

CITY OF MADRAS COMPREHENSIVE PLAN

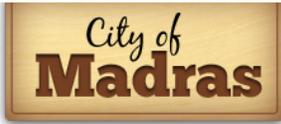
ECONOMIC OPPORTUNITIES ANALYSIS/GOAL 9 UPDATE

PROJECT OBJECTIVES

- Update Madras's Employment Forecast and Land Needs Analysis
- Analyze the overall inventory of employment land in the UGB
- Analyze the Urban Reserve Area (URA) land need/supply
- Analyze needs / opportunities related to the UAV Test Site designation
- Increase the inventory of small (1 to 10 acre) industrial sites in the UGB
- Review Madras's Goal 9 - Economic Development goals and policies

RESULTS AND FINDINGS

- Madras's rate of employment growth has slowed significantly since 2007. At current rates, the UGB has a sufficient inventory of industrial and commercial land to accommodate projected employment for the next 20-years.
- Madras's Urban Reserve Area (URA) includes enough land to accommodate forecast urban land uses including industrial uses. Some areas adjacent to the URA/UGB appear to be better suited for meeting future employment needs than the land presently included in the URA. Address this either through future additions to the URA, through adjustment to the existing URA, or using specific land suitability criteria.
- Madras Airport Development Zone allows development of land uses that would be expected for UAV testing facilities and does not need to be altered to accommodate these uses. The employment impact associated with the UAV industry in Madras could be as high as 150 permanent jobs. Consider amending the County's Airport development zone so that the city and county zones are consistent.
- Amend Madras Comprehensive Plan Map and zoning code to provide a greater number of small to medium sized development sites for light industrial employment. There are three ways this could be done. One would be to rezone commercial land for General Industrial use, but findings for this



approach would be difficult given there is a surplus of industrial land in the existing UGB. The second approach would establish a new flexible mixed-use employment zone. The new zone would allow a variety of employment uses including light industrial uses as well as most uses now allowed in the City's General Commercial zone. The expanded list of allowed uses would include warehousing, big-box retail, light industrial/flex space, office park, but not heavy industrial uses. Locate this new zone in south Madras to take advantage of the US 97 corridor and proximity to other Central Oregon markets. A third approach would be to leave the existing base zones in place and develop an overlay zone that would expand allowed uses in South Madras. The overlay approach may be more palatable to existing property owners who are familiar and comfortable with their commercial zoning; they may feel the mixed-use approach could detract from their property value.

- Consider amending parts of the Madras General Industrial zone to make the development process more streamlined. The review will consider the list of permitted and conditional uses and development standards in the GI zone. For example, the current development standards require 15% of the property to be landscaped and the use of architectural features to break up massing and such. These standards may be better suited to a mixed-use setting than a general heavy industrial area.
- Update Madras Goal 9 – Economic Development vision statement and policies, which date to the 1980's, based on recommendations forwarded by the TAC.