

ECONOMY¹

GOAL: TO IMPROVE AND DIVERSIFY THE ECONOMIC BASE OF JACKSON COUNTY IN BALANCE WITH AIR, WATER, LAND, AND HUMAN RESOURCES.

INTRODUCTION/BACKGROUND:

Jackson County was for many years dependent upon a strong lumber and wood products industry and agricultural industry for most of its employment. A variety of factors have changed this situation, making it important to strengthen other sectors of the economy and to create new basic employment opportunities.

An economy can be divided into two generalized categories: basic and nonbasic. The basic, or export sectors, produce and sell goods for consumption outside of the area, and thus bring new income into the local economy; nonbasic industries are service or residentiary industries, which produce and sell goods that simply circulate existing income within the area. Therefore, the basic sector provides the flow of money into the local economy which is used to purchase the nonbasic sectors' goods and services. A healthy economy includes a wide variety of basic industrial activities and a ratio of basic to nonbasic employment which falls within the range of one basic job for every two and one-half to three nonbasic jobs.

The traditional basic industries in Jackson County have been the lumber and wood products industry and the agricultural industry. These industries rely upon limited, and possibly diminishing, resources. In the case of agriculture, population growth and the resulting pressure for land and development, simple land speculation, along with less than ideal climatic conditions, make it impossible for agriculturists to operate as they did in the past. The timber industry reached its peak in years when little thought was given to managing the forests for long-term industry needs, a matter which is now of prime concern. Further, both industries have become increasingly mechanized with decreased manpower needs. Because of these factors, it is unlikely that either industry will expand to provide more jobs or capital for the local economy in any substantial manner.

The makeup of Jackson County's economy, as well as that of the nation, has been changing substantially in the past several decades. The populace has become more affluent and shifted the direction of their buying habits to consume more goods and services. This fact, coupled with the pace of in-migration to the region, and the emergence of Medford as a regional service center, has resulted in the wholesale and retail sector, and the service and miscellaneous sector growing extremely rapidly during the last decade. The combined average annual employment in these two sectors were 9,200 in 1968, and 18,700 in 1978. These were the fastest growing sectors of the local economy and together represented a 51 percent increase in employment. While this situation could be positive, in excess it makes the County economy extremely volatile. The following example illustrates this point. In 1974 the national economy was in the initial stages of a recession and, likewise, the national housing market slumped. In response, the local lumber and wood products firms laid off over 1,480 workers in December. This action triggered

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further lay-offs in other sectors, and resulted in total unemployment climbing to 7,820 or 16.6 percent of the labor force by January 1975. The retail sector, in an attempt to stimulate consumer purchases and reduce excessive inventories, had numerous "after Christmas sales."

The local trade and service sectors are, as stated earlier, dependent to an unknown degree upon the patronage of people living throughout southern Oregon and northern California. As such, it is relatively certain that the ratio of basic to nonbasic employment exceeds the one-to-three ratio within Jackson County. Those dollars brought into the local economy from people residing outside the area can be considered basic. Yet, that portion of the sector that can be considered basic does not lend strength and stability to the local economy as might be expected. This is due to the fact that the entire region is dependent upon the wood products industry for the majority of their basic employment, as is Jackson County. Therefore, the basic as well as nonbasic portions of the wholesale and retail sector, and the services sector, are closely tied to the health of the wood products industry.

Manufacturing adds to the economy by what is known as "value added by processing." This is especially true of agriculture, where it includes all activities by handlers such as packers, canners, freezers, and transporters. The additional activities of getting the local product out to a nonlocal market yield additional jobs. In 1974 agriculture contributed approximately \$23,051,000 above and beyond the cash receipts of \$28,503,700, for a total of \$51,554,700.

Local manufacturing, including agriculture, contributes in other ways to the local economy, while nonlocal chain stores make lesser contributions. Much of the benefit comes from "productive input requirements;" things needed for production. Again, taking agriculture as an example, about 85 percent of the sectors purchase inputs locally. About 15 percent of the purchases are wages and salaries, five percent are property taxes, and 80 percent are supplies and services, which generate other local business activity. The other 15 percent goes for electrical power or specialized equipment, and does not give rise to additional business activity. Nonmanufacturing does not require supplies to that degree, and primarily generates other trade and service jobs.

