

PORTLAND COMPREHENSIVE PLAN

Below is a selection of adopted Portland *Comprehensive Plan* goals, policies, and objectives related to historic preservation. However, not every relevant policy is included. For example, adopted neighborhood and area plans also contain policies relevant to preservation issues, projects and programs.

A. Primary Historic Preservation Goal, Policy and Objectives

GOAL 12: URBAN DESIGN

Enhance Portland as a livable city, attractive in its setting and dynamic in its urban character by preserving its history and building a substantial legacy of quality private developments and public improvements for future generations.

POLICIES & OBJECTIVES:

12.3 Historic Preservation

Enhance the City's identity through the protection of Portland's significant historic resources. Preserve and reuse historic artifacts as part of Portland's fabric. Encourage development to sensitively incorporate preservation of historic structures and artifacts.

Objectives:

- A.** Preserve and accentuate historic resources as part of an urban environment that is being reshaped by new development projects.
- B.** Support the preservation of Portland's historic resources through public information, advocacy and leadership within the community as well as through the use of regulatory tools.
- C.** Maintain a process that creates opportunities for those interested in the preservation of Portland's significant historic resources to participate in the review of development projects that propose to alter or remove historic resources.
- D.** Maintain and periodically update the inventory of Portland's potentially significant historic resources.
- E.** Protect potentially significant historic structures from demolition until the City can determine the significance of the structure and explore alternatives to demolition.
- F.** Preserve artifacts from structures and sites that are historically, architecturally and/or culturally significant and seek to reintroduce these artifacts into the City's streetscape and building interiors.

B. Related Policies and Objectives

GOAL 3: NEIGHBORHOODS

3.4 Historic Preservation

Preserve and retain historic structures and areas throughout the city.

GOAL 4: HOUSING

4.1 Housing Availability

- E.** Encourage housing design that supports the conservation, enhancement, and continued vitality of areas of the city with special scenic, historic, architectural or cultural value.
- G.** Create alternatives to the demolition, without replacement, of structurally sound housing on residentially zoned property.

4.5 Housing Conservation

Restore, rehabilitate, and conserve existing sound housing as one method of maintaining housing as a physical asset that contributes to an area's desired character.

- A.** Require owners, investors, and occupants, to be responsible for maintenance of the housing stock.
- B.** Encourage the adaptive reuse of existing buildings for residential use.

GOAL 5: ECONOMIC DEVELOPMENT

5.1 Urban Development and Revitalization

Encourage investment in the development, redevelopment, rehabilitation and adaptive reuse of urban land and buildings for employment and housing opportunities.

- E.** Define and develop Portland's cultural, historic, recreational, educational and environmental assets as important marketing and image-building tools of the city's business districts and neighborhoods.

5.6 Area Character and Identity Within Designated Commercial Areas

Promote and enhance the special character and identity of Portland's designated commercial areas.

- C.** Promote voluntary improvements to the physical environment within commercial areas that are attractive to customers and visitors.
- E.** Work with local businesses, neighbors and property owners, as well as City-recognized business and neighborhood associations, to identify and designate historical landmarks, Historic Districts and Historic Conservation Districts within commercial areas.

- F. Support public and private improvements and maintenance actions which help enhance a commercial area's identity and provide a safe and attractive physical environment.

5.8 Diversity and Identity in Industrial Areas

Promote a variety of efficient, safe and attractive industrial sanctuary and mixed employment areas in Portland.

- A. Recognize and promote the variety of industrial areas in Portland through development regulations which reflect the varied physical characteristics of the city's industrial areas. Distinguish between older developed areas and newer, less developed ones.

GOAL 6: TRANSPORTATION

6.8 Pedestrian Classification Descriptions

Maintain a system of pedestrianways to serve all types of pedestrian trips, particularly those with a transportation function.

A. Pedestrian Districts

Pedestrian Districts are intended to give priority to pedestrian access in areas where high levels of pedestrian activity exist or are planned, including the Central City, Gateway regional center, town centers, and station communities.

- Land Use. Zoning should allow a transit-supportive density of residential and commercial uses that support lively and intensive pedestrian activity. Auto-oriented development should be discouraged in Pedestrian Districts. Institutional campuses that generate high levels of pedestrian activity may be included in Pedestrian Districts. Exceptions to the density and zoning criteria may be appropriate in some designated historic districts with a strong pedestrian orientation.

GOAL 10: PLAN REVIEW AND ADMINISTRATION

10.14 Columbia River

Develop a plan for Portland's frontage along the Columbia River to protect, conserve, maintain, and enhance the scenic, natural, historical, economic, and recreational qualities of Portland's Columbia river bank.

GOAL 11: PUBLIC FACILITIES

11.46 Recreation Programs

Provide recreation programs and services including cultural, educational, historical, health and physical fitness, and sports (competitive and non-competitive) as required to meet a balanced program which includes the needs of the specially handicapped and the elderly within existing resources.

GOAL 12: URBAN DESIGN

12.1 Portland's Character

- B.** Preserve and enhance the character of Portland's neighborhoods. Encourage the development of attractive and unique characteristics which aid each neighborhood in developing its individual identity.
- I.** Encourage the use of materials and a quality of finish work which reinforce the sense of this City as one that is built for beauty and to last. Reflect this desire in both public and private development projects.

12.6 Preserve Neighborhoods

Preserve and support the qualities of individual neighborhoods that help to make them attractive places. Encourage neighborhoods to express their design values in neighborhood and community planning projects. Seek ways to respect and strengthen neighborhood values in new development projects that implement this Comprehensive Plan.

- A.** Encourage new developments to respond to the positive qualities of the place where they are to be built and to enhance that place through their development. Developers should consider the character enhancing role played by the use of color and light.
- B.** Respect the fabric of established neighborhoods when undertaking infill development projects.
- C.** While accommodating increased density build on the attractive qualities that distinguish the area. Add new building types to established area with care and respect for the context that past generations of builders have provided.

12.7 Design Quality

Enhance Portland's appearance and character through development of public and private projects that are models of innovation and leadership in the design of the built environment. Encourage the design of the built environment to meet standards of excellence while fostering the creativity of architects and designers. Establish design review in areas that are important to Portland's identity, setting, history and to the enhancement of its character.

- A.** Establish design districts and historic design districts for areas of attractive character within the City. Use design zones to enhance the character of the area. Establish guidelines of design acceptability that ensure continuation of each design district's desired character. Design guidelines should make the public's objectives for the design review process clear to those developing property.