



# WILSONVILLE TOWN CENTER PLAN

## Phase One Community Outreach Summary

### Introduction

The purpose of the Wilsonville Town Center Plan is to establish a community-driven vision for Town Center and create a set of strategic actions to support the vision. Since launching the Town Center Plan in Fall 2016, the Project Team has received input and ideas from a broad range of community members and stakeholders through a variety of engagement activities (listed below). This multifaceted approach to engaging the community ensures that the Town Center Plan will reflect community priorities, preferences, and values.

#### ENGAGEMENT ACTIVITIES

1. Project Task Force
2. Community Kick-Off Event
3. Community Design Workshop
4. Stakeholder Meetings
5. Meetings with Technical Partners
6. Planning Commission Meeting
7. Planning Commission-City Council Joint Workshop
8. Community Events/"Out-and-about"
9. Question of the Month (online and at Idea Centers)
10. Ongoing Communication

### Community Members and Stakeholders

A variety of community members and stakeholders have been engaged throughout the planning process include the following (members of these groups overlap).

- City elected officials
- Wilsonville residents
- Youth and seniors
- Spanish-speakers
- Service providers in Town Center
- Town Center employees
- Town Center residents
- Town Center business and property owners
- City staff

## Outcomes

The input received during Phase One of the project shaped the vision and goals for the Town Center Plan. The vision and goals will guide the policies, projects, programs, and partnerships included in the Plan. The Project Team analyzed community and stakeholder input and identified themes related to assets, constraints, and opportunities in 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

1. **Environmental Stewardship.** Integrate nature into the design and function of infrastructure and development in Town Center to protect Wilsonville’s natural resources.
2. **Harmonious Design.** Create urban design standards for pedestrian-oriented building and street design and a variety of quality building types and land uses.
3. **Mixed Uses.** Development 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.
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.
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.
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.

### ASSETS

Town Center enjoys:

- A variety of services and civic uses
- Great public art and entertainment
- Proximity to neighborhoods
- Plenty of parking (identified as both an asset and a constraint)
- Good transit access and jobs nearby

### CONSTRAINTS

Town Center has:



# WILSONVILLE TOWN CENTER PLAN

- Limited lighting and crosswalks (not pedestrian-friendly)
- Too many parking lots, which are tough to navigate by foot
- Too much traffic
- A lack of cohesion and connectivity
- Too few gathering spaces
- Limited variety of stores and restaurants
- Low visibility for existing businesses
- Limited connections across I-5
- Limited transit frequency

## OPPORTUNITIES

The Future Town Center should:

- Be a focal point of the community
- Include gathering spaces
- Offer pedestrian and bicycle connectivity
- Have centralized parking
- Be visible from I-5
- Include a mix of uses, including small-scale, local retail and restaurants and higher density housing
- Have opportunities for more entertainment and nightlife

## NEXT STEPS

In Phase Two of the Town Center planning process, guided by the community input, the Project Team will create design alternatives for Town Center and seek input from the community on the future look and feel of Town Center. The alternatives will offer several different approaches to achieving the vision for the future of Town Center. These alternatives will be shared with community members and stakeholders for feedback. A preferred alternative will be created that responds to the community's input.

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## Happy Hour with Bob Gibbs (February 7, 2017)

- Invitation
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## Community Kickoff Event

- Agenda
- Community Kick-Off Event Powerpoint Presentation
- Community Kick-Off Event Meeting Summary
- Promotional Materials

## Mapita Online Survey

- Mapita Results Summary
- Promotional Materials

## Stakeholder Meetings

- Mayor Tim Knapp (February 7, 2017)
- Susan Meyers (February 7, 2017)
- Fred Bruning (March 22, 2017)
- Fry's (April 13 and May 24, 2017)
- Holiday Inn (April 20, 2017)
- ROIC (April 20, 2017)
- Kaiser Permanente (May 9, 2017)
- Small Town Center businesses (May 9, 2017)

- Regal Theater (May 12 and August 1, 2017)
- Clackamas Community College (May 18, 2017)

## Technical Partners

- Roster
- Meeting 1 (April 25, 2017)
  - Agenda
  - Meeting summary
  - Discussion notes

## City Engagement

- City Council Meeting with Bob Gibbs (February 7, 2017)
- Wilsonville Planning Commission Meeting (February 6, 2017)
- Joint Planning Commission and City Council Meeting (May 15, 2017)

