

# COMMUNITY FORUM #2

FEBRUARY 9, 2021



## **WILSONVILLE TOWN CENTER** STREETSCAPE PLAN

# AGENDA

1. A QUICK PROJECT OVERVIEW

2. PRESENT SEVERAL STREETSCAPE  
DESIGN CONCEPTS

3. HEAR FROM YOU ABOUT PREFERENCES  
AND WHAT WORKS BEST FOR THE  
TOWN CENTER

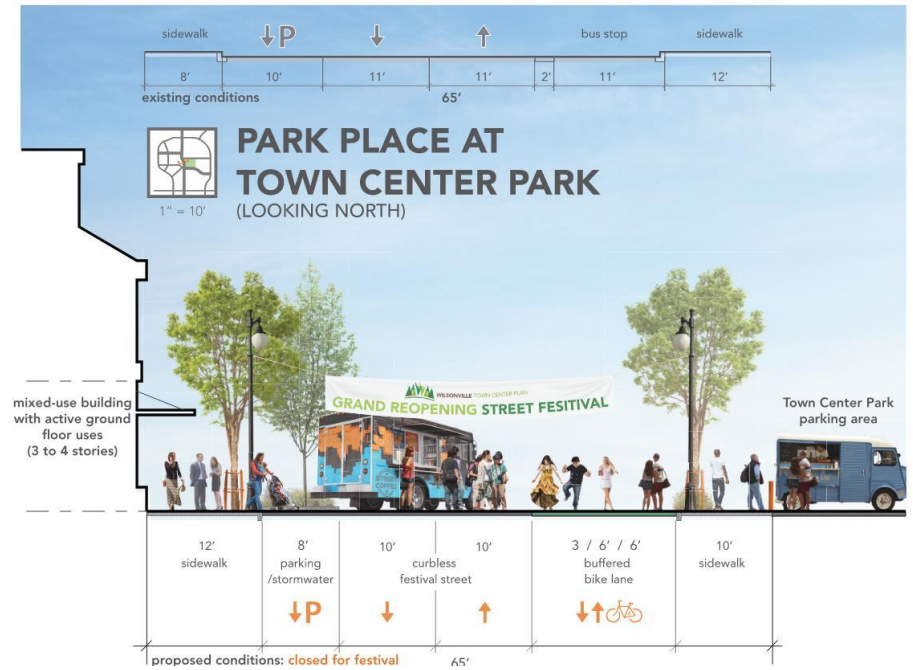
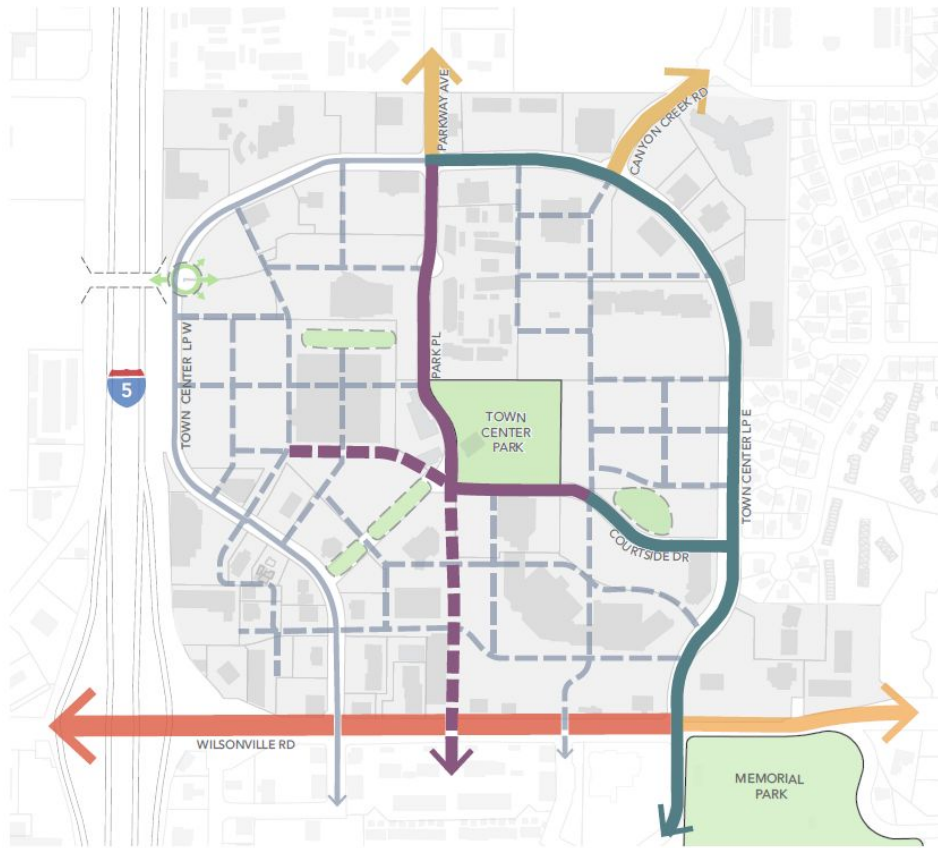
# WHAT'S THIS PROJECT ABOUT



## WILSONVILLE TOWN CENTER PLAN

Adopted May 6, 2019  
Ordinance No. 835

# WHAT'S THIS PROJECT ABOUT



# TOWN CENTER STREETS TODAY



# IMPLEMENTING THE TOWN CENTER VISION



# PROJECT SCHEDULE

FALL  
2020

WINTER  
2021

SPRING  
2021

SUMMER  
2021

PRELIMINARY  
STREETSCAPE  
CONCEPTS

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FORUM #1

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PLANNING  
COMMISSION

REFINED  
CONCEPTS

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FORUM #2

PREFERRED  
CONCEPT

-----  
P.C. AND  
CITY  
COUNCIL

DRAFT PLAN

-----  
P.C. REVIEW

FINAL PLAN  
AND  
ADOPTION

-----  
P.C. AND  
CITY  
COUNCIL

# 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.

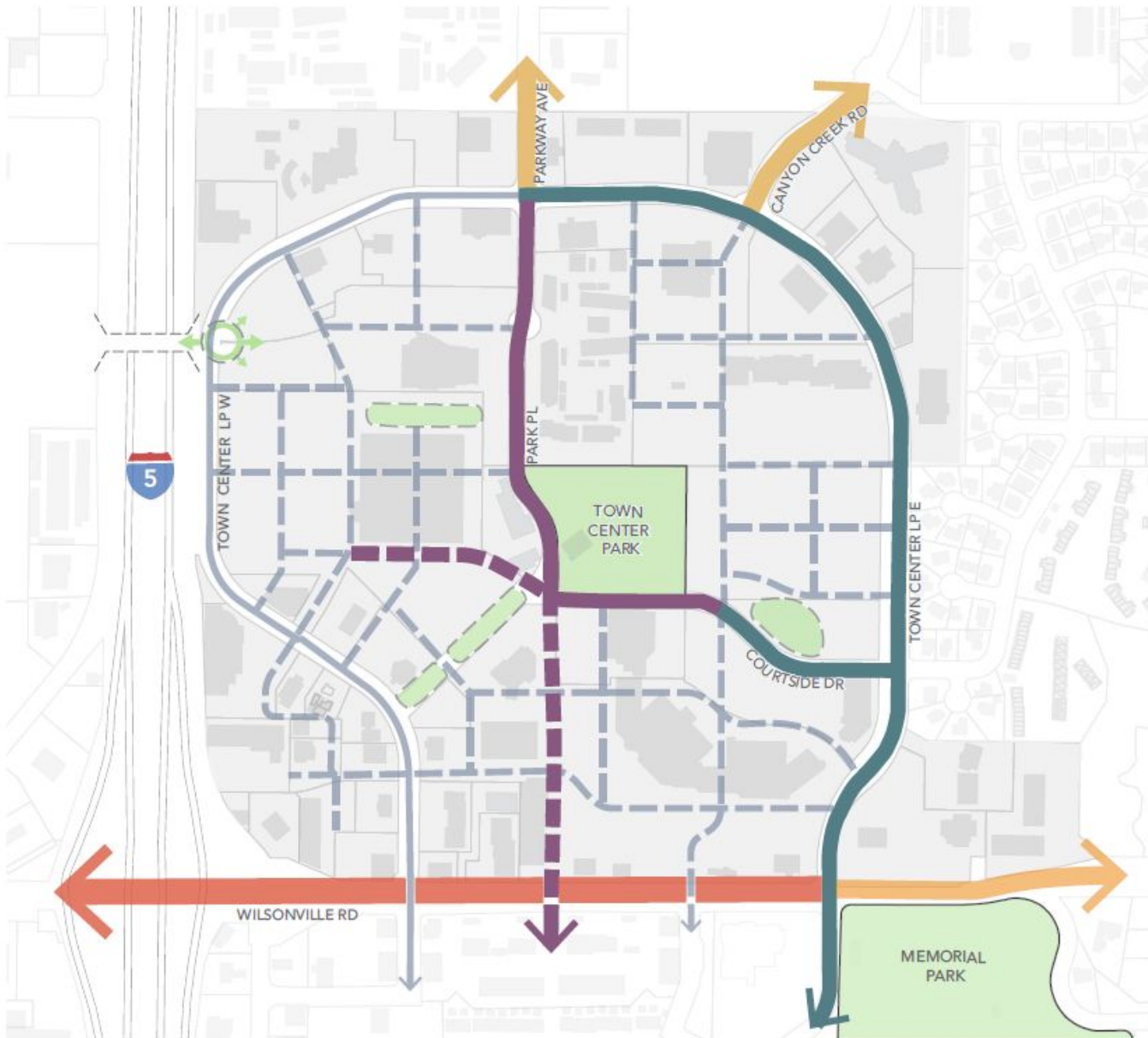
### Measures of Success

- 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 PLAN - SIGNS OF STREETSCAPE SUCCESS

- **DESIGN:** A cohesive and appropriate streetscape design using appealing materials and furnishings
- **ECOLOGY:** Landscaping is attractive, suitable for the T.C. environment, provides natural/ecosystem services, and is easy to maintain
- **SAFETY AND COMFORT:** Create a street that is welcoming and safe for people. of all abilities, traveling by many different methods, and using the Town Center for a variety of activities.
- **VERSATILITY:** Ensure streets work for all people and can adapt to serve a wide range of future uses from housing, to workplaces, to civic spaces.
- **SOCIABILITY:** Provide streets that offer gathering and public spaces, and that easily blend between public streets and private developments.
- **VIBRANT AND ACTIVE:** Introduce streets that support people creating economic activity visiting a range of businesses.

# TOWN CENTER STREET NETWORK



## LEGEND

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

## OPEN SPACE NETWORK

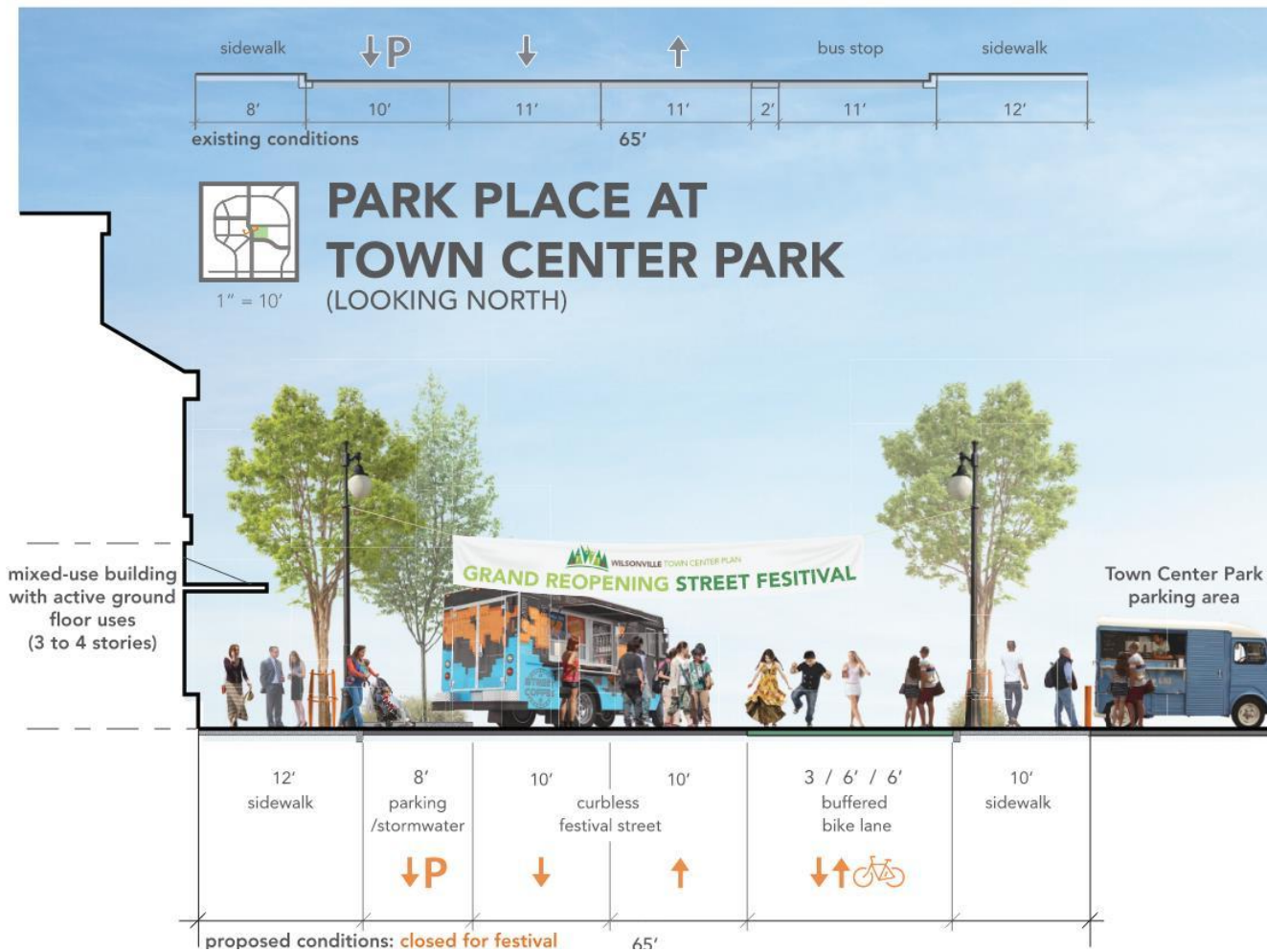
- Existing Open Space
- Proposed Open Space
- Proposed Gateway/Landing

