



Bureau of Planning and Sustainability
Innovation. Collaboration. Practical Solutions.



Central City 2035: West Quadrant Plan

Planning and Sustainability Commission
Briefing
August 12, 2014

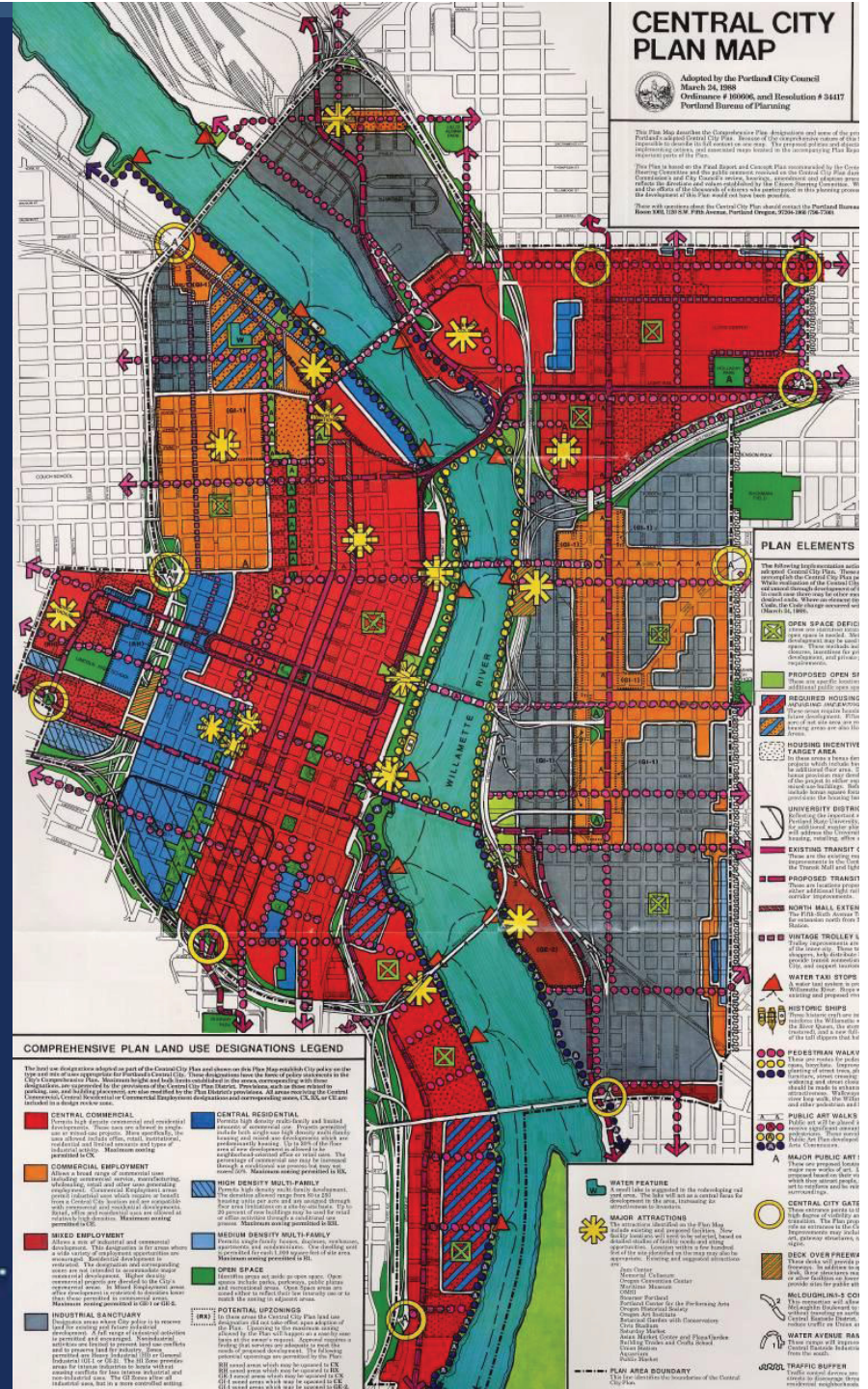
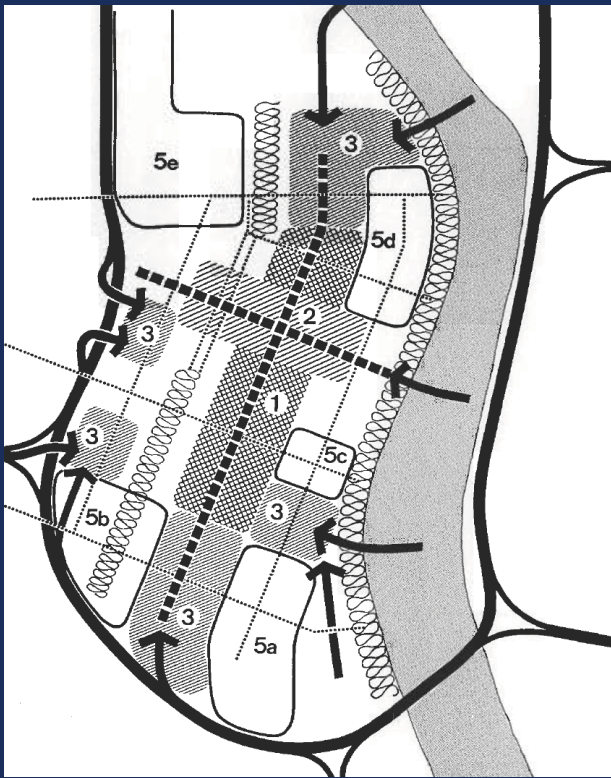


Agenda

1. Central City 2035 Introduction
2. Proposed West Quadrant Plan Overview
3. A few issues you'll likely hear about at the hearing
4. Next steps
5. Commission Questions and Discussion



CC2035 Purpose: Update the 1988 Central City Plan



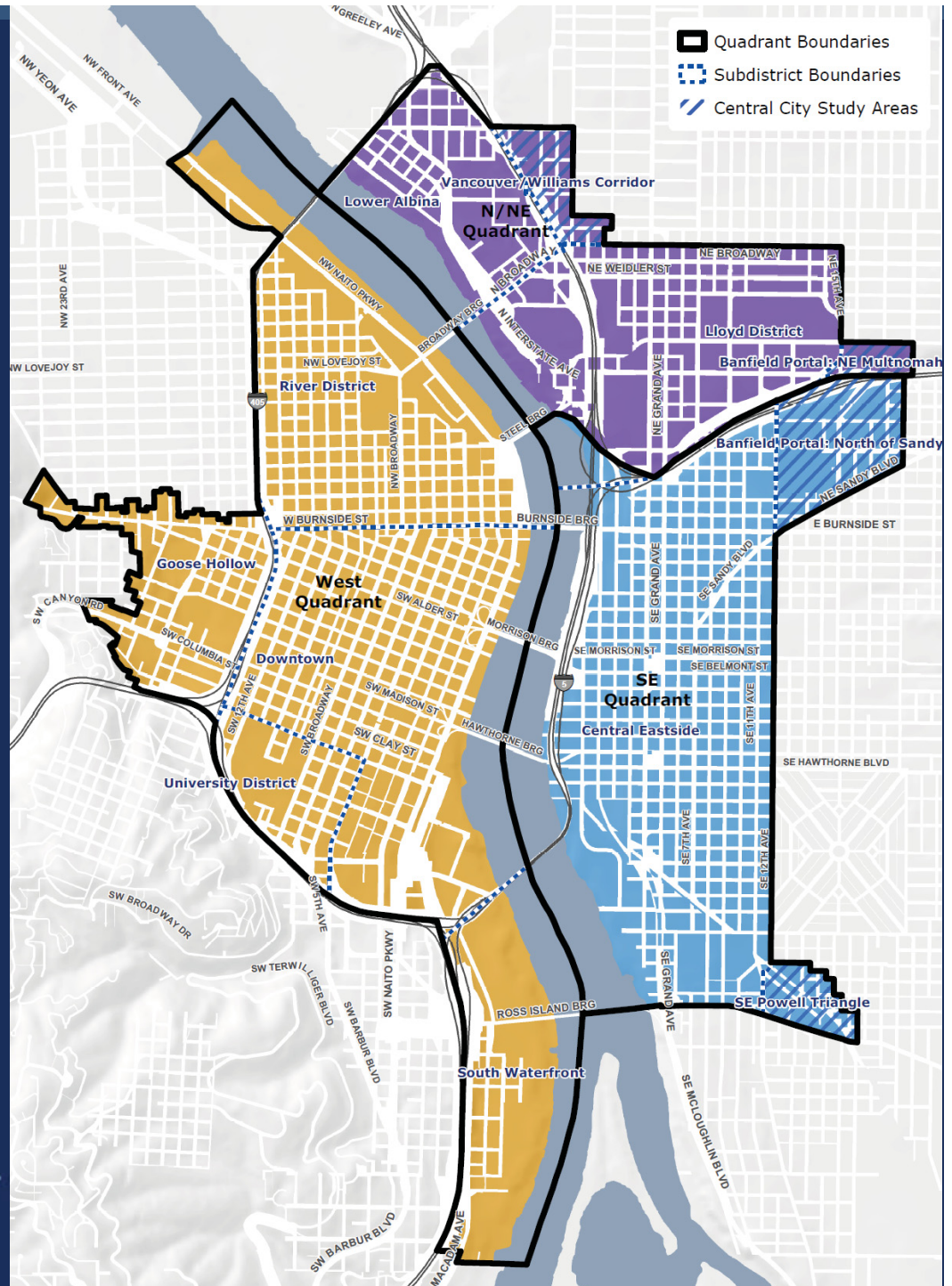
CC2035: Plan Area

Central City Today:

- ~ 3,000 acres (3.2% of city)
- ~ 130,000 jobs (35% of city)
- ~ 24,000 households (10% of city)
- ~ 33,000 residents (5% of city)

2035 Projections:

- + 49,000 jobs (35% of city growth)
- + 30,000 households (25% of city growth)

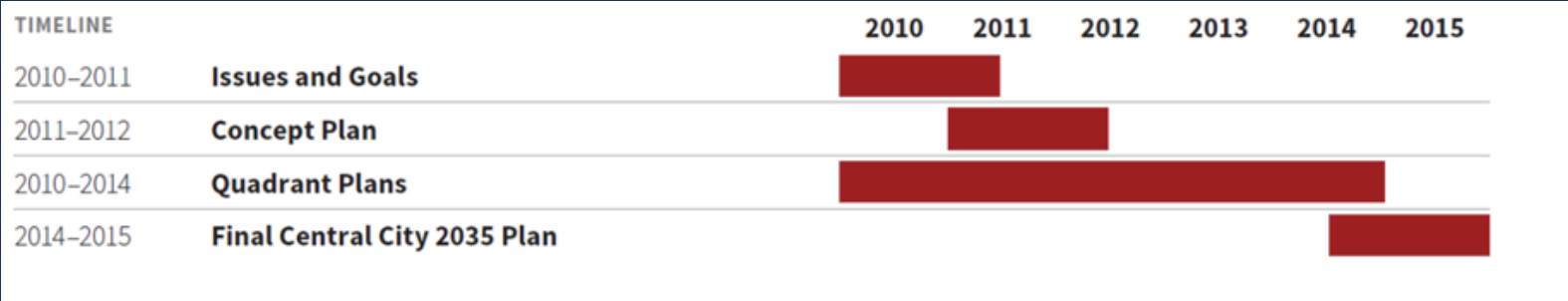


PORTLAND PLAN
Strategic plan for a prosperous, equitable, educated and healthy city

COMPREHENSIVE PLAN
Long-range plan to manage expected growth and future public investments

CENTRAL CITY 2035 PLANNING PROJECT

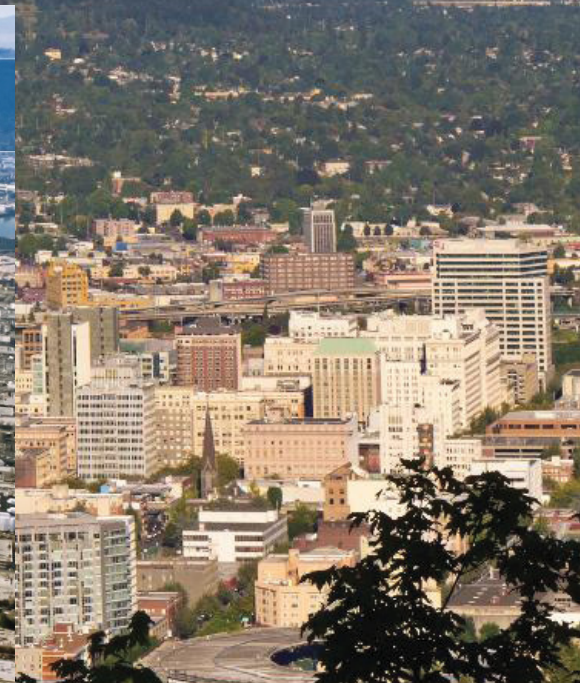
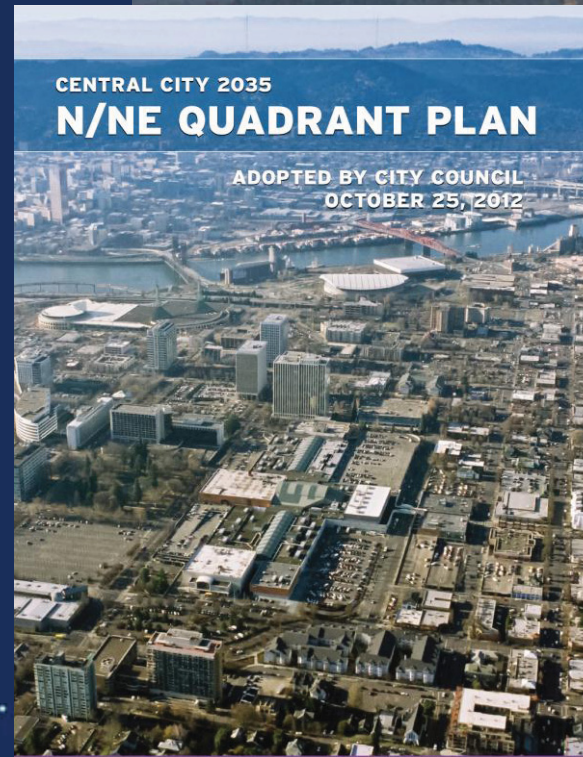
CONCEPT PLAN
Provides high level guidance for the Central City



CC2035 Concept Plan Strategic Direction

A Center of Innovation and Exchange

“Position Portland’s
Central City as a
globally recognized
center of equity,
innovation and
exchange.”



