



Purpose of this document

This document summarizes topical, geographic and historic context for the upcoming discussion of the west quadrant of Portland's Central City. It outlines past planning efforts, current issues and identifies potential opportunities throughout the west quadrant. You will find provocative questions intended to generate early discussion and highlight different points of view. In no way should this be interpreted as "the plan" or the "finished" product.

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FOR MORE INFORMATION

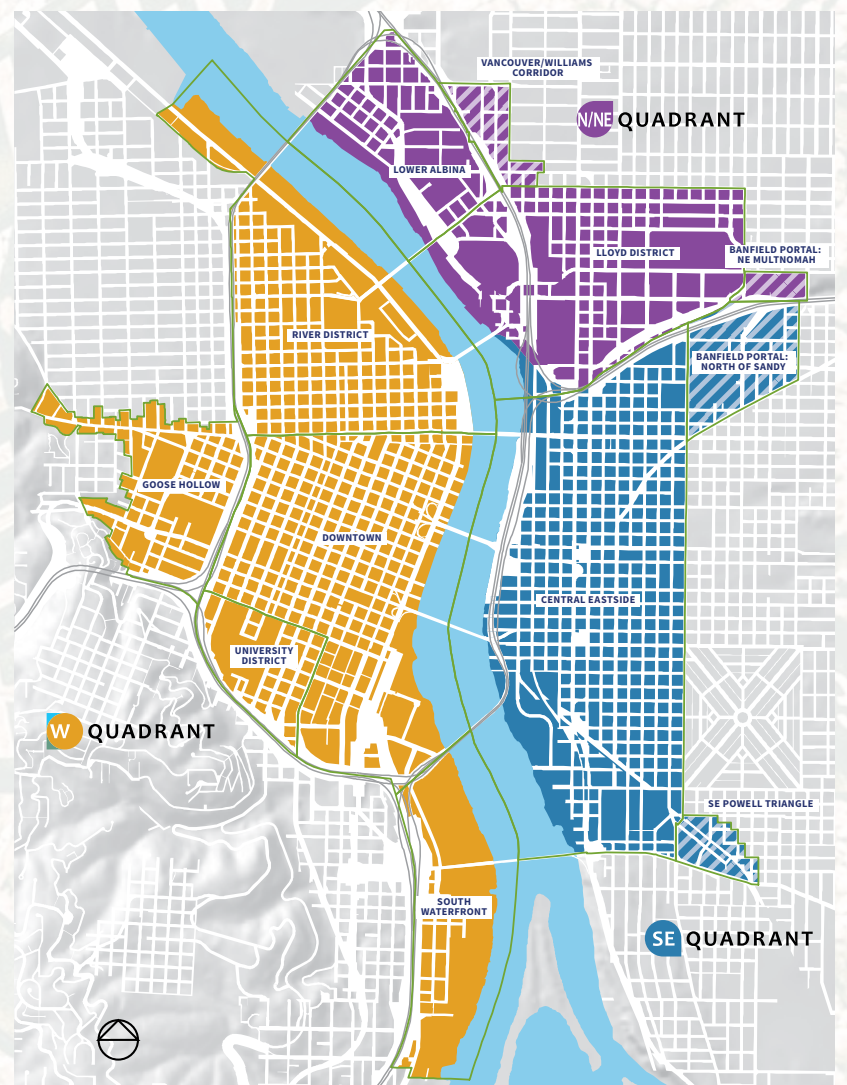
More detailed information is available on past planning efforts and existing conditions in the West Quadrant. If interested, please go to www.portlandoregon.gov/bps/cc2035 and look for:

Two recently adopted plans:

- Central City 2035 Concept Plan
- North/Northeast Quadrant Plan

Two research documents:

- Central City 2035 Subdistrict Profiles
- Design Central City, Volume 1



The CC2035 project divides the Central City into quadrants. The North/Northeast Quadrant Plan was adopted in the Fall of 2012, along with the Central City 2035 Concept Plan. The West Quadrant Plan, now being undertaken, will address issues on the entire west side of the Central City, followed by the SE Quadrant Plan, which will look at the Central Eastside.

A Center for Innovation and Exchange

Portland's Central City is the region's business, cultural, retail, recreational and education hub — a true civic center for jobs, high-density housing, transit and other services. Central City 2035 (CC2035) aims to use Portland's intellectual, institutional and development assets to transform the Central City into a distinctive center for innovation and exchange.

The Central City is already well positioned for this transformation; its sheer number of uses, activities and people establishes an environment rich with potential. This density of activity cannot be generated elsewhere in the state, making the Central City's positive impact on economic development, creativity, civic engagement and livability of the region significant.

The CC2035 Concept Plan is the first step to update the 1988 Central City Plan, establishing a 25-year blueprint that strengthens the city center as the regional hub for residents, workers, shoppers, students and visitors. It is intended to guide development of more detailed quadrant plans through a Policy Framework, which focuses on economic development, housing, neighborhoods, health, environment, and the river, as well as an Urban Design Direction.

Guided by the CC2035 Concept Plan, the **West Quadrant Plan** will examine 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. This project will result in policies to guide future public and private investment and development in the west quadrant of the Central City.



Central City 2035 Concept Plan: Urban Design Direction

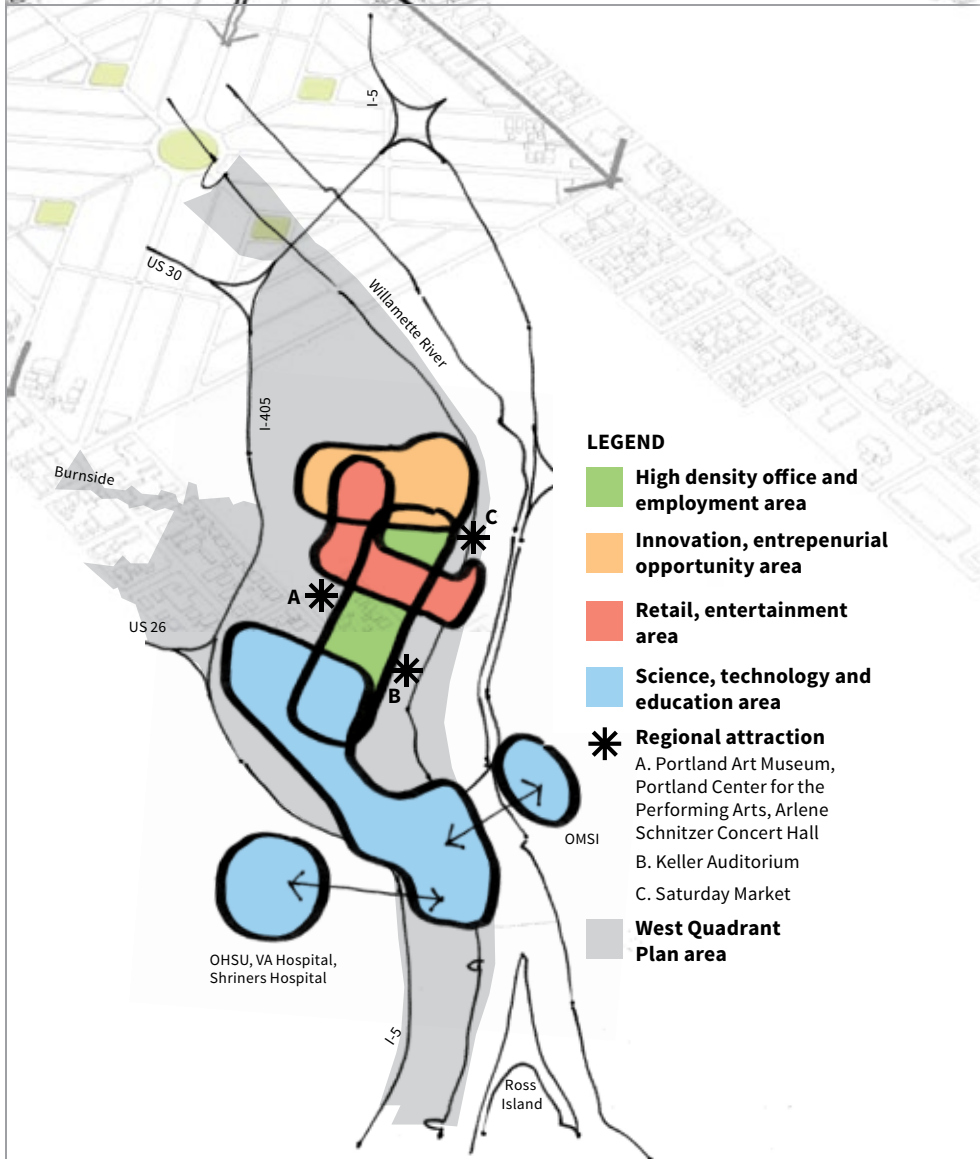
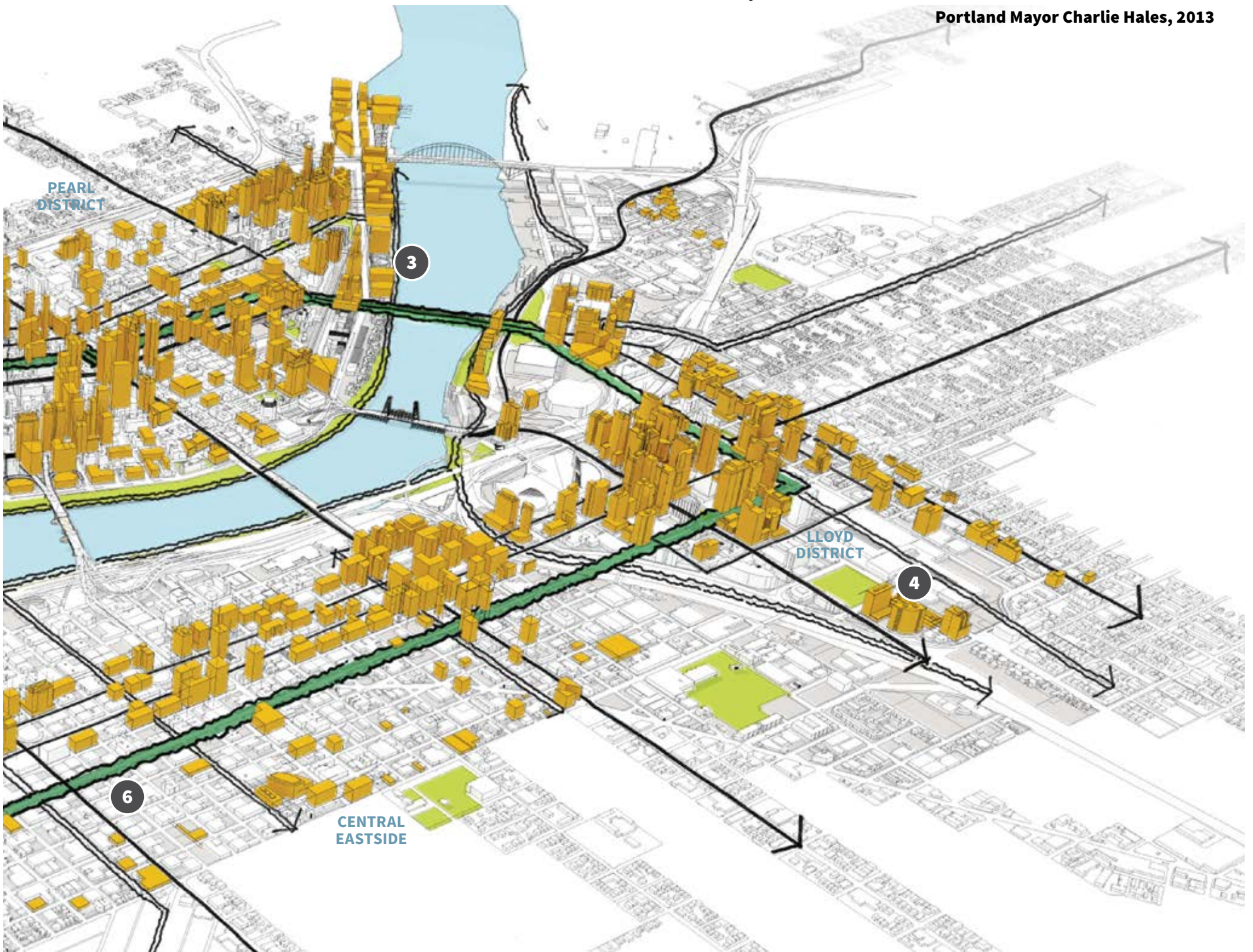
- 1 A CENTRAL RIVER**
Focusing new development, attractions and public amenities on and along the Willamette River will highlight and celebrate the Central City's most prominent geographic feature.
- 2 SOUTHERN "BOOKEND"**
Organizing a new employment and education hub around the river amenities will anchor the southern Willamette "bookend" at South Waterfront and OMSI.
- 3 NORTHERN "BOOKEND"**
Stepping the Rose Quarter and North Pearl districts up to the river and connecting bridges with signature development and public spaces will anchor the northern Willamette "bookend."

