

# **OVERVIEW OF POLICIES AFFECTING PDC ACTIVITIES**

**Prepared for PDC Commission**

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The following summarizes adopted policies, strategies and plans that govern or significantly influence activities of the PDC. Policies generally governing development in the City are listed under General Development Policies, followed by policies categorized by activity. The Central City Plan of 1988 is characterized through the recommendations of Central City 2000. Adopted Urban Renewal Plans also impact PDC activities in Urban Renewal areas.

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## **GENERAL DEVELOPMENT POLICIES**

### **I. METRO 2040**

#### **A. URBAN GROWTH MANAGEMENT FUNCTIONAL PLAN**

1. **Minimize the amount of urban growth boundary expansion required...**
2. **Cities shall establish a transportation mode split target for each of the central city, regional centers and station communities.....**

### **II. COUNTY/CITY BENCHMARKS**

#### **A. URGENT BENCHMARKS**

1. **Increase the percentage of people who rate their neighborhood livability high.**
2. **Increase the percentage of people who feel safe walking alone in their neighborhood.**

#### **B. OTHER COMMUNITY BENCHMARKS**

1. **Increase the percentage of people who commute fewer than 30 minutes one-way between home and work.**

#### **C. BENCHMARKS FOR FURTHER STUDY (with METRO 2040)**

1. **Decrease the percentage of people who are homeless.**
2. **Increase the percentage of homeowners and renters below median income spending less than 30% of their household income in housing.**
3. **Increase the percentage of the population that lives within one-half mile of all of the following: park/open space, transit service, elementary service, neighborhood commercial node, and bike paths.**

### III. CITY OF PORTLAND ADOPTED POLICIES

#### **A. CITY ENVIRONMENT POLICIES: SUSTAINABLE CITY PRINCIPLES, ENERGY POLICY, CARBON DIOXIDE REDUCTION STRATEGY**

##### **1. Sustainable City Principles**

- a. Promote a sustainable future...and accept responsibility to (1) support a **stable, diverse and equitable economy**; (2) protect the quality of air, water, land and other natural resources; (3) Conserve native....ecosystems; (4) Minimize human impacts on local and worldwide ecosystems.
- b. City officials and staff will.....include **long-term and cumulative impacts and environmental linkages in decision-making**.....ensure costs of protecting the environment **do not unfairly** burden any one (city) sector.... reduce demand for natural resources....prevent additional pollution..... promote development that **reduces adverse effects on ecology** and supports employment opportunities for citizens.

##### **2. City Energy Policy**

- a. **Increase energy efficiency** in all sectors of the City 10% (from 1990 to 2000).
- b. **Energy Efficiency in Residential Buildings:** Encourage energy-efficiency in existing residences....and promote energy efficient new housing.....encourage local lenders to promote energy-efficient homes.....investigate time-of-sale weatherization.....facilitate weatherization of 20,000 low-income multi-family units by 2000.
- c. **Energy Efficiency through Land Use Regulations:** The City shall promote residential, commercial, industrial and transportation energy efficiency and use of renewable resources.....investigate solar access standards....promote mass transit and compact urban growth.
- d. **Energy Efficiency in Commercial and Industrial Facilities:** encourage energy efficiency in existing commercial/institutional buildings.....target small and medium businesses and major energy-using buildings....explore solar energy use.....

- e. **Energy Efficient Transportation:** Provide opportunities for non-auto transportation.....support increase in preferentially located parking for carpools.....provide technical assistance on alternative fuels for downtown business fleets.
- f. **Telecommunications:** Work with neighborhood commercial districts to put into use telecommunications applications.
- g. **Waste Reduction and Recycling:** Promote energy-saving activities such as (1) reduced use of excess materials; (2) recovery of materials from the waste stream for reuse and remanufacture; (3) recycling; (4) purchase of products from recycled materials.....help local businesses develop markets for recyclable materials.

## 2. Carbon Dioxide Reduction Strategy

- a. By 2010, **reduce carbon dioxide emissions 20 %** below the 1988 level.
- b. By 2015 **reduce metro area vehicle miles travelled per capita by 10 %** from 1995 levels.
- c. Purchase citywide 15,000 highly efficient vehicles and 15,000 **alternative-fueled vehicles**.
- d. **Energy efficiency: Reduce carbon dioxide emissions** (generated) by residential sector 25%; commercial sector 20% and industrial sector 15% by 2010.
- e. **Recycling: Increase solid waste recycling rates** from 26% to 60% of total waste stream.

## B. CENTRAL CITY TRANSPORTATION MANAGEMENT PLAN

### 1. Framework Policies

- a. **Minimize commuter travel by automobile...**to ensure growth in employment.
- b. **Allocate sufficient parking** to land uses which are economically essential to the Central City.

- c. **Manage the availability of parking in each CC district.....**
- d. **Establish mode split goals for transit and alternative modes by district and develop strategies...and incentives to achieve (them).**
- e. **Assure compliance with air quality standards by emphasizing regional solutions to air quality problems.**
- f. **Support development of regional strategies to implement trip reduction goals and support adoption of a regional land use pattern which will support the expansion of the use of alternative modes.**
- g. **Expand the use of transit in the CC by supporting regional funding strategies.**

## 2. **Adopted Policies**

- a. **Support development of housing to maximize efficiency of transportation system and create more livable community**
- b. **Mobility and Access: ....(implement) balanced transportation management programs which enhance mobility and access.**
- c. **Mode Split: Reduce the mode split of single-occupant vehicles by commuters in order to reduce vehicle miles traveled per capita and lessen congestion during the peak hour.**
- d. **Parking: Manage the supply of off- and on-street parking to improve mobility, support economic development, promote the use of alternative modes, and minimize the impacts on adjacent neighborhoods.**
- e. **Transit: Ensure the transit system will be a key component in stimulating economic development in the Central City.....**
- f. **Demand Management: Increase the demand and availability of transit, and ridesharing, and support walking and bicycling, and other alternatives to single-occupant vehicle....**
- g. **Pedestrian Network: Support...a pedestrian-friendly environment...**

