

McMinnville Landing Innovation District

Master Plan Report

October, 2025



**City of
McMinnville**

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Land Acknowledgement

The McMinnville Landing site is located on what is the traditional territory of the Yamhill band (sub-tribe) of the Kalapuya tribe. After the 1855 Treaty, the Kalapuya people were forcibly removed and are now members of The Confederated Tribes of Grand Ronde.

The Tribal Homelands of The Confederated Tribes of Grand Ronde include the historic Grand Ronde Reservation, ceded lands, aboriginal homelands, and usual and accustomed areas of the Tribe. The antecedent tribes and bands that make up the modern-day Tribe have ancestral homelands ranging from southwest Washington, through most of western Oregon, to northern California.

In the 1850s the tribes and bands were forcibly relocated to the Grand Ronde Indian Reservation in northwest Oregon, in most cases after signing treaties with the United States that promised them certain rights and benefits. After federal termination in 1954, the Tribe was left virtually landless and only retained the Tribal Cemetery.

Since restoration in 1983, the Tribal Government has made the re-acquisition of its lands a priority. The re-acquisition of lands allows the Tribe to improve and expand its services to Tribal Members, expand tribal housing, broaden their economic base, improve infrastructure, and much more.*

* <https://www.grandronde.org/services/lands/>

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Report Structure

The City of McMinnville identified a 190-acre Innovation District in the Three Mile Lane Area Plan. This report serves as the Master Plan for the McMinnville Landing per the McMinnville Municipal Code (CMC) Chapter 17.10, and is a compilation of the master plan submittal requirements and findings necessary to support development in the area.

The document includes:

MMC 17.10.070 Master plan submittal requirements

- A. Plan Objectives
- B. Plan Area and Context
- C. Land Use Diagram
- D. Significant Resources Inventory
- E. Natural Hazard Areas
- F. Mixed Use Areas
- G. Commercial Areas
- H. Residential Areas (N/A for this site)*
- I. Parks and Open Space
- J. Transportation Analysis and Plan
- K. Public Facilities Analysis and Plan
- L. Site Design and Development Standards

The document also addresses:

MMC 17.10.080 Master plan review criteria

In the review of an application for a master plan, the Planning Commission and City Council shall consider the following:

Whether the proposed master plan is consistent with the Framework Plan, Area Plan, and Comprehensive Plan in terms of land use, density, transportation systems and networks, and open space.

Whether the proposed master plan is generally suitable for the area in which it is proposed, considering existing and planned neighborhoods, shopping and employment areas, and natural resources and hazards.

Whether the proposed master plan is integrated with existing developed or planned areas.

Whether the master plan is consistent with the City's adopted Great Neighborhood Principles, which include:

- Natural Feature Preservation.
- Scenic Views.
- Parks and Open Spaces.
- Pedestrian Friendly.
- Bike Friendly.
- Connected Streets.
- Accessibility.
- Human Scale Design.
- Mix of Activities.
- Urban-Rural Interface.
- *Housing for Diverse Incomes and Generations. N/A*
- *Housing Variety. N/A*
- Unique and Integrated Design Elements.

How to use this document

Executive Summary

A summary of the report including project goals, planning and policy context, planning process, vision, and critical submittal requirements of the master plan.

Introduction

Provides a background of the City's vision, workflow, existing plans and policies, and the planning process to develop this master plan.

McMinnville Landing Master Plan

Introduces the outcome of the project planning process including the vision, conceptual land use, open spaces, street networks and urban design standards. This chapter covers the majority of the submittal requirements listed in the City of McMinnville Municipal Code (MMC) 17.10.070.

- A. Plan Objectives (pg 25)
- B. Plan Area and Context (pg 35)
- C. Land use diagram (pg 43)
- D. Significant Resources Inventory (pg 47)
- E. Natural Hazard Areas (pg 49)
- F. Mixed Use Areas (pg 51)
- G. Commercial Areas (pg 51)
- I. Parks and Open Space (pg 53)
- L. Site Design and Development Standards (pg 55)

A table summarizes how this chapter addresses MMC 17.10.080 Review Criteria, especially the Great Neighborhood Principles.

Infrastructure Feasibility Analysis

Summarizes the infrastructure needs for a development of this scale in accordance with the proposed land use map. It includes the remaining MMC 17.10.070 submittal requirements and provides cost estimates for capital improvements to serve the McMinnville Landing.

- J. Transportation Analysis and Plan (pg 63)
- K. Public Facilities Analysis and Plan (pg 65)

Next Steps

Includes implementation and action items for the City, property owners and partners to advance toward site development.

Attachments

These are standalone documents that meet the MMC 17.10.070 submittal requirements. These should be reviewed as complementary to the Master Plan and public infrastructure feasibility analysis chapters.

Appendices

These documents provide additional information to understand the overall project and process.

|01



Executive Summary



Project Goals & Planning Process Summary

Project Goals

As part of the adopted Three Mile Lane Area Plan (3MLAP), the City of McMinnville has identified a 190-acre Innovation District on privately-owned, primarily agricultural land within the city's limits.

This district is intended to support the next generation of industrial and entrepreneurial jobs, where research and product development is nurtured in a thoughtful and intentional campus design. The district could include office space, flex spaces, incubator spaces, and manufacturing facilities. Complementing this employment center will be a vibrant and walkable commercial retail center, serving workers, visitors, and the McMinnville community alike.

As per the McMinnville Municipal Code (MMC) 17.10.030 and 17.10.060, this report serves as the Master Plan for the McMinnville Landing. The plan establishes a specific pattern of land use and an urban design framework for future development on the McMinnville Landing site. The plan serves as an advisory document consistent with the requirements and guidelines set forth in the city's adopted Growth Management and Urbanization Plan (MGMUP), Three Mile Lane Area Plan (3MLAP) and Comprehensive Plan. Building on these plans, this document also identifies conceptual open spaces, street networks, infrastructure needs, and site design and development standards.

Planning & Policy Context

In 2022, the City adopted the 3MLAP as an amendment to the McMinnville Comprehensive Plan (Ordinance No. 5126). It addresses ~1,340 acres of land in the southeast portion of the city. This area is envisioned to accommodate future needs for new housing, commercial, employment, and industrial development in McMinnville.

3MLAP goals:

- Support and enhance the district's economic vitality and marketability
- Provide opportunities for a complementary mix of land uses, consistent with the vision of a diverse and vibrant district.
- Enhance multi-modal connections throughout the district.
- Create an aesthetically pleasing gateway to the City of McMinnville.
- Improve the district for existing and future McMinnville residents in the area.

The 3MLAP identified 40 to 60 gross acres of retail land (not to exceed 33 net buildable acres) and 140 to 160 gross acres of employment land within the McMinnville Landing site to meet citywide needs.

The City also adopted a set of Great Neighborhood Principles (GNP) in 2019 to guide the design of urban environments across the city at large (Ordinance No. 5066). These principles ensure that new development

creates neighborhoods that are livable, healthy, social, safe, and vibrant for all residents. The McMinnville Landing site must meet all the goals and guidelines included in the adopted area plan as well as adhere to the applicable GNP.

Planning Process

The planning process for this project began in July 2024. It was a collaboration between the City, owners of the three McMinnville Landing properties, and a Project Advisory Committee. The scope of work included 7 tasks:

- Kickoff & existing conditions
- Draft plan scenarios
- Preferred plan
- Site design and development standards
- Naming, branding, and website development
- Master Plan report
- Infrastructure feasibility analysis

Key engagement within each task involved property owner work sessions, project advisory committee (PAC) and technical advisory committee (TAC) meetings, and community engagement events and surveys. Team and City work sessions and feedback at every stage during the process helped inform the vision, goals, priorities, and requirements for McMinnville Landing.



McMinnville Landing Innovation District

Existing Conditions

McMinnville is located about 35 miles southwest of Portland and is the largest city in Yamhill County, with a population of around 35,000 (2025). It is an important regional center for government, agriculture, and industry. A market analysis conducted for the 3MLAP highlighted significant household and employment growth in the region over the next 20 years. This led to the discussion of leveraging several large undeveloped sites to meet the city's needs with proactive planning efforts.

McMinnville Landing is situated on the south side of Highway 18, between the McMinnville Municipal Airport and Willamette Valley Medical Center. Three privately owned parcels form the site. SE Cumulus Avenue and SE Stratus Avenue are the two main vehicular entry points. Scenic rural and mountain views, and a natural area surrounding an unnamed creek on the site's south edge are key natural features that help define a distinct character and identity for the site. North of the highway, the Evergreen Aviation Campus and the Chemeketa Community College Yamhill Valley Campus add to the unique character of the broader neighborhood.



Site context and ownership

Legend

- A** 3330 Three Mile LLC (9.6 acres)
- B** KIMCO (90.4 acres)
- C** DRS (89.9 acres)
- Yellow outline** McMinnville Landing Site (190 acres)
- 1** Willamette Valley Medical Center
- 2** Norton Landing & Stratus Village Housing
- 3** Chemeketa Community College
- 4** McMinnville Municipal Airport (KMMV)
- 5** Evergreen Campus



SE Cumulus Avenue intersection



Mountain views from site

Vision

McMinnville Landing is a place dedicated for future-focused employment, retail, and commercial enterprises. The district is envisioned as a thoughtfully-planned campus to nurture a spirit of innovation and quality of life. The concepts described in this report prioritize community wellbeing, economic vitality, and responsible development and seek to enhance the character and vibrancy of McMinnville.

- This district is an ideal location for high-wage employment in advanced manufacturing, natural resources, high tech, agriculture, aviation and aerial systems, bioscience, clean tech, edtech and services, semiconductors, electronic components, software, and more.
- McMinnville Landing fills a long-standing retail gap in the area with space for both local shops and national brands. From essential services to experiential retail, this space will contribute to the character and vibrancy of a thriving community.
- The district's public realm weaves together green spaces, pedestrian-friendly pathways, public gathering places, and access to nature for recreation, fitness, and mindfulness.



Experiential retail



Green spaces



Future-focused employment

Master Plan

All the submittal requirements listed in McMinnville Municipal Code (MMC) 17.10.070 are included in this document. Two critical submittal requirements, the Plan Objectives and Land Use Diagram summarize the vision for future development.

Plan Objectives

McMinnville Landing adheres to the adopted Great Neighborhood Principles (GNP) and adopted 3MLAP guidelines. The plan's main objectives are to:

- Protect tree groves, mature trees, and the riparian corridor
- Encourage building orientation to frame views of the landscape
- Use setbacks, green buffers, and landscape features to soften edges between development and rural areas
- Avoid parking lots and blank walls on the Highway 18 edge and encourage public art/aviation themed gateway features
- Integrate McMinnville's character by complementing the architectural language and landscape features
- Extend and connect streets through the site to improve access and circulation
- Connect the pedestrian and bike network to existing trails across Highway 18
- Provide generous shaded sidewalks and shared-use paths with safe crossings
- Orient building frontages, entrances and public spaces to face and activate the central public gathering spaces and open spaces within site
- Support day-to-night activation through a diverse blend of human-scaled retail, cultural, and recreational uses
- Provide accessible routes with curb ramps, tactile paving, and clear wayfinding signage that welcome people of all ages and abilities



Master Plan

This land use diagram guides the future built character of McMinnville Landing and highlights key opportunities for development. The diagram indicates the distribution and location of uses, including areas for connections and community use like parks and open space.

The land use diagram includes these components:

- Commercial, Employment, and Open Space land
- A retail center south of Highway 18
- A landscape buffer from the southern edge of the Highway 18 right of way
- Two key community connections – SE Stratus Avenue and SE Cumulus Avenue
- Potential locations for additional community connections including local streets and green corridors and trails
- Active street edges and key intersections where buildings are intended to support the street
- A southern green open space connecting with existing parks and natural resources
- Potential common gathering space locations

In addition to the Land Use Diagram, the plan includes a series of concept illustrations that show how architecture, infrastructure, and open space can be integrated in future developments. They also express how the overall development will achieve goals set forth in the 3MLAP, the adopted Great Neighborhood Principles, and the site design and development standards. As an example, because the site's edge along Highway 18 will become an important gateway to the community, the illustration on the facing page shows the expectation that future Landing development will provide a welcoming public interface that reflects the regional landscape character.



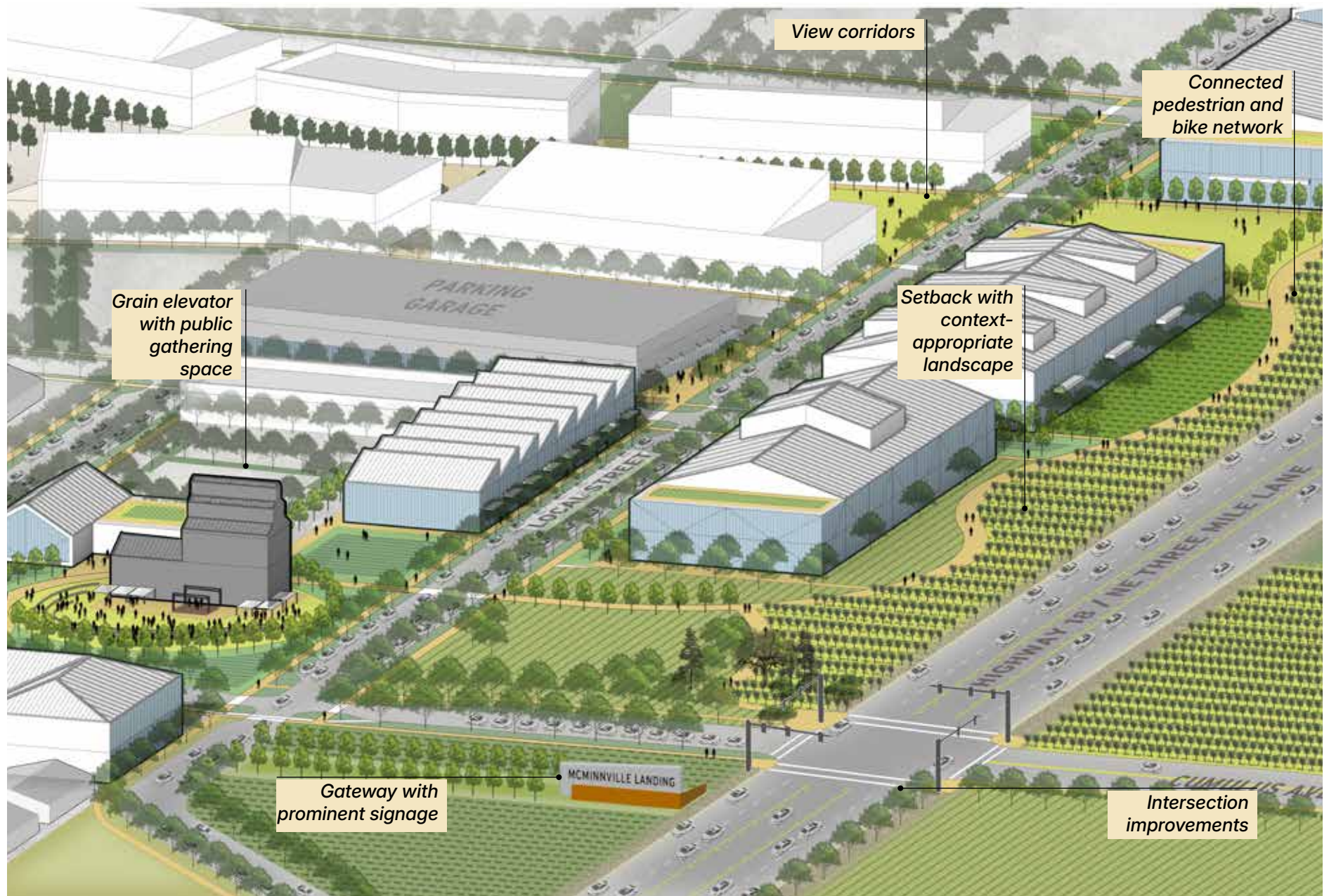
Master Plan diagram

Legend

- | | |
|---|--|
| Commercial/Retail | Active Edge |
| Employment | Active Corner |
| Parks and Open Space | Framework Streets |
| 1 The Landing Commons | Potential Local Streets |
| 2 Neighborhood Park | Trails |
| 3 South Open Edge | |

Land Use	Acres*	%
Commercial	44	23%
Employment	101	53%
Open Space	36	19%
Framework Street ROW (est)	9	5%
TOTAL	190	100%

*Gross acres (local streets to be deducted)

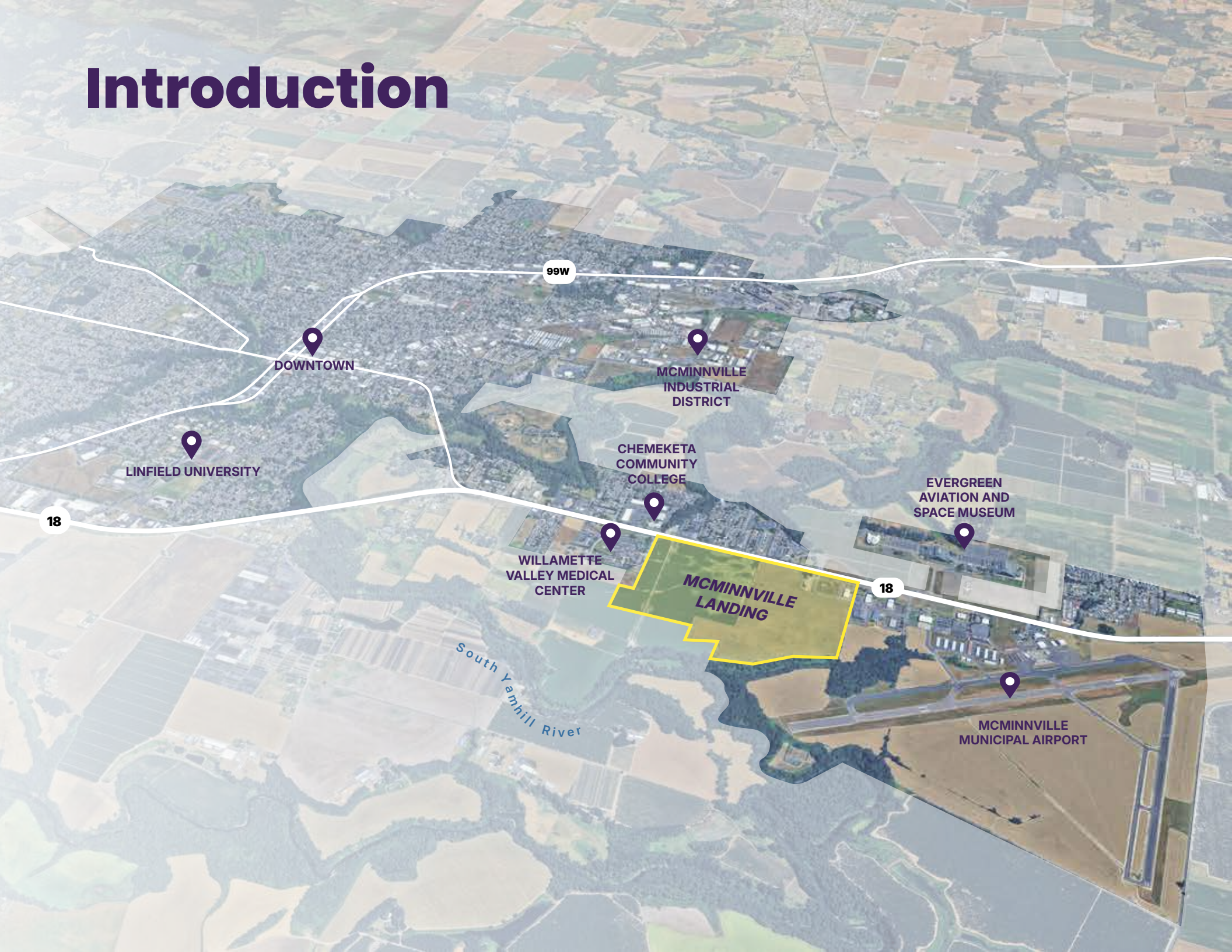


Highway 18 and Gateway concept illustration showing a potential manifestation of the plan's vision

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Introduction



99W

DOWNTOWN

LINFIELD UNIVERSITY

18

WILLAMETTE
VALLEY MEDICAL
CENTER

CHEMEKETA
COMMUNITY
COLLEGE

MCMINNVILLE
INDUSTRIAL
DISTRICT

EVERGREEN
AVIATION AND
SPACE MUSEUM

18

MCMINNVILLE
LANDING

South Yamhill River

MCMINNVILLE
MUNICIPAL AIRPORT

Envisioning an Innovation District

Nestled in a beautiful corner of the northern Willamette Valley, McMinnville features a small-town character, a spirit of independent local creativity, and solid economic fundamentals. The City of McMinnville seeks to sustain local prosperity by attracting diverse businesses and employment opportunities to the community. This aspiration, paired with large buildable land within the City's Urban Growth Boundary, inspired the creation of McMinnville Landing. With room to grow, a skilled and eager workforce, and abundant amenities, McMinnville is a great place for innovation.

There are many examples of thriving innovation districts across the country, and the McMinnville Landing aspires to learn from successful examples. These are often mixed-use developments that bring employment, commerce, and community together. While a typical downtown district is made up of a diverse mix of small retail stores and restaurants serving to attract tourists and locals, innovation districts integrate high-density employment hubs with aligned business, co-working environments, and flexible, collaborative spaces that support next-generation startups. They often integrate with educational and research institutions. The Innovation District at Oregon State University (OSU) Cascades is one such example that leverages the strengths of co-located stakeholders and establishes strategic partnerships to drive regional economic growth.

Retail is a critical part of the experience in these districts, interwoven with public spaces, dining, performance areas, and plazas to support a dynamic urban environment for both the employees of the innovation district and residents of the community. This interactive and immersive environment of commerce and community activities generates experiential retail that prioritizes customer engagement, helps to activate streets and common spaces, and creates a community destination with a distinct identity.



OSU Cascades Innovation District, Bend, OR



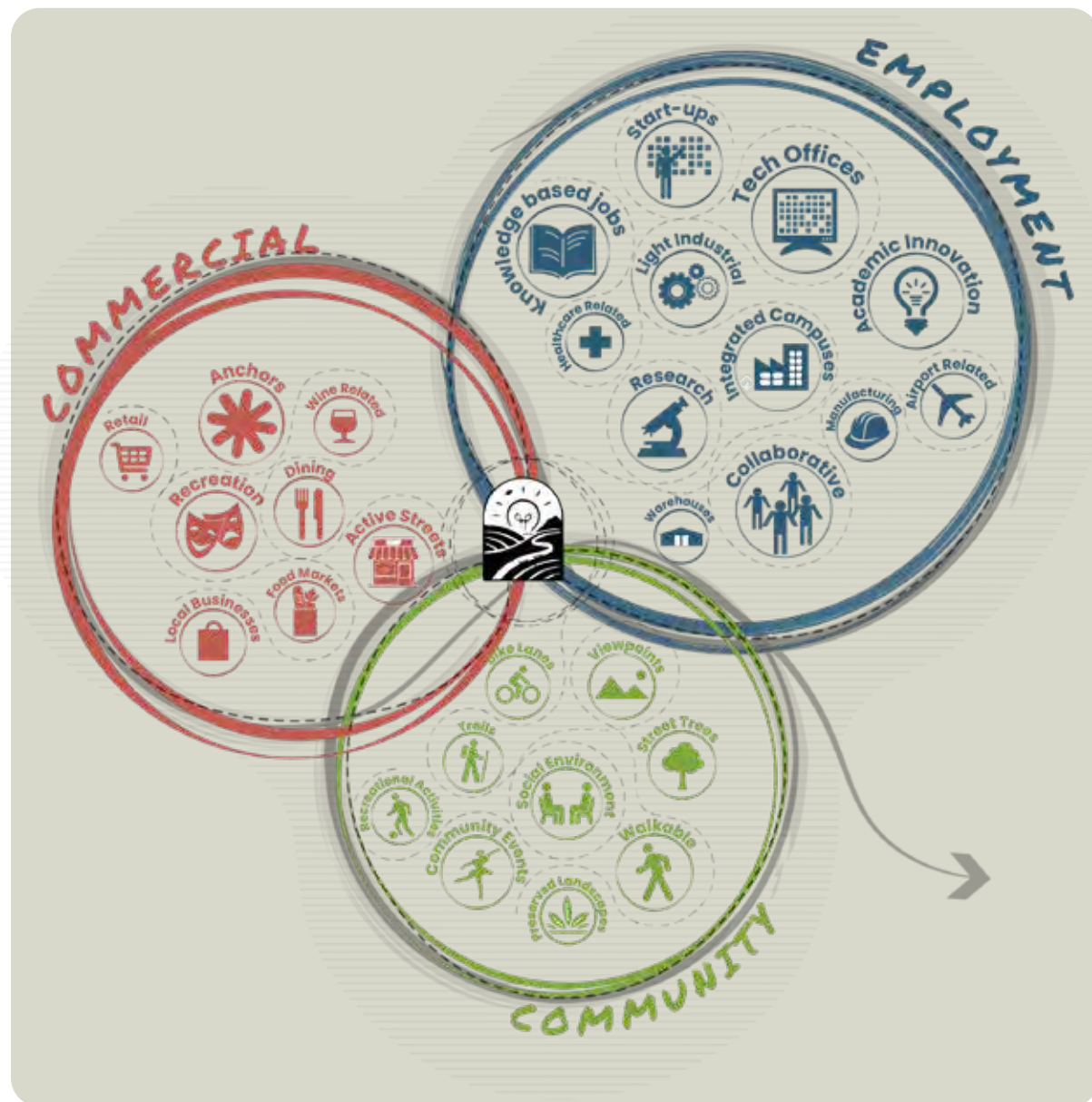
Vancouver Innovation Center, WA



Sky Song Innovation Center, Scottsdale, AZ

The desire for an Innovation District was identified in the Mac Town 2032 Economic Development Strategic Plan, adopted by Resolution No. 2019-16 on March 12th, 2019, and in the Three Mile Lane Area Plan (3MLAP), adopted by Ordinance No. 5126 on November 8, 2022. These documents identified a community vision of a retail center and employment campus to serve the community's future need for commercial development and high quality, high-paying employment opportunities. A target goal of 11 jobs per acre for employment uses and 23 jobs per acre for commercial uses was adopted to encourage this vision.

“ The McMinnville Landing is intended to be a high density employment campus responding to the next generation of industrial and entrepreneurial jobs where research and development is nurtured and supported in a thoughtful and intentional campus design. Research facilities, health centers, flex offices, incubator spaces, and manufacturing facilities can be part of an integrated and collaborative campus. A retail center, hosting a range of shops and restaurants, will become a vibrant destination for nearby workers, residents, and visitors, helping to create foot traffic and vibrancy at all hours of the day. ”



Planning Background

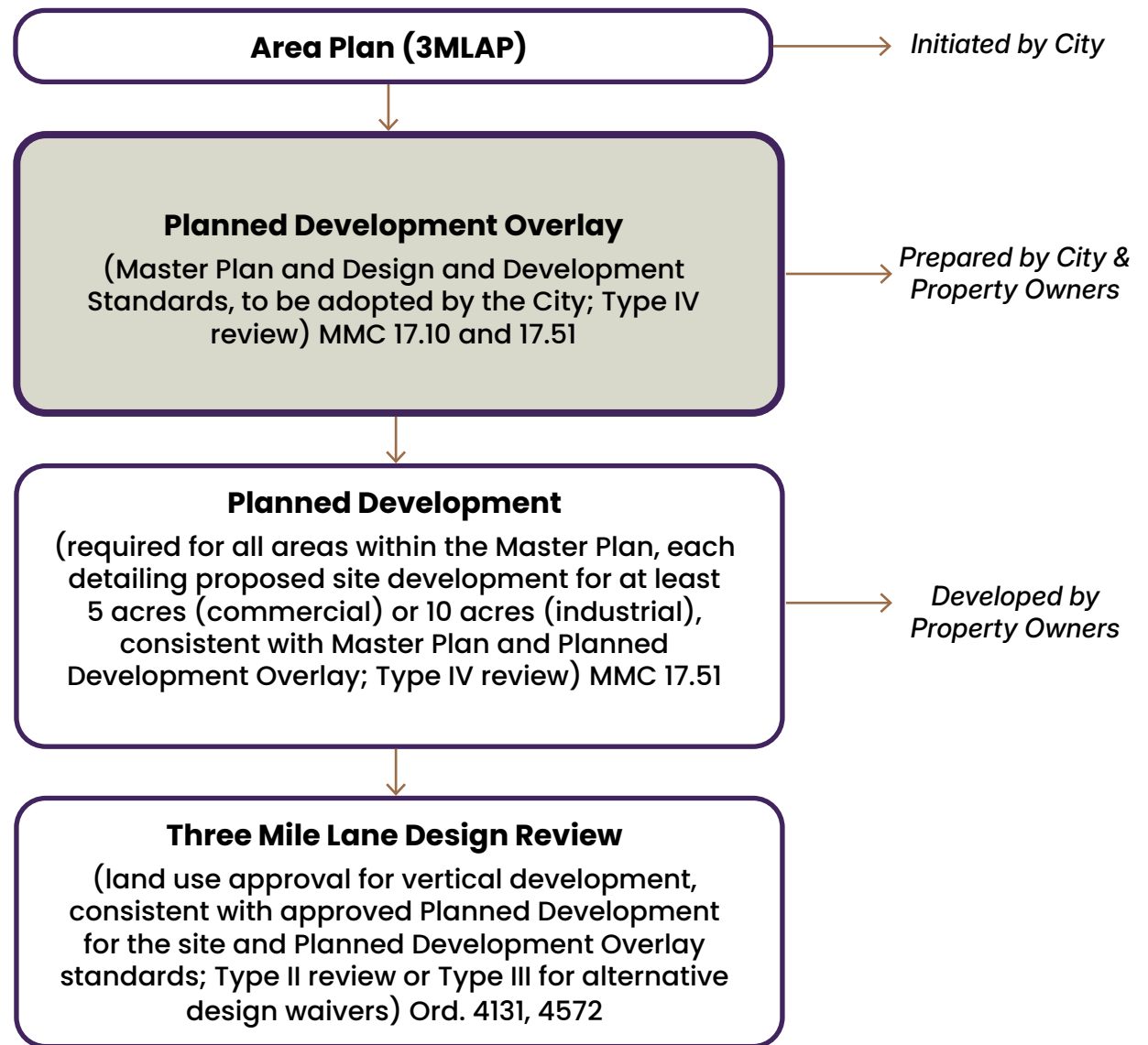
City Approvals Process

To ensure that future growth in large land tracts like the McMinnville Landing is consistent with the Comprehensive Plan, the City of McMinnville utilizes an Area Plan and Master Planning process. This is typically used for large tracts of land in the urban growth boundary but given the size and amount of land in the Three Mile Lane area and the subject site of this report, the City chose to follow this process for this area as well even though it is already within the city limits.

The McMinnville Landing site falls under the adopted Three Mile Lane Area Plan (3MLAP) which was developed and adopted (2019 – 2022). This document represents the Master Plan for the large tract of land identified in the 3MLAP as the Innovation District, following the submittal requirements and review criteria outlined in Chapter 17.10 of the McMinnville Municipal Code.

The Master Plan and accompanying site design and development standards will be adopted as part of a Planned Development Overlay by the City of McMinnville setting the stage for future development to be reviewed under the standards of the Planned Development Overlay. See implementation and Action Items on page 79 and 80 for more information.

1. Area Plans identify more specific locations and sizes for land uses after further consideration of an area's characteristics and relationship to surrounding urban uses. In 2022, the City of McMinnville adopted the Three Mile Lane Area Plan as an amendment to the McMinnville Comprehensive Plan.
2. The Master Plan reflects the Area Plan but with more specificity, including land uses, street networks, infrastructure needs, connectivity, etc



**Note: This site was annexed before 3MLAP.*

The purpose of a Master Plan is to provide:

- A complementary mix of uses and activities to achieve the Principles of the McMinnville Growth Management and Urbanization Plan.
- Orderly and efficient development of the City consistent with the City's Framework Plans and adopted Area Plans.
- Compatibility and/or transition with adjacent developments and the character of the area.
- An interconnected transportation network – streets, bicycle routes, and pedestrian trails – within the master plan area and to existing and planned City streets, routes, and trails.
- A range of open spaces and recreation facilities, as needed to facilitate the Framework Plan, adopted Area Plan and Parks, Recreation and Open Space Plan.
- Public and semi-public facilities and services.
- Preservation of historic buildings, scenic views, and natural resources to the greatest extent possible.
- Transitions or buffers between urban development and rural areas.
- Implementation of McMinnville's Comprehensive Plan, including adopted Area Plans and the Great Neighborhood Planning Principles.
- *A range of housing choices for areas planned to have residential components (not applicable to McMinnville Landing).*



Bicycle routes and pedestrian trails



Buffers



Mix of uses and activities



Open spaces

Planning & Policy Context

Three Mile Lane Area Plan

McMinnville's Comprehensive Plan includes Area Plans that focus on designated districts within the city's urban growth boundary. In 2022, the City of McMinnville adopted the Three Mile Lane Area Plan as an amendment to the McMinnville Comprehensive Plan. This plan focuses on approximately 1,340 acres of land in the southeast portion of the city. The Three Mile Lane Area is envisioned to accommodate some of the region's future need for new housing, commercial, employment, and industrial uses, as identified in a market analysis that projected significant household and employment growth over the next 20 years. The Three Mile Lane Area is positioned to capture a significant share of this regional demand given the presence of large greenfield sites.

Great Neighborhood Principles

Along with the Three Mile Lane Area Plan, the city also adopted the Great Neighborhood Principles (GNPs) into the City's Comprehensive Plan in April 2019. Their purpose is to guide the land use patterns, design, and development of the places where McMinnville residents live, work, and play.

- Natural Feature Preservation
- Scenic Views
- Parks and Open Spaces
- Pedestrian Friendly
- Bike Friendly
- Connected Streets
- Accessibility
- Human Scale Design
- Mix of Activities
- Urban-Rural Interface
- Unique and Integrated Design Elements
- Housing for Diverse Incomes and Generations
- Housing Variety

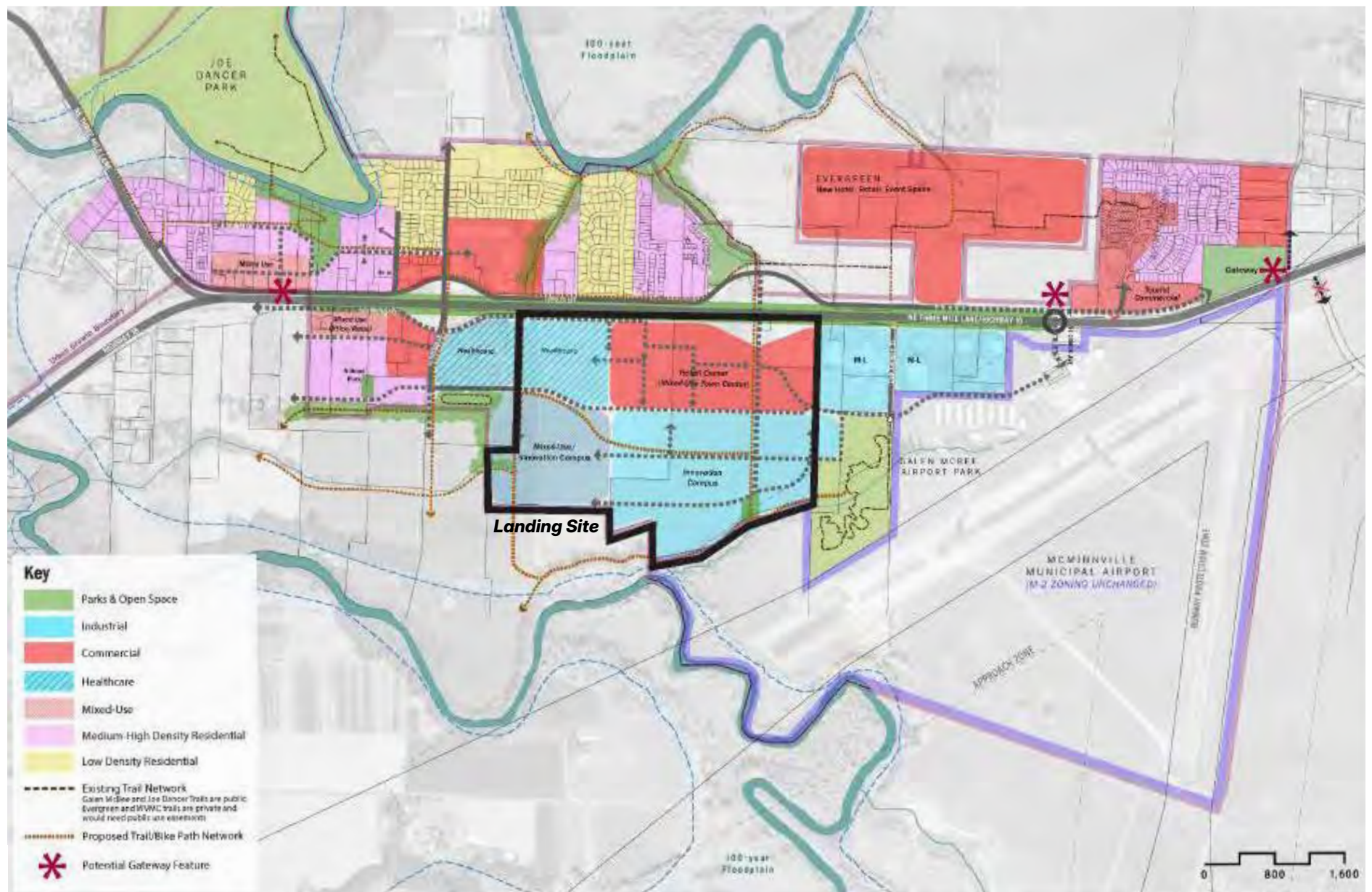
(Since housing is not permitted on the McMinnville Landing site due to its proximity to the McMinnville Municipal Airport, the housing for diverse incomes and generations and housing variety principles are not applicable to this project.)



Connected streets



Human-scaled design



Three Mile Lane Area Plan (3MLAP)

Process

Scope of Work and Project Timeline

The primary funding sources for this plan were two grants from Business Oregon's Special Public Works Fund and Strategic Reserve Fund, and the City of McMinnville's American Rescue Plan Act (ARPA) funds. Work on this plan began in July 2024 and resulted in a collaborative and iterative process between the city, McMinnville Landing property owners, and the wider community.

The work included the following seven tasks:

- 1. Kickoff and existing conditions:** This included a review of background documents, existing policies, a tour of the site, and case studies of similar work to inform the project. The consultant team and city staff confirmed goals and priorities for the project and crafted a Vision Statement. Following the kick-off, an existing conditions report was produced (see Appendix).
- 2. Draft scenarios:** Three alternative scenarios for the master plan were produced collaboratively with the city, property owners and advisory committees. A low intensity (least dense, fewest jobs per acre), high intensity (most dense, highest number of jobs per acre) and a medium intensity scenario were created. These scenarios were shared with the community at an open house and in an online survey before a preferred plan was produced.
- 3. Preferred plan:** With input from the city, property owners, advisory committees and the community, the consultant team developed a preferred plan. Workshops with the owners and city and feedback from the community resulted in a plan that is a hybrid of the medium and high scenario.
- 4. Site design and development standards:** These standards were produced to complement the preferred plan, shared in workshops and an online open survey for community input. The standards aim to ensure future development is high quality and meets the City's plans and policies. The standards are a standalone attachment to this document (see Attachments).
- 5. Naming, branding, and website development:** Working closely with the property owners, the consultants developed a vision for the McMinnville Landing to fit the unique character of the city. A vision statement, logo, and assorted branding standards were all created. The site's name, McMinnville Landing was selected by the owner group, and a website was created for community members, visitors, potential investors, and developers. That website can be viewed here: www.mcminnvillelanding.com
- 6. McMinnville Landing Master Plan:** This report compiles all the work produced for McMinnville Landing under the above tasks and meets the requirements and criteria laid out in city code. It is meant to be a roadmap both for the developers as well as city staff to ensure a unified and cohesive approach to the McMinnville Landing site.
- 7. Infrastructure feasibility analysis report:** This outlines the infrastructure requirements for the future site and includes recommendations, cost estimates and a capital improvements plan (refer to Attachments). Additionally, a transportation assessment memo examines the traffic impacts to the surrounding area due to the projected increase in vehicle miles travelled to and from the site (refer to Attachments).



Open House



FINE branding

Project Development

The project involved an iterative process built on the kickoff and existing conditions work. Crafting and refining the draft scenario options was a critical step in guiding site design and development standards, infrastructure planning and the Master Plan report.

Draft Scenarios

Three alternative design scenario concepts were created and presented to the property owners, advisory committees, and the community.

- **High Intensity:**

This scenario focused on creating a development of multi-story buildings, a wide range of users, and a high number of employees. It would create a large retail town center and offer a wide variety of amenities to the public. Retail would be concentrated along a “Main Street” bisecting the site with higher density offices and medical occupying remaining space. A neighborhood park and Innovation Green (or Commons) would connect with trail corridors for ample access to green space.

- **Medium Intensity:**

This scenario was meant to strike a balance between the high and low intensity options. It expanded retail zones and introduced more open space while still allowing for a less densely built environment.

- **Low Intensity:**

This scenario focused on smaller buildings and more of a singular-use campus. This would result in fewer amenities and employees. Retail would be limited and concentrated to the northeast corner of the property, with industrial and low-density commercial buildings taking up most of the site.



Images from collaborative work sessions



High intensity scenario



Medium intensity scenario



Low intensity scenario

Engagement

Each of the project tasks was structured around key review checkpoints with project stakeholders. These engagement opportunities included:

Owner Workshops

Extensive collaboration with the three property owners sought to ensure buy-in and feasibility for the project. Individual interviews were held with property owners at various milestones, three workshops were held with the owners for scenario development and four sessions reviewed the branding work. During these workshops, design refinements were suggested for the various scenarios, ultimately leading to unanimous selection of a preferred concept.

Advisory Committees

- The Project Advisory Committee (PAC) served as an advisory body to City staff. The PAC was made up of 20 diverse community members, each representing a different demographic or interest group within the community. This group was intended to represent the larger public and give voice to issues related to community character, goals, and values. Six PAC meetings were held, some in-person and some remotely.
- The Technical Advisory Committee (TAC) included City engineering staff and representatives of ODOT and McMinnville Water and Light. The TAC provided expertise on technical topics such as transportation and infrastructure requirements. Two virtual TAC meetings were held to discuss and provide input on storm and sanitary sewer, water, power, and transportation concepts.

Community Engagement Events and Survey

Two open houses were held.

- **Open House 1:** This event on March 15th, 2025, was advertised through a bilingual postcard mailed by the City to 17,263 addresses within city limits. The City also promoted the event through the project website, social media platforms, email lists, and a companion online survey. PAC members and community partners were invited to attend. A total of 475 people provided feedback during the engagement. 110 people attended the in-person open house and 365 participated in the online survey. The bilingual format of the event and survey welcomed community feedback in English and Spanish. The focus of this engagement was to inform participants about the project, present three scenarios, gather community feedback, and build community enthusiasm.
- **Open House 2:** This open house took the form of an online survey to solicit input on the Design and Development Standards. The open house shared the McMinnville Landing name and asked participants a series of questions focused on the character, architecture, and landscape of seven key areas of the site: the Highway 18 edge, the relationship between buildings and the street, the McMinnville Landing Commons, parking areas, the interface between commercial and industrial buildings, green corridors, and the southern open space edge. The online open house ran from July 14 – August 15, 2025, and had 129 total participants. The city promoted the open house via newsletters, email campaigns, social media, business events, and at the Farmer's Market.



Open House 1

What features would you most like to see in the development of green connections through the site? (Select your top three)

*Select between 1 and 3 options

 <input checked="" type="checkbox"/> Seating and gathering spaces for workers and shoppers	 <input type="checkbox"/> Places for rainwater to filter into the ground
 <input type="checkbox"/> Sense of enclosure with	 <input type="checkbox"/> Active use/recreational

Previous Submit

Open House 2

Takeaways

Owner Group Feedback

- Owners felt that zoning within the district should be flexible and simplified to two categories. Commercial areas were consolidated to the north end of the site, with a larger portion of employment shifted away from Highway 18.
- Owners voiced that the location of local streets should be less explicit and should allow flexibility in future parcelization. They also desired a more direct east-west connection.
- The green buffer along Highway 18 was seen as a benefit to site identity and visual character.

Community Feedback

- Most participants preferred design strategies that center on nature, respect the rural context, and are accessible to community members and visitors. They showed a strong preference for maintaining significant viewsheds. They felt that high quality landscape design is critical to maintain the rural character of the area.
- There was a strong appreciation for the silo as a landmark of the site. Many voiced a desire for outdoor spaces for community use that are protected from the weather. Participants also conveyed enthusiasm about trails and open spaces as key elements of the project.
- There was strong support for a walkable, bikeable, green, and sustainable district.
- While the Master Plan cannot identify future tenants, the types of business envisioned within The Landing was a topic of contention. Some want large format retailers while others want to prioritize local businesses. Some called for the district to not be 'tourist-centered' and wanted local attractions like wine tasting to be included.
- The community voiced concerns about traffic congestion, traffic flow, and increased noise impacts.



Open House 1 input: Streets and trails



Open House 1 input: Land use scenarios



Open House 1 input: Landscape character



Open House 1 input: Commercial character

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McMinnville Landing Master Plan



McMinnville Landing Innovation District Vision

McMinnville Landing is a place dedicated for future-focused employment, retail and commercial enterprises. The district is envisioned as a thoughtfully planned campus to nurture a spirit of innovation and quality of life prioritizing community wellbeing, economic vitality, and responsible development.

This new hub promises space and flexibility for companies to thrive and benefit from the already established and vibrant local culture. Here companies, startups, and local enterprises will find infrastructure, visibility, and an environment to flourish, paired with proximity to businesses of all types and sizes. Nearby higher education and healthcare facilities help to expand access to talent and opportunities for research and collaboration.

Potential future businesses may include advanced manufacturing, natural resources, high tech, agriculture, aviation and aerial systems, bioscience, clean tech, edtech and services, semiconductors, electronic components, software, and more.

McMinnville Landing also fills a long-standing retail gap, from essential services to experiential retail, with space for local shops, regional stores, and national brands.

Thoughtfully designed to foster connection and well-being, McMinnville Landing weaves together green space, pedestrian-friendly pathways, and public gathering places to support a healthy, vibrant community. Interconnected trails and sidewalks encourage exploration by foot or bike, while parks, green spaces, and nature offer everyday opportunities for recreation, fitness, and mindfulness.



McMinnville Landing Master Plan

Legend

- Site Boundary
- Commercial/Retail
- Employment
- Parks and Open Space

17.10.070A Plan Objectives

This plan supports the City's adopted goals and policies with a thoughtful configuration of commercial, employment, and public open space uses on the site. The plan indicates commercial land uses arranged near Highway 18, the hospital, and the southern green space; large, contiguous areas for employment uses; and a public realm of open spaces and walkable streets that knit the development together as a cohesive whole.

From the Highway 18 edge to the southern open space edge, a series of concept illustrations shown on the following pages were created to illustrate how architecture, infrastructure, and open spaces across this large site can interact with one another and achieve the goals set forth in the 3MLAP and the Great Neighborhood Principles.



Pedestrian and bike friendly



Unique and integrated design elements



Human-scale design



Mix of activities

Highway 18 Edge

This illustration shows commercial development along the Highway 18 corridor. The building forms echo the area's agricultural and aviation architecture to create an inviting edge to Highway 18. The existing birch trees could be preserved, and the silo could be renovated as a landmark for the community. Green corridors extend southward from the buffer into the retail and employment areas, providing view corridors, and pedestrian access into the site. A shared-use path winds through the generous landscape buffer, offering access to buildings and small gathering spaces within the agrarian landscape.

Plan Objectives

1. Unique and Integrated Design Elements

- Create an appealing, green edge to the district that reflects local agricultural heritage
- Avoid views of parking lots and blank walls on Highway 18 edge and encourage public art/aviation themed gateway features
- Integrate McMinnville's character by complementing existing architectural language and landscape features.

2. Connected Streets

- Extend and connect existing streets into the site to improve access and circulation
- Provide generous shaded sidewalks with safe crossings.

3. Accessibility

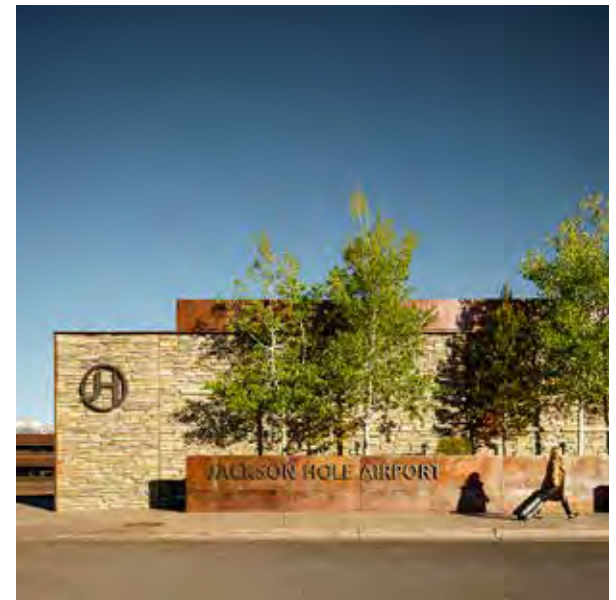
- Connect the shared-use path to existing crossings and trails across Highway 18
- Ensure multimodal connections that welcome people of all ages and abilities
- Provide accessible routes with curb ramps, tactile paving, and clear wayfinding signage
- Incorporate micromobility hubs with bike racks and scooter/bike share facilities.



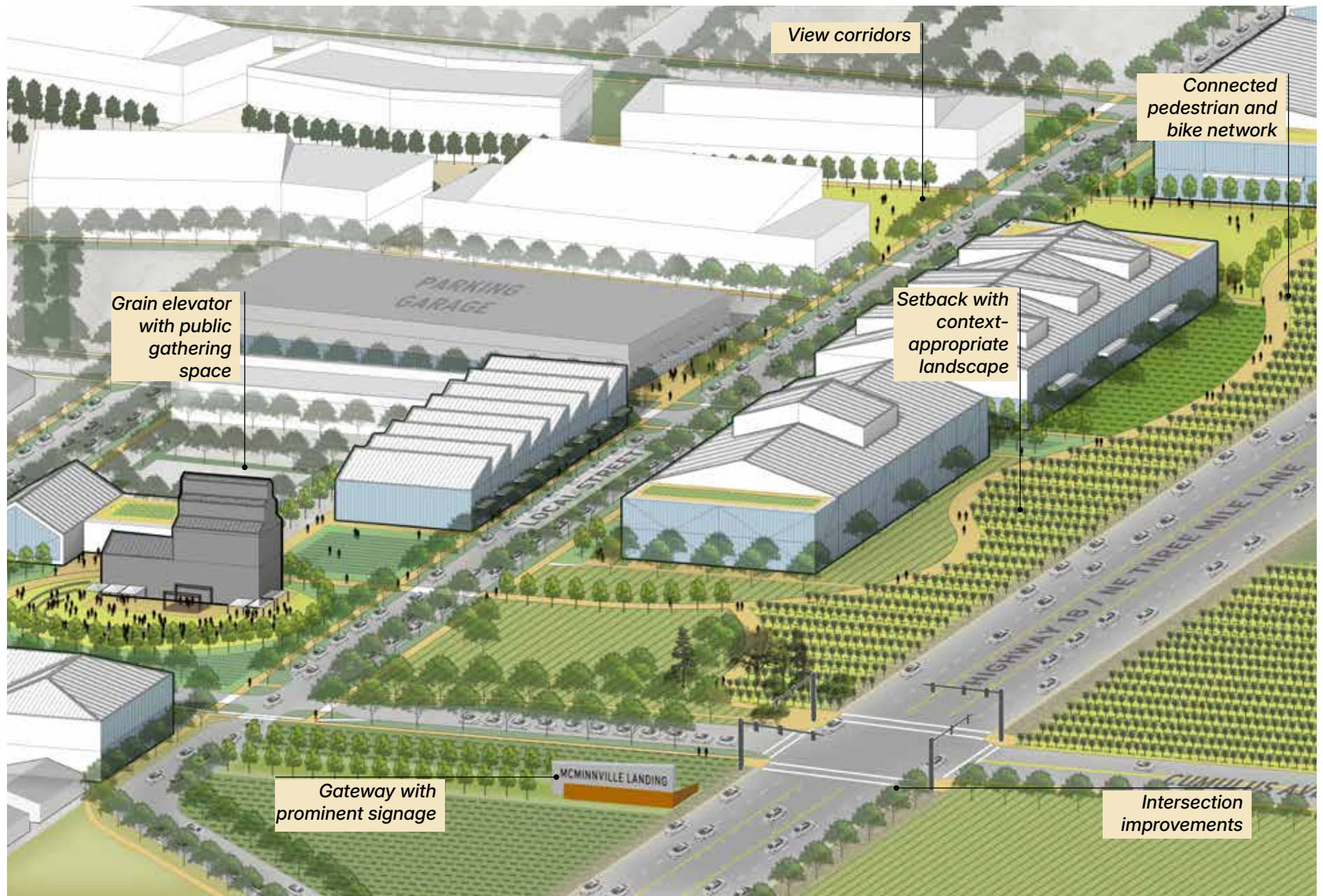
Windows and doors help activate streets and trail corridors



Green spaces between buildings



Public entries and signage on buildings



Highway 18 and Gateway concept illustration showing a potential manifestation of the plan's vision

Landing Commons

The illustration on the following page shows the heart of the district, called Landing Commons. Similar to a central quad on a campus, this area is a gathering space intended to be open to the larger community. The space is fronted with commercial or mixed-use buildings with ground-floor retail. Main building entrances, facades, dining areas, outdoor gathering spaces like patios, balconies, rooftop bars, and gardens add vibrancy to this space. Interactive features like a splash pad, shade structure, string lights or monumental artwork give the space identity and draw visitors. Shade trees and awnings add to the experience of this open space.

Plan Objectives

1. Central Public Space

- Create a central plaza that serves as the district's primary public gathering space
- Incorporate opportunities for a flexible mix of events, recreation, and everyday use
- Ensure that the public space has electrical outlets to facilitate an array of events such as live music.

2. Human-Scaled Design

- Orient building frontages and entrances and public spaces to face and activate the Commons
- Incorporate pedestrian-scaled signage, art, lighting, and landscape.

3. Mix of Activities

- Encourage a diverse blend of retail, cultural, and recreational uses
- Support day-to-night activation through events, programming, and rooftop or upper-level amenities.



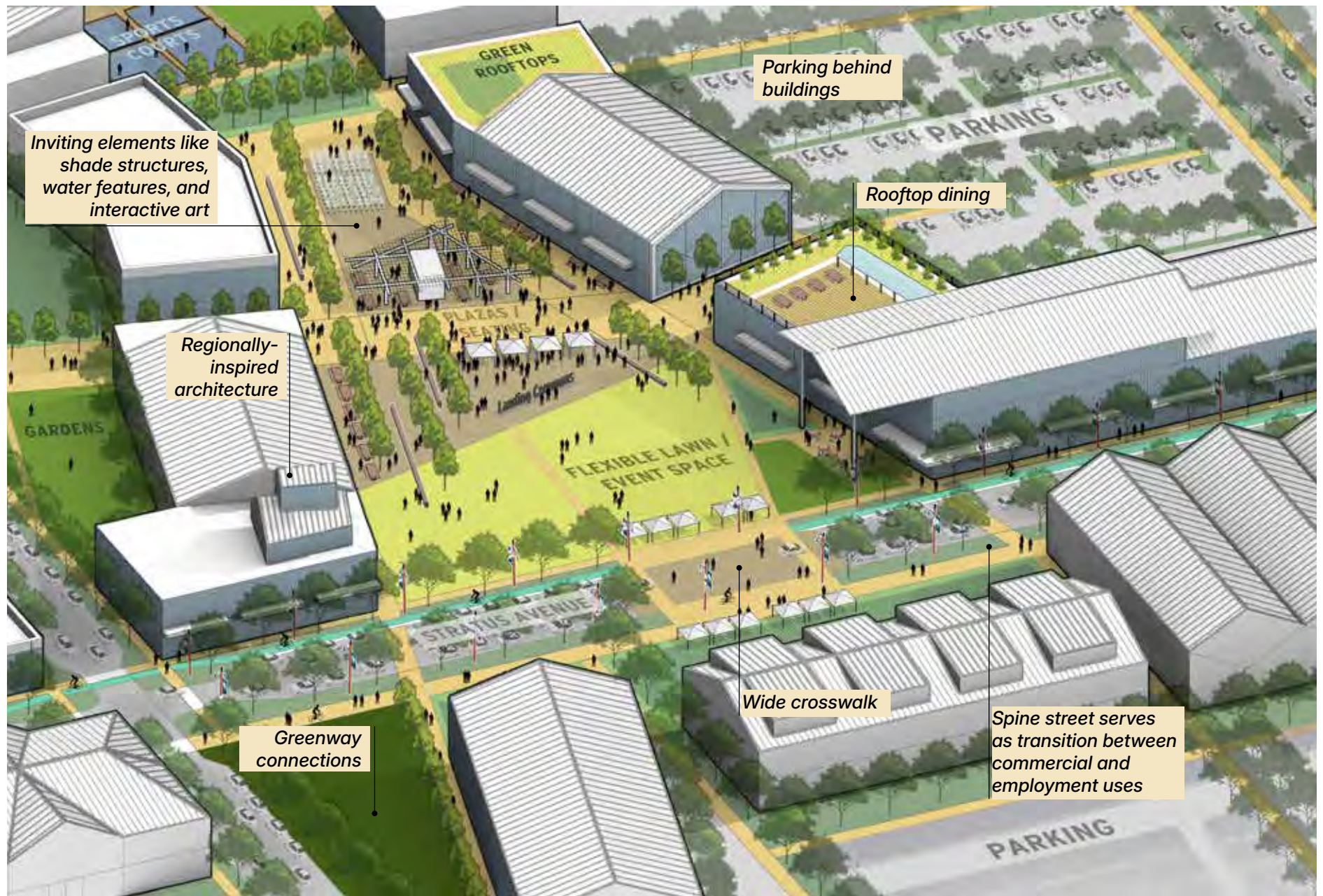
Human-scaled spaces



Central gathering space



Interactive plaza features



Landing Commons concept illustration showing a potential manifestation of the plan's vision

Southern Open Space

This illustration shows the southernmost edge of the site, which creates a large green buffer from the riparian edge while also allowing for a variety of programs and gathering opportunities. The open space interfaces directly with public streets and buildings with entryways, plazas, gardens, and programmed greenspace. When direct street or building frontage is not possible, ample landscape is provided to screen unsightly or noisy areas such as parking, work yards and loading zones. Building setbacks increase along the greenways and a public trail extends through the open space, connecting Galen McBee Airport Park with the district and connecting to the street grid at regular intervals.

Plan Objectives

1. Natural Feature Preservation

- Protect mature trees and the riparian corridor
- Maintain ecological health and biodiversity through sensitive site design.

2. Scenic Views

- Encourage building orientation toward the natural southern edge to frame views of the landscape
- Preserve view corridors along north-south connections and greenways.

3. Urban Rural Interface

- Use setbacks, green buffers, and landscape features to soften edges between development and natural areas
- Incorporate trailheads, interpretive signage, and gathering spaces to connect people with the natural environment
- Design building edges to respect the scale and character of the rural landscape while maintaining district density.



Large open space with trails



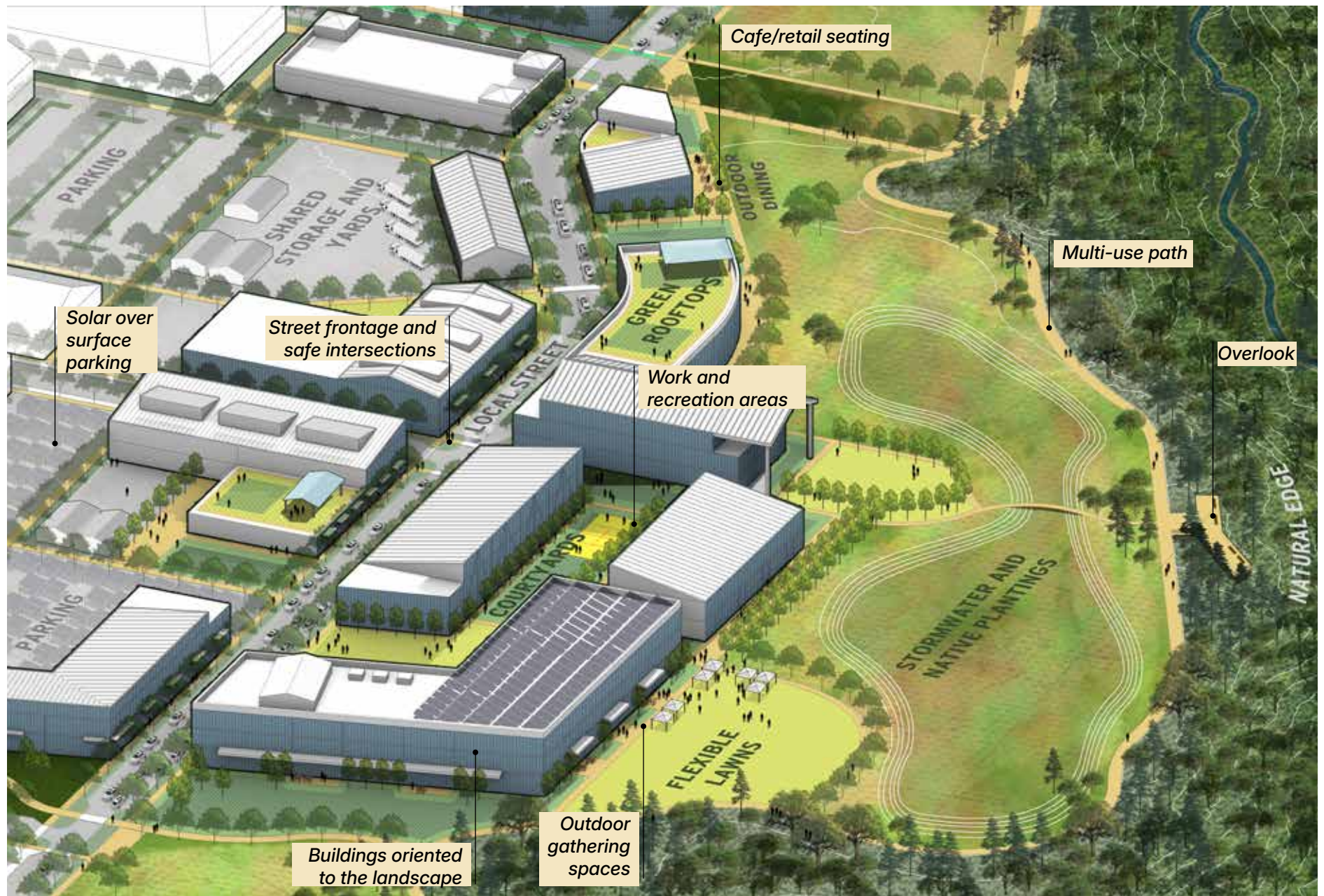
Landscape screens loading areas



Courtyards looking out to rural views



Trail connections to gathering spaces



South Open Space concept illustration showing a potential manifestation of the plan's vision

Sustainability and Resilience

McMinnville Landing should acknowledge the social and economic impact of conventional practices and strive for innovative measures that promote climate resilience and community well-being. A collective approach and action can lead to an impactful positive change while creating cost savings in the long term.

Some of the possible goals include:

- **Energy-efficient development & renewable energy**

Encourage practices that reduce energy consumption and optimize resource utilization. Allow a higher intensity land use for efficient use of scarce land.

- **Reducing urban heat islands**

Take actions to reduce the higher temperatures experienced in urban areas compared to surrounding rural areas with tree plantings, green roofs and minimized paved surfaces.

- **Protected habitat**

Implement water and land management and protection practices to maintain a balanced ecosystem.

- **Decarbonization**

Reduce greenhouse gas emissions related to transportation. Design high-performance buildings that maximize energy efficiency through passive strategies (daylighting, shading, insulation, ventilation), minimize embodied carbon with low-carbon materials, and are powered by renewable sources, if possible, on-site or through the grid.

