Central City 2035:
West Quadrant Plan

Planning and Sustainability Commission
Briefing
August 12, 2014
Agenda

1. Central City 2035 Introduction
2. Proposed West Quadrant Plan Overview
3. A few issues you’ll likely hear about at the hearing
4. Next steps
5. Commission Questions and Discussion
CC2035 Purpose:
Update the 1988 Central City Plan
CC2035: Plan Area

Central City Today:

~ 3,000 acres (3.2% of city)
~ 130,000 jobs (35% of city)
~ 24,000 households (10% of city)
~ 33,000 residents (5% of city)

2035 Projections:

+ 49,000 jobs (35% of city growth)
+ 30,000 households (25% of city growth)
CC2035 Concept Plan
Strategic Direction

A Center of Innovation and Exchange

“Position Portland’s Central City as a globally recognized center of equity, innovation and exchange.”
West Quadrant Districts

Reflects some changes from previous Central City Plan subdistricts.
Planning Process

Meetings and Events

16  SAC meetings
5   TAC Meetings
2   Open Houses
4   Charrettes/Workshops
2   Online Surveys
>100 Other community & stakeholder meetings

17 Months
EXECUTIVE SUMMARY

CHAPTER 1: Introduction

CHAPTER 2: Background

CHAPTER 3: Developing the West Quadrant Plan

CHAPTER 4: Central City-wide Recommendations

CHAPTER 5: WQ District Goals, Policies and Actions

APPENDICES
  A. Implementation action details
  B. Height maps
  C. Existing conditions
  D. Public involvement summary
  E. “Green Loop”
  F. Central Reach Urban Design Concept
Chapter 1: Big Ideas

- 21st Century Willamette Riverfront
- The “Green Loop”
- A Mixed-Use West Quadrant
- Freeway Capping
- Portland's “Times Square”
21st Century Riverfront

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

HAUThORNE 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. for back, soften plant native vegetation and maintain
• Add native vegetation where possible
• Potential redevelopment
• Potential regional cruise dock
• 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 bridge
• Enhance Naito Parkway to ease east-west movement toward the river
• Distinct areas/neighborhoods along Central Reach
• Willamette River Central Reach boundary
Green Loop
Mixed-Use Quadrant
Burnside and Broadway: **Portland’s “Times Square”?**
Capping I-405

- Potential Max Stop and Station Development Activity
- Transit Plaza
- Ponte Vecchio Across Bridge
- Relocate Field/ Open Space Opportunity
- Opens New Redevelopment Opportunity West
- Remove Existing Ramp
- Right Turn onto Salmon
- Gateway into Good Hollow
- Allow SW 16th Ramps

- Gateway Opportunity
- Connect PSU/South Park Blocks
- Tekwilliger
- Enhance/Embellish Peds Bike

- Open Space Opportunity
- Connect to 2nd St
- Peds/Bike Connection to Barbier and Gibbs
- Active Rec/Fields
Chapter 2: **Background**

- History of the West Quadrant
- Previous Planning
Chapter 3: Developing the WQ Plan

• Issue & Idea Generation
• District and Quadrant-wide Forums/Workshops/Charrettes
• Concept Development
• Major Products: Urban Design Principles & Concept Layer Maps
Chapter 3: Urban Design Principles
Chapter 3: Quadrant-wide Concept Maps
Chapter 4: Central City-wide Recommendations

1. Central City 2035 Concept Plan Policies
2. Proposed additional Central City-wide polices and action items identified by West Quadrant Process

- Policies
  - Regional Center: Economy & Innovation
  - Housing and Neighborhoods
  - Transportation
  - Willamette River
  - Urban Design
  - Environment

- Implementation Actions
- Performance Targets

THIS IS A WORK-IN-PROGRESS
Chapter 5: District Goals, Policies and Actions

- Goose Hollow
- South Downtown
- West End
- Old Town/Chinatown
- Pearl District
- South Waterfront

