

DRAFT ECONOMIC VITALITY GOALS, POLICIES AND RECOMMENDED ACTION MEASURES

(Includes changes made by the Economic Vitality Workgroup on 6/20/12 and CAC on 6/27/12)

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 an inventory documenting the supply of land for industrial and other employment uses.
8. Encourage sustainable business practices.
9. Focus employment uses in designated areas at appropriate scales and intensities, such as in Employment Centers, Town Centers and Neighborhood Villages.

Proposed Revision/Addition to Policy 9:

- a. Employment Centers include commercial, industrial and institutional zones designed to provide land primarily for higher intensity* employment uses, and allow supporting retail and residential uses in select locations. Employment Centers are located in areas:

- i. Along major/minor arterial roads with access to public transit and the regional transportation system; and
 - ii. Where there are public facilities and services available.
 - iii. In the SW Industrial Area, zoning preserves industrial park uses and provides for other employment (office) uses, and allows limited retail and services that are strategically sited. Develop a special district plan for this Employment Center.
 - b. Town Centers include commercial and mixed-use zones that are designed to provide land for higher-intensity* commercial uses, public facilities and residential uses. Town Centers are located in areas:
 - i. Along arterial roads, with access to services and public transit; and
 - ii. Where there are public facilities and services available.
 - c. Neighborhood Villages include commercial and mixed-use zones that are designed to provide employment land for lower-intensity* commercial and residential uses in areas:
 - i. Located near or within residential areas to provide services for nearby residents; and
 - ii. Along arterial roads and major collectors; and
 - iii. Intended to be developed at a scale and in character with the immediately surrounding area.
10. Encourage home occupations as a source of business activity and growth while respecting neighborhood character.

Goal #2

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

POLICIES

1. Provide opportunities for new employment redevelopment and development while:
 - a. Providing the full range of required public facilities and services;
 - b. Addressing impacts such as noise, traffic and visual aesthetics, on adjacent land uses;
 - c. Complying with design and aesthetic standards to promote compatibility with Lake Oswego's overall community character;
 - d. Preserving natural resources and provide required open space.
 - e. Placing new and existing utilities underground in employment zones.

Items f-k are transportation related and are being addressed concurrently with Connected Community:

- 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. Encouraging 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.

Employment Centers are areas of higher intensity employment uses. They are located along arterial roads with access to services and public transit. Employment Centers may include residential and supporting retail uses in select locations.

Town Centers are areas of higher intensity retail and commercial uses with a mix of residential development. They are located along arterial roads, with access to services and public transit. Town Centers are also intended to include cultural opportunities, such as libraries, theaters and public art.

Neighborhood Villages are active areas of retail, residential and community activity that meet the daily needs of area residents. Neighborhood Villages allow a mix of retail, services and other employment at lower intensities and may include medium and higher density residential uses. They are also intended to include community gathering places, such as parks, plazas and paths.

Higher intensity is defined as a commercial use that provides services for a market area beyond the City (planning area) or the City market area.

Lower intensity is defined as a commercial use that provides services or activities for a neighborhood market area.

