

## **Portland, Oregon**

**Goal 5 – Economic Development: Foster a strong and diverse economy which provides a full range of employment and economic choices for individuals and families in all parts of the city.**

### **POLICIES & OBJECTIVES:**

#### **5.1 Urban Development and Revitalization**

Encourage investment in the development, redevelopment, rehabilitation and adaptive reuse of urban land and buildings for employment and housing opportunities.

##### **Objectives:**

- A.** Ensure that there are sufficient inventories of commercially and industrially-zoned, buildable land supplied with adequate levels of public and transportation services.
- B.** Support programs and policies which serve to maintain Downtown Portland and the Lloyd District as the major regional employment, cultural, business, and governmental center. Implement the Central City Plan and carry out the urban development goals of the Comprehensive Plan.
- C.** Retain industrial sanctuary zones and maximize use of infrastructure and intermodal transportation linkages with and within these areas.

#### **5.2 Business Development**

Sustain and support business development activities to retain, expand and recruit businesses.

##### **Objectives:**

- A.** Develop incentives for businesses to locate and stay in Council-designated target areas. Encourage Council-designated target industries to locate, stay and expand within the City, particularly in the target areas.
- B.** Incorporate economic considerations in long-range planning activities undertaken by the Bureau of Planning.
- C.** Advocate with Metro, Tri-Met, and other agencies conducting regional planning to consider economic concerns in their land use and transportation planning activities.

#### **5.8 Diversity and Identity in Industrial Areas**

Promote a variety of efficient, safe and attractive industrial sanctuary and mixed employment areas in Portland.

**Objectives:**

- A.** Recognize and promote the variety of industrial areas in Portland through development regulations which reflect the varied physical characteristics of the city's industrial areas. Distinguish between older developed areas and newer, less developed ones.
- B.** For each industrial zone, establish specific development requirements, while providing a mechanism to allow modification of the regulations when the proposed project design meets the purpose of the regulation.
- C.** Promote industrial parks by permitting increased development and use flexibility, after reviews to ensure that the purposes of industrial zoning regulations are met.
- D.** Within industrial districts, allow some lands designated for commercial or mixed employment. Provide for this while maintaining the overall industrial orientation of the districts.
- E.** Create mixed employment areas which encourage a broad range of employment opportunities by permitting a mix of industrial and commercial activities. Prevent land use conflicts within the mixed employment areas through the use of development standards and by limiting conflicting types of development.
- F.** For activities which tend to have substantial off-site impacts or demands on public services, limit the zones where they are permitted outright, and require additional reviews where they may be appropriate.
- G.** In determining allowable uses in zones, permit industrial activities outside of industrial sanctuaries when the activity, scale and physical development of the use are compatible with the intent of the base zone.

**5.9 Protection of Non-industrial Lands**

Protect non-industrial lands from the potential adverse impacts of industrial activities and development.

**Objectives:**

- A.** Where possible, use major natural or man-made features as boundaries and buffers for industrial areas.
- B.** When industrial zoned lands abut residential zoned lands, and there are no natural boundaries, apply special buffer overlay zone provisions to ensure that development is compatible.
- C.** Use off-site impact standards to ensure industrial activities will not cause nuisance effects on lands whose zoning permits residences.
- D.** Prevent hazardous conditions by ensuring that larger users of hazardous materials are located away from residential areas and that all users of hazardous materials meet applicable building, fire and other safety codes and regulations.

**5.12 Guild's Lake Industrial Sanctuary Plan 7**



Encourage the economic stability of the Guild's Lake Industrial Sanctuary, maintain its major public and private investments in multimodal infrastructure, protect its industrial lands and job base, and enhance its capacity to accommodate future industrial growth by including the Guild's Lake Industrial Sanctuary Plan as part of this Comprehensive Plan.