Potential Strategies

Active transportation:

- Encourage and support future transit, walking, and biking connections to downtown
- Implement Transportation Demand Management measures for The Landing
- Reduce single occupancy vehicle use
- Create safe and comfortable bike facilities throughout the site
- Rideshare or shuttle programs

Innovative Building Design:

- Pursue green building certifications
- Evaluate opportunities for solar or green rooftops
- Implement high-efficiency HVAC systems
- Gray and blackwater harvesting and recycling and use in landscaping
- Local and recycled materials
- Site buildings for solar orientation, passive heating and cooling

Open Space:

- Provide low-impact, nature-based stormwater management
- Utilize native and water-wise plantings
- Use diverse plant and tree palettes for biodiversity
- Plan for shade canopy to reduce the urban heat island effect

Planned Parking:

- Coordinate shared parking facilities within the district
- Build parking in structures or design the site in a way that accommodates future structured parking
- Utilize permeable paving techniques and construct ample stormwater areas between parking rows

Utilities:

- Encourage solar panels on building and site
- Explore opportunities for geothermal and district energy



Safe, complete streets



Integrated bike and transit hubs



Recycled materials



Natural light and ventilation



Green energy opportunities



Nature-based stormwater treatment

17.10.070B Plan Area and Context

Site and Context History

The native residents of the area were members of the Kalapuya tribe. William T. Newby claimed land in what would become McMinnville. He built a mill on the future site of Third Street and platted the city in 1855.

McMinnville was the seat of Yamhill County, one of Oregon's first counties and it became an official city in 1882. The historical buildings that line charming Third Street were erected mainly between 1890 and 1912.

- <https://visitmcminnville.com/about/history/>

Historically, McMinnville had a landing for riverboats traveling up the Yamhill River. As the largest city in the county and an agricultural center, McMinnville attracted residents who worked in a variety of industries. Grapevines planted in the area since the 1970s have established McMinnville as the heart of a thriving wine country. From passenger air service to McMinnville Airport in 1947 to welcoming the 'Spruce Goose' to the Evergreen Aviation and Space Museum in 1993, McMinnville also has a unique history in the aviation industry. Today, the city encourages development to highlight this rich history and capture the essence of McMinnville.



1879 Map



1926 Map



Historic McMinnville Downtown District



West Coast Airlines, Service from McMinnville to Portland, 1947

1882

McMinnville incorporated as an official city with a mayor and city council.

1890-1912

Many of downtown's historic structures built

1943

Federal government completes the construction of the airport facilities

1987

First international Pinot Noir Celebration after nearly two decades of winegrowing

1993

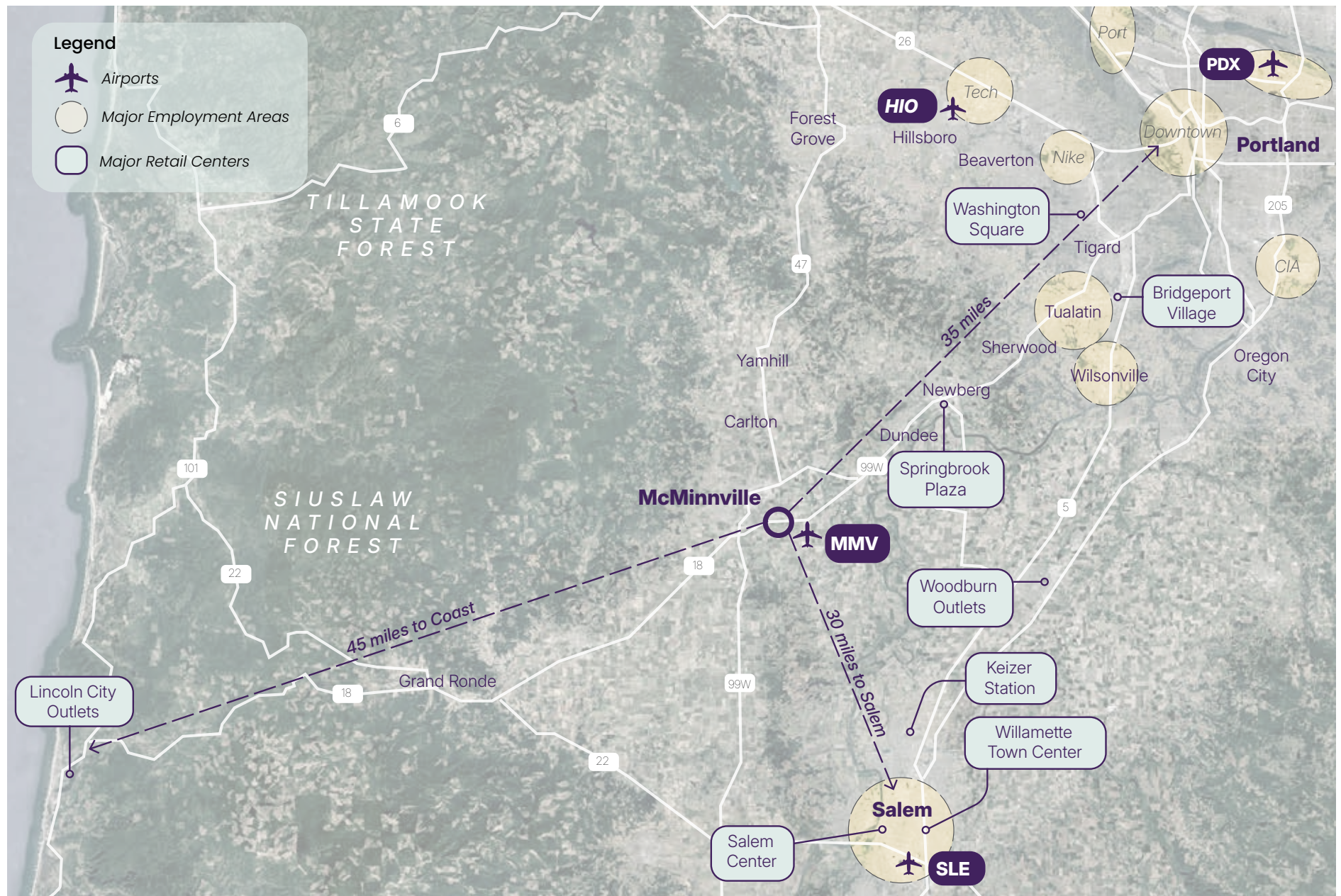
Spruce Goose arrives at Evergreen Campus

2013

McMinnville's population is 33,131

2018

Work begins on Three Mile Lane Area Plan



Existing retail and employment areas around McMinnville

Regional Context

With room to grow, a skilled and eager workforce, and abundant amenities, McMinnville is a great place for innovation. Located about 35 miles southwest of Portland and 30 miles northwest of Salem and with a population of around 35,000, it is also the county seat for Yamhill County, making it an important employment center. Some of the top employers include Willamette Valley Medical Center, Linfield University, Cascade Steel, Parker Meggitt, Empwr Foods, World Class Technology, Skyline Homes, Walmart, Freelin-Wade and NWUAV.

About 27% of McMinnville's population holds a bachelor's degree. Linfield University, offers ~ 60 programs for nearly 2,000 students and is only two miles from McMinnville Landing. Chemeketa Community College is located across Highway 18 from the site. A 2019 study found that McMinnville residents often leave the city to access commercial goods and services, particularly for general merchandise, and future commercial development at this site could help to keep these local dollars within the community.

McMinnville Municipal Airport (MMV), located at the eastern edge of McMinnville Landing, is one of the city's key assets. The city, in coordination with the Federal Aviation Administration (FAA), is preparing an Airport Master Plan for the airport to accommodate the next 20 years of growth. As the city prepares for continued growth, other plans like the Southwest Area Plan, Fox Ridge Area Plan, and Riverside South Area Plan are laying the groundwork for the city's housing needs.

McMinnville has 18 parks throughout the city. At 100 acres, Joe Dancer Park, north of McMinnville Landing, is the largest community park in the city. The City Parks and Recreation Department has identified the need for an additional neighborhood park in the area to meet the needs of new residents. This Master Plan shows a potential location for this park on the western side of McMinnville Landing. Additionally, the South Yamhill River and its tributaries create incredible natural open space amenities throughout the city and in close proximity to The Landing.



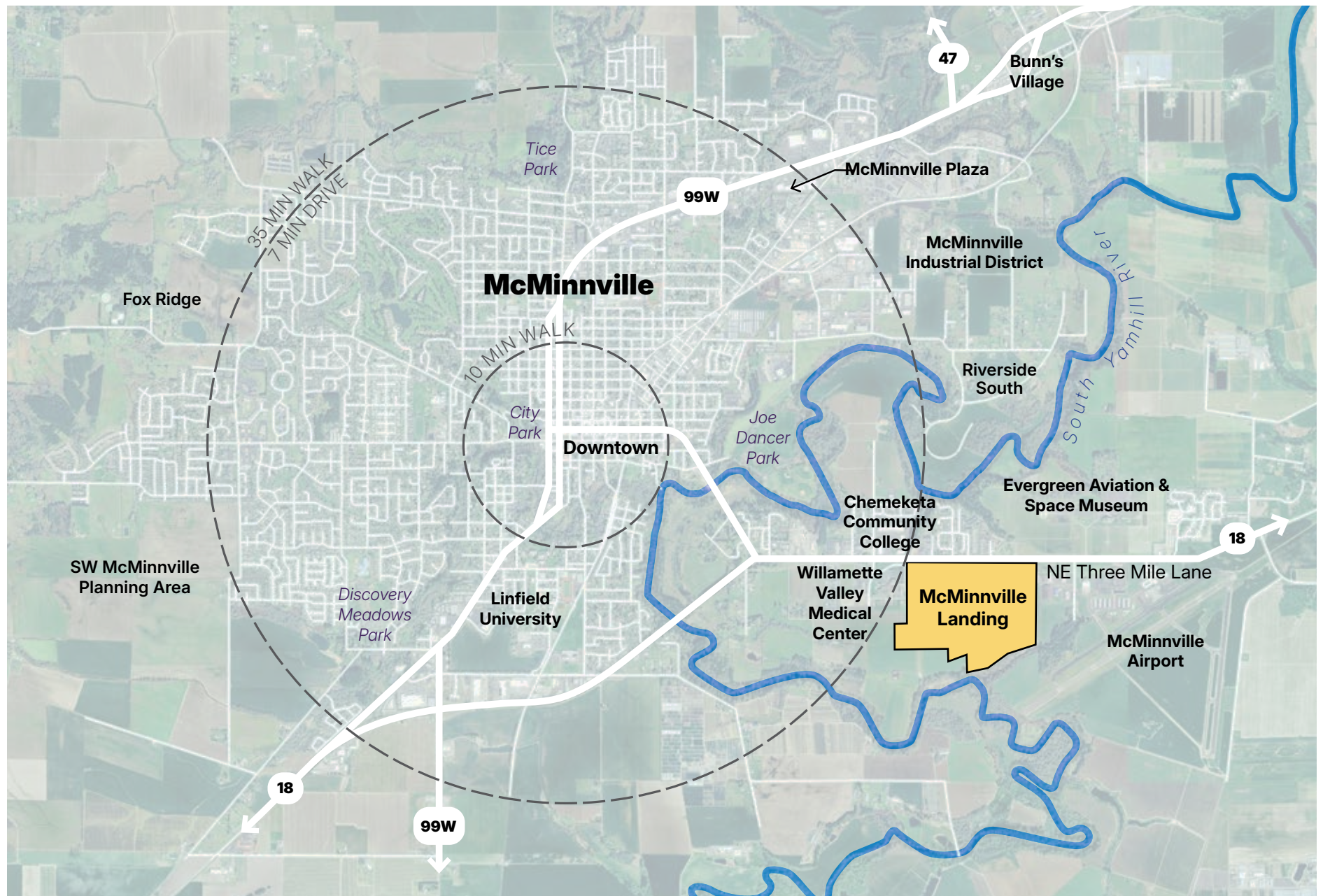
Linfield University Campus



Downtown McMinnville



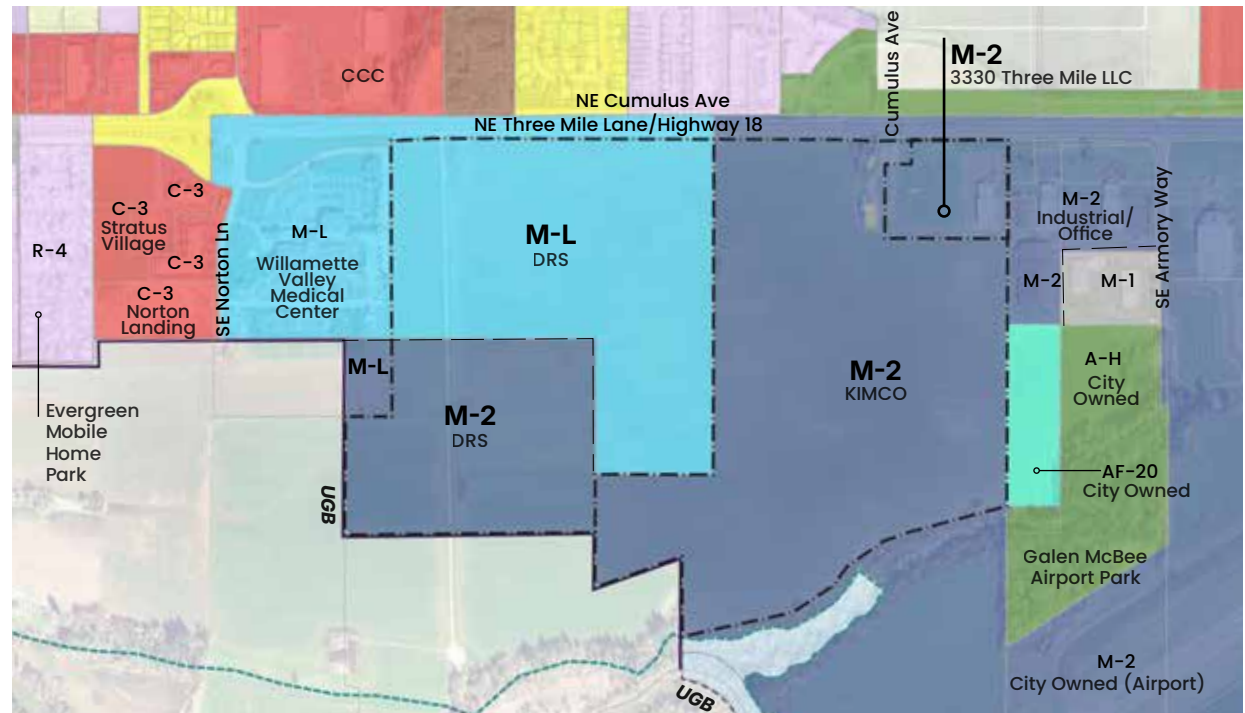
Cascade Steel Rolling Mills



City context map

Zoning & Land Use

McMinnville Landing has three distinct property owners. The 9.6-acre parcel at the southeast corner of the junction of Highway 18 and SE Cumulus is owned by 3330 Three Mile LLC. The rest of the site is divided between DRS (89.9 acres) and KIMCO (90.4 acres). These sites are either in agricultural use or vacant. The Landing site is zoned Industrial, designated as M-L (Limited Light Industrial Zone) and M-2 (General Industrial Zone). The Three Mile Lane Area Plan added a commercial C-3 zone and recommended rezone of parcels zoned M-2 to M-1, which would allow for a wider range of industry related office spaces. The Three Mile Lane Planned Development Overlay ordinance also outlines policies related to the development of properties, including McMinnville Landing.



Zoning and land use

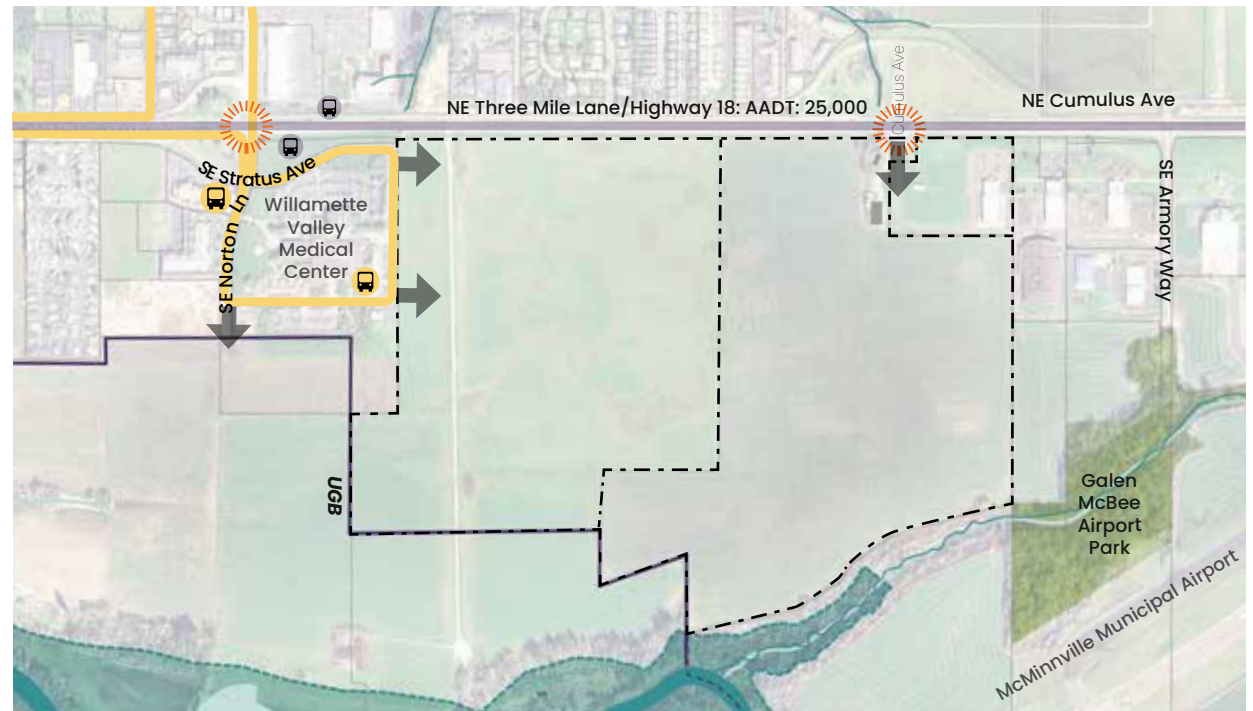
Legend

- Site Boundary
- ▨ 120' ROW Highway Setback (3MLAP)
- M-L : Limited Light Industrial Zone
- M-1 : Light Industrial Zone
- M-2 : General Industrial Zone
- C-3 : General Commercial Zone
- A-H : Agricultural Holding Zone
- AF-20 : Agricultural Forestry

Mobility

Highway 18 is the main vehicular connection to downtown McMinnville and the larger region. Currently, the annual daily traffic on Highway 18 is 25,000 cars per day. SE Cumulus Avenue is a signalized intersection, providing a direct connection from Highway 18 into the site.

There are two transit routes serving the site. Route 2/ East Loop connects Willamette Valley Medical Center to downtown. Route 44x travels from McMinnville to Tigard with one stop at the Medical Center per day. While there are no existing trails or bike routes on site, the Evergreen Campus nature trail ends north of the site, and the hospital property includes a walking path and green space just west of the site.



Mobility

Legend

- Site Boundary
- ☀ Signal & Pedestrian Crossing
- ➔ Potential Site Access
- Bus Route 2/East Loop
- Bus Route 44x
- 🚌 Bus Stops



SE Cumulus Avenue intersection

Site Opportunities

The Three Mile Lane Area district holds incredible potential for employment and community-serving amenities with distinctive character and a sense of place. Frontage along Highway 18 makes the site highly visible and easily accessible. A small group of committed property owners affords a unique opportunity to create a viable plan. Proximity to the Willamette Valley Medical Center, the Evergreen Campus and the McMinnville Municipal Airport also creates opportunities for synergetic office and manufacturing uses that can form specialty use districts within the site. There may be opportunities to partner with regional educational institutions, including Linfield University, Chemeketa Community College and others to foster startups and provide collaborative spaces. Adjacency to major green spaces like Galen McBee Park, the Yamhill River, and adjacent rural landscapes creates a picturesque southern edge.



Highway 18 frontage



Willamette Valley Medical Center



Mountain views



Evergreen Campus



Rural views



Existing office building

17.10.070C Land Use Diagram


The preferred land use diagram guides the future built character of McMinnville Landing and highlights key opportunities for development. The diagram indicates the distribution and location of uses, including areas for connections and community use like parks and open space. This land use diagram aligns with the plan objectives established in 17.10.070A. Future developers must follow this plan, integrating the plan objectives and adhering to the site design and development standards.

This Master Plan includes the following components:


- Commercial, Employment, and Open Space land
- A retail center south of Highway 18
- A landscape buffer from the southern edge of the Highway 18 right of way
- Two key community connections – SE Stratus Avenue and SE Cumulus Avenue
- Potential locations for additional community connections including local streets and green corridors and trails
- Active street edges and key intersections where buildings are intended to support the street
- A southern green open space connecting with existing natural resources
- Potential common gathering space locations

Legend

--- Site Boundary

 Commercial/Retail

 Employment


 Parks and Open Space

① The Landing Commons

② Neighborhood Park

③ South Open Space


Community Connections

 Primary Streets

 Potential Local Streets

 Green Corridors and Trails

 Active Edges

 Active Corners

Site Context:

--- Urban Growth Boundary

 Existing Buildings

 Draft Significant Tree Groves

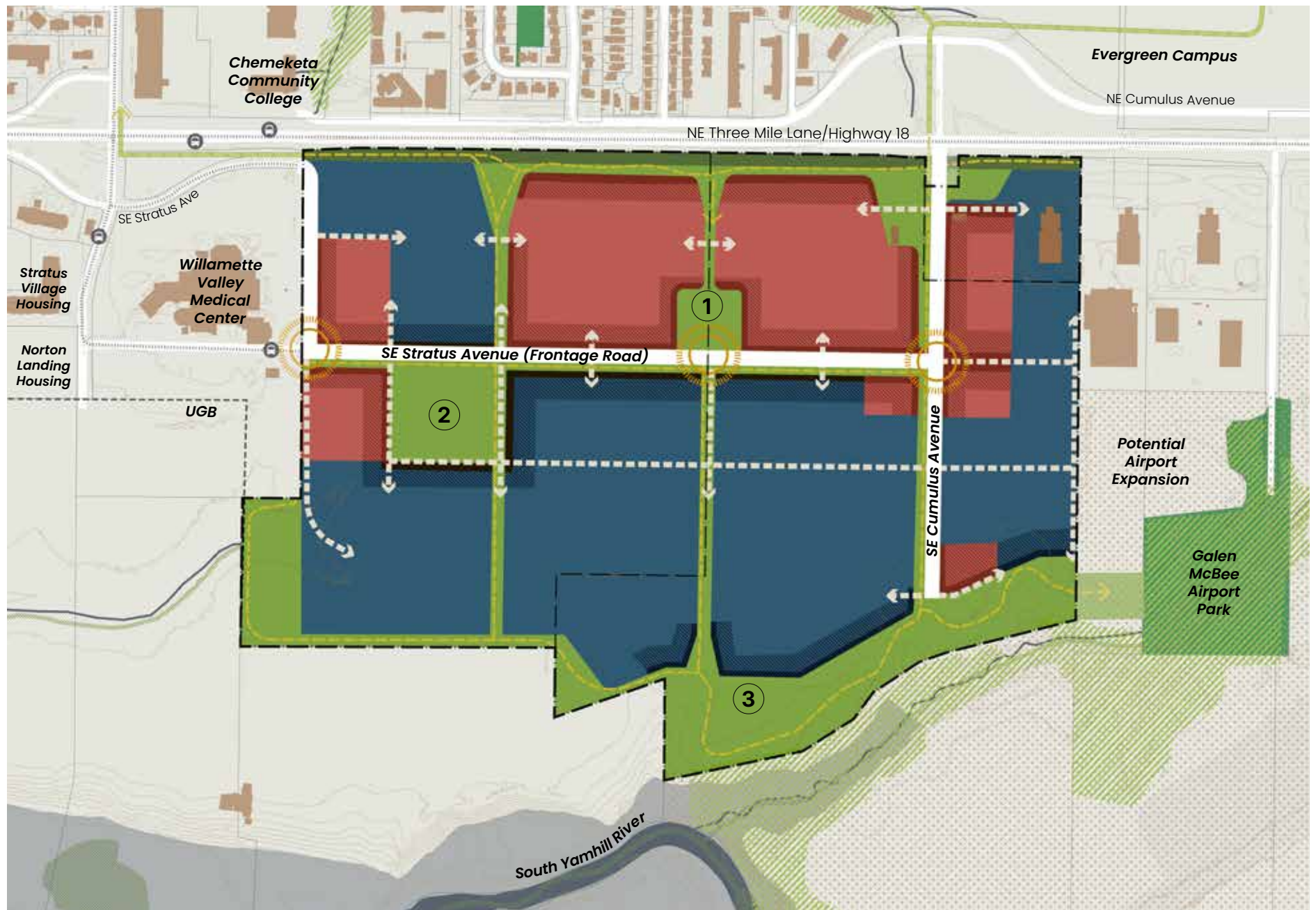
 Floodplain

 Potential Airport Expansion

 Existing Open Space

Land Use	Acres*	%
Commercial	44	23%
Employment	101	53%
Parks and Open Space	36	19%
Primary Street ROW (estd)	9	5%
TOTAL	190	100%

*Gross acres (local streets to be deducted)



Land Use Diagram

Community Connections

Vehicular Network

The plan extends SE Stratus Avenue from its existing dead end to create an east-west connection which also serves as a frontage road extension. SE Cumulus Avenue extends south from Highway 18 and terminates at the south open space. These two connections serve as the primary public streets organizing the future development on site.

The specific cross-section design of both streets will be determined through the City of McMinnville's future Transportation System Plan process; a conceptual section is provided on the following page. Both SE Stratus and SE Cumulus Avenues should:

- Include generous sidewalks with space for outdoor seating, bike facilities, and other amenities
- Provide on-street parking
- Accommodate a shared-use path along the south side of SE Stratus and the west side of SE Cumulus
- Buffer vehicular lanes with generous landscape strips that include shade trees
- Minimize driveways, service access, and other curb cuts to prioritize pedestrian experience

The plan also indicates potential locations for local streets which will be determined with future development. The local streets should form an interconnected and walkable grid. The local streets adjacent to the airport will require coordination with the Airport Master Plan. Local streets should:

- Not exceed the City's maximum spacing of 400 ft
- Provide vehicular access via drive aisles to parking within blocks and loading/unloading areas
- Encourage slow speeds and provide safe sidewalks and crossings
- Offer on-street parking
- Provide landscape buffers from vehicular lanes and street trees



Community Connections

(Note: The final alignment of streets will be determined in coordination between the City and adjacent properties like Willamette Valley Medical Center)

Legend

- - - Site Boundary
- Primary Streets
- - Local Streets
- Green Corridors
- - Off-Street Trails

Pedestrian and Bike Network

The plan proposes a series of green corridors, on-street facilities, and off-street trails to enhance the pedestrian and biking experience.

Green Corridors - These corridors provide buffers from vehicular movement to create a safe walkable and bikeable environment. They can accommodate large trees, rain gardens, and attractive landscapes to enhance the overall experience. Green corridors can expand at critical areas to include pocket parks, plazas, gathering spaces and other amenities.

The green corridors should:

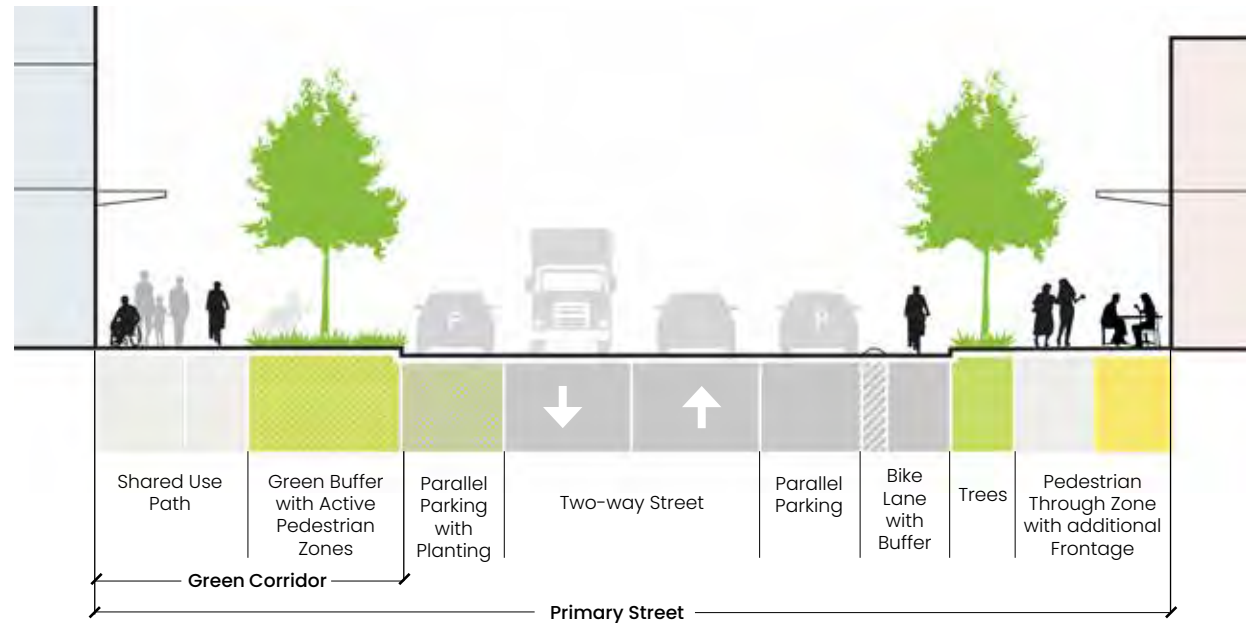
- Provide continuous, shaded pedestrian and bicycle routes along major streets
- Incorporate plazas/pocket parks with rest areas, benches, water fountains, and shade trees
- Support biodiversity and ecological connectivity and serve as view corridors for rural landscapes

On-Street Facilities - Every primary street in the Landing will include bicycle facilities, separated or buffered from traffic. Some Local Streets may include bicycle facilities. The ultimate alignment and design of these bicycle facilities will be determined in the future update to the City's Transportation System Plan.

Off-Street Trails - These are pathways through parks and open spaces that connect to the green corridors, sidewalks and multi-use paths, creating a pedestrian and biking loop throughout the site. The surface material can vary from hardscape pavements to soft-surface paths depending on the location and context within the site.

The off-street trails should:

- Connect seamlessly to the larger pedestrian and bike network
- Maximize visibility and safety for all users
- Integrate public art or interpretive elements to enhance the recreational experience



SE Stratus/SE Cumulus Avenue section



Well-designed seating areas



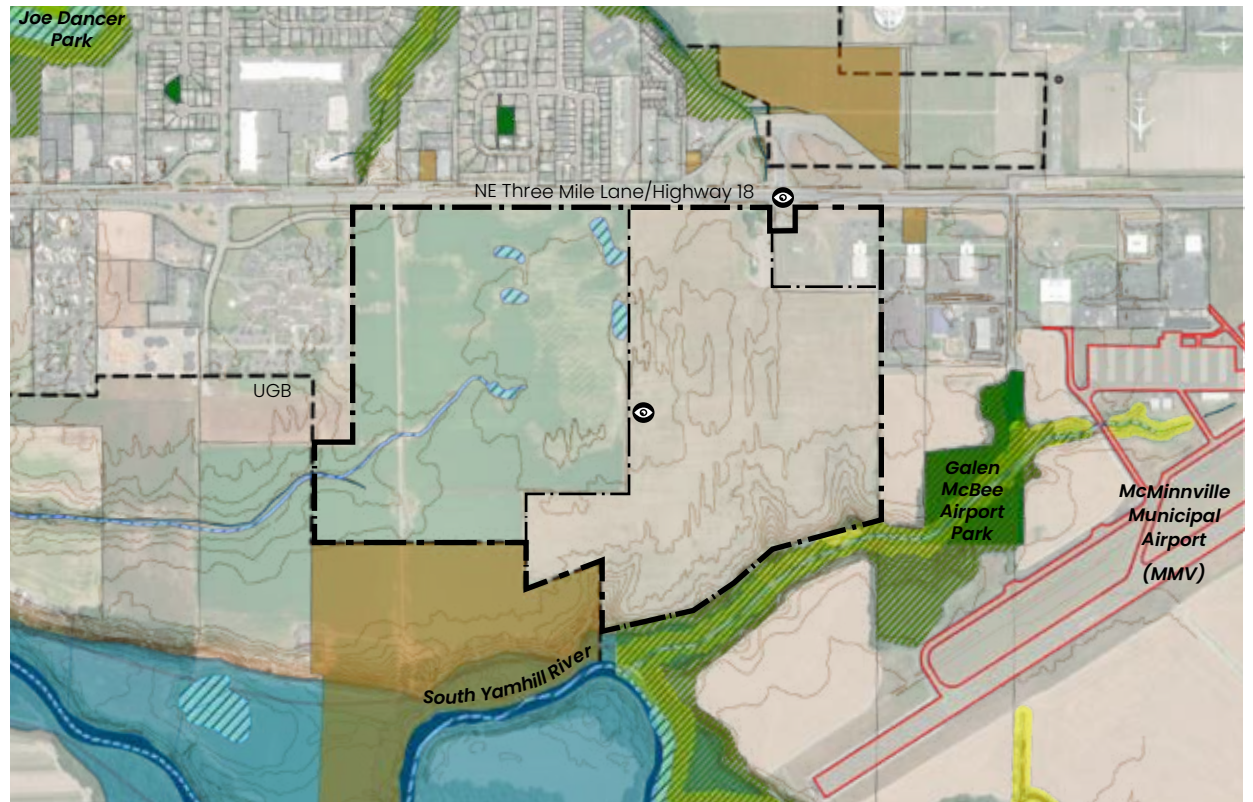
Pedestrian and bike network

17.10.070D Significant Resource Inventory

The McMinnville Landing site currently consist of flat agricultural fields. Most natural drainageways, trees, and other features have been removed over years of farm operations. The site gently slopes toward the south as it drains into the South Yamhill River and an unnamed tributary stream which drains Galen McBee Airport Park. This unnamed stream is a mapped Riparian Corridor in the City's draft Natural Resources mapping. It is also surrounded by a mapped tree grove. This area is overgrown with thickets of trees and vegetation, some of it invasive. Several large oak and fir trees are present in this area. A property along the southwestern edge of the site is identified in the City's Historic Resources Inventory.

Lastly, two scenic viewpoints are identified in the City's inventory: one along Highway 18 and one from within the site, both highlighting views of the Amity Hills and Mt. Jefferson looking across agricultural land. These are the only mapped significant resources on and adjacent to the site. In addition to mapped scenic viewpoints, significant views of Mt. Hood, Mt. Jefferson, and the Amity Hills exist in various locations on site, primarily in the southwest quadrant of the property.

On the northeast corner of the site, a small grove of large birch trees sits just off Highway 18. Nearby, a large disused grain elevator with corrugated metal siding stands as a prominent visual marker on the site.



Significant and Natural Resource Inventory

Legend

- Historic Resources Inventory
- Floodplain
- Streams
- Draft Riparian Corridor
- Draft Significant Tree Groves
- HUS Wetlands
- Parks
- o Draft Planning Scenic Points



Agricultural fields with grain elevator

McMinnville Municipal Airport (KMMV)

The McMinnville Municipal Airport is situated on a 650-acre site, east of the McMinnville Landing. The Airport's location plays a crucial economic role in providing efficient air transportation access for McMinnville and the broader Yamhill County area.

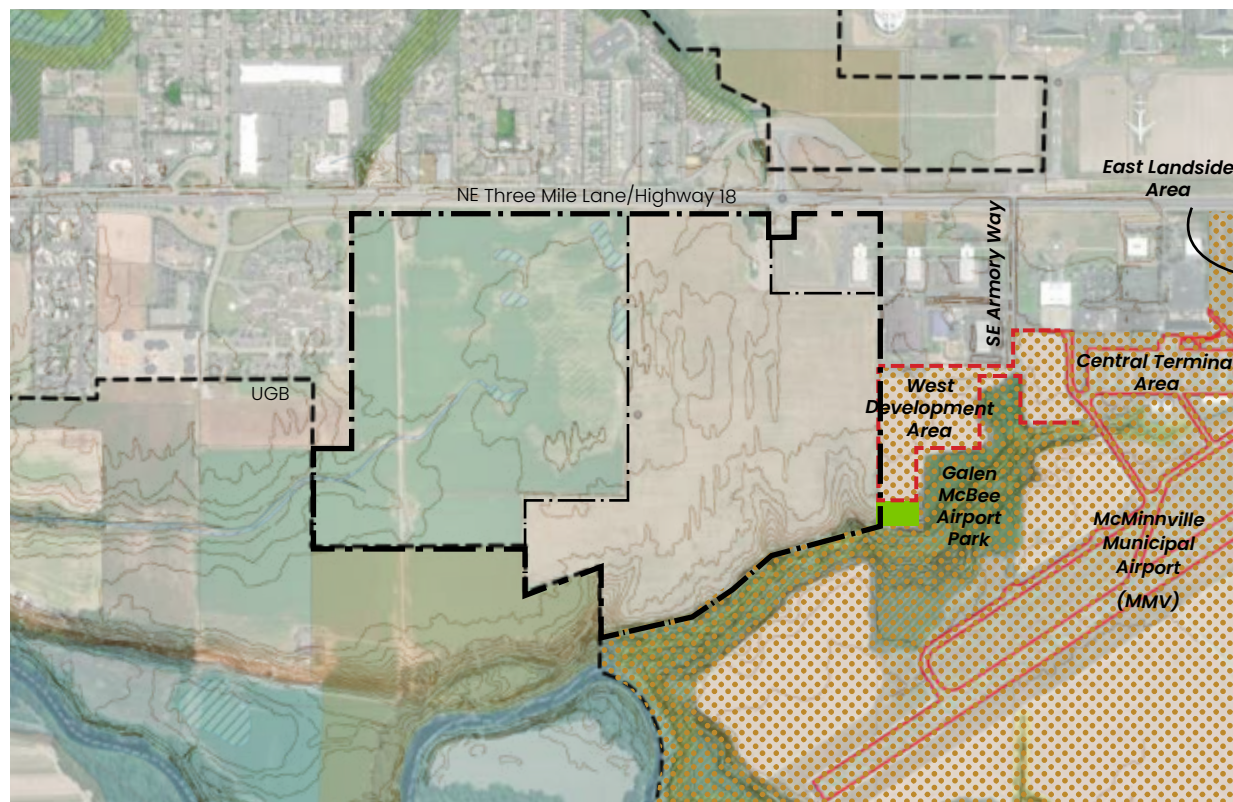
The airport currently has two paved runways and accommodates a wide variety of aeronautical activity, ranging from small single-engine fixed-wing aircraft and helicopters to large corporate jets.

The Airport supports a variety of local businesses with direct and indirect employment in both general aviation and commercial activities, and a broad range of secondary economic activity.

The Airport Master Plan recently prepared by the City proposes improvements in the following areas:

- Airside (runway-taxiway system)
- West Development Area (new)
- Central Terminal Area (reconfigured, expanded)
- East Landside Area (new)

The West Development Area on the northwest corner of the Airport directly abuts the future McMinnville Landing. The plan identifies surface access to the Airport via SE Cumulus Avenue and frontage roads or through the adjacent McMinnville Landing itself (to be determined based on final district design). Public access to the Airport's Galen McBee Park is maintained through relocation of the trailhead and public parking area to the west side of the park. The section of SE Armory Way south of the Armory will be closed and vacated to allow construction of a new access taxiway. New roadway access is proposed on the west side of the development area. The development of the west landside area may be completed in increments or as a full build project defined by tenants.



McMinnville Municipal Airport Master Plan Expansion Area

Legend

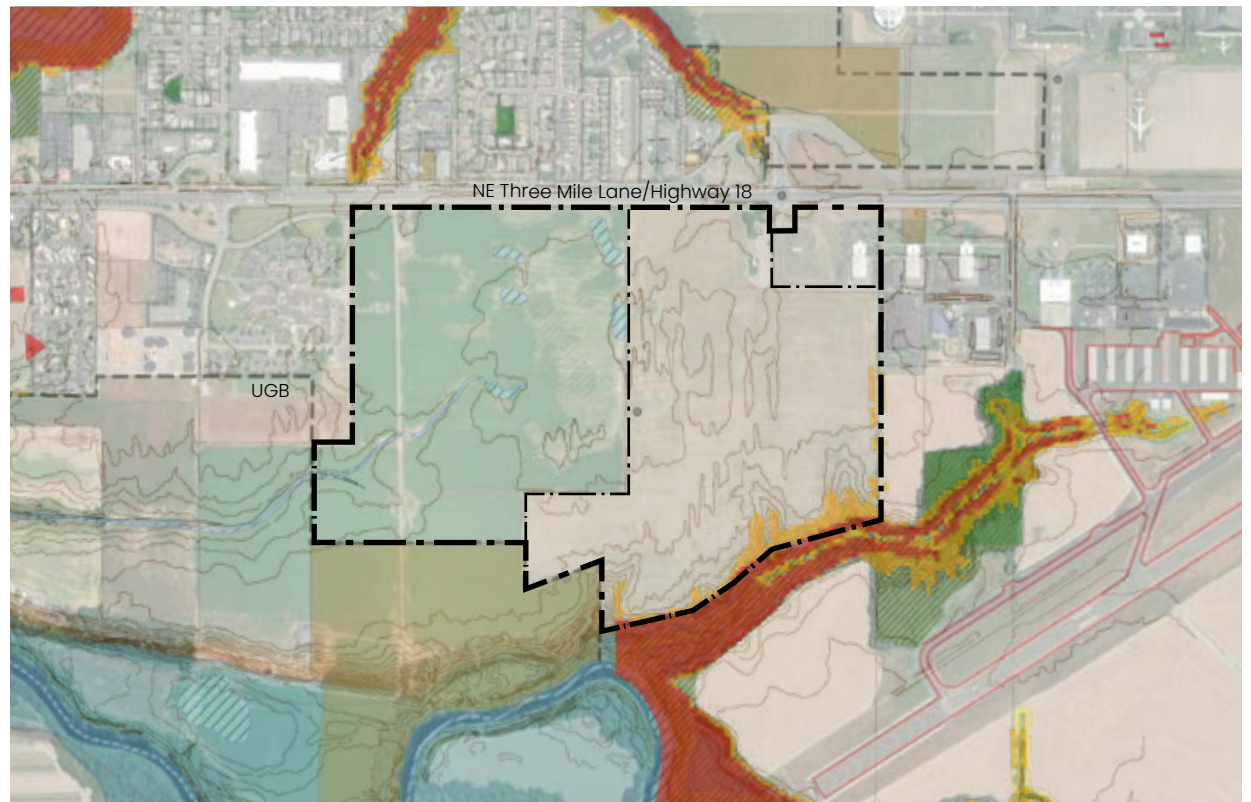
-  Existing Airport
 Airport Expansion Focus Area
 West Development Area
 New Park Access (Airport Master Plan)



West Development Area Plan

17.10.070E Natural Hazard Areas

There are no significant natural hazards identified per the City of McMinnville Natural Hazards Map, other than a sliver of creek edge on the very southern edge of the KIMCO property. This zone, due to its slope and vegetation, is at risk of landslides. Due to this and the significance of this zone as an ecosystem and natural amenity, this area along the creek is a logical location to preserve as open space.



Natural Hazard Areas

Legend

Draft Natural Hazard Overlay

-  Mitigation
 Protection



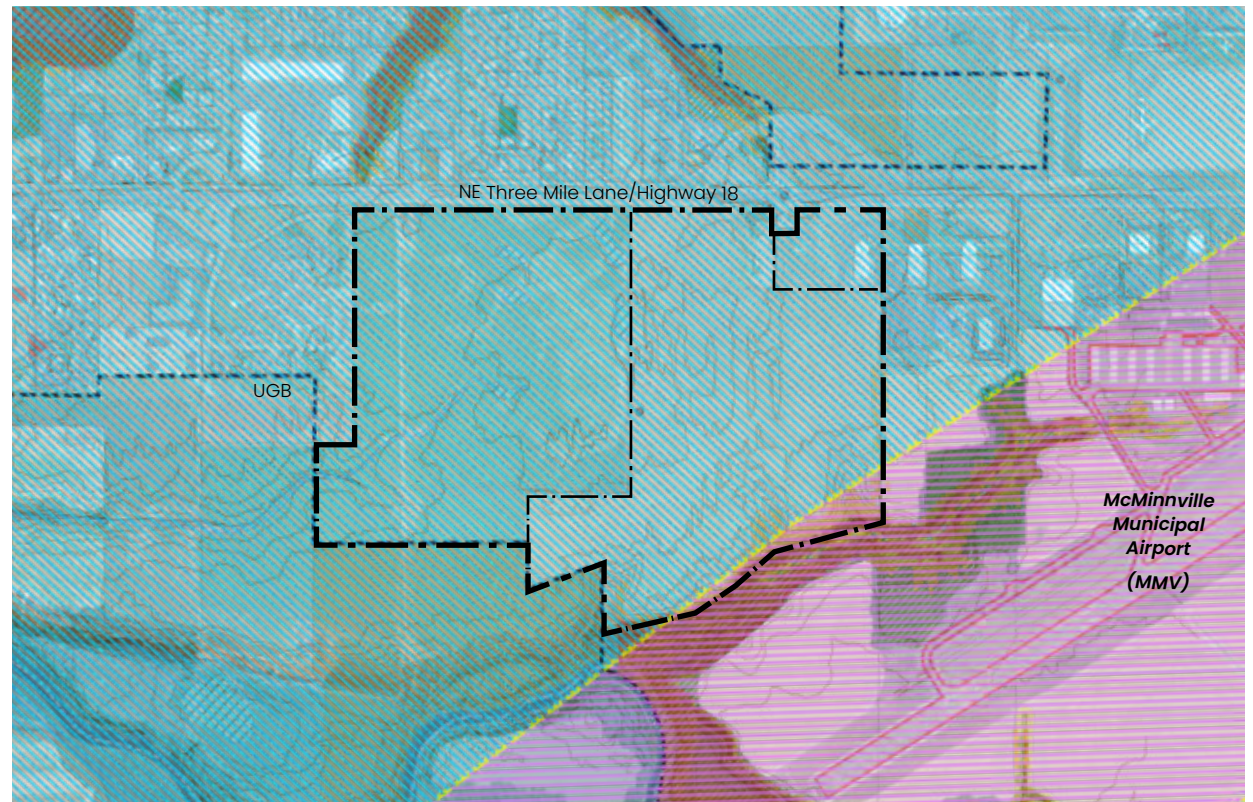
Southern riparian edge

Airport Overlay Zone

The Airport Overlay Zone prevents airspace obstructions through height restrictions of structures or land use controls consistent with Federal Aviation Regulations (FAR).



The McMinnville Landing site mainly falls under the Airport Horizontal Zone. This zone establishes a horizontal plane 150 feet above the airport elevation and prohibits any structure which exceeds a height greater than 309 feet above mean sea level.

A small portion of the site in the southeast corner falls under the Clear Zone or Airport Runway Protection Zone. This zone establishes a primary surface 200 feet beyond each end of a hard surface runway and extends 50 feet above the runway elevation. Future development may be required to secure aviation easements in this zone.



Airspace Plan

Legend

-  Runway Protection Zone
-  Horizontal Zone



Airport runway

17.10.070F Mixed-Use Areas & 17.10.070G Commercial Areas

The plan identifies distinct commercial and employment areas within the site. The site design and development standards encourage flexibility and a mix of activities within both the commercial and employment areas. For example, the commercial area could include a brewery as a component of a food and beverage establishment, and the employment area could include consumer-facing retail as a secondary component to a manufacturing facility. Generally, the areas identified as commercial are focused around Highway 18, at the hospital edge, and one key opportunity for a destination commercial use along the southern open space. The remaining areas are identified as employment use.

Active Edges, Corners and Frontages

The plan identifies active edges within the commercial and employment zones to create a vibrant district. These are areas where the ground floors of buildings include features such as generous windows, doors, and seating for dining that make the public realm more interactive and vibrant. The intent for active edges and frontage is to:

- Prioritize active edges along SE Stratus and SE Cumulus Avenues
- Maximize frontage along the Highway 18 buffer
- Provide frontage along the Landing Commons perimeter
- Provide frontage along the neighborhood park perimeter
- Maximize frontage along the southern open space
- Create a prominent and active center at the SE Stratus and SE Cumulus Avenue intersection



Active Edges, Corners and Frontages

Legend

- Site Boundary
- Active Edge and Frontage
- Active Corner
- 1 Willamette Valley Medical Center Edge
- 2 Southern Edge
- 3 SE Stratus and SE Cumulus Avenue Intersection
- 4 Airport Edge



Active corner

Potential Mixed-Use Commercial Areas

1. **Wellness Village:** A combination of commercial and employment land could complement the Medical Center and create a healthcare-related synergy. This could include medical offices, research labs, clinics, and ground-floor uses like dining, daycare, and fitness facilities to serve medical workers, patients, and families. With a proposed neighborhood park and connectivity to nearby housing, this could become as a 'wellness village' for the larger community.
2. **Southern Edge:** The southern edge of The Landing provides scenic views of rural landscapes. There is an opportunity for commercial activity within the employment area to invite more visitors to this natural south edge. This could be a restaurant with rooftop dining or a cafe with outdoor seating.
3. **SE Stratus and SE Cumulus Avenue intersection:** This intersection creates four active corners designed for pedestrian priority. The corner could accommodate a vertical mix of uses with ground floor retail, wide walkable sidewalks, and create an opportunity for placemaking, gathering, and traffic calming.
4. **Airport Edge:** The development of the east edge of McMinnville Landing should be coordinated with the Airport Master Plan. This area could coordinate through-the-fence (TTF) operations with the airport. TTF is an arrangement where properties and businesses located outside of airport property but adjacent to it gain access to the airport's airside infrastructure, such as runways and taxiways, via a special agreement with the airport sponsor. This could also allow for airport-related office spaces, connections for easy and dedicated access to industries within the district, and a mix of uses that generate a cohesive environment with the neighbor.



Concept illustration of a Wellness Village around Neighborhood Park



Restaurant with rural views



Active uses around parks

17.10.070I Parks and Open Space

The plan identifies suitable locations for parks and open spaces in accordance with the needs, review criteria and the standards in the McMinnville Parks, Recreation, and Open Space Master Plan (2024).

1. Highway 18 Buffer and Gateway

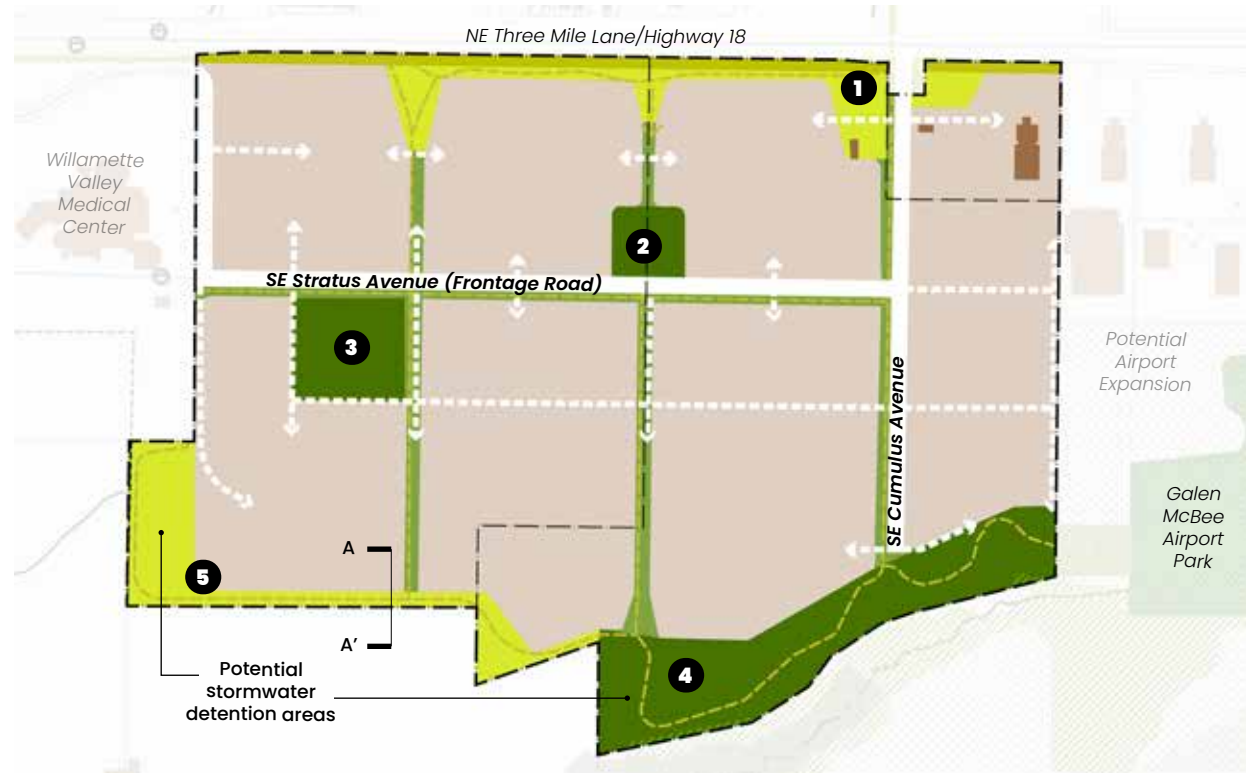
The 3MLAP requires a building setback of 120 feet from the centerline of Highway 18. Based on community and property owner input, this plan widens this setback with an additional 20 feet from Highway 18 to buffer future commercial uses. At the SE Cumulus Avenue junction, the buffer becomes a green gateway to the district. This gateway includes prominent and well-designed entry features and signage, along with landscape features to welcome visitors into the site. Green corridors extend southward from the buffer into the retail and employment areas, providing view corridors and pedestrian access.

2. Landing Commons

Located along the future SE Stratus Ave at the interface of the retail center and the employment center, the Commons serves as a ~1.5-acre central public gathering space. The Commons can be designed to extend southwards into the employment zone with specialty paving, a raised crossing, and a complementary gathering space on the south side of the street. Special attention to this stretch of SE Stratus Avenue can make the Commons an accessible heart for the entire district.

3. Neighborhood Park

The City of McMinnville's Parks, Recreation and Open Space Plan (2024) identifies a need for a 5-acre minimum park to serve residential development in the area and identifies a potential location within McMinnville Landing. The park would be walkable from the residential developments west of Willamette Valley Medical Center. The design should be flexible to accommodate the needs of diverse users and age groups. Potential uses include playgrounds, lawns, sports courts, fields, community gardens, picnic areas and more. The neighborhood park should be surrounded by public streets with active building uses.



Parks and Open Space

Legend

- Site Boundary
- Highway 18 required buffer
- Buffers
- Parks and Open Space
- Green Corridors
- ① Gateway
- ② Landing Commons
- ③ Neighborhood Park
- ④ South Open Space
- ⑤ South Buffer



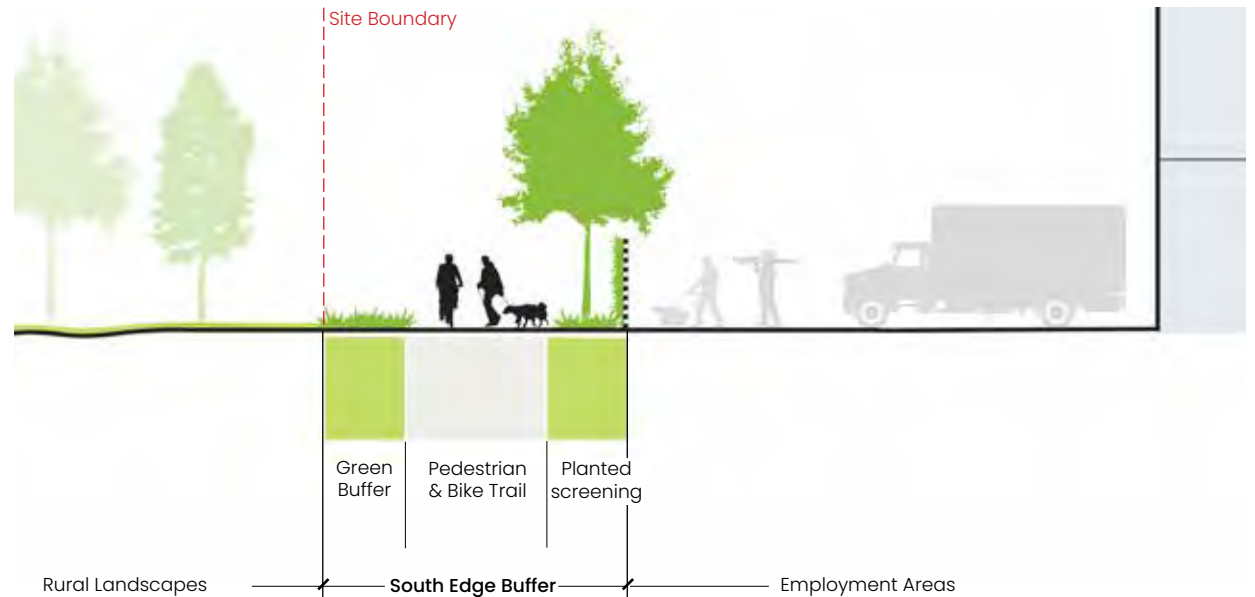
Buffer with agricultural landscapes

4. Southern Open Space

For a district of this scale, the southern open space provides a large buffer between the employment area and forested creek. This public space helps to ease the rural to urban transition and preserves the existing natural character of the southern edge. The open space includes elements like trails, new landscape plantings and overlooks with interpretation and art. A regional stormwater treatment facility is proposed on the western edge of this open space, at the lowest point of the site.

5. South Buffer

The southern open space connects a trail through the open space buffer proposed along the southwestern edge of the site. The intent for this edge is to provide a buffer and transition to the rural and agricultural landscapes beyond, and to provide a trail connection that completes a walking and biking loop around the site. This trail corridor could be co-located with utilities as needed. It should include a multi-use path and landscape buffer between the trail and any yard or parking areas within the development.



Urban to rural transition



Active gathering spaces



Neighborhood park amenities

17.10.070L Site Design and Development Standards

The site design and development standards complement the plan as an implementation mechanism to regulate the site and building design of future development within McMinnville Landing. These standards will be applied as an overlay zone specific to this area. The design and development standards address and direct the following components of future development:

- Distribution of uses – permitted and prohibited uses within each zone, including standards to address scale and location of specific uses.
- Site design components – street and pedestrian connectivity, connectivity within sites, block and lot configuration, integrated civic spaces, and perimeter transitions.
- Open space and landscaping – locational and improvement requirements for parks, commons, open space, trails and landscape to integrate functional natural spaces.
- Relationships between buildings and the street – frontage, setbacks, main entrances, active corners to create building presence, with parking and loading areas located to the interior of blocks.
- Building design requirements – window coverage, facade articulation, pedestrian shelter coverage, materials, roof forms, and fences.
- Parking requirements and design – minimum and maximum on-street parking requirements, flexible parking options such as on-street parking, shared parking and garages; landscaping and circulation requirements to address size and feel of large parking areas.

The design and development standards will direct future development within the district to ensure that development implements the Master Plan goals and is coherent across the district. Standards will be applied to both broader site planning efforts through a planned development review and to individual sites and buildings through Three Mile Lane Design Review.



Zoning Overlay

Based on the online survey, community priorities for the design and development standards included ensuring pedestrian and bicycle connections, including a multi-use path within the Highway 18 buffer, usable and vibrant public spaces throughout the development, tree canopy and generous landscaping, consistent material palettes and clear wayfinding and visibility.

A full summary of the survey results can be found in the Appendix. For the full text of the design and development standards, refer to Attachments.

Legend

- Property Lines
- Primary Streets Centerline
- /// Retail Center Zone
- ### Industrial District Zone



Shared use path with a large, planted buffer from Highway 18



Courtyards, plazas, and other public spaces along the sidewalk



Larger shade trees and shade pavilion in gathering spaces



Sidewalks and planting areas break up large parking lots



Plantings that blend with rural landscapes



Contextual architecture, building size and height

17.10.080 Master Plan Review Criteria

In the review of an application for a Master Plan, the Planning Commission and City Council considers a series of review criteria. The table below lists the review criteria and describes how the Master Plan meets and responds to the criteria. Links are provided to locations where additional detail is provided within this document.

Review Criteria	Summary	Document Reference
17.10.080(A)(1) Consistency with the framework plan, area plan, and comprehensive plan.	The plan incorporates the 40 acres of commercial use on industrial lands within the existing UGB identified in the Framework Plan and meets all relevant policies within the 3MLAP. The plan supports comprehensive plan goals and policies for commercial and industrial development, including meeting local commercial needs, providing for high-wage employment, and promoting walkability.	Vision, Plan Objectives
17.10.080(A)(2) Suitability for the area in which it is proposed.	The plan identifies uses that are complementary to neighboring uses, including the Medical Center, Airport, Evergreen Museum. It proposes amenities to support nearby residential development. It promotes context- and site-sensitive design and development.	Regional Context, Site Opportunities, Land Use Diagram, Mixed Use Areas & Commercial Areas, Site Design & Development Standards
17.10.080(A)(3) Integration with existing developed or planned areas.	The plan is coordinated with surrounding existing and planned development, including the Airport Master Plan.	Regional Context, Parks and Open Space

17.10.080(A)(4) Consistency with the City's adopted Great Neighborhood Principles.		
Natural Feature Preservation	The plan calls for protection and enhancement of natural resources.	Plan Objectives, Significant Resources Inventory, Natural Hazard Area, Parks and Open Spaces,
Scenic Views	The plan encourages site and building design to take advantage of scenic views from ground level and upper floors of buildings.	Plan Objectives, Parks and Open Spaces
Parks and Open Spaces	In addition to a neighborhood park, the plan proposes a variety of active public spaces, including the Landing Commons, southern open space, and green corridors with trails that interconnect the site.	Plan Objectives, Land Use Diagram, Parks and Open Space
Pedestrian Friendly	All aspects of the plan promote walkability and pedestrian safety, comfort, and enjoyment, including a walkable and interconnected public realm and design guidance for private development to support pedestrian activity.	Plan Objectives, Land Use Diagram, Community Connections
Bike Friendly	The plan proposes primary street and trail connections that support safe and comfortable bicycle circulation throughout the site.	Plan Objectives, Land Use Diagram, Community Connections
Connected Streets.	Streets are well-connected to existing networks. The plan encourages a grid of human-scale, walkable blocks, with primary streets aligned to calm traffic and support multiple modes.	Plan Objectives, Land Use Diagram, Community Connections
Accessibility	The plan proposes amenity-rich and pedestrian-oriented environments that promote accessibility for a variety of users. Public spaces are envisioned to be flexible, supporting diverse user groups.	Plan Objectives, Mixed-Use Areas, Commercial Areas, Parks and Open Space
Human-Scale Design	The plan promotes human-scaled design of public realm and buildings, centering the pedestrian experience and minimizing the scale and impacts of vehicular uses to the site.	Plan Objectives, Mixed-Use Areas, Commercial Areas
Mix of Activities	The plan includes a mix of commercial and employment uses that encourage interactivity and activity at different times of day.	Vision, Plan Objectives, Land Use Diagram, Mixed-Use Areas, Commercial Areas
Urban Rural Interface	The plan provides intentional buffers and transitions to rural landscapes and incorporates this landscape character into site design.	Plan Objectives, Land Use Diagram, Parks and Open Space
<i>Housing for Diverse Incomes and Generations</i>	<i>Not Applicable.</i>	<i>Not Applicable.</i>
<i>Housing Variety</i>	<i>Not Applicable.</i>	<i>Not Applicable.</i>
Unique and Integrated Design Elements	The plan encourages sustainable development, unique branding and wayfinding, public art, and vibrant streetscapes with pedestrian and bike amenities. Signature public spaces create focal points that define a district identity.	Plan Objectives, Community Connections, Parks and Open Space

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McMinnville Landing

Infrastructure Feasibility Analysis



Overview

A project of this scale and density creates an impact on existing transportation systems and infrastructure. Combined with McMinnville's other areas of growth, The Landing will generate additional traffic, and demands on stormwater, sewer, and other critical infrastructure. This chapter outlines what those impacts will be for McMinnville Landing and how the City, developers, and other stakeholder groups can prepare for the required system changes and upgrades to accommodate for this growth.



