

**MEETING NOTICE FOR THE  
CITY OF HUBBARD**

**TUESDAY**

**MARCH 15, 2016**

.....  
**PLANNING COMMISSIONERS: HOLUM, ANDERSON, NICHOLS, ESTES, NELSON**  
.....

The Hubbard Planning Commission will meet for a planning meeting at the Hubbard City Hall at 6:30 p.m.

The City will, upon request, endeavor to arrange for the following services to be provided. Since these services must be scheduled with outside service providers, it is important to allow as much lead time as possible. Please notify the City of your need by 4:00 p.m. on the Monday of the week preceding the meeting date.

- X     **Qualified sign language interpreters for persons with speech or hearing impairments; and**
  
- X     **Qualified bilingual interpreters; and**
  
- X     **Assisting listening devices for persons with impaired hearing.**

Additional agenda items may be accepted until 4:00 p.m. on the Monday of the week preceding the meeting date. Please contact the Director of Administration/City Recorder, Vickie L. Nogle, MMC, at 981-9633. (TTY / Voice 1-800-735-2900)

**SEE ATTACHED AGENDA**

**Posted 3/9/2016  
4:00 p.m.**

**Vickie L. Nogle, MMC  
Director of Admin/City Recorder**

**CITY OF HUBBARD  
PLANNING COMMISSION  
MEETING AGENDA**

**TUESDAY, MARCH 15, 2016 - 6:30 PM  
LOCATION: HUBBARD CITY HALL  
3720 2<sup>ND</sup> STREET, HUBBARD**

- 1) **CALL TO ORDER.**
  - a) Flag Salute.
  
- 2) **PUBLIC HEARINGS.**  
Continued from February 16, 2016 / Kevin Chappell – SDR #2015-05 construction of 5,950 SF storage building for existing nursery business. (2625 Pacific Highway 99E)
  
- 3) **WORK SESSION.**
  - a) Commercial Center Rezone Project.
  
- 4) **ADJOURNMENT.** (Next regular scheduled Planning Commission meeting April 19, 2016, at 6:30 p.m.)



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**To:** Hubbard Planning Commission  
**From:** Joey Shearer, MWVCOG  
**Date:** March 8, 2016  
**Subject:** Commercial Center Rezone Project  
**Attach:** Resource Team Report (Excerpt), Comp Plan (Excerpt), Comp Plan Map, Zoning Map, Commercial Center Aerial Photo, Comp Plan/Zoning Comparison, Development Code (Excerpt)

The City Council has authorized a legislative rezone of the Commercial Center in conjunction with grant funding awarded by Marion County. This memo outlines the need for this project, the project scope, and the timeline moving forward.

## **BACKGROUND**

The Comprehensive Plan identifies the “Commercial Center” of Hubbard as the blocks bounded by A Street to the north, G Street to the south, 3rd Street to the west, and Hwy 99E to the east. However, the majority of this area is zoned Residential-Commercial (RC) or Industrial (I), and only a small portion is actually zoned Commercial (C). The name Residential-Commercial often creates confusion because it does not allow a full range of commercial uses. Furthermore, the Comp Plan Map designates most of the RC zoned properties as “Commercial” but HDC Section 2.104.01 states: “The RC District is consistent with the High Density Residential Comprehensive Plan designation.” In summary, the zoning and Comprehensive Plan designations for much of the property in the Commercial Center does not align.

In 2003, the City of Hubbard adopted a Resource Team Report prepared by the Oregon Downtown Development Association (ODDA) as part of its Comprehensive Plan. The ODDA report includes a number of recommendations intended to improve the viability of Hubbard’s historic Commercial Center. The report recommended expanding the diversity of retail and related commercial uses to, as well as pedestrian and streetscape improvements.

The City has continuously reaffirmed its support for its Commercial Center through analysis of economic opportunities, establishment of Comprehensive Plan policies, and investment in infrastructure improvements.

Hubbard has a charming downtown area including the land “across the tracks” on Third Street. Third Street has a fairly contiguous line of storefronts, both historic and new infill. This street has a distinct charm due to its scale, architecture, and the wonderful line of street trees and green space directly across from it. While the Hubbard Comprehensive Plan designation for this area is “Commercial,” much of the commercial center, including Third Street, is not currently zoned to allow the full range of commercial uses.

The ODDA report found that Hubbard has both a shortage of viable retail/commercial properties and strong redevelopment potential of a historic downtown with a special “sense of place”. An important component of Hubbard’s overall downtown revitalization should be the ‘reclaiming’ of Third Street as an important retail component of downtown. Currently, contains a mix of uses ranging from residential to commercial service, which is reflective of its Residential-Commercial zoning. However, breweries, distilleries, and other smaller-scale “craft” or “artisan” processing operations are not currently permitted in much of the commercial center. These types of commercial uses, which often include a compelling retail component, are strong economic drivers for small towns in the region.

## **PROJECT SCOPE**

Hubbard needs to amend its zoning to align its zoning map with its existing Comprehensive Plan designations. Simultaneously, this will allow for the full range of commercial uses in the designated commercial center, removing a barrier to private investment and fostering economic development. The scale and ambiance of the commercial center, and especially Third Street, lends itself to this type of development and commercial activity, but the zoning must first be amended to accommodate it.

Phase 1 – Analysis. An updated parcel by parcel land use inventory will be conducted in the commercial center, and each parcel primed for rezone will be identified and mapped. The City will reach out to property owners affected by the rezone and solicit their input and feedback.

Phase 2 – Adoption. The Hubbard Planning Commission will hold a public hearing on the proposed zoning amendment to take additional public comment before making a recommendation to the City Council. The City Council will hold a final public hearing on the zoning amendment before making a decision.

Project Goals: Bring zoning into compliance with Comprehensive Plan designations. Increase the acreage of commercially zoned land available in the Commercial Center to meet the anticipated need and economic development potential identified in the Comprehensive Plan and ODDA Resource Team Report. Remove an obstacle to private investment and strengthen the City’s economic base.

Anticipated Outcomes: City Council adoption of amendments to the official City Zoning Map which achieve the project goals listed above.

**IMPORTANT DATES**

Tuesday, 3/15	March PC Meeting
Tuesday, 4/15	April PC Meeting
Tuesday, 5/10	May CC Meeting
Tuesday, 5/17	May PC Meeting
Tuesday, 6/14	June CC Meeting
Thursday, 6/30	Project Agreement between MC and Hubbard (IGA) Ends
Tuesday, 7/12	July CC Meeting
Friday, 7/15	Final Report Due

OREGON DOWNTOWN DEVELOPMENT ASSOCIATION'S

Resource Team Report  
for  
Hubbard, Oregon



June 24-26, 2003

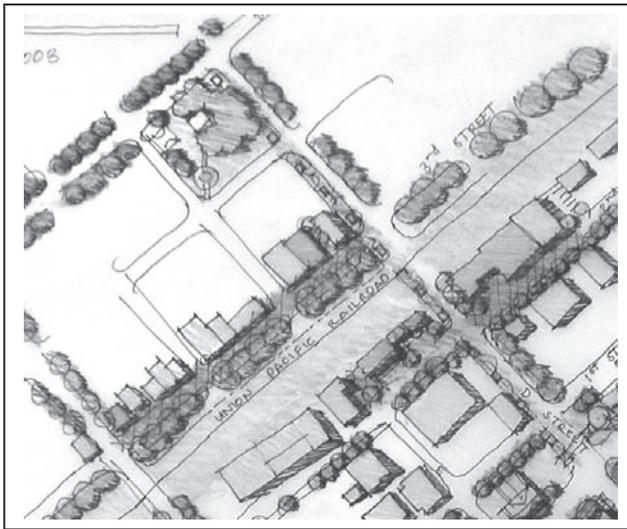
Discussions for downtown revitalization assistance for Hubbard began with an opportunity to create a community cluster approach to downtown planning in association with the Oregon Downtown Development Association (ODDA) and communities within the Mid-Willamette Valley Council of Government's region. Communities who were good candidates for this approach included Willamina, Scotts Mills, Gervais and Hubbard. The on-site Resource Team for Hubbard consisted of downtown specialists in the areas of public space and circulation design, architectural design, and business mix analysis. A staff member from ODDA served as the Team's coordinator. The Resource Team convened in Hubbard on May 24, 2003. While on-site, the downtown planning process included a public "kick-off" meeting; interviews with local stakeholders; a thorough examination of issues affecting the downtown district through walking and driving tours and collected information; analysis of issues that needed to be addressed; and recommendations relating to those issues. A public presentation on the Team's findings and recommendations completed the on-site portion of the work. This report serves as follow-up to the final presentation.

The recommendations contained in this report are broad brush and conceptual in nature. The aim of this project is to bring the community together to discuss a shared vision of downtown's future, then articulate those ideas into conceptual drawings and supporting text. The ideas contained in this report are not written in stone; they should be used as a springboard for further discussion as to which projects should be implemented and to assist in project prioritization and phasing.

This report is a summary of information collected and synthesized by the ODDA Resource Team while working in Hubbard May 24-26, 2003. It is based on the information presented at the May 26<sup>th</sup> final presentation. The recommendations in this report are broken into sections based on the team members' specialties: Public Space and Architectural Design; Downtown Business Mix and Clustering; and Next Steps.

the typical (less than inspiring) highway commercial-style development that currently exists. The Resource Team recommends that the new Furniture Outlet building be sited close to the sidewalk and have large display windows. It should also have a welcoming ‘porch’ element. The building could be constructed of simple, vernacular materials that recall Hubbard’s tie to agriculture. By locating the parking behind the building, the site could be developed with a drive way entry between the new Furniture Outlet building and another, complementary group of businesses. Developing this site with an overall plan and engaging design style could set a much higher benchmark for highway commercial development in Hubbard.

## THE DOWNTOWN PLAN: REINVIGORATING OLD TOWN HUBBARD



This portion of the design component addresses recommended improvements for Old Town Hubbard. As with the previous section, it is broken out by public space and architectural design components. The suggested design solutions are intended to integrate well with each other and with the recommended improvements along 99E. They also support downtown vitality and livability within the framework of a traditional downtown commercial district.

### PUBLIC SPACE / STREETScape IMPROVEMENTS

The overall Concept Plan and Downtown Plan show proposed locations for sidewalks and street trees. Within the Old Town district, sidewalks are generally deteriorating where they exist, and they are often narrow - - with some blocks completely missing sidewalk sections. For this reason, pedestrians often walk in the street in this part of downtown. As part of overall downtown revitalization efforts, the community should strongly consider a sidewalk/streetscape improvement program to make downtown more walkable, safe and inviting.

In addition to developing an upgraded, contiguous sidewalk system with street trees and furnishings within the Old Town core, the Resource Team recommends the community consider a special treatment for the street and sidewalk in two areas of Old Town. A

shared, or plaza street should be considered along Second Street, beginning at D and continuing to City Hall, and on Third Street between D and G Streets.



The term *Shared Street* refers to commercial streets that are designed to meet the needs of both pedestrians and vehicle operators, without physical separation between the uses. Design elements are used to forcibly slow traffic dramatically, causing drivers to operate in a manner more consistent with driving in a driveway or parking lot, or other areas where pedestrians are present without separation. The purpose is to create a street within a limited right of way that enable

pedestrians to safely walk, browse, access destinations, etc., while traffic utilizes the same space for travel and access, but at very low speeds.

Shared streets are not appropriate for every situation, but they can be very successful when implemented in appropriate situations. These streets are excellent locations to hold festivals, farmers' markets and other types of activities where they can be occasionally closed off. Implementing the shared street concept along portions of Second and Third Streets will help identify these particular areas as unique, with more focus on pedestrian-oriented activity.

