

RIVER RENAISSANCE



VISION
JANUARY 2001



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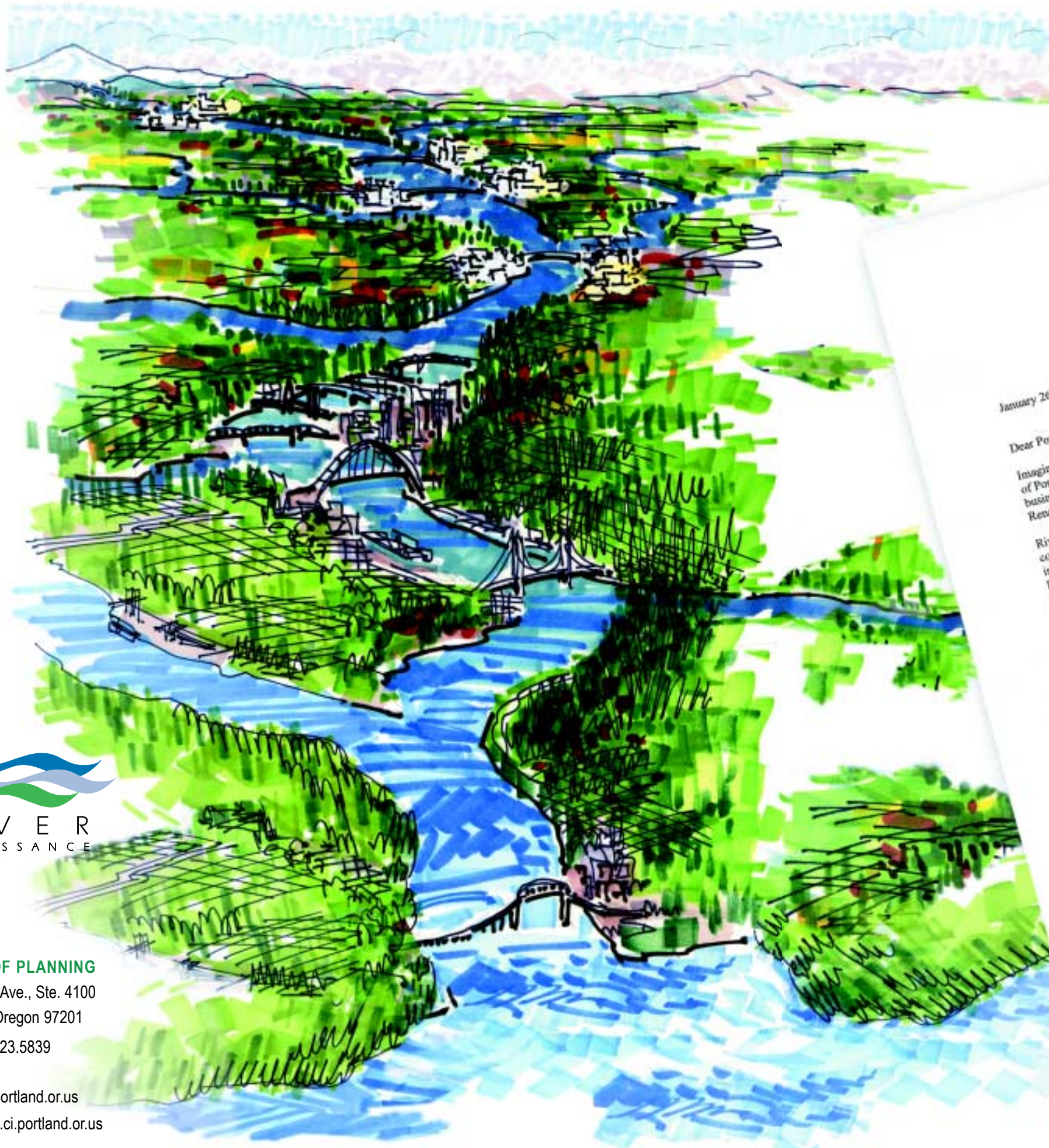
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The Office of
Vera Katz
Mayor Portland Oregon The City That Works

January 26, 2001

Dear Portlanders,

Imagine a vibrant city centered on a healthy Willamette River. Look ahead to the future of Portland where a natural river system thrives and links together industry, habitat, business districts, and neighborhoods. This future can be achieved through River Renaissance.

