

Policy Framework

Background

The following framework was developed over a two year period and reflects the work of hundreds of stakeholders, an Advisory Group who scoped the range of issues to be addressed, and a Steering Committee who refined all of this input into a succinct outline of goals and policies. This framework identifies what the people of Portland want their Central City to be by the year 2035.

How to Use the Framework

This policy framework provides an integrated set of goals and policies that identify the collective outcome that future decisions, development, and investments in the Central City should achieve by the year 2035.

Initially this framework will be used to guide the development of quadrant plans as part of the CC2035 planning effort. During this phase the framework will be tested and some goals and policies may be refined. Further, as quadrant plans are developed additional goals and policies could be added to this framework. At the conclusion of the CC2035 planning effort, the final version of this framework will be formally adopted as part of Portland's Comprehensive Plan.

In the meantime, as quadrant plans are developed these individual goals and policies will guide decision making regarding how current approaches to land use, urban design, transportation, environmental stewardship, and other issues should be modified and eventually codified.

Because each quadrant and the districts within them have different predominate land use patterns and other conditions, decisions made to implement these goals and policies need to consider the extent to which each may apply, and how on balance the directions proposed by this framework can best be achieved. However, it will not be possible or appropriate to implement each individual goal and policy everywhere or all the time, although consideration as the applicability of each one should be considered as decisions are made.

Regional Center: Economy and Innovation

- Goal A:** Reinforce the Central City's role as the unique center in both the city and the region for commerce and employment, arts and culture, entertainment, tourism, education, and government.
- Goal B:** Increase the Central City's strength as a place for innovation in business, higher education and urban development. Maintain and improve the physical and social qualities that make the Central City a successful and serendipitous setting for diverse creativity, innovation and civic engagement.
- Goal C:** Improve the economic competitiveness of the Central City, especially relative to West Coast and regional markets, through expanded business and development activities.
- Goal D:** Support efforts to enhance and maintain the urban character, livability and experience of the Central City to ensure it remains the preeminent location in the region for business and commercial activities, and an attractive location for new development.

Policies to reach these goals

1. **Traded Sector Growth.** Focus business development efforts and assistance on targeted industry clusters and high-growth sector companies.
2. **Center of Higher Education.** Support the ability of the major universities in the Central City - Portland State University, Oregon Health Science University – and other higher education institutions to add to the strength of the Central City as a center of learning, business and innovation.
3. **Center of Urban Innovation.** Increase the role and stature of the Central City as a laboratory and showcase for innovative urban development and regional leader in the development of businesses related to clean technology, green practices and design, and resource conservation.
4. **Entrepreneurship and Business Innovation.** Strengthen the Central City as a location for job creation by addressing development issues that affect businesses and supporting economic development strategies and programs intended to facilitate economic growth in the Central City.
5. **Next generation of Industrial/Employment Sanctuaries.** Preserve and provide for the long-term success of Central City industrial districts, while supporting their evolution into places with a broader mix of businesses with higher employment densities.
6. **Tourism, Retail, and Entertainment.** Support the incorporation of tourism and related activities in the Central City that are complementary to its economic success, vibrancy and livability, including retail, cultural events and institutions, arts and entertainment venues.
7. **Regional Transportation Hub.** Strengthen the Central City as the hub for moving people and goods, reinforcing its regional center roles, enabling successful high density employment and housing development, and thereby affirming its role in Metro's Region 2040 Framework Plan.
8. **Optimized Street Network.** Improve street design and function to increase efficiency and safety for all transportation modes and the ability of the existing network to meet the mobility needs of

businesses, shoppers, residents and visitors. Establish a system and standards that provide for automobile access, but also emphasize freight access, transit, and pedestrian and bicycle facilities.

9. **Parking.** Use parking management strategies to support commercial and housing development while optimizing the use of the limited parking supply, encouraging the use of alternative transportation, and simplifying the parking regulations.
10. **Safe and Secure Central City.** Maintain adequate public safety and security services and reduce sources of conflict and nuisance crime through design, regulation and management.
11. **Resilient Central City.** Use planning and design in the Central City to mitigate the impacts of natural hazards.
12. **Affordability.** Support efforts to make the Central City a competitive location for development and for businesses to locate and operate.
13. **Equity and the Economy.** Support greater access to and expansion of economic opportunities in the Central City for all groups facing structural barriers and longstanding disparities to sharing in employment and economic prosperity.

