

# Madras EOA

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Beth Goodman, ECONorthwest  
Becky Steckler, AICP



Introduction to an  
EOA

Preliminary Findings

Madras' Economic  
Opportunities

Estimate of  
Employment Land  
Needs

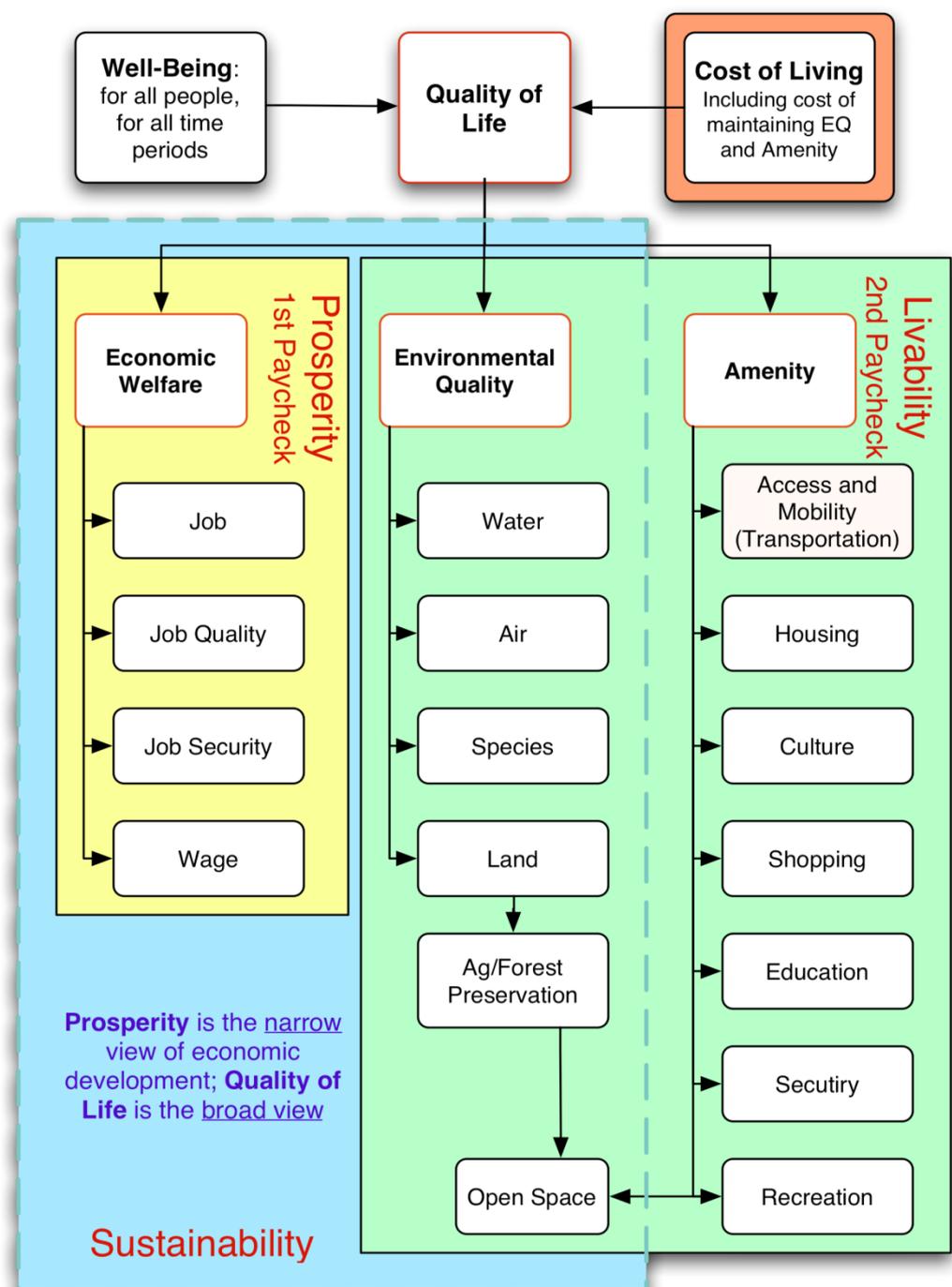
Policy Implications

## Introduction to an EOA



## The Broad View

- It is about prosperity (the first paycheck), and
- Livability (the second paycheck)



- How much growth?
- How much land?
- Where is the buildable land?
  - Vacant; unconstrained physically or by policy
- What development patterns make sense?
- What are the impediments to properties being developed or redeveloped?
- How might those impediments be eliminated?

