

COMMUNITY FORUM #1

NOVEMBER 10, 2020



WILSONVILLE TOWN CENTER STREETSCAPE PLAN

AGENDA

1. INFORM YOU ABOUT THE PROJECT
2. GET YOUR IDEAS ABOUT THE FUTURE OF THE TOWN CENTER'S STREETScape
3. DISCUSS A FEW VERY EARLY DESIGN CONCEPTS

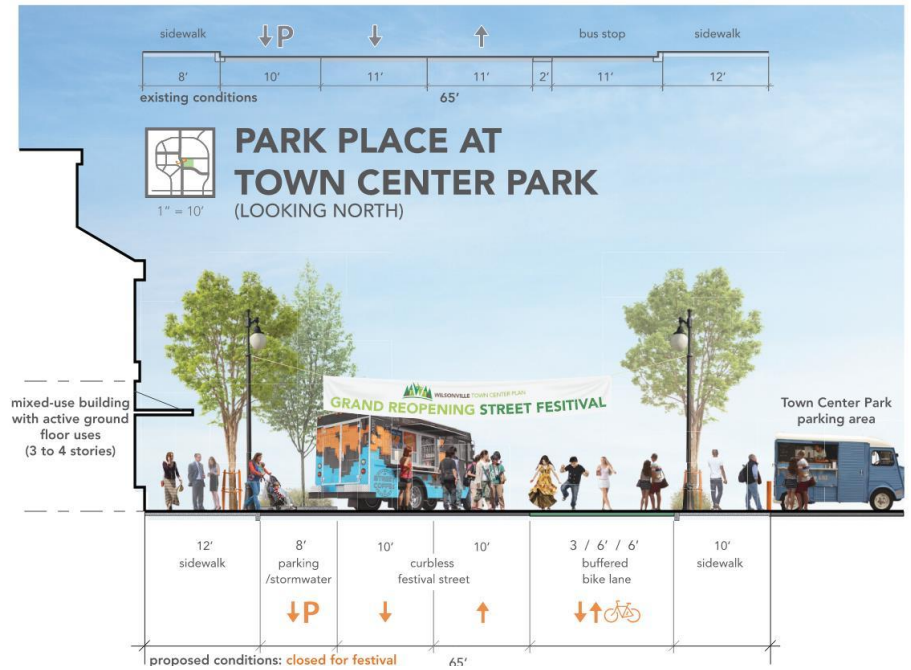
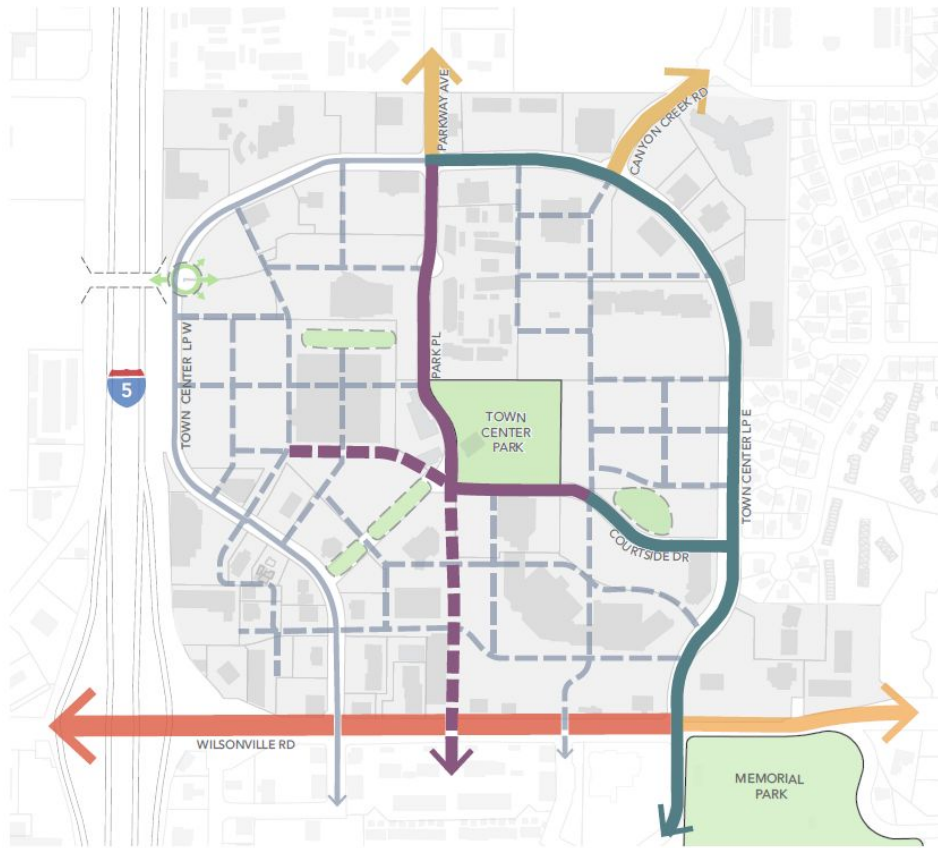
WHAT'S THIS PROJECT ABOUT



WILSONVILLE TOWN CENTER PLAN

Adopted May 6, 2019
Ordinance No. 835

WHAT'S THIS PROJECT ABOUT



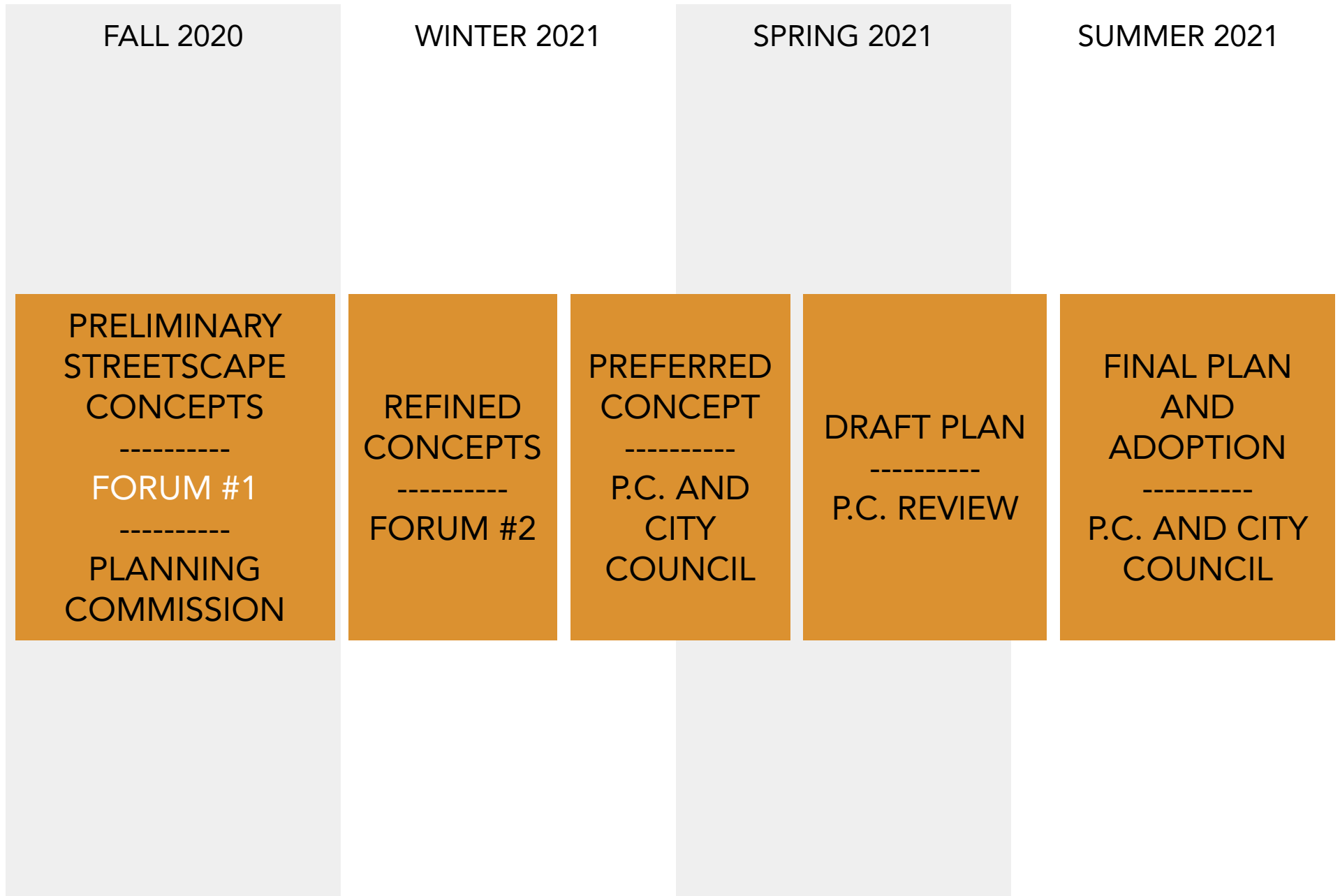
WHAT'S THIS PROJECT ABOUT



TOWN CENTER STREETS TODAY



PROJECT SCHEDULE



Town Center Streetscape Process

Town Center Plan Background

TOWN CENTER VISION

Town Center is a vibrant, walkable destination that inspires people to come together and socialize, shop, live, and work. Town Center is the heart of Wilsonville. It is home to active parks, civic spaces, and amenities that provide year-round, compelling experiences. Wilsonville residents and visitors come to Town Center for shopping, dining, culture, and entertainment.