## STREET HIERARCHY\*

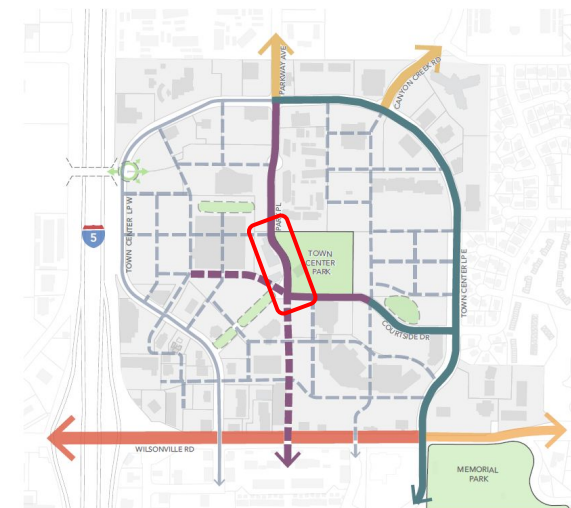
- Local
- Main Street
- Collector
- Minor Arterial
- Major Arterial

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

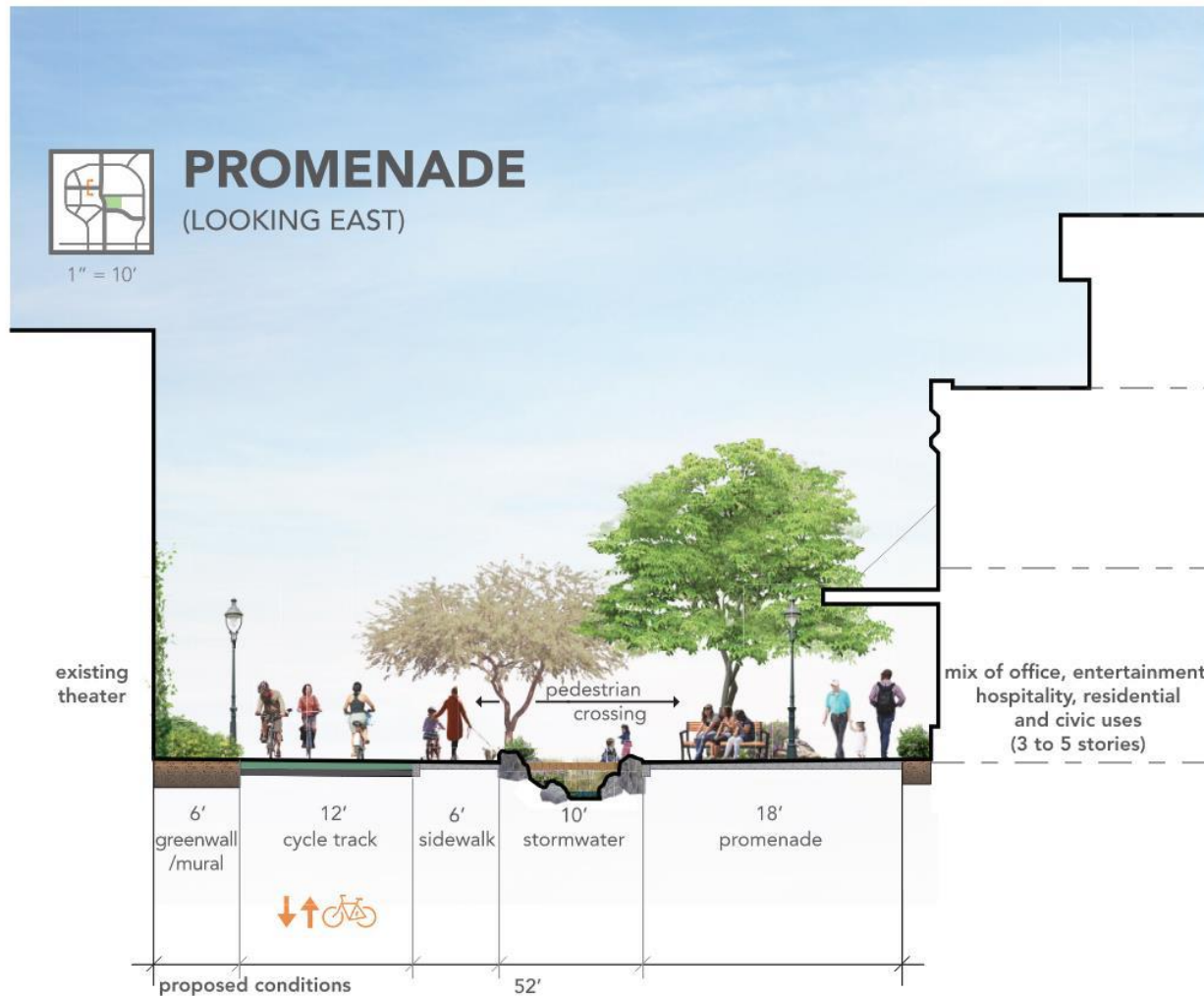
# TOWN CENTER PLAN - PROPOSED STREET SECTION



- 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



- 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



## WORTH NOTING

*Different streets require different levels of intervention:*

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



# Other Influential Plans

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

# I-5 BRIDGE CONCEPT: AUTUMN 2020 DECISION

## TIED ARCH



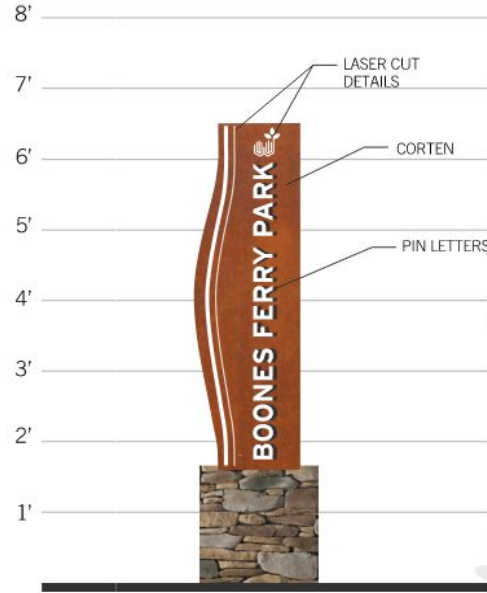
# WAYFINDING AND SIGNAGE PLAN INFLUENCES

## PREFERRED DESIGN

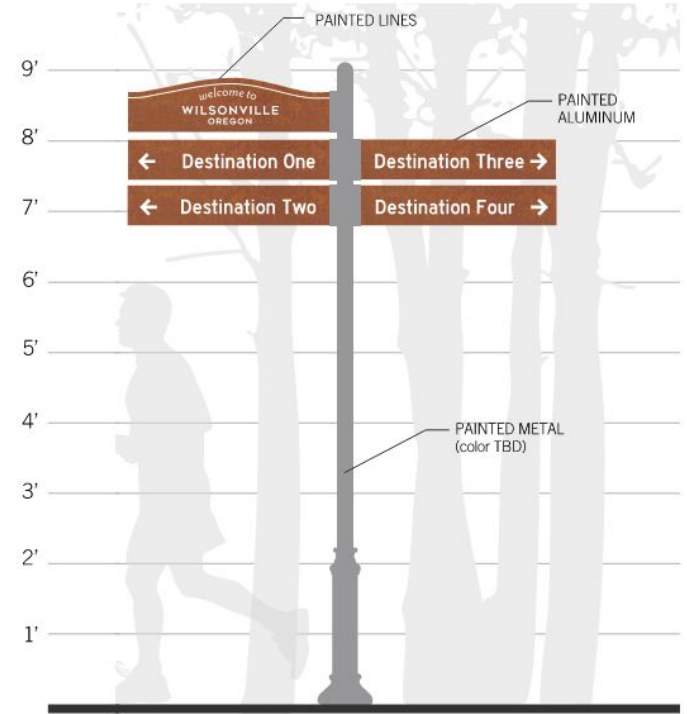


**Kiosk**

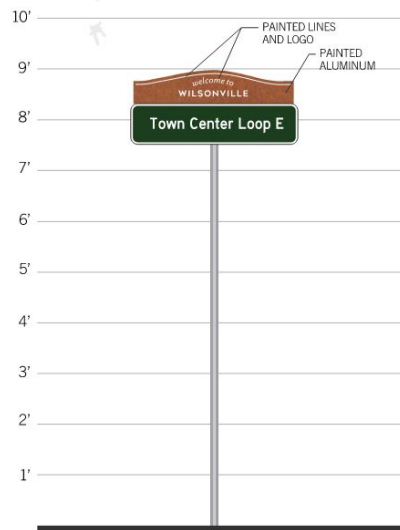
*Kiosk Side View*



**Park Sign**



**Pedestrian Fingerboard**



**Sign Topper**



**Large Park or City Building Sign**

# URBAN FORESTRY MANAGEMENT PLAN

## UNDERWAY - TEAMS WORKING TOGETHER WINTER 2021

### Urban Forest Management Plan



[En español](#)

### Project Purpose

*Urban trees and forests are considered integral to the sustainability of cities as a whole. Yet, sustainable urban forests are not born, they are made. They do not arise at random, but result from a community-wide commitment to their creation and management.*

~Clark et al.: Urban Forest Sustainability, Journal of Arboriculture, 1997

### About

Wilsonville cares about its trees. The City has been designated a “Tree City USA” by the Arbor Day Foundation every year since 1997.

Caring for the urban forest is an important part of growing a sustainable, healthy and vibrant city. Wilsonville’s urban forest is comprised of all trees, both native and planted, that contribute to the seasonal beauty and livability of our community. Whether it is a majestic 200-year old Oregon white oak or a young flowering cherry, trees greatly contribute to our sense of place and quality of life; they clean the air, conserve the soil and water, reduce heating and cooling costs and bring nature close to home.

