

Introduction to West Quadrant Discussion Drafts Goals, Policies and Actions

The following district discussion drafts are organized in the same format used by the N/NE Quadrant Plan. The structure is explained below.

A **District Goal** conveys the overarching vision for each district in a short statement and is intended to touch on key elements that differentiate the district from other parts of the Central City. This goal will be accompanied by a concept map and description in later drafts.

Policies provide more specific direction on issues associated with the larger goal. Generally following the Central City 2035 Concept Plan framework, these policies are organized into six topic areas:

- Regional Center: Economy and Innovation
- Housing and Neighborhoods
- Transportation
- Willamette River
- Urban Design
- Environment

The district policies focus on issues that are *specific* to the district in question. Policies that are relevant to the entire Central City will be addressed in future revisions to the Concept Plan. There are some notes in the discussion drafts where a policy might be best addressed at the Central City-wide level.

Performance Targets may be established for key measures as a means of tracking progress toward meeting goals and policies. The discussion drafts include possible measures, but no actual targets.

Action Items are proposed for each district to help support the goals and policies. Actions include: changes to regulations, future work items, projects, programs or studies. Implementers are identified, with the lead implementing entity noted in bold.

Reference Policies and recent directions are included at the end of each discussion draft to provide context for the current work.

These initial discussion drafts are intentionally incomplete and should be considered a starting place for discussions with the SAC, other stakeholders and the broader community. We need your input to improve them over the coming months.

Pearl District

Discussion Draft District Goal, Policies and Actions

District Goal

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

A twenty-first century model of social, environmental, and economic sustainability, the district’s high quality mixed-use development, exciting urban waterfront, historical assets, shops and restaurants attract visitors from all over the world, creating an ideal backdrop for its numerous creative-sector businesses.

Policies

Regional Center: Economy and Innovation

Employment. Support the continued development of a vibrant, mixed-use area with new commercial, retail, and office opportunities.

Large Site Development. Encourage redevelopment of large sites that includes new compatible uses, public view preservation, pedestrian connections through the site, strong street presence, and new open space amenities. Encourage redevelopment of large sites to include employment opportunities such as major office or campus uses.

Tourism, Retail and Entertainment. Increase the number of visitors while managing activities in a way that controls negative impacts and supports the success of this urban mixed use district. Support attractions in the district, including the unique retail, dining and entertainment opportunities.

Redevelopment. Leverage redevelopment to provide additional access to the riverfront and from the riverfront to the district.

2035 Performance Targets: Job Growth, new non-residential development

Implementation Actions: Pearl District – Regional Center: Economy and Innovation						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
RC1	Develop incentives for employment uses on the US Postal Service site.	X				BPS, PDC

Implementation Actions: Pearl District – Regional Center: Economy and Innovation

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
RC2*	Require a master plan process prior to redevelopment of the US Postal Service site and the large waterfront site just south of the Fremont Bridge. The master plan should address issues related to, but not limited to, street and pedestrian connectivity, open space, views and transitions to adjacent uses.	X				BPS
RC3	Encourage improvements at Centennial Mills to bring more boaters and visitors to the area to support existing and promote new business.		X			BPS
RC4	Develop a coordinated district retail strategy that includes expansion of the Retail Core to NW Glisan Street.		X			PBA, BPS, PDBA
RC5	Relocate the US Post Office and redevelop the site with a wide mix of urban uses including employment.			X		PDC, Private

*Additional details for selected action items will be included in an appendix to be developed.

Housing and Neighborhoods

Housing Diversity. Encourage a diverse mix of housing types within the district, including affordable housing as well as housing for seniors, families with children, and students.

Family-friendly Housing. Encourage the development of multi-family housing with unit types and amenities supportive of families, particularly a K-8 public school facility, community space/center, cultural institutions, performance venues and daycare facilities.

Community Services. Encourage the development of public amenities and neighborhood services to strengthen and support the diversifying community in the district.

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. [Potential Central City-wide policy]

2035 Performance Targets: Family-friendly units, affordable units

Implementation Actions: Pearl District – Housing and Neighborhoods

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
HN1	Restructure FAR bonus system to increase affordable and middle income housing production including family-friendly units.	X				BPS
HN2	Work with the Portland Housing Bureau and affordable housing developers to develop a strategy to increase affordable housing supply including affordable family-friendly units.		X			BPS, PHB
HN3	Encourage the development of a community center to foster community interaction and exchange.			X		BPS, PPR, Private
HN4	Develop a new K-8 public school to serve the district.			X		BPS, PDC, PPS, Private
HN5	Develop daycare facilities for children.		X			PDC, Private

*Additional details for selected action items will be included in an appendix to be developed.

Transportation

Multimodal Access. Improve access by all modes to and from the region and adjacent areas, including Old Town/Chinatown, Downtown, the West End, Goose Hollow, Northwest Portland, the Willamette River, I-405 and major parks. [Potential Central City-wide policy]

Circulation and Connectivity. Provide a highly accessible, safe and well connected district, with additional connections through large sites and blocks, including the Post Office site.

Active Transportation. Encourage walking, bicycling and transit as a way to increase access and transportation choices, enhance livability and reduce the carbon footprint in the district.

Streetscape. Improve the pedestrian experience by incorporating green infrastructure (e.g., bioswales, street trees) and community uses of the right-of-way and by integrating high-density uses. [Potential Central City policy]

Green Loop. Implement the Green Loop through the district, connecting the North Park Blocks to the Willamette River with high quality pedestrian and bicycle accommodations as well as improved opportunities for habitat movement. [Potential Central City-wide policy]

Transit Service. Enhance bus and streetcar transit service to meet the demands of residents, employees and visitors as the district continues to grow. Increase access to transit particularly in the north end of the district and along the riverfront.

Parking. Meet existing and future parking needs in a way that reduces the ratio of parking to development over time, encourages the sharing and efficient use of parking stalls within the district's existing and future uses.

2035 Performance Targets: Mode split

Implementation Actions: Pearl District – Transportation						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
TR1*	Implement the <i>Pearl District Access and Circulation Plan</i> (Adopted by Portland City Council, June 13, 2012)		X			PBOT
TR2	Improve pedestrian connections over I-405 at Everett, Glisan and Couch.		X			PBOT, ODOT
TR3	Develop a bike/pedestrian bridge connecting NW Flanders over I-405.			X		PBOT, ODOT
TR4	Enhance existing service to meet demand and support the desired expansion of transit service to redevelopable land in the North Pearl area and in Northwest Portland.				X	TriMet, PBOT, Streetcar
TR5	Enhance connectivity across railroad tracks to access the River. Build new pedestrian bridges over the tracks at Marshall, connecting the Fields Park to Centennial Mills and explore a possible bridge that extends NW 13 th to the River.		X			PBOT, PDC, BPS, PPR, Private
TR6	Enhance West Burnside to improve streetscape quality; multimodal access; and bicycle and pedestrian safety.		X			PBOT
TR7	Improve NW 15 th north of NW Flanders as a bicycle and pedestrian route.		X			PBOT

*Additional details for selected action items will be included in an appendix to be developed.

Willamette River

Vibrant Riverfront Districts. Encourage new development near the waterfront, including housing along Naito Parkway and targeted clusters of commercial uses in order to bring more people, events and activities to the river's edge.

River Access. Improve access to/from the Willamette River, particularly at the Centennial Mills area.

River Health. Support fish and wildlife by enhancing and maintaining in-water habitat and by replacing invasive, non-native plants with native plants on the river banks and replacing docks with lower impact docks.

