

# REQUEST FOR COUNCIL ACTION

DATE ACTION REQUESTED: December 21, 2020

Order \_\_\_ Ordinance \_\_\_ Resolution \_\_\_ Motion \_\_\_ Information XX  
No. No. No.

SUBJECT: Briefing – Draft Economic  
Opportunities Analysis

Staff: Doug Rux, Director  
Department: Community Development

Work Session \_\_\_ Business Session X

Order on Agenda: New Business

## RECOMMENDATION:

Information only.

## EXECUTIVE SUMMARY:

The City Council approved a contract with ECONorthwest on November 18, 2019 by Resolution No. 2019-3618 to assist the City in conducting an Economic Opportunities Analysis (EOA). On September 16, 2019 the City Council passed Resolution No. 2019-3600 supporting a grant application to the Department of Land Conservation and Development (DLCD) for a Technical Assistance grant. The City was successful in the grant application and was awarded \$20,000 towards the cost of conducting the EOA. DLCD subsequently reduced the grant award to \$16,000 due to budget constraints related to COVID-19

The CAC has met five times since the project initiation in January 2020 and TAC has met five times. The first CAC meeting occurred on January 27, 2020 as a briefing and orientation to the project. The CAC and TAC held their first official meetings on technical aspects on April 23, 2020. The meeting was originally scheduled for March 17, 202 but was canceled due to the COVID-19 pandemic. The CAC and TAC met again on July 22. The CAC and TAC met again was on October 6, 2020. The most recent meetings were held on December 1, 2020 to review the Draft EOA based on comments received to date for DLCD and Friends of Yamhill County/1000 Friends of Oregon. Attached is the Power Point from the CAC/TAC meetings along with a draft of the EOA document.

A virtual Open House was held from October 21 through November 16. Over one people revised the Open House material. Between 26 and 45 individuals answered the survey questions.

The Draft EOA analysis indicates a surplus of 18.1 acres of commercial and a deficiency of 164.3 acres of industrial land. With the sale of the mill site the property had to be categorized from developed to redevelopable based on the new property owners' intentions for the site. This changed the analysis from the previous briefing provided to City Council on October 19, 2020.

## FISCAL IMPACT:

Cost to prepare the Economic Opportunities Analysis is \$54,930.00. \$38,930.00 is budgeted in 01-4110-580000 out of the General Fund. \$16,000.00 is grant funds from the Department of Land Conservation and Development which is budgeted in 01-4110-533011.

**STRATEGIC ASSESSMENT: (Relate to Council Goals if applicable)**

2020 Council Goals:

2. Further develop an operational culture that adopts and cherishes Diversity, Equity, and Inclusion as core values.
4. Create and support an Urban Renewal Plan and Authority.

Attachments: 1. CAC/TAC Power Point  
2. Draft Economic Opportunities Analysis Document

