



**Economic Development Commission Agenda  
January 24, 2023 | 7:30 AM  
Ash Conference Rooms**

Questions regarding this meeting will be taken between the hours of 8:00 a.m. and 4:30 p.m. via [planning@woodburymn.gov](mailto:planning@woodburymn.gov) or by calling 651-714-3533 and leaving a voicemail message.

*Please note that the times listed below are estimates and are subject to change.*

1. 7:30 AM- Call to order and oath of office for new members
2. 7:35 AM- Roll call and introductions
3. 7:45 AM- Approval of meeting minutes – October 25, 2022 EDC Meeting
4. 7:46 AM- Overview of 2023 EDC work plan and meeting schedule
5. 7:55 AM- External Economic Development Metrics Dashboard
6. 8:05 AM- Review of draft 2022 Community Development Annual Report
7. 8:55 AM- Updates
8. 9:00 AM- Adjourn

**Attachments:**

1. EDC Memo 23-01
2. October 25, 2022 EDC Meeting Minutes
3. External Metrics Dashboard, January 2023
4. Draft 2022 Community Development Annual Report

**The City of Woodbury is subject to Title II of the Americans with Disabilities Act, which prohibits discrimination on the basis of disability by public entities. The City is committed to full implementation of the Act to our services, programs and activities. Information regarding the provisions of the Americans with Disabilities Act is available from the City Administrator's office at 651-714-3523. Auxiliary aids for disabled persons are available upon request at least 72 hours in advance of an event. Please call the ADA Coordinator at 651-714-3523 (TDD 651-714-3568) to make arrangements.**



## Economic Development Commission Memorandum 23-01

**To:** EDC Members  
**From:** Janelle Schmitz, Community Development Director  
**Date:** January 20, 2023  
**Re:** January 24, 2023 EDC Meeting

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The Economic Development Commission (EDC) is scheduled to hold a meeting on January 24, 2023, at 7:30 a.m. in the Ash Conference Rooms of City Hall.

**1. Call to order and oath of office for new members**

Please welcome our new EDC member, Amy Schmidt.

**2. Roll call and introductions**

**3. Approval of October 25, 2022 EDC meeting minutes**

**4. Overview of 2023 EDC work plan and meeting schedule**

The EDC is scheduled to hold its regular meetings on the fourth Tuesday of the month at 7:30 a.m. While it is likely that we will not need all of these meetings, we ask that the EDC reserve these dates on their calendars. If it is determined that a meeting is not needed, a cancellation notice will be emailed to the EDC, and also sent via In-Touch message.

January 24	February 28	March 28
April 25	* <i>May 4 (Business Celebration)</i>	June 27
July 25	August 22	*September 18 (Development Tour)
September 26	October 24	November 28
* <i>December 12 (EDC workshop)</i>		

Please note a few exceptions to the fourth Tuesday rule: the Business Celebration is held on the first Thursday of May (May 4<sup>th</sup>), the Development Tour will be held on Monday, September 18<sup>th</sup>, and a workshop is generally held in early December (December 12<sup>th</sup>) to preview the annual report data.

Much of the EDC's 2023 work plan involves the implementation of the Economic Development Strategic Plan, which was adopted by the City Council on April 13, 2022. The work plan identifies the policy areas that the EDC will focus on in 2023.

In addition, the Council recently adopted an ordinance that authorized a lodging tax that will take effect on April 1, 2023. The Council directed staff to create a task force to assist in the creation of a Destination Marketing Organization (DMO) that will manage the gross proceeds of the local lodging tax for the purposes of marketing and promoting the City as a destination. The proposed mission of the DMO Task Force is to research and evaluate best practices in the DMO field, develop a proposed 2024-2027 DMO Strategic Plan and provide a recommendation to the City Council on the DMO advisory/oversight structure and implementation next steps. The work of the task

force is expected to wrap up in the fourth quarter of 2023, and may result in some future work plan items for the EDC.

<b>Economic Development Strategic Plan Implementation</b>	
<p>Goal 1: Woodbury will be a community of choice</p> <ul style="list-style-type: none"> <li>• 2022 Annual Report</li> <li>• Re-boot Mayor’s Business Outreach</li> <li>• Business Celebration/Business Connect/MnCAR Expo, etc.</li> </ul>	<p>Q1 Q1-4 Q2-4</p>
<p>Goal 2: Woodbury will have desirable development opportunities</p> <ul style="list-style-type: none"> <li>• Review ordinances, policies and processes to remove unintended barriers while ensuring community standards are met <ul style="list-style-type: none"> <li>○ Sign Ordinance</li> <li>○ Cannabinoid Ordinance</li> </ul> </li> <li>• Explore opportunities to connect with the business community at the time of LLC establishment or incorporation, in order to serve as a resource for startups and other new businesses.</li> </ul>	<p>Q1-Q3  Q3-Q4</p>
<p>Goal 3: Woodbury will be resilient</p> <ul style="list-style-type: none"> <li>• Create and review dashboard tool to review and track economic development metrics</li> <li>• Review findings of the Environmental Stewardship Plan (Strategic Initiative)</li> </ul>	<p>Q1 and Q3  Q3 2023- Q3 2024</p>
<b>Lodging Tax and Destination Marketing Organization (DMO)</b>	
TBD based on outcomes from the DMO task force and strategic plan.	Q4

**5. External Economic Development Metrics Dashboard**

One of the strategies and tactics of the Economic Development Strategic Plan is to collect and analyze data regarding lease rates, occupancy rates, and other data points to recognize potential signs of decline or economic fatigue. Included with this packet is a “dashboard” of these external economic development metrics as of January 2023. The metrics were compiled by LOCi Consulting, who was part of the consultant team that worked on the strategic plan. The EDC reviewed a similar dashboard in July of 2022, and we will receive another update in July 2023.

The metrics compare Woodbury to ten peer and/or neighboring communities. These communities are Blaine, Chaska, Cottage Grove, Inver Grove Heights, Lake Elmo, Lakeville, Maple Grove, Oakdale, Plymouth and Shakopee. The metrics compare Woodbury to the average of the peer communities for the following factors:

- Population and projected population growth
- Median household income
- Total employment
- Year over year change in employment
- Change in number of business establishments and growth
- Average weekly wages and growth
- Commercial lease rates (retail, office and industrial)
- Commercial vacancy rates (retail, office and industrial)
- Absorption of commercial space (previous 12 months)
- Commercial and industrial building permits (number and value)

The attached dashboard indicates whether Woodbury's ranking increased or decreased since the previous dashboard from six (6) months ago.

## **6. Review of draft 2022 Community Development Annual Report**

Attached for the EDC's review is the draft 2022 Community Development Annual Report. The EDC's December workshop included a preliminary review of several of the charts and data sets included in the Annual Report, and the EDC provided direction on additional information or context that could be included. The attached draft includes additional charts and data as well as some of the 'deep dive discussions' or case studies. There are still sections of the Annual Report that are incomplete, and the EDC will be asked to review the final report at its February 28<sup>th</sup> meeting.

The executive summary of the Annual Report highlights the following:

- With an estimated 2023 population of **82,643**, Woodbury is the 8th largest city in Minnesota.
- Woodbury is home to **1,773 business establishments** as of the second quarter of 2022, which provide **26,491 jobs** in the city. This represents nearly 29 percent of all jobs in Washington County;
- **745 new housing units** were permitted in 2022 including 235 units of affordable rental apartments; adding to our diversity of housing stock;
- **7 new commercial buildings** began construction in 2022, which will add **1,109,257 square feet** to the City's commercial tax base. Of this new development, less than one percent is categorized as retail, with most of the new development occurring in the Northeast Area;
- The HRA issued **16 low-interest loans** to income-qualified households, including two Neighborhood Reinvestment loans and 14 First Time Homeowner loans, five of which were First Generation loans.

