

**IN AND FOR THE CITY OF BROOKINGS
STATE OF OREGON**

ORDINANCE 09-O-639

IN THE MATTER OF ORDINANCE 09-O-639, AN ORDINANCE ADOPTING REVISIONS TO GOAL 9, ECONOMY, OF THE CITY OF BROOKINGS COMPREHENSIVE PLAN, AND BY ADOPTING THE ECONOMIC OPPORTUNITY ANALYSIS, DATED, APRIL, 2009.

Sections:

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| Section 1. | Findings |
| Section 2. | Amendments |
| Section 3. | Severance Clause |
| Section 4. | Effective Date |

The City Council for the City of Brookings ordains as follows:

Section 1: Findings

1. Portions of Goal 9 of the Brookings Comprehensive Plan are in need of updating and amendment. Those portions of the Plan in need of amendment are attached hereto and incorporated by reference.
2. The *Economic Opportunity Analysis* (April 2009), a copy of which is attached hereto and incorporated by reference, was prepared by EcoNorthwest, a private consulting firm. The development of this plan was accomplished using a technical assistance grant from the Oregon Department of Land Conservation and Development (DLCD). The *Economic Opportunity Analysis (EOA)* contains the information needed for updating Goal 9, Economic element of the City of Brookings Comprehensive Plan.
4. The consultants working on the EOA conducted an on-line survey, conferred with a citizen stakeholders group, and gave a presentation to a combined City Council/ Planning Commission workshop as work progressed.
5. Staff sent the 45 day notice to DLCD as required under ORS 197.610 for post acknowledgment plan amendments for the proposed changes to the Comprehensive Plan.
6. Following public notice, as required by law, the Brookings City Council conducted a hearing on the proposed amendments on Monday, June 22, 2009 at 7:00 P.M. at the Brookings City Hall and approved the Comprehensive Plan amendment changes that are attached hereto and incorporated by reference.

Section 2 Amendments

The City of Brookings Comprehensive Plan (Ordinance No. 02-O-548, and its subsequent amendments) is amended as shown by the attached changes in the Comprehensive Plan, and by adopting the attached *Economic Opportunity Analysis*.

Section 3: Severance Clause

If any section, subsection, sentence, clauses or phrases of this ordinance is, for any reason, held to be unconstitutional or otherwise invalid, such decision shall not affect the validity of the remaining portions of this ordinance.

Section 4: Effective Date:

This ordinance shall take effect 30 days following its passage.

First Reading: June 22, 2009
Second Reading: June 22, 2009
Passage: June 22, 2009
Effective Date: July 22, 2009

Signed by me in authentication of its passage this



Mayor Larry Anderson

23rd, day of June, 2009

ATTEST:


City Recorder Joyce Heffington

BROOKINGS COMPREHENSIVE PLAN

GOAL 9 ECONOMY

GOAL:

To diversify and improve the economy of the Brookings area.

FINDINGS:

1. The industrial base in the Brookings area is relatively narrow and mostly dependent on the timber industry. The lumber and wood products industry accounts for most of the manufacturing jobs in the Brookings area.

Housing starts vary with interest rates, which, in turn, create an impact on the area's lumber industry and wood products industry. However, diversity of type of trees cut, product and modernization of mill facilities have had the affect of leveling the impact of fluctuating interest rates, particularly for engineered products.

2. The Brookings area (Curry County) economy has undergone considerable change in the last 30 years. The traditional lumber and wood products economic base is no longer strong (down 52% 1960-82; down 31% since 1970). Unemployment in 1982 averaged 16.3% but had fallen to an average of 6.4% in 1990 as other employment opportunities opened within the city. In 1993 the average unemployment rate had risen to 9.1%. Unemployment averaged approximately 8% in 2008.

3. The job sector with the greatest increases in employment during the 2001-2007 period were services and retail trade.

4. Tourism as a source of income for local business has increased in recent years. Several indirect measures, such as highway counts and state park visitorship, indicate strong growth trend. Sport fishing is an important component of the local economy. There was an increase in direct travel spending from 2002 to 2007 of 18%.

The city has developed a program for the redevelopment of the older commercial core area. A Brookings Downtown Master Plan was developed and adopted as a guidance document in 2002. An Urban Renewal Area (URA) was formed and a plan adopted in 2002. Many downtown business owners took advantage of a matching grant façade improvement program funded by the URA in 2008. In 2009 funds generated from the URA were committed to street improvements in the Downtown Core Area.