# Newberg EOA Briefing

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City Council

December 21, 2020

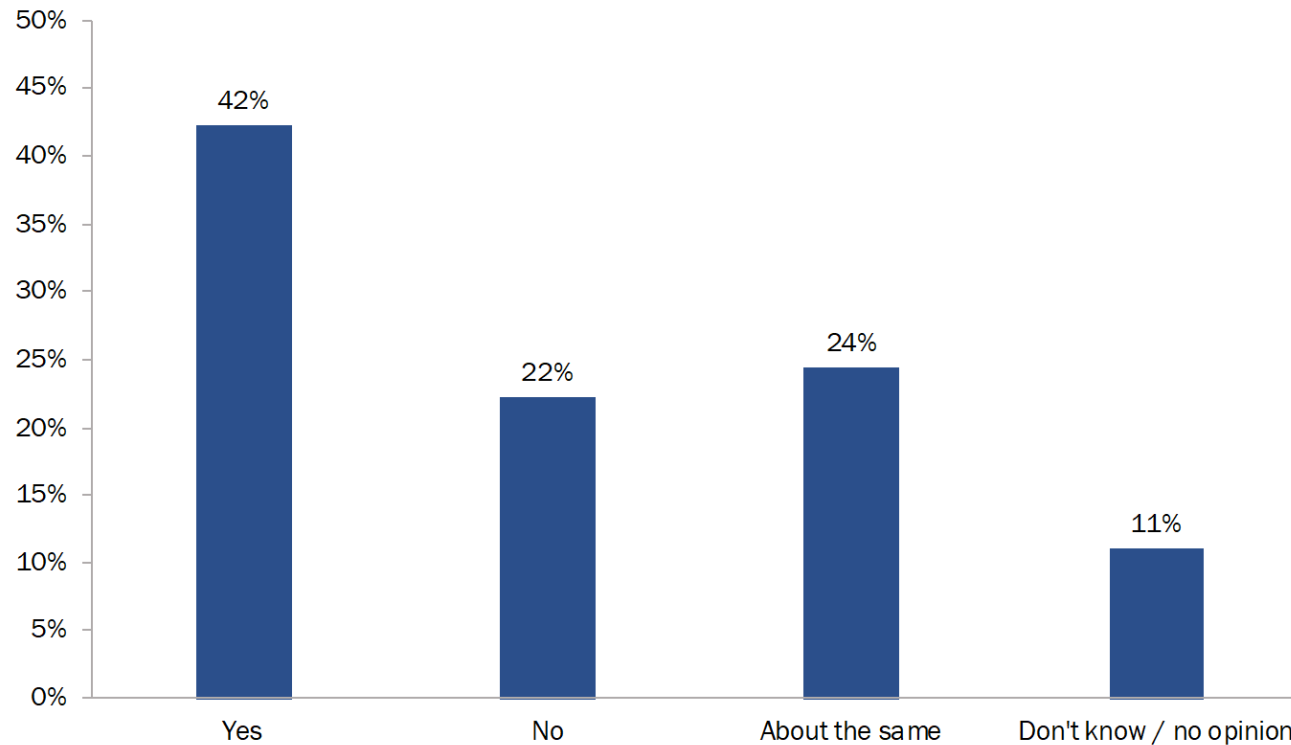


# Virtual Open House Results

- ❑ Open house was available October 21 to November 16
- ❑ Included 4 sections with survey questions  
Responses ranged from 26 to 45 responses
- ❑ Competitive advantage (strengths and weaknesses) align with those identified by TAC/CAC

