HOW AND WHEN IS THE PLAN USED?

As part of Portland’s Comprehensive Plan, the Central City 2035 Plan is used to make land use decisions in the Central City. This includes decisions about how land is used or developed, as well as public facility investments related to those uses or developments.

The Plan and tools are not static and are expected to change over time. City Council will consider decisions to adopt, amend or repeal parts of the Plan or implementation tools in response to changing conditions, needs and trends.

HOW ARE THE POLICIES IN THIS DOCUMENT USED IN DECISION-MAKING?

The Central City 2035 Plan is part of Portland’s Comprehensive Plan and, therefore, all legislative changes and some quasi-judicial decisions must document how the proposed decision complies with the Comprehensive Plan’s policies.

The Comprehensive Plan contains a broad range of policies, each describing a desirable outcome. However, it is unlikely that all policies will be relevant to a particular decision.

Council must weigh and balance applicable policies. In cases where there are competing directions embodied by different policies, City Council may choose the direction it believes best embodies the Plan as a whole. The Central City 2035 Vision, as well as the Comprehensive Plan Vision and Guiding Principles help to provide additional guidance when policies are balanced.

More information on how this plan is used in decision-making and other uses of the plan, can be found in the “How to Use the Plan” section of the Comprehensive Plan.
HOW TO READ
THE CC2035 GOALS AND POLICIES

CC2035 PLAN GOALS AND POLICIES
ARE ORGANIZED INTO SIX SECTIONS:
1 | Regional Center
2 | Housing and Neighborhoods
3 | Transportation
4 | Willamette River
5 | Urban Design
6 | Health and Environment

Each section begins with a set of goals and policies that applies to the entire Central City Plan District. These are followed by a set of district policies that apply only in those respective areas.

For additional information about each district, see the Central City Districts section starting on page 85 of this document.
1. REGIONAL CENTER

Portland’s Central City serves as the region’s economic, cultural and civic center. To maintain and enhance this role, the following policies support economic growth, particularly in traded sector industries; protect industrial and employment districts; capitalize on opportunities for partnering with higher education institutions; and address affordability barriers so that entrepreneurs and small businesses can thrive.

CENTRAL CITY GOALS

GOAL 1.A: Portland’s Central City is the preeminent regional center for commerce and employment, arts and culture, entertainment, tourism, education and government.

GOAL 1.B: The Central City is economically competitive, especially relative to West Coast and regional markets, with robust and expanding business and development activity.

GOAL 1.C: Portland’s Central City is a national leader for innovation in business, higher education and urban development with physical and social qualities that foster and attract diverse creativity, innovation, entrepreneurship and civic engagement.

GOAL 1.D: The experience of the Central City’s urban character and livability make it the leading location in the region for business and commercial activity and an attractive location for new development.
REGIONAL CENTER LEGEND

- High density employment core
- Retail core
- Industrial/Employment sanctuary
- Cultural and Tourist Attractions or Institutions
- Innovation Quadrant
- Large site opportunity area
- Riverfront use opportunity area
CENTRAL CITY POLICIES: REGIONAL CENTER

CIVIC AND CULTURAL CENTER

Portland’s City Center contains a broad array of institutions, venues, cultural assets, historic resources and the Willamette River, making it the heart of the region’s civic and cultural life. Policies in this section support the role of the Central City as the civic and cultural center of the region, serving all Portlanders.

POLICY 1.1 Regional image. Strengthen the roles of the Central City and Willamette River in enhancing a positive image for the city, region and state.

POLICY 1.2 Center of higher education. Support the ability of major universities and other higher education institutions to strengthen the Central City as a center of learning, business and innovation.

POLICY 1.3 Center of urban innovation. Strengthen the role and stature of the Central City as a laboratory and showcase for innovative urban development and as a regional leader in the development of businesses related to clean technology, green practices and design, and resource conservation.

POLICY 1.4 Tourism, retail and entertainment. Expand upon activities in the Central City that support tourism and complement economic success, vibrancy, and livability, with a special focus on retail, cultural events and institutions, public spaces, arts and entertainment, urban design, and transportation.

See district policies section for related policies in: DT, WE, GH, PL, OT, LD, CE, SW, UD

POLICY 1.5 Destination Willamette River. Enhance the riverfront as a destination by encouraging shops; restaurants; art; cultural, historic, ecological and maritime attractions; and recreation. Support opportunities and amenities for river tours, river transit and regional cruises to and from the riverfront.

ECONOMIC VITALITY

The Central City is home to professional service industries that support the entire region a growing number of colleges and universities and a manufacturing base that hosts a number of emerging business sectors. Policies in this section support the continued economic vitality of the Central City, Portland and the region.

POLICY 1.6 Traded sector growth. Enhance business development efforts and assistance for targeted industry clusters and high growth sector companies.

POLICY 1.7 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 that facilitate economic growth in the Central City.
POLICY 1.8 **Innovation Quadrant.** Capitalize upon the physical connections created by the Tilikum Crossing to connect Central Eastside industries with westside institutional assets such as Oregon Health Science 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.

**Encourage** a range of businesses from start-up firms to corporate headquarters, with particular focus on knowledge-based industries such as technology and research and development, to locate in the area (see Regional Center map on page 34).

POLICY 1.9 **Equity and the economy.** Support greater access to and expansion of economic opportunities in the Central City for all groups facing longstanding disparities, including education, housing and employment barriers, so that they can share in employment and economic prosperity.

POLICY 1.10 **Next generation industrial/employment sanctuaries.** Foster the long-term success of Central City industrial districts and the continuation of these areas as prime locations for investment and new industrial businesses, while supporting their evolution into places with a broader mix of businesses, living-wage jobs, and higher employment densities.

See district policies section for related policies in: LA, CE

POLICY 1.11 **Commercial affordability.** Support efforts to make the Central City a competitive location for development and business location and operation.

POLICY 1.12 **Day laborer organization and education.** Continue efforts and initiatives within the Central City that organize and centralize day laborer services that can provide for worker rights education, outreach, and protect the rights of laborers.

POLICY 1.13 **Surface parking.** Support strategies and tools to encourage the redevelopment of surface parking lots. Discourage the development of new surface parking and ensure buildings will not be demolished to provide surface parking.

See district policies section for related policies in: WE, GH, OT

**DISTRICT POLICIES: REGIONAL CENTER**

This section contains Regional Center policies specific to a particular Central City district.

**Downtown**

POLICY 1.DT-1 **Office core.** Maintain the Downtown office core as the region’s preeminent office employment district. Encourage new office development, with the largest buildings near the Transit Mall.
POLICY 1.DT-2  **Retail core.** Encourage the growth and success of the retail core with new retail and supportive development. Expand the retail core north, west and east to Waterfront Park.

POLICY 1.DT-3  **Government center.** Encourage the concentration of government services in the vicinity of Chapman and Lownsdale Squares.

POLICY 1. DT-4  **Tourism, retail and entertainment.**

a. **Tourist information.** Maintain Pioneer Square as an important “first stop” for tourist information with Governor Tom McCall Waterfront Park becoming a complementary “second stop.”

b. **Events.** Encourage a wide range of entertainment opportunities and event venues including small-scale, more frequent events as well as large-scale episodic events.

c. **Cultural district.** Enhance the concentration of arts and cultural institutions and activities on and near the South Park Blocks between SW Salmon and SW Jefferson Streets. Expand the range of unique cultural and historic attractions along the Willamette River.

**CULTURAL DISTRICT BLOCKS**

Conceptual drawing of a vibrant Cultural District on the north end of the South Park Blocks that includes regional cultural attractions like the Portland Art Museum, the Arlene Schnitzer Hall, the Portland’s Centers for Performing Arts and the Oregon Historical Society. The concept also incorporates stronger connections to nearby signature open spaces like Director’s Park and Pioneer Square. (Otak 2013)
West End

POLICY 1.WE-1 North of Taylor.

a. **Mixed use emphasis.** Encourage a broad mix of land uses in the West End, particularly north of SW Taylor Street, including office and retail opportunities in addition to residential.

b. **Retail core expansion.** Expand the Downtown Retail Core west to I-405 and north into the Pearl and encourage a broad mix of activity and retail opportunities at the street level.

POLICY 1.WE-2 **Tourism, retail and entertainment.** Support the West End’s unique concentration of arts and cultural institutions.

POLICY 1.WE-3 **Surface parking.** Encourage new development on surface parking lots and vacant lots.

Goose Hollow

POLICY 1.GH-1 **Mixed use emphasis.** Encourage vibrant, mixed-use development, especially residential, office and active floor uses in the area bounded by SW 18th, West Burnside, I-405 and SW Salmon to serve the needs of, and provide employment opportunities for, a substantial and growing residential population.

POLICY 1.GH-2 **Tourism, retail and entertainment**

a. **Stadium supportive development.** Capitalize on activity generated by Providence Park, encouraging complementary redevelopment in the area near the stadium, emphasizing local businesses of moderate scale and supporting year-round functions, such as theaters, restaurants, hotels, pubs, cafes and galleries.

b. **Event frequency.** Expand the frequency and range of event types at Providence Park. Capitalize on this expanded activity to support complementary development of sustainable local business activities.

POLICY 1.GH-3 **Surface parking.** Encourage new development on surface parking lots and vacant lots on West Burnside and SW 18th Avenue.

The Pearl

POLICY 1.PL-1 **Mixed use office center.** Support the continued development of a vibrant, mixed-use area with new commercial, retail, office and creative office opportunities.