Downtown

- District Goal
- District Character and Concept Diagrams
- Policies
  - Regional Center: Economy & Innovation
  - Housing and Neighborhoods
  - Transportation
  - Willamette River
  - Urban Design
  - Environment
- Implementation Actions
- Performance Targets
Downtown

The economic and symbolic heart of the region … office employment, retailing, tourism, arts and culture, entertainment, government, urban living, and ceremonial activities … center of the region’s multimodal transportation system … anchored by the Willamette River and signature public spaces … it is the most intensely urban and identifiable district in Portland’s Central City.
West End

A thriving, mixed-use urban residential neighborhood with a diverse and distinctive architectural character, a range of building ages and scales and a wealth of historical, cultural, institutional and open space assets … with excellent multimodal access … a mixture of urban, attractive, family-friendly residential uses with a range of scales, types and … a broad mix of commercial uses, where residents live in harmony with successful retail, cultural and office development.
Goose Hollow

A family-friendly urban community with thriving neighborhood businesses and excellent access ... the district’s major attractions ... exist in harmony with surrounding mixed-use development, and attract visitors from all over the region to dine, shop, and play ... the district is known for its natural beauty and unique views.
A highly livable and multimodal urban neighborhood ... culturally and ethnically diverse, family-friendly complete community, with excellent access ... a twenty-first century model of social, environmental, and economic sustainability. The district’s industrial past and historical assets, high quality mixed-use development, exciting urban riverfront, shops, art galleries and restaurants attract visitors from all over the world, creating an ideal setting for its numerous creative-sector businesses.
Old Town/Chinatown

a vibrant, resilient, 24-hour neighborhood rooted in a rich historical past … two thriving historic districts, numerous multi-cultural attractions and higher education institutions … a balanced mix of market rate, student and affordable housing … social service agencies continue to play a critical public health role … a mix of restored historic buildings and contextually sensitive infill … safe and respectful environment … active engagement of its businesses, institutions, property owners and residents
A dense, vibrant, walkable, distinctly urban mixed-use community with excellent access to transit, parks and the Willamette River and greenway … a model for sustainable development … cornerstone of Portland’s Innovation Quadrant … home to large research and educational institutions, corporate headquarters, start-up firms and other knowledge-, health- and science-based industries.
South Downtown/University

The livable, accessible home to Portland State University, the South Auditorium District, and RiverPlace … each of these three microcosms maintains its distinct character, in combination they provide the setting for a growing international, multi-cultural center of learning, information exchange and innovation … key role in accommodating and incubating the region’s growing cluster of knowledge-based research-oriented enterprises while remaining an attractive, vibrant and livable home for residents.
### Jobs and Households

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<td><strong>WEST QUAD TOTAL</strong></td>
<td>87,800</td>
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<td>20,700</td>
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Appendices

A. Implementation action details
B. Height maps
C. Existing conditions
D. Public involvement summary
E. “Green Loop”
F. Central Reach Draft Urban Design Concept
Issues and Likely Testimony

+ Building heights generally…

1. The future of Old Town/Chinatown
2. Surface parking
3. Hawthorne and Morrison bridgehead heights.
4. Environmental stewardship
5. West End building heights
Building Heights in Context

From November 7, 2013 Staff Memo to West Quadrant SAC regarding building heights…

The basic pattern dates from late 1970s, with incremental refinements since.

BROAD OBJECTIVES:
1. To accommodate higher levels of development appropriate and desired by city and regional policy in the region’s urban core and transit hub.
2. To preserve light, air and visual access to parks, open spaces, and the river.
3. To be compatible with designated historic districts or other special design areas.
4. To protect identified public views.
5. To create respectful transitions to adjacent less-intense neighborhoods and districts.
6. To help create a memorable and attractive skyline and enrich the city’s urban form and image.
The Future of Old Town/Chinatown: **Height**

**RC4** Study preservation transfer incentives to allow additional height on noncontributing sites in exchange for preservation/rehabilitation of historic resources.
Chinatown

Existing Max Heights
Block 33: 100'
Chinatown

Proposed Max Heights
Block 33: 140’
Chinatown

Proposed Max Heights

Block 33: 175’
Old Town/Chinatown: Surface Parking

**RC2** Develop and implement a parking strategy for OT/CT that encourages redevelopment of surface parking lots and shared parking and maintains sufficient parking to meet present and future needs.

