



TALENT PLANNING COMMISSION
REGULAR MEETING
MINUTES
TALENT TOWN HALL
June 23, 2016

Study Session and Regular Commission meetings are being digitally recorded and will be available on the City website: www.cityoftalent.org

The Planning Commission of the City of Talent will meet on Thursday June 23, 2016 in a regular session at 6:30 P.M. in the Talent Town Hall, 206 E. Main Street. The meeting location is accessible to persons with disabilities. A request for an interpreter for the hearing impaired, or for other accommodations for persons with disabilities, should be made at least 48 hours in advance of the meeting to the City Recorder at 541-535-1566, ext. 1012. The Planning Commission reserves the right to add or delete items as needed, change the order of the agenda, and discuss any other business deemed necessary at the time of the study session and/or meeting.

REGULAR COMMISSION MEETING- 6:30 PM

Anyone wishing to speak on an agenda item should complete a Public Comment Form and give it to the Minute Taker. Public Comment Forms are located at the entrance to the meeting place. Anyone commenting on a subject not on the agenda will be called upon during the "Citizens Heard on Non-agenda Items" section of the agenda. Comments pertaining to specific agenda items will be taken at the time the matter is discussed by the Planning Commission.

I. Call to Order/Roll Call 6:30 P.M.

Members Present:

Commissioner French
Commissioner Heesacker
Commissioner Milan
Commissioner Pastizzo
Commissioner Riley

Members Absent:

Commissioner Schweitzer
Commissioner Hazel

Also Present:

Zac Moody, Community Development Director
Jeff Wilcox, Minute-Taker

II. Brief Announcements

Moody explained that the 28 July Planning Commission meeting would include a public hearing for a Comprehensive Plan Amendment, Element E update. The July meeting would also probably conduct a Conditional Use Review for a medical and recreational marijuana business.

III. Consideration of Minutes for April 28 and May 26, 2016

Motion: *Commissioner Milan moved to approve the Minutes of April 28, 2016 as presented. Commissioner Pastizzo seconded and the motion carried.*

Motion: *Commissioner Hazel moved to approve the Minutes of April 28, 2016 as presented. Commissioner Milan seconded and the motion carried.*

IV. Public Comment on Non-Agenda Items

None

V. Public Hearings

None

VI. Discussion Item – Economic Opportunities Analysis (EOA)

a. Review Purpose

Moody explained that he will go through the findings that ECONorthwest consultant Beth Goodman produced for the Citizen Advisory Committee (CAC) and that the end goal is to repeal the existing Economic section (Element E) of Comprehensive Plan and replace it with a new Element E which will contain: policies, implementation strategies, objectives and two appendices: (1) the EOA and (2) a timetable for implementation.

b. Review draft EOA

Moody explained that the methodology for the EOA included a commercial and industrial Buildable Lands Inventory. Lands were classified as: vacant, partially vacant and developed. Lands with constraints were removed, ie: floodplain/floodway, wetland, steep slopes, no servicing infrastructure. There are 182 acres of commercial land and 40 acres of Industrial land within the Urban Growth Boundary (UGB). Combined, there are 63 acres of commercial vacant and partially vacant land; and 26 acres of Industrial vacant and partially vacant land. There is currently a surplus of commercial and industrial land.

Heesacker asked how these numbers compare to RVCOG numbers for TA (urban reserve) research.

Moody explained that this work is starting from scratch since that EOA was so broad in scope and the source data was a decade old.

Riley asked if TA4 & TA5 are within the UGB.

Moody explained that TA4 and TA5 are not in the UGB, but they are in the Urban Reserve; Moody explains that the goal will eventually be to annex TA4 and TA5 into the UGB after the Housing Needs Analysis is conducted.

Milan asked what constitutes a land surplus.

Moody explained that it is based upon employment numbers and projections of future population growth. Population growth should match rate of employment growth, then you evaluate what land is currently in UGB and calculate what is needed for the next 20 years. The results of the EOA

indicate that Talent has 17 acres of surplus industrial land and 50 acres of surplus commercial land assuming population and employment growth rates maintain a 1.76% growth rate.

Riley asked if the state would take issue with annexing the Urban Reserves into UGB.

