

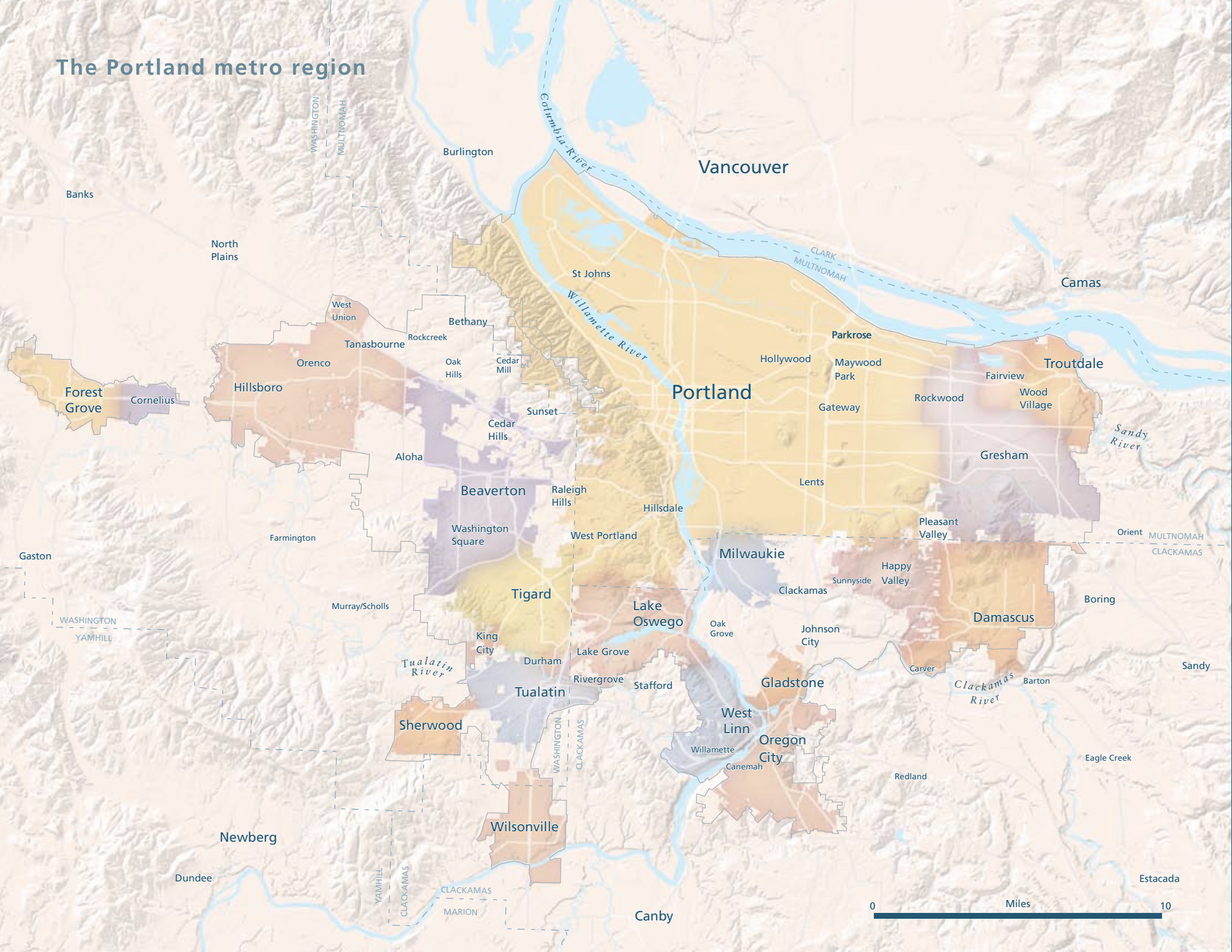


The Portland metro region

Our Place in the World

Global challenges
Regional strategies
Homegrown solutions

The Portland metro region





Our Place in the World

Over the years, the diverse communities of the Portland metro region have taken a collaborative approach to planning that has helped to make our region one of the most livable in the country. We have set our region on a wise course – but times are changing. Climate change, rising energy costs, economic globalization, aging infrastructure, population growth and other urgent challenges demand thoughtful deliberation and action.

The following pages frame the challenges and choices that lay before us in the context of our history and our place. Wherever you live in the region, you have a stake in the future of this place and can be a part of the solution. Together we can make this the greatest place for generations to come.

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This Treasured Place

What do you love?

When someone asks you why you live here, what do you say? Is it the nearness of a peaceful walk in Forest Park, a bike ride on Powell Butte or a berry picking outing in fields outside Hillsboro? The direct flights to Frankfurt, Tokyo and Mexico City? Perhaps what you love most is the thriving coffee shop or brew pub in your neighborhood. Or maybe it's the simple pleasure of strolling to a local park for a picnic with your family.

Chances are you love the Portland region – and choose to live here – for many reasons. Whether your roots are generations deep or newly planted, you are part of a community that treasures the nature around us, the neighborhoods and businesses that sustain us and our shared commitment to preserving our quality of life.

What are the elements that create “quality of life” in the Portland region? The natural environment is certainly the foundation upon which everything else is built. It supports the commerce that moves along the Columbia and Willamette rivers, the thriving network of farms that supply our tables and the recreational opportunities that draw us outside to play.

Over the decades, we've built upon this foundation, growing communities as diverse as Gresham and West Linn, Beaverton and Milwaukie, Cornelius and Portland. We've built roads, bridges, schools and parks. We've started businesses, created art, hosted conventions, preserved public land, invested in transit and made difficult choices along the way.

We've made this a place where we can make a living, raise a family, enjoy the outdoors and celebrate culture. So it's no wonder that more than 1.4 million of us make our home here – each a part of this place, and each with a responsibility to help preserve the things we love and chart a wise course for the future.





1,400,000 residents living within the urban growth boundary
65,600 businesses
33,229 acres of public parks and natural areas
830 miles of rivers and streams
25 cities
3 counties
1 region

the Portland metro region



Opposite page, top: Swimmers at Oak Grove Beach on the Willamette River. Opposite page, bottom: Mary Howell pedals along the Clackamas River with the Gladstone streetcar bridge in distance, circa 1900. This page, above: Berry picking, circa 1920.

We Oregonians are a contrary lot. The vast majority of those on the Oregon Trail in the mid-nineteenth century turned south to the California gold fields. A few headed north, marking the beginning of the state of Oregon as we know it now. They took the road less traveled...Oregon, in the words of its deeply missed laureate Terence O'Donnell, is a "time-deep land." The land itself and the history upon it are unique to Oregon. Considering all that we face today, how well we manage this land can continue to set us apart from, and put us ahead of, the crowd.

— Chet Orloff, director emeritus, Oregon Historical Society



A Legacy of Stewardship

What part do you play?

It's easy to take for granted the things we love about living here. But it's important to understand that our quality of life exists because many people have worked together to plan ahead, make choices and invest in those choices.

We enjoy a legacy of visionaries – citizen leaders, business owners and elected officials – who recognized the importance of shaping Oregon and our region with intention and acted to make it happen. We can thank them for Oregon's public beaches, revolutionary land use planning and recycling legislation, networks of parks and natural areas, and urban growth boundaries that protect farmland. They've transformed freeways into parks, parking lots into neighborhoods and rails into trails.

The tradition continues today, carried forward by a new generation of leaders and voters who realize that we must maintain what we've inherited. They roll up their sleeves and pull ivy, plant street trees, serve on local planning commissions, renovate historic buildings and create business improvement districts. They vote to fund urban renewal, light rail lines and new libraries, parks and schools.

The results? Compact development inside our cities prevents sprawl and allows people to live close to the places where they work and play. An integrated transportation system provides travel options. A network of natural areas is protected for wildlife, people and clean water.

