

Hubbard Visioning

1. *WHERE ARE WE NOW?* COMMUNITY ASSESSMENT



THANK YOU, STEERING COMMITTEE!

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What is Visioning?

A practical picture of what residents would like Hubbard to be like by 2035. *A clear direction to guide future action!*



Hubbard's Vision Process

'community-driven'

1. **Get Ready:** Assess How Hubbard is doing; what's important?; Market Facts
2. **Get Focused:** Identify key Focus Areas & **Top Action Initiatives**
3. **Go:** Get organized for **ACTION! *What Can We Influence?***

HOPS AND VINES

Hop Farms and Vineyards
Hubbard is home to Oregon
HOP Commission and Hop
Research Council



BEAR CREEK PUD

321 Dwelling Units on 201 Lots



LE PETIT BISTRO

New business on 3rd Street



New City Administrator



Safe Routes to School and Sidewalk Improvements

- Partnering with North Marion School District for school bus stop improvements
- Public Works – sidewalk project on G Street from 2nd to 3rd Street



Projects Underway TODAY!

New Mixed-Use Project Located at 3rd & D Street



Pacific NW Marble & Granite Growing business

PACIFIC NW
MARBLE & GRANITE



Who we are today



3,466

population

32.2

Median Age



32.1%

children (19 and under)



10.6%

seniors (65+)

0.02%

Avg annual
projected growth



\$84,748

Median Household
Income

38.3%

Hispanic Origin

72%

‘Up & Coming Families’

Young, ambitious families
Often dual-income households

76:22:2

Owner:Renter:Vacant Housing



Community Outreach & Listening so far

- Survey #1 (English and Spanish) – 46
- Community Meetings: Mtg 1 drew 30 attendees
- Interviews and Focus Groups with ~40 people
- Seeking to engaged with high school students
- Direct Business Outreach (>65) canvassing, focus groups, interviews, downtown, industrial park, Latino business owners

NEXT: February 27th, March 26th meetings

- Survey #2-set priorities
- Form Community Action Team(s)



HIGHLIGHTS

1. Friendly
2. Safe
3. Small
4. Diverse
5. Quiet
6. Family

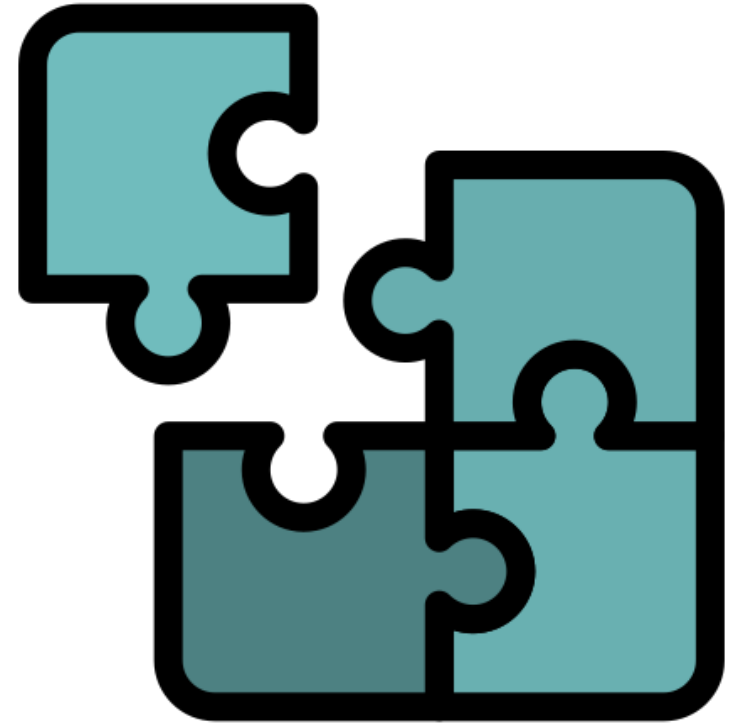
OPPORTUNITIES

1. Community spaces
2. Small businesses
3. Activities, Community Events
4. Dog park

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6 Assessment Categories

1. Community Climate & Identity
2. Business Climate & Vitality
3. Infrastructure
4. Real Estate
5. Quality of Life
6. Other Factors: Partners, Plans & Resources





Community Climate

Vibe, Spirit

People connections- communication, cross-cultural activities

Community involvement – volunteerism, capacity

Organizations

What you said...

