



**City of Sutherlin  
Planning Commission Meeting  
Tuesday, February 17, 2015  
7:00 p.m.  
Sutherlin Community Center - Meeting Room**

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## **Agenda**

- **Pledge of Allegiance**
- **Welcome and Introductions**
- **Introduction of Media**
- **Approval of Minutes:**  
January 20, 2015
- **Monthly Activity report**
- **Public Comment**
- **Commission Comments**
- **Adjournment**

**WORKSHOP** - Economic Opportunity Analysis; next steps

**CITY OF SUTHERLIN  
PLANNING COMMISSION MEETING  
CIVIC AUDITORIUM – 7PM  
TUESDAY, JANUARY 20, 2015**

**COMMISSION MEMBERS PRESENT:** John Lusby, Patricia Klassen, Mike Flick, Adam Sarnoski, and Floyd Van Sickle

**COMMISSION MEMBERS EXCUSED:** Michelle Sumner and Karlene Clark

**COMMISSION MEMBERS ABSENT:** None

**CITY STAFF:** Vicki Luther, Community Development Director, Kristi Gilbert, Community Development Specialist and Carole Connell, City Planner

**AUDIENCE:** Sam and Gladys Robinson, Wayne Jr. and Jane O'Banion, Denny and Pam Cameron, Frank and Bertha Egbert

Meeting called to order at 7:00 pm by Chair Lusby.

**FLAG SALUTE**

**WELCOME AND INTRODUCTIONS**

Chair Lusby welcomed Patricia Klassen and Karlene Clark to the Planning Commission. Commissioner Clark has been out of town since her appointment; therefore, was unable to attend the meeting.

**INTRODUCTION OF MEDIA:** None

**ELECTION OF PLANNING COMMISSION CHAIR**

A motion made by Commissioner Van Sickle to retain John Lusby as Chair; second made by Commissioner Flick.

In favor: Commissioners Klassen, Flick, Sarnoski, Van Sickle and Lusby

Opposed: None

Motion carried unanimously.

**APPROVAL OF MINUTES**

A motion made by Commissioner Van Sickle to approve the minutes of the December 16, 2014 Planning Commission meeting; second made by Commissioner Flick.

In favor: Commissioners Klassen, Flick, Sarnoski, Van Sickle and Chair Lusby

Opposed: None

Motion carried unanimously.

**PUBLIC HEARING – ANNEXATION/ZONE CHANGE**

Chair Lusby opened the hearing, at 7:05 p.m., with the disclosure statement; all persons testifying shall be deemed parties to the appeal application and must provide full name and mailing address if they wish to be notified of the decision, continuances, appeals, or procedural actions required by the Code. The City Zoning Code specifies applicable materials to be relied upon in making a decision.

Lusby asked the Commission if there were any conflicts of interest or personal bias, hearing none, he asked the audience if there were any challenges of impartiality of any person(s) on the Commission. Hearing none, Lusby asked for the Staff Report.

Carole Connell, City Planner, identified the materials in the packet, including the Staff Report. She then gave the Staff Report. Connell indicated that she would be verifying that Duke Road is included in the legal description.

### **APPLICANT'S TESTIMONY**

**Sam Robinson, 2682 Spring Ln, Sutherlin**, stepped forward and thanked the Commission and Staff for all their help. He indicated that Duke Road is only 50 feet wide and most of the property owners along Duke Road have agreed to donate five feet on each side of the road to bring the road to the 60 foot wide road standards through this process.

### **CONCERNED TESTIMONY**

**Wayne Jr. O'Banion, 335 Plat M Road, Sutherlin**, stepped forward and asked questions regarding the Low Density Residential zoning. He expressed his concern regarding future development of the properties being opposed to a trucking company or such business being allowed to open next door.

### **TESTIMONY IN OPPOSITION**

There was no testimony in opposition.

With no further testimony, Chair Lusby closed the public portion of the hearing at 7:28 p.m.

Discussion ensued proposing an additional condition to the Staff recommended approval, requiring property owners to donate five feet on each side of Duke Road at the time of annexation. Those properties that are not included in the proposed application, would then be required to donate five feet at the time their property was annexed.

A motion made by Commissioner Sarnoski to approved the proposed Annexation and Zone Change subject to the Staff recommended conditions and an additional condition, stating the subject property owners shall dedicate five (5) feet of property frontage to Duke Road right-of-way in order to obtain a 60-foot wide street right-of-way; seconded by Commissioner Klassen.

In favor: Commissioners Klassen, Flick, Sarnoski, Van Sickle and Chair Lusby

Opposed: None

Motion carried unanimously.

### **SCHEDULE WORKSHOP**

Director Luther informed the Commission that the City Manager would like to hold a workshop to discuss the Employment Opportunity Analysis (EOA) and the next steps as they pertain to economic development, possibly as part of the next scheduled Planning Commission meeting on February 17, 2015 or maybe a separate meeting day and/or time. The Commission gave consensus to hold the workshop on February 17, 2015 at 7:00 p.m. Luther indicated that the meeting would be held in the meeting room of the Community Center.

### **STAFF REPORTS**

Luther provided a report in an effort to keep the Planning Commission apprised of recent land use and other relevant activities. (See Attached).

**PUBLIC COMMENT** – Denny Cameron inquired what would determine the width of Duke Road. Carole replied that the City's Transportation System Plan would depict the road width.

## **COMMISSION COMMENTS –**

Commissioner Van Sickle expressed concerns regarding S. Comstock. He noted that there was standing water in the road and if it froze during the bad weather it would cause problems. He also noted continued drainage concerns.

## **ADJOURNMENT**

With no further business the meeting was adjourned at 7:50 pm.

Respectfully submitted,

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Kristi Gilbert

**APPROVED BY COMMISSION ON THE \_\_\_\_\_ DAY OF \_\_\_\_\_, 2015**

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John Lusby, Commission Chair



# **FOR YOUR INFORMATION**

## **LAND USE ACTIVITY WORKSHEETS**

2015-04 – 1748 E. FOURTH AVE

2015-05 – 1363 DUKE, SUITE C




Community Development  
126 E Central Avenue  
Sutherlin, OR 97479  
(541) 459-2856


CITY OF SUTHERLIN  
PRE-APPLICATION WORKSHEET  
**CONSTRUCTION**

WORKSHEET NUMBER  <b>2015-04</b>	APPLICANT <b>THEODORE C &amp; ELNORA M HENDERSON 1748 E. FOURTH AVE SUTHERLIN OR 97479 541-315-2042</b>	OWNER <b>THEODORE C &amp; ELNORA M HENDERSON 1748 E. FOURTH AVE SUTHERLIN OR 97479 541-315-2042</b>
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**SITE INFORMATION**

SITE ADDRESS <b>1748 E. FOURTH AVE</b>	TAX ACCOUNT NUMBER <b>R48295</b>	M-TL <b>25-05-16AD-7500</b>	SIZE (ACRES) <b>0.21</b>
IMPROVEMENT <b>8 X 10 STORAGE SHED</b>			
EXISTING STRUCTURES (NUMBER AND TYPE) <b>SFD, 10 X 12 HOBBY SHOP</b>		DISTANCE OF BUILDING SITE FROM SURFACE WATER <b>NA</b>	
DIRECTIONS FROM CENTRAL AVENUE <b>CENTRAL, LEFT ON JADE, LEFT ON FOURTH TO SFD ON THE LEFT.</b>			
As, for, or on behalf of, all property owners:			
Applicant Signature: 		Date: <b>01/28/2015</b>	

