

Central City 2035:

Willamette River Framework

Draft Goal:

Ensure that the Willamette River, and the land along the river, supports a diverse array of economic opportunities, community spaces and activities, and a healthy, functioning environment in the heart of the Central City.

Draft Strategy:

1. Integrate development (residential, commercial, industrial, institutional and recreational) and watershed health improvements in the Central Reach to support the goals of:
 - a strong economy,
 - vibrant and diverse civic spaces,
 - a connected, accessible and inviting riverfront,
 - a healthy river and riparian area, and
 - partnerships, leadership, stewardship and education
2. While every goal will be achieved in the Central Reach, not every goal will be achieved at every location along the river. Parts of the Central Reach will integrate nature into the experience of being in the city and others will prioritize people and active uses.

Draft Objectives:

Clean and Healthy River

1. **Improve the environmental conditions of the river** to achieve:
 - a. healthy and functional habitat;
 - b. a swimmable and fishable river; and,
 - c. compliance with regional, state and federal laws.
2. **Achieve environmental improvements** by:
 - a. incorporating habitat enhancements into development projects;
 - b. restoring key riverfront sites to improve overall system functions;
 - c. encouraging riverbank improvements, including altering the seawall, that allow more natural hydrology while maintaining flood protection; and,
 - d. coordinating river restoration and stewardship efforts with upstream communities.
3. **Encourage green building and site development practices** that also integrate green infrastructure and nature into the experience of being in the city including:
 - a. innovative stormwater treatments;
 - b. bird and wildlife-friendly design; and,
 - c. eco-roofs and living walls.

Vibrant and Prosperous Waterfront Districts

4. **Increase industrial and commercial business development and employment by**
 - a. Supporting existing industrial and commercial uses;
 - b. Encouraging new development especially on underutilized land at bridgeheads and brownfield sites;
 - c. Treating the river as an asset supportive of employment uses in the Central City; and,
 - d. Encouraging employment uses that capitalize on riverside locations.
5. **Reinforce the distinctive character of the Central City's different waterfront districts.**
Strengthen each districts unique relationship to the river building on the residential, commercial, employment, recreational and habitat opportunities that each district presents.

Portland's Commons: Public Uses and Spaces

6. **Strengthen physical and visual connections** between the river and the rest of the Central City.
7. **Increase opportunities for recreational use** of the river. Ensure that active and passive recreational needs are served such as fishing, swimming, boating, and scenic views.
8. **Encourage development of a network of distinctive destinations** along the waterfront that reflect the character or unique features of each area.
9. **Encourage the establishment of a seasonal ferry system** that circulates between important destinations along the river in the Central Reach.
10. **Complete a system of trails** along, across and to the river establishing continuous interconnected loops.
11. **Celebrate Portland's bridges.** Support activities that highlight the unique qualities of each bridge.
12. **Encourage development of arts, education and entertainment activities.**
13. **Increase public awareness of the historical and cultural aspects of the Willamette River.**

Equity Statement:

The CC2035 planning effort seeks to develop policies and actions that ensure that the health of the Willamette River is improved and that access is enhanced so that all Portlanders can use and enjoy the river as a recreational, economic, environmental or cultural resource.

Potential Actions:

- Identify regulatory improvements.
- Establish a habitat improvement strategy for the central reach that identifies key acquisition and restoration sites.
- Finalize the North Portland Greenway trail feasibility study and the Sullivan's Gulch study.
- Develop a Willamette River Recreation Strategy.
- Analyze impacts from proposed Central City actions on Ross Island, Holgate Channel and adjacent neighborhoods.