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West Portland Town Center Plan

A PLAN FOR “THE CROSSROADS” THAT BENEFITS THE ENTIRE COMMUNITY



About the project

City planners are working with the community to create a long-term vision and action plan for the West Portland Town Center (WPTC). This long-range plan will rely on broad community input and help meet the goals of improved health and access to opportunities for everyone.

This community-focused work will help:

- Create more housing options and avoid displacement.
- Improve health and economic prosperity for low-income residents.
- Enhance transit access as well as pedestrian and bicycle circulation.

The plan will also consider stormwater issues, economic development, zoning changes and urban design.

West Portland Town Center Plan Timeline

SPRING 2019	SPRING 2019 - SUMMER 2019	★ FALL 2019 - WINTER 2020	SPRING 2020	SUMMER 2020
Collaborative Studies	Community Visioning	Plan Creation	Plan Refinement & Public Hearings	ADOPT PLANS
What information is most important to understand about your community?	What does a complete and inclusive community mean to you?	Did we hear the right big priorities you wanted to share?	What do decisionmakers need to know?	

September 2019



# Commitment to racial equity

The Portland Plan and 2035 Comprehensive Plan direct the City to eliminate long-standing racial disparities and engage communities of color in decision-making. History shows that large public infrastructure investments often increase land values and raise the cost of living. These changes often affect low-income households and communities of color the most.

Addressing this challenge will be a top priority for the town center planning effort. The land use plan and the equitable development action plan will work together to prevent displacement and support the most vulnerable in the community.



# Working with the community

Public participation is crucial to the development of the WPTC Plan (WPTCP). Throughout the 18-month planning process, community members can learn about the project and provide input through public workshops, open houses, walking tours, online sources and other meetings. Community-based organizations UniteOregon and Community Alliance of Tenants (CAT) are funded to lead additional engagement activities to ensure the voices of renters and communities of color are heard.

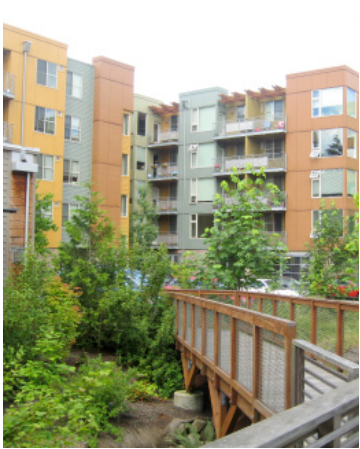


## Community Advisory Group Members

A Community Advisory Group comprised of neighborhood and business interests, community advocacy groups, nonprofit service providers and others will advise the project. Members will include area neighborhood associations, Community Partners for Affordable Housing (CPAH), Neighborhood House, CAT, Tryon Creek Watershed Council and others.



# Background



For decades, Barbur Boulevard has remained largely unchanged and the vision for a West Portland Town Center unrealized. The Crossroads area was affirmed as a town center in the City’s recently adopted 2035 Comprehensive Plan. Portlanders want the area to be a more complete community, with a full range of housing choices along with commercial and community services.

In 2018, the cities of Portland and Tigard developed a SW Corridor Equitable Housing Strategy (EHS). This strategy will help ensure that lower income and vulnerable communities benefit from the inevitable improvements to the corridor that will come with light rail. The West Portland Town Center Plan will implement parts of the EHS and the 2035 Comprehensive Plan policies to plan for healthy connected communities, inclusive of people from all cultures and backgrounds.

The West Portland Town Center Plan is one of several efforts under the SW Corridor Inclusive Communities Project, funded through a 2018 Metro Construction Excise Tax grant. The Inclusive Communities Project also includes land use and transportation planning around the Ross Island Bridge (Naito-Gibbs Refinement Plan) as well as an update to the South Portland Historic Design Guidelines. These efforts parallel the ongoing work on the SW Corridor Light Rail Project and Metro’s SW Corridor Equitable Development Strategy.

The time is right to consider how the West Portland Town Center will transform — with or without a new light rail line — into a more vibrant, accessible and inclusive community.

## What is a “town center”?

Per Portland’s recently adopted 2035 Comprehensive Plan, Town Centers are large centers that serve a broad area of the city and have an important role in accommodating growth. They provide a full range of commercial and community services, high-density housing, mid-rise commercial and mid-rise mixed use buildings (typically up to five to seven stories high). They are served by high-capacity transit connections and have a substantial employment component. Town Centers provide housing opportunities for enough population to support a full-service business district.

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