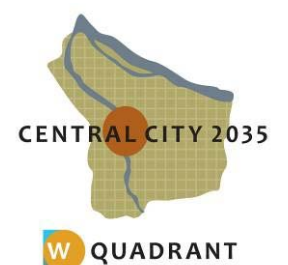




West Quadrant Plan



DRAFT 9/5/13 Concept Development Workbook



More Information

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Table of Contents

The West Quadrant Plan	p.1
Plan Process	
Using the Workbook	
We Want Your Input!	
Urban Design Principles	p.2
Concept Map Layers	p.3
Concept Map Layer 1: Land Use	p.4
Concept Map Layer 1a: Attractions and Special Places	p.6
Concept Map Layer 1b: Building Height	p.8
Concept Map Layer 2: Street and Development Character	p.10
Concept Map Layer 3: Open Space	p.12
Concept Map Layer 4: Green Systems	p.14

The West Quadrant Plan

The western area of Portland's Central City is remarkable for its forested hills, Downtown, Pearl District, Waterfront Park, PSU and much more. It has a concentration of jobs, housing and people working, living and traveling in and through it every day. Through the West Quadrant Plan, we can preserve what we enjoy, enhance what needs improvement and create new places for all Portlanders to experience the heart of the city and hub of the region.

The West Quadrant Plan is in the process of examining a range of land use, urban design, transportation, environmental and economic development issues in the western areas of the Central City. This includes the River District (including the Pearl District and Old Town/Chinatown), Downtown, Goose Hollow, University District and South Waterfront areas. An element of the broader Central City 2035 (CC2035) project to update the 1988 Central City Plan, this project will result in recommendations for policies to guide future public and private investment and development in the western quadrant of the Central City.

The West Quadrant Plan follows the adoption of the CC2035 Concept Plan and N/NE Quadrant Plan, which were both adopted by City Council resolution in October 2012. The West Quadrant Plan, now being undertaken, will be followed by the SE Quadrant Plan, which will focus on the Central Eastside. All quadrant plans will feed into and inform the final Central City 2035 Plan, which will revise the Comprehensive Plan, zoning maps and other implementation measures.

Plan Process

To start the process and public conversation in the West Quadrant, an early document titled the West Quadrant Reader was created. The Reader was a short newspaper-like document outlining issues, opportunities and ideas for Portland's West Quadrant.

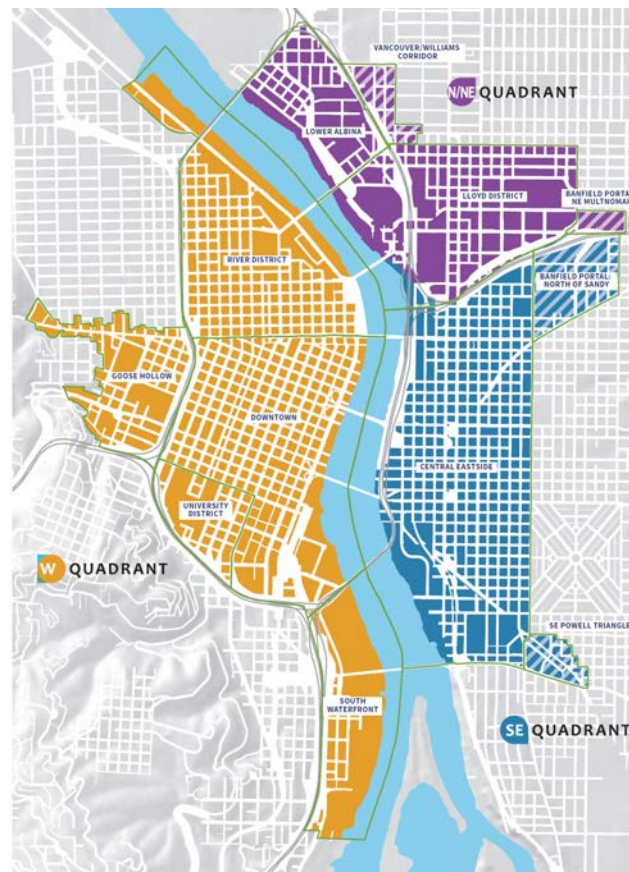
Prior to the official launch of the West Quadrant Plan, early planning work was completed in Goose Hollow and Old Town/Chinatown. These events held in December 2012 and March 2013 helped to identify assets, issues and opportunities as well as generate ideas for the future of the areas.

The West Quadrant Plan Stakeholder Advisory Committee (SAC) began meeting in March 2013 and jumped into identifying issues and opportunities. Their guidance, along with input from various public events, helped to guide the West Quadrant Charrette in June 2013. The Charrette brought together many stakeholders and produced a broad array of ideas for all the West Quadrant areas. These summarized ideas were presented to the SAC in July 2013 during Phase 3 of the project.

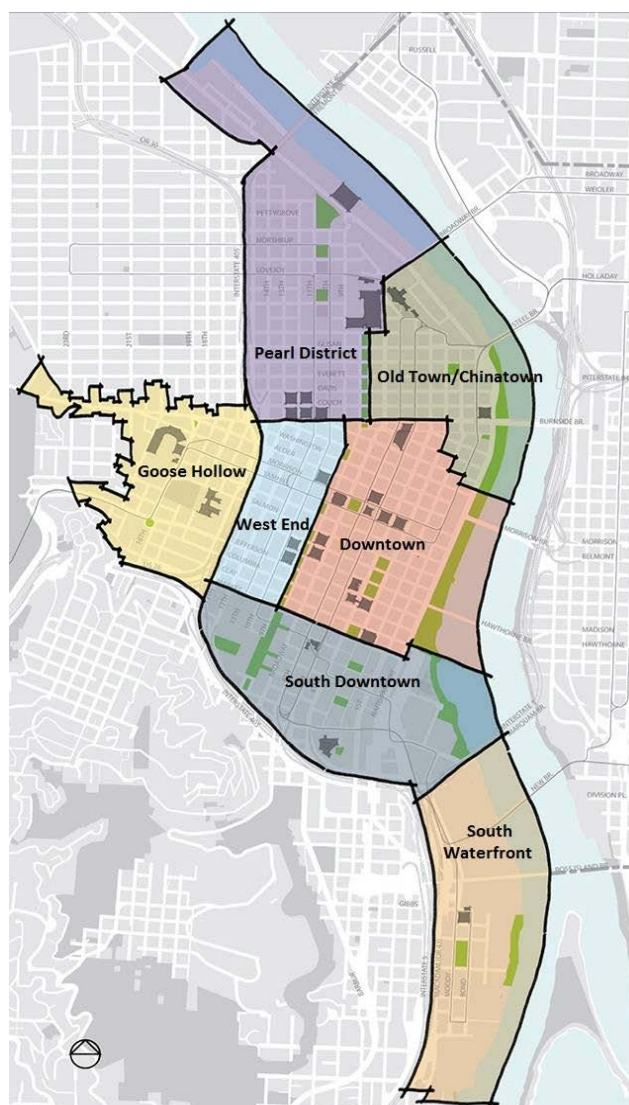
Now, moving into Phase 4 of the project, concepts at the Quadrant-wide level are being developed and are the focus of this workbook.

	STAGE	PUBLIC INVOLVEMENT
Winter 2013	1 Kick-Off	West Quadrant Reader
Spring 2013	2 Issues and Ideas	Online Community Survey and Public Charrette
Summer 2013	3 Debrief	Website and Community Events
Fall 2013	4 Concept Development	Public Open House and Community Survey
Winter-Spring 2014	5 Draft Plan	Public Open House

West Quadrant Plan Process



Central City 2035 Plan Project Map illustrating the three quadrant planning areas



West Quadrant Districts as described in the West Quadrant Reader (Feb. 2013)

Using the Workbook

This workbook contains two primary sections:

- West Quadrant-wide Urban Design Principles, illustrating the broad ideas which inform the concept layers; and
- West Quadrant-wide Concept Map Layers, illustrating future land use patterns and supporting infrastructure systems across the whole quadrant.

We Want Your Input!