#### Who's Listening

##### Kerry Rappold

Natural Resources Manager  
City of Wilsonville



**Phone** 503-570-1570

**Email** [rappold@ci.wilsonville.or.us](mailto:rappold@ci.wilsonville.or.us)

##### Christopher Peiffer

Director of Urban Forestry  
Consulting Services  
PlanIT GEO



**Phone** 833-TREE-MAP

**Email** [chrispeiffer@planitgeo.com](mailto:chrispeiffer@planitgeo.com)

#### Key Dates

##### Photo Contest

**September 01 → October 30 2020**

##### Community Meeting #2

**November 17 2020**

##### Community Survey #2

**November 16 → December 04 2020**

# Town Center Today

# FUNCTIONAL, BUT IMPROVABLE



# BRICK, CARVED STONE \_ GATHER AND REFLECT



# TRANSIT STOPS/SHELTERS \_ DISTINCT / PURPOSEFUL





# EXISTING LIGHTING \_ FUNCTIONAL, MIX-N-MATCH

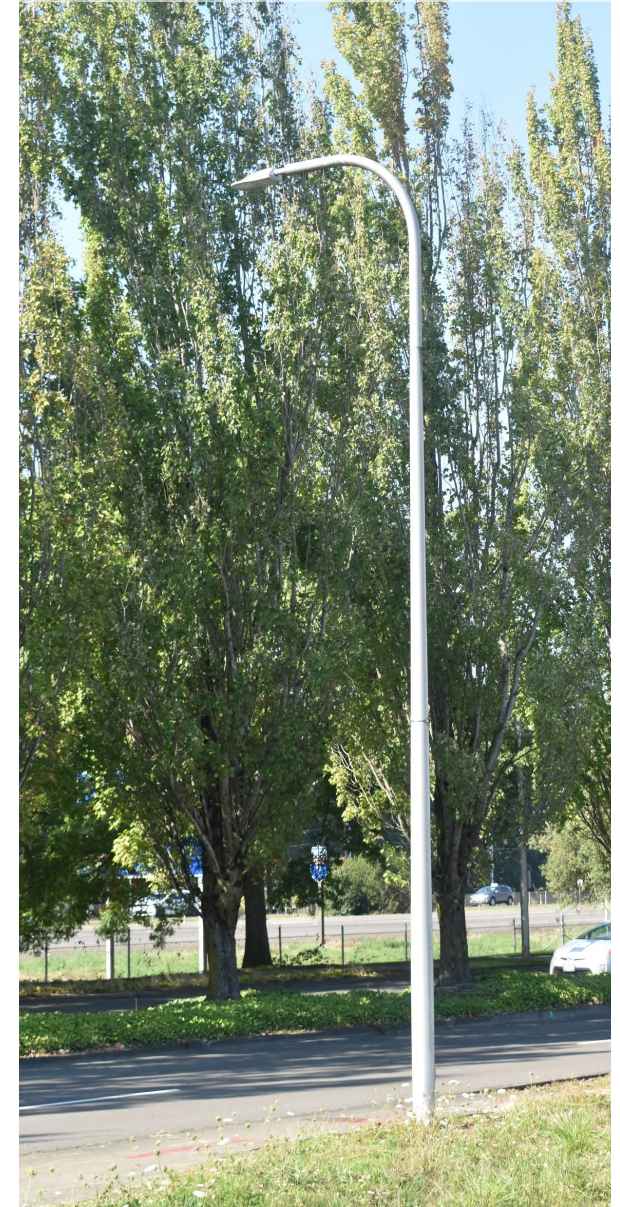
TOWN CENTER PARK



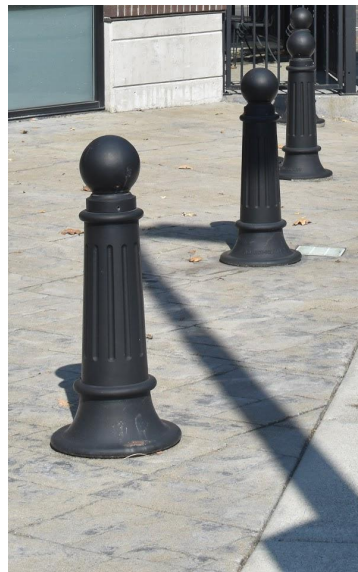
SW COURTSIDE DR



TOWN CENTER LOOP W



# FURNISHINGS \_ PRACTICAL, MIX-N-MATCH



# COMMUNITY FEEDBACK SO FAR

A cohesive and unifying Town Center design

Strong support for modern/natural look

Emphasize gathering and public areas

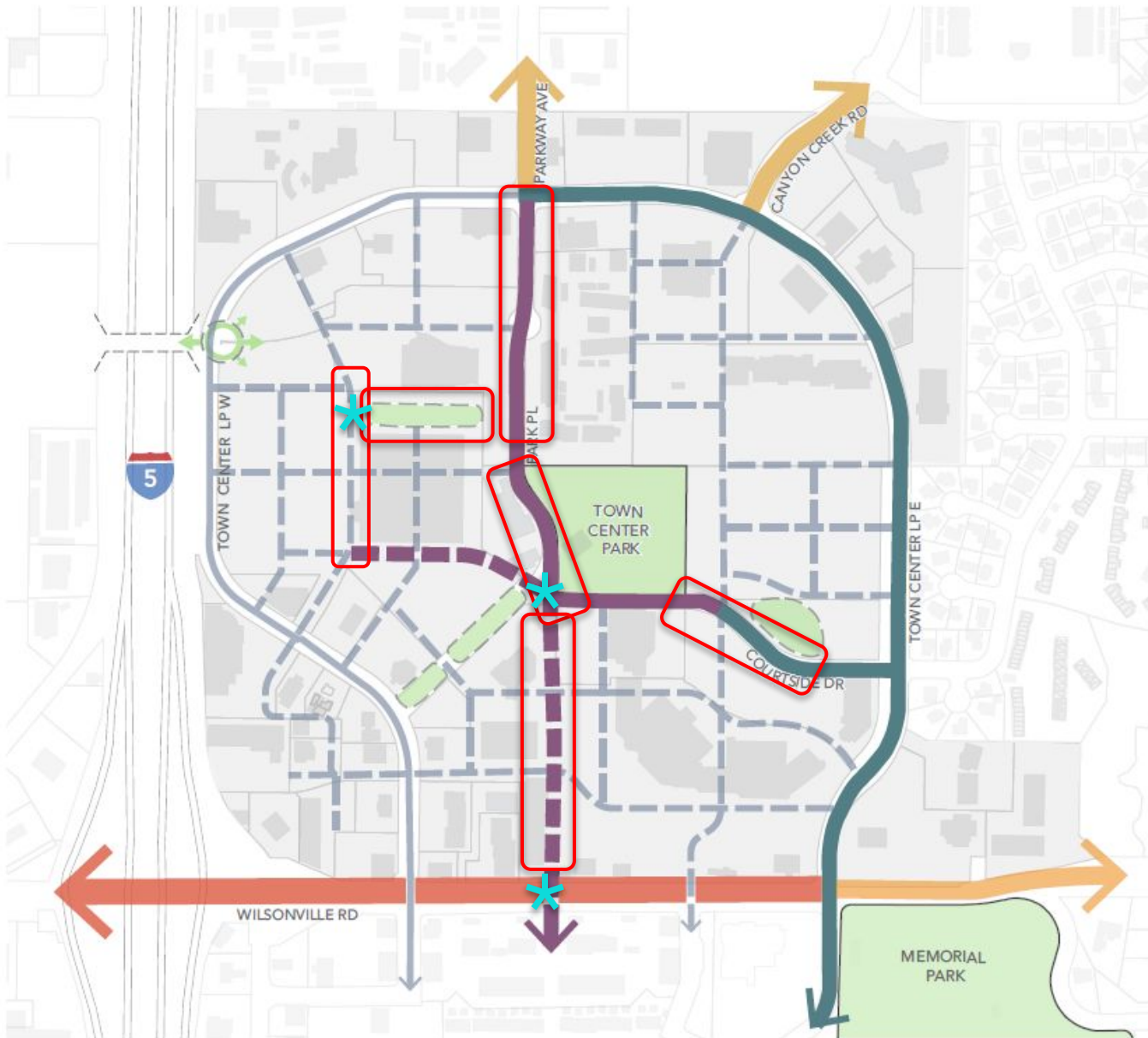
Work with wood, stone, glass, brick, and metal

Promote public art and abundant landscape

Complement the concept I-5 Bridge design

# Preliminary Streetscape Concepts

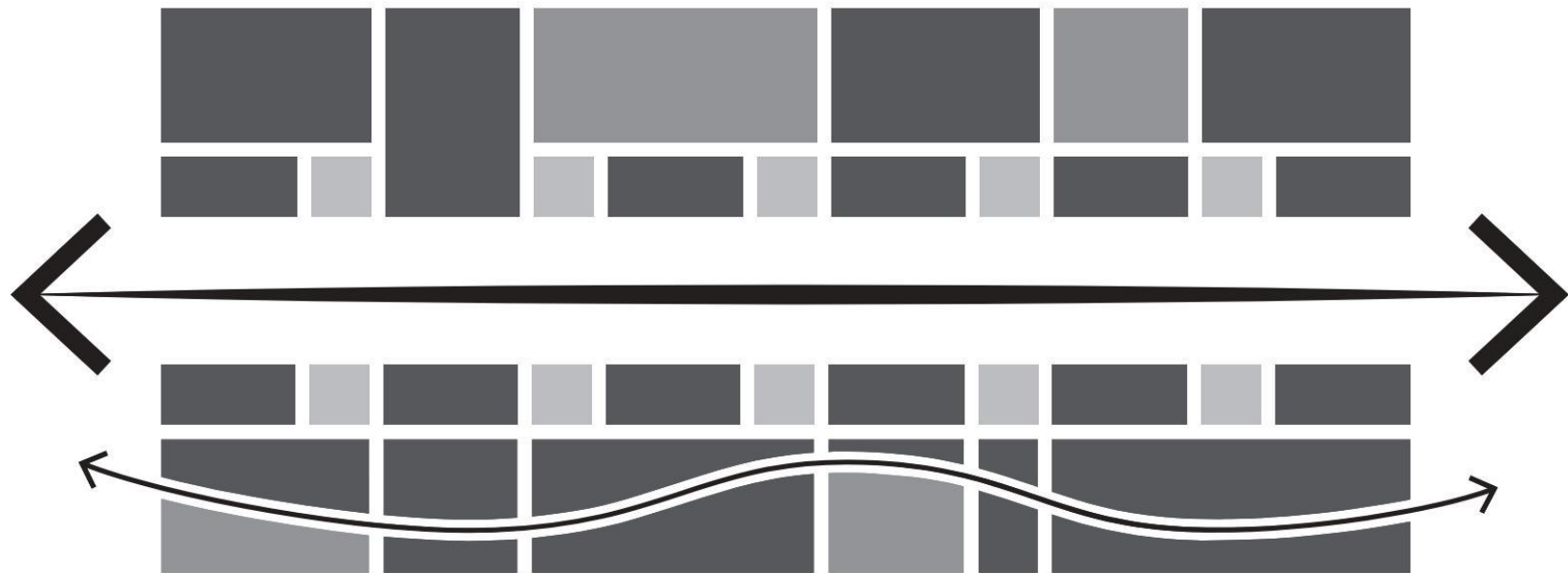
# TOWN CENTER STREETScape DESIGN



- 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

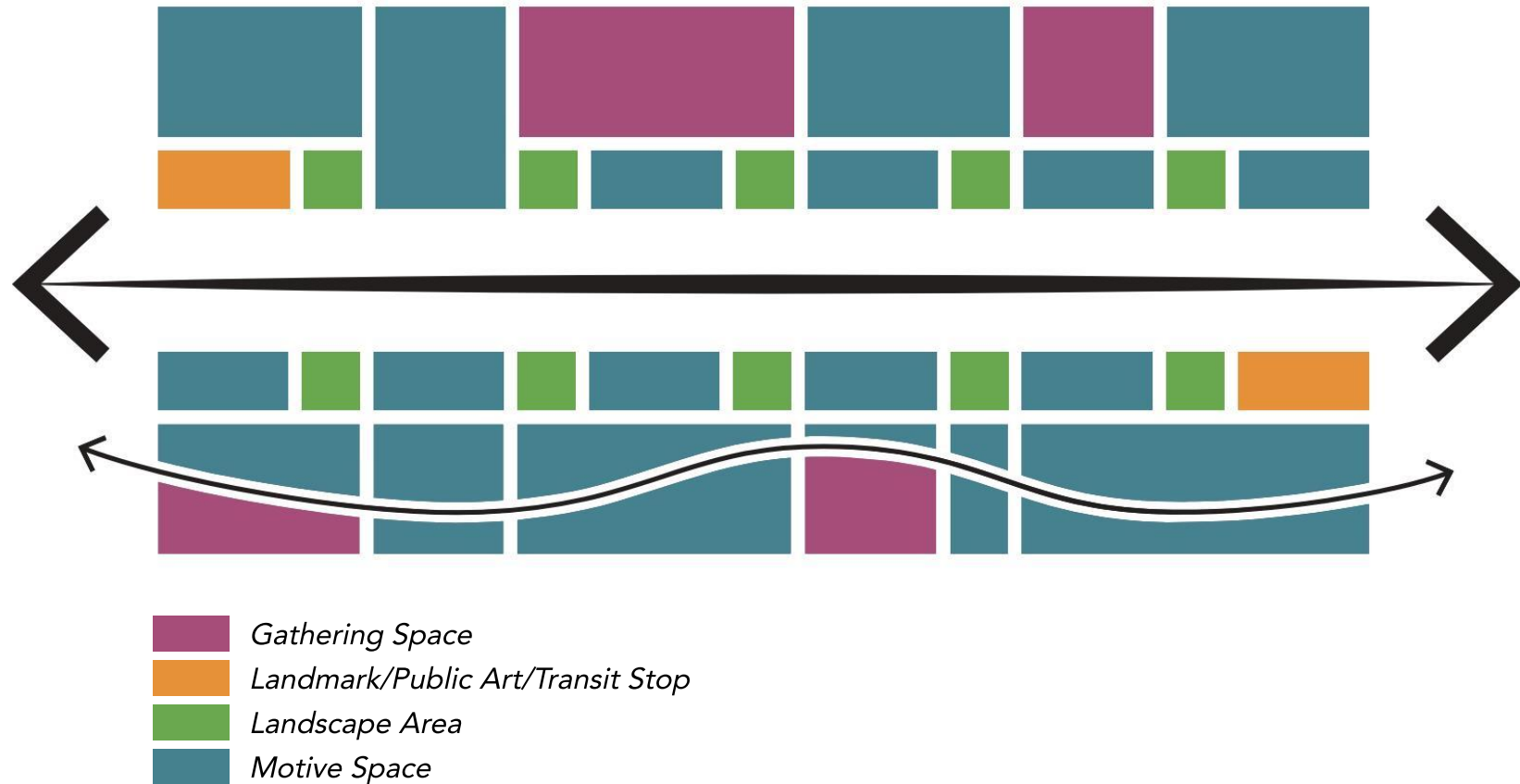
# CONCEPT DIAGRAM: AGRICULTURAL LEGACY



*\*\*Concept diagrams are not intended to show an actual to-scale design. Instead, this is an abstract depiction of how streetscape elements can be arranged with arrows representing movement through space, and colored blocks represent street elements.*