POLICY 1.PL-2 **Large site employment opportunity.** Encourage redevelopment of large sites to include regional employment opportunities such as major office or campus uses.
POLICY 1.PL-3  **Tourism, retail and entertainment.** Enhance the success of this urban mixed use district, drawing new visitors and supporting attractions, including unique retail, dining, riverfront and entertainment opportunities.

**Old Town/Chinatown**

POLICY 1.OT-1  **Institutions, creative economy and target sector industries.** Support the success of higher education institutions, capitalizing on them as lasting anchors for creative industries and businesses.

Support entrepreneurial incubation and encourage business start-ups and the City’s economic development cluster industries to locate in the district.

POLICY 1.OT-2  **Tourism, retail and entertainment.** Support unique attractions in the district, including: cultural institutions; Governor Tom McCall Waterfront Park; retail, dining, and performance venues; and nightlife attractions. Expand the festival and event programming of public spaces in the district; manage activities in a way that controls negative impacts.

POLICY 1.OT-3  **Cultural assets.** Support the protection and enhancement of the rich cultural and multi-ethnic history and diversity of Old Town/Chinatown, including its unique physical characteristics, cultural and arts institutions, community organizations, and mix of businesses.

POLICY 1.OT-4  **Strategic redevelopment.** Encourage the reuse, rehabilitation and seismic upgrade of underutilized buildings to increase useable space and economic activity in the district. Support location of retail uses in the ground floors of buildings, including retail businesses that complement and enhance the cultural and historical significance of the area.

POLICY 1.OT-5  **Surface parking.** Encourage new mixed-use infill development on vacant lots and surface parking lots while supporting existing businesses.

**Lower Albina**

POLICY 1.LA-1  **Next generation industrial/employment sanctuaries.** Diversify the range of employment activities allowed in the area east of the Union Pacific railroad and near the MAX station.

POLICY 1.LA-2  **Incubator.** Support existing businesses and foster the district as an industrial and employment incubator.

POLICY 1.LA-3  **Russell Street vitality.** Support the urban vibrancy of Russell Street and its unique blend of working daytime industrial activity with compatible nighttime restaurant and entertainment activity.
Lloyd

POLICY 1.LD-1 Employment core.
   a. Office core. Foster the Lloyd as an employment center for headquarters office, institutions, professional services and the government sector.
   b. Retail. Support existing and new retail development including regionally focused uses in and around the Lloyd Center Mall and neighborhood-serving uses along the NE Broadway corridor.

POLICY 1.LD-2 Sustainability innovation center. Promote Lloyd as a center for innovation and application of sustainable business and development practices, foster job creation in sustainable industries and encourage the incorporation of green technology and practices into businesses and development.

POLICY 1.LD-3 Tourism, retail and entertainment. Support the continued success of the Rose Quarter and the Oregon Convention Center and encourage new development and businesses that complement and balance the episodic nature of event activity. Expand civic attractions to enhance tourism, regional attractions and the district’s growing residential character.

POLICY 1.LD-4 Union Pacific alignment. Support relocation of the Union Pacific rail tracks to improve freight and passenger rail operations; create new public open space and riverbank enhancement opportunities; improve access to and along the Willamette River; and enhance the development potential of the “Thunderbird” site.

Central Eastside

POLICY 1. CE-1 Next generation industrial/employment sanctuaries.
   a. Industrial center. Protect the Central Eastside as a centralized hub of industrial businesses and services that support the regional economy by serving other industrial districts and businesses located throughout the Portland metropolitan area.
   b. 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.

EMPLOYMENT TRANSIT ORIENTED DESIGN

Conceptual rendering showing a flexible building in the Central Eastside with a mix of manufacturing, warehousing, distribution and industrial office uses. To reduce conflicts, some streets are pedestrian oriented while others are designed for loading activities. (VIA 2014)
POLICY 1.CE-2  **Employment supportive 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.

POLICY 1.CE-3  **Southern triangle.** Encourage redevelopment of large sites to include employment opportunities such as industrial office and headquarters office opportunities, and invest in new infrastructure to address transportation constraints.

a. **Clinton Station Area.** Facilitate the development of employment and residential, as well as neighborhood serving retail and community services that serve the Central Eastside and inner Southeast Portland neighborhoods.

b. **OMSI Station Area.** Create a major and active riverfront station area that includes land and water based transportation, as well as educational and recreational opportunities. Promote visitor-serving attractions, amenities, and retail, as well as a mix of high-density commercial office, institutional and industrial employment uses.

POLICY 1.CE-4  **Workforce development institutions.** 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.

POLICY 1.CE-5  **Tourism, retail and entertainment.** Support river and riverfront uses and activities along the Eastbank Esplanade and near OMSI including active and passive recreation, ecological and maritime tourism, retail kiosks, restaurants and river transportation.

**South Waterfront**

POLICY 1.SW-1  **Research and education institutions.** Support the development and expansion of institutions, such as Oregon Health and Science University, Portland State University and Oregon State University, as well as complementary knowledge, health and science-based industries.

POLICY 1.SW-2  **Tourism, retail and entertainment.** Support river and riverfront uses and activities along and near the greenway including active and passive recreation; historic, ecological, maritime and cultural displays; and river transit. Encourage shops and restaurants to locate adjacent to the greenway at key locations.
University District/South Downtown

POLICY 1.UD-1  Portland State University. Support the continued success and growth of Portland State University. Specifically, encourage new university development and partnerships with public and private development in the district to promote a vibrant and diverse neighborhood.

POLICY 1.UD-2  Tourism, retail and entertainment. Increase the number of visitors to the district by encouraging new and enhancing existing riverfront shops, restaurants and recreational opportunities at RiverPlace.

POLICY 1.UD-3  Strategic redevelopment. Encourage public and private redevelopment in the district, while supporting the existing residential redevelopment, particularly in the areas around Naito Parkway/ Harbor Drive, SW 4th Avenue, the Lincoln MAX Station and along the SW 5th and SW 6th Avenue Transit Mall. Where possible, encourage new development that includes public-private partnerships and activities and helps meet Portland State University space needs.
2. HOUSING AND NEIGHBORHOODS

When the last Central City Plan was developed nearly 30 years ago, there were relatively few people living in Portland’s Central City. Today, it has become the fastest growing area in the city. The following policies encourage a broad range of housing types that are accessible for households at all income levels, near Central City jobs and situated within complete neighborhoods that include a variety of amenities, including public spaces.

CENTRAL CITY GOALS

GOAL 2.A: The Central City is a successful dense mixed-use center composed of livable neighborhoods with housing, services and amenities that support the needs of people of all ages, incomes and abilities.

GOAL 2.B: The Central City’s affordable housing supply maintains and supports the area’s growing racial, ethnic and economic diversity.

GOAL 2.C: Vulnerable populations concentrated within the Central City are supported with access to needed human and health services.
HOUSING & NEIGHBORHOOD LEGEND

- Improved parks and open space connections
- Central City residential neighborhoods
- Adjacent residential neighborhoods
- Places of learning and cultural centers
Neighborhood livability

A livable Central City is a dense, compact, connected network of unique neighborhoods that are inclusive, vibrant, accessible, healthy and safe. These policies support Central City livability.

POLICY 2.1  Complete neighborhoods. Ensure Central City neighborhoods have access to essential public services, including public schools, parks, open space and recreation opportunities, community centers, urban canopy and amenities such as neighborhood-serving retail and commercial services that support sustainable and diverse community structure.

See district policies section for related policies in: DT, WE, GH, PL, OT, LD, CE, SW, UD

POLICY 2.2  Promote healthy active living. Design Central City neighborhoods to support physically and socially active healthy lifestyles for all people through the inclusion of plazas, parks, open spaces, 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.

POLICY 2.3  Social services. Support development of social services facilities that are responsive to the needs of vulnerable members of the Portland community.

See district policies section for related policies in: WE, PL, OT

POLICY 2.4  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.

POLICY 2.5  Mixed-use compatibility. Promote design solutions and construction techniques to ensure that new development is compatible with existing uses, taking into account noise and other pre-existing conditions.

POLICY 2.6  Conflict reduction strategies. Expand ongoing strategies and programs that reduce potential conflicts between special needs populations and other Central City residents, employees, visitors and businesses.

Housing affordability

Many households in the city have to spend significantly more than the recommended 30 percent of their income on housing. More and more households are falling into this category because of steep increases in home prices and a tight rental market. Policies in this section support housing affordability in the Central City.
POLICY 2.7  **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 and close-in neighborhoods.

POLICY 2.8  **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. Support new housing opportunities for students, families and older adults.

See district policies section for related policies in: DT, WE, GH, PL, OT, LD, SW, UD

POLICY 2.9  **Housing affordability.** Encourage the preservation and production of affordable housing to take advantage of the Central City's unique concentration of active transportation access, jobs, open spaces, and supportive services and amenities.

POLICY 2.10  **Housing affordability targets.**

a. **Low income.** Continue to develop new affordable housing so that approximately 30 percent of the Central City's total housing is affordable to households in the 0-80 percent MFI bracket.

b. **No Net Loss.** In accordance with the City's 2001 No Net Loss policy, retain at least the number, type and affordability levels of Central City housing units for households in the 0-60 percent MFI bracket, through preservation or replacement, as existed in 2001.

POLICY 2.11  **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 percent MFI).

POLICY 2.12  **Transitional housing and services.** Provide housing and services that directly assist at-risk populations and allow people to transition to more stable living conditions.