River Renaissance is a partnership for the revitalization of the Willamette River. This comprehensive new approach combines a shared vision and a strategy of actions that integrate the natural, recreational, urban, and economic roles that make the Willamette River so vital to our city and the region. River Renaissance was created to optimize city efforts, forge public-private partnerships, leverage resources, and mobilize the community to revitalize the River.

This River Renaissance Vision contains themes and ideas drawn from a broad community dialogue and from a variety of sources including existing plans, projects, and programs. More than one thousand of you helped us develop these ideas through a series of public workshops, guided river tours, and classroom sessions held this past fall.

A collaborative partnership of citizens, businesses, community groups, property owners, city bureaus, and governments will make the River Renaissance Vision a reality. Together we will plan boldly and wisely to restore the natural and community connections on both banks of the Willamette River.

I invite you to join River Renaissance. Give us your thoughts about this vision, and share it with your friends, neighbors and associates. Get involved!

With warm regards,

Vera Katz
Mayor

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CITY CLOSE-UP Portland's 200th Birthday

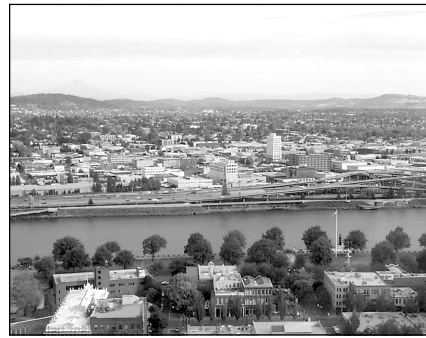
City's Return to the River

Reminiscing on the legacy of River Renaissance, launched at the turn of the millennium fifty years ago.

Portland — In celebrating this 200th birthday of our fair city, it is worthwhile to reflect upon the Portland of 50 years ago when citizens and city leaders gathered to start a movement known as 'River Renaissance.' Faced with challenging mandates from state and federal agencies to clean up the river and restore natural habitat, people looked deep into the soul of the city—the history and meaning of the place. They began the gradual embrace of the Willamette River and its watershed as the unifying element of the city, its form and history, and its place in nature. The city of their day was quite different from the one we know now.

On the west side, Downtown terminated at a seawall along the river, and the central east bank was dominated by a freeway. Jordan LeDoux, now 63, remembers standing on a new walkway beside the freeway known as the 'Eastbank Esplanade'. "We finally had a place to go on the east bank where we could see and touch the water," LeDoux remarked. "The noise was deafening but it was the start of something exciting. Now look at what we've accomplished."

Fifty years ago the water was fouled. Toxic substances penetrated the sediments on the river bottom, the fish were unhealthy to eat, and the banks were lined with concrete and construction debris. Due to overflowing sewers, 'no swim' days were regular occurrences.



A view of the Central Eastside riverbank from the West in 2001, 50 years ago.

Today, the river and tributaries are running clean. The popularity of wading, swimming, and fishing in the river is a source of pride to Portlanders. City planners and resource managers now protect water quality through a watershed and regional approach. Green rooftops and an extensive tree canopy absorb and filter rainwater before it reaches the river. The wooded corridors of Johnson, Tryon, and Fanno Creeks, the Columbia Slough, and smaller west side streams drain cold, clean water into the river.

Early in the century, major investments were made to clean up the toxics in Portland Harbor and all but eliminate sewer overflows into the river.

The Willamette River in Portland is one of the earliest examples of the international trend in managing urban rivers so that watershed health and human activities co-exist and are mutually supportive. Portlanders are committed to planting native vegetation in their yards. Productive aquatic and riparian habitats throughout the city have been restored and are now protected natural areas. The river and tributaries connect these pockets of greenspace. Ross Island, once a gravel mining operation, is now a natural area in the center of the city. Healthy populations of salmon and other wild native fish and wildlife have returned to the river, its edges, and floodplain.

