



Department of Land Conservation and Development

2019-21 TECHNICAL ASSISTANCE GRANT APPLICATION

Please complete each section in the form below. Type or write requested information in the spaces provided. **Submit completed applications by October 1, 2019.**

Date of Application: 9/25/19

Applicant: City of Newberg

(If council of governments, please also include the recipient jurisdiction name if applicable)

Street Address: 414 E First Street

City: Newberg

Zip: 97132

Contact name and title: Doug Rux, Community Development Director

Contact e-mail address: doug.rux@newbergoregon.gov

Contact phone number: 503-537-1212

Grant request amount (in whole dollars): \$27,500

Local Contribution (recommended but not required): \$27,500

Project Title:

Newberg Economic Opportunities Analysis

Project summary: (Summarize the project and products in 50 words or fewer)

The purpose of the Newberg Economic Opportunities Analysis (EOA) is to update the 2004 EOA to be in compliance with Goal 9 and OAR 660-009-0015 to provide adequate employment land for future needs, efficiently use buildable land within the Newberg urban growth boundary, and satisfy local economic development goals.

Project Description & Work Program

Please describe the proposed project, addressing each of the following in an attachment.

A. Goals and Objectives. State the goals or overall purpose of the project. Describe particular objective(s) the community hopes to accomplish. Please indicate whether this is a stand-alone project or is part of a longer multi-year program. If it is the latter, describe any previous work completed, subsequent phases and expected results, and how work beyond this project will be funded.

B. Products and Outcomes. Clearly describe the product(s) and outcome(s) expected from the proposed project. Briefly describe any anticipated significant effect the project would have on

development, livability, regulatory streamlining, and compliance with federal requirements, socioeconomic gains, and other relevant factors.

C. Work Program, Timeline & Payment.

1. Tasks and Products: List and describe the major tasks and subtasks, with:

- The title of the task
- Steps to complete task
- The interim and final products for each task

2. Timeline: List all dates for the project including tentative start date after the contract is signed, task completion dates, and project completion date. If the project is part of a multi-year program, provide an overview of the expected timelines in sequence of expected start dates and completion date for each phase and describe subsequent phases to be completed.

3. Payment Schedule: Develop a requested payment schedule showing amount of interim and final payments. Include the products that will be provided with each payment request. The payment schedule should generally include no more than two payments – an interim and final payment.

D. Evaluation Criteria. Include a statement in the narrative that addresses the program priorities and evaluation criteria presented in the application instructions (“Eligible Projects and Evaluation Criteria”).

E. Project Partners. List any other public or private entities that will participate in the project, including federal and state agencies, council of governments, city and county governments, and special districts. Briefly describe the role of each (*e.g.*, will perform work under the grant; will advise; will contribute information or services, etc.).

F. Advisory Committees. List any advisory committee or other committees that will participate in the project to satisfy the local citizen involvement program.

G. Cost-Sharing and Local Contribution. DLCDD funds are only a part of overall project costs; please identify sources and amounts of other funds or services that will contribute to the project’s success. Cost-sharing (match) is not required, but could be a contributing factor to the success of the application.

Will a consultant be retained to assist in completing grant products? Yes No

Local Official Support

The application **must include a resolution or letter from the governing body** of the city, county, district, or tribe demonstrating support for the project. If the applicant is a council of governments on behalf of a city, a letter or resolution from the city council supporting the application must be included. *The application will not be complete if it does not include this item.* The letter of support

may be received by DLCD after the application submittal deadline, but it must be received before a grant is awarded.

Product Request Summary

Product	Grant Request	Local Contribution	Total Budget
1	\$ <u>2,500</u>	\$ <u>2,500</u>	\$ <u>5,000</u>
2	\$ <u>4,000</u>	\$ <u>4,000</u>	\$ <u>8,000</u>
3	\$ <u>10,000</u>	\$ <u>10,000</u>	\$ <u>20,000</u>
4	\$ <u>3,500</u>	\$ <u>3,500</u>	\$ <u>7,000</u>
5	\$ <u>5,000</u>	\$ <u>5,000</u>	\$ <u>10,000</u>
6	\$ <u>2,500</u>	\$ <u>2,500</u>	\$ <u>5,000</u>
7	\$ _____	\$ _____	\$ _____
8	\$ _____	\$ _____	\$ _____
TOTAL	\$ <u>27,500</u>	\$ <u>27,500</u>	\$ <u>55,000</u>

Submit your application with all supplemental information to:

Gordon Howard, Community Services Division Manager

E-mail (preferred): DLCD.GFGrant@state.or.us

Mail: Department of Land Conservation and Development
635 Capitol Street N.E., Suite 150
Salem, OR 97301

Phone: 503-503-934-0034

APPLICATION DEADLINE: October 1, 2019

City of Newberg | DLCD Technical Assistance

Grant Application Materials – Economic Opportunities Analysis

Project Description and Work Program

The purpose of the project is to update the 2006 Newberg Economic Opportunities Analysis, determine the future employment land needs of the city, understand market trends, and define strategies to accommodate employment growth including efficient use of commercial and industrial land inside the existing UGB.

