

Editor's note: The Public Draft of the Comprehensive Plan Update was released this past month. Any proposal made to update the regulatory structure applied to higher education and medical center campuses must be in conformance with the goals and policies contained in this document in its final adopted form. There are a number of goals and policies that relate to the Campus Institution Zoning Update project located throughout the Comprehensive Plan. I have included excerpts from Chapter 4: Design and Development, Chapter 6: Economic Development and Chapter 10: Administration and Implementation below. These are the sections that pertain most directly to campus institutions. (Because these are excerpts, note that some of the numbering skips around.) A link to the full public draft Goals and Policy Document is provided [here](#) . JC

Chapter 4: Design and Development

Goal 4.A: Context-sensitive design and development. New development is designed to respond to and enhance the distinctive physical, historic, and cultural qualities of its location, while accommodating growth and change.

Transitions and offsite impacts

These policies address transitions between areas of differing types of activity and scale of development, such as where centers and corridors interface with adjacent lower-intensity residential zones. These policies also address the consideration and mitigation of offsite impacts from development.

Policy 4.26 scale transitions. Create transitions in building scale in locations where higher-density and intensity development is adjacent to smaller scale single- dwelling zoning. Ensure that new high-density and large-scale infill development adjacent to single dwelling zones incorporates design elements that soften transitions in scale and strive to protect light and privacy for adjacent residents.

Policy 4.27 Land use transitions. Improve the interface between non-residential activities and residential areas, in areas where commercial or employment areas are adjacent to residential zoned land.

Policy 4.28 Offsite impacts. Use land use and other regulations to limit and mitigate impacts, such as odor, noise, glare, air pollutants, and vibration that the use or development of a site may have on adjacent residential or institutional uses, and on significant fish and wildlife habitat areas. Pay particular attention to limiting and mitigating impacts to under-served and under-represented communities.

Chapter 6: Economic Development

Goal 6.B: Development

Portland supports an attractive environment for industrial, commercial, and institutional job growth and development by 1) maintaining an adequate land supply; 2) a local development review system that is nimble, predictable, and fair; and 3) high-quality public facilities and services.

Goal 6.C: Business district vitality

Portland implements land use policy and investments to:

- Ensure that commercial, institutional, and industrial districts support business retention and expansion.
- Encourage the growth of districts that support productive and creative synergies among local businesses.
- Provide convenient access to goods, services, and markets.
- Take advantage of our location and quality of life advantages as a gateway to Oregon and the Columbia River basin.

Land development

According to forecasts, Portland will continue to have relatively strong demand for employment land development. However, most of Portland's land supply for employment growth is on land that has constraints or is already developed. Statewide Planning Goal 9 – Economic Development requires Portland to provide adequate long-term and short-term land supply for economic development and job growth, consistent with an Economic Opportunities Analysis. Forecasted demand for buildable land by 2035 includes 150 acres in the Central City, 1,350 acres in industrial districts, 690 acres in neighborhood business districts, and 370 acres for campus institutions. New directions to support Portland's land supply for job growth include policies for adequate long-term and short-term development capacity, a targeted increase in brownfield redevelopment, incentives to maintain competitiveness in regional markets, and guidance for streamlining the City's regulatory climate.

Policy 6.12 Land supply. Provide supplies of employment land that are sufficient to meet the long-term and short-term employment growth forecasts, adequate in terms of amounts and types of sites, available and practical for development.

Policy 6.13 Land efficiency. Provide strategic investments and incentives to leverage infill, redevelopment, and promote intensification of scarce urban land.

Policy 6.17 Regulatory climate. Improve development review processes and regulations to encourage predictability and support local and equitable employment growth and encourage business retention, including:

6.17. a. Assess and monitor cumulative regulatory costs to ensure that Portland is financially competitive with other comparable cities.

6.17. b. Promote certainty for new development through appropriate allowed uses and “clear and objective” standards to permit typical development types without a discretionary review.

