

AGENDA
Veneta Planning Commission
TUESDAY – February 3, 2015 – 7:00 p.m.
Veneta City Hall

1. Review Agenda

2. Public Comment

If you wish to address the Planning Commission; state your name, address, and limit your comments to 3 minutes. Maximum time 20 minutes. The Planning Commission will not engage in any discussion or make any decisions based on public comment at this time; however, they may take comments under advisement for discussion and action at a future Planning Commission meeting.

3. Approval of Minutes

a. January 6, 2015 Planning Commission (pgs. 3-6)

4. Request for Preliminary Subdivision Approval, S-2-14, Madrone Ridge (Postponed to March 3, 2015)

5. Request for Minor Site Plan Amendment Approval, SR-1-15, West Lane Shopping Center/ West Lane Technical Learning Center (pgs. 7-28)

6. Review and Comment on Veneta Economic Development Strategy Draft Report (pgs. 29-48)

7. Other

8. Adjourn

Location is wheelchair accessible (WCA). Communication interpreter, including American Sign Language (ASL) interpretation, is available with 48 hours' notice. Contact Darci Henneman; Phone (541) 935-2191, FAX (541) 935-1838 or by TTY Telecommunications Relay Service 1-800-735-1232.
THIS MEETING WILL BE DIGITALLY RECORDED.

The Planning Commission considers all public comments, staff reports, and City ordinances in arriving at a final decision. **Staff reports are available for review at Veneta City Hall - 88184 8th Street - Veneta, Oregon.**

LAND USE DECISIONS - Veneta Municipal Code Chapter 18.05
Whenever this chapter is in effect, the following procedures or procedure similar thereto shall be followed by the city staff and applicable decision-making body: (1) Preparation of brief statement setting forth the criteria and standards considered relevant to the decision of the city staff. Such shall utilize criteria and standards found in the applicable ordinance, the comprehensive plan, and other ordinances and rules and regulations now in effect as from time to time adopted by the city council and appropriate decision-making body.

Minutes of the Veneta Planning Commission

January 6, 2015

Present: James Eagle Eye, Len Goodwin, and Lily Rees

Absent: Kevin Conlin and Calvin Kenney

Others: Kay Bork, Community Development Director; Lisa Garbett, Associate Planner; Darci Henneman, Assistant City Recorder; Ken Wood, and Ron Osibov

1. Review Agenda

Chair James Eagle Eye opened the Veneta Planning Commission meeting at 7:01 p.m. and reviewed the agenda.

2. Public Comment

Ken Woody, P.O. Box 100, Elmira, OR

Mr. Woody said he is the director of West Lane Technical Learning Center (WLTLC) which is a public online charter high school located in Elmira and sponsored by the Fern Ridge School District. He said WLTLC serves up to 120 students from 16 school districts mostly in Lane County; 40 of which are from the Veneta- Elmira area. He said WLTLC offers automotive, welding-fabrication and electric vehicle programs and in 2014 expanded its career-technical program adding Culinary and Health occupations. He said many WLTLC students work full time, are pregnant, parenting, or have physical problems which makes attendance in the traditional school impossible.

He said Elmira High School is expanding and will no longer have space for WLTLC. He said Fern Ridge School District renewed the charter for another five years but its lease expires in June 2015 so they need to find a new location. As a result, Lisa Garbett and Kay Bork from the City will work with Mr. Hammer, owner of the West Lane Shopping Center, to allow WLTLC to lease space vacated by Macenzi's Too restaurant. He said the certified kitchen would house the culinary program and also provide catering facilities. He said WLTLC provides catering services to Lane Fire Authority, Deep Woods Events, and the Fern Ridge Chamber of Commerce. He said that location is also desirable because of the transit bus service at the Center. He said WLTLC received high marks from the Oregon School Board because it services students previously underserved. He said with support from the Veneta Planning Commission, WLTLC will be able to maintain that position. He said he wanted to make a brief presentation to the Planning Commission to let Commissioners know that this is in the works.

In response to questions from Len Goodwin, Bork said the zoning in that area is Highway/Commercial which doesn't allow schools so staff would propose amending the code to add schools as a permitted use. She said we can't do a variance for a use that doesn't apply to a specific provision of the code. She said staff explored other options and determined that this is the only way to allow that use in that zone. Bork said Mr. Hammer is working with WLTLC and has hired Metro Planning to prepare the application. She said because of the notice requirements this matter could come before the Planning Commission at the March 3, 2015 meeting and to the Council in April. She said if timing allows and all goes well, the Council could review the application at the March 23rd or April 13th meeting.

Ron Osibov, 86726 Central Rd., Eugene, OR 97402

Mr. Osibov said he is on the WLTLC Board of Directors. He said he is retired from the Crow/Applegate School District as a principal at Crow High School. He said Valerie Brooks, a teacher at WLTLC has taken nothing to something and is very excited about what this program would bring to our community in terms of a retail business. He said she is a proven asset and member of WLTLC. He said there is a lot of potential growth in the area of helping kids with career technical education.

In response to a question from James Eagle Eye, Mr. Woody said the automotive program would be eliminated because of the location but WLTL Board has talked with the School Board about combining and maintaining that program at the high school. He said currently WLTL partners with the District in the auto program and WLTL offered to partner with the District 50-50% for next year but that's up to the School Board. He said they are also looking to add a fire science program. He said currently WLTL offers a health occupation program and a culinary program. He said they received a grant for a career technical construction program. He said there are three federal grants that feed vocational education and WLTL is active in all those grants. He said they are looking forward to more supplemental funding in that way. He said the federal government is giving Career Technical Education (CTE) program funding right now. He said WLTL is a fully certified high school.

Len Goodwin said it would be important to make sure what's drafted is carefully drawn so that we don't have to review it several times. He said it would be very unfortunate if we couldn't make the tight timeline.

Bork said the application would be sent immediately to legal for review.

3. Public Hearing: Legislative Land Use Decision. Amendments to the Veneta Land Development Ordinance 493 & Land Division Ordinance 494 – Improvement Requirements

1. Chair James Eagle Eye opened the Public Hearing at: 7:15 p.m.

2. Staff Report

Bork said the Planning Commission is being asked to make a recommendation to the City Council on proposed code amendments to Veneta Land Development and Land Division Ordinances relating to required improvements and irrevocable petitions in lieu of improvements at the time of partitioning or development and to add broadband fiber conduit as a utility improvement. Code currently requires property owners to construct improvements or sign an irrevocable petition for improvements to be constructed at a later date. She said the proposed amendments are intended to eliminate the either/or option of the current code language and will allow a waiver for any type of improvements, not only sidewalks, when construction of the improvement is not practical. The amendments will require construction of improvements if practical or allow the City Administrator to substitute the improvements with an irrevocable petition for all required improvements. Also a developer may be required to submit a deposit to cover construction costs of all or some of the improvements.

Bork reviewed the specific amendments. She said the required 35 day notice was sent to the Oregon Dept. of Land Conservation & Development (DLCD) and notice of the public hearing was published in the Fern Ridge Review 10 days prior to the first public hearing. No comment was received.

3. Public Testimony

None

4. Questions from the Planning Commission

Len Goodwin said the overstrike in Section 6.04(1)(h) should exclude the word "facilities".

Bork said the word "facilities" would be retained in Section 6.04(1)(h).

5. Chair James Eagle Eye closed the Public Hearing at: 7:21 p.m.

6. Deliberation and Decision

None

MOTION: Len Goodwin made a motion to recommend approval of the proposed amendments as presented in Exhibit A of the Proposed Final Order and to include the word “facilities” in Section 6.40(1)(h). Lily Rees seconded the motion which passed with a vote of 3-0.

I. Approval of Minutes

MOTION: Len Goodwin made a motion to approve the October 7, 2014 minutes of the Joint Meeting of the Veneta City Council and Veneta Planning Commission. Lily Rees seconded the motion which passed by a vote of 3-0.

MOTION: Lily Res made a motion to approve the October 7, 2014 minutes of the Veneta Planning Commission. Len Goodwin seconded the motion which passed with a vote of 3-0.

MOTION: Len Goodwin made a motion to approve the October 29, 2014 minutes of the Joint Meeting of the Veneta City Council and Veneta Planning Commission. Lily Rees seconded the motion which passed with a vote of 3-0.

MOTION: Lily Rees made a motion to approve the November 4, 2014 minutes of the Veneta Planning Commission. Len Goodwin seconded the motion which passed with a vote of 3-0.

MOTION: Len Goodwin made a motion to approve the November 19, 2014 minutes of the Joint Meeting of the Veneta City Council and Veneta Planning Commission. Lily Rees seconded the motion which passed with a vote of 3-0.