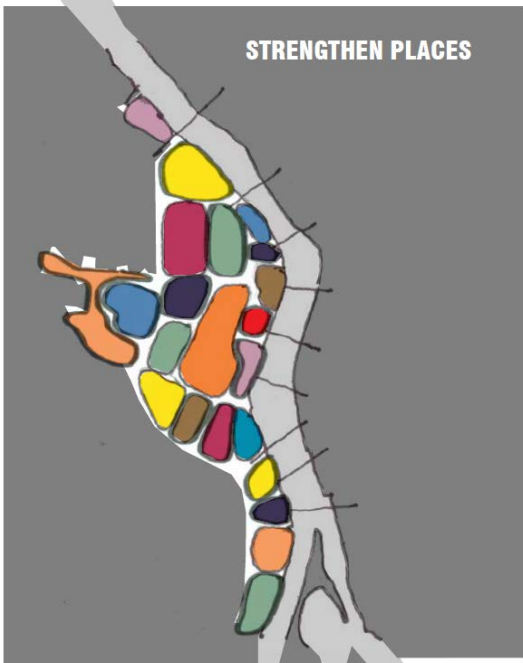
You can give us your comments in the following ways:

- Attend and make comments at a SAC meeting.
- Attend the Open House in late October (check website for dates) – www.portlandoregon.gov/bps/cc2035/westquad
- Send comments to the project's email – westquadrant@portlandoregon.gov
- Contact the project team with questions or to provide feedback (see inside cover for contact info)

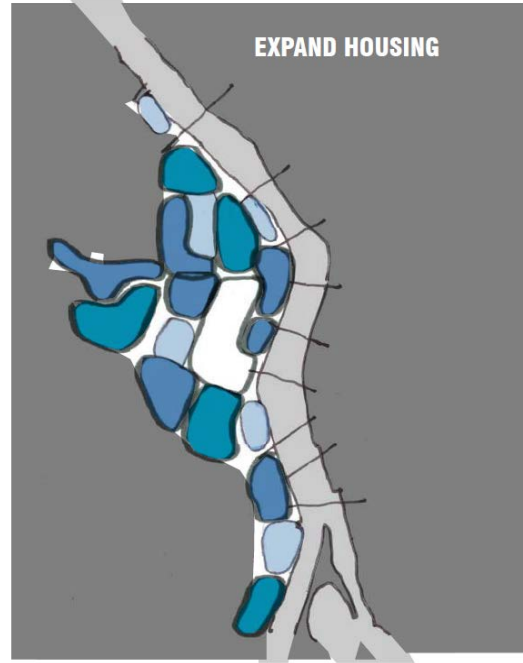
Your comments will be used by the SAC and project team to inform upcoming decisions over the fall. These decisions will include making any refinements to the quadrant-wide concepts and building a preferred alternative. A public event will be held to present the results in early 2014.

Urban Design Principles

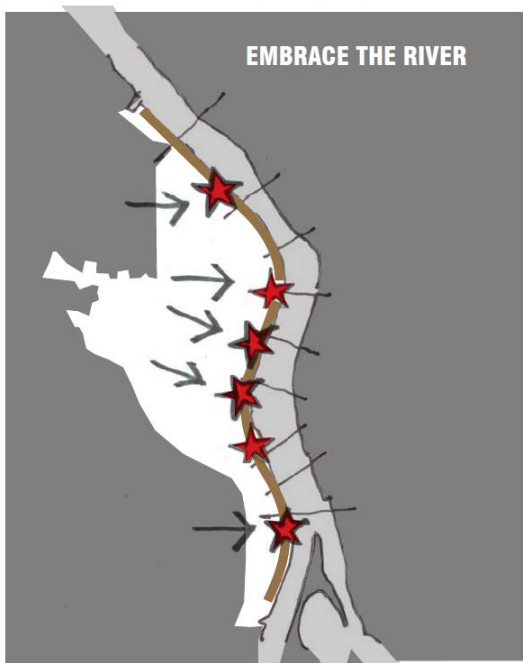
These seven organizing ideas for quadrant-wide urban form guided the development of the draft concept layers. They encapsulate several key themes from the West Quadrant Charrette.



Strengthen Places: Enhance the existing character and diversity of the West Quadrant by strengthening existing places and fostering the creation of new urban districts and experiences.



Expand Housing: Continue to broaden the range of household type, size and affordability in the West Quadrant by integrating new housing opportunities as a key piece of each district.



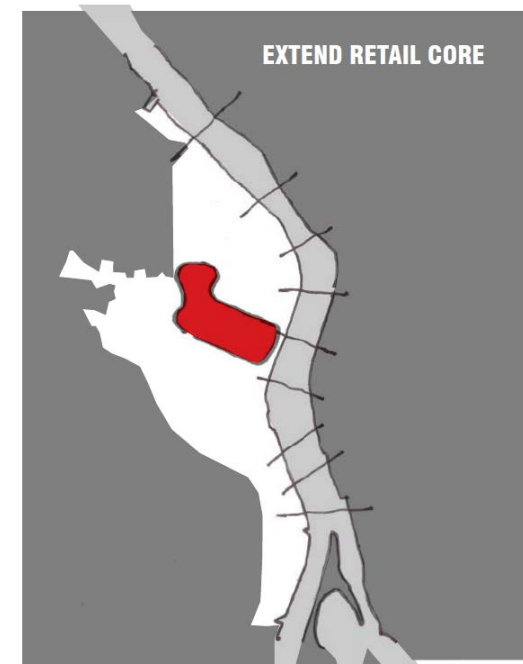
Embrace the River: Develop a true “city on the river” by increasing riverfront attractions, clarifying east-west connections and access to the Willamette, building a series of vibrant new riverfront communities and creating and enhancing wildlife habitat.



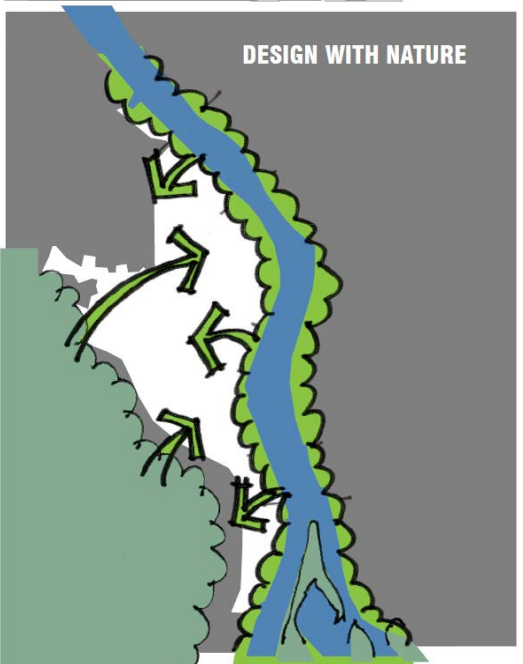
Grow Employment: Reinforce the office core as the Central City’s center for business, while growing new employment centers in education, innovation and affordable incubator space.



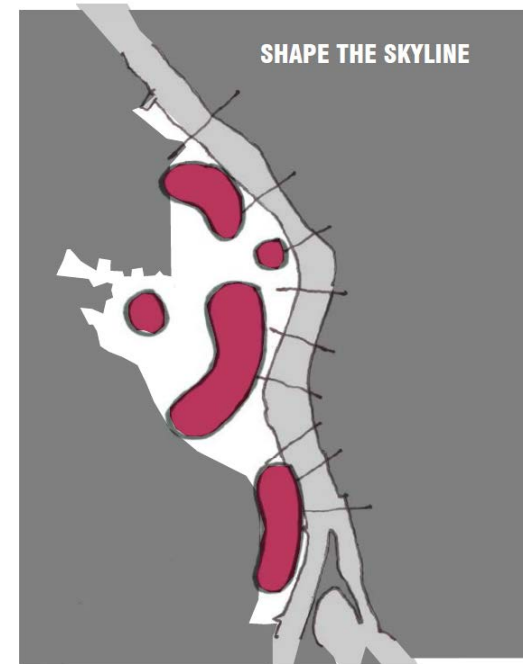
Connect Places: Link the different places in the West Quadrant with a signature loop system that is part of a clearer, more diverse set of streets, paths and trails.



Extend Retail Core: Stretch the traditional Downtown retail core to the river and extend it north to include new retail anchors in the West End and Pearl District.



Design with Nature: Integrate natural systems into the built environment through infrastructure and building design. Plan for climate change.



Shape the Skyline: Use building forms to help frame and enclose special places, districts and experiences in the West Quadrant.

