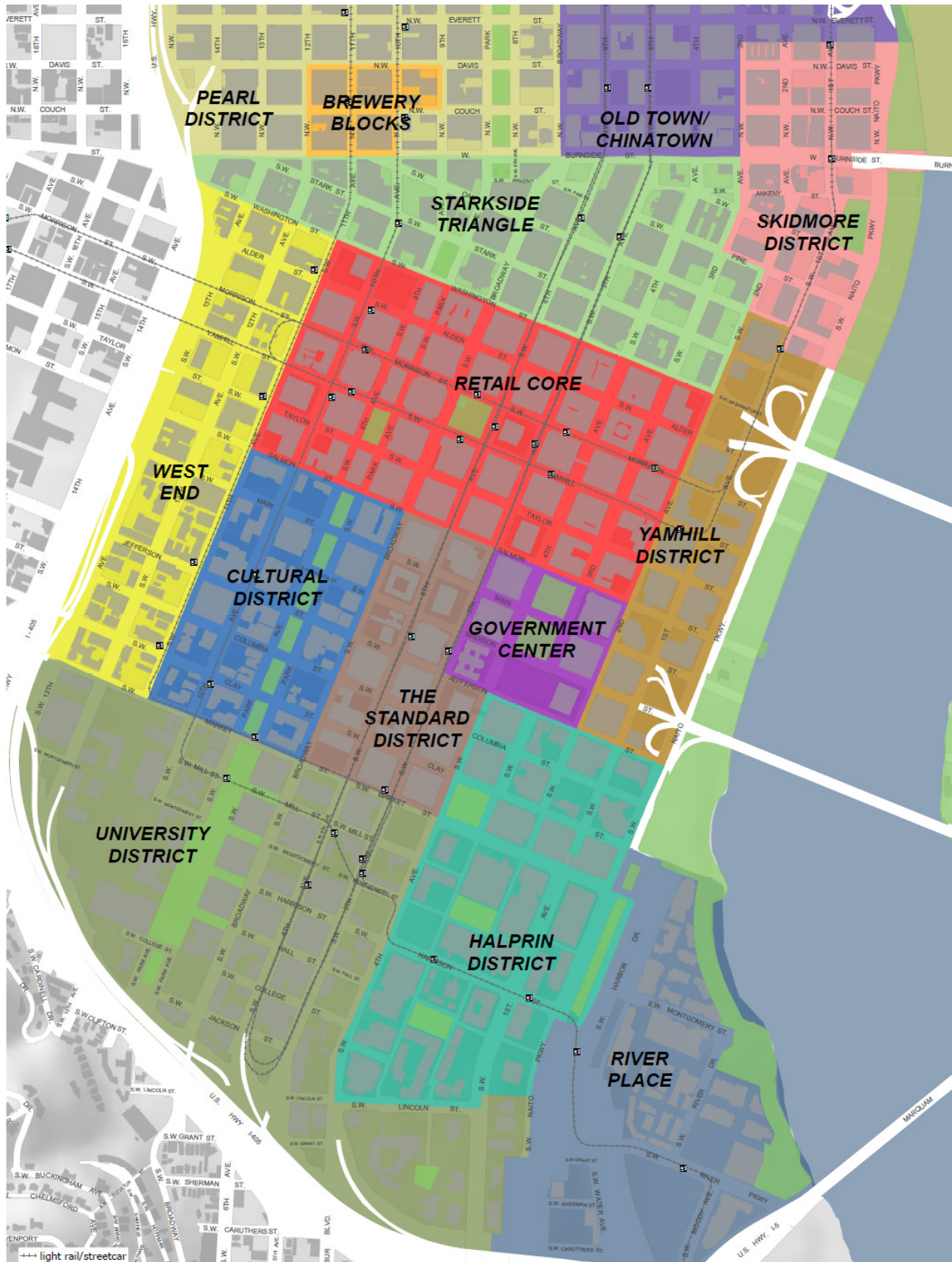


Central City 2035

Central City Identity Districts



Map of potential identity districts in the Southwest portion of the Central City.

In October 2008, Mayor Adams convened a Downtown Vision Task Force to define a retail strategy for the Downtown Retail Core. The Task Force focused on key streets where having a retail focus would create a primary destination for residents, employees and visitors alike. The results of this work is summarized in the *Portland Downtown Retail Strategy*. The Task Force identified SW Morrison and Yamhill as signature retail streets and recommended designation of a retail district with a district-wide marketing strategy and measures to promote the districts identity and success as the main downtown retail center. Key to the strategy was the process that engaged businesses, landowners, government officials, and other stakeholders in the development of a shared vision and strategy

As part of this strategy, a number of other distinct downtown districts were suggested (illustrated in the map below). This idea of distinct identity districts is being carried over into Central City 2035 planning process. Other unique districts will be identified for each quadrant of the Central City.

The purpose is to acknowledge and promote the unique attributes of the different parts that combine to make the Central City a diverse and vibrant place. The distinctiveness of these districts may stem from a special relationship to the Willamette River, a distinct historic or architectural character, specific mix of land uses, a particular street and public realm character, an institutional anchor, or residential character that sets them apart from adjacent districts. These districts also should have a group of champions for the district's identity be they residents, business and land owners, or advocates who are willing to work the strategy.

As part of the CC2035 planning effort, the Bureau of Planning and Sustainability will be engaging stakeholders throughout the Central City to assist in the identification of these unique areas and to identify potential advocates who could provide stewardship and assist in the development of strategies to better support, celebrate, and maintain these special districts.