

# The Future of Portland's Central City

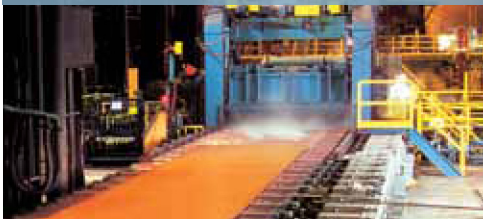
Portland's Central City is home to thriving urban neighborhoods and the core of the regional economy. It is a resource for the metro area with a concentration of jobs, innovative cultural and entertainment destinations, bustling retail districts, urban universities and the Willamette River.

It is important that we adequately plan for the continued success of the Central City. Central City 2035 (CC2035) is such a planning effort. As an update to the 1988 *Central City Plan*, CC2035 will address new challenges and opportunities to ensure a vibrant and sustainable Central City, now and in the future.



## PHASE I: CONCEPT PLAN DEVELOPMENT — Set overall direction for the future of the Central City related to . . .

### ECONOMIC VITALITY



### HOUSING AND COMMUNITY DEVELOPMENT



### URBAN DESIGN



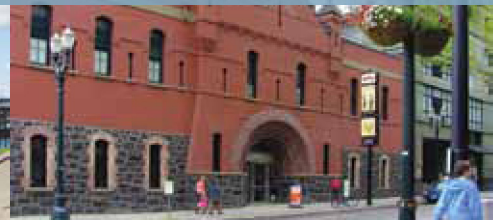
### MOBILITY



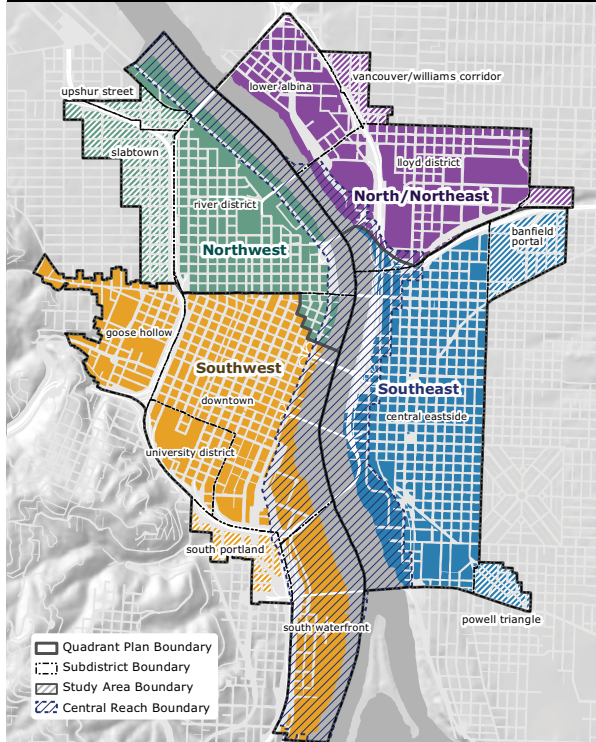
### THE WILLAMETTE RIVER



### CIVIC AND CULTURAL LIFE



## PHASE II: PLAN IMPLEMENTATION — Identify specific ways to implement the Concept Plan:



**QUADRANT PLANS** — Develop a framework for each of the four Quadrants of the Central City, including detailed plans for the subdistricts within each Quadrant

**REGULATORY IMPROVEMENT** — Adjust land use, zoning, transportation and development regulations



**PROJECT WEBSITE:**  
[WWW.PORTLANDONLINE.COM/BPS/CC2035](http://WWW.PORTLANDONLINE.COM/BPS/CC2035)

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 City of Portland Bureau of  
**Planning and Sustainability**  
 Sam Adams, Mayor | Susan Anderson, Director

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# CC2035 and Connected Planning Efforts

## THE PORTLAND PLAN

**CC2035** and the Portland Plan are being created simultaneously, and while they have different purposes — one sets some high level goals for the entire city for the next 25 years; the other addresses the needs of a distinct and defined part of the city — they share a common vision and values.

The work of both plans will be coordinated carefully so the CC2035 plan reflects and supports the policies of the overarching Portland Plan. CC2035 will be one of the first “action plans” for the Portland Plan, making real the policies, goals and objectives of the Portland Plan within the Central City.

**WEBSITE:** [WWW.PDXPLAN.COM](http://WWW.PDXPLAN.COM)

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## THE RIVER PLAN / CENTRAL REACH

**T**he Willamette River defines Portland. Winding through the heart of the city and the region, it is a place of natural beauty, a home to wildlife, a means of commerce and a place to recreate and reenergize. As the transportation, economic, education and retail hub of the region, the Central City is also a core asset that needs to be sustained and enhanced.

The River Plan/Central Reach will guide, inspire and facilitate actions along the Willamette River and replace the 1987 *Willamette Greenway Plan*. CC2035 will implement new citywide policy goals, established through the Portland Plan, to update the 1988 *Central City Plan*. These planning efforts will ensure the best future for the Willamette River and the Central City.

**WEBSITE:** [WWW.PORTLANDONLINE.COM/BPS/RIVERPLAN](http://WWW.PORTLANDONLINE.COM/BPS/RIVERPLAN)

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