To provide adequate opportunities throughout the state for a variety of economic activities vital to the health, welfare, and prosperity of Oregon's citizens

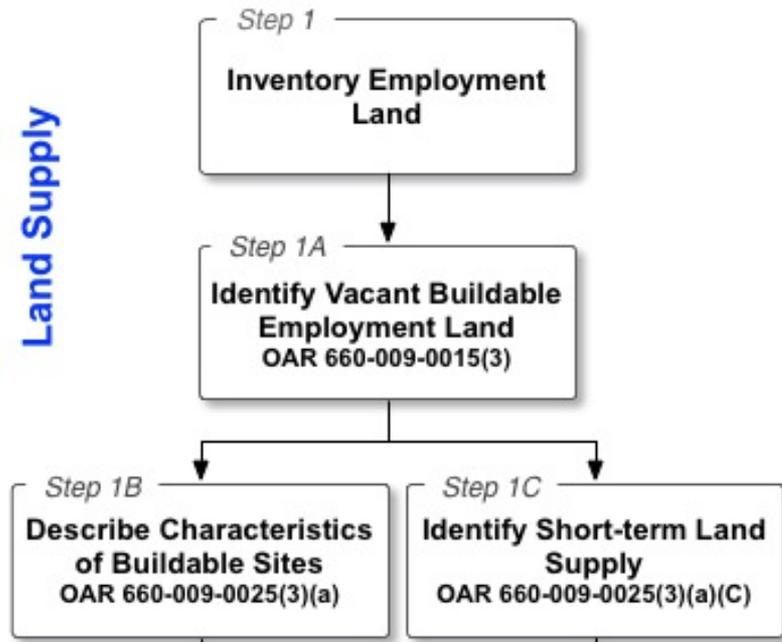
- Big picture:
  - Evaluate factors that affect Madras' economy
  - Forecast employment and land need: supply and demand for land
  - Identify site needs of target industries (existing or new)
  - Determine if Madras has enough of the right types of sites in the UGB
  - Develop concise summary of Madras' economic development objectives
  - Outline steps the city government can take to help the community achieve its economic development objectives

- Evaluate factors that affect Madras' economy
- Forecast employment and land need: supply and demand for land
- Identify site needs of target industries (existing or new)
- Determine if Madras has enough of the right types of sites in the UGB
- Identify policy changes necessary for the City to achieve its economic development objectives

