

Chapter IV: Central City 2035 Policies and Actions

In October 2012, the Portland City Council adopted the Central City 2035 Concept Plan. This plan contained a Strategic Direction for the City which reflects the desired direction for the Central City over the next two decades (see below), as well as establishing an integrated framework of Central City-wide goals and policies intended to guide the development of the subsequent quadrant plans. City Council also intended for this policy framework to be amended by the quadrant plans such that new policies applicable to the entire Central City could be added as a result of issues discovered by the quadrant plans. For example, during the development of the West Quadrant Plan a number of additional goals, policies and actions were developed that were added to the Central City-wide policies and actions. The West Quadrant process also proposed the addition of two new policy areas: equity, and transportation. Through the SE Quadrant plan process additional policies and actions have been added to the Central Citywide framework. These are highlighted in gray in the section that follows. Following adoption of the quadrant plans the framework will be refined and adopted by City Council as part of CC 2035 plan as the Comprehensive Plan's goals and policies for the Central City Plan District.

Strategic Direction:

A Center of Innovation and Exchange

Central City 2035 is focused on establishing the Central City as a center of Innovation and Exchange. What does this mean, and how is it achieved?



The Innovation Quadrant concept leverages academic and private sector research and development activities on both sides of the Willamette River linked by the new Tilikum Crossing multi-modal bridge.

It can be easy to overlook a city center, to consider it merely as a dense concentration of businesses, facilities and housing. But a successful urban core is more than that, leveraging its ability to support efficient, opportunistic and synergistic interaction and exchange among people, businesses and institutions to a competitive advantage. This is why cities and downtowns everywhere have been centers of commerce, civic and cultural life, creativity and innovation.

CC2035 aims to use Portland’s intellectual, institutional and development assets to transform the Central City into an exceptional and unique center for this interaction. The Central City is already well positioned for this transformation; its sheer number of uses, activities and people establishes an environment rich with potential. This density of activity cannot be generated elsewhere in the state and, therefore, the Central City’s positive impact on economic development, creativity, civic engagement and livability of the region is significant.

Portland has a growing number of creative firms and businesses that are changing how the world operates, looks and functions. In the nurturing of local talent and creative energy, these businesses have both benefitted from and support the various universities and colleges located in the Central City.

Portland State University, Oregon Health Science University, the Pacific Northwest College of Art, Le Cordon Bleu College of Culinary Arts, the University of Oregon, Oregon State University and Oregon College of Oriental Medicine have all made the Central City the regional center for higher education. While educating future entrepreneurs, scientists, researchers and other workers, these institutions support a culture of lifelong education.

This didn’t just happen by accident. Forty years of planning, partnerships and investments have led us here. The recently adopted *Portland Plan* establishes a framework that builds on past success, while providing a new lens for how to view ourselves as a people and the desired future city. Ultimately, CC2035 seeks to leverage all of this to position Portland’s Central City as a globally recognized center of equity, innovation and exchange.

The following section presents the Central City-wide policy framework as it stands in April 2015. Areas highlighted in grey indicate new action statements proposed by the Southeast Quadrant Plan.

Regional Center: Economy and Innovation

- Goal A:** Reinforce the Central City’s role as the unique center of both the city and the region for commerce and employment, arts and culture, entertainment, tourism, education and government.
- Goal B:** Increase the Central City’s strength as a place for innovation in business, higher education and urban development. Maintain and improve the physical and social qualities that make the Central City a successful and advantageous setting for diverse creativity, innovation and civic engagement.
- Goal C:** Improve the economic competitiveness of the Central City, especially relative to West Coast and regional markets, through expanded business and development activities.
- Goal D:** Support efforts to enhance and maintain the urban character, livability and experience of the Central City to ensure it remains the pre-eminent location in the region for business and commercial activities, and an attractive location for new development.

Policies to reach these goals:

1. **Traded sector growth.** Focus business development efforts and assistance on targeted industry clusters and high growth sector companies.
2. **Center of higher education.** Support the ability of the major universities in the Central City (e.g., Portland State University, Oregon Health Science University) and other higher education institutions to strengthen the Central City as a center of learning, business and innovation.

