

DRAFT ECONOMIC VITALITY GOALS, POLICIES AND RECOMMENDED ACTION MEASURES

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 land for a range of employment (commercial and industrial) 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. Promote redevelopment of underutilized land.
3. Optimize the development of vacant employment land.
4. Focus employment uses in designated areas at appropriate scales and intensities, such as in:
 - a. Employment Centers:
 - i. Areas of higher intensity employment uses, such as office, industrial, research and education.
 - ii. May include residential and supporting retail uses in select locations.
 - iii. 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.
 - 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. May include cultural opportunities, such as libraries, theaters and public art.
 - iv. Examples include Downtown and Lake Grove, which are supported by General Commercial, East End General Commercial and Highway Commercial zones.
 - c. Neighborhood Villages:
 - i. Active areas of retail, residential and community activity.
 - ii. Allow a mix of retail, services and other employment at lower intensities and may include medium and higher density residential uses.
 - iii. A range of services meet the daily needs of area residents.
 - iv. May include community gathering places, such as parks, plazas and paths.
 - v. 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.
 - vi. 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.

5. Support existing businesses.
6. Encourage home occupations as an important source of business activity and growth while respecting neighborhood character.
7. Support the opportunity for business incubation and employment growth by providing a diversity of spaces and sites.
8. Provide flexibility in employment zones to adapt to economic change.
9. Pursue a range of employment opportunities, with an emphasis on target industry clusters* identified in the Economic Opportunities Analysis.
10. Support environmentally responsible businesses.

Goal #2

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

POLICIES

10. Require new employment development and redevelopment to:
 - a. Provide the full range of required public facilities and services;
 - b. Mitigate adverse impacts such as **noise**, traffic and visual aesthetics, on adjacent residential land uses;
 - c. Comply with design and aesthetic standards to ensure compatibility with surrounding land uses and Lake Oswego's overall community character;
 - d. Participate in the development of a street system which provides efficient connection to transportation corridors and to other activity centers;
 - e. Address the adequacy of all transportation modes to, from, and within the development site;
 - f. Provide for a safe and convenient pedestrian and bicycle circulation system to and within the development;
 - g. Provide adequate, but not excessive, parking for customers and employees; and,
 - h. Preserve natural resources and provide required open space.
11. Where possible, require new development in employment zones to develop 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.
12. Where possible, place new and existing utilities underground in employment zones.
13. Prevent further expansion of "strip commercial development"* and encourage redevelopment of existing strip commercial areas to promote pedestrian access, business activity and transit.
14. Route traffic generated by new development to major collectors when feasible to minimize

adverse affects on adjoining neighborhoods.

Consider the best location for these policies: Under 1.4 above?

15. Allow commercial and residential uses within 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.
16. Do not allow regional or larger shopping centers* within the Centerpointe and Kruse Way Employment Center.

***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 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