

## SECTION 9.300 POPULATION & ECONOMY

The primary **Statewide Planning Goals** (Goals) related to this Section of the Plan are **Goals 2 and 9**, although other Goals are also impacted by the Population and Economy element of the Plan.

**Goal 2** reads, "To establish a land use planning process and policy framework as a basis for all decisions and actions related to use of land and to assure an adequate factual base for such decisions and actions." Population trending and projections are a means of identifying potential land use needs for future growth and development.

**Goal 9** reads, "To provide adequate opportunities throughout the state for a variety of economic activities vital to the health, welfare, and prosperity of Oregon's citizens." Comprehensive Plans should contribute to a stable and healthful economy and should provide areas for suitable for increased growth and development of the areas economic base."

**Section 9.300** contains background data on existing population and employment levels and projections of future population and employment trends. Population and economic data for Adair Village cannot be viewed in isolation. Adair Village is an integral part of the larger Corvallis and Benton County region.

Population and economic data provide the basis for determining land use; housing, transportation and public facility needs, and also indicate the expected impact on the environment from population and economic growth.

### SECTION 9.310 POPULATION

A projection of population growth is an essential step in the comprehensive planning process. Projections serve as a tool in assessing future land use needs. **Section 9.310** contains background data on existing population, trends and future population projections. A projection is an estimate based on assumed growth factors. Therefore, the projected population for any target date may occur before or after the projected period based upon changes in local growth conditions.

Adair Village did not exist at the time of the 1970 U.S. Census and there is no historical data available prior to the City's incorporation in 1976. Portland State University Center for Population Research and Census (PSU), provided a limited enumeration of the City's population at incorporation. PSU has continued to make yearly estimates of the City's population. These estimates are required by law and are the basis for the distribution of state cigarette, liquor, and highway tax funds and federal revenue sharing funds.

The only other source of information on Adair Village's population is a limited survey undertaken in 1978 as part of the Plan's preparation. The 1980 U.S. Census produced the first detailed profile of the City's population. Population projections have been estimated for Adair Village by Benton County in coordination with the State Office of

Economic Analysis. These projections are based on County projections for the entire Benton County area recognizing that local developments in Adair Village could significantly change the projected outlook for the County.

**Table 9.300 A** summarizes the City's population and housing at the time of incorporation.

**TABLE 9.300 A INCORPORATION ENUMERATION SUMMARY  
1976**

| TYPE OF UNIT  | HOUSING        |              |             | POPULATION     |            | Average Household Size |
|---|----------------|--------------|-------------|----------------|------------|------------------------|
|   | Occupied Units | Vacant Units | Total Units | Occupancy Rate | Population |                        |
| Single Family Units                                       | 26             | 4            | 30          | 0.87           | 121        | 4.65                   |
| Multiple Family Units                                     | 117            | 3            | 120         | 0.98           | 417        | 3.56                   |
| Mobile Homes  | -              | -            | -           | -              | -          | -                      |
| Group Quarters  | -              | -            | -           | -              | -          | -                      |
| <b>TOTAL ALL UNITS</b>                                    | 143            | 7            | 150         | 0.95           | 599        | 3.76                   |
| Unoccupied mobile homes are not counted as housing units. |                |              |             |                |            |                        |
| Owner-Occupied Housing Units                              | 31             |              | Population  | 116            |            |                        |
| Renter-Occupied Housing Units                             | 112            |              | Population  | 422            |            |                        |

Source: Portland State University (PSU)

The only additional information relevant to the age structure of the Adair Village population resulted from a 1978 questionnaire. Thirty households, or one-fifth of all the households in the City (150), responded to the questionnaire. These households included some 118 people with an average household size of 3.9 people. Some 15 percent of the people in these households were preschool children; 22 percent were school-age children; 25 percent were young adults, ages 18 to 30; 35 percent were adults, ages 30 to 65; 3 percent were over 65.

