

Goal 9: Economic Development and Employment Lands Assessment

Presented by: Points Consulting & Nexus Planning Services

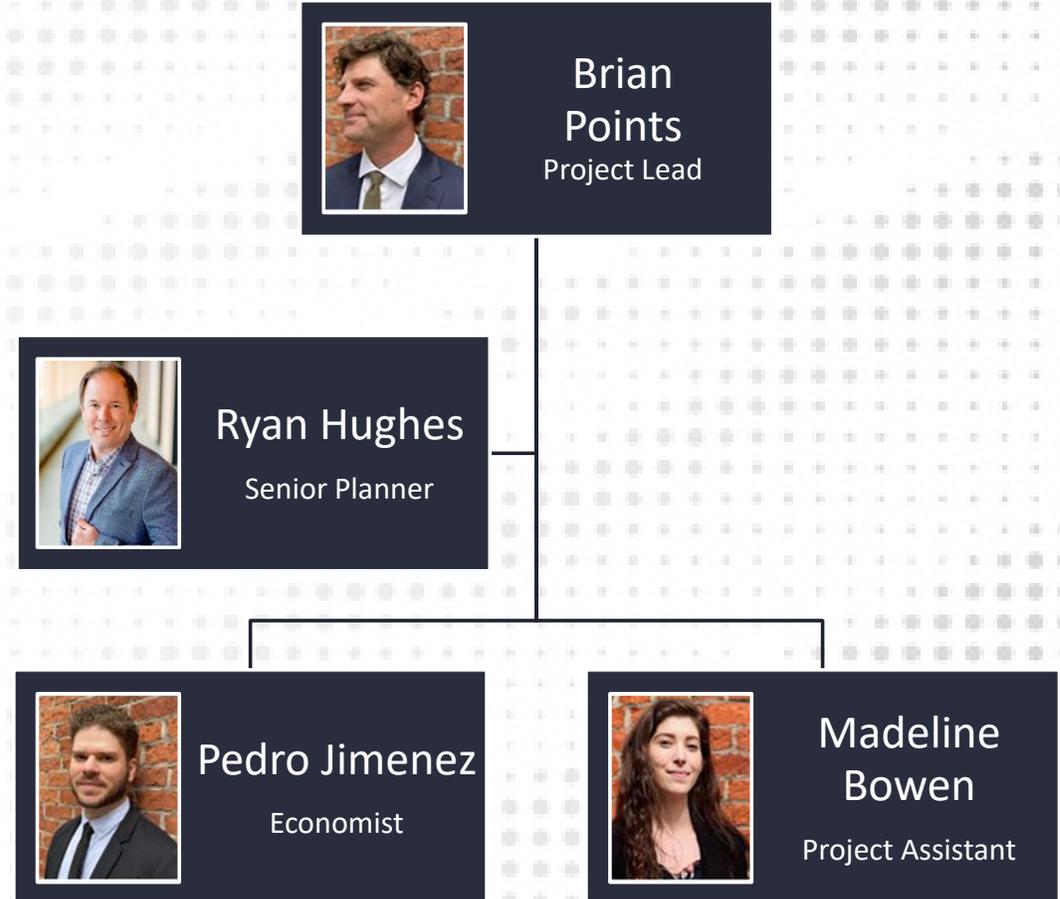
June 21, 2023



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Our Team & Expertise

- ❑ Land Use & GIS
- ❑ Demographic & Economic Forecasting
- ❑ Industry and Market Studies
- ❑ National/International Best Practices
- ❑ Rural Areas Experience
- ❑ Both Local and National Presence



Project Context

- The Economic Opportunities Analysis should clearly explain the factors, data, assumptions, and conclusions used to estimate ***industrial and other employment land demand for the 20-year planning period.*** The substantive content of an Economic Opportunities Analysis is governed by OAR 660-009-0015.

