



**City of Prineville**  
**DEPARTMENT OF PLANNING & COMMUNITY DEVELOPMENT**  
**STAFF REPORT**

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**Hearing Date:** June 21, 2011  
**Request:** Proposed Comprehensive Map Amendment and Zone Change  
**Location:** 735 Connect Way, Map & Tax Lot 1515000000311  
**Applicant:** City of Prineville  
**Staff:** Scott Edelman, Planning Director

**Summary**

The City of Prineville proposes the rezone of approximately 21.4 acres of a 119.5 acre parcel from Heavy Industrial (M-2) to Limited Industrial (M-1) on its Zoning Map and from Heavy Industrial to Light Industrial on its Comprehensive Plan Map. The amendment would make this portion of the parcel consistent with the remaining 98.1 acres of the property, as well as the properties to the west, currently M-1 on the Zoning Map and Light Industrial on the Comprehensive Plan Map.

The following maps are attached depicting the proposed amendments:

Map A: City of Prineville Zoning Map – Prior to Amendment

Map B: City of Prineville Zoning Map – Post Amendment

Map C: City of Prineville Comprehensive Plan Map – Prior to Amendment

Map D: City of Prineville Comprehensive Plan Map – Post Amendment

**Background**

The subject site was annexed into the Prineville City Limits in 2009 prior to the development of the Facebook Data Center on the site. When annexed, the property was split zoned between Heavy Industrial and Limited Industrial in accordance with the Comprehensive Plan. At the time of development of the data center, the 119.5 acre property had not been divided and, in accordance with the Prineville Zoning Ordinance, was treated for development purposes as the predominant zone, Limited Industrial (M-1). The actual data center building was constructed across the line between the M-1 and M-2 zones.

Subsequent to obtaining development approval for the data center, Facebook representatives applied for a partition which divided the property into three parcels. The parcel that is located between Tom McCall Rd. and SE Connect Way is the location of the data center.

Recently Facebook representatives have indicated an interest in expanding their use of the full 119.5 acre site by developing a campus environment which may include future data center buildings as well as other supporting uses. Some of this development would likely occur within the area of the property identified as M-2, heavy industrial. The City of Prineville is currently updating its zoning ordinance, which is anticipated to be approved by the City Council by the end of May, 2011. In this update, data centers and similar uses are allowed as an outright use in the M-1 zone and a Type 2 conditional use in the M-2 zone, which requires a public hearing.

In order to facilitate efficient development of this site, in cooperation with Facebook, the City of Prineville Planning Commission has initiated this zone change.

### **Staff Findings**

The following findings are intended to support the proposed zone change and plan amendment by demonstrating compliance with the City of Prineville Zoning Ordinance and Comprehensive Plan.

The following section of the City of Prineville Zoning Ordinance is applicable to this proposal in regard to the procedures to be followed in considering the zone change and map amendment.

#### **1. City of Prineville Code of Ordinances, Title XV – Chapter 153**

##### **§153.256.030. Decision on plan amendments and zone changes.**

A. Except as set forth herein, the Planning Commission when acting as the Hearings Body shall have authority to make decisions on all quasi-judicial zone changes and plan amendments. Prior to becoming effective, all quasi-judicial plan amendments and zone changes shall be adopted by the City Council.

B. In considering all quasi-judicial zone changes and those quasi-judicial plan amendments on which the Planning Commission has authority to make a decision, the City Council shall, in the absence of an appeal or review initiated by the Council, adopt the Planning Commission decision. No argument or further testimony will be taken by the Council.

