



Working Draft: Central Eastside Policy Framework

If the amendments proposed on the preceding pages are accepted, the evolving policy framework draft would read as presented below. Please note that in coming month's staff will be adding additional policy language to this framework addressing housing and neighborhoods, transportation, urban design, the Willamette River, and health and the environment.

Goal:

Central Eastside District

The Central Eastside is the Central City's largest and most vibrant industrial employment district. A center for industrial employment since its formation, through the decades the character and complexity of the industries calling the district home have and continue to evolve. Existing industrial and distribution businesses continue to thrive while the district's job base grows and diversifies to attract new and emerging industries. The Central Eastside is a prime location for those seeking a central location close to their customer base and workforce with strong connections to local and regional markets. Bridges and other connections between industry in the district and academic partners west of the river support collaboration, innovation and business development activities.

Mixed-use development, such as retail, commercial office, and residential uses, is located along main street corridors that support the rest of the district and the inner Southeast Portland neighborhoods, while industrially zoned areas are places where businesses can be assured that their investments and ability to operate are protected. These protections include a continuing commitment to freight access and movement through the district.

The district's waterfront is a regional attractor, containing visitor activity centers, access to the Willamette River, and a mix of employment and commercial activities that activate the waterfront, adjacent transit stations, and major institutions located throughout the area.

Policies:

Regional Center: Economy and Innovation

- 1. Central Eastside Industrial / Employment Sanctuary.** Maintain and enhance zoning tools, supportive infrastructure and other services that support the continuation of the Central Eastside as a prime location for investment in existing and new industrial businesses.
- 2. Central Industrial Diversification.** Support growth of new industrial sectors, protect existing sectors, and protect the Central Eastside as a place where startups and incubators can transition to mature and established businesses and sectors.
- 3. Workforce Development.** Support institutions such as Benson High School, Portland Community College's CLIMB Center, OMSI, and others in their unique roles associated with workforce development through

programs and partnerships that prepare Portlanders at different education and skill levels for employment in Central Eastside industries.

- 4. Innovation Quadrant.** Build upon the physical connections created by the Tilikum Crossing to connect Central Eastside industries with westside institutional assets such as Oregon Health Sciences University (OHSU) and Portland State University (PSU). Facilitate the growth of traditional and emerging industries in service to the Innovation Quadrant and encourage venues such as the Oregon Museum of Science and Industry (OMSI) to showcase the diversity of research, economic development, and educational activities occurring within the quadrant.
- 5. Southern Triangle.** Encourage redevelopment of large sites to include employment opportunities such as industrial office, headquarters, and creative office opportunities, and invest in new infrastructure to address transportation constraints in the area. Promote bioscience and high technology sectors in the district, facilitated by the connection of the Tilikum crossing to South Waterfront and Downtown.
 - a. Clinton Station Area.** Facilitate the development of employment and residential, as well as neighborhood serving retail and community service at the Clinton Station that serve the Central Eastside and Inner SE Portland neighborhoods.
 - b. OMSI Station Area.** Create a major and active waterfront station area that includes land and water based transportation and recreational alternatives. Promote visitor-serving attractions, amenities, and retail, as well as a mix of high-density commercial office, institutional, and industrial employment uses.
- 6. Mixed-Use Corridors.** Enhance the vibrancy of major mixed-use corridors to optimize their potential to attract investment and the development of new retail, commercial office, and residential uses that complement and serve employees and businesses in the Central Eastside.
- 7. The East Portland / Grand Avenue Historic District.** Promote the rehabilitation of existing and historic buildings in Grand Avenue Historic District through enhanced design guidelines and regulations that incent rehabilitation and reuse over demolition. Protect the historic industrial character and architecturally significant resources within the district by encouraging adaptive reuse of existing structures.
- 8. Day Laborer Organization & Education.** Continue efforts and initiatives within the Central City that organize and centralize day laborer services that can provide for safe place for worker rights education, outreach, and protect the rights of laborers.
- 9. River Economy.** Leverage the Willamette River as an important component of the Central Eastside economy by supporting river dependent and river related commercial uses that bring more people to and on the river and to the district as a whole.
- 10. Regional Waterfront Destination.** Support development of new uses that promote active and passive recreation, tourism, visitor services, and river transit, to make the southeast riverfront a primary destination to enjoy the Willamette River.

Draft: 2035 Performance Target

Jobs: *Create an additional 9,000 jobs, most within industrial employment sectors, to create a district-wide job total of 26,000 jobs by 2035.*

Housing and Neighborhoods

1. **Housing Compatibility.** Ensure new housing in the Central Eastside is designed and constructed to minimize conflicts with adjacent industrial operations and to provide a living environment for residents that reduces impacts related to noise, glare, and other characteristics common throughout the district.
2. **Essential Public Services.** As the residential population of the Central Eastside grows, periodically access the needs of residents to ensure they have access to essential public services such as parks, schools, community centers, and other amenities that support the establishment of stable and complete communities in and around the Central City.