Portland's 'working harbor' continues to evolve and flourish as the region's industries and cargo diversify. Portland Harbor remains one of the region's primary links to the global marketplace. This hub of marine, rail, and trucking networks provides efficient and economical freight movement for the region's industries and commerce. The policies that marshal the river's multiple resources have emphasized cost-sharing, local control, and certainty, encouraging reinvestment in industrial and transport facilities.

The harbor has also become more resilient as it has better adapted to its urban

Please see REFLECTIONS, Page C2

Portland: Reflections on the River

Continued from Page C1

context, accommodating the river's expanded natural and recreational functions and the prevention and cleanup of river pollution. The freeways, cargo docks, and rail lines that dominated the riverfront in prior decades have been redesigned and better integrated into the larger built and natural environment.

Portland's linked system of parks, trails, and open spaces radiate from the river. It is a tribute to our citizens that they had the foresight to acquire and develop much of the park system we enjoy today. People flock to the waterfront for annual festivals, sporting events, recreation, and relaxation. On any given day, children and adults assemble at the river to play soccer, fly model airplanes, throw frisbees, study the natural environment, or just doze off on a blanket. The city's green infrastructure also supports a clean river and a wide range of fish and wildlife species.

The completed Willamette River Greenway Trail connects adjacent neighborhoods to parks, natural areas, the Central City, and the larger regional trail system. Expanded public access, informational signs, and carefully placed viewpoints enhance the waterfront making it memorable and easy to navigate.

Bicycle transportation is thriving along the Willamette River Greenway Trail, mirroring the river's traditional function as a transportation corridor. This increased bicycle use helps to reduce our reliance on the automobile in the river corridor and

reduce the toxicity of roadway runoff reaching the river.

River taxis, ferries, tour boats, and cruise ships have also made the waterfront more accessible and popular. Convenient boat access from waterfront destinations and neighborhoods is provided by access ramps, boat slips, docks, and marinas. Wake-free days and zones have made the river inviting for kayaks and canoes.

New and expanding neighborhoods and business districts along the river, especially in the Central City, have become centers of economic vitality. The river is a major contributor to the appeal, activity, and urban design of these districts.

Reconfiguring the I-5 Freeway liberated the east bank of the Central City for other uses, including the extensive Eastbank Park and a growing district of cultural institutions along Water Avenue. Reminiscent of efforts in the 1970s that replaced Harbor Drive with Tom McCall Waterfront Park, these bold initiatives have reclaimed the Central Eastside as a vibrant waterfront district.

Segments of the seawall at Tom McCall Waterfront Park were reconfigured to allow people to sit at the river's edge while still providing flood control. Now festivals are held in a variety of riverfront locations.

Walking along the waterfront, one encounters a rich texture of experiences and destinations. It offers nature walks, urban promenades, playgrounds, marinas, restaurants, cafes, and art centers. Landmark architecture has emerged in many locations.

The waterfront is now one of the best venues to learn about and appreciate Portland and its evolution. Early use of the river by indigenous cultures is honored at sites along the waterfront. Replicas of early Portland ships and maritime museums connect Portlanders to the city's river and economic heritage. Remnants of historical uses and activities, such as bargeways and dock structures, are integrated into waterfront development.

Sustained leadership during the last 50 years has enabled the impressive strides made in River Renaissance. Government, business, and public collaboration is a trademark characteristic of the projects along the Willamette River and throughout the watershed. The enduring campaign for the river is evident in school curricula and field trips, river cruises, waterfront celebrations, and high profile planning and design efforts focused on the river. The River Renaissance Foundation has become one of the city's most prolific civic ventures.

Today, the riverfront offers a rich variety of tranquil places and bustling activities that satisfy our spiritual desire to see and touch the water. Our efforts have generated true awareness and respect for nature in the city and for Portland as a city in nature.

