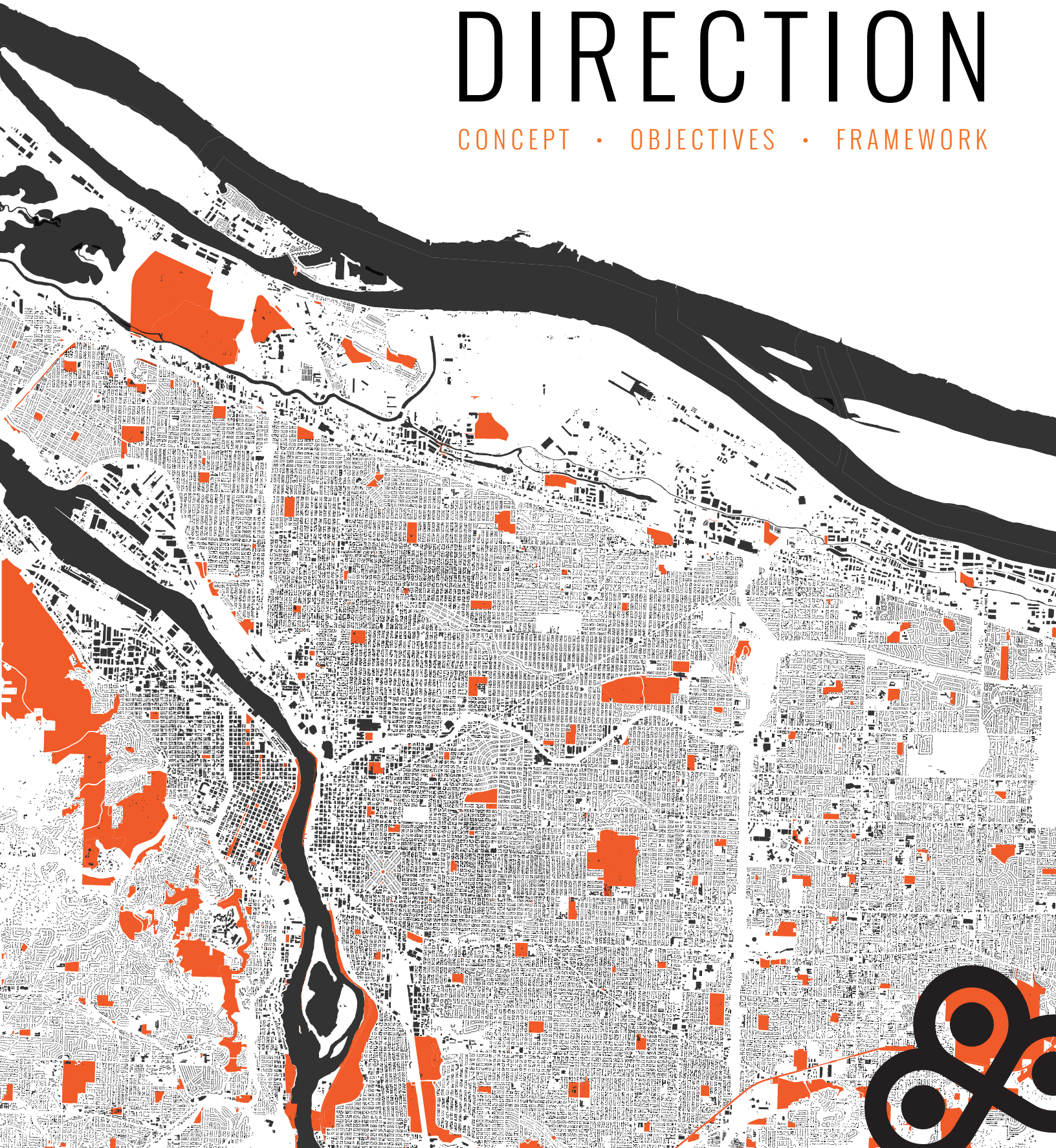


COMPREHENSIVE PLAN UPDATE 2014

DRAFT 7.21.2014

# URBAN DESIGN DIRECTION

CONCEPT • OBJECTIVES • FRAMEWORK



# PURPOSE OF THIS DOCUMENT

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This document compiles and summarizes the key urban design components of Portland's Comprehensive Plan. To read the full Comprehensive Plan, its goals and policies and see the project list or land use/zoning map, please visit this website: [www.portlandoregon.gov/bps/pdxcompplan](http://www.portlandoregon.gov/bps/pdxcompplan) or call the Bureau of Planning and Sustainability at (503) 823-7700 for assistance.

This document provides context and background to help understand the Urban Design Framework. The document focuses on elements of the city, existing and proposed, that make up the city's physical form. It sets the context by describing the evolution of the physical form. It compiles and illustrates the urban design concept and objectives from the comprehensive plan. It also illustrates how the city intends to grow, how people will experience the public spaces within it, and how different places in the city can be enhanced.

The Urban Design Framework and its illustrations show how to strengthen existing and help make new places throughout Portland. They will be implemented through changes to city regulatory tools, including the Zoning Code, street plans and standards, land use and design review procedures and design guidelines. Part of the impact of the Urban Design Framework is the focus it brings to key issues and systems for the city that affect the quality, character and potential of places and experiences found in Portland now and in the future.



# URBAN DESIGN DIRECTION

## PORTLAND IS A GREAT AMERICAN CITY

It is defined by a rich and diverse collection of neighborhoods and districts, strong connections to the Pacific Northwest environment, and an active and vital central city.

Portlanders cherish the city's natural setting and landscape defined by the Willamette and Columbia Rivers, the Tualatin foothills to the west, a series of buttes and stands of Douglas Fir trees to the east and the Cascade Mountain Range on the horizon.

Residents and business owners alike value its attractive walkable neighborhoods, active downtown, growing main streets and neighborhood centers, and improving industrial and recreational waterfronts.

People enjoy its historic buildings and districts, local food and drink culture, arts and music scenes, and collection of schools and universities.