## Community Events & Out-and-Abouts

- “Get Involved” Materials
- Citizens Academy (February 16, 2017)
- Community Center Senior Lunch (February 17, March 28, April 28, and May 26, 2017)
- Oregon Institute of Technology (April 4, 2017)
- Charbonneau HOA meeting project presentation (April 24, 2017)
- Art Tech Outreach (April 25, 2017)
- Wilsonville Chamber of Commerce Morning Spark (May 3, 2017)
- Boeckman Creek PTA Meeting (May 10, 2017)
- Wilsonville High Boosters Club Meeting (May 10, 2017)
- Lowrie Primary Enrichment Classes (May 18 and 25, 2017)
- Autumn Park Apartments Focus Group (May 24, 2017)
- Lowrie Primary PTA Meeting (May 25, 2017)
- Wilsonville High School Group (May 26, 2017)
- Rotary Lunch project presentation (June 8, 2017)

## Question of the Month

- February: What is most important to you?
- March: What keeps you from spending more time in Town?
- April: What type of restaurants would add the variety you desire in Town Center?
- May: What type of stores do you feel would be good additions to the Wilsonville Town Center?
- June: What type of community services would you like to see more of in Town Center?

## On-going Communication

- Website
- SMART bus channel cards
- Idea Centers: Library, Parks and Wilsonville Community Sharing displays with monthly question
- Press releases
- Boones Ferry Messenger Articles
- Town Center Business newsletter and materials
- School bulletin boards
- Social media
- Citizen Comments



# Project Task Force



## WILSONVILLE TOWN CENTER PLAN

### Task Force Roster

1. Marie Alaniz
2. Hilly Alexander
3. Ben Altman
4. Kyle Bunch
5. Terrence Clark
6. Paul Diller
7. Jon Dunn
8. Doris Dunn
9. Bruce Eicher
10. Kevin Ferrasci O'Malley
11. Darren Harmon
12. Ron Heberlein
13. Eric Hoem
14. Rosalind Hursh
15. Sara Jantze
16. Hank Jarboe
17. Kate Johnson
18. Sophia Lochner
19. Lori Loen Town
20. Susan Myers
21. Laura Phelps
22. Richard Spence
23. Shelly Tracy
24. Scott Vosburg
25. Doris Wehler



## **Task Force Named to Guide Wilsonville Town Center Plan**

WILSONVILLE, OR — The City of Wilsonville has named members of the public to serve on an advisory task force for the Wilsonville Town Center Plan. The 26-member task force is composed of a wide variety of local residents, business owners and stakeholders who are responsible for reviewing key information and ultimately providing recommendations to the Planning Commission and the City Council at key milestones of the Wilsonville Town Center Plan project.

Project Manager Miranda Bateschell, the City’s Long-Range Planning Manager, said, “I am very excited about the membership of the Wilsonville Town Center Plan Task Force. We have a good mix of residents, community-based organizations, and property and business owners, which represent a vast range of perspectives, experiences and even ages. We look forward to hearing all of their ideas and working with them to broaden our community outreach efforts.”

Task Force meetings are open to the public and to be held at Wilsonville City Hall. The date of the first task force meeting is yet to be determined, and likely scheduled for March shortly after the community kick-off event.

The City is hosting a public kick-off event for the Wilsonville Town Center Plan on Tuesday, Feb. 28, 5:30–8:00 p.m., at City Hall, 29799 SW Town Center Loop East, in Wilsonville. An informational presentation and activities begin at 6 p.m. and light refreshments are being provided.

The Wilsonville Town Center Plan Task Force, which plans to meet six times during the 18-month long planning process, includes:

- Chair Kristin Akervall, Wilsonville City Councilor as an ex-officio/non-voting member
- Vice Chair (alternate) Susie Stevens, Wilsonville City Councilor as an ex-officio/non-voting member
- Marie Alaniz, non-profit housing and resident services representative of Northwest Housing Alternatives

- Hilly Alexander, local library advocate and Wilsonville resident
- Ben Altman, former Planning Commission chair and past Chamber of Commerce president, professional planner and local resident
- Kyle Bunch, Town Center business owner of American Family Insurance and Wilsonville resident
- Terrence Clark, Town Center business owner of Wilsonville Dental Group
- Paul Diller, law professor and Wilsonville resident
- Jon Dunn, representative of the property-owner of the Shari's Café and Pies location
- Bruce Eicher, Town Center business owner of Wilsonville Diamond and Wilsonville resident
- Kevin Ferrasci O'Malley, CEO of the Wilsonville Area Chamber of Commerce
- Darren Harmon, Town Center business general manager of Wilsonville Family Fun Center and a member of the City's Tourism Promotion Committee
- Ron Heberlein, representative of Arbor Crossing Home Owners Association and Wilsonville resident
- Eric Hoem, a retired community college professor who lives in Wilsonville
- Rosiland Hursh, Town Center business owner of Eye to Eye Clinic
- Sara Jantze, local business representative of Owen Roe Winery and Wilsonville resident
- Hank Jarboe, Town Center business owner of Boston's Pub
- Kate Johnson, a local business owner, member of the City's Park and Recreation Advisory Board and Wilsonville-Metro Community Enhancement Committee and a Wilsonville resident
- Sophia Lochner, Wilsonville resident and Wilsonville High School student
- Lori Loen, representative of Landover Home Owners Association and a Wilsonville resident
- Kamran Mesbah, Wilsonville Planning Commission member and local resident
- Susan Myers, a commercial real-estate broker who developed the Town Center shopping center and nearby office building
- Richard (Dick) Spence, Wilsonville Community Sharing board member and a Wilsonville resident
- Shelly Tracy, Director of Clackamas Community College's Wilsonville campus
- Scott Vosburg, Town Center business owner of Wilsonville Lock and Security

