

# CENTRALCITY 2035

## Volume 1 GOALS AND POLICIES

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**Proposed Draft**  
June 20, 2016



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

City of Portland, Oregon  
Charlie Hales, Mayor • Susan Anderson, Director



**Portland’s Central City 2035 Plan proposes changes to create a prosperous, healthy, equitable and resilient urban core.**

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# ACKNOWLEDGEMENTS

This plan is the culmination of work over the past five years on the Central City Concept Plan, three quadrant plans (North/Northeast Quadrant Plan, West Quadrant Plan, Southeast Quadrant Plan), Natural and Scenic Resources inventories, and the Bonus and Transfer Study. Many thanks to the thousands of stakeholders who participated in those processes and whose contributions helped to shape this plan.

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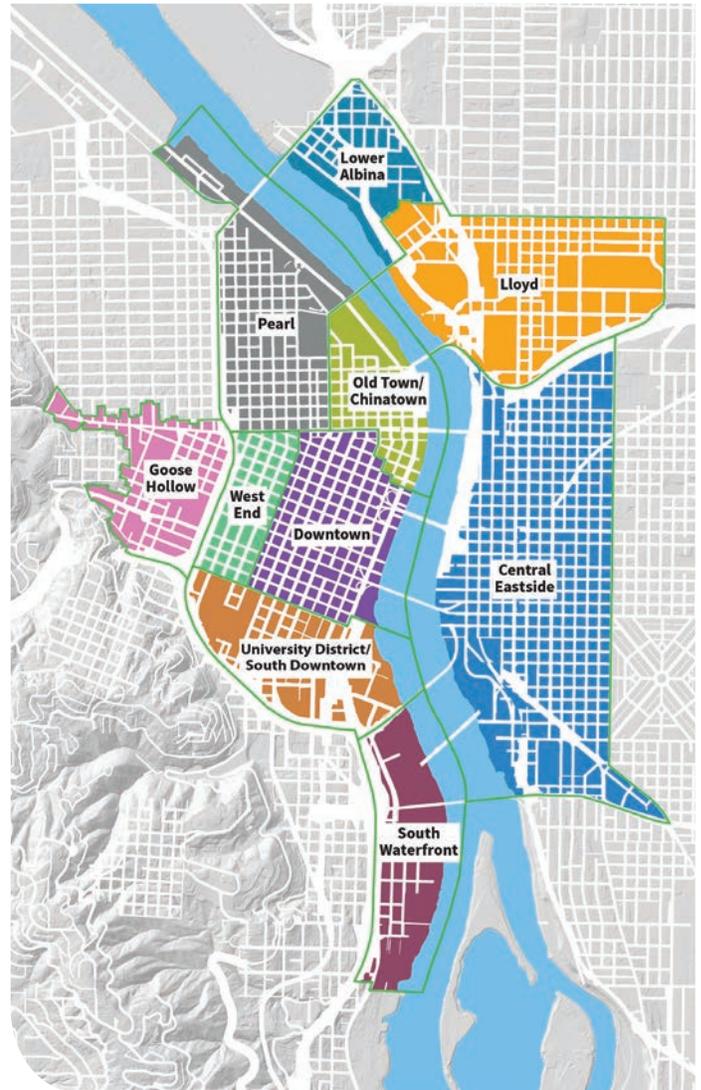
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Various consultants contributed to the development of the Central City Concept Plan, three quadrant plans (North/Northeast Quadrant Plan, West Quadrant Plan, Southeast Quadrant Plan), Natural and Scenic Resources inventories, and the Bonus and Transfer Study. We are grateful for their technical assistance and for helping facilitate our advisory committee and public events.

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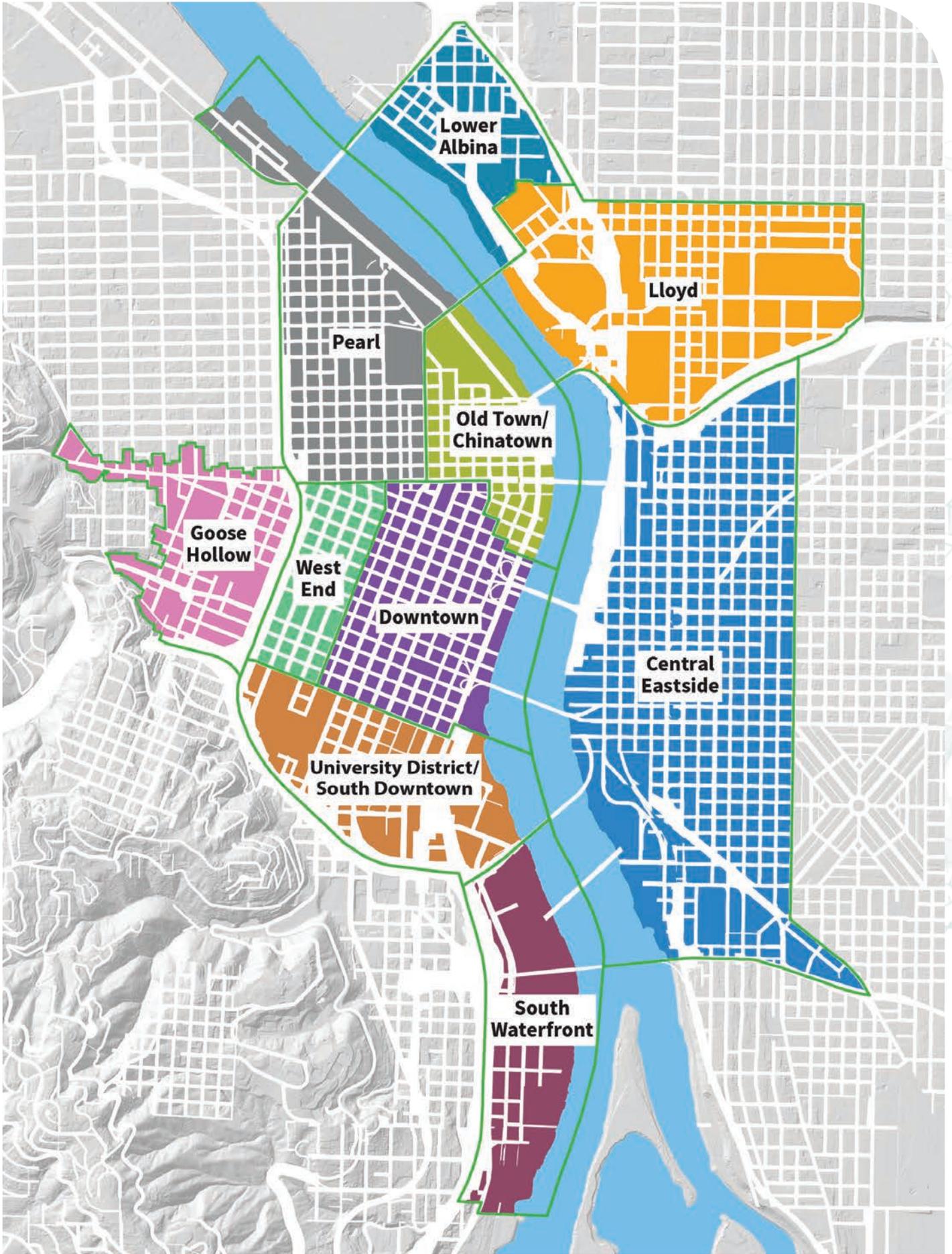
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# CENTRALCITY 2035

INTRO

## INTRODUCTION



Portland's Central City has a rich history shaped by abundant natural resources, two working rivers and a temperate climate. From the Native Americans who fished for salmon in the Willamette River centuries ago to the South Waterfront Greenway Trail's visitors today, Portlanders have appreciated this special gathering place. People from around the world are drawn to the Central City's urban vitality and public spaces, employment opportunities, transportation network, cultural amenities and natural beauty.

Today the Central City is the center of the metropolitan region, with Oregon's densest concentration of people and jobs. Home to 32,000 people in slightly less than five square miles and accounting for 130,000 jobs, the Central City is vital to Portland and the region.

A collection of 14 different neighborhoods, the Central City stretches from the West Hills to East 12th Avenue, and from the Pearl and Lower Albina to the South Waterfront area and Powell Boulevard. For planning purposes, the Central City is divided into 10 districts.

While the Central City is vibrant and blessed with many resources — natural, economic, cultural and historical — it will continue to face challenges as the city grows, becomes more diverse, and experiences the effects of climate change. The Central City 2035 Plan (CC2035) aims to meet those challenges and to improve and build upon the city's traditions, honoring the history of the place while boldly moving forward in new directions.

# WHAT IS THE CENTRAL CITY 2035 PLAN?

The current Central City Plan (1988) was intended to meet the challenge posed by Lewis Mumford, a prominent architectural critic and urban theorist of the early 20th century. He praised Portland's beauty and natural resources but questioned whether Portlanders would have the "intelligence, imagination and cooperation" necessary to "make the best of these opportunities" and to use resources wisely. The 1988 Plan aimed to create a place that Portlanders felt was "not just a good city, but a great city."

While Mumford's call for greatness remains, today Portland faces new challenges. The Central City 2035 Plan (CC2035) responds with carefully designed goals, policies and tools to guide growth and development well into the 21st century and make the Central City a place that every Portlander can be proud to call their own.

The CC2035 Plan will replace the 1988 Central City Plan as the primary guiding policy document for the Central City. It will be part of Portland's new Comprehensive Plan, a 20-year plan for the physical development of the city. Both plans will help implement The Portland Plan (2012), which called for actions to make Portland prosperous, educated, healthy and equitable. Because Portland cannot be a great city without a vibrant, accessible and ecologically rich riverfront, the new plan also includes an update to the plan for the Central Reach of the Willamette River.

## PORTLAND'S COMPREHENSIVE PLAN

The Central City 2035 Plan is part of Portland's new 2035 Comprehensive Plan. Many of the policies and projects in CC2035 were shaped by the Comp Plan's Guiding Principles and Vision, which reinforce a balanced, integrated and multi-disciplinary approach.

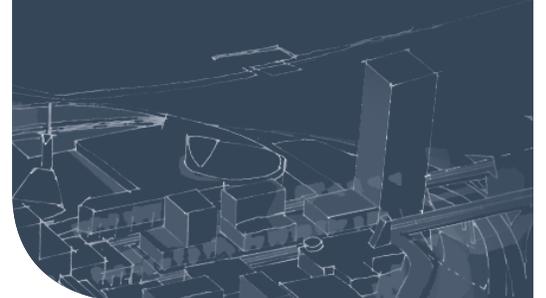
### GUIDING PRINCIPLES

The Comprehensive Plan includes five guiding principles related to:

1. Economic prosperity
2. Human health
3. Environmental health
4. Equity
5. Resilience

### VISION

Portland is a prosperous, healthy, equitable and resilient city, where everyone has access to opportunity and is engaged in shaping decisions that affect their lives.



# CENTRAL CITY: THE HEART OF PORTLAND



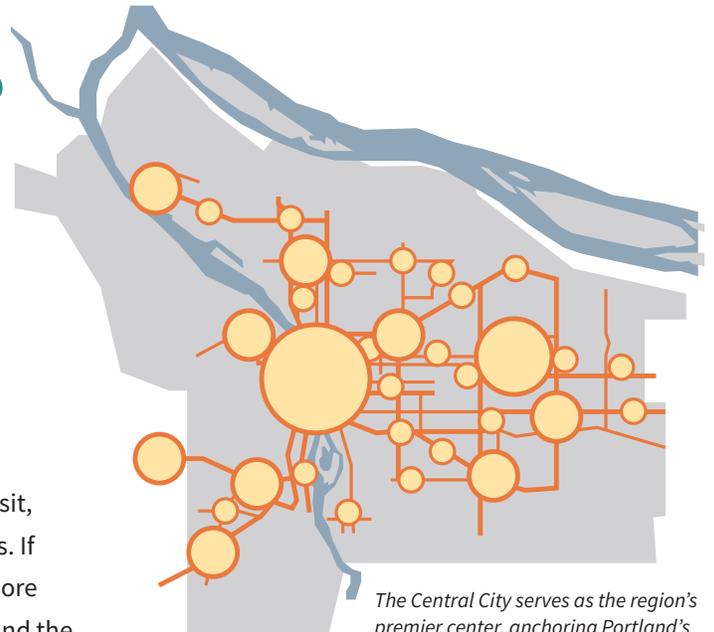
**Healthy cities need healthy hearts.** And Portland’s Central City is the heart of the metropolitan region, with the densest population of people and jobs in Oregon.

Central City 2035 is the culmination of more than five years of careful planning. The process engaged thousands of Portlanders who gave their time, experience and expertise to improve their community. The goals, policies and actions contained in the CC2035 Plan represent the intentions and aspirations of thousands of Portlanders. This is their plan for the future of the heart of the city.

# WHY PLAN NOW?

## PORTLAND IS GROWING AND MUCH OF THIS GROWTH WILL OCCUR IN THE CENTRAL CITY.

The City’s Comprehensive Plan proposes to leverage population and job growth to make great places, directing new residents and businesses to the city’s network of vibrant centers and bustling corridors. The idea is to give more people better access to the transit, businesses, services and amenities in these rich and diverse places. If the Plan is successful, these centers and corridors will also have more housing options for households and employment opportunities. And the result will be more complete, prosperous, healthy, equitable and resilient communities.



*The Central City serves as the region's premier center, anchoring Portland's system of centers and corridors.*

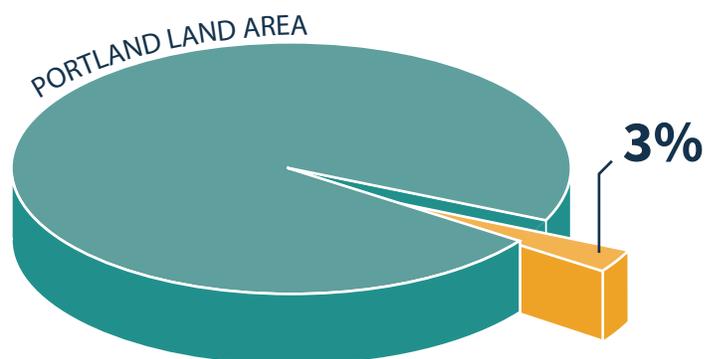
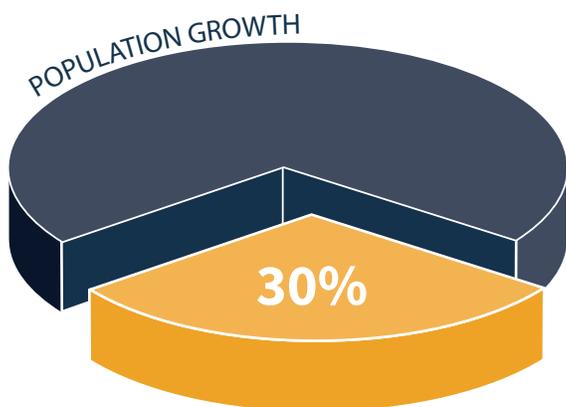
As the largest “center” in the city, by 2035 the Central City will be home to 30 percent of Portland’s population growth — on just 3 percent of the city’s land. Between 2010 and 2035, the Central City will gain approximately 38,000 new households (a roughly 235-percent increase) and about 51,000 new jobs (a roughly 40-percent increase).

## URBAN DESIGN

The “language” of urban design provides a way of sharing ideas about the natural features and built form within a city. This broad context is helpful for understanding and making decisions related to specific issues or areas within the Central City.

The CC2035 Plan has two simple urban design diagrams that illustrate how the growth strategy could affect the design and development of the Central City, The Urban Design Concept and Urban Design Framework.

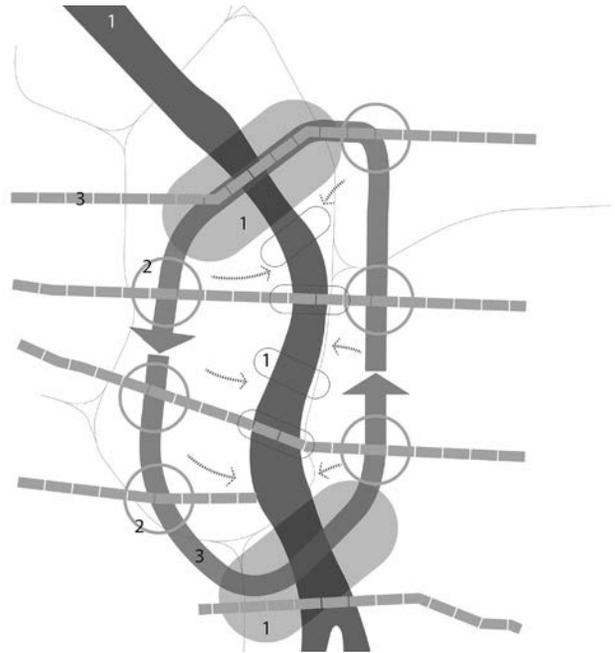
## 30 PERCENT OF THE GROWTH → *in* → 3 PERCENT OF THE LAND AREA



## URBAN DESIGN CONCEPT

The Urban Design Concept quickly and simply identifies the primary design and development themes that will shape the city through 2035:

- 1** **CENTRAL RIVER** – Reconnecting with the Willamette River.
- 2** **DISTINCT DISTRICTS** – Recognizing and cultivating the specific characteristics of the Central City’s 10 districts.
- 3** **CONNECTED PUBLIC REALM** – Creating a more fully connected public realm consisting of streets, the greenway, streetcar loops, and bicycle and pedestrian trails.



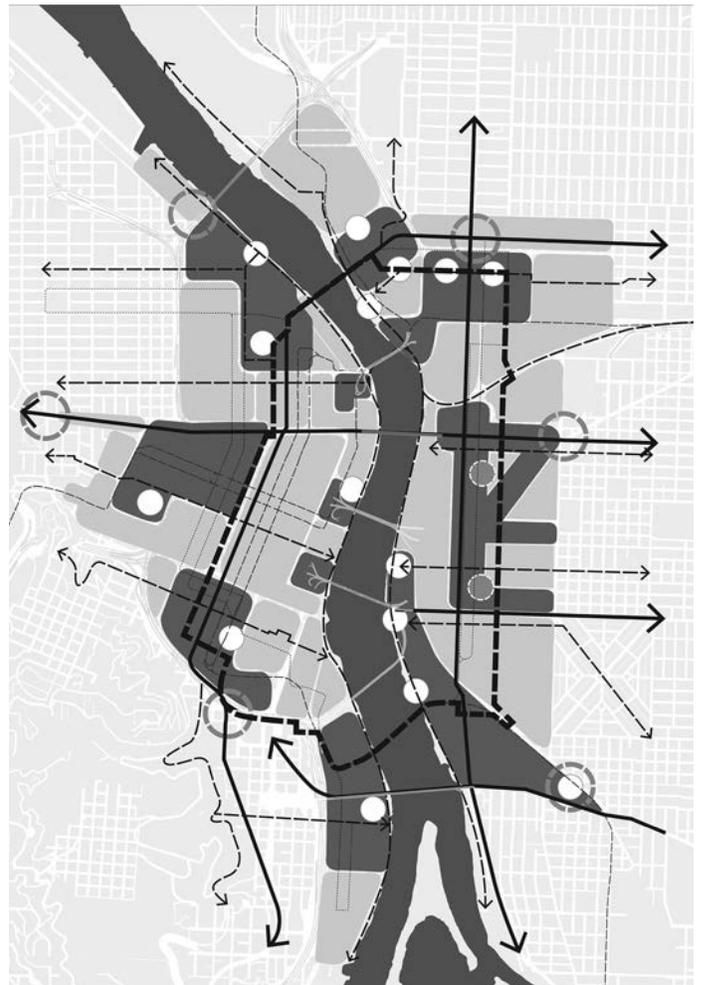
## URBAN DESIGN FRAMEWORK

The Urban Design Framework reflects the concept themes and provides more detail about :

- **PUBLIC REALM FEATURES** – Key corridors and open spaces
- **TRANSIT** – Existing streetcar and light rail alignments
- **AREAS OF CHANGE** – Areas anticipated to experience more or less change over the next 25 years
- **GATEWAYS** – Key locations for entrance into the Central City

### LEGEND

PUBLIC REALM	
	New or reconfigured open spaces
	Desired new open space within area
	Potential “Green Loop”
	Civic corridor
	Key pedestrian/bicycle corridor
RAIL TRANSIT	
	Streetcar
	Light rail
AREAS OF CHANGE	
	more change
	less change
	gateways



# CC2035 BUILDS UPON THE AREA’S EXISTING STRENGTHS, ADDRESS CHALLENGES AND GUIDE CENTRAL CITY GROWTH TO BENEFIT THE ENTIRE REGION



*Today, the Central City is:*

## **A MAJOR ECONOMIC, EDUCATION AND EMPLOYMENT CENTER**

Thirteen percent of the region’s jobs are in Portland’s city center, and it has the highest concentration of Class A office space in the state. There is growing demand for office and creative space from startup and growing smaller businesses. Higher education institutions (Portland State University, Oregon Health and Science University, Pacific Northwest College of Art, University of Oregon and others) are important parts of the economic mix and strength of the Central City.

*Over the next 20 years:*

Grow the Central City’s share of regional employment and increase the ability of all Portlanders to benefit from this new growth in jobs.



*Today, the Central City is:*

## **THE CULTURAL AND ENTERTAINMENT HEART OF THE CITY AND REGION**

The concentration of major cultural and entertainment venues in the Central City — including the Portland Art Museum, Oregon Historical Society, Providence Park, Portland Opera, Oregon Museum of Science and Industry (OMSI), Portland’s Centers for the Arts, Governor Tom McCall Waterfront Park, Moda Center and the Oregon Convention Center — is the largest in the state and an asset for the entire region.

*Over the next 20 years:*

Support and grow existing Central City institutions, programming and events as well as continually inspire the development of new attractions. Increase and improve the area’s unique public spaces in order to attract and benefit Portlanders from across the city and the region.



*Today, the Central City is:*

## **A GREAT PLACE TO LIVE WITHIN A COMMUNITY THAT CARES**

The Central City offers a variety of attractive housing types and neighborhoods. It has a vibrant mix of uses and is rich in transit and transportation options. It is home to many low income residents who benefit from the accessible location, supply of affordable housing and social services — including adult and family services, workforce training and health services.

*Over the next 20 years:*

Grow and enhance the Central City’s neighborhoods and make sure they are vibrant, livable, accessible, affordable, inclusive and cohesive.



*Today, the Central City is:*

**A TRANSIT AND TRANSPORTATION HUB LINKING PEOPLE, PLACES AND BUSINESSES**

With Amtrak, five MAX light rail lines, two streetcar lines, the Transit Mall, two major freeways, an aerial tram and a brand new pedestrian, bicycle and transit bridge, the Central City is the region’s hub for transit and transportation. It also has an evolving network of sidewalks, trails and bikeways, increasing the number of commute trips that don’t require a car.

*Over the next 20 years:*

Maintain the strength and safety of Central City transportation facilities. Decrease trips made by car, while continuing to improve transit and other transportation options. Build more accessible, complete and healthy neighborhoods to encourage walking, biking and transit uses.



*Today, the Central City is:*

**A CITY OF PUBLIC SPACES AND CORRIDORS**

The Central City’s small, 200-foot-by-200-foot block pattern is distinctive and iconic. Nearly 40 percent of the land in the urban core is in the public realm, a much larger percentage than in most other cities (San Francisco is about 25 percent). Together, these rights-of-way serve as the Central City’s major public spaces. The design, character and organization of uses within these spaces are key ingredients of the Central City’s livability.

*Over the next 20 years:*

Continue taking advantage of this unique asset, enhancing streets, trails, parks, public spaces and the Willamette Riverfront. The economic and social vibrancy of the Central City depends on it.



*Today, the Central City is:*

**DEFINED BY NATURAL SYSTEMS**

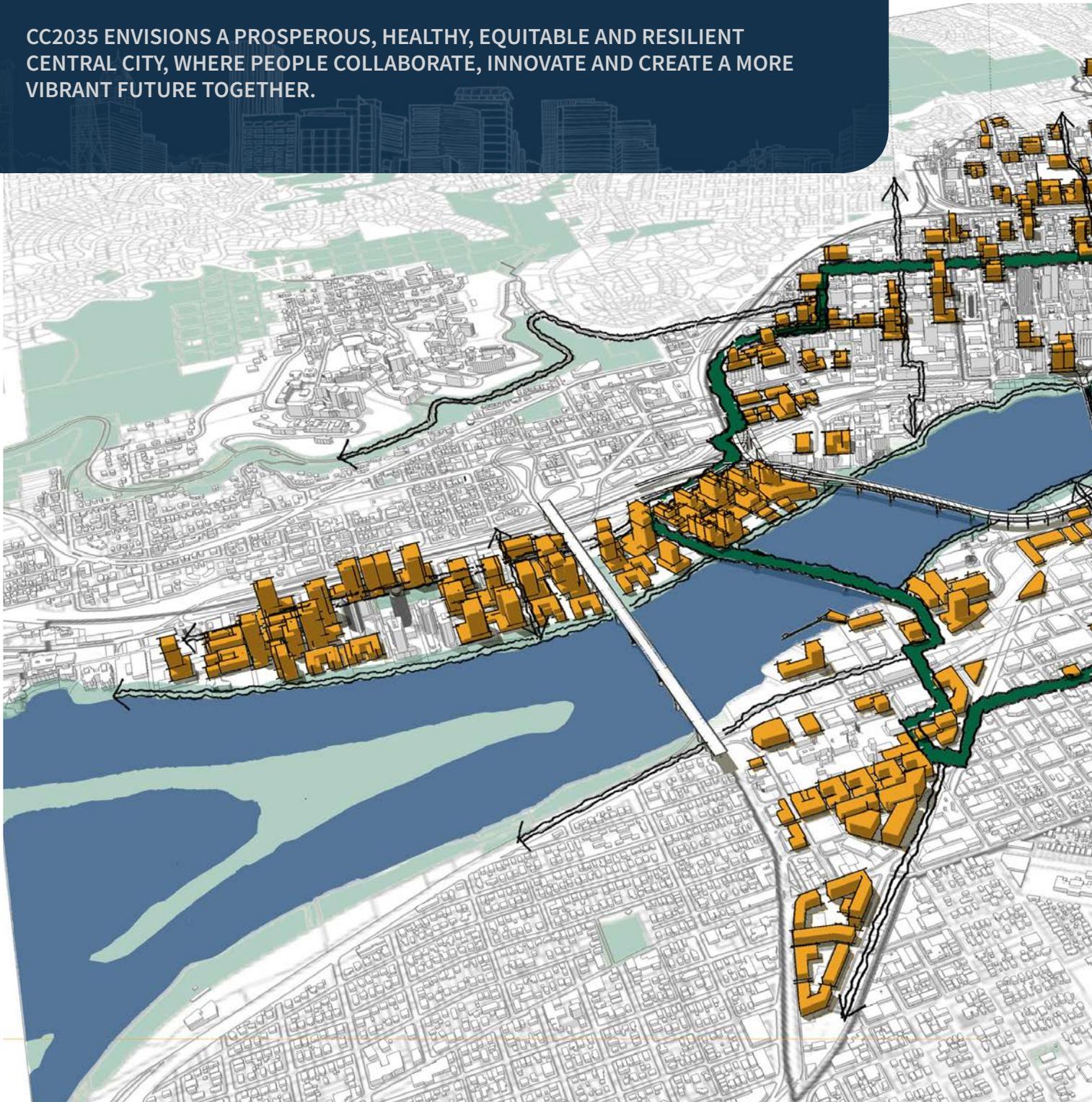
In contrast to other cities, many of Portland’s iconic features are not buildings — but winding rivers, historic bridges and signature open spaces. In particular, the Central City is defined by the Willamette River, which is home to 17 endangered species and is a critical corridor for wildlife.

*Over the next 20 years:*

Protect the Willamette River, restoring habitat in and along the waterfront. Future efforts will support new and improved open spaces and recreation, along with innovative green infrastructure throughout the Central City.

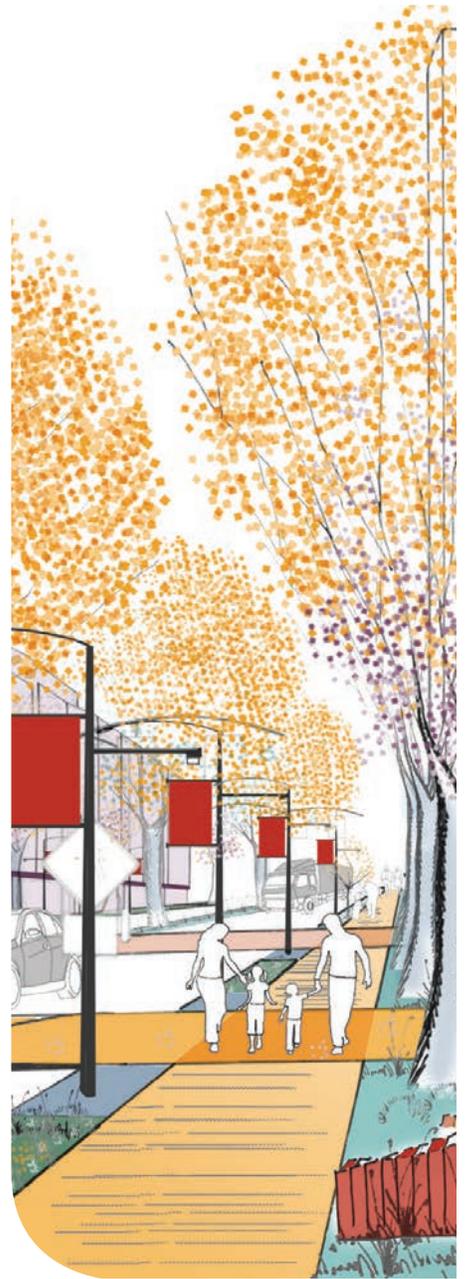
# CENTRAL CITY 2035 VISION: A CENTER FOR INNOVATION AND EXCHANGE

CC2035 ENVISIONS A PROSPEROUS, HEALTHY, EQUITABLE AND RESILIENT CENTRAL CITY, WHERE PEOPLE COLLABORATE, INNOVATE AND CREATE A MORE VIBRANT FUTURE TOGETHER.





The illustration on these pages depicts what the Central City might look like in the future. The orange shapes suggest new buildings on redevelopment sites, places that are expected to change because they are currently vacant or surface parking lots or they have a low utilization of their current development potential. The proposed “green loop” is shown with a series of key connections, linking the Central City districts together and connecting them to the riverfront and surrounding communities.



# THE BIG IDEAS

Long range planning encourages creativity and aspirational thinking. Six “big ideas” for the Central City emerged during the planning process. These helped inform the development of the plan’s goals, policies and implementing actions.



## Celebrate Portland's Civic and Cultural Life



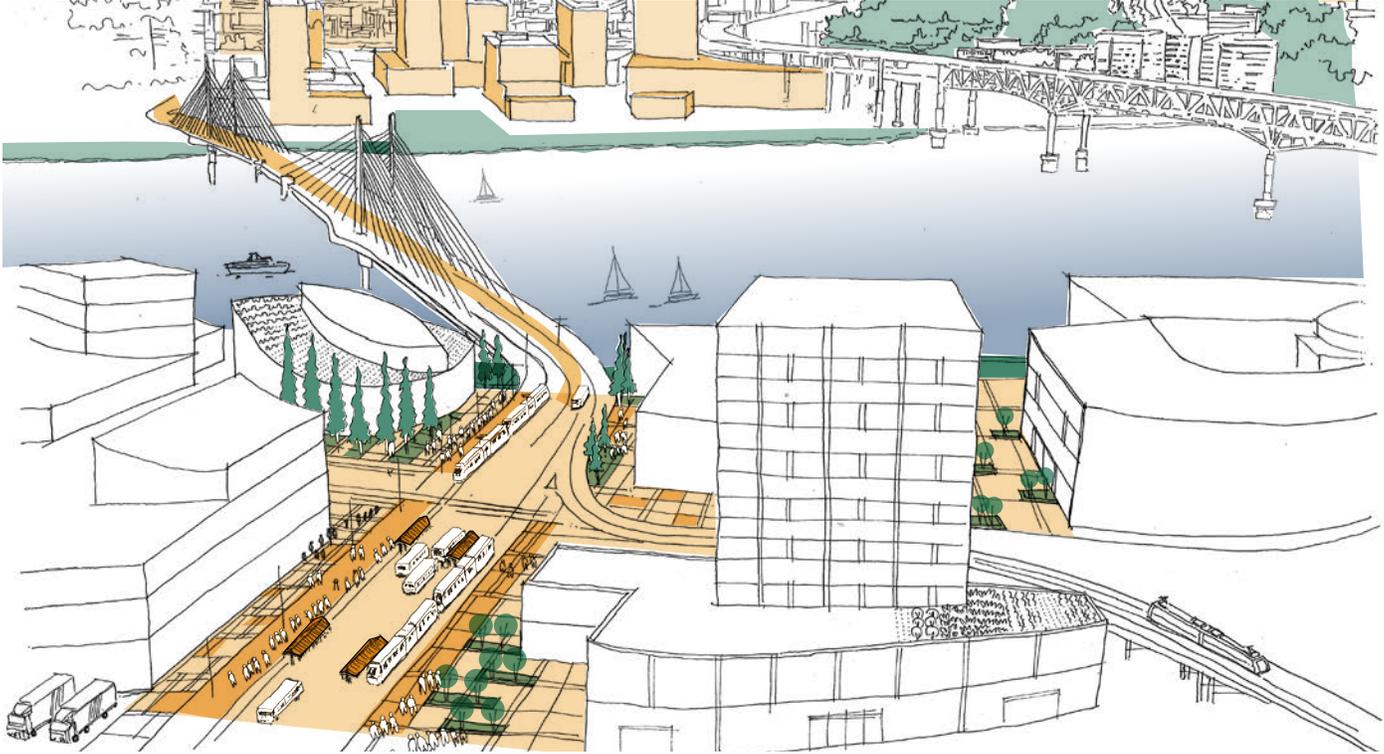
The Central City is more than just a center for commerce. It is an incubator of civic culture and action. Portland's city center is home to myriad venues, historical and cultural assets, public spaces, and recreational attractions — a place people from the entire region can enjoy.

This plan embraces existing institutions and attractions such as Pioneer Square, Waterfront Park, the Lan Su Chinese Garden and Schnitzer Auditorium, OMSI, the Moda Center and more. The plan also calls for encouraging new attractions, particularly

those that connect with communities that might not otherwise feel a strong tie to the Central City.

The CC2035 Plan includes a range of actions related to civic and cultural life: streetscape improvements in the Cultural District; expanded recreation opportunities and public event programming for a broad range of Portlanders; a community center to foster public interaction; ways to accommodate food carts as redevelopment occurs; and support for new, signature public art.

# Foster Creativity, Innovation and Productivity



Historically, cities are uniquely productive places. They bring together a mix of people, ideas, businesses and investments that create opportunities, inventions and jobs. Cities can be particularly productive where universities, research institutions and businesses cross pollinate and collaborate. In Portland, the Innovation Quadrant — which spans from South Waterfront to the

top of Markham Hill, and the University District to the Central Eastside — could be such a place.

The plan supports growth in the Innovation Quadrant, building on synergies between OHSU, PSU, OMSI and Portland Community College as well as businesses and research enterprises.

## Enhance the Willamette for People and Wildlife



Perhaps more than anything else, the Willamette River has shaped the development of Portland and the Central City. The Willamette is integral to the city’s history, identity and place in the region. The 1988 Plan called for “embracing the river,” so parks, plazas, trails and other uses were added to the riverfront. But there is still great potential for the waterfront on both sides of the river.

