



# GPI Best Practices

Southwest Metro | 15 February 2023



**WILSONVILLE**  
ECONOMIC DEVELOPMENT





**Julie Fitzgerald**  
Mayor of Wilsonville





# The Wilsonville Story

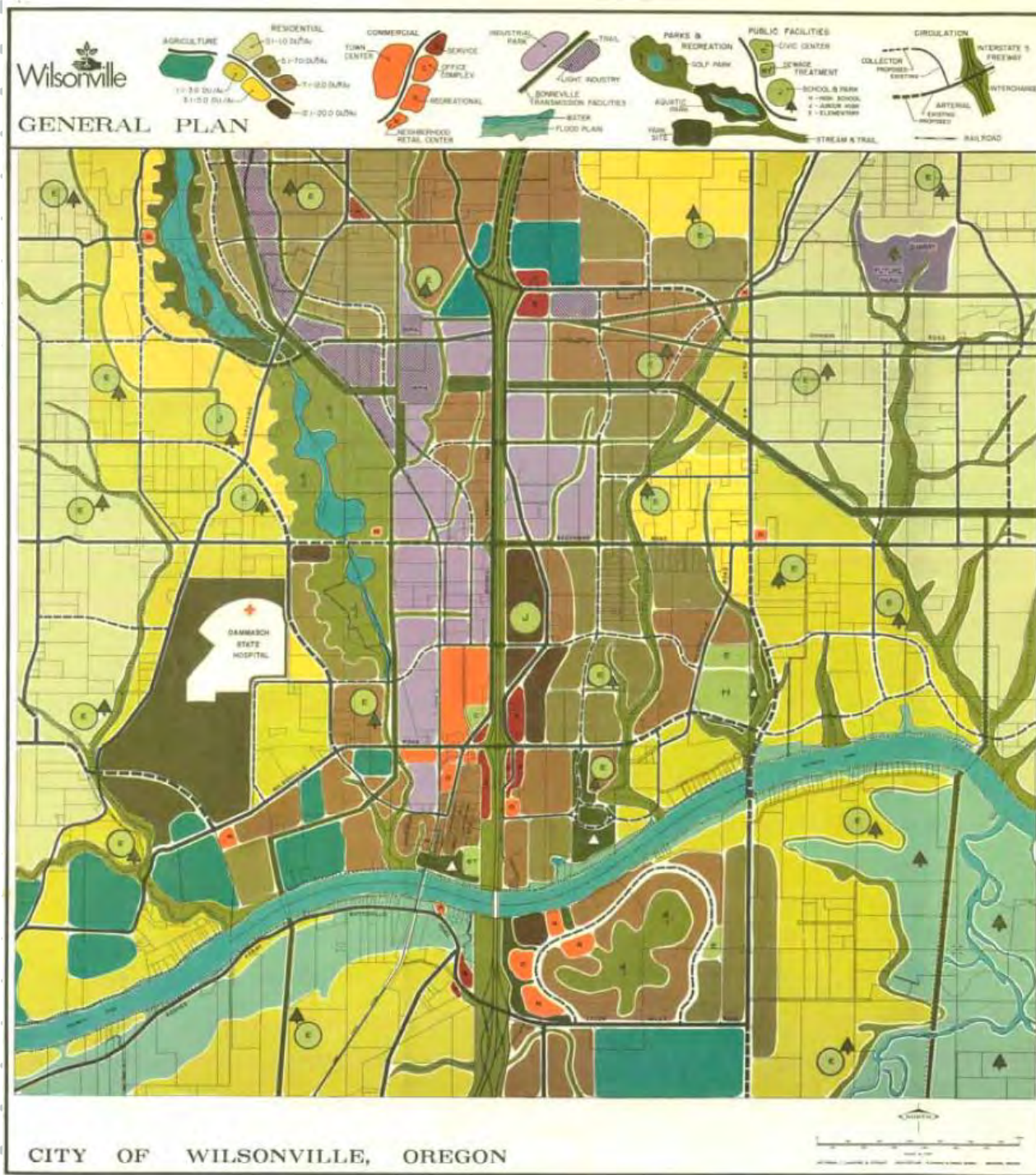
GPI Best Practices Tour | 15 February 2023



