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# Planning Implications of Globalization in Portland, Oregon

James W. Coker  
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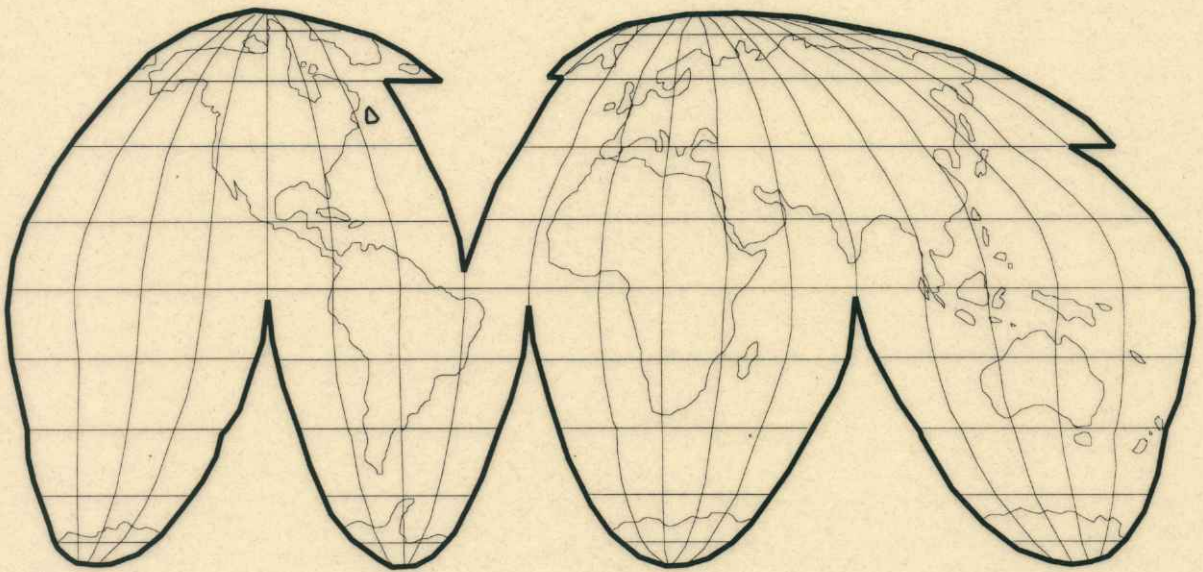
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# Planning Implications of Globalization in Portland, Oregon

March 1996



**Prepared for:**

Planning Workshop  
Portland State University

**Prepared by:**

James W. Coker

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## APPENDIX: Workshop Agenda

# Project Introduction

Throughout the time that I have been working on this study, there have been numerous people curious about why I chose my topic. To many, it seemed too broad, too nebulous, or just not focused enough. And, in the depths of my struggles to make sense out of this topic, I found many occasions to agree with them. However, to say that the subject is broad, and that its implications are complex, is not to say that it is not an important topic for planners to grapple with understanding.

*“To ask large questions is to risk getting things wrong. Not to ask them at all is to constrain the life of understanding.”* (George Steiner)

I became interested in the impact of globalization on planning from seeing the term pop up everywhere in my last five years of professional practice. For example, one of the trends of globalization that is currently an issue in my office is increased efficiency in transportation technologies. One of the concrete ways this trend is illustrated in this region is in the ever-increasing growth in the size of container vessels that plie the Columbia River to call at the Port of Portland. Because Portland’s economy is strongly connected to its ability to maintain international trade links, preserving these links is of great economic importance to the region.

Currently, there is a proposal to deepen the Columbia River ship channel in order to accommodate these larger container vessels. However, this work leads to difficult public policy questions about economic development and environmental consequences. This dilemma forces planners to address the complex issues of how one acts to insure a competitive, healthy economy

while working to maintaining the integrity of the environment.

Another timely example is the Strategic Investment Program (SIP) which was passed in 1992 by the state legislature. The SIP allows counties to provide tax breaks to companies wishing to make large investments in their communities. Since the passage of the SIP, numerous, primarily foreign-owned chip-manufacturing firms have located to the Portland Metropolitan area. There is a strong sense within the communities that have adopted the SIP that they must make this step based on global market forces. Due to losses in traditional natural resource based employment they feel compelled to take strong measures to attract new jobs and investment to their communities.

However, the SIP has also created a great deal of controversy. Will the benefits of jobs and incomes that these companies bring outweigh the costs of services and other negative impacts to these communities? Are we diversifying our economy and paving the way to improved global competition and prosperity or are we giving away the store?

## **Project Definition**

It is the purpose of this paper to shed a little light on information that has been gathered on the trends of globalization; to examine those trends as they are occurring within the region within the context of the values and goals of the Portland metropolitan area; and to offer classmates an opportunity for exploring the meaning of these trends and values as they relate to their own particular planning projects.

**In short, this entire project is conceived as a point of departure for recognizing the**

## **impact of globalization on contemporary planning practice within the Portland metro area.**

It offers a review of local globalization statistics. But it also offers a framework for considering such impacts. Decisions on how to approach globalization trends should be based, after all, on the values and goals of the people of Portland; not on those of an individual or of a narrow set of interest groups. Nor should our local response be necessarily based on the values or goals of larger groups of the nation or world.

### **Methodology**

#### **The Research Review**

My work was begun with a literature review of the topic of globalization. I read the books on the topic of globalization listed in the bibliography. In addition, I read research papers, planning documents, economic development reports, numerous articles, etc. on the topic of globalization.

I have divided my research review of this reading into two categories:

a. Research on Globalization. This section is a definition of globalization in which I have identified its primary trends within the four realms of *social integration, technological advances, economic restructuring and integration, and political restructuring*. This section defines globalization as it is occurring worldwide, and provides a reference for an examination of the trends of globalization within the Portland metro area. In addition, this first category includes an introduction to certain *themes* which became apparent from the reading. These themes are overarching ideas about globalization; the conceptual framework on which ideas about

globalization are built.

b. Research on Globalization Trends within the Portland Metro Area The second category of my research review is an examination of globalization trends which are observable within the Portland metropolitan area; again, within the same four realms of social integration, technological advances, economic restructuring and integration, and political restructuring.

c. Portland Metro Area Values and Goals. The third category of this research is a summary of the values and goals of the Portland Metropolitan Area, as revealed through several planning documents widely recognized. These include:

*Oregon Values and Beliefs Survey*

*Portland-Multnomah Benchmarks*

*Oregon Shines*

*The purpose of including research on the goals and values of this region in a project concerned with the planning implications of globalization is to define a framework for considering such impacts. The question becomes, in short, "How do the trends of globalization affect the issues of most concern to Oregonians?"*

## **The Workshop**

The second part of this project is a workshop which I conducted in class. Workshop objectives included:

a. Sharing my research on globalization and regional goals and values with the class, in this way offering classmates another perspective from which to examine the needs which they have chosen to address in their own projects.



