

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

Project Kickoff Meeting

February 24, 2020

ECONorthwest

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- Introductions
- Overview of the Project
- Overview of the City's Existing Policies
- Outcomes of the Project
- Next Steps



About the Project

What is 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

Why an Economic Opportunities Analysis & BLI?

- How much employment growth in 20-years?
- What kind of employment growth?
- Where is the buildable land?
- Does Philomath have enough industrial and commercial land?



- Statewide Planning Goal 9 – Economy
- OAR 660-009 Requirements
 - Identify desired types of employment uses
 - Determine the required site characteristics for the employment uses

What are the parts of an EOA and BLI?

- Inventory of buildable commercial and industrial land
 - Information about characteristics of vacant and potentially redevelopable land
- Forecast Employment Growth
 - Understand Philomath's competitive advantages
 - Identify potential growth industries
 - Forecast employment and land needs
- Recommendations for economic development strategies and policies

This Project

Economic Opportunities Analysis

Technical report about:

- Buildable lands inventory
- Site characteristics of vacant land
- Factors affecting economic growth
- Philomath's comparative advantages
- Forecast of new employment growth and land need
- Land sufficiency

Economic Development Strategy

Employment policies and actions to address opportunities identified in the EOA:

- Land availability
- Regulations
- Business diversification and support
- Infrastructure needs

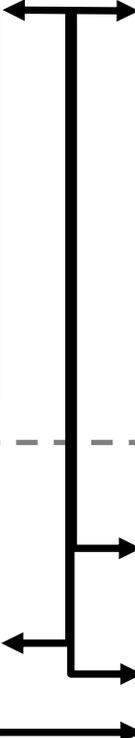
Revised Comprehensive Plan

- Updated information (*EOA*)
- Updated policies (*Economic Development Strategy*)

Changes to the Zoning Code

Establish New Economic Development Policies

Ec. Dev. policies not addressed through Comprehensive Plan updates



Why a Housing Needs Analysis and BLI?

- How much housing growth in 20-years?
- How much land?
- Where is the buildable land?
- What development patterns make sense?
- Does Philomath have enough buildable residential land?



This Project

Housing Needs Analysis

Technical report about:

- Buildable lands inventory
- Housing market
- Demographic and socioeconomic characteristics of residents
- Housing affordability
- Forecast of new housing
- Land sufficiency

Housing Strategy

Housing policies and actions to address needs identified in the HNA:

- Land availability
- Types of housing needed
- Housing affordability
- Infrastructure needs
- Funding

Revised Comprehensive Plan

- Updated information (*HNA*)
- Updated policies (*Housing Strategy*)

Changes to the Zoning Code

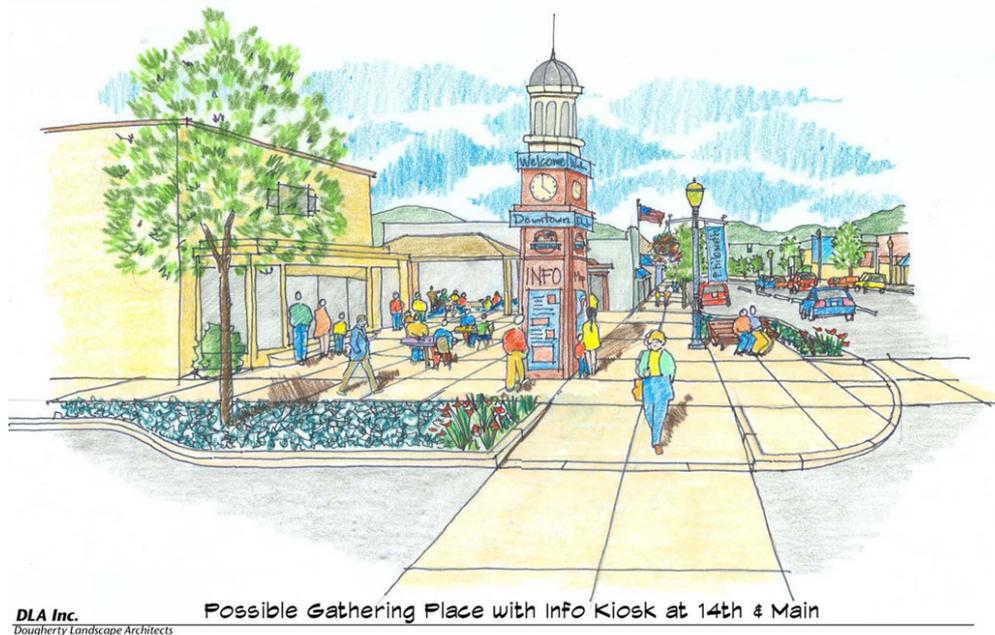
Establish New Housing Policies and Programs