**DISTRICT POLICIES: HOUSING AND NEIGHBORHOODS**

This section contains Housing and Neighborhood policies specific to a particular Central City district.

**Downtown**

POLICY 2.DT-1  **Complete neighborhoods.** Encourage the development of community space to serve the district, and a dog park.
POLICY 2.DT-2  **Encourage evening and weekend activity.** Encourage the development of uses that are active in the evenings and on weekends such as restaurants, galleries, retail stores and performance spaces. In particular, encourage evening activities within Governor Tom McCall Waterfront Park and along Naito Parkway.

POLICY 2.DT-3  **Housing diversity.** Encourage new housing development along SW Naito Parkway and near the South Park Blocks.

**WATERFRONT NEIGHBORHOOD**

Conceptual sketch depicting how a currently under-developed neighborhood by the waterfront could redevelop over time and become more dense, vibrant and connected to the Willamette River and Governor Tom McCall Waterfront Park. (Otak 2013)

West End

POLICY 2.WE-1  **Complete neighborhoods.** Encourage the development of child-friendly play areas, schools, a neighborhood park, dog park and contemplative spaces.

POLICY 2.WE-2  **West End Jefferson main street.** Encourage redevelopment and rehabilitation along SW Jefferson to create a vibrant neighborhood main street environment with pedestrian and bicycle-friendly street design, green infrastructure improvements and contiguous neighborhood retail linking the West End to Goose Hollow and Downtown.

POLICY 2.WE-3  **Social services.** Support existing social service and shelter functions in the district. Discourage the location of additional social services in close proximity to existing services.

POLICY 2.WE-4  **Religious institutions.** Support the district’s unique concentration of places of worship.

POLICY 2.WE-5  **Housing diversity.** South of Salmon Street, encourage residential development as the predominant use; to the north encourage it as a major component of new development. In particular, encourage multi-family housing supportive of families.
Goose Hollow

POLICY 2.GH-1  **Complete neighborhoods.** Encourage the development of community space and accessible open space to serve the district.

POLICY 2.GH-2  **Goose Hollow Jefferson main street.** Encourage redevelopment and rehabilitation along SW Jefferson Street between I-405 and SW 20th to create a vibrant neighborhood main street environment with pedestrian-friendly design, green infrastructure features, and contiguous neighborhood retail.

**JEFFERSON MAIN STREET**

Conceptual drawing of a strengthened Jefferson mainstreet generated during discussions with the Goose Hollow and the West End neighborhoods. The illustration depicts a potential freeway cap over I-405 and two possible nodes along the street, one in the heart of each neighborhood. (Otak 2013)

POLICY 2.GH-3  **West Burnside.** Encourage redevelopment, rehabilitation and streetscape improvements on West Burnside Street that support a vibrant and safe retail and commercial corridor.

POLICY 2.GH-4  **Housing diversity.** Support development that complements the distinctive residential feel of the district, especially within the predominantly residential areas south of SW Columbia Street. In particular, encourage multi-family housing supportive of families.
The Pearl

POLICY 2.PL-1  **Complete neighborhoods.** Enhance bicycle and pedestrian connections between existing parks, as well as future parks. Encourage the development of new public schools to serve the district.

POLICY 2.PL-2  **Social services.** Encourage development of social services to support vulnerable members of the community and further a more equitable distribution of these services throughout the Central City.

POLICY 2.PL-3  **Housing diversity.** Encourage new development, including housing, along Naito Parkway in order to bring more people and activities to the riverfront. Throughout the district, encourage multifamily housing supportive of families and students.

Old Town/Chinatown

POLICY 2.OT-1  **Complete neighborhoods.** Encourage new and enhanced services to support district residents and workers, including commercial, retail, educational, medical, recreational, cultural, transportation, entertainment, and emergency services.

POLICY 2.OT-2  **Social services.** Support existing social service and shelter functions in the district. Limit the significant expansion of these services and do not locate additional major social services in the district.

POLICY 2.OT-3  **Housing diversity.** Encourage market rate and middle-income housing.

Lloyd

POLICY 2.LD-1  **Complete neighborhoods.** Improve access to parks and open space, and encourage development of grocery stores, neighborhood businesses, daycares and schools.

POLICY 2.LD-2  **Successful neighborhood business districts.** Expand local main street business areas within the Lloyd and in adjacent neighborhoods. Cluster a diverse mix of neighborhood scale businesses within the NE Broadway Business District and on new district retail/commercial streets as a means of concentrating activity and promoting successful retail areas.

POLICY 2.LD-3  **Community building.** Encourage public spaces, public art and activities that celebrate the history of the district and that help build a community in the Lloyd and with surrounding neighborhoods.

POLICY 2.LD-4  **Housing diversity.** Encourage development of new housing, especially in Central Lloyd and on the Irvington and Sullivan’s Gulch edges to foster a sense of community and support efficient provision of residential amenities and services.
Central Eastside

POLICY 2.CE-1  **Complete neighborhoods.** Ensure access to essential public services such as parks and open spaces, schools, and community centers.

POLICY 2.CE-2  **Compatible development and redevelopment.** Protect the existing industrial businesses and the livability of new employment and residential uses through development designed and constructed to insulate non-industrial uses from the characteristics common to industrial operations such as noise, fumes, and freight operations.

South Waterfront

POLICY 2.SW-1  **Complete neighborhoods.** Encourage development of a K-8 public school facility to serve the district, parks and greenway, a full-service grocery store, community space, senior center and daycare facilities.

POLICY 2.SW-2  **Ground floor vitality.** Support street-level neighborhood vitality by encouraging active but compatible ground floor uses in predominantly residential buildings.

POLICY 2.SW-3  **Housing diversity.** Encourage multi-family housing supportive of families and students.

University District/South Downtown

POLICY 2.UD-1  **Complete neighborhoods.** Encourage the development of a grocery store, new and improved open spaces, playground, daycare facilities, a small hotel, and a community or senior center.

POLICY 2.UD-2  **Community cohesiveness.** Support a cohesive, connected community. Create and enhance successful neighborhood-oriented retail/commercial areas near Portland State University, the Halprin Open Space Sequence and in RiverPlace.

POLICY 2.UD-3  **Evening and weekend activity.** Encourage the development of uses that are active in the evenings and on weekends such as restaurants, galleries, retail stores and performance spaces. Provide a safe and secure 24-hour environment, particularly in car-free pedestrian areas including the PSU campus, South Auditorium and RiverPlace Esplanade.

POLICY 2.UD-4  **Housing diversity.** Encourage multi-family housing supportive of families and students.
3. TRANSPORTATION

As the Central City grows over the next 20 years, the efficiency and safety of the transportation network must be maximized, emphasizing walking, bicycling and transit use. Improvements will be needed to keep people walking and cycling safely and comfortably to and through the Central City. Efficient transportation of freight within and through the Central City is important to support local and regional business growth. Parking will remain important to the local economy, so the management of parking should allow flexibility to optimize use of the limited supply and balance the need for parking with other uses of the right of way. Transportation goals and policies address these priorities.

CENTRAL CITY GOALS

GOAL 3.A: The Central City has a safe, affordable, efficient and accessible transportation system that prioritizes walking, bicycling and transit, supports growth and reinforces the role of the Central City as the region’s high density center.
TRANSPORTATION LEGEND

- Improved connections across barriers/intersections, including Naito Parkway, Rose Quarter crossing improvements and potential caps for I-405

- Improved access and circulation to/from regional attraction

- Transit Streets
  - Improved active transportation
  - Streetcar transit
  - MAX transit
  - Potential river transit
  - Heavy rail
  - Multimodal hubs
CENTRAL CITY POLICIES: TRANSPORTATION

Regional hub

Policies in this section address the unique role the Central City plays as the hub in Portland’s “hub and spoke” pattern, which reinforces the sense of it being the center for commerce, entertainment and civic life. The following policies support this unique role.

POLICY 3.1 Regional transportation hub. Strengthen the Central City as the highly accessible and multimodal 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.

POLICY 3.2 Portals. Manage entry points into the Central City to provide balanced multimodal access to efficiently accommodate the increase in person trips and goods delivery as a result of growth and development. Discourage through trips from using Central City streets.

Street network

Policies in this section support the efficiency, safety, connectedness and experience of Portland’s street network for all users and modes.

POLICY 3.3 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 access needs of businesses, shoppers, residents and visitors. Establish a system and standards that emphasize walking, bicycling, transit use and freight access while continuing to provide automobile access.

See District Policies section for related policies in: DT, WE, GH, PL, OT, LA, LD, CE, SW, UD

POLICY 3.4 Transportation system management. Manage access and circulation to reduce traffic speeds and provide for safe street crossings, while balancing the need for vehicle and freight access to and from the district. Manage the roadway system within the Central City in a way that allows greater levels of traffic congestion. In congested areas, prioritize modes other than automobiles to accommodate travel demand.

POLICY 3.5 Mode split. Strive to achieve the Central City targets set in the most current Transportation System Plan.

POLICY 3.6 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 open space and recreation functions in the right-of-way where possible.
POLICY 3.7  **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.

**Active transportation, Transit and Demand Management**

Policies in this section support a reduction in single occupancy vehicle (SOV) trips by encouraging active transportation, including walking, bicycling and transit, as well as the use of carsharing and carpooling.

POLICY 3.8  **Walking.** Encourage walking as the principal way to get around the Central City, with improved on-street and off-street infrastructure that enhances safety and closes access gaps to areas within, and adjacent to, the Central City.