We've accomplished great things together. But maintaining our quality of life in the face of growth and emerging challenges is a dynamic process. It's a job that is never done. Whether you are a citizen, a neighborhood representative, the owner of the corner grocery store or the mayor of your city, the future of the region depends on your involvement.

If you've had a hand in making your neighborhood or community a better place, you are continuing our region's legacy of stewardship. You are helping to answer the question, "What kind of place shall we leave to our children?"



80

Eighty percent of metro area residents mention the environment when asked what they enjoy most about the quality of life in the region.

83

Eighty-three percent of metro area residents believe that land use regulations are an essential tool to protect the area's quality of life.

83

Eighty-three percent of metro area residents agree that maintaining the area's quality of life will bring jobs to the area.

a high quality of life



What a great state motto, “She flies with her own wings.” Translation? We march to the tune of a different drummer! Think about it: the beach bill, bottle bill, and land use planning. Remarkable, some would say visionary, pieces of the Oregon experience. And they didn’t just happen...These were carefully crafted elements, which set a direction for Oregon...Now, fast forward thirty plus years. Oregon has changed: new folks, new economies, new ways of doing things and thinking about things. But I believe the “old” Oregon is still here... People still want to be engaged. They want to be a part of something positive in and for Oregon.

— Jack McGowan, former executive director, SOLV

Above top: Clam diggers on the beach in Gearhart. Above bottom: The Columbia Gorge and Rooster Rock, shown here in 1935, still remain a source of natural beauty today. Congress designated the gorge a National Scenic Area, the first in the nation, in 1986.

Urgent Challenges

How do we respond?

This treasured place and the planet we inhabit face formidable challenges. How we respond to these challenges today will set the course for generations to come. Locally and globally, pressing issues require swift and creative solutions. Our decisions and actions will determine how and where we live and work, how we travel and what we eat, drink and breathe.

Climate change The planet is warming and we have less and less time to act. But our ability to respond will have unprecedented impact on our lives and our survival. As one of five states participating in the Western Climate Initiative, Oregon has signaled a long-term commitment to significantly reduce greenhouse gas emissions. This comprehensive regional effort aims to reduce greenhouse gas emissions by 15 percent below 2005 levels by 2020.

Volatile energy costs Fluctuating energy prices are also creating pressure to reduce our consumption of fossil fuel and make rapid changes and investments in our transportation system. Unpredictable costs are having a significant impact on household budgets and corporate bottom lines.

Global marketplace Despite a growing “buy local” movement, most of the products we buy come from someplace else. And many of the goods we produce in Oregon move on to markets in other states and countries. In today's global economy, our region's ability to move products to far-flung markets depends on an efficient transportation system. As a critical West Coast hub and global gateway, the Portland area must maintain well-functioning river ports, rail connections and highways.

Deteriorating infrastructure In the last decade, the federal government has invested less in infrastructure than ever before. While budgets are shrinking, aging roads and bridges are operating beyond capacity, and our transit systems lack funding to expand. Outdated state and federal transportation policies, remnants of an era of cheap oil and deep pockets, subsidize sprawl and induce congestion. Traditional approaches to financing transportation projects are not only failing to maintain existing infrastructure, they are wholly inadequate to build new systems to accommodate growth and keep our economy moving.



In the 1930s, Gilmore Oil Company claimed their Blu-Green gas could remove carbon and increase mileage.

10,000,000,000

Our region will need approximately \$10 billion over the next few decades to repair and rebuild our existing infrastructure. To meet the demands of anticipated growth in jobs and housing in the region through 2035, we will need as much as \$31 billion in additional funding.

500

In an average week, the greater Portland area gains more than 500 new residents. About half of the new residents anticipated in the region during the next 20 years will be born here.

60

More than 60 percent of households in the Portland region consist of just one or two people, according to the 2000 census.

planning for our future



View of the Vancouver Line bridge at Oregon Slough.

Population growth The world's population is growing, and here at home our population is expanding rapidly. New forecasts show that within the next 25 years, the population of the Portland metro region and adjacent cities will increase from 1.4 million people to about 2.4 million. While this growth brings jobs and opportunity, it also creates new challenges.

After years of warnings, the reality is settling in: there is an energy crisis. High gas prices, "peak oil" and a failure to invest adequately in new, clean energy technologies has started to affect every part of our lives. The question is no longer whether we should respond, but what choices we will make.

— Congressman Earl Blumenauer, Oregon's 3rd District

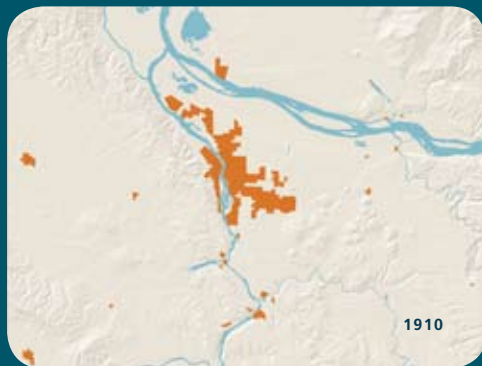


Shifting demographics As our population grows more diverse, as the Baby Boom generation ages and as we live and work longer, employment patterns, lifestyles and housing needs are changing. Increasing numbers of single-parent, childless and multifamily households have joined traditional nuclear families in our communities. As a result, the nature, location and price of housing needs to evolve to provide a broader range of options.

Public health concerns Inactive lifestyles are fueling an alarming increase in obesity in U.S. adults and children, and health experts are warning us about the resulting long-term health implications. At the same time, population growth puts added pressure on our air and water quality, which directly impact public health.

What's next? How do we make sense of all these challenges and set a new course for the future? How do we make regional choices that protect our quality of life at home and contribute to global solutions? It won't be easy. We must weigh competing needs, generate creative solutions, make difficult choices and invest in the solutions. Our success will shape the future of our neighborhoods, our economy and our environment.





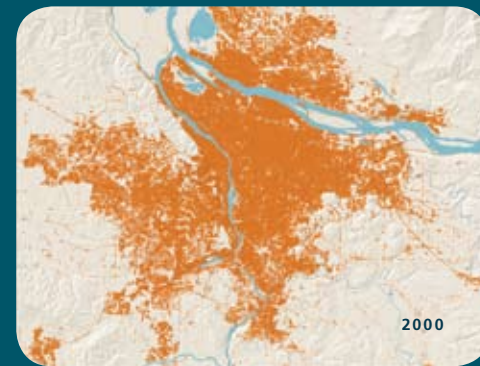
1910



1940



1960



2000

A million changes

Between 1968 and 2006, the Portland Metro region grew by one million residents.

The world looked very different at the start of that period with the median sale price of a single-family home only \$16,200 and the median household income at \$7,700. A loaf of bread cost 25 cents and gasoline was just 34 cents per gallon. In fact, an entire barrel of gasoline in 1968 cost only \$6.23.

Traffic congestion was not a problem in 1968. There was no rush hour traffic on the only two freeways in town: the Banfield Freeway and Interstate 5, which had opened two years prior with the completion of the Marquam Bridge. It would be another seven years before the Fremont Bridge was installed to complete I-405 and 12 years before the completion of I-205. Ninety percent of the funding for these projects came from the federal government.

TriMet didn't even exist in 1968, and a private bus company called Rose City Transit teetered on the edge of insolvency. In 1968, the local economy was dominated by forest products, transportation and public utilities. None of the top 10 largest employers in 1968 are among the top 10 largest employers today.

What did a million new residents do to the face of the region?

For starters, the built environment changed dramatically with vertical growth in the cities and outward growth in the suburbs. Gresham was even smaller than Hillsboro in 1968 with just under 9,000 residents. Lake Oswego had a population of 7,500 and Beaverton was 16,000. There were farms and open spaces between most communities and it was probably unthinkable to the residents of Hillsboro that one day there would be continuous urbanization between their city and Beaverton.

