



City of Sandy

Agenda

Economic Development Advisory Board Meeting

Meeting Date: Wednesday, April 7, 2021

Meeting Time: 6:00 PM

Page

1. ZOOM MEETING INFORMATION

Please click the link below to join the meeting:

<https://us02web.zoom.us/j/86991476698>

Or via telephone:

(253) 215-8782

Meeting ID: 869 9147 6698

2. CALL TO ORDER

- 2.1. Meeting presentation slides 3 - 31
[EDC April 7 - presentation](#)

2. EC DEV OFFICE UPDATES

- 3.1. Current status – Covered Structures grant program
- 3.2. Mt. Hood Territory/CCTDC - latest visitor data

4. COMMUNICATIONS -- CHAIR

- 4.1. Economic Development Committee Minutes
- 4.1. Member check in – general

5. ITEMS FOR DISCUSSION - COMMITTEE

- 4.1. Presentation
 - i. Shelley Denison (City of Sandy Associate Planner): Adding an Economic Development section to Sandy’s Comprehensive Plan
- 4.2. Presentation
 - i. Joey Gambino (Rogue Fabrication - owner): Reprise of proposed zone change presentation to City Council on March 15th

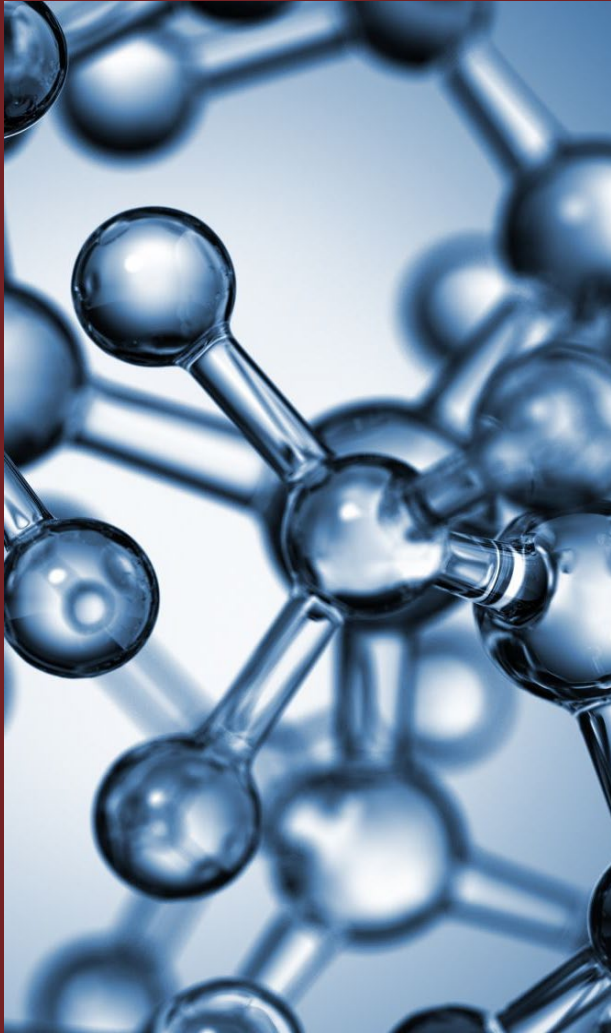
- 4.3. 1 page Ec Dev flyer
 - i. Ec Dev Office needs a new 1-page Quick Facts sheet for future community marketing
 - ii. Example: Previous one-pager developed by Dr. Lazenby

6. ADJOURN - 8:00 PM

CITY OF SANDY
ECONOMIC DEVELOPMENT
COMMITTEE



April 7th, 2021



ECONOMIC DEVELOPMENT OFFICE - UPDATES

- City of Sandy Covered Structures Program – Program Update
 - *Ria's/Sandy Family Restaurant: under construction*
 - Footings installed – 1st week of April
 - Construction to be completed April 2021 (electrical, tie back might take a bit longer)
 - *Le Happy Creperie & Bar: Currently out to bid*
 - Bid due date: April 7, 3:00 PM
 - Winning bid: **Mountain View Contracting** (\$71,289.00)
 - *Ready to put out to bid: Sandlandia – ON HOLD*
 - *Waiting on engineering work: No Place Saloon (week of 4/12), Boring Brewing (week of 4/19), Red Shed Public House (end of April)*
 - *Additional work needed: Tollgate Inn (site visit Apr 7) , Beer Den*