**PLANNING DEPARTMENT INFORMATION**

ZONING <b>R1</b>		OVERLAYS <b>None</b>		
<b>SETBACKS</b>				
FRONT GARAGE <b>20FT</b>	FRONT PROPERTY LINE <b>15FT</b>	REAR <b>10FT</b>	SIDE <b>5FT</b>	EXT. SIDE <b>20FT</b>
SIGN CODE <b>N/A</b>	SPECIAL SETBACK <b>N/A</b>	PARKING SPACES REQUIRED <b>N/A</b>		
BUILDING HEIGHT <b>20FT</b>	FLOOD PLAIN <b>NO</b>	FLOOR HEIGHT ABOVE GRADE <b>NA</b>		
CONDITIONS OF APPROVAL:		REFER TO: <b>Douglas County</b>		
<b>CONSTRUCT 8 X 10 STORAGE SHED. MUST MEET ZONE/SETBACK REQS.</b>				
APPROVED BY 	DATE <b>JANUARY 27, 2015</b>	EXPIRATION DATE <b>JANUARY 27, 2016</b>		
PUBLIC UTILITES	CITY WATER <b>NO</b>	CITY SEWER <b>NO</b>	ACCESS PERMIT <b>NO</b>	



Community Development  
126 E Central Avenue  
Sutherlin, OR 97479  
(541) 459-2856


CITY OF SUTHERLIN  
PRE-APPLICATION WORKSHEET  
**CONSTRUCTION**

WORKSHEET NUMBER <b>2015-05</b>	APPLICANT <b>ROSEBURG TOWING 1890 NE STEPHENS ROSEBURG OR 97470 541-672-4848</b>	OWNER <b>GAGANDEEP BRAR</b>
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**SITE INFORMATION**

SITE ADDRESS <b>1363 DUKE AVE, SUITE C</b>	TAX ACCOUNT NUMBER <b>R50766</b>	M-TL <b>25-05-19AC-02500</b>	SIZE (ACRES) <b>1.57</b>
IMPROVEMENT <b>TOWING STORAGE</b>			
EXISTING STRUCTURES (NUMBER AND TYPE) <b>INDUSTRIAL BUILDINGS</b>		DISTANCE OF BUILDING SITE FROM SURFACE WATER <b>&gt; 50 FEET</b>	
DIRECTIONS FROM CENTRAL AVENUE <b>COMSTOCK TO DUKE</b>			
As, for, or on behalf of, all property owners:  Applicant Signature: <u>SEE ATTACHED</u> Date: _____			

**PLANNING DEPARTMENT INFORMATION**

ZONING <b>M-1</b>		OVERLAYS <b>None</b>		
<b>SETBACKS</b>				
FRONT GARAGE <b>N/A</b>	FRONT PROPERTY LINE <b>20FT</b>	REAR <b>NONE</b>	SIDE <b>NONE</b>	EXT. SIDE <b>N/A</b>
SIGN CODE <b>NA</b>	SPECIAL SETBACK <b>NA</b>	PARKING SPACES REQUIRED <b>2</b>		
BUILDING HEIGHT <b>50FT</b>	FLOOD PLAIN <b>NO</b>	FLOOR HEIGHT ABOVE GRADE <b>NA</b>		
CONDITIONS OF APPROVAL:		REFER TO: <b>Douglas County</b>		
<b>MUST COMPLY WITH ALL ZONING/SETBACK REQS. TOWING STORAGE ONLY IS PERMITTED. NO VEHICLE DISMANTLING OR WRECKING IS PERMITTED IN THE M-1 ZONE. IT IS THE RESPONSIBILITY OF THE TOWING COMPANY TO OBTAIN ANY NECESSARY PERMITS TO COMPLY WITH ANY DEQ REQUIREMENTS AND/OR DMV BUSINESS LICENSE REQUIREMENTS.</b>				
APPROVED BY 	DATE <b>FEBRUARY 5, 2015</b>	EXPIRATION DATE <b>FEBRUARY 5, 2016</b>		
PUBLIC UTILITIES	CITY WATER <b>NO</b>	CITY SEWER <b>NO</b>	ACCESS PERMIT <b>NO</b>	

# **WORKSHOP MATERIALS**



From the office of the City Manager  
Jerry Gillham

# City of Sutherlin

**Administration**  
126 E. Central Avenue  
Sutherlin, OR 97479  
(541) 459-2856  
Fax (541) 459-3281  
[www.ci.sutherlin.or.us](http://www.ci.sutherlin.or.us)

February 12, 2015

## MEMORANDUM

To: Members of the City of Sutherlin Planning Commission

Re: Sutherlin Economic Development Plan

Some time ago we discussed the Economic Opportunity Analysis and the subsequent work and role of the Planning Commission. Now that the economists and engineers have provided their expertise, there are two follow-up actions that are in no way, minor.

First, we have asked the consultant team to give us a cost for producing specialized market data and recruiting tools/materials that we could in turn use to go after new development interest on the Exit 136 lands (Site #19 in EOA). We are seeking funds from the Douglas County Industrial Development Board (DCIDB) to help pay for this additional work. Attached for your review is the scope of work proposal. If we are able to obtain the funding, we would like to share the concepts with the PC and receive your ideas and input in the final product.

Second, please also find a draft Sutherlin Economic Development Plan (SEDP). This is the accompanying, and essentially the driving force of hopeful action using the EAO as the basis for further economic development priorities. Those priorities are outlined in the SEDP and are at this stage DRAFT. My desire is for you to pour through the text and come prepared on the 17<sup>th</sup> to make suggestions for improvement through all facets of the plan. This is completely wide open for discussion. Perhaps it's just too much. Perhaps there is not enough or perhaps you, as a group want to look at economic development differently. Please know that I authored this using the EOA as the beginning and other community economic development best practices, but in the end, as of this date, I'm the only one that has been involved in putting print to paper; And that is why you are so significantly important. I promised you that your involvement would soon be needed and together, perhaps we can go page-by-page and critique this very early draft.

Finally, we'd like to use you as our economic development sounding board going into the future. As such, we've assigned additional responsibilities to Kristi Gilbert. Her new title is Community Development Specialist and she will be the city's economic development coordinator and on a somewhat regular basis, your agenda will include an economic development report.

I look forward to our work together as a team on the 17<sup>th</sup>.





*Administration*  
126 E. Central Avenue  
Sutherlin, OR 97479  
(541) 459-2856  
Fax (541) 459-3281  
[www.ci.sutherlin.or.us](http://www.ci.sutherlin.or.us)

# City of Sutherlin

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## FUNDING REQUEST

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**TO:** DOUGLAS COUNTY INDUSTRIAL DEVELOPMENT BOARD  
**FROM:** CITY OF SUTHERLIN  
**SUBJECT:** TOURISM FUNDING REQUEST: \$5,000.00  
**DATE:** FEBRUARY 9, 2015

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Please find attached the following:

1. Economic Opportunity Analysis process and outcomes (summary of slide show),
2. First page draft of city's economic development plan,
3. EOA and new Economic Development Plan Target/Cluster Industries,
4. Aerial photograph of the tourism lands from EOA, and
5. Marketing prospectus proposal from EOA consultant.

The city received a \$40,000 grant from DLCD to complete an Economic Opportunity Analysis on our economic development lands. After initial inventory of 19 sites, assessing wetlands, infrastructure and development readiness, the EOA Team narrowed continuing focus on six sites. Of the six, one of the sites selected was for the express purposes of tourism development.

We now know with greater certainty, the transportation and all other development costs, environmental constraints, and after economic assessment of comparable communities along the I-5 corridor; have a better idea of our best fit with regard to types of industry that would/could possibly be interested in these lands. In particular, the EOA Team wanted some additional attention dedicated to the tourism lands as depicted in #4 above (Site #19 in EOA).

Please refer to the last six pages of #5 above. In our work, considering a myriad of possible tourism oriented concepts, we first exhausted other alternatives. We brought in both Fred Meyer and Safeway who conducted their own analysis for a grocery/retail center. The market data from their perspective could not justify the investment. In fact, it was their analysis that pushed us to seek a tourism project for these lands.

