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# EOA Findings & Economic Development Goals/Policies



Building  
Economy and  
Infrastructure

# Economic Opportunities Analysis

Summary and Buildable Land Inventory Findings

Laura Weigel

# What is an Economic Opportunities Analysis?

Statewide Planning Goal 9: Economic Development

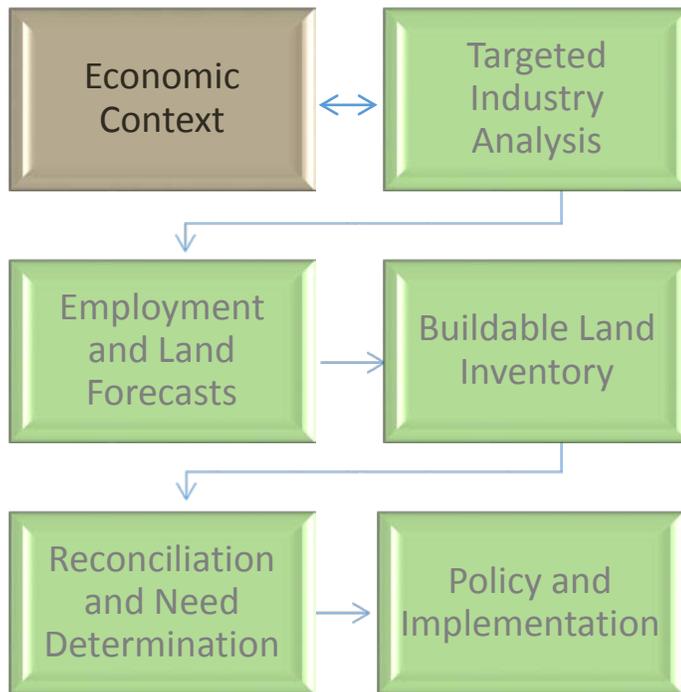
OAR 660-015-000(9):

To provide adequate opportunities throughout the state for a variety of economic activities vital to the health, welfare, and prosperity of Oregon's citizens.



# Project Approach

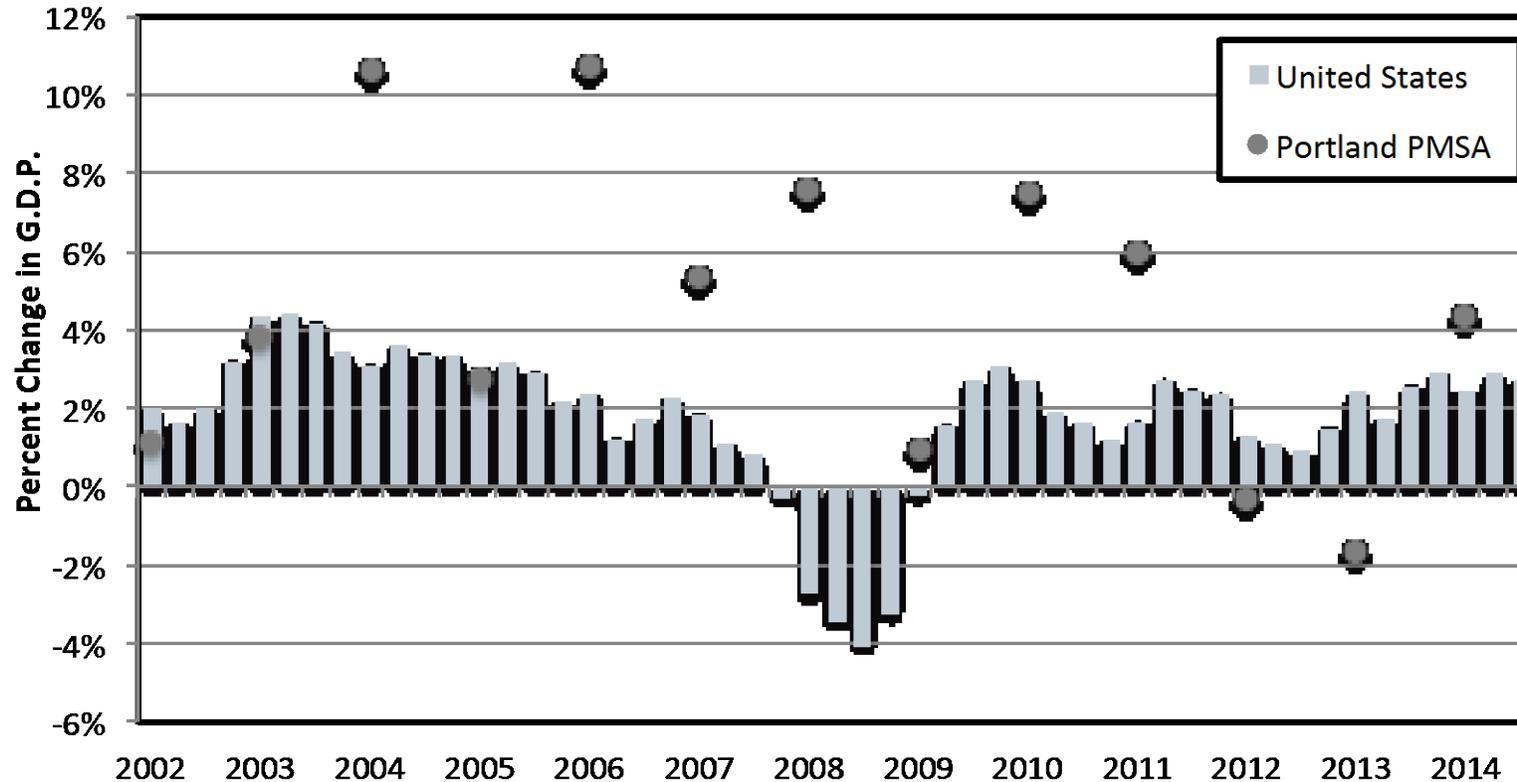
## National, State, and Local Trends



- Demographic Factors
- Industry Trends
- Labor/Workforce Trends
- Cost Proposition
- Global Influence/Markets
- Monetary, Fiscal, and Trade Policy
- Tax Structure
- Real Estate Market Factors
- Emerging Products & Services

# Trends Analysis

## Business Cycle Fluctuations



Recessions are more moderate in Washington County and lag national trends. Fed policy will impact investment in the near-term but moderate growth is expected through 2020.

# Trends Analysis

## Economic Outlook

- The economy is on strong footing.
- Risks remain but are generally muted.
- Hillsboro should have strategies to monitor indicators closely.

## Demographic Factors

### Aging of the Population:

- Lower Labor Force Participation
- Need for Replacement Workers
- Shift of spending towards services and health care.

## Migration Patterns

- Migration to the region is expected to continue.

### Millennials:

- Largest and best educated generation hitting productive years.
- Preferences will change with lifestage.
- Significant increases to productivity and innovation on horizon.

# Trends Analysis

## Exports

- Hillsboro is the **State's export engine**.
- Considerable opportunities to **grow exports** through small and medium sized firms.
- Need to **diversify the region's export products**.
- Need long-term solutions to **shipping stability**.



# Trends Analysis

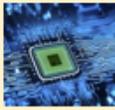
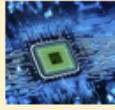
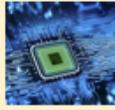
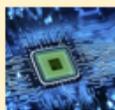
## New Business Formation

- Gains in new business formation signal a **stronger appetite for risk and increased flow of capital.**
- Increases in **innovation and growth** typically follow.
- Washington County has highest rate of **new business formation** in the region.

