

# McMinnville Landing Innovation District

**Master Plan Report**

October, 2025



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# 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.

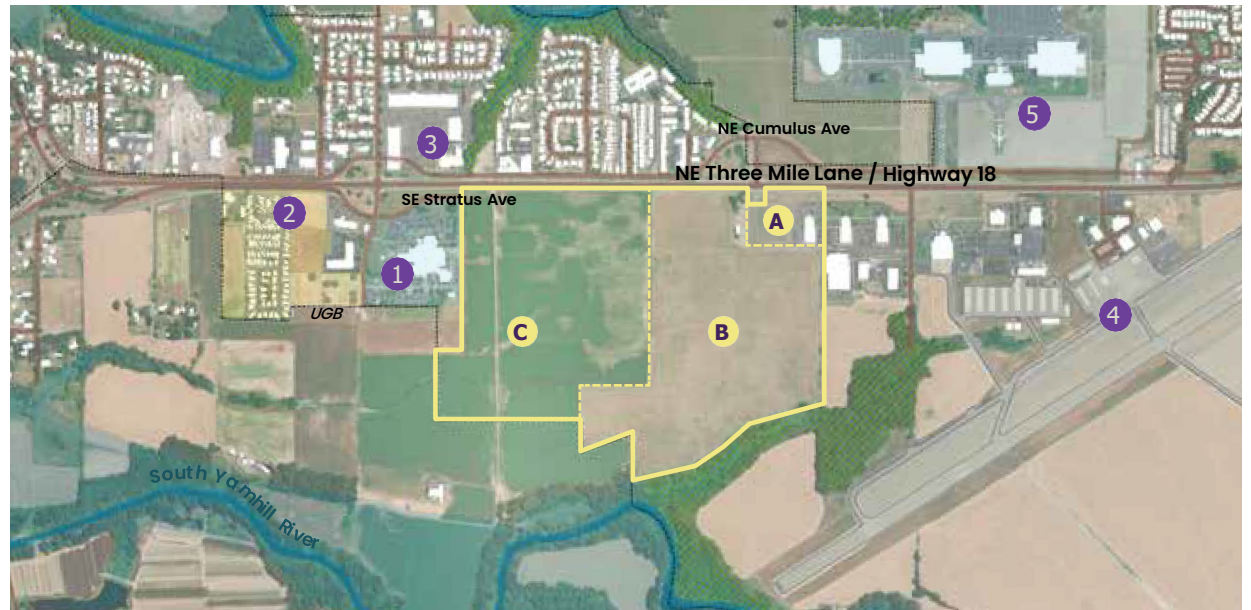