We then met with the developer of Bridgeport Village in Tualatin/Tigard and sought the advice of a premier retail/tourism consultant for the Portland Development Commission. Both examined the larger transportation/market numbers from a regional basis and encouraged us to continue our work. The additional work from the EOA, taking into consideration the advice from

Mr. Bruning and PDC consultant, and further; talking with the property owners and the EOA Team; brought us to a point of greater clarity in terms of how we should proceed.

The EOA consulting firm has agreed to extend our existing contract as described in #5 above and we are prepared to take action on their work by seeking development investors in three tourism sectors:

1. Tourism retail: Outlet Mall.
2. Tourism destination entertainment: Water Theme Park/Motel.
3. Wine tourism- oriented lodging: Boutique Motel, wine tasting, tours, etc.

Perhaps after more detailed market analysis, a more advantageous option will be revealed. Should this occur, we will be prepared to act accordingly.

This additional work will cost \$10,000.00 and we are seeking \$5,000.00 from the DCIDB. The other half and any other unanticipated additional costs will be paid for by both the property owners and the City of Sutherlin.

We have already formed a contact team ready to make personal visits with this new market data and drawings when completed. A member of the DCIDB would be a most welcome addition.



The background of the slide features a warm, orange-toned image. In the upper left corner, a portion of a vintage-style compass rose is visible, showing cardinal and ordinal directions. Below the compass, a map is partially visible, with the words "CAPE SABLE" clearly legible. The rest of the background is a soft-focus, textured surface in shades of orange and yellow.

# City of Sutherlin

## Economic Opportunity Analysis



# EOA Overview

- Formed EOA Technical Team.
- Hired professional consultants/FCS Group.
- After review of 19 sites we reduced our ongoing focus on 6 sites for more continued economic opportunity analysis.
- Consultant team conducted in-depth scrutiny on each of the 6 sites to determine infrastructure needs and development costs, wetlands impacts, and researched and recommended target industry/best-use for each site.



## EOA Next Steps: VISION

*In order to enhance community livability to its fullest potential, the City of Sutherlin will work with local, regional, and state economic development entities to create a business-friendly environment that: supports existing and new businesses, supports compatible commercial and industrial uses, and increases job opportunities. The City will accomplish this through policies that promote job creation through strategic economic development marketing and infrastructure.*



# EOA Next Steps: GOALS

- Actively increase economic vitality
- Become a visible economic development leader within the Umpqua River Valley Region
- Establish Sutherlin as a unique destination for overnight tourism
- Monitor performance and periodically adjust goals and objectives



# EOA: Next Steps

- Commitment to increasing the economic vitality of Sutherlin through continued marketing and investment in the short-term land supply
- Commitment to becoming an economic development leader in the region and coordinating with other local and regional economic organizations
- Commitment to provide adequate funding for infrastructure serving key sites
- Commitment to policies that provide proactive economic development marketing and incentives directed towards strategic clusters
- Monitoring economic development benchmarks



# City of Sutherlin Economic Development Plan

## Community Vision

### *City-Wide Vision Statement:*

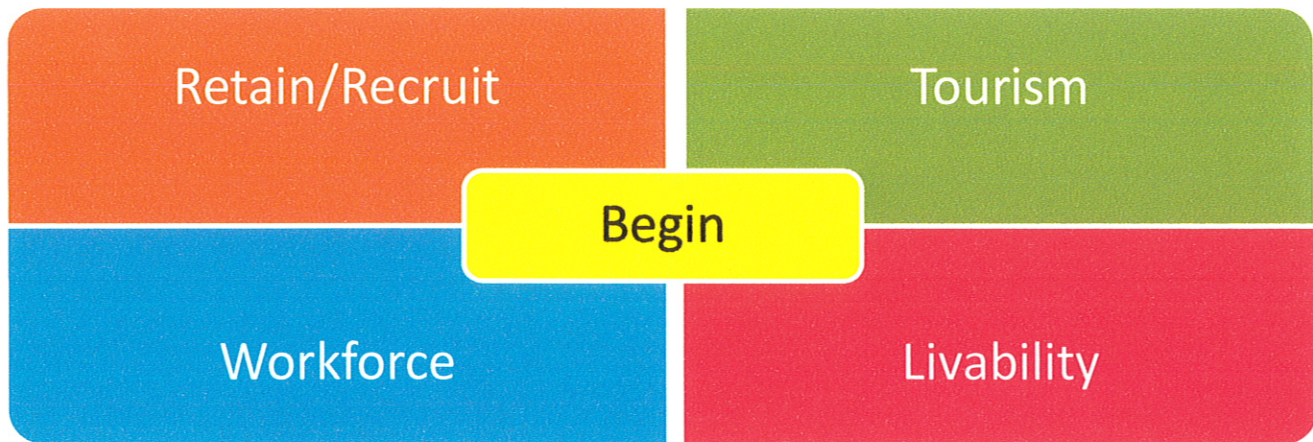
*With a “can do” attitude, we honor the past while building toward a prosperous future. With community collaboration and civic pride, the City of Sutherlin is a beautiful, safe, and welcoming place to live, work, and play.*

## Economic Development Vision

### *Economic Development Vision Statement:*

*In order to enhance community livability to its fullest potential, the City of Sutherlin will work with local, regional, and state economic development entities to create a business-friendly environment that: supports existing and new businesses, supports compatible commercial and industrial uses, and increases job opportunities. The City will accomplish this through policies that promote job creation through strategic economic development marketing and infrastructure.*

## Five Cornerstones



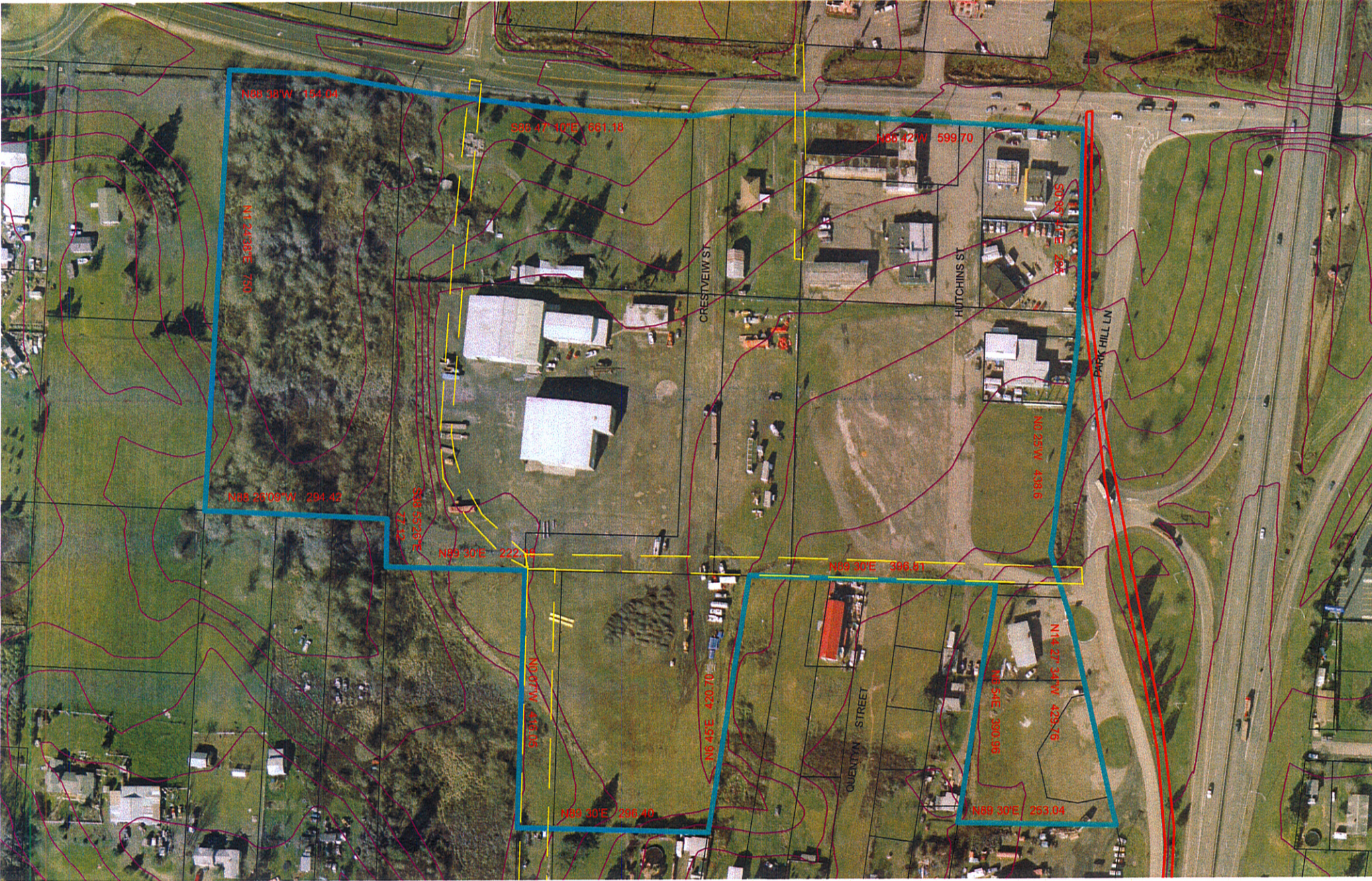
1: Begin	2: Retain/Recruit	3: Tourism	4: Workforce	5: Livability
Cornerstone Dev.	Business Inventory	Tourism Plan	Need Identification	City Infrastructure
Key Responsibilities	Target/Clusters Dev.	Product Dev	Partnerships	Downtown
Assignments	Land Inventory	Branding	Special Events	Parks/Roads
Schedule	Marketing Concept	Events/Attractions		Public Utilities
Plan	Target/Cluster Recruit	Niche Retail		Supportive Gov.
Continuous Review	Business Support			Vision/Goals