The CC2035 plan promotes a 21st-century urban riverfront that supports the health of both wildlife and people. Better water quality and more habitat increase fish and wildlife populations. Swimming, boating and paddling in the river help make the Willamette a natural element of healthy living. The quality of public spaces as well as new development and activity on Naito Parkway will also bring more people to the riverfront, honoring the cultural, historical, economic and ecological significance of the Willamette River.

## Design Streets to be Great Places



Portland's Central City is blessed with streets that are narrow and blocks that are short, full of people who are biking and strolling, window shopping, eating at outdoor cafes, and enjoying the sights and sounds of the city center. These streets, sidewalks, intersections and building frontages are a big part of the public realm. And the design and use of these spaces has been the secret to creating the Central City's best public places.

To optimize the use of the entire network of public spaces, CC2035 rethinks the role of Central City streets. Most of these streets

handle relatively high volumes of multimodal traffic, but they have different characters: some are great retail streets; some are better for office or residential uses; others offer views of signature landmarks or regional features; and still others may be able to take on a quieter and more flexible role for a variety of activities. By considering the street network in terms of these different roles, the Central City's most accessible public spaces can become a more varied, rich and inclusive set of great places for more people.

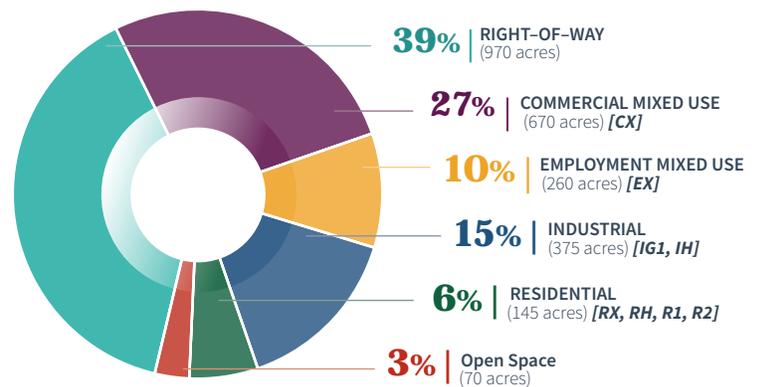
# Develop the Next Generation of Public Space: *The Green Loop*



With new street organization and larger efforts to repurpose public rights-of-way for better community use, CC2035 calls for the development of the “Green Loop.” A roughly six-mile linear park with bicycle and pedestrian facilities under a green tree canopy, the Loop will invite residents, workers and visitors to experience the Central City in an entirely new way.

A key element of the city’s active transportation network and Citywide Greenway System, the Green Loop will offer thousands of people an easy and safe way to walk, jog or bike the Central City. This urban promenade will promote healthier lifestyles and connect people to amenities and each other. It will link neighborhoods, retail and employment centers, civic and cultural institutions, parks and attractions to each other and

the rest of Portland. Finally, it will attract people of all ages and abilities from throughout the region to enjoy safe, green and active recreation.



## Increase the Resilience of the Central City



A resilient city is one that can better respond to forces outside its control. It is a city that has the business, workforce and social strength to recover from economic downturns. It has the infrastructure and resources to recover from a natural disaster. And it has the foresight and commitment to prepare for the impacts of climate change. By focusing on resilience, we can ensure the Central City remains a great place for current and future generations.

The plan strives for greater economic resilience by encouraging diversity in the mix of businesses and workforce opportunities in the Central City. It strives for greater social resilience by preserving and increasing affordable housing in the Central City, allowing particularly vulnerable households access to the infrastructure, services and opportunities there. The plan also promotes environmental and natural hazard resilience through land use policies, seismic incentives, strategic investments in infrastructure and green systems, a more diverse transportation network and lower carbon emissions from new development.

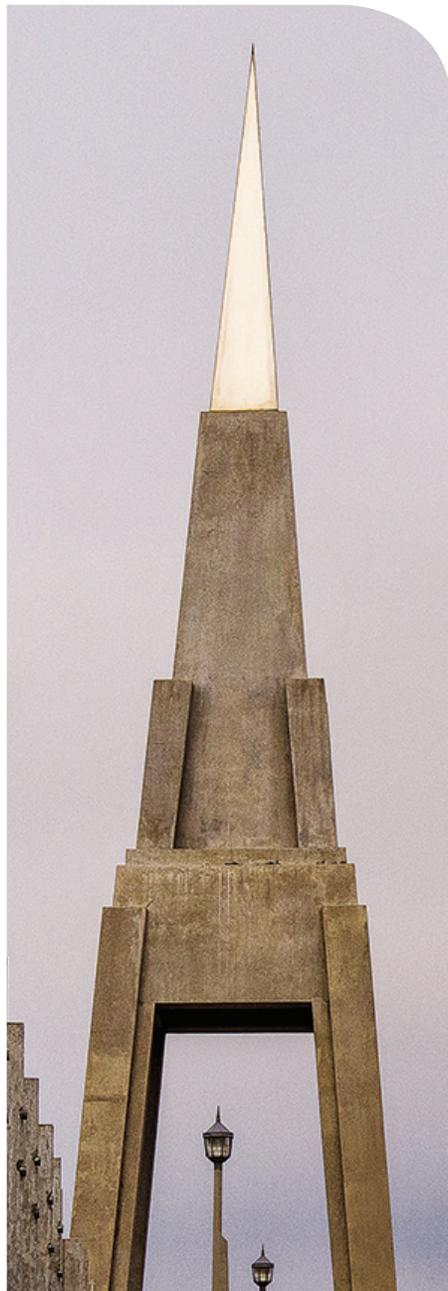


# CENTRALCITY 2035

G&P

GOALS AND POLICIES





# HOW AND WHEN IS THE PLAN USED?

As part of Portland’s Comprehensive Plan, the Central City 2035 Plan is used to make land use decisions in the Central City. This includes decisions about how land is used or developed, as well as public facility investments related to those uses or developments.

The Plan and tools are not static and are expected to change over time. City Council will consider decisions to adopt, amend or repeal parts of the Plan or implementation tools in response to changing conditions, needs and trends.

## HOW ARE THE POLICIES IN THIS DOCUMENT USED IN DECISION-MAKING?

The Central City 2035 Plan is part of Portland’s Comprehensive Plan and, therefore, all legislative changes and some quasi-judicial decisions must document how the proposed decision complies with the Comprehensive Plan’s policies.

The Comprehensive Plan contains a broad range of policies, each describing a desirable outcome. However, it is unlikely that all policies will be relevant to a particular decision.

Council must weigh and balance applicable policies. In cases where there are competing directions embodied by different policies, City Council may choose the direction it believes best embodies the Plan as a whole. The Central City 2035 Vision, as well as the Comprehensive Plan Vision and Guiding Principles help to provide additional guidance when policies are balanced.

More information on how this plan is used in decision-making and other uses of the plan, can be found in the “How to Use the Plan” section of the Comprehensive Plan.

### CC2035 GOALS & POLICIES WILL BE USED WHEN:

- Amending the Comprehensive Plan Map
- Amending the Zoning Map or Code
- Meeting certain approval criteria in the Code
- Adding projects to the Transportation System Plan project list (PBOT)
- Developing urban renewal and area plans

# HOW TO READ THE CC2035 GOALS AND POLICIES

**CC2035 PLAN GOALS AND POLICIES  
ARE ORGANIZED INTO SIX SECTIONS:**

- 1 | Regional Center
- 2 | Housing and Neighborhoods
- 3 | Transportation
- 4 | Willamette River
- 5 | Urban Design
- 6 | Health and Environment

Each section begins with a set of goals and policies that applies to the entire Central City Plan District. These are followed by a set of district policies that apply only in those respective areas.

For additional information about each district, see the Central City Districts section starting on page 85 of this document.

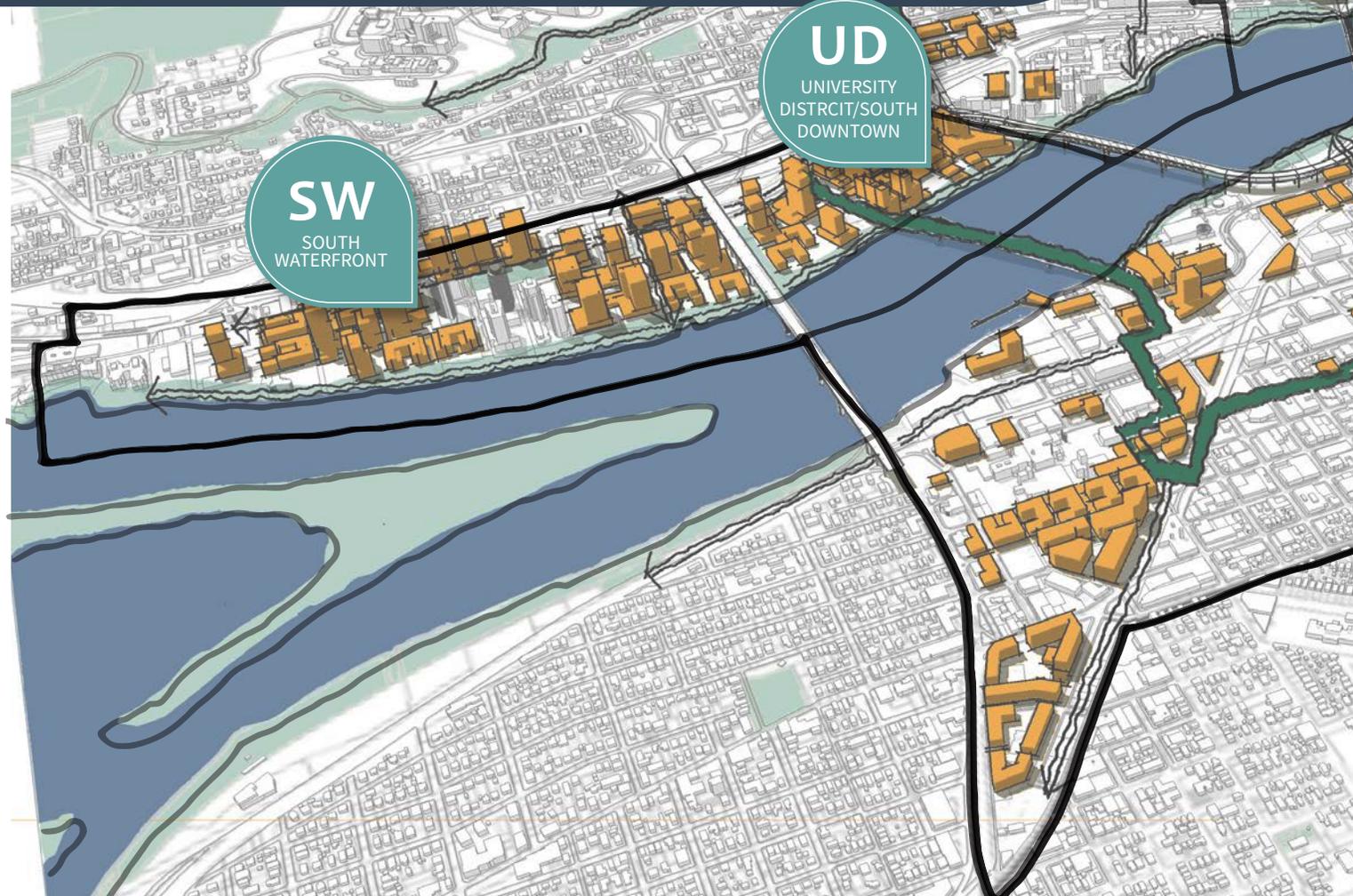
**WE**  
WEST END

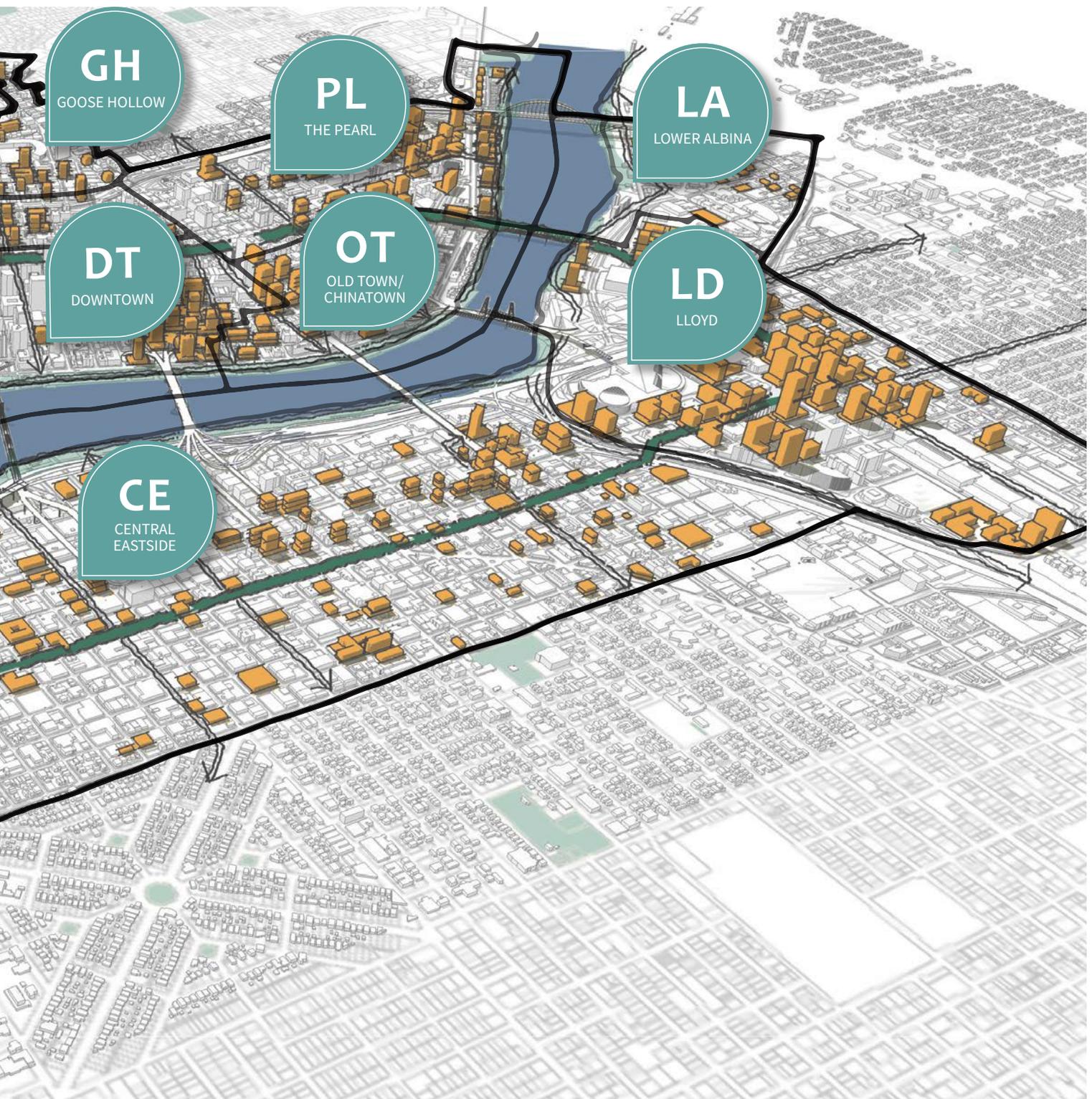
**UD**

UNIVERSITY  
DISTRICT/SOUTH  
DOWNTOWN

**SW**

SOUTH  
WATERFRONT



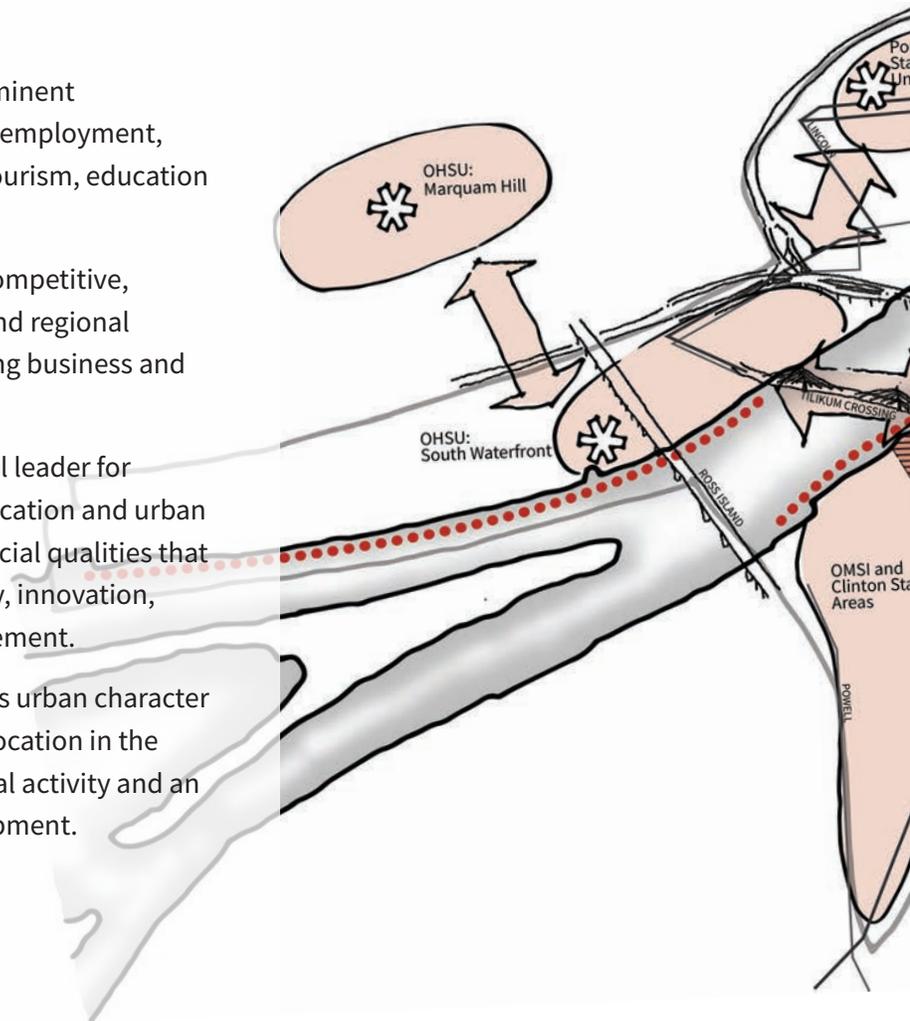


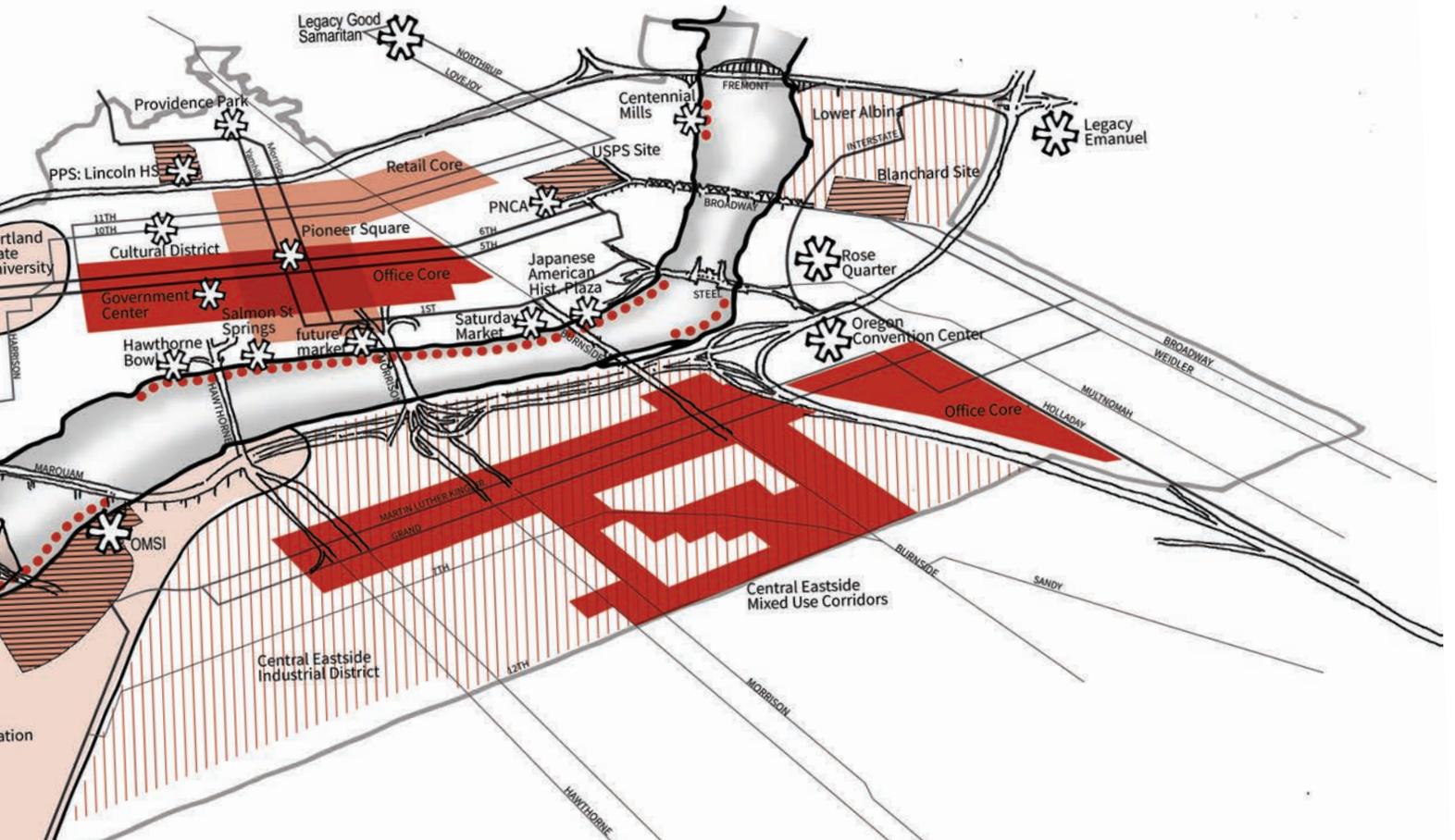
# 1. REGIONAL CENTER

Portland’s Central City serves as the region’s economic, cultural and civic center. To maintain and enhance this role, the following policies support economic growth, particularly in traded sector industries; protect industrial and employment districts; capitalize on opportunities for partnering with higher education institutions; and address affordability barriers so that entrepreneurs and small businesses can thrive.

## CENTRAL CITY GOALS

- GOAL 1.A:** Portland’s Central City is the preeminent regional center for commerce and employment, arts and culture, entertainment, tourism, education and government.
- GOAL 1.B:** The Central City is economically competitive, especially relative to West Coast and regional markets, with robust and expanding business and development activity.
- GOAL 1.C:** Portland’s Central City is a national leader for innovation in business, higher education and urban development with physical and social qualities that foster and attract diverse creativity, innovation, entrepreneurship and civic engagement.
- GOAL 1.D:** The experience of the Central City’s urban character and livability make it the leading location in the region for business and commercial activity and an attractive location for new development.





## REGIONAL CENTER LEGEND

	High density employment core
	Retail core
	Industrial/Employment sanctuary
	Cultural and Tourist Attractions or Institutions
	Innovation Quadrant
	Large site opportunity area
	Riverfront use opportunity area

# CENTRAL CITY POLICIES: REGIONAL CENTER

## CIVIC AND CULTURAL CENTER

Portland's City Center contains a broad array of institutions, venues, cultural assets, historic resources and the Willamette River, making it the heart of the region's civic and cultural life. Policies in this section support the role of the Central City as the civic and cultural center of the region, serving all Portlanders.

- POLICY 1.1**     **Regional image.** Strengthen the roles of the Central City and Willamette River in enhancing a positive image for the city, region and state.
- POLICY 1.2**     **Center of higher education.** Support the ability of major universities and other higher education institutions to strengthen the Central City as a center of learning, business and innovation.
- POLICY 1.3**     **Center of urban innovation.** Strengthen the role and stature of the Central City as a laboratory and showcase for innovative urban development and as a regional leader in the development of businesses related to clean technology, green practices and design, and resource conservation.
- POLICY 1.4**     **Tourism, retail and entertainment.** Expand upon activities in the Central City that support tourism and complement economic success, vibrancy, and livability, with a special focus on retail, cultural events and institutions, public spaces, arts and entertainment, urban design, and transportation.
- See district policies section for related policies in: DT, WE, GH, PL, OT, LD, CE, SW, UD
- POLICY 1.5**     **Destination Willamette River.** Enhance the riverfront as a destination by encouraging shops; restaurants; art; cultural, historic, ecological and maritime attractions; and recreation. Support opportunities and amenities for river tours, river transit and regional cruises to and from the riverfront.

## ECONOMIC VITALITY

The Central City is home to professional service industries that support the entire region a growing number of colleges and universities and a manufacturing base that hosts a number of emerging business sectors. Policies in this section support the continued economic vitality of the Central City, Portland and the region.

- POLICY 1.6**     **Traded sector growth.** Enhance business development efforts and assistance for targeted industry clusters and high growth sector companies.
- POLICY 1.7**     **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 that facilitate economic growth in the Central City.

- POLICY 1.8 Innovation Quadrant.** Capitalize upon the physical connections created by the Tilikum Crossing to connect Central Eastside industries with westside institutional assets such as Oregon Health Science University (OHSU) and Portland State University (PSU). Facilitate the growth of traditional and emerging industries in service to the Innovation Quadrant and encourage venues such as the Oregon Museum of Science and Industry (OMSI) to showcase the diversity of research, economic development, and educational activities occurring within the quadrant.
- Encourage a range of businesses from start-up firms to corporate headquarters, with particular focus on knowledge-based industries such as technology and research and development, to locate in the area (see Regional Center map on page 34).
- POLICY 1.9 Equity and the economy.** Support greater access to and expansion of economic opportunities in the Central City for all groups facing longstanding disparities, including education, housing and employment barriers, so that they can share in employment and economic prosperity.
- POLICY 1.10 Next generation industrial/employment sanctuaries.** Foster the long-term success of Central City industrial districts and the continuation of these areas as prime locations for investment and new industrial businesses, while supporting their evolution into places with a broader mix of businesses, living-wage jobs, and higher employment densities.
- See district policies section for related policies in: LA, CE
- POLICY 1.11 Commercial affordability.** Support efforts to make the Central City a competitive location for development and business location and operation.
- POLICY 1.12 Day laborer organization and education.** Continue efforts and initiatives within the Central City that organize and centralize day laborer services that can provide for worker rights education, outreach, and protect the rights of laborers.
- POLICY 1.13 Surface parking.** Support strategies and tools to encourage the redevelopment of surface parking lots. Discourage the development of new surface parking and ensure buildings will not be demolished to provide surface parking.
- See district policies section for related policies in: WE, GH, OT

## DISTRICT POLICIES: REGIONAL CENTER

This section contains Regional Center policies specific to a particular Central City district.

### Downtown

- POLICY 1.DT-1 Office core.** Maintain the Downtown office core as the region's preeminent office employment district. Encourage new office development, with the largest buildings near the Transit Mall.

**POLICY 1.DT-2 Retail core.** Encourage the growth and success of the retail core with new retail and supportive development. Expand the retail core north, west and east to Waterfront Park.

**POLICY 1.DT-3 Government center.** Encourage the concentration of government services in the vicinity of Chapman and Lowndale Squares.

**POLICY 1. DT-4 Tourism, retail and entertainment.**

**a. Tourist information.** Maintain Pioneer Square as an important “first stop” for tourist information with Governor Tom McCall Waterfront Park becoming a complementary “second stop.”

**b. Events.** Encourage a wide range of entertainment opportunities and event venues including small-scale, more frequent events as well as large-scale episodic events.

**c. Cultural district.** Enhance the concentration of arts and cultural institutions and activities on and near the South Park Blocks between SW Salmon and SW Jefferson Streets. Expand the range of unique cultural and historic attractions along the Willamette River.



#### **CULTURAL DISTRICT BLOCKS**

*Conceptual drawing of a vibrant Cultural District on the north end of the South Park Blocks that includes regional cultural attractions like the Portland Art Museum, the Arlene Schnitzer Hall, the Portland's Centers for Performing Arts and the Oregon Historical Society. The concept also incorporates stronger connections to nearby signature open spaces like Director's Park and Pioneer Square. (Otak 2013)*

## West End

### POLICY 1.WE-1 **North of Taylor.**

- a. **Mixed use emphasis.** Encourage a broad mix of land uses in the West End, particularly north of SW Taylor Street, including office and retail opportunities in addition to residential.
- b. **Retail core expansion.** Expand the Downtown Retail Core west to I-405 and north into the Pearl and encourage a broad mix of activity and retail opportunities at the street level.

POLICY 1.WE-2 **Tourism, retail and entertainment.** Support the West End's unique concentration of arts and cultural institutions.

POLICY 1.WE-3 **Surface parking.** Encourage new development on surface parking lots and vacant lots.

## Goose Hollow

POLICY 1.GH-1 **Mixed use emphasis.** Encourage vibrant, mixed-use development, especially residential, office and active floor uses in the area bounded by SW 18th, West Burnside, I-405 and SW Salmon to serve the needs of, and provide employment opportunities for, a substantial and growing residential population.

### POLICY 1.GH-2 **Tourism, retail and entertainment**

- a. **Stadium supportive development.** Capitalize on activity generated by Providence Park, encouraging complementary redevelopment in the area near the stadium, emphasizing local businesses of moderate scale and supporting year-round functions, such as theaters, restaurants, hotels, pubs, cafes and galleries.
- b. **Event frequency.** Expand the frequency and range of event types at Providence Park. Capitalize on this expanded activity to support complementary development of sustainable local business activities.

POLICY 1.GH-3 **Surface parking.** Encourage new development on surface parking lots and vacant lots on West Burnside and SW 18th Avenue.

## The Pearl

POLICY 1.PL-1 **Mixed use office center.** Support the continued development of a vibrant, mixed-use area with new commercial, retail, office and creative office opportunities.

POLICY 1.PL-2 **Large site employment opportunity.** Encourage redevelopment of large sites to include regional employment opportunities such as major office or campus uses.

**POLICY 1.PL-3 Tourism, retail and entertainment.** Enhance the success of this urban mixed use district, drawing new visitors and supporting attractions, including unique retail, dining, riverfront and entertainment opportunities.

## **Old Town/Chinatown**

**POLICY 1.OT-1 Institutions, creative economy and target sector industries.** Support the success of higher education institutions, capitalizing on them as lasting anchors for creative industries and businesses.

**Support entrepreneurial** incubation and encourage business start-ups and the City’s economic development cluster industries to locate in the district.

**POLICY 1.OT-2 Tourism, retail and entertainment.** Support unique attractions in the district, including: cultural institutions; Governor Tom McCall Waterfront Park; retail, dining, and performance venues; and nightlife attractions. Expand the festival and event programming of public spaces in the district; manage activities in a way that controls negative impacts.

**POLICY 1.OT-3 Cultural assets.** Support the protection and enhancement of the rich cultural and multi-ethnic history and diversity of Old Town/Chinatown, including its unique physical characteristics, cultural and arts institutions, community organizations, and mix of businesses.

**POLICY 1.OT-4 Strategic redevelopment.** Encourage the reuse, rehabilitation and seismic upgrade of underutilized buildings to increase useable space and economic activity in the district. Support location of retail uses in the ground floors of buildings, including retail businesses that complement and enhance the cultural and historical significance of the area.

**POLICY 1.OT-5 Surface parking.** Encourage new mixed-use infill development on vacant lots and surface parking lots while supporting existing businesses.

## **Lower Albina**

**POLICY 1.LA-1 Next generation industrial/employment sanctuaries.** Diversify the range of employment activities allowed in the area east of the Union Pacific railroad and near the MAX station.

**POLICY 1.LA-2 Incubator.** Support existing businesses and foster the district as an industrial and employment incubator.

**POLICY 1.LA-3 Russell Street vitality.** Support the urban vibrancy of Russell Street and its unique blend of working daytime industrial activity with compatible nighttime restaurant and entertainment activity.

## Lloyd

### POLICY 1.LD-1 **Employment core.**

**a. Office core.** Foster the Lloyd as an employment center for headquarters office, institutions, professional services and the government sector.

**b. Retail.** Support existing and new retail development including regionally focused uses in and around the Lloyd Center Mall and neighborhood-serving uses along the NE Broadway corridor.

### POLICY 1.LD-2 **Sustainability innovation center.** Promote Lloyd as a center for innovation and application of sustainable business and development practices, foster job creation in sustainable industries and encourage the incorporation of green technology and practices into businesses and development.

### POLICY 1.LD-3 **Tourism, retail and entertainment.** Support the continued success of the Rose Quarter and the Oregon Convention Center and encourage new development and businesses that complement and balance the episodic nature of event activity. Expand civic attractions to enhance tourism, regional attractions and the district's growing residential character.

### POLICY 1.LD-4 **Union Pacific alignment.** Support relocation of the Union Pacific rail tracks to improve freight and passenger rail operations; create new public open space and riverbank enhancement opportunities; improve access to and along the Willamette River; and enhance the development potential of the "Thunderbird" site.

## Central Eastside

### POLICY 1. CE-1 **Next generation industrial/employment sanctuaries.**

**a. Industrial center.** Protect the Central Eastside as a centralized hub of industrial businesses and services that support the regional economy by serving other industrial districts and businesses located throughout the Portland metropolitan area.

**b. Industrial diversification.** Support growth of new industrial sectors, protect existing sectors, and protect the Central Eastside as a place where startups and incubators can transition to mature and established businesses and sectors.



#### **EMPLOYMENT TRANSIT ORIENTED DESIGN**

*Conceptual rendering showing a flexible building in the Central Eastside with a mix of manufacturing, warehousing, distribution and industrial office uses. To reduce conflicts, some streets are pedestrian oriented while others are designed for loading activities. (VIA 2014)*

- POLICY 1.CE-2 Employment supportive mixed-use corridors.** Enhance the vibrancy of major mixed-use corridors to optimize their potential to attract investment and the development of new retail, commercial office, and residential uses that complement and serve employees and businesses in the Central Eastside.
- POLICY 1.CE-3 Southern triangle.** Encourage redevelopment of large sites to include employment opportunities such as industrial office and headquarters office opportunities, and invest in new infrastructure to address transportation constraints.
- a. **Clinton Station Area.** Facilitate the development of employment and residential, as well as neighborhood serving retail and community services that serve the Central Eastside and inner Southeast Portland neighborhoods.
  - b. **OMSI Station Area.** Create a major and active riverfront station area that includes land and water based transportation, as well as educational and recreational opportunities. Promote visitor-serving attractions, amenities, and retail, as well as a mix of high-density commercial office, institutional and industrial employment uses.
- POLICY 1.CE-4 Workforce development institutions.** Support institutions such as Benson High School, Portland Community College’s CLIMB Center, OMSI, and others in their unique roles associated with workforce development through programs and partnerships that prepare Portlanders at different education and skill levels for employment in Central Eastside industries.
- POLICY 1.CE-5 Tourism, retail and entertainment.** Support river and riverfront uses and activities along the Eastbank Esplanade and near OMSI including active and passive recreation, ecological and maritime tourism, retail kiosks, restaurants and river transportation.

## **South Waterfront**

- POLICY 1.SW-1 Research and education institutions.** Support the development and expansion of institutions, such as Oregon Health and Science University, Portland State University and Oregon State University, as well as complementary knowledge, health and science-based industries.
- POLICY 1.SW-2 Tourism, retail and entertainment.** Support river and riverfront uses and activities along and near the greenway including active and passive recreation; historic, ecological, maritime and cultural displays; and river transit. Encourage shops and restaurants to locate adjacent to the greenway at key locations.