Another major contributor to the local economy is tourism. Visitors to the area bring in new dollars without requiring the continuing services needed by a new and permanent population such as, police and fire protection, and sewers. As an example, in 1970 the Oregon Shakespearean Festival in Ashland sold \$416,068 worth of tickets to some 27,000 people, about 85 percent of them tourists. It is estimated that these visitors spent some \$1,116,840 for food and lodging, gasoline, services of various kinds, and retail goods. The 1976 ticket sales totaled \$1,136,000, about \$908,000 to visitors, more than double the 1970 figure. (Source: U.S. Department of Commerce, Economic Development Administration Evaluation of EDA Investments, and Oregon Shakespearean Festival Association.)

Providing a good setting for tourism includes activities which will be undertaken to meet other statewide planning goals, for natural resource quality, open space, and agricultural lands. It has been demonstrated, by numerous planning studies done by the state and private firms, that tourist and convention activities are one of the few growth industries in Oregon. Because of location, climate, cultural, and recreational offerings, and the physical character of the land, Jackson County is in a position to strengthen this part of its economy.

The following figures show the estimated amounts of payroll contributed to the economy by manufacturing, services, government, and various retail trade activities in 1978. It should be

noted that the payroll and profits of locally owned firms stay, for the most part, in the local economy, whereas profits of nonlocal firms are lost to other regions.

ESTIMATED TOTAL PAYROLL

Agriculture, Forestry, and Fisheries	\$5,640,000	1.2%
Mining	\$1,280,000	0.3%
Contract Construction	\$31,730,000	6.7%
Manufacturing	\$124,040,000	26.1%
Transportation, Communication, and Utilities	\$31,930,000	6.7%
Wholesale and Retail Trade	\$107,620,000	22.7%
Finance, Insurance, and Real Estate	\$14,640,000	3.1%
Services	\$57,340,000	12.1%
Government	\$100,130,000	21.1%
Total:	\$474,350,000	100.00%

Source: *Oregon Covered Employment and Payrolls, State of Oregon Employment Division.*

Because of the weaknesses in traditional primary sectors, and the overemphasis on trade and service jobs which depend on those primary sectors, Jackson County must further diversify its economy if it is to improve economic conditions. This can be done by:

- 1) Stimulating development and utilization of a greater range of local labor force skills;
- 2) Broadening the export area served from a local market to a western region market for greater stability; and,
- 3) Shifting from a partly seasonal economy to one that is fully operative year around.

This will be difficult to do for a number of reasons:

- 1) The labor force has increased at a greater rate than has the total population; from 37,240 in 1970 to 47,760 in 1975, for a 22.03 percent increase; and, to 55,720 people in 1978 for a total growth of 7,960 in three years. The estimated employment in 1978 was 51,830 with an unemployment rate of seven percent. (These figures include only those people actually registered with the state employment service. It is reasonable to assume that there are more people seeking work than are found in this group.)

Of the 51,830 people employed; 41,670 were in nonagriculture wage and salary employment leaving 10,160 persons in the categories of self-employed, unpaid family workers, domestics, agriculture, and labor disputants. Most workers (33,720) were in

nonmanufacturing, with only 7,950 in the manufacturing sector. (More complete labor force data is available in the 1979 Jackson County Economic Development Program Report)

- 2) As noted, the economy is heavily weighted in trade and services, with over 11,450 people working in wholesale and retail trade in 1978. Many of these jobs are low-paying, unskilled positions with little chance for advancement. For example, in March of 1979 the average hourly earnings for manufacturing jobs were \$7.60, whereas, average earnings in the services sector were more than \$1.25 less at \$6.32 per hour.
- 3) The existing labor force is an unbalanced mix:
 - A) It contains many unskilled young people;
 - B) Has many workers skilled only in the types of work for which few expansions are seen;
 - C) Has many people with low levels of education;
 - D) Includes more women than ever before, and they are often kept out of the 'male' manufacturing, crafts, and technical jobs; and,
 - E) Also has many people with good experience and education who often must take jobs where their expertise is unused.
- 4) The county lacks a skills training center.
- 5) No coordinated efforts exist to match the future needs of industry to existing job training programs.
- 6) The county itself has no program for expanding job opportunities through seeking new industry.

