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DRAFT ECONOMIC VITALITY GOALS, POLICIES AND RECOMMENDED ACTION MEASURES

(Includes changes made by the Economic Vitality Workgroup on 6/20/12)

VISION

We are a community where people can live, work, play and meet their daily needs for goods and services. We build upon the intellectual capital of the community to attract new ventures, retain local businesses and connect to the global economy. We are business-friendly and a regional model for employment and mixed-use centers that attract quality jobs.

GOAL #1

~~The City shall provide~~ provide ~~a full range of~~ a full range of economic development opportunities ~~which that~~ enhance ~~the prosperity and livability of the community.~~

POLICIES

1. Designate adequate commercial and industrial land ~~to for a range of employment uses in order to that:~~
 - a. Supply goods and services for Lake Oswego residents and businesses ~~to the population within Lake Oswego's Urban Services Boundary;~~*
 - b. ~~Provide close-to-home employment opportunities~~ Support a strong local employment base; and,
 - c. ~~Maintain and improve~~ Contribute to the regional ~~the health of the local~~ economy.
2. Maximize use of employment land through the following:
 - a. Fully utilize existing buildings;
 - b. Promote redevelopment of underutilized land; and
 - c. Optimize the development of vacant employment land.
3. Support existing businesses.
4. Provide a diversity of spaces and sites to support the opportunity for business incubation and employment growth.
5. Provide flexibility in employment zones to adapt to economic change.
6. Pursue a range of employment opportunities with an emphasis on target industry clusters* identified in the Economic Opportunities Analysis.
7. Maintain and provide a competitive short-term supply of land, defined as land that is developable within one year.
8. Encourage sustainable business practices.
9. Focus employment uses in designated areas at appropriate scales and intensities, such as in:
 - a. Employment Centers:
 - i. Areas of higher intensity employment uses.
 - ii. Locations along arterial roads with access to services and public transit.

Comment [b1]: WG: Define adequate.

Comment [BSA2]: 2c. rewrites existing Policy 6: "Support redevelopment of existing vacant and underutilized industrial and commercial lands rather than designating additional lands for these purposes."

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- iii. Include residential and supporting retail uses in select locations.
- iv. In the SW Industrial Area, provide for industrial and other employment (office) uses; allow limited retail and services that are strategically sited.

Comment [L3]: WG Question 1 for CAC: Does this effectively prohibit regional or larger shopping centers in these areas (Existing Policy 16)?

b. Town Centers:

- i. Areas of higher intensity retail and commercial uses with a mix of residential development.
- ii. Locations along arterial roads, with access to services and public transit.
- iii. Include cultural opportunities, such as libraries, theaters and public art.

Comment [L4]: WG: Examples to be included in the preamble text: Examples include the SW Employment District, Kruse Way and the Marylhurst University campus, which are supported by the Campus Research & Development, Office Campus, Campus Institutional and Industrial Park zones.

c. Neighborhood Villages:

- i. Active areas of retail, residential and community activity to meet daily needs of area residents.
- ii. Allow a mix of retail, services and other employment at lower intensities and may include medium and higher density residential uses.

Comment [L5]: WG: Move to preamble text. iv. Examples include Downtown and Lake Grove, which are supported by General Commercial, East End General Commercial and Highway Commercial zones.

- iii. Include community gathering places, such as parks, plazas and paths.

Comment [L6]: WG: Move to preamble text. Examples include Mountain Park, West Lake Grove and Palisades, which are supported by Neighborhood Commercial, General Commercial, and West Lake Grove Residential Mixed Use zones.

- iv. Limit development within the Mountain Park Planned Unit Development in its commercial districts to the uses listed above, except in those locations where site conditions, such as parcel size and direct access to the major street system, allow businesses to provide for community needs and to offer specialized goods and unique services.

Comment [BSA7]: Former Policy 19.