Since then, confronted by rapid growth, a generation of civic leaders demonstrated foresight by creating statewide land use planning laws, the urban growth boundary, Metro and TriMet. They built new roads and light rail lines, community colleges and hospitals. They created entirely new neighborhoods and cities, and they protected historic neighborhoods from destruction. They revitalized downtown Portland and adopted a long-range plan, the 2040 Growth Concept, to curb suburban sprawl.

Looking to the future rather than the past, one thing is clear: one million new residents will have a transformative impact on the region tomorrow just as it did yesterday. And it will require similar transformational leadership to overcome the challenges that lie ahead.

Brian Newman, former Metro Councilor and Milwaukie City Councilor, shared this historic perspective of the region at the 2006 New Look Forum.



Aerial photo shows long lines of vehicles that brought crowds of visitors to the grand opening of Somerset West in December 1963. Visitors toured five sample homes, part of a planned "satellite city" 10 miles west of Portland.



Aspirations & Choices

What are the trade-offs?

From the Columbia to the Clackamas, Mt. Hood to the coast range, neighborhood café to family farm, our surroundings offer daily inspiration to do the hard work to preserve what we love and build for the future.

With 1.4 million people and 65,000 businesses in 25 cities and three counties, we're a diverse urban and rural mix of varied needs and interests. Setting a course that serves the region requires that many citizens, governments, businesses and organizations work together. Thoughtful choices and coordinated action can foster economic vitality, preserve our natural resources and ensure that people and neighborhoods thrive.



In 1995, more than 19,000 people across the region worked together to create the 2040 Growth Concept, a long-range plan to guide growth for

the next half-century. This innovative blueprint for the future is based on a set of shared values: thriving neighborhoods and communities, abundant economic opportunity, clean air and water, access to nature, preservation of farms and forestland, and a sense of place.

The 2040 Growth Concept acknowledges population growth as a fact of life, but expresses the region's aspiration to incorporate growth within existing urban areas as much as possible and expand the urban growth boundary only when necessary. Implicit in the plan is the understanding that compact development is more sustainable, more livable and more fiscally responsible than low-density sprawl, and will reduce the region's carbon footprint.



People live and work in vibrant communities where they can choose to walk for pleasure and to meet their everyday needs.

Current and future residents benefit from the region's sustained economic competitiveness and prosperity.

People have safe and reliable transportation choices that enhance their quality of life.

The region is a leader in minimizing contributions to global warming.

Current and future generations enjoy clean air, clean water and healthy ecosystems.

The benefits and burdens of growth and change are distributed equitably.

hallmarks of a successful region



Our region has already started to incorporate new growth in existing communities rather than sprawl outward. Virtually none of the land added to the metropolitan area through expansion of the urban growth boundary in the last decade has been developed, largely because of the lack of funding for new roads, water lines and sewers to serve these sites.

In spite of these trends, rapid population growth and other challenges make it necessary to revisit how we are implementing our vision, make course corrections, and find new strategies and resources to create the future we want for ourselves and our children. Together, we must answer some pivotal questions:

What are our highest priorities?

How do we weigh the trade-offs between competing values?

How do we square our vision of the future with the realities we face today?



To respond effectively, we must understand the building blocks of our communities and the key components of our region's long-range plan. We must also reflect on what's working and what's not working today and the underlying dynamics that will affect our future. The pages that follow describe the aspirations set forth in the 2040 Growth Concept, examine our collective successes and challenges in implementing this shared vision to date, and highlight potential strategies that can help us build a thriving and livable region.





Aspirations & Choices

Downtowns and main streets

Aspirations Promoting quality infill development in downtowns, on main streets and along key transportation corridors is an effective way to accommodate growth within our existing communities.

Successful downtowns, centers and main streets are authentic, dynamic, walkable places that have a concentration of businesses, shops and entertainment, strong transit service and easy access to



Broadway in downtown Portland, circa 1925.

major transportation corridors. They combine offices, retail and housing with quality streetscapes, parks and plazas, fountains or other amenities.

Like downtowns and main streets, transportation corridors offer a mix of businesses, activities and attractions. They typically have excellent transit service and are often characterized by existing low-density commercial properties that can be revitalized by infill redevelopment.

Station areas along light rail lines are also ideal locations for mixed-use, transit-oriented development. Generally, station communities are hubs of commercial and residential development concentrated within easy walking distance of a light rail station.

Centers, main streets, corridors and station areas can be developed at varying scales and intensities based on the wishes of the community and the



population or market area served. Higher-density development can be carefully designed to complement the character of the existing community and blend harmoniously with adjacent neighborhoods, parks and natural areas.

Realities Malls, big box stores and strip commercial developments have proliferated over the years, changing retail patterns in our communities and weakening many once-thriving downtowns and main streets. Cities across the region are working to revitalize their historic commercial districts, which remain the iconic centers of their communities.

The success of recent mixed-use projects and downtown developments from Gresham to Lake Oswego to Hillsboro, as well as inner-city Portland, demonstrates that many people want to live in compact, urban neighborhoods. This local and

The regional efforts to develop and implement the principles of the 2040 plan have been amazing. The active participation in its development and the results in our greatly improved downtowns, communities and neighborhoods have made this effort an outstanding success. Now we have the opportunity to build on these accomplishments far into the future.

—Judie Hammerstad, mayor of Lake Oswego

3 to 18

Values of homes within walking distance of urban amenities such as specialty grocers, cinema cafés and bookstores have been shown to be 3 to 18 percent higher than average.

31,000

In 2003, there were 31,000 acres of vacant, buildable land within the urban growth boundary, a combined area roughly 70 times the size of downtown Portland.

33

In a nation-wide study, compact communities were shown to reduce average driving by as much as 33 percent.

thriving, compact communities

Downtown Hillsboro has great bones and an authenticity that you can't recreate from scratch, and it's still the civic center of the community. In revitalizing downtown, we've focused on arts, culture and entertainment as a major thrust to create a sense of place. The renovated Venetian Theater and the Walters Cultural Arts Center are among the places that draw people to Hillsboro rather than some generic place. And our Civic Center and Pacific University, located downtown on light rail, contribute to the rich mix of uses that create vitality.

— John Southgate, economic development director, City of Hillsboro



The Venetian Theater, shown in this 1956 photo, was once a popular attraction on Main Street in Hillsboro. Later renovated and renamed the Town Theater following a fire, the cinema was eventually closed in 1996 and remained vacant for a decade. The theater and an adjacent building have recently been renovated into a theater, bistro and wine bar (far left) and are a key component in the city's strategy to use arts and culture to draw new life and activity downtown.



Aspirations & Choices



national trend is rooted in a desire for a strong sense of community and easy access to amenities such as grocery stores, coffee shops, restaurants, specialty retail and other services.

Despite the growing popularity of urban lifestyles, infill development and mixed-use building projects can be challenging. This is especially true in suburban areas where local development codes, policies and incentives may not support compact development patterns. While higher-density and mixed-use infill developments will reduce public costs and create

added value in the long run, they can be more expensive to build than traditional projects. Elevators, underground parking and structural components of multi-story, mixed-use buildings can significantly increase design and construction costs. Redeveloping older buildings to accommodate new uses requires upgrading them to meet current codes and standards, which is also costly.

Attracting enough successful businesses to reinvigorate downtowns and main streets is an added challenge in this age of internet shopping and big box

Milwaukie Sunday Farmers Market has been a gathering place for residents of Milwaukie and surrounding neighborhoods for the past 10 years. Every Sunday between May and October, the streets are alive with customers carrying bags of local produce, plants and garden crafts fresh from the market. Our farmers market has become the centerpiece to a revived downtown and will continue to be an energetic force in Milwaukie, inspiring more business and commerce along our changing Main Street.

