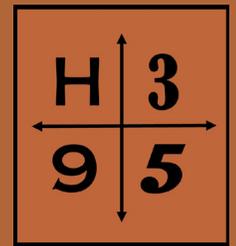


Highway 395 North Economic Development Project



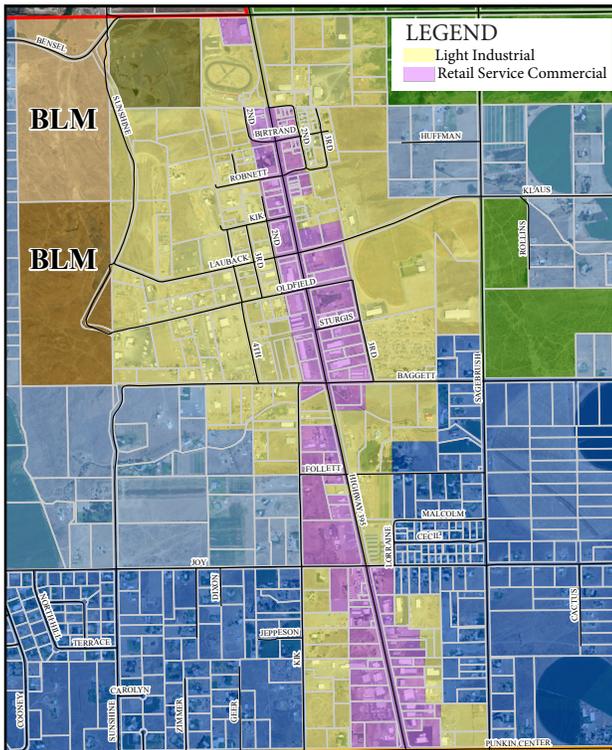
Umatilla County, OR

PROJECT OVERVIEW

The Highway 395 N Economic Development Project is a local, community-driven planning effort by business owners and landowners who are working to improve the aesthetic and economic viability of the Highway 395 N corridor - a corridor of commercial and industrial zoned properties between the Urban Growth Boundary (UGB) of the cities of Hermiston and Umatilla in northeastern Oregon. In 2014, the Highway 395 N Committee, with assistance from the Umatilla County Planning Department, was awarded a planning grant from the Oregon Department of Land Conservation and Development to hire a consultant to develop an implementation work plan and guidance tool that could ultimately be used by the Highway 395 N Committee, as well as multiple jurisdictions, to evaluate, protect, enhance and revitalize property values and development potential along highways.

The Highway 395 N Economic Development Planning Study, as well as a "Development Toolbox" are available on the Umatilla County Planning Department's website:

<http://www.co.umatilla.or.us/planning/>



The project study area shown above includes commercial and industrial zoned properties in unincorporated Umatilla County between the UGB of Hermiston and Umatilla.



Existing Conditions



Design Standards Concept



Existing Conditions



Design Standards Concept

As part of the project implementation agenda, the committee developed a set of conceptual design standards that show the potential aesthetic improvements that could be achieved if building and design standards were required for new development. Design standards could include recommendations for elements such as building facades, Xeriscaping, and street lights.

OPPORTUNITY-DRIVEN IMPLEMENTATION

The study identified projects and related implementation actions that not only address current needs, but more importantly to kick-start unrealized opportunities for the Highway 395 N corridor. The proposed implementation agenda reflects a typology consistent with the nationally recognized Main Street program, covering actions related to:

- **Economic Development** - yielding investment for added jobs and tax base
- **Infrastructure and Design Upgrades** - for public rights of way and private property
- **Promotional Activities** - for corridor marketing both community and region-wide
- **Organizational Capacity** - as needed for sustained action short- and long-term

The Highway 395 N Committee, with Umatilla County as a technical advisor, continues to move forward with implementation of the action plan to help the corridor achieve its long-term development and employment build-out potential.