
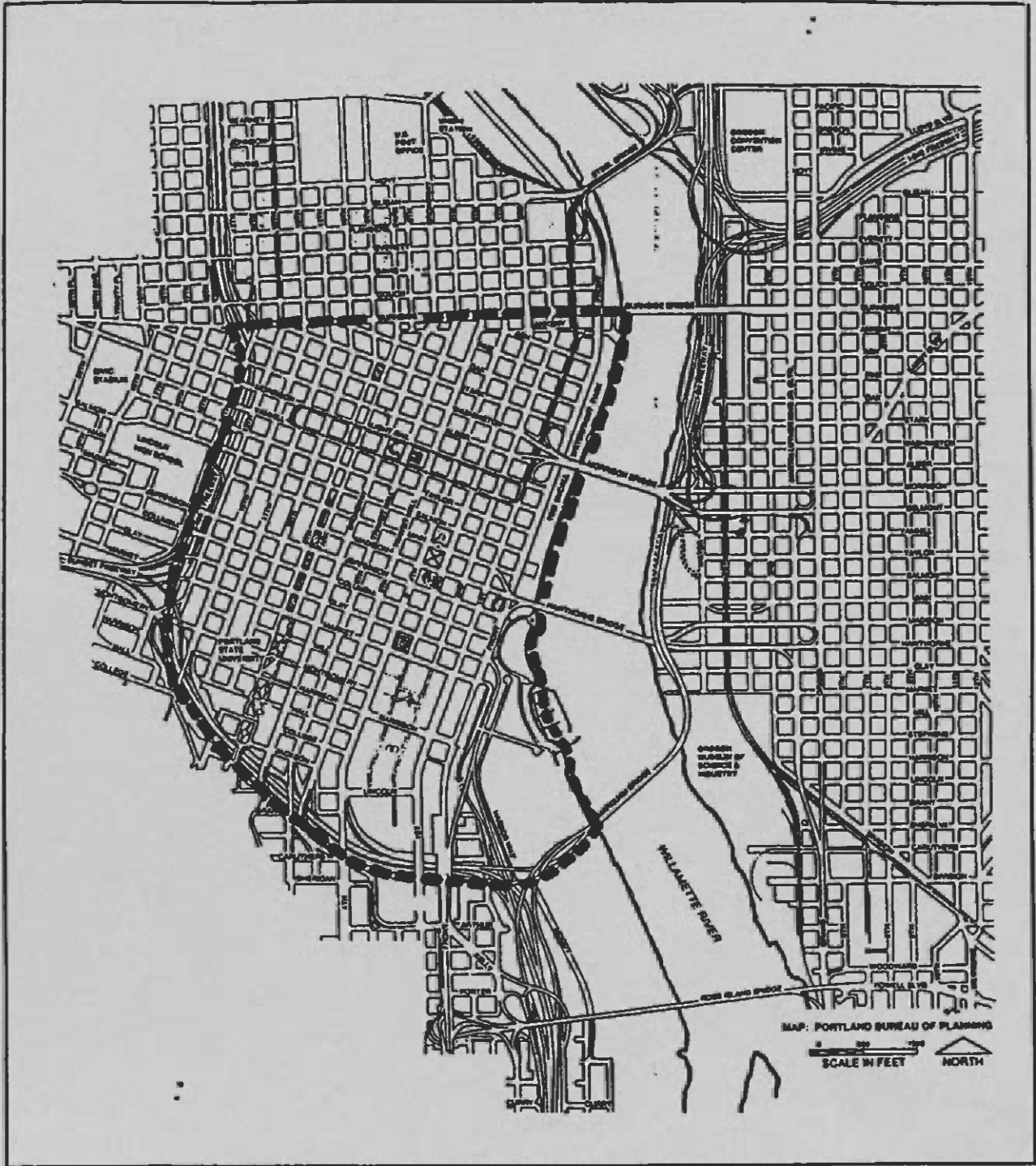


Adopted
Downtown Community Association's
Residential Plan



City of Portland
Bureau of Planning
Portland, Oregon
July 1996

Map of Downtown



Downtown Community Association Boundaries

Adopted

**Downtown Community
Association's Residential
Plan**

**City of Portland
Bureau of Planning
Portland, Oregon**

July 1996

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- Interpreter (two working days notice);
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ACKNOWLEDGEMENTS

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The initiation of this effort was generously funded by a grant from the City of Portland Bureau of Housing and Community Development under the direction of Commissioner Gretchen Kafoury.

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ACKNOWLEDGMENTS

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Dan Rounsavell, D. Scott Spencer-Wolff, Damien Syrnyk, Roger Wirt

The *DCA Proposed Plan* was prepared under the direction of the 1993/94, 1994/95 and 1995/96 DCA Land Use Committee with the assistance of the 1994/95 Editorial Sub Committee, and Peter Finley Fry, AICP, DCA Plan Manager.

DCA Land Use Committee Officers and Members: 1993/94 and 1995/96

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Katherine Eberhard	Lili Mandel	Dan Rounsazell
Michael Egan	Peter Finley Fry	Lee Lacey
Doug Layne	Stan Lewis	Gary Martin
Juan Mestas	Ed Pishedda	B.J. Seymour
Damien Syrnyk	Lisa Watt	Roger Wirt

DCA Editorial Subcommittee 1994/95

Katherine Eberhard	Irwin Mandel	Stan Lewis
	Lili Mandel	

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City of Portland Bureau of Planning
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Portland Housing Center
Portland Development Commission
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Terence O'Donnell, Draft Plan Preface

Photography

Stan Lewis, Ed Pishedda, Lisa Horne, Peter Finley Fry

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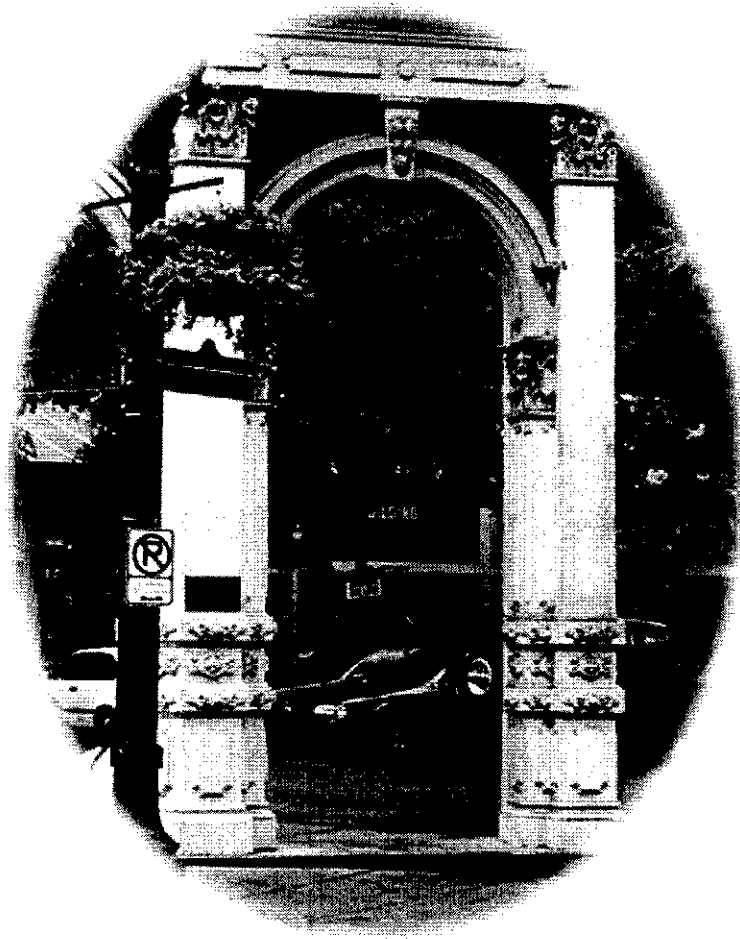
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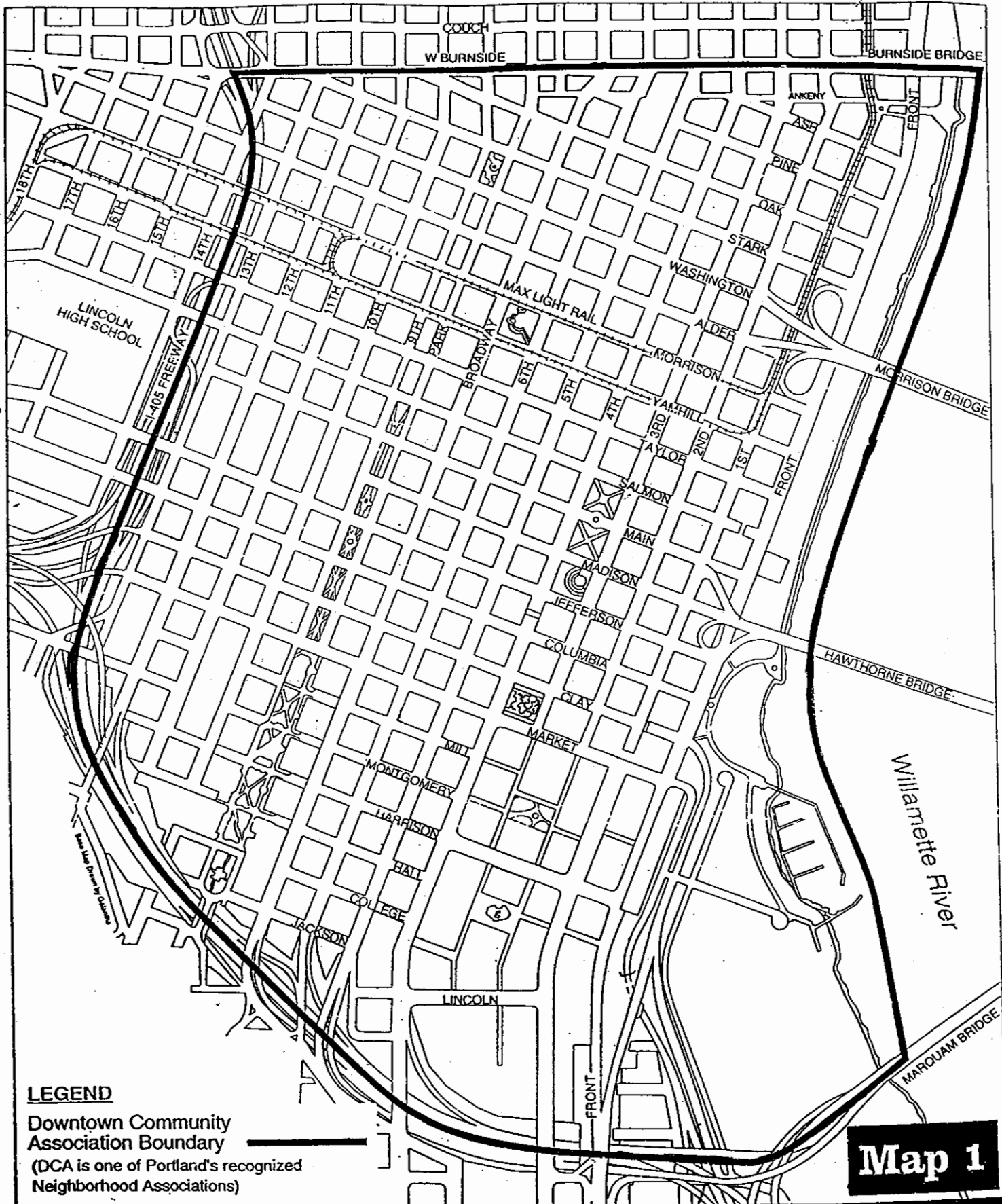
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INTRODUCTION



Arcade at New Market Theatre



Map 1

LEGEND
 Downtown Community Association Boundary
 (DCA is one of Portland's recognized Neighborhood Associations)


 April 1996
 Bureau of Planning
 City of Portland


 NORTH
 0 400' 800'
 Scale In Feet

DOWNTOWN COMMUNITY ASSOCIATION'S RESIDENTIAL PLAN

PLAN GOALS

The Downtown Community Association (DCA) is proud to have created a residential plan for Portland's Downtown. DCA's goals are to improve the Downtown for present and future residents by encouraging both new development and redevelopment which will enhance Downtown's quality of life. The Downtown is a premier place in which to live as well as work, shop, visit, and experience.

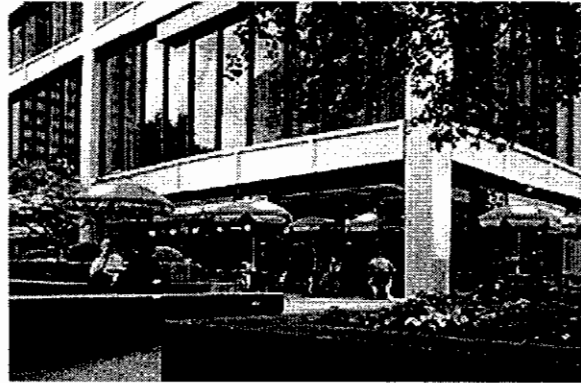


Portland Downtown Panorama

This plan focuses on Downtown's residential community. The Downtown, as the center of commerce and cultural activities, gains vitality from the diversity of its residential community, a key factor in the viability and livability of the area for those who live, visit, and work here. The *Downtown Community Association's Residential Plan* has three main goals:

- (1) To recognize the importance of Downtown as a community gathering place and romantic attraction by encouraging the opportunities for personal interaction uniquely presented by the

human densities of Downtown and the built environment. This will expand the potential for emotional involvement in Downtown.



Meeting with Friends at One of Portland's Many Outdoor Cafes

- (2) To clarify the functional role of residential uses and the relationship to other land uses thereby encouraging conservation and/or development efforts which best support these roles and relationships.
- (3) To identify feasible public and private enhancements such as plazas, street decor, cafes, lighting, streetcars, etc., which will improve the present residential environment and attract new residential development.

Our effective planning has included input from the people who live, visit, and work Downtown. DCA asked those who affect the daily life of Downtown to contribute their hopes, concerns and ideas.

The Neighborhood Profile, the background report for this plan and available under separate cover, was the first step in producing a plan to enhance the livability of Downtown, a quality which is crucial to its success as the cultural, commercial, and sentimental heart of the region. DCA and its members would like Downtown Portland to be recognized as the jewel in Oregon's crown. The Profile was intended to inform and entice people to become aware

of what Downtown currently offers its residents and to nurture visions of wise and wholesome future growth which will be appreciated by future generations. The background report has been summarized in the "Portland Today" section of this plan.

Facts in this profile were extracted from 1990 U.S. Census data. This source provided a basis for inferring some characteristics of the Downtown population. It was meant to provide as accurate and defensible a baseline as possible for planning Downtown. Projections were provided by Metropolitan Service District (Metro). The DCA invites your partnership in the development of a greater Portland.

DCA RESIDENTIAL PLAN PURPOSE

"Falling in Love with Downtown"

The Downtown Community Association believes that an active, vital, and expanding residential Downtown is essential to the vitality of the entire Portland Metropolitan Area. The superior quality of urban life enjoyed by Downtown residents and workforce, the high level of environmental quality, and the economic success of the Downtown business community will be maintained and furthered by dedicated planning and management.

The Association believes that by working cooperatively with public agencies and private organizations, Portland will fulfill its role as one of the nation's most livable and productive cities of the 21st Century.

THE PLAN PROPOSES TO:

- Foster the growth of a cosmopolitan setting that offers opportunities for personally rewarding involvement with Downtown, reinforcing such qualities as romance and adventure which modern metropolitan life can afford all its residents, visitors, students, and workforce.
- Promote Downtown Portland as the metropolitan area's focus of commerce, finance, retailing, art and culture, university education, and socialization. Achieving this result will provide citizens with a residential center leading to a dynamic and fulfilling lifestyle.
- Specify examples of public and private actions that can help to further both the development and redevelopment of residential Downtown.



Arriving by Light Rail to Shop in Downtown's Pioneer Place

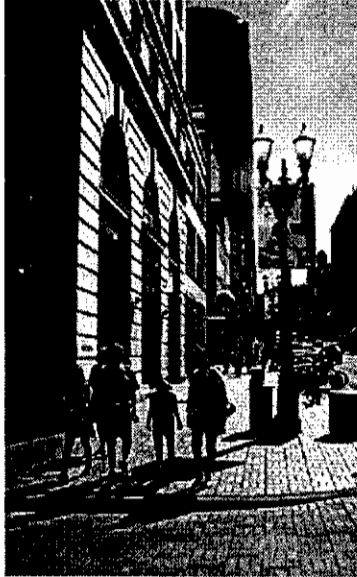
- Establish identities for specific areas of residential Downtown, in order to create a community pattern that embraces the districts that will emerge in the future.



Association for Portland Progress' Casey Jones, who specializes in Downtown's office and retail future, and DCA President Lisa Horne, frequently meet to consider the trends in Downtown's growth patterns.

- Promote the role of residential Downtown within the total Downtown and Portland community, clarifying the inter-relationships of residential Downtown with its business, retail, educational, cultural, religious, and social service partners.

- Identify and address the needs of Downtown residents of all ages, and promote Downtown as a desirable environment for raising children.



**Families Find Downtown an Exciting Place to Live,
Work, Shop, and Visit**

STRUCTURE OF THE DOWNTOWN COMMUNITY ASSOCIATION'S RESIDENTIAL PLAN

This plan focuses on Downtown as a residential community and environment located in the commercial, cultural, and civic center of the Portland region and the State of Oregon. Its foundation is provided by the *Portland Comprehensive Plan*, *Central City Plan*, *Downtown Plan* and the *Central City Transportation Management Plan (CCTMP)*. It calls for the increase in residential living in the Downtown, the construction of units to diversify its existing housing stock, and the enhancement of features, amenities, and services needed to support a viable and thriving residential community.



View from RiverPlace towards Portland Center towers. Downtown's high-rise residences tend not to give hemmed-in feelings -- they try not to overly block views and have much open sky between structures.

Profiles of Downtown's past and present located in the appendices and body of this plan review the area's development from its beginnings. The strengths and weaknesses found in Downtown today are identified and addressed. The plan's vision statement describes the future desired for the Downtown Community's residential component over the next 20 years.

This plan is designed to augment and enrich the residential components of existing adopted plans applicable to the Downtown: *Downtown Plan, Central City Plan, Central City Transportation Management Plan (CCTMP)* and the city-wide *Comprehensive Plan*. This plan does not duplicate or substitute for these existing plans.

Where the Downtown Community Association felt that new vision statements, policies, objectives, and action elements were needed to reinforce existing plans, they have been introduced in Policy Section A. Where already-adopted vision statements, policies, and objectives are applicable and address DCA plan goals, existing elements are used as policy umbrellas for the introduction of new and supportive objectives and actions in Policy Section B.

Policy Section A includes four of the plan's nine policies, numbers 1-4. These policies are new and have been adopted by the City Council and made part of the *Comprehensive Plan*. These were developed after a search of existing plans to ensure that policies proposed for inclusion in this plan did not already exist in an adopted plan. New vision components, policies, objectives, and actions proposed here are not substitutes for existing adopted plan components. Rather they augment and reflect the concerns for and visions held by the Downtown Community Association for their neighborhood.



Partnerships: Neighborhood Serving Retail Activities on the Ground Floor with Apartment Units Above

Five policies in this plan, numbers 5-10, are already adopted as part of the *Downtown Plan, Central City Plan, Central City Transportation Management Plan or Comprehensive Plan*. In Policy Section B, where these are listed, the policy acts as the anchor for new objectives adopted as part of this plan and incorporated into the *Portland Comprehensive Plan*. Accompanying proposed for adoption and new implementing actions were approved by resolution. The source of each policy is clearly labeled in accompanying explanatory notes.

The nine policies of this plan are, according to section, as follows:

- Policy Section A: Downtown Community Association's Residential Plan Policies
(new)
 1. Urban Lifestyle and Diversity
 2. Quality of Life
 3. Goods and Services
 4. Public/Private Partnerships

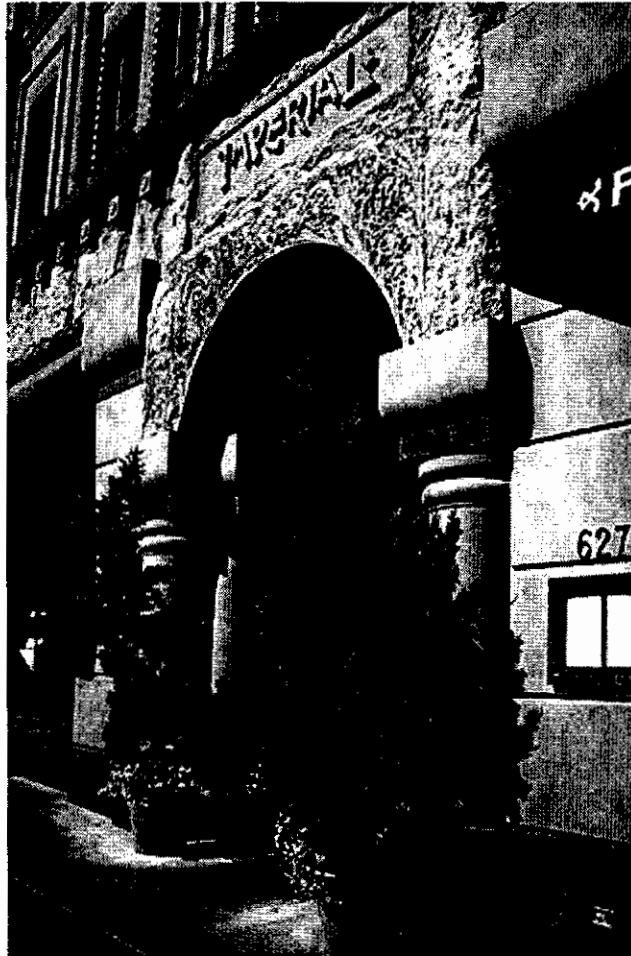
- Policy Section B: Implementing Objectives and Actions for Policies
previously adopted as part of the *Downtown Plan, Central City Plan, Central City Transportation Management Plan or Comprehensive Plan*
 5. Downtown (Central City Plan Policy 14))
 6. Housing (Portland Comprehensive Plan, Goal 4)
 7. Public Safety (Central City Plan, Policy 6)
 8. Culture and Entertainment (Central City Plan, Policy 4)
 9. Transportation (Central City Transportation Management Plan, Overall Policy 1)
 - a. Transit (Central City Transportation Management Plan, Policy 5)
 - b. Pedestrian Network (Central City Transportation Management Plan, Policy 7)
 - c. Bicycle Movement (Central City Transportation Management Plan, Policy 8)
 - d. Parking (Central City Transportation Management Plan, Policy 4)

Policies set the direction to be taken to achieve this plan's vision. The objectives are shorter-term benchmarks which serve as a time bound anchor for organizing actions and a measure for the evaluation of progress towards plan policies and vision.

The implementation charts contain many of the initiating actions needed to make this plan a reality. Accompanying each action is at least one implementor willing to commit resources to the action's accomplishment. In some cases, additional public and private partners will be needed to bring

together the community focus and resources necessary to accomplish the actions.

Identification and listing of an implementor for an action is an expression of their interest and support with the understanding that circumstances will affect the ability of implementors to take action as originally specified in the plan. It is also understood that some actions will need to be adjusted and others replaced with more feasible proposals over the 20 year time frame of the plan.



Entrance to the Imperial Building

DOWNTOWN COMMUNITY ASSOCIATION'S RESIDENTIAL PLAN RELATIONSHIPS

The City of Portland adopted the Community and Neighborhood Planning Program in May, 1994. Community plans are intended to update the *Portland Comprehensive Plan* Map consistent with *Oregon Statewide Land Use Planning Goals*. Community plans focus on issues, concerns, and opportunities shared across subareas and neighborhoods in the city.

Neighborhood plans focus on issues, barriers to community development, and opportunities which reflect neighborhood priorities and can be addressed locally. Neighborhood plans are typically initiated as part of a community planning process conducted by the Portland Bureau of Planning or through neighborhood association initiation. The adopted Downtown Community Association's Residential Plan is a neighborhood based and initiated effort which focuses on residential issues and environment within the Downtown area.

Four policy plans have been adopted since 1972 for the Portland Downtown beginning chronologically with the *Downtown Plan* adopted in 1972 and updated in 1980. This was followed by the City Council adoption of the city-wide *Comprehensive Plan* in 1980 and subsequent updates, the *Central City Plan* in 1988 and the *Central City Transportation Management Plan* in 1996 (sections of which were under appeal at the time of adoption of this plan).

The *Portland Comprehensive Plan* provides the city-wide framework for the other plans including the adopted *Downtown Community Association's Residential Plan*. All plans adopted for community and neighborhood plan areas in the city must be consistent with the *Comprehensive Plan* and its implementing measures.

The *Downtown Community Association's Residential Plan* vision statement, policies 1-4, and policy 1-9 objectives are an adopted part of the *Comprehensive Plans*. The *Central City Plan*, adopted in March 1988, was the first and became the model for the Bureau of Planning's community planning program and products. Changes to the process and products have occurred as successive community plans have been adopted: *Albina Community Plan* in 1993 and *Outer Southeast Community Plan* in 1996.

PORTLAND COMPREHENSIVE PLAN

The *Portland Comprehensive Plan* provides the city-wide policy framework for the *Downtown Community Association's Residential Plan*. *Downtown Community Plan* provisions focus on Downtown Community specific concerns, issues and opportunities.

Downtown Community Association's Residential Plan vision statement, policies, and objectives will be adopted as part of the City of Portland's *Comprehensive Plan* under Policy 3.6 (*Downtown Community Association's Residential Plan*). As part of the *Comprehensive Plan*, it is assured that the goals, policies and objectives of the *Downtown Community Association's Residential Plan* will be considered when land use proposals are reviewed by the City.

The Downtown Community Association's Residential Plan is made part of the *Portland Comprehensive Plan* by the addition of a linking statement and addition of the *Downtown Community Association's Residential Plan* to the list of adopted Downtown community plans in *Comprehensive Plan Policy 3.6 (Downtown Community Plan)*.

CENTRAL CITY PLAN

The Portland City Council adopted a community planning approach for the update of the *Portland Comprehensive Plan* in May 1994. This is accomplished through the division of the city into eight communities or districts. Each district, in turn, becomes the focal point of a three year effort to address district-wide and neighborhood level issues of land use, transportation, business growth and development, jobs and employment, housing, crime prevention and public safety, physical and community facilities and services, community identity and enrichment, and urban design and historic preservation. The *Central City Plan* became the 'first' Portland community plan.

The *Central City Plan* adopted March 24, 1988 has been used as the model for the City's Community and Neighborhood Plan process and products. The *Central City Plan* specifically identified the *Downtown Plan* as a part of the City's *Comprehensive Plan* by reference in *Comprehensive Plan Policy 2.10* and by reference under the *Central City Plan Policy #14, Downtown*. Both policies call for the implementation of the *Downtown Plan*.

The *Downtown Community Association's Residential Plan* vision statement, policies, and objectives reflect the neighborhood's priorities and choices for future growth and development of their neighborhood. The Plan's statements are consistent with the adopted provisions and implementing measures of the *Oregon Statewide Land Use Planning Goals, Portland Comprehensive Plan, Central City Plan, Central City Transportation Management Plan*, and the *Downtown Plan*.

Implementing strategies in the Residential Plan's action charts demonstrate the neighborhood's willingness and commitment to realize the future described in their plan. While numerous partners, both public and private, are listed as co-implementors in the plan action charts, it is to be noted that more partners and resources will be needed to realize the neighborhood's envisioned future.

DOWNTOWN PLAN

The *Downtown Plan*, formerly the *Planning Guidelines/Portland Downtown Plan*, was first adopted by the Portland Planning Commission in February, 1972. The update, adopted October 1, 1980, was prepared to reflect practical changes that have occurred in the Downtown since 1972 and defacto amendments that have resulted from City action over the intervening years (1972-1980). The intent and basic concepts of these goals and guidelines remain the same as those adopted in 1972.

The *Downtown Plan* goals and guidelines provide a basic framework for the growth and development of Downtown Portland. The original *Planning Guidelines/Portland Downtown Plan* were intended to provide a basis for future planning in Downtown. Subsequent planning efforts produced a series of implementation plans and development regulations that are helping to ensure that the 1972 *Downtown Plan* is carried out. The result has been that the *Downtown Plan* has grown to include a series of documents and regulations that collectively define the City's plan for Downtown Portland.

The *Downtown Community Association's Residential Plan* is the latest in the series of documents to address Downtown planning issues and opportunities. This newest plan focuses on residential development and the enhancement of Downtown's residential attractiveness. This plan supplements existing adopted statements and implementation efforts present in the *Comprehensive Plan, Central City Plan* and *Central City Transportation Management Plan*.

REVIEW PROCESS FOR THE DOWNTOWN COMMUNITY ASSOCIATION'S RESIDENTIAL PLAN

PLAN REVIEW BY THE PORTLAND NEIGHBORHOOD PLAN AND PROJECT TECHNICAL ADVISORY COMMITTEE (TAC)

During the time that the draft plan was being reviewed by the Downtown Community Association members and organizations, it was simultaneously submitted to the City's Neighborhood Plan and Project Technical Advisory Committee (NPP TAC) for review and comment. This committee is made up of representatives from the City of Portland's major service providers, Multnomah County, and Metro. Review copies were sent to other critical service providers/plan implementors such as Portland Public Schools District #1 and Tri-Met.

Feedback from the community workshops and NPP TAC was incorporated into the plan for review by the Downtown Community Association (DCA) at its monthly February and annual March 25, 1996 meetings. At the annual meeting the DCA membership authorized the newly elected 1996/97 Board of Directors to make final revisions to the plan and carry a board approved plan forward to the Portland Planning Commission for their review and consideration.