- 4 EASTSIDE CENTER**
Developing a new high-density residential, employment and open space center in the Lloyd District will reinvigorate its role as the Central City's eastside hub.
- 5 EAST-WEST ORIENTATION**
Creating distinctive and deliberate east-west connections from public open spaces, streets, and places will orient more of the Central City toward the Willamette River.
- 6 PEDESTRIAN/BICYCLE LOOP**
Providing a new pedestrian-bicycle facility that offers quieter, greener and safer access to and through the Central City will complement the busier streetcar loop and network of bikeways, connecting people, districts, open spaces and the surrounding city.

“Density is a key factor in both the growth of cities, the happiness of cities, and the wealth of nations. And cities and regions where density is more concentrated near their urban cores — appear to gain the biggest economic advantage.”
Richard Florida, urbanist, 2012

“From the transformation of Waterfront Park, Pioneer Square and the Esplanade to the introduction of the streetcar and expansion of the transit mall, the Central City has evolved dramatically to become an attractive center for jobs, housing, culture and community. This effort will advance more of this great work well into the 21st century.”

Portland Mayor Charlie Hales, 2013

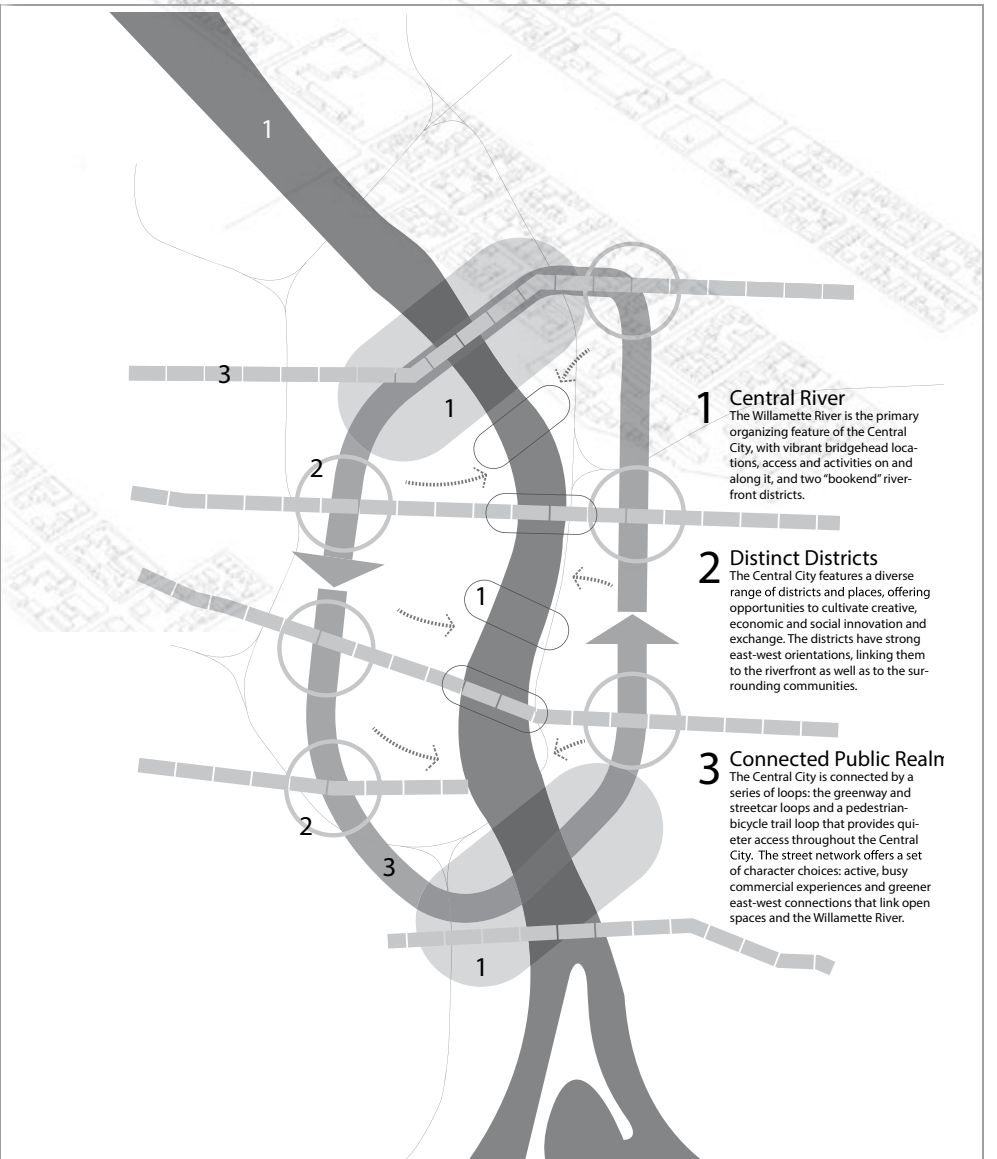


LEGEND

- High density office and employment area
- Innovation, entrepreneurial opportunity area
- Retail, entertainment area
- Science, technology and education area
- Regional attraction
 - A. Portland Art Museum, Portland Center for the Performing Arts, Arlene Schnitzer Concert Hall
 - B. Keller Auditorium
 - C. Saturday Market
- West Quadrant Plan area

