



# CITY OF EAGLE POINT

*"Gateway to the Lakes"*

OREGON

## EAGLE POINT PLANNING COMMISSION

17 BUCHANAN AVENUE SOUTH, EAGLE POINT, OREGON

### REGULAR MEETING MINUTES

**August 16, 2011**

#### **1. CALL TO ORDER.**

Vice-Chairman Coupe called the regular meeting of the Eagle Point Planning Commission to order at 7:00 p.m.

Commissioners present: Sharon Coupe, Kevin Walruff, Steve Hunter.

Commissioners absent: Suzi Collins and Trenton Douglas.

Staff present: David Hussell, City Administrator; Bunny Lincoln, Principal Planner; Sara Miller, Planning Aide.

Margaret Bradburn, reporter for the Upper Rogue Independent was also present.

#### **2. FLAG SALUTE.**

David Hussell led the flag salute.

#### **3. ITEMS NOT ON THE AGENDA.**

There were no additional items brought before the Commission.

#### **4. PUBLIC HEARINGS.**

There were no public hearings brought before the Commission.

**5. CONSENT CALENDAR.**

**5.1 Minutes of Previous Meeting – July 19, 2011.**

Vice-Chairman Coupe called for a motion on the Consent Calendar. Commissioner Walruff moved that the Consent Calendar be approved. Commissioner Hunter seconded the motion. There was no discussion. Roll call: Kevin Walruff, aye; Steve Hunter, aye; Sharon Coupe, aye. The motion passed unanimously.

**6. CONSIDERATION OF ITEMS REMOVED FROM CONSENT CALENDAR.**

There were no items removed from the Consent Calendar.

**7. UNFINISHED BUSINESS.**

There was no unfinished business brought before the Commission.

**8. NEW BUSINESS.**

There was no new business brought before the Commission.

**9. WORKSHOP.**

**9.1 Continued Eagle Point Strategic Plan/SWOT Analysis Review and Update.**

David Hussell presented the workshop discussion on the Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis. He outlined the history and background of the existing Strategic Plan and briefly reviewed the SWOT analysis in the current plan. He explained that all of the comments given by the Planning Commissioners would be added to those gathered from the other Commissions, Staff and the Board of Directors for the Chamber of Commerce and presented to City Council as a new SWOT Analysis. There was a discussion regarding the importance of having an updated analysis in place, with Mr. Hussell explaining that the plan and analysis give Council, Commissions and Staff direction as well as provide the City the opportunity for grants and funding assistance.

David Hussell reviewed the SWOT analysis spreadsheet that Staff created. There was discussion between Staff and the Commissioners regarding ideas on Strengths, Weaknesses, Opportunities and Threats for Eagle Point and the Commissioners gave their input for the analysis. The discussion included the types of uses needed for the future to meet the community needs as part of the UGB expansion.

Staff, the Commissioners and audience member Milicent Wewerka concurred that the following ideas should be included in the SWOT Analysis update.

## **I. PHYSICAL ENVIRONMENT.**

### **i. STRENGTHS.**

- a. Highly attractive/safe living environment.
- b. Little Butte Creek.
- c. Readily available Highway 62 access.
- d. Favorable regional recognition status.
- e. Small town characteristics/environment maintained.
- f. Clean streets and neighborhoods.
- g. Seasonal flower baskets.

### **ii. WEAKNESSES.**

- a. Pedestrian/bike connectivity.
- b. Public ownership/access to Little Butte Creek.
- c. Seasonal water quality problems with Little Butte Creek.
- d. Lack of skateboard park.
- e. Limited access to Little Butte Creek.
- f. Watering schedule in parks limits use during mornings.

### **iii. OPPORTUNITIES.**

- a. Develop/enhance pedestrian and bike connectivity between neighborhoods and activity centers.
- b. UGB expansion warranted.
- c. Create orderly growth plan.
- d. Master Plan zoning-20 year planning horizon.

### **iv. THREATS.**

- a. Land overdevelopment.
- b. Inadequate open space.
- c. County and State regulations.
- d. Lack of funds for adequate parks.
- e. Lack of tax base revenue.
- f. Incomplete street sections.

## **II. ECONOMY/TOURISM.**

### **i. STRENGTHS.**

- a. New business areas- Creekside Center, Eagle Landing, Poppy Village, Southern Oregon Dental, Figaro's/Subway and Wal-Mart.

- b. Revitalized town center- City Hall upgrades, Library, Fire Station, Judge Stewart House, street trees, town center street signage and Centennial Plaza.
- c. Medical/dental services-Providence Clinics, Jackson County Physical Therapy, Eagle Point Pediatrics, Eagle Point Medical Center, Eagle Point Dental, Southern Oregon Dental, Wal-Mart Pharmacy, two chiropractic clinics and Eagle Point Eyecare.
- d. Tourism- Harnish Park and Interpretive Center, Butte Creek Mill, VA Cemetery, Eagle Point Golf Course, Eagle Point Museum and new Highway 62 signage.
- e. Historic- Covered bridge, cemeteries, Butte Creek Mill and historic homes.
- f. Other- 150 plus acres of urban reserve industrial land, adopted Town Center Plan, substantial home occupation base, regional recognition status, active involved Economic Development Commission, adopted population allocation for double growth for 20 year planning horizon, 2000-10 growth to 8,500 supportive of enhanced business market, access to Medford/White City job markets fosters retention of “bedroom” community atmosphere and active/expanding/involved Chamber of Commerce.

ii. WEAKNESSES.

- a. Undefined Historic District.
- b. Lack of strategic marketing plan.
- c. Sign Code conflicts.
- d. Lack of town center focus.
- e. Lack of “locational” signage.
- f. Lack of marketing strategy with Eagle Point Golf Course.
- g. Lack of community understanding of public vs. private sector investment.
- h. Expansive regional job market limits Eagle Point employment opportunities.
- i. Inadequate commercial zoning.
- j. Inadequate UGB lands available.
- k. Unbalanced service vs. retail businesses.

iii. OPPORTUNITIES.