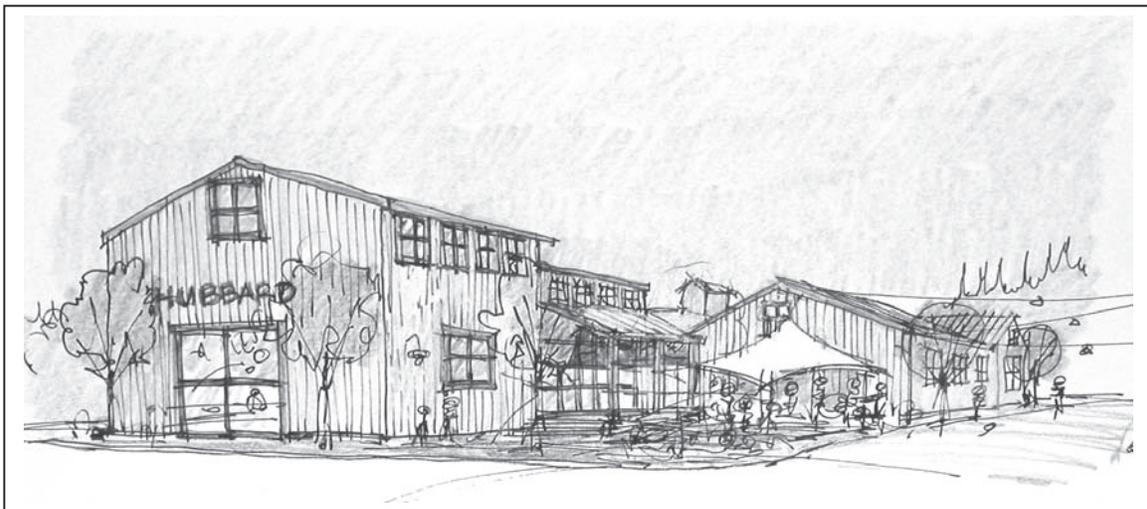
The above sketch of the proposed shared street treatment to Third Street, shows how it could be laid out. The street along this section should be slightly raised and constructed of textured paving materials. The street and sidewalk area should also be at the same grade, as described in the section above. The details of the proposed shared street on Third, shown above, begins at the storefront side of the street and continues to the railroad right of way:

- Sidewalk: 15' wide that includes lighting and pedestrian amenities (benches, trash receptacles, etc). The sidewalk would be separated from parking by bollards
- Parking: 8' parallel parking stalls
- Bike lane: 6' wide
- Travel lanes: two 11' travel lanes
- Street tree/furnishings zone: 9' wide and should include pedestrian scaled lighting along with mature street trees that add a wonderful ambiance to the street and shade parking.
- Railroad Right of Way: through an agreement with the railroad create angle-in parking that is more organized than it is now.

## ARCHITECTURAL UPGRADES & RETROFITS

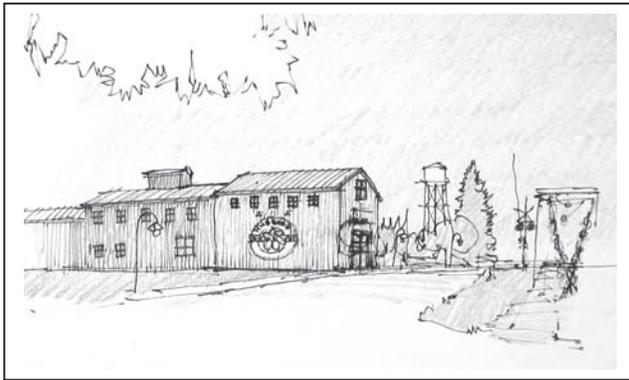
Old Town Hubbard is different than most traditional downtown districts in that it has an unusually large amount of warehouse/industrial type buildings sprinkled throughout the district. The good news is: many of these buildings are filled with active businesses. The downside is: most of them do not have a retail or storefront presence and function independently rather than as part of a district where the businesses create a synergistic effect that supports pedestrian activity. The recommendations in this section of the report look at reusing some of the existing warehouse-type buildings for public and private uses; adding an outdoor use at an existing business; and rehabbing and infilling the historic commercial area along Third Street. The goal of the Team Architect was to work with and enhance, the existing urban structure of Old Town - - integrating warehouse stock and traditional downtown architecture rather than layering an incongruous design 'theme' on the district.

## HUBBARD COMMUNITY CENTER



Through the course of conversations with the community during the Resource Team process, it became evident that creation of a community center was high on the 'want' list. The Resource Team considered a couple of potential sites, but settled on the vacant Hubbard Seed Supply warehouse facility as the prime candidate for a retrofit into a community center facility. The size, condition, and location of the property lends itself to an adaptive reuse that would generate more 'energy' for downtown and provide space for important community activities.

The plan would 'open up' the large warehouse building with windows, doors and porches that complement the utilitarian look of the building. The addition of trees, lighting, landscaping and inviting public plaza spaces would bring all the elements together into a unified and uniquely attractive look. The idea behind keeping the original warehouse form and materials for the community center supports the idea of agriculture as an important part of Hubbard's past, present and future.

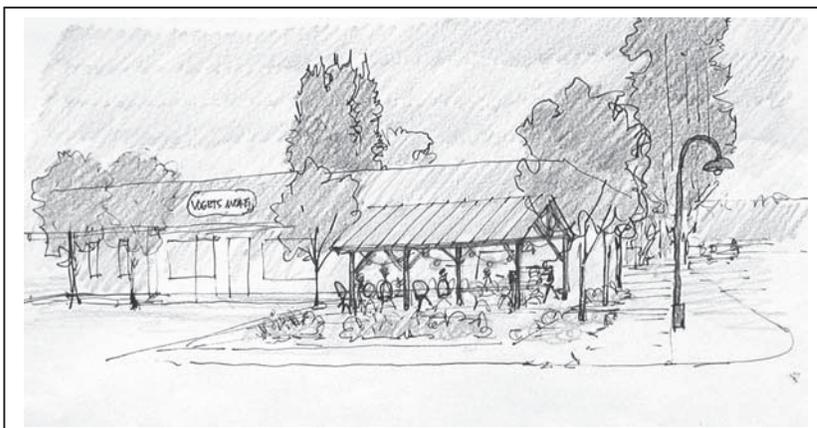


The backside of the community center building could have a wonderful old fashioned advertising-type ‘Hubbard’ sign that could be highly visible and engaging.

## A RETAIL RETROFIT

In addition to retrofitting the empty seed warehouse into a community center, there is an opportunity to reuse other warehouse-type buildings in downtown for other purposes - - helping generate more foot traffic and customers for Old Town. The following sketch is one concept of how an existing storage facility that is located directly south of the proposed community center, could be adapted into an inviting retail space.

As with the proposed community center, the idea behind this retrofit is to keep and enhance the utilitarian look of the building. The addition of large storefront windows, porches, interesting displays, signage and landscaping would help make this a very desirable retail space. The ‘right’ business could make this location a destination.



## VOGET’S MEATS

Voget's Meats is a very successful and well- established destination business in downtown Hubbard. To better integrate this 'stand-alone' business into the downtown urban fabric, the Resource Team came up with ways to help 'soften' the stark appearance of the building and offer complementary, expanded offerings. An outdoor covered dining area /deli grill would be a great addition to the corner of the property - - adding activity to the 'dead' corner. A good example for this can be found at the BBQ 'shack' located in Portland near the intersection of Killingsworth and 33<sup>rd</sup> in the Natures' Market parking lot. In addition to the covered dining/grill area, trees and landscaping would make this area much more 'friendly' in appearance and would help off-set the effect of the heat-sink caused by the large areas of asphalt paving in the parking lot.

### THIRD STREET REHABS AND INFILL

Hubbard has a very charming downtown area located 'across the tracks' on Third Street. This street has a fairly contiguous line of storefronts, both historic and new infill. This street has a distinct charm about it due to its scale, architecture, and the fact that it has a wonderful line of street trees and green space directly across from it.



An important component of Hubbard's overall downtown revitalization should be the 'reclaiming' of Third Street as an important retail component of downtown. Currently, this street is mixed in use with ground floor residential blending in with service and manufacturing. In order for an area to encourage pedestrian activity (aka: shopping), there needs to be enough businesses to cater to the customer so that they browse and circulate through the district (parking once and walking often rather than parking often and walking once). The scale and ambiance of Third Street would lend itself to this type of shopping experience with the right kind of building rehabs, infill and businesses located there. Revitalizing Third Street will be a long-term project, but the results could yield a small, unique, destination shopping/dining district.

The Resource Team recommends the community explore the development of a façade grant/loan program to rehab downtown buildings. It will be important with a program of this type that there are conditions and guidelines in place to ensure the rehabs are completed in a historically sensitive way that contributes to the district as a whole.



There is also an opportunity to infill one of the vacant lots along Third Street with a building that is complementary in scale and design to the vacant historic building (next to the old bank building). The sketch on the previous page shows what an appropriate infill project could look like and how it could add more activity through its use.

As part of the overall revitalization strategy for Third Street, the community should support the policy of ‘downtown uses in downtown spaces’ - - knowing that it will take time and effort to ensure this outcome. However, it will be an important component in reclaiming and revitalizing Third Street into an outstanding downtown asset and destination for residents and visitors alike.



## DOWNTOWN HUBBARD'S ASSETS AND CHALLENGES FOR BUSINESS DEVELOPMENT

The Market Assessment asks: *How is Hubbard doing compared to other comparably sized communities working to strengthen their downtown business district?* The response is organized into: Competitive Advantages/Assets, Challenges and Opportunities for future development.

### **Competitive Advantages or Assets**

Hubbard has an extensive list of positive attributes or assets to build upon in its efforts to strengthen the business district.

1. Hubbard's location close to I-5 and in close proximity to jobs and amenities in Salem and Portland make it a highly desirable family community.
2. A growing local market of over 2,500 people. An expanding housing stock will contribute to the growth trend.
3. A relatively large employment base exists in Hubbard, unlike many small towns. Seventy-five businesses are on the City's 2003 business list. Hubbard's industrial park is home to 17+ businesses, many with skilled jobs offering pay above minimum wage. Employment options 'at home' allow Hubbard to promote itself as a community where you can 'Live, Work and Play!'
4. An existing business base that offers most of the convenience shopping goods and services needed. This includes grocery items, banking, laundry, gas, auto service, restaurants and related.
5. Investors and risk takers are locating in and/or expanding within Hubbard. This is a very positive indicator of overall confidence in the future of the community. A few of those businesses are: Kriegsco Manufacturing, A&D Chiropractic, Furniture Outlet, Tip Top Nails, Hubbard Market Chevron and the Homestead Restaurant.
6. Hubbard has a large cluster of auto-related businesses: new and used car/truck sales, several service businesses, a motorcycle shop, gas and service stations and parts stores. Collectively, these could be promoted to make Hubbard a destination for those looking to buy or service a vehicle.
7. Hubbard also has a cluster of recreation equipment businesses: boats, RVs, motorcycles. These could also be used to promote Hubbard as a destination for sporting/recreation vehicle sales.
8. Hubbard's Hop Festival is a unique community event that could be expanded and better promoted to draw visitors and outsiders well beyond the area to town. Beer tasting

and outdoor eating and entertainment are big business in Oregon. With easy access to the Portland and Salem metro markets, over time, Hubbard could grow this into a multi-day, multi-venue event.

9. Energy, optimism, enthusiasm! The majority of business owners and community stakeholders interviewed during the resource team visit were very positive about the future of Hubbard and their participation in making change. Positive attitude can be contagious and is essential to successful community salesmanship.

10. Hubbard's history is an untapped asset. The many beautiful historic homes for one could be part of an ongoing walking/driving tour or home tour. Historic downtown properties and perhaps nearby century farms and the cemetery could be included in a historic tour.

