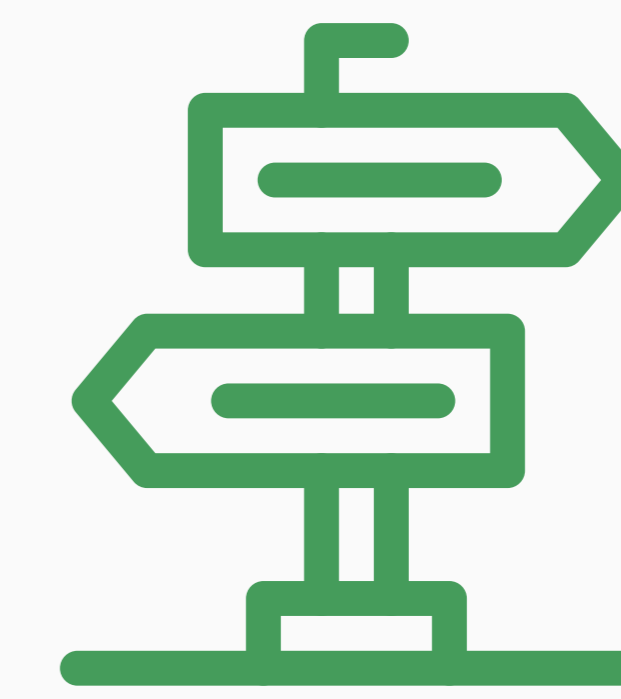


# GUIDING PRINCIPLES

*Which principles feel most relevant here?*

*Are there any that will be more challenging to meet in West Railroad?*



## MARKET-DRIVEN:

- MEET REGIONAL RESPONSIBILITY FOR JOBS.
- MAXIMIZE ASSESSED PROPERTY VALUE.

## BALANCED:

- CAPITALIZE ON THE AREA'S UNIQUE ASSETS AND NATURAL LOCATION.
- EXPLORE CREATIVE APPROACHES TO INTEGRATE JOBS AND HOUSING IN THE CRAFT INDUSTRIAL LAND USE TYPE.
- ENSURE APPROPRIATE TRANSITIONS BETWEEN LAND USES.
- DESIGN COHESIVE AND EFFICIENT TRANSPORTATION AND UTILITY SYSTEMS.

## ASPIRATIONAL:

- MAINTAIN AND COMPLEMENT WILSONVILLE'S UNIQUE IDENTITY.
- CREATE A UNIQUELY ATTRACTIVE BUSINESS COMMUNITY UNMATCHED IN THE METROPOLITAN REGION.
- INCORPORATE NATURAL RESOURCE AREAS AND PROVIDE RECREATIONAL OPPORTUNITIES AS COMMUNITY AMENITIES AND ASSETS.

## THE OPPORTUNITIES

Ripe to maximize natural resources	Nature could feed into a broader business community	Large parcels are unique assets to the area
Jobs - key emphasis	Opportunity for West Railroad to aggregate sites without city intervention vs Coffee Creek/Basalt Creek	To blend with land uses in Tualatin - north of West Railroad