**WILSONVILLE**  
ECONOMIC DEVELOPMENT

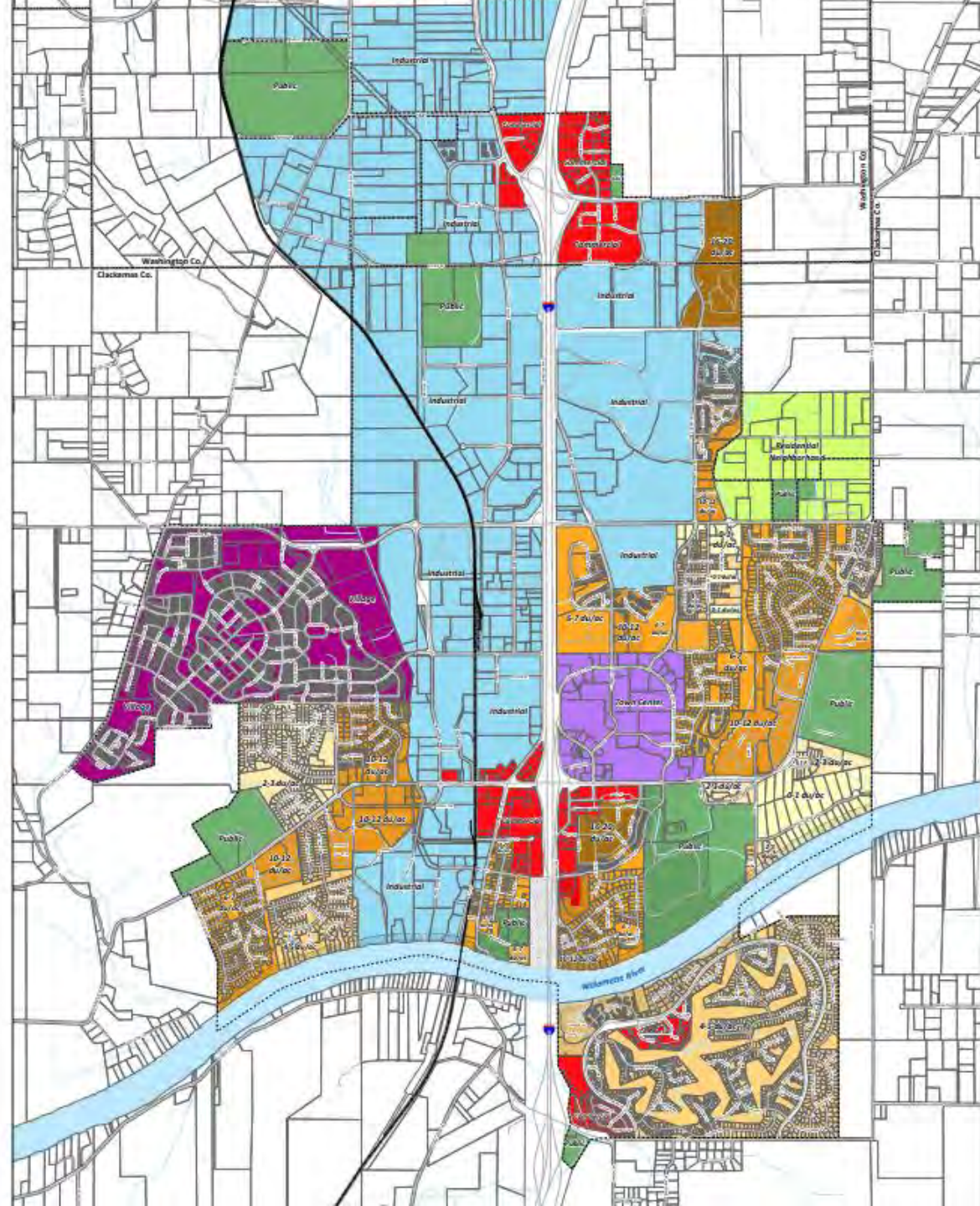


# Wilsonville General Plan



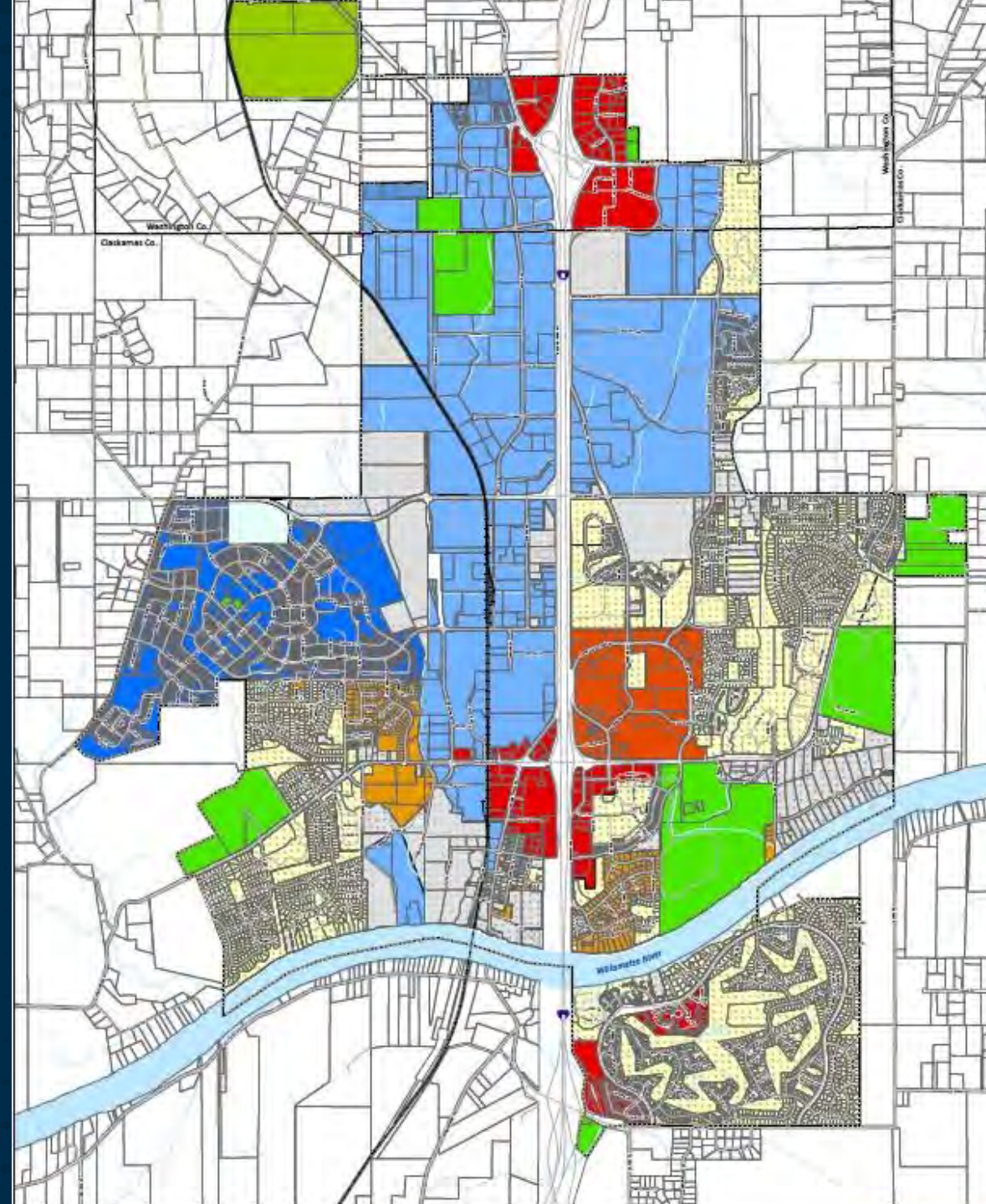


# 2-Map System Comp Plan Map

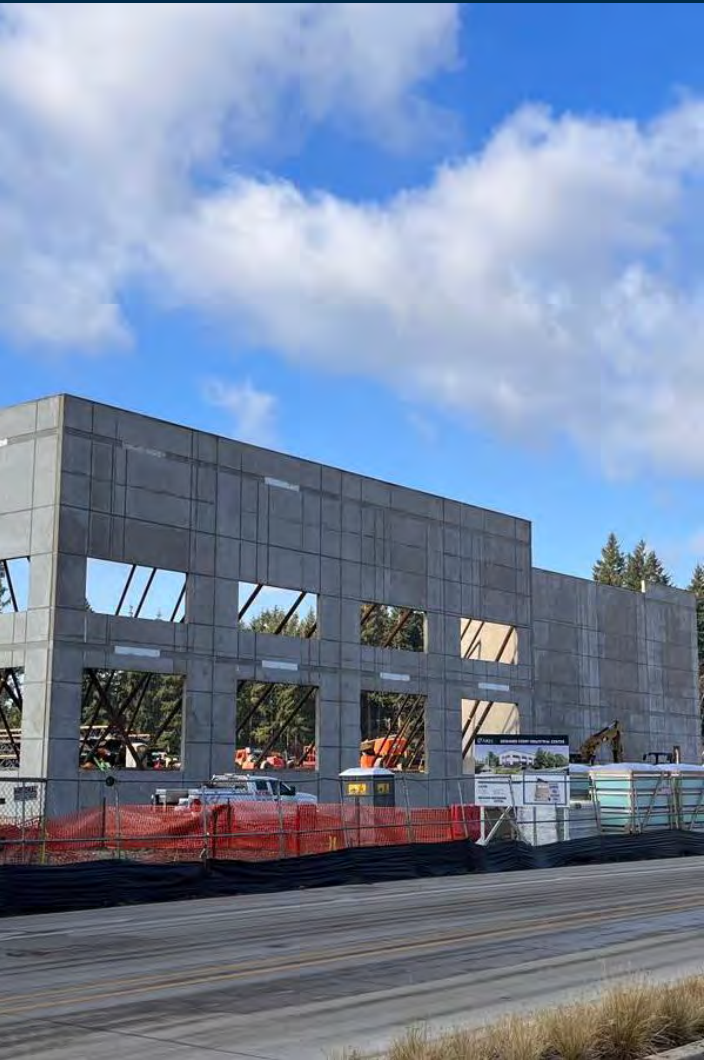




# 2-Map System Zoning Map







# Comprehensive Plan Policies

- Develop an attractive and economically sound community.
- Maintain high-quality industrial development that enhances the livability of the area and promotes diversified economic growth and a broad tax base.
- Favor capital intensive, rather than labor intensive industries.
- Encourage a diversity of industries compatible with the Plan to provide a variety of jobs for citizens of the City and the local area.
- Encourage energy-efficient, low-pollution industries.



**Wilsonville**  
1936

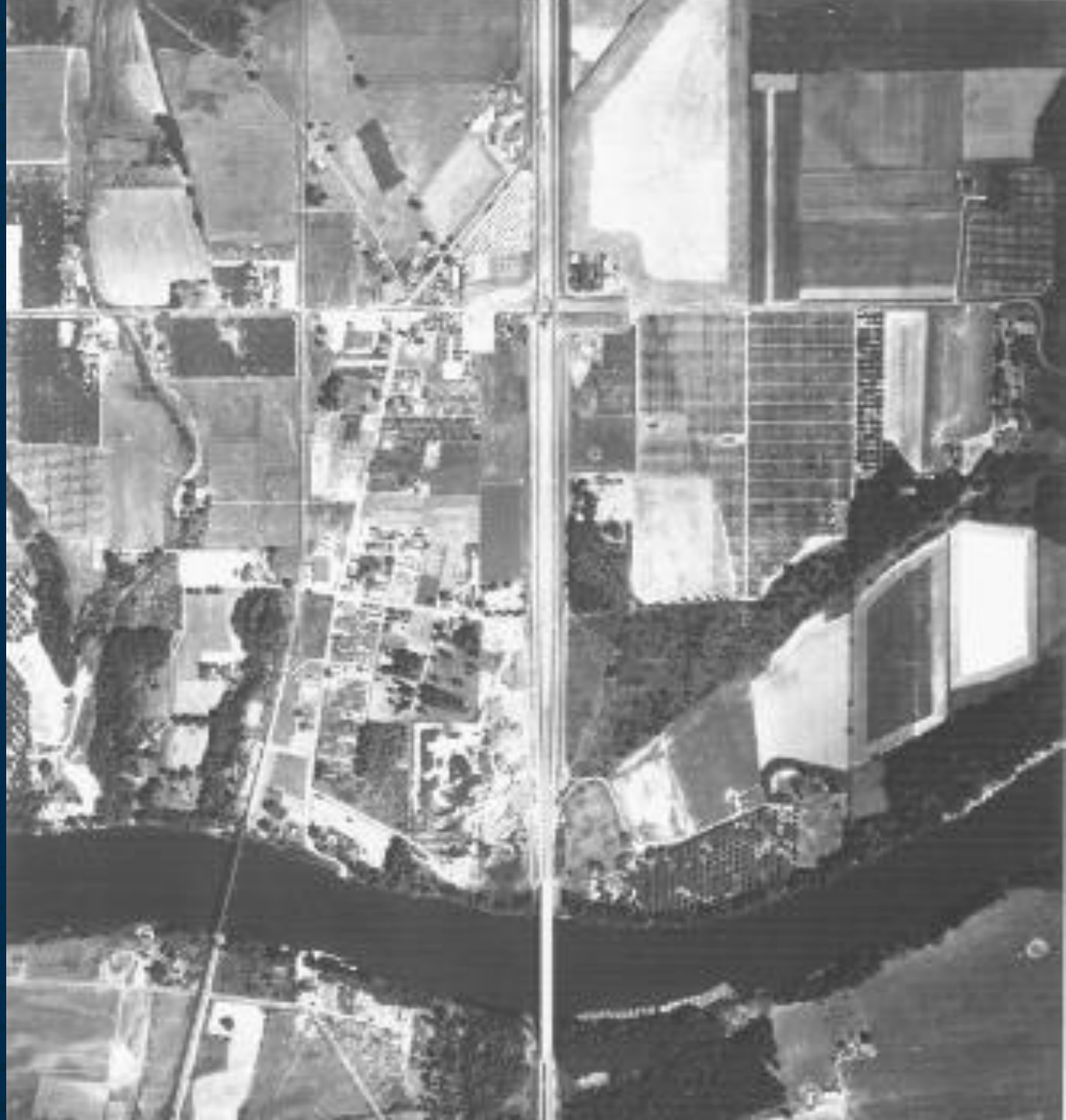
**I-5**  
1950s





# Wilsonville

1961







**WILSONVILLE**  
ECONOMIC DEVELOPMENT

# 1965- Dammasch State Hospital





**Villebois  
today**





# Wilsonville

1970





# Wilsonville

1973







WILSONVILLE  
ECONOMIC DEVELOPMENT



# Top 10 Private Sector Employers

	Business	Type	FTE
1	<b>Siemens EDA</b> (fka Mentor Graphics)	Software Mfg	<b>1,040</b>
2	<b>Swire Coca-Cola USA</b>	Mfg + Distrib.	<b>585</b>
3	<b>Collins Aerospace</b>	Manufacturing	<b>535</b>
4	<b>Sysco Food Services</b>	Wholesale Distrib.	<b>485</b>
5	<b>Columbia Distributing HQ</b>	Wholesale Distrib.	<b>425</b>
6	<b>Costco Wholesale</b>	Retail	<b>330</b>
7	<b>DW Fritz Automation</b>	Manufacturing	<b>320</b>
8	<b>TE Connectivity</b>	Manufacturing	<b>280</b>
9	<b>Fred Meyer</b>	Retail	<b>275</b>
10	<b>Teledyne FLIR</b>	Manufacturing	<b>270</b>