WEST QUADRANT EMPLOYMENT AREAS

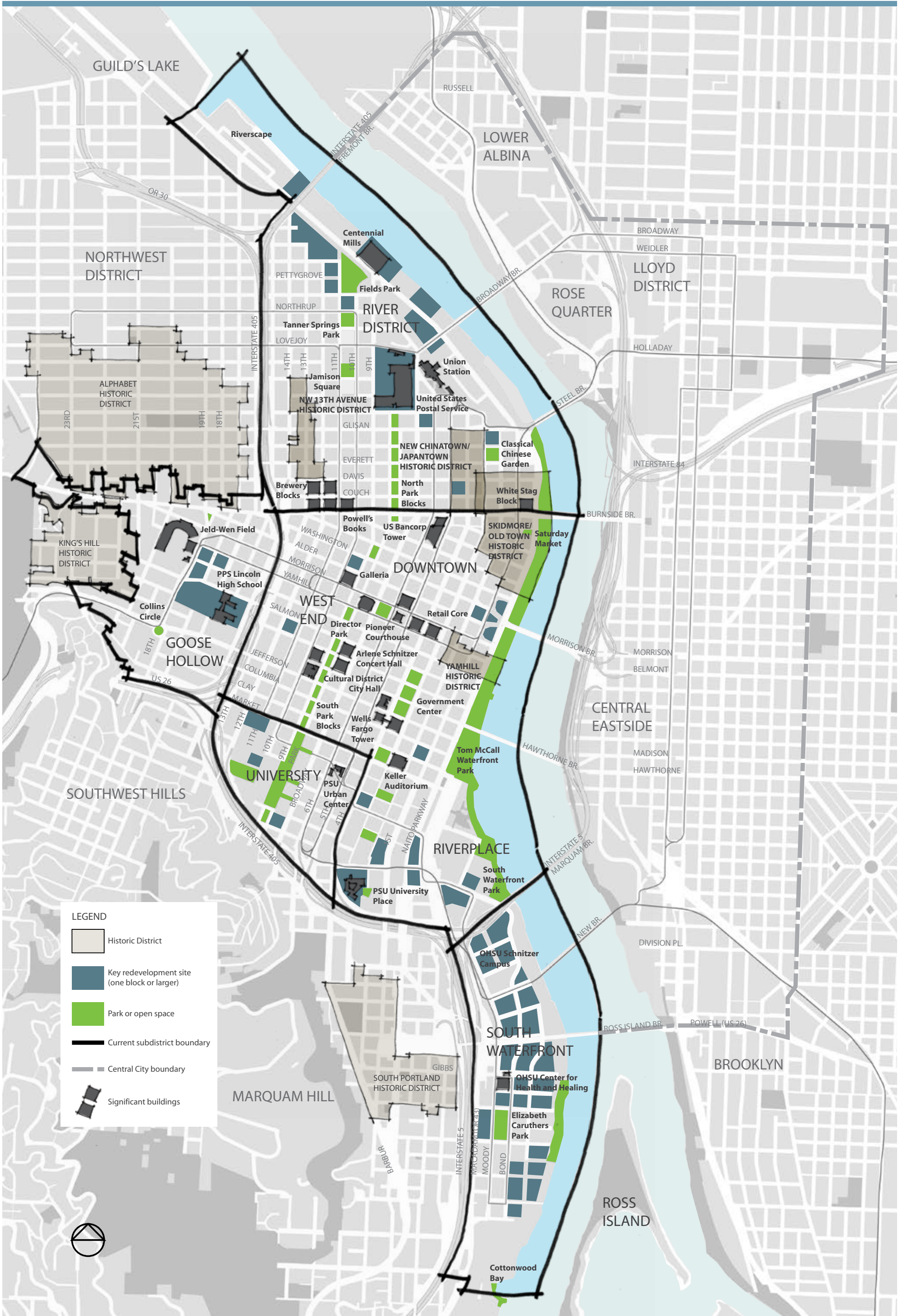
The West Quadrant of the Central City includes the regional crossroads of the Downtown office and retail/entertainment cores. It also incorporates growing employment areas in science, innovation and education around OHSU and PSU, and new entrepreneurial businesses in the Pearl and Old Town/Chinatown districts.



CENTRAL CITY 2035 URBAN DESIGN CONCEPT

The Central City 2035 Urban Design Concept describes three key themes — *A Central River*, *Distinct Districts* and *A Connected Public Realm* — that support the Central City’s strategic direction as a Center for Innovation and Exchange.

West Quadrant Now



Westside by the Numbers

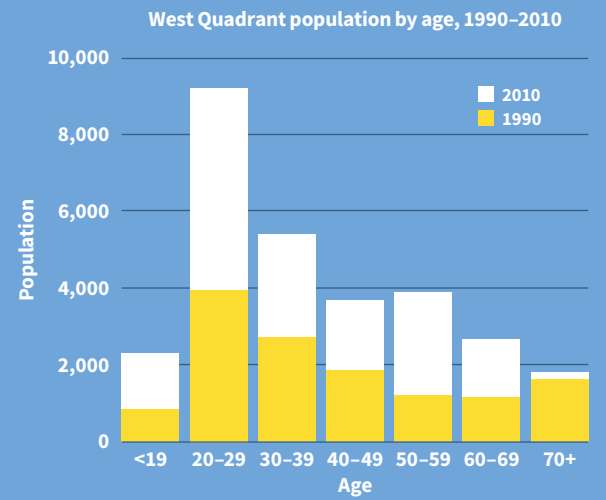
Under the 1972 Downtown Plan and the 1988 Central City Plan, public, private and nonprofit investment on the westside resulted in the development of Tom McCall Waterfront Park, the MAX lines, the Transit Mall and Retail Core, Saturday Market, the streetcar system, Pioneer Courthouse Square and new public art.

The original plans set forth a vision and direction for the Central City, which Central City 2035 and the West Quadrant Plan will build upon, while reinforcing the new strategic direction of the Central City as the center of innovation and exchange. Today the West Quadrant is not the same as it was a decade or two ago, and understanding these changes will help when imagining the future...



People. Since 1990 ...

- The number of residents has increased from 13,300 to 28,800.
- The population has become slightly more diverse, slightly more female and slightly younger.
- There has been tremendous growth in the 20 to 30 year-old age bracket.



Economy. In the last decade ...

- The role of the Central City as the economic center of the region is challenged by job loss in the last decade. However, resiliency of the Central City is demonstrated by the increasingly balanced jobs to housing ratio, an increase in small businesses and a rising educational enrollment.¹
- The population increase resulted in a jobs/residential population ratio shift from 5:1 to 3:1.
- The number of small businesses (fewer than 50 employees) increased by 230 to 3,880; the number of corporate headquarters increased by 9 for a total of 69.
- Growth in educational institutions has been strong: from 1990 to 2010, student enrollment nearly doubled.²
- The number of retail stores fell by 7 percent but was accompanied by a 20 percent drop in retail employment.³

1. Overall employment loss can be at least partially attributed to a peak-trough trend analysis.
 2. Not all institutions responded to requests for enrollment data. Enrollment has increased from 18,300 to 33,600 and includes Portland State University, Oregon Health Sciences University, Pacific Northwest College of Art, the Art Institute of Portland and downtown programs for the University of Oregon, Willamette University and Portland Community College.
 3. Due to a change in methodology, historical data for corporations and retail stores is from 2002 rather than 2000.

Environment. Since 1990 ...

- The average Combined Sewer Overflow (CSO) volume discharged to the Willamette River from the West Side Combined System decreased by 94 percent.
- The West Quadrant has added 66 ecoroofs, providing nearly nine acres of rain water-capturing coverage.



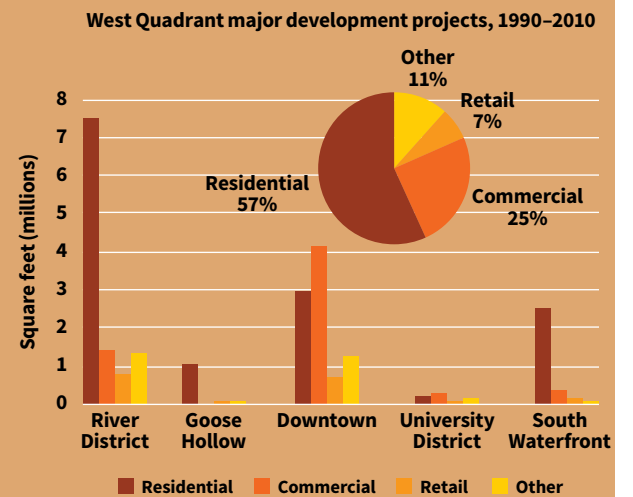
Parks. Since 1990 ...

- Six new parks were added, including Cottonwood Bay, South Waterfront Park, Jamison Square, Tanner Springs Park, Director Park and Elizabeth Caruthers Park, increasing park acreage from approximately 49 acres to nearly 60.



Housing and Development. Since 1990 ...

- The number of housing units has increased from 9,100 to 20,800.
- Most residents still live alone, though the percentage of these households has declined from 73 to 67 percent.
- In the last two decades, about 25 million square feet of new space was built, primarily in residential development in the River District, Downtown and South Waterfront, but also commercial development Downtown.



Social Services. Since 1990 ...

- While the percentage of households living below poverty fell from 31 percent to 29 percent, the number of households living below poverty increased from 2,600 to 4,000.
- In recent years, the number of emergency shelter and transitional housing beds decreased while the number of permanent supportive housing beds increased. The new Bud Clark Commons consolidates services and providers, housing a 91-bed men's shelter (replacing an existing facility), and 130 units of new permanent supportive housing. The project illustrates a shift toward developing longer-term solutions for homelessness.

