

## 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.*

# Old Town/Chinatown

## *Discussion 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 waterfront.

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.

### Policies

#### Regional Center: Economy and Innovation

**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 PDC target sector industries to locate in the district.

**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.

**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 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 entertainment attractions. Increase the festival and event programming of public spaces in the district.

**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.

**2035 Performance Targets:** Job growth, new development

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

#	Action	Timeline				Implementers (lead in <b>bold</b> )
		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			<b>PDC</b> , City
RC2*	Develop and implement a parking strategy for the 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			<b>BPS</b> , PDC, PBOT
RC3	Support continued project and development opportunities and help fund development gaps that can bring transformative development on large opportunity sites.					<b>PDC</b>
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				<b>BPS</b>
RC5	Reduce maximum height limits in the area north of Everett from 425' to 325'.	X				<b>BPS</b>
RC6	Implement the OT/CT Retail Strategy.				X	<b>PDC</b> , PBA, OTCTCA
RC7	Actively pursue developers for City and PDC-owned properties, including Block 8, Block 25, Block A&N and Block R.		X			<b>PDC</b> , City
RC8	Explore the potential redevelopment of the Greyhound Terminal site by continuing to pursue moving bus operations onto Block Y.		X			<b>PDC</b> , Private
RC9	Renovate and seismically upgrade Union Station.		X			<b>PDC</b>
RC10	Explore the creation of a multicultural museum complex in Chinatown.			X		<b>OTHP</b> , OTCTCA
RC11	Establish a district management entity to coordinate public space and event programming and fundraising efforts.		X			<b>OTCTCA</b> , PDC
RC12	Establish a clearly delineated Entertainment District similar to those found in Austin, New Orleans and Kansas City so these activities can co-exist with other uses including housing, higher education and community-based organizations.	X				<b>BPS</b> , PDC

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

#	Action	Timeline				Implementers (lead in <b>bold</b> )
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
RC13	Pursue investment partnerships for seismic upgrading and other real estate development.		X			<b>PDC</b>
RC14	Provide predevelopment funds and technical assistance to enable property owners to complete full due diligence on underutilized properties.				X	<b>PDC</b>
RC15	Consider requiring development projects that include public investment, pre-development and development assistance to include seismic upgrading.		X			<b>City, PDC</b>
RC16	Determine viability of proposed Materials Lab in OT/CT.		X			<b>PDC</b>
RC17	Pursue development of one or more new shared parking facilities to serve various users in the district and replace lost parking as surface lots redevelop.		X			<b>PDC, PBOT</b>
RC18	Explore the development of new financial tools to help fund seismic upgrades to the district's historic buildings.		X			<b>City, PDC</b>

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

## Housing and Neighborhoods

**Preservation of Affordable Housing.** Preserve and improve affordable housing in the district.

**Housing Balance.** Encourage the development of new housing in the district, especially along the waterfront, 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.

**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 until a critical mass of market-rate housing is established.

**Neighborhood Amenities and Services.** Provide and support more amenities and services that serve Old Town/Chinatown residents and workers. These include commercial, educational, medical, recreational, transportation, entertainment, emergency and social services.

**Public Safety.** Ensure the district is clean and safe for residents, employees, and visitors.

**2035 Performance Targets:** Market-rate housing units

**Implementation Actions:** Old Town/Chinatown – Housing and Neighborhoods

#	Action	Timeline				Implementers (lead in <b>bold</b> )
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
HN1	Provide a housing tax abatement program for OT/CT.				X	<b>BPS, PHB, MC</b>
HN2	Create new tools to provide workforce rental housing for households at 60%-150% of MFI.		X			<b>PDC, PHB</b>
HN3*	Develop zoning incentives to encourage market-rate housing.	X				<b>BPS</b>

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

**Transportation**

**Multimodal Access.** Improve access by all modes to the district from adjacent areas and from the region. [Potential Central City-wide policy]

**Circulation and connectivity.** Provide for a highly accessible, safe and well connected district, with enhanced connections to the 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.