Moody explained that Urban Reserve lands must be annexed into the UGB before any other, non-Urban Reserve lands. However, if a private entity requests annexation of their land into UGB, that is an option as well.

Pastizzo asked if the EOA methodology factored in external employment.

Moody explained Beth Goodman would better answer this question, since there are many variables in calculating current employment estimates. Moody specified that the EOA document plans for growth in the next 20 years and that the State does not want jurisdictions to report aggressive growth numbers, in order to keep land claims reasonable. The State and Technical Advisory Committee (TAC) have reviewed the EOA, and are comfortable with the numbers used. Moody continued, If the need to annex in Urban Reserve land for employment cannot be justified, it will not be brought into the UGB.

Riley proposed two questions for the consultant: (1) did they take into consideration the impact of Wal-Mart on employment figures and (2) what about the 5-year building moratorium that ended around 2003.

Moody explained that data was obtained from 2014 State Employment Department data and augmented with 2010 US Census data; therefore, both of those events should have been factored in – but he will discuss this with ECONorthwest.

Moody continued to describe the findings of the EOA, which talks about different types of flourishing businesses found regionally, including: health care, retail services, food services, and professional services.

Moody explained that the Strengths Weaknesses Opportunities and Threat (SWOT) analysis conducted by the Citizen Advisory Committee (CAC) helped decide future policies and implementation strategies. The CAC is comprised of business owners, citizen representatives, contractors, a Planning Commissioner, a City Council member, and members of the Talent Chamber of Commerce.

Some identified weaknesses include: a struggling downtown, a lack of cohesive economy, large distances to major airports and markets, a small base of businesses, lack of support for local businesses, regulatory issues and cost prohibitive system development charges.

The CAC also discussed what City Planning Department changes could make land use actions quicker without bogging down a small staff and investigated what can be done to reduce System Development Charges (SDC's). Moody explained investigating SDC reductions involves making sure the Talent Capital Improvement Plan (CIP) is up-to-date, in order to reduce/waive SDCs intelligently. The CAC also pointed out that there won't be any SDC's coming in if there is no new development. Moody explained that the end goal is to encourage businesses to come to Talent, where SDC's are comparatively lower.

SWOT Opportunities include: lots of empty buildings and vacant land to market, proximity to Ashland, services for tourism, hotel opportunity, rail access, arts and agricultural types of businesses, workforce training opportunities. Competitive advantages for Talent include: centrally located between Medford and Ashland, good access to interstate, major collector roads to OR 99. Interchange Area Management Plan (IAMP) for exit 21 not to change for next 20 years; no complicated interchange planned, access to workers, urban infrastructure and buildable lands are buildable immediately and have infrastructure available. Potential growth industries for Talent include food & beverage, wood products, advanced manufacturing, small-scale warehouse/distribution/wholesale, services for visitors and residents.

Moody explained site needs for potential growth industries include: existing vacant buildings and small commercial and industrial sites, large scale industrial development was discouraged based on EOA results.

EOA Preliminary forecast for employment: Between 2016-2036 employment industrial jobs are projected to increase by 200, employment retail/commercial jobs are projected to increase by 340 based on a population growth rate of 1.76% over 20 years. Does Talent have enough land to accommodate commercial and industrial growth? Yes, the EOA identifies a 3-10 acre industrial land surplus, and a 40-50 acres retail/commercial 40-50 acre surplus. Moody explained that Bringing in TA-4 & TA-5 could not be justified due to surplus of commercial and industrial land already within the UGB. Land swaps and zone changes will need to occur to re-balance land inventory. The housing needs analysis will help determine how much land is required for the next 20 years and which lands should be considered for zone change from commercial to residential.

Moody explained that he would now present the draft Comprehensive Plan Element E (Economy).

c. Review Draft Policies

Riley asked why the entire Comprehensive Plan element has to be changed so completely.

Moody explained that policies and procedures were reviewed and revised from the original Element E. The goal is to simplify it for the reader, to show policies, implementation strategies and steps. The appendix (which includes the EOA) will show updated trends and statistics. The Economy element would have an intro paragraph on life in Talent and refer readers to the EOA. Moody continued, emphasizing that most cities provide a strategy but do not identify specific steps.

