

Regional Center: Economy and Innovation

- Goal 1:** Reinforce the Central City's role as the city's and region's **exceptional and unique** center for commerce and employment as well as for arts and culture, entertainment, tourism, education, and government.
- Goal 2:** Increase the Central City's strength as a center for innovation in business, higher education and urban development.
- ~~**Goal 3:** Provide the safe, affordable, efficient multi-modal transportation system needed for the Central City's success as the region's high density center.~~
- Goal 2:** Improve the economic competitiveness of the Central City, especially relative to West Coast and regional markets, through support and growth of the Central City's core economic activities.

Policies to reach these goals

- 1. Traded Sector Growth.** Focus on target industry clusters and high-growth traded sector businesses in business development efforts and assistance.
- 2. Center of Higher Education.** Support the ability of the Central City's major universities - 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 Central City's role and stature as a laboratory and showcase for innovative urban development and the region's growing leadership in 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 through business creation, growth and innovation. Provide for support for the needs of these businesses in the design and development of the Central City's districts and in programs and investments the City's Economic Development Strategy.~~

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 being home for a broader mix of businesses with higher employment densities.
- 6. Tourism, Retail, and Entertainment.** Support the success of business and cultural uses in the Central City that are complementary to its economic success, vibrancy and livability as a place – retail, tourism, cultural events, arts and entertainment venues.

DRAFT

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 while affirming its ties to the Region 2040 Framework Plan.
8. **Optimized Street Network.** ~~Establish a street hierarchy system~~ **Optimize 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 provides for ~~vehicle~~ **automobile** access but that emphasizes freight access, transit, 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, and encouraging the use of alternative transportation.
10. ~~**A Great Place.** Maintain and improve the qualities of the Central City that make it competitive as a location for business and that support the competitiveness of the Portland region as a whole.~~
Urban Vibrancy. Support efforts to enhance and maintain the urban character, livability and experience of the Central City to ensue it is the region's preeminent location for business and commercial activities, and an attractive location for new development.
11. **Safe and Secure Central City.** Maintain adequate public safety and security services while reducing the sources of conflict and nuisance crime through design, regulation and management.
12. **Resilient Central City.** Support efforts to mitigate risks associated with natural hazards, such as local and regional seismic events and climate change, to protect lives, essential services, and the economically significant and diverse assets the Central City contains as the regional center.
13. **Center for Interaction and Engagement.** Strengthen the Central City as a hub for serendipitous social interaction between people, institutions, businesses, and government, in an effort to stimulate creativity, innovation, and civic engagement.
14. **Affordability.** Support efforts to make the Central City and affordable and competitive location of businesses to locate and operate in the long-term.

Housing & Neighborhoods

Goal 4: Make the Central City a successful residential center by supporting growth of more complete neighborhoods with a mix of housing, services and amenities that support the needs of people of all ages, incomes and abilities.

Goal 5: Support the ability to meet the human and health service needs of the at-risk populations concentrated within the Central City.

Policies to reach these goals

1. **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 community structure.
2. **Parks and Recreational Facilities Promoting Healthy, Active Living.** Develop new parks or recreational facilities or change park programming to provide the variety of community recreation and gathering opportunities.
3. **Low-income Affordability.** Preserve the existing supply and continue to support the development of additional housing to meet the needs of at-risk low-income residents.
4. **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 workforce housing.
5. **Development without 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.
6. **Transitional Housing and Services.** Provide housing and services that directly assist at-risk populations and allow people to transition to more stable living conditions.
7. **Conflict Reduction Strategies.** Develop ongoing strategies and programs that humanly reduce potential conflicts between special needs populations and other Central City residents, employees, visitors, and businesses.
8. **Livable Mixed-Use Environment.** Create and utilize tools to mitigate noise and other impacts resulting from non-residential uses and services on residential areas within and immediately adjacent to the Central City.

Willamette River

Goal 6: Enhance the Willamette River's role in the urban form, character and experience of the Central City.

Goal 7: Improve the health of the Willamette River for fish, wildlife and people.

