

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

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 including the Willamette River, 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 riverfront, historical assets, shops and restaurants attract visitors from all over the world, creating an ideal backdrop for its numerous creative-sector businesses.

[INSERT DISTRICT MAPS HERE]

Policies

Regional Center: Economy and Innovation

- 1. Employment.** Support the continued development of a vibrant, mixed-use area with new commercial, retail, office and creative office opportunities.
- 2. Large Site Development.** Encourage redevelopment of large sites that includes new compatible uses, sustainability considerations, 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.
- 3. 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.
- 4. Naito Parkway Commercial Development.** Encourage new development near the riverfront, including targeted clusters of commercial uses in order to bring more people, events and activities to the riverfront.

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
RC2*	Require a master plan process prior to redevelopment of the US Postal Service site and the large riverfront 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	Redevelop the Centennial Mills site to meet the broad public goals including commercial uses and greenway trail continuity as outlined in the <i>Centennial Mills Framework Plan</i> (adopted by Portland City Council, Fall 2006)		X			PDC, Private
RC4	Encourage improvements at Centennial Mills to bring more boaters and visitors to the riverfront/Naito Parkway area supporting current and new businesses.		X			Private, BPS, PDC,
RC5	Develop a coordinated district retail strategy that includes expansion of the Retail Core to NW Glisan Street.		X			PBA, BPS, PDBA
RC6	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

- 1. 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.
- 2. 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.
- 3. Community Services.** Encourage the development of public amenities and neighborhood services to strengthen and support the diversifying community in the district.
- 4. Naito Parkway Residential Development.** Encourage new development including housing along Naito Parkway in order to bring more people and activities to the riverfront.

- 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. [Potential Central City-wide policy]			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. [Potential Central City-wide policy]
- 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]

6. **Transit Service.** Enhance 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.
7. **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	Improve bike/pedestrian access to/from Centennial Mills including greenway trail continuity as outlined in the <i>Centennial Mills Framework Plan</i> (adopted by Portland City Council, Fall 2006)		X			PBOT
TR6	Improve the greenway trail to facilitate continuity for bike and pedestrian access, reduce user conflicts and provide access to the river.[Potential Central City-wide action]			X		PBOT
TR7	Enhance connectivity across railroad tracks and Naito Parkway 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
TR8	Enhance West Burnside to improve streetscape quality; multimodal access; and bicycle and pedestrian safety.		X			PBOT
TR9	Improve NW 15 th north of NW Flanders as a bicycle and pedestrian route.		X			PBOT

Implementation Actions: Pearl District – Transportation

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	

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

Urban Design

1. **Street Character and Hierarchy.** Establish a more intentional street hierarchy with three primary street 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.
2. **Pearl District Urban Riverfront.** Encourage the development of a distinctly urban riverfront that balances human activities including river transportation, recreation and development with habitat enhancement.
3. **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]
4. **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.
5. **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.
6. **Under I-405 Repurposing.** Support redevelopment of areas under I-405 to create safe, attractive, and engaging spaces.
7. **Historic Resources.** Encourage the preservation of older and often smaller buildings with historic character.
8. **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.
9. **Open Space.** Require the development of publicly accessible open space at Centennial Mills and the US Postal Service site as part of redevelopment.
10. **NW 13th Avenue Main Street.** Continue the active character of the street environment north of the historic district by encouraging active uses; adding and maintaining loading docks; and maintaining lower building heights along NW 13th 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
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

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Environment

1. River Health.

- a. Maintain and enhance in-water habitat at Centennial Mills and replace invasive, non-native plants with native plants on the river banks to promote the conservation and restoration of fish and wildlife populations.[Potential Central City-wide policy]
- b. Reduce stormwater impacts on water quality by encouraging use of green streets, eco-roofs and street trees.[Potential Central City-wide policy]

2. High Performance Areas. Encourage “high performance areas” that advance sustainability at a neighborhood scale, particularly in areas with large amounts of planned new development or redevelopment, especially the US Postal Service site.

3. **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]
4. **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: Linear feet of riverbank enhancement, net-zero energy new construction, 30% reduction in existing building energy use, MW of installed solar, acres of ecoroofs, tree canopy

Implementation Actions: Pearl District – Environment						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
EN1	Enhance river bank and shallow water to maintain and improve fish and wildlife habitat at Centennial Mills		X			Private, BES, PPR, PDC
EN2	Recognize the Brewery Blocks as a “high performance area” and encourage new adjacent development to build on the existing district energy system.				X	BPS
EN3	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
EN4	Develop a program to encourage solar energy on existing rooftops. [Potential Central City-wide policy]				X	BPS, Private
EN5*	Develop new regulatory and incentive tools to increase the use of green building technologies such as ecoroofs, green walls, innovative stormwater management techniques, renewable energy and energy efficiency in both new development and rehabilitation. [Potential Central City-wide action]	X	X			BPS, BES

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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 riverfront: 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.

Old Town/Chinatown

Draft District Goal, Policies and Actions

District Goal

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

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

Old Town/Chinatown's safe and respectful environment and its success as a socially and economically diverse urban neighborhood is supported by the active engagement of its businesses, institutions, property owners and residents in the management and improvement of the district.

[INSERT DISTRICT MAPS HERE]

Policies

Regional Center: Economy and Innovation

1. **Institutions, Creative Economy and Target Sector Industries.** Support and build on the success of higher education institutions as lasting anchors for creative industries and businesses. Support entrepreneurial incubation and encourage business start-ups and the City's economic development cluster industries to locate in the district.
2. **Cultural Assets.** Protect and promote the rich cultural and multi-ethnic history and diversity of Old Town/Chinatown. This includes its unique physical characteristics, cultural institutions, community organizations and mix of businesses.
3. **Tourism, Retail and Entertainment.**
 - a. 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 the unique attractions in the district, including: cultural institutions such as the Lan Su Chinese Garden and the Oregon Nikkei Legacy Center; Tom McCall Waterfront Park; retail, dining, and performance venues; and nightlife attractions.
 - b. Support location of retail uses in the ground floors of buildings, including retail businesses that complement and enhance the cultural and historical significance of the area. Increase the festival and event programming of public spaces in the district.

4. **Redevelopment.** Encourage renovation and seismic upgrades to underutilized buildings to increase useable space and economic activity in the district. Encourage new mixed-use infill development on vacant lots and surface parking lots.
5. **Naito Parkway Commercial Development.** Encourage new development near the riverfront, including targeted clusters of commercial uses in order to bring more people, events and activities to the riverfront.

2035 Performance Targets: Job growth, new development

Implementation Actions: Old Town/Chinatown – Regional Center: Economy and Innovation						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
RC1*	Implement the Old Town/Chinatown Five Year Action Plan. [Include the action plan or list of key actions in appendix]		X			PDC , City
RC2*	Develop and implement an on- and off-street parking strategy for OT/CT 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			BPS , PDC, PBOT
RC3	Support continued project and development opportunities and help fund development gaps that can bring transformative development on large opportunity sites.					PDC
RC4	Increase maximum height limits in the area south of NW Everett and west of NW 4th from 100' to 175'. Require the use of preservation incentives to access height allowance above 100'.	X				BPS
RC5	Reduce maximum height limits in the area north of Everett from 425' to 325'.	X				BPS
RC6	Implement the OT/CT Retail Program in coordination with cluster industry presence in the district.				X	PDC , PBA, OTCTCA
RC7	Actively pursue developers for City and PDC-owned properties, including Block 8, Block 25, Block A&N and Block R.		X			PDC , City
RC8	Explore the potential redevelopment of the Greyhound Terminal site by continuing to pursue moving bus operations onto Block Y.		X			PDC , Private

Implementation Actions: Old Town/Chinatown – Regional Center: Economy and Innovation