Bureau of Planning and Sustainability
Innovation. Collaboration. Practical Solutions.



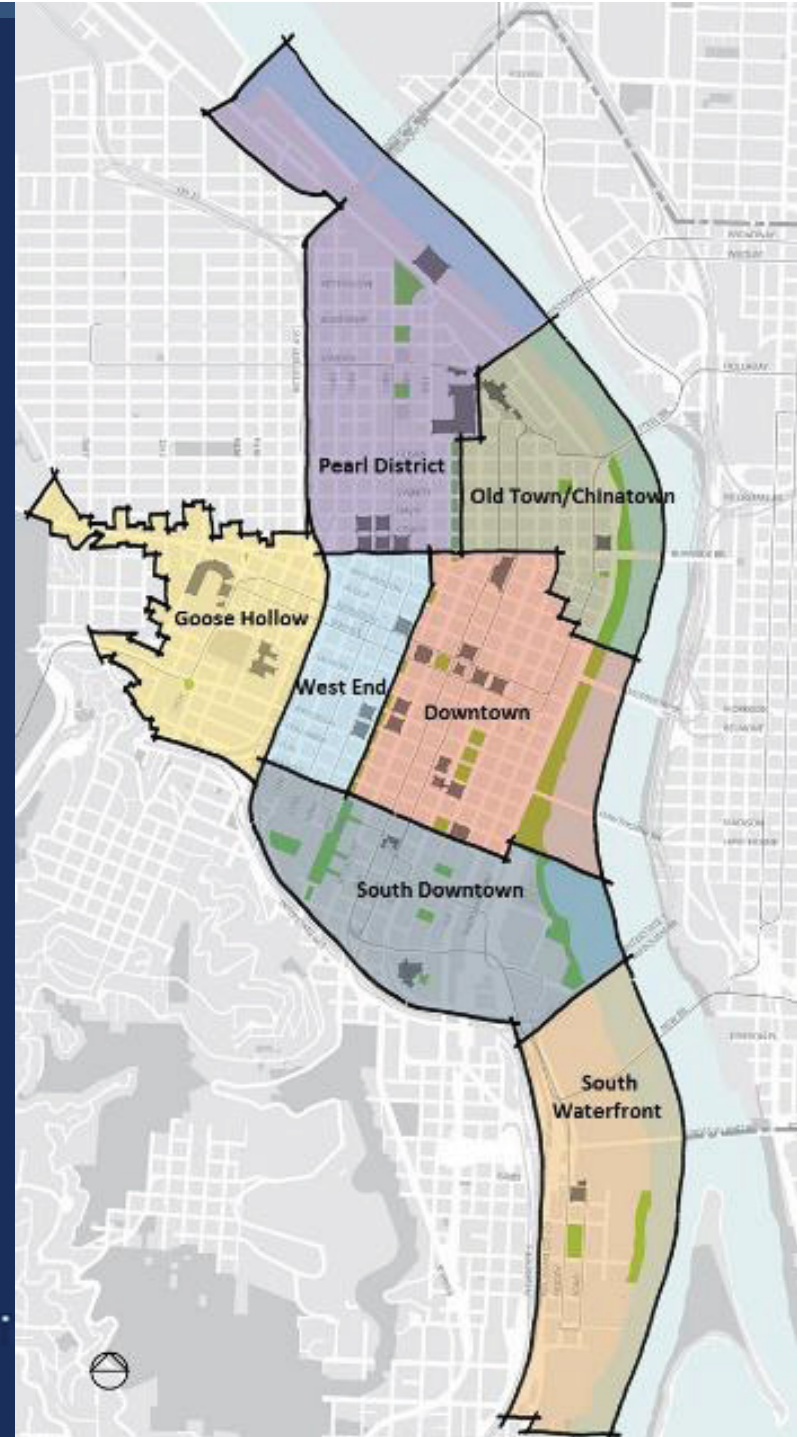
Bureau of Planning and Sustainability
Innovation. Collaboration. Practical Solutions.



West Quadrant Districts



Reflects some changes from previous Central City Plan subdistricts.



Planning Process

17 Months

	STAGE	PUBLIC INVOLVEMENT
Winter 2013	1 Kick-Off	West Quadrant Reader
Spring 2013	2 Issues and Ideas	Online Community Survey and Public Charrette
Summer 2013	3 Debrief	Website and Community Events
Fall 2013	4 Concept Development	Public Open House and Community Survey
Winter-Summer 2014	5 Draft Plan	Public Open House and Community Meetings

Meetings and Events

- 16 SAC meetings
- 5 TAC Meetings
- 2 Open Houses
- 4 Charrettes/Workshops
- 2 Online Surveys
- >100 Other community & stakeholder meetings



West Quadrant Plan Organization

EXECUTIVE SUMMARY

CHAPTER 1: Introduction

CHAPTER 2: Background

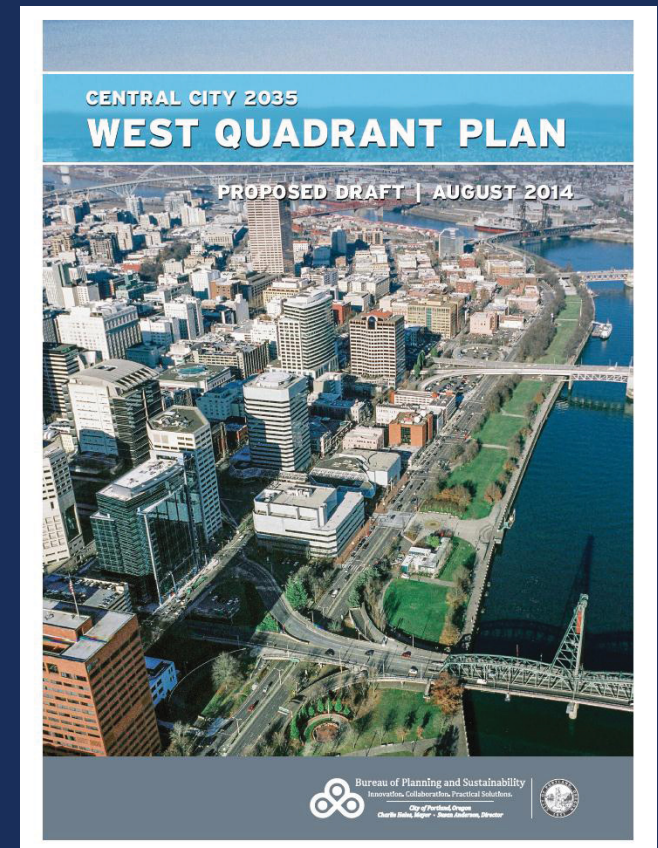
CHAPTER 3: Developing the West Quadrant Plan

CHAPTER 4: Central City-wide Recommendations

CHAPTER 5: WQ District Goals, Policies and Actions

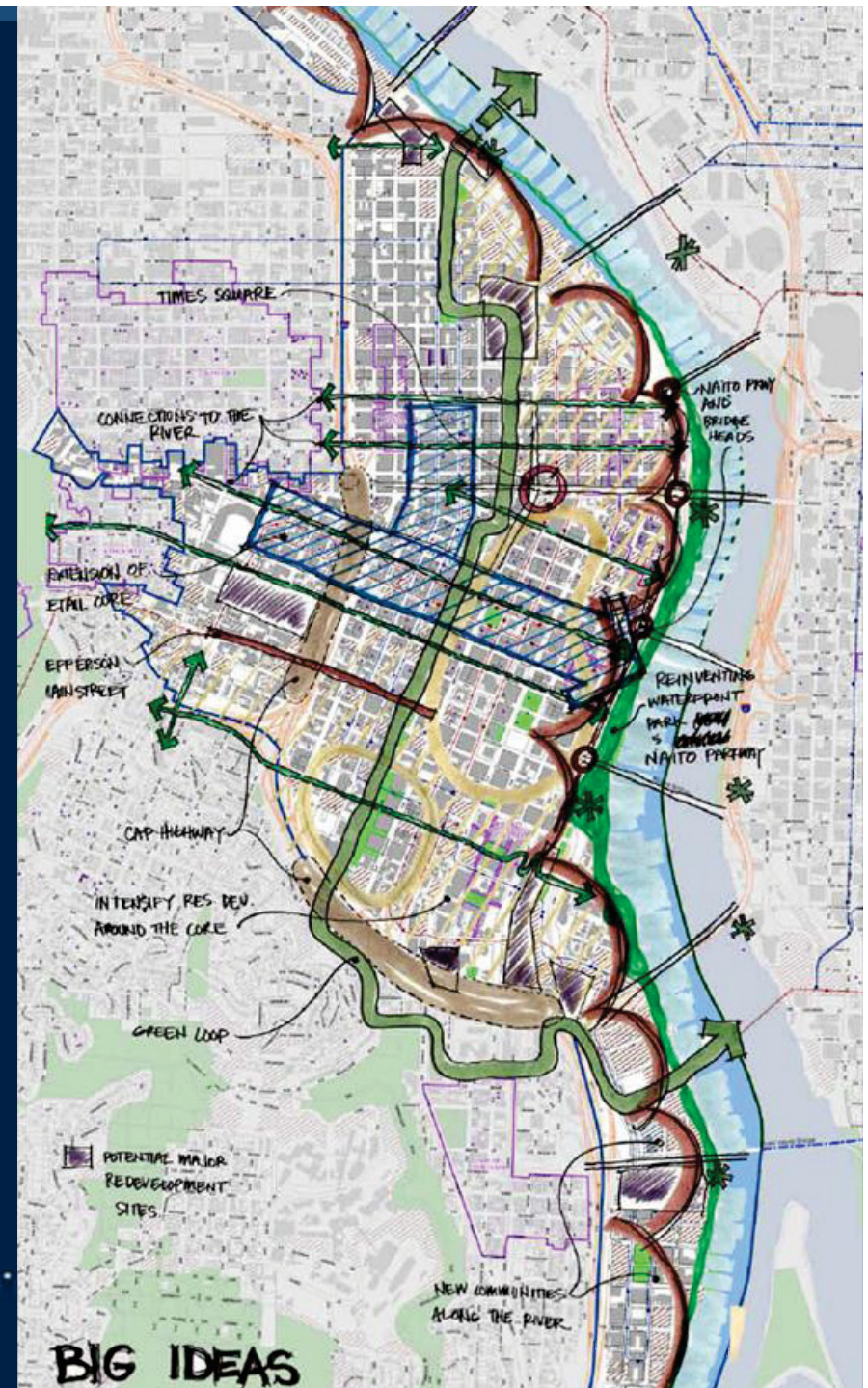
APPENDICES

- A. Implementation action details
- B. Height maps
- C. Existing conditions
- D. Public involvement summary
- E. “Green Loop”
- F. Central Reach Urban Design Concept



Chapter 1: Big Ideas

- 21st Century Willamette Riverfront
- The “Green Loop”
- A Mixed-Use West Quadrant
- Freeway Capping
- Portland's “Times Square”



21st Century Riverfront



WILLAMETTE RIVER: CENTRAL REACH Urban Design Concept

DRAFT 01/21/14

CENTENNIAL MILLS

- Mixed-use, open space and river access opportunities
- NW 10th and Pettygrove green streets provide human access and upland habitat connections
- Fish habitat sustained and enhanced

McCORMICK PIER

- Touch the river
- Greenway trail reconfiguration and improved bank habitat

TOM McCALL WATERFRONT PARK

- Commercial activity such as small retail kiosks at nodes
- Downtown retail core connected to the waterfront
- Bicycle and pedestrian conflicts to and within park addressed
- More year-round and evening activities and events
- More human access to the river
- A variety of new unique gathering spaces, recreation and play areas

HAWTHORNE BOWL

- Seasonal swimming co-exists with fish migration
- Public uses and events promoted
- Shallow water fish habitat sustained and enhanced
- New amenities and activities include restaurants and cafe

RIVERPLACE MARINA

- New commercial boat and light watercraft amenities
- New narrower dock to reduce impacts on fish
- Montgomery green street provides human access and upland habitat connections