Rainwater Harvesting



Nature-based stormwater treatment

17.10.070J Transportation Analysis and Plan

The McMinnville Landing transportation network has been carefully designed to seamlessly connect to the surrounding grid, to disperse traffic and to facilitate convenient and multi-modal access to and from the site. Expected traffic increases from future development of The Landing are not expected to exceed the acceptable congestion limits established by the City and will only require minor intersection improvements.

The full Transportation Assessment Memo and findings are included in Attachments.

17.10.070K Public Facilities Analysis and Plan

The Infrastructure Assessment and Funding Plan provides a conceptual layout of proposed public facilities needed to support the Master Plan. It addresses overall capacities and gives recommendations for locations and sizing for infrastructure improvements for private development. This infrastructure is a component of a larger capital improvements plan process currently under consideration by the City.

Infrastructure components examined include:

- Streets
- Storm Sewer
- Sanitary Sewer
- Water
- Dry Utilities

The full Infrastructure Assessment and Funding Plan is included in Attachments.



Safe and multi-modal streets



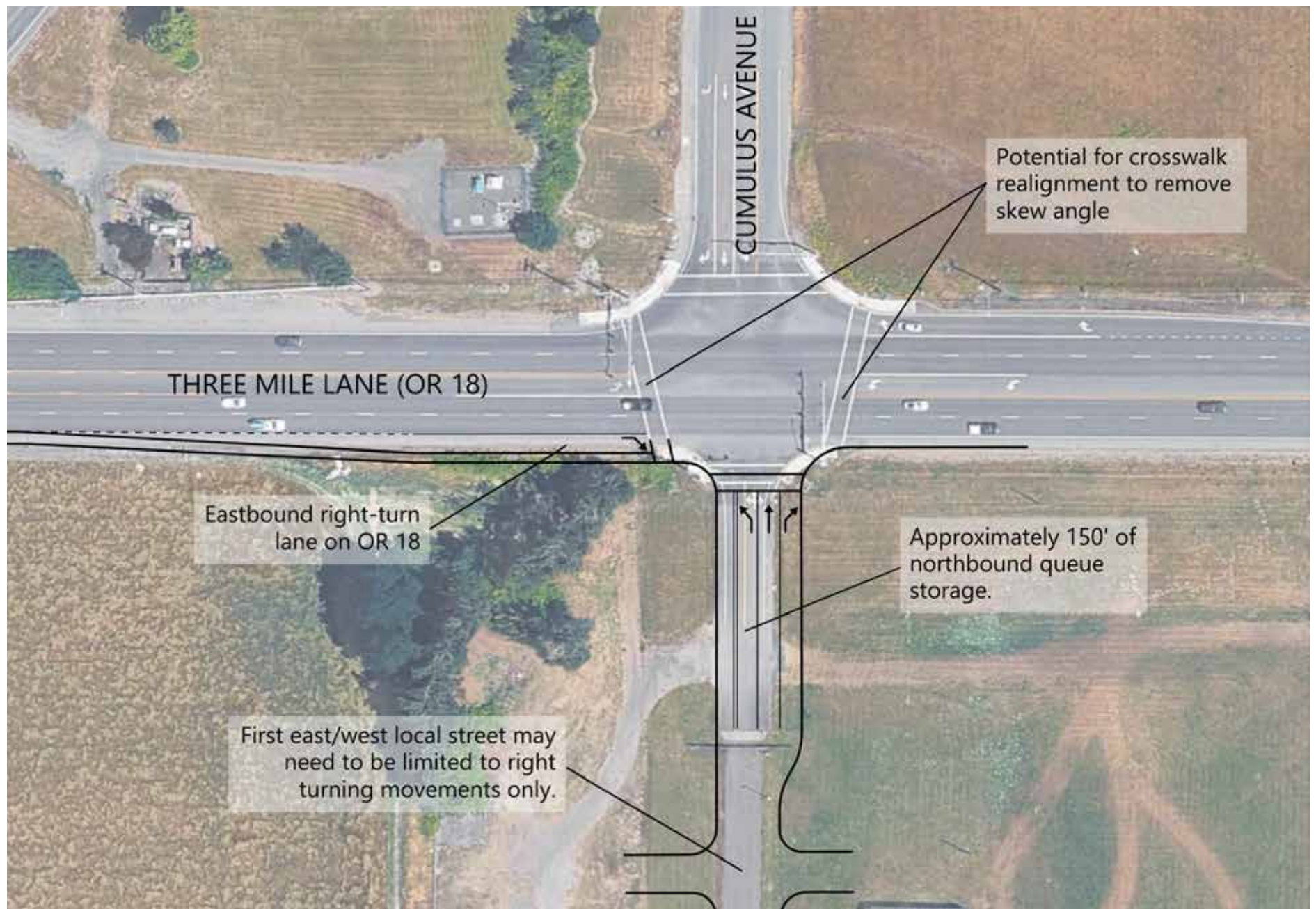
Trails along large stormwater treatment systems

17.10.070J Transportation Analysis and Plan

- The analysis for McMinnville Landing is a refinement of a previous analysis conducted as part of the adopted Three Mile Lane Area Plan and looks at the transportation impacts and necessary infrastructure needed to support development of the plan area through the planning horizon of 2041.
- Trip generation and distribution characteristics for the plan area were determined using the travel demand model for McMinnville, which is operated and maintained by ODOT. It was assumed that at build-out, the McMinnville Landing plan area would generate over 2,100 jobs.
- A complete and connected street system south of NE Three Mile Lane will enable local trips to be made south of the highway and to provide efficient access to both SE Norton Lane and SE Cumulus Avenue. The east/west connection of SE Stratus Avenue allows both signalized intersections on NE Three Mile Lane to serve the area south of the highway, balancing demand and greatly improving efficiency.
- The jughandles identified in the Three Mile Lane Area Plan as a possible improvement are not necessary within the planning horizon. Improvements to the existing at-grade signalized intersection are sufficient to maintain operation well within applicable standards for both intersection capacity and queuing.

Intersection & Condition	Mobility Target	PM Peak Hour		
		LOS	Delay(s)	V/C
1. NE Cumulus Avenue & NE Norton Lane				
2041 Three Mile Lane Area Plan	0.90	C	16	0.71
2041 w/ McMinnville Landing		C	16	0.73
2. NE Three Mile Lane (OR 18) & Norton Lane				
2041 Three Mile Lane Area Plan	0.80	C	28	0.65
2041 w/ McMinnville Landing		C	27	0.69
2041 w/ McMinnville Landing (With Optional NB & SB Right-Turn Lanes)		C	26	0.67
3. SE Stratus Avenue & SE Norton Lane				
2041 Three Mile Lane Area Plan	0.90	B	13	0.55
2041 w/ McMinnville Landing		B	12	0.56
4. NE Three Mile Lane (OR 18) & Cumulus Avenue				
2041 Three Mile Lane Area Plan	0.80	B	11	0.61
2041 w/ McMinnville Landing (With Recommended Mitigation)		C	23	0.61

Evening peak hour capacity analysis summary



Recommended improvements

17.10.070K Public Facilities Analysis and Plan

Street Infrastructure

Existing Conditions

There are currently no public streets within the Landing. SE Stratus Avenue is currently a private street that serves the Willamette Valley Medical Center and runs along the west side of the property. SE Cumulus Avenue enters the site on the north and provides private access to properties east of the Landing.



SE Cumulus Avenue



SE Stratus Avenue

Internal Street Design Considerations

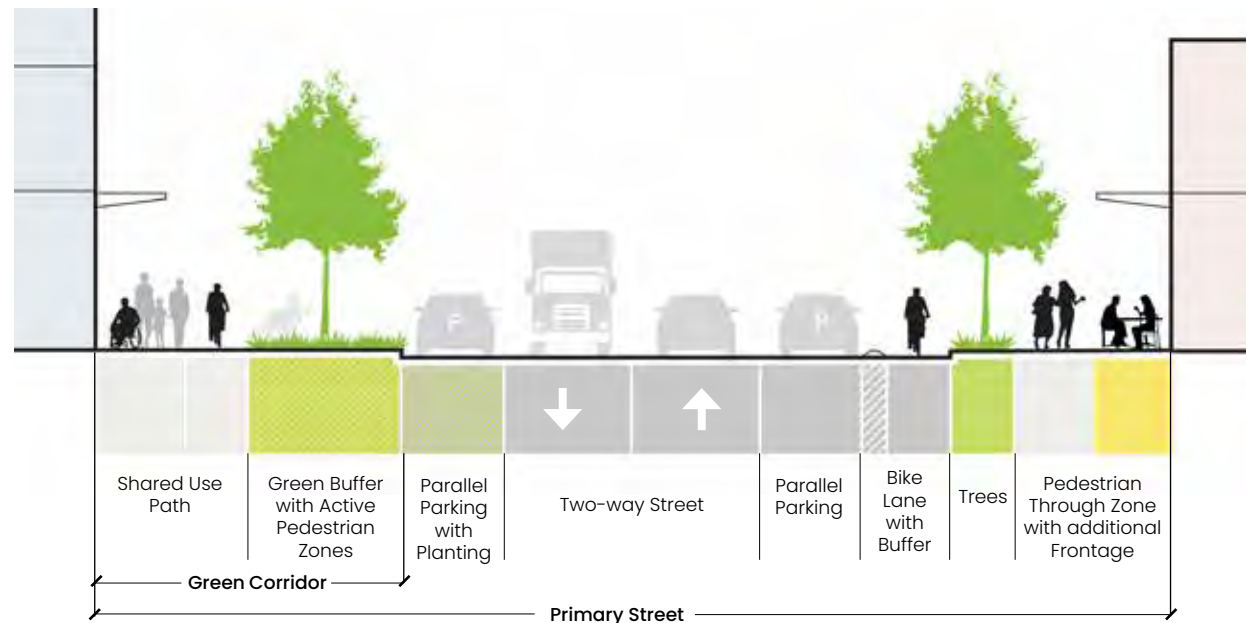
The city intends to update their 2010 Transportation System Plan (TSP) and streets within the Landing will be classified accordingly based upon the recommendations of that update.

The exact configuration at NE Three Mile Lane will be developed through coordination with ODOT. For the purposes of the primary infrastructure analysis and cost estimating a single typical section for a major collector was used for the “spine roads” which are the east/west extension of SE Stratus Ave to SE Cumulus Avenue and the southern extension of SE Cumulus Avenue. Additional streets within the campus would likely utilize a minor collector or local street typical section, to be determined in the upcoming TSP planning process.

Spine Roads - Major Collector: (East/West spine road, SE Stratus Avenue along west property line and SE Cumulus Avenue from the east/west spine road to NE Three Mile Lane)

- 44-foot curb to curb width (2'-11' travel lanes, 1'-12' median lane, five' bike lanes) per City of McMinnville Drawing No. 40.
- Concrete curb and gutter
- 10-foot sidewalks with tree wells (from face of curb)
- Right-of-Way width seventy-eight feet
- Seven-foot City utility zone behind sidewalk and eight-foot PUE behind ROW.

(Note: The dry utility placement behind the sidewalk is the desire of MWL and conflicts with the guiding principles of establishing an urban streetscape with buildings place to the Right-of-Way. This will require further discussions with providers to come to a consensus on utility placement.)



SE Stratus/SE Cumulus Avenue Concept Section

Storm Sewer System

Existing Conditions

The existing system is limited in both capacity and depth by the current infrastructure in NE Three Mile Lane (which is controlled by the Oregon Department of Transportation and therefore cannot provide service to The Landing.)

Stormwater Design Considerations

The City of McMinnville currently does not have adopted stormwater management requirements or an MS4 but follows Oregon Drainage Law in the implementation of stormwater improvements within the city. It may be some time until a DEQ MS4 permit and its requirements are adopted by the City. In absence of these regulations the City feels it prudent that stormwater be addressed as part of The Landing infrastructure analysis. McMinnville's Storm Drainage Master Plan was not adopted by the City Council but provides a published record of storm water criteria in Appendix E, Design and Construction Standards for storm drainage. Without other published data for the City, these criteria were used as the basis of analysis for The Landing storm sewer infrastructure.

The Master Plan identifies two basins within The Landing property, East End Basin K (E-K) and East End Basin LO (E-LO.) These basins have been delineated on the Storm Drainage plan, with E-K discharging to the existing drainage to the west and E-LO discharging to the south to the South Yamhill River. Final engineering should review if a single facility can be used for The Landing to limit downstream modifications and costs and provide a single point of discharge to the South Yamhill River without detention, rather than over existing farmland outside the Urban Growth Boundary (UGB).

The standards provide the following guidance:

Stormwater Detention:

- The stormwater manual indicates that detention is not required when discharging directly to the South Yamhill River so basin E-LO would not be providing detention, only water quality prior to discharge.
- Stormwater detention, if required, needs to restrict the 10-year post condition to the pre-existing condition per the rational method.

Stormwater Quality:

- Grassy Swales – During design of the infrastructure, infiltration test should be conducted to assure adequate dissipation of the wet wells particularly in Basin E-LO and potentially design a large grassy swale or mechanical treatment for water quality if infiltration rates are not sufficient.

Water Quality Flows estimated for 2-yr event:

Basin E-K – 46 Cubic Feet per Second (CFS)

Basin E-LO – 63 CFS

- Wet Ponds – The wet ponds illustrated in the figure at right are sized to provide regional facilities for both basins. Public Works has indicated there is concern with the ability of existing soils to adequately infiltrate storms to prevent bird attraction, which would conflict with the adjacent airport.

Estimated Pond Volumes for Wet Ponds:

Basin E-K - 375,000 Cubic Feet (CF)

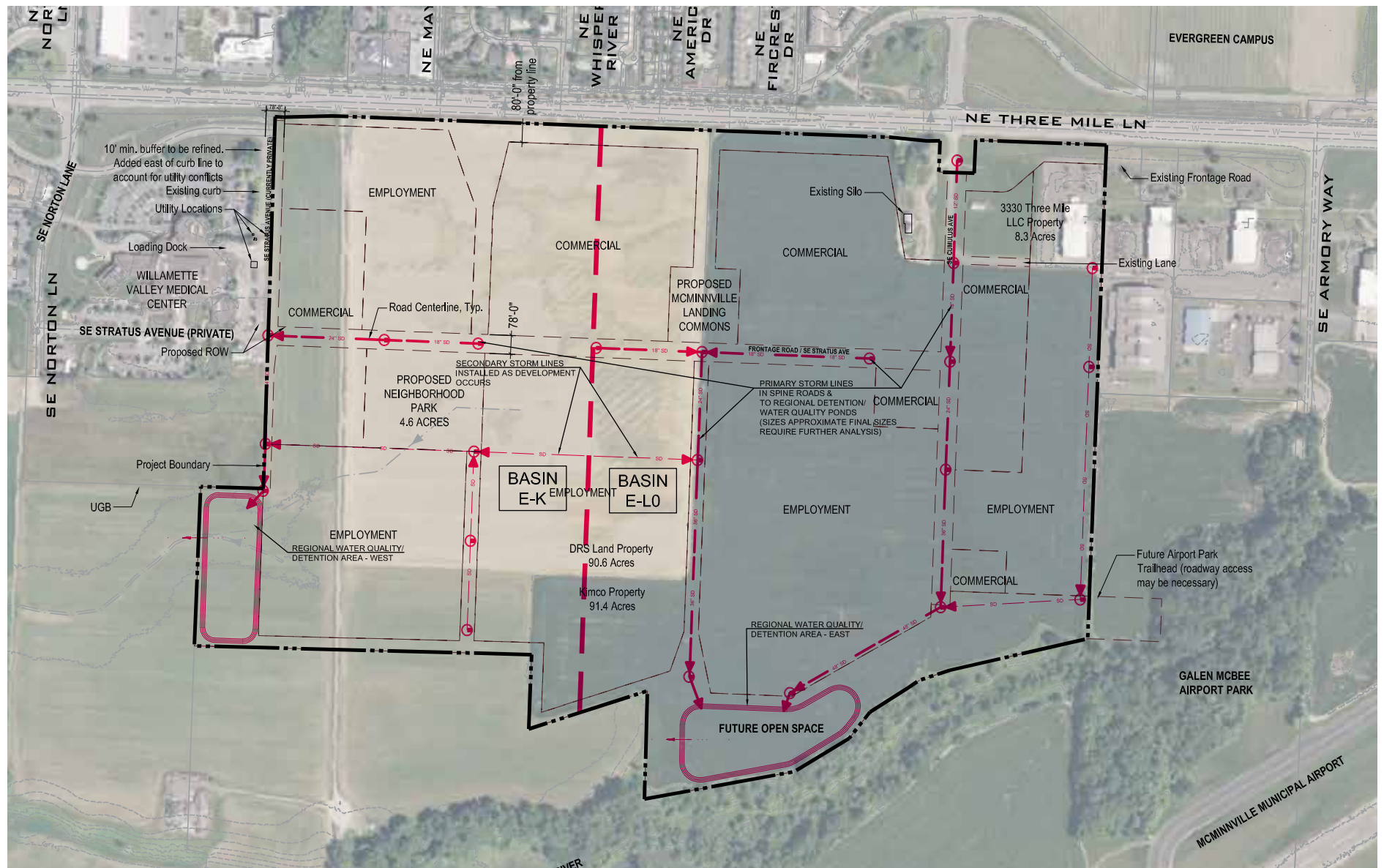
Basin E-LO - 495,000 CF

Pipe Sizing:

Pipes have been conceptually sized (minimum size twelve inches/12") for projected basin discharges to allow for project cost estimating. (Flows are conceptual and final analysis conducted during final engineering.)

E-K 50-yr discharge to basin estimated at 87 CFS.

E-LO 50-yr discharge to basin estimated at 117 CFS.



Storm Drainage Plan

Legend

- Existing Storm Drain Pipe, Manholes & Catch Basins
- Proposed Storm Drain Pipe & Manholes

Sanitary Sewer System

Existing Conditions

Sanitary sewer infrastructure is owned and operated by the City of McMinnville. There is existing gravity sewer infrastructure in both NE Three Mile Lane and NE Norton Lane. The Wastewater Master Plan (WWMP) is currently being updated by the City's consultant team and a copy of the plan was not available at the time of this report's publication. The master plan team indicated that there are upstream and downstream deficiencies with the existing system that will impact development on The Landing. A review of the Public Facilities Plan's Capital Improvement Plan (CIP) provides the following improvements required to adequately serve The Landing: (Note - will be completed when available through either an addendum to the report or as a reprint for a final issue.)

1. CIP Item	\$XXX	Year identified.
2. CIP Item	\$XXX	Year identified.
3. CIP Item	\$XXX	Year identified.

Based upon review of the gravity sewer infrastructure underneath NE Three Mile Lane it was determined that the available gravity system could not serve the entire property without a pump station within The Landing or downstream modifications to support gravity service to the entire property.

Sanitary Sewer Design Considerations

The City of McMinnville currently uses the Oregon Department of Transportation (ODOT) Standard Specification for Construction, 2021 as the basis of their construction of public sanitary sewer infrastructure. The following design parameters were used to prepare The Landing sanitary sewer infrastructure:

- Six-foot minimum depth for sanitary sewer mains.
- Eight-inch minimum size for infrastructure sanitary sewer mains with ten-inch pipes estimated for piping to the Landing pump station.
- Minimum pipe slope 0.004 ft/ft
- Per the Master Plan sanitary sewer usage is estimated to be 30 gallons per day per acre (GPD/AC) for commercial property and 24 GPD/AC for employment.
- Work is ongoing with the master plan team to determine public pump station sizing and costs but final information was not available at the time of this report.
- Using 30 GPD/employee and 24 employees per acre and 300 GPD/EDU (equivalent dwelling unit), The Landing would develop approximately 610 EDUs over the site. This results in an estimated peak hourly demand (PHD) for the pump station of approximately 350 GPM (Gallons Per Minute.) This is based on the number of employees; when you add an additional 30% for process discharge in the employment areas, a conceptual estimate for The Landing pump station would be 450 GPM.

Development Alternatives

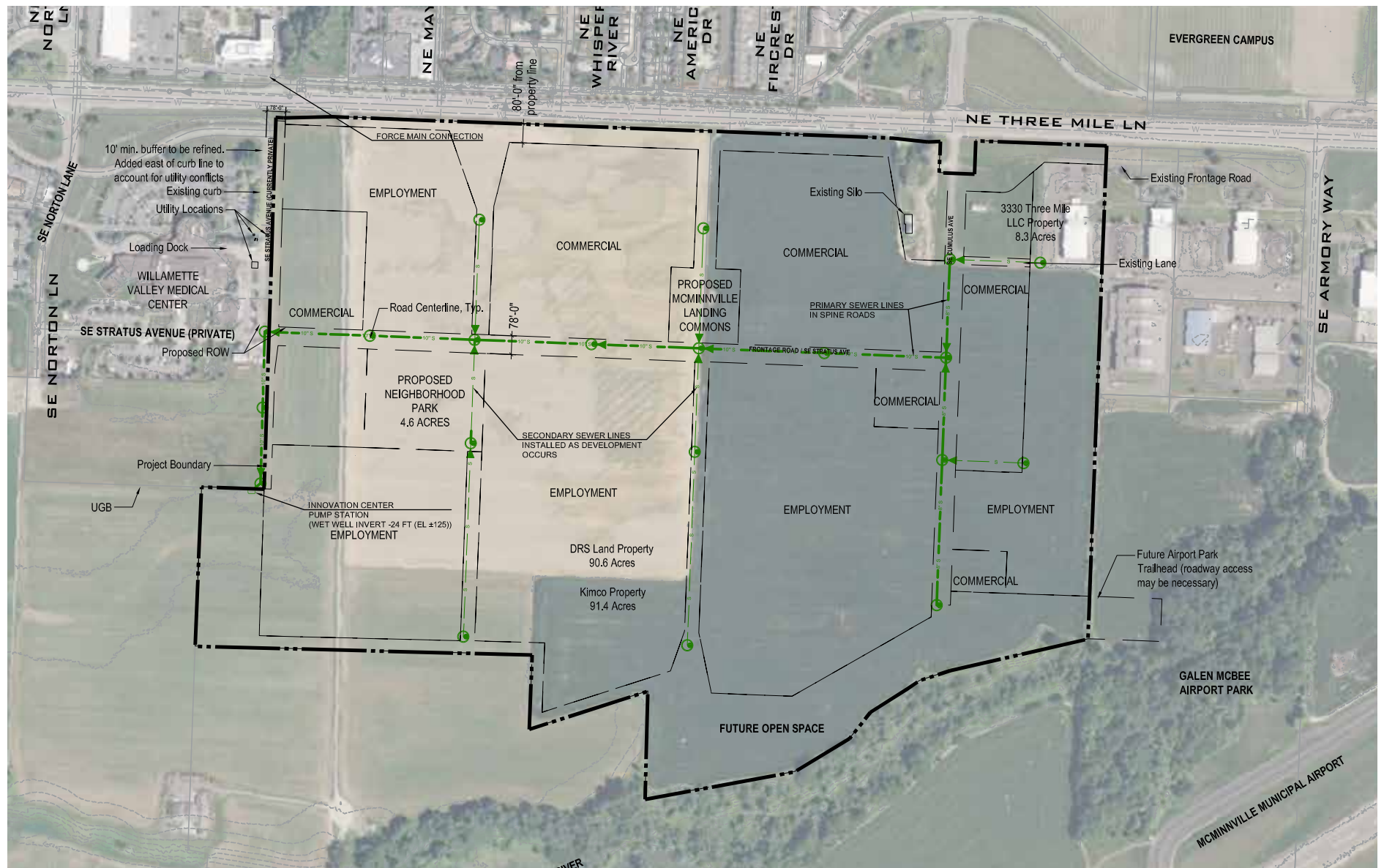
The property cannot be entirely served by the existing gravity sewer system in NE Three Mile Lane. The sanitary sewer plan on page 70 illustrates a conceptual layout within the spine roads and potential extension of the system throughout The Landing with discharge to a pump station located in the SW corner of the site and ultimate discharge to the gravity system near the NW corner of the property in NE Three Mile Lane.

The WWMP team is looking at the entire sanitary sewer collection system within the city and their analysis has indicated several deficiencies in the existing

infrastructure including gravity sewer capacity requiring upsizing/deepening and pump station upgrades. Analyzing the options for the area in and around The Landing, the WWMP team has developed three alternatives to meet the needs of The Landing and the greater system outside The Landing. The alternatives are listed below. Their final report will need to be reviewed, and the Preferred Alternative incorporated into the final infrastructure plan for The Landing.

- Alternative 1 – The Landing develops with a new gravity system within the property and a public pump station that serves only The Landing. This requires downstream upsizing and upgrade of the existing PS Three Mile Lane – 3 pump station at the intersection of NE Three Mile Lane and SE Cumulus Avenue.
- Alternative 2 – Decommission the pump station at SE Cumulus Avenue, upsize and deepen the gravity piping within The Landing to accommodate the additional off-site flow and upsize The Landing pump station and force main.
- Alternative 3 – Decommission the pump station at SE Cumulus Avenue, upsize and deepen the gravity piping within The Landing to accommodate the additional off-site flow and deepen downstream gravity piping to eliminate the need for The Landing pump station.

Any one of these alternatives would provide adequate public sanitary sewer service to The Landing. Alternatives 2 & 3 would have a significant impact on the sanitary sewer infrastructure cost for The Landing and the incremental cost would need to be identified and allocated to the City CIP rather than the cost of developing The Landing.



Sanitary Sewer Main Plan

Legend

- Existing Sanitary Sewer Pipe & Manholes
- Proposed Sanitary Sewer Pipe & Manholes
- SSFM----- Proposed Sanitary Sewer Force Main

Water System

Existing Conditions

The water system is owned and operated by McMinnville Water and Light (MWL). The existing water infrastructure adjacent to The Landing consists of a series of underground mains connected to their reservoir system that maintains a constant pressure zone of 80-100 psi (pounds per square inch.) Although the system has sufficient capacity, the consultants for the water system Master Plan which is currently in progress indicate that upstream restrictions may impact fire flow to The Landing. Fire flow demand may require upsizing mains in The Landing which is not standard policy of MWL. A review of the Master Plan and Capital Improvement Plan (CIP) with timing of improvements provide the follow improvements required to adequately serve The Landing: (Note - will be completed when available through either an addendum to the report or as a reprint for a final issue.)

- | | | |
|-------------|-------|------------------|
| 1. CIP Item | \$XXX | Year identified. |
| 2. CIP Item | \$XXX | Year identified. |
| 3. CIP Item | \$XXX | Year identified. |

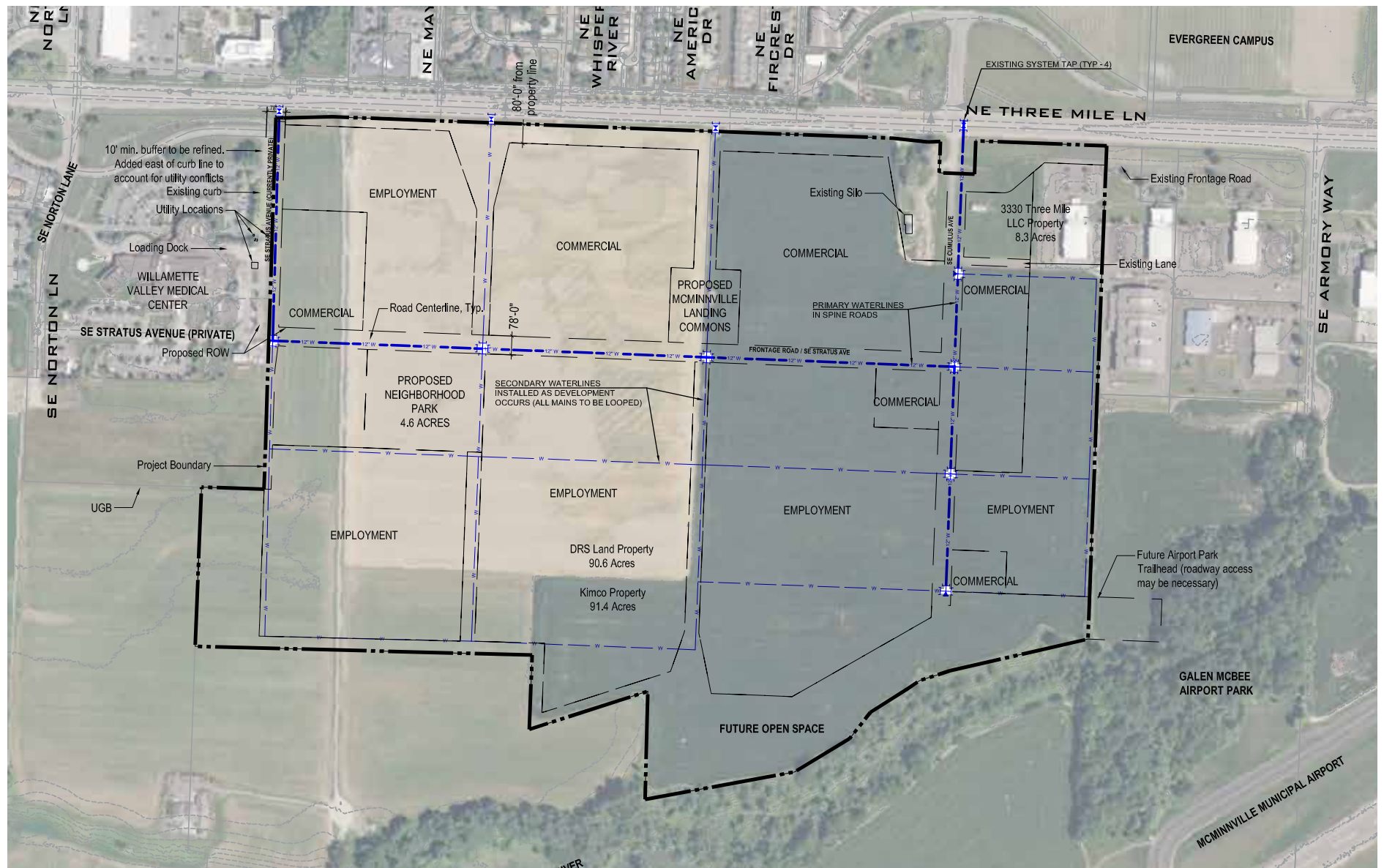
Water System Design Considerations

The Water Main Plan on page 72 provides a conceptual layout of the water system using standard sizing for fire flow without upsizing to compensate for upstream deficiencies. A review of the final water system master plan should be completed to determine if adjustments to the proposed layout is necessary.

MWL has also indicated that their long-range planning (20-30 years out) has a new water treatment plant to treat water from the Willamette River to be located just south of the Willamette Valley Medical Center. This placement could require a 36-inch raw water line to be located within the Landing street network and a 36-inch treated waterline leaving the treatment facility to be placed within the Landing street network. These have not been added to the figure on page 72 due to the long range nature and uncertainty of siting the treatment facility and routing needs. Coordination with MWL will need to be conducted during design of the Landing street network to allow for the future facilities. For purposes of the Landing infrastructure costs, these facilities are not being included since the cost of this work would be solely covered by MWL.

In developing the Landing water system layout, the following design considerations were used. (Work is ongoing with the master plan team on water demand estimates for the property.

- Mains to be minimum twelve (12") for a maximum of 8 FPS (feet per second) at fire flow demands. These were indicated on the spine roads and secondary piping will need to be evaluated for fire flow demands as the pipes are extended within the Landing.
- Hydrants will be installed at six hundred feet on-center.
- Pipe will be C52 ductile iron pipe with tyton/fastite joints.
- Butterfly valves on 12-inch pipe and gate valves on smaller pipes.



Legend

- Existing Water Main Pipe
- 12" W — Proposed Water Main Pipe

Water Main Plan

Dry Utilities

Power and Communications

The power supply system is owned and operated by McMinnville Water and Light (MWL). There is currently a distribution system (primarily overhead, with some underground) located on the north side of NE Three Mile Lane. The distribution system in this area currently does not have sufficient capacity to serve The Landing.

MWL intends to purchase land south of the Willamette Valley Medical Center (adjacent to where they intend to site a water treatment facility) and construct a new substation within the next five years to support development in this area. An overhead transmission line will be installed to supply the substation and it will come from the west along NE Three Mile Lane to the substation and extend south which may require a 50-foot power easement through The Landing to feed the substation. This easement will need to be coordinated with MWL to identify a suitable location.

Fiber communications, also controlled by MWL, will follow the power facilities, when installed, and be available to The Landing. The Dry Utilities Plan on the right provides a conceptual layout of The Landing.

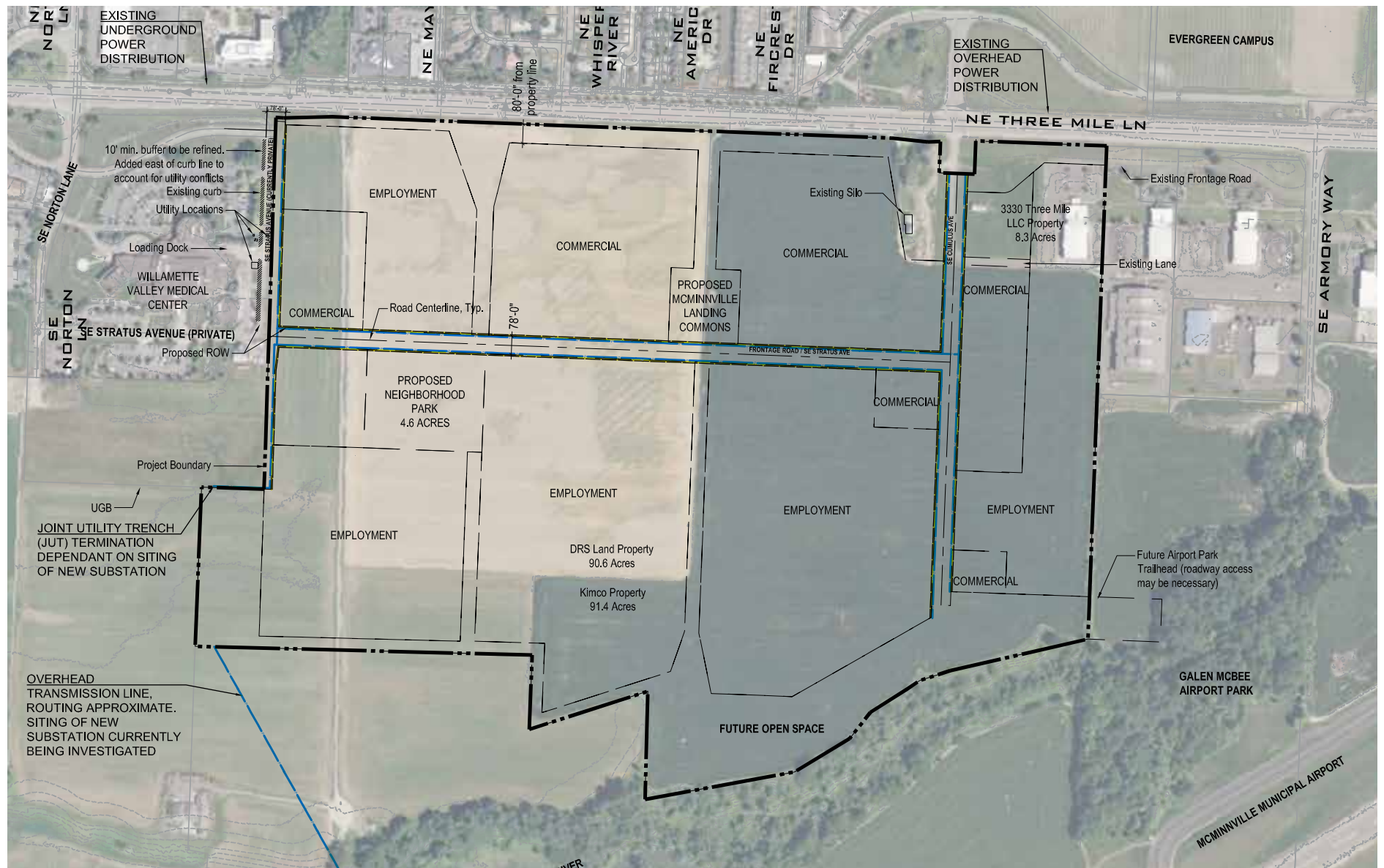
MWL has indicated that primary power/communication infrastructure should not be placed under sidewalks. This requirement conflicts with this plan's goals of establishing an urban streetscape with buildings placed adjacent to the Right-of-Way. Further discussion with providers will need to come to a consensus on utility placement.

Natural Gas

Natural gas in this area is supplied by Northwest Natural Gas Company (NWN). They currently have facilities located in NE Three Mile Lane adjacent to the property. There are 4-inch (4") and 4.5" lines in NE Three Mile Lane and a 2-inch (2") line extending to the medical center on the west side of the property. NWN has indicated that these lines have sufficient capacity to serve The Landing. MWL has indicated they do not allow gas to be in a joint trench with power, so the figure on page 74 shows the NWN line behind the ROW within a 5-foot PUE (public utility easement.) Again, this conflicts with the Master Plan's goals of establishing an urban streetscape and exact placement will need to be worked out with NWN and MWL.

Note:

The intent for The Landing's streetscape is an urban environment with buildings placed on the Right Of Way. The current layout of utilities does not reflect this intent and discussions should be coordinated with utility providers to discuss alternatives to dry utility placements as shown.



Dry Utility Plan

Legend

- | | | | |
|--|---|--|---|
| | Existing Gas Main Pipe | | Proposed Power, Street Lighting & Communications in ROW behind sidewalk |
| | Existing Overhead Power Distribution | | Proposed Natural Gas Line in 5' PUE behind sidewalk |
| | Existing Underground Power Distribution | | |

Cost Estimate & Capital Improvements Plan

Primary Public Infrastructure Pricing

A conceptual cost opinion has been developed for the primary public infrastructure within The Landing to provide access and utilities to facilitate development on the site. The secondary infrastructure needed to serve the site will be addressed in the City's infrastructure master plan updates (water, sewer and transportation) with a summary provided in Section 8.0.

The primary public infrastructure consists of the following elements:

- The two spine streets and development of SE Stratus Ave west of the Willamette Valley Medical Center to City street standards. (Will require cooperation with the Medical Center.)
- Storm infrastructure in the streets and to the discharge points including treatment, if required.
- Sanitary sewer in the spine streets and a pump station to serve The Landing.
- Water system within the spine streets, subs for extensions and two taps to the existing waterlines in Three Mile Lane.
- Dry utilities to include power, fiber and trenching for natural gas.
- Earthwork has not been estimated to either cut or fill the entire site as this is a high-level estimate and only nominal earthwork estimates have been included for the street infrastructure and allowances provided for the regional stormwater ponds.

The costs provided in this study are for service within The Landing and connection to infrastructure capable of supporting the proposed Master Plan development. Consideration has not been provided for upsizing facilities to support city wide improvements that could be implemented to or through The Landing.

Unit pricing has been based upon discussions with local contractors. Discussions with the water system and WWMP planning teams are on-going and unit pricing consistent with the master planning efforts was not available at the time of this report. Pricing will be updated and validated.

Description	Estimated Amount (Rounded to \$100K)
Streets	\$4,000,000
Storm Drainage	\$1,600,000
Sanitary Sewer System	\$2,300,000
Water System	\$1,100,000
Dry Utilities	\$1,600,000
Estimated Construction Costs:	\$10,600,000
Mobilization/Overhead 10%	\$1,000,000
Construction Contingency 30%	\$3,200,000
Total Estimated Construction Costs:	\$14,800,000
City Administration 10%	\$1,500,000
Engineering/Testing/Permitting 25%	\$3,700,000
Total Estimated Project Cost:	\$20,000,000

Cost Opinion

A summary of the pricing is provided in the table above. This estimate is based upon 2025 dollars and the values below represent probable cost for periods beyond 2025:

2030	\$26,700,000
2035	\$35,800,000
2040	\$47,900,000

This assumes 6% interest rate and yearly compounding.

Secondary Public Infrastructure

The City's water and wastewater master plan updates will be completed by November 30, 2025. The City's Transportation System Plan update has been delayed and a special Three Mile Lane Area Plan will be identified in the Transportation System Plan update scope of work to detail the needs in the entire Three Mile Lane Area. This is not anticipated to be completed until December 31, 2028.

Funding Sources

Funding public infrastructure to open new areas to development requires forethought and a concerted strategy. It may require a phased approach to stimulate initial development which will ultimately fund further investment in The Landing. A phased approach could be to construct the access on SE Cumulus Ave extended to the southern boundary of The Landing and along the east/west spine road to a temporary cul-de-sac at the McMinnville Landing Commons which would open up a large area of the site to development. A CIP for this phased approach could be something in the order of these Improvements:

SE Cumulus Ave to Southern Boundary of the Landing	\$10,300,000
East/West Spine Road to McMinnville Landing Commons	\$2,900,000
Completion of the East/West Spine Road	\$4,000,000
Stratus Avenue adjacent to Willamette Valley Medical Center	\$1,100,000
	\$18,300,000

Note: SE Cumulus Avenue extension to the southern boundary of The Landing includes the sanitary sewer pump station and associated piping throughout, which overloads this first item. There may be an opportunity to serve some of the properties in this first phase by gravity and reduce the cost of the first item in the CIP.

The following provides several options that may be useful to the city working outside the general fund:

- Establish a Local Improvement District (LID):** Local Improvement Districts (LIDs) are a means of financing capital improvements that will primarily benefit property owners within a specific area. LIDs are formed by a city, town, county, or other local government with the approval of the property owners but are not self-governing special purpose districts. Capital improvements are then financed and paid for over time through special assessments on the benefiting properties. A LID must be approved both by a local government and the benefited property owners.
- Reimbursement of Advanced Funding of Public Improvements (RAFPI) :** The McMinnville Municipal Code, Chapter 3.14, provides a process where an advanced financing agreement between a developer and the city, which is authorized by the council and executed by the City Manager, provides for the installation of, and payment for advanced financed public improvements. The city or a developer could be the applicant for such an agreement. This agreement is like an LID but does not carry the same number of steps and may prove a streamlined alternative to an LID.
- Regionally Significant Industrial Sites program (RSIS):** A performance-based economic development program that reimburses RSIS project sponsors for approved site improvement expenditures such as land assembly, site preparation, utility and transportation improvements, environmental remediation and mitigation, and financing costs.
- Special Public Works Fund (SPWF):** Provides low-cost financing to eligible municipalities for planning, design, and construction of utilities and facilities essential to industrial growth, commercial enterprise, and job creation. Loan funding is available for financing small to large projects with favorable interest rates and terms up to 30 years or the useful life of the project, whichever is less, for most projects. Limited grant funding is available for technical assistance and emergency projects based on financial analysis.
- Soil Banking:** Preparing a "mass grading" plan for The Landing would be a means of providing an area where excess soil from local construction sites could be placed. The placement would need to be completed under the supervision of a testing agency so that the resulting fill could be certified as structural fill. This would allow a revenue source while offsite infrastructure improvements are being completed. A challenge to this option is that the city does not control the land and would require cooperation of the landowners and it would need to be sufficiently lucrative to offset loss of crop revenue. Although McMinnville may be fairly remote from major projects with excess material, it would be worthwhile to review the development needs with local contractors to see if this is a viable alternative.

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Implementing the Vision



Implementation and Action Items

After establishing a clear vision and Master Plan for McMinnville Landing, the City is now moving into the next phase: taking concrete steps to bring this project to life. This includes close collaboration with property owners and partners, as well as seeking new opportunities that advance The Landing toward development.

In addition, the City will build strategic partnerships, prioritize the City’s Capital Improvement Plan, and apply for grant funds when available and appropriate.

Marketing and promotion will also play a vital role. The City, McMinnville Economic Development Partnership, and property owners will work to build momentum, attract investment, and inspire businesses and developers to be part of this transformative project.

The table on the right presents a list of of key action items.

	Action Items	Group Responsible
Planned Development Overlay Adoption	Notice DLCD and Public regarding legislative initiative to adopt the Planned Development Overlay with the Master Plan and Site and Design Standards per MMC 17.72	City of McMinnville Planning
	Host public hearing and consider recommendation to City Council regarding the Planned Development Overlay with the Master Plan and Site and Design Standards	Planning Commission
	Consider adoption of the Planned Development Overlay with Master Plan and Site and Design Standards	City of McMinnville Planning Commission and City Council
Planned Development Application Review and Process	Plan and apply for planned development per MMC 17.51 for all areas within the Planned Development Overlay, detailing proposed site development for a minimum of 5 acres (commercial) or 10 acres (industrial), consistent with master plan and site and design standards.	Property Owners
	Review planned development application based on MMC 17.51.030 and request approval of planned development under the review process described in MMC 17.72.10 public hearings	Planning Commission
Building Permit Submittals	Submit civil engineering plans for site improvements review	City Engineer or Designee
	Building permit approval for vertical development consistent with approved Planned Development for the site and Three Mile Lane Planned Development Overlay standards	Planning Director or Designee, Building Official or Designee
Project Development	Maintain McMinnville Landing website until June 30, 2026	City of McMinnville
	Support PAC members as champions of McMinnville Landing	
	Engage in legislative initiatives to support the project	
	Market and reinforce the project as a great opportunity for McMinnville's growth	City of McMinnville, MEDP, Property Owners
Infrastructure	Complete Wastewater, Water and Transportation Master Plan Updates	City of McMinnville
	Seek funding to support public infrastructure improvements, CIP and explore opportunities for possible partnerships	
	Acquire easements and or property for citywide and site infrastructure improvements	Property Owners
	Build initial site infrastructure in conjunction with site development	
Feasibility and Partnerships	Position McMinnville Landing as a priority with the City Council and the Economic Vitality Leadership Council	City of McMinnville
	Support partners such as MEDP, MIP, Business Oregon responsible for recruitment efforts	
Business Development and Recruitment	Develop marketing materials to promote the site for potential businesses.	MEDP, Business Oregon, City of McMinnville
	Work with property owners to support development efforts and business recruitment.	

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Attachments

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Appendix

17.66 McMinnville Landing Overlay Zone

Final Draft October 27, 2025

Section 1 Definitions. In addition to the definitions found in Chapter 17.06 of the McMinnville Zoning Ordinance, the following shall also apply to the McMinnville Landing Overlay zone:

Data Center – An establishment engaging in the storage, management, processing, and/or transmission of digital data, and housing computer and/or network equipment, systems, servers, appliances, and other associated components related to digital data operations.

Section 2 Purpose.

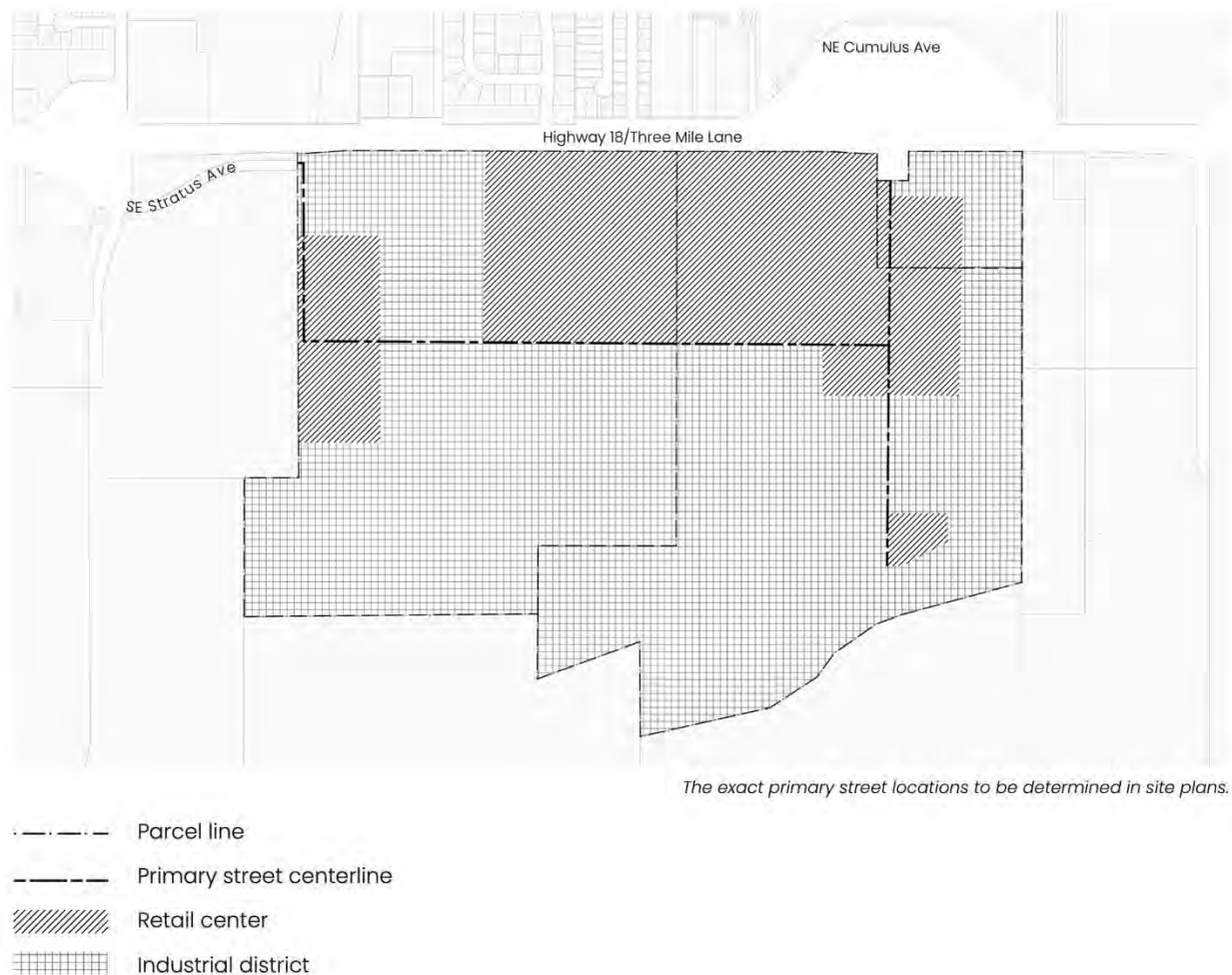
The McMinnville Landing Overlay zone is intended to implement the Three Mile Lane Area Plan and the McMinnville Landing Master Plan by creating a vibrant commercial, retail and employment district. It envisions a thoughtfully planned campus that integrates retail, innovative job opportunities with a focus on high-wage employment, and a mix of complementary uses, all connected by multimodal transportation options and community gathering spaces that encourage connection and collaboration. McMinnville Landing is intended to create opportunities for new green spaces, multiuse pathways, common gathering spaces, and open space, with enhanced connections to existing trails and open space and careful transitions to adjacent agricultural uses.

Section 3 Applicability. The provisions within the McMinnville Landing Overlay zone apply to an approximately 190-acre area located generally south of Three Mile Lane/Highway 18, east of SE Stratus Avenue, north of the South Yamhill River, and west of the McMinnville Municipal Airport, and as depicted in Figure 1. The subject area is further divided into two zones (refer to Figure 1), described as follows:

- A. Retail Center (RC) zone: This purpose of this zone is to support a diverse mix of commercial uses that serve both area residents and visitors within a human-scale, walkable environment. Development is intended to feature high-quality architecture and open spaces that create a welcoming atmosphere and establish a visible, engaging interface with Three Mile Lane as a gateway into the site.
- B. Industrial District (ID) zone: This purpose of this zone is to create a mixed-use employment center in a campus-like setting connected with multimodal transportation, open space and trail connections, and engaging architectural design.
- C. The regulations within this Chapter apply to all new development within the area identified in Figure 1, including the following:

1. New construction.
 2. Any expansion of an existing development or structure involving the addition of 15 percent of more of the existing square footage of the building.
 3. New signage.
 4. Parking lot design.
 5. New roofing.
 6. Changes to façade material (re-siding).
 7. Window replacement/modification.
 8. New landscaping.
- D. The following are not subject to the regulations within this Chapter:
1. Property line adjustments.
 2. Partitions.
 3. Interior remodels (tenant improvement).
 4. Painting.
 5. Other routine maintenance.

Figure 1: McMinnville Landing Zones



Section 4 Relationship to Other Regulations. Regulations in this Chapter and standards in the McMinnville Zoning Ordinance apply to development within the McMinnville Landing Overlay zone, modified as follows:

- A. All base zoning district standards are superseded by the provisions in this Chapter.
- B. Chapter 17.56 (Large Format Commercial Development) does not apply.
- C. Chapters 17.57 (Landscaping) and 17.58 (Trees) apply, as supplemented and modified by standards in Section 13 of this chapter.
- D. Chapter 17.60 (Off-Street Parking and Loading) applies, as supplemented and modified by standards in Section 14 of this chapter.
- E. Chapter 17.61 (Solid Waste & Recycling Enclosure Plan) applies.
- F. In the event of any other conflict, the regulations in this Chapter shall control.

Section 5 Review Required. All development subject to this Chapter shall be subject to review to ensure that the proposed development is consistent with adopted plans and ordinances.

- A. A Planned Development final plan subject to Chapter 17.51 (Planned Development Overlay) must be submitted and approved prior to issuance of any Design Review or other development permits, or development of any kind. The planned development application may be submitted simultaneously with Design Review as concurrent applications.
 - 1. A Planned Development final plan shall address compliance with the standards in this Chapter, other relevant standards in the Zoning Ordinance, compliance with the adopted Master Plan, and approval criteria for Planned Developments.
 - 2. A Planned Development final plan shall be reviewed and approved, approved with conditions or denied by the Planning Commission after a public hearing with the proper noticing requirements as outlined in Section 17.72 of the McMinnville Zoning Ordinance.
 - 3. The minimum size for a Planned Development final plan shall be 5 acres in the RC zone and 10 acres in the ID zone.
 - 4. A Planned Development final plan application may include Alternative Design Waiver requests.
 - 5. A Planned Development final plan may include a proposed phasing plan that demonstrates how requirements of this Chapter, the Master Plan, and the Zoning Ordinance will be met. A phasing plan must address:
 - a. Proposed site improvements including but not limited to open space and landscaping and proposed infrastructure specific to each phase that are sequential, that serve the needs of development proposed with each phase, and that are roughly proportional to the development proposed in each phase relative to the overall development.
 - b. A timeline for each phase.
 - 6. A Planned Development final plan may be amended subject to Section 17.74.070 (Planned Development Amendment – Review Criteria). A

Planned Development Amendment will be reviewed and approved, approved with conditions or denied by the Planning Commission after a public hearing with the proper noticing requirements as outlined in Section 17.72 of the McMinnville Zoning Ordinance.

- B. Three Mile Lane Design Review is required subject to Ordinances No. 4131 and 4572 and Section 17.72.110 (Applications – Director’s Review with Notification) for any development action listed in Section 3(C) above that meets the standards of this chapter.
- C. Alternative Design Waivers may be requested by the applicant for an alternative design approach in lieu of compliance with the design standards of this Chapter in Section 12. A waiver request application is subject to the requirements and notification process outlined in Section 17.72.120 (Applications – Public Hearings) of the Zoning Ordinance. The Planning Commission shall base a decision to approve, approve with conditions, or deny a design waiver based on whether there is demonstrable evidence that the alternative design shall meet the stated intent of the design standard to be waived in a manner that is equal to or superior to compliance with the design standard.
- D. Modification of all other standards of this chapter requires a Planned Development amendment subject to Section 17.74.070 (Planned Development Amendment – Review Criteria).
- E. Land division requests (partition, subdivision) shall be processed under the requirements of Chapter 17.53 of the Zoning Ordinance, and shall meet the applicable standards of this Chapter, including but not limited to Section 8 (Street Connectivity) and Section 10 (Parks and Open Space).
- F. Amendments to this chapter shall be processed under procedures set out in Chapter 17.51 (Planned Development Overlay) of the McMinnville Zoning Ordinance.

Section 6 Permitted and Conditionally Permitted Uses.

- A. Table 6.1 lists the uses permitted or conditionally permitted within the McMinnville Landing Overlay zone, either individually or as a mix of uses.
- B. If a use is not listed in Table 6.1 as either permitted or conditionally permitted, or is explicitly prohibited, it should be considered a prohibited use.
- C. The procedure for determining the permissibility of a particular use that is not listed as a permitted or conditionally permitted is stated in Section 17.54.010 (Classification of an Unlisted Use).
- D. In total, the amount of site area devoted to uses not permitted or conditionally permitted within the respective base zone, ML or M-2, shall not exceed 25 percent as measured for the overall McMinnville Landing Overlay zone. The Planning Director shall maintain a list of uses developed within the McMinnville Landing Overlay zone for purposes of administering this standard.

Table 6.1

Use P – Permitted C – Conditionally Permitted X – Not Permitted	RC Zone	ID Zone
Group Living		
Assisted Living Facility/Nursing Home	P	C
Commercial		
Animal Grooming	P	X
Automobile Service Station – including electric vehicle charging stations	C	X
Club/Lodge	P	X
Commercial Recreation Center – movie theater, arcade	P	X
Commercial self-storage or mini-storage	X	X
Conference Center	P	P
Drive-Through Facility	P – See development standards in Section 6(E)(1)	X
Financial Services	P	X
Food and Beverage Establishment	P	X
Laundry Services	P	P – Non-retail
Lodging: Hotel/Motel – including extended stay	P	X
Medical or Dental Facility including Office, Laboratory or Hospital	P	P
Parking Lot – Public or Private	P	P
Personal Services – including gym, spa, barber shop	P	X
Professional Office	P	P – Limited to engineers, architects, landscape architects, surveyors, and those engaged in the practice of designing, drafting, or graphics

Use P – Permitted C – Conditionally Permitted X – Not Permitted	RC Zone	ID Zone
Retail Sales (general) – non-auto • No more than 25% of site area utilized for outdoor sales and storage	P/C – See development standards in Section 6(E)(2)	P – As accessory to on-site manufacturing use, up to 25% of floor area
Repair/Service – non-auto • No more than 25% of site area utilized for outdoor sales and storage	P	P
Studio, including music, dancing, art, photography or health which may include lessons offered to the public	P	X
Veterinary Office, Kennel or Animal Hospital, provided there are no outdoor animal areas and no noise is audible beyond the property line	P	P
Industrial		
Aerospace and Aeronautics Industries, including light sheet metal composite manufacturing, and their accessory uses	X	P
Business and Trade School or College	X	P
Data Center	X	X
Food/Beverage Manufacturing	P – As accessory to a food and beverage establishment, up to 50% of floor area	P – May include tasting areas up to 25% of floor area
Laboratory for experiment, research, or testing	X	P
Light Industry – Manufacturing, assembly or repair of goods carried out without off-site impacts	X	P

Use P – Permitted C – Conditionally Permitted X – Not Permitted	RC Zone	ID Zone
related to noise, vibration, small, fumes, smoke, soot, ash, dust or grit		
Professional, business, and administrative office uses that: <ul style="list-style-type: none"> • Are associated with the production or development of products or services on site and/or • Serve as the corporate or regional headquarters for products that are manufactured off-site. 	P	P
Warehousing	X	P – As accessory to on-site manufacturing use, less than 50% of floor area
Wholesale distribution and sales facility	X	X
Civic		
Child Care Center	P	P
Church	C	X
College/University	C	P
Day Care Facility (Adult)	P	P
Government Building	P	P
Museum or Library	P	P
Parks and Open Space	P	P
School – Public or Private	C	C
Utilities and Transportation Facilities	P	P
Wireless Communications Facility – Subject to provisions of Chapter 17.55	P	P
Farming	P	P

E. Additional Use Standards.

1. Drive-through uses.

- a. Within the RC zone, the number of drive-through uses shall not exceed four.

- b. Stand-alone drive-throughs without an indoor service area are not permitted.
- c. Vehicle Service Areas and Stacking Lanes.
 - 1) All driveway entrances, including stacking lane entrances, must be at least 50 feet from any street intersection and at least 400 feet from Three Mile Lane/Highway 18, as measured from the edge of the right-of-way. If a drive-through facility has frontage on two streets, the drive-through facility must receive access from the street with the lower classification.
 - 2) Service areas and stacking lanes must not be located between the building and a street lot line.
 - 3) Service areas and stacking lanes may not abut the building on more than two sides, to avoid wrapping around and isolating the building.
 - 4) Stacking lanes must be designed so that they do not prevent access to parking stalls, nor block the public right-of-way. The length of stacking lanes must be a minimum of 150 feet for a single stacking lane or a minimum of 75 feet per lane when there is more than one stacking lane, as measured between the lane entrance and the service area.
2. Retail sales (general).
 - a. Within the RC zone, the number of retail sales (general) uses that exceed 135,000 square feet of gross floor area shall not exceed two.
 - b. The gross floor area of such uses shall not exceed 150,000 square feet as a permitted use.
 - c. Retail sales (general) uses that exceed 150,000 square feet of floor area may be permitted as a conditional use subject to the provisions of Chapters 17.72 and 17.74. The applicant shall demonstrate that the larger size is needed to offer essential daily services such as groceries.

Section 7 Development Standards.

- A. The development standards in Table 7.1 shall apply to development within the McMinnville Landing Overlay zone.

Table 7.1

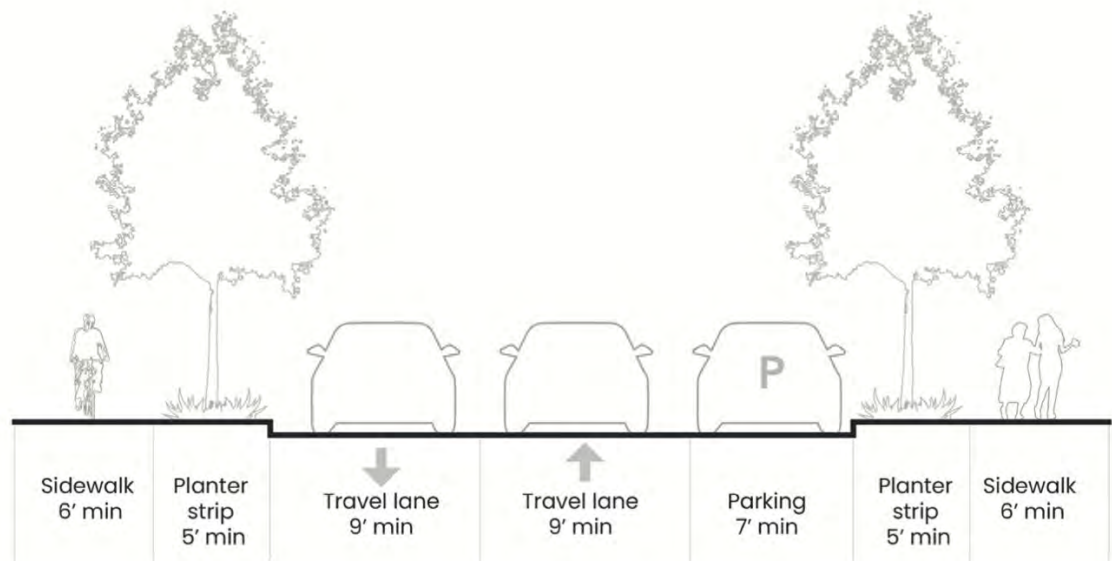
Standard	RC Zone	ID Zone
Minimum Lot Size	None	None
Minimum Lot Width	None	None
Minimum Setback from Three Mile Lane/Highway 18 Centerline	140 feet	120 feet
Minimum Setbacks	None except: <ul style="list-style-type: none"> • Gateway setback from Cumulus Avenue at Three Mile Lane/Highway 18; see Section 11(B) • 25 feet abutting land zoned Exclusive Farm Use outside the UGB 	

Maximum Street Setbacks	10 feet, except 160 feet from Three Mile Lane/Highway 18 centerline	20 feet
Maximum Building Height	45 feet	60 feet

Section 8 Street Connectivity. Multimodal transportation connection standards are intended to provide for interconnected streets that provide safe travel route options, increased connectivity between places and destinations, and easy pedestrian and bike use.