The DCA Land Use Committee and association officers met in joint sessions on April 3 and April 10, 1996 to review comments received from the earlier public forums and prepare the proposed plan for approval by the Downtown Community Association Board. The DCA Board formally approved the revised plan at their monthly meeting on April 23, 1996.

PORTLAND PLANNING COMMISSION REVIEW

The Portland Planning Commission held a public hearing to take testimony and consider adoption of the *Proposed Downtown Community Association's Residential Plan* on June 11, 1996. The hearing took place at 12:45 P.M. in Hearing Room C, Second Floor, Portland Building, 1120 SW 5th Avenue, Portland.

Thirty day notice of the Commission's public hearing was sent to all recognized organizations within the subject area, all recognized organizations within 1,000 feet of the subject area, all City of Portland recognized neighborhood and business associations, City bureaus and other public service providers, and interested parties who have requested such notice (Chapter 33.740.020 B. (Commission Review, Public notice for the hearing). Copies of the proposed plan were available for pick-up or by mail 30 days in advance of the scheduled public hearing.

The Portland Planning Commission recommended that the Portland City Council adopt the *Downtown Community Association's Residential Plan*. Two additions were recommended for inclusion in the plan at the request of potential plan implementors:

1. A new action item was added to the plan's Quality of Life action chart with the requestor, the Urban Forestry Division of the Portland Bureau of Parks and Recreation, listed as an implementor:

ULD 2.9 Identify opportunities to create and expand the urban forest. Encourage the installation of larger street tree planting spaces.

2. Portland Public Schools District #1 was added to the list of implementors for Policy 3, Goods and Services, action chart GS 3.6.

PORTLAND CITY COUNCIL REVIEW

The Portland City Council held a public hearing to take testimony and consider adoption of the Planning Commission's *Recommended Downtown Community Association's Residential Plan* on June 26, 1996. The hearing took place in the afternoon in the temporary City Council chambers in the Portland Building Auditorium, Second Floor, 1120 SW 5th Avenue, Portland. Individuals with questions regarding scheduling contacted either Colleen Acres at (503) 823-7748 or Cay Kershner, Clerk to the Council at (503) 823-4086.

The Portland City Council welcomed and encouraged oral and written testimony. To be considered, written testimony had to be received by the close of the City Council's consideration of public testimony. Written testimony was delivered or mailed prior to the public hearing to:

Mailing Address

Portland City Council
c/o Cay Kershner, Clerk
to the Council
Room 202
1220 SW 5th Avenue
Portland, Oregon 97204
Tel: 823-4086

Walk-in Address

Portland City Council
c/o Cay Kershner, Clerk
to the Council
Room 401
1400 SW 5th Avenue
Portland, OR 97204
Tel: 823-4086

Email: auditor@teleport.com

Additional copies of the *Downtown Community Association's Residential Plan* were available at the following locations:

Portland Bureau of Planning
1120 SW Fifth, Room 1002
Portland, OR 97204
Tel: 823-7748
FAX: 823-7800

Downtown Neighborhood Office
520 SW Yamhill, Suite 1000
Portland, OR 97204
Tel: 224-7916
FAX: 323-9186

Individuals and organizations with questions or comments about the project or process, could call Colleen Acres, Project Manager, at the Portland Bureau of Planning (503) 823-7748 or Ed Pischedda, DCA Land Use Committee Chair at 223-5977.

The Portland City Council adopted the *Recommended Downtown Community Association's Residential Plan* vision statement, policies 1-4, and policy 1-9 objectives by Ordinance No. 170347 on July 3, 1996. Each of these plan element's has been incorporated into the *Portland Comprehensive Plan* by the addition of the following linking statement added *Comprehensive Plan* Policy 3.6 (Neighborhood Plan) Objective C:

Recognize and support the role that an active, robust, and expanding residential community in the Downtown plays in the continued vitality and enrichment of the Downtown's commercial, employment, civic, cultural, educational, transportation, and recreational centers and activities.

The Residential Plan's Implementation Charts were approved by the Portland City Council by Resolution No. 35533 on July 3, 1996. The actions listed in the Implementation Charts are a starting place. They have been approved by the City Council with the understanding that, over time, some will need to be adjusted and others replaced with more feasible proposals. Implementors are listed only with their consent. Identification of an implementor in the plan is an expression of interest and support on the part of the implementor, with the understanding that circumstances will affect the ability of implementors to take action.

Ordinance No. 170347 and Resolution No. 35533 are included in Appendix C of this plan.

Additional copies of this plan can be obtained for a nominal fee at the following locations:

Portland Bureau of Planning
Portland Building, 10th Floor
1120 SW 5th Avenue
Portland, Oregon 97204
Tel: (503) 823-7700 or
FAX #(503) 823-7800

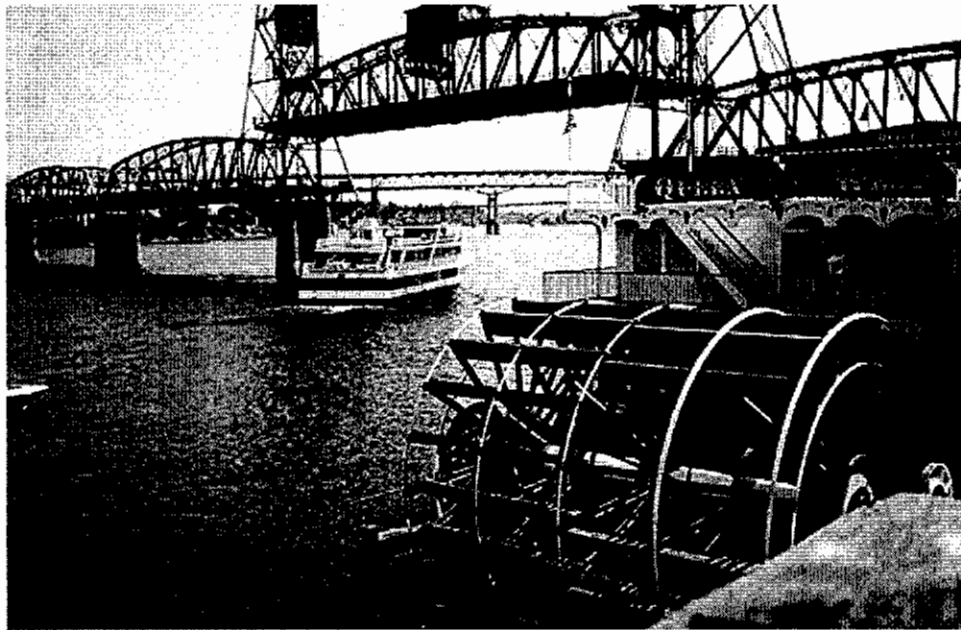
Downtown Community Association
c/o Downtown Area Neighborhood Program
Office (Association for Portland Progress)
520 SW Yamhill, Suite 1000
Portland, OR 97204
Tel. (503) 224-8684
FAX # (503) 323-9186.

PORTLAND
DOWNTOWN COMMUNITY:
AN OVERVIEW



EXPERIENCING DOWNTOWN

It is your first visit to Portland. As you approach one of the bridges to Downtown from the Eastside, you notice that the area looks like a narrow shelf gently tilting up towards the wooded hills in the near-distant west. You are reminded of Manhattan on a smaller scale because Downtown seems like a thin island with its geographic setting isolating this north-south strip from the surrounding river and hills. As you drive over the bridge you notice there is a walkway with pedestrians and bicyclists at your side, and looking down at the Willamette River you see the busy commercial traffic and realize that Downtown is part of a major port. You notice other bridges spanning the river -- each is unique and represents different historical periods and engineering types.



Portland river craft, old and new. In the foreground the Queen of the West, and going under the raised Hawthorne Bridge, the new Portland Spirit. From its beginnings to the present, the River has been important for the City for trade, transportation and recreation.

The driver lets you off at Pioneer Courthouse Square, saying that this is the real center of town. It is a typical summer morning in Portland--the sky is an intense blue and the air feels surprisingly mild, fresh and clean for a city. Glancing about the square, contemporary in its multi-level design and set between interesting historical commercial buildings, you notice an information booth with attendants answering the questions of a family of tourists. You see an appealing coffee shop, and following the lead of people about you, you get a beverage to sip as you explore. Behind you is a major department store built with simple clean lines. As you look towards the river your gaze passes over the square and you notice the amphitheater built into it. The terraces of the amphitheater serve alternately as steps or benches for the growing number of cheerful people. Across the Square is a dramatic historic government building with a cupola. Behind it, through the clear summer air, you see a snow-capped mountain in the far distance. On each side of the square there are light rail trains, each side going in a different direction, and suddenly you are surprised to see an old-fashioned trolley right out of an old movie going up one of the streets. On its side there is a banner proclaiming that the trolley rides are free.

What impresses you most of all is that somehow the built-up area has maintained its balance with its original natural setting. As you look at the active, modern city you are aware of the presence of the wooded hills behind you, the river before you, the mountains, and you sense how close you really are to nature and its beauty.

By now it is late morning and you notice that many of the folks now coming into the square are carrying lunch bags. Some banners announce that there are music and dance performances here during the summer, but a quick glance at the schedule indicates that no events are planned for today. So these folks having lunch here obviously have come because this is where they want to be, rather than having an indoor meal at one of the many nearby restaurants or in their office building cafeterias, which are also bustling with people. At the stroke of noon you are startled by the trumpets of a musical fanfare and you see a weather machine on top of a column open to reveal a sculptured representation of what kind of weather is expected. You are glad to see that today's sculpture is of Helios, the ancient Greek sun god. Some of the onlookers cheer.

You go down some steps to stroll through the square and get a closer look at the folks assembled, some eating their food, some talking with friends and neighbors, and some just relaxing. About half seem to be workers on their noon break, the rest are Portland residents or visitors like you. Their clothing ranges from business suits to shorts and sandals. You are impressed with the

diversity of the group and note that it is intergenerational, from seniors to children in strollers and babies carried in packs. As you look closer you notice that some of the professionally-dressed people are chatting with backpackers, young with old, and you realize that no one stands on ceremony here-- everyone is happy to pass the time of day together in the heart of Portland's Downtown and share it with their fellows.

You decide to walk around Downtown and as you leave the Square you pick up a free Downtown walking map given out at the branch of the city's most famous book shop located here. Within a block or two you begin to feel at home. You are surprised at how clean the streets are. You stop one of 'Portland Guides' whom you have seen in their green uniforms. Their job seems to be to answer questions and see that everything is all right. She recommends some nearby things to see and you ask for an idea for lunch. As she suggested, you walk five or six blocks to have lunch on the River. You pass through the two transit mall streets, which go north and south through all of Downtown. The mall looks attractive, with wide brick sidewalks, crossings and bronze and glass kiosks, reminding you of photos you have seen of the Art Nouveau-style Metro subway kiosks in Paris. As you pass them you see people looking at their illuminated color maps of the region which identify bus routes and schedules. The apparent love of transit here must be an important reason for the lack of automotive congestion in Downtown.

You get to the Willamette River faster than expected and then realize that it is because the blocks are extremely short. That must be one of the reasons you have not felt claustrophobic as in other cities -- there are so many views of the sky and the distance because there are so many intersections. At the river you find that you are in a beautiful park running parallel to the water. The promenade is filled with walkers, joggers, skaters, and bicyclists. You come to a large circular area with steps going down to the river bank; in its center a large fountain and wading pool with high cascading water shoots up from the center of the pool. Children of all ages, plus a few dogs and even several adults are enjoying splashing around. Again you see places to sit. As in the square, the people gathered here include business people at lunch, seniors, young people, and parents picnicking with their children.

Looking at your walking map you learn that this is the Salmon Street Springs Fountain, and to the west are those three blocks of modern glass-covered structures comprising the World Trade Center. You ponder over the idea of placing a center for children's recreation in the heart of a business district, and realize that the Downtowners must really love the feeling of mixing and diversity rather than having discrete areas with their specialized activities of

commerce, residences, or governmental activities. This is an environment for people to experience and enjoy -- to observe workers, retirees, tourists, kids, pets, families, and bicyclists each celebrating the diversity of people, places, and activities which characterizes Portland's Downtown.



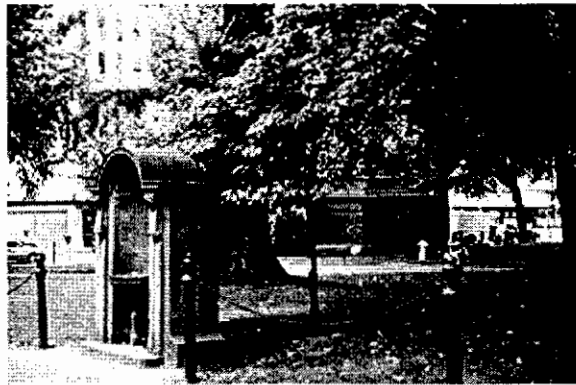
**One of Hundreds of Musical and Cultural Events Scheduled
in Pioneer Courthouse Square Each Year.**

You find numerous appealing outdoor restaurants and have a leisurely late lunch on a patio, enjoying the view. The river is lively with commercial traffic as well as colorful pleasure craft, nostalgic paddle wheelers, small excursion yachts, and even rowing clubs and water skiers. You decide to board one of the excursion boats for a trip down the River after lunch. You look at your map and find that you have just seen a little of the center of Downtown. You still want to see the newer section to the south, the area surrounding the University to the west, the famous Park Blocks, and the intriguing historical districts towards the north. And, of course, you want to try out the light rail system, take a few bus trips and see the wide selection of shops. So it looks like you must stay for at least a few more days.

These experiences of a first-time Downtown visitor are repeated many times each day. Even though one's first impression of Downtown does not associate it with being a residential area, it actually is. One can meet many Downtowners who once visited for a few days and later, sometimes years later, remembered their good impressions of Downtown and decided to move here and live in the heart of the metropolitan area.

Downtown's vitality makes it a pleasant place to visit and live. Its wide sidewalks, street trees, parks, and numerous shops and restaurants encourage lounging and relaxing as opposed to hurrying about one's business. This is largely due to the fact that while Downtown is the region's principal business center, it is also a neighborhood of residents. These residents vitalize the

businesses themselves by providing customers and employees without the need for additional auto traffic. They also add to the feel of the neighborhood as they rest and play in the parks and fountains. Many recreational facilities around the country go unused -- people are likely to think they are monuments or private property, not to be disturbed. Not so in Portland's Downtown. The sight of children playing, joggers stretching, and sightseers relaxing convinces anyone visiting the area that this is a place to relax and to socialize, a community as well as a center of business.



Dedicated in 1952, the Paza Blocks comprised Portland's first public center. Consisting of Lownsdale and Chapman Squares they were the site of the City's greatest celebration: the arrival of the first continental train in 1883. In 1996, the area was again filled to capacity for the appearance of President Clinton. Shown here is a portion of Lownsdale Square.

DOWNTOWN RESIDENTIAL COMMUNITY PROFILE

1. Characteristics of the People

The 1990 Census identified 8,305 residents in Downtown. This is 17% more than in 1980 and 22% more than in 1970. Downtown has a comparable residential population to the cities of Newport or Redmond, Oregon. Out of all 240 Oregon cities, Downtown would be the forty-fourth largest.

Metro projects that Downtown's population will have grown 11% from 1987 to 1995, and will grow an additional 13% between 1995 and 2010. The number of housing units has grown by 19% since 1970. Downtown is expected to grow even more rapidly than the rest of the city. By 2010 an estimated 6,527 households will reside in Downtown.

Most Downtown residents are recent arrivals to Downtown. The 1990 census showed that four out of five Downtown residents first began living Downtown within the previous three years. Nearly half (46.6%) moved Downtown within the previous year alone. Residents who have been in the same housing unit for 10 years or more represent only 8.3% of all Downtown householders.

Downtown residents are more likely to have moved, and more likely to have moved from farther away, in the past five years. Over 52% of Downtown residents were in the same house or were within Multnomah County in the last five years, but 19% came from elsewhere in the State, and 28% were from other states or countries (about double the percentage for the City and region).

In terms of residents' ages the largest group is between 18 and 44 (44.9% of all Downtown residents). The 5-18 and 45-64 age brackets are about equal (17.7 and 17.9% respectively). Those under age five constitute 7.3%, and those over 65, 20%, of Downtown residents.

Only 1 in 20 Downtown residents is under 18, compared to 1 in 4 persons regionally. The elderly make up nearly 20% of Downtown residents, well above regional proportions.

* Population and housing statistics are from the 1990 Census of Population, U.S. Department of Commerce. It should be noted that these statistics do not include the substantial number of new residents and opening of several major apartment complexes since that date.



Portland Downtown: A Place for Families

Educational attainment is slightly higher among Downtown residents than in the region as a whole.

a. Diversity

Downtown and the region are similar in their ethnic diversity. Downtown is 82% white, while the tri-county region is 89%. Additionally in 1990 5% of Downtown residents were black, 3% were of Hispanic origins, 9% were Asian or Pacific Islander, and 1% were American Indian, Eskimo or Aleut.

The proportion of Downtown residents born outside the USA has declined slightly, from 17% in 1980 to 15% in 1990. However 15% is still twice the percentage found region-wide. Also, with .7% of the tri-county region's population Downtown is home to a slightly disproportionate share (1.4%) of the region's non-English speakers.

b. Older Residents

The elderly have long represented a significant proportion of the Downtown population. The smaller housing units generally found Downtown, together with the convenient location of many services,

make it particularly attractive to older residents. Nearly 20% of Downtown residents are over age 65. This is considerably higher than Portland as a whole (with 14.6%) and the tri-county region (with 12.2%). The largest number of these senior citizens (68.3%) live alone. Another 24.2% are in family households, usually represented by a householder and a spouse. In 1990 there were 101 elderly people living in group quarters.

c. Poverty

Downtown Portland has three times its share of the tri-county region's poor. With 7% of the region's population, Downtown has 22% of its poor. Over 45% of Downtown residents existed at or below the poverty level.

d. Employment

The service sector of the economy is overwhelmingly the most significant employer of Downtown residents. About 6% of employed Downtown residents work in public administrative services, about 13% work in educational services, and another 36% work in other services. Though this tilt toward the service sector is in line with a regional trend, the Downtown service-work percentage is even higher than that for the entire region. Another 8% of Downtown workers are employed in finance, insurance and real estate; the regional percentage for these occupations is 5%.

The trades employ 22% of Downtown workers, lower than the regional figure of 27%. The transportation sector employs 3% of working Downtown residents, a little less than elsewhere in the region. Manufacturing employs 7.5% of Downtown workers, while 17.5% of the region's workers work in that economic sector. Other unspecified jobs represent about 7% of Downtown workers.

Downtown has a higher percentage of families with no one working than does the City or region. In 1990 35% of Downtown residents were not working, compared with 25% in the City and region. Over 10% of the Downtown working-age population was unemployed due to disability.

About 7.5% of people aged 16-64 were unemployed at the time of the 1990 census, slightly higher than the figures for the City and region.

e. Journey-to-Work

Many people currently living Downtown are auto-independent, by necessity or choice. Over one-half of all Downtown households have no car; for those who do, most have only one. Nearly 60% of Downtown residents walk or take public transportation to work, 6 times the regional average. In the tri-county region more than 7 out of 10 workers drive alone to work, while only 3 in 10 Downtowners do so. About 42% of Downtown workers walked to work in 1990, in contrast with about 5% for the City and 3% for the region.

People who live Downtown avoid the long commute to work. Of working Downtown residents 32% can reach their work in less than 10 minutes; in the City and tri-county region only 16% can do so.

Automobiles have become more significant in the lives of Downtowners. In 1980 less than 29% of Downtown households had a vehicle available for daily use. By 1990 this figure had risen to 45%.

f. Household Size

Households are smaller Downtown. There were 1.4 persons per household Downtown on average in 1990, one person less than the regional mean. Nearly 3 out of every 4 households Downtown are one person households, whereas regionally half of all households comprise only one person, and in Portland generally only 1 in 4 people live alone. The rate of people living alone in Downtown Portland is therefore three times higher than the rate for the rest of the City.

About 18.2% of Downtown residents in 1990 occupied group quarters (defined as housing units shared by 10 or more people); this is over 7 times Portland's proportion (2.6%) and eleven times the regional proportion (1.7%). Over one-third of Downtown group-quarters residents are prison inmates; most of the remainder live in a nursing home, a college dormitory or a rooming or halfway house.

2. Characteristics of Housing

There were 5,840 housing units counted in the 1990 census. These consisted of single-family houses, apartments, condominiums, group homes and single rooms. The inventory of housing units has varied only slightly over the last several decades.

An Estimated 40% of the Downtown housing was built before 1939, an amount comparable to the rest of the City. Over 20% of Downtown housing was built in the 1980's, with the majority of those units being built after 1985.



Old and Modern Architectural Treasures

Provide Portland Residential Neighborhood's With Distinctive Identities and Characters.

a. Density

Downtown is a dense living environment, with about 66% of Downtown housing lying in buildings with 50 or more units, in contrast with 66% of region-wide housing consisting of single-unit structures.

In 1990 the mean number of bedrooms Downtown was .86 per housing unit. Of all Downtown housing units 81% had one or no bedrooms and 17% had two. While 159 units of three bedrooms or more represented only 2.7% of all Downtown housing, outside of Downtown these larger homes are the most common size.

b. Rental and Vacancy

More than 80% or 4 out of 5 people living Downtown are renting. The predominance of renting in Downtown clearly sets it apart from the

rest of the City and the region. In 1990 renters represented 44% of Portland's residents and 38% of the region as a whole.

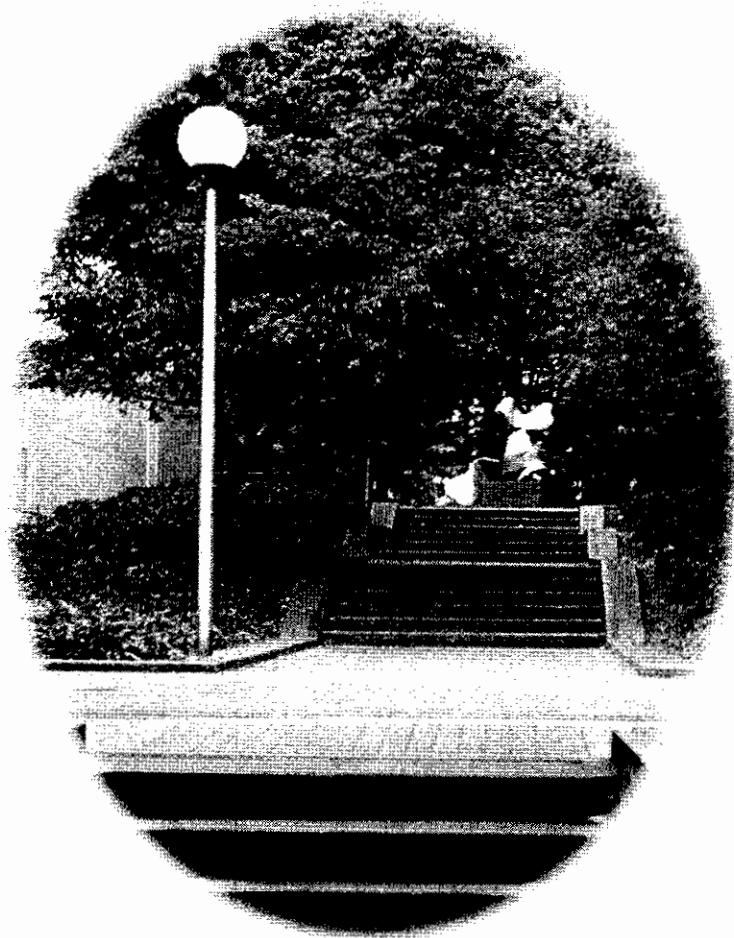
In Downtown both high- and low-end rentals are more common. Mid-range rents, which are over half of all rents in the City and region, are only one-third of Downtown rents (according to gross rent figures from 1989).

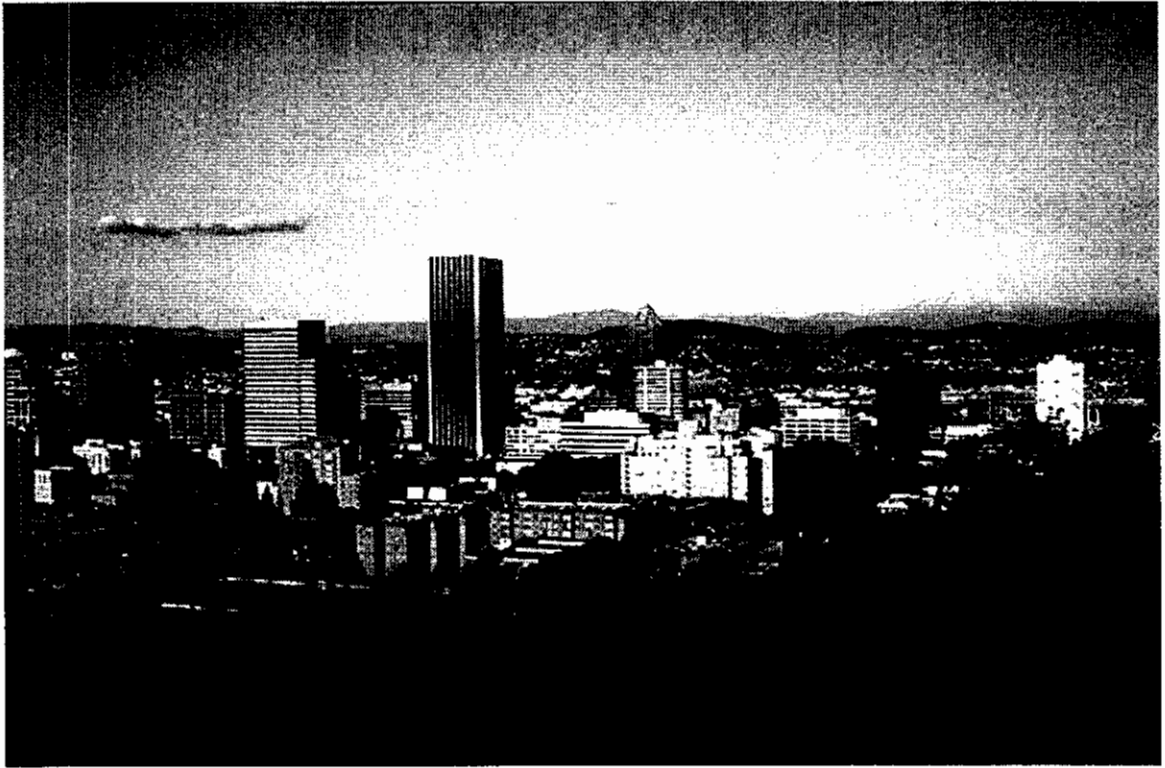
The vacancy rate for Downtown housing is nearly twice the regional rate. Nearly 10% of Downtown housing units were vacant at the time of the 1990 census, compared with 5.6% in Portland and 5.1% in the region. Downtown vacancy rates have varied only a little in recent decades, from 7% in 1970 to 10% in 1980.

c. Ownership

The value of owner-occupied housing Downtown is considerably higher than in the rest of the City and region. The 1990 median value for a Downtown owner-occupied home was \$146,300, compared with \$59,200 in the city and \$77,300 throughout the region. Downtown owner-occupied housing values have nearly doubled in the last decade, from \$77,000 in 1980. There has been a slow upward trend in owner occupancy over the last three decades. In 1970 88% of Downtown housing was rented; by 1980 this figure had dropped to 84% and in 1990 it was down slightly to 82%.

*PORTLAND DOWNTOWN:
THE VISION FOR
TOMORROW*





Portland Skyline

Downtown Portland in Twenty Years

Portland, Oregon (Labor Day weekend, 2016 AD)

Most apparent in my visit to Portland is how clean, quiet and green the city is. Arriving in Downtown at the hotel after riding the light-rail in from the airport, one is struck by the predominance of quiet electric busses, streetcars, and trains, as well as more than a few electric cars. The old internal-combustion engine vehicles are a distinct minority in Downtown Portland. Bicyclists and walkers are everywhere.



Portland: A Multi-Modal Downtown

Freeways are nowhere to be seen or their traffic to be heard. They have been covered or buried. Many of the electric cars sport tasteful company logos. Others display window stickers identifying them as belonging to Downtown residents. The Downtown is quiet and the air clean compared with the nation's older urban centers of the east coast. And yet this is a Downtown which is very much alive.

As the train crosses the Willamette River into Downtown one is struck by the bustle of commercial and recreational traffic on the river. Also prolific are balconied high-rise apartments amid office buildings, all surrounded by beautiful large trees, landscaping, and green spaces everywhere. Cable gondolas carry

Adopted Downtown Community Association's Residential Plan, July 1996

people overhead from the riverside and other Downtown points up to the West Hills where passengers see hawks, falcons and even an eagle soaring nearby. The West Hills form a large curtain of green in front of which Downtown is the stage and the gently-flowing Willamette the orchestra creating a fine urban performance. Downtown's urban forest thrives and is a perfect complement.

A flyer in a shop window announces a holiday weekend visual arts and performance festival to be held in a nearby public plaza. The festival is nationally renowned for the high-caliber local talent that can be seen for little or no charge.