— Brendan Eiswerth, manager, Milwaukie Farmers Market



retail. In a commercial district that is not a known “destination” that draws clientele from a wide area, it’s a stretch for many small businesses to pay the higher rents associated with newly constructed or renovated buildings. This is particularly true if the surrounding neighborhoods are not sufficiently dense to create a solid base of local customers. As a result of these barriers and chicken-and-egg dilemmas, many downtowns and main streets throughout the region are only just beginning to turn the corner and have not yet developed to their full potential after years of stagnation and decline.



Strategies

- Increase public investment in downtowns, on main streets and along transportation corridors
- Pursue public-private partnerships
- Develop new financial incentives and tax abatements
- Increase building height limits and reduce or remove other development barriers
- Streamline permitting and project approval

You look at the West Coast in post-World War II: it was go out and buy your car, get the top down, get out on the freeway and let her rip. I think that’s pretty much a dead model...you get up in the morning, you go out in the garage, you get in the car by yourself, you back out, you listen to the radio, you pull into another garage or an office park – it’s a solitary experience. But the thing I see in the Pearl again and again, almost anywhere downtown, is that you’re always late for meetings because you’re always bumping into somebody. That social interaction is what people are looking for. People are looking to feel that they belong as part of something bigger than themselves.

— Mark Edlen, principal, Gerding Edlen Development Company



Above: Auto-oriented retail along Southeast 82nd and King Road in 1967.
Left top: Commercial district and streetcar along Southeast Belmont at 34th, circa 1908. Left bottom: Women board the trolley bus in Hollywood’s thriving shopping district, 1941.





Aspirations & Choices

Jobs and economic vitality

Aspirations Smart land use policies and public investments in transportation and other infrastructure create the underlying conditions for a prosperous and resilient economy. The Portland metropolitan area's worldwide reputation for livability attracts talented people and private investments that infuse our communities with energy and help us all thrive.

The region is the cornerstone of Oregon's economy, and the region's businesses generate a majority of the state's economic activity. Located at the confluence of major waterways, highways and rail lines,

the region is a key distribution hub for domestic commerce and a gateway for international trade, providing access to markets for businesses statewide. The Portland International Airport provides important linkages for tourism and business travel.

To foster continued economic growth in the region, land that is most suitable for employment and industrial development is reserved for those uses and is protected from encroachment by incompatible types of development. Complementary businesses and industries are clustered to create efficiencies and synergies. Employment and

industrial areas are distributed in communities throughout the region to help balance the number and wage level of jobs in each area with the availability and cost of housing for employees.

Realities The Portland metropolitan area's economic growth relies heavily on highly mobile traded-sector businesses. These companies can choose to locate or expand here or elsewhere,

There were many reasons to come to Oregon...the facility itself is perfect for our needs, the State of Oregon supports us with property and business energy tax credits, and we will find highly skilled workers in the area. Also attractive were vendors and suppliers who are familiar with the silicon industry, existing initiatives in Oregon that support a green work environment, and an excellent public transportation system.

— Boris Klebensberger, COO of SolarWorld Group and president of SolarWorld Industries



40

Of the 100,000 new Portland-area jobs expected in the next five years, more than 40 percent are projected to be in the professional, financial and information service sectors.

844,000,000

Failure to invest adequately in transportation improvements that relieve congestion will result in potential economic losses valued at \$844 million annually by 2025.

38.4

The Portland metropolitan region encompasses less than 5 percent but is home to 38.4 percent of the state's population and nearly half of its jobs.

2

Additional regional transportation investment would generate an economic benefit of at least \$2 for each \$1 spent.

expanding access and opportunities



depending on how the region supports their needs for land, infrastructure, labor, supplies and access to markets. This heightens the importance of ensuring that the region's land use and transportation systems provide a solid foundation for economic opportunity.

The region is highly dependent on a smoothly functioning transportation network. However, investment in planned transportation projects has failed to keep pace with population and freight traffic growth. The result is congestion that is expected to increase, which will threaten the region's economic vitality.

A supply of suitable sites for regionally significant employment and industrial uses is designated in cities across the region with regulations that protect them and allow for designation of new areas. Though land has been specifically set aside for industrial uses, industrial development has been constrained by conflicts between state land use laws, business needs and the different desires of individual communities. Even when land is available, serving these areas with roads, sewers, schools and other facilities is a costly process and may not occur in the necessary time frame to attract business.

In today's world of global competition, the reliability and speed of this region's transportation system is the determining factor for business expansion and job creation. More than one in five jobs in Oregon are trade and transportation dependent. Oregon must invest in a strong transportation system, particularly infrastructure that supports the movement of freight, to maintain our business competitiveness and quality of life. Without a strong transportation system that has the capacity to move people and goods quickly and efficiently, our economy will suffer.

— Bill Wyatt, executive director, Port of Portland

Strategies

- Integrate institutions and other large employers in downtowns and corridors
- Improve workforce access to industrial and employment areas
- Upgrade access between intermodal terminals, industrial areas, commercial centers and the interstate system
- Expand use of traffic monitoring tools such as web-based real-time traffic reporting programs that help truckers and other motorists avoid delays



Opposite page: Ships and wharves along the waterfront in downtown Portland, circa 1900. This page, above: Tektronix, Inc., shown here in October 1954, was one of many new businesses seeking good sites that moved into the Tualatin Valley in the 1950s, shifting the economic base of an area that had once been primarily agricultural land.



Aspirations & Choices

Homes and neighborhoods

Aspirations Planning for resilient, prosperous and vibrant communities is not about narrow, prescriptive formulas but about fostering distinctive places with an array of housing options to meet many needs. The region's long-range plan seeks to preserve and enhance the unique assets of our neighborhoods, towns and cities and support a wide range of lifestyles.

Providing a range of housing choices for people of all incomes, household sizes and stages of life is a key component of livability and a regional priority. Smaller, more

affordable units of housing within walking distance of transit, retail areas and medical facilities are ideal for many senior citizens who may have decreasing incomes and mobility options but who want to remain in their communities close to family, friends and the lifestyle they enjoy. Affordable housing located close to jobs, schools, shopping, transportation and other services is ideal for younger people just starting careers and families, improving their quality of life and reducing their cost of living.

Realities Existing residential neighborhoods are not specifically targeted to accept new development under the region's long range plan, but many neighborhoods are experiencing development of a

There is a critical shortage of affordable housing in the Portland metro area, impacting close to 40 percent of the population. Meeting this need is essential if we want healthy, diverse and inclusive communities. Safe, decent affordable housing provides the platform for families and individuals to thrive, to perform well at school and work, and to invest in the health of the larger community. An adequate stock of well-priced and well-designed homes should be our highest infrastructure priority – this is the essential building block for strong communities.

— Sheila Greenlaw-Fink, executive director, Community Partners for Affordable Housing

greater range of housing types due to market-driven infill development projects allowed under existing local zoning regulations.

In some communities, poorly designed infill projects have undermined support for efficient development and have created apprehension about new building

types or multi-family projects in existing neighborhoods. However, many well-executed infill projects have transformed neighborhoods, added new vitality, and enhanced the value of neighboring properties.

There is an acute need for increased housing choices for families and individuals of modest means.



264

Between 1990 and 2007, the median price of a single-family residence in the tri-county area increased 264 percent while the median household income for the greater Portland metropolitan area rose only 206 percent during the same period.

62

Sixty-two percent of households in the tri-county Portland metropolitan area own their own home.

27

The average household in the region spent 27 percent of their monthly income on housing and 14 percent on transportation in 2006.