- A. Required Streets. The site shall be configured to include all streets required by the Transportation System Plan and additional streets as needed to comply with a maximum block length of 400 feet and the block spacing standards of Section 17.53.103. All streets shall comply with the Complete Streets Design Standards in Section 17.53.101. The approved block layout shall be binding on all future phases of the development, if any.
- B. Enhanced Drive Aisles. The site may incorporate enhanced drive aisles in place of local streets to meet the block spacing standards. Enhanced drive aisles may not be substituted for arterial or collector streets. Enhanced drive aisles shall meet the minimum standards as shown in the cross-section in Figure 2, with the option to add a second parking lane if desired. Public access easements shall be granted for enhanced drive aisles.

Figure 2: Enhanced Drive Aisle Cross-Section



Section 9 Pedestrian Connectivity. On-site pedestrian connection standards are intended to connect all portions of the site by a direct, convenient, attractive, safe, and comfortable system of pedestrian facilities.

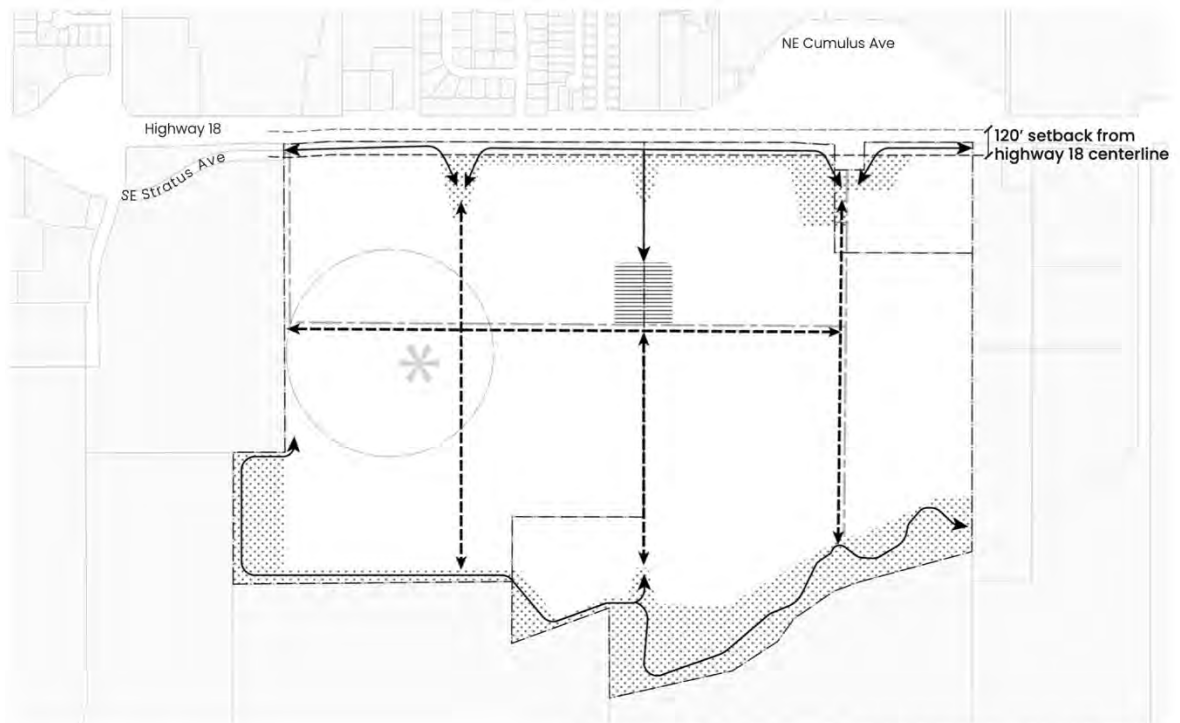
- A. Pedestrian walkways shall connect the street right-of-way to all primary building entrances, and shall connect all primary building entrances to one another, including pedestrian crossings where required by Section 9(F).
- B. Pedestrian walkways within a site with multiple structures shall be located and aligned to directly and continuously connect all buildings and shall not be located and aligned solely based on the outline of a parking lot configuration.
- C. Pedestrian walkways shall connect through parking areas and connect parking areas to all primary building entrances. Pedestrian walkways shall be spaced no more than 250 feet apart throughout parking areas.
- D. Pedestrian walkways shall be a minimum of six (6) feet wide and shall be constructed of durable, low-maintenance materials such as pavers, bricks, scored or dyed concrete, or like materials that are distinguishable from driving surfaces.
- E. Pedestrian walkways within parking lots shall be raised at least four (4) inches above adjacent parking areas or enhanced with a paved surface not less than six (6) feet in width.
- F. Where it is necessary for pedestrian walkways to cross drive aisles, the pedestrian crossing shall emphasize and place priority on pedestrian access and safety. The material and layout of the pedestrian walkway shall be continuous as it crosses the driveway, with a break in the continuity of the driveway paving and not in the pedestrian access way. The pedestrian crossings must be well-marked using pavement treatments, signs, striping, signals, lighting, traffic calming techniques, median refuge islands, or other design elements.

Section 10 Parks and Open Space. Parks and open space standards are intended to assure opportunities for community interaction among site visitors and employees. These standards are intended to ensure that required parks and open space are functional in terms of location, area, and level of improvement and that it remains functional and an asset to the surrounding properties and to the larger community.

- A. Parks and Open Space. The site shall be configured to include the following parks and open spaces, at the locations shown in Figure 3:
 - a. McMinnville Landing Commons. The Commons shall be a minimum of 1.5 acres with no dimension less than 200 feet. The Commons shall be publicly accessible and improved with:
 - i. A minimum of three pedestrian amenities, which may include, but are not limited to, the following:
 1. Hardscaped courtyards;
 2. Water features;
 3. Public art or sculpture;
 4. Weather canopies or sunshades;
 5. Seating areas;

- 6. Drinking fountains;
 - 7. Free-standing planters and/or raised planting beds;
 - 8. Play structures; or
 - 9. Other pedestrian-friendly features as approved by the Planning Director.
- ii. Not more than 75 percent of the commons shall be developed as impervious surface.
- b. Neighborhood park(s) or other identified facility in appropriate location(s) consistent with the policies in the McMinnville Parks, Recreation, and Open Space Master Plan.
 - c. South Open Space. The South Open Space shall be located as shown in Figure 3 and publicly accessible and improved with:
 - i. A minimum of 25 percent landscaping meeting the standards of Section 13. Landscaping should incorporate native and climate adaptive plants, plantings that evoke the local agricultural heritage, and trees. Existing plants may be incorporated into the proposed landscaping.
 - ii. A multiuse trail, developed consistent with the cross-section in Figure 4, which may be hard or soft-surfaced. The trail shall connect to, or allow a future connection to, existing or planned trails, streets, greenways or other pedestrian connections on adjacent properties.
 - iii. Pedestrian amenities like lighting, benches and garbage receptacles.
 - d. South Buffer. The South Buffer shall be located as shown in Figure 3 and publicly accessible and improved with a multiuse trail, developed consistent with the cross-section in Figure 4, which may be hard or soft-surfaced. The trail shall connect to, or allow a future connection to, existing or planned trails, streets, greenways or other pedestrian connections on adjacent properties.
 - e. Greenway Connections. Greenways shall connect to trails as shown in Figure 3. Greenways may be provided as multiuse trails developed consistent with the cross-section in Figure 4 for segments where motor vehicle access is not desired.

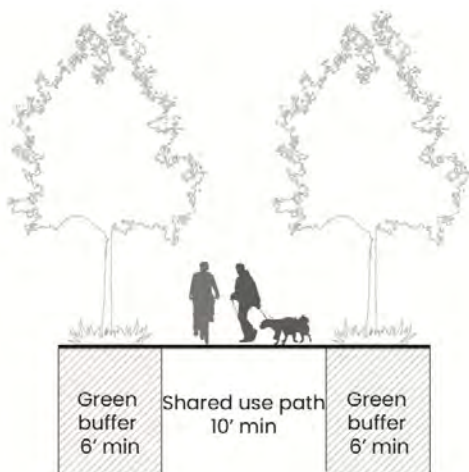
Figure 3: Parks and Open Space



The exact locations for greenways and trails to be determined in site plans.

- Property line
- Primary street centerline
- Buffers and open space
- Commons
- ⊗ Potential neighborhood park location
- ↔ Greenways
- ↔ Trails

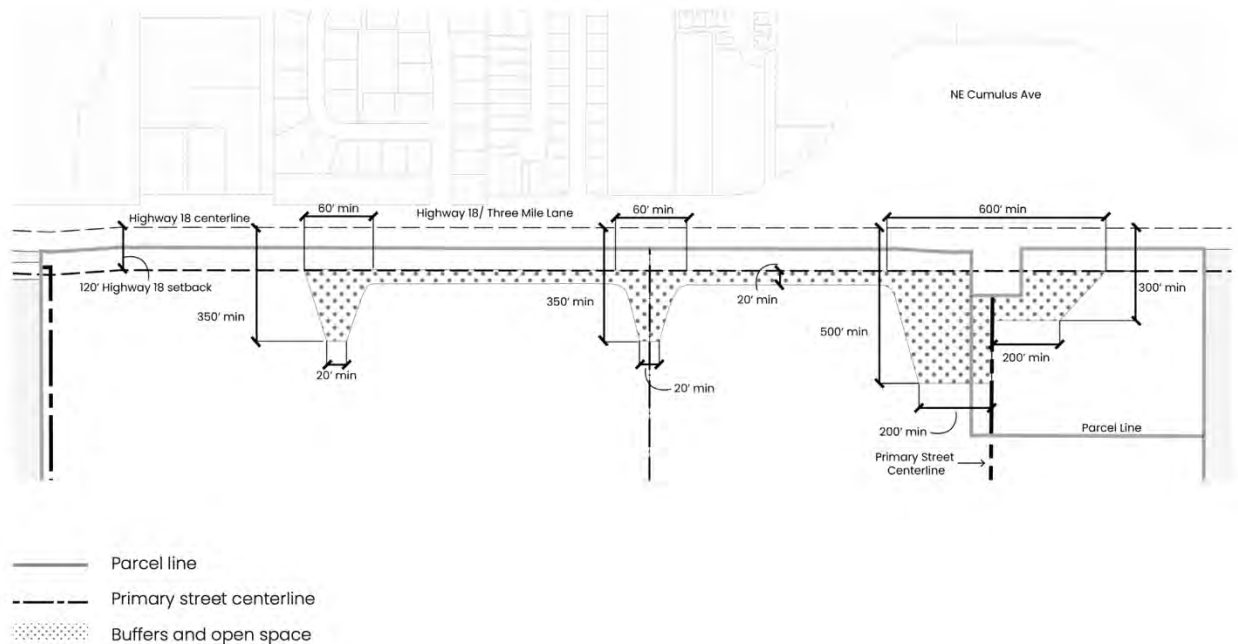
Figure 4: Multiuse Trail Cross-Section



Section 11 Perimeter Transitions.

- A. Three Mile Lane/Highway 18 Transition. The frontage along Three Mile Lane/Highway 18 shall provide for a visually engaging and welcoming arrangement of landscaping and building design.
1. The required minimum setback from Three Mile Lane/Highway 18 shall include a combination of landscape features which include native and climate-adaptive trees and landscape materials, and intentionally-designed working landscape features related to the agricultural and viticultural characteristics of the area. Any landscaping located within the ODOT right-of-way is subject to an agreement with ODOT.
 2. A minimum 10-foot-wide hard surfaced multiuse trail, consistent with Figure 4, shall be located within the setback, connecting to, or allowing connection to, existing or planned trails, streets, greenways or other pedestrian connections on adjacent properties.
 3. Building façades facing Three Mile Lane/Highway 18 shall comply with the applicable design standards in Section 12 regarding building presence, windows, façade articulation, building materials, and roof forms to create an interesting and engaging streetscape.
 4. Building placement shall create view corridors into the site at regular intervals. View corridors shall be established at intervals no greater than 800 feet apart at approximately the locations shown in Figure 5. No buildings shall be placed within the view corridors identified in Figure 5, measuring a minimum of 60 feet wide at the Three Mile Lane/Highway 18 minimum setback, tapering to a minimum of 20 feet at a point 230 feet farther south.
 5. Off street parking and loading areas, solid waste and recycling enclosures, and outdoor storage areas shall be located internal to the site and away from the Three Mile Lane/Highway 18 frontage, or at a minimum, fenced and screened by landscaping at least 6 feet tall that is integrated into the open space landscaping or screened by walls at least 6 feet tall constructed of building materials listed in Section 12(G).

Figure 5: View Corridors and Setbacks



B. Cumulus Gateway Transition. The intersection at Cumulus Avenue and Three Mile Lane/Highway 18 shall serve as a welcoming gateway to the site.

1. Building setbacks shall create a view corridor into the site. In addition to the setbacks from Three Mile Lane/Highway 18, no buildings shall be placed within the gateway setbacks as shown in Figure 5. Landscaping, gateway features, and signage may be located within the gateway setbacks.
2. The gateway setbacks shall be developed and maintained as open space with a combination of landscape features which include native and climate-adaptive trees and landscape materials, and intentionally-designed working landscape features related to the agricultural and viticultural characteristics of the area.
3. The gateway design shall integrate features that reflect the site's agricultural and aviation connections, such as thematic landscaping plantings, public art, and/or accessory structures such as a grain silo, barn, or other structures that incorporate similar features.
4. All signage shall comply with Section 16.

C. South Open Space Transition. The site shall transition to a lower scale fronting onto the South Open Space.

1. Building height shall step down approaching the South Open Space. Buildings shall not exceed 45 feet tall within 25 feet of the open space.
2. Building façades facing the South Open Space shall meet the applicable design standards in Section 12 for building presence, windows, façade articulation, building materials, and roof forms to create an interesting and engaging building presence.
3. Off street parking and loading areas, solid waste and recycling enclosures, and outdoor storage areas shall be located internal to the site and away

from the open space boundary, or at a minimum, fenced and screened by landscaping at least six (6) feet tall that is integrated into the open space landscaping.

- D. South Buffer Transition. The site shall provide a minimum 25-foot setback adjacent to properties zoned Exclusive Farm Use outside of the City's Urban Growth Boundary to create an agricultural buffer. The buffer shall be developed and maintained as open space with a mix of native and climate-adaptive plants, including trees. Existing plants may be incorporated into the buffer.

Section 12 Design Standards.

A. Applicability.

1. The standards in this section apply to all development in the RC zone and development in the ID zone fronting Tier 1 streets (see Figure 6), Three Mile Lane/Highway 18, and parks and open spaces.
2. The following selected standards in this section apply to all other developments in the ID zone: building articulation (Section F), materials (Section G) and roof forms (Section H).
3. Applicants may propose to meet the design standards for each design element or propose to meet the intent for the applicable design element through the Alternative Design Waiver option (see Section 5(C)).

B. Building Presence.

1. Intent. Buildings should be sited in a manner that engages the public realm and supports a pedestrian-friendly environment. Buildings should be oriented towards the street and located at the street edge to create significant storefront presence. Additional features that engage pedestrians, such as plazas, outdoor café seating, or vertical elements like green walls, public art or ornamental screening walls, may be used to supplement buildings as needed to create a significant presence. Any setback areas between buildings and the sidewalk should be designed as extensions of the sidewalk, offering public plazas for people to sit and gather, space for outdoor café seating, or other similar pedestrian-oriented spaces.
2. Standards. Building shall be oriented towards the street and placed to engage with the abutting street frontage as follows:
 - a. A minimum percentage of the lot frontage shall be occupied by buildings placed within the maximum setbacks as follows:
 - 1) Tier 1 frontages: Lots fronting both sides of Stratus and Cumulus Avenues and as shown in Figure 6 shall be occupied with buildings along a minimum of 60 percent of the lot frontage.
 - 2) Tier 2 frontages: Lots fronting all other public streets or enhanced drive aisles within areas zoned RC and as shown in Figure 6 shall be occupied with buildings along a minimum of 50 percent of the lot frontage.
 - 3) Tier 3 frontages: Lots fronting the Three Mile Lane/Highway 18 frontage within areas zoned RC and lots fronting the South Open Space and as shown in Figure 6 shall be occupied with buildings along a minimum of 50 percent of the lot frontage. Total lot frontage

shall be measured exclusive of view corridors required in Section 11(A).

- 4) On corner lots with multiple frontages, buildings shall meet the requirements for both frontages and shall locate the building as close to the corner as practicable.

Figure 6: Key Frontages and Corners



- b. The Planning Director, through Design Review, may reduce or waive the building frontage requirement in situations where:
 - 1) The applicant proposes extending an adjacent sidewalk or plaza for public use, or some other pedestrian amenity is proposed to be placed within the maximum setback.

- 2) The applicant proposes placing a vertical element such as a screening wall, public art, green wall or other similar feature within the maximum setback to continue the building frontage.
 - 3) A significant tree or other environmental feature precludes strict adherence to the standards and will be retained and incorporated in the design of the project.
 - 4) A public utility easement or similar restricting legal condition that is outside the applicant's control makes conformance impracticable. In this case, the building shall instead be placed as close to the street as possible and/or for as much of the lot frontage as possible given the legal constraint, and pedestrian amenities (e.g., plaza, courtyard, landscaping, outdoor seating area) shall be provided within the maximum setback in said location.
- c. Off street parking, trash storage facilities, and ground-level utilities (i.e., utility vaults), and similar obstructions shall not be placed between the building and the street(s) to which they are oriented. To the extent practicable, such facilities shall be oriented internally to the block and accessed by alleys or driveways.

C. Primary entrances.

1. Intent. Primary entrances should face the street or otherwise physically and visually connect to the street and provide a clear, comfortable, safe and direct means of access for pedestrians. Primary entrances should not be oriented towards parking areas. Entrances should include features that make them easily identifiable while reflecting the architectural character of the building.
2. Standards.
 - a. All buildings shall have at least one primary entrance (i.e., tenant entrance, lobby entrance, breezeway entrance, or courtyard entrance) facing an abutting street, or enhanced drive aisle if there is no public street frontage, oriented within 45 degrees of the street property line.
 - b. Primary entrances shall not face onto parking areas, but an additional entrance may be provided from a parking area.
 - c. For corner properties, primary entrances may be oriented to either frontage or may be located at the corner, generally oriented at a 45-degree angle to the corner.
 - d. Where a development contains multiple buildings and tenant entrances around a plaza, courtyard, or similar pedestrian space, the primary entrance may orient to that space. When oriented this way, the primary entrance(s), plaza or courtyard shall be connected to the street by a pedestrian walkway.
 - e. Primary entrances for all development shall be clearly visible from the street, welcoming to pedestrians and shall incorporate changes in appearance to emphasize the entrance. Architectural features used at the primary entrance shall complement the architectural style of the building. A primary entrance shall incorporate at least one of the following elements into the design:

- 1) The entrance includes a structural projection from the face of the building and is identified with a canopy, portico, porch, or similar feature.
- 2) The entrance is identified by a recessed entry.
- 3) The entrance incorporates an architectural element such as a cornice or gable extending along the width of the entrance. In the case where only a cornice is used to signify a primary entrance, the material immediately surrounding the entrance shall differ in texture and color from the materials used on the primary building façade.

D. Windows.

1. Intent. Buildings should incorporate transparent windows and entrances into the ground level building façade along street frontages. The windows should provide an active and interesting streetscape; allow views of interior spaces and merchandise; enhance the safety of public spaces by providing direct visibility to the street; and create a more inviting environment for pedestrians.
2. Standards.
 - a. Windows and the glazed portion of doors shall comprise a minimum percentage of the ground-floor, street-facing wall area of all buildings, defined as the area from sidewalk grade to the finished ceiling height of the first floor or 15 feet above sidewalk grade, whichever is less, as follows:
 - 1) Along Tier 1 frontages, as identified in Figure 6: 50 percent of the ground-floor, street-facing wall area and 50 percent of the façade length. Sites zoned ID may locate an equivalent amount of window area anywhere on the façade, not restricted to the ground-floor wall area.
 - 2) Along Tier 2 frontages, as identified in Figure 6: 40 percent of the ground-floor, street-facing wall area and 50 percent of the façade length.
 - 3) Along Tier 3 frontages, as identified in Figure 6: Equivalent of 30 percent of the ground-floor, street-facing wall area (which may be located anywhere on the façade) and 40 percent of the façade length.
 - b. Window Design.
 - 1) Opaque, reflective or mirrored glazing is prohibited, except where opaque glazing is needed for privacy, such as for bathrooms.
 - 2) At a minimum, windows shall contain trim, reveals, recesses or similar detailing of not less than two and one-quarter (2 1/4) inches in width or depth as applicable, as measured from the exterior most window pane and the adjacent finish building plane, to create a shadow line that highlights materials and the thickness of the wall.

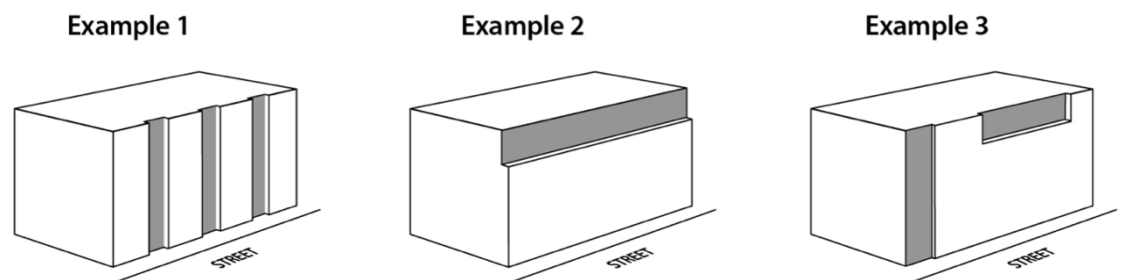
E. Pedestrian Shelter Coverage.

1. Intent. Pedestrian shelters should be arranged along the façade with special attention to entrances and window openings to provide weather protection for pedestrians and to create a welcoming sidewalk realm. Shelters should

be integrated into the façade and scaled to provide adequate coverage and vertical clearance for the site.

2. Standards.
 - a. Permanent awnings, canopies, arcades, colonnades, recesses, or similar pedestrian shelters shall be provided along a minimum of 50 percent of the ground floor elevation(s) of building façades facing public streets or enhanced drive aisles.
 - b. Pedestrian shelters shall be placed over all building entrances and window openings or other similar locations. Shelter location shall be integrated with other entryway design features and shall not obscure any transom windows.
 - c. Pedestrian shelters used to meet this standard shall extend at least 5 feet from the building façade and provide at least 10 feet minimum vertical clearance from the sidewalk.
- F. Façade Articulation.
 1. Intent. Building façades should incorporate modulations and/or articulation to reduce the apparent size of buildings, break up long blank walls, add visual interest. Articulation should be scaled to the size of the building and create a cohesive design.
 2. Standards.
 - a. All sides of buildings visible from a street (including Three Mile Lane/Highway 18) or open space shall be articulated consistent with the standards of this section.
 - b. For building façades longer than 100 feet, at least 25 percent of the façade area must be divided into façade planes that are off-set by at least two (2) feet in depth from the rest of the façade. Façade area used to meet the façade articulation standard may be recessed behind or project out from the primary facade plane.
 - c. Articulations shall be emphasized with changes in materials, color, window patterns, and/or roofline variations.

Figure 7: Articulation Examples



- G. Building Materials.
 1. Intent. High-quality materials should be used as an integral part of the building design to create an attractive appearance. Material variation should

be used to create visual appeal and eliminate monotony of façades, and arranged in a coherent design with primary and accent materials.

2. Standards.
 - a. All sides of buildings visible from a street, parking area, or open space shall be finished with materials meeting the standards of this section.
 - b. Primary materials are the predominant building material(s) that cover a minimum of 60 percent of the building's exterior walls. Primary materials shall include:
 - 1) Brick or veneer
 - 2) Natural stone or veneer
 - 3) Wood or heavy timber
 - 4) Glass
 - 5) Stucco
 - 6) Architectural concrete or precast panels
 - 7) Metal panels
 - 8) High-pressure laminate (HPL) panels or architectural fiber cement panels
 - c. Secondary materials may be used to cover up to 40 percent of the building's exterior walls, and shall include:
 - 1) Architectural fiber cement siding
 - 2) Concrete block with integral color
 - 3) Corrugated metal
 - d. Prohibited materials include:
 - 1) Mirrored glass
 - 2) Vinyl siding
 - 3) Plain concrete block or plain concrete
 - 4) Plywood
 - 5) Sheet pressboard
- H. Roof forms.
 1. Intent. Roof forms should promote architectural diversity and interest, and should reflect the industrial, aviation and agricultural industries within the area. Flat roofs are discouraged but where proposed, should be articulated to make large buildings more compatible with the area. Roofs and parapets should be designed to screen mechanical equipment from public view. Roofline variation should be incorporated to avoid the effect of a single, long roofline and to create a variety to the massing.
 2. Standards.
 - a. Sloped roofs may be permitted if the pitch is no steeper than 12/12, and no flatter than 4/12. Roof forms that reflect the industrial, aviation and agricultural industries within the area are encouraged.
 - b. Flat roofs with a slope of less than 4/12 may be permitted if they incorporate a cornice or parapet that is harmonious with the selected building and trim materials, with a minimum projection of 6 inches and minimum height of 1 foot for buildings up to 20 feet tall or 2 feet for buildings over 20 feet tall. Parapets shall not appear as flat or false extensions of building wall sections, but rather appear as distinct

building masses and extend a minimum of 10 feet into the depth of the building.

- c. Roofline variations shall be incorporated for rooflines over 100 feet long facing or visible from a public street or enhanced drive aisle shall be provided at intervals of 50 feet or less. These variations may be achieved through combination of the following techniques:
 - 1) Vertical Offset. Change in the height of the eave by at least 3 feet.
 - 2) Horizontal Offset. Change in the horizontal position of the eave of at least 3 feet.
 - 3) Varying use of parapet and applied pitch roof edges.
 - 4) Attached or Applied Shed, Gable, or Hip. Building elements that are attached to a building's façade and covered with a shed roof, a gabled roof, or a hipped roof may be used to articulate the roofscape and break up the perceived façade length. Those building elements can be used in combination with parapets or applied pitches and may include covered walkways or porches, vestibules or covered entrances, bays projecting from the building façade, tower elements projecting above the primary roof line.

I. Corners.

- 1. Intent. Building design should highlight and reinforce key corners with distinct architectural elements including façade details, prominent entry ways, taller building elements, and/or pedestrian plaza space at corners.
- 2. Standards.
 - a. At key corners identified in Figure 6, buildings must highlight and make the corner prominent through the use of features such as:
 - 1) Change in building material.
 - 2) Window coverage pattern.
 - 3) Chamfered, rounded or stepped corner.
 - 4) Increased building height at the corner, potentially incorporating features such as tower, turret or cupola, emphasized with change in materials and/or lighting.
 - 5) Façade articulation.
 - 6) Projecting or recessed building entrances.
 - 7) Canopies or marquees.
 - 8) Active retail and semi-public spaces such as building lobbies.
 - b. Where building corners are set back, the applicant shall create active exterior spaces at site corners in ways that emphasize pedestrian use and encourage people to come together and gather through features such as street furnishings, special paving materials and planting materials.

Section 13 Landscaping.

- A. Landscaping plans are subject to the review and design standards outlined in Chapter 17.57 (Landscaping) and as detailed herein.
- B. The landscaping area determination standards in Section 17.57.070(A) do not apply. Instead, landscaping shall be provided:
 - 1. Within any building setbacks from adjacent streets, unless developed with extended sidewalk or plaza for public use, or some other pedestrian amenity.
 - 2. Within open spaces as required by Section 10.
 - 3. As perimeter transitions as required in Section 11.
 - 4. In off-street parking areas as required by Section 13(E).
- C. Landscaping plans shall include a list of native plants to be installed and maintained as part of the completed landscape project. Native plants and climate adaptive plants are encouraged.
- D. Landscaping features related to the agricultural and viticultural characteristics of the area are encouraged throughout the site.
- E. Landscaping of Off-Street Parking Areas.
 - 1. Perimeter Landscaping.
 - a. Parking areas abutting public streets shall be landscaped with a minimum 5-foot-wide landscaping buffer that incorporates plantings and/or fences up to 3 feet tall.
 - b. Parking areas abutting an adjacent property shall be landscaped with a 5-foot-wide landscaping buffer that incorporates plantings and/or fences up to 6 feet tall. This standard shall not apply to parking areas shared by abutting properties provided that the interior landscaping requirements are met for the combined shared parking area.
 - c. Perimeter landscaping buffers shall be planted with a minimum of 70 percent of trees or shrubs and continuous ground cover consisting of lawn, low growing evergreen shrubs, or evergreen groundcover. Bark mulch, gravel or rock shall not be used as groundcover. The percentage measurement in this standard shall be calculated at plant maturity. Buffers shall include street trees selected as appropriate to the situation and spaced according to its type.
 - 2. Interior landscaping.
 - a. Interior landscaping must be provided for all parking areas with more than 10 parking spaces, at a minimum ratio of 45 square feet of landscaping area per parking space.
 - b. Interior landscaping must be dispersed throughout the parking area and may not be concentrated around the perimeter. Landscaping must be arranged to divide parking areas into clusters of no more than 20 contiguous parking spaces.
 - c. Landscaping may be arranged in landscaping strips between rows of parking, islands between parking spaces within rows of parking or at the ends of rows of parking, or other arrangements.
 - d. The minimum dimension for any interior landscaping space is 5 feet.

- e. Interior landscaping spaces shall be planted with a minimum of 70 percent of trees or shrubs and continuous ground cover consisting of lawn, low growing evergreen shrubs, or evergreen groundcover. Bark mulch, gravel or rock shall not be used as groundcover. The percentage measurement in this standard shall be calculated at plant maturity.
- 3. Tree canopy coverage.
 - a. Together the perimeter landscaping buffers and interior landscaping must incorporate trees with sufficient tree canopy to shade at least 30 percent of the parking area at the time of maturity.

Section 14 Off-Street Parking and Loading.

- A. Applicability. Except as noted below, the standards listed in Chapter 17.60 (Off-Street Parking and Loading) of the Zoning Ordinance shall apply to the development in the McMinnville Landing Overlay zone.
- B. Minimum Parking Ratio. Development shall meet the minimum off-street parking spaces required in Section 17.60.060 (Spaces, Number Required). Within areas zoned RC, development may elect to provide off-street parking spaces at an alternate Retail Center ratio of one space per 250 square feet for all uses permitted in the zone.
- C. Maximum Parking Ratio. Surface parking shall not exceed 110 percent of the minimum parking requirement for the subject land uses(s). Spaces provided within parking structures, for valet parking spaces, as market-rate parking, or other similar parking facilities do not count towards the surface parking maximum.
- D. On-Street Parking Credit. On-street parking spaces along frontages adjacent to a development shall be counted towards the minimum off-street parking requirements.
- E. Shared Parking. Shared parking and off-site parking is encouraged to maximize the mixed-use development potential. The following standards apply in place of Section 17.60.120 (Joint use of space permitted):
 - 1. For a shared off-street parking agreement to be approved, it must be demonstrated that the hours of operation of the businesses that require the subject parking do not overlap and/or that customers may be visiting multiple businesses.
 - 2. In addition, the off-site parking must be located no more than 500 feet from the building for which parking is being provided and that there is adequate off-street parking to serve multiple businesses.
 - 3. A contract outlining the details of a shared parking agreement or off-site parking agreement shall be submitted to the Planning Director for review to determine if the proposed off-street parking arrangement is feasible and satisfies these requirements. Such a contract shall run with the uses on the properties for which the agreement was approved. A change of use on one or both properties shall require a review of the contract by the Planning Director.

- F. Reduce or Waive Minimum Off-Street Parking Standards. Applicants may request a reduction to, or waiver of minimum parking standards based on a parking impact study. The study shall propose a reduced minimum parking standard based on estimated peak use, reductions due to easy pedestrian accessibility, and availability of transit service. The parking study is subject to review and approval or modification through Design Review.
- G. Location of Off-Street Parking Areas. Off-street parking areas shall be oriented internally to the site to the extent practicable. Off-street parking and loading areas shall not be located between any building and the abutting street frontage.
- H. Size of Off-Street Parking Areas.
 - 1. Surface parking areas over 80,000 square feet must incorporate internal drive aisles that divide the parking area into smaller areas that are no greater than 55,000 square feet.
 - 2. The drive aisles must be spaced no more than 250 feet apart.
 - 3. The drive aisles must include pedestrian walkways, meeting the standards of Section 9 (Pedestrian Connectivity) on both sides of the auto travel lane(s) and planting strips at least 4 feet wide planted with street trees selected as appropriate to the situation and spaced according to its type, shrubs spaced a minimum of three feet on center, and groundcover. Planting strips may count towards required parking lot landscaping. Enhanced drive aisles meeting the standards of Section 8(B) may also be used to meet this requirement.
- I. Off-Street Loading.
 - 1. Off-street spaces shall be provided as required in Section 17.60.070.
 - 2. Off-street loading areas shall be oriented internally to the site to the extent practicable and shall not be located between the front of a building and the abutting street frontage.
 - 3. Off-street loading areas shall comply with the perimeter landscaping standards for off-street parking areas in Section 13(E)(1).
- J. Bicycle Parking. Bicycle parking shall be provided as required in Section 17.60.140 (Bicycle parking), modified as follows:
 - 1. The bicycle parking facility minimums in Section 17.60.140(A) do not apply. Instead, all developments shall provide bicycle parking spaces at the following minimum ratios:
 - a. In the RC zone, a minimum ratio of four bicycle parking spaces per 10,000 SF shall be provided.
 - b. In the ID zone, a minimum ratio of two bicycle parking spaces per 10,000 SF of gross floor area.

Section 15 Fences and Screening.

- A. Fences provided for screening and security shall be integrated into the building design and use high-quality materials for a cohesive design. Materials may include materials used in the associated building, metal, finished concrete

block, and wood. Chain link fences are prohibited. Landscaping screening around fences may be used to supplement fence materials.

- B. Solid waste and recycling enclosures shall be subject to Chapter 17.61 (Solid Waste and Recycling Enclosure Plan).
- C. Outside storage abutting or facing a street or adjacent property shall be enclosed by a sight obscuring fence. The fence shall obstruct the storage from view on the sides of the property, abutting or facing a street or adjacent property. The fence shall be of such material and design that is integrated into the building design, shall be free of advertising. Outside storage in a required yard shall not exceed ten feet in height.

Section 16 Signage.

- A. All signage is subject to the terms and provisions of Ordinance 4572, including the requirement for signage to be reviewed through Three Mile Lane Design Review.

Memorandum

To: Heather Richards, City of McMinnville
Copy: Ken Pirie, Walker Macy
From: Todd E. Mobley, PE
Ken Kim, PE
Date: October 8, 2025
Subject: McMinnville Landing – Master Plan Transportation Analysis



Introduction

This memorandum is written to document the transportation analysis that has been performed for the McMinnville Landing site south of Highway 18 in McMinnville, Oregon. The analysis is a refinement of a previous analysis conducted as part of the adopted Three Mile Lane Area Plan and looks at the transportation impacts and necessary infrastructure needed to support development of the plan area through the planning horizon of 2041. In addition, this memorandum serves as the transportation analysis required by section 17.10.065 of the McMinnville Municipal Code for a Master Plan.

The McMinnville Landing site is approximately 190 acres in size and is being master planned for a mix of retail, services, advanced industrial uses that bring employment to the area, and access to parks, greenspaces, and trails. The Three Mile Lane Area Plan identified a vision for a retail center and innovation campus on this site, and the current planning effort represents a refinement of that vision and a detailed analysis of the related transportation demand and infrastructure needs.

Preferred Alternative

A draft preferred develop concept has been developed and serves as the basis for the transportation analysis. Figure 1 to the right shows a snippet of the plan, and a full-size version is attached to this memorandum. The plan represents general areas for commercial/retail uses, employment uses, and parks and open space.

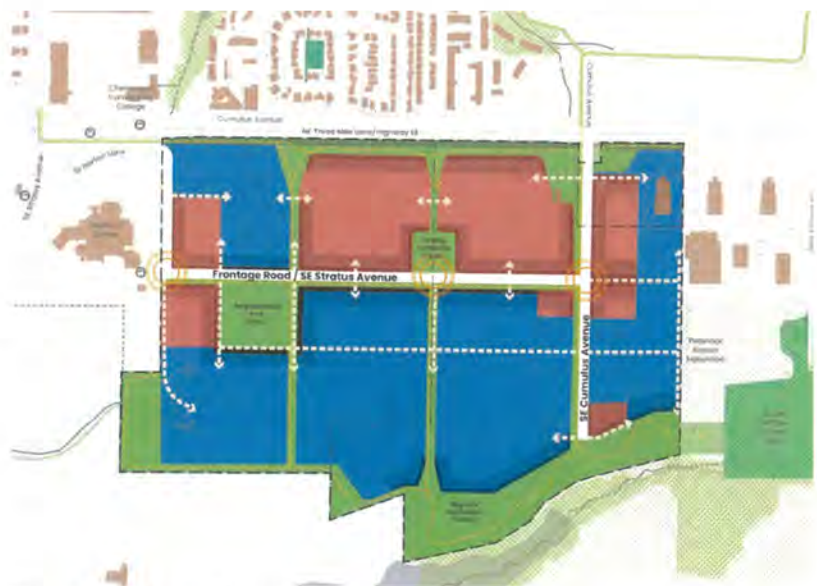


Figure 1: Preferred Alternative, June 2025

Street Network

The existing street system north of Highway 18 employs a frontage road system, with NE Cumulus Avenue providing east/west connectivity north of the highway, except for the missing segment east of NE Norton Lane. On the south side of the highway, SE Stratus Avenue has the same frontage road function but it is incomplete, with a street stub into the northwest corner of the McMinnville Landing site. The preferred alternative connects this stub to a proposed system of streets but moves the primary east/west street alignment to the south, providing for more efficient development patterns between the highway and the SE Stratus Avenue extension.

This east/west street connection would serve as the “spine” of the plan area, bringing trips to and from the west to SE Norton Lane, or to and from the east to SE Cumulus Avenue. It would be classified as a Major Collector, as identified in the City of McMinnville’s Transportation System Plan¹ (TSP).

Beyond this framework of primary street connections, it is expected that local streets will be constructed as appropriate to meet connectivity and block length standards. A network of these local streets is illustrated diagrammatically in the preferred alternative, to show likely locations and alignments. Still, the local street configuration is not binding and intended to allow flexibility based on specific development proposals within the plan area.

Land Use

A priority for McMinnville Landing is to encourage thoughtful development that brings significant employment to the area. In considering development of the site, Lancaster Mobley coordinated closely with the Oregon Department of Transportation (ODOT) regarding employment assumptions in the travel demand model. Chris Melson, Alex Bettinardi, and Zohora Sultana from ODOT’s Transportation Planning and Analysis Unit (TPAU) were instrumental in preparing refinements to the travel demand model for use in this analysis. The commercial/retail portions of the plan area were assumed to have an employment density of 23 jobs per acre, and the employment areas were assumed to have 11 jobs per acre. Across the entire plan area, this represents over 2,100 jobs by the time the plan area is built out.

Operational Analysis

As a refinement of the currently adopted transportation plan, this analysis picks up where the Three Mile Lane Area Plan left off. As mentioned above, refinements to the travel demand model were coordinated with ODOT and new traffic count data was used at specific intersections, but this effort employs the same planning horizon year of 2041 and does not change any of the underlying assumptions and planning, except within the discrete bounds of the McMinnville Landing plan area. The details of the operational analysis are explained in the following sections.

Trip Generation

To estimate the trip generation for McMinnville Landing at build out, the travel demand model for McMinnville, maintained by ODOT, was used. As explained previously, the employment assumptions for the plan area were updated in the model based on a job density of 23 jobs per acre for retail/commercial areas and 11 jobs per acre for employment areas.

¹ City of McMinnville Transportation System Plan, May 2010



This equates to over 2,100 jobs within the plan area. It is noted that this build out will occur over time, but this analysis, consistent with the Three Mile Lane Area Plan and the TSP, examines conditions at the planning horizon year, which is 2041.

The travel demand model accounts for trip origins and destinations in McMinnville and the surrounding areas and quantifies the number of peak hour trips that are expected into and out of the plan area. The model divides the area into many Transportation Analysis Zones (TAZs). In our case, TAZs 155 and 156 encompass the McMinnville Landing Plan area.

Table 1: Evening Peak Hour Trip Generation

Direction	TAZ 155	TAZ 156	Total
Entering	148	152	300
Exiting	227	233	460
Total	375	385	760

Trip Distribution

Similar to trip generation, the travel demand model looks at trip origins and destinations throughout the area and routes trips on the transportation system accordingly. To be sure that trips from the McMinnville Landing plan area were adequately represented, trips in the model from the Three Mile Lane Area Plan were deducted from the system, and then the total trips from the new employment forecasts for McMinnville Landing were added to the system. Trips were assigned between SE Norton Lane and SE Cumulus Avenue based primarily on the concentration of commercial/retail and employment areas within the site and the shortest travel time to and from Highway 18.

Intersection Capacity Analysis

A capacity analysis was conducted for each of the study intersections per the signalized and unsignalized intersection analysis methodologies in the *Highway Capacity Manual* (HCM)², as well as the signalized intersection analysis methodology detailed in ODOT's Analysis Procedures Manual (APM) Section 13. Intersections are generally evaluated based on the average control delay experienced by vehicles and are assigned a grade according to their operation. The level of service (LOS) of an intersection can range from LOS A, which indicates very little or no delay experienced by vehicles, to LOS F, which indicates a high degree of congestion and delay. The volume-to-capacity (v/c) ratio is a measure that compares the traffic volumes (demand) against the available capacity of an intersection.

According to the McMinnville TSP, the mobility standard for all local agency (City) intersections and streets shall be a volume/capacity (v/c) ratio of 0.90. Intersections along Highway 18 are under ODOT jurisdiction and subject to operational standards set forth in the *Oregon Highway Plan*³ (OHP), which require a maximum allowable v/c ratio of 0.80.

² Transportation Research Board, *Highway Capacity Manual* 6th Edition, 2016.

³ Oregon Department of Transportation, *1999 Oregon Highway Plan*: Including amendments November 1999 through May 2015, 1999



The LOS, delay, and v/c results of the capacity analysis are shown in Table 2 for the evening peak hour. Detailed calculations as well as tables showing the relationship between delay and LOS are included in the appendix to this report.

Table 2: Evening Peak Hour Capacity Analysis Summary

Intersection & Condition	Mobility Target	PM Peak Hour		
		LOS	Delay (s)	V/C
1. NE Cumulus Avenue & NE Norton Lane				
2041 Three Mile Area Plan	0.90	C	16	0.71
2041 w/ McMinnville Landing		C	16	0.73
2. NE Three Mile Lane (OR 18) & Norton Lane				
2041 Three Mile Area Plan	0.80	C	28	0.65
2041 w/ McMinnville Landing		C	27	0.69
2041 w/ McMinnville Landing (With Optional NB & SB Right-Turn Lanes)		C	26	0.67
3. SE Stratus Avenue & SE Norton Lane				
2041 Three Mile Area Plan	0.90	B	13	0.55
2041 w/ McMinnville Landing		B	12	0.56
4. NE Three Mile Lane (OR 18) & Cumulus Avenue				
2041 Three Mile Area Plan	0.80	B	11	0.61
2041 w/ McMinnville Landing (With Recommended Mitigation)		C	23	0.61

As shown in the table above, the operation of the study area intersections will operate well within applicable performance standards during the evening peak hour in 2041 at full build out of McMinnville Landing. Noted improvements at Norton Lane and at Cumulus Avenue are addressed below.

Three Mile Lane at Norton Lane

As shown in the following section, queuing on Norton Lane between Three Mile Lane and Cumulus Avenue, and Three Mile Lane and Stratus Avenue is expected to be accommodated within each of these short block segments. However, in each case, the queueing is expected to use all available storage. Since this is a planning-level, long range analysis, a separate scenario was examined that included the addition of a northbound and southbound right-turn lane to better accommodate queuing.

Three Mile Lane at Cumulus Avenue

Recommended mitigation at this intersection includes an eastbound right-turn lane and separate northbound left, through, and right-turn lanes. These improvements are discussed in detail and illustrated later in this report.

Queueing Analysis

In accordance with the ODOT Analysis Procedures Manual (APM), an analysis of projected queuing was conducted for the study intersections. The 95th percentile queue lengths were determined using the Synchro/SimTraffic software. The 95th percentile queue is a statistical measurement which indicates there is a five percent chance that the queue may exceed this length during the analysis period; however, given this is a probability, the 95th percentile queue length may theoretically never be met or observed in the field.



The 95th percentile queue lengths reported in the simulation are presented in Table 3 for the morning and evening peak hours. Reported queue lengths were rounded up to the nearest 25 feet, equivalent to an average vehicle headway, which includes the length of the vehicle and the space between two vehicles in a standing queue. Detailed queuing analysis reports are included in the attached appendix.

Table 3: 95th Percentile Queueing Analysis Summary

Intersection & Movement	Available Storage (ft)	2041 Three Mile Lane Area Plan	2041 with McMinnville Landing
1. NE Cumulus Avenue & NE Norton Lane			
EB Approach	550	75	100
NB Approach	150	100	100
SB Approach	230	75	75
2. NE Three Mile Lane (OR 18) & Norton Lane			
EB Approach (w/ NB & SB RT)	>1,000	350	350 (325)
WB Approach (w/ NB & SB RT)	>1,000	350	375 (325)
NB Approach (w/ NB & SB RT)	200	200	200 (175)
SB Approach (w/ NB & SB RT)	150	125	150 (125)
3. SE Stratus Avenue & NE Three Mile Lane			
EB Approach	450	75	75
WB Approach	350	100	75
NB Approach	630	75	125
SB Approach	200	75	50
4. NE Three Mile Lane (OR 18) & Cumulus Avenue			
EB Approach	>1,000	250	350
WB Approach	>1,000	300	325
NB Approach	700	25	150
SB Approach	350	125	100

Note: Simulations are based on random arrival patterns; thus, calculated delays may fluctuate up or down slightly for each scenario.

Based on the intersection queuing analysis, all applicable approaches at the study intersections have adequate storage space to accommodate projected 95th percentile queues. As noted previously, a separate scenario was examined that includes the addition of northbound and southbound right-turn lanes on Norton Lane at Three Mile Lane. This scenario shows a small improvement in queuing.



Recommended Infrastructure

The following infrastructure improvements are recommended to ensure the transportation system can adequately support development of the McMinnville Landing plan area.

SE Three Mile Lane/Highway 18 at SE Cumulus Avenue

1. Addition of an eastbound right-turn lane (vehicle storage of approximately 100 feet)
2. Separate northbound left, through, and right-turn lanes (vehicle storage of approximately 150 feet).
3. Revision of traffic signal phasing to provide protected northbound and southbound left turns. Installation of a right-turn overlap for northbound right turns to run concurrently with westbound left turns is possible and could improve efficiency.
4. The first on-site east/west local street may need to be limited to right turning movements only, depending on the exact location of the street and the eventual development patterns in the vicinity.
5. It is noted that this analysis demonstrates that the jughandles identified in the Three Mile Lane Area Plan as a possible improvement are not necessary within the planning horizon. Improvements to the existing at-grade signalized intersection are sufficient to maintain operation well within applicable standards for both intersection capacity and queuing.

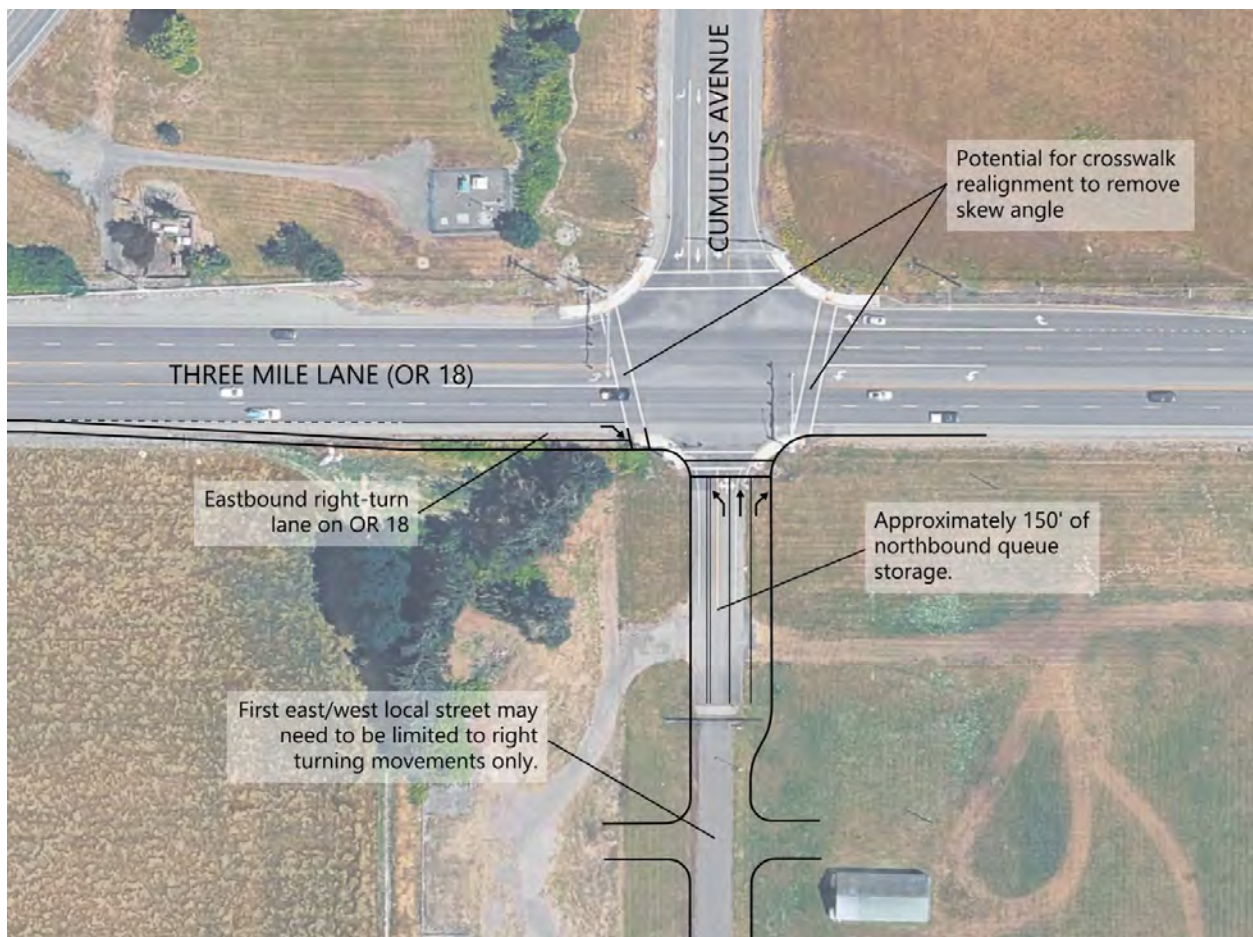


Figure 2: Recommended Improvements



Optional Infrastructure

Queuing on Norton Lane at the signalized intersection with Three Mile Lane is a key component to ensuring a functional transportation system. The queuing analysis shows that anticipated queues will fit within the available storage for both the northbound and southbound approaches to the intersection, but all storage would be used and there would not be any remaining capacity. Since this is a long-range planning-level analysis, the potential need for dedicated northbound and southbound right-turn lanes were examined.

These turn lanes would offer a slight improvement to intersection capacity and queuing, as demonstrated above in Tables 2 and 3. These additional right turn lanes are not included in the recommended infrastructure improvements for McMinnville Landing, but they are included here for future consideration. The City of McMinnville will soon be updating the TSP, and the potential need could be examined as part of that process.

Master Plan

Section 17.10.070.J of the City of McMinnville Municipal Code contains the following requirements for a Transportation Analysis associated with a Master Plan:

Transportation Analysis and Plan. Prepare a traffic impact analysis and local street plan that is consistent with street spacing and connectivity guidelines in the McMinnville Transportation System Plan (TSP). The street plan shall show the proposed classification for all streets, proposed bicycle routes, and proposed pedestrian facilities. The street plan shall show how streets, bike routes, and pedestrian facilities will connect with adjacent urban areas that are already existing and also how those facilities will be extended to adjacent UGB expansion areas that have not yet gone through the Master Planning process.

The analysis in this memo serves as a traffic impact analysis for McMinnville Landing, including identifying necessary infrastructure improvements to support development of the plan area.

Functional Classification

With regard to the planned streets, SE Stratus Avenue and SE Cumulus Avenue through the site will be designed as Major Collectors, which is consistent with the primary east/west and north/south routes through the plan area shown in the TSP Street Functional Classification map, Exhibit 2-3. Major Collectors are typically a three-lane cross section with a single through lane in each direction and a center turn lane. These streets also have bike lanes in both directions and sidewalks on both sides of the street.

The exact location of local streets in the plan area are not specified, but suggested locations for streets and street connections are shown in the preferred alternative. The details of these streets will be determined at the time of development, but local streets will also have sidewalks and will have shared space for bicycles on the roadway, as is customary for local streets. The new streets will provide safe access for all modes of travel within the plan area and also to proposed parks as well as the proposed trail along the southern boundary.

Connectivity

Streets will connect to the existing system in the proximity of Willamette Valley Medical Center to the west of the plan area. Streets will also connect to the east, to the extent feasible, to existing development near the airport, including potential airport expansion areas adjacent to McMinnville Landing.

Potentially, the most beneficial element of the plan is a complete and connected street system south of Three

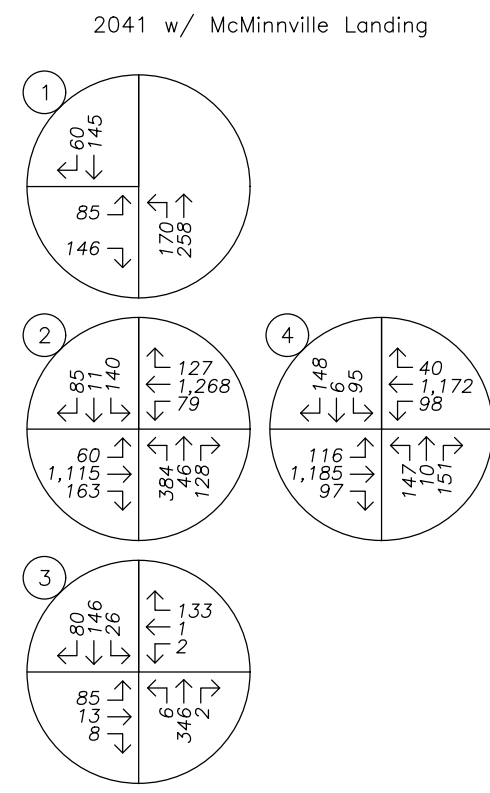
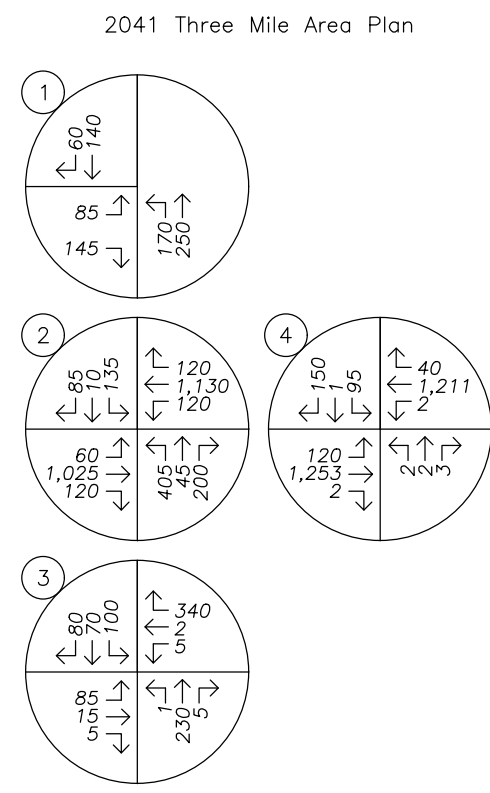
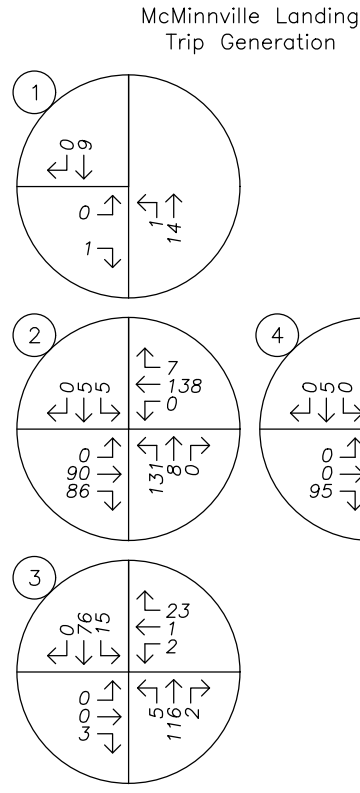
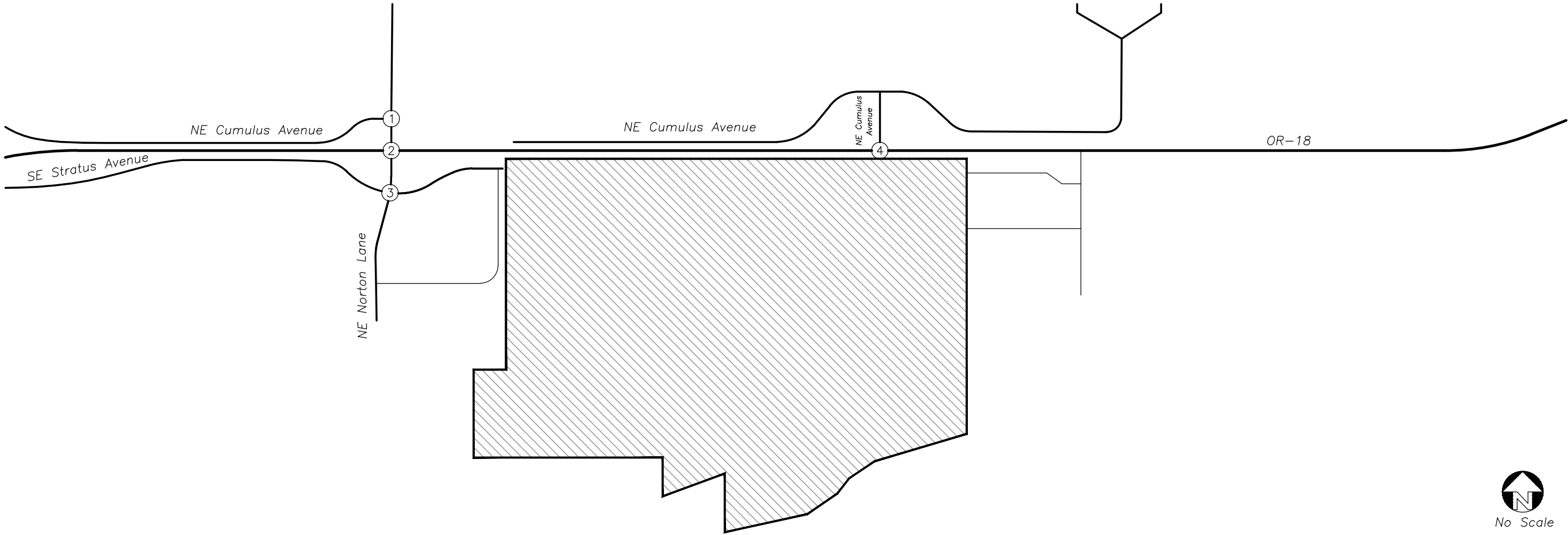


Figure 3 on the follow page shows the preferred alternative and how it connects with adjacent streets and land uses.



Technical Appendix








HCM Unsignalized Intersection Capacity Analysis

1: SE Norton Lane & NE Cumulus Avenue

08/28/2025




























Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Sign Control	Stop			Yield	Stop	
Traffic Volume (vph)	85	145	170	250	140	60
Future Volume (vph)	85	145	170	250	140	60
Peak Hour Factor	0.85	0.85	0.85	0.85	0.85	0.85
Hourly flow rate (vph)	100	171	200	294	165	71
Direction, Lane #	EB 1	NB 1	SB 1			
Volume Total (vph)	271	494	236			
Volume Left (vph)	100	200	0			
Volume Right (vph)	171	0	71			
Hadj (s)	-0.30	0.15	-0.15			
Departure Headway (s)	5.5	5.2	5.3			
Degree Utilization, x	0.41	0.71	0.35			
Capacity (veh/h)	606	672	645			
Control Delay (s/veh)	12.2	20.1	11.0			
Approach Delay (s/veh)	12.2	20.1	11.0			
Approach LOS	B	C	B			
Intersection Summary						
Delay			15.8			
Level of Service			C			
Intersection Capacity Utilization			61.3%	ICU Level of Service		B
Analysis Period (min)			15			

HCM 7th Signalized Intersection Summary

2: SE Norton Lane & NE Three Mile Lane (OR 18)

08/28/2025

												
Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations		 			 		 					
Traffic Volume (veh/h)	60	1025	120	120	1130	120	405	45	200	135	10	85
Future Volume (veh/h)	60	1025	120	120	1130	120	405	45	200	135	10	85
Initial Q (Qb), veh	0	0	0	0	0	0	0	0	0	0	0	0
Lane Width Adj.	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Ped-Bike Adj(A_pbT)	1.00		1.00	1.00		1.00	1.00		1.00	1.00		1.00
Parking Bus, Adj	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Work Zone On Approach	No			No			No			No		
Adj Sat Flow, veh/h/ln	1695	1709	1682	1709	1709	1668	1736	1682	1695	1723	1750	1723
Adj Flow Rate, veh/h	62	1068	51	125	1177	58	422	47	73	141	10	8
Peak Hour Factor	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96
Percent Heavy Veh, %	4	3	5	3	3	6	1	5	4	2	0	2
Cap, veh/h	120	1570	688	167	1660	721	537	86	133	185	81	65
Arrive On Green	0.07	0.48	0.48	0.10	0.51	0.51	0.17	0.14	0.14	0.11	0.09	0.08
Sat Flow, veh/h	1615	3247	1422	1628	3247	1411	3208	592	919	1641	899	719
Grp Volume(v), veh/h	62	1068	51	125	1177	58	422	0	120	141	0	18
Grp Sat Flow(s),veh/h/ln	1615	1624	1422	1628	1624	1411	1604	0	1511	1641	0	1617
Q Serve(g_s), s	3.8	25.9	2.0	7.6	28.4	2.1	12.9	0.0	7.6	8.5	0.0	1.1
Cycle Q Clear(g_c), s	3.8	25.9	2.0	7.6	28.4	2.1	12.9	0.0	7.6	8.5	0.0	1.1
Prop In Lane	1.00		1.00	1.00		1.00	1.00		0.61	1.00		0.44
Lane Grp Cap(c), veh/h	120	1570	688	167	1660	721	537	0	219	185	0	146
V/C Ratio(X)	0.52	0.68	0.07	0.75	0.71	0.08	0.79	0.00	0.55	0.76	0.00	0.12
Avail Cap(c_a), veh/h	142	1618	709	238	1808	786	721	0	310	272	0	237
HCM Platoon Ratio	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Upstream Filter(I)	1.00	1.00	1.00	1.00	1.00	1.00	1.00	0.00	1.00	1.00	0.00	1.00
Uniform Delay (d), s/veh	45.6	20.3	14.2	44.7	19.2	12.7	40.9	0.0	40.9	44.1	0.0	43.0
Incr Delay (d2), s/veh	2.5	1.0	0.0	6.2	1.1	0.0	3.6	0.0	1.6	5.6	0.0	0.3
Initial Q Delay(d3), s/veh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
%ile BackOfQ(50%),veh/ln	1.6	9.1	0.6	3.2	9.4	0.7	5.4	0.0	2.9	3.8	0.0	0.4
Unsig. Movement Delay, s/veh												
LnGrp Delay(d), s/veh	48.1	21.4	14.2	50.8	20.3	12.8	44.4	0.0	42.5	49.7	0.0	43.3
LnGrp LOS	D	C	B	D	C	B	D		D	D		D
Approach Vol, veh/h	1181			1360			542			159		
Approach Delay, s/veh	22.5			22.7			44.0			48.9		
Approach LOS	C			C			D			D		
Timer - Assigned Phs	1	2	3	4	5	6	7	8				
Phs Duration (G+Y+Rc), s	14.5	53.5	21.1	13.3	11.6	56.3	15.6	18.8				
Change Period (Y+Rc), s	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0				
Max Green Setting (Gmax), s	14.0	50.0	22.0	14.0	8.0	56.0	16.0	20.0				
Max Q Clear Time (g_c+I1), s	9.6	27.9	14.9	3.1	5.8	30.4	10.5	9.6				
Green Ext Time (p_c), s	0.1	11.6	1.2	0.0	0.0	20.9	0.2	0.3				

Intersection Summary

HCM 7th Control Delay, s/veh 27.5
 HCM 7th LOS C

















Notes

User approved pedestrian interval to be less than phase max green.