**Parking.** Meet existing and future parking needs in a way that reduces parking ratios overtime, 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 <b>bold</b> )
		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			<b>PBOT</b>
TR2	Study possible reconfiguration of the Steel Bridge ramps to improve access to/along the greenway trail and create new development opportunities.		X			<b>PBOT</b>
TR3	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			<b>PBOT</b>
TR5	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		<b>PDC,</b> Greyhound
TR6	Improve bicycle and pedestrian connectivity and safety throughout the district.				X	<b>PBOT</b>

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

**Willamette River**

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

**River Access.** Improve access to Waterfront Park and the Willamette River including re-activating Ankeny Dock for commercial and recreational boaters and improving access to the river at McCormick Pier.

**River Health.** Improve river conditions to support fish and wildlife by maintaining shallow water habitat at McCormick Pier and replacing invasive and non-native plants with native plants on the river banks.

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

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

**Implementation Actions:** Old Town/Chinatown – Willamette River

#	Action	Timeline				Implementers (lead in <b>bold</b> )
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
WR1	Improve pedestrian and bicycle connections to the river in the area of the Steel Bridge and NW Flanders.		X			<b>PBOT</b>
WR2	Activate the Saturday Market shelter in Waterfront Park and Ankeny Square with new small businesses, events and regular programming throughout the year.				X	<b>PPR,</b> OTCTCA
WR3	Rehabilitate and re-open the Ankeny Dock for public access and for recreational and commercial boaters.		X			<b>PPR</b>
WR4	Improve human access and river health by re-designing and implementing a floating boardwalk with enhanced vegetation on the bank in the McCormick Pier area.			X		<b>BES,</b> Private
WR6	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			<b>BES,</b> Private

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

**Urban Design**

**Street Character and Hierarchy.** Establish a more intentional street hierarchy that distinguishes the development and land use character found on retail/commercial streets, boulevards and flexible streets. [Potential Central City-wide policy]

**Open Space.** Increase publically accessible open space in the district and encourage the provision of plazas and pocket parks with new development.

**East-West Connectivity.** Increase east-west connections to the Pearl District and the waterfront and strengthen the Festival Streets along NW Davis and Flanders through supportive adjacent new development and active programming.

**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.

- **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.

- **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.

**Active Uses.** Increase the number of ground floor activating uses and eliminate gaps in the built environment.

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

<b>Implementation Actions:</b> Old Town/Chinatown – Urban Design						
#	Action	Timeline				Implementers (lead in <b>bold</b> )
		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		<b>PBOT, PDC</b>
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			<b>BPS, OTCTCA</b>
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			<b>BPS</b>
UD4	Review, revise and adopt the draft updated historic design guidelines developed for the Skidmore/Old Town historic district in 2008.		X			<b>BPS</b>
UD5*	Explore options for changes to the historic review process for new development in New Chinatown/Japantown historic district.		X			<b>BPS</b>
UD6*	Develop regulatory tools that support the preservation and rehabilitation of historic resources.	X				<b>BPS</b>
UD7	Install art and educational displays that highlight Native American and maritime history in the district and Waterfront Park. [Potential Central City-wide action]		X			<b>RACC, PPR</b>
UD8	Incorporate Crime Prevention through Environmental Design principles in the Central City Fundamental Design Guidelines. [Potential Central City-wide action]		X			<b>BPS</b>

**Implementation Actions:** Old Town/Chinatown – Urban Design

#	Action	Timeline				Implementers (lead in <b>bold</b> )
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
UD9	Review and revise as appropriate the 4 <sup>th</sup> Ave. “Bright Lights District” provisions of the Central City Fundamental Design Guidelines.		X			<b>BPS</b>

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**Environment**

**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. [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:** Acres of eco-roofs, tree canopy

