

CENTRAL CITY 2035

CC2035

PROPOSED DRAFT

6/24/2016

THE CC2035 PLAN VISION

Portland is a prosperous, healthy, equitable and resilient city where everyone has access to opportunity and is engaged in shaping decisions that affect their lives.

CENTRAL CITY FORECASTS

Category	2010	2035
Households	23,000	60,500 (165% increase)
Jobs	123,000	174,000 (40% increase)

Over the next 20 years, 30% of the city's population growth is expected to be in the Central City (3% of the city's land area, or 5 square miles).



PORTLAND'S CENTRAL CITY has a rich history shaped by abundant natural resources, two working rivers and a temperate climate. From the Native Americans who have fished for salmon in the Willamette River for centuries to the South Waterfront Greenway Trail's visitors today, Portlanders have long appreciated this special gathering place. People from around the world are drawn to the Central City's urban vitality and public spaces, employment opportunities, transportation network, cultural amenities and natural beauty.

The Central City 2035 (CC2035) Plan builds upon the city's traditions, honoring the history of the place while boldly moving forward in new directions.

The process began in 2010 with the Central City Concept Plan, which provided a framework for detailed quadrant plans for the northeast, west, and southeast portions of the Central City. These plans were adopted by City Council as guidance for the Central City Plan update. Additional guidance came from the Central Reach Urban Design Concept (2014), updates to the Natural and Scenic Resource inventories (2015), and the Central City Floor Area Ratio Bonus and Transfer Study (2015).

The CC2035 Plan Proposed Draft is the culmination of more than five years of planning that involved more than 8,000 Portlanders. Now it's time to review the results of all that work and community input and finish the job.

WHAT'S IN THE CENTRAL CITY 2035 PLAN?

Volume 1: Goals and Policies

The long range vision for the Central City

- Big ideas to inspire a generation of Portlanders
- A framework of goals and policies to guide City projects for the next 20 years
- Highlights of the plan by district

Volume 2A: Zoning Code and Map Amendments

Regulations to implement the Plan

- Part 1: Central City Plan District
- Part 2: River, Scenic and Trails

Volume 2B: Transportation System Plan Amendments

Transportation policies, projects and street classifications

Volume 3A: Scenic Resources Protection Plan

- Part 1: Summary, Results and Implementation
- Part 2: Scenic Resources Inventory
- Part 3: Economic, Social, Environmental and Energy Analysis

Volume 3B: Willamette River Central Reach Natural Resources Inventory

Volume 4: Background Materials

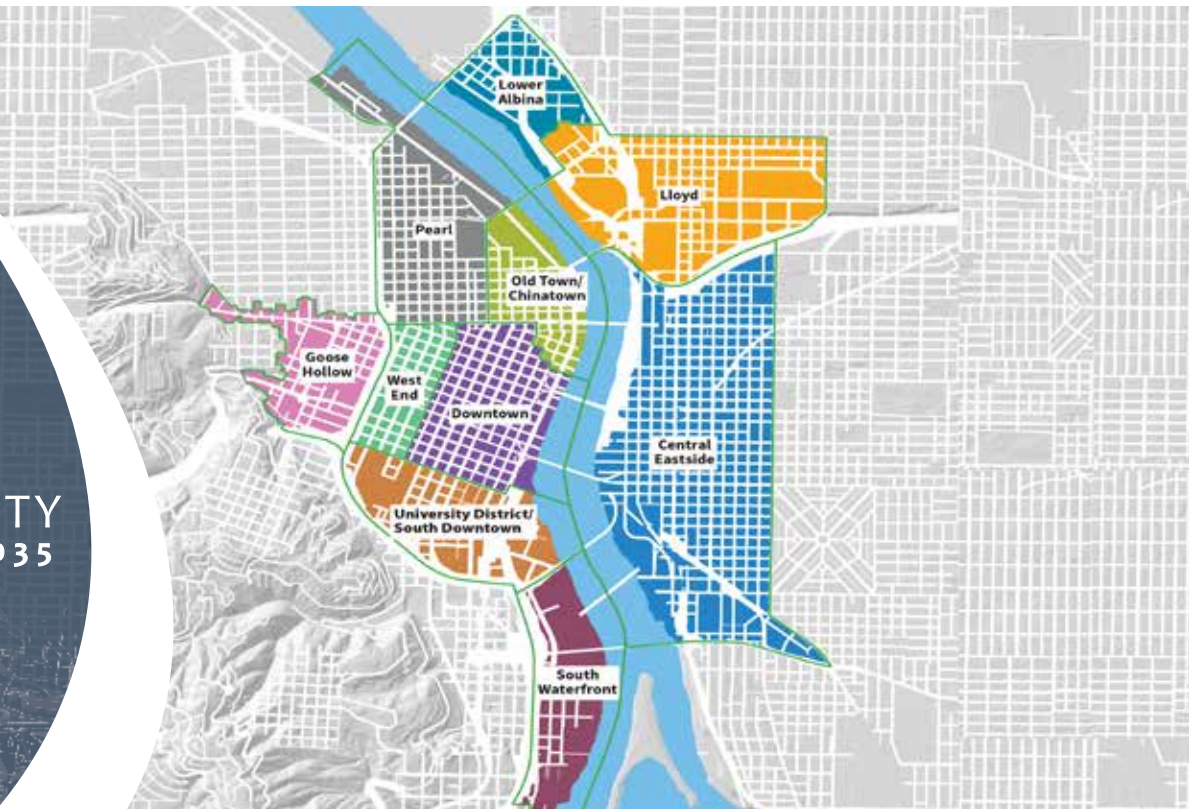
Prior plans and research provided for reference

Volume 5: Implementation Plan

City's targets and the actions it will take to implement the Plan

Volume 6: Public Involvement

CENTRAL CITY 2035



WHAT DOES THE PLAN SAY ABOUT ...?

