

**Philomath's Housing Needs
Analysis, Economic Opportunities
Analysis, Buildable Lands
Inventory, and Main Street Plan**

**Joint Planning Commission and
City Council Meeting #1**

August 10, 2020

ECONorthwest
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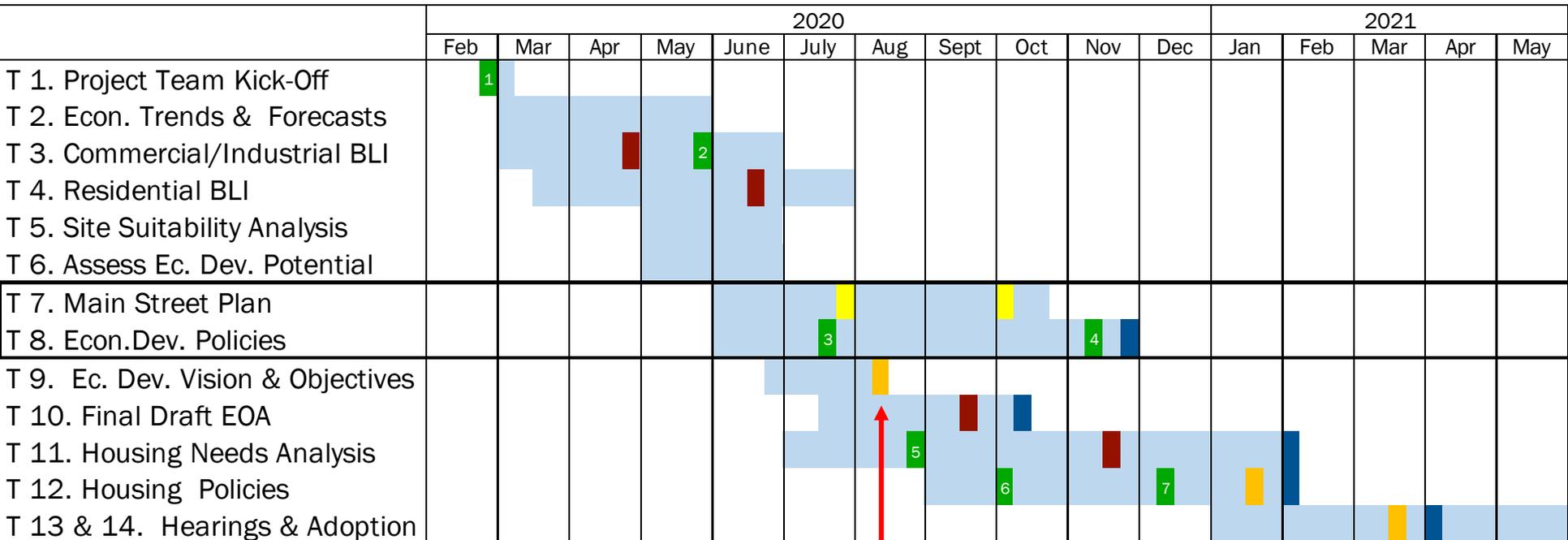
- Project Overview
- Meeting Focus
 - Employment Buildable Land Inventory Results
 - Findings from the EOA
 - Discussion of Economic Development Policies
- Next Steps

The Project



Economic Opportunities Analysis (EOA) and Buildable Lands Inventory (BLI)	Housing Needs Analysis (HNA) and Buildable Lands Inventory (BLI)	Main Street Planning
<ul style="list-style-type: none">• Analysis of economic trends• 20-year forecast of employment• Inventory of buildable lands: industrial and commercial• Land sufficiency analysis• Updated economic development policies	<ul style="list-style-type: none">• Analysis of housing and demographic trends• 20-year forecast of dwelling units• Inventory of buildable lands: residential• Land sufficiency analysis• Updated housing policies	<ul style="list-style-type: none">• Define downtown boundaries• Code audit• Design workshop• Zoning and form-based code recommendations

Project Schedule



- PAC meeting ■
- Joint PC/CC ■
- Main St Meetings ■
- Draft Product ■
- Final Product ■

We are here

PACC Process Recap Thus Far

- **PAC Meeting 1 (Feb 24)**
 - Project Overview
 - Economic Development and Housing Objectives
- **PAC Meeting 2 (June 1)**
 - Preliminary BLI
 - Economic Trends and Forecast
 - Philomath's Competitive Advantages
- **PAC Meeting 3 (July 15)**
 - Refined BLI and Forecast
 - Target Industries
 - Site Suitability and Land Sufficiency
 - Draft Economic Development Policies

Planning Commission & City Council

- **During the project:**
 - Provide input on the analysis at key stages
- **Role in 2021 and beyond:**
 - Take lead on public outreach (e.g. collecting survey responses, holding open houses, etc.)
 - Hold public hearings
 - Adopt housing and economic development policies
 - Begin to implement housing and economic development policies