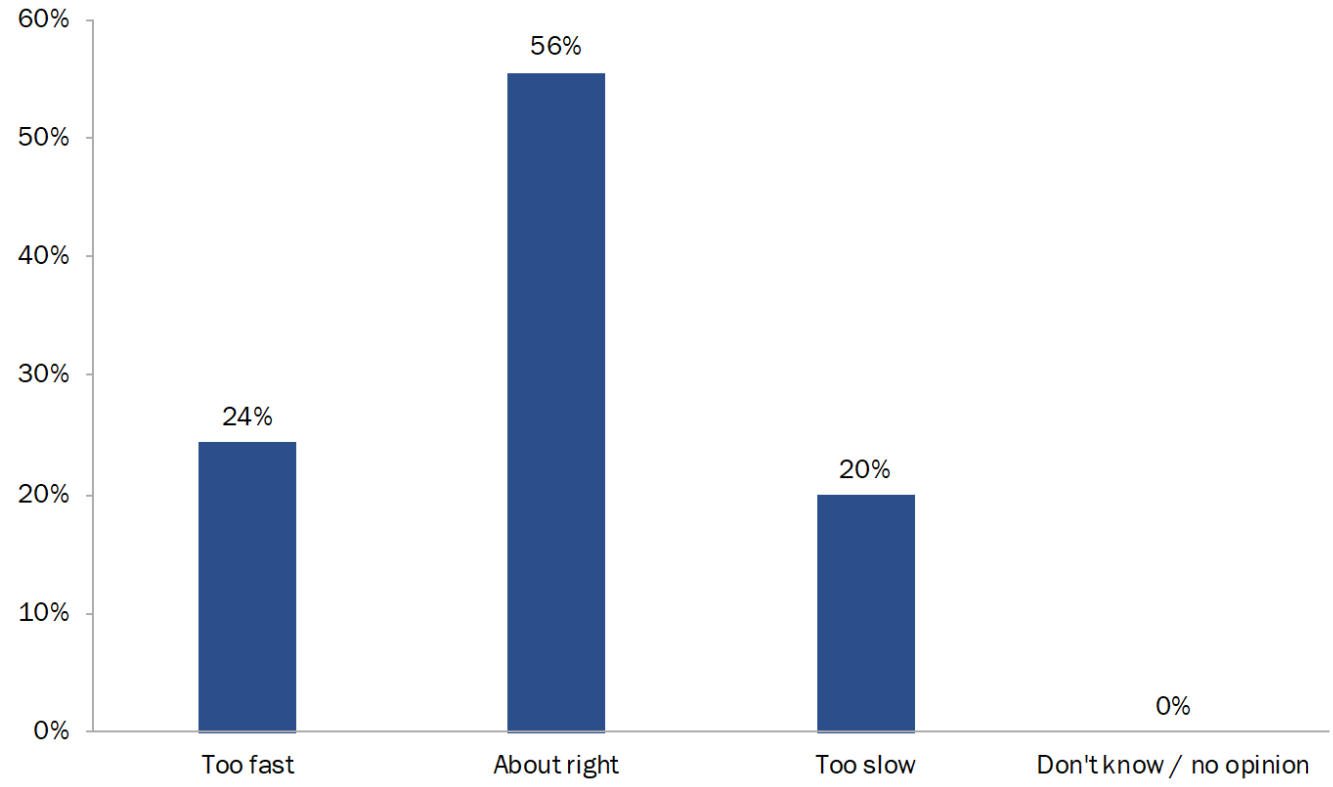
# Virtual Open House Results

Do You Think Newberg Is a Better Place to Live Than It Was 10 Years Ago (Or Since You Have Lived or Worked in Newberg)?



