



# 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

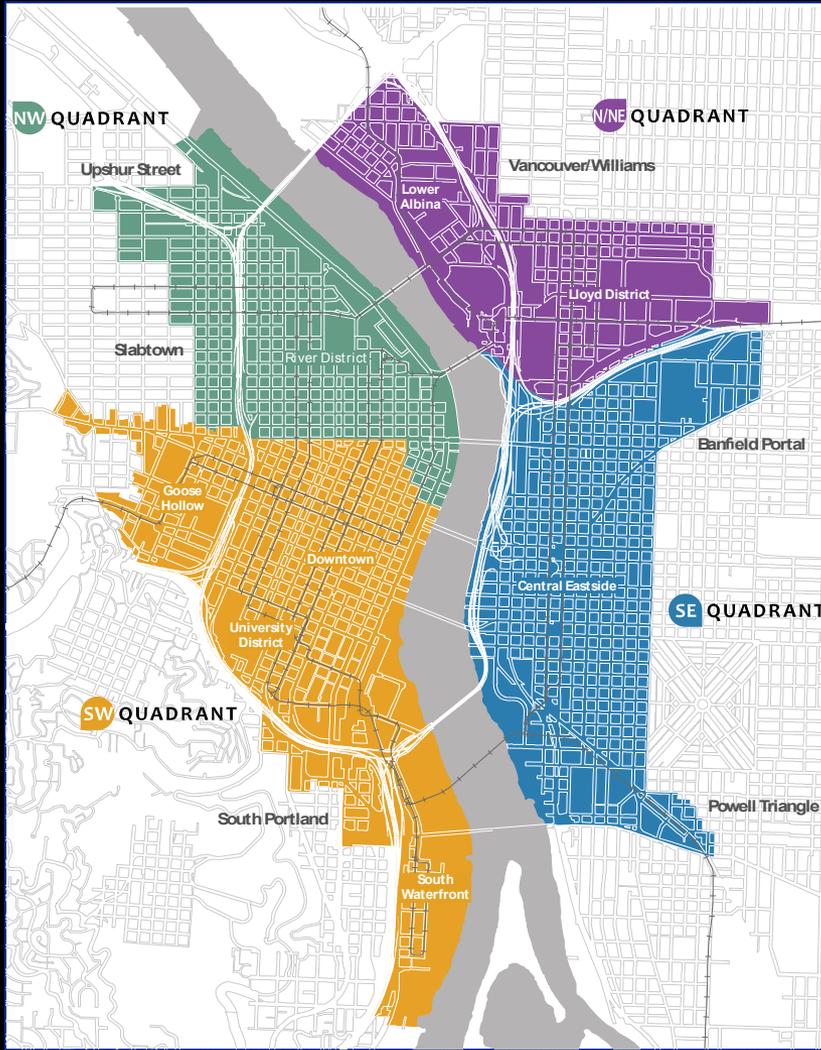


# Central City 2035

Project Overview

# Central City 2035 Plan Effort

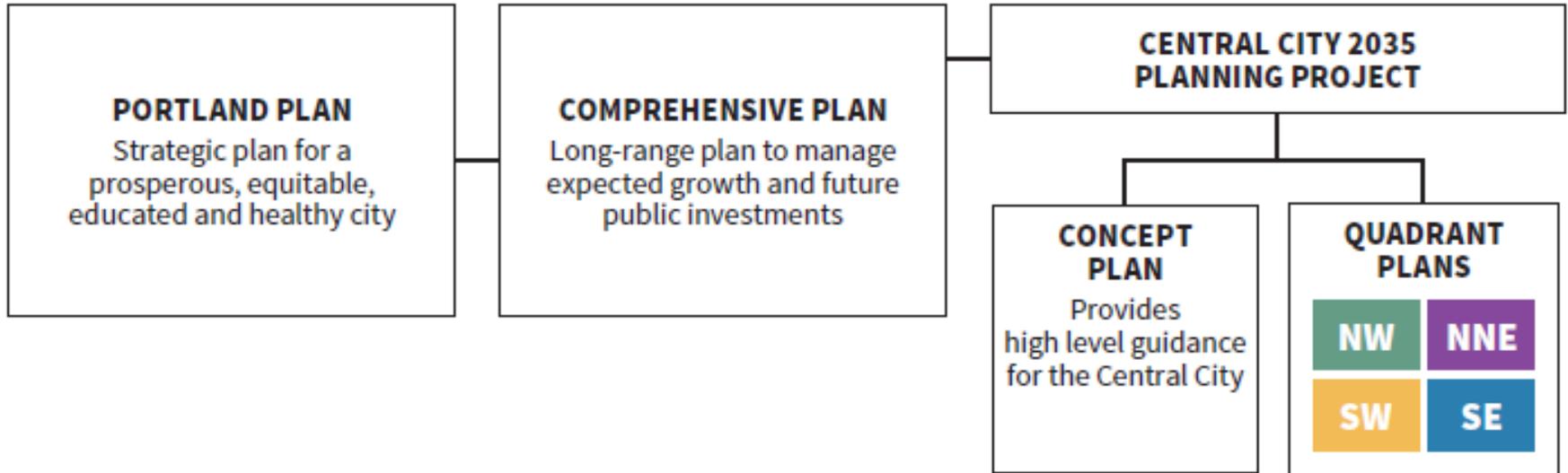
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## Primary Objectives

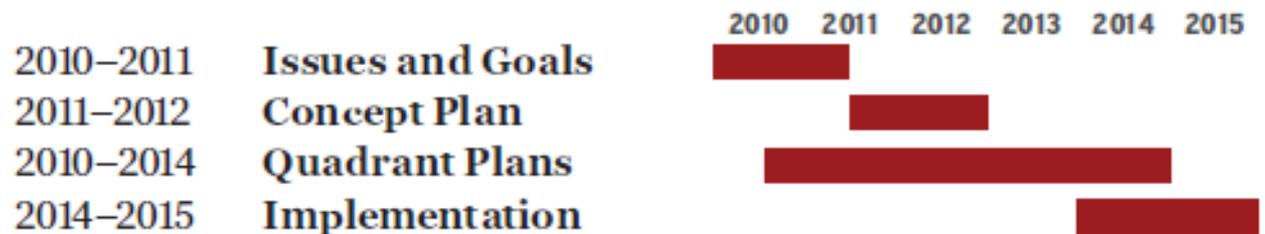
- Establish a new **policy framework**
- Establish new **urban design direction**
- Updated **district plans**
- New implementation **strategies and actions**
- Guide future **investment and development**