River Renaissance 2001

A CALL TO ACTION

ren • ais • sance (rĕn'ī-sāns', -zāns', rĭ-nā'səns) n
1. A revival : rebirth. 2. A period of revived artistic, scientific or intellectual achievement or enthusiasm

Charting the Course

River Renaissance

encompasses new initiatives and efforts already underway, including the City of Portland's Clean River Plan, the Endangered Species Act Program, the update of the Willamette River Greenway Plan, urban renewal plans, and others. Led by the Bureau of Planning, this multi-objective initiative will align city work plans, and generate opportunities to reap multiple benefits from our investments.

The River Renaissance Vision

is a sketch of the Willamette River as Portlanders would like to see it in the future. Today's Willamette faces diverse challenges. As we celebrate our 150th year as a city and approach the 200th anniversary of Lewis and Clark's arrival by river, it is timely to invite Portlanders to imagine the river's possibilities well into the future, and set forth a shared vision. The Vision is a general guide for creating and integrating future action plans. It is the foundation for the continuing activities of River Renaissance.

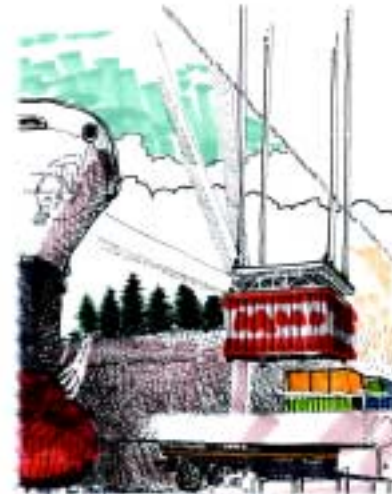
Over one thousand Portlanders participated in River Renaissance Vision events in Fall 2000, and have their fingerprints on this Vision. It will be further refined to reflect additional public comment before endorsement by City Council in March 2001. Successful implementation of this vision will require a long-term public commitment to resolving policy issues and balancing priorities.

a vision

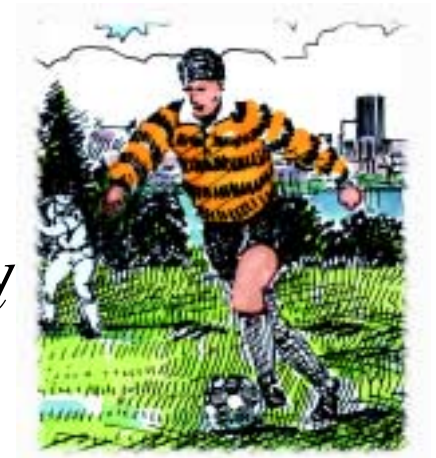
A clean and healthy river



A prosperous working harbor



for the



Portland's front yard

future



Vibrant waterfront districts and neighborhoods

of our

Partnerships, leadership, and education

river



assure a

C L E A N
A N D
H E A L T H Y
R I V E R *for*
*fish, wildlife,
and people*

Clean Water

Acknowledge the role of the watershed as a system of natural functions integral to maintaining the health of the Willamette River. Work with upstream and downstream communities and government agencies to advance and coordinate watershed protection, restoration, and cleanup.

Improve water quality in the river and tributaries through innovative stormwater management and control of sewage flows to the river.

Advance Superfund clean-up activities to remove or isolate pollutants in Portland Harbor and at their source.

Encourage environmentally-friendly building techniques and designs to use resources efficiently and minimize adverse impacts.

Do our part to recover wild native salmon populations in the river and its tributaries.

Restore and protect streamside habitat and floodplain areas. Plant native vegetation and control invasive species along waterways and throughout the watershed. Plan, restore, and maintain the Willamette River Greenway for fish, wildlife, and people.

Improve habitat conditions in Johnson, Tryon, and Fanno Creeks, the Columbia Slough, and the smaller westside streams.

Advance our scientific knowledge of clean and healthy river systems and their restoration in an urban environment.

Restore Ross Island as a natural area in the center of our city.



maintain and enhance our

**PROSPEROUS
WORKING
HARBOR**

The Economy Matters

Promote Portland as a hub for ship, barge, railroad, highway, and air transportation and as a Pacific Northwest gateway to the changing global marketplace.