Concept Map Layers

This section contains West Quadrant-wide concept layers that were developed to illustrate development patterns that could occur over time and identify key choices to be made during the quadrant planning process. Ideas illustrated in the concept alternatives were drawn from a number of sources, including the following:

- Recent district plans
- Examining existing conditions
- Identifying issues, opportunities and constraints
- Various community meetings/events (Dec 2012 – Jun 2013)
- Stakeholder Advisory Committee meetings (Mar – Jul 2013)
- West Quadrant Charrette (June 2013)

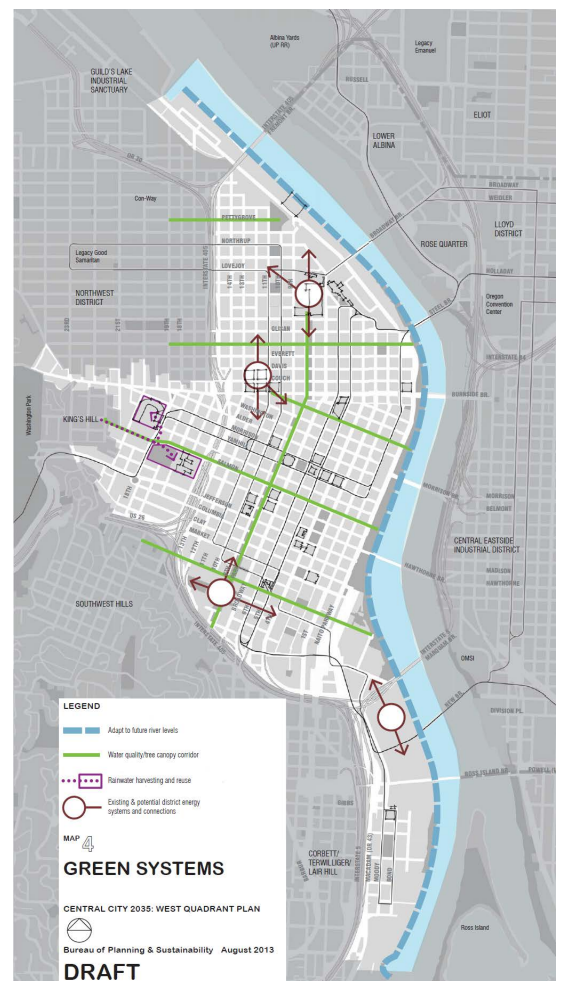
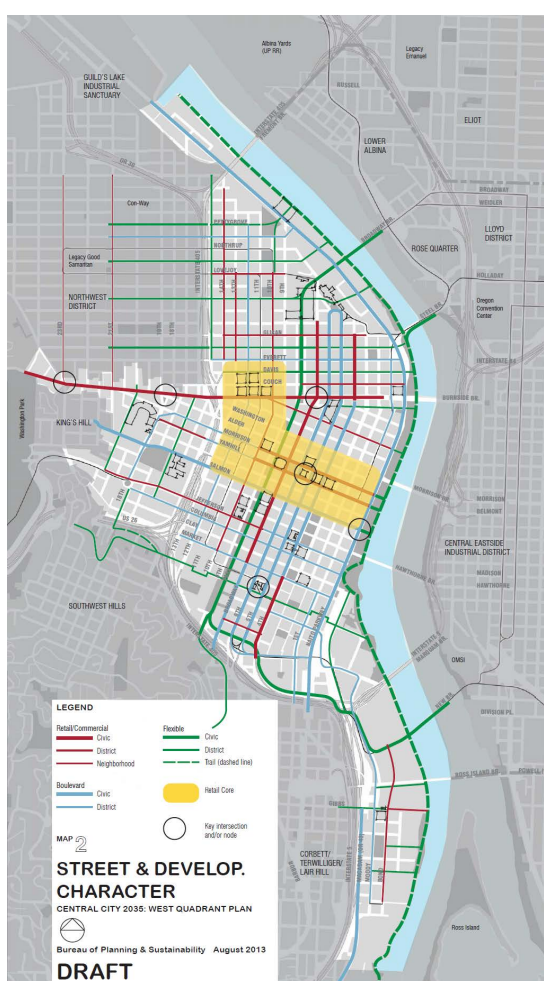
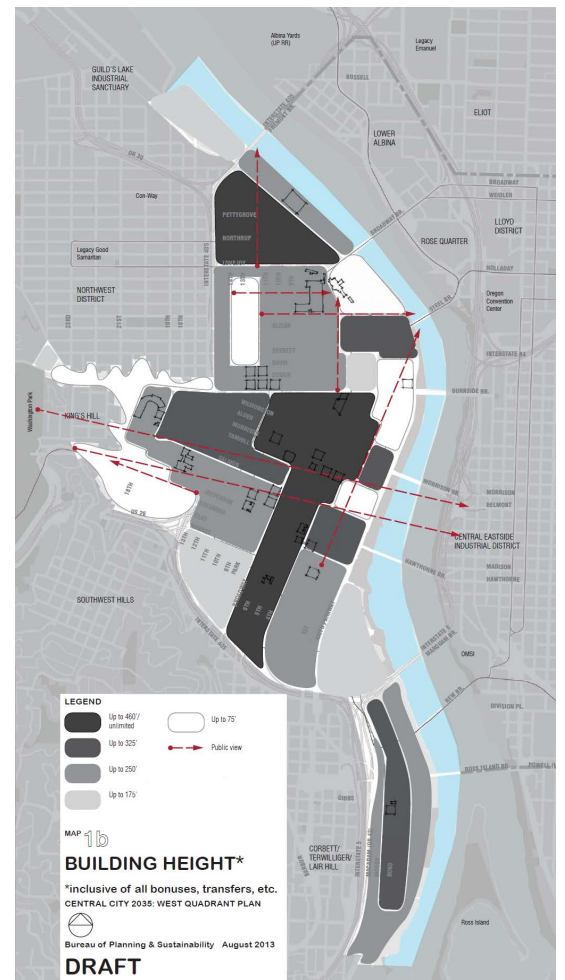
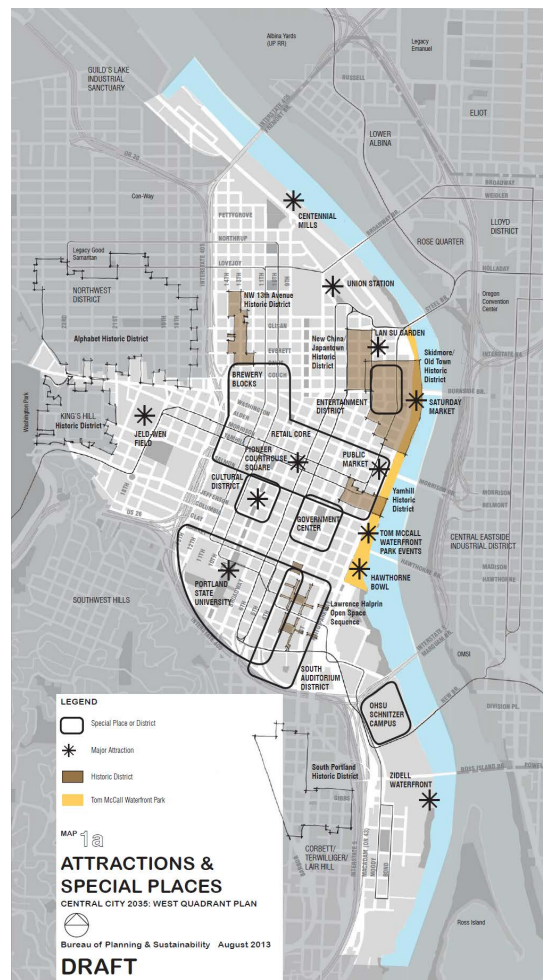
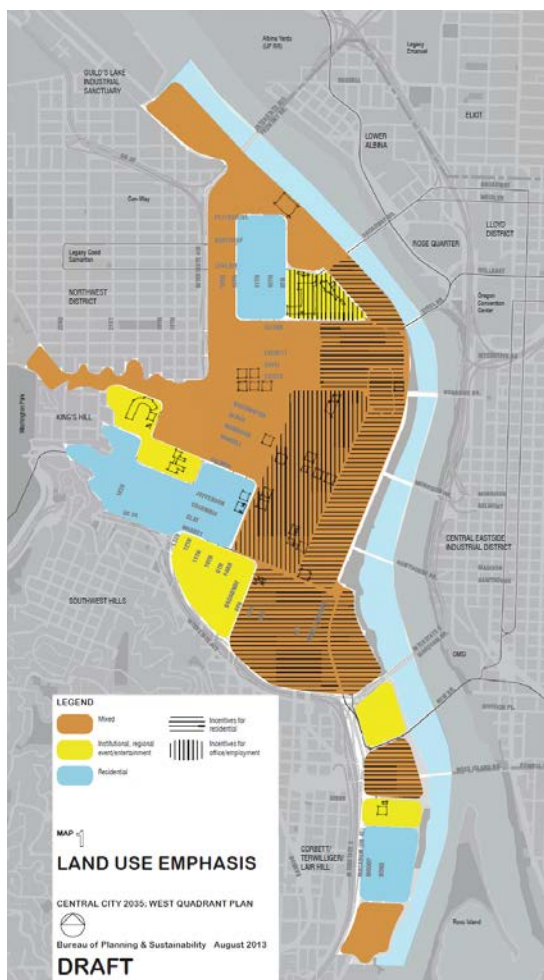
The ideas are found in one main land use concept which is supported by two accompanying maps – attractions and special places and building height. Together these three land use related maps form a foundation which is supported by three