## California Disinvestment

- The Portland-Vancouver-Hillsboro MSA ranked 6<sup>th</sup> in the **top landing spots for California firms.**
- By municipality, Portland ranked 7<sup>th</sup>; **Hillsboro ranked 13<sup>th</sup>.**

# Target Industry Analysis—Regional Perspective

REGIONAL TARGET INDUSTRIES	 Clean Tech	 Athletic & Outdoor	 Metals & Machinery	 Health Science & Tech	 Software & Media	 Computers & Electronics			
JIA INDUSTRIES			 Metals & Machinery			 Computers & Electronics	 Aerospace & Defense	 Advanced Materials & Manufacturing	
GPPEA LARGE-LOT			 Specialized Machinery & Equipment	 Biotechnology		 Advanced Electronics		 Value-Added Agriculture	 Warehousing & Distribution
HILLSBORO 2009	 Solar Manufacturing			 Health Services and Health Tech		 High-Tech Manufacturing			
HILLSBORO DATA	<i>Solar Manufacturing</i> <i>Engineering Services</i>	<i>Misc. Manufacturing</i>	<i>Semiconductor Machinery</i> <i>Fabricated Metals</i>	<i>Hospitals, Health Services</i> <i>Surgical &amp; Dental Equipment</i> <i>Hospital Equip. Wholesale</i> <i>Drug &amp; Druggists' Wholesale</i> <i>Education</i>	<i>Motion Picture Studios</i> <i>Software Publishing</i> <i>Computer Programming</i> <i>Data Processing and Hosting</i> <i>Computer Systems Design</i>	<i>Semiconductors</i> <i>Printed Circuit Assembly</i> <i>Components &amp; Instruments</i> <i>Computer &amp; Elect. Wholesale</i> <i>Machinery Repair</i>		<i>Non-metallic Minerals</i> <i>Chemicals</i>	

# Employment Forecast

## Safe Harbor Forecast

- Based on Oregon Employment Department 10-year forecasts for the Workforce Region (Multnomah & Washington).
- Has not been updated since 2012.
- **1.5% Growth Rate**

## TAZ Based Forecast (2012)

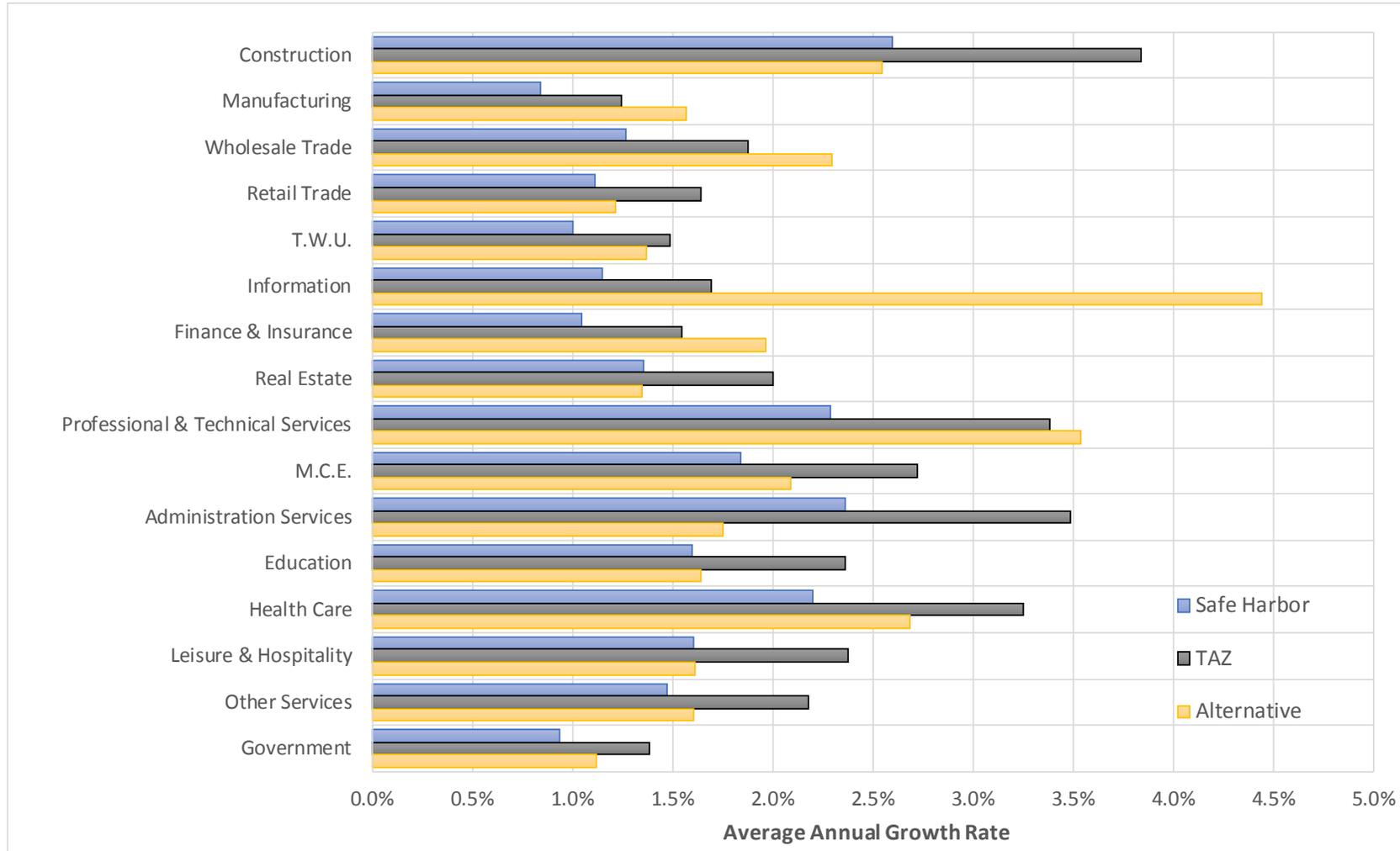
- Based on Hillsboro's TAZ growth rate (not yet updated)
- Allocation to industry using macro trends and GIS analysis
- **2.2% Growth Rate (fastest growing forecast scenario)**

## Alternative Forecast: Factors Influencing Growth

- Medium growth forecast scenario
- Faster near-term growth will influence short-term demand
- **2.0% growth rate**