# Burns Brothers Truck Stop





# Burns Brothers Truck Stop





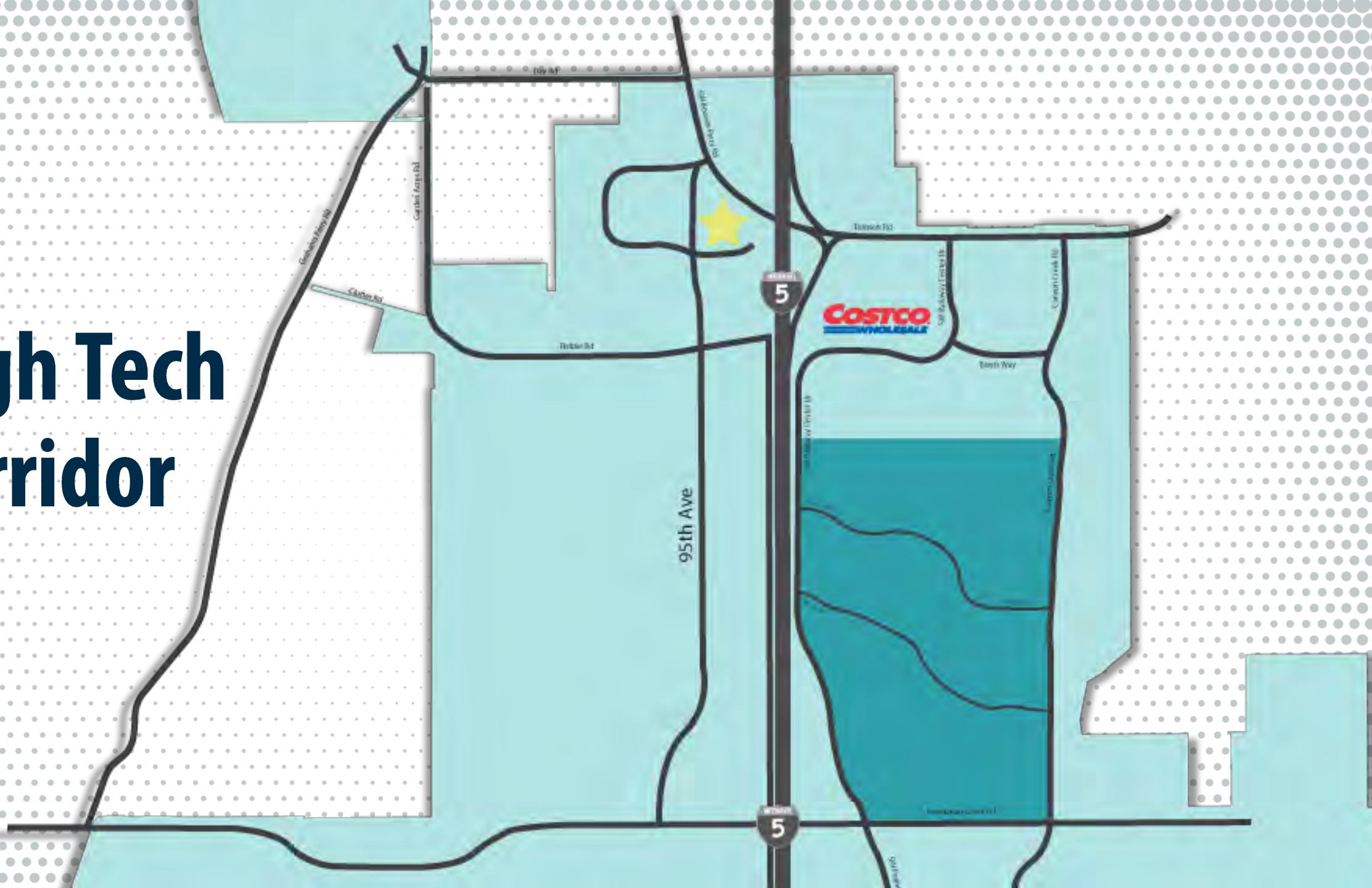
# Fry's Electronics

(formerly  
Incredible Universe)





# High Tech Corridor





# Tektronix 1974-75

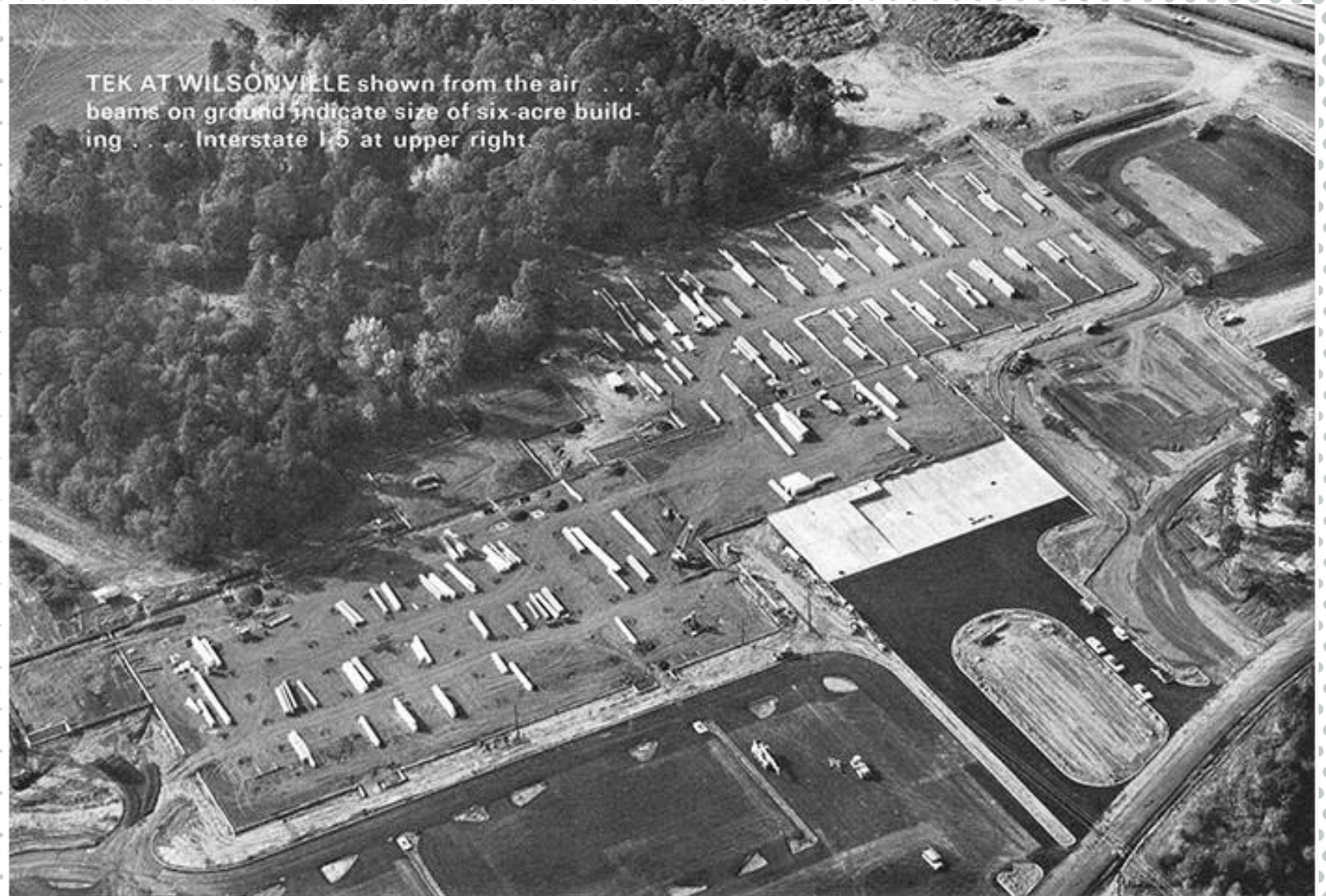


*TEKTRONIX RECEIVED the go-ahead from the Wilsonville City Council Monday night to purchase 242 acres north of town for an industrial park. Councilmen shown in session are, from left, Joe Cooney, Weldon R. Sloan, Mayor Phillip Balsiger, Bill Lowrie and Walt Wehler. City Recorder Marjorie Hintz takes minutes.*



# Tektronix

## 1974-75





# Tektronix

## 1974-75



*TREE PLANTING CEREMONY* marked the official opening of Tek Wilsonville last Friday. Positioning a 20-foot native red oak by the building entrance were (from left) Earl Wantland, Tek president; Howard Vollum, board chairman; Larry Mayhew, group vice-president and IDG manager; Wilsonville Mayor Phillip Balsiger; and Oregon Governor Bob Straub.



# Tektronix 1974-75



*Some 600 employees and guests of Tek were on hand for the Wilsonville dedication ceremonies.*