related infrastructure systems: street and development character, open space and green systems.

Although only one version is shown for each of these maps they should not be interpreted as finished. There are many aspects of these maps that still need refinement. The final concept layer maps will likely include many changes after discussions with the Stakeholder Advisory Committee and larger community.

Interpreting the Maps

The quadrant-wide concept layer maps illustrate the predominant land use emphasis and supporting infrastructure system information. The maps are displayed together on this page to allow comparison of the content on each and how these maps work together. Each of the maps is displayed in a larger format for readability in the following pages with additional examples and information.



Concept Map Layer 1: Land Use Emphasis

This concept illustrates “bubbles” on the land use diagram which reflect the predominant land uses that would be encouraged in future development. Most of the West Quadrant is mixed-use in character today and other uses would continue to be allowed. Some mixing of uses would be expected in all areas. The accompanying two maps also help reinforce the land use concept. The attractions and special places map illustrates places that are unique to the area and offer a unique identity or draw. The building height diagram indicates approximate maximum building height in different areas.

Mixed: An eclectic mix of uses that could include residential, retail and office. In less intensive areas, smaller scale development could be expected. In more intensive areas, larger development might occur. In these areas, there may be no single predominant use.



Mixed use areas

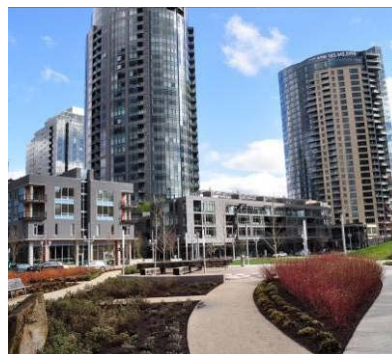


Institutional, regional event/entertainment: Predominant uses have a regional draw and are characterized by large footprint buildings. Hotels and restaurants could also be expected to locate in the area as well as a variety of other uses.



Various institutional and attraction areas

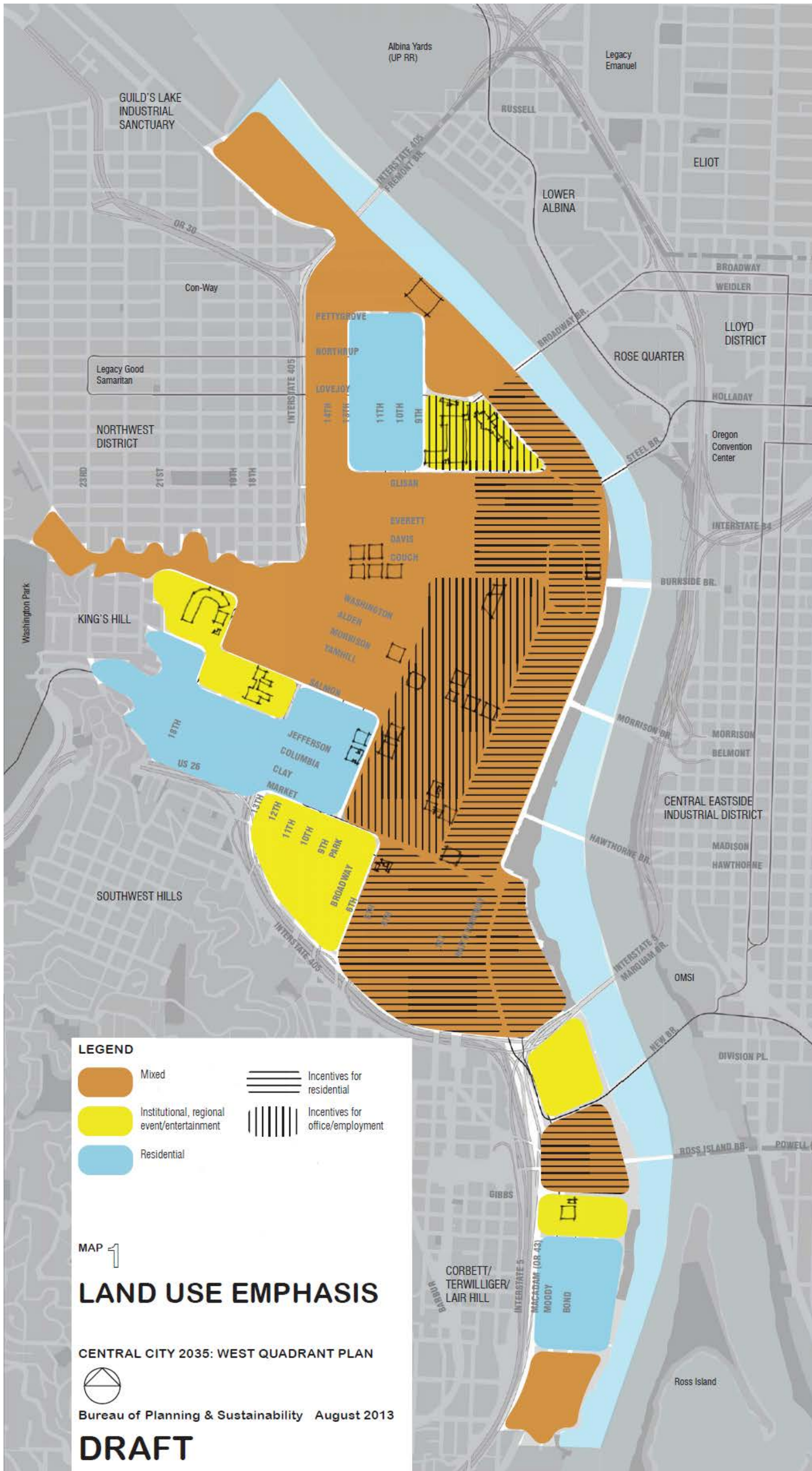
Residential: Predominantly residential area, with a range of building scales. Development located on busier streets, would likely include ground floor retail or service uses. Some small to medium sized office or hotel uses would be expected, but the majority of upper floors would be anticipated to be residential.



High density residential development

Incentives for residential: Areas where, although generally mixed in character, special incentives would exist to target development of a range of housing.

Incentives for office/employment: Areas where, although generally mixed in character, special incentives would exist to target development of office and employment uses.



Concept Map Layer 1a: Attractions and Special Places

This concept illustrates the attractions and special places in the West Quadrant that are found nowhere else in the region. These are major event and entertainment destinations, major employers or institutions and historic and/or special places with unique physical qualities. Many of these are what most Portlanders associate with the West Quadrant's "place" in the larger city context. In concert with other concepts, these places and features contribute significantly to the Central City's strategic direction as a "Center for Innovation and Exchange."

Special Place or District:

These are broader areas – collections of multiple buildings, streets and/or facilities – that share a common theme in land use, character of experience, or both. The Retail Core and Government Center feature concentrations of specialized land uses, retail and government institutions respectively. The South Auditorium District and Portland State University (PSU) include a wide range of land uses within their boundaries, as well as unique portions of the public realm system: a closed off section of the South Park Blocks at PSU, and the Lawrence Halprin Open Space Sequence in South Auditorium.