- Doris Wehler, past president of the Wilsonville Area Chamber of Commerce and a local resident

The Wilsonville Town Center Plan seeks to provide a community-driven vision for the Town Center area and strategic actions that establish a clear path forward to advancing the vision. The plan is to guide future development in Town Center to create a cohesive, unified district that enhances existing assets in the area and sets the stage for new development and investment. Potential strategies include new projects, programs, partnerships, or policies that foster an attractive and accessible place for visitors and residents of all ages to shop, eat, live, work, learn and play within the Town Center area.

Wilsonville City Councilor Kristin Akervall and chair of the task force states, “We know from the City’s community surveys that Wilsonville residents desire to have a more identifiable downtown or main street to serve as a central gathering place for our community. This planning process aims to identify strategies to do just that.”

The planning area, which covers approximately 100 acres and encompasses the properties north of Wilsonville Road, within and adjacent to Town Center Loop, also includes a project team that is completing a technical analysis to evaluate the economic, transportation, stormwater and land-use conditions within the study area. Overall the plan is expected to be completed in early 2018 with the proposed adoption by the Wilsonville City Council. The project includes numerous community workshops and events that are to be held throughout the process.

Funding for the long-range planning process comes from a Metro Community Planning and Development Grant with matching funds from the City’s Urban Renewal Agency.

To sign up for project updates, be notified of upcoming events and to get more information visit [www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com) or contact Miranda Bateschell, Long-Range Planning Manager, at 503-570-1581, [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us).



# WILSONVILLE TOWN CENTER PLAN

## Task Force Meeting #1

March 14, 2017

Wilsonville City Hall: Willamette River I & II Conference Rooms

6:00 pm – 9:00 pm

### ANNOTATED AGENDA

6:00 pm – 6:30 pm	<b>Welcome and Agenda Overview</b> <ul style="list-style-type: none"><li>• Introductions</li><li>• Task Force Charter</li><li>• Roles</li></ul>
6:30 pm – 6:45 pm	<b>Community Event Debrief</b>
6:45 pm – 7:15 pm	<b>Existing Conditions and Opportunities and Constraints (Presentation with Q&amp;A)</b> <ul style="list-style-type: none"><li>• Summary of public input to-date</li><li>• Key issues</li><li>• What have we heard and what's missing? (Large group discussion)</li></ul>
	<i>Break into small groups (3)</i>
7:15 pm – 7:45 pm	<b>Preliminary Vision Elements</b> <ul style="list-style-type: none"><li>• Each Task Force member shares their vision</li><li>• Groups discuss draft vision elements that address sustainability, equity, livability</li></ul>
7:45 pm – 8:15 pm	<b>Preliminary Goals</b> <ul style="list-style-type: none"><li>• Groups discuss preliminary goals for the following key issue areas (based on what we've heard from the community) and any additional issue areas identified by Task Force members.<ul style="list-style-type: none"><li>○ Public Space</li><li>○ Transportation/Circulation</li><li>○ Economic Development</li></ul></li></ul>

	<ul style="list-style-type: none"><li>○ Physical form/function</li><li>○ Other</li></ul>
8:15 pm - 8:50 pm	Report back to large group
8:50 pm - 9:00 pm	Close & Next Steps