SOUTH WATERFRONT

- Urban neighborhood with supportive commercial and recreational opportunities
- Riverbank habitat maintained
- Mixed-use opportunity at Zidell

LEGEND

- Riverfront Attractions with commercial uses
- Potential new riverfront open space
- Human access to water/ swimming
- In-water habitat enhancement and maintenance
- Riverbank restoration, e.g. lay back, soften, plant native vegetation and maintain
- Add native vegetation where possible
- Potential redevelopment
- Potential regional cruise ship docking
- Potential water transit stops with retail activity
- "Green fingers" to the river
- Resolve difficult connection to the river
- Major riverfront activity hub
- Opportunities to provide upper floor access to Eastside bridges
- Enhance Naito Parkway to ease east-west movement toward the river
- Distinct areas/neighborhoods along Central Reach
- Willamette River Central Reach boundary

REACH-WIDE

- Celebrate the river!
- Increased human access to river that is compatible with fish and wildlife habitat
- Art, culture and historic attractions, displays and activities
- Infrastructure to support riverfront uses and visitors
- River commerce increased
- Shallow water habitat maintained
- Strategic bank enhancement and connections to upland habitat

ROSE QUARTER/ CONVENTION CENTER

- Commercial and entertainment opportunity area at a multi-modal hub
- Mixed-use opportunity at Thunderbird site
- New amenities spur boating activity

EASTBANK CRESCENT

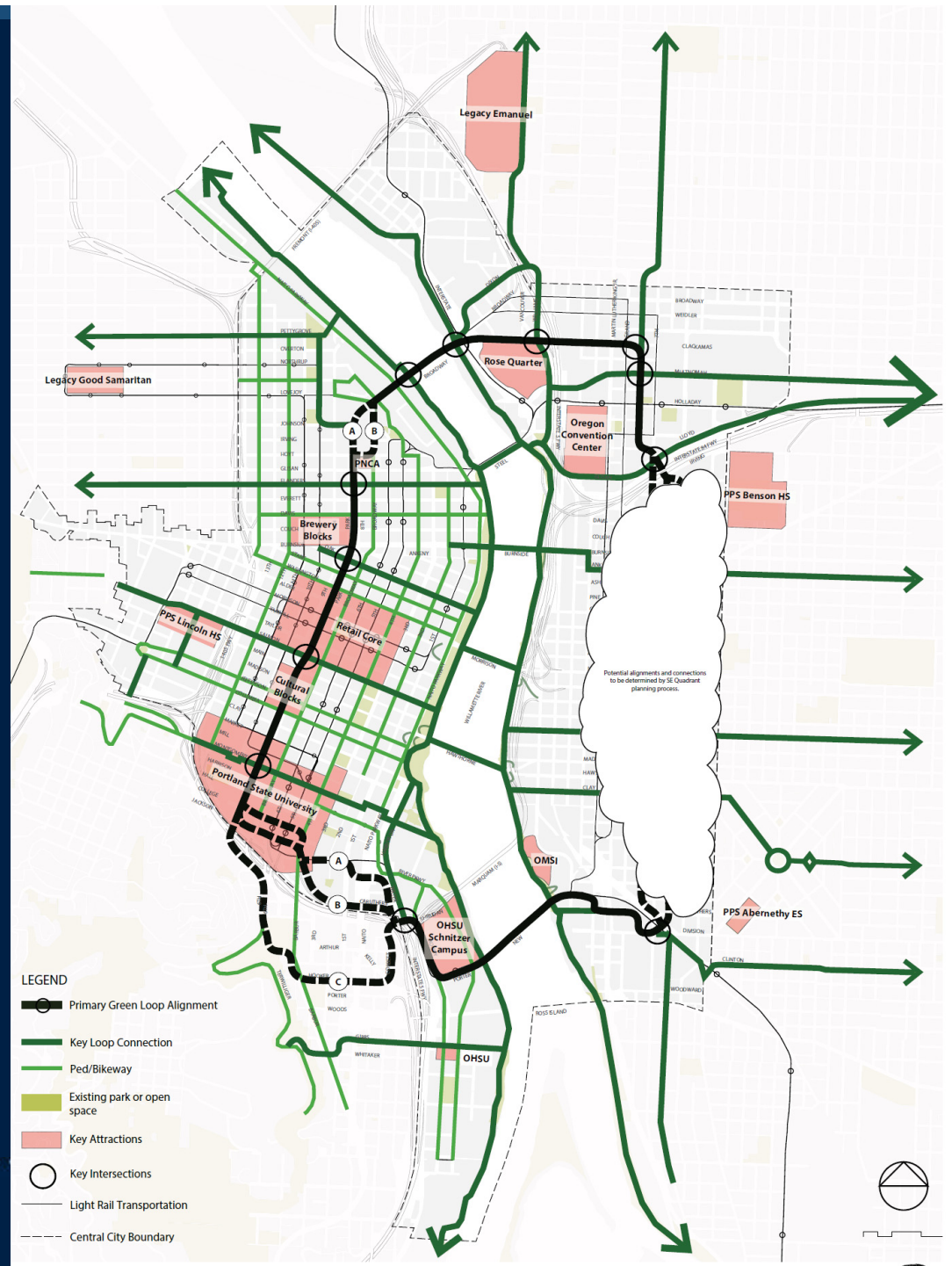
- Riverbank reconfigured for public use and habitat
- New light watercraft amenities
- Seasonal swimming co-exists with fish migration

OMSI

- Commercial, cultural and employment opportunities at a multi-modal hub
- Greenway trail changes reduce conflicts, improve access and provide quiet spaces
- New amenities spur boating activity
- Views of Ross Island and Holgate Channel highlighted

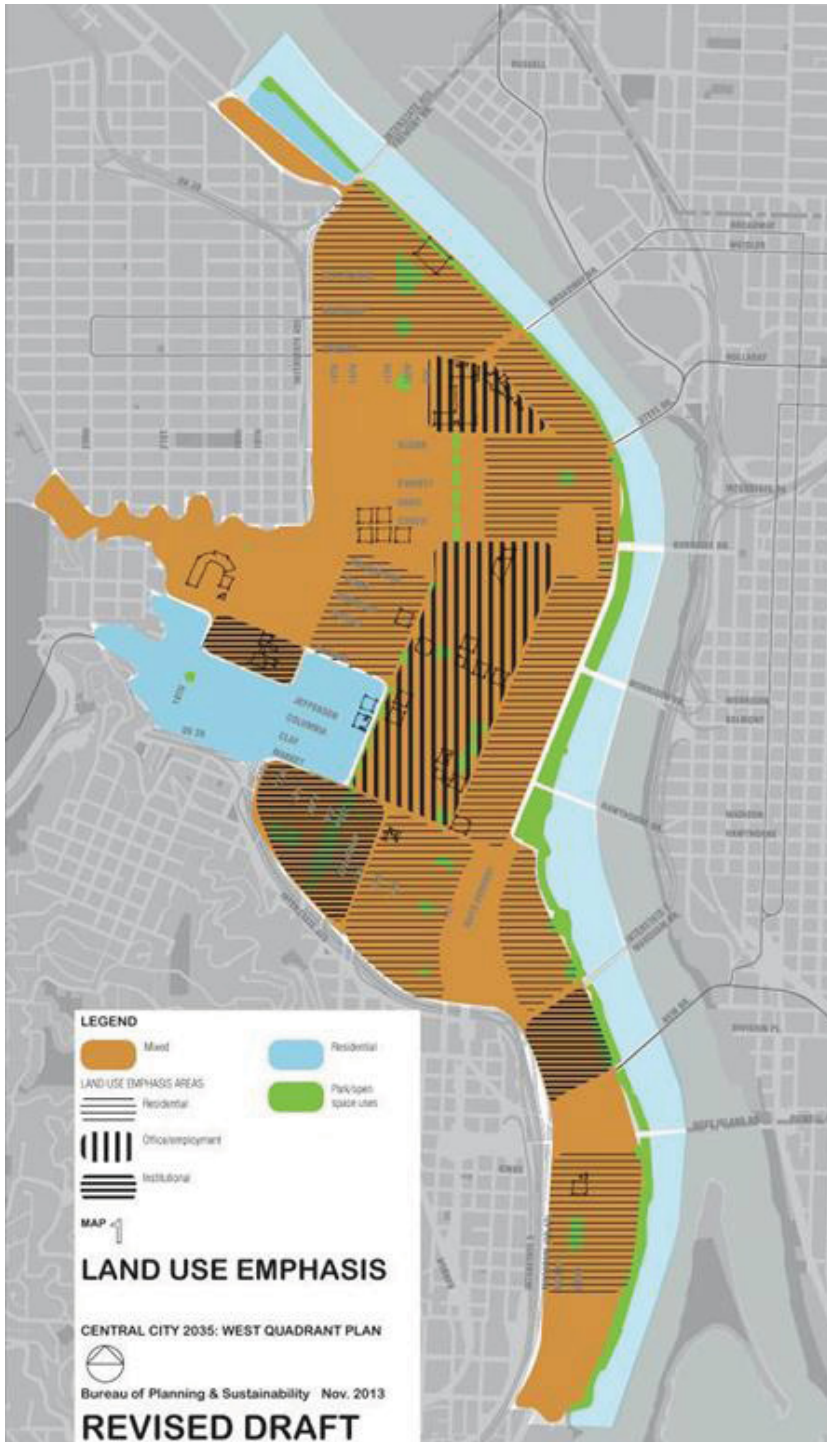


Green Loop

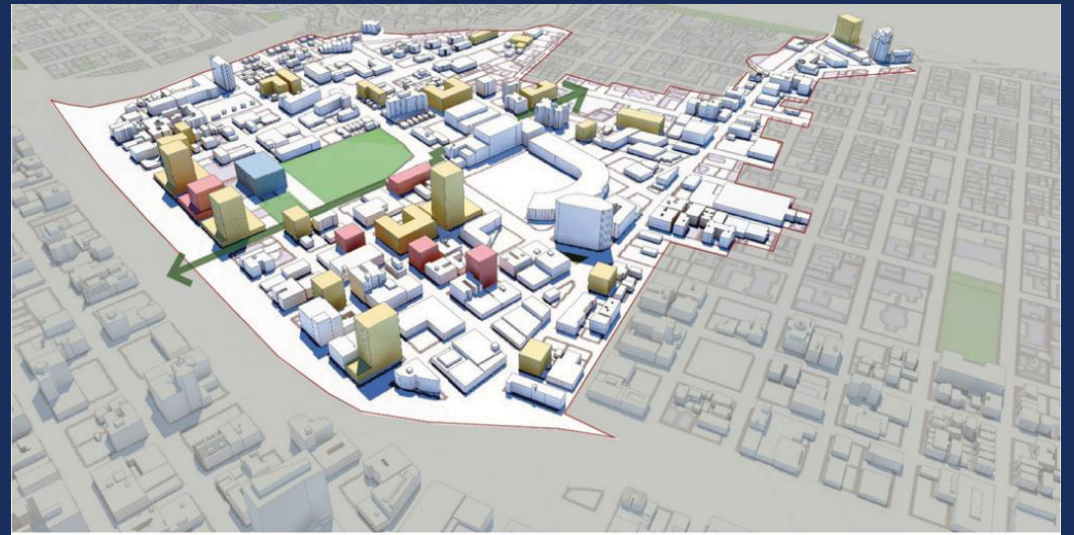


Bureau of Planning and Sustainability
Innovation. Collaboration. Practical Solutions.





Mixed-Use Quadrant



Housing
 Commercial
 Institutional
 Potential Green Loop Alignment and/or Key East-West Connection



Burnside and Broadway: Portland's "Times Square"?