II. Other

Bork asked the Planning Commission if there were any questions about WLTLC’s proposal. She said our code actually allows public and semi-public uses in Community/Commercial, Broadway/Commercial, and Residential/Commercial. WLTLC’s planner asked if he should include “semi-public” use within the Highway/Commercial but our definitions of public and semi-public buildings or uses “owned or operated by a religious charitable or other nonprofit organization, public utility, social agency such as a church, school, auditorium, meeting hall, nursing or care home, stadium, library, art gallery, museum, . . . , fire station, sports field, or community center.” She said staff was debating that it might be too all encompassing for that zone so staff recommended we be more specific to a vocational training school or a reference to semi-public and public uses be included because we have several other Highway/Commercial lots that’s could be affected. She said staff is recommending we be more specific.

Len Goodwin suggested it’s less risky if we are more specific.

James Eagle Eye said we need to make sure we regulate what fits in that Center and make it clear from the beginning what they can’t grow into and clarify what can’t go in the Center.

In response to a question from Bork, James Eagle Eye said there’s no point trying to regulate against something that may or may not come along in the future. He said if they grow into something else they will need to build a new facility.

In response to a question from Lily Rees, Len Goodwin said typically a culinary school would offer a retail counter as well.

Lily Rees said a culinary school with a retail restaurant and catering services will provide many opportunities for our community.

James Eagle Eye said he's not opposed to it but he doesn't want to change code to fit one particular situation.

Len Goodwin said Mr. Wood said WLTLTC was a fully accredited high school. He said if we specify a vocational technical facility, we may be excluding something that is a fully accredited high school. He said we don't want to include them only to exclude them.

Bork said she will talk with WLTLTC to confirm the right definition so we don't exclude the school use.

James Eagle Eye said since WLTLTC is chartered through the Fern Ridge School District, it might not be a bad idea to get some information from the District.

It was the consensus of the Planning Commission to direct staff to move forward with this but make sure it's done the right way.

In response to a question from Bork, James Eagle Eye said they would have to provide a vehicle repair facility if they wanted to include that program at that site. He said as long as we have the process to make sure WLTLTC's use fits the zoning.

Bork said if they did want to construct a facility in that zone, it would require a conditional use permit and site plan process.

Bork said for public and semi-public uses, we could determine that the school facility is low impact for public use which does not require a code amendment. She said the long definition she previously read didn't include a definition for "low impact" it just included uses. She said WLTLTC just contacted staff today so they haven't had time to do a lot of research.

In response to a question from Len Goodwin, Bork said we could ask WLTLTC to complete an application for interpretation which wouldn't need to be approved by the City Council which would shorten the timeline.

After a brief discussion, it was determined that a code amendment may not be required.

Len Goodwin suggested staff check with legal counsel for an interpretation.

Bork suggested the applicant do the interpretation and legal counsel could tell us what parameters would make it low impact. She said low impact is generally refers to transportation, traffic, and any significant impacts to infrastructure and environment

Len Goodwin said he can't see this facility having any impact to the civil infrastructure because the facility is already there.

III. Adjourn

Chair James Eagle Eye adjourned the Veneta Planning Commission at 7:44 p.m

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James Eagle Eye, Chairman

ATTEST:

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

Darci Henneman, Assistant City Recorder

**VENETA BUILDING AND PLANNING OFFICIAL'S
FINDINGS AND DECISION
MINOR SITE PLAN AMENDMENT**

West Lane Technical Learning Center (SR-1-15)

Application Received: January 15, 2015
Complete Determination: January 16, 2015
Notice Mailed & Posted: January 16, 2015
120 Days from Completeness: May 16, 2015
Staff Report Date: January 23, 2015

Referrals: City Engineer, Lane Branch P.E., Branch Engineering
Gerry Juster, Oregon Department of Transportation
Prepared by: Lisa Garbett, Associate Planner

BASIC DATA

Applicant/ Owner: John Hammer
LuLu, LLC
PO Box 2266
Eugene, OR 97402

Applicants Agent: Metro Planning, Inc.
(Attn: Jed Truett)
370 Q Street
Springfield, Oregon 97477

Location: West Lane Shopping Center
Southwest Corner of Highway 126 and Territorial Highway
24967 Highway 126
Veneta, OR 97487

Assessor's Map: 17-06-36-11
Tax Lot Number: 00900

Area: 11 acres

Plan Designation: Commercial (C)
Zoning Designation: Highway Commercial (HC)

REQUEST

The request is for approval of minor site plan amendment to allow West Lane Technical Learning Center to occupy the vacant Macenzie's Too restaurant in the West Lane Shopping Center.

SUBMITTAL REQUIREMENTS

Minor Site Plan Amendment Review (SR-1-15)

The applicant has submitted the required information in accordance with Veneta Land Development Ordinance 493, Section 6.07 - Amendments.

BACKGROUND

A Site Plan review (SR-4-83) for the West Lane Shopping Center was approved in 1983. Amendments to the site plan were approved with conditions between 1994 and 2005 (SR-2-94, SR-1-95, SR-1-98, SR-1-99, Temp-3-00, SR-6-02, and SR-11-05, and SR-3-06, SR-5-09, SR-2-13).

The applicant is proposing to renovate existing retail space within the West Lane Shopping Center for the West Lane Technical Learning Center (TLC). The non-profit school will occupy an approximate 3,700 square feet. The space to be renovated was previously the Macenzie's Too Family Restaurant. The West Lane Technical Learning Center provides a culinary arts program that made the previous kitchen utilized by the previous restaurant an appealing amenity.

PROPERTY CHARACTERISTICS

The subject property is zoned Highway Commercial and has been developed as a shopping center since 1994. Highway 126 lies to the south and Territorial Highway to the east of the property. Properties to the north and west are undeveloped wetlands.

Wastewater Service

City services are currently servicing this property.

Storm water

Storm drainage is already in place for the site. Proposed changes will not increase impervious surface or runoff.

Water Service

City services are currently servicing this property.

Natural Resources

The proposed changes do not affect any significant natural resources.

AGENCY COMMENTS

Lane Branch, P.E., City Engineer did not condition the proposal.

Gerry Juster, ODOT reviewed the proposal and has determined no access permits or traffic impact analysis are required since the proposed use will not increase traffic from the original approved shopping center.

PUBLIC COMMENTS

No comments were received to date.

APPROVAL CRITERIA:

Staff confirmed with the City Attorney that a Site Plan Minor Amendment is the correct application for the West Lane Technical School Proposal. Minor amendments are subject to Site Plan review provisions of Veneta Land Development Ordinance No. 493, Article 6. This Minor Site Plan Amendment is a Planning Commission decision as there is interpretation needed to Veneta Land Development Ordinance No. 493, Section 4.07(2)(n) in order to determine the proposed use meets the intent of ‘low impact in terms of a “Public and Semi-Public Use” which is a permitted use subject to Site Plan Review in the Highway Commercial (HC) zone. ‘Public and Semi-Public Use’ and ‘high impact’ are both defined in Veneta Land Development Ordinance No. 493, Section 13.02 – Definitions but a definition for ‘low impact’ is not provided in Veneta Land Development Ordinance No. 493.

ISSUES

The Highway Commercial (HC) zone allows “low impact” public and semi-public uses with site plan review approval per Veneta Land Development Ordinance No. 493, Section 4.07(2)(n). The Land Development Ordinance does not provide a definition for “low impact” in terms of a public and semi-public use. However, the ordinance does provide a definition for ‘high impact’ recreation facilities, *“Facilities which have the potential for creating significant impacts through traffic generation, noise, dust, chemical use, lighting, or other nuisance characteristics. High impact recreation facilities include, but are not limited to, sport complexes, stadiums, equestrian arenas, golf course and driving ranges, and swimming pools.”*

Public and semi-public use is defined in Land Development Ordinance No. 493, Section 13.02 as, *“A building or use owned or operated by a religious, charitable, or other non-profit organization; a public utility or any social agency such as a church, school, auditorium, meeting hall, hospital, club, nursing or care home, stadium, library, art gallery, museum, fire station, utility substation, cemetery, park, playground, sports field, bicycle or pedestrian way or community center.”*

Traffic generation would be the most significant concern for the type of development proposed. However, the previous eating establishment generated more traffic when compared to the proposed use, based on the applicant’s submitted narrative. The existing parking, access, and infrastructure are all adequate for the proposed use. No other nuisance characteristics are associated with the proposal that would categorize the use as “high impact” according to the definition above.

STAFF RECOMMENDATIONS

Based on the findings for the Minor Amendment Site Plan Review as stated in the Proposed Final Order (SR-1-15), staff recommends a conditional approval of the site plan. The proposed conditions of approval are specified in the Proposed Final Order.

POSSIBLE ACTIONS BY THE PLANNING COMMISSION

The Commission may:

- a. Approve the Site Plan Amendment with conditions of approval based on the findings in the proposed final order.

- b.** Modify the proposed findings or conditions of approval based on the findings in the Proposed Final Order.
- c.** Deny the Site Plan Amendment based on the Planning Commission's findings.
- d.** Continue the review of the Site Plan Amendment if more information is needed.