## **Challenges**

Hubbard faces a variety of market or economic challenges in expanding its commercial base. A brief synopsis follows:

1. Hubbard's existing retail base is very limited and retail leakage or out shopping to Woodburn and other areas is significant. Positioning Hubbard as a convenience retail center, even for local shoppers, will take hard work and time.

2. Available commercial properties in town are few and those that exist are not in a 'ready for occupancy' condition.

3. The Highway 99e commercial strip is an extraordinarily busy, pedestrian-unfriendly environment, dangerous to vehicles, bikers and walkers.

4. Hubbard's diverse population with a large and fast-growing Hispanic population will challenge businesses to serve a variety of consumer needs.

5. Hubbard's downtown and other community assets such as its parks are not signed from the highway. The average passer-through, or even Hubbard employees, may not know these special places exist. A simple sign, "Picnic and Playground" would draw visitors.

6. Numerous businesses expressed concern with the seemingly 'business-unfriendly' practices of the City of Hubbard. One issue of particular concern is the perception that Hubbard's development fees are very high.

7. Franchises and chain stores (fast food businesses in particular) are being invited or are seeking out Hubbard as a potential location. While these businesses add to the overall business and job base, it is well known that most of the profits of chains go back to company headquarters. The addition of these businesses to Hubbard may detract from the special home town feel that its locally owned, mom and pop businesses create.

8. Creating a viable retail base downtown is challenged by the location of a manufacturing occupant on the ‘historic’ main street. This situation would be easier to overlook in a large downtown, but with only a small three block area to work with, every square foot of ground floor space needs to be devoted to retail, restaurant and related services in order to create a shopping destination.

## **Opportunities**

Opportunities represent ‘best bets’ for enhancing the commercial environment and growing the business base. Many of these opportunities may take numerous years to develop.

1. The Hubbard employment base is estimated at 1,000 people. Nationwide, research demonstrates that workers will spend up to 15% of their income near the workplace, if appropriate goods and services are available.
2. Building on Hubbard’s strong retail anchor, the Furniture Outlet, and the several large spaces available in town (aluminum warehouses), Hubbard should consider developing a ‘Touch of Home’ retail theme, working to attract other complementary businesses to town. Hubbard could become a regional home furnishings destination, serving the middle marketplace. Examples of other businesses include: Appliances; Home Accessories, lighting, etc, Rugs and Carpets; Electronics; Art & Frame; Fabrics; Garden Shop, nursery, garden accessories, etc; Quilt shop; Window treatment; Antiques; and Paint & wallpaper.
3. Business expansion is another valuable approach to commercial growth. Voget’s Meats is well known for its fine quality meat products. Presently, it mainly operates a meat counter but could expand into a small lunch time deli, a business that is sorely needed in Hubbard.
4. Hubbard businesses should be mindful of local youth interests and needs. Youth spending is significant across the US and this market segment should not be discounted for its contribution to retail sales.
5. Hubbard’s historic downtown blocks offer a very special ‘sense of place’ that over the long term could develop into a special eating and shopping district—a welcome escape from Highway 99. Two restaurant/bars are there now. A third one could be enticed and then the district could begin to develop a niche as Restaurant Row.

# COMP PLAN EXCERPT

## SECTION IX ECONOMICS SECTION

Statewide Planning Goal 9 (Economic Development) requires cities to provide an adequate supply of suitable sites for a variety of industrial and other employment uses. This section of the Hubbard Comprehensive Plan serves as an Economic Opportunity Analysis (EOA) to fulfill the Goal 9 requirements and ensure an adequate supply of land is available for new and expanding businesses in Hubbard over the 20 year planning horizon. This element of the Comprehensive Plan includes a description of the economic trends combined with an assessment of the community's economic strength and weaknesses to determine the economic development potential of the area. This chapter also includes a description of the amount of land and types of sites needed to fulfill Hubbard's economic needs over the next 20 years. This assessment of future land needs is compared with the supply of vacant and underutilized commercial and industrial lands available to determine whether or not there are any deficiencies in the land supply. The chapter concludes with a discussion of the planning implications and policy recommendations.

### OVERVIEW OF THE HUBBARD ECONOMY

The economy of the Hubbard area was built chiefly around the agricultural production of the valley. During the late 1980s and into the 1990s the City significantly increased its industrial base. The largest employers include meat packing, auto sales, a seed cleaning operation, clothing production, numerous manufacturing businesses, telecommunication services, construction services, and related commercial activities.

Hubbard provides limited commercial services in a small downtown area. The city's residents receive a majority of commercial services from larger communities nearby such as, Woodburn and Salem. The city also has several industrial developments and an industrial park. The community has several areas available for industrial and commercial development. Commercial areas zoned Commercial General (CG) and Industrial-Commercial (IC) are located on Highway 99E. Smaller properties zoned Residential-Commercial are located near the Old Town area of Hubbard located west of Highway 99E.

Industrial properties are located in the Hubbard Industrial Park located on Industrial Avenue one block east of Highway 99E. In addition, properties located on Highway 99E zoned Industrial-Commercial (IC) can also be developed for the full range of industrial uses.

Table 1 shows employment data for the Hubbard area based on employer records with a 97032 zip code. Much of the employment for Hubbard residents is in the non-manufacturing sector.

**Economics -Table 1  
Hubbard Employment, 2004**

<b>Industry</b>	<b>Number of Jobs</b>	<b>Percent of Total</b>
Agriculture, Forestry, Fishing & Hunting (11*)	443	28.2%
Manufacturing (31)	386	24.5%
Construction (23)	255	16.2%
Wholesale Trade (42), Transportation and Warehousing (48)	68	4.3%
Retail Trade (44)	143	9.1%
Real Estate (53) and Services (54, 55, 56, 62, 71, 72, 81, 99)	204	13.0%
Public Sector (Local, State and Federal Employment)	74	4.7%
<b>Total</b>	<b>1573</b>	<b>100.0%</b>

Source: State of Oregon Employment Department sorted and summarized by MWVCOG, 2007.

\* Two-digit North American Industry Classification System (NAICS) code.

### **NATIONAL, STATE AND REGIONAL ECONOMIC TRENDS**

Economic activity within the Hubbard area is influenced by greater economic forces found at the national, state and regional levels. How well the overall economy is performing at the national level will in turn have an impact on which businesses experience prosperity and decline in Hubbard and the Willamette Valley region. Recent economic trends and the economic outlook for these areas are the primary basis for our expectations of future economic development in Hubbard.

#### ***National Economic Trends***

National trends that will influence economic development in this region over the next 20 years include<sup>2</sup>:

- Continued westward migration of the U.S. population and the increasing role of amenities and other non-wage factors as determinants of the location decisions of households and firms.
- Growth in Pacific Rim trade, with economic growth in China and India as a driving force.<sup>3</sup>
- The growing importance of education as a determinant of wages and household income.
- The decline of employment in resource-intensive industries and the increase in employment in service-oriented and high-tech manufacturing sectors of the economy.
- The increasing integration of non-metropolitan and metropolitan areas.
- The rebound of U.S. manufacturing focused on production of durable goods.<sup>4</sup>

#### ***State Economic Trends***

The Oregon Employment Department forecasts that total employment in Oregon will add close to 245,000 jobs between 2004 and 2014, an increase of 15 percent<sup>5</sup>. The forecasted growth is close to the average ten-year job growth since 1973, but not as large as the state experienced in the 1990's with the

<sup>2</sup> ECONorthwest, *Woodburn Economic Opportunities Analysis, June 2001*

<sup>3</sup> E. D. Hovee, & Company, LLC: Marion, Polk, and Yamhill Counties *Regional Economic Profile and Strategic Assessment*, March 2007

<sup>4</sup> E. D. Hovee, & Company, LLC: Marion, Polk, and Yamhill Counties *Regional Economic Profile and Strategic Assessment*, March 2007.

<sup>5</sup> State of Oregon, Employment Department. *Employment Projections by Industry 2004-2014*, July 2005.

growth of the high-tech manufacturing industry. The Oregon Employment Department identified three broad industries that are expected to account for nearly 60 percent of the state's job growth:

- Professional and business services
- Education and health services, and
- Trade, transportation and utilities.

The Employment Department forecasts additional job losses in the resource-based manufacturing sectors, although at a decreasing rate from the previous forecast period. The Willamette Valley, combined with the Portland Metro Area, are expected to add the majority of jobs over the forecast period.

***Regional Employment***

Table 2 shows covered employment data for the North Marion County region. Combined employment in the communities of Woodburn, Gervais, Hubbard, Aurora, Donald, St. Paul, Scotts Mills, Mt. Angel, and Silverton reached 21,235 in 2004. A large portion of the areas employment is based in natural resources (22 percent of the total). Trade, transportation, and utilities sector also provided 22 percent of the total jobs, followed by federal, state, and local government, which provided 12 percent of jobs.

The Employment Division reports that manufacturing employment in the area is varied, with wood products and food and beverage manufacturing accounting for almost one-half of total manufacturing employment. The remaining manufacturing employment was in furniture and related products, machinery, metals, and chemicals, plastics and minerals-related products and transportation equipment manufacturing.

**Economics -Table 2  
North Marion County Covered Employment by Industry, 2004**

<b>Industry</b>	<b>Percent</b>
Trade/Transportation/Utilities	22%
Natural Resources/Mining	22%
Government	12%
Manufacturing	11%
Education/Health Services	9%
Construction	7%
Leisure/Hospitality	6%
Professional/Business Services	4%
Other Services	3%
Financial Activities	3%
Information	1%
<b>Total</b>	<b>100.0%</b>

Source: State of Oregon Employment Department, Employment Snapshot of North Marion County, 2005.

Table 3 shows projected employment within Marion, Polk, and Yamhill counties for the period from 2004 through 2014. Industry employment in the region is expected to grow from 169,400 in 2004 to 194,900

in 2014. This represents a growth rate of 15.1 percent. Oregon’s statewide industry employment is also projected to increase by 15 percent over that time.<sup>6</sup>

**Economics -Table 3**  
**Employment Projections by Selected Industry**  
**Marion, Polk, and Yamhill Counties, 2004 and 2014**

<b>Industry</b>	<b>2004</b>	<b>2014</b>	<b>Percent Change 2004-2014</b>
Total Non-Farm Payroll Employment	169,400	194,900	15.1%
Manufacturing, Total	20,100	20,000	-0.5%
Durable Goods	10,900	10,800	-0.9%
Non-durable Goods	9,200	9,200	0.0%
Non-Manufacturing, Total	149,300	174,900	17.1%
Construction	8,800	10,700	21.6%
Finance, Insurance, Real Estate	8,300	9,200	10.8%
Wholesale and Retail Trade	28,000	32,300	15.4%
Services	58,100	72,000	23.9%
Government	42,500	46,800	10.1%

Source: State of Oregon, Employment Department. *Regional Profile Industry Employment in Region 3, 2004.*

The Oregon Employment Department indicates that the services and construction industries will experience the most significant job growth within the region through 2014. The region’s agricultural and food processors will continue to struggle as they face national and international competition. Government employment is forecast to grow more slowly than the average of all industries over the period through 2014.<sup>7</sup>

## **ECONOMIC OPPORTUNITIES AND CONSTRAINTS**

The following section examines factors that influence economic growth opportunities in Hubbard, including a discussion of the City's economic strengths and weaknesses. By identifying the City's strengths and weaknesses, the City can begin to understand which industries have the greatest potential for growth and expansion and what issues the city should work on to improve economic opportunity within the area.