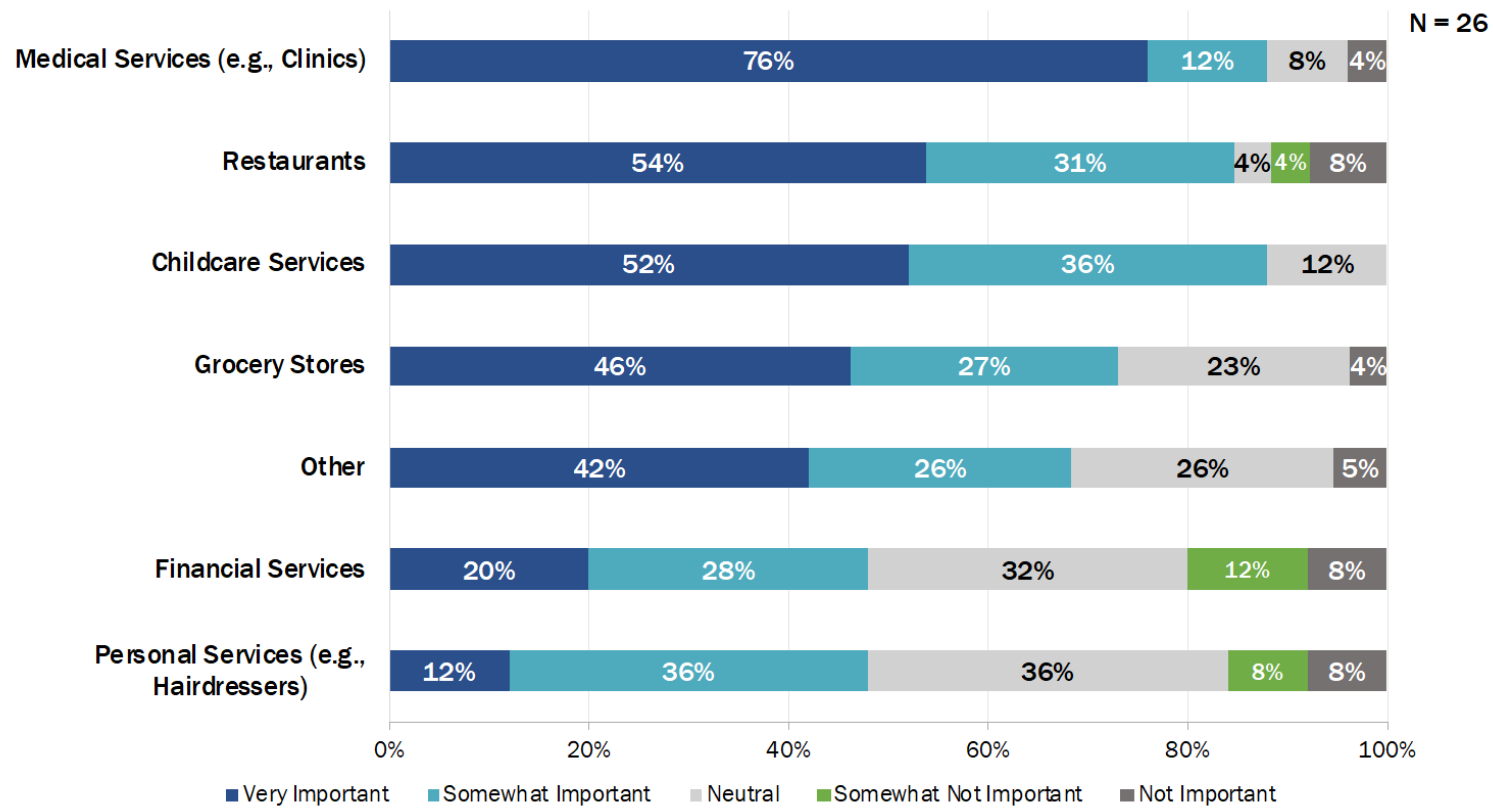
# Virtual Open House Results

How would you describe the rate of growth in the City of Newberg?