# McMinnville Landing Innovation District

## 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)
- 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*

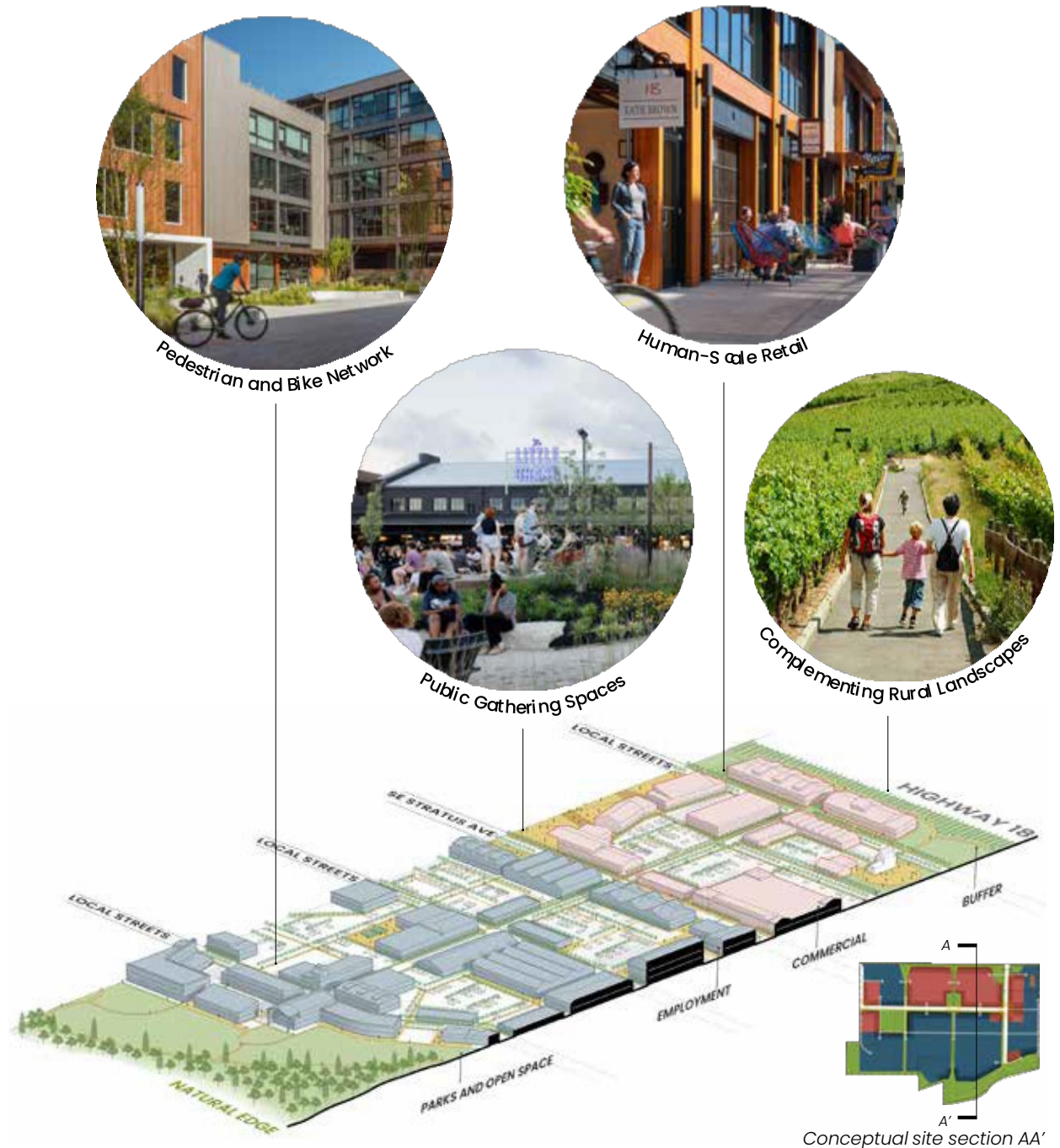
## Master Plan

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



Conceptual site section AA'