- h. **Bicycle Movement: ....Establish a bicycle route network....(support bicycle parking).**
- i. **Air Quality: Implement an air quality plan that will ensure compliance with federal clean air standards.**

**C. HOUSING AND COMMUNITY DEVELOPMENT CONSOLIDATED PLAN**

- 1. **Allocation policy and operating guidelines:**
  - a. **Balance safety net function with neighborhood revitalizer function.**
  - b. **Geographic targeting smaller than eligible neighborhoods will be done when other resources are leveraged.**

## **HOUSING POLICIES**

### **I. STATE OF OREGON**

#### **A. Land Use Goal 10:**

**"Buildable lands for residential use shall be inventoried and plans shall encourage the availability of adequate numbers of needed housing units at price ranges and rent levels which are commensurate with the financial capabilities of Oregon households and allow for flexibility of housing location, type and density.**

Planning guidelines:

**"Plans should...insure the provision of appropriate types and amounts of land...suitable for housing that meets the housing needs of households of all income levels."**

**"Plans providing for housing needs should consider as a major determinant the carrying capacity of the air, land and water resources of the planning area."**

Implementation:

**"Plans should take into account the effects of utilizing financial incentives and resources to (a) stimulate the rehabilitation of substandard housing without regard to the financial capacity of the owner so long as benefits accrue to the occupants; and (b) bring into compliance with codes adopted to assure safe and sanitary housing the dwellings of individuals who cannot on their own afford to meet such codes."**

### **II. METRO 2040**

#### **A. URBAN GROWTH MANAGEMENT FUNCTIONAL PLAN**

1. **Minimize the amount of urban growth boundary expansion required...**
2. **Local governments shall permit...and reasonably assure (building) of the growth capacity (70,704 housing units in Portland of which the target units in mixed use areas is 26,690).**



3. Local governments shall permit..development at densities likely to be achieved during the planning period by the private market or assisted housing programs.....at targeted densities of:

<u>Area</u>	<u>Persons per acre</u>
Central City	250
Regional Center	60
Town Centers	40
Station Communities	45
Main Streets	39

4. Affordable Housing (Title 7): .....use tools identified to improve availability of **sufficient housing affordable to households** of all income levels.....and encourage manufactured housing to assure a diverse range of available housing types.

### III. CITY OF PORTLAND ADOPTED POLICIES

#### **A. 1995 COMPREHENSIVE PLAN GOALS AND POLICIES (Includes Housing Policy for Portland (1978))**

1. **Fair Housing:** Encourage and support **equal access to housing** throughout the city for all people.....
2. **New Housing Production:** Assist the private sector in maintaining an **adequate supply of single and multi-family housing units** (2.5-2.7% single-family and 7% multi-family vacancy rates)
3. **Housing Choice and Neighborhood Stability:** Increase housing choices for Portlanders with emphasis on housing and public improvement programs which: (1) improve the balance in the city's population by attracting and **keeping...families** with children; (2) maintain **neighborhood schools**; (3) increase housing alternatives; and (4) improve the physical and environmental conditions of all neighborhoods.
4. **Lower Income Assisted Housing:** **Support...subsidized housing opportunities**; public housing divided between elderly and non-elderly families proportionate to their representation in the city's total need for low income housing. Public housing units should be small...and achieve as broad an income mix as possible among tenants.
5. **Existing Housing Maintenance:** .....assist continuing maintenance of

existing residential properties...through voluntary housing maintenance code program.

6. **Existing Housing - Major Rehabilitation:** Provide assistance for rehabilitation of housing beyond housing maintenance....
7. **Maintain Housing Potential:** Require no net loss of land reserved for..residential or mixed use (development)....
8. **Vacant and Abandoned Housing and Community Revitalization:** City will support and assist public and private actions to (1) **prevent abandonment....**; (2) improve the environment where abandonment is concentrated; (3) **redevelop affordable housing...compatible with existing architectural styles....**; (4) maintain a residential land bank for redevelopment.

## **B. PROSPEROUS PORTLAND**

1. (Strategy 14I) Provide for a **diversity of housing types and price ranges** to meet the varied needs of Portland citizens.
2. (Strategy 10D) Implement housing policies that **encourage residents to remain and invest in their homes** after obtaining employment.

## **C. CITY ENVIRONMENT POLICIES: SUSTAINABLE CITY PRINCIPLES, ENERGY POLICY, CARBON DIOXIDE REDUCTION STRATEGY**

1. City Energy Policy
  - a. Increase energy efficiency in all sectors of the City 10% (from 1990 to 2000).
    1. **Energy Efficiency in Residential Buildings:** Encourage energy-efficiency in existing residences....and promote energy efficient new housing.....encourage local lenders to promote energy-efficient homes.....investigate time-of-sale weatherization.....**facilitate weatherization of 20,000 low-income multi-family units by 2000.**

**D. HOUSING AND COMMUNITY DEVELOPMENT CONSOLIDATED PLAN**

1. Housing Strategy...responds to priority needs identified in:
  - a. Progress Board Benchmarks
  - b. 1991-96 CHAS and 1994 CHAS policy statement
  - c. 1994/95 Affordable Housing Agenda
  - d. 1993/98 Community Development Plan
  - e. Albina Community Plan
  - f. Neighborhood Plans
  - g. Target Area Action Plans
2. Housing Goals
  - a. Provide **variety of affordable housing options** for low/mod income individual and families
  - b. Preserve, maintain & **develop affordable housing stock** in support of revitalizing distressed neighborhoods and creating healthy mixed-income neighborhoods.
  - c. **Maximize resources** by leveraging...and exploring creative financing strategies.