3. **Center of urban innovation.** Increase the role and stature of the Central City as a laboratory and showcase for innovative urban development and a regional leader in the development of businesses related to clean technology, green practices and design, and resource conservation.
4. **Entrepreneurship and business innovation.** Strengthen the Central City as a location for job creation by addressing development issues that affect businesses and supporting economic development strategies and programs intended to facilitate economic growth in the Central City.
5. **Next generation of industrial/employment sanctuaries.** Preserve and provide for the long-term success of Central City industrial districts, while supporting their evolution into places with a broader mix of businesses with higher employment densities.
6. **Tourism, retail and entertainment.** Maintain and expand upon activities in the Central City that support tourism and complement economic success, and vibrancy and livability, with an especial focus on retail, cultural events and institutions, arts and entertainment, urban design and transportation.
7. **Safe and secure Central City.** Maintain adequate public safety and security services and reduce sources of conflict and nuisance crime through design, regulation and management.
8. **Resilient Central City.** Use planning and design in the Central City to help prevent or minimize mitigate the impacts of natural hazards.
9. **Affordability.** Support efforts to make the Central City a competitive location for development and for businesses to locate and operate.
10. **Equity and the economy.** Support greater access to and expansion of economic opportunities in the Central City for all groups facing barriers to education and employment and longstanding disparities so that they can share in employment and economic prosperity.

Implementing Actions

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2016)	2 – 5 Years	6 – 20 Years	Ongoing	
Central City						
RC1	Consider requiring development projects that include public investment, pre-development and development assistance to include some level of seismic upgrading.		X			City, PDC
RC2	As development occurs and density increases, ensure that new construction and rehabilitation projects include both early warning systems (e.g., alarms and CO detectors) and fire protection equipment. Fire sprinklers help minimize the size, reducing the spread, therefore reducing the loss of life.				X	PFR, BDS

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2016)	2 – 5 Years	6 – 20 Years	Ongoing	
RC3	Complete the Central City-wide bonus and transfer study and identify options to prioritize affordable housing development, historic preservation, seismic upgrades and publicly-accessible parks, open space, and recreation opportunities. Present options to City Council along with the results of the bonus study. Amend the zoning code with specific tools to maximize benefits from FAR and height bonus and transfer programs based on council guidance.	X				BPS

Equity

The Central City 2035 Concept Plan did not contain goals, policies, or actions specifically addressing equity. This new section of the policy framework was proposed to be added during the West Quadrant Plan process. It is likely this section will go through further review and that specific policies and actions be developed to allow further direction of how these goals are expected to be accomplished in the Central City.

- Goal E Equitable Benefits.** Ensure that the benefits associated with the Central City are accessible to communities of color, low-income populations, and other under-served or under-represented groups who reside both in and outside the Central City. These benefits include access to employment, housing, education, civic and cultural activities, and transit.
- Goal F Minimize Adverse Impacts.** Eliminate disproportionate burdens such as adverse environmental, economic or community impacts associated with land use and public investments for communities of color, low-income populations, and other affected under-served or under-represented groups. In cases where disproportionate burdens cannot be eliminated, they should be minimized or mitigated.
- Goal G Inclusive Public Involvement.** Include affected communities effectively and meaningfully in decision-making processes.

Housing and Neighborhoods

- Goal H:** Make the Central City a successful dense mixed-use center by supporting growth of more livable neighborhoods with a mix of housing, services and amenities that support the needs of people of all ages, incomes and abilities.
- Goal I:** Support the ability to meet human and health service needs of at-risk populations concentrated within the Central City.
- Goal J:** Add to the affordable housing supply of the Central City to maintain and grow the racial, ethnic and economic diversity of the Central City.

Policies to reach these goals:

- 11. Complete communities.** Ensure Central City neighborhoods have access to essential public services, including public schools, parks, community centers and amenities, including neighborhood-serving retail and commercial services that support sustainable and diverse community structure.
- 12. Promote healthy active living.** Design and develop Central City neighborhoods to support physically and socially active healthy lifestyles for all people through the inclusion of plazas, parks, open space, and recreation opportunities, a safe and inviting public realm, access to healthy food and active transportation and the density of development needed to support these economically.
- 13. Low-income affordability.** Preserve the existing supply and continue to support the development of additional housing to meet the needs of low-income Central City residents.

