

# **The Policies of Portland's Central City Plan**

**Goose Hollow District Effective  
February 7, 1996**

**University and River District Effective  
July 1, 1995**

**City Of Portland  
Bureau Of Planning**

To help ensure equal access to information, the City of Portland Bureau of Planning offers the following services to disabled citizens:

- Interpreter (two working days notice required);
- Accessible meeting places;
- Audio Loop equipped hearing rooms in City Hall and the Portland Building; and
- Planning documents printed in large type sizes for the visually-impaired (two working days notice required).
- If you have a disability and need accommodation, please call 823-7700 (TDD 823-6868). Persons needing a sign language interpreter must call at least 48 hours in advance.

# Acknowledgments

## PORTLAND CITY COUNCIL

Vera Katz, Mayor  
Gretchen Kafoury, Commissioner of Public Affairs  
Earl Blumenauer, Commissioner of Public Works  
Charlie Hales, Commissioner of Public Safety  
Mike Lindberg, Commissioner of Public Utilities

## PORTLAND PLANNING COMMISSION

Richard Michaelson, President  
Doug Van Dyk, Vice President

Steve Abel  
W. Richard Cooley  
Sarah ffitch  
Bruce Fong  
Paul Schuback  
Ruth Scott  
Noell Webb

## Portland Bureau of Planning

Charlie Hales, Commissioner of Public Safety  
David C. Knowles, Planning Director

## Project Staff

### Goose Hollow District

Robert E. Clay, Chief Planner  
Jim Claypool, Senior Planner  
Brinda Sastry, Associate City Planner  
Geoff Sauncy, Graphic Illustrator

### University and River District

Michael S. Harrison, AICP, Chief Planner  
Leo Dean Williams, Senior Planner  
Ellen M. Wax, City Planner  
Susan D. Gregory, Clerical Specialist

## **University District Concept Plan Prepared By:**

### **Portland State University District Steering Committee**

Lindsay Desrochers, V.P., Finance and Administration  
Roger Ahlbrandt, Dean, School of Business Administration  
Regina Borum, Director, Corporation and Foundation Relations  
Brian Chase, Director, Facilities Department  
Sherwin Davidson, Dean, School of Extended Studies  
Rod Diman, Vice Provost, Academic Affairs  
Thomas Fox, Vice President, Development and Public Affairs,  
Oregon Health Sciences University  
Peter Fry, Graduate Student, School of Urban and Public Affairs  
Thomas Harvey, Assistant Professor, Department of Geography  
Barbara Holland, Executive Director Community Relations  
Juan Mestas, Vice Provost and Dean of Students  
Janis Nichols, Director, Public Relations  
Ethan Seltzer, Director, Institute of Portland Metropolitan Studies  
Steve Sivage, Senior Education Campus Planner, Finance and Administration  
Richard Toscan, Dean, Fine and Performing Arts  
Nohad Toulan, Dean, Urban and Public Affairs  
Ed Washington, Office of Public Relations  
Ann Weikel, Professor, Department of History

### **Association for Portland Progress/University Task Force**

Charles Lenard, U.S. West Communications (Chair)  
Graham L. Colton, CB Commercial  
Lindsay Desrochers, Portland State University  
Kent Duffy, SRG Partnership  
Richard Edwards, Miller Nash Wiener Hager & Carlson  
Steffeni M. Gray, Association for Portland Progress  
Michael S. Harrison, Portland Bureau of Planning  
Donald C. McClave, Portland Metropolitan Chamber of Commerce  
Jack S. Saltzman, Oregon Pacific Investment Development  
Jon J. Schleuning, SRG Partnership  
Ruth E. Scott, Association for Portland Progress  
Edward Simpson, U.S. Bancorp  
Douglas Stirling, Rowllins Huding Hall of Oregon, Inc.  
Dennis Williamson, KGW TV  
Leo Dean Williams, Portland Bureau of Planning

### **Portland State University Facilities Planning Staff**

Brian Chase, Director of Facilities  
L. Russ Cooley, Research & Development  
Chuck Cooper, Technical Support  
Burt Ewart, Project Architect  
Dave Johnson, Summary Writer & Editor  
Catherine Lawson, Liaison Planner  
David Loftus, Production  
Bonnie McKay, Research & Development  
Richard B. Piekenbrock, Staff Architect  
Bob Wise, Consulting Planner, Robertson Grosswiler & Co.

