

# CC2035: Project Scope

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## Project Overview & Objectives

CC2035 will establish a new long range development plan for the Central City built with a sustainability approach that considers economic, ecological, and social objectives. It will produce new guiding policies, an updated land use /urban design plan and more detailed sub area plans for specific Central City districts. CC2035 will also look at a few residential and employment areas on the periphery of the Central City, the development of which could have a strong tie to the development of the Central City. CC2035 will be developed in two phases

### Phase I – Concept Plan Development

Phase I produces a Concept Plan for the entire Central City that will be the foundation for development of the rest of the Plan. The Concept Plan will define the overall long range direction for development of the Central City, a new policy framework and general land use/urban design diagrams. It will also define the general role and expectations for the different districts that make up the Central City. All of this will be used to guide the of more detailed Phase II implementation plans.

#### CC2035 Advisory Group

The first step in Phase I will be establishment of an Advisory Group (AG) that will advise City staff in the development of the CC2035 Concept Plan. The AG will include stakeholders with experience in different issues or interests and stakeholder groups invested in the future of the Central City.

#### Public Involvement

In addition to the AG, there will be extensive public involvement opportunities including outreach directly to Central City neighborhoods and other groups, internet site and public open houses.

### Phase II – Plan Implementation

Phase II of CC2035 will look at the Central City in more detail to refine and identify specific ways to implement the Concept Plans. This will be done through development of more detailed plans for land use, urban design, , transportation, public investments and private development entitlements. Phase II will also develop recommendations on a number of regulatory issues identified as part of Phase I that apply to the entire Central City such as the zoning bonus system and parking management regulations.

#### Quadrant Plans

For the purpose of developing the quadrant plans, the Central City will be organized in four districts (northeast, southwest, northwest, and southeast). The plans will incorporate existing successful elements from adopted district plans (such as the River District and South Waterfront), while proposing amendments and new provisions where needed to implement new policies and objectives for the Central City.

The NE Quadrant will be the first to be planned as part of this process. It includes the Lower Albina and Lloyd subdistricts and will consider the planning context in surrounding areas – particularly those likely to see significant change through redevelopment in the future. The NE Quadrant Plan will produce a long-term vision and 25-year plan for development consistent with the Portland Plan and other guiding public policy documents. It will also incorporate plans for a redeveloped Rose Quarter.

#### Regulatory Improvement

Phase II of CC2035 will also include an analysis of additional Central City-wide regulatory issues that may necessary to address to allow successful implementation of CC2035. A focus will be placed on the regulatory issues and approaches that regulate development entitlements and bonus, and parking and transportation systems, as well as

those that shape the character and form of the Central City. These issues include but are not limited to the following:

- **The Public Realm.** Consider revisions to existing development standards, design guidelines, and street standards to establish more consistent approaches to address development and uses within the ground floor of buildings and that enhance the character of the pedestrian and street level environment.
- **Willamette River.** Develop new strategies to restore environmental conditions, expand public access to the river, and to redevelop available riverfront properties for a variety of uses while highlighting the river as a major focus of the Central City's urban form.
- **Central City Plan District.** Identify amendments necessary to implement the CC2035 Concept Plan and that improve the regulatory review process in the Central City.
- **Development Bonus Provisions.** Explore ways to update and improve the existing system of development bonus and transfer provisions and consider new options to create master plans for major sites in the Central City.
- **Central City Parking.** Create options to update and simplify parking provisions while addressing issues related to traffic management, economic development, and climate change and other environmental impacts associated with vehicle trips in the Central City.
- **Access, Capacity, & Mode Split.** Establish a method to increase mode splits, expand the multimodal transportation, and determine best practices to manage congestion while increasing development capacity in a manner consistent with state-wide planning objectives related to land use and transportation.
- **Urban Form & Design Review.** Analyze existing tools and approaches to influence the creation of a successful urban form in the Central City and identify where new urban design priorities and ways to enhance the design review process where appropriate.
- **Historic Preservation.** Determine methods to accommodate population, housing and employment growth, and promote economic development while also preserving the Central City's historic resources and protecting and enhancing the desired character of its historic districts.
- **Sustainability & Land Use.** Integrate objectives related to sustainability, climate change, and natural resource management into land use plans and regulations applicable to Central City development.