Capping I-405



I-405 CAPPING

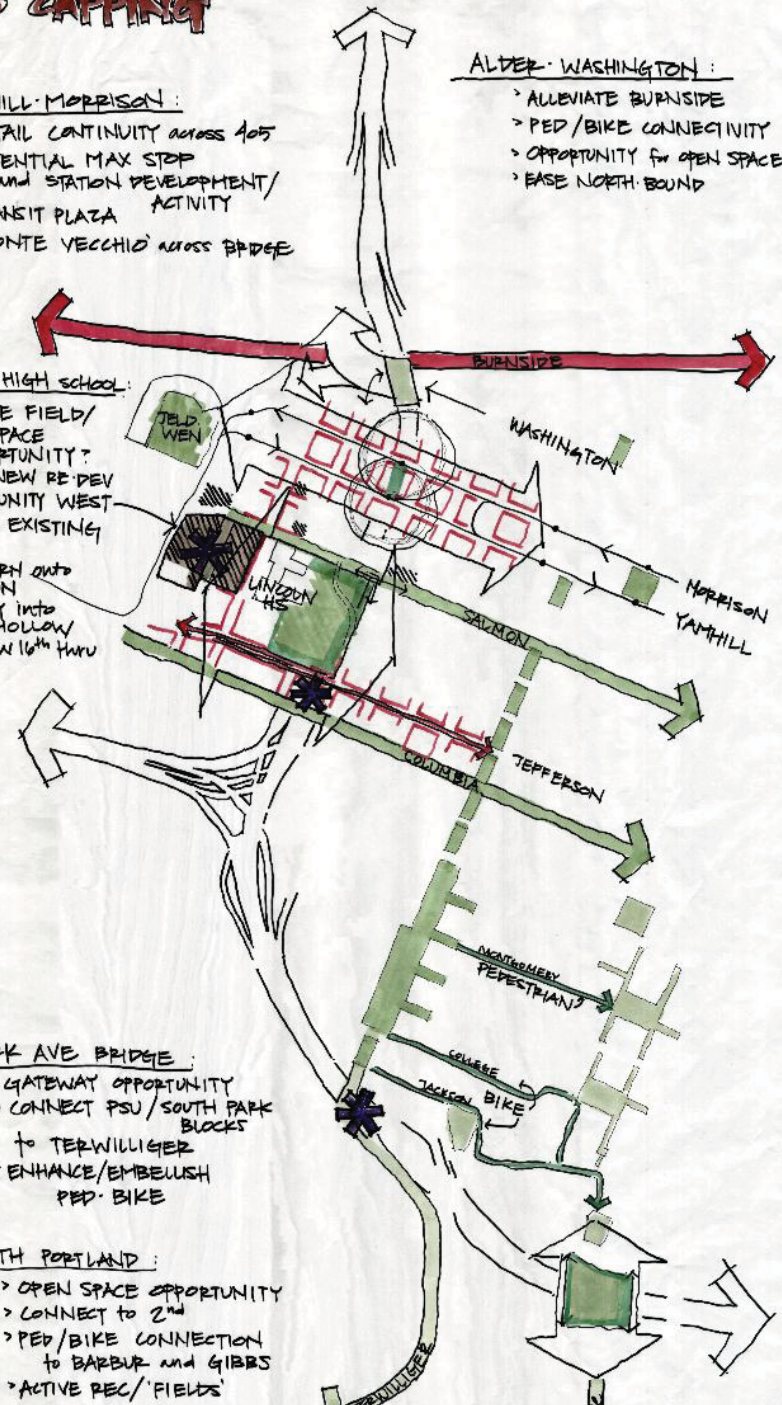
- YAMHILL-MORRISON:
- > RETAIL CONTINUITY across 405
 - > POTENTIAL MAX STOP and STATION DEVELOPMENT/ACTIVITY
 - > TRANSIT PLAZA
 - > 'PONTE VECCHIO' across BRIDGE

- ALDER-WASHINGTON:
- > ALLEVIATE BURNSIDE
 - > PED/BIKE CONNECTIVITY
 - > OPPORTUNITY for OPEN SPACE
 - > EASE NORTH BOUND

- LINCOLN HIGH SCHOOL:
- > RELOCATE FIELD/ OPEN SPACE OPPORTUNITY?
 - > OPENS NEW RE-DEV OPPORTUNITY WEST
 - > REMOVE EXISTING RAMP
 - > RIGHT TURN onto SALMON
 - > GATEWAY INTO GOOSE HOLLOW
 - > ALLOW SW 16th TURN

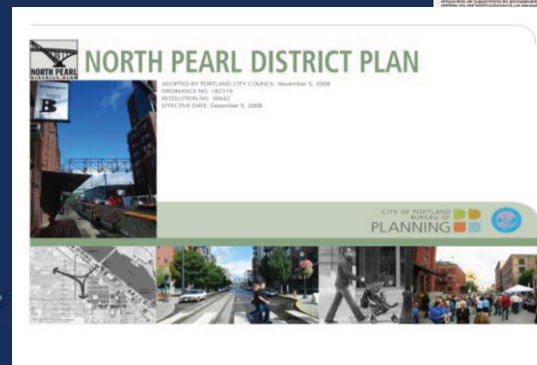
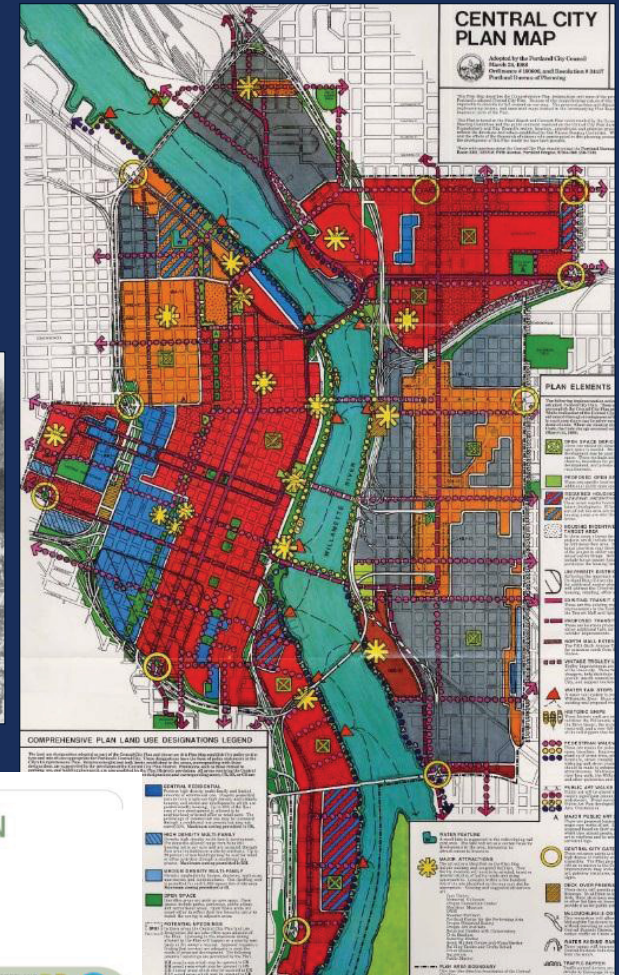
- PARK AVE BRIDGE:
- > GATEWAY OPPORTUNITY
 - > CONNECT PSU/ SOUTH PARK BLOCKS to TERWILLIGER
 - > ENHANCE/EMBELLISH PED-BIKE

- SOUTH PORTLAND:
- > OPEN SPACE OPPORTUNITY
 - > CONNECT to 2nd
 - > PED/BIKE CONNECTION to BARBUR and GIBBS
 - > ACTIVE REC/ 'FIELDS'

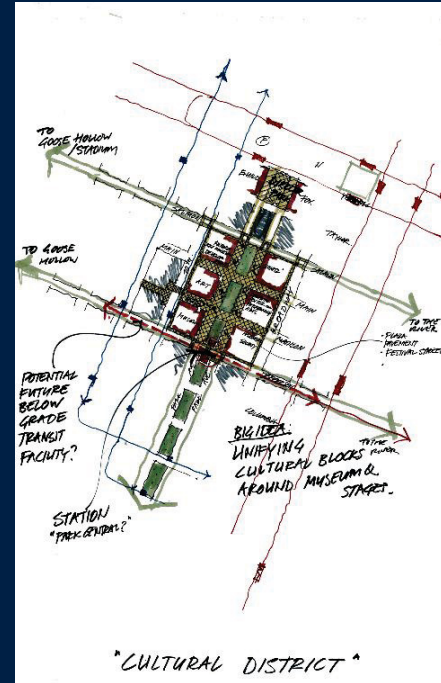
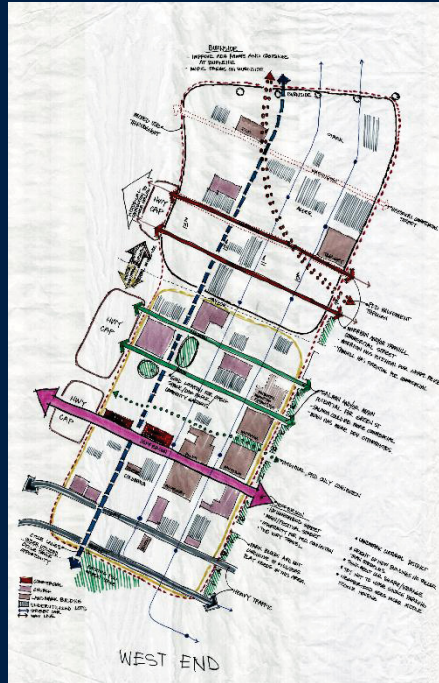
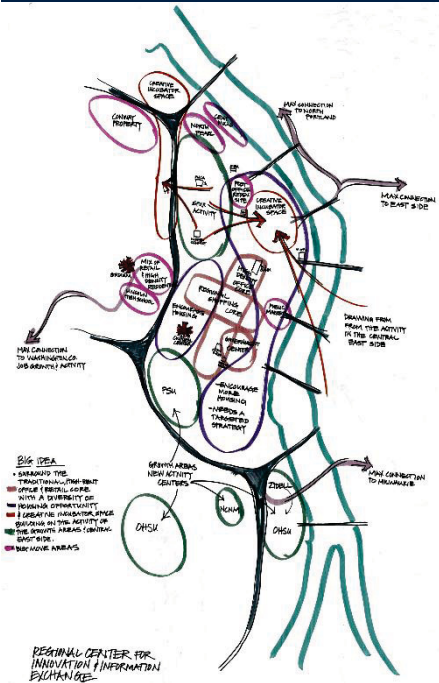


Chapter 2: Background

- History of the West Quadrant
- Previous Planning



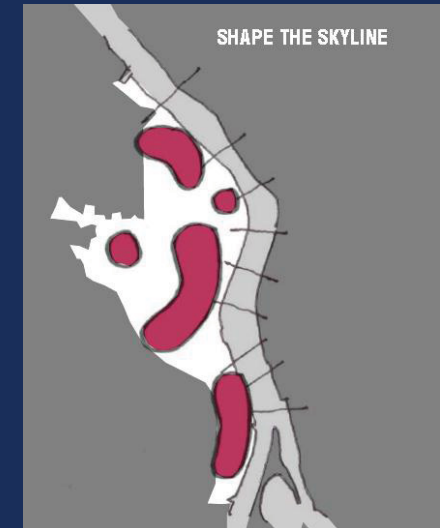
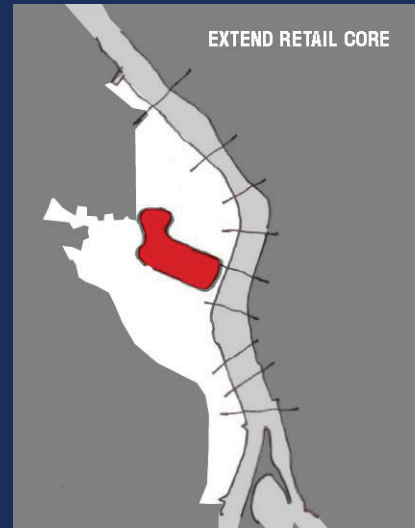
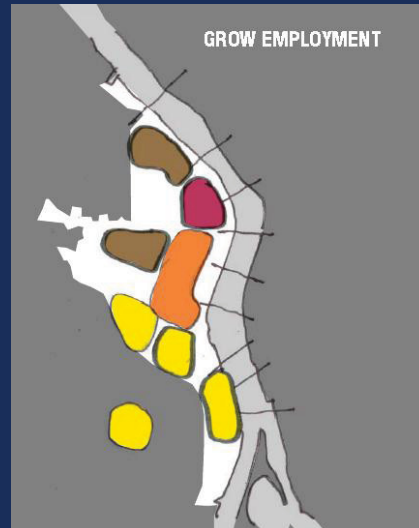
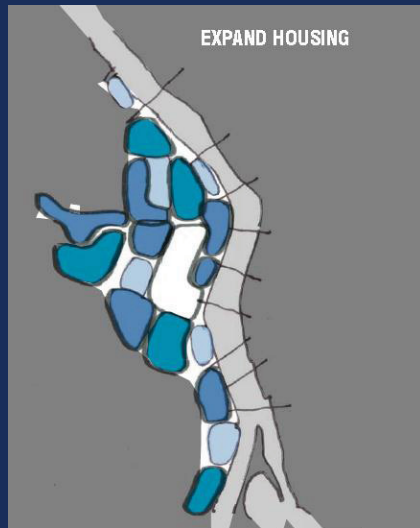
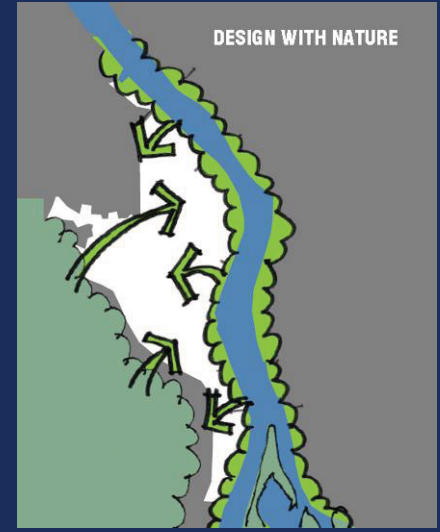
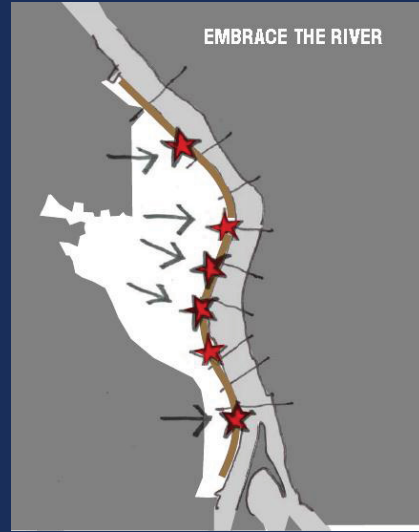
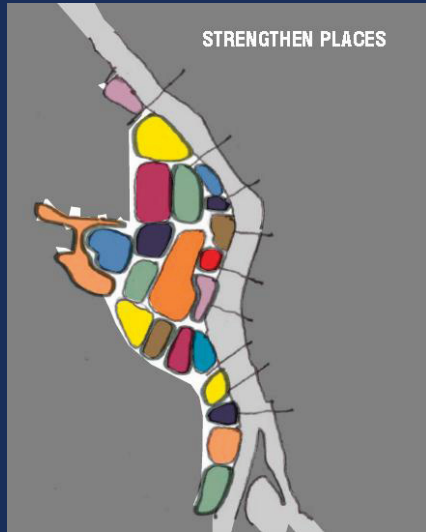
Chapter 3: Developing the WQ Plan