## **River District Development Plan Prepared By:**

### **River District Steering Committee**

Bob Ames, Chair  
Jean DeMaster  
Larry Dully  
David Knowles  
Don Magnusen  
Bill Naito  
Pat Prendergast  
Vic Rhodes  
Carol Smith-Larson  
Debbie Wood

### **Contributors**

City of Portland Transportation Engineering  
City of Portland Bureau of Planning  
City of Portland Bureau of Environmental Services  
City of Portland Parks and Recreation  
E. D. Hovee & Co.  
Geotechnical Resources Inc.  
Kittelson & Associates  
Moffatt Nichol & Bonney  
Murase Associates  
Old Town/Chinatown Neighborhood Association  
Ogden Beeman & Associates  
OTAK  
Pearl District Neighborhood Association  
Port of Portland  
Portland Development Commission  
Shiels & Obletz  
Zimmer Gunsul Frasca Partnership

## **Goose Hollow Station Community Plan Prepared With the Assistance of:**

### **Westside Light Rail Station Area Planning Management Committee**

G.B. Arrington, Tri-Met  
Jim Claypool, City of Planning  
Mary Weber, Metro  
Brent Curtis, Chair, Washington County  
Marion Hemphill, City of Hillsboro  
Elaine Wilkerson, City of Beaverton  
Robin Mc Arthur-Phillips, Oregon Department of Transportation

### **Westside Light Rail Station Area Planning Technical Committee**

Rajiv Batra, City of Hillsboro  
Hal Bergsma, Chair, Washington County  
Terry Lassar, Metro  
Henry Markus, Tri-Met  
Stephen Neil, City of Beaverton  
Brinda Sastry, City of Portland  
Bob Yakas, City of Hillsboro

### **Goose Hollow Foothills League**

David Allred, Vice President  
Stan Chesshir  
Mary Ann Deffenbaugh  
Jon Farmer, Treasurer  
Doug Gentner  
Howard Glazer  
Jon Joiner  
Sharon Paget, President  
Joanne K. Palmer  
Jerry Powell  
Bill Reilly Jr.  
Al Rollins  
Len Stevens, Secretary  
Michael Thompson

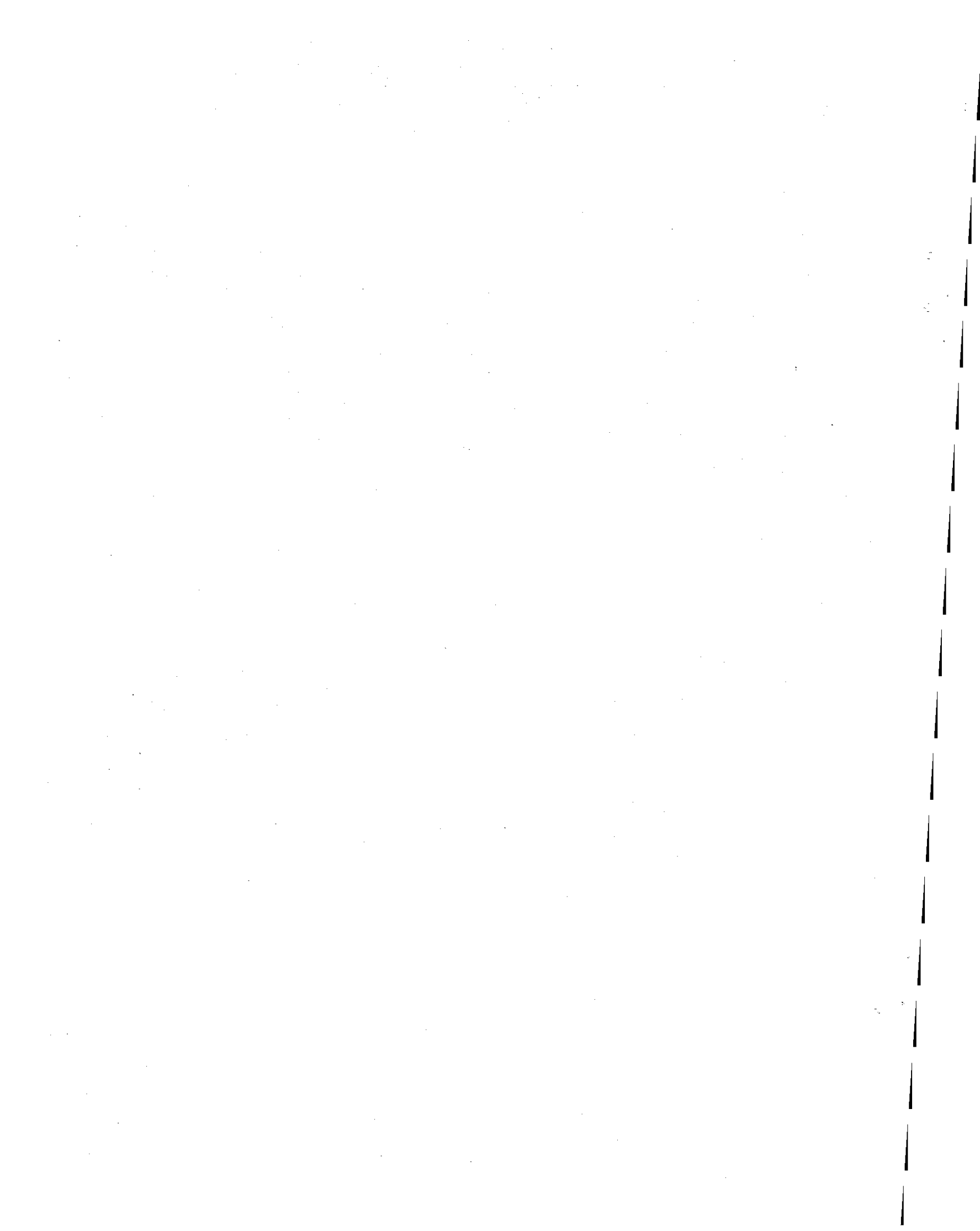
### **Neighborhood Development Committee**