Draft: 2035 Performance Target

Housing: *Maintain the existing housing potential of the Central Eastside to all approximately 3,500 units by the year 2035.*

Transportation

1. **Freight system:** Prioritize freight movement in and through the district and maintain and improve access to and from the district and regional freeway system.
2. **Parking:** Establish an efficient parking system to meet existing demand and create new parking strategies to share and manage parking across the district to meet the needs of employment growth and major attractors in the district.
3. **Circulation and Connectivity:** Improve connectivity throughout the district for all modes, designating priority freight routes and making safe and well-connected bike and pedestrian routes with improved signalization and clear signage to link landward portions of the district with major attractors and the riverfront.
4. **Multi-modal access:** Improve access for all users to and through the district, increasing the share of trips made by alternative modes.
5. **Water Transit:** Improve infrastructure that supports commercial, river transit, as well as tourist and recreational boating uses. In support of new water transit options, ensure terminals are supported by streets and trails that provide direct access to transit from points throughout the Central Eastside.
6. **Green Loop:** Pursue the Central Eastside segment of the Central City “Green Loop” to create a safe and pleasant north-south pedestrian and bicycle route connecting the Lloyd district to the north through the central eastside south to cross the Tilikum Crossing Bridge to South Waterfront and Downtown.
7. **Green Streets:** Strategically support the development of east-west pedestrian and bicycle oriented streets through the district at regular intervals that serve the multiple objectives of travel, stormwater management, open space, and place making. Routes should also enhance connections to the river and riverfront. Green streets should be identified based on the freight district hierarchy to avoid significantly impacting freight movement.
8. **Reduce Trail Conflicts.** Explore approaches to address bicycle and pedestrian conflicts on the Vera Katz Eastbank Esplanade and the greenway trail through design modifications like separating bicycle and pedestrian facilities,, education, signage and other means.

Draft: 2035 Performance Target

At least 52 percent of commute trips to and from the district are by non-single occupancy vehicles (transit, walking, bicycling and carpooling).

Based on questions from Policy Working Group members more background establishing the basis for this projected mode-split will be provided by PBOT to ensure it can be supported by the SAC

Urban Design

- 1. Connection to the River.** Create strong connections from and through the Central Eastside to the Willamette River by developing new accessways, trail connections and supporting infrastructure that draws employees, residents and visitors to the riverfront.
- 2. Southeast Waterfront.** Orient the Southeast waterfront towards the river through building design, active ground floors facing the river and new uses that encourage people to enjoy the river in both public and private spaces.
- 3. Historic Industrial Character.** Maintain and celebrate the historic industrial character of the Central Eastside through the preservation and enhancement of historic buildings and infrastructure that reflect past uses and architectural styles while serving new and emerging industrial employment uses.
- 4. Public Realm.** Enhance the character and function of the public realm through design standards, guidelines, and land uses that activate the pedestrian environment, create transitions between industrial and mixed-use areas, and establish a clearly hierarchy of streets.
- 5. Large Block Development.** Develop large blocks and sites with an urban form that uses building massing and orientation, accessways, and open space to allow this sites to be integrated into the form and block configuration common through the Central Eastside.
- 6. Enhanced Circulation and Connectivity.** Establish new, as well as maintain existing, accessways that provide active and vehicular connections through large sites and between key attractions of regional significance, including the Willamette River.
- 7. Gathering Places.** Support the development of publically accessible open space areas supported by strong accessways, active ground floor uses, and an urban form that encourages gathering, passive and active recreation, and events that allow residents, employees and visitors to engage.
- 8. Wayfinding.** Develop and maintain wayfinding strategies and tools that allow visitors and customers of the Central Eastside to navigate the district and locate key attractions, businesses, institutions, and other destinations in a safe, intuitive and enjoyable manner.
- 9. Historic main streets.** Enhance the character and visibility of historic streets throughout the district through public realm improvements and building rehabilitations that acknowledge their historic role in shaping the district, while elevating their current status as important streets for commerce and employment.
- 10. Public Views.** Maintain public views of key landmarks and regional scenic features by ensure new development is designed to incorporate building massings, site place, and heights that do not block established significant views.

11. **OMSI Station Area.** Create an urban form at the OMSI station area that facilitates public access from the streetcar and light rail stations to the greenway, OMSI, Portland Opera, Portland Spirit, the Oregon Rail Heritage Foundation sites, through public realm enhancements and ground floor active uses that create a safe and vibrant environment.
12. **Clinton Station Area.** Establish an urban form at the Clinton station area that creates a safe and active environment by incorporating a mix of uses that serve transit riders as well as residents and employees of the station area, Central Eastside, and inner Southeast Portland neighborhoods.

Draft: 2035 Performance Target

Performance targets still under development.

Willamette River

1. **Active River Recreation.** Promote active river recreation along the southeast riverfront by maximizing the use of existing docks and trails, and by adding new infrastructure and amenities that support these use.

Draft: 2035 Performance Target

Performance targets still under development.

Health and the Environment

1. **Tree canopy.** Plant and preserve trees, where appropriate, throughout the district. Prioritize planting along mixed use commercial corridors with higher employment densities and residential uses. Also, encourage plantings along pedestrian and bike corridors. Select trees that provide adequate clearance for freight movement on streets prioritized for freight mobility.
2. **Open space use(s) for underutilized land/parcels in the district.** Explore the use of underutilized right-of way, land under the I-5 Freeway adjacent to the river, and publicly owned land to create public open space amenities. Encourage dual uses for green and open spaces to serve as public open spaces and manage stormwater.
3. **Green Infrastructure.** Strategically support the development of green infrastructure, in the public right-of-way and on private property, taking into account freight street hierarchy by prioritizing bike and pedestrian routes and mixed use corridors for improvements such as trees and living walls throughout the district.
4. **Eco-roofs.** Encourage eco-roofs on new development and retro-fits on existing development to improve air quality, ambient air temperatures and stormwater management throughout the district.
5. **Multiple/Dual uses.** Encourage green infrastructure and open space development in the district that serves multiple functions to improve stormwater management, reduce heat island effects, create pockets of refuge and habitat, and provide places of respite for employees, residents and visitors to the district.

Draft: 2035 Performance Target

Performance targets still under development.