TOWN CENTER GOALS

GOAL 1



Environmental Stewardship.

Integrate nature into the design and function of infrastructure and development in Town Center to protect Wilsonville's natural resources.

Measures of Success:

- ★ Identify appropriate landscaping that provides visual interest, minimizes City maintenance requirements, and is appropriate for walkable, mixed-use areas.
- ★ Design and implement stormwater management and treatment facilities to provide both functional and aesthetic value.
- Incorporate natural features such as rain gardens, eco-roofs, and community gardening areas into Town Center.

GOAL 2



Harmonious Design. Ensure buildings and streets are pedestrian-oriented and there are a variety of quality building types and land uses.

Measures of Success:

- ★ A cohesive design palette of aesthetic qualities, derived from community-identified features, both new and existing for the Town Center.
 - Provide for a variety of building types and uses within Town Center.
- ★ Development standards that bring buildings together, frame the street, and increase pedestrian comfort and visibility.

GOAL 3



Mixed-Uses. Encourage development that provides interconnected land uses that incorporate play and recreation, with a range of retail, services, dining and entertainment

options, and increased opportunities for residential and employment uses.

Measures of Success

- ★ Create an urban design plan that removes physical barriers and promotes walking and biking as easy and safe ways to travel between different buildings and areas of recreation, residential and commercial/retail uses.
 - Identify locations where increased building heights, mixed-use buildings, and new housing opportunities are appropriate and complementary with surrounding residential neighborhoods.
- ★ Organize and manage parking to minimize visual impacts, support surrounding land uses, and improve pedestrian safety.

TOWN CENTER GOALS

GOAL 4



Safe Access and Connectivity.

Provide transportation infrastructure designed to create a safe, accessible environment for all modes of travel in Town Center,

foster multimodal access between buildings and land uses in Town Center, connect to surrounding neighborhoods, and provide local and regional accessibility.

Measures of Success

- ★ Create multimodal connections in and through Town Center that provide multiple, safe routes for residents, businesses and visitors.
 - Identify priority locations to connect to adjacent neighborhoods and land uses.
- ★ Integrate the multimodal transportation system with urban design and development standards developed for Town Center.
- ★ Incorporate wayfinding elements into Town Center's multimodal transportation system.

GOAL 5



Community Gathering Places.

Provide vibrant, diverse and inclusive spaces that bring people together with activities and events for year-round fun, culture and socializing.

Measures of Success

- ★ Identify locations, and necessary improvements, where year-round activities and events can be held in Town Center.
 - Increase programming at public facilities and park spaces to provide year-round interest and gathering opportunities.
- ★ Provide flexible public gathering spaces that provide opportunities for unprogrammed seasonal activities and pop-up events.

GOAL 6



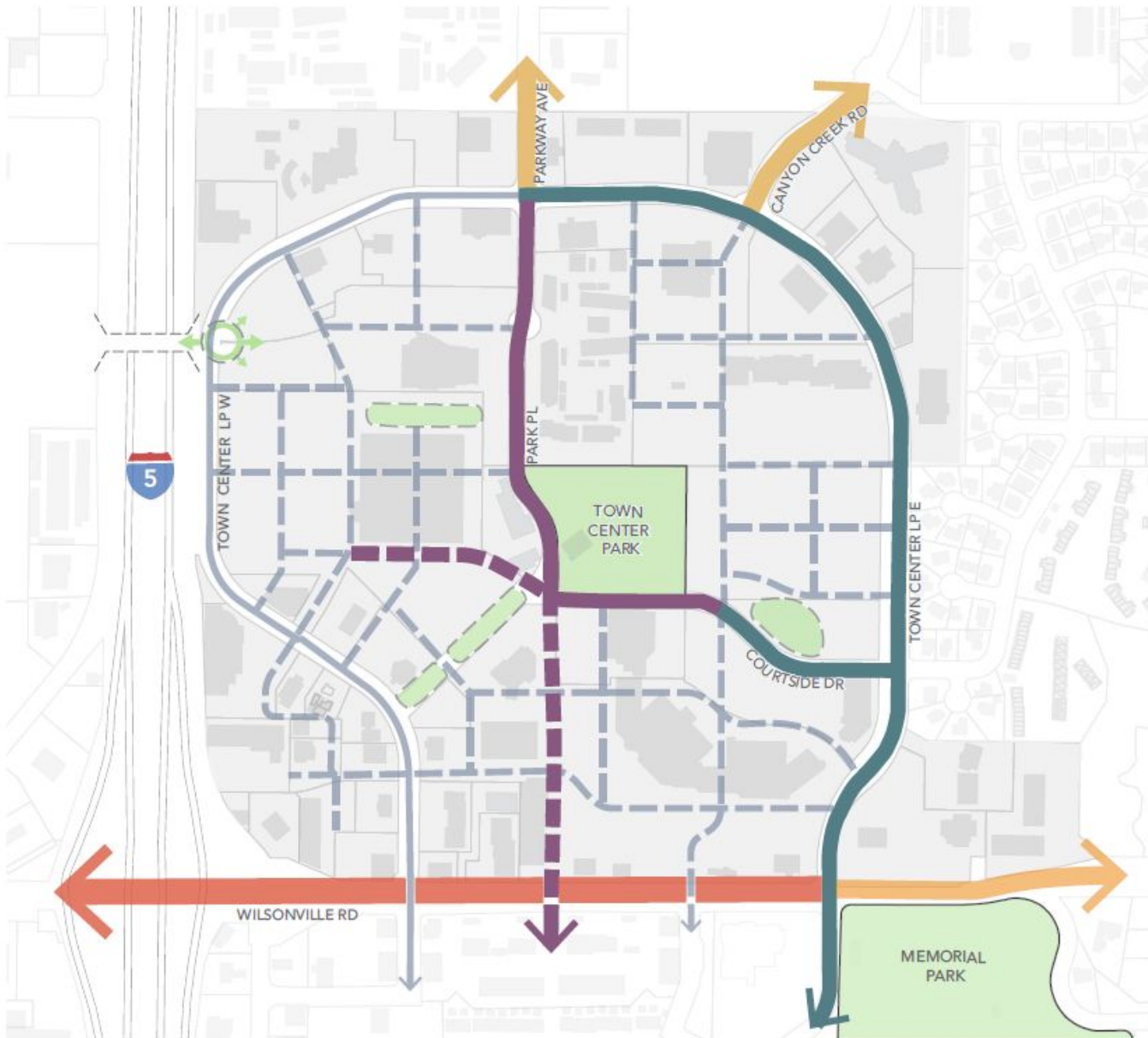
Economic Prosperity.

Create opportunities to support and grow existing businesses and attract new businesses that provide a diverse range of local and regional retail, entertainment, and commercial activities.

Measures of Success

- Programs and policies that support the development of a variety of small, medium, and large businesses that provide local and regional needs and increase tourism.
- Identify ways to organize and support businesses in Town Center to retain existing businesses, attract additional business and retail diversity, and increase economic development opportunities.
- ★ Attract development that supports the use of existing transit and non- motorized travel options.
 - Identify strategies to fund public improvements through a combination of public and private sources.

TOWN CENTER STREET NETWORK



LEGEND

- Building Footprint
- Parcel
- Highway
- Proposed Bike/Pedestrian Bridge
- Existing Street
- Proposed Street Locations

OPEN SPACE NETWORK

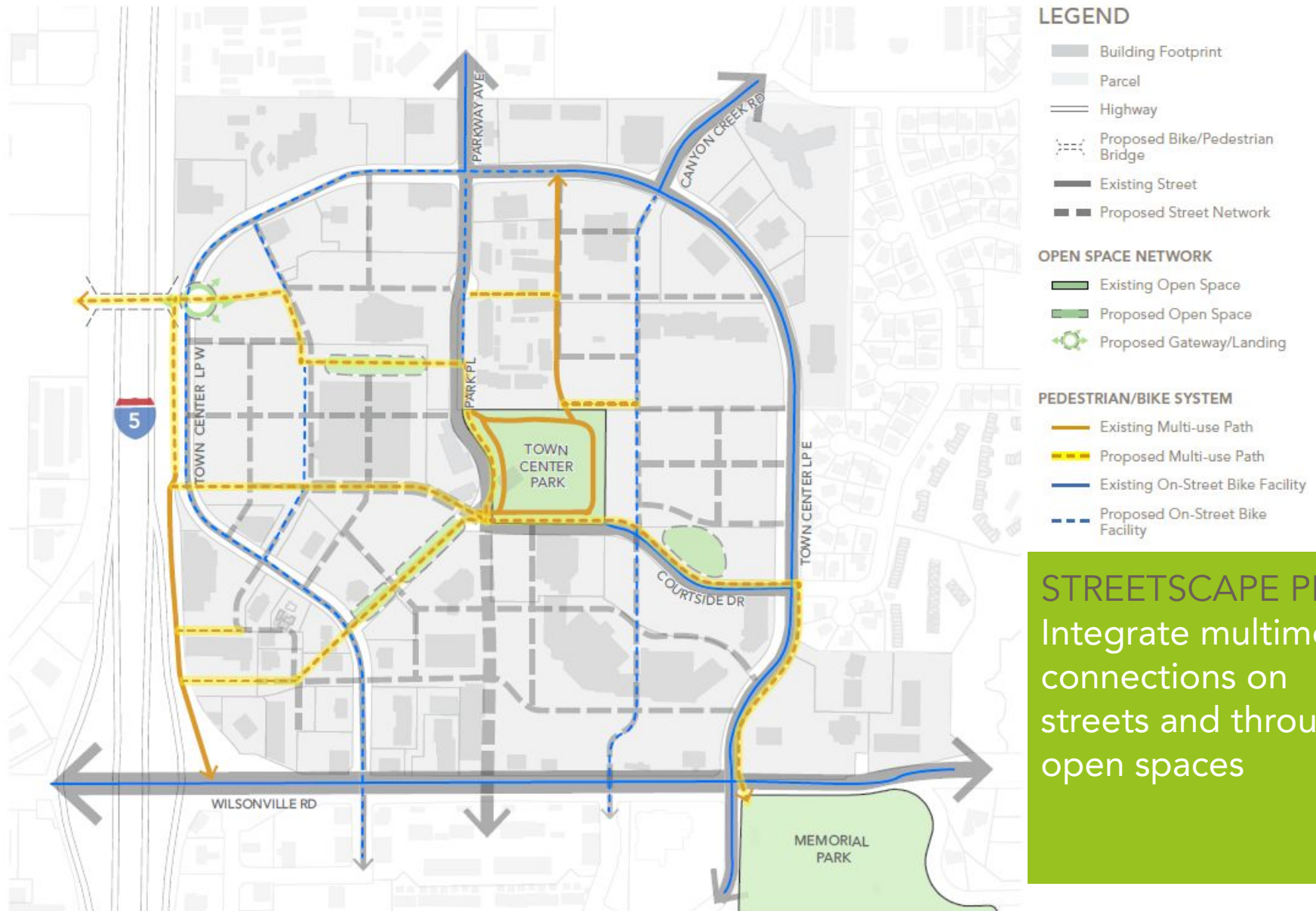
- Existing Open Space
- Proposed Open Space
- Proposed Gateway/Landing