Major Attractions:

These are specific facilities, places or centers that draw thousands of people annually into the West Quadrant. They can be as small as a single building (Union Station) or open space (Pioneer Courthouse Square;) or collections of similar buildings and uses, such as the Cultural District (Portland Art Museum, Oregon Historical Society, "Portland 5"). Some attractions are large employment and/or institutional centers, like Portland State University or the Oregon Health Sciences University.

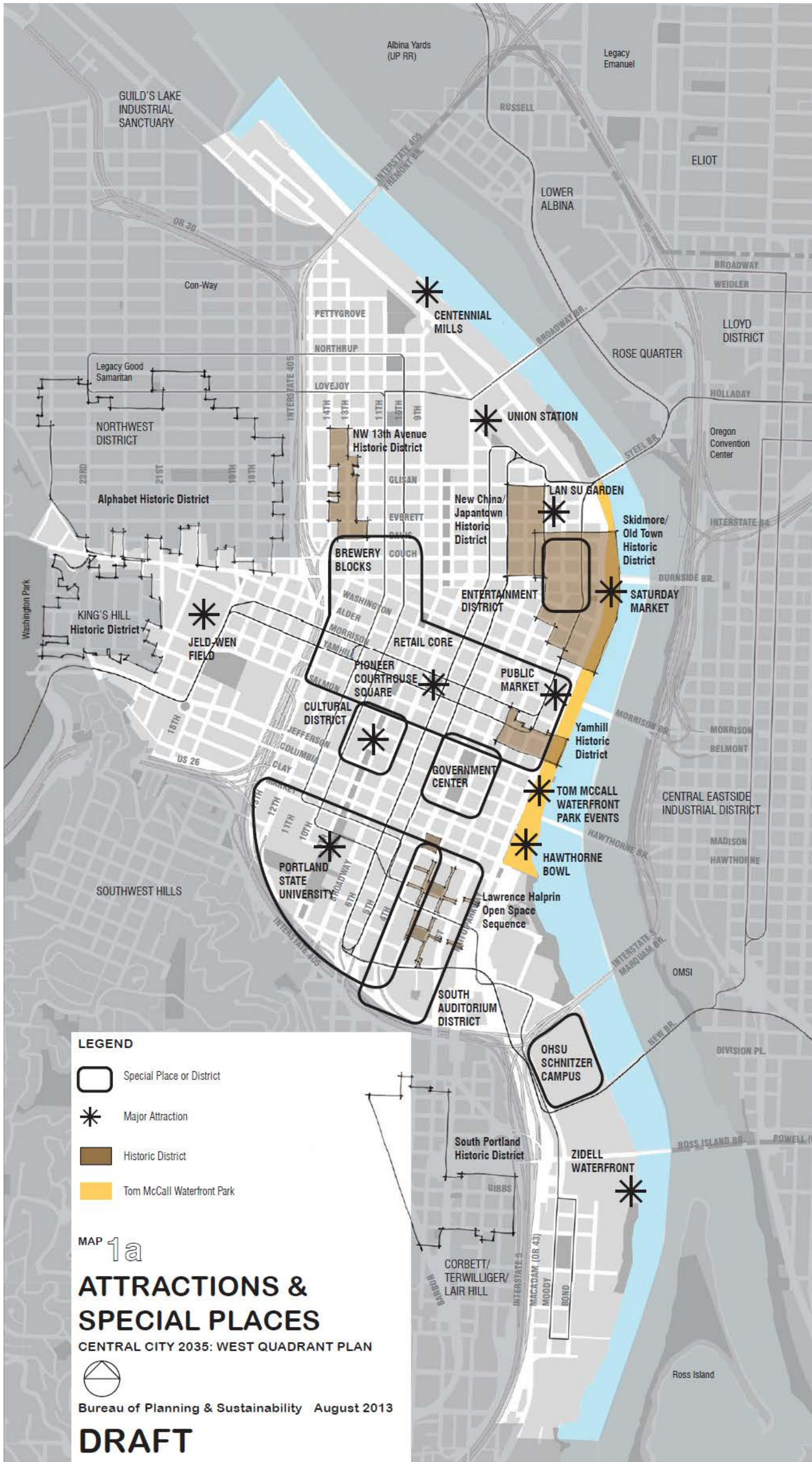


Historic Districts:

These are some of the oldest parts of the West Quadrant and the City of Portland. Each district is significant for different reasons and has its own unique character, but all include structures that reflect the social and architectural trends of earlier eras. They typically include collections of buildings from different development periods as well as parks, streets and other portions of the public realm. These districts are important because they contribute to the diversity of the city's built environment and remind us of Portland's history and the ways that the urban fabric was shaped by the people and times that created them.



This sketch illustrates the importance of the retail core and its potential for future growth and development.



Concept Map Layer 1b: Building Height

The building height diagram indicates approximate maximum building height in different areas of the West Quadrant. The proposed building heights reflect land use, transportation, and attractions in an area. Together the juxtaposition of existing and new development at varying heights creates an interesting and dynamic environment. Maximum heights shown are inclusive of all bonus and transfer provisions. In all areas, a mix of building heights would be expected in the future – not all new buildings in any area would be expected to reach the maximums.



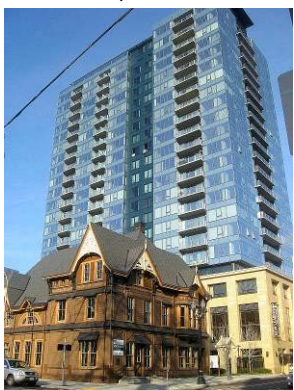
Public views: Corridors where important views may impact the height or form of buildings. For example public views from Washington Park to Mt. Hood and from the Pearl District to Union Station are important. (Photo at left, the view to Mt. Hood)

Height up to 75': Areas within historic districts or where sensitive transitions are needed to lower scale residential areas. For example, near single-family homes in Goose Hollow and the inside the Skidmore Historic District. (Photo at right, the Mark Spencer Hotel, 75')



Height up to 175': Areas where other features define rather than height, such as already established institutional areas or mixed use neighborhoods. For example, RiverPlace, Portland State University. (Photo at left, Park Place in the Pearl District, 150')

Height up to 250': Transitioning areas to the highest heights in the West Quadrant. For example, transition from Goose Hollow to the retail core. (Photo at right, Ladd Tower near the South Park Blocks, 240')