The City of Newberg continues to experience a great amount of population growth. Many Newberg residents travel to other cities for work, while those employed in Newberg live elsewhere. In August 2019 the City of Newberg completed a community vision (A NewBerg) that included goals and actions related to Newberg's future, including economic development and livability goals. These documents state that in order to ensure for a diverse economy and provide family wage jobs, the city should increase the amount of industrial and commercial land, recruit new businesses, and support the retention and expansion of existing industrial businesses.

A preliminary Buildable Lands Inventory (BLI) was completed in March 2019 using the Division 38 Simplified Urban Growth Boundary (UGB) Method. Due to technical issues with the rules, the City decided to end the project in May 2019. However, the preliminary BLI showed a deficit of industrial land (40 acres) and a small surplus of commercial land (3.6 acres) over a 14 year period. The largest tract of vacant commercial land within the city has received planning approval for a development with a mix of residential and commercial uses (Crestview Crossing). The Riverfront Master Plan (accepted by City Council on September 16, 2019) proposes to change the zoning or designation of some commercial land to medium and high density residential. The supply of vacant or partially vacant land within the current UGB is limited, and there is a demand on this limited supply to satisfy a variety of needs. As changes in designation are adopted and new developments are constructed, the small surplus of commercial land noted in the preliminary Division 38 findings will be eliminated.

Without available, suitable land, it will be difficult to meet the 20 year land needs and attain city and state economic development goals. To plan for future growth, the City anticipates pursuing an UGB expansion using the traditional method (Division 24). Part of that process is to complete a Housing Needs Analysis (HNA) and Economic Opportunities Analysis (EOA). An updated HNA was completed and accepted by City Council in August 2019.

A. Goals & Objectives

The main goal of the project would be to determine future employment needs, ensure there is adequate land available for employers and businesses, and recommend strategies to most efficiently use employment lands and meet economic development goals. Other specific project goals and objectives include the following:

- Update the buildable lands inventory for commercial and industrial land.
- Understand the impacts forecasted growth, market trends, and local factors will have on employment sectors and land needs for the City of Newberg.
- Identify types of sites needed to retain, expand, attract, and develop the sectors most likely to locate in the City of Newberg.
- Develop strategies, actions, and policies to meet economic development goals and best utilize land within the existing Newberg UGB.

- Employ a collaborative process with broad agreement among stakeholders regarding economic development trends, future land need, and strategies to achieve Newberg’s economic development goals.

B. Products & Outcomes

The work products of the project would be a trend analysis and economic forecast, buildable land inventory and site suitability analysis, determination of employment land needs, and development of strategies and actions to accommodate the land needs. A successful project outcome will include identifying the employment land need and site characteristics appropriate for businesses most likely to locate in Newberg and obtaining a broad consensus on the an approach to ensure a healthy local economy.

C. Work Program, Timeline, & Payment

Tasks & Work Products:

1. Project Kick-off – Review existing city documents including Newberg Comprehensive Plan, A NewBerg Vision and Action Plan, Newberg Downtown Improvement Plan, Newberg Riverfront Master Plan, Newberg Economic Development Strategy, and Newberg Strategic Tourism Plan. Meet with city staff to understand city-specific concerns. [\$5,000]
2. Trend analysis and Employment Forecast – Review existing conditions and employment trends to identify industries and employment sectors likely to expand or locate in the Newberg planning area and prepare employment forecasts. [\$8,000]
3. Buildable Lands Inventory and Site Suitability Analysis – Update the buildable lands inventory for employment lands (commercial, industrial, and institutional) in accordance Oregon Administrative Rules Chapter 660, Division 9. Analyze site suitability to accommodate employment projections and satisfy economic development goals. [\$20,000]
4. Employment Land Needs Analysis – Forecast the employment growth based on population forecast or long term job forecast and determine the need for employment land. Analyze the data from the buildable lands inventory to determine if the existing inventory is sufficient to accommodate the identified need. [\$7,000]
5. Strategies to Accommodate Employment Growth – Develop strategies to accommodate the projected employment growth including expansion of Urban Growth Boundary (UGB) and efficient use of existing employment lands within the UGB. [\$10,000]
6. Economic Opportunities Analysis Report – Complete a draft hearings-ready EOA report based on information and analyses from tasks 1-5. [\$5,000]

Timeline: The anticipated project schedule would be 12 months from start to completion. The tentative start date for the project would be 30 days after a contract is signed. Each task above is estimated to take 2-4 months. Some tasks may need to run concurrently. The project milestones are tied to the completion of each task identified above. The project completion date would be an estimated 13 months after a contract is signed.

Payment Schedule: Payment would happen at the midpoint and at the end of the project. The midpoint payment would come after completion of Tasks 1 - 3 above, and final payment would come after completion of Tasks 4 - 6.

Public Involvement: Advisory committees (technical and citizen) will be appointed representing a variety of stakeholders. Committee members will meet at least once during each task to review the draft work products. Two public meetings will also be held during the project to present findings and obtain input on the draft materials. Draft work products will be revised based on the input and feedback received.