Employment Buildable Lands Inventory Results

Buildable Land Inventory (BLI) Process

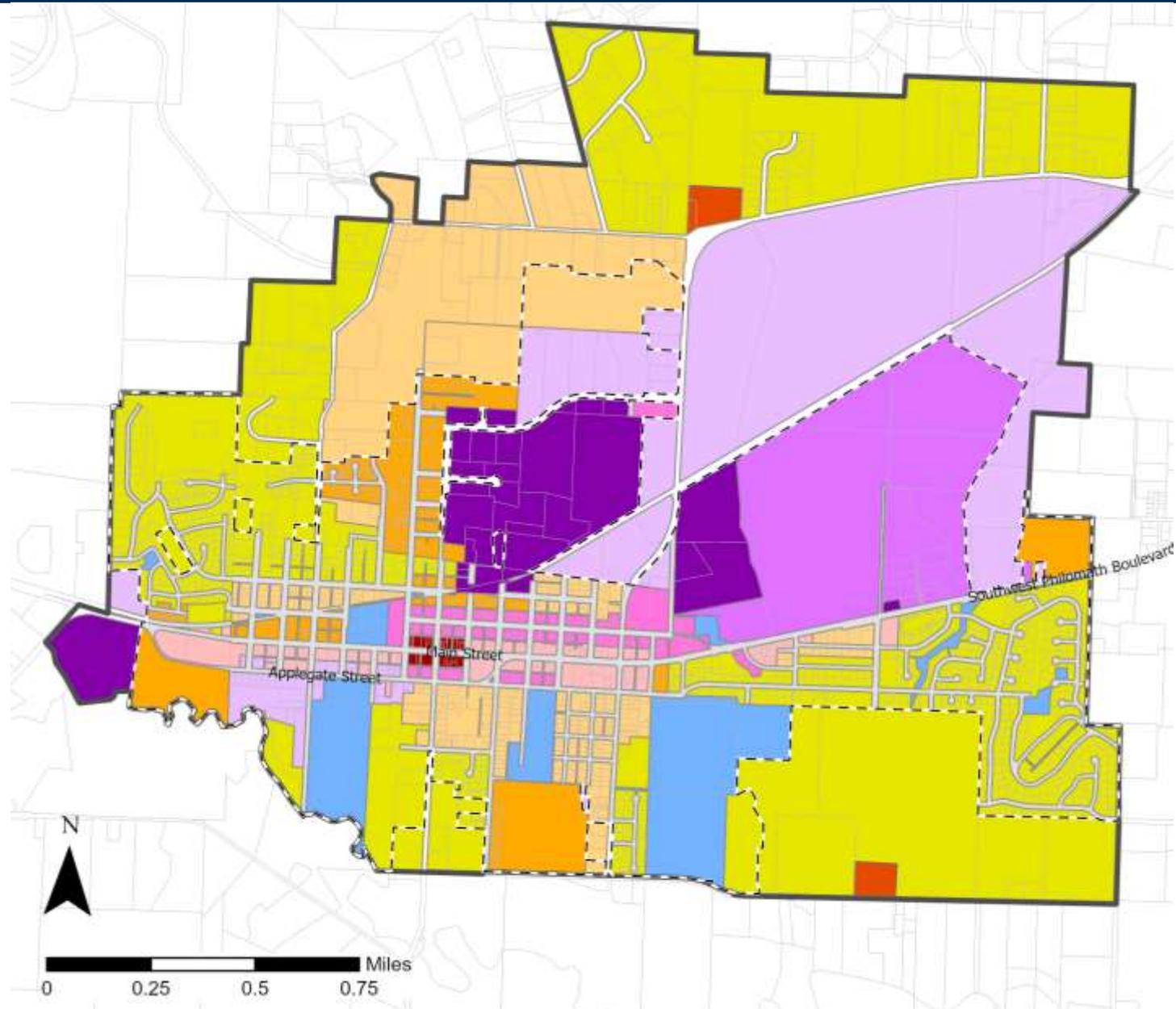
Methodology

1. Develop land base
2. Classify land
3. Remove constraints
4. Verification
 - Aerial imagery
 - Staff review
5. Present draft results

