

Economic Vitality Roadmap

Part 1 of 3

Warrenton, Oregon



June 26, 2018

Project Team



- ❖ **The City of Warrenton**



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A conceptual diagram with a central green box labeled "Warrenton Community Vitality" connected to six surrounding blue boxes: "Economic Development", "Education", "Health & Human Resources", "Arts & Culture", "Natural Resources & Environment", and "Public Safety". The background is a black and white photograph of a large shipwreck on a beach with a horse-drawn carriage in the foreground.

**Economic
Development**

Education

**Health & Human
Resources**

**Warrenton Community
Vitality**

Public Safety

**Natural
Resources &
Environment**

Arts & Culture

What Makes an Economic Base?



"It's not one thing!"

Plans and Strategies to Build on



Parks Master Plan

Warrenton Urban Renewal District Plan

Warrenton Comprehensive Plan

The Oregon Territorial Sea Plan

Warrenton Transportation System Plan

Hammond Marina Master Plan

Warrenton Downtown and Marina Master Plan

MORE Accomplishments to Build on: *Warrenton never stops moving forward!*



[About](#) [Join](#) [News](#) [Events](#) [Members](#) [Sponsors](#) [Store](#)

2018 Astoria Warrenton Crab, Seafood & Wine Festival

April 27, 28 & 29, 2018



The 2018 Astoria Warrenton Crab, Seafood and Wine Festival is scheduled for April 27, 28 & 29. We hope you'll consider joining us! For complete event information, for vendors, volunteers and attendees, please check out our festival website, www.AstoriaCrab.com.

News & Events



Astoria Warrenton Area Chamber of Commerce Director to Retire in 2018

ON NOVEMBER 15, 2017 BY REGINA WELLER
Skip Tucker will retire from his position as executive director of the Astoria-Warrenton Area Chamber of Commerce. Tucker plans to phase himself out of the role in late spring 2018 so he can help put on one more Crab, Seafood and Wine Festival in April and retire around his 75th birthday in May.



Publication Archive

ON JANUARY 05, 2017 BY KELLY SALANDER
View an archive of the publications sent to the members of Astoria-Warrenton Area Chamber of Commerce.



Job Openings

ON JANUARY 05, 2017 BY MADE ALGALIA
See what positions are open with our Chamber members.



Annual Events

ON JANUARY 05, 2017 BY KELLY SALANDER
Find out more about the events hosted annually by the Astoria-Warrenton Area Chamber of Commerce.

Join the Chamber



You can [join](#) the Astoria Warrenton Area Chamber of Commerce as a business, a nonprofit organization or an individual. [Learn more](#) about the benefits to you and the community.

Already a chamber member? [Log in](#)

Search

Check out some of the [top posts](#) and [member directories](#). We're also archived by its members of the Astoria-Warrenton Area Chamber of Commerce!

Membership List

[View our list](#) our directory of more than 600 members.

Waterfront Redevelopment Plan

Warrenton Vision Plan

Trails Master Plan



**ASTORIA
WARRENTON
CHAMBER OF
COMMERCE**

The Spirit of the Columbia

Leverage What You Have

You've invested time and money into *many plans* that have driven your accomplishments to date.

Now, let's:

1. Prioritize strategies
2. Outline next steps
3. Move forward



Community Vision 2001

Warrenton will have balanced growth that will maintain its high quality of life, while preserving its natural beauty and providing a healthy local economy.

Priority Themes

- **Balance growth with nature and livability**
- **Attract industry with fair wage jobs**
- **Regional planning**



Parks Master Plan Priorities

- Diversity of Park Types and Locations
- Updated Park Equipment and Amenities
- Additional Active and Passive Recreation Opportunities
- Improved or Additional Measures to Increase Safety
- Connectivity Between Parks



Hammond Marina Master Plan

- Charter Craft/Rental Basin Reconfiguration
- Boat Trailer Circulation and Parking Realignment
- Holding Docks Improvement
- Private Mooring Improvement
- Access Channel Adjustment



