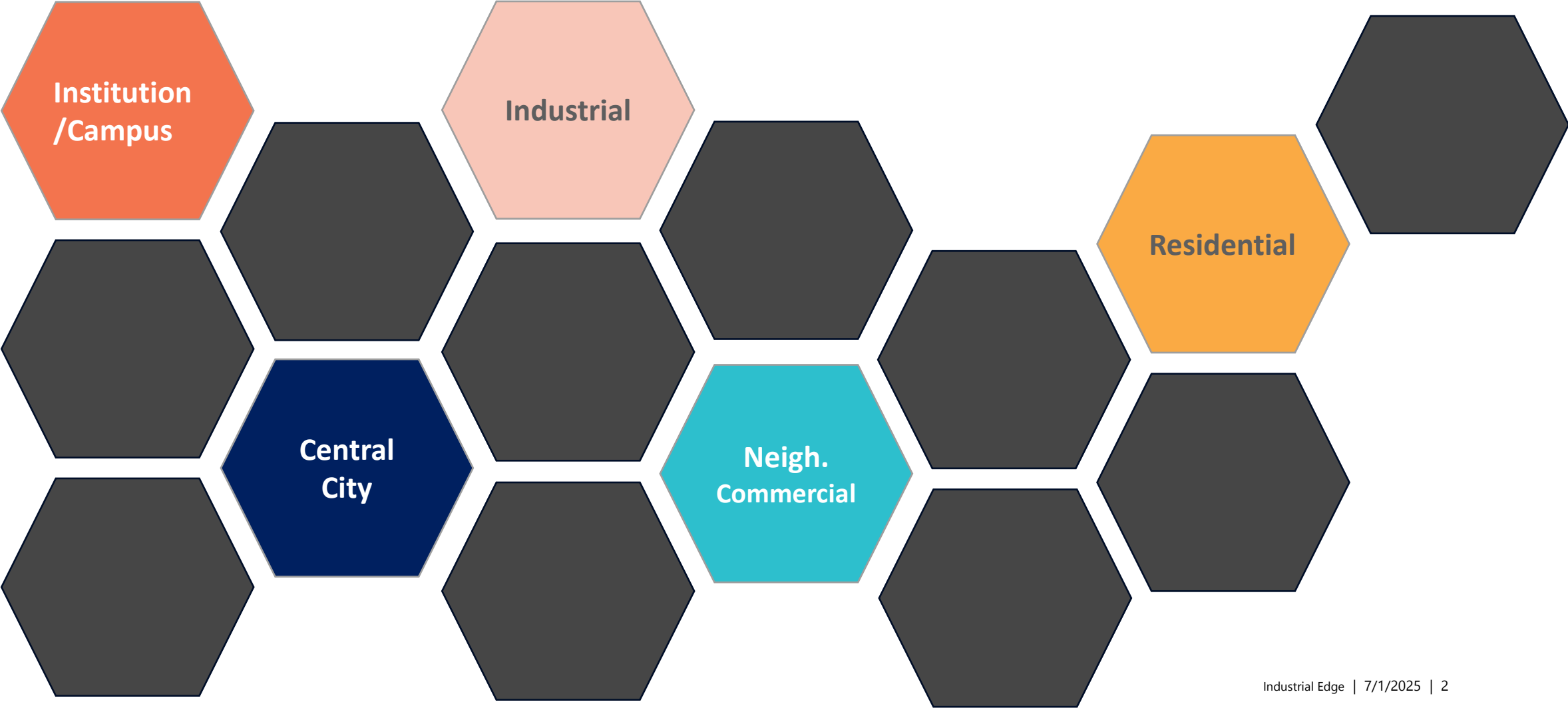


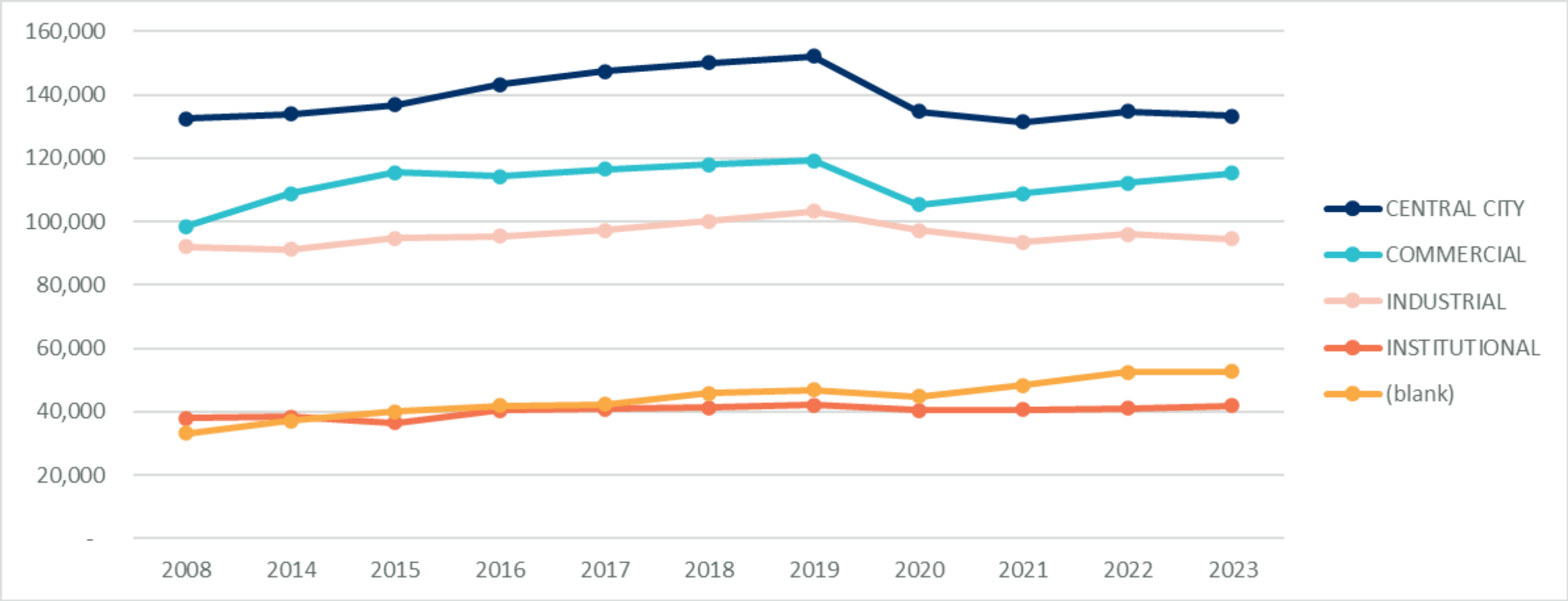
Portland's Industrial Zones

Potential Land Use, Permitting, Funding and Programming Strategies

Employment Growth in Non-Industrial Areas



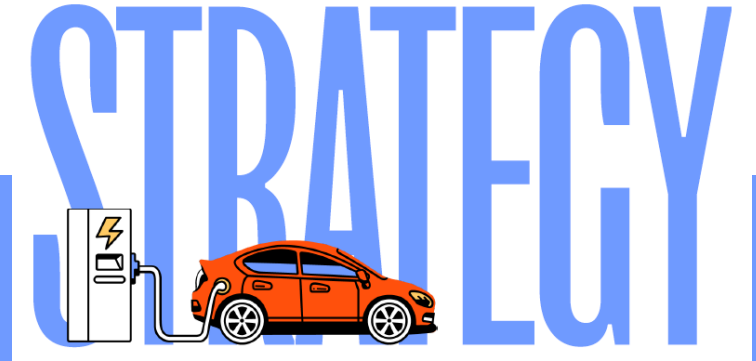
Where We're Seeing Change



Development Capacity Summary

EOA Geographies	Base Supply (Before Constraints)			Net Capacity (After Constraints)	
	Gross Acres of Vacant Land	Gross Acres of Redevelopable Land	Total Gross Acres	Utilization Rate for Employment Uses	Net Acres of Development Capacity
Central City	256	213	469	24%	114
Commercial	487	517	1,004	39%	388
Industrial	1,716	690	2,406	45%	1,090
Campus Institutional	140	626	767	32%	245
Total Employment Areas	2,600	2,046	4,645	40%	1,836

Economic Opportunity Goals



Advance Portland is a call to action to collectively advance the following four objectives:

1 PROPEL INCLUSIVE ECONOMIC GROWTH & INNOVATION

in key traded sector clusters and expand green products and services that address barriers to growth.

2 PROMOTE EQUITABLE WEALTH CREATION

by supporting BIPOC-owned small businesses and entrepreneurs to start and grow businesses through partnerships, capital, and relevant support.

3 FOSTER A VIBRANT CENTRAL CITY AND NEIGHBORHOOD COMMERCIAL DISTRICTS

with tailored strategies to reimagine and revitalize our commercial centers and corridors as vibrant nodes of employment, small business, entertainment, and cultural amenities.