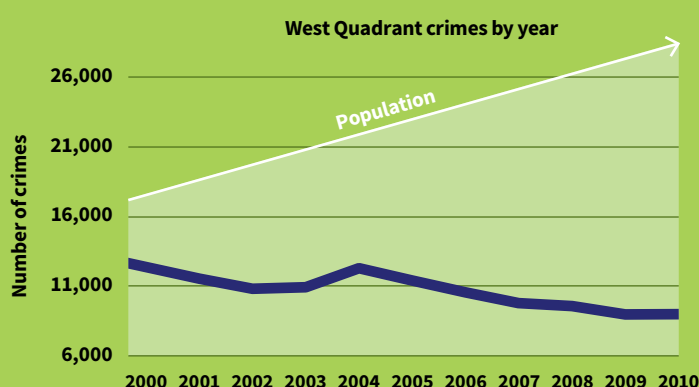


Culture and Entertainment. Since 1990 ...

- Seventy-four buildings were added to the National Historic Register for a total of 154.
- Approximately 100 new public art installations were added to streets, public parks, plazas, and buildings, and the PSU campus.
- Attendance at Waterfront Park events has increased from approximately 452,000 in 1993 to 556,000 in 2010.

Public Safety. Since 2000 ...

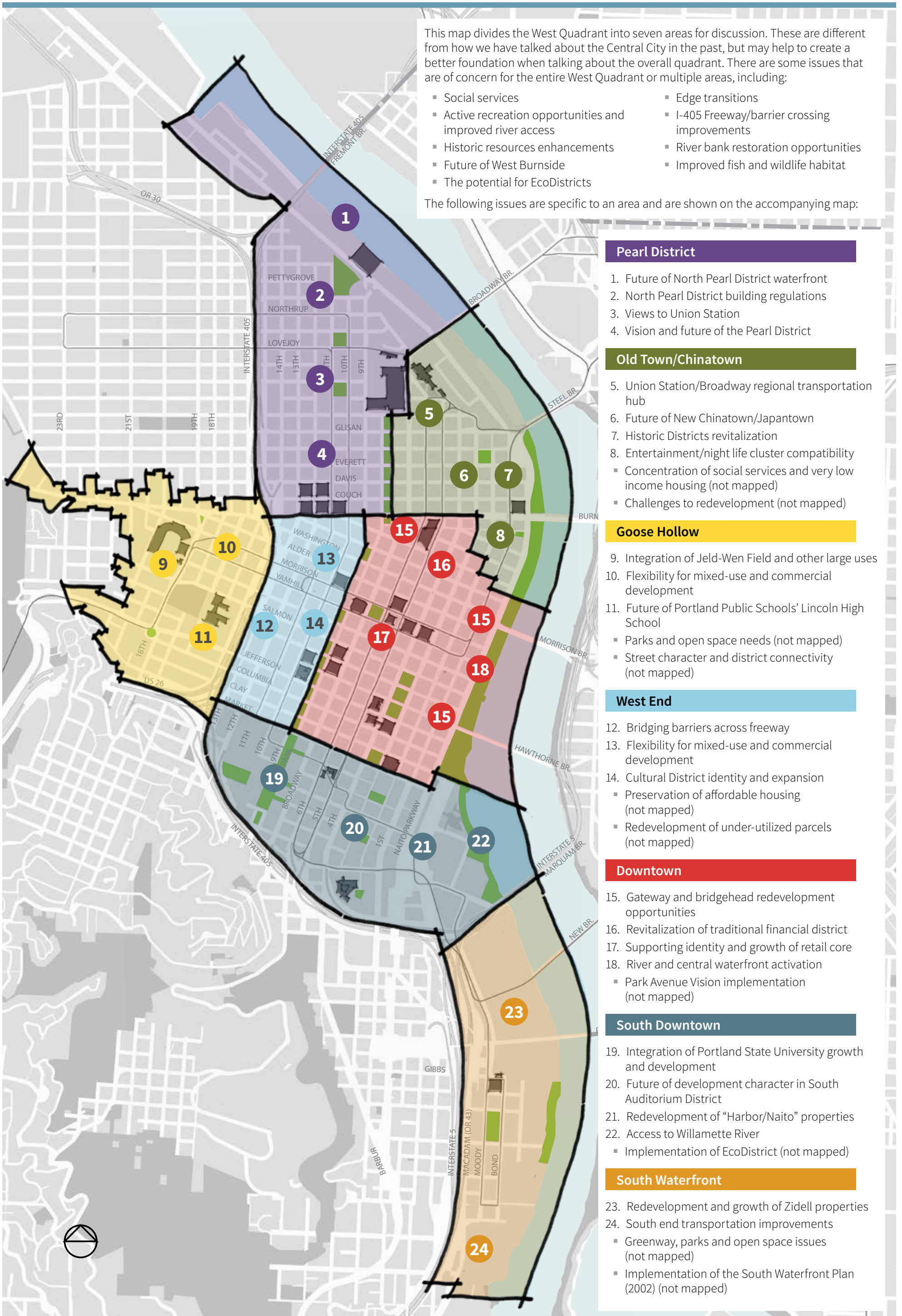
- The overall number of crimes decreased by 29 percent and per capita crime by 57 percent.



Transportation. Since 1994 ...

- Commuters have increasingly chosen alternative transportation options, especially walking and biking.
- Average bicycle counts at the Central City bridges have increased by almost five fold, since 1994, following an increase in bicycle infrastructure of almost 26 miles.
- Transit has seen significant investment, including the development of four new light rail lines (plus the one currently under construction), the Portland Streetcar and extensions, the Aerial Tram, and the reconstruction of the Transit Mall.
- Since 1995, over 20,000 new off-street parking spaces have been added to the West Quadrant.

West Quadrant Issues and Opportunities



This map divides the West Quadrant into seven areas for discussion. These are different from how we have talked about the Central City in the past, but may help to create a better foundation when talking about the overall quadrant. There are some issues that are of concern for the entire West Quadrant or multiple areas, including:

- Social services
- Active recreation opportunities and improved river access
- Historic resources enhancements
- Future of West Burnside
- The potential for EcoDistricts
- Edge transitions
- I-405 Freeway/barrier crossing improvements
- River bank restoration opportunities
- Improved fish and wildlife habitat

The following issues are specific to an area and are shown on the accompanying map:

Pearl District

1. Future of North Pearl District waterfront
2. North Pearl District building regulations
3. Views to Union Station
4. Vision and future of the Pearl District

Old Town/Chinatown

5. Union Station/Broadway regional transportation hub
6. Future of New Chinatown/Japantown
7. Historic Districts revitalization
8. Entertainment/night life cluster compatibility
 - Concentration of social services and very low income housing (not mapped)
 - Challenges to redevelopment (not mapped)

Goose Hollow

9. Integration of Jeld-Wen Field and other large uses
10. Flexibility for mixed-use and commercial development
11. Future of Portland Public Schools' Lincoln High School
 - Parks and open space needs (not mapped)
 - Street character and district connectivity (not mapped)

West End

12. Bridging barriers across freeway
13. Flexibility for mixed-use and commercial development
14. Cultural District identity and expansion
 - Preservation of affordable housing (not mapped)
 - Redevelopment of under-utilized parcels (not mapped)

Downtown

15. Gateway and bridgehead redevelopment opportunities
16. Revitalization of traditional financial district
17. Supporting identity and growth of retail core
18. River and central waterfront activation
 - Park Avenue Vision implementation (not mapped)

South Downtown

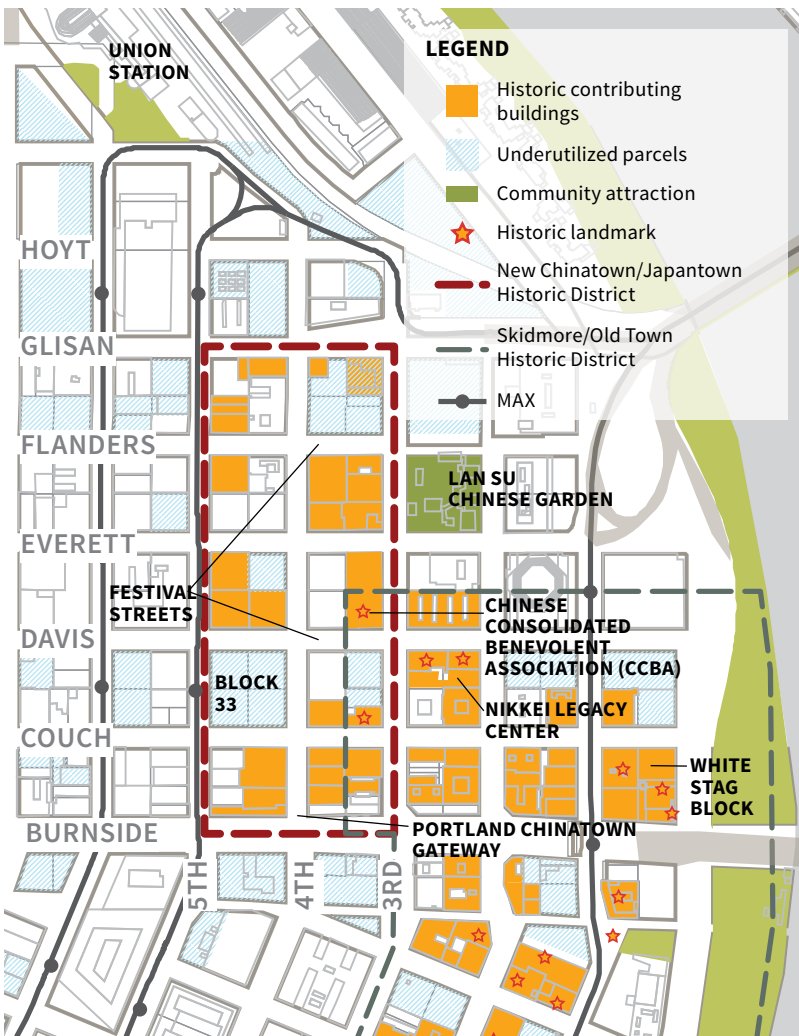
19. Integration of Portland State University growth and development
20. Future of development character in South Auditorium District
21. Redevelopment of "Harbor/Naito" properties
22. Access to Willamette River
 - Implementation of EcoDistrict (not mapped)

South Waterfront

23. Redevelopment and growth of Zidell properties
24. South end transportation improvements
 - Greenway, parks and open space issues (not mapped)
 - Implementation of the South Waterfront Plan (2002) (not mapped)

West Quadrant Plan Areas

The West Quadrant Plan will focus on seven discrete areas. A description of each one, as well as topics of concern and questions for discussion, are included in the following pages.