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
RC9	Renovate and seismically upgrade Union Station.		X			PDC
RC10	Explore the creation of a multicultural museum complex in Chinatown.			X		OTHP, OTCTCA
RC11	Establish a district management entity to coordinate public space and event programming and fundraising efforts.		X			OTCTCA, PDC
RC12	Develop and implement strategies to mitigate negative impacts of nightlife uses, e.g. good neighbor agreements.					BPS, PDC
RC13	Pursue investment partnerships for seismic upgrading and other real estate development.		X			PDC
RC14	Provide predevelopment funds and technical assistance to enable property owners to complete full due diligence on underutilized properties.				X	PDC
RC15	Implement incentives that encourage new development in the Naito Parkway/riverfront area including targeted clusters of commercial uses as identified in the Old Town/Chinatown Five Year Action Plan.		X			PDC
RC16	Consider requiring development projects that include public investment, pre-development and development assistance to include some level of seismic upgrading. [Potential Central City-wide action]		X			City, PDC
RC17	Determine viability of proposed Materials Lab in OT/CT.		X			PDC
RC18	Pursue development of one or more new shared parking structures to serve various users in the district and replace lost parking as surface lots redevelop.		X			PDC, PBOT
RC19	Explore the development of new and enhance existing financial tools to help fund seismic upgrades to the district's historic buildings.		X			City, PDC
RC20	Create an Old Town Night Market and encourage a variety of evening cultural events to broaden the array of nighttime attractions in the district.			X		OTCTCA

Implementation Actions: Old Town/Chinatown – Regional Center: Economy and Innovation

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
RC21	Activate the Saturday Market shelter in Waterfront Park and Ankeny Square with new small businesses, events and regular programming throughout the year.				X	PPR, OTCTCA

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

Housing and Neighborhoods

- 1. Preservation of Affordable Housing.** Preserve and improve affordable housing in the district.
- 2. Housing Balance.** Encourage the development of new housing in the district, especially along Naito Parkway to enliven the riverfront, North Park Blocks and NW Glisan corridor. Emphasize middle-income and market-rate housing to balance the high proportion of low-income and shelter units in the district. Support home ownership, workforce housing and student housing projects.
- 3. Social Services.** Preserve and support existing social service and shelter functions in the district. Limit the significant expansion of these services and do not locate additional major social services in the district.
- 4. Neighborhood Amenities and Services.** Provide and support more amenities and services that serve Old Town/Chinatown residents and workers. These include commercial, retail, educational, medical, recreational, cultural, transportation, entertainment, emergency and social services.
- 5. Public Safety.** Ensure the district is clean and safe for residents, employees, and visitors.

2035 Performance Targets: Market-rate housing units, preserved affordable units

Implementation Actions: Old Town/Chinatown – Housing and Neighborhoods

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
HN1	Provide a housing tax abatement program for OT/CT.				X	BPS, PHB, MC

Implementation Actions: Old Town/Chinatown – Housing and Neighborhoods

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
HN2	Create new tools to provide workforce rental and home ownership housing for households at 60%-120% of MFI. [Potential Central City-wide action]		X			PHB PDC, City
HN3*	Develop zoning incentives to encourage market-rate housing. [Potential Central City-wide action]	X				BPS
HN4	Implement incentives that encourage new housing in the Naito Parkway/riverfront area		X			PDC, BPS
HN5	Encourage social service providers to enter into Good Neighbor Agreements. [Potential Central City-wide action]				X	PHB, PDC, County, Private
HN6	Encourage social service providers to locate queuing indoors. [Potential Central City-wide action]				X	BPS, PDC, PHB
HN7	Encourage social service providers to locate retail uses on the ground floor with services above. [Potential Central City-wide action]				X	BPS, PDC, PHB

*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 for a highly accessible, safe and well connected district, with enhanced connections to and along the Willamette River and Waterfront Park.
- Active Transportation.** Encourage walking, bicycling and transit as a way to increase access and transportation choices, enhance livability and reduce the carbon imprint in the district. [Potential Central City-wide policy]
- Streetscape.** Improve the pedestrian experience by providing urban greenery and community uses of the right-of-way and by integrating high-density mixed uses. [Potential Central City-wide policy]
- Union Station Multi-Modal Hub.** Maintain and increase the viability of Union Station as Portland’s multi-modal passenger transportation hub. Improve access to the station.

6. **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: Old Town/Chinatown – Transportation						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
TR1	Pursue streetscape projects that enhance walking, urban greenery, community uses of the right-of-way and place-making.		X			PBOT
TR2	Prepare a local circulation study for the area north of Burnside. Consider street configurations including travel directions, travel lanes, bicycle access and parking. Address barriers created by NW Broadway, W Burnside, NW Naito Parkway, the Steel Bridge ramps, Waterfront Park and the railroad tracks.		X			PBOT
TR3	Study possible reconfiguration of the Steel Bridge ramps and the rail line to improve pedestrian and bike access to/along the greenway trail, NW Flanders and McCormick Pier and create new development opportunities.		X			PBOT, PPR, BPS, ODOT, Union Pacific, Trimet
TR4	Improve interurban bus and train connections, and connections between MAX, Streetcar and Union Station. Consider relocation of interurban bus services closer to Union Station.	X		X		PDC, Greyhound
TR5	Improve bicycle and pedestrian connectivity and safety throughout the district, including Davis and Flanders as primary east-west bicycle routes.				X	PBOT
TR6	Improve the greenway trail to facilitate continuity for bike and pedestrian access, reduce user conflicts and provide access to the river.[Potential Central City-wide action]		X			PBOT, Parks
TR7	Implement signalization and pedestrian improvements at the intersections of 4th and Burnside and Couch and Broadway	X				PBOT
TR8	Implement projects to improve pedestrian safety, multi-modal connectivity, and development conditions along W Burnside.			X		PBOT

Implementation Actions: Old Town/Chinatown – Transportation

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
TR9	Improve access to Union Station from the west as the US Postal Service redevelops.			X		BPS, PBOT
TR10	Identify financing and business strategies to renovate and maximize the potential of Union Station and adjacent parcels.		X			PDC

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

Urban Design

1. **Street Character and Hierarchy.** Establish a more intentional street hierarchy that distinguishes the development and land use character found on retail/commercial streets, boulevards and flexible streets. [add specificity]
2. **Open Space.** Increase publically accessible open space in the district and encourage the provision of plazas and pocket parks with new development.
3. **East-West Connectivity.** Increase east-west connections to the Pearl District and the riverfront and strengthen the Festival Streets along NW Davis and Flanders through supportive adjacent new development and active programming.
4. **Historic and Cultural Resources.** Protect and enhance the rich historic and cultural character of Old Town/Chinatown. Preserve and rehabilitate historic resources throughout the district.
 - a. **Skidmore/Old Town.** Protect the historic character and architecturally significant resources of the Skidmore/Old Town National Historic Landmark District. Encourage contextually sensitive infill development on vacant and surface parking lots.
 - b. **New Chinatown/Japantown.** Protect and enhance the historic multi-cultural significance of the New Chinatown/Japantown Historic District. Encourage new development that responds to the district’s historic character and multi-ethnic history and today’s Pan-Asian culture.
5. **Active Uses.** Increase the number of ground floor activating uses and eliminate gaps in the built environment.
6. **Old Town/China Town Urban Riverfront.** Encourage the development of a distinctly urban riverfront that that brings people closer to the riverfront. Encourage doors and windows with orientation toward SW Naito and the Willamette River.
7. **Bridgehead Development.** Facilitate redevelopment of underutilized and vacant properties at bridgeheads to increase activity near the river and adjacent to east side connections.
8. **River Access.** Improve access to Waterfront Park and the Willamette River including enhanced access for commercial and recreational boaters.

