

## **Portland's Economic Opportunities Analysis (EOA)**

### **Summary of workplan tasks for 2040 EOA update – August 2020 draft**

**What is the EOA?** - The EOA is an analysis of how much developable employment land is needed by type to accommodate forecast city growth. The EOA is a background document of Portland's 2035 Comprehensive Plan. City Council adopted both documents in June 2016, which can be seen [here](#). Oregon's land use planning system requires cities to periodically update their comprehensive plans and provide for adequate 20-year growth capacity, based on an EOA and similar housing needs analysis.

**2040 EOA Update** – Analyze economic growth trends, forecast land needs to 2040, update the buildable land inventory, and propose policy changes for adequate growth capacity to 2040. Focus on industrial land analysis because of its short supply and to expand living-wage job opportunities for people without college degrees. Ample land supply is currently available for office, retail and campus institutions.

---

#### **Workplan and outreach milestones**

##### **1. Conditions and trends analysis – draft reports in Fall 2020**

- Employment trends – review national/regional/city trends by sector, national/state/regional forecasts, city specializations and regional market share, sector mix and job trends by employment geography, workforce equity and wage-distribution trends, and recession trends
- Development trends – review regional/city trends in occupied space and development by industrial/office/retail building types, vacancy and rent trends, permit trends by employment geography, industrial intensification and brownfield redevelopment trends
- Forecast scenarios – account for trends and Metro forecast in high/medium/low scenarios, equitable job growth scenarios by education level, regional share scenarios by geography type
- Marine industrial land analysis – forecast growth trends and land needs to 2040 along Portland Harbor for marine terminal, marine production, and marine service uses. Consider Portland's competitiveness among Lower Columbia ports and high/medium/low forecast scenarios.
- Outreach workshops – stakeholder and technical review of draft reports

##### **2. Land demand and supply analysis – draft reports in Winter 2020/2021**

- Forecast land demand – select forecast scenarios for further review; forecast 2040 demand by jobs, building area, land need, and site size; forecast short-term demand
- Update Buildable Land Inventory (BLI) – analyze permit trends to refine BLI assumptions; update redevelopable and vacant site inventories; update constraint lists, mapping, and discount factors; update industrial intensification and brownfield redevelopment estimates; update short-term supply
- Reconcile supply and demand by geography – identify capacity shortfalls by 20-year, short-term needs, and site size needs; review options to meet shortfalls and support recession recovery
- Outreach workshops – stakeholder and technical review of draft reports

**3. Scenarios and capacity analysis – Proposed Draft EOA in Summer 2021**

- Analyze industrial capacity strategies – analyze potential map changes, code changes, and investments to meet 2020-year and short-term demand; conduct workshops
- Consider industrial capacity reduction scenarios – analyze capacity impacts and policy tradeoffs and conduct workshops on proposed scenarios: expand environmental zone protections along North Reach and Columbia Slough; expand tree preservation/planting in Heavy Industrial zone; convert NW industrial area acreage to support streetcar extension; convert Terminal 2 for baseball stadium; mitigation options to offset industrial capacity reduction
- Opportunity cost analysis and preferred scenarios – review economic, equity, environmental, and other tradeoffs of lower-growth scenarios; recommend preferred scenarios
- Policy changes – Update comprehensive plan policies to implement capacity strategies.
- Proposed EOA (Summer 2021) – send BPS proposal of consolidated EOA reports to PSC

**4. Recommended EOA – Planning and Sustainability Commission (PSC) review in Fall 2021**

- PSC holds public hearings on Proposed EOA and makes revisions
- PSC sends Recommended Draft to City Council

**5. EOA adoption – City Council review in Winter 2021/2022**

- City Council holds public hearings on Recommended EOA and makes revisions
- City Council adopts EOA and amendments to comprehensive plan policies

**6. Zoning implementation – adoption in 2022**

- Analyze and draft changes to the zoning code and map to implement growth capacity strategies; conduct workshops; propose draft zoning amendments
- PSC hearings, revisions, and recommendation of zoning amendments
- City Council hearings, revisions, and adoption of zoning amendments

**EOA Update Timeline**

	Fall 2020	Winter 2020/21	Summer 2021	Fall 2021	Winter 2021/22
Products and outreach milestones					
1. Conditions and trends analysis	*				
2. Land demand and supply analysis		*			
3. Scenarios and capacity analysis			*		
4. PSC review and recommendation				*	
5. City Council adoption of EOA					*
6. Zoning implementation (later in 2022)					

**Participation and outreach**

1. **Phased process** enables input throughout. Stakeholder and technical workshops at milestones.
2. **Outreach to multiple publics** – equity, environmental, community, business, statewide, others.
3. **Technical resources** – Draft materials on EOA website. MapApp website tracks comments.
4. **For more information** – Contact Steve Kountz, Senior Economic Planner, [Steve.Kountz@portlandoregon.gov](mailto:Steve.Kountz@portlandoregon.gov) or Tom Armstrong, Supervising Planner, [Tom.Armstrong@portlandoregon.gov](mailto:Tom.Armstrong@portlandoregon.gov)