Evaluation of personal income statistics provides another method by which an economy can be reviewed. Such statistics give an indication of the welfare of the citizens of an area. In 1976 Jackson County's per capita income was \$5,545 or 88.5 percent of the state figure of \$6,265. Because per capita income is an average, it does not indicate actual conditions. Income tax returns are much more specific, showing the number of returns in various income categories.

In 1976 there were 42,035 Oregon State Income tax returns filed in Jackson County and they yield the following:

- 1) 54.6 percent were under \$10,000 (of this amount, 42.8 percent were under \$7,000);
- 2) 7.1 percent were in the \$10,000 to \$12,000 range;
- 3) 10.7 percent were in the \$12,000 to \$15,000 range;
- 4) 20.3 percent were between \$15,000 to \$25,000; and,

- 5) 7.2 percent were over \$25,000.

The median family income of Jackson County residents has been declining in real dollars, (correcting for inflation) and in relation to that of all of Oregon. The January 1, 1977, median income in Jackson County was \$14,404, and grew to \$15,187 in January 1, 1978. This \$783 increase, when adjusted by the 1977 and 1978 consumer price indexes, translates to an actual \$290 decrease in real dollars. Further, the percentage of Jackson County's median dropped relative to the state's median by 1.5 percent; 85.9 percent in 1977, to 84.4 percent in 1978.

The number of people below the poverty level is yet another indicator of the general welfare. During the 1970 census there were 11,515 people, 12.2 percent, within the county below the poverty level. In 1978, there are believed to be 13,944, 11.2 percent persons below the poverty level, and this number is projected to increase to 14,345 persons by 1980. The poverty level for a family of four within Jackson County was \$6,200 in 1978, and is projected to increase to \$7,236 by 1980.

The policies and related implementation strategies of this element will form the basis of an economic development program. The economic development program, above all else, must strive to ensure an improvement in the quality of life for the citizens of the area. Economic development must attempt, not only to provide increased quality and quantity of employment opportunities, but also to maintain or improve the quality of the social and physical environment. The program should do all of this as well as ensure stability in the economy and provide for steady development. Lastly, an economic development program must be realistic and based upon the existing potentials and constraints of the county.

An economic development program is composed of four basic parts; statistical and economic data, specific short-term and long-term goals, proposed development projects, and a short-term and long-term strategy or work program to achieve the goals. Particular emphasis should be placed upon coordination of the program. It is important to realize that program actions may have impacts beyond the boundary of a particular city or even the county. Further, a project may only be feasible if it is undertaken cooperatively with several jurisdictions, or with the assistance of federal and state agencies. Every economic development program will be different, and must be tailored to the individual community, due to the uniqueness of program goals, the human and natural resources of the community, the problems or constraints present, and the wide variety of projects which could be selected to achieve the goals.

Economic development programs must consider economic development in the broadest sense possible. Economic development is not necessarily synonymous with industrial development. Economic development, in addition to industrial development, may include such activities as manpower training, community services, improvement (water, sewer, power, roads, police, and fire protection, schools and libraries), housing and tourist development (source: Oregon Department of Economic Development, How To Do Economic Development Planning). However, economic diversification through industrial development must be considered within the program because of Jackson County's heavy reliance upon resource-based industries for income and employment. What ever specific projects are proposed, each must be evaluated in terms of the opportunity costs or trade-offs which will be made if one project is chosen over another. Further, each project must be consistent with the program strategy.

The general tenor of the policies contained within this element were extracted from the 1978 Jackson County Economic Development Report. This program is updated each year by the

Economic Development Committee, and sets forth the most current economic data for the county. The committee is expected to be delegated the authority and responsibility for the development, implementation, and coordination of the countywide economic development program. The committee will be drawn from as diverse a sampling of the socioeconomic makeup of the county as possible. The committee serves in an advisory capacity to the Jackson County Board of Commissioners.