# Employment Forecast

## Scenario Comparison

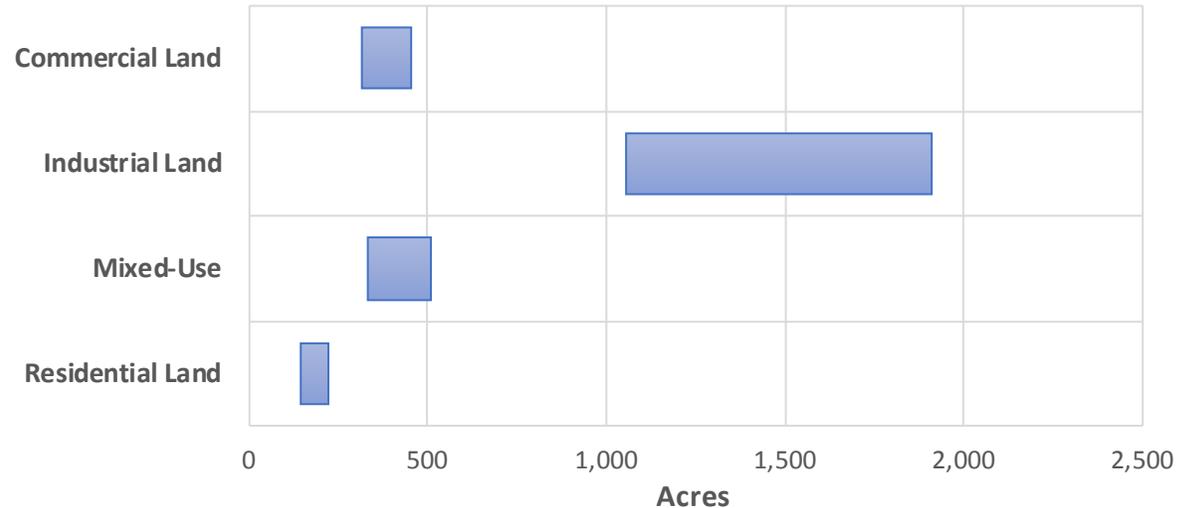


# Land Need Forecast

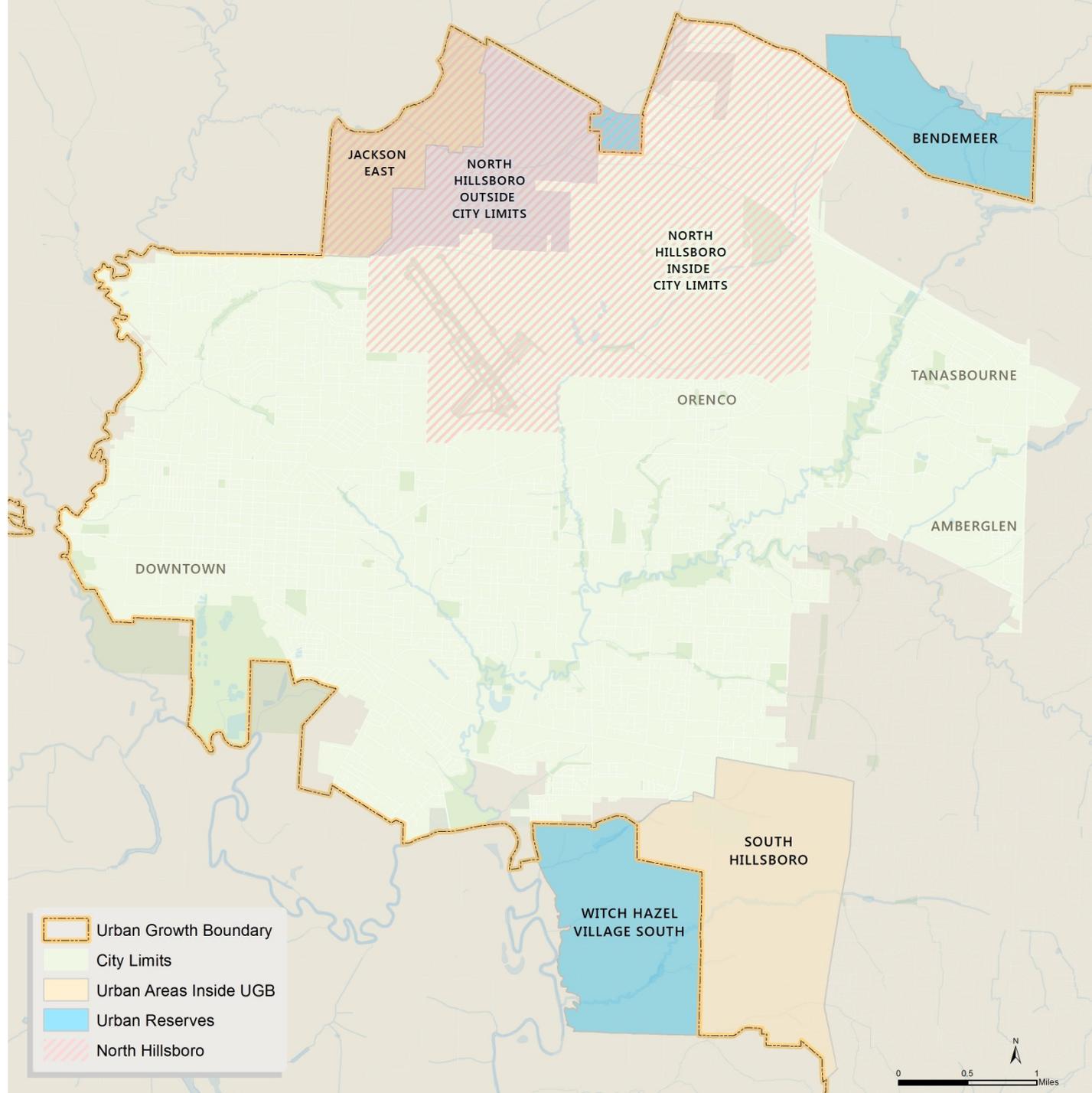
## Forecast Scenario Comparison

	Safe Harbor Forecast		TAZ Based Forecast		Alternative Forecast	
	5-year	20-year	5-year	20-year	5-year	20-year
Commercial Land	69	317	93	456	87	400
Industrial Land	234	1,053	345	1,640	437	1,912
Mixed-Use	73	334	104	507	97	446
Residential Land	31	144	45	223	42	195
<b>TOTAL ACRES</b>	<b>407</b>	<b>1,848</b>	<b>587</b>	<b>2,826</b>	<b>663</b>	<b>2,952</b>

LOW-HIGH RANGE IN LAND NEED (20-year)



# Economic Opportunity Analysis: Buildable Lands Inventory



- Urban Growth Boundary
- City Limits
- Urban Areas Inside UGB
- Urban Reserves
- North Hillsboro