**IV. SUBAREA PLANS - CITY OF PORTLAND**

**A. OUTER SE COMMUNITY PLAN**

1. Provide a variety of housing choices for OSE residents of **all income levels** by maintaining the existing sound housing stock and promoting new housing development.
  - a. **Construct 14,000 new housing units by 2015...**through private and nonprofit housing producers .... increasing opportunity for building more single-family housing .... promoting attached housing .... increasing opportunities for multi-family housing in areas convenient to shopping and transit.
  - b. Encourage property owners to **maintain and improve their homes**

- c. **Preserve and increase the supply of housing affordable to households below the median income...rehabilitate at least 100 housing units a year owned or rented by ... limited incomes. Preserve existing mobile home parks.**

**B. ALBINA COMMUNITY PLAN**

- 1. **Increase housing opportunities..by preserving and rehabilitating the existing housing stock, constructing...infill, and building higher density housing near business centers and major transit routes.**
  - a. **Add 3,000 new housing units over next twenty years.**
  - b. **Decrease vacant and abandoned housing units by 50% during first five years of the Plan.**
  - c. **Discourage speculation that deters construction of housing**
  - d. **Rehabilitate at least 100 housing units per year..to provide affordable housing to low/moderate income households**
  - e. **Create portion of...housing stock as permanent affordable rental housing through ownership by...nonprofit(s).**
  - f. **Emphasize infill development that accomodates owner-occupancy.**

**C. CENTRAL CITY 2000**

1. **Statewide Real Estate Transfer Tax** for affordable housing and growth management.
2. **Make \$4 million/yr. available to support affordable** mixed or middle-income housing projects in Central City.
3. **Allocate Housing Investment Funds to reflect a balance** between low-income and middle-income (units).
4. **Amend property-tax abatement ordinance** to include owner-occupied housing.
5. **Deveiop Central City public school facilities.**

**D. CENTRAL CITY TRANSPORTATION MANAGEMENT PLAN**

1. **Growth with Livability Policies**
  - a. **Growth with Livability:** 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.
  - b. **Concentrated growth:** Support addition of **...15,000 new housing units to the CC by 2010.**

## **ECONOMIC DEVELOPMENT POLICIES**

### **I. STATE OF OREGON**

#### **A. Land Use Goal 9:**

1. Text: “..provide adequate opportunities for a **variety of economic opportunities**”
2. **Planning guidelines:** Comprehensive plans shall:
  - a. Include economic pattern and SWAT analysis
  - b. Provide adequate supply of diverse sites
  - c. Provide for compatible uses adjacent to business sites
3. Implementation:
  - a. “Plans should take into account methods and devices for overcoming regional conditions”; **five types of incentives are listed:**
    1. Tax incentives and disincentives
    2. Land use controls and ordinances
    3. Preferential assessments
    4. Capital improvements programming
    5. Fee and less-than-fee acquisition techniques
  - b. A community is free to “choose” the type and level of economic development it wishes...and must provide an **“adequate supply of sites”** defined as a 5 year supply of sites for any particular need.

### **II. REGIONAL STRATEGIES BOARD (Washington and Multnomah Counties)**

- A. Vision: Promote a diverse and sustainable economy
- B. Long-term Goals:
  - a. Create and retain jobs that lead to **economic self-sufficiency**
  - b. Continuously develop, **educate and train workforce**
  - c. **Link jobs** to all region residents
  - d. Build regional public and private wealth & economic capacity

- e. **Positively affect low income communities**
- f. **Enhance quality of life**
- g. **Provide full-range of job opportunities**
- h. **Link business needs with educational system**
- i. **Create entrepreneurial opportunities**
- j. **Link private, educational, general governmental sector to economic agenda**
- k. **Attract, expand, retain companies and jobs within key industries**
- l. **Equitable distribution of jobs (geographic & socio-economic)**

### **III. METRO 2040**

#### **A. URBAN GROWTH MANAGEMENT FUNCTIONAL PLAN**

- 1. **Minimize the amount of urban growth boundary expansion required...**
- 2. **Local governments shall permit...and reasonably assure (building) of the growth capacity (158,503 job capacity in Portland of which the target units in mixed use areas is 100,087).**
- 3. **Local governments shall require no more than the minimum parking....**
- 4. **Cities are required to prohibit retail uses larger than 50,000 s.f. in employment and industrial areas...**

### **IV. COUNTY/CITY BENCHMARKS**

#### **A. URGENT BENCHMARKS**

- 1. **Increase average annual payroll per non-farm worker.**
- 2. **Increase percentage of people with incomes above federal poverty level.**

#### **B. OTHER COMMUNITY BENCHMARKS**

- 1. **Increase per capita income.**
- 2. **Increase total employment.**

3. **Decrease the unemployment rate.**
4. **Increase the percentage of income from goods and services sold outside of the United States.**
5. **Increase the percentage of income from goods and services sold outside of the Portland Metropolitan region.**
6. **Decrease the number of small businesses that fail.**
7. **Increase the percentage of employers who provide more than 20 hours of training per employee per year.**
8. **Increase the percentage of 25 yr. olds and older who have completed a certificate or diploma from any post-secondary training or educational program.**
9. **Increase the percentage of total jobs in the Portland Metropolitan area located in downtown Portland.**

#### **V. CITY OF PORTLAND ADOPTED POLICIES: CITYWIDE**

##### **A. 1995 COMPREHENSIVE PLAN GOALS AND POLICIES (Includes Housing Policy for Portland (1978))**

1. **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.**
  - a. **Ensure sufficient inventories of buildable land...support Downtown and the Lloyd District as the major regional employment center....retain industrial sanctuary zones.**
  - b. **Sustain and support business-development activities.....develop incentives for businesses (particularly target industries) to locate in Council-designated target areas.**
  - c. **Support community-based economic development initiatives...assist broadly-based community coalitions to implement development objectives....evaluate the impact of zoning on neighborhood businesses.**



- d. Promote a conducive business environment in designated commercial areas...encourage new commercial businesses to locate in established areas...sustain the role of designated areas in providing employment opportunities for city residents.
- e. Promote **industrial sanctuary & mixed employment areas**.....promote industrial parks.....**protect non-industrial lands from adverse impacts.**
- f. Encourage **development of Columbia South Shore** as industrial employment district.....allow a mix of industrial development near Airport Way.....protect scenic and environmental qualities of Marine Dr.....protect transportation capacity.

