

The Newsletter of the
City of Veneta

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City News

Preparing for Growth

The City of Veneta has been updating its long-term plans to prepare for an anticipated doubling of its population over the next 20 years. It's expected to increase to 10,500 by 2035. "We have been the fastest growing city in Lane County since 2001," said Community Development Director Kay Bork. "We need to be proactive to accommodate that growth."

That meant updating the City's Comprehensive Plan. The updated Plan will be heard by the Planning Commission at a hearing on August 4 and taken up by the Veneta City Council at a public hearing scheduled for September 14.

Crafting the plan was a significant undertaking, which included several major initiatives, including an Economic Opportunities Analysis (EOA) and an Economic Development Strategic Plan. The EOA provided information about local and regional economic trends and an inventory of buildable employment lands.

The City studied the availability of land that could be used for employment or commercial purposes. According to the Oregon Employment Department, Veneta's employment is forecast to increase from 1,789 to 1,867 this year and then add 612 employees between 2015 and 2035 for a total of 2,479. The City will need approximately 35 net acres and 41 gross acres to accommodate this new 20-year employment forecast. The forecast estimates demand for 9.1 gross acres for in-

dustrial employment and 1.9 acres for government employment. With 107 acres of adequate land available inside the urban growth boundaries (UGB), the study revealed that Veneta is ready for such employment growth.

Another critical element of the Comprehensive Plan update was a Residential Land Inventory and Housing Needs Analysis to determine whether there is sufficient buildable land to meet population growth within the existing UGB in the next 20 years. Demographic trends reveal that Veneta will most likely continue to attract young families, and families with children because of available land to build affordable housing. Projecting the number of new houses needed in the next 20 years was the first step. Analysis revealed that a total of 2,120 new dwelling units would be needed, or 106 units annually, throughout the forecast 20-year growth period. The available buildable lands inventory showed that Veneta could accommodate a variety of housing types inside its UGB, including single and multifamily homes, to meet future needs and demographic trends.

"We determined that the expected growth for both housing and employment could be accommodated inside our existing Urban Growth Boundary," said Bork.

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Everybody Wins at Zumwalt Campground

For 23 years, the City of Veneta has hosted Oregon Country Fair visitors at Zumwalt Campground along Fern Ridge Reservoir. The operation is a highly successful public-private partnership that provides fairgoers with safe, clean camping during the annual three-day event, while also yielding financial benefits to the local community.

"Running the campground is a great collaboration," said City of Veneta Zumwalt Campground Coordinator Mindy Sandford. Lane County leases the property from the U.S. Army Corps of Engineers, volunteers prepare the park for guests, and the City manages operations, she explained.

"As the City's Onsite Campground Coordinator, Mindy has built a considerable volunteer base who come back each year to volunteer their time," explained City Finance Director Shauna Hartz. Local volunteers such as "Friends of Zumwalt Park" maintain the park throughout the year. Returning campers conduct trail restoration projects during Fair weekend. "These dif-

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CITY OF VENETA - CIVIC CALENDAR - AUGUST 2015		
Veneta Administrative Center - 88184 8th Street, Veneta, Oregon		
4	Veneta Planning Commission Meeting - City Hall	6:30 p.m.
5	Veneta Park Board Meeting - City Hall	4:30 p.m.
10	Veneta City Council Meeting Veneta Urban Renewal Agency Meeting - Immediately following City Council Meeting	6:30 p.m.
20	Municipal Court - City Hall	8:30 a.m.
24	Veneta City Council Meeting - City Hall	Cancelled
Calendar updates will be posted on the City's website at www.venetaoregon.gov This Civic Calendar was sent to: Fern Ridge Review, Fern Ridge School District 28J, Fern Ridge Public Library, and Lane Fire Authority		

RARE Intern to help with Economic Development

With the update of the City's Comprehensive Plan, the Veneta City Council is focused on ramping up development activities. With the adoption of the "Veneta Economic Development Strategy: Five-Year Action Plan, 2015-2019" in April, they now have a roadmap to follow. The Strategy articulates the City's role in economic development, outlines the resources it can commit to support the needs of the business community and will serve as a blueprint to help the City do an even better job of targeting economic development in the near term.

"The Council's intent is to help create new economic and employment opportunities in the community," said City Administrator Ric Ingham. "We'd like to see more jobs created locally so our residents don't have to commute out of the area." By encouraging development, the City also expands its tax base, which can help to meet the ongoing demand for City services.

To ensure that the Strategy is enacted quickly, the City has hired a RARE (Resource Assistance for Rural Environments) intern from the University of Oregon. Ingham explained that the City has had great success with RARE interns in the past, and he expects the new hire will "hit the ground running," in September. The intern will be tasked with initiating specific action items in the economic plan. These include building ongoing relationships with existing businesses, developing recruitment material, working with the planning commission to update land use and zoning codes, collaborating with Lane Workforce Partnership to demonstrate the City's commitment to workforce development, helping the City Council establish an economic development committee, and more.

Pavement Preservation Work to Begin

The work will soon be underway as the City of Veneta Pavement Preservation Plan moves off the drawing board and into the streets. Beginning in August and continuing through September a contractor, selected through a competitive bid process, will soon begin to fix potholes and cracks, patch streets, and seal 25 different street sections around town. This first round of work is just the beginning of a six-year plan aimed at ensuring that "street wear surfaces are protected and the City receives the best-extended road life for the least amount of dollars spent," said City Administrator Ric Ingham. The slurry seal work will come first and will likely impact 20-25 percent of streets in fair condition. It extends the life of a street by cleaning it, filling cracks, then coating the surface with a special asphalt mixture.

All roadwork is based on a Pavement Condition Survey delivered to the City Council in February 2015. The survey assessed the condition of the City's street network and made recommendations that would ensure

proper preservation of that infrastructure. The newly hired contractor will soon be planning the order of repair work and the City will generate maps that delineate the schedule. Residents will be notified when their specific neighborhood will be affected so they can adjust their travel plans accordingly.

"The work involves mostly local neighborhood roads, as opposed to arterials, and residents should expect some short closures," added Community Development Director Kay Bork. "The contractor may focus on repairing roads that are in fair condition first, rather than those that are in poor condition." But, she explained, the pavement report made it clear that it is more cost effective to preserve roads rather than repair them after they reach a critical point of deterioration.

The Veneta Public Works Department manages a network of 21.5 miles of streets valued at about \$26 million. Working through the entire network will cost approximately \$3.4 million over the planned six-year period.

Growth Cont...

The Comprehensive Plan can be viewed on the City of Veneta's Web page at <http://www.venetaoregon.gov/planning/page/long-rangeplans>. The supporting documents are under the

"Planning Documents" link. For more information about how the Comprehensive Plan will steer the City's economic development activities, see the related article entitled "RARE Intern to help with economic development."

Zumwalt Cont...

ferent organizations and entities work together for everyone's benefit," said Sandford.

The campground's location also helps alleviate potential crowd and traffic problems previously associated with the Fair's large gathering, while the proceeds support City park operations and local youth programs, such

as the Veneta Community Swimming Pool, Elmira High School Grad Night, TSP scholarships, and summer art programs.

"This year, we sold close to 1,400 tickets," Sandford continued, with the net proceeds going right back into the community.