It is safe, the are parks are clean, the people are great. Police force rocks too

Safe community- friendly and simple

Nice parks, quiet neighborhoods, water fountain for kids to play in, small town values. Community events like Hops parade/day, Christmas tree lighting, Easter, egg hunt, and Veterans Day memorial

Appreciate the small-town feel, the friendliness of everyone in town, and the walkability of the town proper

Multicultural and Historic community- yet, we need more cross-cultural coming together

Other cities (like Aurora) can be small, but not cheap. Hubbard needs to aspire to be the best (small town) we can be, and support investment in our community

Community Climate: Assets & Challenges

Assets

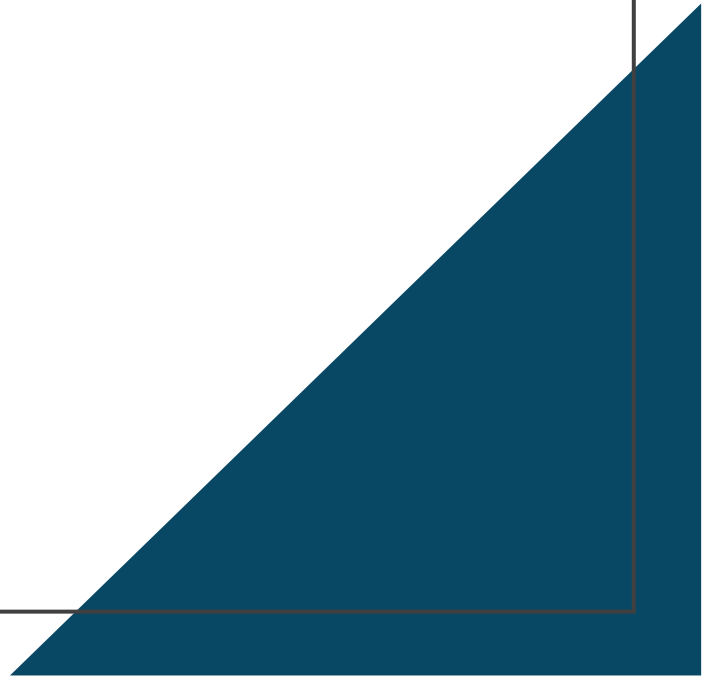
- **GREAT COMMUNICATION**
 - Well developed & managed Newsletter, Social Media FB, community groups
- **SAFE, QUIET, FRIENDLY SMALL TOWN**
 - very Family-oriented with neighbors helping neighbors.
“Hubbard is a great place to raise kids”
- **STRONG CIVIC LEADERSHIP**
 - Police department ROCKS; fire department is also great
 - Forward thinking and engaged mayor, city administrator and city leadership. Highly motivated to advance/benefit Hubbard. E.g. this community visioning and updated comp plan process!
 - Experienced staff: Public Works Superintendent, City Recorder & Administrator have 25+ years of historical knowledge of the city
 - City Hall is nicely renovated & activated public space attracting many community groups

Challenges

- **ENGAGEMENT WITH MULTICULTURAL GROUPS**
 - Difficulties engaging with Latino & Russian groups- Visioning can help open communication
 - “I wish it was a more welcoming town with a multi culture representation”
- **REDEVELOPMENT & NEW GROWTH**
 - Need for clear, fair and consistent code enforcement and treatment of new and redeveloping properties
 - Highway 99 image is run-down
 - As a bedroom community of commuters traveling north for work, current residents are skeptical of new growth

Opportunities & Ideas (selected)

1. Build bridges between diverse cultures & celebrating diversity
2. More community events and spaces to 'come together'
 - Movies in the Park!
 - Farmers Market
 - Community Center
 - Teen Center
3. Develop core values for town & historic downtown corridor
4. Continue to strengthen community partnerships
5. Update branding, logo, website





Business Climate & Vitality

Existing business and employment trends
Employment centers and business anchors
Retail sales

WHAT MAKES A LOCAL ECONOMY?



“It’s not one thing!”