## *Open house at Wilsonville draws 4,190 Tekes, friends*

Tektronix was host to more than 4,000 Mayhew and Wilsonville Mayor Phillip



# Tektronix

## 1974-75





# Tektronix





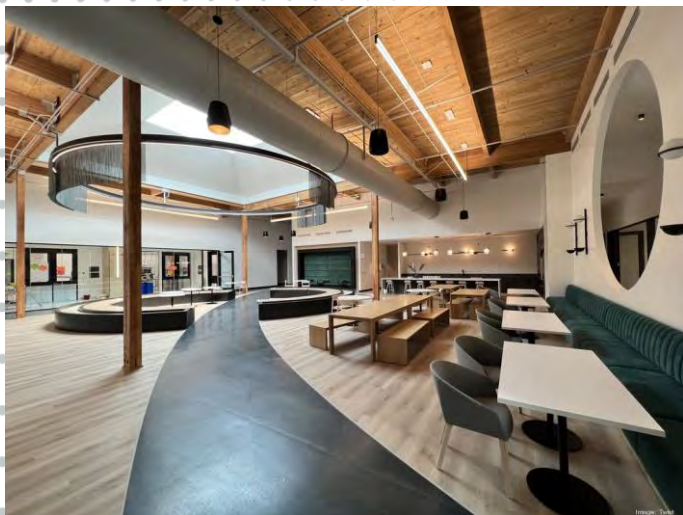
# High Tech Corridor 2021





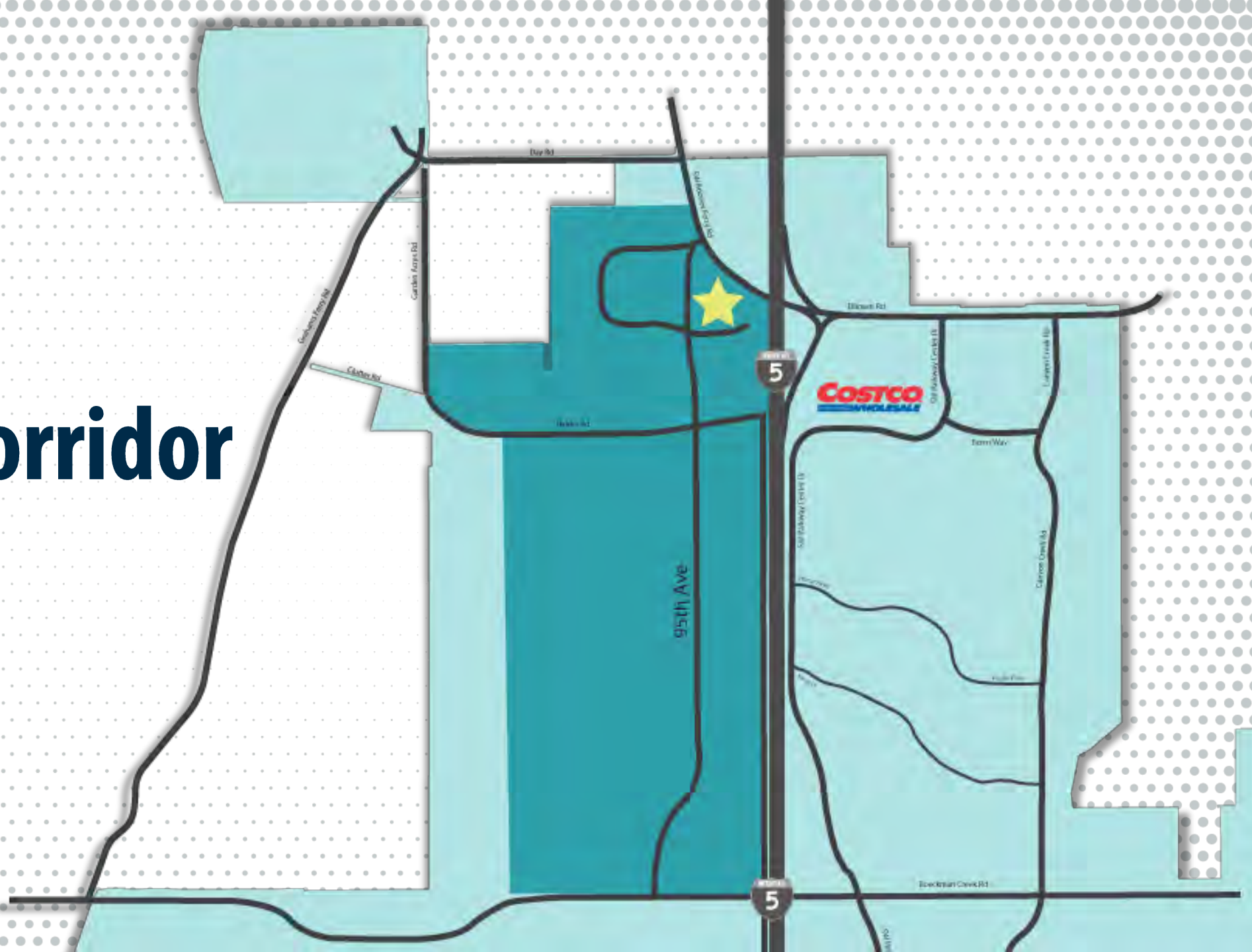
# TWIST

## BIOSCIENCE





# 95<sup>th</sup> Ave Corridor





# 95<sup>th</sup> Ave Corridor





# 95<sup>th</sup> Ave Corridor





# 95<sup>th</sup> Ave Corridor





# 95<sup>th</sup> Ave Corridor





# 95<sup>th</sup> Ave Corridor





# 95<sup>th</sup> Ave Corridor





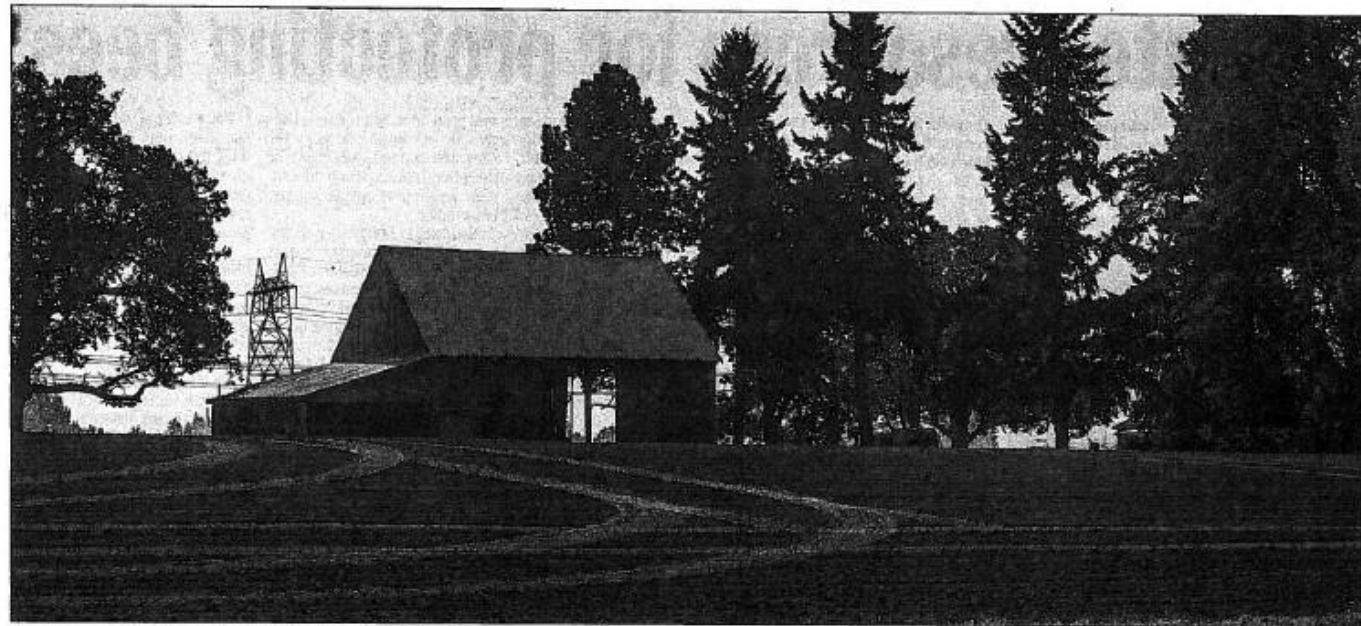
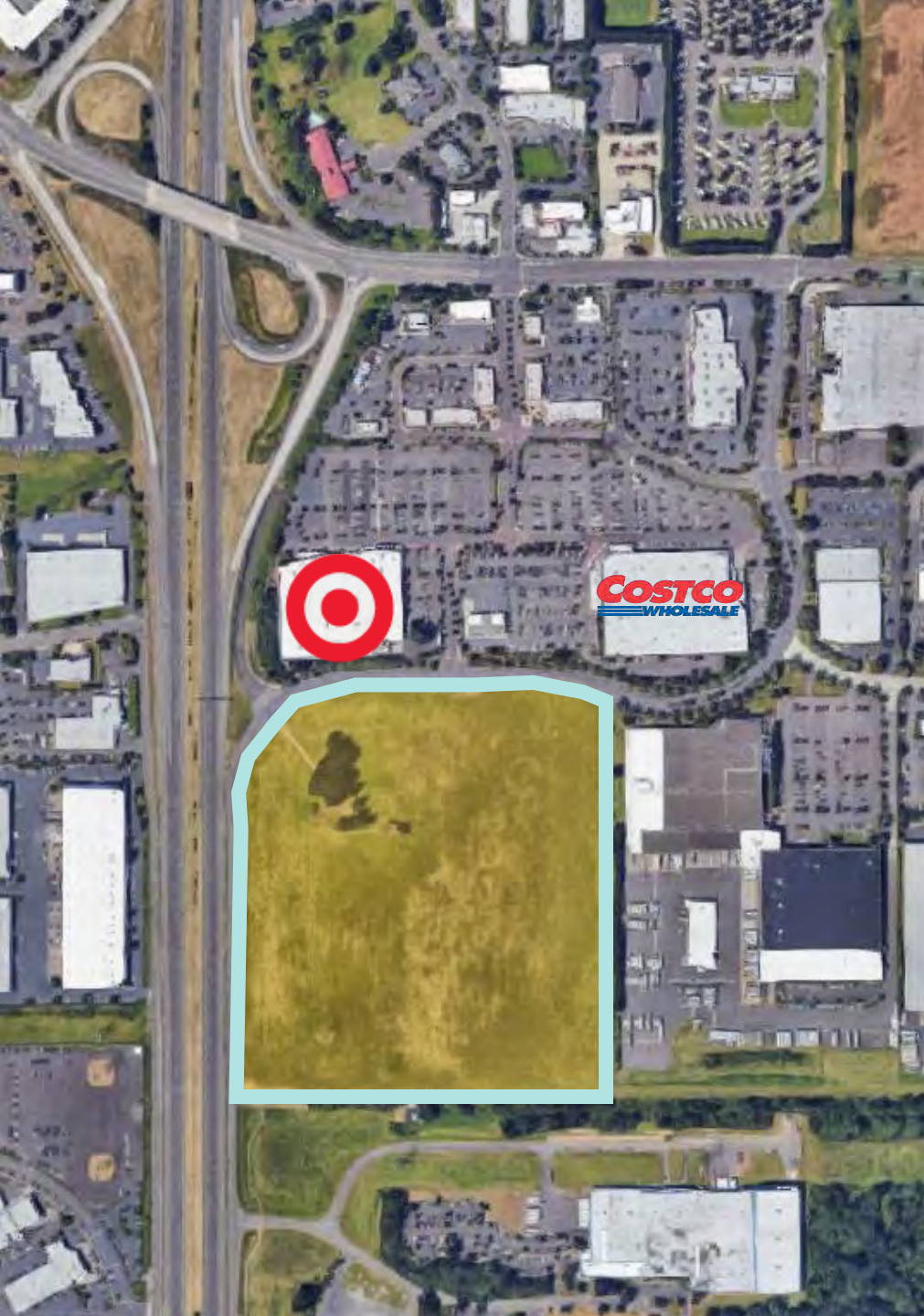


WILSONVILLE  
ECONOMIC DEVELOPMENT

# Coffee Creek Correctional Facility







This 33-acre property once was part of a much larger farm run by Wilsonville resident Ralph Elligsen. Now, it's the last piece remaining and he wants to sell. The only problem? Zoning limiting future users to industrial use. Elligsen said he has plenty of would-be commercial buyers — and none for industrial projects.

SPOKESMAN PHOTO: JOSH KULLA

# Cabela's still casts shadow over Wilsonville

*Property owner asks city to rezone 33-acre site*

By JOSH KULLA  
The Spokesman

The specter of Cabela's just won't leave Wilsonville alone.

The popular sporting goods retail giant has already announced the 2014 opening of a new store in Tualatin's Nyberg Woods development. Now, the owner of property in north Wilsonville that once was considered a potential site for that project is back to remind city officials of what could have been.

Wilsonville resident Ralph Elligsen and his attorney, Ron Dusek of West Linn, appeared before the Wilsonville City Council Oct. 7 to ask for council backing for a plan to rezone Elligsen's 33 acres for commercial use instead of industrial as it is currently zoned.

The council appeared surprisingly receptive to the request, which would require both the city and Metro, the regional government, to sign off.

"He would like to sell the property," said Dusek, who spoke for Elligsen during their brief appearance. He told the council it is increasingly difficult to farm the land and earlier attempts to sell the property fell through.

"Like I said, it's zoned industrial and most of the folks who are looking at that property are interested in commercial," said Dusek. "So he's here today to ask the city council for some help, some input, on what he can do about getting the zoning changed to commercial."

That might sound simple. But the issue of zoning is at the heart of why Wilsonville ultimately was sidestepped in favor of its northerly neighbor for Cabela's.

To accommodate Elligsen, the city itself would first have to rezone the property for commercial use — the simple part of the equation where Elligsen is concerned. The city then would have to convince Metro to remove the "regionally significant industrial area" designation from the site — a bigger task entirely.