4 CONNECT PORTLANDERS TO HIGH QUALITY JOBS IN FUTURE-READY SECTORS

through industry-based and industry-driven job training and improved proximity to quality jobs.



Potential Strategies

Short-term strategies or actions that the City of Portland can take to support economic development.

Three types of strategies

- Land Use/Zoning
- Permitting
- Funding or Programs



Central City Growth – Land Use

Theme	Concept	Discussion Questions
Adaptive Reuse	Expand by-right adaptive reuse provisions in commercial zones, especially for office-to-residential conversions	Is there any current zoning or design review requirements that delay or block office-to-residential conversions (and if so, which could feasibly be waived or streamlined by-right?)
Upzoning	Targeted zoning code and map changes for catalytic projects	What is needed for underutilized parcels?
Adaptive Reuse	Allow more employment-generating uses (e.g., light industrial, tech R&D, maker space, logistics) within CX zones	Should the CX zone be amended to allow light industrial and other employment uses? What performance standards (e.g., noise, odor, floor area) would ensure compatibility with adjacent uses?
Flexibility	Allow interim uses (e.g., maker spaces, pop-ups) by right; waive parking/display window rules	Should temporary uses be more broadly permitted in CX zones? What thresholds or standards should apply?



Central City Growth– Permitting

Theme	Concept	Discussion Questions
Concierge Services	Scale & promote a “Downtown Conversion Concierge” for office-to-residential projects	What would make a dedicated concierge service more impactful—branding, inter-bureau authority, faster review timelines?
Concierge Services	Staff a team (PP&D or Prosper) to coordinate Central City reuse & pop-ups	Would this team focus on regulatory support, tenanting, incentives—or all three? Where should it sit?



Central City Growth – Funding/Programs

Theme	Concept	Discussion Questions
TIF Strategy	TIF districts to support conversions, job growth, retail, and infrastructure	How could TIFs better incentivize economic development and job-generating projects?
Conversion Incentives	Offer tax abatements or grants for office-to-residential projects; pair with SDC waivers or bonus FAR	Which incentive tools would support conversions: abatements, grants, FAR bonuses, SDC waivers—or all together? What are funding sources?
Placemaking & Activation	Grants and technical assistance to fill vacant space	How can pop-up and small business tools be scaled, branded, and better aligned with city-owned assets or incentive zones?
Placemaking & Activation	Create permanent shared streets, street art, and public-private cultural anchors in vacant nodes	Should shared streets and plazas be permanent? What infrastructure or partnerships are needed to sustain cultural anchors and frequent events?