- ~~510. Encourage home occupations as an important source of business activity and growth while respecting neighborhood character. Allow home occupations subject to regulations that ensure compatibility with the surrounding residential neighbors.~~

Comment [b8]: WG Question 2 for CAC: This policy section may be too specific. It addresses the different commercial character of the Oswego Town Square shopping center compared to the other Mtn Park neighborhood commercial sites.

Comment [L9]: Former Policy 5.

- ~~2. Applications for a Zoning Map/Comprehensive Plan Map amendment to change the designation of an area from residential to commercial or industrial shall be governed by the following procedures and criteria: [PA 5-97/ZC 4-97-1259; 5/5/98]~~

Comment [BSA10]: This was cut; some will be picked up in the Land Use Planning chapter

- ~~a. No application shall be accepted during the neighborhood planning process for the affected neighborhood or neighborhoods or for two years after the date of the City Council's approval of a Neighborhood Association's application to begin the planning process, whichever is less.~~

- ~~i. For the purposes of this policy, "affected neighborhood" means the recognized Neighborhood Association or Community Planning organization in which the property proposed to be rezoned is located. If the subject property is located in two or more neighborhoods, all neighborhoods in which a portion of the subject property is located shall be considered affected neighborhoods. If the subject property is located in one neighborhood but the rezone is requested to expand an existing commercial or industrial use located in another neighborhood, both neighborhoods shall be considered affected neighborhoods.~~

- ~~ii. For the purposes of this policy, "neighborhood planning process" means the period of time from the City Council's decision to approve a Neighborhood Association's application to begin the planning process until the Neighborhood Plan is adopted and in effect. If there is more than one affected neighborhood,~~

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~~and both neighborhoods are in the neighborhood planning process, the two-year deadline period shall run from the latest application approval date.~~

- ~~b. In order to obtain approval, the applicant shall demonstrate compliance with the policies and standards of an adopted Neighborhood Plan of an affected neighborhood. If more than one neighborhood plan is applicable and the policies conflict, the conflicting policies shall be balanced as provided in the Introduction to the Comprehensive Plan.~~
- ~~e. In addition to compliance with any applicable neighborhood planning policies as provided in subsection (b), the applicant shall demonstrate compliance with all Comprehensive Plan Goals and Policies applicable to industrial and/or commercial plan/zone map amendments. Such applicable Goals and Policies include, but are not limited to, the following:~~
 - ~~i. Location in relation to arterial or collector streets; consistency with adjacent land use patterns or ability to buffer, screen and blend dissimilar land uses. [Goal 2, Land Use Planning, Section 1, Land Use Policies and Regulations, Policy 14];~~
 - ~~ii. Capacity of public facilities and services. [Goal 2, Land Use Planning, Section 1, Land Use Policies and Regulations, Policy 14];~~
 - ~~iii. Encourage land use patterns which reduce dependency on the automobile but which are also compatible with existing neighborhoods. [Goal 6, Air, Water and Land Resources Quality, Section 1, Air Resources Quality];~~
 - ~~iv. Separate noise sensitive and noise-producing land uses; minimize noise impacts on surrounding properties and protect and maintain the quiet character of those areas of the community unaffected by major noise sources, and locate, design and buffer noise-producing land uses to protect noise sensitive land uses. [Goal 6, Air, Water and Land Resources Quality, Section 4, Sound Quality, Policies 1, 4, and 5];~~
 - ~~v. Regulate the type and intensity of land uses within areas subject to natural disasters and hazards. [Goal 7, Areas Subject to Natural Disasters and Hazards, Section 1, Flooding; Section 2, Earthquake Hazards; and Section 3, Landslides, Erosion and Unstable Soils, Policy 2];~~
 - ~~vi. Prevent expansion of "strip commercial development"* [Goal 9, Economic Development, Policy 8];~~
 - ~~vii. Ensure neighborhood commercial * areas are conveniently located and minimize the need for automobile travel. [Goal 9, Economic Development, Policy 9(a.);~~
 - ~~viii. Designate the Downtown and Lake Grove Commercial Districts as the primary centers of general commercial activity in Lake Oswego. [Goal 9, Economic Development, Policy 10];~~
 - ~~ix. Limit commercial development in the Lake Grove Business District to that which is intended to accommodate neighborhood and community needs* for goods and services. [Goal 9, Economic Development, Policy 16];~~