# WILSONVILLE TOWN CENTER PLAN

MEETING DATE: March 14

PUBLIC SIGN IN

**WELCOME! Please sign in.**

Name	Organization / Affiliation	In Attendance (initial)
Marie Alaniz	Town Center Task Force	MAA
Hilly Alexander	Town Center Task Force	HA
Ben Altman	Town Center Task Force	BA
Kyle Bunch	Town Center Task Force	KB
Terrence Clark	Town Center Task Force	TC
Paul Diller	Town Center Task Force	PD
Jon & Doris Dunn	Town Center Task Force	JD
Bruce Eicher	Town Center Task Force	BE
Kevin Ferrasci O'Malley	Town Center Task Force	KFO
Darren Harmon	Town Center Task Force	DH
Ron Heberlein	Town Center Task Force	RH
Eric Hoem	Town Center Task Force	EH
Rosalind Hursh	Town Center Task Force	RH
Sara Jantze	Town Center Task Force	SJ
Hank Jarboe	Town Center Task Force	HJ
Kate Johnson	Town Center Task Force	KJ
Sophia Lochner	Town Center Task Force	SL



# WILSONVILLE TOWN CENTER PLAN

MEETING DATE: March 14  
 PUBLIC SIGN IN

Name	Organization/ Affiliation	In Attendance (initial)
Lori Loen	Town Center Task Force	<i>LL</i>
Susan Myers	Town Center Task Force	<i>SM</i>
Laura Phelps	Town Center Task Force	
Richard Spence	Town Center Task Force	<i>RS</i>
Shelly Tracy	Town Center Task Force	<i>ST</i>
Scott Vosburg	Town Center Task Force	<b>HERE</b>
Doris Wehler	Town Center Task Force	<i>DW</i>
Kamran Mesbah	City of Wilsonville Planning Commissioner	<i>KM</i>
Kristin Akervall	City of Wilsonville City Councilor	<b>HERE</b>
Miranda Bateschell	City of Wilsonville Staff	<b>HERE</b>
Tami Bergeron	City of Wilsonville Staff	
Jennifer Scola	City of Wilsonville Staff	<b>HERE</b>
Chris Neamtzu	City of Wilsonville Staff	<b>HERE</b>
Jordan Vance	City of Wilsonville Staff	
Zach Weigel	City of Wilsonville Staff	<b>HERE</b>







# WILSONVILLE TOWN CENTER PLAN

## Taskforce Meeting #1: Meeting Summary

**Date:** March 14, 2017

**Time:** 6:00 pm -19:00 pm

**Location:** Wilsonville City Hall

### Overview

On March 14, 2017, 20 members of the Taskforce Committee for the City of Wilsonville’s Town Center Plan (Plan) gathered for their first meeting at Wilsonville City Hall. Participants represent a wide range of local interests and residents. The following is a summary of the meeting and feedback provided by members. Photographs of the notes taken during the small and large group activities are attached for reference.

The purpose of the meeting was to introduce the Taskforce Committee members to the project while collecting their feedback on vision and goal elements for the Plan.

The meeting began at 6:00 when Alex Dupey of MIG, Inc. convened the meeting and then turned the floor over to Councilor Akervall, Taskforce Committee Chair, who welcomed everyone and led introductions for each Taskforce member. Councilor Akervall then turned it back to Alex, who stepped through the meeting packet, including the agenda and public engagement and communications plan. Alex also reviewed the Taskforce charter, describing the major elements and meeting rules. Alex asked if there were any concerns about the charter; there were none identified by Taskforce members.

Miranda Bateschell, the City’s project manager, presented the major project components and schedule for the Town Center Plan. Alex then provided, in a PowerPoint presentation, a summary of the public kickoff event and an overview of the draft Existing Conditions and Opportunities and Constraints report. Participants discussed key issues before breaking into smaller groups to consider project vision and goals.

The Taskforce was broken into three small groups that were asked to help refine the public input gathered during the public kickoff event held on February 28, 2017. The intended outcome of this exercise was to identify Town Center vision elements and potential goals for the project. Each small group was given a series of statements developed from the public kickoff that could be ranked by importance and modified, as necessary, to meet the group’s needs. Many of the vision statements not included in the recommended vision elements were identified as goals later in the evening.

The discussion was organized around the following topics areas:

- Big Picture
- Public Space
- Transportation/Circulation
- Economic Development
- Physical Form/Function


Major discussion points during the reporting session included the following, which are also identified on the wallgraphic attached at the end the meeting summary. Input received will also form the basis for the draft vision and goals for the project, to be developed in a later task:

- **Town Center is primed for development.** Although improvements and changes are needed, Town Center already has many elements that make it attractive and the potential to become a retail, dining and entertainment destination. Residential development can transform the area into a vibrant, accessible, mixed-use neighborhood where residents visit, live and work.
- **Town Center is a community hub.** Rather than *the* heart of Wilsonville, Town Center is perceived as being *in* the heart of Wilsonville. The freeway creates some challenges to this concept by bisecting the city, but the Taskforce sentiment was that Town Center should be a hub people are attracted to.
- **Building heights are an important design element.** Many participants expressed discomfort and sometimes outright rejection of taller buildings, but generally agreed that two-to-five story structures are desirable. Development of taller buildings, even as tall as seven or 10 stories, was seen as most appropriate along the freeway corridor.
- **Town Center Park is a major asset.** Participants identified the park as a place for families and people of all ages to gather and enjoy the outdoors. Improved connections to the park, as well as park activation through programming and events, were frequently identified as desirable.
- **Local businesses are a priority.** Although participants generally appreciate the presence of national chains, many emphasized their desire for a Town Center that accommodates locally-oriented businesses. This was especially true for those related to dining, with one participant noting Wilsonville's inability to capitalize on its proximity to "one of the top food cities in the country."
- **Better connections are needed.** With limited street access points, lengthy transit headways and limited infrastructure for pedestrians and cyclists, access to Town Center can be complicated. Improvements to these features, along with commercial and recreational development, can help activate Town Center. Internal connectivity was also noted as important.
- **Town Center should reflect Wilsonville.** Participants were interested in harmonious design that creates a timeless aesthetic that is uniquely Wilsonville. Town Center should be a place that brings together residents of all ages and backgrounds.

Following the small group reports., Alex summarized the discussion and confirmed the results. Alex and Miranda then discussed the next steps of the project, which will include a draft vision and goals memorandum to be refined at the next Taskforce meeting, as well as a Joint Planning Commission and City Council work session on May 15, 2017. Following this, Alex and Miranda thanked everyone and closed the meeting at 9:00pm.

# Table 1 Flip Charts

#1



## WILSONVILLE TOWN CENTER PLAN

Big Picture all should be part of T.C.  
Future town center...

<b>4</b>	Is the heart of Wilsonville. <i>*(vision)</i>
<i>ex: bridgeport</i>	<i>includes arts/culture/entertainment/shopping</i>
<del>1</del>	<del>THE MAIN</del> Is one of several Wilsonville hubs
<b>1</b>	Includes a mix of uses where people can both live and work in TC.
<b>2</b>	Is a regional destination.
<b>2B</b>	Is a <u>walkable</u> district and inviting to people with range of incomes. <i>*(vision)</i>
<b>3</b>	Is a <u>walkable</u> district and inviting to people of all ages and abilities. <i>*(vision)</i>
<b>4</b>	Includes entertainment, arts and culture.
<del>1</del>	Has a vibrant night life.

*\* weather friendly (year round) + visibility* } *combine*

Goal: walkable/heart of city



# WILSONVILLE TOWN CENTER PLAN

## Public Space

Future town center includes...

\*5 Parks and public spaces that people of all ages can enjoy. (vision)  
 Pedestrian facilities — logical locations

1 Small pocket parks and plazas for sitting and dining.

\*7 Public spaces that are activated and lively. (vision)  
 Skateboard park? — in good location \*city  
 stage/theater? — facilities to host wifi  
 encourage developers to include interesting small venues

2 Public spaces that are scenic and quiet.

Ø Public spaces that have more programmed activities.

Goal: lively, engaging, gathering space



# WILSONVILLE TOWN CENTER PLAN

## Transportation/Circulation

Future town center includes...

*4	Easy access for bicyclists and pedestrians. (vision)
	not well lit / blind spots IMPROVE ↑ safety / connectivity
Ø	Parking in front of each business.
*5	Shared and clustered parking in specific areas with pedestrian connections. (vision)
	Parking Standards (min. & max.) tuck under parking
2	Connection to adjacent areas of Wilsonville with bicycle and pedestrian facilities.
2	Internal connectivity with wide sidewalks and on-street parking.
3	Increased WES / Transit Service.
1	Cohesive signs and placards to direct visitors in and through TC destinations.

Goal: improved access/connectivity  
& parking standards



# WILSONVILLE TOWN CENTER PLAN

## Economic Development

Future town center includes...

- |  |  |
|--|--|
| 6/7                                      | A hub of local businesses, including restaurants and small shops. <del>*(vision)</del>                       |
| <b>Outreach to area</b>                  |  |
| 2  | A mix of large format retail and small businesses.   |
| 3  | Office style development.  |
| 5  | Amenities and hospitality/attractions for tourists and visitors from around the region. <del>*(vision)</del> |
| <b>restaurants<br/>hotel<br/>medical</b> |  |

goal: gain amenities & businesses  
(new) in area



# WILSONVILLE TOWN CENTER PLAN

Physical Form/Function

Future town center includes...

OR 7?

*7	A mix of buildings ranging from 2-5 stories with various uses. (vision)
/	A similar look as it is today (mostly single story with a few 2-3 story buildings).
2	OR high end multi-story housing? A range of housing types such as townhomes, apartments, rowhouses.
3	harmonious design that Green infrastructure and protects natural resources.
3	consistent design features/architectural standards that create a cohesive design.

