



Fall 2003

## Waterfront Zoning Awaits City Adoption

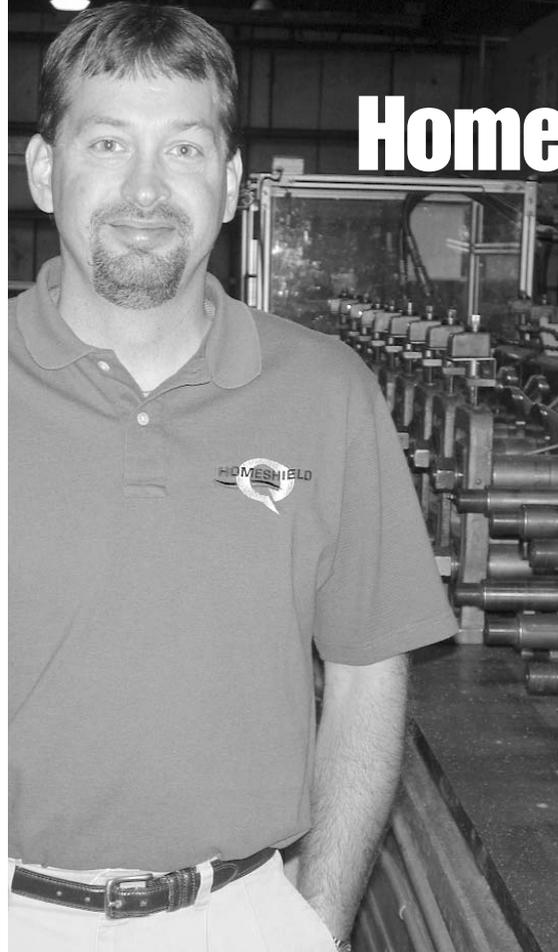
The final adoption of the Columbia River Waterfront mixed-use zone should occur this fall.

Public hearings began October 1 before the Hood River Planning Commission, and another public hearing will occur when the zone reaches the City Council level.

The process culminates a three-year effort by the City/Port Waterfront Task Force. The Port of Hood River submitted its Zoning and Design Guidelines application for a mixture of complementary uses on the 35 acres of Port-owned property in July. Future development is intended to facilitate the Port of Hood River's and community's visions to create year-round, high quality waterfront development. Its purpose is to attract new and expanding businesses, residents and visitors, and to link to, complement and support downtown Hood River, the Hood River Marina, and the surrounding Columbia Gorge area.

Port Commissioner Fred Duckwall served on the joint Waterfront Task Force. "After over 10 years of attempts to find community consensus about developing or not devel-

*continued on page 4*



# Homeshield opens Hood River plant

*Scott Bennett, manager of Homeshield's new Hood River manufacturing division, supervises set up of lines for its first west coast operation.*

Homeshield, one of Cardinal Glass' suppliers, has opened its first west coast operation on the Hood River waterfront, recently hiring its first five employees. The combination of Cardinal Glass' and Homeshield's expansions into Hood River County is some of the best economic development news in years.

"Having Cardinal Glass and Homeshield come to our community has given us some momentum and demonstrated that we can attract new business here," proclaims Dave Harlan, Executive Director of the Port of Hood River. "We need to ensure that we have the things we need in place—land, labor and infrastructure—to take advantage of and build on our recent successes."

Homeshield has enjoyed a long business relationship with Cardinal Glass, and is planning to improve that relationship with an increased ability to respond to orders quickly.

"Opening a plant here allows us to move to the next level of service with our west coast accounts," explains Scott Bennett, manager of

the local facility. "Having regional customers existing takes some of the risk out of the new start up."

Homeshield uses roll form and cladding technology to provide parts like spacers, grills and screens to window and door manufacturers. The company is part of the Engineered

*"We've already received many inquiries for work, and have found there is a very talented pool of labor here."*

Products Division of Quanex, based in Houston, Texas, with divisions in Moundsview, MN, Rice Lake, WI, Luck, WI, Richmond, IN, and Chatsworth, IL.

The proximity of the I-84 corridor made Hood River an ideal location for Homeshield to connect to east, west, north and south for ground transport of materials and products. The location will benefit its regional customers with an increased ability to lower inventories,

improve sequencing of product orders, and to fill orders more quickly.

Bennett anticipates Homeshield will employ 15-20 people by the beginning of next year, with sales dictating further growth. He expects most employees will be hired from the local area. "We do post job openings in other divisions," Bennett states, "but the high cost of housing here will make it hard for many to relocate." So far, Bennett's been pleased with the local pool of available laborers. "We have already received many inquiries for work, and have found there is a very talented pool of labor here," he adds.