5. The Brookings area has developed a strong retirement housing industry. Retirees are an important source of economic stability to the community. Curry County and Brookings continue to have a population that is older than the State average due to in-migration of retirees.

6. In the past and to some extent today, the isolation of Brookings is a factor that has prevented certain types of industry from locating in the Brookings area. However, changes in

technology, particularly relating to computers, the Internet, and other forms of communication, have made it possible for other types of industry to locate in this area.

7. Changes in communications technology have allowed several firms, which prior to the changes were held in more metropolitan areas, to move their facilities to Brookings to take advantage of the rural small town atmosphere, and quality of life.

An Economic Opportunity Analysis (EOA) was completed and adopted in June of 2009. The following Table from that document shows the employment forecast by industry in Region 7 (Coos and Curry Counties) 2006-2016.

Table 2-6. Employment forecast by industry in Region 7 (Coos and Curry Counties), 2006-2016

Sector / Industry	2006	2016	Change 2006-2016	
			Amount	% Change
Logging & Mining	750	720	-30	-4%
Construction	1,740	1,900	160	9%
Manufacturing	2,250	2,180	-70	-3%
Wood Product Manufacturing	1,370	1,280	-90	-7%
Food Manufacturing	270	260	-10	-4%
Trade, Transportation & Utilities	5,820	6,320	500	9%
Wholesale Trade	490	520	30	6%
Retail Trade	4,160	4,570	410	10%
Food & Beverage Stores	1,000	1,090	90	9%
General Merchandise Stores	1,010	1,130	120	12%
Transportation, Warehousing & Utilit	1,170	1,230	60	5%
Information	390	400	10	3%
Financial Activities	1,440	1,560	120	8%
Professional & Business Services	3,290	3,690	400	12%
Educational & Health Services	2,800	3,340	540	19%
Leisure & Hospitality	3,680	4,210	530	14%
Other Services	810	880	70	9%
Government	7,650	8,420	770	10%
Federal Government	440	410	-30	-7%
State Government	1,300	1,330	30	2%
Local Government	5,920	6,680	760	13%
Indian Tribal	760	1,090	330	43%
Local Education	1,910	1,930	20	1%
Total nonfarm employment	30,620	33,610	2,990	10%

Source: Oregon Employment Department. Employment Projections by Industry 2006-2016.
 Accessed: <http://www.qualityinfo.org/olmisj/OlmisZine?zineid=00000010>
 Projections summarized by ECONorthwest.

Based on the information found in the EOA, the City of Brookings, including the Urban Growth Area, has 564 acres of Commercial land and 358 acres of Industrial land. The Study demonstrates there is enough employment land (commercial and industrial land) to meet needs for the next 20 years (2009-2029) although there is a deficit of some of the larger sites needed. This can be accommodated due to a surplus of smaller sites and

strategies such as downtown redevelopment, parcel assembly, creation of small industrial parks, and through other means described in detail in the Study .

POLICIES:

1. General Policies

- a. It is the policy of the City of Brookings to improve the appearance of the downtown commercial area and to enhance shopping opportunities for residents and visitors.
- b. The City of Brookings will encourage the diversification of the City and the regional economy. The City will work to create new employment opportunities while sustaining and expanding existing economic sectors.
- c. Brookings will encourage compatible industrial uses to be located in appropriate areas throughout the community.
- d. The City will encourage the development of facilities to provide for designation tourism and the development and identification of additional tourist attractions.
- e. The City will work with and support the Port of Brookings Harbor in their effort to establish tourist commercial uses within the port area.

The Economic Opportunities Analysis adopted in June, 2009 added these key policies as part of the economic development strategy:

- f. Provide an adequate supply of sites of varying locations, configurations, and size, to accommodate industrial and other employment over the planning period;
- g. Encourage high-amenity commercial development in downtown Brookings;
- h. Support existing businesses in Brookings; and
- i. Provide services that attract retirees, as well as serve residents.