Housing and Neighborhoods

Goal E: Make the Central City a successful dense mixed-use center by supporting growth of more livable neighborhoods with a mix of housing, services and amenities that support the needs of people of all ages, incomes and abilities.

Goal F: Support the ability to meet human and health service needs of at-risk populations concentrated within the Central City.

Policies to reach these goals

14. **Complete Communities.** Ensure Central City neighborhoods have access to essential public services, including public schools, parks, and community centers, and amenities, including neighborhood serving retail and commercial services that support sustainable and diverse community structure.
15. **Promote Healthy Active Living.** Design and develop Central City neighborhoods to support physically and socially active healthy lifestyles for all people through the inclusion of plazas, parks and open space, a safe and inviting public realm, access to healthy food and the density of development needed to support these economically.
16. **Low-income Affordability.** Preserve the existing supply and continue to support the development of additional housing to meet the needs of low-income Central City residents.
17. **Housing Diversity.** Provide a more diverse stock of housing to support a diversifying Central City population that includes housing compatible with the needs of families with children, people with special needs, students, seniors and the Central City workforce.
18. **Minimize Displacement.** Maintain the economic and cultural diversity of established communities in and around the Central City and utilize investments, incentives and other policy tools to minimize or mitigate involuntary displacement resulting from new development in the Central City or close-in neighborhoods.

19. **Transitional Housing and Services.** Provide housing and services that directly assist at-risk populations and allow people to transition to more stable living conditions.
20. **Conflict Reduction Strategies.** Develop ongoing strategies and programs that reduce potential conflicts between special needs populations and other Central City residents, employees, visitors, and businesses.
21. **Livable Mixed-Use Environment.** Promote design solutions and construction techniques to allow new development to be compatible with existing uses, including noise and other pre-existing conditions.

Willamette River

Goal G: Enhance the role the Willamette River plays as a significant part of the environmental health, economy, urban form, and character of the Central City.

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

Goal I: Increase public access to and along the Willamette River.

Policies to reach these goals

22. **Willamette River Health and Water Quality.** Improve the environmental conditions of the Willamette River in compliance with regional, state and federal laws and goals to make and keep the river swimmable and fishable.
23. **Portland's Commons.** Promote improvements and activities on the waterfront to strengthen the physical, visual and cultural connections between the river and the rest of the Central City. Improve recreational use, the system of trails and destinations, and public awareness of the river's historical and cultural importance.
24. **Prosperous and Vibrant Willamette River Waterfront.** Support uses that capitalize on waterfront locations, and reinforce the distinctive character of the different waterfront districts.
25. **Willamette River Tourism and Commercial Use.** Increase opportunities for tourism and commercial use on and along the Willamette River in the Central City.

Urban Design

Goal J: Highlight the Willamette River as the Central City's defining feature by framing it with a well designed built environment, celebrating views to the larger surrounding landscape, improving east-west access and orientation, and encouraging a range of river supportive uses.

Goal K: Strengthen the character of existing places and encourage the development of diverse, high-density districts that feature spaces and a character that facilitate social interaction and expand activities unique to the Central City.

Goal L: Enhance the public realm with human-scaled accessible streets, connections, and open spaces that offer a range of different experiences for public interaction.

Policies to reach these goals:

26. **Experimentation and innovation.** Support the design of new places and uses, both permanent and temporary, which promote innovation, experimentation and exchange in the Central City.
27. **Regional corridors and connections.** Elevate the presence, character, and role of physical and visual corridors such as trails, transit lines, busy streets, and significant public views, helping to bridge neighborhoods across physical and psychological barriers.
28. **Bridgehead redevelopment.** Redevelop bridgehead sites to create dynamic places that bring a diversity of residents, workers and visitors to the riverfront to elevate the importance of these locations and link east- and west side districts of the Central City.
29. **Street diversity.** Differentiate the character of key streets to offer a diversity of urban experiences and connections, reflect the character of unique districts, and expand open space functions.
30. **Signature open spaces.** Advance the Central City's iconic system of parks and open spaces by offering a wide range of social, recreation and respite functions to serve an increasingly diverse population of residents, workers and visitors.
31. **Historic resources and districts.** Enhance the identity of historically, culturally, and architecturally significant buildings and places, while promoting infill development that builds upon the character of established areas.
32. **Neighborhood transitions.** Establish transitions between the Central City's denser, taller and more commercial and industrial land uses and adjacent neighborhoods, while highlighting key gateway locations.