According to Harlan, Hood River County is characterized by high unemployment, high poverty, low wages and high housing costs. "This community needs good paying jobs, jobs that pay above the average salary for Hood River County," Harlan expresses.

"Manufacturing has traditionally paid higher wages than most other economic activities. I'm not saying that manufacturing jobs are the only way to address the income issue, but they need to be part of the mix if we are to provide economic opportunities for all of the Port's constituents."

Homeshield holds a three year lease on the former Western Power building, a 36,000 square foot structure at the west end of Hood River's waterfront. The firm will begin looking for a permanent home immediately, as they prepare for long-term growth. "If it weren't for the Port's vacant building," Bennett says, "We probably wouldn't have ended up in Hood River." Homeshield required a location that would allow production to begin by year's end. "The Port of Hood River and Bill Fashing from Hood River County did an excellent job using their resources to get us up and running quickly in this building."

Bennett says he has also been impressed by the local infrastructure for the company's tooling needs. "We think we'll be serviced quite well here," he adds.

## PORT MEETINGS

**Regular Port Commission meetings are held on the 1st and 3rd Tuesday of each month in the Expo Center Conference Room. The Port welcomes your questions, comments and suggestions.**

## PORT OF HOOD RIVER

PO Box 239  
Hood River, OR 97031

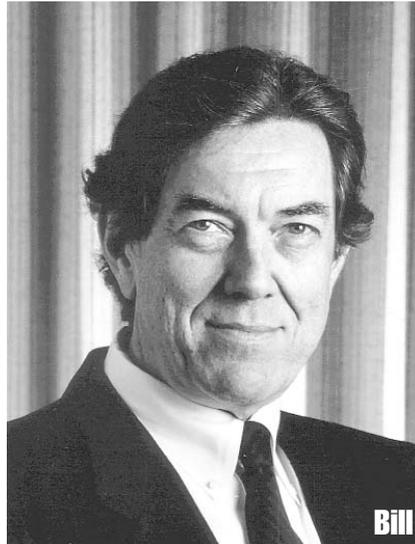
PRSR1 STD  
U.S. POSTAGE  
PAID  
PERMIT NO. 700  
PORTLAND, OR

# Port Commissioners share views

***The Port of Hood River Commission is an ever-evolving body of elected representatives. Meet the current board, and feel free to contact the Port of Hood River or individual Commissioners with your concerns or for information.***



**Don**



**Bill**



**Sherry**



## **Don Hosford, Hood River, OR**

*Port Commissioner since July, 1997*

Don Hosford has been a Hood River County resident for 42 years. He is well-remembered as the local State Farm Insurance agent from 1966-1996. Before that, he taught biology and coached football at Wy'East High School in Odell. He was also head football coach at Gresham Union High for a few years.

After his retirement, Hosford dedicated his energy to Port Commission, which he finds a stimulating challenge. "This is a wonderful place to live, work and play, but to me, the real quality of life will be achieved when we have plentiful jobs so kids who grow up here and attend our wonderful schools can find jobs here," he expresses. "They should be able to afford to live here and raise their own families here, not be forced to move for employment or housing."

Hosford has also been active as a volunteer in Hood River Rotary Club, Hood River Elks Lodge, Wy'East Boosters Club, and for Columbia Gorge Center. He holds a B.A. in Education from Willamette University. He and his wife, Virginia are the parents of a grown son and daughter.

## **Bill Lyons, Hood River, OR**

*Port Commissioner since January, 1998*

Bill Lyons moved to Hood River with his wife, Beth, in 1991 after retiring as Senior Vice President for NERCO, Inc., a subsidiary of PacifiCorp in Portland, Oregon. Prior to joining PacifiCorp, Lyons worked for eight years in the U.S. Department of the Interior, heading the staff responsible for program planning, development and budget. With both private sector and public sector experience, Lyons has volunteered in the community on many levels, including Mt. Hood Economic Alliance, Hood River

Co. Planning Commission, CAST Theatre and the City's Landmark board.

Lyons was initially appointed to the Port Commission, and elected the following year. He says he's committed to working together to achieve balanced community goals consistent with the Port's Strategic Plan.

"I believe we are faced with a challenge and opportunity to achieve a balanced and healthy economy in Hood River County," Lyons expresses. "I see the Port in a leadership position in economic development, but working in partnership with other agencies for the betterment of all of our citizens."

A native of Lansing, Michigan, he graduated from Michigan State University in 1959 with a B.A. in economics and history. He later completed the Senior Executive Program at Stanford University in 1982.