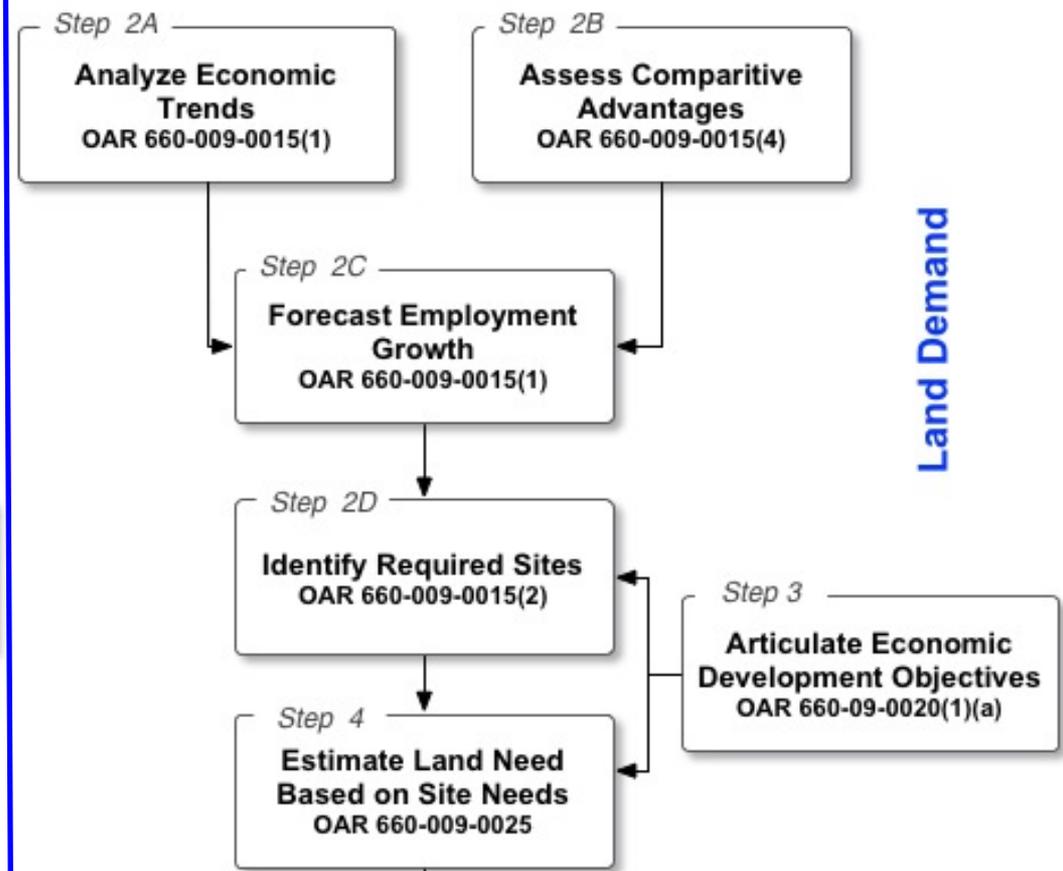
# Inventory of Employment Land

# Need for Employment Land

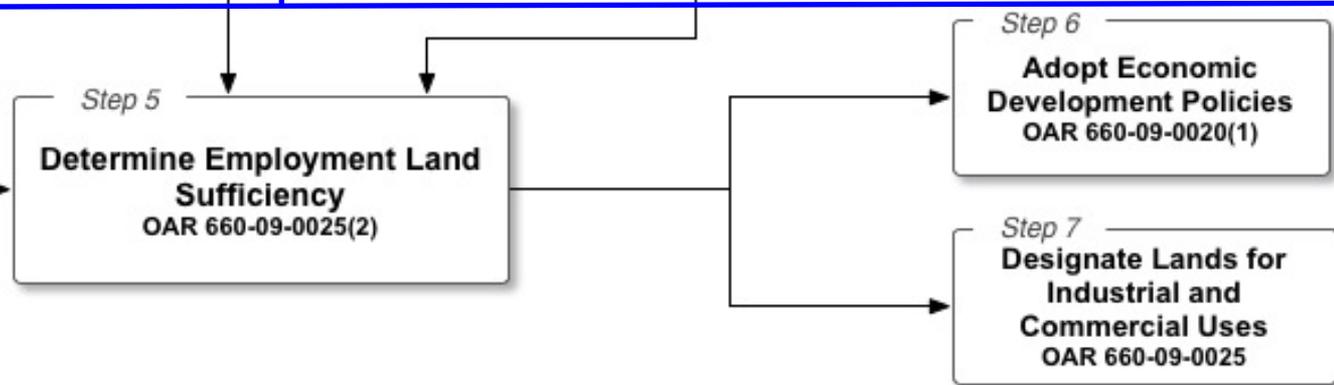
Land Supply



Land Demand



Comparison / Conclusions

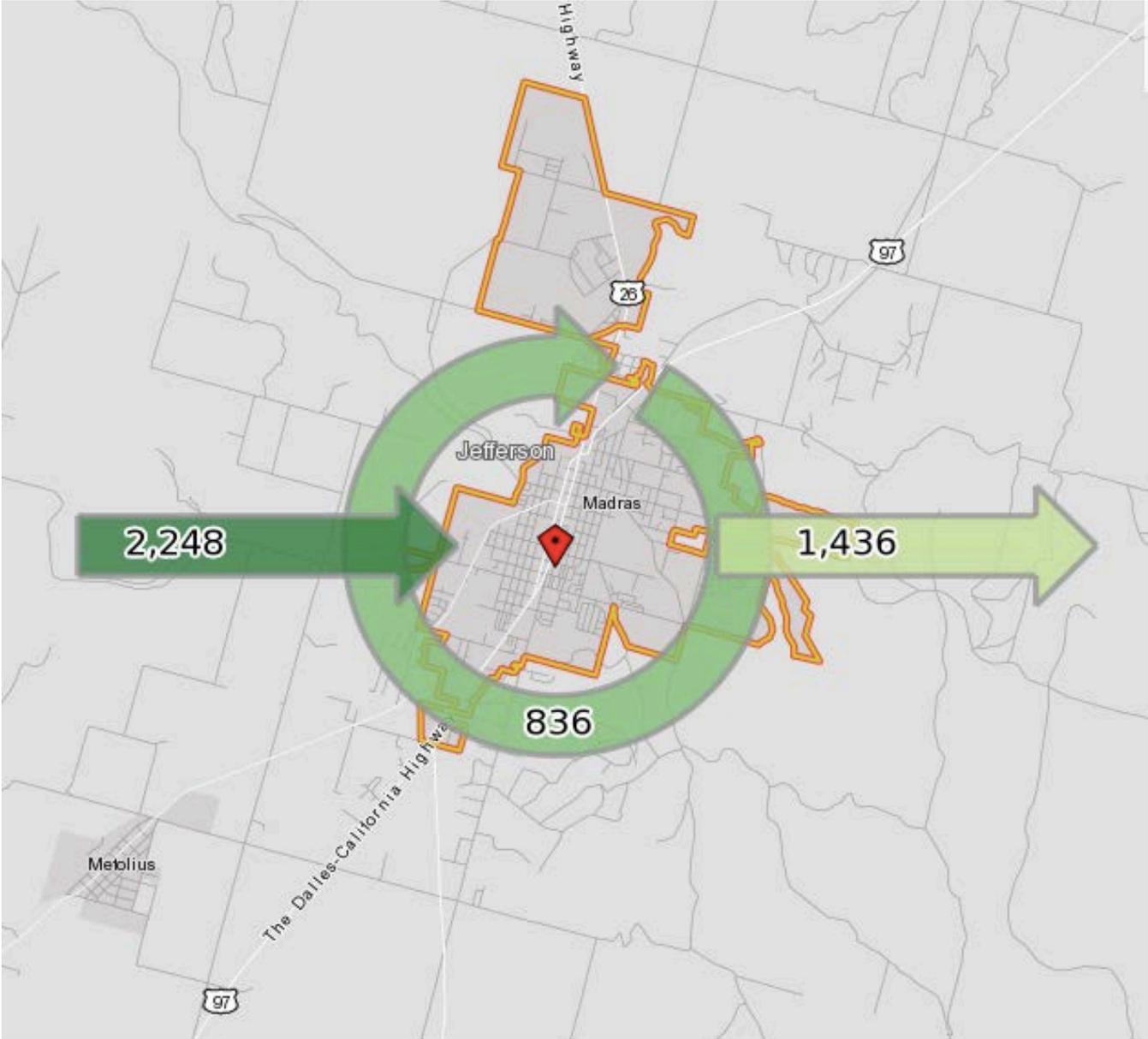


# Preliminary Findings about Factors Affecting Employment Growth in Madras

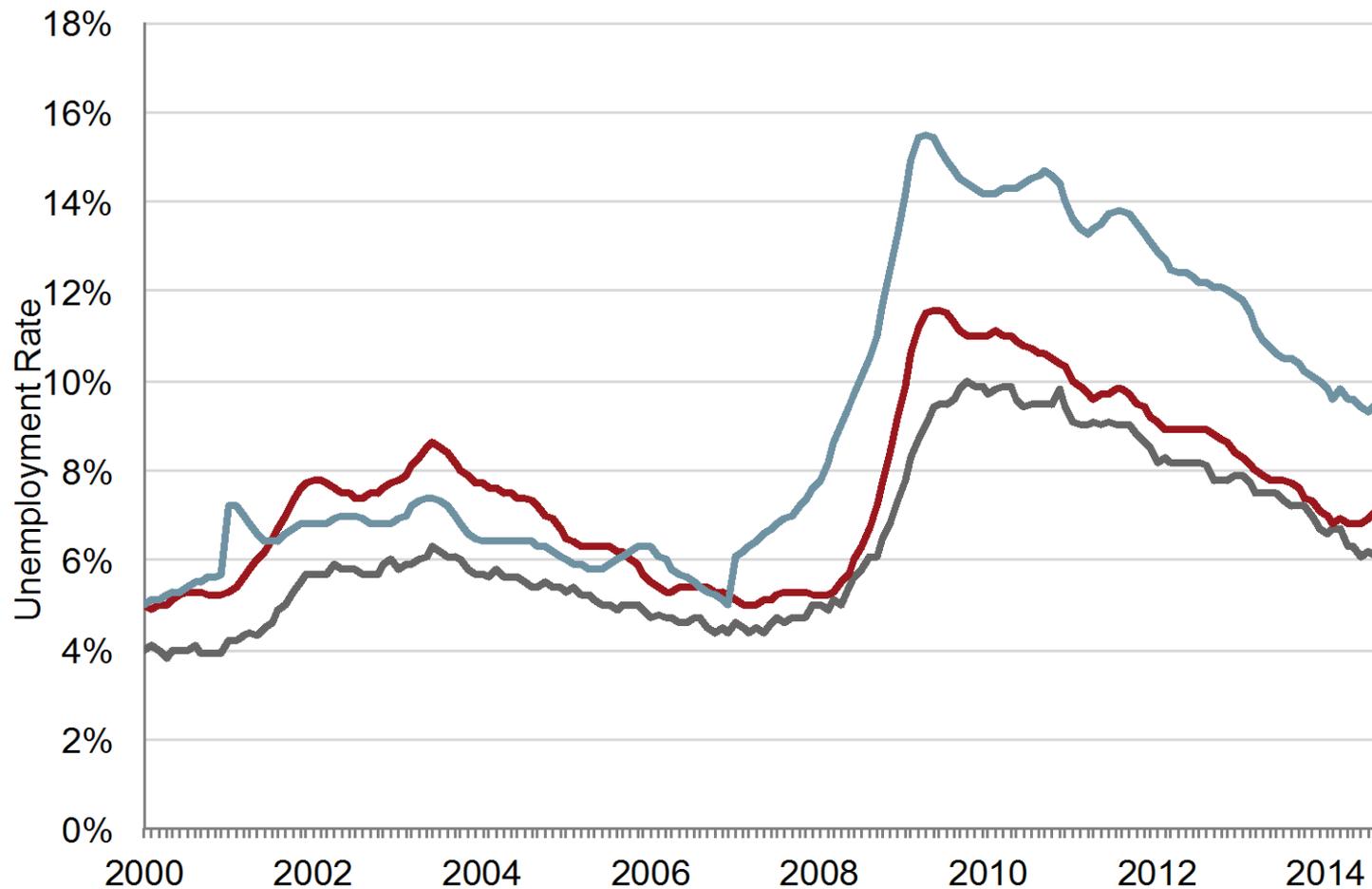


- Population growth: 1990-2013
  - > 8,000 people in Jefferson County
  - 2,800 people in Madras
- Population age
  - Madras' population is, on average, younger
  - Fastest growing group in Madras: 45-64 year olds
  - People over 60 years old will grow fastest in future