HAMMOND MARINA MASTER PLAN UPDATE

SEPTEMBER 2005

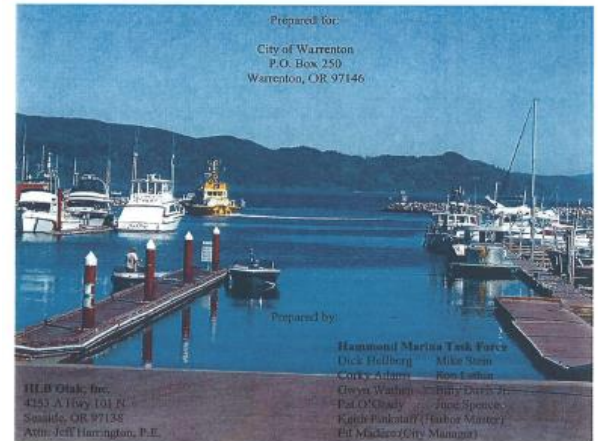
Prepared for:

City of Warrenton
P.O. Box 250
Warrenton, OR 97146

Prepared by:

Hammond Marina Task Force
Dick Holberg Mike Stein
Cory Adams Ron Lathan
Glynn Warden Billy Davis Jr.
Pat O'Shady Russ Spence
Tight Punkstaff (Harbor Master)
Ed Madson (City Manager)

H.E.B. Otak, Inc.
4251 A Hwy 101 N.
Seaside, OR 97138
Attn: Jeff Harrington, P.E.



Marina Master Plan Cont.



- **New Dry Storage Yard**
- **Basin Configuration and Edging**
- **Adding Fuel Doc and Bunkering Facilities**
- **Improving Marina Signage**
- **Adding a Multipurpose Building**
- **Utilities Upgrades**

Sample Projects in the Pipeline

or 'in the works'

- **\$1.6M waterline to Hammond**
- **400 housing units - Ridge Road**
- **FEMA-certified levees**
- **Broadband investment (NoaNet)
under exploration**
- **Downtown landscaping**

Economic Vitality Roadmap: 3-Step Process

90 Days!

1. GET READY

Assess
Competitive
Posture;
Market Facts

2. GET FOCUSED

Focus and
Identify Top
Action
Initiatives

3. GO

Drive Action
for Results:
What Can We
Influence?

Outreach and Engagement

- **4 Focus groups – 25+ people**
- **Interviews/surveys (49 responses to the first survey)**
- **External partner connections**
- **Community meetings (2+) - still to come**
- **Action team meetings (3-5+) – still to come**

Grounded in “Why” Stakeholders Care



- Why do locals care about Warrenton?
- Why do shoppers care?
- Why do prospective businesses care?

Roadmap Basics,
tailored to fit
Warrenton’s
individual needs

Revitalize Warrenton

WHY **Locals** care: *What motivates you?*



Warrenton is a city that is willing to accept new businesses, whether it's a big box, or a mom and pop. It's a city that is growing rapidly, that is a fun and friendly town. It is not becoming another Beaverton. Warrenton [it] is making a name for itself.

The future is in Warrenton, it's the place to go, if you want a successful business.

We aren't all independently wealthy, so we all help each other out

WHAT interests **visitors** about Warrenton?

- ❑ Natural Beauty Between Columbia River and the Pacific Ocean
- ❑ Historic Military and Lewis and Clark Monuments
- ❑ Recreation – Paragliding, Kiting, Charter Fishing
- ❑ Seafood and Festivals (*in-town events are needed*)
- ❑ State and National Parks
- ❑ Shopping!



WHY: **Business** Prospects

What are their interests?

- Business Costs
- Market (access, consumer base)
- Living Environment
- Government/Regulatory
- Workforce – Talent, Education
- Real Estate
- Incentives, Financing, Capital



Consider the “why’s” – to assess Warrenton



***Business
Climate &
Vitality***

***Workforce
&
Education***

Real Estate

Let's start...

