

# CENTRAL CITY 2035

CC2035

DISCUSSION DRAFT

2/12/2016

## THE CC2035 PLAN VISION

The CC2035 Plan envisions a prosperous, healthy, equitable and resilient Central City where people collaborate, innovate and create a more vibrant future together.

### CENTRAL CITY FORECASTS

Category	2010	2035
Households	23,000	60,500 (165% increase)
Jobs	123,000	174,000 (40% increase)

Over the next 20 years, 30% of the city's population growth is expected to be in the Central City (3% of the city's land area, or 5 square miles).



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

The new Plan builds upon the city's traditions, honoring the history of the place while boldly moving forward in new directions.

The process began in 2010 with the Central City Concept Plan, which provided a framework for detailed quadrant plans for the northeast, west, and southeast portions of the Central City. These plans were adopted by City Council as guidance for the Central City Plan update. Additional guidance came from the Central Reach Urban Design Concept (2014), updates to the Natural and Scenic Resource inventories (2015), and the Central City Floor Area Ratio Bonus and Transfer Study (2015).

The Central City 2035 (CC2035) Plan Discussion Draft is the culmination of more than five years of planning that involved more than 8,000 Portlanders. Now it's time to review the results of all that work and community input and finish the job.

### WHAT'S IN THE CENTRAL CITY 2035 PLAN?

#### Volume 1: Goals and Policies

*The long-range vision for the Central City*

- Big ideas to inspire generations of Portlanders
- A framework of goals and policies to guide public and private projects for the next 20 years
- Highlights of the plan by district

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

*Regulations to implement the Plan*

- Central City Plan District, including transfers, height, FAR and parking
- River Overlay Zones and River Review
- Scenic Resource Overlay Zone
- Maps for base and overlay zones, height, FAR
- Transportation System Plan, Multimodal Mixed-Use Area, Transportation & Parking Demand Management

#### Volume 3: Inventories

*Updated inventories that informed the zoning and map amendments*

- Central City Scenic Resources
- Willamette River Central Reach Natural Resources Inventory

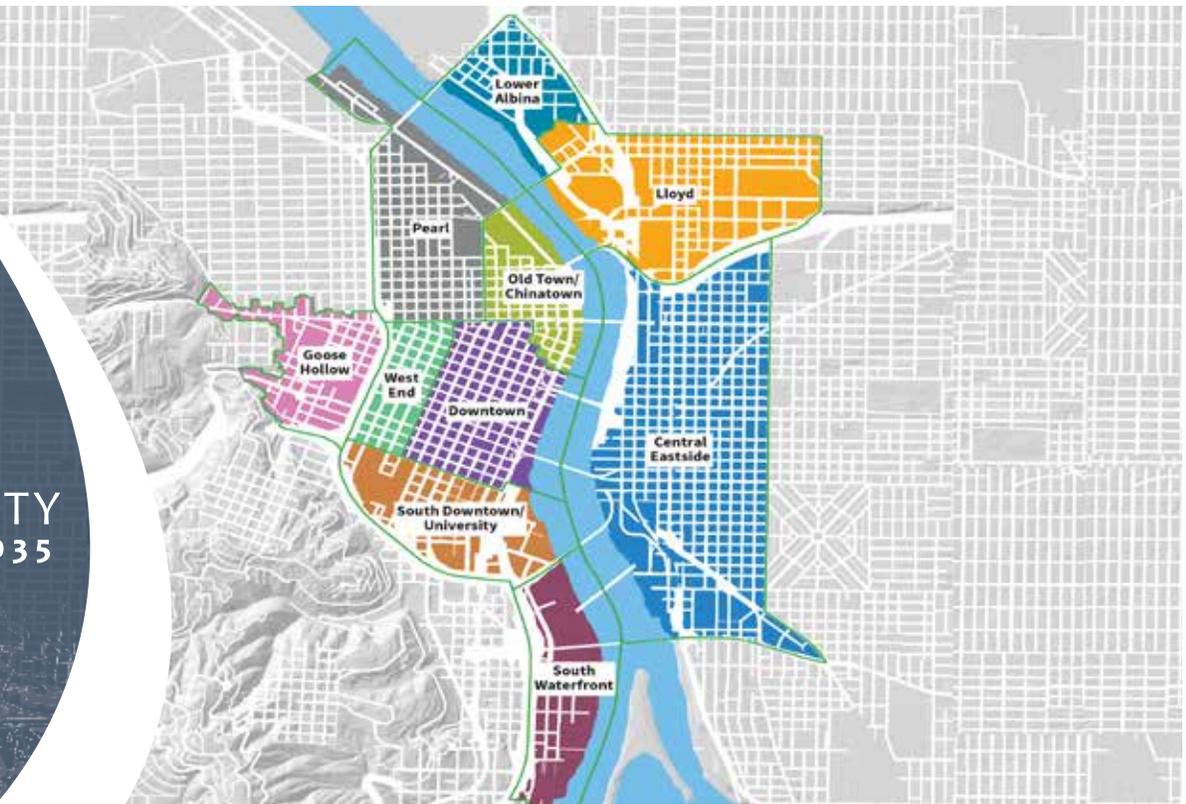
#### Volume 4: Background Materials

*Prior plans and research provided for reference*

#### Volume 5: Implementation Plan

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

# CENTRAL CITY 2035



## WHAT DOES THE PLAN SAY ABOUT ...?

### LIVABILITY & THE PUBLIC REALM



- ◇ Establish new zoning tools and design guidelines to improve the environment, where buildings meet the street, by adding features such as plazas and trees.
- ◇ Create an open space “Green Loop” that connects amenities with separated bike and pedestrian paths.
- ◇ Improve east-west routes (e.g., Salmon St) and strengthen regulations that orient new development and activity toward the riverfront.
- ◇ Create a new master plan tool for large sites that requires development to orient to transit, and provide open space and public realm amenities consistent with the area’s character.
- ◇ Support property owners interested in producing publicly accessible open spaces in park-deficient areas like the Central Eastside.