2. Commercial Policies

- a. Commercial districts are intended to serve the retail, service, and office needs of the greater Brookings area.
- b. Commercial districts should offer good visibility and access and should generally be located along major arterials streets.
- c. Commercial districts should result in concentrated groupings of retail, service, and office uses.

d. New commercial development will be designed in a manner that utilizes access management to the greatest extent possible pursuant to the goals and policies of Goal 12, Transportation, of this Comprehensive Plan.

e. New commercial areas and new development in existing commercial districts shall be designed in a manner that mitigates traffic, noise and visual impacts on surrounding residential uses

3. Neighborhood Commercial Policies

a. Neighborhood Commercial districts are intended to provide professional offices and neighborhood oriented goods and services.

b. Neighborhood Commercial districts should be located adjacent to arterial or collector streets and should serve surrounding residential areas.

c. Uses in Neighborhood Commercial districts shall be designed to protect surrounding residential properties.

4. Industrial Policies

a. Industrial areas are intended for the manufacturer, processing and distribution of goods.

b. Industrial areas should provide easy access to arterial streets. Visibility from arterial streets is not a critical locational concern.

c. New industrial districts and new uses within existing industrial districts shall be designed in a manner that provides mitigation from traffic, noise, visual, and odorous impacts on surrounding residential districts.

d. The City shall work with and support the Port of Brookings Harbor to establish marine related industrial uses at the port.

e. The City shall provide adequate industrial land for the development of new industrial uses.

IMPLEMENTATION:

1. In order to promote economic diversification, the City will continue to develop its working relationship with the private sector.

2. The City will recognize and support the Port of Brookings Harbor Master Plan of Development and work with the Port authorities to develop land within their jurisdiction.

3. The City will utilize the zoning ordinance to provide commercial and industrial lands for development.

4. Brookings will cooperate with local governments and regional agencies to gain improvements in the regional transportation network.

5. Brookings will continue on-going coordination with the Coos-Curry-Douglas Economic Improvement Association to enhance the City's economy. The City will participate in and support other efforts to create a strong economy by coordinating with:

- Curry County's Economic Development Department
- "Wild Rivers Coast" Promotional Alliance
- Border Coast Airport Authority
- and other appropriate partners.

6. Brookings has developed a Downtown Master Plan, which specifies appropriate methods to aid in revitalizing the downtown commercial area. The City will cooperate with the Chamber of Commerce to implement the plan and to attract new commercial development.

7. Brookings will consider the formation of an organization to initiate, coordinate and help implement an industrial and employment expansion program.

The EOA adopted in June, 2009 added these key implementation steps as part of the economic development strategy. The City will:

8. Provide commercial and industrial land to meet the site characteristics and site sizes described in the EOA;
9. Limit retail commercial land supply to encourage retail infill and redevelopment to areas within the existing Urban Growth Boundary, especially in downtown;
10. Provide land that creates opportunities for development of attractions for tourists;
11. Work with land-owners to create larger opportunity sites described in the EOA. The City may be able to assist with this process through facilitating property owners with parcel assembly on the sites, ensure that zoning is appropriate to allow the desired uses, and working with local economic development agencies to attract users to develop the desired uses;
12. Provide opportunities for development of small-scale manufacturing through provision of land that allows a mixture of complementary light manufacturing, artisan, and commercial uses;

13. Encourage small-scale home occupations for cottage industries and professional services. These uses should be of a type and scale that does not adversely impact residential uses through negative traffic impacts or other nuisances;
14. Utilize funds from the Urban Renewal District to encourage high-amenity commercial development in downtown core area;
15. Work with private interests to improve the appearance of downtown through building improvements and streetscape improvements;
16. Encourage historic preservation in Brookings' downtown by working with private property owners to pursue State tax credits and create incentives to rehabilitate buildings on the National Register of Historic Places;
17. Support other programs to promote development in downtown, such as low-cost loan programs for capital improvements for downtown businesses or programs to promote historic preservation;
18. Develop a business retention strategy by working with a task force to visit local firms and identify issues. The strategy would identify firms that may expand or be relocated are flagged and set priorities and tailor incentives or strategies specific to each firm;
19. Pursue State and Federal grants to fund economic development and infrastructure improvements, such as grants for port planning and marketing, construction of water and wastewater improvements, or the National Trust for Historic Preservation's "Main Streets Program";
20. Facilitate development of a hospital facility in Brookings; and
21. Provide opportunities for development of housing for seniors, ranging from single-family detached dwellings to nursing facilities.
22. The City is developing an overall economic development plan.