## University District/South Downtown

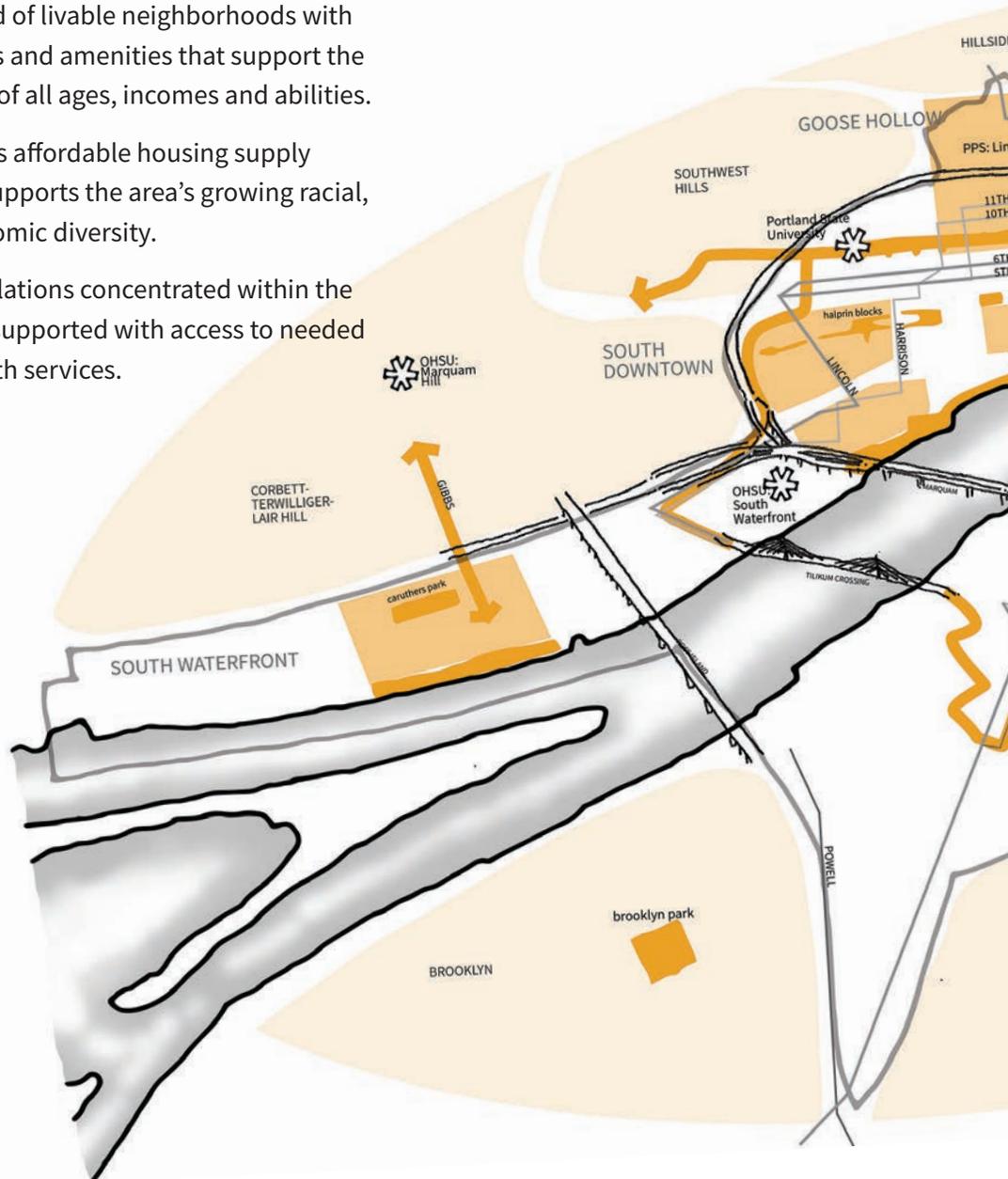
- POLICY 1.UD-1 Portland State University.** Support the continued success and growth of Portland State University. Specifically, encourage new university development and partnerships with public and private development in the district to promote a vibrant and diverse neighborhood.
- POLICY 1.UD-2 Tourism, retail and entertainment.** Increase the number of visitors to the district by encouraging new and enhancing existing riverfront shops, restaurants and recreational opportunities at RiverPlace.
- POLICY 1.UD-3 Strategic redevelopment.** Encourage public and private redevelopment in the district, while supporting the existing residential redevelopment, particularly in the areas around Naito Parkway/ Harbor Drive, SW 4th Avenue, the Lincoln MAX Station and along the SW 5th and SW 6th Avenue Transit Mall. Where possible, encourage new development that includes public-private partnerships and activities and helps meet Portland State University space needs.

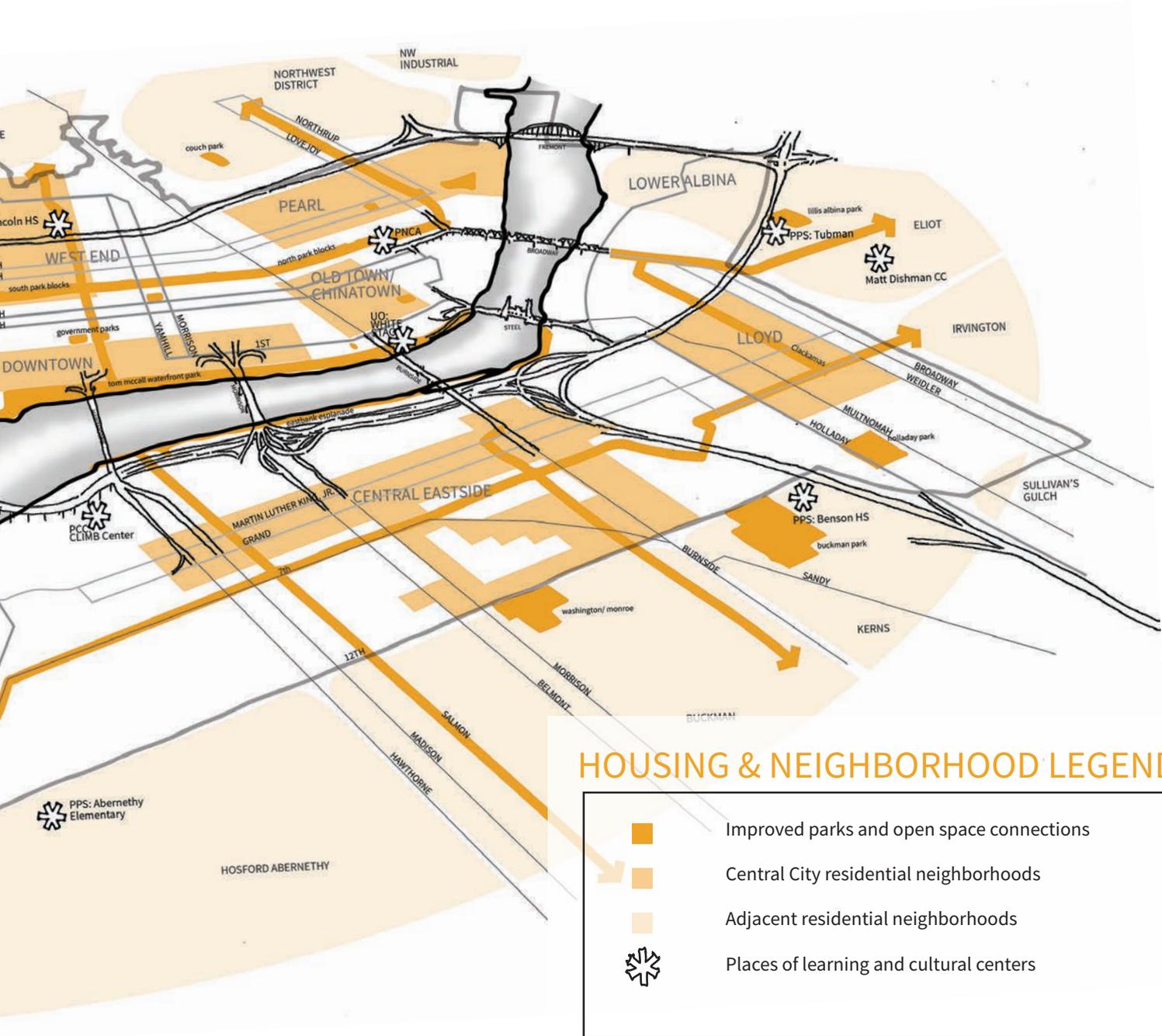
## 2. HOUSING AND NEIGHBORHOODS

When the last Central City Plan was developed nearly 30 years ago, there were relatively few people living in Portland’s Central City. Today, it has become the fastest growing area in the city. The following policies encourage a broad range of housing types that are accessible for households at all income levels, near Central City jobs and situated within complete neighborhoods that include a variety of amenities, including public spaces.

### CENTRAL CITY GOALS

- GOAL 2.A:** The Central City is a successful dense mixed-use center composed of livable neighborhoods with housing, services and amenities that support the needs of people of all ages, incomes and abilities.
- GOAL 2.B:** The Central City’s affordable housing supply maintains and supports the area’s growing racial, ethnic and economic diversity.
- GOAL 2.C:** Vulnerable populations concentrated within the Central City are supported with access to needed human and health services.





# CENTRAL CITY POLICIES: HOUSING AND NEIGHBORHOODS

## Neighborhood livability

A livable Central City is a dense, compact, connected network of unique neighborhoods that are inclusive, vibrant, accessible, healthy and safe. These policies support Central City livability.

**POLICY 2.1 Complete neighborhoods.** Ensure Central City neighborhoods have access to essential public services, including public schools, parks, open space and recreation opportunities, community centers, urban canopy and amenities such as neighborhood-serving retail and commercial services that support sustainable and diverse community structure.

See district policies section for related policies in: DT, WE, GH, PL, OT, LD, CE, SW, UD

**POLICY 2.2 Promote healthy active living.** Design Central City neighborhoods to support physically and socially active healthy lifestyles for all people through the inclusion of plazas, parks, open spaces, and recreation opportunities, a safe and inviting public realm, access to healthy food and active transportation and the density of development needed to support these economically.

**POLICY 2.3 Social services.** Support development of social services facilities that are responsive to the needs of vulnerable members of the Portland community.

See district policies section for related policies in: WE, PL, OT

**POLICY 2.4 Safe and secure Central City.** Maintain adequate public safety and security services and reduce sources of conflict and nuisance crime through design, regulation and management.

**POLICY 2.5 Mixed-use compatibility.** Promote design solutions and construction techniques to ensure that new development is compatible with existing uses, taking into account noise and other pre-existing conditions.

**POLICY 2.6 Conflict reduction strategies.** Expand ongoing strategies and programs that reduce potential conflicts between special needs populations and other Central City residents, employees, visitors and businesses.

## Housing affordability

Many households in the city have to spend significantly more than the recommended 30 percent of their income on housing. More and more households are falling into this category because of steep increases in home prices and a tight rental market. Policies in this section support housing affordability in the Central City.

- POLICY 2.7**     **Minimize displacement.** Maintain the economic and cultural diversity of established communities in and around the Central City. Utilize investments, incentives and other policy tools to minimize or mitigate involuntary displacement resulting from new development in the Central City and close-in neighborhoods.
- POLICY 2.8**     **Housing diversity.** Create attractive, dense, high-quality affordable housing throughout the Central City that accommodates a broad range of needs, preferences, and financial capability in terms of different types, tenures, sizes, costs and locations. Support new housing opportunities for students, families and older adults.
- See district policies section for related policies in: DT, WE, GH, PL, OT, LD, SW, UD
- POLICY 2.9**     **Housing affordability.** Encourage the preservation and production of affordable housing to take advantage of the Central City’s unique concentration of active transportation access, jobs, open spaces, and supportive services and amenities.
- POLICY 2.10**    **Housing affordability targets.**
- a. **Low income.** Continue to develop new affordable housing so that approximately 30 percent of the Central City’s total housing is affordable to households in the 0-80 percent MFI bracket.
  - b. **No Net Loss.** In accordance with the City’s 2001 No Net Loss policy, retain at least the number, type and affordability levels of Central City housing units for households in the 0-60 percent MFI bracket, through preservation or replacement, as existed in 2001.
- POLICY 2.11**    **Public investment in affordable housing.** For public affordable housing resources, prioritize funding for housing programs and investment to meet the unmet needs of extremely low and very low-income households (0-50 percent MFI).
- POLICY 2.12**    **Transitional housing and services.** Provide housing and services that directly assist at-risk populations and allow people to transition to more stable living conditions.

## DISTRICT POLICIES: HOUSING AND NEIGHBORHOODS

This section contains Housing and Neighborhood policies specific to a particular Central City district.

### Downtown

- POLICY 2.DT-1**   **Complete neighborhoods.** Encourage the development of community space to serve the district, and a dog park.

**POLICY 2.DT-2 Encourage evening and weekend activity.** Encourage the development of uses that are active in the evenings and on weekends such as restaurants, galleries, retail stores and performance spaces. In particular, encourage evening activities within Governor Tom McCall Waterfront Park and along Naito Parkway.

**POLICY 2.DT-3 Housing diversity.** Encourage new housing development along SW Naito Parkway and near the South Park Blocks.



### **WATERFRONT NEIGHBORHOOD**

*Conceptual sketch depicting how a currently under-developed neighborhood by the waterfront could redevelop over time and become more dense, vibrant and connected to the Willamette River and Governor Tom McCall Waterfront Park. (Otak 2013)*

## **West End**

**POLICY 2.WE-1 Complete neighborhoods.** Encourage the development of child-friendly play areas, schools, a neighborhood park, dog park and contemplative spaces.

**POLICY 2.WE-2 West End Jefferson main street.** Encourage redevelopment and rehabilitation along SW Jefferson to create a vibrant neighborhood main street environment with pedestrian and bicycle-friendly street design, green infrastructure improvements and contiguous neighborhood retail linking the West End to Goose Hollow and Downtown.

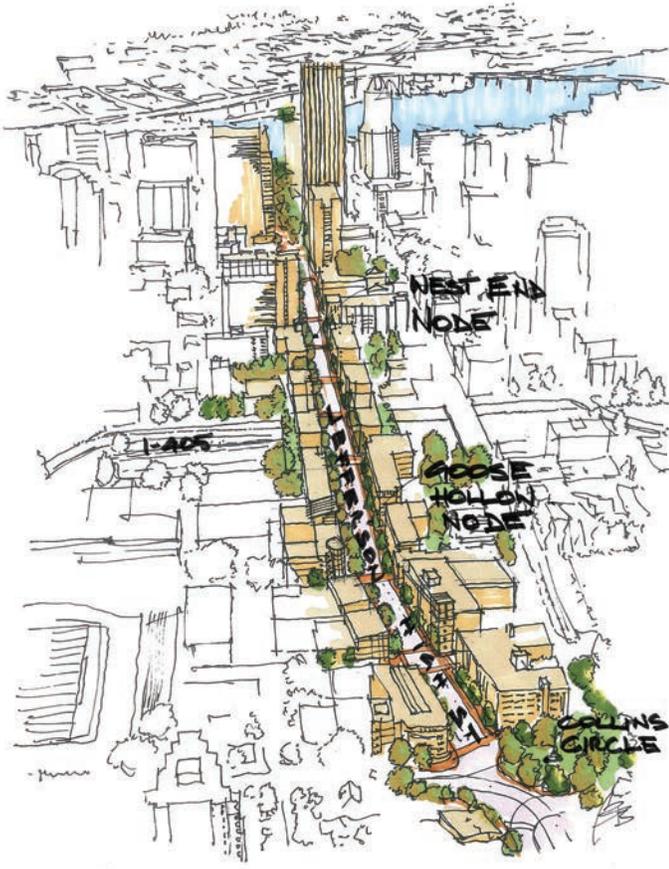
**POLICY 2.WE-3 Social services.** Support existing social service and shelter functions in the district. Discourage the location of additional social services in close proximity to existing services.

**POLICY 2.WE-4 Religious institutions.** Support the district's unique concentration of places of worship.

**POLICY 2.WE-5 Housing diversity.** South of Salmon Street, encourage residential development as the predominant use; to the north encourage it as a major component of new development. In particular, encourage multi-family housing supportive of families.

## Goose Hollow

- POLICY 2.GH-1 Complete neighborhoods.** Encourage the development of community space and accessible open space to serve the district.
- POLICY 2.GH-2 Goose Hollow Jefferson main street.** Encourage redevelopment and rehabilitation along SW Jefferson Street between I-405 and SW 20th to create a vibrant neighborhood main street environment with pedestrian-friendly design, green infrastructure features, and contiguous neighborhood retail.



### JEFFERSON MAIN STREET

*Conceptual drawing of a strengthened Jefferson mainstreet generated during discussions with the Goose Hollow and the West End neighborhoods. The illustration depicts a potential freeway cap over I-405 and two possible nodes along the street, one in the heart of each neighborhood. (Otak 2013)*

- POLICY 2.GH-3 West Burnside.** Encourage redevelopment, rehabilitation and streetscape improvements on West Burnside Street that support a vibrant and safe retail and commercial corridor.
- POLICY 2.GH-4 Housing diversity.** Support development that complements the distinctive residential feel of the district, especially within the predominantly residential areas south of SW Columbia Street. In particular, encourage multi-family housing supportive of families.

## The Pearl

- POLICY 2.PL-1 **Complete neighborhoods.** Enhance bicycle and pedestrian connections between existing parks, as well as future parks. Encourage the development of new public schools to serve the district.
- POLICY 2.PL-2 **Social services.** Encourage development of social services to support vulnerable members of the community and further a more equitable distribution of these services throughout the Central City.
- POLICY 2.PL-3 **Housing diversity.** Encourage new development, including housing, along Naito Parkway in order to bring more people and activities to the riverfront. Throughout the district, encourage multifamily housing supportive of families and students.

## Old Town/Chinatown

- POLICY 2.OT-1 **Complete neighborhoods.** Encourage new and enhanced services to support district residents and workers, including commercial, retail, educational, medical, recreational, cultural, transportation, entertainment, and emergency services.
- POLICY 2.OT-2 **Social services.** Support existing social service and shelter functions in the district. Limit the significant expansion of these services and do not locate additional major social services in the district.
- POLICY 2.OT-3 **Housing diversity.** Encourage market rate and middle-income housing.

## Lloyd

- POLICY 2.LD-1 **Complete neighborhoods.** Improve access to parks and open space, and encourage development of grocery stores, neighborhood businesses, daycares and schools.
- POLICY 2.LD-2 **Successful neighborhood business districts.** Expand local main street business areas within the Lloyd and in adjacent neighborhoods. Cluster a diverse mix of neighborhood scale businesses within the NE Broadway Business District and on new district retail/commercial streets as a means of concentrating activity and promoting successful retail areas.
- POLICY 2.LD-3 **Community building.** Encourage public spaces, public art and activities that celebrate the history of the district and that help build a community in the Lloyd and with surrounding neighborhoods.
- POLICY 2.LD-4 **Housing diversity.** Encourage development of new housing, especially in Central Lloyd and on the Irvington and Sullivan's Gulch edges to foster a sense of community and support efficient provision of residential amenities and services.

## Central Eastside

- POLICY 2.CE-1 **Complete neighborhoods.** Ensure access to essential public services such as parks and open spaces, schools, and community centers.
- POLICY 2.CE-2 **Compatible development and redevelopment.** Protect the existing industrial businesses and the livability of new employment and residential uses through development designed and constructed to insulate non-industrial uses from the characteristics common to industrial operations such as noise, fumes, and freight operations.

## South Waterfront

- POLICY 2.SW-1 **Complete neighborhoods.** Encourage development of a K-8 public school facility to serve the district, parks and greenway, a full-service grocery store, community space, senior center and daycare facilities.
- POLICY 2.SW-2 **Ground floor vitality.** Support street-level neighborhood vitality by encouraging active but compatible ground floor uses in predominantly residential buildings.
- POLICY 2.SW-3 **Housing diversity.** Encourage multi-family housing supportive of families and students.

## University District/South Downtown

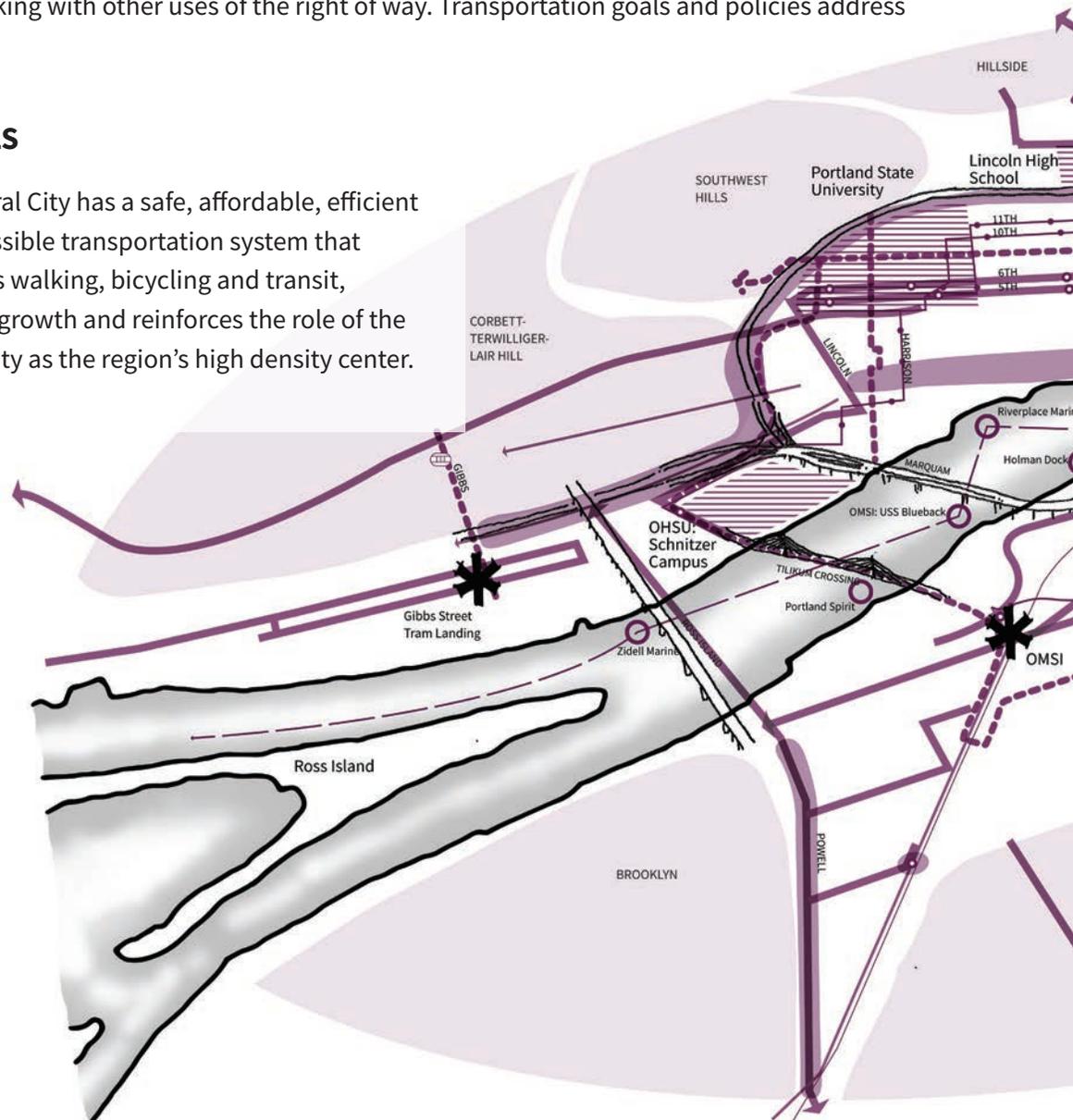
- POLICY 2.UD-1 **Complete neighborhoods.** Encourage the development of a grocery store, new and improved open spaces, playground, daycare facilities, a small hotel, and a community or senior center.
- POLICY 2.UD-2 **Community cohesiveness.** Support a cohesive, connected community. Create and enhance successful neighborhood-oriented retail/commercial areas near Portland State University, the Halprin Open Space Sequence and in RiverPlace.
- POLICY 2.UD-3 **Evening and weekend activity.** Encourage the development of uses that are active in the evenings and on weekends such as restaurants, galleries, retail stores and performance spaces. Provide a safe and secure 24-hour environment, particularly in car-free pedestrian areas including the PSU campus, South Auditorium and RiverPlace Esplanade.
- POLICY 2.UD-4 **Housing diversity.** Encourage multi-family housing supportive of families and students.

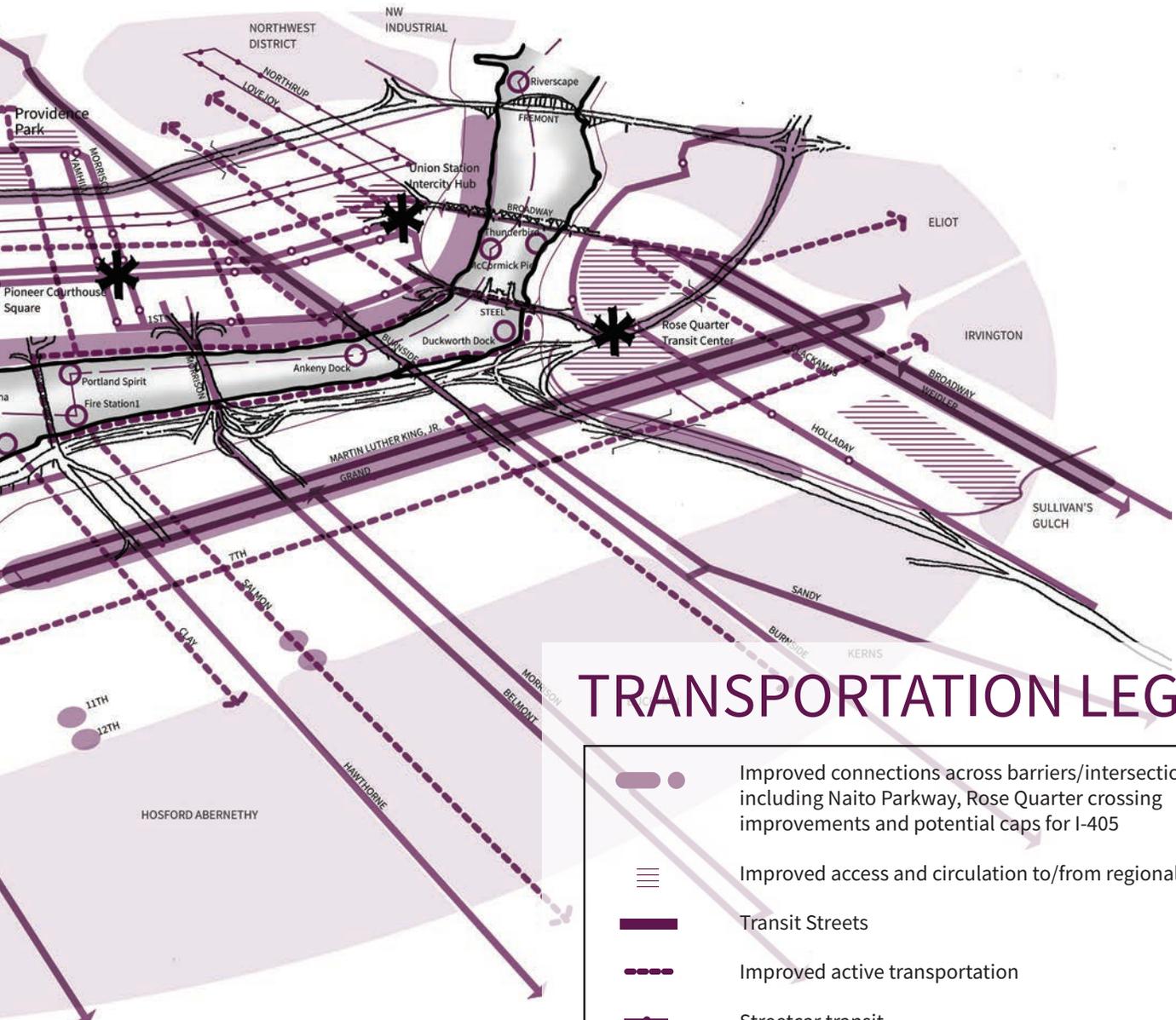
### 3. TRANSPORTATION

As the Central City grows over the next 20 years, the efficiency and safety of the transportation network must be maximized, emphasizing walking, bicycling and transit use. Improvements will be needed to keep people walking and cycling safely and comfortably to and through the Central City. Efficient transportation of freight within and through the Central City is important to support local and regional business growth. Parking will remain important to the local economy, so the management of parking should allow flexibility to optimize use of the limited supply and balance the need for parking with other uses of the right of way. Transportation goals and policies address these priorities.

#### CENTRAL CITY GOALS

**GOAL 3.A:** The Central City has a safe, affordable, efficient and accessible transportation system that prioritizes walking, bicycling and transit, supports growth and reinforces the role of the Central City as the region’s high density center.





# TRANSPORTATION LEGEND

	Improved connections across barriers/intersections, including Naito Parkway, Rose Quarter crossing improvements and potential caps for I-405
	Improved access and circulation to/from regional attraction
	Transit Streets
	Improved active transportation
	Streetcar transit
	MAX transit
	Potential river transit
	Heavy rail
	Multimodal hubs

# CENTRAL CITY POLICIES: TRANSPORTATION

## Regional hub

Policies in this section address the unique role the Central City plays as the hub in Portland’s “hub and spoke” pattern, which reinforces the sense of it being the center for commerce, entertainment and civic life. The following policies support this unique role.

- POLICY 3.1**      **Regional transportation hub.** Strengthen the Central City as the highly accessible and multimodal hub for moving people and goods, reinforcing its regional center roles, enabling successful high density employment and housing development, and thereby affirming its role in Metro’s Region 2040 Framework Plan.
- POLICY 3.2**      **Portals.** Manage entry points into the Central City to provide balanced multimodal access to efficiently accommodate the increase in person trips and goods delivery as a result of growth and development. Discourage through trips from using Central City streets.

## Street network

Policies in this section support the efficiency, safety, connectedness and experience of Portland’s street network for all users and modes.

- POLICY 3.3**      **Optimized street network.** Improve street design and function to increase efficiency and safety for all transportation modes and the ability of the existing network to meet the access needs of businesses, shoppers, residents and visitors. Establish a system and standards that emphasize walking, bicycling, transit use and freight access while continuing to provide automobile access.
- See District Policies section for related policies in: DT, WE, GH, PL, OT, LA, LD, CE, SW, UD
- POLICY 3.4**      **Transportation system management.** Manage access and circulation to reduce traffic speeds and provide for safe street crossings, while balancing the need for vehicle and freight access to and from the district. Manage the roadway system within the Central City in a way that allows greater levels of traffic congestion. In congested areas, prioritize modes other than automobiles to accommodate travel demand.
- POLICY 3.5**      **Mode split.** Strive to achieve the Central City targets set in the most current Transportation System Plan.
- POLICY 3.6**      **Street diversity.** Differentiate the character of key streets to offer a diversity of urban experiences and connections, reflect the character of unique districts and expand open space and recreation functions in the right-of-way where possible.

**POLICY 3.7 Streetscape.** Improve the street environment and pedestrian experience by providing urban greenery and community uses of the right-of-way and by integrating high-density uses.

## Active transportation, Transit and Demand Management

Policies in this section support a reduction in single occupancy vehicle (SOV) trips by encouraging active transportation, including walking, bicycling and transit, as well as the use of carsharing and carpooling.

**POLICY 3.8 Walking.** Encourage walking as the principal way to get around the Central City, with improved on-street and off-street infrastructure that enhances safety and closes access gaps to areas within, and adjacent to, the Central City.

**POLICY 3.9 Bicycling.** Prioritize bicycling by implementing world-class on-street and off-street infrastructure that is safe, comfortable and convenient for people of all ages and abilities. Augment capital improvements with robust encouragement, education and enforcement efforts.

**POLICY 3.10 Transit.** Continue to strengthen the regional role of transit in the Central City. Support increased frequency, span-of-service, reliability and safety, as well as expansion of the rail, bus and streetcar systems. Explore river transit opportunities. Facilitate safe, pleasant and efficient access and transfer opportunities for transit riders via a clear, intuitive and convenient transit network that consolidates fragmented routes and provides high standards of transit amenities.

**POLICY 3.11 Transportation demand management.** Foster the development of business and property owner supported programs, incentives and activities that encourage employees, residents, students and visitors to use walking, cycling, transit, carpool and car-share, as well as telecommuting and traveling outside the hours of peak congestion.

## Parking and loading

Policies in this section address Central City parking, particularly to support retail, employment, tourism and residential growth, as well as loading to support the delivery of goods within the Central City.

**POLICY 3.12 Auto parking.** Support Central City parking needs, particularly for retail, employment and residential growth, as well as for access to major attractions such as universities and event venues. Continue to limit the growth of the overall auto parking supply, and maximize the joint use of existing and new stalls to manage parking in a more efficient and dynamic manner, lower the costs of construction and meet mode split and climate action goals for the city. Maintain no auto parking minimum requirements in the Central City and set maximum auto parking ratios to encourage other modes and allow new long-term parking only if associated with new development or to serve buildings with little parking.

- POLICY 3.13     **Bicycle parking.** Encourage the provision of bicycle parking to serve the expected increase in bicycle trips in the Central City.
  
- POLICY 3.14     **Public Parking.** Continue to manage public parking on the street system and in public garages to support Central City parking needs, prioritizing short trips and turnover to serve retail and visitor needs. Develop a performance-based parking program that manages Central City public parking to meet performance targets via dynamic pricing and other parking management tools and by providing clear and transparent parking information. Balance the need for on street parking with other uses of the curb zone. In managing the supply of on-street parking, the first priority is for short-term parking, followed by carpool and finally long-term parking.
  
- POLICY 3.15     **Loading.** Support the delivery of goods in the Central City. Pursue strategies that bring new ways of delivering goods to the Central City in a way that optimizes loading and freight access and makes efficient use of limited urban space.

## **SUBDISTRICT POLICIES: TRANSPORTATION**

This section contains Transportation policies specific to a particular Central City district.

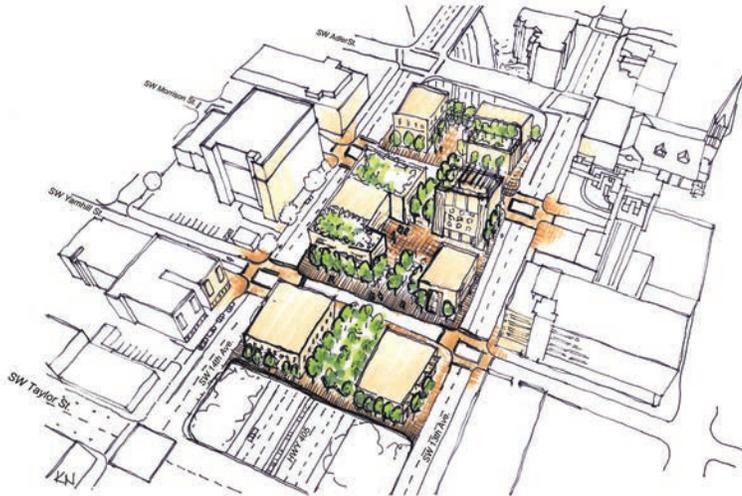
### **Downtown**

- POLICY 3.DT-1   **Optimized street network.** Improve connections across West Burnside Street and across SW Naito Parkway to Governor Tom McCall Waterfront Park, the Greenway Trail and Willamette River.
  
- POLICY 3. DT-2   **Downtown parking.** Recognize that parking is an important asset for Downtown to support regional activity and growth, while encouraging other modes and controlling traffic, design, and environmental impacts.

### **West End**

- POLICY 3.WE-1   **Optimized street network.** Improve pedestrian and bike facilities across I-405 to Goose Hollow and across West Burnside to the Pearl.

**POLICY 3.WE-2 SW 12th Avenue opportunity.** Support the reconfiguration of SW 12th Avenue right of way to encourage pedestrian and bicycle access.



