Portland’s Central City is home to thriving urban neighborhoods; contains innovative education, cultural and entertainment destinations; and is the core of the regional economy.

An update to the 1988 Central City Plan, Central City 2035 (CC2035) will address new challenges and opportunities to ensure a vibrant and sustainable Central City, now and in the future.

The CC2035 Concept Plan and N/NE Quadrant Plan (the first of the three quadrant plans) were adopted by City Council in Fall 2012. The West and SE Quadrant processes are currently underway.

When complete, the Central City 2035 Plan, part of the Comprehensive Plan, will include Central City-specific policies, zoning amendments and action items.

**RELATIONSHIP TO OTHER PLANS**

<table>
<thead>
<tr>
<th>PORTLAND PLAN</th>
<th>Strategic plan for a prosperous, equitable, educated and healthy city</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMPREHENSIVE PLAN</td>
<td>Long-range plan to manage expected growth and future public investments in Portland</td>
</tr>
<tr>
<td>CENTRAL CITY 2035 PLANNING PROJECT</td>
<td>Provides high level guidance for the Central City</td>
</tr>
<tr>
<td>CONCEPT PLAN</td>
<td>Presents high level guidance for the Central City</td>
</tr>
<tr>
<td>QUADRANT PLANS</td>
<td></td>
</tr>
<tr>
<td>W</td>
<td>N/NE</td>
</tr>
<tr>
<td>SE</td>
<td></td>
</tr>
</tbody>
</table>

**CENTRAL CITY 2035 PLANNING PROJECT**

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

<table>
<thead>
<tr>
<th>TIMELINE</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010-2011</td>
<td>Issues and Goals</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011-2012</td>
<td>Concept Plan</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010-2014</td>
<td>Quadrant Plans</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014-2015</td>
<td>Final Central City 2035 Plan</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The Central City 2035 Concept Plan establishes an overarching policy framework and an urban design concept, which provides high level guidance for the development of three quadrant plans.

The Concept Plan was approved by the City Council on Oct. 24, 2012.

A CENTER FOR INNOVATION AND EXCHANGE
The density and diversity of uses, activities and people found in the Central City creates excitement, interest, vibrancy and synergy in this economic engine for the Portland metropolitan area. It encourages a level of interaction between people, businesses and institutions that cannot be generated elsewhere in the state. This dynamic environment has defined Portland as a center for innovation and exchange.

POLICY FRAMEWORK
The policy framework was drafted through an extensive public involvement process and contains goals and guidelines for different policy areas, including:

- Regional Center: Economy and Innovation
- Housing and Neighborhoods
- Willamette River
- Urban Design
- Health and the Environment

URBAN DESIGN CONCEPT
The urban design concept and framework maps illustrate where and how the Central City will grow and change, highlighting key physical features, major corridors and distinctive new districts. They will help guide future decision-making and prioritize public investments by the City and partner agencies.

Nearly 700 people participated in the development of the Concept Plan.
The West Quadrant Plan examines a range of land use, urban design, transportation, environmental and economic development issues.

This effort will result in recommendations for policies to guide future public and private investment and development in the western areas of the Central City.

The West Quadrant planning area includes the Pearl District, Old Town/Chinatown, Downtown, the West End, Goose Hollow, South Downtown/University, South Waterfront and Willamette River Central Reach areas.

WEST QUADRANT PLAN PROCESS

<table>
<thead>
<tr>
<th>STAGE</th>
<th>PUBLIC INVOLVEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2013</td>
<td>Kick-Off West Quadrant Reader</td>
</tr>
<tr>
<td>Spring 2013</td>
<td>Issues and Ideas Online Community Survey and Public Charrette</td>
</tr>
<tr>
<td>Summer 2013</td>
<td>Debrief Website and Community Events</td>
</tr>
<tr>
<td>Fall 2013</td>
<td>Concept Development Public Open House and Community Survey</td>
</tr>
<tr>
<td>Winter-Spring 2014</td>
<td>Draft Plan Public Open House and Community Meetings</td>
</tr>
</tbody>
</table>
The Concept Map Layers illustrate potential development patterns and identify key choices to be made during the planning process.