David Allred, VP GHFL  
Jim Claypool, Portland Bureau of Planning  
Howard Glazer, Committee Chair/GHFL  
Kim Knox, Tri-Met  
Roger Neu, Schnitzer Investment  
Jerry Powell, GHFL, Land Use Chair  
Michael Thompson, GHFL  
Brent Denhart, *Ex Officio*  
Bill Hawkins, *Ex Officio*  
Roger Yost/Joachim Grube, *Ex Officio*

**Thanks also to other neighborhood residents and interested citizens who participated in Goose Hollow Station Community Planning Workshops in 1994-95**

# Table of Contents

	Page #
<b>Introduction</b> .....	1
<b>A Vision of the Central City in the Future</b> .....	3
<b>Functional Policies</b>	
Policy 1: Economic Development .....	7
Policy 2: Willamette Riverfront.....	8
Policy 3: Housing.....	9
Policy 4: Transportation .....	10
Policy 5: Human Services.....	11
Policy 6: Public Safety.....	12
Policy 7: Natural Environment.....	13
Policy 8: Parks & Open Space .....	14
Policy 9: Culture & Entertainment.....	15
Policy 10: Education.....	16
Policy 11: Historic Preservation .....	17
Policy 12: Urban Design.....	18
Policy 13: Plan Review.....	19
<b>District Policies</b>	
Policy 14: Downtown.....	20
Policy 15: Goose Hollow.....	21
Policy 16: University District.....	22
Policy 17: River District.....	23
Policy 18: Lower Albina .....	24
Policy 19: Lloyd Center/Coliseum .....	25
Policy 20: Central Eastside .....	26
Policy 21: North Macadam .....	27





# Introduction

The Bureau of Planning is in the process of incorporating adopted changes into an amended Central City Plan (CCP) document. On April 12, 1995, City Council took final action and adopted Ordinance No. 168702. This amendment to the CCP adding the University and River Districts took effect on July 1, 1995. On January 10, 1996, City Council took final action and adopted Ordinance No. 169699 amending the CCP with changes to the Goose Hollow District.

This is an interim document showing the changes made to the CCP policies, while full revision of the CCP is being done. The amended CCP is scheduled for completion in Summer, 1996.

Amending the CCP by incorporating the policies, further statements, and land use designations of the University and River District Plans, requires related amendments to other CCP functional and district policies. Minor changes and adjustments are made to policies such as Economic Development, Willamette Riverfront, Housing, and Transportation. The CCP ordinance amendment package also includes minor changes to the CCP Vision Statement.

On April 12, 1995, City Council also took final action and adopted Resolution No. 35384, which includes the Action Charts for the University and River District Plans. On January 10, 1996 City Council also took final action and adopted Resolution No. 35483, which included the Action Chart for the Goose Hollow District Plan. Action Charts describe proposed projects, programs and regulatory action, and identify an appropriate time frame for implementation of these items. Action Charts have accompanying Urban Design Plans that geographically illustrate the proposals listed in the charts.

The Action Charts are not adopted by Ordinance and are not part of the City of Portland Comprehensive Plan. However, they were adopted by resolution and will be included in the revised CCP. Additionally, minor changes and adjustments are made to Action Charts of other CCP functional and district policy areas. These changes reflect the addition of the three new district policies, and reflect the updating of Action Charts where items are known to be complete or are no longer applicable.

For information about the University and River Districts, please telephone Ellen Wax, at 823-7836. For information about the Goose Hollow District, please telephone Jim Claypool, at 823-7198.