Combine (vision)

Harmonious

GOAL

goal: harmonious design that protects natural resources.




# VISIONS:

#1

- fun/exciting \*\*
- walkable/entertaining
- for all \*\* (including seniors)
- heart of area \*\*
- vibrant \*
- mix-use \*
- multi-story
- safe
- inclusive
- regional destination \*
- family focused \*
- gathering place
- live, work, play
- center for engagement
- civic uses

# Table 2 Flip Charts

#2



## WILSONVILLE TOWN CENTER PLAN

6 Big Picture  
Future town center...  $4+4=3$

3	Is the heart of Wilsonville.	VISION
<del>0</del>	Is one of several Wilsonville hubs.	
1	Includes a mix of uses where people can both live and work in TC.	
<del>0</del>	Is a regional destination.	
<del>0</del>	Is a walkable district and inviting to people with range of incomes.	<i>↳ NOT high end shopping only</i>
* 4	Is a walkable district and inviting to people of all ages and abilities.	Goals
↕	<i>These can make it the heart of the city.</i>	
* 4	Includes entertainment, arts and culture.	Goals
<del>0</del>	Has a vibrant night life.	<i>Activate the whole day.</i>



# WILSONVILLE TOWN CENTER PLAN

## Public Space

Future town center includes...

6	Parks and public spaces that people of all ages can enjoy. <i>VISION</i>
7	<i>Green Pathways to center park hub</i> <i>- Covered stage?</i> <i>- Events</i> <i>- Arts</i> <i>- Activities</i> <i>- Farmer market</i>
5	Small pocket parks and plazas for sitting and dining. <i>GOALS</i>
1	<i>- Places to stop</i> <i>- Activate the corridors</i> <i>- Balance small/large spaces</i>
1	Public spaces that are activated and lively.
<del>1</del>	Public spaces that are scenic and quiet.
<del>1</del>	Public spaces that have more programmed activities.



# WILSONVILLE TOWN CENTER PLAN

## Transportation/Circulation

*VISION = access + connectivity*

Future town center includes...

<b>4</b>	Easy access for bicyclists and pedestrians. <i>("internal connectivity")</i> <i>goals</i> <i>- Incorporates green space/corridors</i> <i>- Bike rentals.</i>
<b>Ø</b>	Parking in front of each business.
<b>4</b>	Shared and clustered parking in specific areas with pedestrian connections. <i>goals</i> <i>- More parking/closer parking for certain uses (grocery, etc)</i> <i>- Not everyone needs a lot of parking</i>
<b>Ø</b>	Connection to adjacent areas of Wilsonville with bicycle and pedestrian facilities.
<b>1</b>	Internal connectivity with wide sidewalks and on-street parking.
<b>2</b>	Increased WES / Transit Service. <i>goals</i> <i>- Alternatives: golf cart rentals, shuttles</i>
<b>1</b>	Cohesive signs and placards to direct visitors in and through TC destinations. <i>goals</i> <i>critical but not a vision element.</i>



# WILSONVILLE TOWN CENTER PLAN

## Economic Development

Future town center includes...

<b>5</b>	A hub of <sup>many</sup> local businesses, including restaurants and small shops. <i>goals</i>
<i>vision</i>	<ul style="list-style-type: none"><li>- Flexible food options</li><li>- Emphasis on local (food destination)</li><li>- Show them this is 'the place'</li><li>- Build at stronger clusters first</li></ul>
<b>2</b>	A mix of large format retail and small businesses. <i>goals</i>
<b>1</b>	Office style development.
<b>2</b>	Amenities and hospitality/attractions for tourists, <sup>and residents</sup> and visitors from around the region.
	- Entertainment



## WILSONVILLE TOWN CENTER PLAN

### 6 Physical Form/Function

Future town center includes...

4	A mix of buildings ranging from 1-5 stories with various uses, including <i>90's/15</i>
	<i>- Location matters</i> <i>- Increase density</i>
2	A similar look as it is today (mostly single story with a few 2-3 story buildings).
2	A range of housing types such as townhomes, apartments, rowhouses. <i>- People with different needs.</i>
3	Green infrastructure and protects natural resources. <i>- Critical, expected, not necessarily a vision element</i>
1	Consistent design features/architectural standards that create a cohesive design.


# VISION

#2

- Walkable
- Things to do
- Place to spend day
  - ↳ Destination
- Lower level parking to reduce footprint
  - ↳ Not too tall.
- Better design
- Inviting
- Re-orient to center

# Table 3 Flip Charts

#3



## WILSONVILLE TOWN CENTER PLAN

Big Picture

Future town center...