They do not constitute a plan for the West Quadrant; rather, they are being used to guide the more detailed district-level work found in the seven district goal, policy and action drafts.

The ideas are founded in one main land-use concept [1] supported by two accompanying maps (attractions and special places [1a], and building height [1b]).

Together these three land use-related maps form a foundation supported by three related infrastructure systems: street and development character [2], parks and open spaces [3] and green systems [4].

The maps were developed and revised over several months, incorporating feedback from the Stakeholder Advisory Committee, the October 2013 Open House and online feedback form, numerous stakeholder and association meetings, and individuals contacting project staff directly.
These drafts are incomplete and should be considered a starting place for discussions with the Stakeholder Advisory Committee, other stakeholders and the broader community. We need your input to improve them over the coming months.

Each draft contains a number of pieces:

**District Name**

A **District Goal** conveys the overarching vision for each district in a short statement, touching on key elements that differentiate the district from other parts of the Central City.

The **District Maps** highlight key concepts and features of the district. The discussion drafts currently contain only a placeholder for the maps. Draft district maps can be found on the open house boards and online, and will be inserted when finalized.

**Policies** provide more district-specific direction on issues associated with the larger goal. Generally following the Central City 2035 Concept Plan framework, these policies are organized into five topic areas:

- Regional Center: Economy and Innovation
- Housing and Neighborhoods
- Transportation
- Urban Design
- Environment

**Performance Targets** may be established for key measures as a means of tracking progress toward meeting goals and policies.

**Action Items** are proposed for each district to help support the goals and policies. Actions include changes to regulations, future work items, projects, programs or studies. Implementers are identified, with the lead implementing entity noted in bold.
**District Goal**

A highly livable and multimodal urban neighborhood, the **Pearl District** is a culturally and ethnically diverse, family-friendly complete community, with excellent access to public amenities including the Willamette River, retail services, cultural institutions and public transportation.

A twenty-first century model of social, environmental, and economic sustainability, the district’s high quality mixed-use development, exciting urban riverfront, historical assets, shops and restaurants attract visitors from all over the world, creating an ideal backdrop for its numerous creative-sector businesses.

**Policy and Action Highlights**

- Redevelop the US Postal Service property and other large properties with compatible uses including significant employment opportunities, public view preservation, pedestrian connections, strong street presence and new open space.
- Develop a distinctly urban waterfront that balances human activities including river transportation, recreation and development with habitat enhancement.
- Develop new and improved tools to encourage the preservation of older, smaller buildings with historic character throughout the district.
- Improve pedestrian connections over and under I-405 and across West Burnside, NW Naito and the railroad tracks.
- Enhance bus and streetcar transit service to meet the demands of residents, employees and visitors; increase access to transit particularly in the north end of the district and along the riverfront.
- Continue the active character of NW 13th Avenue north of the historic district by encouraging/requiring active uses and maintaining loading docks and lower building heights along the street.
District Goal

Old Town/Chinatown is a vibrant, resilient, 24-hour neighborhood rooted in a rich historical past. The district’s two thriving historic districts, numerous multi-cultural attractions and higher education institutions foster a thriving mix of office employers, creative industry start-ups, retail shops and a range of entertainment venues, restaurants and special events.

The district has a balanced mix of market rate, student and affordable housing. The social service agencies in the district continue to play a critical public health role within the Portland region. The district has a mix of human-scaled, restored historic buildings and contextually sensitive infill development. It is well connected to the rest of the Central City and the region through excellent multi-modal transportation facilities and safe and attractive street connections to adjacent neighborhoods and an active riverfront.

Old Town/Chinatown’s safe and respectful environment and its success as a socially and economically diverse urban neighborhood is supported by the active engagement of its businesses, institutions, property owners and residents in the management and improvement of the district.