2035 Performance Targets: Active street frontages, rehabilitated buildings, redeveloped parking lots

Implementation Actions: Old Town/Chinatown – Urban Design						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
UD1*	Connect OT/CT to the Green Loop with pedestrian and design improvements to NW Davis and Flanders.			X		PBOT,
UD2	Update the National Register nomination for the New Chinatown/Japantown historic district. Review and revise as appropriate district boundaries, period and areas of significance, and list of contributing properties.		X			BPS, OTCTCA
UD3	Develop and adopt historic design guidelines for the New Chinatown/Japantown historic district to encourage development that recognizes Portland's relationship to the Pacific Rim, reflects today's Pan-Asian culture, and acknowledges the district's multi-ethnic history.		X			BPS
UD4	Review, revise and adopt the draft updated historic design guidelines developed for the Skidmore/Old Town historic district in 2008.		X			BPS
UD5*	Explore options for changes to the historic review process for new development in New Chinatown/Japantown historic district.		X			BPS
UD6*	Develop regulatory tools that support the preservation and rehabilitation of historic resources.	X				BPS
UD7	Install art and educational displays that highlight Native American and maritime history in the district and Riverfront Park. [Potential Central City-wide action]				X	RACC, Private, PPR
UD8	Incorporate Crime Prevention through Environmental Design principles in the Central City Fundamental Design Guidelines. [Potential Central City-wide action]		X			BPS
UD9	Review and revise as appropriate the 4 th Ave. "Bright Lights District" provisions of the Central City Fundamental Design Guidelines.		X			BPS
UD10	Improve and enhance boater access to/from the Willamette River and Waterfront Park by moving Ankeny Dock to a nearby location and reactivating it for commercial and recreational use.			X		PPR, federal and state agencies

Implementation Actions: Old Town/Chinatown – Urban Design

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
UD11	Review and adjust height regulations and design review requirements adjacent to open spaces to reduce future shading, including the Lan Su Classical Chinese Garden.	X				BPS

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

Environment

- River Health.** Maintain and enhance in-water habitat at McCormick Pier and replace invasive, non-native plants with native plants on the river banks to promote the conservation and restoration of fish and wildlife populations.
- Upland Habitat.** Create an upland wildlife habitat corridor from the North Park Blocks to the Willamette River using street trees, native vegetation in public open spaces and eco-roofs.
- 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. Integrate stormwater management functions into streetscape and pedestrian improvements. [Potential Central City-wide policy]
- High Performance Rehabilitation.** Support the inclusion of carbon reducing and environmentally friendly features and technologies in the rehabilitation of historic structures while preserving their historic character.

2035 Performance Target: Linear feet of riverbank enhancement, net-zero energy new construction, 30% reduction in existing building energy use, MW of installed solar, acres of ecoroofs, tree canopy

Implementation Actions: Old Town/Chinatown – Environment

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
EN1	Complete a “green finger” between the North Park Blocks and the Willamette River, potentially to include street trees, stormwater planters, eco-roofs, and native plants in public open spaces.			X		PBOT, BES, PPR

Implementation Actions: Old Town/Chinatown – Environment

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
EN2	Improve human access and river health by re-designing and implementing a floating boardwalk with enhanced native vegetation on the bank in the McCormick Pier area.			X		BES , Private
EN3	Improve river bank conditions by encouraging replacement of invasive and non-native plants with native plants on the river bank between the Steel and Broadway Bridges		X			BES , Private
EN4	Incorporate guidance for bird-friendly building design in the Central City Fundamental Design Guidelines. [Potential Central City-wide action]		X			BPS
EN5*	Develop new regulatory and incentive tools to increase the use of green building technologies such as ecoroofs, green walls, innovative stormwater management techniques, renewable energy and energy efficiency in both new development and rehabilitations. [Potential Central City-wide action]	X	X			BPS , BES

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

For Reference: Previous West Quadrant Direction and Existing Policies

Chinatown Planning Events Ideas and Themes, 2013

Forum Ideas

1. Preserve culture and history, rehabilitate key historic buildings, promote heritage tourism.
2. Foster economic development and investment, “Pan-Asian/Creative Corridor,” entrepreneurship.
3. Diversify activities—true 24/7, balanced housing mix, activate storefronts.
4. Encourage redevelopment, identify what to preserve, create incentives and address parking demand.

Charrette Summary Key Planning Themes

1. **Harness Creative Energy**, especially east-west along NW Couch and north-south along NW Broadway, using the higher education institutions as lasting anchors to attract creative companies.
2. **Support and encourage the nightlife district**, but manage and buffer it well to increase positive impact and reduce negatives.

3. **Continue pursuing housing goals to balance the district housing mix**, especially student and market-rate. Consider high-density housing north of NW Everett along the NW Glisan corridor.
4. **Recognize the Skidmore District as a national architectural gem** and continue to prioritize restoration and complementary infill at a comparable scale.
5. **Reexamine the preservation framework in New Chinatown/Japantown** to recognize the district's unique cultural significance. Identify key cultural and architectural resources, and develop a more flexible and attractive development framework for other sites. Focus the cultural hub of the district between NW Everett to W Burnside and NW 4th and NW 3rd.
6. **Develop and implement an improved parking management strategy for the district** to meet growing demand that encourages surface-lot redevelopment and rehabilitation of historic buildings.
7. **Improve connections** into and out of the district from the west and south. Improve access to Riverfront Park and the Willamette River.

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.

FURTHER, to become the kind of place where people would like to live, work, and play:

- A. Pursue **implementation of the River District urban design and development plans** through public/private projects (proposals for action) as described in each of the four action areas of the River District Development Plan: (1) Union Station/Old Town, (2) Terminal One, (3) Pearl District, and (4) Tanner Basin/Riverfront.
- B. Preserve and enhance the **River District's history**, architectural heritage, and international character.
- C. **Integrate social service facilities** in a manner that is visually and functionally compatible with the River District and consistent with the City of Portland and Multnomah County's coordinated social service plan.
- D. Accommodate **housing needs for diverse family structures**.
- E. Provide **neighborhood amenities** that support River District residents who work and use the services provided by the Central City. Amenities include commercial, educational, medical, recreational, transportation, entertainment, emergency and social services.
- F. Accommodate **industrial growth** in the industrial zoned areas.
- G. Pursue implementation and completion of the **Chinatown Development Plan**.
- H. Foster the development of **artist residential/work space** and gallery facilities.
- I. Incorporate **strategic public investments in infrastructure** that will stimulate private sector redevelopment. The River District needs increased transit services, improved streets, and open spaces.
- J. In coordination with the Combined Sewer Overflow (CSO) Tanner Creek Basin Project, **daylight Tanner Creek** through the center of the District and construct a large focal point basin connecting

Tanner Creek with the Willamette River to provide a tangible amenity that distinguishes the River District.

- K. Contribute to the efficiency of urban living with **development density, diversity** of land use, and **quality of design** that will result in significant savings in the infrastructure costs of transportation, water, sewer, electricity, communications and natural gas.

Existing Goal of the Old/Town Chinatown Development Plan, adopted by City Council 1999

To develop Old Town/Chinatown into a vibrant, 24 hour, mixed use urban neighborhood, rooted in a rich historical past.

Recommendations

- Reduce Barriers to Old Town/Chinatown
- Preserve and Enhance the historic and cultural character of the area
- Support the development of retail and arts and entertainment businesses in the district
- Enhance the area around the Classical Chinese Garden
- Support preservation and development of housing for different incomes
- Proceed with the development of the Trailways Blocks

Downtown

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, urban living, and ceremonial activities. At the center of the region's transportation system, and anchored by signature public spaces including Pioneer Courthouse Square, Director Park and Tom McCall Waterfront Park, it is the most intensely urban and recognizable district in Portland's Central City.

[INSERT DISTRICT MAPS HERE]

Policies

Regional Center: Economy and Innovation

1. **Office Core.** Maintain the Downtown office core as the region's preeminent office employment district. Encourage new office development, with the largest buildings near the Transit Mall.
2. **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.
3. **Government Center.** Encourage the concentration of government services in the vicinity of Chapman and Lowndale squares.
4. **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.
5. **Naito Parkway Commercial Development.** Encourage new development near the riverfront, including targeted clusters of commercial uses in order to bring more people, events and activities to the riverfront.
6. **Bridgehead Development.** Facilitate redevelopment of underutilized and vacant properties at bridgeheads to increase activity near the river and adjacent to east side connections.
7. **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.
8. **Tourism and Commerce.**
 - a. Provide opportunities and amenities for river tours and regional cruises to/from the Downtown riverfront with supporting retail and services.
 - b. Maintain Pioneer Courthouse Square as an important "first stop" for tourists to the region.