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- x. ~~Regional draw* businesses other than those providing specialized services and unique goods* shall not be located in the Downtown and Lake Grove Business Districts. [Goal 9, Economic Development, Policy 17];~~
- xi. ~~Limit commercial development in the Grimm's Corner and Rosewood Business Districts to that which is intended to accommodate the frequently recurring needs* of the surrounding neighborhoods. [Goal 9, Economic Development, Policy 18];~~
- xii. ~~Limit development within the commercial districts associated with the Mountain Park Planned Unit Development to that which serves the frequently recurring needs of Mountain Park residents, except; in those locations where site conditions, such as parcel size and direct access to the major street system, allow businesses to provide for community needs and to offer specialized goods and unique services. [Goal 9, Economic Development, Policy 19];~~
- xiii. ~~Allow commercial and residential uses within the Centerpointe and Kruse Way Business District at densities, which support mass transit and which, take advantage of the regional transportation system. These activities may include:
 - a. ~~Employee intensive businesses such as major regional office complexes, high density housing, and associated services and retail commercial uses, and;~~
 - b. ~~Commercial activities, which meet the needs of the traveling public and other highway-oriented retail uses which require access to a large market area. [Goal 9, Economic Development, Policy 20];~~~~
- xiv. ~~Do not allow regional, or larger, shopping centers* within the Centerpointe and Kruse Way Business District. [Goal 9, Economic Development, Policy 21].~~
- xv. ~~The full range of public facilities and services shall be available to serve development allowed by a Plan/Zone Map amendment. [Goal 2, Land Use Planning, Section 1, Land Use Policies and Regulations, Policy 1];~~
- xvi. ~~Proposed Plan/Zone Map amendments shall be evaluated to determine their effect on the overall land supply and compliance with the Metro Housing Rule (GAR 660-07-000). [Goal 2, Land Use Planning, Policy 14(d)];~~
- xvii. ~~Demonstration of public need for the change and that the proposed amendment will best meet identified public need versus other available alternatives. [Goal 2, Land Use Planning, Policy 14(f)];~~
- xviii. ~~A proposed increase in land use intensity shall be accompanied by a detailed traffic analysis which finds that existing streets and intersections both on and off site will accommodate the projected traffic increases, or; necessary improvements can be constructed which are in conformance with the Comprehensive Plan Transportation Map. [Goal 12: Transportation, Sub-Goal 4: Land Use and Transportation Relationships, Policy 4];~~
- xix. ~~Commercial and industrial parking shall not intrude into adjacent residential neighborhoods. [Goal 10: Transportation, Sub-Goal 4: Land Use and Transportation Relationships, Policy 4];~~

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~~xx. The applicant shall demonstrate that development allowed by the proposed Plan/Zone map amendment will: be compatible with surrounding residential neighborhoods; preserve natural resources; protect water quality; provide for protection from natural hazards; and provide for efficient transportation and land use relationships including the accommodation of alternative transportation modes or that these criteria can be accomplished pursuant to the criteria contained in the Zoning and Development Code;~~

~~xxi. The applicant shall demonstrate consistency with Metro's Urban Growth Functional Plan and compliance with the Oregon Transportation Planning Rule (Chapter 660, Division 12).~~

Goal #2

Redevelopment and new development in employment zones will enhance, and address impacts on, the surrounding community and will be well-served by infrastructure.