**Finding 1: The proposal is for a quasi-judicial zone change and plan amendment. As such, it is subject to the process as outlined above. The purpose of the public hearing set for June 21, 2011 is to hold a public hearing to make a decision on the proposed amendment. If the Planning Commission approves the proposal, the City Council will have the option of adopting the amendment or conducting its own review.**

The chapters of the City of Prineville Comprehensive Plan which are relevant and applicable to the proposed zone change and map amendment are discussed below. Specific items within these chapters which are not relevant to this proposal are not listed in order

to achieve maximum clarity and efficiency. Further, the proposal has been determined to have no significant impact on the following chapters:

- Chapter 3, Natural Environment
- Chapter 4, Parks, Recreation and Open Space
- Chapter 5, Transportation
- Chapter 7, Housing
- Chapter 8, Public Facilities and Services

While there will be inevitable impacts on the community in relation to each of these areas upon development of the subject site, it is the opinion of the City that there is no foreseeable impacts in relation to any of these areas that will result from re-designating the subject site from heavy industrial to light/limited industrial. If the proposal was to re-designate the site to a residential or commercial zone, then there would be a potential impact in each of these areas. As a rezone from one industrial category to another, it is not possible to measure any significant effects until a development is proposed on the site. The impact on each of these areas of City concern will be addressed through submittal and review of future development applications.

## **2. City of Prineville Comprehensive Plan – Chapter 1: Community Characteristics**

### **Commercial and Industrial Area Values and Policies**

**New commercial and industrial areas shall include the following features:**

Commercial and industrial area development plan required. Before any required land division or design review approval, a development plan shall be prepared for all parcels and sites contemplated for development. The intent of these policies is to create “complete commercial and industrial areas” and avoid piecemeal development practices that can lead to unnecessary community subsidy and sprawl.

**Finding 2A: Facebook, represented by Vitesse, LLC, submitted a development plan for review and approval prior to constructing the data center on the subject site. Future development of the site will require further development plans and/or master plans to ensure development that is consistent with both internal development of the site as well as land use and development patterns on adjacent properties. The rezoning and map amendment of the subject site will help facilitate the efficient development of this site as a campus for data centers and other similar and/or compatible uses.**

Land use and design standards. Commercial and Industrial development plans shall be evaluated based on the adopted land division and zoning ordinance criteria and shall also contain the following design elements:

- Planned unit development techniques or zoning overlays to permit and control mixing of uses. This may include access to sidewalks, trails, transit, open space, parks or other recreational areas.

- Architectural features that articulate the exteriors of large buildings to reduce the visual mass and enhance the architecture of the community.
- Outdoor amenities in the form of pocket parks, plazas, exercise facilities, on site cafes, day care facilities or other features that enhance the working experience for employees and reduce vehicle trips.
- Techniques to provide and implement design features that minimize the negative effects of infill development by improving compatibility with existing structures and land uses.
- Orienting the building primary access point to a public sidewalk or street.
- Planting and maintenance of suitable street trees.
- New parking areas shall, to the greatest extent practical, be placed around new buildings in order to avoid concentrations of parking and excessive walking distances from the street to the primary access point.
- Adequate off-street parking for bicycles.
- Adequate buffers from incompatible uses. *i.e. If new commercial and industrial uses are proposed to be located next to existing residential dwellings they must be separated by a side or rear yard setback twice the requirement established for the use.*
- Designation of public use lands necessary for schools, trails, emergency services, infrastructure support systems, transit amenities, and natural resource protection in accordance with this Plan.
- New development of commercial lots shall contain, at a minimum, 51% commercial use to minimize the exclusive use of a commercial lot as primarily residential
- Area studies containing analysis of the land uses contained within the perimeter of the development site. This may include demographic data necessary to show the quality and quantity of the existing commercial and industrial types, mixed-uses, open space and recreation areas, public use lands, trails and sidewalks, and utility needs. The City staff, in collaboration with the applicant proposing the development, shall jointly evaluate the commercial/industrial area study and determine what land uses are necessary to promote and implement the “complete industrial and commercial area” concept. The City may require certain missing commercial/industrial to be developed on or adjacent to the redevelopment property or require a pro rata cash contribution to the future development of such elements. The required “complete” design elements shall be included in all (re)development proposals unless it can be proven that the abutting and/or adjacent developed lands include the elements necessary to meet the intent of this section.