- As part of the implementation of the 2040 Comprehensive Plan, the City adopted the **METRO Gold Line Station Area Master Plan** and the **Economic Development Strategic Plan** on April 13, 2022.

As the EDC members review the draft annual report, staff asks that they consider the following questions:

1. Historically, the Annual Report has included one or two specific areas or topics that we did a “deep dive” or case study. Possible topics for the 2022 report include:
  - a. Implementing the Comp Plan- newly adopted plans noted above (Gold Line Station Area Master Plan and the Economic Development Strategic Plan)
  - b. Senior and affordable housing in Woodbury
  - c. First generation loan program
  - d. New commercial development in the northeast area
  - e. Shift in the balance of commercial inventory from retail to non-retail, and etc.
2. While recognizing the space limitations of the document, would the EDC members like to see year over year comparison for some of the employment-related data?
3. Are there elements from the economic dashboard that LOCi Consulting produced that are important to capture in the Annual Report? Would it be helpful to provide additional written narrative within the report on portions of the dashboard for added context?
4. Given the charts and data that is available, are there any themes that emerge for this Annual Report?

In addition to the questions above, EDC members are encouraged to share their own observations, ask questions and provide guidance to staff. The 2022 Community Development Annual Report will also be reviewed by the Planning Commission before it is presented to the City Council on March 22, 2023.

## **7. Updates**

Staff will provide a project update, if time allows.

## **8. Adjourn**

Respectfully submitted,

Janelle Schmitz  
Community Development Director

cc: Mayor and Councilmembers  
Clint Gridley, City Administrator  
Angela Gorall, Assistant City Administrator  
Eric Searles, Assistant Community Development Director/City Planner

**CITY OF WOODBURY**  
**ECONOMIC DEVELOPMENT COMMISSION MINUTES**

**October 25, 2022**

Pursuant to due call and notice thereof, a meeting of the Economic Development Commission was held at Woodbury City Hall, 8301 Valley Creek Road, on the 25th day of October, 2022.

**ITEM 1. CALL TO ORDER**

Chair Craig Johnson called the meeting to order at 7:30 a.m.

**ITEM 2. ROLL CALL**

Upon roll call the following members of the EDC were present: Chair Craig Johnson; Emanuel Ekstrom, Jenny DeMaria, Ruth Godfrey, Michael Zoladkiewicz, and Bill Routt.

Absent: Kimberly Moore, Joe Ward, Katie Westfall, Eric Schurr and Pam Morke

Also present: Anne Burt, Mayor; Janelle Schmitz, Community Development Director, Eric Searles Community Development Assistant Director/City Planner; and Jamie Thoen Administrative Assistant.

**ITEM 3. APPROVAL OF MINUTES**

MOTION: Bill Routt approve the minutes from the July 26, 2022 meeting.

SECOND: Ruthie Godfrey

VOTE: All in favor: Craig Johnson; Emanuel Ekstrom, Jenny DeMaria, Ruth Godfrey, Michael Zoladkiewicz, and Bill Routt

ABSENT: Kimberly Moore, Joe Ward, Katie Westfall, Eric Schurr and Pam Morke

**ITEM 4. Implementation of 2022 Economic Development Strategic Plan**

**A. SIGN ORDINANCE REVIEW**

Janelle Schmitz introduced the topic, stating that the implementation matrix for the Economic Development Strategic Plan (EDSP) includes Strategy/Tactic ST2-1 and ST3-5, which are described as “review ordinance requirements, plan, policies and processes to identify and remove unintended barriers to private redevelopment efforts while ensuring that community standards are maintained.” She noted that the recent amendment to the City’s liquor ordinance, modifying the food-to-alcohol sales ratio was one of the first ordinances to be reviewed under the new EDSP. The City Council has requested that ordinance related to three particular types of signs be the next set of regulations to be reviewed under this same premise:

- Reader Board and Electronic Display signs
- Real Estate (Commercial Leasing) signs
- Open House Directional signs

She went on to state that the EDC will use a project management approach to evaluate and analyze the identified ordinances. The first step in the project management approach is the creation of a Project Charter which will assist in identifying and organizing the work tasks. Draft charters have been prepared by staff for group review and discussion.

Reader Board and Electronic Display Signs:

Eric Searles provided additional background and context regarding the sign ordinance requirements regarding reader board and electronic display signs, noting that the current regulation limit the changing of the message to once per day. He noted that said signs that are located next to residential require an Interim Conditional Use Permit. He further explained that these requirements also apply to billboards, which also can only change messages once per day. He then opened discussion to the Commission. EDC members had a variety of questions and comments:

- What would the business owners like to see? Brightness (both evening and daytime), frequency, and size are all relevant to businesses.
- How do other cities regulate these signs? What are the comparable cities to consider?
- Is there a size regulation, and should we add the size requirements to the Charter?
- Are there any dimming requirements in the city code?
- Is there a public benefit for the usage of these signs such as schools closed etc.?
- Need to consider new technology, which could influence the light distribution, hyper speed QR coding, and geo-targeting.
- How do we define what is “clutter” in regards to the community signs?
- The City is currently at the low end of the spectrum in terms of frequency of changing the message; the other extreme (once every 8-12 seconds) could create visual distraction.
- What are the ‘unintended barriers’ that we are trying to identify?
- Could there be a waiver process for different business needs (i.e. public signs could be allowed more frequent messaging changes).
- In regard to the interested parties, faith groups and schools should be added, as well as sign companies (who can assist with new and emerging technology discussions).
- Need to ensure we can enforce whatever standards we adopt.
- What is the timing for this - full process complete in 2023 first or second quarter.
- Discussion regarding project sponsor vs. project manager roles.
- Does the Council have a preference regarding these sign changes?

Open House Directional Signs:

Mr. Searles showed some examples of these signs, which are typically placed along roads over the weekend, when most open house activity occurs. He noted the concerns of clutter and lack of maintenance or removal of signs. Questions and comments from the EDC included:

- Is there a team that regulates the signs in terms of consistency? Staff noted that there is actually a business venture that was created for this purpose, and the builders typically hire them to place and remove the signs.
- Do we require the homes that are advertised on these open house signs to be located in Woodbury? Staff responded yes, and our code enforcement removes those that are not from Woodbury.
- Since the open house is the own category in the sign ordinance, is there a distance requirement in terms of how far the sign can be from the open house it’s advertising. Staff responded that this is not currently with code.

- In regard to interested parties, the business that places the signs for the Realtors would be an affected party.
- Is there a difference between open houses for existing homes vs. new development homes, which are typically sponsored by the builders?
- Do HOA's have any ability to restrict these signs? Staff responded that the signs are typically placed in public right of way, which is outside of the HOA's control.
- Why are builders treated differently in terms of allowing these off-premise signs? Is this fair to other businesses.
- Does this also include the persons who stand on the street corners with signs? Staff responded that this does not include those signs, and that that is a freedom of speech issue.

#### Real Estate (Commercial Leasing) Signs

Mr. Searles introduced this topic noting that the code allows businesses to have commercial leasing signs (one per street frontage) without a permit. Signs need to be removed if the building is fully leased. He added that these signs can also add to the clutter, and some of these signs have become more permanent than the ordinance intended. The EDC's comments included:

- How do we address and balance the aesthetic concerns (clutter) with the legitimate business needs of the building owner?
- We could end up seeing more signs everywhere if we eliminate the smaller signs.
- Does this include land for sale or development signs? Staff responded that these are different and generally come down after the land sells or the property is developed. Staff added that these signs are critical in helping to communicate to the public and surrounding property owners, the type of development that is planned to occur on the property, so that property owners and potential buyers have an awareness of future development potential.
- The EDC is only being asked to look at these three types of signs. How many categories of signs are there, and should we be reviewing the entire sign ordinance? Staff responded that there are approximately 15-20 categories of signs regulated by the sign ordinance.