Warrenton Deep Dive

Part 1: Business Climate & Vitality



© Lyn Topinka, 2014

- Customer Marketplace
- Existing Business and Employment Trends
- Retail Sales
- Housing Availability & Future Growth

City of Warrenton serves large market



City of Warrenton: By the Numbers-2017



5,430
population



1.1%
Av annual projected growth



26.1%
children (19 and under)
13.1%
seniors (65+)



38.9
Median Age
*Oregon Average is 37.7

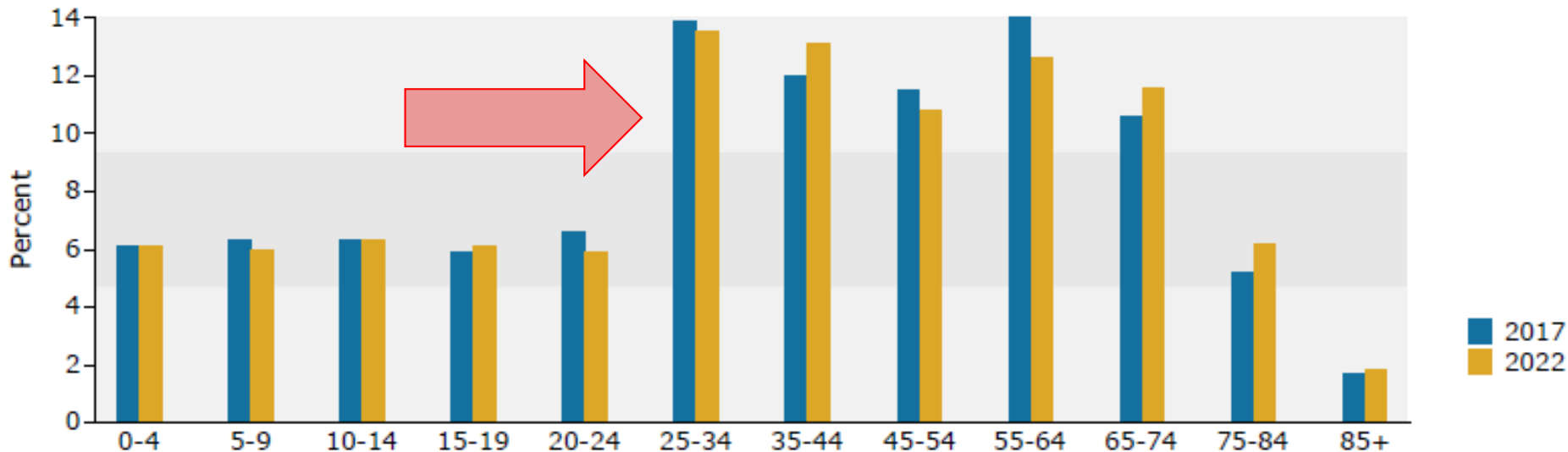


\$44,036
median HH income



91.6%
with HS diploma or
higher
*19.7% bachelor's degree or higher

Warrenton demographics emphasize families



Clatsop County has more working age adults than most rural counties and close to average numbers of youth and seniors. Clatsop is 10th of 36 counties for high share of adults (18-64)

Warrenton Lifestyle Characteristics

1. Parks and Rec: 49.1%

Two-income married couples approaching retirement age. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

2. The Great Outdoors: 26.1%

Educated empty nesters living an active but modest lifestyle. Retirement beckons but most still work.

3. Old and Newcomers: 19.9%

Neighborhoods in transition, populated by renters who are just beginning their careers or retiring.



Residential Development on Uptick

Residential permit growth



287 Permits from 2004-2014
Total of \$104.4M

Warrenton's Largest Private Employers

Walmart

Costco

Home Depot

Fred Meyer

Bio Oregon

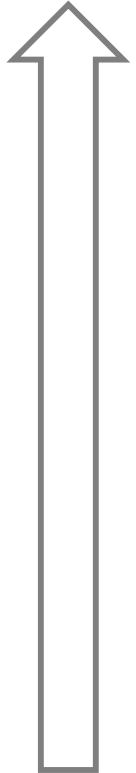
Point Adams Packing

Pacific Coast Seafoods

LEKTRO

Hampton Lumber

*Warrenton employers
cut across sectors=
diversity!*



Warrenton Employment 2016

252 Private Employers

3,360 Average Total Annual Employment*

\$114.9M Payroll

Diversity of Sectors Well-Represented: Manufacturing, retail, construction, health care, government, education, and more!