Business and Workforce: *most residents leave town to work*



142
Hubbard Total Businesses



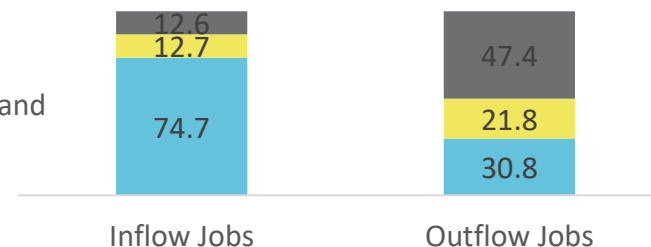
1,495
Hubbard Total Employees



Employed in Hubbard but Living Outside: 1,033
Employed and Living in Hubbard: 49
Living in Hubbard but Employed Outside: 1,508

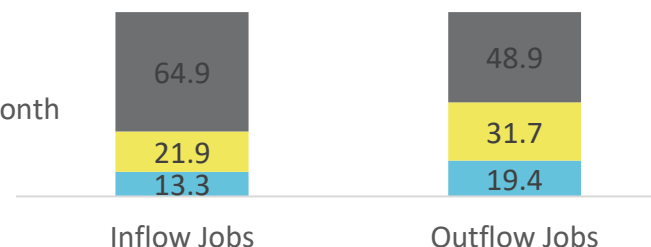
% of Workers by Industry Class

- All Other Services
- Trade, Transportation, and Utilities
- Goods Producing

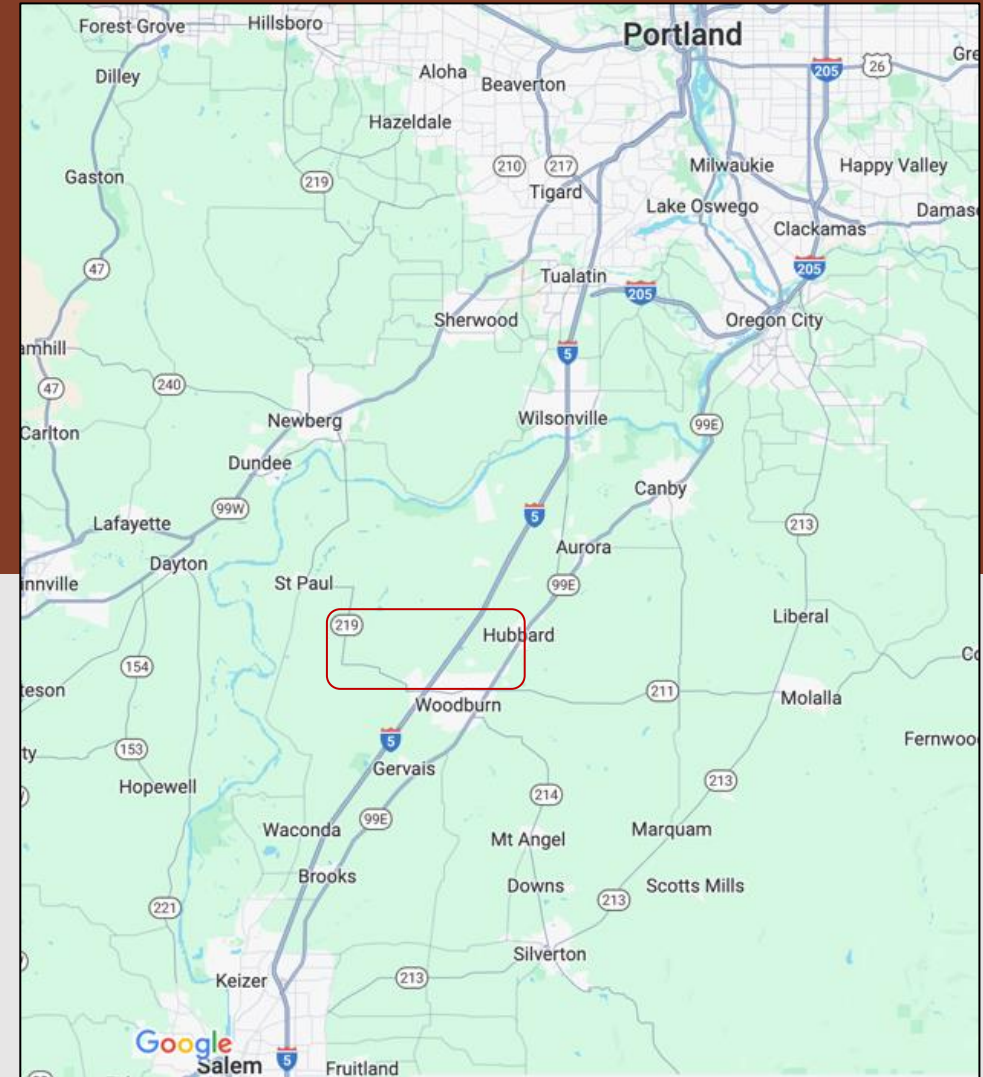


% of Workers by Pay

- More than \$3,333 per month
- \$1,251 to \$3,333 per month



Excellent Location & Access



Business Conversations: *Insights*

1. Hubbard has businesses that have been in operation from 2 years all the way up to 87 years! (3rd gen business!) Several have been operating for decades (10-20 years)
2. **The majority are eager to connect with the City and each other.** Greater communication and connection are top desires.
3. Fear that new business development will raise rent prices and force out current small businesses.
4. **Downtown businesses need an advocate** to support branding, marketing and awareness building.
5. Concerns of the City growing too fast and making traffic on Hwy99 worse than it is.
6. **Downtown revitalization** has been on the docket for a while, but the needle hasn't moved.



What business owners said...

"More business the better...we become a bigger attraction for customers and keep local people shopping and working at home"