**Finding 2B: The items listed above are all components of Site Plan and Design Review. Through application of the Zoning Ordinance, these were addressed during the review of the initial data center site plan approval and will be applied to all future development on the site. While the zone change and map amendment do not directly affect implementation of these standards, creating a uniform zone for the development of this site (M-1 rather than split zoned between M-1 and M-2) will**

**facilitate future development that has a design consistent with that of the rest of the site as well as surrounding properties.**

**Programs:**

The City shall draft and adopt design guidelines and other planning tools that educate, encourage, and regulate the development in commercial and industrial areas. Such planning tools include, but are not limited to the following:

1. Draft and adopt updated local zoning ordinance provisions
2. Draft and adopt updated local land division ordinance provisions
3. Provide incentive programs to encourage quality commercial development and infill projects.
4. Draft and adopt a consolidated neighborhood overlay map showing potential neighborhood redevelopment areas and needed commercial and industrial services and employment centers
5. Draft and adopt new commercial and industrial design guidelines
6. Draft and adopt design guidelines for single-family housing in commercial and industrial areas.
7. Develop incentives that encourage high quality building design in all new construction, renovations and rehabilitation
8. Require a high level of property maintenance throughout the commercial and industrial community.
9. Review code enforcement role and procedures for effectiveness in abating zoning violations
10. Identify community entry locations to be revitalized and sponsor a competition for entry statement designs in cooperation with other civic groups, schools and volunteer organizations. Create welcoming and visually important entry statements along highway entries.
11. Develop parking standards that incorporate on street parking.
12. Reduce the distance pedestrians must travel when crossing streets, using sidewalk "bulb-outs" and pedestrian "islands" at key intersections.
13. Work with ODOT to make highway environments more walkable, particularly through the commercial core areas.
14. Install lighting that is more pedestrian in scale along popular walking corridors.
15. Orient and screen truck loading docks and service areas to minimize impacts on adjoining residential areas and to decrease or eliminate in street parking loading and unloading.
16. Locate parking lots to encourage pedestrian access to commercial uses from adjoining neighborhoods.
17. Locate and screen solid waste bins and recyclable materials to minimize impacts on adjoining residential areas.

**Finding 2C: The items listed above are primarily either addressed through application of the Zoning Ordinance during site plan and design review, through enforcement of the Zoning Ordinance in the case of violations, or are specific programs that would be implemented separately from this zone change and map amendment proposal. None of these items applies directly to the proposed zone change and map amendment.**

### **3. City of Prineville Comprehensive Plan – Chapter 2: Urban Land Use and Zoning Designations**

#### **Goal # 1: Create land use zones and land use regulations that enhance Prineville without sacrificing community values**

##### **Industrial Zone Values and Policies**

- Industrial areas that are served by adequate community transportation, convenient connections to highway access, workforce housing, water, and sewer, communication, power and gas systems will have a competitive advantage in the Central Oregon Region.
- Industrial zones should provide the greatest density of manufacturing jobs per acre, exclusive of workforce housing, and be located in places that do not disrupt the function of other land uses.
- Industrial zones should provide places for manufacturing, repair, with potential for high concentrations of jobs, products, and services in areas that can be conveniently served by transportation and easily accessed by high numbers of employees.
- Industrial activities should include buffers to protect any nearby neighborhoods and/or workforce housing from the negative effects of industrial activities. Heavy industrial uses should be located away from residential neighborhoods.
- New Industrial zones should be located close to other industrial zones as a way to maximize available infrastructure.
- It is necessary to prioritize capital improvements in industrial areas to attract and retain industrial and manufacturing uses.
- Clean industries are preferred. Industries that produce excessive noxious airborne particulates and non-disposable hazardous waste may not be allowed.
- Industrial zones shall have vegetative buffers to reduce the negative impacts of large, plain buildings, outdoor storage, mechanical equipment, and large parking areas on adjacent less intensive zones or uses.
- Industrial areas that provide a wide choice of parcel sizes including workforce housing options and are highly desirable.
- Large industrial lots of more than 20 acres in size should be reserved as an enticement for attracting new industry.