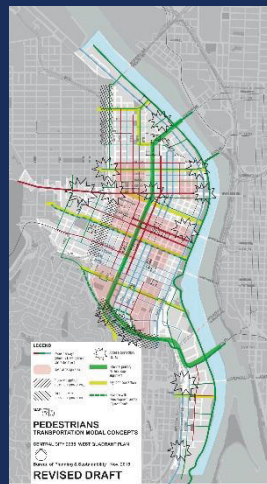
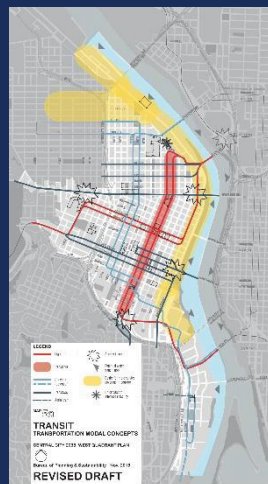
- Issue & Idea Generation
- District and Quadrant-wide Forums/Workshops/Charrettes
- Concept Development
- Major Products: Urban Design Principles & Concept Layer Maps



Chapter 3: Urban Design Principles

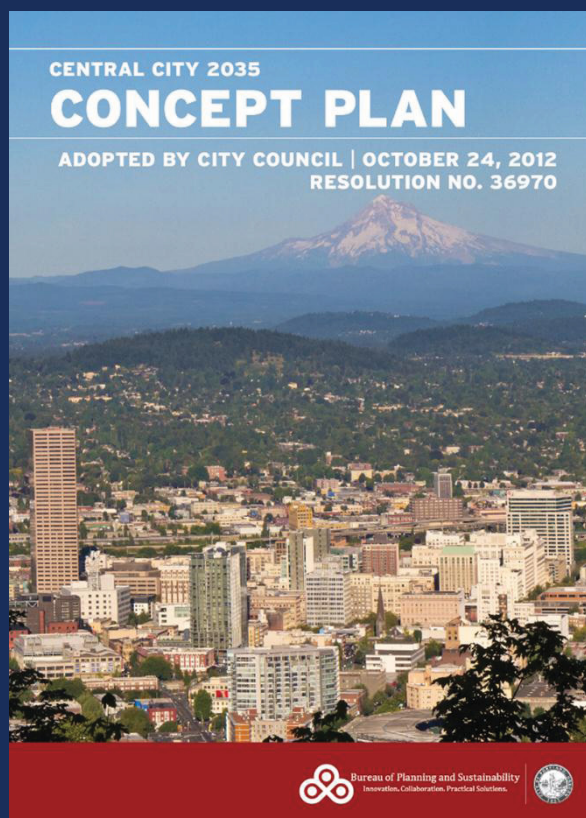


Chapter 3: Quadrant-wide Concept Maps



Chapter 4: Central City-wide Recommendations

1. Central City 2035 Concept Plan Policies
2. Proposed additional Central City-wide polices and action items identified by West Quadrant Process



- Policies
 - Regional Center: Economy & Innovation
 - Housing and Neighborhoods
 - Transportation
 - Willamette River
 - Urban Design
 - Environment
- Implementation Actions
- Performance Targets

THIS IS A WORK-IN-PROGRESS



Chapter 5: District Goals, Policies and Actions

Goose Hollow

South Downtown

West End

Old Town/Chinatown

Pearl District

South Waterfront

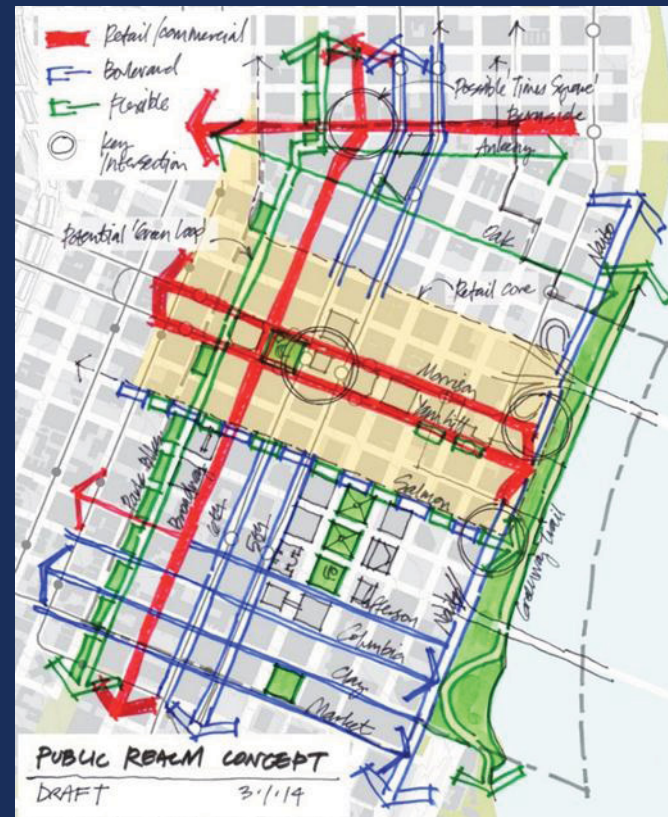
Downtown

- District Goal
- District Character and Concept Diagrams
- Policies
 - Regional Center: Economy & Innovation
 - Housing and Neighborhoods
 - Transportation
 - Willamette River
 - Urban Design
 - Environment
- Implementation Actions
- Performance Targets



Downtown

The economic and symbolic heart of the region ... office employment, retailing, tourism, arts and culture, entertainment, government, urban living, and ceremonial activities ... center of the region's multimodal transportation system ... anchored by the Willamette River and signature public spaces ... it is the most intensely urban and identifiable district in Portland's Central City



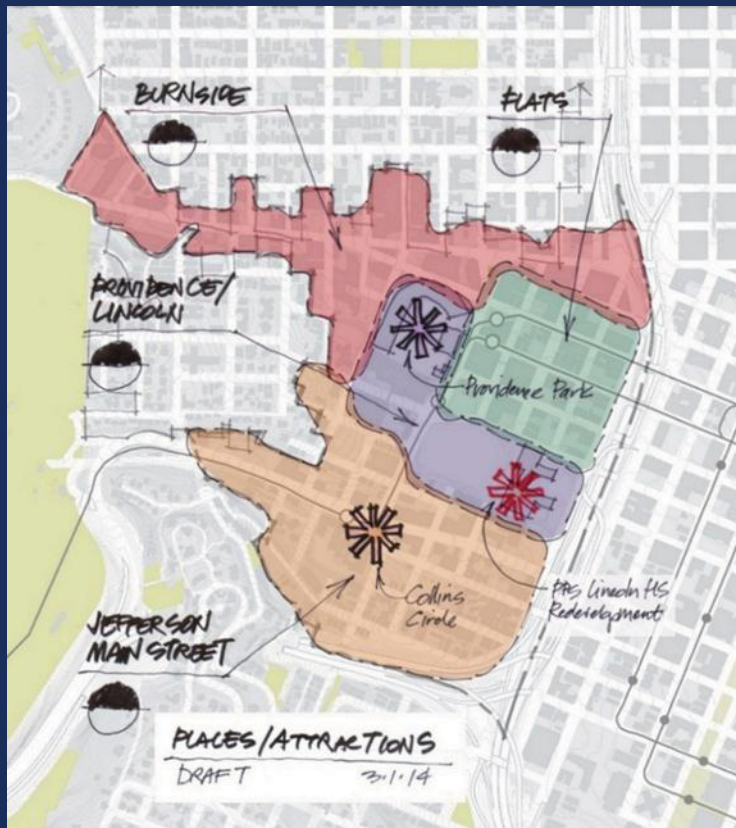
West End

A thriving, mixed-use urban residential neighborhood with a diverse and distinctive architectural character, a range of building ages and scales and a wealth of historical, cultural, institutional and open space assets ... with excellent multimodal access ... a mixture of urban, attractive, family-friendly residential uses with a range of scales, types and ... a broad mix of commercial uses, where residents live in harmony with successful retail, cultural and office development.



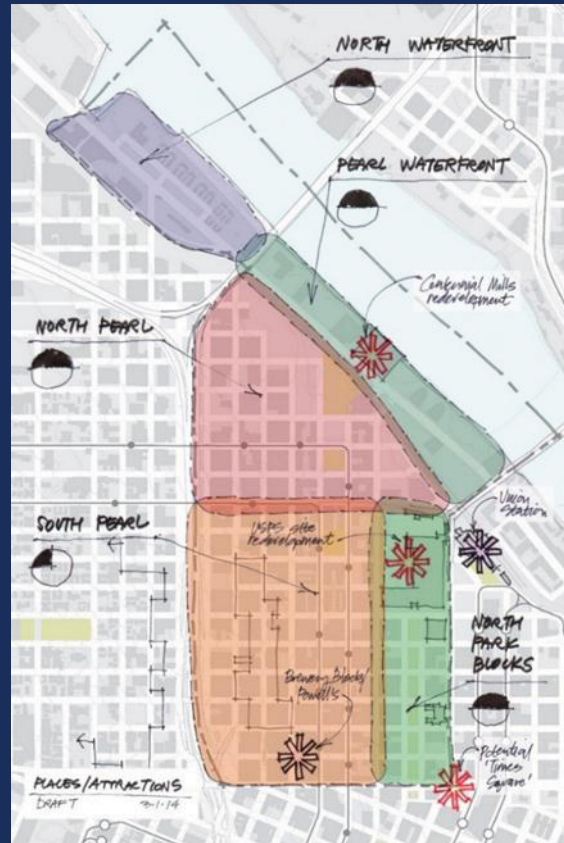
Goose Hollow

A family-friendly urban community with thriving neighborhood businesses and excellent access ... the district's major attractions ... exist in harmony with surrounding mixed-use development, and attract visitors from all over the region to dine, shop, and play ... the district is known for its natural beauty and unique views.



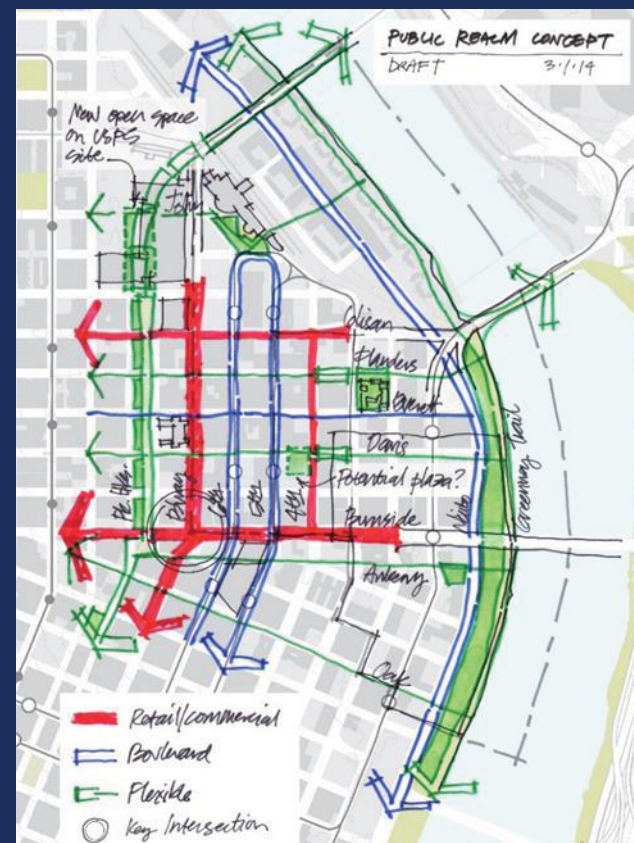
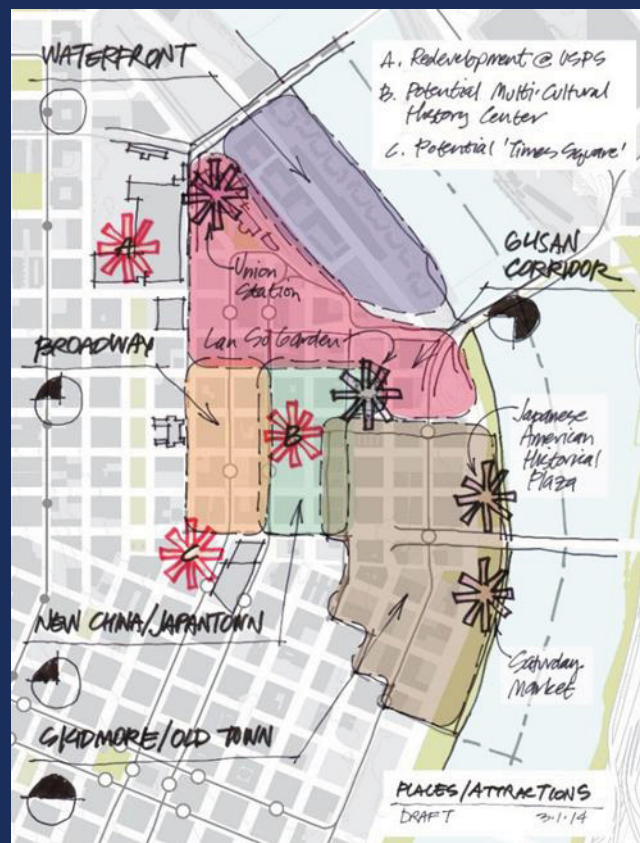
Pearl District