## B. PROSPEROUS PORTLAND

- 1. Maintain a **competitive regulatory climate** and provide excellent customer service. Improve the business climate for minority-owned businesses.
- 2. Sustain an aggressive business development program....
  - a. Focus proactive business/workforce development efforts on **clusters of target industries: Electronic Equipment, Environmental Services and Equipment, Food Processing, Health Technology/Biotechnology, Professional Services, Transportation Equipment, Warehousing & Distribution.** Recognize importance of visitor industry; pursue opportunities to create integrated housing industry.
  - b. Encourage economic activities which contribute to the **development of Central City and neighborhood business districts**....including retail, film & video and sports marketing.....and support business districts....
  - c. Develop **incentives for businesses** to locate in Council-designated target areas, particularly target industries, and to encourage development of companies which utilize sustainable development principles....
  - d. Promote strategy to **encourage absentee landlords to return land to local ownership** and improve the properties.

3. Emphasize efforts that support and nurture retention and growth of small businesses.
  - a. Pursue **loan opportunities for small businesses** throughout the City.....pursue additional funding sources to expand existing loan programs....expand loan programs to serve full range of small businesses' financial needs including equity positions
  - b. Ensure that adequate **technical assistance resources for small business** skill development are available....and small business information needs are met.
4. Develop international economic opportunities....
  - a. Create **International Development Council** and develop/implement strategy for continued internationalization of Portland...focused on target industries
  - b. Coordinate short-term projects to improve intl. business climate
5. Create a **highly skilled and globally competitive workforce**, increasing per capita income in the city.
  - a. Advocate for **tax incentives (supporting) significant training investments...**
  - b. Foster **collaborative training/hiring efforts** by businesses with common needs....
  - c. Plan services, training and outcomes based on needs of target industries and key employment sectors....
  - d. Invest in **youth training programs** supporting certificate of advanced mastery programs and alternative learning environments....encourage local school districts to guarantee graduates have basic skills needed by businesses.....
  - e. Fund programs for adults that provide basic skills...particularly in target industries....supplemented by employer investments.

- f. **Target workforce development efforts to neighborhoods with the highest incidence of low income and unemployment....integrated with other workforce development and related programs**
- g. **Increase the number of jobs available to local residents by linking economic and workforce development initiatives....increase women and minorities in construction trades....support Enterprise Zone incentives linked to target community hiring...modify business behavior by increasing target neighborhood hiring**

**C. HOUSING AND COMMUNITY DEVELOPMENT CONSOLIDATED PLAN**

**1. Strategic Direction:**

- a. **Encourage projects which stimulate private investment, provide needed services and produce increased wealth for residents of targeted communities**
- b. **Explore other initiatives with direct links between activity and benefit to low income persons such as support of microenterprises and small businesses.**

**2. Program Goals:**

- a. **Assist targeted communities to achieve their economic development goals**
- b. **Emphasize efforts that support small businesses in targeted areas.**
- c. **Encourage community-based organizations to carry out City-administered programs.**
- d. **Develop incentives to encourage development of companies which utilize sustainable development principles.....**

## **VI. SUBAREA PLANS - CITY OF PORTLAND**

### **A. OUTER SE COMMUNITY PLAN**

1. **Improve the vitality of business districts and employment centers....ensure they grow, serve residents' needs, attract customers from throughout region and generate family wage jobs.**
  - a. **Create up to 6,000 new jobs....increase range of uses allowed in redevelopable commercial strips....maintain supply of industrial land.....(support) medical/education institutions....encourage development of regional center in Gateway area and development of Lents Town Center.**
  - b. **Promote growth and retention of existing businesses to increase the number of jobs they provide.....recruit businesses that provide family wage jobs.**
  - c. **Provide OSE residents with information/access to family wage job opportunities.**

### **B. ALBINA COMMUNITY PLAN**

1. **Business Growth and Development: Stimulate investment, capital formation and job creation benefiting Albina enterprises and households. Expand and diversity and area's...employment base. Aggressively market..to investors, developers, business owners, workers, households and tourists.**
  - a. **Encourage economic activities....which broaden and diversify..the (economic) base.**
  - b. **Use urban renewal funds to create community capital investment funds, support land assembly, and prepare sites.**
  - c. **Strengthen/stimulate linkages between Albina businesses and Metro area and rural businesses**
  - d. **Promote entrepreneurship and micro-enterprise growth....create business incentive programs.**
  - e. **Support growth of....working capital loan funds...and**

community-based revitalization organizations.....

- f. Encourage **professional firms** to locate in Albina...develop a comprehensive marketing plan for Albina community.
  - g. Encourage...**purchase of locally-available** goods and services
  - h. Increase the proportion of local business owners, managers and employees **who live in the Albina community**.
  - i. Raise the Albina Community **median household income**.
  - j. Encourage **business-ownership training opportunities** for low-capital entrepreneurs...
  - k. **Create 2,000 net new jobs by 2012....**increase the number of family-wage jobs with full benefits....increase the number of Albina employers to recruit from the Albina labor force...reduce unemployment to level comparable to City of Portland
  - l. Encourage **professional firms to locate** in Albina...develop a comprehensive marketing plan for Albina community.
2. **Jobs and Employment: Reduce the unemployment rate** among Albina residents....strengthen programs that prepare area residents for long-term employment & career advancement...ensure job training programs are comprehensive and culturally sensitive.
- a. Increase the **number of residents** who have family-wage jobs.
  - b. Target minimum **20% all new jobs..**to Albina residents....develop network of agencies to refer (residents into employment support) services thus eliminating duplication of services.
  - c. Develop and continue **training and child care programs..**  
..encourage major employers/projects to set training and employment goals.

## C. **CENTRAL CITY 2000**

- 1. Examine changes to the **City/County Business License Fee** - specifically the "owner's deduction and apportionment methodology.