The challenges in Wilsonville, obviously, are that that piece of property is not zoned or comp(rehensive) planned for what they are proposing," Mayor Tim Knapp said last year in response to

a Wilsonville Chamber of Commerce campaign suggesting the Cabela's still maintained interest in the city.

Knapp said at the time that the city's comprehensive plan contains wording stating Wilsonville does not desire to become a regional retail center.

"For a store on the scale they are talking about that would require some pretty significant discussion and a change in our plans," he said.

According to Tim O'Brien, Metro's principal regional planner, two avenues exist to remove the regionally significant industrial area designation from a property.

One is an administrative process that requires an applicant and the property in question to adhere to certain restrictions pertaining to the impact on employment, transportation and other areas. One of those rules, however, limits to 10 acres the size of a property eligible for this process. This seemingly rules out the Elligsen site, which is

three times that size.

"That's a process that would allow the city to go ahead and do it as long as they adopted findings in their comprehensive plan that met the requirements in our code," O'Brien said. "But they wouldn't meet that last one in our code."

**"You'd be changing from an industrial designation to a commercial designation, so it's obviously going to intensify use of that site significantly and there are going to be impacts regarding that choice."**

— Bryan Cosgrove, city manager

That leaves the Metro Council, which may consider proposed amendments to the industrial map at any time. O'Brien said this route is subject to political whims absent in the administrative process. But it also offers the flexibility to potentially re-designate properties of any size.

"That's another option," O'Brien said. "It would require a lot of back and forth with the city, and it's not as clear cut as the other (process). It's much broader. (Metro Council) can do it at any time in order to better achieve its goals and policies. It's more flexibility but a lot harder to do."

None of that touches on a second is-

sue — traffic counts — that also helped halt the project in 2010. Most estimates project the amount of traffic generated by a commercial development at five times that created by a similar-sized industrial site. And the existing Elligsen Road-Interstate 5 Interchange would require significant additional expansion just a few years after more than \$20 million was poured into the area in an effort to improve freeway access.

Rezoning the site for commercial use, thus would likely require further expansion of the surrounding road and interchange capacity.

Nonetheless, some councilors responded positively last week to Elligsen's overture, instructing city staff to return with a report on the history of the site and the process for potentially rezoning it for commercial use.

"You'd be changing from an industrial designation to a commercial designation, so it's obviously going to intensify use of that site significantly and there are going to be impacts regarding that choice, if you decide to support that," warned Wilsonville City Manager Bryan Cosgrove, who said staff would present a white paper outlining the issues at stake probably by the council's Nov. 16 meeting.







# Summary

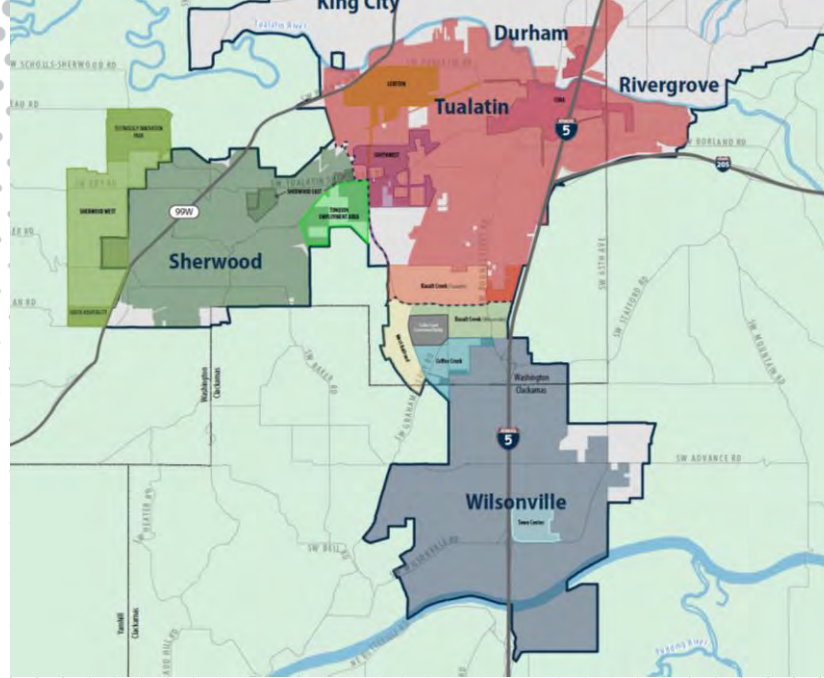
- It takes patience, vision and investment to make these areas work
- Land is important, but without infrastructure to serve projects, land will not get you there.
- Use as many tools as you can to advance plans and projects to fund infrastructure. (LID, URA, Grants, Earmarks, Reimbursement Districts, Development Agreements) It is expensive!
- These are important public-private partnerships; your partners matter.







*City of Tualatin*



City of  
**Sherwood**  
Oregon

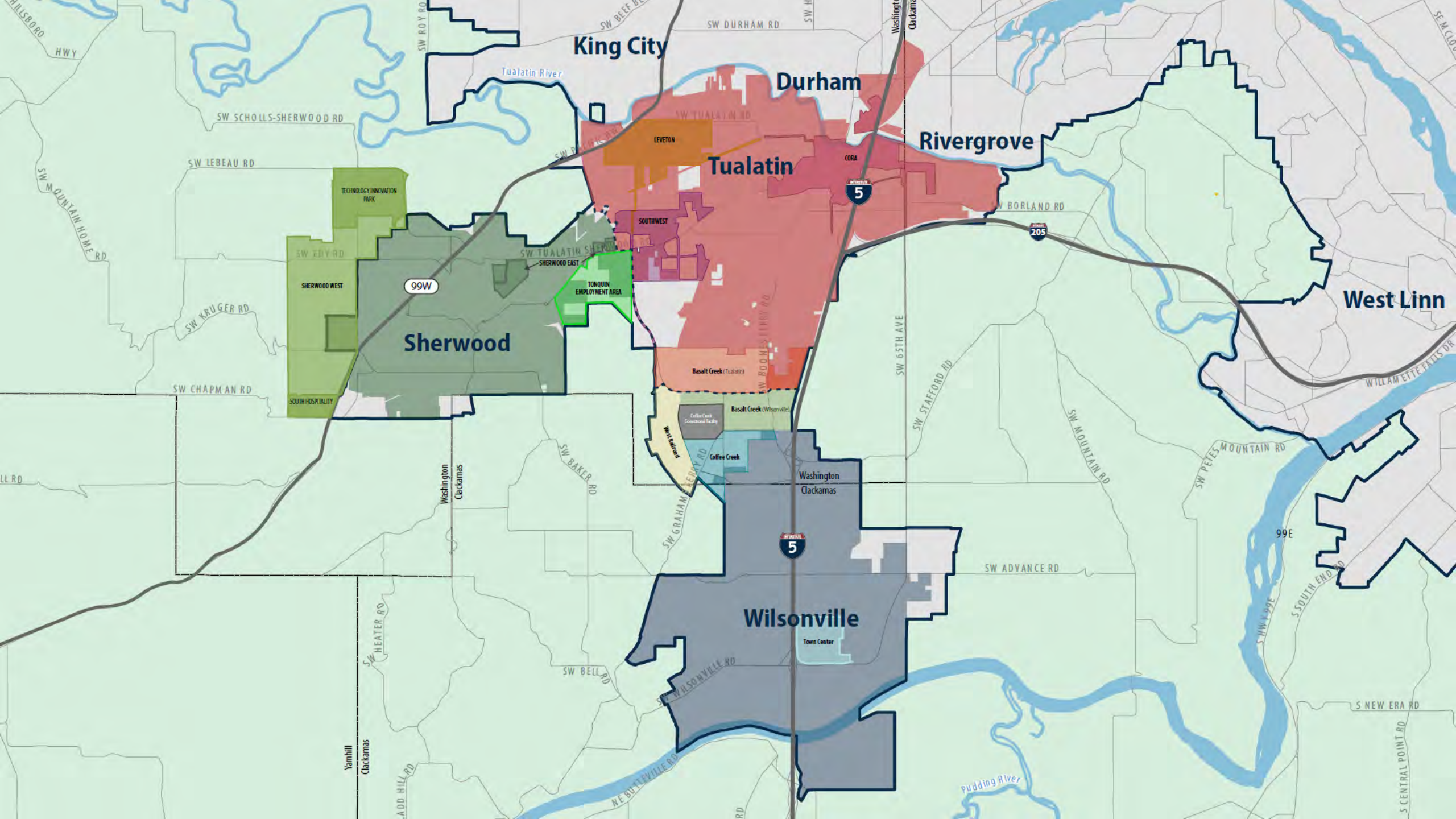
# Southwest Metro Employment Lands

Current and forthcoming



**WILSONVILLE**  
ECONOMIC DEVELOPMENT









Basalt Creek (Tualatin)

Basalt Creek (Wilsonville)

