Appendix A: State, City, and Community Plans: Goals & Policies

A number of goals, policies, and objectives from state, city, and community plans support economic development, preserving diversity and culture, and improving neighborhood livability. A Latino public market will help achieve these goals. Only the most relevant goals and policies in each plan are included and relevant information is highlighted for quick reference.

Oregon’s Statewide Planning Goals & Guidelines

- **GOAL 9: Economic Development**
  - To provide adequate opportunities throughout the state for a variety of economic activities vital to the health, welfare, and prosperity of Oregon’s citizens.

City of Portland’s Comprehensive Plan

- **Goal 2: Urban Development**
  - Maintain Portland’s role as the major regional employment, population and cultural center through public policies that encourage expanded opportunity for housing and jobs, while retaining the character of established residential neighborhoods and business centers.
  - Policies
    - **Urban Diversity** - Promote a range of living environments and employment opportunities for Portland residents in order to attract and retain a stable and diversified population.
    - **Commercial Centers** - Expand the role of major established commercial centers which are well served by transit. Strengthen these centers with retail, office, service and labor-intensive industrial activities which are compatible with the surrounding area. Encourage the retention of existing medium and high density apartment zoning adjacent to these centers.
    - **Transit Corridors** - Provide a mixture of activities along Major Transit Priority Streets, Transit Access Streets, and Main Streets to support the use of transit. Encourage development of commercial uses and allow labor-intensive industrial activities which are compatible with the surrounding area.

- **Goal 3: Neighborhoods**
  - Preserve and reinforce the stability and diversity of the City’s neighborhoods while allowing for increased density in order to attract and retain long-term residents and businesses and insure the City’s residential quality and economic vitality.
  - Policies
    - **Neighborhood Diversity** - Promote neighborhood diversity and security by encouraging a diversity in age, income, race and ethnic background within the City’s neighborhoods.
• **Goal 5: Economic Development**
  - **Policies**
    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.
    5.2 *Business Development* - Sustain and support business development activities to retain, expand and recruit businesses.
    5.3 *Community-Based Economic Development* - Support community-based economic development initiatives consistent with this Comprehensive Plan and compatible with neighborhood livability.
    5.6 *Area Character and Identity within Designated Commercial Areas* - promote and enhance the special character and identity of Portland’s designated commercial areas.

• **Goal 12: Urban Design**
  - **Policies**
    12.1 *Portland’s Character* - Enhance and extend Portland’s attractive identity. Build on design elements, features and themes identified with the City. Recognize and extend the use of City themes that establish a basis of a shared identity reinforcing the individual’s sense of participation in a larger community.
    12.2 *Enhancing Variety* - Promote the development of areas of special identity and urban character. Portland is a city built from the aggregation of formerly independent settlements. The City’s residential, commercial and industrial areas should have attractive identities that enhance the urbanity of the City.
    12.6 *Preserve Neighborhoods* - Preserve and support the qualities of individual neighborhoods that help to make them attractive places. Encourage neighborhoods to express their design values in neighborhood and community planning projects. Seek ways to respect and strengthen neighborhood values in new development projects that implement this Comprehensive Plan.
The Portland Plan (Draft)
The Portland Plan is the city’s strategic plan for the future, focusing on Portland as a thriving and sustainable city, based on equity, health and opportunity for all. Currently in its draft phase, the Portland Plan includes:
1. Equity Initiative
2. Economic Prosperity and Affordability Strategy
3. Education Strategy
4. Healthy Connected Neighborhoods Strategy

• Equity Initiative
  o Focuses on objectives that have to do with the way the City does business, including human resources, access, funding and decision making
  o Objectives
    • Reduce disparities across all plan areas, starting with the most severe inequities
      • Action 5 – correlate and track racial and ethnic disparities with infrastructure expenditures and urban renewal designations
    • Ensure accountability and implementation of equity initiative
      • Action 8 – Gather, disaggregate and track data for key population groups and geographic areas, using culturally specific metrics and research methods. Coordinate this activity with the Cradle to Career initiative.
    • Ensure that the City does business in an equitable manner
      • Action 18 – Evaluate public information, requirements and fees for ease of entry for diverse communities (provide universally accessible services/facilities/translations support)

• Economic Prosperity and Affordability Strategy
  o Expand economic opportunities to support a socially and economically diverse population by prioritizing business growth, a robust regional economy and individual prosperity. It also expands opportunities for households that are currently unable to cover costs for basic needs.
  o Urban Innovation
    • Proactively support and invest in Portland’s talent and leverage our arts and culture community to drive innovation and economic growth
  o Growing Employment Districts
    • Overcome growth constraints and strengthen the location advantages in our employment districts
  o Education and Job Training
• Align training and education to meet and expand access to industry’s skill needs at all levels, foster individual competitiveness and prioritize the job readiness needs of the working poor.

○ **Neighborhood Business Vitality**
  • Stimulate economic activity in neighborhoods throughout the city to create thriving neighborhoods and access to local opportunities and amenities.
  • Improve at least one-forth (24) of Portland’s neighborhood commercial corridors through commercial revitalization efforts, small business assistance, and catalyst investments, designed to minimize involuntary displacement.
  • Expand partnerships with community-based organizations, foundations, community development financial institutions, business improvement districts, and the private sector generally, to leverage more public investments in neighborhood economic development.