Oregon's
Statewide Planning
Goals & Guidelines



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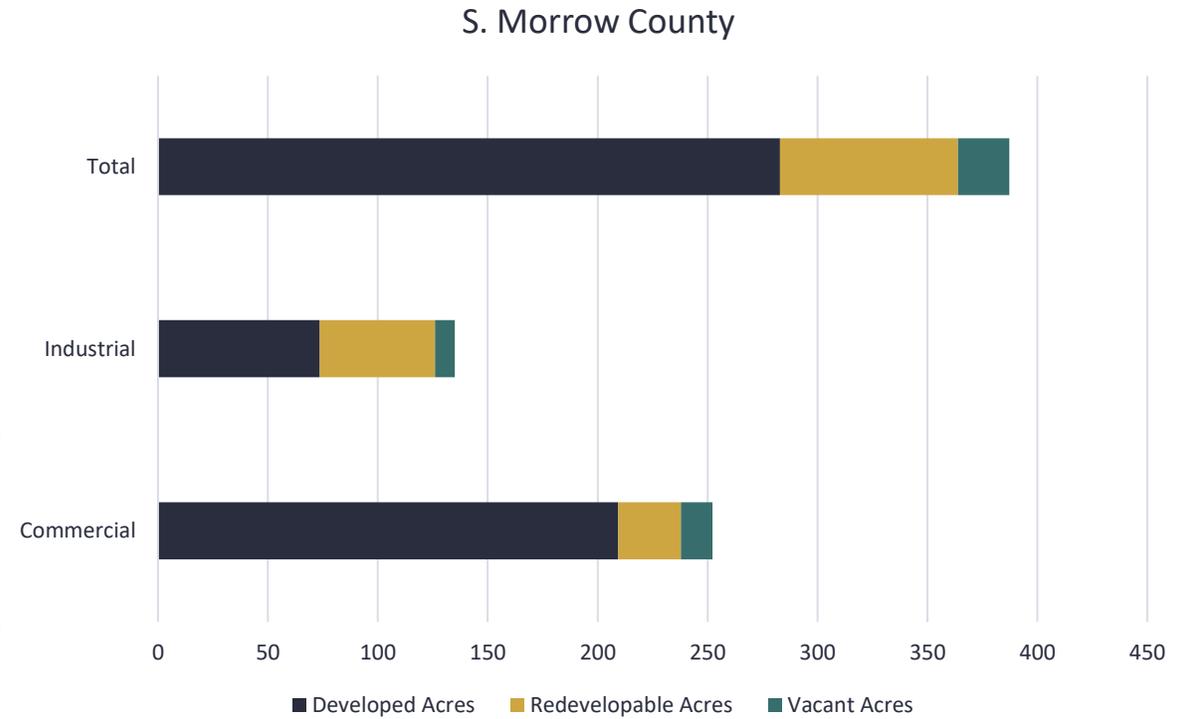
Land Use Terminology

- Employment Lands
- Developed
- Vacant
- Redevelopable
- Development Constraints
- Suitable
- OAR 660-009-0005 "Definitions"



Land Use & Supply Assessment

	Heppner		Ione		Lexington		S. Morrow County	
	Redevelopable Acres	Vacant Acres						
Commercial	17.6	0.5	7.2	3.1	3.7	10.8	28.4	14.5
Industrial	32.1	0.8	0.0	0.0	20.4	8.2	52.5	9.0
Total	49.6	1.3	7.2	3.1	24.1	19.0	80.9	23.4