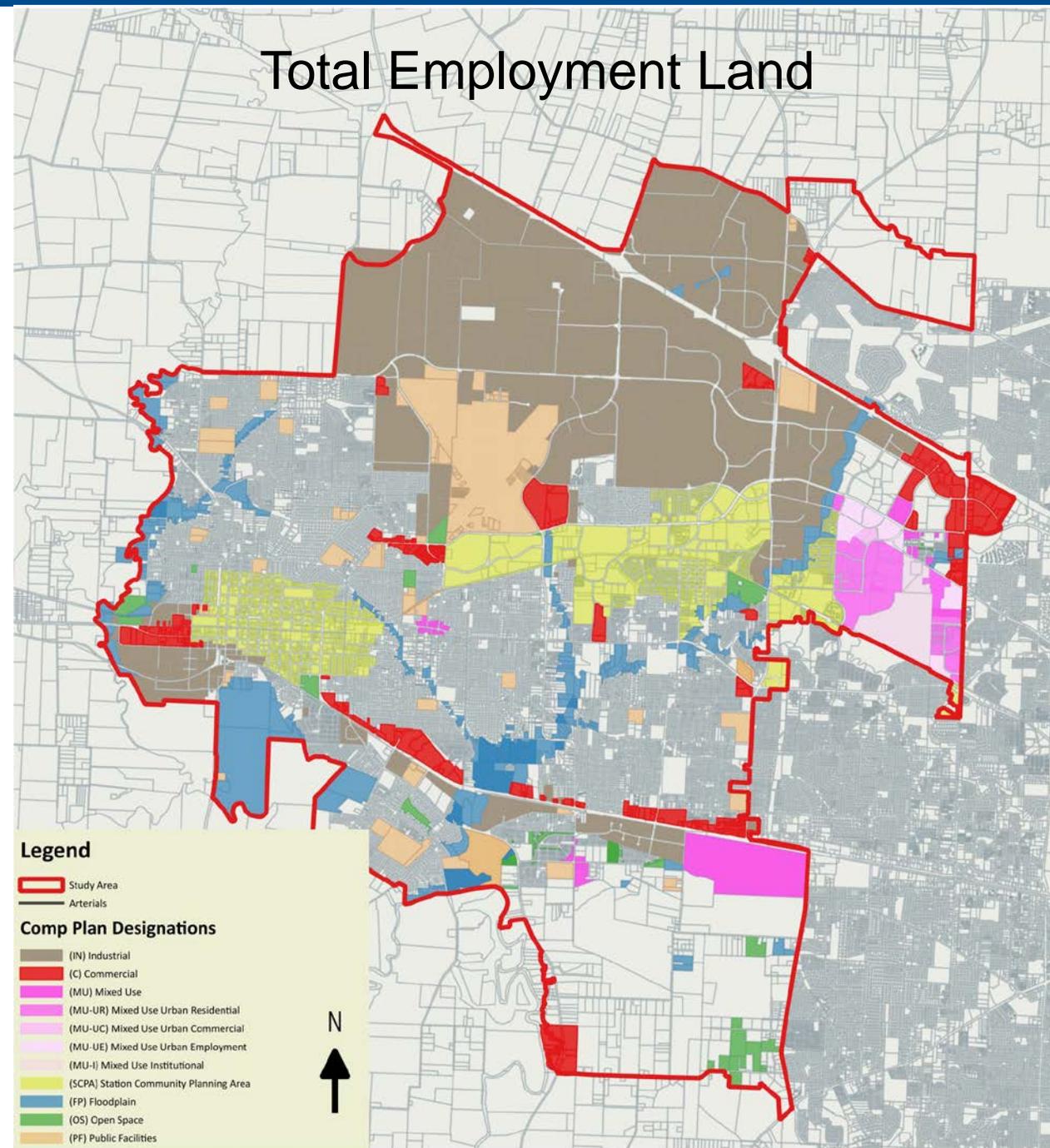


# Capacity Analysis

- Land designated for employment (including developed, vacant, and partially vacant parcels): 6,302 acres
- Assumes 35% of land in Mixed Use designation for employment uses.

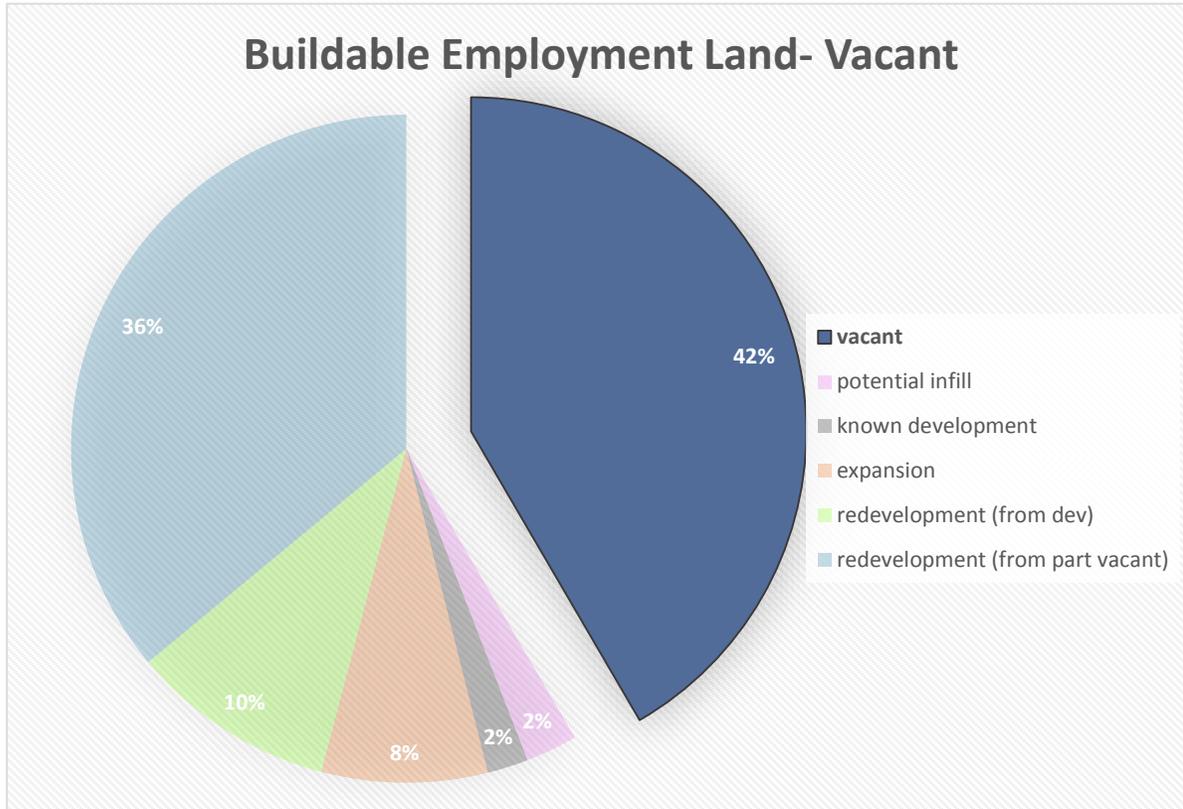
Comp Plan Designation	Total Acres	
(C) Commercial	650	
(IN) Industrial	4,876	
	Total	Employment
(MU) Mixed Use*	318	45
(MU-I) Mixed Use Institutional	189	66
(MU-UC) Mixed Use Urban Commercial	10	4
(MU-UE) Mixed Use Urban Employment	96	33
(MU-UR) Mixed Use Urban Residential	261	91
(SCPA) Station Community Planning Area	1,532	536
<b>Mixed Use Total</b>	<b>2,407</b>	<b>776</b>
<b>TOTAL of ALL AREAS</b>	<b>7,933</b>	<b>6,302</b>