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

9. 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 SW Broadway and 4 th where they don’t interfere with public view corridors	X				BPS
RC3*	Encourage the development of the James Beard Public Market at the Morrison Bridgehead.		X			Private , PBOT, PPR, BPS, PDC
RC4	Implement incentives that encourages new development in the Naito Parkway/riverfront area including targeted clusters of commercial.		X			PDC
RC5	Study the feasibility of removing or 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 , Multnomah County, BPS
RC6	Study the feasibility of accommodating regional cruise ship docking facilities along the seawall.		X			BPS , PPR, Private
RC7	Maintain Portland’s Center for the Arts as the leading regional performing arts venue.				X	OMF , Private
RC8	Actively program a variety of public events and activities throughout the year in Pioneer Square and at key locations in Waterfront Park like Ankeny Plaza, Salmon Springs and the Hawthorne Bowl. Encourage development of small retail uses within Waterfront Park.				X	PPR , Private
RC9	Encourage the location of tourist services in the Pioneer Courthouse Square area.				X	Private , PDC
RC10	Build a new central courthouse in or near the Government Center.		X	?		County , PDC, BPS

Implementation Actions: Downtown – Regional Center: Economy and Innovation

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
RC11	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

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

Housing and Neighborhoods

- 1. Increase Housing.** Encourage the development of new housing, particularly along SW Naito Parkway and the South Park Blocks. Encourage a balance of housing types throughout the district.
- 2. Workforce Housing.** Encourage the production of middle-income “workforce” housing.
- 3. 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.
- 4. Amenities and Services.** As population grows, address the needs of residents for services, schools and parks. [Potential Central City-wide Policy]
- 5. 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

Implementation Actions: Downtown – Housing and Neighborhoods

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
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, PBOT, 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 access and 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 overall ratio of parking to development over time.
- Water Access.** Improve commercial, tourist and recreational boating access to/from the Downtown riverfront.

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. (see also action WR3)		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 Naito Parkway and the riverfront.			X		TriMet, PBOT
TR4	Study the feasibility of installing new or repurposing existing docks to accommodate commercial and recreational boating and water transit.			X		PPR, PBOT
TR5	Enhance West Burnside to improve streetscape quality, multimodal access, and bicycle and pedestrian safety.		X			PBOT
TR6	Implement a Bike Share program with Downtown as its core that includes numerous rental locations. [Potential Central City-wide Action]		X			PBOT, Private
TR7	Improve bicycle and pedestrian connectivity throughout and complement access to transit and Bike Share systems. [Potential Central City-wide Action]		X			PBOT
TR8*	Explore opportunities for consolidating and/or redeveloping Burnside's "jug handles" into public spaces.			X		PBOT, BPS, Private
TR9	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
TR10	Develop a strategy for maintaining large vehicle (e.g., tour bus, school bus) access to area attractions as other redevelopment occurs.		X			PBOT
TR11	Develop a parking strategy that promotes multiple use and the sharing of existing resources.		X			PBOT, BPS, PDC
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

Implementation Actions: Downtown – Transportation						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
TR13	Study ways to improve multimodal accessibility at the Morrison and Hawthorne bridges.		X			PBOT
*Additional details for selected action items will be included in an appendix to be developed.						

Urban Design

1. **Retail Core.** Create and maintain a unified identity for the Retail Core through signage, banners, lighting, street furnishings, plantings, etc.
2. **Transit Mall.** Provide a safe and pleasant street environment for transit riders and other pedestrians along SW 5th and 6th Avenues. Maintain the consistent streetscape, transit furnishings, and public art along the corridor.
3. **Civic Gathering Places.** Provide safe and accessible urban spaces for large public gatherings including festivals, parades, concerts, sports events and other assemblies.
4. **Tom McCall Waterfront Park.** Recognize and promote Tom McCall Waterfront Park including the Willamette River as a key regional attraction and asset for visitors, employees and residents of the Central City. Facilitate planned improvements that activate the park, bring people to/from the river and improve habitat. 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.
5. **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.
6. **Open Space.** Beyond Tom McCall Waterfront Park and the South Park Blocks, expand opportunities in existing parks and open spaces to meet needs of downtown residents, workers and visitors for both passive and active recreation. [Central City wide policy]
7. **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]
8. **Signature Retail Streets.** Establish SW Morrison, SW Yamhill, SW Broadway, and SW Alder as signature retail streets and require retail development along these streets wherever feasible. Reinforce Broadway as Portland’s theater and bright lights district.
9. **Naito Parkway Redevelopment.** Encourage development to orient buildings towards SW Naito Parkway and Waterfront Park and the Willamette River in order to create a relationship between the built environment and the recreational and tourism activities along the river.

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

a. **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.

11. 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.

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

13. 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, new development along Naito Parkway

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	Obtain Historic Designation for South Park Blocks; develop a strategy for maintenance and operations.		X			PPR, Private
UD4*	Study the feasibility of creating an urban civic space at the intersection of West Burnside and Broadway.		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

Implementation Actions: Downtown – Urban Design

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
UD8	Move the Skidmore Historic District area south of Burnside from the Downtown district to Old Town/Chinatown. (planning area boundary adjustment)	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
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
UD13	Review and update the Waterfront Park Master Plan to enhance activities, amenities, and open spaces in the park and into the river. As part of the effort, develop a plan for the Hawthorne Bowl that addresses habitat enhancements, swimming, boating, special events and related amenities.			X		PPR, BPS
UD14	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

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

Environment

- 1. Urban Forest.** Increase tree canopy where appropriate, as well as the use of vegetated stormwater facilities, including ecoroofs, vertical gardens, and landscaped setbacks. [Potential Central City-wide policy]
- 2. 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]
- 3. River Health.** Maintain and enhance in-water habitat at Hawthorne Bowl and replace invasive, non-native plants with native plants on the river banks to promote the conservation and restoration of fish and wildlife populations.

4. **Upland Habitat.** Create an upland wildlife habitat corridor between the Willamette River and the South and North Park Blocks and West Hills using street trees, native vegetation in public open spaces and eco-roofs.

2035 Performance Target: Linear feet of riverbank enhancement, net-zero energy new construction, 30% reduction in existing building energy use, MW of installed solar, acres of ecoroofs, tree canopy

Implementation Actions: Downtown – Environment						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
EN1	Improve habitat by adding native plants where appropriate and that complements other uses.		X			PPR, BES
EN2	Evaluate the feasibility of adding in-water structures at Hawthorne Bowl to reduce the impacts of transient boat mooring.		X			PPR, Marine Board
EN3*	Develop a strategy for managing runoff from the separated storm sewer system.		X			BES, BPS, PBOT
EN4	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
EN5*	Develop new regulatory and incentive tools to increase the use of green building technologies such as ecoroofs, green walls, innovative stormwater management techniques, renewable energy and energy efficiency in both new development and rehabilitations. [Potential Central City-wide action]	X	X			BPS, BES
*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

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, building age and scale 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 Providence Park, 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.

[INSERT DISTRICT MAPS HERE]

Policies

Regional Center: Economy and Innovation

1. **Employment.** Encourage a broad mix of land uses, particularly north of SW Salmon Street, including office and retail opportunities in addition to residential.
2. **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.
3. **Cultural District.** Support the West End's unique concentration of arts and cultural institutions.
4. **Redevelopment.** Encourage new development on surface parking lots and vacant lots.
5. **Renovation and Rehabilitation.** Encourage the preservation, renovation and rehabilitation of historic buildings.

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, including freestanding office development, and encourage dense residential development.	X				BPS
RC2	Implement the Downtown Retail Strategy in the West End.				X	PDC, PBA
RC3	Explore options for redeveloping the site occupied by the City-owned parking garage at SW 10 th and Yamhill. Provide public parking and 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
RC5	Advocate for the passage of a state historic rehabilitation tax credit.				X	City, Non-profit, Private

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

Housing and Neighborhoods

- 1. Preservation of Affordable Housing.** Preserve existing housing that is affordable to low and moderate-income households in the district.
- 2. Residential Development.** Encourage dense residential development including unit types and amenities supportive of families, 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.
- 3. Family-Supportive Amenities.** Provide and support more recreational and educational amenities that increase the livability of the district for families with children.
- 4. 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.
- 5. 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 adding additional ground-floor commercial flexibility, and additional commercial flexibility for existing structures.	X				BPS
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			Private, PPR
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
HN7	Work with the Portland Housing Bureau and affordable housing developers to develop a strategy to increase the affordable housing supply including moderately sized, three-bedroom and open plan units.		X			BPS, PHB

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

Transportation

- 1. Multimodal Access.** Improve access by all modes to the district from adjacent areas and from the greater region, particularly Goose Hollow.
- 2. 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.
- 3. 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]
- 4. 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]

5. **Rail Transit.** Create a supportive environment 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.
6. **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 on and around 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, BPS, 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	Develop regulatory and financial incentives for building on-site parking underground with new development.	X				BPS
TR5	Calm traffic on streets near I-405 and I-405 ramps.		X			PBOT

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

Urban Design

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

2. **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.
3. **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.
4. **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 as well as increased commercial/retail activity.
5. **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.
6. **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]
7. **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.
8. **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. Encourage additional, activating retail.			X		PBOT, BES, BPS
UD2	Develop a set of broad historic preservation transfer tools to encourage FAR transfers from historic resources.	X				BPS

Implementation Actions: West End – Urban Design

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
UD3	Prepare an updated inventory of historic resources for the district. [Potential Central City-wide action]		X			BPS, SHPO
UD4	Develop incentives to encourage the development of publicly accessible, private 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 a broader 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
UD8	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.