A highly livable and multimodal urban neighborhood ... culturally and ethnically diverse, family-friendly complete community, with excellent access ... a twenty-first century model of social, environmental, and economic sustainability. The district's industrial past and historical assets, high quality mixed-use development, exciting urban riverfront, shops, art galleries and restaurants attract visitors from all over the world, creating an ideal setting for its numerous creative-sector businesses



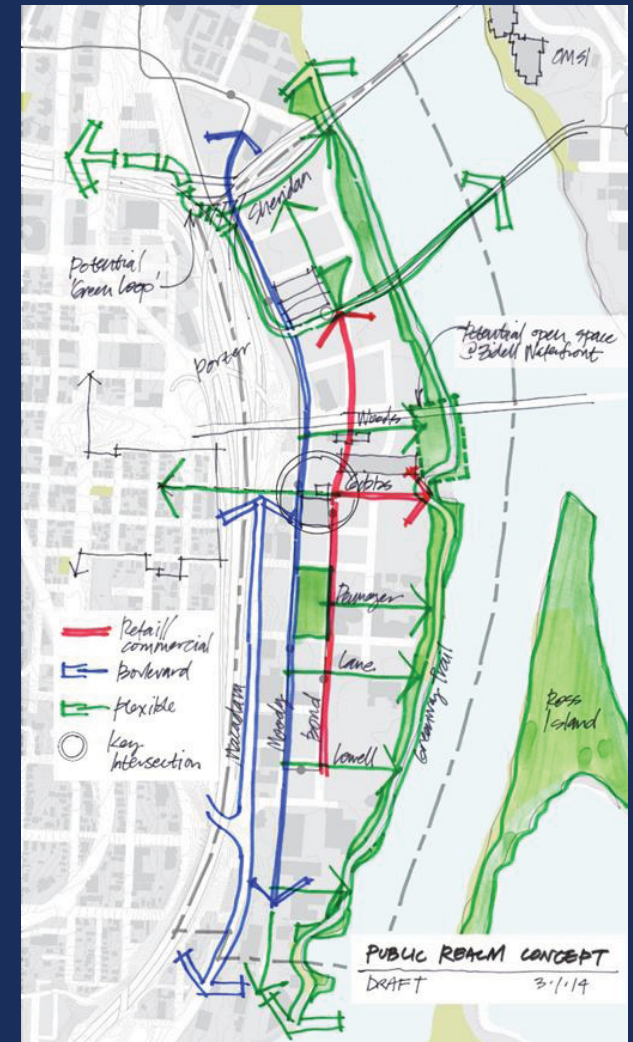
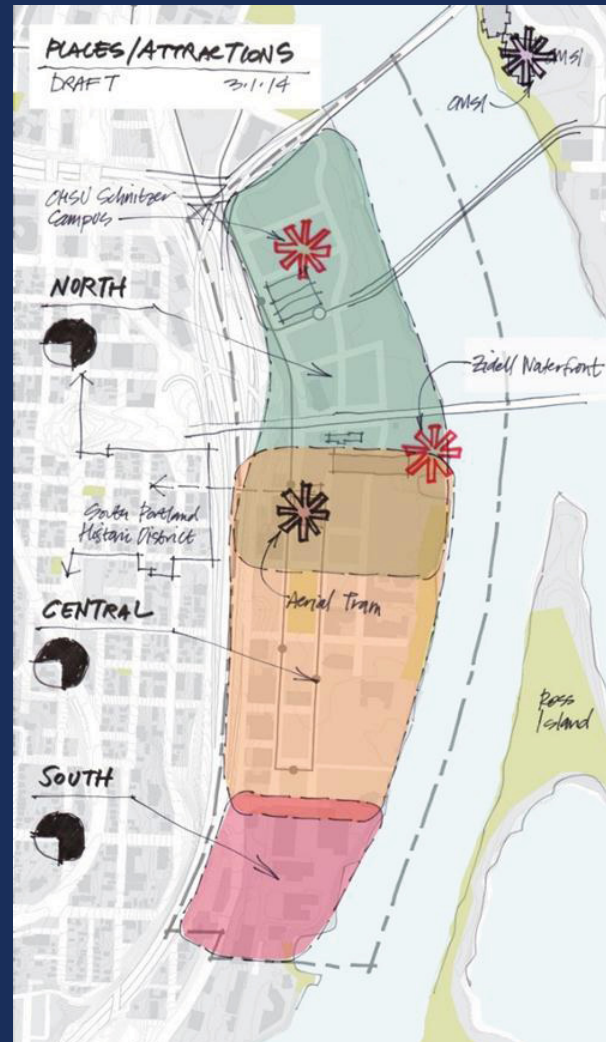
Old Town/Chinatown

a vibrant, resilient, 24-hour neighborhood rooted in a rich historical past ... two thriving historic districts, numerous multi-cultural attractions and higher education institutions ... a balanced mix of market rate, student and affordable housing ... social service agencies continue to play a critical public health role ... a mix of restored historic buildings and contextually sensitive infill ... safe and respectful environment ... active engagement of its businesses, institutions, property owners and residents



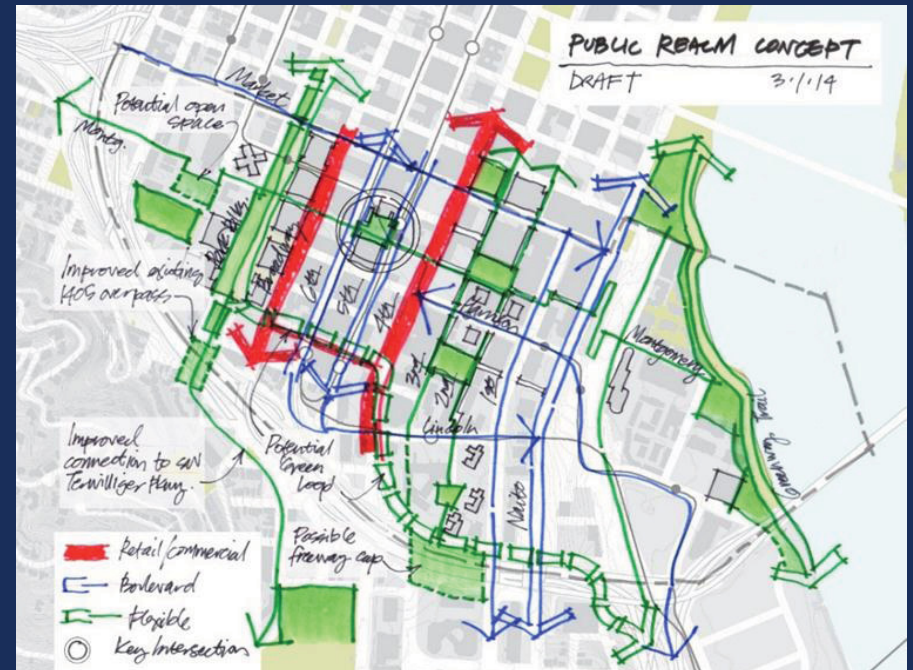
South Waterfront

A dense, vibrant, walkable, distinctly urban mixed-use community with excellent access to transit, parks and the Willamette River and greenway ... a model for sustainable development ... cornerstone of Portland's Innovation Quadrant ... home to large research and educational institutions, corporate headquarters, start-up firms and other knowledge-, health- and science-based industries

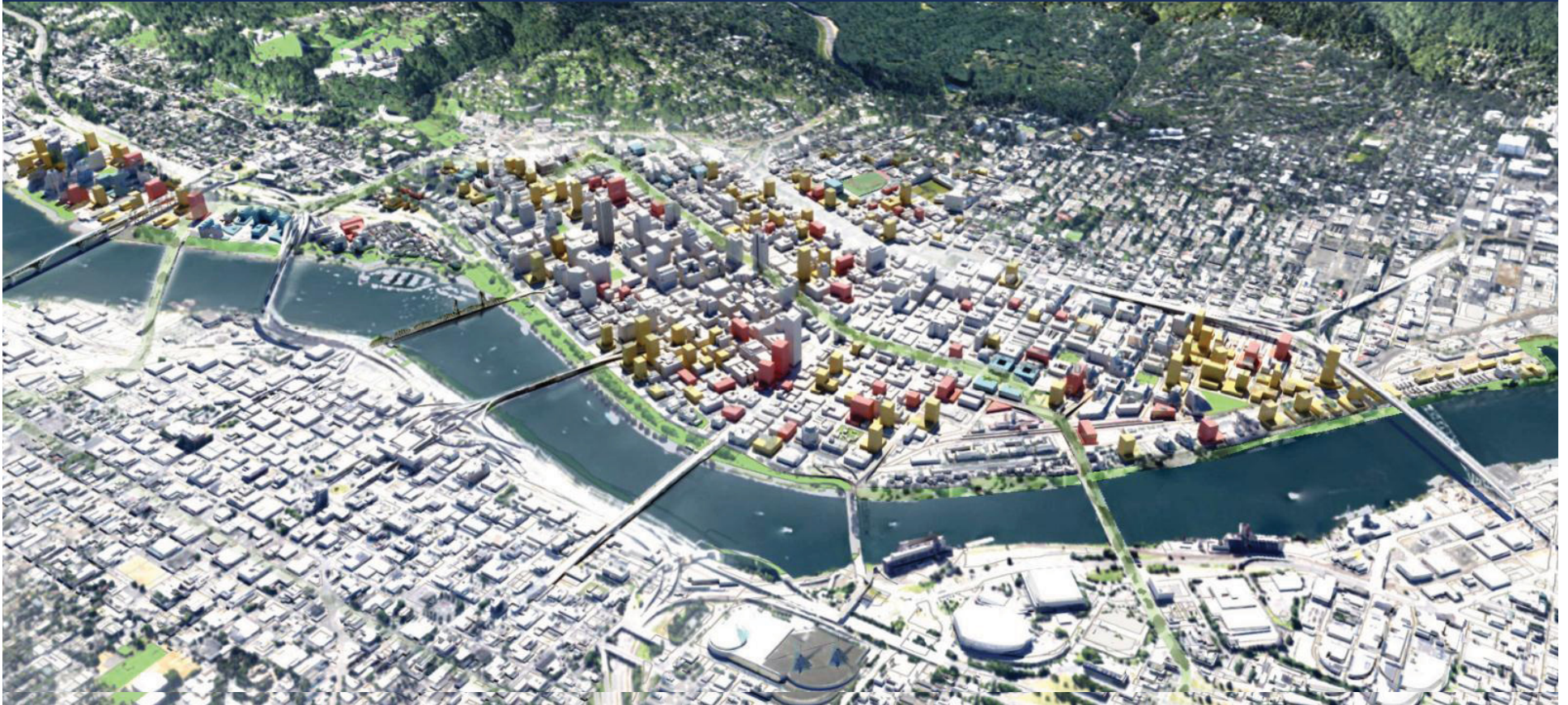


South Downtown/University

The livable, accessible home to Portland State University, the South Auditorium District, and RiverPlace ... each of these three microcosms maintains its distinct character, in combination they provide the setting for a growing international, multi-cultural center of learning, information exchange and innovation ... key role in accommodating and incubating the region's growing cluster of knowledge-based research-oriented enterprises while remaining an attractive, vibrant and livable home for residents



2014 - 2035



	Jobs		Households	
	2010	2035	2010	2035
WEST QUAD TOTAL	87,800	+ 31,000	20,700	+ 23,000



Appendices

- A. Implementation action details**
- B. Height maps**
- C. Existing conditions**
- D. Public involvement summary**
- E. “Green Loop”**
- F. Central Reach Draft Urban Design Concept**



Issues and Likely Testimony

+ Building heights generally...

