

# 45TH & PIONEER CROSSING

## VISION

The best near-term opportunity at this key intersection is for a grocery-anchored retail center near the Pioneer & 45th roundabout. With this concept, sites for commercial use would be possible at the 3 as yet undeveloped quadrants of The Crossing.

## ADVANTAGES

The retail market for the primary and secondary portions of the Ridgefield/I-5 trade area is considerably underserved. 5-year population projections indicate 300,000 sq. ft. of new retail space could be supported.

The Crossing is directly adjacent to current and planned residential areas, offering businesses that locate here a

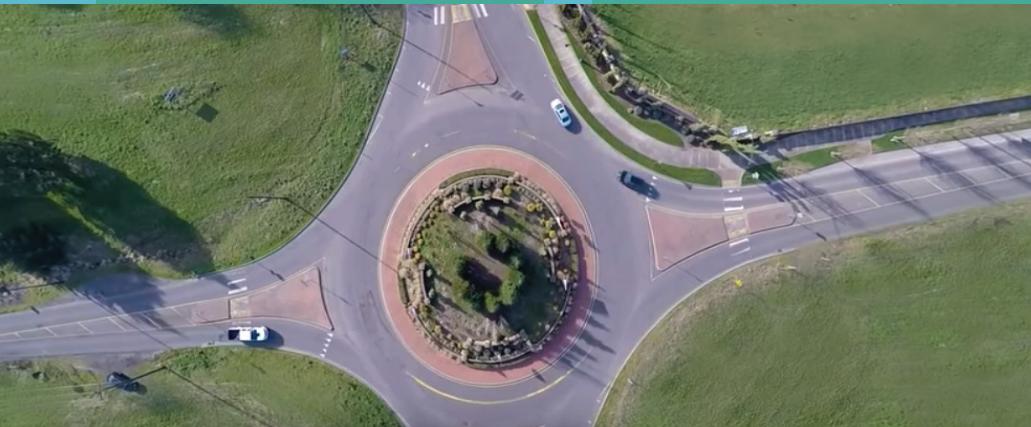
significant potential clientele in close proximity.

45th Avenue serves as a frontage road connecting south and north Ridgefield. Pioneer serves commuters and visitors heading to and from I-5 and Downtown Ridgefield. 45th will also provide local access to the Cowlitz Casino at the La Center exit, opening in 2017.

Developers & businesses will benefit from an early-in strategy. At full residential capacity, land prices are likely to increase.