Housing policies not addressed through Comprehensive Plan updates

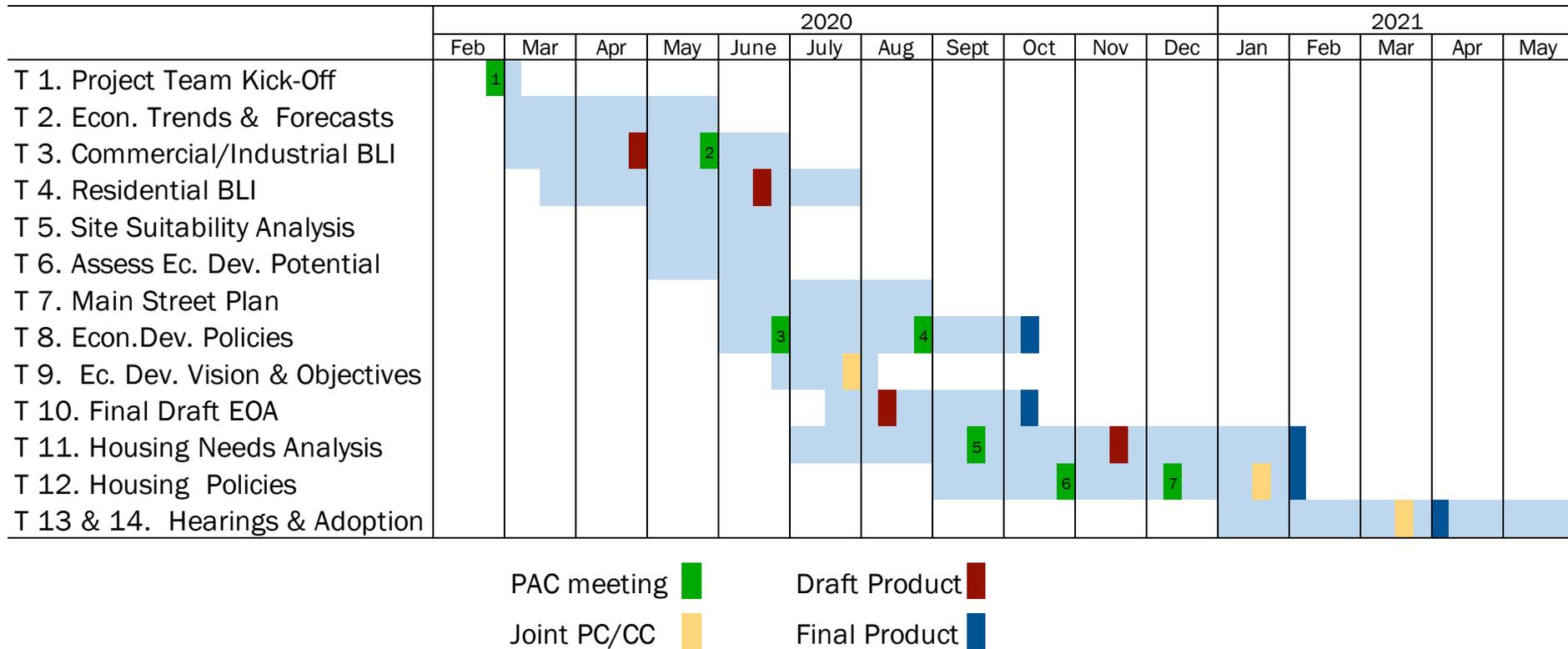


Why More Planning for Main Street?

