
AGENDA ITEM SUMMARY

Meeting Date: 9/8/2014
Meeting Type: Work Session
Staff Contact/Dept.: Linda Pauly DPW
Courtney Griesel CMO
Staff Phone No: (541)726-4608
Estimated Time: 30 minutes
Council Goals: Mandate

**SPRINGFIELD
CITY COUNCIL**

ITEM TITLE: SPRINGFIELD 2030 URBAN GROWTH BOUNDARY (UGB) STUDY
(METRO PLAN AMENDMENT FILE NO. LRP 2009-00014)

ACTION REQUESTED: Allison Larsen, CEcD (TadZo Consulting) will present an analysis of the economic development potential of two areas the Council is considering for UGB expansion.

ISSUE STATEMENT: Staff has contracted with Allison Larsen, of TadZo Consulting, to provide economic development site evaluations of two potential UGB expansion areas: South 28th Millrace and College View. Ms. Larsen will present her evaluations at the work session.

ATTACHMENTS:

1. Allison Larsen, TadZo Consulting – Biography
2. Maps: College View and So. 28th – Mill Race UGB Study Areas
3. Springfield Target Industries 2010-2030 (from 2009 Draft EOA)

**DISCUSSION/
FINANCIAL
IMPACT:** The City Council is considering options for expanding the UGB to provide employment opportunity sites that will meet the needs of Springfield’s target industries — as identified in the 2009 Draft Commercial and Industrial Buildable Lands Inventory and Economic Opportunity Analysis — for the planning period ending 2030.

Ms. Larsen’s firm is an economic development and site selection firm with over 17 years of experience in business recruitment and development work. At the July 21st work session, Council directed staff to invite Ms. Larsen to tour two sites with City staff and to prepare an analysis evaluating the economic development potential of the College View Industrial and South 28th-Millrace study area sites. On August 7th, Ms. Larsen toured both sites with staff.

The Council is in the process of reviewing and discussing data and analysis comparing economic, environmental, social, and energy aspects of five study areas for potential inclusion in Springfield’s UGB. At the July 21st work session, Council directed staff to include the southern portions of the North Gateway study area, and portions of the College View Industrial study area in the UGB expansion proposal and to bring back more information about the economic development potential of the former Knife River property in the South 28th/Millrace study area — now owned by Springfield Utility Board (ATT 2). Springfield’s final UGB may include some or all land discussed at the work session or other lands identified through the 2030 Plan public process, consistent with the prioritization requirements of ORS 197.298 and the Oregon Land Use Goal 14 Administrative Rule. The next steps in the public process include:

- a joint work session with Lane County Board to present Springfield’s proposed UGB
 - Open houses and additional outreach
 - Publish and mail notice of public hearing
 - Public hearing in early 2015 and Decision on 2030 Plan and UGB.
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Allison Larsen, CEcD
Principal
TadZo

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With 18 years of economic development experience and more than 10 years in international business management and sales, Allison Larsen's core competencies include competitiveness assessments, community screening, action-oriented strategic planning, target industry analysis, workforce development, marketing, visual meeting facilitation; and training.

Her perspective of understanding the needs and wants of targets, as well as community stakeholders, results in creative and effective solutions for economic development. Her ideas come out of her diverse background and experience – from growing up in a small rural community (less than 4,000 population) in Northern California to a national award-winning salesperson at a Fortune 100 'Most Admired' Company (Merck & Co.). Her entrepreneurship endeavors did not start with TadZo. She established an international distribution network for a venture capitalist, and even put herself through college by raising a herd of registered sheep.

Working in front-line business recruitment at the Madera Industrial Development Corporation and the Economic Development Corporation serving Fresno County (both in California), she sited companies yielding more than 9,000 jobs (and California is a tough sell for business recruitment). Allison worked 12 years as Principal at Chabin Concepts, consulting local communities, regional and state economic development organizations. Allison helped to create CompetitiveReady, a community certification program.

She is a sought-after speaker and trainer for economic development best practices. She has spoken at conferences and special training events for IEDC, Economic Developers of Alberta, California Academy for Economic Development, Mid-America EDC, Nebraska Public Power District, Oregon EDA, Pacific Northwest Economic Development Council, Public Service of Oklahoma, South Carolina EDA, Texas Economic Development Council, Team Texas, Washington EDA and Wisconsin EDA.