STREET HIERARCHY*

- Local
- Main Street
- Collector
- Minor Arterial
- Major Arterial

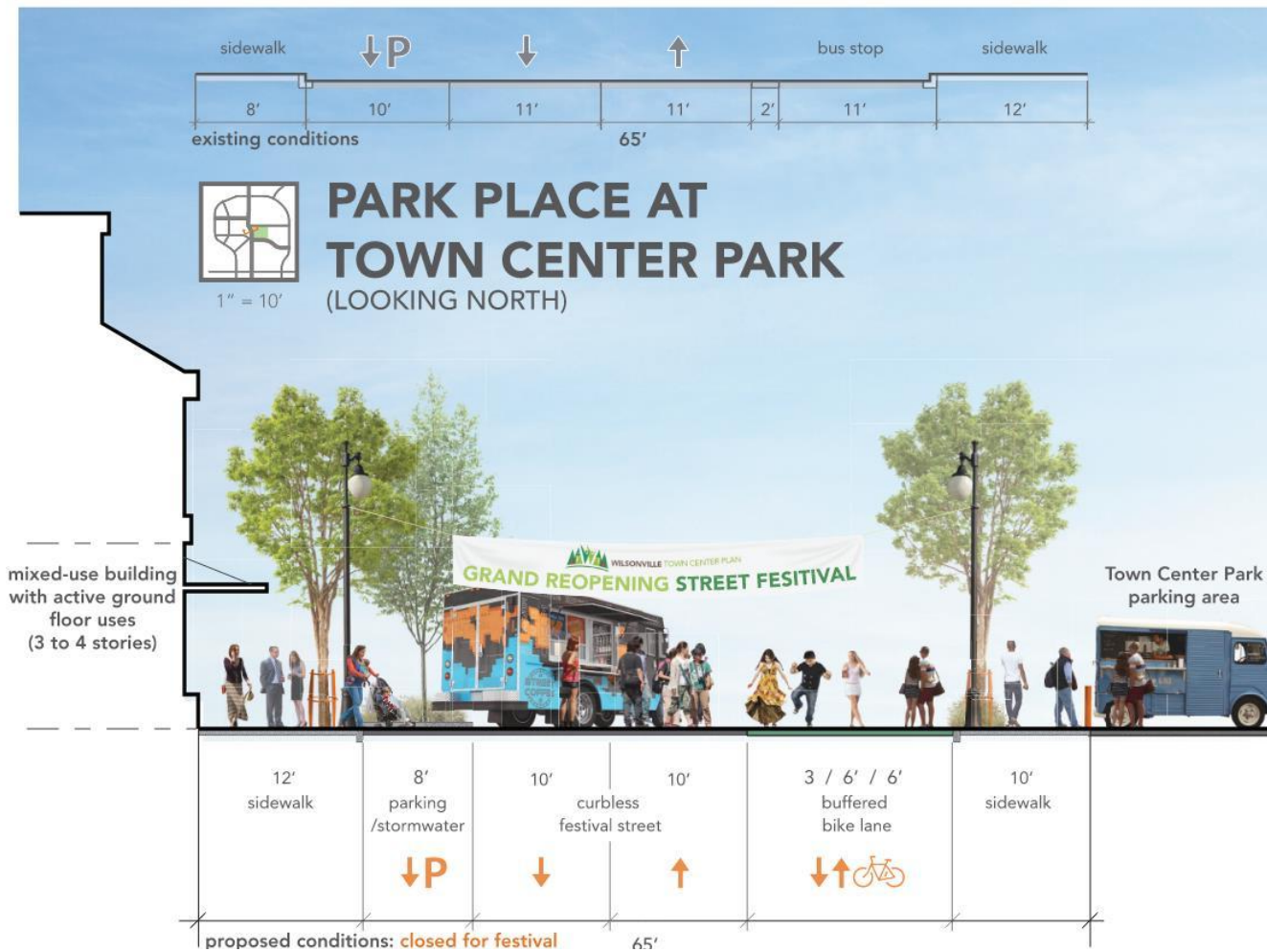
STREETSCAPE PLAN
Prepare a unified design concept that is then tailored to different street types and specific unique locations

TOWN CENTER MULTIMODAL NETWORK

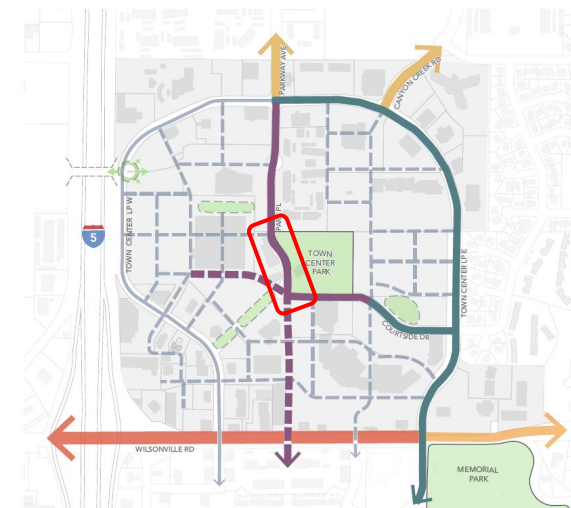


STREETSCAPE PLAN
Integrate multimodal connections on streets and through open spaces

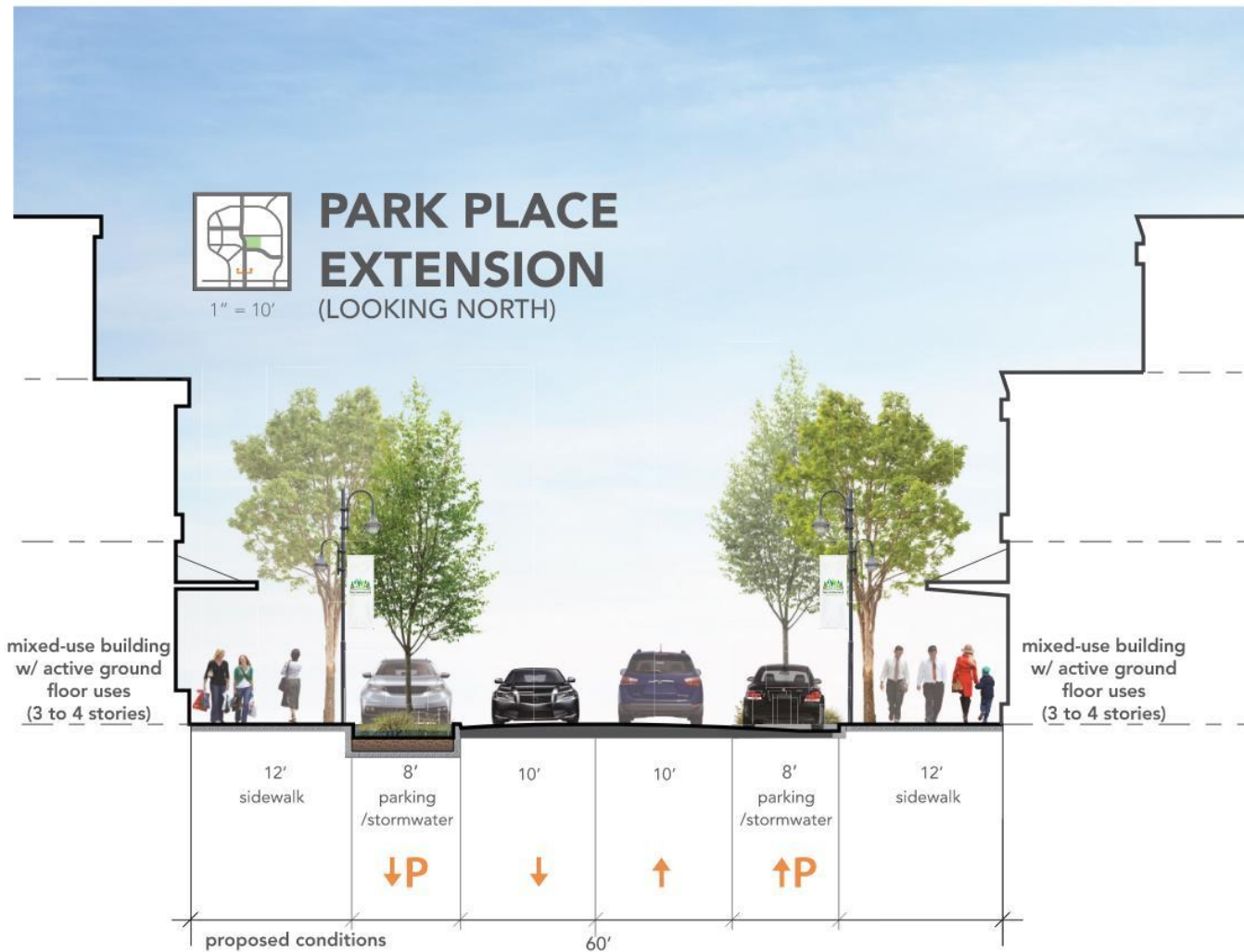
TOWN CENTER PLAN - PROPOSED STREET SECTION