### ***Location***

Hubbard developed, in part, based upon its proximity to agricultural land within the Willamette Valley. Over time, the community has developed as essentially a bedroom community to larger communities such as, Woodburn and Salem. The city’s proximity to Salem and Portland markets has resulted in a number of small manufacturing, distribution, and construction contracting firms locating in Hubbard. A number of these firms have located within the Hubbard Industrial Park, located between Highway 99E and J Street (Whiskey Hill Road). More than seventeen businesses are currently located within the Industrial Park. In addition, commercial businesses specializing in durable goods have located in commercial-zoned areas along Highway 99E.

<sup>6</sup> Oregon Employment Department, *Regional Profile Industry Employment in Region 3, 2002.*

<sup>7</sup> Oregon Employment Department, *Regional Profile Industry Employment in Region 3, 2002.*

While Hubbard's location serves as an advantage for local manufacturing companies and industries that desire a location in close proximity to the Salem and Portland metro areas, the City's proximity to Woodburn, which is less than a few miles south of Hubbard, put the City at an economic disadvantage for meeting the commercial retail and service needs of the local population. However, as the City's population continues to grow, there will be a corresponding increase in the demand for convenience commercial services to meet the needs of local residents.

### ***Transportation***

Available transportation access is one of the most important factors affecting economic development. Transportation affects the cost of doing business at a location. Firms depend on ready transportation access to ship and receive goods. Ready access allows for reduced production costs and more convenient automobile access for customers and employees.

State Highway 99E runs north/south through the City of Hubbard and connects Salem and Portland markets with a number of communities in north Marion County. Interstate 5 serves as the primary transportation artery in the Willamette Valley and is located approximately two (2) miles west of Hubbard. Access to Interstate 5 is conveniently located less than four (4) miles northwest of the Hubbard at the Hubbard Cutoff (Exit 278), which connects Highway 99E to Interstate 5.

Railroads can be an important form of transportation for businesses that need to transport bulky inputs and finished products. While Hubbard is served by the Southern Pacific Railroad that runs north/south through older areas zoned for industrial use., railroad access is not available for much of the industrial land within the community located within the Industrial Park..

### ***Utilities***

The City has recently completed improvements to both the water and sewer systems. Regarding the water system, the City recently completed a series of water system improvements designed to increase the available system capacity, including the addition of a 1-million gallon reservoir. According to the City's Water System Master Plan, these improvements are intended to serve a population of approximately 3,700 persons.

The City's wastewater treatment facility is designed to serve a population of 5,100 persons. Improvements to the treatment facility designed to increase system efficiency were completed in 2005. These improvements provide for an overall sewer capacity to 3,839 persons.

Areas available for development and zoned for commercial and industrial uses are fully served with water and sewer services. No capacity or service issues exist that will limit future development in these areas.

### ***Land Cost***

The OregonProspector.com is the state's official public-private website for site consultants and businesses interested in relocating or expanding a business in Oregon. This site provides an on-line database of available commercial and industrial properties in Oregon. The most recent database listing shows eight (8) vacant properties in Marion County with advertised sales prices, the majority of which are located in Salem. These properties range in size from 0.06 acres to 540 acres at the recently created Mill Creek Industrial Park. Sale prices for the properties range from \$58,543/acre to \$317,174/acre with an average sales price of \$175,239/acre.

While none of the properties listed are in Hubbard, Marion County Assessor records show that the real market value of several vacant industrial properties in the community is approximately \$89,355/acre. While this obviously does not represent a comprehensive market survey, it does indicate that land costs, particularly in relation to the Salem market, may be lower in the Hubbard area. Lower land cost is often a primary reason for the firms to locate in smaller communities.

### ***Quality of Life***

Quality of life is a subjective standard that is hard to quantify. It includes economic factors, such as income, employment, and housing costs, as well as non-economic factors, such as natural and physical amenities, quality of local education, and cultural and recreational opportunities. Quality of life plays a role in economic development because it affects the relative attractiveness of the city to migrants. Net migration is expected to comprise about 70 percent of Oregon's population growth over the next 20 years.<sup>8</sup> A more attractive quality of life may help Hubbard attract a greater share of in-migrants. These migrants not only bring job skills to various employment sectors, such as construction, services, and retail trade, but some may also start new businesses in the community.

In 2003, the Oregon Downtown Development Association (ODDA) completed a Resource Team Report for Hubbard. The ODDA Report made a number of recommendations intended to improve the appearance of both the Highway 99E commercial area and the city's Old Town commercial area located along 3<sup>rd</sup> Street. The Report recommended pedestrian and streetscape improvements for both of these areas as well as architectural improvements and infill recommendations for the Old Town area.

Since the ODDA study was completed and adopted as part of the city's Comprehensive Plan, the City has placed an emphasis on construction of sidewalks along Highway 99E. The City has also recently received a grant from the Oregon Transportation Enhancement Program for sidewalk and pedestrian improvements along the portion of Highway 99E from D Street to the north city limits. Improvements to D Street from Casteel Street to the Highway 99E intersection are also part of this project. Construction of the project is scheduled to begin in 2009.

### ***Training Opportunities***

The Woodburn Campus of Chemeketa Community College (CCC), which is located within a few miles south of Hubbard, offers workforce training and career development services. In concert with the Oregon Employment Department, CCC has developed the Woodburn Job and Career Center to assist job seekers find available jobs and receive training to enhance their job skills. The Job and Career Center can also provide specialized training workshops for employers.

The Woodburn Campus also offers services to support small business owners through training programs, mentorships, and information on other available resources such as Small Business Administration Loans.

Under the clustering concept, businesses thrive in particular locations because their network of local connections to a specially skilled local workforce and the availability of local suppliers in proximity to one another generates business advantages that cannot easily be imitated or competed away by low cost competitors.<sup>9</sup>

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<sup>8</sup> Oregon Office of Economic Analysis, *Long-Term Population and Employment Forecast for Oregon*, 1997.

<sup>9</sup> From the website: <http://www.oregonclusters.org/faq.html>

## OREGON SITE CERTIFICATION

Industrial Site Certification documents and assembles information needed by a business considering acquisition and use of a site. A certified site meets specific, market-driven criteria based on the standards of real estate professionals and of the industries that would develop and operate at these locations. Each site receives a consistent level of analysis for development issues.<sup>10</sup>

In order to be considered for certification, an industrial site will need to contain at least 10 net contiguous developable acres, and preferably, the site should be 25 or more acres in size, as well as vacant. Project-ready sites have had necessary environmental and other investigations performed, but they may necessitate that additional capital investment or mitigation work is undertaken during an up to 180-day period.

Each site will be certified for one or more of eight industry profiles. The use of industry development profiles allows the State to identify needed facilities or site improvements and develop capital investment or mitigation plans prior to certification or an actual recruitment.<sup>11</sup>

The industry profiles used for the first round of certification are:

- Heavy Industrial Manufacturing
- General Manufacturing
- Food Processing
- High Technology manufacturing/processing
- Campus Industrial/Electronics and Computer Assembly
- Warehouse and Distribution
- Call Center/Business Services
- Rural Industrial

## CITY POLICIES AFFECTING ECONOMIC DEVELOPMENT

The overall economic development goal for the City of Hubbard as stated in the Comprehensive Plan is, "To provide for and maintain a viable and diverse economy while preserving the present sense of community and high level of environmental quality." Policies to help the City achieve this goal and support economic development in Hubbard as stated as follows:

1. The City of Hubbard shall encourage a wide variety of commercial activities in convenient and desirable locations to serve city residents.
2. The City of Hubbard encourages the continuation of business within the City limits along the Highway 99E corridor.
3. The City of Hubbard wishes to develop and maintain a central business area to serve the needs of the resident and the visitor. A specific area between Highway 99E and the railroad right-of-way will be designated for a mixture of commercial and secondary residential uses to provide housing and services within close proximity of each other.
4. To achieve a commercial and industrial development pattern that is balanced with a moderate rate of

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<sup>10</sup> From the website: <http://www.econ.state.or.us/IC.htm>

<sup>11</sup> From the website <http://www.econ.state.or.us/ICfacts>.

overall economic growth, the City of Hubbard encourages the location of businesses within the community that create wages able to support a family.

5. Commercial and industrial establishments should contribute to and not detract from the beauty of the community.
6. The City of Hubbard supports the industrial park concept for the area on the southeast end of town to attract larger industrial based businesses to the community.
7. The City of Hubbard shall encourage the development of economic activities that will provide jobs able to utilize the skills of the local labor force.
8. The City of Hubbard will encourage economic development planning and programming activities that serve to stimulate private sector development.
9. The City of Hubbard shall cooperate with relevant federal, state, regional, and local government agencies in economic development planning for the area.

As part of the 2007 update of the Comprehensive Plan, the following additional economic development policies were adopted:

10. The City of Hubbard will support projects and development in commercial areas consistent with the City's adopted 2003 Resource Team Report for Hubbard Oregon prepared by the Oregon Downtown Development Association
11. Consistent with Marion County Framework Plan policies, the City of Hubbard has conducted an Economic Opportunities Analysis (EOA) consistent with the Goal 9 Rule (OAR Chapter 660, Division 9) that:
  - (a) Describes state and regional economic trends;
  - (b) Inventories lands suitable for employment use by parcel size;
  - (c) Assesses community economic development potential;
  - (d) Forecasts future employment; and
  - (e) Estimates the amount of land needed in Commercial and Industrial plan designations to accommodate future employment;
11. The City's policy is to accommodate industrial and commercial growth consistent with the 2007 Hubbard Economic Opportunities Analysis (EOA).
12. The City of Hubbard will continue to work with Marion County, economic development agencies, area economic development groups, and major institutions to provide information to support development of a region-wide strategy promoting a sustainable economy.

### ***Summary of Economic Opportunities and Constraints***

Hubbard has a number of economic opportunities that will help foster economic growth and development over the next 20 years. The city has a number of smaller (less than five (5) acres) vacant industrial and commercial parcels without physical constraints, with good transportation access, and public utilities available. Hubbard is located nearly equidistant from the Portland and Salem metro areas, which are easily accessed via Highway 99 and Interstate 5. The location to markets has attracted a number of small manufacturing firms to the city's industrial park. A number of commercial businesses, specializing in

durable goods, such as autos and recreational vehicles, furniture, and heavy equipment sales, as well as construction contracting firms and auto repair firms have located in the commercial areas along Highway 99E. The City continues to attract inquiries from these types of firms interested in locating in Hubbard.

Economic constraints include the city's proximity to Woodburn, which has a large supply of vacant industrial land with better access to Interstate 5 and a large supply of commercial goods and services within a short drive of Hubbard. It is reasonable to expect that Woodburn will continue to serve as the large-scale commercial retail center for the surrounding area. Lower land costs relative to the region, will attract small and medium-sized businesses to Hubbard where an emphasis on reducing business costs is more important than direct access to Interstate 5.

## LOCAL EMPLOYMENT GROWTH PROJECTION

Based upon the economic outlook for the state and region, and the economic advantages to doing business in Hubbard, the city can expect to grow as fast as the region over the next 20 years. Rather than attempt to project the number of new jobs created as a percentage of the region, which is relatively small, this analysis uses the "Safe Harbor" method to determine employment needs as identified in Oregon Administrative Rules (OAR) 660-024-0040(8). The Safe Harbor method assumes the number of jobs created in the city will grow at a rate equal to the regional job growth rate provided in the most recent forecast published by the Oregon Employment Department (OED). The most recent forecast provided by the OED estimates the region's employment will grow by 15 percent from 2004 to 2014. This same growth rate was extrapolated throughout the 20 year planning horizon through the year 2027 to developed employment projections for Hubbard.