**MORRISON/YAMHILL I-405 CAP**

*Conceptual drawing of a possible I-405 cap connecting the Goose Hollow and the West End neighborhoods together, creating new multimodal connections, developable land and open space. The Morrison and Yamhill streets already function together as active transit streets, and building this cap could provide a desirable location for a new MAX stop to help activate this area. (Otak 2013)*

## Goose Hollow

**POLICY 3.GH-1 Optimized street network.** Improve connections across I-405 to the West End and across West Burnside to Northwest Portland. Encourage additional connections through large sites and blocks.

**POLICY 3.GH-2 Goose Hollow regional attractions.** Provide multimodal access and circulation to and from Goose Hollow's major attractions (including Providence Park, Lincoln High School and Multnomah Athletic Club) to support their viability and increase entertainment activity, shopping and tourism while also maintaining local access.

Manage available parking to efficiently accommodate the unique parking needs of major event facilities while continuing to promote transit and active transportation.

## The Pearl

**POLICY 3.PL-1 Optimized street network.** Improve pedestrian and bicycle connections across I-405, West Burnside and to major parks. Encourage new pedestrian and bicycle connections to the Willamette River and through large sites and blocks, including the US Post Office site.

**POLICY 3.PL-2 Transit service.** Enhance transit service to meet the demands of residents, students, employees and visitors as the district continues to grow. Improve access to transit particularly in the north end of the district and along the riverfront.

## Old Town/Chinatown

- POLICY 3.OT-1 **Optimized street network.** Improve connections to adjacent areas including Downtown and the Pearl; and along the Willamette River, bridgeheads and Waterfront Park.
- POLICY 3.OT-2 **Union Station multi-modal hub.** Enhance the viability of Union Station as Portland’s inter-city rail and multi-modal passenger transportation hub. Improve access to the station for people walking, bicycling and taking transit.
- POLICY 3.OT-3 **Historic district parking.** Strive to meet existing and future parking needs in a way that supports historic properties, while limiting the growth of parking as redevelopment occurs.

## Lower Albina

- POLICY 3.LA-1 **Optimized street network.** Improve connections to adjacent areas, including the Rose Quarter, the Vancouver/Williams Corridor and Mississippi Avenue. Improve pedestrian connections to Interstate MAX and bus service to enhance access to employment opportunities in the area.
- POLICY 3.LA-2 **Freight system.** Emphasize freight movement and improve access from industrial areas to the regional freeway system while maintaining and improving the safety, efficiency and convenience of the transportation system for all modes.
- POLICY 3.LA-3 **Rail and marine.** Preserve rail and inter-modal access to the Albina Rail Yards, marine freight facilities and local industries.

## Lloyd

- POLICY 3.LD-1 **Optimized street network.** Increase the number of connections across barriers within and to the district, including major arterials, large blocks, freeways, rail lines, and natural features, and with adjacent neighborhoods.
- POLICY 3.LD-2 **Rose Quarter and regional attractions.** Provide access and circulation to and from the Lloyd that attracts and supports regional development, shopping and tourism. Promote the use of walking, bicycling and transit to access the area, including light rail, streetcar, bus, and a potential water taxi service.

## Central Eastside

- POLICY 3.CE-1 **Optimized street network.** Improve connectivity to and throughout the district for all modes by creating safe, accessible and convenient routes with improved signalization and clear signage to link landward portions of the district with major attractors and the riverfront.

- POLICY 3.CE-2 Freight system.** Enhance freight movement in and through the district and maintain and improve access to and from the district and regional freeway system.
- POLICY 3.CE-3 Green Streets.** Strategically support the enhancement of east-west city walkways and bikeways to serve the multiple objectives of travel, stormwater management, open space and recreation, and placemaking. Routes should also strengthen connections to the river and riverfront. Green Streets should be chosen to avoid significantly impacting freight movement as identified by Transportation System Plan freight designations.
- POLICY 3.CE-4 Reduce trail conflicts.** Reduce bicycle and pedestrian conflicts on the Eastbank Esplanade and the Greenway Trail through design modifications like separating bicycle and pedestrian facilities, education, signage and other means.

### South Waterfront

- POLICY 3.SW-1 Optimized street network.** Improve connections to adjacent areas, including South Portland, the Willamette River and South Downtown/University; and encourage an urban grid system that provides for internal circulation and connects to adjacent neighborhoods, as well as to the Greenway Trail.
- POLICY 3.SW-2 Collaborative Life Sciences Building and Schnitzer Campus.** Enhance multimodal access to the Collaborative Life Sciences Building and Schnitzer Campus from South Downtown/University, South Portland and the riverfront. Enhance circulation around campus for cyclists and pedestrians to create a highly walkable campus.
- POLICY 3.SW-3 Institution and visitor parking.** Enhance patient and visitor parking to serve healthcare facilities. Develop creative ways to provide, share and manage parking to support many types of trips and a diverse mix of land uses, including the unique needs of large educational/research institutions.

### University District/South Downtown

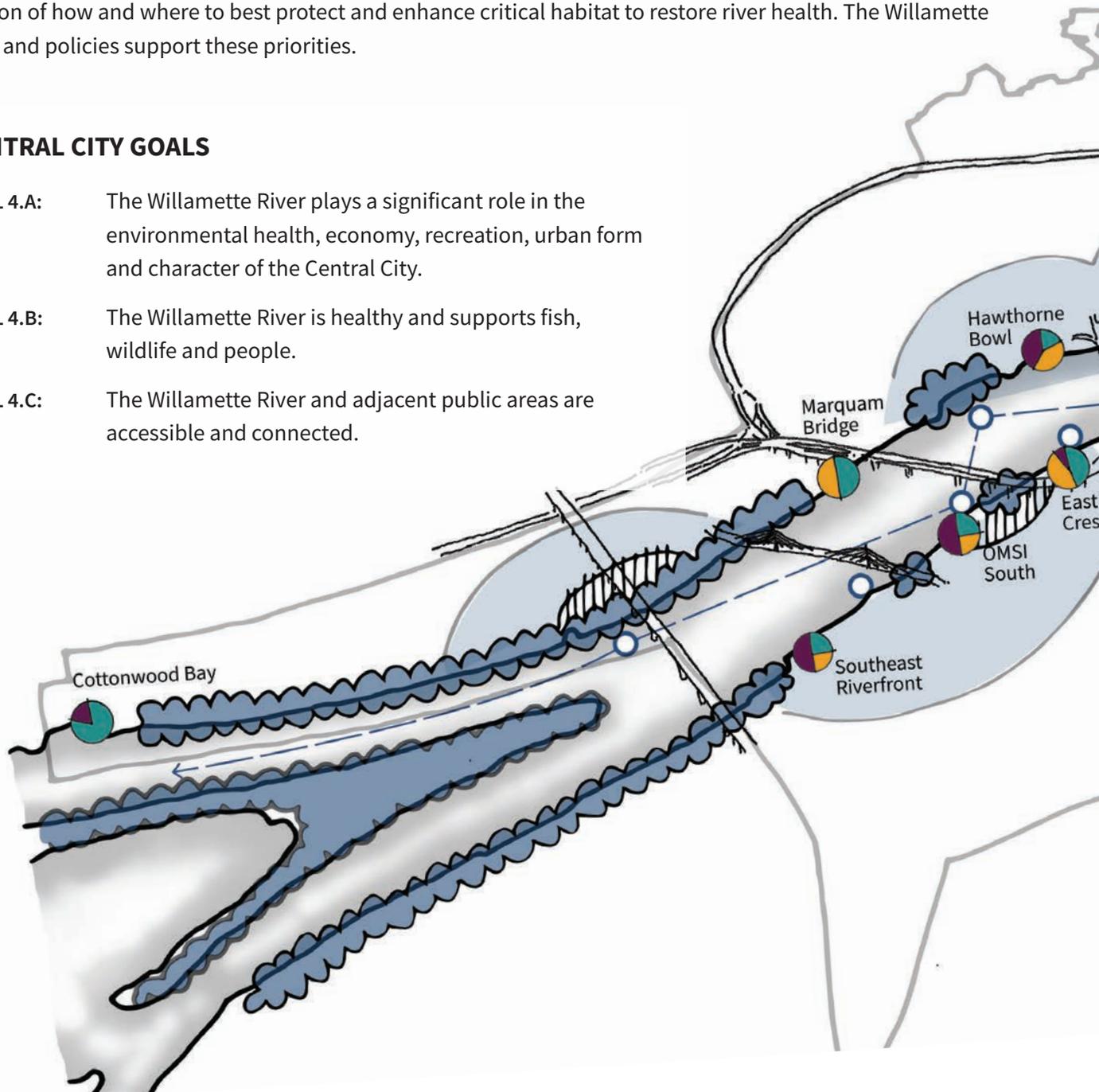
- POLICY 3.UJ-1 Optimized street network.** Improve connections to adjacent areas, including South Portland, South Waterfront, Goose Hollow, Downtown and the Willamette River. Support east-west pedestrian and bicycle connectivity between Portland State University and the Willamette River bridgeheads.
- POLICY 3.UJ-2 Portland State University.** Enhance multimodal access to Portland State University from South Waterfront, Goose Hollow and Downtown. Address parking and circulation issues around campus and address barriers for cyclists and pedestrians.
- POLICY 5.UJ-3 Montgomery Green Street.** Support development of the SW Montgomery Green Street as a key east-west green connection from the West Hills and Goose Hollow to the Willamette River.

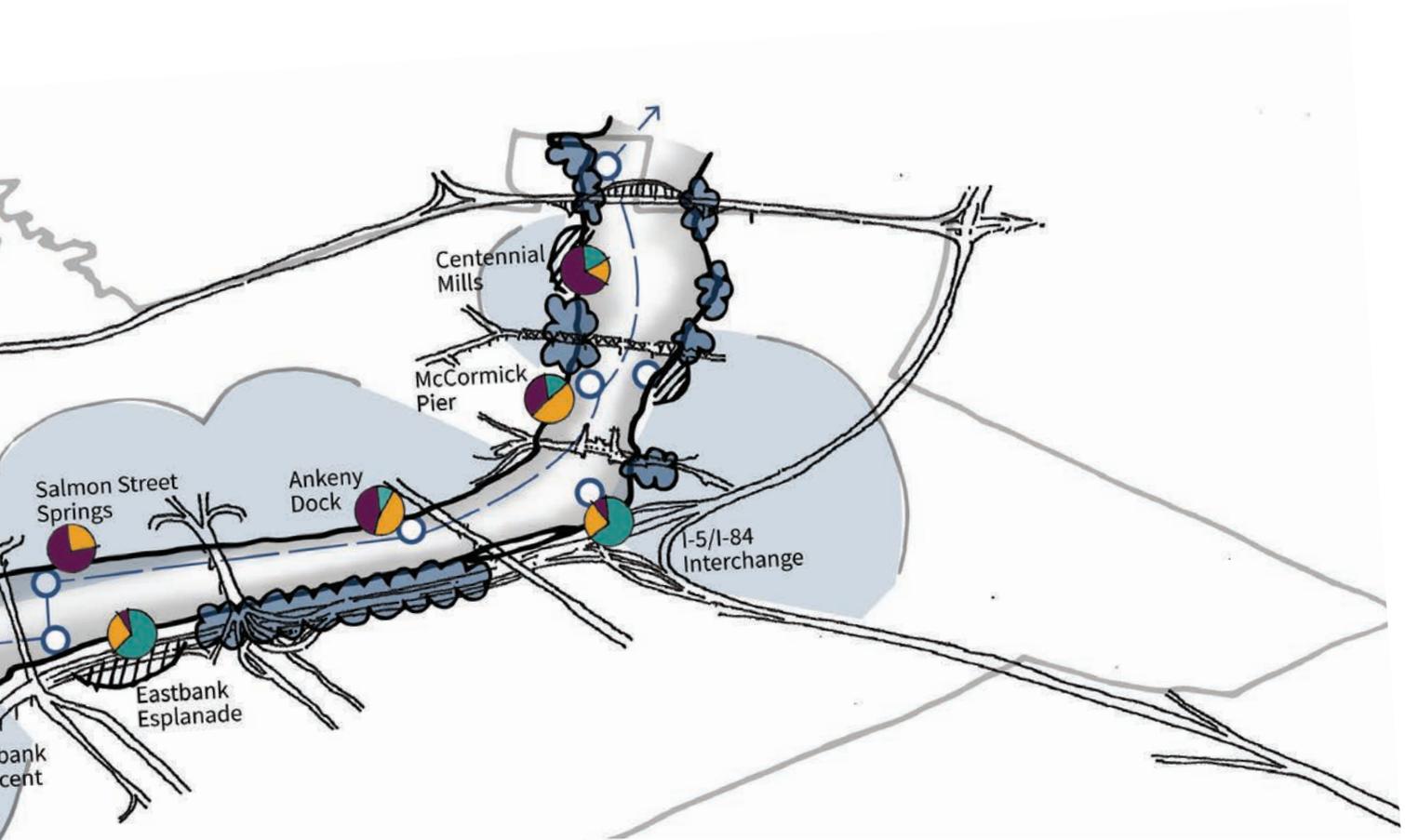
## 4. WILLAMETTE RIVER

More than any other feature in the regional landscape, the Willamette River has influenced human settlement patterns in what is now Portland. The extremely high usage of public riverfront spaces like Governor Tom McCall Waterfront Park and the Vera Katz Eastbank Esplanade speak to the public's desire to activate the riverfront as a vital Central City feature. As the city developed, docks, sea walls, buildings, roads and bridges were constructed in the riverfront area that greatly altered its natural function and habitat. Improvements are needed to restore the physical, social, environmental, economic and historical connections to the Willamette River. Priorities include more river-related commerce; increased opportunities for riverfront and river-based recreation and transit; and identification of how and where to best protect and enhance critical habitat to restore river health. The Willamette River goals and policies support these priorities.

### CENTRAL CITY GOALS

- GOAL 4.A:** The Willamette River plays a significant role in the environmental health, economy, recreation, urban form and character of the Central City.
- GOAL 4.B:** The Willamette River is healthy and supports fish, wildlife and people.
- GOAL 4.C:** The Willamette River and adjacent public areas are accessible and connected.





## WILLAMETTE RIVER LEGEND

	Expanded activities and riverfront attractions
	Habitat enhancement area
	Potential new riverfront open space
	Fish/ Wildlife Habitat restoration and enhancement
	In-water recreation
	Development/Activities
	Trail

# CENTRAL CITY POLICIES: WILLAMETTE RIVER

## Multifunctional river

The Willamette River and its riverfront support a broad array of uses and functions, including boating, swimming, walking, biking, large and small events, commerce, education, natural resources, habitat for fish and wildlife, and flood control. It is the heart of the Central City for residents, employees and visitors. These policies support the role of the Willamette River as a defining feature of the Central City and the region.

- POLICY 4.1**     **Portland’s commons.** Promote improvements and activities on the riverfront and in the Willamette River to strengthen the physical, visual, and cultural connections between the river and the rest of the Central City. Increase public awareness of the river’s historical, economic and ecological importance.
- POLICY 4.2**     **Willamette River recreation.** Provide for safe, enjoyable and valuable active and passive recreational experiences for all users on, along and in the river. Enhance the interconnected system of parks, trails, docks, natural areas and destinations adjacent to and within the river.
- POLICY 4.3**     **Prosperous and vibrant Willamette River waterfront.** Support river-dependent, river-related and other uses that capitalize on the river and riverfront locations, expand tourism and commercial uses, and reinforce the distinctive character of the different riverfront districts.
- POLICY 4.4**     **Willamette River transportation.** Improve infrastructure that supports commercial, river transit, individual watercraft, tourist and recreational boating uses. Ensure that new river transportation terminals and docks are connected by streets and trails that provide direct access to transit from points throughout the Central City.
- POLICY 4.5**     **Connections to the Willamette River.** Increase the community’s enjoyment of and direct experience with the Willamette River. Improve physical and visual connections between the districts and the Willamette River.
- POLICY 4.6**     **Watershed health and native species recovery.**
- a. **Watershed Health.** Improve the quality, quantity, connectivity and overall function of the ecological system including upland, riparian and in-water habitat to protect public health and support the conservation and restoration of native fish and wildlife populations.
  - b. **Threatened, endangered and at risk species.** Restore in-water, riparian and floodplain habitat that supports fish and wildlife populations at risk of becoming or are currently threatened or endangered.
  - c. **Floodplains.** Improve the ability of floodplains to store water, reduce risks on the public and provide habitat functions.

- d. **Stormwater Management.** Reduce stormwater entering into the separated sewer system.
- e. **Riverbank enhancement targets.** Strive to meet Central City targets related to riverbank enhancement and restoration.

See district policies section for related policies in: DT, PL, OT, LD, CE, SW, UD

## River-oriented development

These policies address considerations for new development near the Willamette River and along Naito Parkway on the west side.

- POLICY 4.7      **Periodic flooding.** Minimize the risk to new and existing development and infrastructure from flood events, while also maintaining and enhancing ecological functions associated with the river and floodplain.
- POLICY 4.8      **Relationship to the river.** Encourage development adjacent to the Willamette River to orient buildings towards the river, at appropriate setback distances. Add entrances, visual and physical connections, art installments and other amenities in order to create a relationship between the built environment and activities along the river.
- POLICY 4.9      **Commercial development.** Encourage new clusters of commercial uses adjacent to the Willamette River, at appropriate setback distances, in order to bring more people, events and activities to the riverfront.
- POLICY 4.10     **Bridgehead redevelopment.** Support the redevelopment of bridgehead sites to create dynamic places that bring a diversity of residents, workers and visitors to the riverfront and link east- and west-side districts of the Central City.
- POLICY 4.11     **Low impact development.** Incorporate low-impact design in new and replacement docks and require appropriate setback distances for new development near the river.

## DISTRICT POLICIES: WILLAMETTE RIVER

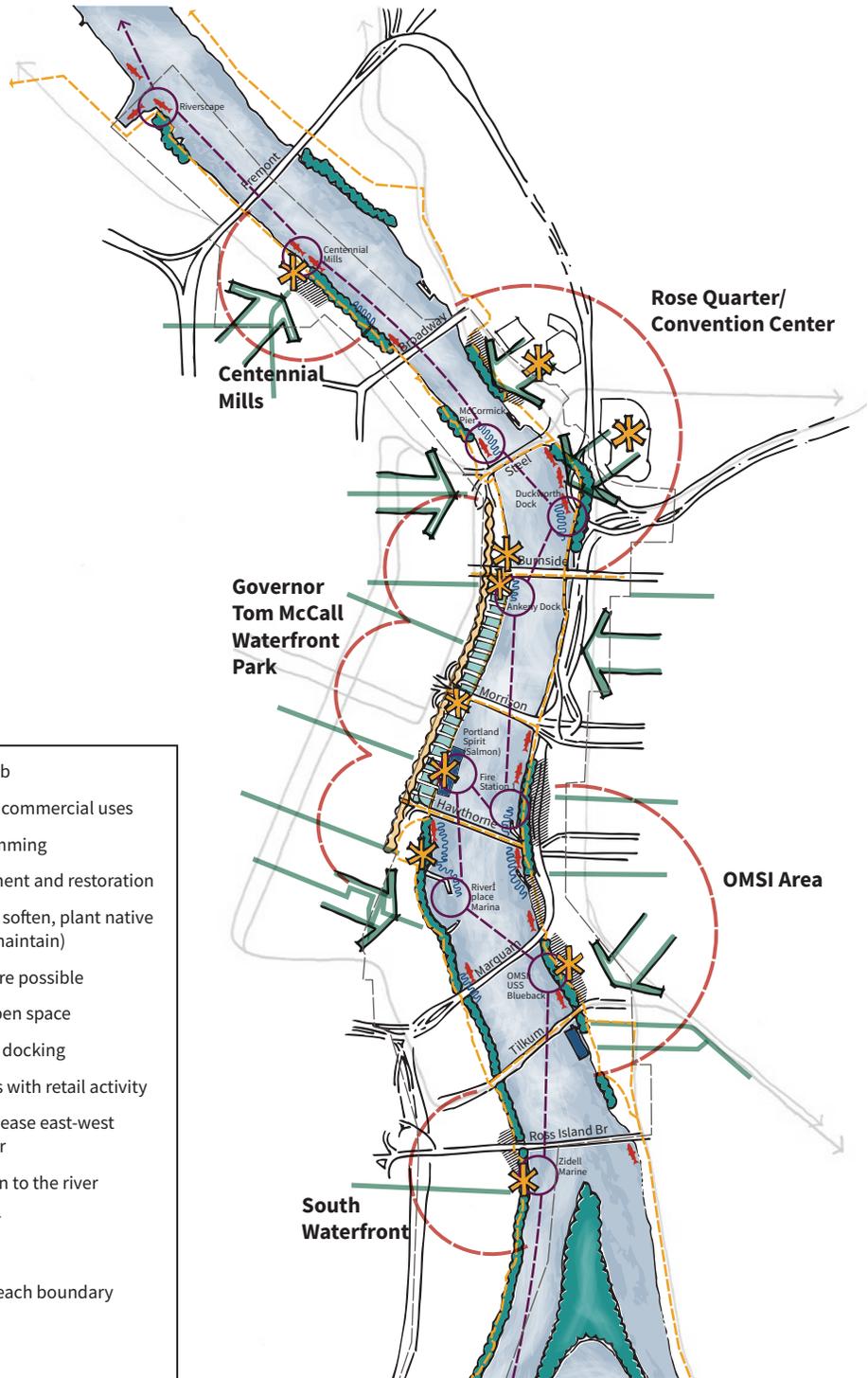
This section contains Willamette River policies specific to Central City districts adjacent to the Willamette River.

### WILLAMETTE RIVER: CENTRAL REACH URBAN DESIGN CONCEPT

This concept diagram was created in collaboration with stakeholders and an ad hoc working group. Reach-wide goals include: increasing shallow river habitat, increasing access to the river, activating the riverfront in key places, and enhancing the bank with connections to upland habitat.

### LEGEND

	Major riverfront activity hub
	Riverfront attractions with commercial uses
	Public access to river/ swimming
	In-water habitat enhancement and restoration
	Riverbank restoration (e.g. soften, plant native trees and vegetation and maintain)
	Add native vegetation where possible
	Potential new riverfront open space
	Potential passenger vessel docking
	Potential river transit stops with retail activity
	Enhance Naito Parkway to ease east-west movement toward the river
	Resolve difficult connection to the river
	"Green fingers" to the river
	Trail
	Willamette River Central Reach boundary
	MAX
	Heavy rail



## DOWNTOWN

### POLICY 4.DT-1 **Governor Tom McCall Waterfront Park.**

- a. **Promotion.** Promote the park, including the Willamette River, as a key regional attraction and asset serving visitors, employees and residents of the Central City.
- b. **Watershed health and native species recovery.** Enhance watershed health and conditions for native species by: incorporating native vegetation and large canopy trees into landscaping within the park and public rights-of-way next to the park; improving in-water habitat complexity and increasing flood capacity at the Hawthorne Bowl; and exploring innovative technologies for adding habitat features along the seawall.
- c. **Improvements.** Facilitate planned improvements that activate the park; improve connectivity between the park and the districts; and provide for a mix of river recreation and transportation.
- d. **Activities and amenities.** Expand the range of public activities and attractors in the park including but not limited to events; recreation; small-scale retail; and art, culture, ecological and historic displays.
- e. **Events.** Create a balance between large events, small events and other park activities to maximize public use and enjoyment of the park, especially during the summer when multiple large-scale events take place.
- f. **Flood Risk.** Explore options to increase flood capacity and reduce risks from flooding on critical infrastructure and improvements within and adjacent to the park.

## The Pearl

POLICY 4.PL-1 **Pearl urban riverfront.** Encourage the development of a distinctly urban riverfront that balances public activities including river transportation, recreation and development with habitat enhancement.

POLICY 4.PL-2 **Watershed health and native species recovery.** Enhance watershed health and conditions for native species by replacing invasive, non-native plants with native plants on the river banks between Centennial Mills and McCormick Pier. Improve in-water and riparian habitat complexity and increase flood capacity at Centennial Mills.

## Old Town/Chinatown

POLICY 4.OT-1 **Old Town/Chinatown urban riverfront.** Encourage the development of a distinctly urban riverfront that that brings people closer to the riverfront. Encourage doors and windows with orientation toward SW Naito Parkway and the Willamette River.

POLICY 4.OT-2 **Watershed health and species recovery.** Enhance watershed health and conditions for native species by replacing invasive, non-native plants with native plants on the river banks between McCormick Pier and Centennial Mills. Improve in-water and riparian habitat complexity at McCormick Pier.

## Lower Albina

POLICY 4.LA-1 **Working harbor.** Protect the Lower Albina working harbor and support river-dependent uses.

## Lloyd

POLICY 4.LD-1 **Lloyd urban riverfront.** Encourage redevelopment of the Thunderbird site with a unique development that provides public access to and enjoyment of the Willamette River and connects the district to the river.

POLICY 4.LD-2 **Public trails.** Improve public trail connections between the Eastbank Esplanade, the Convention Center and the Coliseum and create a public trail connection from the Eastbank Esplanade to the Broadway Bridge.

POLICY 4.LD-3 **Watershed health and native species recovery.** Enhance watershed health and conditions for native species by replacing invasive, non-native plants with native plants on the river banks between the Steel and Burnside Bridge. Improve in-water and riparian habitat and increase flood capacity near the Duckworth Dock.

## Central Eastside

POLICY 4.CE-1 **River economy.** Leverage the Willamette River as an important component of the Central Eastside's local economy by supporting river-dependent and river-related commercial and mixed uses that bring more people to and on the river.

POLICY 4.CE-2 **Southeast riverfront.** Improve the physical relationship between buildings, activities and the Willamette River. Utilize building design, active ground floors facing the river, new uses, open areas and connections that encourage people's enjoyment of the river in both public and private spaces.

POLICY 4.CE-3 **Watershed health and native species recovery.** Enhance in-water and riparian habitat from the Burnside Bridge to the Ross Island Bridge by replacing invasive and non-native plants with native plants and trees and creating complexity in shallow water areas. Restore in-water, riparian and upland habitat and increase flood capacity at the Eastbank Crescent.

## South Waterfront

- POLICY 4.SW-1 **River access, greenway and recreation.** Encourage improvements along the Willamette River in South Waterfront to enhance resident, employee and visitor access to and enjoyment of the river for activities such as contemplation, recreational boating, swimming and fishing.
- POLICY 4.SW-2 **Watershed health and native species recovery.** Enhance in-water habitat, support innovative stormwater management opportunities, increase flood capacity and replace invasive, non-native plants with native plants and trees on the river bank. Improve in-water habitat complexity between the Marquam Bridge and Cottonwood Bay.

## University District/South Downtown

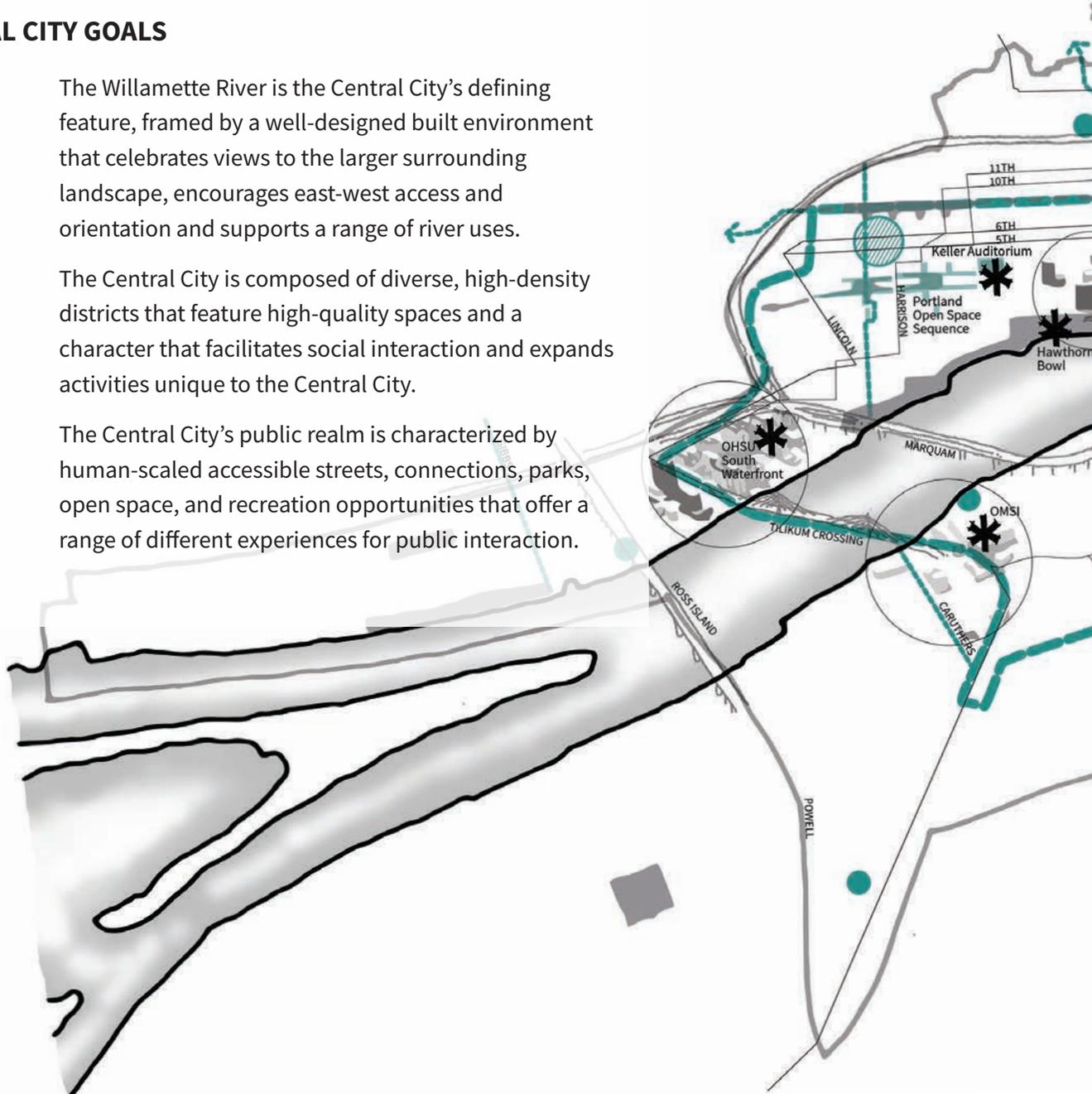
- POLICY 4.UD-1 **South Downtown urban riverfront.** Leverage existing development, including RiverPlace Marina, and redevelopment to provide additional in-water and on-land recreational and commercial access along the riverfront.
- POLICY 4.UD-2 **Watershed health and native species recovery.** Enhance in-water and riparian habitat and increase flood capacity at the Riverplace Marina and under the Marquam Bridge and replace invasive, non-native plants with native plants on the river banks from the Hawthorne Bowl to South Waterfront. Improve in-water habitat complexity under the Marquam Bridge.

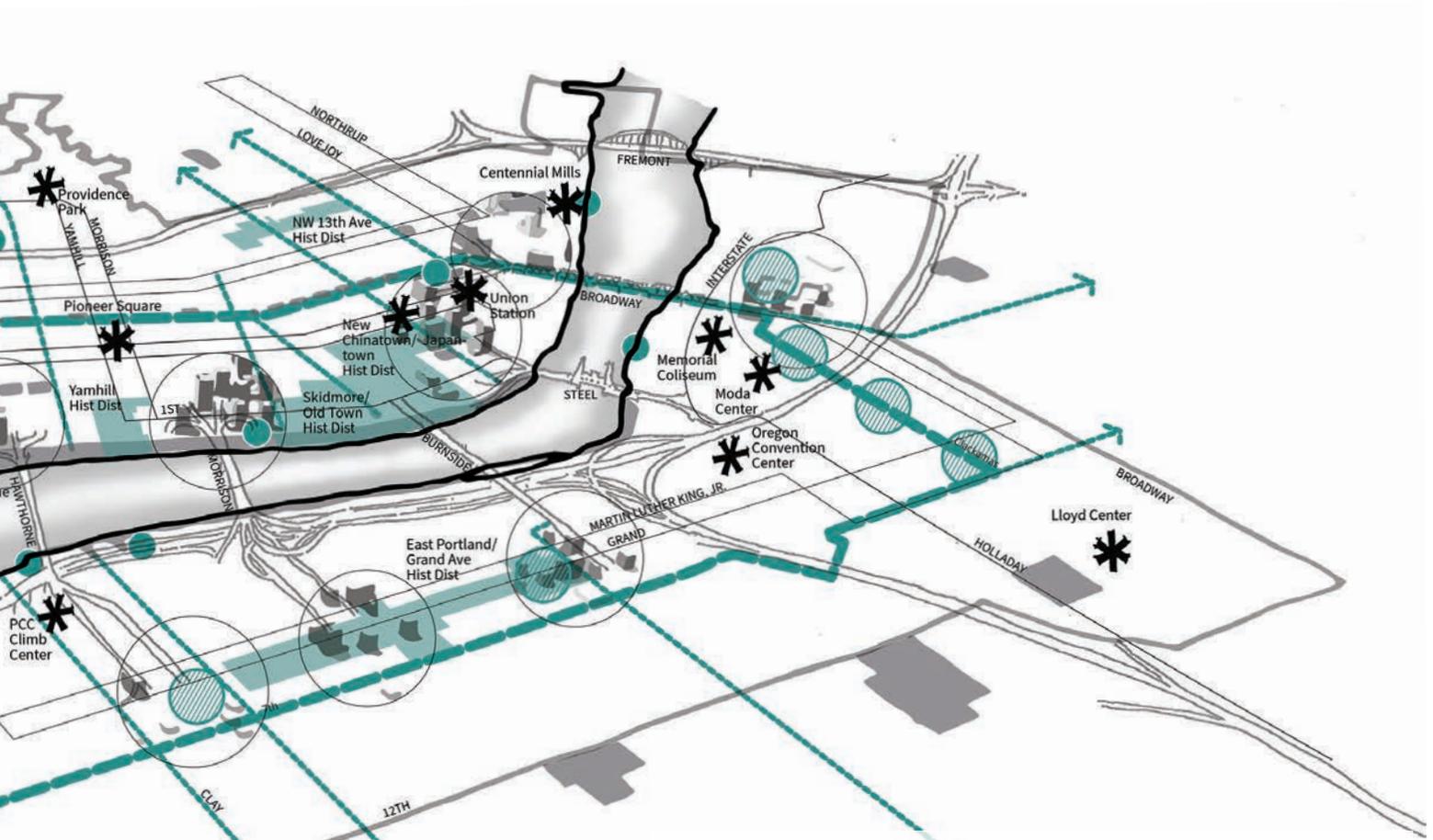
## 5. URBAN DESIGN

The practice of urban design involves the physical features of both the built and natural environments that define the character of a place. It can be thought of as the art of making places for people to thrive. Urban design works at a variety of scales. It includes everything from urban form of the entire city down to the design of buildings, streets and the public realm, parks and open spaces, and historic districts.

### CENTRAL CITY GOALS

- GOAL 5.A:** The Willamette River is the Central City’s defining feature, framed by a well-designed built environment that celebrates views to the larger surrounding landscape, encourages east-west access and orientation and supports a range of river uses.
- GOAL 5.B:** The Central City is composed of diverse, high-density districts that feature high-quality spaces and a character that facilitates social interaction and expands activities unique to the Central City.
- GOAL 5.C:** The Central City’s public realm is characterized by human-scaled accessible streets, connections, parks, open space, and recreation opportunities that offer a range of different experiences for public interaction.