The introduction/background section of this element was extracted primarily from the 1979 Economic Development Report. Additional historical information can be found within the 1977 and 1978 Economic Development Reports. Industrial sites in Jackson County including the incorporated cities are included within the Jackson County Industrial Site Survey, May 1982, and is adopted by reference.

FINDINGS, POLICIES AND IMPLEMENTATION STRATEGIES:

1

FINDING:

The past economic development programming efforts of the county have been somewhat frustrated by the lack of overall coordination and direction of the program. The county has been participating in the U.S. Department of Commerce, Economic Development Administration since 1971. Through this program the local program has been able to facilitate the dispersion of more than \$2 million in federal funds within the county. However, this is only one facet of an economic development program. The programming efforts should encompass a far broader range of activities with special emphasis upon coordination.

POLICY: JACKSON COUNTY SHALL CREATE AND MAINTAIN A PROGRAM TO OVERSEE AND PARTICIPATE IN ECONOMIC DEVELOPMENT ACTIVITIES WHICH INCREASE AND DIVERSIFY EMPLOYMENT OPPORTUNITIES FOR RESIDENTS.

IMPLEMENTATION STRATEGIES:

- A) The County shall maintain an Economic Development Committee to develop and oversee the economic development program.
- B) The program should include projects to increase and diversify employment opportunities for local residents within the private sector, and other projects consistent within the policies of this element.

2

FINDING:

Many commercial centers throughout Jackson County have similar problems, caused by:

- 1) Poor traffic circulation and related high pollution emission levels;

- 2) Lack of aesthetic appeal;
- 3) Absence of historic preservation efforts; and,
- 4) Lack of public amenities, such as parks and rest areas for shoppers.

POLICY: CONDITIONS FOR EXISTING COMMERCIAL ACTIVITIES SHOULD BE IMPROVED THROUGH EFFORTS TO REVITALIZE COMMERCIAL AREAS, ESPECIALLY CENTRAL DISTRICTS.

IMPLEMENTATION STRATEGIES:

- A) Encourage redevelopment and restoration of city centers, including mini-parks, sidewalks, street plantings, benches, bikeways, and street lighting.
- B) Encourage small scale aesthetic improvements by cities and merchants.
- C) Encourage the establishment and strengthening of local downtown business associations.
- D) Encourage the expeditious construction of the Highway 238 bypass at Jacksonville to protect historic structures and maintain the city character.
- E) Revise and amend the existing sign regulations in the zoning ordinance and site plan review ordinance to provide the specificity of language required to cover new county commercial centers. Enforce this and existing ordinances. Recommend adoption and enforcement of similar criteria by cities.
- F) Improve traffic management.
- G) Encourage local financial institutions to establish a low interest, rehabilitation loan program to encourage a general upgrading of established commercial centers.

3

FINDING:

Conditions currently exist in Jackson County which inhibit maximum production from two of our most valuable economic segments, agriculture and timber. Many locally controllable conditions relate to existing land use ordinances, the modification of which is covered in greater detail in the forest lands and agricultural lands elements and the 1977 Economic Development Program Report.

POLICY: EFFORTS SHALL BE MADE TO IMPROVE CONDITIONS FOR AGRICULTURE, TIMBER AND LIVESTOCK PRODUCTION, PROCESSING AND REMANUFACTURE.

IMPLEMENTATION STRATEGIES:

- A) Encourage the development of stronger programs aimed at determining suitable alternative crops and horticultural techniques which should be undertaken.
- B) Emphasize and encourage the local secondary processing of agricultural and timber-related products where possible.
- C) Encourage the continuation of experiments aimed at soil improvement through techniques such as the application of treated sewerage on agricultural lands.
- D) Encourage local agricultural organizations to promote farmers' markets.
- E) Encourage forest management programs which will provide an adequate and sustained volume of forest products and which will place emphasis upon reforestation of forest lands.