Policy and Action Highlights

- Develop market rate housing.
- Encourage preservation and infill in the Skidmore Historic District.
- Create better tools to preserve resources and encourage investment in the New Chinatown/Japantown Historic District.
- Redevelop surface parking lots while serving existing and future parking needs.
- Propose height changes to encourage context-appropriate development:
  - Retain 75' in Skidmore Historic District
  - Reduce north of Everett (425' to 325'), west of 5th (460' to 250'), adjacent to Lan Su Garden
  - Increase south of Everett and west of 4th (100' to 175') with preservation incentive
District Goal

Downtown is the economic and symbolic heart of the region and the preeminent, most accessible location for office employment, retailing, tourism, arts and culture, entertainment, government, urban living, and ceremonial activities. At the center of the region’s transportation system, and anchored by signature public spaces including Pioneer Courthouse Square and Tom McCall Waterfront Park, it is the most intensely urban and recognizable district in Portland’s Central City.

Policy and Action Highlights

▶ Enhance pedestrian experience in the Cultural District near the South Park Blocks between SW Salmon and SW Jefferson St.
▶ Improve access to the river and increase the attractiveness of the riverfront as a tourist destination.
▶ Develop new housing particularly along SW Naito Parkway and the South Park Blocks.
▶ Establish SW Morrison, SW Yamhill, SW Broadway and SW Alder as signature retail streets.
▶ Protect the historic character of the Yamhill Historic District by encouraging restoration of historic structures and sensitive infill on vacant lots.
▶ Implement a Green Loop through the district with bicycle facilities, park-like pedestrian environments, and wildlife connections between the river, the park blocks and the West Hills.
▶ Encourage more events, entertainment and civic spaces.
District Goal

Downtown’s West End is a thriving, mixed-use urban residential neighborhood with a diverse architectural character, building age and scale and wealth of historical, cultural, institutional and open space assets. The district benefits from its central location, with excellent multimodal access to Portland State University, the South Park Blocks, Goose Hollow and Providence Park, the Pearl District and the Downtown retail core.

The predominantly residential area south of SW Salmon is an attractive, family-friendly community supporting a range of amenities, housing scales and types to accommodate a socioeconomically diverse population. The area north of SW Salmon hosts a broader mix of uses, where residents live in harmony with successful retail, entertainment and office development.

Policy and Action Highlights

- Encourage the preservation, renovation and rehabilitation of historic buildings and resources.
- Develop a broader mix of uses, including additional office, retail and residential north of Salmon.
- Support more recreational and educational amenities that increase livability for families with children.
- Support the continued viability of the district’s unique concentration of churches.
- Create a supportive environment for transit connections where the MAX light rail line and Portland Streetcar line cross.
- Encourage redevelopment with retail along SW Jefferson to create a vibrant neighborhood main street linking the West End to Goose Hollow and Downtown.
- Increase publicly accessible open space and broaden the range of available recreational experiences.
District Goal

Goose Hollow is a family-friendly urban community with thriving neighborhood businesses and excellent access to downtown, Portland State University, the Northwest District and Washington Park. The district’s major attractions, including Providence Park, Lincoln High School, the Multnomah Athletic Club and religious institutions, exist in harmony with surrounding mixed-use and residential development, and attract visitors from all over the region to dine, shop, and play in Goose Hollow.

Bordering Washington Park, the Vista Bridge and West Hills, the district is known for its natural beauty and unique views.