SANDY FAMILY RESTAURANT COVERED STRUCTURE- APRIL 7, 2021



MT. HOOD TERRITORY

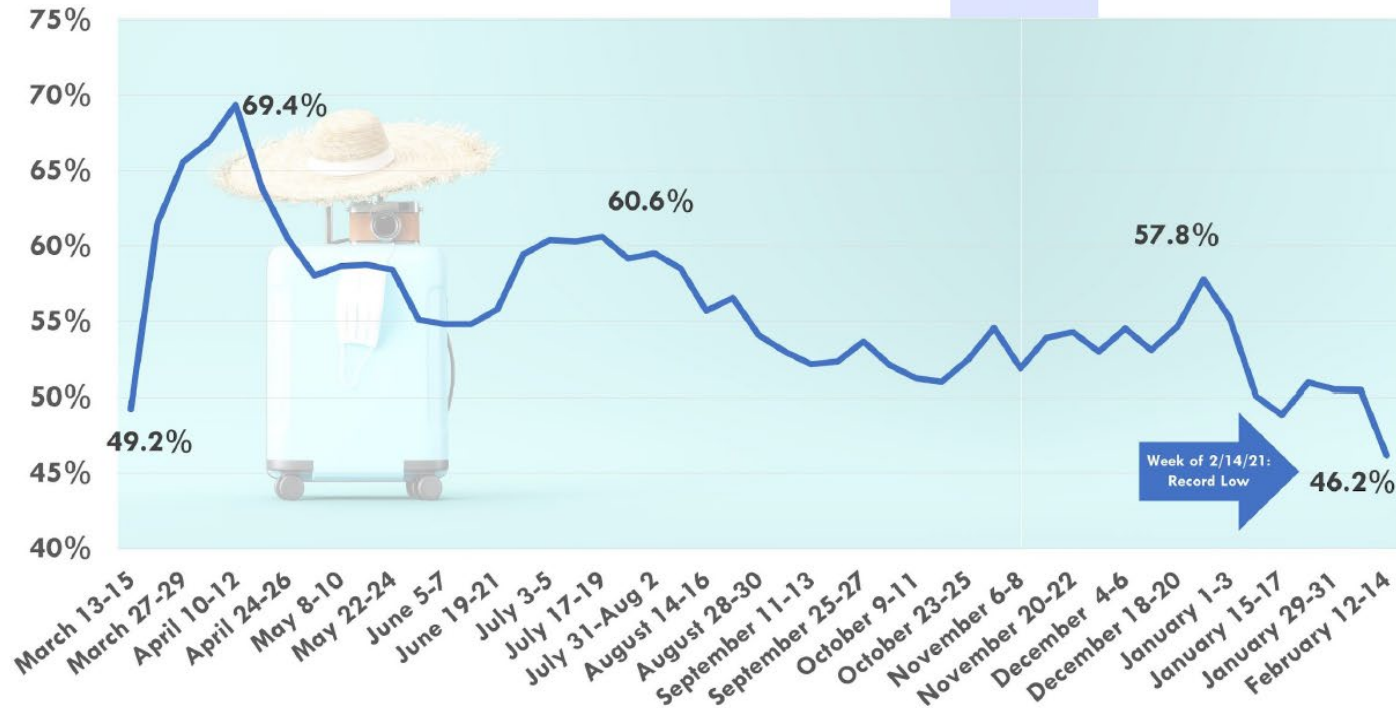
RESIDENT SURVEY DATA – TOURISM
(RESULTS OF NATIONAL (2020) AND LOCAL
(2021) TOURISM SURVEY)

NATIONAL PERCEPTIONS – SAFETY OF TRAVEL

PERCEPTIONS OF TRAVEL & LEISURE ACTIVITIES AS UNSAFE

MARCH 13, 2020 – FEBRUARY 14, 2021

% Somewhat unsafe or Very unsafe (AVERAGE SCORE FOR ALL ACTIVITIES TESTED)



Good news!
However,
only 54%
think it's
safe to
travel.

QUESTION: AT THIS MOMENT, HOW SAFE WOULD YOU FEEL DOING EACH TYPE OF TRAVEL ACTIVITY?