"City of Hubbard could improve in getting more involved with small businesses. Getting to know them and what they do, that way this would help understand business needs"

"Growth is good, but it needs to be managed wisely."

"An expanding population doesn't necessarily help local businesses unless intentional efforts are made to promote the local economy."

"Hubbard is a great community, the police officers do their job."

"Whatever they are doing, they are doing it right!" - referring to the City & Police

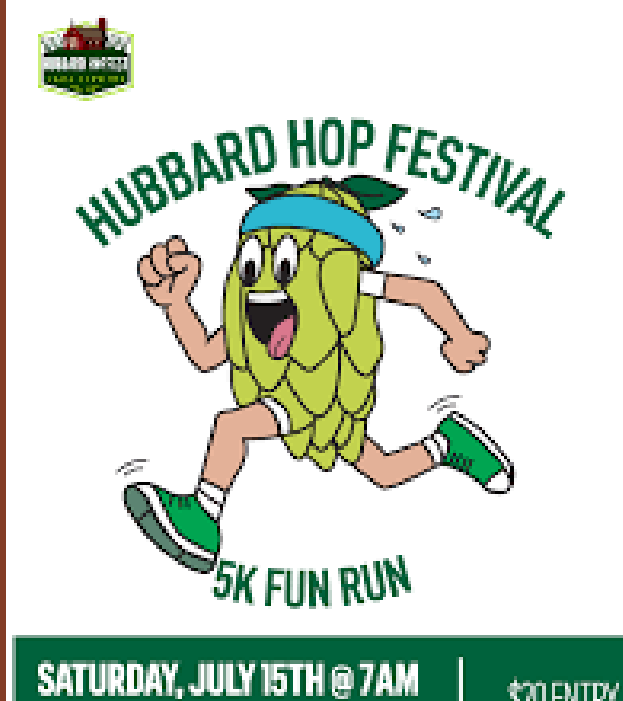
Business Climate: Assets and Challenges

Assets

- **LOCATION**
 - Excellent convenient location to major highways and between two metro areas; gives business access to large labor shed
- **BUSINESS-FRIENDLY**
 - City & Policy Dept
 - Local partner and association support
- **INDUSTRIAL PARK**
- **SMALL BUSINESS GROWTH**
 - New businesses and property owners bring economic vitality and demonstrate confidence in the future of Hubbard

Challenges

- **MARKETING**
 - Absence of local business marketing effort
- **BUSINESS MIX MAY NOT ADDRESS RESIDENT NEEDS**
 - Multiple business clusters
 - Numerous used car dealerships, car repair & storage facilities, Lack of retail selection
 - Bedroom community
- **BUSINESS REGULATION**
- **KNOWLEDGE & RESOURCE SHARING WITH BIZ OWNERS**
 - E.g., Limited knowledge/info about housing project and business support services. Connect 1 on 1



Asset & Opportunity: *Visitors are discovering Hubbard*

- Hops Festival – about 500 attendees!
- Local wineries

Nearby...