## RELATIONSHIP TO OTHER PLANS



## CENTRAL CITY 2035 PLANNING PROJECT

### TIMELINE

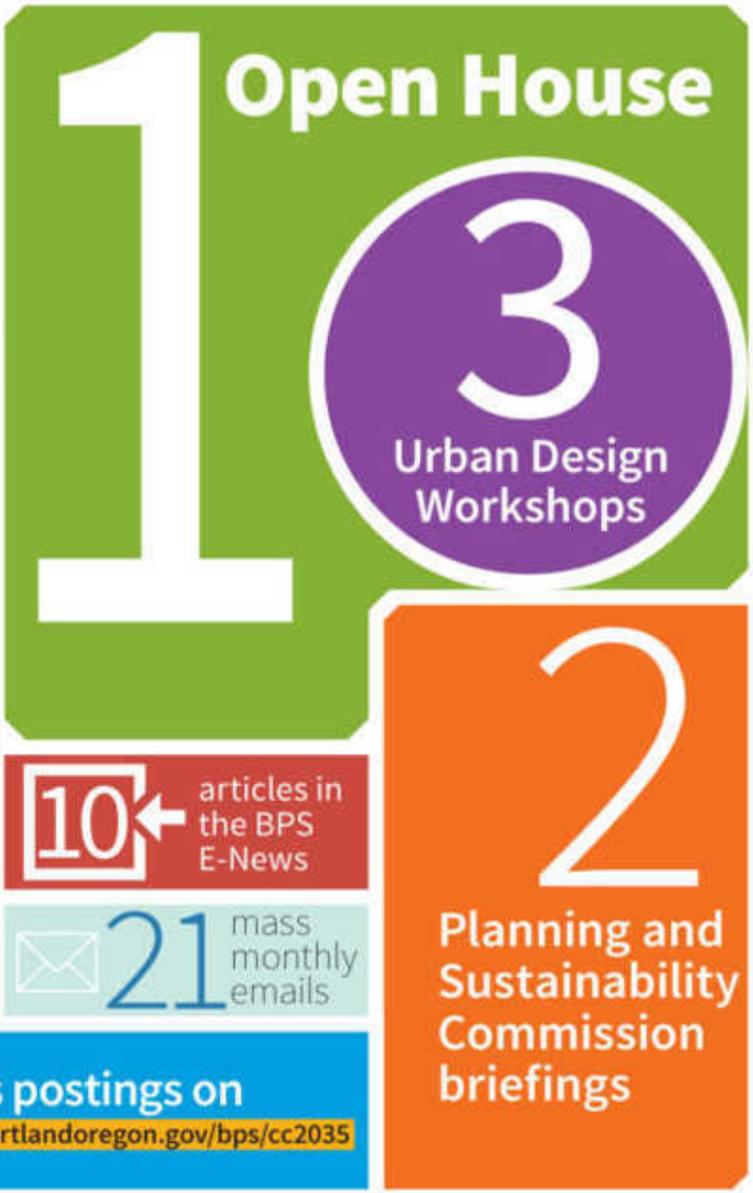


# CC2035 Concept Plan

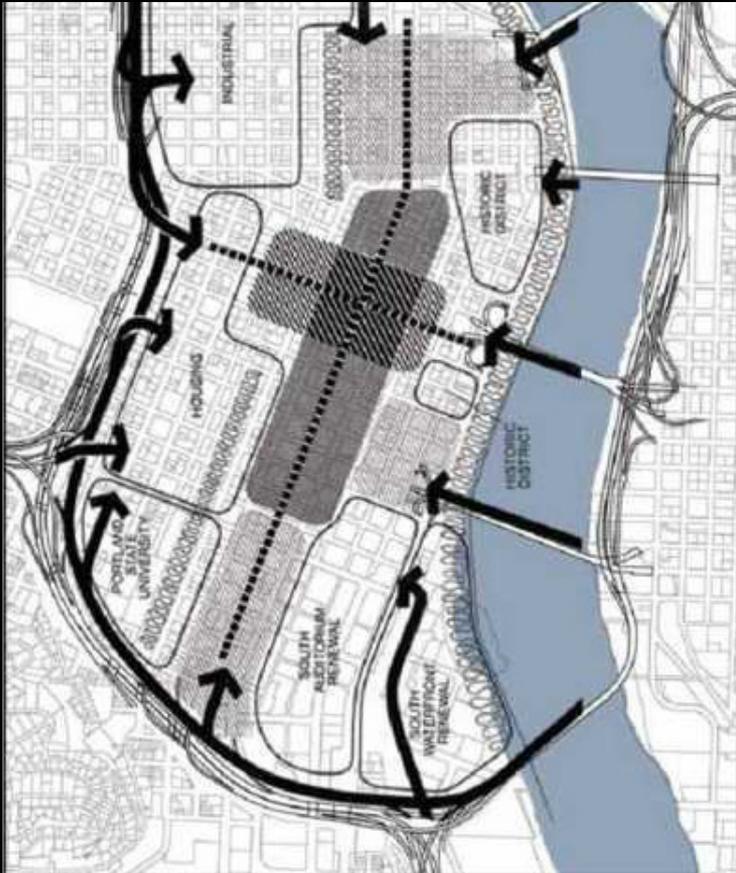
Plan Development

# 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.

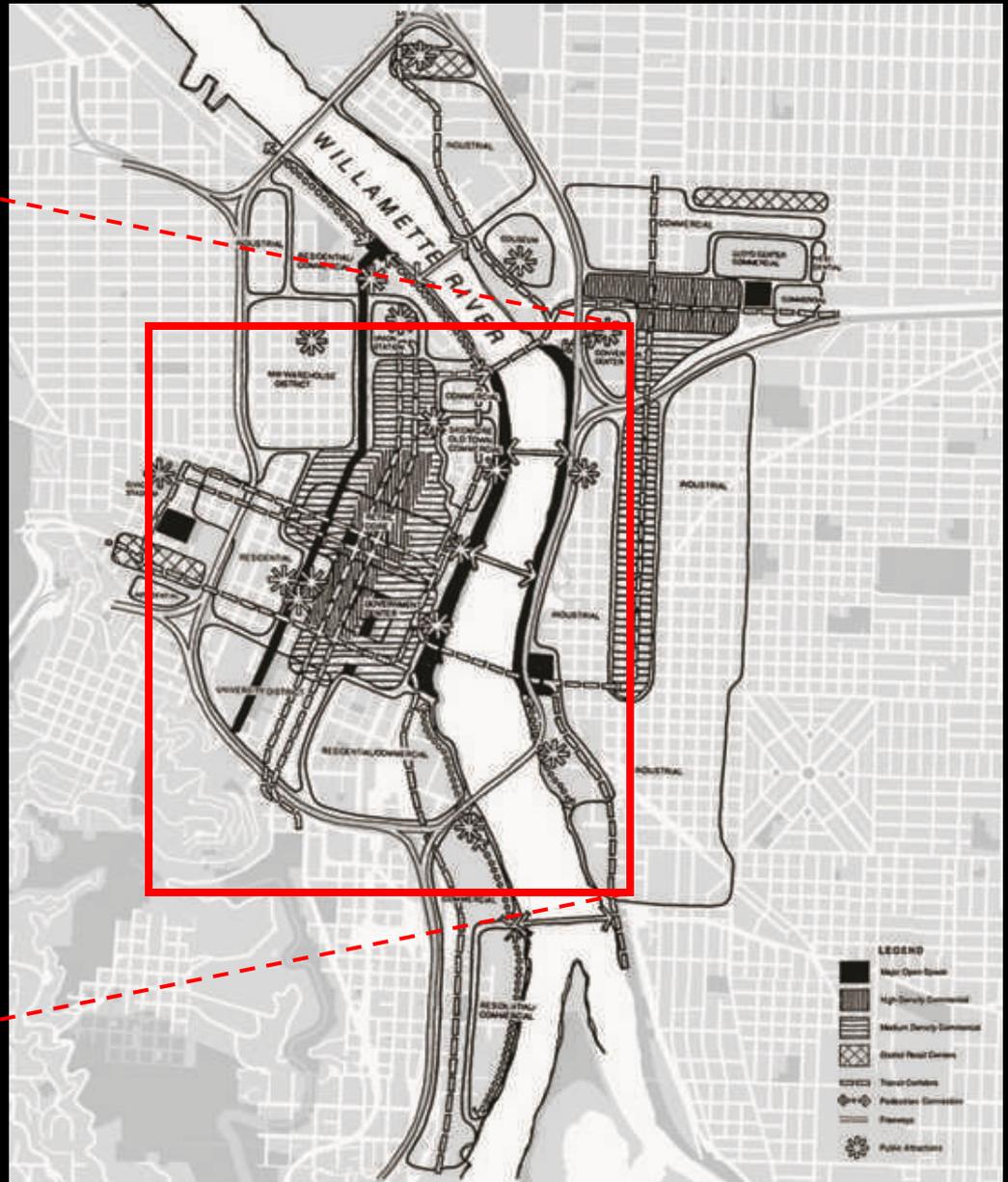
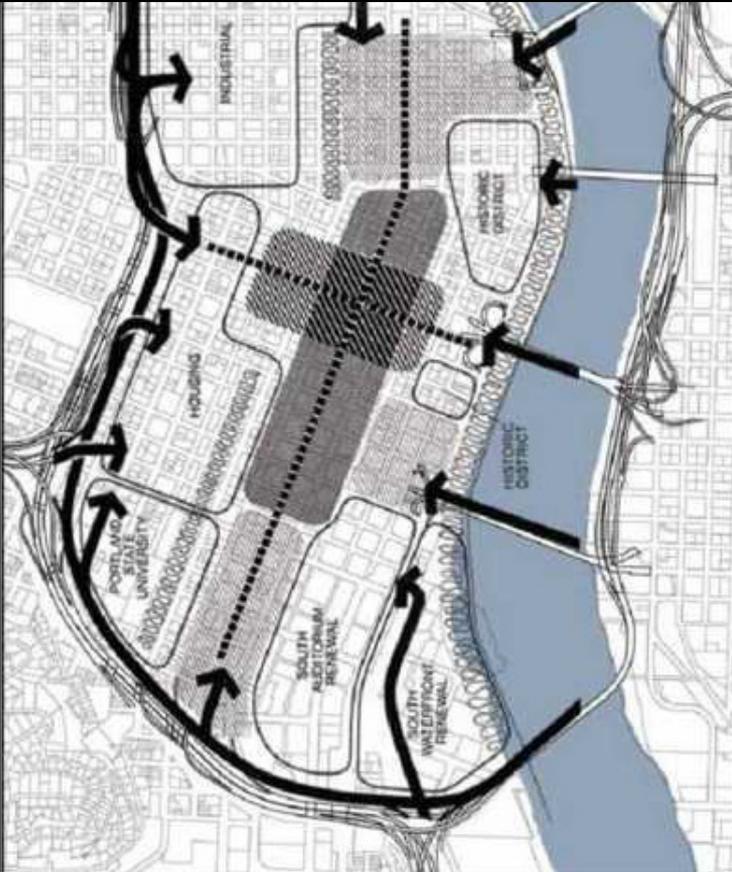