EXHIBITS

The following information was submitted regarding this application:

- A. Applicants Submittal
- B. City Engineer Response

**Minor Amendment to Site Plan for West Lane Shopping Center –
West Lane Technical Learning Center**



LAND USE PLANNING AND CONSULTING SERVICES

370 Q STREET
SPRINGFIELD, OREGON 97477
(541) 302-9830
WWW.METROPLANNING.COM

Background

The West Lane Technical Learning Center (TLC) is a charter school currently located in a wing of Elmira High School. Due to upcoming building renovations the TLC will be required to vacate the premises and find a new location for Fall 2015.

The TLC program provides school and vocational services to a variety of high school-aged students. The primary vocational components of the program at its current location include a computer lab, an auto shop and a metal shop. The primary vocational components at the proposed location discussed below will be the computer lab, health occupations, and a culinary arts program. The auto and metal shop functions will be discontinued once the TLC moves from its Elmira High School location.

The TLC has identified a site located within the former Macenzie's Too Family Restaurant space, which consists of approximately 3700 square feet of retail space. This space is ideal for the TLC for many reasons, including its central location, the existing commercial kitchen setup that will be required for the school's culinary arts program, and proximity to other mutually beneficial relationships for its technology students such as the First Call Resolution call center also located in the shopping center. The space is also completely set up for a tenant such as the TLC. Adequate parking and other services designed with the shopping center will minimize extra costs to the TLC to modify other potential sites in other parts of town through the site review process that may not otherwise be user-ready. The ability to quickly identify a permanent location is also critically important for planning for Fall 2015 enrollment.

Discussions with the City of Veneta planning representatives and the City legal counsel suggest that the Highway Commercial zone can accommodate a use such as the TLC via Land Use Development Ordinance Section 4.07(2)(o), which allows for "Low impact public and semi-public uses, including transit facilities and transportation improvements conforming to the City of Veneta Transportation System." The TLC as a charter school clearly qualifies as a public or semi-public use, which is defined in the Ordinance as:

A building or use owned or operated by a religious, charitable or other *non-profit organization*; a public utility or any social agency such as a church, *school*, auditorium, meeting hall, hospital, club, nursing or care home, stadium, library, art gallery, museum, fire station, utility substation, cemetery, park, playground, sports field, bicycle or pedestrian way or community center (emphasis added)

by virtue of being both a non-profit and a school. The burden is on the applicant to show that the use fits the definition of "low impact", which is the purpose of this Minor Amendment application.

Discussion of Impact of the TLC

Student/Teacher Population

The West Lane Technical Learning Center's charter allows for a maximum of 120 students. The TLC currently has 80 students enrolled. Of these, approximately 66% are remote students who not attend the facility. At any given time the maximum head count in the building is around 20-25% of the total student population, as students come and go at various times and days. Currently the maximum head count is around 15-20 students per day, and would likely max out at 24-30 if the cap is reached. There are six (6) faculty every day on-site.

Transportation

Currently three students have vehicles and drive to school, twelve (12) or so are dropped off by parents, and five or six take the regular school bus to Elmira High School. At the west lane site, these latter students would be dropped off by parents. The schedule is flex, so some students are dropped off in the morning and some dropped off in the afternoon, so it can be reasonably concluded that the maximum number of vehicles trips each day (inbound and outbound) would be around 54 (which would include all students driving, being dropped off and faculty), with about half of the trips occurring in the morning and half in the afternoon. So peak hour trips in the AM would max out at around 13-27 (arriving between 7-9 AM), and there would be no peak hour PM trips because school is out before PM peak traffic begins (4-6PM).

To put this very low trip generation rate into context one only need look at trips generated by the prior use (a restaurant). The Institute of Traffic Engineers Trip Generation Manual (7th Edition) has AM peak hour trip rates for a High Turnover Sit Down Restaurant (such as Macenzi's) at 13.53 trips per 1000 sf of Gross Floor Area, which comes to 50 trips per AM peak hour for 3700 feet in this space, which is well above the estimated AM peak hour trips for the TLC.

Impact on other City Services

The West Lane Shopping Center was designed and approved to house a variety of commercial uses. The proposed TLC facility will be lower impact than most if not all of those types of uses. The storm drainage and sanitary systems for the center as well as parking have all been developed to handle the most intensive commercial uses permitted in the Highway Commercial Zone, which includes grocery stores, gas stations, restaurants, etc. The proposed use in the existing space formerly used by a restaurant will have no increased impacts on the overall site, and will most likely drastically decrease the overall impact on site features such as parking and City systems such as storm drainage, sanitary sewer, water and other services.

Minor Site Plan Amendment Criteria and Proposed Findings

The proposed location involves a commercial development along Highway 126, and so therefore has to be reviewed by the Planning Commission. For ease of decision the minor site plan amendment criteria are also included here, though they apply only to Administrative decisions and not Planning Commission decisions.

Minor site plan amendments that may be approved as an Administrative Decision by the Building and Planning Official are those that meet the following criteria:

(1) The site plan amendment does not involve any interpretation of submission requirements or required findings that would set a precedent for other site plans or site plan amendments.

Discussions with the City of Veneta planning representatives and the City legal counsel suggest that the Highway Commercial zone can accommodate a use such as the TLC via Land Use Development Ordinance Section 4.07(2)(o), which allows for "Low impact public and semi-public uses, including transit facilities and transportation improvements conforming to the City of Veneta Transportation System." The TLC as a charter school clearly qualifies as a public or semi-public use, as indicated above.

Further, the discussion above emphasizes specifically how this use will be of the low-impact variety envisioned by the Ordinance.

Proposed Finding: By virtue of the proposed use being low-impact and both a non-profit and a school . . . both uses contemplated in the Land Development Ordinance for this zoning district . . . there is no interpretation of the Code that would set further precedent for other site plans or amendments outside of the intent of the Ordinance language.

(2) The site plan amendment will not change the impacts (such as traffic generation, emissions or drainage) on surrounding properties.

As discussed above, the proposal for locating the TLC facility in the prior restaurant space will represent a lessening of traffic generation, emissions, drainage, and other impacts from this site.

Proposed Finding: The site plan amendment for the TLC use on this site will not change the impacts on surrounding properties.

(3) The site plan amendment fully complies with City ordinances and does not require a variance.

The space in question has been fully developed and leased before. No facets of the proposed use will stray from the guidelines of what is permitted in the Highway Commercial zone provided in the Land Development Ordinance. All potential impacts are already accounted for with parking, storm drainage, sanitary and other City systems

and services designed into the West Lane Shopping Center. All activities will occur inside the existing space and will be consistent with uses that are described above and outright permitted within the Center.

Proposed Finding: No variance is required for the proposed TLC charter school facility.

(4) There are no unusual circumstances relative to the site plan amendment.

There is nothing unusual at all pertaining to the proposed use for this space. All proposed uses as described above are completely in line with the intent of the Land Development Ordinance and the Highway Commercial zoning district

Proposed Finding: There are no unusual circumstances relative to the proposed site plan amendment for the TLC charter school facility.

(5) There are no questions of adequacy of services raised by The Public Works Superintendent, City Engineer, or any affected public or private agency.

There will be no increase in any City services above impacts from prior uses, and it is most likely that the overall impacts will be much less than with prior uses.

Proposed Finding: There are no questions of adequacy of services by The Public Works Superintendent, City Engineer, or any affected public or private agency.

A minor amendment requires Planning Commission approval if it involves commercial or industrial development adjacent to Hwy 126 and involves a change in use that is more intensive than the current or previous use as determined by the Building and Planning Official.

The space in question is in a commercial development adjacent to Hwy 126, but the change in use (as discussed above) will be equal to or much less than prior uses at this location.

Proposed Finding: The proposed low-impact non-profit school use by the TLC in the subject space will not result in a use that is more intensive than the current or previous use of a Restaurant.

A new application, including a narrative statement and filing fee is required. The Planning Commission shall be advised of all administrative approvals of site plan amendments at the following regular Planning Commission meeting. Appeals of an administrative decision will go before the Planning Commission.

This application is submitted with this narrative, the land use application form signed by the owner, and the appropriate filing fee.

City of Veneta M E M O R A N D U M

DATE: January 27, 2015

TO: City Engineer, Branch Engineering
Attn: Lane Branch, P.E.

FROM: Lisa Garbett, Associate Planner
City of Veneta

RE: West Lane Technical Learning Center at West Lane Shopping Center

Current application is for Minor Site Plan Amendment to the West Lane Shopping Center for approval in order to permit the West Lane Technical Learning Center.

Address: 24967 Highway 126
Assessor's Map & Tax Lot 17-06-36-11: Tax Lot 00900

The City has received a request for a minor site plan amendment application in order to permit the West Lane Technical Learning Center at 24967 Highway 126 within the West Lane Shopping Center.

This request is being forwarded for your review, comment and conditioning. If you have conditions of approval you would like incorporated into the City's consideration of this request, please list them and return to this office by **January 30, 2015**.

Please reference file number SR-1-15 in your reply.