Covered employment includes only those workers covered under unemployment insurance. The data tends to underestimate total employment by excluding certain employees, such as business owners and some agricultural workers. Overall, covered employment accounts for only about 81 percent of all employment in Oregon. In Table 4, 2004 covered employment is converted to total employment using statewide conversion ratios. The percentage in each employment sector that is reported as part of covered employment is shown in the column titled "Covered Employment Percentage". Estimated total employment in Hubbard in 2004 was 2,073.

**Economics - Table 4  
Covered and Total Employment  
Hubbard, 2004**

Sector	Covered Employment Percentage	2004 Covered Employment	2004 Total Employment
Agriculture, Forestry, Fishing & Hunting	62%	443	715
Manufacturing	94%	386	411
Construction	73%	255	349
Wholesale Trade, Transportation, and Warehousing	87%	68	78
Retail Trade	84%	143	170
Real Estate and Services	74%	204	276
Public Sector (Local, State and Federal Employment)	100%	74	74
Total		1,573	2,073

Source: State of Oregon Employment Department sorted and summarized by MWVCOG, 2007.

Table 5 shows the 2027 total employment projection for Hubbard. Total employment is projected to increase to 2,854 by 2027, an increase of 781 jobs. This represents an increase of 38 percent over 2004 total employment.

**Economics - Table 5  
Total Employment Projection  
Hubbard, 2027**

Sector	2004		2027	
	Percent	Total	Percent	Total
Agriculture, Forestry, Fishing & Hunting	34.5%	715	34.5%	985
Manufacturing	19.8%	411	19.8%	565
Construction	16.8%	349	16.8%	479
Wholesale Trade, Transportation, and Warehousing	3.8%	78	3.8%	108
Retail Trade	8.2%	170	8.2%	234
Real Estate and Services	13.3%	276	13.3%	380
Public Sector (Local, State and Federal Employment)	3.6%	74	3.6%	103
Total	100.0%	2,073	100.0%	2,854

Source: 2004 employment data provided by the State of Oregon Employment Department. 2004 data sorted and summarized by MWVCOG, 2007. Local employment projection for 2027 calculated by MWVCOG.

## LAND DEMAND ANALYSIS

A primary function of the Economic Opportunities Analysis is to determine if sufficient land is available to accommodate projected employment over the planning horizon. In order to accomplish that, the employment growth forecasted above must be aggregated into general land use categories. Next, the number of new jobs created for commercial and industrial use must be converted into the number of acres needed for commercial and industrial uses over the 20 year planning horizon.

The employment sectors forecasted above were allocated into the following two (2) land use categories:

- Commercial: Retail Trade; Real Estate and Services.
- Industrial: Construction; Manufacturing; and Wholesale Trade, Transportation, Communications and Utilities.

This analysis assumes growth in the public sector employment will occur on existing public lands and that growth in agriculture, forestry and fishing industries will occur primarily on adjacent agricultural lands outside the urban area.

Table 6 shows the 2027 total employment growth by land use type. Table 6 indicates there will be an estimated 168 new commercial jobs and 314 new industrial jobs created, for a combined total of 482 new commercial and industrial jobs created by 2027.

**Economics -Table 6**  
**Total Employment Growth by Land Use Type**  
**Hubbard, 2004 to 2027**

Sector	Projected Employment Growth by 2027
<b>Commercial</b>	
Retail Trade	64
Real Estate and Services	104
Total increase in commercial employment	168
<b>Industrial</b>	
Manufacturing	154
Construction	130
Wholesale trade, transportation, and warehousing	30
Total increase in industrial employment	314

Source: MWVCOG, 2007.

To convert the employment growth shown in Table 6 above to the number of acres needed by land use type, the density of employment per acre must be estimated. One of the common methods used to determine the job density of an area is to calculate the number of employees per developed acre of land. Using employment data and the buildable lands analysis, estimates of commercial and industrial employment per acre in Hubbard were determined. For developed properties in the Industrial-Commercial (IC) Zone, which allows a broad mixture of industrial and commercial uses, Marion County Assessor data was used to determine whether developed properties were industrial or commercial uses. Based on this information, this analysis assumes 11.2 employees per acre for commercial uses and 15.2 employees per acre for industrial uses. The analysis is shown in Table 7.

**Economics -Table 7**  
**Employees Per Acre**  
**Hubbard**

Sector	Total Employment	Developed Acres	Employees Per Acre
Commercial	347	30.9 <sup>1</sup>	11.2
Industrial	810	53.3 <sup>2</sup>	15.2
Total			

Source: MWVCOG, 2007.

<sup>1</sup> Includes 11.8 acres zoned Commercial General (CG), 9.2 acres zoned Industrial-Commercial (IC), 5.9 acres zoned Residential-Commercial (RC), and 4.0 acres located within the UGB, zoned Commercial General (CG) by Marion County. Areas included from the Industrial-Commercial (IC), Residential-Commercial (RC), and Marion County Commercial General (CG) zones are developed with commercial uses.

<sup>2</sup> Includes 40.7 acres zoned Industrial (I) and 12.6 acres zoned Industrial-Commercial (IC). Areas included from the Industrial-Commercial (IC) Zone are developed with industrial uses.

Table 8 shows the amount of land needed to accommodate new commercial and industrial employment growth through 2027. Approximately 25.2 acres will be needed to accommodate projected commercial employment growth through this period. Approximately 20.1 acres will be needed to accommodate projected industrial employment growth through this period.

**Economics -Table 8  
Land Need by Land Use Type  
Hubbard 2027**

Sector	Total Employment Growth	Employees Per Acre	Total Demand (acres)
Commercial	168	11.2	15.0
Industrial	314	15.2	20.7
Total	482		35.7

Source: MWVCOG, 2007.

**COMMERCIAL AND INDUSTRIAL SITE REQUIREMENTS**

An additional consideration is the type of sites needed for future commercial and industrial developments. Site requirements include the physical characteristics required for a particular type of industrial or commercial use to operate, such as parcel size, site configuration, and access to a specific type of transportation facility. Employment growth is forecasted for all of the major commercial and industrial sectors in Hubbard over the planning horizon; therefore, it is important that a variety of sites be available to meet the forecasted employment needs.

Table 8 shows the size characteristics of developed commercial and industrial properties in Hubbard. Commercial uses in Hubbard have developed on properties that are between 5,000 square feet and three (3) acres in size. The average size of developed commercial properties in Hubbard is approximately 0.6 acres (26,390 square feet).

Developed industrial properties average about 1.2 acres in size. The current size of commercial and industrial parcels in Hubbard indicates the need for parcels between one half acre and two (2) acres in size.

**Economics –Table 8  
Size Characteristics of Developed Properties by Zone  
Hubbard 2007**

Zone	Average (acres)	Median (acres)	Parcel Size Range (acres)
Residential-Commercial (RC) <sup>1</sup>	0.2	0.2	0.09 – 0.7
Commercial General (CG)	0.8	0.4	0.3 – 3.0
Industrial-Commercial (IC) (commercial use)	1.2	1.0	0.4 – 2.5
Industrial-Commercial (IC) (industrial use)	1.4	1.0	0.2 – 4.4
Industrial (I)	1.0	0.7	0.1 – 3.2

Source: Marion County Assessor data, MWVCOG, 2007.

<sup>1</sup> Includes parcels in the RC Zone that are currently in commercial use.

As discussed under the economic opportunities and constraints section above, Hubbard is well positioned to see economic growth in small scale manufacturing industry. A discussion of the specific site requirements for these types of industries is provided as follows.

### ***Small Scale Manufacturing***

Site characteristics for small-scale manufacturing include building sites with slopes less than 15 percent, on soils without severe building limitations. These businesses often locate on parcels between one (1) to three (3) acres in size that are preferably rectangular in shape with a lot depth of 200 to 300 feet. Small-scale manufacturers prefer direct access to a state highway or other well-travel transportation facility. Building configurations should allow for a variety of ancillary uses such as, show rooms and office space. These types of industries do not have as large of an impact as large-scale manufacturers and heavy industries, and thus do not require larger land use buffers of 50 to 100 feet. However, consideration should be given to provide some buffering between industrial and residential uses and avoiding truck traffic through residential areas.

## **COMMERCIAL AND INDUSTRIAL LAND INVENTORY**

In order to determine whether or not there is sufficient land available to meet projected employment over the planning horizon, an up-to-date inventory of the current land supply is needed. The following section identifies the supply of vacant and underutilized employment land within the Hubbard Urban Growth Boundary (UGB). Table 9 shows a summary of the amount of vacant and redevelopable commercial and industrial land available within the Hubbard UGB. No physical site constraints, such as steep slopes, wetland, or floodways, were identified in the buildable lands analysis that would reduce the amount of land available for development.<sup>12</sup> Table 9 shows a total acreage of 25.5 acres of vacant and redevelopable commercial and industrial land is available in Hubbard.

**Economics -Table 9  
Commercial and Industrial Buildable Lands Inventory  
Hubbard, 2007**

<b>Zone</b>	<b>Vacant Acres</b>	<b>Redevelopable Acres</b>	<b>Total Acres</b>
Residential Commercial (RC)	0.5	0.0	0.5
Commercial General (CG)	5.1	0.3	5.4
Industrial-Commercial (IC)	6.9	0.0	6.9
Industrial (I)	12.1	0.6	12.7
<b>Total</b>	<b>24.6</b>	<b>0.9</b>	<b>25.5</b>

Source: Marion County Assessor data, MWVCOG, 2007.

Table 10 shows the number of vacant and redevelopable commercial and industrial parcels by size. A number of small (less than 0.5 acre) commercial and industrial parcels are available for development. The size of available parcels is consistent with the inventory of developed parcels shown in Table 8. For the long-term, the City may wish to consider identifying one or more parcels that are at least three (3) acres in size and designating these for industrial use in order to provide a competitive market for such sites that is competitive with other cities.

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<sup>12</sup> A one-acre parcel identified as Assessor Map 41W33DC, Tax Lot 100 is designated as Industrial in the Hubbard Comprehensive Plan. The property is located within the Hubbard UGB, but outside the city limits, and is currently zoned Urban Transition (UT) by Marion County. This property has limited potential for industrial use. It is currently developed with a single-family residence and is located behind existing industrial development on Highway 99E. The property does not have frontage on Highway 99E and the only vehicular access is via an access easement across an adjoining property.

**Economics - Table 10**  
**Commercial and Industrial Vacant Land Inventory by Parcel Size**  
**Hubbard, 2007**

<b>Parcel Size</b>	<b>Number of Commercial Parcels</b>	<b>Number of Industrial Parcels<sup>1</sup></b>
0.0 - 0.5 acres	9	4
0.6 - 1.5 acres	1	3
1.5 - 3.0 acres	2	5
Larger than 3.0 acres	0	1
<b>Total</b>	<b>13</b>	<b>13</b>

Source: Marion County Assessor data, MWVCOG, 2007.

<sup>1</sup> Includes parcels zoned Industrial-Commercial

***Comparison of Land Demand and Supply***

Table 11 shows a comparison of land needed to accommodate new employment growth (demand) through 2027 and the available supply of vacant and redevelopable land. The comparison shows that there is not sufficient commercial or industrial land available within the Hubbard urban area to meet the projected land demand. Also, in the event that available vacant land zoned Industrial-Commercial is developed for commercial uses, which is a reasonable expectation given the location of these properties on Highway 99E, the deficit of available industrial-zoned land will be greater than is shown here.

