



Bureau of Planning and Sustainability
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MEMO

DATE: August 29, 2012
TO: Portland Planning and Sustainability Commission
FROM: Joe Zehnder, Chief Planner
CC: Susan Anderson, Director and Steve Iwata, Central City Planning Manager
SUBJECT: Central City 2035 Concept Plan

The Planning and Sustainability Commission will hold a public hearing on the Proposed Central City 2035 Concept Plan on September 11, 2012. A follow-up work session is scheduled for September 25, 2012.

Below is a brief description of the Concept Plan, the public process and staff's recommendations to the commission.

1. Project Description

The Concept Plan was developed as part of the Central City 2035 project, an effort to update the 1988 Central City Plan. As the first component of Central City 2035, the Concept Plan outlines policies and directions that provide high-level guidance for the city center's growth and development. It emphasizes the important role the city center plays for the region and is intended to guide development of four detailed quadrant plans within the Central City (N/NE, SE, NW and SW). The N/NE Quadrant and I-5 Broadway/Weidler Plans, the first of these quadrant plans, will be presented to the Commission immediately following the Concept Plan on September 11.

The development of the Concept Plan included an extensive nearly two year public involvement process. A project Advisory Group scoped the range of issues to be addressed and guided the work of an intensive Symposium Series. The Steering Committee refined all of this input into a succinct outline of goals and policies. The Concept Plan has two primary parts:



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1900 SW 4th Avenue, Suite 7100, Portland, OR 97201 | phone: 503-823-7700 | fax: 503-823-7800 | tty: 503-823-6868

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- A) A Policy Framework that sets the desired goals to achieve and directions to pursue and includes goal areas of:
- Regional Center: Economy and Innovation;
 - Housing and Neighborhoods;
 - Willamette River;
 - Urban Design; and
 - Health and the Environment.
- B) An Urban Design Direction that uses a set of diagrams to illustrate where and how the Central City will grow and change, highlighting key places and connections. The three themes of the the urban design concept are:
- Central River;
 - Distinct Districts; and
 - Connected Public Realm.

2. Staff Recommendations

The Bureau of Planning and Sustainability recommends that the Planning and Sustainability Commission make the following recommendations to the Portland City Council:

- A) Adopt the Central City 2035 Concept Plan as non-binding City policy; and
- B) Direct the the Bureau of Planning and Sustainability to complete the long-range Central City quadrant planning outlined in the Central City 2035 Concept Plan and return to City Council with a complete Central City 2035 Plan package.