- We are not affected by the proposal.
- We have reviewed the proposal and have no comments.
- Our comments are attached.
- Our comments are:

The applicant supplied narrative referred to the existing use as a high-turnover restaurant, which should be addressed as part of the existing shopping center (ITE Land Use Code 820) for trip generation purposes, as its use is considered ancillary to the West Lane Shopping Center Development Site. It is unclear if a school use can be considered ancillary to a shopping center use per the description for ITE code 820. Assuming the land use would not be covered as ancillary to the shopping center use, based on the applicant supplied data it does not appear that the proposal will generate 100 or more peak hour trips that would require a formal traffic impact analysis. Existing parking provided on the shopping center site should be adequate for the proposed conditions based on the expected attendance statistics supplied by the applicant.

City of Veneta - P.O. Box 458 - Veneta, Oregon 97487
Phone (541) 935-2191 - Fax (541) 935-1838

**PROPOSED FINAL ORDER OF THE VENETA PLANNING COMMISSION
MINOR SITE PLAN AMENDMENT
West Lane Technical Learning Center (SR-1-15)**

A. The Veneta Planning Commission finds the following:

1. The Veneta Planning Commission has reviewed all material relevant to the Site Plan Amendment (SR-1-15) which has been submitted by the applicant, staff, and the general public regarding this matter.
2. The Veneta Planning Commission held a public meeting on March 3, 2015 to discuss the Minor Site Plan Amendment application for assessor's map 17-06-36-11, Tax Lot 900, after giving the required notice to surrounding property owners as per Section 2.11 of Veneta's Land Development Ordinance 493.
3. The Veneta Planning Commission followed the required procedure and standards for approving Site Plan Amendments as required by Section 6.05, 6.06 and 6.07 of the Veneta Land Development Ordinance No. 493.

B. The Veneta Planning Commission approves with conditions the Site Plan Amendment to the West Lane Shopping Center for the West Lane Technical Learning Center (SR-1-15). The applicant shall comply with the following conditions of approval:

GENERAL CONDITIONS OF APPROVAL:

1. Obtain approval of a Sign Permit from the City for all proposed signage, if applicable, per the Veneta Land Development Ordinance No. 493, Section 5.15 - Signs.
2. Submit and receive approval of Veneta Business Registration on a yearly basis in accordance with Veneta Municipal Code, Chapter 5.05 - Business Registration.

C. IT IS HEREBY ORDERED that the Veneta Planning Commission approves the Site Plan Minor Amendment to the West Lane Shopping Center for the West Lane Technical Learning Center (SR-1-15) with the above conditions based on the information in the staff report and the following criteria and findings of fact:

Minor Amendment Site Plan Review applicable criteria are in italics; findings are in bold.

Veneta Land Development Ordinance No. 493, Section 6.07 – Amendments

Amendments are only permitted for developments for which the City has record of an approved Site Plan. A change to an existing development for which a previous site plan has never been approved requires a full site plan review.

The proposal complies with this standard. The West Lane Shopping Center received Site Plan approval in 1983 (City File #SR-4-83). Several amendments to the site plan have been approved between the years of 1994 to 2013.

If the proposed use is more intensive than the existing use, additional Systems Development Charges shall be assessed at the time a building permit is issued.

Major amendments to an approved site plan shall follow the same procedure as for an approval of a site plan review. A new application and filing fee is required and the proposal must be approved by the Planning Commission. Major site plan amendments involve change that does not meet the criteria listed under minor site plan amendments. Minor site plan amendments that may be approved as an Administrative Decision by the Building and Planning Commission are those that meet the following criteria:

The proposal complies with this standard. The location was previously utilized by a restaurant (Macenzie Too's). The proposed use is less intensive than the previous use. This Minor Site Plan Amendment request involves interpretation of Land Development Ordinance No. 493(VLDO), Section 13.02 - Definitions and VLDO Section 4.07(2)(n) in terms of the term "low impact" for a Public and Semi-Public Use. The Highway Commercial zone allows 'Low Impact' public and semi-public uses subject to Site Plan Review per VLDO, Section 4.07(2)(n). VLDO, Section 13.02 provides a definition for "Public and Semi-public Use" but does not include a definition for "Low impact" as referenced in Section 4.07 - Highway Commercial. This is the reason this Minor Site Plan Amendment has been brought to the Planning Commission for interpretation and not considered a Minor Site Plan Amendment that can be approved administratively by the Building or Planning Official.

SECTION 6.07 AMENDMENTS

(1) The site plan amendment does not involve any interpretation of submission requirements or required findings that would set a precedent for other site plans or site plan amendments.

The proposal is consistent with City land use regulations with Planning Commission interpretation confirmation that the West Lane Technical Learning Center is a "low impact" public or semi-public use.

(2) The site plan amendment will not change the impacts (such as traffic generation, emissions or drainage) on surrounding properties.

The proposal is consistent with City land use regulations with Planning Commission confirmation as described in Finding 1.

(3) The site plan amendment fully complies with City ordinances and does not require a variance.

Veneta Land Development Ordinance No. 493, Article 4-USE ZONES
Section 4.07 HIGHWAY COMMERCIAL (HC)

In the HC zone, the following regulations shall apply:

(1) Purpose: To provide services to accommodate travelers and to provide large scale commercial services needed to serve the Fern Ridge Area.

The proposal complies with this standard. The proposed non-profit school offers several programs including a Culinary Arts Program which may provide catering services to nearby businesses (i.e. First Call Resolution) and a potential future store front/ retail area that could accommodate travelers. Moreover, the proposed addition of a “Public and Semi-Public Use” is permitted in the Highway Commercial zone and adds to the variety of services available to residents and visitors in the Fern Ridge area.

(2) Uses Permitted Subject to Site Plan Review. In an HC zone, the following uses and their accessory uses are permitted subject to the Site Plan Review under Article 6, provided all operations except off-street parking, recreational facilities, common areas (e.g. plazas), and permitted temporary activities associated with an allowed use shall be conducted entirely within an enclosed building (excludes drive-thru facilities).

(n) Low impact public and semi-public uses, including transit facilities and transportation improvements conforming to the City of Veneta Transportation System.

The proposal complies with this standard. The West Lane Technical Learning Center is a non-profit school. The Veneta Land Development Ordinance No. 493 Section 13.02 – Definitions, provides a definition for “Public and Semi-Public Buildings or Use” but does not provide a definition for ‘Low Impact’. The Planning Commission is being asked to decide whether or not the proposed use is in fact considered “low impact”. The applicant has provided reasons why the proposed use qualifies as “low impact” including; lessening of traffic generation, emissions, drainage will occur with a change of use from restaurant to non-profit school. The applicant has stated that the maximum head count allowed at the school is currently 15-20 students per day and would potential cap at 24-30 students per day as the school grows and there are six (6) faculty on site each day. According to the applicant, the ITE Manual 7th Edition estimates 13.53 trips per 1,000 SF of gross floor area for a restaurant use (such as Macenzi Too’s). Fifty (50) trips per AM Peak hour for 3,700 feet in this space, which is well above the estimated AM peak hour trips for the West Lane Technical Learning Center.

(4) There are no unusual circumstances relative to the site plan amendment.

The proposal complies with this standard. The West Lane Shopping Center has already been fully developed and leased previously by a restaurant (Macenzie Too's). The proposed school use will include a Culinary Arts program which will utilize the existing kitchen yet entail less of an impact than a full restaurant as other school programs (computer lab and health occupations) will also occupy the space. All potential impacts are already accounted for with parking, storm drainage, sanitary and other City systems and services designed into the West Lane Shopping Center.

(5) There are no questions of adequacy of services raised by The Public Works Superintendent, City Engineer, or any affected public or private agency.

The proposal complies with this standard. The City Engineer and the Oregon Department of Transportation (ODOT) have both reviewed the proposal and provided no comment or conditions.

A minor amendment requires Planning Commission approval if it involves commercial or industrial development adjacent to Hwy 126 and involves a change in use that is more intensive than the current or previous use as determined by the Building and Planning Official.

A new application, including a narrative statement and filing fee is required. The Planning Commission shall be advised of all administrative approvals of site plan amendments at the following regular Planning Commission meeting. Appeals of an administrative decision will go before the Planning Commission.

The proposal complies with this standard. A Site Plan Amendment application, narrative statement and filing fee was submitted to the City on January 15, 2015. An administrative approval of the Site Plan was not appropriate given interpretation of "low impact" necessary from the Planning Commission.

Article 5- SUPPLEMENTARY PROVISIONS

Section 5.12 LANDSCAPING

All yards, required screening areas, and parking areas shall be landscaped in accordance with the following requirements:

(2) Site plans indicating landscape improvements shall be included with the plans submitted to the Building and Planning Official or Planning Commission for approval. Issuance of a Building permit includes these required improvements which shall be completed before issuance of a Certificate of Occupancy.

The proposal complies with this standard.

(8) Garbage collection areas, service facilities and air conditioning facilities located outside the building shall have sight-obscuring screening. Mechanical equipment,

lights, emissions, shipping/receiving areas, and garbage collection areas for industrial, commercial, and public facility uses shall be located away from residential areas, schools, and parks.