Health and the Environment

Goal M: Advance the Central City as a living laboratory that demonstrates how the design and function of 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.** Increase the energy efficiency of buildings, the use of on-site renewable energy systems, and the development of low-carbon district energy systems. Conserve resources by encouraging the reuse of existing building stock and recycling materials from construction and demolition.
34. **Green Infrastructure.** Expand the use of green infrastructure, such as trees, vegetation, swales, and ecoroofs, as a component of the Central City's overall infrastructure system.
35. **Watershed Health.** Improve watershed health by reducing effective impervious surface, increasing the quality and diversity of tree canopy, and protecting and restoring riparian and upland habitat.
36. **Human Health.** Encourage the use of active modes of transportation by creating and enhancing a network of bike and pedestrian paths and greenways that provide access to services and destinations including natural areas. Improve access for all people to locally grown and healthy foods. Encourage the use of building construction materials and products that do not have harmful effects on human health and the environment. Encourage social health by fostering community in a hospitable public realm

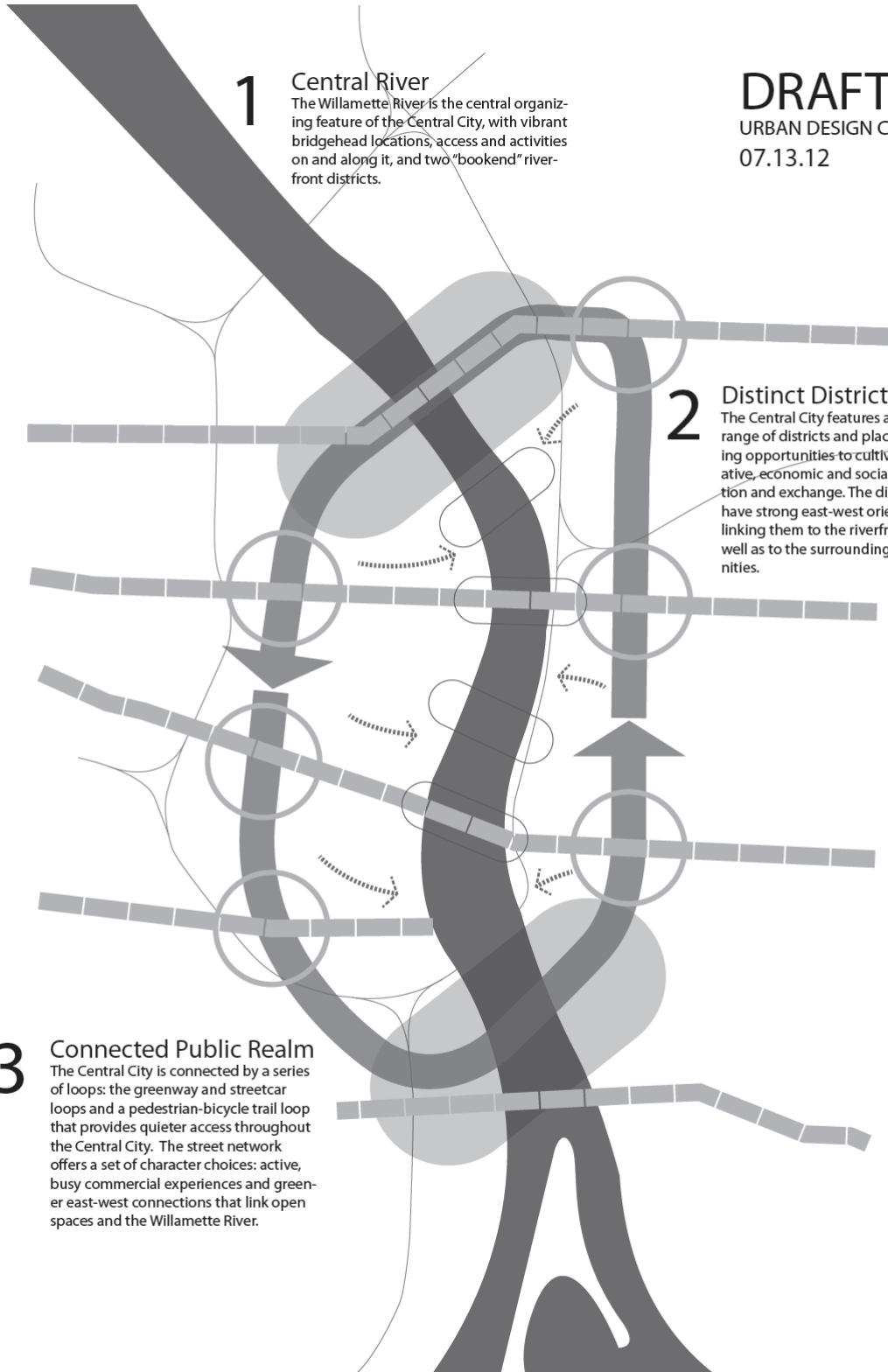
Urban Design Concept

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URBAN DESIGN CONCEPT
07.13.12

1 **Central River**
The Willamette River is the central 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.