- Small service, repair, and manufacturing industries should be encouraged to locate in commercial areas, if appropriate, as a way to retain large industrial acreages. Special incentives may be needed to offset the difference in land costs.
- Industrial areas that provide mixed-use opportunities and service uses for employees can reduce excess vehicle trips and community subsidy. They should be encouraged in industrial zones subject to proper siting and regulations that limit standard or non-workforce housing.
- Larger width streets are appropriate in industrial areas as are employee amenities including public, parks, day care, respite areas, trail connections, and other outdoor recreation opportunities.
- Incentives that retain and attract industries to Prineville will benefit the community as a whole by improving the employment and population balance and promote overall economic growth.  
Industrial areas near local airports can enhance commerce and attract compatible aviation activities and industries.
- Industrial areas near the City Railroad facilities can enhance commerce and attract supportive activities and industries. Industrial uses should be encouraged to use railroad facilities for transportation of heavy freight, thus reducing vehicular traffic on roadways.
- There are several older industrial zone designations within Prineville that are no longer appropriate due to: abutting development patterns; redevelopment and site changes that have occurred as a result of a declining timber industry; specific locational characteristics that are better suited to mixed-use urban development patterns; and, brownfield redevelopment opportunities. These unique areas should be converted to other uses subject to proper analysis, zone changes, and plan amendments as needed.
- Conversions of industrial lands to other uses shall only be allowed for development of mixed-use projects. These conversions will only be allowed when the zone change and plan amendment process includes studies, as appropriate, showing that the conversion does not negatively affect the 20 year supply of industrial lands.
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**Finding 3A: As all of the points above simply refer to “industrial” without differentiating between light/limited industrial and heavy industrial, the proposed amendments do not negatively impact any of these stated industrial zone values and policies. The proposed change from heavy industrial to light/limited industrial preserves the intended purpose of the site for industrial uses. The proposed amendments do support several of these values and policies by making the zoning more consistent with the intended use. By changing the 21.4 acre strip from heavy industrial to light/limited industrial, it will be consistent with the remainder of the 119.5 acre parcel, allowing Facebook to continue planned expansion of their data center campus without having unnecessary additional steps which would be required in the heavy industrial zone as a Type 2 Conditional Use. This will allow for more efficient, timely development of this key industrial site and provide the security that Facebook desires to continue to invest in the Prineville community.**

## **Programs:**

The City shall:

1. Maintain an inventory of industrial uses; analyze and determine desired uses.
2. Develop an overlay zone locating new industrial areas throughout the community.
3. Evaluate how to best improve the west entrances to the community adjacent to industrial areas.
4. Update the zoning ordinance to improve development patterns.
5. Develop incentive programs for locating new industry including workforce housing.
6. Modify the Transportation System Plan to include special street standards for industrial areas.
7. Work with local and regional economic development agencies to highlight Prineville as a dynamic place to locate and operate industrial businesses.
8. Coordinate industrial development with railroad facilities and encourage railroad use to the greatest extent possible. Special incentives may be applicable.
9. Monitor and evaluate the Prineville Layout Master Plan in order to provide coordinated land use and activity planning that enhances the nearby industrial areas.
10. Encourage nonpolluting industry.

**Finding 3B: Items 1-6 and 9-10 above are not relevant to this amendment proposal but are being pursued by the City through the creation/update of various plans, such as the Zoning Code and the Transportation Systems Plan. Item 7 is supported by this proposal in that the proposed amendments will help to facilitate the development of the Facebook site, thereby encouraging additional economic development both on this site as well as the broader city and region. Ensuring the success of Facebook will help to promote Prineville as “a dynamic place to locate and operate industrial businesses.” Item 8 is not applicable to this proposal as the site is not near enough to rail infrastructure to take full advantage of the community’s rail services nor is it the type of industry that requires heavy use of shipping services.**

## **Goal # 2: Update the UGB boundary when necessary.**

### **Urban Growth Boundary and Policies**

- The UGB must include all of the land needed for residential, industrial, and commercial development for a 20-year period.
- UGB reserve planning is a valuable tool for predicting future growth areas over a 50 to 100 year period. The appendix contains the map of the UGB expansion areas developed in discussion with property owners and as reviewed at various public meetings. See appendix for the UGB Reserve map.