- Curbless street - able to be closed to traffic for events
- Two travel lanes
- Buffered 2-way bikeway
- Street parking / stormwater areas
- Important link to I-5 Bridge



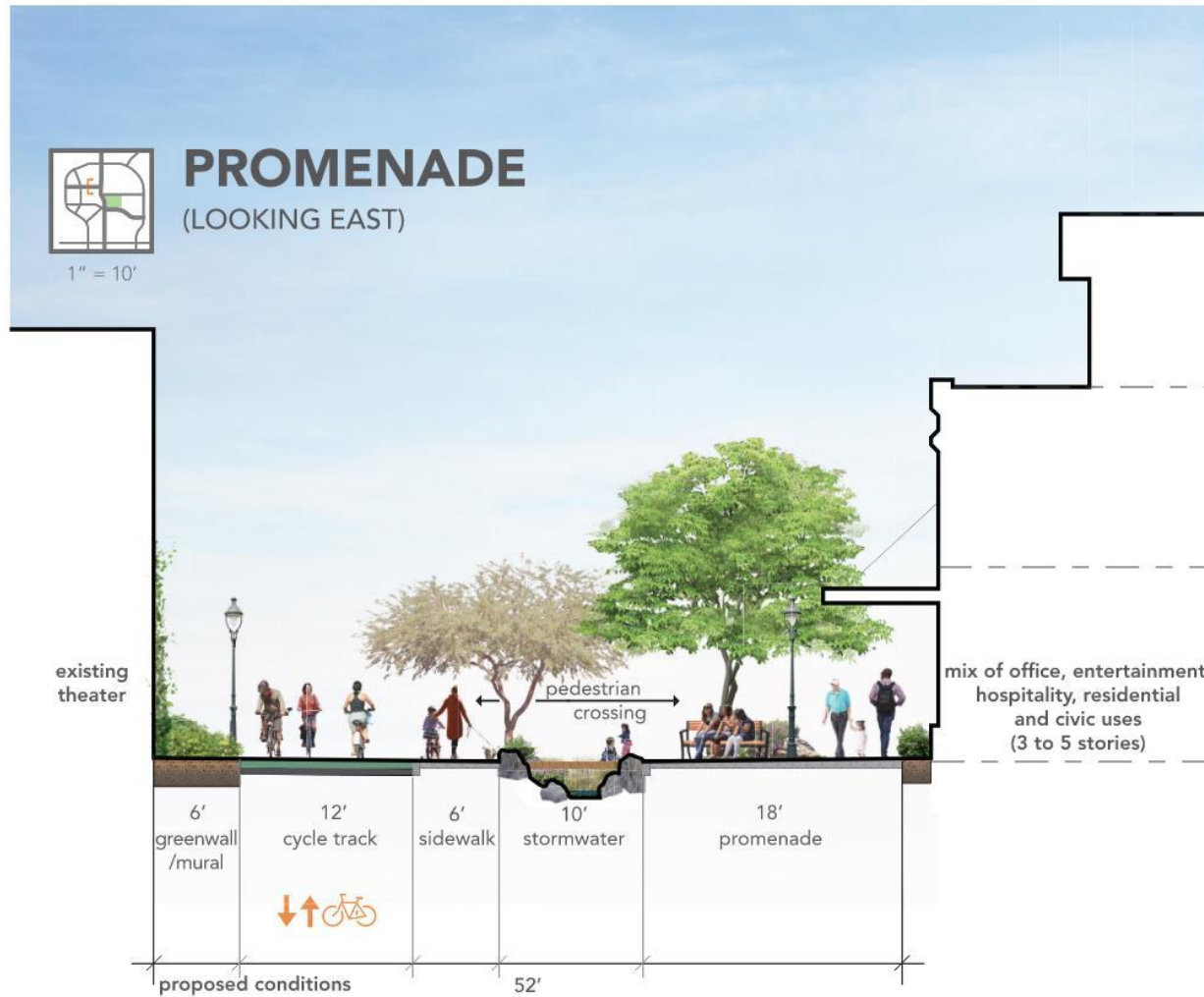
TOWN CENTER PLAN - PROPOSED STREET SECTION



- Walkable, modern main street district
- Wide sidewalks
- Two travel lanes, shared with bikes
- Street parking / stormwater areas
- Extension creates new signalized intersection



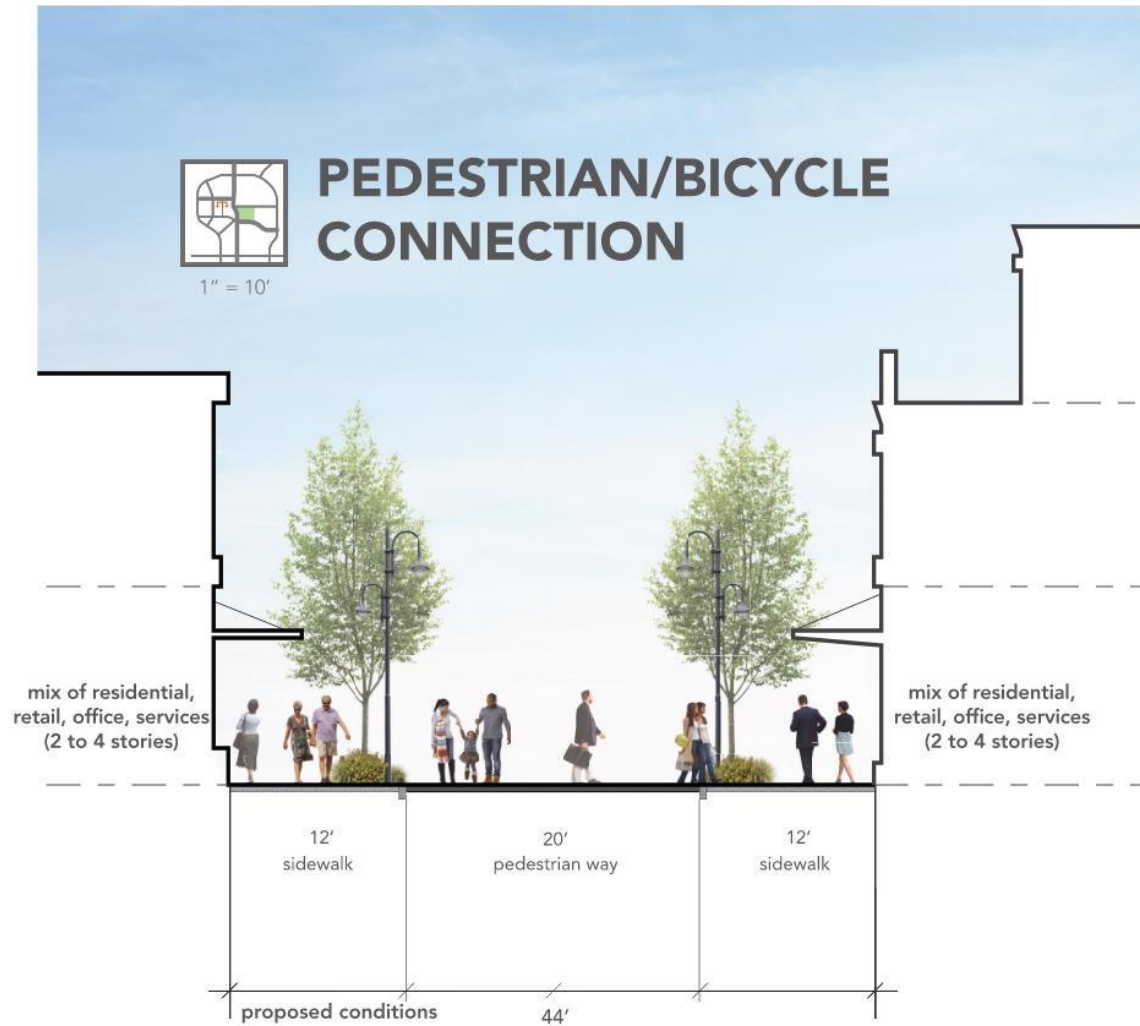
TOWN CENTER PLAN - PROPOSED STREET SECTION