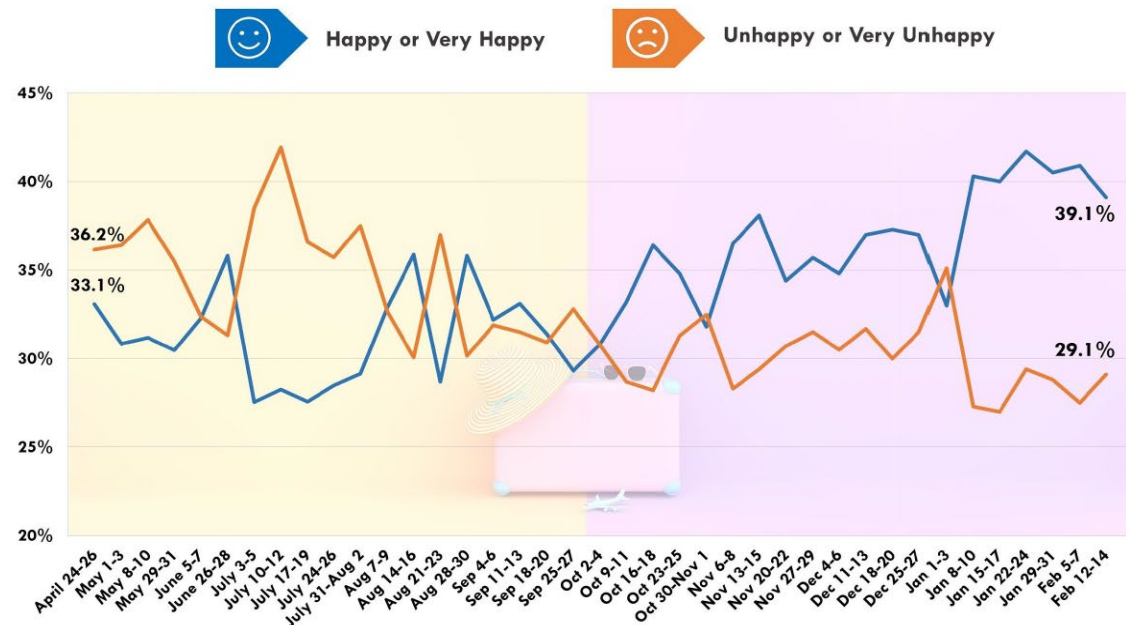
LOCAL RESIDENT SENTIMENT - TOURISM PROMOTION ADVERTISING

Resident

The following two slides address resident sentiment toward tourism during the COVID-19 pandemic.

This slide shows national sentiment from residents toward tourism ads promoting their own community.

FEELINGS SEEING AN AD PROMOTING TOURISM TO OWN COMMUNITY APRIL 24, 2020 – FEBRUARY 14, 2021



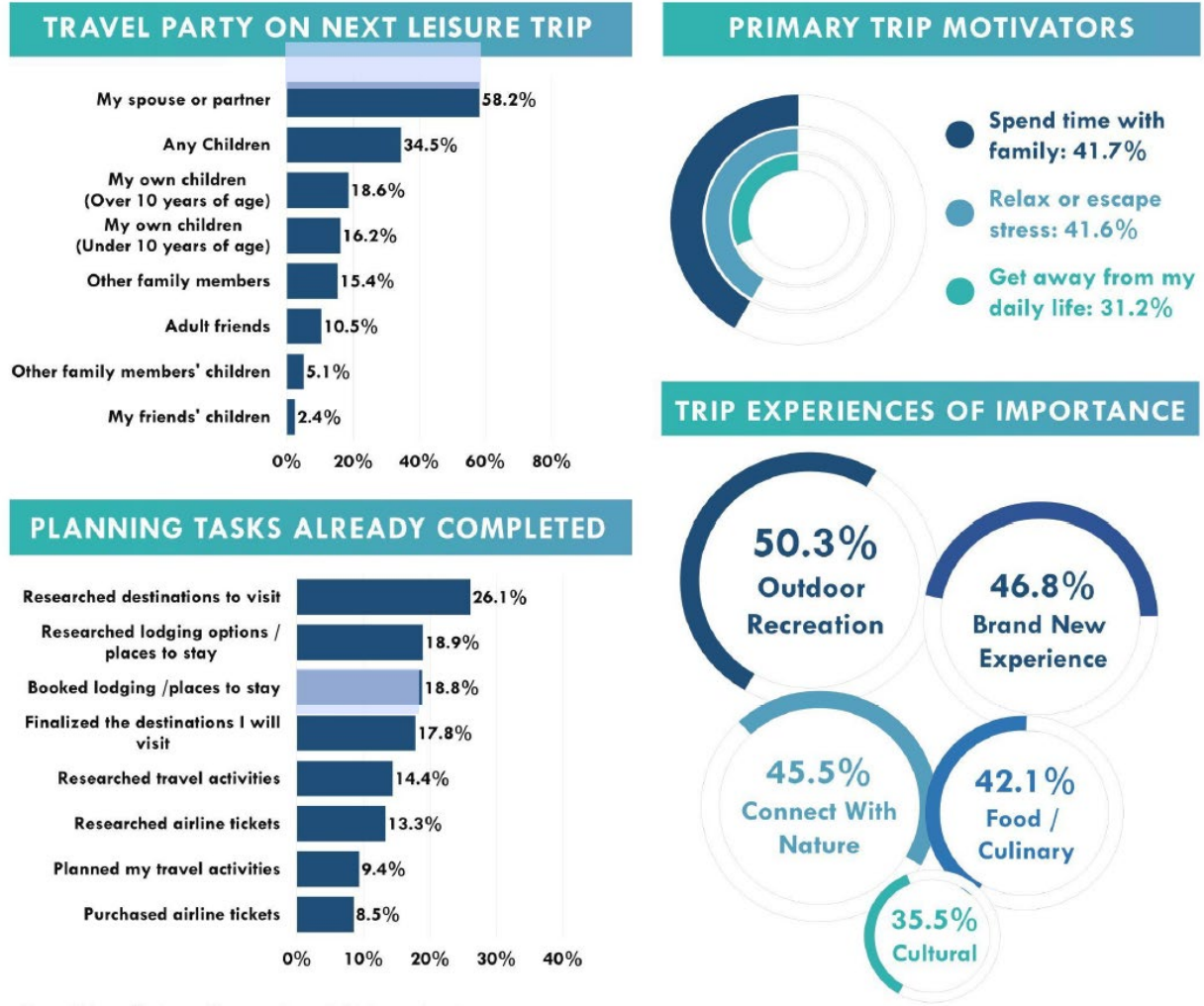
QUESTION: HOW WOULD YOU FEEL IF YOU SAW AN ADVERTISEMENT TODAY PROMOTING YOUR COMMUNITY AS A PLACE FOR TOURISTS TO COME VISIT WHEN IT IS SAFE?