Comprehensive Designations and Zoning

Plan Designation

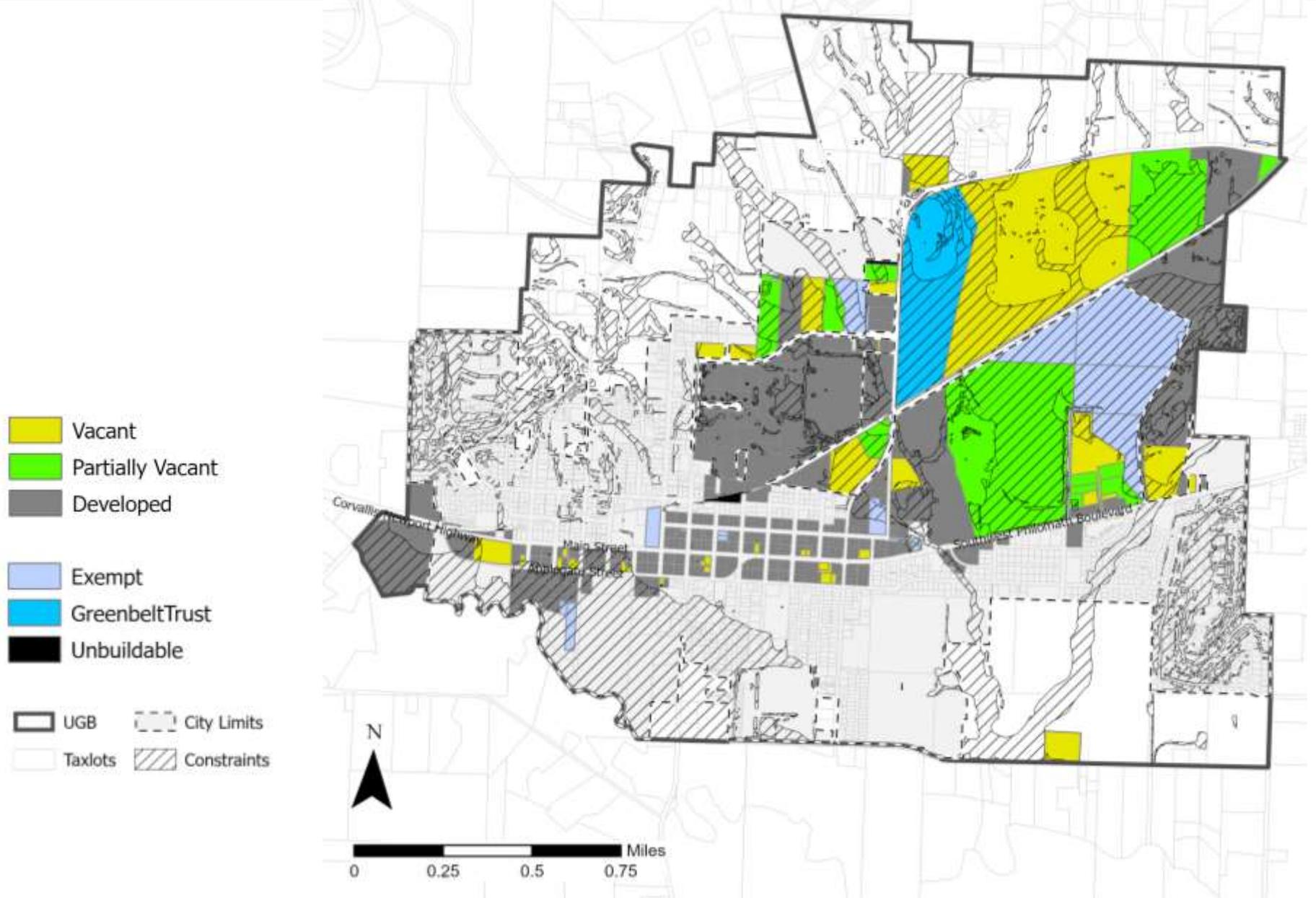
- R-1, Low-Density Residential
- R-2, Medium-Density Residential
- R-3, High-Density Residential
- O-R, Office Residential
- C, Commercial
- C-1, Commercial Downtown
- C-2, General Commercial
- LI, Light Industrial
- IP, Industrial Park
- HI, Heavy Industrial
- P, Public



BLI Land Classifications (Definitions)

- **Developed**
Lots fully developed consistent with current zoning. Improved lots unlikely to redevelop within the 20-year period.
- **Vacant**
Lots that have no structures or have buildings with very little improvement value.
- **Partially vacant**
Lots occupied by a use but contain enough land to be developed further in current zone.
- **Undevelopable**
Vacant tax lots less than 3,000 square feet in size
- **Public or exempt**
Lands in public or semi-public ownership