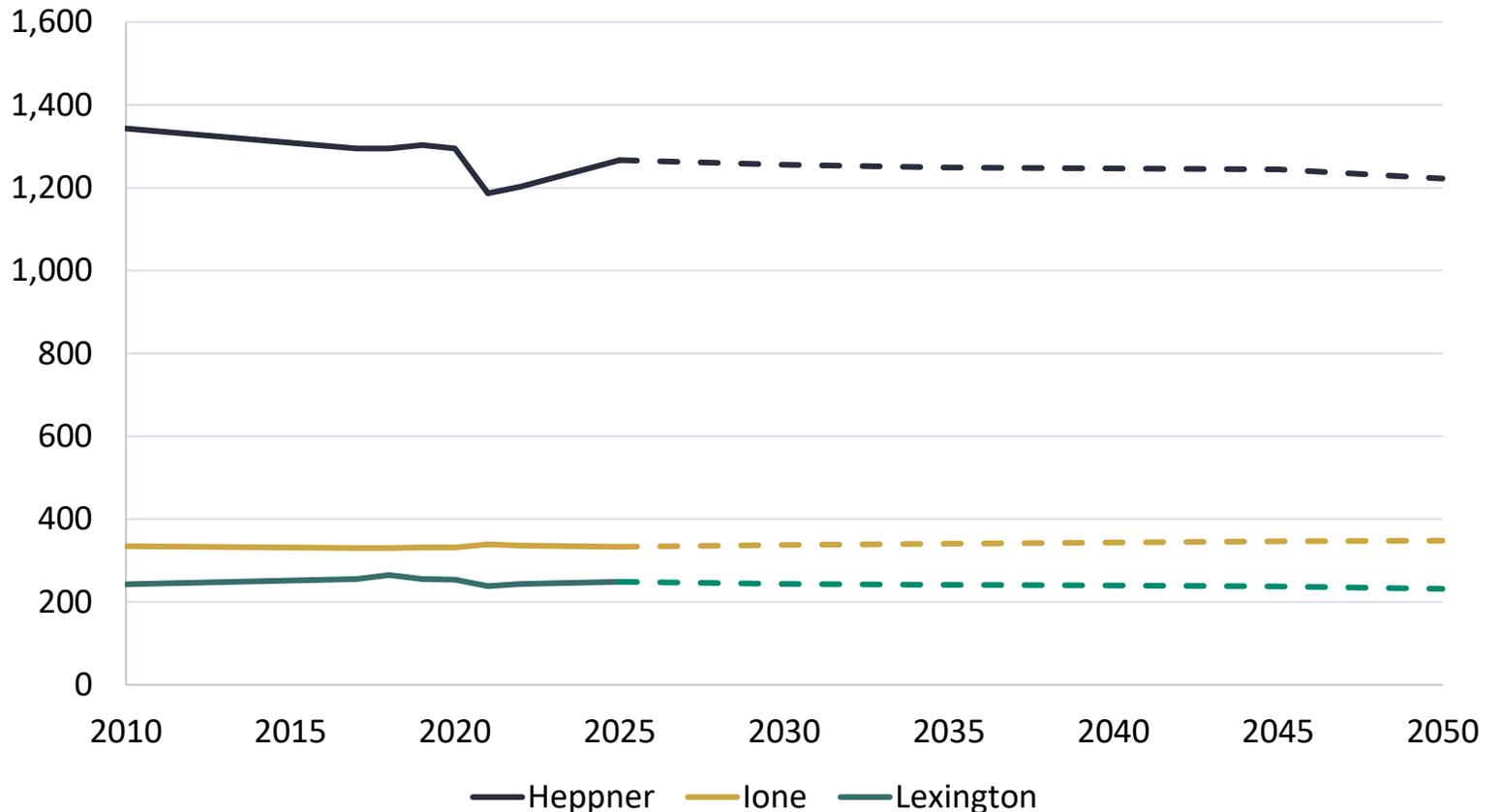
Source: Nexus Planning Services using Oregon DOR GIS Data, 2022



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Socioeconomic Conditions - Population

- WVC has not had tremendous decrease in the last 12 years
- Population projections are intended to steadily increase
 - Lexington projections will slightly fall