1. The future of Old Town/Chinatown
2. Surface parking
3. Hawthorne and Morrison bridgehead heights.
4. Environmental stewardship
5. West End building heights



Building Heights in Context

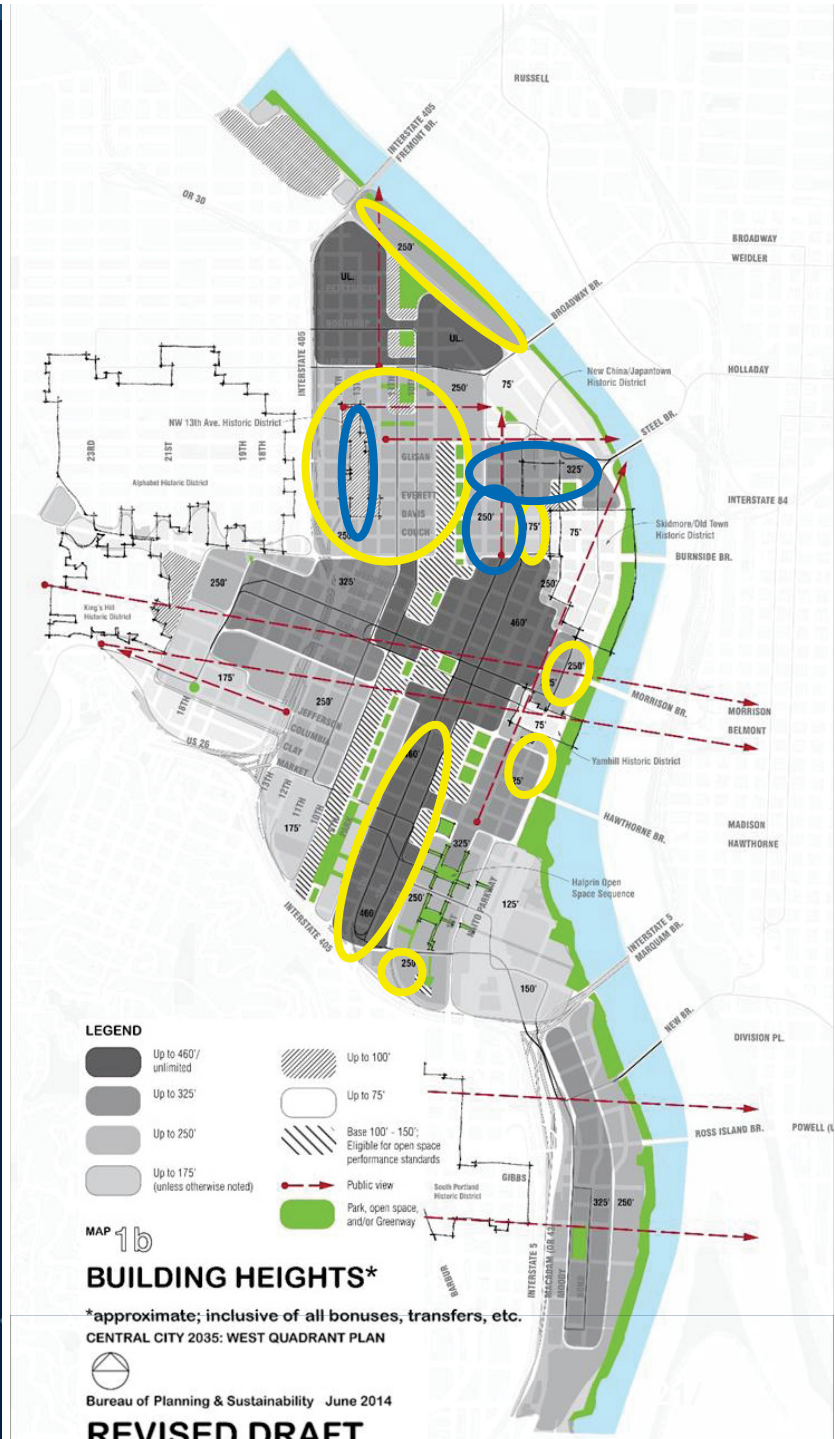
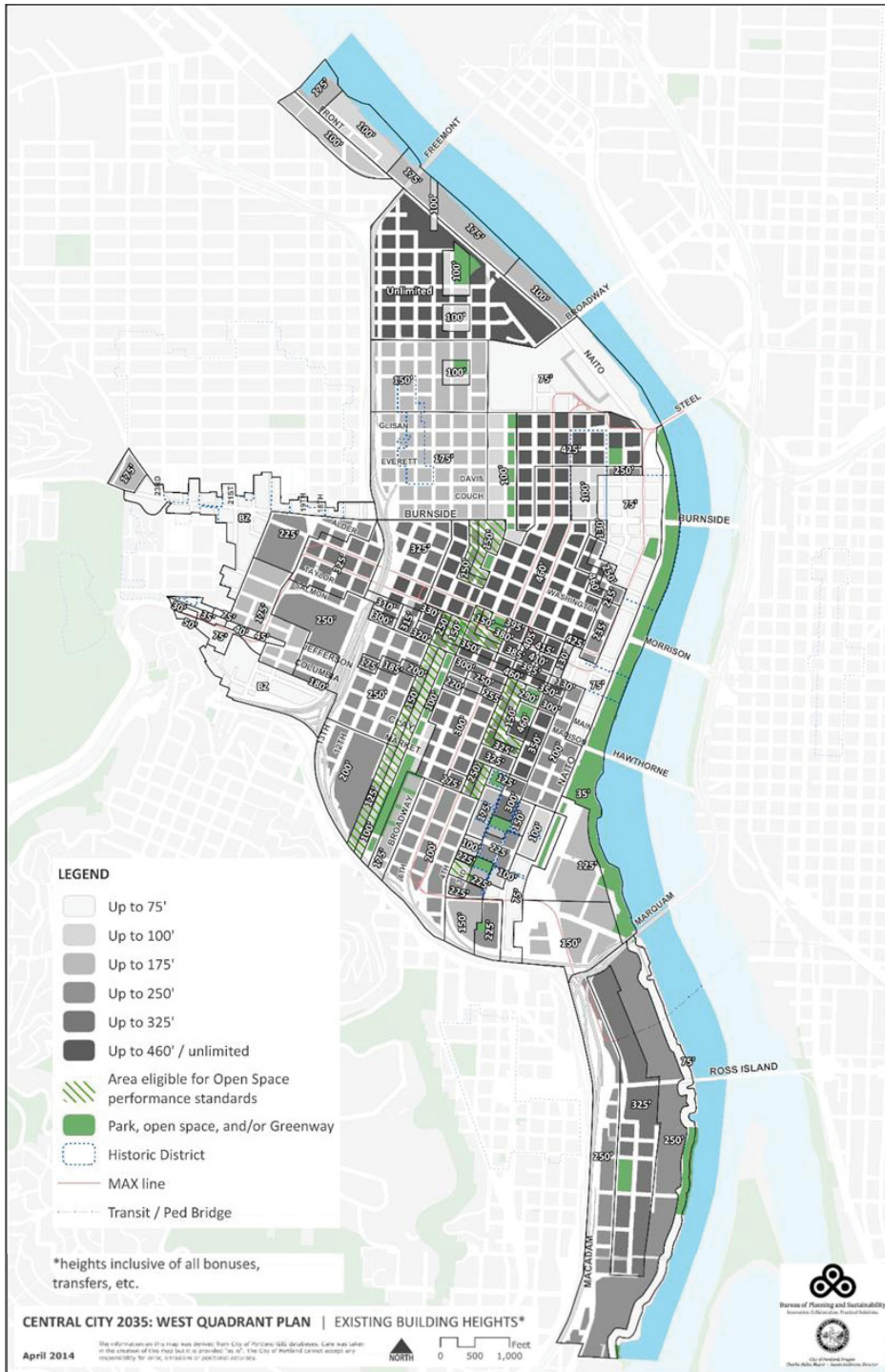
From November 7, 2013 Staff Memo to West Quadrant SAC regarding building heights...

The basic pattern dates from late 1970s, with incremental refinements since.

BROAD OBJECTIVES:

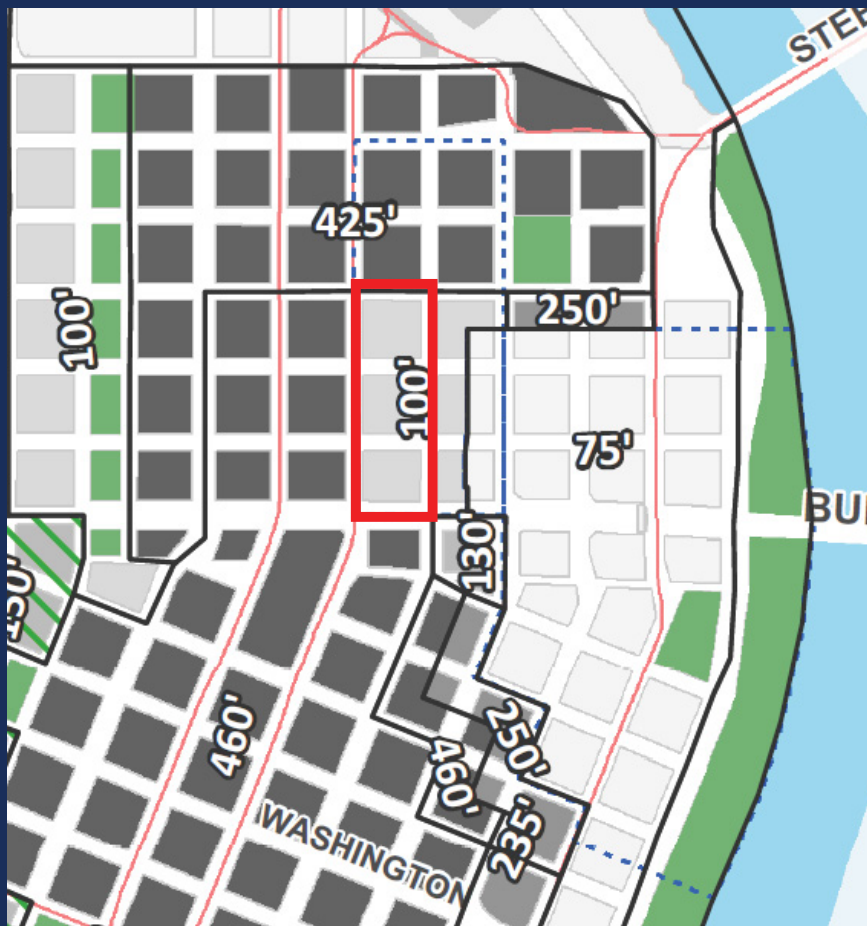
1. To accommodate higher levels of development appropriate and desired by city and regional policy in the region's urban core and transit hub.
2. To preserve light, air and visual access to parks, open spaces, and the river.
3. To be compatible with designated historic districts or other special design areas.
4. To protect identified public views.
5. To create respectful transitions to adjacent less-intense neighborhoods and districts.
6. To help create a memorable and attractive skyline and enrich the city's urban form and image.





The Future of Old Town/Chinatown: Height

RC4 Study preservation transfer incentives to allow additional height on noncontributing sites in exchange for preservation/rehabilitation of historic resources.





Chinatown
Existing Max Heights
Block 33: 100'



DRAFT MAY 2014





Chinatown
Proposed Max Heights
Block 33: 140'



DRAFT MAY 2014





Chinatown
Proposed Max Heights
Block 33: 175'



DRAFT MAY 2014





Base FAR



Bonus FAR

Chinatown
Looking North on 4th Ave.



DRAFT MAY 2014

Old Town/Chinatown: **Surface Parking**

RC2 Develop and implement a parking strategy for OT/CT that encourages redevelopment of surface parking lots and shared parking and maintains sufficient parking to meet present and future needs.

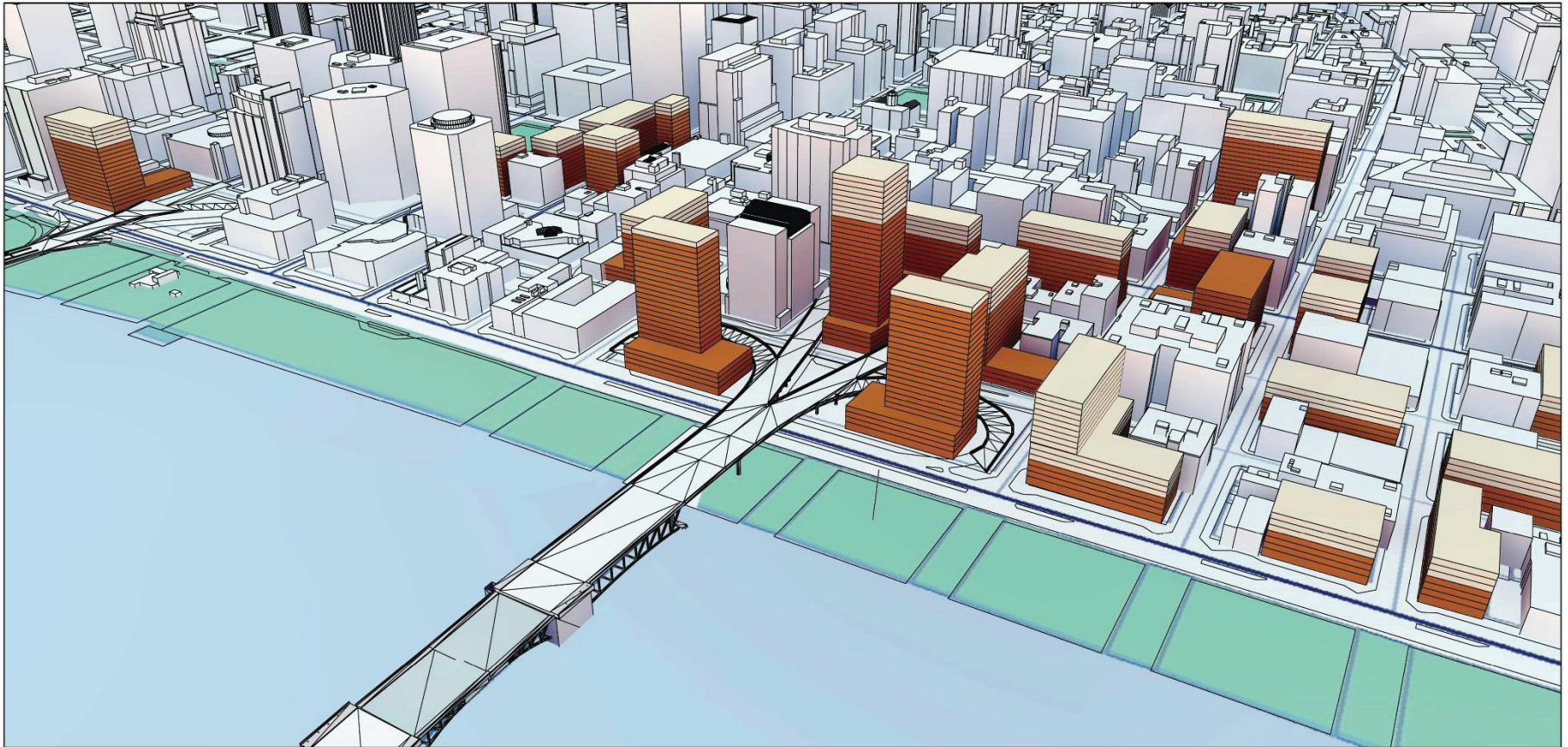
Potential Approaches

- Allow sharing of stalls between multiple buildings and uses
- Develop a publicly-owned parking structure
- Public support of additional parking in new development to serve existing buildings
- Allow use of parking outside the district by buildings in the district