## 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.



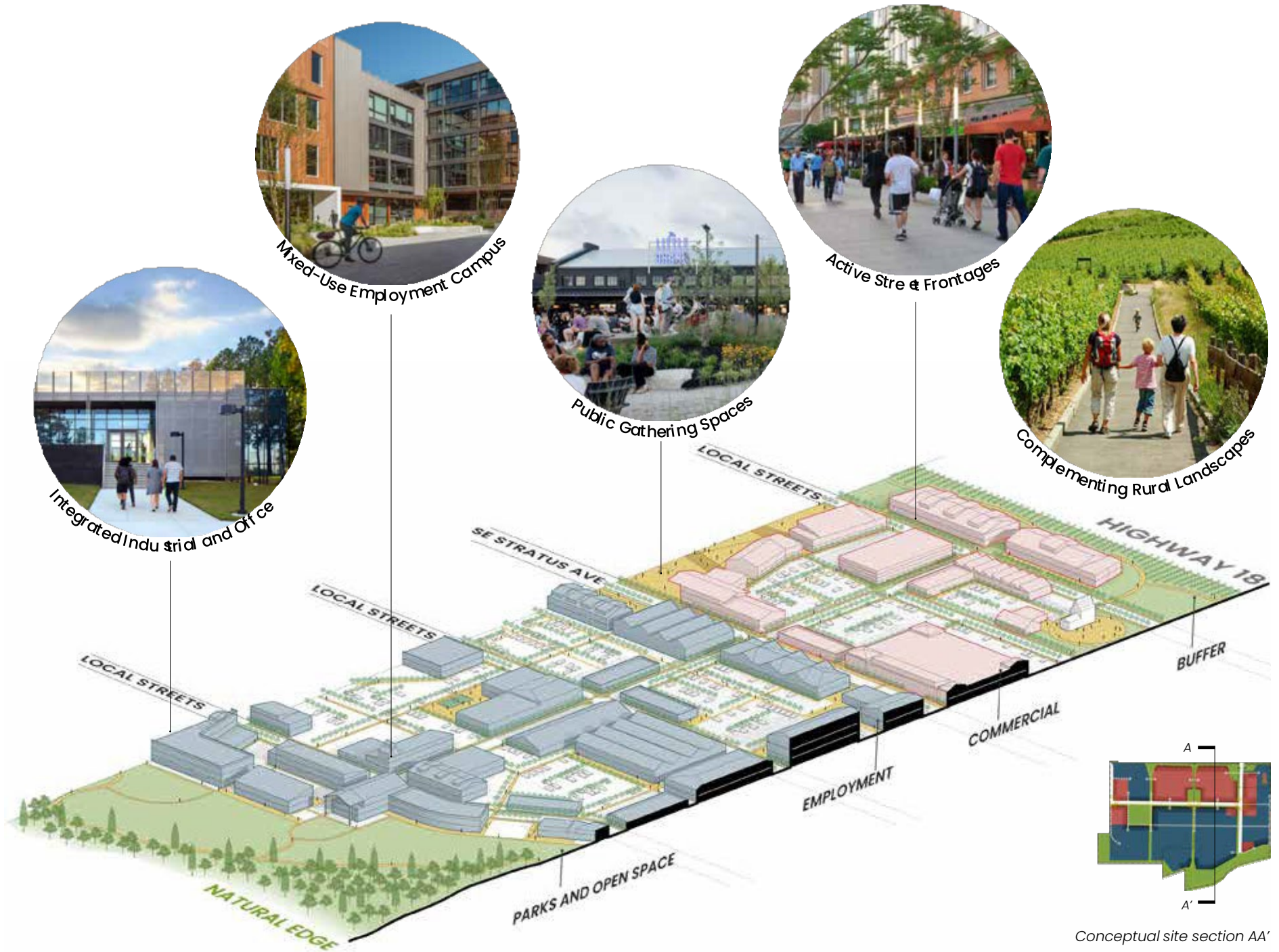
Master Plan diagram

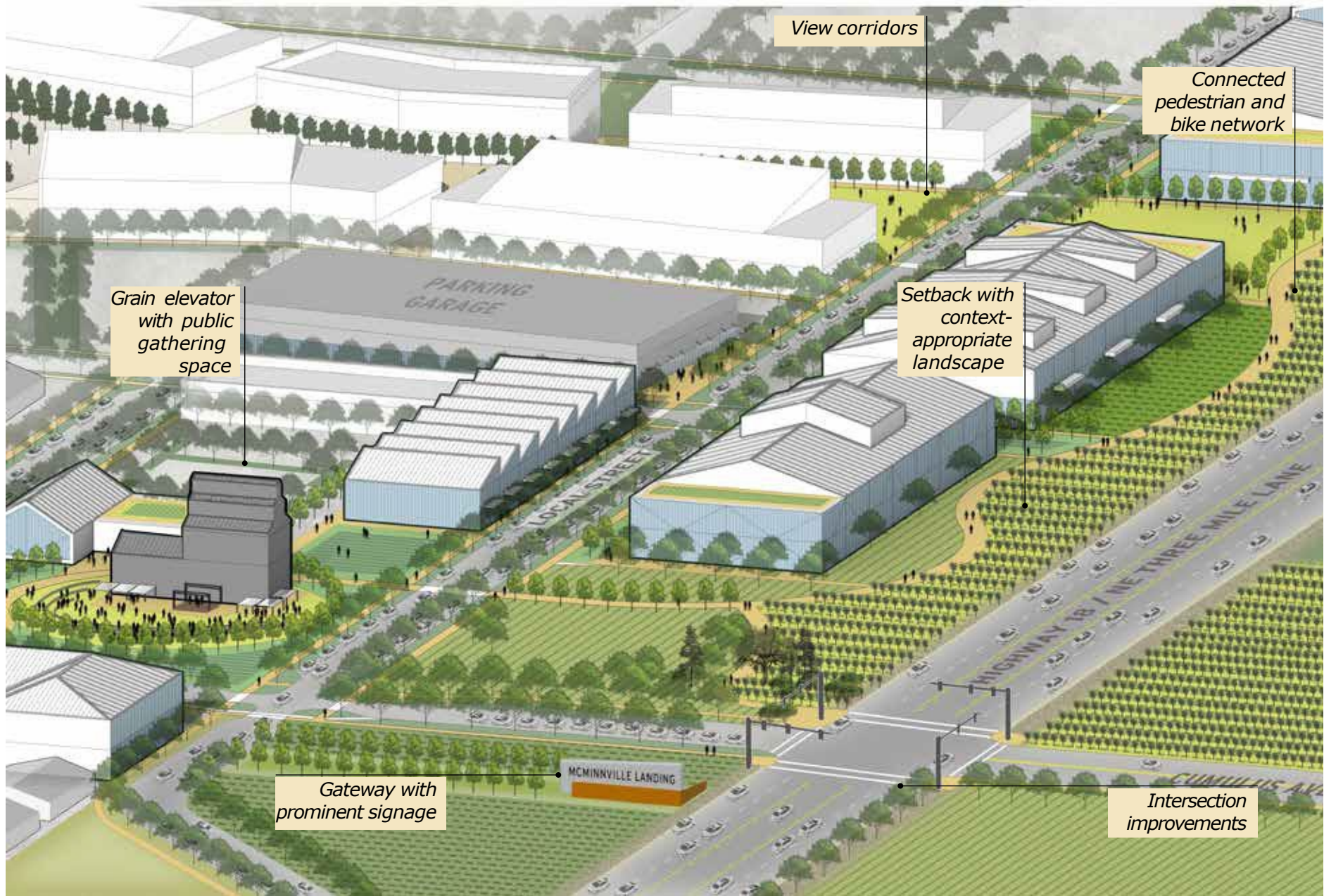
### Legend

<span style="display:inline-block; width:15px; height:15px; background-color:red; border:1px solid black;"></span> Commercial/Retail	<span style="display:inline-block; width:15px; height:15px; background-color:blue; border:1px solid black;"></span> Employment	<span style="display:inline-block; width:15px; height:15px; background-color:green; border:1px solid black;"></span> Parks and Open Space	<span style="display:inline-block; width:15px; height:15px; border:2px solid black; border-radius:50%;"></span> Active Edge
<span style="display:inline-block; width:15px; height:15px; background-color:lightgreen; border:1px solid black; border-radius:50%;"></span> 1 The Landing Commons	<span style="display:inline-block; width:15px; height:15px; background-color:yellow; border:1px solid black; border-radius:50%;"></span> 2 Neighborhood Park	<span style="display:inline-block; width:15px; height:15px; background-color:lightblue; border:1px solid black; border-radius:50%;"></span> 3 South Open Edge	<span style="display:inline-block; width:15px; height:15px; border:1px dashed black;"></span> Active Corner
			<span style="display:inline-block; width:15px; height:15px; border:1px solid black;"></span> Framework Streets
			<span style="display:inline-block; width:15px; height:15px; border:1px dashed black;"></span> Potential Local Streets
			<span style="display:inline-block; width:15px; height:15px; border:1px dashed green;"></span> Trails

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

\*Gross acres (local streets to be deducted)





