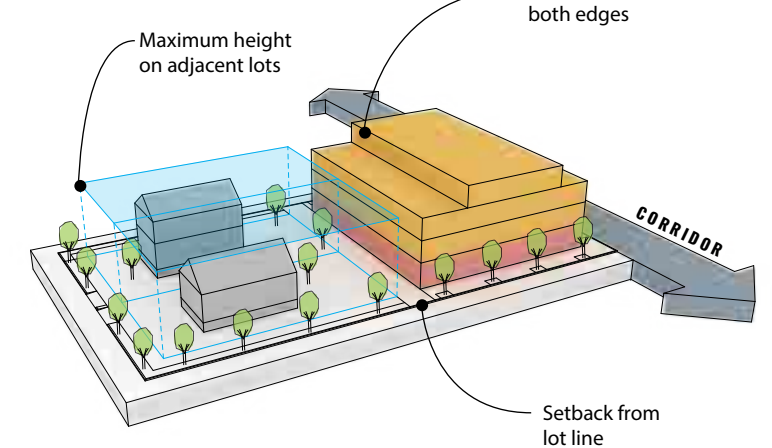
### A. EVERGREEN



### B. STEP DOWN



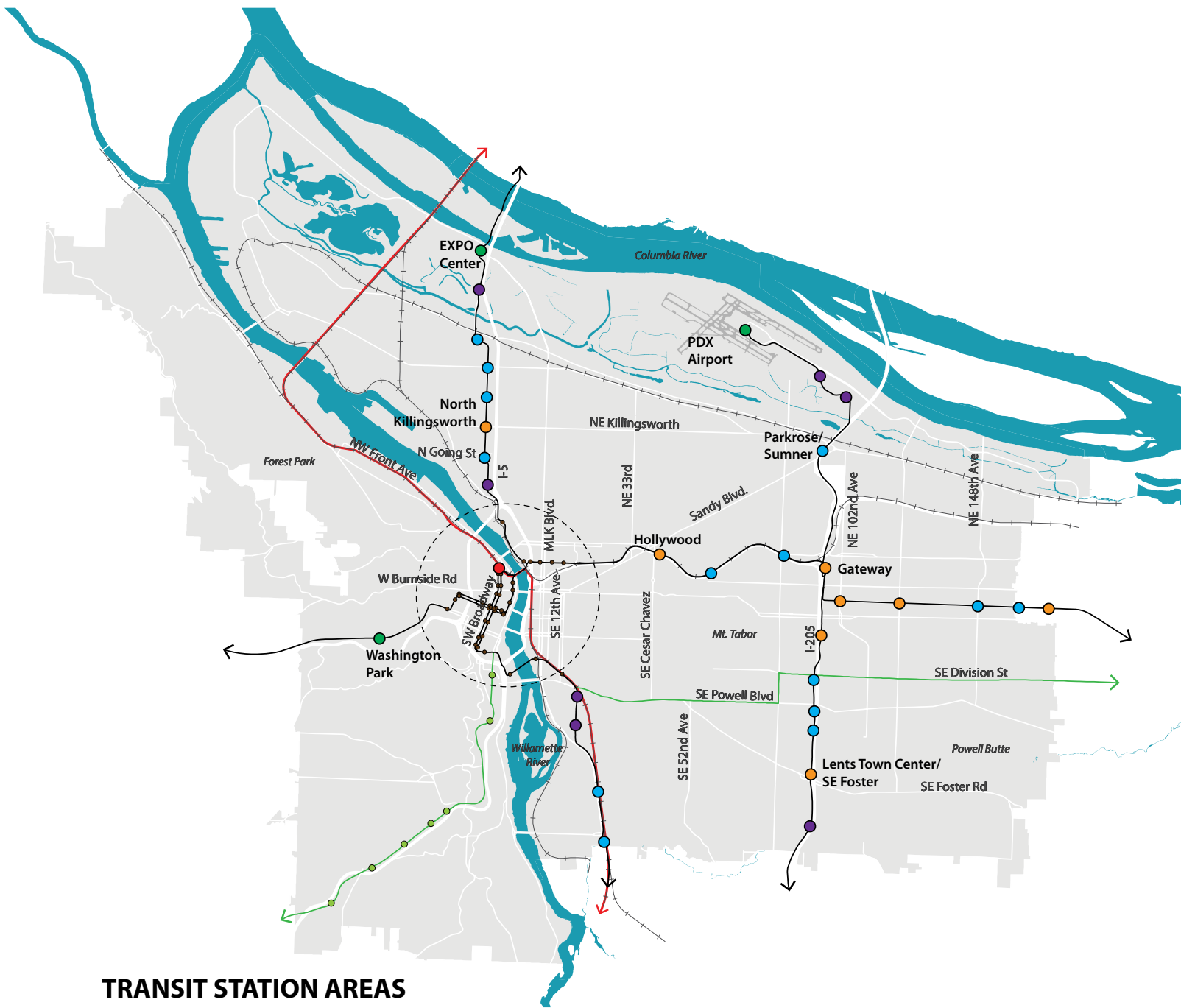
### C. STEP BACK





# TRANSIT STATION AREAS

Portland today has over 30 light rail **STATION AREAS**, many of which will be part of the City's centers and corridors growth strategy. Some station areas will be integrated into higher density environments that include a wide range of uses, development scales and connections to trails, paths or other transit lines. At other station locations, the surrounding development patterns may reflect a bias toward residential or employment uses and in some cases the station area may be at a regional destination or attraction without a lot of associated development.



## TRANSIT STATION AREAS

- Center Stations
- Employment Stations
- Transit Neighborhood Stations
- Destination Stations
- Central City Stations
- Intercity passenger rail alignment
- Future transit alignment & potential station areas
- +++ Rail

### CENTER STATIONS



Center Stations are part of a mixed-use center or corridor. They have the highest potential for mixed use development because they are near local services and businesses and they typically offer connections to other transit routes.

### EMPLOYMENT STATIONS



Employment Stations serve areas with employment centers, concentrations of businesses or clusters of commercial and/or industrial uses. Residential development may not be an important component at these station locations.

### TRANSIT NEIGHBORHOOD STATIONS



Transit Neighborhood Stations serve high-density housing areas and districts. Sites around these station areas are targeted to expand housing opportunities and choices enabling more people to live close to transit.

### DESTINATION STATIONS



Destination Stations provide access to important destinations or attractions such as large parks, regional trail systems, the airport or the EXPO Center. While they are well connected to the surrounding transportation network, they may not have significant new development around them.



# CITY GREENWAYS

**CITY GREENWAYS** are a citywide network of trails and green, park-like corridors linking major centers, destinations, the rivers and other large open spaces. Regularly spaced greenways help promote active living, both for recreation and transportation, for people of all ages and abilities. The City Greenways system is made up of trails, heritage parkways, enhanced greenway corridors and neighborhood greenways. Neighborhood greenways, not illustrated here, extend the system into all neighborhoods of the city.



## CITY GREENWAYS

- Trails (Existing & Proposed)