**Programs:**

The City shall:

1. Periodically evaluate land capacities and land supplies for each zone and element of the General Plan every 2 years as appropriate.
2. Maintain adequate levels of residential, commercial, industrial, and recreation lands for a 20-year period.
3. Use a variety of methods to predict land needed for a 20-year period.
4. Prepare, adopt, and update infrastructure master plans to properly accommodate growth without excessive public subsidy.
5. Actively seek and acquire land needed for future infrastructure to avoid excessive land prices for property necessary for: transportation, water, and sewer improvements; telecommunication needs; energy needs; emergency service substations; gas; electricity; protection of natural resources; and, other needed facilities.
6. Regularly update and map population projections to support changes to urban growth boundaries and other land use planning tools.
7. Build community consensus and utilize a pragmatic approach when developing annexation programs.
8. Recognize the importance of the agricultural and urban interface areas and reduce conflicts between both uses as growth occurs.
9. The City shall initiate urban area reserve planning in the year 2007 and complete the study for presentation to the Planning Commission for review and recommendation to the City Council. The urban reserve planning study shall utilize a variety of predictive techniques; not limiting the study to just absorption rates, but taking into consideration selective industry incubation, local cultural desires, workforce housing and mixed use development techniques, infrastructure capacity, industry and commercial trending, economic and market studies, incentive programs, labor pool analysis, etc.
10. The City shall coordinate population studies and statistical review with Crook County.
11. The City shall develop an annexation program that evaluates and describes the ways and means of adding land to the City limits. The study shall include a variety of annexation techniques appropriate for a dynamic community and seek to minimize community anxiety about inclusion to the incorporated area. The study shall include a financial analysis describing the advantages and disadvantages of annexation with regard to tax revenues, expense of service delivery, and citizen expectations with a high emphasis on producing satisfaction rather than discord.
12. Prineville shall require open space buffers and/or other development techniques to reduce conflict between urban and agricultural areas.

**Finding 3C:** When considering any rezone, the City must ensure that all projected residential, industrial and commercial development needs can be met over a 20-year period. The City's Comprehensive Plan does not distinguish between light/limited industrial and heavy industrial when evaluating land need. In 2004, the City of Prineville conducted a UGB expansion which added 540 acres of industrial land to its inventory to bring the total to 824 acres of vacant and developable industrial land, not including the 305 acres of leasable industrial land within the airport. The Comprehensive Plan also identifies 569 acres of industrial land that "should be rezoned to other uses" primarily due to residential uses that have developed on adjacent properties, making development very limited for potential industrial users. According to the Comprehensive Plan, this 569 acres of lost industrial land will eventually need to be replenished through a UGB Expansion. However, the Comprehensive Plan was adopted in December of 2007, right after a significant boom in development and well before the impacts of the current recession could be understood. While the City will continue to inventory and evaluate available industrial lands, another UGB expansion based solely on local industrial land needs is not expected to be necessary for several years (Note: the City of Prineville is participating in a regional economic opportunities analysis that will consider expanding UGBs of various cities in the Central Oregon region to include large-lot industrial sites; however, this would be based on a region-wide need, not a demonstrated local need). Regardless of the amount of industrial land that may be necessary in a future UGB expansion, this proposal to change a portion of this property from heavy industrial to limited/light industrial will not affect the industrial land inventory. Further, since the most likely use of this site will be for further development of the Facebook campus, the only difference between the two zones/classifications is that a public hearing would be required in the heavy industrial zone; in other words, this site will likely be developed with the same uses regardless of the zoning. The advantage of the amendment is to facilitate more efficient development of the site and provide more security to Facebook that they will continue to be able to invest in Prineville.

### **Goal # 3: Broaden the availability of alternate mode transportation options by organizing land uses in an efficient manner**

#### **Alternate Mode Transportation Values and Policies**

- Alternate mode transportation opportunities should be expanded as part of new development and redevelopment proposals.
- The topography of the Prineville community is mixed. The outlying areas contain various landforms that necessitate the creation of separate residential areas in-between the rimrock/plateau features. These areas will need to be developed as "complete neighborhoods" to provide proper service levels, infrastructure systems, reduced vehicle miles traveled, and other designs/devices that support alternate mode use.
- The Prineville community desires to move towards creating land use patterns that support a multi-modal transportation system. This technique will seek to connect all areas of the

community resulting in greater sustainability of all resources in spite of the challenges created by the varied topography.

