

Summary of Proposed Changes to Goal 9 – Economic Vitality

1. Inclusion of Vision Statement

The Economic Vitality Vision Statement provides the broad framework for this set of goals and policies:

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.

The text above comes directly from the CAC-recommended vision (Exhibit E-1). This vision reflected extensive community comment and was reviewed by the Planning Commission and City Council in 2011.

2. First Economic Vitality Goal

The first goal retains most of the current Plan language. Reasons for amendments include providing more succinct language and supporting the community vision.

- Policies 1, 2, 3, 4, 6 and 7: These revisions and new policies address Statewide Planning Goal 9 requirements, including incorporating conclusions from the draft Economic Opportunities Analysis (May 2011) report (Exhibit F-6); identifying the industrial or employment uses desired by the community; include a policy committing to supplying an adequate number of sites or facilities; and adopt a policy committing to a competitive short-term supply of land for those uses.
 - Policy 2: Revises existing Goal 6 to capture the three-fold employment lands strategy proposed in the EOA: fill vacant buildings, encourage redevelopment in strategic locations, optimize the vacant land inventory.
 - Policies 3, 4 and 5: Incorporate language from the Community Economic Development Objectives developed through the EOA process; state administrative rules require policy amendments to be consistent with these objectives.
 - Policies 6 and 7 meet the state administrative rules.
 - Policy 8 was included to reflect the sustainability focus of the plan update.
- Policy 9: In Exhibit G-1, Marvin Kaiser, CEO, Mary's Woods at Marylhurst requested that the CAC and Commission consider adding a new Economic Vitality policy addressing the growth of the 50+ population. One of the primary changed conditions in the Plan update responds to Lake Oswego's aging population. The CAC agreed that most of the proposal was appropriate for the Action Plan, they recommended adding a policy to recognize how this demographic's specific experience can contribute to the City's economic vitality. During the Planning Commission's hearing, the Commission agreed to leave the policy in, after considerable discussion on whether the 50+ population's business experience qualified as a land use component and should be addressed in the Plan. The majority agreed that it did.

- Policies 10 and 11. These new policies define and apply the 2035 Vision Map designations to employment uses. Policy 10 defines the scale and intensity of each designation. It includes Policy 11 to provide criteria for locating the Employment Centers, Town Centers, Neighborhood Villages, and Commercial Hubs and ties it to zoning. Exhibit E-3 maps the relationship between Comprehensive Plan zoning and each Vision designation. New definitions appear at the end of the goals and policies that will guide the entire Plan update.

Policy 10.c.i and ii. Provide for additional commercial uses to reflect existing uses in two villages. Policy c ii. revises existing Policy 19 regarding the Mountain Park area. Due to the existing master plan for the area, this policy allows for uses that vary from the existing zoning and village criteria.

- Policy 12 assures that industrial uses are allowed in the SW Employment District to reflect public comment and the current zoning.
- Policy 13 revises existing Policy 5 to reflect current and future conditions. Recent employment data shows 9-12% of Lake Oswego’s workforce is home based, which reduces commuting trips and supports local business incubation. When the 2010 We Love LO survey asked “25 years from now, what do you believe are the three most likely ways you and future generations will be commuting to work or school?” 66% indicated they would be working from home. Differentiating between types of home occupations may be an action plan item.
- Moving Former Policy 2: This Policy included detailed procedural language regarding map amendments; this will be addressed in the Land Use Planning Chapter. All procedural and process policies will be grouped together in that chapter for clarity and consistency.

2. Second Economic Vitality Goal

Revises the existing Goal. This goal and subsequent policies focus on the impacts of commercial development on the existing infrastructure system and compatibility issues with the surrounding residential areas.

Policy 1 (revised Policy 3): Groups similar existing policies together (existing Policies 11 and 13) and makes revisions to update existing language and remove policies that have already been addressed or incorporated into the Community Development Code. The transportation-related policies have been revised to be consistent with the Connected Community (Transportation – Goal 12) chapter.

Policy 2: Revises Existing Policy 8.

Policy 3: Revises Existing Policy 12.

Deleted policies 10, 16, 17, 18, 20, 21: These policies address specific geographical areas or districts. The existing policies focus on scale and size, limiting or allowing commercial uses based on their service area. Due to code changes and the current Comprehensive Plan Update, most of these specific policies have been addressed. The new 2035 Vision Map designations capture most of the intent by grouping similar-sized and -functioning areas together under Employment Centers, Town Centers and Neighborhood Villages. However, due to the master plan for the Mountain Park area, a specific policy was added to Policy 10 to allow for uses that vary from the existing zoning.