In addition to the resident population, the PSU Adair Village population included an allowance for the use of the former military base facilities by the Oregon-Southwest Washington Laborer's Training School and the now defunct Chicano Indian Study Center of Oregon (CISCO). In 1976, these two operations added an estimated full-time population equivalent of 61 people, for a total population estimate of 599 people.

### Population Trends

Adair Village's population has been relatively stable. Some population was lost due to closure of the Chicano Indian Study Center and a reduction in the resident population for the Labor's Training School. However by the year 2000, 15 housing units had been constructed. In addition, three interrelated subdivisions have been approved with 102 additional dwelling units. By the 2010 Census when all of these were constructed, an additional population of approximately 304 people was added to Adair Village resulting in a 56.7% increase in population.

**Table 9.300 B** also demonstrates that between 2000 and 2010 Adair Village had a significant increase in overall growth and population.

**TABLE 9.300 B  
ADAIR VILLAGE POPULATION TRENDS**

| YEAR | POPULATION | DIFFERENCE | % CHANGE |
|------|------------|------------|----------|
| 1976 | 599        |            |          |
| 1980 | 589        | -10        | -1.7%    |
| 1990 | 554        | -35        | -5.94%   |
| 2000 | 536        | -18        | -1.67%   |
| 2010 | 840        | +304       | +56.7%   |
| 2026 | 2,814      | +1,974     | +235%    |

The forecasts contained in **Table 9.300 B** rely on the coordinated forecasts prepared by Benton County and the Office of Economic Analysis that allocated population growth to cities. Although constrained by these forecasts, they do provide the most logical place from which to begin an examination of alternative futures for Adair Village.

### The 2026 Population Projection

The 2026 population projection in **Table 9.300 B** is based on an approximate population growth of 235% over 2010 to 2026. Compared to past trends this is an optimistic projection but with an operational municipal sewer and water systems and an approved annexation of 128 acres containing 83 acres for residential growth in the R-3 Zone located south of Arnold Avenue and Vandenberg Avenue. This area can accommodate 405 residences and 1,113 additional people at a household density of 2.75 people per household.

### The 2010 Census

The Adair Village 2010 Census population was 840 people. The 2010 Census provides the current base for determining future land use needs although area wide projections and the City's growth potential due to available urban services indicate a higher growth potential for the City. The City will monitor development trends and will amend the Comprehensive Plan as needed to accommodate future growth increases. The 2010 Census provides the current population profile of the community.

**Table 9.300 C** summarizes the 2010 Census population characteristics.

**TABLE 9.300 C  
ADAIR VILLAGE 2010 POPULATION CHARACTERISTICS**

| Characteristic       |                        | Number     | %      |
|----------------------|------------------------|------------|--------|
| <b>Persons</b>       |                        | <b>840</b> | 100.0% |
| <b>Sex</b>           |                        |            |        |
|                      | <b>Male</b>            | <b>408</b> | 48.6%  |
|                      | <b>Female</b>          | <b>432</b> | 51.4%  |
| <b>Race</b>          |                        |            |        |
|                      | <b>White</b>           | <b>743</b> | 88.5%  |
|                      | <b>Hispanic</b>        | <b>56</b>  | 6.7%   |
|                      | <b>Black</b>           | <b>10</b>  | 1.2%   |
|                      | <b>American Indian</b> | <b>12</b>  | 1.4%   |
|                      | <b>Asian</b>           | <b>16</b>  | 1.9%   |
|                      | <b>Other</b>           | <b>3</b>   | 0.4%   |
| <b>Age</b>           |                        |            |        |
|                      | <b>Under 6</b>         | <b>75</b>  | 8.9%   |
|                      | <b>6-12</b>            | <b>252</b> | 30.0%  |
|                      | <b>12-15</b>           | <b>83</b>  | 9.9%   |
|                      | <b>16-18</b>           | <b>166</b> | 19.8%  |
|                      | <b>19-34</b>           | <b>123</b> | 14.6%  |
|                      | <b>35-65</b>           | <b>111</b> | 13.2%  |
|                      | <b>Over 65</b>         | <b>30</b>  | 3.6%   |
| <b>Households</b>    |                        | 279        |        |
|                      | <b>Families</b>        | 227        |        |
|                      | <b>Nonfamily</b>       | 52         |        |
| <b>Housing Units</b> |                        | 293        |        |
|                      | <b>Owner</b>           | 175        | 59.7%  |
|                      | <b>Renter</b>          | 104        | 35.5%  |
|                      | <b>Vacant</b>          | 14         |        |