## URBAN DESIGN LEGEND

	Central City historic districts
	Existing open spaces
	Potential new open space with redevelopment Potential new open space with redevelopment in park deficient areas (locations unspecified)
	Open space connection
	Potential “Green Loop” linear open space connection
	Attractions
	Bridgehead locations

# CENTRAL CITY POLICIES: URBAN DESIGN

## Context and Form

These policies address the context and form of the Central City as the most densely developed area in the region, a place where large numbers of people live, work and visit, as well as how it relates to the region, its surrounding neighborhoods and the natural landscape.

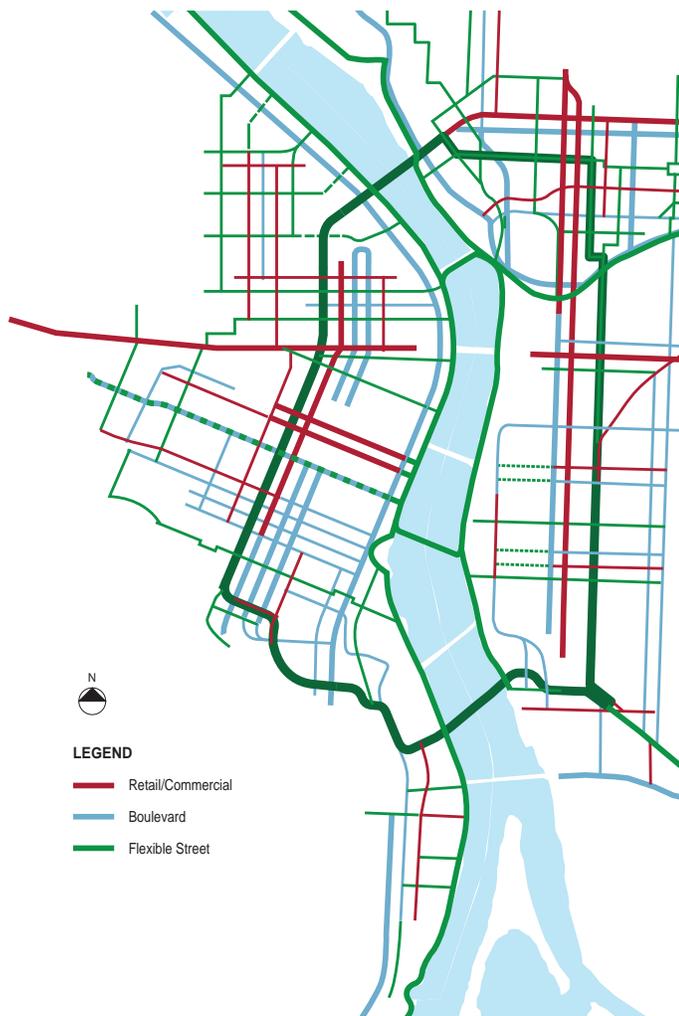
- POLICY 5.1      Experimentation and innovation.** Support the design of new places and uses, both permanent and temporary that promote innovation, experimentation and exchange in the Central City.
- POLICY 5.2      Central, connected Willamette River.** Create a network of open space and tree canopy corridors to make ecological and design connections to the river.
- POLICY 5.3      Dynamic skyline.** Encourage the tallest buildings to locate adjacent to transit hubs and corridors, generally stepping down in height to the Willamette River. Allow taller buildings at bridgeheads and encourage contextually sensitive heights within historic districts. Encourage heights and building forms that preserve sunlight on public open spaces and parks.
- POLICY 5.4      Scenic Resources.** Protect public views of key landmarks and scenic resources (Vista Bridge, Union Station, Mt. Hood, Willamette River bridges) which define the Central City, help with wayfinding, and connect residents, employees and visitors to Portland’s varied and unique landscape.
- POLICY 5.5      Large site development.** Encourage redevelopment of large sites that includes new compatible uses, green buildings and equity considerations, scenic resource preservation, new pedestrian connections through the site, strong street presence, green infrastructure, and new open space amenities.
- POLICY 5.6      Distinct and vibrant districts.** Enhance the existing character and diversity of the Central City and its districts, strengthening existing places and fostering the creation of new urban places and experiences.
- POLICY 5.7      Neighborhood transitions.** Establish transitions between the Central City’s denser, taller and more commercial and industrial land uses and adjacent neighborhoods, while highlighting key gateway locations.

## Connected Public Realm

These policies support a more intentional approach to the design, function, connectivity and character that define the Central City's public realm.

- POLICY 5.8**      **Public realm.** Enhance the character and function of the public realm through design standards, guidelines, amenities and land uses that activate the pedestrian environment and encourage community gathering.
- POLICY 5.9**      **Wayfinding.** Develop wayfinding strategies and tools that allow residents, employees, visitors and customers to navigate the Central City and locate key attractions, businesses, institutions, the riverfront and other destinations in a safe, intuitive and enjoyable manner.
- POLICY 5.10**    **Street hierarchy and development character.** Establish a more intentional street hierarchy with a greater diversity of street characters, distinguishing three main types: retail/commercial, boulevard and flexible.

See district policies section for related policies in: DT, WE, GH, PL, OT, LA, LD, CE, SW, UD





### **RETAIL COMMERCIAL**

*These are busy, continuous streets with retail activity throughout the day, evenings and weekends. Ground floors of buildings along these streets feature plaza-like setbacks for outdoor dining, gathering and socializing.*



### **BOULEVARD**

*These are busy great streets – they could be the “second” street of a couplet pair or help to define a district edge. They have fewer retail storefronts and have a greener character with more landscaped setbacks that have seating areas, more trees and distinctive planted areas.*



### **FLEXIBLE**

*These streets, pathways and trails are part of a pedestrian and bicycle oriented network that offers quieter, low-stress walking, jogging, rolling or bicycling experiences. Due to their “flexible” character of these connections, the ground floor responses of adjacent buildings varies considerably.*

**POLICY 5.11 Regional corridors and connections.** Promote the presence, character and role of physical and visual corridors such as trails, transit lines, streets and scenic corridors, helping to bridge neighborhoods across physical and psychological barriers.

- POLICY 5.12**     **“Green Loop” concept.** Create a “Green Loop” that connects east and west side neighborhoods to open spaces and the Willamette River, with high quality bicycle accommodations, tree canopy, innovative, park-like pedestrian environments, and wildlife habitat connections. Enhance connections to the “Green Loop” alignment on key corridors throughout the Central City to improve access, create activity nodes and support neighborhood attractions and economic development.
- POLICY 5.13**     **MAX-Portland Streetcar interchanges.** Create supportive environments for transit connections that occur where MAX light rail lines cross Portland Streetcar lines in the West End, Lloyd and the Central Eastside.
- POLICY 5.14**     **Streetcar lines.** Require active uses near Portland Streetcar stations and limit auto-oriented development.
- POLICY 5.15.**     **Limit auto-oriented development.** Prohibit drive-throughs with new development.

## Parks and Open Space

These policies support enhancements to existing open spaces and expansion of the Central City’s parks and open space network.

- POLICY 5.16**     **Signature open spaces.** Enhance the Central City’s iconic interconnected system of parks, trails, and natural areas by offering a wide range of social, recreational, contemplative, respite and ecological functions to serve an increasingly diverse population of residents, workers and visitors.
- POLICY 5.17**     **Open space network.** Beyond signature open spaces, acquire new parks and open spaces and expand opportunities in existing parks and open spaces to meet the needs of Central City residents, workers and visitors for both passive and active recreation, especially in areas zoned for high density, mixed use development. Enhance the network by improving connections among parks, open spaces, and the riverfront. Encourage the provision of publicly accessible private plazas and pocket parks with new development.

See district policies section for related policies in: DT, WE, GH, PL, LD, CE, SW, UD; see Governor Tom McCall Waterfront Park policies in Willamette River, Downtown district section

## Historic Preservation

The Central City is rich with designated historic landmarks and historic districts that help create a sense of place, contribute to neighborhood character and recognize Portland’s history. These policies support the protection and preservation of historic and culturally significant resources in the city as it continues to grow and change.

- POLICY 5.18**     **Rehabilitation and reuse.** Encourage the use, preservation, and rehabilitation of historic buildings.
- POLICY 5.19**     **Historic resources and districts.** Enhance the identity of historically, culturally and architecturally

significant buildings and places, while promoting contextually-sensitive infill development on vacant and surface parking lots.

See district policies section for related policies in: DT, WE, PL, OT, LA, CE

**POLICY 5.20 Preservation incentives.** Provide financial and regulatory incentives that support the economic feasibility of the preservation, rehabilitation and seismic upgrade of historic resources.

## **DISTRICT POLICIES: URBAN DESIGN**

This section contains Urban Design policies specific to a particular Central City district.

### **Downtown**

**POLICY 5.DT-1 Retail core.** Design a unified identity for the retail core through signage, banners, lighting, street furnishings and plantings.

**POLICY 5.DT-2 Transit Mall.** Provide a safe and pleasant street environment for transit riders and other pedestrians along SW 5th and 6th Avenues. Maintain the consistent streetscape, transit furnishings, and public art along the corridor.

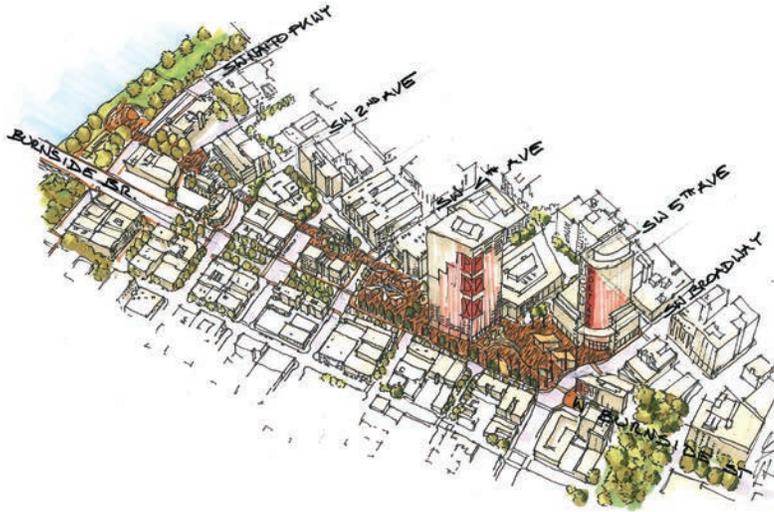
**POLICY 5.DT-3 Street hierarchy and development character.** Support the signature retail/commercial character of SW Morrison, SW Yamhill, SW Broadway, SW Alder and West Burnside; the signature boulevard character of 5th, 6th and Naito Parkway; and the signature boulevard/flexible character of SW Salmon; and the flexible character of SW Oak and SW Ankeny.

**POLICY 5.DT-4 Open space network.**

**a. Civic gathering places.** Provide safe and accessible urban spaces for large public gatherings including festivals, parades, concerts, sports events and other assemblies. Reinforce Broadway as Portland’s theater and bright lights district.

**b. South Park Blocks.** Preserve the South Park Blocks as one of Portland’s signature open spaces and integrate them with high quality pedestrian and bicycle facilities as well as improved opportunities for habitat.

**POLICY 5.DT-5 Historic resources and districts.** Protect historic resources throughout the district. In particular, protect the historic character and architecturally significant resources of the Yamhill Historic District.



### A PORTLAND TIMES SQUARE

*Conceptual sketch exploring how the section of W Burnside St between the Burnside Bridge and SW Broadway could be transformed into a series of signature public open spaces culminating in a “Times Square”-style plaza. A “Fountains Walk” pedestrian path on Ankeny Alley would connect the new square to the river through a series of existing and new fountains, linking some portions of Ankeny Alley that are already pedestrian oriented. (Otak 2013)*

## West End

- POLICY 5.WE-1 South Park Blocks frontages.** Encourage active ground floor building frontages along the Park Blocks.
- POLICY 5.WE-2 Street hierarchy and development character.** Support the retail/commercial character of SW 10th Avenue, Jefferson and Yamhill streets and the boulevard character of Morrison, Columbia, Clay and Market streets and 12th Avenue.
- POLICY 5.WE-3 Historic resources and districts.** Protect the personality and character of the West End by encouraging the use, preservation and rehabilitation of existing buildings and historic resources that represent a wide range of architectural styles, scales and eras.

## Goose Hollow

- POLICY 5.GH-1 Distinctive building character.** Encourage the diversity and unique character of Goose Hollow and its wide range of uses, building types, ages and scales. Seek ways to bring new uses and energy into the district while maintaining positive characteristics of existing buildings.
- POLICY 5.GH-2 Natural features.** Enhance existing natural features resulting from the district’s proximity to the West Hills, such as the varied topography, trees, and vegetation.
- POLICY 5.GH-3 Street hierarchy and development character.** Support the retail/commercial character of West Burnside, SW Yamhill, and SW Jefferson; the unique flexible/boulevard character of SW Salmon; and the flexible character of SW 20th and 16th. Activate ground floor facades throughout the district.

- POLICY 5.GH-4 Open space network.** Enhance existing open spaces, including Collins Circle, Firefighters Park and the stadium plazas to be more usable, engaging spaces and improve access to Washington Park. Support the inclusion of publicly accessible green open space in the redevelopment of Lincoln High School.
- POLICY 5.GH-5 Historic resources and districts.** Identify significant historic resources within the district, encouraging the preservation and rehabilitation of existing buildings that represent a wide range of architectural styles, scales and eras.

## The Pearl

- POLICY 5.PL-1 NW 13th Avenue Historic District and main street.** Protect the historic warehouse character and architecturally significant resources within the district. Continue the active character of the street environment north of the historic district by encouraging active uses; adding and maintaining loading docks; and maintaining lower building heights along NW 13th Avenue from NW Davis Street to the north.
- POLICY 5.PL-2 Under I-405 repurposing.** Support redevelopment of areas under I-405 to create safe, attractive, and engaging spaces.
- POLICY 5.PL-3 Street hierarchy and development character.** Support the retail/commercial character of NW 11th, 13th, Lovejoy, and Glisan; as well as the flexible character of NW Davis, Flanders, Johnson, Marshall and Pettygrove.
- POLICY 5.PL-4 Open space network.** Require the development of publicly accessible open space at the Centennial Mills and US Postal Service sites as part of redevelopment to provide linkages to street tree canopy and other open spaces.
- POLICY 5.PL-5 Historic resources and districts.** Encourage the preservation of older and often smaller buildings with historic character.

## Old Town/Chinatown

- POLICY 5.OT-1 New Chinatown/Japantown.** Protect significant resources and enhance the historic multi-cultural significance of the New Chinatown/Japantown Historic District. Support the district's historic character, multi-ethnic history and today's Pan-Asian culture.
- POLICY 5.OT-2 Skidmore/Old Town.** Protect historic and architecturally significant resources of the Skidmore/Old Town National Historic Landmark District. Support the district's historic commercial character, history of social service and connection to the Willamette River. Encourage the incorporation of

cast-iron architectural artifacts in new development within the district.

- POLICY 5.OT-3 East-west connectivity.** Increase east-west connections to the Pearl and the riverfront and strengthen the Festival Streets along NW Davis and Flanders streets through supportive adjacent new development and active programming.
- POLICY 5.OT-4 Active uses.** Increase the number of ground floor activating uses and eliminate gaps in the built environment.
- POLICY 5.OT-5 Street hierarchy and development character.** Support the retail/commercial character of W Burnside, NW Broadway, NW Glisan and NW 4th; the boulevard character of NW 5th and 6th, Naito Parkway and NW Everett; and the flexible character of NW Flanders and Davis.
- POLICY 5.OT-6 Historic resources and districts.** Protect the rich historic and cultural character of Old Town/Chinatown. Preserve and rehabilitate historic resources throughout the district.

## Lower Albina

- POLICY 5.LA-1 Russell Street.** Strengthen the character of Russell Street and reestablish the historic connection between Lower Albina and the Vancouver/Williams Corridor by encouraging new mixed uses, rehabilitated buildings and a nighttime orientation.
- POLICY 5.LA-2 Industrial character.** Preserve the industrial character and functionality of the Lower Albina industrial area.
- POLICY 5.LA-3 Street hierarchy and development character.** Support the retail/commercial character of NE Russell; the boulevard character of Interstate Avenue; and the flexible character of the “strand” connection.
- POLICY 5.LA-4 Historic resources and districts.** Encourage the preservation, rehabilitation and celebration of historic structures in Lower Albina, including those in the Russell Street Conservation District and culturally significant African- American resources identified in the Cornerstones of Community Inventory.

## Lloyd

- POLICY 5.LD-1 Diverse and distinctive urban places.** Foster more intense development in the Central Lloyd area and Rose Quarter while strengthening the distinct character of the existing Lloyd subareas.
- POLICY 5.LD-2 Connectivity through large blocks.** Take advantage of the unique opportunity for dense, large site development made possible by the large blocks found in the Lloyd. Integrate this development into the surrounding blocks through well designed internal green spaces and pedestrian connections.

- POLICY 5.LD-3 Pedestrian-oriented development.** Discourage new automobile-oriented uses and encourage the eventual redevelopment of large surface parking lots with development that is oriented to the street and enhances the pedestrian environment.
- POLICY 5.LD-4 Street hierarchy and development character.** Support the retail/commercial character of NE Broadway, MLK and Grand; the boulevard character of NE Weidler, Interstate Avenue, NE Lloyd and NE 15th; and the flexible character of NE Clackamas, NE 2nd, 6th and 12th.
- POLICY 5.LD-5 Open space network.** Develop a signature sequence of open spaces, linked through a pedestrian wayfinding system that serves the Central Lloyd area, becomes a primary organizing structure for new development, and offers a diversity of character, experiences, and recreational functions for district residents, workers and visitors.

## Central Eastside

- POLICY 5.CE-1 East Portland Grand Avenue Historic District.** Promote the rehabilitation of historic buildings and sensitive infill development in the Grand Avenue Historic District through updated design guidelines and regulations that incent rehabilitation and reuse over demolition. Encourage adaptive reuse of existing structures.
- POLICY 5.CE-2 OMSI Station area.** Create an urban form at the OMSI Station area that facilitates public access from the streetcar and light rail stations to the greenway trail and riverfront, PCC, OMSI, Portland Opera, Portland Spirit, the Oregon Rail Heritage Foundation sites, through public realm enhancements and ground floor active uses that create a safe and vibrant environment.
- POLICY 5.CE-3 Clinton Station area.** Establish an urban form at the Clinton Station area that creates a safe and active environment by incorporating a mix of uses that serve transit riders as well as residents and employees of the station area, Central Eastside, and inner Southeast Portland neighborhoods.
- POLICY 5.CE-4 Urban form on large blocks.** Use building massing and orientation, accessways, and open spaces in the development of large blocks and sites to establish an urban form and block configuration consistent with the rest of the Central Eastside.
- POLICY 5.CE-5 Open space network.** Increase public parks, open space, and recreation opportunities in the district, especially in areas zoned for high density, mixed-use development. Broaden the number and range of available recreation opportunities.
- POLICY 5.CE-6 Street hierarchy and development character.** Support the retail/commercial character of East Burnside, NE Sandy, SE Grand, SE Division, SE Hawthorne and SE Morrison; the boulevard character of SE Stark, NE Couch, SE 11th and SE 12th; and the flexible character of SE Ankeny, SE Salmon, SE

Clay, SE 7th and SE Caruthers. Create transitions between industrial and mixed use areas.

**POLICY 5.CE-7 Historic resources and districts.**

**a. Industrial character.** Promote the historic industrial character of the Central Eastside through the preservation and enhancement of historic buildings and infrastructure that reflect past uses and architectural styles while serving existing and emerging industrial employment uses.

**b. Historic main streets.** Enhance the character and visibility of historic streets throughout the district such as SE Morrison Street, including areas under viaducts, through public realm improvements and building rehabilitations that acknowledge these streets' historic role in shaping the district, while elevating their current status as important streets for commerce and employment.



**MORRISON VIADUCT**

*Conceptual rendering illustrating the historic main street under the Morrison Bridge viaduct and how the space could possibly be activated by additional uses during the day and at night.*

## South Waterfront

**POLICY 5.SW-1 Street hierarchy and development character.** Support the retail/commercial character of SW Bond Avenue and SW Gibbs St and the boulevard character of SW Moody.

**POLICY 5.SW-2 Open space network.** Create an exemplary open space network that embraces the river as the district's "front yard" and provides a range of urban amenities, passive and active recreation experiences and ecological functions.

## University District/South Downtown

**POLICY 5.UD-1 Portland State University character.** Encourage the continued development of a pedestrian-oriented, predominantly university campus environment centered on the South Park Blocks. Encourage the development of an integrated urban environment with a rich mix of public and private institutions, commercial uses and housing west of Broadway to SW 4th Avenue.

- POLICY 5.UD-2 South Auditorium character.** Retain the modernist feel and pedestrian-focused character of the South Auditorium Plan District, respecting in particular the National Register of Historic Places Halprin Open Space Sequence. Add new uses to increase pedestrian activity in the district. Connect the pedestrian pathways to adjacent districts while maintaining the character, safety, and livability of this neighborhood.
- POLICY 5.UD-3 RiverPlace character.** Encourage the continued development of RiverPlace with a broad mix of residential, commercial, recreational and boating uses. Maintain and enhance the cohesive design aesthetic, generous landscaping, and close relationship of the public realm to the river.
- POLICY 5.UD-4 Street hierarchy and development character.** Support the retail/commercial character of 4th Avenue, Broadway and College Streets; as well as the flexible character of Park Avenue and Montgomery Street.
- POLICY 5.UD-5 Open space network.** Support existing open spaces, including the Halprin Open Space Sequence and the Willamette River, to be more accessible, usable and engaging spaces for the community while also supporting the development of new open spaces where opportunities arise. Broaden the range of available recreation experiences.



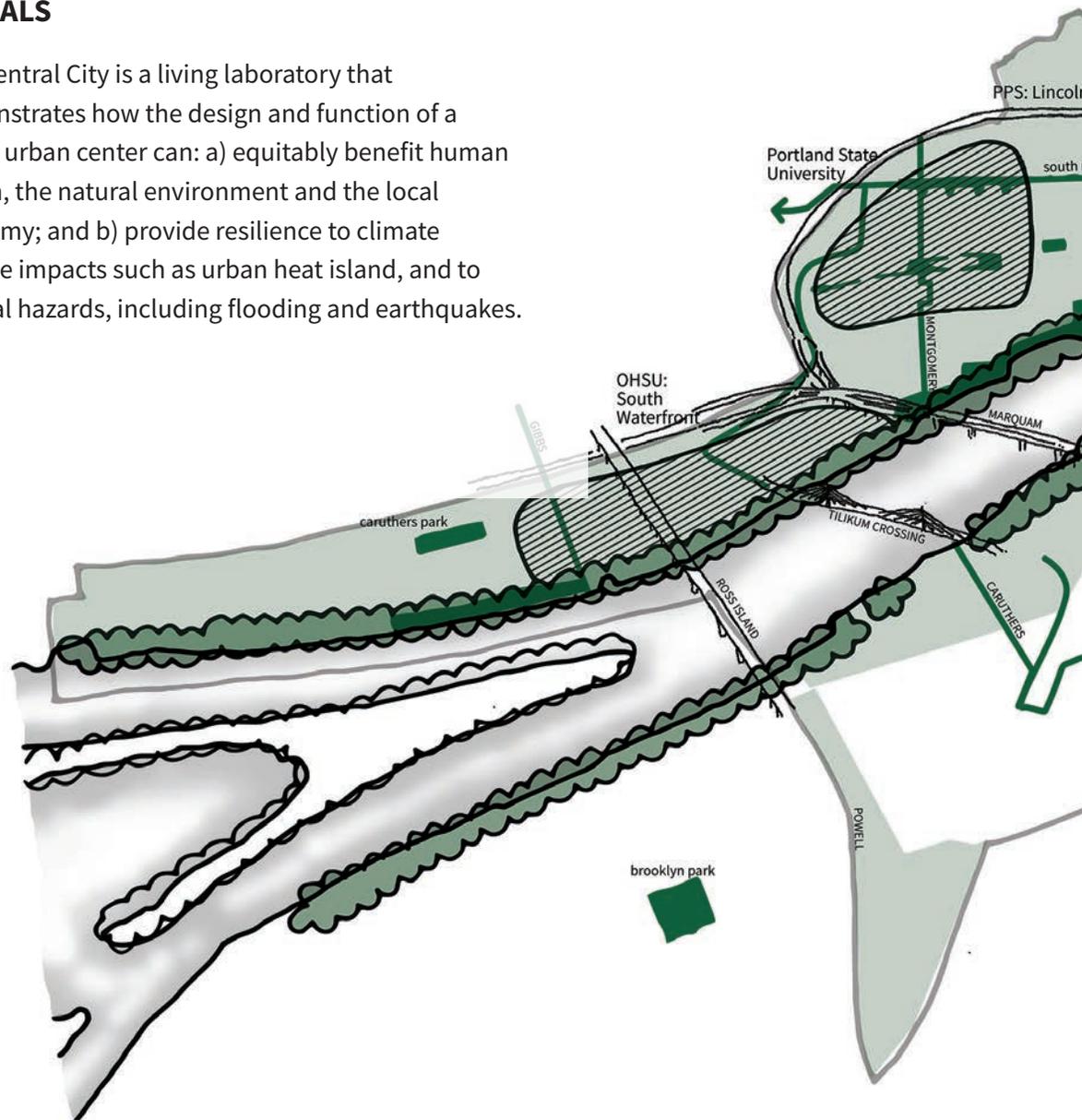


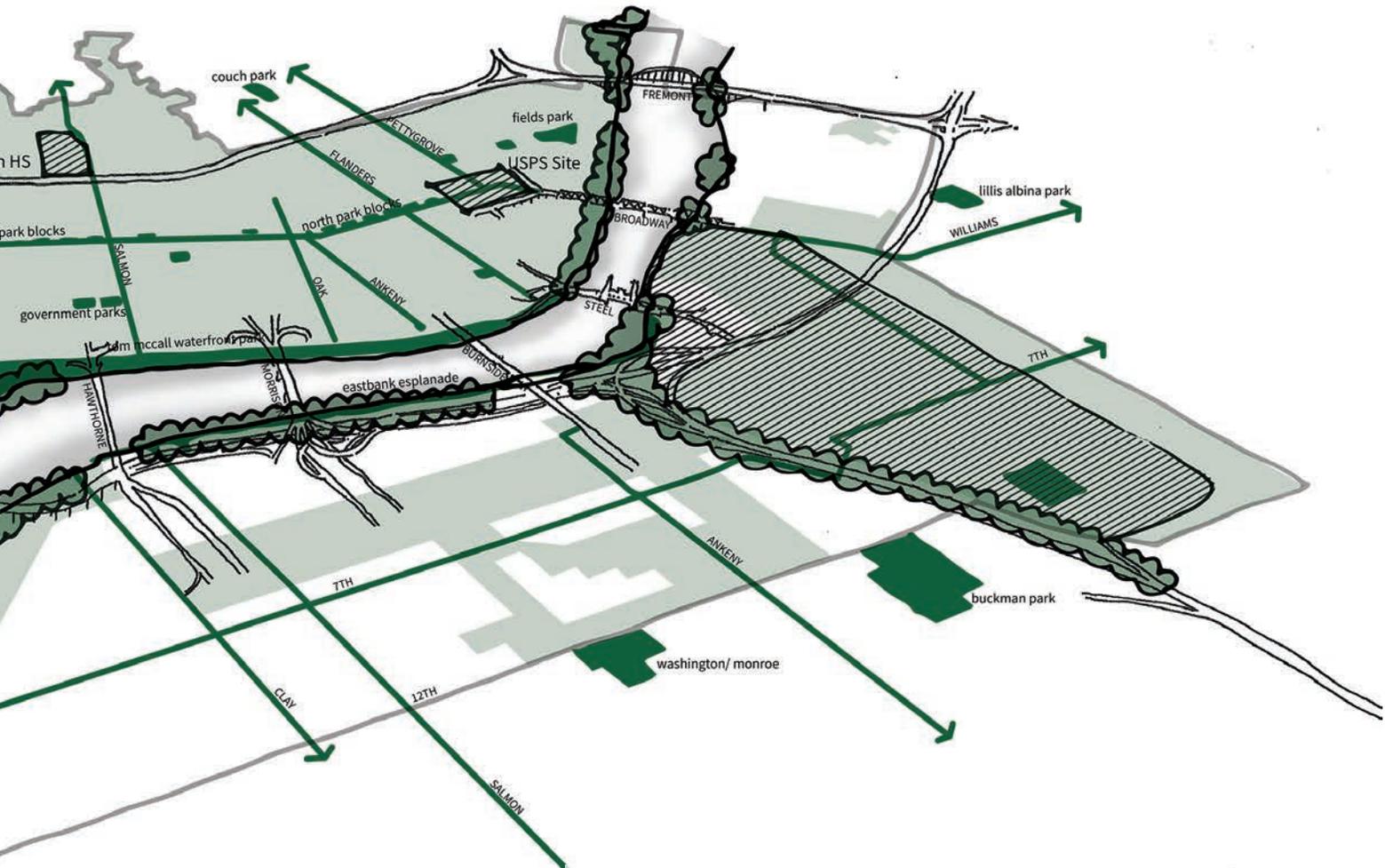
## 6. HEALTH AND ENVIRONMENT

Portland’s Central City continues to be a national leader in demonstrating how a city center can become more livable, prosperous and attractive through urban development that embraces environmental and human health. The public and private sectors need to continue partnering, implementing and experimenting with new infrastructure that contributes to environmental health, including: 1) incorporating energy conservation with energy production, 2) integrating stormwater management with urban habitat, and 3) supporting transportation alternatives that lower the city’s carbon footprint and promote human health. The Health and Environment policies support these priorities.

### CENTRAL CITY GOALS

**GOAL 6.A:** The Central City is a living laboratory that demonstrates how the design and function of a dense urban center can: a) equitably benefit human health, the natural environment and the local economy; and b) provide resilience to climate change impacts such as urban heat island, and to natural hazards, including flooding and earthquakes.





### HEALTH & ENVIRONMENT LEGEND

	Enhanced open space network
	Enhanced natural resource opportunity area
	High performance development opportunity area
	High intensity green infrastructure opportunity area

# CENTRAL CITY POLICIES: HEALTH AND ENVIRONMENT

## Resilience

These policies support the Central City’s ability to prepare for and respond to natural hazards and disasters. They create strategies that mitigate and adapt to climate change.

**POLICY 6.1**     **Natural hazard resilience.** Encourage planning, design and education in the Central City to help prevent or minimize the impacts of natural hazards such as earthquakes, floods and other hazards identified in the citywide Natural Hazard Mitigation Plan.

**a. New development.** Encourage approaches to reduce future natural hazard risks and impacts when planning for or evaluating the location and design of new development.

**b. Retrofitting.** Encourage the retrofitting of buildings and infrastructure to withstand natural hazards. Prioritize the seismic retrofitting of unreinforced masonry buildings while preserving their architectural character. Support Multnomah County’s efforts to seismically retrofit Central City bridges, recognizing the Burnside Bridge as the regionally-designated priority.

**c. Preparedness.** Support Central City residents’ and businesses’ efforts to prepare for natural hazards. Ensure the Central City’s most vulnerable populations are included in these efforts.

**d. Code review.** Monitor relevant codes to incorporate current knowledge and standards for seismic design and flood protection.

**POLICY 6.2**     **Climate change resilience.** Support planning, service system upgrades, and infrastructure in the Central City to anticipate, respond to, and reduce the risks and adverse impacts associated with evolving climate change conditions.

**a. Flooding.** Adapt to changes in hydrology, including future river levels, changes in flood frequency and duration, and changes in stormwater runoff rates.

**b. Heat island.** Encourage site designs, building designs and vegetation that reduce the adverse impacts of urban heat islands on public health and safety, especially those affecting more vulnerable communities.

**c. Fish and wildlife habitat.** Improve the quality, diversity, connectivity, safety, and accessibility of terrestrial and aquatic wildlife habitat areas.

**POLICY 6.3**     **Multiple functions.** Encourage green infrastructure, parks, open space, and recreation opportunities in the Central City that serve multiple functions to provide capacity during flood event, improve stormwater management, reduce heat island effects, create pockets of fish and wildlife refuge, and provide places of respite and recreation for employees, residents and visitors.

- POLICY 6.4**     **Green infrastructure.** Increase the use of trees, ecoroofs, vertical gardens, sustainable site development, landscaped setbacks and courtyards, living walls and other vegetated facilities to manage stormwater, improve the pedestrian environment, reduce heat island effects, improve air and water quality and create habitat for birds and pollinators.
- a. Separated storm systems.** Promote green infrastructure enhancements within the separated stormwater system to improve water quality in the Willamette River and at riverfront recreation areas.
  - b. Ecoroof.** Support progress toward Central City ecoroof coverage targets.
- POLICY 6.5**     **Flood ready development.** Reduce risks of flooding on existing and new buildings, transportation system and infrastructure.
- a. Impervious surface retrofits.** Enhance flood capacity within the developed floodplain by retrofitting impervious surfaces with pervious surfaces and landscaping.
  - b. Flood capacity.** Improve flood capacity by reducing development impacts and requiring mitigation for fill within the 100-year floodplain.
  - c. Building design.** Encourage innovated building design along the Willamette River and in the 100-year floodplain to allow for ground floor flooding.

## Health

These policies support the health and livability of the Central City environment, for all its inhabitants and visitors.

- POLICY 6.6**     **Human health.** Encourage the use of active modes of transportation by creating and enhancing a network of bike and pedestrian facilities that provide access to services and destinations including natural areas. Improve access for all people to locally grown and healthy foods. Encourage the use of building construction methods, materials, products and best practices in lighting design that do not have harmful effects on human health and the environment. Encourage social health by fostering community in a hospitable public realm.



### **PEDESTRIAN DOWNTOWN CORE**

*Conceptual drawing illustrating an opportunity to enhance the pedestrian environment on key streets within the downtown core for an increasing number of people to live, work and play within the Central City. The transition from today's car-accessible streets to a pedestrian priority central area could happen incrementally, starting with streets that already experience low levels of car traffic, such as SW Yamhill St, and eventually expand to the entire retail core, spilling across Naito Parkway to the Willamette Riverfront. (Otak 2013)*

**POLICY 6.7 Light, Noise and Vibration Pollution.** Encourage land use patterns, building design and landscape to limit and mitigate negative impacts of lighting, noise and vibration on public health and safety, disruption of ecosystems, and hazards to wildlife.

**POLICY 6.8 Upland habitat connections.** Create an upland wildlife habitat corridor using trees, native vegetation in landscaping, public open spaces ecoroofs, and bird safe building design and practices that provide a safe, functional connection for avian and pollinator species between the West Hills, Mt. Tabor, Powell Butte, Rocky Butte and the Willamette River.

**POLICY 6.9 Strategic tree canopy enhancement.** Plant trees on tax lots, in parks and public spaces, and along rights-of-way, throughout the Central City to meet urban forestry and other Central City goals and guiding principles including resiliency, human and environmental health, livability, equity, and active transportation.

**a. Tree priorities.** Encourage planting and preservation of large, healthy non-nuisance trees, native trees, and climate change-resilient trees.

**b. Tree Diversity.** Improve tree species and age diversity throughout the Central City.

**c. Heritage trees.** Encourage the protection of designated Heritage and Landmark Trees.

**b. Tree Canopy.** Support progress toward meeting Central City tree canopy targets.

See district policies section for related policies in: CE

- POLICY 6.10 Effective tree planting.** Optimize tree planting opportunities and conditions throughout the Central City.
- a. Tree size.** Require that trees planted along rights-of-way are as large as is appropriate for the planting space.
  - b. Soil volume.** Encourage the provision of increased subsurface soil volumes to improve tree health and increase tree canopy coverage, especially in conjunction with development and infrastructure improvement project design and construction.
  - c. Tree accommodation.** Encourage wider sidewalk corridor furnishing zones and other right-of-way design elements (e.g., medians, bulb-outs) to facilitate planting and accommodation of larger canopy tree species.
  - d. Innovative design.** Encourage innovative design strategies that accommodate existing healthy non-nuisance trees on site and incorporate new trees on sites and buildings. Trees on buildings may be placed on balconies and podium roof decks, planted in conjunction with an ecoroof, or in other locations.