Environment

- 1. 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.
- 2. 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]
- 3. District Energy.** Encourage new development to build on the Brewery Blocks district energy system.

2035 Performance Target: Net-zero energy new construction, 30% reduction in existing building energy use, MW of installed solar, acres of ecoroofs, 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
EN3*	Develop new regulatory and incentive tools to increase the use of green building technologies such as ecoroofs, green walls, innovative stormwater management techniques, renewable energy and energy efficiency in both new development and rehabilitations. [Potential Central City-wide action]	X	X			BPS, BES

*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.

Goose Hollow

Draft District Goal, Policies and Actions

District Goal

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

Bordering Washington Park, the Vista Bridge and West Hills, the district is known for its natural beauty and unique views.

[INSERT DISTRICT MAPS HERE]

Policies

Regional Center: Economy and Innovation

1. **Employment.** Encourage the development of a vibrant, mixed-use area with new commercial, retail, and office opportunities in the "the Flats" part of the district.
2. **Stadium District.**
 - a. Capitalize on activity generated by Providence Park, encouraging complementary redevelopment in the area bounded by Burnside, Salmon, I-405 and SW 20th, emphasizing local business of moderate scale and supporting year-round functions, such as theaters, restaurants, hotels, pubs, cafes and galleries.
 - b. Expand the frequency and range of event types at Providence Park. Capitalize on this expanded activity to support complementary development of sustainable local business activities.
3. **Redevelopment.** Increase redevelopment in line with district goals, especially residential, office and active floor uses in "the Flats" that serve the needs of, and provide employment opportunities for, a substantial and growing residential population.
4. **Lincoln High School (LHS).** Encourage redevelopment of the LHS site to include improved educational facilities, new compatible uses, better connections through the site, a robust street presence, and new, green recreational open space amenities.

2035 Performance Targets: Job Growth

Implementation Actions: Goose Hollow – Regional Center: Economy and Innovation

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
RC1*	Increase zoning flexibility in “the Flats.” Remove the Required Residential Development provisions on CX lots in this area (33.510.230).	X				BPS
RC2*	Identify alternatives for encouraging a broader mix of uses in “the Flats” including, but not limited to: rezoning parts of the area to CXd; amending the provisions of the area’s current RXd zoning to allow more flexibility; and updating FAR and height incentives to support the inclusion of residential uses in new development.	X				BPS
RC3	Work with developers and existing property owners (e.g., <i>The Oregonian</i> , TriMet) in “the Flats” to encourage redevelopment in line with district goals.				X	BPS, PDC, Private
RC4	Prepare a strategy to strengthen Retail Core connections on SW Yamhill between the West End and SW 18 th ; and to activate Salmon with additional retail.		X			BPS, PBOT, PDC
RC5*	Rezone the LHS site from RHd (IRd) to CXd to better accommodate future redevelopment. Require a master plan process as part of redevelopment to address issues including, but not limited to, street and pedestrian connectivity, open space, views, and the transition to adjacent uses.	X				BPS
RC6*	To increase flexibility for redevelopment, rezone the area immediately west of Providence Park from RHd to CXd.	X				BPS
RC7	Encourage the City, neighborhood associations and stadium operators to support a broader range of uses/events at Providence Park in future Good Neighbor Agreement updates.		X			OMF, GHFL, NWDA, Private
RC8	Explore opportunities for activating the Providence Park street perimeter, particularly 18 th , when events are not taking place.		X			BPS, Private

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

Housing and Neighborhoods

- 1. Residential Character.** Support development that complements the distinctive residential feel of the district and that embodies Central City policies, especially within the predominantly residential areas south of SW Columbia and west of SW 18th.
- 2. Housing Diversity.** Create housing throughout the district that is attractive and affordable to a broad range of households and incomes, especially affordable housing for workers and students.
- 3. Urban Family Housing.** Encourage the development of multi-family housing with unit types and amenities supportive of families.
- 4. Jefferson Main Street.** Encourage redevelopment and rehabilitation along SW Jefferson between I-405 and SW 20th to create a vibrant neighborhood main street environment with pedestrian-friendly street design and contiguous neighborhood retail.
- 5. West Burnside.** Encourage redevelopment, rehabilitation and streetscape improvements on West Burnside that support a vibrant and safe retail and commercial corridor. Encourage new mixed-use infill development on vacant lots and surface parking lots.

2035 Performance Target: New housing units

Implementation Actions: Goose Hollow – 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 family, student, worker and/or affordable housing.	X				BPS
HN2	Improve safety through programming and CPTED (Crime Prevention Through Environmental Design) improvements, including better street lighting.				X	PPR, PBOT, PPB, GHFL, Private
HN3	Identify sites for community building activities and pursue projects and activities such as weekend markets, cultural programming and public art.				X	City, GHFL
HN4	Implement regulatory requirements for active ground-floor uses along SW Jefferson Street.	X				BPS
HN5	Develop and implement a strategy to encourage main street-friendly streetscape improvements on SW Jefferson Street. Explore the feasibility of burying utilities as part of improvements.		X			BPS, PBOT, PGE, Private

Implementation Actions: Goose Hollow – Housing and Neighborhoods

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
HN6	Explore options to mitigate noise from surrounding large transportation infrastructure.		X			PBOT, ODOT, BPS

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

Transportation

1. **Multimodal Access.** Improve access by all modes to and from the region and adjacent areas, including the West End, Portland State University, the Pearl District, Northwest Portland, and major parks.
2. **Circulation and Connectivity.** Provide a highly accessible, safe and well connected district, with additional connections through large sites and blocks.
3. **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 policy]
4. **Streetscape.** Improve the pedestrian experience by providing urban greenery and community uses of the right-of-way and by integrating it with adjacent high-density uses. [Potential Central City policy]
5. **Regional Attractions.** Provide multimodal access and circulation to and from Goose Hollow’s major attractions (including Providence Park, Lincoln High School and Multnomah Athletic Club) to support their viability and increase entertainment activity, shopping and tourism while also maintaining local access.
6. **Parking.**
 - a. Meet existing and future parking needs in a way that reduces the ratio of parking to development over time. Encourage ways to provide, share and manage parking to meet multiple objectives; support the diverse mix of land uses; and lead to the redevelopment of existing surface parking lots, particularly on West Burnside and SW 18th.
 - b. Manage available parking and, as deemed appropriate, accommodate the unique parking needs of major facilities with capacity adjacent to arterial streets while continuing to promote transit and active transportation.