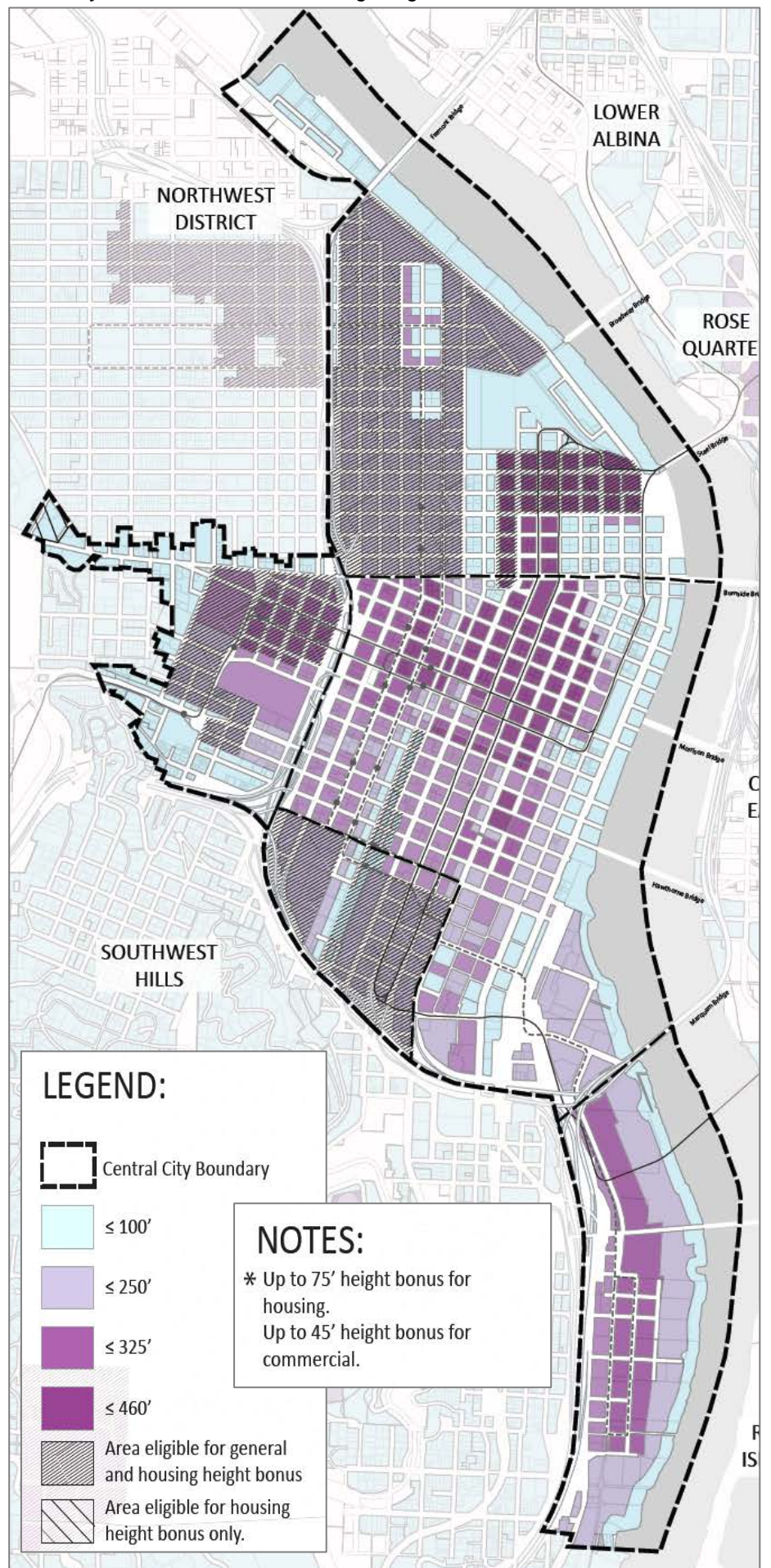


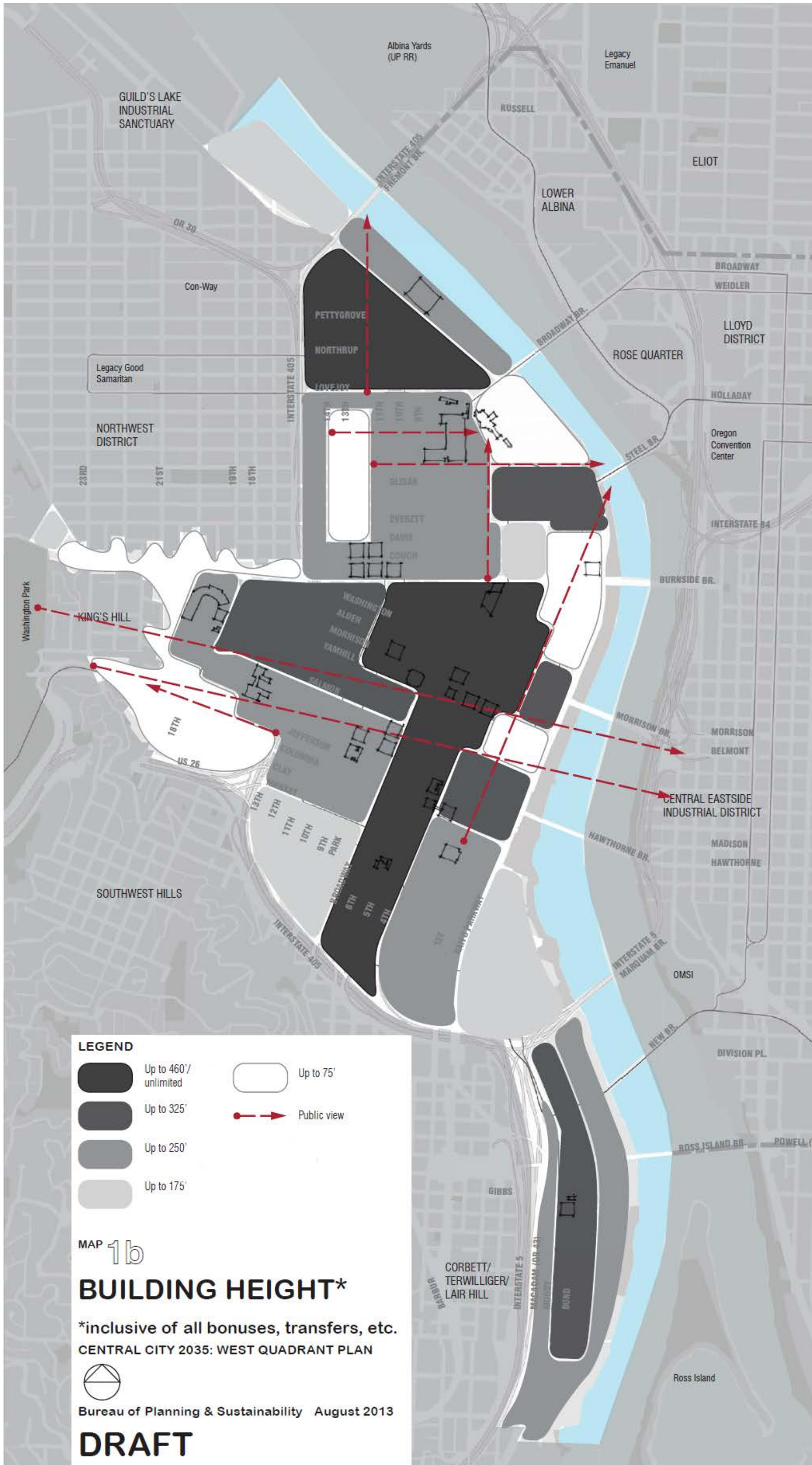
Height up to 325': Areas immediately adjacent to the highest allowed heights in the West Quadrant. For example, the north part of the West End, the Hawthorne bridgehead. (Photo at left, 12West in the West End, 266')

Height up to 460': The most intense and large scale areas in the entire City of Portland. For example, the retail core and transit mall areas. These are also areas with a large amount of new development, for example the North Pearl. (Photo at right, Fox Tower near Director Park, 370')



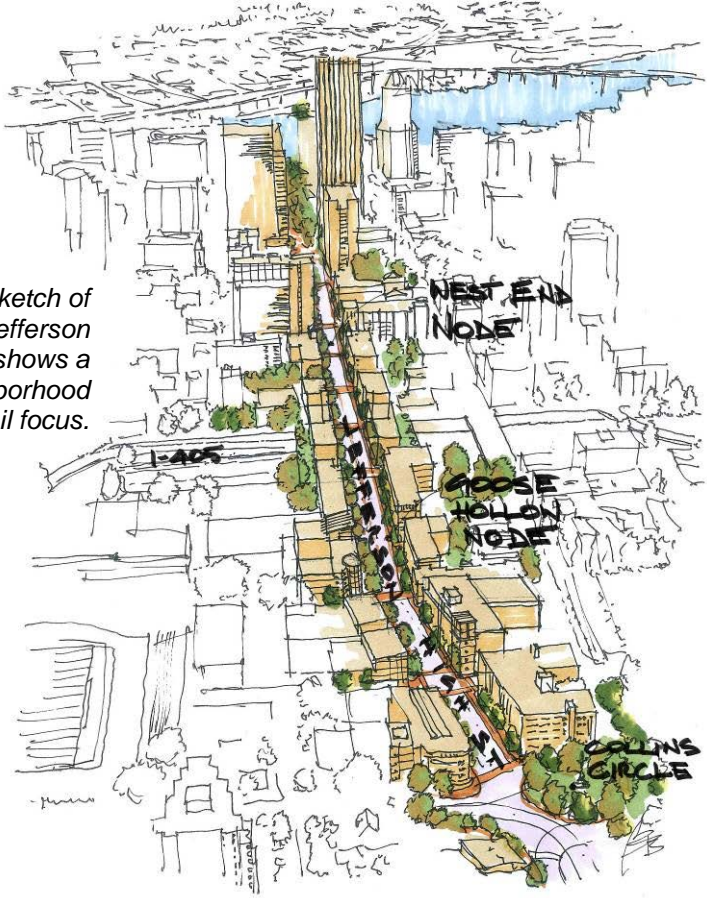
Currently Allowed Maximum Building Heights





Concept Map Layer 2: Street and Development Character

This sketch of SW Jefferson Street shows a neighborhood retail focus.