2. Establish program to **encourage renovation of older commercial buildings...to ensure an adequate supply of moderate-cost office space in the Central City, including financial incentives to renovate older commercial buildings (including state tax credits and property tax abatement)**
3. Establish an **“Employment Opportunity Fund”** to attract or retain Central City quality jobs.
4. Focus Central City job retention/attraction on **5 target industries: Creative Services, Bio-tech/Health Services, Information Services, Tourism, Destination Retail.**
5. Develop a **Regional Workforce Development Board** to integrate workforce assets of the region.
6. Provide incentives for employers to **invest in workforce training and skills development, including state credit against unemployment insurance.**

**D. CENTRAL CITY TRANSPORTATION MANAGEMENT PLAN**

1. Adopted Policies
  - a. Concentrated growth: **Support addition of 75,000 new jobs.... to the Central City by 2010.**
  - b. Employment: **Expand employment opportunities...taking into consideration planned densities, levels of congestion, transit service in each district.**

## **REDEVELOPMENT POLICIES**

### **I. STATE OF OREGON**

#### **A. Land Use Goal 11:**

1. Text: "plan and develop a timely, **orderly and efficient arrangement of public facilities and services** to serve as a framework for urban development....including solid waste disposal sites."
2. Planning guidelines: Comprehensive plans shall:
  - a. Include an adopted public facility plan so development is guided and supported by **urban facilities** appropriate for the needs of urban areas

#### **B. Land Use Goal 14:**

1. Text: "Provide for an orderly and efficient **transition from rural to urban land use.**"
2. Planning guidelines: Establish an **Urban Growth Boundary**; utilize four listed criteria regarding the development of presently undeveloped land within a UGB into urban uses.

### **II. METRO 2040**

#### **A. URBAN GROWTH MANAGEMENT FUNCTIONAL PLAN**

1. **Minimize the amount of urban growth boundary expansion required...**
2. Local governments shall require **no more than the minimum parking....**
3. Cities are required to **prohibit retail uses** larger than 50,000 s.f. in employment and industrial areas...
4. **Transportation accessibility....**design standards for street connectivity...transportation performance standards

#### **IV. CITY OF PORTLAND ADOPTED POLICIES: CITYWIDE**

##### **A. 1995 COMPREHENSIVE PLAN GOALS AND POLICIES (Includes Housing Policy for Portland (1978))**

1. 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.
  - a. **Ensure sufficient inventories of buildable land**...support Downtown and the Lloyd District as the major regional employment center....retain industrial sanctuary zones.
  - b. Sustain and support business-development activities.....**develop incentives for businesses (particularly target industries) to locate in Council-designated target areas.**
  - c. **Support community-based economic development** initiatives...assist broadly-based community coalitions to implement development objectives.....evaluate the impact of zoning on neighborhood businesses.
  - d. **Promote a conducive business environment in designated commercial areas**...encourage new commercial businesses to locate in established areas...sustain the role of designated areas in providing employment opportunities for city residents.
  - e. **Promote industrial sanctuary & mixed employment areas**.....promote industrial parks.....protect non-industrial lands from adverse impacts..
  - f. **Encourage development of Columbia South Shore** as industrial employment district.....allow a mix of industrial development near Airport Way.....protect scenic and environmental qualities of Marine Dr.....protect transportation capacity.

##### **B. PROSPEROUS PORTLAND**

1. **Capital Funding Principles** - Project proposals should address:
  - a. Program objectives and measurable outcomes, budgets/cash flows
  - b. Project costs - ability to complete projects w/in funded years



- c. Job Creation - how project creates/retains jobs for City residents
- d. Target Industries - how project creates/retains jobs in target industries and jobs linked to education/training

2. **Target Area Infrastructure:** promote infrastructure investments in target areas.

- a. Ensure Prosp. PDX policies are considered in capital budgets.
- b. Pursue revolving loan funds and loan guarantees for infrastructure development
- c. Address backlog of unfunded capital improvement projects
- d. Facilitate accommodation of new technology in infrastructure
- e. Develop attractions..generating new investment, spending and tourism

3. **Inventories of land for development**

- a. Ensure sufficient inventories of commercially buildable land with infrastructure...including sites for recycling / sustainable technology facilities.
- b. Support **Downtown and Lloyd Center** as major regional employment center.
- c. Retain Industrial Sanctuaries
- d. **Lead environmental remediation** - coordinating management; implementing flexible standards and establishing funding mechanisms for remediation.
- e. Support environmental conservation and encourage **development of green industrial park**

4. Multi-modal Transportation

- a. Facilitate efficient movement of goods & services...ensure access to **Port's terminals and distribution facilities**.....support maintenance of transportation infrastructure for distribution of goods/services..
- b. Deliver efficient & effective transportation system & network...**improve transit commuter connections..**  
**support transit-related development**....promote bicycle / pedestrian access in comml. areas....pursue special opportunities for alternative transportation modes...pursue parking improvements that reinforce districts.

5. Urban Form

- a. Promote & enhance designated commercial areas....**concentrate expansions near major City traffic or transit streets**
- b. Designate **historic landmarks and districts**
- c. Support **commercial area identity** and safe & attractive physical environments

6. Develop Columbia South Shore

- a. Availability of **large industrial sites** with business parks at gateways
- b. Design/build **recreation facilities**.

**Y. SUBAREA PLANS - CITY OF PORTLAND**

**A. OUTER SE COMMUNITY PLAN**

- 1. Improve the vitality of business districts and employment **centers**....**ensure** they grow, serve residents' needs, attract customers from throughout region and generate family wage jobs.