# A Vision of the Central City in the Future

*"I pray you, let us satisfy our eyes  
with the memorials and the things of fame  
that do renown this city."*

William Shakespeare, "The Twelfth Night"

The City is the legacy we leave for the future. Each generation makes its contribution. This Central City Plan is today's attempt to define and refine our legacy to Portland. Our dream of how our City should be and could be for the next generation is presented in this Plan. Such a plan is a statement of confidence, optimism and belief in ourselves, a statement that our City can change and become a better place.

This Vision sets forth the aspirations of this planning effort. In the future, the Vision will be used when the Plan is amended or interpreted to ensure that the values it embodies are not lost. The vision statement is in the present tense, as if we were speaking of the City today. While our vision is to continue many aspects of today's City, the vision should be read as describing the City we wish Portland to become in the next 20 years.

## **We Envision, the Central City as the region's economic center, . . .**

The Central City remains the heart of the metropolitan area economy and the largest and most vital employment center in the region. A wide diversity of activities flourish and provide employment opportunities. Here is found a regional center for administration, finance, professional services, education and government activities. The area houses a strong retail center that offers the most diverse range of goods and services in the State.

Industrial uses have a strong presence in the Central City. Oregon's largest concentration of incubator industries is found here. They are supported by a centralized warehousing and distribution base and manufacturing activities benefiting from a centralized location. The Willamette River remains a working river, linking Portland with river traffic from the Willamette and Columbia River basins.

A major center of culture and education, the Central City, through Portland State University and other learning facilities, provides training needed by its citizens for success and personal enrichment. The Central City houses one-of-a-kind cultural, entertainment and ceremonial facilities and hosts many exciting celebrations and events. Here we are only a short walk from work, classes, dining, music, theater and home. This closeness reinforces the tie between the Central City's economy and a large residential community. People live here because they enjoy being in the midst of the glitter and the excitement of Oregon's urban center.

### **and its transportation hub, . . .**

A diverse transportation system serves and supports Central City growth but does not dominate the environment of the area. A regional light rail system extends radially to link surrounding neighborhoods and communities together with and through the Central City. Driving to and within the area is pleasant, and parking is available for those needing to travel by car. Vintage trolley lines and water taxis link cultural, historical, educational and recreational attractions together with retail areas within and outside the core. Walking and bicycling are pleasurable means of travel on attractive, convenient and safe routes which unite the Central City with adjacent neighborhoods. Residential communities within and near the Central City are protected from the noise and congestion of through traffic.

### **with an exhilarating environment, . . .**

Throughout the Central City, buildings use natural materials and maintain a human scale. Structures and places of historical or architectural significance are surrounded by new compatible development. The City's skyline has grown. Following major transit corridors, a procession of distinctive towers have added to Portland's architectural heritage. Engaging architecture abounds in lower intensity areas where designers have carefully reinforced the special identity and character of the Central City's many distinct Districts.

The Central City is a vital, exciting and active place which operates 24 hours a day. Its retail area sidewalks are lined with shops and are full of people. Office buildings and residential towers glitter amongst parks, plazas and streets lined with stately trees. Light rail lines and electric trolley buses quietly glide down its streets transporting workers, shoppers and visitors. Walks, gateways and parks are rich with public art.

Trees line walks and major transportation corridors, providing shade and habitat and reinforcing a Central City network of green spaces. Open spaces offering an opportunity for rest and quiet are found throughout the Central City. Streets, sidewalks, trails, plazas and parks are free of litter, well-maintained and richly planted. The natural setting of the Central City is accentuated with buildings, open spaces and streets which blend with the Tualatin Hills, the Cascades, and river vistas to create a dramatic backdrop for an attractive and memorable place.

### **that focuses on the Willamette River, . . .**

The air is fresh and the Willamette River is clean, inviting and accessible from both banks. Urban in nature, the river front is lined with a mixture of activities and open spaces. The Willamette River services a world seaport and the community embraces it with respect. The Willamette is a treasure that new development focuses on, honoring and celebrating Portland's genesis. The river provides pleasure, passage and profit, nourishing the City's growth and enjoyability. Building heights step down to the river preserving and enhancing views to and from the water, taking advantage of the river front's natural beauty. Access to the riverbank and the water's surface is available at frequent intervals. Along both sides of the Willamette public attractions offer cultural, educational and social opportunities to enjoy the City and the River. The water taxi system connects waterfront activities and attractions.

The Greenway Trail runs along the banks of the Willamette. This river trail loop ties the Central City to a larger system of walks that lead to surrounding districts and neighborhoods. These walkways also link a network of parks and open spaces which provide settings for wildlife and human activity.

**a good place to live, . . .**

A wide choice of housing types and prices is available for a diversity of urban lifestyles and incomes. Residential development is clustered in neighborhoods where the needs of the residents for support goods and services, including social services and education, can be met. Opportunities for socializing, recreation, quiet and solitude are all close at hand, as are facilities and events which enrich the mind and spirit.

