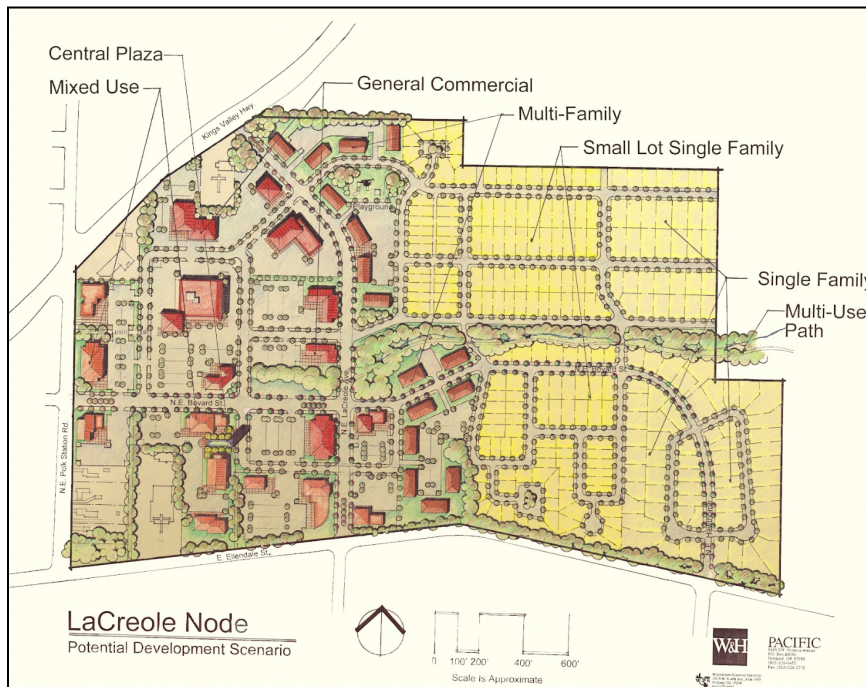


## Progress Update Introduction to La Creole

Healthy Sustainable Communities and Green Top Planning PDR is excited to share its first progress



report on the La Creole Node project. This report plays a vital role in keeping the City informed about the progress of our project. This report provides a detailed update on the work that has been completed, any challenges encountered, and the plans for the upcoming studies. By sharing this information regularly, we can maintain transparency and open communication with the TAC and City staff regarding the progress of our

project. Additionally, these reports allow the City to track the project's progress and make any necessary adjustments to ensure that we meet their expectations and stay on schedule. Overall, the monthly progress reports are an essential tool for keeping all stakeholders informed and engaged throughout the project.

Within this report, it is important to highlight the recent La Creole Node Reconnaissance meeting that was held on January 17th, 2023. This meeting brought together representatives from City departments such as Economic Development and Community Development, Planning, Public Works, and the City Manager to discuss the development plans for the area. This meeting was an important first step in understanding the current state of the La Creole area planning area, which was studied approximately twenty years ago. Before the reconnaissance meeting, the consultant team held kickoff meetings on



December 12, 2022, with the Mid-Willamette Valley Council of Governments (MWCOG) to understand the past work around the La Creole area planning area.

More specifically December 14th, a virtual meeting was held with the MWCOG and the City of Dallas Economic Development and Community, Planning to discuss the Economic Opportunity Area (EOA) and Housing Needs Analysis (HNA) variables. Within this meeting, we discussed that in 2021, the EOA identified a deficiency in commercial lands (94 acres). The City's overall economic goal is to prosper and sustain economic vitality to enhance the quality of life for all Dallas residents. This goal is best achieved by increasing economic opportunities without threatening environmental quality or eroding the region's natural resource base. The ECONorthwest report identified that Dallas does not have enough commercial land to accommodate employment growth over the next 20 years. Comparatively, results of the HNA of 2019 show the current UGB to contain 678 acres of buildable residential land and that residential land need is forecasted to be 365 acres for the next 20 years. While Dallas has a surplus of available Residential land within the UGB, data from the HNA of 2019 show Dallas to be deficient in medium-density housing types (94 acres at the time). To ensure medium-density housing is provided, the HNA of 2019 calls for consideration of the following: 1) Legislative zoning map amendments to the official zoning map that allows some RL zoned properties within the UGB to become RM, consistent with siting policies, and 2) Encourage a mix of housing types in RM and RH zones. (From 3.10 of Chapter 3, Vol. 1 of the Dallas Comprehensive Plan).

Within our review, we also focused on how Goal 9 requires that cities provide an adequate supply of commercial and industrial sites consistent with plan policies. To meet this requirement, Dallas needs an estimate of the amount of commercial and industrial land needed over the 2021 to 2041 planning period. Dallas's employment base was 6,465 employees in 2021. Dallas is forecast to have 8,905 employees by 2041. This is an increase of 2,440 jobs over the planning period. Most new employment will require commercial and industrial lands, accounting for more than 90% of new employment growth (2,220 employees) over the 2021 and 2041 planning periods. Dallas will accommodate new government employees (i.e., 220 of the 2,440 employees) in existing government buildings and areas designated for public use. Dallas has a surplus of industrial-designated land.

Dallas has about 163 acres more of unconstrained vacant industrial land than the forecast shows will be needed over the 20-year planning period. Even if a large, exogenous development such as Mint Valley

Paper occurs, Dallas will have a surplus of about 125 acres of unconstrained vacant industrial land beyond the forecasted need. Staff explained the ECONorthwest deficit in the commercial acres below.

Exhibit 20 shows that Dallas has:

- A 163-acre surplus of industrial land.
- A 94-acre deficit of commercial land.