The proposal complies with this standard. The proposed non-profit school will utilize existing facilities located behind the shopping center.

Section 5.20 OFF-STREET PARKING REQUIREMENTS

(2) Design and improvement requirements for parking lots (not including single-family two-family dwellings).

- (a) All parking area and driveway approaches shall be surfaced with two (2) inches of asphaltic concrete or six (6) inches Portland Cement over approved base or other materials approved by the City Engineer. All parking lots shall be graded so as not to drain storm water over the sidewalk or onto any abutting property*
- (b) Service drives and parking spaces on surfaced parking lots shall be clearly and permanently marked. Parking spaces, except for handicap spaces, shall have a minimum dimension of eighteen (18)' x nine (9)' exclusive of maneuvering and access area. The dimension includes the area in front of the curb stop over which the front of a vehicle would extend. Handicap spaces shall be provided as required by the Oregon State Structural Specialty Code.*
- (c) Parking lots shall be served by a service driveway so that no backing movements or other maneuvering within a street other than an alley shall be required. Design for parking arrangements and turning movements shall be approved by the Building and Planning Official. Two-way driveways shall have a minimum width of twenty (20) feet and a maximum width of thirty (30) feet. One-way driveways shall have a minimum width of twelve (12) feet and a maximum width of sixteen (16) feet.*
- (d) Parking spaces along outer boundaries of a parking area shall be contained by a curb or bumper so placed to prevent a motor vehicle from extending over the property line.*
- (e) Service driveways to off-street parking lots shall be designed and constructed to facilitate the flow of traffic, provide maximum safety of traffic access and egress and maximum safety of pedestrian and vehicular traffic on the site. The number of service driveways shall be limited to the minimum that will allow the property to accommodate and service the traffic anticipated.*
- (f) All off-street parking lots within or abutting residential districts or uses shall be provided with a sight-obscuring fence, wall or hedge as approved by the Building and Planning Official to minimize disturbances to adjacent residents.*

(g) A grading structure and drainage plan shall be submitted to the City Building and Planning Official and approved by the City Engineer.

The proposal complies with the criteria a-g above. The proposed uses will utilize the existing parking lot and drainage system which is adequate in size, design, and construction to accommodate the proposed uses.

(h) Parking lots shall be provided with landscaping as provided in Section 5.12 and other suitable devices in order to divide the parking lot into sub-units to provide for pedestrian safety, traffic control and to improve the appearance of the parking lot. A minimum of one (1) shade tree per sixteen (16) parking spaces shall be provided in planter islands distributed throughout the lot. A maximum of twenty (20) spaces shall be allowed between planter islands.

The proposal complies with this standard. According to Veneta Land Development Ordinance No. 493, Table 5.20(a) for a ‘High school, college, commercial school for adults’ use; “One (1) space per classroom, plus one space per administrative employee, plus one (1) space per six (6) seats or eight (8) feet of bench length in the auditorium or assembly room, whichever is greater” is required. Using this methodology and given there is no auditorium or assembly room for the proposed use, and assuming thirty (30) maximum students and six (6) administrative staff, as described in the applicant’s narrative; a total of 11 parking stalls are required to serve the proposed use (i.e. thirty (30) max. students, divided by, six (6) administrative staff = +/- five (5) classrooms + six (6) staff = eleven (11)). The area proposed for the new use is an approximate +/-3,700 square foot space at the West Lane Shopping Center and adequate parking is already provided at the site. The parking requirement for an ‘elementary or junior high school’ is similar to the number of spaces required for a ‘high school, college, commercial school for adults’ per Veneta Land Development Ordinance No. 493, Section 5.20, Table 5.20(a). A restaurant use or ‘Eating or drinking establishment’ requires, “One (1) space per 200 square feet of floor area” per Table 5.20(a). In summary, a restaurant requires more parking than a school including a Culinary Arts Program.

(3) Location standards for parking lots

(a) Off-street parking shall be provided on the development site for all zones, except off-street parking spaces for the Commercial, Residential-Commercial, and Industrial Zones may be located not farther than 400 feet from the building or use they are required to serve. Owners of two (2) or more uses, structures, or parcels of land may agree to use the same parking spaces jointly when peak demands do not occur at the same time periods, provided substantial proof is presented to the Building and Planning Official or Planning Commission pertaining to the cooperative use of the parking facilities.

(c) Parking lots and loading docks for new commercial, public, and semi-public buildings shall be located to the side or rear of the building.

The proposal complies with criteria a - c above. The proposed uses will utilize the existing parking lot and drainage system which is adequate in size, design, and construction to accommodate the proposed uses. Off –street parking necessary for a restaurant use per Veneta Land Development Ordinance No. 493, Section 5.20, Table 5.20(a) indicates it is more intensive than for a high school use as proposed as described under Section 5.20(h) above.

(4) Required parking spaces shall be available for the parking of operable motor vehicles for residents, customers, patrons, and employees only and shall not be used for storage of vehicle or materials or for repair and servicing.

As conditioned, the proposal complies with this standard. Parking spaces may be used solely for operable motor vehicles.

(5) The provision and maintenance of off-street parking spaces are continuing obligations of the property owner. No building or other permit shall be issued until plans are presented that show parking space. The subsequent use of property for which the permit is issued shall be conditional upon the unqualified continuance and availability of the amount of parking area required by this ordinance.

(6) Should the owner or occupant of a lot or building change the use of the property to a use which increases the off-street parking requirements, it shall be unlawful and a violation of this ordinance to begin to maintain such altered use until the required increase in off-street parking is provided.

(7) In the event several uses occupy a single structure or parcel of land, the total requirements for off-street parking shall be the sum of the requirements of the several uses computed separately.

The proposal complies with this standard. The existing parking for the West Lane Shopping Center is adequate to accommodate the proposed use. Currently, there are 406 current striped parking spaces at the shopping center given the last minor site plan amendment processed for the First Call Resolution call center (City File #SR-1-13) required an additional 31 spaces be striped. No additional parking spaces are required to be striped at this time.

(8) A system of joint use driveways, sidewalks, and cross access easements shall be established for commercial and office properties wherever feasible and shall incorporate the following:

(a) A design speed of ten (10) mph and a maximum width of twenty (20) feet to accommodate two-way travel aisles designed to accommodate automobiles, service vehicles, and loading vehicles.

The proposal complies with this standard. The proposed use will utilize the existing parking lot and access system.

(11) Space requirements for off-street parking shall be listed in this section. Fractional space requirements shall be counted as a whole space. When square feet are specified, the area measured shall be the gross floor area of the building primary to the use but shall exclude any space within a building used for off-street parking, loading or service functions not primary to the use. When the requirements are based on the number of employees, the number counted shall be those working on the premises during the largest shift at peak season. A reduction in the number of required spaces is allowed if evidence is provided to show that a reduced amount of parking is sufficient and will not cause any detrimental impacts to on-street parking or other parking areas. For example, an employer working with LTD to provide bus passes to employees or who offers van pools may need fewer parking spaces for employees.

Use
High School, college, commercial school for adults

Space Requirement
One (1) space per classroom, plus one (1) space per administrative employee plus one (1) space per six (6) seats or eight (8) feet of bench length in auditorium or assembly room, whichever is greater.

The proposal is complies with this standard. The existing parking is adequate to accommodate the proposed changes. There are currently 406 parking spaces at the shopping center.

(12) Accessible Parking Spaces. Parking shall be provided for disabled persons, in accordance with the Americans with Disabilities Act (ADA). Accessible parking is included in the minimum number of required parking spaces listed above.

<i>Total Number of Parking Spaces Provided (Per Lot)</i>	<i>Total Minimum Number of Accessible Parking Spaces (60" and 96" aisles)</i>	<i>Van Accessible Spaces with min. 96" wide access aisle</i>	<i>Accessible Parking Spaces with min 60" wide access aisle</i>
<i>401 to 500</i>	<i>9</i>	<i>2</i>	<i>7</i>

The proposal complies with this standard. The total number of accessible parking spaces is currently 14, all of which are van accessible. Three accessible spaces are located in close proximity to the proposed use.

(14) Off-Street Loading. In any zone, in connection with every building or part thereof hereafter erected and having a gross floor areas of 10,000 square feet or more, which is to be occupied for manufacturing, storage, warehousing, goods display, retail sales or as a hotel, hospital, mortuary, laundry, dry cleaning establishment or other uses similarly requiring the receipt or distribution by vehicles of material or merchandise, there shall be provided and maintained at least 1 off-street loading space, plus 1 additional such loading space for each additional 20,000 square feet of gross floor area.

The proposal complies with this standard. The proposed use will utilize existing loading facilities at the rear of the building, if necessary.

(17) Bicycle Parking

(a)2. Non-Residential Parking. Required bicycle parking shall be provided by either short or long term parking, or both as outlined in Table 5.20(a) for all commercial, mixed use, and industrial zoned parcels.