# 1972 Downtown Plan



# 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

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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)

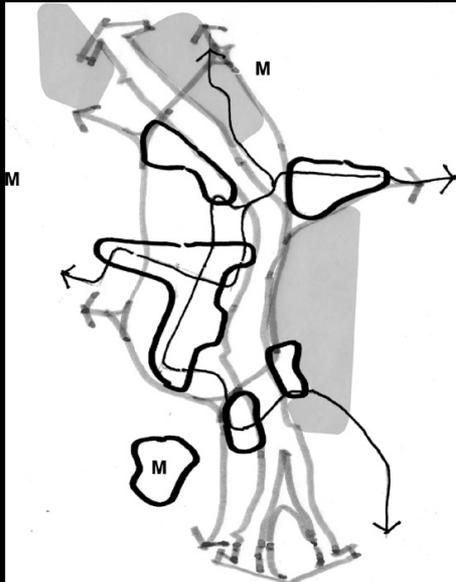
### **Housing**

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

### **Regional Center**

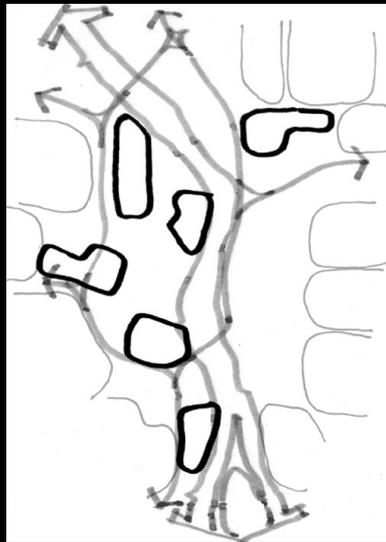
Employment, Arts & Culture, Higher Education, Retail, Entertainment, Tourism, Governance