Source: 2010 US Census

### Projected Population

In Oregon, there are state requirements for coordinated forecasts of population at the county level. This means that:

- Counties must adopt state forecasts for the county or present compelling information for diverging from those forecasts and;
- The combined local forecasts for incorporated and unincorporated areas in the County must be equal to a county's coordinated forecast.

Similar requirements do not exist for forecasting employment.

There are, however, problems associated with forecasting small community growth. The following conditions are why forecasts for small cities are highly uncertain:

- Projections for population in most cities and counties are not based on deterministic models of growth; they are simple projections of past growth rates into the future. They have no quantitative connection to the underlying factors that explain why and how much growth will occur.
- Even if small cities had a sophisticated model that linked all these important variables together (which they do not), they would still face the problem of having to forecast the future of the variables that they are using to forecast population or employment growth. In the final analysis, all forecasting requires making assumptions about the future and conditions affecting those assumptions are subject to change.
- Comparisons of past population projections to subsequent population counts have revealed that even much more sophisticated methods than the ones used in planning studies are often inaccurate for extended periods of time, even for relatively large populations. **The smaller the area and the longer the period of time covered, the more unreliable the results for any statistical method.**
- Small cities start from a small base. A new subdivision of 100 homes inside the Portland UGB has an effect on total population that may be too small to measure. That same subdivision in Adair Village could increase the City's population by about 21%. If phased in over three years, for example, the City's average annual growth rate during that period would be over 7%.
- Small cities can have rapid growth for many reasons including:
  1. The availability of urban services particularly water and sewer.
  2. The introduction of a major employer.
  3. Because they are near to metropolitan service areas (like Corvallis).
  4. Because they have high quality of life values for homesteads, retirement and proximity to recreational activity areas.

There is ample evidence of very high growth rates in the short-term and there are also some cases of high growth rates sustained over many years for small communities like Adair Village.

Although not necessarily accurate, forecasts of population and employment do drive the planning process. Population and employment growth means more households; more households need more houses; more households also need more services; and housing and services both require more buildable land.

To understand the population growth factors for Adair Village, it is necessary to view the community within the larger regional context. Adair Village is essentially a rural residential community in an attractive living environment with a full range of public services for people working elsewhere, primarily in Corvallis and Albany.

Adair Village is within an easy 15-minute commuting distance from both Corvallis and Albany. The Corvallis and Albany areas are the fastest growing segments of Benton and Linn Counties. Adair Village will continue to be a highly desirable living area attractive to people employed in the Corvallis and Albany areas.

## **SECTION 9.320 ECONOMY**

This Section provides an overview of the City's economy and presents policies to guide its future economic development. It is clear that Adair Village's potential for economic development has long been impacted by the City's close proximity to Corvallis and Albany.

Oregon's economy is expected to follow a pattern of modest growth. The long-term population forecast by Oregon's Office of Economic Analysis predicts steady population growth. At this rate of growth, Oregon is expected to add one million people by 2015 and another million by 2040 growing to 5.2 million in 2040. Over 70% of this population growth, 1.7 million people, is expected to come from net migration into Oregon.

The Bureau of Economic Analysis projects per capita income in Oregon will increase to \$26,200 in 2015. Per capita income in the United States is projected to increase at the same rate as in Oregon, so the state's per capita income is expected to remain at 94% of the U.S. average.

Employment growth in Oregon is expected in the Services and Retail Trade sectors, which are expected to account for 60% of workers. According to a forecast of growth by industry from the Oregon Employment Department, five of the leading growth industries are in the Services sector, including the relatively high-wage Business Services, Health Services, and Engineering & Management Services industries.

