







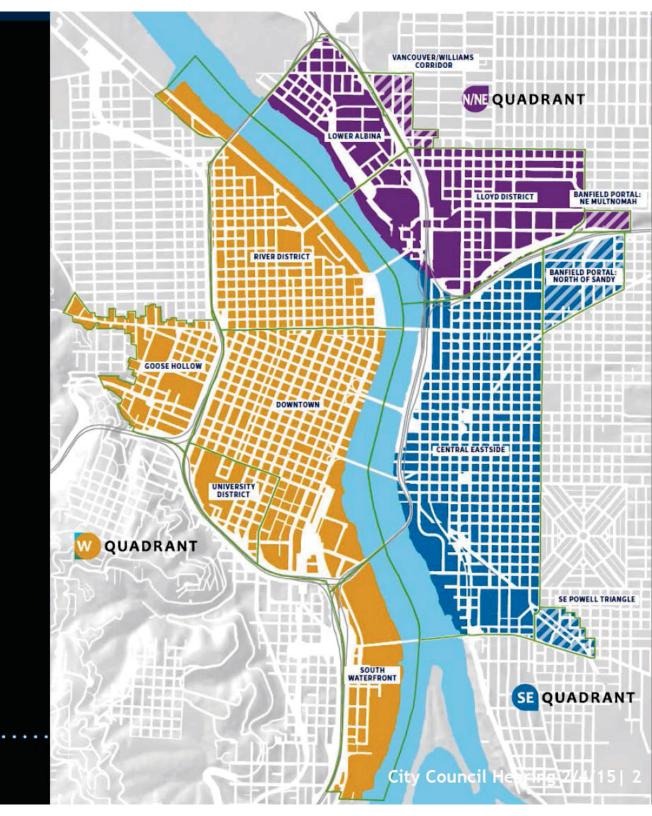


Central City 2035: West Quadrant Plan

City Council Hearing
February 4, 2015



Central City 2035 Plan





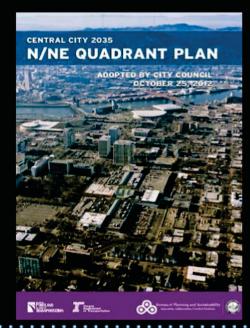


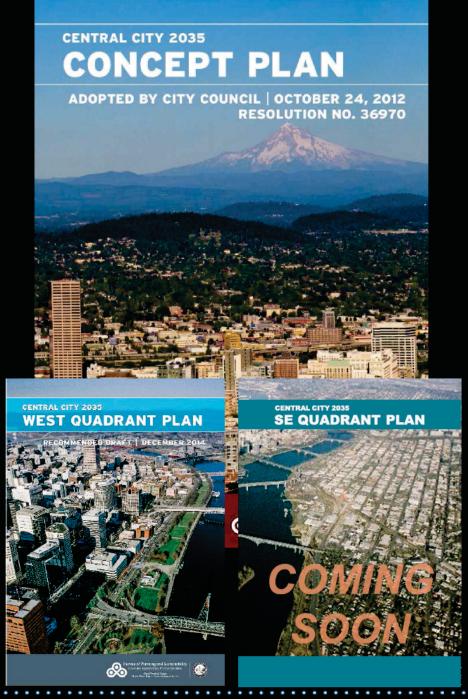


CC2035 Concept Plan Strategic Direction:

A Center of Innovation and Exchange

"Position Portland's Central City as a globally recognized center of equity, innovation and exchange."

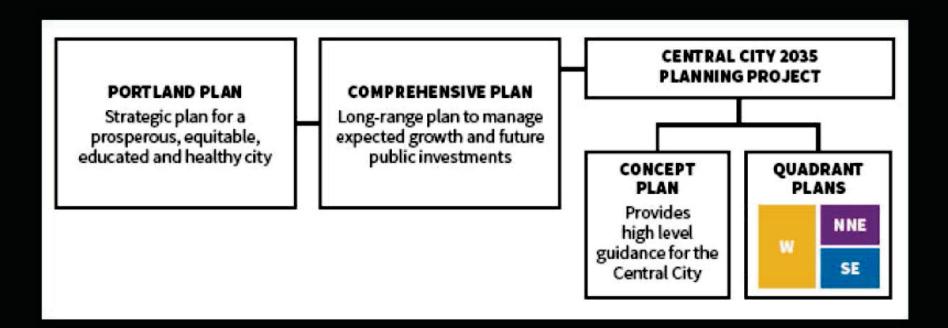


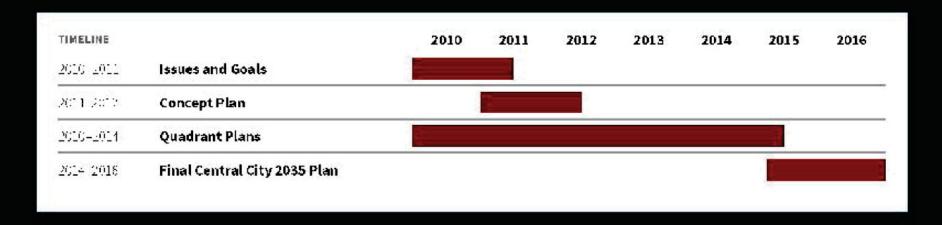










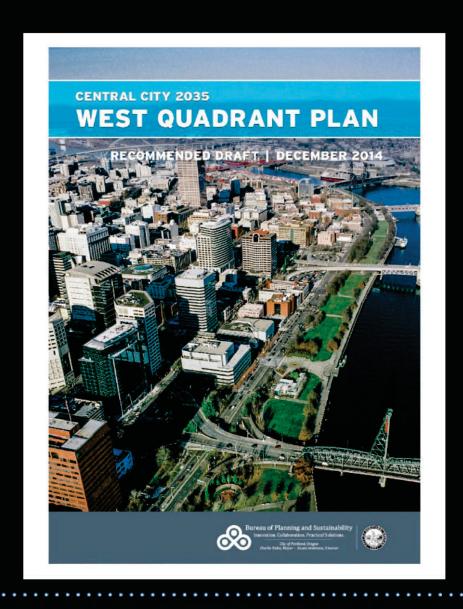






Request of Council

- Adopt the West Quadrant Plan (by resolution)
- Direct BPS to complete CC2035 work program:
 - -SE Quadrant
 - -Combined CC2035 Plan
 - -Zoning Code Update
 - -Affordable Housing Bonus