- 14. Housing diversity.** Create attractive, dense, high-quality affordable housing throughout the Central City that accommodates a broad range of needs, preferences, and financial capability in terms of different types, tenures, sizes, costs and locations.
- 15. Minimize displacement.** Maintain the economic and cultural diversity of established communities in and around the Central City. Utilize investments, incentives and other policy tools to minimize or mitigate involuntary displacement resulting from new development in the Central City or close-in neighborhoods.
- 16. Transitional housing and services.** Provide housing and services that directly assist at-risk populations and allow people to transition to more stable living conditions.
- 17. Conflict reduction strategies.** Develop ongoing strategies and programs that reduce potential conflicts between special needs populations and other Central City residents, employees, visitors and businesses.
- 18. Livable mixed-use environment.** Promote design solutions and construction techniques to ensure that new development is compatible with existing uses, including noise and other pre-existing conditions.
- 19. Housing Affordability.** In accordance with the City’s No Net Loss policy for affordable housing in the Central City, the City will retain at least the current number, type, and affordability levels of housing units home to people at or below 60% of the median family income either through preservation or replacement. The preservation of these units will be monitored by the Portland Housing Bureau through the Central City Housing Inventory. Continue to develop new affordable housing in the Central City so that approximately 30% of the total housing in the Central City is affordable to households between 0% and 80% MFI. Increase the supply of housing affordable to working households in the 50% to 80% MFI bracket, households for whom the Central City’s access to jobs and transit can be particularly beneficial.
- 20. Public Investment in Affordable Housing.** For public affordable housing resources, prioritize funding for housing programs and investment to meet the unmet needs of extremely low and very low-income households (0-50% MFI).
- 21. Affordable Homeownership.** Align plans, investments and other policy tools to support improving homeownership rates and location choice for people of color and other groups who have been historically under-served and under-represented in the Central City.
- 22. Climate Change Preparedness.** Support Central City residents and businesses by planning and preparing for climate change emergency response situations, such as floods and droughts.

2035 Performance Target: Housing

30 percent of all housing in the Central City will be affordable to households in the 0% to 80% MFI bracket.

Implementing Actions

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2016)	2 – 5 Years	6 – 20 Years	Ongoing	
Central City						
HN1	Support improved communication and cooperation between social service providers and surrounding neighborhoods concerning livability challenges for all. At a minimum, encourage social service providers to enter into Good Neighbor Agreements.				X	ONI , PHB, County, Private
HN2	Develop tools to expand the ability to provide public support for units affordable to 0 to 50% MFI and increase the supply of units affordable to 50-80% MFI. This should include tools that enable partnering with the private development community in new and innovative ways to meet these affordable housing production goals.	X				PHB, BPS, Private
HN3	Create tools to help bridge the minority homeownership gap in the Central City.	X				PHB
HN4	Advocate for state-wide legislation that would allow local jurisdictions to adopt inclusionary zoning provisions to increase the supply of affordable housing.				X	City
HN5	Develop a strategy for accommodating food cart pods as infill development displaces them.		X			BPS, Parks, Private
HN6	Improve safety through programming and CPTED (Crime Prevention Through Environmental Design) improvements, including better street lighting.				X	Parks, PBOT, PPB, GHFL, Private
HN7	For residential areas, explore options to mitigate noise and air pollution from surrounding large transportation infrastructure.		X			ODOT, BPS
HN8	Explore options for new community center to serve entire Central City.			X		Parks, BPS

Transportation

The Central City 2035 Concept Plan did not contain goals, policies, or actions specifically addressing transportation as a standalone section in the framework. During the West Quadrant Plan process the following new section specific to transportation issues was established. The goals and policies of this section present transportation-related goals and policies that previously appeared in other sections of the frame. The highlighted policies indicate new policies proposed by the West Quadrant Plan.

Goal K: Provide a safe, affordable, efficient and accessible multimodal transportation system that supports the growth and role of the Central City as the region’s high density center.