6.17. c. Allow discretionary-review as a way to facilitate flexible and innovative approaches to meet requirements.

6.17. d. Design and monitor development review processes to avoid unnecessary delays.

6.17. e. Promote cost effective compliance with federal and state mandates, productive intergovernmental coordination, and avoid duplicative procedures when City policies can be achieved through other means

Policy 6.18 Short-term land supply. Provide for a competitive supply of development-ready sites, with different site sizes and types, to meet five-year demand for employment growth in the Central City, industrial areas, campus institutions, and neighborhood business districts.

Campus institutions

Health care and education sectors are concentrated in large hospital, college, higher education and high school campuses (see Figure 6-2) as well as dispersed smaller facilities. Major institutions are large employers with campuses that vary from pastoral expanses to more concentrated urban grounds. Health care and education are projected to be the city's leading job growth sectors, adding more than 50,000 new jobs by 2035 at campus institutions and in other commercial areas. Rapid growth of campus institutions is a national trend, and best practices offer opportunities to plan effectively for this campus growth, and reduce neighborhood impacts. Examples of new directions in the policies below include designation of major campuses as employment land, regulatory improvements, and transportation-related improvements.

Policy 6.53 Campus institutions. Provide for the stability and growth of Portland's major campus institutions (see Figure 6-2: Campus Institutions) as essential service providers, centers of innovation, workforce development resources, and major employers.

Policy 6.54 Campus land use. Provide for major campus institutions as a type of employment land, allowing uses typically associated with health care and higher education institutions.

Policy 6.55 Development impacts. Protect the livability of surrounding neighborhoods through adequate infrastructure and campus development standards that foster suitable density and attractive campus design.

Policy 6.56 Community amenities and services. Encourage campus development that provides amenities and services to surrounding neighborhoods, emphasizing the role of campuses as centers of community activity.