## PAST



Early platting from the 19th Century looking east across downtown

## LESSONS LEARNED

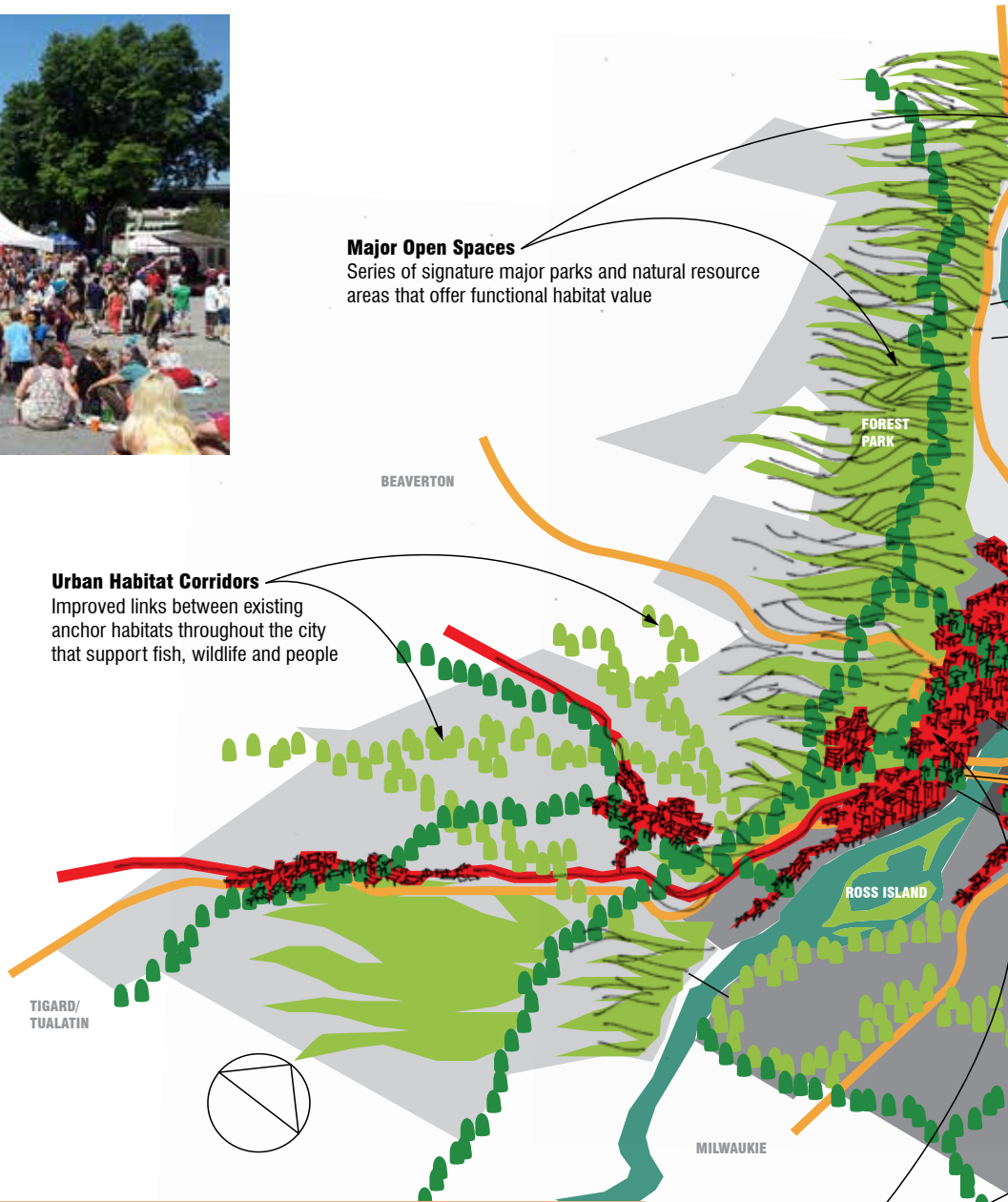
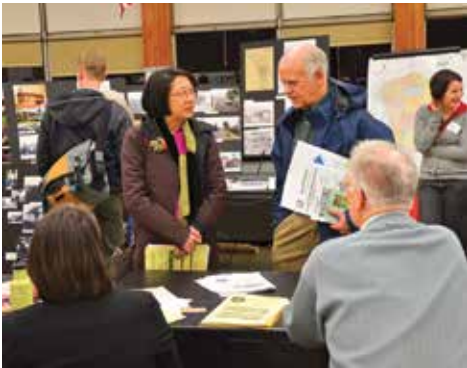
Portland's is seen as a leader nationally in land use/ transportation planning, urban design and sustainable city development. The next 25 years require continued innovation and leadership to build on lessons learned locally and internationally about city building.

- It is critical to further integrate higher density land uses with safe active transportation and transit if we hope to reduce the city's overall carbon emissions.
- Complete communities that offer a range of well-designed housing options and costs are the best way to support a diverse, resilient and age-friendly city.
- Compact neighborhoods and districts that offer walkable access to everyday services – like grocery stores – support a healthier lifestyle as more people choose to walk, bike and take transit instead of drive.
- Developing well-designed buildings, open spaces, and streetscapes is critical to create 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



**Major Open Spaces**  
Series of signature major parks and natural resource areas that offer functional habitat value

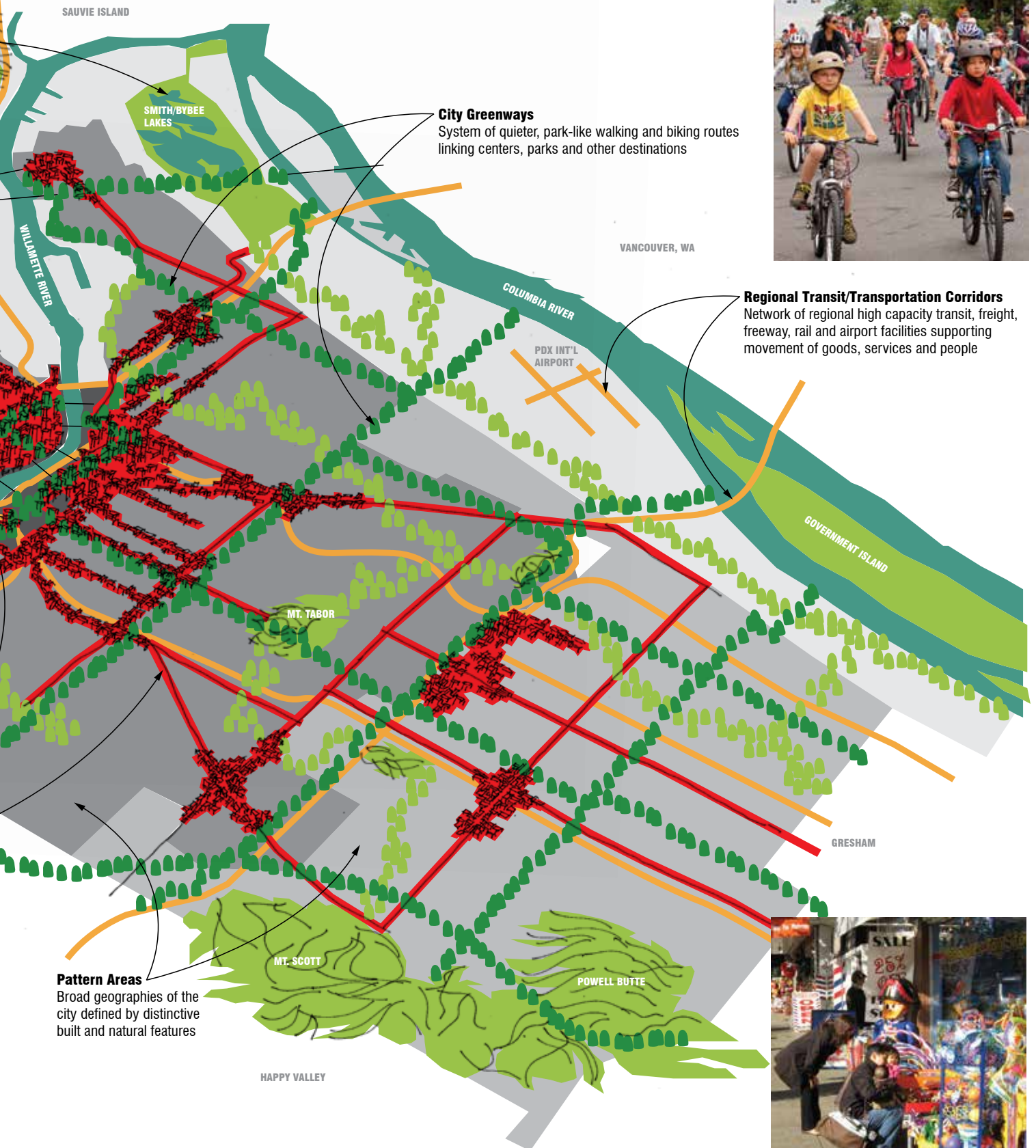
**Urban Habitat Corridors**  
Improved links between existing anchor habitats throughout the city that support fish, wildlife and people

**Centers & Corridors**  
Most active, higher density places in the city featuring broad range of housing, jobs and open spaces

## LOOKING AHEAD... A DEFINITION OF "SUCCESS"

The physical space of Portland generates a variety of urban experiences for residents, workers and visitors. Portland is visually and physically linked to its natural setting and landscape - the Columbia and Willamette Rivers, meandering waterways, buttes, ridges, and hills. . Complete districts and neighborhoods, from the West Hills to Powell Butte, share and connect around local centers and corridors. These vibrant and more densely developed places attract and serve residents with shopping, services, social interaction and transit lines. These shared places offer people the opportunity to build supportive community that serves them through the different phases of their lives.