Development Status

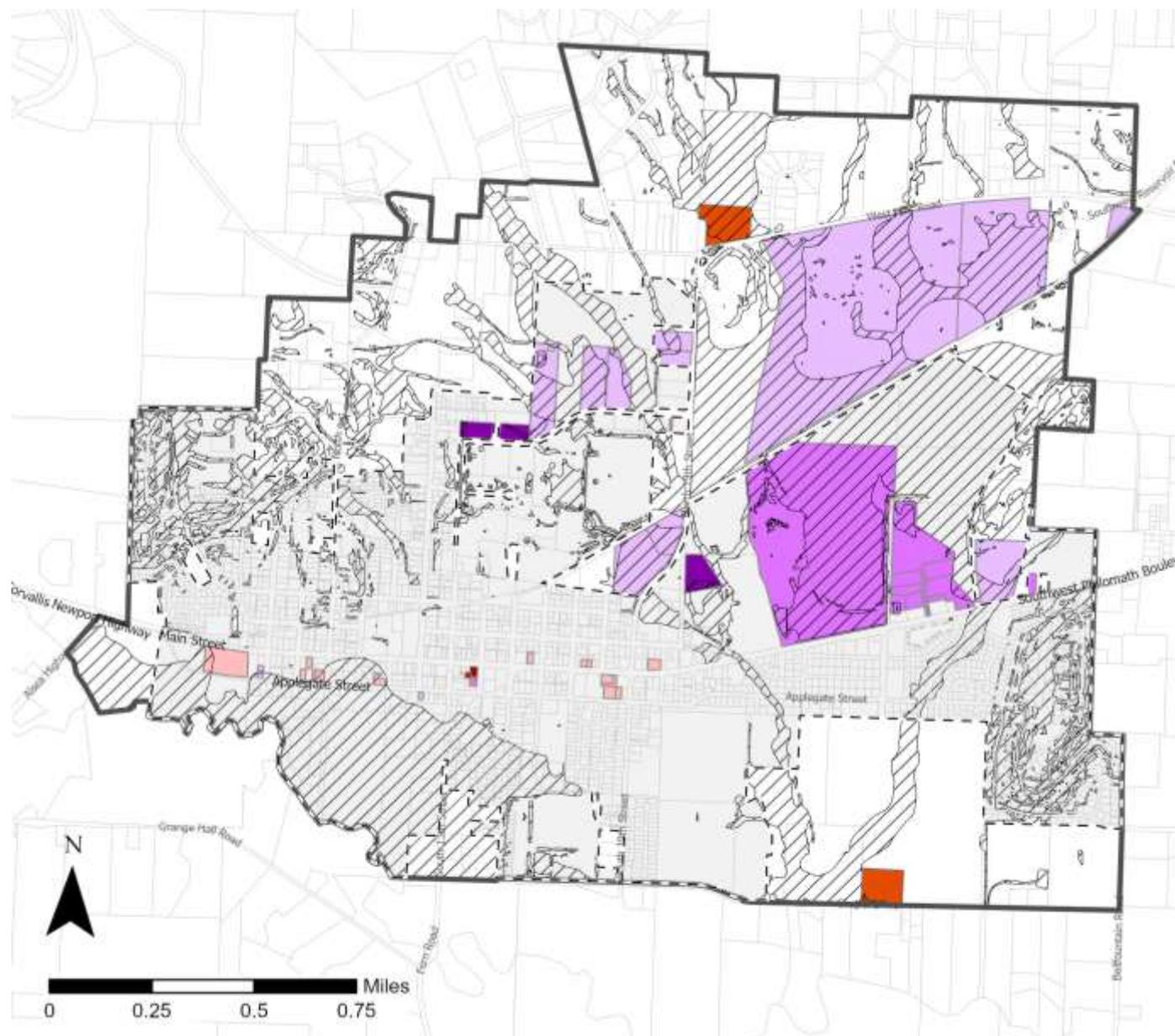


Vacant / Partially Vacant by Plan Designation

- O-R, Office Residential
- C, Commercial
- C-1, Commercial Downtown
- C-2, General Commercial

- LI, Light Industrial
- IP, Industrial Park
- HI, Heavy Industrial

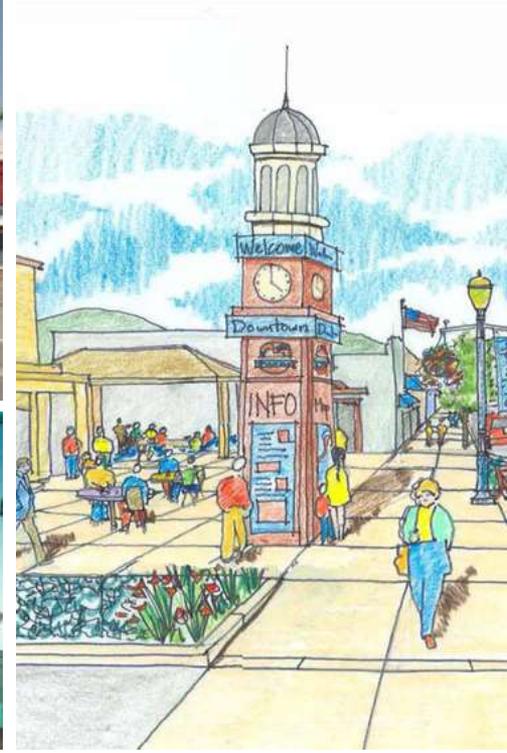
- City Limits
- UGB
- Taxlots
- City Limits