### JOB



- ◇ Increase employment opportunities for workers with a variety of interests, skills and education levels. Improve access to growing high tech, light manufacturing and software sectors.
- ◇ Maintain the Central City as a center of innovation and exchange through new strategies (e.g., Innovation Quadrant) that link academic research and industry.
- ◇ Increase job densities through more flexible employment zones in the Central Eastside and policies that seek to add office uses to the Pearl District.
- ◇ Continue investments in transportation infrastructure necessary for business and freight operations.
- ◇ Expand opportunities for commerce on and along the Willamette River.

More detailed summaries of these topics and references to specific parts of the Plan can be found online at:  
[www.portlandoregon.gov/bps/cc2035](http://www.portlandoregon.gov/bps/cc2035)

## BONUSES, TRANSFERS & AFFORDABLE HOUSING



- ◇ Update bonus and transfer options to align with City priorities for affordable housing and historic preservation.
- ◇ Introduce new bonus and transfer options that allow more FAR (density) and establish firm height limits.
- ◇ Create a new affordable housing fund and allow fees to be spent throughout the city.

## HEIGHT & VIEWS



- ◇ Retain the building height pattern from the 1970s, but allow taller buildings along the Transit Mall.
- ◇ Retain the basic step down to the Willamette River, parks and adjacent neighborhoods, but allow greater height around bridgeheads.
- ◇ Protect public view corridors based on the draft Central City Scenic Resource Protection Plan.
- ◇ Establish height limits and new regulations within historic districts to ensure compatibility with the existing historic character.

## HISTORIC RESOURCES & SEISMIC UPGRADES



- ◇ Encourage seismic upgrades and historic preservation by allowing FAR to be transferred to new projects from seismically reinforced historic landmarks and contributing resources in historic districts.
- ◇ Preserve existing non-residential buildings in the Central Residential (RX) zone by increasing flexibility for commercial uses.
- ◇ Support historic preservation in the General Industrial (IG1) zone by allowing commercial uses in historic resources and existing buildings.
- ◇ Preserve historic scale in historic districts by removing bonus height options.

## ENVIRONMENT



- ◇ Improve resilience to climate change and hazards, including flooding, earthquakes and urban heat island by establishing new policies, providing design guidance, and monitoring results.
- ◇ Require that all new structures > 20,000 sq ft include ecoroofs and > 50,000 sq ft be LEED Gold.
- ◇ Establish policies and regulations to improve conditions for birds, fish and wildlife.
- ◇ Calculate tree canopy targets.

## WILLAMETTE RIVER



- ◇ Allow small retail shops in Governor Tom McCall Waterfront Park to activate the riverfront.
- ◇ Activate the Central Eastside riverfront by applying a more flexible employment zone.
- ◇ Protect and enhance natural resources by applying a new River Environmental (e) overlay zone to river banks and land within 50 ft of the top of bank and increasing the river setback from 25 ft to 50 ft.
- ◇ Establish a new river open space bonus to increase public riverfront space.

## TRANSPORTATION & PARKING



- ◇ Improve safety and function for pedestrians, bikes, transit and freight by making infrastructure improvements for each mode.
- ◇ Designate the Central City a Multimodal Mixed-Use Area (MMA) and implement transportation projects to facilitate growth in this transit-rich area.
- ◇ Update the Parking Code to improve predictability, reduce costly parking reviews and allow shared parking.
- ◇ Reduce traffic and parking impacts by requiring pre-approved Transportation & Parking Demand Management plans, including education, incentives and monitoring, when > 10 dwelling units or > 25,000 sq ft are built.

# CENTRAL CITY: THE HEART OF PORTLAND



## LEARN MORE. GET INVOLVED.

Nearly 30 years ago, city planners, community members, business owners and builders came together to craft a vision for Portland's Central City. One that attempted to "define and refine our legacy to Portland. Our dream of how our city should be and could be for the next generation ..."

-1988 Central City Plan

*Today's version of that plan, the Central City 2035 Plan, proposes a vibrant future built upon the visionary work of Portlanders before us. Join the conversation.*

### TIMELINE

## CENTRALCITY 2035



**DD** Discussion Draft

Publish February 2016  
 Open houses on 2/24 & 3/2  
 Lobby displays  
 Staff drop-ins from 2/22 - 3/6  
 Staff presentations at community meetings  
 Comments due 3/31/2016

**PD** Proposed Draft

Publish May 2016  
**PLANNING & SUSTAINABILITY COMMISSION**  
 Public hearings, work sessions & recommendations

**REC** Recommended Draft

Publish August 2016  
**CITY COUNCIL**  
 Public hearings, deliberations & adoption

**A** Adopted Draft

Effective late 2017

## HOW WILL MY COMMENTS BE USED?

- Discussion Draft:** Your written comments will be reviewed by City staff and inform the creation of the Proposed Draft. Staff cannot reply directly to comments, but all comments will be carefully considered and a report summarizing the input received and staff decisions published online.
- Proposed Draft:** You can provide testimony in writing or in person at public hearings before the Planning and Sustainability Commission. Commissioners may propose amendments before forwarding the Recommended Draft plan on to City Council.
- Recommended Draft:** You can provide testimony in writing or in person at public hearings before City Council. Council members may propose amendments to the Recommended Draft before adopting the Plan.



### LEARN MORE ABOUT THE CENTRAL CITY 2035 PLAN

**Call:** 503-823-4286  
**Email:** cc2035@portlandoregon.gov  
**Visit:** www.portlandoregon.gov/bps/cc2035



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