**PEOPLE AND PLACES SHAPE THE EVOLUTION OF PORTLAND.**



**City Greenways**  
System of quieter, park-like walking and biking routes linking centers, parks and other destinations



**Regional Transit/Transportation Corridors**  
Network of regional high capacity transit, freight, freeway, rail and airport facilities supporting movement of goods, services and people

**Pattern Areas**  
Broad geographies of the city defined by distinctive built and natural features



# PORTLAND'S PHYSICAL EVOLUTION

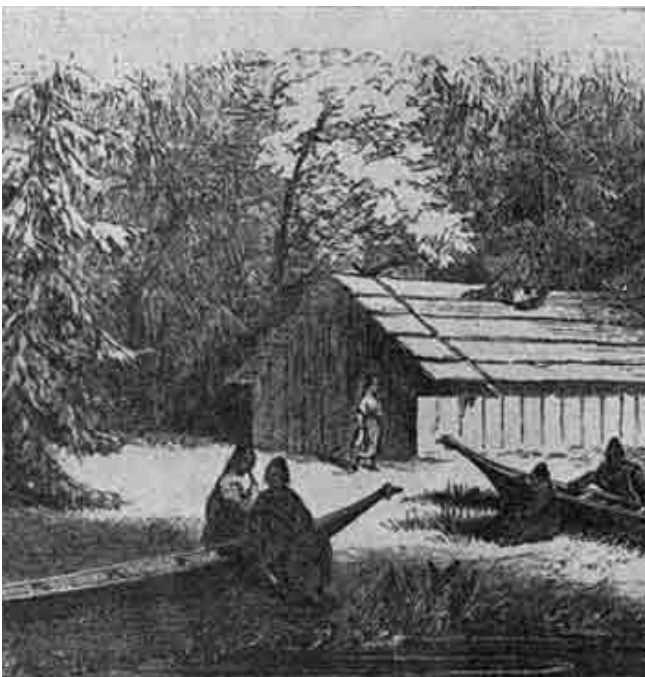
## PORTLAND LANDSCAPE

The city of Portland is situated on the banks of the Willamette River roughly ten miles from its confluence with the larger Columbia, and some 70 miles inland from the Pacific Ocean. The city sits 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

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 settlement by Euro -Americans in the nineteenth century. Rich riverine and forest habitats offered an abundance of food - salmon, large and small game and a variety of plant foods, including Wapato. The relatively mild climate and plentiful natural resources supported one of the densest populations of Native Americans in North America, with numerous villages of large, multi-family plank houses.



Early 1850s Sketch of Chinook Plankhouse and Canoes

## A NINETEENTH-CENTURY WESTERN CITY

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 en route along the Willamette River between Oregon City and Fort Vancouver. The spot was appealing because of its access to both the fertile Willamette Valley and the Pacific Ocean via the Willamette and Columbia rivers. Incorporated in 1851, Portland grew 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. The city was anchored by a dense central business district characterized by multi-story cast-iron commercial buildings and an active waterfront, closely surrounded by low-scale, wood frame residences.



## THE STREETCAR ERA

From the late 1800s through roughly 1930, Portland expanded with development of a tight grid of streets and small single-family lots laid out along streetcar lines that extended from downtown. The streetcar streets were typically lined with mixed use, multi-story buildings that had ground floor storefronts and housing or offices above. In the early twentieth century, Portland’s first city plans (Olmstead 1903, Bennett 1912, and Cheney 1921) sought to impose a more formal order to the cityscape. These plans proposed systems of civic spaces and parks, lush parkways and grand boulevards, and the regulation of land uses.

## POST WORLD WAR II

Like the rest of the nation after World War II, Portland experienced the euphoria of transportation independence enabled by the private automobile. Population was attracted to the residential suburbs at the city’s edges and demand for space in the central city declined. This led to the demolition of numerous historic buildings in the city’s core, in part to create parking lots. Local freeway and arterial street construction to serve suburban growth and urban renewal programs to revitalize central Portland demolished neighborhoods and displaced thousands of Portlanders.

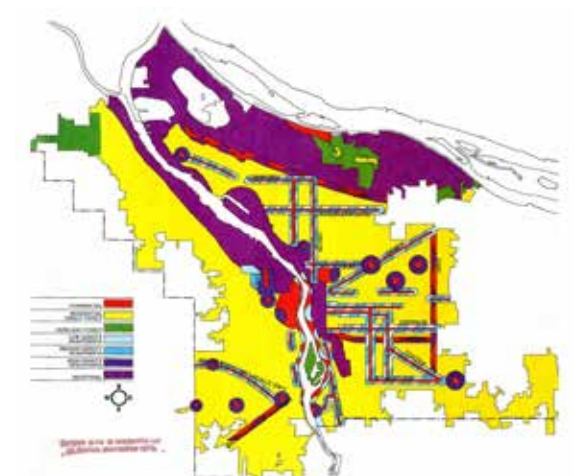
## 1980 COMPREHENSIVE PLAN

In 1973 Oregon Senate Bill 100 was passed. It required all jurisdictions in Oregon to develop comprehensive plans to guide their growth. Its goal was to protect the state’s signature agricultural and natural resource areas.

In 1980, Portland adopted its first Comprehensive Plan. This plan was developed around a concept of “Nodes and Noodles”. Nodes were places of concentrated urban activity, including higher density housing, and employment. Noodles were the primary corridors or streets that connected the nodes. At the time of this plan, the city’s geography was 25% smaller than it is today. After adoption of the plan, Portland grew through annexations of lands in East and Southwest Portland. The pattern of and level of development in the annexed areas was very different from pre -annexation streetcar era neighborhoods. The newly annexed areas urbanized during the post-World War II period. Development in that time was 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

# EMERGING ISSUES

The vision and community role in developing past plans helped make Portland what it is today. The city's livability, its distinctive places, the character of its different communities and the manageability of its transportation network have all contributed to its attractiveness when compared to other American cities. But change is inevitable and success requires proactive and thoughtful action to respond to new challenges and opportunities... Among them:

## RE-EMERGING (AND EMERGING) MAIN STREET CORRIDORS

The parts of Portland developed in the streetcar era (roughly 1915 – 1930) already have many features of walkable complete neighborhoods - multi-story buildings along well scaled streets with neighborhood-serving businesses, shops and restaurants. In these areas, the need is to track development issues and seek high quality building designs that build on the strengths of these places.

East Portland and some parts of Southwest Portland grew later (roughly 1946 – 1965), with fewer intersections, sidewalks and multi-story buildings. Retail and services were spread out on arterial roads with fewer distinct centers are far less walkability. In these parts of town, a new model for center and corridor development is needed as, in some cases, investment in streets, sidewalks and other infrastructure was not provided as the areas grew originally. These new models must be better tailored to the different physical qualities of these unique parts of the city.

## 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 creating high numbers (roughly 35%) of transit riders, walkers, and bicyclists - especially into and around downtown from inner parts of the city. Citywide, however, the numbers are lower and an approach that is attractive to more riders -- offering more safety, diversity and clarity -- may be necessary to encourage more walking, bicycling and transit trips into the future.



## **EMPLOYMENT LANDS ARE IN SHORT SUPPLY**

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 the city can provide enough space for these vital businesses and districts will be critical to accommodate business and job growth.