The street is alive with activity. Children play nearby. While many pedestrians are obviously preoccupied with work-related tasks, many more appear to be taking this Friday afternoon off if not the whole day on this holiday weekend. The nearby Downtown department stores and shops are busy with a lot of shoppers in holiday spirits. Many satisfied customers tote their parcels to their nearby homes using two-wheeled handcarts or hop on one of the electric motorized package transports that frequently plies Downtown streets. The sidewalk cafes are full, some with more boisterous and larger parties enjoying refreshments, some reading or people watching, and couples and smaller groups engaged in quiet conversation. The 16-20 foot wide sidewalks comfortably accommodate all. A walk outside the hotel at 1 AM that evening to a nearby night-life district reveals many nearby shops and cafes still open and busy.

For breakfast the next morning, the hotel concierge provides directions to a cafe in a residential part of the nearby cultural district. Following these directions, one passes a lush park surrounding a complex of distinctive buildings - a mix of townhouses, condominiums, apartments and shops, all somewhat different yet clearly related to each other.

A cornerstone indicates that the ground for the complex was broken 15 years earlier. The tallest building is at least 20 stories; the rest are of various descending heights. Their architecture is impressive. Flowering plants and other greenery cascade from pots and planter boxes on balconies and windowsills. The exterior design displays a human touch via the work of skilled craftsmen and artisans, a stark contrast to the bland, tasteless facades left over from many of the older buildings built during the 1960's and 1970's. The first two floors are dedicated to cafes and a variety of shops. Most are very busy despite the rain. In this residential area many are open to 10 PM although a few remain open all night.

Even on Saturday morning the general area is remarkably quiet, the absence of traffic noise particularly noticeable. Conspicuous are the petroleum-fired cars

loaded down with camping gear and other sporting equipment emerging from underground parking garages, the predominant method of car storage Downtown.

A Labor Day weekend feature article in the local Saturday paper reports that violent crime in Downtown Portland is comparatively low compared to other urban centers. Hard drug usage has declined dramatically. The author attributes this decline to the availability of job training, support services, shorter work hours, and growing opportunities for permanent family wage jobs.

Homeless people are virtually nowhere to be seen. Years earlier the city had largely fulfilled its role in the local solution to this national problem. Portland's housing stock provides a full range of housing options for all of Portland's citizens.

Sunday turns out to be a great day for a trip to the coast and back. No one should visit Portland without experiencing the spectacular Oregon coast, a hovercraft trip to Astoria is arranged by the hotel. The hovercraft can be boarded Downtown at the Waterfront Park. The relatively rapid trip down the Columbia is both enjoyable and scenic. The day is spent poking around the Pacific shoreline and in local shops followed by dinner at an ocean-front restaurant with a view of the beautiful sunset. A return to Portland by hydrofoil has the visitor back at the hotel in Portland and in bed by 11 PM.

Monday, a holiday, is spent taking in the many arts festival offerings. On Tuesday public transit provides convenient and rapid service to the Convention Center, and between there and Downtown, for most of the day's business meetings. Only for one meeting is it necessary to take one of the pooled company cars parked across the street from where the business is being conducted. Even getting back to the hotel by public transit after midnight is not a problem. Public conveyances are fast, frequent, clean and free in Portland. Falling into bed at the hotel, restful sleep is undisturbed by street noise.

Flying out of Portland and back to Paris one feels, as a former Downtowner, resident/activist, a sense of satisfaction at the results of good resident-based urban planning done in Portland more than twenty years earlier.

*POLICIES,
OBJECTIVES,
AND
IMPLEMENTATION
CHARTS*



Adopted Downtown Community Association's Residential Plan, July 1996

INTRODUCTION

The plan's vision statement, policies 1-4, and policy 1-9 objectives were adopted by the Portland City Council by Ordinance No. 170347 on July 3, 1996. The provisions were made a part of the *Portland Comprehensive Plan* by the addition of the following objective to *Portland Comprehensive Plan* Policy 3.6 (Neighborhood Plan) and listing of the plan under Policy 3.6.f

Recognize and support the role that an active, robust, and expanding residential community in the Downtown plays in the continued vitality and enrichment of the Downtown's commercial, employment, civic, cultural, educational, transportation, and recreational centers and activities.

This plan contains 9 major policies. They are based on an analysis of and vision for the characteristics of Downtown's people, living environment and built environment. The focus of this plan is residential and the Downtown community's multi-use and residential subareas and districts.

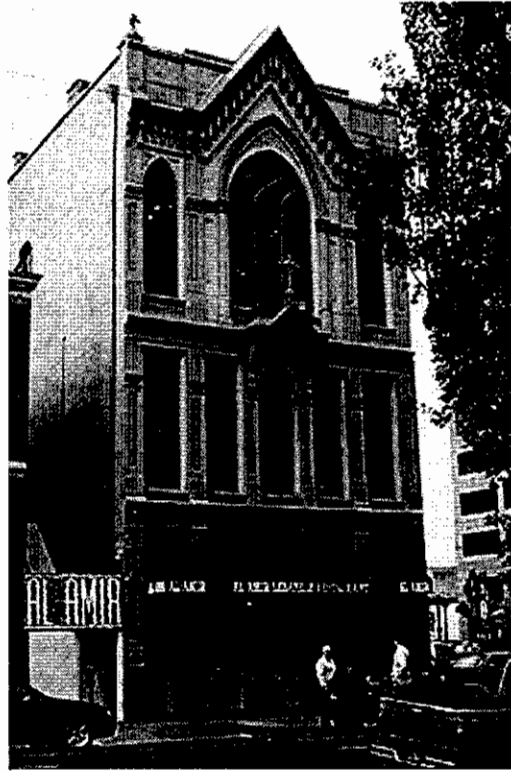
This plan is designed to augment and enrich the residential components of existing adopted plans applicable in the Downtown: the *Comprehensive Plan*, the *Central City Plan*, the *Downtown Plan*, and the *Central City Transportation Management Plan*. This plan does not duplicate or substitute for these previous plans. Where already adopted vision components and policies are applicable --these are used. Of the nine policy areas of this plan, five use adopted policies. These are presented in Policy Section B of this plan. They provided the adopted policy framework or umbrella for new objectives and/or actions included in this section of the plan.

Four of the adopted plan's policies are new. These were developed only after an intensive search of existing plans to ensure that an existing policy as proposed herein did not already exist. They are listed, along with accompanying objectives and actions, in Policy Section A of the plan.

New vision components, policies 1-4, policy 1-9 objectives, and plan action charts are not substitutes for existing adopted vision statements, policies, and/or objectives. Rather they augment and reflect the concerns for and visions held by the Downtown Community Association for their 'neighborhood'. DCA Residential Plan adopted and approved plan

Adopted Downtown Community Association's Residential Plan, July 1996

components are consistent with the provisions of the City's *Comprehensive Plan, Central City Plan, Central City Transportation Management Plan* and *Downtown Plan*.



Built for Archbishop Blanchet in 1879, the Bishop's House is located on Stark between SW 2nd and 3rd Avenues. Designed by Prosper Heurn in Gothic Revival style and using cast-iron, it is considered by many to be Portland's most beautiful buildings, and certainly one of the best cared for historical monuments. When the cathedral was relocated to the Northeast in the 1890's the building was sold, and O'Donnell informs us that it was home to such colorful tenants as a Chinese Tong, a speakeasy, and the American Institute of Architects.

POLICY SECTION A:

**DOWNTOWN COMMUNITY
ASSOCIATION'S RESIDENTIAL
PLAN POLICIES (NEW)**



The four new policies of this plan, with their accompanying objectives were adopted by the Portland City Council by Ordinance No. 170347 on July 3, 1996 and integrated into *the Portland Comprehensive Plan* under Comprehensive Plan Policy 3.6 (Neighborhood Plan). Accompanying action charts were approved by the City Council by Resolution No. 35533.

The four new policies in this plan are as follows:

1. Urban Lifestyle and Diversity
2. Quality of Life
3. Goods and Services
4. Public/Private Partnerships

This plan's vision statement focuses and elaborates the residential aspects of the Downtown as desired in the future by the Downtown Community Association.

The policies set the direction to be taken to achieve this vision. Policy objectives are shorter term benchmarks by which, through their achievement, the community can evaluate its progress towards the longer term plan policies.

Action charts implement plan policies and objectives. They are a starting place. Each action is accompanied by at least one implementor willing to commit resources to the achievement of the project or program involved. It is recognized that changes in community priorities and resources, over time, can require commensurate adjustment of action chart time tables and projects to reflect these shifts.

The charts emphasize the critical role which community partnerships play in the implementation of this plan. Plan implementors are Downtowners, publics, businesses, institutions, and non-profit organizations. The Downtown Community Association and Downtown residents are both the primary architects of this plan and its critical implementors. It is through their dedication and efforts that this plan will fulfill its promise.



The St. James Lutheran Church, at Park and Jefferson, was built in 1907-1908 (except for the tower, which replaced the original in the 1970's). Built in late Gothic Revival style, it is admired for its impressive heavy stonework facade and tower. The Church sponsored the St. James Apartments, adjoining to the west.

URBAN LIFESTYLES & DIVERSITY

Downtown Portland's spectacular setting near the confluence of two of the Northwest's most storied rivers, surrounded by hills with Mt. Hood looming majestically nearby and with other snow-covered peaks not far away, gives it unusual beauty and consequently, potential to become one of the world's great cities. Whether that greatness will be achieved, whether Portland's mix of peoples and lifestyles will be an example of one of our finest achievements or of the mundane and violent, is significantly a consequence of decisions made today regarding Portland's built environment and the quality of human experience provided.

Our predecessors have largely served us well. Portland has received national and even international recognition in recent years due to the success of its of other major American cities.



Retail spanning the century: in the background Meier and Frank (established in 1857), first section built in 1909; foreground. In the background is Pioneer Place.

Both give diversity to the retail heart of Downtown. Meier and Frank represents an in-depth department store occupying an entire block. Pioneer Place concentrates 70 shops and a very active food court in its full-block structure, featuring a four-story atrium with fountains. In spite of the growth of suburban mega-malls the Downtown Retail core has loyal clientele which prefers the vitality of the Downtown street setting. Pioneer Place will soon be expanding to the block directly to the east.

institutions in maintaining a number of desirable attributes frequently described by the term "livability." Commentators typically single out Downtown Portland in particular for its cleanliness, openness, respect for heritage through preservation of high quality design and architecture, absence of oppressiveness and general receptivity to human (particularly pedestrian) activity. These are all qualities that are frequently lacking, in part or together, in the downtown areas. Observers seem surprised that Downtown Portland is still a highly desirable place to live and work given Portland's rank as a major American metropolitan area. Downtown Portland is still alive in the evenings and on weekends, after the office workers have gone home. The Portlanders one frequently encounters Downtown draw attention for their tolerance and respect for human dignity in all its diversity, and for their demonstrated appreciation of high quality craftsmanship, culture and education.



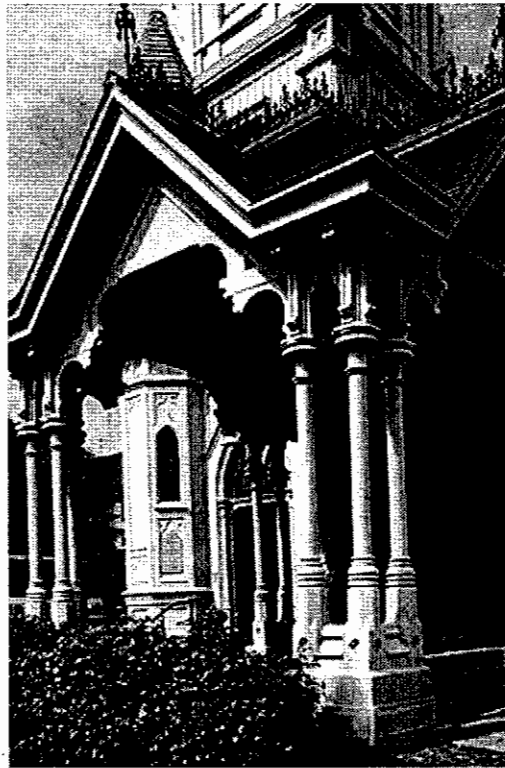
Pioneer Courthouse

Downtown Portland's setting as an urban center with numerous attributes, beautiful scenery and colorful history, surrounded by tremendous additional natural beauty within a two hour drive, has made Downtown a highly desirable

place for national and international travelers to visit. The strong local economy, the variety of nearby educational opportunities, and the growing supply of housing make the Downtown a place where visitors, long-time Portlanders and Oregonians choose to visit and live.

The very attractiveness of Portland, arising from the perception that living here will yield a rich and fulfilling life, places tremendous pressure on the maintenance of Downtown livability. And now, Portland finds itself at a crossroads.

The publicity it has received for its livability is attracting a growing tide of newcomers entering our State and the Portland area. Yet the numbers of these newcomers could overwhelm the capacity of the environment to serve them thereby threatening the very livability that they are seeking -- the livability we all value and wish to preserve.



Designed by Henry J. Hefty and built 1889-1895, the First Congregational Church is one of Portland's most distinctive landmarks. For several decades the Church was the meeting place of the DCA, and some of its functions still take place there. The Church is very active in its community service. It recently began offering a youth shelter program. The Church has undertaken a preservation project to protect the buildings from deterioration.

To ensure that Portland's livability is maintained for everyone, newcomers should be encouraged to live in an area that is the most capable of accommodating them. There is hardly a neighborhood in Portland that is more receptive to newcomers, nor one more suited to house them, than Downtown Portland, where several successful high-density residential projects have been completed in recent years.

Those choosing to live in Downtown Portland typically place a high value on urban living itself, as experienced in the great cities of the world. Downtown residents want to walk to work and avoid commuting long distances; they want an environment that provides the best that civilization has to offer; and they expect their lives to be fun.

Both Downtown residents and visitors expect certain amenities: stimulating cultural events (including participatory opportunities); high quality dining and entertainment; the company of their friends and other interesting visitors; and convenient access to life's necessities. They want these amenities to be available safely at all hours.



Looking out over Governor Tom McCall Waterfront Park at Front and Salmon, and just one block from the justly celebrated Mill Ends Park, the Visitors Information Center of the Portland/Oregon Visitors Association provides information on the region. Here citizen-volunteer Bill Marinelli gets comfortable while he pleasantly lifts a lost visiting family out of their summertime blues. Many of our institutions rely heavily on the expertise and enthusiasm of its dedicated volunteers.

Downtown residents do not expect to forego a cultured, fulfilled life but rather to have the best of all living environments because they live Downtown. The alienation that is often mentioned as a common consequence of life in other large modern urban centers is kept at bay in Portland. Downtown offers varied,

interesting, enjoyable and affordable leisure, cultural and educational pursuits, and recreation. The Downtown captures the levels of amenities that can only be provided in the center of a metropolitan region.

For the institutions that provide the desired variety of amenities to be viable over the long term and for them to provide as rich and diverse an array of offerings as Downtown residents expect, the requisite market will have to increase beyond what it is today. This means more housing must be built Downtown, within walking distance of the cultural district. The housing inventory will have to be large and diverse enough to accompany a full range of households and income levels, including households with children. Affordable home and automobile ownership options need to be available. Employment opportunities, preferably within walking distance, must be available if the Downtown residential community is to be one of the strong bases of support sought by Downtown cultural and entertainment institutions, businesses, and service providers.

These factors are the key to the long-term success of Downtown, to making Downtown the preferred place to live in the metropolitan area and they cannot be overemphasized. If Downtown Portland is to enhance its cosmopolitan atmosphere and not be just another temporary destination for shoppers and commuters, comfortable Downtown living opportunities must increase. In terms of appeal, it is the residents and their character that will make or break Downtown.

While Downtown residents seek fulfillment within a city that aspires to greatness, their tolerant attitude demands that steps be taken to also ensure that Downtown remains home to people of all colors, creeds, preferences, abilities, incomes and ages, to the same extent as the rest of the city. Downtown Portland should avoid ghettoization. Downtown visitors should perceive that the life experience is richest when viewed and encountered in all its variety.

The Downtown Community Association identified the following policy, objectives, and actions to be pursued if Downtown life is to have diversity and a cosmopolitan atmosphere.

Policy 1: Urban Lifestyles and Diversity

**PROMOTE COMMUNITY-CENTERED COSMOPOLITAN LIFESTYLES.
FOSTER INCLUSION OF AND CELEBRATE THE FULL RANGE OF
HUMAN DIVERSITY WITHIN THE DOWNTOWN.**

Objectives:

- 1.1 Increase the sense of community among Downtowners.
- 1.2 Encourage neighborhood diversity and recognize the unique contributions which all members of our community bring to the Downtown.
- 1.3 Reinforce diversity through educational and cultural activities and events that welcome and reflect the diverse ages, interests, and physical and mental capabilities represented in the Downtown Community.
- 1.4 Promote the recognition and acceptance of young people in the Downtown Community. Encourage the development of safe and accessible opportunities for them to recreate, seek employment and become involved in community activities and service.
- 1.5 Introduce new and expand existing activities that enhance the 24-hour nature of Downtown's commercial areas.

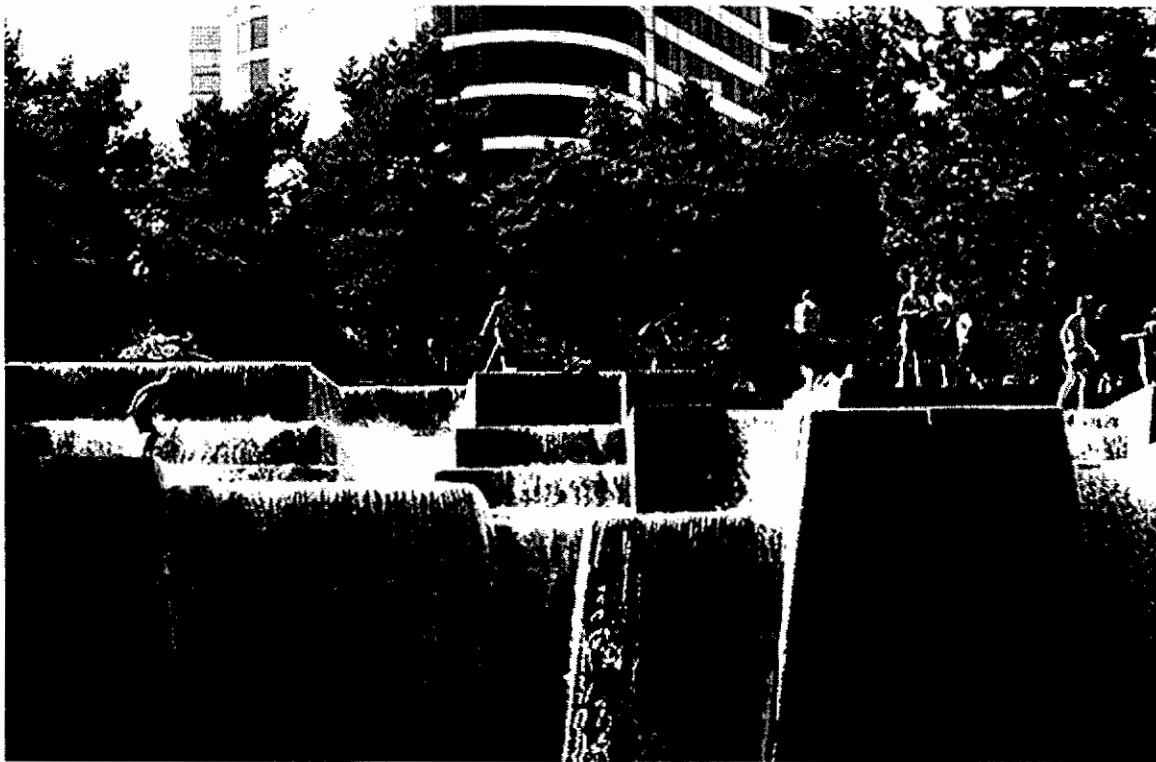
Action Chart: Urban Lifestyles and Diversity

	ACTIONS	Time				Implementors
		Adopt With Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
ULD 1.1	Create a supportive network of services and activities for Downtown households including households with children.		X			DCA
ULD 1.2	Inventory specific locations within the Downtown where existing building exterior and street lighting levels discourage night time pedestrian activity.		X			DCA, APP, BOMA
ULD 1.3	Identify and support the development of public/private partnership opportunities to enhance existing street and building lighting in locations identified by the inventory.		X			DCA, APP
ULD 1.4	Support requests for capital improvement resources to add ornamental lighting to SW Park and SW 9th Avenues between SW Morrison and W. Burnside.	X				DCA, PDOT
ULD 1.5	Encourage the extension of hours and patronage of restaurants, coffee shops and other retailers, service providers and entertainment establishments that remain open during late evening hours and weekends to serve Downtown residents and visitors.			X		DCA
ULD 1.6	Co-sponsor and publicize events and activities by Downtown organizations, businesses and institutions such as a Downtown Neighbor Fair, DCA Downtown walking tours, Downtown Parks Day, cultural celebrations, and outdoor events appealing to a wide range of Downtown households and visitors.		X			DCA, NW Pilot Project
ULD 1.7	Identify issues and promote opportunities for appropriate and safe recreational, educational, employment, and community involvement in the Downtown that meets the needs of Downtown's young residents and visitors.			X		DCA

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QUALITY OF LIFE

Downtown residents and visitors value their parks, open spaces, waterfront, plazas, fountains, and squares. These areas both complement and provide stark contrast to Downtown's built environment of asphalt, concrete and steel. When spring arrives with its sunshine after winter's rains, many Downtowners can be found lying in the sun at Waterfront Park; sitting on benches in the South Park Blocks, and in Pettygrove and Lovejoy Parks, dipping their feet into the cascading pools of Ira Keller Fountain; ambling through Chapman and Lowndale Squares; or taking in events at Pioneer Courthouse Square and Terry Schruck Plaza.



Downtown's urban wildlife brings joy into our lives even if they are occasional nuisances. You may be lucky enough to see Peregrine falcons sweeping through or glimpse an actual nesting sight. Steelhead trout can be caught from the

Downtown's riverfront. Squirrels and even an occasional racoon family can be spotted in some of our larger Downtown parks and open spaces.

The loss of these wildlife opportunities would significantly diminish the Downtown experience. Downtown parks and open spaces create connections between urban life and the environment, allowing urbanities to experience nature's beauty.

Preservation and enhancement of Downtown's parks and open spaces, given their high levels of daily use by Downtown residents, workers, and visitors alike, is a very high priority for the Downtown Community Association. However, our current parks and green spaces system in the Downtown is inadequate. Vest pocket playgrounds are needed adjacent to residences of households with children. Opportunities for community flower and vegetable gardening by residents are lacking. Green corridors are needed to link Downtown's residential subareas and habitats. Parks need street furniture and recreational equipment to provide Downtown residents, workers, and visitors with active and passive recreational opportunities.

Downtown's open spaces, light and calm, vistas and views, and stately older buildings are Downtown features that admittedly occupy and/or constrain development of highly valuable land in the Downtown. It is these very features and amenities which identify and define the character of Portland's Downtown and its residential community and which give increased value to neighboring developable land.



Judicious incentives are needed to ensure that developers are highly motivated to preserve and redevelop historic and noteworthy buildings. New buildings need to be built so that residents are protected from noise in such a dense and lively environment as Downtown while allowing for fresh air when desired.

The value of these amenities is difficult to quantify. Residents must constantly remind elected officials to keep long-term residential quality-of-life objectives in mind. Protecting the quality of land, air and water requires constant citizen vigilance.

Finally, to enhance and protect the quality of Downtown life and promote community connection and interaction, the Downtown community needs a

Adopted Downtown Community Association's Residential Plan, July 1996

long-term community center with office space (with all hours access, due to the volunteer, after hours nature of most community activism). Such a facility can help ward off the feelings of alienation and isolation that sometimes result from dense urban living while providing a focus and gathering place for Downtown residents. A place such as this can also provide a base for DCA-offered walking tours, the organizing of anti-litter campaigns and clean-up days, and a safe temporary harbor for those needing information and/or assistance.

The Downtown Community Association identified the following policy, objectives, and actions to be pursued if Downtown Portland is to offer high-quality residential living.



Kornblatt's on Broadway: DCA members meet here frequently to discuss and plan upcoming activities.

Policy 2: Quality of Life

IMPROVE THE DOWNTOWN'S RESIDENTIAL ENVIRONMENT BY ENHANCEMENT OF DOWNTOWN AMENITIES.

Objectives:

- 2.1 Preserve and promote further development of Downtown parks, open spaces, views, vistas, and historic resources.
- 2.2 Enhance the user-friendliness of Downtown parks and open space areas through the development and maintenance of passive and active recreational amenities for Downtown's diverse populations and residents.
- 2.3 Encourage architectural excellence in new construction and the preservation and active use of significant older (pre-1940) buildings.



View from the Park Blocks: the First Congregational Church, the Performing Arts Center, the Oregon Historical Society, and the 1000 Broadway Building. This close physical relationship of buildings of various functions-- is part of Portland's spirited feeling of vitality.

Adopted Downtown Community Association's Residential Plan, July 1996

Action Chart: Quality of Life

	ACTIONS	Time				Implementors
		Adopt With Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
QL 2.1	Encourage the development of community facilities, plazas, and amenities within the University District.		X			DCA, PSU, BOP
QL 2.2	Support efforts to maintain and enhance Downtown parks, open spaces, waterfront, fountains and historic treasures through increased use and patronage, community walking patrols, park clean-up days, and installation of additional facilities such as playground equipment, chess/checker tables, lawn bowling, and shuffleboard.		X			DCA, BP&R
QL 2.3	Identify potential donors of space for one or more Downtown community centers and gathering places.		X			DCA, APP, BOMA
QL 2.4	Identify opportunities to create and expand Downtown's offerings of accessible and affordable indoor public events and recreational activities after dark and during inclement weather.			X		DCA
QL 2.5	Identify and promote opportunities for the creation of community gardens, vest pocket parks, and rooftop open spaces accessible to Downtown households.			X		DCA, BP&R
QL 2.6	Explore the feasibility of adding and/or enhancing exterior lighting of Portland's architecturally notable buildings, sculpture and fountains such as the Portland Building, old Pioneer Courthouse, City Hall, Portlandia, and South Park Block statues.		X			DCA
QL 2.7	Create a public service campaign to remind Downtown visitors, workers, and businesses to control noise when in or near Downtown residential areas.		X			DCA

Action Chart: Quality of Life

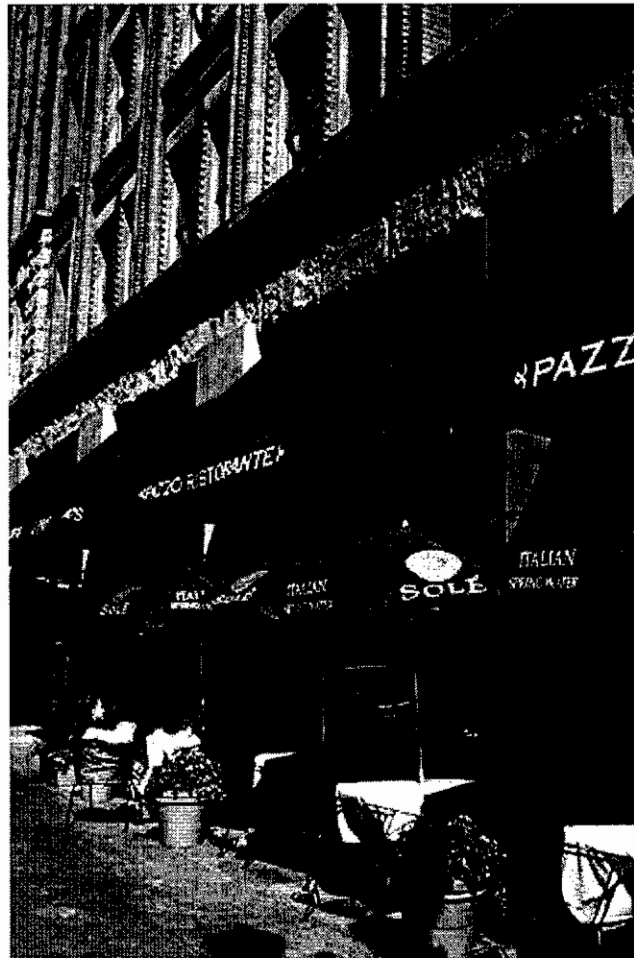
	ACTIONS	Time				Implementors
		Adopt With Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
QL 2.8	Create a public service campaign to remind Downtown visitors, workers, and businesses to control noise when in or near the Downtown residential areas.		X			DCA
QL 2.9	Identify opportunities to create and expand the urban forest. Encourage the installation of larger street tree planting spaces.			X		BP & R-Urban Forestry Div.

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GOODS AND SERVICES

Downtown Portland should be a place where all residents including individuals with special needs can live well. Currently, however, a perceived lack of day-care service providers and primary schools impedes this vision for households with young children. The anticipated building of a Portland Public Schools elementary school serving up to 350 kindergarten through fifth-grade students at Portland State University will bring to the Downtown an important new attraction for households with children seeking a cosmopolitan living location.

Additionally the choices for buying fresh produce, hardware and other daily necessities are very limite. Opportunities for growing one's own vegetables in a



Portland's Sidewalk Cafes are an important amenity in the Downtown for residents, business people, and visitors

community garden like those frequently found in many other Portland neighborhoods are either very limited or unavailable. A sustainable residential neighborhood needs accessible retail, personal and professional services, and a rich base of urban amenities. This policy calls for the siting and expansion of neighborhood oriented businesses and services and enhancing of Downtown amenities serving the Downtown's residential community.

Existing residential development and announced residential projects will be an important market base for Downtown retailers and service providers serving the Downtown residential market. Together with Downtown workers, visitors, and tourists they will provide the critical mass needed to support a wide range of new and expanding retail and service operations. All will enjoy the enhancement of Downtown's urban amenities and features.