**Implementation Actions:** Old Town/Chinatown – Environment

#	Action	Timeline				Implementers (lead in <b>bold</b> )
		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			Parks, PBOT, BES
EN2	Incorporate guidance for bird-friendly building design in the Central City Fundamental Design Guidelines. [Potential Central City-wide action]		X			BPS
EN3*	Develop new regulatory and incentive tools to increase the use of green building technologies such as eco roofs, green walls and innovative stormwater management techniques. [Potential Central City-wide action]	X	X			BPS, BES

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

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**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 Waterfront 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/Waterfront.
- 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

# Goose Hollow

## Discussion 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, PSU and the Northwest District. The district’s major attractions, including JELD-WEN Field, exist in harmony with surrounding mixed-use development, and attract visitors from all over the region to dine, shop, and play in Goose Hollow.**

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

### Policies

#### Regional Center: Economy and Innovation

**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.

**Stadium District.** Capitalize on activity generated by JELD-WEN Field, encouraging complementary redevelopment in the area bound by Burnside to the north, Salmon Street to the south, I-405 to the east and NW 20<sup>th</sup> to the west. Encourage a broader range of uses/events at JELD-WEN Field.

**Redevelopment.** Increase redevelopment in line with district goals, especially office, residential and active floor uses in “the Flats.”

**Lincoln High School (LHS).** Encourage redevelopment of the LHS site that includes improved educational facilities, new compatible uses, better connections through the site, a more robust street presence, and new open space amenities.

#### 2035 Performance Targets: Job Growth

<b>Implementation Actions:</b> Goose Hollow – Regional Center: Economy and Innovation						
#	Action	Timeline				Implementers (lead in <b>bold</b> )
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
RC1*	Increase zoning flexibility in “the Flats.”  Rezone the area from RXd to CXd to encourage future redevelopment complementary to nearby attractions.  Remove the Required Residential Development provisions on CX lots in this area (33.510.230).	X				<b>BPS</b>

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

#	Action	Timeline				Implementers (lead in <b>bold</b> )
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
RC2	Work with developers and existing property owners (e.g., <i>The Oregonian</i> , TriMet) in “the Flats” to encourage redevelopment.				X	<b>BPS</b> , PDC, Private
RC3	Prepare a strategy to strengthen Retail Core connections on SW Yamhill between the West End and Goose Hollow.		X			<b>BPS</b> , PBOT, PDC
RC4*	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 street and pedestrian connectivity, open space, views, and the transition to adjacent uses.	X				<b>BPS</b>
RC5*	To increase flexibility for redevelopment, rezone the area immediately west of JELD-WEN Field from RHd to CXd.	X				<b>BPS</b>
RC6	Work with stadium managers and neighborhoods to encourage a broader range of uses/events at JELD-WEN Field.				X	<b>OMF</b> , GHFL, NWDA, Private

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

## Housing and Neighborhoods

**Housing Character.** Support development that complements the distinctive residential feel of the district which embodies Central City policies, especially within the predominantly residential areas south of SW Columbia and west of SW 18<sup>th</sup>.

**Urban Family Housing.** Encourage the development of multi-family housing with unit types and amenities supportive of families.

**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.

**2035 Performance Target:** New housing units

**Implementation Actions:** Goose Hollow – Housing and Neighborhoods

#	Action	Timeline				Implementers (lead in <b>bold</b> )
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
HN1	Improve safety through programming and CPTED (Crime Prevention Through Environmental Design) improvements, including better street lighting.				X	<b>PPR</b> , PBOT, PPB, GHFL, Private
HN2	Identify sites for community building activities and pursue projects and activities such as weekend markets, cultural programming and public art.				X	<b>City</b> , GHFL
HN3	Implement regulatory requirements for active ground-floor uses along SW Jefferson Street.	X				<b>BPS</b>
HN4	Develop and implement a strategy to encourage Main Street-friendly streetscape improvements on SW Jefferson Street.		X			<b>BPS</b> , PBOT
HN5	Explore options to mitigate noise from surrounding large transportation infrastructure.		X			<b>PBOT</b> , ODOT, BPS

\*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 the West End, Portland State University, the Pearl District, Northwest Portland, and major parks.