- Land use patterns can be improved by the use of master plans for certain developments. Master plans which emphasize aesthetics and community compatibility, circulation, landscaping, open space, storm drainage, utilities, building location and design, and access to commercial and community facilities will provide the most efficient use of land and encourage the use of alternate modes for transportation.
- Higher density residential areas that are within walking distance of shopping, jobs, open space, recreation, and transit services will use land efficiently without sacrificing the existing low density residential character.
- The existing street grid system, with modifications to enhance views and respond to natural topography, is a good way to provide connectivity between all uses and encourage alternate mode use.
- New developments and redevelopment projects that place housing within walking distance of shopping, services, employment, parks, recreation, and schools will be the easiest to serve with transit and other alternate modes of travel.

### **Programs:**

The City shall:

1. Revise the land use regulations to recognize outlying areas will require special design considerations to avoid community subsidy and excessive vehicle miles traveled.
2. Consider efficient land use techniques as a way to use land efficiently and create better sustainability of resources.
3. Revise the land use regulations to include a requirement for master planning, as appropriate.
4. Revise the development regulations to encourage higher density residential development near shopping, jobs, recreation, open space, services, higher order street classifications, and future transit corridors.
5. Develop street standards that regulate the spacing, classification, and placement of needed street types. Higher order streets shall include elements beyond sidewalks to support alternate mode use, including but not limited to the establishment of bicycle lanes.
6. Update the City Code of Ordinances to require adequate bicycle parking facilities when deemed appropriate.
7. Create incentives and other land use regulations that support mixed-use development techniques. The regulations must include effective standards for mixed-use developments adjoining less intensive uses to reduce conflict between such uses.

**Finding 3D: Allowing this site to develop as a coordinated campus will increase the likelihood of master planning, efficient development and a concentration of similar uses that meet several of the values, policies and programs within this section. While alternative modes of transportation are not a requirement of this**

**development, facilitating a coordinated campus-style master plan under single ownership will increase the likelihood that the development could eventually encourage or take advantage of alternative modes.**

## **Goal # 4: Establish appropriate land use regulations to support a sustainable community**

### **Sustainable Community Values and Policies**

- Sustainable development techniques and other sustainable community options should be part of many community functions and services.
- Sustainability concepts allow communities to use land wisely and sustain inventories of limited resources for a longer amount of time.
- The community will benefit from incorporating sustainability concepts throughout the governmental structure and the local planning program.
- The community should look to City government as a model for sustainability. Local businesses and industries could benefit from following the demonstrated success of the governmental sustainability programs.
- The community will be able to regulate growth and encourage compact development at the core of the city by providing incentives for infill and redevelopment projects.

#### **Programs:**

The City shall:

1. Examine and implement a sustainability program for all City resources.
2. Develop energy efficiency targets and guidelines for the construction, renovation or operation of municipal facilities, incorporating new technologies for passive solar lighting and heating, appliances, HVAC, insulation, high-efficiency fleet vehicles, cooperative purchasing strategies and other applications.
3. Coordinate and develop an informational flyer and website data to help local businesses create healthy and sustainable working environments.
4. Review regulatory, pricing, taxing, and capital improvement practices to encourage urban development within city limits and develop strategies for encouraging compact development of vacant or under-utilized land to limit pressure for expanding the city's boundaries.
5. Promote land use regulations that encourage energy conservation and reduce air pollution.
6. Monitor the sustainability plan for effectiveness and modify the plan where necessary to meet community expectations.

**Finding 3E: The sustainability initiatives highlighted in this section are not related to this proposed map amendment as they are to be implemented through other City**

**policies. However, by allowing the subject site to be developed by Facebook through its campus concept, the amendment may support the sustainability of development on this site. The more support industries and economies of scale that can be developed, the greater chance for Facebook to be successful at this site and to continue to be a contributor to the local and regional economy into the future.**

### **Goal # 5: Establish growth management tools and other strategies to pace land development with the ability to provide the required services within the community**