# 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

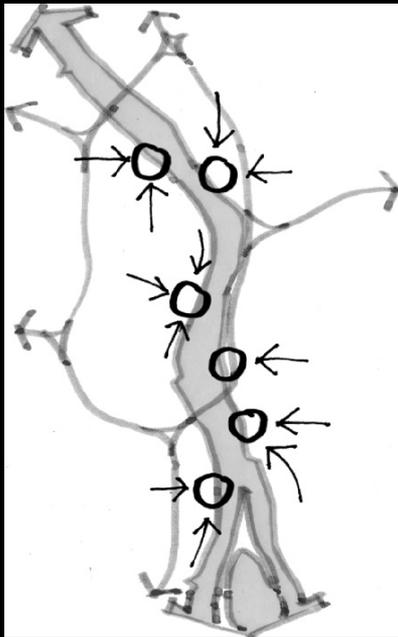
# Housing and Neighborhoods



**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

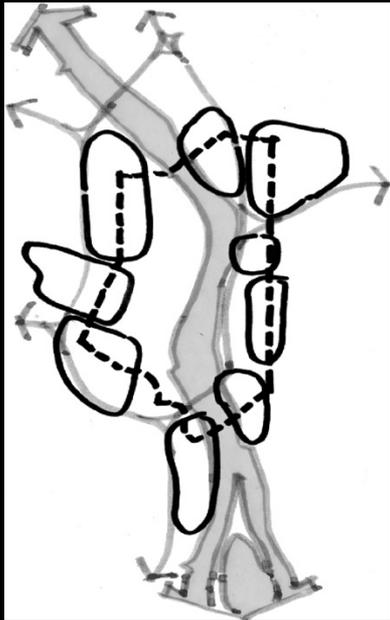


**Goal G:** Enhance role in shaping environmental health, economy, and urban form of city.

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

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

# Urban Design

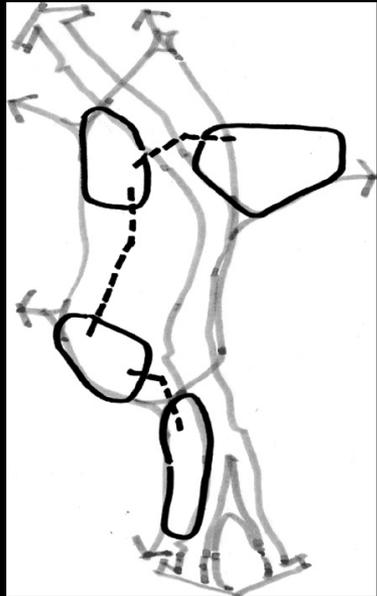


**Goal J:** Frame river with active, well-designed built environment.

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

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

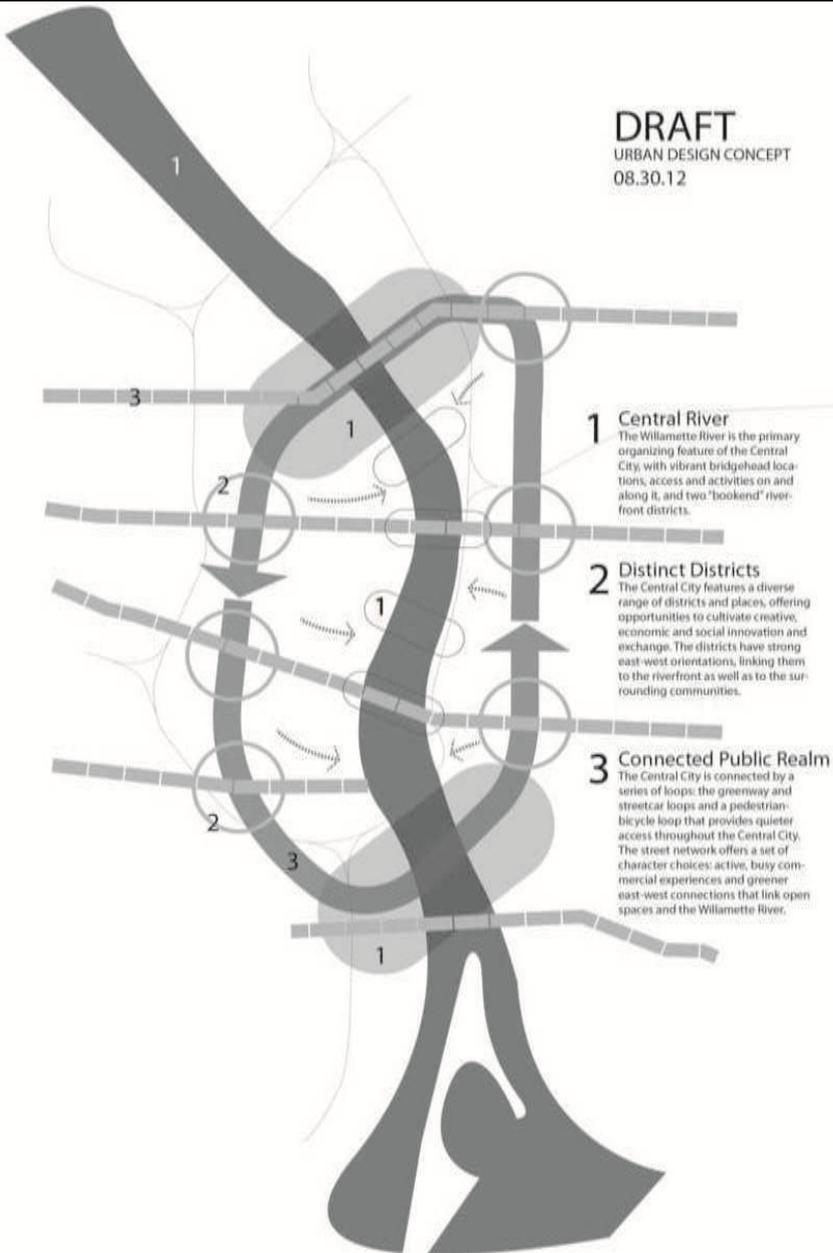
# Health and the Environment



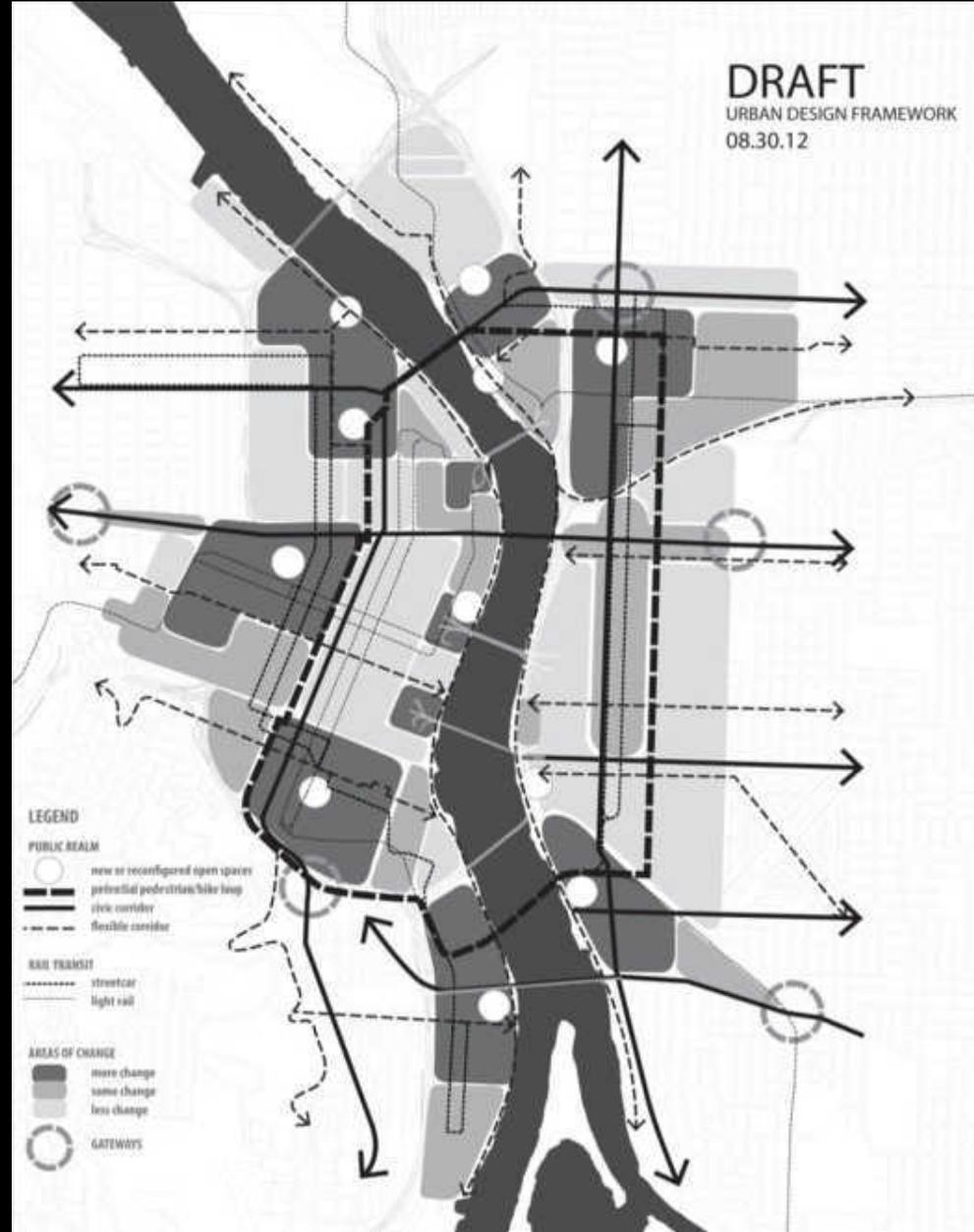
**Goal M:** A living laboratory demonstrating how a dense urban center can provide equitable benefits to human health, the natural environment and the local economy.