- Willamette Mission State Park
- Champoege State Heritage Area
- Mennonite Heritage



Opportunities & Ideas (selected)

1. Hubbard business-to-business connections (ie. Hubbard business roundtable) for networking, information sharing, and problem-solving identified as beneficial.
2. Business workshops and training to strengthen and grow existing businesses to support future growth.
3. Local residents want quality retail establishments that add value like restaurants, grocery, retail, medical, lodging. They are not afraid of quality growth as long as they maintain their "small town" quality & aesthetic.
4. A downtown association may benefit the Historic District with intentional promotion, branding, event management, and connecting the business community with the City to attain shared goals.
 - Potential to join the new Oregon Main Street Rural Regional Tier and partner with other small towns in and around Woodburn area. Possibility to leverage the 3-year strategic plan and work with the 9 towns within Marion County who are championing business within the County.
5. Leverage strong partnerships with state/county agencies to capture funding opportunities Capitalize on Hubbard as a desirable business location with a growing population base promoting 'properties available' and community as a whole. The City is often approached by business prospects seeking a visible, Hwy 99 location.
6. Expand initiatives that increase foot traffic to businesses
 - Events
 - Beautification projects
 - Projects that engage youth and their families
 - Signage projects on Hwy99, Main (3rd)
7. Expanded tourism
8. Latino business owners express eagerness for more City involvement and building relationships
9. Many expressed interest in a Latino Business Owner Group opportunity/e-group/etc.



Infrastructure

Water & Sewer

Sidewalks

Parks

Transportation

Infrastructure Assets and Challenges

Assets	Challenges
<ul style="list-style-type: none">• IMPROVEMENTS & INVESTMENTS BEING MADE• ACCESSABILITY• PARKS & GREENSPACE	<ul style="list-style-type: none">• MAINTENANCE CONCERNS<ul style="list-style-type: none">• Significant failing infrastructure• TRAFFIC CONGESTION• EMERGENCY PREPAREDNESS<ul style="list-style-type: none">• 1 road in and out; Fire & Police departments are located too close to RR• STREETS & SIDEWALKS

Opportunities & Ideas (selected)

1. Sidewalks on Hwy 99 and lighting
2. Need sidewalks throughout town as part of growth plan... and let's clear existing sidewalks of debris
3. Street sign updates
4. Replace mailboxes
5. Explore potential for North Marion Public Safety district with Hubbard leading and managing. Public safety bond levy is under discussion.
6. Beautification on 3rd
7. Preserve and make greenway more park-like



Real Estate

Available land & property

Construction activity


Catalytic projects



Assets and Challenges

Assets	Challenges
<ul style="list-style-type: none">• NEW HOUSING<ul style="list-style-type: none">• 321 single- and multi-family units (phased over 5 years).....• will increase population by one-third, add to local tax base and increase demand for retail = supporting new business• DEVELOPABLE LAND<ul style="list-style-type: none">• exists in downtown area for new commercial or mixed-use which both businesses and residents are eager for	<ul style="list-style-type: none">• INFRASTRUCTURE BURDENS<ul style="list-style-type: none">• New development of 321 single family dwellings brings new challenges to existing infrastructure & local resident concerns about getting too big• HOUSING SUPPLY & AFFORDABILITY<ul style="list-style-type: none">• Median home value increased over 2x since 2010 (\$189,500 -> \$400-\$500K). With the limited housing supply, affordability is becoming an issue• POTENTIAL FOR ECONOMIC INEQUALITY<ul style="list-style-type: none">• Neighborhoods across Hwy 99 and the railroad tracks (east side) are seemingly disconnected, projecting economic inequality. One example is the lack of public parks

Opportunities & Ideas (selected)

1. 321 housing units will be phased over 5 years, bringing in a higher tax base for municipal funds and generating opportunity for retail and commercial services.
 2. Provide a range of affordable housing- single family AND apartments for families
 3. But some see new residential as an ISSUE
 4. Inventory commercial and industrial properties available to attract investors and new business
 5. Create public-private partnership to jumpstart hopes for redevelopment/development
 6. Keep and preserve historic buildings
- 



