



MEMORANDUM

TO: Economic Vitality Work Group

FROM: Laura Weigel, Associate Planner

DATE: June 14, 2012

SUBJECT: Summary of Economic Vitality Citizen Feedback

ACTION

Review the citizen feedback for the Economic Vitality topic area, and provide feedback and revisions to the draft goals and policies to forward to the Citizen Advisory Committee at the June 27 meeting.

BACKGROUND

The CAC sought feedback through many different venues for the Economic Vitality action area.

- On April 5, 2012 the CAC hosted business community summit on Economic Vitality. There were eleven attendees and comments were recorded.
- On April 12 the CAC hosted a community open house that was primarily focused on the topic area Connected Community, but also included a station on Economic Vitality. The station had a map where participants could place a dot on a map to indicate where employment growth and redevelopment should be focused (21 dots were placed). Comment forms were also collected (47 received)
- A virtual summit was also posted on line and received (22 received)
- Staff attended a Chamber of Commerce networking meeting on May 11th and distributed a survey (23 received)
- The same survey that was distributed at the Chamber was posted online using survey monkey. Links to the survey were sent the Chamber's email distribution list and posted on open City Hall (62 received).
- The following question was also posted on Open City in late May "What is the most important thing the City can do to stimulate the local economy over the next 20 years?" (19 comments were received)

The questions were mostly the worded the same with some minor differences are pointed out below under "What We Heard"

DISCUSSION

The Comprehensive Plan updates for this action area reflect the public input received, and also draw from the background reports prepared for each topic. In addition, revisions are proposed to achieve the following:

1. **Support the vision statement and plan re-organization.** Amendments are proposed to provide goal and policy language that supports the vision statement. This includes grouping neighborhood and housing topics, and urbanization and community design and aesthetics topics from the existing Plan.

2. **Provide goal and policy-level guidance.** In reviewing the plan goals and policies, there was some inconsistency in the level of direction being provided. Updates were made to ensure the goal and policy language was not too specific. Amendments are recommended where current policy language is more appropriate for the implementing Action Plan, an administrative policy, or has since been captured by City codes or guidelines.
3. **Reflect changed conditions since last plan update.** One of the primary reasons for conducting Periodic Review is to ensure the City’s plan reflects today’s conditions, including current federal, state and regional requirements and community aspirations, and that it responds to trends the community will need to address over the next 20 years.
4. **Create a more succinct plan.** One of the overall goals for the plan update is to create a shorter, more user-friendly plan. Goal and policy language was consolidated where possible to reduce redundancies and help create a more succinct plan.

What We Heard:

Encourage Growth

The Question: **Where should growth and redevelopment be focused?**

Ways to Respond: Check all that apply, rank from 1 -6, place a dot on a map.

Results: In order from highest to lowest – SW Industrial and Kruse Way share the same ranking as do Downtown and Foothills because the scores were almost the same

1. Lake Grove
2. SW Industrial Area
2. Kruse Way
3. Downtown
3. Foothills
4. Mary's Woods/Marylhurst

SW Industrial

The Question: **The SW Industrial Area** (bordered by Boones Ferry, Pilkington Rd., Lakeview Blvd. and the railroad tracks) allows light industrial manufacturing uses (e.g., medical devices and electronics manufacturing, consumer product label production, food packaging). **How important is it to maintain this area exclusively for industrial uses?**

Very important	52	42%
Somewhat important	51	41%
Not important at all	21	17%

The Question: **Should uses be expanded to include commercial offices and mixed-use development (retail and housing)**

commercial office	79	47%
Retail	44	26%
Housing	37	22%
Other/Filled in No	7	4%
Does not equal 100% it was a "check all that apply"	167	

KRUSE WAY

Question: **Should housing or commercial uses be encouraged in infill areas (such as underutilized parking lots) in this employment area to make it a more full service district?**

Yes = 86 = 66%

No = 45 = 34%

Question: **What changes are needed for Kruse Way office space and housing to successfully co-exist?**

Retail	53	24%
Transit	45	20%
Residential	34	15%
Restaurants	42	19%
Pathways	39	18%
Other	5	2%
None	4	2%

The **comment form** from the open house and the **virtual summit** asked open the following open ended questions : **What changes are needed for Kruse Way office space and housing to successfully co-exist?** (examples: market conditions, regulations, incentives, better transportation connections)

should not co-exist / keep as is	17
zone changes/ease regulations	4

Are there additional services or amenities that should be added?

no additional services/amenities needed	10
pathways/transit	10
more parking	3

Encourage Redevelopment

Question: **What should be the City's role in encouraging redevelopment of employment land?**

invest in infrastructure/amenities	34	33%
provide incentives	33	32%
simplify permitting / ease regulations	25	24%
do nothing/status quo/market forces	8	8%
reduce fees	3	3%

Transportation Improvements

Question: **What transportation improvements are needed to support current and future businesses in Lake Oswego?** (check all that apply)

Roadway maintenance	71	23%
Improved public transit connections	62	20%
Filling gaps in the pedestrian network	59	12%
Enhanced transit stops/stations	38	12%
Improving crossings at roadways	42	14%
Additional bike lanes	35	11%

Home-Based Business

Question: **How can the City encourage home-based businesses to grow and remain in Lake Oswego?**
(choose all that apply)

Revise Regulations	42	31%
Provide support/incentives	33	24%
Create Incentives	24	18%
Provide support (e.g., services, grants or facilities)	25	19%
make city more affordable	6	4%
do not promote	5	4%

Stimulate the Economy

The following question was asked on the **virtual summit** and at the Economic Vitality **round table**. The question was open ended. Three themes were identified.

Question: **What is one other thing the city can do to stimulate the overall economy?**

Increase economic development efforts	8
Reduce city involvement	5
Infrastructure	2

Community Development Objectives

The following question was only asked on the **virtual summit**.

Question: **What should be the City's THREE top Community Economic Development Objectives for the next 20 years?**

Pursue a range of employment opportunities, such as an emphasis on creative class opportunities and clusters that build on Lake Oswego's intellectual capital, proximity to universities and colleges and connection to the I-5 corridor. These could include but would not necessarily be limited to science, engineering, health care, education, computer programming, research, arts, media and design.	7
Maintain Lake Oswego's exceptional quality of life by investing in infrastructure and services that support residents and businesses.	7
Support and grow existing and locally owned businesses.	5
Maintain and grow a strong local employment base to provide jobs for residents of Lake Oswego and the region, and support a high quality of life.	4
Provide flexibility in employment zones that supports economic resilience and sustainability while minimizing negative impacts.	4

Support business incubation and employment growth within the city by providing a diversity of space/site opportunities.	3
Focus redevelopment and intensification of jobs (e.g., jobs per acre) in employment corridors and centers.	3
Explore long term redevelopment opportunities in the southwest industrial area, along Bangy Road, along the Kruse Way corridor, and in Foothills.	2
Create the opportunity for employment well served by transportation options.	2
Provide opportunities for a range of industrial and employment uses. Actively pursue environmentally responsible businesses.	1

Question for EV Work Group Discussion:

Do the existing goals and policies reflect what you heard and the comments that were collected? If not, how should they be revised?

Next Steps

Staff will make revisions to the goals and policies to reflect the work group discussion. The revised draft will be discussed with the CAC on June 27, 2012. The CAC recommendation will be forwarded to the Planning Commission for a work session scheduled for July 23. Planning Commission revisions will be reviewed by the CAC on August 22 and then go to the Planning Commission for a hearing on September 10.

REFERENCE MATERIALS

- a. All public comment for Economic Vitality