# Urban Design Concept

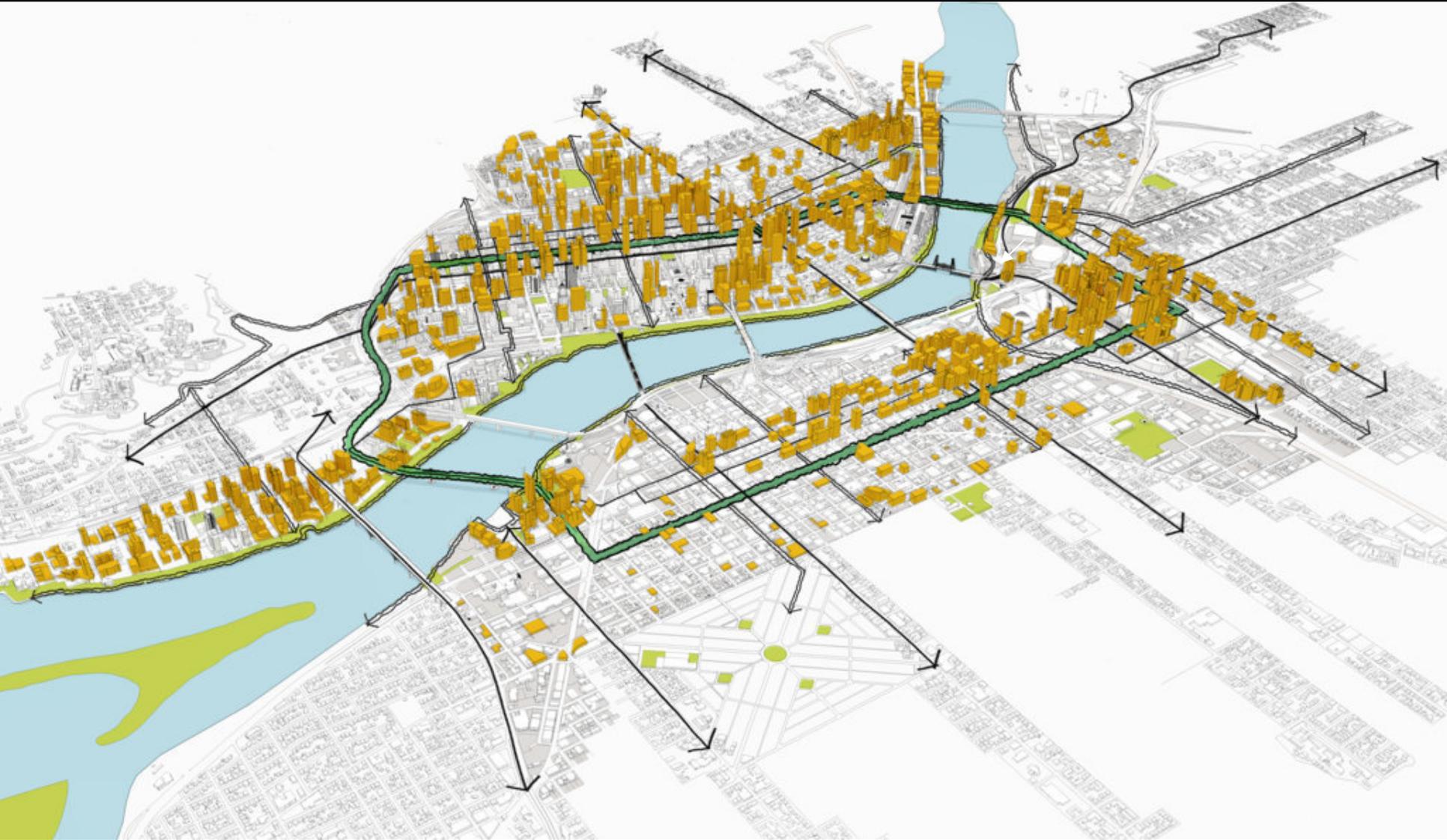
**DRAFT**  
URBAN DESIGN CONCEPT  
08.30.12



