

- 20 - 28 D. Resolution No. _____, Amending the Central Point Parks Foundation to Allow for Clear Separation between the City and Foundation (Samitore)
- 30 - 35 E. Resolution No. _____, Recommending Adoption of an Intergovernmental Agreement Between the City of Central Point and Jackson County for Municipal Court Services and Appointing the Jackson County Justice of Peace as the City of Central Point Municipal Judge (Clayton)
- 37 - 90 F. First Reading and Public Hearing – An Ordinance Updating and Adopting the Central Point Comprehensive Plan Economic Element (Humphrey)
- 92 - 97 G. Resolution No. _____, A Resolution Setting a Public Hearing and Initiating Proceedings to Vacate a Public Right of Way Cul De Sac Bulb in Favor of a Fire District Approved Hammerhead Located in a PUD Subdivision Known as Gray Court and Adjacent to Tax Lot 1514 on Jackson County Assessor’s Map 372W11A in the City of Central Point (Humphrey)

IX. BUSINESS

- 99 - 101 A. Downtown Beautification Committee Report (Samitore)
- 103 - 112 B. RVSS IGA Amendments and Memorandum of Understanding (Samitore)

X. MAYOR’S REPORT

XI. CITY MANAGER’S REPORT

XII. COUNCIL REPORTS

XIII. DEPARTMENT REPORTS

XIV. EXECUTIVE SESSION

The City Council may adjourn to executive session under the provisions of ORS 192.660. Under the provisions of the Oregon Public Meetings Law, the proceedings of an executive session are not for publication or broadcast.

XV. ADJOURNMENT

Consent Agenda

CITY OF CENTRAL POINT
City Council Meeting Minutes
May 9, 2013

I. REGULAR MEETING CALLED TO ORDER

Mayor Williams called the meeting to order at 7:00 p.m.

II. PLEDGE OF ALLEGIANCE

- III. ROLL CALL:** Mayor: Hank Williams
Council Members: Allen Broderick, Kelly Geiger, Rick Samuelson, and Ellie George were present. Bruce Dingler and David Douglas were excused.

Interim City Manager Chris Clayton; City Attorney Paul Nolte; Police Chief Kris Allison; Community Development Director Tom Humphrey; Finance Director Bev Adams; Parks and Public Works Director Matt Samitore; Public Works Office Assistant Cyndi Weeks; and City Recorder Deanna Casey were also present.

IV. PUBLIC APPEARANCES

Larry Martin, Taylor Road resident.

Mr. Martin wanted to let the Council know that the County Commissioners are considering elimination of the \$204,000 grant they provide to the Jackson Soil & Water Conservation District. The district provides a service to the entire county and will have difficulty staying open if the County does eliminate this grant. Mr. Martin wanted to make the Council aware of the issues with the district because it will affect several local businesses and the residents of Central Point. The County is considering a surcharge to help outlying projects that they can no longer support. If the district goes away it will have a huge impact on the fair activities and cause further hardships for that event and reduce income for the local businesses in Central Point. Mr. Martin asks that Community Development Director Tom Humphrey address this issue with the Agricultural Task Force where they can discuss future funding for the district.

V. SPECIAL PRESENTATION – National Police Week Proclamation

Police Chief Kris Allison presented the National Police Week Proclamation to the Council. The President has designated May 15th as a National Police Officer Day and that this week will also be National Peace Officer Memorial Week.

V. CONSENT AGENDA

- A. Approval of April 25, 2013 City Council Minutes
- B. Proclamation for National Police Week
- C. 3rd Quarter Financial Statement
- D. Cancellation of May 23, 2013 Regular Meeting

Allen Broderick made a motion to approve the Consent Agenda as presented. Kelly Geiger seconded. Roll call: Mayor Williams, yes; Allen Broderick, yes; Kelly Geiger, yes; Ellie George, yes; and Rick Samuelson, yes. Motion approved.

VI. ITEMS REMOVED FROM CONSENT AGENDA - None

VII. PUBLIC HEARINGS, ORDINANCES AND RESOLUTIONS

A. Resolution No. 1360, Amending Resolution No. 1138 Providing for Public Procedures and Guidelines for Naming Public Lands and Facilities

Parks and Public Works Director Matt Samitore explained the changes to the Procedures and Guidelines for Naming Public Lands and Facilities. The main changes to the procedures are in regards to Sponsorships and benefactors in regards to naming park amenities. These new guides will allow us to add a donation plaque on the donated item.

Kelly Geiger made a motion to approve Resolution No. 1360, Amending Resolution No. 1138 Providing for Public Procedures and Guidelines for Naming Public Lands and Facilities. Rick Samuelson seconded. Roll call: Mayor Williams, yes; Allen Broderick, yes; Kelly Geiger, yes; Ellie George, yes; and Rick Samuelson, yes. Motion approved.

B. Resolution No. 1361, Amending the Financial Policy for the City of Central Point

Finance Director Bev Adams explained during the recent budget meeting the subject of proposed carryovers were discussed. Declining funds have made it unreasonable for some funds to meet the carryover standards set forth in the City Financial Policy. In 2009 when the policy was adopted the City had for many years retained strong fund balances and a 20% carry over was nice to have. The years of recession have caused the city to go below the carry over requirement for two years.

Staff is recommending changing the Policy to state that the General Fund will maintain a fund balance carryover of 15 to 25 percent of total revenues; not including grant or loan monies, and that High Tech Crime Task Force Fund will maintain a fund balance carryover of 5 to 10 percent of total annual revenues.

She stated that these are still very conservative numbers but she does not want to have a policy with less than those percentages stated. The city is still in good shape financially and staff is confident that we can meet those requirements.

Ellie George made a motion to approve Resolution No. 1361, Amending the Financial Policy for the City of Central Point. Allen Broderick seconded. Roll call: Mayor Williams, yes; Allen Broderick, yes; Kelly Geiger, yes; Ellie George, yes; and Rick Samuelson, yes. Motion approved.

VIII. BUSINESS

A. Planning Commission Report

Community Development Director Tom Humphrey presented the Planning Commission Report for May 7, 2013:

- Public Hearing on the Comprehensive Plan 2013 Economic Element Update – Upon approval of the Regional Plan and the Inclusion of the Tolo Area as an urban reserve, the Community Development Department was approached by Combined Transport about expanding the Urban Growth Boundary (UGB) to include additional industrial lands for truck-transport operations. A prerequisite to expanding the UGB is demonstrating a need for additional industrial lands. The City's basis for determining industrial land needs is found in the Economic Element, which was originally approved in 1984 and now outdated. The Commission considered both the element and the goals and policies in a public hearing. No one testified either for or against the amendment and the commission recommended approval of some minor revisions.
- Discussion of Central Point/Jackson County Urban Growth Boundary and Policy Agreement – A condition that must be satisfied in order to expand the City's UGB is the inclusion of Forest/Gibbon Acres in an Area of Mutual Planning Concern. The City and Jackson County currently use this terminology in an urban growth management agreement that was created in 1984 and amended in 1998. City staff believes that it is more expedient to amend the existing agreement and add Forest/Gibbon Acres to it. Given the direction that things are going at the EXPO, staff believes that Jackson County properties once considered in the Urban Reserve Area could be added as a third area of Mutual Planning Concern. The Commission agreed and directed staff to collaborate with the County, refine the agreement and exhibits and initiate the Comprehensive Plan Amendment process with DLCD.

There was discussion regarding Forest/Gibbon Acres and the need to add the area to an Area of Mutual Planning Concern Agreement. These agreements must be in place before we can apply to expand the UGB. There was discussion of how to provide city services to the Tolo area once the UGB is expanded. It will be some time before we would have the funds to provide some services that far out of the City core.

B. 332 North Second Street Update

Mr. Samitore explained that the property at 332 North Second Street is scheduled to go before the municipal judge on May 22, 2013. This court date has been set to review the City's request to have the house demolished. The owners have listed the property with Karen Larsen from Windermere Van Vleet.

Mrs. Larsen informed the Council that she has already had several offers on the property and is convinced it will sell quickly. She is under the impression that any buyer would be purchasing the property and would demolish the house to get better use out of the property.

Staff recommends removing the property from the court docket and in order to allow Mrs. Larson time to complete the sale. Council asked that any potential buyer be aware of the state of the house and the concerns the Council has in regards to getting rid of the derelict structure. If the court date is cancelled the Council will expect to see improvement to the property in a short amount of time or they will revisit this issue and continue with the demolition request to the Municipal Judge.

Allen Broderick made a motion to rescind Resolution No. 1350, and removing the property from the court docket for May 22, 2013. Kelly Geiger seconded. Roll call: Mayor Williams, yes; Allen Broderick, yes; Kelly Geiger, yes; Ellie George, yes; and Rick Samuelson, yes. Motion approved.

C. Bamboo Ordinance Discussion

Mr. Samitore explained the request from a citizen to look at regulations in regards to growing of bamboo. He concern is with one specific type of running bamboo. It is hard to control the spread of and is hard to kill once it is established. He presented a draft ordinance that would regulate the planting of running bamboo.

There was discussion that Council doesn't want to start regulating what people can and cannot plant, but there should be regulations that when you plant something on your property it cannot invade surrounding property. This Ordinance could list several types of plants that would be considered invasive to some.

Staff has been working on updating the Tree Guidelines, a document that has recommended trees for the city of Central Point. This document lists trees that are not allowed within the city right of ways. Staff could research and add shrubs that could be invasive rather than creating an ordinance that would limit what people can plant on their private property.

Council agreed to wait on the ordinance and will review the Tree and Shrub Guidelines when complete this summer.

IX. MAYOR'S REPORT

Mayor Williams reported that he:

- attended the retirement lunch on Tuesday
- had lunch with John Anhorn who is on the Fair Board, they discussed possible IGA's between the City and the EXPO.
- Attended the Medford Water Commission Budget meeting and has put in a public records request for their budget document.

X. CITY MANAGER'S REPORT

City Manager Chris Clayton reported that:

- The Request for Proposals for a City Attorney has closed and the received several good proposals. They will be making a recommendation to the Council in June.
- We are sending out an Request for Proposals for Municipal Judge and there will be some changes in the Court set up.
- We received information from the City of Medford regarding the proposed Casino. Evidently their proposal will indirectly affect the City of Central Point.
- There will be a Development Commission meeting on May 20th to review the project list and prioritize projects.
- There are a few derelict structures that staff is working on cleaning up. Council may see resolutions to demolish properties if they are not taken care of in a timely manner.

XI. COUNCIL REPORTS

Council member Ellie George stated that she attended the School District Parents meeting to discuss issues with the hiring of a new principal and school board elections.

XII. DEPARTMENT REPORTS

Parks and Public Works Director Matt Samitore reported that:

- There are still a few issues to clear up for the Reservoir. They had to send the reserve pump back, but the reservoir is up and running.
- Staff is working with MWC to share information of usage. There needs to be coordination when filling reservoirs and the treatment plant.

Police Chief Kris Allison reported that:

- They will be testing for new officers on Saturday. There are approximately 70 applicants. She assumes 40 will pass the written and move on to the next phase.
- They have started labor negotiations for the Police Bargaining Unit.
- She has been asked to give a speech at the officer graduation on May 17th.

Community Development Director Tom Humphrey reported that:

- he has a guest in the audience who has been giving presentations for Rotary Clubs in the area regarding Lottery Dollars that help everyone in the Valley.
- He has met with ODOT regarding a management plan for Pine Street interchange.
- He has met with the Quarter horse association. They like to be in Central Point and thank the city for the monetary support they provide.

XIII. EXECUTIVE SESSION - None

XIV. ADJOURNMENT

Ellie George moved to adjourn, Kelly Geiger seconded, all said “aye” and the Council Meeting was adjourned at 8:30 p.m.

The foregoing minutes of the May 9, 2013, Council meeting were approved by the City Council at its meeting of June 13, 2013.

Dated:

Mayor Hank Williams

ATTEST:

City Recorder



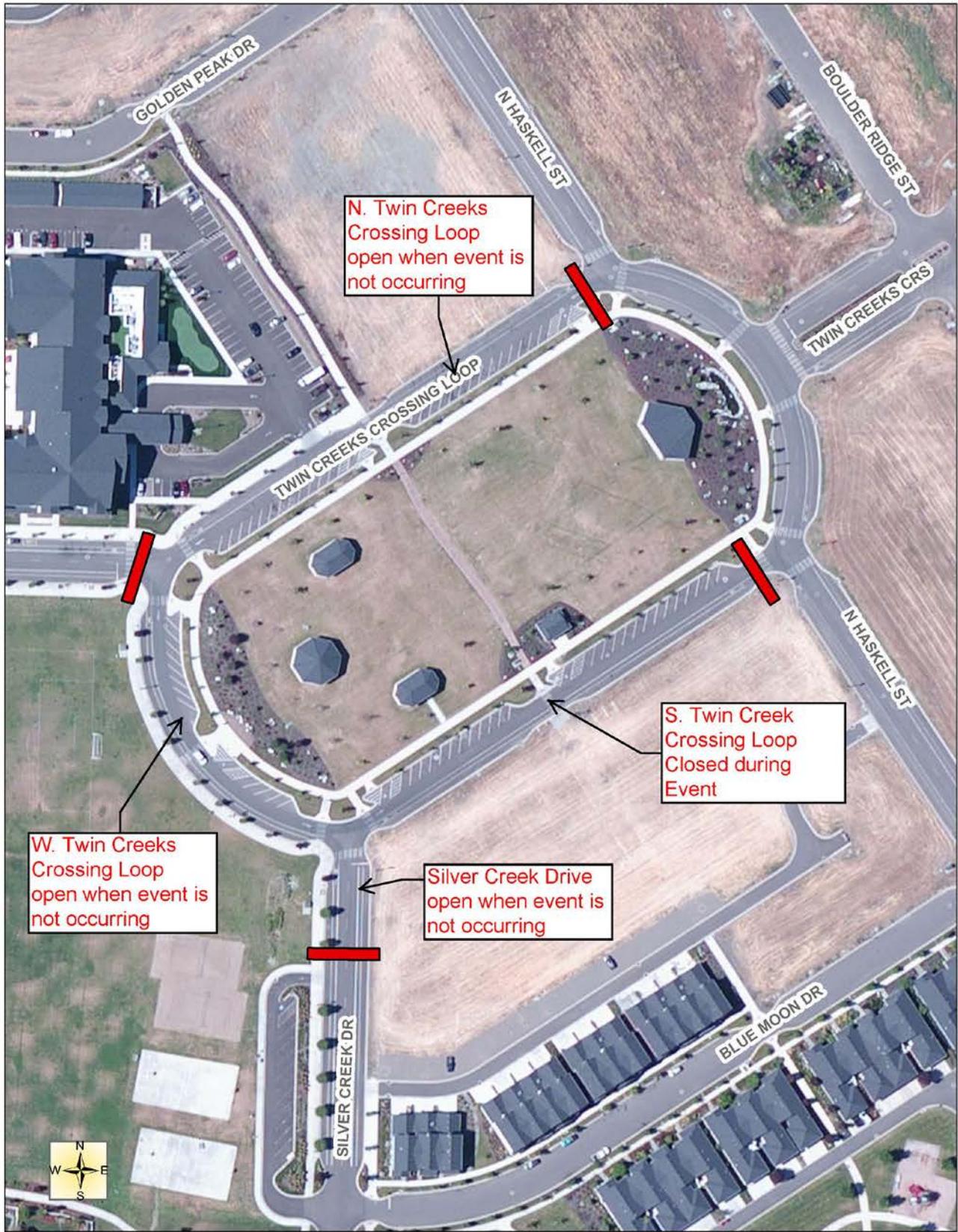
STAFF REPORT

DATE: JUNE 3, 2013
TO: HONORABLE MAYOR AND CITY COUNCIL
FROM: MATT SAMITORE, DIRECTOR

SUBJECT: Temporary Street Closures for Battle of the Bones 2013.

SUMMARY: The 2013 Battle of the Bones event will be held on June 21, 22, and 23 in Twin Creeks Park. General setup will be start on Monday June 17. The Twin Creeks Crossing Loop and a portion of Silver Creek Drive will be shut down throughout the event. The northern and western portion of the loop and Silver Creek Drive will be opened in morning and late night hours from the 21st thru the 23. The southern portion of the loop will be closed the morning of the 21st and will not reopen until after the event is closed on June 23.

RECOMMENDED MOTION: Staff recommends the temporary street closures.



N. Twin Creeks Crossing Loop open when event is not occurring

S. Twin Creek Crossing Loop Closed during Event

W. Twin Creeks Crossing Loop open when event is not occurring

Silver Creek Drive open when event is not occurring



STAFF REPORT

DATE: JUNE 3, 2013
TO: HONORABLE MAYOR AND CITY COUNCIL
FROM: MATT SAMITORE, DIRECTOR

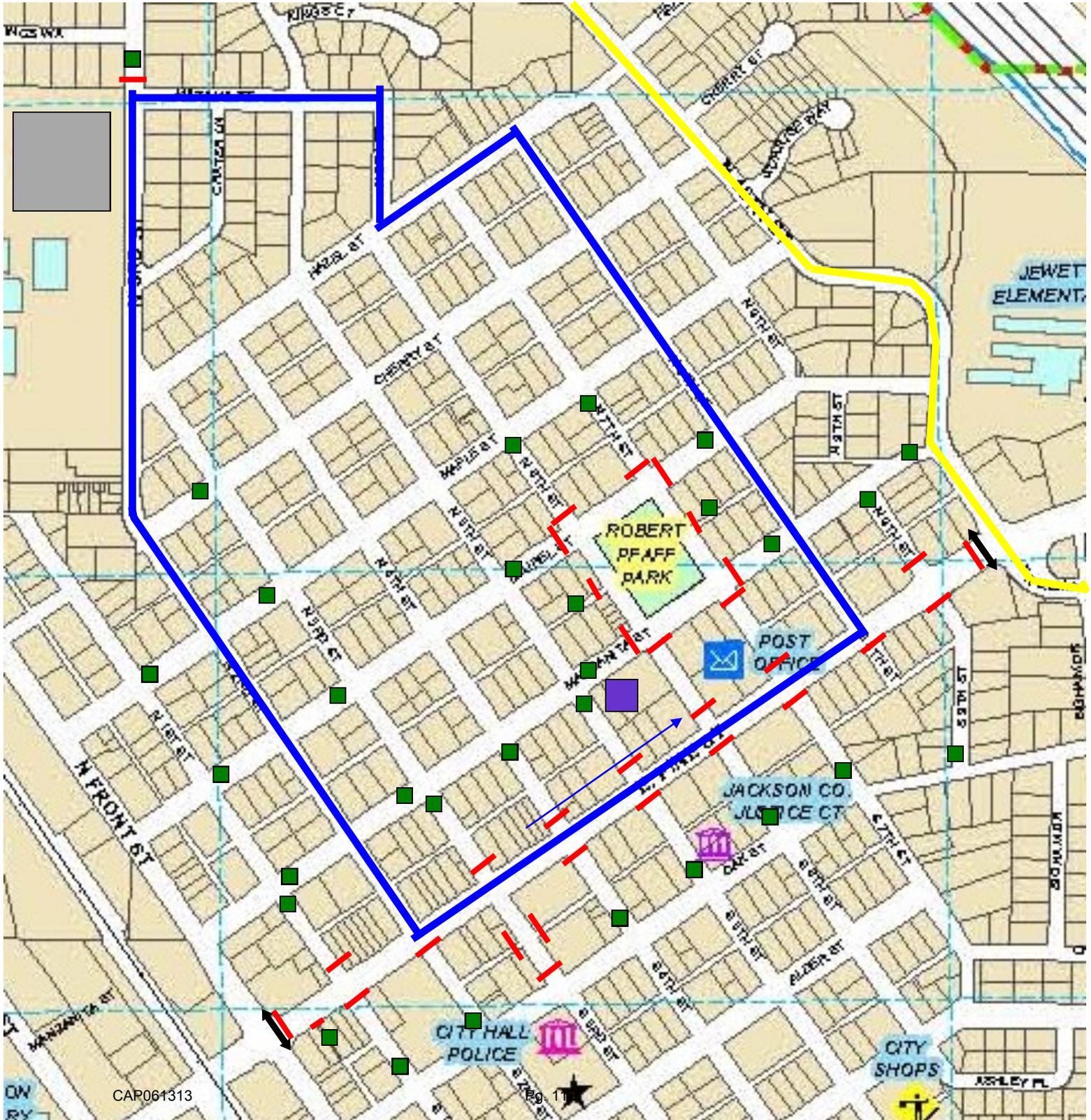
SUBJECT: Temporary Street Closure for Fourth of July Parade/Celebration.

SUMMARY: The City of Central Point in collaboration with the Central Point Chamber of Commerce are holding the annual Fourth of July Parade and Celebration in the park and the second annual fun run. Several downtown streets will be temporarily closed during the event. One northbound lane on Highway 99 shall also be shut down for the adult fun run. An attached map shows the shutdowns and parade route.

RECOMMENDED MOTION: Staff recommends the temporary street closure.

Map Key

- | | |
|--|---|
|  Parade Route |  Street Signs |
|  Detour Route |  Vendor Parking |
|  Barricades for Street Closures |  Parade Staging Area |



Budget Adoption Resolutions

- **Certifying Provisions**
- **Electing to Receive State Revenue**
- **Adopting the Budget**



To: Honorable Mayor and City Council

From: Bev Adams, Finance Director

Meeting Date: June 13, 2013

Subject: Budget resolutions:
A resolution to certify municipal services provided by the City
A resolution electing to receive State Revenue Sharing funds for 2013/14
A resolution to adopt the 2013/14 budget & levy taxes

Summary:

- 1) The first resolution certifies the provision of City services and is required in order to receive state cigarette, liquor, and highway taxes. The City expects to receive \$1.2 million from these resources in fiscal year 2013/14.
- 2) The second resolution requests and qualifies the City to receive state revenue sharing funds. The City expects to receive \$169,000 from this source.
- 3) The final resolution is to adopt the budget, make appropriations, and levy taxes for the 2013/14 fiscal year. The total budget to be appropriated is \$23,444,840. The tax levy is for \$4.47 per thousand of assessed value; with a total of \$4,375,000 current taxes estimated to be collected in the fiscal year.

Following the attached resolutions is a copy of the 2013/14 Approved Budget for your information and review.

Recommended Action:

- Hold a public hearing for citizens to ask questions or comment on the proposed use of State Revenue Sharing funds, and for the purpose of allowing citizens to comment on or ask questions about the approved budget as a whole.
- By motion approve the attached resolutions.

RESOLUTION NO. _____

A RESOLUTION CERTIFYING THE PROVISION OF MUNICIPAL SERVICES BY THE CITY OF CENTRAL POINT, OREGON

Recitals:

ORS 221.760 provides that in order for cities located within counties having population over 100,000 to receive state revenues from cigarette, gas and liquor taxes, the State must be satisfied that the City provides certain municipal services.

The City of Central Point resolves as follows:

The City certifies that it provides the following municipal services.

- Police protection
- Street construction, maintenance and lighting
- Storm sewers
- Planning, zoning and subdivision control
- Water utilities

Passed by the Council and signed by me in authentication of its passage on June 13, 2013.

Mayor Hank Williams

ATTEST:

City Recorder

A RESOLUTION ELECTING TO RECEIVE STATE REVENUE SHARING FUNDS for FISCAL YEAR 2013-14

Recitals:

The State of Oregon sets forth requirements for eligibility by cities for receipt of State Revenue Sharing funds. The City of Central Point is desirous of receiving such funds and qualifies.

The City of Central Point resolves as follows:

Section 1. The City hereby elects to receive distribution under ORS 221.770 of the State Revenue Sharing funds.

Section 2. The City hereby certifies as follows:

- A. The City held a public hearing, after adequate public notice, before the Budget Committee on April 15, 2013 at which time citizens had the opportunity to provide written and oral comment to the City Council on the possible uses of State Revenue Sharing funds.
- B. The City held a second public hearing, after adequate public notice, before the City Council on June 13, 2013, at which time citizens had the opportunity to provide written and oral comment to, and ask questions of the City Council on the proposed use of State Revenue Sharing funds in relation to the entire budget of the City for the fiscal year July 1, 2013 through June 30, 2014.
- C. The City has levied a property tax for the year proceeding the year in which State Revenue Sharing funds are sought hereunder and pursuant to ORS 471.810.

Section 3. A copy of this resolution shall be filed with the executive department of the State of Oregon no later than July 31, 2013.

Passed by the Council and signed by me in authentication of its passage on June 13, 2013.

Mayor Hank Williams

ATTEST:

City Recorder

RESOLUTION NO. _____

**A RESOLUTION TO ADOPT THE BUDGET,
MAKE APPROPRIATIONS AND LEVY TAXES
FOR FISCAL YEAR JULY 1, 2013 TO JUNE 30, 2014**

RECITALS:

- A. Oregon statute (ORS 294.326) requires that a municipality must prepare and adopt a financial plan (budget) containing estimates of revenues and expenditures in compliance with Oregon budget laws prior to making expenditures or tax certification.
- B. No increases were made to the proposed tax levy of the approved budget, nor were any budget estimates increased more than 10% as limited by law.
- C. A public hearing was duly held by the City Council of Central Point, Oregon on June 13, 2013 for the approved budget in the amount of \$23,444,840.

The City of Central Point resolves as follows:

To adopt the budget, make appropriations and levy taxes for fiscal year July 1, 2013 to June 30, 2014 in the following manner.

Section 1. Taxes and other receipts of the City of Central Point are hereby appropriated for the purposes set forth below.