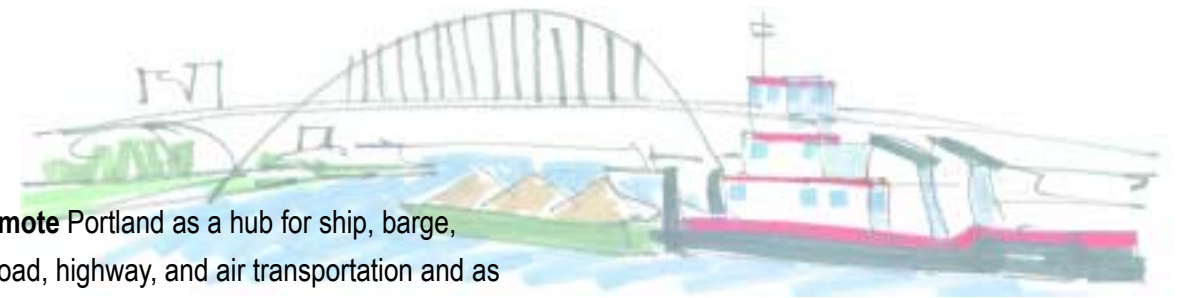
Provide efficient and economical freight movement for the region's industries and commerce.

Invest in the harbor's industrial districts — a cornerstone of our regional economy.

Explore and adopt new technologies, designs, and industrial practices that support habitat restoration and the improvement of water quality.

Integrate regional transportation objectives into river protection and enhancement activities.

Use the Portland Harbor Superfund listing as an opportunity to create new partnerships and environmental clean-up industries and technologies.



embrace the river as

PORTLAND'S FRONT YARD



The River is a Destination



Draw on the river as a place to reconnect with our history and the soul of our city.

Acquire lands for new and expanded parks and natural areas. Assemble an open space system that focuses on, and radiates from, the river.

Create opportunities for access to the water's edge, for boating, fishing, swimming, and other river recreation activities.

Complete the Willamette River Greenway Trail to provide a continuous recreation and transportation corridor along both sides of the river.

Connect new and existing neighborhoods to and across the river, through rails, trails, bikeways, streets, view corridors, and water taxis.

Build a world-class monument in a prominent riverfront location.



create vibrant

WATERFRONT DISTRICTS AND NEIGHBORHOODS



Districts Come Alive

As redevelopment occurs along the river, establish a prominent greenway with public spaces and natural places. Orient new development toward the river, and infuse buildings and neighborhoods with inspired architecture.

Strengthen the Central City by focusing on the river as a unifying feature.

Reconfigure the I-5 Freeway to bring together both sides of the Central City and to revitalize the eastside waterfront.

Create new commercial and residential areas along the river connected by diverse transit options such as water taxis.

Dedicate more of the waterfront to museums, cultural institutions, outdoor learning venues, Native American history, public art, and the interpretation of history and natural science.

Establish festivals, regattas, and sporting events to build awareness of and celebrate the river.



promote

PARTNERSHIPS, LEADERSHIP, AND EDUCATION

Collaboration

Assemble the River Renaissance Partners, a group of government, tribal, business, neighborhood, and environmental leaders to advocate for implementation of the Vision.