111,000

Since 2000, the Portland region has built more than 111,000 new dwellings, of which 69 percent were single-family residences and 31 percent were multi-family units.

diverse and affordable housing choices



Changing demographics, such as decreasing household size and the region's growing elderly population, point to the need for more varied and affordable housing. Gentrification in the central parts of the region has increased housing prices, forcing lower-income households to move away from the city center. These locations are often farther from their jobs and not as well served by transit and other services, increasing household transportation costs for those who can least afford it.

As the region grows, demand for new housing of all types will increase. Decisions about where and how much to expand the urban growth boundary to accommodate new residents could have major effects on home prices, neighborhood densities, the range of available housing choices, infrastructure costs and housing demand outside the region in neighboring communities.



Some people want to live in the suburbs and feel strongly that their quality of life, their American dream, is a house and a yard and a fence...Others want to live in a vital city where they're a regular at the coffee shop down the street. It's not that one is better than the other, but it is a fact that within this region, you can choose either, and that's what we're trying to achieve – not that everyone chooses the same, but that people can find what they want.

— Ethan Seltzer, director, Toulon School of Urban Studies and Planning, Portland State University

Strategies

- Improve affordable housing policies and incentives
- Integrate affordable housing into market rate residential projects
- Construct affordable housing near jobs, services and transit

Opposite page, left to right: Early residence in Forest Grove. View of early Oregon City neighborhoods, circa 1925. Mid-century residences in east Beaverton. Aerial view of Southwest Portland neighborhoods near Canyon Road, 1947.



Aspirations & Choices

Community infrastructure

Aspirations To be successful and healthy – with thriving downtowns and neighborhoods, economic opportunities, clean air and clean water – our region must be supported by robust infrastructure. Great communities are served by transportation networks, energy, water, stormwater systems and sewers, plus civic buildings, parking structures, schools, libraries, public plazas, parks and trails.

Community investments that improve public infrastructure and build new facilities provide both quantitative and qualitative returns, including higher tax revenues, improved housing choices, more economic opportunity and more livable communities. Public investments in infrastructure improve individual lives and the quality of life of cities and neighborhoods. Public investment makes private investment possible and profitable, which ultimately builds strong communities.

Realities Despite widespread recognition that sound infrastructure is critical to maintaining and enhancing regional economic growth and quality of life, current approaches to the planning, development and financing of critical community support systems are not working. Currently, the region has multiple service districts for water and sanitary sewers, and a lack of coordination between these many entities results in missed opportunities to achieve efficiencies.

Local and regional leaders have identified inadequate infrastructure funding as a key challenge



confronting communities across the region. As a result of insufficient funding, many cities and service providers have neglected and postponed maintenance of existing facilities. Approximately \$10 billion is needed over the next two decades to repair and rebuild our existing infrastructure. In order to accommodate employment and housing growth in the three-county Portland metropolitan area through 2035, as much as \$31 billion may be needed to build additional public and private facilities. Traditional funding sources would cover only about half that amount.

Development impact fees, gas taxes and other revenue sources are not keeping pace with rising infrastructure costs, and voter-approved tax limitations and other ballot initiatives have crippled the ability of communities to fund these services. Rate-funded services tend to enjoy more stable and predictable funding, but obtaining large amounts of up-front capital

for major improvements or capacity expansion can be difficult. Unless we identify new funding sources, the region will be unable to upgrade and replace deteriorating infrastructure systems and provide services to new urban areas.



27

Since 1965, government spending on transportation, sewers and water systems has declined from 38 cents to 27 cents for every dollar spent on private residential construction.

8,000

Based on population projections, the region will likely need 5,000 acres of new urban parks and 8,000 additional acres of open space by 2035.

Oregon ranks last in total auto taxes collected compared with other Western states (Arizona, California, Idaho, Montana, Nevada, Washington and Utah).

public assets and investments

Strategies

- Identify new funding sources for infrastructure investments
- Promote compact development patterns that focus new development in areas already served by existing infrastructure and facilities
- Explore public-private partnerships
- Consider a regional approach to coordinating basic infrastructure
- Explore demand-management and public education strategies to manage consumption and improve resource conservation
- Use a return-on-investment analysis when making public investment decisions
- Facilitate implementation of emerging technologies that increase the efficiency and sustainability of infrastructure systems



Existing funding mechanisms are broken but there is great potential for innovation, creative solutions and ideas that reflect Oregon's values. Talk to your elected officials, your business and community leaders, your colleagues and neighbors. We are at the forefront of a revolution that transports us 50 years forward – where future generations will reflect on and benefit from our willingness today to connect our needs with our values, and to put our money where our mouth is in meeting the needs of our changing communities.

— Lynn Peterson, chair, Clackamas County



A crowd of more than 200 people attended the July 26, 1966 dedication of two newly created parks in Portland's South Auditorium urban renewal area. The parks, between SW College and Mill streets and 2nd and 3rd avenues completed the first phase of the South Auditorium Urban Renewal Project, begun in 1958 and completed in 1974.



Aspirations & Choices

Transportation

Aspirations Transportation shapes our communities and our daily lives, allowing us to reach our jobs and recreation, access goods and services, and meet daily needs. An integrated approach to transportation and land use planning promotes compact communities served by a robust transportation network that moves people and products efficiently.

The regional transportation plan establishes policies for all types of travel – motor vehicles, transit, walking and bicycling – as well as the movement of goods and freight by many means. Strategic plans for transportation system

management, high-capacity transit and regional freight movement guide future investments and strategies to keep people and commodities moving throughout the region. Together, these coordinated efforts provide for mobility and accessibility in a way that saves tax dollars, supports our economy, promotes public health and safety, protects air and water quality and enhances our quality of life.

Streets, sidewalks and trails are key components of the region's transportation network and are essential public spaces that enhance quality of life in our



Decisions about where and when we make transit investments are some of the most important decisions facing our community today. Our choices will influence land development, travel patterns, the economy, public health and our very quality of life.

— Fred Hansen, executive director, TriMet



Far left: In the early 1900s, streetcar service ran from downtown Portland to Troutdale, Estacada, Forest Grove and Oregon City. Left: The advent of the automobile led to more dispersed urban development patterns.

70

More than 70 percent of the region's residents live within 1/4 mile of public transit.

34

Transportation activities are the second largest source of greenhouse gases in the state, accounting for approximately 34 percent of the state's carbon dioxide emissions.

20

Congestion on our region's freeways increased 20 percent between 2000 and 2005.

9,200,000

9.2 million rides by bus and MAX were taken during July 2008, a 13.3 percent increase over July 2007.

integrated networks and travel options



neighborhoods, towns and cities. Innovative approaches to street design help to reduce negative environmental impacts of paved surfaces that increase runoff to rivers and streams.

Realities The region has successfully implemented policies to expand transportation choices and reduce dependence on the automobile as the only way to travel. Through a combination of land use planning and a strong regional transit network, the Portland region is fighting long

commutes and traffic congestion more successfully than comparable urban areas and the region has reduced the number of vehicle miles traveled per person in recent years.

Air quality has also improved dramatically. In the 1960s, the region had 180 days of air quality violations every year, but today we average zero annual violations. In the Portland metro region, savings from shorter commutes may contribute as much as \$2.6 billion of consumer purchasing power into the regional economy each

When we walk out our front door, we should be able to choose a travel mode that suits our destination, our mood and our budget. A bike commute to downtown may become a bus ride in the early winter hours. Hauling seven boxes to the Rebuilding Center requires a car. Having transportation options make us feel smart and green and thrifty. Public investment in transit, sidewalks and bike lanes in our city centers or providing access to parks and open spaces knits people into a community.

— Karen Frost, executive director, Westside Transportation Alliance

year. Greenhouse gas emissions in the city of Portland have remained virtually flat since 1990. And between 1990 and 2000, regional transit ridership grew at twice the rate of population growth.