GENERAL FUND

Administration	668,600
City Enhancement	199,000
Technical Services	555,500
Mayor & Council	59,750
Finance	870,900
Parks	785,400
Recreation	495,350
Planning	462,800
Police	4,010,440
Interdepartmental	2,180,700
Total General Fund	10,288,440

HIGH TECH CRIME TASK FORCE FUND

Operations	96,500
Interdepartmental	8,700
Total HTCTF Fund	105,200

STREET FUND

Operations/Capital Projects	2,030,800
SDC Capital Projects	247,700
Interdepartmental	1,642,500
Total Street Fund	3,921,000

HOUSING FUND

Materials & Services	0
Transfers	0
Ending Balance	10,000
Total Housing Fund	10,000

CAPITAL IMPROVEMENT FUND

Parks Capital Projects	37,000
Parks SDC Capital Projects	112,000
Interdepartmental	50,700
Total Capital Improvement Fund	199,700

RESERVE FUND

Capital Projects	0
Ending Balance	571,500
Total Reserve Fund	571,500

DEBT SERVICE FUND

Total Debt Service Fund	1,035,400
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BUILDING FUND

Personnel Services	157,000
Materials & Services	14,100
Contingency	2,500
Ending Balance	103,700
Total Building Fund	277,300

WATER FUND

Operations/Capital Projects	2,657,500
SDC Improvements	5,000
Interdepartmental	1,444,900
Total Water Fund	4,107,400

STORMWATER FUND

Operations/Capital Projects	686,750
Quality	102,000
SDC Improvements	41,500
Interdepartmental	619,050
Total Stormwater Fund	1,449,300

INTERNAL SERVICES FUND

Facilities Maintenance	284,000
Public Works Administration	685,750
Fleet Maintenance	294,800
Interdepartmental	215,050
Total PW Internal Service Fund	1,479,600

Total All Funds	\$23,444,840
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Section 2. As authorized by law and the Charter of the City of Central Point, Oregon, there is hereby levied upon the taxable property of said city as shown on the tax rolls of Jackson County, Oregon, for fiscal year 2013-14, the rate of \$4.47 per \$1,000 of assessed valuation for general government purposes, as follows:

<u>General Fund</u>	<u>Subject to Measure 5 Limits</u>	<u>Not Subject to Measure 5 Limits</u>	<u>Total</u>
Permanent rate limit tax	<u>\$5.8328</u>		<u>\$5.8328</u>
TOTAL LEVY	\$4.47		\$4.47

Section 3. The Finance Director is hereby authorized to enter the appropriation for each organizational unit, program, and division of the budget separately on the proper books and records as prescribed by law; and is further directed to certify to the Assessor of Jackson County, Oregon, the levy of taxes of the City of Central Point, Oregon, and to take all other steps with regard to said budget and levy as required by law.

Passed by the Council and signed by me in authentication of its passage on June 13, 2013.

Mayor Hank Williams

ATTEST:

City Recorder

Resolution

**Amending Central
Point Parks
Foundation Bylaws**



May 24, 2013

TO: Honorable Mayor and City Council
FROM: Matt Samitore, Parks & Public Works Director
SUBJECT: Amendments to the by-laws of the Central Point Parks Foundation

PURPOSE:

The purpose of the resolution is for the Council to review language amending the by-laws for the Central Point Parks Foundation.

SUMMARY:

Staff is asking the Council to approve new bylaws for the Foundation. The new bylaws will help the Foundation stay in compliance with its own rules and help it keep its non-profit status. Currently, anyone looking at the Foundation could easily believe that the Foundation exists only to funnel money for City Projects, as the bylaws require that all decision voted on by the Foundation to then be approved by Council. The Foundation is meant to be its own entity.

Below is an overview of the changes suggested to the bylaws:

- Allow the Foundation's decision to be effective immediately without having to get Council approval. This will allow the Foundation to vote in new members and make decisions that are necessary to allow the Foundation to function.
- As the Foundation bylaws are currently written, the Foundation has been out of compliance with its own rules regarding the number of board members and number of meetings per year. It is suggested to reduce the minimum number of board members to 4 (law requires min. of 3 members) and a minimum number of meetings to 3 per year. Of course the Foundation should strive to exceed these numbers, but meeting them should be the first goal.
- Eliminate the "City-Council Liaison" and instead allow a council person to join the Foundation board as a voting member. As a Liaison, the Council Member can only give input and suggestions, whereas a voting member would be a valuable addition to the Foundation by helping the board meet its quorum and have a voting voice in all decisions for the best interest to the City.

Council may be worried about the Foundation spending money on whatever it chooses, however any money put into the Foundation by the City can be allocated for a specific cause. The purpose of the Foundation will remain to “acquire assets through grants, donations and fund-raising, to be used to improve public parks and for recreational purposes, as well as the general well-being of all citizens, within the City of Central Point.” All capital projects on City Property, or on property that would be donated to the City for maintenance, would still need to be approved by the appropriate Commission and approved by Council.

The City will still donate its staff time to host meetings and guide the Foundation, but the vision should be for the Foundation members to become more active and help the Foundation become successful in improving the City.

RECOMMENDATION:

Approve proposed bylaws for the Foundation.

RESOLUTION NO. _____

A RESOLUTION AMENDING THE CENTRAL POINT PARKS FOUNDATION BYLAWS
TO ALLOW FOR CLEAR SEPERATION BETWEEN CITY AND FOUNDATION.

Recitals:

A. The City of Central Point City Council established the Central Point Parks and Recreation Foundation.

B. Recent clarifications on foundations duties were brought to the City's and Foundations attention to clearly define the separation between the two entities.

C. City Council will still have authority to direct foundation projects and input goals for the foundation.

D. Based upon the above recitals and on information provided to the council regarding the foundation;

The City of Central Point resolves as follows:

Section 1. Amend the Parks Foundation by-laws to be consistent with the current practices and providing clarity between the City and the Foundation.

Section 2. The City of Central Point Parks and Recreation Foundation By-laws are amended as set forth in Exhibit A.

Passed by the Council and signed by me in authentication of its passage this _____, day of _____, 2013.

Mayor Hank Williams

ATTEST:

City Recorder

CENTRAL POINT PARKS & RECREATION FOUNDATION, INC.

BYLAWS

ARTICLE I

Purpose and Members

1. PURPOSE

The purpose of the Central Point Parks & Recreation Foundation, Inc. (hereinafter, "the Foundation") is to acquire assets through grants, donations and fund-raising, to be used ~~by the City of Central Point (hereinafter, "the City") for to improve~~ public parks and ~~for~~ recreation~~al~~ purposes, as well as the general well-being of all citizens, within the City of Central Point ~~(hereinafter, "the City")~~.

2. MEMBERS

The Foundation shall have no member in the legal sense. However, the Foundation may designate participants in the purposes of the Foundation as "members" or by any other title, but ~~said persons they~~ shall not have the status of rights of legal members.

ARTICLE II

Board of Directors

3. AUTHORITY

The Board of Directors shall manage the business and affairs of the Foundation.

4. QUALIFICATIONS

Board members must have demonstrated an interest in parks and recreation and be committed to working in cooperation with representatives of other agencies, as well as the staff, to create a successful foundation. They must have specific experience and/or knowledge to meet a board need (e.g., administration, finance, personnel, program development, evaluation, law, fund-raising, public relations, communications, or community representation.) They must have available time to commit.

5. BOARD MEMBERSHIP

There shall be at least ~~five-four (54)~~ Directors of this Foundation and no more than seven ~~(7)~~, whose positions shall be numbered. No more than ~~three-two (32)~~ members of the Central Point Parks Commission can be concurrent members of both the Foundation and Park Commission Boards. Commission members that are not appointed to the Foundation Board may however participate on ~~non-appointed~~ committees. In addition, the Finance Director or duly appointed Finance staff of the City of Central Point, the Director/ Manager and Recreation Supervisor of the Parks and Recreation Department of Central Point and ~~City Council Liaison~~ shall serve on the Board as ex officio members without the right to vote.

6. ELECTION & TERM OF OFFICE

~~The New Directors shall be voted in by the current board members appointed by Mayor and City Council at the organizational meeting. Park Commission members that may work on the Board serve terms that run concurrent with their appointments as Park Commissioners.—The term of office for the Directors shall be two years. Any vacancy may be filled by City Council appointment.~~

7. BOARD AUTHORITY TO CREATE COMMITTEES

The Board may create standing or ad hoc committees or advisory committees to promote the purposes of the Foundation. Members of these committees need not be members of the Board. Each authorized committee shall include at least one Board member.

8. ~~STANDING COMMITTEES OF THE BOARD~~

The Board shall establish an Executive Committee, comprised of the Officers of the Board. This Executive Committee shall be authorized to make interim decisions required to be made between full Board meetings. Those decisions required to be made by the Executive Committee shall be reviewed at the next scheduled full Board meeting.

The Board shall establish a Finance Committee that will include the City Finance Director, and of which the Treasurer ~~shall be a member.~~ The Finance Committee shall oversee the disbursement of operating funds, compliance with the Foundation's budget, and other ongoing financial concerns of the Foundation. Treasurer shall report at each full Board meeting, ~~and make funding allocations only after a recommendation to Park Commission and approval of the City Council.~~

Standing Committees established by the Board may include the following: a nominating committee, volunteer committee and event committee.

9. REMOVAL

Should a Director demonstrate a cause or conduct inconsistent with the purposes of the Foundation, such cause of conduct shall constitute grounds for a) mediation of the conflict, or b) removal by the Board of Directors.

The appropriate step to be taken shall be decided by the Board of Directors. Mediation shall be taken if a majority of a quorum of the Board so agrees. Removal shall not be decided unless two thirds of the Board members present vote to do so, at a meeting of which notice of both the meeting and the issue of removal have been properly sent out in writing to all Directors 14 days before such a meeting.

10. COMPENSATION

The Directors shall receive no compensation for their services as such. This provision, however, is not intended to prohibit any payment to a Director for expenses directly and reasonably incurred in connection with attendance at meetings or other necessary business of the Foundation.

11. ANNUAL MEETINGS OF DIRECTORS

The Board of Directors shall meet annually for the purpose of organization, appointment of Directors, appointment of Officers, and for the transaction of other business. The annual meeting shall be held, at a time and date to be determined by the Directors at least 30 days prior to the meeting date.

12. REGULAR MEETINGS OF DIRECTORS

The Board of Directors shall meet from time to time as determined by the Board to conduct the business of the Foundation. In no event shall the Board meet less than once every ~~three~~four months.

13. SPECIAL MEETINGS

Special meetings of the Board for any purpose may be called at any time by the Chairman or by any three Directors. As used herein, the term "special meeting" shall include a meeting in which is conducted through the facilities of a telephone conference call where each participant, wherever physically located, is continuously capable of hearing, and being heard by, all others participating in the conference call.

Notice of the time and place and nature of such special meeting shall be communicated to each Director personally, by mail or electronic mail sent at least 3 days prior to any such meeting.

The transactions of any meeting of the Board however called and noticed and whenever paid, shall be as though it were at a meeting duly held after regular call and notice, if a quorum is present or if either before or after the meeting each Director not present signs a written waiver of notice or a consent to hold such meeting or an approval of the minutes thereof. All waivers, consents or approvals shall be filed with the Foundation record and made a part of the minutes of the meeting.

Action of the Board may be taken without a meeting, provided that all of the Directors shall individually or collectively consent in writing to the action. The written consent or consents shall be filed with the minutes of the proceedings of the Board, and the action taken shall have the same force and effect as a unanimous vote of the Directors.

14. QUORUM

The greatest of three or one-half of the current Board members shall constitute a quorum. In the absence of a quorum, the Board shall transact no business except as otherwise provided in these by-laws.

15. DECISION MAKING

All decisions shall be reached first through the means of developing consensus and then through voting. All decisions shall be made ~~by at least~~ a majority vote of those Board members present.

16. LIABILITY

No officer, director, staff member or volunteer participant of the Foundation now or hereafter elected shall be personally liable for any indebtedness, liability or obligation of the Foundation, and any and all creditors shall look only to the assets or security of the Foundation for payment, except as provided in OR 65.367. The liability of Directors and of the Found action is further limited by OR 65.369.

ARTICLE III

Officers

17. APPOINTMENT

The Officers of this Foundation shall be a Chairman, Vice-Chairman, Secretary, Treasurer Executive Officer and Associate Executive Officer. When the duties do not conflict, one person, other than the Chairman, may hold more than one of these offices. The Executive Officer shall be the Director/Manager ~~of the Central Point Parks and Recreation Department~~ and the Associate Executive Officer shall be Supervisor of Parks and Recreation ~~Department unless otherwise directed by the City Council.~~

18. ELECTION

The Board shall elect by majority vote of a quorum, all of the officers of the Foundation from Board membership. Officers shall remain in office one year. Terms are renewable.

19. VACANCIES

A vacancy in any office because of resignation, removal, death, disqualification or otherwise shall be filled by ~~City Council appointment~~ appointment by a majority of the remaining the current Board members with a quorum vote.

20. CHAIRMAN

The Chairman shall facilitate or provide for the facilitation of all Board meetings, work with Parks & Recreation Director/Manager/Supervisor in representing the organization to the community. The Chairman shall submit a written "Chairman's" report to the Board at its annual meeting. The Chairman shall have such other duties as may be prescribed from time to time by the Board.

21. VICE-CHAIRMAN

In the absence or disability of the Chairman, the Vice-Chairman shall perform all the duties of the Chairman, and in so acting shall have all the powers of the Chairman. The Vice-Chairman shall have such other powers and perform such other duties as may be prescribed from time to time by the Board.

22. SECRETARY

The Secretary shall keep a full and complete record of the proceedings of the Board and the meetings of the Officers, shall keep the seal of the Foundation and affix the same to such papers and instruments as may be required in the regular course of business, shall make service of such notices as may be necessary or proper, shall supervise the keeping of the records of the Foundation, and shall discharge such other duties as may be prescribed from time to time by the Board.

23. TREASURER

The City's Finance Director or duly appointed staff member shall have the customary duties and powers as pertain to the office of Treasurer. As such, the Finance Director or duly appointed staff member shall have charge and custody of all funds.

The Finance Director or duly appointed staff member shall submit written reports to the Board at each regular Board meeting which summarizes the financial situation of the Foundation in accord with standard accounting reporting methodology, summarizing those activities and services performed by or for the Foundation.

ARTICLE IV

Amendment and Dissolution

24. AMENDMENT OF BYLAWS

These Bylaws may be amended or repealed or new bylaws adopted by a two-thirds vote of a quorum for amendment or repeal at a meeting of the Board duly called with at least 14 days prior written notice of proposed changes to the Bylaws. ~~For a~~ Amendments to the Articles of Incorporation, may be accomplished in the same manner ~~the same notice shall be given.~~ ~~Changes to Bylaws and Articles of Incorporation shall take effect only upon approval of the changes by the City Council.~~

25. DISSOLUTION

This Foundation may be dissolved by a two-thirds vote of the Board members present for dissolution, at a Board meeting duly called with at least 14 days prior written notice having been sent of both the meeting and the issue of dissolution. Dissolution, if any, shall be conducted in conformance with all provisions of Articles of Incorporation.

26. TYPES OF DISPUTES

The Board shall from time to time decide the type of disputes on which to expend the Foundation's resources, which may or may not be fee generating and which may be either community based or private.

27. SERVICES

The Board may from time to time extend or limit services in accordance with the Foundation's purposes and resources.

28. FISCAL YEAR

The Fiscal year of the Foundation shall end on June 30 of each year.

29. EXECUTION OF CHECKS, ETC.

The Board shall be authorized to make decisions pertaining to the expenditure of Foundation funds.~~No individual on~~Neither the Foundation board, the Board, nor any Committee of the Foundation or Board, shall be authorized to make decisions pertaining to the expenditure of Foundation funds. Expenditures shall be decided with a majority vote of a quorum vote, except that t~~he Executive Officer, Associate Executive Officer and Treasurer shall have the authority to sign checks and make financial decisions pursuant to an operating budget approved by the Board of Directors. All decisions concerning the making of grants will be made by the Central Point City Council after consideration of recommendations made to the City Council by the Board. The Foundation is a conduit for funds to be obtained for the benefit of the Citizens of the City of Central Point. The Foundation will receive funds, but the City Council will decide how to spend the funds.~~

Chairman

Vice-Chairman

Secretary

City ~~Administrator~~Manager

Executive Director

Resolutions

- **Adoption of an IGA with Jackson County for Municipal Court Services**



ADMINISTRATION DEPARTMENT

140 South 3rd Street · Central Point, OR 97502 · (541) 664-7602 · www.centralpointoregon.gov

STAFF REPORT

June 13th, 2013

AGENDA ITEM: Municipal Court Consolidation – Intergovernmental Agreement with Jackson County

Consideration of Resolution No. _____ Recommending: (1) adoption of an Intergovernmental agreement between the City of Central Point and Jackson County. (2) Appointment of Jackson County Justice of the Peace, Joe Charter, as the City of Central Point Municipal Judge. The Agreement is on file with the City Recorder and has been reviewed by both City and County legal counsel. Prior to City Council approval, the Jackson County Board of Commissioners will consider final approval of the intergovernmental agreement.

STAFF SOURCE:

Chris Clayton, City Manager

BACKGROUND/SYNOPSIS:

The recent request for proposals (RFP) for a new Municipal Court Judge has resulted in an opportunity for the City to enter into an Intergovernmental Agreement with Jackson County to provide court services to the City at a substantial cost savings.

The City’s Municipal Court handles traffic citations, code violations, etc. Citations involving Minors in Possession of Alcohol, Possession of Less than an Ounce of Marijuana, traffic citations issued outside the City limits and, in the past, Minors in Possession of Tobacco, have been processed through the Jackson County Justice Court, which is located just two blocks to the East of City Hall in Central Point. The close proximity of the Justice Court, the existing judicial relationship between the two entities, and the pending retirement of the City’s Municipal Court Clerk combine to provide this timely and positive opportunity for the City.

If the City enters into an agreement with the County to provide Municipal Court services, the Municipal Court Clerk position can be left unfilled when the clerk retires at the end of 2013, resulting in considerable cost savings. Other cost savings, including reduced police overtime costs, are projected due to the Justice Court’s schedule.

The cost benefits alone make this arrangement very compelling, however, the arrangement maintains convenient court services for our citizens and also fulfills the City’s Charter mandate to provide for court services, provided the Council appoints Jackson County Justice of the Peace Joe Charter to serve as the City’s Municipal Court Judge.

FISCAL IMPACT:

The proposed IGA obligates Jackson County Justice Court to provide all necessary judicial services on behalf of the City of Central Point. The agreement compensates Jackson County at a rate of 50% of all collected fines and forfeited bail funds. Because the City will no longer have the personnel costs associated with a full time Municipal Court Clerk or Municipal Judge, this arrangement will result in substantial savings to the City of Central Point.

ATTACHMENTS:

1. Resolution adopting an inter-governmental agreement regarding the consolidation of Jackson County Justice Court and Central Point Municipal Court.
2. Inter-governmental agreement between the City of Central Point and Jackson County.

RECOMMENDATION:

Approve Resolution No. _____ (1) Adopting an inter-governmental agreement between the City of Central Point and Jackson County. (2) Appointing Jackson County Justice of the Peace, Joe Charter, as the City of Central Point Municipal Judge.

RESOLUTION NO. _____

A RESOLUTION RECOMMENDING ADOPTION OF AN INTERGOVERNMENTAL AGREEMENT BETWEEN THE CITY OF CENTRAL POINT AND JACKSON COUNTY FOR MUNICIPAL COURT SERVICES AND APPOINTING THE JACKSON COUNTY JUSTICE OF THE PEACE AS THE CITY OF CENTRAL POINT MUNICIPAL JUDGE.

RECITALS:

A. The City of Central Point may enter into an agreement pursuant to ORS 51.035, 51.037 and 190.010 with the Jackson County Justice of the Peace for the provision of judicial services. Such an agreement delegates all judicial jurisdiction, authority, powers, functions, and duties of the City of Central Point Municipal Court and Municipal Judge with respect to all or any violations of the city charter and ordinances.

B. The City and County deem it to be to their mutual advantage and to be in the best interest of their respective constituencies to enter into this Intergovernmental Agreement for the purpose of allowing the Justice of the Peace of the Jackson County Justice of the Peace District to provide judicial services to the City.

The City of Central Point resolves:

Section 1. The attached intergovernmental agreement between Jackson County and the City of Central Point for the provision of judicial services by the Jackson County Justice Court and the Justice of the Peace to the City is approved.

Section 2. Upon approval of this agreement by Jackson County, the Justice of the Peace of the Jackson County Justice of the Peace District is appointed as the Municipal Judge of the City of Central Point, effective July 1, 2013. The municipal judge as of the date of this resolution is removed as municipal judge effective June 30, 2013.

The Mayor and City Manager of Central Point are authorized to sign the attached agreement on behalf of the City of Central Point.

Passed by the Council and signed by me in authentication of its passage this _____ day of _____, 2013.

Mayor Hank Williams

ATTEST:

City Recorder

INTERGOVERNMENTAL AGREEMENT

Order No. _____

This Intergovernmental Agreement made and entered into in duplicate original as of the later of the dates entered below, by and between the CITY OF CENTRAL POINT, a Municipal corporation, organized and existing under the laws of the State of Oregon, hereinafter called "City" and JACKSON COUNTY, a political subdivision of the State of Oregon, hereinafter called "County" regarding the JUSTICE OF THE PEACE DISTRICT FOR JACKSON COUNTY, hereinafter called "Justice Court."

RECITALS

Whereas, The State of Oregon has declared it to be a matter of statewide concern to promote intergovernmental cooperation for the purposes of furthering economy and efficiency in local government, and

Oregon Statutes grant general authority for intergovernmental agreements by units of local government pursuant to the provisions of ORS 190.010 et seq, and

Any city may enter into an agreement pursuant to ORS 51.035, 51.037 and 190.010 with a county in which a justice of the peace district is located for the provisions of judicial services. A justice of the peace providing services to a city pursuant to such an agreement shall have all judicial jurisdiction, authority, powers, functions, and duties of the municipal court of the city, and the judges thereof, with respect to all or any violations of the charter or ordinance of the city, and

The City of Central Point is wholly within the boundaries of Jackson County and wholly within the boundaries of the Jackson County Justice of the Peace District, and

City and County have deemed it to be to their mutual advantage and to be in the best interest of their respective constituencies to enter into this Intergovernmental Agreement for the purpose of allowing the Justice of the Peace of the Jackson County Justice of the Peace District, hereinafter called "Justice of the Peace," to provide judicial services to the City.

NOW, THEREFORE, in consideration of the recitals above and the mutual covenants, terms and provisions set forth below, the parties agree as follows:

- 1.0 The Jackson County Justice Court and the Justice of the Peace thereof shall provide judicial services to City, and shall exercise all judicial jurisdiction, authority, powers, functions, and duties of the Municipal Court of the City and the Judges thereof with respect to all or any noncriminal -violations of the charter or ordinances of the City, and violation offenses as defined by ORS 153.008 arising under the Oregon Vehicle Code (Oregon Revised Statutes Title 59) and the laws of the State of Oregon.
- 2.0 Except as otherwise provided in this Agreement, the County shall provide all necessary court personnel, equipment and supplies and pay all expenses incurred in connection with Justice Court and Municipal Court operations.

- 3.0 The City shall receive one half (1/2) of all fines and forfeited bail collected, after assessments, on convictions and judgments entered in the Justice Court arising from a City Charter or Ordinance violation or any violation offense cited into the Justice Court by a City officer for an act committed within the City of Central Point city limits; the County shall receive the other one half (1/2) of all fines and forfeited bail collected, after assessments, on such convictions and judgments. The Justice Court shall retain any collected court imposed costs or fees on all such judgments. The Justice Court shall provide a monthly accounting to the City for all sums collected on judgments for offenses cited by City Officers.
- 4.0 Both parties to this Agreement understand that responsibility for prosecuting all City Charter and Ordinance violations shall be with the City of Central Point. All violation offenses cited by City Officers shall be cited into the Jackson County Justice Court, who shall be responsible to appear in the Justice Court for any trials of such matters as scheduled by the Justice Court. Trials shall take place at the Jackson County Justice Court or other location specified by the Justice Court. No prosecutions for crimes as defined in ORS 161.515 or an offense arising from the Charter or ordinance of the City that is punishable by a term of incarceration shall be initiated in the Justice Court.
- 5.0 This Agreement shall continue in effect during the term of office of the Justice of the Peace holding office on the effective date hereof, and any successive term of said Justice of the Peace, or until terminated by either party as provided in paragraph six.
- 6.0 County may terminate this Agreement, effective upon delivery of written 60 days' notice to City: 1) if funding from operations, state legislative changes, or other sources is not continued at levels sufficient to allow for the performance of the Agreement or 2) if state law, regulations or guidelines are modified, changed, or interpreted such that performance by the County is longer practicable or appropriate. Each party to this Agreement reserves the right to terminate this Agreement at the end of any fiscal year by giving the other party written notice by April 1st of the year in which the Agreement is to terminate. Each party covenants to exercise this right only upon good and substantial cause, and to confer with the other party before exercise of this right. The reason for this covenant is that the City and County, respectively, are local governmental units bound by local budget laws; each is required, at a minimum, to plan service in advance on a fiscal year basis. This Agreement is subject to the requirements of Article XI, Section 10 of the Oregon Constitution.
- 7.0 Each party agrees to indemnify and hold harmless the other from liability arising from the acts or omissions of the elected officials, officers, employees or agents of the party.
- 8.0 This Agreement shall be liberally construed to affect the purposes expressed herein.