Issues and opportunities



Pearl District

The western half of the River District is now known as the Pearl District. Characterized by a mix of housing, employment, retail and arts and entertainment establishments, the Pearl is supported by a multimodal transportation network, a system of parks, affordable and market rate housing, and a growing jobs base. The area combines new architecture within the context of its industrial past, as many former warehouse and industrial service buildings have been repurposed for different uses. The residents of the Pearl are some of the most diverse in the Central City and include people at all income levels, families with children, seniors and students. The great challenge for the area is how to ensure it becomes a sustainable and complete community that supports its diverse population.

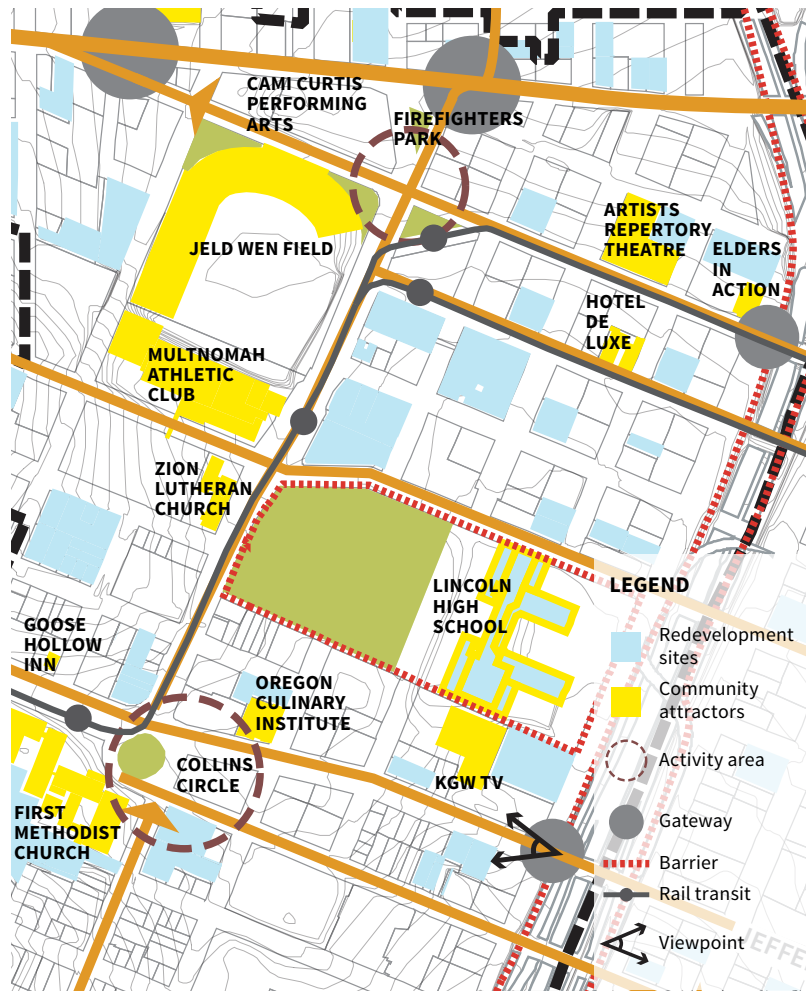
- The waterfront and North Pearl area contain numerous redevelopment sites that could allow connections with the Willamette River.
 - What type and scale of development is appropriate on the Pearl’s waterfront?
 - How can new development connect the waterfront to the rest of the district?
 - How can this urban waterfront incorporate effective natural resource and wildlife habitat enhancement?
- The livability of the Pearl continues to attract new employers, but neighborhood services and other amenities will be necessary to attract and support a diversifying population.
 - What essential public and private services are necessary to ensure a stable, complete and equitable community?
- The district contains large sites and special buildings, such as the Hoyt Street Properties, the Post Office site and the Customs House, which can be redeveloped or repurposed to better serve the neighborhood and connect with adjacent neighborhoods and districts.
 - What is the full range of housing needs in the Pearl over the next 20 years?
 - What can be done to encourage a broad range of housing opportunities?
 - As additional infill development occurs in the Pearl, how should development work to protect historic resources and established places?

Old Town/Chinatown

The site of Portland’s earliest commercial development, the Old Town/Chinatown area is rich in historic buildings that evoke the city’s early years. More than 40 percent of the area lies within two historic districts: the Skidmore/Old Town Historic District and New Chinatown/Japantown Historic District. Skidmore/OldTown is home to one of the largest collection of 19th century commercial cast iron buildings in the country and is designated as a National Historic Landmark. New Chinatown/Japantown commemorates Portland’s 19th and early 20th century Asian heritage. NW Broadway runs through the western portion of the area, connecting downtown to iconic Union Station and the Broadway Bridge.

- A large number of older and historic buildings are underutilized and in need of seismic upgrades and significant reinvestment.
- Many historic buildings lack onsite parking. As surface parking lots are redeveloped over time, parking supply available to tenants within them may be reduced.
- New development has lagged behind adjacent areas, although many redevelopment opportunities exist, including older buildings in need of investment and numerous small (or surface parking) lots.
 - What types of new development and what locations would have the most positive impact on the area and catalyze additional investment?
 - How should the design of new buildings be sensitive to the context of two different historic districts?
- Block 33 is a full-block redevelopment site in the center of New Chinatown/Japantown. Development on this lot could have a catalytic impact on investment in the district.
- Market-rate housing opportunities are limited, and little new housing has been constructed here in recent years.
- Development regulations, including height and FAR limits and historic design guidelines, are inconsistently applied and may be discouraging new development.
 - If the Skidmore/Old Town Historic District is predominantly about nationally significant architecture, is New Chinatown/Japantown more about culture? And if so, what (if anything) does that mean for the historic district regulations?
 - How could a new vision for New Chinatown/Japantown honor the district’s rich history while encouraging revitalization, flexibility and growth? What kind of new development is desirable in the district? What can be done to improve development conditions in the area?
- A vibrant entertainment and nightlife scene enlivens the area at night but creates public safety concerns and the potential for conflicts with nearby housing and social services.
- Many social services are concentrated in this neighborhood, providing critically important services in a highly-accessible location, but they also present challenges to attracting new investment.
 - How does the area balance its critical social services role while supporting the neighborhood’s businesses, office and higher education uses as well as its entertainment scene?
- Old Town/Chinatown is adjacent to the successful Pearl District. Each neighborhood has its own assets, but the development energy of the Pearl has not spread east of Broadway and the N Park Blocks into Old Town/Chinatown.
 - What is the role of NW Broadway and how can it become more active and vibrant?
 - How can Old Town/Chinatown and the Pearl District be better connected?

West Quadrant Plan Areas



Issues and opportunities



Goose Hollow



Goose Hollow is a mixed-use district with diverse residential, commercial and institutional uses. There is an eclectic mix of building types and ages, including a number of historic landmarks. Goose Hollow is also one of the more residential areas in the Central City. Housing in the district ranges from high-rise apartments and condominiums to single-family homes. Goose Hollow is home to several large institutions which attract high volumes of people to the area. Light rail runs through the heart of Goose Hollow, and with three stations light rail is highly accessible. Past plans have emphasized residential development, focusing retail development around light rail stations and improving connectivity and access to amenities.

Approximately 800 housing units have been added to the district since the Goose Hollow Station Area Community Plan was adopted in 1996.

- The large facilities in the area attract people to the district; however, they do not provide the continuous activity needed to create the vibrant urban neighborhood desired by the community. With more than 20 acres of potentially redevelopable land identified in Goose Hollow (not including possibilities at Lincoln High School), there are opportunities to bring new uses to the area.
 - **What is the ideal mix of uses to bring activity and vibrancy to the area?**
 - **What are the community priorities for redevelopment of large sites, such as Lincoln High School?**
- The retail development envisioned in past plans along the light rail alignment has not materialized, and there are limited opportunities on SW 18th for new retail development.
 - **Where should retail activity be focused to best serve neighborhood residents and attract visitors to the area?**
- There are limited parking resources in the area, and Jeld-Wen Field and Lincoln High School have no dedicated parking.
 - **Is there a need for a shared parking approach to meet multiple parking needs in the district?**
- With freeways and busy transportation corridors on its borders, Goose Hollow can feel isolated from other districts. Large blocks also act as a barrier to walking through the district.
 - **Can gateways into the district elevate the identity of Goose Hollow and encourage visitors to come to the area?**
 - **What street and connectivity improvements are needed to support walking, biking and taking transit?**
 - **Does a cap over I-405 continue to be a community priority? What location would provide the most benefit?**
- There is a lack of usable open space for passive recreation, as well as children play areas and dog walking.
 - **What are the community priorities for open space? Can existing open spaces be improved to help meet those needs?**

West End



The West End is developing into a vibrant mixed-use district. The area is part of Downtown, and serves as its residential neighborhood. Its urban character is shaped by numerous historic buildings, new housing projects, many restaurants and retail activities as well as a strong relationship with the South Park Blocks and Cultural District. However, the area also contains a number of surface parking lots. Over the last decade the West End has established stronger ties with Portland State University to the south and the Pearl District to the north, effectively stretching the retail core from downtown to the Brewery Blocks. The growth of housing and retail and improved connections with adjacent districts may facilitate more development in the area, but may also threaten the stock of affordable housing vital to its identity as a mixed-use district.