Exhibit 20. Comparison of the Capacity of Unconstrained Vacant Land with Employment Land Demand by Land Use Type, Dallas UGB, 2021-2041

| Comprehensive Plan Designation               | Land Supply<br>(Suitable Gross<br>Acres) | Land Demand<br>(Gross Acres) | Land<br>Sufficiency<br>(Deficit, Gross<br>Acres) |
|--|--|------------------------------|--|
| Industrial                                   | 213                                      | 50                           | 163  |
| Commercial (incl. Central Business District) | 44                                       | 138                          | (94)   |

Source: ECONorthwest

Within these figures, Dallas has a deficit of land planned for commercial uses that can be accommodated within the existing UGB. Dallas has a deficit of about 94 acres of commercial land needed for development over the 20-year planning period. Dallas does not need to address that deficit of commercial land needs immediately. Dallas can work to address its commercial land needs gradually over time by identifying opportunities for commercial land development in areas of five to ten (or even 20) acres at a time. The La Creole node has the opportunity to help mitigate the reduction of land within the area. The City of Dallas population has grown 3-5% yearly with abundant residential land. The community is in need of larger retail commercial and multi-family housing.

|  |        |
|--|--------|
| Population Estimates, July 1 2021, (V2021)   | 17,285 |
| Population estimates base, April 1, 2020, (V2022)                                    | NA     |
| Population estimates base, April 1, 2020, (V2021)                                    | 16,872 |
| Population, percent change - April 1, 2020 (estimates base) to July 1, 2022, (V2022) | NA     |
| Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021) | 2.4%   |
| Population, Census, April 1, 2020  | 16,854 |
| Population, Census, April 1, 2010  | 14,583 |

Within meetings with the City, the Consultant team also provided an overview of the ARC GIS hub that will be utilized in the project for community engagement. The City can consider connecting a link to the hub site for the public to access from its website's homepage.



During the January 17th Reconnaissance meeting with the La Creole Node, all departments discussed the need for more development in the area in the past 20 years and a deficit in lands identified by the EOA and HNA. The city also believes there is an opportunity to develop commercial properties so residents don't have to drive to Salem for employment. The team also learned that the City is also planning with a State of Oregon TGM grant for a project on a 60-acre mill site in the south new urban renewal district. The City is waiting for David Evans and Associates to start the work, along with rezoning some residential areas is also being considered to address the missing housing deficit.

The following discovery topics were also discussed with the City of Dallas staff:

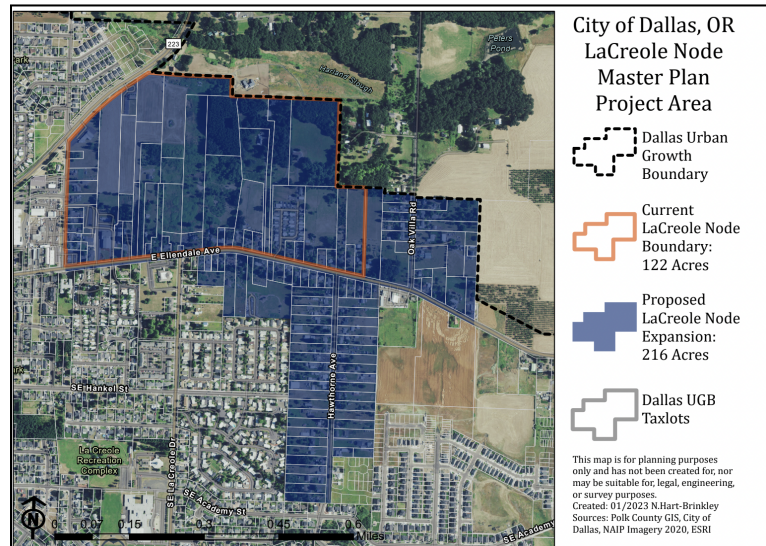
- The city's new mayor and council members
- ED Holdings, a company from the metro area, owns large lots in La Creole and is interested in big-box development.
- The community wants retail options, such as a grocery store, and 150 acres of land are available in the La Creole Node
- There is also a desire for high-end, high-density development and a balance in the downtown area without a large-scale big-box presence.
- There are constraints, such as wastewater infrastructure barriers, and the city will need to revisit the SDC methodology and development funds for public works.

Additionally, the city's public works department is issuing a request for proposal (RFP) to study the area and will share the current engineering with the consultant team. It was noted that the existing water pressure for the node area has plenty of capacity. However, it was mentioned that the sewer infrastructure would require a lift station in the city's northeast area. It was also mentioned that the EOA had identified a shortfall of 94 acres of commercial land and that multi-family housing has not kept up with the growth, particularly for "missing middle" housing.

Furthermore, the city and consultant discussed the connection to the Barberry Node and the possibility of studying the area adjacent to the La Creole Node. The consultant team has included this area in the study. It was also mentioned that Ellendale is slated for five lanes. The consultant team

visited the site, recreation center, assisted living, and the Barberry housing developments, which Dr. Horton and Hayden are developing.

The major employers in the area are government, healthcare, the Dallas retirement village, and Forest River. The city is working to attract the high-tech industry. During the afternoon reconnaissance meeting, the consultant and city departments discussed the area's potential and identified opportunities for development. The city departments discussed plans to address the deficit in lands identified by the EOA and HNA, including developing commercial properties, rezoning residential areas, and addressing the housing deficit.



The city departments also discussed the potential for the area to attract high-tech industry and the need for infrastructure improvements and community engagement. There was also a discussion of the connection to the Barberry Node and the possibility of studying the area outside the La Creole Node. The consultant team has since provided a property notification letter, press release, and technical advisory committee guidelines – along with a revised scope of work to include the expanded area – for the city staff to review and consider.