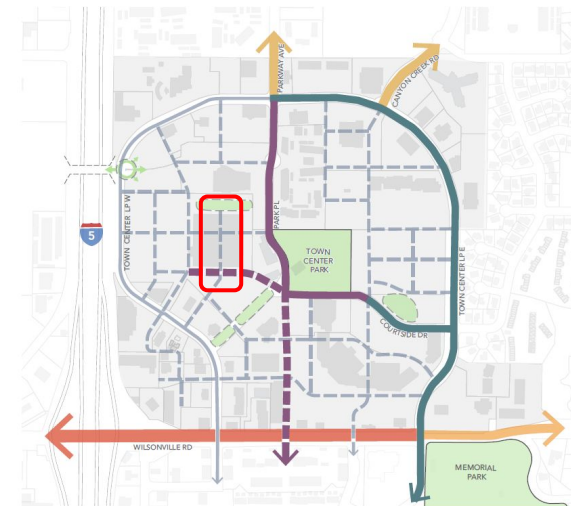
- Linear park
- Wide pedestrian promenade with seating and landscaping
- Stormwater planting
- Sidewalk
- Cycle track
- Multimodal bike/ped connection to I-5 and Park Place cycle track



TOWN CENTER PLAN - PROPOSED STREET SECTION



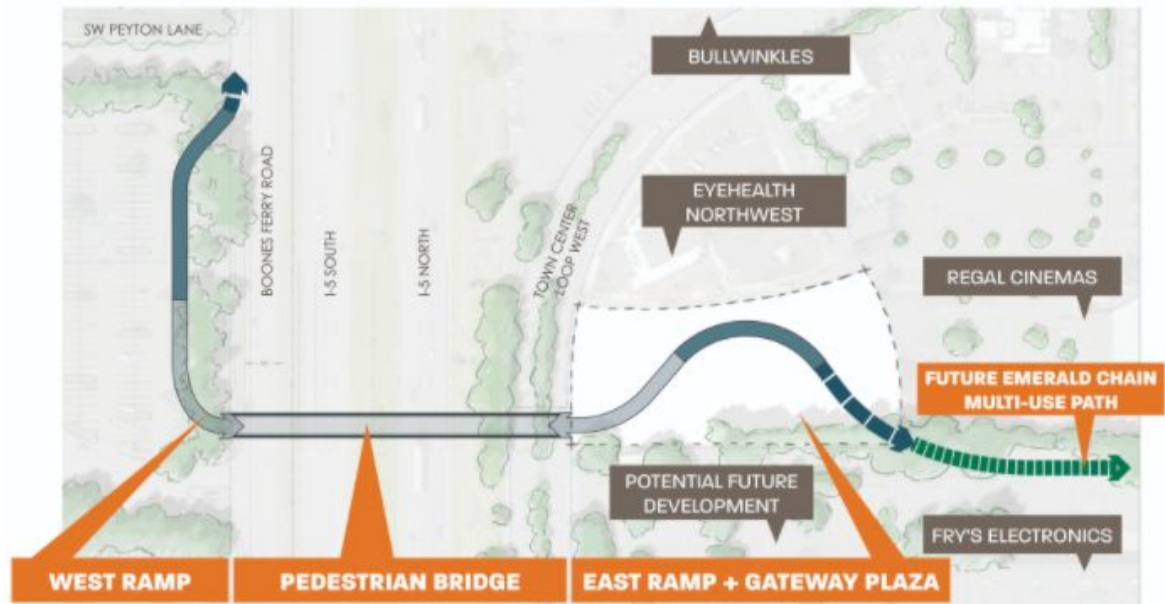
- Wide pedestrian path
- Planting buffers and amenity zones
- Wide sidewalks



Other Influential Plans

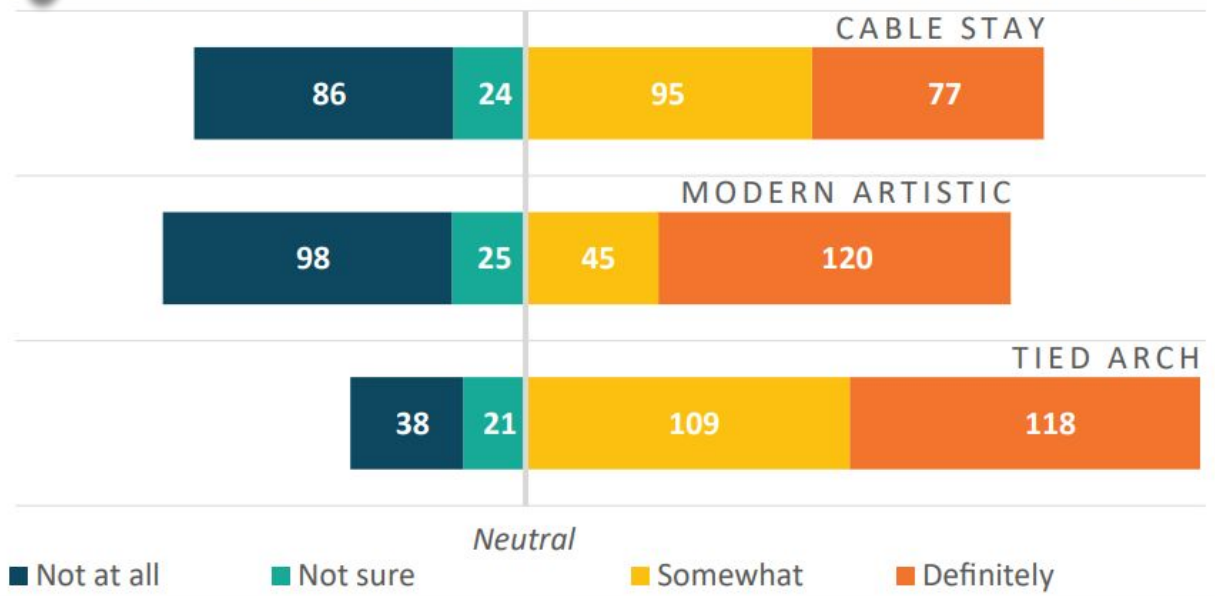
- I-5 Bridge Design
- Wayfinding and Signage
- Bicycle / Pedestrian Connectivity Plan
- Urban Forestry Plan (underway)
- Tree and Landscape Standards
- Stormwater Standards

I-5 BRIDGE INFLUENCES



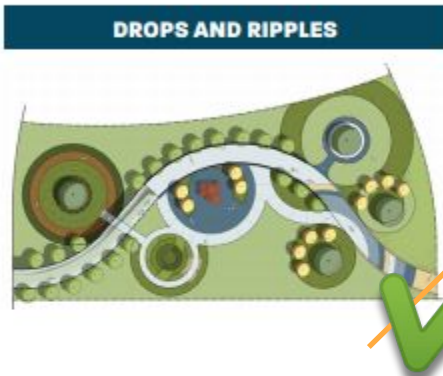
I-5 BRIDGE CONCEPT: AUTUMN 2020 DECISION

Q1 Which of these bridges do you think would be an **iconic or defining structure for Wilsonville?**



I-5 BRIDGE CONCEPT: AUTUMN 2020 DECISION

Results comparison.



THEMES - EVOKES WILSONVILLE



RANKED BY PREFERENCE



I-5 BRIDGE CONCEPT: AUTUMN 2020 DECISION

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Top ranking plaza components comparison.

ART



1. Interactive and Functional
2. Multiple, Small Installations
3. Murals or Mosaics

SUSTAINABLE FEATURES



1. Planting for Biodiversity
2. Climate Adapted Planting
3. Enhanced Stormwater

TREES AND PLANTINGS



1. Tree Allée
2. Formal Planting
3. Green Walls

SHADE/RAIN SHELTER



1. Tree Canopy
2. Modern, Artistic Shelter

GATHERING



1. Multiple Smaller Spaces
2. Transitional Spaces

BRIDGE APPROACH (RAMP)

1. Whichever ramp provides the most **sound and visual buffering from I-5** for visitors using the surrounding plaza space
2. Long **swooping ramp on a sloping land form with planting** to soften the edges of the ramp