**Circulation and connectivity.** Provide a highly accessible, safe and well connected district, with additional connections through large sites and blocks.

**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 policy]

**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 policy]

**Regional Attractions.** Provide multimodal access and circulation to and from Goose Hollow’s major attractions (JELD-WEN Field, Lincoln High School, and Multnomah Athletic Club) to support their viability and increase entertainment activity, shopping and tourism while maintaining local access.

**Parking.** Meet existing and future parking demand in a way that reduces parking ratios but supports new development. Encourage ways to provide, share and manage parking to meet multiple objectives and support the diverse mix of land uses. [Potential Central City-wide policy]

Accommodate the unique parking needs of major facilities while continuing to promote transit and active transportation.

**2035 Performance Target:** Mode split

<b>Implementation Actions:</b> Goose Hollow – Transportation						
#	Action	Timeline				Implementers (lead in <b>bold</b> )
		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			<b>PBOT</b>
TR2	Improve West Burnside to improve streetscape quality; multimodal access; and bicycle and pedestrian problem areas, particularly JELD-WEN access areas and by I-405.		X			<b>PBOT</b>
TR3*	Complete a local circulation study for Goose Hollow east of SW 18 <sup>th</sup> Jefferson that explores possible changes to street operations and configurations including one-way vs. two-way streets, bicycle facilities and on-street parking to help meet district goals.		X			<b>PBOT, BPS</b>
TR4	Improve bicycle and pedestrian connectivity throughout, including new connections on SW 16 <sup>th</sup> through the LHS site.		X			<b>PBOT, PPS</b>
TR5	Determine the feasibility of adding new light rail station(s) on the Blue/Red line near SW 14 <sup>th</sup> or 15 <sup>th</sup> Avenue in “the Flats.”			X		<b>PBOT, TriMet</b>
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			<b>TriMet, PBOT, Private</b>
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			<b>PBOT, Private</b>
T9	Pursue streetscape projects that enhance walking, urban greenery, community uses of the right-of-way and placemaking.		X			<b>PBOT</b>
*Additional details for selected action items will be included in an appendix to be developed.						

## Urban Design

**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.

**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.

**Views.** Elevate the presence, character and role of significant view corridors (e.g., Vista Bridge, West Hills) which define the district and help bridge neighborhoods across physical and psychological barriers. [Potential Central City-wide policy]

**Open Space.** Develop new open spaces in the district to function as a neighborhood park and support community interaction. Make existing open spaces more usable, engaging spaces (e.g., Collins Circle, Firefighters Park, stadium plazas).

**Street Character and Hierarchy.** Establish a more intentional street hierarchy with a greater diversity of street characters, distinguishing three main types: retail/commercial, boulevard and flexible. Specifically, support the retail/commercial character of W Burnside, SW Yamhill, and SW Jefferson.

Activate ground floor facades throughout the district.

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

<b>Implementation Actions:</b> Goose Hollow – Urban Design						
#	Action	Timeline				Implementers (lead in <b>bold</b> )
		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			<b>BPS, PBOT</b>
UD2*	Connect Goose Hollow with the West End and Downtown by capping I-405 between SW Columbia and SW Salmon, and SW Morrison and SW Yamhill. The caps could support retail or open space.			X		<b>PBOT, BPS, PDC, ODOT</b>
UD3	Develop a Neighborhood Park Strategy for the district that will accommodate projected residential and job density increases.		X			<b>BPS, PPR, Private</b>
UD4*	Improve Collins Circle and Firefighters Park to make these public spaces more accessible and engaging for the community.		X			<b>PPR, PBOT, Private</b>

**Implementation Actions:** Goose Hollow – Urban Design

#	Action	Timeline				Implementers (lead in <b>bold</b> )
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
UD5	Study the feasibility of moving or updating the PGE substation at SW 17 <sup>th</sup> and Columbia to decrease its footprint, creating opportunities for development or park space.		X			<b>BPS</b> , Private
UD6	Develop incentives to encourage publicly accessible plazas and pocket parks as new development occurs. [Potential Central City-wide action]	X				<b>BPS</b>
UD7	Prepare a strategy to mitigate the impact of blank walls on the pedestrian environment.		X			<b>BPS</b>