#### **Growth Management Community Values and Policies**

- Prineville will need to utilize various planning strategies to accommodate growth and have a higher success rate for developing as intended and with minimum conflict.
- Properly accommodating future growth assures the community that new development and redevelopment are supported by adequate infrastructure.
- Infrastructure expansions and improvements at the core of the community tend to regulate growth at a pace that the community can accept without reducing service levels for existing residents.
- Capital Improvement Plans that support existing industry, commerce and residential areas before serving new urban lands typically utilize limited public funds in an efficient and practical manner without subsidizing growth.
- Growth models can help predict the intended pattern of growth and provide realistic development guidelines for developers.
- Development must “pay its own way” to reduce community subsidy and minimize the negative effects of growth.
- Limitations on development outside of the City limits will reduce unnecessary “leap frog development” and unanticipated City subsidy.
- Developers must be required to analyze the full impact of proposed development upon infrastructure, schools, parks, natural resources, cultural resources and emergency services before development.

#### **Programs:**

The City shall:

1. Create a priority system for the planning and funding of local infrastructure improvements. Prioritize capital expenditures by a) mandated by legislative authority of State or City, b) maintaining the City's commitment to public health, safety, and welfare, c) maintaining the viability of existing facilities and services, d) increasing the efficiency of existing facilities and services, and e) expansion of the existing system for new services.
2. Utilize transportation system improvements as a growth control measure with highest priority given to projects within the City limits, and maintenance of existing facilities shall receive priority before outer area improvements.

3. Develop an overlay model of desired growth patterns and land uses.
4. Reject public development projects that are beyond the city's financial and physical capabilities to maintain and protect.
5. Analyze fiscal impacts of an annexation concurrent with analysis of potential revenues.
6. Abstain from annexing land without a concurrent waiver of M37 and other necessary requirements such as non-remonstrance agreements and support for future transit.
7. Consolidate the General Plan Map and the Zoning Map into one document.
8. Regularly examine impact fees and other implemented exactions for legal appropriateness and consistency in application.
9. Examine and update all processing fees to make sure that the cost of service is borne by those receiving it.
10. Encourage, monitor, and provide incentives for infill development over new projects at the fringe of the urban growth boundary.
11. Enter into discussions with Crook County to improve the current intergovernmental agreement.

**Finding 3F: Most of the items listed above are addressed or will be addressed in other City policies. The proposed zone change does not negatively impact any of the listed values, policies or programs. In fact, facilitating the Facebook campus concept through the rezone and map amendment could have a positive growth management concept. By allowing the various Facebook facilities to co-locate on this 119.5 acre site, there may be an opportunity for shared use of resources, such as water, sewer and power, that will reduce the overall impact of the development if the facilities were developed and served independently.**

#### **4. City of Prineville Comprehensive Plan – Chapter 5: Economy**

**Goal # 1: Provide adequate industrial and commercial land inventories to satisfy the urban development needs of Prineville for at least the 20 year planning horizon.**

##### **Economic Values and Policies**

- Updates to inventories and analysis of needed industrial and commercial land types, existing land supplies, and economic development strategies for meeting the requirements of the community are essential. It is necessary to provide adequate buildable industrial and commercial land for at least 20 years.
- Updates to the inventories may be required in response to redevelopment, proposed zone changes, mixed-use development techniques and planned unit developments that enable “complete neighborhood” concepts and economic development opportunities.

- State, local, and nationwide trends are not adequate to properly estimate needed industrial and commercial lands. Other local information and economic development targeting goals must be used to properly evaluate future land needs.
- Adequate public facilities must be planned, funded, and installed to serve industrial sites and commercial areas.
- Preservation of large industrial parcels over 20 acres in size will attract target industries and new manufacturing businesses.
- Preservation of lands for workforce housing will also attract target industries.
- Urban reserve planning will be needed to project growth beyond the 20-year period imposed by the State of Oregon.
- Additional land is needed to support commercial and industrial uses. Where there are particular locational requirements for certain activities, amendments to the Comprehensive Plan may be necessary. Amendments should be evaluated in relation to all applicable policies of the Comprehensive Plan.