*Employees covered by unemployment insurance. It excludes most commercial fishermen, real estate brokers, self-employed people

Economic Diversity Is Key Asset



The Airport & the Marina = Economic Engines



Airport Business Park, Coast Guard Air Station, UPS Regional Hub, *only 8 hangers empty of 45*

A Few Drivers of Economic Growth

- Proximity to Portland. Clatsop County is quickest coastal destination from Portland and it reaps the economic rewards
- Overall diverse economy with growth in manufacturing
- Population growth and in-migration
- *Relatively* good supply of ind'l land but how ready?



Strong Visitor Market

- Fort Stevens State Park
- Astoria/Warrenton KOA
- Fort Stevens Historical Area
- L&C National Historic Park (Ft Clatsop)
- Soccer tourney destination



Tourism is growing!

Why do visitors currently come to Warrenton?



Historical Reasons



Fishing



Camping and Recreation



Clatsop County Travel Impacts

Amount of visitor spending that <u>supports 1 job</u>	\$89,577
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Local and state tax revenue generated from \$100 visitor spending in Clatsop County	\$4.77
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- Clatsop County **overnight and day travel** tourism is growing, as is **destination spending!**
\$556.1M ('17) up from \$397M ('08)
- *Retail spending is about 1/3*

Visitor Asset: *Marina & Easy Water Access*



Regional Retail Hub: *Focus is Big Box*



Ample Retail but Opportunities Exist

\$332.2M Retail Surplus *(due to large market pull)*



'Some' leakage exists

1. Home Furnishings
2. Clothing
3. Specialty: *Books, Music, Florists*
4. Grocery, Beer, Wine, and Liquor Stores

In Your Words...Opportunities

Housing and lodging.

Bakery! We need a place for folks to hangout and drink coffee on Main Ave.

Fishing Shoes Businesses Mall Stores Hobby
Restaurants Boat Building Shop Housing
Retail Public Downtown

Small Business: Entrepreneurs WANTED!



What are top 3 things of most value for businesses who locate in Warrenton?

Customer Traffic Ocean Safe Beauty Retailers Beach
Land Space 2 Access North Coast Location
Low Cost of Living Low Taxes HWY Community
National Growth Columbia River

Warrenton is business- friendly

- *Proactive, business-friendly commission that encourages business/industry.*
- *Clean slate for planning, growth opportunity, business friendly.*
- *Get in on the ground floor of a community with a rapidly growing population, a big appetite for new products and services, and few businesses to satisfy them.*
- *Warrenton is the perfect place to see new businesses grow. It is still an affordable living area and businesses would be smart in seeking to open in the area.*

What are the top 3 weakness or barriers in Warrenton that negatively impact businesses?

Stores Chains Property Elk Planning Crime
Businesses HWY Housing Development
Downtown WATER Warrenton Land Town
Access Parking Lots

Business Climate Summary

+

- Small business opportunities--restaurants, service
- City takes a proactive approach to business development
- Economic diversity
- Population/regional market area growth
- Businesses feel appreciated by community; 'easy to be community-based business'
- Proximity to metro market - Portland-Vancouver + Astoria

-

- Downtown vacancies and limited activity leave impression that Warrenton lacks vitality
- Business concentrated on Hwy 101
- Unique locally-owned retail is lacking
- Concerted effort to encourage entrepreneurs
- Economic/business development efforts may not be coordinated