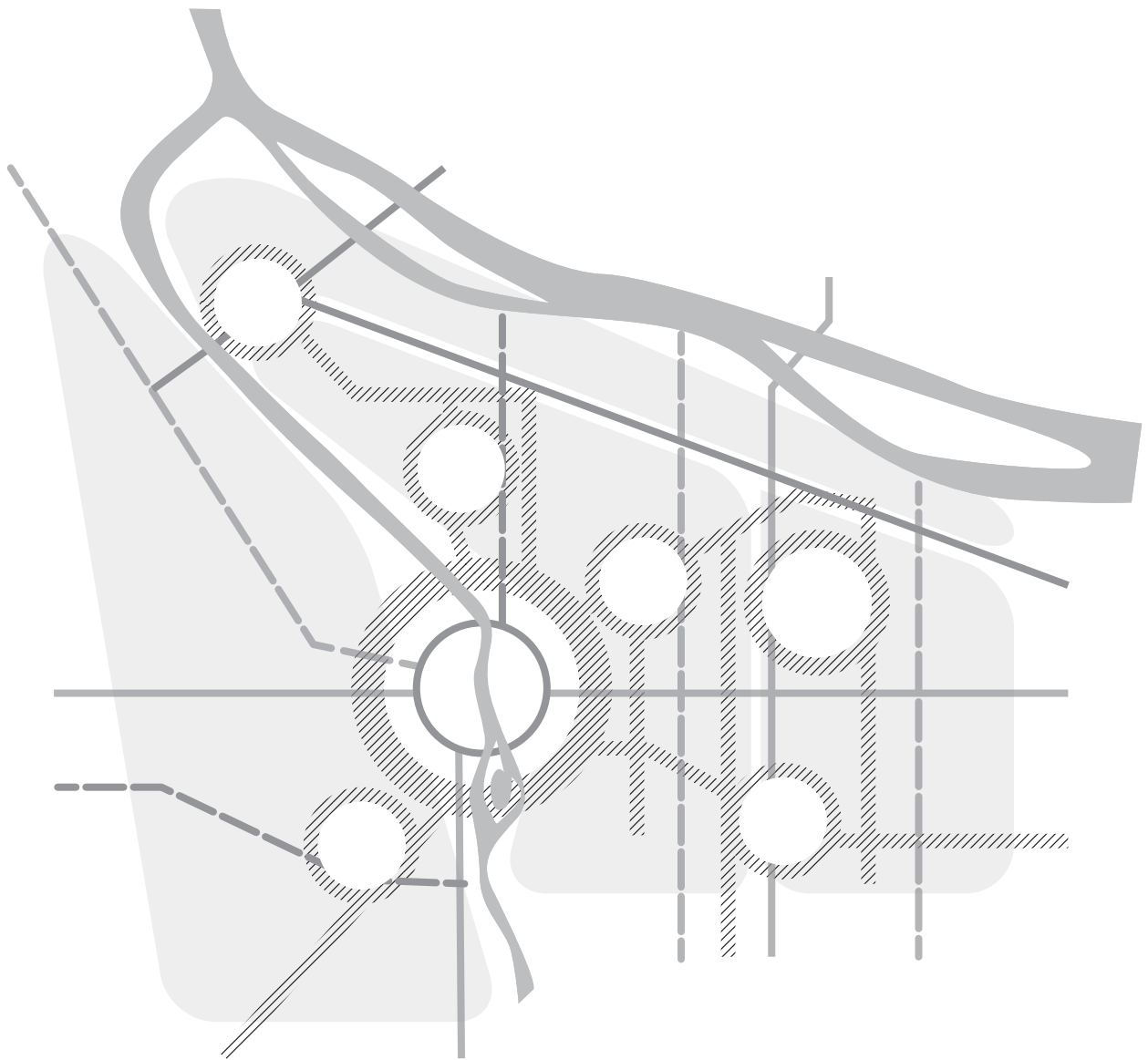
## **PORTLAND WILL GROW AND GET DENSER**

Portland is growing, and is expected to continue to grow. There are over 200,000 new people expected to arrive in the next 25 years, and more will likely follow. Despite its reputation, Portland is still less than half as dense as the vastly more spread-out Los Angeles, California. Most of Portland's centers and corridors, including the Central City, have a lot of potential for new buildings. These places may have numerous sites that are surface parking areas, underutilized lots or simply vacant, all of which pose fewer challenges to future redevelopment. Developing well-designed urban places, centers, corridors, and experiences will strengthen the character of the city's existing places while cultivating many new ones.

## **ENVIRONMENTAL GROWTH AND IMPROVED RESILIENCY**

Previous planning efforts were not confronted with the climate change and carbon emissions issues facing the city and region today. 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 rare connections between them. 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 types of wildlife.





The URBAN DESIGN OBJECTIVES describe what the city's design intentions are and will shape the city's physical landscape over the next 25 years. While these objectives are similar to the seven Key Directions of the Comprehensive Plan, they focus on those portions of the key directions that most directly relate to the physical form of Portland. Embedded within the objectives are strategies that improve the city's resilience and lower carbon emissions.

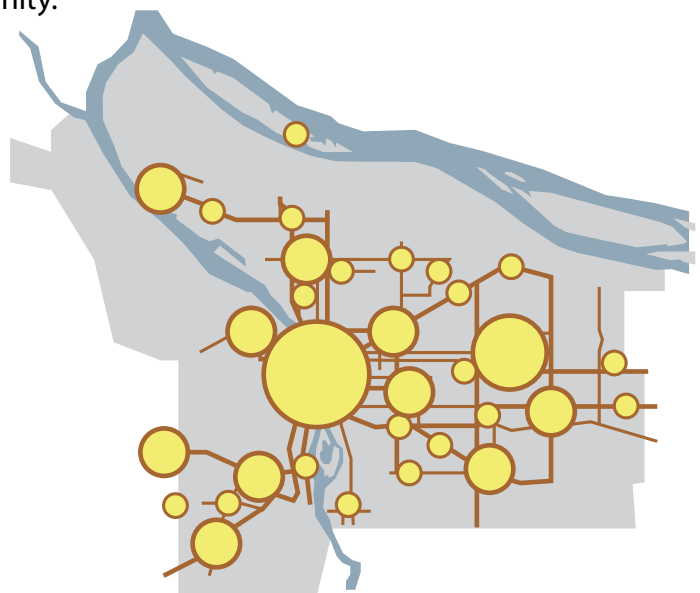
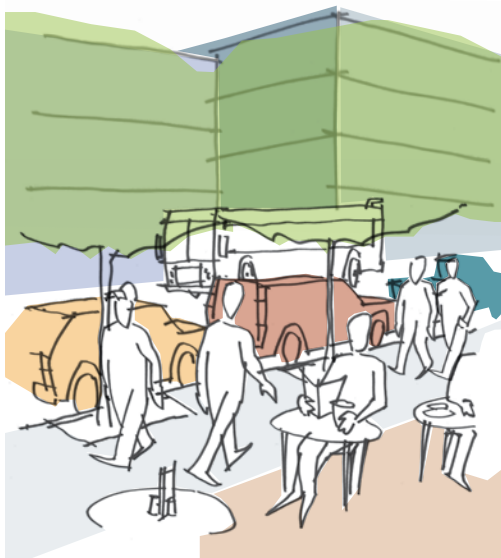


The urban design objectives including the city's preferred growth scenario (centers and corridors) and build on the existing physical assets of Portland -- its people, places and distinctive features. The diagrams illustrating how the city will grow and include both existing and aspirational information, such as proposed centers, open spaces or connections.

As the objective diagrams are not maps, they do not describe every place, connection or feature. The objectives were developed looking at the entire city holistically, and are intended to set broad direction for future urban design work in the city. The framework maps that directly follow this section provide more detailed information.

## CREATE COMPLETE NEIGHBORHOODS

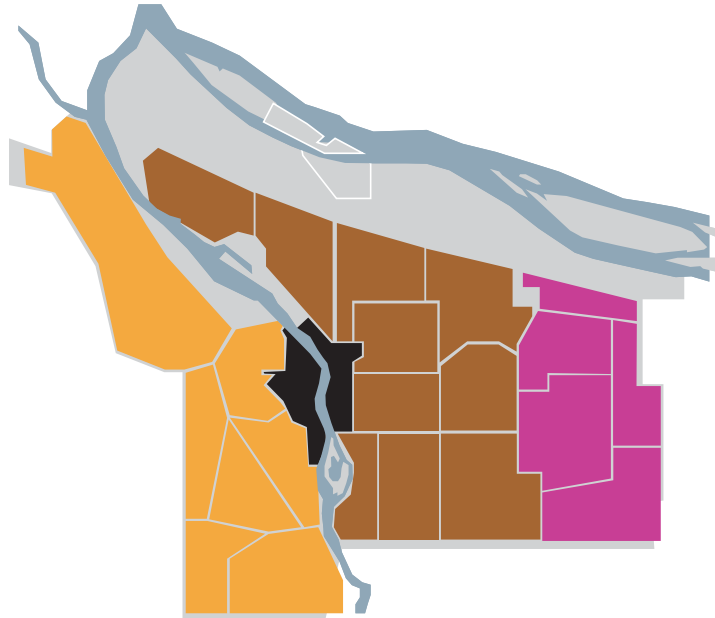
The city's preferred growth scenario creates complete neighborhoods by locating new households and jobs in centers and corridors, maximizing investments in infrastructure, reducing redevelopment pressures on open spaces, employment districts and lower density residential areas, and adding new people,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



# URBAN DESIGN PRINCIPLES (CONT.)

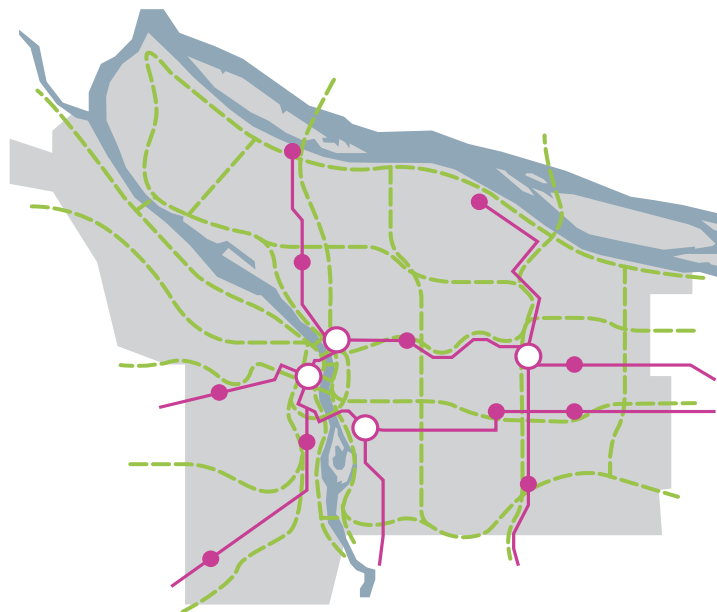
## PLAN & DESIGN TO FIT LOCAL CONDITIONS

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.