The Downtown Community Association identified the following policy, objectives, and actions to be pursued if Downtown Portland is to offer the kinds and ranges of goods and services that will make it attractive to more residents.



Downtown Sidewalk Flower Vender

Policy 3: Goods and Services

EXPAND THE VARIETY AND ACCESSIBILITY OF CONSUMER AND BUSINESS GOODS AND SERVICES TO MEET THE NEEDS OF CURRENT AND FUTURE DOWNTOWN RESIDENTS.

Objectives:

- 3.1 Attract new and expanding retailers and consumer services such as hardware stores, groceries, and dry cleaners that cater to Downtown residents.
- 3.2 Attract new and expanding educational facilities and support services to Downtown to meet the needs of areas growing in residential population including seniors and households with children.
- 3.3 Increase the number and diversity of cultural and recreational offerings available for Downtown households.
- 3.4 Encourage the siting in Downtown of a 24-hour outpatient and urgent care medical clinic served by public transit.



Major Rennovation of the Main Branch of the Multnomah County Library: Scheduled for Completion in April 1997 will provide new upgraded services and advanced technology to Downtown's residents, students, businesses, and institutions.

Action Chart: Goods and Services

	ACTIONS	Time				Implementors
		Adopt With Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
GS 3.1	Encourage the development of additional retail stores, restaurants, and other consumer amenities within the University District and other subareas of Downtown with high concentrations of residents.		X			DCA, DRC
GS 3.2	Meet with developers and property owners to promote the growth of neighborhood retail and consumer services catering to Downtown residents in mixed use and higher density residential settings.		X			DCA, PDC
GS 3.3	Encourage developers of new and rehabilitation projects to meet with the Downtown Community Association at the beginning of development and drafting of design and building plans.		X			DCA, BOP
GS 3.4	Encourage the siting of retailers and services meeting the needs of Downtown residents in mixed-use developments.		X			DCA, PDC
GS 3.5	Promote the development of produce markets, an international food market, Downtown resident food cooperative, and sidewalk cafes and bistros.		X			DCA
GS 3.6	Lend active support for the combined efforts of Portland School District #1 and Portland State University to expand educational opportunities for Downtown's youth, including announced plans to site an elementary school at the University.	X				DCA, PSU, PSD #1
GS 3.7	Work with educational institutions and employers to support the development and growth of safe, accessible and affordable dependent care in the Downtown.		X			DCA, MC

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COMMUNITY PARTNERSHIPS

Residents are an important partner in the community fabric of Downtown. They bring vitality to the Downtown and ensure, by their 24-hour a day presence, a safer and more inviting environment for Downtown's workforce, visitors, and tourists. They are a market base for Downtown merchants, clients for care providers, and patrons of the arts. They are also among Downtown's entrepreneurs, employees, artists, performers, and leaders.

Each interest in the Downtown has a stake in ensuring that Downtown's residential community, environment, and housing stock be enhanced. Working together residents, businesses, and organizations can create a climate which stimulates new housing development and attracts new households to Downtown.



Marketing Tri-Met Services

Residents need a greater voice in the future development of Downtown. The Downtown Community Association provides one opportunity where these voices can be heard. This Plan is a second opportunity.

Over the three years of the Plan's development residents have met with Downtown workers, entrepreneurs, developers, investors, institutions, homeless, young people, and visitors to examine the strengths of Downtown, identify opportunities for growth, and set priorities for joint actions. The provisions of this plan reflect that work.

The plan's action charts identify the working partnerships made within the Downtown Community. We all are the key stakeholders for this plan. Our visions will be fulfilled only if we continue to join forces, advocate for and actively support the provisions of this plan and secure the necessary resources and additional partners needed for plan implementation.

Now it is time to work together and implement this plan.

The Downtown Community Association identified the following policy, objectives and actions to be pursued if the future of Downtown Portland is to reflect the concerns of people living here.

Policy 4: Community Partnerships

FOSTER DEVELOPMENT PARTNERSHIPS AMONG THE DOWNTOWN COMMUNITY MEMBERS AND THE PUBLIC AND PRIVATE SECTORS THAT ARE RESPONSIVE TO THE ECONOMIC, RESIDENTIAL, AND ENVIRONMENTAL NEEDS OF DOWNTOWN BUSINESSES, INSTITUTIONS, AND RESIDENTS.

Objectives:

- 4.1 Support partnerships and networks which increase communication among Downtown residents, organizations and interests.
- 4.2 Encourage community support for educational services to students.
- 4.3 Encourage private support for public amenities and improvements.



Portland Green Guides and Association for Portland Progress staffer prepare for day's activities in Pioneer Square

Action Chart: Community Partnerships

	ACTIONS	Time				Implementors
		Adopt With Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
CP 4.1	Identify and seek mitigation of the negative impacts of liquor outlets on Downtown residential communities.		X			DCA, MC, PPB, OLCC
CP 4.2	Organize Downtown residents to function as an informal residential patrol network to check, on an ongoing basis, the condition and replacement need, repair, and additions of street furniture, lighting and planted areas.			X		DCA
CP 4.3	Identify opportunities for resident involvement in Downtown organizations and encourage greater resident participation.		X			DCA, ONA
CP 4.4	Create forums for ongoing discussion with Downtown businesses, organizations, institutions, public agencies, and residents to share opportunities to identify opportunities for joint actions and resolution of conflicts in such topics as public safety, Downtown environmental enhancement, and staging of community events.			X		DCA, ONA
CP 4.5	Work with developers to promote the use of building and landscape designs which enhance Downtown's residential environment and streetscape.		X			DCA
CP 4.6	Improve communication among Downtown residents through increased Downtown Association newsletter distribution and meeting participation.		X			DCA, APP
CP 4.7	Support organizing efforts in Downtown Residential Subareas and expand DCA membership to reflect the diversity of opinion, interest, and demographic composition found in these subareas.			X		DCA

ACTIONS CONTINUED		Time				Implementors
		Adopt With Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
PROGRAMS						
CP 4.8	Support enforcement of regulations prohibiting unlicensed vendors.		X			DCA, BP
CP 4.9	Encourage residential and business owners and tenants located near businesses with liquor licenses to work with these businesses to identify and log problems associated with liquor sales. Work for resolution of issues in cooperation with the owners, operators, and government regulatory agencies, Oregon Liquor Control Commission and business owners/operators.		X			DCA, OLCC, MC, PPB

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**POLICY SECTION B:
IMPLEMENTING OBJECTIVES
AND ACTIONS FOR POLICIES
ADOPTED AS PART OF THE
DOWNTOWN, CENTRAL CITY,
CENTRAL CITY
TRANSPORTATION
MANAGEMENT, OR
COMPREHENSIVE PLANS**



Five policies in this plan, numbers 5-9, are already adopted as part of the *Downtown Plan, Central City Plan, Central City Transportation Management Plan* or *Comprehensive Plan*. In this section (Policy Section B), where they are introduced, the adopted policies serve as anchors for new objectives adopted by this plan. The source of each policy is clearly noted immediately under the policy's title. To facilitate use of this plan, policy 5-9 titles are the same as given during their original adoption by the City Council.

Objectives in this section of the plan were also adopted by Ordinance 170347 on July 3, 1996 as part of City Council action on this plan and made part of the *Portland Comprehensive Plan* (Comprehensive Plan Policy 3.6 Neighborhood Plan). As with earlier action charts, policy 5-9 implementation charts were approved by Resolution No. 35533, also on July 3, 1996.

The five policies included in this section are as follows:

5. Downtown (*Central City Plan Policy 14*)
6. Housing (*Portland Comprehensive Plan Goal 4*)
7. Public Safety (*Central City Plan Policy 6*)
8. Culture and Entertainment (*Central City Plan Policy 4*)
9. Transportation (*Central City Transportation Management Plan Overall Policy 1*)
 - a. Transit (*Central City Transportation Management Plan Policy 5*)
 - b. Pedestrian Network (*Central City Transportation Management Plan Policy 7*)
 - c. Bicycle Movement (*Central City Transportation Management Plan Policy 8*)
 - d. Parking (*Central City Transportation Management Plan Policy 4*)

This plan's vision statement focuses on and elaborates on the residential aspects of the Downtown as desired in the future by the Downtown Community Association.

The policies set the direction to be taken to achieve this vision. Policy objectives are shorter term benchmarks by which, through their achievement, the community can evaluate its progress towards the longer term plan policies.

Action charts implement plan policies and objectives. They are a starting place. Each action is accompanied by at least one implementor willing to commit

resources to the achievement of the project or program involved. It is recognized that changes in community priorities and resources, over time, can require commensurate adjustment of action chart time tables and projects to reflect these shifts.



The Governor Hotel was originally known as the Seward Hotel and opened in 1909. Designed by William C. Knighton, it is one of the major buildings featuring glazed terra cotta, which together with cast-iron forms much of the uniqueness of Downtown's architectural importance. In 1984 the expert in this technique, Virginia Guest Ferriday, wrote that the work is "...in direct need of attention." A few years ago the building was lovingly restored, and will soon enter 90 years of offering charming accomodations.

DOWNTOWN

Downtown Portland should be developed to make it the region's premier place to live as well as do business. The infrastructure and opportunities found Downtown should make it evident to any developer why their project would best be located there. Downtown is also the heart of the region's transportation network and should therefore provide convenient access to all regional employment and civic centers as well as points of interest. These characteristics of Downtown, in and of themselves, cannot help but bring more residents, patrons, customers, businesses, and institutions to the Downtown.



**Views of the Willamette River and Marina from
RiverPlace Residences and Promenade**

Intensive, clean and quiet commercial development is welcomed Downtown and encouraged to locate near light-rail, streetcar and other transit lines to provide quick access with the least congestion. This land use/transportation arrangement will also mitigate the noise and pollution caused by automobiles.

Downtown residents expect the future to provide a sense of community even as Downtown's role as the region's pre-eminent business, retailing, and cultural location expands. A narrow, commuter-consumer oriented view of the secrets to Downtown's success is to be discouraged. Downtown Portland is an attractive place to live, work, shop, and visit primarily due to its pedestrian-

friendliness and to the appealing variety of sights and opportunities for cultural enrichment which it offers during the workday, evening, and on weekend. Keeping this in mind will help ensure that Downtown's qualities are perpetuated.

Downtown's identity and character lies in the mixed-use nature of its subareas as well as its buildings. The residential subareas in the Downtown Community Association boundary are: City Center, Skidmore/Yamhill, RiverPlace, South Auditorium, University District, Park Blocks, and O'Bryant Square. Each has its own distinctive character while also supporting a wide range of activities and land uses. The diversity within each subarea and differences among them should be dramatized and nurtured. Design elements will help make this a reality.



Located at the very south end of the Park Blocks, the Park Plaza Apartments are next to the freeway and at the edge of the Portland State University campus. Amenities available include a park with playground, tennis courts, P.S.U. Athletic Building and a lovely rooftop garden with beautiful gardens.

The Downtown Community Association identified the following additional objectives and actions to be pursued if Downtown Portland is to be both the center for the region's business, retailing, educational, entertainment, cultural, civic and ceremonial experiences and opportunities and a sustainable and robust residential neighborhood.

Policy 5: Downtown

STRENGTHEN THE DOWNTOWN AS THE HEART OF THE REGION, MAINTAIN ITS ROLE AS THE PREEMINENT BUSINESS LOCATION IN THE REGION, EXPAND ITS ROLE IN RETAILING, HOUSING AND TOURISM, AND REINFORCE ITS CULTURAL, EDUCATIONAL, ENTERTAINMENT, AND GOVERNMENTAL AND CEREMONIAL ACTIVITIES.

(Central City Plan, Policy 14-Downtown)

Objectives: *(Adopted as part of the Portland Comprehensive Plan)*

- 5.1 Increase the sense of community among Downtown businesses, cultural and educational groups, institutions, public agencies, and residents.
- 5.2 Promote the siting and expansion of uses and activities which will reinforce Downtown's identity as a safe, attractive and exciting 24 hour a day neighborhood.
- 5.3 Reinforce the identity and unique characters of the distinctive existing and emerging Downtown Residential Subareas: University District, Park Blocks, O'Bryant Square, City Center, South Auditorium, Skidmore/Yamhill and RiverPlace.



Sharing the block with Montgomery Hall are the Blackstone Apartments for students. The Blackstone has 57 units. To add distinctive motif the builders used ancient Egyptian-inspired bas-reliefs as part of the main entrance.

Action Chart: Downtown

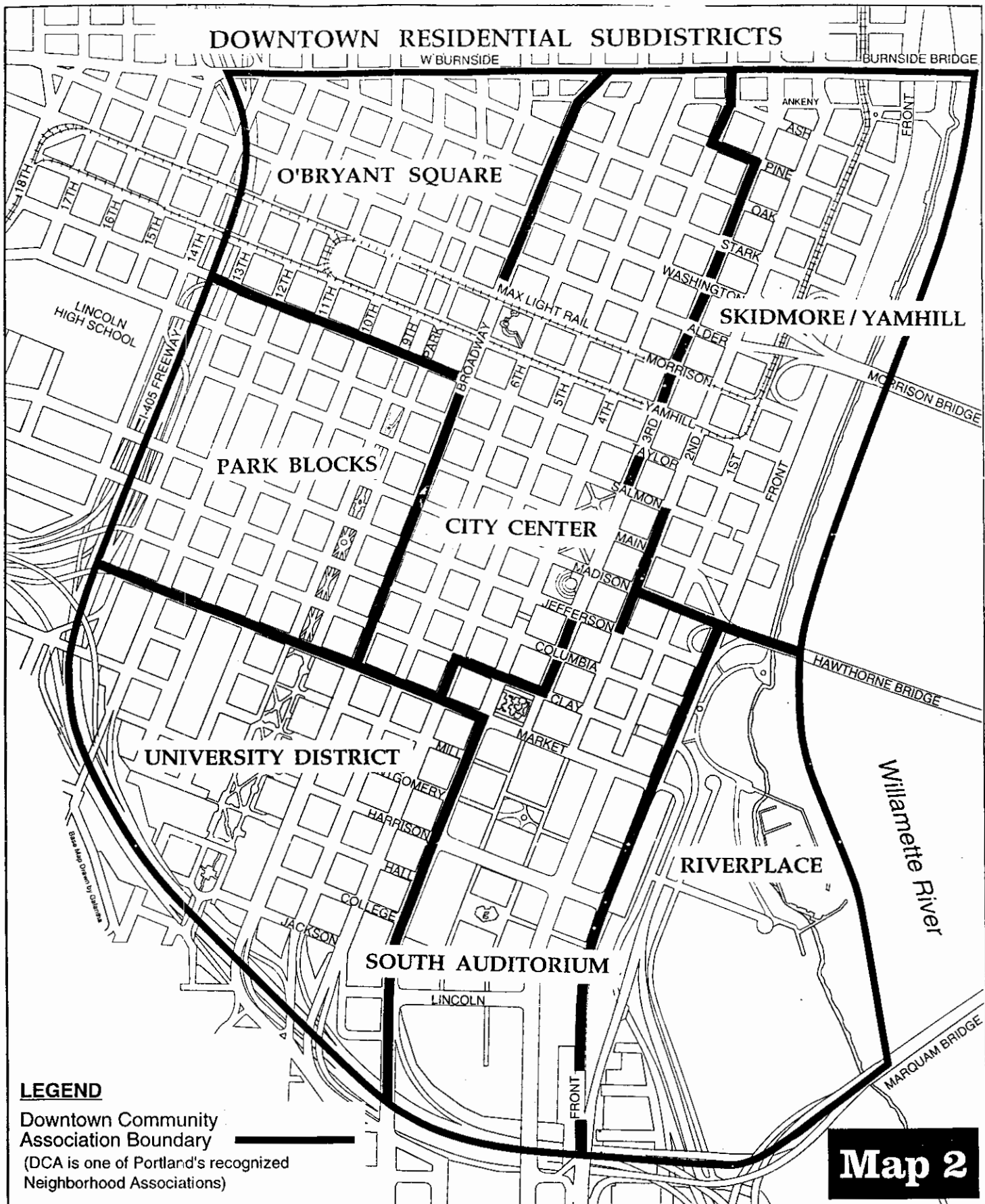
	ACTIONS	Time				Implementors
		Adopt With Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
D 5.1	Encourage the development of book, movie, theater, and music discussion groups tailored to local residents (within walking distance), informal dine-out clubs, arts, attendance clubs, etc.			X		DCA
D 5.2	Publicize and promote patronage of local festivals, events, and activities which celebrate each Downtown Residential Subarea's unique and distinctive identity and character.			X		DCA
D 5.3	Reinforce the identity of Downtown's distinct subareas by such means as district gateways, name signage, use of a thematic approach by each subarea.			X		DCA
D 5.4	Encourage property owners to plant street trees where adequate spacing and sidewalk widths are available. Allow planters where adequate space is available and where they will not hamper pedestrian circulation.		X			DCA
D 5.5	Market Downtown as a residential community.		X			DCA, POVA
D 5.6	Promote events, activities, and enterprises that increase opportunities for interaction among Downtown residents, workers, and businesses such as Saturday Market, lunch hour and weekend concerts and lectures, art showings, and waterfront activities.		X			DCA

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DOWNTOWN RESIDENTIAL SUBDISTRICTS

W BURNSIDE

BURNSIDE BRIDGE



LEGEND

Downtown Community Association Boundary
(DCA is one of Portland's recognized Neighborhood Associations)

Map 2



April 1996
Bureau of Planning
City of Portland



DOWNTOWN COMMUNITY ASSOCIATION'S RESIDENTIAL PLAN

HOUSING

The great cities of the world are defined by the people who live there, not by those just passing through. Today Portland finds itself faced with a challenge: how to accommodate the growth of population of newcomers expected to want to live here in the coming decades while preserving for everyone the quality of life that originally attracted them to Portland.

Public leaders of the Portland metropolitan area have enacted an urban growth boundary designed to manage growth while controlling urban sprawl. Portland's urban growth boundary is designed not to stop growth but to ensure that already-urbanized areas are efficiently used before converting additional agricultural and timber lands into urban centers.

Nowhere in Portland is there a neighborhood more suited to urban living than Downtown. Employment opportunities with first-ranked business organizations are within walking distance as are stimulating cultural and educational institutions, entertainment, dining, and shopping opportunities. Downtown is the hub of the expanding transportation network providing efficient commuting and access to outlying amenities and attractions. The setting is also quite scenic and has the potential to offer many buildings with outstanding views.

Whether Portland is eventually ranked among the great cities of the world will be determined by decisions made by our leaders and by our community today. If we accept the notion that the most satisfying outcome is more likely to be realized through planning than by chance and through public input rather than directive, then Portland needs to plan now for this potentially great future.

With a history center, an art museum, symphony orchestra, a ballet company, a center for the performing arts and live theater (as well as many movie theaters), the concept of Downtown as a cultural district is being realized. While these institutions have an enthusiastic following, larger audiences are needed if these organizations are to become self-sustaining. More Downtown housing means a greater pool of local talent from which to draw, larger audiences, more subscribers, more volunteers and a safer community.

In addition to providing a healthy and nurturing environment for single adults, couples and retirees Downtown residents want to see Downtown

Adopted Downtown Community Association's Residential Plan, July 1996

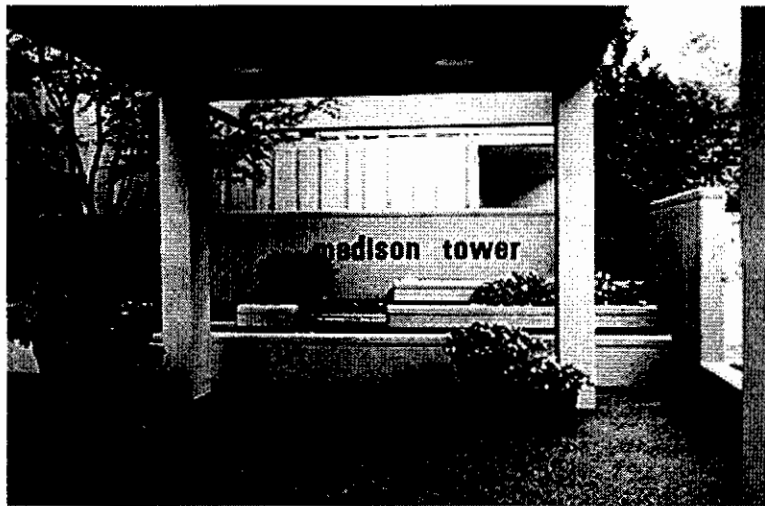
become better suited to raising children in families of all income levels. Downtown, with an excessively transient population, can be alienating for people who want to live amid its attractions. Downtown residents also want districts within Downtown to project different identities as neighborhoods that tie into a cosmopolitan whole. A district's identity within Downtown will be created, maintained and enhanced if there are people who live within it for years, even decades. Home or condominium ownership within Downtown should also be possible.

Residents want Downtown housing to project an aura of proud craftsmanship and permanence rather than anonymity, cheapness and disposability. The housing also will have to be thoroughly soundproofed, to provide temporary escape from street noise, freedom from noisy neighbors and the security to pursue one's own interests without disturbing neighbors in a dense living environment. Stricter noise and scenic regulations in Downtown will be necessary, to ensure that problematic equipment does not keep residents from the quiet enjoyment of their homes. Noise from car alarms should be discouraged Downtown.



Downtown's housing stock offers a rich mixture of types, styles, and time periods from which to choose.

Downtown housing developers should use design features which maintain a human scale for the residents of the building as well as Downtown as a whole, and which keep residents in touch with the street and nearby open spaces. Residents will expect such standards to be adhered to in the housing for individuals and households of all income levels, ages and abilities. New or alternative sources of funding should be explored, and development should otherwise be made as painless as possible to ensure that all these objectives are met and that Downtown remains an attractive place to develop quality housing.



One of the high-rise buildings of American Plaza Towers, Madison Tower adjoins the Freeway and is Downtown's southernmost residence. Offering many amenities, this complex typifies some of the high-end options to Downtown living. The entrance way is human-scale and complements the immediately adjacent pedestrian streetscape and environment.

The preferred location for Downtown housing is adjacent to public transportation. Consequently the noise caused by all hours operation of busses, trolleys and light-rail will have to be effectively mitigated if residents are to obtain a good night's sleep and be able to open their windows on warm sunny days.

Finally, but most importantly, Downtown housing will have to offer inexpensive and convenient long-term parking exclusively for residential use if the housing is to compete with that available in the suburbs and existing Portland residential neighborhoods. Though most residents will walk or take public transit during their daily life, experience shows they will also want to keep at least one personal vehicle available for occasional ventures beyond Downtown.

The price of Downtown parking spaces is now beyond the means of many Downtown households. Downtown parking spaces offered on the private market now are not affordable by all residents. Unless this situation changes Downtown Portland will continue to not be attractive for residents who desire or need a private vehicle.

Since Downtown and Portland in general will probably not prosper if a large number of new residents do not choose to live Downtown, a residential parking permit program along the lines of those already established for Goose Hollow and Lair Hill should be established for Downtown.

Additionally, new housing should be required to provide sufficient economical parking, preferably underground, to meet the needs of its residents as well as those of nearby existing residential buildings that lack adequate parking. Existing public subsidy practices for housing may provide the best likelihood for realizing such parking.



Gallery Park Apartments (Park and Clay), has outstanding views of the Park Blocks enhanced by the stepped design of the building's front. There are street-level shops and off-street resident parking. The block is hared with one of Downtown's three gas stations.

The Downtown Community Association identified the following additional objectives and actions to be pursued if Downtown Portland is to attract the number of new residents needed Downtown to make Portland a great city.

Policy 6: Housing

PROVIDE FOR A DIVERSITY IN THE TYPE, DENSITY, AND LOCATION OF HOUSING WITHIN THE CITY CONSISTENT WITH THE ADOPTED CITY HOUSING POLICY IN ORDER TO PROVIDE AN ADEQUATE SUPPLY OF SAFE, SANITARY HOUSING AT PRICE AND RENT LEVELS APPROPRIATE TO THE VARIED FINANCIAL CAPABILITIES OF CITY RESIDENTS.

(Portland Comprehensive Plan, Goal 4-Housing)

Objectives: *(Adopted as part of the Portland Comprehensive Plan)*

- 6.1 Stimulate the construction of a wide range of housing within the Downtown. Achieve a Downtown residential housing unit mix composed of 15-25% low and extremely low income units, 20-30% moderate income units, and 50-65% middle and upper income units.
- 6.2 Encourage the development of Downtown dwelling units for larger households and households with children.
- 6.3 Increase the Downtown's residential population. Promote Downtown as a residential community and support efforts to retain existing and attract new residents.
- 6.4 Promote the reuse of older office buildings, surface parking lots and hotel structures by mixed-use developments which include housing.

- 6.5 Ensure Downtown buildings meet seismic and fire codes regardless of the overall size of retrofit or building project.
- 6.6 Reinforce Downtown Community Residential Subareas: City Center, Skidmore/Yamhill, RiverPlace, South Auditorium, University District, Park Blocks, and O'Bryant Square as mini-neighborhoods within the larger Downtown.



Downtown's housing stock is a blend of old and modern.

Action Chart: Housing

	ACTIONS	Time				Implementors
		Adopt With Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
H 6.1	Lobby for an information service center in the Downtown to provide tenant information and referrals concerning Oregon's legal protection for tenants, unit habitability, and advisory services in cooperation with managers/landlords.			X		DCA
H 6.2	Support fair housing strategies by involvement in organizations such as Multnomah County's Alliance of Tenants.		X			DCA, BOP, BHCD, HCDC, MC
H 6.3	Support housing projects which will result in the provision of housing for a wide range of income groups.			X		DCA, PDC, HCDC
H 6.4	Create a promotional program to attract households to live Downtown.			X		DCA
H 6.5	Promote the establishment of a Downtown resident/DCA identification/discount card that will be honored by Downtown retail businesses, services, and cultural sponsors.					DCA
H 6.6	Promote the development of partnerships among local university and college students and Downtown households to provide needed support services such as mentoring, tutoring, daily living assistance, and employment.					DCA
H 6.7	Work with neighborhood demographic data collectors to track potential housing displacements and impacts of such displacement.			X		DCA, BOP, PSU
H 6.8	Encourage retirees to live Downtown by supporting the expansion of retailers, activities, and support services catering to seniors.			X		DCA, MC
H 6.9	Create vest pocket playgrounds which are designed for and can be used by children.			X		DCA, BP&R
H 6.10	Seek resources to promote the advantages of Downtown living through such means as the production of television commercials and public service announcements promoting Downtown living and using Downtown residents.			X		DCA

Adopted Downtown Community Association's Residential Plan, July 1996

Action Chart: Housing

ACTIONS		Adopt With Plan	Time		6 to 20 Yrs	Implementors
			On-going	Next 5 Yrs		
PROJECTS CONTINUED						
H 6.11	Support housing projects which build loft-size units for use by artists as both living and working space.			X		DCA
H 6.12	Use landscaping that includes greenery, open spaces, street level plantings, atriums, and roof gardens and use common green areas to link adjacent separate buildings.		X			DCA
H 6.13	Sponsor the creation and/or reinforcement of Downtown Residential Subdistrict organizations.			X		DCA
H 6.14	Identify additional sources of funding to subsidize Downtown housing projects.			X		PDC, BHCD, HCDC
H 6.15	Seek resources for the creation of a brochure which informs Downtown residents and businesses about air, noise, and pollution and recycling programs, guidelines, and enforcement. Support enforcement of guidelines and regulations.		X			DCA
H 6.16	Encourage the reuse of the Skidmore Fountain/Old Town , and Yamhill Historic District buildings for multi-use developments serving residential and commercial tenants.			X		DCA

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PUBLIC SAFETY

Crime, or at least the threat of it, while relatively minor in comparison with other American cities, is enough of a problem for it to register among the concerns of Downtown residents and their visitors. While crimes against persons are uncommon, property crime involving vehicles is a definite problem (though residents are certain that publicly audible car alarms are not the solution). Graffiti, open drug dealing, and aggressive panhandling are also growing in annoyance.

In 1995 Downtown Portland had 2,063 reported crimes. This statistic reflects the current small number of residents Downtown and the levels of activity carried on Downtown due to its role as the center of the region's commercial, cultural, civic, and transportation systems. The most frequent crimes were "other larceny" and "theft from auto" followed by "auto theft" and "aggravated assault." There were 57 reported residential burglaries.

Downtown residents favor solutions to these problems that involve the community and public officials and staff in a cooperative effort. Residents believe that support for existing crime reducing entities should be increased, and favor increased resident involvement with these groups, in recognition of the fact that public agencies alone will not seriously reduce crime. While



**Downtown Community Association Foot Patrol
Volunteers: working together to create a safe and
secure community.**

Downtown residents believe that increasing after-hours public activity as noted previously will go a long ways toward keeping street crime to a minimum, ultimately they expect a variety of additional efforts that will increase feelings and perceptions of personal safety.

The threat of an earthquake more severe than those recently experienced looms in the background, more so in Downtown Portland due to the many high-rise and glass-fronted structures. Residents perceive a lack of awareness about their specific risks at their residences, and a lack of preparedness for the eventuality of an earthquake's recurrence. The basic concerns of the Bureau of Fire, Rescue and Emergency Services are the prevention of loss of human life, loss of property, and injury. To accomplish these goals, residents need to be informed, structures built to safety standards and clear and accessible routes for emergency vehicles maintained. Through public and private partnerships these basic needs of a safer community can be met.