The proposal complies with this standard. The proposed school use requires 1 bicycle parking space per every 8 students. Assuming a maximum of 30 students, a total of 4 bicycle parking spaces are required. The existing shopping center already contains bicycle parking spaces including at least four (4) adjacent to the proposed use.

Section 5.22 PEDESTRIAN ACCESS AND CIRCULATION

(1) Internal pedestrian circulation shall be provided within new commercial, office, and multi-family residential developments through the clustering of buildings, construction of hard surface walkways, landscaping, or similar techniques.

The proposal complies with this standard. No changes to the pedestrian circulation of the site are planned.

(3) Internal pedestrian and bicycle systems shall connect with external existing or planned systems. Pedestrian access from public sidewalks to the main entrances of public, semi-public, commercial, and multi-family buildings shall not cross driveways or parking lots.

The proposal complies with this standard. No new walkways or changes to the access plan for the site are proposed or required.

Section 6.05 APPROVAL CRITERIA

(1)(b) That traffic congestion is avoided, pedestrian, bicycle and vehicular safety are protected and future street right-of-ways are protected.

The proposal complies with this standard. The proposed uses will utilize the existing parking lot and access system which are adequate to accommodate the proposed changes in use described above.

(1)(c) That proposed signs or lighting will not, by size, location or color, interfere with traffic or limit visibility.

As conditioned, the proposal complies with this standard. The applicant must obtain a Sign Permit approval from the City for all proposed signage, if applicable, per Veneta Land Development Ordinance No. 493, Section 5.15 - Signs.

(1)(d) That adequate water, sewer and utilities for the proposed use are available.

Water

The City water system is adequate to serve the proposed use.

Sewer

The City sewer system is adequate to serve the proposed use.

Utilities

All utilities are adequate to serve the proposed use.

(1)(e) That drainageways are protected, existing drainage patterns are maintained and drainage facilities are provided in accordance with Section 5.16 of this ordinance.

The proposal complies with this standard. The proposed use will utilize the drainage facilities already in existence and previously approved at the shopping center. No additional impervious surface is proposed.

(1)(f) That the extent of emissions and potential nuisance characteristics are reasonably compatible with the land use district, adjacent land uses and the standards of all applicable regulatory agencies having jurisdiction.

The proposal complies with this standard. The potential emissions from the proposed use is compatible with surrounding uses which includes several retail, eating and professional office/business establishments.

- D. This approval shall become final on the date this decision and supporting findings of fact are signed. A Planning Commission decision may be appealed to the City Council within 15 days after the final order has been signed and mailed. An appeal of the City Council's decision must be submitted to the Land Use Board of Appeals within 21 days of the Council's decision becoming final.**

James Eagle Eye, Chairperson
Planning Commission Chairperson

Date

Veneta Economic Development Strategy: Five-Year Action Plan, 2015-2019

Draft

January 20125

Draft Report

Prepared for:
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Prepared by:
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I: INTRODUCTION

In 2014/15, the City of Veneta is updated the Economy chapter of the City's Comprehensive Plan. This update included two related parts: (1) developing an Economic Opportunities Analysis (EOA) compliant with Goal 9 and OAR 660-009, and (2) developing a strategy to guide economic development policy and actions in Veneta. This report presents a five-year economic development strategy and action plan for the City of Veneta. While the University of Oregon's Community Planning Workshop (CPW) developed the documents, the vision, goals and actions presented were the result of a series of meetings with an ad-hoc Economic Development Committee. The strategy focuses on actions the City plans to implement.

Background

The City of Veneta hired the Community Planning Workshop (CPW) to prepare a Goal 9 compliant Economic Opportunities Analysis and implementation strategy. Specifically, the City of Veneta wants a study to identify an economic development vision and strategy, supported by a factual base about local and regional economic trends and data and an inventory of buildable employment lands. Therefore, this project focuses on a process to develop a cohesive economic development vision and supporting strategies (including, but not limited to, land use strategies) that considers the needs of the various stakeholder interests.

Developing an economic development *vision* involves identifying the City's economic development goals for the next 20 years. This process did not start from scratch: over the past 12 years, the City of Veneta has engaged in multiple visioning and goal-setting processes to facilitate economic development in the community.

CPW used the existing economic development plans, data on local and regional economic trends gathered through the EOA update, and interviews with local professionals to create (1) a working list of core economic development goals and strategies for Veneta's Economic Development Strategic Plan, and (2) a draft economic development vision for Veneta. The preliminary set of goals and strategies was then reviewed by the Veneta Economic Development Committee over the course of several meetings. CPW reviewed Veneta's economic development goals and target industries as articulated in the following studies:¹

- City of Veneta Comprehensive Plan (2004)
- Veneta Economic Development Strategic Plan (2003)
- Veneta Economic Development Implementation Plan (2004)
- Market Readiness Analysis and Report (2006)
- Next Step Strategies: Redevelopment Action Plan (2008)
- Downtown Master Plan (2006)
- Fern Ridge Visitor Readiness Report (2009)

¹ These reports can be downloaded from the City's website: <http://www.ci.veneta.or.us/docs.cfm>

- Urban Renewal Plan (2013)

These plans focused on strategic recommendations with goals and objectives and Veneta's target industries. None of the plans, however, articulated an economic development vision. In total, Veneta identified 101 Strategies and 156 Actions in the seven economic development plans. These goals and strategies broadly covered eight categories:

- Economic Development Commitment
- Business Attraction, Retention, and Expansion
- Marketing
- Downtown Development
- Community Enhancements
- Retail and Commercial Development
- Tourism Opportunities
- Business Readiness

CPW's assessment was that the plans presented too many strategies and actions. Moreover, many of the activities identified in previous plans had already be implemented. Key successes include a water intertie to Eugene, substantial improvements to the road system and street furnishings in the downtown core, a market and feasibility assessment for overnight lodging facilities, and implementation of an urban renewal district.

Thus, a big part of the Committee's effort for this study was to focus on key priorities over the next five years. To support this focus, the Veneta Economic Development Strategy includes a five-year action plan.

City of Veneta's Role in Economic Development

A core objective of this project was to better define the City's role in helping to achieve community economic development aspirations through specific policies and implementation measures. Towards that end, articulating the city's role in economic development is important.

A number of organizations are working on economic, business, and workforce development in the region. These organizations include:

- City of Veneta
- Lane County
- Southern Willamette Economic Development Corporation (SWEDCO)
- Fern Ridge Chamber of Commerce
- Lane Community College Small Business Development Center
- Lane Workforce
- Business Oregon

The focus of this project was primarily on the City of Veneta's role; what resources can the City commit to economic development and what roles are most appropriate for the City. Following are foundational assumptions about the City's role in economic development:

- The city plays a support role in business development;
- The city is one of several organizations that provide and maintain infrastructure;
- The city has limited staff and financial resources that can be invested in economic development activities;
- The city has an obligation to adopt an economic development strategy, policies to manage employment lands, and maintain a 20-year supply of commercial and industrial sites under Goal 9 and OAR 660-009;
- The city is not the appropriate organization to coordinate and deliver workforce programs; and
- The city is not the appropriate organization to coordinate business recruitment and retention activities or house staff that are coordinating business recruitment and retention activities.

The economic development vision, strategies, and actions that follow primarily focus on those activities for which the city would be the lead organization, or relate directly to a defined city function. This approach is consistent with the intent of this project: to articulate the city's role in economic development. It does not, however, provide details on the activities of partner organizations, nor does it commit partner organizations to any specific activity.

Organization of this Plan

II: ENVIRONMENTAL SCAN

As a component of the economic development planning process, CPW conducted a SWOT (strengths, weaknesses, opportunities and threats) analysis with the Veneta Economic Development Committee. A SWOT analysis considers the internal factors (strengths and weaknesses) that influence economic development initiatives, as well as external factors (opportunities and threats) that may also impact these initiatives.

This SWOT analysis pertains specifically to economic development in Veneta. To gather input, CPW administered an electronic survey of committee members who were asked to list up to five items within each category. The Committee then reviewed the findings of each category and discussed how each item related to furthering economic development in Veneta. Following is a summary of the SWOT analysis.

Strengths

- Availability of serviced employment land;
- Downtown infrastructure improvements and street furnishings;
- Water intertie with Eugene Water and Electric Board;
- Proximity to wineries, agriculture, and Eugene/Springfield area;
- Supportive residents and City staff around economic and community development;
- Strong City government relationship with Fern Ridge School District;
- Adequate infrastructure to accommodate development in the Northeast Employment Center;
- Lower housing cost compared to nearby communities; and
- Close proximity to a variety of recreational opportunities in the Fern Ridge area.

Weaknesses

- Distance from Interstate-5;
- Limited public transportation;
- No rail access;
- Needed improvements on Highway 126 and Territorial Highway that require significant effort to process through the Oregon Department of Transportation;
- Limited stock of vacant commercial and industrial buildings ready for lease and occupancy;
- Limited local employment and no concentration of a business or industry to serve as a foundation for economic growth;
- No downtown visibility from Highway 126;
- Limited workforce training opportunities in or near Veneta;
- No active, external communication about economic development efforts; and

- Retail and service sales leakage to the Eugene/Springfield area.