Policy 1: land availability, the City will plan for a 20-year supply of land with a variety of site characteristics. Objective 1.1 is to provide an adequate supply of land to accommodate all types of economic development and growth. Objective 1.2 is to adequate supply short term suitable land (ready for construction) by identifying sites, and having ready-to-distribute inventory of properties that are vacant, partially vacant or re-developable.

Policy 2: infill and redevelopment: Support and encourage infill and redevelopment, especially in the downtown area. The City will develop policies and programs to encourage commercial and mixed-use developments in the downtown area. This includes identifying sites for redevelopment in a geographic area where mixed-use commercial buildings could possess a temporary residential top floor and commercial bottom floor.

Policy 3: Infrastructure support: Reducing SDCs to encourage development. The City must work on the CIP to determine what future needs are for next 20 years, including cost of infrastructure, calculating base SDC rates, determining a SDC rate reduction time-line, and determining which SDCs will be reduced.

Riley asked if commercial SDCs are higher than residential SDCs.

Moody explained that is situation dependent: a small business with low water, parking and transit needs would have SDC costs somewhat close to that of a Single Family Residence.

Policy 4: Existing business support and assistance. How does Talent encourage and support retention and expansion of existing businesses? How does Talent educate businesses to stay in business. Can businesses be helped with business planning?

Riley said that making sure that small businesses remain operational shouldn't be a function of the City and shouldn't be considered as part of the Comprehensive Plan Element.

Heesacker said that Josephine County was recently seeking planners with an economic background.

Moody explained that one of the City Council goals is to establish an Economic Development Commission which would advise the Planning Commission on land use decisions that had an economic component.

French added that the objective of the CAC was to break down barriers to entry for new Talent businesses.

4.1D: Refine existing processes to assist businesses with complying with City regulations. Establish user guide for development. 4.2A: evaluate if City has staff capacity to support educational growth and cultural opportunities (maker ecosystems), would enable City to conduct zone change with support of Comprehensive Plan. The City will plan for and nurture favorable environment for new businesses. Implementation Strategy: complete market readiness analysis, including an in-depth visitor readiness report that addresses branding and marketing.

Policy 5: Ensure building permitting and land use process supports growth. Including reviewing building permit issuance timeline.

Policy 6: Provide flexible zoning language that encourages businesses that provide jobs that pay above average county wages.

Policy 7: Livability, encourage businesses that provide personal services to residents, such as: financial services and pedestrian oriented businesses.

Moody explained there are cultural elements and environmental elements that will eventually be added to the Comprehensive Plan as well. He encouraged commissioners to email him questions, so they could be ready for answer at the Public Hearing.

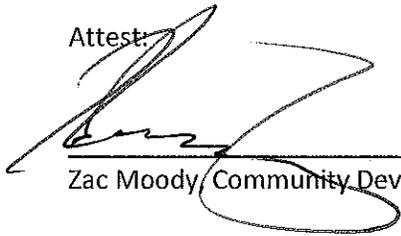
French added that a brief explanation of: how we got here, including: Oregon Department of Land Conservation and Development Goal 9 – Economic Development, and elucidation on how the Economic element is tied to land use planning at the Public Hearing would be useful.

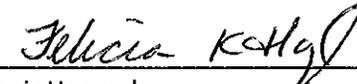
VII. Subcommittee Reports
None

VIII. Propositions and Remarks from the Commission
French – 28 June, 106 Talent Ave., Kindred Spirits informal conversation on Talent becoming a Maker City.
Wise (City Council liaison) – Rogue Climate block party at Phoenix office, following Wednesday at 5:30.

IX. Adjournment
There being no further business to come before the Commission, the meeting was adjourned at 8:01 p.m.

Submitted by:  Date: 16 JUNE 16

Attest: 
Zac Moody Community Development Director


Chair Heesacker
Vice Chair Hazel

Note: These Minutes and the entire agenda packet, including staff reports, referenced documents, resolutions and ordinances are posted on the City of Talent website (www.cityoftalent.org) in advance of each meeting. The Minutes are not a verbatim record: the narrative has been condensed and paraphrased to reflect the discussions and decisions made.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact TTY phone number 1-800-735-2900 for English and for Spanish please contact TTY phone number 1-800-735-3896.