Policy and Action Highlights

▶ Encourage more residential uses throughout.
▶ Develop a vibrant, mixed-use district in the “Flats.”
▶ Develop SW Jefferson into a retail/mixed-use main street.
▶ Pursue long term redevelopment of Lincoln High School.
▶ Develop a new neighborhood park, and make existing assets such as Collins Circle more usable.
▶ Expand the frequency and range of events at Providence Park, and support local business development in the stadium district.
▶ Explore shared-use parking options.
▶ Address connectivity problems on Burnside, Jefferson/Columbia, 18th, 20th and local circulation issues.
▶ Improve the I-405 freeway pedestrian crossing and explore long term capping opportunities.
**District Goal**

**South Downtown/University** is the livable, accessible home to: Portland State University, Oregon’s largest university; the South Auditorium District, a unique physical landscape carved by Portland’s first experiment with urban renewal; and RiverPlace, a dynamic, dense residential and commercial district with an intimate relationship to the Willamette River.

While each of these three microcosms maintains its distinct character, in combination they provide the setting for a growing international, multi-cultural center of learning, fostering information exchange and innovation. The district plays a key role in accommodating and incubating the Portland region’s growing cluster of knowledge-based research-oriented enterprises.

**Policy and Action Highlights**

- Strengthen relationships and connections between PSU and other major institutions (e.g., OHSU, OMSI).
- Improve district circulation and access in the area.
- Develop a district retail strategy focusing on SW 4th, SW College and SW Broadway.
- Provide a safe and secure 24-hour environment, particularly in car-free pedestrian areas.
- Encourage existing open spaces to be more accessible, usable and engaging. Expand recreation opportunities.
- Increase maximum building heights along the south transit mall.
- Encourage marina and beach improvements to bring more boaters and visitors to the area; maintain shallow water habitat and replace the existing dock with a low impact dock.
- Support PSU as an urban laboratory for environmentally friendly features and technologies.
District Goal

The southern gateway to the Central City, **South Waterfront** is a vibrant, walkable, distinctly urban mixed-use community with excellent access to transit, parks and neighborhood amenities, as well as the Willamette River and greenway trail. The district serves as a model for sustainable development.

The cornerstone of Portland’s Innovation Quadrant, the district is home to large research and educational institutions, corporate headquarters, start-up firms and other knowledge- and science-based industries.

The district benefits from strong connections to the South Downtown/University District, Downtown, adjacent neighborhoods and a clean and healthy river that provides a range of urban amenities, recreational opportunities, beautiful views and ecological functions.

Policy and Action Highlights

- Encourage a range of businesses from start-up firms to corporate headquarters — with focus on knowledge-based industries to locate in the district.
- Encourage a diverse mix of housing types throughout the district, including affordable housing as well as housing for seniors, families with children, and students.
- Support access to public services and amenities to meet the needs of residents, workers and visitors, particularly parks, a full-service grocery store and community space.
- Improve access by all modes to the region and adjacent areas, including South Portland, the Willamette River, Greenway Trail and the South Downtown/University District.
- Complete the Greenway Trail.
- Build a new park to provide active recreational opportunities in a location that has physical and visual connection to the river.
- Explore district energy opportunities.
- Improve river conditions to support fish and wildlife.

**Sample Potential Central City-wide Performance Targets:**

- Energy Retrofits: Buildings built prior to 2014 use 30% less energy than today.
- Renewable Energy: 15 Megawatts of solar or other on-site renewables are installed.
- Zero Energy New Construction: New buildings produce as much energy as they consume.
- Transportation: Increase the amount and percentage of trips using walking, bicycling and transit.
This map reflects concept ideas at the quadrant level and action items at the subdistrict level to improve the bicycle network.

The concept builds on existing bicycle facilities to address access issues and provide a well connected, safe and convenient network for users of all ages and abilities and trip purposes. The identified bikeways highlight key corridors and connections but don’t intend to reflect a type of bicycle facility (e.g. bicycles mixed with traffic, bicycle lanes, cycle tracks, off street paths).
This map reflects concept ideas at the quadrant level and action items at the subdistrict level to improve the pedestrian network.