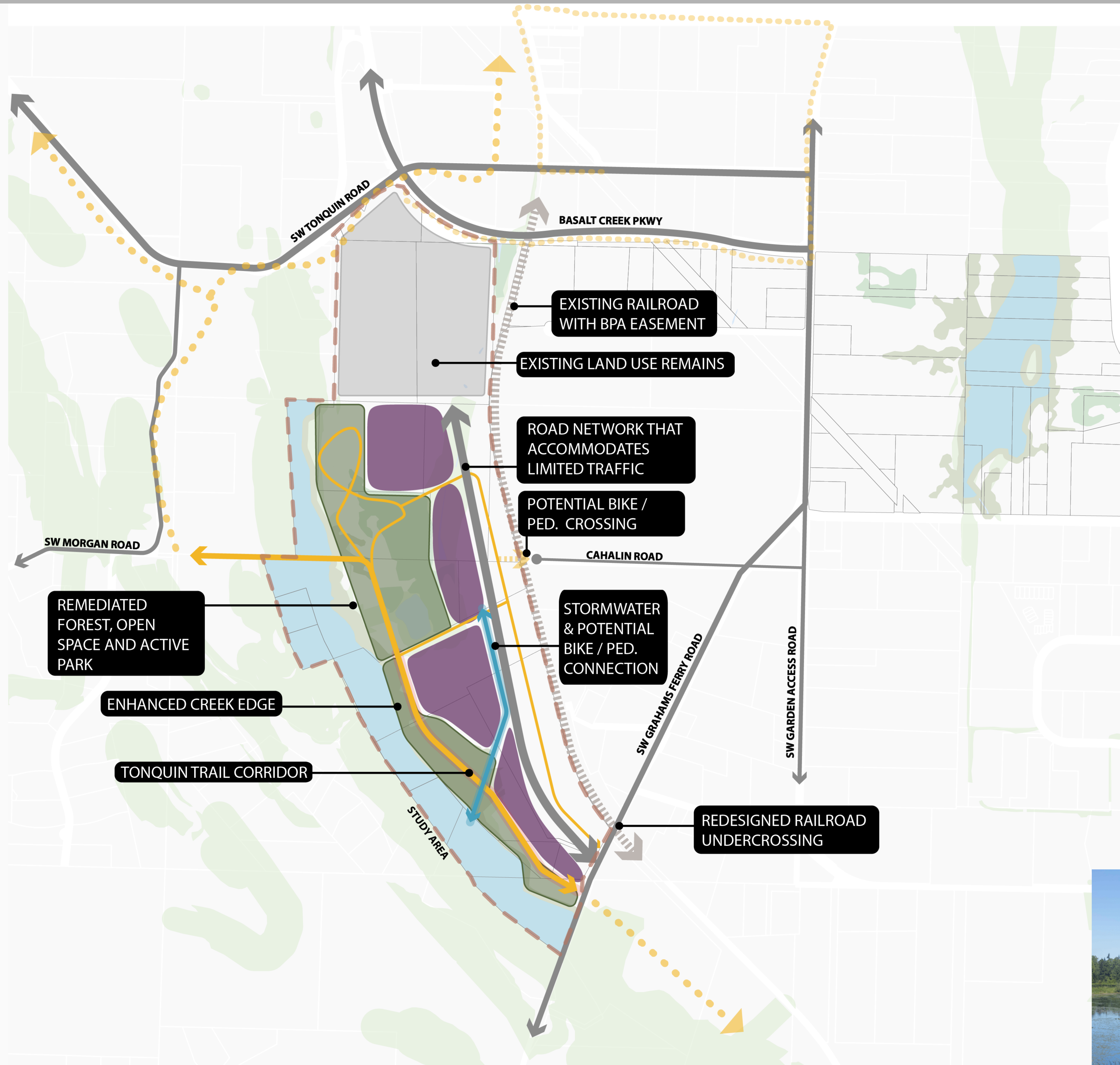
## THE CHALLENGES

Infrastructure and access	Natural resources may have a limiting impact for what we can envision	Keep Tonquin and natural areas, but not at expense of jobs	Getting access across Cahalin
Site aggregation	Connectivity and transportation access	Sensitive uses could locate/site next to railroad	
Access spacing requirements and slope	Flood risk for roadways	Parkway is a barrier for connections to Tualatin	

## WILSONVILLE FACTOR / UNIQUE IDENTITY

Forward thinking as a City			
			without the City driving development (owning the land), likely to see spec development