POLICY 3.9  **Bicycling.** Prioritize bicycling by implementing world-class on-street and off-street infrastructure that is safe, comfortable and convenient for people of all ages and abilities. Augment capital improvements with robust encouragement, education and enforcement efforts.

POLICY 3.10  **Transit.** Continue to strengthen the regional role of transit in the Central City. Support increased frequency, span-of-service, reliability and safety, as well as expansion of the rail, bus and streetcar systems. Explore river transit opportunities. Facilitate safe, pleasant and efficient access and transfer opportunities for transit riders via a clear, intuitive and convenient transit network that consolidates fragmented routes and provides high standards of transit amenities.

POLICY 3.11  **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, as well as telecommuting and traveling outside the hours of peak congestion.

**Parking and loading**

Policies in this section address Central City parking, particularly to support retail, employment, tourism and residential growth, as well as loading to support the delivery of goods within the Central City.

POLICY 3.12  **Auto parking.** Support Central City parking needs, particularly for retail, employment and residential growth, as well as for access to major attractions such as universities and event venues. Continue to limit the growth of the overall auto parking supply, and maximize the joint use of existing and new 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 city. Maintain no auto parking minimum requirements in the Central City and set maximum auto parking ratios to encourage other modes and allow new long-term parking only if associated with new development or to serve buildings with little parking.
POLICY 3.13  Bicycle parking. Encourage the provision of bicycle parking to serve the expected increase in bicycle trips in the Central City.

POLICY 3.14  Public Parking. Continue to manage public parking on the street system and in public garages to support Central City parking needs, prioritizing short trips and turnover to serve retail and visitor needs. Develop a performance-based parking program that manages Central City public parking to meet performance targets via dynamic pricing and other parking management tools and by providing clear and transparent parking information. Balance the need for on street parking with other uses of the curb zone. In managing the supply of on-street parking, the first priority is for short-term parking, followed by carpool and finally long-term parking.

POLICY 3.15  Loading. Support the delivery of goods in the Central City. Pursue strategies that bring new ways of delivering goods to the Central City in a way that optimizes loading and freight access and makes efficient use of limited urban space.

**SUBDISTRICT POLICIES: TRANSPORTATION**

This section contains Transportation policies specific to a particular Central City district.

**Downtown**

POLICY 3.DT-1  Optimized street network. Improve connections across West Burnside Street and across SW Naito Parkway to Governor Tom McCall Waterfront Park, the Greenway Trail and Willamette River.

POLICY 3. DT-2  Downtown parking. Recognize that parking is an important asset for Downtown to support regional activity and growth, while encouraging other modes and controlling traffic, design, and environmental impacts.

**West End**

POLICY 3.WE-1  Optimized street network. Improve pedestrian and bike facilities across I-405 to Goose Hollow and across West Burnside to the Pearl.
**POLICY 3.WE-2**  **SW 12th Avenue opportunity.** Support the reconfiguration of SW 12th Avenue right of way to encourage pedestrian and bicycle access.

**MORRISON/YAMHILL I-405 CAP**
Conceptual drawing of a possible I-405 cap connecting the Goose Hollow and the West End neighborhoods together, creating new multimodal connections, developable land and open space. The Morrison and Yamhill streets already function together as active transit streets, and building this cap could provide a desirable location for a new MAX stop to help activate this area. (Otak 2013)

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**Goose Hollow**

**POLICY 3.GH-1**  **Optimized street network.** Improve connections across I-405 to the West End and across West Burnside to Northwest Portland. Encourage additional connections through large sites and blocks.

**POLICY 3.GH-2**  **Goose Hollow regional attractions.** Provide multimodal access and circulation to and from Goose Hollow’s major attractions (including Providence Park, Lincoln High School and Multnomah Athletic Club) to support their viability and increase entertainment activity, shopping and tourism while also maintaining local access.

Manage available parking to efficiently accommodate the unique parking needs of major event facilities while continuing to promote transit and active transportation.

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**The Pearl**

**POLICY 3.PL-1**  **Optimized street network.** Improve pedestrian and bicycle connections across I-405, West Burnside and to major parks. Encourage new pedestrian and bicycle connections to the Willamette River and through large sites and blocks, including the US Post Office site.

**POLICY 3.PL-2**  **Transit service.** Enhance transit service to meet the demands of residents, students, employees and visitors as the district continues to grow. Improve access to transit particularly in the north end of the district and along the riverfront.
Old Town/Chinatown

POLICY 3.OT-1  **Optimized street network.** Improve connections to adjacent areas including Downtown and the Pearl; and along the Willamette River, bridgeheads and Waterfront Park.

POLICY 3.OT-2  **Union Station multi-modal hub.** Enhance the viability of Union Station as Portland’s inter-city rail and multi-modal passenger transportation hub. Improve access to the station for people walking, bicycling and taking transit.

POLICY 3.OT-3  **Historic district parking.** Strive to meet existing and future parking needs in a way that supports historic properties, while limiting the growth of parking as redevelopment occurs.

Lower Albina

POLICY 3.LA-1  **Optimized street network.** Improve connections to adjacent areas, including the Rose Quarter, the Vancouver/Williams Corridor and Mississippi Avenue. Improve pedestrian connections to Interstate MAX and bus service to enhance access to employment opportunities in the area.

POLICY 3.LA-2  **Freight system.** Emphasize freight movement and improve access from industrial areas to the regional freeway system while maintaining and improving the safety, efficiency and convenience of the transportation system for all modes.

POLICY 3.LA-3  **Rail and marine.** Preserve rail and inter-modal access to the Albina Rail Yards, marine freight facilities and local industries.

Lloyd

POLICY 3.LD-1  **Optimized street network.** Increase the number of connections across barriers within and to the district, including major arterials, large blocks, freeways, rail lines, and natural features, and with adjacent neighborhoods.

POLICY 3.LD-2  **Rose Quarter and regional attractions.** Provide access and circulation to and from the Lloyd that attracts and supports regional development, shopping and tourism. Promote the use of walking, bicycling and transit to access the area, including light rail, streetcar, bus, and a potential water taxi service.

Central Eastside

POLICY 3.CE-1  **Optimized street network.** Improve connectivity to and throughout the district for all modes by creating safe, accessible and convenient routes with improved signalization and clear signage to link landward portions of the district with major attractors and the riverfront.
POLICY 3.CE-2  **Freight system.** Enhance freight movement in and through the district and maintain and improve access to and from the district and regional freeway system.

POLICY 3.CE-3  **Green Streets.** Strategically support the enhancement of east-west city walkways and bikeways to serve the multiple objectives of travel, stormwater management, open space and recreation, and placemaking. Routes should also strengthen connections to the river and riverfront. Green Streets should be chosen to avoid significantly impacting freight movement as identified by Transportation System Plan freight designations.

POLICY 3.CE-4  **Reduce trail conflicts.** Reduce bicycle and pedestrian conflicts on the Eastbank Esplanade and the Greenway Trail through design modifications like separating bicycle and pedestrian facilities, education, signage and other means.

South Waterfront

POLICY 3.SW-1  **Optimized street network.** Improve connections to adjacent areas, including South Portland, the Willamette River and South Downtown/University; and encourage an urban grid system that provides for internal circulation and connects to adjacent neighborhoods, as well as to the Greenway Trail.

POLICY 3.SW-2  **Collaborative Life Sciences Building and Schnitzer Campus.** Enhance multimodal access to the Collaborative Life Sciences Building and Schnitzer Campus from South Downtown/University, South Portland and the riverfront. Enhance circulation around campus for cyclists and pedestrians to create a highly walkable campus.

POLICY 3.SW-3  **Institution and visitor parking.** Enhance patient and visitor parking to serve healthcare facilities. Develop creative ways to provide, share and manage parking to support many types of trips and a diverse mix of land uses, including the unique needs of large educational/research institutions.

University District/South Downtown

POLICY 3.UD-1  **Optimized street network.** Improve connections to adjacent areas, including South Portland, South Waterfront, Goose Hollow, Downtown and the Willamette River. Support east-west pedestrian and bicycle connectivity between Portland State University and the Willamette River bridgeheads.

POLICY 3.UD-2  **Portland State University.** Enhance multimodal access to Portland State University from South Waterfront, Goose Hollow and Downtown. Address parking and circulation issues around campus and address barriers for cyclists and pedestrians.

POLICY 5.UD-3  **Montgomery Green Street.** Support development of the SW Montgomery Green Street as a key east-west green connection from the West Hills and Goose Hollow to the Willamette River.
4. WILLAMETTE RIVER

More than any other feature in the regional landscape, the Willamette River has influenced human settlement patterns in what is now Portland. The extremely high usage of public riverfront spaces like Governor Tom McCall Waterfront Park and the Vera Katz Eastbank Esplanade speak to the public’s desire to activate the riverfront as a vital Central City feature. As the city developed, docks, sea walls, buildings, roads and bridges were constructed in the riverfront area that greatly altered its natural function and habitat. Improvements are needed to restore the physical, social, environmental, economic and historical connections to the Willamette River. Priorities include more river-related commerce; increased opportunities for riverfront and river-based recreation and transit; and identification of how and where to best protect and enhance critical habitat to restore river health. The Willamette River goals and policies support these priorities.

CENTRAL CITY GOALS

GOAL 4.A: The Willamette River plays a significant role in the environmental health, economy, recreation, urban form and character of the Central City.

GOAL 4.B: The Willamette River is healthy and supports fish, wildlife and people.