- a. **Foster revitalization of older business districts** including Foster Rd., 82nd Ave. and downtowns of Lents & Montavilla....promote reuse and redevelopment of .... underutilized commercial sites on arterials along I-205.
- b. Establish high profile **“regional center” in the Gateway** to the Portland Adventist Medical Center area...encourage focal points and village squares at commercial nodes....promote main street redevelopment.....protect natural and scenic resources

## **B. ALBINA COMMUNITY PLAN**

- 1. **Commercial nodes:**
  - a. Enhance neighborhood livability...(through) more efficient design and utilization...in (business) centers. Create accessible, **spatially concentrated commercial convenience centers**.
  - b. Support public/private investment in physical infrastructure, social and educational services and financial resources..necessary for business development / employment growth.
  - c. Encourage **rehabilitation/reuse of older non-residential building** stock...to provide **affordable** business locations.....encourage new construction on vacant infill and underutilized lots. Encourage multi-use and mixed-use development
- 2. **Transit & alternative mode support**
  - a. Create a **pedestrian-friendly community** through pathways; develop bicycle routes; reduce reliance on single-occupancy automobile
  - b. Concentrate new developments **near transit corridors**....support early development of light rail.....provide off-street parking along MLK...encourage mixed use projects
- 3. **Urban form and Historic Preservation:**
  - a. **Preserve historic resources** and spatial patterns...protect significant historic districts....promote historical use of plantings
  - b. Develop **symbols and design themes** unique to Albina...install attractive public improvements...establish hierarchical system of gateways.

**C. CENTRAL CITY 2000**

**1. Central Eastside**

- a. \$10.4 million eastbank esplanade enhancement
- b. Esplanade Pedestrian Connection Program
- c. S.E. Water Ave. Extension
- d. MLK Blvd. / Grand Ave. enhancement program and facade improvement programs (\$3.5 million)

**2. Rose / Lloyd District**

- a. 100,000 s.f. Convention Center expansion
- b. Committed inventory of convention center hotel rooms
- c. Pedestrian connections and fareless square expansion

**3. Old Town / Chinatown**

- a. Complete Rouse retail pavilion & 4th / Yamhill parking garage
- b. Extend Waterfront Park to Marquam Bridge
- c. Develop Trailways and Post Office blocks with 200,000 s.f. office building and 4-5 story parking garage
- d. Design and construct classical Chinese garden.

**4. River District**

- a. Reconstruct streets at-grade with new ramp to Broadway Bridge
- b. Lovejoy & Northrup street - street cars
- c. Establish open space and riverfront access through property acquisition

- d. Infrastructure improvements along N.W. Front
- e. Pedestrian improvements from Transit Mall / Union Station to N.W. Front

5. **University District**

- a. PSU will build: (1) Academic & community center; (2) University Plaza as District gateway and major transit hub
- b. Transit Mall extended to University Plaza

D. **CENTRAL CITY TRANSPORTATION MANAGEMENT PLAN**

1. **Adopted Policies**

- a. **Concentrated growth: Support addition of 75,000 new jobs.... to the Central City by 2010.**
- b. **Urban Form: Preserve pedestrian & urban design elements of Central City plan and improve pedestrian and bicycle accessibility ... minimize and mitigate effects of high-density development on adjacent neighborhoods.**
- c. **Minimize demand for parking** without negatively impacting development opportunities....
- d. **Support transit** as the preferred mode of moving people....
- e. **Maintain and/or enhance commercial and vehicle access and circulation to serve industrial activities.....protect industrial sanctuaries from commercial development.**
- f. **Reduce mode-split of single-occupancy commuting....establish a commuter rideshare goal of 1.3 persons per vehicle by 2010.**
- g. **Maximum parking ratios established...to limit long-term commuter parking.....parking ratios established based on transit-service and density of land-uses...encourage joint use of parking....establish minimum residential parking ratios**

## **GUIDE TO DOCUMENTS**

### **I. STATE LAND USE GOALS**

**DATE:** 1973

**SOURCE:** STATE LEGISLATION

**ENFORCEMENT/OVERSIGHT:** LAND CONSERVATION &  
DEVELOPMENT COMMISSION

### **II. REGIONAL STRATEGIES GOALS**

**DATE:** 1995

**SOURCE:** REGIONAL STRATEGIES BOARD /  
OEDD

**ENFORCEMENT/OVERSIGHT:** REGIONAL STRATEGIES BOARD /  
OEDD

### **III. METRO 2040**

**DATE:** 1995 - GROWTH CONCEPT;  
FALL 1996 - FUNCTIONAL PLAN

**SOURCE:** METRO BOARD IMPLEMENTING  
REGIONAL CHARTER

**ENFORCEMENT/OVERSIGHT:** METRO AND LOCAL JURISDICTIONS

### **IV. COUNTY/CITY BENCHMARKS**

**DATE:** 1995

**SOURCE:** COUNTY/CITY GOVERNMENTS

**ENFORCEMENT/OVERSIGHT:** PORTLAND/MULTNOMAH PROGRESS  
BOARD

- V. CITY COMPREHENSIVE PLAN  
DATE: 1980; ONGOING UPDATING BY SECTIONS  
SOURCE: PORTLAND CITY COUNCIL / PORTLAND PLANNING COMMISSION IMPLEMENTING STATE LAND USE GOALS  
ENFORCEMENT/OVERSIGHT: PORTLAND CITY COUNCIL / PLANNING COMMISSION
- VI. PROSPEROUS PORTLAND  
DATE: 1994  
SOURCE: PORTLAND CITY COUNCIL  
ENFORCEMENT/OVERSIGHT: PORTLAND CITY COUNCIL
- VII. BHCD CONSOLIDATED PLAN  
DATE: 1995  
SOURCE: U.S. HUD AND (COUNTYWIDE) HOUSING AND COMMUNITY DEVELOPMENT COMMISSION  
ENFORCEMENT/OVERSIGHT: HOUSING AND (COUNTYWIDE) COMMUNITY DEVELOPMENT COMMISSION AND PORTLAND CITY COUNCIL
- VII. CITY ENVIRONMENT POLICIES: ENERGY POLICY, CARBON DIOXIDE STRATEGY, SUSTAINABILITY PRINCIPLES  
DATE: 1990: ENERGY POLICY  
1993: CARBON DIOXIDE STRATEGY  
1994: SUSTAINABILITY PRINCIPLES  
SOURCE: PORTLAND CITY COUNCIL AND PORTLAND SUSTAINABILITY COMMISSION  
ENFORCEMENT/OVERSIGHT: PORTLAND CITY COUNCIL