Growth and increased availability of emergency services, such as police, need to accompany and parallel the existing and projected growth in the number of Downtown residents. Downtown residents and organizations themselves also need to take a more participatory and supportive role in community-based efforts such as policing the Downtown. Frequently-located substations, horse and bicycle patrols as well as foot patrol will be needed to accompany the problems that go with densely-populated areas, Downtown's lively nature, and the growing numbers of adolescents expected to reside and visit Downtown.



Portland Police Bureau Horse Patrol

The Downtown Community Association identified the following additional objectives and actions to be pursued if Downtown Portland is to feel like a safe place to live, work, shop, visit and raise a family.

Policy 7: Public Safety

PROTECT ALL CITIZENS AND THEIR PROPERTY, AND CREATE AN ENVIRONMENT IN WHICH PEOPLE FEEL SAFE.

(*Central City Plan, Policy 6-Public Safety*)

Objectives: (Adopted as part of the *Portland Comprehensive Plan*)

- 7.1 Improve access to Downtown buildings and services for individuals with mobility impairments.
- 7.2 Encourage greater use of the Downtown in the evenings by organizing events, promoting businesses catering to Downtown residents and visitors, and the extension of hours of operation by retail businesses.
- 7.3 Improve Downtown's image as a safe and exciting place to live, work, shop, visit, and recreate. Strengthen Downtowners' perceptions of security and personal safety.
- 7.4 Promote greater involvement and participation by Downtown residents in public safety programs.
- 7.5 Increase the number of housing units and multi-use developments throughout the Downtown.
- 7.6 Establish a Downtown residential, worker and visitor network to sustain the Downtown and its inhabitants within the first 72 hours of an emergency.

Action Chart: Public Safety

	ACTIONS	Time				Implementors
		Adopt With Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
PS 7.1	Promote the enhancement of the Downtown streetscape through installation of exterior lighting on buildings.			X		DCA
PS 7.2	Encourage activities throughout Downtown which are designed to meet the 24-hour shopping and service needs of residents.			X		DCA
PS 7.3	Explore means of encouraging building tenants and property managers to keep their storefronts lit after closing.		X			DCA
PS 7.4	Inform Downtown residents, businesses, workers and visitors about the Downtown mini-police precinct and encourage creation of small drop-in police kiosks.		X			DCA
PS 7.5	Strengthen networks and facilitate the timely exchange of relevant crime prevention information affecting Downtown.		X			DCA, APP (Security: Portland Alert Network) DCA
PS 7.6	Foster the continued development and extension of police foot, bicycle and horse patrols, APP Green Guides, PSU campus security and Park Blocks foot patrols throughout the Downtown.		X			DCA
PS 7.7	Publicize the "Real Change Not Spare Change" program.		X			DCA, APP
7.8	Host resident periodic personal safety training and earthquake preparedness workshops.			X		DCA, BF
PS 7.9	Encourage businesses, civic groups, and entertainment venues to host activities and events during evening hours and weekends.		X			DCA
PS 7.10	Encourage reporting of criminal activities and incidents.		X			DCA, APP, DRC, BP
PS 7.11	Encourage the development of emergency plans for all buildings in the Downtown.			X		BF, DCA

Adopted Downtown Community Association's Residential Plan, July 1996

Action Chart: Public Safety

	ACTIONS	Time				Implementors
		Adopt With Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
PS 7.12	Work with emergency service agencies to enhance residents' ability to respond in emergencies.			X		BF, DCA
PS 7.13	Form a volunteer graffiti clean-up patrol.			X		DCA
PS 7.14	Use "Police and Fire Bureau Landscaping for Safety Guidelines."			X		BP, BF, DCA

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CULTURE AND ENTERTAINMENT

Downtown's cultural institutions could take advantage of the opportunity for potentially large numbers of new patrons that are within their reach. These institutions (such as Portland Center for the Performing Arts and the Schnitzer Concert Hall, the Oregon Historical Society, the Portland Art Institute and Portland State University) should develop creative outreach programs targeted specifically at Downtown residents which cultivate interest in these institutions' offerings. Such programs will increase the attendance and support of the institutions in a cost-efficient way, and will make Downtown an even more attractive place to live.



Oregon Museum Chinese Exhibit draws visitors to Portland from the Midwest and West Coasts of Canada and the United States.

In recognition of the greater likelihood of nearby residents to take in a play, concert, exhibit or class, and of the lower costs of marketing to a specific group, the Cultural District institutions should consider a reduced-price program to attract residents to new performances or an entire season of shows. Downtown residents are likely to patronize and assist the institutions of the Cultural District in volume if they can do so at an affordable price. The availability of such a program to Downtown residents would also attract more people to live Downtown, especially if the program fostered visible group identities (window

stickers and lapel badges, perhaps) as supporters of culture. More residents mean more patrons, with a significant potential for a snowball effect beneficial to all concerned.

The institutions of the cultural district should also reach out more aggressively to Downtown residents as a source of docents, volunteers, advocates and members of committees and work groups. It is the people who live within walking distance of the district that are, proportionately, most likely to stay involved with its institutions over the long run. They will come to look on these institutions as part of their neighborhood and will take an unusually strong interest in their vitality. The institutions, as well as the residents, will reap benefits.

Large gatherings of patrons for special events have occasionally caused problems for the Downtown neighborhood. A formal structure for dialogue between the neighborhood and the sponsoring institutions about such events is needed to resolve such conflicts.

The Downtown Community Association identified the following additional objectives and actions to be pursued if the cultural institutions of Downtown Portland, which are so important to the neighborhood's attractiveness, are to realize their full potential.



**Enjoying the Plaza in front of the Oregon Historical Society--
one of the Downtown's many amenities for all to enjoy.**

Policy 8: Culture and Entertainment

PROVIDE AND PROMOTE FACILITIES, PROGRAMS AND PUBLIC EVENTS AND FESTIVALS THAT REINFORCE THE CENTRAL CITY'S ROLE AS A CULTURAL AND ENTERTAINMENT CENTER FOR THE METROPOLITAN AND NORTHWEST REGION.

(Central City Plan, Policy 9-Culture and Entertainment)

Objectives: (Adopted as part of the *Portland Comprehensive Plan*)

- 8.1 Showcase Downtown as the commercial, civic, cultural, educational and residential center of the Portland region.
- 8.2 Foster Downtown community events and activities that mirror the diversity of the Downtown community's interests and organizations.
- 8.3 Maintain a livable environment for residents during public, institutional, and community sponsored events.
- 8.4 Reinforce the vitality of Downtown's cultural activities and districts by promoting an awareness of the benefits of associated high density housing.

Action Chart: Culture and Entertainment

	ACTIONS	Time				Implementors
		Adopt With Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
CE 8.1	Create a living history of Downtown events, activities, buildings, features, and amenities that features each Downtown District.			X		DCA, Oregon Historical Society
CE 8.2	Expand opportunities for participation by Downtown residents through joint sponsorship of activities with Downtown schools, galleries, and performing arts venues.			X		DCA
CE 8.3	Market Downtown art and cultural events and activities in Downtown's residential community.		X			DCA
CE 8.4	Arrange space for display of local arts and crafts created by Downtown resident artists, and crafts people.			X		DCA
CE 8.5	Encourage Downtown Community Districts to hold events and activities which promote district identity and exhibit and display visual and performing arts and crafts by district residents and community members.			X		DCA

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TRANSPORTATION

Downtown is renowned for its pedestrian-friendly environment. Pedestrian circulation is foremost when considering improvements to Downtown transportation systems and facilities. Improvements are designed to accommodate persons with special needs. A pedestrian emphasis Downtown accompanied by speedy and frequent public transportation is paramount. Dense land use in combination with public enthusiasm will continue to make Downtown the region's pre-eminent opportunity for visionary public transportation solutions. However, transportation planners should not assume that high-technology capital-intensive solutions are always the best solutions.

Aggressive expansion of a preferentially-treated bus system, one operated in conjunction with making Downtown a 24-hour city, should be an immediate priority and should guide future transportation planning. Downtown should have fast, frequent, highly-inexpensive twenty-four hour public local and intra-regional transit service. Transit service within the Downtown should continue to be free and accessible.



Responsive Public Transit

Major Portland roads should be organized primarily around bus traffic. Private cars should be secondary. Light-rail should be provided primarily for longer trips to and from outlying areas, with a vastly-expanded local trolley system

being utilized for local service, along with busses. There should be convenient light-rail access between the Portland International Airport and Downtown. A trolley loop route uniting the east and west sides of the central city should also be pursued, to provide the fastest and least-expensive way to get around the heart of Portland quickly without needing to rely on a private car. Short local trips should also be accommodated by public transport of some kind, for those who cannot or choose not to walk.

The needs of Downtown shoppers and clients should also be dealt with effectively. Downtown shopping should be made even more convenient than shopping at a suburban shopping center or mall. There will be an increased need Downtown for a public transport service that provides for carrying or delivery of large bags and packages for Downtown destinations and to cars left at the Downtown perimeter. This transport service must provide for the convenient transfer of packages between connections and destinations, including luggage between the airport and Downtown. Taxicabs may be the most effective way to provide this service but the rates Downtown will have to be more competitive if the taxis are to fulfill this need. Additionally, Downtown cab companies should look at the feasibility of alternatives to the gasoline combustion engine such as the electric car to help keep air pollution down.

Use of private cars for daily commuting and shopping should be discouraged to keep air and noise pollution to a minimum. Greater use of bicycles should be accommodated and encouraged. Also, except for one vehicle per residential household, those cars that are brought Downtown should be garaged on the periphery. Drivers who need to subsequently go deeper into Downtown should be encouraged to get there by public means.

The parking needs of Downtown residents are different from those of commuters. Downtown residents will have to be provided affordable parking for one owned vehicle per household if people are to be expected to forsake the suburbs in favor of Downtown living. Residents need a place to inexpensively store a vehicle to use on longer-distance week-end trips. Accessible garages facilitating the storage of residents' cars while maintaining the attractiveness of Downtown are needed. These garages should provide electrical service to enable the recharging of electric cars, which the city should also allow to be stored Downtown as a second car (or first). In general the city should create incentives for the predominance of electric cars in Downtown Portland.

Downtown transportation options should include a strong water-based component, possibly including seaplanes, water-taxis, and hover craft or other

fast-boat service to Hood River and the Columbia River Gorge, Astoria, the Pacific Coastline, Oregon City and other points near and far. Such means of getting around the region would reinforce Downtown Portland's historic connection to the Columbia and Willamette Rivers and the Pacific Ocean.

Communication, utility, and waste services should be the most modern available to ensure that Downtown remains one of the most desirable places to live and to administer a business or organization. Redundancy should be built into the energy supply system so that Downtown never has to go without power. Recycling through pick-up services should be fostered to ensure the efficient use of resources and to ensure that Downtown remains litter-free.

An equally important set of needs in the Downtown are those of its commercial enterprises, industries, and institutions. They are totally dependent upon the Downtown's transportation system for the efficient receipt and delivery of goods and services, whether by automobile, truck, or a combination of modes which also include bicycle, rail, water, and/or air delivery. Facilities must also be attractive and easily accessible to customers and clients. The Downtown Community Association and Association for Portland Progress are working closely together to ensure that all sectors of the Downtown's economy thrive.

The Central City Transportation Management Plan provides the legislative or policy umbrella for the objectives and actions listed below under the categories: transportation, transit, pedestrian network, bicycle plan, and parking. In review of existing policies, the Downtown Community Association did not feel that additional policies in this area were warranted.

The Downtown Community Association identified the following additional objectives and actions to be pursued if public transit/transportation is to promote an appealing Downtown lifestyle.



**Light Rail in Downtown - only one of the public transit options available to
Downtown residents, businesses, and guests.**

Policy 9: TRANSPORTATION

SUPPORT THE VITALITY OF EXISTING RESIDENCES AND BUSINESSES AND THE DEVELOPMENT OF NEW HOUSING IN, AND ATTRACT NEW JOBS TO, THE CENTRAL CITY, WHILE ALSO IMPROVING ITS LIVABILITY BY MAINTAINING AND IMPROVING THE TRANSPORTATION SYSTEM FOR ALL MODES.

(Central City Transportation Management Plan, Overall Policy 1-Growth with Livability)

Objectives: *(Adopted as part of the Portland Comprehensive Plan)*

- 9.1 Celebrate the nature of Downtown Portland as a pedestrian and bicycle friendly city where walking and bicycling are a pleasure.
- 9.2 Promote the use of walking, bicycling, carpooling, and transit by Downtowners for home-based work trips, shopping, and other travel both within the Downtown and to other regional centers and destinations.
- 9.3 Improve and maintain full access on streets, transit, and in public buildings for individuals with special needs.
- 9.4 Ensure the passage and accessibility of emergency vehicles within the Downtown.
- 9.5 Design and use space within Downtown's transportation corridors to promote street level activity and enhance the quality of the residential environment.

Action Chart: Transportation

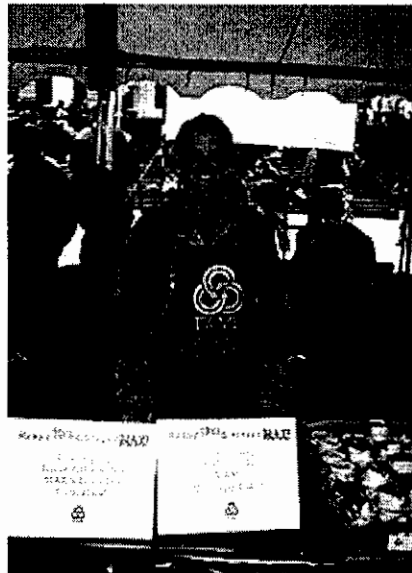
	ACTIONS	Time				Implementors
		Adopt With Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
T 9.1	Identify for removal access barriers in publicly owned buildings and public rights-of-way for individuals with mobility limitations.			X		DCA
T 9.2	Inform Downtown residents of transportation issues and programs.		X			DCA
T 9.3	Provide PDOT with an inventory of transportation corridors within Downtown that have the potential or need for special design treatments or other enhancements.			X		DCA
T 9.4	Increase residential access to cable television services and telecommunications by such means as coordinating street repairs with telecommunications service upgrades.			X		DCA
T 9.5	Continue to explore the feasibility of alternative transportation options Downtown such as water taxis, mini-shuttles, and expanded horse drawn and bicycle carriages routes.		X			DCA
T 9.6	Review development plans to ensure that emergency vehicles have clear passage Downtown.		X			BF

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TRANSIT

Aggressive expansion of Downtown bus, light rail, and streetcar system, operated in conjunction with making Downtown a 24-hour city, should be the most immediate priority and should guide future roadway planning. Downtown Portland should have fast, frequent, and accessible 24-hour public transit service.

Throughout the Downtown, the Fareless Square operations encourage pedestrian circulation by removing financial barriers to use of the mass transit system. Modification of the transit system to meet Americans with Disabilities Act provisions has improved the system's accessibility. Accommodating bicycles on buses and light rail vehicles has encouraged the use of alternative modes of travel.



Major roads in and leading to Downtown Portland should be organized primarily around public transit. Private cars should be secondary.

Light-rail should continue to focus on Downtown as the hub of a regional transit network with connections to regional and town centers and other major employment areas. Rail, in the Downtown, must be connected to a vastly-expanded streetcar and bus system providing local service. Downtown should also be afforded convenient light-rail access between the Portland International Airport and Downtown. The anticipated completion of the South/North light rail system will also be an important factor in the expanded accessibility of Downtown residents to other locations within the region and to Downtown itself for workers, customers, visitors, and tourists.

Adopted Downtown Community Association's Residential Plan, July 1996

A streetcar loop route uniting the east and west sides of the Central City should also be pursued, to provide the fastest and least-expensive way to get around the heart of Portland quickly without reliance a private car. Water-based transit should be concurrently adopted in this same area, to emphasize Portland's historic connections to its rivers. Mitigation measures should be utilized where noise levels from these transportation improvements and activities could or do cause more than sporadic routine disturbances for sleeping residents and nearby workers.

The Central City Transportation Management Plan Policy 9 - Transit provides the policy umbrella for further transit planning in the Downtown. The Downtown Community Association identified the following additional actions to be pursued if public transit is to promote an appealing Downtown lifestyle.

Policy 9A: TRANSIT

ENSURE THAT THE TRANSIT SYSTEM WILL BE A KEY COMPONENT IN STIMULATING ECONOMIC DEVELOPMENT IN THE CENTRAL CITY, SUPPORTING THE DENSITY AND DIVERSITY OF ACTIVITIES THAT LEAD TO HIGH LEVELS OF PEDESTRIAN AND BICYCLE TRIPS, MINIMIZING AUTOMOBILE CONGESTION, AND IMPROVING AIR QUALITY.

(Central City Transportation Management Plan, Policy 5-Transit)

Objectives: *(Adopted as part of the Portland Comprehensive Plan)*

- 9 A.1 Improve Downtown transit access, frequency, speed, connectivity, ridership and user-friendliness.
- 9 A.2 Support the construction of additional transportation options in the Downtown which improve service, safety, reliability, and utility.

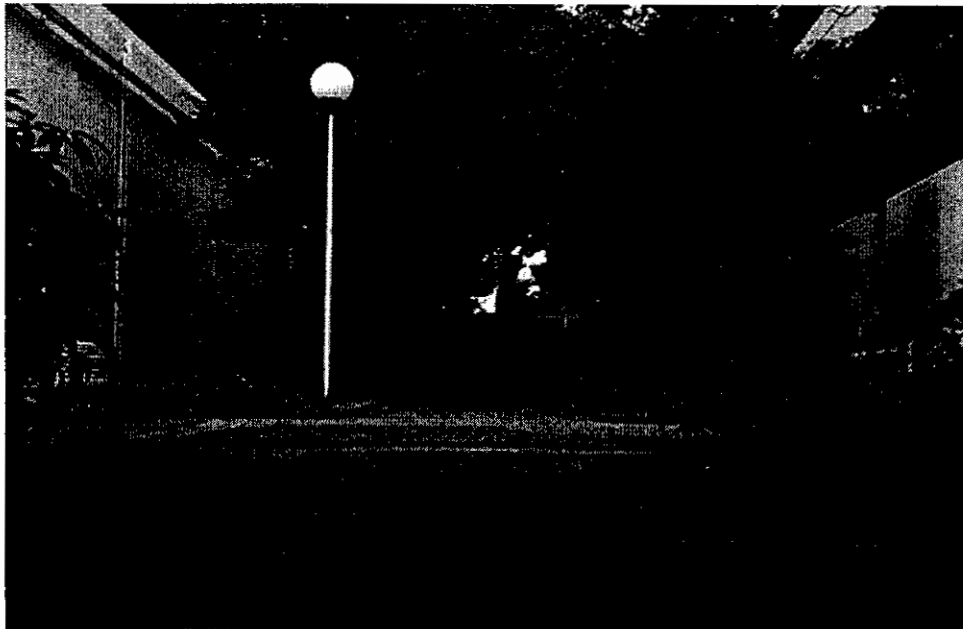
Action Chart: Transit

	ACTIONS	Time				Implementors
		Adopt With Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
TR 9 A.1	Encourage route connections and frequencies that will meet the transportation needs of current and future Downtown residents within the Downtown and to nearby neighborhoods.		X			DCA
TR 9 A.2	Encourage the shortening of timelines for completion of engineering studies and construction of the Central City streetcar.			X		DCA
TR 9 A.3	Explore opportunities for expanded service connections and frequency from the Downtown to regional employment and civic centers, marine and airport terminals, and regional recreational facilities.			X		DCA
TR 9 A.4	Improve maps, signs, and other visual aids to create a positive image of the transit system and promote ridership.			X		DCA
TR 9 A.5	Design transit stations and kiosks to enhance personal safety and the perception of safety.		X			DCA, TM

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PEDESTRIAN NETWORK

Many people should be able to get through one's entire day Downtown comfortably on foot, whether that day is devoted primarily to work, leisure or shopping. Sidewalks should be wide and design landscaping elements used to enhance the pedestrian environment while mitigating potential pedestrian/vehicle conflicts. Sidewalks should also be wide enough to allow for tables and chairs while allowing unencumbered foot travel by people of all abilities.



**Pedestrian Pathways--a Vital Component of Downtown's
Pedestrian Environment and Amenities**

Traveling primarily by foot must not be limited to excursions within Downtown. Pedestrian pathways, greenways and footbridges should also be provided for access between Downtown and parks and other attractions in the surrounding hills and the east side of Portland.

The Central City and Central City Transportation Management Plans provide the policies needed to address Downtown pedestrian network, circulation, and planning issues. The Downtown Community Association identified the following additional actions to be pursued to maintain and enhance the safety and comfort of Downtown pedestrians.

POLICY 9B: PEDESTRIAN NETWORK

SUPPORT THE CENTRAL CITY AS A PEDESTRIAN FRIENDLY ENVIRONMENT WITH GOOD PEDESTRIAN CONNECTIONS TO ADJACENT NEIGHBORHOODS AND A HIGH LEVEL OF BICYCLE ACTIVITY DUE TO THE AVAILABILITY, ACCESSIBILITY, CONVENIENCE, AND SAFETY, AND ATTRACTIVENESS OF THE PEDESTRIAN NETWORK. THE NETWORK SHOULD BE:

AVAILABLE AND ACCESSIBLE TO ALL USERS;

CONVENIENT AND EASILY NEGOTIABLE WITH ALL ROUTES AND SURFACES HAVING AMPLE CAPACITY, AND BEING RELATIVELY FREE OF OBSTRUCTION;

SAFE WITH PEDESTRIANS BEING ABLE TO USE THE SYSTEM WITH MINIMAL CONCERNS ABOUT TRAFFIC AND PERSONAL SAFETY;

COMFORTABLE AND ATTRACTIVE WITH STREETS, SIDEWALKS, AND ADJACENT DEVELOPMENT HAVING A HIGH DEGREE OF AMENITIES AND APPEAL FOR PEDESTRIANS.

(Central City Transportation Management Plan, Policy 7-Pedestrian Network)

Action Chart: PEDESTRIAN NETWORK

	ACTIONS	Time				Implementors
		Adopt With Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
TR 9B PED 1	Identify for PDOT locations within the Downtown where pedestrian improvements could improve sight visibility, remove barriers to sidewalk accessibility, and facilitate street crossings by individuals with special needs.			X		DCA
TR PED 9B 2	Support modifications at street corners to assist the visually impaired.			X		DCA
TR PED 9B 3	Support street improvements which enhance pedestrians' sense of safety and security in the Downtown.		X			DCA

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BICYCLE MOVEMENT

The Central City and Central City Transportation Management Plans provide most of the policies needed to address Downtown bicycle network, circulation, and planning issues. Current master plans for Downtown bicycle circulation, facilities, and potential linkages with other modes of transit are supportive of the greater use of this mode by Downtown residents as well as those who work and visit.

The Downtown Community Association strongly advocates for the expanded use of bicycles both within and to the Downtown for recreational and utilitarian purposes. As part of this plan, the Downtown residents identified the following actions to be pursued to maintain and enhance the safety and comfort of Downtown bicyclists.

POLICY 9C: BICYCLE MOVEMENT

DEVELOP A BICYCLE PLAN FOR THE CENTRAL CITY THAT ESTABLISHES A BICYCLE ROUTE NETWORK, AND DEVELOP STRATEGIES, INCLUDING SETTING PRIORITIES, FOR IMPLEMENTATION OF PROGRAMS AND PROJECTS.

(Central City Transportation Management Plan, Policy 8-Bicycle Movement)

Action Chart: Bicycle Movement

	ACTIONS	Time				Implementors
		Adopt With Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
TR9 C BK1	Promote the creation of bicycle lanes on Downtown Streets where appropriate consistent with the Central City Transportation Management Plan.		X			DCA
TR 9C BK2	Support efforts to construct new and improve existing bicycle facilities consistent with the Bicycle Master Plan.		X			DCA
TR 9C BK3	Increase the number of short- and long-term bicycle parking facilities, including sidewalk bicycle racks, racks in garages, Bike Central facilities, and commuter showers and lockers in buildings.			X		DCA
TR 9C BK4	Evaluate the potential impacts of Downtown transportation upgrades and improvements on the utilitarian use of the bicycle such as commuters and bicycle delivery services as well as recreational cyclists.			X		DCA, DBC

Note: Action Charts are approved by the Portland City Council by resolution. They are a starting place. Actions with an identified implementor are adopted with the understanding that some will need to be adjusted and others replaced with more feasible proposals. Identification of an implementor for an action is an expression of interest and support with the understanding that circumstances will affect the ability of implementors to take action.

PARKING

The City is actively working to diversify the supply of parking Downtown, particularly in City-owned garages. The *Central City Transportation Management Plan* seeks to diversify the Downtown's parking supply and to bolster markets in need of support, such as parking for Downtown residents.

Downtown parking spaces offered on the private market are not now affordable by many residents. This situation needs to change. Moderate and lower income residents, whether desiring or needing access to a private vehicle, are being kept out or forced out of the Downtown housing market by limitations placed on the supply and affordability of Downtown resident parking.

Since Downtown's prosperity is so linked to the presence and growth of a thriving Downtown residential market, the feasibility of a residential parking permit program similar to that established for Goose Hollow, Gander Ridge, King's Hill and Lair Hill systems but tailored to the Downtown needs to be evaluated.. Such a system applied to Downtown subareas could be used to establish visual symbols for those subareas and reinforce subarea identity.

The parking needs of Downtown residents are different from those of commuters. Downtown residents will need affordable parking for one vehicle per household if people are to be expected to forsake the suburbs in favor of Downtown living. Residents need a place to inexpensively store that vehicle, used primarily on longer-distance week-end- trips. Garages, preferably underground, are needed in each Downtown residential district to serve clusters of those older residential buildings that do not have garages. These parking spaces will facilitate the storage of residents' cars while maintaining the attractiveness of Downtown by promoting the viability of older noteworthy buildings.

Additionally, new housing should be required to provide sufficient economical parking, preferably underground, to meet the needs of its residents and those of nearby existing residential buildings that lack adequate parking. Downtown does not provide a sufficiently competitive private market offering economical spaces for vehicles of residents.

Central City Transportation Management Plan Policy 4-Parking provides the policy umbrella for this section of the plan. CCTMP parking action items specifically include the exploration of opportunities for meeting the parking needs of Downtown residents (Parking Action Item #4) and the assessment of parking needs of residents of existing residential buildings without dedicated parking (Downtown District, Strategy 4: Parking).

The Downtown Community Association has identified the following additional parking-related actions to be pursued to enhance living in the Downtown and the Downtown's residential environment.

POLICY 9D: PARKING

MANAGE THE SUPPLY OF OFF- AND ON-STREET PARKING TO IMPROVE MOBILITY, SUPPORT ECONOMIC DEVELOPMENT, PROMOTE THE USE OF ALTERNATIVE MODES, AND MINIMIZE IMPACTS ON ADJACENT NEIGHBORHOODS.

(Central City Transportation Management Plan, Policy 4-Parking)

Action Chart: Parking

	ACTIONS	Time				Implementors
		Adopt With Plan	On-going	Next 5 Yrs	6 to 20 Yrs	
	PROJECTS					
TR 9D P1	Conduct a limited demonstration and evaluate results of an on-street residential parking permit system.			X		PDOT, DCA
TR 9D P2	Conduct a limited test of Downtown 24-hour residential parking permit system at the West Morrison Facility or other similar garage.			X		PDOT, DCA
TR 9D P3	Promote the installation and use of facilities in parking structures which encourage the use of electric vehicles.			X		DCA

Note: Action Charts are approved by the Portland City Council by resolution. They are a starting place. Actions with an identified implementor are adopted with the understanding that some will need to be adjusted and others replaced with more feasible proposals. Identification of an implementor for an action is an expression of interest and support with the understanding that circumstances will affect the ability of implementors to take action.

IMPLEMENTORS OF PLAN ACTIONS



Adopted Downtown Community Association's Residential Plan, July 1996

IMPLEMENTORS OF PLAN ACTIONS

This is a directory of the abbreviations used for implementors of action items. An action with an identified implementor is an expression of interest and support with the understanding that some actions may need to be adjusted and others replaced with more feasible proposals due to changing community priorities, resources, and technologies.

APP	Association for Portland Progress
BOMA	Building and Office Manager Association
DCA	Downtown Community Association
DRC	Downtown Retail Council
HCDC	Housing and Community Development Council
BES	Portland Bureau of Environmental Services
BF	Portland Bureau of Fire, Rescue and Emergency Services
BHCD	Portland Bureau of Housing and Community Development
BOP	Portland Bureau of Planning
BP	Portland Bureau of Police
BR&R	Portland Bureau of Parks and Recreation
BTA	Bicycle Transportation Alliance
MC	Multnomah County
MCAT	Multnomah County Alliance of Tenants
OHS	Oregon Historic Society
ONA	Portland Office of Neighborhood Associations
PDC	Portland Development Commission
PDOT	Portland Office of Transportation
PSD	Portland School District #1
PSU	Portland State University
TM	Tri-Met
UFD	Urban Forestry Division, Portland Bureau of Parks & Recreation

APPENDIX A
PORTLAND
YESTERDAY



DOWNTOWN'S BEGINNINGS

The idea for our city and the basic layout that Downtown has today was the creation of three people: Asa L. Lovejoy, William Overton, and Francis W. Pettygrove. Lovejoy came to our area from Groton, Massachusetts in 1842, married a pioneer woman and set up a law practice in Oregon City. William Overton came from Tennessee and by 1841 was working for a Methodist mission in The Dalles. Pettygrove, born in Calais, Maine, opened a store in Oregon City in 1843 shortly after his arrival in the area.