- What is the downtown area?
- What land uses are appropriate for the downtown area?
- What should development in downtown look like?
- Coordinate with ongoing Downtown Safety and Streetscape Project



ECONorthwest Scope and Schedule



Project Deliverables

- Economic Opportunities Analysis + Commercial / Industrial Buildable Lands Inventory Report
- Economic Development Strategy
 - Revised Comprehensive Plan policies and actions to implement the policies
- Housing Needs Analysis + Residential Buildable Lands Inventory Report
- Housing Strategy
 - Revised Comprehensive Plan policies and actions to implement the policies
- Downtown zoning code recommendations

Stakeholder and Public Involvement

- 7 Project Advisory Committee (PAC) meetings
- 2 stakeholder meetings (part of the Downtown planning task)

Meeting	Date	Topic(s)
PAC 1	Today	Project Kickoff Meeting
PAC 2	May	Economic Trends Analysis, Employment Forecast, Industrial and Commercial Buildable Lands Inventory, Ec. Dev. Policies
PAC 3	June	Main Street Plan, Ec. Dev. Policies
PAC 4	August	Ec. Dev. Policies
PAC 5	Sept	Residential Buildable Lands Inventory
PAC 6	October	Housing Needs Analysis, Housing Forecast, Housing Policies
PAC 7	Nov	Housing Policies

Role of the Project Advisory Committee

- Provide feedback on the analysis, buildable lands inventories, and final documents
- Provide local context
- Assist with development of the policies, objectives, and actions
- Assist in discussion with the public through getting feedback from the people you talk with

Role of the Planning Comm. & City Council

- Provide input on the analysis throughout the project
- In 2021:
 - 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 (likely to continue beyond 2021)

Overview of Existing City Policies

Sample of Philomath's Econ. Dev. Policies

1. Economic diversification shall be encouraged by promoting suitable serviced sites for development by non-timber dependent industries and secondary wood product manufacturing industries.
2. Commercial and industrial development shall be encouraged as a means of expanding the tax base.
3. Encourage the concentration of commercial uses within and adjoining the developed commercial areas of the City to preserve the viability of commerce within the City.
4. Support community events, festivals, and activities and exhibits at the County Museum which attract visitors to Philomath.

Sample of Philomath's Housing Policies

1. Include an adequate supply for buildable residential land within the UGB to accommodate housing needs over the planning period.
2. Encourage development of low-cost housing to meet the needs of elderly, low-income, and handicapped persons.
3. Continue to seek cost effective means to address its housing program on a regional basis.
4. Continue to evaluate mechanisms to stabilize or reduce the cost of housing, particularly in relation to income levels.
5. The City will encourage the utilization through incentives for mixed-use zoning to allow people to reside in closer proximity to employment opportunities.

Outcomes of the Project

Goals & Objectives: Economic Develop.

For economic development:

- What are Philomath's biggest opportunities and challenges?
 - For the next 3 to 5 years
 - For the next 20 years
- What actions could the city take to take advantage of the opportunities or address the challenges?
- What outcomes would you like to see from this project for economic development?

For Housing:

- What are Philomath's biggest opportunities and challenges?
 - For the next 3 to 5 years
 - For the next 20 years
- What actions could the city take to take advantage of the opportunities or address the challenges?
- What outcomes would you like to see from this project for residential development?

Next Steps

- ECONorthwest will begin the EOA:
 - Conduct economic trends analysis
 - Develop preliminary forecast of employment growth
 - Develop inventory of available sites for employment uses
- The PAC will meet: Date TBD

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