**VII. OUTER SOUTHEAST COMMUNITY PLAN**

**DATE:** 1996

**SOURCE:** PORTLAND CITY COUNCIL

**ENFORCEMENT/OVERSIGHT:** PORTLAND CITY COUNCIL /  
PORTLAND PLANNING COMMISSION

**VII. ALBINA COMMUNITY PLAN**

**DATE:** 1993

**SOURCE:** PORTLAND CITY COUNCIL

**ENFORCEMENT/OVERSIGHT:** PORTLAND CITY COUNCIL /  
PORTLAND PLANNING COMMISSION

**VIII. CENTRAL CITY PLAN / CENTRAL CITY 2000**

**DATE:** CENTRAL CITY PLAN: 1988  
CENTRAL CITY 2000: 1996

**SOURCE:** PORTLAND CITY COUNCIL /  
PORTLAND PLANNING COMMISSION

**ENFORCEMENT/OVERSIGHT:** PORTLAND CITY COUNCIL /  
PORTLAND PLANNING COMMISSION /  
MAYOR'S BUSINESS ROUNDTABLE

**IX. CENTRAL CITY TRANSPORTATION MANAGEMENT PLAN**

**DATE:** 1995

**SOURCE:** PORTLAND CITY COUNCIL /  
PORTLAND PLANNING COMMISSION

**ENFORCEMENT/OVERSIGHT:** PORTLAND CITY COUNCIL /  
PORTLAND PLANNING COMMISSION



CITYWIDE POLICIES

DOCUMENT	HOUSING	ECONOMIC DEVELOPMENT	REDEVELOPMENT	COMMENTS
STATE LAND USE GOALS	CAPACITY & AFFORDABILITY			CONSIDER FINANCIAL INCENTIVES TO SUPPORT REHABILITATION
		CAPACITY & BUS. CLIMATE		ADEQUATE SITE INVENTORY & COMPATIBILITY; ADDRESS INCENTIVES
			PUBLIC FACILITIES; URBAN FORM	URBAN GROWTH BOUNDARY & RURAL/ URBAN LAND CONVERSION CRITERIA
REGIONAL STRATEGIES GOALS		DIVERSE & SUSTAINABLE		EQUITY & LINKAGES & ENTREPRENEURSHIP THRU TARGET INDUSTRIES
METRO 2040 FUNCTIONAL PLAN	DENSITY & AFFORDABILITY			70,000 HOUSING UNITS BY 2017; PER ACRE DENSITY STDS; MFG. HOMES
		JOB GROWTH & CAPACITY		158,000 NEW CITY JOBS BY 2017; 71,300 NEW JOBS IN CENTRAL CITY
			DENSITY & URBAN FORM	PARKING MAXIMUMS; RETAIL SIZE LIMITS; TRANSP. ACCESSIBILITY
COUNTY/CITY BENCHMARKS	LIVABILITY			URGENT: NEIGHBORHOOD LIVABILITY & SAFETY
		INCOME & UNEMPLOYMENT		URGENT: INCREASE AVG. PAYROLL; DECREASE PEOPLE IN POVERTY
			IND. SITES & PARKS	NOT URGENT: ADEQUATE JOB GROWTH LAND; PARK ACRES PER CAPITA
CITY COMPREHENSIVE PLAN	AFFORDABILITY & SUPPLY			HOUSING SUPPLY ADEQUATE AT 2.5-7% VACANCY
		SITE SUPPLY & BUS. INCENTIVES		SUPPORT CENTRAL CITY; SITE SUPPLY; COMMUNITY-BASED EC.DEV.
			URBAN FORM	PROMOTE IND. SANCTUARIES & MIXED EMPLYMT; DEVELOP SOUTHSHORE

CITYWIDE POLICIES

DOCUMENT	HOUSING	ECONOMIC DEVELOPMENT	REDEVELOPMENT	COMMENTS
STATE LAND USE GOALS	CAPACITY & AFFORDABILITY			CONSIDER FINANCIAL INCENTIVES TO SUPPORT REHABILITATION
		CAPACITY & BUS. CLIMATE		ADEQUATE SITE INVENTORY & COMPATIBILITY; ADDRESS INCENTIVES
			PUBLIC FACILITIES; URBAN FORM	URBAN GROWTH BOUNDARY & RURAL/ URBAN LAND CONVERSION CRITERIA
REGIONAL STRATEGIES GOALS		DIVERSE & SUSTAINABLE		EQUITY & LINKAGES & ENTREPRENEURSHIP THRU TARGET INDUSTRIES
METRO 2040 FUNCTIONAL PLAN	DENSITY & AFFORDABILITY			70,000 HOUSING UNITS BY 2017; PER ACRE DENSITY STDS; MFG. HOMES
		JOB GROWTH & CAPACITY		158,000 NEW CITY JOBS BY 2017; 71,300 NEW JOBS IN CENTRAL CITY
			DENSITY & URBAN FORM	PARKING MAXIMUMS; RETAIL SIZE LIMITS; TRANSP. ACCESSIBILITY
COUNTY/CITY BENCHMARKS	LIVABILITY			URGENT: NEIGHBORHOOD LIVABILITY & SAFETY
		INCOME & UNEMPLOYMENT		URGENT: INCREASE AVG. PAYROLL; DECREASE PEOPLE IN POVERTY
			IND. SITES & PARKS	NOT URGENT: ADEQUATE JOB GROWTH LAND; PARK ACRES PER CAPITA
CITY COMPREHENSIVE PLAN	AFFORDABILITY & SUPPLY			HOUSING SUPPLY ADEQUATE AT 2.5-7% VACANCY
		SITE SUPPLY & BUS. INCENTIVES		SUPPORT CENTRAL CITY; SITE SUPPLY; COMMUNITY-BASED EC.DEV.
			URBAN FORM	PROMOTE IND. SANCTUARIES & MIXED EMPLYMT; DEVELOP SOUTHSHORE