# SPACE TYPOLOGY: AGRICULTURAL LEGACY

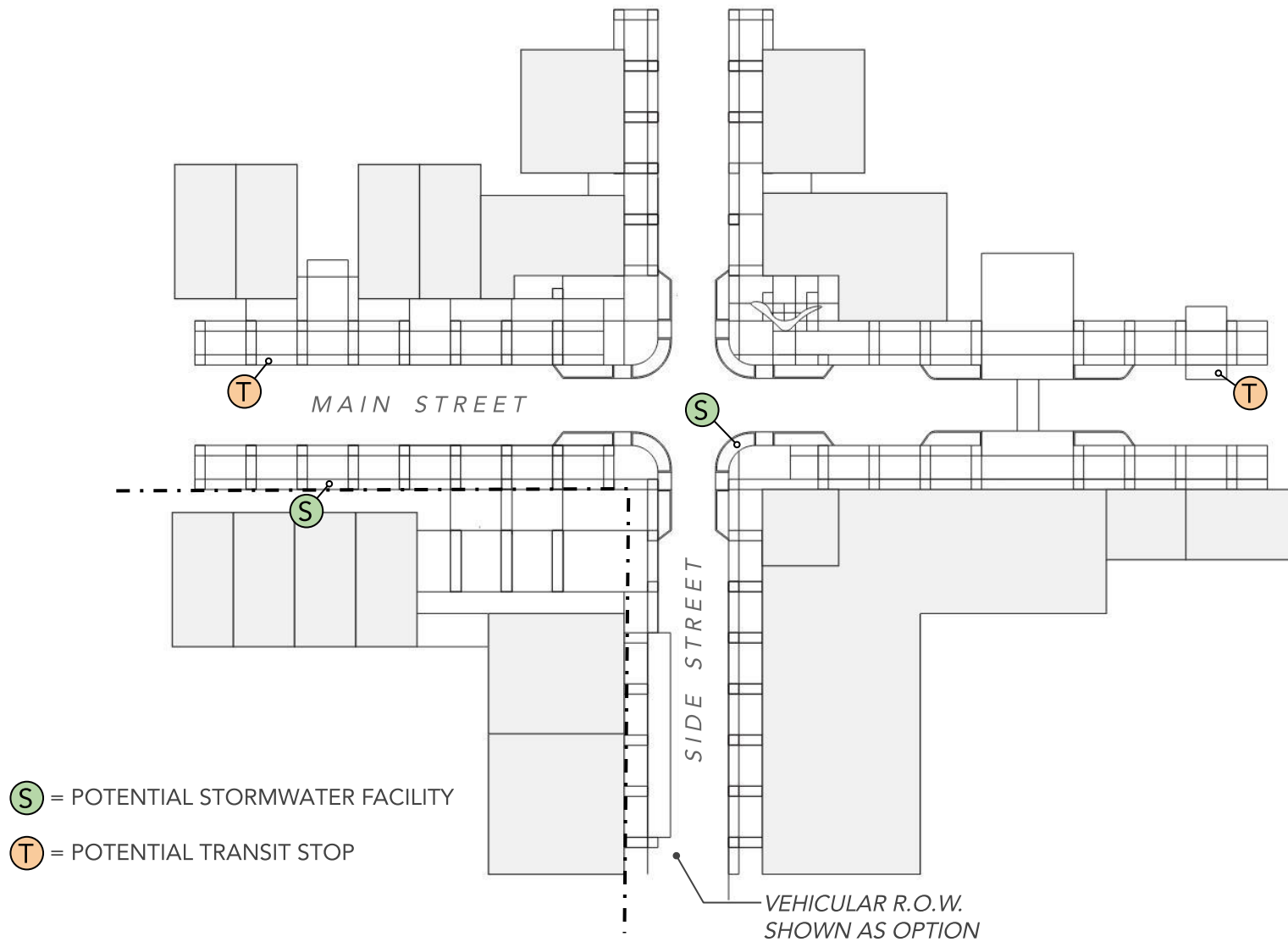
PURPOSEFUL - STRUCTURED - TIMELESS



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# DESIGN CONCEPT: AGRICULTURAL LEGACY

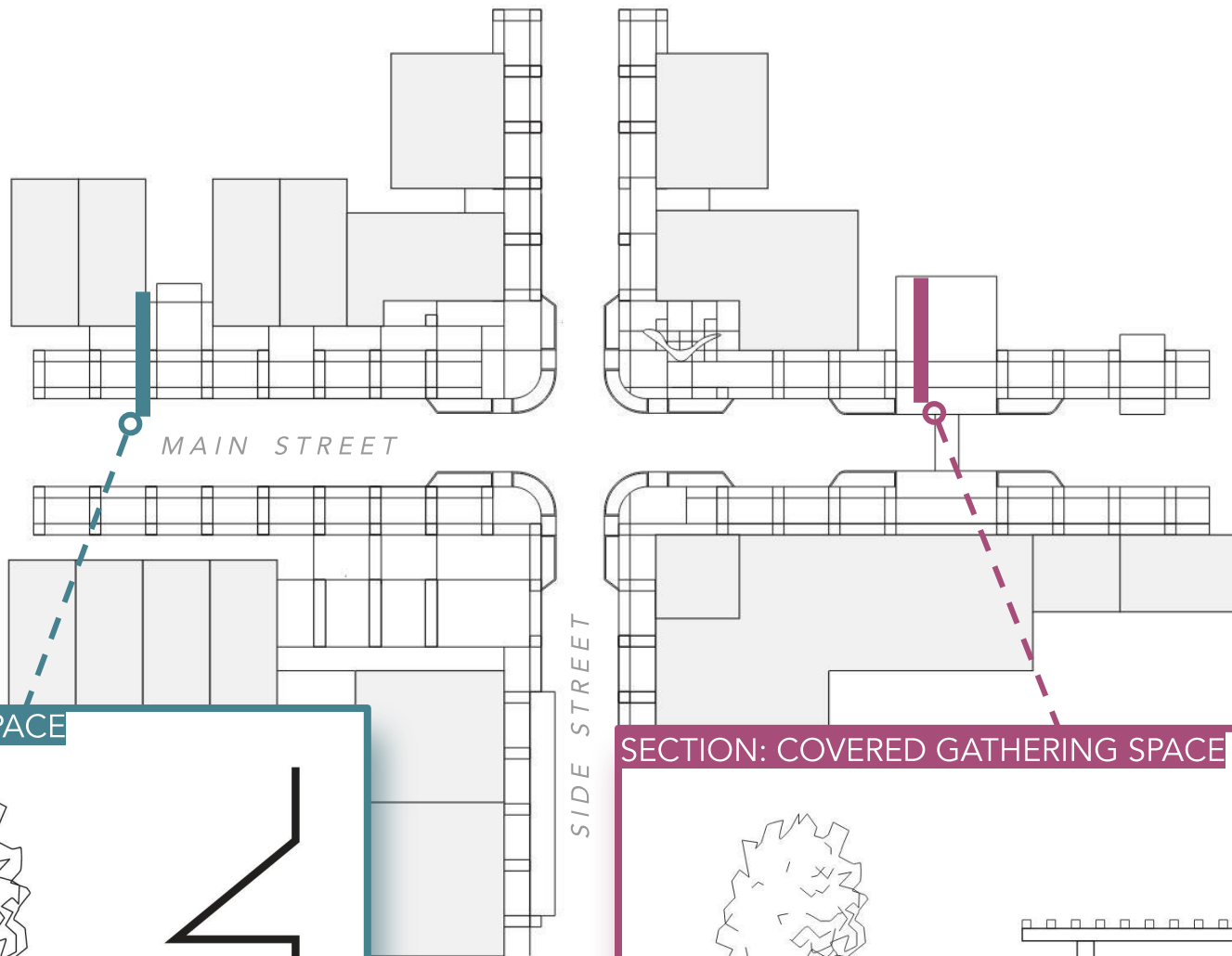
PURPOSEFUL - STRUCTURED - TIMELESS



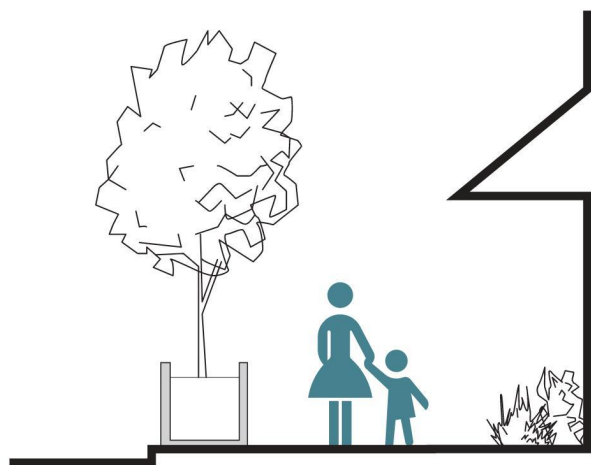


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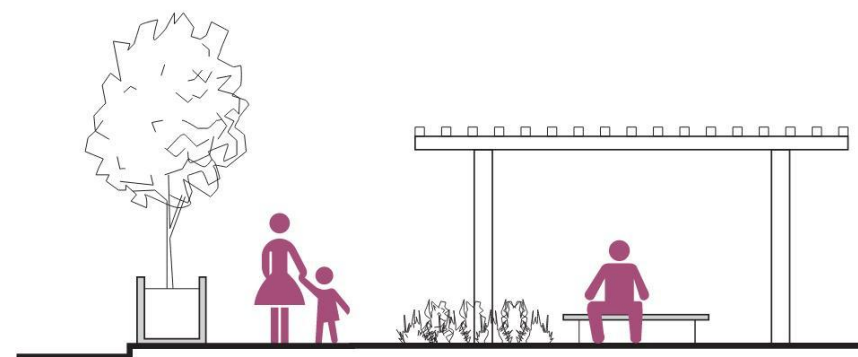
PURPOSEFUL - STRUCTURED - TIMELESS



SECTION: MOTIVE SPACE

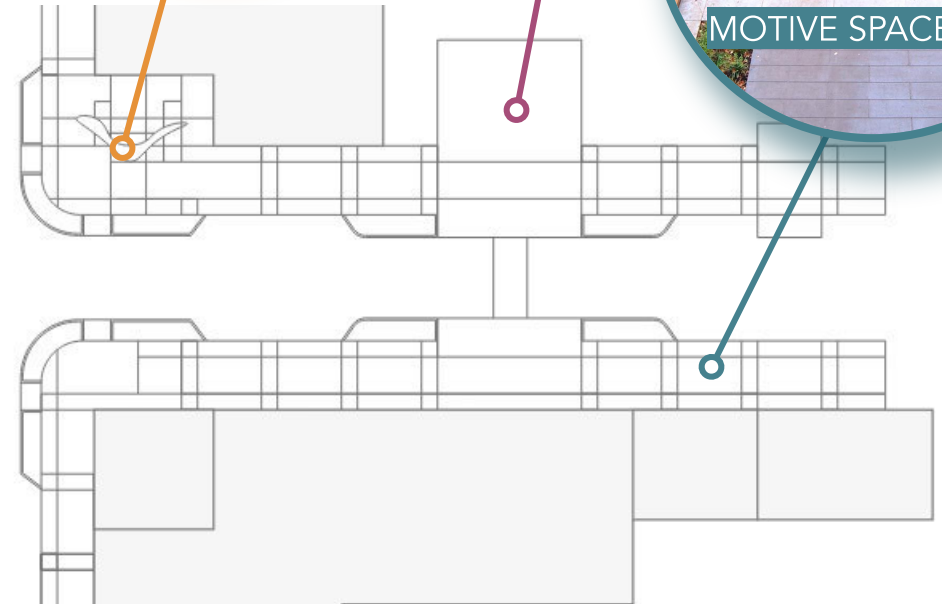
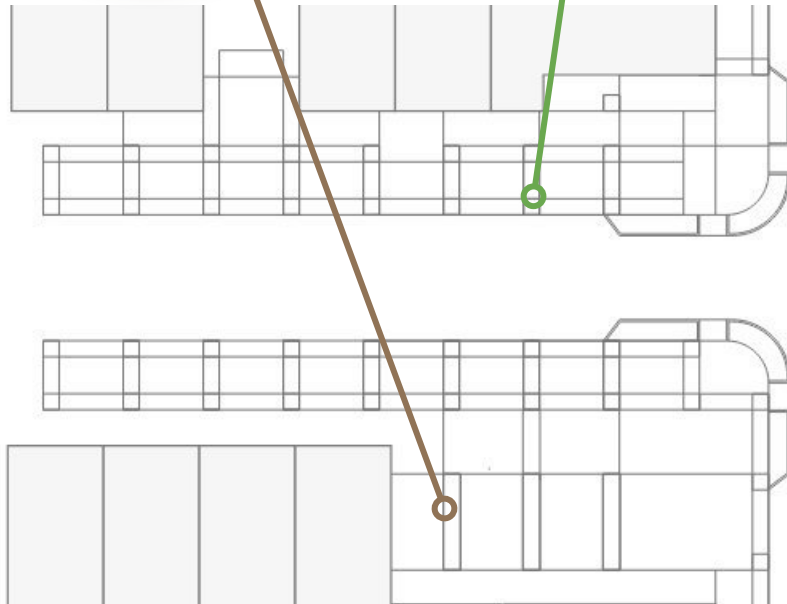