West Quadrant Districts

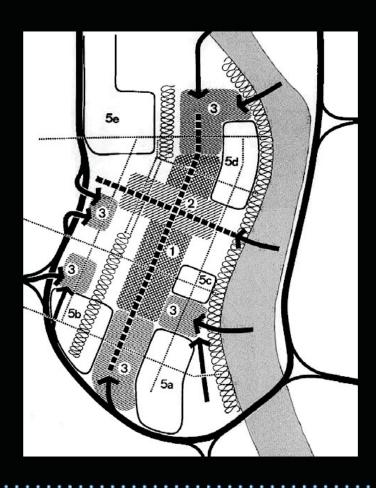


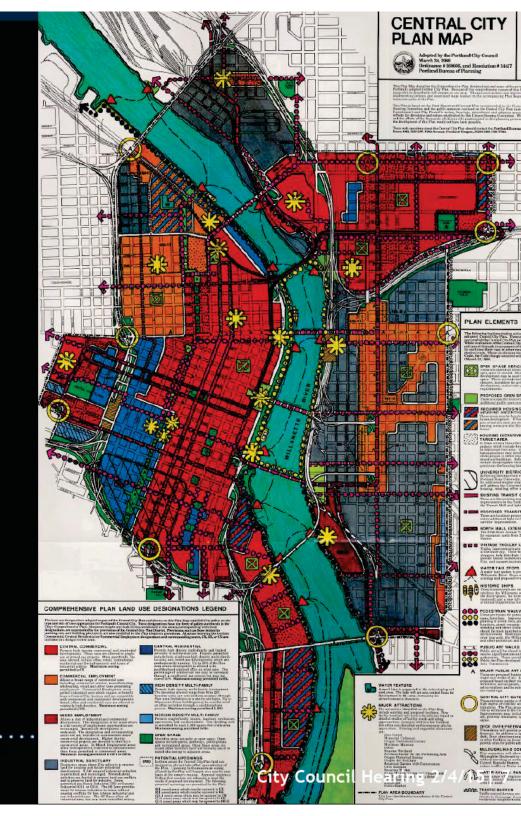






CC2035 Purpose: Update the 1988 Central City Plan





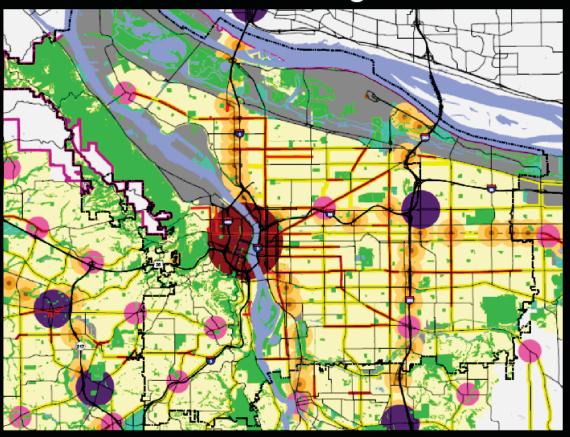




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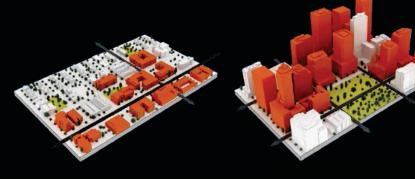
Unique role of the Central City:

2040 Growth Diagram



Draft Comp. Plan



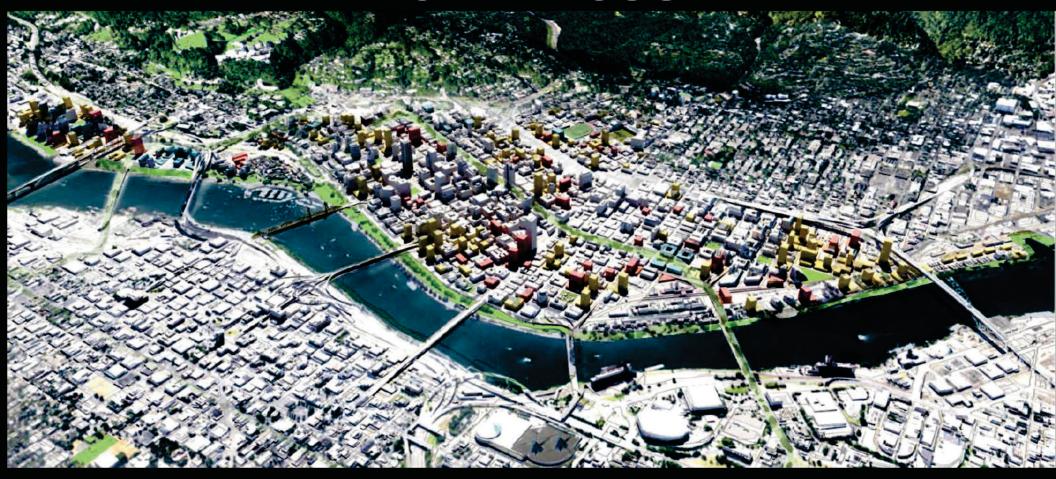


Town Center

Central City



2014 - 2035



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







Planning Process

Appendix F for full report (17 months)

SAC meetings	16
TAC Meetings	5
Open Houses	2
Charrettes/Workshops	4
Online Surveys	2