### **Building, infrastructure and site development**

These policies support environmentally friendly, energy efficient development, pushing Portland's Central City forward as a leader in sustainable urban development.

- POLICY 6.11 Buildings and energy.** Increase the energy efficiency of buildings, the use of onsite renewable energy systems, and the development of low-carbon district energy systems. Conserve resources by encouraging the reuse of existing building stock, salvaging architectural elements when demolition is necessary and recycling materials from construction and demolition.
- POLICY 6.12 City investment in street trees.** Invest in street trees as a valuable public infrastructure asset.
- a. Multiple benefits.** Plant street trees to provide multiple benefits, including stormwater management, quality pedestrian environment, reduction in urban heat island, and wildlife habitat.
  - b. Maintenance.** Support innovative approaches, including public/private partnerships, to ensure adequate long-term maintenance of street trees to address tree-related concerns such as sidewalk repair.
- POLICY 6.13 Bird and wildlife-safe development.** Encourage bird-friendly building and lighting design and management practices, to reduce hazards to resident and migrating birds, fish and other wildlife species.

- POLICY 6.14 Low-carbon development.** Reduce carbon emissions from existing and new buildings, transportation systems and infrastructure.
- a. Healthy retrofits.** Support retrofits to existing buildings to reduce energy use and improve indoor air quality.
  - b. Green building.** Encourage high-performance new buildings that meet the energy targets of the Architecture 2030 Challenge and 2015 Climate Action Plan, including net-zero energy use in all new buildings by 2030.
  - c. High performance areas.** Encourage “high performance areas” that conserve energy and water; use renewable energy sources; reduce waste and recycle; manage stormwater; improve occupant health; and enhance the character of the neighborhood, particularly in areas with large amounts of planned new development or redevelopment.
  - d. Solar energy.** Encourage the installation of on-site solar photovoltaic systems.
  - e. Clean district energy.** Enable the expansion and establishment of district energy systems that reduce carbon emissions.
  - f. Low-carbon transportation.** Reduce carbon emissions from transportation systems, including supporting electric vehicle infrastructure.
  - g. Carbon sequestration.** Support the use of green infrastructure to increase carbon sequestration and reduce energy needed to cool buildings in summer.

## **DISTRICT POLICIES: HEALTH AND ENVIRONMENT**

This section contains Health and Environment policies specific to a particular Central City district.

### **West End**

- POLICY 6.WE-1 Build on existing high performance areas.** Encourage “high performance areas” that promote energy efficiency and green building technologies and practices at a neighborhood scale, particularly in new development adjacent to the Pearl’s Brewery Blocks.

### **Goose Hollow**

- POLICY 6.GH-1 High performance Lincoln High School.** Encourage “high performance areas” in areas with large amounts of planned new development or redevelopment, especially the Lincoln High School site.
- POLICY 6.GH-2 Water management and reuse.** Take advantage of Goose Hollow’s topography, identify opportunities for stormwater management, as well as rainwater harvesting and reuse within the district.

## The Pearl

**POLICY 6.PL-1 High performance large sites.** Encourage “high performance areas” that promote energy efficiency, green building technologies, sustainable site design and practices at a neighborhood scale, particularly in areas with large amounts of planned new development or redevelopment such as the US Postal Service site.

## Old Town/Chinatown

**POLICY 6.OT-1 High performance rehabilitation.** Support the inclusion of carbon reducing and environmentally friendly features and technologies in the rehabilitation of historic structures while preserving their historic character.

## Lloyd

**POLICY 6.LD-1 Sustainable district.** Promote innovation and leadership in the Lloyd in the areas of sustainable and restorative development, energy efficiency, water conservation, waste reduction and climate adaptation. Support partnerships that facilitate district-wide strategies.



### **LLOYD/WEIDLER REDEVELOPMENT**

*Conceptual rendering of possible new development along NE Weidler Street facing east, illustrating improved bicycle and pedestrian infrastructure, tree canopy enhancement and green infrastructure features.*

**POLICY 6.LD-2 Sullivan’s Gulch.** Enhance natural resources within Sullivan’s Gulch to improve its function as a habitat corridor, reduce the risk of wildfire and landslide, and maintain and enhance public views, while providing flexibility to incorporate a recreation trail.

## Central Eastside

- POLICY 6.CE-1 **Freight-compatible green infrastructure.** Plan for the development of green infrastructure, in the public right-of-way and on private property, taking into account freight street hierarchy by prioritizing city walkways and bikeways and mixed-use corridors for improvements such as trees and living walls throughout the district. Support the industrial area’s functional relationship to the river.
- POLICY 6.CE-2 **Strategic tree canopy enhancement.** Promote planting, district-wide, and especially along mixed use commercial corridors with higher employment densities and residential uses, and along pedestrian and bike corridors. Select trees and locations that provide adequate clearance for freight movement on streets prioritized for freight mobility.

## South Waterfront

- POLICY 6.SW-1 **High performance district.** Encourage “high performance areas” that promote energy efficiently and green building technologies and practices at a neighborhood scale particularly in areas with large amounts of planned new development.

## University District/South Downtown

- POLICY 6.UD-1 **High performance university campus.** Support PSU as an urban laboratory to promote energy efficiency and green building technologies and practices, as well as sustainable site design and development.

# CENTRALCITY 2035

DIST

THE CENTRAL CITY DISTRICTS



Ave.  
lge



# THE DISTRICTS

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DT

DOWNTOWN

LA

LOWER ALBINA

WE

WEST END

LD

LLOYD

GH

GOOSE HOLLOW

CE

CENTRAL EASTSIDE

PL

THE PEARL

SW

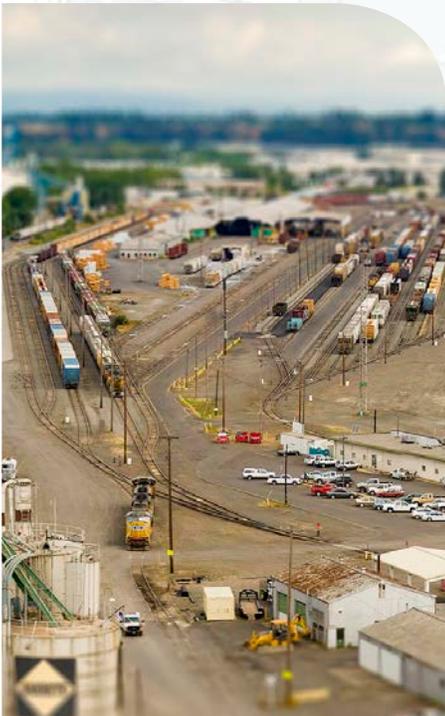
SOUTH WATERFRONT

OT

OLD TOWN/  
CHINATOWN

UD

UNIVERSITY DISTRICT/  
SOUTH DOWNTOWN



DT

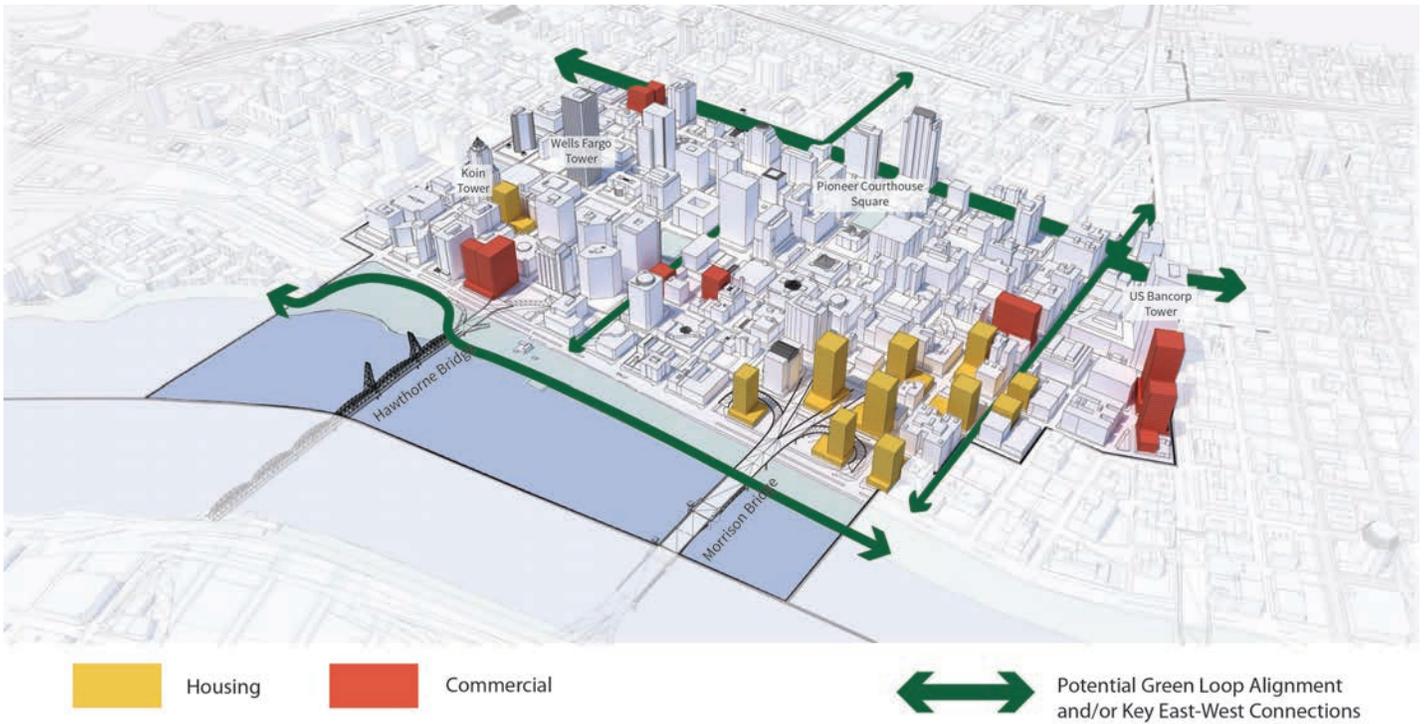
DOWNTOWN



Downtown contains many of the city’s iconic features, such as tall buildings, Pioneer Courthouse Square, museums, performance halls, civic buildings, the Willamette River and Waterfront Park, and historic bridges. Downtown has been shaped by centuries of history, from Native Americans to the settlement era; the expansion of commerce and trade; urban renewal; urban flight; and renewed efforts at revitalization and residential development. Downtown can continue to be the most important gathering place for Portlanders and visitors, as well as a center for innovation and exchange.

## 2035 VISION

Downtown is the economic and symbolic heart of the region and the preeminent location for office employment, retail, tourism, arts and culture, entertainment, government, urban living and ceremonial activities. At the center of the region’s multimodal transportation system, and anchored by the Willamette River and signature public spaces, it is the most intensely urban and easily recognized district in Portland’s Central City.



Between 2010 and 2035, Downtown is expected to grow by 3,000 households and 7,000 jobs, for a total of 4,600 households and 55,200 jobs. This rendering illustrates a possible development scenario approximating future growth. The arrows illustrate a potential Green Loop alignment and key flexible street connections leading to the river and adjacent neighborhoods.

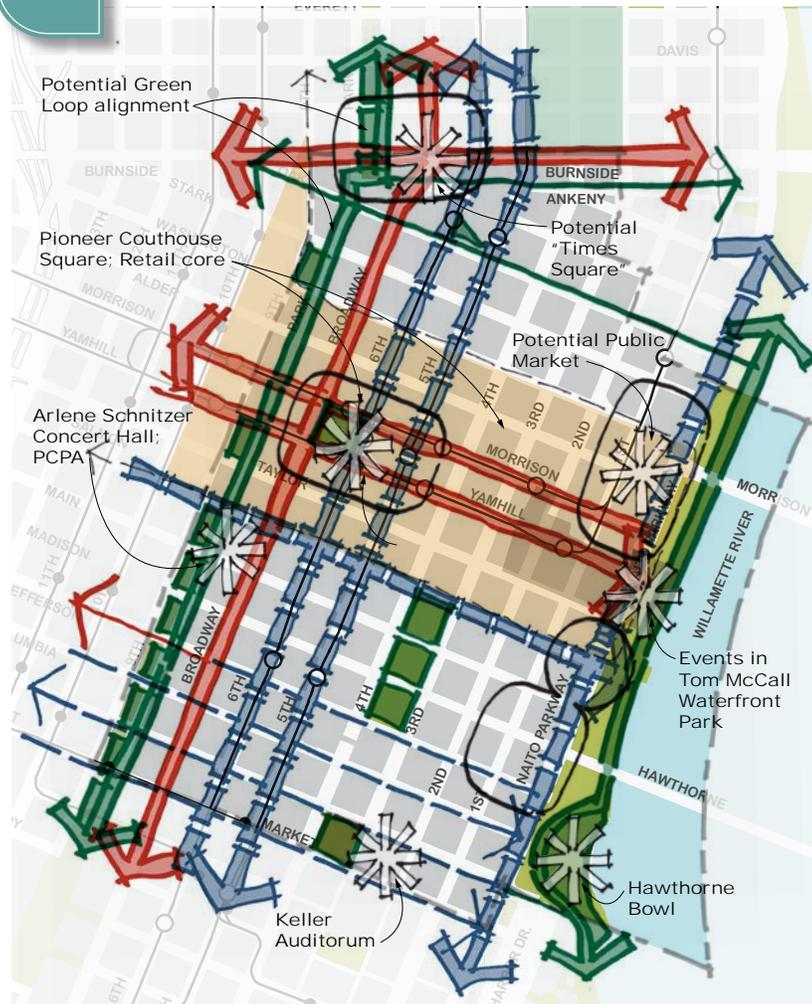
## KEY ELEMENTS

- Extend the Retail Core to the north and to the riverfront
- Establish a clearer set of east-west connections
- Enhance the character of Naito Parkway
- Support a future Green Loop alignment along the South Park Blocks

### DIAGRAM LEGEND:

-  Retail/commercial character
-  Boulevard character
-  Flexible character
-  Key intersection, gateway or bridgehead location
-  Potential new open space
-  Attraction

## DT URBAN DESIGN CONCEPT DIAGRAM



Downtown serves as both the office and retail core for the Central City. The area is home to numerous parks and attractions, including Pioneer Courthouse Square, Governor Tom McCall Waterfront Park, the Arlene Schnitzer Concert Hall and Keller Auditorium. Key intersections and gateways include the Willamette River bridgeheads; SW Broadway and West Burnside; and the Pioneer Square MAX interchange area on the Transit Mall.

The concept diagram also highlights the desired retail/commercial character of SW Morrison and Yamhill streets, West Burnside Street and SW Broadway; the desired boulevard character of 5th and 6th avenues and Naito Parkway; the signature east-west connection of SW Salmon Street; the potential Green Loop alignment along SW Park Avenue and the Willamette Greenway trail along the waterfront.

**WE** WEST END



The West End is a downtown mixed use and residential neighborhood. Its urban character is shaped by numerous historic buildings, new housing projects, many restaurants and retail activities, as well as a strong relationship with the South Park Blocks and Cultural District. However, the area also contains a number of surface parking lots. Over the last decade, the West End has established stronger ties with Portland State University to the south and the Pearl to the north, effectively stretching the retail core from Downtown to the Brewery Blocks.

## 2035 VISION

The West End is 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. The district benefits from its pedestrian orientation and central location, with excellent multimodal access to Portland State University, the South Park Blocks, Goose Hollow and Providence Park, the Pearl and the Downtown retail core.

The West End hosts an attractive mixture of urban, family-friendly residential development with a range of scales, types and amenities that accommodate a socio-economically diverse population. It is a true mixed use environment, where residents live in harmony with successful retail, cultural and office development.



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

*Between 2010 and 2035, the West End is expected to grow by 3,000 households and 3,000 jobs, for a total of 6,800 households and 9,900 jobs. This rendering illustrates a possible development scenario approximating future growth. The arrows illustrate a potential Green Loop alignment and key flexible street connections leading to the river and adjacent neighborhoods.*

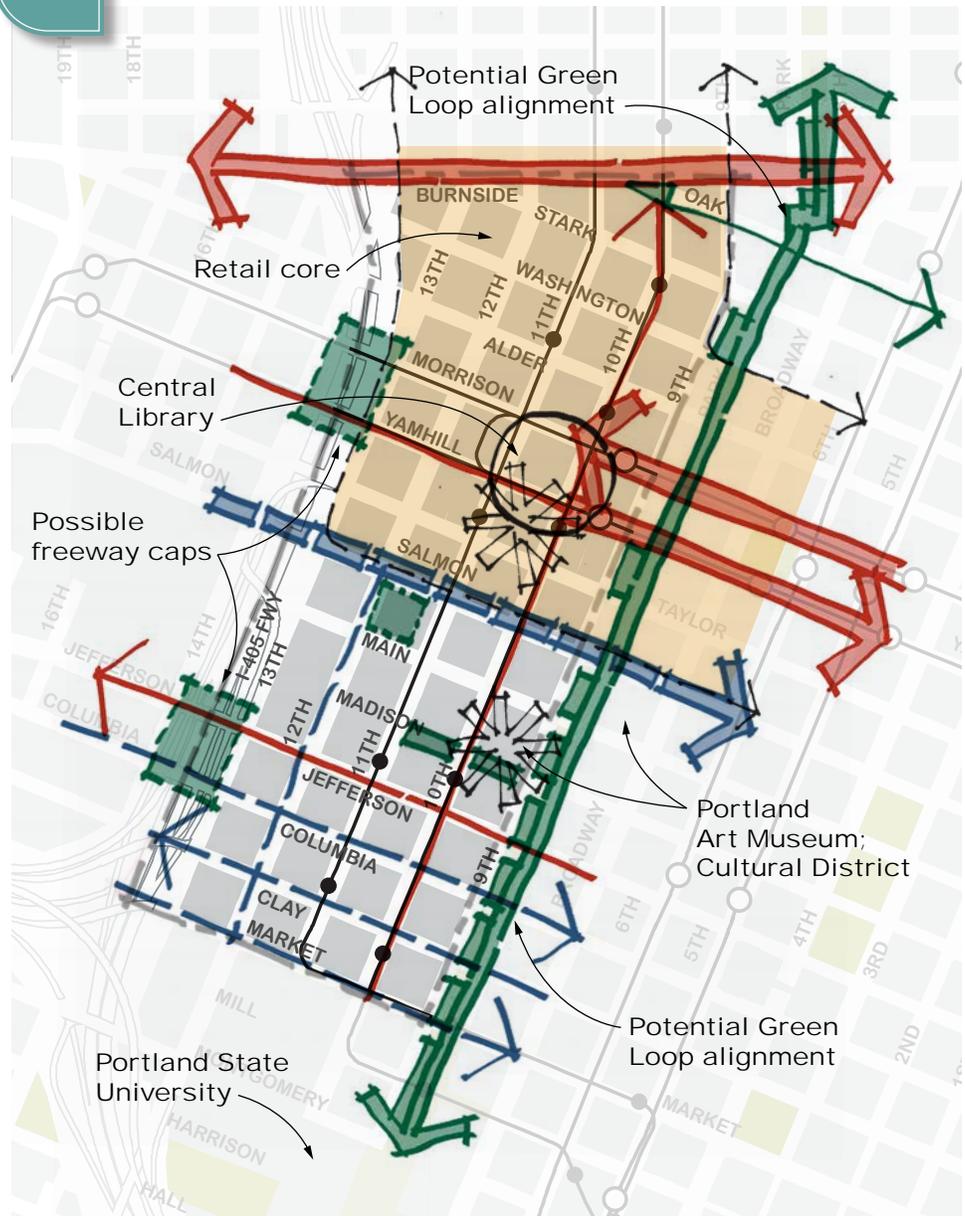
## KEY ELEMENTS

- Strengthen Jefferson main street as a neighborhood-serving retail commercial corridor
- Integrate new development with historic fabric
- Explore freeway capping opportunities to better connect with Goose Hollow
- Highlight the MAX/Streetcar interchange as a civic place
- Re-envision SW 12th Avenue as a boulevard

### DIAGRAM LEGEND:

-  Retail/commercial character
-  Boulevard character
-  Flexible character
-  Key intersection, gateway or bridgehead location
-  Potential new open space
-  Attraction

## WE URBAN DESIGN CONCEPT DIAGRAM



The West End has a predominantly residential character south of SW Salmon Street and a more mixed use character to the north. The area is home to numerous attractions, including the Portland Art Museum and Central Library. Key intersections and gateways include SW Morrison and Yamhill streets between 10th and 11th avenues, where the MAX and streetcar lines intersect. Potential I-405 caps are also shown at SW Jefferson/Columbia and SW Yamhill/Morrison streets.

The concept diagram also highlights the desired retail/commercial character of SW 10th Avenue, West Burnside Street, SW Jefferson into Goose Hollow, Morrison and Yamhill streets; the desired boulevard character of SW Columbia, Clay and Market streets and SW 12th Avenue; and the signature east-west connection of SW Salmon Street. Potential I-405 caps are shown at SW Morrison/Yamhill and Columbia/Jefferson, potentially offering new open space opportunities and improved crossing experiences.



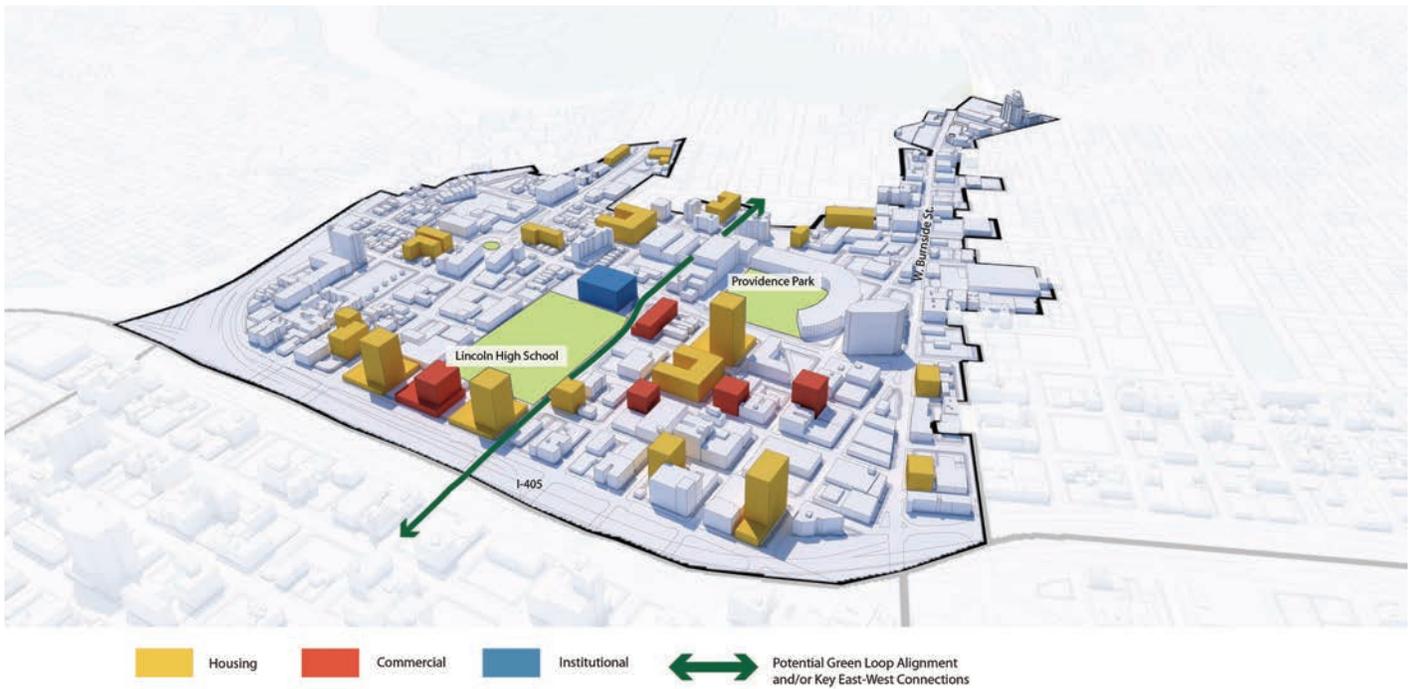
# GOOSE HOLLOW



Goose Hollow is a mixed use district with diverse residential, commercial and institutional uses. There is an eclectic mix of building types and ages, including a number of historic landmarks. Housing in the district ranges from high-rise apartments and condominiums to single-family homes. Goose Hollow is home to several large institutions, which attract high volumes of people to the area. With light rail running through the heart of Goose Hollow, it is highly accessible.

## 2035 VISION

Goose Hollow is a family-friendly urban community with thriving neighborhood businesses and excellent multimodal access to downtown, Portland State University, the Northwest District and Washington Park. The district’s major attractions, including Providence Park, Lincoln High School, the Multnomah Athletic Club and religious institutions, exist in harmony with surrounding mixed use development and attract visitors from all over the region to dine, shop and play in Goose Hollow. Bordering Washington Park, the Vista Bridge and West Hills, the district is known for its natural beauty.



Between 2010 and 2035, Goose Hollow is expected to grow by 1,000 households and 2,000 jobs, for a total of 4,900 households and 7,300 jobs. This rendering illustrates a possible development scenario approximating future growth. The arrows illustrate key flexible street connections leading to the river and adjacent neighborhoods.

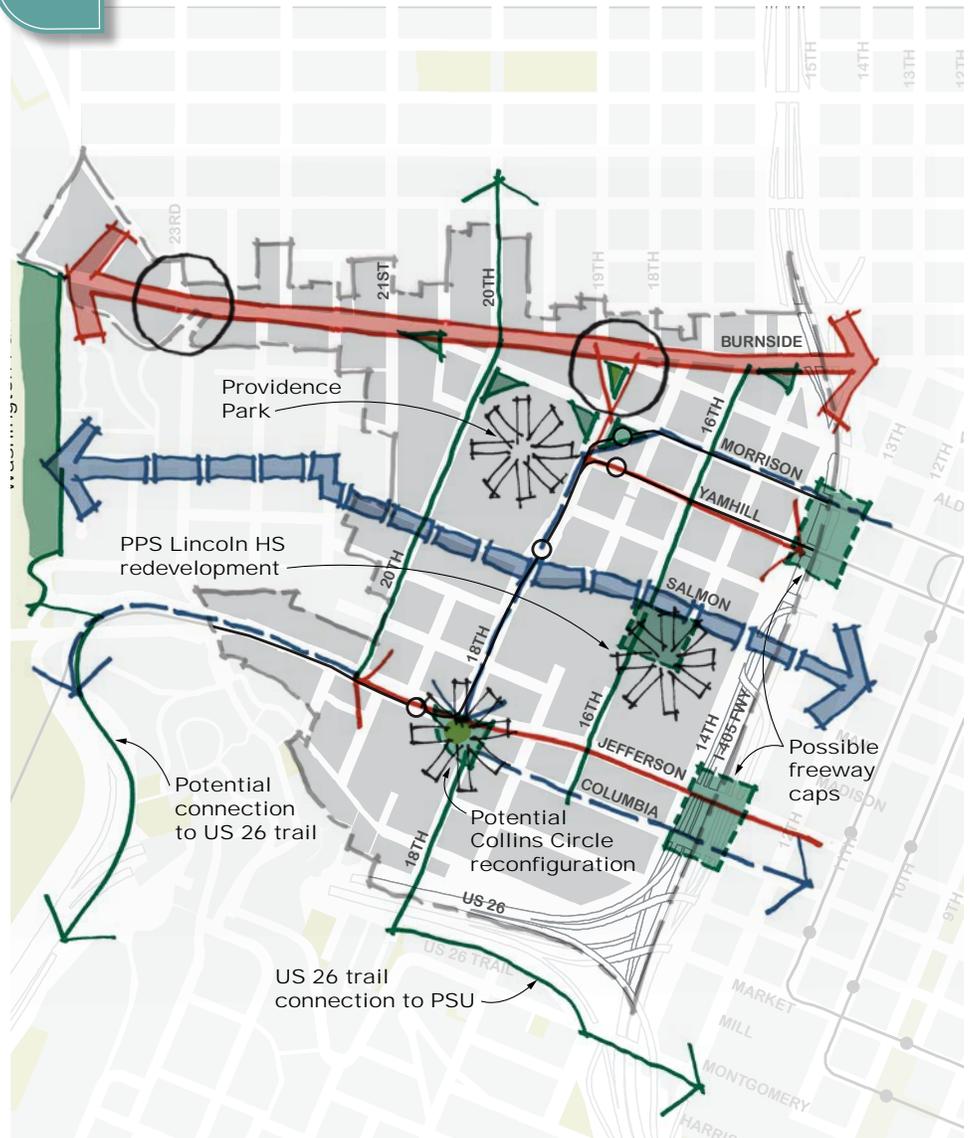
## KEY ELEMENTS

- Develop Jefferson Street as the center of a residential community
- Improve the character of and create new places along West Burnside
- Create new public spaces at Lincoln High School
- Strengthen the identity of SW Salmon as a key east-west green corridor
- Explore freeway capping opportunities across I-405

### DIAGRAM LEGEND:

- Retail/commercial character
- Boulevard character
- Flexible character
- Key intersection, gateway or bridgehead location
- Potential new open space
- Attraction

## GH URBAN DESIGN CONCEPT DIAGRAM



Goose Hollow has a diverse mix of residential, commercial and institutional uses. The area is home to numerous attractions, including Providence Park, Lincoln High School and the Collins Circle/Jefferson main street area. Key intersections and gateways include West Burnside Street and 23rd Avenue as well as West Burnside Street and 18th Avenue.

Potential I-405 caps are shown at SW Jefferson/Columbia and SW Yamhill/Morrison streets, and new or improved open spaces are shown at potential future reconfigurations of Collins Circle and Lincoln High School. The concept diagram also highlights the desired retail/commercial character of West Burnside Street, SW Yamhill and Jefferson streets; the desired boulevard character of SW Columbia Street; the central portion of SW 18th Avenue, SW Morrison Street and the western end of SW Jefferson Street. The diagram highlights the unique opportunity presented by SW Salmon Street, a potential signature green corridor linking Goose Hollow to the West End and Downtown, and the desired flexible character of SW 20th and 16th avenues, offering improved north-south access through the district.

PL

THE PEARL

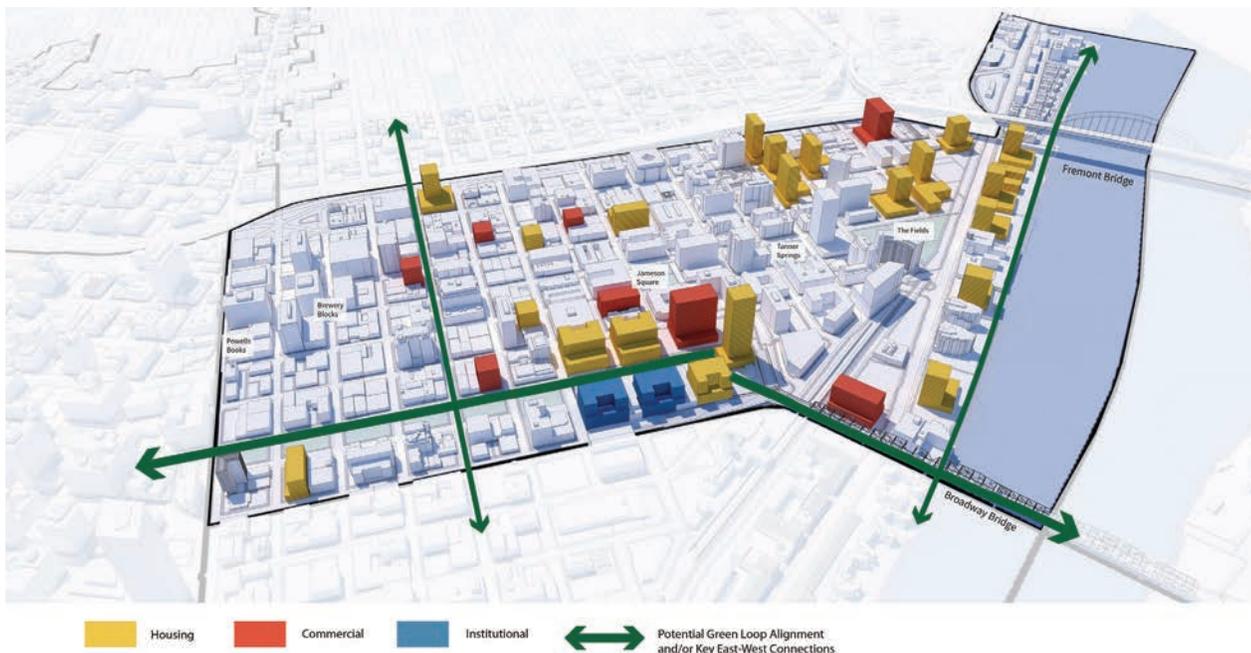


Characterized by a mix of housing, employment, retail and arts and entertainment establishments, the Pearl is supported by a multimodal transportation network, a system of parks, affordable and market rate housing, and a growing job base. The area combines new architecture within the context of its industrial past, with many former warehouse and industrial service buildings now repurposed for new uses. The residents of the Pearl are some of the most diverse in the Central City and include people at all income levels, families with children, seniors and students.

## 2035 VISION

A highly livable and multimodal urban neighborhood, the Pearl is a culturally and ethnically diverse, family-friendly complete community, with excellent access to public amenities including the Willamette River, retail services, cultural institutions and public transportation.

The district is a 21st-century model of social, environmental and economic sustainability. Its 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.



Between 2010 and 2035, the Pearl is expected to grow by 6,000 households and 4,000 jobs, for a total of 11,600 households and 14,700 jobs. This rendering illustrates a possible development scenario approximating future growth. The arrows illustrate a potential Green Loop alignment and key flexible street connections leading to the river and adjacent neighborhoods.