**a city that cares, . . .**

Social and health services are available and provide dignified care to dependent populations. The community offers training and support for those able to become more independent.

**where we work together.**

The public and private sectors work together pursuing the continued strengthening and growth of Portland's economy, diverse employment base, and cultural and educational activities. City government is open and accessible. It provides leadership in promoting and implementing public policy. Government is willing and able to respond quickly, creatively, and efficiently to provide innovative ways of meeting the challenges facing the community. The private sector and educational institutions participate in the success of government by actively helping in decision-making and adding their talent and understanding to help solve community problems.

Regulations, laws, and policies are interpreted and enforced equitably and justly. The Central City is a place which feels and is safe for all its citizens. Cultural and ethnic diversity is celebrated, and personal freedom is cherished and protected. Business supports the cultural and educational life of the City. Government encourages business, civic and neighborhood organizations to participate in decision-making and in helping it honestly evaluate its successes and failures.

**Above all, we envision a livable city !**



## **Policy 1: ECONOMIC DEVELOPMENT**

---

**Build upon the Central City as the economic heart of the Columbia Basin, and guide its growth to further the City's prosperity and livability.**

**FURTHER:**

- A. Foster the development of at least 75,000 additional new jobs in the Central City by the year 2010.
- B. Enhance the Central City's dominance in finance, government, professional services, culture, entertainment, and as a business headquarters location.
- C. Strengthen the Central City's role as a retail center, tourist attraction, and center for diverse educational programs.
- D. Support and maintain manufacturing and distribution as significant components in the Central City economy.
- E. Capture the opportunities for new jobs and investment created by the new Oregon Convention Center.
- F. Support the retention and expansion of existing businesses while attracting and encouraging new businesses in the Central City.
- G. Build on and market the Central City's livability as a central component of Portland's economic development strategies.
- H. Recognize the role PSU plays in enhancing the Central City's economy. Work with PSU to develop an advanced technology focus within the Central City.
- I. Fulfill the vision of the River District development plan which identifies a projected investment of \$150 million in infrastructure to generate \$750 million of development, including approximately 5,500 housing units, 1.5 million square feet of office space, and 500,000 square feet of retail facilities, which will contribute to the economic vitality, diversity, and livability of the Central City.

## **Policy 2: THE WILLAMETTE RIVERFRONT**

---

**Enhance the Willamette River as the focal point for views, public activities, and development which knits the city together.**

### **FURTHER:**

- A. Recapture the east bank of the Willamette Riverfront between the Marquam and Steel Bridges by expanding and enhancing the space available for non-vehicular uses.
- B. Locate a wide range of affordable and attractive public activities and attractions along the riverbank and create frequent pedestrian access to the water's edge.
- C. Encourage a mixture of land uses along the river, while protecting opportunities for water-dependent uses, especially north of the Broadway Bridge.
- D. Maintain and improve public views to and from the river.
- E. Improve the Central City's bridges for pedestrians and bicyclists and enhance the bridges' role as connections between the two sides of the Willamette.
- F. Encourage development of facilities that provide access to and from the water's surface throughout the Central City.
- G. Foster opportunities for touching and entering the Willamette River.
- H. Honor and celebrate the Willamette River for its importance to Portland. Promote development that creates a positive relationship with the urban river environment by insuring that development integrates with the river front in a manner that respects and enhances its significance.



## **Policy 3: HOUSING**

---

**Maintain the Central City's status as Oregon's principal high density housing area by keeping housing production in pace with new job creation.**

### **FURTHER:**

- A. Promote the construction of at least 15,000 new housing units in the Central City by the year 2010.
- B. Preserve and encourage rehabilitation of existing housing.
- C. Encourage the development of housing to meet diverse needs by encouraging a range of housing types, prices, and rent levels. Avoid isolating higher, middle, moderate, low and very low income households.
- D. Foster housing development as a key component of a viable urban environment. Encourage a mix of rental and owner-occupied housing that accommodates the variety of households and families attracted to a Central City lifestyle. Include affordable housing in this mix.
- E. Secure greater regional participation in addressing the housing needs of the homeless, low-income and other special needs populations.
- F. Where residential development is required, assure that when development of the housing is deferred to the future the housing site is designated and zoned residential.
- G. House at least 15 percent of PSU students in university housing. Locate university housing within the District or within walking or bicycling distance of the District, or at a location with a direct transit connection to the District.
- H. Facilitate housing ownership in order to foster a vested interest and "stewardship" in the Central City by residents.