Part 2: Workforce & Education

- Labor Force/Employment
- Job Seekers
- Schools



Top Employment by Industry: City of Warrenton

Retail Trade: 1,057

Manufacturing: 515

Accommodation and Food: 365

Unemployment is at Record Low



Clatsop County

4.1%

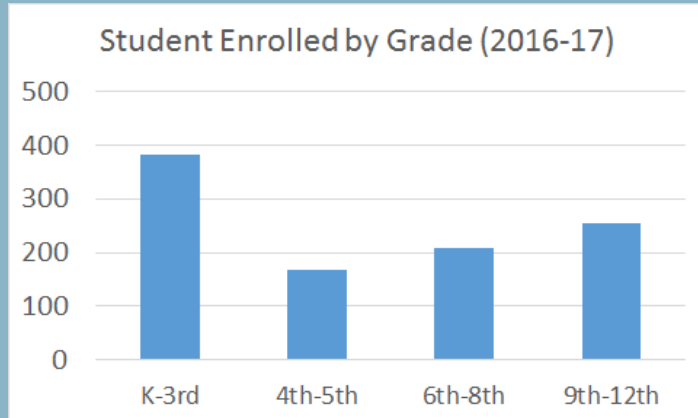
State of Oregon

4.1%

Warrenton School District



District ranked 89th of 147 Oregon Districts



The high school graduation rate was 69.1% in 2017

Student/teacher ratio is 18:1
(state avg. is 22:1)

Workforce & Education Summary

+

- CTE technical training program underway
- Strong and diverse enrollment numbers in grades 1-4
- School pride
- Increasingly engaged young professionals
- Graduation rates on the rise

-

- Need more Technical training for employees & tools for kids to enter trades
- Greater connection between education and workforce
- Limited engagement of workforce providers
- School appearance
- Negative PR around schools

Part 3: Real Estate (com'l-industrial)



- Available Land & Property
- Construction Activity
- Catalytic Projects

Industrial Land

- Available/vacant industrial sites (Airport & County Business Parks)
- Large and small parcels available
- Flexible building spaces available



310 SW 18th St
Warrenton, OR 97146

\$499,000

General Retail Property For Sale
Convenience 3,072 SF Bldg 2.79 AC Lot

Contact

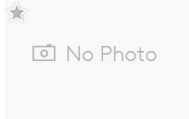


200 SW 2nd St
Warrenton, OR 97146

\$1,850,000

Multifamily Property For Sale
Apartments 15,807 SF Bldg 30 Units 7.36% Cap Rate

Contact



969 SE Marlin Ave
Warrenton, OR 97146

\$1,300,000

Putnam Pro Lube
Auto Repair 2,244 SF Bldg 0.19 AC Lot

Contact



75 SW Juniper Ave
Warrenton, OR 97146

\$1,049,000

Specialty Property For Sale
Residential Income 4,230 SF Bldg 7.56 AC Lot

Contact



770 SE 13th Pl
Warrenton, OR 97146

\$725,000

Lamping Industrial Building
Industrial 7,000 SF Bldg

Contact

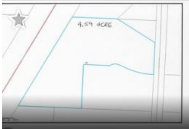


Fort Stevens Hwy
Warrenton, OR 97146

\$4,000,000

Fort Pointe
Residential Land 270.00 AC Lot 1 Lot

Contact



2219 SE Dolphin Rd
Warrenton, OR 97146

\$650,000

Vacant Land
Commercial Land 4.59 AC Lot 1 Lot

Contact



Downtown Investment Opportunity

**Food Hub?
Brewery?
Incubator?**



Downtown's Physical Image Is Concern



Comments on Main Avenue

- Non descript
- Funky
- Dead
- Economic Hub (lots of log and lumber trucks go by)
- Residential
- Average
- At a crossroads for commercial greatness, if city charts that path
- Underutilized
- Increased Traffic congestion
- Opportunity

Downtown Revitalization Needed



Downtown Government Anchors



Other Anchors to Build On



Real Estate Summary

+

- Warrenton is on the map:
Ex: Ft. George is coming

- Opportunity for more small manufacturing

- Airport Business Park

- Community support and help

-

- Few market-ready commercial buildings; industrial not well marketed

- Lack of curb appeal

- Downtown needs a plan

- Severe weather could harm buildings

Part 4: Quality of Life



- **Appearance**
- **Home Prices**
- **Schools**
- **Community Facilities, Activities**
- **Identity**

Perks of Living in Warrenton

Small Size, Quiet

Cost of Living +

Friendly People

Easy to Get Around

Sense of Community



Warrenton as a place to live...