6	Is the heart of Wilsonville.
<i>I-5 is a challenge to this</i>	
<del>Is one of several Wilsonville hubs.</del>	
<i>disagree strongly } want one place to do many things already have</i>	
5	Includes a mix of uses where people can both live and work in TC.
2	Is a regional destination.
1	Is a walkable district and inviting to people with range of incomes.
5	Is a walkable district and inviting to people of all ages and abilities.
1	Includes entertainment, arts and culture.
<i>goals that make it the PoW</i>	
<del>Has a vibrant night life.</del>	





# WILSONVILLE TOWN CENTER PLAN

## Public Space

Future town center includes...

*throughout the TC*  
*several parks and plazas*

6 Parks and public spaces that people of all ages can enjoy.

5 Small pocket parks and plazas for sitting and dining.

*people don't want to walk too far.*

6 Public spaces (that are activated and lively.)

1 Public spaces that are scenic and quiet.

1 Public spaces that have more programmed activities.

*goal*



# WILSONVILLE TOWN CENTER PLAN

## Transportation/Circulation

Future town center includes...

- ✓ 4 Easy access for bicyclists and pedestrians.  
*part of access is signage*
- 1 Parking in front of each business.  
*another strongly disagree*
- ✓ 8 Shared and clustered parking in specific areas with pedestrian connections.  
*location will be important (parks, activities)*
- 2 Connection to adjacent areas of Wilsonville with bicycle and pedestrian facilities.
- ~~Internal connectivity with wide sidewalks and on-street parking.~~  
*included in other points*
- ~~Increased WES / Transit Service.~~
- 3 Cohesive signs and placards to direct visitors in and through TC destinations.  
*goal? also achieves identity  
Hard to find things*



# WILSONVILLE TOWN CENTER PLAN

## Economic Development

Future town center includes...

<del>8</del>	A hub of local businesses, including restaurants and small shops.
If you do this right, # 4 happens	
2	A mix of large format retail and small businesses.
<del>Office style development.</del> MIX OF RETAIL + APTS	
4	Amenities and hospitality/attractions for tourists and visitors from around the region.



# WILSONVILLE TOWN CENTER PLAN

## Physical Form/Function

Future town center includes...

✓ 4	A mix of buildings ranging from 2-5 stories with various uses.
more than today.	one disagreed w/ this : no more than two? ↓
2	A similar look as it is today (mostly single story with a few 2-3 story buildings).
	disagree : not efficient, future constraints
2	A range of housing types such as townhomes, apartments, rowhouses.
✓ 1	mixed use housing (live-work) own, <del>live</del> above help get to #1 (vision element)
2	Green infrastructure and protects natural resources. <u>goal</u>
	ecological solar
✓ 8	Consistent design features/architectural standards that create a cohesive design.
	+ unique to Wilsonville + timeless

# VISION

#3

Accessible<sup>+</sup>

all ages

Attractive<sup>++</sup>

all cultures

Entertaining<sup>+</sup>

retail diversity  
(small + chain)

Connected/cohesive<sup>+++</sup>

hang out<sup>+</sup>  
gather<sup>+</sup>

Clean + green

Family + Friends

unique identity

Eat<sup>+</sup>

year-round<sup>+</sup>

Learn

live

"get<sup>social</sup> connected"<sup>+</sup>

Shop<sup>++</sup>

Econ.viable

visit<sup>+</sup>

Walkable

all days

# Large Group Wallgraphic

WILSONVILLE TOWN CENTER COM

WILSONVILLE 3/14/2017  
TOWN CTR. TASK FORCE #1

**AGENDA:**

- IMPRESSIONS
- CHARTER PROCESS
- KICKOFF BRIEF
- GOING CONDITIONS
- PRELIMINARY VISION (GOAL)
- REPORT BACK
- NEXT

**PROBLEMS TO SOLVE:**

- PUBLIC KICKOFF - POSITIVE DEBRIEF
- EXCITED
- LOT OF OPINIONS - VIDEO
- MORE KIDS !!
- ART GALLERY
- DIRECTIONAL ORGAN?
- NEED VISIBILITY !!
- CHAIRS - ORANGE
- ART COMPLEX OUTREACH
- LIBRARY/RECREATIVE
- CAPITAL BUDGET/CLUBS
- CHURCHES