- a. New city website.
- b. Channel 15.
- c. Strategic Plan update.
- d. Revitalize/redevelop old fire station site.
- e. Improve economic development strategies.
- f. Rezone/expand downtown and highway commercial zoning designations for additional or more contemporary uses.
- g. Use of Harnish Park Visitors Center as Chamber of Commerce office.

- h. Update sign code with input from community and business owners.

iv. THREATS.

- a. Current recession.
- b. Ongoing perception of Eagle Point as a low income community with no attractive socio-economic characteristics.
- c. High foreclosure percentage.
- d. Lack of investment capital.
- e. Lack of strategic plan for marketing Eagle Point as desirable business environment.
- f. Eagle Point perceived to be too far from other regional locations.

**III. PUBLIC INFRASTRUCTURE.**

i. STRENGTHS.

- a. Sewer/water system in place for 20 years growth including new water reservoir.
- b. New roads, sidewalks, lighting, infrastructure, Main Street repaving, new Main/Royal intersection, new Loto/Royal intersection and Loto Street Bridge.
- c. Highway 62 four lighted intersections enhance access and safety.

ii. WEAKNESSES.

- a. Sewer not available for entire community (Vista Park subdivision and light industrial area on south side of Hannon Rd.)

iii. OPPORTUNITIES.

- a. Continue Town Center revitalization with sidewalks, lighting, city entrance sign, and site redevelopment.
- b. Convenient access to improved Hwy. 62 and transportation facilities.
- c. MEDCO bypass (in planning stages).
- d. Enhanced regional transportation connectivity-Bingham Brown Rd., Linn Rd., Nick Young Rd., Brownsboro Hwy., Reese Creek Rd., Riley Rd. and Stevens Rd.

iv. THREATS.

**IV. SOCIAL.**

i. STRENGTHS.

- a. Efficient/effective local government.

- b. Small town, semi-rural environment.
- c. Town Center Plan.
- d. Regional Problem Solving plan.
- e. Active Parks and Recreation Commission.
- f. Eagle Cove assisted living facility and other adult foster care homes.
- g. Active Senior Center.
- h. Strong religious community.
- i. Meals on Wheels program.
- j. Active involved civic groups.
- k. Existing park systems.
- l. Outstanding law enforcement.
- m. Local community newspaper.

ii. WEAKNESSES.

- a. Inter-community communication.
- b. Inadequate amount of city staff.
- c. Limited developed parks for all ages.
- d. Limited recreation programs and facilities for all ages.
- e. Limited volunteerism.
- f. Lack of public transit.
- g. Limited financial resources for community events.

iii. OPPORTUNITIES.

- a. Improve inter-community communication.
- b. Create utility billing news statement.
- c. Enhance City-School District 9 relationship and promote further joint facilities use.
- d. Enhance City-Chamber relationship.
- e. Regional sports complex at Highway 62 lagoon site.
- f. American Family Entertainment complex.
- g. Enhance recreational opportunities for all ages.
- h. Population growth over 20 year planning horizon (2010-2030).
- i. Provision of public transit system.

iv. THREATS.

- a. Neighborhood polarization.
- b. Forecast 20 year population increase threatens semi-rural, small town atmosphere.
- c. Turnover in City Council, City Administrator and Staff.

**V. EDUCATION.**

i. STRENGTHS.

- a. New public schools.
  - b. SD#9 high school in Eagle Point.
  - c. SD #9 administrative offices in Eagle Point.
  - d. Daycare centers.
  - e. Headstart.
  - f. Preschools.
  - g. Church schools.
  - h. City/SD#9 interaction and facility sharing.
- ii. WEAKNESSES.
- a. City/SD#9 have to share facilities for public sports and recreation for all ages.
- iii. OPPORTUNITIES.
- a. Develop educational partnerships with Rogue Community College and Southern Oregon University.
- iv. THREATS.
- a. Reputation for inferior educational system.

There was further discussion between Staff and the Commissioners regarding the limited financial resources for program expansion in the current economy and how the low tax rate in Eagle Point greatly limits the abilities of local government.

## **10. REPORTS FROM PLANNING COMMISSION MEMBERS.**

There were no reports offered by Commission members.

## **11. REPORTS FROM STAFF.**

Bunny Lincoln explained that the next Planning Commission meeting was scheduled to have a public hearing for a Comprehensive Plan amendment and zone change for the Greenhills development. The applicant will be seeking approval to lower the density of the development from R-4 to R-2 in order to build detached housing instead of attached units as previously approved.

The Commission members asked the status of the Eagle Point Hardware store signage application. David Hussell explained that Staff had not received a signage plan request from Eagle Point Hardware. There was discussion between Staff and the Commissioners regarding code allowances for additional signage based on the location abutting the highway and multiple streets where signage may be obstructed from one or more directions.

Vice-Chairman Coupe asked the next step in the process for the SWOT Analysis update. The next step would be for Staff to compile the comments from other commissions and the Chamber of Commerce into a complete report for City Council.

**12. INFORMATION.**

No further information was brought before the Commission.

**13. NEXT MEETING.**

Vice-Chairman Coupe announced that the next meeting of the Planning Commission would be held September 20, 2011 at 7:00 p.m. in the City Council Chambers.

**14. ADJOURNMENT.**


There was no other business to come before the Planning Commission and Vice-Chairman Coupe adjourned the meeting at 9:40 pm.

Respectfully submitted,



Sara Miller, Planning Aide

ATTEST:

  
Sharon Coupe, Vice-Chairman