However, more work is needed. Growth has brought opportunity and prosperity to the region, but it has also brought growing pains. Uncertain energy supplies and the rising price of petroleum products affect transportation project costs and household transportation expenses. Increasing costs will make travel more difficult for those of modest means and make it imperative that our transportation system provides affordable transportation choices across the region. Expanded transit service

will also be necessary to reduce the region's impact on climate change and improve air quality. Current transportation activities are the second largest source of greenhouse gases in Oregon. The I-5 corridor and the Pacific Northwest have unacceptable levels of benzene and other toxic pollutants.



We must consider economic globalization as we maintain and expand our transportation systems. Freight transportation needs are expected to more than double the quantity of goods that will travel to and through the region, and Oregon's economy will depend on a transportation system commensurate with our pivotal role as a gateway for commerce and tourism.

Federal and state transportation funding has not kept pace with needs. Oregon relies heavily on gas taxes (24 cents/gallon) and weight-mile fees on heavy trucks to fund road maintenance and expansion. The state last increased the gas tax in 1993. The federal highway trust fund is teetering on the edge of insolvency and state and local government purchasing power is steadily declining due

to inflation and rising material costs. The region's infrastructure is deteriorating and requires more maintenance than ever before. Although maintenance consumes most funds, a backlog of projects is growing rapidly. Current sources of transit funding are not enough to support system expansions needed to serve the region's rapidly growing ridership.

Strategies

- Integrate land use and transportation more rigorously
- Upgrade the efficiency and safety of existing transportation system
- Improve connectivity between modes
- Expand transportation choices in more areas of the region
- Identify new funding mechanisms and public-private partnerships
- Incorporate sustainability and green design features in transportation networks



Fred T. Merrill proprietor of bicycle shops in Portland, Seattle, Tacoma and Spokane, sold more than 50,000 bicycles during the bicycle boom of the 1890s. He served on the Portland City Council from 1899-1905 and ran unsuccessfully for mayor on the "keep Portland wide open" ticket. (Photo, circa 1893)



28

Overall bicycle use in the city of Portland increased by 28 percent in 2008. This is the biggest single-year increase since the city began counting cyclists in the early 1990s.

2.94

For every \$1 invested in developing trails, there is an equivalent medical benefit of \$2.94 related to their use.

3.4

In the Portland metropolitan region, 3.4 percent of residents walked to work and 1.7 percent bicycled to work in 2006.

linking communities and nature

Trails and greenways

Aspirations Regional trails and greenways enhance our communities by linking neighborhoods and schools to parks, employment, shopping and other parts of our daily lives. Greenways serve as key walking and cycling corridors for people and habitat corridors for wildlife, helping people to stay healthy and connect with nature and each other.

From the Willamette Greenway to the Springwater Corridor, trails and greenways vary widely and meet a range of needs. Some, like the I-205 Corridor Trail, support bike commuters. Others provide access to natural areas.

When complete, a 930-mile regional network of trails and greenways will put more than one million residents and 34 of the region's 43 downtown areas within one-half mile of a trail. This will help to achieve a regional goal of 20 percent non-motorized travel by 2038.

Realities The growing popularity of outdoor recreation activities, such as walking and running, cycling, skateboarding and wildlife observation, has increased the need for quality regional trails. Higher gas prices and road congestion have motivated more people to walk or bike rather than driving their cars. Greenways are a key component of a complete network of walking and cycling corridors that reduce energy consumption and contributions to climate change.

When originally conceived 100 years ago, Portland's trail system was going to be 40 miles long, circling the city and linking public parks. Since then, park providers, cities and citizens have worked to establish a regional network of trails that link parks to local communities and other area attractions. This broad effort aspires to connect local trails in a 930-mile network throughout the region. To date, 180 miles of these trails have

What we really want to do is think about trail development in the bigger picture of transportation...We know that when people use public transportation, they tend to be more physically active. So the more you can connect trails to public transportation, the more you're providing that opportunity...This is potentially going to be a major public health tool to encourage people to get physical activity into their daily lives.

— Philip Wu, MD, clinical pediatric lead, Kaiser Permanente, and member, Blue Ribbon Committee for Trails

been constructed. As development occurs and land prices rise, it will become increasingly costly or difficult to reclaim the region's natural corridors for use as trails and greenways. Completion of the regional trails and greenway system will require cooperation between jurisdictions and accelerated investment.

Strategies

- Increase the current annual \$5 million investment in regional greenways (20 cents per month per resident)

- Continue development of the regional Connecting Green Alliance, a consortium of citizens, advocacy groups, government, nonprofits and businesses, with a focus on creating an integrated parks and trails system throughout the region
- Act on recommendations of the Blue Ribbon Committee on Trails, a regional advisory group which assessed the regional trails system



Aspirations & Choices

Nature in neighborhoods

Aspirations As the region focuses new development in existing urban areas, public investment in parks and natural areas helps ensure that communities remain livable. Access to public open spaces – from ball fields to forests to rocky buttes – is a key priority for all communities within the region as our population grows.

Beyond traditional parks and open spaces, innovative approaches to building communities help keep ecosystems healthy and cities and neighborhoods green. Nature-friendly development practices look beyond the walls of buildings and focus on land development and site design that

mimic nature's processes, reducing the impact of development on wildlife and adjacent natural resources. Integrating nature and habitats with development enriches communities with the beauty of plants, wildlife and greenspaces, while preserving clean water and healthy ecosystems.



Bathers at Oswego Lake, 1923.

Much of America has caught "green fever" around recycling, water and energy conservation, and reducing carbon footprints. Yet, it is important to remember that sustainability also means designing our houses and buildings to embrace nature so that people will want to live here. Not just today, but in a hundred years. We need to build cities according to our need for nature and reverse the trend of pushing the natural environment yet farther away from our doorstep.

— Jim Winkler, president, Winkler Development Corp.



Realities Regional funds are invested in parks and natural area acquisitions, grassroots community projects, and ecological restoration of neighborhoods, natural areas and backyards. Citizens of all ages and backgrounds are working to restore and enhance wildlife habitat in their communities for this generation and for the future.

The region is a leader in green design, and developments that integrate nature and habitat-friendly practices demonstrate the viability of these approaches. Cities in the region have removed code and policy barriers to implementing habitat friendly development practices. However,

further steps are needed to fully encourage restorative design practices in all types of development.

The need to provide for housing and jobs through infill development of vacant urban lands will test our current strategies to improve watershed health and maintain access to nature. Land availability and cost are the most significant barriers to ensuring adequate parks and open spaces for a growing population. As density increases in urban communities, park space becomes more necessary and more expensive. While we've been successful in funding new parks and open spaces, funding



64

Sixty-four percent of metro area residents live within 1/4 mile of a public park, greenspace or regional trail. Ninety-seven percent of Boston's children live within 1/4 mile of a park.

53

Approximately 53 percent of the region's park land and 60 percent of land within 50 feet of streams and wetlands are deforested.

10

About 10 percent of the region's floodplains are developed, substantially degrading ground and stream water quality.

integrating habitats and greenspaces



for maintenance and operations is scarce. Park providers around the region have identified more than 100 projects to be prioritized for regional funding.