# Commuting Patterns



## Unemployment Rates



— United States

— Oregon

— Jefferson County

Portland

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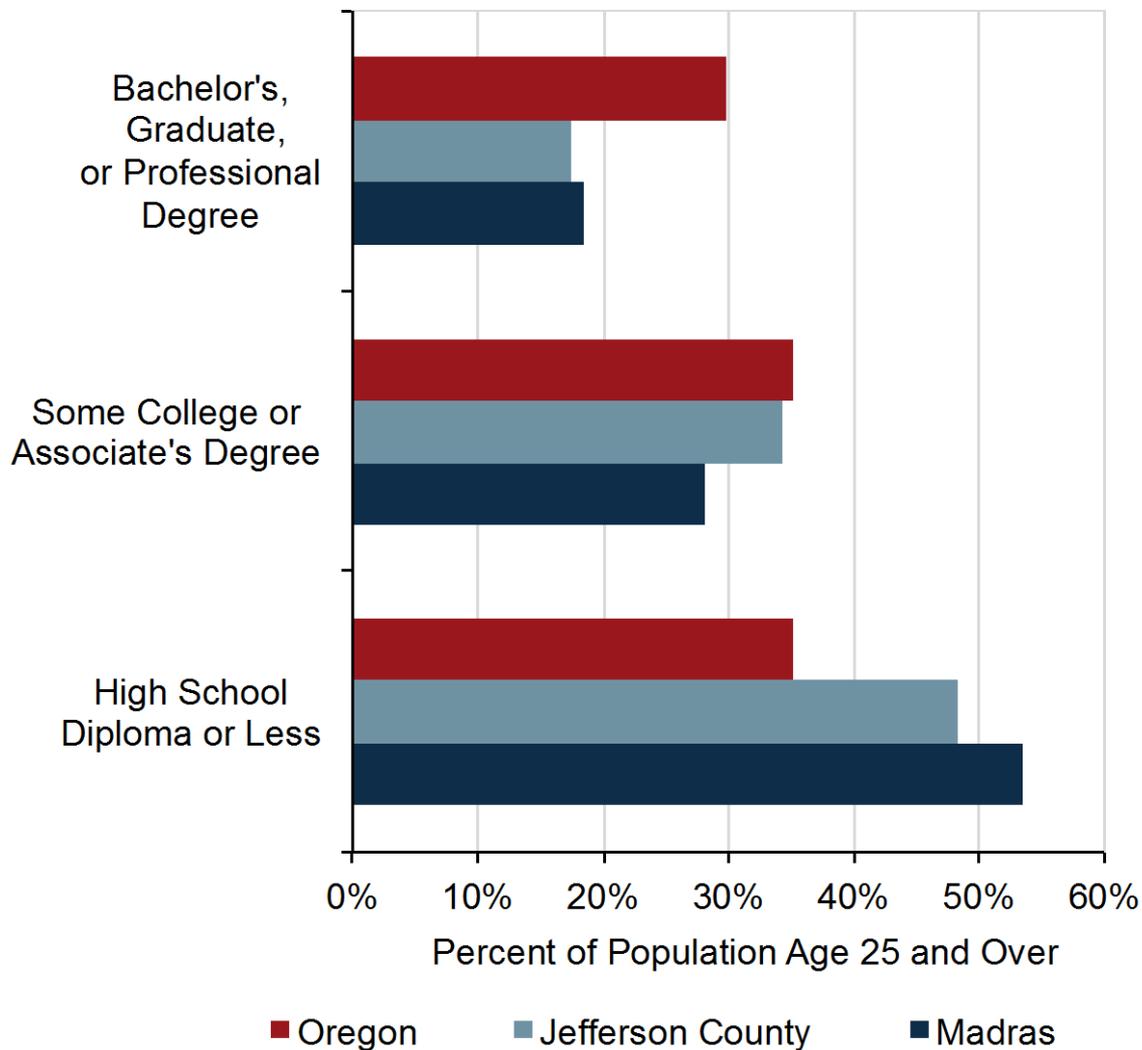
Eugene

