

City of Madras

Goal 9 - Economic Development

Vision

Madras, Oregon is a healthy community with a diverse economy that focuses on traded-sector (export) industries. The City strives to promote “family-wage” job growth and provide opportunities for economic development in a business-friendly environment. Madras supports the growth and expansion of existing businesses, especially businesses that provide jobs in core economic sectors, which include agricultural products and support services, manufacturing, aviation/aeronautics, trucking services and testing, and wood product manufacturing. Madras supports investment in community and higher education and training to ensure we have the skilled labor force needed to support our economy.

Goals

1. Madras seeks opportunity for economic expansion in many economic sectors including:
 - Aviation and Aerospace Development Services (National)
 - Warehousing and Distribution Facilities (Regional)
 - Value Added Products and Services for Agricultural and Mining Industries (National)
 - Manufacturing, such as Advanced Manufacturing, High Tech Manufacturing, or Wood Products Manufacturing
 - Health Care and Community Services (Regional)
 - Tourism and Recreational Services (Regional)
2. Madras will take action to facilitate economic growth and development by:
 - a. Investing in basic transportation infrastructure, including roads, rail access, and aviation facilities.
 - b. Including sufficient land inside the Urban Growth Boundary at the Madras Airport to enable development of air-side support services and business aviation.
 - c. Ensuring the availability of public water and sanitary sewer service to land designated for employment uses.
 - d. Supporting community investment in essential “high-speed” communication and information exchange resources to education, employment, and institutional land uses.
3. Madras is committed to balancing economic development goals with long-term preservation of the environment, including the surface and ground water resources, air quality, and high-value farmland that sustain the local economy.

Policies

Madras will work to achieve these economic development goals using the following policies, which are number for reference purposes. All policies have equal standing and need to be balanced when applied to planning decisions.

1. Provide an adequate supply of employment land in a variety of site sizes and locations, to meet employment growth forecasts.
2. Provide capacity and maintain the public infrastructure necessary to support local businesses and their employees, including roads, aviation and rail facilities, drinking water supply, and sanitary sewers.
3. Actively support investment in essential high-speed communications infrastructure to support the emerging information-economy, and seek ways to reduce communication tariffs on existing industries and incubator offices.
4. Take steps to encourage investment downtown by adopting incentive programs that encourage redevelopment of property within the Willow Creek floodplain.
5. Encourage redevelopment of vacant and underutilized downtown commercial properties through fiscal policy, zoning regulations, and streamlined permitting.
6. Support businesses expansion and recruitment through local and regional economic development incentive programs.
7. Actively participate in regional economic development and recruitment efforts through Economic Development Central Oregon (EDCO).
8. Support planning and development of intermodal rail access through a rail siding and/or intermodal reload facility accessible to all employers in Jefferson County.
9. Promote development at the airport consistent with the Airport Master Plan.
10. Support workforce development and re-education efforts of the Jefferson County School District and the Madras campus of the Central Oregon Community College.

Implementation

Madras will take steps to achieve these economic development objectives using the following program and regulatory measures:

- a. Facilitate formation of an Ad Hoc economic development committee to identify and remove barriers to economic development in Madras and Jefferson County.
- b. Work with EDCO and local property owners to identify and designate a Regional Industrial Development Site in or near Madras.
- c. Lead a rail access economic feasibility study that examines ways to improve intermodal freight accessibility in Madras and Jefferson County, including facilities that support basalt mining and other commodity exports.
- d. Make public improvements in downtown and commercial corridors that reduce flood hazards and enhance development opportunities using urban renewal, ODOT highway enhancement, and local improvement financing tools.

- e. Pursue Oregon Enterprise Zone designations and other tax incentive programs for industrial development sites.
- f. Review development application fees and look for ways to streamline development review with a “fast track” permitting and approval process for targeted reinvestment areas, including downtown Madras.
- g. Investigate regulatory and policy approaches to preserve the amount of irrigated agricultural land that may be impacted by urban development.