NEXT TRIP INFO

National data on leisure trip planning (next trip):

- Slightly more than half plan to make next trip about outdoor recreation!
- This is a positive sign for Sandy and the Mt. Hood region.

AMERICANS' NEXT LEISURE TRIP AS OF FEBRUARY 14, 2021



CITY OF SANDY PLANNING DEPARTMENT:
SHELLEY DENISON, ASSOCIATE PLANNER

ADDING AN ECONOMIC DEVELOPMENT
SECTION TO THE CITY OF SANDY
COMPREHENSIVE PLAN

SANDY COMPREHENSIVE PLAN

Economic Development Committee: April 7, 2021

WHAT IS A COMPREHENSIVE PLAN?

- Guides long-range decision making
- Provides goals and an overarching vision for the City
- Allows for multi-stakeholder involvement
- Required by state law and based on Oregon's 19 land use goals

COMPREHENSIVE PLAN ELEMENTS



Land Use and Development



Environmental Sustainability



Transportation



Hazard Mitigation



Public Health



Economic Development

ECONOMIC DEVELOPMENT ELEMENT

- Existing conditions, trends, and market analysis
- Long-term goals and policies
- Supports economic development plans
- Participation of EDC as advisory body

HILLSBORO

ECONOMIC DEVELOPMENT (ED) GOAL 1

COMPETITIVE ADVANTAGE

Diversify and expand the economy to give Hillsboro, the region, and the state a competitive advantage.

POLICY ED 1.1 Competitive advantage. Maintain and strengthen the City's competitive economic advantages, including access to a highly-skilled workforce; vibrant local workforce development; business diversity; competitive business climate; quality educational institutions; and globally-competitive public facilities, utilities, and services.

POLICY ED 1.2 Diverse range of employment opportunities. Foster a diverse range of employment opportunities to benefit Hillsboro, the region, and the state.

POLICY ED 1.3 Employment land supply. Pursue an ample employment land supply to benefit Hillsboro, the region, and the state.

POLICY ED 1.4 Traded-sector and target industry retention, expansion, and recruitment. Sustain the ongoing vitality of the City's traded-sector and targeted industries by aligning plans and investments to retain, expand, and recruit employers and investment in Hillsboro.

POLICY ED 1.5 Business innovation. Facilitate scale-up and business innovation opportunities where new or incubating companies can create a sense of place and benefit from co-location, proximity to transit, affordable space, mentorship, and shared services.

POLICY ED 1.6 Partnerships. Leverage program and resource partnerships with local, regional, and statewide stakeholders, such as governments, educational institutions, economic development and business organizations, and major employers, to attract and retain employment and investment.

BEND



GOALS

The intent of the Comprehensive Plan is to provide sufficient land to meet the City's goals of promoting quality economic growth and assuring a diverse economy. The following goal statements describe the economic hopes of the community and serve as the foundation for policy statements in this chapter. The citizens and elected officials of Bend wish to:

- Promote a vital, diverse and sustainable economy, while enhancing the community's overall livability.
- Ensure an adequate supply of appropriately zoned land for industrial, commercial, and mixed-use development opportunities.
- Strengthen Bend's position as a regional economic center.
- Create more opportunities in Bend for jobs that pay a higher than median wage.
- Create commercial areas that support multimodal access.
- Encourage more small neighborhood commercial developments and convenience commercial centers to reduce the number and length of single occupancy vehicle (SOV) trips.

POLICIES

General Policies

- 6-1** Bend's economic lands (commercial, industrial and mixed use) serve Bend residents and the needs of a larger region.
- 6-2** Bend is a regional center for health care, art and culture, higher education, retail, tourism, and employment. The economic land policies recognize Bend's role in the region, and the need to support uses that bolster the local and regional economy:
 - The Medical District Overlay Zone provides economic lands for a variety of health care and related services to a population much larger than the City of Bend.
 - Commercial and Mixed Use-designated lands support retail, tourism, and arts and culture uses to serve a local and regional role.
 - Public Facility and Special Plan Districts support higher education to serve Bend residents and the needs of the region.
 - Industrial and Mixed Employment-designated land located at Juniper Ridge has a local and regional role.
- 6-3** Investment in transportation, water, sewer, fiber, and other utility infrastructure should be prioritized to serve economic lands.