HCM Unsignalized Intersection Capacity Analysis

3: SE Norton Lane & SE Stratus Avenue






















08/28/2025

												
Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Sign Control		Stop			Stop			Stop			Yield	
Traffic Volume (vph)	85	15	5	5	2	340	1	230	5	100	70	80
Future Volume (vph)	85	15	5	5	2	340	1	230	5	100	70	80
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	94	17	6	6	2	378	1	256	6	111	78	89
Direction, Lane #	EB 1	WB 1	NB 1	SB 1								
Volume Total (vph)	117	386	263	278								
Volume Left (vph)	94	6	1	111								
Volume Right (vph)	6	378	6	89								
Hadj (s)	0.18	-0.57	0.02	-0.06								
Departure Headway (s)	6.4	5.2	5.9	5.8								
Degree Utilization, x	0.21	0.55	0.43	0.44								
Capacity (veh/h)	473	651	558	572								
Control Delay (s/veh)	11.1	14.3	13.2	13.3								
Approach Delay (s/veh)	11.1	14.3	13.2	13.3								
Approach LOS	B	B	B	B								
Intersection Summary												
Delay				13.4								
Level of Service				B								
Intersection Capacity Utilization				71.8%	ICU Level of Service	C						
Analysis Period (min)				15								

HCM 7th Signalized Intersection Summary

4: Cumulus Avenue & NE Three Mile Lane (OR 18)










08/28/2025

												
Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Traffic Volume (veh/h)	120	1253	2	2	1211	40	2	2	3	95	1	150
Future Volume (veh/h)	120	1253	2	2	1211	40	2	2	3	95	1	150
Initial Q (Qb), veh	0	0	0	0	0	0	0	0	0	0	0	0
Lane Width Adj.	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Ped-Bike Adj(A_pbT)	1.00		1.00	1.00		1.00	1.00		1.00	1.00		1.00
Parking Bus, Adj	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Work Zone On Approach	No			No			No			No		
Adj Sat Flow, veh/h/ln	1668	1709	1750	1750	1709	1750	1750	1750	1750	1709	1750	1695
Adj Flow Rate, veh/h	125	1305	2	2	1261	24	2	2	0	99	1	115
Peak Hour Factor	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96
Percent Heavy Veh, %	6	3	0	0	3	0	0	0	0	3	0	4
Cap, veh/h	171	2466	4	26	2107	963	124	106	0	235	193	313
Arrive On Green	0.11	0.74	0.73	0.02	0.65	0.65	0.10	0.11	0.00	0.11	0.11	0.11
Sat Flow, veh/h	1589	3327	5	1667	3247	1483	585	960	0	1404	1750	1437
Grp Volume(v), veh/h	125	637	670	2	1261	24	4	0	0	99	1	115
Grp Sat Flow(s),veh/h/ln	1589	1624	1708	1667	1624	1483	1545	0	0	1404	1750	1437
Q Serve(g_s), s	6.9	15.0	15.0	0.1	20.1	0.5	0.0	0.0	0.0	5.9	0.0	6.1
Cycle Q Clear(g_c), s	6.9	15.0	15.0	0.1	20.1	0.5	0.2	0.0	0.0	6.0	0.0	6.1
Prop In Lane	1.00		0.00	1.00		1.00	0.50		0.00	1.00		1.00
Lane Grp Cap(c), veh/h	171	1203	1266	26	2107	963	213	0	0	235	193	313
V/C Ratio(X)	0.73	0.53	0.53	0.08	0.60	0.02	0.02	0.00	0.00	0.42	0.01	0.37
Avail Cap(c_a), veh/h	353	1443	1518	167	2489	1137	363	0	0	377	369	458
HCM Platoon Ratio	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Upstream Filter(I)	1.00	1.00	1.00	1.00	1.00	1.00	1.00	0.00	0.00	1.00	1.00	1.00
Uniform Delay (d), s/veh	38.9	5.0	5.0	43.7	9.1	5.6	35.9	0.0	0.0	38.3	35.7	29.9
Incr Delay (d2), s/veh	4.4	0.3	0.3	0.9	0.2	0.0	0.0	0.0	0.0	0.9	0.0	0.5
Initial Q Delay(d3), s/veh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
%ile BackOfQ(50%),veh/ln	2.7	2.7	2.8	0.0	5.0	0.1	0.1	0.0	0.0	2.1	0.0	2.2
Unsig. Movement Delay, s/veh												
LnGrp Delay(d), s/veh	43.3	5.2	5.2	44.6	9.3	5.6	36.0	0.0	0.0	39.2	35.7	30.5
LnGrp LOS	D	A	A	D	A	A	D			D	D	C
Approach Vol, veh/h	1432			1287			4			215		
Approach Delay, s/veh	8.6			9.3			36.0			34.5		
Approach LOS	A			A			D			C		
Timer - Assigned Phs	1	2		4	5	6		8				
Phs Duration (G+Y+Rc), s	5.4	70.7		13.9	13.7	62.4		13.9				
Change Period (Y+Rc), s	5.0	5.0		5.0	5.0	5.0		5.0				
Max Green Setting (Gmax), s	8.0	79.0		18.0	19.0	68.0		18.0				
Max Q Clear Time (g_c+I1), s	2.1	17.0		8.1	8.9	22.1		2.2				
Green Ext Time (p_c), s	0.0	45.5		0.8	0.2	35.4		0.0				
Intersection Summary												
HCM 7th Control Delay, s/veh	10.8											
HCM 7th LOS	B											
Notes												
User approved pedestrian interval to be less than phase max green.												

HCM Unsignalized Intersection Capacity Analysis

1: SE Norton Lane & NE Cumulus Avenue























08/28/2025

						
Movement	EBL	EBR	NBL	NBT	SBT	SBR
Lane Configurations						
Sign Control	Stop			Yield	Stop	
Traffic Volume (vph)	85	146	170	258	145	60
Future Volume (vph)	85	146	170	258	145	60
Peak Hour Factor	0.85	0.85	0.85	0.85	0.85	0.85
Hourly flow rate (vph)	100	172	200	304	171	71
Direction, Lane #	EB 1	NB 1	SB 1			
Volume Total (vph)	272	504	242			
Volume Left (vph)	100	200	0			
Volume Right (vph)	172	0	71			
Hadj (s)	-0.24	0.10	-0.18			
Departure Headway (s)	5.6	5.2	5.3			
Degree Utilization, x	0.42	0.73	0.35			
Capacity (veh/h)	596	675	641			
Control Delay (s/veh)	12.5	20.6	11.1			
Approach Delay (s/veh)	12.5	20.6	11.1			
Approach LOS	B	C	B			
Intersection Summary						
Delay			16.2			
Level of Service			C			
Intersection Capacity Utilization			62.1%	ICU Level of Service	B	
Analysis Period (min)			15			

















HCM 7th Signalized Intersection Summary

2: SE Norton Lane & NE Three Mile Lane (OR 18)

08/28/2025

												
Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Traffic Volume (veh/h)	60	1115	163	79	1268	127	384	46	128	140	11	85
Future Volume (veh/h)	60	1115	163	79	1268	127	384	46	128	140	11	85
Initial Q (Qb), veh	0	0	0	0	0	0	0	0	0	0	0	0
Lane Width Adj.	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Ped-Bike Adj(A_pbT)	1.00		1.00	1.00		1.00	1.00		0.99	1.00		1.00
Parking Bus, Adj	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Work Zone On Approach	No			No			No			No		
Adj Sat Flow, veh/h/ln	1695	1709	1682	1709	1709	1668	1736	1682	1695	1723	1750	1723
Adj Flow Rate, veh/h	62	1161	112	82	1321	64	400	48	52	146	11	7
Peak Hour Factor	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96
Percent Heavy Veh, %	4	3	5	3	3	6	1	5	4	2	0	2
Cap, veh/h	115	1751	767	124	1768	768	499	91	99	188	83	53
Arrive On Green	0.07	0.54	0.54	0.08	0.54	0.54	0.16	0.12	0.12	0.11	0.08	0.07
Sat Flow, veh/h	1615	3247	1423	1628	3247	1411	3208	736	797	1641	998	635
Grp Volume(v), veh/h	62	1161	112	82	1321	64	400	0	100	146	0	18
Grp Sat Flow(s),veh/h/ln	1615	1624	1423	1628	1624	1411	1604	0	1533	1641	0	1633
Q Serve(g_s), s	4.1	28.1	4.3	5.4	34.2	2.4	13.2	0.0	6.7	9.5	0.0	1.1
Cycle Q Clear(g_c), s	4.1	28.1	4.3	5.4	34.2	2.4	13.2	0.0	6.7	9.5	0.0	1.1
Prop In Lane	1.00		1.00	1.00		1.00	1.00		0.52	1.00		0.39
Lane Grp Cap(c), veh/h	115	1751	767	124	1768	768	499	0	190	188	0	135
V/C Ratio(X)	0.54	0.66	0.15	0.66	0.75	0.08	0.80	0.00	0.53	0.78	0.00	0.13
Avail Cap(c_a), veh/h	133	1751	767	193	1866	811	615	0	210	254	0	164
HCM Platoon Ratio	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Upstream Filter(I)	1.00	1.00	1.00	1.00	1.00	1.00	1.00	0.00	1.00	1.00	0.00	1.00
Uniform Delay (d), s/veh	49.2	18.1	12.6	49.3	19.2	11.9	44.6	0.0	45.2	47.2	0.0	46.8
Incr Delay (d2), s/veh	2.9	0.9	0.1	4.4	1.5	0.0	5.6	0.0	1.7	8.8	0.0	0.3
Initial Q Delay(d3), s/veh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
%ile BackOfQ(50%),veh/ln	1.7	9.6	1.4	2.2	11.4	0.8	5.7	0.0	2.7	4.4	0.0	0.5
Unsig. Movement Delay, s/veh												
LnGrp Delay(d), s/veh	52.1	19.0	12.7	53.7	20.7	11.9	50.3	0.0	46.9	56.0	0.0	47.1
LnGrp LOS	D	B	B	D	C	B	D		D	E		D
Approach Vol, veh/h	1335			1467			500			164		
Approach Delay, s/veh	20.0			22.2			49.6			55.0		
Approach LOS	B			C			D			D		
Timer - Assigned Phs	1	2	3	4	5	6	7	8				
Phs Duration (G+Y+Rc), s	12.3	63.1	21.1	13.1	11.8	63.7	16.5	17.6				
Change Period (Y+Rc), s	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0				
Max Green Setting (Gmax), s	12.0	58.0	20.0	10.0	8.0	62.0	16.0	14.0				
Max Q Clear Time (g_c+I1), s	7.4	30.1	15.2	3.1	6.1	36.2	11.5	8.7				
Green Ext Time (p_c), s	0.1	15.1	0.9	0.0	0.0	22.4	0.2	0.1				
Intersection Summary												
HCM 7th Control Delay, s/veh				26.8								
HCM 7th LOS				C								
Notes												
User approved pedestrian interval to be less than phase max green.												

























08/28/2025

												
Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Sign Control		Stop			Stop			Stop			Yield	
Traffic Volume (vph)	85	13	8	2	1	133	6	346	2	26	146	80
Future Volume (vph)	85	13	8	2	1	133	6	346	2	26	146	80
Peak Hour Factor	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90	0.90
Hourly flow rate (vph)	94	14	9	2	1	148	7	384	2	29	162	89
Direction, Lane #	EB 1	WB 1	NB 1	SB 1								
Volume Total (vph)	117	151	393	280								
Volume Left (vph)	94	2	7	29								
Volume Right (vph)	9	148	2	89								
Hadj (s)	0.17	-0.57	0.03	-0.08								
Departure Headway (s)	6.1	5.3	5.1	5.2								
Degree Utilization, x	0.20	0.22	0.56	0.40								
Capacity (veh/h)	514	588	665	651								
Control Delay (s/veh)	10.6	9.8	14.5	11.7								
Approach Delay (s/veh)	10.6	9.8	14.5	11.7								
Approach LOS	B	A	B	B								
Intersection Summary												
Delay				12.4								
Level of Service				B								
Intersection Capacity Utilization				56.1%	ICU Level of Service	B						
Analysis Period (min)				15								

HCM 7th Signalized Intersection Summary

4: Cumulus Avenue & NE Three Mile Lane (OR 18)

08/28/2025

												
Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Traffic Volume (veh/h)	116	1185	97	98	1172	40	147	10	151	95	6	148
Future Volume (veh/h)	116	1185	97	98	1172	40	147	10	151	95	6	148
Initial Q (Qb), veh	0	0	0	0	0	0	0	0	0	0	0	0
Lane Width Adj.	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Ped-Bike Adj(A_pbT)	1.00		1.00	1.00		1.00	1.00		1.00	1.00		1.00
Parking Bus, Adj	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Work Zone On Approach	No			No			No			No		
Adj Sat Flow, veh/h/ln	1668	1709	1750	1750	1709	1750	1750	1750	1750	1709	1750	1695
Adj Flow Rate, veh/h	121	1234	49	102	1221	19	153	10	20	99	6	65
Peak Hour Factor	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96
Percent Heavy Veh, %	6	3	0	0	3	0	0	0	0	3	0	4
Cap, veh/h	162	1779	798	143	1726	788	185	155	117	197	154	273
Arrive On Green	0.10	0.55	0.54	0.09	0.53	0.53	0.11	0.09	0.08	0.12	0.09	0.09
Sat Flow, veh/h	1589	3247	1483	1667	3247	1483	1667	1750	1483	1628	1750	1437
Grp Volume(v), veh/h	121	1234	49	102	1221	19	153	10	20	99	6	65
Grp Sat Flow(s),veh/h/ln	1589	1624	1483	1667	1624	1483	1667	1750	1483	1628	1750	1437
Q Serve(g_s), s	7.5	28.2	0.9	6.1	28.7	0.3	9.1	0.5	1.0	5.8	0.3	2.7
Cycle Q Clear(g_c), s	7.5	28.2	0.9	6.1	28.7	0.3	9.1	0.5	1.0	5.8	0.3	2.7
Prop In Lane	1.00		1.00	1.00		1.00	1.00		1.00	1.00		1.00
Lane Grp Cap(c), veh/h	162	1779	798	143	1726	788	185	155	117	197	154	273
V/C Ratio(X)	0.75	0.69	0.06	0.72	0.71	0.02	0.83	0.06	0.17	0.50	0.04	0.24
Avail Cap(c_a), veh/h	266	1949	875	230	1853	846	312	258	204	224	155	274
HCM Platoon Ratio	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Upstream Filter(I)	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Uniform Delay (d), s/veh	44.4	16.8	3.4	45.3	17.9	3.2	44.2	42.5	28.8	41.8	42.4	18.0
Incr Delay (d2), s/veh	5.0	0.9	0.0	4.9	1.1	0.0	6.8	0.1	0.5	1.5	0.1	0.3
Initial Q Delay(d3), s/veh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
%ile BackOfQ(50%),veh/ln	3.0	8.9	0.5	2.6	9.3	0.2	4.1	0.2	0.5	2.4	0.1	1.1
Unsig. Movement Delay, s/veh												
LnGrp Delay(d), s/veh	49.4	17.6	3.4	50.2	19.0	3.2	51.0	42.6	29.3	43.3	42.5	18.3
LnGrp LOS	D	B	A	D	B	A	D	D	C	D	D	B
Approach Vol, veh/h	1404			1342			183			170		
Approach Delay, s/veh	19.9			21.1			48.2			33.7		
Approach LOS	B			C			D			C		
Timer - Assigned Phs	1	2	3	4	5	6	7	8				
Phs Duration (G+Y+Rc), s	12.7	59.7	16.3	13.0	14.4	58.0	16.3	13.0				
Change Period (Y+Rc), s	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0				
Max Green Setting (Gmax), s	13.0	60.0	19.0	8.0	16.0	57.0	13.0	14.0				
Max Q Clear Time (g_c+I1), s	8.1	30.2	11.1	4.7	9.5	30.7	7.8	3.0				
Green Ext Time (p_c), s	0.1	24.5	0.3	0.1	0.2	21.8	0.1	0.1				

Intersection Summary

HCM 7th Control Delay, s/veh	22.8
HCM 7th LOS	C

























Notes

User approved pedestrian interval to be less than phase max green.

HCM 7th Signalized Intersection Summary

2: SE Norton Lane & NE Three Mile Lane (OR 18)

08/28/2025

												
Movement	EBL	EBT	EBR	WBL	WBT	WBR	NBL	NBT	NBR	SBL	SBT	SBR
Lane Configurations												
Traffic Volume (veh/h)	60	1115	163	79	1268	127	384	46	128	140	11	85
Future Volume (veh/h)	60	1115	163	79	1268	127	384	46	128	140	11	85
Initial Q (Qb), veh	0	0	0	0	0	0	0	0	0	0	0	0
Lane Width Adj.	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Ped-Bike Adj(A_pbT)	1.00		1.00	1.00		1.00	1.00		0.99	1.00		1.00
Parking Bus, Adj	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Work Zone On Approach	No			No			No			No		
Adj Sat Flow, veh/h/ln	1695	1709	1682	1709	1709	1668	1736	1682	1695	1723	1750	1723
Adj Flow Rate, veh/h	62	1161	113	82	1321	64	400	48	17	146	11	5
Peak Hour Factor	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96	0.96
Percent Heavy Veh, %	4	3	5	3	3	6	1	5	4	2	0	2
Cap, veh/h	115	1741	763	125	1758	764	504	210	166	189	145	107
Arrive On Green	0.07	0.54	0.54	0.08	0.54	0.54	0.16	0.13	0.12	0.12	0.08	0.07
Sat Flow, veh/h	1615	3247	1423	1628	3247	1411	3208	1682	1429	1641	1750	1454
Grp Volume(v), veh/h	62	1161	113	82	1321	64	400	48	17	146	11	5
Grp Sat Flow(s),veh/h/ln	1615	1624	1423	1628	1624	1411	1604	1682	1429	1641	1750	1454
Q Serve(g_s), s	4.0	28.1	4.4	5.3	34.2	2.4	13.1	2.8	1.2	9.4	0.6	0.3
Cycle Q Clear(g_c), s	4.0	28.1	4.4	5.3	34.2	2.4	13.1	2.8	1.2	9.4	0.6	0.3
Prop In Lane	1.00		1.00	1.00		1.00	1.00		1.00	1.00		1.00
Lane Grp Cap(c), veh/h	115	1741	763	125	1758	764	504	210	166	189	145	107
V/C Ratio(X)	0.54	0.67	0.15	0.66	0.75	0.08	0.79	0.23	0.10	0.77	0.08	0.05
Avail Cap(c_a), veh/h	148	1761	772	195	1851	804	649	210	166	287	161	120
HCM Platoon Ratio	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Upstream Filter(I)	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Uniform Delay (d), s/veh	48.8	18.2	12.7	48.8	19.3	12.0	44.1	42.9	43.0	46.7	46.0	46.8
Incr Delay (d2), s/veh	2.9	0.9	0.1	4.3	1.6	0.0	4.7	0.4	0.2	5.4	0.2	0.1
Initial Q Delay(d3), s/veh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
%ile BackOfQ(50%),veh/ln	1.7	9.7	1.4	2.2	11.3	0.8	5.5	1.2	0.4	4.1	0.3	0.1
Unsig. Movement Delay, s/veh												
LnGrp Delay(d), s/veh	51.6	19.1	12.8	53.2	20.9	12.0	48.8	43.3	43.2	52.2	46.2	46.9
LnGrp LOS	D	B	B	D	C	B	D	D	D	D	D	D
Approach Vol, veh/h	1336				1467				465		162	
Approach Delay, s/veh	20.1				22.3				48.0		51.6	
Approach LOS	C				C				D		D	
Timer - Assigned Phs	1	2	3	4	5	6	7	8				
Phs Duration (G+Y+Rc), s	12.3	62.3	21.1	13.0	11.8	62.9	16.5	17.6				
Change Period (Y+Rc), s	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0				
Max Green Setting (Gmax), s	12.0	58.0	21.0	9.0	9.0	61.0	18.0	12.0				
Max Q Clear Time (g_c+I1), s	7.3	30.1	15.1	2.6	6.0	36.2	11.4	4.8				
Green Ext Time (p_c), s	0.1	15.1	1.0	0.0	0.0	21.7	0.3	0.1				
Intersection Summary												
HCM 7th Control Delay, s/veh			26.3									
HCM 7th LOS			C									
Notes												
User approved pedestrian interval to be less than phase max green.												

2. NE Three Mile Lane (OR 18) & SE Norton Lane

APM Section 13.4.4: Critical Intersection v/c ratio

- Method:
- Determine Critical Movements in HCM 2000 reports
 - HCM 6th reports, determine adjusted and sat flow rates
 - Adjust Flow/Sat Flow
 - Sum up Crit Movement Flow Rates
 - Xc of intersection = sum(crit.move. Flow rates*(C/(C-L)))

PM Peak Hour																				
					Adjust Flow				Saturated Flow				Adj/Sat Flows					C	L	Xc
Critical Movement					EBL	WBT	NBT	SBL	EBL	WBT	NBT	SBL	EBL	WBT	NBT	SBL	Sum			
2025 Existing													#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	120	16	#DIV/0!
2041 HZBG	EBL	WBT	NBT	SBL	62	1177	120	141	1615	3247	1511	1641	0.03839	0.362488	0.079418	0.085923	0.566219	120	16	0.653
2041 HZBO					62	1321	100	146	1615	3247	1533	1641	0.03839	0.406837	0.065232	0.08897	0.599429	120	16	0.692
2041 HZBO - Mit	EBL	WBT	NBL	SBT	62	1321	400	11	1615	3247	3208	1750	0.03839	0.406837	0.124688	0.006286	0.576201	120	16	0.665

4. NE Three Mile Lane (OR 18) & Cumulus Avenue

APM Section 13.4.4: Critical Intersection v/c ratio

- Method:
- Determine Critical Movements in HCM 2000 reports

HCM 6th reports, determine adjusted and sat flow rates

Adjust Flow/Sat Flow

Sum up Crit Movement Flow Rates

Xc of intersection = sum(crit.move. Flow rates*(C/(C-L)))

PM Peak Hour																				
	Critical Movement				Adjust Flow				Saturated Flow				Adj/Sat Flows				Sum	C	L	Xc
	EBL	WBT	NBL	SBT	EBL	WBT	NBL	SBT	EBL	WBT	NBL	SBT	EBL	WBT	NBL	SBT				
2025 Existing													#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	120	12	#DIV/0!
2041 HZBG	EBL	WBT	NBL	SBT	125	1261	115		1589	3247	1437	1	0.078666	0.388358	0.080028	0	0.547052	120	12	0.608
2041 HZBO					121	1221	153	6	1589	3247	1667	1750	0.076149	0.376039	0.091782	0.003429	0.547398	120	12	0.608

Intersection: 1: SE Norton Lane & NE Cumulus Avenue

Movement	EB	NB	SB
Directions Served	LR	LT	TR
Maximum Queue (ft)	90	115	92
Average Queue (ft)	45	32	47
95th Queue (ft)	71	82	75
Link Distance (ft)	1049	169	409
Upstream Blk Time (%)			
Queuing Penalty (veh)			
Storage Bay Dist (ft)			
Storage Blk Time (%)			
Queuing Penalty (veh)			

Intersection: 2: SE Norton Lane & NE Three Mile Lane (OR 18)

Movement	EB	EB	EB	EB	WB	WB	WB	WB	NB	NB	NB	SB
Directions Served	L	T	T	R	L	T	T	R	L	L	TR	L
Maximum Queue (ft)	213	401	384	220	227	353	366	85	198	211	214	154
Average Queue (ft)	57	243	204	51	90	186	198	33	106	121	106	74
95th Queue (ft)	131	347	318	146	171	318	334	67	169	187	197	129
Link Distance (ft)		939	939			3572	3572		213	213	213	
Upstream Blk Time (%)									0	0	1	0
Queuing Penalty (veh)									0	1	2	0
Storage Bay Dist (ft)	250			120	250			350				100
Storage Blk Time (%)		7	21			3	0					5
Queuing Penalty (veh)		4	25			4	0					5

Intersection: 2: SE Norton Lane & NE Three Mile Lane (OR 18)

Movement	SB
Directions Served	TR
Maximum Queue (ft)	160
Average Queue (ft)	52
95th Queue (ft)	122
Link Distance (ft)	169
Upstream Blk Time (%)	0
Queuing Penalty (veh)	1
Storage Bay Dist (ft)	
Storage Blk Time (%)	2
Queuing Penalty (veh)	3

Intersection: 3: SE Norton Lane & SE Stratus Avenue

Movement	EB	WB	NB	SB
Directions Served	LTR	LTR	LTR	LTR
Maximum Queue (ft)	63	116	94	85
Average Queue (ft)	35	59	51	20
95th Queue (ft)	55	94	79	57
Link Distance (ft)	306	241	772	213
Upstream Blk Time (%)				
Queuing Penalty (veh)				
Storage Bay Dist (ft)				
Storage Blk Time (%)				
Queuing Penalty (veh)				

Intersection: 4: Cumulus Avenue & NE Three Mile Lane (OR 18)

Movement	EB	EB	EB	WB	WB	WB	WB	NB	SB	SB	SB
Directions Served	L	T	TR	L	T	T	R	LTR	L	T	R
Maximum Queue (ft)	149	253	273	27	343	326	36	39	127	4	110
Average Queue (ft)	69	86	100	1	175	156	14	5	58	0	43
95th Queue (ft)	124	210	231	11	297	290	38	23	108	5	88
Link Distance (ft)		3572	3572		1580	1580		830		552	
Upstream Blk Time (%)											
Queuing Penalty (veh)											
Storage Bay Dist (ft)	270			400			250		150		150
Storage Blk Time (%)		0			0	2			0		0
Queuing Penalty (veh)		0			0	1			0		0

Network Summary

Network wide Queuing Penalty: 46

Intersection: 1: SE Norton Lane & NE Cumulus Avenue

Movement	EB	NB	SB
Directions Served	LR	LT	TR
Maximum Queue (ft)	94	116	90
Average Queue (ft)	50	33	50
95th Queue (ft)	81	82	77
Link Distance (ft)	1049	169	424
Upstream Blk Time (%)			
Queuing Penalty (veh)			
Storage Bay Dist (ft)			
Storage Blk Time (%)			
Queuing Penalty (veh)			

Intersection: 2: SE Norton Lane & NE Three Mile Lane (OR 18)

Movement	EB	EB	EB	EB	WB	WB	WB	WB	NB	NB	NB	SB
Directions Served	L	T	T	R	L	T	T	R	L	L	TR	L
Maximum Queue (ft)	175	388	367	219	267	401	408	150	197	198	206	156
Average Queue (ft)	48	231	201	62	73	206	216	32	113	110	93	85
95th Queue (ft)	96	336	322	174	166	364	378	99	175	173	181	142
Link Distance (ft)		939	939			3572	3572		213	213	213	
Upstream Blk Time (%)									0	0	2	0
Queuing Penalty (veh)									0	0	3	0
Storage Bay Dist (ft)	250			120	250			350				100
Storage Blk Time (%)		5	19			5	1					8
Queuing Penalty (veh)		3	30			4	1					8

Intersection: 2: SE Norton Lane & NE Three Mile Lane (OR 18)

Movement	SB
Directions Served	TR
Maximum Queue (ft)	173
Average Queue (ft)	62
95th Queue (ft)	136
Link Distance (ft)	169
Upstream Blk Time (%)	1
Queuing Penalty (veh)	3
Storage Bay Dist (ft)	
Storage Blk Time (%)	3
Queuing Penalty (veh)	4

Intersection: 3: SE Norton Lane & SE Stratus Avenue

Movement	EB	WB	NB	SB
Directions Served	LTR	LTR	LTR	LTR
Maximum Queue (ft)	88	63	139	56
Average Queue (ft)	36	33	64	12
95th Queue (ft)	64	58	113	41
Link Distance (ft)	306	241	772	213
Upstream Blk Time (%)				
Queuing Penalty (veh)				
Storage Bay Dist (ft)				
Storage Blk Time (%)				
Queuing Penalty (veh)				

Intersection: 4: Cumulus Avenue & NE Three Mile Lane (OR 18)

Movement	EB	EB	EB	EB	WB	WB	WB	WB	NB	NB	NB	SB
Directions Served	L	T	T	R	L	T	T	R	L	T	R	L
Maximum Queue (ft)	222	407	420	288	128	383	360	73	166	81	142	119
Average Queue (ft)	84	160	168	28	62	194	182	11	84	9	59	58
95th Queue (ft)	160	330	335	130	113	315	307	51	144	44	118	104
Link Distance (ft)		3572	3572			1568	1568			817		
Upstream Blk Time (%)												
Queuing Penalty (veh)												
Storage Bay Dist (ft)	270			250	400			250	150		150	150
Storage Blk Time (%)		2	4			0	3		1	0	0	0
Queuing Penalty (veh)		3	4			0	1		2	0	1	0

Intersection: 4: Cumulus Avenue & NE Three Mile Lane (OR 18)

Movement	SB	SB
Directions Served	T	R
Maximum Queue (ft)	48	115
Average Queue (ft)	6	47
95th Queue (ft)	29	95
Link Distance (ft)	552	
Upstream Blk Time (%)		
Queuing Penalty (veh)		
Storage Bay Dist (ft)		150
Storage Blk Time (%)		
Queuing Penalty (veh)		

Network Summary

Network wide Queuing Penalty: 68

Intersection: 2: SE Norton Lane & NE Three Mile Lane (OR 18)

Movement	EB	EB	EB	EB	WB	WB	WB	WB	NB	NB	NB	NB
Directions Served	L	T	T	R	L	T	T	R	L	L	T	R
Maximum Queue (ft)	209	368	342	220	143	367	380	66	182	185	98	101
Average Queue (ft)	47	200	168	44	53	171	179	21	97	103	38	44
95th Queue (ft)	135	315	294	140	109	312	321	50	158	162	80	79
Link Distance (ft)		927	927			3559	3559		210	210	210	
Upstream Blk Time (%)									0	0		
Queuing Penalty (veh)									0	0		
Storage Bay Dist (ft)	250			120	250			350				100
Storage Blk Time (%)		3	12	0		2	0				0	0
Queuing Penalty (veh)		2	20	0		2	1				1	0

Intersection: 2: SE Norton Lane & NE Three Mile Lane (OR 18)

Movement	SB	SB	SB
Directions Served	L	T	R
Maximum Queue (ft)	141	163	103
Average Queue (ft)	74	22	38
95th Queue (ft)	122	81	77
Link Distance (ft)		169	
Upstream Blk Time (%)	0	0	
Queuing Penalty (veh)	0	1	
Storage Bay Dist (ft)	100		100
Storage Blk Time (%)	4	0	1
Queuing Penalty (veh)	4	0	1



MCMINNVILLE LANDING INNOVATION DISTRICT

Infrastructure Assessment and Funding Plan

McMinnville, Oregon

Job No. 24001418

Prepared for:

City of McMinnville

231 NE Fifth Street

McMinnville, Oregon 97218

Prepared by:

Atwell, LLC

9755 SW Barnes Road, Suite 150

Portland, OR 97725

October 10, 2025

MCMINNVILLE LANDING INNOVATION DISTRICT

Infrastructure Assessment and Funding Plan

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1.0 INTRODUCTION

The McMinnville Landing Innovation District (The Landing) is an approximately 190 Acre development within the City of McMinnville city limits. The purpose of the master plan was to develop a development framework from which development would meet the primary landholder and city objectives of providing a vibrant development to spur economic development within the city. The framework divided the property into three land blocks: Commercial (44 Ac), Employment (101 AC), Parks/Open Space (36 AC) and Right of Way (9 AC).

The purpose of this report was to review existing information on the infrastructure available to support the development, the condition of that infrastructure, and conceptualize the public improvements necessary to foster individual parcel development proposals within The Landing.

The following analysis provides information on the existing conditions, design considerations and conceptual pricing/funding strategies for the initial public improvements within The Landing property boundary. There are external infrastructure needs necessary to adequately serve The Landing, but those costs are identified as Capital Improvement Program (CIP) elements withing the ongoing master plan efforts that are required to serve properties within the City of McMinnville city limits. Ongoing studies include:

- Sanitary Sewer Master Plan
- Water System Master Plan
- Transportation System Plan
- Airport Master Plan

Each of these plans, once completed, will provide specific recommendations on city wide infrastructure improvements necessary to serve the area with which The Landing property resides. At the time of this report these discrete recommendations were not available and sections have been provided within this report to include those recommendations when they are published to complete the final report and provide documentation on how The Landing fits within the city-wide infrastructure development.

2.0 STORM DRAINAGE

2.1 EXISTING CONDITIONS

The existing system is limited in both capacity and depth by the current infrastructure in NE Three Mile Lane (which is controlled by the Oregon Department of Transportation) and therefore cannot provide service to The Landing.

2.2 STORMWATER DESIGN CONSIDERATIONS

The City of McMinnville currently does not have adopted stormwater management requirements or an MS4 but follow Oregon Drainage Law in the implementation of

stormwater improvements within the city. It may be some time until a DEQ MS4 permit, and its requirements are adopted by the City. In absence of these regulations the City feels it prudent that stormwater be addressed as part of The Landing infrastructure analysis. McMinnville's Storm Drainage Master Plan was not adopted by the City Council but provides a published record of storm water criteria in Appendix E, Design and Construction Standards for storm drainage. Without other published data for the city, these criteria were used as the basis of analysis for The Landing storm sewer infrastructure. The Master Plan identifies two basins within The Landing property, East End Basin K (E-K) and East End Basin L0 (E-L0). These basins have been delineated on the Storm Drainage plan, Figure 1 (Appendix A), with E-K discharging to the existing drainage to the west and E-L0 discharging to the south to the South Yamhill River. Final engineering should review if a single facility can be used for The Landing to limit downstream modifications and costs and provide a single point of discharge to the South Yamhill River without detention rather than over existing farmland outside the Urban Growth Boundary (UGB).

The standards provide the following guidance:

- Stormwater Detention:
 - The stormwater manual indicates that detention is not required when discharging directly to the South Yamhill River so basin E-L0 would be providing no detention, only water quality prior to discharge.
 - Stormwater detention, if required, needs to restrict the 10-yr post condition to the pre-existing condition per the rational method.
- Stormwater Quality:
 - Grassy Swales – During design of the infrastructure, infiltration test should be conducted to assure adequate dissipation of the wet wells particularly basin EL-0 and potentially design a large grassy swale or mechanical treatment for water quality if infiltration rates are not sufficient.
 - Water Quality Flows estimated for 2-yr event:
Basin E-K – 46 Cubic Feet per Second (CFS)
Basin E-L0 – 63 CFS
 - Wet Ponds – The wet ponds illustrated on Figure 1 are sized to provide regional facilities for both basins. City public works has indicated there is concern with the ability of existing soils to adequately infiltrate storms to prevent bird attraction and therefore conflict with the adjacent airport.
 - Estimated Pond Volumes for Wet Ponds:
Basin E-K - 375,000 Cubic Feet (CF)
Basin E-L0 - 495,000 CF

- Pipe Sizing: Pipes have been conceptually sized (minimum size twelve”) for the projected discharges for the basins to allow for project cost estimating: (Flows are conceptual and final analysis conducted during final engineering)
 - E-K 50-yr discharge to basin estimated at 87 CFS.
 - E-L0 50-yr discharge to basin estimated at 117 CFS.

3.0 SANITARY SEWER

3.1 EXISTING CONDITIONS

Sanitary sewer infrastructure is owned and operated by the City of McMinnville. There is existing gravity sewer infrastructure in both NE Three Mile Lane and NE Norton Lane. The wastewater master plan (WWMP) is currently being updated by the City’s consultant team and a copy of the plan was not available at the time of this report’s publication. The master plan team indicated that there are upstream and downstream deficiencies with the existing system that will impact development on The Landing. A review of the Public Facilities Plan’s Capital Improvement Plan (CIP) provides the following improvements required to adequately serve The Landing: (Note - will be completed when available through either an addendum to the report or as a reprint for a final issue)

- | | | |
|-------------|-------|------------------|
| 1. CIP Item | \$XXX | Year identified. |
| 2. CIP Item | \$XXX | Year identified. |
| 3. CIP Item | \$XXX | Year identified. |

Based upon review of the gravity sewer infrastructure within NE Three Mile Lane Area it was determined that the available gravity system could not serve the entire property without pump station within The Landing or downstream modifications to support gravity service to the entire property.

3.2 SANITARY SEWER DESIGN CONSIDERATIONS

The City of McMinnville currently uses the Oregon Department of Transportation (ODOT) Standard Specification for Construction, 2021 as the basis of their construction of public sanitary sewer infrastructure. The following design parameters were used to prepare The Landing sanitary sewer infrastructure:

- Six-foot minimum depth for sanitary sewer mains.
- Eight-inch minimum size for infrastructure sanitary sewer mains with ten-inch pipes estimated for piping to The Landing pump station.
- Minimum pipe slope 0.004 ft/ft
- Per the master plan sanitary sewer usage is estimated to be 30 gallons per day per acre (GPD/AC) for commercial property and 24 GPD/AC for employment.
- Work is ongoing with the master plan team to determine public pump station

sizing and costs but have not been provided final information at the time of this report.

- Using 30 GPD/employee and 24 employees per acre and 300 GPD/EDU The Landing would develop approximately 610 EDUs over the site. This results in an estimated peak hourly demand (PHD) for the pump station of approximately 350 GPM. This is based on the number of employees when you add an additional 30% for process discharge in the employment areas a conceptual estimate for The Landing pump station would be 450 GPM.

3.3 DEVELOPMENT ALTERNATIVES

The property cannot be entirely served by the existing gravity sewer system in NE Three Mile Lane. The sanitary sewer plan, Figure 2 (Appendix A), illustrates a conceptual layout within the spine roads and potential extension of the system throughout The Landing with discharge to a pump station located in the SW corner of the site and ultimate discharge to the gravity system near the NW corner of the property in NE Three Mile Lane.

The master plan team is looking at the entire sanitary sewer collection system within the city and their analysis has indicated several deficiencies in the existing infrastructure including gravity sewer capacity requiring upsizing/deepening and pump station upgrades. Analyzing the options for the area in and around The Landing, the WWMP team has developed three alternatives to meet the needs of The Landing and the greater system outside The Landing. The alternatives are listed below. Their final report will need to be reviewed, and the Preferred Alternative incorporated into the final infrastructure plan for The Landing.

- Alternative 1 – Innovation campus develops with new gravity system within the property and a public pump station that serves only The Landing. This requires downstream upsizing and upgrade of the existing PS Three Mile Lane – 3 pump station at the intersection of NE Three Mile Lane and SE Cumulus Avenue.
- Alternative 2 – Decommission the pump station at SE Cumulus Avenue, upsize and deepen the gravity piping within The Landing to accommodate the additional off-site flow and upsize The Landing pump station and force main.
- Alternative 3 – Decommission the pump station at SE Cumulus Avenue, upsize and deepen the gravity piping within The Landing to accommodate the additional off-site flow and deepen downstream gravity piping to eliminate the need for The Landing pump station.

Any one of these alternatives would provide adequate public sanitary sewer service to The Landing. Alternatives 2 & 3 would have a significant impact on the sanitary

sewer infrastructure cost for The Landing and the incremental cost would need to be identified and allocated to the City CIP rather than the cost of developing The Landing.

4.0 WATER

4.1 EXISTING CONDITIONS

The water system is owned and operated by McMinnville Water and Light (MWL). The existing water infrastructure adjacent to the Innovation Center consists of a series of underground mains connected to their reservoir system that maintains a constant pressure zone of 80-100 Punds per Square Inch (psi). Although the system has sufficient capacity, the consultants for the water system masterplan which is currently under way indicates that upstream restrictions may impact fire flow to The Landing. Fire flow demand may require upsizing mains in The Landing which is not standard policy of MWL. A review of the masterplan and capital improvement plan (CIP) with timing of improvements provide the follow improvements required to adequately serve The Landing: (Note - will be completed when available through either an addendum to the report or as a reprint for a final issue)

- | | | |
|-------------|-------|------------------|
| 1. CIP Item | \$XXX | Year identified. |
| 2. CIP Item | \$XXX | Year identified. |
| 3. CIP Item | \$XXX | Year identified. |

4.2 WATER SYSTEM DESIGN CONSIDERATIONS

The Water Main Plan, Figure 3 (Appendix A), provides a conceptual layout of the water mains using standard sizing for fire flow without upsizing to compensate for upstream deficiencies. A review of the final water system master plan should be completed to determine if adjustments to the proposed layout is necessary.

MWL has also indicated that their long-range planning (20-30 years out) has a new water treatment plant to treat water from the Willamette River to be located just south of the Willamette Valley Medical Center. This placement could require a 36-inch raw water line to be located within The Landing Street network and a 36-inch treated waterline leaving the treatment facility to be placed within The Landing Street network. These have not been added to Figure 2 due to the long-range nature and uncertainty of siting the treatment facility and routing needs. Coordination with MWL will need to be conducted during design of The Landing Street network to allow for the future facilities. For purposes of The Landing infrastructure costs, these facilities are not being included since the cost of this work would be solely covered by MWL.

In developing The Landing water system layout, the following design considerations were used: (Work is ongoing with the masterplan team on water demand estimates for the property)

- Mains to be minimum twelve (12") for a maximum of 8 FPS at fire flow demands. These were indicated on the spine roads and secondary piping will need to be evaluated for fire flow demands as the pipes are extended within The Landing.
- Hydrants will be installed at six hundred feet on-center.
- Pipe will be C52 D.I. pipe with tyton/fastite joints.
- Butterfly valves on 12-inch pipes and Gate Valves on smaller pipes.

5.0 DRY UTILITIES

5.1 POWER AND COMMUNICATIONS

The power supply system is owned and operated by McMinnville Water and Light (MWL). There is currently a distribution system (primarily overhead, with some underground) located on the north side of NE Three Mile Lane. The distribution system in this area currently does not have sufficient capacity to serve The Landing.

MWL intends to purchase land south of the Willamette Medical Center (adjacent to where they intend to site a water treatment facility) and construct a new substation within the next five years to support development in this area. An over-head transmission line will be installed to supply the substation, and it will come from the west along NE Three Mile Lane to the substation and extend south which may require a 50-foot power easement through the Innovation Center to feed the substation. This easement will need to be coordinated with MWL and the master plan team to identify a suitable location.

Fiber communications, also controlled by MWL, will follow the power facilities, when installed, and be available to The Landing. The Dry Utilities Plan, Figure 4 (Appendix A) provides a conceptual layout of The Landing.

MWL has indicated that placement of primary power/communication infrastructure should not be placed under sidewalks. This requirement conflicts with the guiding principles of establishing an urban streetscape with buildings placed adjacent to the Right-of-Way. Further discussion with providers will need to come to a consensus on utility placement. During development, the team will need to coordinate closely with MWL to determine placement of vaults, sectionalization cabinets and equipment within easements that can be integrated into the fabric of the development while meeting the standards of MWL.

5.2 NATURAL GAS

Natural gas in this area is supplied by Northwest Natural Gas Company (NWN). They currently have facilities located in NE Three Mile Lane adjacent to the property. There are four-inch (4") and 4.5" lines in NE Three Mile Lane and a two-inch (2") line extending to the Medical Center on the west side of the property. NWN has indicated that these lines have sufficient capacity to serve The Landing. MWL has indicated they do not allow gas to be in a joint trench with power, so Figure 4 shows the NWN line behind the ROW within a 5-foot Public Utility Easement (PUE). Again, this goes against the guiding principles of establishing an urban streetscape and exact placement will need to be worked out with NWN and MWL.

6.0 STREET INFRASTRUCTURE

6.1 EXISTING CONDITIONS

There are currently no public streets within The Landing. SE Stratus Avenue is currently a private street serving the Willamette Valley Medical Center and runs along the west edge of the property. SE Cumulus Avenue enters the site on the north and provides private access to properties east of The Landing as well as access the McMinnville Airport west terminal area.

6.2 INTERNAL STREET DESIGN CONSIDERATIONS

The city intends to update their 2010 Transportation System Plan (TSP) and streets within The Landing will be classified accordingly based upon the recommendations of that update. Rights-of-Way indicated on the

The exact configuration at NE Three Mile Lane will be developed through coordination with ODOT. For the purposes of the primary infrastructure analysis and cost estimating a single typical section for a major collector was used for the “spine roads” which are the east/west extension of SE Stratus Ave to SE Cumulus Avenue and the southern extension of SE Cumulus Avenue. Additional streets within the campus would likely utilize a minor collector or local street typical section, to be determined in the upcoming TSP planning process.

Spine Roads - Major Collector: (East/West spine road, SE Stratus Avenue along west property line and SE Cumulus Avenue from the east/west spine road to NE Three Mile Lane)

- 44-foot curb to curb width (2'-11' travel lanes, 1-12' median lane, five' bike lanes) per City of McMinnville Drawing No. 40.
- Concrete Curb and Gutter
- 10-foot sidewalks with tree wells (from face of curb)
- Right-of-Way width seventy-eight feet
- Seven-foot City utility zone behind sidewalk and eight-foot PUE behind ROW. (Note: The “dry utility placement behind the sidewalk is the desire of MWL and conflicts with the guiding principles of establishing an urban streetscape with buildings place to the Right-of-Way. This will require further discussions with providers to come to a consensus on utility placement)

The current Airport Master Planning effort indicates that Cumulus Avenue will provide public access to the west terminal area as well as a planned park on airport property. Coordination will be necessary during final design of the eastly properties to provide adequate public infrastructure access to the west terminal area and any cross-fence integration with the airport.

7.0 PRIMARY PUBLIC INFRASTRUCTURE PRICING

A conceptual cost opinion has been developed for the primary public infrastructure within The Landing to provide access and utilities to facilitate development on the site. The secondary infrastructure needed to serve the site will be addressed in the City's infrastructure master plan updates (water, sewer and transportation) with a summary provided in Section 8.0.

The primary public infrastructure consists of the following elements:

1. The two spine roads and development of SE Stratus Ave west of the Willamette Valley Medical Center to City street standards. (Will require cooperation with the Medical Center)
2. Storm infrastructure in the streets and to the discharge points including treatment, if required.
3. Sanitary Sewer in the spine streets and a pump station to serve The Landing.
4. Water System within the spine streets, subs for extensions and two taps to the existing waterlines in Three Mile Lane.
5. Dry utilities to include power, fiber and trenching for natural gas.
6. Earthwork has not been estimated to either cut or fill the entire site as this is a high-level estimate and only nominal earthwork estimates have been included for the street infrastructure and allowances provided for the regional stormwater ponds.

The costs provided in this study are for service within The Landing and connection to infrastructure capable of supporting the proposed masterplan development. Consideration has not been provided for upsizing facilities to support city wide improvements that could be implemented to or through The Landing.

Unit pricing has been based upon discussions with local contractors. Discussions with the master planning teams are on-going and unit pricing consistent with the master planning efforts was not available at the time of this report. Pricing will be updated and validated with a summary of the pricing provided below with a detailed estimate in Appendix B:

Table 6.1 – Cost Opinion

Description	Estimated Amount (Rounded to \$100K)
Streets	\$4,000,000
Storm Drainage	\$1,600,000
Sanitary Sewer System	\$2,300,000
Water System	\$1,100,000

Description	Estimated Amount (Rounded to \$100K)
Dry Utilities	\$1,600,000
Estimated Construction Costs:	\$10,600,000
Mobilization/Overhead 10%	\$1,000,000
Construction Contingency 30%	\$3,200,000
Total Estimated Construction Costs:	\$14,800,000
City Administration 10%	\$1,500,000
Engineering/Testing/Permitting 25%	\$3,700,000
Total Estimated Project Cost	\$20,000,000

This estimate is based upon 2025 dollars and the values below represent probable cost for periods beyond 2025:

2030	\$26,700,000
2035	\$35,800,000
2040	\$47,900,000

This assumes a 6% interest rate and yearly compounding.

8.0 SECONDARY PUBLIC INFRASTRUCTURE

The City's water and wastewater master plan updates will be completed by November 30, 2025. The City's Transportation System Plan update has been delayed and a special Three Mile Lane Area Plan will be identified in the Transportation System Plan update scope of work to detail the needs in the entire Three Mile Lane Area. This is not anticipated to be completed until December 31, 2025.

9.0 FUNDING STRATEGIES

Funding public infrastructure to open new areas to development requires forethought and a concerted strategy to make this happen. It may require a phased approach to stimulate initial development which will fund further investment in The Landing. A phased approach would be to construct the access on SE Cumulus Ave. extended to the southerly boundary of The Landing and along the east/west spine road to a temporary cul-de-sac at the McMinnville Landing Commons which would open a large area of the site to development. A CIP for this phased approach could be something in the order of these Improvements:

• SE Cumulus Lane to Southern Boundary of The Landing	\$10,300,000
• East/West Spine Road to McMinnville Landing Commons	\$2,900,000
• Completion of the East/West Spine Road	\$4,000,000
• SE Stratus Avenue adjacent to Willamette Valley Medical Center	<u>\$1,100,000</u>
	\$18,300,000

Note: SE Cumulus Lane to southern boundary of The Landing includes the sanitary sewer pump station and associated piping throughout so overloads this first item. There may be an opportunity to serve some of the properties in this first phase by gravity and reduce the cost of the first item in the CIP.

The following provides several options that may be useful to the city working outside the general fund:

Establish a Local Improvement District (LID): Local Improvement Districts (LIDs) are a means of financing capital improvements that will primarily benefit property owners within a specific area. LIDs are formed by a city, town, county, or other local government with the approval of the property owners but are not self-governing special purpose districts. Capital improvements are then financed and paid for over time through special assessments on the benefiting properties. A LID must be approved both by a local government and the benefited property owners.

Reimbursement of Advanced Funding of Public Improvements (RAFPI) The McMinnville Municipal Code, Chapter 3.14, provides a process where an advanced financing agreement between a developer and the city, which is authorized by the council and executed by the City Manager, provides for the installation of, and payment for advanced financed public improvements. The city or a developer could be the applicant for such an agreement. This agreement is like an LID but does not carry the same number of steps and may prove a streamlined alternative to an LID.

Regionally Significant Industrial Sites program (RSIS) is a performance-based economic development program that reimburses RSIS project sponsors for approved site improvement expenditures such as land assembly, site preparation, utility and transportation improvements, environmental remediation and mitigation, and financing costs.

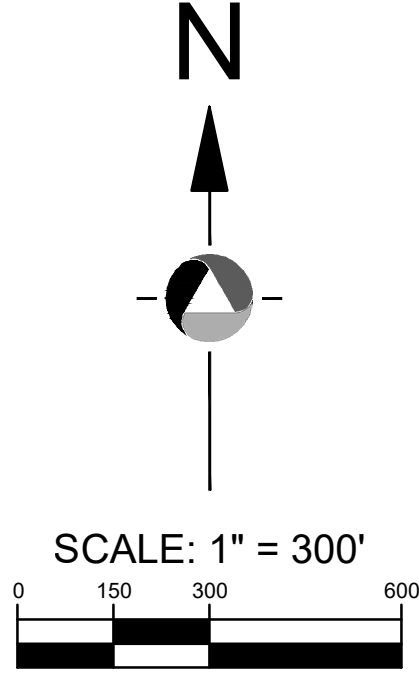
Special Public Works Fund (SPWF), that provides low-cost financing to eligible municipalities for planning, design, and construction of utilities and facilities essential to industrial growth, commercial enterprise, and job creation. Loan funding is available for financing small to large projects with favorable interest rates and terms up to 30 years or the useful life of the project, whichever is less, for most projects. Limited grant funding is available for technical assistance and emergency projects based on financial analysis.

Soil Banking, Preparing a “mass grading” plan for The Landing would be a means of providing an area where excess soil from local construction sites could be placed. The placement would need to be completed under the supervision of testing agency so that the resulting fill could be certified as structural fill. This would allow a revenue source while offsite infrastructure improvements are being completed. A challenge to this option is that the city does not control the land and would require cooperation of the landowners and be sufficiently lucrative to offset loss of crop revenue. Although McMinnville may be fairly remote from major projects with excess material, it would be worth while to review the development needs with local contractors to see if this is a viable alternative.

APPENDIX A

Figures:

- Figure 1 – Storm Drainage Plan
- Figure 2 – Sanitary Sewer Main Plan
- Figure 3 – Water System Plan
- Figure 4 – Dry Utilities Plan



SCALE:
AS NOTED

PROJECT MANAGER:
BRADY BERRY, PE

PROJECT ENGINEER:
BRADY BERRY, PE

DESIGNER:
BRIAN DENNEY

ISSUE DATE:
08/27/25

[illegible]

STORM DRAINAGE PLAN

McMINNVILLE LANDING
INNOVATION DISTRICT

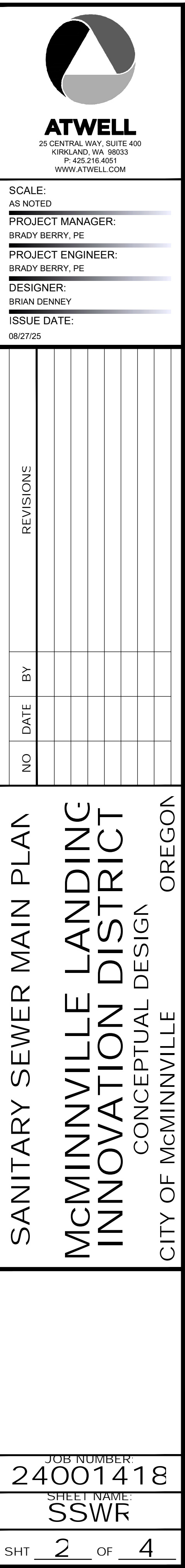
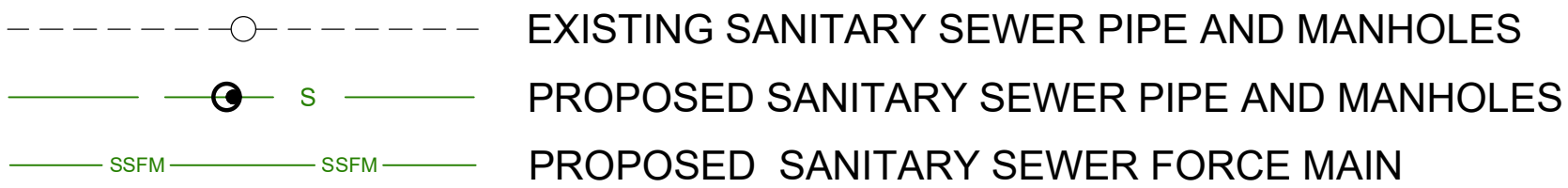
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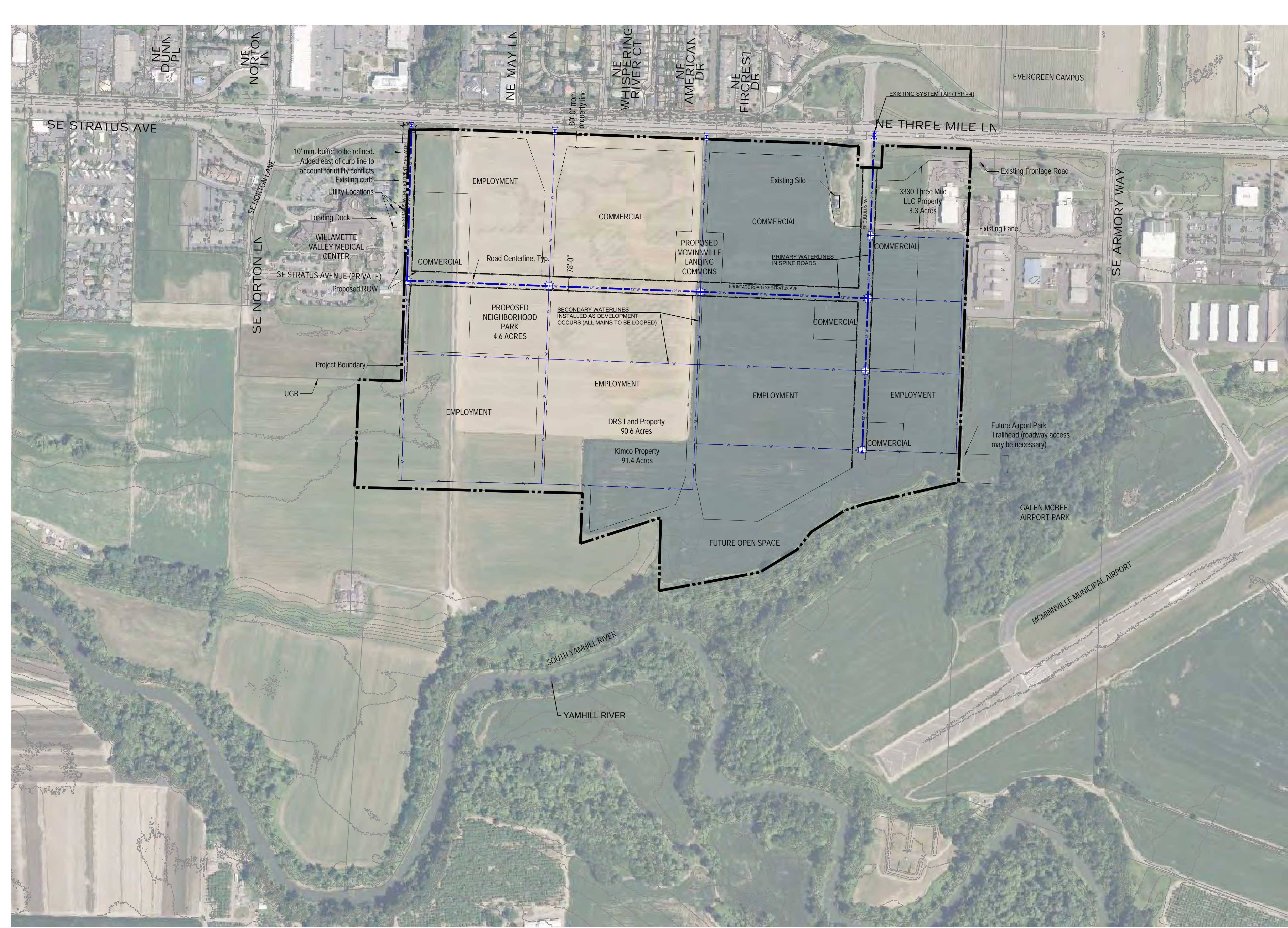
CITY OF McMINNVILLE OREGON

JOB NUMBER:
24001418

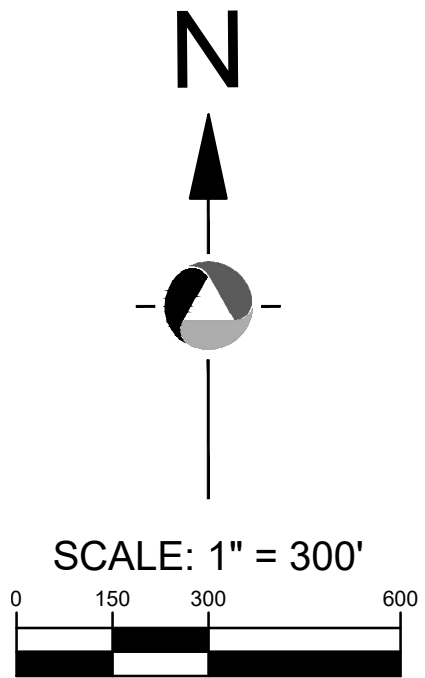
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STRM

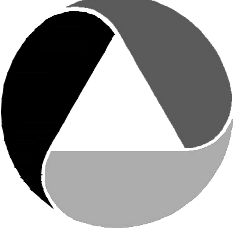
SHT - OF 4





----- EXISTING WATER MAIN PIPE
----- W ----- PROPOSED WATER MAIN PIPE





ATWELL
25 CENTRAL WAY, SUITE 400
KIRKLAND, WA 98033
P: 425.216.4051
WWW.ATWELL.COM

SCALE:
AS NOTED

PROJECT MANAGER:
BRADY BERRY, PE

PROJECT ENGINEER:
BRADY BERRY, PE

DESIGNER:
BRIAN DENNEY

ISSUE DATE:
08/27/25

REVISIONS			
NO	DATE	BY	

WATER MAIN PLAN

McMINNVILLE LANDING
INNOVATION DISTRICT

CONCEPTUAL DESIGN

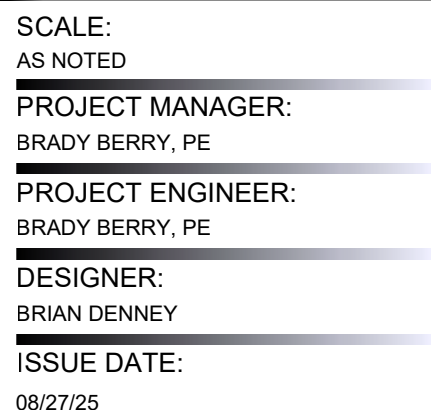
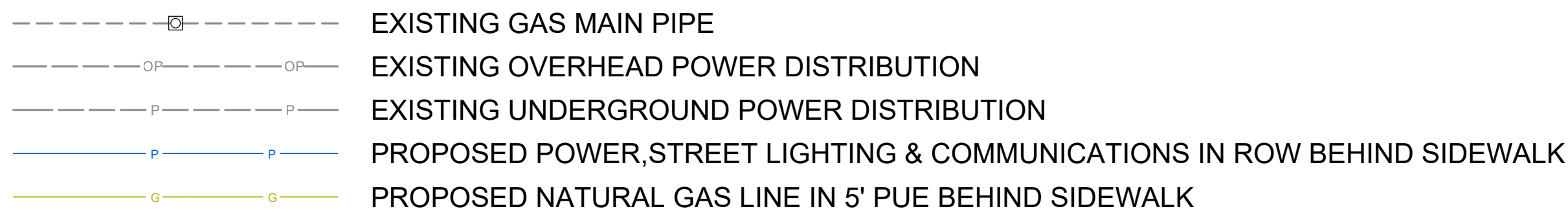
CITY OF McMINNVILLE

OREGON

JOB NUMBER:
24001418

SHEET NAME:
WATR

SHT 3 OF 4

[illegible]

DRY UTILITY PLAN

McMINNVILLE LANDING
INNOVATION DISTRICT

CONCEPTUAL DESIGN

CITY OF McMinnville OREGON

JOB NUMBER:
24001418

SHEET NAME:
UTIL

SHT 4 OF 4

APPENDIX B

Cost Estimate



McMinnville Landing Innovation District - Primary Infrastructure Engineer's Cost Opinion

No.	Item	Quantity	Unit	Unit Price	Estimated Cost	Section Total
Streets:						
1	Major Collector ¹	5700	LF	\$ 700	\$ 3,990,000	\$ 3,990,000
Storm Drain:						
1	12" SD (50 LF/350 LF of Road)	800	LF	\$ 95	\$ 76,000	\$ 1,630,250
2	18" SD	1950	LF	\$ 110	\$ 214,500	
3	24" SD	1850	LF	\$ 175	\$ 323,750	
4	36" SD	1600	LF	\$ 225	\$ 360,000	
5	48" SD	1100	LF	\$ 350	\$ 385,000	
6	48" SD Manholes (Up to 36" Pipes @ 450 o.c.)	12	EA	\$ 5,000	\$ 60,000	
7	72" SD Manholes (48" Pipes @ 450' o.c.)	3	EA	\$ 12,000	\$ 36,000	
8	West Stormwater Water Quality/Detention Pond	1	Allowance	\$ 75,000	\$ 75,000	
9	South Stormwater Quality Pond/Swale	1	Allowance	\$ 100,000	\$ 100,000	
Sanitary Sewer:						
1	10" SS Main - 0-10' Deep	3500	LF	\$ 115	\$ 402,500	\$ 2,298,500
2	Depth Greater than 10'	1500	LF	\$ 200	\$ 300,000	
3	SS Manholes	12	EA	\$ 8,000	\$ 96,000	
4	SS Pump Station - Smaller station for Innovation Campus Only	1	EA	\$ 1,500,000	\$ 1,500,000	
Water Sytem:						
1	12" D.I. CL 52 Water Main	5770	LF	\$ 150	\$ 865,500	\$ 1,078,900
2	12" Butterfly Valves (Est. one at 600' o.c. of main and 2-4 at intersections)	18	EA	\$ 3,500	\$ 63,000	
3	8" Gate Valves (Assumes all extensions beyond primary are 8")	11	EA	\$ 2,400	\$ 26,400	
4	Fire Hydrants (500' spacing of main)	12	EA	\$ 8,000	\$ 96,000	
5	12" Tap	2	EA	\$ 14,000	\$ 28,000	
Dry Utilities:						
1	Utility Trench (4'x5') - Power/Communications	10800	LF	\$ 50	\$ 540,000	\$ 1,639,500
2	Utility Trench (2'x4') - Gas	10500	LF	\$ 35	\$ 367,500	
3	2 - 6" Power Conduit	10800	EA	\$ 24	\$ 259,200	
4	2 - 4" Utility Conduit	10800	EA	\$ 16	\$ 172,800	
5	5106 Power Vaults (Per 1000 LF of Trench one for each power and comm.)	20	EA	\$ 15,000	\$ 300,000	

Total Construction Cost Estimate	\$	10,637,150
Mobilization	10% \$	1,063,715
Contingency	30% \$	3,191,145
Total Cost Opinion	\$	14,892,010
City Administration	10% \$	1,489,201
Engineering/Testing/Fees	25% \$	3,723,002
Estimated Total Cost	\$	20,104,213

Footnotes:

- 1 Major collector per Drawing No. 40 - 44' curb to curb width; 12' S/W w/Tree Wells 25' o.c., pcc curb and gutter, 42' pavement (5" AC on 2" 3/4"-0 on 10" 1.5"-0 aggregate base) and street lights each side at 125' o.c. with 1" conduit each side and Jct. box at each light.