# Target Industries-Strategic Clusters

<u>Type</u>	<u>Sites</u>
• Agriculture/Food Processing	1-14
• Manufacturing: Metals, Fabrication, Aerospace/Military, Precision Machining, Materials	1-18
• Tourism Wineries, Destination Dev., Downtown/Niche Retail, Recreation	15/19
• Environmental Services Specialized Manufacturing, Fuel Cell, Bio-fuels, green-solar, Research, etc.	1-18
• Wood/Timber Manufacturing	1-18
• Transportation Distribution, All-Motor Repair, Rebuild-Parts Mfg., Large-Scale Maintenance	1-18
• Knowledge-Based Automation, Advanced Materials, Communications, Electronics, etc.	1-18







Oregon Headquarters:  
4000 Kruse Way Place  
Building 1, Suite 220  
Lake Oswego, OR 97035

Locations  
Redmond, WA | 425.867.1802  
Portland, OR | 503.841.6543  
San Francisco, CA | 415.445.8947

December 30, 2014

**Mr. Jerry Gillham**  
**City of Sutherlin**  
126 E. Central Ave.  
Sutherlin, OR 97479

**RE: Commercial Site Prospectus Materials**

**Dear Mr. Gillham:**

Sutherlin currently has a very unique development opportunity. According to the Sutherlin Economic Opportunities Analysis that we prepared earlier this year, the 29+/- acre commercial redevelopment site along I-5 has the highest near-term market potential within the City of Sutherlin today. The site's property owners are very much interested in attracting lenders or developers to assist with redevelopment of the site, with the vision of a mix of multiple new job-supporting developments such as a new hotel with water park, factor outlets and/or commercial village (e.g., wine/vintner theme).

This proposal includes a summary of our team's qualifications, approach, budget and schedule for that will result in an exciting prospectus that can be used to help market the site and facilitate redevelopment there.

We can commence work as soon as we received a written notice to proceed, and will follow up with you to arrange contractual logistics later. If you have any questions regarding this invoice, please do not hesitate to call me at (503) 841-6543.

Best regards,



**Todd Chase**  
Sr. Project Manager



## FIRM DESCRIPTION



**FCS GROUP** was formed in 1988 to meet a growing demand for independent, objective, economic, financial, and management consulting to effectively address issues in the public sector. Since the firm's inception, FCS GROUP has delivered high-quality, cost-effective consulting services in over 1,600 engagements for over 425 clients. Our staff of 27 serves clients in all the western states and Canada from our offices in Portland, Oregon; Redmond, Washington; and Anchorage, Alaska.

At FCS GROUP, we understand that every public agency faces its own unique challenges. One of the keys to our success and reputation is our ability to listen to our clients and produce customized study results that can be easily implemented and understood by everyone.

Our Economic Consulting practice specializes in helping public and private clients address and solve issues involving policy analysis, land use planning, infrastructure finance, and fiscal performance. Our combination of strong economics, real estate market analysis, finance, land use analysis, and management consulting expertise provides a unique combination of skills and knowledge about public sector operations and related community-wide economic benefits.

### ***Economic services we provide include the following:***

- ◆ Site Development Programming and Phasing
- ◆ Target Industry Strategies
- ◆ Developer/Business Recruitment
- ◆ Economic Benefit Analysis
- ◆ Annexation Cost of Service Analysis
- ◆ Capital Improvement Programs
- ◆ Community Redevelopment Strategies
- ◆ Fiscal Impact Analysis
- ◆ Environmental and Social Justice Analysis
- ◆ Sustainable "Green Infrastructure" Return on Investment Analysis
- ◆ Financial Feasibility
- ◆ Real Estate Market Analysis
- ◆ Financing and Implementation Strategies
- ◆ Life-Cycle Cost Analysis
- ◆ Special Benefit District Formation Plans
- ◆ Tax Revenue Forecasts
- ◆ Community and Stakeholder Outreach

## QUALIFICATIONS AND RELEVANT EXPERIENCE

### PROJECT TEAM QUALIFICATIONS

FCS GROUP is a firm specializing in financial, economic, and management consulting services for the public sector. We take an attentive and creative approach to projects, emphasizing active roles for our principals and senior managers to ensure the value of their experience, expertise and insight is delivered on every assignment. We have assembled a team of consultants possessing both the depth and breadth of related experience to bring forth innovative, yet practical solutions. In this section, we introduce the members of our Project Team, describe their primary roles on the project, and provide a professional biography for each.

**TODD CHASE, AICP, LEED® AP - SENIOR PROJECT MANAGER/ECONOMIST**

***B.S., Economics, University of Florida***

***M.S. coursework, Urban & Regional Planning, Johns Hopkins University***

Todd Chase is a senior project manager and assistant Oregon branch manager. Mr. Chase is an economist with over 28 years of experience in management consulting, financial analysis and economic analysis for public-sector clients. His experience includes management of over 150 impact studies, annexation studies, funding strategies, and capital facility plans, with emphasis on growth management and sustainable “green” infrastructure. One of his specialties is providing detailed economic and fiscal impact assessments of the costs associated with planned public and private improvements. A recognized leader in Oregon on economic development policy issues, he is an appointed member of Oregon’s Department of Land Conservation and Development Economic Development Planning Advisory Committee, and the Clackamas Economic Development Commission. Mr. Chase is certified by the American Institute of Certificated Planners and he is a LEED Accredited Professional.