- Enhanced Greenway Corridors
- Heritage Parkway
- Parks & Open Spaces



### HERITAGE PARKWAYS

Heritage Parkways are iconic streets or segments of streets such as NE Ainsworth, SE Ladd or SE Reed College Place, that include elements such as linear parks, views, planted median strips or other types of distinctive landscaping or street design. Some heritage parkways will become parts of enhanced greenway corridors.



### CITYWIDE TRAILS

Citywide Trails such as Springwater Corridor, Leif Erikson or the I-205 Trail, typically provide off-street pedestrian and bicycle access, and are often located in natural areas, hillside areas, adjacent to freeways, and along rivers.



### ENHANCED GREENWAY CORRIDORS

Enhanced Greenway Corridors are extensions of the trails and parkways system through the heart of the city. These corridors will offer distinctive park-like connections that prioritize pedestrians and bicycles, and incorporate broader spreading trees and planted areas to help filter stormwater and improve air quality. The proposed "Green Loop" in the Central City will become a hub for this network of pathways, parkways and open spaces, linking singular attractions, creating new opportunities for gathering and encouraging active transportation choices that lead to healthier lives.



### NEIGHBORHOOD GREENWAYS






Neighborhood greenways, not illustrated on the map, are an extensive network of streets with low volumes of motor vehicle traffic that are prioritized for bicycles and enhance the pedestrian environment, working in conjunction with the rest of the City Greenways system to extend the system into all neighborhoods.



# URBAN HABITAT CORRIDORS



## URBAN HABITAT CORRIDORS

-  Existing / Enhanced Habitat Corridor
-  Future / Potential Habitat Corridor
-  Parks & Open Space
-  Waterbodies
-  Elevation over 300'

Today's **URBAN HABITAT CORRIDORS** will be enhanced by protecting, restoring and improving connectivity between existing large anchor habitats such as Forest Park, Smith/Bybee Lakes or the Willamette or Columbia Rivers, and along corridors that support fish, wildlife and people. Potential habitat corridors will eventually connect existing habitats, parks and tree canopy by "greening up" neighborhoods and business areas. Landscaping with native plants, tree plantings, vegetated stormwater facilities, and ecological development, such as ecoroofs, are approaches that support urban habitat corridors and will help the City remain resilient to climate change and natural hazards.