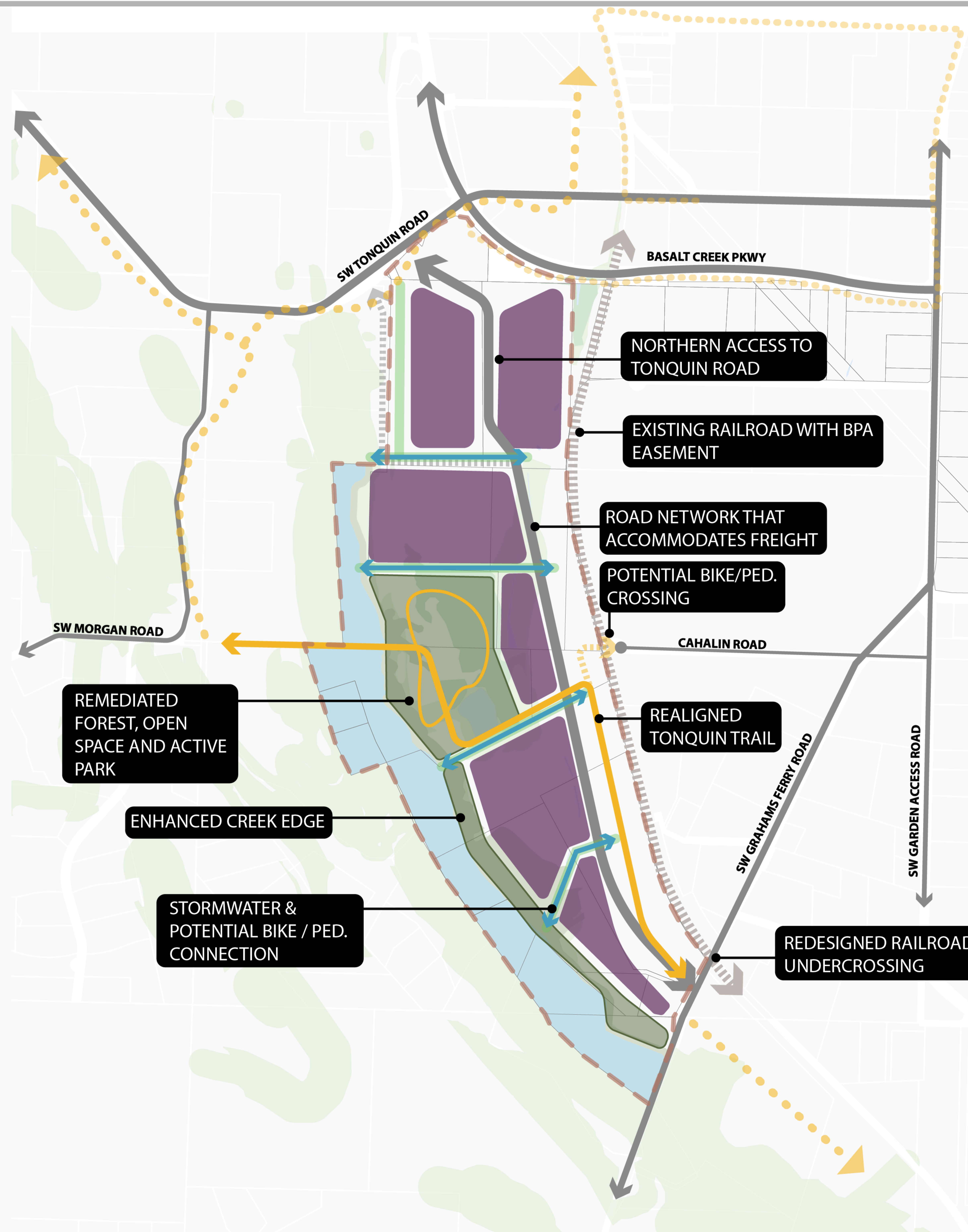
# C1: TONQUIN ENVIRONMENT



- capitalizing on Tonquin Trail
- greenway across the entire Coffee Lake Creek
- large environmental component may limit jobs too much
- may not bring enough job creation