## 200 ACRES OF OPPORTUNITY

- 60 acres Commercial Community Business
- 158 for Office/Retail



## IN THE WORKS

ANTICIPATED 1,200 ADDITIONAL  
**NEW HOMES**  
3,600 NEW PEOPLE IN RIDGEFIELD  
WITHIN 5 YEARS

CLARK COLLEGE NORTH COUNTY  
SATELLITE CAMPUS AT THE JUNCTION 2020  
**1,000 STUDENTS**  
PHASE 1

CREATION OF A FLEXIBLE  
**EMPLOYMENT ZONE**  
A COMBINATION  
LIGHT INDUSTRIAL/OFFICE ZONE

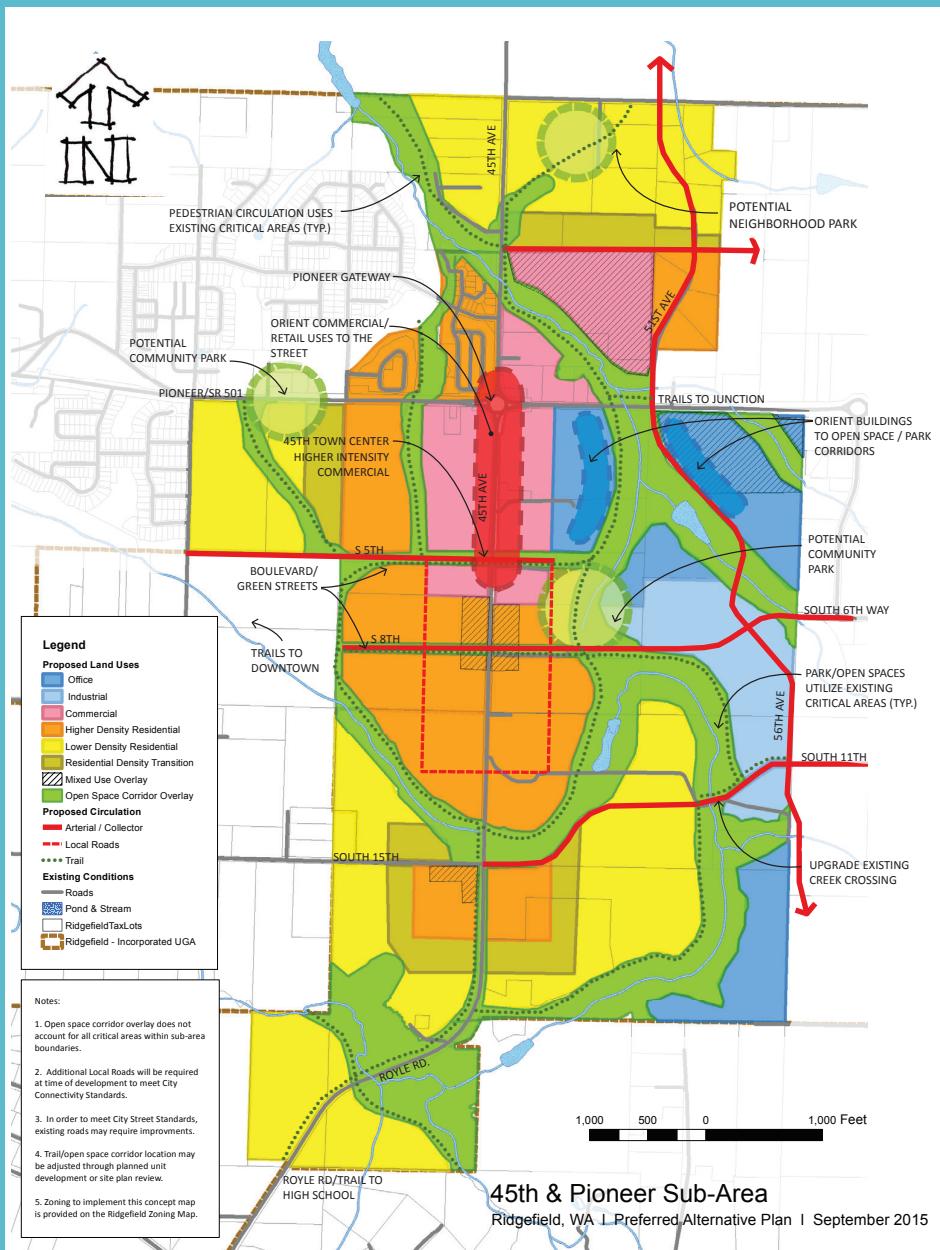
**BIKING & WALKING**  
TRAILS TO THE JUNCTION &  
DOWNTOWN/POTENTIAL COMMUNITY PARK

COWLITZ CASINO NEARLY 17,000  
NEW WEEKDAY TRIPS  
OVER 19,000 NEW WEEKEND TRIPS:  
**45TH & PIONEER** WILL SERVE SOME OF  
THIS INCREASED TRAFFIC

*“The community is excited about business growth. People rally around new things.”*

— CONNIE LORCH, MANAGER - ALLIED FITTINGS

# 45TH & PIONEER CROSSING DATA



## POPULATION WITHIN:

5 min: 3,260  
10 min: 31,343  
30 min: 996,000

## PEAK HOUR TURNING MOVEMENT-TRAFFIC COUNTS

7:15AM - 8:15AM: 883  
4PM - 5PM: 1,013

Avg. annual visits to Ridgefield National Wildlife Refuge: 110,000

## ZONING

- Community Retail
- Campus Office/Flex
- Horizontal Mixed-Use
- Employment Zone

## 45TH & PIONEER SUB AREA PLAN

[ci.ridgefield.wa.us/cd/  
page/45th-and-pioneer](http://ci.ridgefield.wa.us/cd/page/45th-and-pioneer)

## HERE TO HELP

Ridgefield Business Association  
[ridgefieldbusinessassociation.com](http://ridgefieldbusinessassociation.com)



230 Pioneer St.  
Ridgefield, WA  
98642  
360.887.3557  
[ci.ridgefield.wa.us](http://ci.ridgefield.wa.us)



111 W. Division  
Ridgefield, WA  
98642  
360.887.3873  
[portridgefield.org](http://portridgefield.org)