- The West End contains a significant supply of affordable housing, but if not adequately protected it could be lost due to redevelopment or lack of supportive funding.
 - **What can be done to better protect and expand the supply of affordable housing?**
 - **How can a broader mix of housing be created to serve the needs of the district's diversifying population?**
- The West End has many attractive features, but its character could benefit from re-establishing lost connections to other neighborhoods and reconsidering current zoning.
 - **Should regulations be more flexible to encourage housing but also allow supportive and complementary uses?**
 - **What essential neighborhood services are needed for a complete and sustainable community?**
 - **Should the capping of I-405 to re-establish connections with Goose Hollow still be considered?**
- The West End contains a rich historic fabric of buildings as well as numerous cultural and religious institutions.
 - **How can the historic and cultural fabric be used to establish a more recognizable, active and vibrant district?**
- The area contains numerous surface parking lots, as well as some vacant and underutilized properties that could be used for new development.
 - **How can redevelopment be encouraged in a way that supports the district's vitality and livability?**

West Quadrant Plan Areas

Downtown



Downtown is the most recognizable area of Portland's Central City. The tall skyscrapers, retail center, Pioneer Courthouse Square, museums, performance halls and civic buildings, Waterfront Park, and the historic bridges are iconic images of Portland. Downtown has been shaped by the settlement era, commerce, trade, urban renewal, urban flight and renewed efforts at revitalization, including the 1972 Downtown Plan, which led to the creation of the transit mall and Waterfront Park. The Downtown Plan also strived to establish strong residential communities, which hasn't been successful in the downtown core. Downtown has 17 workers for every resident. With thoughtful consideration Downtown can continue to be the gathering place for Portlanders and visitors, as well as a center for innovation and exchange.

- Tom McCall Waterfront Park is often referred to as Downtown's front lawn and is active during the summer months, but less so the rest of the year.
- Between the Burnside and Morrison Bridges, 85 percent of Naito Parkway's street edge is defined by surface parking lots or garage entries.
 - **Can connections with the retail core and new residential development create vibrancy, foot traffic and a better retail environment along Naito Parkway and areas north of the retail core?**
- The Downtown core has had a regionally significant role for jobs and unique national and local retail stores, but has increasing competition from the Pearl district and suburban centers.
 - **What strategies can maintain or increase the west quadrant's share of regional jobs?**
 - **Can a stronger downtown residential base strengthen downtown retail? If so, where?**
- The Transit Mall is intended to be the spine for the tallest downtown buildings, but there are limited full-block development sites. Remaining key gateway development opportunity sites include SW Broadway/W Burnside, the Morrison Bridgehead and the Hawthorne Bridgehead.
 - **How can new development be encouraged at these key gateway locations and surface parking lots?**
 - **How can Downtown continue to maximize on its density and concentration of jobs to benefit economic and residential development?**
 - **How could a revitalization of a traditional financial district be encouraged?**
- Downtown's Cultural District is the regional center for art and culture and attracts a broad array of visitors.
 - **Should the Cultural District be promoted with unique design treatments, such as gateways and street features?**
 - **How can Downtown's identity be reinforced as the center for arts and culture?**

South Downtown

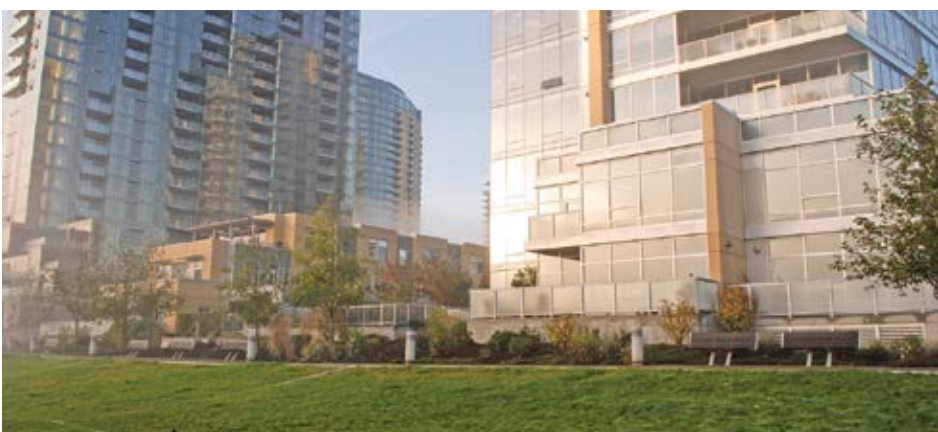


The South Downtown area is home to three distinct urban districts: Portland State University (PSU), the South Auditorium blocks and RiverPlace. With close to 30,000 enrolled students, PSU's growth and development is guided by the University District Framework Plan (2010). The strategic direction for the Central City as a center for innovation and exchange aligns strongly with PSU and its surrounding area.

Developed in the 1960s, the South Auditorium Project was the city's first urban renewal areas and now includes modern office buildings and apartment towers. The area is connected by a system of Lawrence Halprin-designed parks, fountains and pedestrian pathways. A community of apartments, condos and ground floor retail, RiverPlace is one of the few places in the Central City with direct access to the water's edge.

- The PSU area has the potential to connect with other major institutions, including OHSU and OMSI, to create an innovation and education area.
 - **What are the different boundaries and identities within this area?**
- The SW Montgomery Green Street concept creates an opportunity for a park-like amenity that sustainably manages stormwater and better connects the area to the Willamette River.
- In RiverPlace, the opportunity for people to get close to and enjoy the amenities of the Willamette River is a great asset.
 - **Are better connections needed to the Willamette River? If so, where?**
- PSU's growing enrollment, campus development and residential population will increase activity in the district, while also requiring new amenities.
 - **How can an integrated urban educational district be created?**
 - **Should retail services be clustered? Where should they be located?**
 - **What kind of development is most appropriate around the Lincoln Street Max station area?**
 - **How can current zoning be updated to promote desired development and protect important educational, cultural and historic resources?**
- As the South Auditorium area and Halprin parks age, preservation and maintenance becomes an issue.
- The area has constrained transportation infrastructure, often creating access issues from the south and west, even with streetcar and light rail.
 - **Can the street system and I-405 crossings function better for all modes than they do now?**