GOAL 4.C: The Willamette River and adjacent public areas are accessible and connected.
CENTRAL CITY POLICIES: WILLAMETTE RIVER

Multifunctional river

The Willamette River and its riverfront support a broad array of uses and functions, including boating, swimming, walking, biking, large and small events, commerce, education, natural resources, habitat for fish and wildlife, and flood control. It is the heart of the Central City for residents, employees and visitors. These policies support the role of the Willamette River as a defining feature of the Central City and the region.

POLICY 4.1 Portland’s commons. Promote improvements and activities on the riverfront and in the Willamette River to strengthen the physical, visual, and cultural connections between the river and the rest of the Central City. Increase public awareness of the river’s historical, economic and ecological importance.

POLICY 4.2 Willamette River recreation. Provide for safe, enjoyable and valuable active and passive recreational experiences for all users on, along and in the river. Enhance the interconnected system of parks, trails, docks, natural areas and destinations adjacent to and within the river.

POLICY 4.3 Prosperous and vibrant Willamette River waterfront. Support river-dependent, river-related and other uses that capitalize on the river and riverfront locations, expand tourism and commercial uses, and reinforce the distinctive character of the different riverfront districts.

POLICY 4.4 Willamette River transportation. Improve infrastructure that supports commercial, river transit, individual watercraft, tourist and recreational boating uses. Ensure that new river transportation terminals and docks are connected by streets and trails that provide direct access to transit from points throughout the Central City.

POLICY 4.5 Connections to the Willamette River. Increase the community’s enjoyment of and direct experience with the Willamette River. Improve physical and visual connections between the districts and the Willamette River.

POLICY 4.6 Watershed health and native species recovery.

- Watershed Health. Improve the quality, quantity, connectivity and overall function of the ecological system including upland, riparian and in-water habitat to protect public health and support the conservation and restoration of native fish and wildlife populations.

- Threatened, endangered and at risk species. Restore in-water, riparian and floodplain habitat that supports fish and wildlife populations at risk of becoming or are currently threatened or endangered.

- Floodplains. Improve the ability of floodplains to store water, reduce risks on the public and provide habitat functions.
d. **Stormwater Management.** Reduce stormwater entering into the separated sewer system.

e. **Riverbank enhancement targets.** Strive to meet Central City targets related to riverbank enhancement and restoration.

See district policies section for related policies in: DT, PL, OT, LD, CE, SW, UD

**River-oriented development**

These policies address considerations for new development near the Willamette River and along Naito Parkway on the west side.

**POLICY 4.7**  
**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.

**POLICY 4.8**  
**Relationship to the river.** Encourage development adjacent to the Willamette River to orient buildings towards the river, at appropriate setback distances. Add entrances, visual and physical connections, art installments and other amenities in order to create a relationship between the built environment and activities along the river.

**POLICY 4.9**  
**Commercial development.** Encourage new clusters of commercial uses adjacent to the Willamette River, at appropriate setback distances, in order to bring more people, events and activities to the riverfront.

**POLICY 4.10**  
**Bridgehead redevelopment.** Support the redevelopment of bridgehead sites to create dynamic places that bring a diversity of residents, workers and visitors to the riverfront and link east- and west-side districts of the Central City.

**POLICY 4.11**  
**Low impact development.** Incorporate low-impact design in new and replacement docks and require appropriate setback distances for new development near the river.
DISTRICT POLICIES: WILLAMETTE RIVER

This section contains Willamette River policies specific to Central City districts adjacent to the Willamette River.

WILLAMETTE RIVER: CENTRAL REACH URBAN DESIGN CONCEPT

This concept diagram was created in collaboration with stakeholders and an ad hoc working group. Reach-wide goals include: increasing shallow river habitat, increasing access to the river, activating the riverfront in key places, and enhancing the bank with connections to upland habitat.

LEGEND

- Major riverfront activity hub
- Riverfront attractions with commercial uses
- Public access to river/swimming
- In-water habitat enhancement and restoration
- Riverbank restoration (e.g. soften, plant native trees and vegetation and maintain)
- Add native vegetation where possible
- Potential new riverfront open space
- Potential passenger vessel docking
- Potential river transit stops with retail activity
- Enhance Naito Parkway to ease east-west movement toward the river
- Resolve difficult connection to the river
- “Green fingers” to the river
- Trail
- Willamette River Central Reach boundary
- MAX
- Heavy rail
DOWNTOWN

POLICY 4.DT-1  Governor Tom McCall Waterfront Park.

a. **Promotion.** Promote the park, including the Willamette River, as a key regional attraction and asset serving visitors, employees and residents of the Central City.

b. **Watershed health and native species recovery.** Enhance watershed health and conditions for native species by: incorporating native vegetation and large canopy trees into landscaping within the park and public rights-of-way next to the park; improving in-water habitat complexity and increasing flood capacity at the Hawthorne Bowl; and exploring innovative technologies for adding habitat features along the seawall.

c. **Improvements.** Facilitate planned improvements that activate the park; improve connectivity between the park and the districts; and provide for a mix of river recreation and transportation.

d. **Activities and amenities.** Expand the range of public activities and attractors in the park including but not limited to events; recreation; small-scale retail; and art, culture, ecological and historic displays.

e. **Events.** Create a balance between large events, small events and other park activities to maximize public use and enjoyment of the park, especially during the summer when multiple large-scale events take place.

f. **Flood Risk.** Explore options to increase flood capacity and reduce risks from flooding on critical infrastructure and improvements within and adjacent to the park.

The Pearl

POLICY 4.PL-1  Pearl urban riverfront. Encourage the development of a distinctly urban riverfront that balances public activities including river transportation, recreation and development with habitat enhancement.

POLICY 4.PL-2  **Watershed health and native species recovery.** Enhance watershed health and conditions for native species by replacing invasive, non-native plants with native plants on the river banks between Centennial Mills and McCormick Pier. Improve in-water and riparian habitat complexity and increase flood capacity at Centennial Mills.

Old Town/Chinatown

POLICY 4.OT-1  Old Town/Chinatown urban riverfront. Encourage the development of a distinctly urban riverfront that that brings people closer to the riverfront. Encourage doors and windows with orientation toward SW Naito Parkway and the Willamette River.
POLICY 4.OT-2 Watershed health and species recovery. Enhance watershed health and conditions for native species by replacing invasive, non-native plants with native plants on the river banks between McCormick Pier and Centennial Mills. Improve in-water and riparian habitat complexity at McCormick Pier.

Lower Albina

POLICY 4.LA-1 Working harbor. Protect the Lower Albina working harbor and support river-dependent uses.

Lloyd

POLICY 4.LD-1 Lloyd urban riverfront. Encourage redevelopment of the Thunderbird site with a unique development that provides public access to and enjoyment of the Willamette River and connects the district to the river.

POLICY 4.LD-2 Public trails. Improve public trail connections between the Eastbank Esplanade, the Convention Center and the Coliseum and create a public trail connection from the Eastbank Esplanade to the Broadway Bridge.

POLICY 4.LD-3 Watershed health and native species recovery. Enhance watershed health and conditions for native species by replacing invasive, non-native plants with native plants on the river banks between the Steel and Burnside Bridge. Improve in-water and riparian habitat and increase flood capacity near the Duckworth Dock.

Central Eastside

POLICY 4.CE-1 River economy. Leverage the Willamette River as an important component of the Central Eastside’s local economy by supporting river-dependent and river-related commercial and mixed uses that bring more people to and on the river.

POLICY 4.CE-2 Southeast riverfront. Improve the physical relationship between buildings, activities and the Willamette River. Utilize building design, active ground floors facing the river, new uses, open areas and connections that encourage people’s enjoyment of the river in both public and private spaces.

POLICY 4.CE-3 Watershed health and native species recovery. Enhance in-water and riparian habitat from the Burnside Bridge to the Ross Island Bridge by replacing invasive and non-native plants with native plants and trees and creating complexity in shallow water areas. Restore in-water, riparian and upland habitat and increase flood capacity at the Eastbank Crescent.
South Waterfront

POLICY 4.SW-1  **River access, greenway and recreation.** Encourage improvements along the Willamette River in South Waterfront to enhance resident, employee and visitor access to and enjoyment of the river for activities such as contemplation, recreational boating, swimming and fishing.

POLICY 4.SW-2  **Watershed health and native species recovery.** Enhance in-water habitat, support innovative stormwater management opportunities, increase flood capacity and replace invasive, non-native plants with native plants and trees on the river bank. Improve in-water habitat complexity between the Marquam Bridge and Cottonwood Bay.

University District/South Downtown

POLICY 4.UD-1  **South Downtown urban riverfront.** Leverage existing development, including RiverPlace Marina, and redevelopment to provide additional in-water and on-land recreational and commercial access along the riverfront.

POLICY 4.UD-2  **Watershed health and native species recovery.** Enhance in-water and riparian habitat and increase flood capacity at the Riverplace Marina and under the Marquam Bridge and replace invasive, non-native plants with native plants on the river banks from the Hawthorne Bowl to South Waterfront. Improve in-water habitat complexity under the Marquam Bridge.
5. URBAN DESIGN

The practice of urban design involves the physical features of both the built and natural environments that define the character of a place. It can be thought of as the art of making places for people to thrive. Urban design works at a variety of scales. It includes everything from urban form of the entire city down to the design of buildings, streets and the public realm, parks and open spaces, and historic districts.