SAC did not support

- Requirements to phase-out surface parking as an allowed use over a period of time
- Tax on surface parking operations





Base FAR



Bonus FAR

Morrison Bridgehead
FAR 4:1 [7:1]/Proposed Max Height [250']



DRAFT MAY 2014

Environmental Stewardship

Chapter 4: Central City Wide Policies and Actions

- Regional Center: Climate change adaptation
- River: Habitat & Water Quality
- Health & Environment:
 - Green Infrastructure
 - Bird-friendly Development
 - Climate Change Preparation (flooding, heat island, wildlife)
 - Low-carbon Development (building retrofits, green building, high-performance areas, solar energy, district energy, low-carbon transportation, carbon sequestration)
 - Recommendations to develop targets for tree canopy, vegetated cover, energy use reduction
- Various actions

Chapter 5: District Policies and Actions

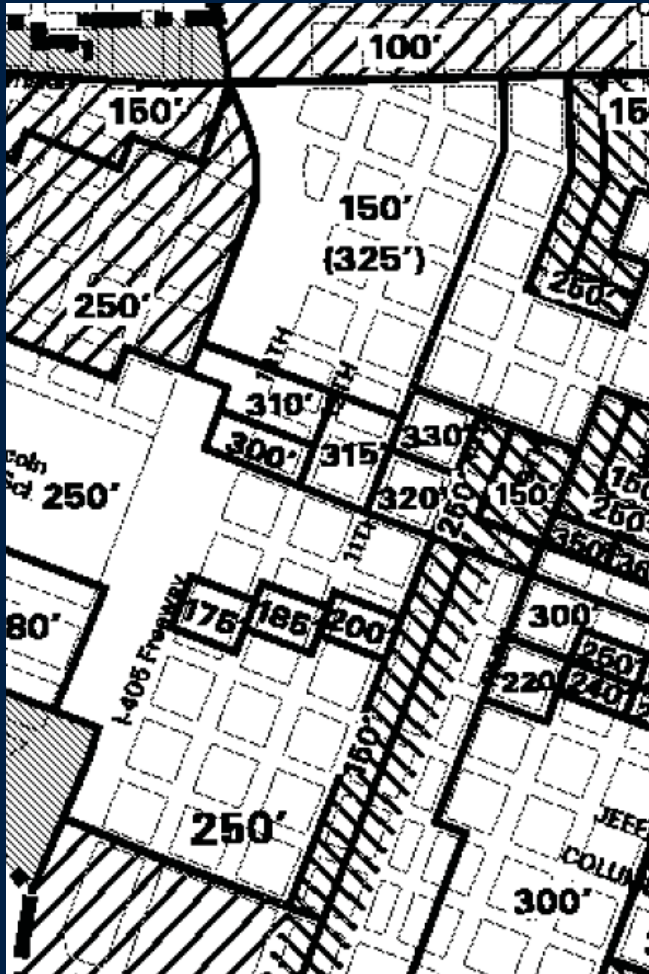
- District specific actions (specific projects)

Appendix A: Additional Detail

- Added new entry on Willamette Greenway Plan update context and work tasks (page 143)



West End: Building Heights



West End: **Historic Preservation**

Policy: Encourage the preservation, renovation and rehabilitation of existing and historic buildings

UD2 Develop historic preservation transfer tools to encourage FAR and height transfers from historic resources

UD3 Prepare an updated inventory of historic resources for the district

UD4 Revise the two National Register downtown development MPD forms to encompass a broader range of historic resources in the West End

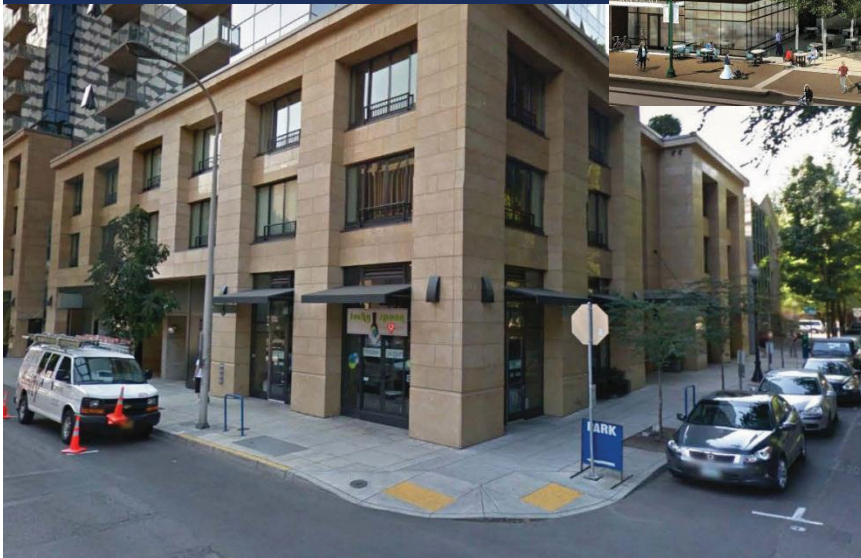
HN1 Add flexibility for more commercial uses in existing structures within the RX zone



West End: District Character and Livability

Policy: Encourage infill development that respects the district's diverse urban character

UD10 Develop zoning tools such as setbacks, step-backs and lower podiums that create varied urban forms, an inviting public realm and integration of infill development with existing district character.



The West Quadrant Plan

Next Steps

- Planning and Sustainability Commission Hearing
September 9, 2014 - 12:30 p.m.
- City Council Hearing
October, TBD
- Integration with CC2035 Concept Plan, N/NE Quadrant and SE Quadrant Plan into Central City 2035 Plan and Zoning Code work
2014-2015

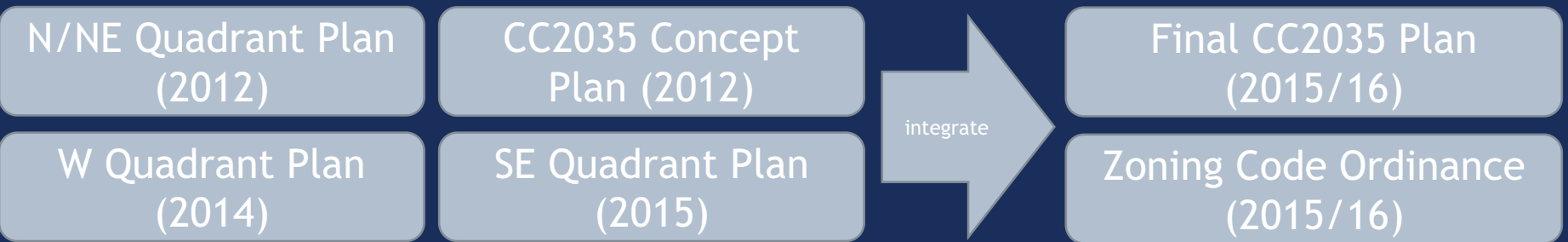


The West Quadrant Plan

Next Steps

Integration with CC2035 Concept Plan and other Quadrant Plans into Central City 2035 Plan and Zoning Code work

TIMELINE		2010	2011	2012	2013	2014	2015
2010-2011	Issues and Goals	█					
2011-2012	Concept Plan		█				
2010-2014	Quadrant Plans	█					
2014-2015	Final Central City 2035 Plan						█



Additional Slides



West Quadrant Provisional Targets

District	Jobs		Households	
	2010	2035	2010	2035
Downtown	47,700	+ 7,000	1,900	+ 2,500
West End	6,900	+ 2,000	3,400	+ 3,000
Goose Hollow	4,800	+ 2,000	3,500	+ 3,000
Pearl District	10,600	+ 4,000	5,300	+ 5,000
Old Town/Chinatown	5,700	+ 3,000	2,200	+ 2,000
South Waterfront	1,600	+ 10,000	1,300	+ 4,500
South Downtown/ University	10,500	+ 3,000	3,100	+ 3,000
WEST QUAD TOTAL	87,800	+ 31,000	20,700	+ 23,000



West Quadrant Provisional Targets

Commute*		TARGET
Transportation	Non-SOV Mode Split 2010	Non-SOV Mode Split 2035
West Quad Districts		
Downtown	72%	85%
Goose Hollow	47%	75%
Old Town/Chinatown	69%	85%
Pearl	65%	75%
South Downtown	68%	80%
South Waterfront	34%	75%
West End	73%	80%



West Quadrant



1938



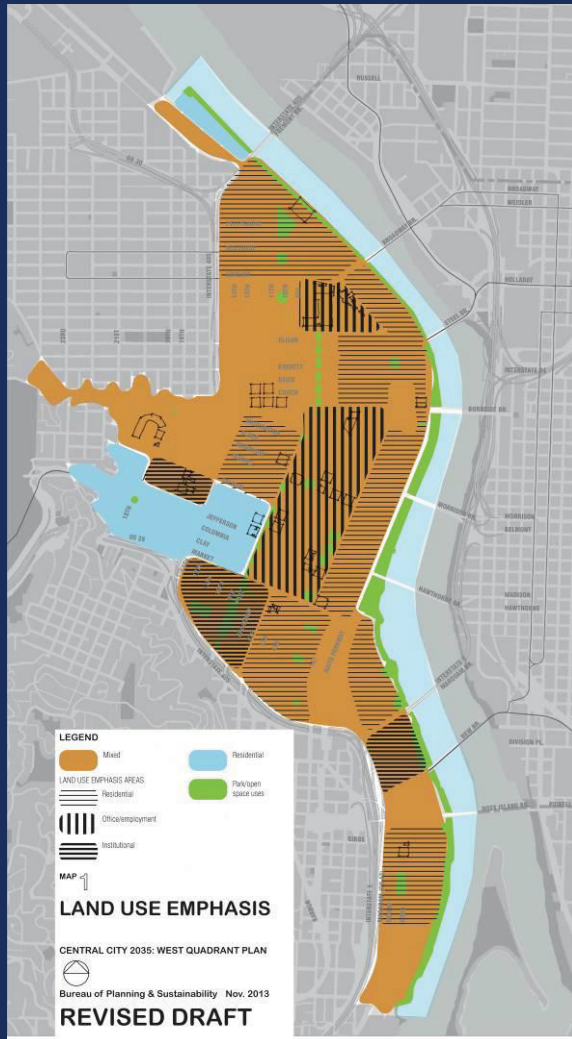
2009



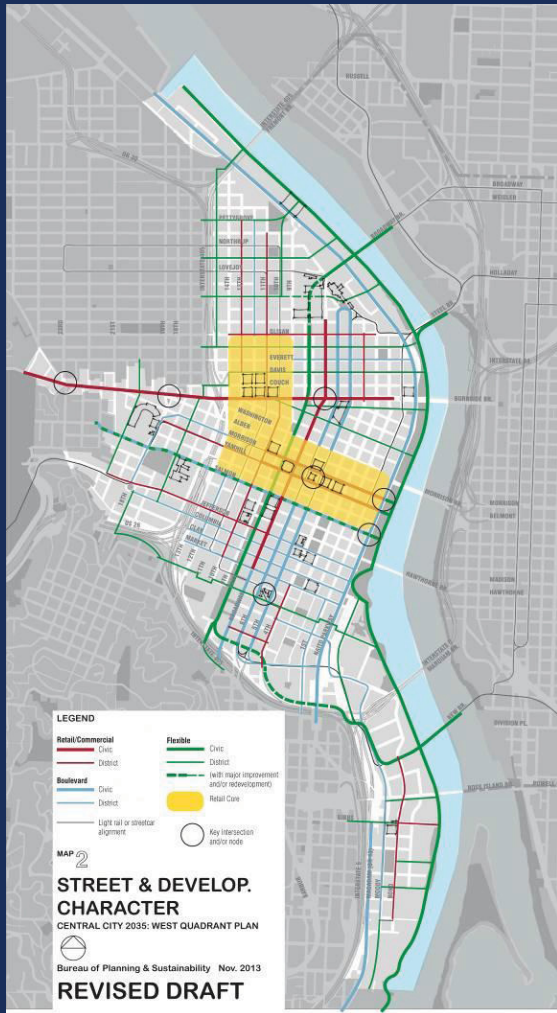
Bureau of Planning and Sustainability
Innovation. Collaboration. Practical Solutions.



Chapter 3: Quadrant-wide Concept Maps



Chapter 3: Quadrant-wide Concept Maps



Chapter 3: Quadrant-wide Concept Maps