*Todd Chase of FCS GROUP has successfully managed several urban renewal plans and updates throughout Oregon and Washington. These relevant local projects include the following:*

- ◆ Sutherlin Economic Opportunities Analysis
- ◆ Reedsport Downtown Plan (with Robert Yakas)
- ◆ Rock Creek Employment Site Feasibility and Prospectus, Happy Valley Oregon (with Robert Yakas)
- ◆ Government Camp Urban Renewal Plan Update; Clackamas County, Oregon
- ◆ Bethany Concept Plan and Funding Strategy; Washington County, Oregon
- ◆ Transportation Improvement District; Ridgefield, WA.
- ◆ Coffee Creek Industrial Area Master Plan and Prospectus; Wilsonville, Oregon (with Robert Yakas)
- ◆ Brewery Blocks Feasibility Study; Portland, Oregon
- ◆ Clackamas County Marketing Services
- ◆ Canby Economic Development Strategy
- ◆ Bend Sustainability Strategy
- ◆ Port of Garibaldi Wharf Redevelopment Strategy (with Robert Yakas)

**JOHN GHILARDUCCI – MANAGING PRINCIPAL**

***M.P.A., Organization & Management, University of Washington***

***B.S., Economics, University of Oregon***

FCS GROUP principal, John Ghilarducci will serve as the managing principal for this assignment. He will participate in meetings, will be responsible for the performance of the FCS GROUP team, and will ensure timely delivery of all work products. John has over 24 years of professional experience, including more than 20 years with FCS GROUP specializing in funding for water, sewer, stormwater, transportation, and parks services. He also directs FCS GROUP’s Oregon operations.

Robert Yakas, AIA, AICP - Urban/Community Design Lead

***Master of Architecture with a specialty in Urban Design, University of Washington, WA***

***Bachelor of Arts, Urban Studies (Highest Honors), California State University, Fresno, CA***

With over 30 years in urban design, architecture, planning and transportation planning, in both the public and private sectors, Mr. Yakas has led teams in all scales of community design projects. From individual site design to master planned residential communities utilizing Transit Oriented and Traditional Neighborhood Development strategies, he has worked successfully in the public and private sectors in short and long range planning, and on projects from concept through implementation.

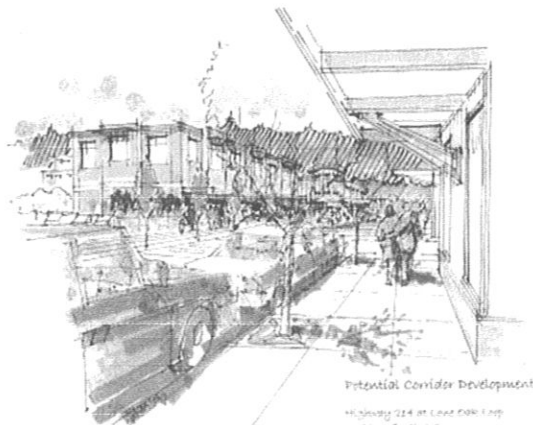
As a key member of design teams Mr. Yakas has been involved in major development projects for towns and cities in Oregon, Washington, California, Alaska and Colorado; and has served as adjunct professor in the department of Urban and Regional Planning at Portland State University for 10 years teaching all the core urban design and site design courses offered in the graduate curriculum.

***Robert Yakas of PMC has led teams in all scales of community design projects throughout the U.S. and Canada. His relevant projects include the following:***

- ♦ **Mainstreet Studies, Several Cities in Oregon** –Working with the State of Oregon Department of Land Conservation and development, Mr. Yakas has participated in and led numerous projects focusing on Main street development, mixed-use projects, regulatory codes and design guidelines. (Cities of Hillsboro, Gresham, Wood Village, Clackamas Town Center, Klamath Falls and Albany, Oregon).
- ♦ **Great Neighborhoods, Albany, OR** – Working with city staff to determine the principles of good neighborhood design, Mr. Yakas was charged with developing design prototypes for neighborhood elements that would be codified and adopted by the City of Albany. Through public workshops with a large stake-holder group we worked for over eight months to detail those elements which could be used throughout new and in-fill development throughout the city.
- ♦ **LaCreole/Barberry Special Area Plans, City Of Dallas, OR** – As the lead urban designer in this Transportation-Growth Management Grant study, Mr. Yakas developed special area development plans for two major areas to be included by the City of Dallas into their Urban Growth Boundary. This study explored alternative development scenarios for 400 acres of residential, mixed-use and mixed density, pedestrian oriented communities in two locations of the City. These two studies included recommendations for zoning code



Mainstreet Studies - Albany, Oregon



Potential Corridor Development  
Highway 224 at Line 5000 Looking Southeast

modifications and design guidelines for both commercial and higher density residential development.

- ♦ **Bellingham Washington Downtown Plan, WA** – Mr. Yakas was the lead urban designer on the Bellingham Washington Downtown plan. This examined development potential throughout the core area of Bellingham, Washington with particular attention paid to the formation of a Cultural District. His role was to illustrate design and development opportunities on identified sites as well as to formulate the urban design framework plan for the CBD.
- ♦ **Downtown Kirkland Strategic Plan, City Of Kirkland, WA** – As the lead urban designer on a multi-disciplinary team, Mr. Yakas developed design strategies for organizing future development in this up-scale community on Lake Washington. The study focused on organizing pedestrian connections and open space within a matrix of commercial, mixed-use development anticipated in this city's core area along with design guidelines for the downtown and adjacent neighborhoods where commercial/mixed use development was permitted.

## APPROACH AND SCOPE OF WORK

Our work scope includes close coordination with city staff and site property owners over the study process, and the completion of inter-related work tasks, which are detailed below.

### Task 1 Stakeholder Involvement

Objective: Assist city staff with conducting and facilitating meetings with property owners and City Council.

Work Activities include:

- ♦ Prepare stakeholder discussion agenda and list of questions for stakeholders.
- ♦ Assist city staff with conducting a half-day design charrette with affected property owners and interested citizens. City will arrange meeting logistics and provide meeting notices and materials. Consultant will assist in making presentations about feasibility study objectives and preliminary design concepts.

### Task 2 Design Concepts

Objective: In conjunction with the work completed as part of Tasks 1, the consultant team will include urban design experts at the stakeholder meetings (in Task 1) to prepare renderings of potential redevelopment opportunities and design activities/projects that would be envisioned within the subject site. A series of conceptual design images will be prepared that captures the scale and vision of the site with input from property owners and city staff. These images would include market concepts that are consistent with the Sutherlin Economic Opportunities Analysis, including: a lodge with indoor water park; factory outlet center; and vintner's village.

### Task 3 Prepare Site Prospectus

Objective: Provide summary prospectus that depicts the site's locational advantages, design concepts, market characteristics, and key contacts.

Work Activities include:

- ♦ Document market advantages of the site with respect to each development concept.
- ♦ Identify similar development case studies (from the Northwest).
- ♦ Identify potential developer/investor benefits.
- ♦ Describe and illustrate potential site reuse concepts
- ♦ Prepare draft and revised development prospectus as a 11x17 (double sided color brochure).



#### **Task 4 Briefings**

Objective: Revise prospectus based on City and community input.

Work Activities include:

- ♦ Conduct summary presentations with community stakeholders and City Council.
- ♦ Prepare revised prospectus that takes into account City and community input.
- ♦ Distribute 20 originals and two electronic versions of the prospectus.

## **PROPOSED BUDGET AND SCHEDULE**

Our proposed fee for completing Tasks 1-4 of this assignment is \$10,000 including all direct labor and expenses for providing the deliverables documented in our proposed work scope.

This fee assumes the City will provide assistance in the work scope with respect to:

- Providing meeting space, meeting notices, and public notices for meetings.
- Providing feedback on all draft materials prepared by the consultant within two weeks;

FCS Group proposes to complete all works tasks contained in this project over a three-month time period starting in January and ending March 30, 2015.

## **AVAILABILITY**

Proposed consultant team staff members that are listed for this assignment each have adequate time available to complete this assignment during the January through March time period.

## **HOURLY BILLING RATES AND CHARGES**

### LABOR

<u>NAME</u>	<u>TITLE</u>	<u>BILLING RATE</u>
John Ghilarducci	Principal	\$210
Todd Chase	Senior Project Manager	\$195
Bob Yakas	Senior Urban Designer	\$140
Analyst/Graphic Designer		\$125

### DIRECT EXPENSES

Direct expenses for travel, lodging or meals will be billed at cost. All direct expenses associated with GIS mapping from Douglas County is to be paid directly by the City.