Coffee Creek  
Correctional Facility

West Railroad

Coffee Creek

Washington  
Clackamas



**Wilsonville**

Town Center

SW BAKER RD

SW GRAHAM RD

SW BELL RD

SW WILSONVILLE RD

SW STAFFORD RD

SW ADVANCE RD

SW MOUNTAIN RD



# LEGEND

**CC** Central Commercial

**SC** Service Commercial

**FS** Food and Sundries

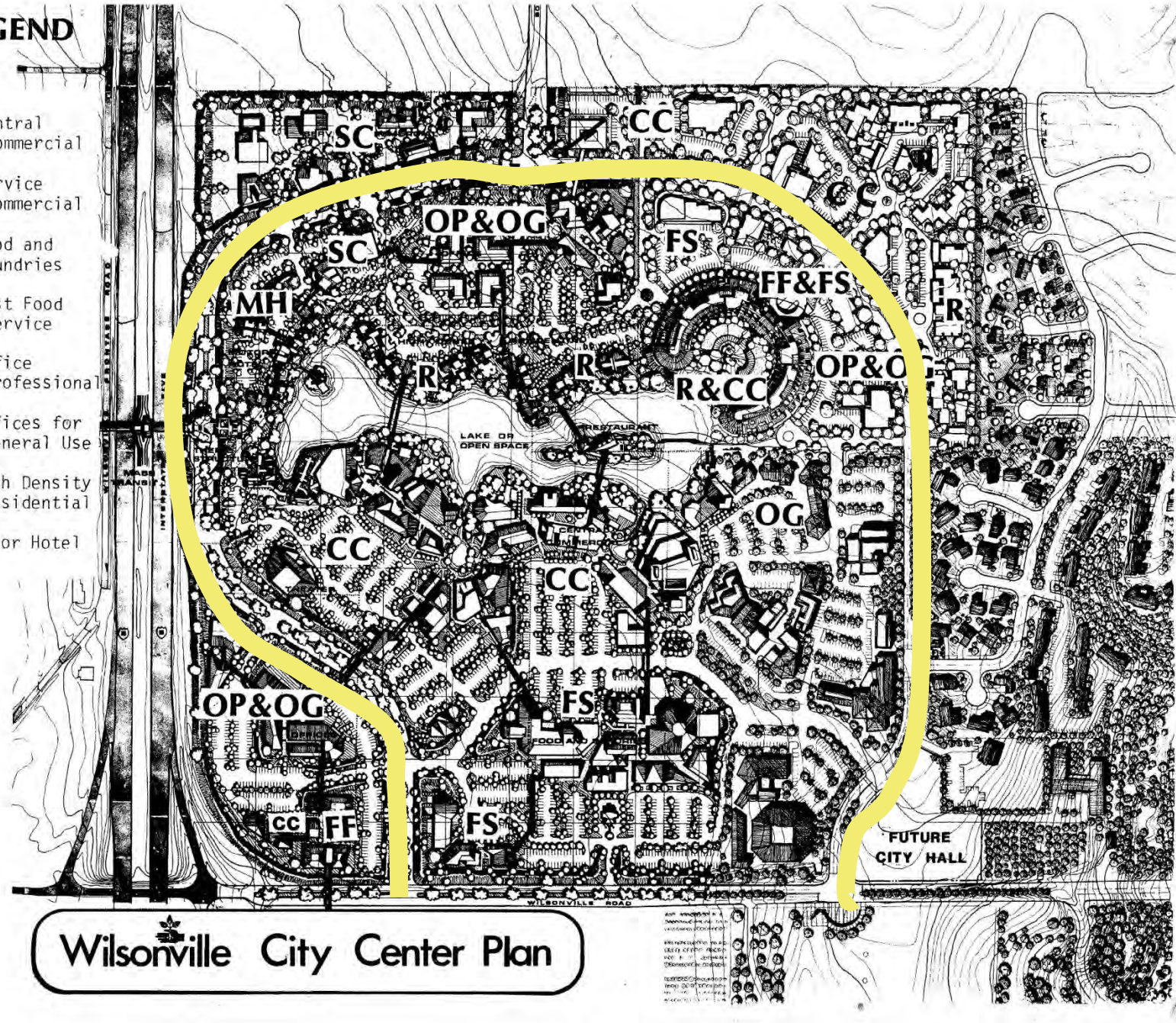
**FF** Fast Food Service

**OP** Office Professional

**OG** Offices for General Use

**R** High Density Residential

**MH** Motor Hotel



**Wilsonville City Center Plan**















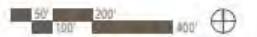


## WILSONVILLE TOWN CENTER PLAN



**TOWN CENTER FUTURE SCENARIO  
PHASE 3 (FULL BUILDOUT)**

FIGURE 3.8



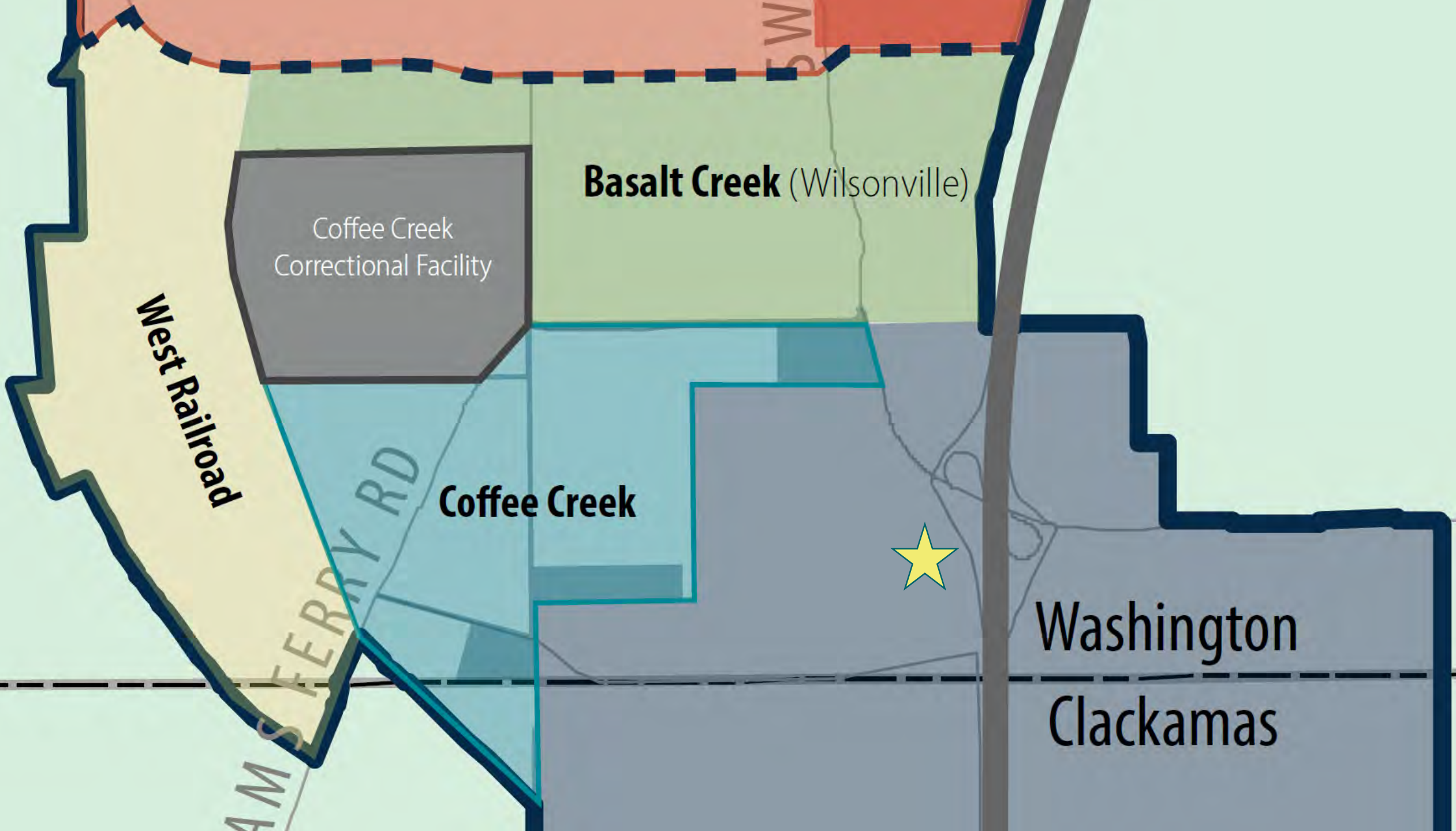












**Basalt Creek** (Wilsonville)

Coffee Creek  