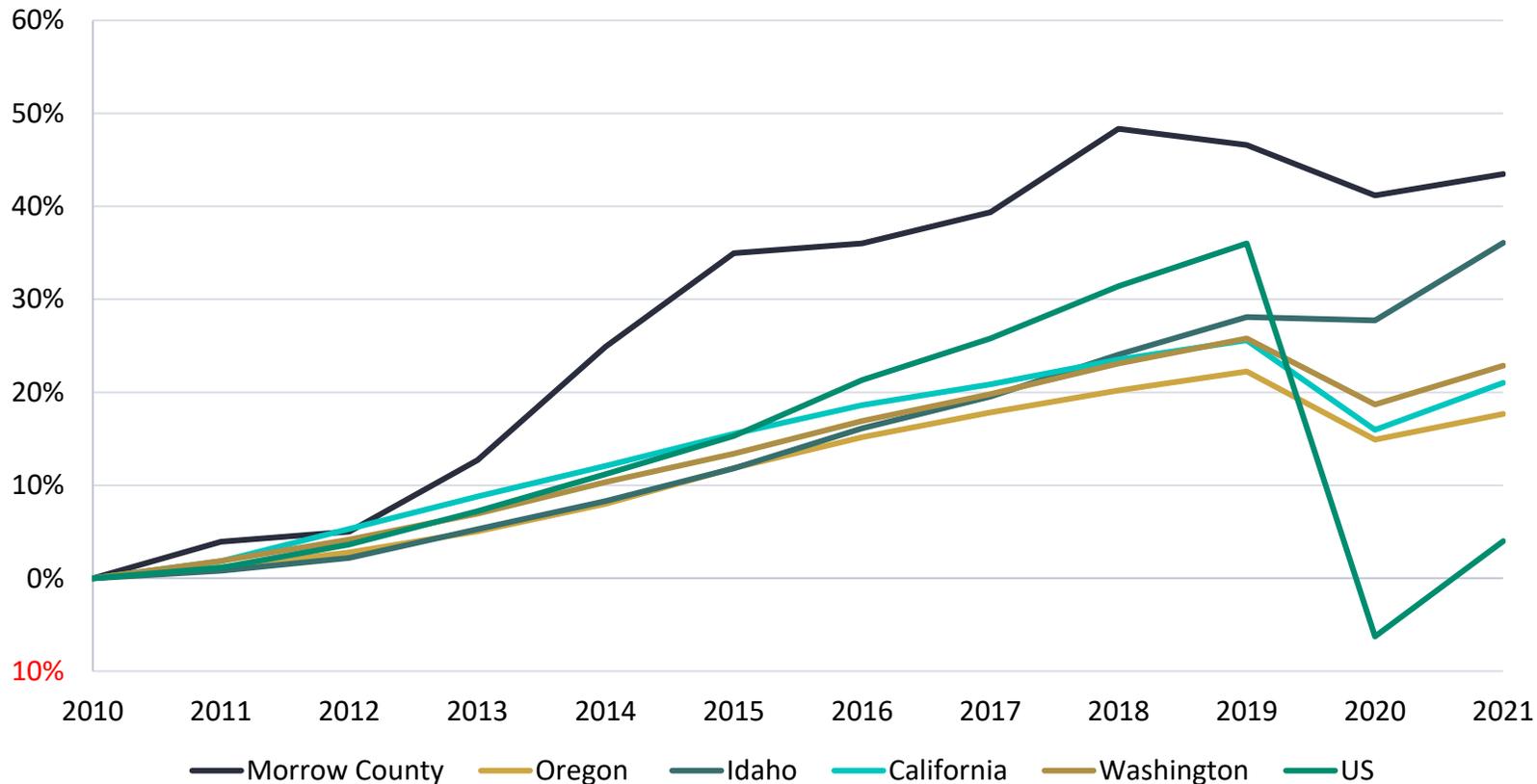


Source: Portland State University, Population Research Center



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Socioeconomic Conditions - Employment



- Morrow County has had strong employment growth, increasing 44% in an 11-year span.
- Morrow County's total employment increased 26%,
 - Higher than the state, and 40% higher than the national level.
- Morrow County has also experienced significant growth in wages—increasing 125% in 11 years.

Source: US Bureau of Labor Statistics, Quarterly Census of Employment and Wages, and Data Tactical Group



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Employment Forecast for the WCV

Category	Current Employment (2023)	Expected Employment (2033)	Percent Growth (10-Years)	Expected Employment (2043)	Percent Growth (20-Years)
Construction & Mining	36	36	0.0%	36	0.0%
Manufacturing	60	62	3.3%	62	3.3%
Transportation, Com. & Utilities	38	39	2.6%	41	7.9%
Wholesale Trade	35	35	0.0%	36	2.9%
Retail Trade	57	56	(1.8%)	52	(8.8%)
Finance, Insurance, Real Estate (FIRE)	41	41	0.0%	41	0.0%
Services	319	315	(1.3%)	312	(2.2%)
Industrial Subtotal	169	172	1.8%	175	3.6%
Commercial & Service Subtotal	416	413	(0.7%)	406	(2.4%)
Government	88	88	0.0%	88	0.0%
Other (Uncovered Employment)	31	34	9.7%	33	6.5%
Grand Total	704	707	0.4%	702	(0.3%)

Source: Points Consulting using Esri Business Analyst, and US Census Bureau, 2023

Employment Lands Forecast for the WCV

2033					
Land Use	Emp/ Acre (Current)	Forecasted New Emp.	Public Lands Adj.	Real Estate Vacancy	Land Demand (Net Acres)
Industrial Acres	19	3	20%	20%	1.4
Commercial Acres	13	(1)	20%	20%	2.9
2043					
Land Use	Emp/ Acre (Current)	Forecasted New Emp.	Public Lands Adj.	Real Estate Vacancy	Land Demand (Net Acres)
Industrial Acres	19	7	20%	10%	5.2
Commercial Acres	13	(8)	20%	10%	4.0

Source: Points Consulting using Esri Business Analyst, and US Census Bureau, 2023

Future Land Use Needs

- The shortage of both medium and large industrial sites in the WCV area is one of its greatest challenges to economic competitiveness.
- Within all commercial and industrial districts across all three cities there are only two parcels with net buildable land exceeding 20-acres.
- PC's conclusions on land demand suggests that the communities of Lone and Lexington may warrant a slight increase in commercial land supply, while the biggest need is for Heppner, in terms of large-tract industrial lands.



Recommendations for Economic Development

- Develop industrial and commercial sites to boost private sector employment.
- Organize community events to attract crowds and support local businesses.
- Enhance WCV communities' tourism branding through improved marketing, focusing on tours, maps, and eateries.
- Position South Morrow as a renewable energy hub, exploring options like biomass, solar, wind, and battery storage.