4

FINDING:

Jackson County's Economic Development Program Report has, since 1977, enumerated the extent and future potential of tourism, one of the most under-utilized economic sectors. The potential for expansion of tourist related activities is probably greater than for any other single element of the economic base in terms of generating capital from outside the region.

The State of Oregon has recognized the fundamental over-riding need to expand and diversify the economic base of the state through provision of self-contained recreational destination resorts. The State has acknowledged the significance of destination resorts through the Oregon Land Conservation and Development Commission's amendment of Statewide Planning Goal 8 to provide a process for placement of large-scale, capital investment intensive recreational resorts, even though it is understood that most such resorts would require location on farm and forest land. As noted in the Recreation Element of the Comprehensive Plan, tourism is a principal economic mainstay of Jackson County's economy. To date, the only close equivalencies of destination related recreational opportunities in the county are dependent on state and county parks, hunting and fishing, boating and river rafting, and the passive recreational opportunities provided in urban areas, principally in Ashland and Jacksonville.

Tourism and destination resort oriented recreation is essentially undeveloped. The richness and diversity of the natural environment of Southern Oregon and Jackson County, in conjunction with its attractive climate, is a significant under-utilized economic asset. It is essential to the diversification of Jackson County's economy and of statewide interest that a mechanism for the siting of destination resorts be provided through Jackson County's Comprehensive Plan and Land Development Ordinance. It is of utmost importance that a balancing of Statewide Planning Goals 2, 3, 4, 5, 8, and 9 be achieved to ensure that this untapped economic resource can be developed properly. A properly conceived destination resort can exist compatibly within resource designations through proper planning.

POLICY: TOURISM SHALL BE ENCOURAGED. JACKSON COUNTY SHALL COOPERATE WITH AND ASSIST THE PRIVATE SECTOR IN THE DEVELOPMENT OF FULL-SERVICE DESTINATION RESORTS. A DESTINATION RESORT SHALL

NOT BE DISCOURAGED BY THE COUNTY IF THE PROPOSAL IS CONSISTENT WITH STATEWIDE PLANNING GOALS, THE COUNTY'S ACKNOWLEDGED PLAN, AND ITS IMPLEMENTING REGULATIONS.

IMPLEMENTATION STRATEGIES:

- A) Destination resort tourist developments shall be allowed at appropriate areas in the county pursuant to destination resort provisions in the Land Development Ordinance and Comprehensive Plan. The destination resort provisions shall be consistent with the requirements of ORS 197.435 to 197.467 and Statewide Planning Goal 8, and shall provide for a clear mechanism to allow for the siting of a destination resort within Jackson County, consistent with the County's acknowledged Comprehensive Plan and implementing ordinances, the Destination Resort Statute, Statewide Planning Goals, and Oregon Administrative Rules.
- B) Capital improvements programming, strong promotional programs, and the exploration of public and private funding sources should be undertaken to create convention and other facilities.
- C) Programs should be created to promote recreation and tourist facilities and should be coordinated with local chambers of commerce and the state office of tourism.
- D) Make adequate provision for overnight accommodations, camping and lodging, near urban centers and recreation areas.
- E) Priority items for capital improvement programming by local governments include but are not limited to:
 - i) Cultural convention facilities at the South Medford Interchange site
 - ii) Completion of the Jackson County Exposition Park;
 - iii) Expansion of the Jacksonville Museum;
 - iv) Future expansion of the Britt Festival facilities;
 - v) Development of the Bear Creek Greenway;
 - vi) Improved public transportation systems;
 - vii) The development of bike paths; and,
 - viii) Implementation of the county road plan.

5

FINDING:

Currently the financing of public improvement projects and budgeting is done on a year-by-year, generally ad hoc basis, with some exceptions. Many dissimilar projects compete for limited county funds and without the aid of a comprehensive spending plan, priorities can become unclear from year to year. A formal method for programming capital improvements and capital expenditures is being insisted upon more and more by banks as well as federal agencies participating in many grant and loan programs. Throughout this comprehensive plan, references are made to the funding of various projects and programs. Obviously, not all projects can receive full funding. The capital improvement program will provide a vehicle to determine long and short-range priorities and initiate perhaps the most important tool to ultimate implementation of the comprehensive plan. A more complete discussion of capital improvement programming is contained within the general implementation element.

