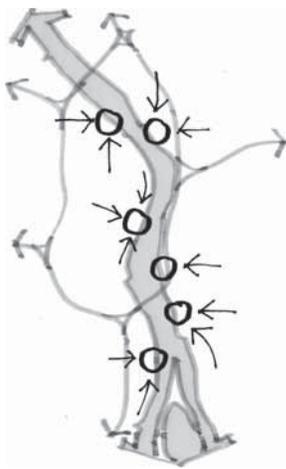




WILLAMETTE RIVER



Potential riverfront activation zones

Goal G: Enhance the role the Willamette River plays as a significant part of the environmental health, economy, urban form and character of the Central City.

Goal H: Improve the health of the Willamette River for fish, wildlife and people.

Goal I: Increase public access to and along the Willamette River.

POLICIES TO REACH THESE GOALS

22. Willamette River health and water quality. Improve the environmental conditions of the Willamette River in compliance with regional, state and federal laws and goals to make and keep the river swimmable and fishable.

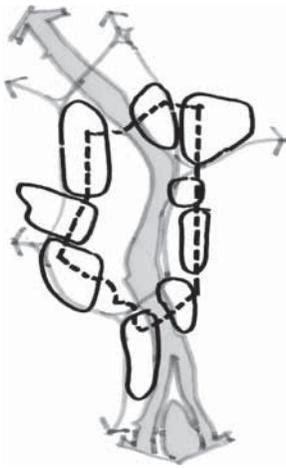
23. Portland's commons. Promote improvements and activities on the waterfront to strengthen the physical, visual and cultural connections between the river and the rest of the Central City. Support recreational use, enhance the system of trails and destinations, and increase public awareness of the river's historical and cultural importance.

24. Prosperous and vibrant Willamette River waterfront. Support uses that capitalize on waterfront locations, and reinforce the distinctive character of the different waterfront districts.

25. Willamette river tourism and commercial use. Increase opportunities for tourism and commercial use on and along the Willamette River in the Central City.



URBAN DESIGN



Emerging districts and connections

Goal J: Highlight the Willamette River as the Central City’s defining feature by framing it with a well-designed built environment, celebrating views to the larger surrounding landscape, improving east-west access and orientation and encouraging a range of river-supportive uses.

Goal K: Strengthen the quality of existing places and encourage the development of diverse, high-density districts that feature spaces and a character that facilitate social interaction and expand activities unique to the Central City.

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

POLICIES TO REACH THESE GOALS

- 26. Experimentation and innovation.** Support the design of new places and uses, both permanent and temporary, that promote innovation, experimentation and exchange in the Central City.
- 27. Regional corridors and connections.** Elevate the presence, character and role of physical and visual corridors such as trails, transit lines, busy streets and significant public views, helping to bridge neighborhoods across physical and psychological barriers.
- 28. Bridgehead redevelopment.** Redevelop bridgehead sites to elevate the importance of these locations, link east- and westside districts of the Central City, and create dynamic places that bring a diversity of residents, workers and visitors to the riverfront.
- 29. Street diversity.** Differentiate the character of key streets to offer a diversity of urban experiences and connections, reflect the character of unique districts and expand open space functions.
- 30. Signature open spaces.** Advance the Central City’s iconic system of parks and open spaces by offering a wide range of social, recreational and respite functions to serve an increasingly diverse population of residents, workers and visitors.
- 31. Historic resources and districts.** Enhance the identity of historically, culturally and architecturally significant buildings and places, while promoting infill development that builds upon the character of established areas.
- 32. Neighborhood transitions.** Establish transitions between the Central City’s denser, taller and more commercial and industrial land uses and adjacent neighborhoods, while highlighting key gateway locations.