\* "Employment" includes only 19.1 acres of employment uses in South Hillsboro

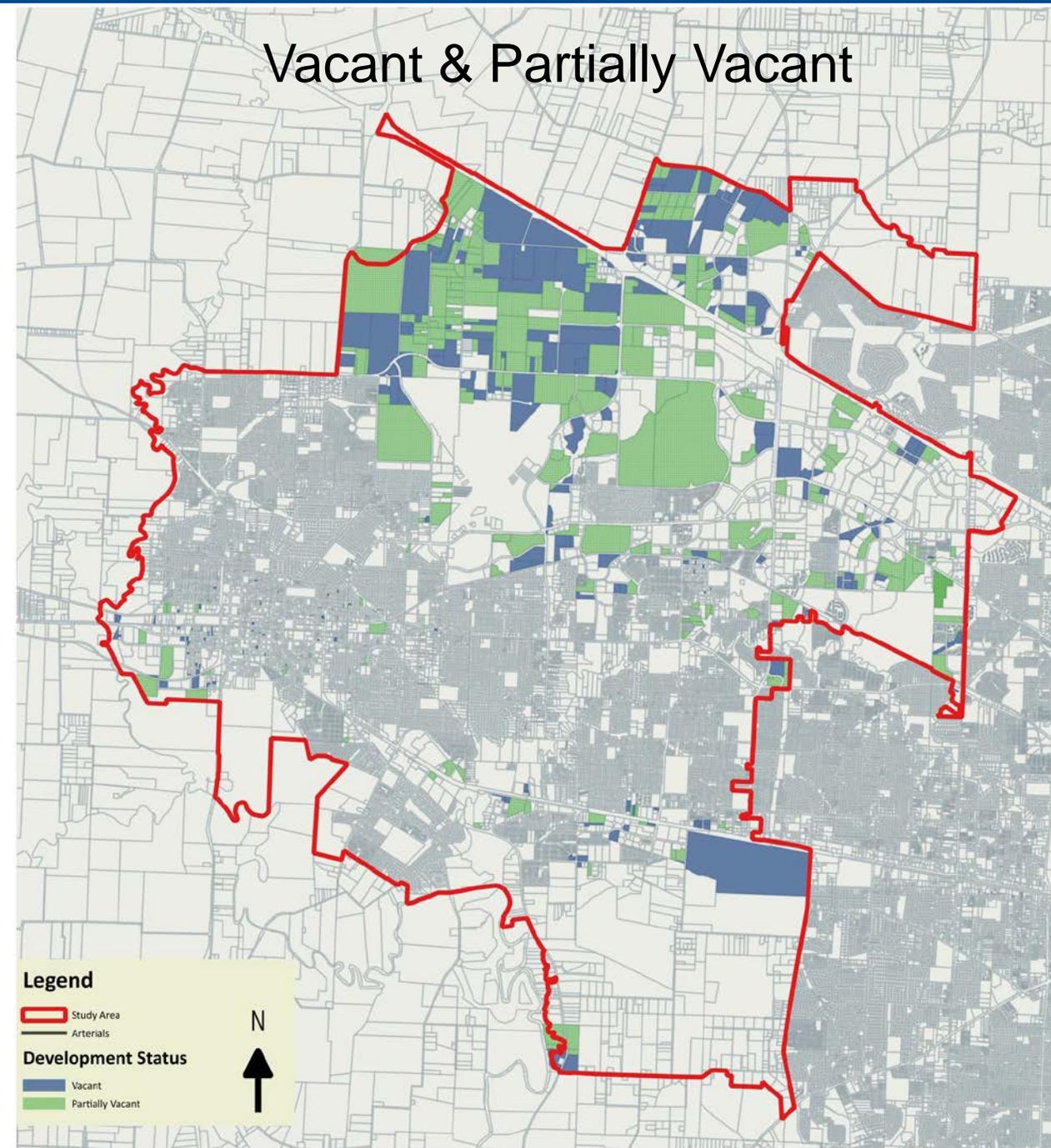


# Capacity Analysis

## Buildable Employment Land- Vacant

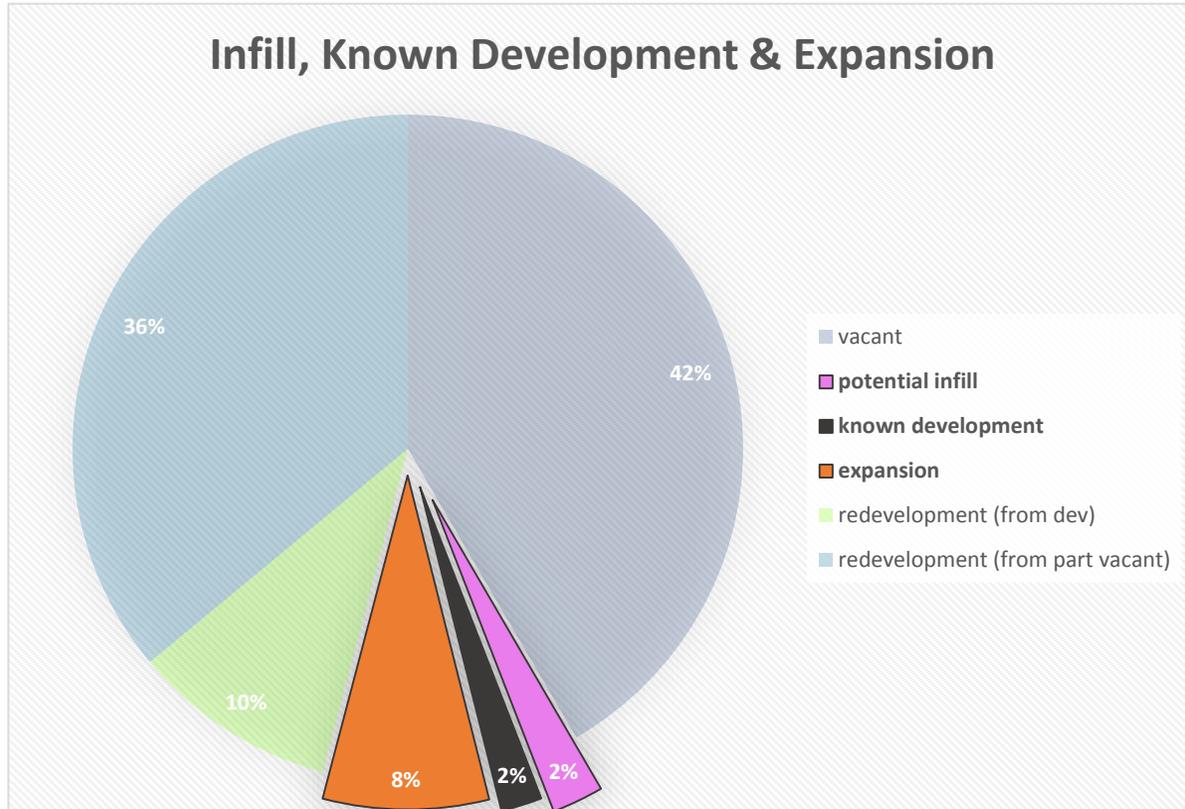


- 968 net buildable acres are vacant
- Remaining 1,358 acres are partially vacant