Policies to reach these goals:

- 23. Regional transportation hub.** Strengthen the Central City as the hub for moving people and goods, reinforcing its regional center roles, enabling successful high density employment and housing development, and thereby affirming its role in Metro’s Region 2040 Framework Plan.
- 24. Optimized street network.** Improve street design and function to increase efficiency and safety for all transportation modes and the ability of the existing network to meet the mobility needs of businesses, shoppers, residents and visitors. Establish a system and standards that emphasize pedestrian, bicycle, transit and freight access while continuing to provide automobile access.
- 25. Parking.** Update parking management strategies to support commercial and housing development while optimizing the use of the limited parking supply, encouraging the use of alternative transportation and simplifying the parking regulations.
- 26. Regional corridors and connections.** Elevate the presence, character and role of physical and visual corridors such as trails, transit lines, busy streets and significant public views, helping to bridge neighborhoods across physical and psychological barriers.
- 27. Street diversity.** Differentiate the character of key streets to offer a diversity of urban experiences and connections, reflect the character of unique districts and expand parks, open space, and recreation functions.
- 28. Streetscape.** Improve the street environment and pedestrian experience by providing urban greenery and community uses of the right-of-way and by integrating high-density uses.
- 29. Active Transportation.** Encourage walking and bicycling with improved infrastructure and other means as a way to increase access and transportation choices, enhance livability and reduce carbon emissions in the Central City.
- 30. Transit.** Continue to strengthen the regional role of transit in the Central City. Work with TriMet to increase frequency, reliability and safety, expansion of the rail, bus and streetcar system.
- 31. Transportation Demand Management.** Foster the development of business and property owner-supported programs, incentives and activities that encourage employees, residents, students and visitors to use walking, cycling, transit, carpool and car-share.
- 32. Regional access.** Work with the Oregon Department of Transportation on improvements to I-405, I-5 and US26 to enhance regional access to the Central City, minimize through traffic on central city streets, improve pedestrian and bicycle connectivity across the freeways and create opportunities for capping or undergrounding to lessen the barrier effect of the freeway and open new areas for potential development and/or parks, open space, and recreation opportunities.

- 33. Portals.** Manage entry points into the district to provide a balanced multimodal access to efficiently accommodate the increases in person trips and the delivery of goods to and from the district as a result of growth and development. Discourage through trips from using district streets.
- 34. Transportation System Management.** Manage access and circulation to reduce traffic speeds and provide for safe crossings, while balancing the need for vehicle and freight access to and from the district.
- 35. Parking.** Update policies and zoning regulations related to parking in the Central City to better support the needs of the quadrant, particularly retail, employment and residential growth, as well as access to major attractions such as universities and event venues. Continue to limit the growth of the overall parking supply, and encourage the increase in use and sharing of existing stalls to manage parking in a more efficient and dynamic manner, lower the costs of construction and meet mode split and climate action goals for the quadrant and city.
- 36. Loading.** Pursue strategies that bring new ways of delivering goods to the Central City in a way that optimizes the need for loading and freight access. Explore new opportunities, including central delivery and pick up centers, as well as the use of smaller and more sustainable delivery vehicles.
- 37. Larger transportation system.** Integrate as part of the TSP update changes to policies, street classifications and project list that reflect the goals, policies, action items and street maps called for in the plan.
- 38. Willamette River Transportation.** Improve opportunities for and promote river transportation to and within the Central City.
- 39. “Green Loop” Concept.** Create a “Green Loop” within Central City that connects east and west side neighborhoods to parks, open space, and recreation opportunities and the Willamette River, with high quality bicycle accommodations and innovative, park-like pedestrian environments and wildlife habitat connections.

Implementing Actions

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2016)	2 – 5 Years	6 – 20 Years	Ongoing	
Central City						
TR1	Pursue streetscape projects that enhance walking, urban greenery, community uses of the right-of-way and place-making.		X			PBOT, BES
TR2	Improve bicycle and pedestrian access and connectivity throughout and complement access to transit and Bike Share systems.		X		X	PBOT
TR3	As the bicycle network improves, expand the area of the Central City in which bicyclists are not allowed to ride on the sidewalk.				X	PBOT
TR4	Develop regulatory and financial incentives for building on-site parking underground with new development.	X				BPS
TR5	Explore funding mechanisms, phasing and the implementation of river transit in Central City.			X		BPS, PBOT, private
TR6	Study and encourage green passenger vessel technologies including low impact and restorative propulsion for river transit and other passenger vessels.			X		Private, PBOT, BPS
Southeast Quadrant Additions						
TR7	Coordinate system planning efforts among city bureaus and potential private investors for green infrastructure improvements.				X	BES, PBOT