## **Policy 4: TRANSPORTATION**

---

**Improve the Central City's accessibility to the rest of the region and its ability to accommodate growth, by extending the light rail system and by maintaining and improving other forms of transit and the street and highway system, while preserving and enhancing the City's livability.**

### **FURTHER:**

- A. Develop the Central City as the region's transportation hub through construction of a regional light rail transit system.
- B. Work with Tri-Met and other metropolitan area jurisdictions to locate and obtain funding to complete the regional light rail transit system.
- C. Support transportation facility improvements that improve the flow of traffic to, within and through the Central City.
- D. Recognize that parking is an important element in the transportation system which supports growth and ensure that each district has adequate parking while improving air quality and traffic flow.
- E. Encourage the use of bicycles and other alternative modes of transportation for general access into and within the Central City by improving the pleasure and safety of the transportation system.
- F. Create safe and secure pedestrian and bicycle access and bicycle parking within the Central City. Separate bikeways and pedestrian ways wherever it is both practical and possible, especially in parks and open space.
- G. Protect residential neighborhoods from auto and truck through-traffic.
- H. Develop new systems and better utilize the existing transportation system to promote tourism by connecting the City's hotel, retailing, recreational, cultural and entertainment attractions.
- I. Improve the movement of goods to, from and within the Central City.
- J. Develop an integrated transportation system where each mode, and the system as a whole, is both efficient and practical.
- K. Preserve access for all transportation modes on rights-of-way that lead directly to and from bridges.
- L. Establish a LRT station and transit center within the University District. Provide for convenient transfers between LRT, bus and Central City Streetcar systems.
- M. Manage on-street and off-street parking to foster economic growth and an active pedestrian environment while reducing per capita vehicle miles traveled, encouraging the use of transit, carpooling, walking and bicycling, and improving air quality.

## **Policy 5: HUMAN SERVICES**

---

**Provide social and health services for special needs populations, and assist dependent individuals to become more independent.**

**FURTHER:**

- A. Create opportunities for job training and employment.
- B. Ensure that those in the greatest need receive aid and that it is given in a dignified and caring manner.
- C. Reduce conflict between members of special needs populations and other residents, workers and visitors to the Central City.
- D. Protect and preserve the City's single room occupancy (SRO) housing resource.
- E. Implement Portland's Strategy for Fair Housing. Consider the strategy when siting social service facilities in the Central City.
- F. Support efforts to coordinate the delivery of social services, and actively support provision of community-based care and other innovative models of service provision.
- G. Improve the programs and opportunities at PSU for senior citizens to study and participate in the University District community.
- H. Ensure that necessary social services and facilities are available as needed and are integrated into the Central City in a manner that is consistent with the City of Portland and Multnomah County's coordinated housing and social service plans.

## **Policy 6: PUBLIC SAFETY**

---

**Protect all citizens and their property, and create an environment in which people feel safe.**

### **FURTHER:**

- A. Foster the development of a vital "24 hour" city which encourages the presence of people that "provide eyes on the street," to deter crime.
- B. Increase the visibility and accessibility of police.
- C. Create safer areas by utilizing tactics outlined in "Crime Prevention Through Environmental Design" (CPTED) published by the National Institute of Justice, in order to introduce a cost effective way of reducing crime and the fear of crime.

## **Policy 7: NATURAL ENVIRONMENT**

---

**Improve the Central City's environment by reducing pollution, keeping the Central City clean and green, and providing opportunities to enjoy nature.**

**FURTHER:**

- A. Reduce air pollution in the Central City.
- B. Improve water quality in the Willamette River.
- C. Reduce noise and create areas of quiet in the Central City.
- D. Create programs which discourage littering and provide increased litter removal.
- E. Enhance urban wildlife habitat areas and create opportunities to enjoy them and to use them for educational purposes.

## **Policy 8: PARKS AND OPEN SPACES**

---

**Build a park and open space system of linked facilities that tie the Central City districts together and to the surrounding community.**

### **FURTHER:**

- A. Create greenbelts that tie existing open spaces together using street trees, plazas, bicycle and pedestrian ways, recreational trails and new parks.
- B. Meet the open space and recreation needs of each of the Central City districts.
- C. Establish public transportation connections among major recreational facilities on land and water.
- D. Ensure that a balance of passive and active parks and open space is provided.

## **Policy 9: CULTURE AND ENTERTAINMENT**

---

**Provide and promote facilities, programs and public events and festivals that reinforce the Central City's role as a cultural and entertainment center for the metropolitan and northwest region.**

### **FURTHER:**

- A. Encourage the support of the performing arts in the Central City.
- B. Increase the number, diversity and clustering of public and private art and entertainment facilities.
- C. Promote the purchase and display of public art.
- D. Encourage artists, crafts-people and entertainers to live and work in the Central City.
- E. Extend the South Park Blocks Cultural District south into the University District South Park Block area.