This concept outlines a more intentional approach for the quadrant's street network, uniting streetscape design with adjacent land uses and building forms, and recognizing the different scale of streets.

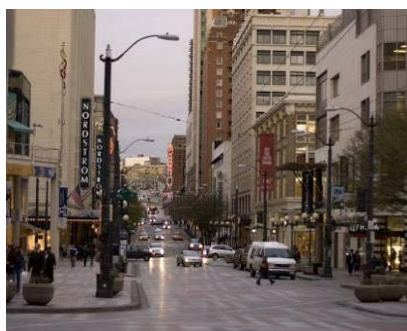
It is assumed that all streets would continue to have active adjacent ground floors, good sidewalks with safe crossings, attractive public amenities and furnishings and stormwater management functionality. It is also assumed that adjacent development, along with the street character, would respond to the local geography, surrounding context and envisioned character.

The proposed concept includes the following street types with three scales for each type:

Retail Commercial Streets: Busy, continuous streets with retail activity throughout the day, evenings and weekends that provide for multi-modal access for vehicles, transit, bicycles and pedestrians. Ground-floor retail uses are required or strongly encouraged. Multi-level or specialized retail is encouraged along with green features that support retail street visibility. The following are three tiers for the retail/commercial streets:

- Civic – Busy high-volume city streets with connections beyond the quadrant.
- District - Central to the quadrant with opportunities for new community activity centers.
- Neighborhood - Local focal points with infill and continuation of existing character and patterns.

Retail commercial streets



Boulevard Streets: Busy, continuous streets with emphasis on access and flow that provide multimodal access and circulation for vehicles, transit, bicycles and pedestrians. The streetscape includes visible green features, encouraging large canopy trees, swales, and landscaping. Ground floor retail uses allowed, and encouraged at key locations. The following are the three tiers for boulevard streets:

- Civic – High volume city streets that could be part of a couplet corridor, and extend beyond the quadrant.
- District - Central to the quadrant with opportunities for distinctive corridors, some offering specialized transit or other mobility facilities.

Boulevard streets



Flexible Streets: Highly specialized localized street designs responsive to community needs and adjacent land uses and development that could be in public or private ownership. Key public features would include low-volume, low speed quiet streets that are part of a connected, primarily pedestrian and local bicycle network. Visible green features are encouraged. Three types of flexible streets include:

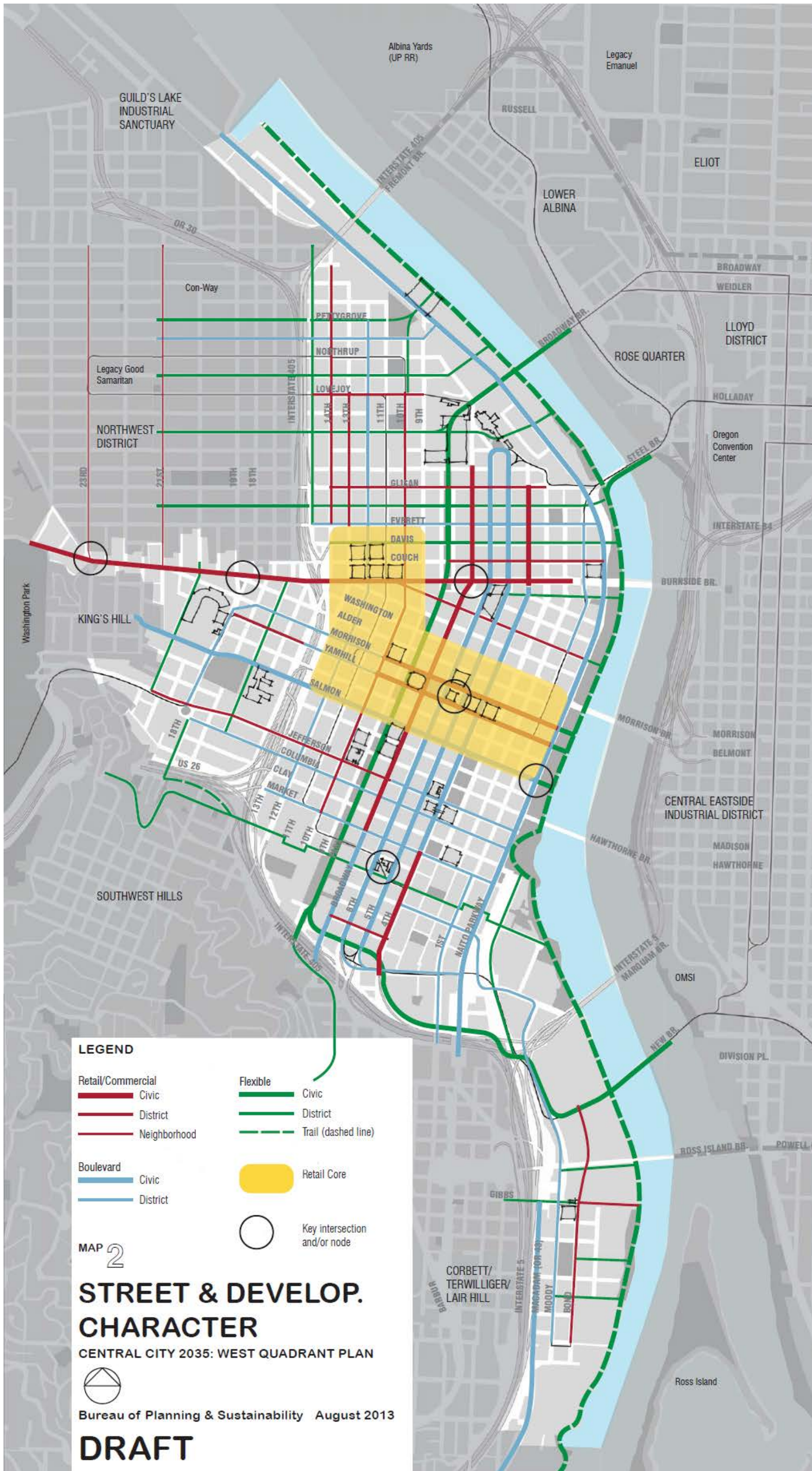
- Civic – Pedestrian and bicycle connections on existing public streets to open spaces, key destinations within and beyond the West Quadrant. For example the "Green Loop" concept.
- District – On or off street paths connecting places within the quadrant or district.
- Trails – Paths dedicated to non-motorized transportation



Flexible streets



These street cross-sections imagine a new way to use streets for greenery or bikes.



Concept Map Layer 3: Open Space

The proposed open space concept illustrates a potential framework for parks and open space within the quadrant. The parks would range in size and function, and could be augmented by privately owned pocket parks and plazas. The open space concept also proposes enhancement to natural resources along the riverbank. Options for the creation of new open space systems in the quadrant to serve anticipated residential or employment populations are illustrated in the open space maps.

Existing park, open space or natural resource area: Areas with existing open space infrastructure in place. These range from large systems like the South Park Blocks to smaller natural areas like Tanner Springs.

Open space connection: Trail, path, or wayfinding system which links existing and future parks or open spaces. This type of connection could link the North and South Park Blocks together in some way.



Director Park



Eastbank Esplanade

Possible new park or open space: This indicates general areas where a new park or open space is an identified need or desire for the community, such as in Goose Hollow or to serve students near Portland State University.