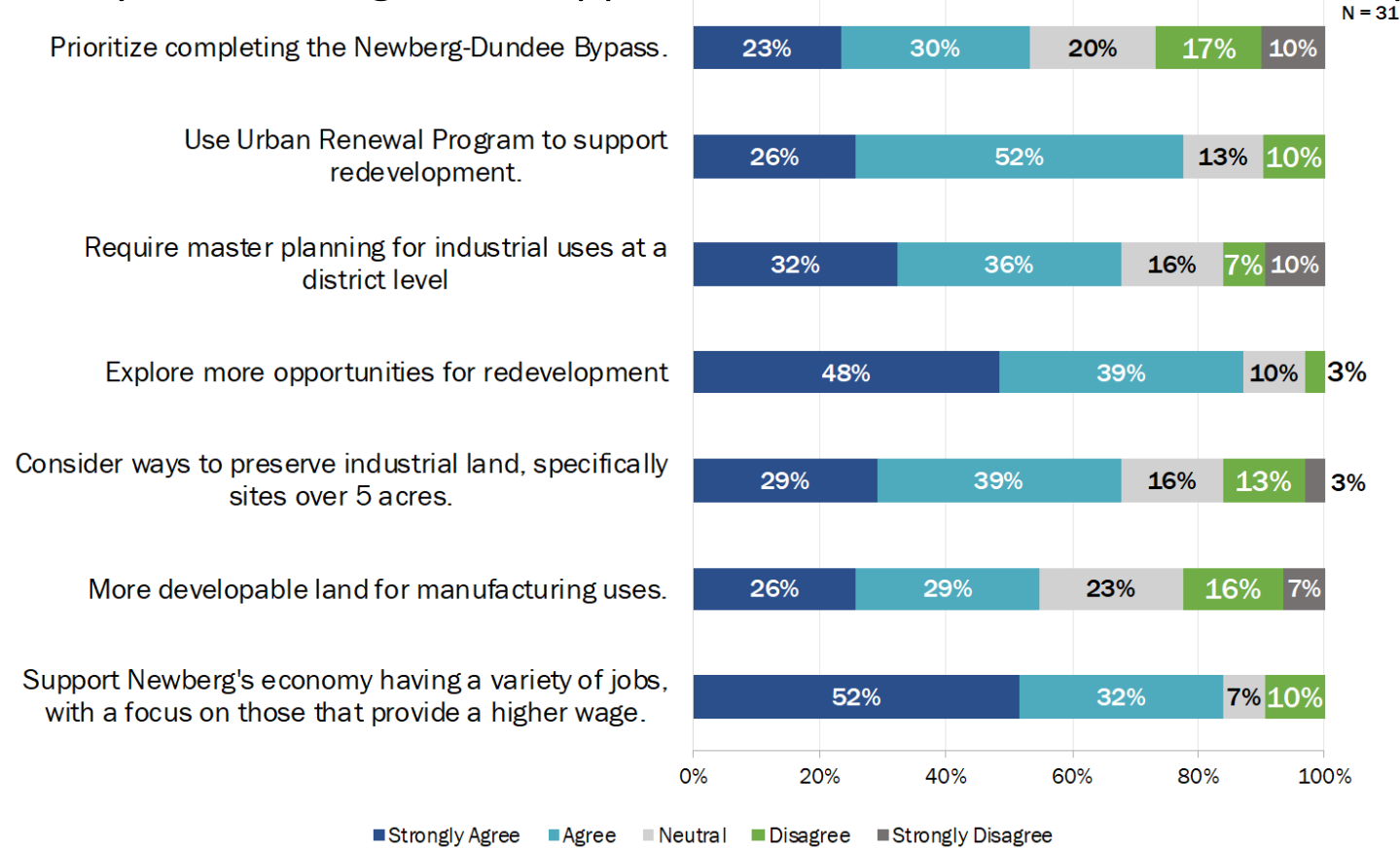
# Virtual Open House Results

What kind of services do residents and workers need in Newberg?



# Virtual Open House Results

What can the City of Newberg do to support businesses and economic development?





# Updated EOA: BLI / Redevelopment

## Commercial and Industrial Areas with Redevelopment Potential, Newberg UGB, 2021-2041

Plan Designation/Area	Number of Taxlots	Total Unconstrained Acreage
<b>Commercial/Mixed Use</b>	<b>11</b>	<b>26</b>
Commercial	5	5
Mixed Use	2	2
WestRock Mill site (MIX/RD)	4	19
<b>Industrial</b>	<b>7</b>	<b>66</b>
Industrial	1	1
WestRock Mill site	1	64
West End Mill District	5	1
<b>Total</b>	<b>18</b>	<b>92</b>

### Redevelopment areas include:

- Areas of Mill Site not included in BLI as vacant land
- Vacant paved lots (2) in commercial areas
- West End Mill District with underutilized buildings