#### B. MARKETING STRATEGY: Marketing to Brokers:

Ms. Schmitz explained that one of the key economic development marketing events that staff attends is the Minnesota Commercial Association of Realtor (MnCAR) Expo. She noted that the event was held each fall, and the City has had its own booth at the event for several years. Mr. Searles said that this is the premier event and is well attended by commercial and industrial brokers, developers, site selectors and other decision makers or influencers. Staff described the materials that they bring to the event to market Woodbury, which this year will include large scale maps of the Northeast Area showing the available land and new buildings that are under construction. Staff added that they have used this event to gather feedback from the brokerage community about their perceptions of Woodbury, especially since many of the attendees are



from the west metro and may have limited exposure to Woodbury. The EDC had the following questions and comments:

- For the perception survey, what is the response rate in comparison to the number of attendees? Staff estimated that we received about 100-150 responses out of 600-700 attendees.
- The Commission liked the practice of asking for three ways to describe Woodbury.
- It is good for the City to be aware of the misconceptions that people have, as this can be used to drive change.
- Add a question to the survey asking if they've done work in Woodbury, and if not, why they haven't. This will capture more information that could be useful to our marketing efforts.
- Could we use a QR code and have people take the survey on the phone? Staff responded that there is typically a nice door prize for those who take the survey, and we want to engage with the people who are taking the survey, which the hand-written method allows for more of a personal interaction.

#### C. MAYOR'S BUSINESS OUTREACH PROGRAM:

Ms. Schmitz explained that ST1-4 of the EDSP implementation matrix is to re-energize the Mayor's Business Outreach program, which has been on hiatus for a few years due to COVID. The program will begin again in 2023, and staff is requesting feedback from the Commission regarding the types of information that staff should gather as part of the program, and whether there are specific business sectors that we should focus on this coming year. The Commission had the following questions and comments:

- Under the "Expansion Plans" category, we should broaden this to understand the strengths and challenges businesses face so that they have an opportunity to voice those concerns, which may not be specific to Woodbury but are important to know about.
- The City shares the development map to show the economic growth in Woodbury, which is good, but could this also be seen as a negative to some businesses (i.e. especially if it is bringing in new competitors to their business).
- We should ask about remote work and how that has impacted their business.
- We should ask about the ease of doing business in Woodbury in regard to various regulations.
- We should ask about labor force.
- How can the questions we ask better align with the goals of the EDSP?
- In regard to specific business sectors we should target for 2023, the EDC asked if we should include retail. This sector has undergone a lot of changes over the past few years, and their perspective would be valuable.
- Size of business all having a voice as well as something consumer exposed
- For the newer business, the City usually waits about a year after they've opened, so that we can identify things that we could do differently or improve upon.

- We should have a multi-year approach to this program, so that over the course of a certain number of years, we are able to reach the full spectrum of businesses (sector, size, location, tenure, etc.) But we should recognize that there are certain businesses that we may want to meet with annually.

## 5. PROJECT UPDATE

Ms. Schmitz referred to the 2022 Development Tour map, which has an excellent summary of the active development projects in Woodbury. She also said that the ground breaking for the METRO Gold Line BRT had recently occurred, with many in attendance, including Senator Amy Klobuchar and Congresswoman Betty McCollum. She discussed the new commercial projects approved in the Northeast Area next to Amazon and the amount of commercial value that is adding to the tax base. She also mentioned some of the back-filling of retail space including TJ Maxx, Floor and Décor, Caliber Collision and Bob's Discount Furniture.

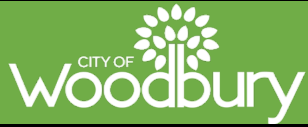
## ITEM 7. ADJOURN

The meeting of the EDC adjourned at 9:03 a.m.

Respectfully submitted,

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Janelle Schmitz, Community Development Director  
Approved by the Woodbury Economic Development Commission, January 24, 2023



**Economic Development**  
**External Metrics**  
**January 2023**

**Employment**

**Total Employment (Q2 2022)**

Woodbury	26,491
Average of Peer Communities *	21,860

**Year Over Year Change in Employment (Q2 2021 to Q2 2022)**

Woodbury	~5.5%
Average of Peer Communities *	~5.0%

**Establishment and Establishment Growth (Q2 2021 to Q2 2022)**

Woodbury	~100
Average of Peer Communities *	~70

**Average Weekly Wages and Growth (Q2 2021 to Q2 2022)**

Woodbury	~\$950
Average of Peer Communities *	~\$1,200

**Commercial Property Data, January 2, 2023**

**Lease Rates (Per Square Foot per Year, Q4 2022)**

Sector	Woodbury	Average of Peer Communities *
Retail	\$20.28	\$17.73
Office	\$23.29	\$24.60
Industrial	\$7.08	\$7.09

**Vacancy (Q4 2022)**

Sector	Woodbury	Average of Peer Communities *
Retail	1.9%	2.6%
Office	11.6%	5.4%
Industrial	4.5%	5.5%

**Absorption (Square Feet, Previous 12 Months)**

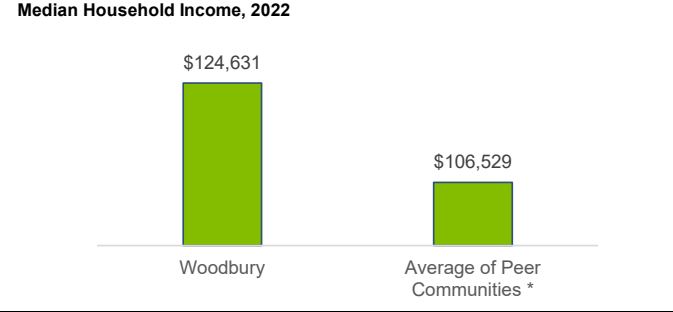
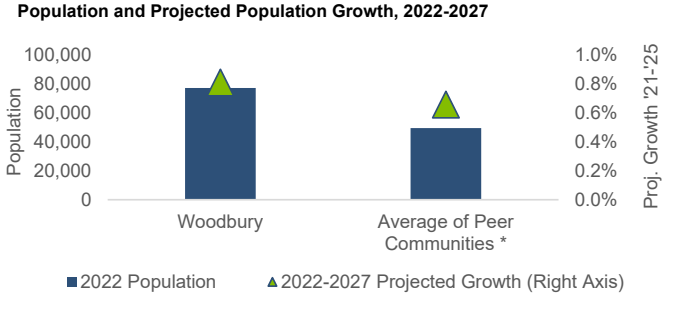
Sector	Woodbury	Average of Peer Communities *
Retail	94,000	19,420
Office	152,000	29,110
Industrial	0	209,920

**Commercial and Industrial Building Permits, 2021**

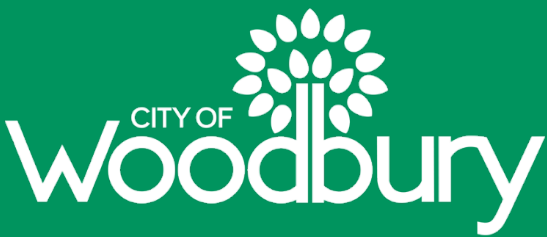
Woodbury	~13
Average of Peer Communities *	~7

**Woodbury Scorecard**

	Rank *	Rank **
<b>Demographics</b>		
Population Growth, Projected	5	0
Median Household Income	2	0
<b>Employment</b>		
Change In Employment	5	1
Percent Change In Employment	8	0
Change in Establishments	5	3
Percent Change in Establishments	6	2
Average Weekly Wage	11	(1)
Percent Change in Average Weekly Wages	9	(3)
<b>Commercial Property</b>		
Retail Vacancy	6	4
Retail Absorption	1	10
Office Vacancy	10	0
Office Absorption	1	2
Industrial Vacancy	6	1
Industrial Absorption	10	(4)
<b>Commercial Permits</b>		
Number in 2021	3	(2)
Value in 2021	1	1



\* Peer Communities are Blaine, Chaska, Cottage Grove, Inver Grove Heights, Lake Elmo, Lakeville, Maple Grove, Oakdale, Plymouth, and Shakopee. \*\* Rank is an increase (decrease) from rank in July 2022.  
 Source: ESRI; US Census Bureau; Minnesota Department of Employment and Economic Development; CoStar; Metropolitan Council; LOCI Consulting LLC. Data gathered January 2, 2023.