9.0 This Agreement is effective when is has been executed by both parties.

IN WITNESS WHEREOF, the parties have executed this Agreement in triplicate on the dates set forth below.

**CITY OF CENTRAL POINT,
A Municipal Corporation (CITY)**

JACKSON COUNTY (COUNTY)

Hank Williams, Mayor (date)

**Danny Jordan, County Administrator
(date)**

APPROVED AS TO LEGAL SUFFICIENCY:

Chris Clayton, City Manager (date)

**Rick Whitlock (date)
Jackson County Legal Counsel**

Ordinance

First Reading/ Public Hearing

Amending Comp Plan Economic Element



STAFF REPORT
June 13, 2013

ITEM:

Public hearing on the Comprehensive Plan 2013 Economic Element Update, **Applicant: City of Central Point**

STAFF SOURCE:

Tom Humphrey, AICP, Community Development Director

BACKGROUND:

Following the approval of the Regional Plan and the inclusion of the Tolo Area as an urban reserve there is interest in expanding the UGB to include additional industrial lands. A pre-requisite to expanding the UGB is showing a demonstrated need for additional industrial lands. The City’s basis for determining industrial land use needs is found in the Economic Element, which; being approved in 1984, is now out dated. Consequently, it is necessary to update the Economic Element prior to any formal consideration of expanding the UGB. Based on the updated Economic Element the City has a need over the 20-year planning period for an additional 51.5 acres to be added to the Urban Growth Boundary.

The Planning Commission met on May 5, 2013 to discuss a draft of the Economic Element, and on May 7, 2013 held a public hearing to gather public input on the Economic Element. After the public hearing the Planning Commission approved Resolution No.791 forwarding a favorable recommendation to the City Council in support of adoption of the Economic Element.

On April 9, 2013 the Citizens Advisory Committee (CAC) met to discuss the Economic Element and forward a favorable recommendation.

A final draft of the Economic Element incorporating comments from both the Planning Commission and the Citizens Advisory Committee is attached for your review and consideration at a June 13th City Council meeting.

ISSUES:

None

ATTACHMENTS:

- Attachment “A” Economic Element (findings available on request)
- Attachment “B” Planning Commission Resolution No. 791
- Attachment “C” Economic Element Ordinance No. _____

ACTION:

Open the public hearing, take testimony, close public hearing, discuss, and schedule June 27, 2013 for a second reading .

RECOMMENDATION:

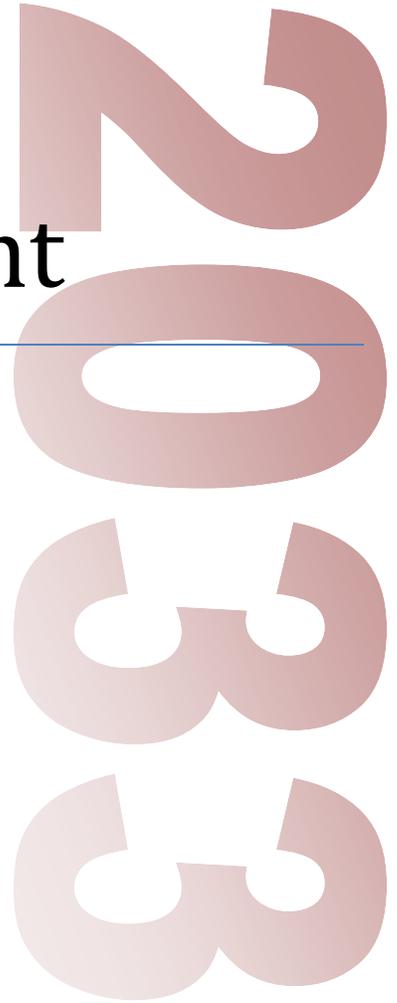
Set June 23, 2013 for a second reading of ordinance No.

City of Central Point

Economic Element

Prepared by: CSA Associates

6/13/2013



Approved by the Central Point City Council on June 27, 2013

Implemented by Ordinance No.

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1 INTRODUCTION

The Comprehensive Plan Economic Element establishes the City of Central Point's land use policies for economic development and contains both quantitative and qualitative analysis that can inform and benefit other aspects of the City's economic development strategy and programming. As a land use planning document, the Economic Element is constructed to comply with Statewide Planning Goal 9 and its implementing administrative rule at OAR 660 Division 009¹. The purpose of Goal 9 and its implementing rule is to assure that cities will have adequate supplies of land for economic development that support identified employment opportunities within the City.

The Economic Element includes both qualitative and quantitative components. The quantitative analysis in the Economic Element serves several functions:

- Characterizes trends
- Describes economics relationships
- Illuminates areas of existing economic strengths
- Forecasts future economic conditions
- Estimates future employment land demand and site needs
- Estimates existing land supply and available sites within the Urban Growth Boundary (UGB)
- Reconciles land demand with existing land supplies and identifies the need for sites in relation to the supply of available sites within the Urban Growth Boundary (UGB)

The qualitative components of the Economic Element describe the City's economy in a more intuitive and anecdotal manner. The qualitative aspects of the Economic Element represent opportunities for the City's land use planning to reflect and implement strategic and policy objectives for economic development that are desired by the City of Central Point. The qualitative component is also important for compliance with Goal 9's implementing rule because it requires an identification of comparative advantages and requires an analysis of site requirements. Comparative advantages are opportunities for the City of Central Point to outperform overall regional and national economic trends due to unique and special qualities that differentiate and distinguish the City of Central Point. The site requirements analysis describes qualitative attributes (such as visibility or access) that firms demand when selecting sites for new economic enterprises.

Ultimately, future economic conditions are not entirely predictable. However, strategically planning the City's land base to accommodate expected future needs and integrating the City's land use planning efforts with broader economic development strategy and programming, has the potential to benefit economic development conditions within the City.

2 CENTRAL POINT ECONOMIC HISTORY

The more detailed qualitative analysis is presented in subsequent sections of the Economic Element and is appropriately informed by a brief qualitative survey the City's Economic History. Central Point began its economic life as a small community that served the surrounding farm industry. Central Point is

¹ Central Point considers the first four sections of the Economic Element to functions as the Economic Opportunities Analysis for the City of Central Point and these sections include all required components and comply in all ways with the requirements for an Economic Opportunities Analysis laid forth in OAR 660 Division 009.

located upon and near some of Jackson County's best agricultural soils and was well located to serve the needs of surrounding farming operations and this was the City's primary economic position before the mid-1960's. The City of Central Point was well situated to provide a range of economic interaction with the nearby farm community during this period. The City provided a location for schools for children, shops that supplied basic goods and services such as groceries and restaurants. The City was home to the Grange Co-op where the grain elevator was and still is located and provided farmers with needed agricultural supplies. The City was home to farm equipment sales and repair shops and similar retail farm services.

Starting in the 1960's and strengthening in the 1970's, the City of Central Point grew into a bedroom community as a result of rapid residential development and a deficiency of commercial and industrial development that might have provided more jobs for the residents. The forest products industry in the region continued to grow during the period and residents of Central Point were well located for employment in the timber industry, being near to mills located in nearby north Medford and in White City. This condition created a relative imbalance with Central Point supplying a greater proportion of housing in relation to employment within the valley.

In 1980, the City of Central Point adopted its first Economic Element that has herewith been replaced by this Economic Element. The U.S. economy has undergone four full economic cycles since the City of Central Point's last economic element over thirty years ago. The 1980 Economic Element sought to diversify the City's economy and reduce the degree of imbalance between employment and housing within the City. Central Point has been successful to some extent over the last thirty years in its efforts to diversify its economy. The City has experienced retail and industrial growth in and around Exit 33 on Interstate 5. Providence Hospital recently added a medical facility on Highway 99 south of Pine Street. A small specialty foods cluster has developed along Highway 99 north of Pine Street that includes Rogue Creamery, Lillie Belle Farms chocolates and a wine tasting room. The Rogue Valley Council of Governments has its main office building near downtown Central Point. Additional retail has been added near freeway interchanges and along Pine Street and Highway 99. These employers and others have served (and an overarching objective of this Economic Element is) to continue to add more balance and diversity to the City's employment base.

3 NATIONAL, STATE AND REGIONAL ECONOMIC TRENDS

To provide the necessary context for the adoption of updated economic development policies and strategies in the City's Comprehensive Plan, a review of national, state and regional trends is appropriate. This review informs the qualitative aspects of the Economic Element by providing a foundation to describe the City's comparative advantages. Also, the State of Oregon provides a ten-year regional employment forecast which provides a sound and generally accepted reference forecast from which to project localized economic growth for the City of Central Point.

3.1 National Trends

The national economy over the last five years has undergone the worst period since World War II from a GDP perspective. This period was preceded by an economic expansion in the early 1990's, and with the exception of a modest downturn in 2000 to 2001, continued through 2006. Figure 3.1-1 depicts the percent changed in GDP quarter over quarter from fourth quarter 2000 through third quarter 2012. Five

out of six quarters from fourth quarter 2007 to first quarter 2009 experienced negative GDP and during second quarter 2008 through fourth quarter 2008 the contraction averaged around 1.5% per quarter during the period.

Figure 3.1-1

GDP Change

(Source: U.S. Bureau of Economic Analysis)



What is remarkable is that, even after such a prolonged and deep GDP contraction, growth has remained relatively modest. No quarter has exceeded a one percent growth rate since the recovery began in second quarter 2009. This is true despite the most accommodative monetary policy in the history of the Federal Reserve supporting record low interest rates. In the post WWII era, most recoveries have been driven by strengthening residential real estate and labor markets. While the real estate market is beginning to stabilize, robust growth across the economy and on a national scale is still constrained by unemployment.

Figure 3.1-2
 Time Series Unemployment
 (source: U.S. Bureau of Labor Statistics)

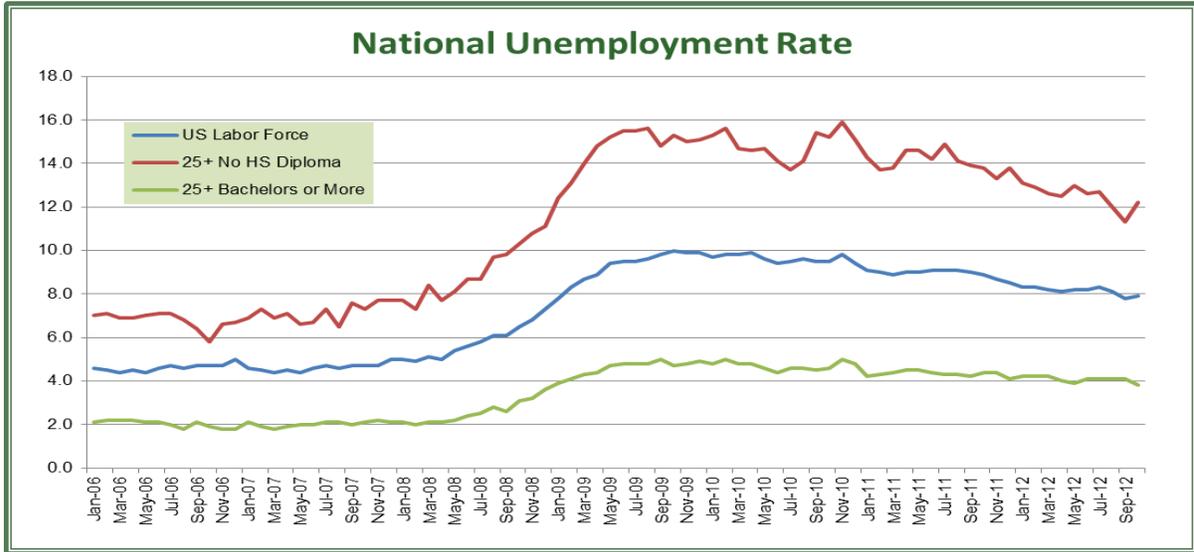


Figure 3.1-2 depicts the rapid increase in unemployment as a part of the recession. Unemployment levels have peaked and are beginning to decline. Some of the decline is due to decreased participation in the labor force by the long-term unemployed. Figure 3.1-2 depicts the strong relationship between unemployment and educational attainment. Those without a high school diploma have experienced unemployment rates that are nearly twice the national average and nearly four times that of individuals with a college education. However, the rate of unemployment has been declining at a faster pace over the last two years for those without a high school diploma than for those with a college education. Overall, unemployment rates remain at nearly twice the pre-recession levels.

The Federal Reserve’s two main objectives are to have healthy labor market and stable prices. In an effort to address unemployment levels, the Federal Reserve has been aggressive in its monetary policy. This aggressive monetary policy has the potential to expand the economy and reduce unemployment but necessarily induces inflation risk. These monetary measures are depicted below in Figure 3.1-3.

Figure 3.1-3
 Money Supply and Inflation (percent changes year over year)
 (Source: U.S. Bureau of Labor Statistics; U.S. Federal Reserve Board)

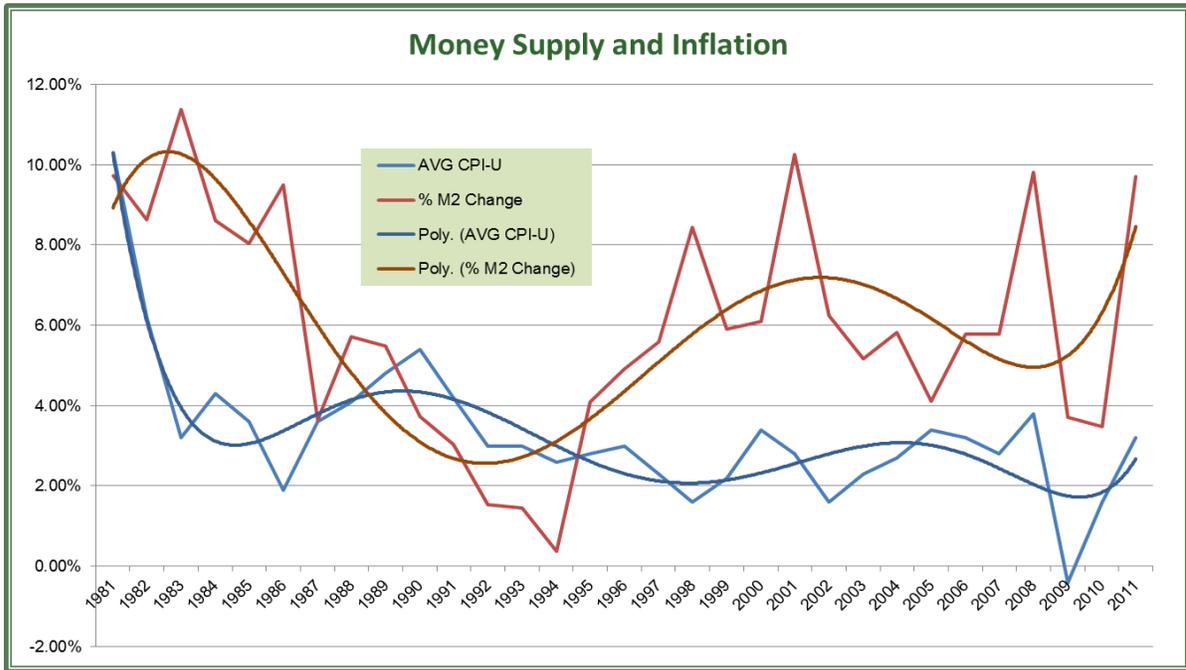
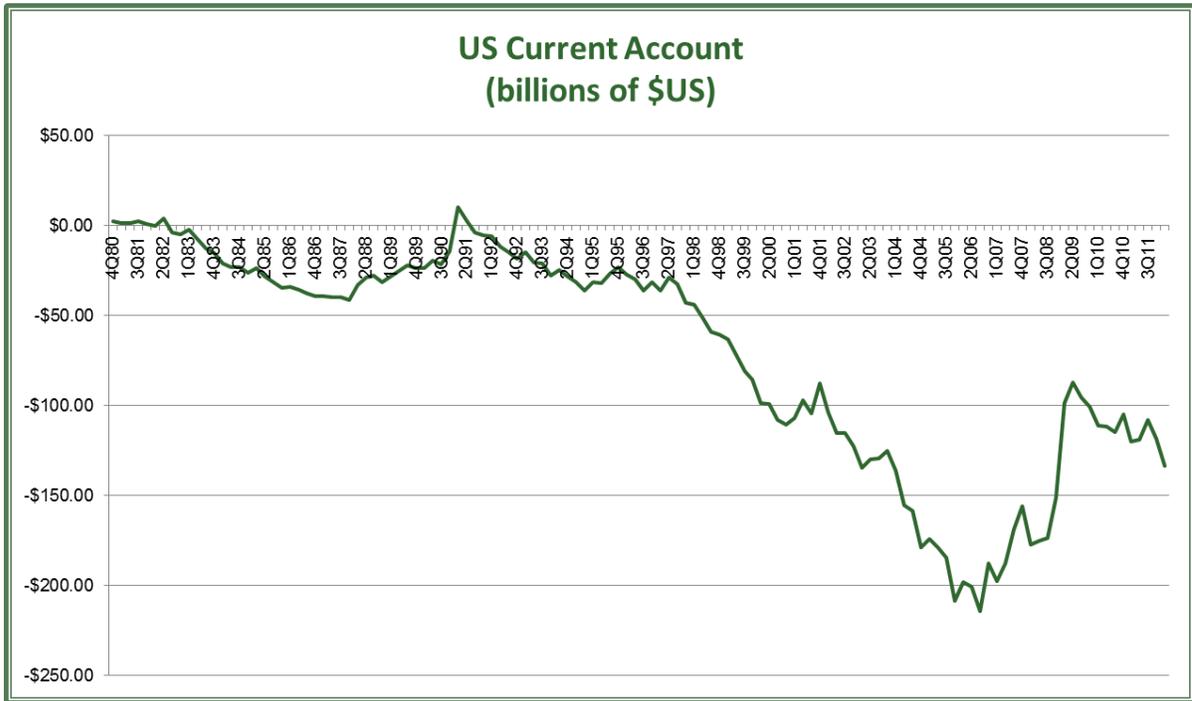


Figure 3.1-3 depicts the consumer price index – urban (CPI-U) and uses money supply (M2 – the most commonly used measure of money supply) and the graph shows how these measures have varied over time. The two measures depict an inverse relationship up until the early 2000’s. Since that time, the two measures have varied directly. Overall, it is somewhat remarkable that inflation over the last several years has not been higher given the dramatic expansion of the money supply. In December 2012 the Federal Reserve announced its intention to buy an additional \$45 billion per month in treasuries for an extended period while simultaneously purchasing \$40 billion per month in mortgage backed securities. Both of these measures will expand the Federal Reserve’s balance sheet and expand the money supply. Continued economic weakness and energy prices that have declined recently have kept inflation relatively stable.

This raises the question: Where is all the money going and why is an expanded money supply not causing inflation? Macro economies are necessarily demand driven. Thus in simple economic terms, expanded money supply may increase demand marginally but is not likely to do so in proportion to the amount of money supply expansion that has occurred on a national scale. So, the monetary policy should be causing a price adjustment also known as inflation. However, it is not. Figure 3.1-4 depicts the current account for the United States since the fourth quarter of 1980 and explains in no small part the answer to this phenomenon.

Figure 3.1-4
 Current Account Time Series (inflation adjusted)
 (Source: U.S. Bureau of Economic Analysis)



The current account is primarily exports minus imports during the period reported.² Up until 1998, the US generally ran relatively small current account deficits and had the occasional surplus. Since 1998, the current account deficits have become much larger. This trend is caused by large-scale trade imbalances that have structurally impaired the U.S. economy. The recession actually had a positive effect on current account balance trends for a brief period, but the trend has again reversed over the last several years.

Recently the U.S. has experienced expanded domestic energy production and this increase in supply has resulted in decreasing energy costs. The expanded energy supply has primarily resulted from advanced modern natural gas drilling techniques and medium term projections indicate this trend is likely to continue. Reduced energy costs from expanded domestic energy production have the potential of direct and indirect impacts on the current account. More domestic energy production will reduce demand for foreign energy (such as oil from the Middle East) and this will have a direct positive impact on the current account. Reduced energy prices reduce the cost of production resulting in lowered delivered prices and the potential to expand U.S. exports. Ultimately, at the local level, there is not much that can be done about U.S. trade imbalances and the current account but local economies certainly can and do experience the repercussions of these national conditions.

In addition to considering the above national economic measures, it's useful to consider the financial position of U.S. households when discussing trends. Most economic growth results from some combination of household spending and business investment. Business investments are ultimately made

² The Current Account calculated as $CA=(X-M) + NY + NCT$. NY is net income from abroad and NCT is net current transfers. For the United States NY and NCT is a very small percentage of the current account.

by the people who own the businesses and those are also households. The financial position of U.S. households is captured every three years by the Federal Reserve Board’s survey of consumer finances. Figure 3.1-4 depicts data from the most recent survey in 2010 and shows household wealth over time by age group.

Figure 3.1-4
Household Wealth
(Source: U.S. Federal Reserve Board- Survey of Consumer Finances)

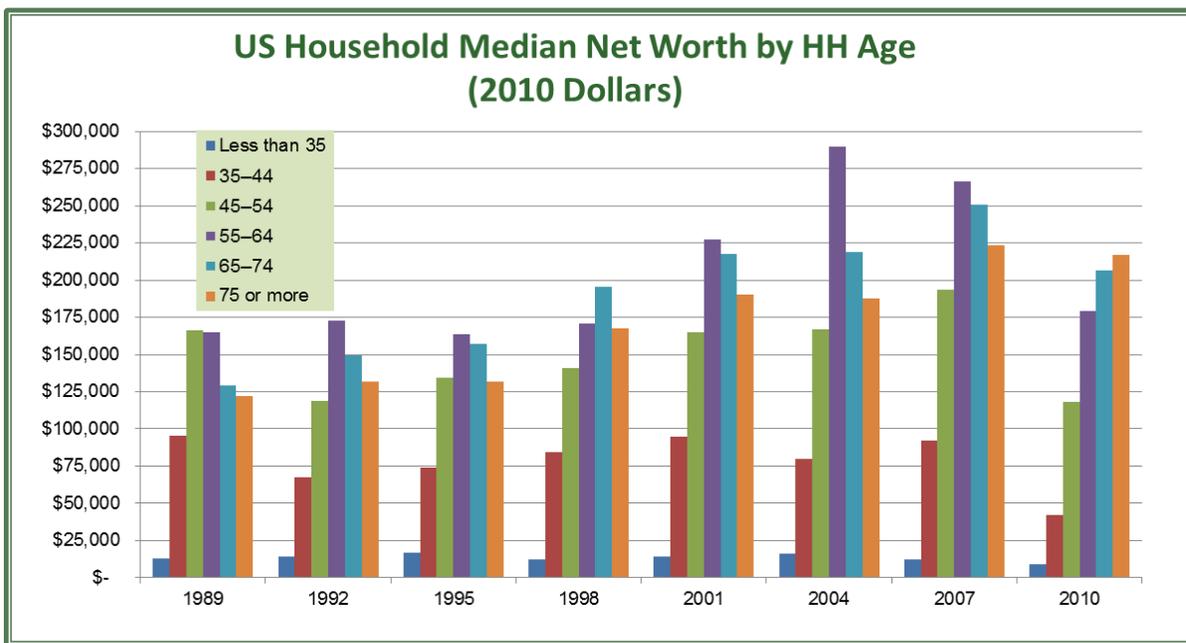


Figure 3.1-4 shows a bleak picture for U.S. Household wealth for younger American households. Net-worth for households aged 35-44 was 38% less in 2010 than the previous low-water mark in 1992. Meanwhile, the graph shows that wealth for those 65 and over remains near historic levels.

3.2 State Trends

The State trends section examines technical and policy level dimensions of Oregon’s economic trends.

3.2.1 Technical Review of Oregon Trends

A quantitative way to examine state trends is to use a location quotient (LQ). The LQ compares the relative strength of industries for a geographic region in relation to the nation as a whole. The LQ can be conceptualized as a multiple for that industry. For example, if an industry sector in the State of Oregon has an LQ of 2 then the concentration of that industry in Oregon would exhibit twice the concentration of that industry in the national economy as a whole and conversely if the LQ is 0.5 then the concentration of that industry would be half the concentration in the national economy. If an LQ is greater than one it indicates that the concentration is greater than the national average and if it is less than one then the concentration is less than the national average. Table 3.2-1 depicts those industries in Oregon with at least 1,000 employees that exhibit an LQ greater than 1.2 while Table 3.2-2 depicts those industries in Oregon with an LQ less than 0.80 with at least 1,000 employees. Those industries that are

not depicted in either table are the vast majority of 3-digit NAICS³ industries that are between 1.2 and 0.80 for which State concentrations are essentially the same as those found in the national economy as a whole.