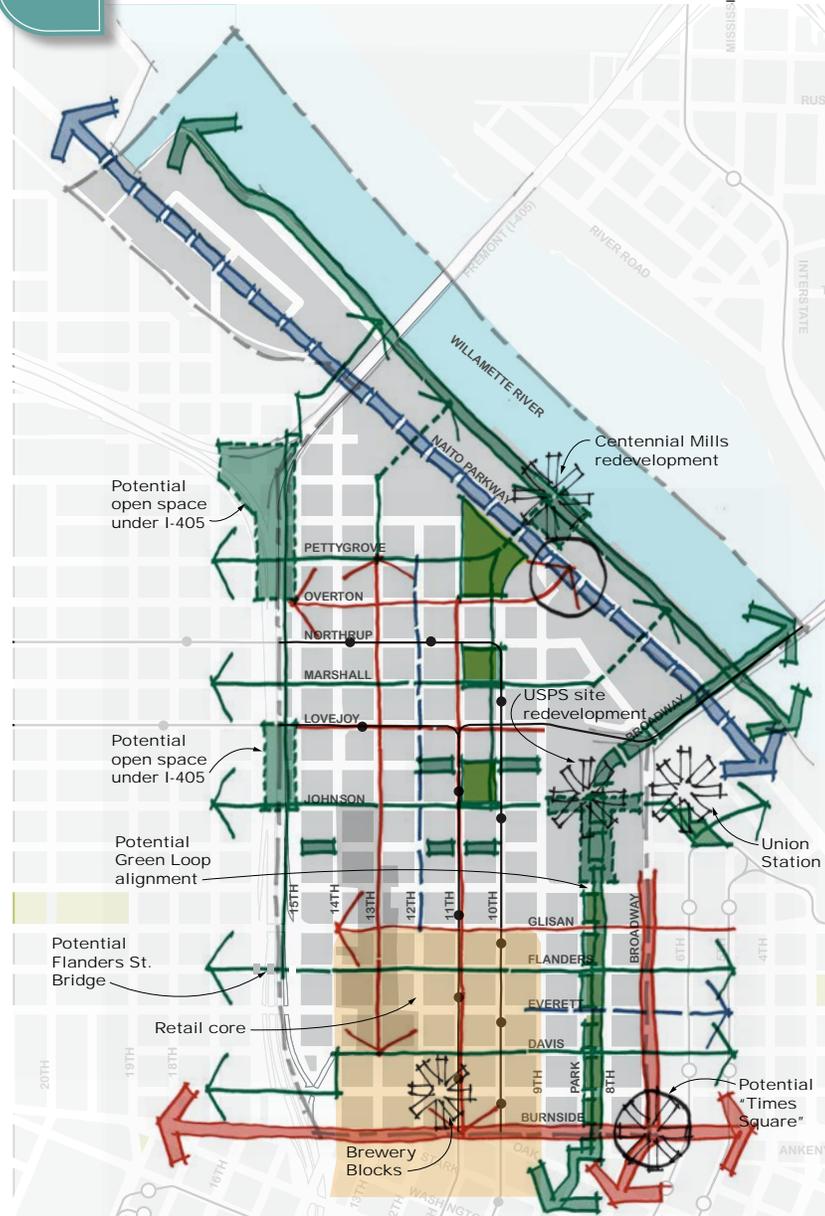
## KEY ELEMENTS

- Extend the retail core to NW Glisan
- Explore open spaces uses for parcels under I-405
- Redevelop the US Postal Service site for high density employment and signature city attractions
- Create a unique urban riverfront with Centennial Mills serving as the centerpiece
- Develop the Green Loop through the North Park Blocks to the Broadway Bridge

### DIAGRAM LEGEND:

-  Retail/commercial character
-  Boulevard character
-  Flexible character
-  Key intersection, gateway or bridgehead location
-  Potential new open space
-  Attraction

## PL URBAN DESIGN CONCEPT DIAGRAM



The Pearl hosts a truly diverse mix of residential, commercial, industrial and institutional uses. Attractions include the Brewery Blocks and Powell's City of Books. Great potential for new attractions exists at the United States Postal Service (USPS) site and at Centennial Mills. Key intersections and gateways include NW 9th Avenue and Naito Parkway and West Burnside Street and NW Broadway.

The concept diagram also highlights the desired retail/commercial character of NW 11th and 13th avenues, NW Overton, Glisan and West Burnside streets, and NW Broadway; the desired boulevard character of Naito Parkway, NW 12th Avenue and NW Everett Street; and the desired flexible character of NW Davis, Flanders, Johnson, Marshall and Pettygrove streets. The diagram also shows the potential Green Loop alignment along Park Avenue through the USPS site, with connections via NW Johnson and Flanders to Northwest Portland and the greenway trail.

OT

OLD TOWN/CHINATOWN

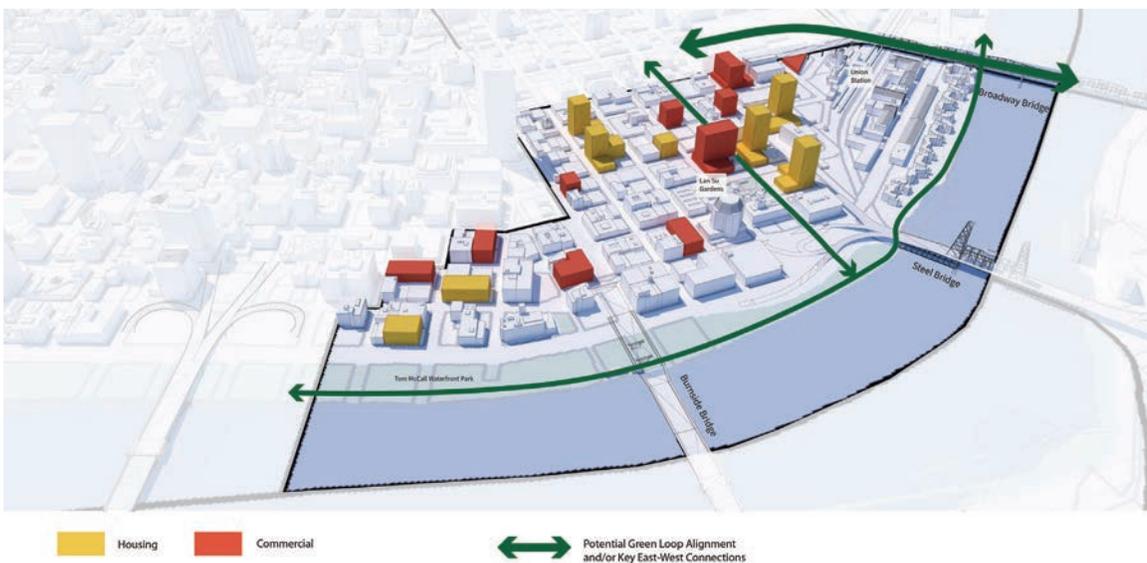


The site of Portland’s earliest commercial development, the Old Town/Chinatown area is rich in culture and historic buildings that evoke the city’s early years. More than 40 percent of the area lies within two historic districts: the Skidmore/Old Town Historic District and New Chinatown/Japantown Historic District. Skidmore/Old Town is home to one of the largest collections of 19th-century commercial cast iron buildings in the country and is designated as a National Historic Landmark. New Chinatown/Japantown commemorates Portland’s 19th and early 20th-century Asian heritage. NW Broadway runs through the western portion of the area, connecting downtown to iconic Union Station and the Broadway Bridge.

## 2035 VISION

Old Town/Chinatown is a vibrant, resilient, 24-hour neighborhood rooted in a rich cultural and historical past. The district’s two thriving historic districts, numerous multi-cultural attractions and higher education institutions foster a thriving mix of office employers, creative industry start-ups, retail shops and a range of entertainment venues, restaurants and special events.

The district has a balanced mix of market rate, student and affordable housing. Its social service agencies continue to play a critical public health role within the Portland region. The district has a mix of human-scaled, restored historic buildings and contextually sensitive infill development. It is well connected to the rest of the Central City and the region through excellent multimodal transportation facilities and safe and attractive street connections to adjacent neighborhoods and an active riverfront.



Between 2010 and 2035, Old Town/Chinatown is expected to grow by 2,000 households and 3,000 jobs, for a total of 3,900 households and 8,200 jobs. This rendering illustrates a possible development scenario approximating future growth. The arrows illustrate a potential Green Loop alignment and key flexible street connections leading to the river and adjacent neighborhoods.

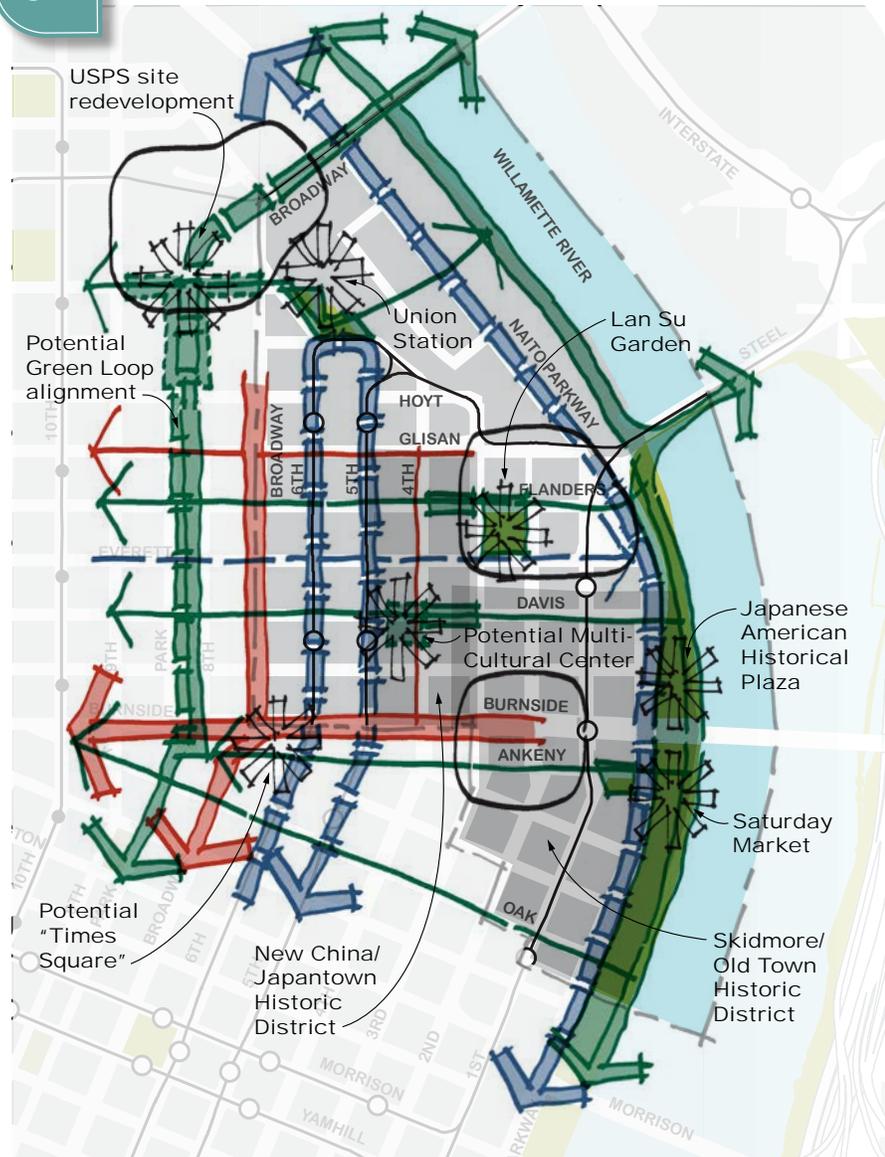
## KEY ELEMENTS

- Highlight the intersection at NW Broadway and West Burnside
- Strengthen east-west connections between the North Park Blocks and the river
- Explore development of a multi-cultural history center
- Create a NW 4th Avenue main street

### DIAGRAM LEGEND:

-  Retail/commercial character
-  Boulevard character
-  Flexible character
-  Key intersection, gateway or bridgehead location
-  Potential new open space
-  Attraction

## OT URBAN DESIGN CONCEPT DIAGRAM

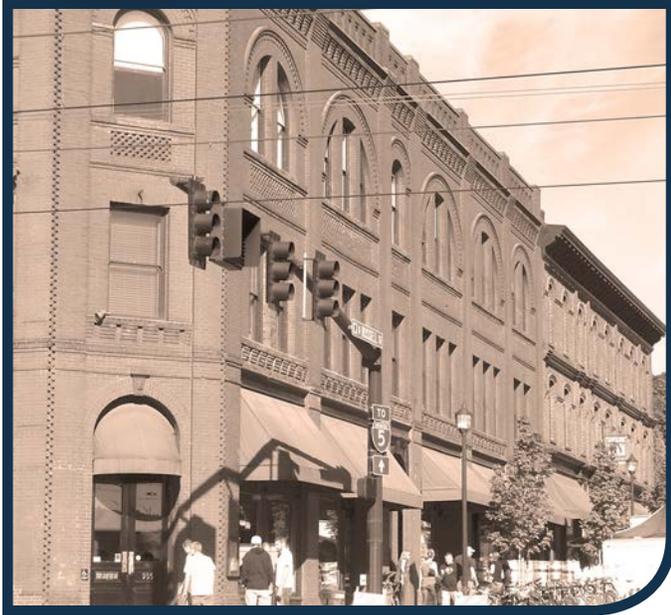


Old Town/Chinatown has several distinct subareas: the Skidmore/Old Town Historic District to the south, the New Chinatown/Japantown Historic District flanked by the NW Glisan Street corridor to the north, and the NW Broadway area to the west. While this area already features some signature public attractions, including the Lan Su Garden and Union Station, it could benefit from new ones, such as a possible multi-cultural history center and a new public space at the intersection of NW Broadway and West Burnside Street. Key intersections and gateways include the Burnside and Steel bridgeheads as well as the Chinatown Gate at West Burnside Street and 4th Avenue.

The concept diagram also highlights the desired retail/commercial character of West Burnside Street, NW Broadway, NW Glisan Street and NW 4th Avenue; the desired boulevard character of NW 5th and 6th avenues, Naito Parkway and NW Everett Street; and the flexible character and key east-west connections of NW Flanders and Davis streets to the Willamette River greenway trail.

LA

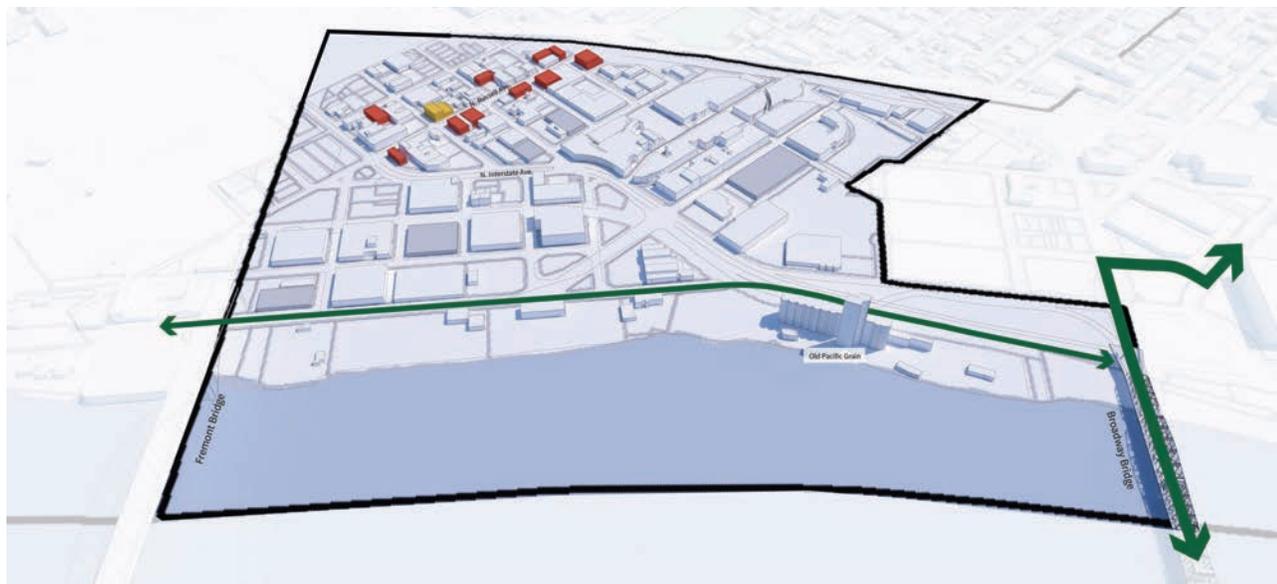
LOWER ALBINA



Lower Albina is primarily an industrial district, with a working harbor area, an important living-wage job base and a small mixed use historic area along N Russell Street. Freight movement by trucks and trains is an important part of the economic well-being of Lower Albina. The access route to I-5 South and I-84 is NE Broadway to the Wheeler on-ramp. Interstate Avenue is the major north/south arterial in Lower Albina and is used for automobiles, trucks, light rail, transit, bicycles and pedestrians. Russell Street is the main east-west connection. Interstate Avenue is the most important north-south multimodal connection, with light rail, bicycle facilities and motor vehicle access to north Portland. The nearby Union Pacific rail yard is classified as a Freight District. Planning efforts from the last few decades in Lower Albina have focused on retaining and enhancing the industrial and employment functions of the district.

## 2035 VISION

Lower Albina is a strong industrial and employment area supported by the working harbor, providing diverse employment and development opportunities. The historic N Russell Street is vibrant and rich, with mixed use and commercial activities that are compatible with nearby industrial and employment uses.



Housing
  Commercial
  Industrial
  Potential Green Loop Alignment and/or Key East-West Connections

*Between 2010 and 2035, Lower Albina is expected to grow by about 200 households and 200 jobs, for a total of 300 households and 2,300 jobs. This rendering illustrates a possible development scenario showing what growth might look like in the district. The arrows illustrate a potential Green Loop alignment and key flexible street connections leading to the river and adjacent neighborhoods.*

## KEY ELEMENTS

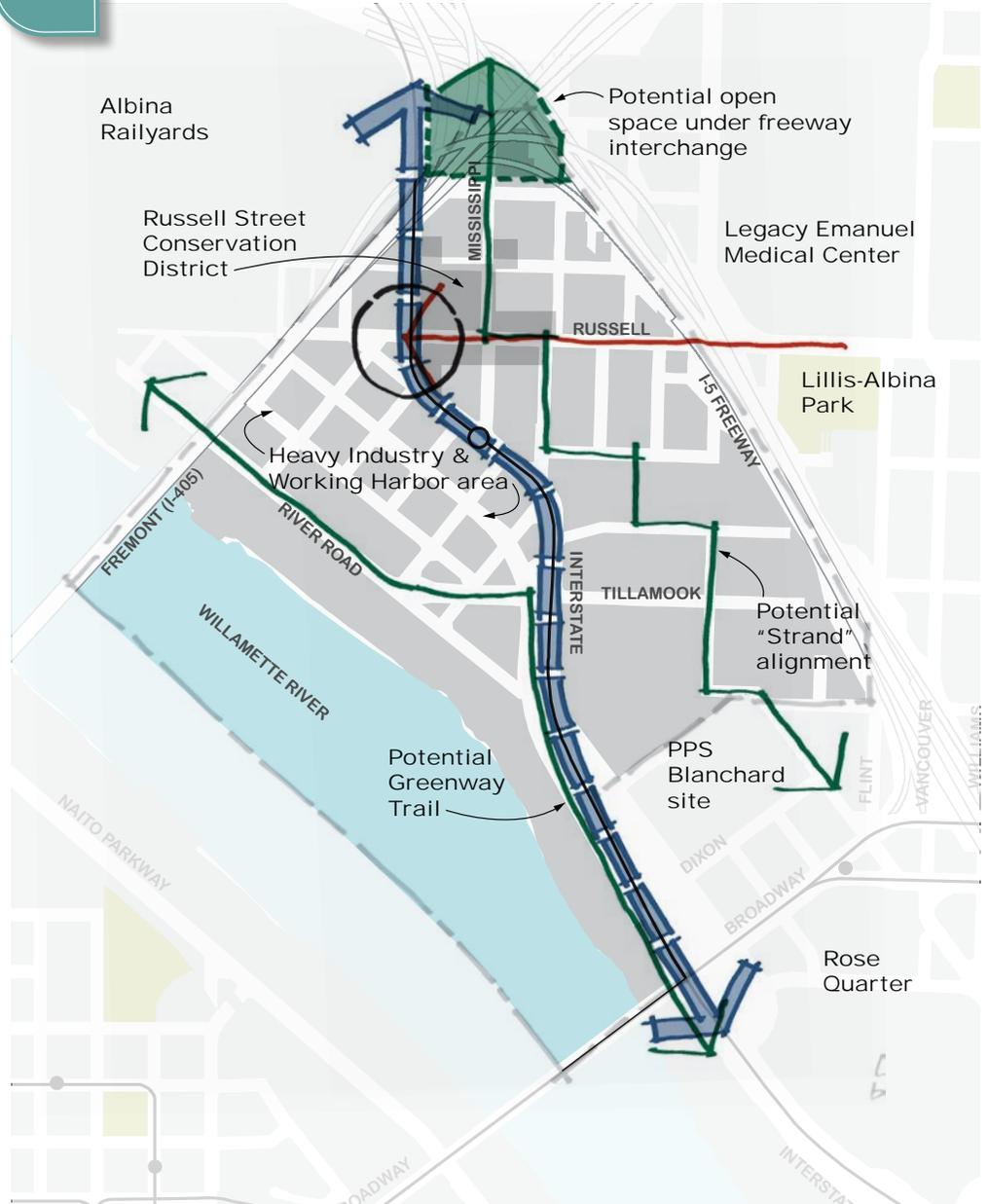
- Celebrate historic N Russell Street and expand retail and commercial activity east, re-establishing the historic connection between Lower Albina and the Vancouver/Williams corridor
- Preserve the district's industrial character while adding flexibility for some commercial uses
- Support regionally significant heavy industry and the working harbor

### DIAGRAM LEGEND:

-  Retail/commercial character
-  Boulevard character
-  Flexible character
-  Key intersection, gateway or bridgehead location
-  Potential new open space
-  Attraction

LA

## URBAN DESIGN CONCEPT DIAGRAM



Lower Albina is largely an industrial and employment area, with a heavy industrial and working harbor area west of Interstate Avenue; a general industrial area east of Interstate Avenue; and the historic N Russell Street mixed use area. Attractions include establishments along N Russell Street, including restaurants, bars and the Widmer Brothers Brewing Company. Key intersections and gateways include N Russell Street and N Interstate Avenue.

A potential new open space is shown under the I-405/I-5 freeway interchange. The concept diagram also highlights the desired retail/commercial character of N Russell Street; the desired boulevard character of N Interstate Avenue; the opportunity for a new flexible "strand" connection, and future Greenway Trail improvements along River Road.



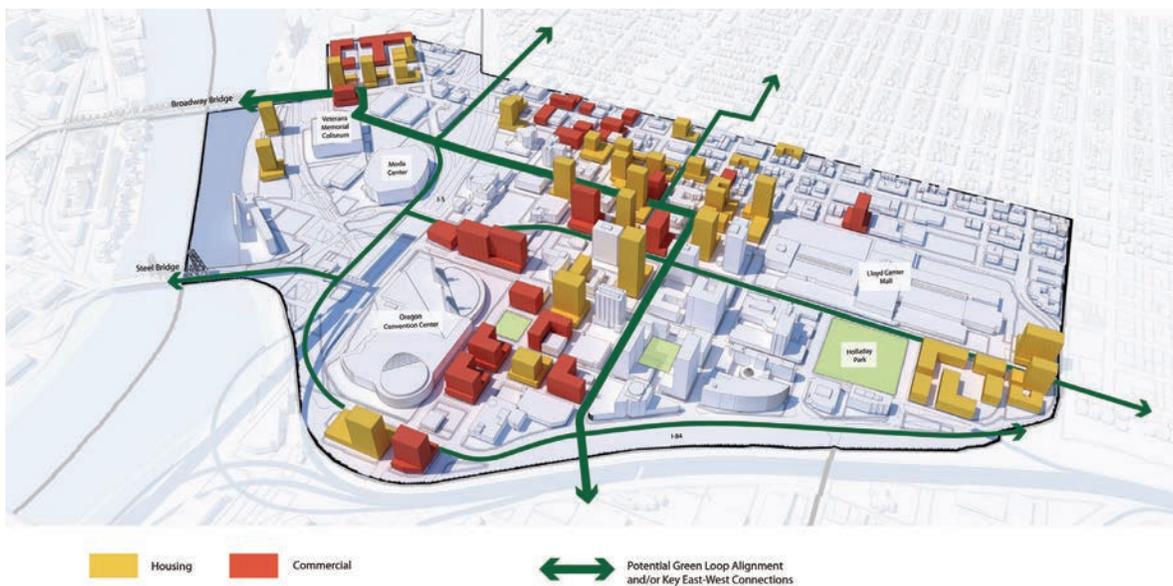
# LLOYD



The Lloyd district is characterized by a number of large region-serving facilities, including the Moda Center, Oregon Convention Center and the Lloyd Center shopping mall, as well as a concentration of large office buildings and neighborhood-serving retail on the eastern portion of NE Broadway. The Lloyd district has been the focus of a number of planning efforts in the past few decades, many seeking to build on the district’s existing assets, such as its regional transportation connections and concentration of regionally significant event facilities. The Lloyd district has also been identified as an “EcoDistrict,” with a focus on equitable, sustainable and resilient urban regeneration. The district contains an enormous amount of development potential and unique opportunities for placemaking. As the district redevelops, there also will be opportunities to integrate nature into a densely developed urban area and to become a model of sustainable urban development.

## 2035 VISION

Lloyd is an intensely urban eastside center of the Central City with regional attractions and high quality multimodal infrastructure, including several light rail and bus lines that converge at the Rose Quarter Transit Center. It is one of the most vital and livable districts in the Central City, with a strong employment base, successful residential communities with market rate and affordable housing options, as well as a variety of amenities. The district is a model of sustainability and resilience, complete with well-designed open spaces, streets, and high-performance green buildings and infrastructure.



Between 2010 and 2035, Lloyd is expected to grow by 8,000 households and 9,000 jobs, for a total of 9,000 households and 25,800 jobs. This rendering illustrates a possible development scenario approximating future growth. The arrows illustrate a potential Green Loop alignment and key flexible street connections leading to the river and adjacent neighborhoods.

## KEY ELEMENTS

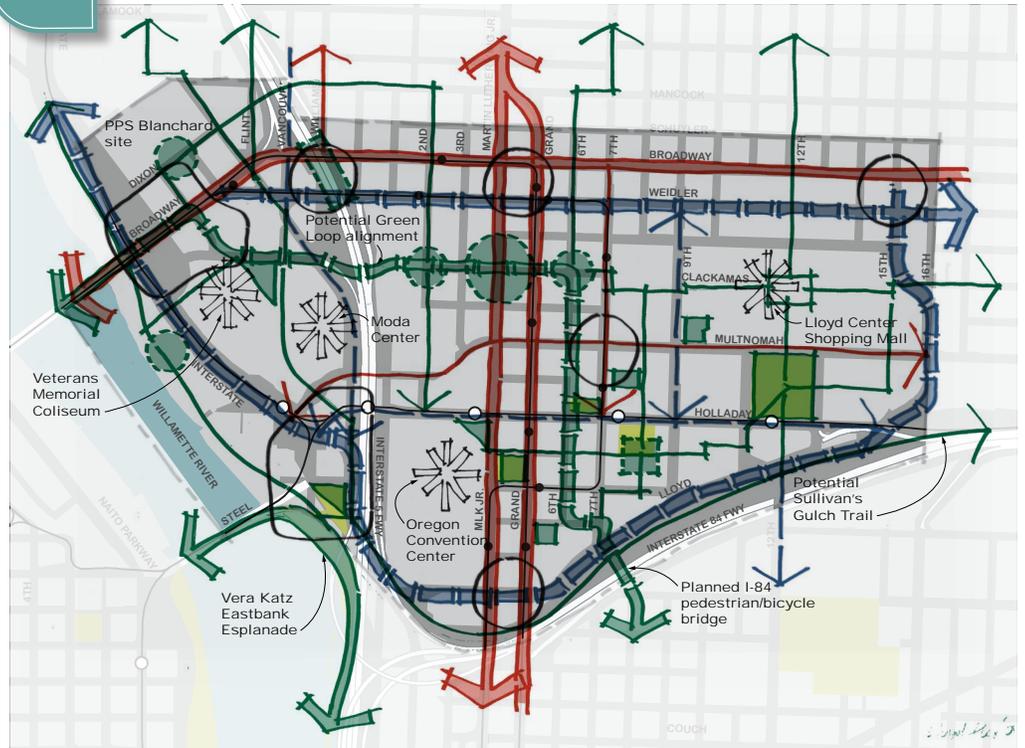
- Create an east-west open space spine
- Promote high-density, mixed use development and supportive amenities in the core
- Encourage sustainable development, including green buildings, green infrastructure and habitat enhancement
- Support the development of unique gateways into and out of the district

### DIAGRAM LEGEND:

-  Retail/commercial character
-  Boulevard character
-  Flexible character
-  Key intersection, gateway or bridgehead location
-  Potential new open space
-  Attraction

LD

## URBAN DESIGN CONCEPT DIAGRAM



Lloyd is a high-density, mixed use area with well-established office and entertainment functions and a growing residential community. Attractions include the Rose Quarter, Oregon Convention Center and Lloyd Center Mall. Key intersections and gateways are identified circling the district, with several located on the NE Broadway/Weidler street corridor and others along N Interstate Avenue and NE Lloyd Boulevard.

The diagram incorporates design concepts for a new freeway interchange at Broadway/Weidler, as well as several potential new open spaces throughout the district, including a string of desired parks roughly along NE Clackamas Street. The concept diagram also highlights the desired retail/commercial character of NE Broadway, MLK Boulevard and Grand Avenue; the desired boulevard character of NE Weidler Street, N Interstate Avenue, NE Wheeler and 15th avenues and NE Lloyd Boulevard; and a system of flexible connections on NE Clackamas Street, NE 2nd, 6th and 12th avenues, with a potential Green Loop alignment along 6th/7th and Clackamas.

CE

CENTRAL EASTSIDE

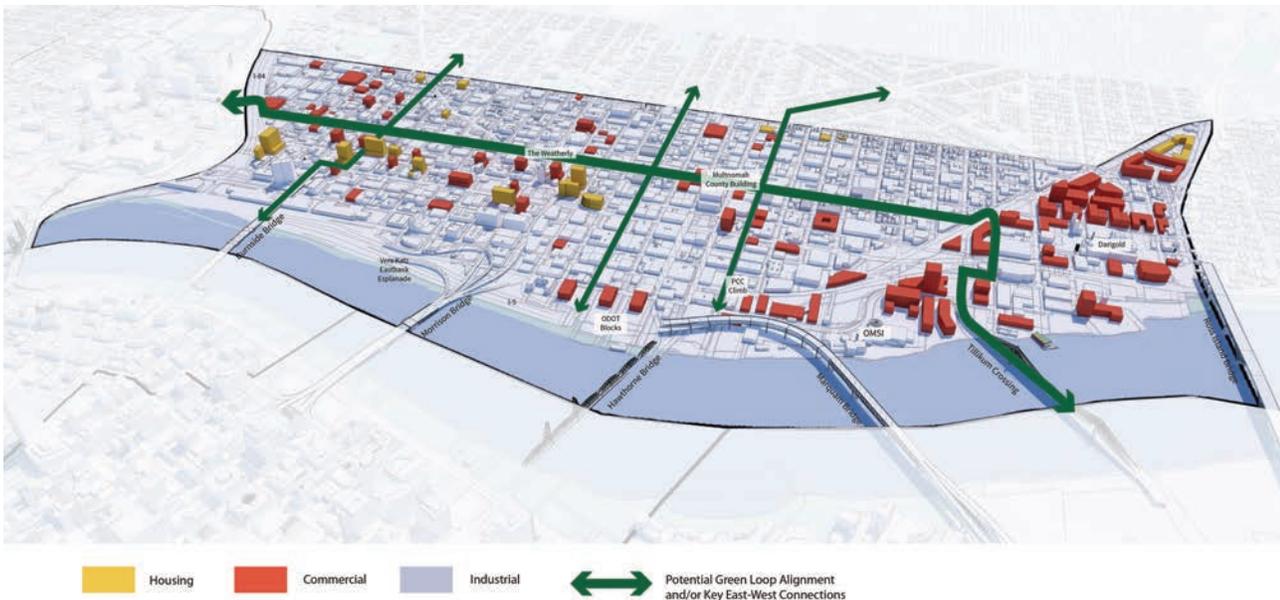


The Central Eastside is one of the most dynamic and rapidly changing parts of Portland’s Central City. Ever since its initial development in the late 19th century, the district has had a unique mix of industrial, commercial and residential uses. This continues today with new residential and office buildings being built along historic main streets lined with older warehouses that have been rehabilitated for manufacturing and compatible industries.

## 2035 VISION

The Central Eastside is a large, multimodal and vibrant employment district where existing industrial and distribution businesses continue to thrive while the district’s job base grows and diversifies to attract new and emerging industries. Bridges and other connections between industry in the district and academic partners west of the river support access, collaboration, innovation and business development activities.

The district’s riverfront is a regional amenity and destination for employees, residents and visitors, with a variety of attractions and activities that bring people to, along and in the river. The riverfront by the OMSI light rail transit station area is a major hub for a variety of commercial, educational and other uses. River recreation and transportation flourish along the riverfront, supported by docks and other amenities.



Between 2010 and 2035, the Central Eastside is expected to grow by 7,000 households and 8,000 jobs, for a total of 7,900 households and 25,000 jobs. This rendering illustrates a possible development scenario approximating future growth. The arrows illustrate a potential Green Loop alignment and key flexible street connections leading to the river and adjacent neighborhoods.

## KEY ELEMENTS

- Preserve the industrial sanctuary while allowing for higher employment density
- Strengthen the transportation system for all; promote active transportation and accommodate freight
- Support manufacturing, industrial services and other Central Eastside sectors as part of the Innovation Quadrant
- Enhance livability and activate mixed use corridors
- Create a regional riverfront destination

### DIAGRAM LEGEND:

-  Retail/commercial character
-  Boulevard character
-  Flexible character
-  Key intersection, gateway or bridgehead location
-  Potential new open space
-  Attraction

## CE URBAN DESIGN CONCEPT DIAGRAM



The Central Eastside is predominately an industrial and employment area organized around several mixed use corridors. Attractions include the Oregon Museum of Science and Industry (OMSI) and the Vera Katz Eastbank Esplanade. Key intersections and gateways include the Willamette River bridgeheads, East Burnside and Sandy Boulevard.

The diagram highlights several sites for potential new parks or open spaces in the district, many of which are along the waterfront or adjacent to new transit station areas. The concept diagram also highlights the desired retail/commercial character of Sandy, Hawthorne, Powell and northern MLK boulevards; Grand and Water avenues, East Burnside, SE Morrison, Belmont, and Division streets; and the desired boulevard character of SE 11th and 12th avenues, NE Couch, Stark, Belmont and Madison streets. The diagram also shows a few potential alternatives for the Green Loop alignment through the district, acknowledging that more process is needed to effectively balance freight movement with active transportation facilities. It identifies a flexible design character for SE Ankeny, SE Salmon, Clay and Caruthers, 6th and 7th avenues, the Vera Katz Eastside Esplanade, and the areas under the Morrison and Hawthorne viaducts.

SW

SOUTH WATERFRONT

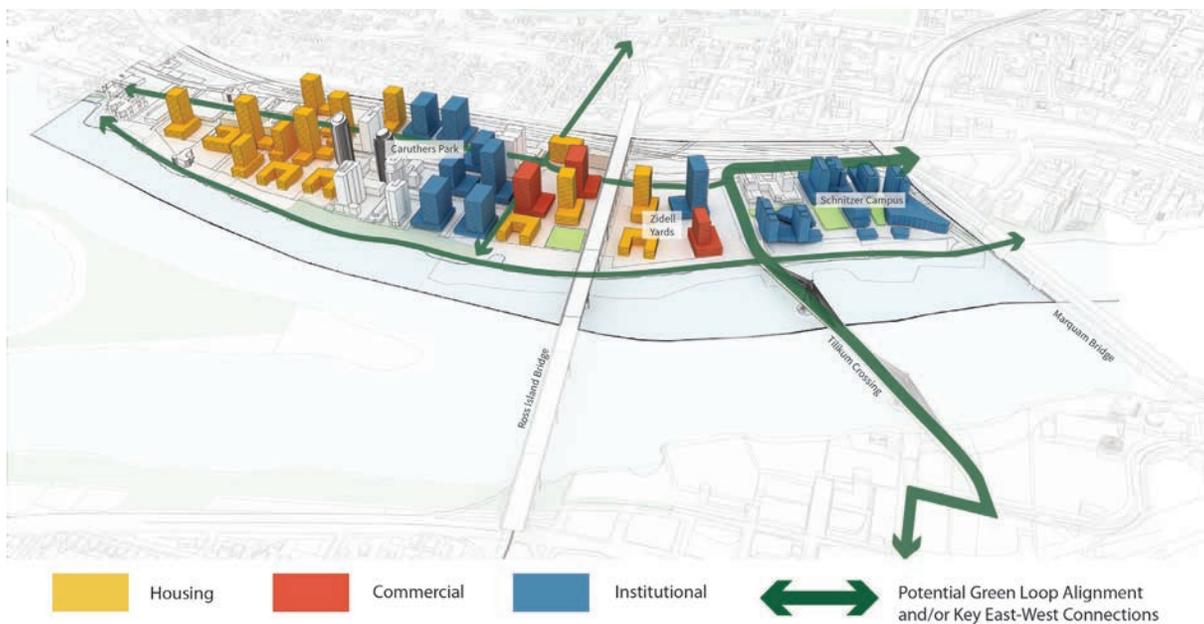


A decade ago South Waterfront was characterized by vacant brownfield sites and underutilized buildings. Now the district is home to more than 1,300 housing units, a growing mix of jobs, new parks and greenway amenities. It will soon be connected with the most diverse multimodal transportation network in the state. Oregon Health and Science University is beginning to develop the Schnitzer Campus, a science and high tech research university. A public/private development partnership is also underway for the Zidell properties, which includes the potential for new parks, greenway connections, housing and office development.