## **Policy 10: EDUCATION**

---

**Expand educational opportunities to meet the needs of Portland's growing population and businesses, and establish the Central City as a center of academic and cultural learning.**

### **FURTHER:**

- A. Promote PSU as an urban educational community and a regional leadership institution to meet citizens' needs for job training, continuing education, and personal enrichment.
- B. Encourage coordination, cooperation and sharing among educational institutions and libraries.
- C. Improve public access to the library collections in the Central City and coordinate the acquisition programs of the libraries.
- D. Encourage a partnership between educational and cultural institutions and business to improve opportunities for learning and expanding Portland's economic base.
- E. Expand opportunities for continuing education programs within the Central City.
- F. Encourage educational institutions and businesses to jointly develop job training programs aimed at helping reduce joblessness and cutting social service costs.



## **Policy 11: HISTORIC PRESERVATION**

---

**Preserve and enhance the historically and architecturally important buildings and places and promote the creation of our own legacy for the future.**

### **FURTHER:**

- A. Protect historically significant sites and architecturally important structures.
- B. Preserve the visual quality of historic districts by protecting historic structures and maintaining street furniture and other features which are in keeping with the historic character.
- C. Identify, protect and promote the City's historic sites and districts.

## **Policy 12: URBAN DESIGN**

---

**Enhance the Central City as a livable, walkable area which focuses on the river and captures the glitter and excitement of city living.**

### **FURTHER:**

- A. Create a rich and enjoyable environment for pedestrians throughout the Central City.
- B. Strive for excellence in the design of new buildings.
- C. Encourage designers of new developments to sensitively enhance Portland's human scale of buildings, streets and open spaces.
- D. Promote the formation of districts and neighborhoods with distinct character and a diverse and rich mixture of uses.
- E. Identify and protect significant public views.
- F. Locate the highest densities in the Downtown and along potential and existing transit corridors, and step density down toward the Willamette River, residential neighborhoods adjacent to the Central City, and as the distance from the core increases.

## **Policy 13: PLAN REVIEW**

---

**Periodically review the progress of the Central City Plan.**

### **FURTHER:**

- A. Assure that the ideas and dreams expressed in the Central City Plan remain an active concern of the City for the next 20 years.
- B. Refine and revise the proposed implementation actions as circumstances change.

## **Policy 14: DOWNTOWN**

---

**Strengthen the Downtown as the heart of the region, maintain its role as the preeminent business location in the region, expand its role in retailing, housing, and tourism, and reinforce its cultural, educational, entertainment, governmental and ceremonial activities.**

### **FURTHER:**

- A. Maintain and implement the Downtown Plan as a part of the Central City Plan.
- B. Continue to actively foster the growth and attractiveness of the Downtown, enhancing its competitive position over other commercial areas in the region.

## **Policy 15: GOOSE HOLLOW**

---

**Protect and enhance the character of Goose Hollow by encouraging new housing, commercial and mixed-use development which retains or enhances a sense of community while improving the urban infrastructure to support a more pleasant and livable community.**

### **FURTHER:**

- A. Create opportunities for 1,000 new households within the District over the next 20 years. Housing created should provide for those who enjoy a central city location with a neighborhood feel, as well as encourage diversity by attracting families.
- B. Encourage retail and commercial development in mixed-use projects centering on the Civic Stadium and Jefferson Street light rail stations which support the needs of the residential community.
- C. Improve pedestrian and bicycle connections to light rail and throughout the neighborhood.
- D. Emphasize linear corridor boulevards on SW 18th Avenue, Burnside and Jefferson Streets to provide active retail, plazas and other urban amenities.
- E. Provide neighborhood amenities by including small pockets of open space in conjunction with new, high density development.
- F. Create a local streetscape that places importance on the continuity of pedestrian pathways, building lines, street corners, and other important physical design qualities.

## **Policy 16: UNIVERSITY DISTRICT**

---

**Foster the development of a distinct sub-district which has its character defined by its focus on Portland State University (PSU). Shape the University District into a vital multi-cultural and international crossroads with an environment which stimulates lifelong learning, collaboration between business and government and a rich cultural experience.**

### **FURTHER:**

- A. Create a distinct identity which encompasses both campus and non-campus areas of the District.
- B. Build a linked system of north to south and east to west open spaces which help to focus and organize the District. Locate the north to south open space system along the South Park Blocks and the east to west system along Montgomery Street.
- C. Create light rail transit (LRT) access to the District from throughout the region and the Downtown, recognizing the District as one of the region's most significant destinations.
- D. Create at least 1,000 new units of housing within the District. Housing created should provide for those who enjoy living in the District environment as well as those with formal ties to PSU.
- E. Eliminate the regulation requiring PSU academic facilities to undergo Conditional Use Master Plan procedures for new development proposals.
- F. Create a University District shopping environment, centering on Montgomery Street with extensions north and south along Broadway; 5th and 6th Avenues, and at the proposed University Plaza. Additionally, foster the location of new commercial, retail, and service businesses at locations which front on open spaces, pedestrian paths and along 10th and 11th Avenues, west of Broadway.
- G. Encourage the development of businesses which serve the District and benefit from proximity to PSU.
- H. Improve pedestrian connections between the District and Goose Hollow and Lair Hill Neighborhoods.
- I. Reflect the establishment of the District by creating a University District Policy Element in the Central City Transportation Management Plan (CCTMP). Until the new element is created, recognize that the CCTMP Downtown Element is applicable to the University District.