- Beautiful surroundings and lots of outdoor activities.
- Outstanding access to all requirements of life, leisure activities, reasonably priced city services.
- Affordable, nice folks, safe.
- Low cost of living, clean air, great possibilities.
- Lovely place to live.
- Community with a future and vision.
- Few places in the world have such a great setting with such a low cost of living.

But Citizens Are Concerned About the Appearance of the City

Old infrastructure, overhead power lines downtown, extremely limited off street parking

Clean up old, run down buildings, install more sidewalks and paved roads

Improve 101 traffic and access to business from 101

Run down downtown area

Concern is grounded in caring

*"Not enough
affordable housing."*

*"Empty buildings on
Main Street."*

*"There is not an attractive
or pedestrian friendly
area of Warrenton."*

"Limited building sites"

"Expensive water"

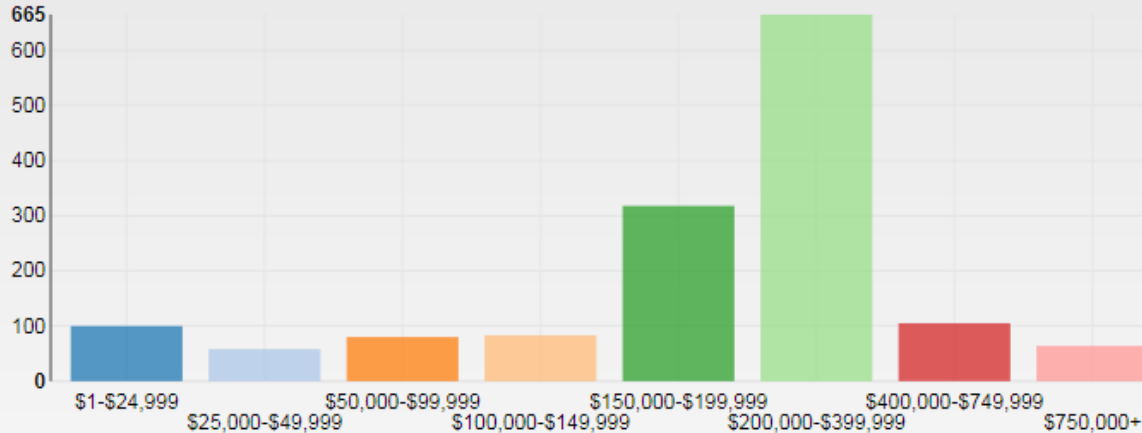
*"It's wild, and yet
unimaginative-it lacks an
identity."*

*"Suffering growing
pains."*

Warrenton Housing

County Housing Task Force shows **no inventory**. Rentals and for sale properties are both documented as **Unaffordable**.

Owner Occupied Home Values



“More housing is needed.” Affordable!