Other community & stakeholder meetings >100

		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

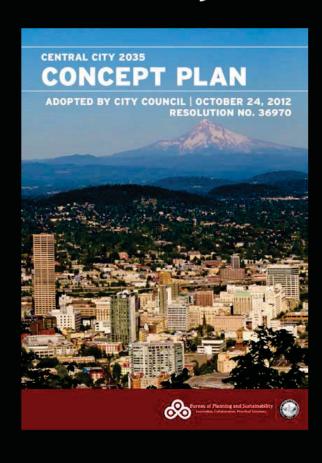






District Goals, Policies and Actions

Central City-wide



Seven Districts

Downtown

West End

Goose Hollow

Pearl District

Old Town/Chinatown

South Waterfront

South Downtown

Outline

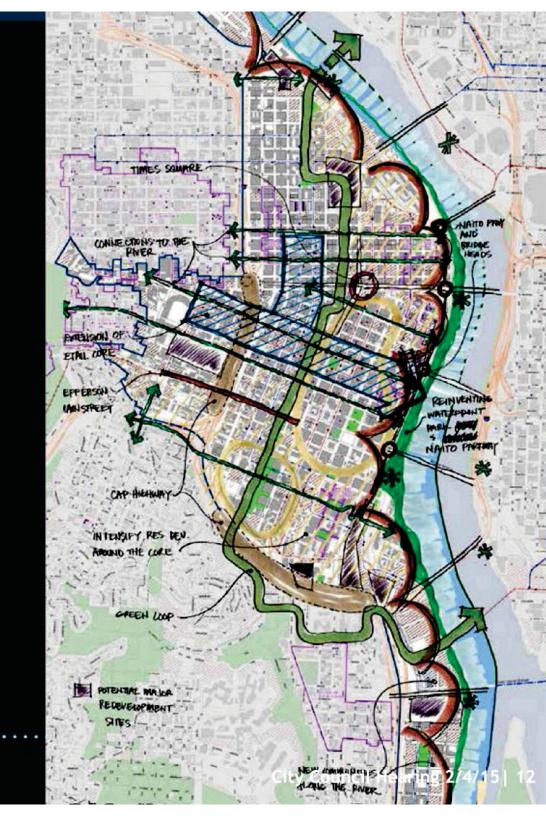
- A. Goals
- B. Policies
 - Regional Center: Economy/Innovation
 - 2. Housing and Neighborhoods
 - 3. Transportation
 - 4. Willamette River
 - 5. Urban Design
 - 6. Environment
- C.Implementation Actions
- D. Performance Targets
- E. Appendices





Big Ideas

- 1. 21st Century Riverfront
- 2. A Mixed-Use Quadrant
- 3. Street Hierarchy
- 4. The "Green Loop"
- 5. Strengthen Character while Embracing Development
- 6. Equitable Central City
- 7. Low-carbon Central City
- 8. Freeway Capping
- 9. Portland's "Times Square"



21st Century Riverfront

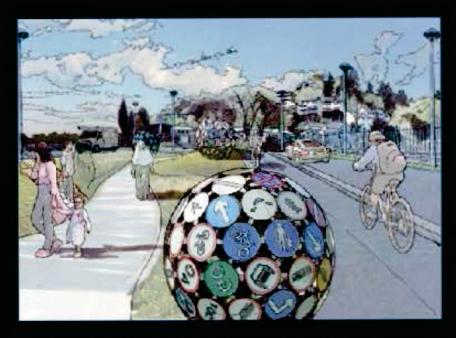




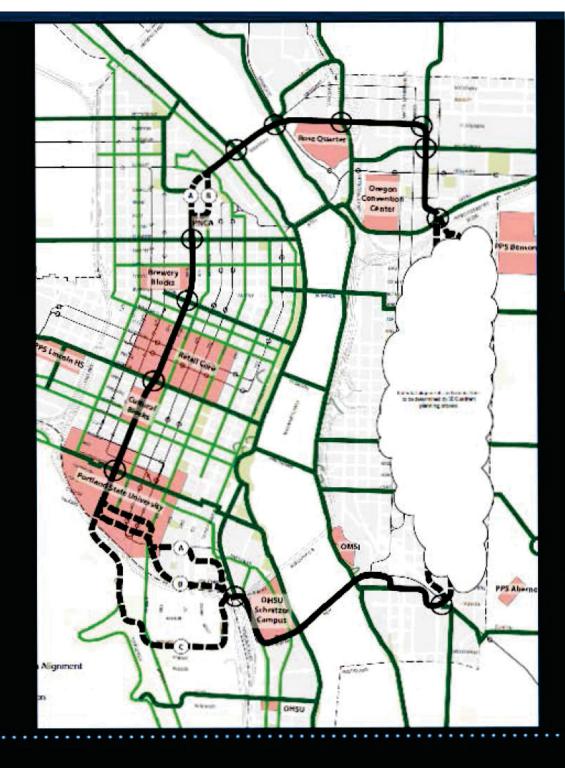




"Green Loop"