## **Sherry Bohn, Hood River, OR**

*Port Commissioner since April, 2001*

Sherry Bohn was appointed to the Port Commission in 2001, and subsequently elected in 2003. As co-owner of Sage's Café with husband Bill for the past decade, Bohn has been active in the establishment and activities of the Hood River Downtown Business Assn. She came to Hood River after many years in the San Diego, Ca. area, where she specialized in computers and technology. She also spent four years in the U.S. Air Force.

When Bohn applied for the Port vacancy, she expressed a desire to bring balance and synergy to the activities and decisions facing the commission. "My vision is a wonderfully developed waterfront, used year-round by locals and visitors, that helps stimulate our local economy without detracting from existing local business and our great quality of life," Bohn details. She is also interested in helping drive the acquisition of "shovel-ready" light industrial lands that could attract other growing companies.

industries continue to grow, they do not produce or provide the number or quality of jobs the area needs to keep pace with our economic conditions."

## **Fred Duckwall, Hood River**

*Port Commissioner since July, 2001*

Fred Duckwall is president of Duckwall-Pooley Fruit Company, where he has worked since 1971. Duckwall also served the community as a school board member for 28 years, eight as board president. A local resident for 50 years, he has also been active in the Hood River Co. Chamber of Commerce, Associated Oregon Industries, Hood River Grower Shipper Assn., and Oregon School Boards Assn. He holds a B. S. from Oregon State University in Business Administration, with a minor in Food Technology.

Duckwall hopes to see the poor local economic conditions improved. "Ports were created with the basic mission of stimulating economic development. Yes, they have other attendant responsibilities among which are providing recreational opportunities, but its first priority is to create jobs," Duckwall explains. "The Port is dedicated to achieving that end, but progress seems to move at a geologic pace. But those incremental steps finally pay off."

He's encouraged by local business growth, with an eye toward the future. "The Governor has outlined his goal of having 25 shovel-ready industrial sites so that Oregon is able to attract new business. Hood River needs to be one of those areas." Duckwall specifies. "But make no mistake about how we get to a solid economic future. For the Port to make the investment necessary to achieve those ends, it must generate revenue. Revenue comes from investing, from land and building sales, bridge tolls, leasing, renting, services and fees. That income and financial stability is critical to obtaining matching funds, floating bond issues economically, attracting grants and making outright investments and capital improvements in new and existing Port facilities. The business of the Port is to do its part to make Hood River not only an attractive and appealing world class resort area, but to make it an economically viable place to live for all its citizens."



**Hoby Streich, Hood River**

*Port Commissioner since September, 2002*

Hoby Streich is the Commission's newest member. He was raised in the Hood River Valley and was later employed for 11 years with United Telephone Co. of the Northwest (now Sprint). In 1988, with a business partner, he formed Cross "R" Fingers, purchased property on Cascade Ave., and turned an existing grocery business into Cascade Market. He later developed a four-bay self-serve car wash on the adjacent property.

So far, he's enjoyed his service as Commissioner. "I've been watching and listening, and I truly feel I'm the messenger of the public voice," he relays.

Streich notes Hood River's economy is in a transition period, reliant on diversification as timber and agriculture industries recede. "The waterfront is our 'crown jewel,' and is crucial to long-term economic stimulation of our county," he explains. "Diversification is important for any portfolio."

**Port waterfront asset group selected**

Twelve local residents are assisting the Port of Hood River as the agency develops its waterfront property along the Columbia River shoreline. Members of the newly established Waterfront Asset Management Technical Advisory Committee (WAMTAC) were appointed earlier this month.

As an ad hoc committee, the WAMTAC is working with and assisting the Port as work with a waterfront developer begins.

**Members include:** Kathie Alley, who helps represent retail and business; Mike Benedict, government; Bill Fashing, economic development; Steve Gates, tourism, recreation and business; John Gerstenberger, technology; Tom McCullough, business and recreation; Dick Nafsinger, media, history and business; Carl Perron, transportation and engineering; Scott Reynier, government and recreation; Chris Strader, manufacturing and retail; Tom Stevenson, business, tourism and recreation; and Ken Woodrich, business. Three alternatives have been selected. They include Jon Davies, business and recreation; Richard Lee, business; and Linda Maddox, tourism and recreation.

There's no question the current economic recession hit technology businesses hardest. Fledgling companies that survived are an anomaly.

One local survivor is Electronics Assemblers, Inc., located in the Big 7 Building of the former Diamond Fruit Cannery Complex.