POLICY: JACKSON COUNTY SHALL IMPLEMENT A COMPREHENSIVE AND COORDINATED CAPITAL IMPROVEMENT PROGRAM TO GUIDE THE LONG RANGE FINANCING AND PRIORITIZATION OF PUBLIC IMPROVEMENT PROJECTS.

IMPLEMENTATION STRATEGY:

The policy itself is an implementation measure. From the Comprehensive Plan and other sources a capital needs list should be developed. This list should be reviewed and revised each time the plan itself is reviewed. Generally capital improvements programs cover a five-year period beyond the capital improvement budget for the first year.

6

FINDING:

Many employment opportunities within certain types of businesses are left undeveloped due to the firm's small size, employment characteristics, financial constraints, and in some cases, limited demand for their products. These potential businesses, because of their limited scale, cannot justify the expenditure necessary to locate in a developed and/or designated commercial or industrial zone. A small number of these firms do not require the isolation and/or consolidation that most businesses and industries require. Many could be located, subject to certain conditions, within residential zoning districts. These nontraditional businesses will provide an alternative form of employment for the citizens of Jackson County.

The development of home occupations within the residential areas of the county will result in numerous benefits, of which increased job opportunities, local control and ownership, improved utilization of local natural resources, increased value added to products which are exported, and conservation of energy are but a few. Furthermore, the make-up of the economy will be more diversified and will thus ensure greater overall economic stability without deteriorating natural amenities.

POLICY: ALLOW FOR THE DEVELOPMENT OF NON-TRADITIONAL BUSINESSES WITHIN CERTAIN ZONING DISTRICTS.

IMPLEMENTATION STRATEGY:

Urban and rural home occupations shall be permitted outright in their respective zoning districts.

7

FINDING:

Increased commercial and industrial development can expand and improve the local economy. Competition for environmentally sound commercial and industrial development is keen. Most other areas in the state and nation, as a whole, have the same interest in attracting new development which will alleviate their economic problems. Plant relocation is an uncommon occurrence and it is not realistic to believe that Jackson County can capture a disproportionately large share of enterprise with these desirable attributes. On the other hand, the county can expect to attract its fair share, if it proceeds on a logical course of action.

POLICY: ATTRACT NEW COMMERCIAL AND INDUSTRIAL ENTERPRISE APPROPRIATE TO JACKSON COUNTY.

IMPLEMENTATION STRATEGIES:

- A) Appropriateness, as used in the above policy shall be determined through compliance with the following criteria.
 - i) Utilization of the existing labor force;
 - ii) Utilization of the existing and planned transportation system;
 - iii) Nonpolluting nature; and,
 - iv) Best utilization and conservation of energy and other local natural resources.
- B) Explore funding alternatives and support the promotion of economic development such as the creation of a port district.
- C) Encourage private efforts to attract new commercial industrial enterprises.
- D) Encourage the use and development of funding programs such as the State Economic Development Bonds which would diversify economy.
- E) Maintain and update the Jackson County Industrial Site Survey on a regular and continuing basis.

8

FINDING:

Locational decisions by industrial firms are based upon consideration of numerous factors of which labor costs, distance from primary inputs, distance from final markets and shipping costs are carefully reviewed. Urban locations are sometimes inappropriate or inefficient.

An urban location may be inappropriate for a use which creates obnoxious odors or would otherwise be incompatible with urban industrial development. It is recognized that few industrial uses are inappropriate for a general industrial zoning district and only a few of these will be compatible with rural development.

A rural location of an industrial use may be appropriate when necessary to provide for the development or efficient utilization of a rural natural resource. Proposals to site an industry in rural areas to reduce transportation costs of production must be evaluated in terms of the costs for final product distribution and employee transportation costs. Total energy costs for transportation should be carefully considered.