Commercial and Industrial Buildable Land

Unconstrained Vacant and Partially Vacant Land, Philomath UGB

Plan Designation-Zone	Total Buildable Acres	Buildable Acres on Vacant Lots	Buildable Acres on Partially Vacant Lots
Commercial	27	27	0
Commercial	19	19	-
Commercial Downtown	0.4	0.4	-
General Commercial	7	7	-
Office Residential	0.3	0.3	-
Industrial	117	97	20
Heavy Industrial	7	7	-
Industrial Park	13	10	3
Light Industrial	97	80	17
Grand Total	144	124	20

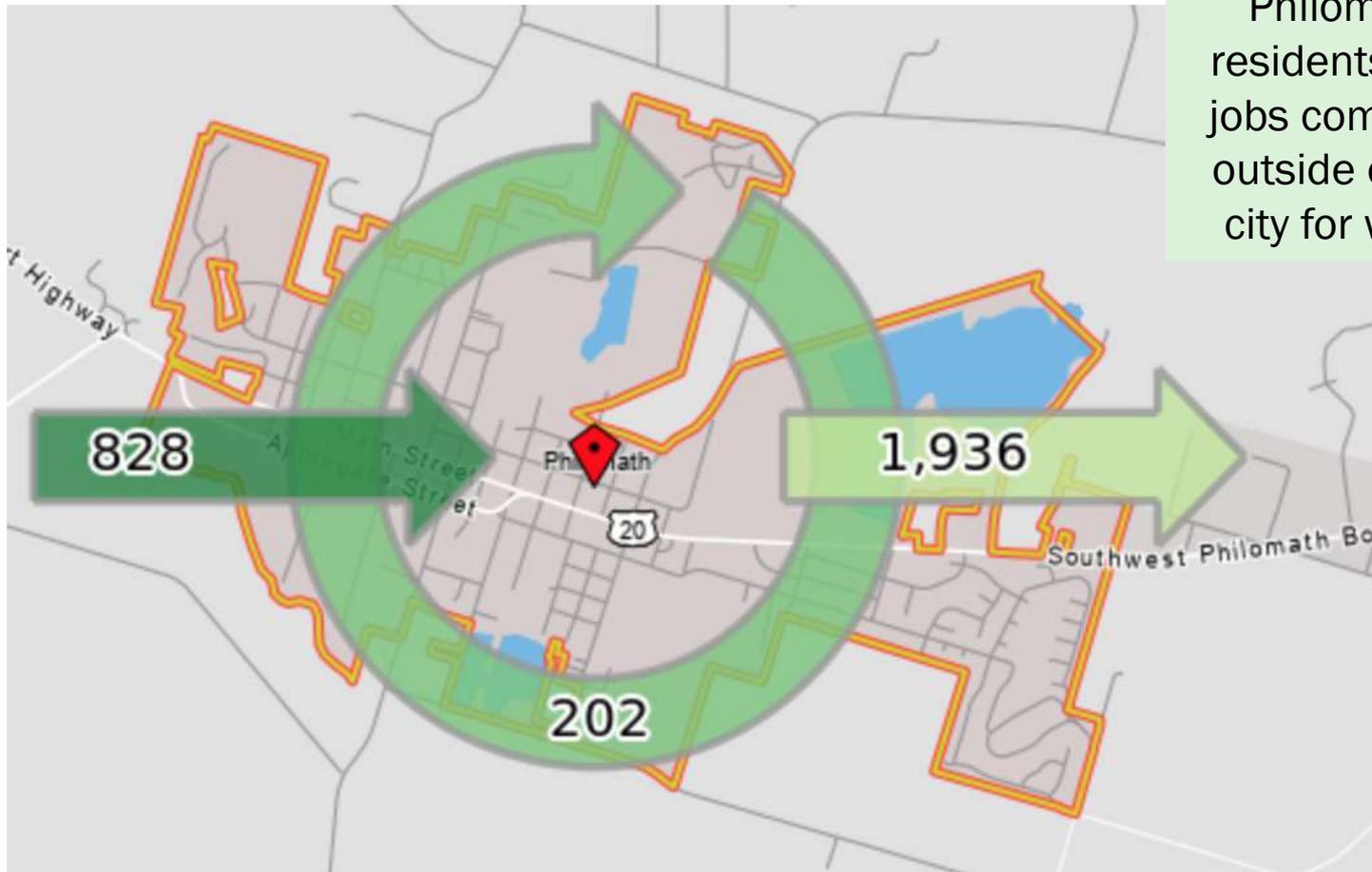


Preliminary Findings for the Economic Opportunities Analysis

Interconnected Economy

Commuting Patterns, Philomath, 2017

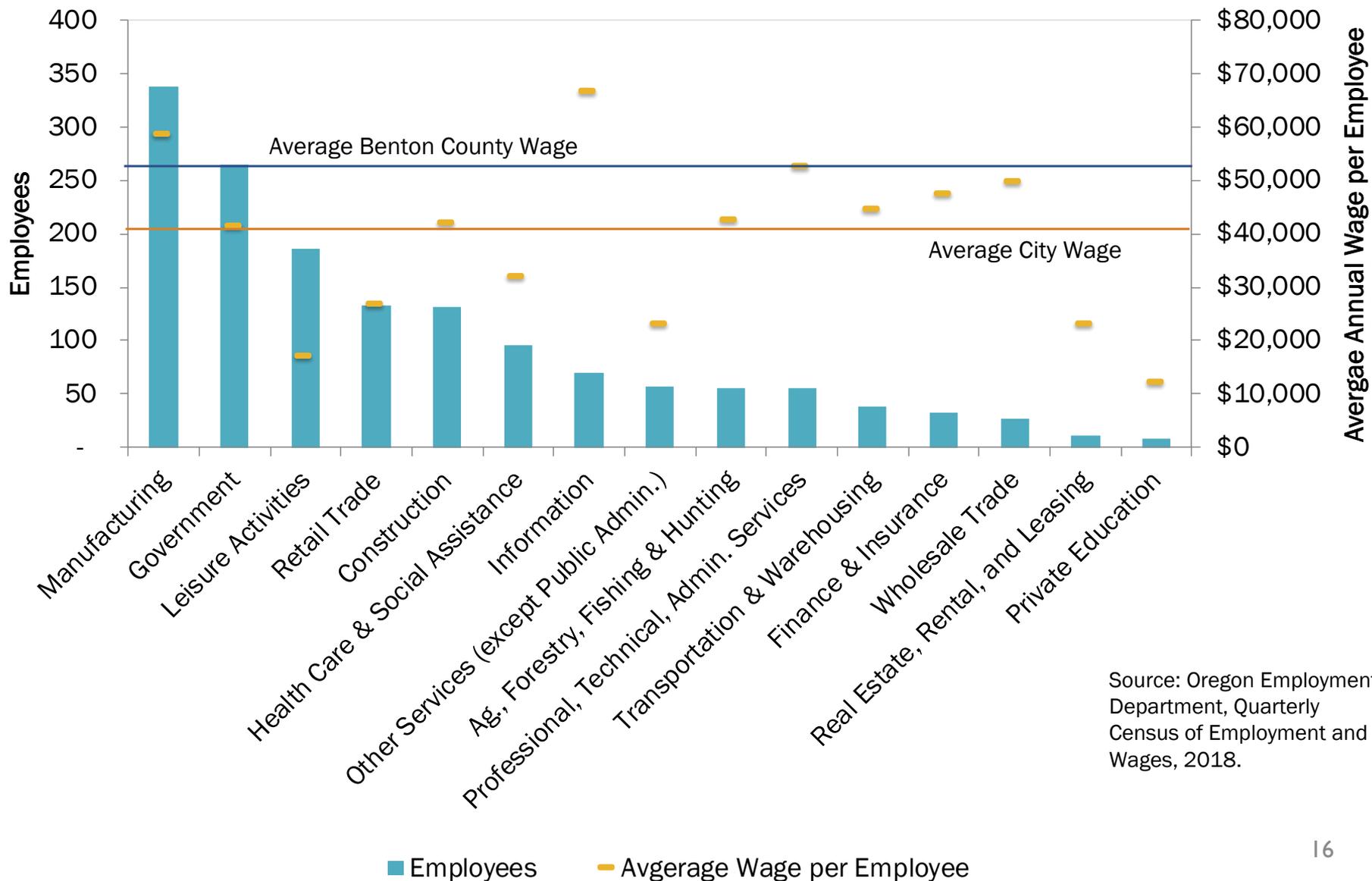
91% of Philomath residents with jobs commute outside of the city for work.