DOCUMENT	HOUSING	ECONOMIC DEVELOPMENT	REDEVELOPMENT	COMMENTS
PROSPEROUS PORTLAND	STABILITY & DIVERSITY	TARGET INDUSTRIES		DIVERSITY OF HOUSING TYPES & PRICES; ENCOURAGE NBRHOOD STABILITY
		REGULATORY & BUS. CLIMATE		CREATE PLANS FOR 7 CITYWIDE TARGETS; PURSUE HOUSING INDUSTRY
		CENTRAL CITY & BUS. DISTRICTS		COMPETITIVE WITH OTHER METRO JURISDICTIONS; CUSTOMER SERVICE
		INCENTIVES FOR TGT. AREAS		FOCUS ON RETAIL, FILM & VIDEO AND SPORTS MARKETING; SUPPORT NEIGHBORHOOD BUSINESS DISTRICTS
		SMALL BUS SUPPORT		INCENTIVES FOR BUSINESSES TO LOCATE IN TGT AREAS, ESP. TGT IND.
		INTERNATIONAL STRATEGY		BUILD LOAN FUNDS; INSURE TECH ASST. AND INFORMATION AVAILABLE
		CREATE SKILLED WORKFORCE		FORM INTL. DEVELOPMENT COUNCIL
			CAPITAL FUNDING PRINCIPLES	INCENTIVES FOR TRAINING; TARGET LOW INCOME RESIDENTS
			TGT. AREA INFRASTRUCTURE	PROJECTS CONSIDER JOBS FOR RESIDENTS & TARGET INDUSTRY SUPPORT
			MULTI-MODAL TRANSP.	ENSURE AVAIL. SITES; SUPPORT CENTRAL CITY
BHCD CONSOLIDATED PLAN	AFFORDABILITY FOR LOW / MOD		URBAN FORM	FREIGHT ACCESS FOCUS; ALTERNATIVE MODE SUPPORT
				RANGE OF BUSINESS SITES; NFRASTRUCTURE LOANS; ENV. REMEDIATION COMML. AREA IDENTITY; DEVELOP SOUTHSHORE; MULTI-MODAL TRANSP.
CITY ENVIRONMENT POLICIES	FOSSIL FUEL ENERGY SAVED	INCREASE WEALTH & SUSTAINABILITY		VARIETY OF LOW/MOD AFFORDABLE OPTIONS; CREATE MIXED-INCOME NEIGHBORHOODS
		ENERGY SAVED & RECYCLING		ENTREPRENEURIAL FOCUS; COMMUNITY LEVEL DELIVERY
CITY ENVIRONMENT POLICIES	FOSSIL FUEL ENERGY SAVED			WEATHERIZE 20,000 HOUSING UNITS
				20% CO2 REDUCTION BY 2010; 10% ENERGY SAVINGS BY 2000

SUBAREA PLANS

DOCUMENT	HOUSING	ECONOMIC DEVELOPMENT	REDEVELOPMENT	COMMENTS
OUTER SE COMMUNITY PLAN	AFFORDABILITY & NEW UNITS			14000 NEW HOUSING UNITS BY 2015; REHAB 100 HOUSING UNITS/YR. PROMOTE OWNER-OCCUPIED ATTACHED HOUSING; SUPPORT NONPROFITS
		NEW JOBS		6000 NEW JOBS; MAINTAIN IND. LAND;
			REVIT BUS DISTRICTS	LENTS REDEVELOP & GATEWAY REGIONAL CENTER DEV.
ALBINA COMMUNITY PLAN	AFFORDABILITY & NEW UNITS			3000 NEW HOUSING UNITS BY 2012; REHAB 100 HOUSING UNITS/YR. HOME OWNERSHIP FOR RESIDENTS; DISCOURAGE SPECULATION
	DECREASE VACANT/ABANDONED			GOAL OF 50% DECREASE BY 1998; CLEAR UNSALVAGABLE
		DIVERSIFY & CREATE JOBS		2000 NET NEW JOBS BY 2012 W/20% TO RESIDENTS; HIGHER WAGES;
			COMMERCIAL NODES	MLK REDEVELOPMENT; BUSINESS OWNERSHIP BY RESIDENTS
			TRANSIT SUPPORT	INCREASE DENSITY; ENCOURAGE MIXED USE PROJECTS
			URBAN FORM & HIST. PRESVATN	PUBLIC IMPROVEMENTS; GATEWAYS; STREETSCAPES; USE BUFFERS
CENTRAL CITY 2000 (IMPLEMENTING CENTRAL CITY PLAN)	AFFORDABILITY & BALANCE			\$4 MILLION TAX INCREMENT FOR HOUSING SUBSIDIES + TRANFER TAX
		BUSINESS CLIMATE		EXAMINE LICENSE FEES; SUBSIDIZE OFFICE BLDG. REHAB
		INDUSTRY DEV.		INCENTIVES FOR BUS. INVESTMENT AND WORKER TRAINING
		WORKER LINKAGES		REGIONAL WORKFORCE DEV. BOARD
			CENTRAL EASTSIDE	ESPLANADE; WATER AVE.; MLK/GRAND
			ROSE/LLOYD DISTRICT	CONV. CNTR & HOTEL ROOMS; ESPLANADE; PEDEST. CONNECTS
	OLD TOWN / CHINATOWN		OLD TOWN / CHINATOWN	ROUSE; WTRFRT PK; 100 HOUSING UNITS; PDC BLOCKS; CHINESE GDN
			RIVER DISTRICT	LOVEJOY RAMP; INFRASTRUCTURE; PARK DEV.; PED. IMPROVMTS
	UNIVERSITY DIST.		UNIVERSITY DIST.	1500 HOUSING UNITS; UNIV. PLAZA; MALL EXTENSION
CENTRAL CITY TRANSPORTATION MANAGEMENT PLAN	NEW UNITS BUILT			15,000 NEW HOUSING UNITS BY 2010
		NEW JOBS		75,000 NEW JOBS BY 2010