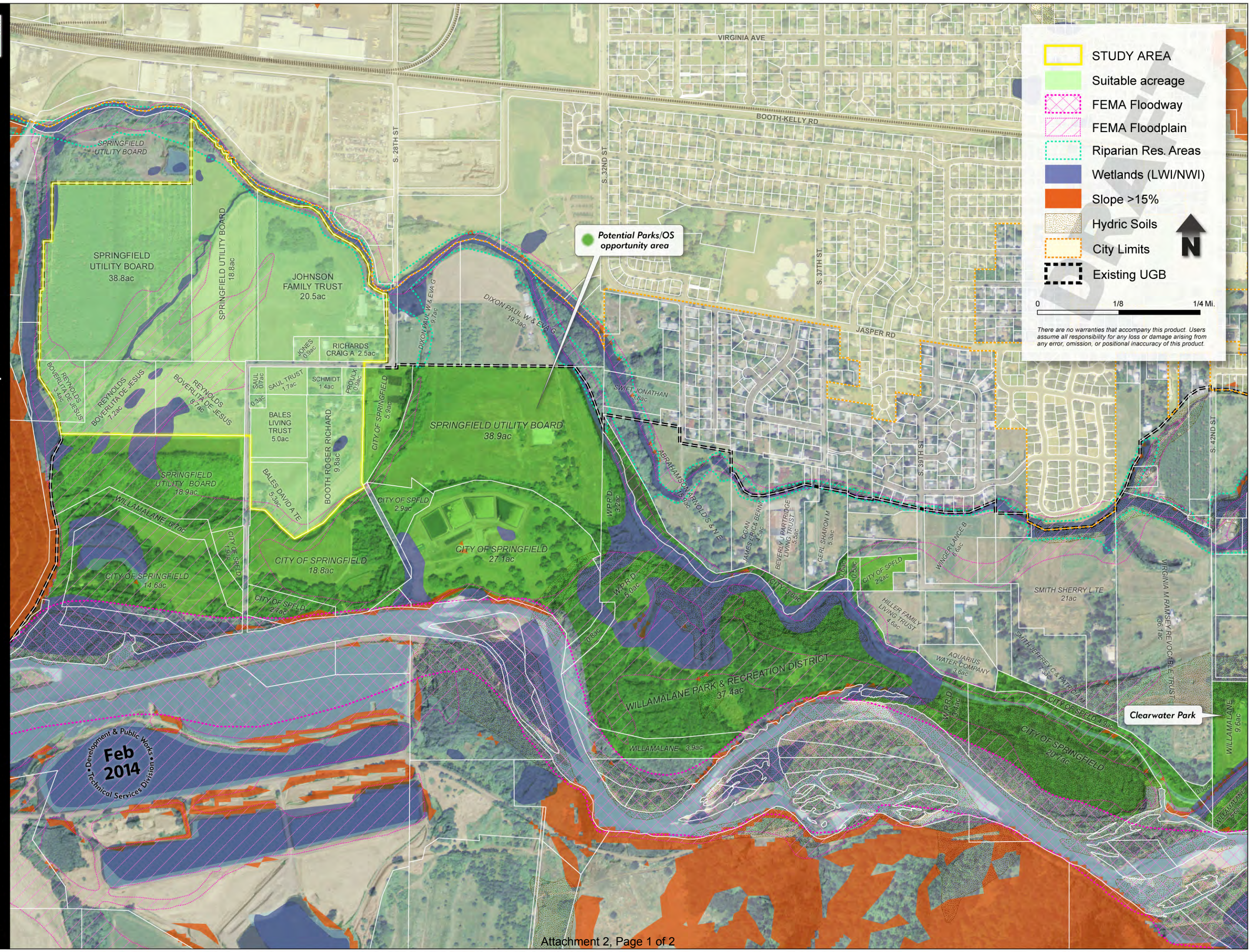
Allison graduated OU EDI and earned her CEcD from IEDC. She is a Fellow of the California Agricultural Leadership Program and holds a B.S. from the University of California, Davis.

About TadZo

TadZo is an economic development and site selection consulting firm, led by Allison Larsen. With experience working in over 63 communities across 21 states/provinces, TadZo tracks best practices – what works and what doesn't – to draw upon for potential solutions in each unique situation facing a community. TadZo also assists companies to identify communities with desirable attributes that support business strategy and competitive advantage.



SPRINGFIELD 2030 REFINEMENT PLAN: Potential UGB Expansion Areas - South Millrace



- STUDY AREA
- Suitable acreage
- FEMA Floodway
- FEMA Floodplain
- Riparian Res. Areas
- Wetlands (LWI/NWI)
- Slope >15%
- Hydric Soils
- City Limits
- Existing UGB