Correctional Facility

West Railroad

AM S FERRY RD

**Coffee Creek**

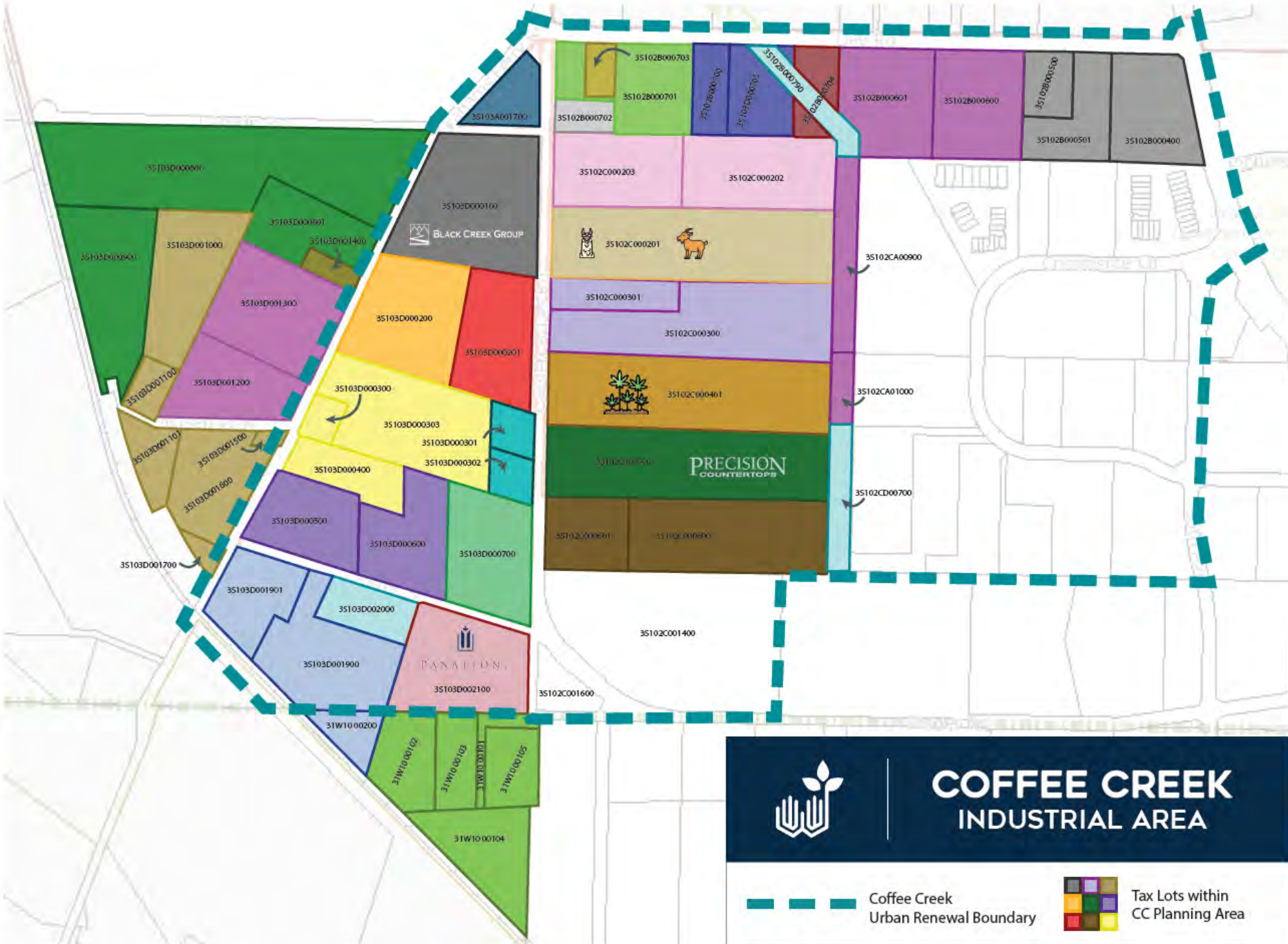


Washington  
Clackamas

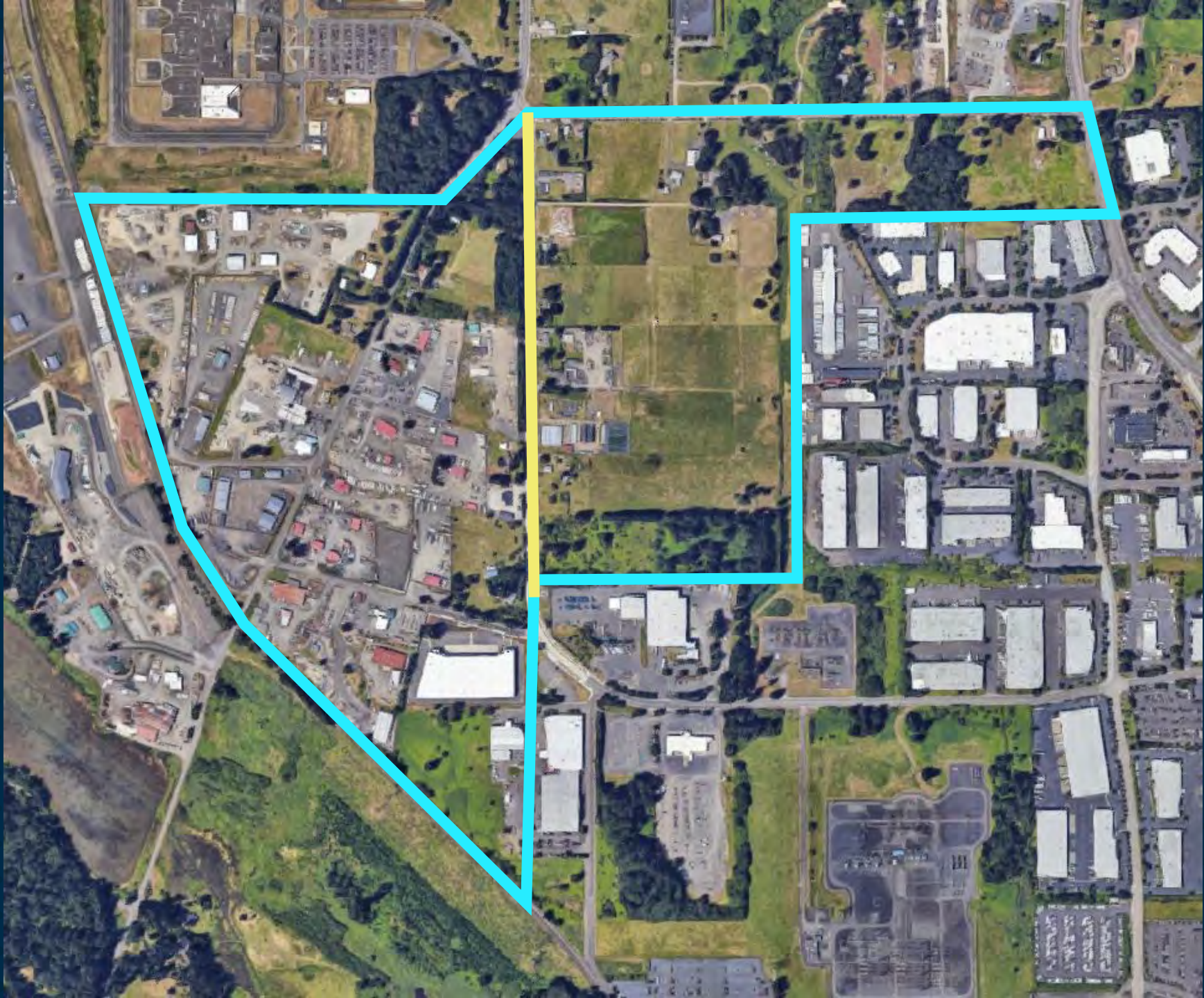










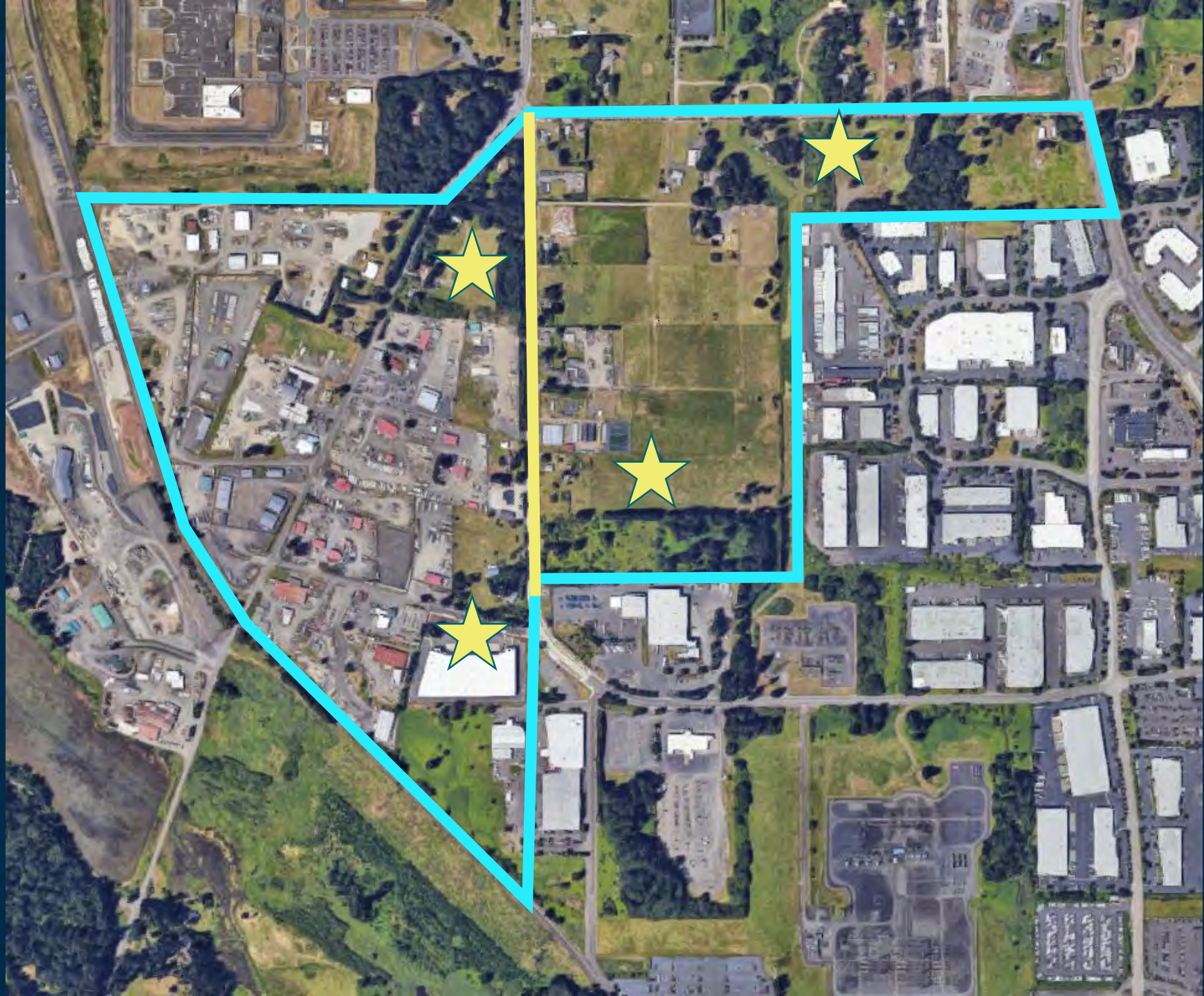






SPEED  
LIMIT  
25

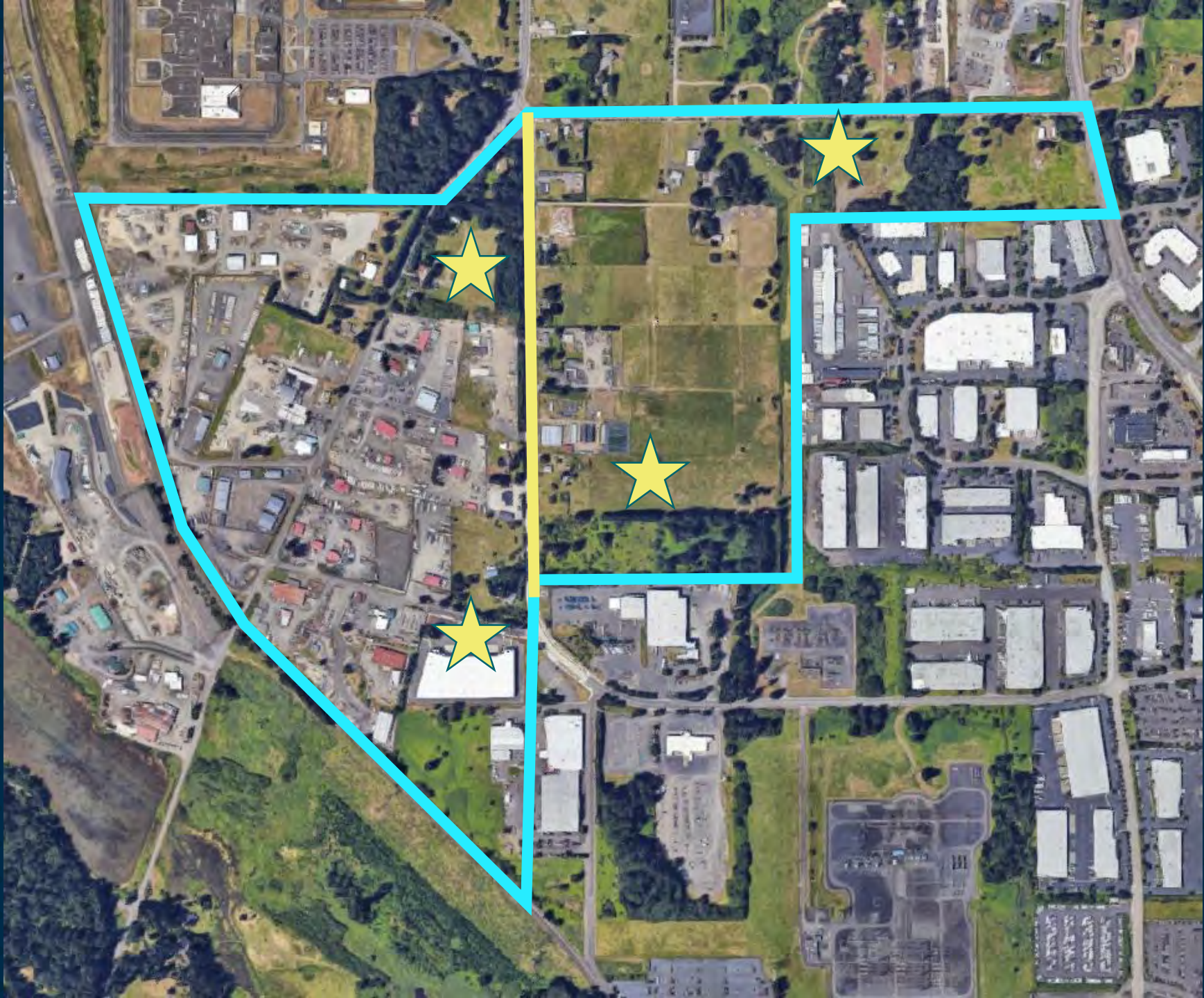
















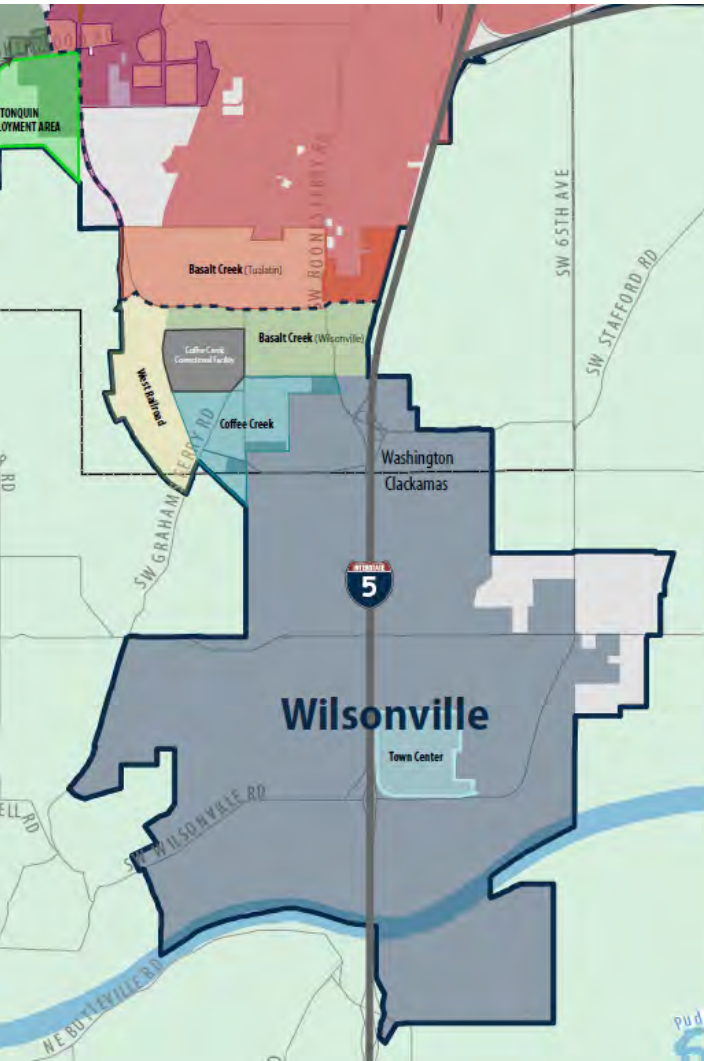








WILSONVILLE  
ECONOMIC DEVELOPMENT



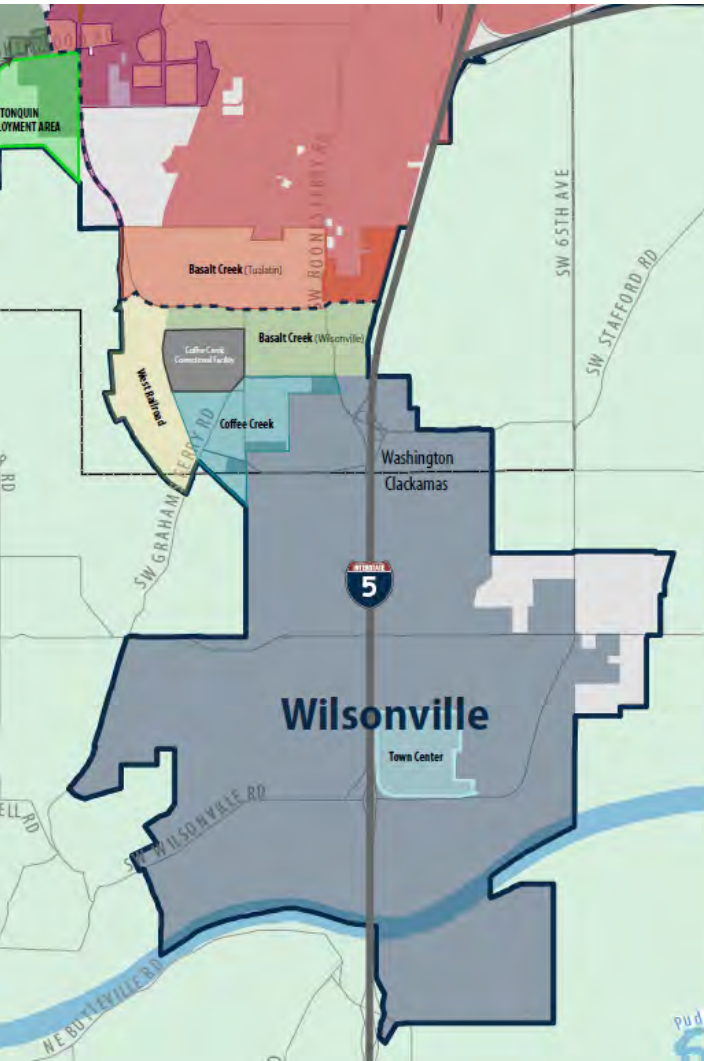
# Coffee Creek Timeline

- 1998: Medium security women's prison and intake facility super-sited in Wilsonville
- 1998-2000: Battle ensues to protect Dammasch and move to Coffee Creek successful
- 2001: Coffee Creek Correctional Facility opens
- 2002: Urban Growth Boundary expanded to add the 180-acre CCIA
- 2004: Regionally Significant Industrial Area (RSIA) designation applied by Metro
