



WHAT IS THE RIVER PLAN?

The River Plan is a comprehensive multi-objective plan for the land along the Willamette River. It is an update of the Willamette Greenway Plan, zoning code and design guidelines, which serve as Portland's compliance with State Planning Goal 15 and were last updated in 1987. The River Plan is an implementation tool recommended in the River Renaissance Strategy. River Renaissance is a citywide initiative to reclaim the Willamette River as Portland's centerpiece and our chief environmental, economic and urban asset.

PLANNING BY RIVER REACH

The River Plan will be conducted in three phases, each focusing on a different reach of the Willamette River. The North Reach will be the first to receive detailed planning, followed by the South Reach, and finally the Central Reach. This sequence will allow the River Plan to synchronize with projects and planning efforts that affect specific reaches such as Portland Harbor Superfund cleanup (North Reach), Central City planning (Central Reach), and the potential acquisition of Ross Island (South Reach). In addition, the phasing will make the project more manageable due to the large numbers of people who are likely to be interested and engaged in the process. The three reaches are interrelated, but distinct, each facing different challenges and offering unique opportunities for the future.

The North Reach, or Portland's Working Waterfront, will continue to provide Oregon with access to global markets and support the region's economy as a West Coast distribution hub and a heavy industrial area. Environmental cleanup, recreational access, and watershed health actions will contribute to the harbor's long-term vitality.

The Central Reach—the Region's Gathering Place—will continue to be a highly urban, regional center with a waterfront that is the city's main civic space and a regional attraction. Access to the river and public use of the waterfront will improve through new development and transportation improvements, eventually including changes to Interstate 5.

The South Reach, with its Neighborhoods and Natural Areas, will provide unique fish and wildlife habitat, parks and trails in the center of the city, easily reached from established neighborhoods.



THE RIVER CONCEPT

A summary of policy guidance for the development of the River Plan can be found in the River Concept, which was recently endorsed by City Council. The River Concept synthesizes river-related planning over the last decade from adopted documents as well as recent policy discussions and actions. The River Concept will be used immediately to guide the River Plan / North Reach. It will be updated as part of the South and Central reach phases of the River Plan. The River Concept can be viewed or downloaded from the River Plan website.

PLANNING FOR THE NORTH REACH

Planning for the North Reach of the Willamette River is currently underway! Here is how the process works:

River Plan Committee

The River Plan Committee is a voluntary group of citizens who broadly represent the civic interests of Portland. The Committee meets once a month to review progress and provide guidance to the River Plan project team on the River Plan / North Reach. All River Plan Committee meetings are open to the public. Check the River Plan website for meeting details or contact River Plan Committee Assistant Joan Hamilton at hamilton@ci.portland.or.us.

STAY INFORMED!

For more information, please visit the Bureau of Planning web site via www.portlandonline.com/planning and search for River Plan or email riverplan@ci.portland.or.us.

Task Groups

The project team is convening task groups to delve into the details of specific River Plan issues. These task groups will consist of stakeholders and other interested parties including agency staff. Each task group will meet for a limited duration to discuss the issue at hand and craft solutions for consideration by project staff. Task groups planned or underway for the North Reach include:

- Greenway Trail Alignment and Viewpoints
- Industrial Issues including River-Dependent/River-Related use definitions
- Watershed Health
- Water-Based Recreation
- North Beach (St. Johns to University of Portland)
- Riverbank Design and Permitting
- Trail Design
- Balanced Cut and Fill/Mitigation Bank
- Contaminated sites

Harbor Reinvestment Strategy

The Working Harbor Reinvestment Strategy will be a 10-year program of coordinated public investments by the City of Portland, Portland Development Commission, and Port of Portland to improve the economic vitality of the industrial districts in the North Reach. The strategy will focus on land, workforce, and infrastructure improvements to stimulate private industrial reinvestment. It will be prepared from Winter 2005 through Fall 2006 as an economic development component of the River Plan.

RIVER PLAN / NORTH REACH OUTCOMES

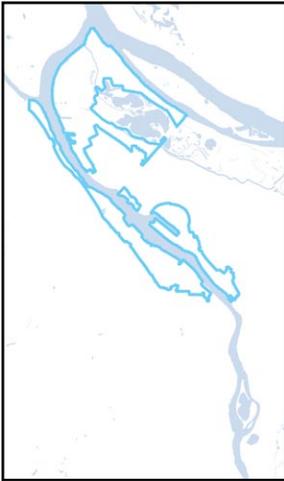
After the task groups have weighed in, site design workshops will be held to test the strategies developed in the task groups on real sites. Finally, project staff will weave together all the recommendations to create a proposal for the River Plan Committee to review. North Reach planning results will include policy amendments, greenway zoning code amendments, design guideline amendments, prioritized City investments, measures of success, and other actions.