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

**Environment**

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

**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]

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

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

**Implementation Actions:** Goose Hollow – Environment

#	Action	Timeline				Implementers (lead in <b>bold</b> )
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
EN1	Identify opportunities for rainwater harvesting and reuse within the district		X			<b>BES</b> , 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	<b>BPS</b> , PPS, PDC

**Implementation Actions:** Goose Hollow – Environment

#	Action	Timeline				Implementers (lead in <b>bold</b> )
		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		<b>PBOT, BES, BPS</b>

\*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 18<sup>th</sup> 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

## *Discussion 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.

### Policies

#### Regional Center: Economy and Innovation

**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.

**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.

**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]

**Redevelopment.** Encourage public and private redevelopment in the district, particularly in the areas around Naito Parkway/Harbor Drive, SW 4<sup>th</sup> Avenue, and along the SW 5<sup>th</sup> and SW 6<sup>th</sup> Avenue Transit Mall. Where possible, encourage new development that supports public-private partnerships and activities or helps meet University space needs.

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 <b>bold</b> )
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
RC1*	Increase zoning flexibility. Rezone areas of RXd to CXd.	X				<b>BPS</b>
RC2*	Increase maximum building height potential on the southern end of the Transit Mall between SW Broadway and SW 4 <sup>th</sup> Avenue to 460’.	X				<b>BPS</b>
RC3	Develop incentives to foster partnerships between PSU and private development.		X			<b>BPS, PSU, Private</b>
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				<b>BPS</b>
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			<b>BPS, PPR, BES, Private</b>

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

**Housing and Neighborhoods**

**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.

**Family Housing.** Encourage the development of multi-family housing with unit types and amenities supportive of families.

**Neighborhood Centers.** Create and support successful neighborhood-oriented retail/commercial districts near Portland State University and in RiverPlace. [Potential Central City-wide policy]

**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 <b>bold</b> )
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
HN1*	Develop incentives for the development of student, family and/or affordable housing.		X			<b>BPS</b>
HN2	Develop a district retail strategy.		X			<b>BPS, PSU,</b> 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		<b>BPS, PPS,</b> PSU
HN4	Encourage the development of a full-service grocery store within the district.		X			<b>BPS, PDC,</b> PSU, Private
HN5	Develop a strategy for accommodating food cart pods as infill development displaces them. [Potential Central City-wide action]		X			<b>BPS, PPR,</b> PSU, Private

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

**Transportation**

**Multi-Modal Access.** Improve access by all modes to the region and adjacent areas, including South Portland, South Waterfront, Goose Hollow and Downtown.

**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.

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

**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.

**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]

**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 <b>bold</b> )
		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			<b>PBOT, PSU</b>
TR2	Monitor progress on Southwest Corridor High Capacity Transit planning and advocate for district goals.				X	<b>PBOT, BPS</b>
TR3	Implement near-term I-405 Crossing Improvements, especially at SW 1 <sup>st</sup> Avenue/Naito Parkway, SW 4 <sup>th</sup> Avenue and Terwilliger/Park.		X			<b>PBOT, TriMet, ODOT</b>
TR4*	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			<b>PBOT, ODOT</b>
TR5	Develop a long-term parking strategy for PSU.		X			<b>PSU, PBOT</b>
TR6	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			<b>PBOT, TriMet</b>
TR7	Improve bicycle and pedestrian connectivity and safety throughout the district. [Potential Central City-wide action]				X	<b>PBOT, TriMet</b>
TR8	Enhance pedestrian and bicycle connections to RiverPlace Marina and the Willamette River at key locations, especially Lincoln, Harrison, and Montgomery Streets.				X	<b>PBOT</b>
TR9	Pursue streetscape projects that enhance walking, urban greenery, community uses of the right-of-way and placemaking.		X			<b>PBOT</b>

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

**Willamette River**

**Vibrant Riverfront Districts.** Support existing activities and encourage new activities, including clustered small commercial uses near the Willamette River, in order to bring more people, events and activities to the waterfront. [Potential Central City-wide policy]

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

**River Health.** Improve river conditions to support fish and wildlife by maintaining shallow water habitat at RiverPlace Marina and Marquam beach; replacing invasive and non-native plants with native plants on the river banks; and replacing the existing dock with a low impact dock.