**DRAFT**  
URBAN DESIGN FRAMEWORK  
08.30.12

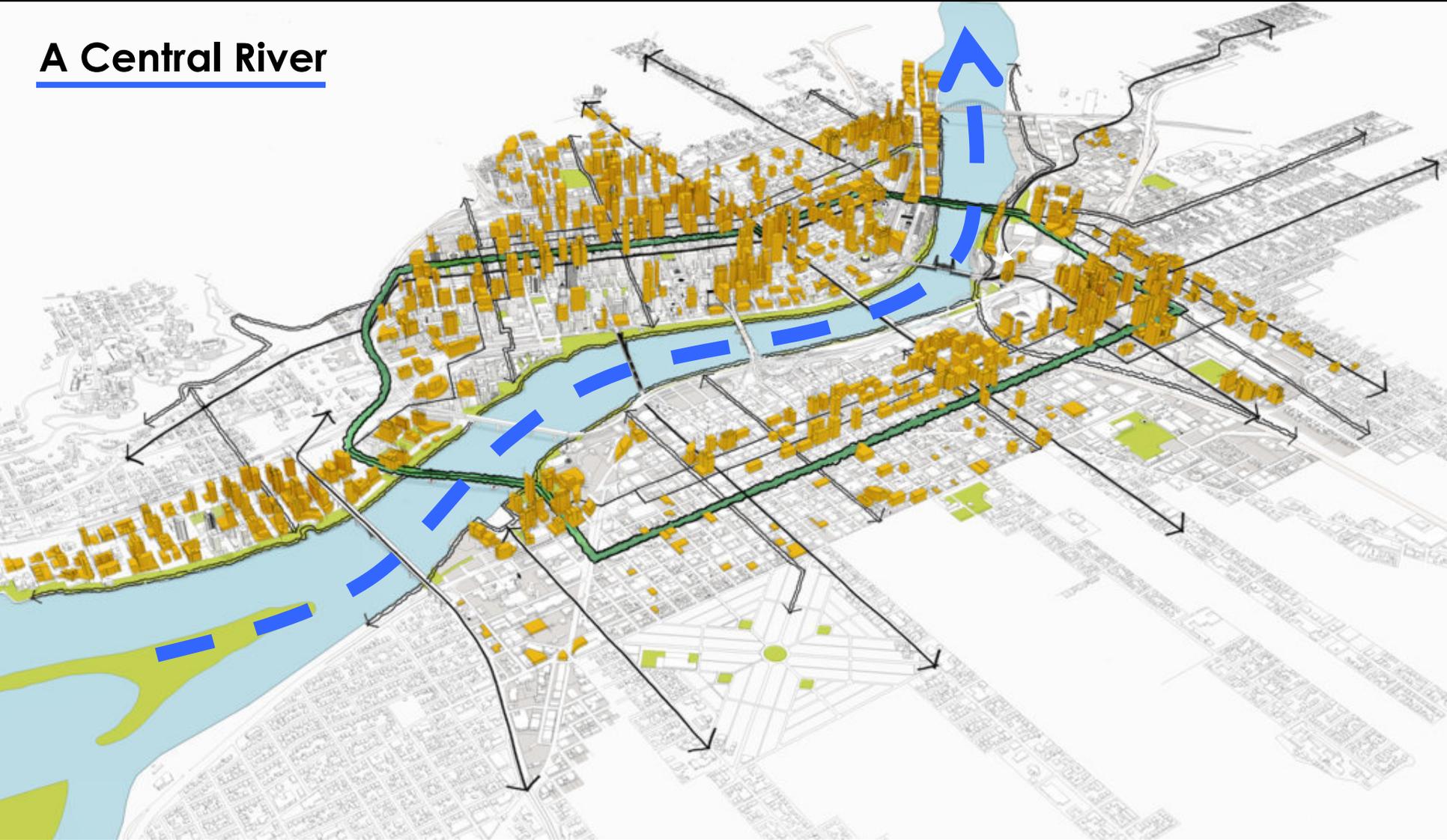


# Central City 2035: Urban Design Concept



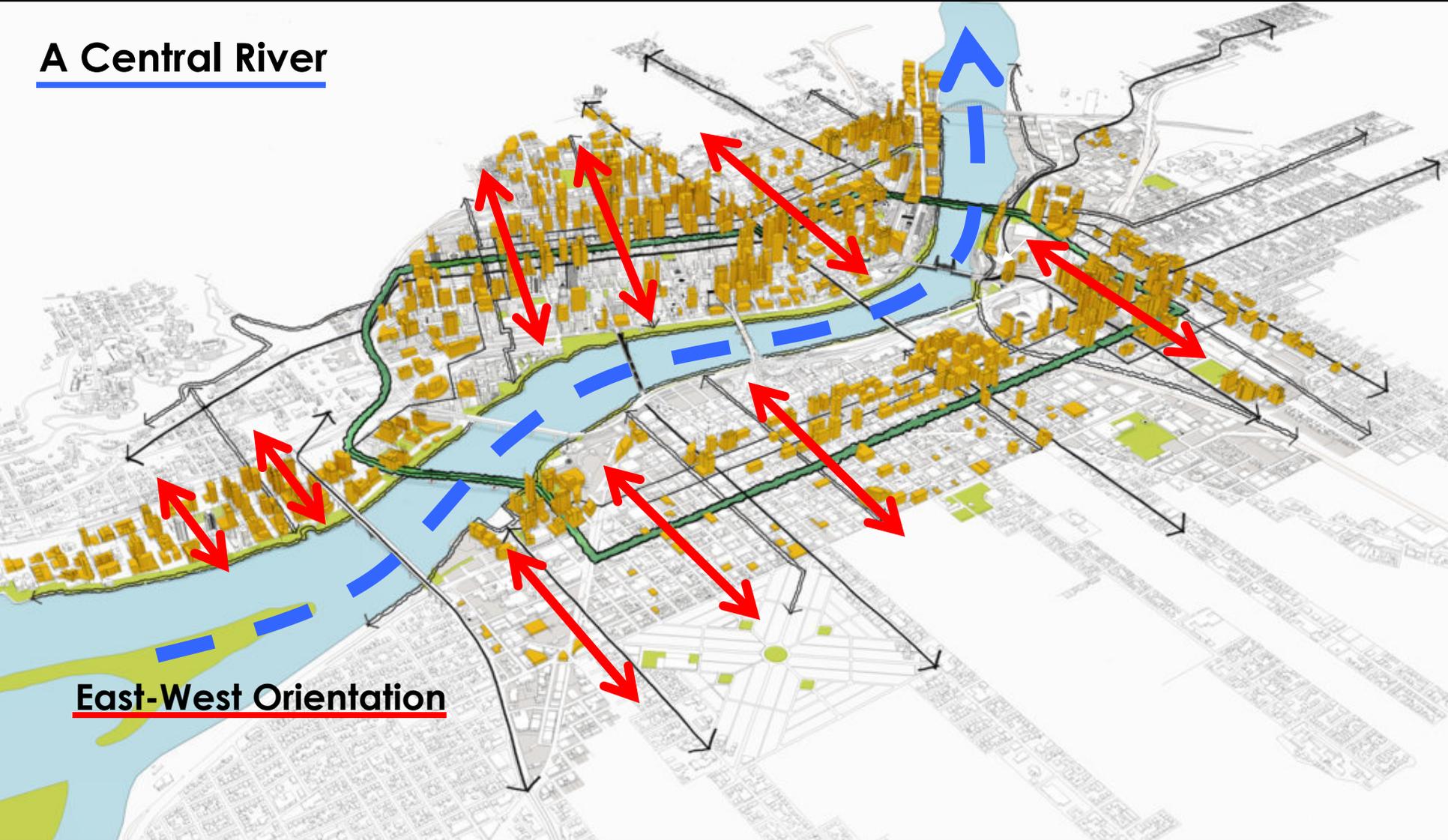
# Central City 2035: Urban Design Concept