2035 Performance Target: Mode split

Implementation Actions: Goose Hollow – Transportation

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
TR1	Improve bicycle and pedestrian infrastructure and safety on I-405 overpasses. [Potential Central City-wide action]		X			PBOT
TR2	Improve West Burnside streetscape quality; multimodal access; and bicycle and pedestrian problem areas, particularly at SW Vista, Providence Park access areas and by I-405.		X			PBOT
TR3*	Complete a local circulation study for Goose Hollow that explores possible changes to street operations and configurations including one-way vs. two-way streets, enhanced transit, bicycle facilities and on-street parking to help meet district goals.			X		PBOT, BPS
TR4	Improve bicycle and pedestrian connectivity throughout, including new connections on SW 16 th through the LHS site.		X			PBOT, PPS
TR5	Determine the feasibility of adding new light rail station(s) on the Blue/Red line near SW 14 th or 15 th Avenue in “the Flats.”			X		PBOT, TriMet
TR6	Establish a west-side commuter bike hub at the Goose Hollow/SW Jefferson MAX station, accommodating the needs of transit riders transferring to or from bicycles at this location.			X		TriMet, PBOT, Private
TR7	Develop and implement a district parking strategy that promotes multiple-use and shared parking resources in the district. [Potential Central City-wide action]		X			PBOT, Private
TR8	Pursue streetscape projects that enhance walking, urban greenery, community uses of the right-of-way, traffic calming and placemaking.		X			PBOT
TR9	Explore traffic calming opportunities for SW 20 th . Incorporate pedestrian-oriented features where feasible.			X		PBOT

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

Urban Design

- 1. Distinctive Building Character.** Encourage the diversity and unique character of Goose Hollow and its wide range of uses, building types, ages and scales. Seek ways to bring new uses and energy into the district while maintaining positive characteristics of existing buildings.

2. **Natural Features.** Support and enhance existing natural features resulting from the district's proximity to the West Hills, such as the varied topography, trees, and vegetation.
3. **Views.** Elevate the presence, character and role of significant public view corridors (e.g., Vista Bridge, West Hills) which define the district and help connect neighborhoods to address physical and psychological barriers. [Potential Central City-wide policy]
4. **Open Space.** Develop new open space in the district to function as active neighborhood parks supporting recreation and community interaction. Make existing open spaces more usable, engaging spaces (e.g., Collins Circle, Firefighters Park, stadium plazas).
5. **Street Character and Hierarchy.**
 - a. 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 W Burnside, SW Yamhill, and SW Jefferson; the unique flexible/boulevard character of SW Salmon; and the flexible character of SW 20th and 16th.
 - b. Activate ground floor facades throughout the district.

2035 Performance Targets: Active Street Frontages on retail/commercial streets

Implementation Actions: Goose Hollow – Urban Design						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
UD1	Develop unique signage, public art and/or design treatments to mark key district gateways. [Potential Central City-wide action]		X			BPS, PBOT
UD2*	Connect Goose Hollow with the West End and Downtown by capping I-405. Potential locations include: W Burnside, SW Yamhill/Morrison, SW Salmon/Main and SW Jefferson. The caps could support retail or open space.			X		PBOT, BPS, PDC, ODOT
UD3	Develop a Neighborhood Park Strategy for the district that will accommodate projected residential and job density increases.			X		BPS, PPR, Private
UD4*	Improve Collins Circle and Firefighters Park to make these public spaces more accessible and engaging for the community.			X		PBOT, PPR, BPS, Private
UD5	Study the feasibility of moving or updating the PGE substation at SW 17 th and Columbia to decrease its footprint, creating opportunities for development or park space.			X		BPS, Private

Implementation Actions: Goose Hollow – Urban Design

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
UD6	Develop incentives to encourage publicly accessible, private plazas and pocket parks as new development occurs. [Potential Central City-wide action]	X				BPS
UD7	Prepare a strategy to mitigate the impact of blank walls on the pedestrian environment.		X			RACC, BPS, GHFL, Private,
UD8	Prepare an inventory of historic resources for the district. [Potential Central City-wide action]		X			BPS, SHPO

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

Environment

- 1. High Performance Areas.** Encourage “high performance areas” that advance sustainability at a neighborhood scale, particularly in areas with large amounts of planned new development or redevelopment, especially the LHS site.
- 2. Urban Habitat Corridors.** 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. [Potential Central City-wide policy]
- 3. 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: Net-zero energy new construction, 30% reduction in existing building energy use, MW of installed solar, acres of ecoroofs, tree canopy

Implementation Actions: Goose Hollow – Environment

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
EN1	Identify opportunities for rainwater harvesting and reuse within the district.		X			BES, PBOT, BDS
EN2	Encourage and promote an environmental “high performance area” on the redeveloped LHS site through incentives, public-private partnerships and/or master planning.				X	BPS, PPS, PDC

Implementation Actions: Goose Hollow – Environment

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
EN3	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.			X		PBOT, BES, BPS
EN4	Add appropriate trees to the list of designated heritage trees.				X	GHFL, PPR, Private
EN5	Continue to monitor air quality and explore mitigation alternatives as needed. [Potential Central City-wide action]				X	Oregon DEQ
EN6*	Develop new regulatory and incentive tools to increase the use of green building technologies such as ecoroofs, green walls, innovative stormwater management techniques, renewable energy and energy efficiency in both new development and rehabilitations. [Potential Central City-wide action]	X	X			BPS, BES

*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
Goose Hollow Planning Workshop and Charrette Themes and Ideas, Dec. 2012:

1. Goose Hollow has many assets that make it a desirable place to live and work, including its central location, historic buildings, neighborhood feel, views, and trees/greenery.
2. There is a desire for the district to become a more vibrant place. Participants noted that there is currently no clear center or retail Main Street within the Goose Hollow area. SW Jefferson was identified as a possible neighborhood main street.
3. There is an identified need for better connections and an improved pedestrian environment that help link Goose Hollow with surrounding areas and make walking and biking in Goose Hollow more enjoyable.
4. Participants had a desire for more usable open space that serves a neighborhood park function. Adding new open space, as well as repurposing existing open space such as Collin's Circle, were suggested.
5. There is support for redevelopment of Lincoln High School as an "urban school" with community amenities and potentially a mix of uses. Other potential redevelopment opportunities include the Oregonian printing plant and surface parking lots.
6. Lastly, there is also a need to consider more flexibility for a broader range of uses in parts of the district (currently residential development is required in much of the area).

Also see: *Goose Hollow District Planning Events, December 5 and 12, 2012: Summary of Results*

Existing CCP Policy 15, revised through Goose Hollow Station Community Plan, 1996

Protect and enhance the character of Goose Hollow by encouraging new housing and commercial and mixed-use development which retains or enhances a sense of community while improving the urban infrastructure to support a more pleasant and livable community.

FURTHER:

- A. Create opportunities for **1,000 new households** within the District over the next 20 years. Housing created should provide for those who enjoy a central city location with a neighborhood feel, as well as encourage diversity by attracting families.
- B. Encourage **retail and commercial development** in mixed-use projects centering on the Civic Stadium and Jefferson Street light rail stations, which supports the needs of the residential community.
- C. Improve **pedestrian and bicycle connections to light rail** and throughout the neighborhood.
- D. Emphasize **linear corridor boulevards** on SW 18th Avenue, Burnside and Jefferson Streets to provide active retail, plazas and other urban amenities.
- E. Provide neighborhood amenities by including **small pockets of open space** in conjunction with new, high density development.
- F. Create a **local streetscape** that places importance on the continuity of pedestrian pathways, building lines, street corners, and other important physical design qualities.

South Downtown/University District

Draft District Goal, Policies and Actions

District Goal

South Downtown/University is the livable, accessible home to: Portland State University, Oregon's largest university; the South Auditorium District, a unique physical landscape carved by Portland's first experiment with urban renewal; and RiverPlace, a dynamic, dense residential and commercial district with an intimate relationship to the Willamette River.

While each of these three microcosms maintains its distinct character, in combination they provide the setting for a growing international, multi-cultural center of learning, fostering information exchange and innovation. The district plays a key role in accommodating and incubating the Portland region's growing cluster of knowledge-based research-oriented enterprises.

[INSERT DISTRICT MAPS HERE]

Policies

Regional Center: Economy and Innovation

1. **University Growth and Development.** Support the continued success and growth of Portland State University within the district. Specifically encourage new university development and partnerships with public and private development in the district to promote a vibrant and diverse neighborhood.
2. **Innovation Quadrant.** Strengthen relationships and connections with other major institutions in or adjacent to the Central City including the Oregon Health Sciences University (OHSU) and Oregon Museum of Science and Industry (OMSI) to support innovation and related business development.
3. **Tourism, Retail and Entertainment.** Increase the number of visitors to the district by encouraging new and enhancing existing riverfront shops, restaurants and recreational opportunities at RiverPlace. [Potential Central City-wide policy]
4. **Redevelopment.**
 - a. Encourage public and private redevelopment in the district, particularly in the areas around Naito Parkway/Harbor Drive, SW 4th Avenue, and along the SW 5th and SW 6th Avenue Transit Mall. Where possible, encourage new development that supports public-private partnerships and activities or helps meet University space needs.
 - b. Leverage redevelopment to provide additional access to and from the riverfront.