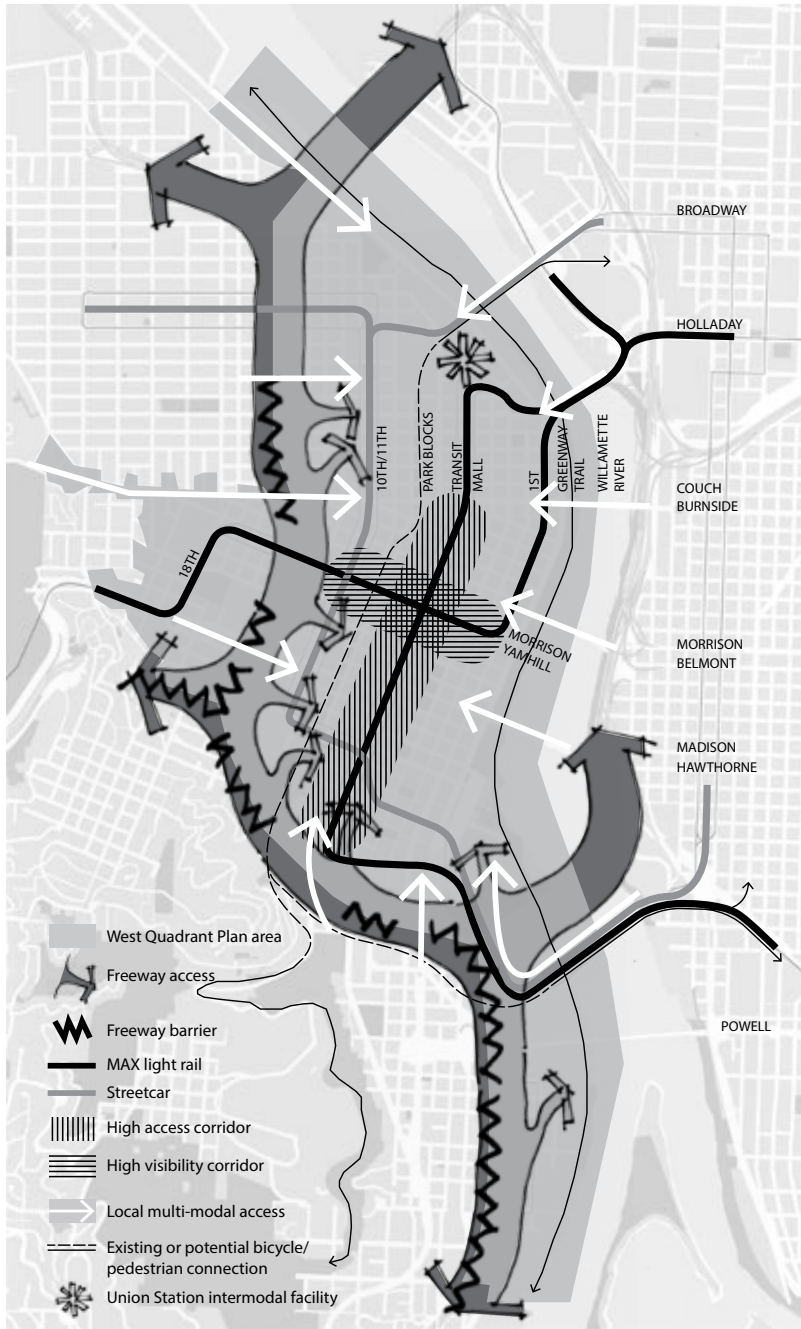
South Waterfront



Less than a decade ago South Waterfront was characterized as a district dominated by vacant brownfield sites and underutilized buildings. Now the district is home to more than 2,000 housing units, a growing mix of jobs, new parks and greenway amenities, and will soon be connected with the most diverse multimodal transportation network in the state. Oregon Health Science University is beginning to develop the Schnitzer Campus, a science and high tech research university. A master plan is also being prepared for the Zidell properties, which includes proposals for new parks, greenway connections, housing and office development.

- There is the potential for an Innovation District connecting South Waterfront, Portland State University, OHSU with OMSI and the Central Eastside through redevelopment of large sites and the Portland-Milwaukie Light Rail.
 - **What opportunities exist to promote job creation as part of the Innovation District?**
 - **What are the public-private partnership opportunities that can reinforce the Innovation District?**
- New development on the Schnitzer Campus and Zidell properties present opportunities for greenway improvements, new park development and street plan development that can leverage additional private investment and development.
 - **What infrastructure and community services are necessary to make South Waterfront more attractive to new businesses, better serve residents and support the larger South Portland neighborhood?**
 - **How can redevelopment be leveraged to encourage completion of the greenway and additional park needs?**
- There are several acres of vacant land in the central and southern portions of the district that could be developed to complement existing development, meet the needs of residents and employees, and encourage additional mixed-used development throughout the district.

West Quadrant Systems



West Quadrant plan area transportation access

Transportation

Convenient access to the Central City helps residents and visitors alike interact with and enjoy the many amenities within this unique regional hub. This exchange nurtures creativity and innovations that foster continued growth and development. A robust transportation system is critical to providing that access to all, enhancing the Central City’s attractiveness, livability and overall success.

ACCESS FOR ALL

Increasing the number of people coming into and leaving the West Quadrant — while managing access for transit riders, cyclists, pedestrians, drivers and freight — is key to ensuring the area’s vitality and livability.

- What should be our overarching approach to increase the number of people coming to the West Quadrant?
- Are there major access needs and barriers that need to be addressed?
- Are there new transportation strategies and improvements that should be explored?

STREET VITALITY

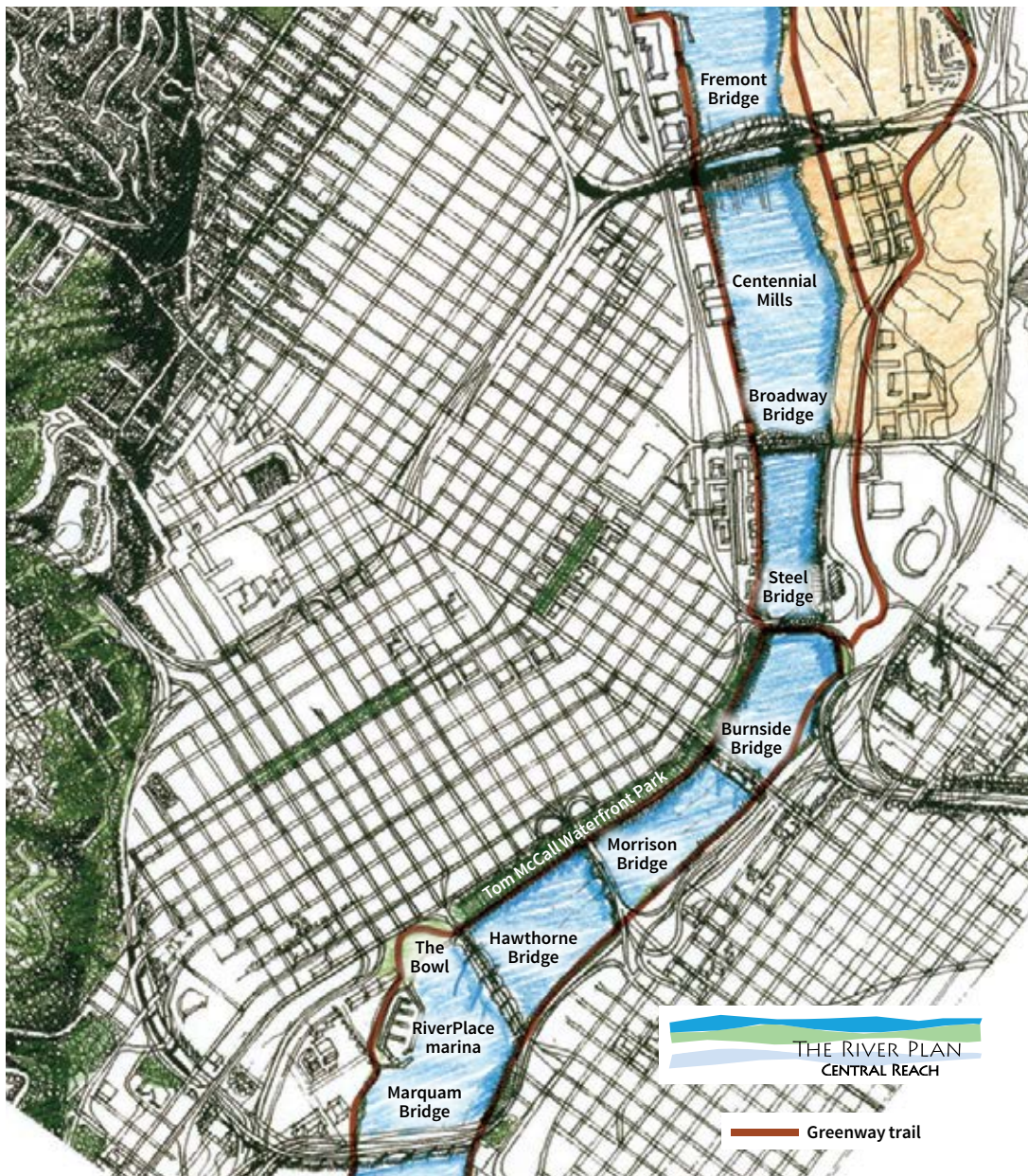
Street character is important to make the West Quadrant an attractive and pedestrian-friendly place. Streets with different features, such as the public art and transit stops on the Portland Transit Mall, distinctive retail stores on NW 13th in the Pearl and the cultural iconography on the Festival Streets in Old Town/Chinatown, reflect their history, cultural identity and adjacent land uses while serving to provide access and improve mobility for all users.

- Should we strive to better design the streets in the West Quadrant to create distinct, attractive places?

PARKING

Since 1975, parking policies have promoted economic development in the Central City. They have also fostered the use of alternative transportation modes, thus reducing automobile use and auto emissions.

- Can parking strategies in the Central City induce more economic growth and vitality while maintaining livability and reducing greenhouse gas emissions?



The Willamette River flows through the Central City providing the community with access to nature, transportation and recreational opportunities.

The Willamette River

The Willamette River plays a significant role in shaping the character and urban form of the Central City, and providing economic and environmental benefits and fish and wildlife habitat. In the West Quadrant, much of the river is bordered by Waterfront Park and the greenway trail, offering opportunities to walk, run, cycle or just be near the river.

Enhancing connections between the river and downtown will strengthen the river’s role in defining the character of the Central City. While the West Quadrant currently lacks a concentration of amenities that would draw people to the waterfront, redevelopment opportunities at the Morrison and Hawthorne bridgeheads, along Naito Parkway, and at Centennial Mills in the Pearl District could provide riverfront dining, shopping, entertainment and recreation destinations that would enliven the area year-round.

Willamette River water quality has improved over the last decade through stormwater management projects and environmental cleanup. This means that swimming, boating and other water-based recreation is becoming more desirable.

Integrating nature and urban activities through actions such as riparian and floodplain enhancements, expanded tree canopy, additional ecoroofs and green streets will increase our resiliency in the face of climate change and also improve conditions for wildlife.

- How can we integrate economic activity, recreational opportunities and habitat enhancement along the river in the West Quadrant?
- What can the West Quadrant plan do to improve our resiliency to climate change and natural hazards?
- How would redevelopment of the bridgeheads and enhancements to development along Naito Parkway affect use of Waterfront Park and the vibrancy of the river?
- What can the West Quadrant plan do to celebrate the cultural and historical importance of the River?