Reduce stormwater impacts on water quality by encouraging use of green streets, eco-roofs and street trees.

Greenway Trail. Improve the greenway trail to facilitate bicycle and pedestrian access, reduce user conflicts and provide access to the river. [Potential Central City-wide policy]

Pearl District Urban Waterfront. Encourage the development of a distinctly urban waterfront that balances human activities including river transportation, recreation and development with habitat enhancement.

2035 Performance Targets: New development near river, greenway trail completion, public access points, linear feet of riverbank enhancement

Implementation Actions: Pearl District – Willamette River						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
WR1	Develop a strategy for activating the waterfront that addresses issues such as: access to/from the river, recreation, open space, public views, greenway trail development, habitat and natural resource issues.		X			BPS, PPR, BES
WR2	Update the <i>Willamette Greenway Plan</i> (1988) as part of CC2035; develop new implementation actions and strategies. [Potential Central City-wide action]	X				BPS, PPR
WR3	Work with agency partners to increase human access to/from the water by increasing the number of access points along the waterfront.			X		BPS, PPR, State and Federal agencies
WR4	Enhance river bank and shallow water to maintain and improve fish and wildlife habitat.		X			Private, BES, PPR
WR5	Update the Riverbank Design Notebook in collaboration with the state and federal natural resource agencies. [Potential Central City-wide action]		X			BPS, BES
WR6	Redevelop the Centennial Mills site to meet the broad public goals outlined in the <i>Centennial Mills Framework Plan</i> (adopted by Portland City Council, Fall 2006)		X			PDC, Private
*Additional details for selected action items will be included in an appendix to be developed.						

Urban Design

Street Character and Hierarchy. Establish a more intentional street hierarchy with a greater diversity of street characters, distinguishing three main types: retail/commercial, boulevard and flexible. Specifically, 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.

Green Loop Connections. Support development of the Green Loop through the district, connecting locations to the south, North Park Blocks, the Broadway Bridge and the Willamette River greenway trail with high quality pedestrian and bicycle facilities as well as improved opportunities for habitat movement. [Potential Central City-wide policy]

Views. Elevate the presence, character and role of significant view corridors (e.g., Union Station, Fremont Bridge, Steel Bridge) which define the district and help with wayfinding.

Park Connections. Enhance the park network by improving connections between the North Park Blocks and Jamison Square, Tanner Springs Park, and the Fields Neighborhood Park.

Under I-405 Repurposing. Support redevelopment of areas under I-405 to create safe, attractive, and engaging spaces.

Historic Resources. Encourage the preservation of older and often smaller buildings with historic character.

NW 13th Avenue Historic District. Protect the historic warehouse character and architecturally significant resources within the district. Encourage adaptive reuse of existing structures, and contextually sensitive infill development.

Open Space. Require the development of publicly accessible open space at Centennial Mills and the US Postal Service site as part of redevelopment.

NW 13th Avenue Main Street. Continue the active character of the street environment north of the historic district by encouraging active uses and maintaining loading docks and lower building heights along NW 13th from NW Johnson Street to the north.

2035 Performance Targets: Active street frontages, preserved character buildings

Implementation Actions: Pearl District – Urban Design						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
UD1*	Develop a set of broad historic preservation transfer tools to encourage FAR transfers from historic properties. Increase maximum height or FAR potential on receiving sites.	X				BPS

Implementation Actions: Pearl District – Urban Design

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
UD2*	Remove the height bonus overlay from properties within the NW 13 th Avenue Historic District	X				BPS
UD3*	Update development regulations to support the street and development character concept, including active use requirements and design guidelines.	X				BPS, PBOT
UD4	Develop a new public park or plaza on the block between NW Glisan and NW Hoyt and NW 8 th and NW Park.		X			PPS, PDC, PNCA, Private
UD5	Create a green street design for NW Pettygrove that can be implemented with redevelopment of adjacent properties.		X			BPS, PBOT
UD6	Develop a strategy/plan to renovate the North Park Blocks to better meet community goals.			X		PPR, BPS
UD7	Establish an east-west view corridor on NW Johnson Street that enhances views of the Union Station Clock Tower as the US Postal Service site is redeveloped.		X			BPS
UD8	Implement the Green Loop through the district; improve connections to the Broadway Bridge.			X		PBOT, BPS, PPR

*Additional details for selected action items will be included in an appendix to be developed.

Environment

High Performance Areas. Encourage green building “high performance areas,” particularly in areas with large amounts of planned new development or redevelopment, especially the US Postal Service site.

Urban Habitat Corridors. Improve upland wildlife habitat connections between the West Hills, North Park Blocks and Willamette River to promote the conservation and restoration of avian and pollinator habitat. [Potential Central City-wide policy]

Urban Forest and Green Infrastructure. Increase tree canopy and the use of vegetated stormwater facilities, including ecoroofs, vertical gardens, landscaped setbacks and courtyards, and living walls. [Potential Central City-wide policy]

2035 Performance Targets: Acres of eco-roofs, tree canopy

Implementation Actions: Pearl District – Environment

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
EN1	Recognize the Brewery Blocks as a “high performance area” and encourage new adjacent development to build on the existing district energy system.				X	BPS
EN2	Encourage and promote an environmental “high performance area” on the redeveloped US Postal Service site through incentives, public-private partnerships and/or master planning.		X			BPS, PDC

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Existing Policies and West Quadrant Direction

West Quadrant Planning Direction, from SAC Meeting Handouts, April/May 2013

Recent West Quadrant Plan Work, Key Themes and Ideas

1. Creating an active, vibrant urban waterfront: recreation and activation balanced with habitat
2. Integration and connection with neighboring districts: safer pedestrian and bike conditions
3. Providing a full range of neighborhood services: including a wider range of retailers and access to schools, libraries, senior services, community centers, etc.
4. Achieving a full range of housing affordability and housing types.
5. Retaining and preserving historic building stock as redevelopment sites become scarcer.

Current Ideas and Directions

1. Encourage more employment opportunities in the district. Consider emphasizing employment uses at the Post Office site (if redeveloped).
2. Restructure FAR bonus system to focus on affordable and middle income housing production including family-friendly units.
3. Strive for a world-class urban riverfront. Address access to the river, building height, massing, greenway development, habitat and natural resources issues.
4. Include the creation of a major public attraction through development of the Centennial Mills site.
5. Consider a street hierarchy approach that would identify retail emphasis and other street types.
6. Establish new or expanded historic preservation incentives and entitlement transfers to help preserve smaller old buildings in the district – both within the 13th Avenue Historic district and elsewhere.

Existing CCP Policy 17 River District, adopted through River District Plan, 1995

Extend downtown development throughout the River District that is highly urban in character and which creates a unique community because of its diversity; its existing and emerging neighborhoods housing a substantial resident population, providing jobs, services and recreation; and most important, its embrace of the Willamette River.

Existing North Pearl Plan policies, 2008

Complete Community Policy: Create a complete community by developing public amenities, a diversity of housing types, and an array of retail services, that serve the diversifying population of the Pearl District including families with children.

Sustainability Policy: The North Pearl and surrounding neighborhoods shall be developed to maximize livability, be socially and economically sustainable, and to promote eco-system health, resulting in a model for carbon neutral and socially restorative community development.

Transportation Policy: Create a transportation system that provides a full range of options for the movement of people, goods and services, supports livability and development of the area, and meets the sustainability goals of reducing gas emissions, energy consumption, environmental degradation and the reliance of the automobile.