## CONNECT PEOPLE AND NEIGHBORHOODS

Developing a series of different types of connections, such as transit lines and city greenways will support more Portlanders by offering alternative experiences to strengthen a sense of place, reduce reliance on the automobile, and encourage active, healthy lifestyles.



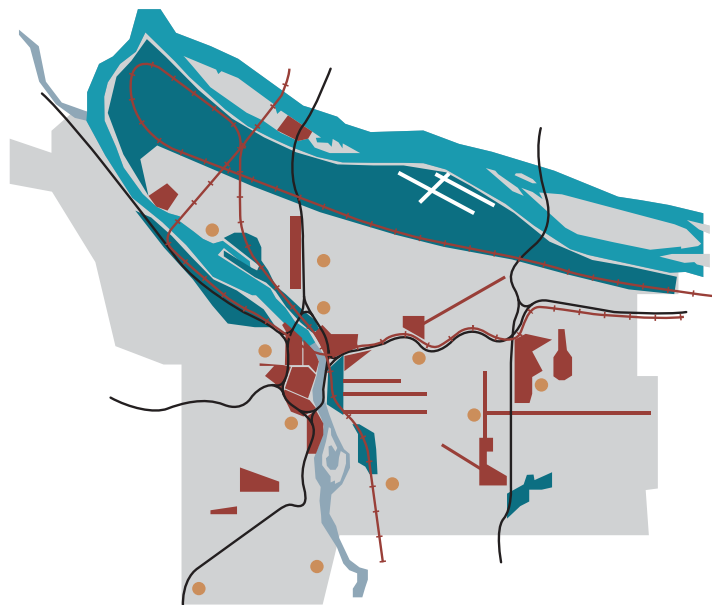
## IMPROVE NATURAL AREAS AND OPEN SPACES

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 in the face of global climate change.



## 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 that 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 GROWTH AND CHANGE

## AN INTENTIONAL INVESTMENT STRATEGY IS ESSENTIAL.

Portland’s neighborhoods vary in size and local conditions. The 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 neighborhoods, maintain affordability and accommodate growth.

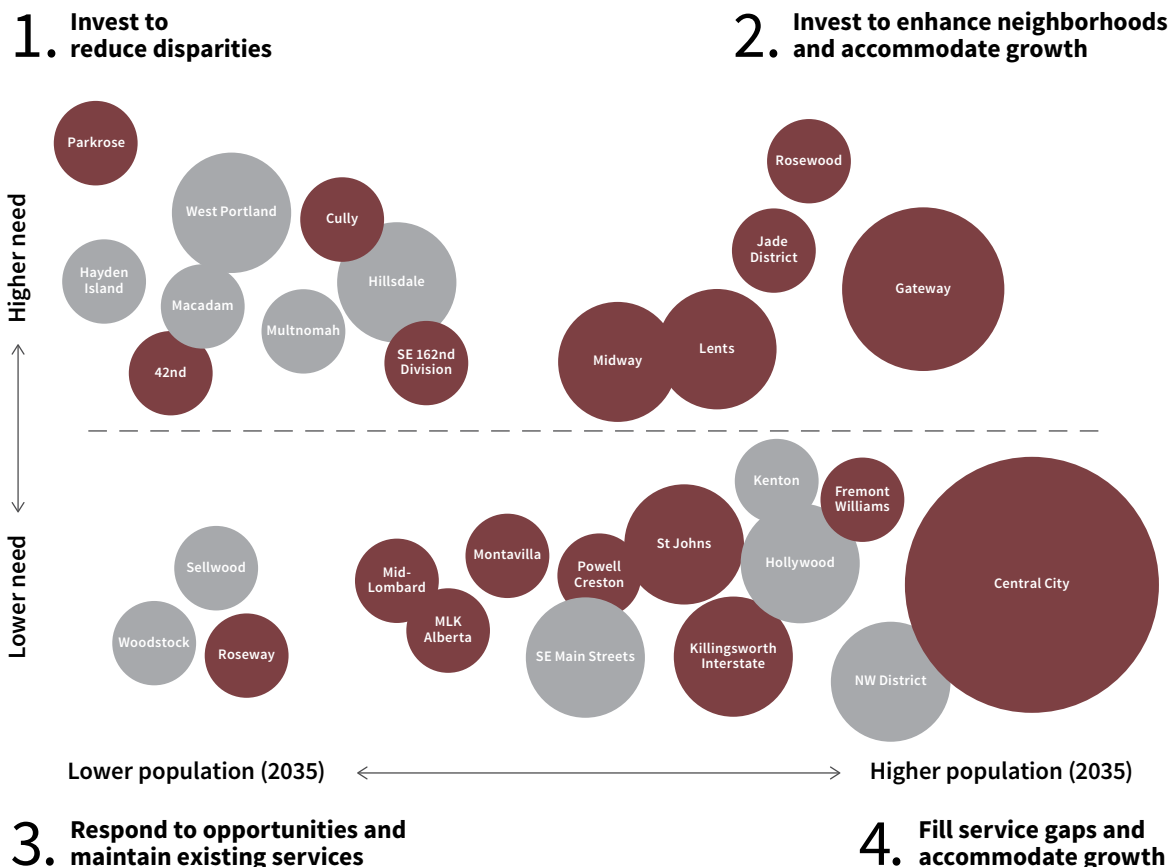
This strategy is aimed at places that lack basic infrastructure or services and either have many of residents now, or will in the future. Investments could include improving streets, creating new parks, and addressing other deficiencies. Economic development programs could help increase jobs and community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





Portland's preferred 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 this change. The growth won't arrive overnight, and 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 new, mixed use and multi-story buildings on sites with the most redevelopment potential, such as surface parking lots, underutilized parcels and vacant lands.