BEAVERTON



JOBS-HOUSING BALANCE

In 2014, there were an estimated 90,000 jobs within Beaverton's Urban Service Boundary (USB). Less than 29 percent of these jobs were filled by employees who also reside within the USB. Increasing the number of jobs held by local residents can reduce strain on transportation infrastructure and lower greenhouse gas emissions.

The lack of vacant land in Beaverton increases the importance of using the city's land supply more efficiently through redevelopment or intensification of uses on existing properties, focusing on industries that can thrive within a largely built-out community. As such, accommodating projected employment growth and fostering economic development requires new policies, strategies and solutions. The policies under Goal 9.1.1 have been developed to help Beaverton meet its long term economic goals and employment land needs, in a manner that is consistent with the Comprehensive Plan's major themes – livability, equity, sustainability, and resiliency.

Goal 9.1.1 Maximize efficient use of the city's employment land

Policies:

- a) Create programs and prioritize capital improvements that encourage redevelopment and intensification of developed properties
- b) Expand the city's brownfields program and develop new programs and incentives that aid property owners in developing currently underutilized sites
- c) Support boundary changes that consider the city's unique geopolitical boundaries and the availability of city and other urban services to help meet the city's identified employment needs
- d) Identify and protect the city's employment areas by adopting regulations that promote an appropriate mix of uses in industrial and other employment zones.
- e) Attract industries with higher employment densities, especially in areas along transit lines and near restaurants, services, and other urban amenities
- f) Develop strategies to maximize employment within targeted planning areas, including the city's major employment areas, commercial corridors, and neighborhood business districts
- g) Develop and market an inventory of vacant and available commercial properties throughout the city and the incentives available for improving and adding jobs to these properties
- h) Encourage home-based businesses that have minimal impacts on neighborhoods

NEXT STEPS

- Determine capacity for advisory involvement
- Select committee liaison
- Market analysis

ROGUE MANUFACTURING:
JOEY GAMBINO (OWNER)

ATTRACTING LIGHT MANUFACTURERS TO
SANDY

ROGUE FABRICATION

Champion Way & Industrial Way



Draft of building development rendering. Landscaping omitted for building clarity.

Oregon SDC (17.26) Excerpt:

13. Section 17.26.40(B)(4) requires the City to assure consistency with the Statewide Planning Goals as may be necessary, and any other applicable policies and standards adopted by the City Council. The applicable goals are as follows:
- A. Goal 1: Citizen Involvement. The Planning Commission is holding a public hearing for this application on January 25, 2021. The City Council will also hold a public hearing on a date TBD. Public notices have been and will be sent for these respective meetings.
 - B. Goal 2: Land Use Planning. Goal 2 requires the ordinance to be coordinated with other affected governmental entities and to be supported by an adequate factual base. The City provided notice of the proposed zone change to the state, as Oregon law requires.
 - C. Goal 9: Economy. The City has adopted an economic opportunities analysis (“EOA”) as Goal 9 requires. As the EOA describes, Sandy has a need for smaller employment sites (< five acres). The EOA also describes Sandy’s comparative advantage for attracting businesses and suggested the City establish policies to attract professional service businesses, retirement facilities, personal services (lodging, restaurants, tourist-oriented retail, etc.) and small-scale manufacturing firms. Based on the city’s advantages, the EOA predicted these types of businesses are most likely to choose to locate in Sandy. The proposed zone change will further the city’s efforts to capitalize on those advantages as explained in the EOA.

This site is 1.69 Acres and will be used for tool manufacturing. It is exactly the business and land use that the State of Oregon (and the City of Sandy) have set to attract and accommodate.

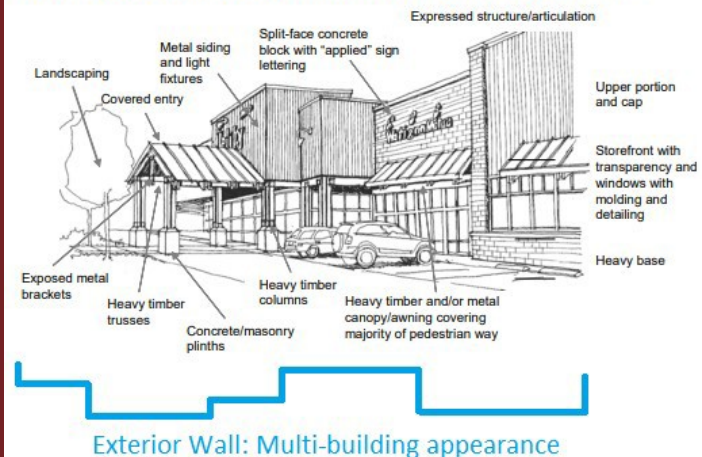
I-1 Requires:

- **Steep roofs.**
 - Required 6:12 Roof pitch requirements make a building over state code for height before appropriate building dimensions are reached.
- **“multi-building” appearance** (exterior walls with varying depth, as in not continuous).
 - This makes for a messy/inefficient plant layout. Messy and inefficient means less safety and capacity.

