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ECONOMIC DEVELOPMENT ¹

GOAL:

- 5 Foster a strong and diverse economy which provides a full range of employment and economic choices for individuals and families in all parts of the city.**

POLICIES & OBJECTIVES:

5.1 Urban Development and Revitalization

Encourage investment in the development, redevelopment, rehabilitation and adaptive reuse of urban land and buildings for employment and housing opportunities.

Objectives:

- A.** Ensure that there are sufficient inventories of commercially and industrially-zoned, buildable land supplied with adequate levels of public and transportation services.
- B.** Support programs and policies which serve to maintain Downtown Portland and the Lloyd District as the major regional employment, cultural, business, and governmental center. Implement the Central City Plan and carry out the urban development goals of the Comprehensive Plan.
- C.** Retain industrial sanctuary zones and maximize use of infrastructure and intermodal transportation linkages with and within these areas.
- D.** Provide for a diversity of housing types and price ranges to meet the varied needs of Portland citizens, including market, moderate and low income housing.
- E.** Define and develop Portland's cultural, historic, recreational, educational and environmental assets as important marketing and image-building tools of the city's business districts and neighborhoods.
- F.** Recognize and support environmental conservation and enhancement activities for their contribution to the local economy and quality of life for residents, workers and wildlife in the city.

5.2 Business Development

Sustain and support business development activities to retain, expand and recruit businesses.

Objectives:

- A.** Develop incentives for businesses to locate and stay in Council-designated target areas. Encourage Council-designated target industries to locate, stay and expand within the City, particularly in the target areas.
- B.** Incorporate economic considerations in long-range planning activities undertaken by the Bureau of Planning.
- C.** Advocate with Metro, Tri-Met, and other agencies conducting regional planning to consider economic concerns in their land use and transportation planning activities.
- D.** Ensure citizen involvement in the policy development and decision-making process on publicly-funded economic development projects and activities.

¹ Amended by Ordinance No. 168142, September 1994, which replaced the entire goal and policies.

5.3 Community-Based Economic Development

Support community-based economic development initiatives consistent with this Comprehensive Plan and compatible with neighborhood livability.

Objectives:

- A.** Assist broadly-based community coalitions to implement development objectives and programs of adopted community or neighborhood plans. Coalition interests include, at a minimum, City-recognized neighborhood and business associations, as well as businesses, residents, educators, service providers, and other groups and individuals.
- B.** Coordinate activities with other governments, resource organizations and service providers to implement adopted community and neighborhood plan objectives, programs and actions.
- C.** Evaluate the impact of zoning regulations and procedures on neighborhood businesses and retailers using the community and neighborhood planning process. Involve affected business district associations and neighborhood associations in that evaluation.
- D.** Encourage consensus-building activities at the community and neighborhood levels which enhance neighborhood livability and promote economic vitality.

5.4 Transportation System ^{2 3 4}

Promote a multi-modal regional transportation system that stimulates and supports long term economic development and business investment.

Objectives:

- A.** Support multimodal freight transportation improvements to provide competitive regional access to global markets and facilitate the efficient movement of goods and services in and out of Portland's major industrial and commercial districts. Ensure access to intermodal terminals and related distribution facilities to facilitate the local, national, and international distribution of goods and services.
- B.** Use transportation system improvements as a catalyst for attracting industrial and employment development.
- C.** Work closely with public agencies, such as Tri-Met, and the private sector to deliver an efficient and effective transportation system and network. Improve transit connections between residential communities and work sites.
- D.** Support transit-supportive development and redevelopment along designated transit streets and in the vicinity of transit stations.
- E.** Promote safe and pleasant bicycle and pedestrian access to and circulation within commercial areas. Provide convenient, secure bicycle parking for employees and shoppers.
- F.** Encourage a wide range of goods and services in each commercial area in order to promote air quality and energy conservation.
- G.** Pursue special opportunities for alternative modes of transportation to serve as attractors themselves. Such projects include water taxis, streetcars and bicycle/pedestrian facilities and amenities.

² Amended by Ordinance No. 170136, May 1996

³ Amended by Ordinance No. 177028, October 2002

⁴ Amended by Ordinance No. 180132, May 2006

- H. Pursue transportation and parking improvements that reinforce commercial, industrial and residential districts and promote development of new districts.