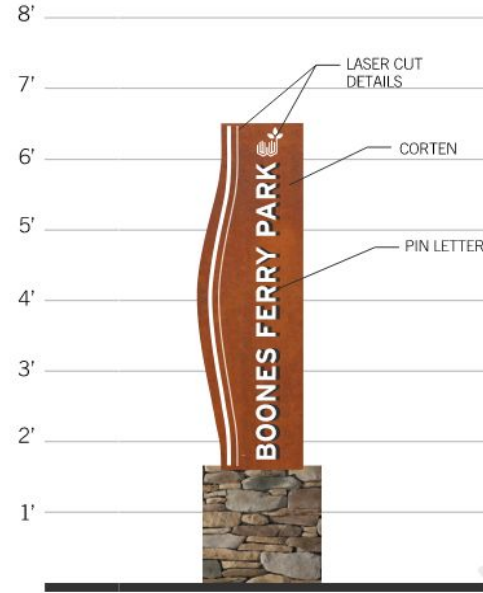
WAYFINDING AND SIGNAGE PLAN INFLUENCES

PREFERRED DESIGN

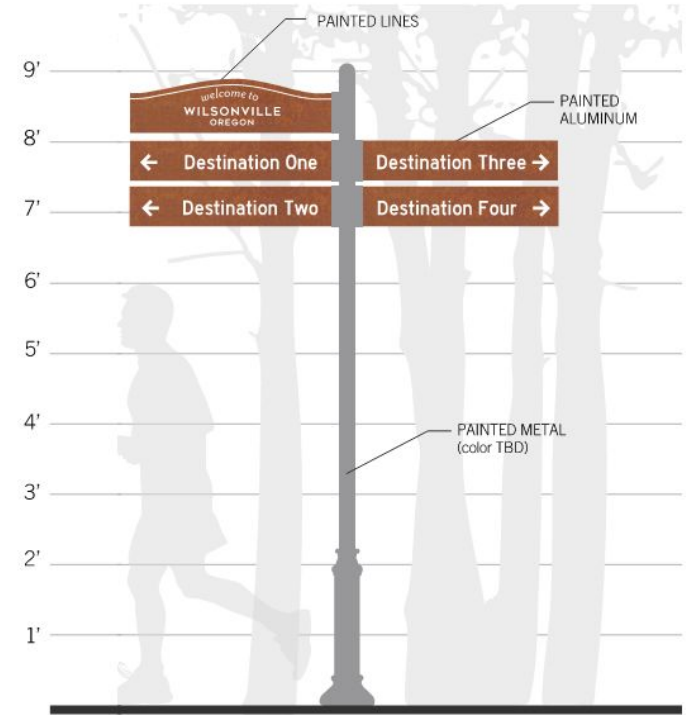


Kiosk

Kiosk Side View



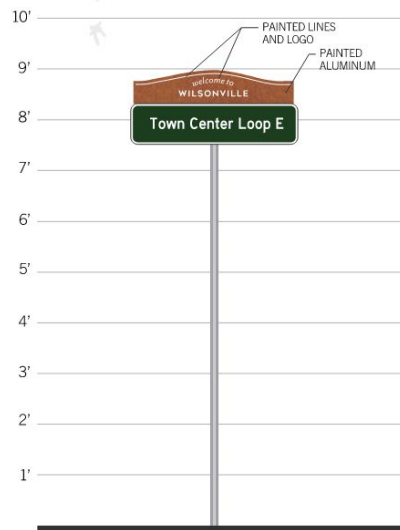
Park Sign



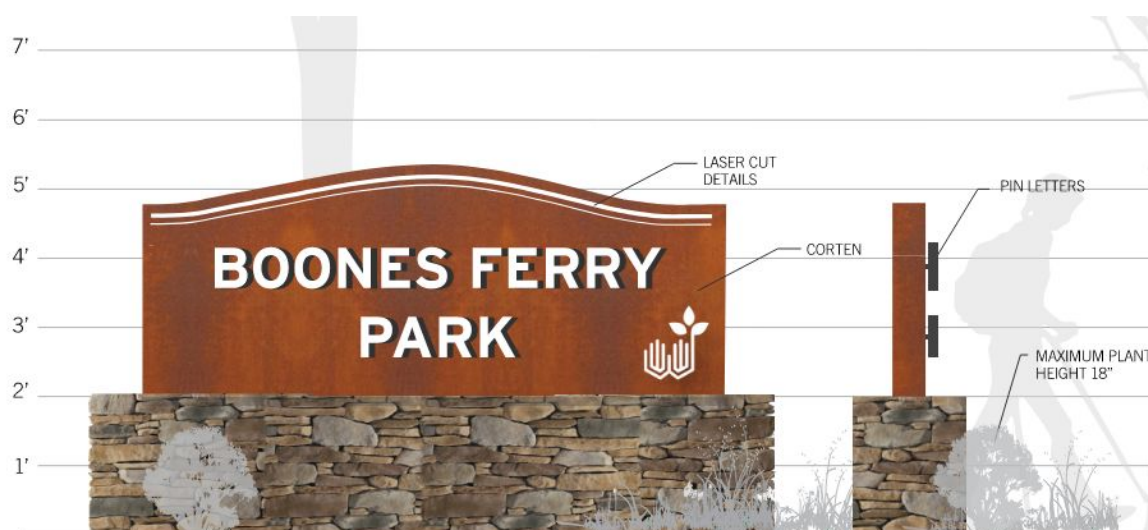
Pedestrian Fingerboard

Planning Commission Meeting Page 18 of 24

Page 1



Sign Topper



Large Park or City Building Sign

COMMUNITY FEEDBACK

11/10/2020 Forum #1 Summary

- Who joined?
 - City Staff (Elected and non-elected)
 - 10-15 community members
- Awareness of and interest in the project
 - Attendees were in general aware of T.C. plan and interested in specifics/implementation of T.C. plan
- Responses to the key T.C. Plan Goals
 - Support for increased walkable streets network (especially in T.C.)
 - Recognized need for covered gathering areas in T.C.
 - Support for stormwater mitigation along streets
 - Support for increased public art & heritage sites
 - Support for local/natural materials
 - People first!

COMMUNITY FEEDBACK

- Responses from the four key questions
 - Designs and features of the T.C. today to build upon?
 - Build/expand on parks/open space/fountain areas
 - Natural materials
 - Covered/protected transit stops
 - Thoughts on the “modern/natural” aesthetic?
 - Fully support it!
 - Pleasing aesthetic of Murase Plaza + T.C. Park
 - Key areas to enhance and improve in the streetscape?
 - Holistic design aesthetic throughout T.C.
 - Better lighting for bike/ped safety
 - More landmarks/wayfinding techniques
 - Inspiration from other communities and streets elsewhere?
 - Lake Oswego, OR
 - Winslow, WA

QUESTION:

The Town Center Plan feedback favored a modern /natural design aesthetic and use of wood, stone, glass, and brick; do you support these as some of the primary materials in the streetscape?

Existing Conditions /
Opportunities &
Constraints

WORTH NOTING

Different streets require different levels of intervention:

- *Entirely new street construction*
- *Full redesign and rebuild*
- *Minor refresh*

PARK PLACE NORTH _ UTILITARIAN, DISJOINTED



COURTSIDE _ FULL FACILITIES, TRANSIT ACCESS



WILSONVILLE RD _ ARRIVAL POINT BUT SEPARATOR



T.C. LOOP WEST _ UNINVITING BUT PROMISING



PARK PLACE @ COURTSIDE _ MAJOR CHANGE AREA



METAL, GLASS, BUILT-INS _ RECREATE, SOCIALIZE



BRICK, CARVED STONE _ GATHER AND REFLECT



TRANSIT STOPS/SHELTERS _ DISTINCT / PURPOSEFUL



STORMWATER _ BLEND MATERIALS, DEFINE SPACE



T.C. PARK AND APACHE _ WELCOMING LANDMARK



CITY HALL _ DISTINCT MATERIAL, NEGLECTS STREET



EXISTING LIGHTING _ FUNCTIONAL, MIX-N-MATCH

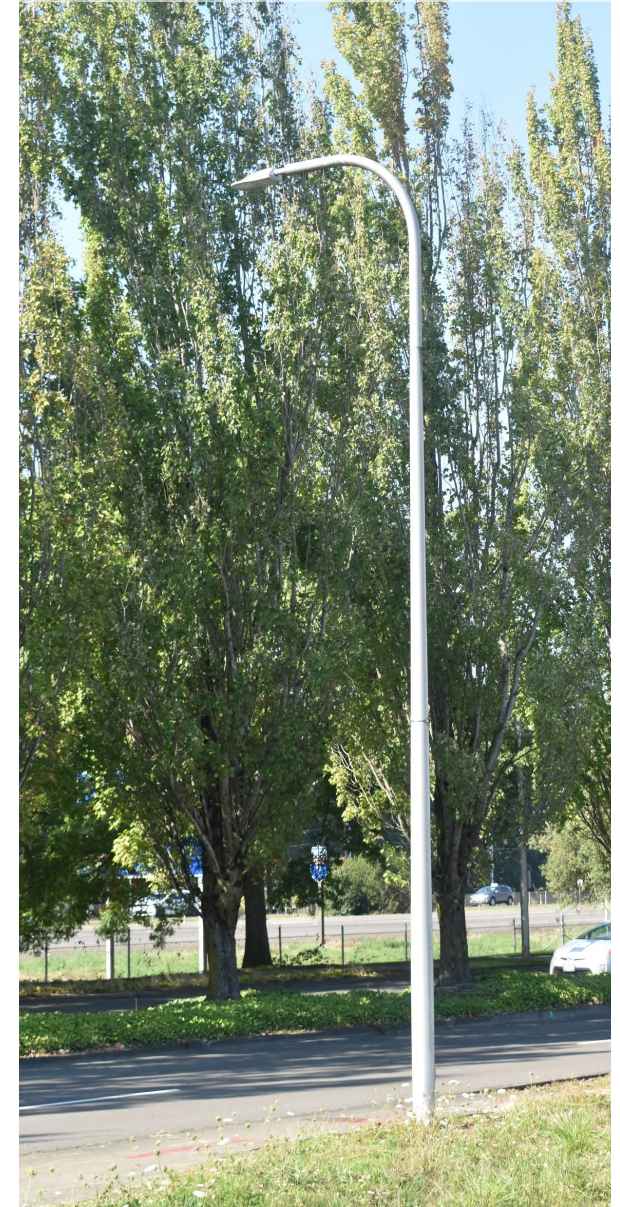
TOWN CENTER PARK



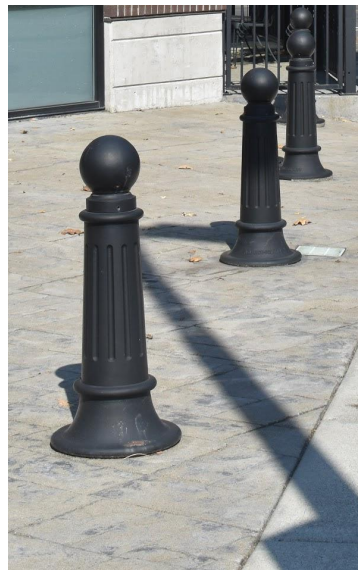
SW COURTSIDE DR



TOWN CENTER LOOP W



FURNISHINGS _ PRACTICAL, MIX-N-MATCH



MEMORIAL PARK _ FEELS LIKE PART OF T.C.