CENTRAL CITY GOALS

GOAL 5.A: The Willamette River is the Central City’s defining feature, framed by a well-designed built environment that celebrates views to the larger surrounding landscape, encourages east-west access and orientation and supports a range of river uses.

GOAL 5.B: The Central City is composed of diverse, high-density districts that feature high-quality spaces and a character that facilitates social interaction and expands activities unique to the Central City.

GOAL 5.C: The Central City’s public realm is characterized by human-scaled accessible streets, connections, parks, open space, and recreation opportunities that offer a range of different experiences for public interaction.
URBAN DESIGN

LEGEND

- Central City historic districts
- Existing open spaces
- Potential new open spaces
- Potential new open space with redevelopment in park deficient areas (locations unspecified)
- Open space connection
- Potential “Green Loop” linear open space connection
- Attractions
- Bridgehead locations
CENTRAL CITY POLICIES: URBAN DESIGN

Context and Form

These policies address the context and form of the Central City as the most densely developed area in the region, a place where large numbers of people live, work and visit, as well as how it relates to the region, its surrounding neighborhoods and the natural landscape.

POLICY 5.1  **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.

POLICY 5.2  **Central, connected Willamette River.** Create a network of open space and tree canopy corridors to make ecological and design connections to the river.

POLICY 5.3  **Dynamic skyline.** Encourage the tallest buildings to locate adjacent to transit hubs and corridors, generally stepping down in height to the Willamette River. Allow taller buildings at bridgeheads and encourage contextually sensitive heights within historic districts. Encourage heights and building forms that preserve sunlight on public open spaces and parks.

POLICY 5.4  **Scenic Resources.** Protect public views of key landmarks and scenic resources (Vista Bridge, Union Station, Mt. Hood, Willamette River bridges) which define the Central City, help with wayfinding, and connect residents, employees and visitors to Portland’s varied and unique landscape.

POLICY 5.5  **Large site development.** Encourage redevelopment of large sites that includes new compatible uses, green buildings and equity considerations, scenic resource preservation, new pedestrian connections through the site, strong street presence, green infrastructure, and new open space amenities.

POLICY 5.6  **Distinct and vibrant districts.** Enhance the existing character and diversity of the Central City and its districts, strengthening existing places and fostering the creation of new urban places and experiences.

POLICY 5.7  **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.
Connected Public Realm

These policies support a more intentional approach to the design, function, connectivity and character that define the Central City’s public realm.

POLICY 5.8 **Public realm.** Enhance the character and function of the public realm through design standards, guidelines, amenities and land uses that activate the pedestrian environment and encourage community gathering.

POLICY 5.9 **Wayfinding.** Develop wayfinding strategies and tools that allow residents, employees, visitors and customers to navigate the Central City and locate key attractions, businesses, institutions, the riverfront and other destinations in a safe, intuitive and enjoyable manner.

POLICY 5.10 **Street hierarchy and development character.** Establish a more intentional street hierarchy with a greater diversity of street characters, distinguishing three main types: retail/commercial, boulevard and flexible.

See district policies section for related policies in: DT, WE, GH, PL, OT, LA, LD, CE, SW, UD
These are busy, continuous streets with retail activity throughout the day, evenings and weekends. Ground floors of buildings along these streets feature plaza-like setbacks for outdoor dining, gathering and socializing.

These are busy great streets – they could be the “second” street of a couplet pair or help to define a district edge. They have fewer retail storefronts and have a greener character with more landscaped setbacks that have seating areas, more trees and distinctive planted areas.

These streets, pathways and trails are part of a pedestrian and bicycle oriented network that offers quieter, low-stress walking, jogging, rolling or bicycling experiences. Due to their “flexible” character of these connections, the ground floor responses of adjacent buildings varies considerably.

**POLICY 5.11 Regional corridors and connections.** Promote the presence, character and role of physical and visual corridors such as trails, transit lines, streets and scenic corridors, helping to bridge neighborhoods across physical and psychological barriers.
POLICY 5.12  **“Green Loop” concept.** Create a “Green Loop” that connects east and west side neighborhoods to open spaces and the Willamette River, with high quality bicycle accommodations, tree canopy, innovative, park-like pedestrian environments, and wildlife habitat connections. Enhance connections to the “Green Loop” alignment on key corridors throughout the Central City to improve access, create activity nodes and support neighborhood attractions and economic development.

POLICY 5.13  **MAX-Portland Streetcar interchanges.** Create supportive environments for transit connections that occur where MAX light rail lines cross Portland Streetcar lines in the West End, Lloyd and the Central Eastside.

POLICY 5.14  **Streetcar lines.** Require active uses near Portland Streetcar stations and limit auto-oriented development.

POLICY 5.15.  **Limit auto-oriented development.** Prohibit drive-throughs with new development.

**Parks and Open Space**

These policies support enhancements to existing open spaces and expansion of the Central City’s parks and open space network.

POLICY 5.16  **Signature open spaces.** Enhance the Central City’s iconic interconnected system of parks, trails, and natural areas by offering a wide range of social, recreational, contemplative, respite and ecological functions to serve an increasingly diverse population of residents, workers and visitors.

POLICY 5.17  **Open space network.** Beyond signature open spaces, acquire new parks and open spaces and expand opportunities in existing parks and open spaces to meet the needs of Central City residents, workers and visitors for both passive and active recreation, especially in areas zoned for high density, mixed use development. Enhance the network by improving connections among parks, open spaces, and the riverfront. Encourage the provision of publicly accessible private plazas and pocket parks with new development.

See district policies section for related policies in: DT, WE, GH, PL, LD, CE, SW, UD; see Governor Tom McCall Waterfront Park policies in Willamette River, Downtown district section

**Historic Preservation**

The Central City is rich with designated historic landmarks and historic districts that help create a sense of place, contribute to neighborhood character and recognize Portland’s history. These policies support the protection and preservation of historic and culturally significant resources in the city as it continues to grow and change.

POLICY 5.18  **Rehabilitation and reuse.** Encourage the use, preservation, and rehabilitation of historic buildings.

POLICY 5.19  **Historic resources and districts.** Enhance the identity of historically, culturally and architecturally
significant buildings and places, while promoting contextually-sensitive infill development on vacant and surface parking lots.

See district policies section for related policies in: DT, WE, PL, OT, LA, CE

POLICY 5.20  **Preservation incentives.** Provide financial and regulatory incentives that support the economic feasibility of the preservation, rehabilitation and seismic upgrade of historic resources.

**DISTRICT POLICIES: URBAN DESIGN**

This section contains Urban Design policies specific to a particular Central City district.

**Downtown**

POLICY 5.DT-1  **Retail core.** Design a unified identity for the retail core through signage, banners, lighting, street furnishings and plantings.

POLICY 5.DT-2  **Transit Mall.** Provide a safe and pleasant street environment for transit riders and other pedestrians along SW 5th and 6th Avenues. Maintain the consistent streetscape, transit furnishings, and public art along the corridor.

POLICY 5.DT-3  **Street hierarchy and development character.** Support the signature retail/commercial character of SW Morrison, SW Yamhill, SW Broadway, SW Alder and West Burnside; the signature boulevard character of 5th, 6th and Naito Parkway; and the signature boulevard/flexible character of SW Salmon; and the flexible character of SW Oak and SW Ankeny.

POLICY 5.DT-4  **Open space network.**

  a. **Civic gathering places.** Provide safe and accessible urban spaces for large public gatherings including festivals, parades, concerts, sports events and other assemblies. Reinforce Broadway as Portland’s theater and bright lights district.

  b. **South Park Blocks.** Preserve the South Park Blocks as one of Portland’s signature open spaces and integrate them with high quality pedestrian and bicycle facilities as well as improved opportunities for habitat.

POLICY 5.DT-5  **Historic resources and districts.** Protect historic resources throughout the district. In particular, protect the historic character and architecturally significant resources of the Yamhill Historic District.
West End

POLICY 5.WE-1  **South Park Blocks frontages.** Encourage active ground floor building frontages along the Park Blocks.

POLICY 5.WE-2  **Street hierarchy and development character.** Support the retail/commercial character of SW 10th Avenue, Jefferson and Yamhill streets and the boulevard character of Morrison, Columbia, Clay and Market streets and 12th Avenue.

POLICY 5.WE-3  **Historic resources and districts.** Protect the personality and character of the West End by encouraging the use, preservation and rehabilitation of existing buildings and historic resources that represent a wide range of architectural styles, scales and eras.

Goose Hollow

POLICY 5.GH-1  **Distinctive building character.** Encourage the diversity and unique character of Goose Hollow and its wide range of uses, building types, ages and scales. Seek ways to bring new uses and energy into the district while maintaining positive characteristics of existing buildings.

POLICY 5.GH-2  **Natural features.** Enhance existing natural features resulting from the district’s proximity to the West Hills, such as the varied topography, trees, and vegetation.

POLICY 5.GH-3  **Street hierarchy and development character.** Support the retail/commercial character of West Burnside, SW Yamhill, and SW Jefferson; the unique flexible/boulevard character of SW Salmon; and the flexible character of SW 20th and 16th. Activate ground floor facades throughout the district.
POLICY 5.GH-4  **Open space network.** Enhance existing open spaces, including Collins Circle, Firefighters Park and the stadium plazas to be more usable, engaging spaces and improve access to Washington Park. Support the inclusion of publicly accessible green open space in the redevelopment of Lincoln High School.

POLICY 5.GH-5  **Historic resources and districts.** Identify significant historic resources within the district, encouraging the preservation and rehabilitation of existing buildings that represent a wide range of architectural styles, scales and eras.