### FISH, WILDLIFE AND PEOPLE

Urban habitats provide safe, healthy places for a myriad of resident and migratory fish and wildlife species to live and move through the city. Maintaining diverse, connected habitat corridors will help fish and wildlife adapt to continued human population growth and development, and to climate change. Urban habitats also benefit Portlanders by keeping the air and water clean and cool, reducing the risks from landslides and flooding, and providing places for people to play, learn and experience nature.



### KEY HABITAT FEATURES

Urban habitats encompass the City's most valuable and distinctive natural features -- the Willamette and Columbia rivers, streams and sloughs, wetlands, large forested areas such as Tryon Creek State Park, and topographic features including the West Hills, Willamette Bluff, Mount Tabor, Kelly Butte and Powell Butte. Some urban habitats are rare or declining, such as remnant native oak, bottomland hardwood forest or river islands. Urban habitats can also include street and yard trees, backyard plantings, parks, and built features like bridges that provide opportunities for Peregrine Falcon nesting.



### HABITAT CORRIDORS IN NEIGHBORHOODS AND BUSINESS DISTRICTS

Urban habitats exist today within Portland's developed areas. Rivers, streams and sloughs flow through many neighborhoods and business districts, and the city is known for abundant trees and vegetation. Enhancing urban habitats means preserving and restoring existing natural features, creating connections between tree canopy and greenspaces, and incorporating nature into the design of buildings and landscaping, streetscapes, parking lots and infrastructure.



# EMPLOYMENT AREAS



## EMPLOYMENT AREAS

- Central City
- Industrial / Employment
- Commercial
- Institutional
- Regional Truckway / Priority Truck Street
- Heavy Rail

Portland's jobs are spread evenly across four types of **EMPLOYMENT AREAS** that thrive in different parts of the city. Each of these areas are growing and have different types of prosperity benefits. Traded sector (export) businesses bring income and jobs into the region and are mainly in the industrial and office sectors. Leading job growth opportunities are in the institutional sectors. Neighborhood business districts are a highly valued source of neighborhood prosperity. Middle-wage jobs that require less college education and improve equity are concentrated in the industrial sectors.



**CENTRAL CITY**  
Central City is the region's high-density employment center. It is primarily an office district for professional and business services, finance, information and government. It is also a key location for retail, entertainment, small and craft industry and education sectors.



**INDUSTRIAL**  
Industrial districts are in the low, flat areas along Portland Harbor and the Columbia Corridor, Oregon's freight infrastructure hub. The manufacturing and distribution sectors concentrate here. They typically want one-story buildings, medium to large sites, and locations buffered from housing.



**COMMERCIAL**  
Commercial areas are mainly home to the retail, personal service, and related sectors that serve customers on-site. These businesses locate amid their market areas, lining corridors in neighborhoods across the city. They generally want ground-floor space along pedestrian or auto-oriented streets.