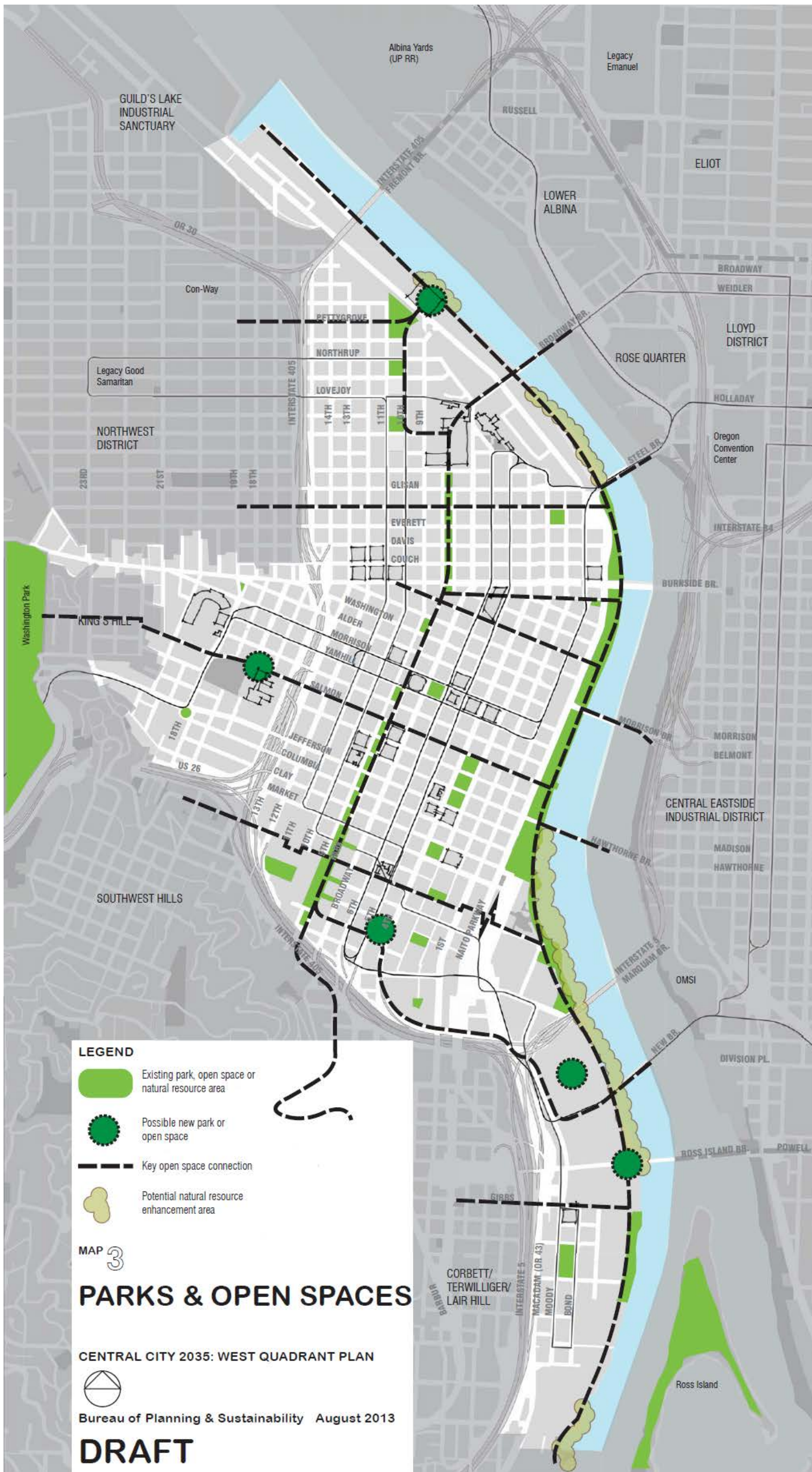
Potential natural resource enhancement area: Areas along the Willamette River where there is the potential for creating or enhancing riparian habitat.



Waterfront near the Broadway Bridge

This sketch of Waterfront Park shows how existing open spaces can be re-imagined for people and wildlife.

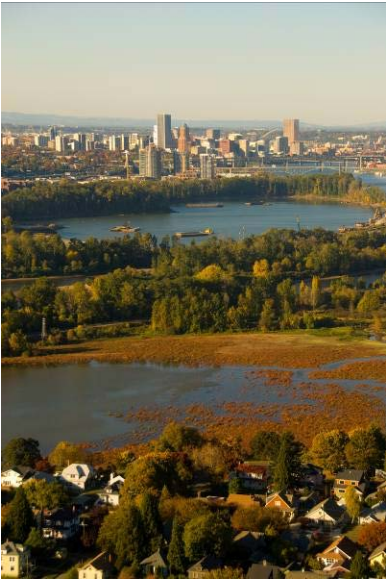




Concept Map Layer 4: Green Systems

In this concept the West Quadrant has the opportunity to showcase itself as a sustainable district that integrates nature into the built environment. Potential elements include improved energy performance, enhanced tree canopy, sustainable stormwater management strategies, and green building techniques. Other opportunities to support goals for sustainable development include the use of native vegetation, ecoroofs, vegetated walls and bird-friendly buildings. The green systems maps illustrate options for the integration of green systems and facilities in the quadrant to improve its long term resiliency. The green systems components include the following:

Adapt to future river levels: Flood mitigation measures may be needed to address river level fluctuations as a result of climate change.



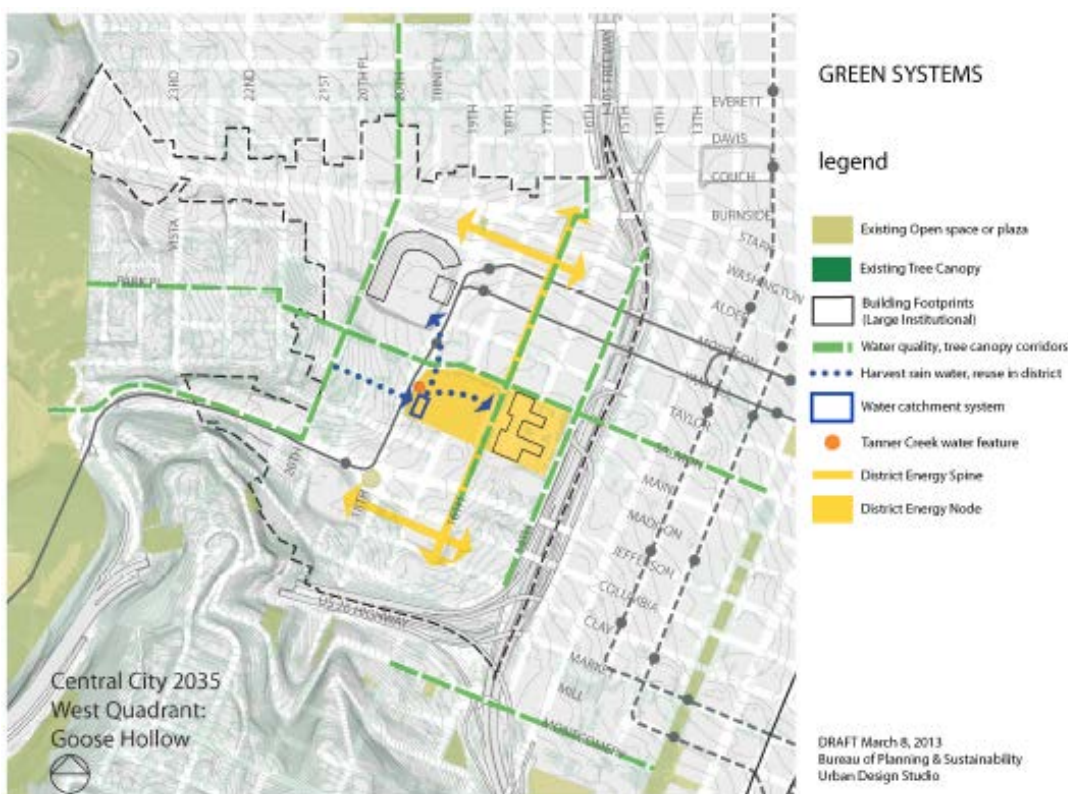
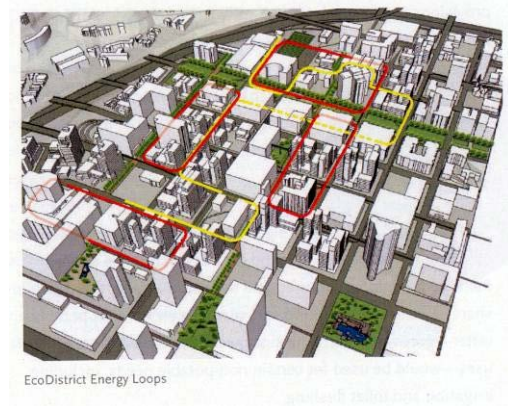
Water quality/tree canopy corridor: Corridors that provide enhanced tree canopy and stormwater management through large trees and vegetated stormwater facilities such as bioswales and planters. Streets not designated as a tree canopy/water quality corridors will still have these features, although they may not be as prominent.



Rainwater harvesting and reuse: A system that would facilitate capture and reuse of rainwater.



District energy systems and connections: A system that could facilitate shared energy production and distribution between different businesses, uses and facilities.



This map illustrates what the green systems concept could look like at the district level, shown here for the Goose Hollow area.