# C2: MANUFACTURING & INDUSTRY



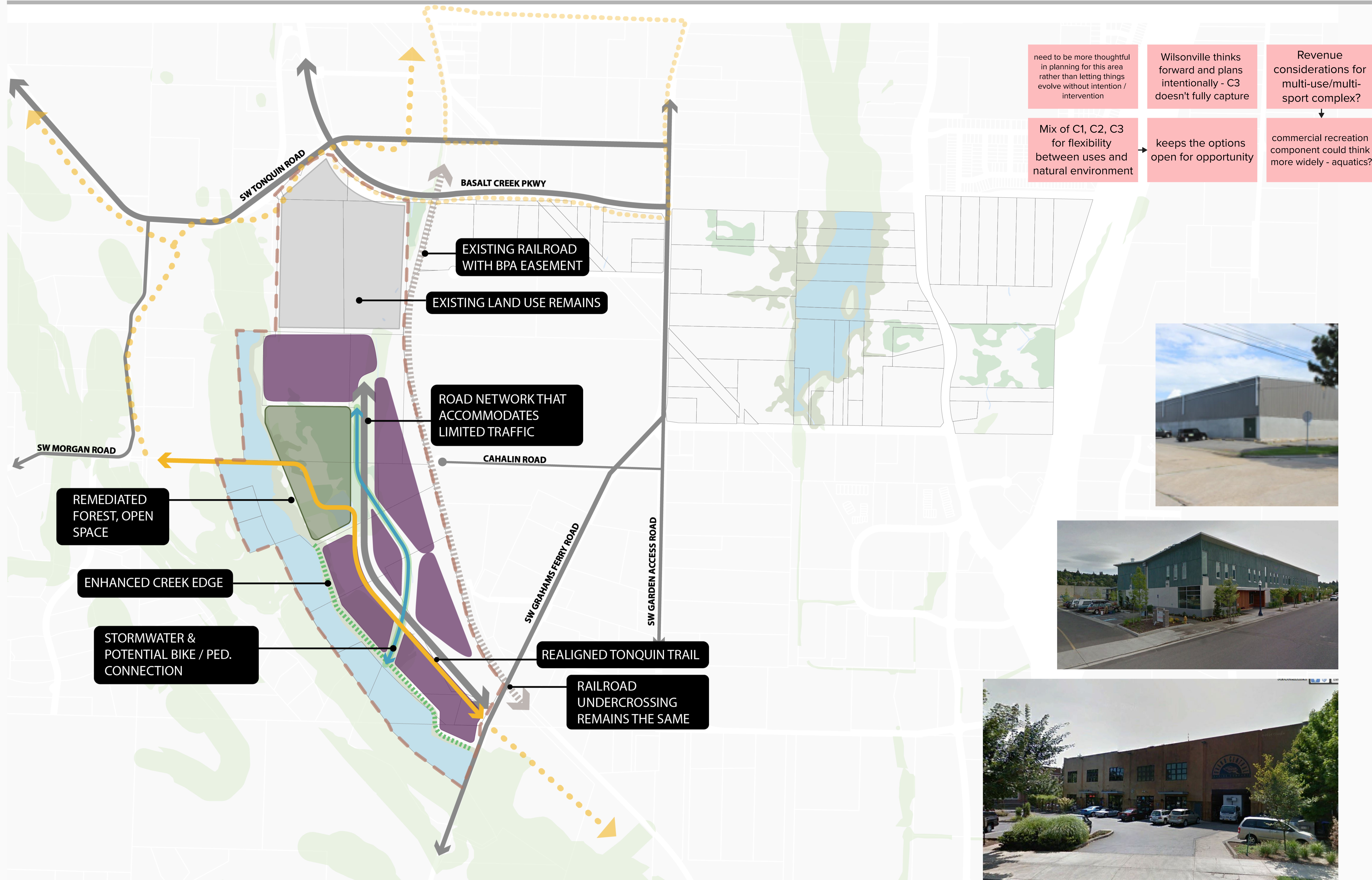
- |  |   |   |
|--|---|---|
| <p>👍 revenue stream</p>  | <p>👎 undercrossing a key element</p>                    | <p>could the primary access be at the north end off of Tonquin?</p> |
| <p>👍 job emphasis</p>  | <p>brings in ample environment to balance the two</p>   | <p>provide the most property value in the long run</p>              |
| <p>Consider greenway across the entire area - flexibility to use natural area to the west as part of development</p> | <p>consideration for vocational or higher education</p> | <p>Cahalin crossing is a key (straight shot)</p>                    |
- |   |  |   |
|---|--|---|
| <p>most flexibility in what can be located here</p> | <p>can the State encourage the Cahalin crossing?</p> | <p>Challenging (private crossing) to get approved with the RR</p> |
|---|--|---|



ANCESTRY AS AN EXAMPLE



# C3: LIMITED CONNECTIVITY WITH FLEXIBLE LAND USES



need to be more thoughtful in planning for this area rather than letting things evolve without intention / intervention

Wilsonville thinks forward and plans intentionally - C3 doesn't fully capture

Revenue considerations for multi-use/multi-sport complex?