## EXISTING



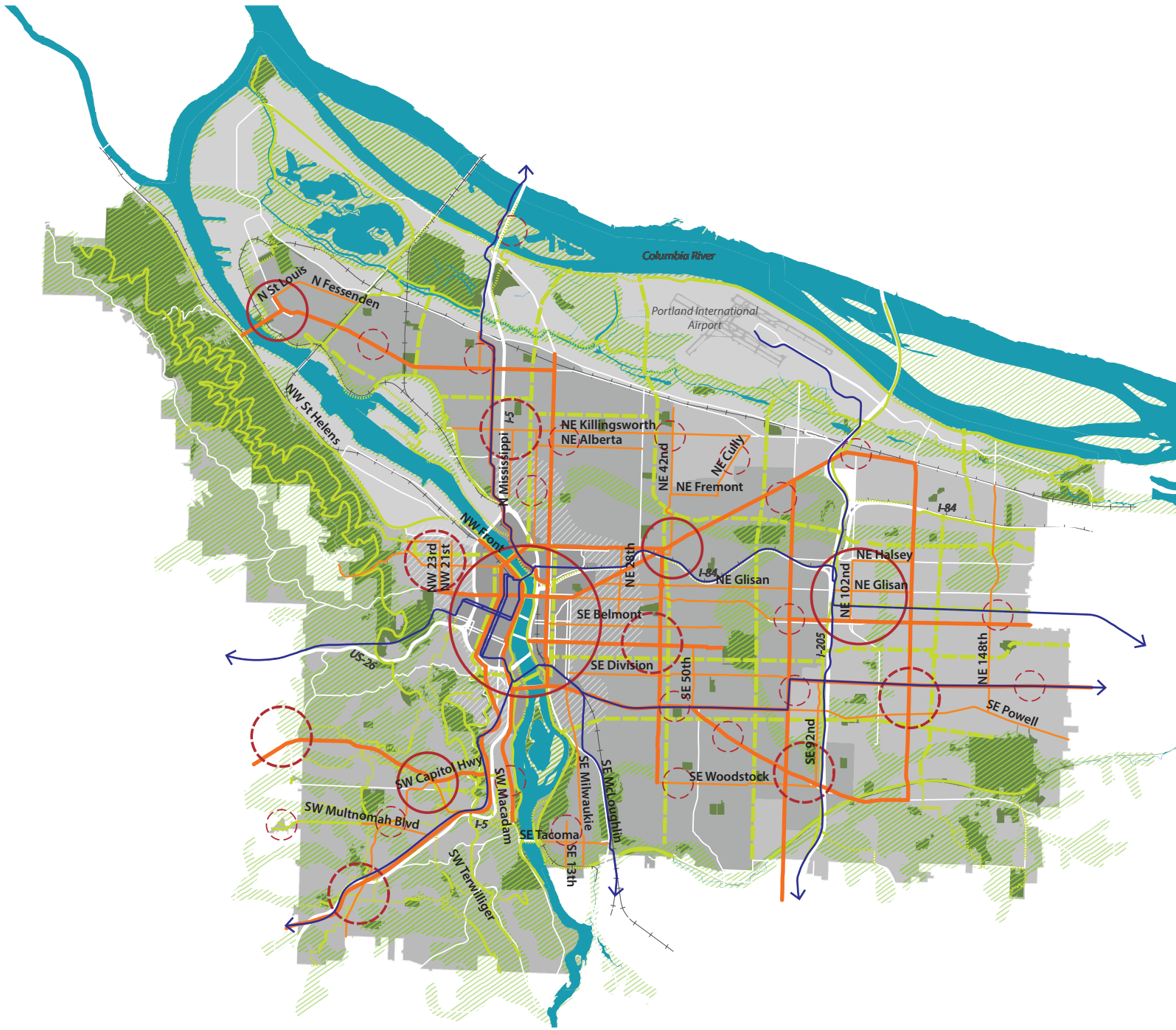
## 5-10 YEARS



## 25+ YEARS



# URBAN DESIGN FRAMEWORK



- CENTERS**
- Central City
  - Gateway
  - Regional Center
  - Town Centers
  - Neighborhood Centers
- \*dashed lines indicate centers without adopted boundaries*

- CORRIDORS**
- Civic Corridors
  - Neighborhood Corridors
  - High Capacity Transit
  - Rail

- CITY GREENWAYS**
- Enhanced Greenway Corridors
  - Existing Trails
  - Proposed Trails

- URBAN HABITAT CORRIDORS**
- Parks & Open Spaces
  - Enhanced & Potential Habitat Corridor
  - Waterbodies

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

The **URBAN DESIGN FRAMEWORK** brings the urban design objectives to the ground and describes 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, mixed use urban areas targeted for growth will 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 enhanced urban habitat corridors connect fish, wildlife, and people to key natural features throughout the city.



**EMPLOYMENT AREAS**

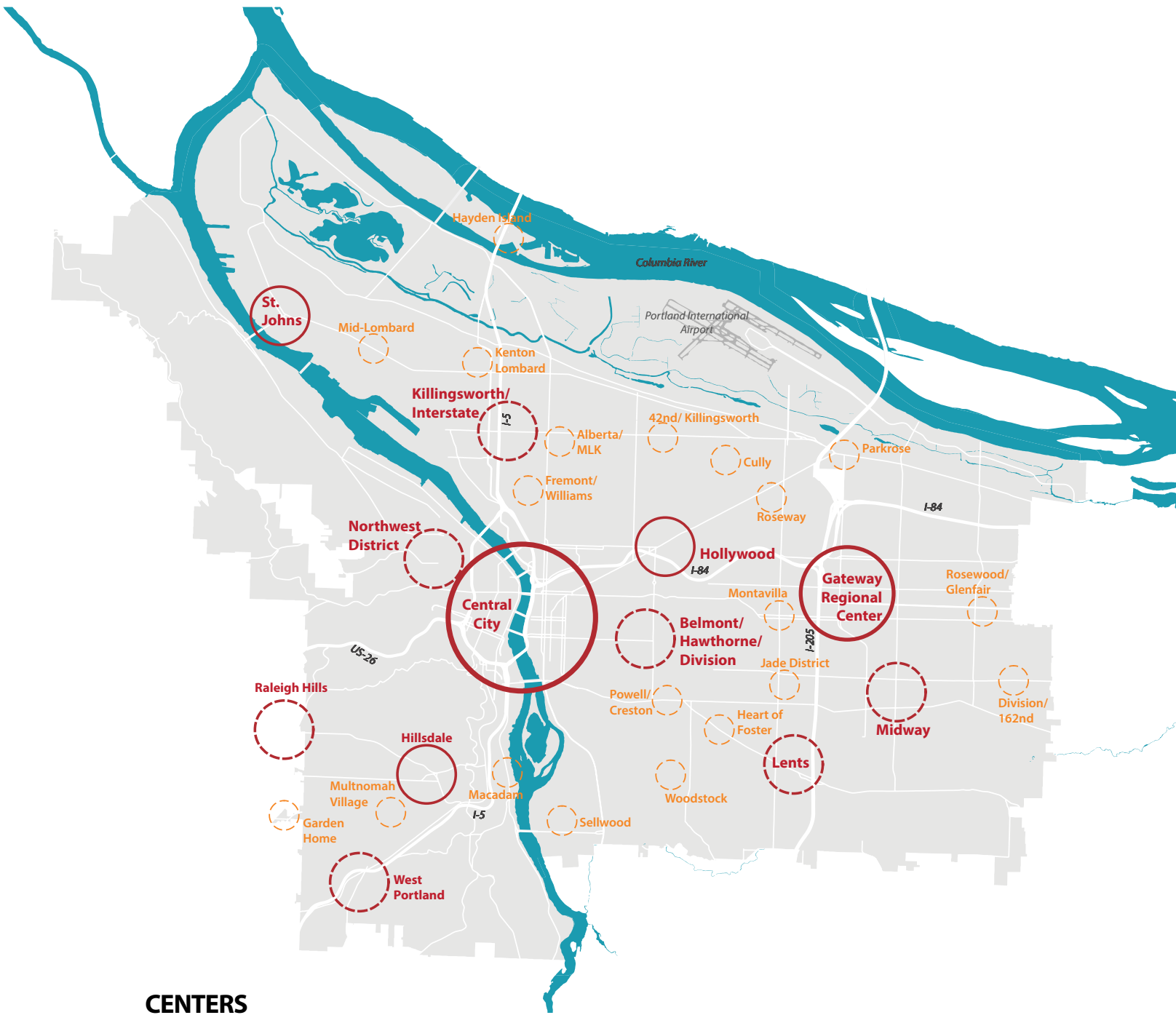
Diverse and growing areas of employment host a variety of business sectors in different parts of the city.



**PATTERN AREAS**

Portland’s broad geographies are defined by existing patterns of natural and built features.

# CENTERS



## CENTERS

- Central City
- Gateway Regional Center
- Town Centers
- Neighborhood Centers

*\*dashed lines indicate centers without boundaries*

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 serve as anchors to complete neighborhoods, featuring retail store 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. Targeting new growth in centers helps achieve goals to have more Portlanders living in complete neighborhoods, using more mass transit and active transportation choices, and addressing global climate change issues with local initiatives.



### **CENTRAL CITY**

The Central City serves as the region's premier center with jobs, services, and civic and cultural institutions that support the entire city and region. It includes attractions, amenities and institutions not found anywhere else in the city, 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, serving 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 serve a broad area of the City. They are typically anchored by employment centers or institutions, feature a wide range of commercial and community services, and have a wide range of housing options.

