

Economic Development Quarterly Newsletter

What's Inside:

- ◆ Woodburn Economic Development Overview
- ◆ Woodburn Southwest Industrial Reserve Area
- ◆ Downtown Revitalization and Urban Renewal Projects
- ◆ Woodburn Tourism Updates

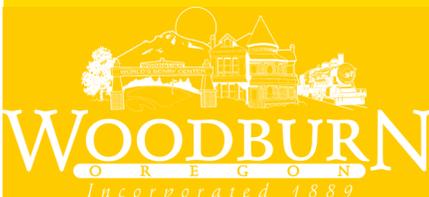
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Woodburn Outlook

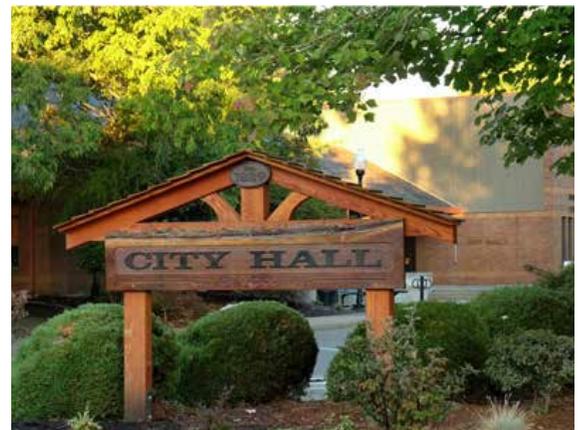
*Growth * Prosperity * Community*

We hope you enjoy the first edition of the City of Woodburn's quarterly economic development newsletter, "Woodburn Outlook" which will keep readers current on news and updates on the community's growth and economic prosperity.

As a priority of the City Council, Woodburn's Economic Development Department was established in January 2016. The purpose of the department is to provide a clearer framework from which many important economic development decisions and actionable plans will be implemented. Staff will lead the effort to promote and market the assets and qualities of Woodburn in order to develop a stronger and more expansive business base, create jobs and bring awareness of the opportunities in the Woodburn area.

To promote the industrial and commercial development opportunities in Woodburn, staff has produced an [Economic Development Profile](#) to provide information on area demographics, proximity to key locations, available lands and characteristics of why Woodburn is an excellent location to do business. In addition, the *Profile* provides information on local and business resources including the Woodburn-Gervais Enterprise Zone Program.

As you read through our newsletter, you will glean additional information on economic development efforts in Woodburn. If you have questions or would like additional information, please contact our office at 503-980-6322 or stop by City Hall at 270 Montgomery Street.



We look forward to keeping you informed.

Visit our [website](#).

Woodburn Outlook

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Woodburn Southwest Industrial Reserve Area (SWIR)

After over a decade of work the City of Woodburn’s urban growth boundary (UGB) expansion was finally approved in 2015. Marion County and the City amended the UGB, which included 190 acres of industrially-zoned land, 406 acres of residential, 23 acres commercial and 230 acres of urban reserves. This expanded area was designated as the Southwest Industrial Reserve area (SWIR).

Getting through the UGB process was a challenge for the City. In 2005, the City approved the original version of its UGB expansion however, the proposal was appealed repeatedly at the City, county and state levels, resulting in a full case file containing over 10,000 pages. The City, opponents, as well as state and county parties participated in mediation sessions in early 2015 in an effort to create a framework agreement that featured a smaller, but still significant, UGB proposal, and one which kept the majority of the City’s desired industrial land intact.

Since the UGB expansion, City staff has been working with property owners and prospective developers to complete an infrastructure master plan in order to satisfy planning requirements for annexation. Specht Properties Inc., a real estate development and property management firm based in Beaverton, has an offer on 108 acres on the west side of I-5 along Butteville Road (adjacent to WinCo and Do It Best). Specht submitted an annexation application for 108 acres of land in the SWIR and on Dec. 11, 2017 the Woodburn City Council unanimously approved the annexation application. The approval included annexation, a plan designation, rezoning, a Riparian Corridor and Wetlands Overlay District permit and a Southwest Industrial Reserve Master Plan, bringing the property one step closer to development.



City staff and Specht Development has fielded a number of business inquiries during the annexation process, however to date there is not a confirmed tenant for the site. Marketing of the 108 acres, as well as the remaining SWIR acreage, will continue. Prospects are good for Woodburn’s SWIR development. The supply of industrial land in Portland and Salem’s metropolitan areas continues to decrease, making Woodburn a more desirable location. Adding to the appeal, the SWIR is located adjacent to major transportation routes (OR 219 and Interstate 5) and within 30 minutes of Portland and Salem.

The development of the SWIR provides an exciting opportunity for Woodburn to bring investment and jobs to the region and create a more economically prosperous community.

Additional information on the Southwest Industrial Reserve area can be found on our [website](#).

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Downtown Revitalization and Urban Renewal Projects

The City of Woodburn has a Urban Renewal Program designed to fund projects within designated boundaries with the purpose of promoting investment and revitalizing the urban renewal area. Projects and investments may include streets and sidewalks improvements, developing public spaces, public safety, building improvements, historic preservation, and more.



The City's Urban Renewal Program has implemented a [*Building Improvements Program*](#) to promote private improvement to properties and buildings that will provide restoration, rehabilitation and preservation in an effort to improve the area's overall economic viability.

Some of the projects that Woodburn's Urban Renewal Program has funded in the past year include:

- ◆ Alleyway Beautification
- ◆ Building Improvements & Design Services
 - * Case Auto - 175 S Front St
 - * Central Plaza - 497 N First St
 - * Coe Building - 211 N First St
 - * Del Sol - 397 N First St
 - * El Mercadito - 247 N First St
 - * Javi's Furniture - 514 N Hwy 99
 - * Metropolis - 347 N First St
- ◆ Library Public Restrooms



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WOODBURN TOURISM

The City of Woodburn and the Woodburn Area Chamber of Commerce collaborated to bring together a dynamic group of volunteers to serve as the Woodburn Tourism Advisory Committee (TAC). The role of the TAC is to identify strategic priorities and ensure that there is an alignment between the tourism related objectives of the committee and those of various other local partners and between other local and regional initiatives.



Since assembling, the TAC has developed a number of exciting tourism resources including the [TravelWoodburn](#) website and social media sources, and the [Woodburn Community Profile](#) designed to promote the areas' beautiful scenery, fun attractions, places to shop and delicious cuisine.

Check out Woodburn's tourism [website](#).

If you have a local attraction, event, heritage site or other tourism activity and would like to submit it, please contact TravelWoodburn at info@travelwoodburn.com.



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