SECTION: COVERED GATHERING SPACE



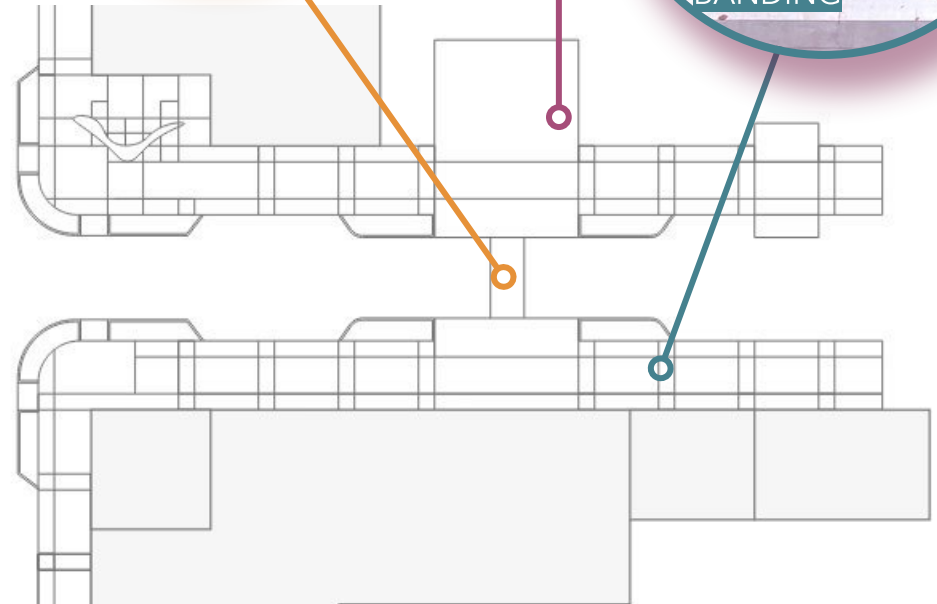
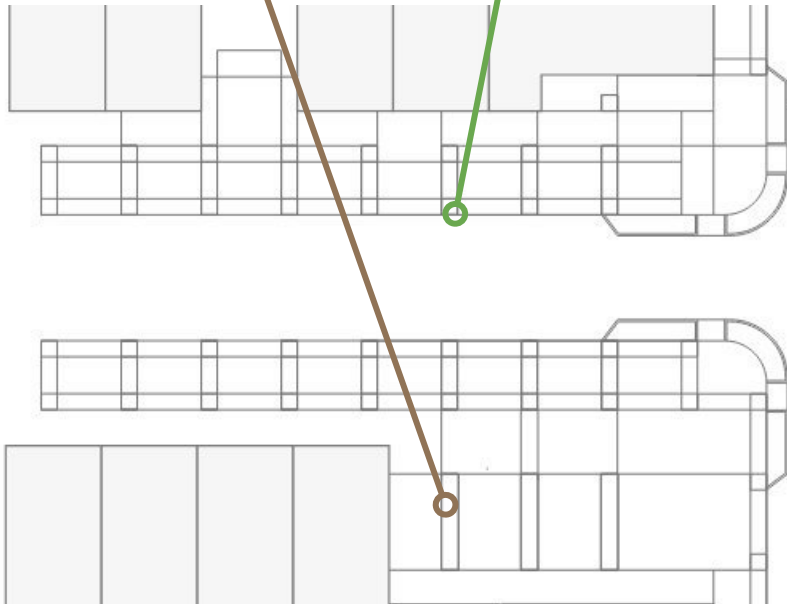
# DESIGN CONCEPT: AGRICULTURAL LEGACY

PURPOSEFUL - STRUCTURED - TIMELESS



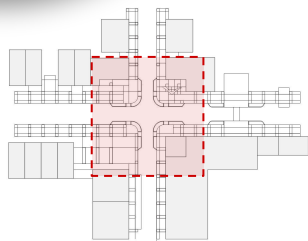
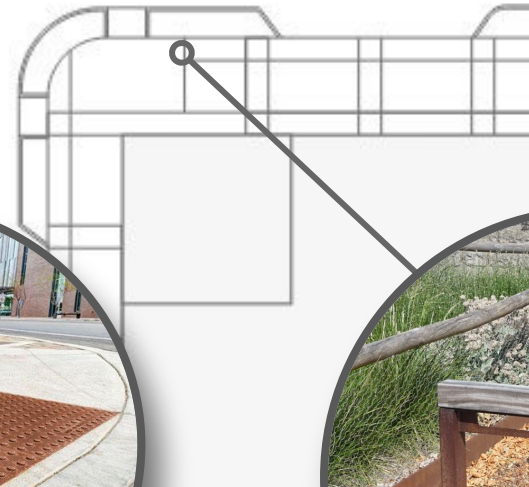
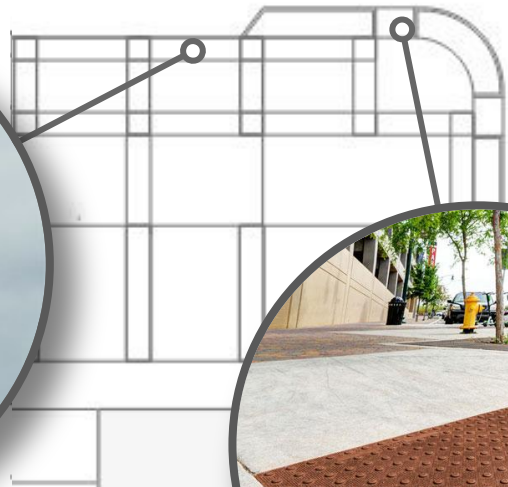
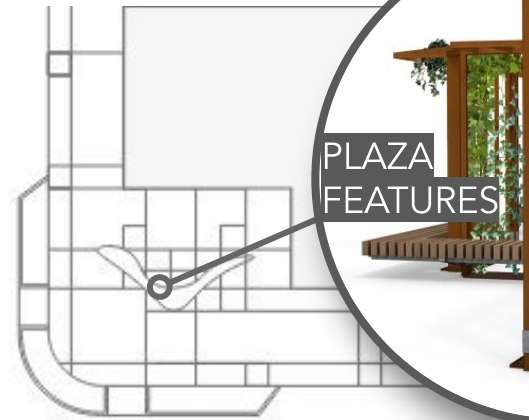
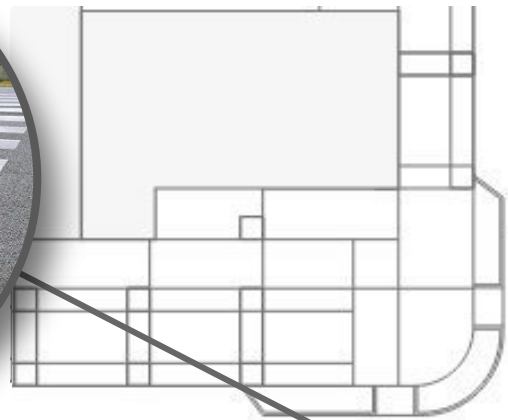
# MATERIALS: AGRICULTURAL LEGACY

PURPOSEFUL - STRUCTURED - TIMELESS



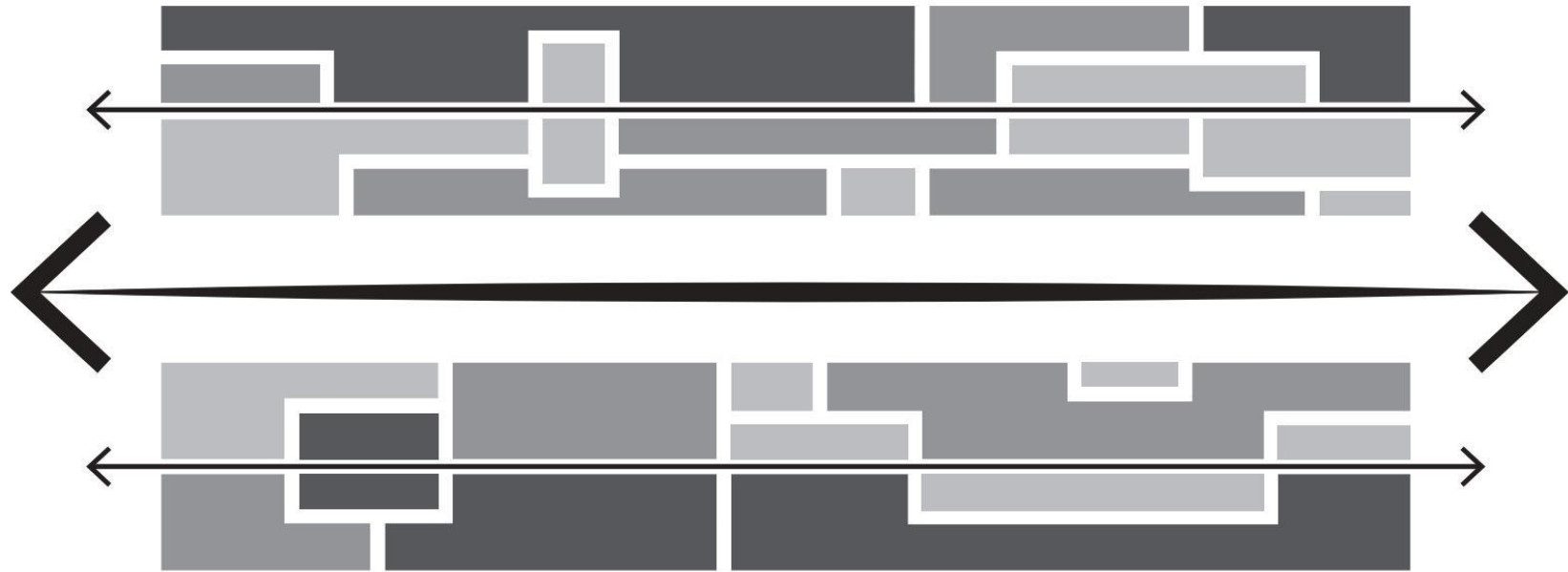
# INTERSECTION DESIGN: AGRICULTURAL LEGACY