# Community Development 2022 Annual Report



# Community Development Annual Report

The Community Development Department provides for planned development that supports a thriving community and a safe, healthy environment, now and in the future. Our professional and experienced staff is dedicated to achieving the city’s vision of being a leading community where citizens, businesses and government work together to create a welcoming community where people and businesses thrive.

**Janelle Schmitz, Community Development Director**

## Inspections Division

Tim Asleson  
 Pam Christiansen  
 Kimberly Coulter  
 Elissa Golden  
 Andy Hank  
 Troy Houn  
 Rick Hughes  
 Rich Munson  
 John Nobles  
 Derek Quade  
 Scott Richardson  
 Nate Thompson  
 Casey Underdahl  
 Cathy Wiederich (Temp)



## Planning Division

Scott Gay  
 Jen Hellam  
 Dan Krumwiede  
 Gina McCormack  
 Matt Novak  
 Eric Searles  
 Jamie Thoen

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# Advisory Commissions

Woodbury is fortunate to have committed residents who volunteer on the Economic Development Commission and Planning Commission, helping to guide the city’s future.

## Economic Development Commission

The general purpose of the Economic Development Commission is to study, review and prepare recommendations for the City Council regarding matters of economic development policy. The Commission acts as a coordinating body and resource agency for economic development matters, including the creation of an economic development strategic plan.

2022 Economic Development Commissioners		
Craig Johnson, Chair	Ruth Godfrey	Eric Schurr
Kimberly Moore, Vice Chair	Pam Morke	Joseph Ward
Jenny DeMaria	Bill Routt	Katie Westfall
Emanuel Ekstrom		Michael Zoladkiewicz



## Planning Commission

The Planning Commission supports the City Council by making recommendations regarding subdivision applications, zoning amendments, rezonings, variances, conditional use permits, interim conditional use permits and site and building plans, consistent with the Comprehensive Plan. The Commission also recommends a Comprehensive Plan for the city.

2021 Planning Commissioners		
Shannon Olsen, Chair	Sathyamohan Gavvagi	Avin Kallenbach
John Jarrett, Vice Chair	Stephanie Haacke	Sahithi Polavarapu, Student Member
Ryan Christenson	Dave Hoelzel	Hunter Hakkila, Student Member

# Executive Summary

The Community Development Department is pleased to present the 2022 Annual Report which highlights the activities of the past year. Looking back on 2021, it was a year marked by robust construction activity in both the residential and commercial sectors, which added new residents, tax base and employment opportunities to Woodbury. It was also a year of transition from the planning and policy work that embodied much of the past few years, to one of implementation of those plans and policies.

- 
- With an estimated **2023 population of 82,643**, Woodbury is the 8th largest city in Minnesota.
  - Woodbury was home to **1,773 business establishments** as of the second quarter of 2022.
  - Woodbury was home to **26,491 jobs** as of the second quarter of 2022 representing nearly 29 percent of all jobs in Washington County.
  - A **record number of building permits (10,510)** were issued in 2022, representing a 42.6 percent increase over the previous year. The permit activity spread across all sectors, both residential and commercial and both new construction and reinvestment, signaling the strength of the Woodbury market.
  - **745 new housing units** were permitted in 2022 including a 235-unit affordable apartment project, Orville Commons, adding to the city's diversity of housing stock.
  - **7 new commercial buildings** began construction in 2022, adding more than **1,109,257 square feet** to the city's commercial tax base. Of this new development, less than one percent was categorized as retail, with most of the new development occurring in the Northeast Area.
  - The HRA issued **16 low-interest loans** to income-qualified households, including:
    - 2 Neighborhood Reinvestment Loans
    - 14 First Time Homeowner Loans, 5 of which were First Generation Loans
  - Major implementation steps of the 2040 Comprehensive Plan in 2022 include:
    - The **Gold Line Station Area Master Plan** was adopted on April 13, 2022.
    - The **Economic Development Strategic Plan** was adopted on April 13, 2022.

# Demographics, Data and More

Woodbury is known for its strong demographic profile, with both a growing and diverse population. Data from the 2020 Census shows that Woodbury's racial demographics have diversified significantly over the past twenty years. **Additional context and description will be added once the demographic numbers are updated.**

**Pie chart with racial background to be added**

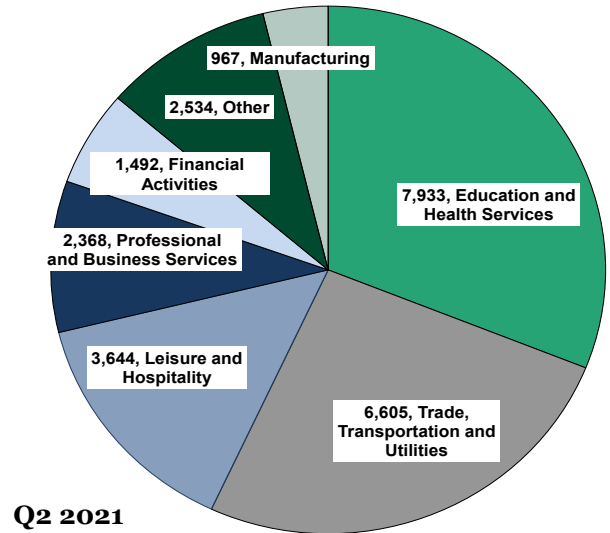
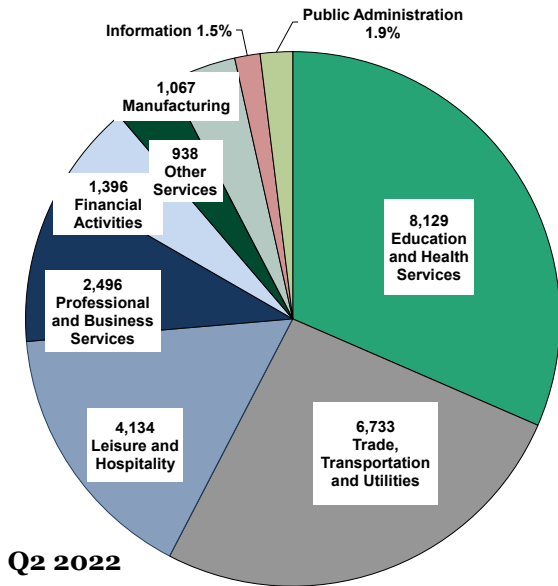
<b>8<sup>th</sup></b> Largest City in Minnesota
Population 2023, est. <b>82,643</b>
Median Age: ____ Over 65: _____
Language other than English spoken at home: _____
Median Income: _____
Household Size <b>2.73</b>

**Source:** US Census Bureau and City of Woodbury



# Employment

Home to **26,491 jobs**, Woodbury has **close to 29 percent of the jobs in Washington County**, and continues to be the economic engine of the east metro. The pie chart below illustrates the makeup of the Woodbury's business community in 2022. The largest employment sectors continue to be education and health services; trade, transportation and utilities; and leisure and hospitality.