## 2035 VISION

The southern gateway to the Central City, South Waterfront is a dense, vibrant, walkable, distinctly urban mixed use community, with market rate and affordable housing options. It has excellent access to transit, parks and neighborhood amenities, as well as the Willamette River and greenway trail. The district serves as a model for sustainable development.

The district benefits from strong connections to the South Downtown/University District, Downtown, the Central Eastside, adjacent neighborhoods and a clean and healthy river that provides a range of urban amenities, recreational opportunities, beautiful views and ecological functions.



Between 2010 and 2035, South Waterfront is expected to grow by 4,000 households and 10,000 jobs, for a total of 5,100 households and 11,200 jobs. This rendering illustrates a possible development scenario approximating future growth. The arrows illustrate a potential Green Loop alignment and key flexible street connections leading to the river and adjacent neighborhoods.

## KEY ELEMENTS

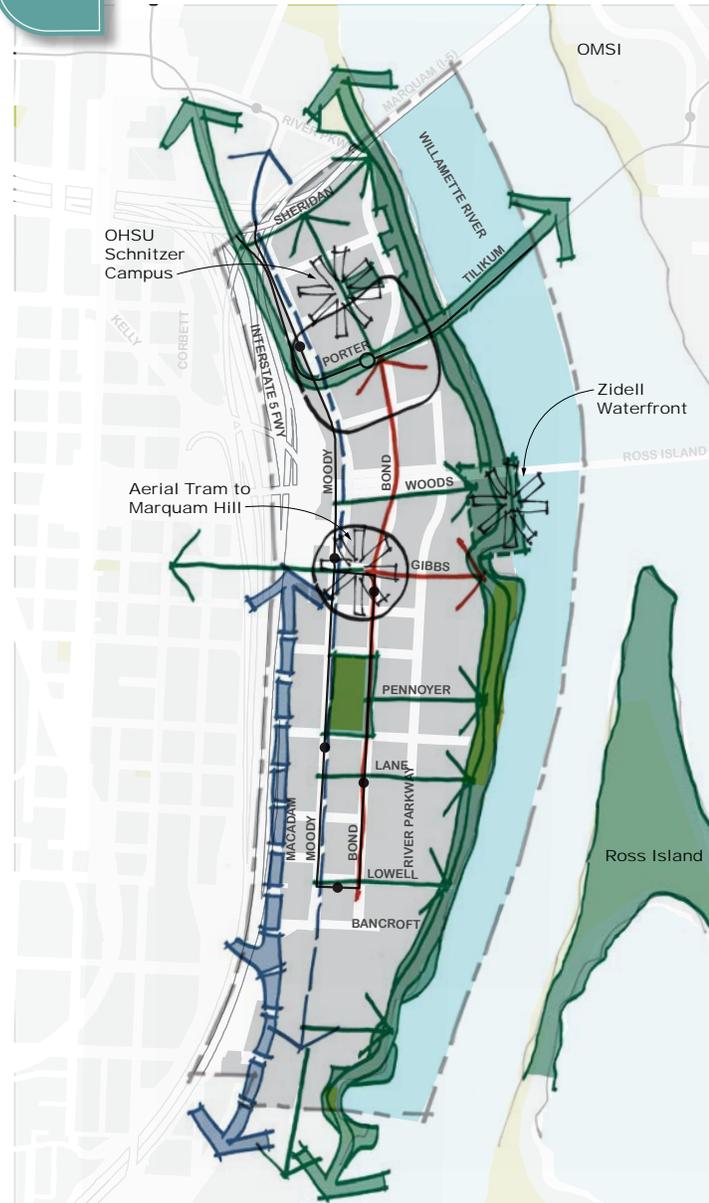
- Create a signature riverfront open space as part of the greenway system
- Enhance the transit hub at the tram landing
- Concentrate retail along SW Bond and Gibbs
- Improve multimodal connections to the south and west

### DIAGRAM LEGEND:

-  Retail/commercial character
-  Boulevard character
-  Flexible character
-  Key intersection, gateway or bridgehead location
-  Potential new open space
-  Attraction

SW

## URBAN DESIGN CONCEPT DIAGRAM



South Waterfront is a predominately institutional and residential mixed use district. Attractions include the Schnitzer Campus of Oregon Health and Science University, the Collaborative Life Sciences Building, Aerial Tram and South Waterfront Greenway. Key intersections and gateways include the Tilikum Crossing bridgehead and SW Moody and Gibbs streets.

The diagram highlights potential new open spaces at the base of the Ross Island Bridge and in the northern part of the district on the OHSU Schnitzer Campus. The concept diagram also highlights the desired retail/commercial character of SW Bond and Gibbs streets; the boulevard character of SW Macadam and Moody avenues; and the flexible character of the greenway trail and a series of east-west connections to it.



## UNIVERSITY DISTRICT/ SOUTH DOWNTOWN

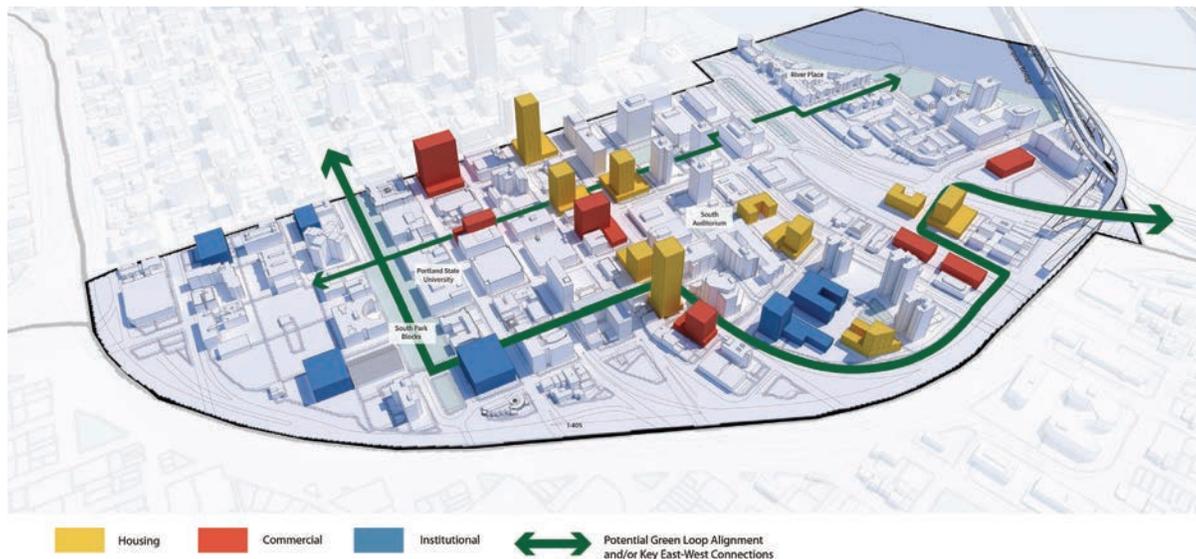


The University District/South Downtown includes three distinct urban districts: Portland State University (PSU), the South Auditorium blocks and RiverPlace. With close to 30,000 enrolled students, PSU's growth and development is guided by the University District Framework Plan (2010). The strategic direction for the Central City as a center for innovation and exchange aligns strongly with PSU and its surrounding area. The South Auditorium Project, developed in the 1960s, was the city's first urban renewal area and now includes modern office buildings and apartment towers. The area is connected by a system of Lawrence Halprin-designed parks, fountains and pedestrian pathways. A community of apartments, condos and ground floor retail, RiverPlace is one of the few places in the Central City with direct access to the water's edge.

## 2035 VISION

University District/South Downtown is the livable, accessible home to: 1) Portland State University, Oregon's largest university; 2) the South Auditorium District, a unique open space, commercial and residential landscape created through Portland's first experiment with urban renewal; and 3) RiverPlace, a dynamic, dense residential and commercial district with an intimate relationship to the Willamette River.

While each of these three areas has its distinct character, they are well connected to each other and to adjacent districts with multimodal facilities, including light rail and streetcar. In combination, they provide the setting for a growing international, multi-cultural center of learning, fostering information exchange and innovation. The district plays a key role in accommodating and incubating the Portland region's growing cluster of knowledge-based, research-oriented enterprises while remaining an attractive, vibrant and livable residential area.



Between 2010 and 2035, South Downtown/University is expected to grow by 3,000 households and 4,000 jobs, for a total of 6,200 households and 14,400 jobs. This rendering illustrates a possible development scenario approximating future growth. The arrows illustrate a potential Green Loop alignment and key flexible street connections leading to the river and adjacent neighborhoods.

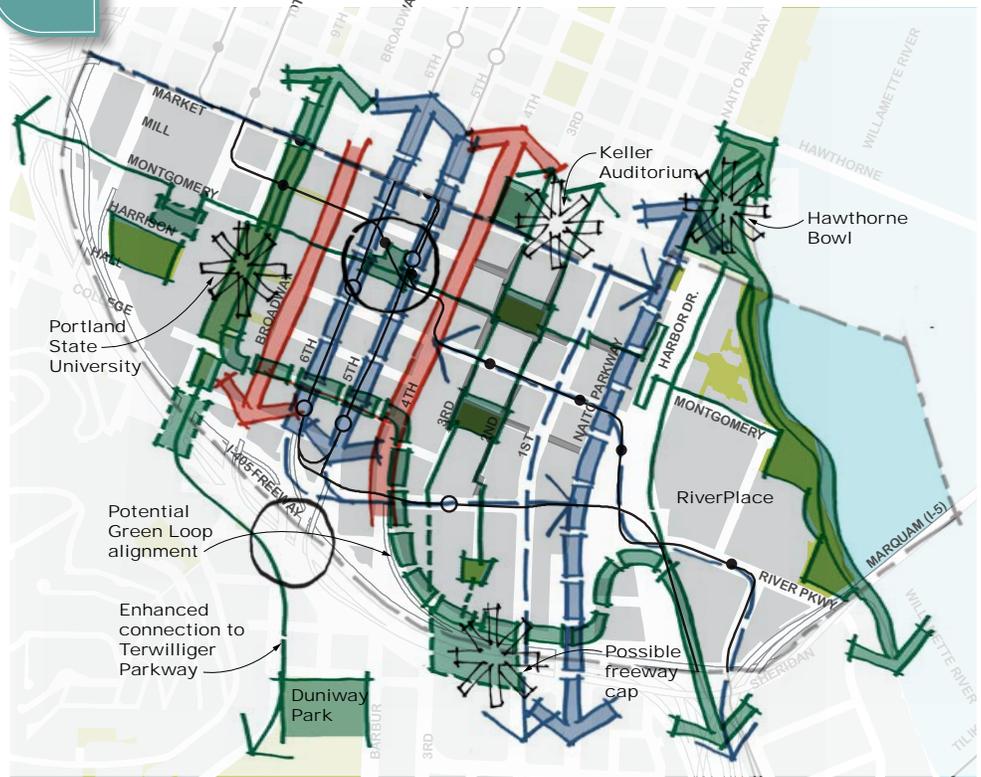
## KEY ELEMENTS

- Develop key a Green Loop connection between the South Park Blocks and SW Moody Street
- Focus new retail activity on SW 4th Avenue, College and Broadway
- Improve multi-modal connections across I-405
- Strengthen routes to the Willamette River

### DIAGRAM LEGEND:

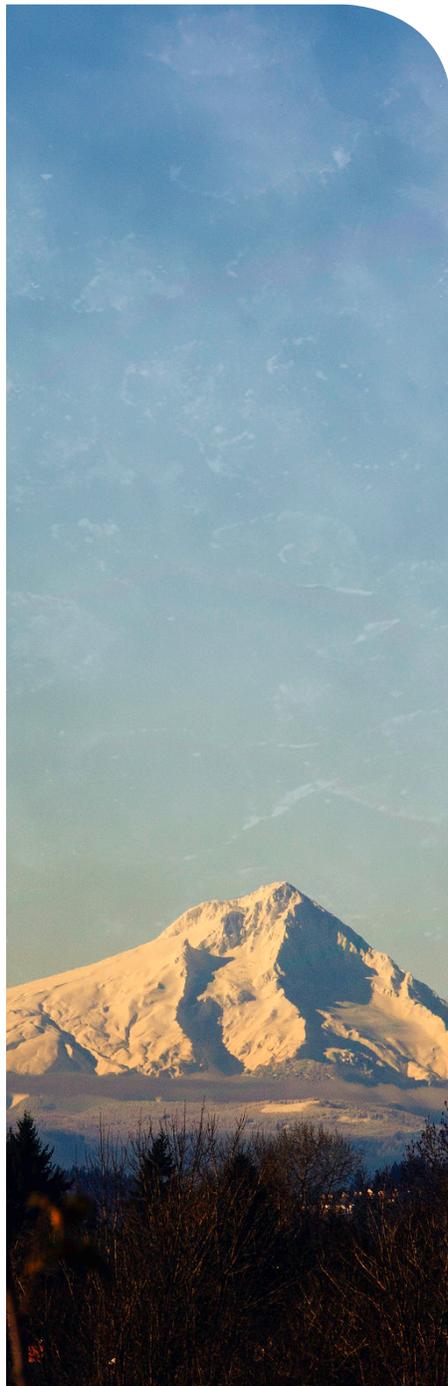
-  Retail/commercial character
-  Boulevard character
-  Flexible character
-  Key intersection, gateway or bridgehead location
-  Potential new open space
-  Attraction

## UD URBAN DESIGN CONCEPT DIAGRAM



University District/South Downtown has three distinct subareas, each with its own unique character: 1) Portland State University (PSU); 2) the South Auditorium District, including the Halprin Open Space Sequence; and 3) RiverPlace. Major attractions include Portland State University, the Halprin Open Space Sequence and the shops and restaurants at RiverPlace. Key intersections and gateways include PSU's Urban Plaza bounded by SW 5th, 6th, Mill and Montgomery.

The diagram shows a potential I-405 cap at SW 1st Avenue, which could offer new open space opportunities and stronger connections to the south. The concept diagram also highlights the desired retail/commercial character of SW Broadway, SW College Street, and SW 4th Avenue and the boulevard character of Naito Parkway, SW 1st, and 5th and 6th avenues. A potential Green Loop alignment is shown toward the southern end of the district, as well as the southerly extensions of the SW 2nd and 3rd pedestrian paths, connecting the South Auditorium District and PSU to the Tilikum Crossing and the greenway trail.



# GLOSSARY

The Central City 2035 Plan uses clear, everyday language as much as possible. Words and terms in the glossary have the specific meaning stated below when used in the Central City 2035 Plan, unless the context clearly indicates another meaning. The definitions below are consistent with those in the Comprehensive Plan. Words not included in this Glossary are defined by their dictionary meaning, or in some cases, by their meaning in state or federal law.

**Accountability:** The ability to identify and hold public officials responsible for their actions.

**Access:** 1) The ability to approach or make use of transportation facilities, parks and open space, public infrastructure, or businesses and services that are open to the public. Good access means within proximity (up to a half mile) that is free from physical barriers for those with limited mobility. 2) Providing a wide variety of information and involvement opportunities, activities, and settings as part of meaningful community engagement in public decision-making.

**Active transportation:** Transportation that involves physical activity, including walking, biking and using transit.

**Adopt:** This directs the City to adopt a specific plan or regulation.

**Affordable housing:** Housing that serves extremely low, very low, and low-income households. In determining affordability, the cost of housing, utilities and transportation are considered. The U.S. Department of Housing and Urban Development (HUD) defines “affordable” as housing that costs no more than 30 percent of a household’s monthly income.

**Architecture 2030 Challenge:** In January of 2006, Architecture 2030 issued The 2030 Challenge, a global initiative stating that all new buildings and major renovations reduce their fossil-fuel GHG-emitting consumption by 50 percent by 2010, and all new buildings should be “carbon neutral” by 2030. For more information on Architecture 2030 and the Challenge, see [www.architecture2030.org](http://www.architecture2030.org).

**Best practice:** An activity that has proven its effectiveness in multiple situations and may have applicability in other situations.

**Bird-friendly building design:** Structural design approaches and management practices that reduce the risk of mortality or harm to resident and migratory birds from collisions, entrapment or other hazards. Approaches and practices include but are not limited to window and building façade treatments that deter bird strikes (such as patterned glass or reduced exterior glass), exterior and interior lighting designs that direct light downward or otherwise avoid light spill, and turning lights off at night during specified periods.

**Boulevard Street Type:** Busy, continuous streets with emphasis on access and flow that provide multimodal access and circulation for vehicles, transit, bicycles and pedestrians. The streetscape includes visible green features. Ground floor retail uses are allowed and encouraged at key locations.

**Brownfield:** Real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant or contaminant.

**Buildable land:** Vacant and underutilized land that can be developed or redeveloped.

**Business Associations:** An autonomous non-profit organization with membership guidelines in its bylaws formed by people in business within a defined geographic boundary for the purpose of promoting the general well-being of their business community (see City Code Section 3.96.020).

**Capitalize:** To gain by turning something that already exists into an advantage.

**Centers:** Places with concentrations of commercial and community services, housing, gathering places, and transit connections. Centers provide services to surrounding neighborhoods and are intended to be enhanced as places because they are a focus of housing and job growth.

**City:** City is capitalized when it refers specifically to City of Portland government. When it is used to designate a geographic area it is not capitalized.

**Community:** A group of people with a shared sense of identity or belonging.

**Complete neighborhood:** A neighborhood where people have safe and convenient access to the goods and services needed in daily life, which include a variety of housing options, grocery stores and other commercial services, high-quality public schools, and parks. Complete neighborhoods are also easily accessible by foot, wheelchair, bike, and transit for people of all ages and abilities.

**Complete streets:** Complete streets provide accessibility to all users of the right-of-way regardless of age, ability, or mode of transportation. They are designed and operated to make better places and to enable safe access for all modes, including people walking and bicycling, those using a mobility device, motorists, and transit riders.

**Conflict with:** Incompatible or irreconcilable with.

**Consider:** Take into account when planning or making decisions.

**Continue:** Persist in an activity or process.

**Coordinate:** Work together with others toward a common goal; collaborate.

**Create:** Bring into existence.

**Cultural resource:** Aspects of cultural systems that contain significant information about a culture. These resources include, but are not limited to, districts, sites, buildings, structures, and objects that are associated with people, cultures, and human activities and events, either in the present or in the past.

**Design:** Determine the shape or configuration of something. This verb is used for physical outcomes for which the City will establish parameters for plans and through implementation.

**Develop:** Grow, or cause to grow and become more advanced or elaborate.

**Differentiate:** Make or become different.

**Discourage:** Deter or prevent from happening by showing disapproval or creating disincentives. Households or businesses involuntarily forced to move from a neighborhood because of increasing market values, rents, or changes in the neighborhood's ability to meet basic needs in the case of households, or erosion of traditional client base in the case of businesses.

**Diversify:** Make or become more diverse or varied.

**Ecodistricts:** Areas, typically located in centers, where energy, water, and resource-efficiency approaches are undertaken at a district scale, sometimes including district energy systems and other shared systems.

**Ecological function:** The physical, chemical, and biological functions of a watershed such as flow conveyance and storage, channel dynamics, nutrient cycling, microclimate, filtration, control of pollution and sedimentation, water quality, terrestrial and aquatic habitat, and biodiversity.

**Ecosystem:** A dynamic system formed by the interaction of a community of organisms with their environment.

**Enable:** To supply with the means, knowledge, or opportunity; make able.

**Encourage:** Promote or foster using some combination of voluntary approaches, regulations, or incentives.

**Engagement:** A process that strives to build collaboration between local government and the community. Engagement is an umbrella term to describe all levels of public participation including education, outreach, involvement, collaboration, and shared decision making.

**Enhance:** To further improve the quality or value of something that is already valuable.

**Ensure:** To make something certain; to make sure that something will happen or be available.

**Equity:** Equity is when everyone has access to the opportunities necessary to satisfy their essential needs, advance their well-being, and achieve their full potential.

**Establish:** Create something, such as a program or project, that does not yet exist.

**Expand:** Make something that already exists more extensive.

**Evaluate:** Assess the range of outcomes, and identify costs and benefits.

**Facilitate:** To make something easier; to help bring about or make run more smoothly.

**Flexible Street Type:** Highly specialized localized street designs responsive to community needs and adjacent land uses and development that could be in public or private ownership. Key public features include low volume, low speed quiet streets that are part of a connected, primarily pedestrian and local bicycle network. Visible green features are encouraged.

**Foster:** Encourage or guide the incremental development of something over a long period of time.

**Green infrastructure:** Public or private assets — either natural resources or engineered green facilities — that protect, support, or mimic natural systems to provide stormwater management, water quality, public health and safety, open space, and other complementary ecosystem services. Examples include trees, ecoroofs, green street facilities, wetlands, and natural waterways.

**Green street:** A green street is a street with a landscaped street-side planter or bioswale that captures stormwater runoff from the street and allows it to soak into the ground as soil and vegetation filter out pollutants. A green street is not the same as a City Greenway, though a City Greenway may include green street elements.

**Guide:** Shape or direct actions over time to achieve certain outcomes. This verb is used when the City has a role in shaping outcomes but implementation involves multiple other implementers and actions taking place over a long period of time.

**[Urban] Habitat Corridor:** Natural and built areas that provide safe, healthy places for resident and migratory fish and wildlife species that live in and move through the city. As a system, they link habitats in Portland and the region, facilitating safe fish and wildlife access and movement through and between habitat areas. Enhanced habitat corridors are places where there is existing significant fish or wildlife habitat, as identified in the Natural Resource Inventory, and where habitat connectivity will be improved over time. Potential habitat corridors will be established over time. They are places where habitat features and functions (e.g., trees, vegetation, nesting and perching sites, food, etc.) will be integrated into generally more developed areas of the city.

**Habitat-friendly development:** Strategies to provide habitat for, and prevent harm to, native resident and migratory wildlife. Examples include habitat-oriented ecoroofs, bridges, buildings, and sites, including features such as nest platforms and bat boxes. Strategies also involve development design and practices that: limit the amount of light, noise, vibration, and other disturbance or hazards that negatively affect wildlife and wildlife habitat, especially during vulnerable wildlife life cycles (such as mating/nesting season and migration); improve wildlife access and passage, by limiting fencing, roads, culverts and other barriers between important habitats (e.g., desirable feeding and watering sites); and minimize the impact of construction on and in rivers, and on terrestrial species (such as nesting birds).

**High-capacity transit:** High-capacity transit is public transit that has an exclusive right of way, a non-exclusive right of way, or a combination of both. Vehicles make fewer stops, travel at higher speeds, have more frequent service, and carry more people than local service transit such as typical bus lines. High-capacity transit can be provided by a variety of vehicle types including light rail, commuter rail, streetcar, and bus.

**High-density housing:** Refers generally to housing that is mid- to high-rise in building scale.

**High-performance:** High-performance buildings conserve energy and water, are healthier for the occupants and the environment, have lower utility bills, manage stormwater, and are more durable and adapt to the long-term needs of their inhabitants through design that accommodates people of all ages and abilities. To ensure performance, high-performance buildings must be assessed and rated by a third-party green building certification program.

**High-rise:** A building more than 10 stories in height.

**Historic resource:** A structure, place, or object that has a relationship to events or conditions of the human past. Historic resources may be significant for architectural, historical, and cultural reasons. Examples include historic landmarks, conservation landmarks, historic districts, conservation districts, and structures or objects that are identified as contributing to the historic significance of a district, including resources that are listed in the National Register of Historic Places. Rank I, II, and III structures, places, and objects that are included in historic inventories are historic resources.

**Identify:** establish or indicate what something is.

**Implement:** To put something into effect.

**Improve:** Make the current situation better; increase; enhance; expand services, facilities, or resources to become better in terms of quality, condition, effectiveness, or functionality.

**Infrastructure:** Necessary municipal or public services, provided by the government or by private companies and defined as long-lived capital assets that normally are stationary and can be preserved for a significant number of years. Examples are streets, bridges, tunnels, drainage systems, water and sewer lines, parks, pump stations and treatment plants, dams, and lighting systems. Beyond transportation and utility networks, Portland includes buildings, green infrastructure, communications, and information technology as necessary infrastructure investments that serve the community.

**Invest:** Spend money and/or other resources.

**Level of service:** A defined standard against which the quality and quantity of service can be measured. A level of service can take into account reliability, responsiveness, environmental acceptability, customer values, and cost.

**Leverage:** Use something to maximum advantage.

**Limit:** Minimize or reduce something or the effects of something relative to the current situation or to a potential future situation.

**Living wage:** The minimum income necessary for a person working forty hours a week to meet their basic needs, such as housing, food, health care, childcare, and transportation.

**Low and moderate income:** Typically based on annual Median Family Income (MFI) limits published by HUD. Households earning: 0–30 percent MFI are “extremely low-income”; 31–50 percent MFI are “very low-income”; 51–80 percent MFI are “low-income”; 81–120 percent MFI are “moderate-income”.

**Low-rise:** A building that is up to four stories in height.

**Maintain:** Keep what you have; conserve; preserve; continue.

**Manage:** To control or administer.

**Median Family Income (MFI, or Median Household Income):** The amount that divides the income distribution into two equal groups, half having income above that amount, and half having income below that amount. MFI is typically stated based on family size. Unless otherwise stated, when used in the Plan, MFI refers to MFI for a family of four.

**Mid-rise:** A building between five and seven stories in height.

**Minimize:** Reduce to the smallest amount or degree possible.

**Monitor:** Observe and check the progress or quality of something over a period of time.

**Neighborhoods:** Broad areas of the city that typically include residential, commercial, and mixed-use areas. Neighborhoods are physical communities located outside of the Central City and large industrial areas. The term “neighborhoods” may, but is not always intended to, refer to specific Neighborhood Association geographies.

**Neighborhood Association:** An autonomous organization formed by people for the purpose of considering and acting on issues affecting the livability and quality of their neighborhood, formally recognized by the Office of Neighborhood Involvement, and subject to City Code Chapter 3.96.

**Older adults:** Population 65 years of age or more, as defined by the Action Plan for an Age-Friendly City.

**Park:** An open space owned or managed by a public agency for recreational and/or natural resource values. This includes all traditionally-designed parks, gardens, and specialized parks under the stewardship of Portland Parks & Recreation.

**Placemaking:** The collaborative act of identifying current or creating new, distinctive public environments or places to be experienced by people. These places build on existing assets that include physical, social, or natural characteristics.

**Plans and investments:** Legislatively adopted land use plans, zoning maps, zoning regulations, comprehensive plan map designations, the policies and projects identified in the Transportation System Plan, and changes to the list of significant capital projects necessary to support the land uses designated in the Comprehensive Plan (the List of Significant Projects). The phrase “planning and investment decisions” is also used to mean decisions about plans and investments as defined here.

**Portlanders:** People who live, work, do business, own property, or visit Portland, including people of any race, ethnicity, sex, gender or gender identity, sexual orientation, belief system, political ideology, ability, socioeconomic status, educational status, veteran status, place of origin, language spoken, age, or geography.

**Preserve:** Save from significant change or loss and reserve for a special purpose.

**Prevent:** Proactively avoid or hinder adverse impacts or outcomes.

**Prioritize:** To treat something as more important than something else. Policies that use this verb must identify the things that will be treated as more important, and the other things that will be treated as less important.

**Promote:** Further the progress of, advance, or raise.

**Prosperity:** When the term prosperity is used, it includes prosperity for households not just for businesses.

**Protect:** To defend or guard against loss, injury, or destruction. Policies calling for protection apply to multiple topic areas and can be accomplished or supported using various tools, such as regulations to prohibit or limit an action, investments such as land acquisition, agreements, and community partnerships.

**Provide:** To supply, offer, or make available. The City must be able to supply the item or service in question.

**Public realm:** The system of publicly accessible spaces that is made up of parks and other open spaces, streets, trails, public or civic buildings, and publicly-accessible spaces in private buildings (such as lobbies or courtyards). This system works with, and is framed by, adjacent development and building edges that help energize and define the public spaces of streets, sidewalks, and parks.

**Recognize:** To acknowledge and treat as valid.

**Reduce:** Lessen something relative to the current situation.

**Reinforce:** To strengthen something that already exists with additional investment or effort.

**Remove:** To do away with; eliminate.

**Require:** Compel; demand something.

**Resilience/resiliency:** The capability to anticipate, prepare for, respond and recover from significant multi-hazard threats with minimum damage to social well-being, the economy, and the environment.

**Restore:** Recreate elements that are missing; move something back to its original condition; rehabilitate.

**Retail Commercial Street Type:** Busy, continuous streets with retail activity throughout the day, evenings and weekends. They provide for multi-modal access for vehicles, transit, bicycles and pedestrians. Ground-floor retail uses are required or strongly encouraged. Multi-level or specialized retail is encouraged along with green features that support retail street vitality. Neighborhood main streets are an example of retail commercial streets.

**Right-of-way:** The area between adjacent properties, including g street surfaces, curbs and sidewalk, and may also include additional area on either side of the sidewalk. The size and configuration of the right-of-way vary from street to street, as do the sizes of the actual street surfaces and sidewalks. Rights-of-way are generally dedicated to the movement of vehicles, pedestrians and/or goods.

**Stormwater Management:** Techniques used to reduce pollutants from, detain, retain, or provide a discharge point for stormwater runoff that best preserves or mimics the natural hydrologic cycle. Stormwater management reduces combined sewer overflows and basement sewer backups, and helps meet the capacity of existing infrastructure.

**Strengthen:** To make or become stronger; to build up; give strength to.

**Strive:** Devote serious effort or energy to; work to achieve over time.

**Support:** To aid the cause of.

**Traded sector:** A business sector consisting of companies that compete in markets extending beyond the metropolitan region. These companies include exporters to markets outside the region, suppliers to regional exporters, and businesses whose products substitute for regional imports.

**Trails:** Designated routes on land or water that provide public access for recreation or transportation purposes, like walking and bicycling. Trails are often located along rivers, through natural areas, or along rail or highway rights of way, with connections to and through neighborhoods.

**Transit station areas:** Areas within a half-mile of light rail and other high-capacity transit stations. Some transit station areas are located within centers or civic corridors and are subject to policies for those types of places.

**Transparency:** Reliable, relevant, and timely publicly available information about government activities and decision making.

**Under-served:** People and places that historically and currently do not have equitable resources, access to infrastructure, healthy environments, housing choice, etc. Disparities may exist both in services and outcomes.

**Under-represented:** People and communities that historically and currently do not have an equal voice in institutions and policy-making, and have not been served equitably by programs and services.

**Urban land:** Land that is within the City limits, the Regional Urban Growth Boundary, and the City's Urban Services Boundary.

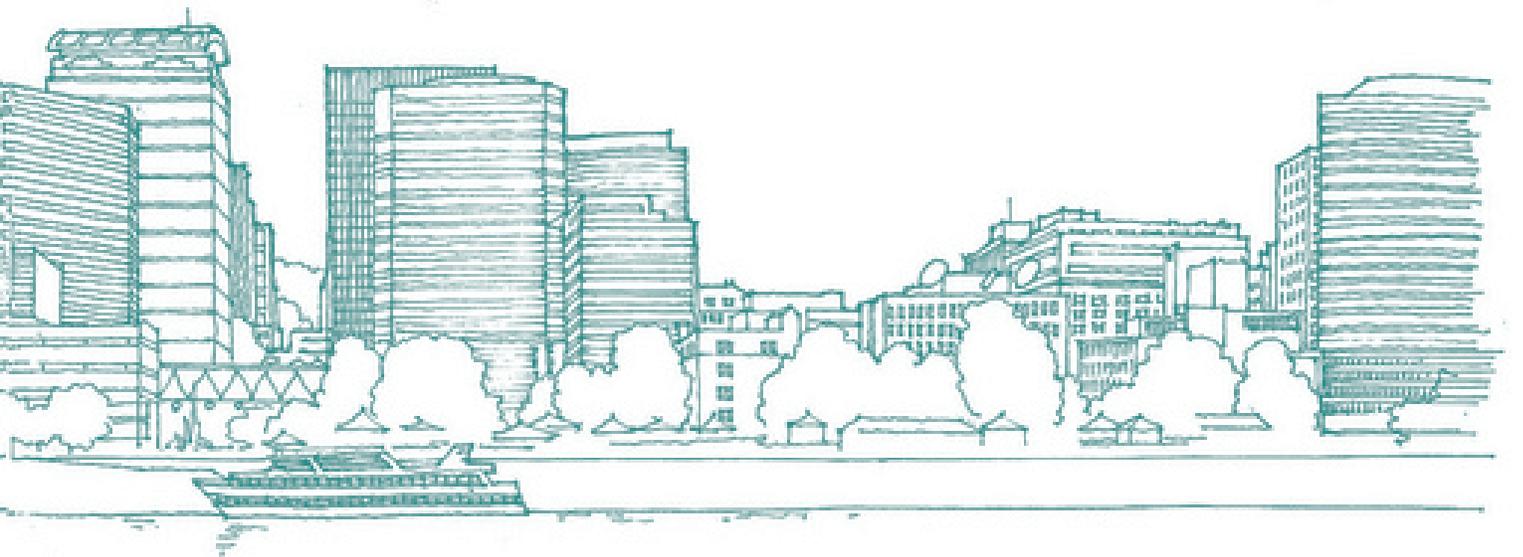
**Urban heat island:** The urban heat island effect is a measurable increase in ambient urban air temperatures resulting primarily from the replacement of vegetation with buildings, roads, and other heat-absorbing infrastructure. The heat island effect can result in significant temperature differences between rural and urban areas.

**Utilize:** To put to use; to make practical or worthwhile use of. Conveys intention to apply a resource toward a purpose.

**Watershed:** The area that catches rain and snow and drains into a corresponding river, stream, or other waterbody. A watershed is a geographic area that begins at ridge tops (highest elevations) and ends at a river, lake, or wetland (lowest elevation). Within a watershed, there can also be sub-watersheds. These drainage areas are smaller and are defined by their tributaries.

**Wayfinding system:** A system that helps people orient themselves within a space and helps them navigate from one place to another. Components could include maps, graphics, signage, directional arrows and lighting.





# WHAT'S IN THE CENTRAL CITY 2035 PLAN?

## **Volume 1: Goals and Policies**

*The long-range vision for the Central City*

- Big ideas to inspire a generation of Portlanders
- A framework of goals and policies to guide City projects for the next 20 years
- Highlights of the plan by district

## **Volume 2A: Zoning Code and Map Amendments**

*Regulations to implement the Plan*

- Part 1: Central City Plan District
- Part 2: River, Scenic and Trails

## **Volume 2B: Transportation System Plan Amendments**

## **Volume 3A: Scenic Resources Protection Plan**

- Part 1: Summary, Results and Implementation
- Part 2: Scenic Resources Inventory
- Part 3: Economic, Social, Environmental and Energy Analysis

## **Volume 3B: Willamette River Central Reach Natural Resources Inventory**

## **Volume 4: Background Materials**

*Prior plans and research provided for reference*

## **Volume 5: Implementation Plan**

*City's targets and the actions it will take to implement the Plan*

## **Volume 6: Public Involvement**

*CC2035 public involvement*