## A Central River



# Central City 2035: Urban Design Concept

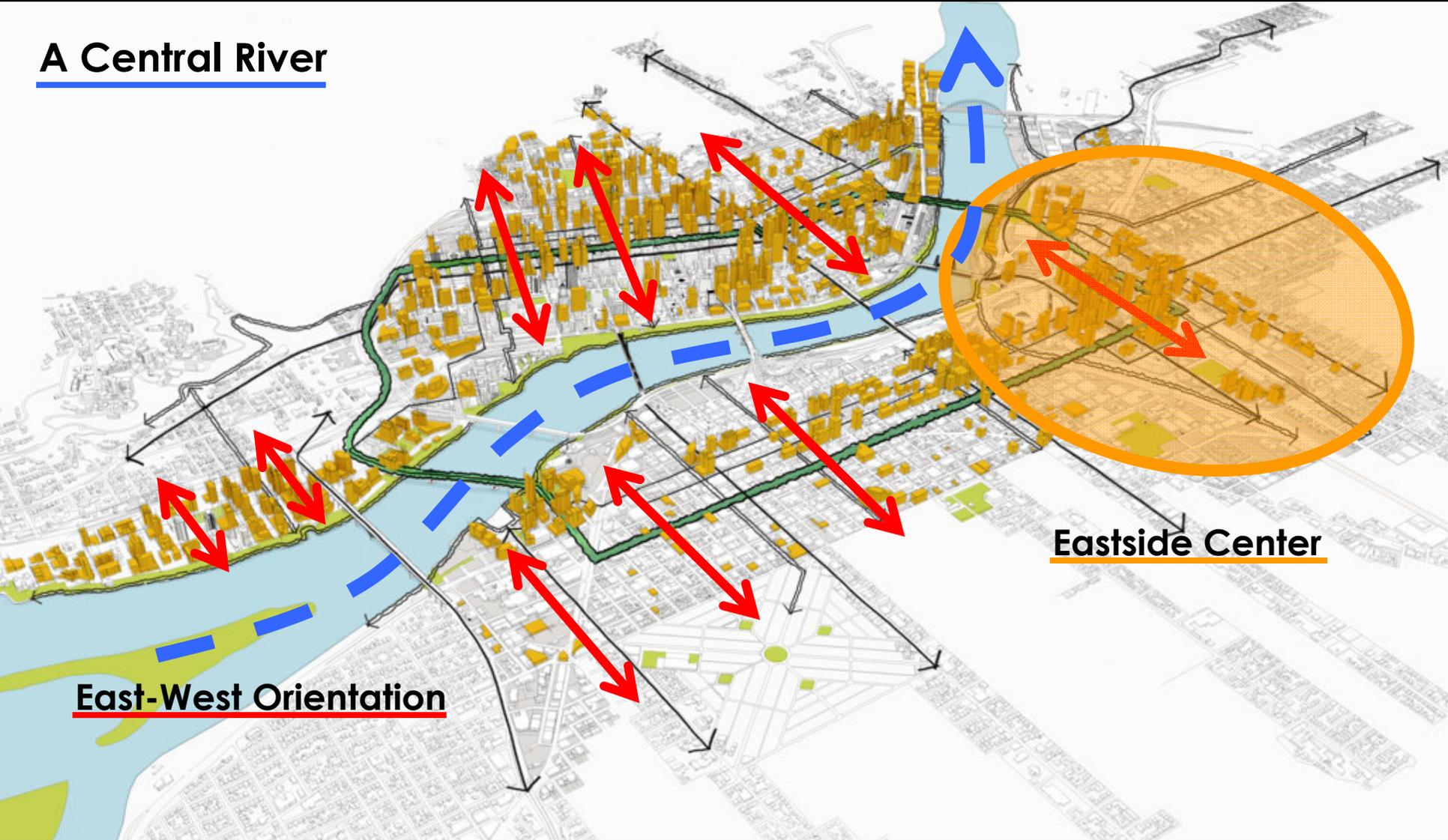
## A Central River



East-West Orientation

# Central City 2035: Urban Design Concept

A Central River

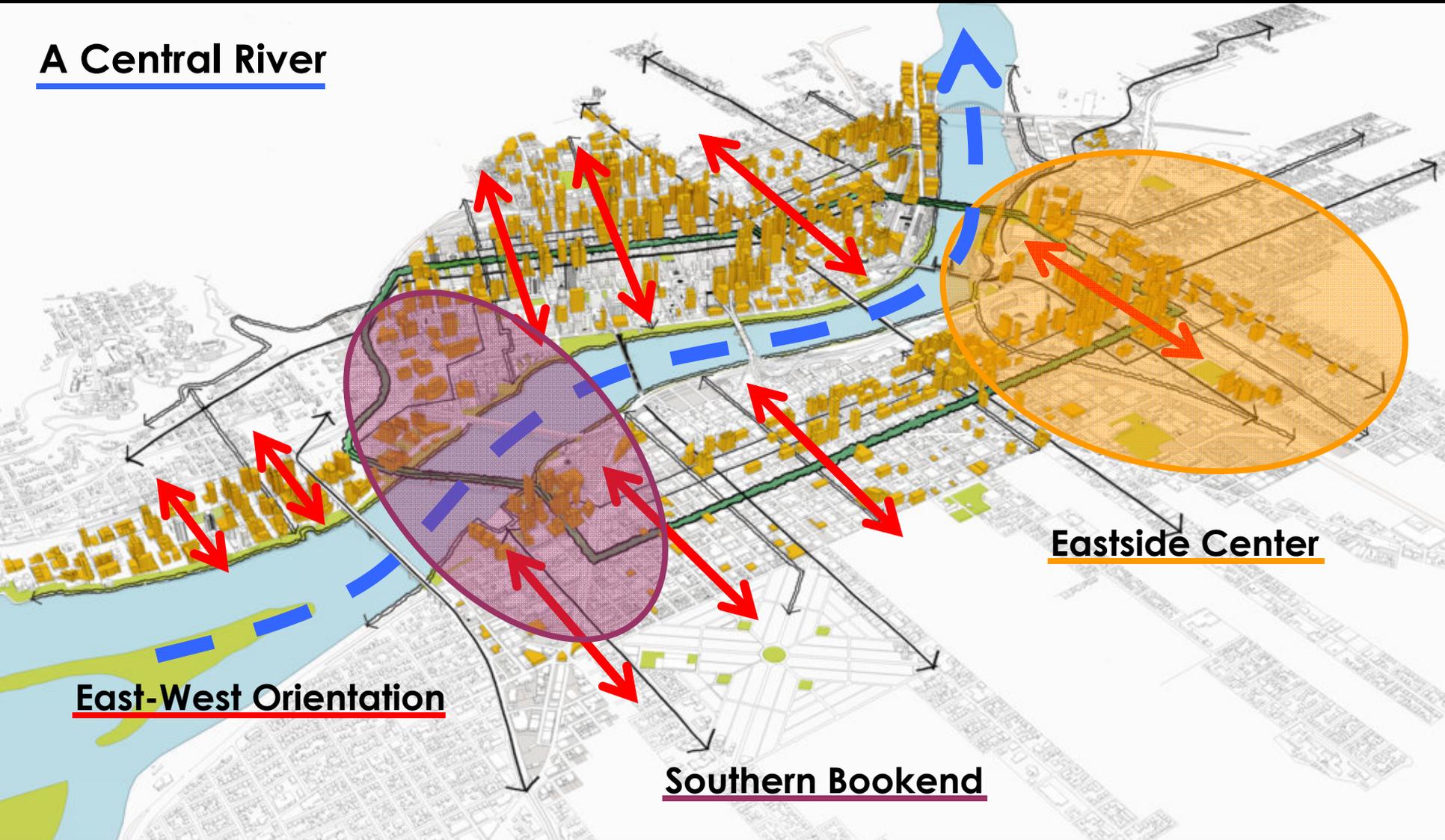


Eastside Center

