

# 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

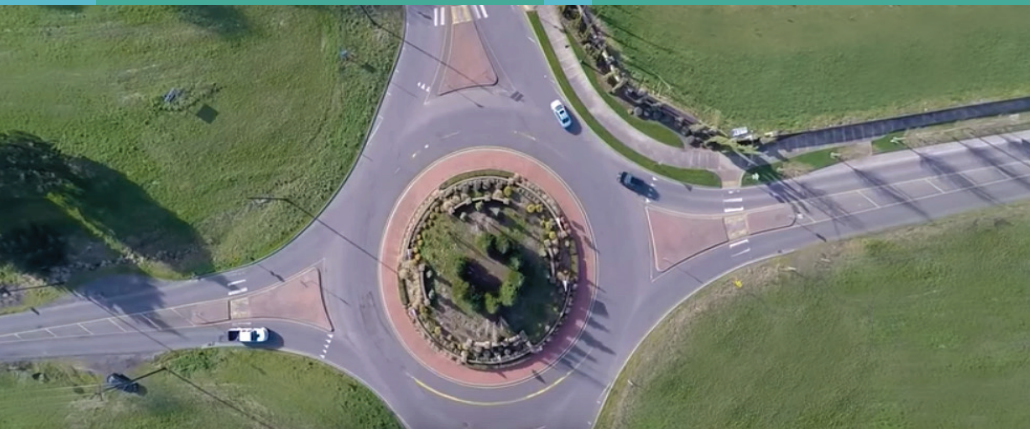
ANTICIPATED **1,200** ADDITIONAL  
**NEW HOMES**  
**3,600 NEW PEOPLE IN RIDGEFIELD**  
WITHIN 5 YEARS

**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

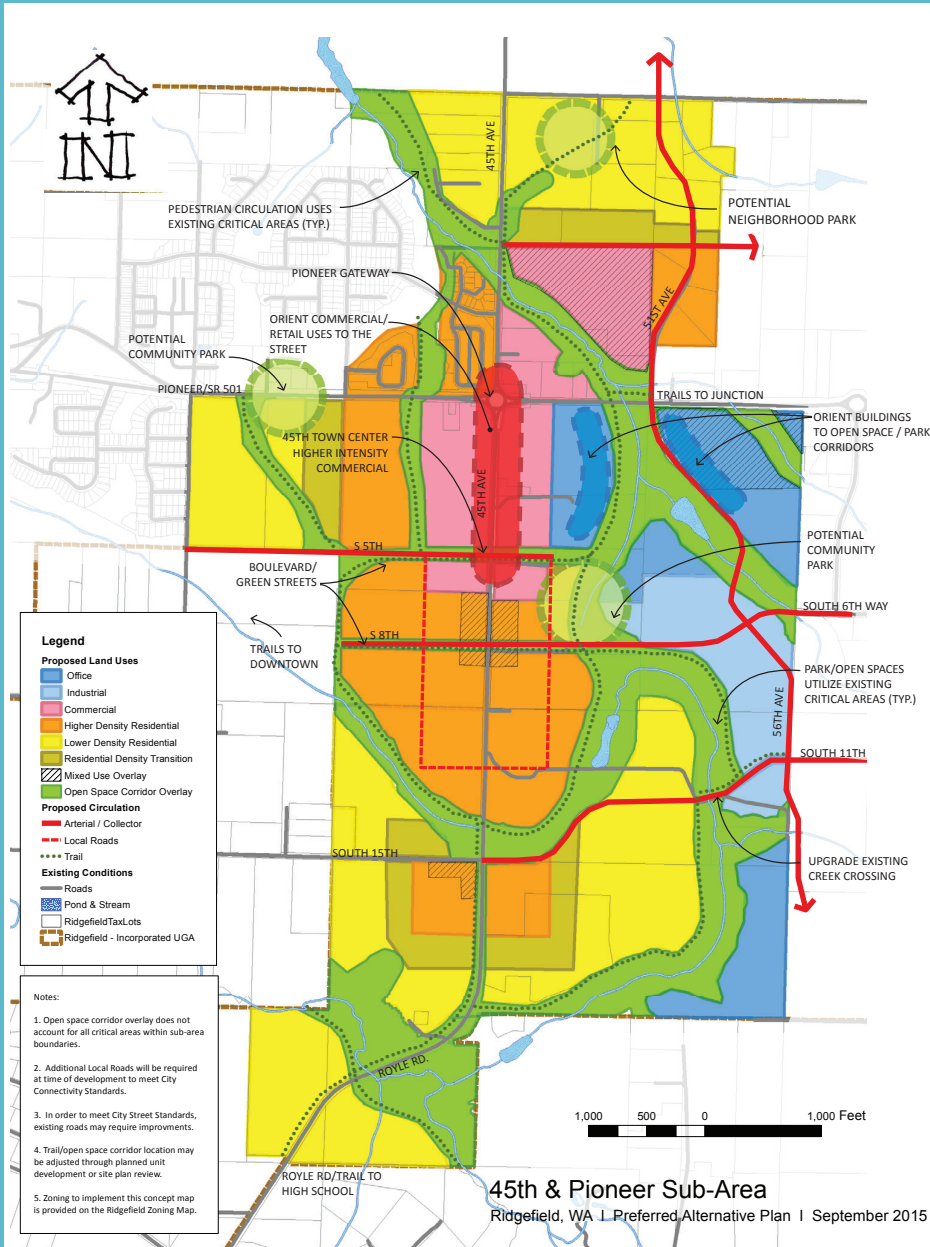
**COWLITZ CASINO** NEARLY **17,000**  
**NEW WEEKDAY TRIPS**  
OVER **19,000** **NEW WEEKEND TRIPS:**  
**45TH & PIONEER** WILL SERVE SOME OF  
THIS INCREASED TRAFFIC



*"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)



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