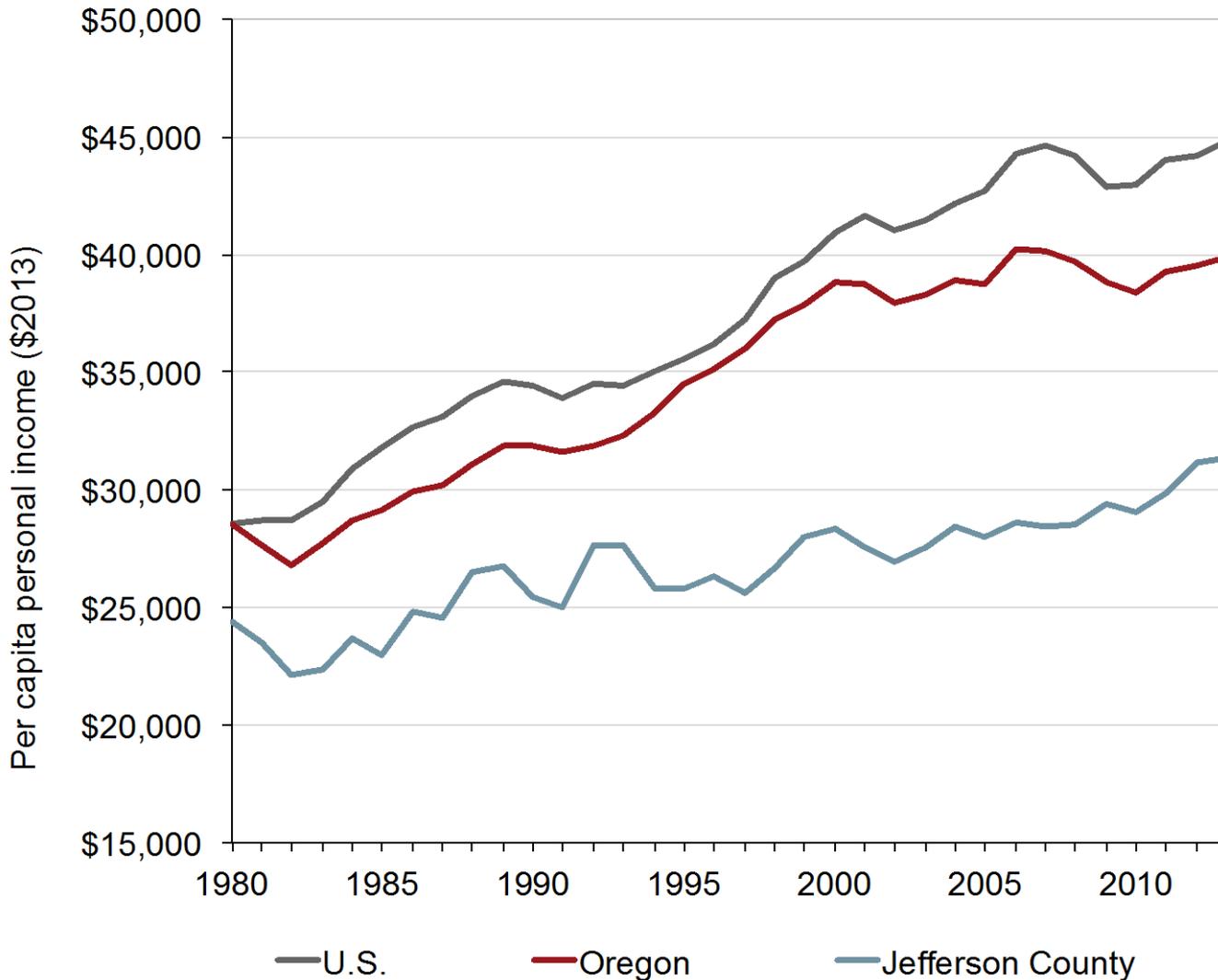
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Seattle