Downtown

Discussion Draft District Goal, Policies and Actions

District Goal

Downtown is the economic and symbolic heart of the region and the preeminent, most accessible location for office employment, retailing, tourism, arts and culture, entertainment, government and ceremonial activities. At the center of the region's transportation system, and anchored by signature public spaces including Pioneer Courthouse Square and Tom McCall Waterfront Park, it is the most intensely urban and recognizable district in Portland's Central City.

Policies

Regional Center: Economy and Innovation

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.

Retail Core. Encourage the growth and success of the retail core with new retail and supportive development. Connect the retail core to and into Waterfront Park.

Government Center. Maintain a concentration of government services in the vicinity of Chapman and Lowndale squares.

Cultural District. Enhance the unique concentration of arts and cultural institutions and activities on and near the South Park Blocks between SW Salmon and SW Jefferson Streets. Create unique cultural and historic attractions along the Willamette River.

Civic Gathering Places. Provide safe and accessible urban spaces for large public gatherings including festivals, parades, concerts, sports events and other assemblies.

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

Tourism. Maintain Pioneer Courthouse Square as an important "first stop" for tourists to the region.

Increase the attractiveness of the riverfront as a tourist destination by encouraging the development of new shops, restaurants and recreational opportunities.

Regional Image. Enhance the Downtown's and Willamette River's role in creating a positive image for the city, region and state.

2035 Performance Targets: Job growth

Implementation Actions: Downtown – Regional Center: Economy and Innovation

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
RC1	Develop regulatory and financial incentives to encourage new office development and businesses.	X	X			BPS , City, PDC
RC2*	Extend 460' building height allowances along the Transit Mall south to I-405 between Broadway and 4 th .	X				BPS
RC3*	Support the development of the James Beard Public Market at the Morrison Bridgehead.		X			Private , PBOT, PPR, BPS, PDC
RC4*	Study the feasibility of removing the Morrison Bridge south bound Naito ramp to facilitate its development as a major attraction with a mix of uses.			X		PBOT , PPR, BPS
RC5	Maintain Portland's Center for the Arts as the leading regional performing arts venue.				X	OMF , Private
RC6	Actively program a variety of public events throughout the year in Pioneer Square and Waterfront Park.				X	PPR , Private
RC7	Encourage the location of tourist services in the Pioneer Courthouse Square area.				X	Private , PDC
RC8	Build a new central courthouse in or near the Government Center.		X			County , PDC, BPS
RC9	Explore options for redeveloping the site occupied by the City-owned parking garage at SW 3 rd and SW Alder. Provide public parking; add mixed use development including retail.			X		PDC , PBOT, BPS
RC10	Encourage development of shops, restaurants and river-related recreational amenities within Waterfront Park.		X			

*Additional details for selected action items will be included in an appendix to be developed.

Housing and Neighborhoods

Increase Housing. Encourage the development of new housing, particularly along SW Naito Parkway and the South Park Blocks.

Workforce Housing. Encourage the production of middle-income “workforce” housing.

Encourage Evening and Weekend Activity. Encourage the development of uses that are active in the evenings and on weekends including restaurants, galleries, retail stores, performance spaces, etc.

Amenities and Services. As population grows, address the needs of residents for services, schools and parks. [Potential Central City-wide Policy]

Public Safety. Ensure that the district is clean and safe at all hours for businesses, employees, visitors, tourists, and residents.

2035 Performance Targets: Housing units, workforce housing units

Implementation Actions: Downtown – Housing and Neighborhoods						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
HN1	Develop incentives to increase workforce housing in the Downtown.	X				BPS, PHB
HN2	Develop a food cart accommodation strategy that identifies appropriate locations for carts while encouraging the long-term redevelopment of surface parking lots [potential cc-wide]		X			BPS, PDC, PBOT, PPR
HN3	Support the Clean & Safe Program and other programs that increase safety and provide a welcoming atmosphere for visitors and residents.				X	PBA, Private, PPB, PPR
HN4	Provide and maintain safe public restrooms at convenient locations throughout the district.				X	PPR, PPB, PWB, Private
HN5	Provide incentives to increase residential development along SW Naito Parkway and the South Park Blocks.	X				BPS, PHB
*Additional details for selected action items will be included in an appendix to be developed.						

Transportation

Multimodal Access. Increase trips to Downtown by employees, visitors, and residents and improve regional multimodal access. Increase the share of trips to the district made by alternative modes.

Circulation and Connectivity. Maintain a compact and highly accessible Downtown. Improve connections across West Burnside and across SW Naito Parkway to Waterfront Park and the Greenway Trail.

Active Transportation. Encourage walking, bicycling and transit as a way to increase access and transportation choices, enhance livability and reduce the carbon footprint in the district.

Streetscape. Provide for high levels of pedestrian movement and activity. Encourage innovative streetscape design to provide a safe, pleasant and interesting pedestrian experience.

Regional Transit Hub. Maintain Downtown’s role as the region’s principal public transportation hub centered on the Transit Mall and Pioneer Courthouse Square. Facilitate safe, pleasant and efficient transfer opportunities for transit riders.

Parking. Recognize that parking is an important asset for Downtown to support regional activity and growth, while controlling traffic, design, and environmental impacts. Reduce the ratio of parking to development over time.

2035 Performance Targets: Mode split

Implementation Actions: Downtown – Transportation						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
TR1*	Study and address pedestrian connectivity issues at the base of the Morrison Bridge.		X			PBOT, BPS
TR2	Develop and implement changes to bicycle and pedestrian circulation on Naito Parkway and the Waterfront Park Greenway Trail to reduce conflicts and improve safety.		X			PPR, PBOT
TR3	Improve public transportation services along the Waterfront and Naito Parkway.			X		TriMet, PBOT
TR4	Enhance West Burnside to improve streetscape quality, multimodal access, and bicycle and pedestrian safety.		X			PBOT
TR5	Implement a Bike Share program with Downtown as its core that includes numerous rental locations.		X			PBOT, Private
TR6*	Explore opportunities for consolidating and/or redeveloping Burnside's "jug handles" into public spaces.			X		PBOT, BPS, Private
TR7	Identify opportunities to creatively use public rights-of-way to meet open space, recreation and retail needs, especially along designated flexible streets.				X	PBOT, PPR
TR8	Develop a strategy for maintaining large vehicle (e.g., tour bus, school bus) access to area attractions as other redevelopment occurs.		X			PBOT

Implementation Actions: Downtown – Transportation

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
TR9	Develop a parking strategy that promotes multiple use and the sharing of existing resources.		X			PBOT, BPS, PDC
TR10	Improve bicycle and pedestrian connectivity throughout and complement access to transit and Bike Share systems.		X			PBOT
TR11	Study ways to improve multimodal accessibility at the Morrison and Hawthorne bridges		X			PBOT, Multnomah County
TR12	Study ways to lessen the impact of freight and general traffic on Naito Parkway destined to I-5 south from the Central Eastside.			X		PBOT

*Additional details for selected action items will be included in an appendix to be developed.

Willamette River

Naito Parkway Redevelopment. Encourage residential and mixed-use development along Naito Parkway to bring people closer to the waterfront. Encourage doors and windows with orientation toward SW Naito and the Willamette River.

Bridgehead Development. Facilitate redevelopment of underutilized and vacant properties at bridgeheads to increase activity near the river and adjacent to east side connections.