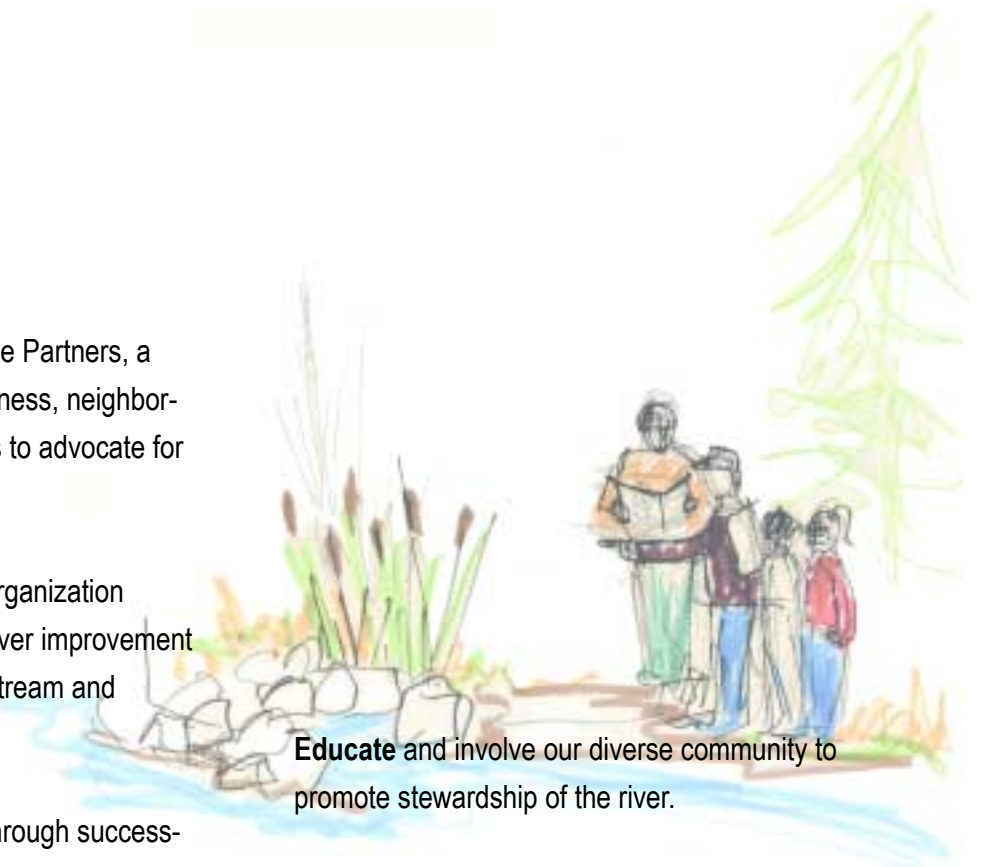
Establish a multi-jurisdictional organization responsible for managing local river improvement efforts and coordinating with upstream and downstream communities.

Inspire long-term commitment through successful early actions.

Educate and involve our diverse community to promote stewardship of the river.

Involve the schools and draw upon the energy, thoughts, and dreams of our future leaders.

Recognize that neither the public sector nor private enterprise can implement the Vision alone. Foster collaboration between public and private entities.



River Renaissance

LEADERSHIP

PORTLAND CITY COUNCIL

Mayor Vera Katz, Commissioner-in-Charge
Commissioner Jim Francesconi
Commissioner Charlie Hales
Commissioner Dan Saltzman
Commissioner Erik Sten

BUREAU DIRECTORS COORDINATION TEAM

Gil Kelley, Director, Bureau of Planning, Chair
Deborah Stein, Principal Planner, Bureau of Planning
Susan Anderson, Office of Sustainable Development
Tim Grewe, Office of Management and Finance
Charles Jordan, Bureau of Parks and Recreation
Marge Kafoury, Office of Government Relations
Mark Kroeker, Bureau of Police
David Lane, Office of Neighborhood Involvement
Margaret Mahoney, Office of Planning and Development Review
Dean Marriott, Bureau of Environmental Services
Felicia Trader, Portland Development Commission
Vic Rhodes, Office of Transportation
Mike Rosenberger, Bureau of Water Works
Steve Rudman, Bureau of Housing and Community Development
Robert Wall, Bureau of Fire

INTERBUREAU RIVER RENAISSANCE TEAM

Sallie Edmunds, Bureau of Planning, Project Manager
Betsy Ames, Office of Mayor Vera Katz
Larry Brown, Portland Development Commission
Roger Geller, Office of Transportation
Kate Green, Office of Planning and Development Review
Barb Grover, Bureau of Planning
Barbara Hart, Bureau of Planning
Roberta Jortner, Bureau of Environmental Services
Steve Kountz, Bureau of Planning
George Lozovoy, Bureau of Parks and Recreation
Brian McNerney, Urban Forestry Program
Jim Middaugh, Endangered Species Act Program
Kermit Robinson, Office of Planning and Development Review
Susan Schneider, Office of Government Relations
Dan Sirois, Bureau of Planning
Diane Sullivan, Bureau of Planning
Fred Wearn, Portland Development Commission
Karen Williams, Portland Development Commission