○ **Household Economic Security**
  • Expand upward mobility pathways for the working poor and unemployed

• **Education**
  ○ **Workforce Preparedness and Skill Building**
    • Strengthen collaboration among government, public schools, higher education and local businesses
    • Expand effective vocational mentoring, apprenticeships, and college access programs city-wide

• **Healthy Connected Neighborhoods**
  ○ **Vibrant Neighborhood Hubs**
    • Nurture strong, vibrant neighborhood hubs by actively engaging in community economic development with neighborhoods and businesses
    • Prioritize neighborhood hubs as places where community services are located, such as medical clinics, day care centers, libraries and education facilities
    • Incorporate strategies for increasing access to healthy, affordable food into community economic efforts and in planning for neighborhood hubs
    • Include plazas and community gathering spaces in neighborhood hubs, to reinforce them as places of community activity
    • Institute measures to prevent the displacement of existing residents and businesses as development occurs
Neighborhood Economic Development Strategy (Draft)

THE GOAL: “The goal of this Strategy is to improve prosperity throughout Portland by growing vibrant commercial areas, promoting healthy businesses, and stimulating job growth, through partnerships between community, public entities, community-based organizations and the private sector.”

THE APPROACH: “Reaching the goal necessitates a community-driven approach designed to lift up each neighborhood’s unique character, build on its specific strengths and address the particular challenges its businesses and residents face. The PDC and the City of Portland will support this approach through programs, financial tools and technical assistance. Adopting this community driven, holistic approach to neighborhood economic development provides the greatest opportunity for partners to attend proactively to factors such as gentrification and displacement, and to create communities that support existing residents and businesses.”
Cully Neighborhood Plan

The Sugar Shack site is located in the Cully Neighborhood in NE Portland.

- **Goal 1: Neighborhood Identity**
  - Policies
    1A. *Image* - develop a strong neighborhood identity that creates a sense of place and belonging for residents of the neighborhood and unifies residential, commercial and industrial interests into a cooperative force for mutual improvement and advancement.

- **Goal 4: Land Use and Recreation**
  - Policies
    4B. *Commercial and Industrial Uses* – maintain and encourage commercial and industrial uses which serve the neighborhood and provide stable employment.

- **Goal 5: Gathering Places and Social Services**
  - Policies
    5A. *Social and Cultural Center* - maintain existing and provide new social and cultural services and facilities.

- **Goal 7: Business and Industry**
  - Policies
    7A. *Support Businesses* – improve the neighborhood as a location for business while enhancing it as a place to live and work.
Portsmouth Neighborhood Plan

The North Portland Eagles Lodge is located in the Portsmouth Neighborhood in North Portland.

- **Policy 1: Portsmouth Identity**
  - Build a strong neighborhood identity that fosters a sense of pride and community among Portsmouth residents. **Celebrate, and strive to maintain, the cultural and ethnic diversity of the neighborhood.** Strengthen the sense of neighborhood history in the Portsmouth neighborhood.

- **Policy 5: Human Development**
  - Support the efforts of public and private organizations to **provide human services** that help all residents meet their basic physical, social and spiritual needs, with special emphasis on **programs and resources that help youth, seniors, and parents with their specific issues and needs.**

- **Policy 6: Business Growth and Development**
  - **Policy 6A: Lombard Main Street** — Develop Lombard as a main street that provides neighborhood services and is a safe, pleasant environment for pedestrians and transit riders. Foster a pedestrian-oriented node along Lombard from Fiske to Portsmouth by protecting existing storefront commercial buildings and **encouraging new pedestrian-oriented mixed-use, commercial, and residential developments.**

  - **Objectives**
    - **Attract locally owned new businesses** such as groceries, printing/faxing, laundromat, and restaurants to Portsmouth. Support existing businesses that currently serve the neighborhood.
    - **Encourage businesses that provide affordable, healthy food** to locate in or near the neighborhood.
    - **Support local businesses by increasing the economic opportunities of Portsmouth residents through job training and small business development.**
City of Gresham: Strategic Plan

Both the Tri-Met Park & Ride and Civic Drive sites are located in Gresham.

Business & Economic Development

- **Goal 3:** Continue Rockwood – West Gresham Renewal as a priority for community-wide revitalization
  - *Business Incubator* – Create a business incubator to generate local entrepreneurship and leadership
  - *Leverage Rockwood’s Diversity* – Leverage opportunities provided by the Rockwood area’s diverse, international culture and character. Develop the International Marketplace (outdoor incubator)

- **Goal 6:** Nurture a business-friendly climate to ensure Gresham remains competitive as an attractive location for employers

Governance & Services

- **Goal 1:** Engage/involve/communicate with the community

Growth & Development

- **Goal 2:** Develop policies and incentives that encourage and promote redevelopment, rehabilitation and/or adaptive re-use of existing out-dated and underutilized industrial, commercial and housing areas in the community

- **Goal 3:** Target short-term initiatives that improve the community’s job/housing balance in order to strengthen the City’s economic and fiscal base. Mobilize support for specific projects that help achieve the desired balance.

People and Community

- **Goal 1:** Enhance the community’s sense of identity and pride.
- **Goal 2:** Develop and promote expanded arts and cultural venues.
REFERENCES