The concept builds on existing assets and connects priority pedestrian corridors (pedestrianways) with key land uses and open spaces to create a highly accessible, safe and convenient pedestrian environment. Some of the elements include safer crossings of barriers such as freeways and busy streets, and potential streetscape improvements along highlighted pedestrianways and in focused spaces.
This map reflects concept ideas at the quadrant level and action items at the subdistrict level to improve the motor vehicle network, which includes cars and freight.

The concept identifies the freeway and adjacent street network stretching from I-5 in South Waterfront to I-405 by Portland State University connecting to Highway 26, as a key area of regional and local access improvement. In addition, the concept identifies major access and circulation streets (trafficways) as well as areas for future circulation studies.
This map reflects concept ideas at the quadrant level and action items at the subdistrict level to improve the transit network.

The concept builds on the existing transit system to continue to provide high quality service and connectivity to the city and region. The concept highlights corridors (transitways) where increased transit service and coverage should be provided. The identified transitways highlight key corridors and connections but don’t intend to reflect a type of transit vehicle (e.g. streetcar, bus).
Transportation Policies

Central City 2035 Concept Plan adopted by City Council October 24, 2012

Transportation Related Goals and Policies:

Goal D: Provide a safe, affordable, efficient and accessible multimodal transportation system that supports the growth and role of the Central City as the region’s high density center.

#7 Regional transportation hub: Strengthen the Central City as the hub for moving people and goods, reinforcing its regional center roles, enabling successful high density employment and housing development, and therebyaffirming its role in Metro’s Region 2040 Framework Plan.

#8 Optimized street network: Improve street design and function to increase efficiency and safety for all transportation modes and the ability of the existing network to meet the mobility needs of businesses, shoppers, residents and visitors. Establish a system and standards that emphasize pedestrian, bicycle, transit and freight access while continuing to provide automobile access.

#9 Parking: Update parking management strategies to support commercial and housing development while optimizing the use of the limited parking supply, encouraging the use of alternative transportation and simplifying the parking regulations.

Goal H: Enhance the public realm with human-scaled accessible streets, connections and open spaces that offer a range of different experiences for public interaction.

#27 Regional corridors and connections: Elevate the presence, character and role of physical and visual corridors such as trails, transit lines, busy streets and significant public views, helping to bridge neighborhoods across physical and psychological barriers.

#29 Street diversity: Differentiate the character of key streets to offer a diversity of urban experiences and connections, reflects the character of unique districts and open spaces.

West Quadrant Transportation Policies per Subdistrict

Central City

Multimodal Access: Improve access by all modes to the district from adjacent areas and from the region. [Potential Central City-wide policy]

Circulation and connectivity: Provide for a highly accessible, safe and well connected district, with enhanced connections to the River and Waterfront Park.

Active Transportation: Encourage walking, bicycling and transit as a way to increase access and transportation choices, enhance livability and reduce the carbon impact in the district. [Potential Central City-wide policy]

Streetscape: Improve the pedestrian experience by providing greenery and community uses of the right-of-way and by integrating high-density uses. [Potential Central City-wide policy]

Union Station Multi-Modal Hub: Maintain and increase the viability of Union Station as Portland’s multi-modal passenger transportation hub. Improve access to the station.

Parking: Meet existing and future parking needs in a way that reduces parking ratios, encourages the sharing and efficient use of parking stalls within the district’s existing and future uses, and leads to the redevelopment of existing surface parking lots.

Actions:

- Provide a safe, affordable, efficient and accessible multimodal transportation system.
- Strengthen the Central City as the hub for moving people and goods.
- Update parking management strategies.
- Enhance the public realm with human-scaled accessible streets.
- Differentiate the character of key streets.

South Downtown

Multimodal Access: Improve access by all modes to the region and adjacent areas, including South Portland, South Waterfront, Goose Hollow and Downtown. [Potential Central City-wide policy]

Circulation and Connectivity: Provide a highly accessible, safe and well connected district, with enhanced east-west pedestrian and bicycle connectivity between Portland State University and the Willamette River.