RIVER RENAISSANCE PARTNERS

Mayor Vera Katz, Chair
Rick Applegate, Consultant
Hank Ashforth, Ashforth Pacific Development, Inc.
Spencer Beebe, EcoTrust
Nina Bell, Northwest Environmental Advocates
Amanda Black, Southwest resident
Earl Blumenauer, US House of Representatives
Tim Boyle, Columbia Sportswear
David Bragdon, Metro
Marty Brantley, Portland Development Commission
Margaret Carter, Urban League
Kari Chisholm, X-PAC
Wendy Dunder, RiverScape Mural Project
Jim Ellis, Wacker Siltronic
John Emrick, Norm Thompson, Inc.
Neil Goldschmidt, Neil Goldschmidt, Inc.
John Gray, John Gray Foundation
Jerry Grossnickle, Columbia River Towboat Association
Mark Hatfield, former US Senator
Mike Houck, Audubon Society & Coalition for Livable Future
Wallace Huntington, Huntington & Kiest
Nelson Jones, Eastbank Riverfront Project
John Kitzhaber, MD, Governor of Oregon
Tom Kloster, North Portland resident
Paige Knight, Open Meadow Learning Center
Peter Kohler, Oregon Health Sciences University
Wayne Lei, Portland General Electric
Moshe Lenske, Southeast resident
Karen Lewotsky, Oregon Environmental Council
Mike Lindberg, former City Commissioner
Diane Linn, Multnomah County Commissioner
E. Kimbark MacColl Sr., Historian
Larry Martin, Portland Trail Blazers
Rod McDowell, Central Eastside Industrial Council
Jack McGowan, SOLV
Davis Moriuchi, US Army Corps of Engineers
Bob Naito, Naito Family
Janet Neuman, Lewis & Clark Law School
Ken Novack, Schnitzer Family
Robert Pamplin, Ross Island Sand & Gravel
George Passadore, Wells Fargo
Dick Reiten, Northwest Natural
John Russell, Business Leaders Roundtable
Open Meadow "Saving A Forgotten Environment" Class
Donald Sampson, Columbia River Inter-Tribal Fish Commission
Gene Spina, ATOFINA Chemicals, Inc.
Don Stephens, Brooklyn Neighborhood Association Board
Mike Thorne, Port of Portland
Bernie Thurber, Portland/Vancouver Rowing Association
Jean Vollum, Vollum Family
Barbara Walker, 40 Mile Loop Trail
Tom Walsh, Lewis and Clark 2005, Inc. Bicentennial
Gill Williams, Atlas Landscape Architecture
Travis Williams, Willamette Riverkeeper
Beverly Wilson, League of Women Voters
Jay Zidell, Zidell Family

schedule

Spring 2000 - to present ▶ Define the project and gather participants

October - December 2000 ▶ Invite the public to shape the Vision

January - March 2001

▶ **Share the Vision**

- Community meetings
- Commission meetings

March 21, 2001

▶ **Endorse the Vision**

- City Council Hearing

Beginning April 2001

- ▶ Convene community work groups
 - Analyze issues and opportunities
 - Develop policies and action strategies
- ▶ Promote stewardship and education
- ▶ Organize river-centered events
- ▶ Identify and initiate collaborative projects
- ▶ Mobilize resources
- ▶ Finalize long-term implementation strategies

get involved!

Experience the city from the river!

Participate in upcoming discussions and events.

Take part in restoration and stewardship activities.

Contact

Barbara Hart, Public Involvement Coordinator
503.823.5839 river@ci.portland.or.us



SEND US YOUR COMMENTS ...

on this Vision by March 7, 2001. Share your thoughts about priorities and next steps.

River Renaissance, City of Portland

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