PURPOSEFUL - STRUCTURED - TIMELESS



# DESIGN CONCEPT: TECHNOLOGICAL INNOVATION

MODULARITY - SIMPLICITY - CONTRAST



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# DESIGN CONCEPT: TECHNOLOGICAL INNOVATION

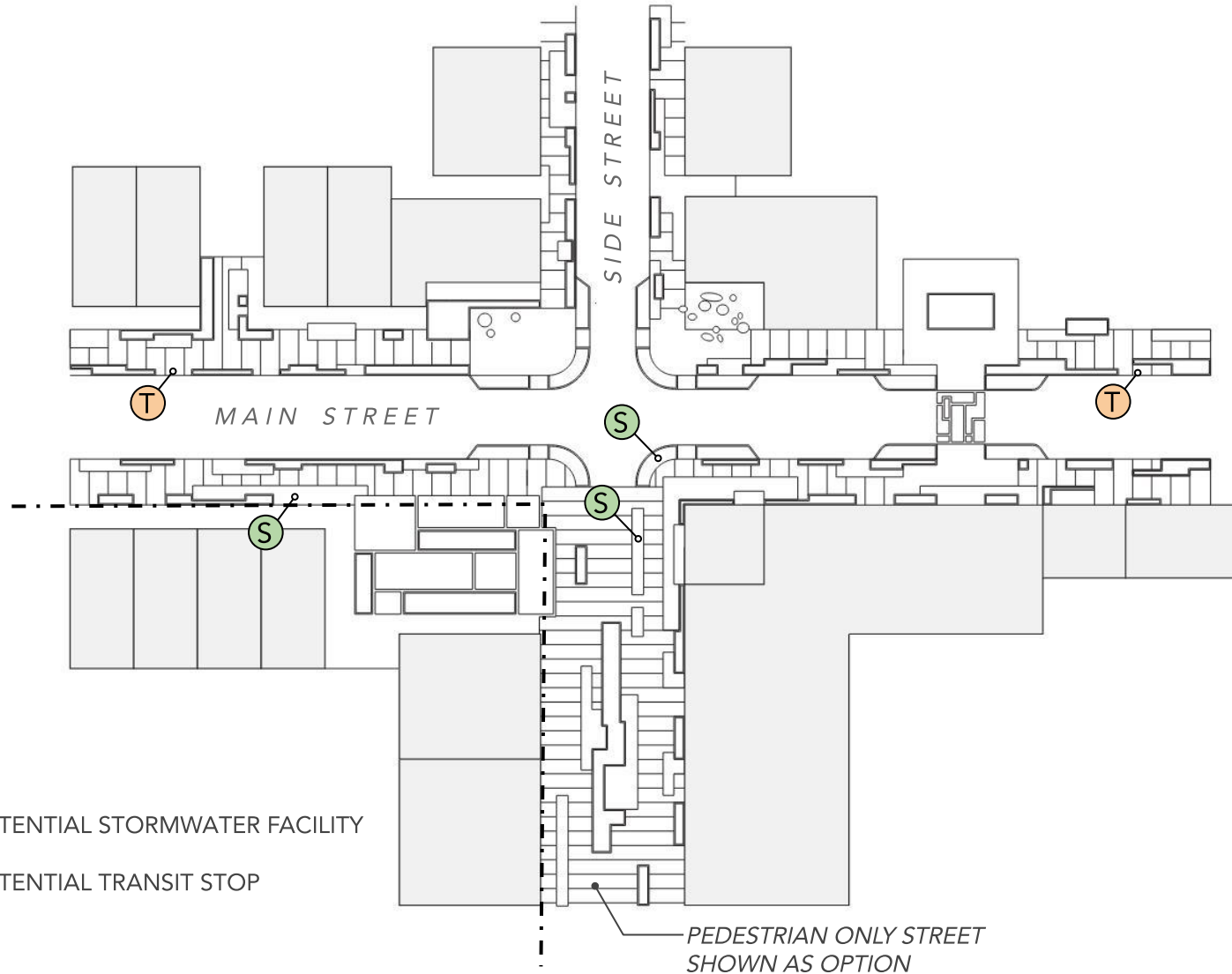
MODULARITY - SIMPLICITY - CONTRAST



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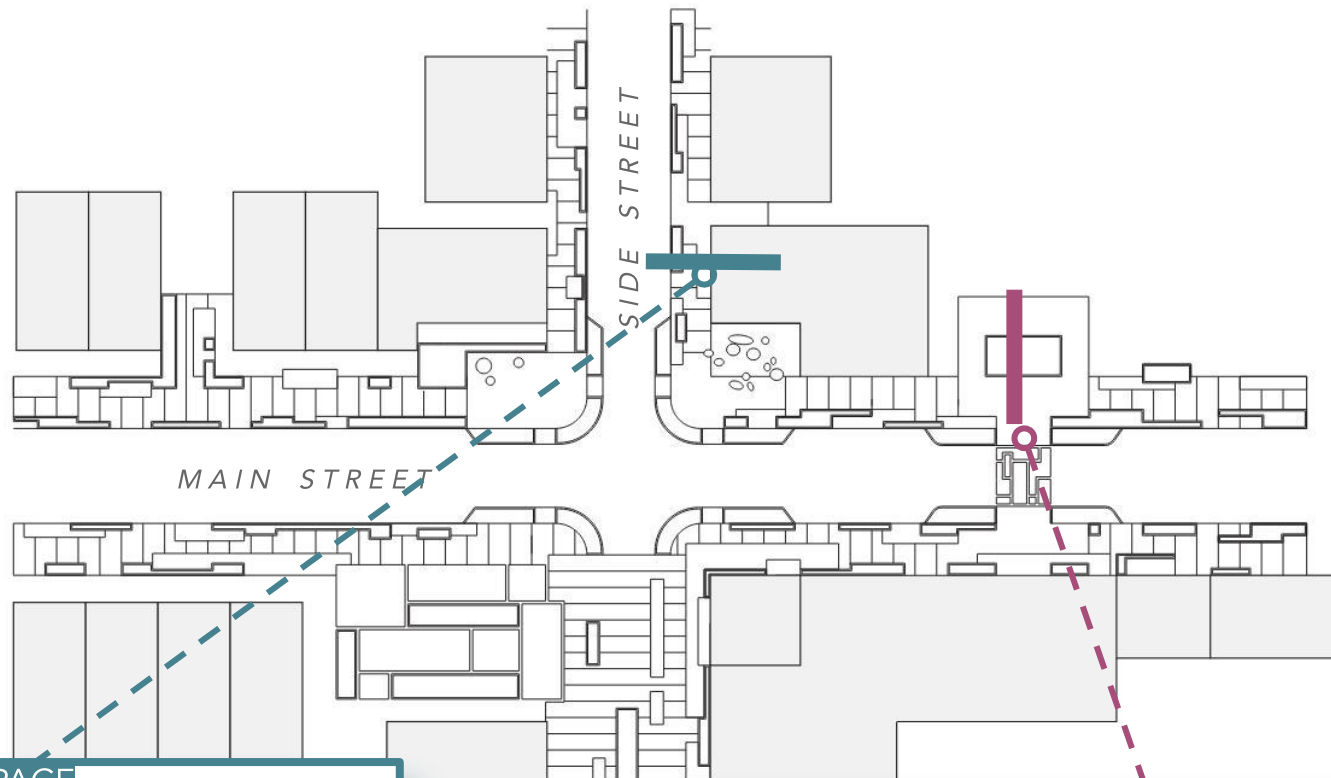
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MODULARITY - SIMPLICITY - CONTRAST

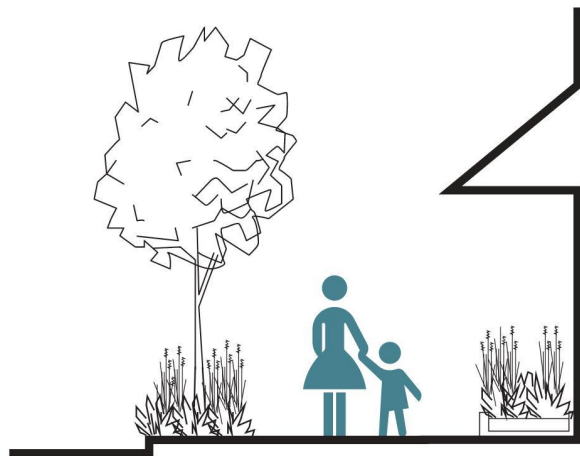


# DESIGN CONCEPT: TECHNOLOGICAL INNOVATION

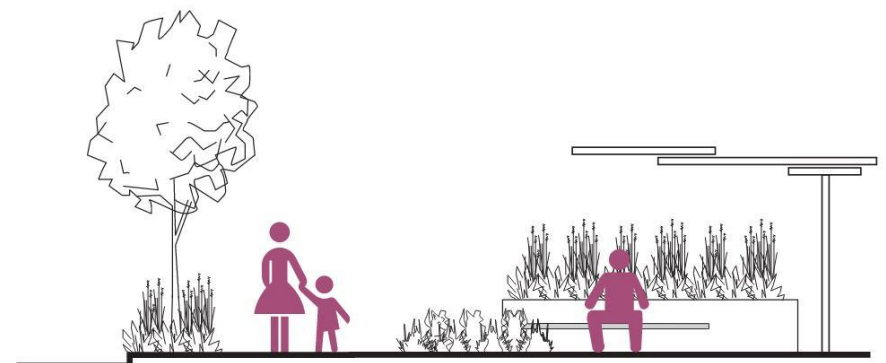
MODULARITY - SIMPLICITY - CONTRAST



SECTION: MOTIVE SPACE



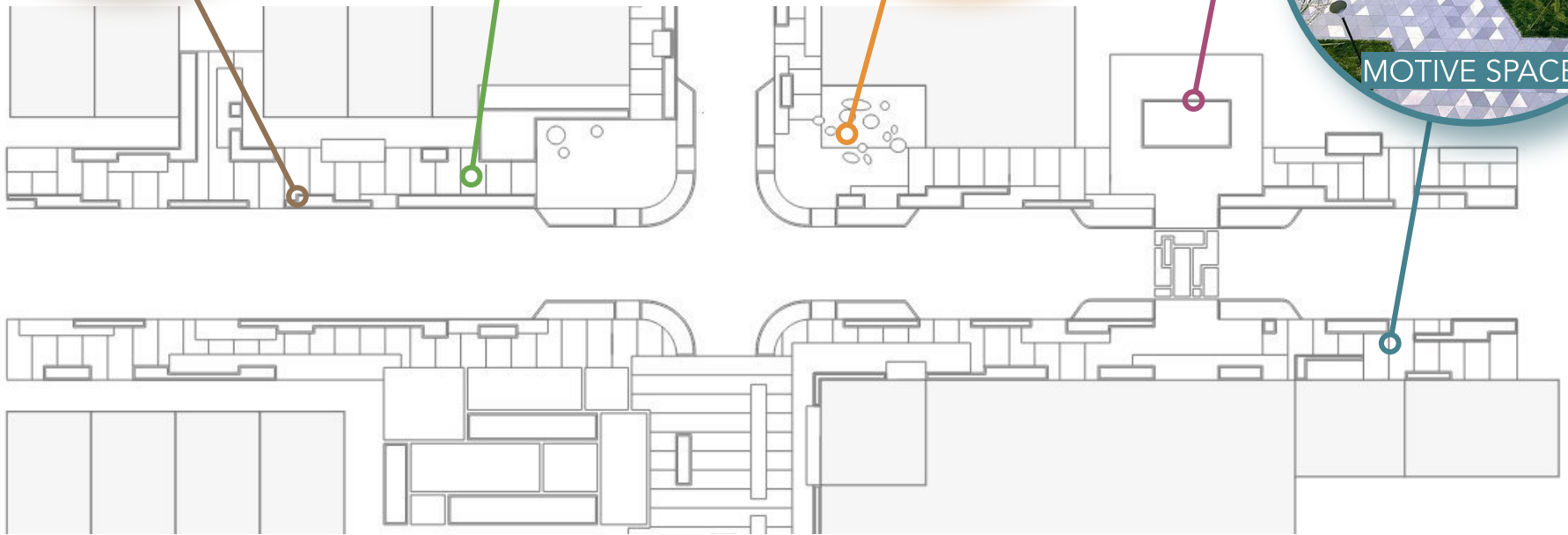
SECTION: COVERED GATHERING SPACE





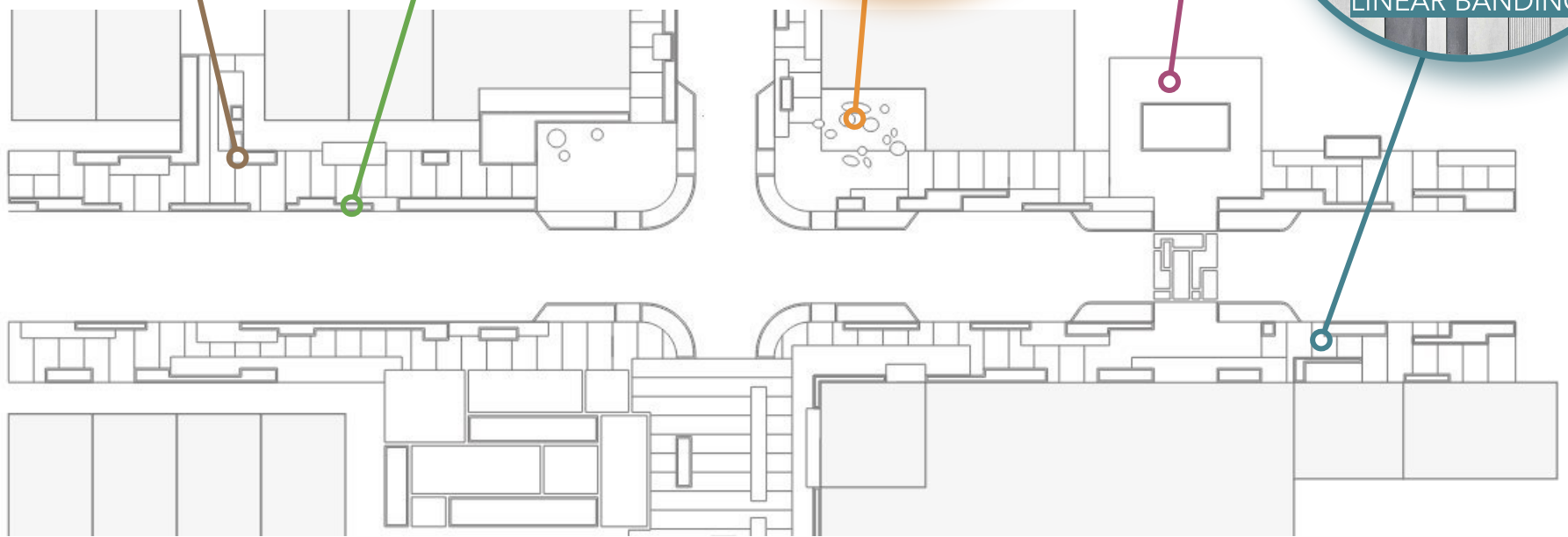
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MODULARITY - SIMPLICITY - CONTRAST



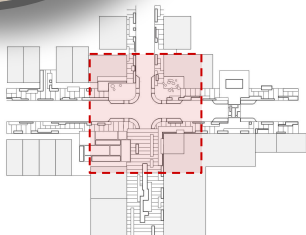
# MATERIALS: TECHNOLOGICAL INNOVATION

MODULARITY - SIMPLICITY - CONTRAST



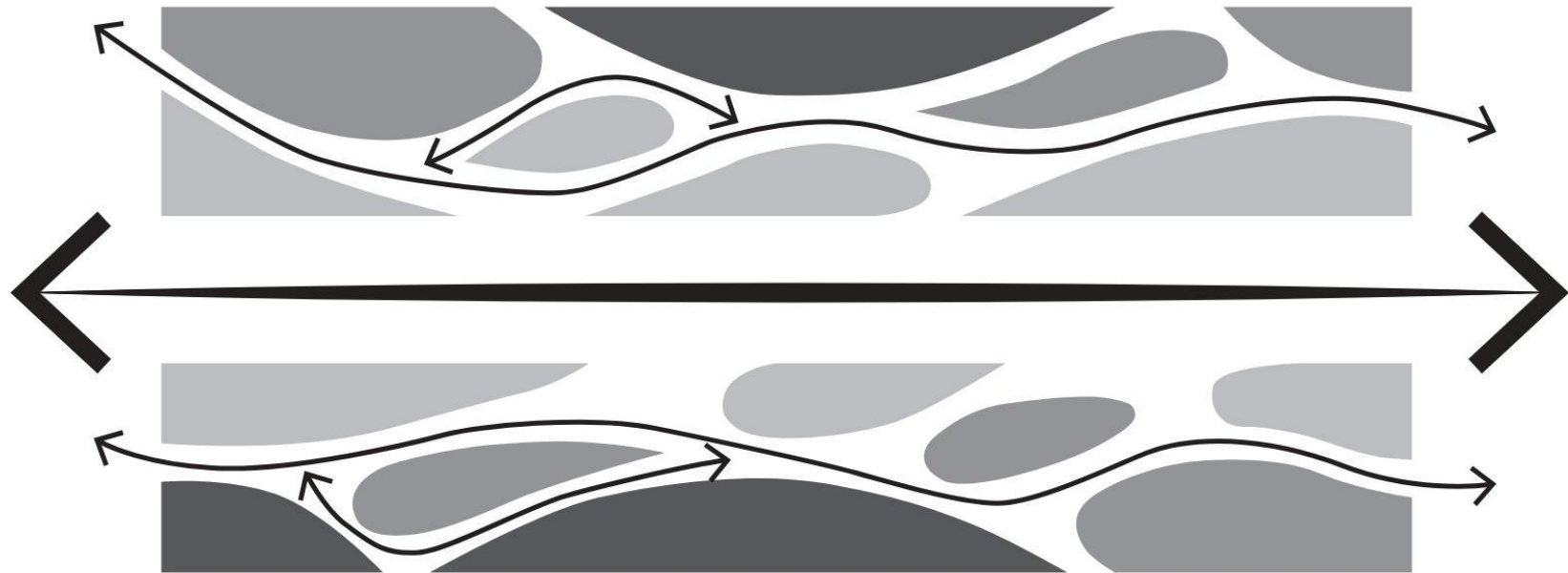
# INTERSECTION DESIGN: TECHNOLOGICAL INNOVATION