### **Programs:**

The City shall:

1. Regularly monitor and analyze commercial and industrial land inventories. When new lands are needed, the City Council shall authorize expansion of the UGB or other methods to ensure that at least a 20-year inventory of land for each category is available within the urban area.
2. Update and manage all public facilities planning to meet community and economic development goals while encouraging additional public and private investment in the community.
3. Explore and initiate methods for preserving large industrial parcels to meet projected demand.
4. Complete urban reserve planning consistent with the other provisions previously listed in this Plan. See attached Urban Reserve Area Map No. 4
5. Any correction amendments and needed legislative changes for rezoning shall be processed immediately upon City Council directive.
6. Develop a community entrance plan that fosters improved aesthetic treatments and buffering along the western entrances to the community.

**Finding 4A: As stated previously in this report, the economic opportunities analysis (EOA) included in the Prineville Comprehensive Plan, indicate a need for an additional 569 acres of industrial land. The Plan does not differentiate between light/limited and heavy industrial land; therefore this proposed zone change and map amendment is neutral in regard to the City's inventory of industrial sites. By facilitating the development of this site by a single owner (Facebook), the proposed amendments will help to ensure that this 119.5 acre site will continue to be used for large-lot development, rather than be subdivided into parcels under 20 acres.**

## **Goal # 2: Develop an “Economic Development Strategic Plan” and other mechanisms necessary for supporting and enhancing the local economy.**

### **Economic Values and Policies**

- Successful economic development strategies require cooperation with a variety of agencies and other groups to develop a plan that best meets the requirements of a growing community.
- Successful economic opportunities rely upon the communities’ ability to support and connect various elements of the economic development into an integrated framework.
- Promoting an entrepreneurial climate for existing and new businesses is a key factor in strategic planning.
- Providing a strong public partnership with local businesses is key to successful economic development.
- Ensuring a high quality of life and the small town atmosphere is essential to addressing citizen concerns about growth and economic development.
- SDC charges must be carefully monitored and evaluated to ensure that development pays its own way while not creating obstacles to desired development.
- The adoption and implementation of a Downtown Enhancement Plan will help to ensure the long-term success of the urban core area.
- The State of Oregon transportation system (ODOT) has a significant effect upon the local community. Local groups and City decisions makers will need to establish good working relationships with ODOT to ensure coordination and quality development.

### **Programs:**

The City shall:

1. Organize and staff an economic development committee whose purpose is to monitor and recommend needed changes to the City economic opportunities analysis and develop an “Economic Development Strategic Plan.” The committee shall include three members of the City Council, 2 members of the Planning Commission, and two ad hoc members of the community experienced in economic development and any staff members deemed appropriate by the City Manager.
2. Continue to refine which commercial and industrial activities are lacking in the community. The City shall identify needed commercial and industrial areas on an overlay map. The overlay map is a general framework plan that represents where certain areas of the community could benefit from additional commercial or industrial designations.
3. Develop strategies to capture the opportunities of a technology and knowledge-based economy.
4. Modify the land use development codes to better address economic development objectives and encourage appropriate mixed-uses in commercial and industrial zones.
5. Update and monitor the SDC methodology to assure appropriate charges to new development.



6. Adopt a Downtown Plan that includes a long-term strategy for enhancing development opportunities in the urban core and creates a “sense of place” for local residents and visitors alike.

**Finding 4B: Most of the values, policies and programs listed above are either addressed or will be addressed in various City plans and policies. While the location of the first Facebook data center could not be predicted when the Comprehensive Plan was developed, it has created the basis for much anticipation of future economic development which is directly related to this event. The success and expansion of Facebook and related businesses on and around the subject site is now a key aspect of the future economic success of the Prineville community. Any efforts that will continue to facilitate this, including the proposed amendments, will contribute to the economic values, policies and programs.**

### **Conclusions**

Based on the findings above, it is the conclusion of the City that there are no potential negative impacts to any of the values, policies or programs listed in the City of Prineville Comprehensive Plan or Zoning Ordinance. The City will continue to monitor the availability of industrial land and, as necessary, propose future amendments to the City’s UGB. However, no UGB amendment would be necessary as a result of the proposed amendments. Further, by facilitating the efficient development of the 119.5 acre Facebook site, the City finds that the proposed amendments support several of the areas of emphasis in the Comprehensive Plan including encouragement of economic development and efficient industrial growth.