Opportunities

- Tourism and recreational activities draw visitors to the area;
- Growth potential in Veneta for small scale agriculture, wineries, breweries, and businesses where face-to-face interaction (e.g., retail outlets) not required;
- Population growth increases the demand for local services;
- Building on the success of redevelopment efforts in downtown Veneta;
- Low cost industrial land compared to nearby communities;
- Proximity to the Eugene Airport (~10 minute drive) can be leveraged to attract potential industries based on proximity to airport;
- Local labor force that currently commute out of the City could meet the needs of new or expanding businesses;
- Availability of lower-cost and moderately priced family housing in comparison to nearby communities, especially Eugene/Springfield area; and;
- Higher disposable household income compared to the Eugene/Springfield area.

Threats

- Local demand is not strong enough to bolster local retail and service businesses; retail and employment leakage continues unabated;
- City of Veneta staff have limited capacity and resources to support economic development;
- External perceptions of Veneta hinder the ability to recruit new industry to the area;
- Lack of a strong Chamber of Commerce for Veneta-area businesses;
- Limited ownership in the Northeast Employment Center reduces market choice for potential businesses that want to locate industrial activities in Veneta;
- Limited amount of private and public investment to support continued growth;
- Lack of vocational employment training in the area;

The results of the SWOT summarize the Committee's perceptions with respect to economic development in Veneta. These inform the goals and strategies the Committee has chosen to prioritize over the next 3-5 years. These strategies should take advantage of Veneta's strengths and opportunities while addressing or minimizing Veneta's weaknesses and external threats.

III: VENETA ECONOMIC DEVELOPMENT VISION AND FIVE-YEAR ACTION PLAN

A broad range of policies and actions are available to cities in achieving local economic development objectives. The effectiveness of any individual tool or combination of tools depends on the specific objectives the municipality wants to achieve. In short, local strategies should be customized not only to meet locally defined objectives but to recognize economic opportunities and limitations (as defined in the EOA).

Economic Development Vision

The foundation of the Veneta Economic Development Strategy and Action Plan is the vision statement. CPW developed the vision statement collaboratively with the Veneta Economic Development Committee. Following is the City's economic development vision statement:

The City of Veneta will be a “complete community” that provides an array of job opportunities and local services. The City will work collaboratively to develop partnerships to implement economic and community development activities.

To implement the vision, City decision makers and staff will work to:

- Make Veneta a vibrant, safe, and welcoming place for community members and tourists.
- Support community members through the creation of long-term, family wage jobs in Veneta.
- Provide services and shopping amenities for residents and visitors.
- Provide for a majority of residents' basic needs.
- Create a healthy environment for supporting current and future businesses.
- Create a unique community identity that residents and businesses are proud to promote.
- Embrace a sustainable economic development approach that meets Veneta's current needs while anticipating future growth opportunities.

Five-Year Action Plan

This section presents the five-year economic development action plan for the City of Veneta. The the Veneta Economic Development Committee prioritized the following goals, strategies and actions as essential to facilitating economic development in the area. A key principle in the development of the Action Plan was to focus on a limited number of activities that can realistically be completed by the City.

The Committee considered action items identified in economic development plans from the past 12 years, as well as the current economic environment including the strengths, weaknesses, opportunities, and threats identified in the SWOT analysis. The actions listed below focus specifically on what City staff can do to support economic development over the next 3-5 years. The actions take into account the limited resources available for public investment in infrastructure and efforts to support economic development.

Goal I: Economic Development Commitment

The first goal in the strategy is commitment to economic development. Commitment is important because without leadership, resources, and staff time, the action plan will not get implemented.

Strategy I.1: Demonstrate consistent commitment and support for long-term economic development in Veneta

Action Items:

- **Allocate economic development funds to support the hiring of a RARE placement or Economic Development Intern in Year 1.**
The RARE placement or intern will be tasked with initiating the actions outlined in this economic development strategic plan. Currently the City of Veneta allocates an amount of money in their budget for economic development projects. City staff should use these funds to support the hiring of a University of Oregon Resource Assistance for Rural Environments (RARE) placement or a skilled intern dedicated to economic development initiatives. The City of Veneta has had successful experience with the use of RARE placements in the past. This position should be hired for the first year of the strategic plan implementation.
- **City leadership and staff support and assistance with implementation of the strategic plan.**
This consists of city leadership (e.g., Mayor and Council) and staff supporting the RARE/Intern outlined above, as well as ensuring there are resources committed to continuing the implementation of the plan in the longer term.
- **Develop criteria used to determine how the City of Veneta prioritizes projects and allocates funding and other support for incentivizing economic development.**
Currently, the city's strategy to allocate development incentive funds is to assess projects on a case-by-case basis. This action item aims to provide more structure and accountability with respect to how funds are allocated and used to support economic development. A key consideration is maintaining flexibility while articulating city values in the criteria. This action does not suggest that the City create a "formalized" process (e.g., formal Council votes) for choosing projects, but rather document how the city

chooses to incentivize certain types of development projects in Veneta. If developed correctly, the criteria should be able to prioritize projects that may serve as a catalyst for additional development in Veneta.

- **Collaborate with Lane Workforce Partnership to demonstrate the City's commitment to supporting workforce development in the community.**

Lane Workforce Partnership is currently working to identify cities to become certified Workforce Ready Communities. City staff should work with the agency to determine what the City can do to demonstrate support, and how to connect local businesses and industries with Lane Workforce Partnership resources. Lane Workforce Partnership also works with job applicants to obtain their National Career Readiness Certificate (NCRC) which verifies each individual has three foundational and critical job-related skills. To further demonstrate their support for workforce development, the City of Veneta can submit a Letter of Support to Lane County Workforce Partnership indicating the City's commitment to giving value to the NCRC during the hiring process.

Strategy 1.2: Establish and maintain partnerships with federal, state, and local economic development organizations.

Action Items:

- **Collaborate with regional economic development agencies and other local municipalities to recruit industry to the area.**

Dedicating staff time to recruiting new industry to the area is likely to be an inefficient approach to facilitating economic development in Veneta. City staff should focus their efforts on collaborating with agencies that focus on recruiting new industries around the region. City staff should actively participate in conversations with potential industries and determining if there are any steps the City could take to improve its competitive position in attracting industries to Veneta. Agencies to collaborate with include Lane County Economic Development, South Willamette Economic Development Corporation, Business Oregon, City of Eugene, Lane Metro Partnership, Lane Business Link, Neighborhood Economic Development Corporation, and the Economic Development Agency.

- **Provide regular updates to real estate agencies on availability of developable sites.**

The City should help to connect real estate agencies that are experienced in recruiting developers to areas with landowners. The RARE/Intern should work in their first year to identify which agencies are most appropriate to collaborate with. The City should continue these relationships by communicating economic

development updates in Veneta through the quarterly newsletter and sharing information about available “shovel-ready” properties, both discussed in Strategy 2.2.

Goal 2: Business Retention, Expansion, Recruitment, and Entrepreneurial Development

Economic development typically has four cornerstone strategies: (1) retention (strategies to retain existing businesses), (2) expansion (strategies such as Economic Gardening or other approaches focusing on helping existing businesses grow); (3) recruitment (attracting new businesses to the community), and (3) entrepreneurial development (assisting individuals with ideas turn those into businesses). The City of Veneta embraces all of these strategies and does not prioritize one over another.

Strategy 2.1: Facilitate economic development in Veneta through the retention and expansion of existing businesses.

Action Items:

- **Create a business registry database that inventories all current businesses located in Veneta.**

The development of a business registry would help to build relationships with local businesses in the Veneta area. The RARE/Intern discussed in Strategy 1.1 should develop a robust methodology for updating this database. This action should be implemented in conjunction with the outreach program.

- **Develop an outreach program to better understand and meet the needs of local businesses.**

This action item is based on building strong relationships with local businesses in the Veneta area. This action should be implemented in conjunction with the creation of the business registry. These discussions will help the City to understand business needs and whether there are any obstacles to development and expansion that the City could address. Outreach should be ongoing throughout the implementation of this plan.

- **Work with regional tourism associations and wine industry to increase tourism activity in the area.**

The Southern Willamette Valley is currently home to a number of wineries that generate a significant amount of economic activity for the region. Given that Veneta serves as a gateway for many of these wineries, there is potential to take advantage of the traffic that travels to the area and through Veneta and to the area to access these wineries. The City should work with existing groups such as Travel Lane County and the South Willamette Wine Association, who are already working to support, grow, and market the existing wine industry. The discussion should determine what

type of support the City can provide to encourage the expansion of the tourism industry in the area and how the groups can collaborate to increase economic activity within the City of Veneta.

Strategy 2.2: Make the community attractive to businesses and residents through marketing efforts.