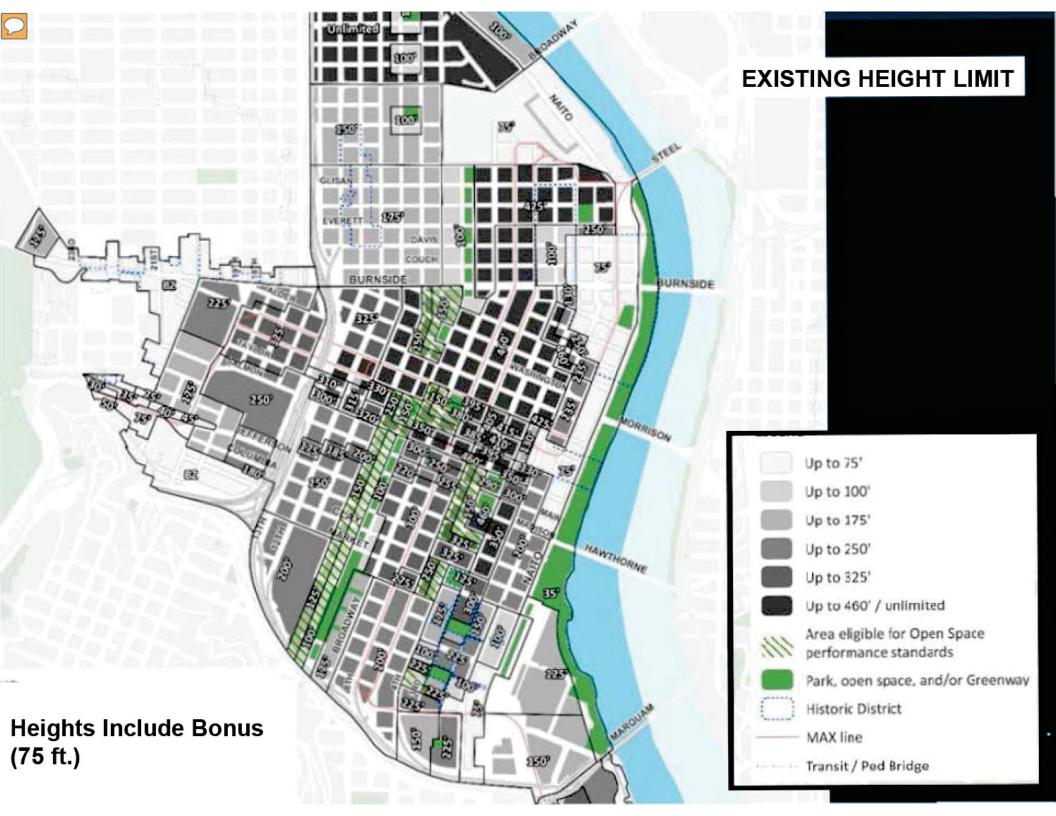




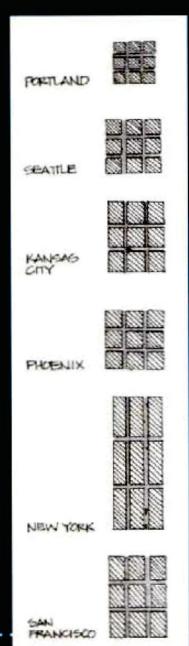


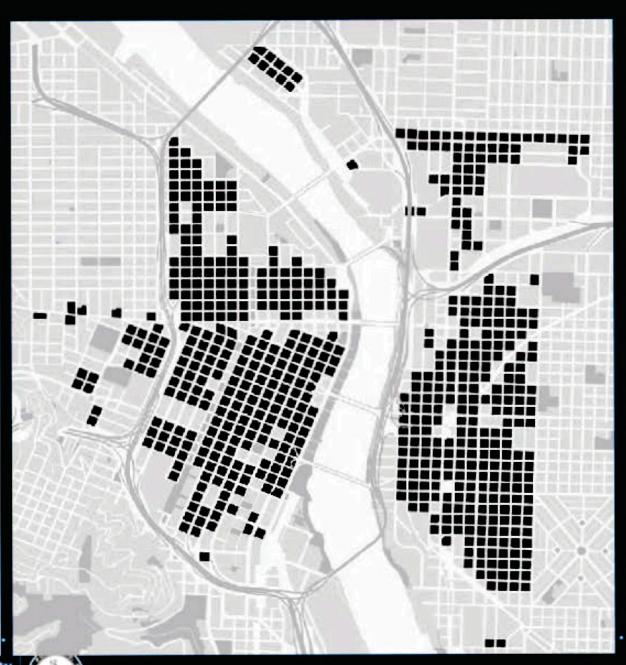






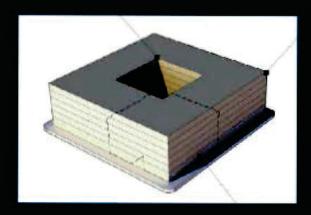
Central City of small blocks

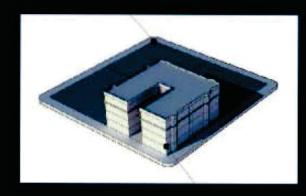


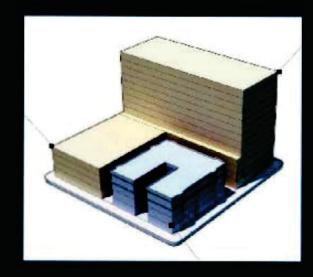


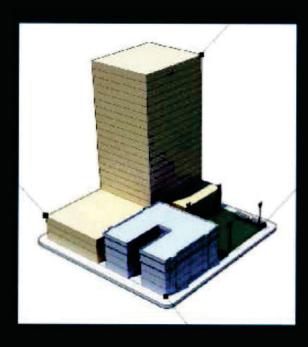
9

How height works with FAR







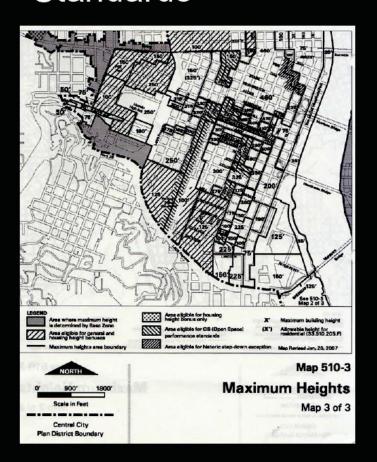






Building Design Regulation

Zoning Code Standards



Design Review and Guidelines



Large garage-door openings at a coffee house in the Lloyd District

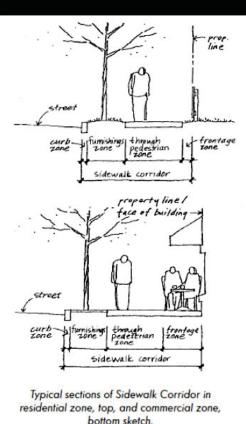
GUIDELINE

Integrate building setbacks with adjacent sidewalks to increase the space for potential public use.