I-2 Allows:

- Less restrictive building design with straight walls and reasonable ceiling heights.
- This is conducive to safe, organized manufacturing space (like the photo on this page).
- Straight walkways work with straight walls.
- Overhead plumbing, air circulation, electrical, and fire suppression (if required) require high ceilings.

Figure 17.90.120-E: Large-Scale Building with Sandy Style Elements

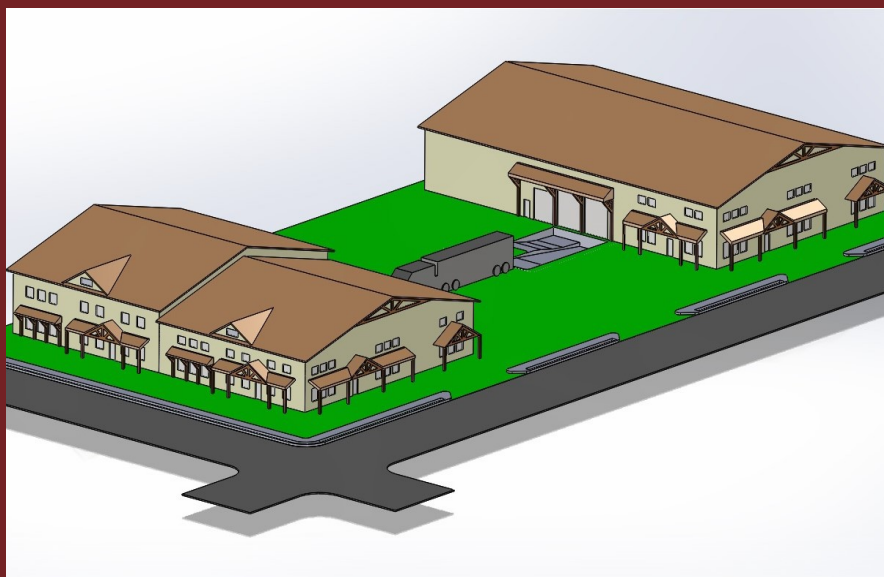


*Figure 17.20 brought up to show wall shape only. Other elements of Sandy Style are not objected/discussed here

ECONOMIC IMPACT

This development is not feasible under I-1 zoning. If it were to be completed anyway, the manufacturing capacity of the development would be significantly lowered, resulting in fewer “true living wage” jobs being brought to Sandy.

Rogue Fabrication (as of 2020-2021) offers its employees a full benefits package of paid healthcare, paid vacation and holidays, and a company sponsored (not just offered) 401k plan. When coupled with our average pay per non-owner employee of over \$19/hr, there is no question, these are true living wage jobs.



*Healthcare paid at 75% for base plan. Living wage in 2021 is \$18.86 in Clackamas County per a 2020 Economic study conducted by MIT.edu.

ADHERENCE TO SANDY STYLE

While a zone change occurs prior to design review, it is worth noting that Rogue Fabrication is not pursuing this zone change to build a dingy factory. Debating design features at this time is premature, but a descriptive commitment to an attractive building is not.



Rogue Fabrication is committed to development that will incorporate numerous “Sandy Style” design elements, such as attractive facades, covered entries, generous overhangs, a pitched roof (which is rare in the area), retail quality design elements, heavy timber and stone, and attractive wall lighting. Rogue is committed to an enthusiastically positive aesthetic benefit to the community and its architecture. Parking will be confined between buildings to minimize its visibility (as described in Sandy Style).

Oregon, Sandy, and Rogue Fabrication

- Less traffic than a typical I-1 use (per city presentation and traffic engineering study)
- More living wage jobs brought to Sandy.
- Economic exports for the City/County/State (over 90% of Rogue Fabrication's sales are exported from Oregon)
- True contribution to GDP (gross domestic product)
- Aligns with Statewide planning goals
- Rogue Fabrication is owned by a Sandy resident and the company is committed to building attractive structures and development(s) that will not take away from the beautiful identity of our town. We will comply with all requirements set by city/planning.



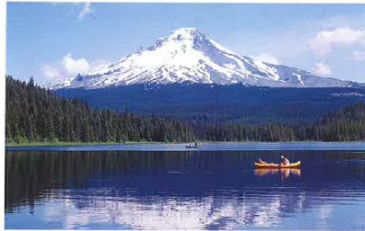
NEW “QUICK FACTS” SHEET FOR
BUSINESS RECRUITMENT

OLD "QUICK FACTS" SHEET (2011)

SANDY
OREGON

A SITE TO SEE

ECONOMIC PROFILE



Courtesy of Oregon's Mt. Hood Territory

Nestled in the foothills of the Cascade Mountains, Sandy is the gateway to Mt. Hood and the Mt. Hood National Forest with vast recreational opportunities for camping, fishing, golf, skiing and hiking. Surrounded by farmlands, nurseries and the nearby Sandy River, more than 6,400 residents of Sandy experience a rural lifestyle while still having the urban amenities of nearby metropolitan Portland, just 25 miles away.