**Potential Approaches**

- Allow sharing of stalls between multiple buildings and uses
- Develop a publicly-owned parking structure
- Public support of additional parking in new development to serve existing buildings
- Allow use of parking outside the district by buildings in the district

**SAC did not support**

- Requirements to phase-out surface parking as an allowed use over a period of time
- Tax on surface parking operations
Add Mark's 9 3D slides

Morrison Bridgehead
FAR 4:1 [7:1]/Proposed Max Height [250']

DRAFT MAY 2014
Environmental Stewardship

Chapter 4: Central City Wide Policies and Actions
- Regional Center: Climate change adaptation
- River: Habitat & Water Quality
- Health & Environment:
  - Green Infrastructure
  - Bird-friendly Development
  - Climate Change Preparation (flooding, heat island, wildlife)
  - Low-carbon Development (building retrofits, green building, high-performance areas, solar energy, district energy, low-carbon transportation, carbon sequestration)
  - Recommendations to develop targets for tree canopy, vegetated cover, energy use reduction
- Various actions

Chapter 5: District Policies and Actions
- District specific actions (specific projects)

Appendix A: Additional Detail
- Added new entry on Willamette Greenway Plan update context and work tasks (page 143)
West End: Building Heights
West End: Historic Preservation

Policy: Encourage the preservation, renovation and rehabilitation of existing and historic buildings

UD2 Develop historic preservation transfer tools to encourage FAR and height transfers from historic resources

UD3 Prepare an updated inventory of historic resources for the district

UD4 Revise the two National Register downtown development MPD forms to encompass a broader range of historic resources in the West End

HN1 Add flexibility for more commercial uses in existing structures within the RX zone
West End: District Character and Livability

Policy: Encourage infill development that respects the district’s diverse urban character

UD10 Develop zoning tools such as setbacks, step-backs and lower podiums that create varied urban forms, an inviting public realm and integration of infill development with existing district character.
The West Quadrant Plan
Next Steps

• Planning and Sustainability Commission Hearing
  September 9, 2014 - 12:30 p.m.

• City Council Hearing
  October, TBD

• Integration with CC2035 Concept Plan, N/NE Quadrant and SE Quadrant Plan into Central City 2035 Plan and Zoning Code work
  2014-2015
The West Quadrant Plan

Next Steps

Integration with CC2035 Concept Plan and other Quadrant Plans into Central City 2035 Plan and Zoning Code work

Timeline:

- 2010-2011: Issues and Goals
- 2011-2012: Concept Plan
- 2010-2014: Quadrant Plans
- 2014-2015: Final Central City 2035 Plan

Next Steps:

- FAR + Height Bonus and Transfer Study
- Scenic Resources Inventory Update/ESEE
- Zoning Code Development
- Willamette Greenway Code Development

Integrate:

- N/NE Quadrant Plan (2012)
- W Quadrant Plan (2014)
- CC2035 Concept Plan (2012)
- SE Quadrant Plan (2015)

Inform:

- Final CC2035 Plan (2015/16)
- Zoning Code Ordinance (2015/16)
Additional Slides
West Quadrant Provisional Targets

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<td>South Downtown/University</td>
<td>10,500</td>
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## West Quadrant Provisional Targets

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<td>West Quad Districts</td>
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West Quadrant

1938

2009
Chapter 3: Quadrant-wide Concept Maps
Chapter 3: **Quadrant-wide Concept Maps**

**STREET & DEVELOP. CHARACTER**

**PARKS & OPEN SPACES**

**GREEN SYSTEMS**
Chapter 3: Quadrant-wide Concept Maps