Develop visual and physical connections into buildings' active interior spaces from adjacent sidewalks.

Use architectural elements such as atriums, grand entries and large ground-level windows to reveal important interior spaces and activities.

Pedestrian Design Guide



bottom sketch.



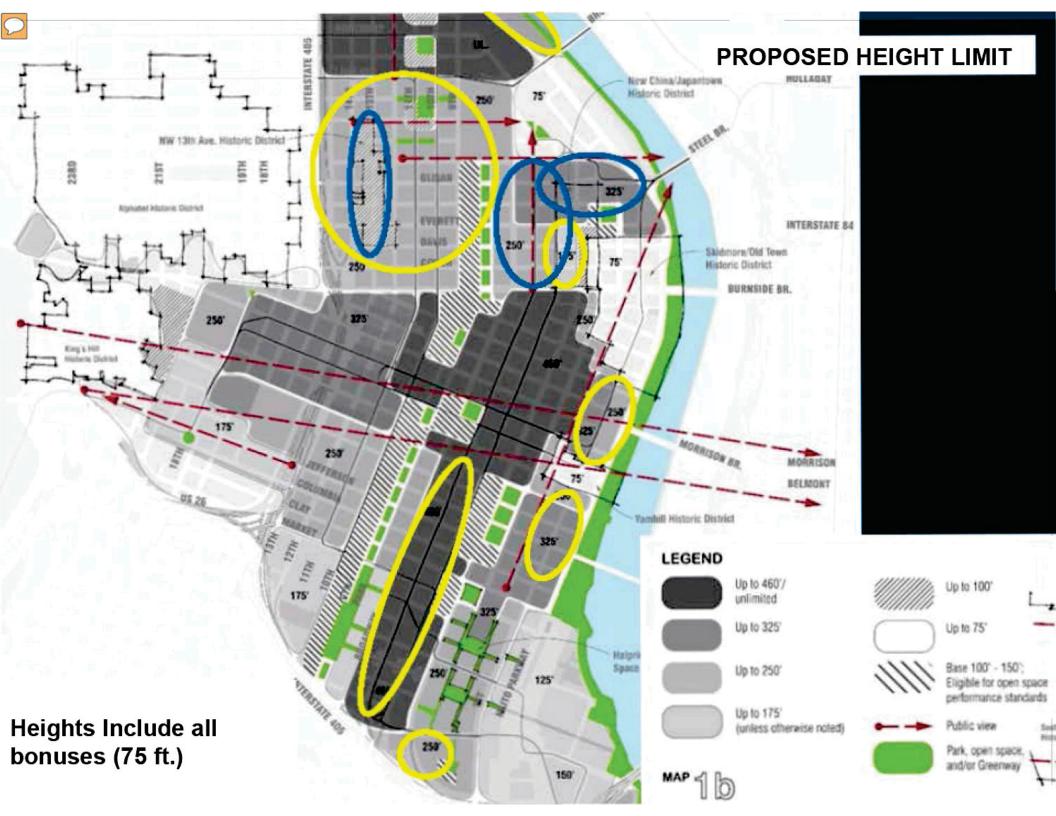


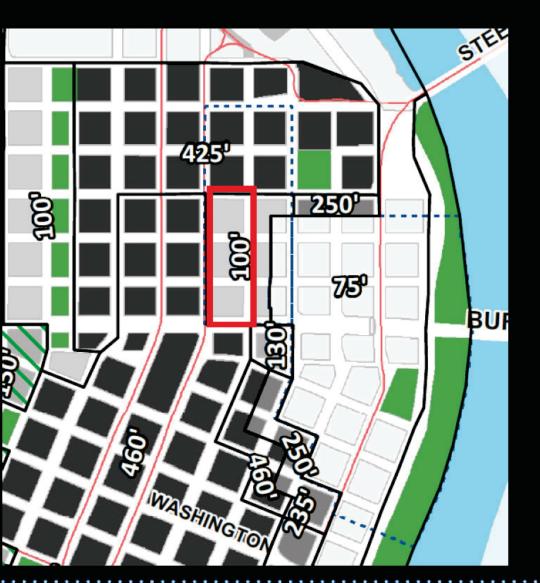


Central City Height Principles

- 1. Heights match planned level of development
- 2. Step down to parks, open spaces, waterfront
- 3. Protect historic districts and public views
- 4. Height transitions to surrounding neighborhoods
- 5. Bonus for public benefits



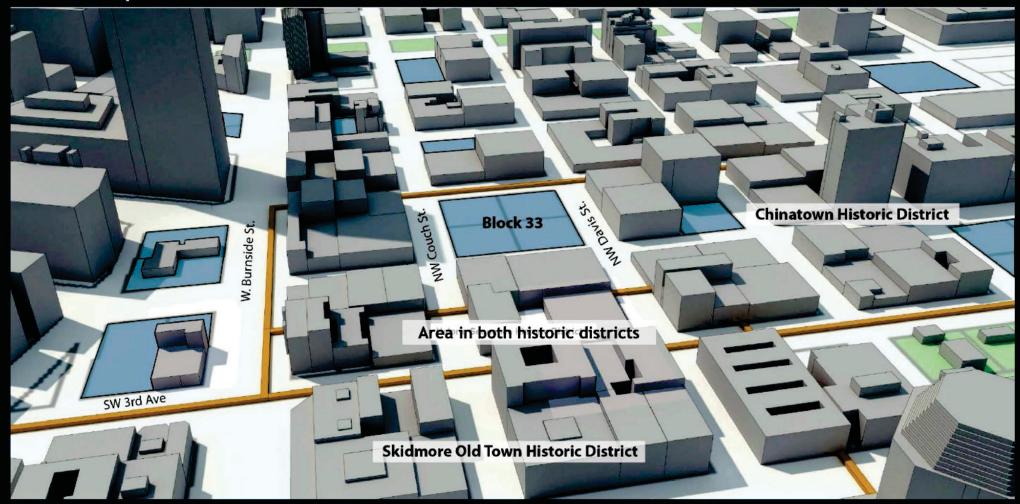








Redevelopment Sites



Building volumes with existing height limits (100')