Active Transportation: Encourage walking, bicycling and transit as a way to increase access and transportation choices, enhance livability and reduce the carbon impact in the district. [Potential Central City-wide policy]

Streetscape: Improve the pedestrian experience by providing greenery and community uses of the right-of-way and by integrating high-density uses. [Potential Central City-wide policy]

Regional Attractions: Provide multimodal access and circulation to and from Goose Hollow’s major attractions (JELD-WEN Field, Lincoln High School, and Multnomah Athletic Club) to support an increase entertainment activity, shopping and tourism while maintaining local access.

Parking: Meet existing and future parking demand in a way that reduces parking ratios but supports new development. Develop creative ways to provide, share and manage parking to meet multiple objectives and support a diverse mix of land uses, including Portland State University’s special needs.

South Waterfront

Multimodal Access: Improve multimodal access to the region and adjacent areas, including South Portland, the Willamette River and the South Downtown/University District.

Circulation and Connectivity: Provide a highly accessible, safe and well connected district with an urban grid system that provides for internal circulation and connects to adjacent neighborhoods, as well as to the greenway trail.

Active Transportation: Encourage walking, bicycling and transit as a way to increase access and transportation choices, enhance livability and reduce the carbon footprint in the district.

DHS/OUOS Collaborative Life Sciences Building. Enhance multimodal access to the DHS/OUOS campus from the South Downtown/University District and Portland State University. South Portland and the waterfront. Address circulation issues around campus and address barriers for cyclists and pedestrians to create a highly walkable campus.

Green Loop: Implement the Green Loop through the district, connecting the TriMet Transit Bridge to the South Park Blocks and locations further north with high quality pedestrian and bicycle accommodations as well as improved opportunities for habitat movement. [Potential Central City-wide policy]

Parking: Meet existing and future parking needs in a way that reduces parking ratios but supports new development. Develop creative ways to provide, share and manage parking to meet multiple objectives and support a diverse mix of land uses, including the unique needs of large educational/research institutions.

Innovations:

- Provide a safe, affordable, efficient and accessible multimodal transportation system.
- Strengthen the Central City as the hub for moving people and goods.
- Update parking management strategies.
- Enhance the public realm with human-scaled accessible streets.
- Differentiate the character of key streets.
WEST QUADRANT PLAN

“Green Loop” Concept

The “Green Loop” concept is a signature 21st century public space. It embodies community aspirations to be a greener, healthier and more sustainable city.

Key Objectives

**Improve Health**
Increasing one’s daily amount of physical exercise has been proven to lead to reduced risk of disease and improve overall quality of life.

**Connect Parks**
Exploring and developing stronger connections between existing and new open spaces will strengthen the value of all Central City open spaces.

**Support Businesses**
The loop concept increases access to and links key employment districts throughout the Central City.

**Increase Trails**
Developing more accessible pedestrian pathways that offer trail-like experiences will continue to strengthen Portland’s reputation as a signature walking city.

**Encourage Riding**
The Green Loop concept builds on Portland’s Bicycle Plan for 2030, which identified an ambitious network of bicycle routes citywide to increase trips by bicycle.

**Grow/Build Green**
The loop would incorporate highly visible sustainable features, including green buildings, state-of-the-art stormwater management facilities and improved natural habitat.

Case Studies

**Sonder Boulevard, Copenhagen, DK**
A linear park that cuts through the inner quarter of Copenhagen. Urban space is programmed to include basketball courts, seating areas, walks and small gardens.