RIVER PLAN SCHEDULE

NORTH REACH

| | |
|-------------------------------|-------------|
| Plan Development: | Late 2006 |
| City Council adoption: | 2007 |
| Implementation: | 2007 - 2027 |
| SOUTH REACH | 2008 |
| CENTRAL REACH | 2009 |

For each reach, steps will include appointing a new River Plan Committee; updating the River Concept; convening task groups; River Plan Committee endorsement, Planning Commission recommendation, and City Council adoption.



Working Harbor Reinvestment Strategy

Overview

The Working Harbor Reinvestment Strategy will be a 10-year program of coordinated public investments by the City of Portland, Portland Development Commission (PDC), and Port of Portland in the economic vitality of the working harbor industrial districts (Northwest, Linnton, Lower Albina, Swan Island, and Rivergate). The strategy will focus on land, workforce, and infrastructure improvements to stimulate private industrial reinvestment. It will be prepared from Fall 2005 through Summer 2006 as an economic development component of the River Plan.

Reinvestment Strategy Goals

Two primary goals essentially define the project:

- Stimulate private industrial reinvestment in the harbor districts through public investments in land, workforce, and infrastructure.
- Coordinate capital investments by the City, Port of Portland, and Portland Development Commission that advance economic development in the harbor industrial districts.

Why is the reinvestment strategy needed? The harbor industrial districts are a priority location for the regional economy and statewide freight distribution. Much of the region's industrial sector relies on proximity to the harbor area transportation system and industry clusters. While industrial job creation in the region has trended above national averages, industry managers have expressed a sense of urgency about rising local costs and competitive pressures from changing global market conditions. Additionally, brownfields, aging infrastructure, and other constraints in the older harbor districts pose uncertainty and cost challenges for expansion and redevelopment. Public investments in land (urban renewal, brownfields, port terminals), labor (workforce development), and infrastructure (streets, rail, channel, sewer, water) offer key opportunities to strengthen the long-term competitiveness of the harbor districts and, in turn, stimulate private industrial retention, expansion, and development.

The reinvestment strategy is also a timely opportunity to expand the economic development scope of three current, harbor area projects: Portland's River Plan, PDC's Willamette Industrial Urban Renewal Area Implementation Strategy, and the Port of Portland's 2003 Marine Terminals Master Plan. A coordinated approach to public investments offers the potential for

cost savings and a more integrated economic development perspective in these districts among public agencies with different missions. Economic development investments that retain and grow jobs along the harbor can also facilitate environmental cleanup and riverfront enhancements as development occurs.

Partners and Participation

Project Partners — The Bureau of Planning will develop the reinvestment strategy in partnership with the Portland Development Commission, Port of Portland, Portland Office of Transportation, Bureau of Environmental Services, and Water Bureau.

Advisory Groups — The River Plan Committee (public advisory committee), River Industrial and Economic Advisory Group (industry stakeholders), and Technical Advisory Committee (intergovernmental partners) will review the work plan and products.

Public Outreach — The reinvestment strategy will be part of the River Plan public outreach efforts, including a project website, presentations to stakeholder associations, brownbags, comment periods, and hearings.

Adoption — The reinvestment strategy is proposed to be jointly adopted by Portland City Council, the PDC Commission, and the Port of Portland Commission.

Products and Schedule

Interviews – Fall 2005 — Conduct interviews and focus groups with business leaders, property owners, and developers. Identify business priorities for public investments to stimulate private industrial reinvestment.

Conditions, Opportunities and Constraints Analysis – Winter 2005/06 — Forecast harbor area growth. Assess infrastructure needs, focusing

on district capacity, vacant site development needs, and catalyst projects. Analyze 10-year land absorption supply and development feasibility. Assess workforce development needs and other business priorities for public investments.

Opportunity Sites Portfolio – Spring 2006

— Convene an intergovernmental team to identify permissible prototype designs, review pathways, and available assistance. Publish a harborwide portfolio of vacant and redevelopable sites.

Reinvestment Strategy - Summer 2006 — Develop a funding strategy, project selection criteria, and a 10-year capital improvements program for the harbor area. Recommend assistance resources to fill gaps. Recommend ongoing mechanisms to coordinate public investment planning that fosters economic development.