Tom McCall Waterfront Park. Recognize and promote Tom McCall Waterfront Park as a key regional attraction as well as an asset for the daily visitors, employees and residents of the Central City. Facilitate planned improvements at Tom McCall Waterfront Park that activate the park, provide new and unique spaces, sustain and enhance fish and wildlife habitat, and bring people to/from the river.

River Tourism and Commerce. Provide opportunities and amenities for a variety of water-based transit, river tours and regional cruises from the Downtown Waterfront with supporting retail and services.

Water Access. Improve access to Waterfront Park and the Willamette River along the sea wall and the Hawthorne Bowl area.

Attractions. Expand the range of public activities and attractors along the waterfront including but not limited to small retail kiosks and art, culture and historic displays.

River Health. Improve river and upland conditions to support fish and wildlife while maintaining human access at the Hawthorne Bowl. Improve wildlife habitat connections between the Willamette River and the South and North Park Blocks and West Hills.

Reduce stormwater runoff impacts on water quality by encouraging green streets, eco-roofs and street trees. [Potential Central City-wide policy]

Greenway Trail. Improve the greenway trail to facilitate bicycle and pedestrian access and reduce conflicts as use increases.

2035 Performance Targets: New development along Naito Parkway, public access points, linear feet of riverbank enhancement

Implementation Actions: Downtown – Willamette River						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
WR1*	Review and update the Waterfront Park Master Plan to enhance activities, amenities, and open spaces in the park and into the river.		X			PPR, BPS
WR2	Study the feasibility of installing new or repurposing existing docks to accommodate recreational boaters and future water transit.			X		PPR, PBOT
WR3*	Study the feasibility of reconfiguring the ramps and approaches to the Morrison and Hawthorne bridges to create more developable land parcels and improve multimodal connectivity to the river.		X			PBOT
WR4*	Increase the allowed maximum building heights in the vicinity of the Morrison and Hawthorne Bridgeheads to facilitate signature developments that help activate the waterfront and visually connect the city to the river.	X				BPS
WR5	Study the feasibility of accommodating regional cruise ship docking facilities along the seawall.		X			BPS, PPR, Private
WR6	Improve riverbank conditions by adding native vegetation to areas where feasible including the Hawthorne Bowl.		X			PPR, BES
WR7	Evaluate the feasibility of adding in-water structures for transient boat mooring and/or swimming at the Hawthorne Bowl.		X			PPR, Marine Board
WR8	Promote swimming and boating where and when appropriate.				X	Private, Marine Board
WR9*	Develop a strategy for managing runoff from the separated storm sewer system.		X			BES, BPS, PBOT
WR10	Develop a swimming area with amenities at the Hawthorne Bowl.			X		PPR, Private

Implementation Actions: Downtown – Willamette River

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
WR11	Provide incentives to increase residential development along SW Naito Parkway and the South Park Blocks.	X				BPS, PHB
WR12	Actively program Tom McCall Waterfront Park at key locations like Ankeny Plaza, Salmon Springs and the Hawthorne Bowl to include small retail uses, activities and events throughout the year.				X	PPR

*Additional details for selected action items will be included in an appendix to be developed.

Urban Design

Retail Core. Create and maintain a unified identity for the Retail Core through signage, lighting, street furnishings, plantings, etc.

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.

Open Space. Expand opportunities in existing parks and open spaces, including the Willamette River, to meet needs of downtown residents, workers and visitors for both passive and active recreation.

Park Blocks. Preserve and improve 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.

Street Hierarchy. Establish a more intentional street hierarchy that distinguishes the development characteristics found on key streets in the district. [Potential Central City-wide Policy]

Signature Retail Streets. Establish Morrison, Yamhill and SW Broadway as signature retail streets and require retail development along these streets wherever feasible. Reinforce Broadway as Portland’s theater and bright lights district.

Historic and Cultural Resources. Protect and rehabilitate significant historic resources throughout the district.

Yamhill Historic District. Protect the historic character and architecturally significant resources of the Yamhill Historic District. Encourage contextually sensitive infill development on vacant and surface parking lots.

Green Loop. Implement the Green Loop through the district, connecting the South and North Park Blocks with high quality bicycle accommodations and innovative, park-like pedestrian environments

and create wildlife habitat connections between the Willamette River, South and North Park Blocks and the West Hills.

Wayfinding. Strengthen wayfinding systems for retail, arts and culture, parks and waterfront attractions.

Dynamic Skyline. Encourage the tallest buildings to locate along the transit mall, generally stepping down in height to the Willamette River. Allow taller buildings outside of historic districts and at bridgeheads.

2035 Performance Targets: Active street frontages

Implementation Actions: Downtown – Urban Design						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
UD1*	Implement the Park Avenue Urban Design Vision.				X	BPS , PBOT, PPR
UD2*	Implement the Green Loop through the district.		X			PBOT , BPS, PPR
UD3	Develop a strategy and plan for South Park Blocks maintenance and improvements.			X		PPR , Private
UD4*	Study the feasibility of creating an urban civic space at the intersection of West Burnside and Broadway. (“Times Square idea”).		X			BPS , PDC, PBOT, PPR
UD5*	Improve Salmon Street with stormwater management, landscaping, and active transportation facilities to better connect Washington Park to the South Park Blocks and the Willamette River and improve the quality of water discharged into the Willamette.			X		PBOT , BES, BPS
UD6*	Review height regulations and design review requirements adjacent to open spaces.	X				BPS
UD7	Develop SW Ankeny as a great pedestrian street.		X			PBOT , BPS, Private
UD8	Move the Skidmore Historic District area south of Burnside from the Downtown district to Old Town/Chinatown.	X				BPS
UD9	Develop a set of special design guidelines and streetscape improvements for the Cultural District.			X		BPS , PBOT, PPR, Private
UD10	Rehabilitate/redesign O’Bryant Square.			X		PPR , BPS, Private
UD11	Develop a Downtown Public Art Walking Tour.		X			RACC , BPS, Private

Implementation Actions: Downtown – Urban Design

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
UD12	Incrementally improve building faces along the Transit Mall with active uses, windows, doors, landscaping, art, and amenities to improve the pedestrian and transit rider experience.				X	PDC, Private

*Additional details for selected action items will be included in an appendix to be developed.

Environment

Urban Forest and Green Infrastructure. Increase tree canopy and the use of vegetated stormwater facilities, including ecoroofs, vertical gardens, and landscaped setbacks. [Potential Central City-wide policy]

Green Infrastructure. Encourage bird-friendly building design and the use of eco-roofs to manage stormwater and create habitat for birds and pollinators on new buildings. [Potential Central City-wide policy]

2035 Performance Target: Acres of eco-roofs, tree canopy

Implementation Actions: Downtown – Environment

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
EN1	Develop a strategy for inventorying, removing and replacing trees in the South Park Blocks to eliminate safety hazards while maintaining or enhancing canopy coverage and habitat.		X			PPR

*Additional details for selected action items will be included in an appendix to be developed.

For Reference: Previous West Quadrant Direction and Existing Policies

West Quadrant Planning Direction, from SAC Meeting Handouts, April/May 2013

Recent West Quadrant Plan Work, Key Themes and Ideas:

1. Maintain downtown's importance as the region's primary commerce and employment center.

2. Address needs of downtown residents for services, schools and parks.
3. Strengthen wayfinding systems for retail, arts and culture, parks and the waterfront.