Source: MN DEED Quarterly Census of Employment and Wages

The growth and diversity of the business community continues to be one of Woodbury's strengths. Between Q2 2021 and Q2 2022, 799 jobs were added in Woodbury, an increase of 3.1 percent. Of particular note is that the total number of jobs has just now surpassed the pre-pandemic number of jobs in Q2 2019. The number of business establishments in Woodbury also increased slightly, with 1,773 businesses now calling the city their home.

Chart comparing yearly unemployment rates in Woodbury to metro area and Minnesota to be added.

Source: MN DEED

Ten Largest Employers
Survey of large employers is still ongoing

Source: City of Woodbury phone survey

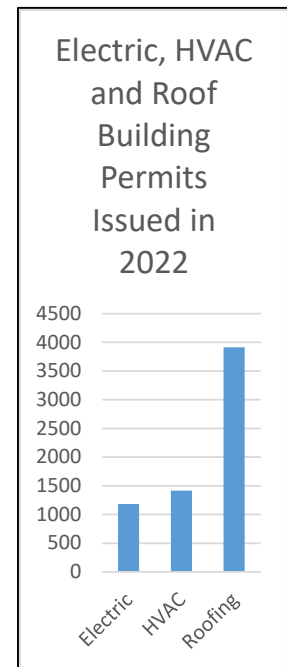
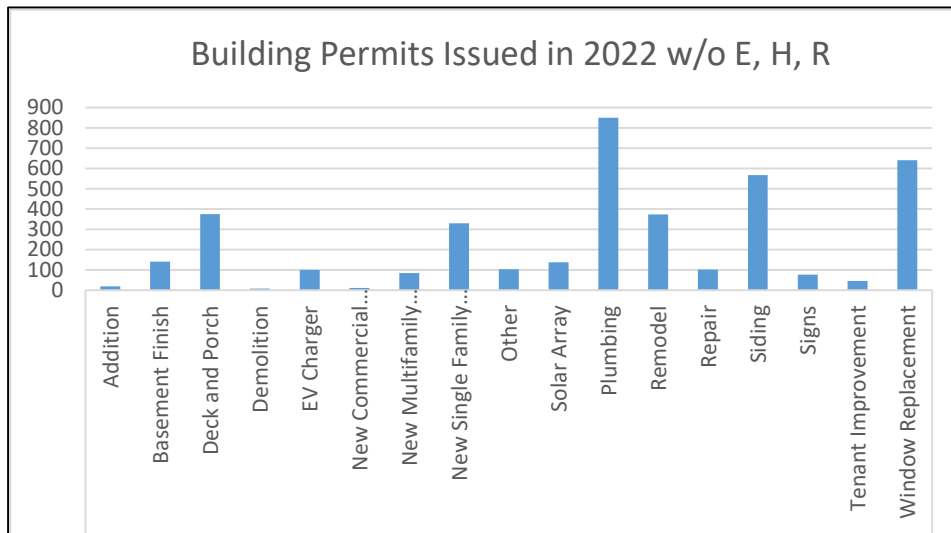
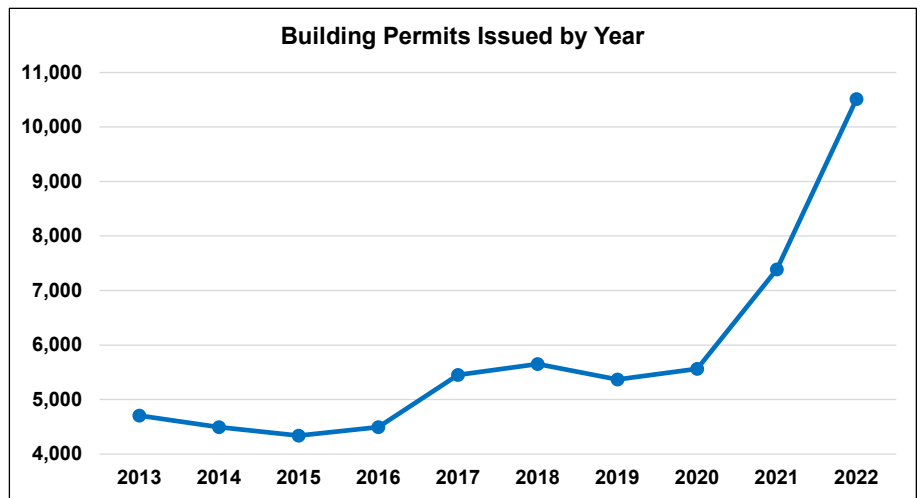


# Record Permit Activity

As the chart to the right illustrates, Woodbury's Inspections Division issued a record number of building permits in 2022 with a total of 10,510 permits issued over the course of the year. This volume of construction activity demonstrates the overall health of the Woodbury economy.

More than 95 percent of the building permits issued in 2021 were connected to reinvestments (work done on existing buildings), with 424 permits connected to new residential and commercial projects and the remainder being spread across a wide range of construction types. Of particular note in 2022, is the number of roofing permits (3,913), which was in part a result of hail storms that affected parts of Woodbury.

Woodbury experienced record conditions for permit and inspections volumes, which is a strong indicator of the overall health of the Woodbury economy.



# Residential Growth

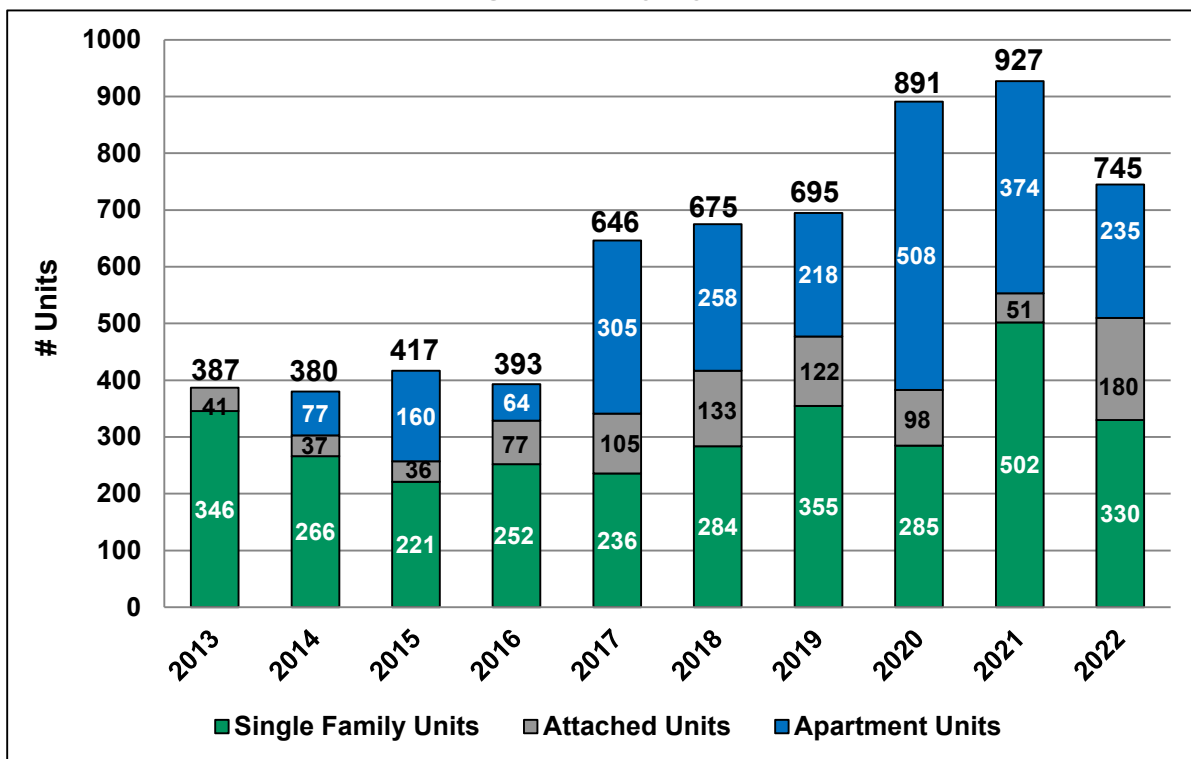
New residents are attracted to Woodbury’s well-planned neighborhoods, parks and trails, schools and overall quality of life. The continued growth in new housing starts certainly supports that claim. Woodbury’s housing market remains strong, with **permits issued for 745 new housing units**.