# DRAFT City of Sutherlin Economic Development Plan DRAFT

## Community Vision

### *City-Wide Vision Statement:*

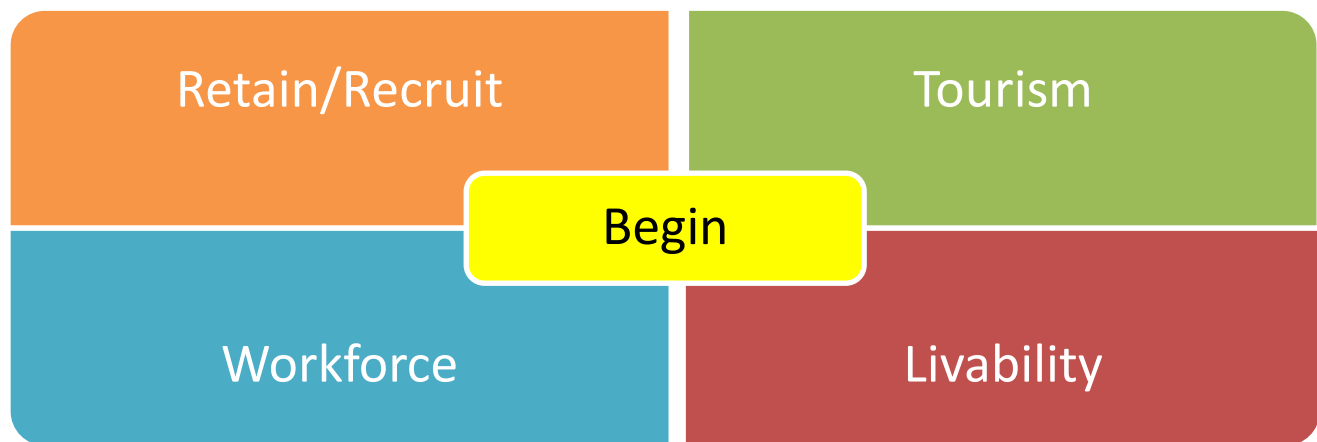
*With a “can do” attitude, we honor the past while building toward a prosperous future. With community collaboration and civic pride, the City of Sutherlin is a beautiful, safe, and welcoming place to live, work, and play.*

## Economic Development Vision

### *Economic Development Vision Statement:*

*In order to enhance community livability to its fullest potential, the City of Sutherlin will work with local, regional, and state economic development entities to create a business-friendly environment that: supports existing and new businesses, supports compatible commercial and industrial uses, and increases job opportunities. The City will accomplish this through policies that promote job creation through strategic economic development marketing and infrastructure.*

## Five Cornerstones



1: Begin	2: Retain/Recruit	3: Tourism	4: Workforce	5: Livability
Cornerstone Dev.	Business Inventory	Tourism Plan	Need Identification	City Infrastructure
Key Responsibilities	Target/Clusters Dev.	Product Dev	Partnerships	Downtown
Assignments	Land Inventory	Branding	Special Events	Parks/Roads
Schedule	Marketing Concept	Events/Attractions		Public Utilities
Plan	Target/Cluster Recruit	Niche Retail		Supportive Gov.
Continuous Review	Business Support			Vision/Goals

## Cornerstone Overview

- **First Cornerstone Actions: Begin**

Hold initial workshop with Planning Commission to:

1. Agree upon cornerstones.
2. Examine the work ahead and create initial assignments for groups/individuals best suited for accomplishing various tasks in the Economic Development Plan.
3. Establish a timeline or schedule for completing various elements of the plan.
4. Agree to implement the plan.
5. Continuously review and provide update reports to the Planning Commission.

- **Second Cornerstone Actions: Retain/Recruit**

1. Complete a buildable lands inventory with wetlands analysis and update the economic development web site.
2. Create a business retention and expansion (BR&E) program for the principal purpose of retaining and creating jobs in the City of Sutherlin. This BR&E program shall include planning and implementing community-specific activities that promote interaction with local businesses and will offer both one-on-one and networking services to help businesses achieve their maximum degree of success.
3. Develop business attraction and recruitment strategies that include target/cluster industries.
4. Create mechanisms by which interested companies would choose to relocate or expand operations into the City of Sutherlin.

- **Third Cornerstone Actions: Tourism**

1. Develop a tourism marketing and development plan to increase visitor numbers and spending, as well as bolster the economic vitality of the City of Sutherlin.
2. Create and/or support tourism related activities and “tourism-inducing” products that build upon existing tourism attractions and events.

- **Fourth Cornerstone Actions: Workforce Education and Development**

1. Assess current businesses to help identify anticipated future needed workforce.
2. Identify key resources and create partnerships with those resources in helping to sustain a quality workforce for businesses to include federal and state agencies, UCC and other educational institutions.
3. Work specifically with the Chamber of Commerce and Sutherlin and Oak School Districts in creating a Business-Education Partnership Program (School-to-work education).

- **Fifth Cornerstone: Livability**

1. Ensure infrastructure is properly planned for or constructed for economic development priorities and specifically in line with the needs of cluster/target industry priorities.
2. Ensure continued public awareness and support of the Economic Development Strategic Plan and ongoing community-wide economic prosperity.
3. Ensure the City of Sutherlin is cooperatively working with community stakeholders in achieving its unified vision and goals.

## Sutherlin Economic Development Lifecycle

### Phase I: 2015

Establishment of a plan with agreed upon areas of responsibilities from multiple stakeholders.



### RESULTS:

A plan is in place and being executed.

### Phase II: 2015 - Ongoing

Build relationships with key agency personnel and other stakeholders that are in a position to help Sutherlin build upon our existing economy.

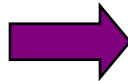


### RESULTS:

Key relationships with state, regional and local stakeholders are established and effective for the benefit of Sutherlin.

### Phase III: 2015 - Ongoing

Establish and support business retention, expansion and recruitment activities to include target/cluster marketing and existing business assistance.



### RESULTS:

Target/Cluster industries established, marketing strategy engaged, business retention and assistance program in place.  
There is a net increase in jobs.

### Phase IV: 2015 - 2020

Establish a Tourism Development Plan with the Sutherlin Chamber of Commerce that includes two priorities: 1, Increasing visitor stays, and 2) Creating at least one new product/activity attraction.



### RESULTS:

A TDP is in place and being executed.  
There is a mechanism that measure year-to-year visitor stays and one new tourism attraction.

### Phase V: 2015 - 2020

Workforce Development: Create innovative partnerships and programs to provide education, increase training quality and build capacity.



### RESULTS:

There are at least two programs in place to help support the workforce needs of existing businesses in Sutherlin: 1) Job Fair and 2) Business Education Partnership.

### Phase VI: 2020

Ensure industrial and commercial infrastructure planning and capacity is in place while sustaining community quality of life. Reformulate plan based on findings.



### RESULTS:

There is long-term availability of shovel ready industrial and commercial property. Quality of life increases due to balance of employment, public safety, amenities, and recreational opportunities.



## **FIRST CORNERSTONE: Begin**

**In partnership with the Planning Commission and other stakeholders, create and manage a 2015 – 2020 Economic Development Plan for the City of Sutherlin.**

### **FIRST CORNERSTONE: Goal 1**

- Establish initial cornerstones and work with the Planning Commission in establishing a list of goals and objectives.
- Work with Planning Commission in making specific assignments to areas of responsibility including a schedule for tracking and reporting back to the Planning Commission on progress.