Current Ideas and Directions

1. Improve the competitiveness of Downtown for employment growth through policies, incentives and targeted investments.
2. Strengthen identity of subdistricts: arts/culture district, historic financial district, waterfront.
3. Encourage residential and mixed-use development along Naito Parkway and at bridgeheads to create attractors and jobs; build the Public Market.
4. Support growth and health of the retail core with supportive development, and better connections to the West End, Waterfront Park and Old Town/Chinatown.
5. Expand functions in existing parks to meet needs of downtown residents, workers and visitors for both passive and active recreation.
6. Enhance physical and visual access to the river and create restoration opportunities that will also provide education and cultural awareness.
7. Develop strategies to encourage/increase trips to Downtown by Portlanders and visitors and improve multimodal access.
8. Explore simplification of the City's parking regulations.

Existing CCP Policy 14

Strengthen the Downtown as the heart of the region, maintain its role as the preeminent business location in the region, expand its role in retailing, housing, and tourism, and reinforce its cultural, educational, entertainment, governmental and ceremonial activities.

FURTHER:

- A. Maintain and implement the **Downtown Plan** as a part of the Central City Plan.
- B. Continue to actively foster the growth and attractiveness of the Downtown, enhancing its **competitive position over other commercial areas in the region.**

West End

Discussion Draft District Goal, Policies and Actions

District Goal

Downtown's West End is a thriving, mixed-use urban residential neighborhood with a diverse architectural character and wealth of historical, cultural, institutional and open space assets. The district benefits from its central location, with excellent multimodal access to Portland State University, the South Park Blocks, Goose Hollow and JELD-WEN stadium, the Pearl District and the Downtown retail core.

The predominantly residential area south of SW Salmon is an attractive, family-friendly community supporting a range of amenities, housing scales and types to accommodate a socioeconomically diverse population. The area north of SW Salmon hosts a broader mix of uses, where residents live in harmony with successful retail, entertainment and office development.

Policies

Regional Center: Economy and Innovation

Employment. Encourage a broad mix of land uses, particularly north of SW Salmon Street, including office and retail opportunities in addition to residential.

Retail Core. Extend the Downtown Retail Core west to I-405 and north into the Pearl District and encourage a broad mix of retail opportunities at the street level.

Cultural District. Support the West End's unique concentration of arts and cultural institutions.

Redevelopment. Encourage renovation of historic buildings and new development on surface parking lots and vacant lots.

2035 Performance Targets: Job growth, new development

Implementation Actions: West End – Regional Center: Economy and Innovation						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
RC1*	Develop zoning tools for the area north of SW Salmon that encourage a broad mix of uses, allow flexibility for additional office and retail uses and encourage dense residential development.	X				BPS
RC2	Implement the Downtown Retail Strategy in the West End.				X	PDC, PBA

Implementation Actions: West End – Regional Center: Economy and Innovation

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
RC3	Explore options for redeveloping the site occupied by the City-owned parking garage at SW 10 th and Yamhill. Provide public parking; add mixed use development including retail.		X			PDC, BPS, PBOT, OMF, Private
RC4	Develop a package of streetscape improvements for the cultural district to enhance the pedestrian experience between attractions including OHS, the Art Museum and the Arlene Schnitzer Concert Hall.			X		PBOT, BPS, Private

*Additional details for selected action items will be included in an appendix to be developed.

Housing and Neighborhoods

Preservation of Affordable Housing. Preserve existing housing that is affordable to low and moderate-income households in the district.

Residential Development. Encourage dense residential development including options for families with children and seniors and households with a variety of incomes. South of Salmon, residential development is the predominant use; to the north it is a major component.

Family-Supportive Amenities. Provide and support more recreational and educational amenities that increase the livability of the district for families with children.

Social Services. Preserve and support existing social service and shelter functions in the district. Discourage the location of additional social services in close proximity to existing services.

Churches. Support the viability of the district’s unique concentration of churches.

2035 Performance Targets: Housing units, affordable housing units

Implementation Actions: West End – Housing and Neighborhoods

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
HN1*	Preserve the RXd zone in the area south of SW Salmon within the West End. Consider additional ground-floor commercial flexibility, and additional commercial flexibility for existing (historic?) structures.	X				BPS

Implementation Actions: West End – Housing and Neighborhoods

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
HN2*	Develop and implement an affordable housing strategy for the West End that preserves or replaces existing affordable housing, including buildings that are privately owned.		X			PHB, BPS
HN3	Identify opportunities for new playgrounds and other recreational facilities for children.		X			PPR, private
HN4	Explore opportunities for shared community use of PSU and Lincoln HS recreational facilities.		X			PPR, PSU, PPS
HN5	Explore options for a new community center to serve West End and Downtown residents.			X		PPR
HN6	Explore options for additional public restroom facilities.		X			PPR, PDOT, PWB, PPB

*Additional details for selected action items will be included in an appendix to be developed.

Transportation

Multimodal Access. Improve access by all modes to the district from adjacent areas and from the greater region, particularly Goose Hollow.

Circulation and Connectivity. Provide for a highly accessible, safe and well connected district, with enhanced connections to Downtown and PSU and improved pedestrian and bike facilities across I-405 to Goose Hollow and across Burnside to the Pearl District.

Active Transportation. Encourage walking, bicycling and transit as a way to increase access and transportation choices, enhance livability and reduce the carbon footprint in the district. [Potential Central City-wide policy]

Green Loop. Implement the Green Loop through the district, connecting the Museum Blocks to TriMet’s Transit Bridge to the south and along the South Park Blocks and locations further north with high quality pedestrian and bicycle facilities as well as improved opportunities for habitat and recreation. [Potential Central City-wide policy]

Rail Transit. Take advantage of the potential for transit connections that occur where the MAX light rail line on SW Morrison and Yamhill Streets crosses the Portland Streetcar line on SW 10th and 11th avenues.

Parking. Meet existing and future parking needs in a way that reduces the ratio of parking to development over time, encourages the sharing and efficient use of parking stalls within the district’s existing and future uses, and leads to the redevelopment of existing surface parking lots.

2035 Performance Targets: Mode split

Implementation Actions: West End – Transportation						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
TR1	Improve bicycle and pedestrian access into and out of the district, particularly across the I-405 and West Burnside Street.		X			PBOT
TR2	Develop and implement a parking strategy for the West End that encourages the redevelopment of surface parking lots, sharing of parking stalls and maintains sufficient parking to meet the districts' present and future needs.		X			PBOT , Private
TR3	Work with area property owners and churches to develop a strategy to accommodate weekend and evening church parking and allow shared use of church parking facilities during other hours.		X			PBOT , BPS, Private
TR4*	Explore opportunities for consolidating and/or redeveloping Burnside's "jug handles" into public spaces.			X		PBOT , BPS

*Additional details for selected action items will be included in an appendix to be developed.

Urban Design

Architectural Diversity and Historic Resources. Encourage the preservation of individual historic resources that represent a wide range of architectural styles and eras.

Park Blocks. Preserve and improve 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.

Street Hierarchy. Establish a more intentional street hierarchy with a greater diversity of street characters, distinguishing three main types: retail/commercial, boulevard and flexible. Specifically, 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.

Salmon Street. Improve SW Salmon St. as a unique east-west connection linking Washington Park to the Willamette River, through the heart of the Central City's west side. The street should maintain a traffic function while incorporating more green and pedestrian-friendly amenities and supporting increased commercial/retail activity.

Jefferson Main Street. Encourage redevelopment and rehabilitation along SW Jefferson to create a vibrant neighborhood Main Street environment with pedestrian-friendly street design and contiguous neighborhood retail linking the West End to Goose Hollow and Downtown.