Willamette River

- Goal L:** Enhance the role the Willamette River plays as a significant part of the environmental health, economy, recreation, urban form and character of the Central City.
- Goal M:** Improve the health of the Willamette River for fish, wildlife and people.
- Goal N:** Increase public access to and along the Willamette River

Policies to reach these goals:

- 40. Willamette River Health and Water Quality.** Improve the environmental conditions of the Willamette River in compliance with regional, state and federal laws and goals to make and keep the river swimmable and fishable.
- 41. Portland's Commons.** Promote improvements and activities on the waterfront to strengthen the physical, visual and cultural connections between the river and the rest of the Central City. Support recreational use, enhance the interconnected system of parks, trails, natural areas and destinations, and increase public awareness of the river's historical, ecological and cultural importance.
- 42. Prosperous and Vibrant Willamette River Waterfront.** Support uses that capitalize on waterfront locations, and reinforce the distinctive character of the different waterfront districts.
- 43. Willamette River Tourism and Commercial Use.** Increase opportunities for tourism and commercial use on and along the Willamette River in the Central City.
- 44. Habitat.** Maintain and enhance in-water and riparian habitat throughout the Central Reach and focus on restoring specific shallow water sites to support the conservation and restoration of fish and wildlife populations.
- 45. Water Quality.** Improve the quality of stormwater runoff from the street using stormwater management tools such as bioswales and other green infrastructure. Increase the use of ecoroofs, green walls and rain gardens with redevelopment.
- 46. Willamette River Recreation and Appreciation.** Increase the community's enjoyment of, and direct experience with the Willamette River. Bring people closer to the Willamette River to foster an improved understanding of river history, economy and ecology. Provide for safe, enjoyable and valuable water-based recreational experiences for all users.
- 47. Optimizing Benefits.** Consider the interrelated nature of the city and region's economic, natural, social and cultural systems and strive to optimize benefits from these systems across the Central Reach while recognizing that each site along the Willamette River may prioritize different uses.

Riverbank Restoration and Enhancement Target: Enhance 2.4 miles of riverbank habitat and restore at least 5 shallow water sites in the Central Reach, with at least 2 sites on each side of the Willamette River (Appendix C).

Implementing Actions

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2016)	2 – 5 Years	6 – 20 Years	Ongoing	
Central City						
WR1	Improve the Willamette Greenway Trail to facilitate continuity for bike and pedestrian access, reduce user conflicts and provide access to the river.				X	Parks, PBOT,
WR2	Update the Willamette Greenway Plan (1987) and associated regulations and design guidelines to implement policies and actions of the Central City Plan for the Central Reach.	X				BPS, BDS, BES, PBOT, Parks
WR3	Improve water quality in the Willamette River by integrating green infrastructure and urban design.				X	BES, BPS, PBOT, Parks
WR4	Enhance and create connectivity between in-water, river bank and upland areas to maintain and improve fish and wildlife habitat.				X	BES, private
WR5	Continue to convene a Central Reach Working Group to serve as a sounding board for staff on the development of river-related policies and implementation actions for the Central Reach of the Willamette River.				X	BPS, BES, Parks, BDS, PDC, PBOT
WR6	Increase the efficient use of existing docks and river access points to avoid and minimize environmental impacts.				X	Parks, PBOT, PDC, Private
WR7	Pursue locating and installing art, play areas, signage and attractions along the riverfront to showcase the river's past and present.				X	Parks, RACC, Public, Private
WR8	Develop a strategy to address impacts on habitat and fish and wildlife within the Ross Island complex and Holgate Channel as part of River Plan/South Reach.		X			BPS, Parks, BES
WR9	Develop an action plan to enhance and restore fish and wildlife habitat throughout the Central Reach.		X			BPS, BES, Parks, State & Federal Agencies, Private
WR10	Develop a concept plan and complete pre-design for a project to restore fish and wildlife habitat between the Hawthorne Bridge and Marquam Bridge. Then seek funding to implement the project.	X	X			BPS, BES, Parks, PDC, State & Federal Agencies, Private