Q&A

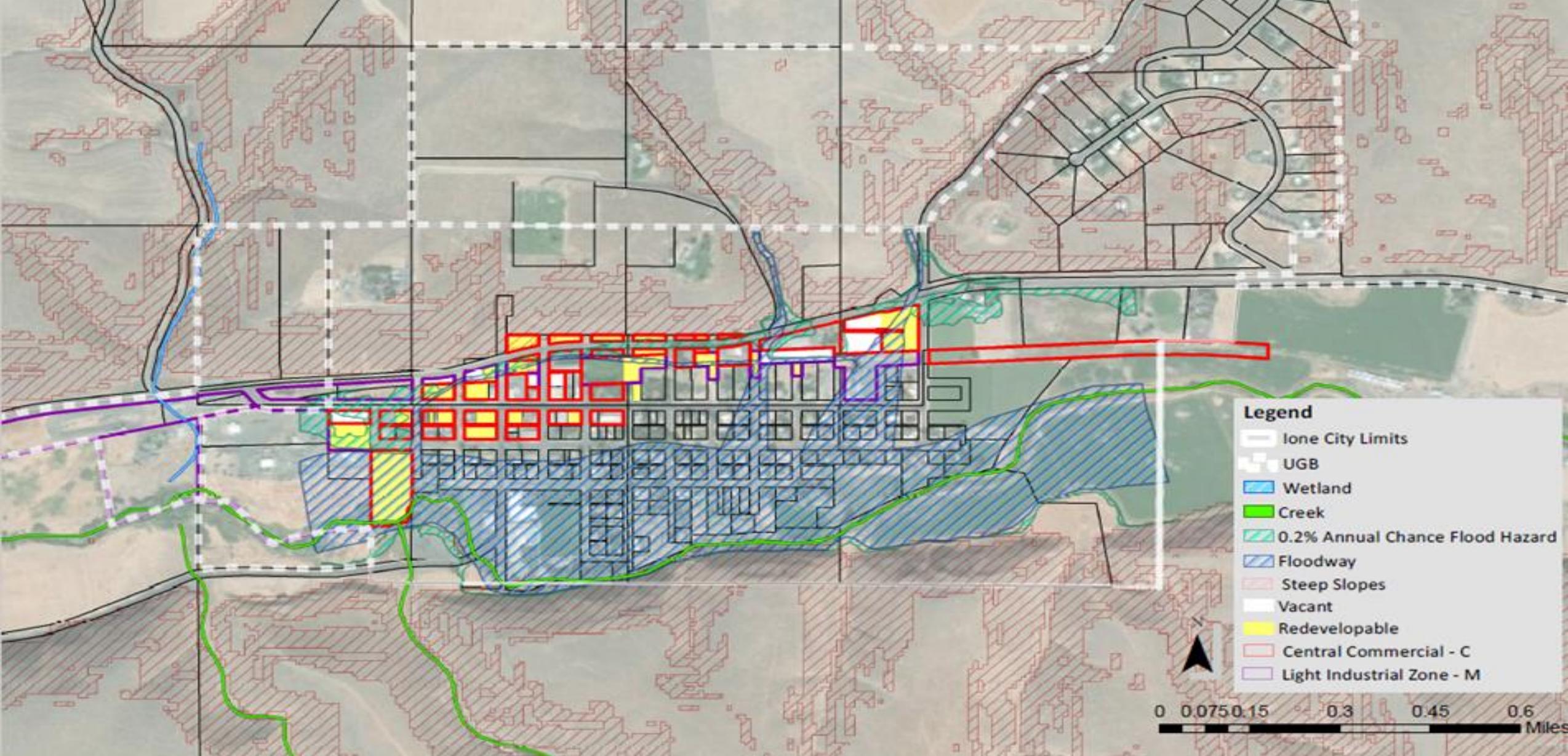


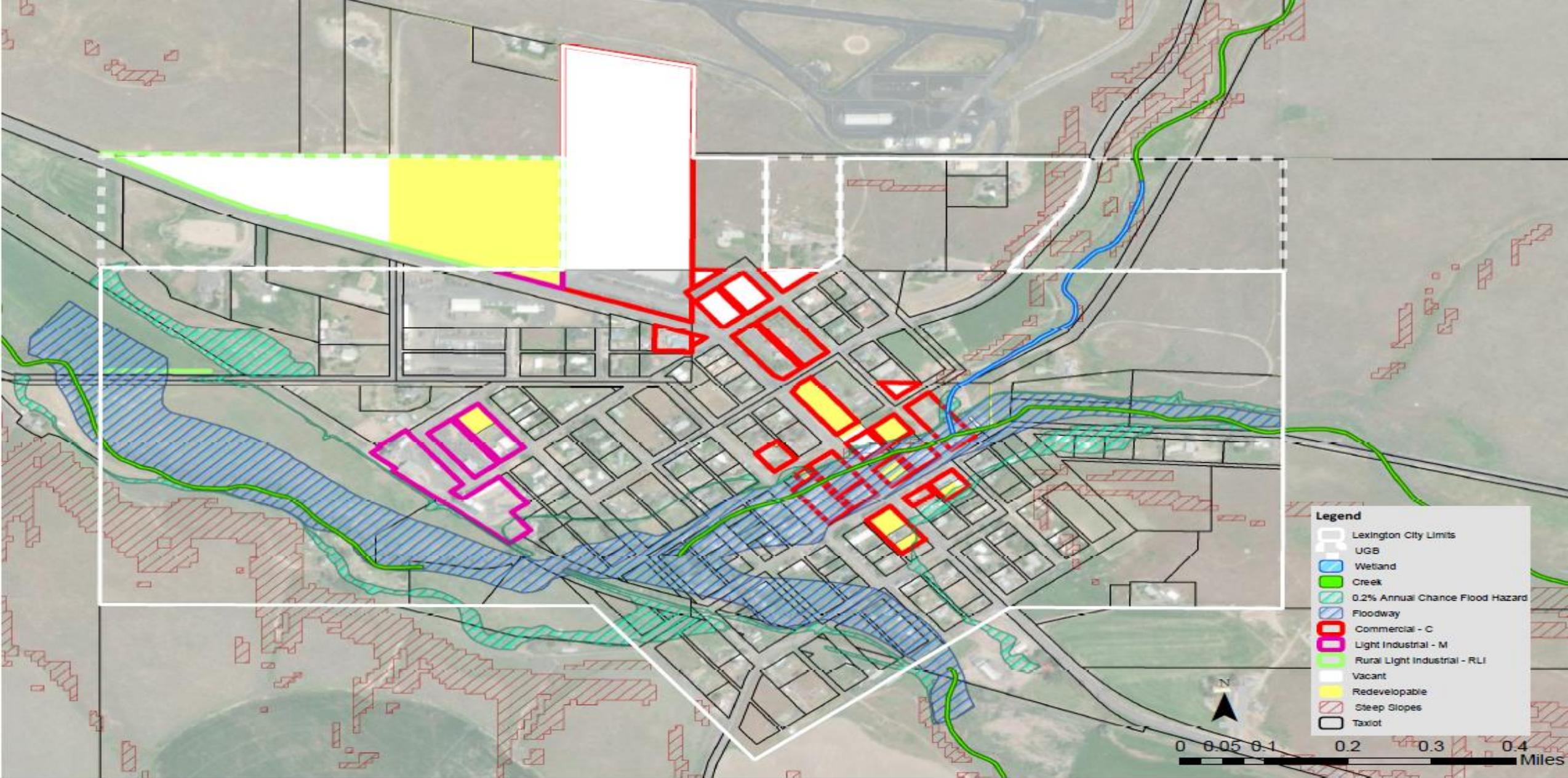
