



# Concept Plan Guiding Principles

## **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.