Table 3.2-1
 Oregon Industries with LQ > 1.20 and Employment >1,000
 (Source: Bureau of Labor Statistics)

Industry	Oregon LQ	Statewide-- Employment
NAICS 113 Forestry and logging	8.33	5,751
NAICS 321 Wood product manufacturing	4.62	19,285
NAICS 111 Crop production	3.86	25,420
NAICS 334 Computer and electronic product manufacturing	2.65	36,324
NAICS 115 Agriculture and forestry support activities	2.37	9,828
NAICS 813 Membership associations and organizations	1.73	28,321
NAICS 331 Primary metal manufacturing	1.64	7,906
NAICS 312 Beverage and tobacco product manufacturing	1.52	3,482
NAICS 511 Publishing industries, except Internet	1.51	13,969
NAICS 451 Sports, hobby, music instrument, book stores	1.37	9,884
NAICS 311 Food manufacturing	1.34	24,173
NAICS 551 Management of companies and enterprises	1.28	30,404
NAICS 425 Electronic markets and agents and brokers	1.26	13,198
NAICS 424 Merchant wholesalers, nondurable goods	1.25	30,204
NAICS 112 Animal production and aquaculture	1.22	3,482
NAICS 454 Non-store retailers	1.22	6,476
NAICS 518 Data processing, hosting and related services	1.22	3,726

Oregon continues to be a leader in forestry and agriculture. While the Oregon economy is much more diverse than it was thirty years ago, forestry and agriculture still exhibit employment that is concentrated at many times the national average.

In addition to forestry and agriculture (and related industries) the source industry strengths in Oregon can be explained for many of the 3-digit NAICS classifications. Computer and electronic product manufacturing is certainly due in no small part to the presence of Intel and Tektronix in the Portland area. Primary metal manufacturing is concentrated as a result of the continued operation of Oregon’s aluminum industry. Non-store retailers such as Harry and David contribute to the strength in that industry sector. Beverage manufacturing is likely explained from the strong and growing wine and craft beer industries in Oregon.

Other sectors are more difficult to explain. For example, the strength in membership organizations and associations is not explained by any reason intrinsic to geographic region as to why this industry sector

³ NAICS = North American Industrial Classification System

would benefit from being located in Oregon. It is also not explained by the presence of any one large dominant membership association that happens to be located in Oregon. Similarly, the publishing industry sector is one where there is no obvious large company that contributes to the concentration of those industries nor is there any large intrinsic geographic benefit from operating that type of industry in Oregon versus somewhere else. Oregon’s attraction, where not otherwise explainable, is sometimes attributed to its quality of life that influences those who make decisions on where certain firms will locate.

Table 3.2-2
Oregon Industries with LQ < 0.80 and Employment > 1,000
(Source: Bureau of Labor Statistics)

Industry	Oregon LQ	Statewide-- Employment
NAICS 512 Motion picture and sound recording industries	0.78	3,525
NAICS 541 Professional and technical services	0.77	73,254
NAICS 314 Textile product mills	0.71	1,036
NAICS 481 Air transportation	0.69	3,919
NAICS 814 Private households	0.68	5,406
NAICS 221 Utilities	0.66	4,492
NAICS 446 Health and personal care stores	0.66	8,035
NAICS 336 Transportation equipment manufacturing	0.62	10,747
NAICS 517 Telecommunications	0.61	6,704
NAICS 326 Plastics and rubber products manufacturing	0.58	4,551
NAICS 315 Apparel manufacturing	0.57	1,078
NAICS 212 Mining, except oil and gas	0.56	1,479
NAICS 335 Electrical equipment and appliance mfg.	0.52	2,349
NAICS 523 Securities, commodity contracts, investments	0.48	4,878
NAICS 325 Chemical manufacturing	0.37	3,565

Table 3.2-2 depicts those industries where Oregon has low relative concentrations. Several of the industries in which Oregon has low concentrations of employment are unsurprising. Chemical manufacturing and plastics and rubber manufacturing are unsurprising because these industries tend to cluster around petroleum and natural gas production centers with access to major international ports; no such arrangement exists in Oregon. Portland International Airport is the State’s largest airport but is not a major hub for any of the national carriers or air freight handlers, therefore air transportation would not be expected to be a strong industry in Oregon. Oregon does not produce significant amounts of cotton nor is it proximate to synthetic fabric resources that are petroleum based and, therefore, it is not expected that Oregon would be strong in those industry sectors.

There is one industry sector in which Oregon has a low concentration that is problematic but may also represent a significant opportunity for the State. This sector is Securities, commodity contracts, investments. Certain major metropolitan areas such as New York City, Chicago, Los Angeles, San Francisco, Atlanta and Houston already have high concentrations in these sectors and some of their

comparative advantages would be expected to endure from the existing concentrations of intellectual capital and infrastructure. However, the digital world has reduced or eliminated many barriers to operation of these types of industries in smaller metropolitan areas. For example, well-known Berkshire-Hathaway is based in Omaha, Nebraska with a population of less than half a million people. It is unknown whether this weakness will eventually become a sector of strength in Oregon, but it is worth recognizing industry sectors that are relatively sparse in Oregon but which represent an area for potential growth.

In addition to specific industry strengths, Oregon’s generally fairs well when its relative economic position is compared to other states. Table 3.2-3 depicts Oregon’s national ranking across a range of economic indicators.

Table 3.2-3
 Selected Economic Indicator Comparisons
 (Ranking is out of 50 States plus the District of Columbia)
 (Source: see data description column)

Selected Category	Ranking	Data	Data Description
Educational Attainment	18	29.2%	Census data from 2009; ranking based upon percentage with bachelor’s or higher degree
Median Household Income	21	\$51,862	Census Data from 2010-2011
Business Climate	20	281	Composite Score by Site Selection Magazine
State and Local Taxes	1	3.5%	Data from Council on State Taxation; Ernst & Young Report 2011; Data is State Business taxes as a percent of private sector Gross State Product
Entrepreneurship Index	5	1.93	University of Nebraska Entrepreneurship Index 2010

From an educational attainment perspective, Oregon ranks 18th of the 50 states⁴, for residents with at least a bachelor’s degree. Figure 3.1-2 above depicts the strong relationship between unemployment and college degree attainment and therefore Oregon’s respectable ranking in this area bodes well from a labor market fundamentals perspective. The median household income is ranked 21st which is also respectable and arguably ideal; being near the top of median income is not necessarily ideal because it can cause localized inflation that can result in disproportionate impacts on households on the lower ends of the income spectrum. Similarly, Oregon is given a ranking of 20th by *Site Selection* magazine, a periodical targeted at those in the industrial, large office space, and campus development pattern real estate markets.

There are other areas where Oregon ranks high. Oregon is tied with North Carolina as the states with the lowest overall state and local tax rates on businesses; State of Oregon tax revenues rely heavily on the personal income tax. Local property taxes are limited by Measure 50 which covers all real estate types

⁴ Includes District of Columbia

including commercial and industrial. In combination, this structure results in low overall business taxes in Oregon.

Business formation has historically provided the greatest potential for job creation. Oregon has risen from the bottom 20% of states to number 5 in the entrepreneurship index published by the University of Nebraska. Entrepreneurship creates new businesses and new businesses produce new jobs. The rise in Oregon's ranking on this index is arguably the single most encouraging signal for improvement in the Oregon economy.

3.2.2 Statewide Economic Development

There are number of efforts at the statewide level that are directed at economic development in Oregon. Some of these are the result of direct State of Oregon investments. The State of Oregon has expended significant resources and placed policy emphasis on education, innovation to support knowledge-based economic growth, and infrastructure. Example investments that are likely to affect Oregon's economy over the next twenty years include:

- **Oregon Nanoscience and Microtechnologies Institute (ONAMI):** ONAMI's collection of laboratories and researchers include the Lorry I. Lokey Nanotechnology Laboratories in Eugene, an internationally-recognized facility with more than 20 advanced materials characterization and nanofabrication instruments; micro-level manufacturing and engineering research at the Microproducts Breakthrough Institute in Corvallis; and the Center for Electron Microscopy and Nanofabrication in Portland.
- **Oregon Built Environment and Sustainable Technologies Center (BEST):** Oregon BEST connects the state's building industry to its shared network of university labs at Portland State University, the Oregon Institute of Technology, Oregon State University and the University of Oregon.
- **Oregon Translational Research and Drug Development Institute (OTRADI):** OTRADI has unique "high throughput" facilities at Portland State University that provide university researchers and small biotech companies with access to cutting edge drug discovery equipment and expertise, speeding up research and allowing companies to compete in the biotech sector.
- **Connect Oregon:** Connect Oregon has now completed is fourth round of infrastructure project funding and most of the Connect Oregon III projects are complete or nearing completion. Connect Oregon is a grant program that supports transportation infrastructure investments that serve dual purposes to support intermodal transportation connections that are expected to result in additional direct economic development. This program has supported airports, rail transportation and marine port infrastructure throughout the State. The Port of Portland and Port of Coos Bay have benefitted especially from the program as these two ports are Oregon's gateways to world markets for goods too heavy to ship by air.
- **Oregon Learns: 40-40-20 Plan:** Oregon, like all states, invests heavily in education. From an economic development perspective, education investments are ultimately workforce development. Oregon has set a goal to have 40 percent of its population with at least a college

degree, 40 percent of its population to have at least an associate degree/technical certificate and 20 percent with a high school diploma. This is an aggressive target and would require roughly a doubling of higher education through-put and high school drop-out elimination. Even significant progress toward this goal would result in a markedly more capable workforce and one that would result in a more productive workforce.

- **Business Energy Tax Credit (BETC):** The business energy tax credit system resulted in many large investments in renewable energy over the last ten years. At the present time, these tax credit opportunities have been markedly pared back, however much of the infrastructure built over the last ten years will continue to supply energy and jobs for support and on-going maintenance.

In addition to direct state investments, there are other entities and efforts that have the potential to affect economic conditions in Oregon. The most prominent of these is Oregon Health and Science University. Healthcare is an expanding industry in the United States and healthcare training and research are important to meeting future demand. OHSU creates opportunities for Oregon to maintain a competitive position in this sector on a regional and national level.

Other economic development activities in Oregon have centered on entrepreneurship. Business formation is one of the best potential sources of job and wealth creation. However, business formation is a high risk venture. Entities such as the Oregon Entrepreneurs Network and Oregon Angel Fund have formed to address the capital and knowledge needs of entrepreneurs and small fast-growing companies. Creating a cultural environment to support new business creation and the growth of innovative companies can reduce risk and increase successful outcomes.

3.3 Economic Outlook and Implications for Central Point

It's challenging to summarize the broad national and state economic trends and then distill them down in a manner that provides meaningful guidance at the local level for a community such as Central Point. This general truth is made more acute by current conditions in the national economy which has relatively extreme positive and negative forces at work. The strong positive forces include near record low interest rates, a large and young population that will be entering the workforce and which is relatively well educated, significant available production capacity, reduced energy prices, available capacity in the labor market, and an improving real estate sector. Strong negative forces include large trade imbalances, a Federal Reserve balance sheet that is growing at an unprecedented rate, large Federal budget deficits that must confront increasing entitlement costs against a backdrop of political stalemate, health care cost increases that threaten the broader economy; and immigration policy and management that has caused large-scale labor market distortions.

At a state level, the economic drivers and economic development activities tend to be Portland centric and related to the Willamette Valley more broadly. The irony is that the local economy tends to be influenced as much by the California economy as it is by the economic activity in Portland specifically and the overall Oregon economy more generally. The California economy is so diversified and represents such a large share of the national economy that the condition of the California economy tends to vary relatively directly with the condition of the national economy and the improving real estate market in California should support some economic recovery there.

The City of Central Point has no direct control and relatively little influence on the trajectory of the national and west-coast economies. Given the extreme forces at work at the national level, predicting future economic conditions involves high levels of uncertainty. Thus, for local land use planning purposes, the prudent approach is to plan for economic growth that would be expected to accrue through modest economic improvement from current conditions and that improvement is most likely to come through a combination of proportional sharing of improved national conditions as well as specific growth in industries for which Central Point is well positioned. This can and should include identification of targeted opportunities for growth specific to Central Point and the same is required by the Goal 9 rule.

3.4 Regional and Local Trends

This section focuses on Jackson County and Central Point economic conditions and trends. More localized analysis provides greater insight into local economic dynamics and illuminates economic opportunities. The analysis relies upon information from a number of sources including the Bureau of Labor Statistics (BLS), the Bureau of Economic Analysis (BEA), Oregon Labor Market Information System (OLMIS), and the Census Bureau.

Generally, the employment and business data presented in the Economic Element herein is based on the County geography. Detailed employment and business data for the City proper can be obtained using the ES-202 data set from the Oregon Employment Department. However, this data set is confidential and disclosure of the data is restricted. This is not a problem in larger cities where more businesses are present so that most of the major trends can still be analyzed without creating confidentiality conflicts. However, in smaller communities a “small numbers problem” arises that limits the quantitative value of the data. These data restrictions can further impair the qualitative component of the Economic Element. This can cause results where data limitations restrict qualitative analysis and evaluation of economic dynamics that are well known in the community. Consider a small high growth company in a small town that is the only major employer in that sector, like the dairy products manufacturing sector for example. This small, but very interesting company is likely to have their employment data flagged as confidential in the ES-202 reporting. This creates a paradox where the reason for wanting to analyze that company on a qualitative level is because of its employment growth but maintenance of the required confidentiality precludes this discussion. . To avoid this paradox, the quantitative components of the employment and business data rely on county-level data and the more specific community analysis is based upon known business presence in the planning area.

3.4.1 Demographics

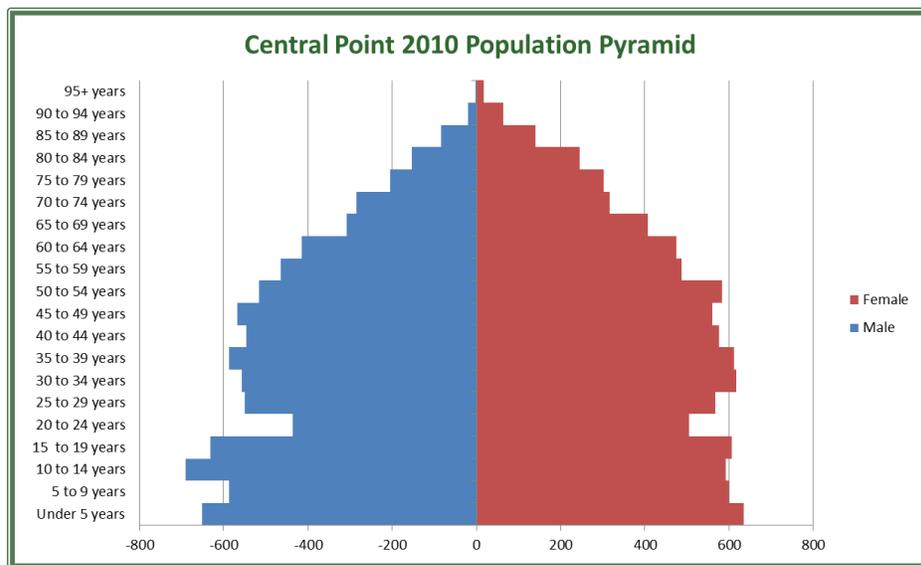
Economics and demographics are interrelated phenomena. The causal relationships between the two phenomena is a source of vigorous academic debate, but for purposes of land use planning, all that must be understood is that demographics and economics vary directly, i.e. population increases, employment increases.

Demographics represent two components of the economy — the labor force on the production side and households on the consumption side. Aggregate consumption varies directly with the number of households and their associated populations. Central Point’s prior Economic Element characterizes Central Point as a “bedroom community” in making observations that there is a relatively small amount of employment and commercial retail services actually located in Central Point in proportion to the City’s

population. Having balance between commercial retail and population is especially important from a local governance perspective in Oregon. Commercial lands tend to demand relatively few municipal services but have the highest land valuations and therefore produce the highest levels of general fund revenue through property taxes for a City. Residential populations demand considerable municipal services but produce comparatively less in property taxes.

Demographic relationships to the economy are highly localized. Understanding local demographics provides excellent insights into localized economic forces. The Census Bureau provides detailed information on local demographics.

Figure 3.4-1
Population Pyramid
 (Source: U.S. Census Bureau)



The population pyramid for the City of Central Point depicts a typical shape for a non-university town. The “gap” in residents aged 20-24 exists in most every non-university town because this is the age where a segment of the population leaves to attend college or obtain employment elsewhere. Central Point’s population is somewhat less top-heavy than the nation as a whole or the County as whole; fewer people aged 65 and older live in Central Point. Thus, even though the region experiences high levels of retiree relocation that does not appear to be the case in Central Point, although the Twin Creeks project may expand the upper levels of the pyramid over the next few years. Central Point has a large percentage of families with working-age individuals aged 30-50 and their children under the age of 14. Proportionally, Central Point has higher levels of working age individuals than the population as whole that represents a strong labor base that have families and will demand education services. Fewer retirees will result in lower overall levels of demand for medical services and fewer transfer payments into the local economy through Social Security and Medicare.

On the national level, unemployment rates vary by educational attainment and this relationship tends to be reflected in local labor markets as well. Thus, an examination of educational attainment in Central Point is valuable when considering the local labor market.

Table 3.4-1
 Education Attainment by Age Group
 (Source: U.S. Census Bureau)

Education by Age	Oregon	Jackson County	Central Point
Population 18 to 24 years	358,370	17,203	1,464
Less than high school graduate	16.60%	19.70%	26.60%
High school graduate (includes equivalency)	31.40%	37.20%	38.50%
Some college or associate's degree	44.10%	38.70%	30.90%
Bachelor's degree or higher	7.90%	4.40%	4.00%
Population 25 to 34 years	517,603	23,369	2,437
High school graduate or higher	87.70%	85.00%	83.50%
Bachelor's degree or higher	30.00%	21.10%	22.60%
Population 35 to 44 years	501,819	23,304	2,240
High school graduate or higher	88.60%	87.50%	90.40%
Bachelor's degree or higher	31.90%	21.20%	17.80%
Population 45 to 64 years	1,037,164	58,712	3,611
High school graduate or higher	91.40%	92.50%	93.40%
Bachelor's degree or higher	29.80%	25.60%	19.20%
Population 65 years and over	522,578	34,993	2,483
High school graduate or higher	85.20%	85.80%	82.00%
Bachelor's degree or higher	23.60%	23.80%	13.50%

Overall, the educational attainment of Central Point residents compares favorably with Jackson County. However, neither the City of Central Point nor Jackson County compares favorably with Oregon as a whole. For working people aged 25-64, Oregon has approximately ten percent more residents with a bachelor’s degree or higher when compared to both Jackson County and Central Point. Most of this differential is not the result of high school diplomacy; the rate of high school diplomacy is essentially the same for people aged 25-64 for Oregon, Jackson County and Central Point.

The Central Point data does depict a cause for concern in the population aged 18-24. The rate of the population with less than a high school diploma is a full ten percent less than for Oregon and is five percent less than for Jackson County. A difference of 10 percent is essentially 146 more young adults without a high school education. Unemployment rates tend to be almost twice as high for those without a high school diploma so this data may signal some new social challenges for the City that are not present in the City’s current population, such as increased crime and/or demands for social assistance.

Because retail commercial businesses sell goods to households, the need for retail commercial generally varies with population growth. Thus, it is reasonable and appropriate from both a municipal services standpoint and a Goal 9 standpoint to plan for retail commercial lands in relation to projected population growth. The planned population growth for Central Point is governed by Jackson County’s coordinated population forecast as contained in the Jackson County Comprehensive Plan. The Jackson County Comprehensive Plan forecasts that Central Point will have a population of 27,410 people by 2033 which equates to a 2.05 percent annual average growth rate from 2013 to 2033.

3.4.2 Wages and Employment

Households have three sources of income: wages, investments, and transfer payments. For most working-age households, wages are the source of the vast majority of income. Household income is returned to the economy in the form of household consumption, taxes and investments. Thus, wages and employment have significant implications for any economy.

Figure 3.4-1

Employment Trends

(Source: Oregon Labor Market Information System – OLMIS; total covered wage employment)

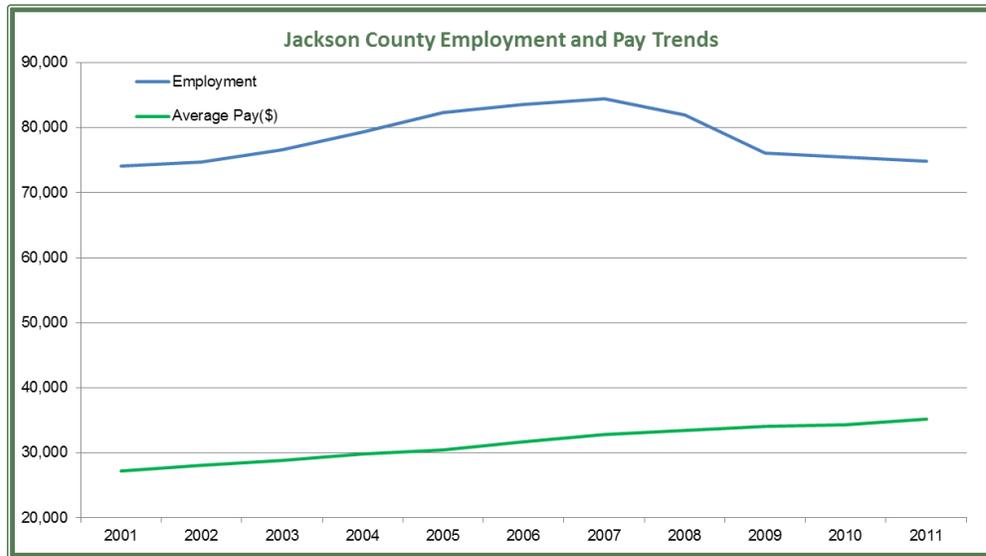


Figure 3.4-1 depicts average pay in Jackson County in absolute dollars and the overall level of employment. Employment levels dropped dramatically as a result of the recession in 2008. This differential translates into approximately \$325 million less wages circulating in the Jackson County economy currently than was circulating in 2007. In rough numbers, this means the economy of Jackson County is about 10 percent smaller in absolute dollars currently than it was in 2007.

However, for those who have remained employed during the recession, absolute wages have increased at the same pace and were not interrupted by the recession at all. Some of this trend may be the result of changes in productivity. For example, the same workers may be doing more work for only marginally more compensation. Also, new technology implementation may have increased productivity such that average compensation has been able to rise without the need to hire additional workers. Inflation has been held in check during this period and thus it would appear that average compensation increases have kept pace with inflation during the period.

The Census collects detailed data on employment during the decennial census. This data provides insights into industries in which the residents of Central Point are employed and the relative compensation across industries. The Census data reports the residents’ employment data and is not a census of businesses and employment within Central Point itself. However, matching regionally strong industries with the existing residents employment characteristics is an logical economic development strategy.

Table 3.4-2
 City of Central Point Residents' Full-time Employment and Earnings
 (Source: U.S. Census Bureau; 2010 Census)

Industry/Subject	Oregon		Jackson County			Central Point		
	Total	Median Earnings	Total	Median Earnings	% Oregon Median Earnings	Total	Median Earnings	% Oregon Median Earnings
Full-time, year-round civilian employed population 16 years and over	1,096,784	\$40,724	54,242	\$35,288	86.7%	5,505	\$32,952	80.9%
Agriculture, forestry, fishing and hunting	35,774	\$29,791	1,210	\$37,736	126.7%	63	\$17,386	58.4%
Mining, quarrying, and oil and gas extraction	1,402	\$48,431	152	\$45,104	93.1%	40	\$37,174	76.8%
Construction	78,418	\$43,790	3,718	\$41,483	94.7%	707	\$35,013	80.0%
Manufacturing	164,921	\$44,444	6,203	\$33,027	74.3%	597	\$34,122	76.8%
Wholesale trade	43,538	\$43,434	1,550	\$42,847	98.6%	164	\$42,917	98.8%
Retail trade	127,169	\$31,543	9,137	\$30,800	97.6%	1,006	\$28,607	90.7%
Transportation and warehousing	43,987	\$46,791	2,671	\$44,756	95.7%	386	\$55,205	118.0%
Utilities	12,662	\$61,310	390	\$53,472	87.2%	41	\$68,417	111.6%
Information	24,265	\$45,946	1,213	\$43,349	94.3%	65	\$34,234	74.5%
Finance and insurance	55,976	\$46,534	2,237	\$39,339	84.5%	187	\$29,632	63.7%
Real estate and rental and leasing	25,691	\$39,036	1,171	\$33,059	84.7%	42	\$22,885	58.6%
Professional, scientific, and technical services	70,242	\$56,823	2,486	\$40,938	72.0%	33	\$82,031	144.4%
Management of companies and enterprises	1,263	\$57,585	70	\$59,113	102.7%	0	-	-
Administrative and support and waste management services	36,960	\$30,411	1,976	\$29,579	97.3%	336	\$16,597	54.6%
Educational services	64,251	\$44,176	2,241	\$42,936	97.2%	214	\$42,333	95.8%
Health care and social assistance	131,582	\$37,454	8,109	\$34,881	93.1%	727	\$40,091	107.0%
Arts, entertainment, and recreation	17,133	\$32,439	925	\$28,043	86.4%	54	\$30,172	93.0%
Accommodation and food services	50,308	\$21,602	3,138	\$18,852	87.3%	207	\$17,802	82.4%
Other services, except public administration	44,973	\$32,332	2,743	\$31,021	95.9%	375	\$17,355	53.7%
Public administration	66,269	\$52,501	2,902	\$51,763	98.6%	261	\$53,552	102.0%

The numbers in the far right column depicted in black bold typeface are the industries where Central Point residents earn 100 percent or more than the statewide median. In terms of large differentials, only one industry has significant number of employees and pays significantly higher wages than the statewide average. That industry is transportation and warehousing. Jackson County has a structural advantage in

the transportation industry because California does not allow triple trailers and Oregon does. This requires loads to be reshuffled in Jackson County. Also, many years ago a company called Attaway grew into a relatively large truck brokerage in Medford. Ultimately, the enterprise failed but not by reason of an unsound business model and consequently, individuals who gained experience in the industry started their own firms and a cluster of truck brokerage businesses has existed in Jackson County ever since. These are both factors that have demonstrated durable comparative advantages in the transportation and warehousing industry in Jackson County and these advantages have translated into wages that are much higher than the statewide median in that industry for Central Point residents of whom approximately 386 are employed in that sector.