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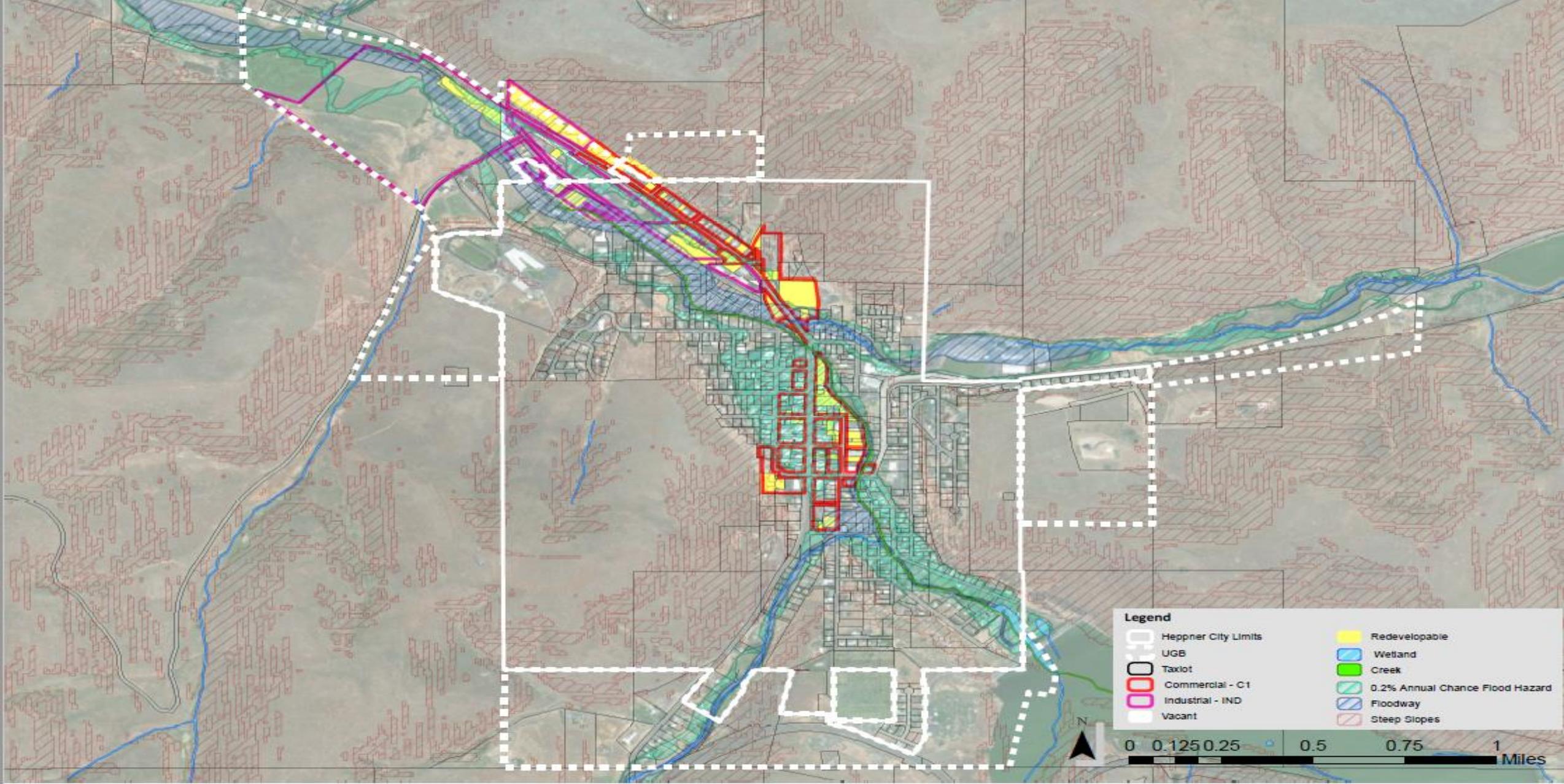
Appendix