Mix of C1, C2, C3 for flexibility between uses and natural environment

keeps the options open for opportunity

commercial recreation component could think more widely - aquatics?

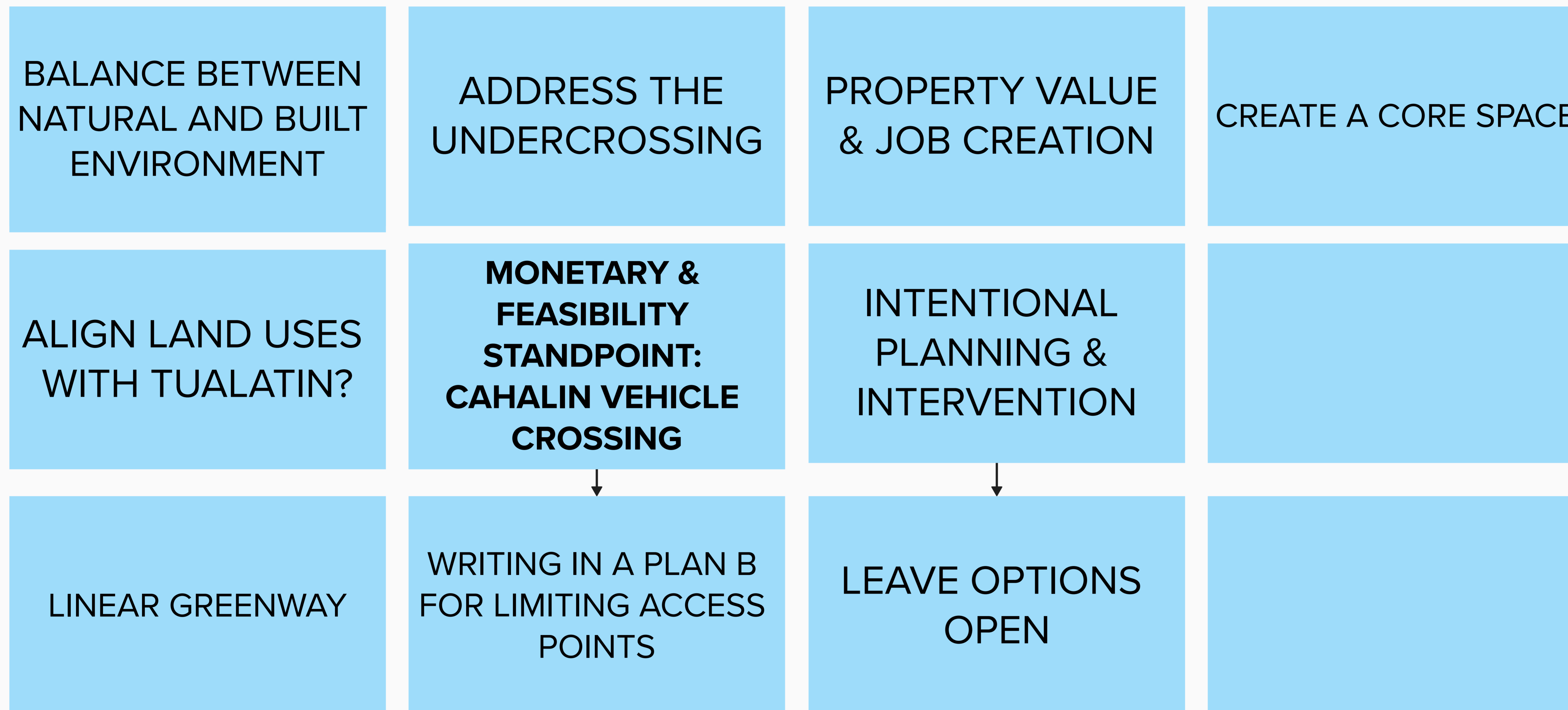


# PREFERRED ELEMENTS



*What are the pieces/elements we want in a preferred concept?*

*Is there a starting point?*



# DEFINING PHRASES



# HOW DO WE GET THERE?

*What do we need to make this happen?*

*What is the City's role?*

*What tools, incentives, and strategies should be considered?*



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FORM BASED REGULATION	INCENTIVES	PARTNERSHIPS OR LEGISLATIVE SUPPORT	