MODULARITY - SIMPLICITY - CONTRAST



# DESIGN CONCEPT: RIVER ENVIRONMENT

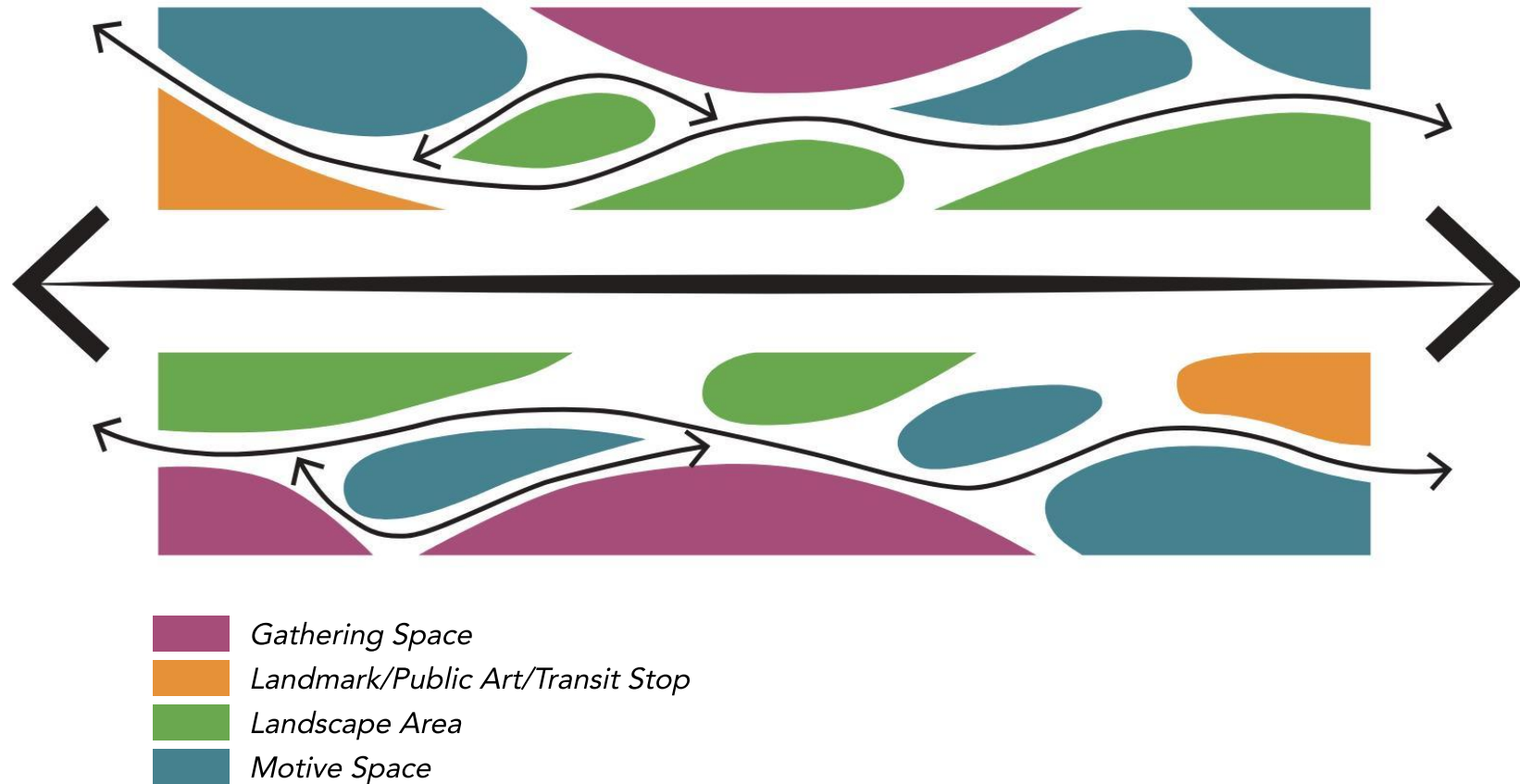
NATURAL - FLUIDITY - ORGANIC



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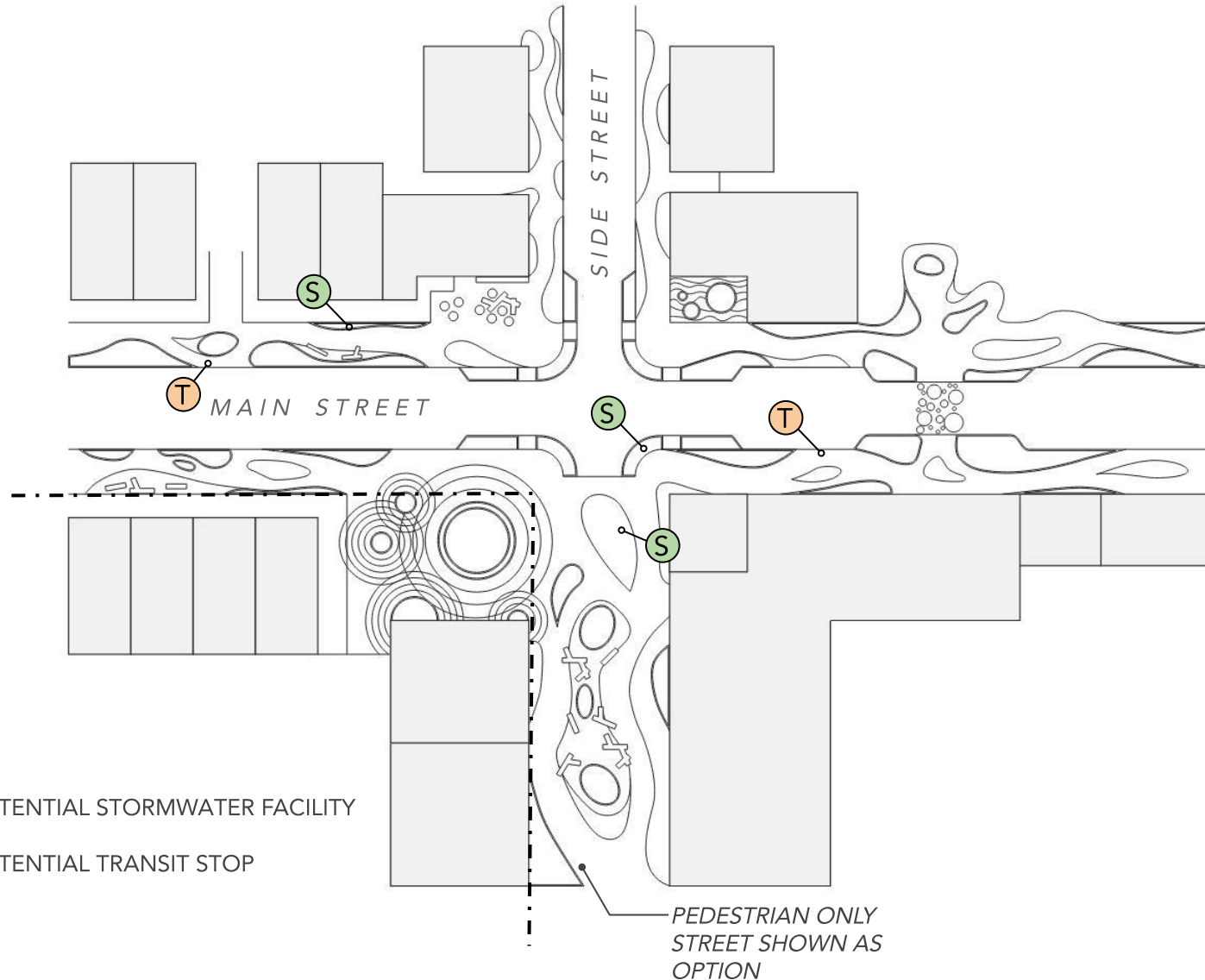
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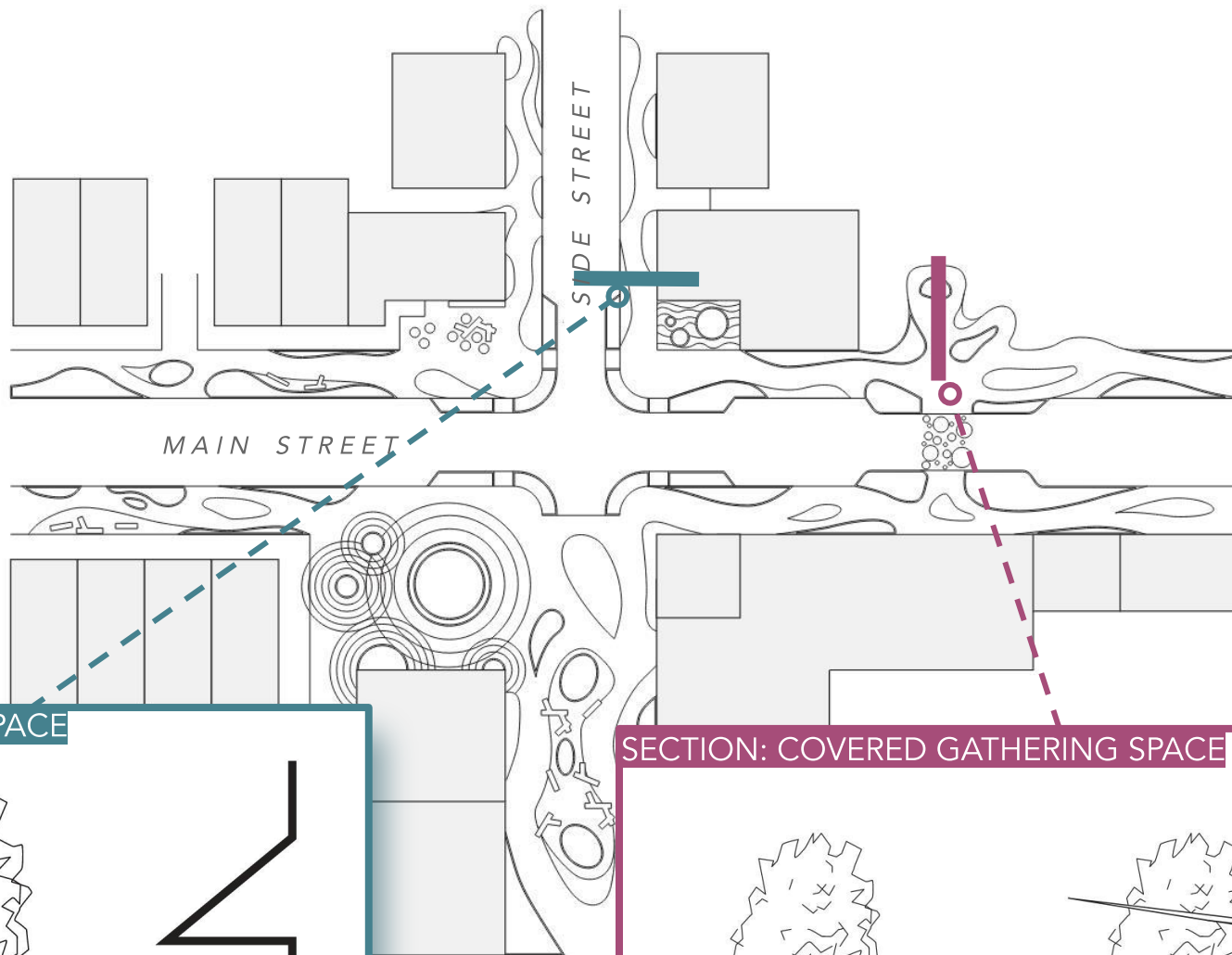
# DESIGN CONCEPT: RIVER ENVIRONMENT