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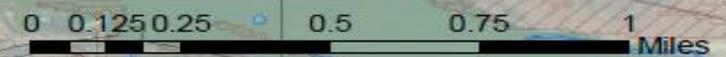






Legend

Heppner City Limits	Redevelopable
UGB	Wetland
Taxlot	Creek
Commercial - C1	0.2% Annual Chance Flood Hazard
Industrial - IND	Floodway
Vacant	Steep Slopes



Detailed Population for WCV

Area	2010 Pop	2022 Pop	2050 Fore- casted Pop	'10-'22 Change	'10-'22 % Change	'22-'50 Change	'22-'50 % Change
Ione	329	336	348	7	2.1%	12	3.6%
Lexington	243	243	232	0	0.0%	(11)	(4.5%)
Heppner	1,291	1,203	1,222	(88)	(6.8%)	19	1.6%
Morrow County	11,173	12,635	14,392	1,462	13.1%	1,757	13.9%
Oregon	3.8M	4.3M	5.6M	0.5M	13.2%	1.3M	30.2%
US	308.7M	334.0M	389.0M	25.3M	8.2%	55M	16.5%

Source: Portland State University, Population Research Center, 2021



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Employment Forecast for Heppner

Category	Current Employment (2023)	Expected Employment (2033)	Percent Growth (10-Years)	Expected Employment (2043)	Percent Growth (20-Years)
Construction & Mining	27	26	(3.7%)	25	(7.4%)
Manufacturing	51	52	2.0%	53	3.9%
Transportation, Com. & Utilities	25	26	4.0%	26	4.0%
Wholesale Trade	30	30	0.0%	30	0.0%
Retail Trade	50	50	0.0%	46	(8.0%)
Finance, Insurance, Real Estate (FIRE)	27	28	3.7%	28	3.7%
Services	269	263	(2.2%)	256	(4.8%)
<i>Industrial Subtotal</i>	133	134	0.8%	135	1.5%
<i>Commercial & Service Subtotal</i>	347	341	(1.7%)	330	(4.9%)
<i>Government</i>	75	75	0.0%	75	0.0%
<i>Other (Uncovered Employment)</i>	28	27	(3.6%)	27	(3.6%)
Grand Total	582	577	(0.9%)	566	(2.7%)