The city has a unique mix of employers including Maiden Bronze, US Metal Works, Advanced Plastics, Mt. Hood National Forest Headquarters, AEC (technical publications), Fred's RV and The Oregon Candy Farm. A workforce of more than 50,000 persons is available in Sandy and surrounding communities.

Sandy is completing a new historical museum, and a pedestrian-friendly downtown beautification project. Visitors and residents find a wide selection of restaurants and shops to visit, and families especially enjoy surrounding parks including Meinig Memorial Park and its Fantasy Forest, where the annual Sandy Mountain Festival is held every July.



"Storyteller" by Shige Yamada
- Courtesy of Maiden Bronze

Art galleries – aquatic center – industrial sites – Sandy has it all.



Locals and customers world-wide love the Oregon Candy Farm.

BUSINESS ADVANTAGES

- Low land and construction costs
- Shovel ready industrial park ready for move in
- Governmental assistance programs
- Streamlined building permit process for quick turnaround time
- 35 minutes to Portland International Airport and 45 minutes to downtown Portland
- 30,000 vehicles pass through Sandy daily on Hwy 26, the region's major arterial connecting Portland to Mt. Hood and Central Oregon
- Pedestrian friendly streetscape improvement plan including beautification and underground utility wires
- Excellent public transit system connecting Sandy to Gresham and the Portland Metro area's MAX light rail system

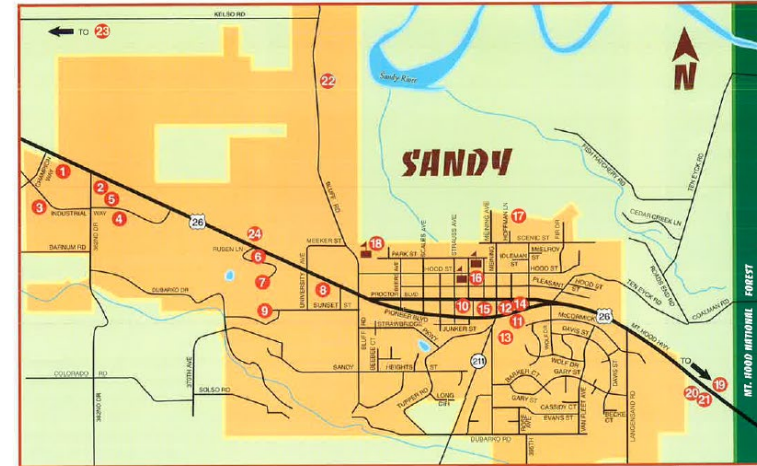
"Sandy is an excellent place to do business; local government is very responsive to business needs."

Vicky Maiden,
Co-Owner, Maiden Bronze Foundry

LIFESTYLE ADVANTAGES

- Rural lifestyle in mild climate, close to urban amenities
- Affordable median housing prices with large lots
- Quality public schools and easy access to local colleges and universities
- Access to local colleges
- Nearby recreation includes Mt. Hood and the Mt. Hood National Forest, Sandy River, Cascade Mountain range, and the Columbia River Gorge

SANDY MAP



Map not to scale

LEGEND

- | | | |
|--|---|--|
| 1. Mt. Hood National Forest Headquarters 16400 Champion Way | 9. Mt. Hood Industrial Park 37700 Sunset Street | 17. Cedar Ridge Middle School 17266 Smith Avenue |
| 2. Maiden Bronze 16600 362nd Ave | 10. Sandy Public Library 38980 Proctor Blvd. | 18. Sandy High School 17100 Bluff Road |
| 3. Pioneer Corporate Park 35900 Industrial Way | 11. Sandy City Hall 39250 Pioneer Blvd. | 19. Fred's RV World 41777 Hwy 26 |
| 4. U S Metalworks, Inc. 36370 Industrial Way | 12. Sandy Chamber of Commerce 39340 Pioneer Blvd. | 20. Firwood Elementary School 42900 SE Trubel Road |
| 5. Oregon Trail School District 36525 Industrial Way | 13. Meinig Memorial Park Pioneer Blvd at Hwy 211 | 21. Oregon Candy Farm 48620 SE Hwy 26 |
| 6. Wasson Bros. Winery 47020 Ruben Lane | 14. Sandy Historical Museum 39340 Pioneer Blvd. | 22. Jonsrud Viewpoint Bluff Road |
| 7. Advanced Plastics 37370 Ruben Lane | 15. AEC, Inc. (technical publications) 39085 Pioneer Blvd. | 23. Mountain View Golf Course 27195 SE Kelso Road, Boring |
| 8. Tollgate Inn & Restaurant 38100 Hwy 26 | 16. Sandy Grade School 38566 Pleasant Street | 24. Best Western Sandy Inn 37465 Hwy. 26 |