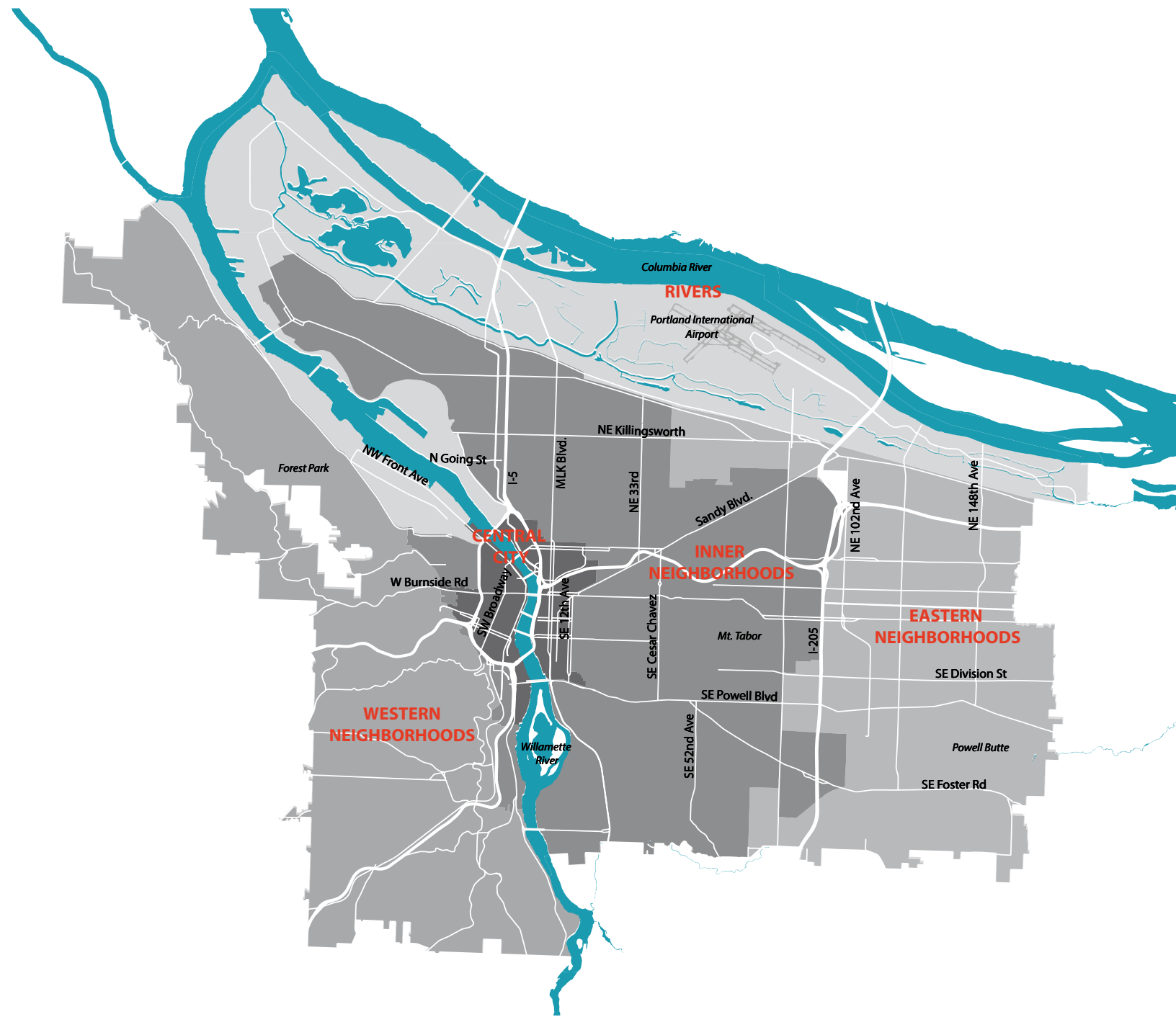


**INSTITUTIONS**  
Institutions in the health care and education sectors are concentrated in large hospital and college campuses and dispersed smaller facilities. Major institutions are large employers with campuses that vary from somewhat pastoral expanses to more concentrated urban grounds.



# PATTERN AREAS

Portland's natural and built patterns—its hills and streams, street and block types, buildings and open spaces—give the city's different geographies their distinct characters, or **PATTERN AREAS**. Acknowledging that "one size does not fit all" will help tailor more specific policies and regulations to better respond to each area's unique natural and built assets.



- PATTERN AREAS**
- Central City
  - Inner Neighborhoods
  - Western Neighborhoods
  - Eastern Neighborhoods
  - Rivers



## CENTRAL CITY

New development in the Central City should support its role as the region's center for innovation and exchange. New buildings and spaces should contribute to a highly urbanized and evolving built form with high density employment, cultural and institutional centers. It's network of tight streets and pedestrian pathways should be strengthened and expanded, recognizing that a healthy city must have a healthy core.



## INNER NEIGHBORHOODS

New development in inner neighborhoods should enhance the fine-grain, pedestrian-scaled built environment of main streets, mixed-use districts and residential areas. In the inner-ring districts, new development should take advantage of the area's proximity to the Central City with increased densities while working to enhance and preserve identified historic and cultural resources.



## WESTERN NEIGHBORHOODS

New development in western neighborhoods should respond to the area's prominent hilly topography, adapt construction to consider the many streams, ravines and forested slopes, and protect preeminent views of other parts of the city.



## EASTERN NEIGHBORHOODS

New development in eastern neighborhoods should enhance the area's distinctive mix of built patterns, improve street and pathway connectivity, and integrate natural and landscape features such as buttes, streams and large native trees.



## RIVERS

New development in the Rivers pattern area should support the diverse activities and physical patterns of its natural resource and wildlife habitat areas, prime industrial lands and connections to the rivers. New buildings, adaptively reused structures and public spaces should enhance human access to the water where it will not conflict with ecological functions for native fish and wildlife. These facilities should also enhance access and mobility for large industrial delivery vehicles, including trucks, trains and ships. Where practical, new development should strive to integrate nature and natural systems enhancements, with industrial development and activities.



## SUMMARY

The Urban Design Direction provides a vision for the future of Portland's physical landscape. It focuses primarily on the goals and policies of the 2035 Comprehensive Plan that affect the different places of the city – its districts, neighborhoods, streets and parks. It describes a physical vision for Portland 25 years from now that is built on the city's existing assets: its people, places and experiences – and incorporates their aspirations into a future place that is equitable, healthy, prosperous and well-connected.

With guidance from the 2035 Comprehensive Plan and Urban Design Direction, Portland will continue to take positive steps toward achieving its growth objectives and enhancing its signature livability. The Urban Design Direction is key in identifying, illustrating and describing the distinctive places, forms and systems that make Portland, Portland.







**Bureau of Planning and Sustainability**

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