Source: Points Consulting using Esri Business Analyst, and US Census Bureau, 2023



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Employment Forecast for Ione

Category	Current Employment (2023)	Expected Employment (2033)	Percent Growth (10-Years)	Expected Employment (2043)	Percent Growth (20-Years)
Construction & Mining	6	7	16.7%	7	16.7%
Manufacturing	8	8	0.0%	8	0.0%
Transportation, Com. & Utilities	11	12	9.1%	13	18.2%
Wholesale Trade	2	2	0.0%	2	0.0%
Retail Trade	4	4	0.0%	4	0.0%
Finance, Insurance, Real Estate (FIRE)	11	11	0.0%	11	0.0%
Services	28	29	3.6%	31	10.7%
<i>Industrial Subtotal</i>	27	28	3.7%	30	11.1%
<i>Commercial & Service Subtotal</i>	43	45	4.7%	46	7.0%
<i>Government</i>	9	9	0.0%	9	0.0%
<i>Other (Uncovered Employment)</i>	2	2	0.0%	3	50.0%
Grand Total	81	84	3.7%	87	7.4%

Source: Points Consulting using Esri Business Analyst, and US Census Bureau, 2023



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Employment Forecast for Lexington

Category	Current Employment (2023)	Expected Employment (2033)	Percent Growth (10-Years)	Expected Employment (2043)	Percent Growth (20-Years)
Construction & Mining	3	3	0.0%	3	0.0%
Manufacturing	1	1	0.0%	1	0.0%
Transportation, Com. & Utilities	2	2	0.0%	2	0.0%
Wholesale Trade	4	4	0.0%	4	0.0%
Retail Trade	2	3	50.0%	3	50.0%
Finance, Insurance, Real Estate (FIRE)	2	2	0.0%	2	0.0%
Services	21	23	9.5%	25	19.0%
Industrial Subtotal	9	10	11.1%	11	22.2%
Commercial & Service Subtotal	25	28	12.0%	30	20.0%
Government	5	5	0.0%	5	0.0%
Other (Uncovered Employment)	1	2	100.0%	2	100.0%
Grand Total	40	44	10.0%	47	17.5%

Source: Points Consulting using Esri Business Analyst, and US Census Bureau, 2023



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Employment Lands Forecast in Heppner

2033					
Land Use	Emp/ Acre (Current)	Forecasted New Emp.	Public Lands Adj.	Real Estate Vacancy	Land Demand (Net Acres)
Industrial Acres	1	1	20%	10%	0.9
Commercial Acres	9	(6)	20%	10%	0.0
2043					
Land Use	Emp/ Acre (Current)	Forecasted New Emp.	Public Lands Adj.	Real Estate Vacancy	Land Demand (Net Acres)
Industrial Acres	1	2	20%	10%	1.8
Commercial Acres	9	(16)	20%	10%	0.0

Source: Points Consulting, 2023



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Employment Lands Forecast in Ione

2033					
Land Use	Emp/ Acre (Current)	Forecasted New Emp.	Public Lands Adj.	Real Estate Vacancy	Land Demand (Net Acres)
Industrial Acres	2	1	20%	20%	0.5
Commercial Acres	1	2	20%	20%	1.9
2043					
Land Use	Emp/ Acre (Current)	Forecasted New Emp.	Public Lands Adj.	Real Estate Vacancy	Land Demand (Net Acres)
Industrial Acres	2	3	20%	10%	1.3
Commercial Acres	1	3	20%	10%	2.6

Source: Points Consulting, 2023



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Employment Lands Forecast in Lexington

2033					
Land Use	Emp/ Acre (Current)	Forecasted New Emp.	Public Lands Adj.	Real Estate Vacancy	Land Demand (Net Acres)
Industrial Acres	16	1	20%	20%	0.1
Commercial Acres	3	3	20%	20%	1.0
2043					
Land Use	Emp/ Acre (Current)	Forecasted New Emp.	Public Lands Adj.	Real Estate Vacancy	Land Demand (Net Acres)
Industrial Acres	16	2	20%	10%	0.1
Commercial Acres	3	5	20%	10%	1.5

Source: Points Consulting, 2023



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