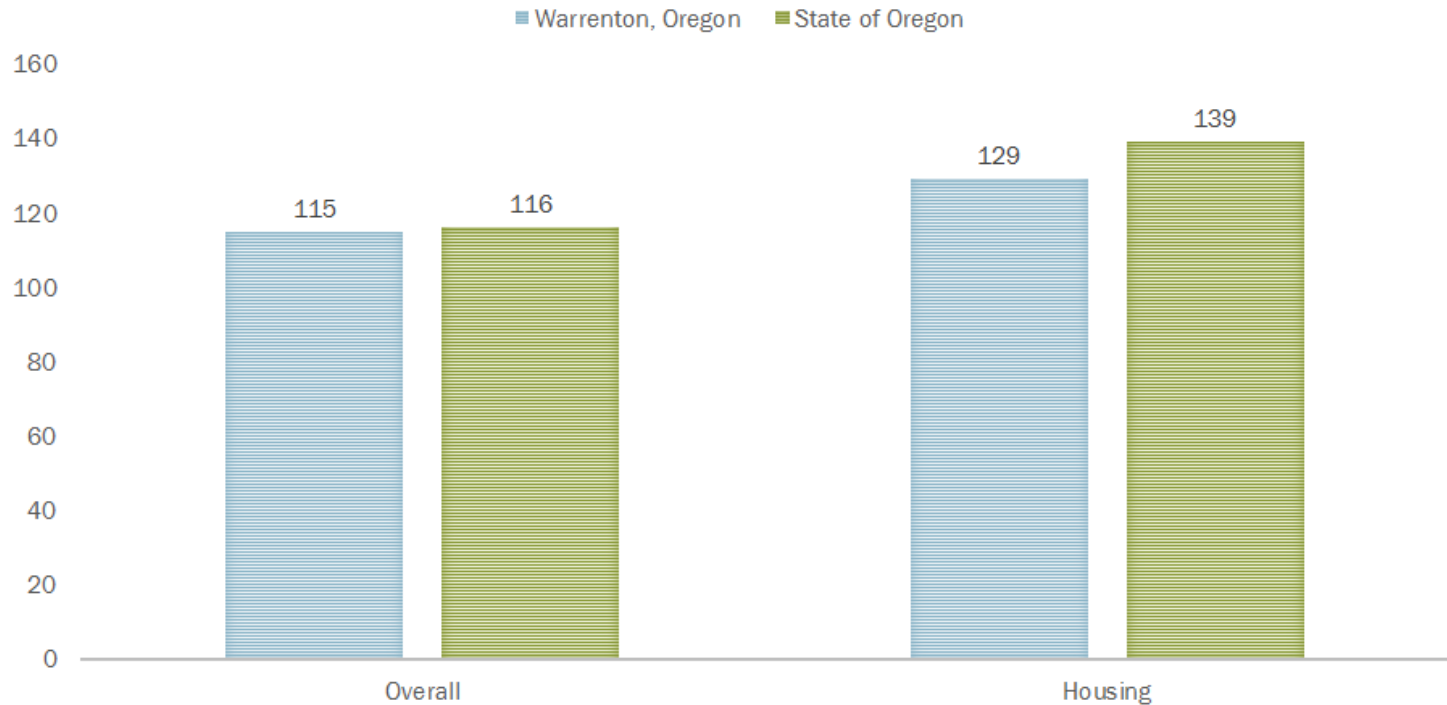
59% households are owner-occupied; 61% statewide

Homes primarily built in the 1970s, 1990s, or the 2000s

More affordable housing compared to surrounding areas

Cost of Living - 100=U.S. average

COST OF LIVING INDEX



Housing Investment Is Occurring



An investment of nearly \$14 million will help preserve more than 50 units of affordable housing at three complexes around Warrenton.

Warrenton Values Its Parks System!

“We envision a parks system that enhances the livability of Warrenton while building our community’s health, wellness, and quality of life. Our parks system will promote social, cultural, and historical activities while providing a natural environment for the enjoyment of all residents and visitors. The City of Warrenton recognizes the boost in human and social capital parks improvement and maintenance projects will provide its residents.”

Parks = Asset & Opportunity

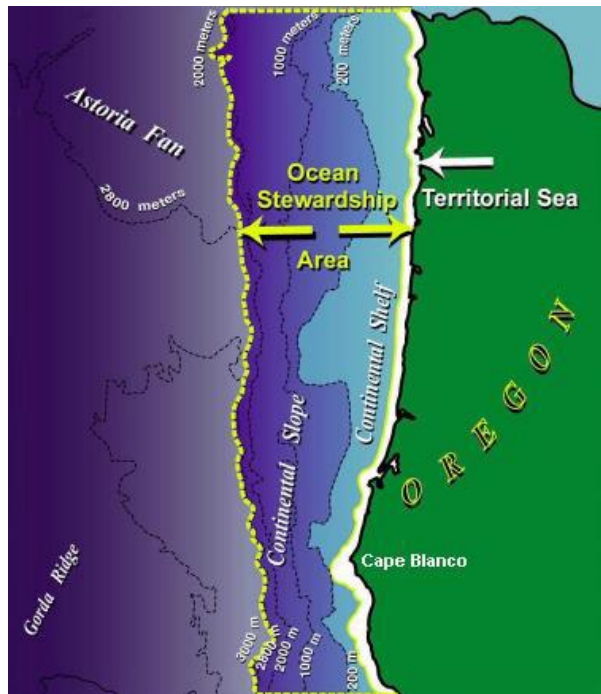
- Citizens say that parks are **well maintained** and very **safe**
 - But are an **under-used** investment
- Ample recreational options
 - 40.8 Acres Park Open Space, 4 Community Parks, 2 Neighborhood Parks, 1 Mini Park, 4 Special Use Parks, 1 Linear Park