### **FIRST CORNERSTONE: Goal 2**

- Establish processes to ensure that the Planning Commission gives close scrutiny to the effectiveness of the Economic Development Plan and further, implements appropriate change in response to shortcomings while also taking advantage of noticeable strengths
- Assigned to: Planning Commission

#### **Goal 2 Objectives:**

- Give appropriate accountability response to both City of Sutherlin Planning Commission and City Council
- Evaluate the strengths and weaknesses of the plan and take action in response to both by making appropriate change

#### **Goal 2 Actions:**

- Develop regular monitoring and reporting process for Planning Commission review and consideration
- Schedule regular assessment briefings with economic development partners and other similar communities to observe the current economic landscape, emerging trends in community and economic development and make adjustments to the plan as deemed necessary by the Planning Commission

#### **Goal 2 Success Indicators:**

- There will be a semi-annual progress report to include outcomes of all advisory committees brought to the Planning Commission beginning in June 2015
- There will be one biannual “partners assessment” conducted with City staff, Sutherlin Chamber of Commerce, Sutherlin Downtown Development Inc. and other outside economic development agency professionals to review progress to that date, give consideration of emerging trends and lay out improvement recommendations to be brought forward to the Planning Commission in October of each year

## **SECOND CORNERSTONE: Business Retention & Attraction**

- 1. Develop business attraction strategies that include target industries and Target/Cluster industry marketing methodology.**
- 2. Create a business retention and expansion (BR&E) program for the principal purpose of retaining and creating jobs in City of Sutherlin. This BR&E program shall include planning and implementing community-specific activities that promote interaction with local businesses and will offer both one-on-one and group training to help organizations achieve their maximum degree of success.**

### **SECOND CORNERSTONE: Goal 1**

- Develop a City of Sutherlin Target/Cluster Industry listing which considers existing resources, business sectors, and emerging business and economic stimulus industries compatible with the City of Sutherlin. Seek out our most competitive advantage.
- Complete an Economic Opportunity Analysis of key developable industrial and commercial lands immediately followed by a recommended Economic Development Plan.

#### **Goal 1 Target/Cluster Industry Listing:**

- Agriculture & Food Processing
- Knowledge-Based Technology
  1. Automation: Additive Mfg. (Advanced Materials)
  2. Communications/Internet
  3. Software
  4. Film/Video
  5. Organic Electronics/Photovoltaic R&D/Mfg., Remote Sensing, Robotics
- Manufacturing
  1. Sports and Recreational
  2. Metals: fabrication, aerospace, military, precision machining, foundries
  3. Plastics/Rubber: resin, synthetic rubber, fibers, filaments, etc.
  4. Wood Products
  5. Green energy; online electric vehicles
- Tourism
- State and Federal Operations, Retention and Expansion
  1. State Police/Homeland Security/Military
  2. Centralized Service Center
  3. State and federal agency relocation/expansion
- Environmental Services & Technology
  1. Specialized Manufacturing: green-solar building, solar panels
  2. Co-Generation, Bio-fuels, packaging, fuel cell, sustainable building materials etc.
  3. Research/Technology/Services
- Transportation
  1. Distribution Centers/warehousing
  2. All-motor repair/rebuild- parts manufacturing
  3. Large-scale maintenance/truck services

## **SECOND CORNERSTONE: Goal 2**

- Create two-fold business recruitment and attraction program utilizing a relationship based and target market approach, and develop support marketing materials highlighting our quality of life, and the Land, Labor, and Time (LLT) benefits to our Target/Cluster Industries
- Assigned to Planning Commission

### **Goal 2 Objectives:**

- Assign the relationship based recruitment responsibility to an individual and enact work program details, success monitoring, and incentive requirements within their scope of work
- Begin the relationship based recruitment process by using already known resources such as personal acquaintances, school alumni, existing businesses and civic groups, Oregon Economic Development Association, Coos Curry Douglas Economic Development District, The Partnership, known business assistance programs, and other regional business connections
- Develop mechanisms for evolving and adapting relationship based recruitment to changing conditions and new information
- Coordinate economic development branding and marketing materials in consort with the Chamber of Commerce Transient Room Tax Committee (TRTC) in designing and distributing economic development and tourism marketing materials

### **Goal 2 Actions:**

- Develop a working resource list of existing and potential relationship-based business recruitment resources as described above, to include ongoing communications and monthly reporting
- Develop an economic development marketing piece in alignment with the Clustered Target Industries and ensure this new product is complementary to the Tourism marketing strategy
- Identify opportunities and create attraction strategies that take into consideration the relationship based recruitment model, Clustered Target Industries, tourism marketing and regional partnerships

### **Goal 2 Success Indicators:**

- Relationship based yearly methodology and proposed resource list completed by end of August 2015
- Economic development attraction concept is finalized and reviewed by Planning Commission by September 2015
- Economic development attraction strategy with products designed, produced and available for distribution by end of January 2016
- There will be at least one mailing, involvement with regional partners in one trade show and one promotional campaign completed by end of October 2018
- One member of the Planning Commission shall be designated to be actively involved in finalizing all Planning Commission marketing products by end of May 2015
- There will be at a minimum five prospective interests consider City of Sutherlin for business investment by end July 2018

## **SECOND CORNERSTONE: Goal 3**

- Execute an existing business climate survey and create a database of information the Planning Commission and community leaders can use in developing, prioritizing, and implementing policy and action steps that best address the needs of local firms and the community, all culminating in the creation of a Business Retention and Expansion Program for City of Sutherlin
- Assigned to: Chamber of Commerce

### **Goal 3 Objectives:**

- Improvement of City of Sutherlin quality of life
- Development of a recognized pro-business message
- Improvement of community leaders' confidence in the Economic Development Plan
- Creation of a listing/record of business assistance needs, business attraction opportunities and economic development marketing
- Creating and retaining jobs by helping to resolve problems that are harmful to conducting business in Sutherlin/Oregon, or by helping to capture opportunities that would help a business in Sutherlin to grow

### **Goal 3 Actions:**

- Develop a business climate survey for purposes of attaining areas of strengths and weaknesses pertaining to support services for business; identification of the needs of some specific business sectors which could be improved; and determining what additional programs and services could be engaged which would incite business expansion in the City of Sutherlin
- Create a business data base from the survey which can document areas of business assistance needs and keep track of both business concerns and potential opportunities for business expansion
- Enact an ongoing BR&E program and yearly work program using the survey results and updated business climate database in alignment with the text of this cornerstone

### **Goal 3 Success Indicators:**

- Business climate survey will be developed with implementation timelines and presented to the Chamber Board for approval by January 2016
- Business climate survey will be implemented and completed by March 2016
- A data base program for documenting survey results and conducting ongoing business monitoring and assistance will be completed by June 2017

## **THIRD CORNERSTONE: Tourism Development**

**Develop a tourism marketing and development plan (TDP) to increase visitor numbers and spending, as well as bolster the economic vitality of the City of Sutherlin.**

### **THIRD CORNERSTONE: Goal 1**

- Position City of Sutherlin as a year round destination rich in history, scenery, recreation, attractions, and community events
- Assigned to: Chamber of Commerce

#### **Goal 1 Objectives:**

- Increase tourism visitation levels throughout the City of Sutherlin/Douglas County
- Generate exposure and excitement for visitor industry products, complementary attractions, and community events
- Create Brand equity for the City of Sutherlin (A symbol and/or concept carrying with it an image and awareness level, which instills customer and community loyalty.)
- Position City of Sutherlin as a unique and “high demand” destination for all seasons of recreation
- Build partnerships and coordinate efforts within the community to maximize the effectiveness of advertising dollars

#### **Goal 1 Actions:**

- Assign countywide tourism marketing development and implementation to the Sutherlin Chamber of Commerce
- Develop and administer a visitor survey instrument and create a year-to-year Tourism Development Plan
- Concentrate on marketing the niches of City of Sutherlin through seasonal marketing campaigns that promote the recreations of the season
- Evaluate and update collateral material for effectiveness, content, and use of technology
- Continue to support community events with existing partners that have a proven record in maximizing our return on investment
- Award grants strategically in an effort to support community events and build Brand equity by awarding grants to City of Sutherlin groups