The number of new single family and attached units has remained relatively steady, averaging 308 new single family units per year over the past ten years. The number of new single family units decreased to 330 in 2022.

Woodbury continues to be an attractive market for apartment projects. Over the last ten years, the split between new single family and new attached housing units (townhomes and apartments) has been relatively even, with 51 percent of the units being attached and 51 percent being attached.

The city has long supported a variety of housing types to accommodate people of all ages, income levels and family status. This trend is anticipated to continue in the future as the City implements the 2040 Comprehensive Plan which includes a guiding principle of delivering a diversity of housing options within the community. Adding to Woodbury’s affordable housing stock, Orville Commons, a 235 unit apartment project, commenced construction in 2022.

**New Housing Units by Type**



**5 year average: 787 units**  
**10 year average: 616 units**  
**SF 10 year average: 308 units**

# Potential Deep Dive Topic

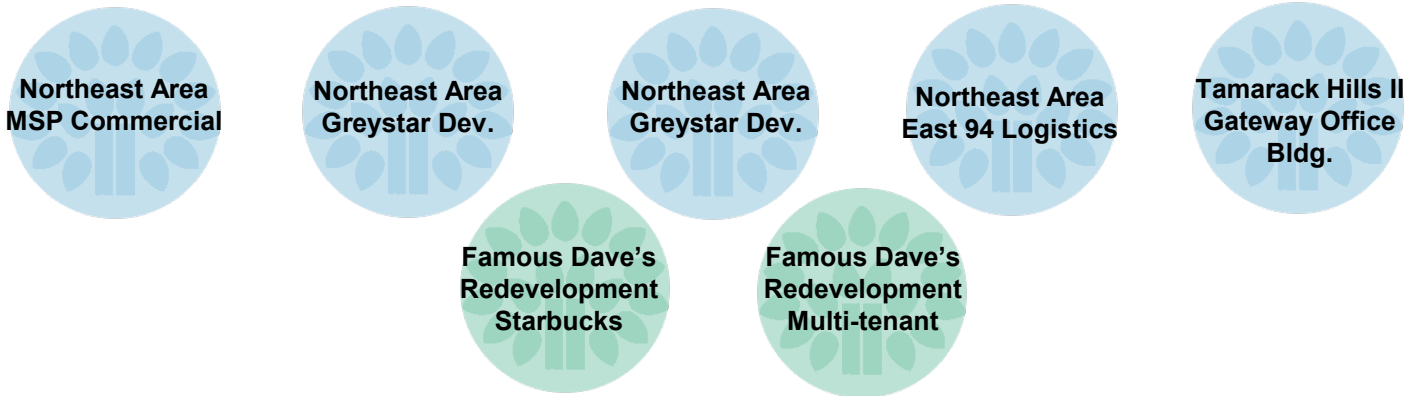
Potential 'deep dive' or case study topics could include:

- Implementing the Comp Plan
  - Gold Line Station Area Master Plan
  - Economic Development Strategic Plan
- Senior and affordable housing in Woodbury
- First generation loan program
- New commercial development in the northeast area
- Shift in the balance of commercial inventory from retail to non-retail, and etc.

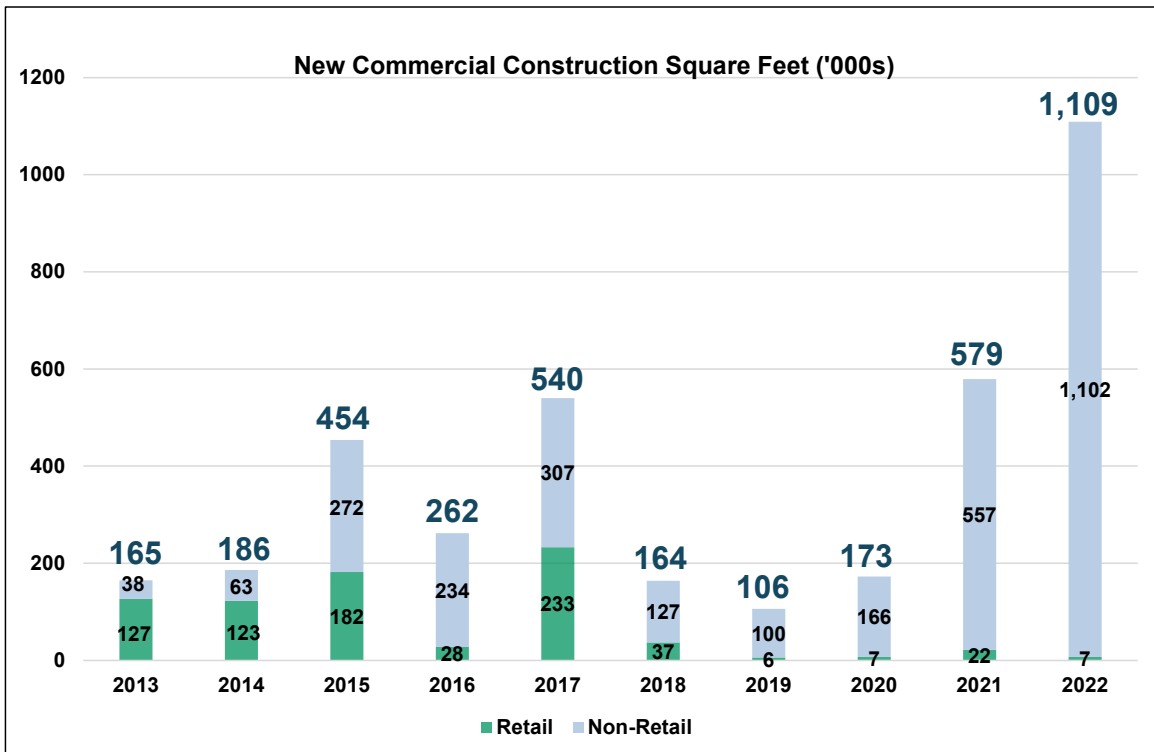
# New Commercial Construction

Woodbury continues to experience strong demand for new commercial construction. In 2022, building permits were issued for **seven new commercial buildings** with a cumulative permit value of approximately \$74 million. These seven new commercial buildings added **1,109,257 square feet** of space to the city’s commercial tax base. The city’s total cumulative square footage of commercial space now surpasses 13 million square feet.

## New Commercial Buildings in 2022



As the chart below shows, more than ninety-nine percent of the new commercial space constructed in 2022 is non-retail, consistent with the City’s goal of creating more employment opportunities (places to work) in Woodbury. This is consistent with the trend over the past decade, in which close to 80 percent of the new commercial construction was non-retail. Cumulatively, Woodbury’s commercial space is comprised of 61.5 percent non-retail uses such as office, medical or industrial/other and 38.5 percent retail.