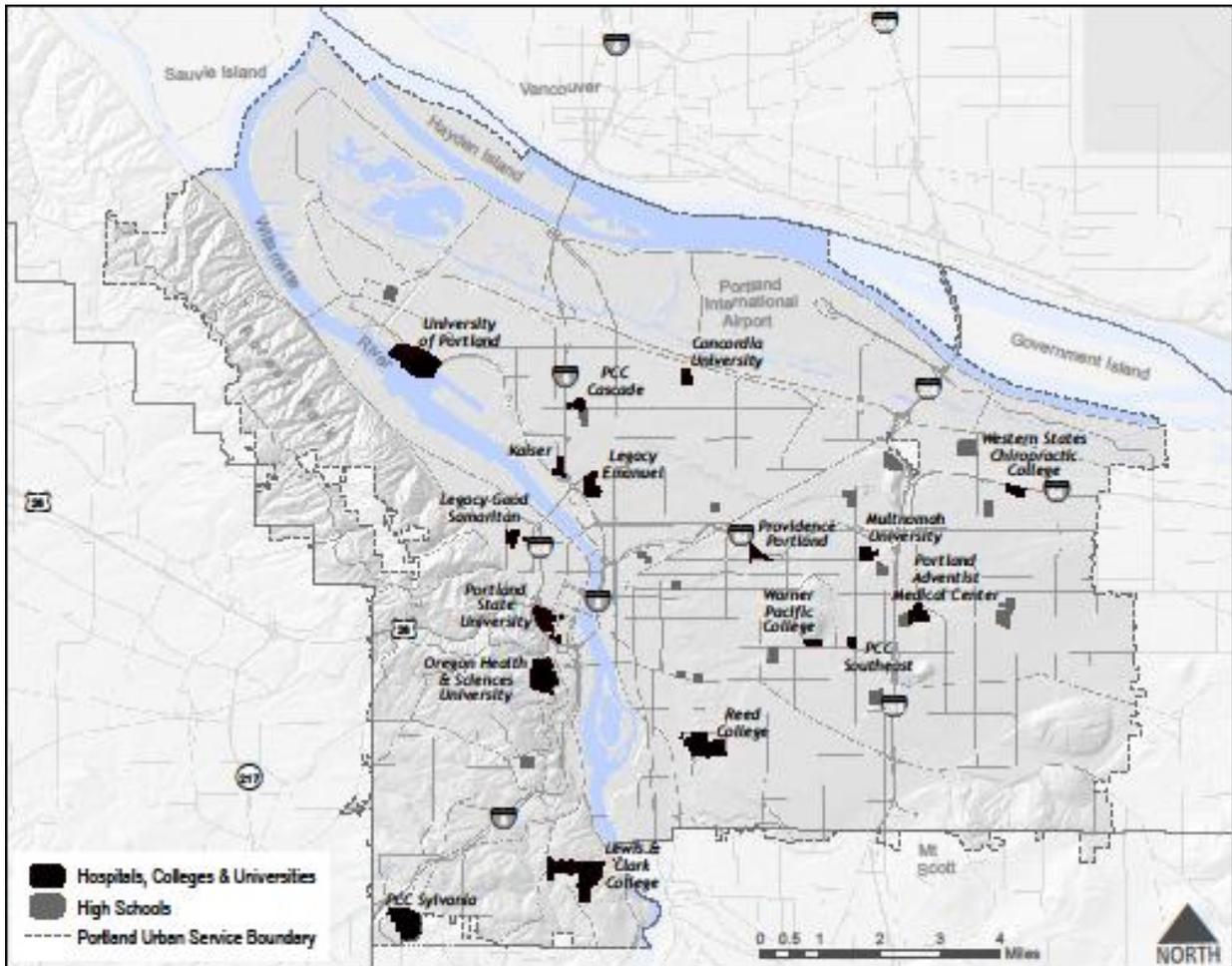
Policy 6.57 Campus edges. Provide for context-sensitive, transitional uses and development at the edges of campus institutions to enhance their integration into surrounding neighborhoods, including mixed-use and neighborhood-serving commercial uses where appropriate.

Policy 6.58 Satellite facilities. Encourage opportunities for expansion of uses, not integral to campus functions, to locate in centers and corridors to support their economic vitality

Policy 6.68 Centers

6.68. e. Encourage employment opportunities as a key function of centers, including connections between centers, institutions, and other major employers to reinforce their roles as vibrant centers of activity.

Figure 6-2.



Chapter 10: Administration and Implementation

Policy 10.5 Land Use Designation. The land use designation that best advances the Comprehensive Plan, including the Urban Design Framework, is applied to each parcel of land. The land use designations are shown on the official zoning maps. The zoning code contains the use and development regulations.

20. Institutional Campus

This designation is intended for large institutional campuses that are centers of employment and serve a population from a larger area than the neighborhood or neighborhoods in which the campus is located. This designation is intended for areas where urban public services are available or planned. This designation includes medical centers, colleges, schools, and universities. A variety of other uses are allowed, including residential, to support the mission of the campus. Neighborhood-serving commercial uses and other services are also encouraged. The designation is intended to foster the growth of the institution while enhancing the livability of surrounding residential neighborhoods and the viability of

nearby business areas. Corresponding zones are Institutional Residential (IR), Central Employment (EX), Campus Institution 1 (CI1), and Campus Institution 2 (CI2).

Policy 10.6 Relationship of land use designations to base zones. Base zones must either be the zone that corresponds to the land use designation or be a zone that is less intense. In some situations there are long-term or short-term obstacles to achieving the level of development intended by the land use designation (e.g., an infrastructure improvement to serve the higher level of development is planned but not yet funded). In these situations, a less intense zone may be applied. Base zones that are corresponding, less intense, and more intense for each land use designation are shown in Figure 10-1. When a land use designation is amended, the zone may have to be changed to correspond or be less intense than the new designation.