Green Loop Connections. Support development of the Green Loop through the district, connecting locations to the south, North Park Blocks and the Broadway Bridge with high quality pedestrian and bicycle accommodations as well as improved opportunities for habitat movement. [Potential Central City-wide policy]

Open Space Network. Increase publicly accessible open space in the district and encourage the provision of plazas and pocket parks with new development. Expand the range of recreational experiences available to include more child-friendly play areas, dog parks, and contemplative spaces.

Streetcar Line Require active uses near streetcar stations and limit auto-oriented development. [Potential Central City-wide policy]

2035 Performance Targets: Active street frontages, preserved, rehabilitated historic buildings

Implementation Actions: West End – Urban Design						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
UD1	Improve Salmon Street with stormwater management, landscaping, and active transportation facilities.			X		PBOT, BES, BPS
UD2	Develop a set of broad historic preservation transfer tools to encourage FAR transfers from historic resources.	X				BPS
UD3	Prepare an updated inventory of historic resources for the district.		X			BPS, SHPO
UD4	Develop incentives to encourage publicly accessible plazas and pocket parks as new development occurs. [Potential Central City-wide action]	X				BPS, PPR
UD5	Review and revise as appropriate the two National Register Multiple Property Documentation forms for Downtown development to encompass the range of potential historic resources in the West End.		X			BPS
UD6*	Connect the West End to Goose Hollow by capping I-405. Potential locations include: W Burnside, SW Yamhill/Morrison, SW Salmon/Main and SW Jefferson.			X		PBOT, BPS, ODOT
UD7*	Develop a set of special design guidelines and streetscape improvements for the Cultural District.		X			BPS, PBOT
*Additional details for selected action items will be included in an appendix to be developed.						

Environment

Urban Habitat Corridors. Enhance tree canopy in the district and improve upland wildlife habitat connections between the West Hills, South Park Blocks and Willamette River to promote the conservation and restoration of avian and pollinator habitat.

Green Infrastructure. Encourage bird-friendly building design. Increase the use of vegetated stormwater facilities, including ecoroofs, vertical gardens, landscaped setbacks and courtyards, and living walls. [Potential Central City-wide policy]

District Energy. Encourage the development of district energy systems, building on the system developed in the Brewery Blocks.

2035 Performance Target: Acres of eco-roofs, tree canopy

Implementation Actions: West End – Environment						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
EN1	Develop a strategy for managing storm water in the district.		X			BES
EN2	Encourage the continued improvement and expansion of the Brewery Blocks' district energy system.				X	BPS
*Additional details for selected action items will be included in an appendix to be developed.						

For Reference: Previous West Quadrant Direction and Existing Policies

West Quadrant Planning Direction, from SAC Meeting Handouts, April/May 2013

Recent West Quadrant Plan Work, Key Themes and Ideas:

1. Continue focus on residential development by attracting more residents including families with children and seniors.
2. Preserve existing affordable housing while adding a balanced mix of new housing in the district including middle-income.
3. Improve connections to Goose Hollow.
4. Preserve architectural diversity and historic resources.
5. Elevate quality building design to achieve a high level of urban livability.

Current Ideas and Directions

1. Add family-supportive amenities including pocket parks, play facilities, access to a community center, K-8 school, a range of basic services. Explore partnerships with PSU for community recreation opportunities.
2. Work with ODOT and others to pursue future capping of I-405 for commercial and/or park opportunities.
3. Establish a street hierarchy; identify retail streets to support residential and worker needs; consider flexible, pedestrian oriented and green streets to provide amenities and connections.

4. Consider modifying RX zoning to increase flexibility while still encouraging housing development.
5. Establish development standards and design guidelines to ensure livability and create a more active pedestrian environment.
6. Preserve and enhance access for all modes to cultural institutions such as the Portland Art Museum.
7. Identify significant historic resources and develop a preservation strategy.
8. Address parking needs in the district as surface parking lots develop.
9. Improve connections and the relationship to the traditional retail core.

Existing CCP Policy 22, adopted with Downtown's West End, 2002

Build on the West End's exceptional cultural and institutional assets, and its proximity to Portland State University, the Park Blocks, public transit, Goose Hollow and the Stadium area, and the Downtown retail core to foster its development as a vibrant Downtown neighborhood.

- A. Reinforce the role of the West End as a stable residential neighborhood by preserving or replacing existing housing and constructing **5,000 new units of housing**.
- B. Preserve and construct housing to provide **rental and home ownership opportunities for households of diverse income levels** to provide additional opportunities for living close to work, services, shopping and recreation.
- C. Promote new development of **owner-occupied housing** in the West End to provide a more diverse housing stock and a broader mix of housing options.
- D. Encourage the retention or replacement of existing housing, including **2,700 units of housing affordable** to low and moderate income households, in order to reduce the economic displacement of households currently residing in the West End.
- E. Promote a **mix of development along the Portland Streetcar** line that supports both ridership and expanded markets for jobs and housing along the streetcar's route.
- F. Attract **5,000 new jobs to the West End** by increasing the quality and diversity of job and retail opportunities in the district through the creation of a vibrant mixed-use environment that supports business and attracts new investment.
- G. Improve **SW 10th Avenue** as a "Great Street" that fosters the growth of retailing, housing, and job creation along the Portland Streetcar route.
- H. Take advantage of the potential for **transit connections** that occur where the **MAX light** rail line on SW Morrison and Yamhill Streets crosses the **Portland Streetcar** line on SW 10th and 11th avenues.
- I. Strengthen the **West End's connections** to the University District on the south, the Park Blocks and Downtown retail core on the east, across Burnside Street to the Pearl District on the north, and across the I-405 freeway to the Goose Hollow neighborhood on the west.
- J. Continue to provide a place for **institutional and social service uses** requiring a central location and successfully integrate these uses with the larger mixed-use neighborhood.

South Waterfront

Discussion Draft District Goal, Policies and Actions

District Goal

The southern gateway to the Central City, South Waterfront is a vibrant, walkable, distinctly urban mixed-use community with excellent access to transit, parks and neighborhood amenities, as well as the Willamette River and greenway trail.

The cornerstone of Portland’s Innovation Quadrant, the district is home to large, partnering research and educational institutions, corporate headquarters, start-up firms and other knowledge-based industries.

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

Policies

Regional Center: Economy and Innovation

Public and Private Investment. Support near- and long-term goals for the district through strategic public and private investment and development. [Potential Central City-wide policy]

Innovation Quadrant. Encourage a range of businesses from start-up firms to corporate headquarters, with particular focus on knowledge-based industries, especially technology, research and development, to locate in the district.

Institutions. Support the development and expansion of institutions that are consistent with the district’s vision.

Tourism, Retail and Entertainment: Increase the number of visitors to the district by encouraging new and enhancing existing riverfront recreational opportunities and amenities.

2035 Performance Targets: Jobs

Implementation Actions: South Waterfront – Regional Center: Economy and Innovation						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
RC1	Promote public investments that leverage private investments in the district.				X	PDC, BPS, PBOT
RC2	Encourage partnerships between the area’s educational/research institutions and private business.				X	OHSU, OUS, Private

Implementation Actions: South Waterfront – Regional Center: Economy and Innovation

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
RC3	Develop telecommunications and other infrastructure needed to ensure that South Waterfront is a competitive location for science and high technology jobs.		X			PDC, Private

*Additional details for selected action items will be included in an appendix to be developed.