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2016)	2 – 5 Years	6 – 20 Years	Ongoing	
WR11	Create an inter-bureau, inter-agency team, modeled after the BES Streamlining Team, to provide coordinated environmental permit review for private development projects. This may require a fee-for-services in addition to individual permit fees.	X				BPS, BES, BDS, State & Federal Agencies, Private
Southeast Quadrant Additions						
WR12	Study the most feasible and safe locations in the Central City for formal public access and swimming in the Willamette River. Consider accessibility, hydrology, currents, underwater obstacles and conflicts with other uses such as habitat and boating. Recommend a short- and long-term strategy.		X			Parks, BPS, BES, DSL, Private
WR13	Update the Willamette Greenway code to recognize and address development that is subject to the Maritime Transportation Security Act, if necessary.	X				BPS

Urban Design

- Goal O:** Highlight the Willamette River as the Central City’s defining feature by framing it with a well-designed built environment, celebrating views to the larger surrounding landscape, improving east-west access and orientation and encouraging a range of river-supportive uses.
- Goal P:** Strengthen the quality of existing places and encourage the development of diverse, high-density districts that feature spaces and a character that facilitate social interaction and expand activities unique to the Central City.
- Goal Q:** Enhance the public realm with human-scaled accessible streets, connections, parks, open space, and recreation opportunities that offer a range of different experiences for public interaction.

Policies to reach these goals:

- 47. Experimentation and Innovation.** Support the design of new places and uses, both permanent and temporary that promote innovation, experimentation and exchange in the Central City.
- 48. Bridgehead Redevelopment.** Redevelop bridgehead sites to elevate the importance of these locations, link east- and west side districts of the Central City, and create dynamic places that bring a diversity of residents, workers and visitors to the riverfront.
- 49. Signature Open Spaces.** Advance the Central City’s iconic interconnected system of parks, trails, and natural areas by offering a wide range of social, recreational, contemplative and respite functions to serve an increasingly diverse population of residents, workers and visitors.
- 50. Historic Resources and Districts.** Enhance the identity of historically, culturally and architecturally significant buildings and places, while promoting infill development that builds upon the character of established areas.
- 51. Neighborhood Transitions.** Establish transitions between the Central City’s denser, taller and more commercial and industrial land uses and adjacent neighborhoods, while highlighting key gateway locations.
- 52. Renovation and Rehabilitation.** Encourage the preservation, renovation and rehabilitation of historic buildings.
- 53. Streetcar Lines.** Require active uses near streetcar stations and limit auto-oriented development.
- 54. Relationship to the River.** Encourage development adjacent to the Willamette River Greenway to orient buildings towards the river, at appropriate set-back distances, in order to create a relationship between the built environment and activities along the river.
- 55. Views.** Elevate the presence, character and role of significant public viewpoints and corridors such as the Vista Bridge and West Hills, which define the Central City and help connect residents, employees and visitors to Portland’s varied and unique landscape.

Implementing Actions

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2016)	2 – 5 Years	6 – 20 Years	Ongoing	
Central City						
UD1	Develop incentives to encourage publicly accessible, private plazas, ecoroofs and pocket parks as new development occurs.	X				BPS
UD2	Update the Central City Fundamental Design Guidelines to incorporate Crime Prevention Through Environmental Design (CPTED) principles, wind-mitigating design principles for tall buildings, as well as pedestrian scale and livability considerations.		X			BPS
UD3	Advocate for the passage of a state historic rehabilitation tax credit.				X	City, Non-profit, Private
UD4	Review height regulations and design review requirements adjacent to open spaces.	X				BPS
UD5	Develop a strategy to implement the “Green Loop” through the Central City.		X			BPS, PBOT, Parks, BES
UD6	Evaluate existing and potential new scenic view resources in the Central City, revise the scenic resources inventory and related regulatory tools and management, as appropriate.	X				BPS, Parks
UD7	Update the Historic Resources Inventory for the Central City, prioritizing the West End and Goose Hollow.		X			BPS
UD8	Pursue the development of public restrooms at locations within transit stations, and near the Willamette Greenway, public parks, plazas, and open space features.				X	City, TriMet, Private
Southeast Quadrant Additions						
UD9	Encourage the development of public art in the Central City, as well as cultural and ecological displays and attractions.				X	City, Non-profit, Private
UD10	Identify remnant parcels or portions of publicly owned right-of-way (City, County, and State owned lands) that could be used for publicly accessible parks, open space, recreation opportunities and stormwater management.		X			PBOT, Parks, BES