2035 Performance Targets: Jobs growth

Implementation Actions: South Downtown/University District – Regional Center: Economy and Innovation

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
RC1*	Increase zoning flexibility. Rezone areas of RXd to CXd.	X				BPS
RC2*	Increase maximum building height potential on the southern end of the Transit Mall between SW Broadway and SW 4 th Avenue to 460’.	X				BPS
RC3	Develop incentives to foster partnerships between PSU and private development.		X			BPS, PSU, Private
RC4*	Encourage redevelopment at University Place that activates the Lincoln Street MAX station and the southern end of the transit mall; increase FAR potential to maximize potential of this key site.	X				BPS
RC5	Encourage RiverPlace Marina and Marquam beach improvements to bring more boaters and visitors to the area to support existing and promote new businesses.		X			BPS, PPR, BES, Private

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

Housing and Neighborhoods

- 1. Student Housing.** Encourage the construction of new student housing and preservation of existing student housing to meet the long-term needs of the university and bring needed evening and weekend vitality to the district.
- 2. Family Housing.** Encourage the development of multi-family housing with unit types and amenities supportive of families.
- 3. Neighborhood Centers.** Create and support successful neighborhood-oriented retail/commercial districts near Portland State University and in RiverPlace. [Potential Central City-wide policy]
- 4. Public Safety.** Provide a safe and secure 24-hour environment, particularly in car-free pedestrian areas including the PSU campus, South Auditorium and RiverPlace Esplanade.

2035 Performance Targets: Housing units

Implementation Actions: South Downtown/University District – Housing and Neighborhoods

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
HN1*	Develop incentives for the development of student, family and/or affordable housing.		X			BPS
HN2	Develop a district retail strategy.		X			BPS, PSU, Private
HN3	Identify opportunities for locating a new public school within the district, particularly an elementary school and/or middle school. [Potential Central City-wide action]			X		BPS, PPS, PSU
HN4	Encourage the development of a full-service grocery store within the district.		X			BPS, PDC, PSU, Private
HN5	Develop a strategy for accommodating food cart pods as infill development displaces them. [Potential Central City-wide action]		X			BPS, PPR, PSU, Private

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

Transportation

- 1. Multi-Modal Access.** Improve access by all modes to the region and adjacent areas, including South Portland, South Waterfront, Goose Hollow and Downtown.
- 2. Circulation and Connectivity.** Provide a highly accessible, safe and well connected district, with enhanced east-west pedestrian and bicycle connectivity between Portland State University and the Willamette River.
- 3. Active Transportation.** Encourage walking, bicycling and transit as a way to increase access and transportation choices, enhance livability and reduce the carbon imprint in the district. [Potential Central City-wide policy]
- 4. 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]
- 5. Portland State University.** Enhance multimodal access to Portland State University from South Waterfront, Goose Hollow and Downtown. Address circulation issues around campus and address barriers for cyclists and pedestrians.
- 6. Green Loop.** Implement the Green Loop through the district, connecting the TriMet 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 movement. [Potential Central City-wide policy]
- 7. Parking.** Meet existing and future parking needs in a way that reduces parking ratios but supports new development. Develop creative ways to provide, share and manage parking to meet multiple objectives and support a diverse mix of land uses, including Portland State University’s special needs.

2035 Performance Targets: Mode split

Implementation Actions: South Downtown/University District – Transportation						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
TR1*	Complete a PSU area access and circulation study that includes multimodal improvements including pedestrian safety; campus loading; drop offs; parking; and bicycle access to and from the campus to adjacent areas, South Waterfront and Goose Hollow.		X			PBOT, PSU
TR2	Implement recommendations from the <i>North Macadam Transportation Development Strategy (2009)</i> and <i>South Portland Circulation Study (2001)</i> .				X	PBOT
TR3	Monitor progress on Southwest Corridor High Capacity Transit planning and advocate for district goals.				X	PBOT, BPS
TR4	Implement near-term I-405 Crossing Improvements, especially at SW 1 st Avenue/Naito Parkway, SW 4 th Avenue and Terwilliger/Park.		X			PBOT, TriMet, ODOT
TR5*	Complete a study that explores long-term reconfigurations of local and regional connections on and around I-405 between the Ross Island Bridge and Sunset Highway interchanges.		X			PBOT, ODOT
TR6	Develop a long-term parking strategy for PSU.		X			PSU, PBOT
TR7	Improve local and regional bus connections by consolidating routes and stops on fewer corridors by placing bus lines onto the southern end of the Transit Mall and on SW Lincoln and Naito Parkway.		X			PBOT, TriMet
TR8	Improve bicycle and pedestrian connectivity and safety throughout the district. [Potential Central City-wide action]				X	PBOT, TriMet
TR9	Enhance pedestrian and bicycle connections to RiverPlace Marina and the Willamette River at key locations, especially Lincoln, Harrison, and Montgomery Streets.				X	PBOT
TR10	Replace the dock at RiverPlace Marina to provide for increased boating use by motorized and non-motorized crafts, while also reducing impacts to salmon.			X		Private, BPS, BES

Implementation Actions: South Downtown/University District – Transportation

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
TR11	Improve the greenway trail to facilitate continuity for bike and pedestrian access, reduce user conflicts and provide access to the river.[Potential Central City-wide action]			X		PBOT
TR12	Pursue streetscape projects that enhance walking, urban greenery, community uses of the right-of-way and placemaking. [Potential Central City-wide action]		X			PBOT

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

Urban Design

1. University Character.

- a. Encourage the continued development of a pedestrian-oriented, predominantly university campus environment centered on the South Park Blocks.
- b. Encourage the development of an integrated urban environment with more intense development including public and private institutional, commercial and housing West of Broadway to SW 4th Avenue.

2. South Auditorium Character. Retain the modernist feel and pedestrian-focused character of the South Auditorium Plan District, respecting in particular the National Register of Historic Places Halprin Open Space Sequence. Add new uses to increase pedestrian activity in the district. Connect the pedestrian pathways to adjacent districts.

3. RiverPlace Character. Encourage the continued development of RiverPlace with a broad mix of residential and commercial uses. Maintain and enhance the cohesive design aesthetic, generous landscaping, and close relationship of the public realm to the river.

4. Urban Riverfront. Encourage the development of a distinctly urban riverfront that balances human activities including river transportation, recreation and development with habitat enhancement.

5. Improved Open Spaces. Encourage existing open spaces, including the Willamette River, to be more accessible, usable and engaging spaces for the community while also supporting the development of new open spaces where opportunities arise. Broaden the range of available recreation experiences.

6. Montgomery Green Street. Support development of the SW Montgomery Green Street as a key east-west green connection from the West Hills/Goose Hollow to the Willamette River.

- 7. 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 4th Avenue, Broadway and College Streets; as well as the flexible character of Park Avenue and Montgomery Street.

2035 Performance Targets: Active street frontages on retail/commercial streets

Implementation Actions: South Downtown/University District – Urban Design						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
UD1	Develop a district open space strategy that emphasizes ways to better use and access existing space while exploring opportunities for new spaces (e.g., potential freeway caps, Green Loop)		X			BPS, PPR
UD2	Enhance beach access and amenities near the Marquam Bridge; promote new water-related recreation activities.		X			PPR, BPS, Private
UD3	Develop a strategy/plan to renovate the South Park Blocks.		X			PPR, PSU
UD4*	Continue implementation of the SW Montgomery Green Street.				X	BPS, PPR, PBOT
UD5*	Review and update South Auditorium Plan District development standards and guidelines, specifically those related to landscaping and setback requirements.	X	X			BPS, BDS
UD6	Connect South Downtown with South Portland by capping I-405 between SW 1 st and SW 3 rd , and improving the connections to Terwilliger from the South Park Blocks.			X		PBOT, BPS, ODOT
UD7	Activate SW Broadway with ground floor retail and other active uses.				X	PSU, Private
UD8	Complete a Development Opportunity Strategy for the remnant properties on SW Naito/Harbor Drive.		X			BPS, PDC

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

Environment

1. River Health.

- a. Maintain and enhance in-water habitat at RiverPlace and Marquam beach, and replace invasive, non-native plants with native plants on the river banks to promote the conservation and restoration of fish and wildlife populations.
- b. Reduce stormwater impacts on water quality by encouraging use of green streets, eco-roofs and street trees. [Potential Central City-wide policy]

2. High Performance University Campus. Support PSU as an urban laboratory for carbon reducing and environmentally friendly features and technologies.