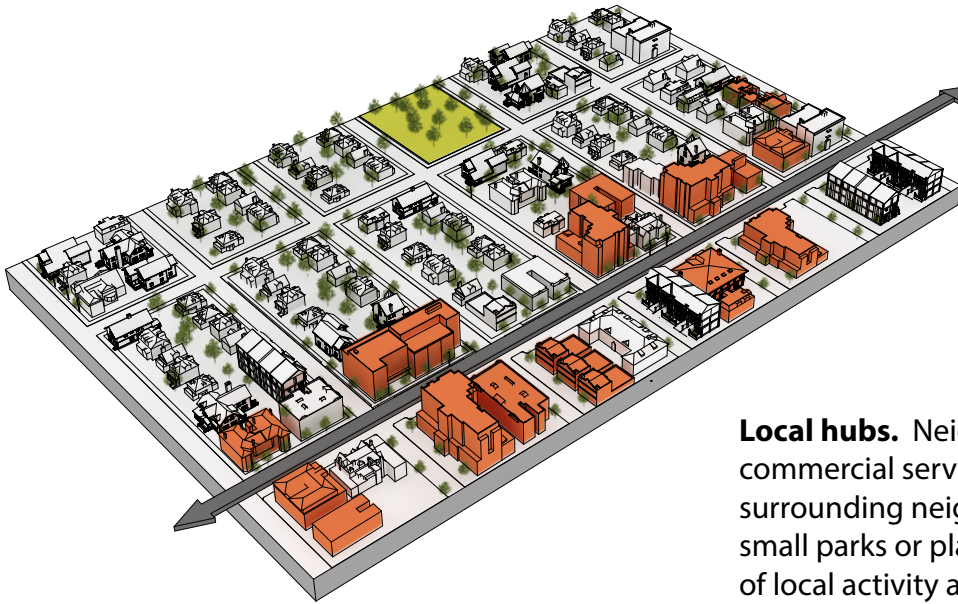


### **NEIGHBORHOOD CENTERS**

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 more Portlanders are likely to be closer to a neighborhood center than any other kind.

# CENTERS: A COMPARISON

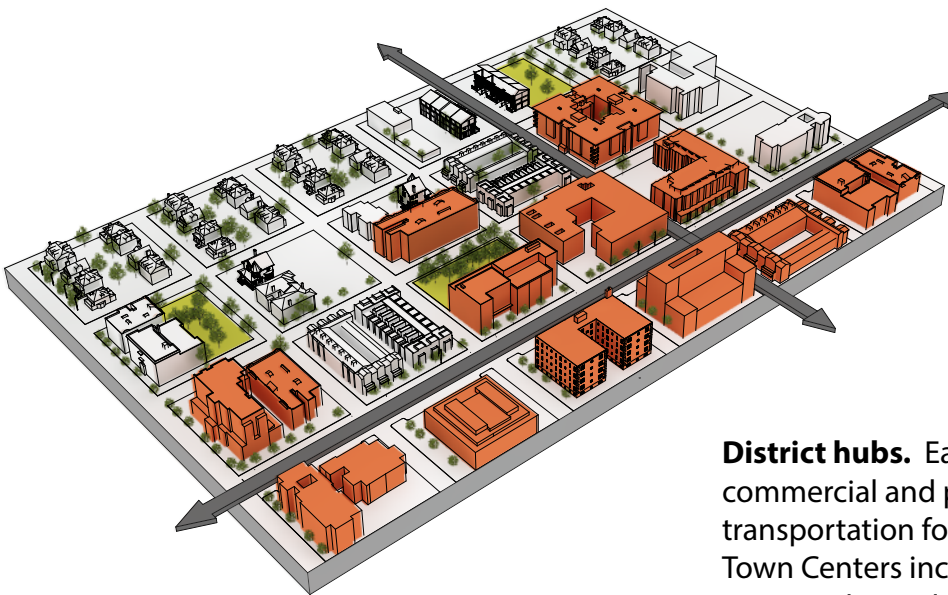
## NEIGHBORHOOD CENTER



<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 to support their roles as places of 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).

## 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.



Corridor



New Development

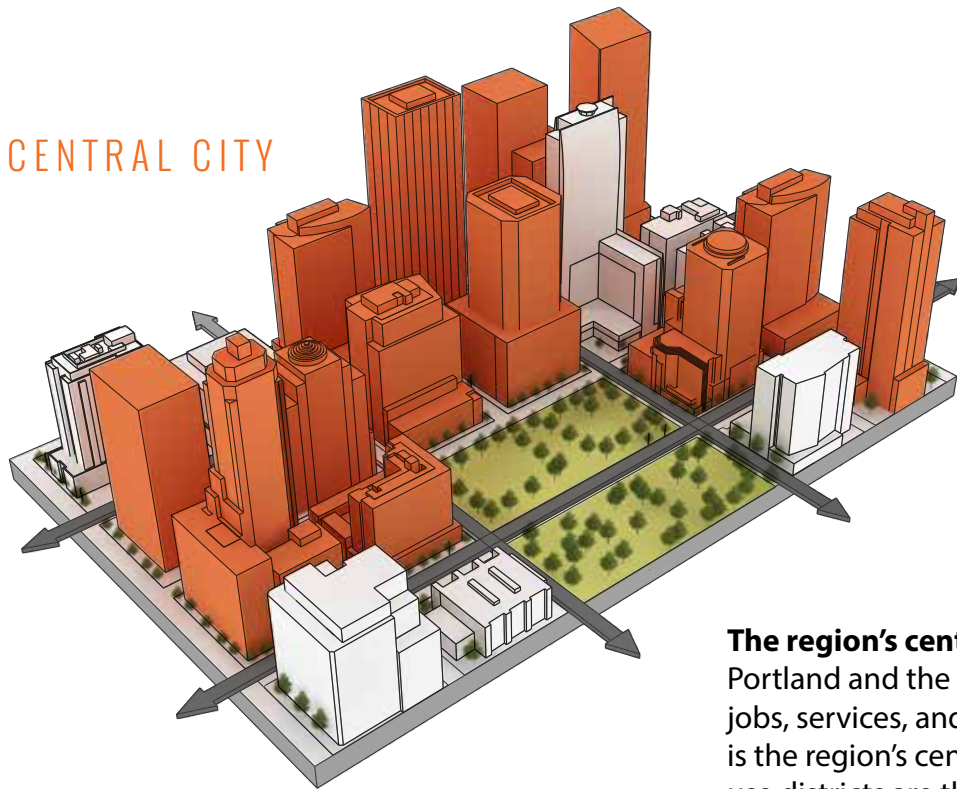
## REGIONAL CENTER



<b>HOUSING</b>	23,000 units
<b>JOBS</b>	Employment hub for East Portland (capacity for 23,000 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.

## 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
- Freight Corridors



Corridors, like centers, are part of the preferred growth scenario and are targeted areas for growth and change in Portland 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. These 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**