Conversely, retail trade is depicted in red bold typeface because of its relatively low wages in Central Point. Typically, retail wages are somewhere near the middle across all industries but tend to be relatively competitive across geographies. For example, the Jackson County median is only slightly less than the statewide median. However, Central Point’s median is almost ten percent below the statewide median and is over seven percent less than the Jackson County median. Because of the competitive compensation structure within this industry sector, retail may represent an opportunity to grow wages if Central Point can increase its retail employment base.

Table 3.4-3
 State of Oregon Employment Forecast for Jackson and Josephine County
 (Source: Oregon Employment Department - OLMIS)

Sector	2010	2020	Net	% Increase
Total payroll employment	99,610	113,960	14,350	14%
Total private	83,910	97,640	13,730	16%
Educational and health services	16,670	20,800	4,130	25%
Trade, transportation, and utilities	22,280	25,320	3,040	14%
Leisure and hospitality	11,250	12,760	1,510	13%
Professional and business services	8,220	9,690	1,470	18%
Manufacturing	8,330	9,590	1,260	15%
Construction	3,640	4,290	650	18%
Financial activities	5,120	5,690	570	11%
Other services	3,470	3,990	520	15%
Natural resources and mining	2,930	3,370	440	15%
Information	2,010	2,160	150	7%
Government	15,700	16,320	620	4%

3.4.3 Workforce Commuting Patterns

Travel to and from work is essentially a labor force cost. The longer and more expensive the commute the higher the wage must be to justify the travel costs. Thus, it is useful to consider commuting patterns when evaluating labor force conditions.

Table 3.4-4
 Central Point Resident Commuting Patterns
 (Source: U.S. Bureau of the Census)

Worker Travel Information (workers 16 years and over)	Oregon	Jackson County	Central Point
MEANS OF TRANSPORTATION TO WORK			
Car, truck, or van	82.7%	86.5%	93.8%
Drove alone	72.0%	76.8%	86.0%
Carpooled	10.8%	9.7%	7.8%
Public transportation (excluding taxicab)	4.2%	0.9%	0.0%
Walked	3.9%	3.4%	2.0%
Bicycle	2.1%	1.4%	1.4%
Taxicab, motorcycle, or other means	1.0%	1.0%	0.2%
Worked at home	6.1%	6.7%	2.7%
TRAVEL TIME TO WORK			
Less than 10 minutes	17.5%	20.6%	21.8%
10 to 14 minutes	16.9%	22.2%	29.7%
15 to 19 minutes	16.5%	19.3%	24.7%
20 to 24 minutes	15.0%	15.2%	11.2%
25 to 29 minutes	5.9%	5.0%	3.4%
30 to 34 minutes	11.9%	8.8%	5.5%
35 to 44 minutes	5.4%	3.3%	1.8%
45 to 59 minutes	5.6%	2.9%	0.4%
60 or more minutes	5.3%	2.7%	1.6%
Mean travel time to work (minutes)	22.1	18.4	14.8
PLACE OF WORK			
Worked in state of residence	97.8%	98.8%	99.5%
Worked in county of residence	77.5%	94.9%	97.7%
Worked outside county of residence	20.3%	3.9%	1.8%
Worked outside state of residence	2.2%	1.2%	0.5%
Living in a place	79.4%	74.3%	100.0%
Worked in place of residence	38.6%	37.8%	21.0%
Worked outside place of residence	40.8%	36.5%	79.0%
Not living in a place	20.6%	25.7%	0.0%

Central Point exhibits a somewhat unique combination of commuting patterns. Typically, cities that have a low percentage of its residents working within the city also have relatively high commute times. That is not the case for Central Point. Central Point has only 21 percent of its residents who work in Central Point but Central Point residents have much shorter than average commute times when compared to statewide and countywide averages. The logical explanation for this unusual data relationship is that high percentages of Central Point residents work in north Medford which in many cases is right across the

street or they work in White City which is proximal and can be accessed via relatively uncongested sections of Interstate 5 and Table Rock Road. Given the short commute times reported in the census data, this indicates that Central Point is well positioned to provide labor that is effectively less expensive than the regional or statewide workforces. Central Point is in fact central in relation to the regional jobs.

3.4.4 Economic Development Context

In addition to the quantitative measures, Goal 9 encourages cities to consider the qualitative traits of their local economies to support future economic development and employment growth. These qualitative traits are evaluated below through a simple SWOT assessment (Strengths, Weaknesses, Opportunities, and Threats).

Table 3.4-5
SWOT Evaluation of Central Point Economic Context
(Source: City of Central Point)

Trait	Strengths	Weaknesses	Opportunities	Threats
Location Size and Buying Power of Markets	Relatively low percentage of large retail to population. Statewide and national exposure with specialty foods cluster.	Relatively low per-household income	If relative wages can be increased modestly Central Point can capitalize on expanding population.	Failure to capture proportional growth over time; especially in specialty foods.
Economic Development Efforts and Programs	Direct communication and collaboration between City staff and local businesses.	Few large employers located in Central Point; Limits role in regional Economic Development Policy and Agenda setting.	If Central Point can add a few larger employers in one sector then it can drive economic development policy and agenda in that area.	Capitalizing on this opportunity will require a coordinated strategy with implementable actions.
Transportation Facilities	Central Point has freeway access and good access to the regional network	Central Point I-5 Interchange (Exit 33) is an old design with limited capacity.	Expansion to Exit 35 would add an additional freeway interchange and opportunities for key industries to locate there.	Growth around Exit 35 needs to accomplish economic development priorities without threatening the function of the interchange (Exit 35).

<p>Public Facilities and Services</p>	<p>Central Point takes a practical approach to its public facility needs and requirements.</p>	<p>Central Point's water supply is via contract with Medford Water Commission and sewage treatment is via the Regional Water Reclamation Facility Operated by Medford all under negotiable long-term agreements.</p>	<p>Central Point should continue to have adequate capacity to serve future employment demands.</p>	<p>Maintaining a good relationship with Medford is important to avoid any service agreement disputes.</p>
<p>Workforce Development</p>	<p>Central Point's workforce has access to Rogue Community College; Southern Oregon University; the Job Council and other training programs.</p>	<p>There are limited post-graduate degree opportunities and no research university in the region. High school drop-outs have limited employability.</p>	<p>Advocate for training and programs that directly benefit Central Point employers. Support local schools to minimize high school drop-out rates.</p>	<p>High school drop outs have limited employability and demand disproportionate services.</p>
<p>Regulatory Barriers</p>	<p>The completion of RPS makes possible employment growth in the Tolo area to capitalize on the advantages it presents.</p>	<p>RPS is just recently adopted and some implementation requires additional planning work.</p>	<p>Capitalize on the opportunity for targeted employment growth in the Tolo area.</p>	<p>Regulatory delay to complete planning processes to make the Tolo area market ready.</p>

3.4.5 Regional Competitiveness

Planning for economic development should be supported by an understanding of the region's competitive position. As a general rule, employers make locational decisions based upon a region's competitive position for their specific industry and then make specific choices between communities within the region based upon localized factors. Thus, identifying industries in which the region can be competitive is important to develop land use policies and strategies to capture economic development potential for which Jackson County is well positioned.

There are several quantitative measures that can be used to assess the relative strength of industry sectors within a region. Two commonly used measures are shift-share and location quotient (LQ). These measures emphasize different economic phenomena. The LQ compares the relative strength of industries for a geographic region in relation to the nation as a whole. The LQ can be conceptualized as a multiple for that industry. For example, if an industry sector in the State of Oregon has an LQ of 2 then the concentration of that industry in Oregon would exhibit twice the concentration of that industry in the national economy as a whole and conversely if the LQ is 0.5 then the concentration of that industry would be half the concentration in the national economy. If an LQ is greater one it indicates

that the concentration is greater than the national average and if it is less than one then the concentration is less than the national average. The LQ is a snapshot in time and does not reflect changes over time.

The shift-share measures the degree to which an industry sector has outperformed the nation as a whole within that industry's employment levels during a specified time period. If an industry has grown nationally in relation to other sectors, such as healthcare over the last ten years, but the regional growth has remained static within the industry then there will be a zero shift-share percentage. If the regional growth outpaced the change in national share then there would be a positive shift-share. A positive shift-share could even be depicted where the nation as a whole loses absolute employment vs. the regional share. For example, if manufacturing employment decreased during the period analyzed but the regional economy held a constant manufacturing employment base during the period this would result in a positive shift-share.

Table 3.4-6

Jackson County Shift-Share Analysis (2001-2011)

(Source: Oregon Regional Economic Analysis Project)

NAICS	Industry Sector	Percent Shift Compared to National Growth	Net Employment from Shift	Total Employment
31-33	Manufacturing	9.88	865	2510
55	Management of Comp. & E.	55.43	463	2038
51	Information	19.38	437	452
52	Finance & Insurance	12.38	392	6057
111-112	Farm	12.41	362	6388
62	Health Care & Social Asst.	2.9	353	15851
48-49	Trans. & Warehousing	10.2	299	3013
92	State Government	2.37	57	1783
NA	Unreported	0.28	8	3857
61	Educational Services	0.15	2	6226
928	Federal Military	-4.51	-27	5715
71	Arts, Ent., & Rec.	-3.47	-97	968
92	Federal, Civilian	-6.44	-109	5796
113-114	Forestry, Fishing, & Other	-6.63	-126	1513
54	Prof. & Tech. Services	-4.6	-225	15462
21	Mining	-97.65	-249	3418
53	Real Estate, Rent. & Leasing	-7.13	-314	9066
81	Other Services	-8.89	-536	6644
23	Construction	-8.12	-553	1806
56	Admin. & Waste Services	-11.1	-567	603
92	Local Government	-9.55	-688	2512
72	Accom. & Food Services	-9.33	-741	7590
44-45	Retail Trade	-5.69	-923	2794
TOTAL		-1.82	-1,919	112,062

The region outperformed the nation from 2001 to 2011 in seven industries that have resulted in significant relative employment growth during the period. Management of companies and enterprises has the highest percent gain in employment relative to the nation during the period 2001 through 2011. Manufacturing has experienced the strongest shift in terms of total employment relative to the national economy.

If an industry sector has out-performed in a shift-share analysis and the concentration within that industry also exceeds national averages in an LQ analysis, then those industries are likely to be ones for which the region has exhibited durable comparative advantages. The below table depicts industries in bold red italics that have an industry concentration greater than 1.2 times the national average and are also within a broader industry sector in Table 3.4-6 where growth has outpaced the national rate from 2001 to 2011.

Many of these industry sectors are those that have been historically strong in Jackson County. Forestry and wood products manufacturing and agriculture and food products manufacturing have historically been strong industries in Jackson County and they remain so. Due to its role as the regional service center, Jackson County continues to exhibit strength in several healthcare industries.

Other areas of strength in the region have developed more recently such as truck transportation and support industries for transportation. These are somewhat newer industries and have grown in prominence in the regional economy over the last ten years. Similarly, management of Companies and Enterprises is a category that did not even exist on the prior classification system (Standard Industry Classification or SIC). This classification involves employment in companies that run other types of smaller companies. The employment in this category is relatively large regionally given the somewhat remote location of the region and the levels of expertise that would typically be required in this type of industry; this may be explained by quality of life and amenity concentrations in the area

Table 3.4-7

Jackson County Location Quotient Analysis

(*Red Italics* – indicate industries that also exhibited a positive shift-share)

(Source: U.S. Bureau of Labor Statistics)

North American Industrial Classification	LQ	Employment
NAICS 454 Nonstore retailers	8.89	2230
NAICS 113 Forestry and logging	7.49	245
<i>NAICS 321 Wood product manufacturing</i>	<i>7.27</i>	<i>1436</i>
NAICS 115 Agriculture and forestry support activities	4.89	961
<i>NAICS 111 Crop production</i>	<i>2.39</i>	<i>746</i>
NAICS 711 Performing arts and spectator sports	2.38	558
<i>NAICS 515 Broadcasting, except Internet</i>	<i>1.92</i>	<i>322</i>
<i>NAICS 484 Truck transportation</i>	<i>1.75</i>	<i>1338</i>
<i>NAICS 519 Other information services</i>	<i>1.71</i>	<i>156</i>
NAICS 451 Sports, hobby, music instrument, book stores	1.66	566
<i>NAICS 323 Printing and related support activities</i>	<i>1.54</i>	<i>425</i>
NAICS 813 Membership associations and organizations	1.51	1171
<i>NAICS 488 Support activities for transportation</i>	<i>1.47</i>	<i>485</i>
NAICS 441 Motor vehicle and parts dealers	1.38	1370
NAICS 533 Lessors of nonfinancial intangible assets	1.34	19
<i>NAICS 622 Hospitals</i>	<i>1.33</i>	<i>3668</i>
NAICS 452 General merchandise stores	1.33	2412
NAICS 443 Electronics and appliance stores	1.32	409
<i>NAICS 623 Nursing and residential care facilities</i>	<i>1.32</i>	<i>2452</i>
NAICS 445 Food and beverage stores	1.31	2176
NAICS 447 Gasoline stations	1.31	636
<i>NAICS 517 Telecommunications</i>	<i>1.3</i>	<i>670</i>
NAICS 562 Waste management and remediation services	1.29	275
<i>NAICS 621 Ambulatory health care services</i>	<i>1.29</i>	<i>4659</i>
<i>NAICS 311 Food manufacturing</i>	<i>1.25</i>	<i>1065</i>
<i>NAICS 551 Management of companies and enterprises</i>	<i>1.21</i>	<i>1361</i>

3.4.6 City of Central Point Competitive Position Summary

When all the regional and localized factors are synthesized, there appear to be at least four target industry sectors where the City of Central Point may exhibit a strong and durable competitive position:

- The specialty foods cluster that includes Lillie Belle Farms chocolates, Rogue Creamery and the nearby Seven Oaks Farm just outside Central Point’s municipal boundary represents a small but unique opportunity for growth.
- Truck transportation and related support industries pay high wages to City residents and is a sector that both the Region and the City are well positioned to serve.
- Planned population growth in Central Point in the regional plan is expected to support expanded retail commercial within the City as the buying power of the City’s residential base expands.

- Planned population growth is also likely to support expanded healthcare services in the City. Overall, this sector is expected to grow rapidly within the region. Existing investments in the City of Medford hospitals are likely to concentrate much of the regional growth in that geographic area, but Central Point has an opportunity to keep pace with overall regional growth in the sector.

Central Point also has some unique spatial characteristics that may support future economic activities in two other sectors due to the adoption of the RPS plan. Specifically, there are aggregate employment uses and Erickson Air Crane that are located within the Tolo Urban Reserve Areas. These are both employer types with special needs, but the areas inclusion in the RPS Plan may present opportunities to work with these employers for mutual benefit.

4 Land Demand

This section of the Economic Element projects the City of Central Point's long term (20-year) and short term (5-year) supply of needed sites for employment land. OAR Chapter 660, Division 9 contains specific requirements for employment land planning inside urban growth boundaries. Division 9 requires cities to have adequate supplies of land to meet employment needs for a range of employment opportunities. Division 9 also requires that employment lands be adequate not just from a total acreage standpoint but to also be functionally adequate to assure that an adequate land supply will be planned to capitalize on the City's economic opportunities in both quantity and quality.

For purposes of land use planning analysis, development of employment lands can be categorized into five generalized development pattern forms: office, industrial, commercial retail, campus style, and accommodations. Each of these general forms tends to be demanded by different industries and land demand for these forms varies in important qualitative ways. This land demand section of the Economic Element characterizes land demand according to these broad economic development forms.

4.1 Economic Growth Rate Forecast

The regional 10-year growth forecast by industry is prepared by the Oregon Employment Department and it represents a good foundation from which to develop a twenty year land demand forecast. It is expected that Central Point will at least maintain growth rates comparable to the region as a whole across all industries over the next twenty years and may reasonably be expected to exceed regional growth rates in target industries. Central Point's population is projected to grow at a faster rate (2.00% through 2040⁵) than regional employment (1.53%) and thus it is reasonable to expect that employment growth will at least keep pace with the region across all industries.

However, consistent with the City's competitive positions described above there are at least three sectors where the City is well positioned to capture additional economic opportunities and out-perform the overall regional growth. Those sectors are specialty foods manufacturing, trucking and warehousing and retail. It is in these three industry sectors that the State's regional forecast is appropriately adjusted upward to reflect localized opportunities.

⁵ Regional Plan Figure 2.4.

4.1.1 Specialty Food Manufacturing

This is a small but distinguished sector in the Central Point economy. Overall, modest growth assumptions in the manufacturing sector are likely to adequately capture growth potential in this niche sector but may buoy a slight edge over regional growth rates. However, exceptional growth in this sector is possible due to the exceptional quality of products in this niche. If such growth in the future materializes, then that may warrant a re-evaluation of the overall manufacturing employment growth forecast in the Economic Element.

4.1.2 Trucking and Warehousing

Trucking and warehousing is a strong industry regionally with higher than average employment concentrations. Median wages in the industry for Central Point residents are much higher than regional or state averages. Assuring adequate supply of land for these uses represents an excellent opportunity to expand on an existing sector of strength that also pays relatively high wages. Also, this industry has potential interconnections with the wholesaling industry that creates the potential to outpace overall regional growth to a modest degree.

Central Point is also uniquely positioned to satisfy regional growth and capitalize on regional comparative advantages in this sector. The Greater Bear Creek Valley Regional Plan contemplates that the “Tolo” area is well situated for this type of economic activity north of Interchange 35 which already serves industrial traffic to White City and aggregate resource traffic in the area. There is very little residential and commercial development around the interchange. No new residential development is contemplated in the regional plan so this area is well positioned to meet an important regional need for expanded transportation and warehousing uses.

4.1.3 Retail

Retail represents another opportunity for the City of Central Point. Retail trade and associated employment tends to vary with population. From a retail trade perspective, population growth is essentially consumer growth. Thus, it is reasonable to expect that retail trade in Central Point will outpace the two-county regional rate and will keep pace with the annual average population growth as set out in the County’s coordinated population forecast for the City. From an industry categorization versus land use perspective there are some small but important differences. Land use terminology includes restaurants and bars are included within the retail category while restaurants are categorized in the leisure and hospitality industry sectors in NAICS, so growth in this sector is appropriately consistent with the retail uses in both categorization schemes such as a boutique.

4.1.4 Planned Growth Forecast by Industry

The below Table 4.1-1 depicts a reasonable 20-year planned growth rate by industry for the City of Central Point. This growth rate utilizes the State’s regional forecast for all industries with the exception of retail trade and transportation, warehousing and utilities. Retail trade utilizes a 2.05 percent Average Annual Growth Rate (AAGR) that is equivalent to the planned population growth for the City of Central Point. The Transportation, Warehousing and Utilities target average annual growth rate represents the highest reasonably achievable growth rate in this industrial classification.

Table 4.1-1
 Central Point Target Growth Rate by Industry Sector
 (Source: Oregon Employment Department; City of Central Point)

Industry Sector	State AAGR	Central Point Target AAGR
Total Private	1.53%	2.14%
Educational and Health Services	2.24%	2.24%
Trade, Transportation, and Utilities	1.29%	2.77%
Wholesale Trade	1.29%	2.16%
Retail Trade	1.29%	2.71%
Transportation Warehousing and Utilities	1.29%	3.49%
Leisure and Hospitality	1.27%	2.13%
Professional and Business Services	1.66%	1.66%
Manufacturing	1.42%	2.38%
Construction	1.66%	1.66%
Financial Activities	1.06%	1.06%
Other Services	1.41%	1.41%
Natural Resources and Mining	1.41%	1.41%
Information	0.72%	0.72%

4.1.5 Comparison to Planned Regional Employment Growth

The Greater Bear Creek Valley Regional Plan contains two sections relevant to employment growth planning⁶. As part of the regional plan development, ECO Northwest prepared a regional Economic Opportunities Analysis. This analysis looked at existing employment levels by City and made long-range employment projections for purposes of Urban Reserve planning. The most analogous period in the regional plan is the period 2011 to 2036. During that period, the Regional Plan estimated regional employment growth to be approximately 1.34% annual average growth. However, due to the recession starting levels in that period of 2011 were overestimated in the regional plan because the regional plan did not predict the largest recession in the post-WWII era in 2008-2009.

Methodologically, the regional plan’s forecast methodology relied heavily on the most recent State forecast available at that time just as Central Point’s Economic Element forecast now relies heavily on the most recent State forecast. However, one would reasonably expect those forecasts to not align perfectly because the State forecast relied upon in the regional plan was a 10-year forecast until 2014 that now has only a year remaining. Overall, there is nothing that is inconsistent between the 1.34% regional growth rate in employment projected in the regional plan and the 2.14% growth rate forecast that is specific to the City of Central Point UGB over this shorter planning period and planning for continued recovery from the largest recession in the post-WWII period.

⁶ Section 4.1.5 refers to Table 4-3 in Appendix VII of the Greater Bear Creek Valley Regional Plan

4.2 20-year Land Demand Estimate

The Central Point target average annual growth rate in Table 4.1-1 can be utilized to create a 20-year employment land demand estimate for the City of Central Point. Employment land demand estimates can be projected using a variety of techniques. One technique converts the projected growth rates into projected employees and then uses average employee space needs and floor area ratios to project future land needs. Then these land needs must be aggregated by the development pattern type demanded by each industry so that the demand projections can ultimately be reconciled with land base supply calculations. Each of these steps requires assumptions about expected ratios and land development efficiencies.

While there is nothing wrong with the growth forecast to employment to land needs conversion method, it does require several steps to calculate and may be unnecessarily complex in some circumstances. That is the case in Central Point which has an existing built employment land base that is reasonably efficient. The existing built employment land base contains a reasonably efficient representation of four of the five development pattern types that includes retail commercial, office, industrial and accommodations. Collectively, these existing land base conditions can reasonably be assumed to function like an “existing population” to which the target growth rates can be applied and future land demands can reasonably be projected.

The only development pattern that is not represented is the campus development pattern. There are no large campus development patterns in Central Point except for the school district campuses. Other than a new school, it is not expected that additional large campus development patterns (i.e. 25 acres or larger institutional development) are likely in Central Point⁷. A new school would be most likely planned through the school facilities planning statute and located within the residential land base. There is no clear point where a “large office development” becomes a “campus development”. In practice, this is a continuum and it is entirely possible that one or two developments in the 5 to 15 acre range may occur over the planning period. The design and layout of such projects may result in them being more or less “campus like” as opposed to adjacent “large office sites”. The City’s existing land use regulations allow for such development patterns in many of the employment areas and continuing to allow these uses would allow any large office/small campus developments to be sited without need for any land use regulation amendments. In terms of growth planning projections, any development of this type is assumed to be captured in the employment growth rates that are assumed to demand office space.

To take this approach, the average annual growth rates from Table 4.1-1 must be aggregated according to the type of development pattern they are expected to demand. This aggregation is reflected in Table 4.2-1 and the industry sectors in each estimate are depicted in the far right column. Leisure and hospitality would generally be expected to demand retail space (in the form of restaurants) but also overnight accommodations type development patterns. However, Central Point generally allows overnight accommodations to be located within the commercial retail areas and therefore these categories and land needs may appropriately be aggregated despite the fact that their specific site requirements may be somewhat different than typical retail.

⁷ Just because a new large campus development is not considered likely does not mean the City should preclude such uses in its land use planning program for economic development.

The aggregated growth rates by development pattern type are the same as the state forecast rates for the region for office space and slightly higher for retail due to higher rates of population growth forecast for Central Point and for industrial where comparative advantages in the transportation and warehousing sectors are expected to allow Central Point to outperform the region overall.

Table 4.2-1
 Central Point Target Growth Rate by Employment Space Type Demanded
 (Source: Oregon Employment Department; City of Central Point)

Type of Space Demanded By Sector	State AAGR	Central Point AAGR	Sectors in Estimate
Commercial Retail	1.28%	2.48%	Retail Trade; Leisure and Hospitality
Office	1.84%	1.84%	Education and Health Services; Professional and Business Services; Financial Activities; Other Services
Industrial	1.43%	2.41%	Wholesale; T.W.U.; Manufacturing; Construction

The aggregated average annual growth rate by development pattern types shown in Table 4.2-1 can then be applied to the existing built land base to arrive at a reasonable projection of employment land needs over the next twenty years. This estimate is provided in Table 4.2-2.

Table 4.2-2
 Central Point 20-Year Employment Land Demand Estimate
 (Source: Oregon Employment Department; City of Central Point; CSA Planning Ltd.)

Space Type	Existing Built (net acres)	Central Point Target AAGR (growth rate)	Approximate 20-Year Land Demand (net acres)
Commercial Retail	94.5	2.48%	60.7
Office	48.3	1.84%	21.4
Industrial	163.3	2.41%	101.1
Total Net Acres	306.1		183.2

The estimate of employment land demand in Table 4.2-2 depicts the net buildable employment land⁸ needs for the City of Central Point across all industry categories (not counting additional land for employment in the education sector which would be located in residential areas and determined through the school facilities needs planning statute). The 183.2 acres is projected to be total need within both the existing UGB and any additional land that might be required outside the existing UGB. From an urban growth boundary and total land need perspective, the City will need approximately an additional 27 to 55 more acres to accommodate future growth for a total of 210 to 240 total additional acres. This additional acreage corresponds to the need for an additional 15 to 30 percent of gross acreage for street rights of way⁹.