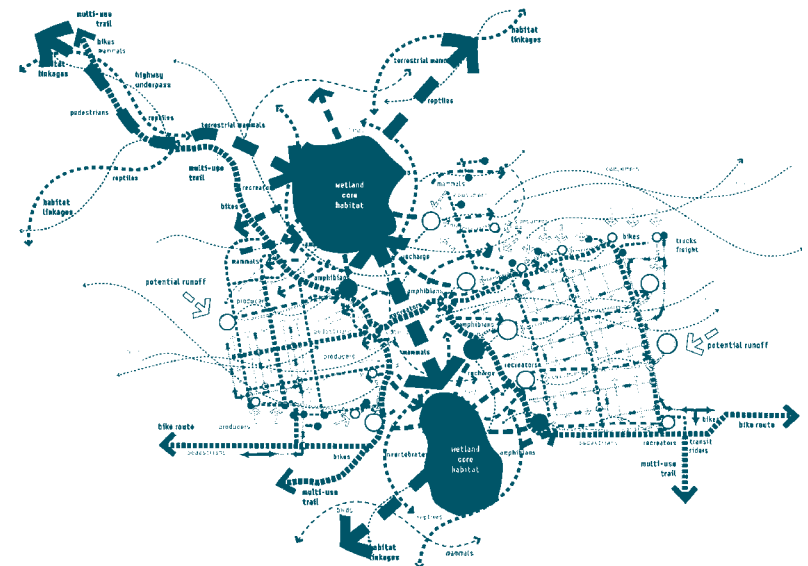
A region-wide reporting system that monitors the health of area watersheds every two years through the year 2015 will assess our success in protecting water quality and natural areas for fish, wildlife and people. Published as the State of the Watersheds Report, this monitoring effort reports the conservation efforts of cities and counties, watershed councils, nonprofits, citizens and other natural resource organizations.

Strategies

- Adapt local building codes to encourage and facilitate nature-friendly design practices
- Pursue public-private partnerships to fund habitat restoration projects
- Increase assistance and incentives for green building and integrated, nature-friendly design
- Continue developing the regional Connecting Green Alliance, a consortium of citizens, advocacy groups, government, nonprofits and businesses, with a focus on creating an integrated parks and trails system throughout the region

The City of Gresham and the entire Portland metro area is blessed with a spectacular natural setting. We find ourselves living within a breathtaking array of rivers, wetlands, stream corridors and forested hillsides. The successful integration of people and development within this natural setting is what has set us apart from many other regions of the country...To the extent that we continue this tradition of wise stewardship of resources, we will ensure that future generations enjoy the same quality of life, and appreciation for the natural bounty around us.

— Mike Abbate, urban design and planning director, City of Gresham





Aspirations & Choices

Farms, forests and natural areas

Aspirations The Portland region is known for its clean water, clean air, outdoor recreation and an abundance of green. Lush farm fields, mountains and dense forests border our towns and cities, and clear rivers and streams flow through our rural and urban landscapes.

The region's farms, forests and natural areas are protected from urban growth and development. Farms prosper at the region's edge producing food for tables both local and far away, as well as plants, shrubs and trees for landscapes across the country. Key natural areas are preserved to safeguard water quality, protect

fish and wildlife habitat and ensure public access to nature for future generations.

Realities Oregon is recognized for its success in protecting farmland from urban development. Until recently, the region has provided for growth by expanding its urban growth boundary into areas that are not high-quality farmland. However, recent boundary expansions have included substantial farmland acreage.

Some farmlands adjacent to existing urban areas may be well suited for future development. Often flat farmland may be less expensive to serve with urban

I could sell my land and retire very comfortably, but I want to keep farming and to be a sustainable farm growing food for the citizens of Damascus. So we're working with the city to come up with a template for other communities to follow for incorporating a profitable farm into the city.

— Larry Thompson, Damascus farmer

services and develop at urban densities than other property.

A coalition of regional leaders is currently crafting a new system of urban and rural reserves that will help to clarify which lands are most valuable for long-term agriculture and which lands may eventually be developed for urban uses. This system will be a better tool for permanently protecting valuable natural resources while

providing for eventual urban development in areas that can make the best use of existing infrastructure and support the creation of great neighborhoods and communities.

The region's fish and wildlife habitat protection plan integrates the conservation and economic goals of the region's communities. Voters have passed two bond measures empowering the region to purchase and protect natural areas. The region has identified 27 target areas for acquiring natural areas and trails to safeguard water quality, protect fish and wildlife habitat and ensure access to nature for future citizens. More than 8,100 acres of natural areas have



Far left: Hillsboro farm fields, 1911.

20

A close-up photograph of several overlapping, semi-circular, shelf-like mushrooms. The mushrooms exhibit concentric rings of color, including dark brown, black, and white, with a prominent reddish-brown outer edge. They are growing on a mossy surface.

been preserved through funding approved by voters in 1995, and thousands more will be protected through a \$227 million bond measure passed in 2006.

Strategies

- Create a thoughtful compact pattern of future urban expansion within a system of functional farms, forests and natural areas
- Encourage community support for local farms and farmers

76



- Explore and expand redevelopment opportunities within existing communities
- Reach regional concurrence on the scale and configuration of urban and rural reserves
- Reward private landowners who restore and steward ecologically significant rural lands
- Expand natural area acquisition through future bond measures and partnerships

78

The Tualatin River was once a regional recreation destination for swimming, boating and fishing. After years of abuse it became the most polluted river in Oregon. While much has been accomplished to ensure the health of the river in our community, we are losing ground. The time to act is now. Tualatin Riverkeepers envision a Tualatin River with clean water for drinking, recreation and fish and wildlife habitat, where balance between human development and natural resources protection is restored, and where there is a shared community value that clean water and wildlife habitat are fundamental for health and will not be compromised.

— Monica Smiley, executive director, Tualatin Riverkeepers

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*Daily except Sunday. †Runs as local on Union Avenue.
On third Monday each month last Ferry for vehicles and animals leaves Vancouver at 7:20 p.m. and on other Mondays at 9:30 p.m.

Portland Railway Light & Power Co.
O. W. P. Div.
Oregon City
Aug. 23, 1911

Oregon City cars leave Portland at 4:30 a. m. and from 6:30 a. m. every thirty minutes to and including 11:50 p. m. Leave Oregon City at 5:45 a. m., and every 30 minutes from 6:17 a. m. to and including 11:05 p. m. Additional cars leave Oregon City at 11:35 p. m., 12:04 and 1:05 a. m. for Golf Jet only.

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Homegrown Solutions

What will be your legacy?



Portland Mayor Joseph Carson rallied with thousands of students in front of City Hall to support two voter initiatives to clean up the Willamette River in November, 1938. Several days after the rally, Portland voters passed a city initiative to finance a new sewer system through increased water rates and federal funds.

Residents of the Portland area enjoy an enviable quality of life that can be attributed in no small measure to our stubborn belief in the importance of thinking ahead and working together. Distinctive cities, diverse neighborhoods, thriving enterprises, productive farmlands and flourishing natural areas comprise the physical, social and economic fabric of our region. They are interwoven and interdependent, giving our treasured place its unique character.

Across the nation and around the world, others admire our region's path-breaking approach to planning for the future. The Portland metropolitan area is recognized as a leader in sustainable development and civic innovation. Yet despite decades of progress, our region still faces the same grave challenges and pitfalls that threaten other communities. Crumbling infrastructure and aging population, shifting demographics and sedentary lifestyles, soaring energy costs and shrinking glaciers – we cannot afford to ignore the realities of our time. It's crucial that we continue to rethink, adapt and innovate. Invent and create. Retool and reinvest.

We have dreams, ambitions and plans. Yet strong regional, local and individual leadership today

is necessary to realize our collective aspirations. Leadership and partnerships have been essential to our past success and will be critical if we are to surmount the myriad challenges we face.

If we build on our region's long tradition of wise stewardship, we can cultivate a brighter future while addressing the pressing issues of our time. We can invest in our communities, revitalize downtowns and main streets, build parks and neighborhoods, and develop employment areas and industries connected by an affordable and sustainable transportation system. We can ensure that nearby farms and forests continue to grow essential food and valuable resources. We can protect natural areas that provide clean water, clean air and native wildlife habitat – the places that keep us grounded, healthy and whole.

For better or for worse, we are building our future day by day. We can strengthen and preserve our region's assets for future generations. We can cultivate homegrown solutions to the problems in our path. It's up to all of us. What will be your legacy?

Want to be part of the solution?