### **Additional Implementation Efforts**

In addition to efforts noted above, CC2035 will also be integrated with the *River Plan / Central Reach* and an update to the *Central City Transportation Management Plan (CCTMP)* to better address some of the regulatory improvement issues identified above while also addressing wider issues related to the Willamette River and the regional transportation system. Lastly, a final policy framework will be developed for adoption into the City's Comprehensive Plan to provide guidance for land use, development, and public / private investment decisions in the Central City until at least the year 2035.

## **Proposed Draft Vision**

To help initiate the public conversation about the future of the Central City's, a new draft vision statement is offered that is intended to serve as a foundation upon which to draft a new set of policies and objectives that will serve the Central City for the next 25-years. It is important to note that this draft is intended to be refined and amended through public input during Phase I of CC2035.

## **Draft CC2035 Vision Statement**

***In 2035, Portland's Central City will be a sustainable center for:***

### **Equity**

In Portland's Central City housing, employment, and educational opportunities will support the needs of all citizens, and will be supported by a range of services, programs and facilities that improve the lives of, and are accessible to, all who live, work, or visit the Central City.

### **Prosperity**

Portland's Central City will be the center of the regional economy, globally connected, the primary tourism destination in Oregon, and a leader in the green economy, containing a rich diversity of employment sectors, where access to employment and educational opportunities exists for all people.

### **Human & Environmental Health**

Portland's Central City will be where the natural and urban environments are jointly developed and managed to improve environmental and human health, as well as global climatic conditions.