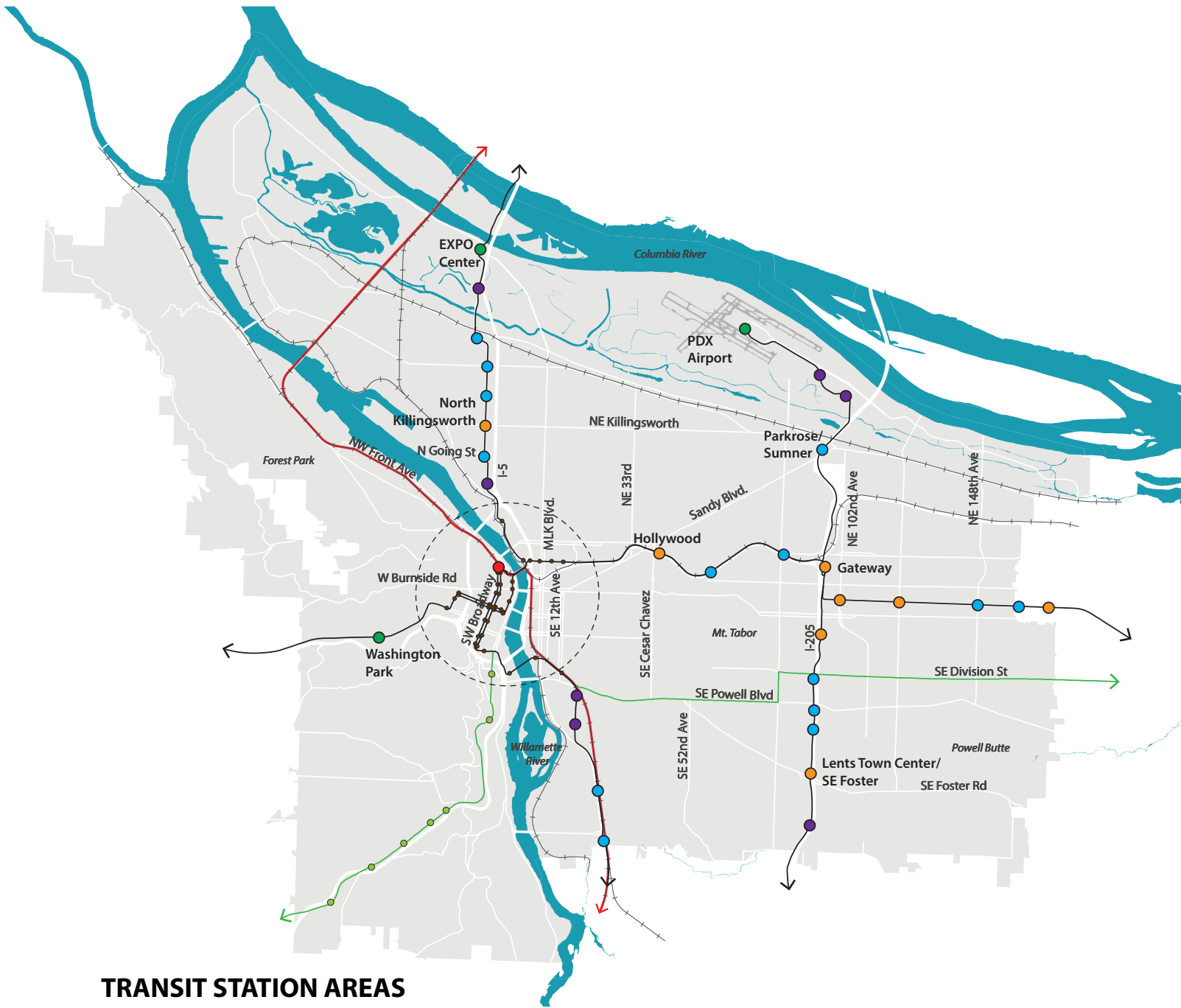
Neighborhood Corridors are narrower main streets that connect neighborhoods with each other and to other parts of the city. They support the viability of neighborhood business districts and provide locations for additional housing opportunities close to local services, amenities and transit lines.



### **FREIGHT CORRIDORS**

Freight Corridors are the primary routes into and through the city for trucks, trains, airplanes, ships and more. They help form the network that supports Portland as an important West Coast hub and a gateway for international and domestic trade. While the forms of these corridors, streets and lines are not expected to change significantly over the next 25 years as the city grows, these facilities are integral to the growth of traded sector businesses such as manufacturing, warehousing and distribution industries.

# TRANSIT STATION AREAS



## 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

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 just be at a regional destination or attraction without a lot of associated development.



### **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 proximate to 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 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 due to their less compromised locations. Areas around these station areas are targeted to expand housing opportunities and choices for people living 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

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

City Greenways are a citywide network of trails and green, park-like corridors linking major centers, destinations, the rivers and other large open spaces. By occurring at regular intervals, they help to 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.



### **HERITAGE PARKWAYS**

Heritage Parkway are iconic streets – or segments of streets -- 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 typically provide off-street pedestrian and bicycle access, and are often located in natural areas, hillside areas, adjacent to freeways, and along the 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 air.

# URBAN HABITAT CORRIDORS



## URBAN HABITAT CORRIDORS

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

Today's habitat corridors will be enhanced by protecting, restoring, and improving connectivity between existing large anchor habitats 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 West Hills, Willamette Bluff, Mt 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
- Commercial
- Institutional
- Heavy Rail



Portland's diversity as an employment center is spread evenly among four types of business sectors 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 that bring income and jobs into the region 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 the entertainment, small 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 need one-story buildings, medium to large sites, and locations buffered from housing.



### **COMMERCIAL**

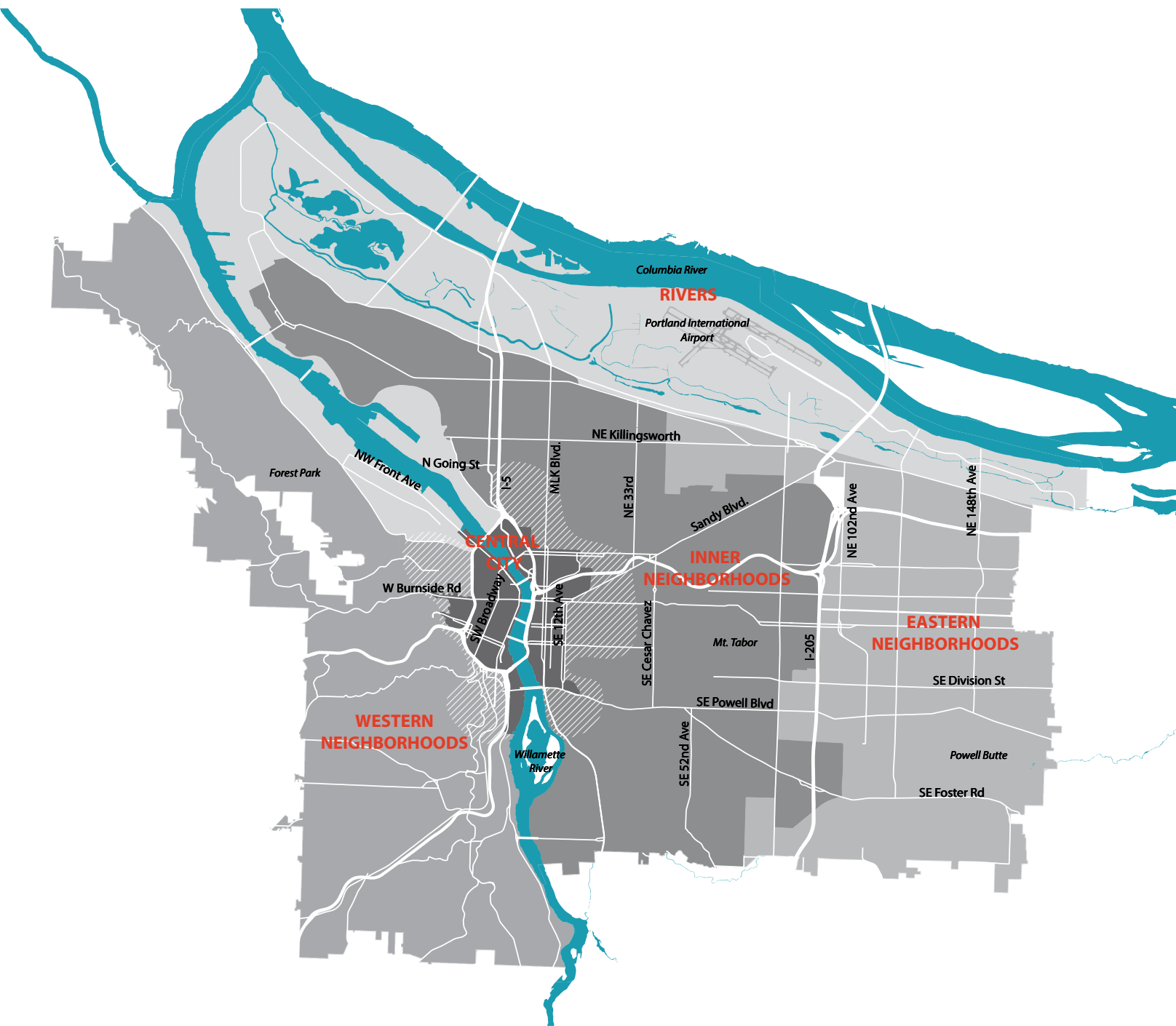
Commercial areas are mainly home to the retail, personal service, and related sectors that serve customers on-site. These businesses locate amid their market areas, lining corridors in neighborhoods across the city. They generally need ground-floor space along pedestrian or auto-oriented streets.









### **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 pastoral expanses to more concentrated urban grounds.

# PATTERN AREAS



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

Portland's natural and built patterns – its hills and streams, street and block types, buildings and open spaces – give Portland's different geographies their distinct characters. Acknowledgment 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.



### **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 its highly urbanized and evolving built form; its high density employment, cultural and institutional centers; and its tight network of streets and pedestrian pathways, 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, its streams, ravines and forested slopes, and its prevalent views to 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 copses of 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 species of 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.