Housing and Neighborhoods

Housing Diversity. Create housing throughout the district that is attractive and affordable to a broad range of households and incomes.

Neighborhood Amenities. Support access to public services and amenities to meet the needs of residents, workers and visitors as the district grows and diversifies, particularly a K-8 public school facility, parks and greenway, full-service grocery store, community space and daycare facilities. [Potential Central City-wide policy]

2035 Performance Targets: Housing units; affordable housing units

Implementation Actions: South Waterfront – Housing and Neighborhoods

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
HN1	Create incentives to encourage the development of student, worker and/or affordable housing.	X				BPS, PHB
HN2	Identify a site for future grocery store to directly serve residents and workers in district.			X		PDC, BPS
HN3	Encourage the development of a community center to foster community interaction and exchange.			X		PDC, BPS, PPR
HN4	Identify sites for community building activities and pursue projects and activities such as weekend markets, cultural programming and public art.		X			SPNA, Private, PPR
HN5	Develop daycare facilities for children.		X			PDC, Private

*Additional details for selected action items will be included in an appendix to be developed.

Transportation

Multi-Modal Access. Improve multimodal access to the region and adjacent areas, including South Portland, the Willamette River and the South Downtown/University District.

Circulation and Connectivity. Provide a highly accessible, safe and well-connected district with an urban grid system that provides for internal circulation and connects to adjacent neighborhoods, as well as to the greenway trail.

Active Transportation. Encourage walking, bicycling and transit as a way to increase access and transportation choices, enhance livability and reduce the carbon footprint in the district.

OHSU/OUS Collaborative Life Sciences Building. Enhance multimodal access to the OHSU/OUS campus from the South Downtown/University District and Portland State University; South Portland and the waterfront. Address circulation issues around campus and address barriers for cyclists and pedestrians to create a highly walkable campus.

Green Loop. Implement the Green Loop through the district, connecting the Innovation Quadrant from OMSI to Portland State University and to the Pearl District via TriMet's Transit Bridge to the South Park Blocks and locations further north with high quality pedestrian and bicycle accommodations as well as improved opportunities for habitat and recreation.

Parking. Address parking needs in a way that reduces the ratio of parking to development over time and manages congestion. Develop creative ways to provide, share and manage parking to meet multiple objectives and support a diverse mix of land uses, including the unique needs of large educational/research institutions.

2035 Performance Targets: Mode split

Implementation Actions: South Waterfront – Transportation						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
TR1	Implement the <i>South Waterfront District Street Plan, Criteria and Standards (2009)</i>				X	PBOT
TR2*	Implement recommendations from the <i>North Macadam Transportation Development Strategy (2009) (includes earlier South Portland Circulation Study Recommendations)</i>				X	PBOT
TR3	Develop a phased development parking strategy to meet district goals for all parking types including office, retail, university, residential and visitor spaces. Explore multi-use and shared parking opportunities.		X			PBOT

Implementation Actions: South Waterfront – Transportation

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
TR4	Coordinate transportation improvements in South Waterfront with regional transportation efforts such as the Southwest Corridor High Capacity Transit, Willamette Greenway Trail and the South Portland Circulation Study.		X			PBOT, PDC, TriMet

*Additional details for selected action items will be included in an appendix to be developed.

Willamette River

Vibrant Riverfront Districts. Support existing and encourage new activities and uses near the Willamette River in order to bring more people, events and activities to the waterfront.

Greenway Trail. Improve the greenway trail to better facilitate bicycle and pedestrian access, reduce user conflicts and provide better access to the river. [Potential Central City-wide policy]

River Health. Improve river conditions to support fish and wildlife by maintaining shallow water habitat; replacing invasive and non-native plants with native plants on the river banks; and incorporating low impact design in new docks.

Support the City’s *River Renaissance* vision and its commitment to recovery of threatened and endangered species. [Potential Central City-wide policy]

Reduce stormwater impacts on water quality by encouraging use of green streets, eco-roofs and street trees. [Potential Central City-wide policy]

River Access. Encourage improvements along the Willamette riverfront and beyond to enhance human access to and enjoyment of the river for activities like contemplation, recreational boating and fishing. [Potential Central City-wide policy]

2035 Performance Targets: Amount of development near river, Greenway Trail usage, linear feet of riverbank enhancement

Implementation Actions: South Waterfront – Willamette River

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
WR1	Update the Willamette Greenway Plan (1988) as part of CC2035; develop new implementation actions and strategies	X				BPS, PPR

Implementation Actions: South Waterfront – Willamette River

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
WR2	Implement the city's vision for the South Waterfront Greenway. Where feasible, develop it through a public-private partnership. Complete the greenway trail connecting it with the rest of the 40-Mile Loop Trail.		X			PPR , PDC, BES, BPS, Private
WR3	Explore opportunities to make South Waterfront Greenway improvements, especially trail and dock improvements, in the near term and possibly in advance of development that would typically trigger such improvements.				X	PPR , PDC, BPS
WR4	Update the riverbank design notebook in collaboration with state and federal natural resources agencies. [potential Central City-wide action]		X			BPS , BES
WR5	Explore potential for a mixed-use opportunity at the Zidell site that provides increased access to/from the river and celebrates its maritime past.			X		PDC , BPS, Private
WR6	Where feasible, enhance river bank and beaches to maintain and improve fish and wildlife habitat.		X			BES , PPR
WR7	Encourage the development of river-related public art, as well as cultural, ecological and historical displays and attractions to connect people with the river. [Central City wide action]		X			PPR , RACC, nonprofits, private
WR8	Explore opportunities to provide amenities for boaters such as light watercraft storage and parking to coincide with installation of a new dock.				X	PPR , SWNA, nonprofits, private

*Additional details for selected action items will be included in an appendix to be developed.

Urban Design

Relationship to the River. Promote building forms that draw on the relationship of the district to the river, open space and the adjacent neighborhoods. Provide physical and visual connections to the Willamette River.

Improved Open Spaces. Create an exemplary open space network that embraces the river as the district's "front yard" and provides a range of urban amenities, recreation experiences and ecological functions. [Potential Central City-wide policy]

Street Hierarchy. Establish a more intentional street hierarchy with a greater diversity of street characteristics, distinguishing three main types: retail/commercial, boulevard and flexible. Specifically, support the retail/commercial character of SW Bond Ave. and SW Gibbs St.

Streetscape. Improve the pedestrian experience by providing urban greenery and community uses of the right-of-way and by integrating high-density uses. [Potential Central City-wide policy]

Implementation Actions: South Waterfront – Urban Design						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
UD1	Integrate elements that reflect the district’s history into the development of the greenway and parks.				X	PPR, BPS
UD2	Pursue a large park facility to provide active recreational opportunities for the district and surrounding area, in a location that has a physical and visual connection to the river.			X		PPR, BPS
UD3	Provide incentives for the private sector to contribute to the quality and quantity of open space in the district.	X				BPS, PPR, PDC
UD4	Develop "green" accessways or “fingers of green” at regular intervals extending from the river west into the district as a means for providing pedestrian linkages, multi-objective stormwater management opportunities and reinforcing the presence of the river and riverfront in the district.		X			PBOT, BES, BPS
*Additional details for selected action items will be included in an appendix to be developed.						

Environment

District Energy. Support opportunities for the development and expansion of district energy systems.

Urban Habitat. Improve upland wildlife habitat connections between West Hills, South Park Blocks and the Willamette River to facilitate the movement of avian and pollinator species through the district.