Potential Downtown Redevelopment Site

Quality of Life

Home prices

Recreation

Crime

Community Facilities

Identity



Quality of Life Assets and Challenges

Assets	Challenges
<ul style="list-style-type: none">• COMMUNITY EVENTS<ul style="list-style-type: none">• Well established & led by 501c3 organizations• ACTIVE PURSUIT OF EXTERNAL RESOURCES<ul style="list-style-type: none">• Safe Streets Grant for youth to get safely on the school bus• Business Oregon loan for new wastewater treatment.• EXCELLENT PUBLIC SAFETY & CLEANLINESS	<ul style="list-style-type: none">• ACCESS TO GOODS & SERVICES<ul style="list-style-type: none">• Residents drive to Woodburn for most goods & services• Growth boundaries limit attraction desirable retail establishments, jobs, resources• LOOK & FEEL<ul style="list-style-type: none">• Deteriorating or limited painting on driveways, parking areas• HANGING ON TO THE SMALLTOWN VIBE<ul style="list-style-type: none">• Traffic flow as population increases

Opportunities & Ideas (selected)

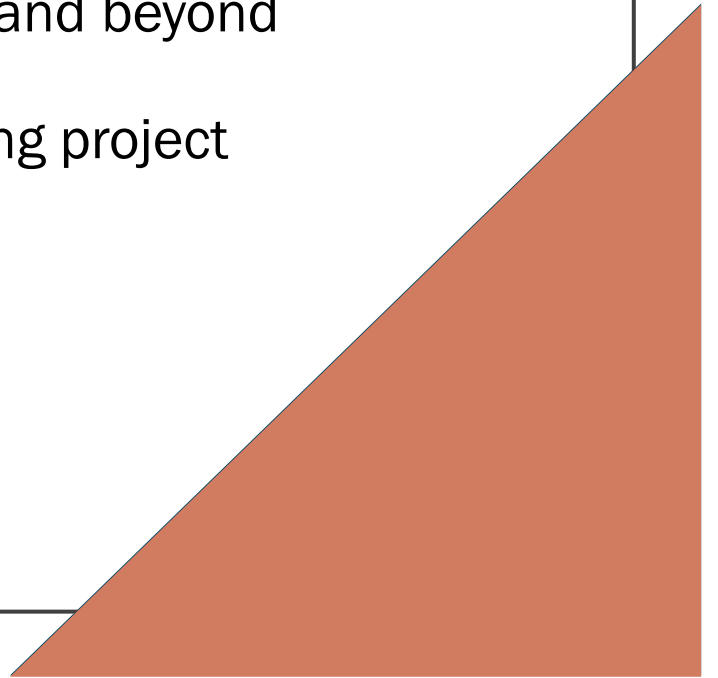
1. Downtown Improvement District....Develop core values for town & historic downtown corridor
2. Also developing future city sponsored events such as "Movies in the Park," collaborating with local movie theaters
3. More family recreation, or indoor areas to play- "It would be really fun to have a community center with activities for kids, teens and families....a space for community events—game night, Bingo, et"
4. More restaurants in town, food carts
5. Build a stronger identity around the slogan: *The Small Town with a BIG Heart*
6. Library branch
7. Fenced dog park
8. Recreation – Community Center

Other Community Factors: Assets and Challenges

Assets	Challenges
<ul style="list-style-type: none">• Regional/State Partners are already well established, nurtured relationships: Mid-Willamette Valley COG, Business OR, North Marion Tourism Group, Ford Family Foundation, Business Alliance Group (Woodburn are business chambers - coordinated efforts)• Existing Hubbard plans to work from: Downtown Plan, Transportation System Plan, North Marion Tourism Strategic Plan	<ul style="list-style-type: none">• Limited capacity to move many large projects forward at once

Opportunities & Ideas (selected)

1. Update branding and marketing (website is dated...there are VERY few pictures online of Hubbard)
2. Leverage partner relationships- North Marion, Woodburn and beyond
3. Build from past planning work; don't reinvent wheel
4. Strong volunteer foundation will be an outcome of Visioning project



A composite image featuring two hands, one from the top right and one from the bottom left, framing a central landscape. The landscape includes a green field, a blue sky with clouds, and a dark, rocky foreground. A semi-transparent dark grey banner is overlaid across the middle of the image, containing the title text in white.