LIVABILITY & THE PUBLIC REALM



- ◇ Establish new zoning tools and design guidelines to improve the environment where buildings meet the street, by adding features such as plazas and trees.
- ◇ Create an open space “Green Loop” that connects amenities with separated bike and pedestrian paths.
- ◇ Improve east-west routes (e.g., Salmon St) and strengthen regulations that orient new development and activity toward the riverfront.
- ◇ Create a new master plan tool for large sites that requires development to orient to transit, and provide open space and public realm amenities consistent with the area’s character.
- ◇ Support property owners interested in producing publicly accessible open spaces in park-deficient areas like the Central Eastside.

JOBS



- ◇ Increase employment opportunities for workers with a variety of interests, skills and education levels. Improve access to growing high tech, light manufacturing and software sectors.
- ◇ Maintain the Central City as a center of innovation and exchange through new strategies (e.g., Innovation Quadrant) that link academic research and industry.
- ◇ Increase job densities through more flexible employment zones in the Central Eastside and policies that seek to add office uses to the Pearl District.
- ◇ Continue investments in transportation infrastructure necessary for business and freight operations.
- ◇ Expand opportunities for commerce on and along the Willamette River.

More detailed summaries of these topics and references to specific parts of the Plan can be found online at:
www.portlandoregon.gov/bps/cc2035

BONUSES & TRANSFERS



- ◇ Update the bonus and transfer system to align with City priorities.
- ◇ Create a new affordable housing bonus and fund.
- ◇ Establish an industrial space bonus for Central Eastside.
- ◇ Expand the historic preservation transfer.
- ◇ Establish a new river open space bonus to increase public riverfront space.

HEIGHT & VIEWS



- ◇ Retain the building height pattern from the 1970s, but allow taller buildings along the Transit Mall.
- ◇ Retain the basic step down to the Willamette River, parks and adjacent neighborhoods, but allow greater height around bridgeheads.
- ◇ Protect public view corridors based on the updated Central City Scenic Resource Protection Plan.
- ◇ Reduce height limits within historic districts to ensure compatibility with the existing historic character.

HISTORIC RESOURCES & SEISMIC UPGRADES



- ◇ Encourage seismic upgrades and historic preservation by allowing FAR to be transferred to new projects from seismically reinforced historic landmarks and contributing resources in historic districts.
- ◇ Preserve existing non-residential buildings in the Central Residential (RX) zone by increasing flexibility for commercial uses.
- ◇ Support historic preservation in the General Industrial (IG1) zone by allowing commercial uses in historic resources and existing buildings.
- ◇ Preserve scale in historic districts by lowering heights and removing bonus height options.

ENVIRONMENT



- ◇ Improve resilience to climate change and hazards, including flooding, earthquakes and urban heat island by establishing new policies, providing design guidance, and monitoring results.
- ◇ Require that all new structures >20,000 sq ft include ecoroofs and >50,000 sq ft register for LEED Gold.
- ◇ Establish policies and regulations to improve conditions for birds, fish and wildlife, including bird-safe glazing standards.
- ◇ Establish tree canopy targets.

WILLAMETTE RIVER



- ◇ Protect and enhance natural resources by applying a new River Environmental (e) overlay zone to river banks and land within 50 ft of the top of bank and increasing the river setback from 25 ft to 50 ft.
- ◇ Allow small retail shops in the Governor Tom McCall Waterfront Park to activate the riverfront.
- ◇ Support more active uses on the Central Eastside riverfront by applying a mixed use employment zone.

TRANSPORTATION & PARKING



- ◇ Improve safety and function for pedestrians, bikes, transit and freight by making infrastructure improvements for each mode.
- ◇ Designate the Central City a Multi-modal Mixed-Use Area (MMA), and implement transportation projects to facilitate growth in this transit-rich area.
- ◇ Update the Parking Code to improve predictability, reduce costly parking reviews, limit new parking and surface lots, and allow shared parking.
- ◇ Explore tools and strategies to reduce development-related vehicle trip and parking impacts, such as transportation demand management, parking management and other strategies.



CENTRAL CITY: THE HEART OF PORTLAND

LEARN MORE. GET INVOLVED.

Nearly 30 years ago, city planners, community members, business owners and builders came together to craft a vision for Portland’s Central City. One that attempted to “define and refine our legacy to Portland. Our dream of how our city should be and could be for the next generation”

-1988 Central City Plan

Today’s version of that plan, the Central City 2035 Plan, proposes a vibrant future built upon the visionary work of Portlanders before us.

Join the conversation.

TIMELINE

CENTRAL CITY 2035



HOW WILL MY COMMENTS BE USED?

Proposed Draft: You can provide testimony in writing or in person at public hearings before the Planning and Sustainability Commission. Commissioners may propose amendments before forwarding the Recommended Draft on to City Council.

Recommended Draft: You can provide testimony in writing or in person at public hearings before City Council. Council members may propose amendments to the Recommended Draft before adopting the Plan.



LEARN MORE ABOUT THE CENTRAL CITY 2035 PLAN

Call: 503-823-4286

Email: cc2035@portlandoregon.gov

Visit: www.portlandoregon.gov/bps/cc2035



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