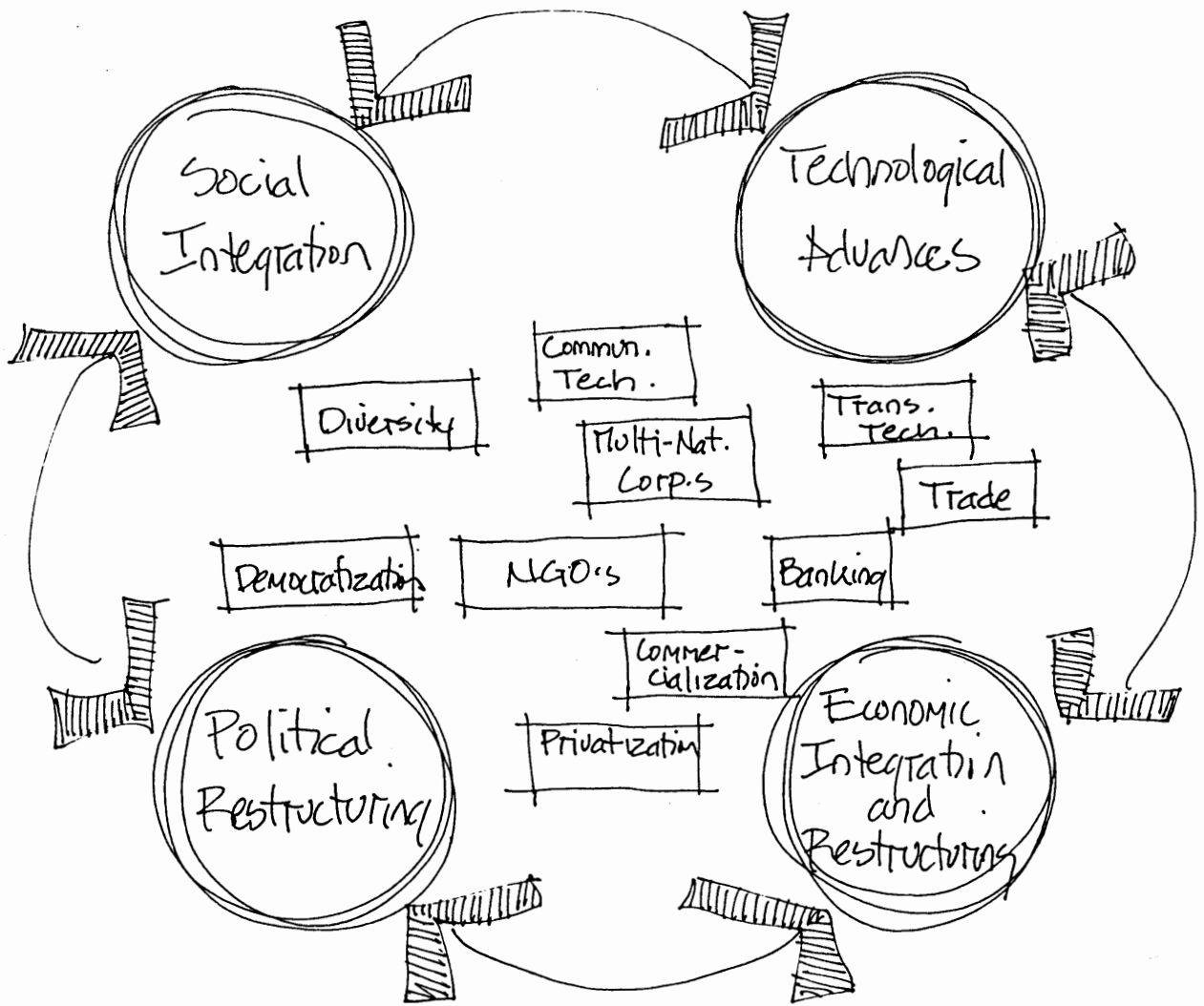
b. By providing an opportunity for the class to consider the impact which globalization trends have on their own projects, giving them experience by which to consider the potential consequences of globalization on planning practice in the region as a whole.

c. Providing me with specific planning examples of the local impact of globalization trends to reference in my project work.

### **A Consideration of Planning Practice Implications**

The third part of this project is a consideration of the implications of globalization, based on my research, on planning practice within the Portland metro area. To be planners (or *anticipators* rather than *reactionaries*) means, in large part, to understand global forces in order to search out those opportunities which will best reflect and enhance local values, while at the same time preparing for mitigation of the negative effects on those values which constitute the flip side of the globalization coin.

To this end, I have reflected on my research and put together some thoughts on what I believe will be important implications for planning practice in the Metro area.



## A Research Review of Globalization

***“Global investment, sophisticated communications and widespread corporate and personal mobility are transforming city regions around the world. Those who focus on urban issues have been arguing for many years that we are seeing the emergence of a new kind of human settlement, with its own distinct social and economic structures and associated physical forms.”***

Barkin, Hack, Ingerson, LeRoy

***“Globalization not only refers to global trends and to the process that generates them but also to the knowledge that is needed for a better management and operationalization of these trends at local and global scales.”***

Amirahmadi

# **An Orientation to Globalization**

## **and**

# **Its Importance to Planning Practice**

In 1970, Alvin Toffler wrote *Future Shock*, which emphasized the effect of change on the individual and society, and *the increasing rate of change* as its own phenomenon of vast social impact. In 1980, Toffler followed *Future Shock* with a book called *The Third Wave*, which popularized in the national psyche some of the trends which were to become known variously as, “the information age, globalism, internationalization, etc.” Both books were instant and international bestsellers. They offered an explanation, under one paradigm, of numerous complex and interconnected phenomenon which people were experiencing in their daily lives: the first popular cultural inkling of globalization.

In the decades since, globalization has become a commonplace term describing trends generally recognized as having a profound impact on all aspects of human interaction, but little understood.

**Globalization, for the purposes of this project, is defined as the extent to which the international movement of goods, ideas, labor, services and capital is increasingly affecting the local human interactions of any particular region of the world (in this case, the**

**Portland metro area); resulting in trends of economic, social and political integration and restructuring, and rapid technological advances.**

Three supporting definitions from my research include the following:

- *“The rapidly increasing cross-border economic, social, and political interactions that are not originated by national governments.” (The Global Tide, 1995)*
- *“ a series of megatrends “in economic, technological, ideological, political, spatial, ecological, and sociocultural dimensions of human life.” (Amirahmadi, 1993)*
- *“trade in goods; a much smaller trade in services; the international movement of labor; international flows of capital and information.” (Krugman, 1994)*

**The changing interaction of these trends is affecting the way people work and where they live; it affects how cities and regions compete, how nation states conduct policy and relate to each other, and how individuals can group to accomplish common goals. Because it affects the way people work and where they live, it affects the spatial elements of urban and suburban form, the design of effective transportation planning, and the planning policies necessary to manage our natural resources in order to minimize environmental degradation. Because it affects how cities and regions compete, it affects social and economic development needs and policy. Because it affects how nation-states conduct policy and relate to each other, it affects the political environment in which planners**

**practice, making that environment increasingly complex.**

I am not alone in seeing the importance of this topic to planning practice. The Lincoln Institute of Land Policy hosted a conference in 1995 that *focused exclusively on globalization and its effects on planning practice*. The institute examined twelve metropolitan areas worldwide as case study cities, and reviewed how globalization influenced such issues as transportation and land use, economics, etc. on a local basis. *One of the most important challenges revealed in this conference is the difficulty that local and national authorities face in designing effective policies for social and political action to modify the powerful international economic forces that are shaping new productive structures in their regions.*

# Conceptualization

## Interdependence to Intensification to Intentionality

This section is a brief description of the historical events that have led to the current perspective of globalization. Although theorists argue about when the trends toward globalization began, few would deny that the process has been accelerating for more than two decades. Most of the trends of globalization are not new. What is new is the increasing number of relationships between these trends and the frequency of their occurrence.

In the 1970's, a series of world-wide events illustrated that the emerging one-world system had caused nation-states to become highly *interdependent* and thus sensitive to each other's behavior and actions. *Interdependence* describes the increased reliance by nation-states on the activities and decisions made by other nation-states. The emergence of this condition occurred during the 70's when the U.S. withdrew the dollar from the gold standard, floating the dollar against other currencies, thus facilitating - in theory - worldwide free trade. (Another example of an event of the time illustrating *interdependence* was the OPEC oil embargo exposing the vulnerability of Western nations to external pressure.)

Danish analysts Hans-Herik Holm and Georg Sorensen noted the dramatic increase that occurred in both the breadth and depth of cross-border activity and labeled the 1970's the decade of *intensification*. *Intensification* refers to the ever-increasing speed at which these events began to occur. Along with the increase in cross-border economic activity came an increase in social and political activity.

*“It was becoming clear that many modern social problems were not confined within boundaries, nor did ways of dealing with issues like human rights, refugees, and environmental concerns fit neatly with notions of national sovereignty.”* (The Global Tide, 1995)

During this period of *intensification*, the interaction between competing interests began to change. In the 1980's, as national leaders continued to initiate state policy and administer them through traditional diplomatic avenues, a new and diverse set of international actors gradually made their appearance in matters of politics, especially those matters dealing with the environment, human rights and related issues. These “actors” have since become known as non-governmental organizations, a phenomenon that will be discussed in the section on Social Integration.

Another concept put forth by Holm and Sorenson that has become important to a consideration of globalization is the concept of *intentionality*. *Intentionality* refers to the fact that globalization has begun to be a phenomenon studied and pursued by some regions and nation-states for their presumed advantage. The 1990s may come to be regarded as the decade of *intentionality* in globalization, a time when those inclined to think globally have routes for action that were never before available.

### **Competing and Opposing Forces**

Overlaying the measurable trends in globalization are changes in world systems. At a conceptual level, these changes are apparent when seemingly disparate activities occur in parallel. An example in the economic realm is when private firms seem to be merging and getting larger



just as there is news of downsizing and fragmentation of large corporations. Words like “downsizing” and “outsourcing” have become part of our everyday vocabulary. An example in the social realm is the a reduced threat of worldwide nuclear destruction and world war accompanied by an increase in regional conflicts.