POLICIES

~~31. Require Provide opportunities for new commercial and industrial employment re~~ **development and development while addressing the following:**

- a. Provide the full range of required public facilities and services ~~and pay commensurate system development charges;~~
- b. Mitigate adverse impacts such as ~~noise,~~ traffic and visual aesthetics, on adjacent land uses; ~~through methods such as buffering, screening, parking controls, height, bulk and scale limits;~~
- c. Comply with design and aesthetic standards to ensure compatibility with surrounding land uses and Lake Oswego's overall community character;
- ~~hd.~~ Preserve natural resources and provide required open space.
- ~~e.~~ **Place new and existing utilities underground in employment zones.**
- ~~f.~~ **Address the adequacy of all transportation modes to, from, and within the development site. Develop transit opportunities appropriate to the scale and character of the project;**
- ~~eg.~~ Participate in the development of a street system which provides efficient connection to ~~higher order streets-~~ **transportation corridors** and to other activity centers;
- ~~fh.~~ Provide for a safe and convenient pedestrian and bicycle circulation system ~~to and~~ within the development;
- ~~gj.~~ Provide ~~adequate,~~ but not excessive, parking for customers and employees;
- ~~j.~~ **Route traffic generated to major collectors when feasible to minimize adverse affects on adjoining neighborhoods.**
- k. ~~Require~~ **Promote new commercial development in employment zones, where possible, to develop joint-shared** street access, parking facilities, and pedestrian connections with other businesses to ~~reduce land area requirements~~ **provide more developable land area and,** reduce traffic congestion, parking and safety problems.
- ~~l.~~ ~~Prevent further expansion of "strip commercial development" and e~~ **Encourage** redevelopment of ~~existing strip commercial areas to become more attractive~~ **promote** and oriented toward pedestrian **access-, business activity** and transit.

~~4. Require unified site plans* for all new industrial and commercial development which show:~~

- a. ~~Projects at full development including identification of all phases;~~

Comment [b11]: The WG suggested two options:
1. Provide opportunities for new employment redevelopment and development while addressing the following OR
2. Enact regulations and standards to ensure that new redevelopment and development.
Staff suggests the first option provides more consistency with the goal.

Comment [L12]: Existing Policy 3 remains mostly intact.

Comment [BSA13]: Noise is not currently regulated by CDC

Comment [BSA14]: Existing Policy 12 with revisions.

Comment [BSA15]: This language is proposed in the Connected Community chapter.

Comment [b16]: WG: Define. What does this mean?

Comment [BSA17]: From the new Connected Community goals and policies. Revises Existing Policy 13.

Comment [BSA18]: Existing Policy 11.

Comment [BSA19]: Existing Policy 8 as revised by the WG.

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- ~~b. The locational, design and transportation relationships of proposed development with the rest of the business district and with surrounding land uses;~~
- ~~c. Measures necessary to mitigate adverse impacts on the transportation system and on adjacent land uses; and,~~
- ~~d. Design compatibility with surrounding land uses in regard to elements such as scale, bulk, materials, colors and landscaping.~~
- ~~5. Allow home occupations* subject to regulations that ensure compatibility with the surrounding residential neighbors.~~
- ~~6. Support redevelopment of existing vacant and underutilized industrial and commercial lands rather than designating additional lands for these purposes.~~
- ~~7. Ensure access to commercial and industrial development is taken from the major collector or arterial street system except when public safety requires access to be provided from other streets.~~
- ~~8. Prevent further expansion of "strip commercial development"* and encourage redevelopment of existing strip commercial areas to become more attractive and oriented toward pedestrians and transit.~~
- ~~9. Ensure neighborhood commercial* areas are:
 - ~~a. Conveniently located and minimize the need for automobile travel;~~
 - ~~b. Developed at a scale and in character with the area to be served; and,~~
 - ~~c. Consistent with applicable and adopted Neighborhood Plans.~~~~
- ~~10. Designate the Downtown and Lake Grove Commercial Districts as the primary centers of general commercial* activity in Lake Oswego.~~
- ~~11. Require new commercial development, where possible, to develop joint street access, parking facilities, and pedestrian connections with other businesses to reduce land area requirements, traffic congestion, parking and safety problems.~~
- ~~12. Place new utilities, and where possible existing utilities, within commercial and industrial districts, underground.~~
- ~~13. Direct commercial and through traffic, other than that generated from adjacent neighborhoods, away from local residential streets.~~
- ~~14. Ensure all industrial and commercial uses comply with local, state and federal environmental standards.~~
- ~~15. Require all commercial and manufacturing operations, except those approved as a temporary use, including warehousing and storage, to be conducted either within enclosed buildings or screened from public view.~~
- ~~16. Limit commercial development in the Lake Grove Business District to that which is intended to accommodate neighborhood and community needs* for goods and services.~~