⁸ Net buildable employment lands are those lands that are planned for employment uses and are reasonably free from development constraints. Net acres are the private buildable acres and do not include right of way acreage necessary to access these lands.

⁹ The net-to-gross factor in the Regional Plan on average is 17% for all land uses; The higher end of net to gross range expressed in the City of Central Point Economic Element reflects the potential for some initial employment

4.3 Site Requirements Analysis

Goal 9 requires an analysis of site requirements. Site Requirements are the qualitative land features necessary for a site to possess in order for the site to meet the needs of businesses that would utilize the site. Goal 9 and its implementing rule at OAR Chapter 660, Division 009 does not specify the level of detail required in the site requirements analysis. Moreover, the rule contemplates that the site requirements analysis is likely to vary with the size and complexity of the jurisdiction.

The Central Point Economic Element essentially breaks its site requirements into three main development pattern types: retail commercial; office; and industrial. There are some other types of sites that are not analyzed in detail for Central Point but are worthy of a brief discussion:

- Campus development pattern types are those that are large to very large in nature (almost always 50 or more acres). These development patterns tend to serve governments, non-governmental institutions or very large multi-national companies. Other than school campuses, Central Point does not have any large campus development patterns. No specific source of demand for Central Point for this type of use is identified in the Economic Element but such demand is possible. In the event unidentified demand materializes for this type of use, then specific targeted amendments to the element may be appropriate to capture the newly identified demand and to evaluate land supplies to meet the needs. Nothing in the Economic Element should be construed to disallow or be unresponsive for the siting of a large campus development pattern.
- Overnight accommodations (hotels and motels) are a unique development pattern type that is somewhat different in form than retail commercial uses. However, these uses are generally allowed in retail commercial zones and many of their site requirements are similar and can be accommodated on retail commercial sites. For this reason, the Central Point Economic Element does not project demand or analyze site supply for overnight accommodations independently from other types of commercial uses.

4.3.1 General Development Pattern Site Requirements Analysis

The Economic Element analyzes the demand and supply of sites for three major development pattern types: retail commercial, office and industrial. Within these general development pattern types, the Economic Element analyzes demand and supply of large, medium and small sites. In practice, there are no discrete size breaks that differentiate between large, medium and small sites, but it is useful to analyze different sizes because the site requirements do vary with firm size. Table 4.3-1 describes the qualitative site requirements for each of the general development patterns analyzed in the Economic Element.

growth expansion is may be in the Tolo area (as contemplated by the Regional Plan) and this initial expansion would include a significant portion of Interstate 5 right-of-way.

Table 4.3-1
 General Development Pattern Site Requirements
 (Source: City of Central Point)

Type	Public Facility and Service Requirements	Transportation Facility Requirements; Access to customers and workforce	Size Cat./ Typical Site Size (acres)	Discussion of Site Requirements by Size Category
Retail Commercial	Retail commercial uses typically require all urban facilities and services such as water, sewer, storm drainage, police and fire protection, electricity, natural gas, and modern communications systems	Retail commercial development requires premium access and excellent visibility for customer attraction. Foot traffic and access to public transportation can also be important.	Large/ 8-30	Large commercial sites tend to cluster within larger blocks of commercial that can be 100 acres or more. Outdoor storage sales can demand very large sites. These users will anchor commercial areas and attract customers for medium and small users. Must be located adjacent to and visible from major arterials and state highways.
			Med./ 2-7	Medium commercial uses can locate within larger blocks of commercial or may function as a stand-alone community commercial uses. Must be located adjacent to and visible from major arterials and collectors if not state highways.
			Small/ 0.5-2	Small commercial uses fill in the spaces not used by medium and large retail commercial. These tend to be specialty sales that serve niche retail markets.
Office	Office uses typically require all urban facilities and services such as water, sewer, storm drainage, police and fire protection, electricity, natural gas, and modern communications systems	Consumer driven office users like branch banks & insurance sales must have good visibility and access. Other office uses only need reasonably direct access to the regional transportation network. Airport access can be essential	Large/ 3.5-12	Large office uses will require excellent access to the regional transportation network because they have large workforces that require capacity in the system. Large office uses can locate in commercial or industrial areas depending on the specific requirements of the enterprise.
			Med./ 1-3.5	Medium office uses that require customer significant access will seek out and compete for commercial zoned space. Other medium office uses may demand business park space intermixed with light industrial uses.
			Small/ 0.25-1	Small office uses are the uses that “fill in” commercial and industrial areas because there needs are the most varied and requirements the most flexible.
Industrial	Industrial uses may or may not require all urban services. However, many industrial uses will have very specific and large demands for certain services like power or sewage capacity	Access for freight is a top priority and may be via truck and/or rail. Industrial uses sometimes accept more remote locations to avoid congestion and that support freight movements. Airport access is often important.	Large/ 15-300	Large industrial uses tend to conduct site searches on regional, national or internal scales. Factors that affect demand depends on the very specific requirements of the enterprise that are difficult to predict <i>a priori</i> .
			Med/ 3-14	Medium industrial uses tend to be price sensitive and seek out space within business or office parks. They sometimes require property ownership that will also result in low real estate overhead in relation to the enterprise.
			Small/ 0.5-2.5	Small industrial uses tend to be price sensitive. Low rent is a priority. Small site sizes can create challenges for freight movement to small industrial sites and also within the sites themselves.

4.3.2 Target Industries’ Unique Site Requirements

In addition to the general development pattern site requirements, the City of Central Point has opportunities for economic development in areas of specialty foods manufacturing, truck transportation and transportation support services, and retail trade. The site requirements specific to Central Point for these target industries warrant more detailed consideration.

- **Specialty Food Products Manufacturing-** The small cluster of businesses that are engaged in specialty food products manufacturing in Central Point have small retail storefronts that accompany their manufacturing businesses. The sites are generally small and there is limited room to expand operations on the existing sites. The segment of Highway 99 where these uses are located have good access to I-5 which have excellent visibility directly from Highway 99. However, the narrow strip between Highway 99 and the railroad tracks creates a practical limit on expansion. Central Point should keep lines of communication open with these businesses to assure that the site requirements for any expansion are well understood by staff and policy makers.
- **Truck Transportation and Transportation Support Services-** These businesses require both office space and trucking facilities that are often co-located. Site requirements may also include space for related uses such as truck washes, truck driver accommodations and inter-modal freight handling. Large outdoor storage and warehouse space is typically required. Adequate expansion area is often a factor when selecting a site so that expansion can be accommodated without the need to relocate. Direct access to the interstate freeway is essential and must be located in areas that are relatively free from congestion to enable efficient freight movements. Aside from transportation facilities, power, and modern communications, some transportation uses may not necessarily require the full complement of other urban facilities and services.
- **Retail Trade-** Convenient access to I-5 is important but meeting visibility site requirements from I-5 in Central Point is a challenge. The Pine Street interchange is somewhat congested and may raise site requirement concerns among larger retailers. Visibility from the Pine Street arterial is good and access can be made reasonably direct. Until an anchor center is sited that attracts regional shopping trips, the site requirements of many small and medium retailers cannot be met. The anchor tenants create a critical mass of shopping activity that then allows the small and medium retailers to achieve additional sales with shopping trips that are created by the anchor.

4.4 Projection of Needed Employment Sites

This section projects the City of Central Point's employment land needs. OAR Chapter 660, Division 009 requires estimates of land needs by the number of sites demanded. Individual site needs must be identified because employment sites must be supplied in *whole units*¹⁰. This is especially true for large sites. For example, a site for a large warehousing and freight forwarding operation can easily be 50 or more acres or a site for large shopping center can be 30 or more acres. These types of uses have minimum site sizes and below those minimum sizes there is not adequate land to meet the needs of these employers. Thus, it is very possible for a city to have 200 acres of industrial land that is vacant within its UGB but if all of this land supply consists of parcels seven acres or less scattered around the UGB then there is no single site that would meet that projected demand.

If demand (or need) is not projected by site type, it then becomes impossible to later analyze the land supply to determine its adequacy to supply the number or required sites. Central Point's projections of site needs are based upon potential site size demand ratios or splits. Essentially, the aggregate acreage

¹⁰ In simple terms, two three acre sites cannot have their acreage added to be one six acre site. If an employer needs a six acre site then a six acre *whole unit* employment site must be provided or put another way fractions of needed sites cannot be summed to satisfy discreet site needs.

demanded in Section 4.2 is broken down according to the size ratio splits within each major development pattern category.

4.4.1 20-Year Demand for Needed Sites

Table 4.4-1 depicts the number of needed sites by type. It uses typical site sizes for each development pattern type consistent with the above site requirements analysis. The demand ratio splits represent the following break downs:

- Ten Percent Large/Thirty Percent Medium/Sixty Percent Small
- Thirty Percent Large/Forty Percent Medium/Thirty Percent Small
- Forty Percent Large/Fifty Percent Medium/Ten Percent Small

Table 4.4-1
 Estimate of Sites Demanded for Central Point UGB (2013-2033)
 (Source: Oregon Employment Department; City of Central Point)

	Typical Size (acres)	Site Demand Projection (20-year Demand)		
		Site Size Demand Ratios (lg/md/sml)		
		10/30/60	30/40/30	40/50/10
Large Commercial Retail Sites	20.0	1	1	2
Medium Commercial Retail Sites	4.5	5	6	7
Small Commercial Retail Sites	1.0	37	19	7
Large Office Sites	5.0	1	2	2
Medium Office Sites	1.5	5	6	8
Small Office Sites	0.5	26	13	5
Large Industrial Sites	30.0	1	2	2
Medium Industrial Sites	6.0	2	2	2
Small Industrial Sites	1.0	13	7	3

The 10/30/60 percent ratio is not expected to be adequate for land use planning purposes from a discreet site demand standpoint for several reasons. First, most of Central Point’s existing employment lands base is downtown or along Highway 99. The existing development patterns of these areas are almost exclusively small sites with a handful of medium sites scattered throughout. Thus, the existing employment land base is already skewed toward a supply of small sites. Second, if it turns out that demand for small sites is higher than initially planned and supplies are running low in five to ten years from the time of the last UGB amendment, it is then much easier to add additional smaller sites because a UGB amendment is not required; all that is required is additional land division.

The site demand number differences between the 30/40/30 ratio split and the 40/50/10 ratio split are not too significant. Planning for land demands between these two splits is prudent and is expected to adequately capture demand for large and medium sites while still supplying an adequate number of smaller sites over time.

4.4.2 Short-Term Demand Estimates

OAR Chapter 660, Division 009 also requires an estimate of short-term employment land demand — the demand expected to accrue over the next five years. This requirement creates a *small numbers problem* for a community the size of Central Point. In the cases of large office sites and large and medium industrial or commercial sites, the projected demand (even under the 40/50/10 ratio split) over the twenty year period results in numbers that range from 7 to 2. By quartering these numbers it is possible to attain theoretical “five-year demand” results, with numbers that range from less than two to less than one. Several of the categories essentially translate to demand that is one every eight or ten years on average and assuming a stochastic demand during the period. With numbers this small, it would be hubris to project that this demand would occur within or without of the initial five years of any given twenty-year planning period. As such, for these large site categories, land use plans should seek to supply the full twenty-year projected demand as short-term demand as well. It can reasonably be assumed that small site demand is 25 percent of the 20-year demand because the small sites do not have this same small numbers problem.

5 Employment Land Base Analysis

After identifying economic opportunities in Section 3 and estimating land demand in Section 4, the next step in the Goal 9 process is to evaluate the land base and its ability to meet the site needs for which there is a projected demand over the next twenty years. Central Point updates its general buildable lands information on a regular basis and this information has been used as the starting point to analyze the land base from a more specific Goal 9 perspective.

The land base is categorized according to development pattern types: commercial retail, office, industrial, campus, and a handful of specific uses. Lands are classified as vacant or developed. Classification of developed or vacant relied upon a number of data sources such as 2012 aerial photos, assessor data, and field inspections. The developed lands are classified as large, medium or small according to the three main development pattern types and judgment about the size of the site. For vacant lands, classification of both size and development pattern type is required. This is because some office development patterns are allowed in both industrial and commercial plan designations. Thus, classification into the development pattern type was based in part on the applicable regulations (i.e. industrial in industrial areas and commercial in commercial areas) and also on local knowledge for locating office uses on specific sites where office uses would be expected to be the highest and best use and consistent with overall levels of office use relative to other development in the City.

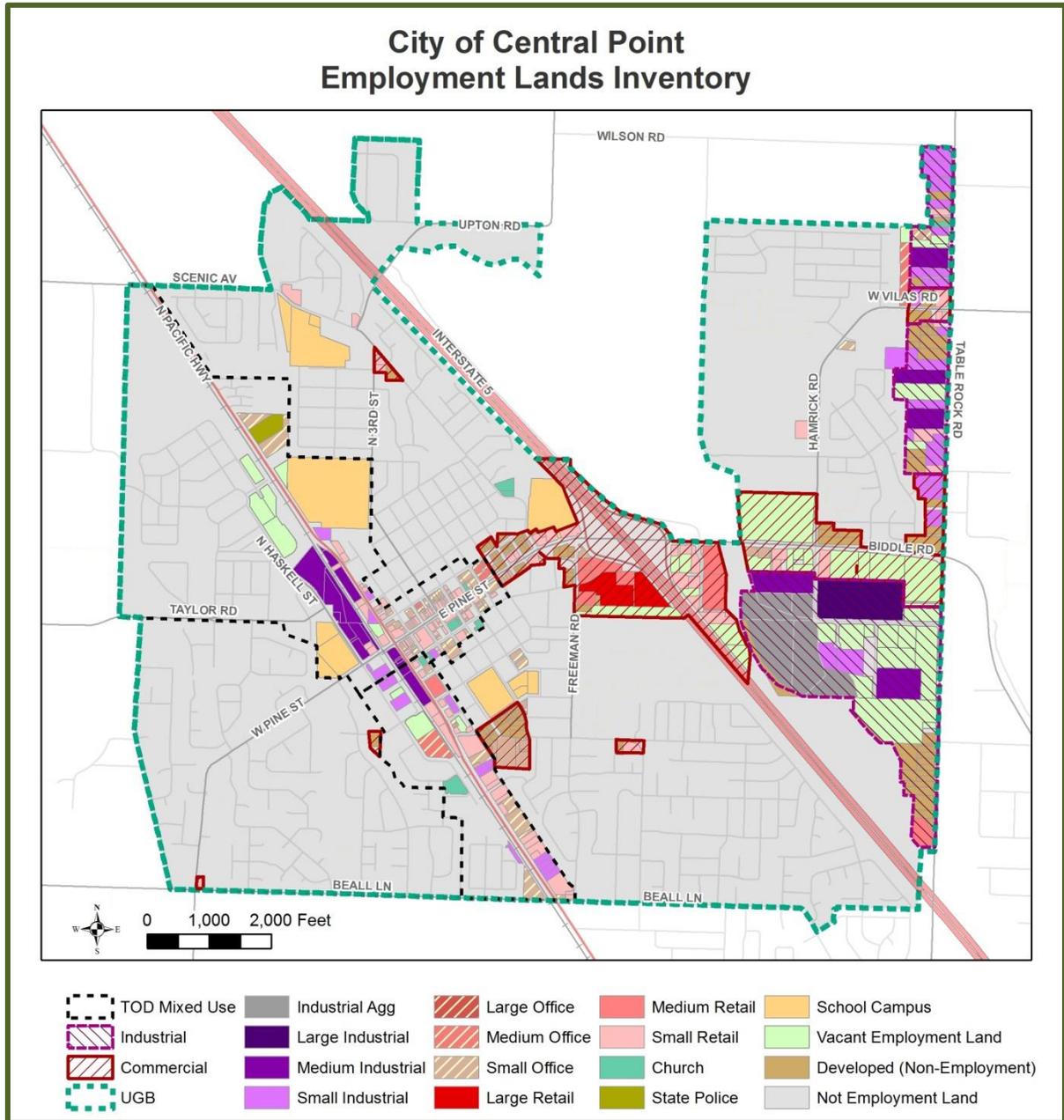
Central Point has a considerable amount of “TOD Mixed Use” designated lands and, from a regulatory standpoint, much of these lands can be used for either residential or employment uses. The policies underlying this regulatory framework are intended to mix appropriate uses for transportation and other communal benefit reasons. However, this makes concrete categorical inventorying of employment lands on a strict regulatory basis problematic.

Thus a more subjective and qualitative approach to land base categorization is required. For built lands, the approach is straightforward because lands were categorized according to the built nature of the site. For vacant lands, the site requirements of employment uses are such that only certain lands within the TOD Mixed Use designated areas are well located for typical employment uses. Employment uses are likely to out-compete residential uses for the primary use of TOD Mixed Use designated lands and

therefore it can be assumed that the primary use of these lands will be employment. Many of the TOD Mixed Use designated lands are ill-located for employment uses but are well located for residential uses and these can and are assumed to be primarily used for residential purposes. This narrows the inventory categorization down to a relatively small number of sites that are well located for both residential and employment; these lands were categorized based upon local knowledge and reviewed through the public process. Such categorizations may be ultimately inaccurate on a site-by-site basis when the properties are actually developed in the future. Rather, it is expected that *on average* the categorization will be approximately close and is assumed to be adequate for purpose of supply of sites for the City's employment land needs as a whole.

The land base inventory methods described above are reflected in the below Figures 5-1 and 5-2.

Figure 5-1
 Central Point Employment Lands Inventory Map
 (Source: Jackson County Assessor; City of Central Point; CSA Planning Ltd.)



Upon completion of the land inventory and its incorporation into the City’s Geographic Information System (GIS), the database is then available for the further analysis presented in this section. The analysis begins with a review of the built employment lands because the existing land base can inform projections of future needs. Moreover, the Central Point Economic Element actually uses this “population” of employment lands as an input for future land need forecasting in Section 4 above. Under these

circumstances, a more detailed review of the built employment lands is necessary to assure that the existing “population” is not skewed in ways that render it inappropriate to forecast future needs.

The second part of the employment land base analysis focuses on the vacant lands. These lands are potentially available to meet immediate and long term employment land demands. The supply of these lands must be characterized so that the employment land supply within the existing UGB can be reconciled with the demand projected over the next twenty years.

5.1 Built Employment Lands

Table 5.1-1 below breaks down built employment lands within the UGB by site size and development pattern type.

Table 5.1-1
 Built Lands by Development Pattern Type
 (Source: Jackson County Assessor; City of Central Point; CSA Planning Ltd.)

	Acres	Number of Parcels	Average Parcel Size	Size Percent Split
Large Retail	12.1	2	6.1	13.6%
Medium Retail	20.2	11	1.8	22.8%
Small Retail	56.4	128	0.4	63.6%
<i>Retail Subtotal</i>	<i>88.7</i>	<i>141</i>	<i>0.6</i>	
Large Office	0.0	0	0.0	0.0%
Medium Office	12.8	11	1.2	26.5%
Small Office	35.5	68	0.5	73.5%
<i>Office Subtotal</i>	<i>48.3</i>	<i>79</i>	<i>0.6</i>	
Industrial Agg	41.8	8	5.2	38.0%
Large Industrial	20.2	1	20.2	
Medium Industrial	52.0	21	2.5	31.8%
Small Industrial	49.3	51	1.0	30.2%
<i>Industrial Subtotal</i>	<i>163.3</i>	<i>81</i>	<i>2.0</i>	
Grand Total	300.3	301	1.0	

The retail and office data depicts reasonable and typical total acreages for a community the size of Central Point. For example, the *International Council on Shopping Centers* (ICSC) estimates the national average is 46.6 square feet of retail per capita. Central Point has approximately 43 square feet of retail per capita. However, the retail and office appear somewhat skewed to small sites. This can be explained in-part from Central Point’s economic history. Most of Central Point’s retail and office land developed during the period when the City functioned as a service center and market for the surrounding agricultural community. The development patterns common during those days were small one-story offices and shops in a downtown area. Then the City went through a residential growth period but the City’s population itself did not have sufficient independent buying power to out-compete Medford for larger scale retail and office development. More recently, Central Point has grown sufficiently that it can

now compete with Medford for some larger retail and office uses such as the Albertsons/Furniture Row shopping center and Providence Hospital’s new medical facility.

Central Point has a good distribution of built industrial lands. However, the total industrial development may be somewhat lower than other communities of similar size. Central Point has been challenged, historically, for larger industrial employers due to siting of large industrial uses in Medford (just south of Central Point) and also competing with the significant inventory of industrial lands in the White City area.

Another way to assess the relative positioning of the built employment land base is to look at land values across plan designations. The Jackson County Assessor’s office estimates “real market” land values for all lands in Jackson County. It is well known that the Assessor’s “real market value” may not necessarily be accurate for specific properties when those properties are actually sold. The values tend to be reasonably close to the real market numbers on average and certainly adequate for purposes of generalized comparisons across a large census of properties and this is what is analyzed below in Tables 5.1-2 and 5.1-3.

Table 5.1-2
Average Real Market Land Value per Square Foot by Comprehensive Plan Designation
(Source: Jackson County Assessor; City of Central Point; CSA Planning Ltd.)

Comp Plan (Main Designation)	Tax Lots (Count)	Mean (Land \$/ft.)
Commercial	45	\$8.70
Industrial	39	\$3.35
Mixed Use	86	\$6.31

Table 5.1-3
ANOVA Land Value per Square Foot by Comprehensive Plan Designation
(Source: Jackson County Assessor; City of Central Point; CSA Planning Ltd.)

Analysis of Variance					
Source of Variation	SS	df	MS	F	P-value
Between Groups	599.7	2	299.9	26.7	8.66E-11
Within Groups	1875.3	167	11.2		

The above tables compare mean real market land values per-foot across comprehensive plan map designations. The Analysis of Variance (ANOVA) indicates the differences in mean values depicted in Table 5.1-2 are not the result of random sampling error or chance. In simplified statistical terms, this means the differences are “real”. From a land use planning perspective, the average mean values across plan designations is reasonably consistent with expectations:

- The best positioned commercial land is the most valuable per square foot. These lands are closest to I-5 and therefore command the highest values. Overall, these commercial values are still somewhat low when compared to similar lands in Medford; therefore, Central Point has a relative land price advantage when compared to the City of Medford.

- TOD mixed use lands in the downtown area are likely to have relatively high values but these are likely weighed down by the legacy commercial development on Highway 99. The actual differential in value is \$2.39 per square foot when compared to the commercial land. This indicates that much of this land which is developed for commercial uses is still reasonably well positioned for continued commercial tenancy and should be able to support some of the City's more intensive TOD objectives over time.
- As expected, the industrial values are much lower than the values in the TOD and traditional commercial areas. The industrial land values are generally consistent with regional averages and may actually be somewhat on the high-side. This indicates that demand exists but may also mean that the City could find itself at a price disadvantage in the future if vacant land inventories became too tight because industrial users tend to be the most price sensitive of the employment land categories.

Overall, the "population of built employment lands" in Central Point appears to have adequate total acreage and diversity of development pattern types to function as an appropriate base from which to estimate future demands. Average employment land values do not exhibit unexpected relationships and indicate a normally functioning market that reasonably well positioned from a regional standpoint.

5.2 Employment Land Supply

The employment land supply analysis in this section evaluates lands within the existing UGB for their ability to satisfy projected employment land needs for the next twenty years. This analysis is required to evaluate the supply of sites to meet both short-term and long-term demands. The analysis also evaluates redevelopment potential and the efficiency of the City's employment land base.

