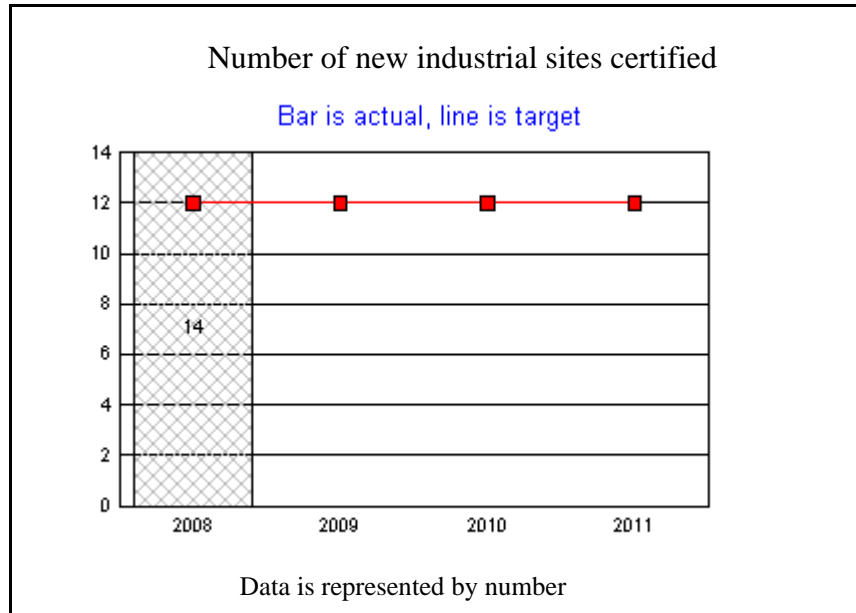


KPM #7	Number of new industrial sites/acres certified "project ready."	2004
Goal	Assist Oregon communities to build capacity to retain, expand and attract businesses.	
Oregon Context	Oregon Benchmarks: 3 - New Employers; 4 – Net Job Growth; 6 - Economic Diversification.	
Data Source	OECDD maintains data demonstrating that each certified site is ready for development within 180 days.	
Owner	Community Development Division, Darrin Fleener (503) 986-0070	



1. OUR STRATEGY

Industrial site certification is a tool that aims to: assist communities to build capacity to attract, retain, and expand businesses; prepare industrial lands for development; and to provide market-ready industrial sites. Even though the industrial site certification program is administered by OECDD, readying industrial sites for “project ready” certification is a multi-agency, state/local collaboration. OECDD partners with state agencies as well as

ERT, local governments, and property owners to facilitate efforts to remove barriers to certification.

2. ABOUT THE TARGETS

Because targets for this measure were set unrealistically high when the program was initiated and without a track record, an adjustment to the target from 20 to 12 sites per year was approved by the Joint Legislative Audit Committee (JLAC) for FY 07. Twelve sites remains the target in the 2007-09 biennium.

3. HOW WE ARE DOING

In 2008, the department exceeded both targets for sites and acres – more than doubling its 2007 activity. There are several sites in the queue at this point for next year. The percentage of newly certified sites that are less than or equal to 50 acres continues to remain notably high and the percentage of sites equal to or larger than 100 acres notably low.

Many of the sites that have been certified over time have been developed or are slated for development. Information on Oregon's certified industrial sites are available to the public and company site selectors at <http://www.oregonprospector.com>

Certifying industrial lands as “project ready” (i.e., providing assurance that a site can be developed in 180 days or less) for specific industry profiles saves prospective companies significant cost, time and risk. In today's economy, project development timelines are shrinking and information technology is allowing many companies the option to locate virtually anywhere in the world. Certification gives Oregon communities the opportunity to compete for businesses they might not otherwise attract.

The program requires industrial sites to meet rigorous standards relative to regulatory requirements such as zoning, wetlands and environmental contamination, as well as document a variety of other criteria such as utilities, transportation infrastructure and availability. Holding to these market-driven high standards resulted in a longer ramp up time than anticipated as landowners, municipalities and state agencies became familiar with the process and performance is beginning to meet targets.

4. HOW WE COMPARE

The Oregon Industrial Site Certification program is the third such program nationwide. Industry standards for developable industrial land are very high, with many companies demanding “Shovel Ready” sites, where they can break ground within 90 days or less. In Oregon, we are certifying that sites are “Project Ready,” which means they can be developed within 180 days of lease or purchase. Many of the sites certified to date in Oregon

already meet the higher standard. The department will continue to target its investments on highly marketable sites certified as “Project Ready” to help them become “Shovel Ready.”

5. FACTORS AFFECTING RESULTS

See numbers 3, 4, and 6. Many of the 48 sites certified over the first 4 years of the certification program can be considered relatively uncomplicated to certify. The remaining industrial zoned lands are more constrained by physical, transportation, land use or other factors and therefore more difficult to certify. The fact that there are limited options for funding and financing public infrastructure improvements remains a challenge for many sites and can significantly delay the certification process. Maintaining an adequate supply of industrially zoned lands to keep pace with development and/or changing market demands is also challenging for some local jurisdictions. Increasing the supply of industrially zoned lands either by expanding the urban growth boundaries (UGBs) and/or by cleaning up former industrial sites for redevelopment is expensive and time consuming. In the Willamette Valley, certification efforts have been hampered because most of the remaining industrially zoned land is significantly impacted by the presence of wetlands. In addition, the basic task of information gathering required to complete the certification application is often difficult for smaller jurisdictions where inadequate staffing and/or high staff turnover remains an issue.

6. WHAT NEEDS TO BE DONE

The department will continue to streamline the process to make it easier and less expensive without compromising the integrity of the certification process. In addition, we will work with other state agencies to refine needed information and respond to market demand while addressing barriers to certification and industrial land development. These barriers include adequate and appropriately zoned land supply, necessary access to utilities such as power or other forms of energy, brownfields redevelopment, or the need for wetland mitigation. These are some of the major issues restricting industrial growth.

Local/state/federal funding and financing options for public infrastructure need to be increased. OECDD, in partnership with ERT and DLCDD, is working with key communities to increase the supply of industrially zoned lands and bring more sites on line for certification. OECDD and DEQ need to develop more tools and incentives to motivate land owners to clean up and redevelop brownfields. OECDD is working with ERT, DSL, and the US Army Corps as well as a number of local jurisdictions and non-profit and private partners to pilot a wetlands credit resale program for industrial lands in the Willamette Valley, where the demand for quality wetland mitigation credits outstrips the supply.

7. ABOUT THE DATA

Results represent sites certified within the Oregon fiscal year. To be certified, each site needs to document that it is ready for development within

180 days of lease or purchase. OECDD maintains notebooks, as well as compact discs, with all the documentation, and also works toward periodic recertification of the sites. Documentation and the site itself is reviewed by an independent consultant who recommends certification. Also see number 3, above.