Goal 3.A. Prosperity – Vigorous business and economic growth in Portland support the prosperity of a growing, socially and economically diverse population in the city, region and state.

Policy 3.1. Traded sector competitiveness – Improve the city and regional business environment for traded sector and export growth.

Policy 3.2. Broad household prosperity – Improve household economic opportunities to enhance prosperity at all income levels and reduce poverty and economic disparities.

Policy 3.3. Diverse, expanding city economy – Prioritize Portland’s economic growth and diversity to thrive as Oregon’s largest job center and enhance the regional and state economies.

Goal 3.B. Urban development – Room to grow, nimble development review, and high quality public facilities and services provide an attractive environment for industrial, commercial and institutional real estate development and support robust city employment growth.

Policy 3.4. Land development – Maintain adequate market-effective supplies of buildable land to support the economic vitality and meet 20-year and short-term growth forecasts in Portland’s Central City, industrial, institutional, and neighborhood commercial business districts.

Policy 3.5. Transportation, public facilities and services – Maintain high quality, reliable transportation, public facilities and services to support the economic vitality and meet growth forecasts in Portland’s Central City, industrial, institutional, and neighborhood commercial business districts.

Goal 3.C. Business district vitality – Land use planning, public investment, and business development efforts support the economic vitality of Portland’s diverse business districts by enhancing their comparative location advantages, business synergy, suitable infrastructure, and compatible development.

Policy 3.6. Central City – Provide for the Central City’s growth as the unique center of both the city and the region for commerce and employment, arts and culture, entertainment, tourism, education and government.

Policy 3.7. Industrial sanctuaries – Provide for the retention, growth and traded sector competitiveness of Portland’s industrial sanctuaries as a West Coast trade and freight hub, a regional center of diverse manufacturing, and a widely accessible base of family-wage jobs. Maintain industrial sanctuaries primarily for manufacturing and distribution use.

Policy 3.8. Campus institutions – Provide for and acknowledge the growth of Portland’s major campus institutions as essential service providers, centers of innovation and major employers.

Policy 3.9. Neighborhood centers and commercial corridors – Provide for the development and citywide vitality of Portland’s neighborhood centers, commercial corridors and station areas to support complete neighborhoods with safe and convenient access to a range of goods and services needed for daily life.