# Commercial Reinvestment

The same factors that attract new development also strengthen Woodbury’s existing commercial inventory, promoting continued growth and investment. Commercial property owners continued to reinvest in Woodbury, pulling \_\_\_ **permits for leasehold/tenant improvements** and commercial building additions, as well as electrical, plumbing and mechanical permits with a \$5,000 permit value or higher. In 2022, the **cumulative permit value of this reinvestment was \$\_\_ million.**

**Reinvestment chart forthcoming**

The chart above shows a consistent commercial reinvestment activity in Woodbury in 2022, following a sizable dip in business investment in 2020 due to the COVID pandemic. While several businesses paused or delayed decisions to reinvest or expand in 2020 due to the economic uncertainty, 2021 and 2022 saw a resurgence of commercial reinvestment activity, due in part to the strength of the Woodbury market, its convenient location, sustained growth, and well maintained commercial stock.

The list below highlights the ten largest reinvestments of 2022, ranked in order of value, with each of these projects having a **building permit value of \$\_\_\_\_\_ or more.** The city is appreciative of these ongoing investments in our community, and will recognize these businesses, as well as the new construction projects listed on page 6, at its annual Business Celebration on May 4, 2023.

Top 10 Commercial Alterations and Additions
<b>Data Forthcoming</b>

# Potential Deep Dive Topic

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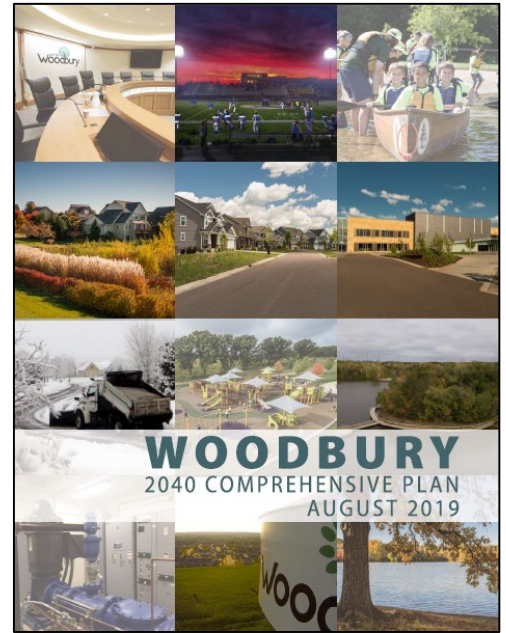


# Implementing the Comprehensive Plan

The 2040 Comprehensive Plan is the most significant document for guiding the development of Woodbury and achieving the community’s vision through its plans, policies and actions. The plan is used by the city in its day to day operations, and its goals and policies are referenced in making key decisions relative to public investments, plans and studies, growth and redevelopment.

The 2040 Comprehensive Plan was adopted in August of 2019 and since that time implementation activities have occurred as highlighted on the next page.

Requests for land use applications and development projects are evaluated based on consistency with the comprehensive plan. The chart below provides details regarding the residential platting activity in 2022, which is consistent with the city’s land use and phasing plan.



2022 Final Plat Development Name	Number of Lots Platted	
	Single Family	Multi Family
AirLake North	73	42
AirLake North 2 <sup>nd</sup> Addition	108	62
Bridlewood 7 <sup>th</sup> Addition	33	
City Place 8 <sup>th</sup> Addition (Meridian)		91
Copper Hills	66	43
Copper Hills 2 <sup>nd</sup> Addition	7	
East Point	90	50
Waypointe	100	
Waypointe 2 <sup>nd</sup> Addition	33	
<b>Total</b>	<b>510</b>	<b>288</b>

## 2040 Comprehensive Plan Vision Summary

*A model of carefully managed growth, Woodbury will be known for its vibrant residential neighborhoods, thriving business community, diverse employment opportunities and exceptional municipal services. Woodbury will demonstrate sustainability through preservation of its resources and responsible environmental stewardship.*

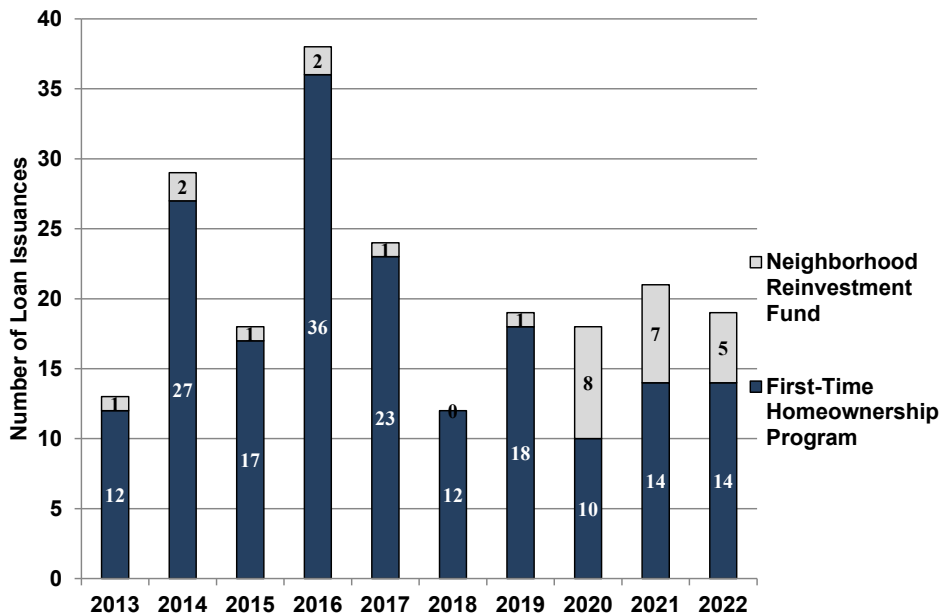
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# Housing Loan Programs

One of the guiding principles within the city’s Comprehensive Plan is to encourage the development of a diversity of housing to accommodate people of all ages, income levels and family status. The housing loan programs offered through the Woodbury Housing and Redevelopment Authority (HRA) are one way in which the city works to achieve this goal. Originally launched in 2009, the HRA loan programs, include both the Woodbury First-Time Homeownership Program and the Neighborhood Reinvestment Fund.



The chart above reflects the number of HRA loan issuances since 2013. Through the end of 2022, the HRA has issued 293 loans in an aggregate amount of roughly \$\_\_\_\_\_. These HRA loan programs have served roughly 1 out of every 100 households in the community.

The First-Time Homeownership Program is structured as a deferred note in an amount of \$30,000. The HRA’s program helps buyers save several hundred dollars per month on their housing payment by **reducing or eliminating the need for private mortgage insurance (PMI)** and deferring principal payments into the future. In 2021, the program added a zero-percent interest rate for first-generation homebuyers providing a powerful housing affordability tool to households who have not otherwise benefitted from the **intergenerational transfer of wealth** that homeownership can provide. Five of the First-Time Homeownership loans in 2022 were First-Generation loans.

The Neighborhood Reinvestment Fund is an example of the increasing collaboration between the city’s code enforcement and housing staff. The loan program was designed to ensure that Woodbury ages with grace in the coming years as well as offering the ability to provide a resource to residents working through code enforcement.

The Woodbury housing market continues to be a seller’s market with less than one month’s supply of inventory of existing homes for sale, which has impacted the availability of affordably-priced homes for first-time buyers.