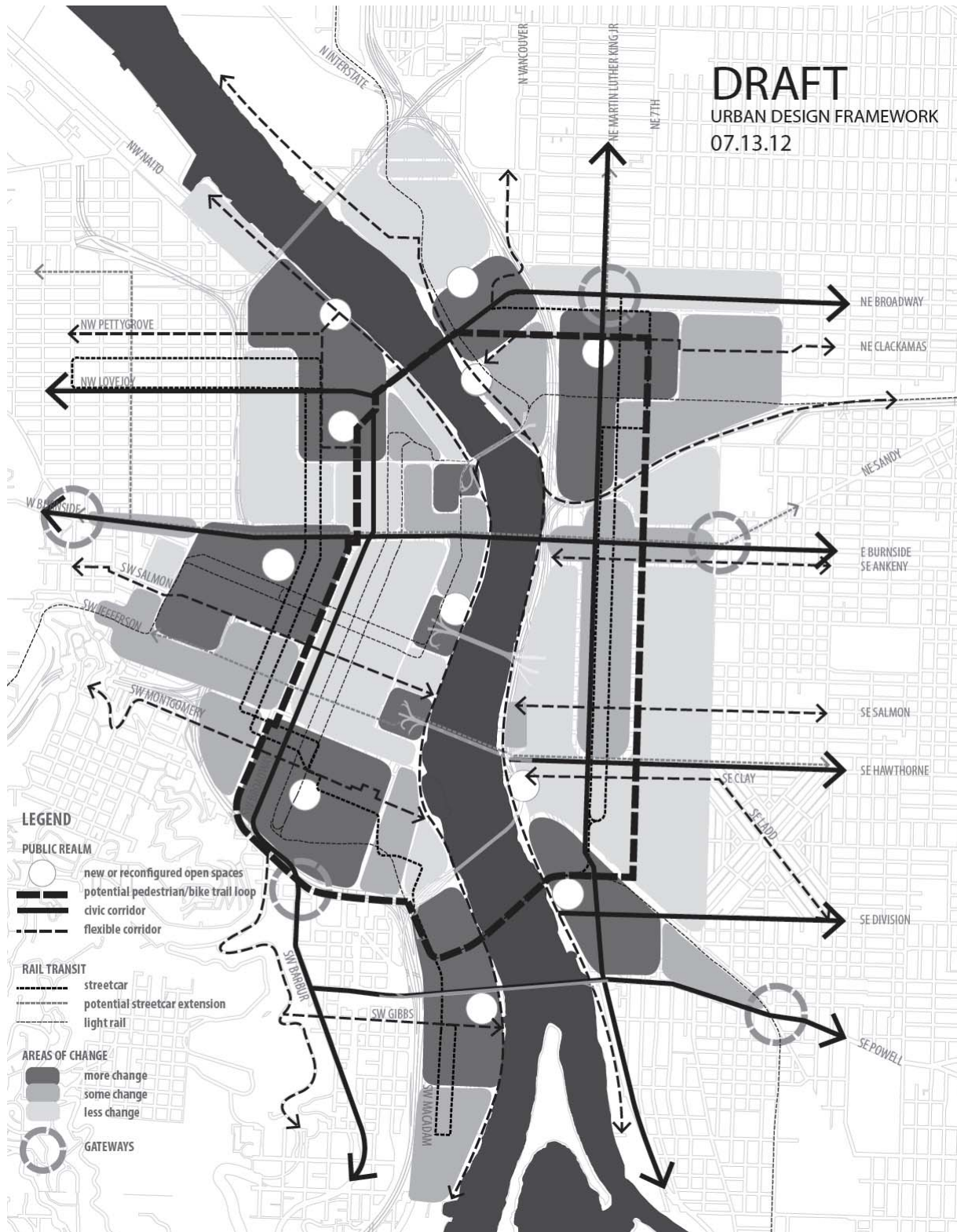
3 **Connected Public Realm**
The Central City is connected by a series of loops: the greenway and streetcar loops and a pedestrian-bicycle trail loop that provides quieter access throughout the Central City. The street network offers a set of character choices: active, busy commercial experiences and greener east-west connections that link open spaces and the Willamette River.