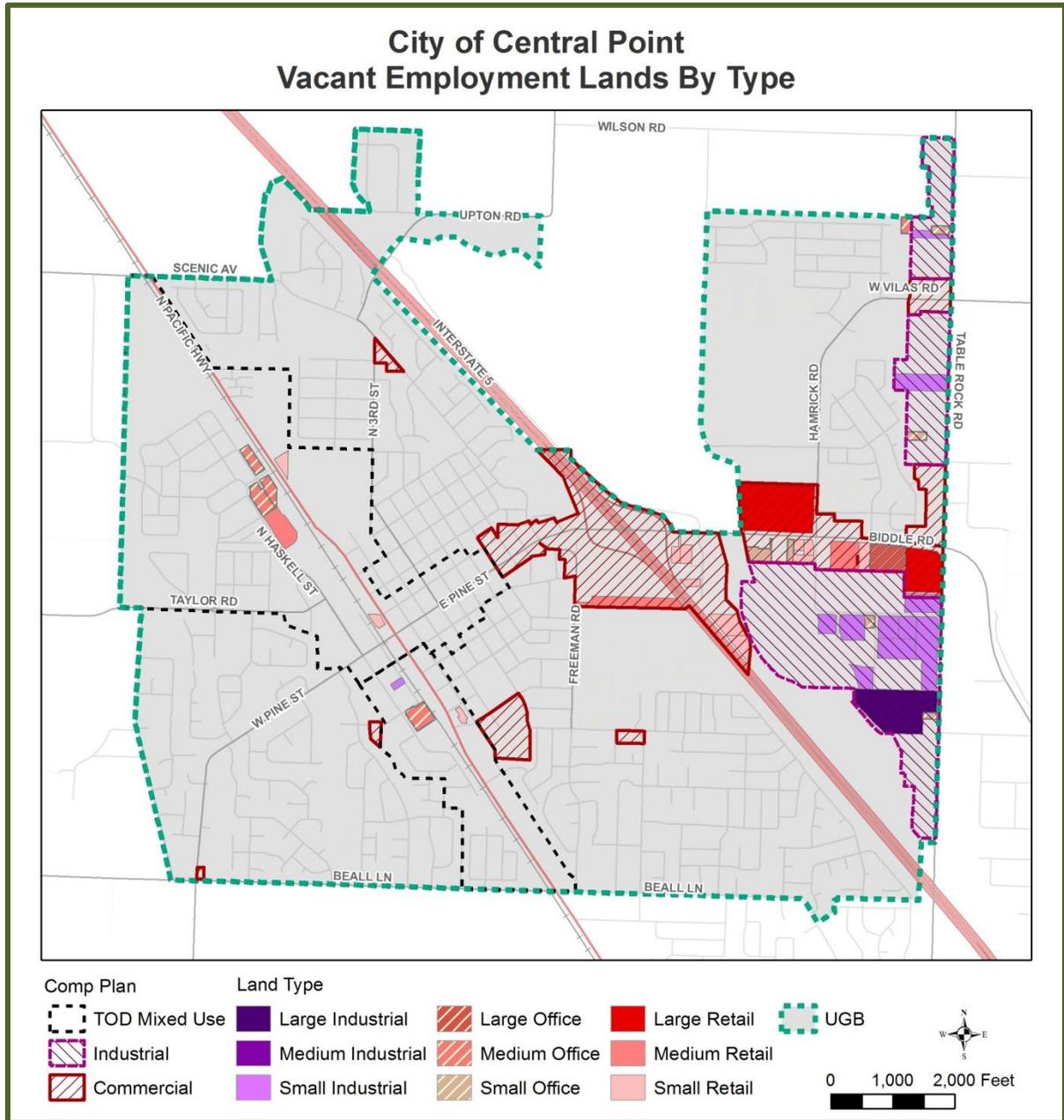
5.2.1 Vacant Land Supply

Vacant land for employment land supply in analysis under OAR Chapter 660, Division 009 is defined as follows:

- (14) "Vacant Land" means a lot or parcel:
- (a) Equal to or larger than one half-acre not currently containing permanent buildings or improvements; or
 - (b) Equal to or larger than five acres where less than one half-acre is occupied by permanent buildings or improvements.

The rule is silent on the land use designations to which this designation applies. For the Central Point Economic Element, this definition was applied to all lands with a commercial or industrial comprehensive plan map designation and the TOD Mixed Use designated lands that are expected to be "suitable" under OAR Chapter 660, Division 009 for employment lands. For all such lands, the definition of vacant lands in OAR Chapter 660, Division 009 was applied. The lands identified as vacant are depicted in Figure 5.2-1 below.

Figure 5.2-1
 Central Point Vacant Employment Lands Map
 (Source: Jackson County Assessor; City of Central Point; CSA Planning Ltd.)



The vacant lands map shows that most of the available employment lands are east of Interstate 5. This is almost universal for the supply of vacant industrial lands and the commercial land base includes some vacant commercial and office sites located in the Twin Creeks TOD area.

Goal 9 requires an analysis of the short-term supply of sites (which are essentially sites that can be developed within one year). Most all of the City’s vacant lands have frontage on higher order street or on

streets that are intended to serve employment uses. Access to the employment lands in the Twin Creeks TOD is constrained by a railroad crossing and thus someone might argue that these lands should not be included as part of the short-term supply because they cannot be ready for development in one year. However, these lands do have access and could be developed and the crossing is recommended for the next ODOT improvement cycle which would give anyone doing development in this area some confidence if they can operate for a couple years without the rail crossing. Other than the Twin Creek sites, all the other vacant lands appear to have services that are readily available and are planned and zoned for their intended employment uses. It is expected that most all of the vacant employment lands in Central Point could serve as short-term supply and therefore a more detailed short-term supply analysis is unnecessary.

Table 5.2-1
Central Point Vacant Employment Lands by Site Type
 (Source: Jackson County Assessor; City of Central Point; CSA Planning Ltd.)

	Net Developable		Average Site	
	Acres	Sites	Size	Size Ratios
Large Retail	30.9	2	15.5	51%
Medium Retail	14.6	3	4.9	24%
Small Retail	15.1	12	1.3	25%
<i>Retail Subtotal</i>	<i>60.6</i>	<i>17</i>	<i>3.6</i>	
Large Office	5.6	1	5.6	33%
Medium Office	5.8	5	1.2	34%
Small Office	5.5	5	1.1	33%
<i>Office Subtotal</i>	<i>16.9</i>	<i>11</i>	<i>1.5</i>	
Large Industrial	17.0	1	17.0	31%
Medium Industrial	0.0	0	0.0	0%
Small Industrial	37.2	11	3.4	69%
<i>Industrial Subtotal</i>	<i>54.2</i>	<i>12</i>	<i>4.5</i>	
Grand Total	131.8	40	3.3	

Table 5.2-1 depicts the vacant employment sites by major development pattern type and size. The ratios of available supply for retail and office across size categories are reasonably well distributed. The City has no supply of medium industrial sites and therefore there is both a short-term and long-term supply deficiency in this category.

From a qualitative standpoint, most of the commercial and office employment sites are reasonably well located and configured to meet current and future market demands. There are two commercial sites with excellent visibility from I-5 but access to them is somewhat circuitous behind the existing Holiday Inn Express. The Twin Creeks sites are constrained by the railroad right-of-way as above described. There is another long narrow site just south of the Albertson’s Center that comprises just over five acres. It has a dwelling and other development that uses less than one half acre and therefore must be inventoried as

vacant. However, it is ill configured to meet any new commercial or office needs unless it was used for expansion of the existing Albertson’s Center.

Most of the industrial sites are well configured and well located and most of the available inventory is located in the triangular area located between East Pine Street, Bear Creek and Table Rock Road. In some ways, this land may be too well located for some industrial users. Between the commercial nearby, proximity to the airport and the freeway, it is possible that the price per foot may be too high for certain types of larger industrial users. For small and a few medium industrial users, the Table Rock Road inventory assures that a range of site qualities and associated pricing is available in the City’s inventory.

5.2.2 Vacant Supply vs. Demand Reconciliation

With the supply of sites defined and the demand characterized in 4.4 above, it is possible to reconcile the supply of vacant sites in relation to the projected demand. This is the last major step to determine the adequacy of the UGB to meet long-term employment land needs.

Table 5.2-2

Central Point Vacant Employment Lands by Site Type

(Source: Jackson County Assessor; City of Central Point; CSA Planning Ltd.)

	Typical Site Size		Supply-Demand			
	(net acres)	In Aggregate (net acres)	30/40/30		40/50/10	
			number	acres	number	acres
Large Retail	20		1	20	0	0
Medium Retail	4.5		-3	-13.5	-4	-18
Small Retail	1		-7	-7	5	5
Total Retail Acres		-0.1		-0.5		-13
Large Office	5		-1	-5	-1	-5
Medium Office	1.5		-1	-1.5	-3	-4.5
Small Office	0.5		-8	-4	0	0
Total Office Acres		-4.5		-10.5		-9.5
Large Industrial	30		-1	-30	-1	-30
Medium Industrial	6		-2	-12	-2	-12
Small Industrial	1		4	4	8	8
Total Industrial Acres		-46.9		-38		-34
Grand Total		-51.5		-49.0		-56.5

Table 5.2-2 shows that the City’s UGB has a deficit of approximately 52 net developable acres; this translates to a deficit of approximately 59 to 67 gross acres using typical public facilities ratios of 15% to 30%.¹¹ When analyzed from a site supply standpoint, the City has small supply deficits in almost all medium and large site categories and has small deficits or surpluses in the small sites categories. Only the

¹¹ The “public facilities ratio” is the average percentage of a site that is devoted to streets or other public facilities, or is otherwise unavailable for development.

large retail sites category has a surplus under the 30/40/30 ratio split and this is only a one site surplus over the planning period.

5.2.3 Redevelopment and Land Use Efficiency Analysis

The City of Central Point's built employment land base has relatively limited redevelopment potential. Most of the built sites consist of relatively small lots with one and two story buildings. This configuration does not lend itself well to redevelopment on a scale that would significantly alter the supply and demand for sites over a twenty year period because this would require the demolition and aggregation of parcels. While this type of redevelopment does occur on occasion, it is unlikely to be economically viable in Central Point on a scale that would actually alter long-term supply and demand projections for employment lands. This quantitative determination should not be construed to mean that there are not good qualitative reasons to support redevelopment, especially in the downtown and along Highway 99.

There exists a small amount of redevelopment potential along Table Rock Road. Several parcels there contain residential uses that could be developed for employment uses under the Comprehensive Plan. Other parcels are not intensively developed. However, this is an area where relatively inexpensive small industrial sites are available to own and where there are limited development requirements that add overhead. In some ways, this area is important employment land for certain types of firms that have ever fewer places to locate in the valley in a manner that is cost-effective. As such, aggressive redevelopment planning policies for this area may seem to be a great aesthetic endeavor but may have adverse and unintended economic consequences. Moreover, without relatively massive financial incentives for significant redevelopment that would change the overall quality of development in this area, lesser redevelopment policies tend to have the opposite effect where owners intentionally avoid development projects that would trigger expensive design and aesthetic upgrades to their respective properties.

The planned employment land base in the City of Central Point is efficient as planned. The TOD Mixed Use designations encourage efficiency through a wide swath of the City's employment land base. These designations and associated zoning allow for creative design and intensification of use. Because there are deficits in all categories of employment land, it is not possible to re-designate lands from one employment category to another to render the land base more efficient. Without a simultaneous Housing Element review it is not possible to know if surplus residential lands exist that could be redesignated for employment purposes. However, there are really only two areas (Twin Creeks and the area east of Hamrick Road and north of Beebe Road) that are not developed. It seems implausible that there is room for more than ten thousand additional people within these two relatively small areas over the next twenty years sufficient to also have room to accommodate significant employment land deficits.

6 Goals, Conclusions and Policies

This section sets forth the conclusions from the foregoing analysis as well as the City's economic development goals and policies. The goals and policies in this section have been coordinated with, and endorse, the economic goals in the City's Strategic Plan¹². The City's goals and policies are:

¹² Central Point Forward, Fair City Vision 2020, City Wide Strategic Plan, April 26, 2007

6.1 Goal: General Economic Development

1. To actively promote a strong, diversified, and sustainable local economy, that reinforces Central Point's "small town feel"¹³ and family orientation while preserving or enhancing the quality of life in the community as a place to live, work, and play.
2. To create incentives to encourage and support economic development;
3. To encourage and promote the development or enhancement of retail and office areas to achieve a vibrant shopping, entertainment, living and working experience in the downtown area.
4. To encourage active communication and cooperation between the City, local, and state agencies, and local businesses concerning economic development, education, and workforce development.
5. To encourage and support growth, particularly in the targeted industries (retail, specialty food manufacturing, and trucking and warehousing sectors).
6. To maintain at all times an adequate supply of suitable short-term (five-year) employment lands.
7. To prepare and maintain a City of Central Point Economic Development Manual identifying and monitoring economic development strategies and programs available to the City.

Through the development of its Economic Element, the City of Central Point has reached the following conclusions and policies relative to the above cited general economic goals:

1. Central Point concludes that effective economic development actions necessary to diversify the City's economic base requires an understanding of, and a careful balance between regional cooperation and competition. It is important to understand and pro-actively participate in the broader state and regional economic development discussions. Participating in regional economic development programs like SOREDI and the Rogue Valley Workforce Development Council can improve the regional economic climate and a strong regional economy will benefit all communities within the region. Most importantly, to be an effective participant the City must recognize its competitive advantage within the region and compete for those economic development opportunities within the region for which the Central Point is well positioned.
2. Central Point concludes that the pursuit of beneficial economic development requires a balance between short-term and long-term economic objectives. The City recognizes that some opportunities may warrant short-term incentives to achieve longer term employment or property tax revenue objectives; while other opportunities may have a lesser long-term benefit and may not warrant the short-term fiscal cost of incentives.
3. Central Point concludes that the economy is dynamic and even economic opportunities for which the City is well positioned require timely and concerted action. These dynamic economic forces require the City to be responsive and flexible to capitalize on opportunities as they arise.

The City's economic development goals will be managed through the following policies:

¹³ As defined in the Urbanization Element of the Comprehensive Plan.

6.1.1 Policy 1.1

The City shall participate on the regional and state level in the development and programming of alternative financial incentives and initiatives for economic development, including education and workforce development that are consistent with the City's economic development goals. .

6.1.2 Policy 1.2

The City shall continue to monitor and refine its land development and fiscal policies as they relate to economic development to ensure that the City's economic development programming can be effectively implemented.

6.1.3 Policy 1.3

Consider economic development incentives as an inducement to development only when it can be demonstrated that the short-term consequences are understood and found to be acceptable and the long-term consequences are determined to be beneficial to the City.

6.2 Goal: Economic Opportunities Synthesis

The Economic Element contains both qualitative and quantitative evaluations of the City's economic assets and challenges. The conclusions and policies in this section express the City's synthesis of these qualitative and quantitative findings and identify appropriate economic opportunities, as follows:

1. Central Point concludes that the region has a demonstrated strength in the truck transportation and truck support services sectors and that Central Point residents working in this segment of the local economy are well compensated. Exit 35 is well situated to capitalize on growth in the trucking and transportation warehousing industry segments. ODOT's plans for the interchange contemplate that its design and the associated local street network will continue to prioritize freight movements. The interchange is relatively free from urban traffic that might otherwise impede the industrial, aggregate and freight traffic that utilize the interchange. Central Point has an opportunity to work with ODOT and Jackson County to assure that plans for this interchange reflect the opportunities for expanded truck transportation and transportation support services in the area and do so in a manner that will maximize the long-term potential for growth in this industry at this location.
2. Central Point concludes that commercial retail site requirements are specific and Central Point will need to plan for its competitive niche. Central Point is close to Jackson County Airport, Jackson County Expo and Interstate 5. Collectively, proximity to these major regional draws, in association with the City's continued population growth, will create opportunities to capture and expand its competitive retail niche.
3. Central Point concludes that the City has experienced the development of a small specialty foods cluster that includes Rogue Creamery and Lillie Belle Farms (chocolatiers). These firms produce high quality products that have gained regional and national acclaim. Expansion of these firms and/or attraction of similar firms have the potential to gain the City notoriety for a unique industry segment that has potential for growth over time.

4. Central Point concludes that maintaining and improving the overall quality of life in the City is a qualitative measure that is not easy to quantify but is and will continue to be important for the City's economic prosperity.
5. Central Point concludes that design and layout of the built environment affects the overall aesthetics and livability of the City. Balanced land use and development regulations that control design without stifling creativity have the potential to improve the aesthetic of the City while reducing or eliminating land use conflicts. The standards and levels of design performance should differentiate between areas and land uses.

6.2.1 Policy 2.1

Central Point concludes that the City has experienced the loss of cottage industry and expanding small businesses due to a lack of vacant available employment related buildings (flex-space¹⁴) and the City cannot attract small businesses from elsewhere for the same reason.

6.2.2 Policy 2.2

The City shall, in collaboration with Jackson County, plan the Exit 35 area — also called “Area CP-1B (Tolo)” — in the Regional Plan Element, to capitalize on economic opportunities, especially for transportation-based economic activity and truck/rail freight support services. This area also contains an aeronautics manufacturing company in Erickson Air Crane and serves aggregate uses; these uses have many specific and unique dimensions that should be carefully considered. Plans and land use regulations applicable to this area need to account for the site requirements of firms in these sectors.

6.2.3 Policy 2.3

The City shall periodically evaluate its regulations for employment related development, particularly as relates to the targeted industries, and compatibility with adjacent non-employment lands, to ensure that the regulations are consistent with applicable “Best Practices”¹⁵. Regulations found to no longer be appropriate should be amended as soon as practicable thereafter.

6.3 Goal: Employment Land Supply and Development

The Economic Element contains both a qualitative and quantitative analysis of the City's land supplies and employment land development patterns. This section sets forth the City's conclusions and policies that result from this analysis, as follows:

1. Central Point concludes that urban facilities and services are critical for the development of employment lands. Thus, the City's Goal 11 Public Facilities and Services planning and Goal 12 Transportation Planning are critical to the timely delivery of infrastructure necessary to support economic development.
2. Central Point concludes that it must maintain an adequate supply of employment land. The City has deficits in nearly all development pattern categories according to findings in Table 5.2-2.

¹⁴ An industrial or commercial/office building designed to provide the flexibility to utilize the floor space in a variety of configurations. Usually provides a configuration allowing a flexible amount of office or showroom space in combination with manufacturing, laboratory, warehouse distribution, etc.

¹⁵ A **best practice** is a method or technique that has consistently shown results superior to those achieved with other means, and that is used as a benchmark.

The City will need to periodically expand its present UGB to ensure an adequate 5-year and 20-year supply of buildable employment land.

3. Central Point concludes that the availability of vacant buildings (flex-space) for expanding small businesses is in short supply and that an effort should be made to encourage its development to expand the city's inventory of flex-space.

6.3.1 Policy 3.1

The City shall assure that, through its Capital Improvement Program, public facilities and transportation facilities are available and adequate in capacity to maintain a supply of competitive short-term buildable lands sufficient to meet employment needs within a five-year period, particularly for the retail, specialty foods, health care, and trucking sectors.

6.3.2 Policy 3.2

The City shall maintain a supply of competitive short-term employment lands in the medium and large site categories equivalent to the twenty-year demand for those categories¹⁶. The supply of short-term employment land shall be reviewed and updated annually. When it is determined that the supply of land as measured in terms of number of sites and/or acreage in the medium and large site categories is inadequate to serve the twenty-year needs then the City shall amend its UGB to include additional short-term (5-year) employment lands.

6.3.3 Policy 3.2

The City shall pursue and encourage Turnkey Design and Build solutions for flex-space that create opportunities for expanding small businesses in Central Point, and may consider economic development incentives to attract and 'marry' the construction and development component with the small business component as an inducement to development, but only when it can be demonstrated that: the short-term consequences are understood and found to be acceptable and the long-term consequences are determined to be beneficial to the City.

¹⁶ Conclusion 6.3(3)

ATTACHMENT " B "

PLANNING COMMISSION RESOLUTION NO.791

A RESOLUTION FORWARDING A FAVORABLE RECOMMENDATION TO THE CITY COUNCIL TO APPROVE THE CITY OF CENTRAL POINT ECONOMIC ELEMENT FILE NO. 13010

Applicant: City of Central Point

WHEREAS, the City’s Economic Element was last approved in 1984 as part of the City’s Comprehensive Plan; and

WHEREAS, since 1984 conditions have changed necessitating an update of the City’s Economic Element as a necessary step in determining the City’s employment land needs; and

WHEREAS, the proposed Economic Element has been prepared in accordance with all applicable Oregon Laws, Oregon Administrative Rules, and Oregon Statewide Land Use Planning Goals and the City’s Comprehensive Plan.

NOW, THEREFORE, BE IT RESOLVED, that the City of Central Point Planning Commission, by this Resolution No. 791, does hereby forward a favorable recommendation to the City Council to approve the updated Economic Element as presented in attached Exhibit “A”. This recommendation is based on the draft Planning Commission Economic Element Findings dated May 7, 2013 and incorporated herein by reference.

PASSED by the Planning Commission and signed by me in authentication of its passage this 7th day of May, 2013.

Planning Commission Chair

ATTEST:

City Representative

Approved by me this 7th day of May, 2013.

Planning Commission Chair

ATTACHMENT " C "

ORDINANCE NO. _____

AN ORDINANCE UPDATING AND ADOPTING THE CENTRAL POINT COMPREHENSIVE PLAN ECONOMIC ELEMENT

Recitals:

- A. The City of Central Point (City) is authorized under Oregon Revised Statute (ORS) Chapter 197 to prepare, adopt and revise comprehensive plans and implementing ordinances consistent with the Statewide Land Use Planning Goals.
- B. The City has coordinated its planning efforts with the State in accordance with ORS 197.040(2)(e) and OAR 660-030-0060 to assure compliance with goals and compatibility with City and County Comprehensive Plans.
- C. Pursuant to authority granted by the City Charter and the ORS, the City has determined to update its Economic Element which was originally adopted in 1980 and revised in 1983.
- D. Pursuant to the requirements set forth in CPMC Chapter 17.10.100 Amendments – Purpose and Chapter 17.96.010, Procedure, the City has initiated the amendments and conducted the following duly advertised public hearings to consider the proposed amendments:
 - a) Planning Commission hearing on May 7, 2013
 - b) City Council hearings on June 13, 2013.

THE PEOPLE OF THE CITY OF CENTRAL POINT DO ORDAIN AS FOLLOWS:

Section 1. Based upon all the information received, the City Council adopts the Findings of Fact and Conclusions of Law dated June 23, 2013 and incorporated herein by reference; determines that changing community conditions, needs and desires justify the amendments and hereby adopts the changes entirely.

Section 2. The City Comprehensive Plan Economic Element is hereby updated and adopted as set forth in Exhibit A –Comprehensive Plan Economic Element, 2013 which is attached hereto and by this reference incorporated herein.

Section 5. The City Manager is directed to conduct post acknowledgement procedures defined in ORS 197.610 et seq. upon adoption of the Economic Element.

Passed by the Council and signed by me in authentication of its passage this 23th day of June, 2013.

Mayor Hank Williams

ATTEST:

City Recorder

Resolution

**Setting Public
hearing in Regards to
Grey Court
Subdivision**



STAFF REPORT
June 13, 2013

AGENDA ITEM: File No. 06060-2

Consideration of a resolution setting a public hearing and initiating proceedings to vacate a public right-of-way in a cul de sac bulb in favor of a fire district approved hammerhead located in a PUD Subdivision known as Gray Court and adjacent to Tax Lot 1514 on Jackson County Assessor's Map 372W11A. **Applicant: City of Central Point**

STAFF SOURCE:

Tom Humphrey AICP, Community Development Director

BACKGROUND:

The Gray Court PUD Subdivision was approved by the City in 2008 and infrastructure improvements were installed in preparation of new housing construction. However, changes in the economy delayed the construction, the property changed hands and the new owner has reconsidered the three-story housing design. The new owner would like to construct smaller two-story single family *attached* homes and compensate for additional parking by using unnecessary space in the cul de sac. The fire district reviewed preliminary plans to incorporate a turnaround as part of a new parking lot for the development. The PUD amendment will be considered by the Planning Commission in July and, if approved, the right-of-way for the cul de sac could be vacated by the City Council in favor of a parking lot and a turnaround.

ORS 271.130 grants the City Council the authority to initiate vacation proceedings and approve such a vacation without petition or consent of property owners. There are three steps to a city initiated vacation as follows:

1. By resolution, set a date to hold a public hearing. The purpose of the public hearing is to take testimony from affected property owners on the merits of the vacation;
2. Hold a public hearing to take testimony (oral and/or written) on the proposed vacation; and
3. Based on the outcome of the public hearing, direct staff to prepare a resolution to approve, or deny the vacation.

ATTACHMENTS:

Attachment A - Vacation Application, Written Consent of Owner

Attachment B - Resolution No. _____, A resolution setting a public hearing and initiating proceedings to vacate public right-of-way in a cul de sac bulb in favor of an alternative turnaround.

ACTION:

Approve Resolution No. _____, A resolution setting a public hearing and initiating proceedings to vacate public right-of-way in a cul de sac bulb in favor of an alternative turnaround (File: 06060-2).

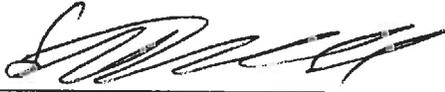
RECOMMENDATION:

Set a date subsequent to the regular Planning Commission meeting in July to hold a public hearing and initiate proceedings to vacate public right-of-way in a cul de sac bulb in the Gray Court PUD.

VACATION APPLICATION
WRITTEN CONSENT OF OWNER

File Number _____

I, *Scott Rosendahl*, the property owner of Tax Lots *1500, 1501, 1502, 1503, 1504, 1505, 1506, 1507, 1508, 1509, 1510, 1511, 1512, 1513, 1514, 1515, 1516, 1517, 1518, 1519, 1520, 1521, 1522, 1523, 1524, 1525* on Jackson County Assessor's Map *372W11A*, hereby consent to the filing of an application for *Vacation of Right of Way* on said property, and will allow *Scott Sinner Consulting, Inc.* to represent me before the City of Central Point Approving Authority.

Signed: 

Dated: 5-17-13

RESOLUTION NO. _____

A RESOLUTION SETTING A PUBLIC HEARING AND INITIATING PROCEEDINGS TO VACATE A PUBLIC RIGHT OF WAY CUL DE SAC BULB IN FAVOR OF A FIRE DISTRICT APPROVED HAMMERHEAD LOCATED IN A PUD SUBDIVISION KNOWN AS GRAY COURT AND ADJACENT TO TAX LOT 1514 ON JACKSON COUNTY ASSESSOR'S MAP 372W11A IN THE CITY OF CENTRAL POINT

RECITALS:

- A. The Central Point City Council (the "Council") is authorized under ORS 271.130 to initiate vacation proceedings for any public street without a petition or consent of property owners; and
- B. It is the intent of the Council to initiate a vacation of a public right of way cul de sac bulb in favor of an alternative, fire department approved hammerhead located in a PUD Subdivision known as Gray Court, adjacent to Tax Lot 1514 as specifically described in attached Exhibit "A" and "B"; and
- C. The Council's action to initiate the above described vacation will be accomplished in accordance with all applicable provisions of ORS 271.130; and

The City of Central Point resolves as follows:

Section 1: The City Council of the City of Central Point, Oregon that a public hearing is set for _____, 2013 at 7:00 p.m. in the Central Point Council Chambers, City Hall, 140 South Third Street, Central Point, Oregon to receive public testimony regarding the vacation and to make a determination regarding same. Notice of said public hearing shall be provided in accordance with ORS 271.110.