Source: U.S. Census Bureau, OnTheMap

Employment in Philomath

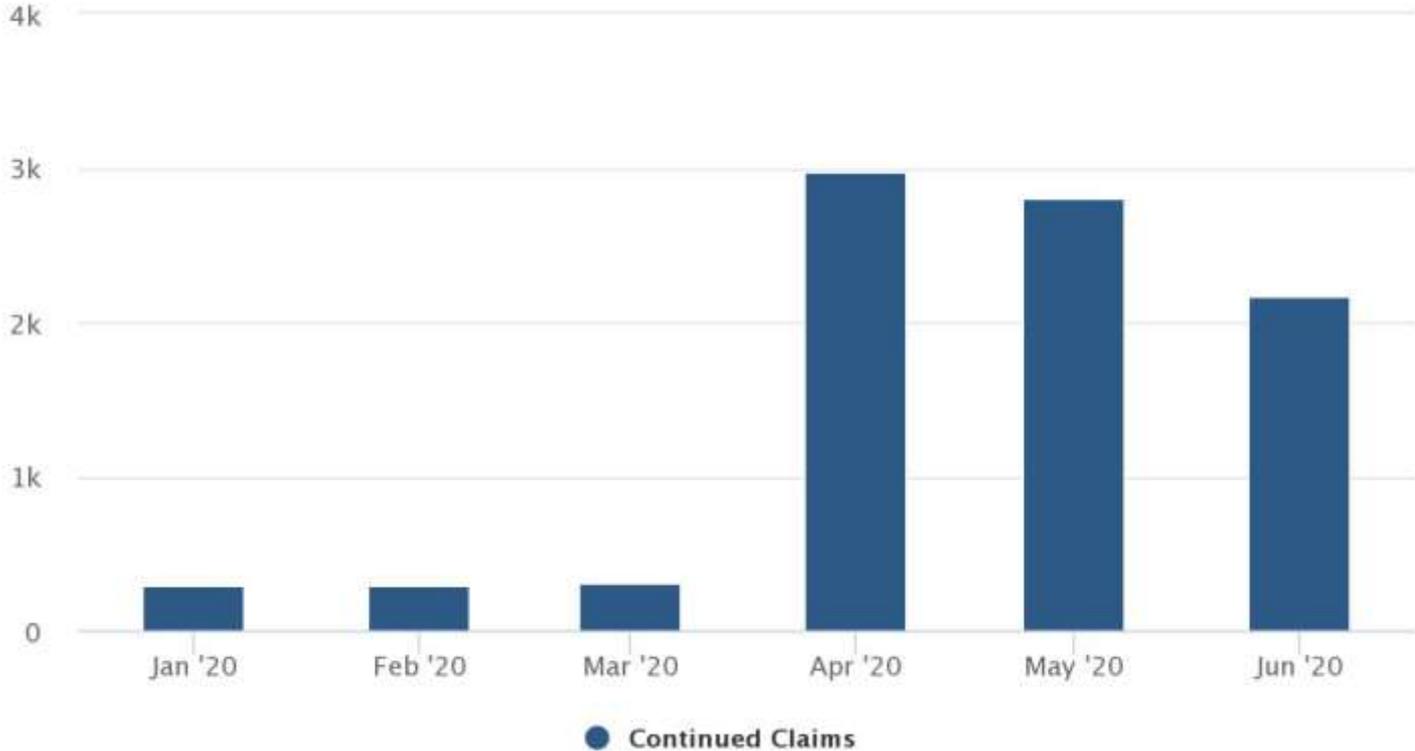
Covered Employment by Industry, Philomath UGB, 2018



Source: Oregon Employment Department, Quarterly Census of Employment and Wages, 2018.

But...COVID-19 Pandemic Recession

Continued UI Claims
Workers Claiming Unemployment Benefits
Benton County, January 2020 - June 2020



Source: U.S. Bureau of Labor Statistics, Oregon Employment Department

Oregon
Unemployment

March 2020: 3.5%

June 2020: 11.2%

Benton County
Unemployment

March 2020: 2.6%

June 2020: 8.3%

Source: Oregon Employment
Department

Employment Forecast Assumptions

- Employment base
- Growth rates
- Mix of employment
- Employment in residential areas
- Employment density

Please note: The numbers in the employment forecast are subject to change, with refinement of the EOA.

Employment Forecast

This analysis begins with an employment base of 1,904 employees. It then accounts for COVID-19 related employment losses between 2018 and 2021, by reducing the employment base by 10%. ECONorthwest will continue to monitor unemployment throughout the project—modifying this assumption as needed.