*“While technological change may have pushed in one direction, social and political forces may have pulled in another. As a consequence, the extent and pace of globalization is much more in evidence in some areas, notably finance, than in others.”*  
(Cable, 1995)

International relations expert James Rosenau also asserts that globalization brings with it its own self-correcting, if not countervailing, tendencies, such as fragmentation and localism.

*“The most critical feature of this new-world system is a built-in tension in its drive for simultaneous stability and chaos. In particular, the system is caught between two diametrically opposing tendencies, one calling for integration and cooperation and the other creating conditions for disintegration and conflict.”* (Amirahmadi, 1993)

Amirahmadi refers to these as world-integrating forces (WIF) and world-disintegrating forces (WDF). They exist side-by-side, at both local and global scales, are mutually reinforcing, and operate with a more or less equal force and urgency. Although WIF tend to bring nation-states and NGO’s ever closer to each other and beget global homogeneity, WDF have resulted in the creation of smaller local competing poles and global heterogeneity.

*“Among the most critical WIF are the globalization of capital and its preconditions for accumulation leading to a global spread of industrial production, tertiary services, commodity markets, multisourcing, mass consumption, and popular culture. WDF, on*

*the other hand, include the decline in the overall influence of the USA and the CIS, and the consequent emboldening of smaller power centers in a world in transition.”*

(Amirahmadi, 1993)

These forces are acting as catalysts for political change as regions and nation-states attempt to strategically position themselves. Nation-states are competing in more powerful blocks, while concurrently losing autonomy; individual regions are gaining strength, while becoming more dependent on global forces.

*Concurrent with the expansion of the territorial contexts of social, economic, and political integration toward supranational and global interconnectedness, there is an opposite trend toward a new regionalism and localism. This dualism is producing a bifurcation within nation-states, which is both yielding parts of national sovereignty to supranational formations, such as the European Union, and decentralizing by relegating decisions to lower levels closer to the citizen. (Mlinar, 1994)*

# **Worldwide Trends**



# Economic Restructuring and Integration

## Worldwide Trends

### Economic Restructuring and Integration

Some believe that the economic aspects of globalization are the engines that drive technological advances and social integration, but it is more likely that the economy is simply the first sector to undergo the globalization process. The subtrends of economic restructuring and integration include the growth in multinational corporations, increases in trade, and the proliferation of free market trade agreements.

As illustrated in the Introduction, there are benefits of this trend from a perspective of Gross Domestic Product. More countries are becoming relatively well-to-do and *developing* countries are leading the expansion. The 16 largest developing economies

*“will average an estimated 6% annual growth in GDP through 1996, more than double the rate of the mature economies of North America, Japan, and Europe. The developing economies are beginning to assume a leadership role as a driver of global growth. This enormous shift is taking place in a post-Cold War world where the players compete in economic contests rather than ideological ones.”* (Richman, 1995)

The formation of multinational corporations has increased in recent years as companies and firms interact to compete on a global level. While firms have grown in size when measured by asset value, they have become more diverse with various owners from many parts of the world, they have fragmented into specialized production facilities to meet unique individual demands for goods and they are now locating in a more decentralized locations in order to be closer to a wide

range of the world markets.

*“The concept of a global company is not new - the British East India Company and the early oil companies and plantation businesses were such - but many more companies can now operate globally to much greater advantage in a far wider range of activities.”*

(Cable, 1995)

International competition is causing increased investment as multi-national corporations search for efficiencies. High levels of international investment is projected to continue, at least over the next several years.

*“In the U.S., for example, gross capital spending on new plant, equipment, and office technologies increased at a near-record rate of 12.5% in 1993 and in 1994.”* (Richman, 1995)

Many proponents of international trade attribute the benefits of globalization to trade. However, not all researchers agree that trade is even a key factor, or that all of the results of increased trade are necessarily positive. What is clear, however, is that trade is not a new phenomenon.

*“We are living in a world which is about as integrated, give or take a few measures, as the world of the 19th century. Trade in goods and services is only slightly larger now, as a fraction of gross world product, than it was before 1914. Measured against GDP, U.S. imports are only slightly bigger now (11%) than they were in 1880 (8%).”* (Krugman, 1994)

In addition to some indications of the relative insignificance of international trade as a new or “rapidly” expanding trend of globalization are indications that the greatest growth in the trade

of manufactured goods appears to be regional, with the increases in international trade occurring through secondary and tertiary sectors of the economy such as banking, investment, tourism and services.

*“Capital and people are more mobile, finished goods less so. These products are more likely to be traded regionally, as the trade agreements that have been signed throughout the world gradually take effect.” (The Global Tide, 1995)*

Edward Broadbent, a former member of Canada’s Parliament who now heads a government-funded human rights center in Montreal notes that the concerns of anti-free trade advocates are that:

*“Democracy and human rights are not the natural consequences of investment and trade. If left on their own, markets inherently widen the spread in incomes, are destructive of community existence, and see no limit to the consumption...of the world’s resources”(Gorostiaga, 1995)*

Closely associated with increases in world trade is the proliferation of free-trade agreements. Along with these agreements comes the arguments over the costs versus the benefits of free-trade. The North American Free Trade Agreement (NAFTA) and the General Agreement on Tariffs and Trade (GATT) are just a few such agreements that have been extensively debated in the press. As John Dunn has put it:

*“the fundamental antinomy between the Ricardian image of free world trade as a global public good and the more skeptical vision of trade as a worldwide battle ground, on which only the most manipulative and ruthless of state craft can effectively protect the national populations, goes back to the dawn of modern politics.” (Local Responses to*

*Global Change, 1994)*





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*Fiber optics deliver high capacity and unmatched reliability in Oregon's high-tech Silicon Forest.*

## **Technological Advances**

## Technological Advances

Technological advances include major improvements in communications as well as transportation technologies. Advances in computing power and telecommunications - digital systems, the fax machine, satellite technology and fiber optics - have transformed the ease, speed, quantity and quality of international information flows. As a result, physical distance is ceasing to be a measure of national and global centers. As interconnectedness increases, time, and space appear to flatten.

*“The revolution in the production of communication technologies created affordable and versatile means of information processing and exchange. More than any other product, the computer typifies globalization. It is simultaneously a product of, and a valued tool in, the process of globalization.” (The Global Tide, 1995)*

Closely tied to the revolution in communication technologies is the integration of international financial markets.

*Money is “an information product. The essence of money is... the information it conveys, whether as a store of value or medium of exchange. Capital is so mobile that markets will ensure that holders of assets receive roughly the same, risk adjusted, return everywhere.” (Cable, 1995)*

Another technology experiencing similar evolution is physical transportation. Goods and people move with greater frequency and ease to any point on the globe.

*“Transportation costs have fallen with improved physical communications: better cars;*

*jet aircraft; containerization; motorways.*" (Cable, 1995)



**SUDDENLY... DISTANCE  
NO LONGER MATTERED!**



**DARLING,  
THE TELECOMS  
REVOLUTION IS FINALLY  
HAPPENING**

**Social Integration**

## Social Integration

Economic restructuring and integration and technological advances are necessary components of globalization, but they do not alone explain the degree of global social change experienced today. This change in the social makeup of the globe includes increases in transnational organizations and cultural diversity. To many theorists the critical component of social integration is the growing number of individuals with a transnational conscience who are committed to solving the pressing social and political problems of our age.

*“Globalization is fundamentally a social process, not one that is technologically predetermined.”* (Keohane, 19 )

The growth in transnational organizations appears to be as a result of frustration due to the unwillingness of nations and international governmental organizations to share decision-making, and of political institutions to bring about reform. Activists began to form their own cross-border coalitions in the 1970s and 1980s. These groups are now referred to as “non-governmental organizations” (NGO) or also “transnational social movement organizations (TSMO, or “tiz-moes”). These organizations provide the organizational structures needed for mobilizing disparate peoples who share a common political agenda. They engage in education, lobbying, and the framing of issues in ways that would not normally be open to citizen groups.

These organizations have been extremely successful at bringing about a dialog to address the issues of concern to them. Globalization’s greatest strength lies in its potential to improve the economic, social, and political life of all people. But globalization *“should unfold in ways that allow local groups to participate as equal partners. They are the resident change agents who*

*understand the opportunities and obstacles in their own local-global nexus.*" (*The Global Tide*, 1995)

Barr also notes that international trade agreements:

*"focuses solely on the interests of businesses and governments and offers no opportunity for officials to hear dissenting views from people worried about the impact of economic liberalization on workers, farmers, and the environment."* (Barr, 1995)

Another indication of the degree of social integration, at least as it is occurring in the U.S., is the record-high number of immigrants entering this country in recent decades. There has also been a shift in the geographic origin of new arrivals, from Europe towards the developing countries of Latin America and Asia. The significant element to this aspect of social integration is that, coupled with the other trends, regions are beginning to associate more with other regions of the world regardless of distance and political boundaries.