**Economics - Table 11**  
**Comparison of Supply and Demand for Commercial and Industrial Land**  
**Hubbard, 2027**

<b>Land Use Type</b>	<b>Vacant/Redevelopable Acres</b>
<b>Supply</b>	
Commercial	6.9
Industrial <sup>1</sup>	19.6
<b>Total Supply</b>	<b>26.6</b>
<b>Demand</b>	
Commercial	15.0
Industrial	20.7
<b>Total Demand</b>	<b>35.7</b>
<b>Surplus (Deficit)</b>	
<b>Commercial</b>	<b>(8.1)</b>
<b>Industrial</b>	<b>(1.1)</b>
<b>Total</b>	<b>(9.1)</b>
<b>Additional land needed for public uses - streets, parks, etc. (25% of 20-year land needs)</b>	<b>2.3</b>
<b>Total Commercial and Industrial Land Needs</b>	<b>11.4</b>

Source: MWVCOG, 2007.

<sup>1</sup> Includes parcels zoned Industrial-Commercial

***Short-Term (5 Year) Land Needs***

Table 12 identifies short-term land needs for the City of Hubbard. Short-term land needs are characterized by those lands that will be needed for employment growth within the next five (5) years. Ideally, land available for short-term employment growth is not constrained by the lack of infrastructure or those lands considered unavailable due to land speculation. The five-year demand is approximated as one quarter of the projected 20-year demand. Based upon a review of the buildable lands inventory, the city has adequate commercial and industrial land to meet its short-term land needs. Hubbard’s short term supply of vacant commercial and industrial lands is not currently constrained by immediate public improvements or natural resource constraints.

**Economics - Table 12  
Short-Term Demand for Commercial and Industrial Land  
Hubbard**

<b>Land Use Type</b>	<b>Vacant/Redevelopable Acres</b>
Commercial	3.8
Industrial	5.2
Total Demand	9.0

Source: MWVCOG, 2007.

***Long-Term Land Needs***

As shown in Table 11, the city does not have enough land available to meet the projected need for commercial and industrial land through 2027. Oregon Administrative Rules 660-009-0025 requires that, as part of an Economic Opportunities Analysis, the city must designate enough land to meet the total projected land needs for each industrial or other employment use category identified in the plan during the 20-year planning period.

The City has identified an area for inclusion in the Urban Growth Boundary that would meet the projected need for commercial and industrial land. The area is comprised of four (4) parcels, located south of the existing UGB and west of Highway 99E, that comprise approximately 12.3 acres. The properties range in size from 1.7 acres to 4.7 acres. These properties are located on either side of Schmidt Lane, a public road right-of-way that serves properties on both sides of Highway 99E. The properties to be included in the UGB are shown in Table 13 below.

**Economics - Table 13  
Proposed Urban Growth Boundary Area for  
Commercial and Industrial Use  
Hubbard**

<b>Assessor Map/Tax Lot</b>	<b>Parcel Size (acres)</b>
41W33DC/400	2.5
41W33DC/500	1.7
41W33DC/800	2.8
41W33DC/900	4.7
Schmidt Lane right-of-way	0.60

Source: MWVCOG, 2007.

The properties meet the size requirements for both commercial and industrial uses, and can be partitioned or subdivided to make smaller parcels as needed. Schmidt Lane would provide the sole access to the parcels thus limiting access conflicts on Highway 99E. Upon annexation and development, Schmidt Lane would be constructed to City street standards. The area to be included in the UGB would be designated as Commercial in the Comprehensive Plan and upon annexation would be zoned Industrial-Commercial. This zoning would provide for the full range of commercial and industrial uses permitted in Hubbard and would provide the greatest flexibility in meeting projected land needs through 2027.

### ***Key Findings and Future Planning Implications***

Overall, the economy in Region 3, comprised of Marion, Polk, and Yamhill Counties, is expected to experience modest economic growth over the next 20 years. Hubbard should be able to capitalize on that growth. Hubbard has some comparative advantages related to the availability of suitable commercial and industrial sites that have public services readily available, and transportation access to Highway 99E. While direct access to Interstate 5 is not available in Hubbard, Highway 99E connects with Interstate 5 approximately four (4) miles north of Hubbard. The city is located between major markets in Salem and Portland.

Total employment in Hubbard is projected to reach 2,854 persons by 2027, an increase of about 38 percent over 2004 total employment. Manufacturing, construction, and real estate and services sectors will experience the largest employment growth over the 20-year planning period.

The city's buildable lands inventory shows there will be a deficit of vacant or redevelopable commercial and industrial land available to meet the projected need through the year 2027. All vacant and redevelopable properties have services readily available. The type and size of available commercial and industrial sites is typical of sites that have been previously developed. The city will need to expand the UGB to include more land for commercial and industrial development to meet the 2027 projected demand. An 12.3 acre area located south of the existing UGB has been identified as the area for commercial and industrial development.

## **ECONOMIC DEVELOPMENT GOALS AND POLICIES**

**Goal:** To provide for and maintain a viable and diverse economy while preserving the present sense of community and high level of environmental quality.

**Policies:**

1. The City of Hubbard shall encourage a wide variety of commercial activities in convenient and desirable locations to serve city residents.
2. The City of Hubbard encourages the continuation of business within the City limits along the Highway 99E corridor.
3. The City of Hubbard wishes to develop and maintain a central business area to serve the needs of the resident and the visitor. A specific area between Highway 99E and the railroad right-of-way will be designated for a mixture of commercial and secondary residential uses to provide housing and services within close proximity of each other.

4. To achieve a commercial and industrial development pattern that is balanced with a moderate rate of overall economic growth, the City of Hubbard encourages the location of businesses within the community that create wages able to support a family.
5. Commercial and industrial establishments should contribute to and not detract from the beauty of the community.
6. The City of Hubbard supports the industrial park concept for the area on the southeast end of town to attract larger industrial based businesses to the community.
7. The City of Hubbard shall encourage the development of economic activities that will provide jobs able to utilize the skills of the local labor force.
8. The City of Hubbard will encourage economic development planning and programming activities that serve to stimulate private sector development.
9. The City of Hubbard shall cooperate with relevant federal, state, regional, and local government agencies in economic development planning for the area.
10. The City of Hubbard will support projects and development in commercial areas consistent with the City's adopted 2003 Resource Team Report for Hubbard Oregon prepared by the Oregon Downtown Development Association.
11. Consistent with Marion County Framework Plan policies, the City of Hubbard has conducted an Economic Opportunities Analysis (EOA) consistent with the Goal 9 Rule (OAR Chapter 660, Division 9) that:
  - (a) Describes state and regional economic trends;
  - (b) Inventories lands suitable for employment use by parcel size;
  - (c) Assesses community economic development potential;
  - (d) Forecasts future employment; and
  - (e) Estimates the amount of land needed in Commercial and Industrial plan designations to accommodate future employment;
12. The City's policy is to accommodate industrial and commercial growth consistent with the 2007 Hubbard Economic Opportunities Analysis (EOA).
13. The City of Hubbard will continue to work with Marion County, economic development agencies, area economic development groups, and major institutions to provide information to support development of a region-wide strategy promoting a sustainable economy.

**LEGEND**

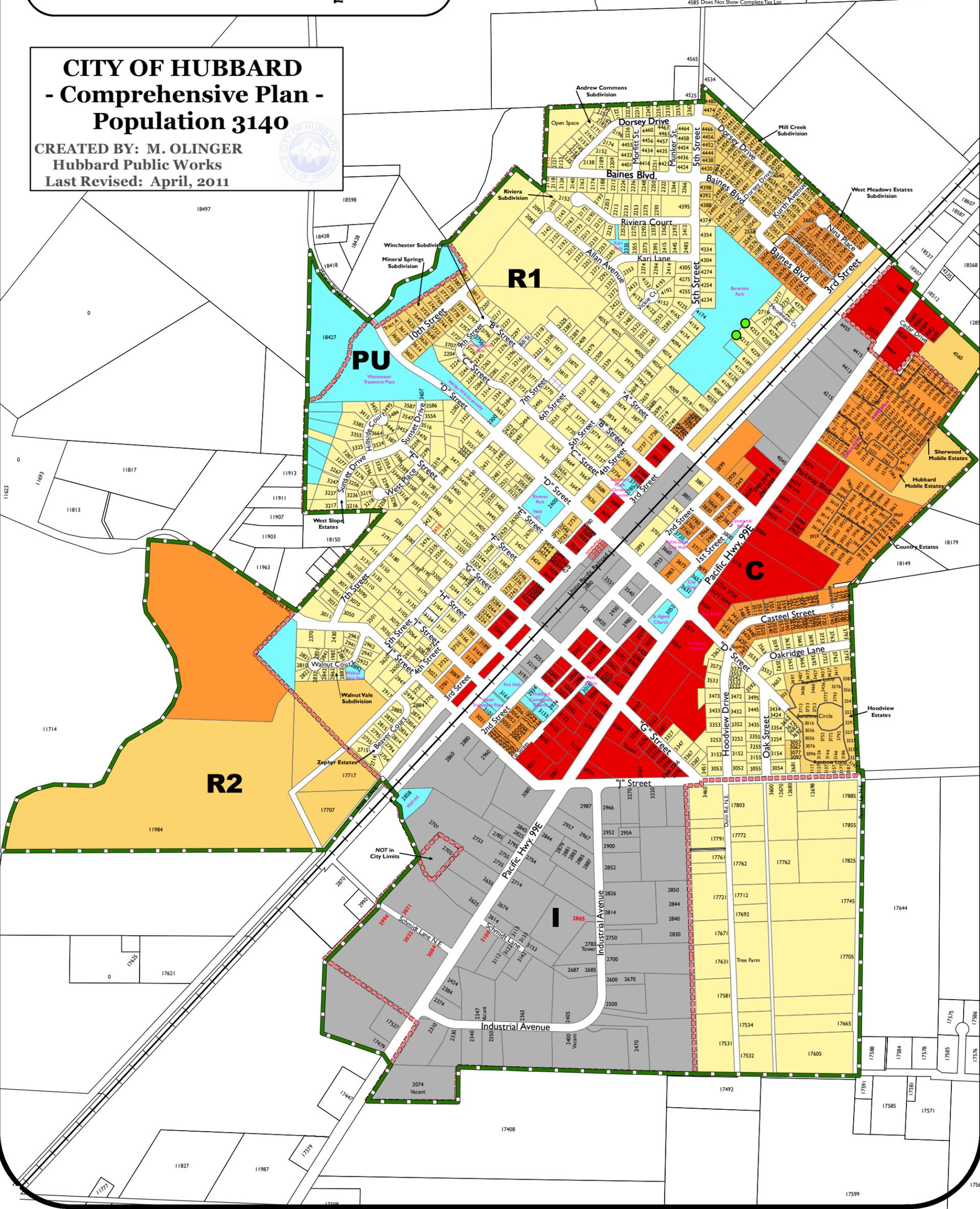
-  Urban Growth Boundary
-  City Limits
-  Commercial
-  Industrial
-  Outside City Limits/UGB
-  Public Use
-  Low Density Residential (R1)
-  Medium Density Residential (R2)
-  High Density Residential (R3)

Please Note: 4253 & 4215  
3rd Street are currently part  
of Barendse Park



The information contained herein is provided "as is" and Without any representation or warranty, express or implied, with regard to the accuracy thereof. The City of Hubbard shall not be liable for any damages, consequential or otherwise, nor for lost profits or earnings of any sort and does not represent that this product is fit for any particular use or purpose. The user of this product uses it at his or her sole risk.