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URBAN DESIGN FRAMEWORK

07.13.12



LEGEND

PUBLIC REALM

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

RAIL TRANSIT

- streetcar
- potential streetcar extension
- light rail

AREAS OF CHANGE

- more change
- some change
- less change

GATEWAYS





CENTRAL CITY 2035 PLANNING PROJECT

TIMELINE

	2010	2011	2012	2013	2014	2015
2010–2011	Issues and Goals					
2011–2012		Concept Plan				
2010–2014	Quadrant Plans					
2014–2015					Implementation	

GET INVOLVED

Visit the project website for information, documents and to view upcoming events. Subscribe to our email list or RSS feed.
www.portlandoregon.gov/bps/cc2035

EMAIL

CC2035@portlandoregon.gov

PUBLIC MEETINGS AND OPEN HOUSES

July 10, 2012	Steering Committee endorsement
August 9, 2012	Open House (tentative)
Attend and testify at the Planning and Sustainability Commission and City Council	
September 11, 2012	Planning and Sustainability Commission
September 25, 2012	Planning and Sustainability Commission
October 10, 2012	City Council
October 17, 2012	City Council

WE ARE ALSO AVAILABLE TO GIVE A PRESENTATION OR TALK WITH YOUR COMMUNITY OR INTEREST GROUP.



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 Innovation. Collaboration. Practical Solutions.



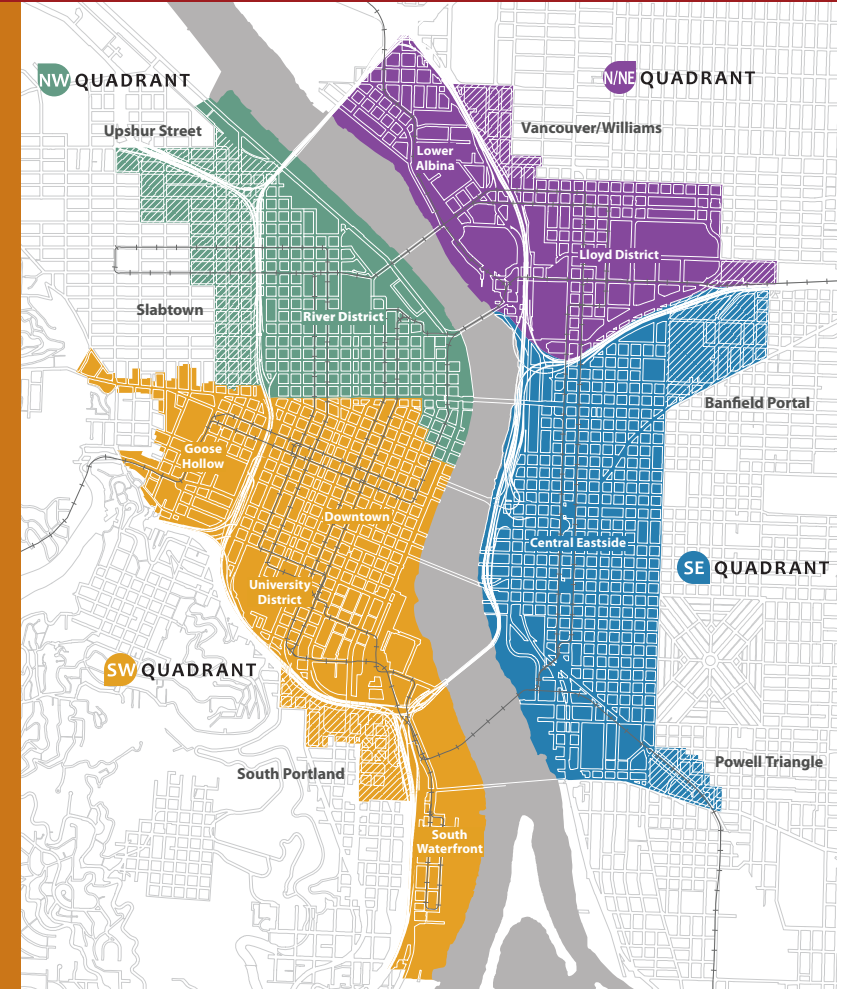
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CENTRAL CITY 2035