#### **Goal 1 Success Indicators**

- Annual Marketing Plan will be developed by November 30<sup>th</sup> of each year
- Increase TRT Revenue 5% over prior year measurable as of third quarter reports annually
- Completion and successful implementation of the Annual Marketing Plan by January of each year
- Complete a visitor survey and TDP plan, execute plan and begin implementation by June 2016
- Submit visitor survey trend analysis results with recommendations by the beginning of October 2016, and annually thereafter

## **THIRD CORNERSTONE: Goal 2**

- Develop guidelines for way-finding and signage improvements which maintain the ongoing objectives and standards set forth in the TDP, as well as addressing community needs
- Assigned to: Chamber of Commerce Transient Room Tax Committee

### **Goal 2 Objectives:**

- Create an ongoing way-finding and signage assessment and advisory team to:
  - Develop a cohesive signage and way-finding plan for City of Sutherlin that “connects-the-dots” and builds the City of Sutherlin image as a destination community
  - Improve signage for countywide attractions that will increase visitor stays in the City of Sutherlin

### **Goal 2 Actions:**

- Meet with ODOT, City, County, attractions and stake holders to determine procedures and steps
- Complete an plan to improve signage

### **Goal 2 Success Indicators**

- Way-finding and signage plan developed by end of 2017

## **THIRD CORNERSTONE: Goal 3**

- There will be new and innovative tourism product that will attract visitors from throughout the region and subsequently increase visitor stays in the City of Sutherlin and secondarily, a new product/tourism training program planned and executed
- Assigned to: Sutherlin Chamber of Commerce and Sutherlin Downtown Development Inc.

### **Goal 3 Objectives:**

- Initiate a visitor and guest service customer service training program
- Evaluate the probability of an information /central reservations center
- Develop a conference center feasibility study
- Create one new tourism development product

### **Goal 3 Actions:**

- Utilizing the expertise of existing county service providers, develop a customer service training program for the visitor service, hospitality and retail community
- Develop partnerships in strategizing and implementing a centralized reservation center for the lodging industry in the City of Sutherlin
- Develop a conference center task force and coordinate with the Planning Commission
- Analyze existing services, make recommendations for improvement: develop and implement a new tourism development product

**Goal 3 Success Indicators**

- There will be two specialized training sessions conducted for the hospitality industry by October 2018
- A central reservation services center feasibility study will be completed and/or withdrawn for further action by March 2019
- Completion of conference center feasibility study by June 2020
- A new tourism development product will be introduced by December 2015

## **FOURTH CORNERSTONE: Workforce Education and Development**

**Create systems and partnerships for developing a quality workforce.**

### **FOURTH CORNERSTONE: Goal 1**

- Develop a multi-year plan to address workforce availability and workforce qualifications necessary to meet the needs of current and future industry in the City of Sutherlin
- Assigned to:

#### **Goal 1 Objectives:**

- Utilize the results of a *business climate survey* (completed by the Sutherlin Chamber of Commerce) as a basis of determining existing workforce needs
- Create and engage a follow-up survey to existing and potential target/cluster industries in order to determine target industry workforce needs
- Put into place some necessary first steps in creating specific services in support of workforce development
- Create specialized partnerships in developing a workforce training agenda and local initiative strengthening ties among workers, learning institutions and the workplace for purposes of expanding future workforce capacity

#### **Goal 1 Actions:**

- Analyze the results of the existing business climate survey
- Conduct a target industry workforce survey in order to acquire information on how a City of Sutherlin workforce development program can best serve target industry needs
- Combine the results of the existing and target industry surveys and develop a listing of possible database scenarios for provision of workforce development services

#### **Goal 1 Success Indicators:**

- Results of the existing business climate survey will be completed, analyzed and reported to the Planning Commission by September 2019
- Target industry workforce survey will be drafted, reviewed and refined by March 2019
- Target industry workforce survey will be presented to the Planning Commission by October 2019
- The City of Sutherlin, and Chamber of Commerce will combine efforts and hold a forum with agency, education, business and civic leaders to come to unified agreement regarding workforce development and training needs and lay out some first steps in organizing a program in response to the needs identified by November 2020

## **FIFTH CORNERSTONE: Livability**

**Ensure:**

- 1. Enhanced public awareness and support of the Economic Development Plan**
- 2. Ongoing infrastructure and land inventories are planned for in stimulating the economy**
- 3. Continued actions in support of City Vision and Goals**



## **FIFTH CORNERSTONE: Goal 1**

- Establish regular communications with the community.
- Assigned to: City Staff through the Planning Commission

### **Goal 1 Objectives:**

- Utilize all available media to report progress, celebrate successes and listen to the public

### **Goal 1 Actions:**

- Make certain that all public meetings are advertised and the public invited
- Develop written materials that explain the Economic Development Plan and provide ongoing information pertaining to economic development efforts
- Refine and utilize the city's and chamber's web page for more effective outside and inside community communications
- Work in partnership with other stakeholders in creating a unified message

### **Goal 1 Success Indicators:**

- All public meetings will be advertised with a record at City of Sutherlin Hall
- The Economic Development Plan, once adopted by the Planning Commission, will be published and available to the public by end of September March 2015
- A quarterly Planning Commission progress report will be distributed to the public beginning January 2016
- The Planning Commission will hold two workshops to receive a progress report and consider public opinion of the Economic Development Plan by 2016

## **FIFTH CORNERSTONE: Goal 2**

- Produce a map that accurately depicts all developable industrial and commercial lands to be posted on the economic development web site
- Move available residential zoned land from Fords Pond to just West of I-5
- Complete an infrastructure needs and financing plan
- Assigned to: City Staff and Planning Commission

### **Goal 2 Objectives:**

- Conduct a buildable lands inventory to include wetlands impacts
- Develop new long-range land-use concepts in consideration of reconfiguring the UGB and updating the Comprehensive Plan to also include extension of city services outside the UGB
- Seek to raise funds to conduct an infrastructure needs and financing plan

### **Goal 2 Actions:**

- Apply for DLCD grant to fund buildable lands inventory and infrastructure
- Develop written materials that explain the Economic Development Plan and provide ongoing information pertaining to economic development efforts
- Refine and utilize the city's and chamber's web page for more effective outside and inside community communications

- Work in partnership with other stakeholders in creating a unified message

**Goal 2 Success Indicators:**

- All public meetings will be advertised with a record at City of Sutherlin Hall
- The Economic Development Plan, once adopted by the Planning Commission, will be published and available to the public by end of September March 2015
- A quarterly Planning Commission progress report will be distributed to the public beginning January 2016
- The Planning Commission will hold two workshops to receive a progress report and consider public opinion of the Economic Development Plan by 2016
- There will be a completed Buildable Lands Inventory and Infrastructure Financing Plan completed and approved by City Council by May 2016

**FIFTH CORNERSTONE: Goal 3**

- City vision and goals are posted and emphasized in executing the Economic Development Plan
- Government policies reflect support for economic growth and increased livability
- There is a plan for improving the city's downtown core
- Assigned to: City Staff, Sutherlin Chamber of Commerce, Sutherlin Downtown Development Inc. and ODOT

**Goal 2 Objectives:**

- City Strategic Plan includes projects to make improvements to city parks and public spaces
- City of Sutherlin, Sutherlin Chamber of Commerce and Sutherlin Downtown Development Inc. will work together and apply for grant funds to upgrade Central Avenue from the Visitor's Center to Umatilla

**Goal 2 Actions and Success Indicators:**

- Central Park, Red Rock Sports Park and Red Rock Trail will be improved or expanded by February 2016
- City, Chamber and SDDI will submit application for a grant from ODOT to upgrade Central Avenue from the Visitor's Center to Umatilla Street to include a new downtown streetscape
- The city's parks will be maintained at the highest levels from 2015-2020