- 2007: Coffee Creek Industrial Area Master Plan adopted by Council





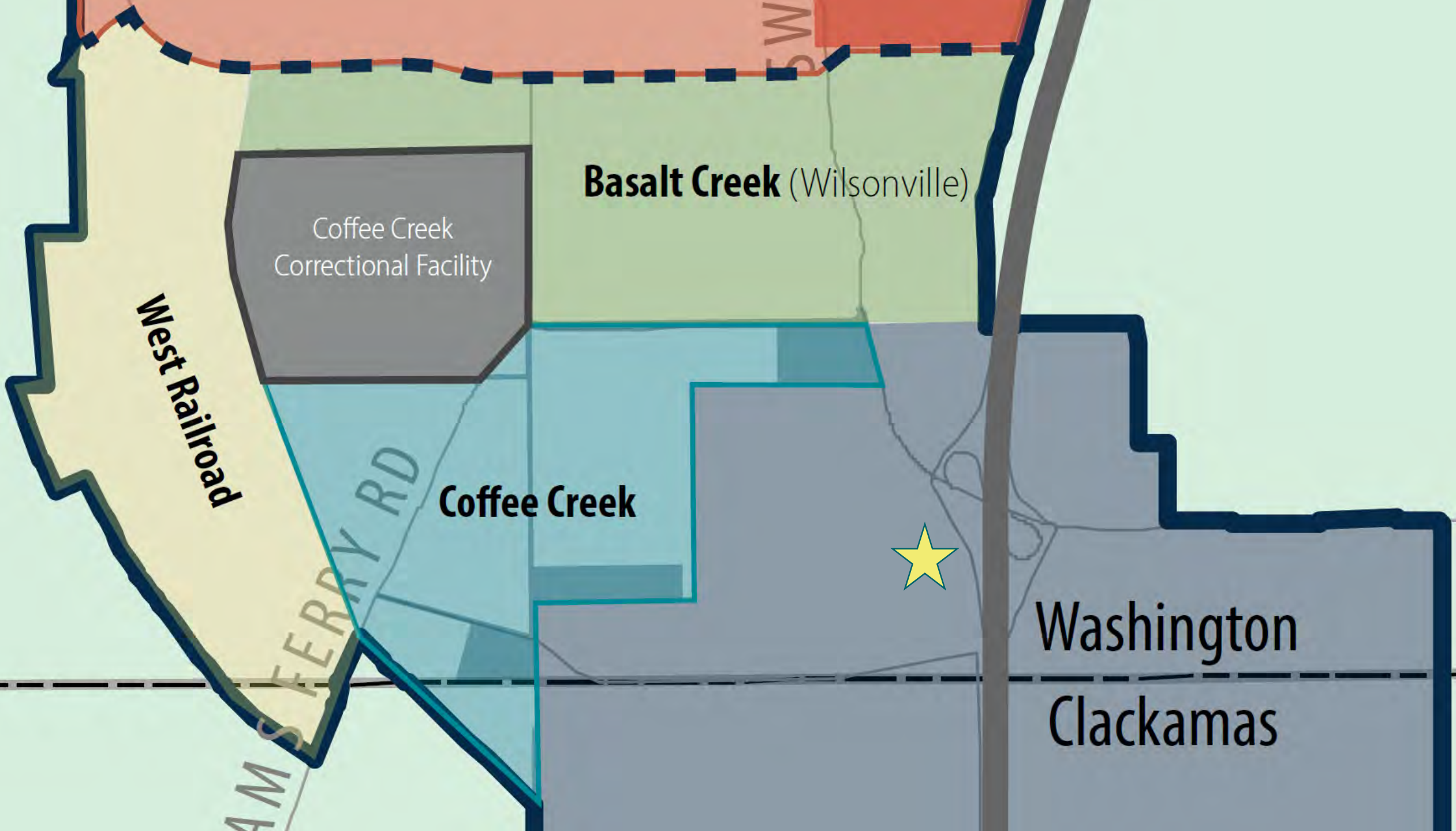
WILSONVILLE  
ECONOMIC DEVELOPMENT



# Coffee Creek Timeline

- 2011: DLCD TGM grant received to advance infrastructure planning in the area to 30%
- 2016: Coffee Creek URA established, UHS Hospital and SORT Biofuel approved
- 2020: 13M\$ Garden Acres Road urban upgrade initiated using UR TIF funds
- 2021: First major industrial project for Panattoni breaks ground
- 2022: Black Creek Group breaks ground on the second building in the CCIA
- 2022: Significant activity, 2 applications under review, pre-apps





**Basalt Creek** (Wilsonville)

Coffee Creek  
Correctional Facility

West Railroad

AM S FERRY RD

**Coffee Creek**



Washington  
Clackamas