A LONG-RANGE PLAN FOR PORTLAND'S CENTRAL CITY



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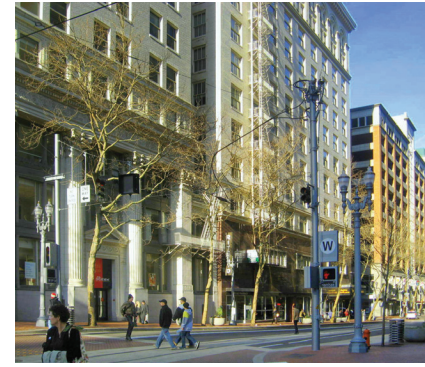


PORTLAND'S CENTRAL CITY

The Central City is more than tall buildings and commerce; it's a rich cultural and civic center for all Portlanders. Here we foster local talent, industry and institutions, and connect with the stunning landscape that surrounds us. It is here—in the heart of the city—where the richness of our community is reflected in its design, development and robust economy. This is an intentional place, crafted through a participatory process with the belief that planning, done publicly and acted on collectively, is a critical ingredient for creating the city we seek. This is also a place

of purposeful experimentation, a learning city where new ideas about reshaping the traditional urban landscape and civic involvement have been actively pursued.

To preserve our existing assets and continue on a path toward a truly livable city center, we have undertaken the Central City 2035 planning project. Guided by the goals of the Portland Plan, we strive to make the Central City a place where equity is reflected in our actions and decisions, where youth can thrive and emerge as future leaders, and where the heart of the city is prosperous, healthy and connected.



THE CONCEPT PLAN

As part of the Central City 2035 project, the Concept Plan provides high level guidance for the development of four quadrant plans, an overarching policy framework and an urban design concept.

A CENTER FOR INNOVATION AND EXCHANGE

The Central City is the economic engine for the Portland metropolitan area and the Columbia River Basin. It is also the regional center for arts and cultural activities, retail, entertainment, tourism, higher education and lifelong learning, urban living and a vast multimodal transportation network.

The density and diversity of uses, activities and people creates excitement, interest, vibrancy and synergy in the Central City. *It encourages a level of interaction between people, businesses and institutions that cannot be generated elsewhere in the state.* This synergistic, dynamic environment has defined Portland as a center for innovation and exchange.

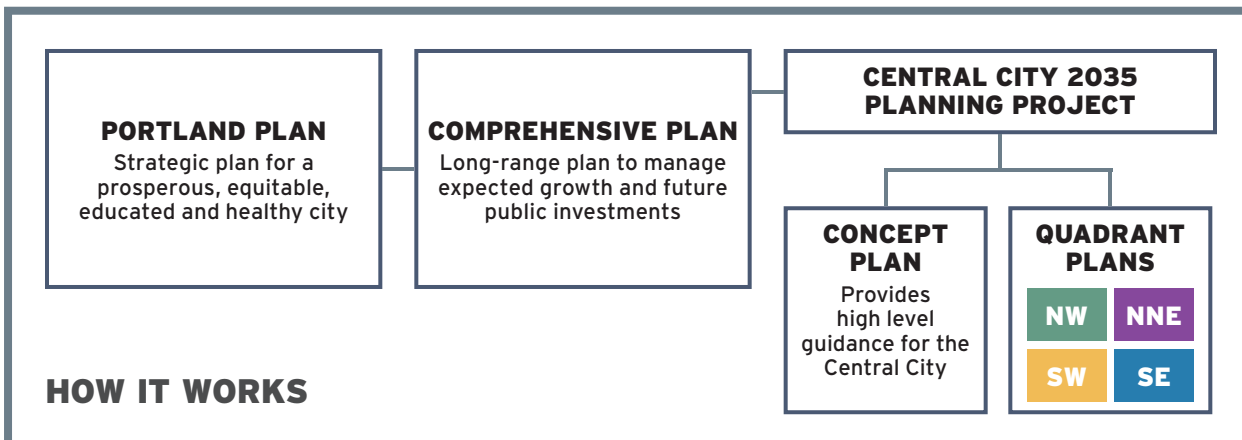
POLICY FRAMEWORK

The policy framework was drafted through an extensive public involvement process and contains goals and guidelines for different policy areas, including:

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

URBAN DESIGN CONCEPT

The urban design concept map (currently being refined) will illustrate where and how the Central City will grow and change, highlighting key organizing physical features, such as the Willamette River, major corridors and distinctive new districts. It will help guide future decision-making and prioritize public investments by the City and partner agencies.



HOW IT WORKS