Neighborhood Commercial Growth – Land Use

Theme	Concept	Discussion Questions
Vertical Mixed-Use Employment	Encourage mixed-use buildings combining retail, office, and light production.	How can zoning support stacked employment uses above retail?
Employment Overlays in Corridors	Create overlays that permit production uses in traditionally retail corridors.	Would a citywide employment overlay improve outcomes or add complexity?
Nonconforming Development Upgrades	Clarify standards for nonconforming upgrades to better align with citywide goals around reinvestment and adaptive reuse.	Where are current nonconforming standards limiting reinvestment? Could clear pathways for continued or expanded use support local business retention and adaptive reuse?
Promote Flexible Uses	Promote the allowance of light industrial and craft uses in commercial/mixed-use zones to improve understanding among businesses and developers.	Promote the existing flexibility in the code.



Neighborhood Commercial Growth – Permitting

Theme	Concept	Discussion Questions
Adaptive Reuse Provisions	Enable reuse of long-vacant buildings for employment with reduced code and permitting triggers.	What code requirements are barriers to adaptive reuse of older buildings?
Temporary Use Activation	Permit temporary or pop-up retail, food, and maker uses in vacant spaces.	What should be considered "temporary"? Should temporary permits be pre-approved or bundled with site eligibility?
Permitting Navigation and Support	Offer one-stop permitting help for small businesses and entrepreneurs.	Could a single-point-of-contact approach reduce small business permit confusion?



Neighborhood Commercial Growth – Funding/Programs

Theme	Concept	Discussion Questions
Beautification and Streetscape Grants	Provide more grants for facades, signage, lighting, and streetscape enhancements.	What types of beautification investments correlate with job growth?
Tenant Stabilization Programs	Provide funding or assistance to prevent displacement of small tenants and/or legacy businesses.	How do we avoid displacing businesses as districts grow?
Shared Maker and Kitchen Infrastructure	Fund shared-use kitchens or maker spaces to support entrepreneurship.	Where is demand highest for shared food or maker infrastructure?
Workforce-Aligned Zoning	Align employment zoning with training programs and job access.	Can zoning code changes help connect people to career paths?
ESDs + Parking Reinvestment	Expand the use of Enhanced Service Districts (ESDs) and explore shared parking district models that reinvest meter revenue into local improvements	What areas are ready for ESD formation, and how can Prosper or PBOT proactively support them? Would shared parking revenue help fund events and street upgrades?



Campus/Institutional Growth– Land Use

Theme	Concept	Discussion Questions
Modernized Base Zones	Campus Institutional zones created in 2018. Assess effectiveness.	Is the CI zoning working? If not, what are the barriers?
Satellite Facilities	Locate non-core functions in mixed-use corridors to expand job access	Where else could institutional satellites support corridor vitality?
Edge Compatibility	Use design standards and mixed-use edges to soften campus impacts	Are campus edges activating or walling off adjacent areas? What role for retail?
Land Acquisition & Intensification	Plan for densification within current footprint and strategic expansion	Are current FAR limits adequate? What incentives or conditions apply to intensification?



Campus/Institutional Growth – Permitting

Theme	Concept	Discussion Questions
Streamlined Review	Bypass conditional use process for predictable, by-right campus development	Where do conditional use processes still apply, and why?



Campus/Institutional Growth – Funding/Programs

Theme	Concept	Discussion Questions
Shared Infrastructure	Use public-private tools (TIF, URAs) to unlock land-constrained campuses	Are there other institutions that could benefit from similar district-scale investment tools?
Transportation Demand Management (TDM)	Link campus growth to commute reduction and sustainable access	Are there barriers to stronger mode shift incentives for institutions?
Community Hiring & Training	Align institutional hiring with neighborhood workforce goals	Can institutions partner more intentionally with Prosper or workforce boards on pipelines?