**The Pearl**

POLICY 5.PL-1  **NW 13th Avenue Historic District and main street.** Protect the historic warehouse character and architecturally significant resources within the district. Continue the active character of the street environment north of the historic district by encouraging active uses; adding and maintaining loading docks; and maintaining lower building heights along NW 13th Avenue from NW Davis Street to the north.

POLICY 5.PL-2  **Under I-405 repurposing.** Support redevelopment of areas under I-405 to create safe, attractive, and engaging spaces.

POLICY 5.PL-3  **Street hierarchy and development character.** Support the retail/commercial character of NW 11th, 13th, Lovejoy, and Glisan; as well as the flexible character of NW Davis, Flanders, Johnson, Marshall and Pettygrove.

POLICY 5.PL-4  **Open space network.** Require the development of publicly accessible open space at the Centennial Mills and US Postal Service sites as part of redevelopment to provide linkages to street tree canopy and other open spaces.

POLICY 5.PL-5  **Historic resources and districts.** Encourage the preservation of older and often smaller buildings with historic character.

**Old Town/Chinatown**

POLICY 5.OT-1  **New Chinatown/Japantown.** Protect significant resources and enhance the historic multi-cultural significance of the New Chinatown/Japantown Historic District. Support the district’s historic character, multi-ethnic history and today’s Pan-Asian culture.

POLICY 5.OT-2  **Skidmore/Old Town.** Protect historic and architecturally significant resources of the Skidmore/Old Town National Historic Landmark District. Support the district’s historic commercial character, history of social service and connection to the Willamette River. Encourage the incorporation of
cast-iron architectural artifacts in new development within the district.

**POLICY 5.OT-3  East-west connectivity.** Increase east-west connections to the Pearl and the riverfront and strengthen the Festival Streets along NW Davis and Flanders streets through supportive adjacent new development and active programming.

**POLICY 5.OT-4  Active uses.** Increase the number of ground floor activating uses and eliminate gaps in the built environment.

**POLICY 5.OT-5  Street hierarchy and development character.** Support the retail/commercial character of W Burnside, NW Broadway, NW Glisan and NW 4th; the boulevard character of NW 5th and 6th, Naito Parkway and NW Everett; and the flexible character of NW Flanders and Davis.

**POLICY 5.OT-6  Historic resources and districts.** Protect the rich historic and cultural character of Old Town/Chinatown. Preserve and rehabilitate historic resources throughout the district.

**Lower Albina**

**POLICY 5.LA-1  Russell Street.** Strengthen the character of Russell Street and reestablish the historic connection between Lower Albina and the Vancouver/Williams Corridor by encouraging new mixed uses, rehabilitated buildings and a nighttime orientation.

**POLICY 5.LA-2  Industrial character.** Preserve the industrial character and functionality of the Lower Albina industrial area.

**POLICY 5.LA-3  Street hierarchy and development character.** Support the retail/commercial character of NE Russell; the boulevard character of Interstate Avenue; and the flexible character of the “strand” connection.

**POLICY 5.LA-4  Historic resources and districts.** Encourage the preservation, rehabilitation and celebration of historic structures in Lower Albina, including those in the Russell Street Conservation District and culturally significant African-American resources identified in the Cornerstones of Community Inventory.

**Lloyd**

**POLICY 5.LD-1  Diverse and distinctive urban places.** Foster more intense development in the Central Lloyd area and Rose Quarter while strengthening the distinct character of the existing Lloyd subareas.

**POLICY 5.LD-2  Connectivity through large blocks.** Take advantage of the unique opportunity for dense, large site development made possible by the large blocks found in the Lloyd. Integrate this development into the surrounding blocks through well designed internal green spaces and pedestrian connections.
**POLICY 5.LD-3**  **Pedestrian-oriented development.** Discourage new automobile-oriented uses and encourage the eventual redevelopment of large surface parking lots with development that is oriented to the street and enhances the pedestrian environment.

**POLICY 5.LD-4**  **Street hierarchy and development character.** Support the retail/commercial character of NE Broadway, MLK and Grand; the boulevard character of NE Weidler, Interstate Avenue, NE Lloyd and NE 15th; and the flexible character of NE Clackamas, NE 2nd, 6th and 12th.

**POLICY 5.LD-5**  **Open space network.** Develop a signature sequence of open spaces, linked through a pedestrian wayfinding system that serves the Central Lloyd area, becomes a primary organizing structure for new development, and offers a diversity of character, experiences, and recreational functions for district residents, workers and visitors.

### Central Eastside

**POLICY 5.CE-1**  **East Portland Grand Avenue Historic District.** Promote the rehabilitation of historic buildings and sensitive infill development in the Grand Avenue Historic District through updated design guidelines and regulations that incent rehabilitation and reuse over demolition. Encourage adaptive reuse of existing structures.

**POLICY 5.CE-2**  **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 trail and riverfront, PCC, 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.

**POLICY 5.CE-3**  **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.

**POLICY 5.CE-4**  **Urban form on large blocks.** Use building massing and orientation, accessways, and open spaces in the development of large blocks and sites to establish an urban form and block configuration consistent with the rest of the Central Eastside.

**POLICY 5.CE-5**  **Open space network.** Increase public parks, open space, and recreation opportunities in the district, especially in areas zoned for high density, mixed-use development. Broaden the number and range of available recreation opportunities.

**POLICY 5.CE-6**  **Street hierarchy and development character.** Support the retail/commercial character of East Burnside, NE Sandy, SE Grand, SE Division, SE Hawthorne and SE Morrison; the boulevard character of SE Stark, NE Couch, SE 11th and SE 12th; and the flexible character of SE Ankeny, SE Salmon, SE
Clay, SE 7th and SE Caruthers. Create transitions between industrial and mixed use areas.

**POLICY 5.CE-7**  
**Historic resources and districts.**

- **Industrial character.** Promote 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 existing and emerging industrial employment uses.

- **Historic main streets.** Enhance the character and visibility of historic streets throughout the district such as SE Morrison Street, including areas under viaducts, through public realm improvements and building rehabilitations that acknowledge these streets’ historic role in shaping the district, while elevating their current status as important streets for commerce and employment.

![Morrison Viaduct](https://example.com/morrison-viaduct.png)  
**Morrison Viaduct**  
Conceptual rendering illustrating the historic main street under the Morrison Bridge viaduct and how the space could possibly be activated by additional uses during the day and at night.

**South Waterfront**

**POLICY 5.SW-1**  
**Street hierarchy and development character.** Support the retail/commercial character of SW Bond Avenue and SW Gibbs St and the boulevard character of SW Moody.

**POLICY 5.SW-2**  
**Open space network.** Create an exemplary open space network that embraces the river as the district’s “front yard” and provides a range of urban amenities, passive and active recreation experiences and ecological functions.

**University District/South Downtown**

**POLICY 5.UD-1**  
**Portland State University character.** Encourage the continued development of a pedestrian-oriented, predominantly university campus environment centered on the South Park Blocks. Encourage the development of an integrated urban environment with a rich mix of public and private institutions, commercial uses and housing west of Broadway to SW 4th Avenue.
POLICY 5.UD-2  **South Auditorium character.** Retain the modernist feel and pedestrian-focused character of the South Auditorium Plan District, respecting in particular the National Register of Historic Places Halprin Open Space Sequence. Add new uses to increase pedestrian activity in the district. Connect the pedestrian pathways to adjacent districts while maintaining the character, safety, and livability of this neighborhood.

POLICY 5.UD-3  **RiverPlace character.** Encourage the continued development of RiverPlace with a broad mix of residential, commercial, recreational and boating uses. Maintain and enhance the cohesive design aesthetic, generous landscaping, and close relationship of the public realm to the river.

POLICY 5.UD-4  **Street hierarchy and development character.** Support the retail/commercial character of 4th Avenue, Broadway and College Streets; as well as the flexible character of Park Avenue and Montgomery Street.

POLICY 5.UD-5  **Open space network.** Support existing open spaces, including the Halprin Open Space Sequence and the Willamette River, to be more accessible, usable and engaging spaces for the community while also supporting the development of new open spaces where opportunities arise. Broaden the range of available recreation experiences.
6. HEALTH AND ENVIRONMENT

Portland’s Central City continues to be a national leader in demonstrating how a city center can become more livable, prosperous and attractive through urban development that embraces environmental and human health. The public and private sectors need to continue partnering, implementing and experimenting with new infrastructure that contributes to environmental health, including: 1) incorporating energy conservation with energy production, 2) integrating stormwater management with urban habitat, and 3) supporting transportation alternatives that lower the city’s carbon footprint and promote human health. The Health and Environment policies support these priorities.

CENTRAL CITY GOALS

GOAL 6.A: The Central City is a living laboratory that demonstrates how the design and function of a dense urban center can: a) equitably benefit human health, the natural environment and the local economy; and b) provide resilience to climate change impacts such as urban heat island, and to natural hazards, including flooding and earthquakes.
HEALTH & ENVIRONMENT LEGEND

- Enhanced open space network
- Enhanced natural resource opportunity area
- High performance development opportunity area
- High intensity green infrastructure opportunity area
CENTRAL CITY POLICIES: HEALTH AND ENVIRONMENT

Resilience

These policies support the Central City’s ability to prepare for and respond to natural hazards and disasters. They create strategies that mitigate and adapt to climate change.