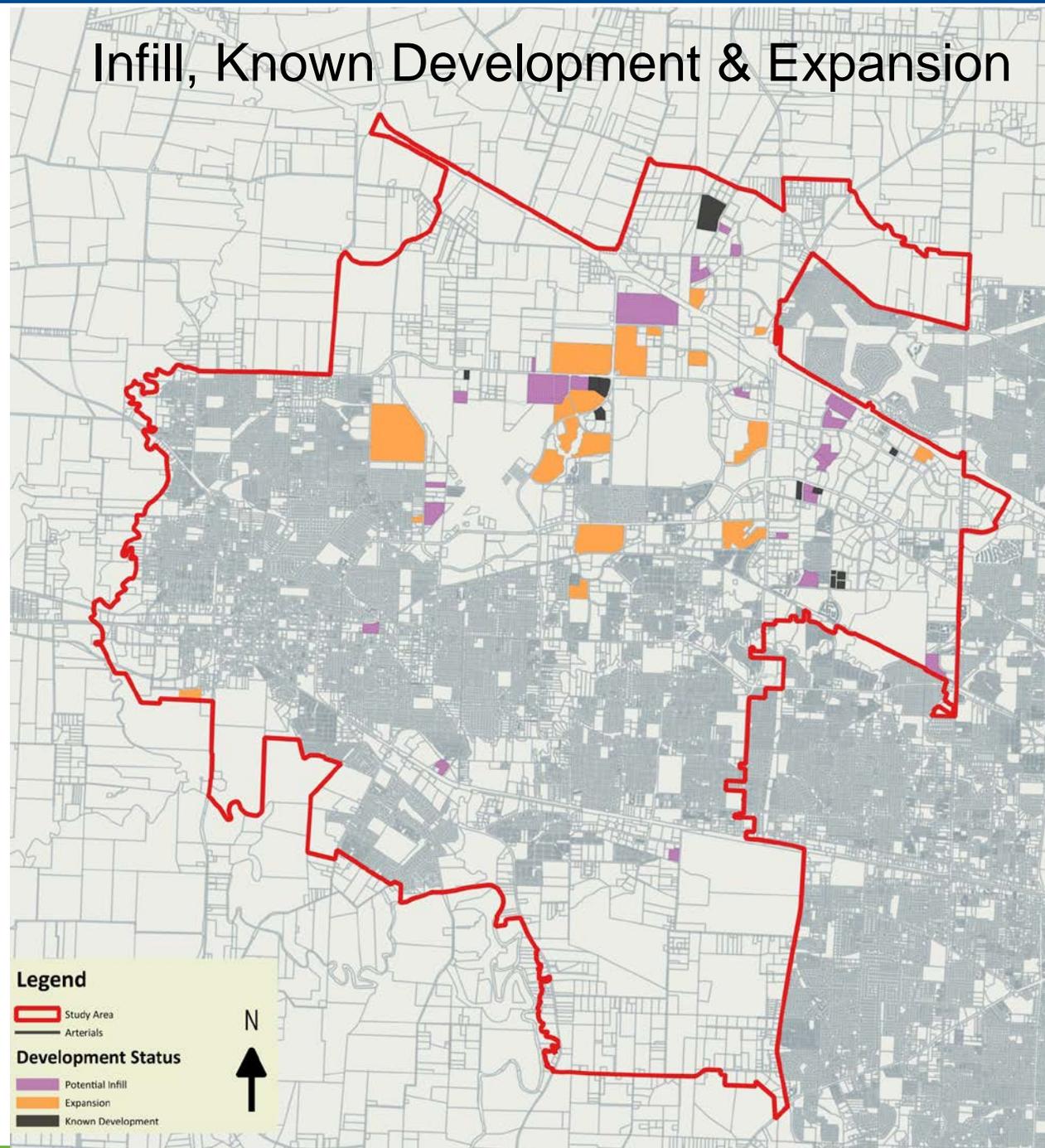
# Capacity Analysis

## Infill, Known Development & Expansion

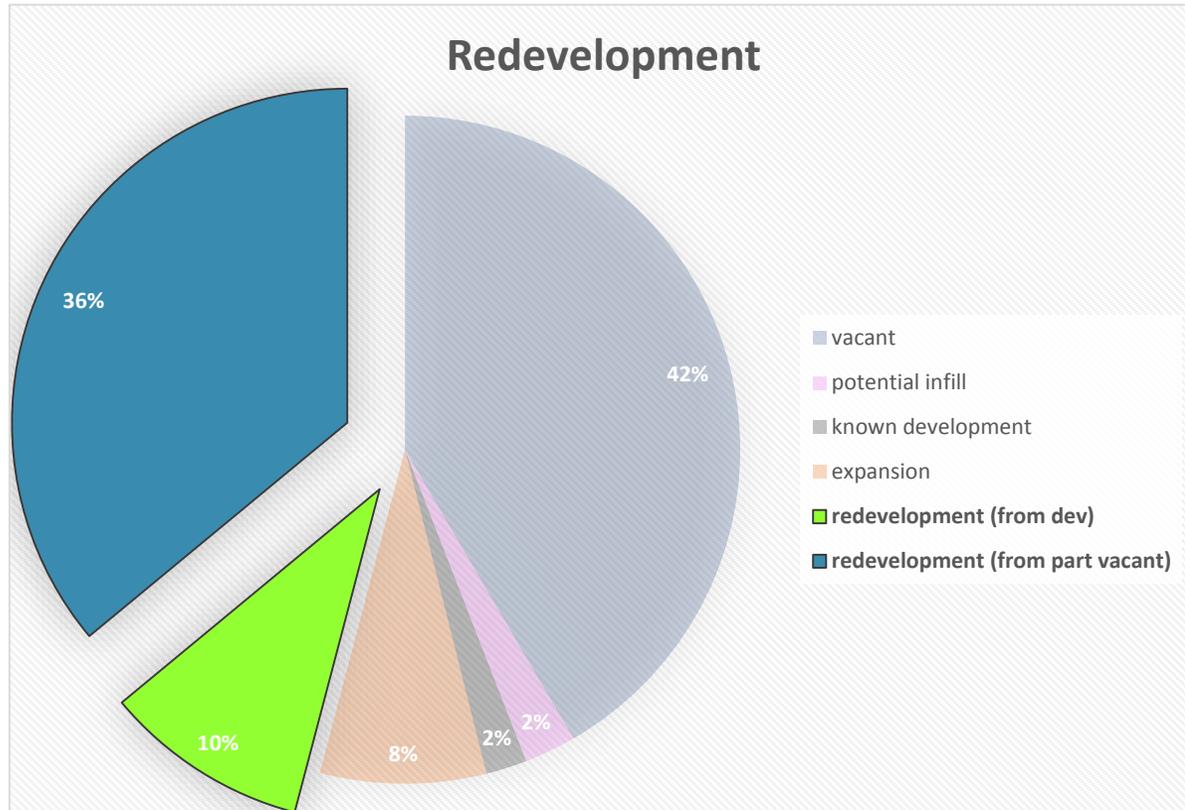


- 58 net buildable acres are potential infill
- 46 acres are known development
- 186 acres are expansion

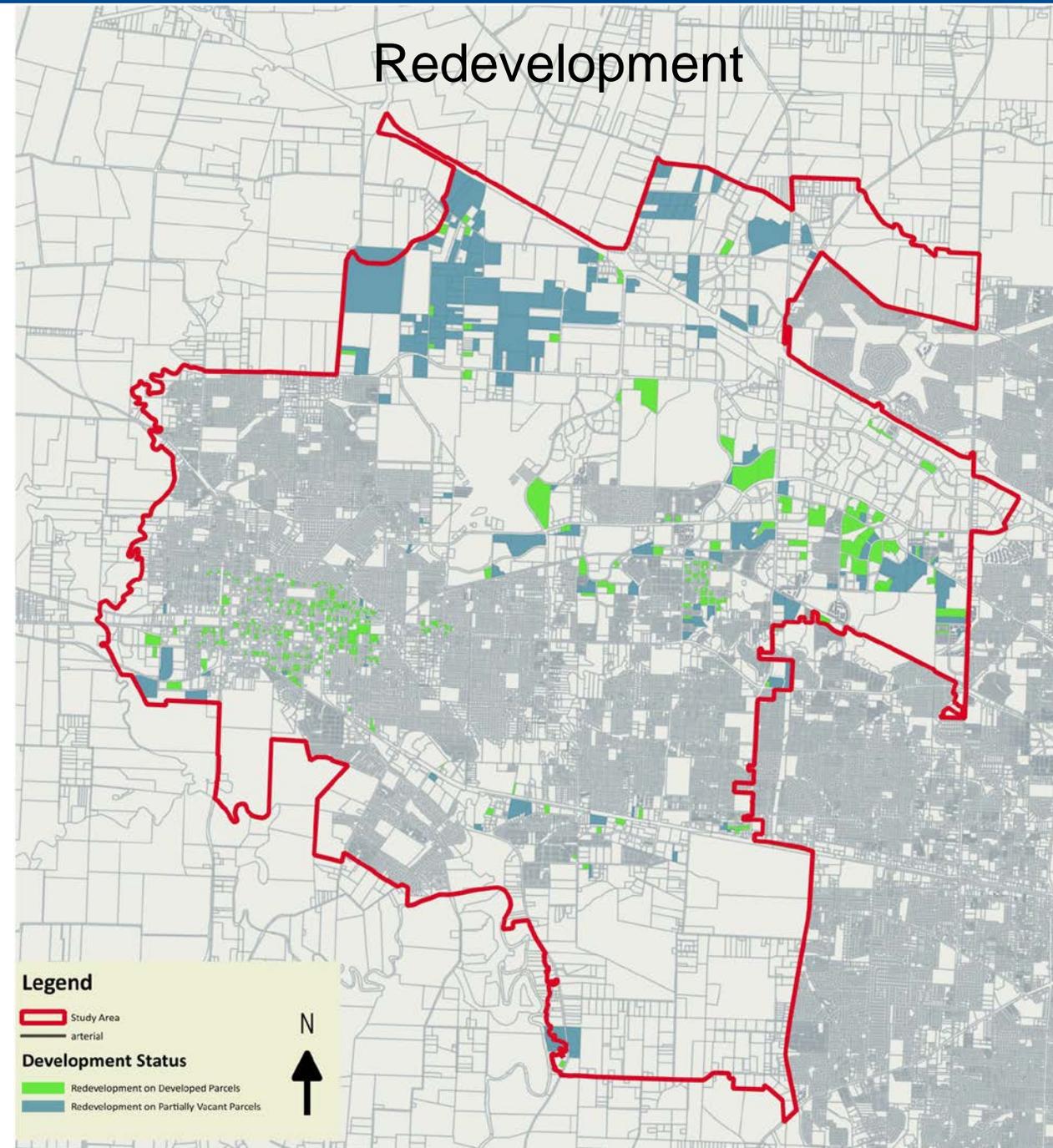
## Infill, Known Development & Expansion