Grain elevator with public gathering space

View corridors

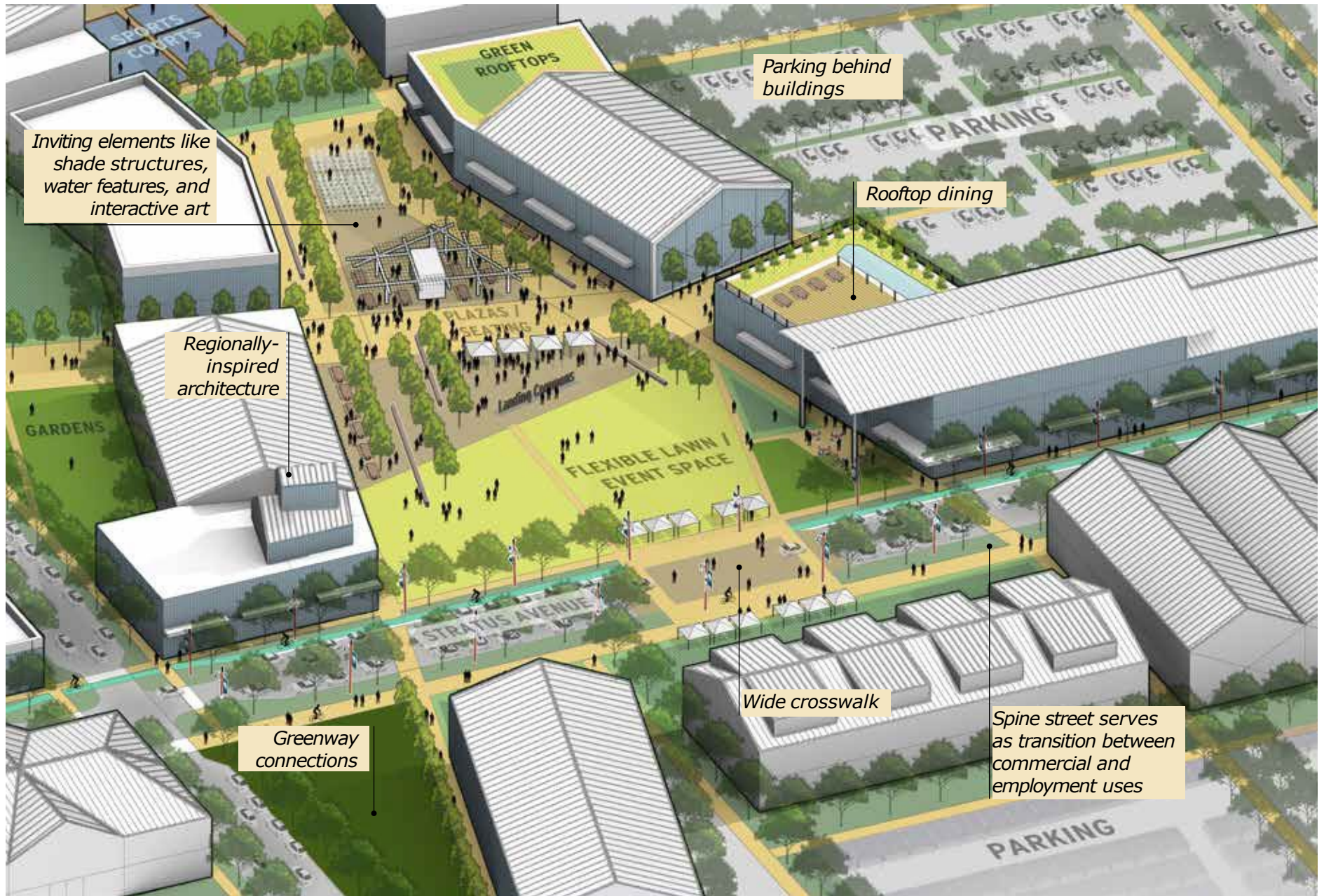
Connected pedestrian and bike network

Setback with context-appropriate landscape

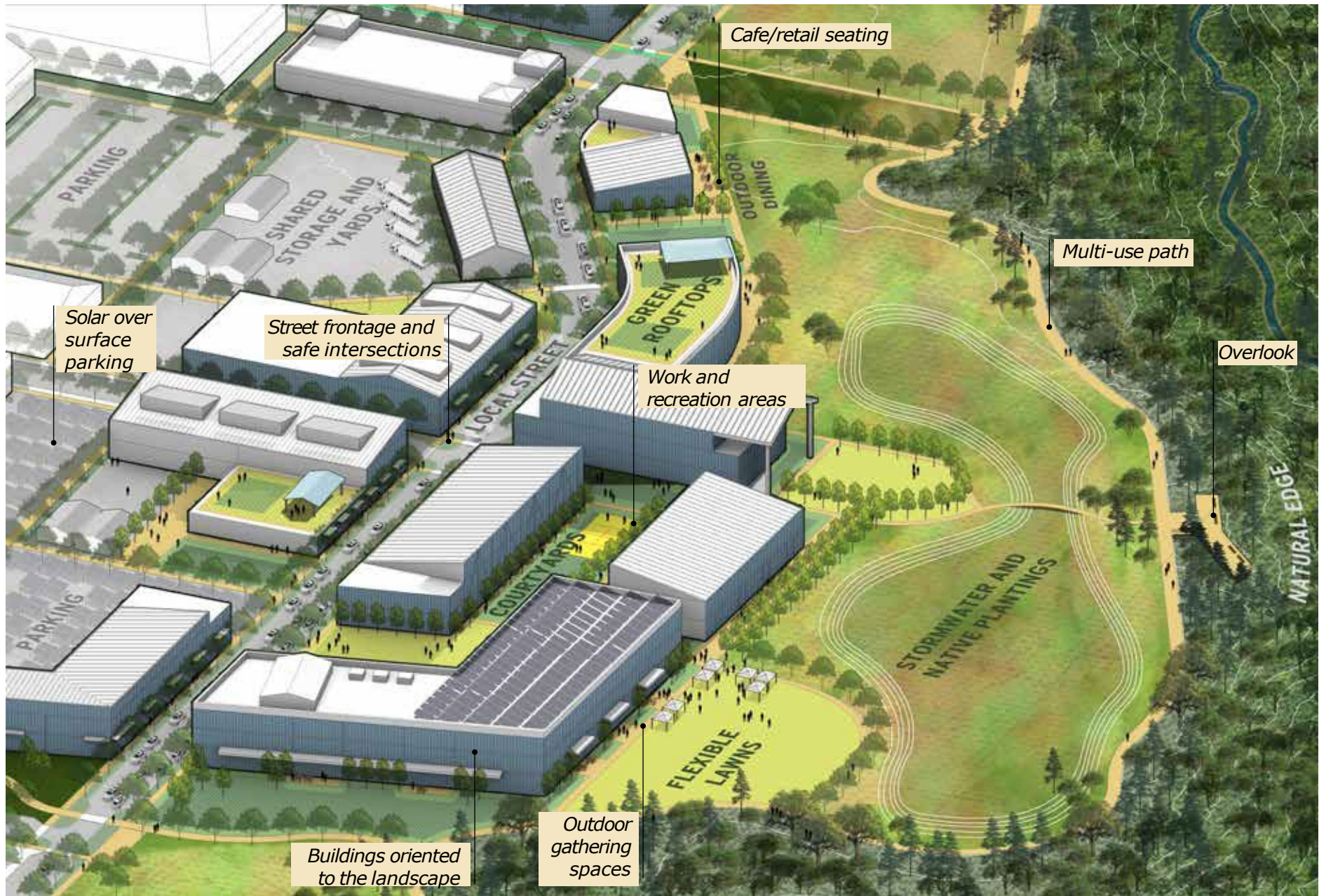
Gateway with prominent signage

Intersection improvements

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



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



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



*Regionally-inspired design*

*Viewing decks*

*Retail frontage*

*Public gathering space*

*Outdoor seating*

*Safe and active sidewalks*

*Office frontages*

*On-street parking*

*Protected bike lanes*

*McMinnville Landing vision*