

DATE: April 4, 2016
TO: Zac Moody
FROM: Beth Goodman
SUBJECT: DRAFT: TALENT COMMUNITY ECONOMIC DEVELOPMENT OBJECTIVES

The City of Talent contracted ECONorthwest to develop an economic opportunities analysis (EOA). The EOA will determine whether the City has enough land to accommodate 20-years of employment growth. The EOA will provide the basis for an update to the City's Comprehensive Plan Economic Element, as well as development of an action plan to implement the Economic policies.

This memorandum presents a draft of Talent's Community Economic Development Objectives. These Objectives are based on the existing policies in the Economic Element of the Comprehensive Plan, updated to address current conditions. When the draft EOA is completed, ECONorthwest will work with the EOA committees to revise these policies and objectives and develop actions to implement these policies and objectives.

POLICY 1: Land Availability: The City will plan for a 20-year supply of suitable commercial and industrial land on sites with a variety of characteristics (e.g., site sizes, locations, visibility, and other characteristics).

Objective 1.1: Provide for an adequate supply of commercial and industrial land to accommodate the types and amount of economic development and growth anticipated in the future. The supply of commercial and industrial land should provide a range of site sizes and locations to accommodate the market needs of a variety of commercial and industrial employment uses.

Objective 1.2: Provide for an adequate short-term supply of suitable commercial and industrial land to respond to economic development opportunities as they arise.

"Short-term supply" means suitable land that is ready for construction usually within one year of an application for a building permit or request for service extension. "

POLICY 2: Infill and Redevelopment: The City will support and encourage infill and redevelopment, especially in in downtown, as a way to use land and existing infrastructure more efficiently.

Objective 2.1: The City will develop policies and programs to encourage commercial and mixed-use development in downtown.

Objective 2.2: The City will develop policies to encourage residential development in downtown, such as policies that allow ground-floor spaces that can be used for residential or commercial uses.

POLICY 3: Infrastructure Support: Provide adequate infrastructure efficiently and fairly to support employment growth.

Objective 3.1: The City will coordinate capital improvement planning to ensure infrastructure availability on employment land and continue to pursue funding for needed infrastructure to support economic development activities. (Specific infrastructure Goals and strategies are included in the Public Facilities and Services and Transportation Elements)

POLICY 4: Business Development: The City will plan for and nurture a favorable environment to attract and maintain new businesses.

Objective 4.1: Incorporate the plan concepts developed during the Downtown Mixed-Use, Transit-Oriented Redevelopment Plan process into implementing ordinances to create an attractive, accessible downtown area.

Objective 4.2: Complete development of the Talent Industrial Park and development plans for areas newly brought into the Talent UGB for employment uses.

Objective 4.3: Promote and support diversification of Talent’s economic base through growth of the types of businesses identified in the economic opportunities analysis.

Objective 4.4: Ensure that the City’s building permitting and land use entitlement processes support business growth.

Objective 4.5: Coordinate economic development efforts with local and regional economic development organizations, including SOREDI, the Talent Chamber of Commerce, and Business Oregon.

POLICY 5: Business Support and Assistance: The City will support, and encourage retention and expansion of existing business.

Objective 5.1: Support existing businesses by sharing technical resources, maintaining open communications with local business people, and providing available staff support for economic development projects initiated by the business community.

POLICY 6: Family Wage Jobs: Promote and support businesses that bring family wage jobs into the community.

A family wage is defined as a wage sufficient to pay for a family’s basic needs without forcing the family to resort to public assistance. A family wage rate is based on the average expenses for families in Jackson County. A benchmark for this rate is set by the Oregon Economic & Community Development Department (OECDD).

Objective 6.1: Increase the number of family wage jobs in the City of Talent.

POLICY 7: Livability: The City recognizes that livability is an important factor in the location choices of some types of businesses, and the policy of maintaining livability for the benefits of City residents is further reinforced by the potential for economic benefits.

Objective 7.1: Create a community where people want to spend time beyond the exigencies of daily life.

Objective 7.2: Support development of urban amenities that contribute to Talent's livability, such as the Parks Master Plan.

Objective 7.3. Support development of pedestrian, bicycle, and transit facilities based on recommendations from the Talent Transportation System Plan.