Somehow Lovejoy and Overton became traveling companions, taking a trip in the Fall of 1843 from Fort Vancouver upstream to Oregon City. In the middle of the trip their Indian paddlers stopped for a rest on the west bank of the Willamette at a place where the dense trees had been cut away for a stop, which was referred to as the Clearing. Over their meal the two young travelers became enchanted with the place and its spectacular view of forests, hills, buttes, and mountains. Overton daydreamed and said this would be a great place for a town. He knew that each immigrant was allowed to file a claim for 640 acres, free of cost except a 25-cent claim fee. His only trouble was that he did not have the required 25 cents to invest, so Lovejoy volunteered to provide payment in return for half of the claim area.

It would seem that Lovejoy was not as enthusiastic about a future city as was Overton, for he did not put up an extra 25 cents for his own additional acreage. Perhaps he felt that there would not be enough demand to justify further land. In any case our city was started for an investment of 25 cents, and in 1843 Overton and Lovejoy began marking its boundaries by blazing tree trunks.

Overton soon got wanderlust again and felt that his destiny was calling him to California. He bartered his half of the claim to Pettygrove in return for provisions for his trip. It is not know what happened to him after he left in 1844. In later years Mrs. Lovejoy recalled that he had been "...an agreeable, well-appearing young man".

The new partners hit if off and went ahead with the development of a town. They felt that a name was needed. Lovejoy wanted to name it after his home state's Boston while Pettygrove wanted Portland, after the city in his home state of Maine. So they flipped a copper penny and the rest is history. The coin, according to legend, is in the collection of the Oregon Historical Society. They built a log cabin at what is now the southeast corner of Front and Washington, where Pettygrove located his store.

In 1845 a surveyor, Thomas Brown, was hired to lay out the town and the resulting plan has since been referred to as the Portland Plat of 1845. Two rows of eight blocks each were platted along the riverbank. These blocks were bounded on the North by what is now SW Washington Street and on the South by SE Jefferson Street. These two streets were aimed towards the rich agricultural lands on the West; eventually their extensions became what we know today as Barnes and Canyon Roads, respectively. So Portland, which was then part of our present Downtown, began in the area roughly between our Morrison and Hawthorne Bridges.

The survey indicated blocks exactly 200 feet square, with each divided into eight 50 X 100 foot lots. Each block was about an acre. There was a 60-foot public right-of-way between each block for streets, sidewalks, and curbs. Downtown began by being completely oriented to the River, not the points of the compass. This set the pattern for the eventual development of our entire Downtown south of West Burnside. Lovejoy and Pettgrove's sixteen blocks today serve as the home of the Bank of America Financial Center, the World Trade Center, the Yamhill Market Place, the Willamette Block, Riverside Inn, the Visitors' Information Center, and the celebrated Mill Ends Park. Most of the hundreds of workers in these blocks today probably do not know that they are on the spot where the City began. Between the Eastern row of blocks and the River is now Governor Tom McCall Waterfront Park.

The great imagination of Overton and Lovejoy can be realized by a description of the site written by Jesse Applegate, a traveler to Portland in 1843:

No one lived there and the place had no name, there was nothing to show that the place had ever been visited except a log hut near the river, and a broken mast of a ship leaning against a high bank.

The hut referred to must have been the cabin Overton built and lived in during the winter of 1843-44, which was at the foot of our SW Washington Street. Yet in this wilderness Lovejoy and Pettygrove laid out sixteen diminutive city blocks. The traditional explanation for the small blocks is that the partners envisioned that their lots would be bought for home sites, and since the corner lots would have the best views and cost the most, by having small blocks they could have more corners and make more profit. So one of the features that makes our Downtown so livable began with the belief that the area would be one of many homes.

Surveyor Brown must have been influential in selecting a street-naming system for Portland. Other naming systems that could have been considered were the one used in Boston, which had no numbered streets and irregular land shapes that made a checkerboard grid layout impractical for that city, and the original New York system, which had numbered streets in both directions. In the end Surveyor Brown proposed a system patterned after that in Philadelphia which used the river as a baseline for laying out the Downtown grid, with parallel avenues in one alignment generally given numeric names, and perpendicular streets given names of various people and things. It is this system that Downtown uses today.

The original area soon began expanding. Another row of eight blocks was platted in 1846 and another two in 1850 and as the city began prospering the grid was continued several blocks to the South and North and to the West up to the base of the hills. Downtown was on its way to becoming a city.

DOWNTOWN: THE PEDESTRIAN ERA (1850's - 1870's)

River transportation was the initial factor in the founding of Portland. The entire subsequent development of Downtown can be conceived of in relationship to evolving transportation patterns. "The Pedestrian Era" is Virginia Guest Ferriday's designation for the 1850's through the 1870's in her book Last of the Handmade Buildings: Glazed Terra Cotta in Downtown Portland (Portland: Mark, 1984). This work gives valuable insight into our history.

In our city's first two decades transportation choices were slim: primarily one either went by water or on foot. Goods were taken through the town largely by handcarts supplemented by wagons. Starting in 1855 one could cross the River by boarding a ferry at the foot of Stark Street.

A city of pedestrians gives the impression of a sleepy little place, but the new townspeople were taking this place seriously. The most popular choices for a house's appearance followed the Classic-Revival styles of the New England homes which many early Portlanders recalled with affection from their past, even though their new homes would be more simply designed and constructed. These new homes generally were painted white and had porches which brought the families into close relationship with passers-by on the street. An important symbol of the home (and family) not turning its back on the life of the street, the porch was to remain a popular feature of Portland homes to the present. The porches often featured simple colonial columns and served as frames for giving the residents picturesque views of the street. From the beginning Downtown Portland homes typically sported gardens and small nurseries, providing the first expression of Portlanders' love affair with gardening.

Portland grew very quickly. As early as 1846 seafaring Captain John Couch examined the deep-water site and, realizing the potential for shipping; he spread the word among his colleagues and Portland was on its way into developing its waterfront as an international port. The 1850's saw the selection of Portland as a stop for the U.S. Mail steamers, winning out over older cities. Before the decade ended, the small area had over 100 shops and a population of about 2,000. By then it was already the Northwest's chief port.

Portland combined two distinct lifestyles within its compact limits. The City was a hectic, thriving commercial port with all the necessary river buildings

lining the bank, plus the supportive business and related trades that harbors require. It was also a domestic city with a strong respect for traditional family life.

Downtown, then, had two faces. One face was Portland developing as a 'city of homes' where, in spite of muddy streets, families could take a leisurely stroll and enjoy the parks and views of the nearby wooded areas and where, as today, shop workers could take their noon break near some greenery and the river, enjoying the fresh air. The other face was Portland as a rough and rowdy port, looking like a mess. All descriptions of the time despair of the looks of the port while pointing out its commercial success. The riverfront, the heart of the city's business success, was the opposite of the prim and tidy world of the white churches with their steeples a few blocks to the west.

Nevertheless while despairing of the waterfront's looks Downtowners were warm in their love of the river which was a center of recreational life. There were always things to look at on the River and family outings at every price range could be arranged on the popular excursion boats and paddle wheelers. It would remain for the Post World War II concept of urban renewal to create the Downtown riverfront with the full recreational focus that it has today.

A map of Portland published in 1866, the work of R. W. Burrage, reveals that the original small-block pattern of Downtown's first 16-block plat was scrupulously followed in scale throughout the west bank (and across the River as well). We see the shift in east-west axis which occurs at Burnside. The shift in street orientation also appears again south of Downtown, leaving the central core with a unique axis and helping to give definition to what was originally thought of as the 'Downtown' area.

Downtown's growing sophistication is exemplified by the construction of the New Market Theatre of 1872, commissioned by Captain Alexander Ankeny. The idea of combining in one building public services in the form of market stalls with public entertainment, typifies the cultural aspiration and commercial spirit of enterprise of 19th-century Portland. On the second floor was the lavish 1,200 seat theater, advertised as 'The High-Class Theater north of San Francisco'. General Ulysses S. Grant once attended a performance here, and it was here that the Portland Symphony started in 1882. In a highly-original Italianate style it stands as one of the most exciting Victorian buildings in the Country. Its construction typifies the progressive Portland character -- it is one of Downtown's many cast-iron buildings.

Today Portland is one of the three American cities with the greatest number of cast-iron buildings still standing in good condition. The cast-iron trend began by using cast iron pieces made in San Francisco; after 1864 they were produced in Oregon. In fact, some cast-iron was made in Downtown itself. Just two blocks from the New Market Theatre stands the Delschneider Building, considered the oldest standing building, a landmark building at 71 SW Oak Street, in which Joseph Delschneider opened his iron and brass works in 1860 and in which in 1863 State Governor A. C. Gibbs founded the Oregon Iron Works.

During the 1870's Downtown saw two of the State's major cultural organizations begin their long lives: the Public Library and the State Historical Society. The Library, in addition to serving reading and research needs, was one of Downtown's chief meeting places. The Historical Society has continuously preserved and interpreted our history to successive generations.

Downtown life was getting more and more varied and attractive despite its run-down and dilapidated sections. Many clubs were started, prestigious volunteer fire brigades began and there were frequent celebrations, parades, and balls. The whole Country was fascinated with new inventions and technological changes as introduced in expositions and fairs. In Portland the displays took place at the Mechanics Pavilion, which stood on the site of our Civic Auditorium. There families periodically trekked to see for themselves the latest wonders of the age.

Residential Downtown was spreading all over, except for the highly developed River shipping district. A large lithographic city view of 1858 published by Kuchnel and Dresel shows a very rustic pioneer town with small residences spread throughout Downtown. During the next twenty years homes were put up in all available space.

A major expansion in population came in the 1880's following the opening of transcontinental railroad service in 1883. The event was marked by the biggest celebration in the city so far. Participating were the old-timers known as The Pioneers, including 71-year-old Francis Pettygrove, who had won the naming of the city 39 years earlier. From the log cabin which had served as his store and which inaugurated development in the city, he had seen the growth towards an emerging metropolis.

None of the Pioneers could have envisioned the impressive streets and buildings that now surrounded them, or the varied nature of the new

citizens, coming from many parts of the world and representing many religions. This rich mingling of residents more than any other factor was giving the Downtown its unrivaled leadership in becoming a true center of the new age. Interestingly, this was combined with an underlying isolationism, a basic component of the pioneer spirit. The coexistence of isolationism and diversity was to give Downtown a dynamic balance during the coming decades, creating an attitude that can simultaneously be described as both conservative and tolerant in its outlook. Certainly the founding Pioneers who had survived into 1883 could not have imagined that a century hence their city would have a popular woman mayor, who each week would exhort the citizens to go out and ". . . celebrate the wonderful diversity of our city."

With the influx of newcomers brought in by the railroad the movement of residential neighborhoods across the river to the eastside began to the eastside. These large open fields awaiting new residents meant that Downtown was spared the necessity of crowding homes together and developing the endless streets of row houses which were becoming common practice on the East Coast. Even with this movement to Portland's eastside, as late as 1900 Downtown still had double the population.

The city ended its first half-century with rapid expansion. Portland had been confined to the west bank. On the east, the City of East Portland had been incorporated in 1870 while to the north the City of Albina had been incorporated in 1887. Between 1883 and 1891 it is estimated that the combined population doubled, ending up with about 76,000 residents. In 1891 the three cities were unified as Portland, the combined population making Portland the second largest city on the Pacific Coast. The total area became 24 3/4 square miles, with Portland finding itself in the central position. The area jumped to 39 square miles in 1893 with the joining of the City of Sellwood, incorporated in 1887, plus a large area of nearby unincorporated land. By 1915, with the addition of the cities of St. Johns and Linnton, Portland grew to encompass 66 square miles and have a population estimated at 233,000.

This total growth of the city had a great impact on Downtown for it continued to serve as the center of business and commerce only now on a much larger scale. In the early 80's the commercial area had begun getting filled with many buildings of three and sometimes more stories replacing the earlier

less-substantial ones. In contrast to the 1858 lithographic city view showing a dainty Downtown of small homes, gardens and small churches with steeples as focal points, a view in 1890 by Clohessy and Strengel reveals a city of large structures much closer to the Downtown we know. By the end of the century areas within Downtown had become demarcated.

With the deeding of some lots to churches and fraternal organizations there developed in what was then the southwest edge of Downtown a neighborhood of commingling elements: institutions co-existing with all kinds of residences--modest and luxurious detached single unit homes, rental houses, and some apartment buildings. When the Courthouse was built in 1869 at the edge of this residential/institutional area the beginning of a governmental section began. The Courthouse soon brought pedestrian movement from the commercial section (the Riverfront) and Downtown became set in the pattern that we see today.

THE STREETCAR ERA

In every period Portlanders displayed great enthusiasm for mechanized transportation. Photographs from all decades show citizens on holidays and celebrations using all means of available transport. The factor that gave the enlarged city and the very active center, Downtown, its unity and ability to function while spread out, was a modern yet comparatively simple means of transportation: the streetcar. The streetcar did more than move people to and fro: it provided direction for growth and specialization, and it gave shape to Downtown.

Streetcars first appeared Downtown in the 1870's in the form of horsecars. The Portland Street Railway Company in 1871 was granted a 25-year franchise to operate a horsecar line the length of First Avenue. By 1872 the line ran from Glisan to the southern border of Downtown. The next year the Multnomah Street Railway Company started. Its horsecars ran from 23rd Avenue east on Burnside, then turned on Washington Street heading to the River, and turned south on 1st Avenue. Another of its routes went South on 13th between Washington and Montgomery. We are familiar with our MAX couplet on SW Yamhill and SW Morrison Streets. In 1882 the Transcontinental Street Railway Company built a couplet going from 18th to Front on Washington and Yamhill, a considerable distance. To give an idea of how serious an enterprise horsecar lines were, this one company ran 14 miles of track, had a crew of 50, with 30 cars built in San Francisco and New York City, and required 110 horses. Downtown became filled with horsecars, which serviced not just Downtowners, of course, but everyone who needed to go to Downtown to work, shop, use governmental services and/or recreate.

Electric streetcar service began in 1889 with the Willamette Bridge Railroad Company crossing the Steel Bridge to East Portland and Albina. By 1890 the Multnomah Street Railroad Company was electrified, with all of Downtown benefiting by the new technology. Soon electric trolleys were all over, operated by numerous companies under franchise.

In the 1890's Portland had 200 miles of track. In addition to the electric cars there were cable cars, made in San Francisco which went up to the hills above town, steam cars which carried commuters to the suburbs, as well as the old horsecars still going along First Avenue.

With varied car lines crisscrossing Downtown, travel in any direction was efficient and simple, once one learned all the options. The heyday of the streetcar began to come to a conclusion with the end of the First World War,

as Portlanders gave in to the new appeal of the automobile. Electric streetcars did coexist with autos through the Second World War. There are many Downtowners who recall with affection their childhood in Portland's streetcar era. With its small, pedestrian-friendly blocks Downtown was, and remains, a very practical setting for trolley service. Because so many lines brought people into Downtown as the area's chief destination, those who lived Downtown benefited by having a great choice of services provided by the many companies in operation just, as Downtowners today benefit by the many Tri-Met buses and MAX trains going through Downtown.

By the end of the 19th century Portland, with its practical grid layout, had become an extremely efficient city in which to live and work. Access was easy throughout, enhanced by the bridge system: Broadway, Steel, Burnside, Morrison and Madison each leading into important streetcar streets. Before the century ended however, Portlanders benefited in many ways from a new technology: electricity.

photos

THE COMING OF ELECTRICITY

In 1879 Thomas Edison demonstrated an incandescent lamp that could eventually light ordinary homes. Nine months later the steamship Columbia arrived in town outfitted with the new invention. Portland business people used the ship's dynamos to power a lamp which they suspended over the center of First Avenue. Soon First Avenue merchants put up ten arc lights powered by a mill at the foot of NW Ninth Avenue. By 1885 the local United States Electric Light and Power Company won a contract to light the city's streets. A group of Oregon City and Portland business people bought the locks, canal and basin at Willamette Falls and sent power 14 miles to Portland. In Chapman Square on Third Avenue there is a bronze plaque which states: "World's first long distance high-tension power line began operation between Portland and Willamette Falls by the Willamette Falls Electric Company on June 3, 1889."

This transmission showed the country the practical possibilities of the alternating current system which could supply power for many applications from a common transmission line. This led to major transformations in Downtowners' daily life. Previously, homes were heated by wood delivered to the front door. At night the family would gather in one room to work by the light of candles or whale- and coal-oil lamps, far removed from clear white light. Downtown's business district relied on gas light. Now all this would be changed. By the end of the 1880's even the horse-drawn streetcar system would begin electrification.

Harvey Scott, Oregonian editor and Oregon Historical Society President, wrote an 1890 history of Portland. His history includes a walking tour which even today gives us a good idea of what Downtown was like. In our area he started out in what was called the West End, north of Burnside (our Nob Hill), and compared its residences favorably with those of San Francisco and New York. He then studied the southern West End between Burnside and Jefferson Streets and the homes beginning construction in the hills above (our Heights, soon to be reached by cable car). Across from today's Stadium site he talked about the new Exposition Building to which the one at today's South Auditorium had been moved. It was now a destination for the entire Northwest. On Burnside Street he headed east to the River, the area then called the North End which served as the center of the wholesale trade.

The docks and wharves were still unattractive to such a stroller and he called them "crude and backdoorish". Then heading South, he ignored Front and

First Streets indicating that by then these streets had declined as Downtown life had moved westward. He concentrated on the area between Second and Sixth Avenues where he was impressed by the massive and elegant buildings, by the churches and cathedral, and by Skidmore Fountain (1883) which he called the "envy of New York." Scott was not just a booster; he also pointed out the sad shanties and shacks which he found.

Scott then concentrated on the "splendor of Uptown, centered at Sixth and Morrison." He admired the Courthouse, the Marquam Grant, the new opera house which had replaced the New Market Theatre, and the Portland Hotel, "the pride of Portland" on the site of our Pioneer Courthouse Square. By the turn of the century this area would be completely filled in by major construction. Today it is the center of Downtown.

He then walked down the Park Blocks and did not like the geometric lining up of its trees, which he said was like an apple orchard. He did not talk about the wealthy mansions there but he appreciated the churches and the synagogue.

Heading east on Jefferson Street he referred to the neighborhood to the south as one of cottages. He got to the River and, as we do, looked across to the Eastbank--he found it as messy as the Westbank's riverfront. He did like the way the Eastside was laid out ("gridironed") with streetcar lines and predicted that this would be where the majority of Portlanders would eventually live.

Harvey Scott ended his tour with a discussion of Portland's citizens and observed that whenever they got together for parades, excursions, or public assemblies, "A great spirit of urbanity and civility prevails." After 100 years Scott's tour is not too alien from a walk we might take today. Numerous sights are still with us to experience. We trust this same spirit of urbanity and civility noted by Scott will continue.

THE LEWIS AND CLARK EXPOSITION AND ITS AFTERMATH

Charting the upper reaches of the newly acquired Louisiana Purchase, the famous explorers Lewis and Clark had reached the junction of the Columbia and Willamette Rivers in November, 1805. A century later Portland, the city founded near the confluence of these two rivers, stood as the chief U.S. city north of San Francisco. At that time Portland's entrepreneurs and the State's politicians decided it was time to showcase the region's achievements to the entire country in the form of a Centennial Exposition. It opened on June 1, 1905 and, while lasting just one summer, it stands as one of the seminal events in the region's history.

The site was Guild's Lake in Northwest Portland. Harvey Scott, who took us on the tour in 1890, was one of the Exposition's preliminary presidents. He was proud of the way the marshland site had been transformed into an impressive world's fair setting largely through the planning of John Olmsted, the landscapist stepson of Frederick Law Olmsted who had designed New York's Central and Prospect Parks. The Exposition recalled the "White City" of Chicago's 1893 fair, the Columbian Exposition which had so thrilled the world. The Lewis and Clark Centennial Exposition was intended to open up the new century of the Pacific.

Later, between 1910 and 1913 a deluge of silt caused the Lake to disappear. Eventually, after the new landfill settled, some industrial buildings dotted the site. In 1921 Montgomery Ward, now Montgomery Park, was constructed on the site.

The Exposition was a few miles away from the center of Downtown and for the million guests that summer the greater majority required public transportation. They stayed not only in Downtown's hotels but found accommodations all over the city. It was Portland's efficient and speedy streetcar system that moved the visitors to and from the Exposition and in fact made the Exposition possible.

While the initial concept of the Exposition had been to commemorate the region's opening by Lewis and Clark, the actual theme was the commercial destiny of the Pacific Rim supplemented with a vision of the new century's technological future and its revolution of everyday life. The event was a phenomenal success according to the citizens of the region as well as the visitors.

The Exposition marked a major turning-point in Portland's history. The travelers who came admired the Exposition, the region and its people. They got a clear message of the dependability of the city's business community, its working force and the value of investing here. An example of this self-advertisement appeared in the daily program booklet for September 30, 1905, with Exposition President H. W. Goode saying:

Today the Imperial Rose City fetes herself and celebrates the success of the Centennial Exposition...The record of Portland Day shall stand for many years as a testimonial to the public spirit and enterprise of the business men of this city. Their money and their time were heavily pledged in this undertaking.

The Exposition ushered in a period of breathtaking prosperity, lasting from 1905 to 1911. During these years the number of building permits rose by 458 percent. Housing followed the streetcar lines, whose ridership kept doubling as 2,400 new homes and apartments were added each year. During the boom Portland's westside population (all neighborhoods) grew from 58,000 to 96,000. On the eastside, the population grew from 32,000 to 178,000.

To serve these new residential districts the old Morrison, Hawthorne and Steel bridges were replaced and the new Broadway Bridge was built in 1913. The Exposition's developers ignored the region's old isolationism and welcomed a growing population. A slogan printed on the souvenir badge given out on Portland Day in 1905 stated:

Portland great! Portland fine! Five hundred thousand
in nineteen nine.

By the end of the boom period business people were thinking of a city that would be in the millions.

The Exposition led to the final shaping of Downtown as we know it. While the Exposition attracted considerable residential growth to the Eastside, it also led to widespread infill activity on the Westside. But the most dramatic changes occurred in the Downtown's central core.

Back in the 1870's and 1880's the area's original small-scale buildings had been replaced by more substantial three and four-story commercial blocks. Now, with the new economic expansion, these buildings of the recent past were inadequate. The demand for office space was tremendous, resulting in

the five and six-story structures going up between Third and Broadway and the city's first ten to fourteen floor skyscrapers on Fifth and Sixth Avenues. New buildings were erected for Downtown's major stores: Meier and Frank, and Lipman , Wolfe; the Benson Hotel went up, as did a new Public Library. Downtowners now accepted and admired a diverse setting of low buildings, medium-height buildings and skyscrapers all sharing our limited street space.

In addition to their greater size, the new buildings looked different from those they replaced. They were now light in color, making Downtown look bright in contrast to the earlier rough, massive stone and dark brickwork. Historians disagree as to the influence of the Exposition on the new buildings. However, anyone studying photographs of the Exposition (at the Historical Society or reproduced in the finest modern book on it, Carl Abbott's The Great Extravaganza; Portland and the Lewis and Clark Exposition), and then looking at the buildings of the economic boom period, will find it hard not to accept the idea that the Exposition had to have been a deciding influence. Visitors to the Exposition saw a representation of an ideal city of the future--and its buildings were white. As Portlanders turned to building up their real city the dream-city of the Exposition must have been on their minds.

Coinciding with the idea of a white city was the development of a flourishing local industry which was to contribute so much to the character of today's Downtown: glazed terra cotta. In her Last of the Handmade Buildings Virginia Guest Ferriday gives a definitive analysis of this technique and its legacy. She points out that the period of prosperity expanded the streetcar system, and the glazed terra cotta buildings of the commercial core were built on the main trolley streets. A partial list of these landmark buildings include, for example, the Jackson Tower, Frederick and Nelson (interior now being rebuilt), the Galleria, the Benson, the Governor Hotel, the Imperial Hotel, Meier & Frank, and the United States National Bank Building. As a body all of the light-colored glazed terra-cotta buildings account for much of the clean-appearing character of our Downtown. In fact, many recent buildings of different construction have facades painted in matching colors.

Portland is a most suitable city for glazed terra cotta. Our rainfall keeps the surfaces naturally clean as does the clean air. In his 1984 design of Pioneer Courthouse Square Will Martin paid respect to Portland's history not only by including the wrought iron entrance gate from the Portland Hotel which originally stood here, but also by referring to the two building techniques that so typifies Portland: the cast bronze columns that recall the cast-iron period of the 19th century, and the monumental terra-cotta-sheathed columns of the

early 20th. Today many visitors to the Square who sit on the pieces of the 'fallen' column on SW Morrison Street find the concept amusing and exciting; they may not realize that the designer wants us to see that this is terra cotta and that he's relating the Square to the historic buildings that flank it on SW Yamhill and SW Morrison Streets.

Another unique aspect of the Exposition that was carried over into the buildings of Downtown in 1905-11 was electric illumination. The Exposition explored the potentials of decorative electric lighting of exteriors to a much greater extent than Chicago's Columbia Exposition of 1893. The souvenir book published by the Oregon Journal states:

Night works a transformation at the Fair. Every graceful line and curve is softened, every mass of color subdued, everything is under the witchery of the effulgence produced by uncounted lights. The scene is beautiful by day, but at night it is another picture and an entrancing one. The lights steal gently forth, first with a dull glow, then more boldly, until at last every great building, and statue, and bridge is outlined and festooned with countless glowing points that combined to shed radiance over all.

To get an idea of what the Exposition buildings looked like at night one has only to look at the lighting on our Jackson Tower, originally called the Journal Building, built in 1912. It is outlined at night with 1,800 light bulbs in sockets incorporated directly into the terra cotta. There are original sockets remaining in numerous Downtown buildings of the era but only the Jackson Tower has its original electrical system intact. Such designing of Downtown buildings with lines of light continued to 1930.

Another insight into the 1905-11 period, when Downtown became set as a shining white city, is afforded by looking at the Charles F. Berg Building on Broadway between SW Morrison and SW Alder Streets. The present facade was added in 1930 to the original 1902 Dolph Building. It is Portland's chief work in the Art Deco style, with very rich decorative features. The facade of glazed terra cotta is black, with panels of cream and greenish-blue terra cotta plus 18-karat gold decoration. At the time there were only two U.S. buildings with such gold use, one in New York and one in Los Angeles.

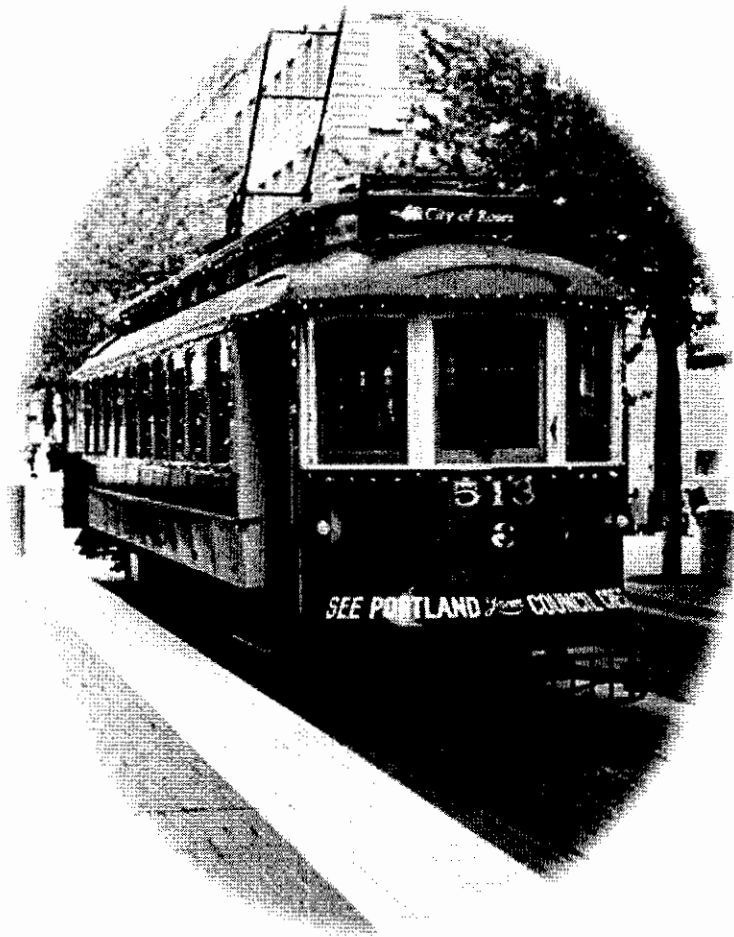
An interesting note is that the terra cotta building is basically black, showing that the technique can be used in any color. The earlier post-Exposition

buildings used white, not because the technique restricted them to white, but because the citizens had memories of the recent Exposition in their minds. Developers realized that this prosperity was the result of the Exposition and felt that the period's enthusiasm was best expressed in clean Downtown buildings which would lead the city into the modern century.

APPENDIX B

PORTLAND

TODAY



FROM THE AUTO TO PLANNING

The South of Burnside area of Downtown is about twenty blocks long and thirteen deep -- roughly a mile-and-a-half long by three-quarters of a mile wide. It is astonishing that so much thought and work have gone into such a fragile piece of land, and that so many changes have taken place there during such a brief bit of history. In 1843 Overton, seeing the site for the first time, had a vision of a prosperous town rising in the midst of the wilderness. Two years later then owners Lovejoy and Pettygrove laid out the overture to a city with their 16-block property. Hesitant as the plan may have been, its owners never wavered in their optimism. They had a zestful, self-confident belief in the appropriateness of their dream, which was to characterize each successive generation of Portlanders.