5.5 **Infrastructure Development**

Promote public and private investments in public infrastructure to foster economic development in Council-designated target areas.

Objectives:

- A. Define the roles and functions of each target area in the context of City-wide and subarea economic development goals. Using a participatory process, prepare an economic development plan for each target area which responds to the City's overall economic development goals and identifies infrastructure projects. Participants will include, at a minimum, affected business and neighborhood associations, local businesses and citizens.
- B. Ensure that service bureaus consider the economic development policies of this Comprehensive Plan in capital budgeting.
- C. Facilitate the development of attractions that will generate new investment, spending and tourism.
- D. Build public and private partnerships to link public infrastructure development to other development plans.
- E. Use public investment as a catalyst to foster private development in Council-designated target areas.

5.6 **Area Character and Identity Within Designated Commercial Areas**

Promote and enhance the special character and identity of Portland's designated commercial areas.

Objectives:

- A. Encourage cooperative efforts by area business, business associations and neighborhood associations to define and enhance the character and identity of commercial areas.
- B. Reinforce the character and identity of commercial areas as neighborhood focal points.
- C. Promote voluntary improvements to the physical environment within commercial areas that are attractive to customers and visitors.
- D. Implement crime prevention measures, including design improvements, in commercial areas to increase the safety of business people, employees and customers and to maintain and promote neighborhood patronage.
- E. Work with local businesses, neighbors and property owners, as well as City-recognized business and neighborhood associations, to identify and designate historical landmarks, Historic Districts and Historic Conservation Districts within commercial areas.
- F. Support public and private improvements and maintenance actions which help enhance a commercial area's identity and provide a safe and attractive physical environment.

5.7 Business Environment Within Designated Commercial Areas

Promote a business environment within designated commercial areas that is conducive to the formation, retention and expansion of commercial businesses.

Objectives:

- A. Promote business, economic growth, formation of capital and the creation and retention of jobs in designated commercial areas.
- B. Encourage new commercial businesses to locate in established commercial areas. Where suitable sites in those areas are not available, encourage those businesses to locate in other designated commercial areas.
- C. Sustain the role of designated commercial areas in providing shopping and employment opportunities for city residents.
- D. Promote the concentration of commercial activities in areas so designated by community and neighborhood plans.
- E. Concentrate the expansion of commercial and mixed use activities near the intersections of Major City Traffic or Transit Streets as designated by the Transportation Element, and near Major Transit streets.
- F. Encourage the retention and development of higher density housing and mixed use development within commercial areas.

5.8 Diversity and Identity in Industrial Areas

Promote a variety of efficient, safe and attractive industrial sanctuary and mixed employment areas in Portland.

Objectives:

- A. Recognize and promote the variety of industrial areas in Portland through development regulations which reflect the varied physical characteristics of the city's industrial areas. Distinguish between older developed areas and newer, less developed ones.
- B. For each industrial zone, establish specific development requirements, while providing a mechanism to allow modification of the regulations when the proposed project design meets the purpose of the regulation.
- C. Promote industrial parks by permitting increased development and use flexibility, after reviews to ensure that the purposes of industrial zoning regulations are met.
- D. Within industrial districts, allow some lands designated for commercial or mixed employment. Provide for this while maintaining the overall industrial orientation of the districts.
- E. Create mixed employment areas which encourage a broad range of employment opportunities by permitting a mix of industrial and commercial activities. Prevent land use conflicts within the mixed employment areas through the use of development standards and by limiting conflicting types of development.
- F. For activities which tend to have substantial off-site impacts or demands on public services, limit the zones where they are permitted outright, and require additional reviews where they may be appropriate.
- G. In determining allowable uses in zones, permit industrial activities outside of industrial sanctuaries when the activity, scale and physical development of the use are compatible with the intent of the base zone.

5.9 Protection of Non-industrial Lands

Protect non-industrial lands from the potential adverse impacts of industrial activities and development.

Objectives:

- A.** Where possible, use major natural or man-made features as boundaries and buffers for industrial areas.
- B.** When industrial zoned lands abut residential zoned lands, and there are no natural boundaries, apply special buffer overlay zone provisions to ensure that development is compatible.
- C.** Use off-site impact standards to ensure industrial activities will not cause nuisance effects on lands whose zoning permits residences.
- D.** Prevent hazardous conditions by ensuring that larger users of hazardous materials are located away from residential areas and that all users of hazardous materials meet applicable building, fire and other safety codes and regulations.