The future  
of democracy



**Political Restructuring**

## Political Restructuring

Three movements define political restructuring at a national level in response to globalization. They are an increase in the number of democracies world-wide, and increase in the number of market-based economies world-wide (regardless of the form of government), and an increase in new political structures which are *international* in scope for the purpose of international policy development and implementation. Most of these political changes are driven by increased international trade, and also by advances in communication technologies: two major components of globalization.

*“As the global economic system become more integrated, there is a demand for international public goods that neither markets nor nation-states will provide and (positive or negative) externalities that they cannot capture. These international public goods are roughly summarized as follows: systemic financial stability; the rule of law and dispute settlement needed for an open system of trade and investment; common standards for weight, measures, and interconnection; management of global communications networks like aviation, telecommunications, and sea-lanes to prevent congestion and disasters, management of environmental concerns like the atmosphere, and oceans. All of these require some form of institutional development beyond the nation-state.” (Pennar, 1995)*

For these reasons, national economic sovereignty is being eroded, slowly and differentially. This, in turn, has led to changes in the ways nation-states interact with each other,



as well in the way they perform functions within their own boundaries. *One response is the idea of “competing nations” whereby governments recognize that it is companies, rather than they, which compete, but retain some influence in economic decisions: attracting capital; raising the education level of the home population; ensuring financial stability; trying to improve the physical and cultural environment; creating a sense of civic “fairness.”* Another response is the nation-block; for example, the European Union or the North American Treaty Alliance.

Following global economic interdependence, many researchers believe that, while the nation-state has not lost its primary importance as a political entity; it *has* lost much of its *sovereignty*, as political forces are more and more shaped by global forces of economic survival.

There is a countermovement to the political restructuring of nations. It is fed primarily by the communications technology advances. While nations restructure their relationships to each other, many individuals within those nations are finding that they have more in common with the values or interests of someone halfway around the world than with their next door neighbors. And, so, new international power blocks are being formed: around a religious sect, an environmental ethic, a trade or profession, a human rights concern. This interaction further accelerates the process of democratization as the people of these countries are able to observe and compare the process in other countries.

The market-type economic model is growing in popularity as the preferred system of resource allocation.

*“The market based economy allows for diversity in the choice for distribution of resources, capital and labor. This is not, as the U.S. would argue, an endorsement of the U.S. system, but rather a realization that the interdependence of the global economy*

*dictates that these economies open up and participate in markets that can allocate resources more efficiently.” (Toward a Global Mindset in Planning, 1991)*

Along with this shift toward market economies comes changing views on equality and class loyalty followed by changes in the roles of state versus private ownership and public versus private spending.

*“Globalization is largely private sector driven. It represents, therefore, a shift in the locus of decision-making not only from the nation-state to transnational actors but also from national governments to the private sector. For this reason, economic liberalization and globalization have often gone hand in hand, as with financial sector deregulation, foreign exchange decontrol, and freedom of trade.” (Ahern, 1993)*

**Globalization of the  
Portland Metro Area**

## **Globalization of the Portland Metro Area**

Portland is a strategic center of trade and commerce on the U.S. West Coast. Its economy is closely tied to the region's transportation system, and the international import/export of trade via the Pacific ocean to Asia. "Portland ranks first in the Pacific Northwest in wholesale trade and ninth nationally. . . The region's transportation system provides integrated highway, railroad, and airport facilities and river barges which are linked to the highest volume export port on the West Coast." (PDC, *Facts*)

Because a major trend of globalization is increased international trade and transportation of goods and resources, one would expect to see the Portland Metro region being highly influenced by the forces described within the previous section on globalization.

This is, in fact, the case. The data below shows that the Portland metropolitan area is quickly becoming a global region. Global trends discussed in the research section of this paper appear to already be impacting this area in some dramatic ways.

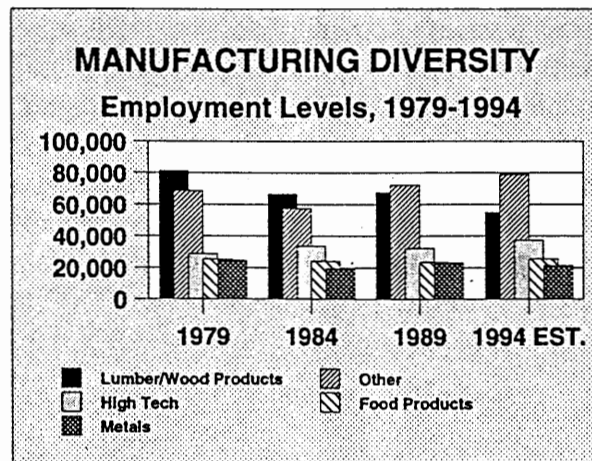
### **Economic Integration and Restructuring**

The economic structure in Portland appears to be following the global trends illustrated in the last section. There has been strong diversification in the employment base, an increase in foreign investment, an increased reliance on foreign trade, a restructuring of the banking system and an increase in disparity between income groups.

## Growing diversification of employment base

During 1983-1993, the Portland metro area experienced a manufacturing renaissance, gaining 21,018 manufacturing jobs, an increase of 22.1 percent, compared to a national loss of 522,636 manufacturing jobs, or 2.8 percent of all industry jobs. (Ertel, 1995)

Oregon has steadily increased its diversification in industries not reliant on natural resources. This trend is illustrated in Table 1 which illustrates the dramatic growth in the high tech industry. High tech employment has surpassed the timber industry, as the state's no. 1 employer, late in 1995.

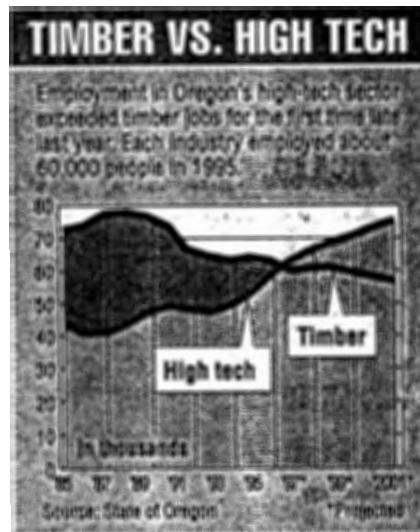


**Table 1**  
*Oregon Benchmarks*

“Expansion, spin-offs, start-ups and foreign investment have led to a 122% increase in high tech employment since 1970. Portland’s high tech community includes research and development operations as well as manufacturing. The area has been selected as a location for manufacturing operations by a number of international firms, including: STC Submarine Systems,

Wacker Siltronic, Epson, Fujitsu and Oki Electric.” (PDC, *Facts*)

In the early 1990s, the value of Oregon’s foreign exports of manufactured goods surpassed that of its export of agricultural goods and lumber for the first time in its history.



**Table 2**  
*The Oregonian*

During 1988-1993, manufacturing export goods (excluding lumber) rose from 45.2 percent to 59.0 percent of the total value of Oregon exports. (Ertel, 1995)

### **Increased reliance on foreign trade**

Oregon increased exports at a record 18% in 1994 (some \$7.2 billion), which was double the previous year’s growth rate and almost twice the national average. In all, Oregon exports increased 40% during the first half of the 1990's. Dramatic export growth promises to continue, fueled by Oregon’s high technology production and the weaker dollar. (*Internationalizing*

*Greater Portland, 1996)*

The Pacific Northwest is highly reliant on international trade and has consistently posted a trade surplus while the nation as a whole piles up huge trade deficits. In Oregon, trade-related employment is on the rise and is expected to rank twelfth in the nation by the end of 1995.

*(Internationalizing Greater Portland, 1996)*

### **Increased foreign investment**

Foreign investment in Portland created an estimated 6,037 new jobs in manufacturing during 1983-1993, accounting for 28.7 percent of all growth in manufacturing. These jobs appear to have paid wages that were significantly above average for the region. (Ertel, 1995)

Over \$2 billion from foreign countries has been invested in the Portland area since the repeal of the unitary tax in 1984 and the availability of the Strategic Investment Program in 1993. Since then, a wave of commitments and interest totaling \$9 billion has washed over the state.