McMinnville Innovation Campus

Community Engagement Plan

October 2024



Prepared for:



**City of
McMinnville**

City of McMinnville

Prepared by:



JLA Public Involvement

123 NE 3rd Avenue, Ste 210

Portland, OR 97232

INTRODUCTION

This Community Engagement Plan (CEP) will guide stakeholder and public involvement during the Innovation Campus planning project. The CEP reflects commitments from the City of McMinnville, Walker Macy, and JLA Public Involvement to carry out community engagement activities designed to keep key community groups and the broader public engaged and informed about the project and its goals. The Innovation Campus presents an opportunity to achieve the community vision identified in the Mac Town 2032 Economic Development Strategic Plan and the Three Mile Lane Area Plan (3MLAP) to create a collaborative space that serves the community's future needs of commercial development and high-density, upwardly mobile employment opportunities.

PROJECT OVERVIEW

Project Background

The Innovation Campus Master Plan will serve as the guide for how this 200-acre tract of land on the southside of Highway 18 will grow and develop supporting the community of McMinnville by providing jobs and retail opportunities.

This project will build upon the concept identified in the Mac Town 2032 Economic Development Strategic Plan and the Three Mile Lane Area Plan (3MLAP). These two adopted plans identified a community vision of a Retail Center and Innovation Campus to serve the community's future needs of commercial development and high-density, upwardly mobile employment opportunities. With almost 200 acres, the area is one of Oregon's largest industrial sites. Located on Highway 18 near the McMinnville Municipal Airport, the site presents an opportunity to be developed into a space that will further foster the economic growth of the area. The goal of this work is to help the City and region prepare for development to ensure that the Innovation Campus and Retail Center offer an adequate mix of commercial opportunities and community gathering spaces that serve the community, and create opportunities for employment and business development that achieve the community vision. The project will build on the previous public engagement that informed the MAC Town 2032 Economic Development Strategic Plan and the Three Mile Lane Area Plan, provide opportunities for more public input, and host conversations with property owner groups, residents and businesses in the area, and community members.

This project will encompass both the Retail Center and Innovation Campus. The scope of work has four components:

- Master planning the site to determine a preferred growth scenario (i.e., low-, mid-, or high-density development),
- Analyzing the public infrastructure feasibility necessary to support the chosen master plan scenario, including wastewater, water, transportation, electricity, broadband, etc.,
- Writing and adopting design and development standards for the area, and
- Develop professional marketing for the site, which will include branding, communications tools, and a website.

Innovation Campus Vision Statement

This Innovation Campus is envisioned to be a collaborative space that supports and nurtures entrepreneurial aspirations and fosters high wage employment opportunities while offering public spaces and green spaces for community members to enjoy.

The campus is intended to be a high-density employment campus responding to the next generation of industrial and entrepreneurial jobs where research and development are nurtured and supported in a thoughtful and intentional campus design in partnership with product manufacturing. The campus will house a variety of commercial and industrial spaces to serve diverse industrial and entrepreneurial development needs including class "A" office space, flex spaces, spaces that help smaller businesses grow and manufacturing facilities, interconnected with trails and public open spaces as well as a mixed-use retail center.

Engagement Objectives

The primary engagement objectives of the Project are:

- **Implement a transparent and inclusive process** that incorporates meaningful input from a wide range of community members and interested parties.
- **Create an Innovation Campus plan** that builds on previous efforts and integrates new feedback that clarifies future campus needs, including the right mix of commercial, industrial and public spaces on the Innovation Campus.
- **Carry forward all the above objectives with an equitable, creative and innovative approach** that feels unique and inspiring to the McMinnville communities and provides equal opportunities for all interested to provide meaningful input.
- **Work collaboratively with project and agency partners** to understand their priorities related to the innovation campus to identify aligned opportunities

Project Area

The site for the Innovation Campus is around 200 acres, one of Oregon's largest industrial sites. It sits on Highway 18 near the McMinnville Municipal Airport. The subject area is located between the Willamette Valley Medical Center and the Springs Living Headquarters. Evergreen Aviation and Space Museums and Event Center are across the highway and Chemeketa Community College is to the west of the site. The location is 3 minutes from McMinnville's historic downtown.

The site itself is flat with stunning views of the Yamhill River riparian corridor and the Oregon mountains and is adjacent to Galen McBee Park.



Anticipated Project Timeline

This effort is anticipated to take 18 months and will conclude in December 2025.

PUBLIC INVOLVEMENT GOALS

With every engagement opportunity, the team will measure progress toward meeting these goals for public involvement and communication.

- **Engage the public to:**
 - Educate them on how land-use decisions inform future possibilities for the campus in ways that are understandable, relatable and easy to provide feedback on.
 - Help identify near- and long-term needs and desires for a new employment center and options for sustainable development.
 - Build on the community vision described in adopted plans.
- **Engage diverse communities and those who historically have been left out of public planning,** such as people of color and people surviving with limited resources.
 - Devote energy, scope, and budget to engage them.

- Create welcoming and culturally relevant engagements where questions and new ideas feel welcomed.
- Explicitly reach out to and incorporate feedback from those who are first and worst impacted by land use decisions.
- Elevate these voices and their needs in final decisions.
- **Give the public complete, accurate, understandable and timely information** throughout the project:
 - Explain information in simple, clear terms.
 - Provide all relevant project documentation on the project website.
- **Listen to the public and follow up:**
 - Practice active listening to better understand the lived experiences of community members.
 - Ask questions the public can answer based on real-life needs and goals.
 - Allow everyone to participate at their own level of comfort, to make the best use of their time and energy.
 - Follow up with the public with how and why we did or didn't incorporate what they shared into the plan.
- **Grow the city's relationships with property owners and key participants** to build trust.
- **Collaborate with interagency partners** — the Project Advisory Committee (PAC), Technical Advisory Committee (TAC), Planning Commission, City Council, City staff, Business Oregon and Oregon Department of Transportation (ODOT).
- **Comply with [Civil Rights Act of 1964 Title VI requirements](#):** Ensure that public involvement is:
 - Consistent with applicable state and federal laws and requirements.
 - Sensitive to local policies, goals, and objectives.

PUBLIC ENGAGEMENT ACTIVITIES

Project Advisory Committee

The Project Advisory Committee (PAC) is comprised of a Community Advisory Committee (CAC) and Technical Advisory Committee (TAC) that will provide feedback and advice to help build the Innovation Campus Plan. The City will lead the formation of the PAC. Walker Macy and JLA Public Involvement will co-lead the facilitation of meeting conversations and develop meeting materials. PAC members will provide feedback on the proposed plan approaches based on their individual expertise, input they gather from their constituencies, their lived experiences and their understanding of what will work near-term and long-term in McMinnville. Additionally, members will support outreach by connecting the project team with their community groups when opportunities arise.

The committee will meet approximately 6 times for 2 hours each, beginning in September 2024 and ending in fall 2025. Meeting materials will be provided to PAC members approximately seven days prior to each meeting. These meetings will be held hybrid both in-person and online via ZOOM.

The committee will engage in in-depth discussions to help develop the Innovation Campus into a collaborative space for communities and businesses. The following are some examples of discussion questions:

- *How can we make this campus attractive and accessible to entrepreneurs and businesses looking to start-up, expand or relocate their business in McMinnville?*
- *How can the City “set the table” for this campus to be successful in terms of infrastructure, public amenities and regulatory support?*
- *What kind of goods and services should be available? What kind of space would the businesses prefer? What should the campus look like in terms of the built environment (buildings, landscaping, lighting, signage, roads)?*
- *How can this development enhance the gateway to McMinnville along Highway 18?*
- *How do we maximize the proximity to the McMinnville airport as a business attraction?*
- *What kinds of green spaces (parks, trails) are needed and how can we ensure equitable access?*
- *Where should transit routes be located? How can we promote alternative transportation modes such as transit, walking and biking?*
- *How should the Innovation Campus connect to neighboring areas in McMinnville?*
- *What resources would be useful to workers looking to grow their skills?*

The 6 meetings will be scheduled to align with technical milestones. The first meeting is planned for September 2024 and will focus on project overview, background, and context. The last meeting is planned for September 2025 and will focus on the final report and training committee members on how to give City Council testimony if they choose to do so.

Preliminary Schedule and Topics of Discussion *(Note: dates are subject to change)*

- Recruitment for members began in late July 2024.
- PAC #1 - Project Overview, PAC participation and goal, background information including initial findings and previous studies. (September 25, 2024)
- PAC #2 – Discussion of site and infrastructure analysis and case studies (November 4, 2024)
- PAC #3 – Discuss and review refined, preferred master plan, transportation assessment, infrastructure feasibility, branding platform, draft code concepts, and public input from Open House #1 (March 3, 2025)
- PAC #4 – Discuss and review the draft code (May 5, 2025)
- PAC #5 – Discuss and review final Innovation Campus Plan (June 16, 2025)
- PAC #6 – Joint work session with the City Council and Planning Commission to discuss and review draft Infrastructure Improvement Report (September 23, 2025)

The City and consultants will work to provide support to lower the barriers to participation. This may include translated materials, language interpretation, and transportation support. Equity extends beyond these participation barriers. When possible, the consultant team will work to provide technical knowledge training, incorporate community bonding time into the agendas, and create spaces for open questions and discussion during these meetings.

Community Involvement: Community Advisory Committee

This project will include a Community Advisory Committee (CAC). The CAC is intended to represent the different interest groups represented in the Three Mile Lane Area and the community, as well as the property owners, and business community. The CAC will provide feedback on all aspects of the Innovation Campus Master Plan.

Expert Involvement: Technical Advisory Committee

This project will also include a Technical Advisory Committee (TAC). The TAC is scheduled to meet two times during the project duration. The TAC will provide technical feedback on all aspects of the Community Plan. Representatives on the TAC will include staff from the following: City of McMinnville Community Development Department, Public Works, McMinnville Water & Light, and Oregon Department of Transportation.

Public Engagement Activities

In addition to engagement through the Community Advisory Committee, the project team will utilize the following strategies to engage the property owners and larger McMinnville community:

- **Property Owner Group Interviews** will be held to better understand what property owners want to achieve out of this process. Proprietary information will be kept confidential. City staff and consultants will be present to answer questions and engage in discussions. The interviews will be held virtually. These discussions will build upon previous conversations and engagement with the property owners and include Consultants and City staff. Each interview will be one-hour long.
- **Focus groups** will be designed to reach non-English speakers, marginalized communities and other community members who may not be engaged through traditional outreach avenues who live in or near McMinnville. These meetings will be either topical or community-focused, for example they may focus on transportation, economic development, or focus on engaging a community group. Outreach will use diverse recruitment, by working or partnering with local leaders, community-based organizations, schools (K-12), higher education, and influencers. All meetings will be American Disabilities Act (ADA) accessible and be facilitated in English, with a Spanish-language interpreter and translated materials as needed. Technical information will be explained clearly and simply, broken down for the greatest accessibility of all participants. These meetings may be virtual or hybrid (virtual and in-person) depending on the topic or participant preference. Focus group participants will get follow up communications that allow them to see how their input was integrated and what the next step to participate will be.
- **One In-Person Open House** will be held for community members to review and provide feedback on a refined master plan scenario and branding concepts. This event will directly inform the final plan. The City will provide up to three (3) online information sessions to help community members better understand the information being presented and to share project information. The open house will be a drop-in style event, be held in an accessible venue and provide light refreshments. It will be promoted on the City's website, social media and other platforms.
- **One Online Open House** will share initial code concepts and design standards for the Innovation Campus. It will help the community understand how code and design standards inform what can be

done on a property, what it may mean for the city and ask for feedback. The Online Open House will remain open for two weeks and be hosted on the Consultant team's online open house platform.

- Additional outreach activities led by the City include:
 - Providing community presentations at community meetings and as requested.
 - Providing information about the project at the McMinnville Farmers Market weekly at the City's information tent.
 - Responding promptly to community member calls and emails to address questions.

These meetings and materials will be conducted and developed in English and translated into other languages as requested. When planning these events and designing materials, the team will consider the following factors:

- Accessibility, both digital and in-person, such as location, timing, and screen readability.
- Participation compensation for culturally focused outreach events, especially for focus group meetings.
- Professional interpretation will be provided for non-English speakers as requested.
- Creating a comfortable environment for open conversation and dialogue for all participants.
- Providing childcare at the open house event and focus group meetings to be more inclusive of families.

Communications

Communication is essential to community engagement and will be led by City staff.

- A **project webpage** is on the City's website located at <https://www.mcminnvilleoregon.gov/innovation-campus-project>.
- **Communication materials** including factsheets, mailers and utility bill inserts will be created to provide project updates and supplement outreach activities.
- **Social media posts** will be used to promote public outreach opportunities.
- **Media releases** will be distributed periodically to local news outlets including the News Register.

Demographic Considerations

Engagement materials will be translated into Spanish and other languages as needed by the City of McMinnville. The most common languages spoken at home in McMinnville are Spanish, Chinese, and German. The project team will look for opportunities to engage with Hispanic, Latino and other cultural groups.

Most residents in Yamhill County and the City of McMinnville have access to the internet and technology. Outreach activities will be conducted both virtually and in-person.

Note: The following considerations were informed by data shown in Appendix A, collected from [Census Quick Facts](#) (2018 – 2022), [Oregon Department of Transportation Translation Advisory Council](#) and [Point2Home.com](#).

DESIRED COMMUNITY INPUT

The following is a list of the types of input this process will seek out. This list is not comprehensive, nor are these intended to be the exact questions posed to the public. They are the concepts that are essential for the community to weigh in on for a successful Innovation Campus Plan. Engagement will build upon the visions

and goals identified in the previous plans that had been adopted by the City. Discussions will focus on priorities and trade-offs of the different ways to achieve the community's goals.

- *What kind of employment opportunities would you like to see at the Innovation Campus?*
- *What types of spaces are needed for emerging and expanding businesses?*
- *What support and resources do you need as an entrepreneur, worker or business owner and would like to see at the Innovation Campus?*
- *What types of amenities can the campus offer to attract employers and employees?*
- *What types of public space and outdoor amenities should be included in the Innovation Campus?*
- *How can we ensure access and connectivity of the Innovation Campus with the broader McMinnville?*
- *How can we develop the Innovation Campus into something that is uniquely McMinnville?*
- *How do you define a McMinnville's community identity?*

KEY MESSAGES

Throughout the project, the project team will use these key messages in public communications. These messages will be updated as needed to reflect the project's progress.

McMinnville Innovation Campus

The project team will use these key messages to build all public communications and update them as needed to reflect progress.

Basic Parameters

We're planning the McMinnville Innovation Campus — the city's next employment hub.

- The project site is around 200 acres on Highway 18, near the McMinnville Municipal Airport.
- The campus will be a collaborative space with a mix of high-wage, high-density employment with industrial businesses and commercial opportunities that serve the employment district and the community at large with public amenities, including green spaces and trails.

Value Proposition

Planning the Innovation Campus will:

- Serve future needs for industrial and commercial development.
- Promote high-wage, high density job growth.
- Define a community identity unique for McMinnville.

Public Call to Action

Over the next year, you can join us and share your thoughts. **Your feedback can:**

- Help us plan an innovative space that reflects McMinnville's identity and serves the city's future employment and commercial needs.
- Inform what businesses need to thrive.
- Help us consider what the campus could be for employers, employees and community members.

Find updates on the project website at: mcminnvilleoregon.gov/innovation-campus-project

Timeline

We'll complete the Innovation Campus plan in December 2025. Then the City of McMinnville will adopt it as part of their land-use program, including public hearings at the Planning Commission and a final decision by City Council to adopt the Plan at one of their business meetings.

Background and Details

The Innovation Campus will mix businesses with public space and green space.

We'll plan it with innovation, collaboration and community in mind, providing an inspiring environment for like-minded businesses to grow together.

This project will:

- Build on community visions identified in previously adopted Three Mile Lane Area Plan and Mac Town 2032.
- Develop a master plan with a preferred-growth scenario.
- Complete a public infrastructure feasibility analysis.
- Develop design standards and codes.
- Develop marketing, including branding, communications tools and a website.
- Feature walkable, accessible pockets of nature to invoke a sense of community and foster wellness.
- Support City goals and initiatives:
 - **A thriving McMinnville:** The campus will be uniquely McMinnville and contribute to the city's growing economy. We'll plan it to support and complement existing businesses.
 - **Furthering local businesses and developing opportunities:** The campus will provide resources for local businesses to grow and for entrepreneurs to develop their ideas and create more professional opportunities.

RELATED PROJECTS AND WORK

The following are plans that identified the Innovation Campus concept and community vision. These plans have been adopted by the City of McMinnville.

- Mac Town 2032 Economic Development Strategic Plan, adopted by Resolution No. 2019-16
- Three Mile Lane Area Plan (3MLAP) adopted by Ordinance No. 5126 on November 8, 2022

KEY STAKEHOLDERS

The public involvement process will seek to inform and engage the following types of affected and interested people and organizations in the project area:

- City of McMinnville residents
- Yamhill County
- McMinnville Economic Development Partnership
- City of McMinnville Municipal Airport
- Oregon Department of Transportation
- Business Oregon
- Mid-Valley Regional Solutions
- McMinnville elected officials
- Nearby Yamhill County residents
- McMinnville Technical Advisory Committee
- Project Advisory Committee
- Agency partners working on related plans or projects
- Area businesses and business organizations, including downtown
- Property owners
- Beverage industry, including wine and beer makers
- Evergreen Aviation and Space Museum and Event Campus
- Bike and pedestrian interests
- Transit interests, including current or potential passenger transit
- Culturally specific community-based organizations serving residents of the project area
- Freight and industrial interests
- Tech and Advanced Manufacturing employers
- Environmental and land conservation interests
- Tourism and recreation interests
- Developers
- Local event organizers
- Emergency services providers

PUBLIC INVOLVEMENT STRATEGIES AND SCHEDULE

Tool/Activity	Description	Responsible Party (Lead)	Anticipated Schedule
Community Engagement Plan (CEP) and Project Charter	The CEP outlines public involvement goals, activities and key messages for the project. The CEP will also include a demographic analysis of the project area.	JLA – to research, write draft, and provide revisions Walker/Macy – to review and provide feedback City – to review and provide feedback.	First Draft: September 2024 (ongoing updates)
Property Owner Interviews	Three (3) Property Owner Group Interviews will be conducted either virtually or in-person.	City – to attend and support communication. JLA – to schedule, create meeting agenda and summaries, facilitate conversation.	September 2024
Communications	Includes website updates, mailers, social media posts and website updates.	All communications will be led by the City.	Ongoing
Project Advisory Committee	Six (6) Project Advisory Committee meetings will be held with selected community members to engage in in-depth discussions to help develop the Innovation Campus Plan. JLA will support up to four (4) meetings. The final meeting will be a joint work session with the Planning Commission and City Council to review the draft Infrastructure Improvements Report.	City – formation, communication; Walker/Macy– to create agendas and meeting materials, and summary. JLA – to attend and support facilitation.	Meeting #1: September 25, 2024 Meeting #2: November 4, 2024 Meeting #3: March 3, 2025 Meeting #4: May 5, 2025 Meeting #5: June 16, 2025 Meeting #6: Sept. 23, 2025

Tool/Activity	Description	Responsible Party (Lead)	Anticipated Schedule
Technical Advisory Committee	Two (2) Technical Advisory Committee meetings will be held with selected topic experts to engage in in-depth discussion to help develop the innovation Campus Plan.	City – formation, communication Walker/Macy – to create agendas and summaries, facilitate.	Meeting #1: Oct. 24, 2024 Meeting #2: TBD
Focus Groups	Two (2) Focus Groups will be conducted virtually. Materials will be translated into Spanish or other languages as needed.	JLA – to develop agendas, schedule meetings, facilitate, and provide a meeting summary	Focus Group #1: Nov, 14, 2024 Focus Group #2: February 2025
Open House	One (1) open house will be held to provide the broader McMinnville community an opportunity to give feedback on the refined master plan scenario and branding platform.	City – reserve space and promote the event. JLA – develop event plan, event displays, sign-in sheet, comment form and an open house summary.	Open House: March 2025
Online Open House	One (1) virtual open house will be held as a follow-up to the in-person open house to share code concept, discuss design standards and code concepts and gather community feedback. The Online Open House will remain open for two weeks.	City – promote the event and host up to three (3) online information sessions to guide community through the platform. JLA – develop materials, online open house platform, and online open house summary.	Online Open House: April 2025
Community Engagement Summary Report	At the completion of community engagement and outreach activities a report will be provided summarizing outreach activities, input received, and how the input was used and responded to.	JLA – to gather data, and draft report in the form of a word document with graphs summarizing quantitative data when appropriate. City – to review	Fall 2025

MEASUREMENTS AND MONITORING OUTREACH ACTIVITIES

The project team will evaluate the public involvement process on an ongoing basis to determine the effectiveness of the outreach effort.

At key milestones, the project team will assess how well the program is meeting the public involvement goals listed in this plan. While evaluation of these goals is necessarily subjective, the team will also consider the following more measurable objectives as the team assesses program effectiveness:

- Number of attendees that participated in the in-person and online events and how many provided comments.
- Number of project comments received (phone, email, comment cards, online); Comments received in public meetings, emails, comment cards and by phone that are relevant to the process and able to influence the plan.
- Number of comments provided in languages other than English.
- Number of people who have signed up for the interested parties list.
- Number of presentations requested and given to interested organizations and stakeholders.
- At the end of the process, the property owners feel well informed. This will be measured through conversations with each property owner and the City at the conclusion of the project to confirm.
- Project Advisory Committee members' participation will be measured by overall attendance, level of consensus on recommendations, and their participation in engagement activities outside of PAC meetings.

If the original outreach approaches prove to be unsuccessful, the project team may discuss new strategies to reach community members more effectively.

APPENDIX A. DEMOGRAPHIC DATA

The following data is collected from [Census Quick Facts](#) (2018 – 2022), [Oregon Department of Transportation Translation Advisory Council](#) and [Point2Home.com](#).

Demographic in City of McMinnville	<p>Ethnicity/Racial Identity</p> <ul style="list-style-type: none"> • White: 78.4% • Hispanic/Latine: 18.5% • Asian: 1.5% • Black/African American: 0.4% • Native American: 0.5% <p>Housing</p> <ul style="list-style-type: none"> • Renters: 38.5% • Owner-occupied housing unit: 61.5% <p>Age</p> <ul style="list-style-type: none"> • Youth (under 18 years old): 22.2% • People 65+: 20.2% <p>Languages</p> <ul style="list-style-type: none"> • Language other than English spoken at home: 14.9% <p>Technology Access</p> <ul style="list-style-type: none"> • Households with a computer: 93.8% • Households with a broadband internet subscription: 87.6% <p>Income</p> <ul style="list-style-type: none"> • Persons in poverty: 16.9%
Demographic in Yamhill County	<p>Ethnicity/Racial Identity</p> <ul style="list-style-type: none"> • White: 90.8% • Hispanic/Latine: 18.0% • Asian: 2.1% • Black/African American: 1.2% • Native American: 2.0% <p>Housing</p> <ul style="list-style-type: none"> • Renters: 31.6% • Owner-occupied housing unit: 68.4% <p>Age</p> <ul style="list-style-type: none"> • Youth (under 18 years old): 22.2% • People 65+: 20.2% <p>Languages:</p> <ul style="list-style-type: none"> • Language other than English spoken at home: 12.9% • Spanish - estimated number of speakers: 4,819 • Chinese- estimated number of speakers: 235 • German - estimated number of speakers: 139 <p>Technology Access</p> <ul style="list-style-type: none"> • Households with a computer: 95.3% • Households with a broadband internet subscription: 89.7% <p>Income</p> <ul style="list-style-type: none"> • Persons in poverty: 10.7%



McMinnville Innovation Campus Planning Project (IC) Business Roundtable

Thursday, November 14, 2024

Meeting Purpose: Provide business leaders with an update on what the Innovation Campus is and ask for feedback on what they'd need in a future business site.

Staff:

City of McMinnville

Jody Christensen, Project Manager

Heather Richards, Planning Director

Consultants

*Ken Pirie, Saumya Kini **Walker Macy***

*Jessica Pickul, Valentina Peng, **JLA***

Meeting Summary

The meeting opened at 8:00 am and Jody Christensen, City of McMinnville, and Heather Richards, City of McMinnville, shared the meeting purpose, facilitated introductions and provided an overview of the project.

Small Group Discussions

Jessica Pickul, JLA, introduced several questions to the meeting participants and broke them up into small groups to discuss the topics more thoroughly. The groups discussed the following questions:

- 1. The Innovation Campus is intended to be a place for startup businesses and a place for businesses to expand. Thinking about your own business, what would you be looking for at the new site? What would have been helpful to have when you were starting up or expanding a business?*
- 2. Can you tell us more about what would make this site attractive to businesses? Are there amenities, structure types, specific infrastructure, or character that should be considered?*
- 3. Should we use part of the site for workforce development or training?*
- 4. Are there other considerations for the site that the City should consider as we work through different options?*

At the conclusion of the small group discussions, the facilitators of each group shared themes from each conversation. Common themes include:

Building + Site Design

- Provide space and flexibility to accommodate the different needs of businesses and support future growth and expansion.
- Provide space and create opportunities for partnerships and collaborations between businesses and across sectors.



- The space should not be limited to business use. Create space and opportunities for community gatherings and activities.
- Consider storage of materials and equipment.
- Some businesses will need loading docks.
- Safety and security of employees who work night hours should be considered.
- Desire for spaces for research and development and industrial businesses.
- Need for spaces that can be flexible or incubator spaces – that need to scale up or down in size.
- Some of the spaces could offer common working areas or shared office space.
- Design a beautiful place.

Identity + Connection to McMinnville

- Create a clear branding with a unique local identity by highlighting local elements.
- Support McMinnville's development by using local materials and contractors.

Amenities

- Would be nice to include walk up conveniences like food, coffee, and a grocery store.
- Employees may be attracted to having a gym nearby.
- Most will want high-speed internet.
- May need to consider short-term or temporary housing nearby.
- Parking is critical.
- Would be nice to have hydro and solar power on-site.
- Do we need to consider ways to keep the site activated at nights and on weekends?

Greenspaces

- Connect greenway trails to existing options.
- Include a kid-friendly park.
- Large shade trees would allow people to do business outside.
- Consider a community garden.
- Include walking trails and bike paths.
- Interest in Tribal history and using natural plants.

Site + Business Access

- Freight access will be important.
- Ensure accessibility and connectivity to the surrounding space and the rest of McMinnville.
- Visibility of some of the businesses will be important.
- Connect to transit options and tie into downtown.
- Connection to the airport is key for those who are shipping and exporting goods.
- Is there a way to access the site off Highway 18?

Partnerships

- The site could offer a connection for college students to do job training.
- Consider private public partnerships for funding.
- The hospital may need to expand and the site could add space for it to become a teaching hospital.
- Partner with local schools, universities and aviation industry for job training.

Other



- Need affordable and attractive lease terms.

Ken Pirie, Walker Macy, noted that the ideas and feedback shared during the discussion confirmed that the project team is moving in the right direction.

Wrap Up and Next Steps

The project team thanked MEDP for their time and participation. The feedback collected at this meeting will inform the McMinnville Innovation Campus plan development. The project team will be hosting more outreach activities and will visit the group for a follow-up presentation.

MCMINNVILLE INNOVATION CAMPUS

OPEN HOUSE #1 EVENT SUMMARY

EVENT DETAILS

Date and Time: Saturday, March 15 from 10 a.m. – 12 p.m.

Location: Kent Taylor Civic Hall, 200 NE 2nd Street, McMinnville, OR 97128

Staffing: The following staff attended the open house.

- City: Heather Richards, Jody Christensen, Tom Schauer (Project Manager for SW McMinnville Area Plan), David Berniker
- Walker Macy: Ken Pirie, Saumya Kini, Drishti Gandhi
- JLA: Jessica Pickul, Valentina Peng, Andrea Maldonado

EVENT GOALS

1. Build awareness on what this project is and how it supports the community's goals.
2. Present scenarios and related topics and gather feedback.
3. Host a creative, inspiring event that sets the tone for the project.

NOTIFICATION AND OUTREACH

The event was advertised through a bilingual postcard mailed by the City to 17,263 addresses. The City also promoted the event through the project website, social media platforms, and email lists. Project Advisory Committee (PAC) members and community partners were invited to participate.

The City is also promoting the companion online survey open March 14 - April 11, 2025.

SUMMARY OF EVENT

The City of McMinnville and the project team held an in-person open house for the McMinnville Innovation Campus planning project on March 15, 2025. This was an in-person drop-in style open house featuring four stations of different topics. The focus of this event was to inform participants about the project, present three scenarios, gather community feedback, and build community enthusiasm. A Spanish-speaking member of JLA's staff attended the event to provide Spanish interpretation and engagement. Approximately **110 people attended the event**. Of the total attendees, ten were Spanish-speaking participants. Attendees were

McMinnville Innovation Campus OH #1 Event Summary



encouraged to share their feedback through the comment forms, interactive boards, or direct conversation with staff.

Key takeaways from the event are summarized below:

- Medium to High-intensity scenarios coupled with elements of low-intensity scenario such as integrated greenways, more and bigger gathering spaces and parks, and access to nature and views are preferred. High-intensity scenario would also create the most opportunities for new jobs.
- Maintaining the views, nature, and feel of McMinnville is important to many.
- Traffic congestion and noise impact are common concerns.
- Attendees wanted the site to develop with the needs of current residents in the area in mind.
- The type of business that should be at the Innovation Campus is a topic of contention. Some want big box stores while others want local businesses.

Overall, people are excited and supportive of the development and the opportunities it will bring to McMinnville.

Materials from the event and a short survey are available online through the iHeartMac website, the City's online engagement platform, to gather more feedback. The survey is live from March 14 to April 11. A Spanish version of the survey is live from March 17 to April 11. As of March 27, 2025, the English survey received 95 responses. A survey summary was produced after the survey closed.

SUMMARY OF FEEDBACK

Participants were encouraged to share feedback and input by putting sticky notes and dots on the activity boards. There were four boards:

- What areas of each scenario do you like?
- Streets and Trails: Tell us your top 2 priorities!
- Landscape character: Tell us what is important to highlight preserve?
- Commercial/Retail character: What do you like about the designs of these examples?

See Appendix A for detailed comments and dots.

Many attendees participated in the interactive activity. **Overall, participants showed a preference for medium to high intensity scenarios. Most preferred characteristics that center nature, maintains a natural or rural feeling, while being accessible and convenient for community members and visitors.** Many noted that they like the use of space in medium to high intensity scenarios, especially the green spaces, and how landmarks of McMinnville, such as the silo and rural views, are represented in the high scenario. Folks also shared that high intensity scenarios would create the most opportunities for high-paying jobs. There are conflicting thoughts about the type of retail business that should be featured, some suggested big box stores while others advocated for local businesses. Traffic flow and increased noise impact are shared concerns. Participants showed a strong preference for maintaining the views and nature of McMinnville, outdoor spaces that are protected from the weather and public gathering spaces for community use.



- For attendees who preferred the low intensity scenario, the grid and layout of the streets, the open spaces and lower density of stores and crowds made this option favorable to them. Some suggested that the integration of green spaces and large open spaces/parks in the low intensity scenario should be incorporated in the medium and high scenarios.
- For attendees who preferred the medium intensity scenario, they liked the street layout, set-up of the retail area which mirrors other main streets in McMinnville, and the integrated green space throughout the scenario. Folks suggested integrating elements of the medium scenario such as integrated greenway, trails and space, access to views and parks into the high-intensity scenario. There was a suggestion to be mindful of the Chemeketa College's needs and possible expansion, as there may be more in-person classes and programs.
- For attendees who preferred the high-intensity scenario, they like that this option has businesses near the highway, provides opportunities for jobs and businesses different from downtown, and the McMinnville characteristics such as the silo landmark and rural views are integrated. People suggested better views, more walking paths/green ways, more open spaces and gathering spaces, and a bigger park would be ideal. Many were concerned about traffic congestion with this option, so there was a suggestion to create an eastbound-only entrance to bypass the hospital. There were some attendees who advocated Costco or big box stores for this option. There was a suggestion to partner with the hospital in the area to promote its growth as medical services are needed in the area.

During the event, **27 participants submitted physical comment forms.** Participants were asked to include their names and email addresses on the form. See Appendix B for all comments. Names and contact information have been redacted.

Overall, participants were excited about the development, the possibilities of the new campus and the opportunities the campus will bring. Many advocated for the space to be developed mindfully, keeping the charm of McMinnville and responding to the needs of current residents. There were some concerns about increased traffic congestion on Highway 18, and unwanted expansion such as apartments and condominiums that this development might bring.



Main themes:

Support

- **Participants were excited about the jobs and opportunities the Innovation Campus would bring.** There is a call to consider the upcoming industries and future trends in mind, such as creating space for the tech industry, and ensuring smaller businesses and companies are supported. Working with economic development agencies to identify the appropriate level of intensity for professional jobs was suggested. Staff were also encouraged to reach out to existing businesses in the tech industry to determine what they need, such as Farnham Electric.
- **Participants were enthusiastic about the possibilities for commercial spaces.** Ideas include restaurants for casual dining and different types of retail businesses and grocery stores. There are conflicting suggestions on what types of retail and grocery stores, some suggested local businesses only, while others advocated for big box stores such as Costco, Target, Kohl's, or Gap. Some called for the campus to not be tourist-centered while others wanted local attractions such as wine tasting to be included. There is a call to take the income level and needs of current-day residents into consideration when developing.
- **Participants voiced support for various project elements:** better connectivity through public transportation, walking paths that connected to destinations, access to views and undisturbed nature or green spaces and more/better biking paths and facilities. Some suggested space for outdoor events, mixed-use buildings and infrastructure or businesses that serve residents and families such as daycare and carwash.

Suggestions and Requests

- **Several suggested that the development should take marginalized or vulnerable communities in the area into consideration** such as lower-income families and senior residents. This includes creating infrastructure for safe crossing, such as a sky bridge. Integrating what is already in the area today while developing the campus is important to several attendees.
- **Several attendees called for youth to be engaged in the planning process to identify what they need and determine how the space can serve them.** Suggestions include space for gatherings and activities, and better public transportation and connectivity. There was a suggestion to involve local colleges and universities in the process.

- **Many noted that the development should maintain the rural feel and small-town charm of McMinnville.**
- There was a campus name suggestion: Town and Country Center.

Concerns

- **Many were concerned about increased traffic on Highway 18.** Many were worried about the impact it would have on residents and the broader community such as congestion, safety, and noise. A sound wall and well-planned traffic control were suggested to lessen the impact.
- **Some voiced concerns about the issues current-day residents are facing** such as speeding on Highway 18, a food desert, and limited walkability and transportation options. Suggestions include improving Cumulus and Three-Mile Lane, making sidewalk improvements and expanding bus operating hours to provide more coverage of hours.
- **Some participants were against the development.** They were concerned that the development would take away McMinnville's uniqueness and bring unwanted development and crime into the area. There is a fear that this would make McMinnville too similar to Tualatin, Wilsonville, and Lake Oswego.

APPENDIX A. ACTIVITY BOARDS

What areas of each scenario do you like?

Low Intensity

- Grid of streets, south open space
- More trail, open space, neighborhood park.
- I feel the park on the south side needs to be prioritized, the low intensity plan is the best option for that.
- Low intensity, less traffic impact, no big box stores
- I am concerned about property taxes going through the roof along with traffic congestion
- Low for maintaining Mac's special, unique, desirable feel. Keeping nature part of our life - not just buildings, cars, asphalt + blacktop.
- Expansion of Airport Park, Ferris Wheel and putt putt golf.
- Don't need the chaos and traffic that Costco brings. We can go to [unsure] Tigard for that.



In between

- Consider looking at more integrated green space in “high intensity” areas. See Andrew Grant Associate (landscape architect). Connected loop trail through green space.

Medium

- Frontage road street grid
- Medium – best street layout
- We want & need: a Costco, a Kaiser Permanente medical campus (already planned by KP)
- Medium has a great retail area, which reflects 3rd St. Also good mix of job levels. Needs park/trail in low intensity to soften edges, protect riparian areas, provide employees walking/biking areas (also for community)
- No Costco, Trader Joe type without [unsure] huge Costco [unsure] parking.
- Best street layout and move retail up front.
- Frontage road alignment, neighborhood park.
- Integrated green walking way throughout.
- Retail to inside – more inviting.
- Layer/mixed use for office on top, retail below.

In between

- Chemeketa expansion! More in-person community college classes and program.

- Med-to-high: I appreciate mixed areas of greenway, trails, gathering spaces, trees. Concern about aesthetic of buildings along the highway.
- May be a mix of the medium scenario and high intensity. It would be nice to visually look at the parks and retail space, and not block views with office buildings to make more inviting for locals & visitors alike.

High Intensity

- Concept. Frontage Road with business near highway. Park [unsure: idea's].
- Integrate a Costco into the employment center concept.
- Insert Costco here.
- Costco.
- High intensity scenario – less road space and promotes Mac the most.
- More jobs for locals. Make local owners of shops and retail. More walk ways/trails. More third spaces. Long live the 15-minute city.
- Eastbound only entrance/no exit to bypass the hospital & reduce inbound congestion.
- Retail focused towards the front, office spaces towards the back.
- High D.
- Consider traffic congestion. More jobs.
- Extend southern park as far west as possible. As shown in low intensity plan.
- Keep the “silo” as landmark and rehab opportunity.
- How would you prevent business competition with downtown?
- Go big users here keeps small business downtown.
- Encourage hospital growth. Need more doctors – general OBGYN services.
- For better jobs, high is the way to go.
- Give views to dining/retail.
- What about traffic flow?

Streets and Trails: Tell us your top 2 priorities!






Option	Dots	Comment
Wide sidewalks (with seating)	5	<ul style="list-style-type: none"> Weather protection – canopies on buildings for retail and in plazas. Disability access for sidewalks. (+1 dot)
Protected bicycle lanes	6	<ul style="list-style-type: none"> Easy to understand and merge at the entrance to I.Campus Access [unsure] Bike lanes take too much space? Bigger bike lanes. (+2 dots)
On-street parking	3	<ul style="list-style-type: none"> Free street parking (+ 5 dots)
Transit stops	1	<ul style="list-style-type: none"> Less cars/promote public transit (+ 3 dots)
Street Trees	10	<ul style="list-style-type: none"> [unsure] For every tree removed, add one to the build plan. (+1 dot) Street trees to match downtown. (+ 2 dots)
Accessible trails through open spaces	3	<ul style="list-style-type: none"> Cohesion, trails, signage.
Multi-use paths (asphalt)	8	
Soft surface forest trails	4	<ul style="list-style-type: none"> Wheel chair accessible trails for open space and soft surface forest trails Trails need to be safe
Multi-use paths (concrete)	7	<ul style="list-style-type: none"> Permeable pavement, carbon [unsure] (+1 dot)





Architectural character: Tell us what you like about these local examples?

Option	Dots
Large Windows	3
Functional Industrial buildings	1
Roof forms and materials inspired by local agricultural structures	8
Open views to the landscapes	15
Simple office buildings	1
Rugged and simple materials	2



Picture options

Option	Dots
	10
	0
	11

	0
	4
	7
	8

Comments:

- [unsure]
- Wood as a material
- Responsible [unsure] cost.




- Don't block views.
- Green construction. Solar panels. Water capture system, etc. (+1 dot)
- Energy efficient (+ 1 dot).

Landscape character: Tell us what is important to highlight preserve?

Options	Dots
Native Prairie	9
Rural Character	8
Views	12
Linear Agricultural patterns	1
Conifer forest forming field edges	5



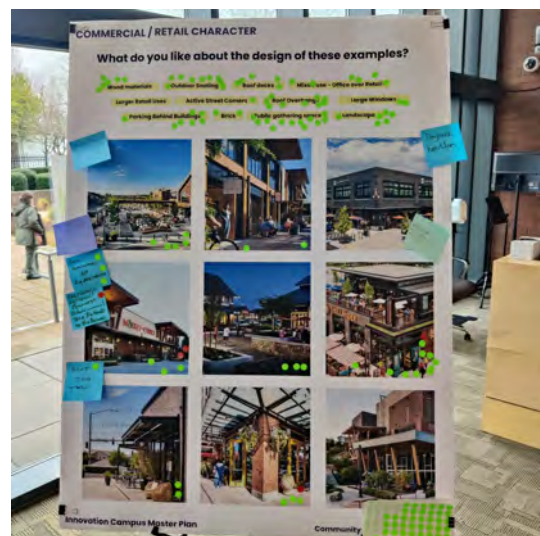
Picture options

Options	Dots	Comments
	15	
	10	<ul style="list-style-type: none"> • More trees (+1 dot)
	13	<ul style="list-style-type: none"> • Bees and pollinators good! (+2 dots)


	3	
	2	






Commercial/Retail character: What do you like about the designs of these examples?




Options	Dots
Wood materials	6
Outdoor seating	9
Roof decks	5
Mixed-use: Office over retail	6
Larger retail uses	0
Active street corners	1
Roof overhangs	9
Large Windows	2
Parking behind buildings	7
Brick	2
Public gathering space	12
Landscape	6



Picture options

Options	Dots	Comments
	5	<ul style="list-style-type: none"> How about a soundwall for residents? [unsure: Public use gathering spaces or greenways, and stores.]

	2	
	0	<ul style="list-style-type: none"> • Daycare facilities • Day care, clinics, Target
	5	<ul style="list-style-type: none"> • Local businesses, no big box stores (+3 dots) • Keep local and small business downtown. This is big scale, go big regional. (+1 dot) • Not too tall (+1 dot)
	3	
	10	

	2	
	3	
	0	

APPENDIX B. COMMENT FORMS

- Need median priced family restaurants, need a light at 3-mile lane and Cumulus.
- I like the forward thinking of the project and probability of bringing jobs to Mac but I hope the current residents and their inability to probably not have the income of the “innovation campus” jobs, will be take into account when the type of stores are considered. Practical, needful, less touristy and wine-related. Thank you for having the pics explained.
- I love the planning happening however as a current homeowner in the area now I have great concern over:
 - Food desert
 - Sidewalks
 - Bussing 7 days/week, more coverage of hours.
- It would be great to have walking paths to open space, restaurants for casual dining, a space for small outdoor events, music, etc. Access to the views, nature undisturbed. Well-planned traffic control from Highway 18.
- Building condos leads to cars adds congestion. Lives in old state village and worried about all the new development and taking away from the rural feeling. Speed and congestion on

Highway 18 today, already unsafe, it's foggy. Supports the low intensity scenario. Loves the Old Mill District, it was done right. Traffic does get held up on Road Inlet, so congestion should be considered. Have road infrastructure figured out first.

- I prefer the low to medium scenarios. My primary concern is that McMinnville avoid the endless commercial strips at Newberg, Tigard, etc. Also, I hope the plan will allow for growth – not result in vast empty commercial spaces.
- The jobs of the future will be AI-intensive. So the environment for attracting and maintaining employees needs to be attractive, comfortable, and supportive of their daily activities. The generation that uses the Innovation Campus needs to have their needs met so they can focus on being creative, productive and positive.
- All these images and suggestions are from overcrowded areas – Wilsonville, Lake Oswego, Tualatin, etc. We as the people of Mac do not want this for our community! People come here for our small town charm, so why change that? This “conquest” of the Portland metro area moving out must be stopped, otherwise we will turn into another bedroom community and lose what makes McMinnville “McMinnville”. High density housing must be stopped. Apartments and condos bring crime, homeless, and more people. Quit forcing Portland metro ideals on rural areas. All these planners are not from Yamhill County – how can they say what's good for the city if they don't even live here? City planning should be done by people from Mac – not who have lived here 3 years, but 20, 30, 40 years. It is the planning done back when they were young that gave Mac its appeal, not the present-day planning. Highway 18 expansion should not make us another Beaverton/Wilsonville but cultivate what Mac is. No big box or chain stores, local business only. Free parking, places to eat and stores that compliment existing companies. (From a 27 year resident of McMinnville)
- My fear is this project will make McMinnville a Tualatin/Wilsonville/Lake Oswego. People live in Mac to stay away from high density! Mac's livability is not Portland area spread. We are not a Portland bedroom community! High density apartments increase crime. All of the planners on this project don't live in Yamhill County. Who are they to tell us what's best for Yamhill County? Planning should be done on the local level. McMinnville charm is based on local planning from years ago. (from a 42 year old resident).
- A concern: Heavy traffic congestion around the intersection at hospital, Chemeketa, McDonald's. The mini mall closed off Cumulus Ave parallel to Highway 18.
- How about a sound wall for residents? Traffic noise is already bad.
- Many people in McMinnville seem to want to freeze frame how the community is now or was 30 years ago. The Innovation Campus needs to focus on what the needs and wants of the people living here 20 years ago into the future.
- Where are all of the people going to work?
- Any retail space it would be hard to get employees. Because jobs are many workers are few.
- This “city” does not know how to or understand monied projects and therefore must be careful how they proceed on this or any project. They need to call for votes.
- I'm very excited about this project and the unique opportunity to create jobs (not just retail), professional jobs. Encouraging high density to use this space, input from economic development agencies on best type low or high intensity employment space. Keep walkable

space is all. Big box store + to integrate to natural areas. Look forward to seeing how regional colleges and universities are part of the solution.

- Highway 18 will no longer be a highway. It will be stop-and-go traffic. It will back up traffic. It is sad that they are putting so much money into the Dundee-Newberg bypass, just to be halted again with this development.
- Worked in tech. We have a new campus in Newberg. Why aren't people calling interested businesses who are interested in calling back? Perception is that small tech isn't welcome because they aren't high-paying jobs. What assistance is there for smaller tech companies? Talk with Mike Morris – reach out to the tech world, needs to do outreach. We need trade tech training. We need plans where younger people can learn needed jobs. Talk with Farnham Electrics – what do they need?
- Costco would provide a multitude of jobs for various skill levels/income levels. Would be a minimal competitor with other retailers already in Mac.
- It needs to integrate with the other side of Highway 18. Chemeketa, VG, the older adult facilities and Cumulus neighborhood! Sky bridge – safe for families and older adults to cross the street (with elevator for shopping, stroller, mobility aids.)
- I added purple sticky notes to a variety of your boards. If you would like further discussions, I can be reached.
- Many lower income families reside in the Cumulus Avenue residential area and I hope the city considers the feasibility of a sky bridge for community members (local) to have safe and inclusive means of getting to the campus. Working in the education field, these students are often transportation limited for academic opportunities such as, summer school.
- 1. Gateway name: “Town and Country Center”; 2. Anchor store: Target or The Gap; 3. Other contents: Car wash, Kohl's, sit down dinner restaurants, wine store – Stoller's tasting?
- Costco
- What is being add for the youth?
- Are youth (teenagers) going to be involved, what type of activities will be available for them? Roller skating, dancing, gathering places to be creative, eat. This is something that is lacking for many youths.
- More stores – to get more employees. More public transit. More bike spaces/safe spaces. More trees/to keep the charm of the city. More modern commercial space. Daycare. Not too a modern mix of old/new. Mixed use building/apartments on top and commercial areas on bottom. More green space/no HOA!

MCMINNVILLE INNOVATION CAMPUS



SPRING 2025 SURVEY: EXECUTIVE SUMMARY

April 2025

The City of McMinnville conducted outreach to collect public feedback regarding proposed ideas for the Innovation Campus through an online survey. The survey was translated into Spanish to encourage engagement from Spanish-speaking communities in McMinnville. Both English and Spanish surveys were live from March 19 to April 16. The English survey received 364 submissions, and the Spanish survey received one comment. The survey was promoted on the project website, City social media, and through email lists.

The survey can be viewed here: [McMinnville Innovation Campus Community Survey](#)

SUMMARY OF FEEDBACK

Overall, participants showed a preference for the low and medium-intensity scenario. The low-intensity scenario is preferred for its loop trails and preservation of green spaces. The medium-intensity scenario is preferred for its street system. This scenario also received the most consistent level of support for various elements, meaning that it is the most well-received on average.

Participants' responses to the multiple-choice questions showed a preference to **preserve views and natural landscapes** while **offering public gathering spaces and seating areas**.

For streets and trails, the overall top two features are **wide sidewalks with seating and street trees**. The respondents showed a preference for soft surface forest trails and multi-use paths made of concrete over multi-use paths made of asphalt and accessible trails through open spaces.

With site landscape, the **conifer forest forming field edges, the views and native prairies** are selected as the most important to highlight or preserve.

The respondents showed overwhelming support for **open views of the landscape** as a feature that will attract future employers and businesses and be welcoming to the public. This is followed by roof forms and materials inspired by local agricultural structures and large windows.

With commercial and retail character, the top selections were **public gathering space** and **mixed-use (office over retail)**. Notably, outdoor seating and landscape are more popular than parking behind buildings.

Participants were offered an option to share ideas and suggestions in "Other"-option. Four responses were received. The respondents suggested including a little mix of everything and restaurants and highlighted the need for affordable housing and transitional housing in McMinnville.

For the low-intensity scenario, the participants liked the location of the trails and open spaces the most, followed by the location of the retail spine and the location of the commercial areas. Notably, there is a drop in the level of support between the location of the trails and open spaces, and the location of the retail spine.

For the medium-intensity scenario, the participants liked the location of the trails and open spaces, the location of the retail spine and the location of commercial areas. Notably, the level of support for the location of the retail spine and the location of the trails and open spaces stayed pretty similar for this option. The level of support for the location of commercial areas, what's located along the frontage road, and the location of the low/high employment areas also increased.

For the high-intensity scenario, the participants liked the location of the trails and open spaces, what's located along the frontage road and the location of the retail spine. Notably, there is a bigger disparity between the level of support between the location of the trails and open spaces and what's located along the frontage road, though not as stark as the responses in the low-intensity scenario. Participants also responded more positively to the size (acreage) of the commercial area in this option.

Participants were invited to share additional comments and feedback about the project. 114 responses were received. The following summarizes the themes of these responses:

- There is strong support for **eco-conscious construction**, such as solar power, rainwater capture systems and green roofs. Respondents also emphasized **minimizing negative environmental impacts**.
- Respondents questioned **why the river area is not being developed**, noting the potential to model successes in other areas such as Bend, Oregon.
- There is a **desire to integrate natural features** like rivers and green spaces more intentionally.
- Participants are **concerned about increased traffic and traffic flow**. There are suggestions to use traffic circles instead of four-way stops for better flow.
- The medium-intensity scenario was highlighted and preferred for its street/road design.
- The responses called for **affordable, family-friendly food options**, especially supporting local options like Serendipity or Muchas Gracias. Several responses also shared strong opposition to fast food.
- The respondents criticized the visuals for showing expensive-looking restaurants as examples.
- The responses emphasized **preserving green spaces** and **avoiding heavy commercialization**, sharing support for the low-intensity scenario.
- Many responses shared a **strong support for loop trails** and the low-intensity scenario.



**City of
McMinnville**

McMinnville Innovation Campus Community Survey

Project Background

The City of McMinnville is developing a plan for 200 acres that will eventually be home to high-wage jobs, commercial businesses and public amenities, like trails and greenspace, along Highway 18.

We are beginning to explore the benefits and opportunities of different ways to configure the site to best attract the jobs and businesses that will serve the community long-term and what public infrastructure will be needed to make it successful.

With this survey, please weigh in on different site options and tell us which of these ideas you think will help to attract high-wage jobs and commercial businesses to the area and feel unique to McMinnville.



The Innovation Campus is intended to be a **high-density employment campus** responding to the next generation of industrial and entrepreneurial jobs. The campus will include:

- a combination of “A” office space
- flex spaces
- incubator spaces
- manufacturing facilities

With almost 200 acres, it is one of Oregon’s largest industrial sites and is strategically located on HWY 18 near the McMinnville Municipal Airport. The site has three property owner groups who are working closely with the City on this plan.

This project will look at both the Retail Center and the Innovation Campus. The scope of work has four components:

- **Master planning the site to determine a preferred growth scenario** (i.e., determining the mix of high and low density uses)
- **Public infrastructure feasibility analysis**, which will include wastewater, water, transportation, electricity, broadband, etc.

- **Design standards and code development.**
- **Professional marketing for the site** focused on reaching developers and desired employers.



Click the image to enlarge in a new tab.

This work builds off the previously approved Three Mile Lane Area Plan (3MLAP).

Now, we're laying the foundation to make this strategic plan a reality.

The Innovation Campus concept was identified in the Mac Town 2032 Economic Development Strategic Plan and the Three Mile Lane Area Plan (3MLAP) in November 2022. The 3MLAP identified a community vision of a Retail Center and Innovation Campus on **this acreage to serve the community's future needs of commercial development and high density, upwardly mobile employment opportunities.**

Expand to learn more about 3MLAP



Let's start with site amenities!

A successful campus will include streets and trails to move people and goods throughout the site. These will be used by employees, businesses and community members.

Here's some examples of streets and trails we're considering for the campus:



1. Wide sidewalks (with seating)



2. Protected Bicycle Lanes



3. On-Street Parking



4. Transit stops



5. Street Trees



6. Accessible trails through open spaces



7. Multi-Use Paths (asphalt)



8. Soft Surface Forest Trails



9. Multi-Use Paths (concrete)

Click the image to enlarge in a new tab.

Of the pictures shown above, please select your top two:

- | | |
|---|---|
| <input type="checkbox"/> 1. Wide sidewalks (with seating) | <input type="checkbox"/> 2. Protected bicycle lanes |
| <input type="checkbox"/> 3. On-street parking | <input type="checkbox"/> 4. Transit stops |
| <input type="checkbox"/> 5. Street trees | <input type="checkbox"/> 6. Accessible trails through open spaces |
| <input type="checkbox"/> 7. Multi-use paths (asphalt) | <input type="checkbox"/> 8. Soft surface forest trails |
| <input type="checkbox"/> 9. Multi-use paths (concrete) | |

Site Landscape

We will also find ways to preserve natural resources and highlight the beauty of the site.

1. Conifer forests forming field edges



2. Rural character



3. Native prairie



4. Views



5. Linear agricultural patterns

Click the image to enlarge in a new tab.

Of the pictures shown above, which feels important to highlight or preserve?
(select all that applies)

- | | |
|---|--|
| <input type="checkbox"/> 1. Conifer forests forming field edges | <input type="checkbox"/> 2. Rural roadways |
| <input type="checkbox"/> 3. Native prairie | <input type="checkbox"/> 4. Views |
| <input type="checkbox"/> 5. Linear agricultural patterns | |

Next, let's explore the look and feel of the future site.

Site architecture

The site area architecture is a blend of new and old styles. We are interested in knowing what style(s) you think will feel welcoming to the public and attract future employers and businesses.

1. Rugged and simple materials



2. Functional industrial buildings



3. Open views to the landscape



4. Simple office buildings

5. Roof forms and materials inspired by local agricultural structures



6. Large windows

Click the image to enlarge in a new tab.

Of the pictures shown above, which do you think will attract future employers and businesses and be welcoming to the public? (select all that applies)

- | | |
|--|--|
| <input type="checkbox"/> 1. Rugged and simple materials | <input type="checkbox"/> 2. Functional agricultural and industrial buildings |
| <input type="checkbox"/> 3. Open views to the landscape | <input type="checkbox"/> 4. Simple office buildings |
| <input type="checkbox"/> 5. Roof forms and materials inspired by local agricultural structures | <input type="checkbox"/> 6. Large windows |
-

Commercial / Retail Character

The site will include a variety of businesses that can serve those working on or near the campus and the broader McMinnville community. The commercial areas could be 1-story or multiple stories, more spread out with views or more walkable and denser. Tell us which examples below you hope to see at the site's future commercial areas.



1. Wood materials



2. Outdoor Seating



3. Roof decks



4. Mixed use - Office over Retail



5. Larger Retail Uses



6. Active Street Corners



7. Roof Overhangs



8. Large Windows



9. Parking Behind Buildings



10. Brick



11. Public gathering space



12. Landscape

Click the image to enlarge in a new tab.

Of the design examples above, please select your top two.

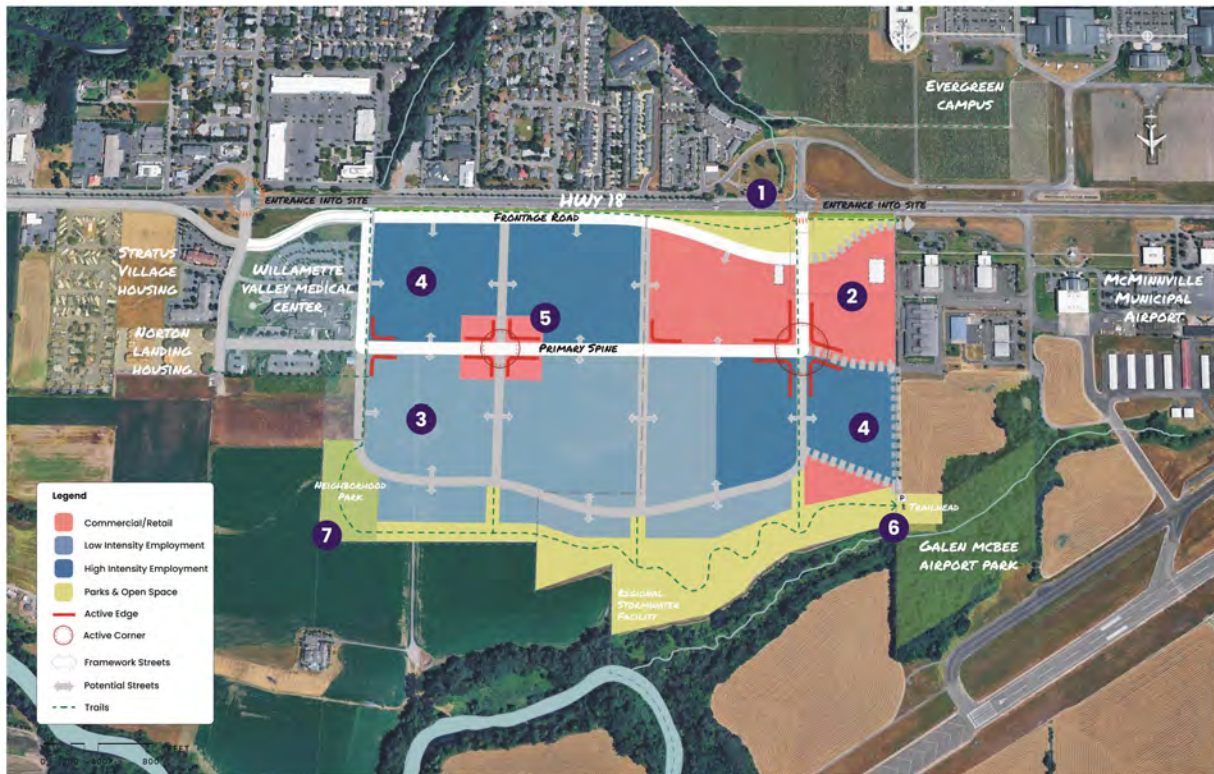
- | | | | |
|--|---|---|--|
| <input type="checkbox"/> 1. Wood Materials | <input type="checkbox"/> 2. Outdoor Seating | <input type="checkbox"/> 3. Roof Decks | <input type="checkbox"/> 4. Mixed Use - Office Over Retail |
| <input type="checkbox"/> 5. Large Retail Uses | <input type="checkbox"/> 6. Active Street Corners | <input type="checkbox"/> 7. Roof Overhangs | <input type="checkbox"/> 8. Large Windows |
| <input type="checkbox"/> 9. Parking Behind Buildings | <input type="checkbox"/> 10. Brick | <input type="checkbox"/> 11. Public Gathering Space | <input type="checkbox"/> 12. Landscape |
| <input type="checkbox"/> Other | | | |
-

Last, we want your feedback on how to fit these different land uses together.

We have three options and would like to know which of the options you think will be best for:

- Attracting high-wage employers
- Commercial businesses
- Circulation or movement of people and goods
- Providing a welcoming place for employees and the McMinnville community

Option 1: Low-Intensity Scenario



Click the image to enlarge in a new tab.

Low-Intensity Key Distinctions are:

These numbers correspond to the numbers on the map above.

1. Frontage road along Hwy 18 with a Gateway into the site at Cumulus.
2. Highway adjacent commercial.
3. Largest area of Low Intensity Employment.
4. High Intensity Employment near the Hospital and Airport.
5. Commercial node.
6. Loop trail connecting around entire site.
7. Southern open space connected to neighborhood park.

Which elements do you like best about this option (select all that apply):

- ☐ I like the location of the commercial areas
- ☐ I like the size (acreage) of the commercial areas
- ☐ I like the location of the low/high employment areas
- ☐ I like the size (acreage) of the employment areas
- ☐ I like what's located along the frontage road
- ☐ I like the location of the retail spine
- ☐ I like the location of the trails and open spaces

Option 2: Medium-Intensity Scenario



Click the image to enlarge in a new tab.