CITY MANAGER

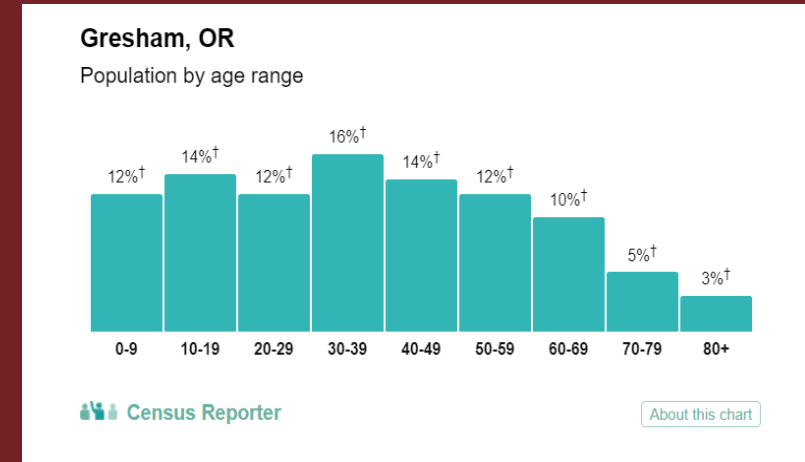
Scott Lazenby
City Manager
39250 Pioneer Blvd
Sandy, OR 97055
503.668.6927
Fax: 503.668.8714
www.ci.sandy.or.us



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FRONT PAGE - DEMOGRAPHICS SECTION

- Population:
 - *Sandy/Clackamas County/Oregon*
- Annual growth rate in last period
 - *2010 census data vs. latest data (PSU Population Research Ctr)*
 - *Sandy/Clackamas County/Oregon*
- Top 3 fastest growing cities in OR 2010-2020 (PSU, Census)
- Median household income
 - *Sandy/Clackamas County/Oregon*
- Median age
 - *Sandy/Clackamas County/Oregon*
- Percentage of households with a member under the age of 18
 - *Sandy/Clackamas County/Oregon*
- **Population by age range?**
- City millage (tax) rate
- Cars per day – US 26
 - *At Orient/Bluff Rd/Ten Eyck/Shorty's Corner*



FRONT PAGE – NARRATIVE SECTIONS

1. General narrative about the community: history, location, current size, growth rate, rural v urban, on primary travel corridor connecting PDX Metro and Central OR, school system info, proximity to outdoor recreation
2. SandyNet: the only municipally owned ISP in Oregon, history, internet as a public utility, current services and rates, residential and commercial rates are the same, ease of use, reliable broadband connections for the Zoom Age!
3. Market area: Define market area (economic hub for area; place where people do most of their shopping for goods and services), Sandy is the center of the market area, who else is in east ClackCo market area?, approximate population

BACK PAGE – COMMUNITY ADVANTAGES

- Business advantages
 - Lower land costs than Portland, Multnomah County
 - No county business income tax in Clackamas County (Multnomah Co)
 - City grant programs available for development assistance (Façade, TI)
 - Low to average utility and SDC costs when compared to other cities in ClackCo
 - On US26 – the main thoroughfare to Mt Hood and Central OR.
 - AADT on US26 – lots of eyes on your business!
- Residential advantages
 - Low to average city utility costs (water & sewer, SandyNet)
 - Oregon Trail School District – New SHS opened in 2012, [comparative data?](#)
 - Excellent public transit system connecting Sandy to Estacada, Gresham (SAM), the Villages on Mount Hood and outdoor rec like Sandy Ridge, ski/mtn bike parks (MHX)
 - 35 minutes to PDX, 45 minutes to downtown Portland
 - Newer public services - recently built Sandy Public Library (2012), Police Station (2011), Fire Station (2016); planned Community Services Building remodel (2021)
 - Medical services: Adventist Health urgent care facility, dialysis center, multiple medical practitioners in town, hospital in Gresham (15 minutes); new County Health clinic (coming in 2021)

BACK PAGE – NARRATIVE SECTIONS

1. Market Area: Sandy is the hub of the east Clackamas County market area; population of roughly 42,000 people – define market area (center of economic activity where most people shop for goods and services; includes area 15 minutes from city center including Estacada, part of Boring, the Villages and area surrounding Sandy in unincorporated county) – Sandy has an outsized demand market for goods and services, benefitting retail businesses, service businesses, restaurants, etc.
2. Utility rates & SDC rates: Discuss how we compare to other cities in Clackamas County (and maybe Portland for contrast); last time we researched we were middle to low end on almost all of these
3. Sandy is one of the fastest growing cities in OR: Show rankings based on PSU data and Census data. Growth rate (along with median household income and AADT) is of particular interest to retail and service sector businesses.
4. Economic Development Office: Complete contact information for Ec Dev Office