D. Evaluation Criteria

1. *Project Objectives*

The City of Newberg last updated its Economic Opportunities Analysis in 2006. Since that time the population has continued to increase as more people move into the areas near Portland seeking more affordable housing options. Based on American Community Survey 2013-2017 data, approximately 75% of employed Newberg residents commuted outside the city for work. Recently the City completed a community visioning process (A NewBerg) that included actions to increase the number of family wage jobs and provide a diverse economy. One of these was to increase the amount of industrial and commercial land.

The City was pursuing an Urban Growth Boundary (UGB) study using the Division 38 Simplified UGB Method. Due to various technical issues with the new rules, the City ended the process. The preliminary findings from this study showed a deficit in industrial land (40 acres) and a small surplus in commercial land. There is a finite amount of land within the current UGB and not all land is suitable for all uses. In addition, development and changes in zoning and Comprehensive Plan designations continually impact the land supply. Having adequate land available for commercial and industrial uses is key in implementing Goal 9 and local economic development goals. To plan for future growth, the City anticipates pursuing an UGB expansion using the traditional method (Division 24). Part of that process is to complete a Housing Needs Analysis (HNA) and Economic Opportunities Analysis (EOA). The HNA has been completed and accepted by City Council. An EOA is the next step in this process.

2. *Program Priorities*

The project addresses the program's economic development priority: the project promotes economic development in Newberg and Yamhill County. The Newberg Economic Opportunities Analysis was last updated in 2006, this project updates the EOA to satisfy Newberg Comprehensive Plan policies and Statewide Planning Goal 9.

The adopted A NewBerg Community Vision (August 2019) has goals to enhance commercial and industrial development capabilities and employment opportunities. This document lists a variety of strategies to attain these goals, including increase the supply of industrial, commercial, and institutional land. Vacant industrial land is limited in Newberg. In 2019, Newberg completed a draft BLI for possible Urban Growth Boundary expansion using Division 38 rules. This process was not pursued and the BLI was not adopted. However, the preliminary results showed a deficit of 40 acres in industrial land and a small surplus (3.6 acres) of commercial land. As the limited supply of land inside the UGB continues to be developed or re-designated for other uses, the need for employment land increases. The project analyses will specifically be used to understand employment land needs, complete a UGB amendment study using the Division 24 rules, and promote local goals of providing family wage jobs by recruiting new businesses and enable existing businesses to expand operations.

3. *Project Description*

The approach, budget and products are detailed in Section C of this application.

4. *Grantee Capacity*

There is adequate staff capacity to successfully manage this project as has been demonstrated with previous DLCD grant-funded projects, including Newberg 2030 (Phases I and II) and the Newberg HNA.

5. *Regional Solutions Team RST Priorities*

This project advances the RST priority for the Mid-Valley region to be a thriving center of manufacturing innovation, collaboration and entrepreneurship. The adopted A NewBerg Vision (August 2019) and Newberg Economic Development Strategy (March 2016) both have goals to enhance commercial and industrial development capabilities and employment opportunities. Strategies to attain these goals relate to retention and expansion of existing businesses but also recruiting new business. One factor in providing those opportunities is an adequate supply of industrial and commercial land. The project analyses will specifically be used to understand employment land needs to identify lands on which future employers and businesses can locate. It also seeks ways to best utilize employment lands within the existing UGB.

6. *Multiple Jurisdictions*

This is not a joint application. The products and outcomes will be specific to the City of Newberg. However, there will be regional partners as decisions will impact and need input from agencies and organizations throughout Yamhill County. Regional partners include Yamhill County, Chehalem Valley Chamber of Commerce, Strategic Economic Development Corporation, Mid-Willamette Valley Council of Governments, Newberg Downtown Coalition, Chehalem Park & Recreation District, Business Oregon, Oregon Employment Department, and Friends of Yamhill County.

7. *Leverage*

The anticipated cost of the project is approximately \$55,000. The City is requesting a grant for \$27,500 with matching funds of \$27,500. In addition, the City will be contributing staff time to the project.

E. Project Partners

The following partners will participate in an advisory or information giving capacity: Newberg City Council, Newberg Planning Commission, Yamhill County, Chehalem Valley Chamber of Commerce, Newberg Downtown Coalition, Friends of Yamhill County, Oregon Employment Department, Department of Land Conservation and Development, Business Oregon, Mid-Valley Regional Solutions, and business owners. Note that representatives from some of those partner agencies will be asked to participate as stakeholders or as part of the advisory committee.

F. Advisory Committees

A Public Advisory Committee will be appointed. Membership will include a broad cross-section of interests: citizens, local business owners, 1000 Friends of Oregon/Friends of Yamhill County, Newberg staff, and other representatives from identified project partners.

G. Cost-Sharing & Local Contribution

The City of Newberg anticipates contributing approximately \$27,500.00 toward the overall project cost, in addition to staff time. The total estimated project cost is \$55,000.00.

Local Official Support

The Newberg City Council adopted a resolution supporting the submittal of a Technical Assistance grant to complete an Economic Opportunities Analysis. A copy of the resolution (2019-3600) is included with this application.