# Updated EOA: BLI / Redevelopment

## Summary of Suitable Buildable Unconstrained Commercial and Industrial Land by Lot Size, Newberg UGB, 2021-2041

	Buildable Acre Category				Total
	Less than 5 acres	5-25 acres	25-50 acres	50 and more acres	
<b>Buildable acres on taxlots</b>					
<b>Commercial/Mixed Use</b>	<b>50</b>	<b>54</b>	<b>-</b>	<b>-</b>	<b>104</b>
Vacant/Potential Infill	37	41			78
Potentially Redevelopable	13	13			26
<b>Industrial</b>	<b>46</b>	<b>19</b>	<b>-</b>	<b>64</b>	<b>129</b>
Vacant/Potential Infill	33	19			52
Potentially Redevelopable	2			64	66
Sportsman Airpark	11				11
<b>Subtotal</b>	<b>96</b>	<b>73</b>	<b>-</b>	<b>64</b>	<b>233</b>
<b>Number of taxlots with buildable acres</b>					
<b>Commercial/Mixed Use</b>	<b>56</b>	<b>7</b>	<b>-</b>	<b>-</b>	<b>63</b>
Vacant/Potential Infill	46	6			52
Potentially Redevelopable	10	1			11
<b>Industrial</b>	<b>33</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>35</b>
Vacant/Potential Infill	22	1			23
Potentially Redevelopable	6			1	7
Sportsman Airpark	5				5
<b>Subtotal</b>	<b>89</b>	<b>8</b>	<b>0</b>	<b>1</b>	<b>98</b>

# Updated EOA: Employment Forecast

## Employment Growth Forecast, Newberg UGB, 2021 to 2041

*Does not assume 10% adjustment for  
COVID-19 employment*

Year	Total Employment
2021	14,034
2041	18,486
<b>Change 2021 to 2041</b>	
Employees	4,452
Percent	32%
AAGR	1.39%

### Previous draft showed:

- 12,119 employees in 2021
- Change of 3,844 employees
  - *Difference of 608 new employees*

# Updated EOA: Employment Forecast

Future mix of employment, Newberg UGB, 2021 to 2041

*Assuming jobs grow at the population growth rate (1.39%)*

Land Use Type	2021		2041		Change 2021 to 2041
	Employment	% of Total	Employment	% of Total	
Industrial	3,509	25%	5,916	32%	2,407
Retail Commercial	1,544	11%	1,664	9%	120
Office & Commercial Services	7,999	57%	9,798	53%	1,799
Government	982	7%	1,108	6%	126
<b>Total</b>	<b>14,034</b>	<b>100%</b>	<b>18,486</b>	<b>100%</b>	<b>4,452</b>

## Previous draft showed:

- Future mix of employment (2041)
  - Industrial: 35%, 2,557 new employees
  - Retail: 9%, 104 new employees
  - Office: 50%, 1,074 new employees
  - Gov't: 6%, 111 new employees
- Decreased industrial share from 35% to 32% to address comment about showing more growth in Office and Commercial Services.

# Updated EOA: Regional Industrial Analysis

	Site Size (acres)			
	Less than 5 acres	5-25 acres	25-50 acres	50 and more
Percent of Existing Employment	61%	27%	4%	8%
Number of Industrial Employees per Site	12	90	98	225
Average Site Size (Acres)	0.7	9.2	34.5	96.6

## Previous draft showed:

### Existing Employment %

- Less than 5 acres: 51%
- 5-25 acres: 41%
- 25-50 acres: 4%
- 50+ acres: 4%

### Employees per site

- Less than 5 acres: 14
- 5-25 acres: 132
- 25-50 acres: 127
- 50+ acres: 202

### Average Site Size

- Less than 5 acres: 0.9
- 5-25 acres: 9.9
- 25-50 acres: 32.7
- 50+ acres: 92.3

# Updated EOA: Public/Semi-Public Land Need

- Reviewed land needs for public and semi-public uses
- Identified need for:
  - 2.9 acres of commercial land
    - City and county facilities (city hall expansion, downtown parking lots, park 'n' ride)
    - Semi-public uses (mostly churches)
  - 12.3 acres of industrial land
    - City, County, and State facilities (water treatment plant expansion, County transit bus parking, Bypass Phase 2)
    - Semi-public uses (churches, animal shelters)

# Updated EOA: Overall Land Sufficiency

- Newberg has a surplus of 18.1 acres of **commercial** land
  - 21-acre surplus –
  - 2.9 acres needed for public/semi-public =
  - **18.1-acre surplus**
- Newberg has a deficit of 164.3 acres of **industrial** land
  - 152-acre deficit +
  - 12.3 acres needed for public/semi-public =
  - **164.3-acre deficit**

QUESTIONS?