*(Oregon Industrial Parks Guide, 1996)*

### **Restructuring of banking industry**

Six of Oregon's biggest banks have bought a bank or have been bought in the past two years. At the same time, banks are working to automate services, build minibranches, reduce employees and expand systems for banking by home computer. The total number of banks has been reduced by one-third in the last decade and as many as many as one-tenth of the 20,700 worker in Oregon's banking industry could lose their jobs over the next decade. (*The Oregonian*, 3/14/96)

### **Disparity of incomes**

Wages have fallen in some occupations, inflation has out paced wages in others, and the Portland metropolitan region has experienced greater growth in part-time employment and lower-wage jobs. (*Portland-Multnomah Benchmarks*, 1995)

The potential trend toward greater income disparity is being experienced to a limited degree in the Portland Metropolitan area. As reported in the Portland-Multnomah Benchmarks, the percentage of citizens with incomes *above* 100% of the Federal Poverty Level, for all ethnic groups, shows a steady and slight decline between 1980 to 1990.

**The Percentage of Citizens with Incomes Above 100% of the Federal Poverty Level by Year**

Ethnic Groups	City of Portland		Multnomah County		State of Oregon	
	1980	1990	1980	1990	1980	1990
African-Americans	71%	69%	71%	70%	72%	70%
American-Indians	76%	68%	76%	72%	78%	74%
Asians	73%	78%	76%	79%	78%	80%
Hispanics	78%	74%	80%	74%	79%	71%
Whites	89%	88%	90%	89%	90%	89%
<b>All Ethnic Groups</b>	<b>87%</b>	<b>83%</b>	<b>89%</b>	<b>87%</b>	<b>89%</b>	<b>88%</b>

Source: 1980 and 1990 U.S. Census of Population.

**Table 3**  
*Portland-Multnomah Benchmarks*



## **Technological Advances**

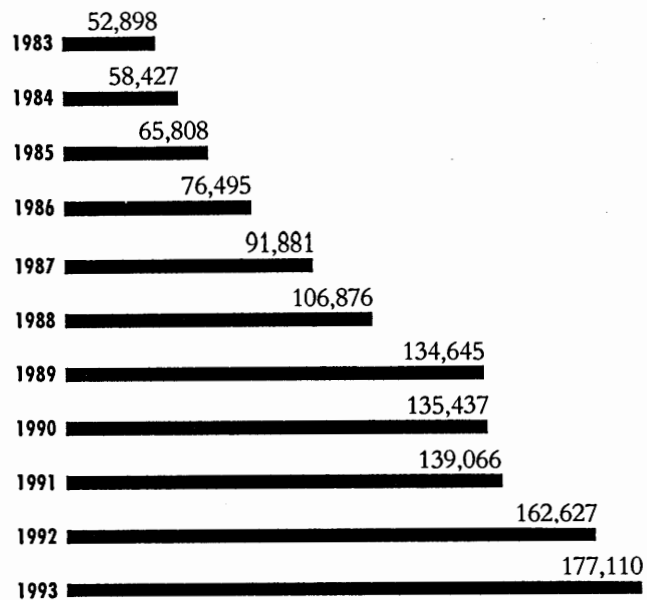
### **Increases in container trade**

The Port of Portland was late in joining the containerization wave that has been dramatically changing the ocean cargo industry, however it has seen dramatic increases in volume of container movements through its terminal. Growth in this industry was projected at between 2 to 4% in 1990 by the Port. Between 1991 and 1994, the Port experienced a doubling in container movements. (Port of Portland) There is debate over the long-term market, but some within the industry believe that these high rates of growth may continue.

### **Growth in airport trade activity**

The rapid movement of goods has led to sharp growth in air cargo activity. The Port of Portland's "Portland International Airport is one of the fastest growing airports in the United States with an 88% increase in passenger traffic and a *235% increase in cargo tonnage since 1983.*" (PDC, *Facts*) (emphasis mine)

## AIR FREIGHT—TONS OF CARGO



**Table 4**  
*PDC Facts*

### Use of communications technology

Growth in the use of communications technologies is common in today's world.

Examples of this trend found in the *Oregon Benchmarks* include; the percentage of Oregon households with single-party, touch-tone-capable telephone service has grown from 65% in 1980 to 99% in 1994. The percentage of households with personal computers at home who send and receive data and information over telecommunications has grown from 7% in 1990 to 13% in 1994. (*Oregon Benchmarks*, 1995)

### Social integration

The data below illustrates a growth in diversification of not only the resident population, but of visitors to this area as well.

## Increases in non-white population.

Racial composition in Oregon has become increasingly diverse. Non-white racial composition stood at 2.1% in 1960, grew to 5.2% by 1980 and then to 7.2% in 1990. (*Oregon Benchmarks*, 1995)

<b>SOME BASIC OREGON TRENDS</b>			
	1960	1980	TODAY
<b>Population</b>	1,768,687	2,633,105	3,038,000
<b>Age</b>			
< 20	39%	31%	28%
20-64	50%	58%	58%
65+	9%	9%	11%
80+	2%	2%	3%
<b>Racial Composition</b>			
White	97.9%	94.8%	92.8%
Other Groups	2.1%	5.2%	7.2%
<b>Per Capita Income</b>			
(1990 Dollars)	\$9,348	\$14,410	\$17,201
<b>Educational Attainment</b>			
High School	48%	76%	84%
Some College	20%	39%	61%
College Graduate	9%	18%	24%

**Table 5**  
*Oregon Benchmarks*

A highly visible, if somewhat trivial, barometer of increasing globalization in Portland in recent years has been the explosion of non-European ethnic eateries in the city, especially since 1980. In 1970, only 55 restaurants in the city of Portland were listed in the Yellow pages as offering non-European ethnic food. This number soared to 112 by 1980 and to 300 by 1993.

(Ertel, 1995)

### **Increased foreign tourism**

According to research completed by the United States Travel and Tourism Administration, international travel to the U.S. has grown 17 percent over the past six years and Oregon has experienced a 15 percent increase in its overseas visitors over the past five years. (OEDD, *Tourism Newsletter*, 1995)

International visitors to Oregon generated \$26 million in taxes and \$273 million in general expenditures in 1993 (latest year available). (*Internationalizing Greater Portland*, 1996)

In 1994, an estimated \$3.6 billion was generated statewide by visitor expenditures, which represents an average annual growth rate of 7 percent per year since 1990. Half are out-of-state visitors (23 percent from Washington; 22 percent from California; 9 percent are from foreign countries). (Oregon Economic Development Department, 95-97' Tourism Division, Marketing Plan)

### **Political Restructuring**

It is indicative of Portland's strong planning tradition that it is moving along ahead of most of the nation in trying to address land-use planning concerns that overlap traditional political boundaries through formation of a Metro government. This is a clear case of political restructuring in an attempt to address regional needs which are highly impacted by globalization.

Other innovative planning concepts regionally include the Port of Portland's operation of a

Foreign Trade Zone (FTZ #45) Under this political structure, “foreign merchandise entering the FTZ is not subject to normal customs entry procedures and duty payment until it leaves the FTZ and enters the stream of domestic commerce.” (*PDC Facts*) The reason for this is to take advantage of Portland’s transportation center standing.

Likewise, the *Portland/Multnomah Benchmarks* publication was is significant step toward governmental coordination to address common regional issues.



## **Planning for a Multi-cultural Society**

## **Case Studies**

## Case Studies

The following case studies were conducted during the months of January and February of 1996. They represent planning projects undertaken by five groups of graduate planning students in the Planning Workshop class held in the Fall and Winter quarters of 1995-1996 at Portland State University. In this class, students were asked to pick a project which was “pushing the envelop” of planning practice, and to explore an important project that they might not get a chance to pursue in practice.

These are included in the research portion of this project because they illuminate an important point in the consideration of global issues as they impact local planning practice; *Given that research shows the rapid globalization of the Portland metro area, do these trends show up as important factors in specific planning projects?* The answer has clearly been, “Yes!” These projects have provided me with concrete examples of planning problems for review in the planning implications section of this paper.

In addition, my research was summarized for the class in a Workshop session, which allowed the students to explore for themselves how their projects may reflect various trends of globalization.

Following, then, are the brief problem statements of each case study, supplied by the project teams themselves, and including a summary of the issues and concerns that the students seek to address. (See Appendix for more on workshop information).

## **Old Town/Chinatown Planning**

### **Problem Statement:**

The economic/cultural and racial diversity of Old Town/Chinatown is a valuable asset to both the neighborhood and the city at large. This diversity is viewed by many in the neighborhood as an asset, but there are also tensions that arise because of it. Preliminary research has revealed a high level of citizen involvement in this community and a desire to maintain the diverse character of the neighborhood. However, there has not been much discussion between neighborhood residents of differing incomes about what diversity means in Old Town/Chinatown and how their energies might be combined to preserve and build on the positive and mitigate the negative aspects of this character.