1. **Willamette River Health and Water Quality.** Improve the environmental conditions of the Willamette River to achieve healthy riparian and upland habitat areas, a swimmable and fishable river, and compliance with regional, state and federal laws.
2. **The Willamette River Waterfront as 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.
3. **Prosperous and Vibrant Willamette River Waterfront.** Support uses that take that capitalize on waterfront locations, and reinforce the distinctive character of the different waterfront districts.

Proposed Alternative Goals

Goal X: Increase industrial and commercial employment opportunities on and along the Willamette River.

Goal X: Capitalize on the potential of land in transition near the Willamette River to realize vital urban communities that complement and support existing nearby uses

Goal X: Increase opportunities for tourism and commercial activities on and along the Willamette River in the Central City.

Urban Design

- Goal 8:** Reinforce and celebrate the Central City's unique setting with visual and physical connections to the citywide and regional landscape. – transportation connections, views to and from the larger landscape, and the river.
- Goal 9:** Strengthen the character, diversity and experience of the Central City, its highly urban districts and its surrounding neighborhoods through design of its urban form and distinctive places.
- Goal 10:** Design, develop and use the public realm to support the Central City's vitality, livability and lasting quality.

Policies to reach these goals

- 1. Distinct and Evolving Districts.** Enhance the character of the distinct places and districts that make up the Central City. Promote development that complements the character of existing buildings and districts while allowing for Central City to evolve with non-traditional and innovative development and design.
- 2. Historic Resources and Districts.** Enhance the Central City identity by preserving historically, culturally and architecturally significant buildings and places while encouraging contextually sensitive infill development.
- 3. Neighborhood Transitions.** Establish more sensitive transitions between the denser, taller, and sometimes more active land uses associated with the city center and adjacent neighborhoods.
- 4. Street Diversity.** Define the character and role of unique streets in the Central City that contributes to the experience and reinforce the desired character and direction of the Central City districts in which they are located.
- 5. Regional Corridors and Connections.** Elevate the presence, character and role of the major defining routes in the Central City - major multimodal corridors, regional connections and city greenways, including freeways, bridges, arterial streets, trails, and transit lines.
- 6. Functional and Responsive Open Space.** Ensure that the Central City continues to feature an iconic system of open spaces that have the range of sizes and uses needed to meet needs for recreation and respite in a highly urbanized area.
- 7. Celebrate Key Public Views.** Identify and celebrate significant public views, including the river, mountains, buttes and hills that establish the unique natural setting of the city and region.
- 8. Experimentation and Innovation.** Encourage temporary uses that allow dynamic testing and display of architecture, landscape architectural, art, performance piece/art or other place-making contributions.
- 9. Development Patterns.** Use some large development sites to establish development patterns, land uses and densities not easily accommodated on the typical downtown blocks while still providing circulation and a public realm that complements and is consistent with the surrounding context and character of more established parts of the Central City.

Green Central City

- Goal 11:** Create a high-performance Central City characterized by a coordinated effort among stakeholders to increase energy efficiency and resource conservation, and improve wildlife habitat, air and water quality and stormwater management.
- Goal 12:** Transform the built environment at the building and district scale to manage resources efficiently and use natural functions to improve the environment and provide multiple benefits.
- Goal 13:** Expand the use of green infrastructure to improve environmental health, reduce long-term costs of providing services, and to help meet the goals of the City's Climate Action Plan.

Policies to reach these goals

- 1. Buildings and Energy.** Promote development standards and practices that set high-performance targets to reduce energy use and greenhouse gas emissions, and increase on-site renewable and clean district energy systems in the Central City.
- 2. Green Infrastructure.** Expand use of infrastructure designs that use natural systems, such as green streets, eco-roofs and living walls and tree canopy to improve stormwater management, improve air quality, reduce energy usage, and sequester carbon and greenhouse gases. Incorporate stormwater as a design element in buildings, streets, and urban open spaces to create opportunities for the public to experience, enjoy and learn about water resources in the urban landscape.
- 3. Preservation.** Promote rehabilitation of existing buildings to retain or create new uses as part of conserving resources and improving the environmental performance of these structures.
- 4. Environmental Health.** Identify opportunities and techniques to expand the urban forest and natural ecosystem function; decrease impervious areas; restore riparian and upland vegetation as part of Central City development.