Today, in a country whose Downtowns once attracted daily crowds to their shops, restaurants, and theaters, the city centers have largely become deserted as cars have moved people further and further out into suburbia. The dense quality of Downtowns, in which every block is rich in its varied offerings and colorful juxtapositions, has been replaced with more-or-less pleasant but bland homes in subdivisions, each repeating the general design with tiny superficial variations, eating up more and more land and moving the residents further and further away from needed services. In many communities it is impossible for a child to walk safely to a friend's home, a store, a school or a library. In fact, communities are often built with no sidewalks. Personal ownership of a car becomes viewed as a necessity, not a choice.

In the midst of this radical change in the way people conduct their daily lives, Downtown Portland seemingly goes against the current. Illogically and anachronistically Downtown not only has survived but continues to dazzle the imaginations of business people, planners, architects, and its citizens. Everybody has ideas of what Downtown is all about and what it should become. Get a few Downtowners together for coffee, ask how the neighborhood should grow and within five minutes you'll have a friendly argument going. Trying to explain the nature of democracy in ancient Athens, the 5th-Century B.C. statesman Pericles said in a famous speech that the citizens are always getting together in the squares and arguing. Such people, he said, are not considered "busybodies" but good citizens. One thinks of C. E. S. Wood's speech dedicating our Skidmore Fountain in 1888, in which he said, "Good citizens are the riches of a city". This was inscribed on the fountain's west side.

If good citizens are like those Athenians, a scrappy bunch always ready to argue or do something about their city, then Downtown, if not all Portland, is filled with good citizens. In our 1996 flood, when Mayor Vera Katz appealed for help to construct additions to our seawall in order to protect Downtown, people came from all over, not only Downtowners but folks from all over Portland and even from other cities. Armed with their own tools or just using their bare hands they built a massive additional wall and filled thousands of sandbags in the midst of rain and mud. Helping to protect Downtown in a crisis was to these citizens a symbolic and historical act. They were acknowledging that Downtown is more than a business center but an idea -- an expression of their vision of what their communal life is all about. Overton and Lovejoy, whose property was on the site of the seawall so long ago, would have been thrilled to know that their city would be built, and that later citizens would love it and be willing to sacrifice for it.

Today's successful Downtown is an American phenomenon. It has been studied by many, and in recent years numerous books have focused on it. In James Kunstler's very critical The Geography of Nowhere; the Rise and Decline of America's Man-Made Landscape (New York: Simon & Schuster, 1993), Portland is the only city he admires. He opens his discussion of Portland with:

Could this be America? A vibrant Downtown, the sidewalks full of purposeful-looking citizens, clean, well-cared for buildings, electric trolleys, shopfronts with nice things on display, water fountains that work, cops on bikes, greenery everywhere?

While visitors find Downtown casual for a modern city, this is deceiving in that Downtown did not simply grow by itself. Portland has one of the most concentrated histories of relying on city planning, with much emphasis placed upon studying Downtown. Our best guide to our planning history is Carl Abbott, professor of Urban Studies at P.S.U. -- much of the information in this section is based on his definitive Portland; Planning, Politics and Growth in a Twentieth Century City (Lincoln: University of Nebraska Press, 1983).

Our century opened with the board of Park Commissioners asking the respected landscape architect John Olmsted, stepson of famed designer of New York's Central Park Frederick Law Olmsted, to prepare a proposal for a major park and parkway system. This was in the spirit of the 'City Beautiful' movement which was growing in America at the time. Olmsted's report,

Adopted Downtown Community Association's Residential Plan, July 1996

published in 1904, envisioned a vast network of pedestrian parks, playgrounds, squares -- all connected with parkways. It recommended the purchase of land as soon as possible, with parks to be built as soon as population growth demanded it. The 1905 Exposition and legal matters slowed implementation, and in 1906 impatient citizens organized Initiative One Hundred, whose goal was a million-dollar bond issue for park development. Portland voters approved the bond. In 1907 Olmsted spoke at the Arlington Club, advising the park commissioners to buy land along the Willamette. It was many years before our Waterfront Park became a reality. A recent proposal for Eastbank park development is under consideration at this time. When the funds did become available in 1909-10 the post-Exposition boom had raised real estate values enormously. A start was made on the parkway system by building three miles of Terwilliger Boulevard, and the City's park area was doubled by the acquisition of land for Mt. Tabor, Laurelhurst, Peninsula and Sellwood Parks.

This landscape approach was followed by the Civic Improvement League's hiring Edward Bennett, whose "Greater Portland Plan" was presented in 1911. Bennett planned a Portland of two million citizens, a vast metropolis with boulevards reminiscent of those in Paris. He chose Burnside as the City's primary axis, with the focus for the new Downtown being the intersection of Burnside with the Park Blocks. Government buildings would be centered around Lownsdale and Chapman Squares. The Greater Portland Plan Association held meetings which were widely attended. The League's membership rolls boasted over 4,000 members.

With a two-to-one margin, the enthusiastic Portland voters approved the plan in 1912. Unfortunately, a depression covering the Northwest between 1913 and 1917 prevented the plan's implementation. While not carried out, the plan did succeed in leading Portlanders to understand the implications and benefits to be derived through growth management and careful comprehensive planning. Urban planning as a field was becoming important, and in 1911 Portland officials had taken Bennett's drawings to Philadelphia for display at the first National Planning Convention. They stood out from the plans of 60 other cities, and the country realized that things were happening in Portland.

The next achievement in planning was the work of Charles Cheney, who came here in 1918. By this time planners had turned from the idea of

beautifying cities to creating efficient ones. In 1915 the country's first professional planning journal, The City Plan, was started. Its first issue proclaimed a shift from the 'City Beautiful' movement to the 'City Scientific' movement. Portland was undergoing a housing shortage created by a shipbuilding boom's expanded workforce. Cheney had recently done housing surveys in Los Angeles and Alameda. He felt that housing surveys were central, and out of them would come the plans for public facilities, schools, recreation, and land development regulation. Cheney's studies of housing supply and demand led to Portland's permanent organizational development of planning, for he said that city planning would be based on land-use zoning, and that a City Planning and Housing Commission should be created. In 1918 the City Council adopted his idea and created the City Planning Commission.

Portland was developing a long-standing consistent tradition in hiring the country's leading experts for planning input; in 1931 this continued with the bringing in of Harland Bartholomew. He was one of the leading planners of the period between the wars, and had produced plans for over thirty cities throughout the country. His point of view was that the City's plan had to relate to the interests of economic growth and real estate development, rather than starting out with social reform. He was part of the new planning attitude of the 'City Practical.'

A major change had occurred in Portland since Cheney's work in 1918 -- the City was now clogged with autos. Abbott gives amazing statistics: Multnomah County registered less than 10,000 cars in 1916, then 36,000 in 1920, and over 90,000 in 1929. Portlanders were spending as much on car expenses as on food. As Portland became auto-dependent streetcar ridership began dropping in 1926. In 1930 the County had one car for every four residents, while the national average was one car for every five residents. The congestion was felt mostly in Downtown, with every year's morning rush hour bringing more and more cars over the bridges. It was felt that Bartholomew, through systematic planning, could solve the problem. He was asked to do three things; devise a street plan, study Downtown and its traffic problems, and supply a solution for the decaying Downtown waterfront.

There was much controversy regarding the hiring of Bartholomew, who had the support of the Planning Commission. The City Council was reluctant, however, and only gave part of the fees needed. They were matched by funds from Multnomah County, plus a smaller amount pledged by the Commission on its own initiative. The work was done during 1931, and in

early 1932 the report was presented. Abbott says that it "...included the first systematic analysis of land use, population, residential growth, and Downtown development since Cheney's work in 1918." Turning to the Downtown traffic problems, Bartholomew proposed such things as synchronized stoplights and the reduction of double parking.

It was the Downtown waterfront that created the most disagreement. During the preceding years various business groups wanted to solve the problem of the terribly decaying waterfront area by widening Front Street and putting in a railroad connector line linking northwest and southwest industries, keeping trucks away from Downtown streets. This was the plan of City Engineer Olaf Laurgaard as early as 1923. A 1930 study done for the Chamber of Commerce pushed using the entire waterfront for a double-track rail line. Opposing such thoughts was the growing desire of many citizens for a waterfront park. The Planning Commission compromised in favor of combining various rail lines and an arterial street with a 150-foot park strip and a 25-foot esplanade, allowing pedestrian use of the river. The most aggressive position was taken by the Portland Chapter of the American Institute of Architects, the Oregon Building Congress, and the City Club. They believed that putting in rail lines would simply replace one kind of blight with another. These groups favored a full park, which would increase property values on First and Second.

Bartholomew's recommendations are of great interest to today's Downtowners. He agreed that Front should be widened, but he did not recommend rail additions, which he felt would still blight the area and would preserve the out-of-date industrial section in the southwest. He recognized the need for parking lots, but proposed that a garage for 2,500 cars be built between Stark and Yamhill, and that it be underground. This would allow the surface to be used for a park, esplanade and plaza. Then he said that if the railroad were to be built along the River, it should be a tunnel rather than on the surface.

The building of underground garages with public parks would wait until the 1970's for our O'Bryant Park and Terry Shrunken Plaza, each over garages. In 1996, with public disputes on adding tall garages in the center of Downtown, the suggestion of underground garages has been raised again. Bartholomew's idea of an underground railroad may be the first formal suggestion of a subway through Downtown. In the current South/North Transit Corridor Study a short subway through Downtown was one of the early options.

After submission of Bartholomew's plan, the City Council not only did not want to act on his suggestions, but didn't want to even publish them for

dissemination. His plan died of political neglect over time, the State Emergency Relief Administration's funding of typing and mimeographing a small number of copies in 1933 coming too late to keep interest alive. Nevertheless, Bartholomew's plan is a landmark in thinking about Downtown; dealing with problems in terms of contemporary technical modes, he was concerned with continuing the pedestrian quality of traditional Downtown life as much as possible.

Harbor Drive represents planning in Portland between 1920 and 1940, the period in which, to Abbott, planners were captive to the car. The age of broad, sweeping plans had ended and now there was a narrowing of plans. It was felt that Portland's population had stabilized. Abbott feels that planners changed from urban designers to traffic engineers. Whereas in the past outside experts were taken seriously, the reception of Bartholomew's plan indicates the new narrowing of thought. The most influential book on urban theory of the period was Lewis Mumford's The Culture of Cities. He was brought to Portland in 1938, speaking at the City Club and preparing a pamphlet, "Regional Planning in the Northwest". He criticized current planning as a choice between two schools: "congestion-for-profit" and "spread-to-everywhere." He recommended that Portland should stabilize its population growth within the city limits and concentrate on cleaning up its slums. He also wanted industry decentralized into satellite towns whose locations would protect the natural environment. Broad social concerns were not central to planning concerns at the time, and Mumford's concept of systematic regional planning would wait over thirty years for Governor Tom McCall's leadership in developing Oregon's statewide land-use planning program.

World War II pushed Portland into a new era. In 1940 the city became a great shipbuilding center, as well as a leader in aluminum production and in shipping. The area advertised for workers in distant cities, and they came by the trainload from as far off as Chicago and New York. By spring of 1944 this influx of workers had boosted the three-county region by 32%, from 501,000 to 661,000. Combined with the rationing of gas and rubber for tires this added population needing to travel to work put a great strain on public transit. This spurt of growth and movement brought attention back to the need for wide-ranging planning, and it was recognized that there was a need for both short-range wartime planning plus long-range planning for the postwar era ahead.

Downtown did not feel concentrated demands for housing the new workers, the northern neighborhoods absorbing most of them. Vanport, which housed 40,000 workers, was the country's largest defense housing project, and

in spite of its severe limitations was an important experiment in planned communities. The problems of added population and housing concerns did affect Downtown nevertheless, and changed its attitude permanently, for the War experience introduced changed ideas about interracial relationships. There were many challenges as Downtowners coped with the drive to harmony among all people, especially since in the post-War years many of the newcomers sought employment in Downtown. This concern with balance continues into the present.

In the midst of the war the Portland Area Postwar Development Committee in 1943 invited New York public works czar Robert Moses to develop a plan. The feeling that major planning was now needed is shown by the number of organizations which covered the cost of Moses' consultation, including the City of Portland, Multnomah County, the Port of Portland, the Docks Commission and the Portland School District. The plan was to "help bridge the gap between the end of the War and the full resumption of private business." In his plan, "Portland Improvement," Moses proposed that local governments undertake massive construction programs using many workers, during the first two postwar years. His project list included building a freeway loop around Downtown, improvements to sewers, schools, public buildings, an airport, upgrading existing streets and parks, and highway construction outside the city. Moses' vision of Portland emphasized a citywide system of arterial highways, landscaping the riverbank but including a highway which he called Harbor Drive, modernizing the railroad depot, and building a civic center in Downtown.

Moses felt that his highway system would solve Portland's auto problems: bridge congestion and the difficulty of driving through Downtown north and south. With major modifications the system was largely carried out by the State Highway Division in the 1950's and 1960's. Interstate freeways 5 and 405 go back to Moses' arterial concept, except that 405 closes in Downtown with a much tighter loop. The civic center idea shows Moses' interest in introducing changes within Downtown. It was to include the Court House and City Hall and generally be bounded by Front and Sixth and by Salmon and Columbia. It would take out existing garages, gas stations, and residential hotels, replacing them with plazas and office buildings. Moses felt that the civic center would provide an anchor to sprawl. This would in turn prevent the ongoing southward trend from continuing and thus help to revitalize the rundown sections around Burnside. Of all of these ideas it was Harbor Drive that was built first, right after the War ended. It marked the beginning of a

dual attitude of Portlanders: the love of fast auto access on one hand, and on the other, the viewing of the car as the enemy of healthy urban life.

Portland's wartime experiences emphasized engineering solutions to planning problems, an attitude favored by Moses, as well as long-range economic growth being dependent on large-scale planning and projects. Moses said that his plan was the promotion of public works and physical amenities. Thus it was a going back to the "City Efficient" idea of 1910-20. While popularly received here, the young generation of planners at Harvard criticized the plan's limited vision and objectives. They were especially concerned with the plan's neglect of such social needs as housing, health and community facilities.

Today Downtowners studying Moses' work for Portland find some things in it we admire, others we hate. Most agree that it is difficult to look around modern Downtown without seeing the effect of the impetus to thinking on a large scale that "Portland Improvement" provided. If nothing else Moses served to focus attention on Downtown as a thing in itself, worthy of study and investment, something that must be valued and protected.

Cities are the expression of their populations' attitudes and values; once built the cities, in turn, impact on the citizens and help shape their attitudes and values over the generations. Through time there is an ongoing dialogue between cities and their citizens. Contemporary Downtown began in 1970, for that is when marked changes in attitude began, brought about by Downtowners' concern for how the automobile had taken their neighborhood off its original track of livability and was threatening its structure. These changes brought in the spirit of broad involvement in Downtown development which characterizes contemporary Downtown.

Back in 1958 newly elected Mayor Terry Schrunk represented a new approach to trying to solve Portland's growing problems: urban renewal. The voters supported him and approved a measure to create the Portland Development Commission, charged with redevelopment and city promotion, and with the authority to direct a continuing plan for urban renewal. Many of the fine aspects of Downtown we accept as part of the environment are the products of the PDC. Schrunk's long administration was followed by Neil Goldschmidt's election in 1972. He furthered the modern Downtown concept of large-scale urban projects. These leaders started the process which would eventually transform Downtown. During their tenures vast projects were undertaken which would push Portland into national prominence.

In 1985, for example, the influential author Berton Roueche, who had been writing for "The New Yorker" since 1944, did an important article for its October 21st issue -- "A New Kind of City," a profile of Downtown Portland. He examined the results of the transformation, calling it "the Portland renaissance." He says that the city over the years grew into the usual hodgepodge American city.

. . . then, beginning around 1970, it was transformed in look and spirit and became, at least in its center, a city of some individuality and distinction. There are those who see in this transformation a model of urban development, a city that has returned itself to man, to a pedestrian way of life.

The first step in the chain of events that eventually led to this transformation was dealing with the useless condition of the waterfront. In 1967 the Planning Commission issued a "Downtown Waterfront Study," followed by a "Downtown Waterfront Plan" the next year. The result of the Commission's work was the acquisition and demolition of the Oregon Journal Building east of Front between the Morrison and Hawthorne Bridges. Originally the 1930's ill-conceived Public Market, then used by the military during the War, and now vacant, the structure was a major impediment to using the river area.

Next in line to get accessibility to the waterfront was the massive six-lane Harbor Drive. In 1969 Governor Tom McCall told a special joint meeting of the City Council and the Multnomah County Commissioners about the importance of the redevelopment of the waterfront, and of his plan for a Willamette Greenway. He created a Task Force for Waterfront Development "to create an inviting human space containing features to attract people, giving them pleasure and enjoyment and capitalizing on the natural asset we have in the Willamette River." After study, the Committee, popularly known as the Harbor Drive Task Force, in 1971 recommended that the best option for Harbor Drive was not working with it but completely removing it. The City agreed, and resolved to close the Drive by 1973. This was a decision unparalleled in U. S. city planning, for it came at a time when the country was constructing highways all over in a neighborhood-destroying frenzy. This action, more than any other, told everyone how serious the city was about redoing Portland as a livable city. Another major step for the region took place in 1969 -- the Oregon legislature created the Tri-County Metropolitan Transportation District. With the forming of Tri-Met a key element was coming to life which would serve to unify the region and help make practical the public use of the new projects being developed.

These were thrilling years for the region and for Downtown, but what Downtown still lacked was some kind of unifying vision that would keep all the individual and evolving elements together to form a sensible whole.

This was provided by a formal widening of the participatory process in planning. The years 1966 through 1972 saw the rise of active and forceful neighborhood organizations, whose members saw themselves as planners, but not necessarily holding the same values as the professional planners. By the time Goldschmidt took office the neighborhood groups and their citizen-planners had already had much experience dealing with governmental agencies. The Mayor had to deal immediately with a proposal for including neighborhood groups in the official political process. His answer was to include a Bureau of Neighborhood Associations in his budget for 1973-74, and in 1974 the Office of Neighborhood Associations was created..

The first dramatic involvement of citizens in the newly broadened planning process was their role in the development of "Planning Guidelines/Portland Downtown Plan." By the 1960's it had been recognized that a coherent vision for Downtown was essential. The engineering company, CH2M-Hill took the initiative and started the ball rolling by calling participants together in 1969 and 70. The Portland Improvement Corporation agreed to raise funding for a Downtown study, and Commissioner Frank Ivancie agreed that the Planning Bureau would match these funds with staff time. The Highway Department offered to pay for a Downtown parking and circulation study. The working procedure started in 1970 with P.S.U.'s Urban Studies Center doing an analysis of Downtown's economic role in the region. The Center produced the first full picture of Downtown land use in action. It was done by the staff walking through every Downtown block and checking out every building, developing the area's first full-scale insight into Downtown's actual life as a functioning organism.

In 1971 the city's first Citizens Advisory Committee was formed. This was in response to CH2M-Hill's proposal that the study would have room for significant citizen involvement. Behind this step was a push by various leaders and the Portland Chapter of the American Institute of Architects, asking then Mayor Schunk to expedite the formalizing of the citizen process. Professor Ron Cease at P.S.U. was appointed to head an Interim Committee on Public Participation. Its job was to advise on how to form a full CAC. The Committee's report recommended that the people who use Downtown, and representatives of civic and professional organizations should comprise the CAC, as well as representatives of neighborhood organizations. This created a pattern for the future CAC's.

The CAC started off with the Urban Studies' list of goals. The Committee rewrote the goals, providing a rich citizen-based view of what Downtown should be. The chair was Dean Gisvold, who made the Committee into an independent body separate from professional influence. The CAC reached more than a thousand Portlanders through an active outreach program, including town hall meetings, neighborhood meetings, and questionnaires in newspapers. The group met once a week, as well as working on subcommittees for housing, transportation, commerce, the waterfront and P.S.U. What they submitted to the Mayor in February, 1972, was more than an inventory of specific requests -- it was an avowal of fundamental beliefs basic to the meaning of urban and Downtown life. While there was eventual disagreement about specifics, the politicians found it difficult to dispute the principles formulated by the CAC.

The professional planning staff then developed the CAC goals into action proposals. Both the city and CH2M-Hill staffs worked heavily on the Plan, as did other participants, so that it was presented to the City Council in short order and approved after Planning Commission and Council hearings.

One of the major figures in the Downtown Plan's development was Richard S. Ivey (1928-1996), head of planning services at CH2M Hill. Born in Portland, he did numerous projects abroad, but his local work was dearest to him. Former City Commissioner Lloyd Anderson has said that he hired Ivey at CH2M Hill because he had a genius for translating ideas into workable public policy. Governor Goldschmidt calls him "the father of the transit mall," saying that "the fabric of a city is woven together by people who commit their lives to leaving a place better than they found it . . . Dick Ivey spent a lot of time weaving good things for people here."

While very innovative as a process, the Downtown Plan in many ways was a going back to the way of life in Downtown before the 1920 beginning of Portland's automobile era, and taking the early traditional Portland values and bringing them into new contemporary life. The CAC goals implied that modern technology was not to shape the lives of Downtowners, but that Downtowners were going to use technology to support human functions. The Downtown Plan viewed Downtown as a place of diverse activities, busy at most hours, pleasant and healthful in which to live and work, and the center of the metropolitan region. The Plan recognized individual subdistricts, each with strong personality. It enforced the preservation of the 200-foot blocks, whose small size provides streets with good light, air and open space. The Plan wanted buildings to be built out to the sidewalks, with street-level retail where possible, thus emphasizing street activity as vital to

the Downtown experience. In many ways the Plan helped formulate and advance both the recognition and appreciation of city life in terms of the public domain.

The Plan Concept map shows the following areas: 1.) High density offices related to N/S transit; 2.) Strong, compact retail core related to N/S and E/W transit; 3.) Medium density offices related to major access and peripheral parking; 4.) Low density mixed use, including housing, offices and community facilities; and 5.) Special districts: Portland Center, P.S.U., Government Center, Skidmore Fountain/Old Town, and Industrial. The N/S high density office spine was adjacent to "mass transit" (which became our Transit Mall), and the retail district ran primarily along the former E/W streetcar lines. Supporting N/S transit corridor lines ran along 1st and 12th Avenues.

At the intersection of the office and retail districts the Plan proposed a public square, replacing the parking lot then standing at 6th and Morrison. This eventually became our Pioneer Courthouse Square. The two historic districts, besides enhancing the quality of life, would be a means, through their recognition, of preserving the cast-iron buildings which had not yet been torn down to make room for parking lots.

The result of citizen planning input, the basic goals of the Downtown Plan conceived of Downtown in terms of pedestrian uses and needs, coexisting as a human needs overlay to the functional activities of business and government. The district divisions were not meant to be absolutely defined, Downtown being recognized as a place of overlapping uses, with the Downtown area now covering twice the area of the PDC's central business district. The Plan now set forth Downtown's area as having expanded to fill the space demarcated by the now-enclosing highway system.

While the car is an essential part of the Downtown Plan, its role was clearly defined. The Plan's parking policy set limits on new parking construction, eventually leading to the parking lid of 1975. The effect was to limit the daily number of cars entering Downtown; daily traffic remained stable even though the Downtown workforce steadily expanded. The citizens accepted the car, but said, in essence, enough and no more.

In 1943 Moses had illustrated his Portland as an endless stream of cars running along dominating thruways, much as the future had been predicted in the prophetic "Futurama" display in the General Motors Building at the 1939/40 New York World's Fair. It was the most popular display at the Fair;

an assembly line of seats carried the visitor through the huge display of the city of tomorrow. While beautiful in the abstract, the landscape was completed car oriented. As one looks back at the display, it was very much like our view of the highway structures as seen from River Place, except carried out all over.

In Life magazine's 1939 discussion of this automobile dream it stated: "The land is really greener than it was in 1939 . . . Men love their fields and gardens better and more wisely . . . It is important to remember that the people of 1960 have more time, more energy, and more tools to have fun".

In contrast to this Moses-style World's Fair conception of the future as an automobile way of life, the Downtown Plan's illustrations of the future show a small-scale, benign universe. It depicts Downtown as a "people place," with sketches showing informal sidewalk activity such as retirees playing checkers in the Park Blocks, students snacking at P.S.U., shoppers strolling along pedestrian malls, carefree children playing by fountains and at the River. In addition to many pedestrians, the illustrations show such vehicles as delivery and work trucks, busses, bicycles, but when it shows private cars only one can be found -- a harmless-looking parked Volkswagen.

Neil Goldschmidt took office as Mayor just four days after the City council approved the Downtown Plan, on which he had helped. The Plan fitted in with his belief in neighborhood revitalization and regional planning as part of an overall growth strategy. The Transit Mall was the first major step in translating the Plan into real life, the Plan relied on popular use of efficient mass transit. Service on the Mall opened in 1977, almost instantly bringing fame to Portland and becoming one of the city's most celebrated features. The new parking policies were integrated with the new transportation guidelines to enhance transit ridership. Tri-Met's establishment of the 300-block Fareless Square emphasized the newly expanded definition of Downtown.

Downtown changes were really happening now, including the ongoing development of Waterfront Park, serving to tie Downtown to the River. The mid-1970's saw private investors join with government to help revitalize the new Downtown. Meier and Frank, for example, did major renovation, and Bill and Sam Naito (Bill had served as a CAC member), after helping to preserve and bring to life Old Town, now took over a deserted but historically important department store and created our Galleria.

The change in attitude towards Downtown brought about by the Downtown Plan, together with widespread respect for the neighborhood and the

widespread creative participation of citizens, business people and institutional and governmental workers in Downtown projects, supplied an impetus for change and improvement which has not diminished over the years. The Plan introduced a new outlook of long range planning on an integrated level. In transportation this is seen in the opening of light rail service to Gresham in 1986. The light rail extension to Hillsboro currently nearing completion, and the South/North line connecting Portland to both Vancouver and Clackamas is in the final phase of study.

Portland's light rail is one of the country's most successful, and while serving the entire metropolitan area it is of major value to Downtown. Portland's innovative 1996 climate has also led to the construction of low-floor light-rail cars, the first in the country. This will be of great benefit to anyone having difficulty climbing vehicle steps, but it will most facilitate folks using mobility devices. This continues the trend of accessibility begun with Tri-Met bus lifts, the MAX wayside lifts, and Tri-Met's outstanding Lift Program providing door-to-door transportation. The Downtown Plan conceived of Downtown in terms of mass transit; for more than two decades this has been a continual concentration of the region.

One might wonder, after so many years of intense study and planning, going back to the turn-of-the-century, what the impact of all this has been on small-scaled, laid-back Downtown. Has it become an overworked setting, discordant, a hodgepodge of conflicting parts, or has planning led to an harmonious balance of multiple functions? A short walk through Downtown today reveals, even to a casual observer, a sequence of adjacent but overlapping functional districts; governmental, institutional, cultural, retail, commercial, entertainment, historical, residential, etc. Interspersed throughout are public spaces, parks, plazas, sitting areas, fountains and pedestrian malls. Workers, residents and visitors all enthusiastically mingle within this small area. Practically all observers find that Downtown works--they love the ambiance and vitality of this interrelating of many elements.

Instead of transportation lines interrupting and dividing the area, mass transit serves as a binding element. The light rail and bus systems add comprehensibility and clarity to Downtown, with the Transit Mall serving as its basic reference point. The Mall's easily understood graphics relating Downtown to the rest of the region serve to give the pedestrian a clear sense of where he or she is in relationship to the total surrounding area. The transit system unifies by giving a sense of orientation and direction, and not

only respects pedestrian life but advances it through Downtown's being fareless, so a walker can hop aboard a bus, train or antique trolley to ride just a few blocks whenever they want.

The observer feels that Downtown is vital and livable -- the result of both citizens and government wanting a transportation system that respects and furthers Portland's traditional pedestrian-friendly street life. The transit system, while being completely modern, pays tribute to the conception of Downtown in the streetcar era, when trolleys took Downtowners all over the neighborhood and the region. The Central City Streetcar is currently under study, an internal connector line which will link Downtown with its adjacent neighborhoods, as in the 19th century. The first section will be a loop connecting N.W. 23rd with P.S.U., traversing Downtown on 10th and 11th, with possible later extensions to more distant locations.

An important recent assessment of Downtown today is by Alexander Garvin, architect, city planner and a New York City Planning Commissioner, who has been visiting and studying Portland for over a generation. In his The American City: What Works, What Doesn't (N.Y.: McGraw-Hill, 1996), he includes Portland with Chicago, Charleston, and Pittsburgh as cities with projects "that are triumphs of American city planning." He says:

Portland, Oregon, would not be a lively retail and employment center if during the 1970's and 1980's it had not enriched its pedestrian environment, built a light-rail system, and reclaimed its waterfront.

To Garvin, projects are only successful when they have a beneficial effect on the community. This leads him to define urban planning as "public action that will produce a sustained and widespread private market reaction." To illustrate this he states:

When Portland invested in a riverfront park, a light-rail system, and pedestrianized streets, the private sector responded by erecting office buildings, retail stores, hotels, and apartment buildings.

Garvin examines many of the features and amenities of Downtown, including such developments as Portland Center and RiverPlace, saying:

All these facilities draw thousands of people who would not otherwise be Downtown. Together with the new and

restructured public spaces and circulation systems, they have transformed Portland into one of the liveliest and most urbane of American cities. This transformation did not happen by itself. It is the result of citizen demand for something better than conventional highway and renewal projects, increasing advocacy of local interests by civil servants, and growing politicization of every aspect of planning.