### **The Planners' Issues and Concerns:**

*Growth pressures* have led to high-value uses surrounding the Old Town/China Town area. Property owners within Old Town/China Town want to take advantage of the economic benefits these changes may bring to them. However; this area has traditionally been the location of *social services* to groups of needy people and these uses have suppressed investment. This has led to conflicts between these groups, and to a need to resolve these conflicts.



# Planning for a Multi-cultural Society

## **Problem Statement:**

Demographic changes and affirmative action programs are among the trends which have changed the racial and gender character of most businesses and institutions in the U.S. over the last 30 years. Planners need educational and training assistance to operate effectively in a racially and culturally diverse community, work-place, and class setting. What are some educational and training techniques for planners to operate effectively in a multi-cultural society?

## **The Planners' Issues and Concerns:**

Improve opportunities for *various cultures to interact and exchange information* about themselves in order lead to greater appreciation of and acceptance for their values and beliefs.

# Washington County Lightrail Station Area Planning

## **Problem Statement:**

The intent of this project is to create a document that can guide Tualatin Hills Park and Recreation District (THPRD) in making decisions about provision of parks and recreation in Westside light rail station areas. The project is being conducted in conjunction with THPRD's 20 year Master Plan effort and Westside Light Rail station area planning. The envisioned higher-density, transit-oriented development surrounding the new light rail stations will require THPRD to rethink its approach to providing parks and recreation facilities. The purpose of the project is to advise THPRD as to what is necessary and appropriate in these denser areas and to provide some direction in implementation.

## **The Planners' Issues and Concerns:**

The Washington county area has experienced *high rates of growth* over the past 5 years. This growth has led to *suburban sprawl and inefficient transportation patterns*. Reduce the negative effects of *decreased livability, increased auto-dependence, loss of quality farmland, increased infrastructure costs, and segregation between income classes* that these growth patterns create while improving access to parks and open space.

## Car Share Cooperative

### **Problem Statement:**

The current American transportation model creates a wide range of negative consequences for the quality of life and the environment in this country. People are encapsulated by their vehicles, leading to social removal and increasing vehicle miles traveled, reduced quality of life, and increases environmental costs, to name just a few problems. Those who can not afford to be part of this model are punished with decreased mobility. How do we increase mobility without destroying the region's social, economic and environmental competitive advantages.

### **Planners' Issues and Concerns:**

Provide reasonably-priced *mobility options*. Resource sharing improves *social cohesion*, addressing social fragmentation. More people per automobile means less pavement per capita, thereby less *sprawl* and *environmental* consequences.

## Westside Town Center

### **Problem Statement:**

Use analysis of existing processes leading to development of “Town Center like places” and other intergovernmental coordination processes to develop alternatives for implementation of the West Portland Town Center and other Town Centers in Metro’s region.

### **Planners’ Issues and Concerns:**

Improve intergovernmental coordination which will lead to the implementation of town centers around Portland. Town centers should improve the quality *of life and livability of urban communities* through helping to reduce *auto-dependency* and provide a more *pedestrian lifestyle*.

**A Summary of Regional  
Values and Goals**

# Summary of Regional Goals & Values

*“In Oregon, there is a direct relationship between public values and public policy.*

*Therefore understanding the public’s values -- what Oregonians believe and hold dear at their core -- is critically important.”* From the *Oregon Values and Beliefs Survey*, 1992.

This section reviews the goals and values of Oregonians, emphasizing those of the Portland Metropolitan area. The values documents illustrate the core values of the people of the region; the goals documents indicate what they want to see happen in the future. Three main documents were studied for compilation in this section. They are:

- o *Oregon Values and Beliefs Survey*
- o *Portland Multnomah Benchmarks, and*
- o *Oregon Shines*

## Values

### *The Oregon Values and Beliefs Survey*

This study was conducted during the months of July and August of 1992 and involved 1,361 Oregonians in face-to-face surveys. It was sponsored by the Oregon Business Council, a private, non-profit organization. The study divided the state into four regions, with the three county metropolitan area considered one focus region. The purpose of the study was to:

- o Explore the underlying core values of Oregonians.
- o Gain understanding about those values where differences exist.
- o Allow policy issues to be debated with a clear understanding of core values and beliefs.
- o Allow for conclusions to be drawn regarding public sentiment on key issues confronting Oregon.
- o Provide a scientifically sound benchmark of core values which may be periodically measured.

Oregon's core values as defined in this report are:

**Families** Above all else, Oregonians cherish families and family life

**Employment** Oregonians esteem employment and the economic conditions which create employment. They believe the world of work has changed significantly, and they acknowledge a strong relationship between skills and personal income.

**Education** Oregonians value education, particularly primary and secondary education. However, they believe their educational institutions are not adequately addressing the changing needs and nature of work today.

**Livability** Oregonians treasure Oregon's physical qualities, and they acknowledge that these attributes underpin the state's economy. At

the same time, they fear the future impact of population growth on Oregon's environment and livability.

The most dramatic value differences between regions in Oregon exist between the eastern part of the state and the Portland Metro area. These differences center around economic insecurity within Eastern Oregon, resulting from threats to the natural resource base of the non-urban economy. This difference is most dramatically illustrated by value rankings for "Concern for the environment," *which ranked 3rd in the Metro area and 8th in the east.*

In the category of "Jobs versus the Environment" there was a fairly even split, state-wide, of people who felt that the environment was just as important as job creation. Portlanders' have the greatest concern state-wide over the effects of growth on the environment under the category "Environment versus Growth."



## Goals

### Oregon Shines

The document *Oregon Shines* was begun by Governor Neil Goldschmidt in 1986. It was completed in 1989. This report reflects the effort of dozens of Oregonians from both the private and public sector who participated in strategic planning committees. *This is an important document historically because it led to the benchmarking process which is often used in policy implementation strategies throughout Oregon today, and which has won awards nation-wide for innovation in government.* The important *Portland-Multnomah Benchmarks* described below is an example of such an offshoot.

*Oregon Shines* is a long-range, strategic planning program which challenges Oregonians to bring their communities into the Twenty-first Century prepared for changing economic and social conditions. It describes its vision of Oregon (rather idealistically) as follows:

*“The plan envisions a vital, industrious Oregon that shines in all spheres of life. It envisions diverse businesses that provide quality jobs for Oregonians. It envisions Oregonians who have knowledge and skills to perform those jobs well. It foresees safe, livable communities with quality facilities and services, and an environment that is clean and unspoiled. The Oregon we foresee will remain a uniquely wonderful place to live, rich in quality of life and opportunity.”*

*Oregon Shines* identifies the following three key strategies for achieving its vision:

**A Superior Work Force.** Invest in Oregonians to build a work force that is measurably the most competent in America by the year 2000, and equal to any in the world by 2010.

**An Attractive Quality of Life.** Maintain Oregon's natural environment and uncongested quality of life to attract the people and firms that will drive an advanced economy.

**An International Frame of Mind.** Create an international orientation in Oregon's business and cultural life that distinguishes Oregonians as unusually adept in global commerce.

*Oregon Shines* concludes its introduction with the comment that “*these initiatives will distinguish Oregonians as a people who are unusually capable of working in an advanced economy and Oregon as a place where the environment and quality of life is preserved and enhanced as the state grows.*”

### **Portland-Multnomah Benchmarks**

The *Portland-Multnomah Benchmarks* were developed by the Portland-Multnomah Progress Board. Although first published in 1995, this document has been developed over years, starting with the City's *Vision* project in 1989 and with *Portland Future Focus*, introduced in 1991. The following quote from the *Benchmarks* describes the process:

*“Thousands of people have come together during the past five years to formulate the vision and set the benchmarks. Through meetings, surveys, interviews, and individual comments, the citizens of Portland and Multnomah County have described their desired future and set forth the mileposts by which progress will be measured.”*

Prior to the development of actual benchmarks, Portland and Multnomah County citizens set forth goals. The goals describe the community that government, business, non-profit organizations, and citizens are willing to help build in the future. These goals are formulated in the categories of “Economy, Education, Children and Families, Environment, Quality of Life, Governance, and Public Safety.” Through the process of setting Benchmarks, these goals are translated into concrete measures: such as per capita income, percent of population above poverty level, and reading and math skills test scores.

