

West Linn Economic Development Committee – Committee Mission and Strategy

Mission

To advise and assist the West Linn City Council in improving the economic development of West Linn.

Goals

- Focus on projects that can add revenue to the City
- Preserve the lifestyle valued by the citizens.
- Careful listening and analysis thus leveraging revenue to enhance the quality of life in West Linn.

Why?

- West Linn is a predominantly residential community located within the larger metropolitan area.
- It is an enclave of residential neighborhoods with limited commercial activity and very limited industrial use.
- It has relatively little employment reflecting people choosing to live in West Linn for its high quality of life while finding employment in other communities.
- As is typical for bedroom communities, a high percentage of shopping takes place outside of the city at locations near employment.
- A relatively small percentage of total assessed property value is found in high density housing, commercial, and industrial areas leaving the tax burden predominately on the owners of single-family homes.

The Potential

West Linn has potential for economic growth, as discussed in the City's Economic Opportunity Analysis in 2016 and as augmented by discussions by the City's Economic Development Committee. That potential rests in five economic arenas:

- Continued industrial use of the paper mill site along the north shore of the Willamette River.
- Growth and increased health of retail and service businesses within the existing commercial districts.

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- Redevelopment of the Arch Bridge district to allow for future new commercial development ~~coupled with additional housing and potentially other land uses~~ along with public improvements including an improved street network and public spaces. Expanded focus on the whole riverfront area and in particular on the economic potential and path to reopen the Locks and address tourism opportunities associated with the Willamette Falls and State Heritage Area.
- Fostering an environment supporting and encouraging home based businesses.
- Potential development of focused business centers for medical services, educational facilities, and other concentrated, high-wage, low-impact employment.

The City, through the efforts of the Economic Development Committee, the City Council, and the Staff, has the potential to resolve the economic issues facing the community leading to greater prosperity and livability. This work is intended to create an environment where private parties are attracted to make new investments in buildings, equipment, businesses, and employment.

The Strategic Initiatives

~~Four~~ Six major initiatives are identified by the Economic Development Committee and City Council for specific action by the City. These are intended to ~~pursue the highest priority actions to~~ address the five economic priority areas listed above and are presented in priority order. These are:

1. ~~Research and f~~ Foster and assist to implement ~~Assist the City with evaluation and potential use of~~ Broadband Fiber throughout the community ~~assuring to provide~~ the highest quality and speed of Internet access. Assist and participate in City efforts, including project task forces. This will support existing and new business development and will also encourage the establishment of home-based businesses.
2. Engage in business retention and development strategies including identifying and recruiting new businesses.
- 2-3. Develop and undertake implementation strategies for business development along the highway 43 corridor.
- 3-4. Developing an economic and regulatory framework encouraging the development and continuing health of home based and other small businesses.
5. Focusing on tourism development creating opportunities for the development of tourist facilities taking advantage of the proximity to I-205, the location in the

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Clackamas County “Mt. Hood Territory” tourism area, and State Heritage Area and proximity to the Willamette River especially the Willamette Falls.

4.6. ~~Completing and implementing~~ ~~See a plan is completed~~ Assist the City during planning efforts to prepare a Master Plan for the Arch Bridge district. Assist and participate as requested. This redevelopment area is key to creating a new community-center based commercial district taking advantage of the land available, the access to major transportation corridors, and the proximity to the Willamette River and the Falls.

These ~~four~~ six initiatives will each need to be implemented through a detailed action plan. This plan will lay out the needed tasks, steps, resources of money and personnel, and relationships with other organizations needed to successfully achieve the goals.

After the Council accepts this initial strategy, the Economic Development Committee working with the City staff will develop the specific Economic Action Plan for Council approval.