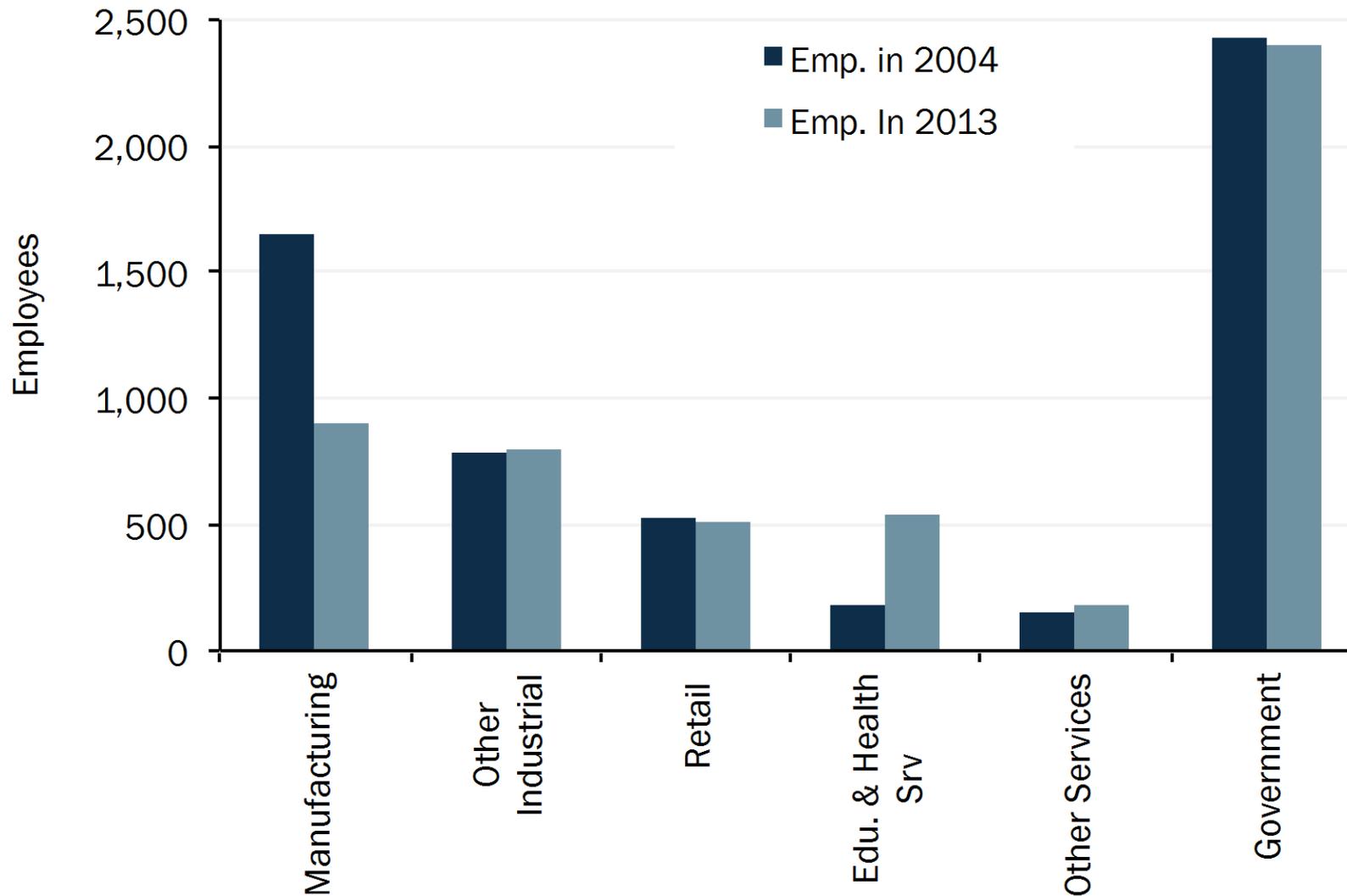
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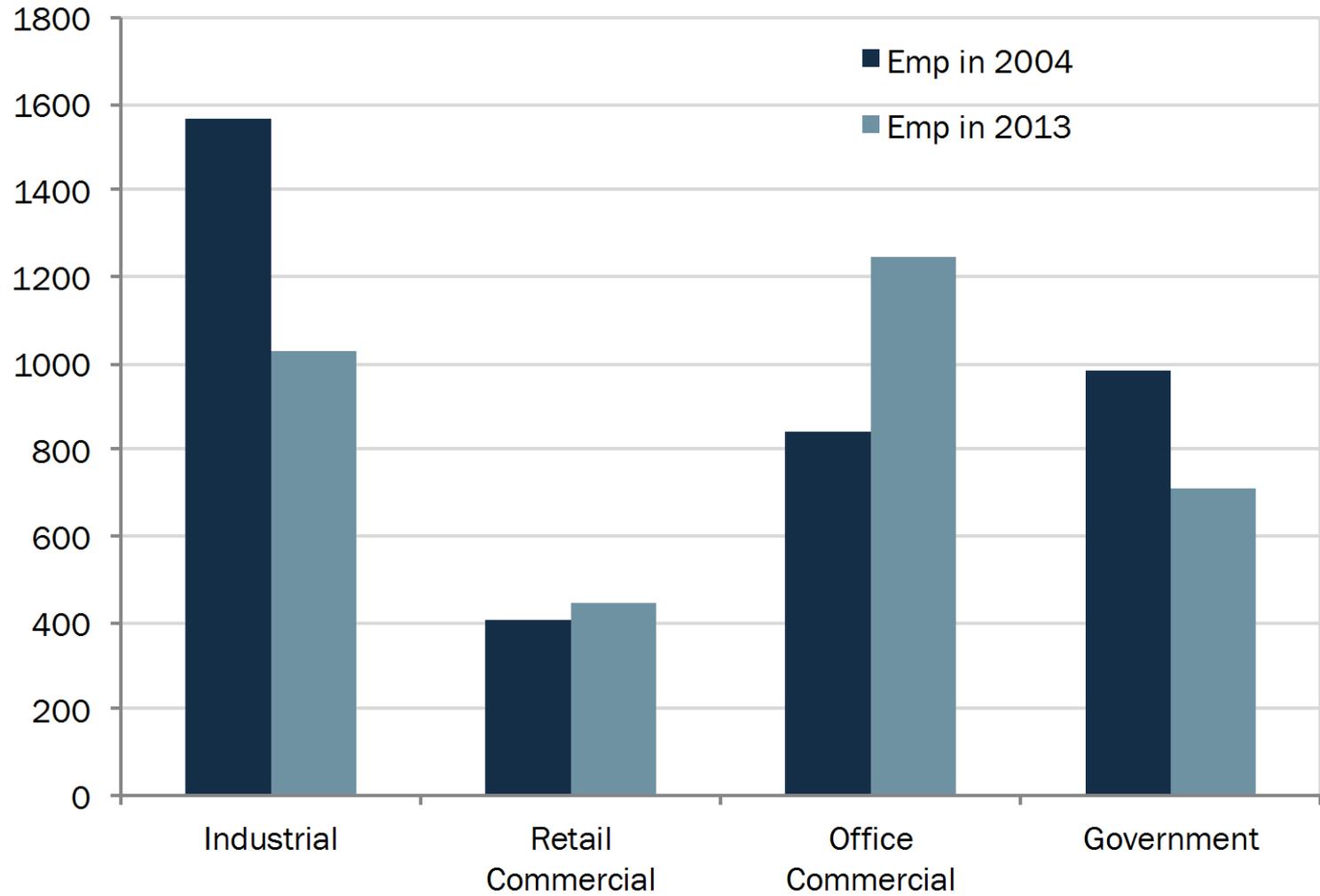
Boise





# Employment in Jefferson County





# Madras' Economic Opportunities



- Access to Highways 97 and 26, rail access
- Madras Airport
- Availability of labor
- Relatively low housing costs
- Availability of urban infrastructure
- Proximity to natural resources
- Semi-rural setting and quality of life