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2016)	2 – 5 Years	6 – 20 Years	Ongoing	
U111	Study potential incentives to develop passive recreation and gathering spaces incorporated into ecoroofs, including those that are publicly accessible.		X			BPS, Private

Health and the Environment

Goal R: Advance the Central City as a living laboratory that demonstrates how the design and function of a dense urban center can provide equitable benefits to human health, the natural environment and the local economy.

Policies to reach these goals:

- 56. Buildings and energy.** Increase the energy efficiency of buildings, the use of onsite renewable energy systems, and the development of low-carbon district energy systems. Conserve resources by encouraging the reuse of existing building stock and recycling materials from construction and demolition.
- 57. Green infrastructure.** Expand the use of green infrastructure, such as trees, vegetation, swales and ecoroofs, as a component of the Central City’s overall infrastructure system.
- 58. Watershed health.** Improve watershed health by reducing effective impervious surfaces, increasing the quality and diversity (both species and age distribution) of the tree canopy, and protecting and restoring riparian and upland fish and wildlife habitat.
- 59. Human health.** Encourage the use of active modes of transportation by creating and enhancing a network of bike and pedestrian facilities that provide access to services and destinations including natural areas. Improve access for all people to locally grown and healthy foods. Encourage the use of building construction materials and products that do not have harmful effects on human health and the environment. Encourage social health by fostering community in a hospitable public realm.
- 60. Green Infrastructure.** Increase the use of ecoroofs, vertical gardens, sustainable site development, landscaped setbacks and courtyards, living walls and other vegetated facilities to manage stormwater, improve the pedestrian environment, reduce the heat island effect, improve air and water quality and create habitat for birds and pollinators on new buildings.
- 61. Bird-friendly Development.** Encourage bird-friendly building and lighting design and management practices, to reduce hazards to resident and migrating birds.
- 62. Upland Habitat Connections.** Create an upland wildlife habitat corridor using street trees, native vegetation in landscaping, public open spaces and ecoroofs that provides a connection for avian and pollinator species between the West Hills and Willamette River.
- 63. Periodic Flooding.** Minimize the risk to new and existing development and infrastructure from flood events, while also maintaining and enhancing ecological functions associated with the river and floodplain.
- 64. Adaptation to Future Climate Change.** Increase the resilience of the natural and built environment to more heat extremes and intense rain events.
- 65. Climate Change Preparation.** Assess, monitor and update plans, services and infrastructure in the Central City to anticipate and respond to evolving climate change conditions.
 - a. Flooding.** Monitor and adapt to changes in hydrology, including future river levels, changes in flood frequency and duration, and changes in stormwater runoff rates.
 - b. Heat Island.** Reduce the adverse impacts of urban heat island effects on public health, especially in underserved and under-represented communities.

- c. **Wildlife Movement.** Protect and improve terrestrial and aquatic wildlife movement corridors.
- 66. Low-Carbon Development.** Reduce carbon emissions from existing and new buildings, transportation systems and infrastructure.
- a. **Building Retrofits.** Support retrofits to existing buildings to reduce energy use, improve indoor air quality, preserve historic resources, and improve seismic resilience.
 - b. **Green Building.** Require high-performance new buildings that meet the energy targets of Architecture 2030, including net-zero energy use in new buildings by 2030.
 - c. **High Performance Areas.** Encourage “high performance areas” that conserve energy and water; use renewable energy sources; reduce waste and recycle; manage stormwater; improve occupant health; and enhance the character of the neighborhood, particularly in areas with large amounts of planned new development or redevelopment.
 - d. **Solar Energy.** Encourage the installation of on-site solar photovoltaic systems.
 - e. **Clean District Energy.** Enable the expansion and establishment of district energy systems that reduce carbon emissions.
 - f. **Low-Carbon Transportation.** Reduce carbon emissions from transportation systems, including supporting electric vehicle infrastructure.
 - g. **Carbon Sequestration.** Maintain and enhance green infrastructure to increase carbon sequestration and reduce energy needed to cool buildings in summer.