Hubbard's Vision, Values and Focus Areas



Hubbard 2035 – Our Home in the Future

Safe

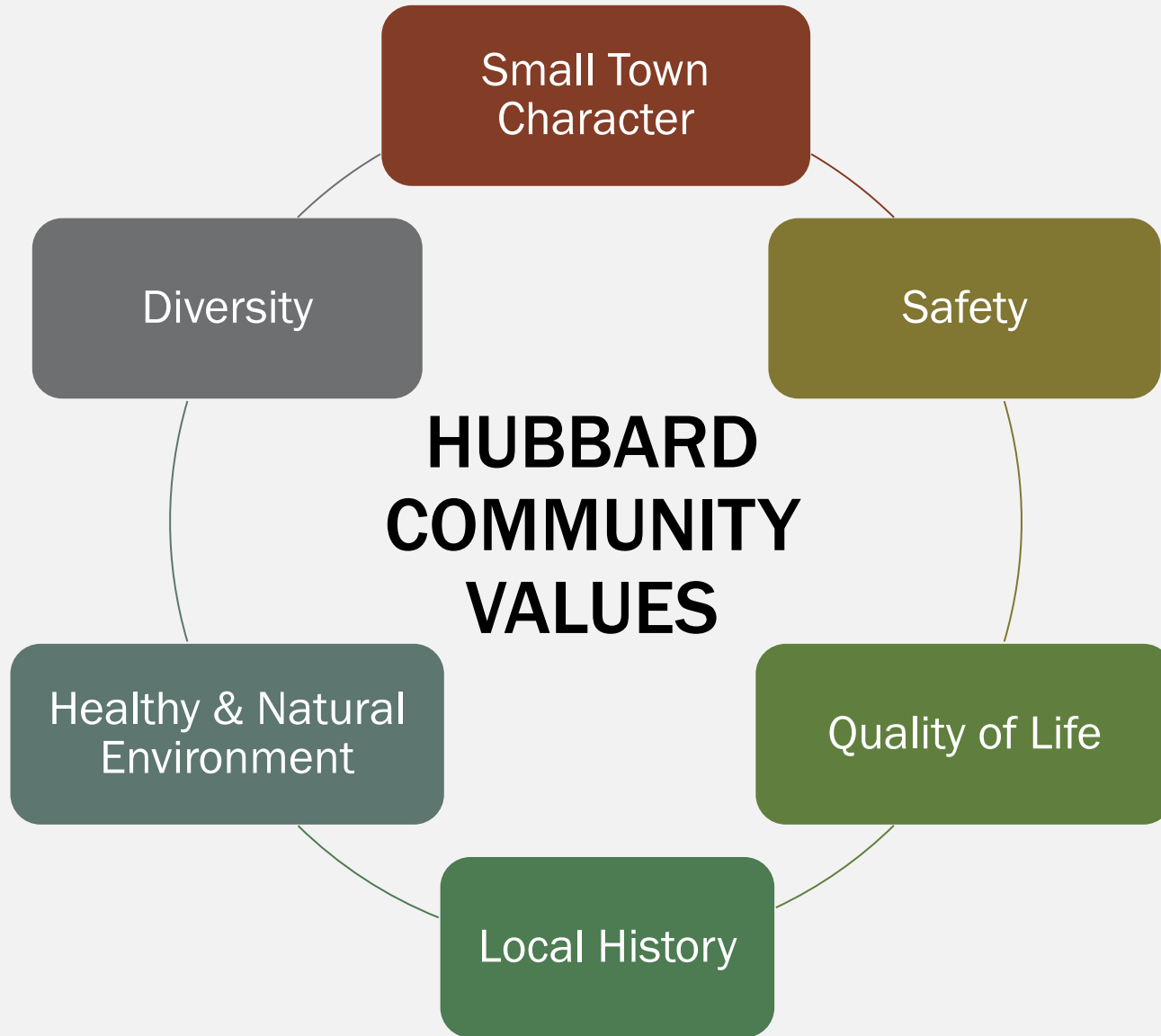
Small Town
Character

Trust

Diverse

Improved
Infrastructure

Strong
Business
Community



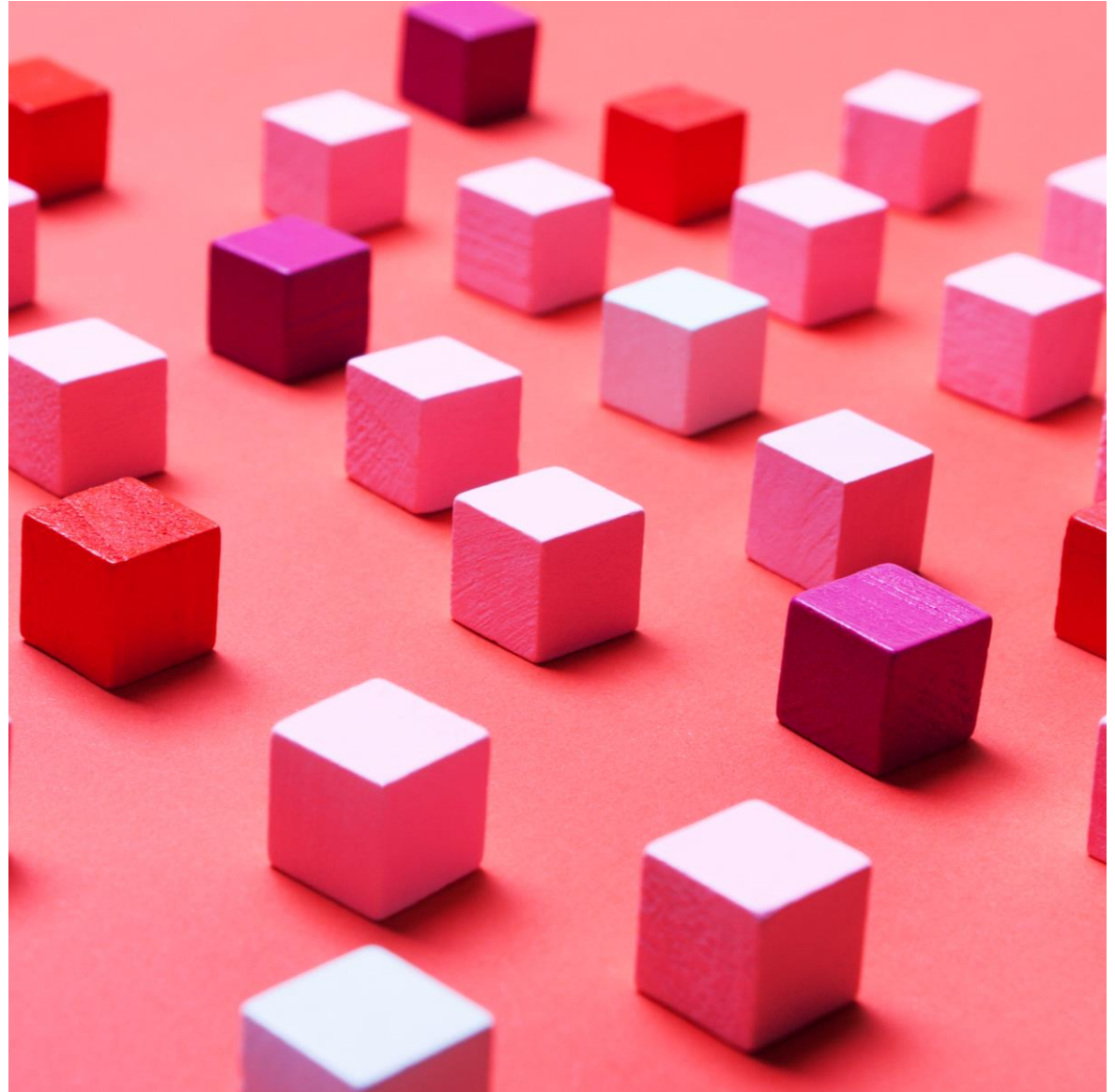
Focus Areas and Actions

1. Vibrant Economy & Small Business Base
2. Safe & Connected
3. Involved, Diverse, & Caring Community
4. A Livable Community
5. Placemaking, Community Identity



Ideas! Projects! Action!

See project idea sheet



Key Criteria for Project Selection

- ✓ Strong community support
- ✓ Keep it small
- ✓ Keep it simple: no major barriers
- ✓ Make it something volunteers can participate in – impact
- ✓ Make it visible and tangible
- ✓ Will generate pride



**Take the
First Step toward
Your Vision**

