

FOR EDC REVIEW:

There have not been any modifications to this Section of the Comprehensive Plan since 2003. However, until such time as a thorough Economic Opportunity Analysis (EOA) can be completed to analyze the City's latest economic data, staff is only proposing to make a few key amendments to this Section of the Plan. An EOA will be required as part of the City's complete periodic review for the Comprehensive Plan and funding will be available at that time. The proposed amendments were chosen because they are either factually incorrect or are in conflict with the central purpose of the Council's goal of creating a more business friendly, economically vibrant community.

GOAL 9: ECONOMIC DEVELOPMENT

BACKGROUND AND FINDINGS *(I did not copy this section in its entirety)*

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Creation of a strong and diverse economic environment is a priority for the City as it is an essential component for the City to maintain its exemplary quality of life. Sustainable economic activities provide services for residents, create jobs, spread wealth, offer opportunities, and generate tax revenue. West Linn has significant strengths as a location for employers. It is conveniently located on the regional transportation network with two interchanges off of I-205, Highway 43, bridge connections to Oregon City and is within 20 minutes of the Portland International Airport. It is a 20 to 30 minute auto commute to the major employment centers of Portland, Vancouver, Beaverton, Gresham Wilsonville and Hillsboro. This locational advantage can help provide options for residents employed outside West Linn and bring employment opportunities to the City.

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Metro projects employment in the City to be 5,725 in 2017. City projections, based on a 1999 inventory of vacant and underutilized land zoned for commercial and industrial use within the City, indicate that West Linn could accommodate between 4,840 and 6,045 jobs by the year 2017, depending on market factors and the degree commercial areas develop and/or redevelop over time. This represents an increase of between 1,048 and 2,253 new employees in all employment sectors since 1996, with the greatest increases in office, retail, and service sectors.

~~Notwithstanding these projections, the residents of the City have clearly expressed an interest in retaining the City's quiet residential character (community survey prepared prior to preparation of this Comprehensive Plan on 10/16/98). Recognizing the difficulty of accommodating the projected employment and retaining the City's current characteristics, planning will be directed towards enhancement and retention of the employment base currently in existence. In particular, the City should encourage the type of new home based businesses that do not require commercial infrastructure and do not negatively impact surrounding residences and neighborhoods.~~

GOALS, POLICIES, AND RECOMMENDED ACTION MEASURES

GOALS

1. Support telecommuting, home-based businesses compatible with residential neighborhoods ~~and, in general, a higher jobs to housing ratio.~~
2. Encourage the retention, expansion and economic viability of existing business and industry.
3. Encourage businesses that enhance the community; provide wanted goods and services; and pay living wages. Small, locally-owned businesses with strong ties to the community are especially desired.
4. Ensure that there is adequate commercial and industrial land for a range of employment opportunities in the City.
5. Make the most efficient use of our existing commercial and industrial lands.
6. Retain, strengthen, and expand the City's existing business base.

POLICIES

1. Promote home occupations by developing and implementing supportive zoning and building codes and services and other regulations; ~~require compatibility~~ that are compatible with surrounding neighborhoods.
2. Encourage West Linn employers, including the City, to offer the option to telecommute (i.e., work from home).
3. Support and encourage telecommunications, printing, and similar types of business support firms.
4. Update City regulations to respond to changes in technology as they affect local businesses.
5. Maintain public facilities (specifically right-of-way improvements) in established commercial and industrial districts to promote economic activity.
6. Develop a working partnership with the Chamber of Commerce, business community, and various agencies and organizations, such as the School District, to meet the economic needs of West Linn.
7. Interact with Tri-Met, Metro, the Port of Portland, Oregon Department of Economic Development, and other organizations in economic development planning and implementation efforts.
8. Maximize the use of regional, state, and federal funding for infrastructure planning and development.

9. Adopt City regulations that are easy to understand and contain development standards that can be uniformly applied.

10. Enforce design and development standards for industrial areas.

11. Encourage the economic vitality of the four existing commercial areas.

~~12. Encourage the development of a tele-community center.~~

13. Continue to maintain good working relationships with property owners in industrial areas overlooking the Willamette River to ensure the City is “at the table” when these areas transition to other uses.

14. Support efforts and programs that promote tourism in the City.

RECOMMENDED ACTION MEASURES

1. Explore ways to support and improve the business climate and enhance employment opportunities for businesses in the City.

2. Inventory and maintain a list of vacant and redevelopable sites for new or expanding businesses.

3. Encourage a business environment and businesses that are viable and sustainable and that add to the overall quality of life in the community.

~~4. Identify businesses, including those that support home occupations that do not negatively impact surrounding residences and neighborhoods, that the City will encourage to develop or expand in West Linn.~~ Actively identify and pursue businesses and industries to develop or expand in West Linn.

5. Investigate incentives and improve regulations to support locally owned businesses.

6. Identify and provide improvements for infrastructure needs to support appropriately located businesses.

7. Recommend a West Linn business representative to serve on the Clackamas County Economic Development Commission (EDC).

8. Maintain a good working relationship with the West Linn business organizations.

9. Maintain a good working relationship with the West Linn-Wilsonville School District.

10. Participate in regional efforts to encourage employers and policy makers to promote telecommuting and other flexible work arrangements.

~~11. Encourage the development of a tele-community center.~~

12. Explore the possibility of creating a special mixed use zone for the industrial area overlooking the Willamette Falls.

13. Explore ways of encouraging home-based businesses that do not negatively impact surrounding residences and neighborhoods.

~~14. Explore the availability of high-speed data connections for voice and data transmission to all homes.~~

14. Engage and collaborate with regional partners to further our economic development efforts; particularly with regard to procuring additional sources of revenue, promoting tourism opportunities, and providing technical assistance.