POLICY 6.1  **Natural hazard resilience.** Encourage planning, design and education in the Central City to help prevent or minimize the impacts of natural hazards such as earthquakes, floods and other hazards identified in the citywide Natural Hazard Mitigation Plan.

  a. **New development.** Encourage approaches to reduce future natural hazard risks and impacts when planning for or evaluating the location and design of new development.

  b. **Retrofitting.** Encourage the retrofitting of buildings and infrastructure to withstand natural hazards. Prioritize the seismic retrofitting of unreinforced masonry buildings while preserving their architectural character. Support Multnomah County’s efforts to seismically retrofit Central City bridges, recognizing the Burnside Bridge as the regionally-designated priority.

  c. **Preparedness.** Support Central City residents’ and businesses’ efforts to prepare for natural hazards. Ensure the Central City’s most vulnerable populations are included in these efforts.

  d. **Code review.** Monitor relevant codes to incorporate current knowledge and standards for seismic design and flood protection.

POLICY 6.2  **Climate change resilience.** Support planning, service system upgrades, and infrastructure in the Central City to anticipate, respond to, and reduce the risks and adverse impacts associated with evolving climate change conditions.

  a. **Flooding.** Adapt to changes in hydrology, including future river levels, changes in flood frequency and duration, and changes in stormwater runoff rates.

  b. **Heat island.** Encourage site designs, building designs and vegetation that reduce the adverse impacts of urban heat islands on public health and safety, especially those affecting more vulnerable communities.

  c. **Fish and wildlife habitat.** Improve the quality, diversity, connectivity, safety, and accessibility of terrestrial and aquatic wildlife habitat areas.

POLICY 6.3  **Multiple functions.** Encourage green infrastructure, parks, open space, and recreation opportunities in the Central City that serve multiple functions to provide capacity during flood event, improve stormwater management, reduce heat island effects, create pockets of fish and wildlife refuge, and provide places of respite and recreation for employees, residents and visitors.
POLICY 6.4  **Green infrastructure.** Increase the use of trees, ecoroofs, vertical gardens, sustainable site development, landscaped setbacks and courtyards, living walls and other vegetated facilities to manage stormwater, improve the pedestrian environment, reduce heat island effects, improve air and water quality and create habitat for birds and pollinators.

   a. **Separated storm systems.** Promote green infrastructure enhancements within the separated stormwater system to improve water quality in the Willamette River and at riverfront recreation areas.

   b. **Ecoroof.** Support progress toward Central City ecoroof coverage targets.

POLICY 6.5  **Flood ready development.** Reduce risks of flooding on existing and new buildings, transportation system and infrastructure.

   a. **Impervious surface retrofits.** Enhance flood capacity within the developed floodplain by retrofitting impervious surfaces with pervious surfaces and landscaping.

   b. **Flood capacity.** Improve flood capacity by reducing development impacts and requiring mitigation for fill within the 100-year floodplain.

   c. **Building design.** Encourage innovated building design along the Willamette River and in the 100-year floodplain to allow for ground floor flooding.

**Health**

These policies support the health and livability of the Central City environment, for all its inhabitants and visitors.

POLICY 6.6  **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 methods, materials, products and best practices in lighting design that do not have harmful effects on human health and the environment. Encourage social health by fostering community in a hospitable public realm.
POLICY 6.7 **Light, Noise and Vibration Pollution.** Encourage land use patterns, building design and landscape to limit and mitigate negative impacts of lighting, noise and vibration on public health and safety, disruption of ecosystems, and hazards to wildlife.

POLICY 6.8 **Upland habitat connections.** Create an upland wildlife habitat corridor using trees, native vegetation in landscaping, public open spaces ecoroofs, and bird safe building design and practices that provide a safe, functional connection for avian and pollinator species between the West Hills, Mt. Tabor, Powell Butte, Rocky Butte and the Willamette River.

POLICY 6.9 **Strategic tree canopy enhancement.** Plant trees on tax lots, in parks and public spaces, and along rights-of-way, throughout the Central City to meet urban forestry and other Central City goals and guiding principles including resiliency, human and environmental health, livability, equity, and active transportation.

a. **Tree priorities.** Encourage planting and preservation of large, healthy non-nuisance trees, native trees, and climate change-resilient trees.

b. **Tree Diversity.** Improve tree species and age diversity throughout the Central City.

c. **Heritage trees.** Encourage the protection of designated Heritage and Landmark Trees.

b. **Tree Canopy.** Support progress toward meeting Central City tree canopy targets.

See district policies section for related policies in: CE
POLICY 6.10  **Effective tree planting.** Optimize tree planting opportunities and conditions throughout the Central City.

  a. **Tree size.** Require that trees planted along rights-of-way are as large as is appropriate for the planting space.
  
  b. **Soil volume.** Encourage the provision of increased subsurface soil volumes to improve tree health and increase tree canopy coverage, especially in conjunction with development and infrastructure improvement project design and construction.
  
  c. **Tree accommodation.** Encourage wider sidewalk corridor furnishing zones and other right-of-way design elements (e.g., medians, bulb-outs) to facilitate planting and accommodation of larger canopy tree species.
  
  d. **Innovative design.** Encourage innovative design strategies that accommodate existing healthy non-nuisance trees on site and incorporate new trees on sites and buildings. Trees on buildings may be placed on balconies and podium roof decks, planted in conjunction with an ecoroof, or in other locations.

**Building, infrastructure and site development**

These policies support environmentally friendly, energy efficient development, pushing Portland’s Central City forward as a leader in sustainable urban development.

POLICY 6.11  **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, salvaging architectural elements when demolition is necessary and recycling materials from construction and demolition.

POLICY 6.12  **City investment in street trees.** Invest in street trees as a valuable public infrastructure asset.

  a. **Multiple benefits.** Plant street trees to provide multiple benefits, including stormwater management, quality pedestrian environment, reduction in urban heat island, and wildlife habitat.
  
  b. **Maintenance.** Support innovative approaches, including public/private partnerships, to ensure adequate long-term maintenance of street trees to address tree-related concerns such as sidewalk repair.

POLICY 6.13  **Bird and wildlife-safe development.** Encourage bird-friendly building and lighting design and management practices, to reduce hazards to resident and migrating birds, fish and other wildlife speciees.
POLICY 6.14  **Low-carbon development.** Reduce carbon emissions from existing and new buildings, transportation systems and infrastructure.

    a. **Healthy retrofits.** Support retrofits to existing buildings to reduce energy use and improve indoor air quality.

    b. **Green building.** Encourage high-performance new buildings that meet the energy targets of the Architecture 2030 Challenge and 2015 Climate Action Plan, including net-zero energy use in all 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.** Support the use of green infrastructure to increase carbon sequestration and reduce energy needed to cool buildings in summer.

**DISTRICT POLICIES: HEALTH AND ENVIRONMENT**

This section contains Health and Environment policies specific to a particular Central City district.

**West End**

POLICY 6.WE-1  **Build on existing high performance areas.** Encourage “high performance areas” that promote energy efficiency and green building technologies and practices at a neighborhood scale, particularly in new development adjacent to the Pearl’s Brewery Blocks.

**Goose Hollow**

POLICY 6.GH-1  **High performance Lincoln High School.** Encourage “high performance areas” in areas with large amounts of planned new development or redevelopment, especially the Lincoln High School site.

POLICY 6.GH-2  **Water management and reuse.** Take advantage of Goose Hollow’s topography, identify opportunities for stormwater management, as well as rainwater harvesting and reuse within the district.
**The Pearl**

**POLICY 6.PL-1**  
**High performance large sites.** Encourage “high performance areas” that promote energy efficiency, green building technologies, sustainable site design and practices at a neighborhood scale, particularly in areas with large amounts of planned new development or redevelopment such as the US Postal Service site.

**Old Town/Chinatown**

**POLICY 6.OT-1**  
**High performance rehabilitation.** Support the inclusion of carbon reducing and environmentally friendly features and technologies in the rehabilitation of historic structures while preserving their historic character.

**Lloyd**

**POLICY 6.LD-1**  
**Sustainable district.** Promote innovation and leadership in the Lloyd in the areas of sustainable and restorative development, energy efficiency, water conservation, waste reduction and climate adaptation. Support partnerships that facilitate district-wide strategies.

**POLICY 6.LD-2**  
**Sullivan’s Gulch.** Enhance natural resources within Sullivan’s Gulch to improve its function as a habitat corridor, reduce the risk of wildfire and landslide, and maintain and enhance public views, while providing flexibility to incorporate a recreation trail.
Central Eastside

POLICY 6.CE-1  **Freight-compatible green infrastructure**. Plan for the development of green infrastructure, in the public right-of-way and on private property, taking into account freight street hierarchy by prioritizing city walkways and bikeways and mixed-use corridors for improvements such as trees and living walls throughout the district. Support the industrial area’s functional relationship to the river.

POLICY 6.CE-2  **Strategic tree canopy enhancement**. Promote planting, district-wide, and especially along mixed use commercial corridors with higher employment densities and residential uses, and along pedestrian and bike corridors. Select trees and locations that provide adequate clearance for freight movement on streets prioritized for freight mobility.

South Waterfront

POLICY 6.SW-1  **High performance district**. Encourage “high performance areas” that promote energy efficiently and green building technologies and practices at a neighborhood scale particularly in areas with large amounts of planned new development.

University District/South Downtown

POLICY 6.UD-1  **High performance university campus**. Support PSU as an urban laboratory to promote energy efficiency and green building technologies and practices, as well as sustainable site design and development.