Building volumes with proposed height limits (150')





Looking north along NW 4th Avenue (100')

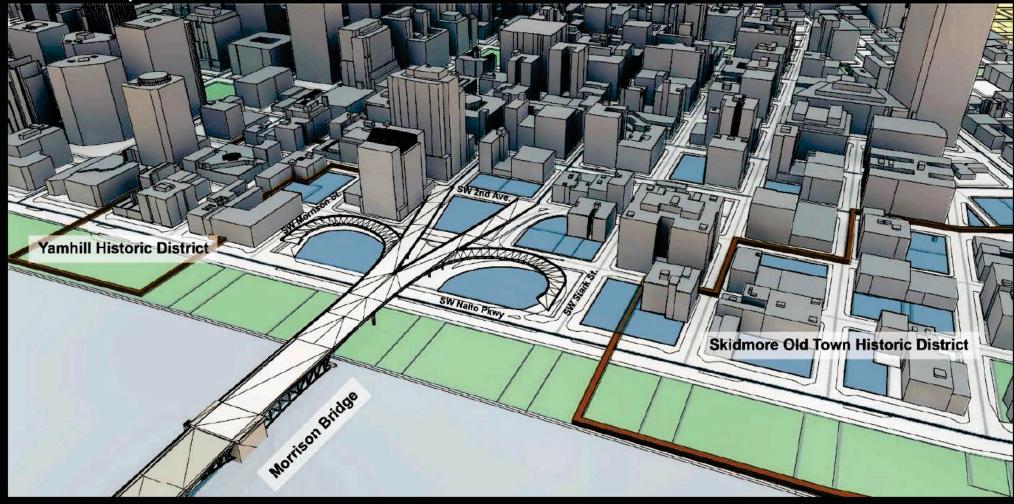


Looking north along NW 4th Avenue (150')