Year	Jobs grow at the rate of...	
	Population growth for the City (1.53%)	Employment growth in the region (0.69%)
2021	1,714	1,714
2041	2,320	1,968
Change 2021 to 2041		
Employees	606	254
Percent	35%	15%
AAGR	1.53%	0.69%

We tested 2
employment
growth
assumptions



New Employment Mix by Land Use Type

Option A: If we assume employment grows at a rate consistent with the region's employment forecast (0.69%):

Land Use Type	2021		2041		Change 2021 to 2041
	Employment	% of Total	Employment	% of Total	
Industrial	462	27%	529	27%	67
Retail Commercial	149	9%	173	9%	24
Office & Commercial Services	857	50%	984	50%	127
Government	246	14%	282	14%	36
Total	1,714	100%	1,968	100%	254

Option B: If we assume employment grows at a rate consistent with Philomath's population forecast (1.53%):

Land Use Type	2021		2041		Change 2021 to 2041
	Employment	% of Total	Employment	% of Total	
Industrial	462	27%	624	27%	162
Retail Commercial	149	9%	203	9%	54
Office & Commercial Services	857	50%	1,160	50%	303
Government	246	14%	333	14%	87
Total	1,714	100%	2,320	100%	606

Employment in Residential Areas

Option A: If we assume employment grows at a rate consistent with the region's employment forecast (0.69%):

Land Use Type	New Employment Growth	Emp. In Res. Designations	New Emp. on Vacant Land
Industrial	67	8	59
Retail Commercial	24	4	20
Office & Commercial Services	127	23	104
Total	218	35	183

Note: we also deducted government employment. These jobs are assumed to locate on public lands.

Option B: If we assume employment grows at a rate consistent with Philomath's population forecast (1.53%):

Land Use Type	New Employment Growth	Emp. In Res. Designations	New Emp. on Vacant Land
Industrial	162	19	143
Retail Commercial	54	10	44
Office & Commercial Services	303	55	248
Total	519	84	435

Employment Densities and Land Need

Option A: If we assume employment grows at a rate consistent with the region's employment forecast (0.69%):

Land Use Type	New Emp. on Vacant Land	Employees per Net Acre	Land Demand (Net Acres)	Land Demand (Gross Acres)
Industrial	59	10	6	6
Retail Commercial	20	20	1	1
Office & Commercial Services	104	20	5	7
Total	183	-	12	14

The conversation from net to gross acres accounts for land needed for rights of way. In Philomath, land in rights of way are:

Option B: If we assume employment grows at a rate consistent with Philomath's population forecast (1.53%):

Land Use Type	New Emp. on Vacant Land	Employees per Net Acre	Land Demand (Net Acres)	Land Demand (Gross Acres)
Industrial	143	10	14	15
Retail Commercial	44	20	2	3
Office & Commercial Services	248	20	12	16
Total	435	-	29	34

- Industrial: 6% of developed land
- Commercial: 23% of developed land

Employment Land Sufficiency

Option A: If we assume employment grows at a rate consistent with the region's employment forecast (0.69%):

General Plan Designation	Land Supply (Suitable Gross Acres)	Land Demand (Gross Acres)	Land Sufficiency (Deficit, Gross Acres)	
Industrial	105	8	97	Surplus of land
Commercial (incl. Retail and Office)	13	9	4	

Option B: If we assume employment grows at a rate consistent with Philomath's population forecast (1.53%):

General Plan Designation	Land Supply (Suitable Gross Acres)	Land Demand (Gross Acres)	Land Sufficiency (Deficit, Gross Acres)	
Industrial	105	19	86	Surplus of industrial land
Commercial (incl. Retail and Office)	13	21	(8)	Deficit of commercial land

Recommendation about growth rates

Do you have a recommendation about the employment growth rate assumption to proceed with?

Potential Growth Industries

Examples of industries with the most potential for growth in Philomath?

- Manufacturing: small- to mid-scale manufacturing
 - Wood product and secondary manufacturing
 - Machinery manufacturing
 - Electronics and related manufacturing
 - Food and beverage manufacturing
- Construction
- Agriculture and forestry services
- Services for visitors and locals
 - Restaurants, local retail, and services for visitors
 - Health care and services for residents

Site Needs for Potential Growth Industries

Manufacturing industries

- Flat sites smaller than 2 acres up to sites of 25 acres
- Easy access to Highway 20; no freight movement through neighborhoods
- Some may need greater access to water and wastewater

Service for visitors and locals

- Sites smaller than 1 ac up to 3 ac; spaces in existing buildings
- High visibility location near other businesses and neighborhoods

Chris – How much do we want to talk to the Council about economic development policies? If we have 45 minutes, then I doubt we have much time to get into this.

Draft Economic Development Policies

Categories of Policies

1. Land Supply
2. Infrastructure Planning
3. Development, Infill Development, and Redevelopment
4. Existing Business Retention, New Business Development, and Attraction of New Businesses
5. Workforce Development

After reviewing the Economic Development Strategy:

- Do you have feedback on the proposed policies or objectives?
- Are there policies or actions that the City should consider that are not currently documented in the strategy?

- Finalize draft Economic Opportunities Analysis
- Refine draft economic development policies
- Continue to work on Housing Needs Analysis and residential Buildable Lands Inventory
- Work on the Main Street Plan

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