Medium-Intensity Key Distinctions are:

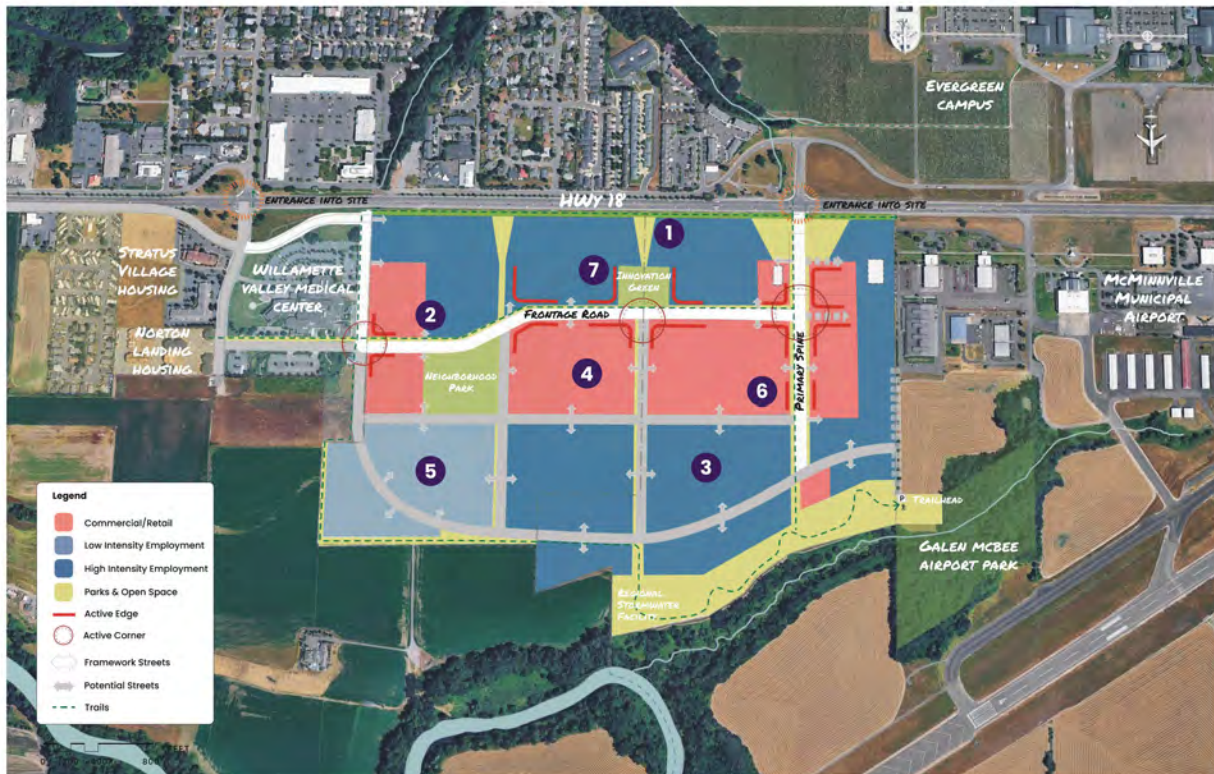
These numbers correspond to the numbers on the map above.

1. Frontage road set back from Hwy 18.
2. An even mix of Low and High Intensity Employment.
3. Commercial use on both sides of primary spine activates the street.
4. Small commercial area next to Medical Center.
5. Pedestrian Greenways connecting pocket parks.
6. Small retail opportunity overlooking green space.

Which elements do you like best about this option (select all that apply):

- ☐ I like the location of the commercial areas
- ☐ I like the size (acreage) of the commercial areas
- ☐ I like the location of the low/high employment areas
- ☐ I like the size (acreage) of the employment areas
- ☐ I like what's located along the frontage road
- ☐ I like the location of the retail spine
- ☐ I like the location of the trails and open spaces

Option 3: High-Intensity Scenario



Click the image to enlarge in a new tab.

High-Intensity Key Distinctions are:

These numbers correspond to the numbers on the map above.

1. Green View Corridors along Hwy 18.
2. Frontage Road pushed back to connect with retail node on west.
3. Largest area of High Intensity Employment.
4. Largest area of Commercial.
5. Smallest area of Low Intensity Employment.
6. Trails and greenways create pedestrian oriented framework streets.
7. Central Innovation Green creates a heart for the district.

Which elements do you like best about this option (select all that apply):

- ☐ I like the location of the commercial areas
- ☐ I like the size (acreage) of the commercial areas
- ☐ I like the location of the low/high employment areas
- ☐ I like the size (acreage) of the employment areas
- ☐ I like what's located along the frontage road
- ☐ I like the location of the retail spine
- ☐ I like the location of the trails and open spaces

Do you have other comments or feedback about the project?

Thank you for participating in our survey. Please submit your response or visit the next page to sign-up for project updates or participate in our demographic questionnaire.

(Optional) If you would like to receive project updates, provide your contact information

Name

First Name

Last Name

Email

example@example.com

Address

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

(Optional) Demographic Questions

This helps us better understand who we're hearing from.

What is your relationship to McMinnville?

- ☐ I live in McMinnville.
- ☐ I work in McMinnville or own a business here.
- ☐ I live nearby, but not in McMinnville.
- ☐ I go to school in McMinnville.
- ☐ No answer

What best describes your gender identity?

- ☐ Female
- ☐ Male
- ☐ I prefer not to answer.
- ☐ Non-binary
- ☐ No answer

What is your age?

- ☐ Under 18
- ☐ 18-34
- ☐ 35-59
- ☐ 60+
- ☐ I prefer not to answer.

Which of the following most accurately describes your race and ethnic identities?

- ☐ White / European American
- ☐ Hispanic, Latino/a, or Chicano/a
- ☐ Two or more races
- ☐ First Nation/American Indian/Indigenous
- ☐ Asian, Asian American, or South Asian
- ☐ Pacific Islander
- ☐ Black or African American
- ☐ Middle Eastern or North African
- ☐ Alaskan Native
- ☐ Other/Two or More Races
- ☐ No answer



Innovation Campus Open House and Survey

- **Project:** Innovation Campus
- **Period:** July 14 – August 16, 2025
- **Project manager:** Jody Christensen

Innovation Campus Open House and Design & Development Standards Survey

The City of McMinnville launched the McMinnville Landing (formerly known as the Innovation Campus) Open House and Design & Development Standards Survey from July 14 to August 16, 2025.

Open House/Survey Results

Participants timeline

Total participants

129







Participation rate ⓘ

25%



Hwy 18 Edge

131/131 - Image choice - choose many - required

	Multi-use path with a large, planted buffer from Highway 18	24.1% (84 choices)
	Pedestrian connections with landscaping between buildings leading into and through the development	21% (73 choices)
	Artwork on buildings and/or in the landscape	16.7% (58 choices)
	Prominent and well-designed entry features to the site	14.9% (52 choices)
	Landscape and plantings that reflect local agriculture	14.4% (50 choices)
	Celebrate agricultural architecture near the site entry	8.9% (31 choices)

Relationships between Buildings and the Street

131/131 - Image choice - choose many - required

Encourage courtyards, plazas, and other public spaces along the sidewalk 26.4% (91 choices)



Provide weather protection along building edges 23.2% (80 choices)



Place parking lots behind the buildings instead of next to the street 19.7% (68 choices)



Provide windows and doors along the street and avoid blank walls 14.8% (51 choices)



Place public entries and signage on buildings facing intersections 8.7% (30 choices)

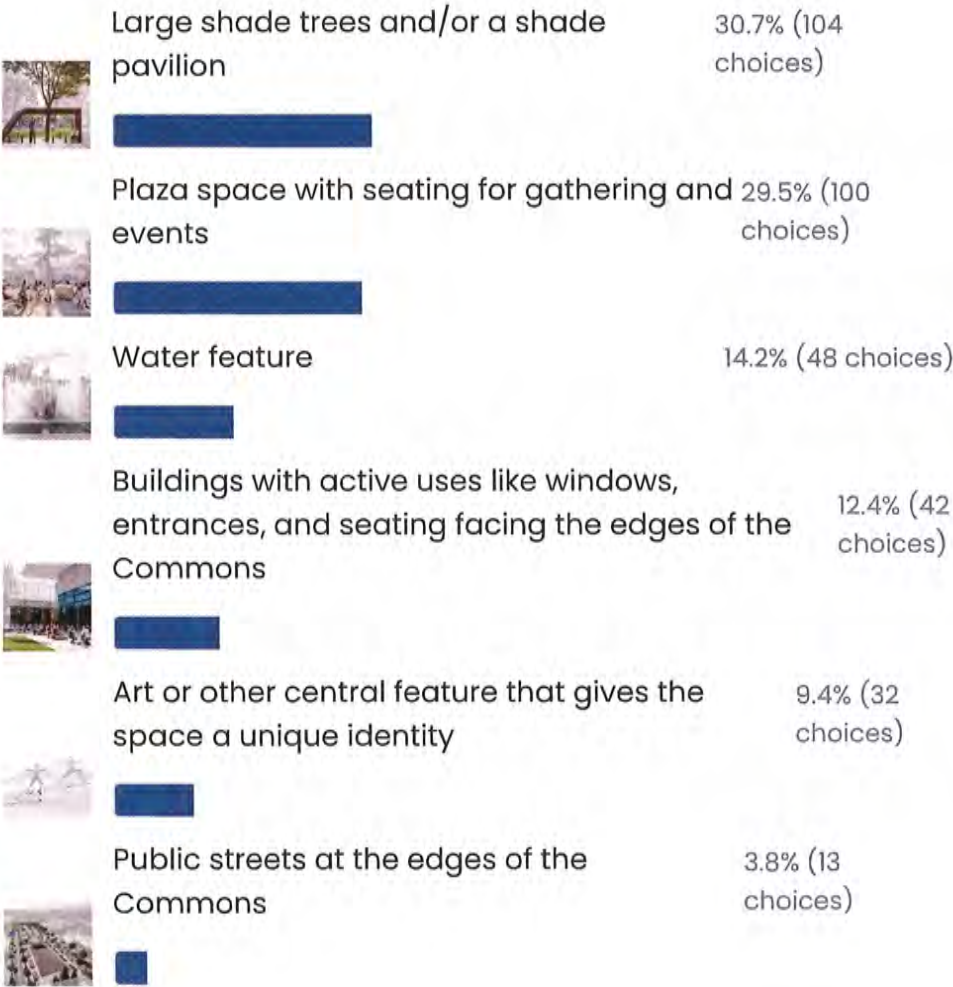


Locate buildings near the street 7.2% (25 choices)



Character of the McMinnville Landing Commons

131/131 - Image choice - choose many - required



Parking Lot Design

131/131 - Image choice - choose many - required



Shade trees

28.6% (92 choices)



Sidewalks and planting areas to break up the parking lot into smaller areas

26.4% (85 choices)



Landscaping and planting to capture rainwater from parking areas

26.4% (85 choices)



Screening from streets, drive aisles, and pedestrian zones

9.9% (32 choices)



Limit the overall size of individual parking lots that is allowed

8.7% (28 choices)



Relationship between Retail and Employment buildings

131/131 - Image choice - choose many - required



Shared public spaces between buildings

31.5% (96 choices)



Similar materials and building style

25.2% (77 choices)



Landscape buffers between buildings

19.3% (59 choices)



Shared parking areas to reduce the overall amount of parking and to allow buildings to be placed closer together

15.7% (48 choices)



Similar sizes and heights of buildings

8.2% (25 choices)



English

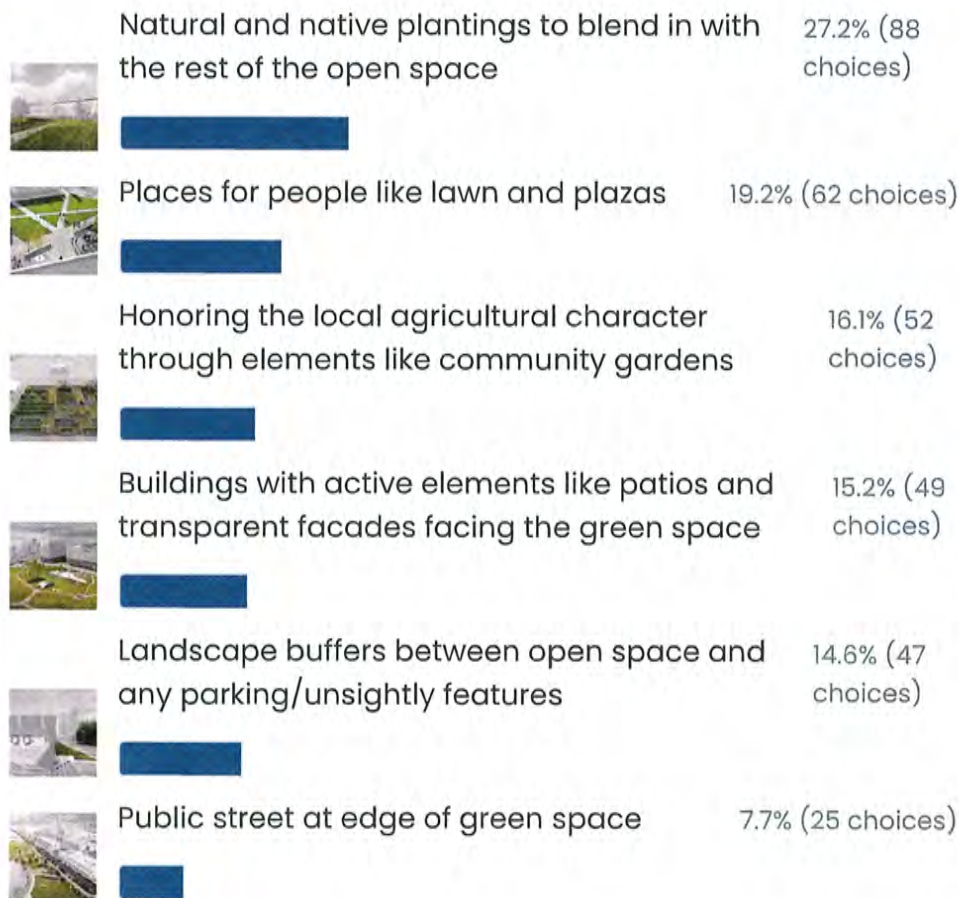
Character of the Green Connections

131/131 - Image choice - choose many - required



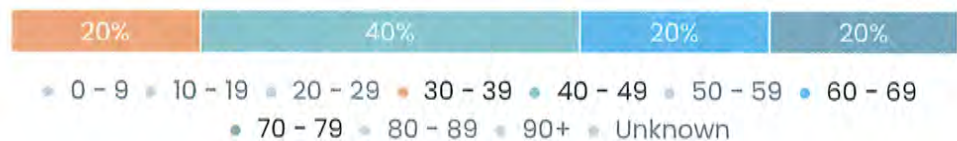
Character of the Southern Green Edge

131/131 - Image choice - choose many - required



Participants

Year of birth



Visitors

Visitor timeline

Visitors ⓘ
731

Visits ⓘ
1032

Visit duration
00:01:31

Pageviews per visit
1.84



Survey form.

Personal data

We will submit your input to City of McMinnville's online participation platform. If you want to receive updates relevant to your input by email, please fill out the following fields on this page and we will create an account for you. Your data will not be public and will only be used by City of McMinnville. If you do not agree for us to use your personal data in this way, you can leave them empty.

First name(s) (optional)

Last name (optional)

Email address (optional)

Innovation Campus Virtual Open House and Design & Development Standards Survey

Thank you for participating in this Online Open House and Survey for the McMinnville Innovation Campus.

We are excited for your participation and to hear your feedback. As you scroll through this online open house, we'll give you a refresher on the **history of the project**, you'll learn some exciting news about the **project's new name and where its headed** (**hint* what we're calling the "McMinnville Landing"*) and you'll also have the opportunity to weigh in on some **important design questions** that we have for different areas of the site. (Scroll down)



As a refresher, this project is creating a vision for **190 acres of privately owned land** on the south side of Highway 18 between the airport and the Willamette Valley Medical Center. It's owned by three different property owners with whom we have engaged to create a **cohesive and community-driven plan**. We have worked closely with the community throughout this process and look forward to hearing **your** input!

It all started with the Three Mile Lane Area Plan

This project all started with the **Three Mile Lane Area Plan (TMLAP)**. The TMLAP looked at a variety of aspects related to this part of the city to make sure that future development meets the community's goals and vision. The plan established goals of creating a **walkable, mixed-use retail and employment district with** ample access to **open space** along the Yamhill River.

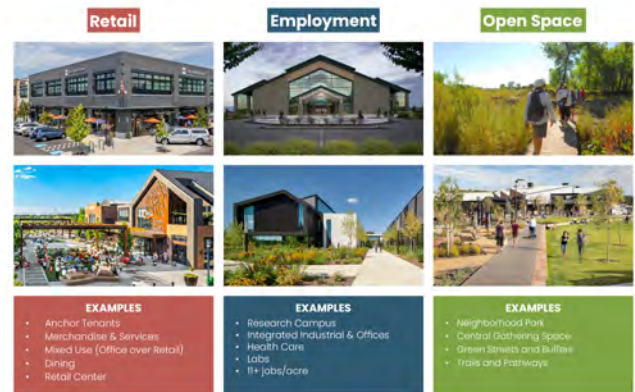
Since then, we've been focusing on 190 acres of land on the south side of Highway 18 as the centerpiece of the TMLAP. This "Innovation Campus" – is now called the **McMinnville Landing**. (Scroll down)



Located at the entrance to McMinnville, the **McMinnville Landing** is envisioned as an innovation district built to shape what's next. It will be a space that cultivates the next generation of **homegrown ingenuity and workforce development** for McMinnville. Rooted in the creative, industrious spirit and entrepreneurial nature of McMinnville, this purpose-built campus aspires to achieve meaningful **innovation, connected growth, and positive impact**.

Preferred Development Scenario

We've also been working with the site's property owners to further refine what the McMinnville Landing will start to look like. Below, you can see the **"Preferred Development Scenario"** which was workshopped through many meetings and iterations with the landowners and input from community members. (Scroll down)



Design & Development Standards Survey!

With all this exciting progress, we wanted to check in with you and get your feedback on how we can make McMinnville Landing the best it can possibly be for our community. Our next step is to create **Design and Development Standards**. These standards give more specific guidance on what the development should look and feel like. **The standards can regulate things like the shape and size of buildings and blocks, how development relates to the street, and what features like open space and parking look like.** And we want your input on all of these!

The following survey, made up of **eight questions**, will help us identify the **most important design factors for you** and where we can work to create guidelines for future developers to meet the community's priorities and needs. Each of the following questions focuses on a different area of the site. Each one will present various strategies, and you can **select up to three favorites** that you think are the most important. Thank you for helping us shape McMinnville Landing!

1. Hwy 18 Edge

The Highway 18 edge will be the **first impression** that visitors and those passing by will have of the site. We want to better understand how you would like future buildings to interact with this edge. The Three Mile Lane Area Plan created requirements for **landscape buffers** along Highway 18 and created guidelines to **prevent blank walls** and **require buildings to have variation and transparency** on their exteriors. **What additional features are most important for consideration for the Highway 18 frontage?** (Select your top three)

**Choose between 1 and 3 options*



- ☐ Prominent and well-designed entry features to the site



- ☐ Landscape and plantings that reflect local agriculture



- ☐ Celebrate agricultural architecture near the site entry



- ☐ Multi-use path with a large, planted buffer from Highway 18

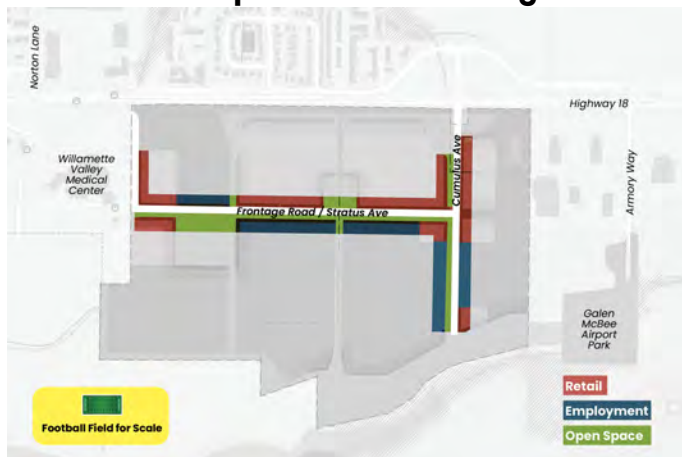


- ☐ Pedestrian connections with landscaping between buildings leading into and through the development



- ☐ Artwork on buildings and/or in the landscape

2. Relationships between Buildings and the Street



Two main roads have been identified to pass through the site. These will become the **“Main Streets”** for the development. Because of this, it's important to make sure that future buildings help create a ***pleasant street to walk and shop along***. The Three Mile Lane Area Plan created requirements for building sizes and parking lot locations to encourage ***walkable, human-scale development***. It requires buildings to include pedestrian shelter covers and ***main entrances along the street***. It also sets standards for building facade materials like transparency, materials, and variation.

What additional features are most important for consideration in the relationship between buildings and the street?

**Choose between 1 and 3 options*



☐ Locate buildings near the street



☐ Provide windows and doors along the street and avoid blank walls



☐ Encourage courtyards, plazas, and other public spaces along the sidewalk



☐ Provide weather protection along building edges



☐ Place public entries and signage on buildings facing intersections

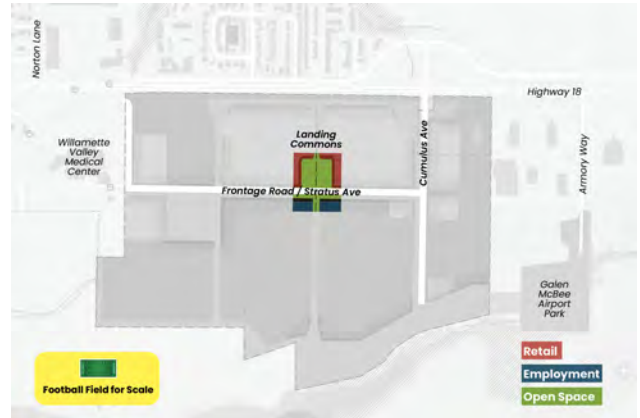


☐ Place parking lots behind the buildings instead of next to the street

3. Character of the McMinnville Landing Commons

The McMinnville Landing Commons is envisioned as a **central gathering space** connecting the commercial area with the employment center that serves as a **common space for visitors and workers alike**. This kind of public gathering space was identified as a priority in the Three Mile Lane Area Plan. It encourages gathering spaces to incorporate views and to connect with the pedestrian network. We want to understand more details about the type of central gathering space that you would enjoy using. **What additional features are most important for consideration in the design of the Landing Commons?** (Select your top three)

**Choose between 1 and 3 options*



- ☐ Buildings with active uses like windows, entrances, and seating facing the edges of the Commons



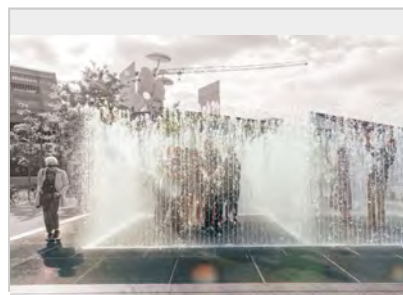
- ☐ Public streets at the edges of the Commons



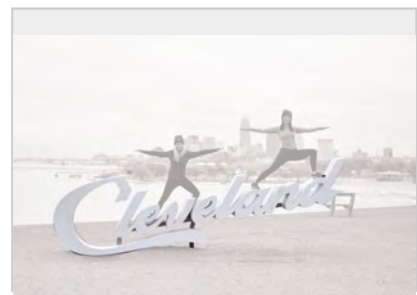
- ☐ Plaza space with seating for gathering and events



- ☐ Large shade trees and/or a shade pavilion



- ☐ Water feature



- ☐ Art or other central feature that gives the space a unique identity

4. Parking Lot Design



Parking is an important part of any development as it allows people to conveniently get to work or go shopping. Parking also can be unsightly, spread buildings further away from each other, and create hot, unsafe and uncomfortable spaces. The Three Mile Lane Area Plan created requirements for ***parking lot locations behind buildings*** and allows ***on-street parking*** to be used in an attempt to reduce the overall amount of parking needed.

In addition to this, what other features are most important for consideration in the design of parking areas? (Select your top three)

**Choose between 1 and 3 options*



☐ Shade trees



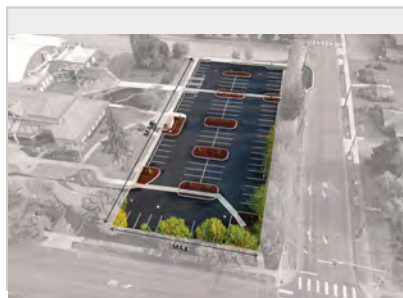
☐ Sidewalks and planting areas to break up the parking lot into smaller areas



☐ Screening from streets, drive aisles, and pedestrian zones

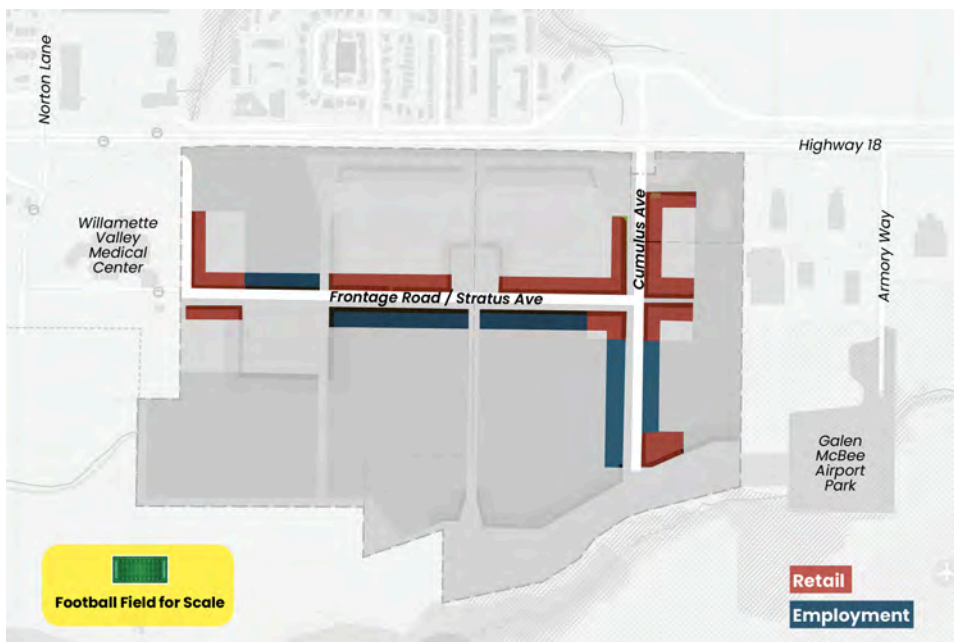


☐ Landscaping and planting to capture rainwater from parking areas



☐ Limit the overall size of individual parking lots that is allowed

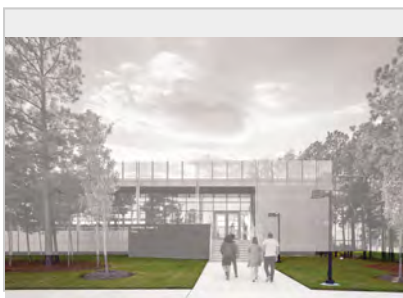
5. Relationship between Retail and Employment buildings



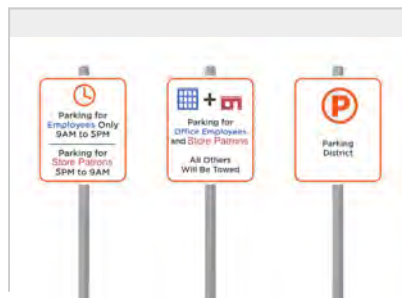
The Landing has been zoned for two uses: **retail (shown in red)** and **office/industrial (shown in blue)**. While these two land uses have very different users and types of buildings, it's important to think about **how the buildings interact** with each other to create a sense of cohesion and place across the site. The Three Mile Lane Area Plan created requirements for commercial building sizes and shapes to be **human-scaled**. It called for the creation of architectural standards for **simple roof forms** and **cohesive building character and materials** along the corridor. It ensures that no incompatible heavy industrial uses will be allowed as part of the development.

In addition to these factors, what other things should we consider for the relationship between these two different building types? (Select your top three)

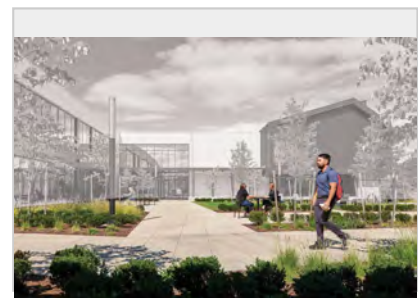
**Choose between 1 and 3 options*



☐ Landscape buffers between buildings



☐ Shared parking areas to reduce the overall amount of parking and to allow buildings to be placed closer together



☐ Shared public spaces between buildings

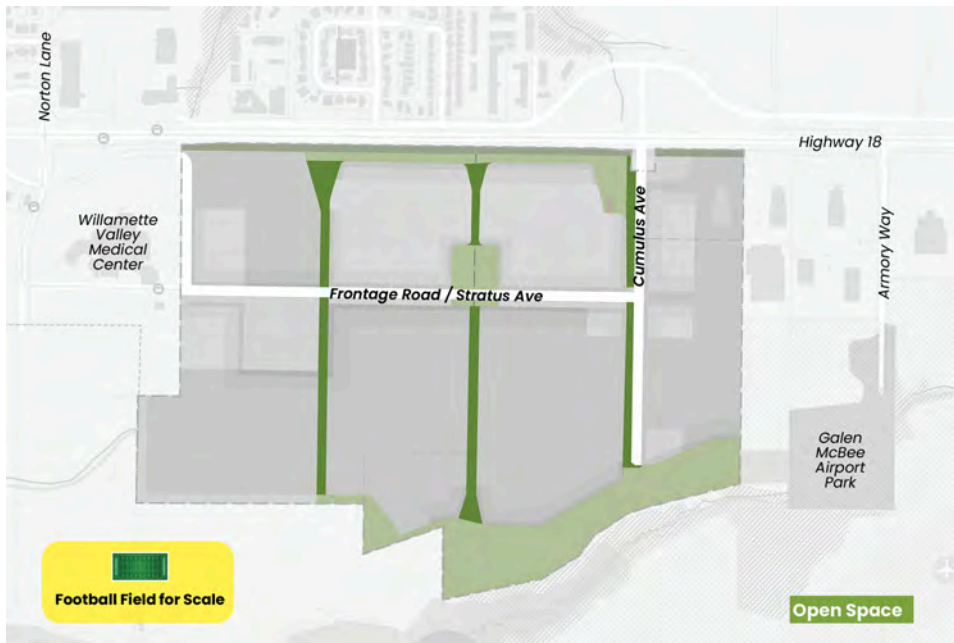


☐ Similar sizes and heights of buildings



☐ Similar materials and building style

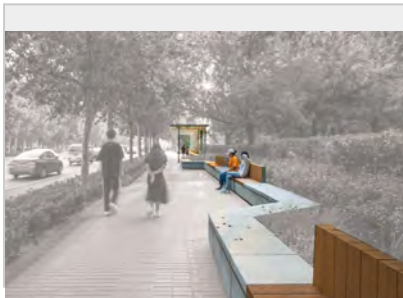
6. Character of the Green Connections



The Three Mile Lane Area Plan requires a **network of sidewalks and trails** to connect people with key locations within the development. It also requires transportation improvements for **bicycle routes**. One of the ways these goals can be accomplished is through **greenways** and **green streets**. These corridors, shown in green on the map, are opportunities to connect the north open space to the river in the south and to provide convenient access to businesses nearby.

What features would you most like to see in the development of green connections through the site? (Select your top three)

**Choose between 1 and 3 options*



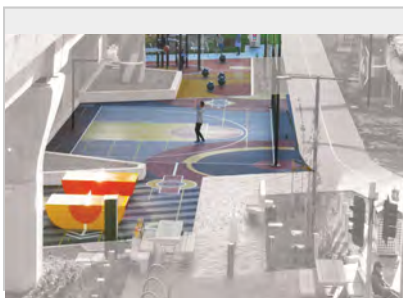
☐ Seating and gathering spaces for workers and shoppers



☐ Places for rainwater to filter into the ground



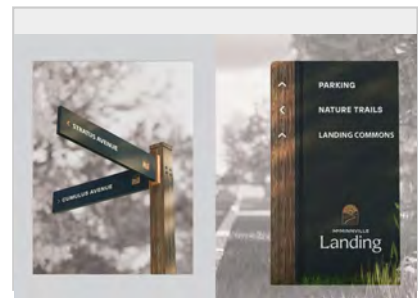
☐ Sense of enclosure with buildings close to the sidewalk and shade trees



☐ Active use/recreational opportunities along corridor

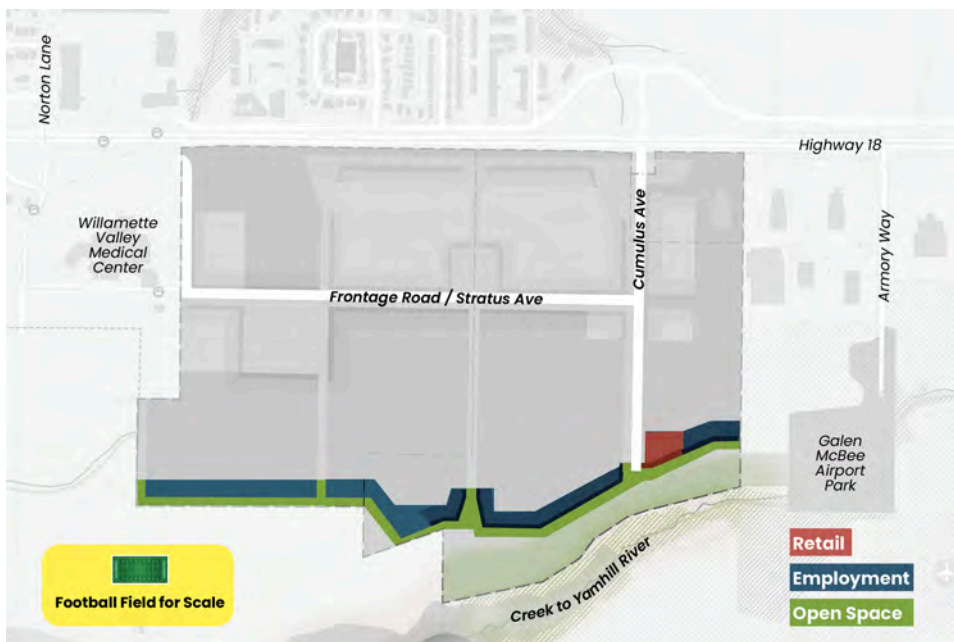


☐ Bike infrastructure like pathways and storage shelters



☐ Clear signage and visibility

7. Character of the Southern Green Edge



The southern green space creates a **buffer between the development and the natural wooded areas near the Yamhill River**. The Three Mile Lane Area Plan creates protection for the stream corridor and tree groves and calls for trail connections and re-vegetation with native plants in this zone. This protected green area holds great opportunity not only as a future open space and recreation amenity, but also for the businesses that are **built along its edge**. We want to make sure that this edge is something that the **community can enjoy** and that **complements** the rest of the open space.

What are the most important factors for you in thinking about the edge between the development and the southern green space? (Select your top three)

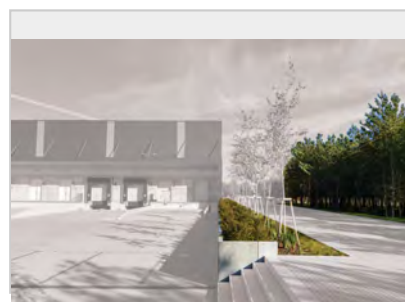
**Choose between 1 and 3 options*



- ☐ Buildings with active elements like patios and transparent facades facing the green space



- ☐ Public street at edge of green space



- ☐ Landscape buffers between open space and any parking/unsightly features



- ☐ Natural and native plantings to blend in with the rest of the open space



- ☐ Places for people like lawn and plazas



- ☐ Honoring the local agricultural character through elements like community gardens

February 2025

McMinnville Innovation Campus

Brand Discovery Insights & Recommendations

Presented by **FINE**



- 01** Learning & Insights
- 02** Brand Pathway
- 03** Next Steps



Where We Are



What We've Done

We've distilled all that we heard, read, and found into insights and recommendations to help shape the brand foundation and positioning for the McMinnville Innovation Campus.

- 01 Site Visit & Owner Workshop
- 02 Assets & Materials Review
- 03 Interviews & Discussions with WM + City
- 04 Owner & Developer Interviews Review
- 05 Review of Land Use Scenarios
- 06 Synthesize Findings
- 07 Discovery Work Session



Project Goals

The McMinnville Innovation Campus is a 200-acre mixed use site aimed to foster economic growth, bringing high-wage employment with next generation industrial and entrepreneurial jobs.

Our brand work will be support by:

1. **Develop a compelling story** that highlights the unique value proposition and selling points for future tenants and companies.
2. **Build a solid foundation** of understanding with a shared story that helps inform decision-making for future phases.
3. **Rally a varied group of stakeholders** with a hardworking brand narrative that connects to a large array of interests.



Learnings & Insights

Uniquely Primed for Development

As one of the largest non-industrial site in the state of Oregon, this 200-acre mixed use Innovation Campus perfectly abuts an airport, major thoroughfare, hospital, university, recreational areas, and more, with ideal zoning flexibility that provides a “blank” canvas for development.

- A large 200 acre mixed use site provides a new destination for McMinnville.
- Situated on flat land with beautiful views of Mt Hood, Mt Jefferson, and Amity Hill, flanked by the South Yamhill River next to Galen McBee Park.
- Tucked in between the McMinnville Municipal Airport & Willamette Valley Medical Center and close to Evergreen Aviation and Space Museum, Chemeketa Community College (CCC) Yamhill Valley campus.
- Positioned on OR Hwy 18 as part of the gateway to McMinnville, 1.5 miles from Downtown McMinnville.
- Developable as office, industrial, and manufacturing on affordable land with good access, and high-wage employment driving its success.

INSIGHT

Turn easy access and prime location into a turnkey value proposition for developers and companies.

“The campus must be developed in the right way, serving the community well and not detracting from the success of the historic downtown. This should be much more of a destination than a typical, generic piece of property.”

IC STAKEHOLDER

An Ongoing, Collaborative Endeavor

This project has been thoughtfully developed over a long period of time, with a solid foundation of engagement and support from the community, ownership, and civic institutions with an entrenched sense of pride.

- This project has garnered deep public interest, and the City is carefully facilitating and documenting the process, making it available for others to follow.
- This property has been in city zone for 40+ years with many attempts to develop.
- Retail is critical for financial viability. While opposition remains against strip mall or big box feel, retail is a generally accepted needed asset filling a gap in the market.
- There is strong interest in greenspace, parks, and trails for a pedestrian-friendly, human scale approach that facilitates transit in and out of the campus.
- "Innovation Campus" as an initial name provides a positive springboard for the project, already uniting multiple players around a shared vision.
- There is shared desire for clean technology, a mix of diverse industries, and alignment with the existing identity and character of McMinnville.

INSIGHT

Solidify foundational brand pillars that enhance understanding, generate excitement, and reinforce decision-making.

"The Innovation Campus development process is the next step in the 3 mile area plan. We're building on past efforts, not starting anew."

Flexible Land Use & Approach

Land use scenario development carefully integrates commercial, medical, office, and light industrial in a flexible framework that takes an “all of the above” approach to accommodate a variety of potential uses.

- Commercial, retail, and smaller-scale industrial uses are most feasible. Office uses are challenging in the current market.
- Medical-related uses align nicely next to the hospital and provide a pathway for a larger wellness story.
- Green space is a core component, with each scenario reserving and preserving open land and green spaces connecting to adjacent parks.
- While housing is not part of the plan, there is openness to lodging opportunities such as senior living, and connectivity to existing/planned housing outside of the site.
- Development of commercial spaces will help kick start the project and welcome the community with retail, restaurants, and other amenities.

INSIGHT

**Create an engaging, flexible,
and inclusive story that grows
with the project and appeals to
a broad audience.**

“A flexible, patient approach is recommended, emphasizing a final framework plan with less specific detail, land use allocations and key street connections.”

Incubating the Next Generation

McMinnville is home to a unique collection of existing innovative businesses, with a successful track record of bringing in new industry. This site is an investment in the future of McMinnville innovation.

- McMinnville has a history of multifaceted innovation including aviation, medical, educational, and industrial growth.
- Beyond wine & fruit, McMinnville houses diverse manufacturing and innovative job shops that plug into the supply chains for bigger, national companies.
- Today many companies face challenges remaining in the community as they grow.
- The Innovation Campus is primed to welcome future companies across advanced manufacturing, aviation, clean tech, bioscience, semiconductors, R&D, and more.
- The goal is to bring together a higher-wage workforce into a new kind of testing lab for startups, small businesses, and national companies alike.

INSIGHT

Define McMinnville's unique innovation style to welcome a new generation of trailblazers working and living on the edge.

"This should be a forward-looking project and encourage a new, modern idea of what employment looks like."

IC STAKEHOLDER

A Charming Collision

McMinnville is a unique city that brings together a rural way of life with dynamic arts, culture, industry—and its own quirky flair. Here, the agricultural meets the aeronautical, small town charm meets expansive creativity, and a cherished past meets a forward-thinking future.

- In the Heart of Oregon wine country, McMinnville is lauded for its thriving wine scene, and has invested a great deal in telling a broader story.
- Unexpected accolades include the world's second largest UFO festival, home to the Spruce Goose, and the Wings and Waves Waterpark.
- A quaint downtown features art galleries, tasting rooms, and local restaurants with award-winning wine and culinary experiences (including James Beard Best Chef nominees at Humble Spirit and Hayward)
- Situated outside of the Portland fray, providing a lower cost of living and slower pace of life.
- Rooted in agricultural history, McMinnville is home to local vineyards, produce, and more, and host to Yamhill County's annual Farm Fest.

INSIGHT

Reflect and expand on the dynamic ethos of McMinnville, helping to write a new chapter for the city.

"Make this an identifiable center; because this site is on the 'edge' it doesn't have the draw of downtown McMinnville." / "Be clear that this is not competition with downtown McMinnville."

A Sustainable Development

This project has started with a focus on sustainability—with equal attention to the health of the people, the land, and the greater community—and a desire to build thoughtfully and responsibly.

- The Great Neighborhood Principles include guidelines for developing with the landscape, community, aesthetic, and environmental concerns in mind.
- A regenerative design/green cities study was performed on the site in 2017, providing comprehensive principles and recommendations.
- Strong interest expressed in high quality architectural spaces, sustainability, and artistic connection to the community and landscape, including designing to incorporate and maximize surrounding views.
- Commitment to design for pedestrian access with community feedback indicating a priority to connect to existing trails, open spaces, and public greenway.
- Proximity to hospital provides opportunity to develop a complimentary wellness village & story.
- Refusal to partner with “dirty” industries that will bring pollution and disturb the health of the area.

INSIGHT

Create a multifaceted story of sustainable wellbeing that connects to McMinnville’s values and the site itself.

“Design standards will be important to help create that identity; developers are supportive of such standards”

IC STAKEHOLDER

A New Facet for McMinnville

While more business oriented than downtown, the Innovation Campus will serve as an extension and expansion of McMinnville, with a new set of amenities that accommodate employees during the day and the greater community during evenings and weekends.

- The commercial retail will be especially important to attract locals. A retail anchor is critical to its success to set the tone and create the initial draw.
- Green and public spaces should be designed for both meandering and gathering, passive and active use, so it can flex into a new gathering space for the community.
- In-between moments of community engagement such as public art can connect the campus together, create a sense of place, and build fresh opportunities for discovery.
- High-quality, sustainable design and architecture standards will complete the brand story, facilitate follow-through, and ensure its long term success.

INSIGHT

Put design and experience standards into place that fulfill on the brand promise and help create a new energy center.

"Because there is very little on site now, it will be important to create a 'place' that helps identify the campus and create amenities for the future tenants and owners."

A Multifaceted Audience

This project must speak to a wide variety of interests, attracting developers and tenants, while also engaging the community.



Thoughtful Developers

ENVISION: PARTNER ACROSS A SHARED VISION

The foundational builders of the campus developing from the ground up with a future-forward mindset.

Multiple partners who come together to invest in and build the site. They must believe in the vision of the place and see the financial value enough to begin to create it. They seek obstacle-free pathways, clear standards, and flexibility to adjust to the market.



Visionary Employers

CREATE: SHAPE PLACE ON THE GROUND

The core of the campus who make the place go round, from retail to manufacturing to tech.

They are the foundational players and primary draws of the new site. They shape everything from the day-to-day operations to its long-term success, contributing to an authentic sense of place. The vision must align with both their values, individual brands, and business objectives.



Lifestyle-First Employees

MAKE: EMPLOY AND UPLIFT PLACE

The community of makers, doers, shapers, and helpers who work, build, and thrive here.

They seek a place and company that provides meaningful work, competitive wages, and outsized opportunity in a deeply-rooted community that prioritizes wellbeing and creativity over burnout and quotas. They want an inspiring, energizing setting surrounded by nature, and plentiful outdoor recreation.



Engaged Locals & Visitors

ENJOY: VISIT THE PLACE

The visitors eager to experience the place and all it has to offer.

They seek enjoyment and creativity alongside daily necessities. They live in and around McMinnville and are deeply invested in their community. Or they are tourists looking to be immersed in wine country, small-town Oregon, and all that it has to offer, enjoying campus amenities, events, and experiences.

Brand Pathway

Brand Platform

The McMinnville Innovation Campus cultivates the next generation of homegrown ingenuity for positive impact. Rooted in the industrious spirit and thoughtful nature of McMinnville, this purpose-built campus **inspires innovation, connection, and meaningful progress.**

Values

Our values are the core tenets that guide all we do.



Local authenticity expands reach.

We are dedicated to creating space for what is authentically McMinnville. By supporting the local, we expand what's already here while attracting partners and investors to co-create a strong future for our community.



Connection creates opportunity.

We believe in diversity, creating welcoming spaces for everyone while connecting a variety of industries. Through collaboration with our community and our partners we generate great things.



Responsible growth brings meaningful progress.

We are committed to growing responsibly, building toward a future of wellness for humans and our world.



Aesthetics inspire innovation.

We create places designed to bring out potential in harmony with the land. By bringing people into contact with the inspirational, we help them to create new ideas.

Brand Attributes

Our brand attributes describe how we look and feel to our audiences.



Enduring

We are thoughtful designers, planners, and stewards, dedicated to creating for the long haul. We inspire trust and are rooted in the communities of McMinnville.



Harmonizing

We are approachable, listening to many stakeholders in order to synthesize, distill, and incorporate a wide variety of ideas and industries. We bring it all together to make the whole sing.



Dynamic

We're energetic makers, bringing the enthusiasm and diverse ideas needed to propel things forward. Our brand helps to galvanize our audiences.



Inspiring

We bring people and ideas together to foster the sparks of innovation. Our brand, from the way we look to the stories we tell, is made to inspire.

Brand Distinctions

Our unique story & position in the marketplace

Made for Inspiring Intersections

Purpose-built for flexibility and diversity of use, the Innovation Campus is one of the largest non-industrial mixed use campus in Oregon made to support a dynamic intersection of professional, commercial, industrial, medical, and recreational pursuits. We welcome a new era of industry and employment in a first-of-its-kind destination rooted in the industrious spirit and natural landscape of McMinnville.

A flexible mix of office, light-industrial, medical, and commercial space intersperse the 200-acre site, providing a launch pad for businesses getting off the ground or taking off. Here, there is space to settle, experiment, and grow for a large array of industries, from advanced manufacturing and clean technology, to bioscience and aviation systems. An open campus that opens a world of possibility where diverse perspectives, ideas, and industries come together to usher in a new era of growth.

Situated on a beautiful stretch of bucolic land with uninterrupted views of Mt Hood, Mt Jefferson, the Amity Hills, and the Coast Range, and flanked by the South Yamhill River, the campus celebrates the gorgeous natural landscape, stretching out with intersecting trails and parks that connect people to place.

The campus is thriving with retail shops—large and small—and places for convenience and recreation. It's a new hub for the community to eat, shop, and play, with multiple reasons to visit, gather, and linger.



Room to Grow

An expansive 200-acre site with flexible land use, ready to grow to house a variety of industries, amenities, and exciting developments.



Connected Open Spaces

Interconnected trails, paths, and sidewalks create a pedestrian-friendly environments that includes open spaces and parks.



A New Commercial Town Square

A 40-60 acre parcel with easy highway access will become a dedicated retail destination drawing shoppers from surrounding neighborhoods and the greater area.



Flexible Space for Mixed Use

Research and development, incubators, entrepreneurs, and manufacturers join together across 200 acres.

An Innovative Gateway to McMinnville

Getting here is easy. Fly in. Drive in. Walk in. Bike In. Right off of Highway 18 and adjacent to the McMinnville Municipal Airport, the Innovation Campus stands at the edge of McMinnville to welcome the world.

At the crossroads of our warmhearted city in the heart of the Willamette Valley, close to and far enough from the bustling cities of Portland and Salem, the campus provides rare access for businesses to stand apart and stay connected.

Only 1.5 miles from McMinnville's beloved downtown, the Campus is the gateway to our charming community. Adjacent to the Willamette Valley Medical Center, Clackamas Community College's Yamhill Campus, and the Aviation Museum, opportunities for innovative partnerships abound. The McMinnville Municipal Airport provides easy fly in and out access for national or growing companies to conduct business near and far.

In the heart of Oregon wine country with thriving farmers markets, art galleries and "kitschy antiques," farm-to-fork dining, an extensive network of hiking and biking trails, and so much more, the Innovation Campus is within reach of a multitude of attractions, and brings a new crop of amenities through this multifaceted center.



A Momentous Landmark

An attractive, eye-catching monument signals your arrival to McMinnville and to this new, vibrant campus.



Airport Adjacent for Private Aviation

Two paved runways ideal for private jet aircraft for business execs getting in and out quickly supporting year-round business travel.



An Abundance of Recreation

At the heart of wine country and a short drive to the coast. From aviation to education, shopping to hiking, there's something for everyone to enjoy.



A New Commercial Heartbeat

Retail draws locals for shopping and provides sought after amenities for campus employees.

Nurturing Industrious Wellbeing

The Innovation Campus embraces the more sustainable lifestyle cherished in McMinnville—where the reverence of nature and a zest for life come together. We carry this legacy forward to the next generation of companies to nurture a fuller sense of wellbeing. Here, professional milestones meet moments of inspiration and breakthroughs occur on a lunch time trail run as much as they do in the lab. Here, industrious spirit means a life well lived.

Adjacent to the Willamette Medical Center and tucked into a peaceful natural landscape with sweeping views, a new wellness center emerges with health-focused businesses and amenities alongside trails and parks. Undeveloped green space and an interconnected trail system create opportunities for recreation, fitness, and mindfulness. With roots in the agricultural legacy of McMinnville and respect for the land, it's an ideal place to build with intention. Thoughtful development aligns view corridors with inspiring glimpses of the surrounding mountain ranges.

Here, we activate our senses with art, creating uplifting moments to generate inspiration and encourage the instances of pause and social connection that seed new ideas. A central plaza and other event spaces invite pop ups from local restaurants, wineries, and artists, and nearby coffee shops, juice and wine bars provide daily opportunities to refresh, focus, unwind, and get inspired.



Natural Reverence

Pause to enjoy the spectacular views, amplified through thoughtful design.



Whole Person Wellness

Lifestyle F&B amenities, wellness-oriented practices (chiro, yoga), and natural grocers bring wellbeing to the forefront.



Outside for Everyone

A natural playground, walking trails, fitness stations, and a dog park bring people together of all ages for outdoor recreation.



Artistic Activations

Art installations across campus invite moments of pause while partnerships with local artists draw the community for viewings and workshops.

Cultivating the Next Generation of Innovators

We're here to foster McMinnville's next generation of entrepreneurs, boundary-pushers, do-ers, makers, and creators. Built for collaboration and growth, our diverse and dynamic campus is McMinnville's new hotbed of ideas and activities. It's the perfect place to find clean tech collaborating with fitness, art meeting science, and multifaceted industries coming together to think differently and make something new.

From small incubator spaces and programs ideal for startups and small businesses, to central meeting points like the plaza, we encourage collaboration, chance run-ins, and intentional community programs and events.

We seed an environment of mutual inspiration by inviting the greater McMinnville community to join us here, providing opportunities for the campus community and local communities to benefit from these spaces and to influence the path forward.

Here, local industries have room to grow and new industries have the space to take root. Partnerships form across sectors, ideas are exchanged freely, and human interactions flourish organically, creating the interconnected webs that foster real, lasting growth.



Incubator Spaces & Programs

Space and programs for local businesses, entrepreneurs, and small start-ups to come together, share ideas, and support one another.



Central Meeting Points

Town-square style plaza space encourages casual meetings and run-ins as well as scheduled events and meetups across industries.



Cross-Industry Synergy

Here, where the airport meets the aviation museum, commerce and education collide, creating interdisciplinary approaches to areas of focus.



Community-Wide Activations

Campus-wide activation through events, programming, installation artwork, and design.

Responsible from the Ground Up

The McMinnville Innovation Campus is a future-proofed development thoughtfully created to advance care for our people, environment, and responsible business. Abiding by the Great Neighborhood Principles and carefully considering our overall environmental impact, we build healthy spaces to welcome clean industries and embrace sustainability as a social and economic responsibility.

We are dedicated to caring for our environment while creating high wage jobs, now and for decades to come. Our intention is to create a campus with lasting relevance and positive impact for all.

Our campus features sustainable amenities like rain gardens, native and biodynamic landscaping, and buildings created with energy conservation in mind. An abundance of green spaces preserves and creates wildlife habitats while contributing to the wellness of our human communities.

We invite the local community into our sustainable practices through events and activations that tell the story of ecological impact, responsible business, and better living. And we support charitable organizations through campus-wide community outreach events taking part in local clean-up projects, workforce development initiatives, and more.



Sustainable Structures & Practices

A natural grocery store with a green roof. Clean tech powered by solar panels. Passive heating/cooling. Recycling gray water through irrigation. Sustainable building standards.



A Local Retail Destination

The opportunity to shop in town, rather than driving for goods, mitigating the environmental impacts of retail leakage, with electric charging stations.



An Abundance of Green Spaces

Parks, trails, edge spaces, a community garden, rain garden, and preserved wetlands and mature trees provide recreational spaces to pause and enjoy nature while preserving wildlife habitats.



Community Engagement & Outreach

Events, classes, and activities rally and educate the community around sustainable practices, and community outreach events support and uplift the greater community.

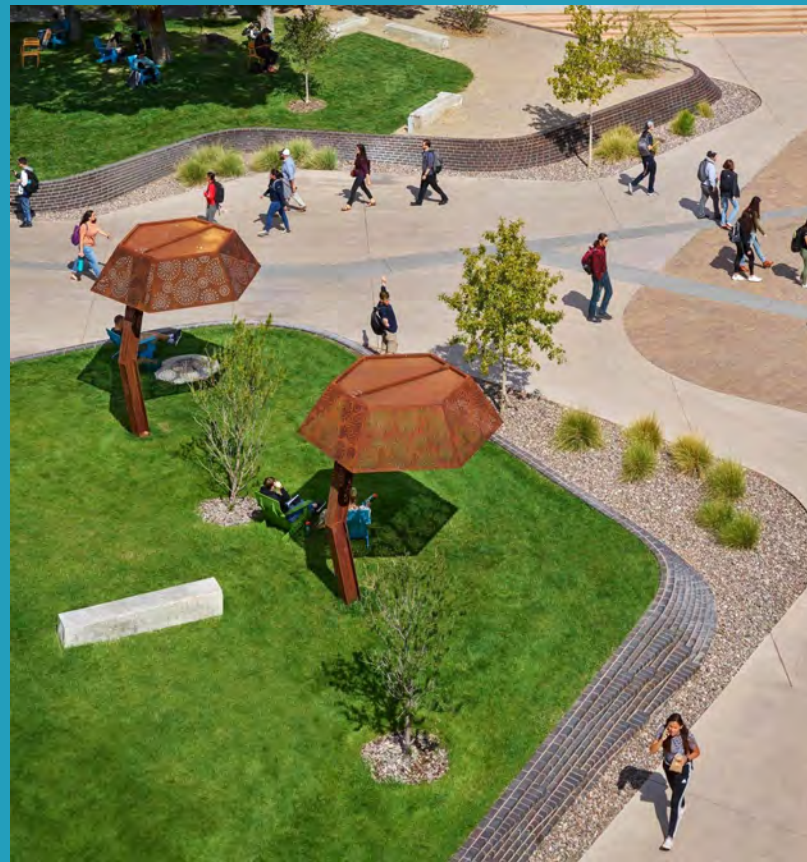
Brand Platform Summary

The McMinnville Innovation Campus cultivates the next generation of homegrown ingenuity for positive impact. Rooted in the industrious spirit and thoughtful nature of McMinnville, this purpose-built campus inspires innovation, connection, and meaningful progress.

DISTINCTIONS	<p>Made for Inspiring Intersections</p> <p>Purpose-built for flexibility and diversity of use, our expansive 200-acre site is made to support a dynamic intersection of professional, commercial, industrial, medical, and recreational pursuits.</p>	VALUES
	<p>An Innovative Gateway to McMinnville</p> <p>Fly in. Drive in. Walk in. Bike In. Right off of Highway 18 and adjacent to the Airport, the Innovation Campus stands at the edge of town—at the crossroads of our warmhearted city—to welcome the world.</p>	
	<p>Nurturing Industrious Wellbeing</p> <p>Embracing a more sustainable lifestyle cherished in McMinnville—reverence of nature and a zest for life. We invite companies to nurture a fuller sense of wellbeing. Here, industrious spirit means a life well lived.</p>	
	<p>Cultivating the Next Generation of Innovators</p> <p>Fostering McMinnville's next generation of entrepreneurs, boundary-pushers, do-ers, makers, and creators, our dynamic campus is McMinnville's new hotbed of ideas and activities to foster real, lasting growth.</p>	
	<p>Responsible from the Ground Up</p> <p>A future-proofed development thoughtfully created to advance care for our people, environment, and responsible business.</p>	
		<p>ATTRIBUTES</p> <p>Enduring</p> <p>Harmonizing</p> <p>Dynamic</p> <p>Inspiring</p>

Next Steps

- 2/7** Brand Platform Feedback Due
Brand Platform Refinements (FINE)
- 2/14** Brand Platform Refinements
- 2/18** Brand Platform Refinements Feedback Due
- 2/21** Brand Platform Presentation with Owners
- 2/25** Brand Platform Feedback Due
Brand Platform Refinements (FINE)
- 3/3** Brand Platform PAC Presentation



Thank You, McMinnville!

We Are **FINE**



April 2025

McMinnville Innovation Campus

Brand Positioning Refinements + Naming Presentation

Presented by **FINE**



- 01** Refined Brand Positioning
- 02** Naming Exploration
- 03** Next Steps



Refined Positioning

Brand Position + Vision

The McMinnville Innovation Campus cultivates the next generation of homegrown ingenuity and workforce development.

Rooted in the creative, industrious spirit and entrepreneurial nature of McMinnville, this purpose-built campus **inspires meaningful innovation, connective growth, and positive impact.**

BRAND DISTINCTIONS

Our distinctions describe the unique story and position that set us apart in the marketplace.

WHAT

The opportunity for business, industry, and community.

WHERE

The value and access the place and location provides.

HOW

The experience and amenities that shape the way of life.

Build Business & Grow Community

Thoughtfully designed and built for many uses, the 200-acre Innovation Campus will welcome in a new era of industry, employment, and local convenience. With new places for the community to eat, shop, work, and play everyday, the Innovation Campus is a center for economic growth, job opportunity, and community engagement.

- **One of the largest mixed use campuses** in Oregon across 200 acres
- A **new center of gravity** integrates offices, commercial space, research and development, entrepreneurs, and manufacturers.
- A **dedicated retail center** for the community keeps consumers spending local, providing multiple reasons to visit.
- Interconnected trails, paths, and sidewalks create a **pedestrian-friendly environment** with open spaces and parks.
- Proximity to Willamette Valley Medical Center, Chemeketa Community College's Yamhill Campus, and the Aviation Museum **supports innovation and partnerships.**
- From national companies to startups, **local industries have room to grow** and new industries have the space to take root.
- Small incubator spaces and programs ideal for small businesses provide **opportunities for collaboration and support.**



An Innovative McMinnville Gateway

In the heart of Oregon wine country, the Innovation Campus embraces the small town ease, charm, and creative spirit of McMinnville with easy access to nearby cities. Right off of Highway 18 and adjacent to the airport, this site provides rare access for businesses to stand apart and stay connected.

- **Entrypoint to McMinnville** off of Highway 18, 1.5 miles from downtown, with a future eye-catching monument to signal arrival to McMinnville and this new campus
- Space for a **diversity of industries**, from advanced manufacturing and cutting-edge technology, to bioscience and aviation systems
- **Airport adjacent for businesses**, allowing execs to get in and out quickly and supporting year-round business travel
- **Situated on flat land with uninterrupted views** of Mt Hood, Mt Jefferson, Amity Hills, and Coast Range, by the South Yamhill River and next to Galen McBee Park
- **Within reach of a multitude of attractions**, from downtown art galleries, antique shops, and farm-to-fork dining, to hiking and biking, and much more
- **Planned improvements to pedestrian walkways and bicycle lanes** in the Three Mile Lane area, increasing access to and from the Innovation Campus over time
- **Close to and far enough from the cities** of Portland (40 miles) and Salem (25 miles)



Opportunity Comes Together

The Innovation Campus lives at the intersection of opportunity and local connection. Where meetings can happen in a conference room or on a trail. Where nature, commerce, and community bring us together to serve the greater McMinnville. Here, business grows and the community lives well.

- **A new retail center** brings a new crop of amenities, coffee shops, juice and wine bars that provide daily opportunities to refresh, focus, and unwind.
- **A central plaza and other event spaces** invite pop ups from local restaurants, wineries, and artists.
- **Central meeting points** encourage casual meetings and run-ins as well as scheduled events and meetups across industries.
- Parks, green space, walking trails, and view corridors create opportunities for **recreation, fitness, and mindfulness**.
- Partnerships with local organizations, like Linfield University and the Arts Alliance of Yamhill County **support and uplift the greater community**.
- **Abiding by the Great Neighborhood Principles**, development carefully considers environmental, social, and economic responsibilities, building sustainability whenever possible.



Brand Position + Vision

The McMinnville Innovation Campus cultivates the next generation of homegrown ingenuity and workforce development. Rooted in the creative, industrious spirit and entrepreneurial nature of McMinnville, this purpose-built campus inspires meaningful innovation, connected growth, and positive impact.

DISTINCTIONS	<div><div>What Build Business & Grow Community</div><div>Thoughtfully designed and built for many uses, the 200-acre Innovation Campus will welcome in a new era of industry, employment, and local convenience. With new places for the community to eat, shop, work, and play everyday, the Innovation Campus is a center for economic growth, job opportunity, and community engagement.</div></div>	<div>VALUES</div> <div>Local authenticity expands reach.</div> <div>Connection creates opportunity.</div> <div>Responsible development brings meaningful growth.</div> <div>Aesthetics inspire innovation.</div>
	<div><div>Where An Innovative McMinnville Gateway</div><div>In the heart of Oregon wine country, the Innovation Campus embraces the small town ease, charm, and creative spirit of McMinnville with easy access to nearby cities. Right off of Highway 18 and adjacent to the airport, this site provides rare access for businesses to stand apart and stay connected.</div></div>	<div>ATTRIBUTES</div> <div>Enduring</div> <div>Harmonizing</div> <div>Dynamic</div> <div>Inspiring</div>
	<div><div>How Opportunity Comes Together</div><div>The Innovation Campus lives at the intersection of opportunity and local connection. Where meetings can happen in a conference room or on a trail. Where nature, commerce, and community bring us together to serve the greater McMinnville. Here, business grows and the community lives well.</div></div>	

Naming Exploration

Considerations & Criteria

Rooted in positioning, the following criteria provide a strategic approach for evaluating names that reflect the place, perspective, and promise of the McMinnville Innovation Campus.

The name should...

1. **Highlight innovation and connection**, positioning the property as vital to sustaining and growing McMinnville community.
2. **Evoke a strong sense of place**, celebrating the distinct the city's heritage, character, and spirit while projecting a shared vision for growth.
3. **Fit with the local landscape**, working alongside rather than competing with other centers of gravity, like Downtown McMinnville or Granary District.
4. **Demonstrate ownability** locally and beyond, supporting a distinct and memorable identity that can be protected by trademark.
5. **Support adoption** by being easy to pronounce, spell, and recall, ideally with a strong moniker.
6. **Appeal to a mixed-use audience**, reflecting diverse offerings/opportunities that cater to the aspirations and expectations of locals, visitors, and businesses.
7. **Work well across applications**, supporting a range of different form factors and contexts.
8. **Accommodate evolution and growth**, ensuring relevance and adaptability as the development expands to include new spaces, amenities, and possibly, sub-brands.



McMinnville Access Center

also known as **The MAC Row**

VARIATIONS

McMinnville Area Crossing

McMinnville Area Collective

Direct and functional, **McMinnville Access Center** works to describe an access point or physical gateway to the city as well as a destination designed to connect locals and visitors to opportunity. As a homonym with “macro,” **The MAC Row** serves as an unofficial local moniker, connecting the site to McMinnville (aka Mac) while reinforcing the property’s vast size and promise.

McMinnville Area Crossing and **McMinnville Area Collective** maintain the moniker while orienting the story toward collaboration and shared growth.