Comment [L20]: WG: Include under Goal 2, Policy 1 and consolidate transportation statements.

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- ~~17. Allow mixed-use development within the Downtown and the Lake Grove Business Districts to provide opportunities for commercial, entertainment, professional, cultural, public, and residential activities. Regional draw* business other than those providing specialized services and unique goods,* shall not be located in these districts.~~
- ~~18. Limit commercial development in the Grimm's Corner and Rosewood Business Districts to that which is intended to accommodate the frequently recurring needs* of the surrounding neighborhoods.~~
- ~~19. Limit development within the commercial districts associated with the Mountain Park Planned Unit Development to that which serves the frequently recurring needs of Mountain Park residents, except; in those locations where site conditions, such as parcel size and direct access to the major street system, allow businesses to provide for community needs and to offer specialized goods and unique services.~~
- ~~20. Allow commercial and residential uses within the Centerpointe and the Kruse Way Business District at densities which support mass transit and which take advantage of the regional transportation system. These activities may include:
 - ~~a. Employee intensive businesses such as major regional office complexes, high density housing, and associated services and retail commercial uses; and,~~
 - ~~b. Commercial activities which meet the needs of the traveling public and other highway oriented retail uses which require access to a large market area.~~~~
- ~~21. Do not allow regional or larger, shopping centers* within the Centerpointe and Kruse Way Business District.~~
- ~~22. Ensure that urban design and beautification projects in the Downtown Business District do not force through traffic to utilize local streets.~~

Comment [BSA21]: Addressed under the new Policy 1-4.c

Comment [BSA22]: Moved to Policy 1.4.c

Comment [L23]: WG: First draft asked whether this should be retained; WG discussed and thought these functions are now captured in the Employment Center description. Recommended deletion.

Comment [L24]: WG: See comments under 9.a.iii. Does that language capture this intent?

Comment [L25]: WG: Should this definition remain and specify retail single tenant? As currently written, could it be construed to mean any business.

Definitions from 1994 CompPlan:

1. Shopping centers: For the purposes of the Comprehensive Plan, Shopping Centers are a group of commercial establishments planned, constructed, and managed as a total entity, with customer parking provided on-site, provision for goods delivery, separated from customer access, aesthetic considerations and protection from the elements, and landscaping and signage in accordance with an approved plan.

2. Regional Draw Businesses: These are businesses which draw customers from not only the Lake Oswego market area, but also from throughout the Portland Metropolitan Area. For the purposes of the Comprehensive Plan a regional draw businesses shall be any a retail single-tenant commercial establishment with a floor area of greater than 35,000 square feet.

3. Strip commercial development: Commercial or retail uses, usually one-story high and one store deep, that front on a major street and are oriented towards access by the automobile. Strip commercial development is typically characterized by street frontage parking lots serving individual stores or strips of stores. Strip commercial development differs from central business districts in at least two of the following: 1) there are no provisions for pedestrian access between individual uses; 2) the uses are only one store deep; and 3) buildings are arranged linearly rather than clustered; and 4) there is no design integration among individual uses.

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New Definitions to Add:

Target industry clusters

Employment

Adequate (multiple uses): transportation, land and parking.

Comment [BSA26]: WG: Define this in the background language. Other suggestions by WG.

Attachment 3