3. Urban Habitat Corridors. 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.

4. 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 Target: Linear feet of riverbank enhancement, net-zero energy new construction, 30% reduction in existing building energy use, MW of installed solar, acres of eco-roofs, tree canopy

Implementation Actions: South Downtown/University District – Environment						
#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
EN1	Enhance river bank and beaches around RiverPlace to maintain and improve fish and wildlife habitat.		X			PPR, BES
EN2	Replace the dock at RiverPlace Marina to provide for increased boating use by motorized and non-motorized crafts, while also reducing impacts to salmon.			X		Private, BPS, BES
EN3	Encourage the continued improvement and expansion of PSU's district energy system.				X	PSU, BPS
EN4	Support the relocation of Electric Avenue to a more permanent location with excellent access and visibility.		X			PBOT, PSU
EN5	Support urban habitat corridor considerations in the district, particularly with development of the Green Loop, Terwilliger/Park improvements and Montgomery Green Street connections. [Potential Central City-wide action]		X			PBOT, BPS, BES, PPR

Implementation Actions: South Downtown/University District – Environment

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
EN6	Complete a study exploring ways to increase district tree canopy.		X			BPS, PBOT, PPR, Private
EN7*	Develop a strategy for managing runoff from the separated storm sewer system.		X			BES, BPS, PBOT
EN8*	Develop new regulatory and incentive tools to increase the use of green building technologies such as ecoroofs, green walls, innovative stormwater management techniques, renewable energy and energy efficiency in both new development and rehabilitations. [Potential Central City-wide action]	X	X			BPS, BES

*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. Supporting growth and long-term success of PSU and linkages to OHSU, OMSI, and other science and technology activities.
2. Improving connections to the University District from areas to the west, south and east. Access to the river is seen as particularly important.
3. Increasing community access to PSU amenities and facilities.

Current Ideas and Directions

1. Encourage growth and development of PSU through changes to incentives and regulations.
2. Evaluate the parks system in the district to increase the range of recreation opportunities and provide for the needs of a growing residential and student population. Specific examples mentioned include a Willamette swimming beach, habitat enhancement areas, a master plan for the South Park Blocks, and possible new park spaces near new student housing developments.
3. Work with ODOT and others to address connectivity issues along I-405 and Naito Parkway. Specific examples include establishing a pedestrian and bicycle-friendly connection between the S. Park Blocks and the Terwilliger Parkway system at Duniway Park.
4. Improve the local transportation network within the S. Downtown area to improve multimodal access and circulation, and maintain or improve portal capacity.
5. Increase development around new Lincoln Station and in the vicinity of Naito Parkway/Harrison/Harbor Drive to better connect with RiverPlace.

Existing CCP Policy 16, adopted through University District Plan, 1995

Foster the development of a distinct sub-district which has its character defined by its focus on Portland State University (PSU). Shape the University District into a vital multi-cultural and international

crossroads with an environment which stimulates lifelong learning, collaboration between business and government and a rich cultural experience.

FURTHER:

- A. Create a **distinct identity** which encompasses both campus and non-campus areas of the District.
- B. Build a **linked system of north to south and east to west open spaces** which help to focus and organize the District. Locate the north to south open space system along the South Park Blocks and the east to west system along Montgomery Street.
- C. Create **light rail transit (LRT) access** to the District from throughout the region and the Downtown, recognizing the District as one of the region's most significant destinations.
- D. Create at least **1,000 new units of housing** within the District. Housing created should provide for those who enjoy living in the District environment as well as those with formal ties to PSU.
- E. **Eliminate** the regulation requiring PSU academic facilities to undergo **Conditional Use Master Plan** procedures for new development proposals.
- F. Create a **University District shopping environment**, centering on Montgomery Street with extensions north and south along Broadway, 5th and 6th Avenues, and at the proposed University Plaza. Additionally, foster the location of new commercial, retail, and service businesses at locations which front on open spaces, pedestrian paths and along 10th and 11th Avenues, west of Broadway.
- G. Encourage the **development of businesses**, which serve the District and benefit from proximity to PSU.
- H. Improve **pedestrian connections** between the District and Goose Hollow and Lair Hill Neighborhoods.
- I. Reflect the establishment of the District by creating a University District Policy Element in the **Central City Transportation Management Plan (CCTMP)**. Until the new element is created, recognize that the CCTMP Downtown Element is applicable to the University District.

PSU University District Framework Plan Goals, 2010 (not City adopted)

- 1. Optimize land use in the University District and neighborhood to accommodate anticipated growth in a quality and livable learning environment
- 2. Accommodate growth and emphasize institutional distinctiveness while integrating with the city
- 3. Maximize connectivity
- 4. Capitalize and enhance the distinct quality of the Portland urban experience
- 5. Leverage partnerships to facilitate growth

South Waterfront

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 district serves as a model for sustainable development.

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

[INSERT DISTRICT MAPS HERE]

Policies

Regional Center: Economy and Innovation

1. **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]
2. **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.
3. **Institutions.** Support the development and expansion of institutions that are consistent with the district's vision.
4. **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
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.** Encourage a diverse mix of housing types and scales 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, community space/center, cultural institutions, performance venues and daycare facilities.
- 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. Encourage active but compatible ground floor uses in predominantly residential buildings. [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

Implementation Actions: South Waterfront – Housing and Neighborhoods

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
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

- 1. Multi-Modal Access.** Improve multimodal access to the region and adjacent areas, including South Portland, the Willamette River and the South Downtown/University District.
- 2. 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.
- 3. 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.
- 4. Collaborative Life Sciences Building and Schnitzer Campus.** 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.
- 5. 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.
- 6. 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
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
TR5	Extend Streetcar service to the south to John’s Landing or beyond.			X		PBOT, Streetcar
TR6	Complete the greenway trail connecting it with the rest of the 40-Mile Loop Trail. Where feasible, explore opportunities for completing the trail prior to development rather than waiting for it to be completed with development.		X			PPR, PDC, BES, BPS, Private

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

Urban Design

- 1. 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.
- 2. 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, passive and active recreation experiences and ecological functions. [Potential Central City-wide policy]
- 3. 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.

4. **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.
5. **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]

2035 Performance Targets: Active street frontages

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	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
UD3	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
UD4	Provide incentives for the private sector to contribute to the quality and quantity of open space in the district.	X				BPS, PPR, PDC
UD5	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
UD6	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
UD7	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

Implementation Actions: South Waterfront – Urban Design

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
UD8	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.

Environment

- 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.
- 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.** Increase tree canopy where appropriate, as well as 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 Targets: Linear feet of riverbank enhancement, net-zero energy new construction, 30% reduction in existing building energy use, MW of installed solar, acres of ecoroofs, tree canopy

Implementation Actions: South Waterfront – Environment

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
EN1	Where feasible, enhance river bank and shallow water to maintain and improve fish and wildlife habitat.		X			BES , PPR

Implementation Actions: South Waterfront – Environment

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
EN2	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
EN3	Develop strategies for addressing environmental challenges including, but not limited to, soil contamination and freeway noise.		X			BES, PBOT
EN4	Encourage planting of native vegetation in right-of-way.				X	PBOT, BES
EN5	Integrate riparian habitat enhancements on the bank with enhanced upland habitat.		X			PPR, BES
EN6	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
EN7*	Develop new regulatory and incentive tools to increase the use of green building technologies such as ecoroofs, green walls, innovative stormwater management techniques, renewable energy and energy efficiency in both new development and rehabilitations. [Potential Central City-wide action]	X	X			BPS, BES

*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.