# Commitment to Community Standards

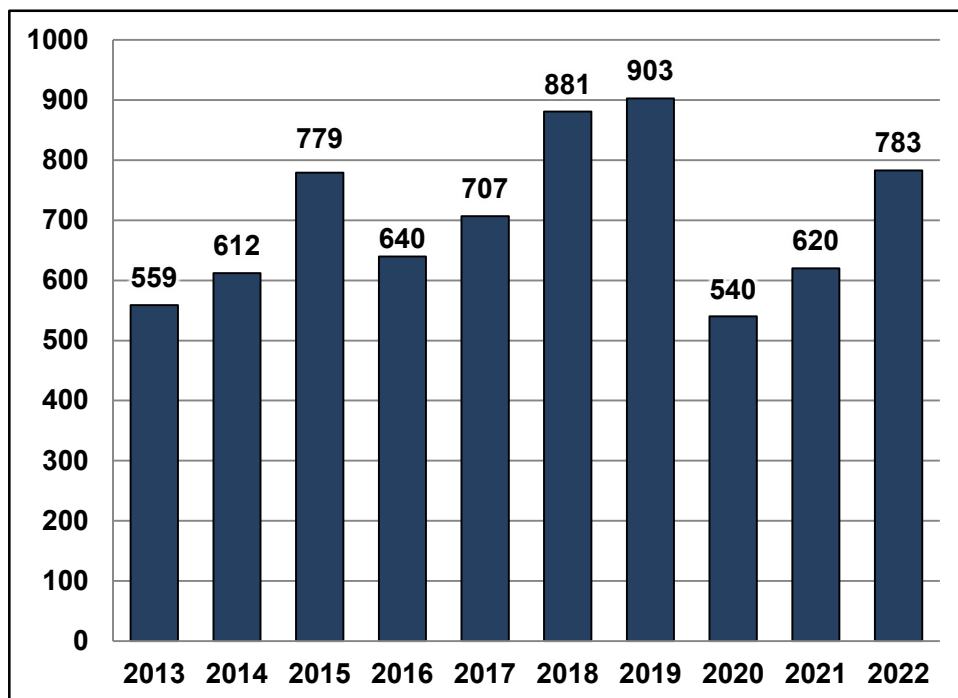
Ensuring that community standards are met is a critical part of maintaining Woodbury’s high quality of life for its residents and businesses. While managing active code enforcement cases is a critical component of code enforcement, other work priorities include enforcement of the city’s sign ordinance and private swimming pool fencing requirements, new construction escrow administration, and permitting of temporary outdoor events within nonresidential areas.

Code enforcement staff works collaboratively with residents and businesses to achieve compliance and to provide education about why the various rules and standards exist so as to increase understanding of how these standards contribute to the high quality of life in Woodbury. To that end, the city has produced the [“Know your Code”](#) video series, which describes the most common code violations and the reasons behind these community standards.

Due to extenuating circumstances brought on by the pandemic, the approach to code enforcement has required more flexibility and individualized customer service based on property circumstances. While this flexibility often led to delays in compliance, those who were responsible for correcting the code issues were appreciative of the additional time. This flexibility also reduced the number of cases that were sent to court.

In 2022, the number of code enforcement cases returned to more historic levels, after a two year decline, and is above the ten-year average of 702 cases.

### Code Enforcement Cases



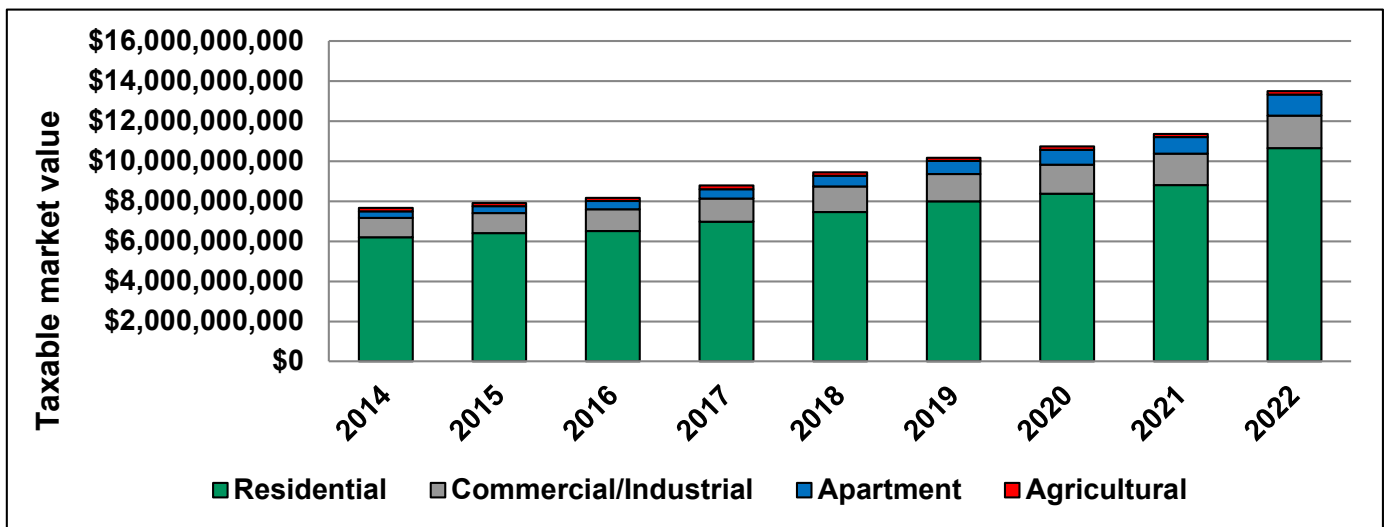
# Growth and the Tax Base

Carefully managed and planned growth is a fundamental part of the history and future of Woodbury. From its early days as a city, Woodbury officials anticipated full development of the community and implemented long-term planning strategies that have allowed the city to prudently manage growth over time. The level, type and location of residential and commercial growth that Woodbury is experiencing is consistent with the city's 2040 Comprehensive Plan.

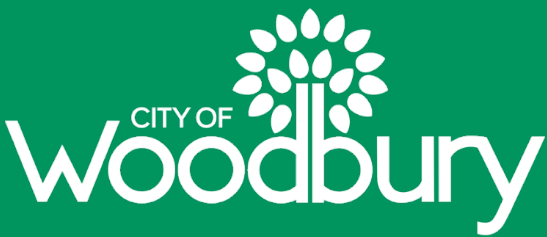
Residential and commercial growth are interdependent in Woodbury. Residential growth provides both a laborshed for the employers in the city as well as additional clients and patrons. Commercial growth provides residents with a continued vibrant array of consumer choices as well as potential places of employment. This symbiotic relationship between residential and commercial growth also illustrates that Woodbury is a stable and growing community, rather than a contracting one, which has contributed to the city's ability to achieve and maintain its AAA bond rating since 2009. This independent rating allows the city to issue bonds with the lowest possible interest rate, thereby reducing the impact of long-term debt on the annual tax levy.

Corporate investments like those occurring in the Northeast Area or the reinvestment activities that are occurring throughout the community, serve as a proof of concept that growth is seen as a positive factor for the community. Coming out of the pandemic, Woodbury's strong commercial and residential base, positioned the city for a faster recovery and set the stage for continued investment and reinvestment.

These investments in commercial and residential development continue to contribute to the increase in Woodbury's taxable market value. Woodbury's commitment to planned and orderly growth has played a significant factor in the steady growth of the city's tax base. Since 2014, Woodbury's taxable market value has increased from approximately \$7.5 billion to \$13.5 billion as seen in the chart below using data from Washington County's 2022 Assessment Report. Considering that the full taxable value of a development project isn't fully realized until a couple years after construction, the full extent of the positive impact of the development from 2021 and 2022 is still forthcoming.



Source: 2022 Washington County Assessment Report



# Community Development 2022 Annual Report