Certain locations within rural Jackson County may allow for some locational advantages vis-à-vis other urban locations. It is not consistent with economic development goals of the incorporated communities to allow siting decisions to be governed wholly by the degree of efficiency that a rural location may possess over an urban one. Rarely are the costs, excluding land price differentials, great enough to warrant setting aside the needs of the incorporated cities for a broader and larger industrial base. If the locational advantages of rural and urban lands for firms not requiring urban level facilities were weighed based exclusively on the needs of the firm, the rural location would be chosen if for no other reason than the lower land costs. A policy to allow rural industrial development based wholly upon the efficiency of the firm could cause substantial instability in real estate markets for industrial land, which could adversely impact existing efforts to attract new industries to the Rogue Valley.

POLICY: THE LOCATION OF INDUSTRIAL USES OUTSIDE OF URBAN CONTAINMENT OR URBAN GROWTH BOUNDARIES OR AREAS COMMITTED TO INDUSTRIAL USE SHALL ONLY BE PERMITTED SUBJECT TO SATISFACTION OF THE FOLLOWING STANDARDS:

- A) **THE SPECIFIC PROPOSED INDUSTRIAL USE REQUIRES A RURAL LOCATION FOR ONE OF THE FOLLOWING REASONS:**
- i) **THE ACTIVITY IS NOT COMPATIBLE WITH URBAN INDUSTRIAL USES. FACTS SHOWING THAT THE USE IS EITHER NOT PERMITTED WITHIN ANY INDUSTRIAL ZONE AS EITHER A CONDITIONAL USE OR A PERMITTED USE, OR THAT AN APPLICATION FOR A CONDITIONAL USE TO SITE WITHIN A GENERAL INDUSTRIAL ZONE HAS BEEN DENIED AFTER ALL APPEALS AT THE LOCAL LEVEL HAVE BEEN EXHAUSTED ARE NECESSARY TO SHOW SATISFACTION OF THIS STANDARD; OR**

- ii) **THE ACTIVITY IS NECESSARY FOR THE DEVELOPMENT OR EFFICIENT UTILIZATION OF A RURAL NATURAL RESOURCE. FACTS SHOWING THAT THE RESOURCE IN THAT LOCATION OR IN OTHERS IS NOT CURRENTLY BEING UTILIZED BY OTHER FIRMS WITHIN URBAN INDUSTRIAL SITES ARE NECESSARY TO SHOW SATISFACTION OF THIS STANDARD.**

- B) **IF THE LOCATION IS PROPOSED TO OCCUR ON RESOURCE LANDS, ALTERNATIVE RURAL LOCATIONS WITHIN LAND COMMITTED TO NONRESOURCE USE MUST BE EVALUATED. THE AREA CONSIDERED SHOULD BE LARGE ENOUGH TO ENCOMPASS ALL SITES WITH SIMILAR CHARACTERISTICS (SUCH AS DISTANCE FROM MARKETS, LABOR AVAILABILITY, DISTANCE FROM RAW MATERIAL INPUTS, ETC). THE PROPOSED SITE MUST BE FOUND TO BE THE BEST AVAILABLE SITE KNOWN TO THE COUNTY WHICH IS SUITABLE FOR THE PROPOSED USE, TAKING INTO CONSIDERATION ALTERNATIVE SITES ON COMMITTED LANDS.**

- C) **FINDINGS MUST BE MADE ADDRESSING THE LONG TERM ENVIRONMENTAL, ECONOMIC, SOCIAL, AND ENERGY CONSEQUENCES OF THE SPECIFIC INDUSTRIAL USE AT THE PROPOSED AND ALTERNATIVE LOCATIONS EXPLAINING WHY THE PARTICULAR ALTERNATIVE WAS CHOSEN.**

- D) **THE PROPOSED USE MUST NOT ADVERSELY IMPACT THE RURAL NATURE OF THE SURROUNDING REGION OR SENSITIVE FISH AND WILDLIFE AREAS, AND MUST BE COMPATIBLE WITH ADJACENT USES.**

IMPLEMENTATION STRATEGY:

Establish a Rural Limited Industrial zoning district.