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

**River Access.** Encourage improvements along the Willamette riverfront and at RiverPlace Marina and Marquam beach to enhance human access to and enjoyment of the beach and water [Potential Central City-wide policy]

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

<b>Implementation Actions:</b> South Downtown/University District – Willamette River						
#	Action	Timeline				Implementers (lead in <b>bold</b> )
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
WR1	Update the Willamette Greenway Plan (1988) as part of CC2035; develop new implementation actions and strategies	X				<b>BPS, PPR</b>
WR2	Enhance river bank and beaches around RiverPlace to maintain and improve fish and wildlife habitat.		X			<b>PPR, BES</b>
WR3*	Enhance beach access and amenities near the Marquam Bridge; promote new water-related recreation activities.		X			<b>PPR, BPS, Private</b>
WR4*	Develop a strategy for managing runoff from the separated storm sewer system.		X			<b>BES, BPS, PBOT</b>
WR5	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		<b>Private, BPS, BES</b>
WR6	Update the riverbank design notebook in collaboration with state and federal natural resources agencies.		X			<b>BPS, BES</b>

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

## Urban Design

**University Character.** Encourage the continued development of a pedestrian-oriented, predominantly university campus environment centered on the South Park Blocks.

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 4<sup>th</sup> Avenue.

**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.

**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.

**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.

**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.

**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 4<sup>th</sup> 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

<b>Implementation Actions:</b> South Downtown/University District – Urban Design						
#	Action	Timeline				Implementers (lead in <b>bold</b> )
		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			<b>BPS</b> , PPR
UD2	Develop a strategy/plan to renovate the South Park Blocks.		X			<b>PPR</b> , <b>PSU</b>
UD3*	Continue implementation of the SW Montgomery Green Street.				X	<b>BPS</b> , PPR, PBOT

**Implementation Actions:** South Downtown/University District – Urban Design

#	Action	Timeline				Implementers (lead in <b>bold</b> )
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
UD4*	Review and update South Auditorium Plan District development standards and guidelines, specifically those related to landscaping and setback requirements.	X	X			<b>BPS, BDS</b>
UD5	Connect South Downtown with South Portland by capping I-405 between SW 1 <sup>st</sup> and SW 3 <sup>rd</sup> , and improving the connections to Terwilliger from the South Park Blocks.			X		<b>PBOT, BPS, ODOT</b>
UD6	Activate SW Broadway with ground floor retail and other active uses.				X	<b>PSU, Private</b>
UD7	Complete a Development Opportunity Strategy for the remnant properties on SW Naito/Harbor Drive.		X			<b>BPS, PDC</b>

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

**Environment**

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

**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.

**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:** Acres of eco-roofs, tree canopy

**Implementation Actions:** South Downtown/University District – Environment

#	Action	Timeline				Implementers (lead in <b>bold</b> )
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
EN1	Encourage the continued improvement and expansion of PSU's district energy system.				X	<b>PSU, BPS</b>

**Implementation Actions:** South Downtown/University District – Environment

#	Action	Timeline				Implementers (lead in <b>bold</b> )
		CC2035 (2015)	2 - 5 Years	6 – 20 Years	Ongoing	
EN2	Support the relocation of Electric Avenue to a more permanent location with excellent access and visibility.		X			<b>PBOT, PSU</b>
EN3	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			<b>PBOT, BPS, BES, PPR</b>
EN4	Complete a study exploring ways to increase district tree canopy.		X			<b>BPS, PBOT, PPR, Private</b>

\*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