- Manufacturing
  - Aviation/aerospace
  - Wood products
  - Renewable energy development
  - Specialty and advanced manufacturing
- Regional distribution and warehousing
- Services for residents and visitors
  - Hospitality and retail
  - Health services

## Warm Springs designated as a UAV test site in 2013

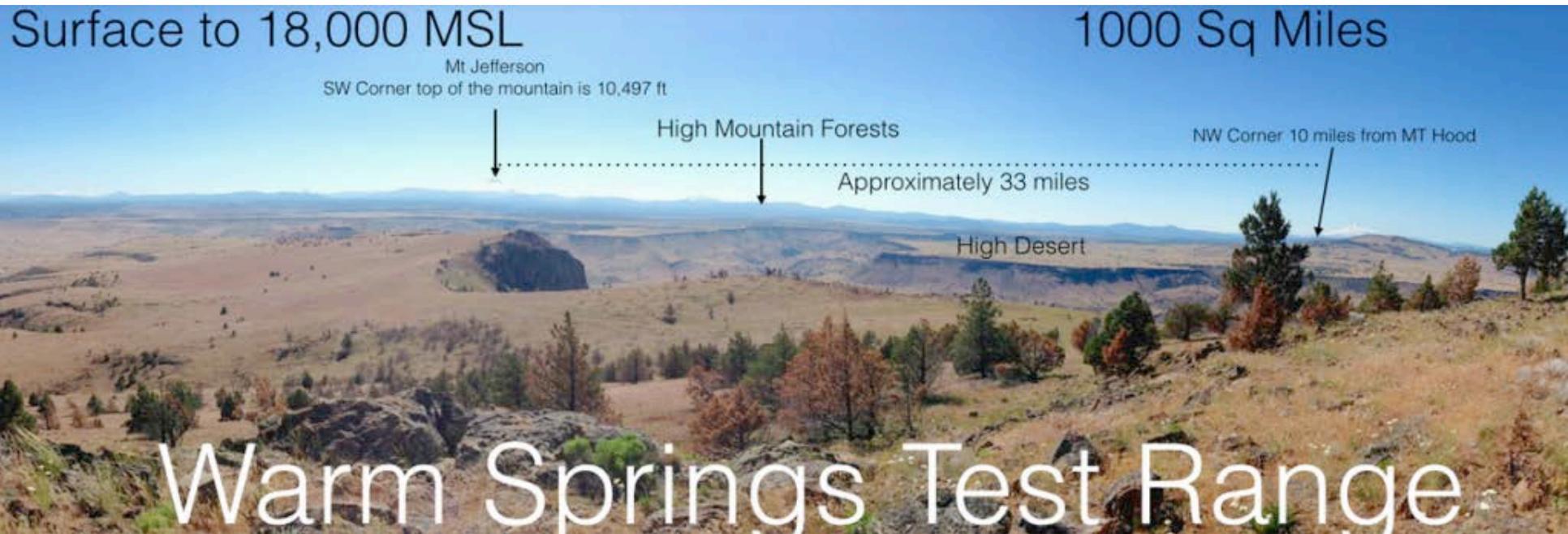


Photo credit: VDOS Global from the SOARoregon.com website.

- Benefits of Warm Springs Test Site
  - Varied terrain
  - Local applications
  - Favorable weather
  - Privacy
  - Local workforce
  - Livability and amenities for workers
  - Low volume airport
  - Land and building regulations similar to manned aircraft

- Estimated up to 300 and 400 new jobs related to UAV industry in Oregon
- Most commercial uses of UAVs in precision agriculture and public safety
- Needs of employers should not differ significantly from current aeronautics industry
- Investments in high capacity fiber, radar, and activities to welcome new employers may be important to compete with other locations

- Industrial
  - 150 to 200 gross acres
  - Need to separate land needed at the airport from general industrial land
  - May have special land needs at airport
- Commercial – Office and Retail
  - 100 to 150 gross acres

# Preliminary Policy Implications



- 2007 EOA showed surplus of Industrial land
- Manage Airport and Industrial land separately
- Identify needed changes to industrial land base
- Identify opportunities to allow a mixture of light industrial and commercial uses

- 2007 showed deficit of C-1 and NC land
  - This study may show similar deficit
- How to meet commercial land need
  - Identify opportunities for redevelopment or infill
  - Identify opportunities to redesignate land for commercial uses

- FAA is supposed to adopt regulations for UAVs by Sept 2015
- Oregon legislature may adopt new legislation (2013 legislation regulated use: required warrants for surveillance)
- Most concerns around privacy and safety
- UAV experts consulted do not believe that existing regulations will present barriers to UAV firms wishing to locate at the Madras Municipal Airport.

- City should wait until FAA adopts regulations for UAVs before updating zoning for UAVs at the airport
- Track 2015 Legislature for UAV related legislation

- Revise the buildable lands inventory
- Refine the employment land need
- Complete the Economic Opportunities Analysis
- Identify probable changes to land management policies



**Portland**



**Eugene**



**Seattle**



**Boise**