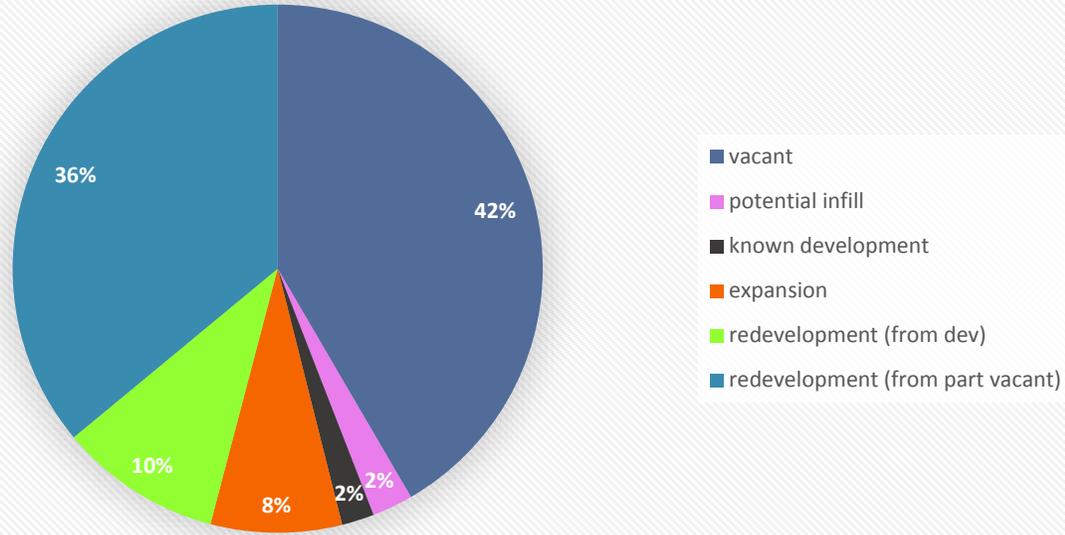
# Capacity Analysis



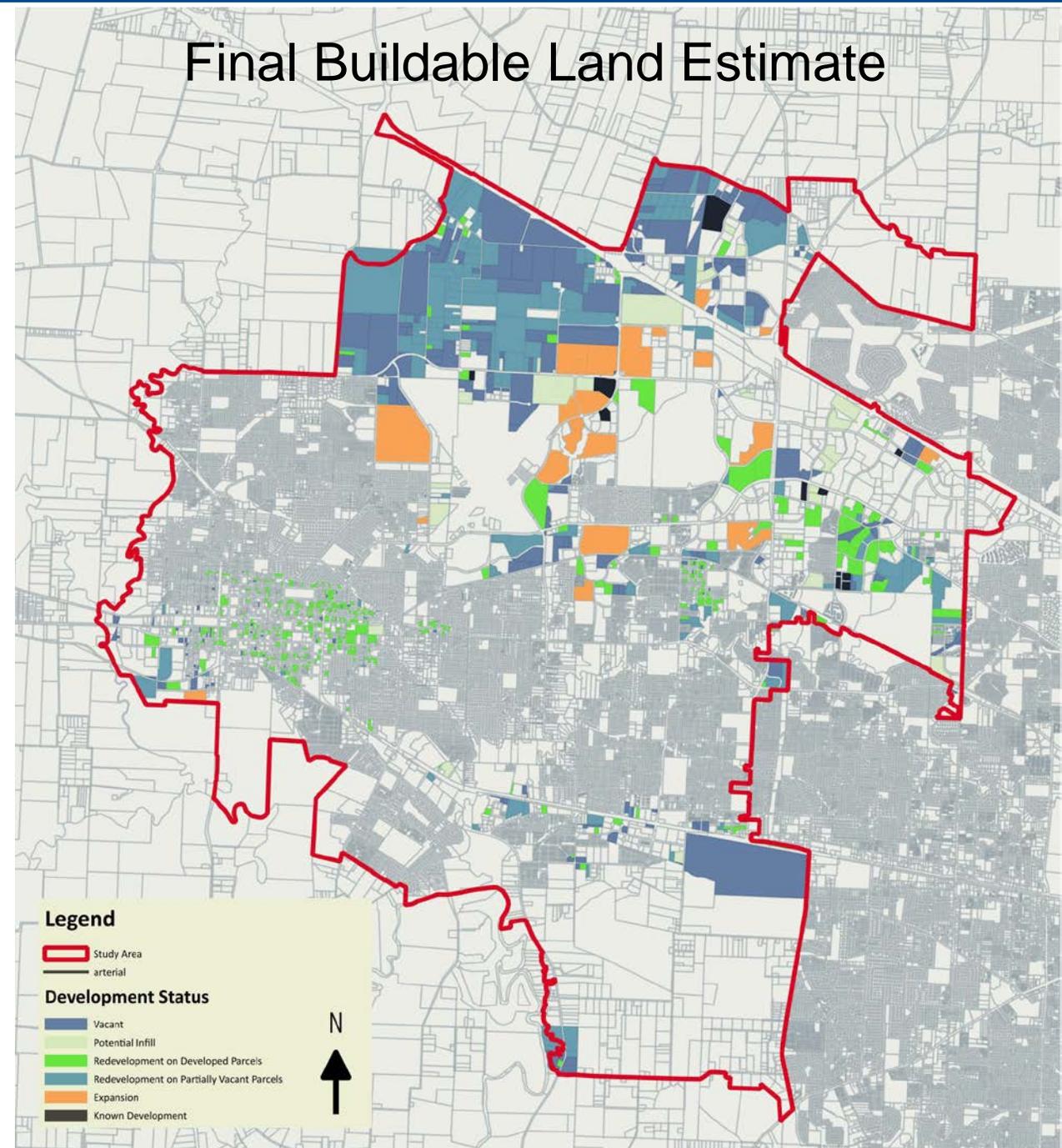
- 230 net buildable acres are redevelopment from developed
- 838 acres are redevelopment from part vacant