Urban Forest and Green Infrastructure. Increase tree canopy and the use of vegetated stormwater facilities, including ecoroofs, vertical gardens, landscaped setbacks and courtyards, and living walls. Support the use of native vegetation when possible. [Potential Central City-wide policy]

Implementation Actions: South Waterfront – Environment

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
EN1	Explore district energy opportunities in the northern half of district and consider how such systems might be connected to the southern half of the district.				X	BPS, BES
EN2	Develop strategies for addressing environmental challenges including, but not limited to, soil contamination and freeway noise.		X			BES, PBOT
EN3	Encourage planting of native vegetation in right-of-way				X	PBOT, BES
EN4	Integrate riparian habitat enhancements on the bank with enhanced upland habitat		X			PPR, BES
EN5	Promote low-impact development strategies that minimize impervious areas, use multi-objective stormwater management systems, create water-quality friendly streets and parking lots and enhance natural area revegetation.				X	BPS, PBOT

*Additional details for selected action items will be included in an appendix to be developed.

Existing Policies and West Quadrant Direction

West Quadrant Planning Direction, from SAC Meeting Handouts, April/May 2013
Current Ideas and Directions

1. Explore if there are opportunities to make greenway improvements, especially trail and dock improvements, in the near term and possibly in advance of development that would typically trigger such improvements.
2. Identify site for future grocery store directly serving residents and workers in district.
3. Continue to pursue large park facility to provide active recreational opportunities within district.
4. Provide additional affordable housing, especially for workers and students.
5. As district grows and diversifies, ensure residents have access to public services and amenities that meet their needs.
6. Continue to explore ecodistrict concepts, including district energy, in northern half of district and consider how such systems might be connected to southern half of district as well

Existing CCP Policy 21, adopted with South Waterfront Plan, 2002

Create a vibrant urban neighborhood connected with and enriched by a clean and healthy river.

Land Use and Urban Form Policy: Create a distinctive riverfront neighborhood of exceptional urban character with a diversity of jobs and housing.

Objectives

1. Support the role of the district as the **southern gateway** to the downtown urban core.
2. Promote **building forms** that respect the relationship of the district to the **river and the adjacent neighborhoods**.
3. Provide **physical and visual connections to the Willamette River** from both the district and the adjoining neighborhoods.
4. Integrate **natural resource values** related to water quality, storm water, and fish and wildlife habitat into the district's infrastructure and urban form.
5. Recognize the **historic elements** of the district as it transitions from an industrial area to an urban mixed-use neighborhood.
6. Support development types and uses that encourage **trips other than by single occupancy vehicles**.
7. Promote **pedestrian-oriented development** that reinforces connections to transit facilities and the greenway and parks.
8. Encourage a **complementary mix** of housing, employment, retail, open space, recreational and institutional facilities.
9. Provide for **10,000 jobs and at least 3,000 housing units by 2019**.
10. Provide at least **800 units of housing that would be affordable** to households earning less than 120% of median family income (MFI) for the region, with at least 375 of these units affordable to those earning less than 50% of median family income.
11. Create housing throughout the district that is attractive and affordable to a **broad range of households and incomes**.
12. Encourage **housing opportunities for those employed in the district** and nearby job centers.
13. Promote both **ownership and rental housing options**.
14. Attract **job-intensive businesses** that support family-wage incomes.

Greenway and Parks Policy: Create an exemplary open space network that embraces the river as the district's "front yard" and provides a range of urban amenities, beauty and ecological functions.

Objectives

1. Encourage a diversity of **well-designed open spaces** throughout the district to serve residents, employees, and visitors to the district.
2. Promote design and investment, both public and private, that reflects a complementary **relationship between the built environment and open space** in the district.
3. Implement the city's vision for the **greenway**, guided by a design coordination plan, developed through a public-private partnership.
4. Integrate elements that reflect the **site's history** into the development of the greenway and parks.
5. Develop an **implementation program**, based on a public/private partnership, for acquisition, construction, operations and management of **the greenway and parks facilities**.
6. Provide incentives for the **private sector to contribute** to the quality and quantity of open space in the district.
7. Complete the Willamette River **greenway and greenway trail** connecting it with the rest of the 40-Mile Loop Trail.

8. Design the greenway trail to accommodate **bicyclists and pedestrians** for both recreation and commuting.
9. Provide opportunities along the **river for recreation, education, contemplation**, and observation of the natural world.
10. Within the greenway, build communities of **native vegetation** that offer visual variety and functional and enhanced habitat for wildlife.
11. Integrate **riparian habitat** enhancements on the bank with enhanced upland habitat.
12. Improve **riverbank and in-water conditions** to provide enhanced fish and wildlife habitat.
13. Ensure **riverbank stability** to prevent erosion through a mix of structural and non-structural (bioengineered) approaches.

Transportation Policy: Support the development of a multimodal transportation system serving residents, employees and visitors to and within this urban district, with strong connections to the Willamette River and the greenway.

Objectives

1. **Improve access** to and within the district, by creating an urban grid system that provides for internal circulation, and connects to adjacent neighborhoods, as well as to the greenway trail.
2. Achieve an **overall mode split of at least 30 percent** and a **work trip mode split of at least 40 percent**, for public transit, pedestrian and bicycle trips to the district by the year 2019.
3. Support the development of the Central City **streetcar** and a regional streetcar line that connects the district to downtown, Lake Oswego, and adjacent neighborhoods.
4. Provide **high-quality pedestrian environments** that establish strong linkages between district uses, surrounding neighborhoods, downtown and the greenway.
5. Develop "**green**" **accessways** or "fingers of green" at regular intervals extending from the greenway west into the district as a means for providing pedestrian linkages, multi-objective stormwater management opportunities and reinforcing the presence of the river and greenway in the district.
6. Encourage planting of communities of **native vegetation** within "fingers of green" or green accessways, to offer visual variety and functional and enhanced habitat for wildlife.
7. Establish strategies that support the **phased development of parking** to provide up to 12,000 total off-street spaces by the year 2019, for all parking types including office, retail, residential **and visitor spaces**.
8. **Provide flexibility in the development of the transportation system** to serve both existing and new development over time.
9. Encourage **increased transit service** in the district while maintaining existing service levels in adjacent districts and neighborhoods.

District-wide Environmental Design Policy: Improve the environmental conditions of the district through the design of sites, buildings, the transportation system and parks, greenway and open space.

Objectives

1. Create a district that is supportive of the city's River Renaissance vision and its commitment to **recovery of threatened and endangered species**.

2. Integrate development with the natural landscape by promoting **low impact development strategies** that minimize impervious areas, use multi-objective stormwater management systems, create water-quality friendly streets and parking lots and enhance natural area revegetation.
3. Creatively address environmental challenges including, but not limited to, **soil contamination and freeway noise**.

District Development Policy: Support near- and long-term goals for the district through strategic public and private investment and development.

Objectives

1. Promote **public investments that leverage private investments** in the district.
2. Phase infrastructure improvements to use public funding most effectively.
3. Establish **public investment priorities** for transportation, parks and greenway, infrastructure, housing and jobs.
4. Identify and seek a variety of **local, state, federal and nonprofit funding** sources to support district improvements.
5. Encourage a **range of businesses** from start-up firms to corporate headquarters, with particular focus on **knowledge-based industries**, especially bioscience technology, to locate in the district.
6. Support the **development of institutions** that are consistent with the district's vision.