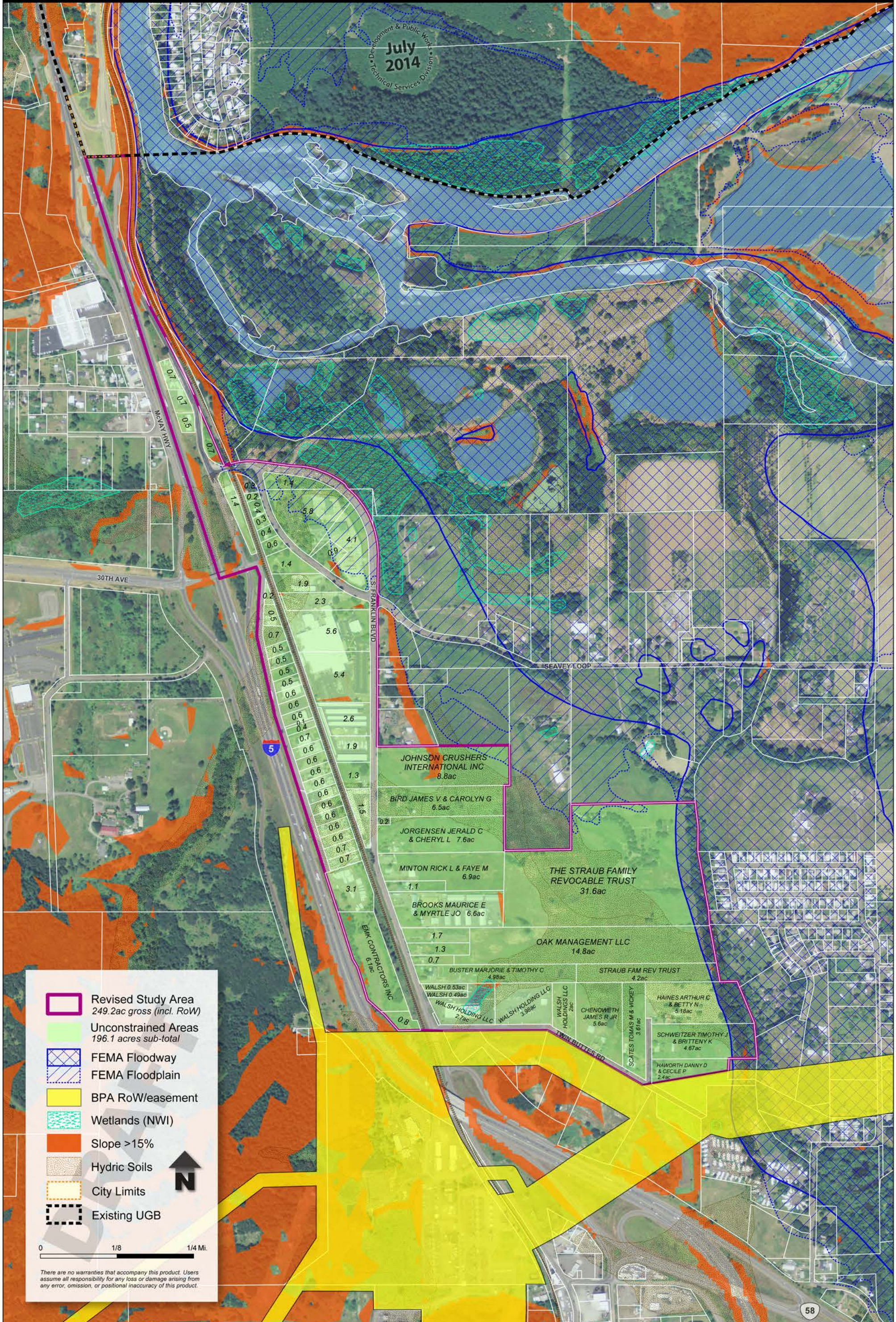
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Feb 2014
Development & Public Works
Technical Services Division



July 2014
Development & Public Works
Technical Services Division



- Revised Study Area
249.2ac gross (incl. RoW)
- Unconstrained Areas
196.1 acres sub-total
- FEMA Floodway
- FEMA Floodplain
- BPA RoW/easement
- Wetlands (NWI)
- Slope >15%
- Hydric Soils
- City Limits
- Existing UGB

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Springfield's Target Industries 2010-2030

Springfield's target industries are identified in CIBL/EOA Table S-1, p. i-iii, pp. 49-51. This list of industry clusters was developed through an extensive public planning process conducted in 2008-2009.

- Medical firms, medical research firms, and other professional services
- Health services that provide services to older people, such as assisted living facilities or retirement centers
- Manufacturers of: medical equipment, high-tech electronics, recreational equipment, furniture manufacturing, specialty apparel, and other specialty manufacturing
- Call centers (e.g. Royal Caribbean, Symantec)
- Back-office functions include administrative functions, such as accounting or information technology
- Industries that serve visitors, such as food services, accommodations, conference centers, tourism, event planning and outdoor recreation including marketing, branding and promotion
- Food processing firms, such as those that specialize in organic or natural foods or wineries
- High-tech manufacturing, software development, data centers
- Engineering, research, medical-related professionals, and other professional services that are attracted to high-quality settings
- Green construction firms, organic food processing, sustainable logging and/or lumber products manufacturing, or alternative energy production
- Corporate headquarters
- Retail and government services, especially education