CONSIDERATIONS

- No clear conflicts for full-length names or “The MAC Row”
- Local orgs: [Mac’s People Collective](#), [McMinnville Area Community Foundation](#), [MacHub](#), [We Are MAC](#)
- Some may associate “The MAC” with Multnomah Athletic Club (they own [themac.com](#))
- Existing trademarks in unrelated industries (Apple, MAC Cosmetics, etc.)

The MAC Addition

also known as **The McMinnville Area Crossroads Addition**

The Origin of “Addition”

Commonly used in the late 19th and early 20th centuries to describe areas added to expanding cities, the term “addition” now instills a sense of continuity and belonging.

Straightforward, impactful, and instantly recognizable, **The MAC Addition** communicates the property’s role in McMinnville, seamlessly connecting to and expanding upon the city’s existing fabric. The term “addition” clearly defines the development as additive while also connoting longevity and heritage. The full name, **McMinnville Area Crossroads Addition** further emphasizes that the site sits at a central intersection of industry, commerce, and community—marking the development as an integral part of McMinnville's growth and future.

CONSIDERATIONS

- No conflicts for “The MAC Addition” or full name
- Small demographic may associate MAC with Multnomah Athletic Club
- Existing trademarks in unrelated industries (Apple, MAC Cosmetics, etc.)

Skyfield Center

also known as **Skyfield**

VARIATION

Skyfield Junction

Skyfield Center connects directly to the property's location next to the airport and its history as an open field. Combined into a single ownable word, "Skyfield" symbolizes a place where anything is possible (i.e., the sky's the limit). "Center" positions the destination as a local hub, while **Skyfield Junction** communicates a point where paths and people meet. Both names pay homage to McMinnville's roots, offering a fresh take on an expansive space that's poised for new heights and new horizons.

CONSIDERATIONS

- No conflicts with "Skyfield Center" or "Skyfield Junction"
- Three existing trademarks for "Skyfield" in unrelated industries

The McMinnville Lift

also known as **The Lift**

VARIATION

The Lift at McMinnville

The McMinnville Lift pays homage to the historic silo/elevator on the property and the agricultural legacy of the surrounding land. It also provides a subtle nod to the adjacent airport, positioning the new development as a place where businesses take flight. The full name conveys the project's vast scope, purpose, and promise: helping McMinnville reach new heights. Simple and inspiring, **The Lift** becomes a shorthand moniker for a destination that can elevate ideas, businesses, and the greater community.

CONSIDERATIONS

- A few USPTO conflicts with "The Lift" alone, none for "The McMinnville Lift"
- The LIFT is a meeting facility in Abilene, TX
- LIFT is a paratransit shared-ride service for people with disabilities
- Local Innovation and Fast Track (LIFT) Program to expand OR affordable housing
- The Lift Bar & Grill in Boise; The Lift Off Lounge and Lift UP in Portland

Rivernest Forge

also known as **The Forge**

VARIATIONS

Rivernest Forge at McMinnville

Rivernest Forge tells a story of balance, integrating nature and industry where ideas are born and built together. While “River” is an reference to the property’s adjacent waterway, “nest” adds a distinctive quality to the name, evoking a nurturing environment for growth. “Forge” completes the narrative, describing a place designed for collaboration and innovation. **The Forge** becomes a natural moniker for this thriving destination where people and businesses forge new connections and lasting growth.

CONSIDERATIONS

- No conflicts for “Rivernest Forge”

Twinnberry Crossing

also known as **The Twinnberry**

VARIATIONS

Twinnberry Row

Twinnberry Mills

Twinnberry McMinnville

Inspired by black twinberry, a native plant that thrives in local forests and wetlands, **Twinnberry Crossing** or **The Twinnberry** for short describes a place that belongs to its surroundings. It pairs with “crossing” to convey a spirit of abundance where roads, rivers, and industry meet. Variations of the name maintain the message with subtle shifts in emphasis. In all forms, the “nn” spelling subtly mirrors that of McMinnville, positioning the destination as a twin center of gravity with downtown. Twinnberry Crossing honors a deep connection between nature and community.

CONSIDERATIONS

- No conflicts for full names (spelled as “Twinnberry” or “Twinberry”)
- No trademarks for “Twinnberry”
- Existing trademark for “Twinberry” in apparel
- Javarr’s Twinberry Inn in The Bahamas

Riverworks District

also known as **Riverworks**

VARIATIONS

Riverworks at McMinnville

McMinnville Riverworks

Tapping into the natural landscape that has shaped the region, **Riverworks District** blends the symbolism of a water source that nourishes the land with the energy and force of the current that fuels it. "Works" infuses the name with the spirit of industry, ideal for a project focused on economic development, while "District" adds a sense of scale to property designed and designated for growth. Combining nature's vitality with the flow of progress, Riverworks District is a conduit for opportunity.

CONSIDERATIONS

- No conflicts with "Riverworks District"
- River District in Portland; Rivergrove city in OR
- Riverworks Development Corp in WI, Riverworks Art Center in MD, Riverworks Apartments in Savannah, GA, River Oaks District in Houston, TX

Modern Assembly

also known as **The Mod**

VARIATIONS

Modern Assembly McMinnville

Tradition gives way to innovation in **Modern Assembly**, a name that signals the emergence of a promising new era for the city of McMinnville. Full of an old-school appeal and a spirit that feels authentic to McMinnville, “assembly” references McMinnville’s industrial roots and the idea of bringing various pieces and people together. Modified by “modern,” the name becomes forward-looking, a welcoming call to action for the next generation of ideas and industries. Approachable and confident, **The Mod** works as a natural abbreviation for a destination that models a prosperous future.

CONSIDERATIONS

- No conflicts with “Modern Assembly”
- Many orgs and trademarks using “Assembly” (e.g., Assembly Brewing in Portland, Assembly Row in Massachusetts)
- No local conflicts with “The Mod”

Wheelhouse Commons

also known as **The Wheelhouse**

VARIATIONS

The Wheelhouse at McMinnville

Wheelhouse West

Straightforward yet full of meaning, **Wheelhouse Commons**, or **The Wheelhouse** for short, connects McMinnville's agricultural roots to the promise of an innovative, industrious future. While "wheel" alone suggests production and motion, "wheelhouse" plays to the property's position at the "helm" of town or area of expertise ("in your wheelhouse"). Combined with "commons," the name highlights the goal of bringing people and industries together.

Wheelhouse West emphasizes the orientation toward McMinnville while positioning the campus as a waypoint, charting a course for the future.

CONSIDERATIONS

- No conflicts with "Wheelhouse Commons" or "Wheelhouse West"
- Many trademarks with "Wheelhouse"
- Several local orgs use "Wheelhouse" in name: Wheel House Lofts in Portland, The Wheelhouse and Crowsnest in Bandon; Wheelhouse vacation rental in Yachats
- Some instances beyond PNW (e.g., Wheelhouse Credit Union in San Diego)

McMinnville Landing

also known as **The Landing**

VARIATION

The Landing at McMinnville

Playing off of the property's proximity to aviation and its position at the entrance to town, the word "landing" offers a powerful angle for storytelling. **McMinnville Landing** anchors the property's narrative in place and spirit. It represented a literal and figurative arrival to McMinnville and all it has to offer. A natural abbreviation, **The Landing** becomes a moniker for a place where people and businesses not only "land" but truly arrive, making it a symbol of opportunity.

CONSIDERATIONS

- No conflicts with the full name
- Many destinations use "The Landing" in PNW and beyond (e.g., a neighborhood in Oregon City, OR; a mixed-use campus in Renton, WA)
- Local modifier strengthens recognition and ownability

~~McMinnville Access~~ Center

The MAC Row

The MAC Addition

The McMinnville Area Crossroads Addition

~~Skyfield Center~~

Skyfield

The McMinnville Lift

The Lift

~~Rivernest~~ Forge

The Forge

~~Twinnberry Crossing~~

The Twinnberry

Riverworks District

Riverworks

Modern Assembly

The Mod

Wheelhouse Commons

The Wheelhouse

McMinnville Landing

The Landing

Next Steps

- 4/7** Short List Names submitted for Legal Clearance
- 4/21** Visual Territories Presentation with City
- 4/23** Visual Territories Feedback
- 5/2** Visual Territories Presentation with Property Owners*
- 5/5** PAC 4

* May need to reschedule to allow for refinements ahead of PAC 4



May 2025

McMinnville Landing

Visual Identity & Web Requirements

Presented by **FINE**



- 01** Brand Recap
- 02** Visual Identity Concepts
- 03** Website Content Requirements
- 04** Next Steps



Brand Recap

Brand Positioning

McMinnville Landing cultivates the next generation of homegrown ingenuity and workforce development for McMinnville. Rooted in the creative, industrious spirit and entrepreneurial nature of McMinnville, this purpose-built campus inspires meaningful innovation, connected growth, and positive impact.

DISTINCTIONS	<div><div><div>What</div><div>Build Business & Grow Community</div></div><div>Thoughtfully designed and built for many uses across 200 acres, McMinnville Landing welcomes in a new era of industry, employment, and local convenience. With new places for the community to eat, shop, work, and play every day, McMinnville Landing is a center for economic growth, job opportunity, and community engagement.</div></div>	<div>VALUES</div> <div>Local authenticity expands reach.</div> <div>Connection creates opportunity.</div> <div>Responsible development brings meaningful growth.</div> <div>Aesthetics inspire innovation.</div>
	<div><div><div>Where</div><div>An Innovative McMinnville Gateway</div></div><div>In the heart of Oregon wine country, McMinnville Landing embraces the small town ease, charm, and creative spirit of McMinnville with easy access to nearby cities. Right off of Highway 18 and adjacent to the airport, this site provides rare access for businesses to stand apart and stay connected.</div></div>	<div>ATTRIBUTES</div> <div>Enduring</div> <div>Harmonizing</div> <div>Dynamic</div> <div>Inspiring</div>
	<div><div><div>How</div><div>Opportunity Comes Together</div></div><div>McMinnville Landing lives at the intersection of opportunity and local connection. Where meetings can happen in a conference room or on a trail. Where nature, commerce, and community bring us together to serve the greater McMinnville. Here, business grows and the community lives well.</div></div>	

Visual Identity Concepts

Direction 1





McMINNVILLE

M
A
C

Landing

O
R
E



INNOVATION DISTRICT



McMINNVILLE

MAC **Landing** ORE

INNOVATION DISTRICT

McMINNVILLE
Landing



BODY COPY - TT HOVES PRO

BUILD. GROW. BELONG.

BODY COPY - REWORK

Set across 190 acres in the heart of Willamette Valley, McMinnville Landing is an innovation campus purpose-built to usher in a new era of industry, employment, and local convenience for the City of McMinnville. With new places for the community to eat, shop, work, and play everyday, McMinnville Landing supports a dynamic intersection of professional, commercial, industrial, medical, academic, and recreational pursuits.





McMINNVILLE

M
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Landing

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INNOVATION DISTRICT

PROJECT

PARTNER

MCMINNVILLE
Landing

NEWS

CONTACT



M
A
C

MAKE IT HERE.
MAKE IT MCMINNVILLE.

O
R
E

EXPERIENCE MCMINNVILLE LANDING
IN THE HEART OF WILLAMETTE VALLEY





MAKE IT
HERE.
MAKE IT
MCMINNVILLE.



Set across 190 acres in the heart of Wetmore Valley, McMinnville Landing is an innovation campus purpose-built to usher in a new era of industry, employment, and local convenience for the City of McMinnville.

With new places for the community to eat, shop, work, and play everyday, McMinnville Landing supports a dynamic intersection of professional, commercial, industrial, medical, academic, and recreational pursuits.

RENTAL INQUIRIES
2000 E. Garrison Road, Suite 100
McMinnville, OR 97128
(503) 435-7800

MCMINNVILLE
Landing
INNOVATION DISTRICT

LANDING OFFICE
2000 E. Garrison Road, Suite 100
McMinnville, OR 97128
(503) 435-7800







Direction 2



M
A
C

MC MINNVILLE
LANDING

O
R
E



M^CMINNVILLE LANDING



45°11'54.6"N, 123°09'27.0"W

BODY COPY - GT ULTRA MEDIAN LIGHT

Connect. Craft. Cultivate.

BODY COPY - LAUSANNE 250

Set across 190 acres in the heart of Willamette Valley, McMinnville Landing is an innovation campus purpose-built to usher in a new era of industry, employment, and local convenience for the City of McMinnville. With new places for the community to eat, shop, work, and play everyday, McMinnville Landing supports a dynamic intersection of professional, commercial, industrial, medical, academic, and recreational pursuits.





PROJECT

PARTNER



NEWS

CONTACT



Commerce & Community, Connected.

MAC

ORE



45°11'54.6"N, 123°09'27.0"W

MacBook Pro







McMINNVILLE
LANDING



Cumulus
Avenue

0.2 MILES



Innovation
Green

0.15 MILES



Amity Hills

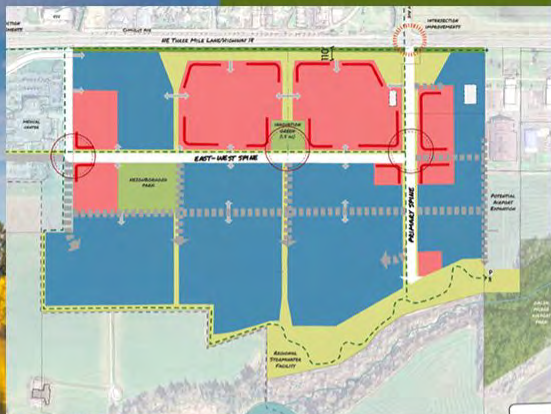


0.2
MILES





Direction 3





McMinnville
Landing

McMinnville Landing



McMinnville
Landing

BODY COPY - SEASON MIX SEMIBOLD

Ideas. Innovation. Impact.

BODY COPY - CIRCULAR

Set across 190 acres in the heart of Willamette Valley, McMinnville Landing is an innovation campus purpose-built to usher in a new era of industry, employment, and local convenience for the City of McMinnville. With new places for the community to eat, shop, work, and play everyday, McMinnville Landing supports a dynamic intersection of professional, commercial, industrial, medical, academic, and recreational pursuits.





McMinnville
Landing



PROJECT PARTNER NEWS

A Landing for Ideas. A Launchpad for Industry.

Set across 190 acres in the heart of Willamette Valley, McMinnvile Landing is an innovation campus purpose-built to usher in a new era of industry, employment, and local convenience for the City of McMinnvile.



 McMinnville
Landing

A Landing for Ideas. A Launchpad for Industry.

Set across 190 acres in the heart of
Willamette Valley, McMinnville Landing
is an innovation campus purpose-built
to usher in a new era of industry,
employment, and local convenience
for the City of McMinnville.

With new places for the community
to eat, shop, work, and play everyday,
McMinnville Landing supports a dynamic
intersection of professional, commercial,
industrial, medical, academic, and
recreational pursuits.

LEASING OFFICE
8400 S. Salmon River Hwy, Suite 350
McMinnville, OR 97128
503-426-1990

BUSINESS INQUIRIES
8400 S. Salmon River Hwy, Suite 400
McMinnville, OR 97128
503-426-1990

190
ACRES

McMinnville
Landing









Direction 1



Direction 2



Direction 3





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Website Content Requirements

Website Objectives

FINE will design and build a website on a flexible platform (Squarespace) to support the introductory phase of the project, providing awareness, education, and ongoing updates to build interest with prospective developers and tenants, and engage the greater community.

1. **Introduce the project at a high-level** and build awareness and understanding of the project's scale, purpose, and community value—laying the foundation for long-term interest and investment.
2. **Highlight economic and commercial potential** by presenting the site's employment, commercial, and investment opportunities to attract prospective developers, tenants, and partners.
3. **Showcase the brand promise through story and design** in a dynamic, visually compelling digital experience that captures the unique character of McMinnville and establishes a distinct sense of place.
4. **Drive partnership and engagement** with clear, actionable paths for investors, developers, and tenants to request information, express interest, and participate in shaping the project's future.
5. **Establish a hub for public access to project information** with an area for project updates, announcements, and timeline milestones—keeping the community and stakeholders informed.
6. **Support long-term scalability and ownership transition** with a flexible, easy-to-manage Squarespace site that can be updated by City staff and evolve with the project, including a future transfer of ownership and expansion as needs grow.



HOME

PROJECT

ALT PAGE TITLE:

VISION | OVERVIEW |
THE VISION | EXPLORE

PARTNERSHIP

ALT PAGE TITLE:

OPPORTUNITY | INVESTMENT |
THE OPPORTUNITY | PARTNER

PROGRESS

ALT PAGE TITLE:

RESOURCES | NEWS |
THE LATEST | FOLLOW

CONTACT

Quick link that jumps down
to the footer. Could be built
as a separate page.

High-level introduction to the development and project vision

with quick links to core sections of website and key engagement path for prospective developers, investors, tenants, and interested community members.

- Hero area with image/video & headline
- Brand/Vision overview in 1-2 paragraphs
- Quick Facts brand, i.e. Commercial ~44 acres, Employment ~99 acres, Parks/Open Space ~37 acres
- Summary of key benefits organized by 1. Employment, 2. Retail, 3. Amenities
- Location/map graphic
- Mission statement w/ 4 core values
- Recent news

Detailed overview on the nuts and bolts of the project

including location, usage, and benefit-driven language and proof points for employers, employees, residents, and visitors.

- Hero image with headline
- Project details summary in 1-2 paragraphs
- Site / location details
- Employment details
- Retail details
- Amenities details
- [Potential] Land Acknowledgement

Articulates the value prop and investment opportunity

to build interest and attract the first wave of developers to invest in and build the site, and anchor tenants to join early and shape its success.

- Hero image with headline
- High-level economic/social value prop in 1-2 paragraphs
- Developer-focused value prop
- Employer-focused value prop
- Why McMinnville?
- [Potential] Current Team/ Partners

Share resources on the development of the project

to build trust with the public and provide news and updates on upcoming milestones and activities.

- Hero image with headline
- Short intro with purpose to stay informed
- Latest News / Resource List
- [Optional] Upcoming milestones timeline
- [Optional] Stay in Touch Newsletter Sign-up

NEWS/RESOURCE
DETAIL PAGES

Footer

Contact: City of McMinnville, Community Development, Name, Email, Phone #
3310 SE Three Mile Lane | McMinnville, OR 97128

Stay in touch newsletter sign-up

Copyright | Sitemap | Legal | Privacy

Not in Nav

UTILITY PAGES:
SITEMAP, 404, 500

TERMS &
COMPLIANCE

Next Steps

- 5/19** Feedback Due / Design Direction Chosen
- 5/28** Visual ID Refinements & Website Design Presentation
- 5/30** Feedback Due
- 6/6** Full Website Design Presentation
- 6/10** Feedback Due
- 6/16** PAC 5



Appendix

Home

High-level Introduction to the development and project vision with quick links to core sections of website and key engagement path for prospective developers, investors, tenants, and interested community members.

ASSET SUMMARY

- 1-3 Hero image/video sequence
- 3 Images in benefits summary
- 1 Location/map/land use overlay graphic
- 1-3 McMinnville area/town image

CONTENT REQUIREMENTS

- **Hero area with image** or video sequence and short/punchy tagline to capture interest
- **Brand and vision overview in 1-2 paragraphs** establishing place, opportunity, and value prop
- **Quick facts** band with big, bold type highlighting key figures of project:
 - 44 acres for Commercial
 - 99 acres for Employment
 - 37 acres for Parks/Open Space
- **Summary of key benefits** with paragraph introducing overall value, and separate bands that include a short paragraph, image, and CTA for the following (links to Project page):
 - Employment
 - Retail
 - Amenities
- **Location/map graphic** showing location (Google map integration) with short paragraph (links to Project page)
- **Mission/values** area wit short paragraph that articulates the mission to invest in the future of McMinnville, along with **4 core brand values** and short paragraph for each. CTA to invest in future links to Partnership page.
- **Recent news** band with top 3 latest news articles from Progress page.

Project

Alts: Vision, Overview, The Vision, Explore

More detailed overview on the nuts and bolts of the project including location, usage/zones, and benefit-driven language and proof points for employers, employees, residents, and visitors.

ASSET SUMMARY

- 1 Hero image
- 3 Images in benefits summary
- 1 Location/map/land use overlay graphic
- 1-2 McMinnville area shots to demonstrate location
- 3-6 stock images to show conceptual benefits of Employment, Retail, Amenities

CONTENT REQUIREMENTS

- **Hero area with image** with headline or short intro
- **Project summary in 1-2 paragraphs** describing the key components of the site & benefits
- **Site / location section** with map / land use overlay graphic, intro paragraph describing key access points and location drivers, and bullet list of additional proof points. *Example topics:*
 - Entry point to McMinnville, off of HWY 18, 1.5 miles from downtown, adjacent to airport & hospital, etc.
 - On flat land with views of mountain ranges by the South Yamhill River, next to Galen McBee Park
 - 200 total acres with 99 acres reserved for employment, 44 for retail, 37 for parks and open spaces
- **Employment section** detailing key benefits and offerings for prospective tenants and employees. Mix of 1-2 short paragraphs, stock images, bullets list. *Example topics:*
 - Diverse mix of industries integrates offices, commercial space, R&D, start-ups, manufacturers
 - Partnership and innovation opportunities close to Medical Center, Lindfield University, etc.
 - Spurs economic growth, job diversity, workforce development, with high-density living wage jobs
 - Local businesses can grow, headquarters for new industries, incubator spaces & programs for startups
- **Retail section** with key benefits of new retail center. Similar content type. *Example topics:*
 - ~44 of dedicated retail space keeps consumers spending local, providing multiple reasons to visit
 - Conveniences like grocery store & gas station with new crop of amenities like restaurants, coffee shops, juice & wine bars, and shopping provide daily opportunities to refresh, focus, and unwind.
- **Amenities section** capturing shared amenities that enhance value. Similar content type. *Example:*
 - Interconnected trails, paths, sidewalks create a pedestrian-friendly environment
 - Parks, walking trails, and view corridors create opportunities for recreation, fitness, and mindfulness
 - A central plaza and other event spaces invite community meetups and large industry/cultural events
- **[Optional] Land acknowledgement section**

Partnership

Alts: Opportunity, Investment, The Opportunity, Partner

Articulates the value proposition and investment opportunity to build interest and attract the first wave of developers to invest in and build the site, and anchor tenants to join early and shape its success.

ASSET SUMMARY

- 1 Hero image
- 1-2 Images to accompany eco/social value prop
- Potential logos of current team/partners

CONTENT REQUIREMENTS

- **Hero area with image** and headline or short intro
- **Economic & social value prop** in a few paragraphs outlining overarching value prop of innovation hub and audience-focused sections/messaging and CTA to get in touch.
 - Higher commercial rents, higher-wage job opportunity, supporting next era of economic growth
 - Healthier, more balanced, diverse, and connected community
 - Diverse mix of industries across manufacturing, aviation & bioscience spur collaboration and innovation
 - Balance of start-ups & mature companies support partnership & growth, spanning full innovation funnel
 - **For Developers/investors**
 - Strong brand and placemaking vision and values
 - Ongoing, collaborative project with a foundational sense of pride and support
 - Flexible land use in Planned Overlay District and greenfield with freedom to envision Master Plan
 - Small incubator spaces and programs for start-ups help catalyze VC funding and more innovation
 - Established blueprint and guideposts in Great Neighborhood Principles of McMinnville
 - Existing & thriving culture, identity, and offerings of McMinnville support and enhance vision
 - **For Employers/Tenants**
 - Ideal location for national or regional headquarters for growing or mature companies
 - Airport adjacent for businesses, allowing execs to get in and out quickly, year-round
 - Start-up spaces and incubator programs support small businesses
 - Diversity of industries & proximity to hospital & university support collaboration, feed talent pool
 - Sense of place & identity with parks and trails for healthier work-life balance attract & retain talent
 - Retail center enhances day-to-day with moments to refresh, focus, and unwind
- **Why McMinnville band** with image(s) and paragraph that captures the benefits of working and living in McMinnville. Could link to *Visit McMinnville* or *McMinnville Business* sites.
- **Current Team/Partners**, including summary of 3 ownership groups, City of McMinnville, Walker Macy, etc. with CTA for general inquiries.

Progress

Alts: Resources, News, The Latest, Follow

Share resources on the development of the project to build trust with the public and provide news and updates on upcoming milestones and activities.

ASSET SUMMARY

- 1 Hero image
- Optional images attached to news articles

CONTENT REQUIREMENTS

- **Hero area with image** and headline that speaks to the contents of the page
- **Introduction paragraph** stating goal/purpose of page with primary contact for all inquiries
- **Latest news/resource list** organized by most recent to host 2 categories of information: 1) News “Blog” articles and 2) Resource PDFs or image assets. Links to article/resource detail. Includes:
 - Thumbnail
 - Image (optional)
 - Article/Resource Name
 - Category Type: News, Resources
 - Date
- **News/Resource Article Detail** page includes:
 - Article/Resource Title
 - Introduction
 - Date
 - Image (optional)
 - Body Copy
 - PDF/image upload (optional)
 - Ability to Share (email/twitter) and Download
- **(Optional) What to expect** section with past & upcoming milestones in timeline format. Includes date and short paragraph detailing milestone
- **(Optional) Stay in touch** newsletter sign-up capturing email address (for future email updates)

Narrative Preview

A sneak peak of the copy being crafted for the website...

Make It Here. Make It McMinnville.

Great ideas deserve great ground. Located at the entrance to McMinnville, in the heart of Oregon's Willamette Valley, McMinnville Landing is an 190-acre innovation district built to shape what's next. Designed for visionaries, builders, and makers, the all-new hub presents the space, support, and flexibility to turn bold ideas into big opportunity across industry, commerce, and community life.

Whether you're launching a new venture, expanding an enterprise, or exploring your next move, this is where innovation meets local integrity—empowering you to build, grow, and truly make it. Welcome to The Landing.



Values

Our values are the core tenets that guide all we do.



Local authenticity expands reach.

We are dedicated to creating space for what is authentically McMinnville. By supporting the local, we expand what's already here while attracting partners and investors to co-create a strong future for our community.



Connection creates opportunity.

We believe in diversity, creating welcoming spaces for everyone while connecting a variety of industries. Through collaboration with our community and our partners we generate great things.



Responsible development brings meaningful growth.

We are committed to growing responsibly, building toward a future of wellness for humans and our world.



Aesthetics inspire innovation.

We create places designed to bring out potential in harmony with the land. By bringing people into contact with the inspirational, we help them to create new ideas.

McMinnville Landing

also known as **The Landing**

McMinnville Landing offers a powerful story around place, people, and spirit. The name celebrates the natural landscape and the opportunity the *land* provides: sweeping views, interconnected trails, open spaces, room to grow. It reinforces its position at the entrance to town and proximity to the airport. All in all, it represents a literal and figurative arrival to McMinnville and all it has to offer.

It also acknowledges that this land holds a deeper history as a seasonal gathering and trading place for the Yamhill Band of Kalapuya, whose connection to the region continues today. The name gestures toward that enduring spirit of arrival and exchange, recognizing that this place has long been a point of convergence.

A natural abbreviation, **The Landing** becomes a moniker for a place where people and businesses not only “land” but truly arrive, making it a symbol of opportunity, movement, and belonging.



McMINNVILLE

M
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Landing

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INNOVATION DISTRICT

STYLE GUIDE

JUNE 2025 | VERSION 1.0

CONTENTS

01 Visual Identity

Full Lock-up

Primary Logo

Wordmark

Seal

02 Typography

Headlines

Subheads

Body Copy

03 Color

Brand Palette

04 Brand Applications

Merch

Print

Signage

Website

01

VISUAL IDENTITY

Our visual identity captures the essence of what makes McMinnville iconic. From the rolling vineyards and fertile earth that fuel its thriving agriculture, to the charming quirkiness of the UFO Festival that brings out every shade of eccentric—this is a place where open spaces make for boundless opportunity. And through it all, the winding Yamhill River threads its way through town, connecting people, place, and purpose with every bend.

Full Lock-up

Our full logo lock-up showcases all the elements within our graphic system. The McMinnville Landing wordmark acts as a grounding industrial base.

Key location markers and district qualifiers surround the wordmark, providing greater context to what McMinnville Landing represents and its location.

Atop our typographic elements sits an emblematic icon—McMinnville Landing's crest—representing all that makes this place one-of-a-kind.

Usage

The full lock-up may be prominently used on merchandise and swag, signage, print materials, and other touchpoints that are many people's first interaction with the brand.

There are two-color versions of the full lock-up, as well as an all-black and all-white version for when single-color logos are required. The Cream/Bronze lock-up is best suited for dark backgrounds, while the Charcoal/Bronze lock-up is best suited for light backgrounds. The icon has been knocked out on the Cream/Bronze lock-up for better visual balance against a dark background.

Cream/Bronze Lock-up



Charcoal/Bronze Lock-up



Full Lock-up

Clear Space

Keep the clear space around the lock-up free of other graphic elements. The minimum clear space is defined as equal to the width of the “L” in Landing, which should be applied uniformly around the lock-up’s outermost perimeter.

Minimum Size

To maintain legibility, the lock-up should not be scaled smaller than 2.5 inches in width. Do not change the proportions of the lock-up in any way when scaling.



Primary Logo

Our primary logo celebrates the core elements of our identity, showcasing industrial typography and our iconic McMinnville-inspired emblem.

Usage

As the public becomes more familiar with the brand, the primary logo will take center stage on swag, on-campus signage, print and digital materials, and the website.

There are two-color versions of the primary logo, as well as an all-black and all-white version for when single-color logos are required. The Cream/Bronze primary logo is best suited for dark backgrounds, while the Charcoal/Bronze primary logo is best suited for light backgrounds. The icon has been knocked out on the Cream/Bronze primary logo for better visual balance against a dark background.

Cream/Bronze Primary Logo



McMINNVILLE
Landing

Charcoal/Bronze Primary Logo



McMINNVILLE
Landing

Primary Logo

Clear Space

Keep the clear space around the lock-up free of other graphic elements. The minimum clear space is defined as equal to the width of the “L” in Landing, which should be applied uniformly around the logo’s outermost perimeter.

Minimum Size

To maintain legibility, the logo should not be scaled smaller than 2 inches in width. Do not change the proportions of the logo in any way when scaling.



Wordmark

Our wordmark is a secondary mark to use when vertical height is limited or when the primary logo has already been introduced.

Usage

Once someone is familiar with the brand, vertical space is limited, or the emblem is present elsewhere, the wordmark may be seen on swag, signage, print and digital materials, and the website.

The wordmark is available in Cream and Charcoal, as well as in black and white for when it is required by vendors. The Cream wordmark is best suited for dark backgrounds, while the Charcoal wordmark is best suited for light backgrounds.

Cream Wordmark

McMINNVILLE
Landing

Charcoal Wordmark

McMINNVILLE
Landing

Wordmark

Clear Space

Keep the clear space around the wordmark free of other graphic elements. The minimum clear space is defined as equal to the width of the “L” in Landing, which should be applied uniformly around the wordmark’s outermost perimeter.



Minimum Size

To maintain legibility, the wordmark should not be scaled smaller than 1.35 inches in width. Do not change the proportions of the wordmark in any way when scaling.



Seal

Our seal is a graphic element that can add visual interest to both print and digital compositions.

Usage

The seal should be used as a graphic element when the logo is already present within a piece. The seal may complement the brand on swag, signage, print and digital materials, and the website.

The seal is available in Cream, Charcoal, Bronze Filled, and Bronze Knockout, as well as black and white for when it is required by vendors. The Cream and Bronze Knockout seal are best suited for dark backgrounds, while the Charcoal and Bronze seal are best suited for light backgrounds.

Cream Seal



Charcoal Seal



Bronze Filled Seal



Bronze Knockout Seal



Seal

Clear Space

Keep the clear space around the seal free of other graphic elements. The minimum clear space is defined as equal to the height of a ray of light radiating from the lightbulb which should be applied uniformly around the seal's outermost perimeter.

Minimum Size

To maintain legibility, the seal should not be scaled smaller than 0.5 inches in width. Do not change the proportions of the seal in any way when scaling.



0.5"

02

TYPOGRAPHY

Our typography system speaks with clarity and confidence. A bold, all caps sans serif header establishes a self-assured and approachable tone, complemented by a hearty body copy font with wide proportions and clean lines.

Headlines

Our headlines use a mix of TT Hoves Pro Bold and Bold Outline in all caps. TT Hoves combines filled and outlined font treatments to introduce dynamism and depth to our headlines.

TT Hoves Pro is a Scandinavian sans serif that balances neutrality with character. It combines utility, style, and aesthetic refinement for a variety of diverse applications.

TT Hoves may be purchased at <https://typetype.org/fonts/tt-hoves>.

MAKE IT
HERE.
MAKE IT
MCMINNVILLE.

HEADLINE 1 - TT HOVES PRO BOLD OUTLINE, ALL CAPS

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890!@#\$%^&*()

HEADLINE 2 - TT HOVES PRO BOLD, ALL CAPS

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890!@#\$%^&*()

Subheads

Our subheadings use a combination of Rework Headline Bold in all caps and TT Hoves Pro Demibold.

Rework Headline offers a balance of practicality and attitude. Tighter spacing, slightly condensed proportions, and reduced ascenders and descenders allow the font family to be set tight for use in pull quotes, headers and subheads.

Rework may be purchased at socio-type.com/purchase/rework.

TT Hoves may be purchased at typetype.org/fonts/tt-hoves.

IT ALL STARTS HERE

SUBHEAD 1 - REWORK HEADLINE BOLD, ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ

1234567890!@#\$%^&*()

Great Ideas Deserve Great Ground

SUBHEAD 2 - REWORK HEADLINE DEMIBOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

1234567890!@#\$%^&*()

Body Copy

Our body copy uses Rework Text Regular and Semibold.

Rework Text is designed to offer enhanced legibility for extended passages of body copy in print or on screen. Rework Text is optimized for use between 8pt and 30pt.

Rework may be purchased at socio-type.com/purchase/rework.

Located at the entrance to McMinnville, in the heart of Oregon's Willamette Valley, McMinnville Landing is envisioned as a 190-acre innovation district built to shape what's next. Designed for visionaries, builders, and makers, this all-new hub promises the space, support, and flexibility to turn bold ideas into big opportunity across industry, commerce, and community life.

Whether you're launching a new venture, expanding an enterprise, or exploring your next move, this is where innovation meets local integrity—empowering you to build, grow, and truly make it.

Welcome to The Landing.

BODY COPY - REWORK TEXT REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*()

BODY COPY - REWORK TEXT SEMIBOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*()

03

COLOR

Our color palette is pulled straight from McMinnville's natural soul—deep vineyard reds, golden sunlit yellows, fertile greens, and grounding earth tones all work together to paint an authentic picture of the experience.

Brand Palette

Our color palette pulls from the natural setting of McMinnville. Our primary palette focuses on neutral tones—Cream, Bronze, and Charcoal.

Our secondary palette complements our neutral primary palette with tones that are warm, welcoming, and familiar.

CREAM

CMYK 2 2 5 0
PMS WARM GRAY 1C @ 30%
RGB 246 244 238
HEX F6F4EE

VINEYARD

CMYK 31 89 92 38
PMS 7628C
RGB 123 42 30
HEX 7B2A1E

TWILIGHT

CMYK 92 78 52 58
PMS 534C
RGB 13 29 48
HEX 0D1D30

BRONZE

CMYK 33 56 78 16
PMS 729C
RGB 155 108 69
HEX 9B6C45

SUNLIGHT

CMYK 20 40 100 0
PMS 110C
RGB 199 149 42
HEX C7952A

QUARTZ

CMYK 10 10 22 0
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CHARCOAL

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PMS BLACK 7C
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GRAPEVINE

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WHITE

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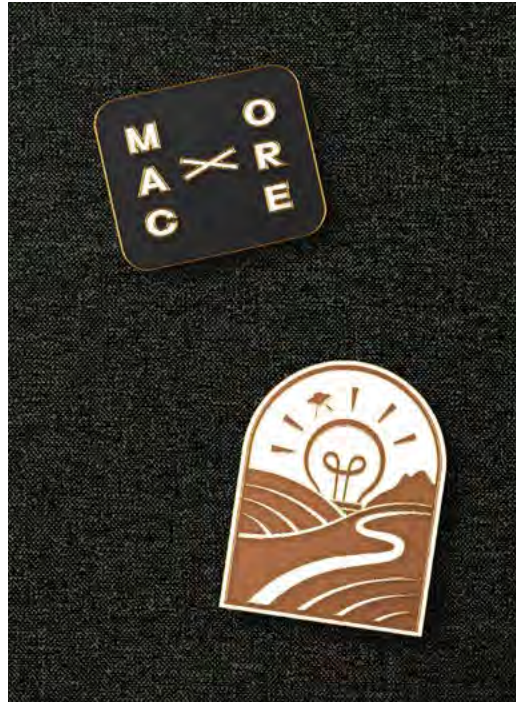
BRAND APPLICATIONS

Print and digital applications display our brand in a way that is grounded, open, and full of promise. Our system is built to scale, flex, and adapt—rooted in place but ready to travel. Whether displaying our full lock-up or distilled to its core components, the McMinnville Landing identity doesn't just represent a place, it represents an ongoing story.

Merch

Our merchandise celebrates the brand in all its forms, adorned by supporters, admirers, and workers alike.

Merchandise can take on a more playful tone, experimenting with color distribution and graphic elements.



Print

Print ads and OOH placements feature the potential of place, speaking to local business owners and industry leaders alike. Editorial advertisements promote the unique lifestyle and economic opportunities through clean compositions and a key eye on photographic selections.

Our color palette remains neutral in these instances, allowing others to see their brand and business potential in McMinnville Landing.



Signage

Clean signage brings elegance and structure to public spaces through finely crafted materialization, such as custom cut, raised metal letters in a satin finish.



Website

Throughout our website, voice and visuals unite to create something that feels bold, alive, and distinctly McMinnville. With aerial views of the region anchoring the layout, we highlight the open spaces that inspire the innovation as we plant our flag with a statement of intent: “Make it here. Make it McMinnville.”

Our navigation leads with clarity and confidence, outlining the most important content to our website visitors—the project, the opportunity we provide, our progress, and how to get in touch.



MAKE IT HERE. MAKE IT MCMINNVILLE.

GREAT IDEAS DESERVE
GREAT GROUND



McMINNVILLE

M A C **Landing** O R E
INNOVATION DISTRICT

Located at the entrance to McMinnville, in the heart of Oregon's Willamette Valley, McMinnville Landing is envisioned as a 190-acre innovation district built to shape what's next. Designed for visionaries, builders, and makers, this all-new hub promises the space, support, and flexibility to turn bold ideas into big opportunity across industry, commerce, and community life.

Whether you're launching a new venture, expanding an enterprise, or exploring your next move, this is where innovation meets local integrity—empowering you to build, grow, and truly make it.

Welcome to The Landing.

COMMERCE & COMMUNITY, CONNECTED

McMinnville Landing is an open campus thoughtfully planned to open up a world of possibility. Purpose-built to nurture people and their endeavors in work and life, this is where community comes together and the spirit of innovation and quality of life go hand in hand.



INSPIRE INDUSTRY

With room to scale, infrastructure to inspire, and amenities to attract top talent, The Landing is a place for new and established companies to grow. From manufacturing to R&D, the innovation district generates new opportunity and spurs new jobs.



SHOP LOCAL

The Landing is a new retail destination for regional businesses and national brands. With shops, dining, services, and entertainment in one walkable district, this vibrant local hub keeps spending in town while enhancing the ease and energy of everyday life.



BUILD COMMUNITY

At The Landing, people come together for work, wellness, and play. Open parks, integrated trails, natural surroundings, and an abundance of amenities invite the community to visit, gather, and linger—supporting a stronger and more connected McMinnville.

LEARN MORE

A GATEWAY TO GROWTH

Set on Highway 18 and next to the municipal airport, McMinnville Landing is a welcoming landmark, signaling your arrival to town. With easy access and prime visibility, The Landing gives businesses the space to stand apart, stay connected, and grow with purpose.



190
MASTER-
PLANNED
ACRES

COMMERCIAL

Retail, restaurants, and services supporting daily life, workers, and visitors

ENTERPRISE

Flexible space for R&D, advanced manufacturing, and job-creating businesses

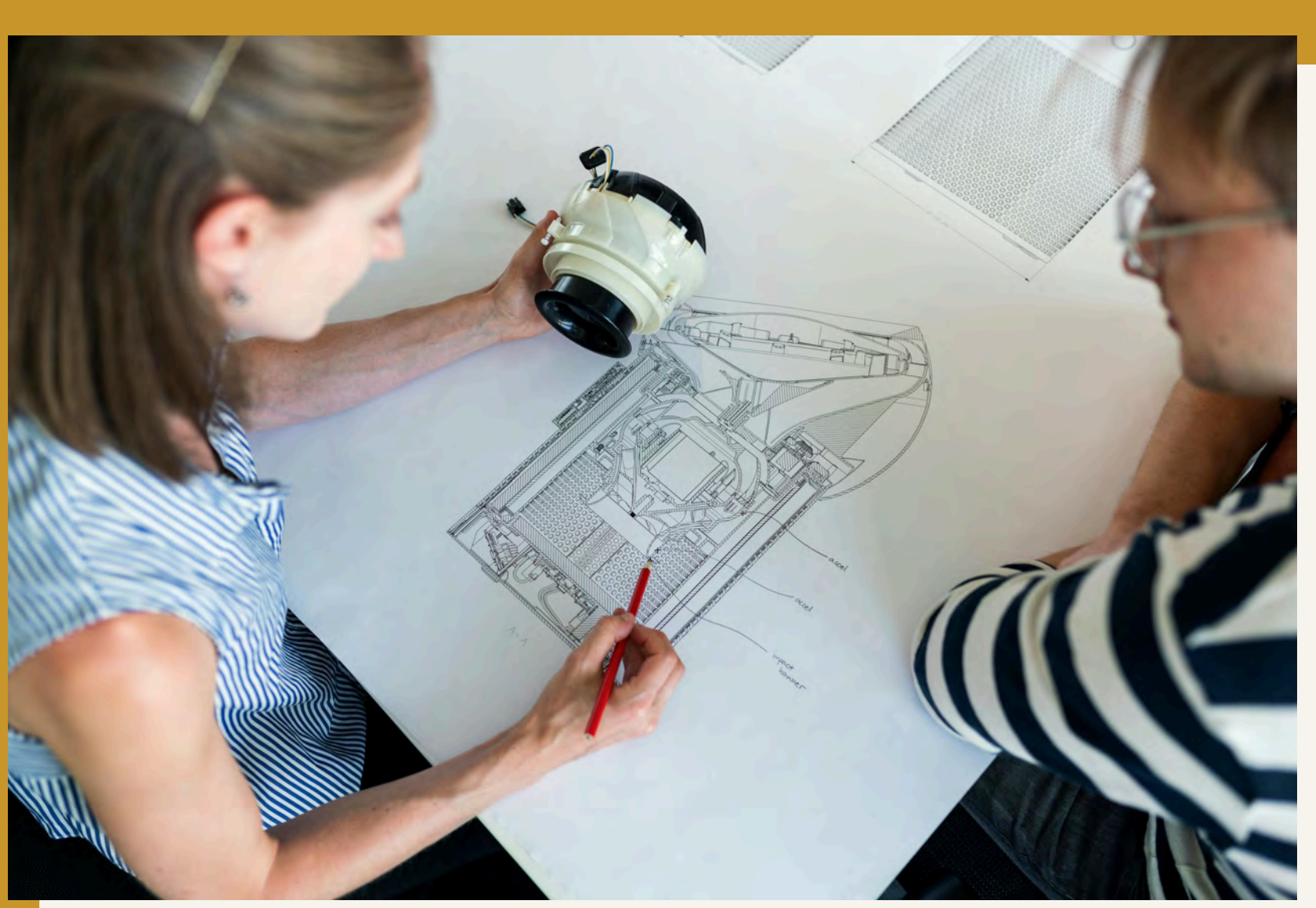
RECREATIONAL

Open parks, nature trails, and greenspaces connecting people and ideas

OUR MISSION

McMinnville Landing is designed to spark innovation, strengthen community, and honor the city we call home. Our approach is grounded in care, fueled by purpose, and guided by core values that prioritize community wellbeing, economic vitality, and responsible development—because doing right is the foundation of everything we do.

SHAPE WHAT'S NEXT →



Local Authenticity
Expands Reach



Connection Creates
Opportunity



Grow with Intention



Aesthetics Inspire
Innovation



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A VISION FOR SHARED GROWTH

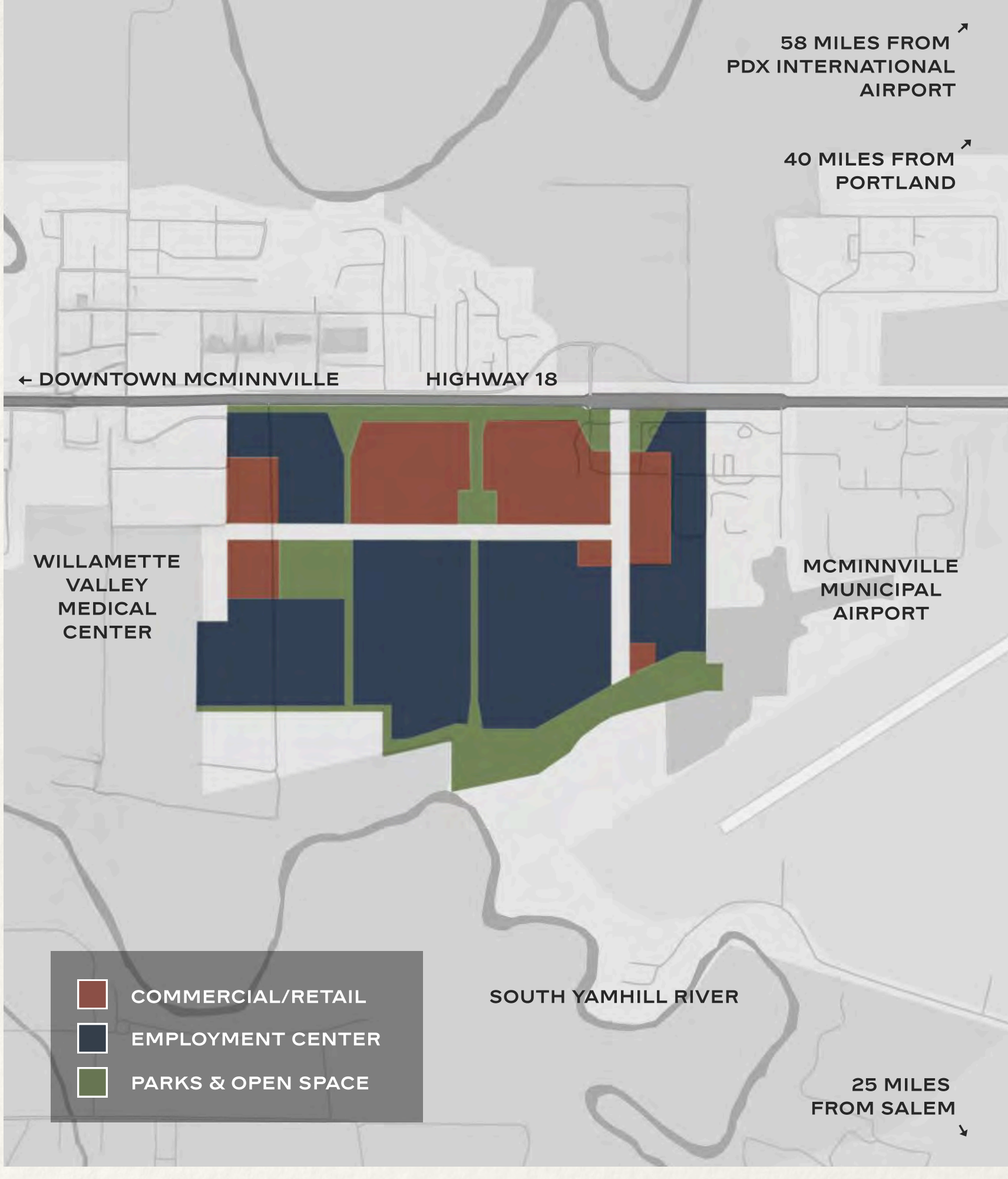


McMinnville Landing is a next-generation innovation district designed to power the region’s next era of industry. Minutes from downtown and adjacent to the airport, this 190-acre site offers unmatched flexibility for advanced manufacturing, R&D, services, healthcare, and retail—with the infrastructure, vision, and momentum to support long-term economic vitality. More than a place to land, it’s a launchpad where ideas scale, companies thrive, and community comes naturally.

IT ALL STARTS HERE

Strategically placed at the entrance to town, McMinnville Landing offers the kind of access, visibility, and proximity that turns location into lasting advantage. Just 1.5 miles from McMinnville’s historic downtown and directly off Highway 18, the 190-acre district connects people, businesses, and ideas with ease. With open land, big views, and master-planned infrastructure, The Landing is positioned to grow with McMinnville—creating a dynamic gateway that welcomes opportunity in every form.

- A new landmark at the entrance to town, just off Highway 18 and 29 miles from I-5
- Adjacent to McMinnville Municipal Airport, 58 miles to PDX International Airport
- Next to Willamette Valley Medical Center
- Views of Mt. Hood, Amity Hills, and the Coast Range
- Bordered by the South Yamhill River and Galen McBee Park
- 1.5 miles to downtown, 5 miles to Linfield University
- 1 mile from Chemeketa Community College’s Yamhill Campus
- Surrounded by scenic agricultural landscape, with 220+ wineries in 20 miles
- 25 miles from Salem, 40 miles from Portland



BUILDING BUSINESS & BELONGING

A HUB FOR IDEAS & INNOVATION

McMinnville Landing is designed to drive regional prosperity by attracting a diversity of businesses and expanding access to living-wage jobs. As a new center of gravity for industry and innovation, the district integrates offices, advanced manufacturing, and research space with public amenities that support a vibrant, healthy workforce.

From startups and local enterprises to established companies and national headquarters, The Landing offers space and support for businesses to grow—while connecting them to talent, partners, and a community invested in what comes next.

[EXPLORE BUSINESS BENEFITS →](#)

KEEPING SPENDING LOCAL

A REGIONAL RETAIL DESTINATION

From everyday essentials to special services, McMinnville Landing brings sought-after retail to the region, anchoring it all in one accessible destination. Significant acreage for commercial use promises a balance of practical conveniences and fresh experiences for dining, shopping, and gathering. It’s a vibrant hub for retail, designed to boost the local economy, enhance daily life, and give the community more reasons to stay close to home.

- **Everyday essentials**, like grocery stores and healthcare clinics, to add convenience for residents and visitors.
- **Diverse food and beverage**, from lunch cafés to local breweries, to serve every mood and moment of the day.
- A mix of **local shops and national brands** to preserve the town’s character while meeting growing needs.
- **Flexible retail space** to enable offerings to grow and evolve with the community.
- All connected by a **network of walkways** to encourage shoppers to explore and linger.

[EXPLORE RETAIL BENEFITS →](#)



DESIGNING FOR COMMUNITY

AMENITIES IN ABUNDANCE

Thoughtfully designed to foster connection and well-being, McMinnville Landing weaves together green space, pedestrian-friendly pathways, and public gathering places to support a healthy, vibrant community. Interconnected trails and sidewalks encourage exploration by foot or bike, while parks, greenspaces, and naturescapes offer everyday opportunities for recreation, fitness, and mindfulness.

At the heart of the district, a central plaza and other event spaces invite spontaneous meetups, cultural gatherings, and large-scale community or industry events. These shared spaces go beyond convenience to cultivate a sense of belonging, fueling productivity and connection.

We acknowledge that this land holds a deeper history as a seasonal gathering and trading place for the Yamhill Band of Kalapuya, whose connection to the region continues today.



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LAND. LAUNCH. THRIVE.

SHAPE WHAT'S NEXT



ORE

More than space, McMinnville Landing offers tenants a stake in the future. As one of Oregon's most ambitious innovation districts, with dedicated acreage for industry, enterprise, and retail, it's the perfect platform for businesses ready to lead—and a rare chance for early tenants to define the trajectory.

At The Landing, companies and retailers and companies will find the infrastructure, visibility, and environment to flourish—backed by the access and amenities for enduring success. With connected trails, open parks, and ample amenities, The Landing is where livelihood and livability connect, driving long-term value for all.

SPACE TO SETTLE. ROOM TO GROW.

190 ACRES OF POSSIBILITY



BUILT FOR BUSINESS

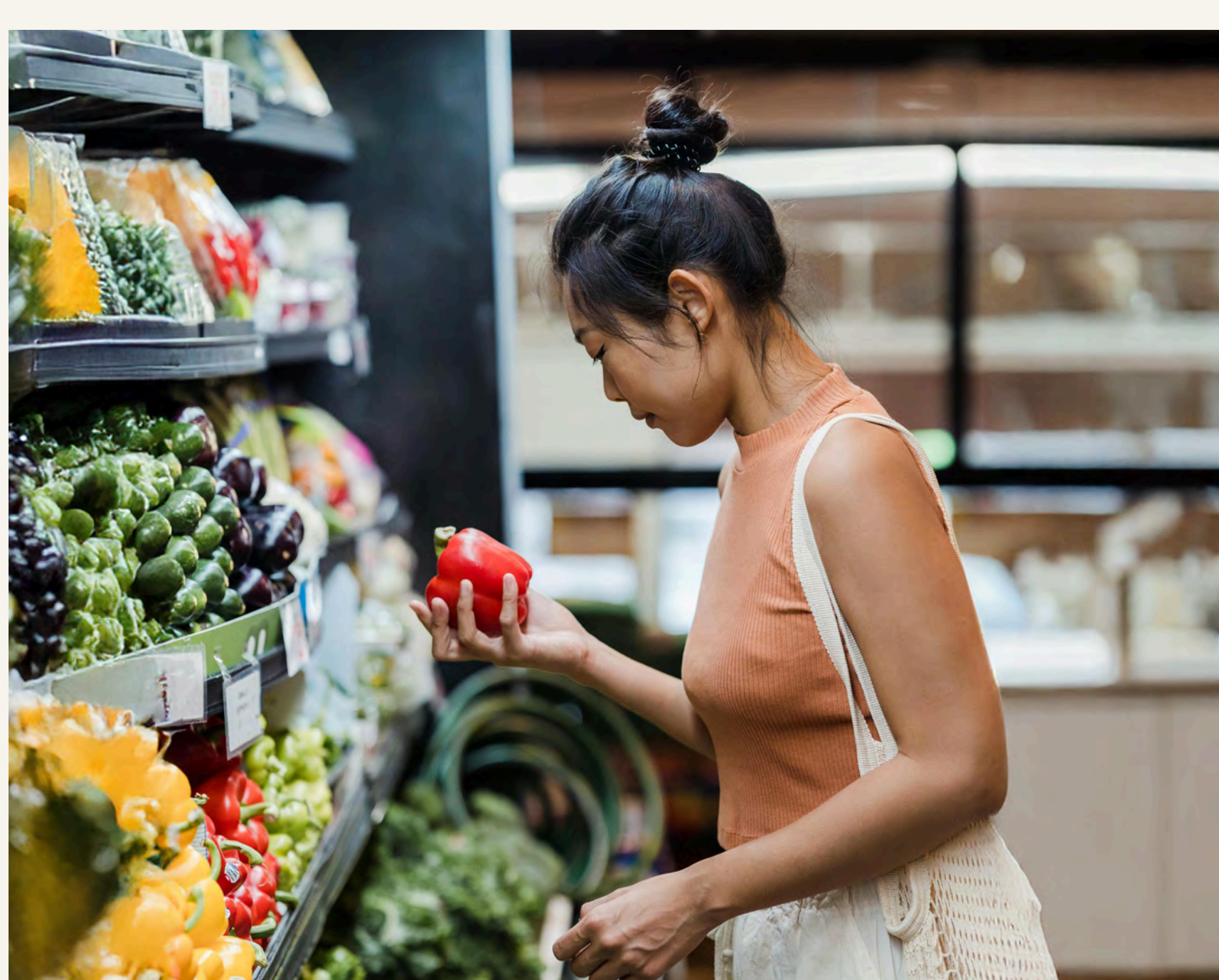
Whether you're expanding operations or launching something new, McMinnville Landing offers the flexibility and proximity for businesses of all sizes and stages to land, grow, and lead. With more than half of the property allocated to office, industrial, and R&D use, The Landing is designed to support enterprises and endeavors across industries. Nearby universities and healthcare centers help to power your progress, expanding access to talent and opportunities for research and collaboration.

IDEAL FOR Advanced Manufacturing, Natural Resources, High Tech, Agriculture, Aviation and Aerial Systems, Bioscience, Clean Tech, Edtech and Services, Semiconductors, Electronic Components, Software and more.

RIPE FOR RETAIL

McMinnville Landing fills a long-standing retail gap with a large portion of the campus dedicated for local shops, regional stores, and national brands. With strong demand, high visibility, and a vision for curated commerce, The Landing offers retailers of all sizes the opportunity to enter an untapped market in a high-impact location.

From essential services to experiential retail, The Landing is master-planned to capture customers and spur local spending, becoming a new center for connection and commerce. Retailers benefit from the region's expanding employment base, the district's walkable design, and Highway 18's steady flow of traffic—all while contributing to the character and vibrancy of a thriving community.



FULL OF PROMISE

Rooted in a strong brand and vision, McMinnville Landing offers a unique opportunity built on collaboration, community pride, and thoughtful planning. Guided by the Three Mile Area Plan and the Great Neighborhood Principles, the project balances flexibility in land use with a clear framework to support sustainable growth and innovation. With dedicated incubator spaces to fuel startups and attract venture, the district benefits from an established foundation and a vibrant local culture, setting the stage for long-term success.

WHY MCMINNVILLE?

Nestled in the heart of Oregon wine country, McMinnville offers a unique blend of small-town charm and bold creativity. From farmers markets and art galleries to farm-to-fork dining and miles of hiking and biking trails, the city provides a rich lifestyle for residents and workers alike. A hub where agriculture meets aeronautics and history blends with innovation, McMinnville supports a thriving business community and a forward-thinking culture. Discover why McMinnville is the perfect place to live, work, and grow.

[VISIT MCMINNVILLE →](#)



COLLABORATIVE PARTNERS

McMinnville Landing is a privately held development led by three ownership groups, designed to foster innovation, connection, and long-term economic growth in the region. If you're a prospective owner, developer, or retail partner interested in learning more about opportunities within the district, we invite you to get in touch.

[START THE CONVERSATION →](#)



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PROJECT TIMELINE

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JUNE 2025
IN-PROGRESS

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AUGUST 2025
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NEWS | 7.22.25

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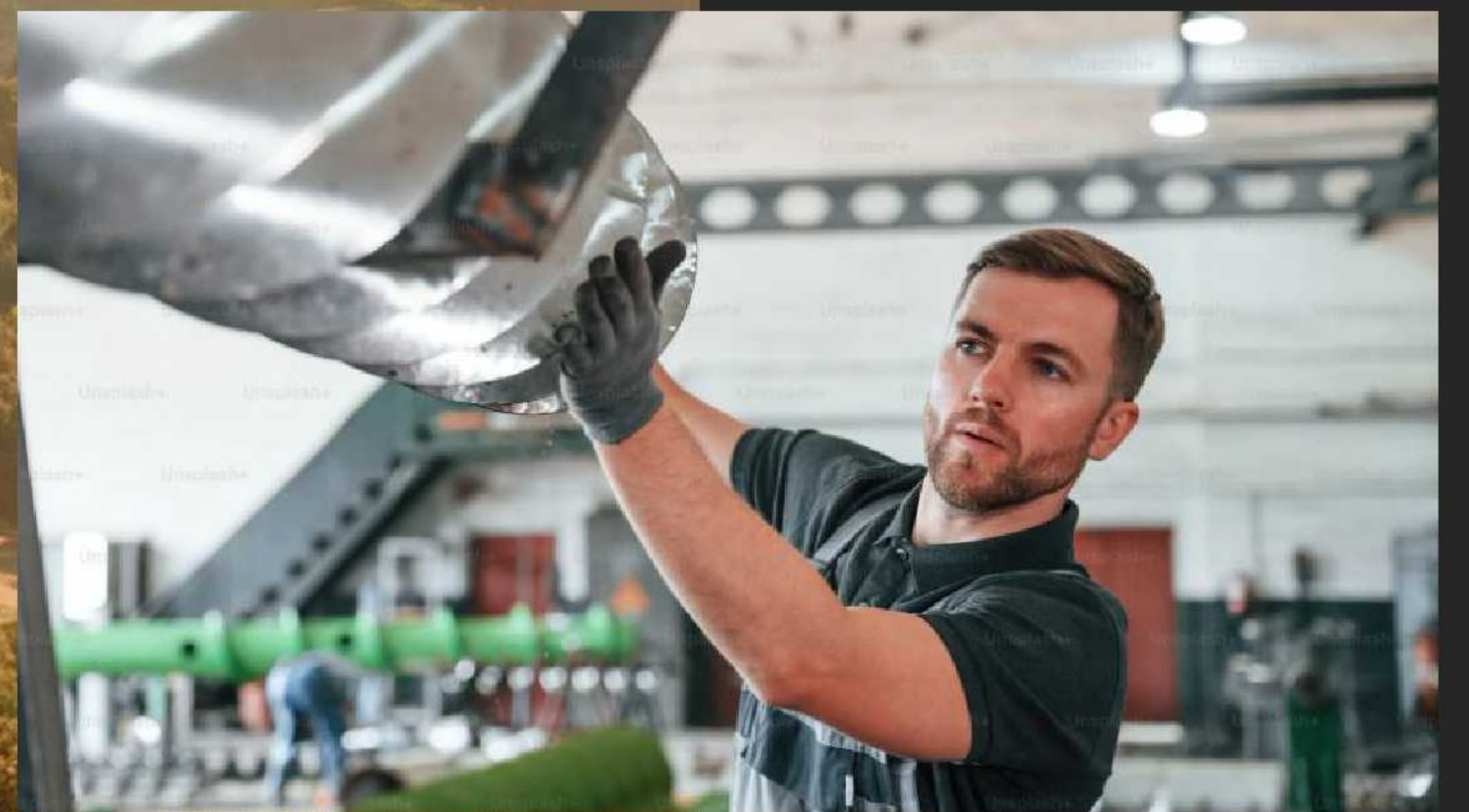
MCMINNVILLE LANDING

also known as **The Landing**

McMinnville Landing offers a powerful story around place, people, and spirit. The name celebrates the natural landscape and the opportunity the land provides: sweeping views, interconnected trails, open spaces, room to grow. It reinforces its position at the entrance to town and proximity to the airport. All in all, it represents a literal and figurative arrival to McMinnville and all it has to offer.

It also acknowledges that this land holds a deeper history as a seasonal gathering and trading place for the Yamhill Band of Kalapuya, whose connection to the region continues today. The name gestures toward that enduring spirit of arrival and exchange, recognizing that this place has long been a point of convergence.

A natural abbreviation, **The Landing** becomes a moniker for a place where people and businesses not only “land” but truly arrive, making it a symbol of opportunity, movement, and belonging.





McMINNVILLE

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INNOVATION DISTRICT



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M A C **Landing** O R E



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McMINNVILLE

Landing



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MAKE IT HERE. **MAKE IT MCMINNVILLE.**

BODY COPY - REWORK

Located at the entrance to McMinnville, in the heart of Oregon's Willamette Valley, McMinnville Landing is envisioned as a 190-acre innovation district built to shape what's next. Designed for visionaries, builders, and makers, this all-new hub promises the space, support, and flexibility to turn bold ideas into big opportunity across industry, commerce, and community life.

Whether you're launching a new venture, expanding an enterprise, or exploring your next move, this is where innovation meets local integrity—empowering you to build, grow, and truly make it.

Welcome to The Landing.





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M
A
C

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R
E

GREAT IDEAS DESERVE
GREAT GROUND





MAKE IT HERE. MAKE IT MCMINNVILLE.



Set across 190 acres in the heart of Willamette Valley, McMinnvillle Landing is an innovation campus purpose-built to usher in a new era of industry, employment, and local convenience for the City of McMinnvillle.

With new places for the community to eat, shop, work, and play everyday, McMinnvillle Landing supports a dynamic intersection of professional, commercial, industrial, medical, academic, and recreational pursuits.

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