The Manufacturing sector is projected to contribute 10% of Oregon's employment growth. Leading manufacturing industries, in terms of employment growth, are Electronic & Electrical Equipment, Transportation Equipment Machinery, Instruments & Related Products, and Printing & Publishing.

The only industries in Oregon that are expected to decline in the Manufacturing sector are: Lumber & Wood Products, Textile Mill Products, Apparel & Leather Products, and Paper & Allied Products.

Adair Village's economy is tied to national and state trends and to its proximity to Corvallis and Albany. Existing local employment opportunities in the Adair Village area are limited. Total local employment is estimated at approximately 100 jobs most are held by people who live outside the Adair Village area. The major local employers are the Santiam Christian School, Oakcraft Manufacturing, Valley Catering, and the Oregon Department of Fish & Wildlife and Four Spirits Distillery.

The district office of the Oregon Department of Fish and Wildlife is responsible for the Department's programs. Approximately 25 employees of ODFW are based in the Adair Village vicinity.

**Work Place Location**

It is estimated that less than 20 workers live and work in Adair Village. Most commute outside of the City, primarily to Corvallis , while others work in Albany and a small number work in the Salem area.

**Commuting Patterns**

Most of the people who live in Adair Village work elsewhere. Primary transportation was by vehicle although a few bicycled or walked. Adair Village established a four-times-a-day, every week day Transit service in partnership with Benton County Dial-A-Bus and Corvallis Transit System.

**SECTION 9.321 ECONOMIC SECTORS**

Sectors are groups of related industries, as defined by the Standard Industrial Classification (SIC) system. These are the same categories utilized by the Oregon Employment Department. **Table 9.300 D** identifies the Employment Sector for Adair Village Residents.

**TABLE 9.300 D  
INDUSTRIAL SECTORS**

| Employment<br>Sectors               |
|-------------------------------------|
| Agriculture, Forestry, Fisheries    |
| Mining                              |
| Construction                        |
| Manufacturing                       |
| Transportation                      |
| Communications & Public Utilities   |
| Wholesale Trade                     |
| Retail Trade                        |
| Finance, Insurance, Real Estate     |
| Business & Repair Services          |
| Personal Services                   |
| Recreation & Entertainment Services |
| Professional & Related Services     |
| Health Services                     |
| Education Services                  |
| Other Professional Services         |
| Public Administration               |

### **Projected Employment**

Projected employment levels are used as a basis for determining industrial and commercial land use needs and population levels.

With a small residential commuter community like Adair Village, it is impossible to project the future local employment level. Adair Village is located in a larger economically developing region. Additional regional economic development will be the prime force in generating additional population growth in the Corvallis-Albany area, which in turn will impact Adair Village's growth potential.

Employment by land use site category are groups of employment sectors that generally have similar types of land use:

- **Commercial:** Retail Trade.
- **Office:** Finance/Insurance/Real Estate and Services.
- **Industrial:** Agricultural Services/Forestry/Fishing, Mining, Construction, Manufacturing, Transportation/Communications, Utilities & Wholesale Trade.
- **Public:** Federal, State, and Local Government.

## **SECTION 9.323 LOCAL ECONOMIC OPPORTUNITIES**

### **Bedroom Community**

Adair Village has been a bedroom community to Corvallis and Albany. A classic bedroom community has few if any industries and less commercial businesses than would normally be present for a given population.

The proximity to Corvallis is certainly an important factor in Adair Village's development, one that may have more benefits than liabilities. Adair Village has many advantages that will be attractive to people, industries and businesses. As the City's population increases, it will be capable of supporting the additional services that are now desired. The key issue is how this growth and development is managed.

### **Commercial Opportunities**

There is only one distinct commercial area in Adair Village. The AV Market & Deli, a restaurant and a coffee shop are the City's present commercial center. In addition, this area contains the Adair Village Community Building/City Hall and Park. The City has developed a Civic Center plan for the area adjacent to the City Hall on the City's property located on the west side of William R. Carr Avenue and on Benton County property on the east side. Two historic Barracks Buildings from the former military base have been moved onto this property and are being restored for civic uses. It is intended that William R. Carr Avenue and this property will become the City's centralized civic and commercial center. The four-plex across from the Community Building is zoned for commercial use and could be developed commercially.