Action Items:

- **Develop a quarterly newsletter highlighting City of Veneta’s economic development initiatives.**

This action item is based on marketing the community to potential industries and businesses. These newsletters will be distributed to parties that work with facilitating potential development, such as real estate brokers, land or building owners, and regional economic development agencies. It will highlight projects that would be of interest to potential industries such as new development and infrastructure updates. This action is key to providing current examples of how City staff is working to facilitate economic development in the Veneta and improving the perception of Veneta to becoming a business-friendly community.

- **Develop a program to identify and document sites are “shovel-ready” and can accommodate development.**

Due to the small size of available land in Veneta, there are currently no sites that meet the criteria established by Business Oregon’s Industrial Land Certification program.

The City will work in partnership with landowners to develop dossiers on key sites in the Veneta urban growth boundary (UGB). Ideally, landowners would provide the information and in return the City would help market the properties. The city will develop a list of desired information to be included on the dossier. The Business Oregon application is a good place to start, but requires far more detail than is necessary.

The City will use the information to create marketing packages of available properties that document the type of infrastructure already in place to accommodate potential development. The packages will make it easy for developers to quickly determine if there is land available to meet their needs. This action item will require working with property owners to determine the infrastructure already in place and what other steps could be taken to make property more marketable. This should happen in conjunction with other action items involving outreach with landowners.

Strategy 2.3: Increase capacity to recruit commercial, industrial, and traded sector businesses.

Action Items:

- **Collaborate with regional economic development groups and communities to recruit industries and businesses to Veneta.**
As the City does not currently have the resources to hire a long-term full-time staff member dedicated to economic development, the City should focus on developing collaborative relationships with regional entities that already focus on recruiting new development the area. The RARE/Intern proposed in Strategy 1.1 will work to develop the initial relationship which will be maintained by City staff upon completion of their term.

Goal 3: Retail and Commercial Development

A key concern is the amount of sales “leakage” that Veneta is losing to other communities. To reduce the amount of sales leakage, the City will work to offer a broader range of retail and commercial services, with emphasis on attracting businesses to the downtown area.

Strategy 3.1: Create a vibrant downtown core area that encourages residents and visitors to shop and spend time.

Action Items:

- **Collaborate with Oregon Department of Transportation to increase wayfinding signage and direct traffic off of Highway 126 into downtown Veneta.**
Given the significant amount of traffic that utilizes Highway 126, there is potential to direct more visitors into the downtown Veneta area. However, the downtown area is not visible from Highway 126 and there is a limited amount of signage dedicated to encouraging visits to Veneta-area businesses. The City will work with ODOT to increase the amount of signage located on Highway 126, directing potential visitors to key business areas and educating the public about the businesses located in the area.
- **Continue to upgrade existing downtown infrastructure.**
Developing a safe and walkable downtown will be key to encouraging visitors to spend time in the downtown area. Visitors will be more likely to spend time downtown if there is parking that is easy to access and they feel safe walking around the downtown area. Additionally, investing resources into infrastructure upgrades will demonstrate to existing and potential businesses the City’s commitment to encouraging development in the downtown area.

Strategy 3.2: Focus on quality retail and commercial development that will offer a full spectrum of products/services for the community.

Action Items:

- **Conduct a market analysis to better understand the types of products and services desired by Veneta residents.**
The most recent analysis of Veneta's market was conducted in 2006. The City should work to replicate that methodology. The analysis results should be used in the marketing the community to potential and communicate results to regional partners listed in Strategy 2.1.

Goal 4: Infrastructure Improvement

Infrastructure is a pre-requisite for economic development. While the City has made tremendous progress on infrastructure with the downtown street improvements and the water intertie, more work remains to be done.

Strategy 4.1: Continue infrastructure improvements to support the needs of current and future Veneta businesses.

Actions:

- **Focus improvements on pedestrian and streetscape infrastructure as needed.**
To meet evolving business needs, Infrastructure improvements should be focused on continuing pedestrian and streetscape upgrades as sewer connections and parking supply are adequate to meet anticipated needs over the next 3-5 years. Improvements should be based upon need determined by City staff as well as input collected through business outreach.
- **Pursue the installation of a fiber optics line to Veneta to bring the city more fully into the communication age.**
The installation of a fiber optics line will help make Veneta more competitive in attracting development that rely heavily on telecommunication for their operations such as e-commerce, telework, and telehealth industries.

Strategy 4.2: Make aesthetic enhancements to make Veneta attractive to residents, visitors, and potential industries.

Actions:

- **Continue to advocate for the Oregon Department of Transportation (ODOT) make improvements along Highway 126.**
The portion of Highway 126 that runs through Veneta provides the first impression for most potential visitors, therefore it is important that there is a positive appearance that does not discourage visitors from continuing to drive through the City. The

City should work with ODOT to continue making aesthetic improvements to this portion of Highway 126.

- **Collaborate with ODOT to install consistent and attractive wayfinding signage directing drivers to Veneta businesses.**

A significant obstacle to drawing visitors to the area is the lack of visibility of Veneta businesses from the Highway 126 corridor. Many visitors are unaware of the businesses located a short distance off of the highway. Installing wayfinding signage will inform potential visitors about downtown businesses as well as signal to potential industries the City's commitment to increasing economic activity in the area.

- **Continue to monitor "problem properties" through code enforcement and nuisance ordinances.**

Properties that are not well-maintained can have a detrimental effect on recruiting new businesses to the area and impact the public perception of Veneta. The city's current enforcement of established codes and issuance of nuisance ordinances have been successful in addressing these properties and should continue to implement this strategy.

- **Incorporate local art into downtown streetscape improvements.**

An additional way to aesthetically enhance the downtown area is to incorporate pieces from local artists into the streetscape. This will help to build relations with local artists in the community and can also serve as a draw for visitors to the area. The City can initiate this endeavor through connecting with the Oregon Country Fair and artists who are regularly associated with the event

APPENDIX A - VISIONING EXERCISE NOTES

At the October 7, 2014 meeting, the Committee was asked to submit individual answers to the following question:

What are the most important things the City should be doing within the next 5 years to promote long-term economic development in Veneta?

The Committee submitted 47 individual actions, which CPW grouped into eight themes. The full list of action items can be found in Appendix A. The themes included:

- **Highway 126 improvements** – There is a need for improved access and better visibility of Veneta from Highway 126.
- **Business recruitment and support** – Initiate outreach for new businesses and eliminate barriers that may impede efforts to initiate or expand industry in Veneta.
- **Commercial development** – Target efforts at facilitating commercial development in downtown or other high traffic areas through building availability.
- **Effective land use planning** – Promote actions through land use designations and efficient regulatory processes.
- **Infrastructure improvement** – Continue efforts to further enhance Veneta’s ability to accommodate economic growth including physical improvements, and communications upgrading.
- **Pursue variety of industries** - Focus efforts on industries that can capitalize on Veneta’s strengths and areas of opportunity.
- **Transportation improvements** – Support general road and transit enhancements in the Veneta area, including connection to other regional destinations.
- **Miscellaneous actions**

Highway 126 Improvements

- Open up visibility of downtown from Highway 126
- Push for Highway 126 improvements
- Advocate Highway 126 improvements
- Address transportation limitations posed by Highway 126
- Secure funding for Highway 126 buildout
- Continue push for improved access to Veneta (via 126)

Business Recruitment and Support

- Outreach program – Reach out to desired business
- Develop business incentives
- Find incentives for businesses to locate here
- Allow builders to pay SDC charges as a final step rather than up front

- Business education and assistance
- Recruit businesses to West Broadway
- Secure one catalyst project in the business park
- Affordable property

Commercial Development

- Build commercial specialty building in the downtown business district
- Invest in commercial building stock (build space)
- Facilitate more move-in ready commercial buildings
- Increase commercial focus areas (high traffic areas)

Effective Land Use Planning

- Designate sites for small scale hi-tech development
- Encourage mixed use development
- Update land use code to be flexible for commercial/industrial uses
- Transparent and streamlined regulatory process
- Reconfigure commercial/industrial land
- Finish pending LID projects

Infrastructure Improvement

- Secure funding for a secondary fiber route to ensure redundant ring
- Increase ability to provide stable internet connectivity
- Sponsor/promote civic fix-up/clean-up beautification
- Continue development of infrastructure
- Complete fiber buildout to business park
- Downtown parking or update parking code

Pursue Variety of Industries

- Develop recreational capacity/utilization of Fern Ridge reservoir
- Attract manufacturing employers
- Pursue small scale medical businesses that rely on info
- Pursue wine industry
- Pursue other agricultural tourist businesses
- The pursuit of business info and upscale caller options
- Well planned hotel/motel complex

Transportation Improvements

- Compete connectivity of trails and paths
- Support transit improvements
- Road improvements

Miscellaneous Actions

- Continue to improve community amendments
- Continue to support school improvements
- Wayfinding branding

- Improving public safety
- Form the Veneta City Police Department
- Secure one catalyst project in the business park
- “Overcome” the disadvantage of not having your High School and Middle School outside city limits

draft