East-West Orientation

# Central City 2035: Urban Design Concept

## A Central River

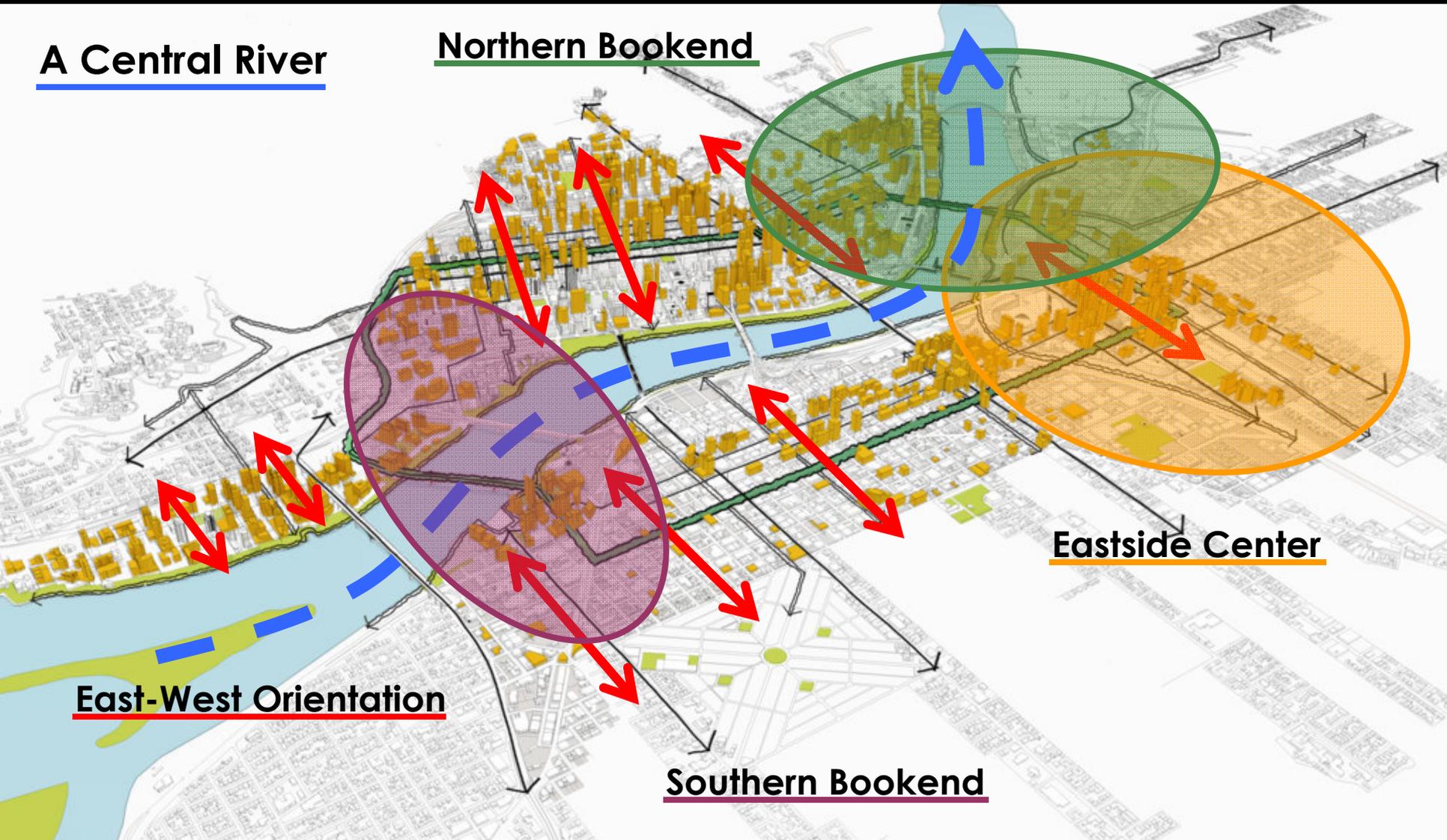


East-West Orientation

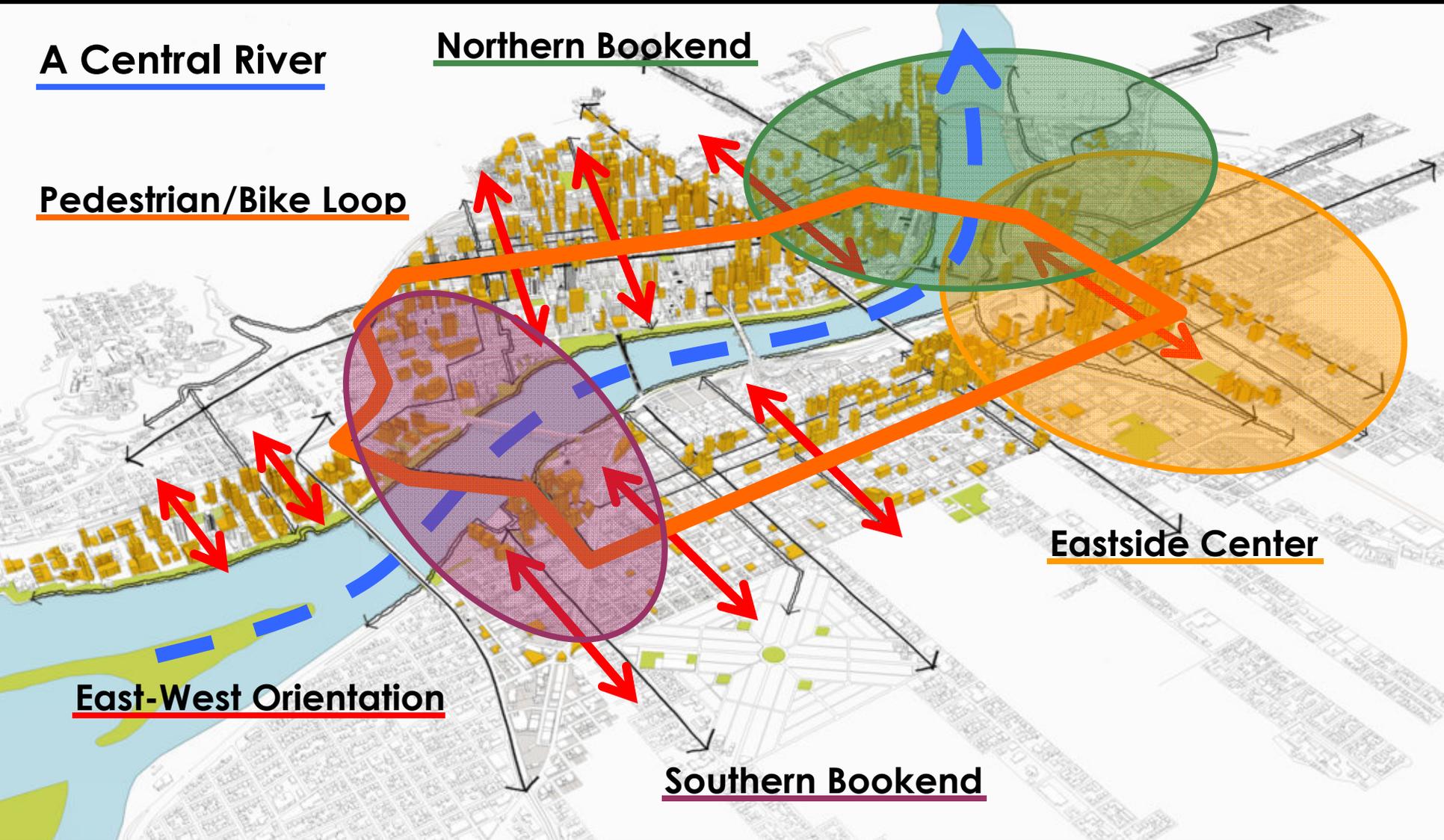
Southern Bookend

Eastside Center

# 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