Yet, Walkability Is a Concern



Infrastructure Investment



Hammond Waterline

Warrenton Mobile Home Park- Tenants
Become Landlords

Hammond Marina – dredging & so much
more

Street Improvements, Directional Signage, Water
& sewer system upgrades (generators for pumps!)

Community Events, Orgs, & Identity

- o *Astoria* Warrenton Crab, Seafood & Wine Festival
- o Old-Fashioned Fourth of July
- o Trails and Hiking

Warrenton-specific events are limited



Image: Warrenton is the REAL thing



“Warrenton is Wild”



Media Coverage

“Walmart Starts Hiring, Will **Open** in Warrenton in June”

“New Wendy’s **Planned** in Warrenton”

“Natural Grocers, **Opens** in
Warrenton”

“A Coast Guard helicopter crew out of Warrenton plucked a husband and wife off a sailboat 180 miles off the coast”

“Warrenton Students **Score Big** in
Underwater Robotics Contest”

Internal Identity & Expectations are Generally Positive!

“Stagnant, but also a sleeping giant”

“Authentic, working town, organically grown”

“Rapid growth but family-oriented”

“2 towns in 1- Hwy 101+ older
quaint area”

“Outstanding access to all requirements
of life, leisure activities, reasonably
priced city services”

“Easy access to big box stores”

“Clean slate for planning, growth opportunity, business friendly”

Quality of Life Summary

+	-
• Family friendly, small town	• “Old guard” leadership
• Great location-ocean, river, 101	• Beyond 101 - city appears ‘tired’
• Regional shopping destination	• Lower residential qual/home costs
• Nature-oriented + quality parks	• Conflicts with citizens and policies
• More affordable than other N. Coast	• Lacks character
• Strong, positive city leadership	

“Warrenton is heads and shoulders above other communities already. Keep at it!”

Part 5: Economic Development Resources

- **Business Organizations**
- **Economic Development Partners**
- **Financial Incentives**
- **Business Technical Assistance**



Economic Development & Workforce Resources

- **City of Warrenton - Urban Renewal Agency**
- **Clatsop County**
- **Astoria Warrenton Chamber of Commerce**
- **CEDR Small Business Development Center**
- **Port of Astoria**
- **Business Oregon**
- **Craft3**
- **Warrenton Business Association**
- **Col-Pac Economic Development District**

A lot to build from!

Economic Determinism



Getting Focused...

90 Days!

1. GET READY

Assess
Competitive
Posture;
Market Facts

2. GET FOCUSED

Focus and
Identify Top
Action
Initiatives

3. GO

Drive Action
for Results:
What Can We
Influence?

Key Messages

- *“Warrenton is not Seaside or Astoria. We need to remember we have something to offer that the rest of the county doesn't and we should take advantage of promoting that.”*
- *“Keep it simple. Keep it beautiful.”*



Ideas for Action

- o External Community Marketing – to Region/Astoria
- o Downtown Property Development and Clean up
- o Workforce/Schools Connections
- o Young Professional/Entrepreneurial Development
- o Shop Local - More Local Business
- o Address Nuisance Properties / Clean up!
- o Focus More on Outdoor Recreation Marketing
- o Hammond Redevelopment
- o Sidewalks and Paths



More Ideas for Action

"Clean up downtown."

"Provide affordable housing."

"Get infrastructure (roads, water, sewer) expanded to developable lands."

"Attract intelligent future technology and higher wages"

"Widen streets."

"Remove wetlands and raise levees."



"Apply for community grants and invest in artwork to bring delight to visitors and residents."

Next Steps

What can community leaders influence?

**Thank you,
Warrenton!**