Passed by the Council and signed by me in authentication of its passage this ____ day of _____, 2013.

Mayor Hank Williams

ATTEST:

City Recorder

Resolution No. _____
06132013

EXHIBIT " A "

Property Description

Scott Rosendahl

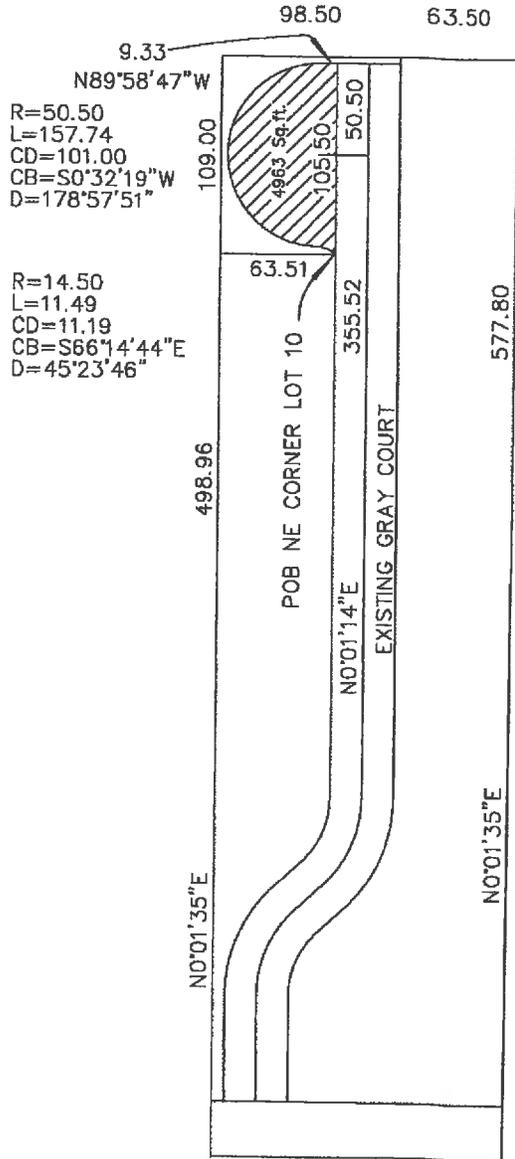
Portion of Gray Court a public street, to be vacated

Beginning at a 5/8 inch iron pin marking the northeast corner of Lot 10, Gray Court as recorded in Volume 34, Page 36 of the Plat Records, in Jackson County, Oregon; thence North $0^{\circ}01'15''$ East, 105.50 feet to the north boundary of Gray Court, a Public Street; thence North $89^{\circ}58'47''$ West, along said boundary, 9.33 feet to a 5/8 inch iron pin; thence along the arc of a curve to the left having a radius of 50.50 feet, a central angle of $178^{\circ}57'51''$, a distance of 157.74 feet (the long chord of which bears South $0^{\circ}32'19''$ West, 101.00 feet) to a 5/8 inch iron pin; thence along the arc of a curve the right having a radius of 14.50 feet, a central angle of $45^{\circ}23'46''$, a distance of 11.49 feet (the long chord of which bears South $66^{\circ}14'44''$ East, 11.19 feet to the Point of Beginning.

Prepared By: Farber and Sons Inc
Farber Surveying
431 Oak Street
Central Point, OR 97502
(541) 664-5599

Date: May 14, 2013

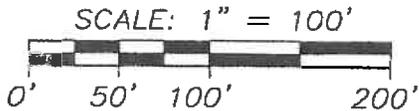
EXHIBIT "B"



R=50.50
L=157.74
CD=101.00
CB=S0°32'19"W
D=178°57'51"

R=14.50
L=11.49
CD=11.19
CB=S66°14'44"E
D=45°23'46"

 AREA TO BE VACATED



Prepared by:
FARBER & SONS, INC.
dba FARBER SURVEYING
431 Oak Street
Central Point, Oregon 97502
(541) 664-5599

REGISTERED
PROFESSIONAL
LAND SURVEYOR

OREGON
JULY 26, 1985
HERBERT A. FARBER
2189

RENEWAL DATE 12-31-13

DATE: May 14, 2013
JOB NO. 2025-13

central point\gray court\microsurvey\vacation exhibit/dwg

Business Downtown Beautification Report



May 24, 2013

TO: Honorable Mayor and City Council
FROM: Matt Samitore, Parks & Public Works Director
SUBJECT: Downtown Beautification Project List

PURPOSE: Update on Beautification Committee

SUMMARY:

The Downtown Beautification Group began meeting after the new year with a lot of energy and ideas to help support improvements in the downtown area. With their remaining budget they have proposed six main projects.

1. Installing and banner on the easterly side of the Cowley Building with a picture of historic Central Point. Cost approximately \$5,000. Picture is attached, with a letter from the property owner supporting the project.
2. Installation of a public parking sign/paint (details to be determined based on sign installers recommendation) on the easterly side of the Cowley building. Picture is attached. Cost is approximately \$500.
3. New Welcome to Central Point Banners. Picture of Banners is attached. Price is approximately \$2,600.
4. New Garbage Can lids. Cost is approximately \$1,000.
5. New American Flags from 7th to 10th street. Cost is approximately \$100.
6. Buy new tree Base Lights. Lights will wrap around the tree bases of existing lighted trees in downtown and be easier to maintain than the ones in the trees. Cost is approximately \$360.

The total cost of all projects is \$9,560. The Downtown Beautification Budget has approximately \$18,000 left in unallocated funds. Before ordering any of the items listed, the City Council needs to approve the list of projects.

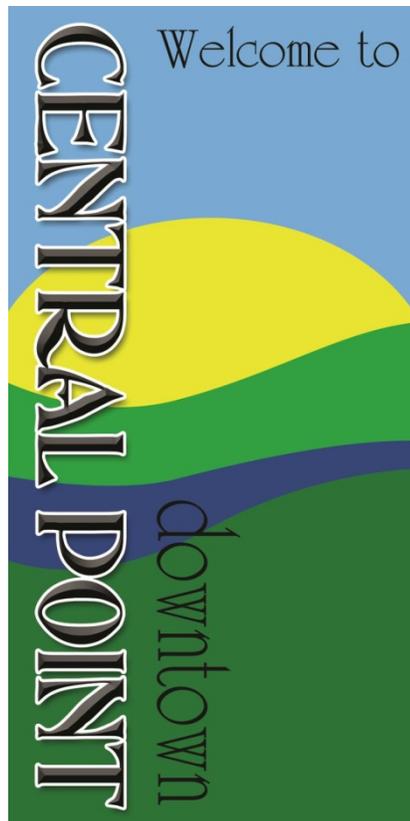
RECOMMENDATION:

Approve the list of approved projects.

Cowley Building



Cowley Parking Sign



Business

**RVSS IGA Amendment
and MOU**



June 13, 2013

TO: Honorable Mayor and City Council

FROM: Matt Samitore, Parks & Public Works Director
Stephanie Holtey, Environmental Services Coordinator

RE: Revisions to the Intergovernmental Agreement between the City of Central Point and Rogue Valley Sewer Services regarding the temporary delegation of stormwater quality management

SUMMARY:

The Intergovernmental Agreement (IGA) between Rogue Valley Sewer Services (RVSS) and the City of Central Point was established to govern how the City and RVSS agree to collaborate on stormwater quality management until Central Point is issued a stand-alone National Pollution Discharge Elimination System (NPDES) Phase II permit. At the time the IGA was established, both organizations anticipated a timely issuance of the City's NPDES Phase II permit; however, the State has decided to substantially amend the program and estimates at least a 2-year timeline until the permit is issued. The IGA has been amended to establish a new compensation schedule that more accurately reflects the distribution of responsibilities between RVSS and the City, and references a new Memorandum of Understanding (MOU) that further clarifies those responsibilities.

Amendments to the IGA include:

- Revised compensation from \$58K a year to \$45K per year;
- Compensation provisions provide ability for RVSS to request additional payment provided that detailed cost statements are provided; and
- Clarified roles and responsibilities established in a new MOU.

In summary, the MOU establishes the following:

- RVSS is the permit holder and is responsible for program administration including implementation and enforcement of the construction, post-construction and illicit discharge detection and elimination programs in accordance with RVSS Chapter 4.05. RVSS also prepares and submits quarterly reports to the City on activities implemented, as well as the final annual report to DEQ.
- The City is responsible for collecting, budgeting, and managing the stormwater quality revenue and is responsible for administering, developing and implementing the municipal operations/pollution prevention and public outreach and involvement programs. The City bears the sole responsibility for developing and implementing the Stormwater Master Plan including the Capital Improvement Plan. Quarterly reports will be provided to RVSS regarding the activities implemented by the City.

The IGA will remain in effect until the Oregon Department of Environmental Quality issues the City's stand-alone NPDES Phase II permit or equivalent general permit coverage. At that time, the City will take on full responsibility for all activities associated with stormwater quality and monthly payments to RVSS for temporary program administration will cease.

RECOMMENDATION:

Approve the amended Intergovernmental Agreement between the City of Central Point and Rogue Valley Sewer Services regarding the temporary delegation of stormwater quality management and the new Memorandum of Understanding for Establishing Stormwater Management Roles and Responsibilities.

INTERGOVERNMENTAL AGREEMENT
BETWEEN THE CITY OF CENTRAL POINT AND ROGUE VALLEY SEWER SERVICES
REGARDING THE TEMPORARY DELEGATION OF STORMWATER QUALITY
MANAGEMENT

This intergovernmental agreement ("Agreement") is made and entered into as of the ____ day of _____, ~~2012~~ **2013** by and between the City of Central Point ("City") and Rogue Valley Sewer Services ("RVSS") for the temporary delegation of stormwater quality management **services**.

Recitals:

- A. The City has authority to operate and maintain surface water management systems and many other services as provided for under its charter and relevant laws; and,
- B. RVSS, organized under ORS 450, has the legal authority for the sanitary sewerage and stormwater (surface water) management programs within its boundaries consistent with relevant laws; and
- C. RVSS has been the designated NPDES Phase II permittee representing the City of Central Point for operation of the City's Municipal Separate Storm Sewer System (MS4) in accordance with relevant federal and delegated state Clean Water Act permits for stormwater since 2007;
- D. The City has applied for its first stand-alone National Pollution Discharge Elimination System ("NPDES") Phase II permit to operate its MS4;
- E. The Oregon Department of Environmental Quality ("DEQ") requires continued demonstration of compliance with the relevant federal and state delegated Clean Water Act requirements while the City develops and adopts the necessary legal authority for stormwater quality program implementation;
- F. RVSS has adopted a stormwater ordinance and enforcement program on behalf of Central Point, Phoenix, Talent and portions of Jackson County that is compliant with relevant federal and delegated state Clean Water Act permit requirements;
- G. RVSS and the City have enjoyed a strong and effective partnership over more than three decades that has greatly enhanced protection of public health and the environment and supported economic growth.
- H. RVSS and the City commit to cooperatively and openly engage each other in the timely discussion of topics of mutual interest;
- I. The City and RVSS have the authority to enter into contracts for the cooperative operation of service facilities under ORS Chapter 190;

The City and RVSS hereby agree as follows:

Section 1. Permittee Responsibility. Upon approval of a stand-alone NPDES Phase II permit, the City shall assume full responsibility and authority for storm and surface water quality management and reporting for operation of the Central Point MS4.

Section 2. Temporary Delegation of Responsibility. To maintain compliance with relevant federal and state delegated Clean Water Act requirements, the City shall temporarily entrust RVSS with the responsibility for implementing **portions of** the surface water quality management program, ~~including reporting and operation of the Central Point MS4,~~ in accordance with RVSS Code Chapter 4.05, Stormwater Management and Storm Drain Construction Standards and Specifications set forth in the Rogue Valley Water Quality Design Manual. **The division of responsibilities between RVSS and the City are described in the Memorandum of Understanding appended to this Intergovernmental Agreement.**

- ~~a. The City shall abide by the performance standards and criteria associated with the construction site runoff, post-construction site runoff, and illicit discharge detection and elimination programs promulgated by RVSS and administered on behalf of the City while this Agreement is in effect.~~
- ~~b. The City and RVSS shall work cooperatively to ensure ongoing compliance with the federal and state delegated Clean Water Act requirements set forth in the RVSS permit until the City's stand-alone permit is issued.~~

Section 3. Transition Protocol. To facilitate the transition of the stormwater management program authority from RVSS to the City, RVSS agrees to:

- a. Provide copies of the stormwater management documentation used in the operation of the Central Point MS4, including but not limited to: standard operating procedures for plan review, inspections, and enforcement; tracking databases for construction, illicit discharge detection and elimination, and post construction practices; construction drawings, as-builts, and maintenance schedules for BMPs; active permit records; and any other pertinent documentation related to stormwater quality management in Central Point.
- b. Invite city Public Works staff to participate in all aspects of stormwater quality management in Central Point including but not limited to plan review, inspections, illicit discharge detection and elimination investigations, and BMP maintenance.
- c. Transfer active stormwater permits to Central Point upon issuance of the stand-alone permit and a 1200-CN permit from DEQ.

Section 4. Programs, Rules, Policies and Standards. Any changes to water quality rules, policies, or standards associated with construction site runoff, post-construction site runoff and illicit discharge detection elimination shall be made to comply with federal and state permits, laws and regulations associated with stormwater quality as follows:

- a. Subsequent to a determination by the RVSS Board of Directors that programs, rules, policies and standards require modification to meet changes to state and/or federal permits, laws and regulations associated with stormwater quality, written notice shall be provided to the City detailing the proposed program changes and the permit, law or regulation changes that promulgated such proposal. Modifications to programs, rules, policies and standards shall become effective 90 days following written notification of proposed changes or another mutually agreed upon time following written notification.

- b. Changes to programs, rules, policies and standards related to construction site runoff control, and illicit discharge detection and elimination not promulgated by changes to state and federal permits, laws and regulations shall not occur within the duration of this agreements effectiveness.

Section 5. Documentation and Reporting. RVSS will provide copies of any permit applications (1200-C and 1200-CN) received each month, as well as construction drawings received for stormwater design review. If any erosion control violations, or illicit discharge notices are issued during the month, copies will be provided to the City.

Section 6. Permit Compliance. RVSS shall be responsible for responding to notices of violations and for payment of fines associated with non-compliance with its permit conditions until the Central Point stand-alone permit is issued. RVSS shall invite the City to participate in any discussion with state and federal agencies regarding notices of violation involving RVSS' temporary provision of stormwater quality program management per the terms of this agreement. The City will cooperate with the investigation and response to any notice of violation involving operation of the Central Point MS4. If a fine is imposed, the City shall reimburse RVSS to the extent that the fine results from the City's non-compliance with the performance standards and criteria associated with the construction site runoff, post-construction site runoff, and illicit discharge detection and elimination programs pursuant to RVSS Code Chapter 4.05. Disputes over the amount of reimbursement shall be resolved by the dispute resolution process set forth in Section 12 of this agreement.

Section 7. Stormwater Revenue Collection. The City shall begin collecting the monthly stormwater service charge and any future system development charges necessary to implement the stormwater quality management program and performance standards within the Central Point city limits as of July 1, 2012. RVSS may not impose any additional fees on Central Point residents for stormwater quality management purposes.

Section 8. Compensation. Compensation for temporary provision of stormwater management services by RVSS on behalf of the City shall be as follows:

- a. General program management shall be compensated at a rate of ~~\$4,833~~ **\$3,750** per month until the Central Point NPDES Phase II stand-alone permit is issued. In the event permit issuance occurs prior to the beginning of the subsequent calendar month, the compensation rate will be proportionally allocated based on the number of days service was provided within said month.
- b. In the event the cost of stormwater management services exceeds the compensation amount set forth in subsection (a), RVSS may request additional compensation. Additional compensation shall be provided when:**
 - a. The cost of stormwater quality management services exceed the agreed upon annual compensation amount of 45K;**
 - b. Detailed cost statements and supporting documentation for time and materials justify the request for additional funding; and,**
 - c. Billing statements for additional compensation shall provide a detailed summary of time and materials as the basis for compensation.**

- c. Permit fees, including those covered by the RVSS 1200-CN permit, shall be paid to RVSS by the applicant of subject project proposals. In the event a permit is not terminated when DEQ issues a stand-alone NPDES Phase II permit and 1200-CN permit to the City, the annual fee shall be proportionally allocated based on the number of days during the fiscal year that the permit is administered by each respective party, as of the date a complete application or the annual renewal fee was received, whichever is later.

Section 9. Insurance. While this Agreement is in effect, each party shall have and maintain a comprehensive general liability and comprehensive automobile liability insurance policies. Each policy of insurance shall be written as a primary policy. A copy of each policy or a certificate of compliance with this Section 7 shall be subject to approval by the City's Risk Manager.

Section 10. Indemnification. Each party agrees to indemnify and hold harmless the other party and its officers, employees and agents from any and all losses, claims, actions, costs, expenses, judgments, subrogation, or other damages resulting from injury to any person (including injury resulting in death) or damage (including loss or destruction) property, of whatsoever nature arising out of or incidental to the negligent performance of professional services by RVSS (including but not limited to, RVSS' employees, agents, and others designated by RVSS to perform work or services attendant to this agreement). RVSS shall not be held responsible for damages caused by negligence of the City.

Section 11. Limitation. Nothing in this Agreement shall be construed as a limitation upon or delegation of the statutory and home rule powers of the City, nor as a delegation or limitation of the statutory powers of RVSS. This Agreement shall not limit any right or remedy available to the City or RVSS against illegal acts of third parties.

Section 12. Dispute Resolution. In the event of a dispute between the City and RVSS regarding their respective rights and obligations pursuant to this Agreement, the parties shall first attempt to resolve the dispute by negotiation. If not resolved by negotiation, following dispute resolution process is to be utilized by the parties:

Step 1, Negotiation between the City CEO and RVSS General Manager. Upon failure designated representative of each party to negotiate resolution of a dispute, the nature of the dispute shall be put in writing and be submitted to the City's Chief Executive Officer and RVSS's General Manager, who shall meet and attempt to resolve the issue. Resolution at this level shall be documented in writing and recognized by the City's Chief Executive Officer and RVSS' General Manager by their respective signatures. Failure to resolve an issue at this step within 30-days may result in escalation to Step 2 of the remedy process.

Step 2, Negotiation through Mediation. A mutually agreed upon mediator shall facilitate resolution of the dispute through negotiation. In the event the City and RVSS cannot agree on a mediator, the parties shall request a list of five (5) mediators from the American Arbitration Association, or other similar entity that provides mediation services, from which the parties will select a mutually agreed upon mediator. If mutual agreement cannot be reached, RVSS and the City shall utilize a process of alternating elimination,

whereby each entity will strike a name in turn until only one name remains. The order of striking names shall be determined by lot. Any costs for mediation services to resolve a dispute shall be equally distributed among RVSS and the City. A written termination of the dispute and resolution achieved shall be signed by both parties acknowledging each party's concurrence with the resolution. Failure to resolve the dispute at this step will escalate the matter to step 3.

Step 3, Binding Arbitration. A mutually agreed upon arbitrator, who shall be an attorney licensed to practice in Oregon shall be selected to resolve the dispute within ten (10) days. Failure to agree on an arbitrator will result in each party appointing an arbitrator. The two selected arbitrators shall choose a third arbitrator within ten (10) days. Failure to select a third arbitrator within the specified time, may resolve in either party applying to the presiding judge of the judicial district of Jackson County to appoint the required arbitrator. The arbitrator shall proceed according to the Oregon statutes governing the arbitration and the award of the arbitrators shall have the effect therein provided. The arbitration shall take place in Jackson County. Costs associated with arbitration shall be shared equally by the parties. The arbitrators may allow discovery, as provided by Oregon law and may grant any remedy or relief which the arbitrators deem just and equitable and within the scope of the agreement between the City and RVSS, including but not limited to, specific performance of any obligation created under the agreement, any interim or provisional relief that is necessary to protect the rights or property of the parties, or imposition of sanctions for abuse or frustrations of the arbitration process.

Section 13. Attorney Fees. In the event of any action to enforce interpretation of this agreement, the prevailing party shall be entitled to recover from the losing party reasonable attorney fees incurred in the proceeding, as set by the court, at trial, on appeal or upon review.

Section 14. Modification. No amendments, changes or modification to this Agreement shall be valid unless provided in writing and signed by the City and RVSS to acknowledge concurrence of each party to the proposed modification.

Section 15. Duration. This Agreement shall be in effect until the DEQ issues Central Point's stand-alone NPDES Phase II permit. Written notification of termination shall be provided by the City to RVSS in accordance with the termination provisions provided in Section 16.

Section 16. Termination. Termination of this agreement shall be made in writing to RVSS upon DEQ's issuance of the Central Point stand-alone NPDES Phase II permit. Due to the requirement to maintain ongoing compliance with federal and state delegated Clean Water Act requirements, termination of this Agreement shall not occur by either party until the date of said permit issuance.

- a. ~~If DEQ does not issue the stand alone permit to Central Point by June 30, 2013, RVSS may terminate this agreement in writing with a 30 day notice.~~

IN WITNESS WHEREOF, this instrument has been executed in duplicate by authority of lawful actions by the Council and RVSS Board of Directors and is effective July 1, ~~2012~~ 2013.

CITY OF CENTRAL POINT, OREGON

ROGUE VALLEY SEWER SERVICES

OF JACKSON COUNTY, OREGON

BY: _____
Mayor Hank Williams

BY: _____
Chairman, RVSS Board of Directors

ATTEST:

City Recorder

Carl Tappert, RVSS General Manager

MEMORANDUM OF UNDERSTANDING FOR ESTABLISHING STORMWATER MANAGEMENT
ROLES AND RESPONSIBILITIES

This Memorandum of Understanding is made and entered into this _____ day of _____, 2013 by and between the City of Central Point (“City”) and Rogue Valley Sewer Services (“RVSS”) for the purpose of establishing the roles and responsibilities for stormwater management to support the Intergovernmental Agreement between the City of Central Point and Rogue Valley Sewer Services Regarding Temporary Delegation of Stormwater Quality Management.

Both parties acknowledge that the City intends to obtain stand-alone permit coverage under the National Pollutant Discharge Elimination System (NPDES) Phase II program and that the timeline for permit issuance has been delayed due to unanticipated administrative program changes by the Oregon Department of Environmental Quality. Furthermore, both parties acknowledge the need for and mutual benefit afforded by collaborative implementation of stormwater management services that meet the existing NPDES Phase II permit requirements in accordance with the Intergovernmental Agreement between parties.

In this spirit of mutually beneficial cooperation, the roles and responsibilities for stormwater management are established for each party as set forth below.

Rogue Valley Sewer Services

RVSS is the NPDES Phase II permittee on behalf of the City and has legal authority to implement and enforce stormwater management activities pursuant to RVSS Code Chapter 4.05. In accordance with the role described herein, RVSS’ stormwater management responsibilities shall include:

1. Administration, implementation, enforcement and reporting for the following programs in accordance with RVSS Code Chapter 4.05
 - a. Construction Site Runoff Erosion Control Program
 - b. Illicit Discharge Detection & Elimination Program
 - c. Post Construction Stormwater Management
2. Collaborative planning and implementation of public involvement and outreach activities with the City.

Submission of quarterly reports: RVSS will provide copies of any permit applications (1200-C and 1200-CN) received each month, as well as application materials received for stormwater design review. If any erosion control violations, or illicit discharge notices are issued during the month, copies will be provided to the City.

3. Annual Report preparation and submittal to the Department of Environmental Quality.

City of Central Point

The City owns and operates the storm drainage system within the city limits; however, the City currently lacks legal authority in the Central Point Municipal Code to implement and enforce stormwater management activities provided in RVSS Code Chapter 4.05. Until NPDES Phase II permit coverage is provided by DEQ and legal authority is established, the City's stormwater management responsibilities shall include

1. Compliance with the performance standards and criteria associated with the construction site runoff, post-construction site runoff, and illicit discharge detection and elimination programs administered by RVSS on behalf of the City.
2. Development, administration, and implementation of the City's Pollution Prevention and Municipal Operations Program.
3. City will fund, organize and implement three public education and outreach projects including at least one event within the City each year. Outreach projects and events will target Central Point residents, business owner and visitors; and will address topics that promote awareness of stormwater, pollution prevention practices, water quality and any other topic that is relevant to the 6 minimum measures covered by the NPDES Phase II permit. RVSS will provide a supporting role to public education and outreach events run by Central Point.
4. Development and implementation of the City's Stormwater Master Plan, including but not limited to capital construction and maintenance of stormwater quality and quantity facilities.
5. Submission of quarterly reports: The City will provide a summary of education and outreach projects and events implemented, as well as any other activity implemented pursuant to this Memorandum of Understanding and the Intergovernmental Agreement.
6. Collection and management of stormwater quality fee revenue including development and administration of the stormwater quality budget in accordance with the compensation provisions of the Intergovernmental Agreement between the parties, the City's financial policies and stormwater quality program objectives.

This Memorandum of Understanding shall serve as the basis for defining stormwater management roles and responsibilities until the Intergovernmental Agreement is terminated or mutually agreeable amendments are adopted.

For Rogue Valley Sewer Services:

For the City of Central Point

Signature/Date

Signature/Date

Title

Title