TOWN CENTER PARK _ ACTIVE, BOLD, LANDMARK



QUESTION:

Are there designs and key features in the Town Center today that you like and want to build upon for the Streetscape?

Preliminary Streetscape Concepts

What can Streetscapes do
for you?

DEFINE SPACE FOR PEOPLE



STREET TREES

**PARKING
HELPS DEFINE
WALKWAY**

AMPLE SEATING

**MATERIALS
DEFINE THE AREA**

Lake Oswego, OR

ENLIVEN A NEIGHBORHOOD



SEATING HERE

CLEAR WALKING AREA

AND SEATING HERE

Foster Rd. - SE Portland

SUPPORT MANY MODES OF TRAVEL



ADAPT TO MANY BUILDING AND PLACE DESIGNS



**MIX OF NEW AND
REHAB BUILDINGS**

**CONNECTS
USES**

**LOCAL
MATERIALS**

NATIVE PLANTS

Bozeman, MT

BE USED ENTIRELY DIFFERENTLY



**SEASONAL
STR-EATERY**

Walla Walla, WA

HAVE A SIGNATURE LOOK



**OLD-WEST
TOWN VIBE**

**BOLD
BUILDING
FACES**

**PAVERS
THROUGHOUT
MAIN STREET**

**RAILROAD
ARTIFACTS**

Truckee, CA

UNIFIED, FLEXIBLE STREET DESIGN



McMinnville, OR

BEFORE: BROADALBIN STREET (ALBANY, OR)



- Unmarked street pavement encourages speeding and disjointed parking
- Unattractive sidewalk discourages foot traffic to businesses
- Lack of stormwater facilities creates polluted runoff to the nearby river

NOW: BROADALBIN STREET (ALBANY, OR)



BEFORE: WINSLOW WAY (WINSLOW, WA)



NOW: WINSLOW WAY (WINSLOW, WA)



ANGLE PARKING

SEATING

HI-VIZ
CROSSWALK

PLANTER /
CURB-EXTENSION

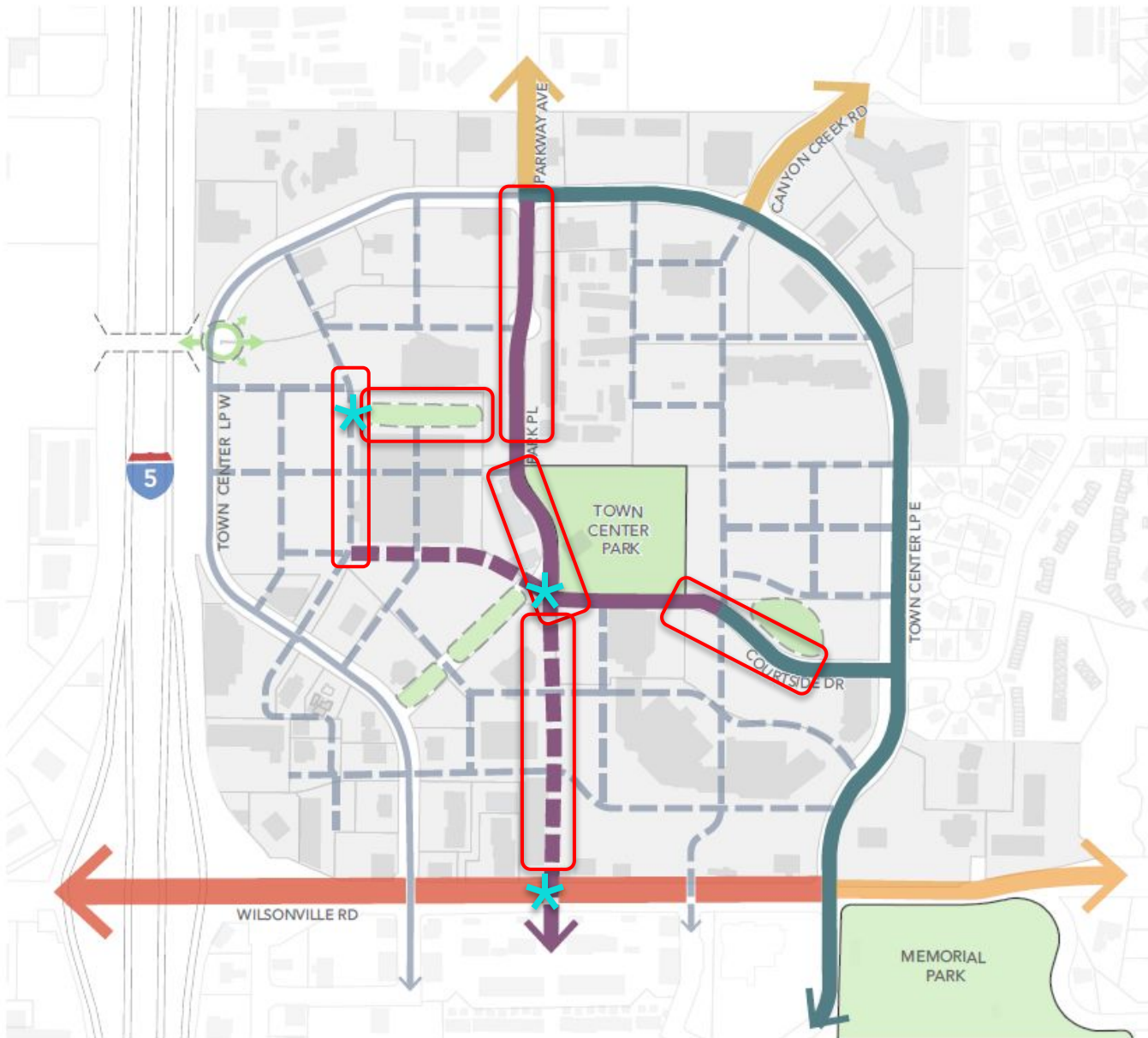
MATERIALS
VARIATION

QUESTIONS

Based on the example streetscapes just shown, are there any specific elements you'd like us to consider as part of the design concepts for the streetscape?

Town Center Concepts

TOWN CENTER STREETScape DESIGN

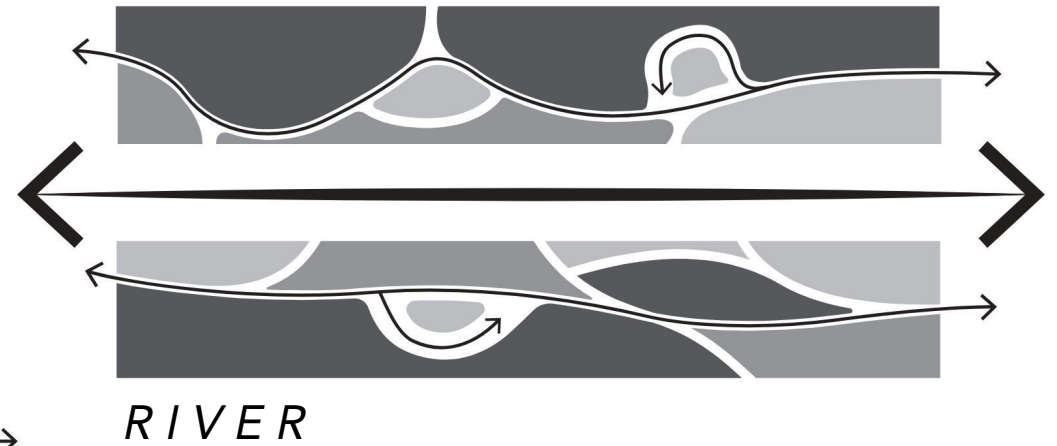


- Up to 8 street type designs (some types may get more than one design option)
- * Up to 3 unique location designs

STREETSCAPE PLAN
Prepare a unified design concept that is then tailored to different street types and specific unique locations