## **Planning Document Summary**

The values and goals in the documents reviewed above reflect a strong commitment to the following three main categories of issues:

- o Quality of life/environment**

- Growth management

- Protect air and water

- Affordable housing and healthy neighborhoods

- Resource conservation

- Cultural diversity

- Enhancing recreational opportunities

Encouraging alternatives to the automobile

**o The economy**

Improve jobs and incomes

Grow and attract internationally competitive company's

Ensure all citizens have access to benefits of the economy

Provide facilities and services needed to reach goals

**o Education and workforce training**

Develop a world-class workforce

Provide access to education for all citizens

Enhance primary and secondary education

The regional goals and values described in this section establish an important starting point for considering the planning implications of globalization trends within the Portland metro area.

# Implications to Planning Practice

**“Two kinds of planners are seen operating in the future: those who will continue in the traditional mode until they retire; or are made irrelevant; and those who work pro-actively with communities to facilitate their use of global-local relationships to develop more self-reliant activities and sustainable futures.” (Globalizing North American Planning Education)**

# Implications to Planning Practice

## Introduction

The following consideration of the implications of globalization to planning practice within the Portland metro area is divided into four parts covering areas of major importance to planning practice generally. These are its implications for spatial issues (or urban form and regional resource management), to social issues, to economic development, and to political issues.

## Spatial Implications

### Regional Patterns

The term *spatial* refers to the physical manifestations of mankind's activities upon the land. These are the forms of our cities, towns, roads, and subdivision developments, and the effects they have on our natural resources and environment. This is an arena where planners have traditionally been extensively involved, and where they have an established influence.

Planners can predict, based on available research, that there will be intensifying pressures for urban sprawl in the Portland area due to the rapid globalization of our local economy.

The Lincoln Institute of Land Policy recently held a conference on Global City Regions. They picked 12 cities, scattered worldwide, as case studies. To make a reasonable comparison possible, they chose cities which were alike in scale and which met certain criteria for "global city/regions". Portland itself would meet these criteria:

- o a large population, but not necessarily megacity structure;*
- o a diversified market economy, rather than a command economy or one dominated*

- by a single industry;*
- o distinct patterns of growth and change since 1960; and*
  - o a record of attempts by their governments to shape regional form, whether successful or not.*

The first prominent conclusion of this study with regards to spatial implications is that:

*“the predominant pattern of physical growth has been sprawling out from the historic center and adjacent inner ring of development into increasingly distant open space and agricultural land. This has been facilitated by sharp increases in the.....use of automobiles.” (Landlines)*

Although this is a new pattern of growth worldwide, it is not new to the United States which has spearheaded the use of the automobile. The Portland metro area, of course, has been struggling with the containment of urban sprawl for many years. *Yet it is only within the past several years that the efforts implemented many years ago are beginning to be put to the test.*

Evidence that issues relating to these pressures are heating up locally can be found week by week in the daily newspaper, *The Oregonian*. For example, the last year has seen the first-ever *serious* consideration of relaxing the Urban Growth Boundary for Portland since it was formed in response to the Comprehensive Growth Management Planning Law of 1972.

Again, out of five case studies cited earlier by P.S.U. students trying to identify important planning issues within the area, problems associated with this outward spiral of growth figured heavily in *three* projects: The Washington County Lightrail Station area planning, The Care Share Cooperative and the Westside Town Center project.

In short, this first implication is a warning for Portland. We can not be complacent about the structures we have in place to control growth management, even though they have been

successful in the past. The values and goals documents researched in this project have made clear Oregonians' concerns for preserving the quality of the rural landscape and maintaining farmland. This is a clear case of a set of central values and goals of Oregonians being in direct conflict with a trend of globalization. A survey of 608 residents conducted as recently as last month for *Metro* found that respondents put *"protecting farm and forest land at the top of the list when they were asked to rank regional issues most important to them. Preservation even beat pocketbook issues such as lower property taxes and more household income."* (*The Oregonian*, 3/8/96)

As planners, then, we must consider this: If Oregonians really feel this way (and there is ample evidence that they do); why is it that, household by household, individual Oregonians are following the commuting, sprawling pattern so counter to their values? Is this a case of recent immigration to Oregon by newcomers who do not necessarily hold the values that Oregonians have historically held? In that case, we could expect to see a change in values reflected in the more recent surveys in the Portland area on this subject. As shown by the survey quote above, this is not the case.

It seems likely that two things may be happening: that individuals are compelled by forces outside their control (such as economic necessity) to behave in ways contrary to their values; or that they do not equate their individual actions with the larger pattern of sprawl.

Building a sense of personal responsibility for social phenomenon can be done through education. There are several recent historical examples of this. "Ladybird" Johnson's campaign to "keep America beautiful" made littering much less socially acceptable and common, because it equated personal behavior with a value which was important to the country: the beauty of its countryside. The recent explosion of recyclers is another example of what tying education to a



strong environmental ethic can accomplish . Because Oregonians have an extremely strong environmental ethic, the potential effectiveness of education in holding the line on urban sprawl should not be overlooked.

However, although there are many policy tools and options for curbing the extent of sprawl, it is unlikely that planners can have an appreciable effect if individuals are compelled by economic forces to promote sprawl. The State's efforts to enforce the Transportation and Growth Management Rule have been strong. Our region's current ban restricting small lot subdivision of farmland is an example of an effective policy in place to curb the outward growth. Still, despite these efforts, the pattern continues locally as a strong trend.

This is not to say that more cannot be done. A hefty gasoline tax, to the extent which it makes it more unaffordable to live out from the urban core, is an example of a potentially effective policy which is *not* in place.

Which brings up another point. In addition to working to mitigate sprawl, planners can work to mitigate some of the negative *effects* of increasing sprawl. In this category, nothing comes close to the need to reduce "Vehicle Miles Traveled" on which our air quality depends. There is a strong recognition of this need regionally. Yet, public transportation still operates in a radial fashion directly counter to the transportation needs required by the new land use realities. It has not evolved into the forms necessary to exist as a viable, dependable option responsive to the needs created by even the *existing* patterns of dispersed growth. The operation of smaller buses or jitneys carrying smaller groups of people within the perimeter are not developed, for example.

As jobs, as well as residences, move to the outside perimeter, lack of effective public transportation options becomes a social issue as well as a spatial issue. Those who cannot afford

an automobile lose job opportunities due to the lack of viable transportation.

Natural resource management and environmental preservation issues are not the only concerns posed by suburban sprawl. They are simply the issues most closely tied to Oregonian's values and goals. Planners with a grasp of environmental psychology are familiar with the ways in which increased mobility has undermined a previous sense of community, as individuals begin to feel more and more alienated from their dispersed urban environment where an identifiable *place* is hard to determine. Both the *Town Center* and *Washington County Light Rail Station Area Planning* projects are examples of planners addressing issues of creating an identifiable place which relates to a greater identity of "place." This is an important effort, because in the fight against increased sprawl, the connectedness which Oregonians feel to their region is the first line of defense.

## **The Urban Core**

The spatial concentration of managerial and professional functions in inner city areas increases the tension between displaced functions. *"Even as most cities are spreading out, some inner cores have become more densely populated as wealthier residents and service sector employment have migrated into newly thriving downtowns. Monumental stadiums, convention centers, luxury hotels and residential condominiums have helped to promote tourism and an active cultural life in these central cores."* (Landlines)

The *Old Town* case study looks at the effects of these trends within an area in downtown Portland. All around the Old Town area, condominiums are being built, a wealthy residential class is becoming established, tourism is increasing, and the convention center and stadium complex is being expanded. In the middle of this activity is a group of people living a seemingly

marginalized existence. This “expendable” group of society is feeling the economic pressure from property owners who want to join the rest of the area in prosperity as well as the cultural pressure from the oriental residents and restaurant owners. The *Old Town* project attempts to reconcile the creation of corporate-professional cities with the function of accommodating displaced people.

The line drawn between spatial and social issues in planning is an arbitrary one. There are the *social* implications of the *spatial* implications of globalization, and vice versa. This case study spans the overlap between concerns for spatial and social issues, but its main concerns are the social consequences of a spatial pattern.

Social concerns are another area of importance to Oregonians.

## Social Implications

The trends toward greater disparity in incomes and the trends toward greater cultural diversity, illustrated in the research portion of this document, suggest that globalization will pose serious challenges to the future livability of global cities, including Portland. This, in turn, means serious challenges for planners. An awareness of these trends is beginning to be reflected within the planning profession generally. The ACSP Commission's *Globalizing North American Planning Education, 1994*, cites both challenges as important issues. One concern for diversity is the following:

*"Lack of knowledge about cultural differences, behaviors and expectations. . . reduces the planner's effectiveness in communications, problem-solving, and conflict resolution."*

This is a problem to highlight, because it occurs just as resolution, problem-solving, and communications are becoming a more substantial and integral part of the planning profession's role in society, and as regulation is becoming less important.