### **Industrial Opportunities**

Adair Village has two distinct industrial development opportunities. The first area is located one and a half miles north of the City in the Adair Village Industrial Park (AVIS).



This area contains 128 acres that could support additional employment with improvements and services while providing the City with an income base. The second area is the Laborer's Training Center and the Block Building facilities, both of which are directly east of the County's property. These areas could support a clean high-tech type of employment base in the future.

### **Infrastructure**

The infrastructure of a community can be defined as those public facilities and services that contribute to the basic structure of the community, such as water and sewer systems, roads, and community services. It is apparent that community growth and development is dependent upon the availability of these facilities.

Facilities in Adair Village having the most apparent impact upon the City's economy are its municipal water and sewer system, transportation system, public facilities and services, such as fire, parks and municipal government.

The municipal water system and sewer system are substantial assets to economic development. These facilities will need capacity increases and upgrading to accommodate the projected growth in Adair Village.

### **Local Actions for Growth and Development**

While activities like business recruitment and marketing strategies can produce some results, this can be an expense that has limited success, particularly for small communities. Adair Village should maintain contact with the Oregon Department of Economic Development and the Corvallis-Benton County Economic Development Partnership for business recruitment.

Statistics indicate that the majority of new jobs are created locally. Support of local businesses is an attraction feature for new potential employers. Besides specific development incentives, preparedness is the most useful action a community can take.

A factor that may influence more economic growth in Adair Village is the attractiveness of an Adair Village location for Corvallis businesses. Land availability, support facilities, administrative assistance, attractive housing areas and most of all, a positive helpful community attitude are the most important factors influencing economic development. Community preparedness and a positive attitude begin with the City's adopted goals and policies.

## **SECTION 9.390 POPULATION & ECONOMY GOALS & POLICIES**

### **OVERALL GOAL**

To encourage economic developments for Adair Village that are compatible with maintaining the area's livability.

## **POLICIES & RECOMMENDATIONS**

### **General**

1. The City shall strive for continual and substantial progress toward improving the quality of life for area residents including livability and economic prosperity.
2. Population and Economic Census data shall be updated as data becomes available to the City.

### **Population**

1. The City has adopted the 2006 population projection of approximately 2,814 people for the year 2026 authorized by Benton County and the Oregon Office of Economic Analysis until development trends indicate the need for an update.
2. The City shall track population growth on an annual basis to determine if growth projections remain valid. If growth exceeds projections over a five-year period, a reexamination of urban growth needs may be initiated to determine if there is a need to expand the Urban Growth Boundary.
3. The City shall consider trends in household size and median age of residents as factors influencing the demand for services. The City will utilize a household per capita of 2.75 persons for future planning purposes.
4. The City of Adair Village will carefully manage and accommodate incremental population growth through expansion of the Adair Village Urban Growth Boundary and development of new lands in conformance with the City's adopted Growth Management Policies.

### **Economy**

1. Adair Village shall encourage business and economic activities that support community needs.
2. The City shall encourage broadening of local employment opportunities and shall seek expansion of the City's industrial base.
3. The City shall encourage commercial, industrial and service developments that support the community.
4. The City shall seek employment opportunities for the Adair Village area that are compatible with maintaining the environmental and livability resources of the community.
5. The City shall continue the cooperative association with local business and agencies to assist with their problems, needs and desires, to the mutual benefit of the City and these agencies.
6. The City shall maintain liaison with the Oregon Economic Development and Business Development Departments, and the Corvallis-Benton County Economic Development Partnership and the Chamber of Commerce to assist in attracting developments that will improve employment opportunities for Adair Village.
7. The City of Adair Village shall work cooperatively with the City of Corvallis and Benton County to ensure an improving economy for the area.