**CITY OF HUBBARD**  
**- Comprehensive Plan -**  
**Population 3140**  
CREATED BY: M. OLINGER  
Hubbard Public Works  
Last Revised: April, 2011



# Legend

- Urban Growth Boundary
- City Limits
- Outside City Limits/UGB
- Low Density Residential (R1)
- Medium Density Residential (R2)
- High Density Residential (R3)
- Manufactured Home District
- Commercial
- Industrial
- Industrial Commercial
- Highway 99E Overlay Zone
- Residential Commercial
- Commercial General
- Public Use
- Parks/Open Space
- Urban Transition Farm
- Urban Transition

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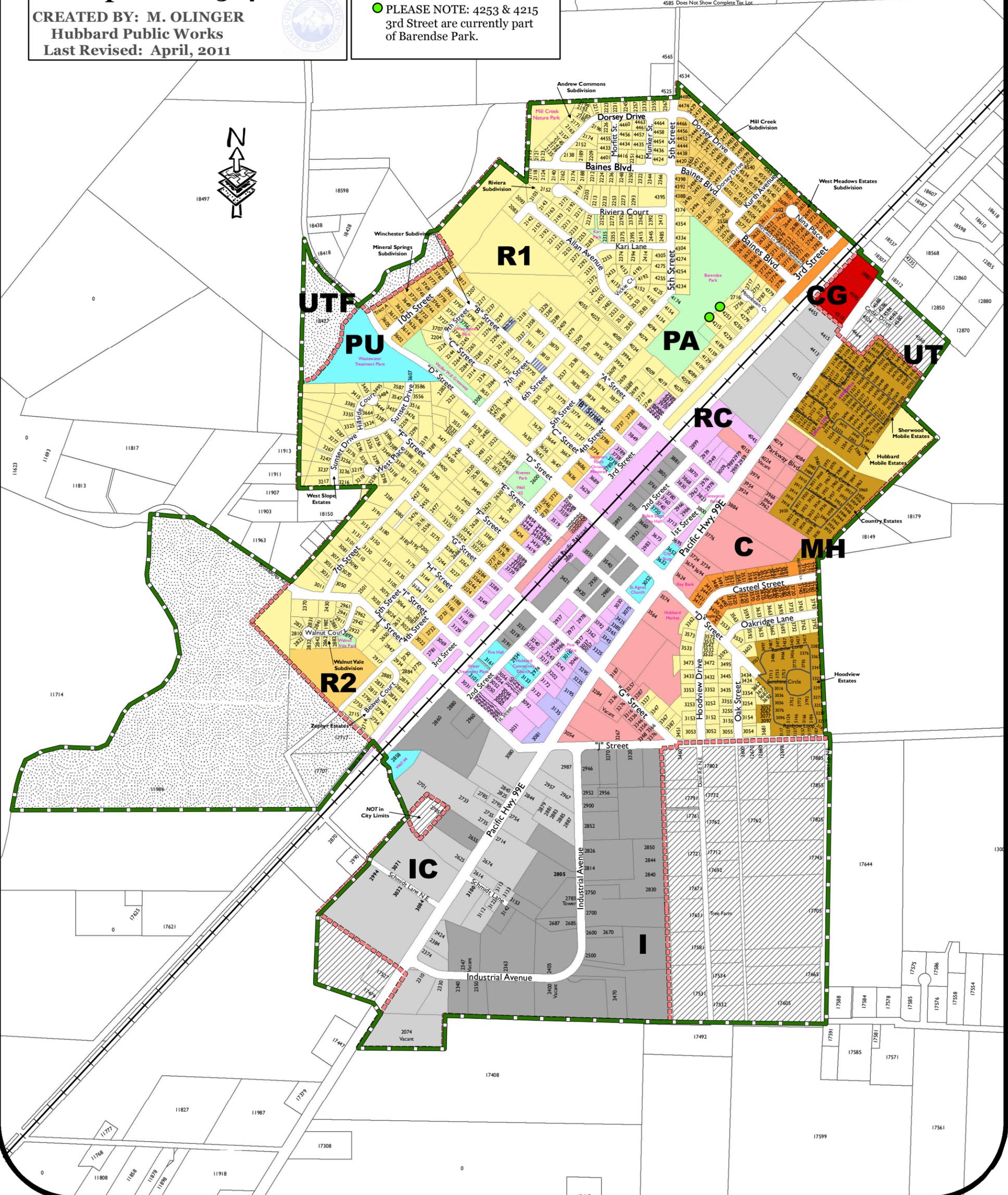
## CITY OF HUBBARD - Zoning/Address Map - Population 3140

CREATED BY: M. OLINGER  
Hubbard Public Works  
Last Revised: April, 2011



\* PLEASE NOTE: Zoning designations outside the City Limits are maintained by Marion County and are provided as a courtesy only.

● PLEASE NOTE: 4253 & 4215 3rd Street are currently part of Barendse Park.





5th St

B St

A St

D St

C St

Parkway Blvd

Pacific C

3rd St

2nd St

F St

E St

G St

99E

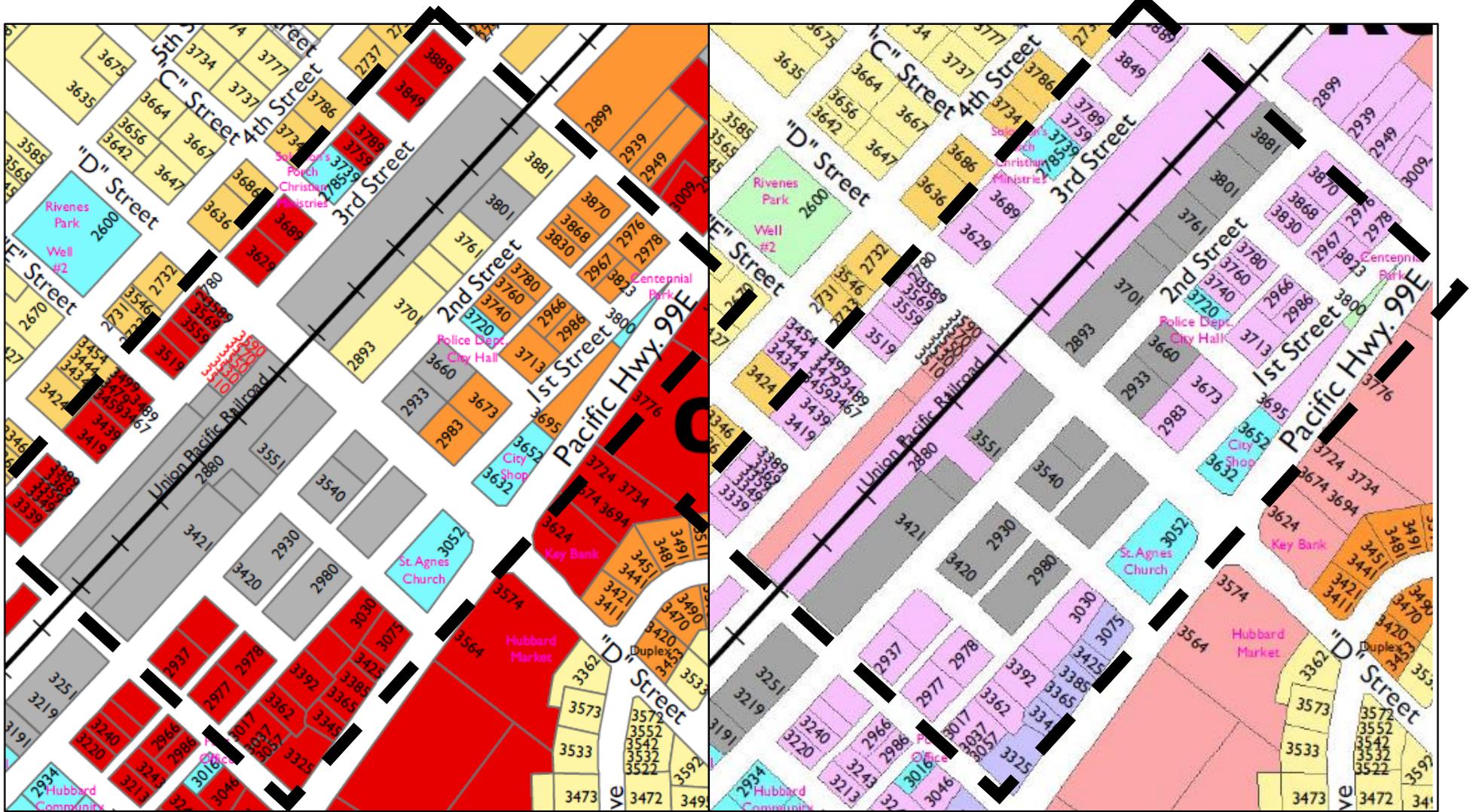
Hoodview Dr

Casteel St

Oak Ridge Ln

# COMPREHENSIVE PLAN DESIGNATION

# ZONING DESIGNATION



## LEGEND

- Urban Growth Boundary
- City Limits
- Commercial
- Industrial
- Public Use
- Low Density Residential (R1)
- Medium Density Residential (R2)
- High Density Residential (R3)

## Legend

- Urban Growth Boundary
- City Limits
- Outside City Limits/UGB
- Low Density Residential (R1)
- Medium Density Residential (R2)
- High Density Residential (R3)
- Manufactured Home District
- Commercial
- Industrial
- Industrial Commercial
- Highway 99E Overlay Zone
- Residential Commercial
- Commercial General
- Public Use
- Parks/Open Space
- Urban Transition Farm
- Urban Transition

## **2.104 RESIDENTIAL-COMMERCIAL DISTRICT (RC)**

### **2.104.01 Purpose**

The purpose of the RC District is to provide for a mix of housing types and limited commercial activities. The residential density shall be no greater than 12 units per acre. The RC District is consistent with the High Density Residential Comprehensive Plan designation.

### **2.104.02 Permitted Uses**

Unless otherwise subject to Conditional Use provisions or requirements of this Ordinance, the following uses are permitted in the RC District:

- A. The following residential and non-commercial uses are permitted in the RC District:
  - 1. Single family dwelling unit, including a manufactured home except that a manufactured home shall not be placed within an acknowledged historical district nor adjacent to a historic landmark
  - 2. Duplex
  - 3. Multi-family housing, including apartments, townhouses, and condominiums at a density no greater than 12 units per acre, subject to the Site Development Review procedures of Section 3.105
  - 4. Bed and breakfast establishment, subject to the Site Development Review procedures of Subsection 3.105
  - 5. Residential care home and facility
  - 6. Day care facilities operating as group child care homes and centers
  - 7. Home occupation, subject to the provisions of Section 2.303
  - 8. Residential accessory structure or use
  - 9. Parks and open space areas
  - 10. Church
  - 11. Residential Planned Unit Developments, subject to the provisions of Section 3.107
- B. The following commercial uses are permitted, subject to the Site Development Review procedures of Section 3.105 and the development standards listed in Section 2.300:
  - 1. Professional office

2. Retail trade and service operation having a maximum floor area of 2,500 square feet
3. Restaurant, except those with drive-through facilities

**2.104.03 Conditional Uses**

The following uses are permitted as conditional uses, provided that such uses are approved in accordance with Section 3.103:

- A. Uses operating before 7:00 AM or after 10:00 PM
- B. Public facility, government structure, or communications towers for emergency services
- C. Cemeteries

**2.104.04 Dimensional Standards**

The following dimensional standards shall be the minimum requirements for all development in the RC District except for modifications permitted under Section 2.402, General Exceptions.

A. Minimum Lot Area and Density Standards

- |   |                        |
|---|------------------------|
| 1. Single-family dwelling   | 5,000 square feet      |
| 2. Two-family dwelling (duplex)   | 7,000 square feet      |
| 3. Townhouse (not on a corner lot)  | 3,500 square feet      |
| 4. Multi-family dwelling (three or more units)  | 3,630 sq. ft. per unit |
| 5. Commercial Use   | 5,000 square feet      |
| 6. Public utility structures: Lot area shall be adequate to contain all proposed structures within the required yard setbacks.                                      |                        |
| 7. All other uses (including townhouse on a corner lot) 5,000 square feet   |                        |
| 8. Commercial uses on properties located within the 99E overlay zone shall comply with lot area requirements according to the Commercial General (C) zone district. |                        |

B. Minimum Yard Setback Requirements

1. All principal structures shall maintain the following minimum yard setbacks:
 

a. Front Yard	15 feet
-- Setback to garage	20 feet

## **2.106 COMMERCIAL DISTRICT (C)**

### **2.106.01 Purpose**

The purpose of the Commercial District is to provide areas for the broad range of commercial operations and services required in the central business district and other areas to meet the economic needs of the City of Hubbard. The Commercial District is consistent with the Commercial Comprehensive Plan designation.