During the technology boom of the '90s, Electronics Assemblers was a major Hood River employer, generating paychecks for 92 local residents during its peak in 2000, with payroll exceeding \$1.5 million. After a few years of downsizing in response to the industry slump, EAI continues to offer jobs for about 20 people.

Electronics Assemblers builds high tech assemblies as a contract manufacturer. "The trend for large companies is to outsource many of their sub-assemblies, large and small, simple and complex," explains Howard Marquis, EAI's president.

EAI was founded in 1987 by Marquis and partners. "We've offered training to unskilled workers, and full-time employment to those capable," Marquis relays. "There's always an opportunity to improve." Marquis came to Hood River after working for over 30 years with General Motors Corp., specializing in financial management.



*EAI president, Howard Marquis, displays telephone switchgear equipment the company produces.*

**Electronics Assemblers, Inc. perseveres with highs and lows**

"With the Big 7 Building, the Port allowed us to expand and contract as needed, initially for rapid growth, and later with downsizing," Marquis recounts. "Without this flexibility, the costs of staying in business may have been prohibitive when the recession hit. The Port really helped us stay in business."

At one time, EAI leased Big 7's entire bottom, third and fourth floors, and part of the second floor, for a total of 25,000 square feet. Currently, EAI leases most of the third floor.

EAI began by manufacturing simple cable and wire assemblies. It progressed to building more complex, sophisticated assemblies, to include sub-assemblies used in chip-testing equipment, electronic-testing equipment, telephone equipment and medical equipment.

Its primary market is the greater Portland area, including Hillsboro and Beaverton, with other customers out-of-state. EAI's customers include Credence System Corporation, a leader in manufacture of automatic test equipment for the worldwide semiconductor industry; Solectron, a technology leader that offers a full spectrum of products and systems in semiconductors, electronic devices, communications, computer peripherals, imaging and computers; Cascade Microtech, a leader in wafer-test systems; and Nielsen Manufacturing, Inc., a forerunner in cellular manufacturing.

Many of these clients have contracted with EAI for several years, while many have fallen victim of downsizing themselves. Solectron closed its Hillsboro, Oregon plant, yet EAI continues to ship devices to its North Carolina and South Carolina locations.

This fall, business is looking up, according to Marquis. EAI recently gained a new client, Zhone Technologies in California. Zhone develops telecommunications infrastructure products for the local access network. "We are receiving lots of orders right now, and have opportunities to quote on turn-key assembly of some new systems," Marquis announces. Other customers are increasing orders, as well.

After downsizing to meet market conditions, EAI is positioned to grow all over again. The future is brightening each day.

**PORT DIRECTORY**

Commissioners	Staff
Bill Lyons	Dave Harlan .....Executive Director
Don Hosford	Telephone.....(541) 386-1645
Fred Duckwall	Fax.....(541) 386-1395
Sherry Bohn	Email...porthr@portofhoodriver.com
Hoby Streich	www.portofhoodriver.com
	Newsletter Production .....Pageworks

**WATERFRONT**  
*continued from page 1*

oping the area north of I-84, we are finally in sight of the goal line—the City adopting a workable zone and the Port selecting a proven developer,” Duckwall concludes.

The Port will work with a developer to create the waterfront’s master plan. In February, eight firms responded to the Port-issued Request for Qualifications to develop the waterfront, and has subsequently selected William Smith Properties as a finalist. Members of the community were invited to a September 30 presentation by Bill Smith, who developed the Old Mill District in Bend.

Pre-development issues are being discussed, and awaiting the final outcome of the City zoning process

According to Duckwall, “A master plan based on community input will be constructed that will provide a framework and vision for a world class development to serve the needs of all the citizens of Hood River County.”

**Key points in the proposed mixed-use zone include:**

- A 75-foot setback from the top of the Columbia River bank and along the Nichols Boat Basin, encompassing a 50-foot Columbia River Waterfront Corridor and a 25-foot building setback that will create a linear park encompassing more than 5 acres.
- A 54-foot maximum height for lodging uses, with a 45-foot height limitation for all other uses.
- A requirement of at least a new 2-acre waterfront park and potentially a 5-acre park, depending on funding.



**Message from Executive Director Dave Harlan**

The best predictor of future behavior is past behavior, psychiatrists and statistics say. That applies to organiza-

tions as well as individuals. And it’s something to keep in mind as the renewed debate regarding waterfront development continues.

Over the past 50 years the Port of Hood River has created hundreds of new jobs and, in doing so, has boosted the local tax base by millions and millions of dollars in support of local schools and services. The Port has accomplished that through a series of challenging, complex and often-controversial projects that have made Hood River the community it is today.