Problems of equity are equally important. Because the planning profession has much of its roots in reaching out to provide equal opportunities for all people, and because the Portland metropolitan region is feeling the first social effects of globalizing trends, it is no surprise that concerns over issues of equity and diversity were perhaps the strongest single category of concerns addressed within the Case Studies. (The *Old Town/China Town, Planning for a Multi-cultural Society*, and *Car Coop* projects all deal directly with issues of equity and under-represented people. The *Washington County Lightrail* project began in an effort to address

equity concerns as they relate to environmental issues.)

Again, the ACSP Commission states that:

*“Social planners emphasize that the profession has to become more of a social advocate for those in need of assistance and more skilled in designing and implementing effective programs that do more with less...” (Globalizing North American Planning Education, 1994)*

The review of values and goals points to a desire by the residents of the Portland metro area to provide an equitable environment. Under the quality-of-life concerns, Portlanders show concern for cultural diversity, affordable housing, access to education and jobs for all citizens. These do not come up as dominant concerns, however, and current budget constraints are putting those expressed desires to the test. It remains to be seen if Portlanders will develop the same *strength* of concern for social issues that they have expressed for environmental and economic issues as these issues heat up locally. As of now, these are background concerns for the population at large. There is no *social* corollary, for example, to the *land-use* efforts currently established to manage the region’s spatial form.

Not only can we predict that both of these issues will become increasingly important planning concerns in our globalizing environment, we can predict the likelihood of this future complication: in our “do-less-with-more” environment of economic restrictions, concerns of equity and diversity have the potential to exacerbate each other. When there is not enough money to go around, competition between groups in need is heightened. Planners need to be aware that not only equity or fairness, *but perception of fairness*, in resource allocations is a critical element in productive planning.

## Implications to Economic Development

According to Afshar and Howe, the planning profession is not keeping abreast with the challenges and opportunities a globalizing world presents within the realm of economic development:

*“If planners and their institutions do not keep abreast, do not clearly demonstrate their “value added”, they will be bypassed--first as individuals when firms and bureaucracies retrench, and then as a profession whose credibility will not be taken for granted.*

*The traditional planner as regulator inhibiting economic development has to make way to the modern planner as facilitator, facilitating local economic development under conditions of fierce competition and in an environment in which the planner has to do more with less.” (Afshar and Howe)*

Economic issues and concerns are clearly regional priorities based on the review of values and goals. People in the Portland Metropolitan area are concerned about jobs and the ability of this region to maintain those jobs is a high priority.

For many years, in the early 1980's, the state and the region experienced hard times due to declines in traditional natural resource industries. To address these declines, policies were formulated to make Oregon a more attractive place to do business, leading Portland into the age of the “entrepreneurial city”. As a result, the region has recently been very successful at attracting foreign investment and jobs. We are now; however, beginning to see the negative consequences of our success, some of which include rapid growth and a reduced quality of life.

We realize now that it is not enough to just create jobs, but rather it is more important to create high quality jobs without compromising our quality of life.

Quality of life is Oregon's, and may soon be Portland's, newest core economic development theme. The Oregon Economic Development Department recently changed its motto from "More Jobs for Oregonians" to "Better Jobs for Oregonians". Quality of life is identified as a key location decision criteria by many firms locating here from outside the region. It has also been recently defended by a group of northwest economists in the *Economic Well-Being and Environmental Protection in the Pacific Northwest* document, which illustrates the strong connections between environmental quality and economic well-being.

*"Planners are feeling the pressure to shift from land-use regulation serving 'the public interest' to facilitating economic development in response to an increasingly competitive global economy. Similarly economic development priorities appear to increasingly conflict with those of the natural environment and the planner wonders how to reconcile the two."* (Afshar, Howe)

This is especially true of the Portland area, in which environmental and economic well-being are both high priority values. Happily, ideas on how to reconcile environmental issues and economic development concerns may be entering a new stage where both interests are coming together to resolve conflicts. This point has been reached after years of stiff competition in courts which have left both sides disappointed. An example of this more holistic approach to these issues is the relatively recent development of the field of ecological economics. Planners should be able to contribute to this evolution through their experience in mediation and public involvement.

## **Political Implications**

More variety of political form, and more variety of interaction between these forms, will be an important consequence of globalization on the planner's work environment. To be politically effective, planners must learn to understand the new political structures and be able to work through them from different vantage points. More planners will be working for quasi-public and private enterprise in the provision of planning services, for example. More planners will also be involved in grass-roots, community development work.

Although it is impossible to predict all of the possibilities that technological change is facilitating in political arenas, a "global mind set" and excellent communication skills will be two more planning tools which planners cannot afford to neglect.



# **Appendix**

## Workshop

The project groups participated in a workshop where they were presented the findings of the Research Analysis and Values and Goals sections of this study. (Agenda attached). They were then separated into two main groups to discuss the planning implications of globalization. The first discussion group was formed by their respective project groups as listed below. The second group was formed by groups of interest, or substantive experience, into the categories of the major trends of globalization.

They were asked the following questions:

Discuss project-related globalization issues.

List the planning implications of globalization to your project.

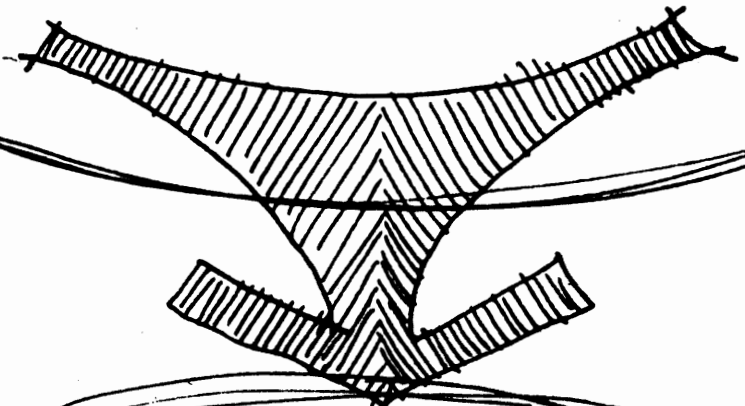
List alternative strategies to address these implications.

The responses were summarized and, after the workshop, the groups were asked to evaluate, clarify and expand on these responses.

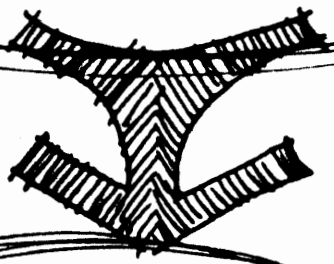
This process assisted in meeting two of the objectives of this study:

1. Increase the classes awareness of the effects of globalization on local planning issues.
2. Explore relevance to class planning projects.

GLOBALIZATION



COMMUNITY  
VALUES AND GOALS



PLANNING  
IMPLICATIONS

## **Project Objectives**

- **Research globalization and develop an unbiased, objective understanding of its trends.**
- **Research Portland Metro's values and goals relative to globalization issues in order to facilitate decision-making within this value system.**
- **Increase the classes awareness of the effects of globalization on local planning issues.**
- **Explore relevance to class planning project.**

## **The Importance of Understanding Globalization**

- **Develop a global paradigm to avoid having the trends defined for us on others terms.**
- **Understand global forces so you can help work to support communities and their values.**

**Planning Implications of Globalization  
Class Presentation/Workshop**

**Agenda**  
January 31, 1996

**Part I. Globalization presentation (45 min.)**

- A. Introduction
- B. Definitions
- C. The importance of understanding
- D. Project objective
- E. Conceptualization
- F. Trends
  - 1. Technological advances
  - 2. Economic restructuring and integration
  - 3. Social integration
  - 4. Political restructuring

**Part II. Values and Goals presentation (30 min.)**

- A. Values
  - 1. Values and Beliefs survey
  - 2. Metro's 2040 survey
- B. Goals
  - 1. Portland-Multnomah Benchmarks
  - 2. Oregon Shines
- C. Common values and goals
- D. Discussion

**Break**

**Part III. Workshop (1 hour)**

- A. Objective (5 min.)

Make a connection between knowledge of globalization combined with knowledge of values and goals with your knowledge and experience in planning to develop understanding of challenges and create questions, additional issues and concrete solutions and recommendations.
- B. Examples of planning implications (5 min.)
- C. Definition of tasks and approach (5 min.)
- D. Breakout into groups (45 min.)

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