You can help cultivate a thriving future for our region. Learn about upcoming public forums and policy decisions. Find out how your community is planning for the future. Discover the actions you can take in your daily life to renew rather than deplete the planet's resources. To learn what you can do to help make the Portland metropolitan area the greatest place for generations to come, visit www.oregonmetro.gov.



I say it's time we talked about growth...We should all be pro-growth. Not in the sense that we want miles of strip malls, developments and traffic jams..."Pro-growth" does not have to be synonymous with short-sighted and misguided development. Let's change the definition so "pro-growth" characterizes community action that protects our shared vision.

— Michael Jones, City Councilor, West Linn



Far left: First constructed in 1915, Oregon City's municipal elevator was funded by a \$12,000 bond measure. Left: After 40 years of service Oregon City's municipal elevator was replaced with a new model in 1952.

A cynic once grumbled, "All man has learned from the past is that he has learned nothing from the past." Will the next generation say the same? Will bitter hindsight be their lot? Or can they rise up to enjoy the fruits of our foresight? It is still within our hands to set an example for all to follow.

— Tom McCall, governor of Oregon, 1972

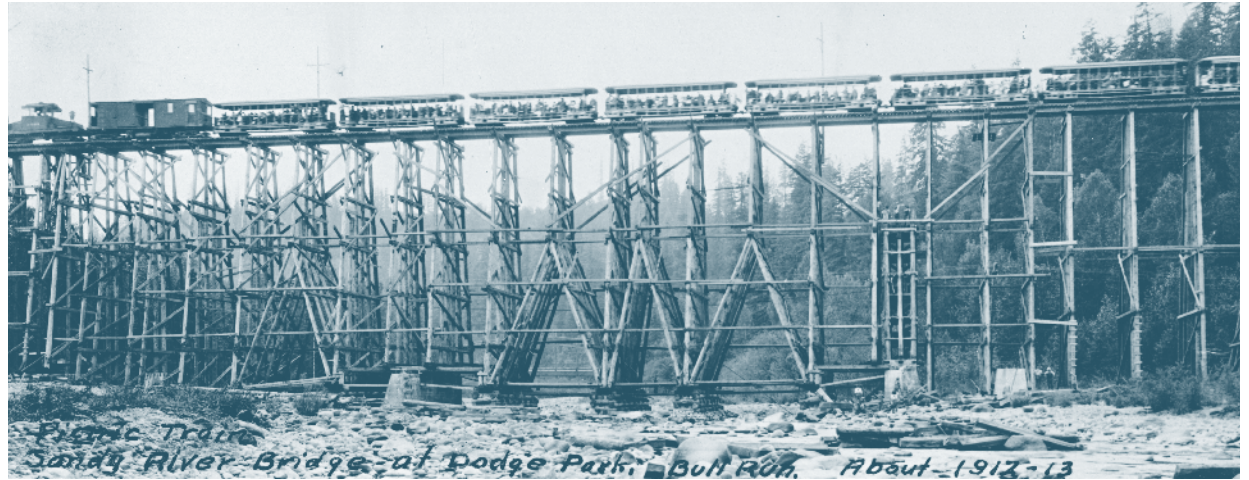
Clean air and clean water do not stop at city limits or county lines. Neither does the need for jobs, a thriving economy and good transportation choices for people and businesses in our region. Voters have asked Metro to help with the challenges that cross those lines and affect the 25 cities and three counties in the Portland metropolitan area.

A regional approach simply makes sense when it comes to protecting open space, caring for parks, planning for the best use of land, managing garbage disposal and increasing recycling. Metro oversees world-class facilities such as the Oregon Zoo, which contributes to conservation and education, and the Oregon Convention Center, which benefits the region's economy.

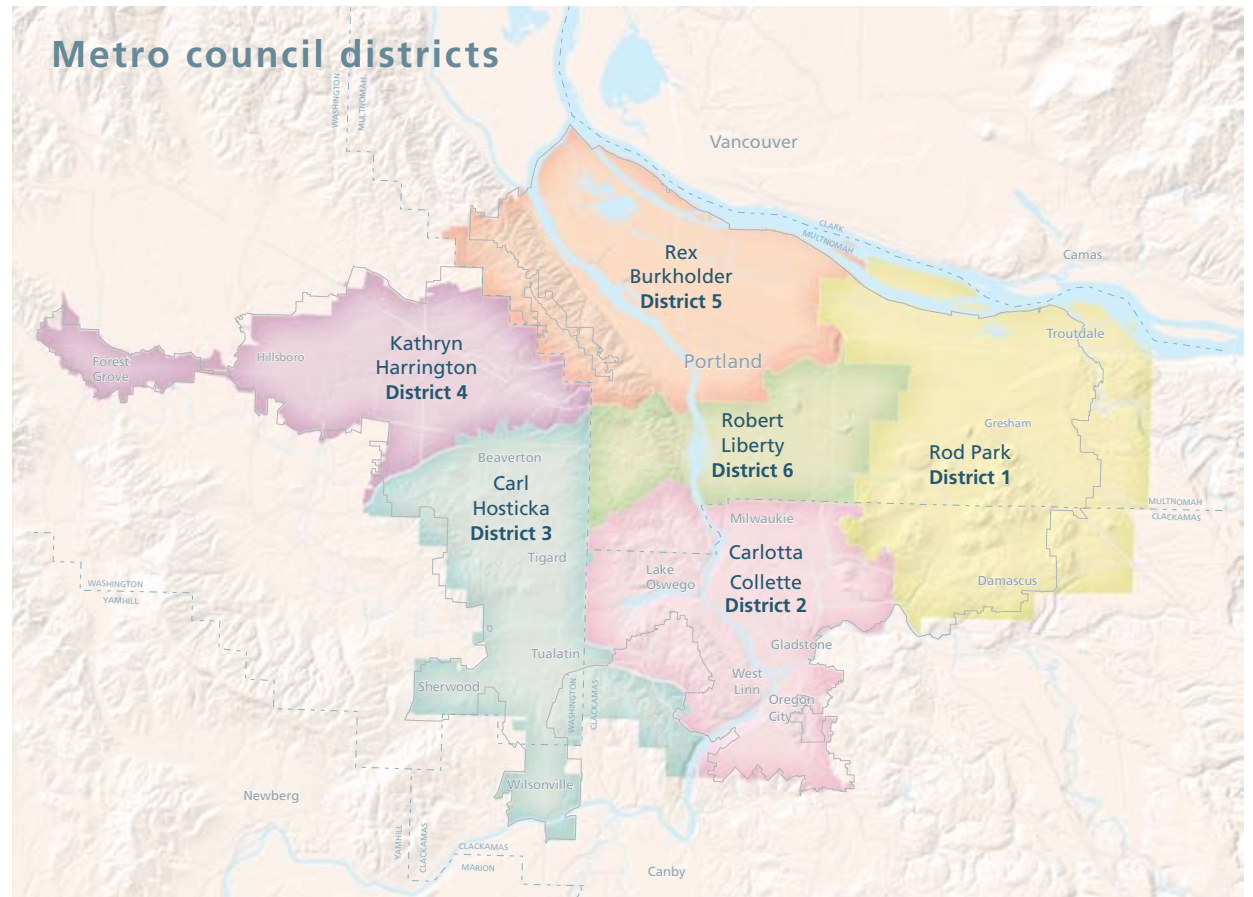
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The bull Run picnic train crosses the Sandy River trestle with a full load of passengers, circa 1912.



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Metro region cities

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Cornelius
Damascus
Durham
Fairview
Forest Grove
Gladstone
Gresham
Happy Valley
Hillsboro
Johnson City
King City
Lake Oswego
Maywood Park
Milwaukie
Oregon City
Portland
Riverview
Sherwood
Tigard
Troutdale
Tualatin
West Linn
Wilsonville
Wood Village

Metro region counties

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