Green Systems

Green systems in the West Quadrant can be an important strategy for reducing carbon emissions and impacts on human health and the natural environment, while supporting economic vitality, livability and resiliency. Green buildings, energy efficient systems, stormwater management, tree canopy, and natural resources, such as the Willamette River and its banks, help reduce carbon emissions, contribute to watershed health, and create social and economic opportunities. Promoting collaboration among residents, businesses, the City, and utility providers through ecodistricts is one strategy to advance ambitious green system and sustainability goals. Currently there are two ecodistricts in the West Quadrant: South of Market and South Waterfront.

CLIMATE ACTION AND RESILIENCY

Climate change is a defining challenge of the 21st Century. With its high-density land uses, Portland's Central City can play a significant role in reducing carbon emissions through higher concentrations of green buildings, district heating and cooling systems, and greater use of alternative transportation modes. The Quadrant currently has two district energy systems in place — one in the Pearl District and one on the PSU campus — and planning is underway for a future system in South Waterfront. While currently the West Quadrant has the highest concentration of certified green buildings in the city, most of those buildings do not meet the aggressive energy efficiency goals of the Climate Action Plan. In addition, many older buildings cannot withstand the intensity of future earthquakes anticipated in the Pacific Northwest.

- What strategies should be explored to encourage high performance green buildings, renewable energy, and district energy systems?
- How can existing buildings be retrofitted to improve energy performance and resiliency to seismic events?

DESIGN WITH NATURE

Integrating nature into the built environment is important to address issues related to the heat island effect, carbon absorption, air and water quality, fish and wildlife impacts and community livability. Design strategies include incorporating trees, landscaped areas, bird-friendly buildings, green streets, ecoroofs and other vegetated stormwater management systems. These facilities, along with open spaces, can provide connections to the Willamette River. The West Quadrant has a high concentration of ecoroofs, compared to other parts of the city, and has been successful in maintaining relatively high levels of tree canopy in some areas. However, overall impervious surface coverage remains high and access to nature is limited.

- What strategies should be explored to increase tree canopy and the use of green infrastructure, such as ecoroofs and green streets?
- Where should green systems, such as green facilities and open space, be located to connect neighborhoods with the Willamette River?
- What opportunities exist to enhance natural resources and habitat?
- How should bird-friendly building design, intended to reduce the risk of bird strikes, be encouraged?



Parks

The West Quadrant of the Central City features some of the city's most iconic parks, including the North and South Park Blocks, Pioneer Courthouse Square and the Classical Chinese Garden. These parks offer respite from the busier parts of the city to thousands of Portlanders every day. The parks and open spaces in the West Quadrant have a rich history and were developed by notable designers and planners including the Olmstead brothers and Lawrence Halprin. Newer parks, such as Elizabeth Caruthers Park in South Waterfront, Director Park near Pioneer Square and Tanner Springs Park in the Pearl have added new depth of character and experiences — from urban wetlands to playscapes — to the suite of open spaces and parks serving the West Quadrant.

As the population of the Central City has grown and changed, so have the demands on its parks and open space system. While there are a substantial number of parks in the West Quadrant, most of them cater to visitors or office-workers, with lots of seating opportunities, large shade trees and smaller areas for quieter respite. In the future, parks will need to meet the needs of employees, visitors and shoppers as well as a diversifying residential population. As such, new issues have emerged regarding the future of parks and open spaces, including:

- How can increased flexibility within existing parks accommodate more active recreational functions?
- How can new lands be acquired for parks/open spaces in deficient areas?
- Where can clearer connections between parks and open spaces be created to better link the system and different functions together?
- Where are the new opportunities for additional tree canopy and improved habitat for native species?
- Should public/private partnerships be explored to allow for more diverse recreational opportunities in the city core?



“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”
Jane Jacobs, urban activist, 1961

The west 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 will examine 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.

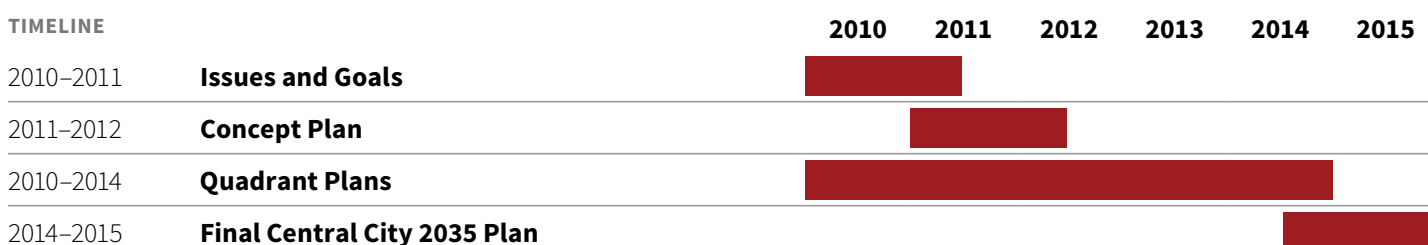
An element of the broader Central City 2035 (CC2035) project which will update the 1988 Central City Plan, the West Quadrant Plan will result in recommendations for policies to guide future public and private investment and development in the west quadrant of the Central City.

CC2035 also includes work on two major plans affecting the Central City: the River Plan/Central Reach and the Central City Transportation Management Plan. Work on the West Quadrant Plan will align closely with these efforts.

The West Quadrant Plan follows the adoption of the CC2035 Concept Plan and N/NE Quadrant Plan, which were both adopted by the City Council in October 2012. The West Quadrant Plan and SE Quadrant Plan will be adopted in a similar fashion. All quadrant plans will feed into and inform the final Central City 2035 Plan, which will inform the new Comprehensive Plan, zoning maps and other implementation measures.

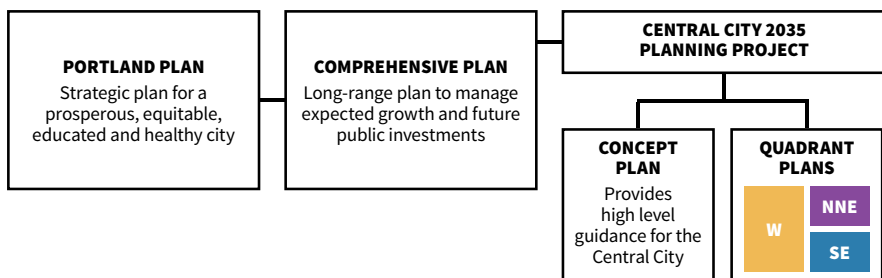
CENTRAL CITY 2035 PLANNING PROJECT

The West Quadrant Plan is part of the third phase of the Central City 2035 Planning Project.



RELATIONSHIP OF CC2035 TO OTHER PLANS

The Central City 2035 Concept Plan was developed in conjunction with the update to the City’s Comprehensive Plan. Its policy direction was based on the guidance from the integrated strategies of the Portland Plan — A Framework for Equity, Thriving Educated Youth, Healthy Connected City and Economic Prosperity and Affordability — and the objectives for greenhouse gas emission reductions from the Climate Action Plan.



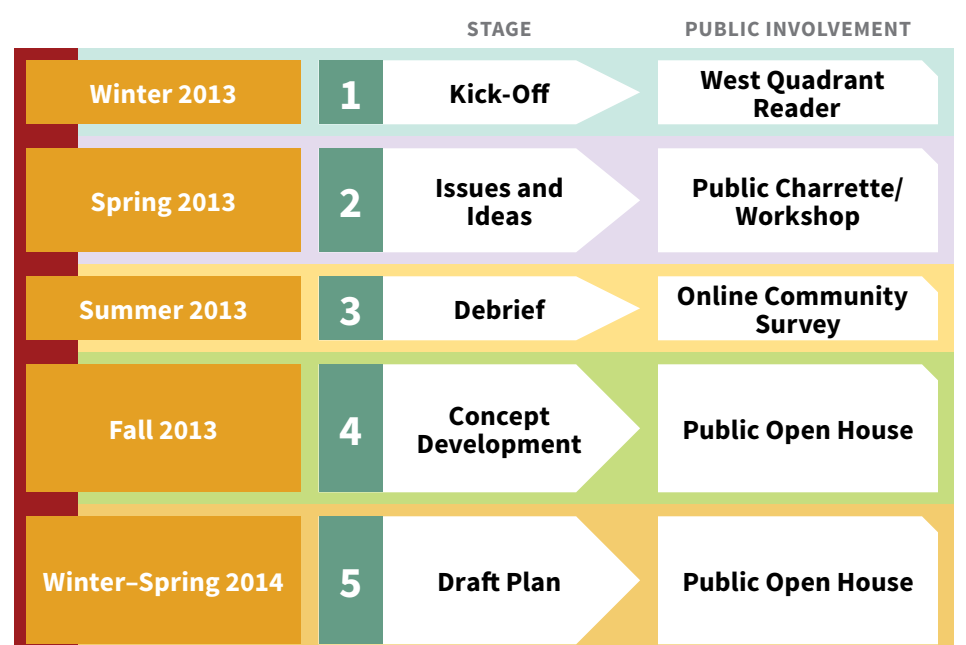
FOR MORE INFORMATION

Visit the project website for more information and to view upcoming events. Subscribe to our email list or RSS feed.

PROJECT WEBSITE www.portlandoregon.gov/bps/cc2035
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WEST QUADRANT PLAN PHASES

The West Quadrant Plan will have five different stages leading to the development of the final plan. During each stage there will be opportunities for public involvement.



Bureau of Planning and Sustainability
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