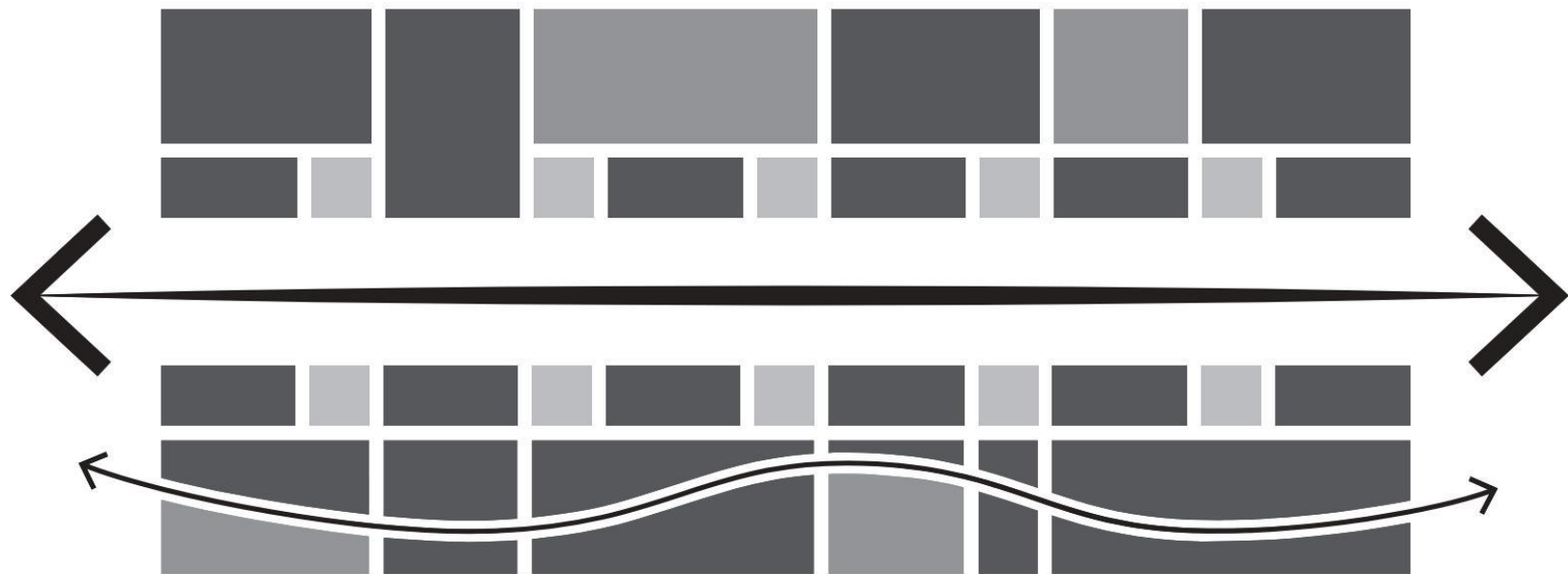
INITIAL DESIGN CONCEPTS

EXPLORING STORYTELLING AND THEMES



DESIGN CONCEPT: AGRICULTURAL LEGACY

PURPOSEFUL - STRUCTURED - HISTORIC



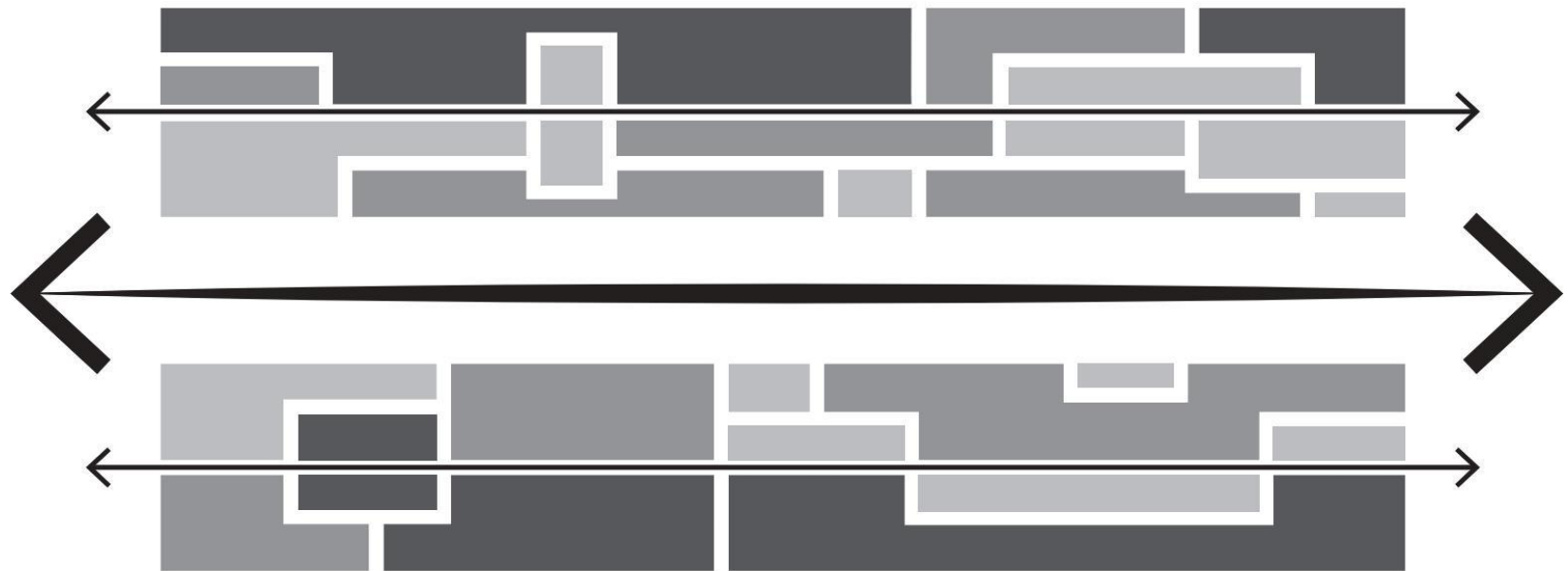
DESIGN PALETTE: AGRICULTURAL LEGACY

PURPOSEFUL - STRUCTURED - HISTORIC



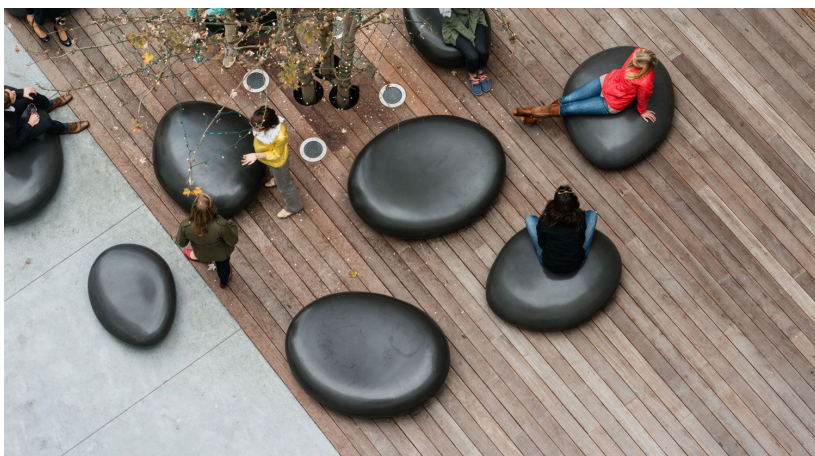
DESIGN CONCEPT: TECHNOLOGICAL INNOVATION

MODULARITY - SIMPLICITY - CONTRAST



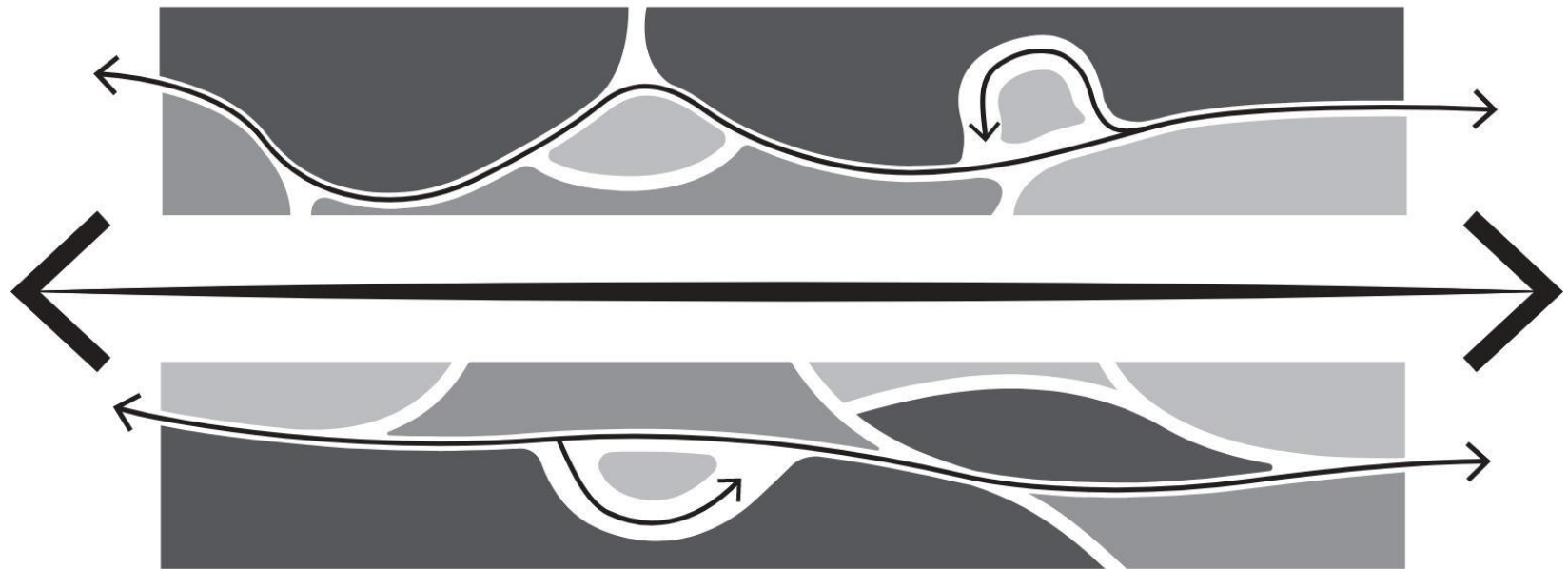
DESIGN PALETTE: TECHNOLOGICAL INNOVATION

MODULARITY - SIMPLICITY - CONTRAST



DESIGN CONCEPT: RIVER, ORGANIC

NATURAL - FLUIDITY



DESIGN PALETTE: RIVER, ORGANIC

NATURAL - FLUIDITY



QUESTION:

What do you think of these themes and do they seem consistent with the community's vision and goals for the future of Town Center?

QUESTIONS AND FEEDBACK