The vision of past Port Commissioners and staff—along with tens of thousands of yards of sand and soil—created what we now know as the waterfront. That same vision led to the development of the 22-acre Marina Park property, beginning in 1970, and the construction of the 5.2-acre Event Site in the early 1990s.

The vision of past Port Commissioners and staff also led to the redevelopment of the deteriorating 21-acre Diamond Cannery Complex along the northern edge of downtown Hood River in the mid-1980s. Streets and sidewalks throughout downtown were renovated, utility lines relocated and lighting, benches, landscaping and other public improvements put in place, all paid for through an Urban Renewal District and driven by the Diamond Cannery

redevelopment project. As of mid-July, businesses located in the complex employed 541 people.

The Diamond Cannery project set the stage for the economic revival of downtown Hood River. Entrepreneurs drawn to the community’s abundant recreational opportunities and high quality of life took advantage of the opportunities afforded by the renovated buildings of the Diamond Complex and the improved look of downtown. Quality of life may have helped draw those entrepreneurs to Hood River, but it was the Diamond Cannery complex that helped provide them with a home.

Most recently, the Port worked in close cooperation with Hood River County to attract Cardinal Glass Industries and Homeshield, Inc. to locate here, adding roughly 80 initial jobs during tough economic times.

The Port has for the past decade sought to rezone the waterfront property from light industrial—the original reason the waterfront fill was undertaken—to mixed-use, combining recreational, retail, residential, office, commercial, light industrial and other uses to create a high-quality development with close ties to Hood River’s historic downtown district.

Over the course of the past 15 years, 17 people have spent time on the Port of Hood River Commission, wrestling with the issues that come with operating a very diverse mix of facilities and services. Despite all of the faces and voices that have come and gone from the Commission in the past decade and a half, the Port’s vision for its waterfront property has remained constant. Not all of those voices and faces came to the Commission with the same

perspective. But confronted with the various complexities and challenges facing the Port and the community, virtually all of those voices and faces concluded that redevelopment of the waterfront can best serve all of the Port’s constituents by boosting the local tax base, creating jobs and supporting downtown Hood River, waterfront recreation and community goals through the creation of waterfront trails, open spaces and amenities paid for by development, not increased taxes on local residents.

Those who feel the waterfront should only be used for another large waterfront park do so without consideration of a larger context. They don’t connect the dots between an increased local tax base and support for local schools. They claim economic benefits they can’t document, and ignore the unpleasant realities reflected in the Hood River County’s underlying economic numbers. They ask us to make a choice without having considered the resulting cost of that choice.

If a sustainable community is the goal, you can’t get there by ignoring all of the other factors that go into having a sustainable community in the interest of building a waterfront park. The Port, despite the opinions of many to the contrary, has repeatedly demonstrated its vision and leadership in accomplishing the projects that have shaped the community we all enjoy today. The Port is following that same path now in seeking to accomplish mixed-use development on the waterfront.

**Bridge Project nears**



The Port of Hood River Bridge Redecking project bids are due October 23. Construction should begin in the first months of 2004. In order to expedite the project, bridge closures will take place weeknights. This schedule was overwhelmingly preferred by bridge survey respondents.

The bridge redecking will include road and support beam replacement and new guardrail installation. The project will extend the useful life of the bridge at least 20 years.

The Port of Hood River will assume the cost of the \$8 million project through bonds paid back over time, in addition to Federal Highway Administration grant funds. No bridge toll increases are planned. The scale of the project will require a large staging area nearby. The Port and contractor will determine the most feasible location to facilitate the process.

For updated bridge information, visit [www.portofhoodriver.com](http://www.portofhoodriver.com)

**Major employers are encouraged to contact the Port of Hood River office to express concerns or offer input regarding the Bridge Redecking project and bridge closure schedule.**

Call 541-386-1645, or email [porthr@portofhoodriver.com](mailto:porthr@portofhoodriver.com).

**Tentative Bridge Closure Schedule**

**September 15 to April 30**

- Sunday through Thursday evenings between 9:30 p.m. to 5:00 a.m.

**May 1 to September 14**

- Sunday through Thursday evenings between 10:30 p.m. to 5:00 a.m.
- There will be no closures on weekends and holidays.
- The Port will work with the contractor to determine the final bridge closure schedule. The Port will announce the final schedule once it is established.
- Estimated time for completion is 18 months, with a contractor incentive for early completion.

**Once the redecking project begins, the bridge will be closed at night to expedite the project**