NATURAL - FLUIDITY - ORGANIC

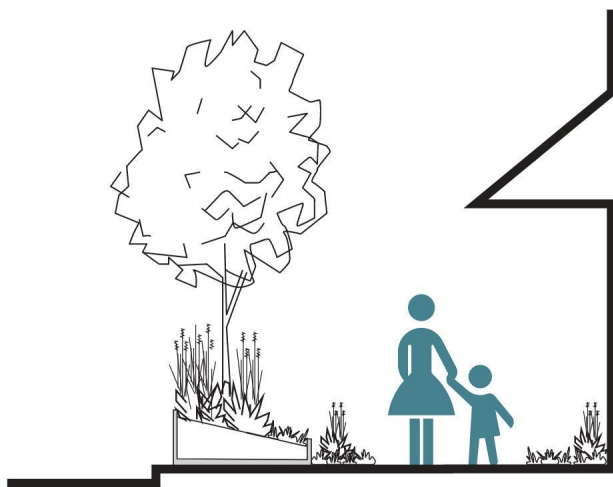


# DESIGN CONCEPT: RIVER ENVIRONMENT

NATURAL - FLUIDITY - ORGANIC



SECTION: MOTIVE SPACE

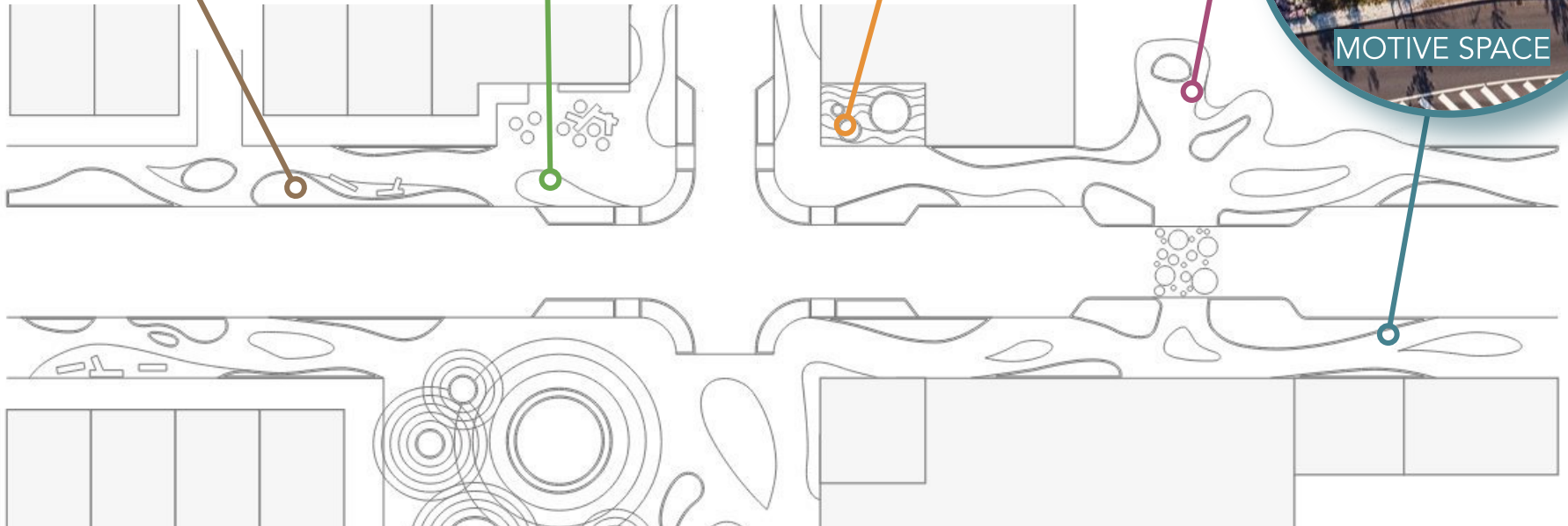


SECTION: COVERED GATHERING SPACE



# DESIGN CONCEPT: RIVER ENVIRONMENT

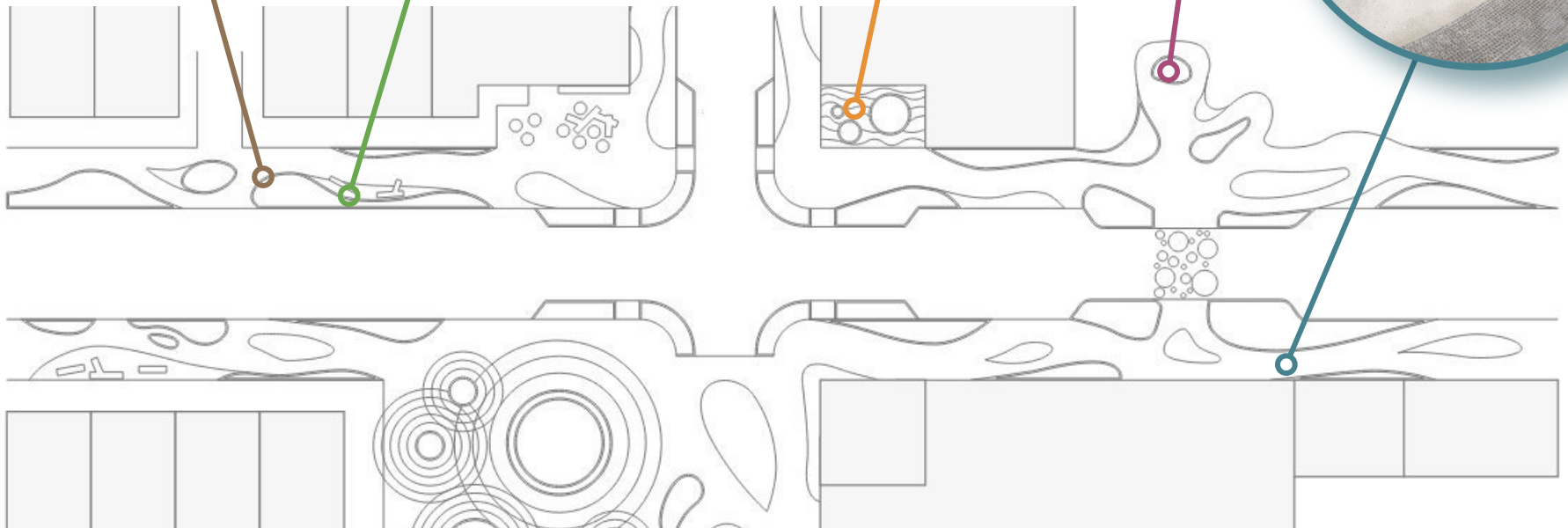
NATURAL - FLUIDITY - ORGANIC





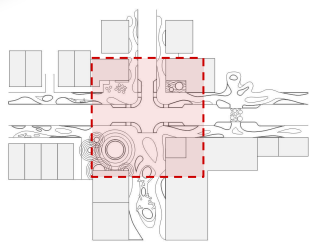
# MATERIALS: RIVER ENVIRONMENT

NATURAL - FLUIDITY - ORGANIC



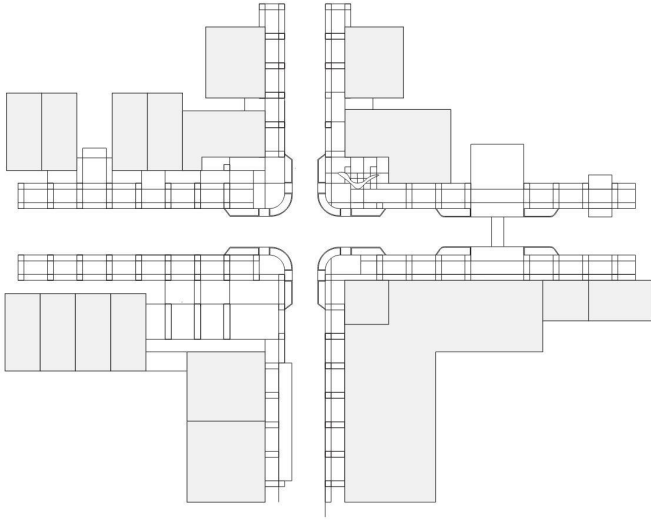
# INTERSECTION DESIGN: RIVER ENVIRONMENT

NATURAL - FLUIDITY - ORGANIC

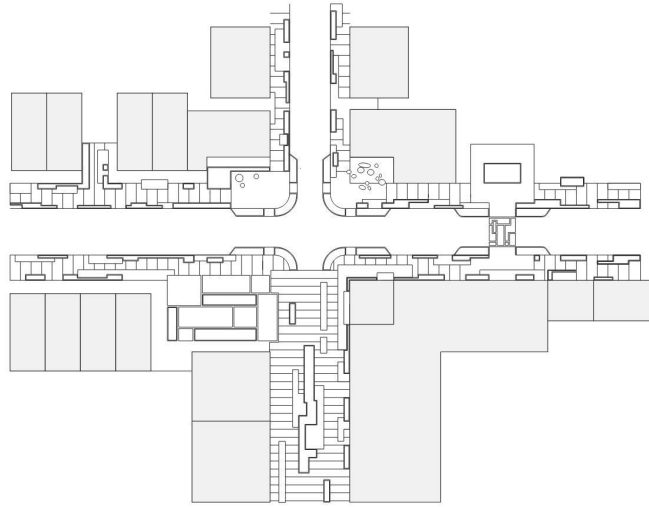


# DESIGN CONCEPT COMPARISON

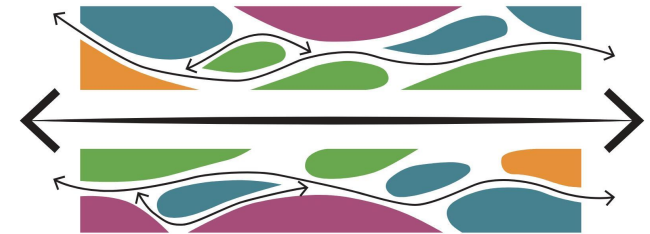
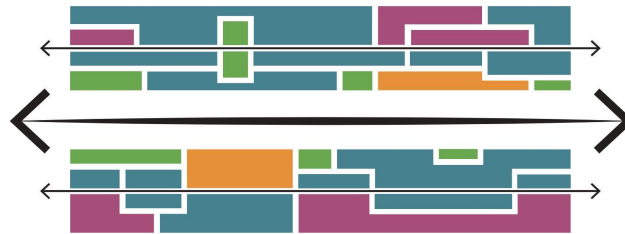
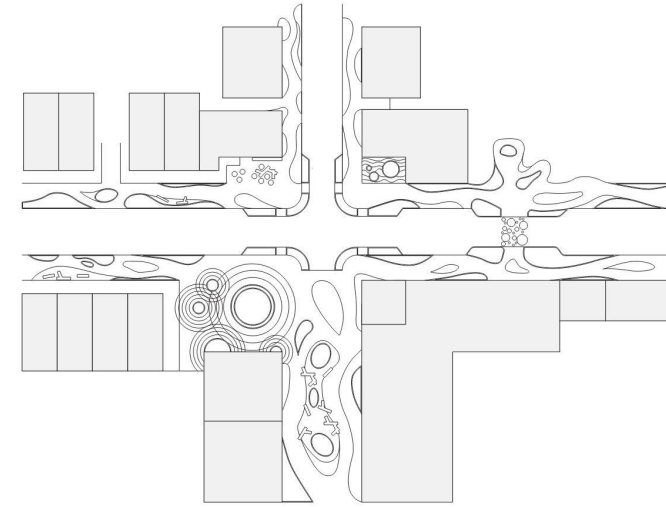
Concept 1: Agriculture



Concept 2: Technology

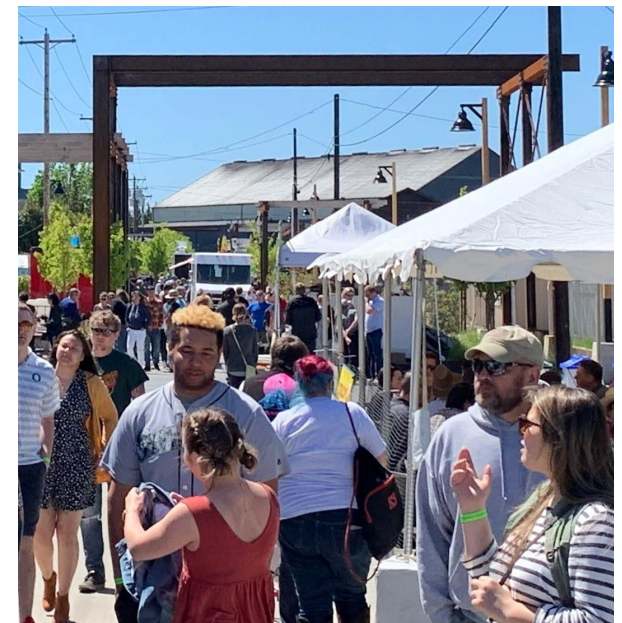


Concept 3: River



-  *Gathering Space*
-  *Landmark/Public Art/Transit Stop*
-  *Landscape Area*
-  *Motive Space*

# PROMENADE STREETS



# STORMWATER

## ALONG RIGHT-OF-WAY



# TRANSIT IN STREETSCAPES



# PUBLIC/PRIVATE PLACES

HERE IN OREGON



QUESTION:

*Which of these concepts best reflects the Goals of the Town Center Plan for:*

*DESIGN*

*ECOLOGY*

*SAFETY AND COMFORT*

*VERSATILITY*

*SOCIABILITY*

*VIBRANT AND ACTIVE*

[Pop-up survey]



## QUESTION:

*Which elements (gathering space, movement areas, landscape, plazas, or public art) of the streetscape are most important to your enjoyment of a streetscape? Do you see those qualities in these concepts?*

[Speak out, or type in the Chat window]

QUESTION:

*Please rank these concepts in order from favorite to least favorite -*

[Type in the Chat window]

## QUESTION:

- *Things you like or don't*
- *Ways the concepts could blend together*
- *Anything we haven't shown*
- *Ways you could see yourself and the people you know using these streets*

[Please take 5 minutes to type responses in the Chat window - then we'll discuss]

# PROJECT SCHEDULE

FALL  
2020

WINTER  
2021

SPRING  
2021

SUMMER  
2021

PRELIMINARY  
STREETSCAPE  
CONCEPTS  
-----  
FORUM #1  
-----  
PLANNING  
COMMISSION

REFINED  
CONCEPTS  
-----  
FORUM #2

PREFERRED  
CONCEPT  
-----  
P.C. AND  
CITY  
COUNCIL

DRAFT PLAN  
-----  
P.C. REVIEW

FINAL PLAN  
AND  
ADOPTION  
-----  
P.C. AND  
CITY  
COUNCIL

# QUESTIONS AND OTHER FEEDBACK

