

# **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**

Provide a full range of economic development opportunities that enhance prosperity and livability.

## **POLICIES**

1. Designate adequate commercial and industrial land for a range of employment uses in order to:
  - a. Supply goods and services for Lake Oswego residents and businesses;
  - b. Support a strong local employment base; and,
  - c. Contribute to the regional 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.
    - 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.

- 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.
  - 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.
    - iii. Include community gathering places, such as parks, plazas and paths.
    - iv. Limit development within the Mountain Park Planned Unit Development 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.
10. Encourage home occupations as an important source of business activity and growth while respecting neighborhood character.

**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**

- 1. Provide opportunities for new employment redevelopment and development while addressing the following:
  - a. Provide the full range of required public facilities and services;
  - b. Mitigate adverse impacts such as noise, traffic and visual aesthetics, on adjacent land uses;
  - c. Comply with design and aesthetic standards to ensure compatibility with surrounding land uses and Lake Oswego's overall community character;
  - d. 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;
  - g. Participate in the development of a street system which provides efficient connection to transportation corridors and to other activity centers;
  - h. Provide for a safe and convenient pedestrian and bicycle circulation system within the development;
  - i. 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. Promote shared street access, parking facilities, and pedestrian connections with other businesses to provide more developable land area and reduce traffic congestion, parking and safety problems.
  - l. Encourage redevelopment of existing strip commercial areas to promote pedestrian access, business activity and transit.

**\*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 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.

**New Definitions to Add:**

Target industry clusters

Employment

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