Residential Employment Growth– Land Use

Theme	Concept	Discussion Questions
Tiered Home Occupation Categories	Explore adopting a three-tier permitting system for home-based businesses based on impact level.	Should Portland simplify permits for low-impact home businesses? How can we reduce the friction for BIPOC entrepreneurs?
Accessory Commercial Units (ACUs)	Permit small detached business spaces on residential lots with safety standards.	How could Portland adapt existing ADU infrastructure to support microenterprises in accessory structures?
Home Business Overlay Zones	Designate zones allowing expanded home business uses in specific neighborhoods.	Could main streets be used for home-based business client meetings or shared production space?



Residential Employment Growth – Funding/Programs

Theme	Concept	Discussion Questions
Micro-Grants for Home-Based Entrepreneurs	Provide \$5K-10K startup grants to BIPOC and low-income home business owners.	Could Portland use cannabis or federal funds to support these microenterprises and help them scale?
Home Business Navigator Role	Create a city staff position to guide home entrepreneurs through permits, grants, and space transition.	Would a dedicated home business navigator make city services more accessible and personalized?



Industrial Employment Growth – Permitting

Theme	Concept	Discussion Questions
Concurrent Permit Reviews	Allow concurrent permit reviews. Demolition permit active, start grading permit review. CLOMR and land use approvals.	Could this cut permit review timelines significantly for North Reach?
SDC deferrals	Allow SDC payment deferral for targeted employment-based projects (similar to what is allowed for housing projects).	Should the City pilot a similar deferral program for targeted employment-based projects (e.g. traded-sector, middle-wage jobs)?
Developer-led Transportation Improvements	Permit developer-installed signals off-plan with a reimbursement mechanism. Enable developer-led infrastructure with reimbursement (signals, access improvements)	Should developer-led infrastructure receive fast-track approval and reimbursement?
Superfund Communication	Increase transparency on cleanup phases, land restrictions, and timing.	Can the City act as a liaison to improve certainty on Superfund timelines and land status?



Industrial Employment Growth– Funding

Theme	Concept	Discussion Questions
Brownfield Remediation Incentives	Provide financial incentive to encourage remediation. Target lower-cost clean-up sites first; phase actions based on remediation costs.	Where can public dollars unlock the most return from clean-up sites?
Regionally Significant Sites Investment	Leverage Business Oregon program to provide funding for readiness improvements.	What are funding opportunities to support for Tier 2/3 sites?
Local Improvement Districts (LIDs)	Facilitate and support the formation of LIDs to fill infrastructure gaps and increase development capacity.	What types of infrastructure gaps (streets, utilities, stormwater) could LIDs most feasibly address in industrial areas?



Industrial Employment Growth– Funding

Theme	Concept	Discussion Questions
Transit Access	Increase transit service to provide more convenient access for workforce Identify opportunities through Metro's Community Connector Transit Study	Where are the largest current transit gaps for industrial job centers? How could new or expanded shuttle models complement fixed-route service?
Freight Mobility and Access	Identify high priority freight infrastructure projects for inclusion in the financially constrained project list in TSP. I-5/I-205 access, and truck movement corridors.	How should we prioritize corridors for investment?
Business Cost Relief	Offer Enterprise Zone (E-zone) enhancements and cost relief tools to offset high costs and compete with suburban markets.	Should E-Zone updates include explicit relief for operating costs like NNN expenses?

Next Steps

- June 2025 Consolidate Feedback/Draft EOA
- July 2025 Refine Discussion Draft
- Aug-Sept 2025 Community Outreach (Online/In-Person)
- November 2025 Publish Proposed Draft
- Dec 2025-Feb 2026 Planning Commission recommendation
- April-June 2026 City Council adoption



THE BUREAU OF **PLANNING & SUSTAINABILITY**

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Traducere și interpretariat | Chiaku me Awewen Kapas | 翻訳または通訳 | ຫຼື ນາກ
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