Relation to Other Harbor Area Projects

River Plan — The reinvestment strategy will be an economic development component of the North

Reach phase of the River Plan, an area plan underway for the Willamette riverfront that will advance the city's River Renaissance objectives. Other concurrent tracks of the River Plan address natural resources, recreation, and neighborhood issues. It will update Portland's Willamette Greenway Plan and zoning and implement regional Goal 5 rules in the area.

Willamette Industrial and Interstate Urban Renewal Areas — These two urban renewal areas created in 2004 and 2000 are in early implementation stages and cover portions of the harbor area. The WIURA Implementation Strategy will be developed concurrently with the harborwide reinvestment strategy.

Marine Terminals Master Plan — This 2003 master plan for the Port of Portland's four marine terminals, along with other Port planning initiatives, propose major public investments in the harbor area. Early implementation efforts offer opportunities to augment and adapt to a harborwide investment strategy.

For additional information and questions, please contact Steve Kountz at 503-823-4551 or skountz@ci.portland.or.us



CITY OF PORTLAND, OREGON
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Planning



WILLAMETTE INDUSTRIAL URBAN RENEWAL AREA

The Heart of Portland's Industrial Waterfront

SUMMARY

The Willamette Industrial Urban Renewal Plan (the "Plan") was adopted by the Portland City Council on November 24, 2005. This Urban Renewal Area ("URA") contains approximately 750 acres of industrially zoned properties lying on either side of the Willamette River. The Plan divides the URA into four sub-areas – Swan Island, Mocks Bottom, West Bank-North, and West Bank-South.

This newest of Portland's urban renewal areas (eleven total) was formed in the context of a larger set of strategies intended to bolster Portland's industrial sector. Recent policy work (including PDC's Economic Development Strategy, and the Citywide Industrial Land Inventory & Analysis) demonstrates that Portland not only lacks adequate tools to assist with new industrial investment (including the expansion and modernization of existing businesses) but the available land to site these companies.

"In adopting this Plan, the City and the Portland Development Commission intend that properties within the URA will remain industrially zoned, and that urban renewal funds will be expended to reinforce the industrial "sanctuary" status of these properties."

While the area retains its industrial character, it faces environmental contamination, infrastructure deficiencies, as well as other factors which deter new investment. These factors coupled with a lack of developable parcels within the entire industrial river front makes the Willamette Industrial Urban Renewal Area ("WIURA") a critical component in the City of Portland's efforts to retain and attract new industrial and manufacturing investments.

URA GOALS

The Plan will help implement the goals and objectives of Portland's Comprehensive Plan that relate to the development of the URA. Unlike other urban renewal areas, the WIURA is zoned almost exclusively for industrial uses. Urban renewal will provide funding to help expand existing businesses and attract new industrial investment that supports the City's economic development agenda.

"Above all, the Plan is intended to stimulate new private industrial and manufacturing investments that will produce jobs, encourage existing businesses to remain and expand, and generate ancillary business opportunities."

WILLAMETTE INDUSTRIAL URBAN RENEWAL AREA

The following are more specific goals that help to amplify the broad intentions of the Plan stated above.

- Goal 1 – New Private Investment
- Goal 2 – Business Retention
- Goal 3 – Attracting New Business
- Goal 4 – Business Generation
- Goal 5 – Industrial Land Supply
- Goal 6 – Brownfield Remediation
- Goal 7 – Local Community Benefit
- Goal 8 – River Renaissance
- Goal 9 – Sustainability
- Goal 10 – Natural Access
- Goal 11 – Public Access
- Goal 12 – Infrastructure to Support Business Involvement
- Goal 13 – Central City Industry Competitiveness

IMPLEMENTATION STRATEGY

PDC staff will be initiating (Spring, 2006) an *Implementation Strategy* which will serve as a key policy document for the WIURA. The primary purpose of the Strategy will be to guide urban renewal expenditures, in support of the goals set forth in the Plan.

With the adoption of the WIURA, it was acknowledged that the Plan did not address certain strategic issues in depth. Recognizing that these issues warrant further consideration, the Plan sets forth a requirement that PDC initiate the creation of an Implementation Strategy, “the primary purpose of which is to articulate priorities for expenditures over the life of the URA.” Summarized below, are several key issues which the Plan calls for the Implementation Strategy to address:

- Commitment to investments which directly assist businesses within the URA, particularly existing businesses within core industries such as distribution and logistics, and transportation equipment manufacturing.
- Assistance to businesses in complying with regulatory requirements for new development.
- Infrastructure improvements, traffic demand management, and other means to increase traffic capacity particularly for freight movement in and out of the area.
- Assistance in restoring environmentally-contaminated sites to productive use. PDC funds are to be used strategically in this purpose, and are not intended to replace the obligations of responsible parties.