## **Proposed Integrated Themes**

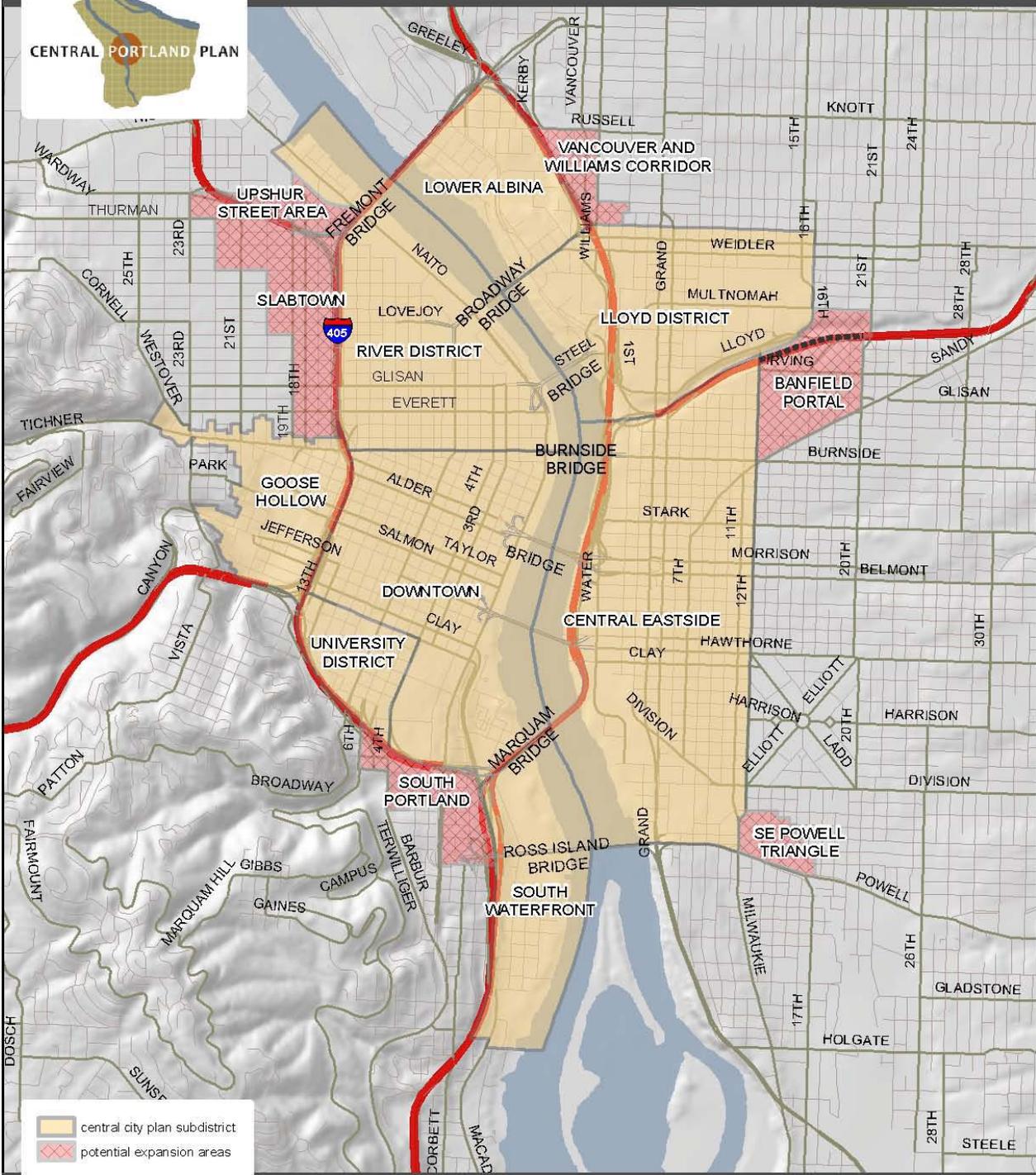
CC2035 will begin by focusing on six integrated themes that are interrelated and important to the future of the Central City. This initial set will better enable us to begin this conversation and make early progress towards the development of a concept plan; however, the City will work with the Advisory Group and other stakeholders to refine and possibly expand this set of integrated themes into a draft policy framework for the Central City.

The initial six integrated plan themes summarized as follows:

- **Economic Vitality.** *Enhance the role of the Central City as a regional job center and a place where entrepreneurship, education and work force development are fostered; where tourism and business connections between Portland with the rest of the world are a primary focus; and, make the Central City a globally recognized center of the new green economy.*
- **Complete Community.** *Steward the development of more complete and sustainable Central City neighborhoods by developing a more diverse stock of housing affordable to all income levels and compatible with the needs of a rapidly diversifying population, while also expanding access to amenities and services essential to urban living.*
- **Urban Design.** *Strengthen the character of Central City's existing places, districts and structures, while developing vibrant new places for people. Create an integrated approach to both the public and private realms and enhance connections to citywide destinations and natural features.*
- **Mobility.** *Facilitate implementation of the City and County's Climate Action Plan as well as the full economic development potential of the Central City, by expanding multimodal access and efficiently managing parking resources and the circulation system to meet the needs of businesses, employers, shops, hotels, and residents.*
- **The Green City.** *Increase the environmental performance and ecological health of the Central City through efforts that: reduce carbon output and energy consumption; increase use of green building practices and higher performing heating and cooling systems; increase use of alternative transportation modes; enhance natural resources, open space and tree canopy; and increase brownfield remediation in order to achieve more sustainable and environmentally responsible growth.*
- **Civic & Cultural Life.** *Elevate the Central City's role as the regional center for the performing arts, cultural institutions, and entertainment, while establishing new relationships with the growing creative class, strengthening the local economy, and creating special places for public gatherings and the arts.*

# Subdistricts

Central City  
subdistrict maps



September 23, 2009 City of Portland | Bureau of Planning and Sustainability | Geographic Information System  
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