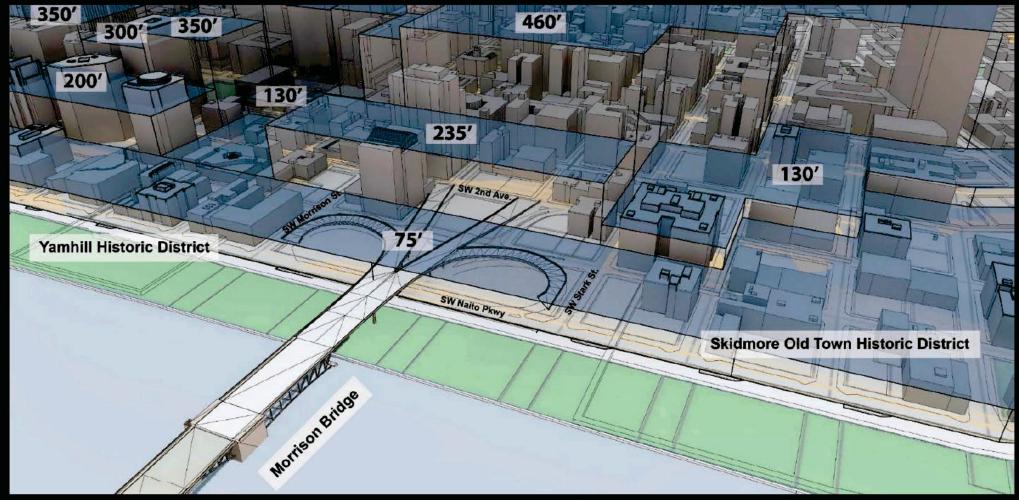
Morrison Bridgehead

Redevelopment Sites



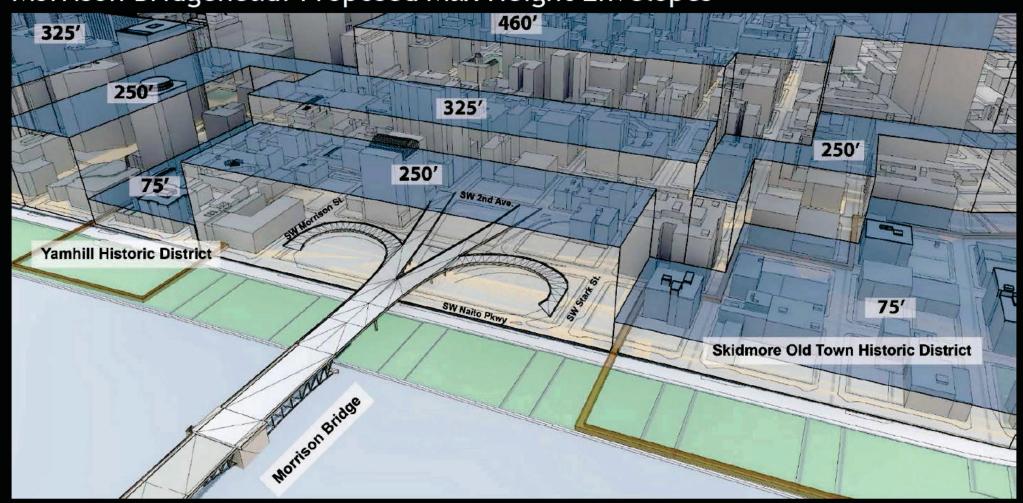
Morrison Bridgehead Heights

Morrison Bridgehead: Existing Max Height Envelopes



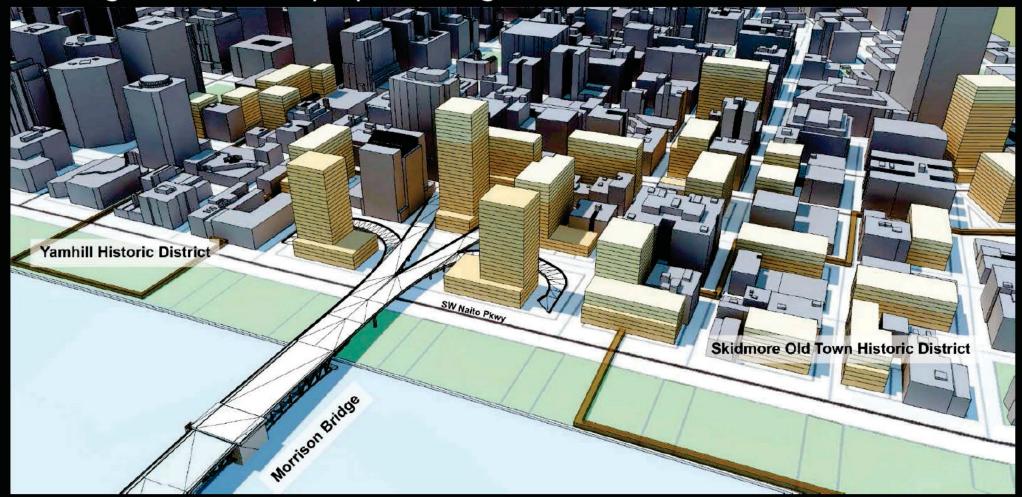
Morrison Bridgehead Heights

Morrison Bridgehead: Proposed Max Height Envelopes



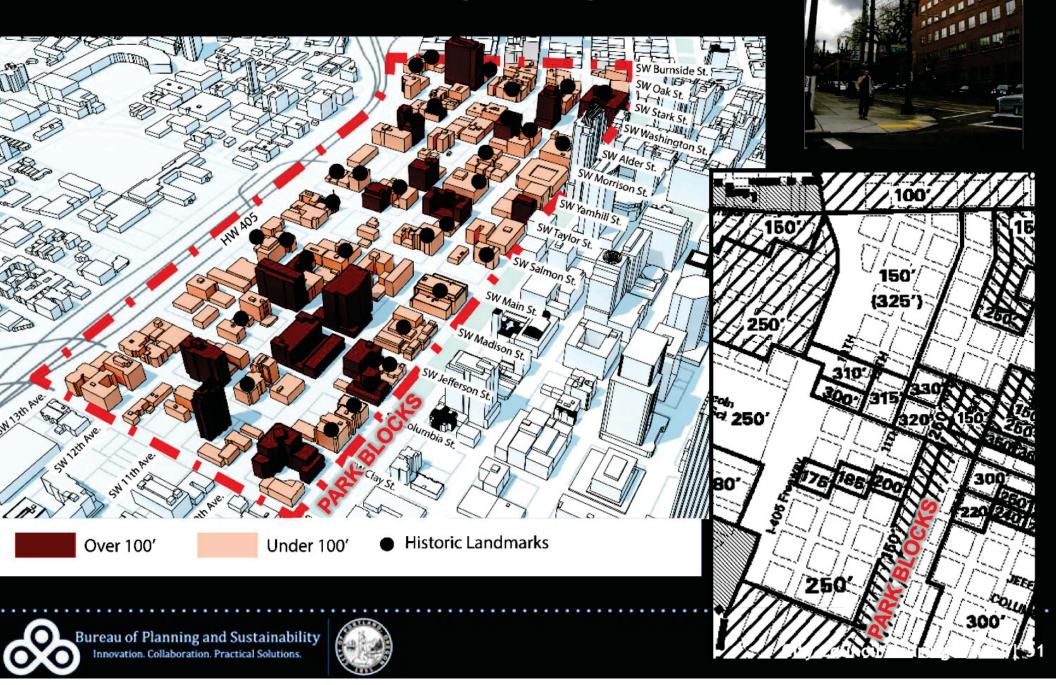
Morrison Bridgehead

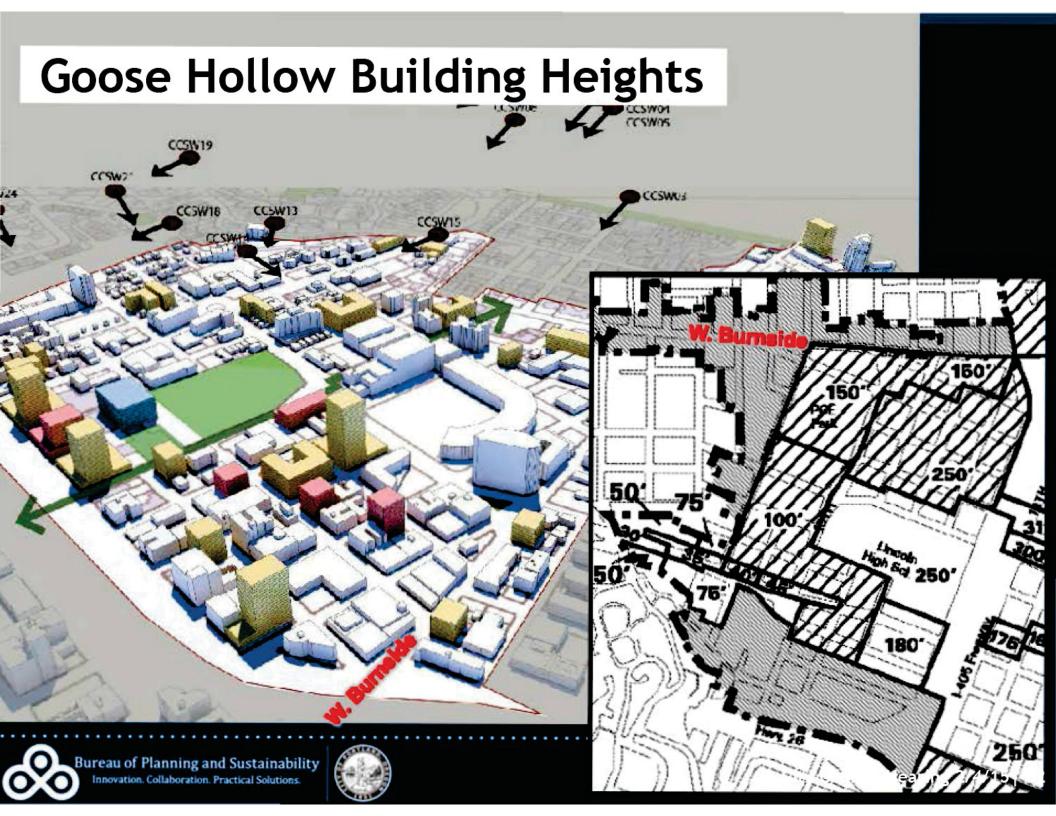
Building Volumes with proposed heights





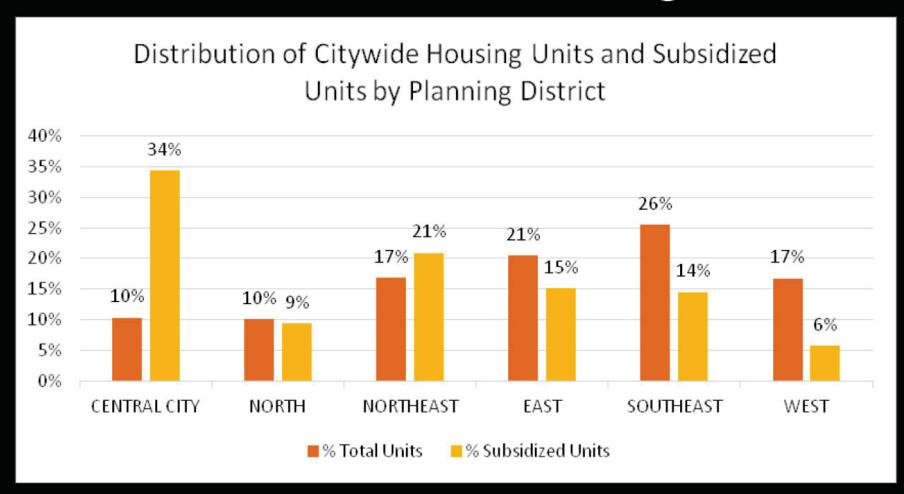
West End Building Heights







Affordable Housing:



Source: Metro, 2011

2035 Performance Target: Housing

30 percent of all housing in the Central City will be affordable to households in the 0% to 80% MFI bracket.





Environmental Stewardship

Extensive Edits Made at PSC:

Chapter 4: Central City Wide Policies and Actions