2035 Performance Target: Tree Canopy

BPS will work with technical staff to establish an overall tree canopy target for the Central City. Each quadrant/district will have specific targets that add up to reach the total. See Appendix D for a draft methodology for this work.

2035 Performance Target: Vegetated Cover

BPS will work with technical staff to establish an overall target for vegetated surfaces for the Central City. Vegetated surfaces are any spaces that are impervious and could be vegetated including ecoroofs, bioswales, public open spaces, tree canopy, etc.

2035 Performance Target: Energy Conservation

Net-zero energy in new construction, 30% reduction in existing building energy use, 5 MW of installed solar.

2035 Performance Target: Tree Canopy

Under Development

2035 Performance Target: Ecoroofs

Under Development

Implementing Actions

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2016)	2 – 5 Years	6 – 20 Years	Ongoing	
Central City						
EN1	Develop new regulatory and incentive tools to increase the use of green building technologies and innovative stormwater management techniques (e.g., ecoroofs, green walls, trees on private property, impervious surface standards), renewable energy and energy efficiency in both new development and rehabilitations.	X	X			BPS, BES
EN2	Continue to monitor air quality and ambient air temperature and develop strategies to reduce people’s vulnerability to urban heat island effects.				X	Oregon DEQ
EN3	Update the Central City Fundamental Design Guidelines to incorporate guidance for bird-friendly building design and building reflectivity.		X			BPS
EN4	Identify tree preservation and planting opportunities and implementation strategies (e.g., street tree planting and maintenance programs) that meet multiple objectives, including reducing urban heat island, improving local air quality, intercepting rainfall to reduce stormwater runoff and providing habitat.				X	Parks, BES
EN5	Encourage the planting of street trees in front of residential and mixed use buildings and around surface parking lots.		X			Parks/Urban Forestry, Private
EN6	Explore implementation alternatives for an ecoroof requirement and/or consider a requirement for “Green Factor.”	X				BPS, BES
EN7	Identify upland wildlife corridors between the Willamette River and Central City existing and planned open space.	X				BES, BPS, PBOT, private
EN8	Implement projects that increase habitat in public rights-of-ways and development.		X			BES, PBOT, private
EN9	Consider new regulatory tools that would encourage or require large multi-family and commercial development projects to include charging facilities for electric vehicles.	X				BPS

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2016)	2 – 5 Years	6 – 20 Years	Ongoing	
EN10	Develop a program to encourage solar energy on existing rooftops, including in combination with ecoroofs.		X			BPS, BES
EN11	Improve water quality in the Willamette River by integrating green infrastructure with streetscape improvements. Specifically, identify risks associated with the separated storm system in the West Quadrant as a whole, as well as in specific districts.		X			BES, PBOT
EN12	Work with FEMA to remap the Willamette River 100-year floodplain to include the consideration of climate change.		X			FEMA, BPS, BES
EN13	Amend the flood related regulations and other guidelines to a) help prevent or minimize the risk of flood damage to new, redeveloped and rehabilitated buildings located in the revised 100-year floodplain, and b) avoid, minimize and mitigate the impacts of such development on floodplain functions.		X			BPS, BES
EN14	Explore opportunities for new multi-family and commercial development to create provisions for community gardens and food gardening.				X	BPS, Private
EN15	Explore opportunities for new multi-family and commercial property developments to consider building designs that allow for the capturing and reuse of water.				X	BPS, Private
Southeast Quadrant Additions						
EN16	Develop strategies to increase the amount of green-infrastructure in combined sewer backup risk areas and in areas where stormwater discharges directly to the river.		X			BES
EN17	Explore opportunities for new multi-family and commercial development to create provisions for community gardens and food gardening.				X	BPS, Private
EN18	Explore opportunities for new multi-family and commercial property developments to consider building designs that allow for the capturing and reuse of water.				X	BPS, Private

#	Action	Timeline				Implementers (lead in bold)
		CC2035 (2016)	2 – 5 Years	6 – 20 Years	Ongoing	
EN19	Develop strategies to reduce nighttime lighting and sky glare to reduce impacts of building lighting on human health, wildlife and energy consumption.		X			BPS, Private