5.10 Columbia South Shore

Encourage the development of the Columbia South Shore as an industrial employment district which attracts a diversity of employment opportunities while protecting significant environmental resources and maintaining the capacity of the area infrastructure to accommodate future development.

Objectives:

- A.** Designate the bulk of the South Shore district for industrial development opportunities, particularly large sites (over 30 acres).
- B.** Allow a mix of business park and industrial development near the Airport Way and I-205 interchange, along Airport Way, and at entrances to the South Shore Industrial District.
- C.** Protect and enhance the scenic and environmental qualities of Marine Drive, the area's sloughs, areas providing significant wildlife habitat, and archaeological resources. Adopt a Columbia South Shore Cultural Resources Protection Plan.⁵
- D.** Protect ground water resources, particularly the city's domestic water supply.
- E.** Designate and build recreation facilities in the Columbia South Shore for walkers, hikers, runners, bicyclists, and canoeists. Improve bicycle and pedestrian connections between the district and residential areas to the south.
- F.** Protect the transportation capacity of the area's street system through both review of individual developments and development of projects identified in the Transportation System Plan.⁶
- G.** Recognize the importance of the Portland International Airport and other regional transportation facilities to the South Shore district.

⁵ Amended by Ordinance No. 169953, April 1996

⁶ Amended by Ordinance No. 177028, October 2002

5.11 Science and Technology Quarter ⁷

Establish a Science and Technology Quarter as the core of the region's biomedical, bioscience, and bioengineering industries and advance these industries by encouraging and capitalizing on the strengths of Portland's academic and medical institutions and the region's technology sector.

Objectives:

- A.** Encourage initial development of the Science and Technology Quarter in the North Macadam District, create strong links to the University District, and recognize the proximity and development opportunities of Portland's South Downtown and Central Eastside Industrial District for future development.
- B.** Undertake collaborative efforts and develop economic development strategies that foster and encourage the establishment and growth of the biomedical, bioscience, and bioengineering industries in Portland, especially within the Science and Technology Quarter.
- C.** Encourage the development of a broad range of business and education activities in the Science and Technology Quarter that will compliment and support the Quarter.
- D.** Support expansions of Oregon Health & Science University, Portland State University, and other institutions and businesses that advance the biomedical, bioscience, and bioengineering industries and create jobs in Portland.
- E.** Encourage Portland academic and medical institutions to continue working collaboratively.
- F.** Support local, state, and federal efforts to provide and improve educational opportunities and prepare Oregonians for jobs in medical, bioscience, and bioengineering-related fields.

5.12 Guild's Lake Industrial Sanctuary Plan ^{8 9}

Encourage the economic stability of the Guild's Lake Industrial Sanctuary, maintain its major public and private investments in multimodal infrastructure, protect its industrial lands and job base, and enhance its capacity to accommodate future industrial growth by including the Guild's Lake Industrial Sanctuary Plan as part of this Comprehensive Plan.

5.13 Cascade Station/Portland International Center ¹⁰

Encourage the development of Cascade Station/Portland International Center (CS/PIC) as a high quality, vibrant mixed-use employment center and gateway to Portland via light rail from Portland International Airport and Interstate 205. Design and development of CS/PIC will create jobs, capitalize on unique infrastructure: Park Blocks and light rail, provide a variety of uses including, office, retail, industrial, hospitality, and entertainment uses, be pedestrian-oriented, and complement its location at Portland International Airport.

5.14 Portland International Airport ¹¹

Recognize the importance of the Portland International Airport to the bi-state economy as a regional, national, and international transportation hub by including the Airport Futures Plan as part of this Comprehensive Plan.

⁷ Added by Ordinance No. 176742, July 2002; readopted by Ordinance No. 177739, July 2003

⁸ Added by Ordinance No. 176092, November 2001

⁹ Amended by Ordinance No. 177920, September 2003

¹⁰ Added by Ordinance No. 179076, February 2005; effective date amended by Ordinance No. 179177, April 2005; effective date amended by Ordinance No. 179266, May 2005.

¹¹ Added by Ordinance No. 184521, April 2011.