Surprisingly, in spite of all the transformations, Downtown today, as at its founding, still gives its citizens the feeling of being close to nature. Downtown's exemplary resident/citizen/historian, Terence O'Donnell, in his essay, "Reflections of a Downtown Streetwalker," points out that in Downtown the pedestrian is never more than three or four blocks from a park, and says that the small-block plan allows beautiful vistas and plenty of pedestrian space. He writes:

Few if any cities in the world with a metro population of a million have a Downtown from which you can look out through the streets into wooded hills -- in Downtown Portland to the north, the south, the west and to the east, of course, the river and the mountain. And beyond. For what lies beyond is there, too, in the mind's eye, while we walk the city streets; to the east the desert and rimrock, the rushing streams and sage-scented air, to the west that little valley as fertile as any anywhere while beyond the boom and roar of the Pacific surf. And these visions, this knowledge of what exists around us is essential to our sense of where we are, reminding us that this huddle of humans called a city is not unto itself but is part of the land in which it lies and to which it owes its life.

To O'Donnell the City's love of nature and a pleasant lifestyle goes back to its beginnings:

San Francisco and Seattle were founded by people looking for gold. Portland was founded by people looking for Eden, a place of fruitfulness, gentleness and moderation -- profits too but in general not to the detriment of those other qualities. And Portland, they determined, was to be the capital of that Eden, a capital congruent, suitable to the natural splendor in which it lay.

Terry Pindell, in A Good Place to Live; America's Last Migration (N.Y.: Holt, 1995), says that today Americans have grown disillusioned with the places in which they live. So many are on the move, believing that somewhere there must be better places where one can spend one's life. "The last migration is plainly and simply the search for a good place to live in a land where such places are perceived as increasingly rare."

In an appendix Pindell discusses the principles of successful "new" Downtowns, because of the many questions asked him on the subject. His listing of good Downtowns' qualities is an echo of the goals of the Downtown Plan: pedestrian-friendliness, thriving adjacent residential neighborhoods, public transit, utilization of historical buildings, etc. He says that the old, strictly retail-based Downtown is dead, that new Downtowns are built around different profiles.

His book chronicles three years traveling throughout the country, analyzing the best places to live. It is a very personal exploration. He rates Portland in the highest category, saying "I never did find an American city this size that rivaled it." In the Willamette Valley he spent time in both Corvallis and Portland, and ends with a statement that supports our feeling that the work of so many individuals and organizations who transformed Downtown did create the kind of place in which to live and work that all wanted:

Leaving the Willamette Valley, I didn't feel the usual sense of casting off moorings that one feels when leaving most places after an extended stay. Instead I felt like a pedestrian, getting up from a pleasant park bench and walking on to see what lay around the bend of a grassy hill. It seemed, at least in the two cities I visited here, people were getting it right this time, while they were still getting it so wrong elsewhere, even on the West Coast.

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APPENDIX C

ORDINANCE NO. 170347

RESOLUTION NO. 35533



ORDINANCE 170347

Adopt and implement the Downtown Community Association's Residential Plan. (Ordinance)

The City of Portland ordains:

Section 1. The Council finds:

1. The Portland City Council adopted the Portland Comprehensive Plan on October 16, 1980 (effective date January 1, 1981). The Plan was acknowledged as being in conformance with the statewide goals for land use planning by the Land Conservation and Development Commission on May 1, 1981 and updated as a result of periodic review in June 1988, January 1991, March 1991, September 1992, May 1995 and December 1995.
2. Oregon Revised Statutes (ORS 197.633) requires cities and counties to review their comprehensive plans and land use regulations periodically and make changes necessary to keep plans and regulations up-to-date and in compliance with Statewide Planning Goals and State laws. Portland is also required to coordinate its review and update of the Comprehensive Plan and land use regulations with State plans and programs.
3. Portland Comprehensive Plan Goal 10 (Plan Review and Administration) states that the Comprehensive Plan will undergo periodic review to assure that it remains an up-to-date and workable framework for land use development.
4. Portland Comprehensive Plan Policy 10.2 (Comprehensive Plan Map Review) implements a community and neighborhood planning process for the review and update of the Portland Comprehensive Plan Map.

5. Portland Comprehensive Plan Policy 3.7 (Neighborhood Plan) encourages the creation of neighborhood plans to address issues and opportunities on a scale which is more refined and more responsive to neighborhood needs than can be attained under the broad outlines of the City's Comprehensive Plan. The Downtown Community Association's Residential Plan vision statement, policies, and objectives will serve as a component of the City's Comprehensive Plan.
6. Portland Community and Neighborhood Planning Program Benchmark A (Community and Neighborhood Participation and Outreach) No. 4, approved by Resolution No. 35276 on May 11, 1994, calls for the adoption of two or more community-based and initiated neighborhood plans and projects per year outside ongoing work performed as part of the formulation of City Community Plans. The Downtown Community Association's Residential Plan is a neighborhood based and initiated planning effort meeting this requirement.
7. The Portland City Council adopted the Central City Plan (CCP) on March 24, 1988 (Ordinance No. 160606). It became the model and first of the City's 8 Community Plans to be adopted by the City Council. It provides the community-level policy framework for the Central City. Geographically the plan is applicable in the Downtown, Goose Hollow, North of Burnside, Northwest Triangle, Lower Albina, Lloyd-Center Coliseum, Central Eastside, and North Macadam areas and the University and River Districts.
8. Central City Plan Policy 4 (Transportation) calls for an improvement in the Central City's accessibility to the rest of the region and its ability to accommodate growth while maintaining livability. In response, the City Council adopted Resolution No. 34771 in September 1990. This resolution established the process for developing a Central City Transportation Management Plan (CCTMP).
9. The purpose of the CCTMP is to maintain air quality, promote economic development, support an efficient transportation system, and encourage the use of alternative modes of travel. CCTMP updates the Comprehensive Plan Transportation Goals

and Policies to comply with State Goal 12 and the Transportation Planning Rule and replaces the Downtown Parking and Circulation Policy.

10. The Central City Transportation Management Plan was adopted by the City Council on December 6, 1995 (effective January 8, 1996). CCTMP guides transportation policies for the Central City.
11. The Downtown Plan, one of the older of the City's adopted area plans, was originally approved by the City Council in 1972. The plan was updated and its goals and planning guidelines adopted by the City Council in October 1980. Plan goals and guidelines provide a basic framework for the growth and development of Portland's Downtown.
12. On March 24, 1988 the Portland City Council adopted the Central City Plan (#160606). Comprehensive Plan Policy 2.10 and Central City Plan Policy 14 (Downtown) specifically direct that the Downtown Plan be implemented.
13. Community and neighborhood plan 'actions' are specific steps or strategies to be implemented to achieve plan objectives and policies. Actions are organized into Action Charts. These charts are approved by Portland City Council by resolution. They are a starting place. Actions with an identified implementor are adopted with the understanding that some will need to be adjusted and others replaced with more feasible proposals. Identification of an implementor for an action is an expression of interest and support with the understanding that circumstances will affect the ability of implementors to take action.
14. The Downtown Community Association's Residential Plan is an effort by the Downtown Community Association (DCA) to augment and enrich the residential components of existing adopted plans applicable in the Downtown: the Downtown Plan, the Central City Plan, the Central City Transportation Management Plan (CCTMP) and the city-wide Comprehensive Plan.

15. The Downtown Community Association's Residential Plan is a neighborhood based and initiated plan. It was formally presented to the Bureau of Planning by the Association in Spring 1995 with a request that it be considered for adoption by the City Council and incorporated into the Comprehensive Plan.
16. The boundaries of the Downtown Community Association's Residential Plan are the same as those of the recognized Downtown Community Association: I405 Freeway on the northwest and southwest, West Burnside Avenue on the north, and the Willamette River on the east (Exhibit 1, Map 1). Within these boundaries are found two subdistricts of the Central City Plan: the Downtown and the University District.
17. Review of the DCA's Residential Plan for duplication of and consistency with existing policy and action provisions of adopted plans already applicable in the Downtown was an important first step in the Bureau of Planning's process to take this plan to the Planning Commission and City Council for consideration and action. The Residential Plan, as initially proposed and transmitted to the Bureau of Planning in Spring 1995 contained 3 major policy divisions each with its own list of policies, objectives, and strategies under the following headings:
 - a. Section I: Characteristics of People
 - A. Livable City
 - B. Urban Lifestyle
 - C. Diversity
 - b. Section II: Living Environment
 - A. Quality of Life
 - B. Security
 - C. Services
 - D. Downtown Art and Cultural Organizations
 - c. Section III: Built Environment
 - A. Infrastructure
 - B. Housing
 - C. Public/Private Partnerships

- D. Transportation
- E. Transit
- F. Pedestrians"

18. The DCA Land Use Committee met with Bureau of Planning staff for 2 1/2 months on a bi-weekly schedule to compare and contrast existing adopted policies with DCA proposed policies, objectives, and strategies to determine where duplication existed. Plans subject to this evaluation included the Comprehensive Plan, the Central City Plan, the Central City Transportation Management Plan, and the Downtown Plan. Results of these efforts were reported to the December 1995 and January and February 1996 DCA monthly meetings to provide opportunities for membership review and comment.
19. At the conclusion of their evaluation, the Downtown Community Association found that 4 new policies with accompanying objectives and actions were needed to reflect their concerns and vision for future development in their neighborhood. The titles for these four new policies, as shown in the Downtown Community Association's Residential Plan Policy Section A (Exhibit 1), are:
 - a. Urban Lifestyles and Diversity
 - b. Quality of Life
 - c. Goods and Services
 - d. Community Partnerships
20. Where existing adopted plan policy provisions already addressed Downtown Community Association concerns, they are used as policy umbrellas for the introduction of new and supportive objectives and actions. Five adopted policies from existing plans were used as policy frameworks for additional objectives and actions introduced by the Downtown Community Association's Residential Plan (Exhibit 1). These are displayed in Policy Section B of the plan as follows:
 - a. Downtown
 - b. Housing
 - c. Public Safety
 - d. Culture and Entertainment
 - e. Transportation
21. The plan's vision statement, new policies and all objectives are adopted by ordinance and will become part of the Portland

Comprehensive Plan under Policy 3.6 (Neighborhood Plan). The vision statement, policies and objectives constitute the mandatory part of the plan which must be considered and applied to certain land use decisions. Where the plan applies as an approval criterion for a land use decision, the vision statement, policies and objectives are to be applied in a balanced, overall manner.

22. The Portland Planning Commission Recommended Downtown Community Association's Plan includes a vision statement, policies, objectives, and implementation action charts. The plan's vision statement focuses and elaborates on the residential aspects of the Downtown as desired in the future by the DCA and its members. The policies set the direction to be taken to achieve this vision. Objectives are shorter term benchmarks by which, through their achievement, the community can evaluate its progress towards the longer term plan policies. Action charts implement plan policies and objectives. Each action in the plan has at least one implementor willing to commit resources to the achievement of the project or program involved.
23. DCA plan action charts are adopted by resolution. They are a starting place. Each action is accompanied by at least one implementor willing to commit resources to the achievement of the project or program involved. It is recognized that changes in community priorities and resources, over time, can require commensurate adjustment of action chart time tables and projects to reflect these shifts.
24. Portland Community and Neighborhood Planning Program Benchmark A (Community and Neighborhood Participation and Outreach) No. 3 requires at least 50% of the listed implementors in community and neighborhood plans be community-based. The Downtown Community Association's Residential Plan exceeds that requirement.
25. Portland Community and Neighborhood Planning Program Benchmark A (Community and Neighborhood Participation and Outreach) No. 2 directs community and neighborhood planning efforts to secure participation of 5% or more of the population in the planning effort. The Downtown Community Association, through its planning process, meets this requirement.

- a: The Downtown Community Association initiated the neighborhood planning process for the Downtown Community Association's Residential Plan (DCARP) in FY 1993/94. A plan manager was appointed and work began with a grant from the City of Portland's Bureau of Housing and Community Development.
- b. The purpose of the plan was threefold, according to the Downtown Community Association:
 - 1) Recognize the importance of Downtown as a community gathering place and romantic attraction by encouraging opportunities for personal interaction uniquely presented by the human densities of Downtown and the built environment.
 - 2) Clarify the functional role of residential uses and the relationship to other land uses thereby encouraging conservation and/or development efforts which best support these roles and relationships.
 - 3) Identify feasible public and private enhancements such as plazas, street decor, cafes, lighting, streetcars, etc., which will improve the present residential environment and attract new residential development.
- c. Grant monies from the Portland Bureau of Housing and Community Development allowed DCA, with the assistance of the Association for Portland Progress, to obtain the services of graduate students in planning for Portland State University. These students working under the auspices of the DCA Plan Manager completed demographic and land use profiles for the Downtown and the first draft of the DCA Residential plan.
- d. The Downtown Community Residential Profile was compiled to provide a shared basis for discussion of Downtown issues, opportunities, and concerns. The Profile compiled 1990 demographic information on the Downtown's 8,305 residents and 5,840 housing units. Research gathering and discussion on Downtown issues, concerns, and opportunities continued through 2 additional forums:

- 1) The Downtown Community Association distributed a questionnaire survey throughout the Downtown. Respondents returned the survey to the Downtown Office or placed the completed questionnaire in conveniently located drop boxes located throughout the Downtown and in larger residential complexes. Results from these questionnaires were compiled and presented at DCA sponsored workshops, Downtown Citizen Advisory Committee Forums and workshops, and neighborhood meetings.
- 2) A series of focus groups were held with Downtown stakeholders through the Downtown Citizen Advisory Forum (CAC). The Citizen's Advisory Forum was divided into 4 discussion/action groups: Residents, General Downtown, Housing Development and Downtown Institutions.

Residents--DCA Representatives: B. J. Seymour, Dan Rounsavell, and Roger Wirt

Members: Amalia Sher, Downtown Living Council; Becky Wehrli, Portland Multnomah Commission on Aging; Betty Lee, Chinese Chamber of Commerce; Carol Smith-Larson, Pearl District Neighborhood Association; Carolina Hess, Hispanic Services Round Table; Debbie Wood, Old Town Chinatown Neighborhood Association; Deborah Callender, Ione Plaza Apartments; Jeff Lang, Corbett/Terwilliger/Lair Hill Neighborhood Association; John Mangan, Goose Hollow Foothills League; John Deneke, Park Tower Apartments; Julie Larson, Mental Health Services West; Mary Jane Voss, Restitution; and Terry O'Donnell, Rosefriend Apartments

General Downtown--DCA Representatives: Erin Boomer and Vern Rifer

Members: Cheryl Tweete, Portland Development Commission; Greg Goodman, City Center Parking; Henry Richmond, 1000 Friends of Oregon; Leanne McCall, League of Women Voters; Nancy Hedin, City Club; Robin White, Portland Association of Building Owners and Managers; Ruth Scott, Association for Portland Progress; and Todd Slenning, Downtown Retail Council

Housing Development--DCA Representatives: Peter Fry, Jeff Simpson

Members: Debbie Wood, Central City Concern; Eric Parsons, APP Housing Committee; Gary Meddaugh, Portland Student Services; Jack Zuber, U.S. Bancorp; James Goodrich, Homebuilders Association of Metro. Portland; John Carroll, Prendergast & Associates; Steven L. Shain, North Macadam Development Council; Susan Edmonds, NW Pilot Project; Todd Chilless, American Institute of Architects; Mike Saba, Portland Bureau of Planning

* Downtown Institutions--DCA Representatives: Juan Mestas, Cathi Callahan, and Scott Spencer-Wolf

Members: Jan Powell, Tygres, Heart Shakespeare Company; Janet Fry, Portland Youth Philharmonic; Johann Jacobs, Oregon Ballet Theatre; Laurel Brennan, Portland Repertory Theatre; Lindsay A. Desrochers, Portland State University; Performing Arts Center; Rosalie Tank, Artists Repertory Theatre; Sandra Pearlman, Oregon Children's Theatre Major; Tom Slyter, Multnomah County Jail; Sarah Nevue, Oregon Symphony; Bill Ballick, Metropolitan Arts Commission; Bob Bailey, Portland Opera; Chet Orloff, Oregon Historical Society; Constance Hammond, Association of Downtown Churches; Erin Boomer, Art Museum; YWCA and Martha Richards; Oregon Shakespeare Festival.

- e. The results of CAC focus groups, the DCA survey, and the published Downtown Community Profile were compiled and results reviewed by the Downtown community through a series of six workshops held in Fall 1994 by the DCA and CAC.
- f. These discussions were used to begin the preparation of a Downtown Community Association Residential Plan. The first draft was completed and its review turned over to the Downtown Community Association FY 1994/95 Editorial Committee for further refinement.
- g. Following DCA action, the DCA Downtown Residential Plan was released to the public in June 1994 and submitted to the Bureau of Planning for consideration of adoption by the Portland Planning Commission and City Council.

- h. The Portland Bureau of Planning assigned staff to the processing of the DCA supported plan in December 1995. For the next four months staff worked with the Downtown Community Association's Land Use Committee to reformat the DCA's plan into standardized neighborhood plan format, identify and remove policy and objective statements which duplicated existing adopted plan elements, and identify strategies and plan implementors for action chart listings.
- i. The Bureau of Planning and DCA Proposed Downtown Community Association's Residential Plan introduces only 4 new policies for consideration for adoption. This is a reduction from the original 13 policies proposed for adoption in the DCA plan as originally transmitted to the Bureau of Planning.
- j. Existing adopted policies from the Comprehensive Plan, Central City Plan, and Central City Transportation Management Plan are used as the legislative policy framework where duplication was identified between DCA plan proposed policies and City Council adopted policies already applicable in the Downtown. Five of the Residential Plan's policies are derived from adopted plans already applicable in the Downtown.
- k. The DCA Land Use Committee met for 2 1/2 months on a bi-weekly schedule to review existing adopted policies and DCA proposed policies, objectives, and strategies to determine where duplication existed. Results of these efforts were reported to the December 1995 and January and February 1996 DCA monthly meetings to provide opportunities for member review and comment.
- l. The Bureau of Planning Draft Downtown Community Association's Residential Plan was presented to the DCA's general membership at their March 24th annual meeting. The DCA Executive Board was authorized, by the membership, to take final action on the plan following a final 2 week period for plan review and revision by members and other interested parties.

- m. The draft and proposed DCA plans were reviewed by the Portland Neighborhood Plan and Project Technical Advisory Committee in October/November 1995 and March 1996. Changes were made to the plan to accommodate feedback from these reviews and respond to implementors willing to be listed in the plan's action charts. The DCA Plan TAC is composed of representatives from the following agencies and bureaus: Portland Development Commission; Portland Bureau of Fire, Rescue and Emergency Services; Portland Office of Transportation; Portland Police Bureau; Portland Bureaus of Planning, Buildings, Parks and Recreation, Water, Housing and Community Development and Environmental Services; METRO, Multnomah County, and Portland School District.
- n. Two joint meetings between the DCA Land Use Committee and DCA Board were held on April 3rd and 10th to consider suggested plan revisions. The DCA Board formally approved the Bureau of Planning Proposed Downtown Community Association's Residential Plan on at its monthly meeting on April 23, 1996.
- o. A 30 day public notice and amended notice of the Portland Planning Commission June 11, 1996 public hearing on the plan were sent to all Portland recognized neighborhood and business associations, Bureau list of parties interested in legislative proposals, Downtown community members and organizations involved in the development of the plan, and other interested parties.
- p. Copies of the Bureau of Planning Proposed Downtown Community Association's Residential Plan have been available for more than 30 days prior to the June 11, 1996 Planning Commission public hearing at the following 2 locations:
- | | |
|-----------------------------|------------------------------------|
| Portland Bureau of Planning | Downtown Neighborhood Office (APP) |
| 1120 SW 5th Ave. RM 1002 | 520 SW Yamhill, Suite 1000 |
| Portland, Oregon 97204 | Portland, Oregon 97204 |
| Tel: 823-7748 | Tel: 224-7916 |

- q. Notice of the Portland City Council public hearing on the Planning Commission Recommended Downtown Community Association's Downtown Plan was mailed 14 days in advance of the hearing to all persons who individually responded to the matter in writing, testified at the Planning Commission, or requested such notice. Copies of the Planning Commission Recommended Downtown Community Association's Residential Plan were available to the public 14 days prior to the City Council June 26, 1996 public hearing.
26. Portland Community and Neighborhood Planning Benchmark C (Community and Neighborhood Livability), No. 3 and No. 4 call for an increase in housing and ownership opportunities for all income levels of households. The Downtown Community Association's Residential Plan meets and exceeds this benchmark. The plan itself does not involve the rezoning of any land which would increase residential acreage in the Downtown. However, plan provisions strongly support the addition of housing in the downtown, the expansion of opportunities for a full range of types of households, and the enhancement of Downtown's residential environment.
27. The Downtown Community Association's Residential Plan is consistent with the Statewide Land Use Planning Goals, the Portland Comprehensive Plan, the Central City Plan, the Central City Transportation Management Plan (CCTMP) and the Downtown Plan (Exhibit 2).
28. The incorporation of the Downtown Community Association's Residential Plan into Policy 3.6 (Neighborhood Plan) of the Portland Comprehensive Plan is consistent with the use of neighborhood plans to address localized issues, concerns, and opportunities within the framework of the citywide Comprehensive Plan and large area plans such as the Central City Plan.
29. On June 11, 1996, the Planning Commission held a public hearing on the Downtown's Community Association's Residential Plan and recommended approval of the Plan's Vision Statement, Policies, and Objectives and their integration into the Comprehensive Plan. The Commission also approved two additions to the Proposed Plan's action charts in response to requests from the Portland School District #1 and Urban Forest Division of the Portland Bureau of Parks and Recreation.

30. The Notice of Proposed Action and three copies of the proposed Downtown Community Association's Residential Plan was mailed to the Oregon Department of Land Conservation and Development as required by ORS 197.610 on May 1, 1996. Notice of change of the City Council hearing from June 11, 1996 to June 26, 1996 was mailed to the Land Conservation and Development Commission on June 3, 1996.
31. Proposals are consistent with the Statewide Land Use Planning Goals, Portland Comprehensive Plan, Central City Plan, Central City Transportation Management Plan and Downtown Plan. Findings of consistency for project proposals with each of these adopted plans are available upon request under separate cover as Exhibit 2.
32. It is in the public interest that the recommendations on the Downtown Community Association's Residential Plan be adopted to direct and manage change within the boundaries of the Downtown Community Association.

NOW THEREFORE, The Council directs:

- a. The Report and Recommendations of the Planning Commission on the Downtown Community Association's Residential Plan, Exhibit 1, the Recommended Downtown Community Association's Residential Plan, and Exhibit 2, Findings Report, are adopted and incorporated into this ordinance by reference.
- b. Ordinance 150580 is amended to incorporate as part of the Comprehensive Plan's vision statement, the Downtown Community Association's Residential Plan Vision Statement, as shown in Exhibit 1 attached to this ordinance.
- c. Ordinance 150580 is amended to add the Downtown Community Association's Residential Plan Policies 1 through 4 and accompanying objectives, as shown in attached Exhibit 1.

- d. Ordinance 150580 is amended to add the Downtown Community Association's Residential Plan Policy 5 through 9 objectives as shown in attached Exhibit 1.
- e. Based on the Report and Recommendations of the Planning Commission and the findings of this ordinance, Policy 3.6 (Neighborhood Plan) of the Portland Comprehensive Plan is amended to add the following objective for the Downtown Community Association's Residential Plan and add the plan to the list of neighborhood plans adopted by the City Council as part of the Portland Comprehensive Plan:

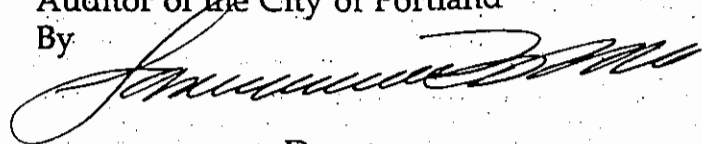
Objective C.

Recognize and support the role that an active, robust and expanding residential community in the Downtown plays in the continued vitality and enrichment of the Downtown's commercial, employment, civic, cultural, educational, transportation, and recreational centers and activities.

Passed by the Council, JUL 3 1996

Commissioner Hales
C. G. Acres, PhD, AICP
July 14, 1996

Auditor of the City of Portland
By



Deputy

RESOLUTION NO. 35533

Approve the Downtown Community Association's Residential Plan Action Charts. (Resolution)

WHEREAS, the City's Comprehensive Plan was adopted by the Portland City Council on October 16, 1980 (effective date January 1, 1981). The Plan was acknowledged as being in conformance with the statewide goals for land use planning by the Land Conservation and Development Commission on May 1, 1981 and updated as a result of periodic review in June 1988, January 1991, March 1991, September 1992, May 1995 and December 1995;

WHEREAS, Oregon Revised Statutes (ORS 197.633) requires cities and counties to review their comprehensive plans and land use regulations periodically and make changes necessary to keep plans and regulations up-to-date and in compliance with Statewide Planning Goals and State laws. Portland is also required to coordinate its review and update of the Comprehensive Plan and land use regulations with State plans and programs;

WHEREAS, Portland Comprehensive Plan Goal 10 (Plan Review and Administration) states that the Comprehensive Plan will undergo periodic review to assure that it remains an up-to-date and workable framework for land use development.

WHEREAS, Portland Comprehensive Plan Policy 10.2 (Comprehensive Plan Map Review) implements a community and neighborhood planning process for the review and update of the Portland Comprehensive Plan Map;

WHEREAS, Portland Comprehensive Plan Policy 3.6 (Neighborhood Plan) encourages the creation of neighborhood plans to address issues and opportunities on a scale which is more refined and more responsive to neighborhood needs than can be attained under the broad outlines of the City's Comprehensive Plan. The Downtown Community Association's Residential Plan vision statement, policies, and objectives will serve as a component of the City's Comprehensive Plan.

WHEREAS, Portland Community and Neighborhood Planning Program Benchmark A (Community and Neighborhood Participation and Outreach) No. 4, approved by Resolution No. 35276 on May 11, 1994, calls for the adoption of two or more community-based and initiated neighborhood plans and projects per year outside ongoing work performed as part of the formulation of City Community Plans. The Downtown Community Association's Residential Plan is a neighborhood based and initiated planning effort meeting this requirement;

WHEREAS, Portland Community and Neighborhood Planning Program Benchmark A (Community and Neighborhood Participation and Outreach) No. 3 requires at least 50% of the listed implementors in community and neighborhood plans be community-based. The Downtown Community Association's Residential Plan action charts exceed this requirement;

WHEREAS, Portland Community and Neighborhood Planning Program Benchmark A (Community and Neighborhood Participation and Outreach) No. 2 directs community and neighborhood planning efforts to secure participation of 5% or more of the population in the planning effort. The Downtown Community Association, through its planning process, meets this requirement;

WHEREAS, the Portland Neighborhood Plan and Project Technical Advisory Committee (TAC) reviewed draft and proposed copies of the Downtown Community Association's Residential Plan and their comments were integrated into the Plan;

WHEREAS, a substantial number of the TAC members have agreed to be listed as implementors in Plan actions charts including but not limited to the following: Portland Bureaus of Environmental Services; Fire, Rescue and Emergency Services; Housing and Community Development; Planning, Police, Parks and Recreation; Transportation; and Urban Forestry Division, Parks and Recreation; and other service providers such as Portland School District #1; Portland State University and Multnomah County;

WHEREAS, the actions listed in the Downtown Community Association's Residential Plan are a starting point for plan

implementation and each action is accompanied by at least one implementor willing to commit resources to the achievement of the project or program involved;

WHEREAS, each action with an identified implementor is adopted with the understanding that some will need to be adjusted and others replaced with more feasible proposals;

WHEREAS, identification of an implementor for an action is an expression of interest and support with the understanding that circumstances will affect the ability of implementors to take action;

WHEREAS, Portland Community and Neighborhood Planning Benchmark C (Community and Neighborhood Livability), No. 3 and No. 4 call for an increase in housing and ownership opportunities for all income levels of households and the Downtown Community Association's Residential Plan meets and exceeds this benchmark;

WHEREAS, the plan itself does not involve the rezoning of any land which would increase residential acreage in the Downtown but plan policies strongly encourage the construction of new housing, the expansion of residential opportunities meeting the full range of housing needs by existing and future downtown households, and the enhancement of the Downtown's residential environment;

WHEREAS, the Portland City Planning Commission held a public hearing on Tuesday June 11, 1996 to take public testimony and consider the Downtown Community Association's Residential Plan and has recommended that the plan be adopted by the Portland City Council;

WHEREAS, the Land Conservation and Development Commission received notice of the public hearing before the City Council more than 45 days prior to the Council's June 26, 1996 public hearing date;

WHEREAS, public notices of the Portland City Council June 26, 1996 public hearing were mailed 14 days prior to the scheduled hearing to all parties who testified in person or in writing at the

Portland Planning Commission public hearing and all other parties requesting such notice;

WHEREAS, identification of an implementor for an action item in an implementation chart is an expression of interest and support with the understanding that circumstances may affect an implementor's ability and timing to take action; and

WHEREAS, the attainment of the vision statement, policies, and objectives of the Downtown Community Association's Residential Plan are dependent upon the coordination of independent actions carried out by private interests, non-profit organizations, area institutions, public service providers and community-based associations over the 20 year period of the Downtown Community Association's Residential Plan;

NOW, THEREFORE BE IT RESOLVED by the Council of the City of Portland, a municipal corporation of the State of Oregon that the City Council adopts the implementation action charts of the Downtown Community Association's Residential Plan which was adopted by the Council as Ordinance No. 170347 on July 3, 1996.

Adopted by the Council,

Commissioner Hales
C. G. Acres, PhD, AICP
June 14, 1996

Auditor of the City of Portland
By

Deputy