## Share of Net Buildable Employment Land



## Final Buildable Land Estimate



Development Status	Net Buildable Acres	Number of Parcels
Vacant	968	292
Potential infill	58	24
Known Development	46	13
Expansion	186	33
Redevelopment (from Dev)	230	386
Redevelopment (from Part Vac)	838	172
<b>Total</b>	<b>2326</b>	<b>920</b>

# Statutory Requirement and Purpose

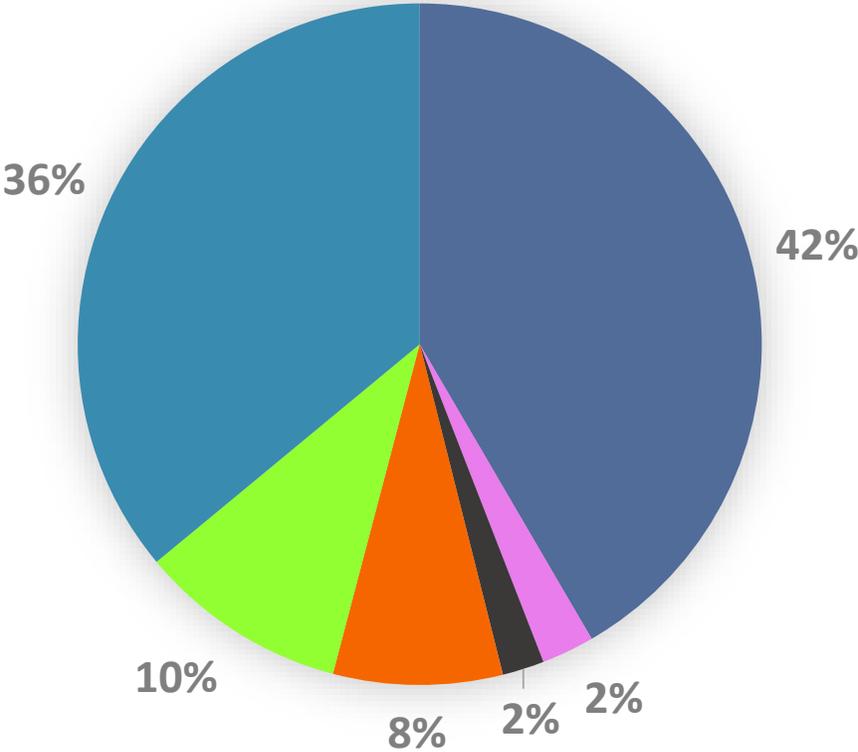
## OAR 660-009-0015

The economic opportunities analysis must **identify the major categories of industrial or other employment uses that could reasonably be expected to locate or expand in the planning area** based on information about national, state, regional, county or local trends. This review of trends is the principal basis for estimating future industrial and other employment uses.

*Evaluate both Short-Term and Long-Term Trends and Conditions*

# Share of Net Buildable Employment Land

- vacant
- known development
- redevelopment (from dev)
- potential infill
- expansion
- redevelopment (from part vacant)



# Site Requirements Analysis

PROFILE CRITERIA		A	B	C	D	E	F	G	H	I	J
		Computer & Electronic	Software & Media	Speculative Office	Food Processing	Other Manufacturing	Life/Bioscience	Wholesaling	Retail	Data Center	Incubator
<b>GENERAL REQUIREMENTS</b>		Use is permitted outright, located in UGB or equivalent and outside flood plain; and site (NCDA) does not contain contaminants, wetlands, protected species, or cultural resources or has mitigation plan(s) that can be implemented in 180 days or less.									
<b>PHYSICAL SITE</b>											
1	TOTAL SITE SIZE* Competitive Acreage**	5 - 100+	5 - 15	5 - 20	5 - 25+	5 - 15+	20 - 100+	10 - 25	5 - 20	10 - 25+	5 - 25+
2	COMPETITIVE SLOPE: Maximum Slope	0 - 5%	0 - 7%	0 - 7%	0 - 5%	0 - 5%	0 - 7%	0 - 3%	0 - 7%	0 - 7%	0 - 5%
<b>TRANSPORTATION</b>											
3	TRIP GENERATION: Average Daily Trips per Acre	40 - 60	80 - 200 <sub>1</sub>	120 - 240 <sub>2</sub>	50 - 60	40 - 50	60 - 150	50 - 60 <sub>3</sub>	400 - 500 <sub>4</sub>	20 - 30	40 - 50
4	MILES TO INTERSTATE OR FREIGHT ROUTE: Miles	w/in 10	w/in 5	w/in 5	w/in 30	w/in 20	w/in 5	w/in 5	w/in 5	w/in 30	N/A
5	RAILROAD ACCESS: Dependency	Preferred	Not Required	Not Required	Preferred	Preferred	Preferred	Preferred	Avoid	Avoid	N/A
6	PROXIMITY TO MARINE PORT: Dependency	Preferred	Not Required	Not Required	Preferred	Preferred	Preferred	Preferred	Not Required	Not Required	N/A
7	PROXIMITY TO INTERNATIONAL/ REGIONAL AIRPORT: Dependency	Competitive	Required	Preferred	Preferred	Preferred	Required	Not Required	Not Required	Competitive	N/A
	Distance (Miles)	The City of Hillsboro enjoys a competitive advantage that all industries within Hillsboro are located within 5 miles of an international airport (Hillsboro International Airport)									

# Buildable Land Need vs. Supply

Site Type	Employment Forecast Ranges		Current Supply	Notes
	5-Year Need	20-Year Need		
Commercial Land	69-93 acres	317-456 acres	87 acres	Medium & long term deficit
Industrial Land	234-437 acres	1,053-1,912 acres	2,047 acres	
Mixed Use	73-104 acres	334-507 acres	192 acres	Long term deficit



Building  
Economy and  
Infrastructure

# Economic Development

Draft Goals and Policies

Dan Rutzick

# Proposed Goals

## Economic Development



Building  
Economy and  
Infrastructure

- 
- |               |   |
|---------------|---|
| <b>GOAL 1</b> | Diversify and expand the economy to give Hillsboro, the region, and the state a competitive advantage.                                |
| <b>GOAL 2</b> | Catalyze economic development through infrastructure investments and supporting services.   |
| <b>GOAL 3</b> | Manage land supply and capacity to meet short and long-term economic development needs of Hillsboro, the region, and the state.       |
| <b>GOAL 4</b> | Promote economic development opportunities for individuals and small and emerging businesses to ensure equitable access to resources. |
| <b>GOAL 5</b> | Develop and sustain a vibrant city to support economic development.   |
-

# Hillsboro 2035 Community Celebration Outreach



## How would you make it easier to get around Hillsboro?

- Approximately 40 participants, including lots of children and families.

- Wide array of comments including:

Bike Lanes

Sidewalks

Local & Regional Transit

Expanded Road Capacity

Crosswalks

Construction

Walkability

Access to Public Facilities

Airplanes

Flying Trains

# Hillsboro 2035 Community Celebration Outreach



# Hillsboro 2035 Community Celebration Outreach



# Coming up

## Next CAC meeting: Thursday, July 28

4:00-6:00pm

Hillsboro Civic Center

Conference Room 113 B/C



Building Economy  
and Infrastructure

Water Supply & Distribution  
Follow-up Discussion

Public Facilities



Cultivating  
Transportation  
Choices

Transportation  
Background Report

## Future CAC meetings

- **August 25, Civic Center**  
Wastewater Collection  
Natural Resources (Background Report)
- **September 22, Civic Center**  
Natural Resources (Goals & Policies)  
Light Management
- **Special meeting to be scheduled**  
Transportation System Plan Introduction  
Transportation Goals & Policies