- Regional Center: Climate change adaptation
- River: Habitat & Water Quality
- Health & Environment

Chapter 5: District Policies and Actions

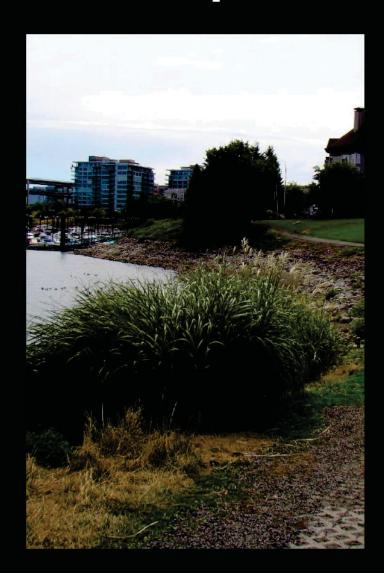
District specific actions (project ideas)

Appendix A: Additional Detail

• Greenway Plan update (page 143)

Two minor amendments for Chapter 4:

- 1. Target for riverbank enhancement is 12,600 linear feet (page 48)
- 2. Target for riverbank restoration is "at least" 2-3 sites (page 49)





Completing CC2035 Plan and Zoning Code

FAR + Height Bonus and Transfer Study

Scenic Resources
Inventory Update/ESEE

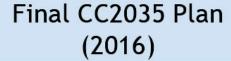
Zoning Code Development

Willamette Greenway Code Development

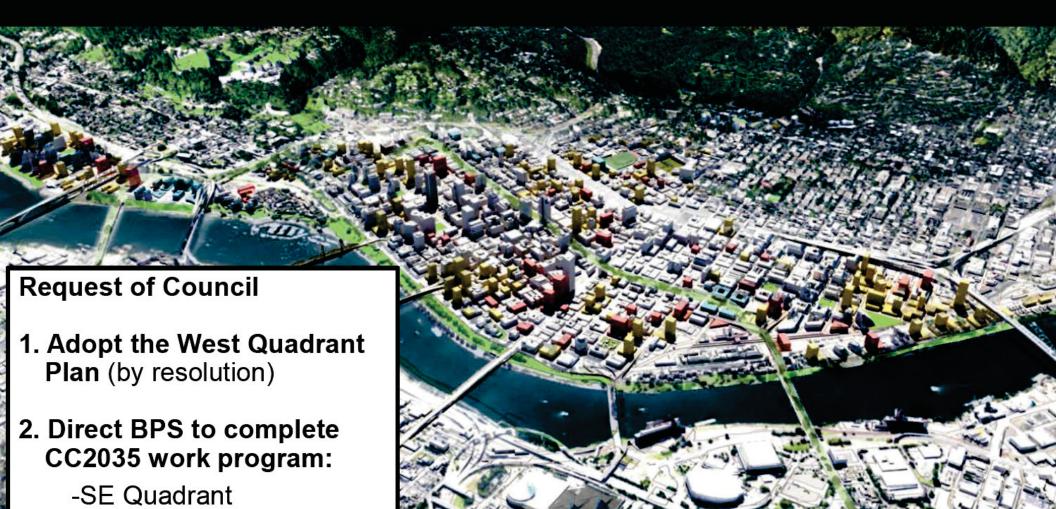


CC2035 Concept Plan (2012)

Quadrant Plans (2015)



Zoning Code Ordinance (2016)



-Combined CC2035 Plan

-Affordable Housing Bonus

-Zoning Code Update