**Cultural Trail, Indianapolis, USA**
An 8-mile bike and pedestrian path in downtown Indianapolis. The goal is to connect neighborhoods, cultural districts and entertainment amenities while serving as the downtown hub for the city’s greenway system.
WILLAMETTE RIVER: CENTRAL REACH
Urban Design Concept
DRAFT 01/21/14

CENTENNIAL MILLS
• Mixed-use, open space and river access opportunities
• NW 10th and Pettygrove green streets provide human access and upland habitat connections
• Fish habitat sustained and enhanced

McCORMICK PIER
• Touch the river
• Greenway trail reconfiguration and improved bank habitat

TOM McCALL WATERFRONT PARK
• Commercial activity such as small retail kiosks at nodes
• Downtown retail core connected to the waterfront
• Bicycle and pedestrian conflicts to and within park addressed
• More year-round and evening activities and events
• More human access to the river
• A variety of new unique gathering spaces, recreation and play areas

HAWKER E BOWL
• Seasonal swimming co-exists with fish migration
• Public uses and events promoted
• Shallow water fish habitat sustained and enhanced
• New amenities and activities include restrooms and café

RIVERPLACE MARINA
• New commercial boat and light watercraft amenities
• New narrower dock to reduce impacts on fish
• Montgomery green street provides human access and upland habitat connections

SOUTH WATERFRONT
• Urban neighborhood with supportive commercial and recreational opportunities
• Riverbank habitat maintained
• Mixed-use opportunity at Zidell

REACH-WIDE
• Celebrate the river!
• Increased human access to river that is compatible with fish and wildlife habitat
• Art, culture and historic attractions, displays and activities
• Infrastructure to support riverfront uses and visitors
• River commerce increased
• Shallow water habitat maintained
• Strategic bank enhancement and connections to upland habitat

ROSE QUARTER/CONVENTION CENTER
• Commercial and entertainment opportunity area at a multi-modal hub
• Mixed-use opportunity at Thunderbird site
• New amenities spur boating activity

EASTBANK CRESCENT
• Riverbank reconfigured for public use and habitat
• New light watercraft amenities
• Seasonal swimming co-exists with fish migration

OMSI
• Commercial, cultural and employment opportunities at a multi-modal hub
• Greenway trail changes reduce conflicts, improve access and provide quiet spaces
• New amenities spur boating activity
• Views of Ross Island and Holgate Channel highlighted

LEGEND
• Riverfront Attractions with commercial uses
• Potential new riverfront open space
• Human access to water/ swimming
• In-water habitat enhancement and maintenance
• Riverbank restoration, e.g. lay back, soften, plant native vegetation and maintain
• Add native vegetation where possible
• Potential redevelopment
• Potential regional cruise ship docking
• Potential water transit stops with retail activity
• "Green fingers” to the river
• Resolve difficult connection to the river
• Major riverfront activity hub
• Opportunities to provide upper floor access to Eastside bridges
• Enhance Naito Parkway to ease east-west movement toward the river
• Distinct areas/neighborhoods along Central Reach
• Willamette River Central Reach boundary
Despite longstanding ambitions and multiple planning efforts, Portland’s goal of embracing and enhancing the Willamette River as the heart of the central city has only been partially fulfilled. The removal of an expressway and the creation of Governor Tom McCall Waterfront Park in the 1970s, and the river’s recently improved environmental quality represent the area’s major successes. However, few opportunities exist for park visitors to engage directly with the river and Portland’s downtown waterfront lacks vibrancy, largely as the result of difficult or unclear connections to the city’s central business district, surrounding neighborhoods, and the eastside. Additionally, public use of the park, a regional amenity, is restricted during summer months due to the dedication of a large swath of the park for limited-access events. The implementation of visions from prior plans over recent years has been hampered by City fiscal constraints.

**PROJECT SCOPE**

WATERMARK PLANNING will develop an activation plan for revitalizing the central city’s westside waterfront. This plan will include a description of existing conditions, relevant findings from case studies, and recommended implementation strategies. The final product will harness ideas from prior City plans and current City planning efforts, and draw upon public input and international best practices to highlight opportunities along Portland’s waterfront. The activation plan will inform the Central City 2035 Plan.

**EVOLUTION OF THE DOWNTOWN PORTLAND WATERFRONT**


info@activatethewaterfront.com

www.ActivatetheWaterfront.com

Activate the Waterfront

@WaterfrontPDX