## **Policy 17: RIVER DISTRICT**

---

**Extend downtown development throughout the River District that is highly urban in character and which creates a unique community because of its diversity; its existing and emerging neighborhoods housing a substantial resident population, providing jobs, services and recreation; and most important, its embrace of the Willamette River.**

**FURTHER**, to become the kind of place where people would like to live, work, and play:

- A. Pursue implementation of the River District urban design and development plans through public/private projects (proposals for action) as described in each of the four action areas of the River District Development Plan: (1) Union Station/Old Town, (2) Terminal One, (3) Pearl District, and (4) Tanner Basin/Waterfront.
- B. Preserve and enhance the River District's history, architectural heritage, and international character.
- C. Integrate social service facilities in a manner that is visually and functionally compatible with the River District and consistent with the City of Portland and Multnomah County's coordinated social service plan.
- D. Accommodate housing needs for diverse family structures.
- E. Provide neighborhood amenities that support River District residents who work and use the services provided by the Central City. Amenities include commercial, educational, medical, recreational, transportation, entertainment, emergency and social services.
- F. Accommodate industrial growth in industrial zoned areas.
- G. Pursue implementation and completion of the Chinatown Development Plan.
- H. Foster the development of artist residential/work space and gallery facilities.
- I. Incorporate strategic public investments in infrastructure that will stimulate private sector redevelopment. The River District needs increased transit services, improved streets, and open space.
- J. In coordination with the Combined Sewer Overflow (CSO) Tanner Creek Basin Project, daylight Tanner Creek through the center of the District and construct a large focal point basin connecting Tanner Creek with the Willamette River to provide a tangible amenity that distinguishes the River District.
- K. Contribute to the efficiency of urban living with development density, diversity of land use, and quality of design that will result in significant savings in the infrastructure costs of transportation, water, sewer, electricity, communications and natural gas.

## **Policy 18: LOWER ALBINA**

---

**Strengthen the economic development of the district as an industrial employment area while preserving its historic buildings and providing a connection for pedestrians to the Willamette River.**

### **FURTHER:**

- A. Preserve the riverbank for water-dependent industrial uses.
- B. While preserving the cluster of historical buildings along Russell Street, allow a mix of uses which promote the economic health of the district.
- C. Provide improvements which attract industry to the district.
- D. Provide a connection for the adjacent neighborhoods to the district and river.



## **Policy 19: LLOYD CENTER-COLISEUM**

---

**Reinforce the Lloyd Center as the eastern anchor of Central City retailing and locate the highest density new development in areas served by light rail.**

### **FURTHER:**

- A. Recognize the Lloyd Center-Coliseum District's role as a major entrance to the Central City.
- B. Improve the environment for pedestrians throughout the district and create a regional civic facilities campus which brings together the Convention Center and Coliseum.
- C. Promote and encourage the development of uses supporting the Convention Center and Coliseum.

## **Policy 20: CENTRAL EASTSIDE**

---

**Preserve the Central Eastside as an industrial sanctuary while improving freeway access and expanding the area devoted to the Eastbank Esplanade.**

### **FURTHER:**

- A. Encourage the formation of incubator industries in the district.
- B. Reinforce the district's role as a distribution center.
- C. Allow mixed use developments, which include housing, in areas already committed to nonindustrial development.
- D. Preserve buildings which are of historic and/or architectural significance.
- E. Develop Union and Grand Avenues as the principal north-south connection and commercial spine in the district for transit and pedestrians.
- F. Continue implementation of the Central Eastside Economic Development Policy.

## **Policy 21: NORTH MACADAM**

---

**Develop the district as a mixed use neighborhood with significant residential development along the river bank and commercial development along Macadam and the Jefferson Street light rail line.**

### **FURTHER:**

- A. Orient new development to pedestrians and provide frequent links to the river.
- B. Keep waterfront development low rise and allow taller buildings along the light rail corridor.
- C. Complete the Willamette River Greenway Trail riverbank connection between John's Landing and River Place.
- D. Improve road access and transit service within the district.