### **2.106.02 Permitted Uses**

Unless otherwise subject to Conditional Use provisions or requirements of this Ordinance, the following uses are permitted in the C District:

- A. Retail trade establishments engaged in selling goods or merchandise to the general public for personal or household consumption such as retail groceries, hardware stores, department stores, gas stations and sporting goods stores
- B. Retail service establishments offering services and entertainment to the general public for personal or household consumption such as eating and drinking establishments, motels, hotels, banks, real estate and financial services
- C. Business service establishments engaged in rendering services to other businesses on a fee or contract basis such as building maintenance, employment services and consulting services
- D. Offices and clinics such as doctor and dentist offices, veterinary clinics and law offices
- E. Dwelling units accessory to a permitted use or above a permitted use
- F. Group day care homes and centers
- G. Residential care home and residential care facility
- H. Amusement and recreational services
- I. Public and private utility buildings and structures such as electric substations, telephone exchanges, and communications antennas or towers
- J. Church
- K. Automobile sales, both new and used, recreational vehicles, recreational unit, and light trailer sales.

**2.106.03 Conditional Uses**

The following uses are permitted as conditional uses, provided that such uses are approved in accordance with Section 3.103:

- A. Church
- B. Except as provided in Section 2.304, any commercial service or business activity otherwise permitted, involving the processing of materials which is essential to the permitted use and which processing of materials is conducted wholly within an enclosed building
- C. Public and private utility buildings and structures such as electric substations, telephone exchanges, and communications towers and/or antennas
- D. Automotive repair

**2.106.04 Dimensional Standards**

The following minimum dimensional standards, with the exception of modifications permitted under Section 2.402, shall be required for all development in the Commercial District.

- A. Minimum lot area: No limitation
- B. Minimum yard setbacks:
  - 1. Front Yard None\*  
\* - Abutting Highway 99E 20 feet
  - 2. Rear Yard  
-Abutting a non-residential district None  
-Abutting a residential district 15 feet
  - 3. Side Yard  
-Abutting a non-residential district None  
-Abutting a residential district 15 feet
- C. Maximum structure height: 45 feet

**2.106.05 Development Standards**

All developments in the Commercial District shall comply with the applicable provisions of Section 2.200 of this Ordinance. In addition, the following specific standards shall apply:

- A. Off-Street Parking. Off-street parking shall be as specified in Section 2.203.

- B. Signs. Signs in the Commercial District shall be subject to the provisions of Section 2.206.
- C. Landscaping. All development is subject to the landscaping provisions in Section 2.207.
- D. Subdivisions and Partitions. All subdivisions and partitions shall be reviewed in accordance with the provisions of Section 2.208.
- E. Design Review. All new development and expansion of an existing structure or use in the Commercial District shall be subject to the Site Development Review procedures of Section 3.105.
- F. Outdoor Display. There shall be no outdoor display or storage of materials or merchandise within a designated alleyway, roadway or sidewalk that would impede pedestrian or vehicular traffic except during community retail sales events. Safety precautions shall be observed at all times. Outdoor display shall only be permitted between the hours of 7am and 10pm unless the display items are screened pursuant to Section 2.207.
- G. Access. Approaches and driveways shall be subject to provisions of Section 2.202.

## **2.107 INDUSTRIAL DISTRICT (I)**

### **2.107.01 Purpose**

The purpose of the Industrial District is to provide areas for general industrial activities which do not produce excessive smoke, dust, noise, vibration, smell or harmful substance to meet the economic needs of the City of Hubbard. The Industrial District is consistent with the Industrial Comprehensive Plan designation.

### **2.107.02 Permitted Uses**

Unless otherwise subject to Conditional Use provisions or requirements of this Ordinance, the following uses are permitted in the Industrial District:

- A. Establishments engaged in manufacturing, processing, packing, assembly, distribution, repair, finishing or refinishing, testing, fabrication, research and development, warehousing and servicing activities. Examples of uses that would be appropriate include: aircraft or auto parts, bottling plants, bakery products, communication equipment, drugs, fabricated textile products, office machines, building materials, recycling centers, and motor freight terminals; and
- B. Warehouse and outdoor storage activities.
- C. Automotive repair
- D. Manufactured home sales
- E. Place of worship, club lodge, or fraternal organizations.

### **2.107.03 Conditional Uses**

The following uses may be permitted in the Industrial District when authorized by the Planning Commission pursuant to Section 3.103.

- A. Extraction and processing of minerals, rock, or other earth products
- B. Automotive dismantling, wrecking and salvage yard
- C. Fuel oil distribution
- D. Manufacturing, processing or storage of explosive, flammable or toxic products
- E. Welding operations
- F. Public and private utility buildings and structures such as electric substations, telephone exchanges, and communications towers and/or antennas.
- G. Caretaker residence subject to the following requirements:

1. Establishment of caretaker residence shall be subject to the Site Development Review requirements of Section 3.105.
  2. Only one residence is allowed per tract of land.
  3. The residence is limited to a manufactured or mobile home or a park trailer or recreational park trailer as defined by this ordinance or the residence is incorporated into the building design for an associated business on the property.
  4. Installation of a park trailer or a recreational park trailer shall comply with the requirements of Oregon Administrative Rules Chapter 918, Division 530 and shall be connected to public utilities.
  5. No variance shall be granted for any of the requirements in this section.
- H. Large-scale amusement facilities, such as a gymnasium, skating rink, pool or race track.
- I. Other uses determined by the Planning Commission to be of similar character to those specified above

**2.107.04 Dimensional Standards**

The following dimensional standards, with the exception of modifications allowed under Section 2.200, shall be required for all development in the Industrial District.

- A. Lot Size: None
- B. Setback Requirements:
- |  |         |
|--|---------|
| 1. Front yard                                  | 20 feet |
| 2. Side yard                                   |         |
| -Abutting a residential or commercial district | 25 feet |
| -Abutting an industrial district               | 10 feet |
| 3. Rear Yard                                   |         |
| -Abutting a residential or commercial district | 25 feet |
| -Abutting an industrial district               | 10 feet |
- C. Maximum Building Height: 80 feet

## **2.107.05 Development Standards**

All development in the Industrial District shall comply with the applicable provisions of Section 2.200 of this Ordinance. In addition, the following specific standards shall apply:

- A. Off-Street Parking. Off-street parking in the Industrial District shall conform to the standards of Section 2.203.
- B. Signs. Signs in the Industrial District shall conform to the provisions of Section 2.206.
- C. Landscaping. All development is subject to landscaping provisions in Section 2.207.
- D. Subdivisions and Partitions. All subdivisions and partitions shall be reviewed in accordance with the provisions of Section 2.208.
- E. Design Review. All new development or expansion of existing structure or use in the Industrial District shall be subject to the Site Development Review procedures of Section 3.105.
- F. Outdoor storage. Outdoor storage shall be screened pursuant to the landscaping standards listed in Section 2.207.
- G. Access. Approaches and driveways shall be subject to provisions of Section 2.202.

**2.108 INDUSTRIAL-COMMERCIAL DISTRICT (IC)**

**2.108.01 Purpose**

The purpose of the IC (Industrial-Commercial) District is to provide areas suitable for light industrial uses, light industrial uses with related commercial sales, commercial retail uses and wholesale commercial sales. The IC District is appropriate in those areas designated Industrial in the Comprehensive Plan where the location has access to a collector street, arterial street or highway, and permitted uses will not adversely impact local streets or residential districts.

**2.108.02 Permitted Uses**

Unless otherwise subject to Conditional Use provisions or requirements of this Ordinance, the following uses are permitted in the Industrial-Commercial District:

- A. all uses permitted in the Industrial (I) District;
- B. building material, hardware and garden supply sales;
- C. retail sales accessory to a permitted industrial use;
- D. other retail uses which are permitted in the Commercial District; and
- E. wholesale commercial sales.

**2.108.03 Conditional Uses**

The following uses may be permitted in the Industrial-Commercial District when authorized by the Planning Commission pursuant to Section 3.103:

- A. all uses permitted conditionally in the Industrial District; and
- B. office uses not associated with a permitted use.

**2.108.04 Dimensional Standards**

The following dimensional standards, with the exception of modifications allowed under Section 2.201, shall be required for all development in the Industrial-Commercial District.

- A. Lot Size: None
- B. Setback Requirements:
  - 1. Front yard 20 feet

- 2. Side yard
  - Abutting a residential or commercial district 25 feet
  - Abutting an industrial district 10 feet
- 3. Rear Yard
  - Abutting a residential or commercial district 25 feet
  - Abutting an industrial district 10 feet
- C. Maximum Building Height: 80 feet

**2.108.05 Development Standards**

All development in the Industrial-Commercial District shall comply with the applicable provisions of Section 2.200 of this Ordinance. In addition, the following specific standards shall apply:

- A. Off-Street Parking. Off-street parking in the Industrial-Commercial District shall conform to the standards of Section 2.203.
- B. Signs. Signs in the Industrial-Commercial District shall conform to the provisions of Subsection 2.206.
- C. Landscaping. All development is subject to landscaping provisions in Section 2.207.
- D. Subdivisions and Partitions. All subdivisions and partitions shall be reviewed in accordance with the provisions of Section 2.208.
- E. Design Review. All new development or expansion of existing structure or use in the Industrial-Commercial District shall be subject to the Site Development Review procedures of Section 3.105.
- F. Access. Site access points shall be located to minimize traffic hazards and development is subject to provisions in Section 2.202.

**3.102 COMPREHENSIVE PLAN AND DEVELOPMENT CODE TEXT AMENDMENTS, COMPREHENSIVE PLAN MAP AMENDMENTS, AND ZONE CHANGES**

**3.102.01 Process**

Comprehensive Plan and Development Code text amendments, Comprehensive Plan and Zone District map amendments, and zone changes will be reviewed in accordance with the Type III review procedures in Section 3.201.

City-wide changes to the Plan and Code documents or maps will be reviewed in accordance with Type IV review procedures in 3.201.

**3.102.02 Application and Fee**

An application for a zone change shall be filed with the City Recorder and accompanied by the appropriate fee and/or deposit. It shall be the applicant's responsibility to submit a complete application which addresses the review criteria of this Section.

**3.102.03 Criteria for Approval**

- A. Comprehensive Plan and map amendments shall be approved if the applicant provides evidence substantiating the following:
  - 1. conformance with the applicable Statewide Planning Goals,
  - 2. conformance with the goals and policies of the Plan or demonstration of a change in circumstances that would necessitate a change in the goal and/or policy,
  - 3. a demonstration of public need for change, and
  - 4. a demonstration that the proposed amendment will best meet the identified public need versus other available alternatives.
- B. Development Code amendments and zone change proposals shall be approved if the applicant provides evidence substantiating the following:
  - 1. approval of the request is consistent with the Comprehensive Plan and the Comprehensive Plan map designation and most effectively carries out the Plan goals and policies considering all alternatives, and
  - 2. the property and affected area is presently provided with adequate public facilities, services, and transportation to support uses allowed within the requested zone, or such facilities, services provided concurrently with the development of the property.

3. The proposed amendment is consistent with the purpose of the Code's subject section and article.
- C. the natural features of the site are conducive to the proposed zone district.