**TRANSITION:**

- TRANSITIONALS
- ASK TOWN FOR
- PROPOSALS

**A NEW VISION**

**GOALS**

- ALLIABLE
- ALL LEVELS
- ENTERTAINMENT
- ACCOMMODATION
- PARKING
- TRANSIT ACCESS
- LOCAL BUSINESS PARTICIPANTS
- LOCAL APPLICATIONS - PROGRAMMING
- ENTERTAINMENT NIGHTLIFE
- LOCAL PLACES
- TRAILS THROUGH PLACES - SIGNS
- LIGHTING
- DESTINATION FOR SERVICES
- CONSISTENCY



# WILSONVILLE TOWN CENTER PLAN

## Task Force Meeting #2

April 19, 2017

6:00 pm – 8:00 pm

### AGENDA

6:00 pm - 6:10 pm	Welcome and Agenda Overview (MIG)
6:10 pm - 6:25 pm	Existing Conditions (MIG)
6:25 pm - 6:45 pm	Public Input (MIG)
6:45 pm - 7:45 pm	Confirm Vision, Goals and Objectives Large group discussion
7:50 pm - 8:00 pm	Close & Next Steps



# WILSONVILLE TOWN CENTER PLAN

MEETING DATE: April 19, 2017

PUBLIC SIGN IN

**WELCOME! Please sign in.**

Name	Organization / Affiliation	In Attendance (initial)
Marie Alaniz	Town Center Task Force	[Redacted]
Hilly Alexander	Town Center Task Force	HA
Ben Altman	Town Center Task Force	BA
Kyle Bunch	Town Center Task Force	KB
Terrence Clark	Town Center Task Force	TC
Paul Diller	Town Center Task Force	Pure Diller
Jen & Doris Dunn	Town Center Task Force	N/A
Bruce Eicher	Town Center Task Force	BE
Kevin Ferrasci O'Malley	Town Center Task Force	KFO
Darren Harmon	Town Center Task Force	CH
Ron Heberlein	Town Center Task Force	RH
Eric Hoem	Town Center Task Force	EH
Rosalind Hursh	Town Center Task Force	RH
Sara Jantze	Town Center Task Force	[Redacted]
Hank Jarboe	Town Center Task Force	[Redacted]
Kate Johnson	Town Center Task Force	Kate Johnson
Sophia Lochner	Town Center Task Force	SL





# WILSONVILLE TOWN CENTER PLAN

MEETING DATE: April 19, 2017

PUBLIC SIGN IN

Name	Organization / Affiliation	In Attendance (initial)
Lori Loen	Town Center Task Force	LL
Susan Myers	Town Center Task Force	SM
Laura Phelps	Town Center Task Force	[Redacted]
Richard Spence	Town Center Task Force	RS
Shelly Tracy	Town Center Task Force	ST
Scott Vosburg	Town Center Task Force	[Redacted]
Doris Wehler	Town Center Task Force	DW
Kamran Mesbah	City of Wilsonville Planning Commissioner	KM
Kristin Akervall	City of Wilsonville City Councilor	KA
Miranda Bateschell	City of Wilsonville Staff	MB
Tami Bergeron	City of Wilsonville Staff	TB
Jennifer Scola	City of Wilsonville Staff	JS
Chris Neamtzu	City of Wilsonville Staff	CN
Jordan Vance	City of Wilsonville Staff	JV
Zach Weigel	City of Wilsonville Staff	ZW



# WILSONVILLE TOWN CENTER PLAN

MEETING DATE: April 19, 2017

PUBLIC SIGN IN

Name	Email/Address	Check if you would like to receive project updates
Doris Welter	d.welter@gmail.com TF Member	<input type="checkbox"/>
Kinca Shepa		<input type="checkbox"/>
Jerry Greenfield		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
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		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>



# WILSONVILLE TOWN CENTER PLAN

## Taskforce Meeting #2: Meeting Summary

**Date:** April 19, 2017

**Time:** 6:00 pm -8:00 pm

**Location:** Wilsonville City Hall

### Overview

On April 19, 2017, 20 members of the Taskforce Committee (including one Planning Commission and one City Council representative) and six City and consultant staff gathered for their second meeting at Wilsonville City Hall to discuss the draft Vision and goals for the Wilsonville Town Center Plan. This meeting continued the discussion of Task Force meeting #1, where Task Force members prioritized and identified potential vision elements and supporting goals. This meeting focused on reviewing and refining the preliminary Town Center vision and goals developed with the input from the first meeting.

### Meeting Summary

The meeting began at 6:00pm when Alex Dupey of MIG, Inc. convened the meeting and then turned the floor over to Councilor Akervall, Taskforce Committee Chair, who welcomed everyone and led introductions for each Taskforce member. Councilor Akervall reminded the Task Force members of the Project Charter that was reviewed and agreed upon in Meeting #1. She then turned it back to Alex, who stepped through the agenda for the evening.

Alex directed the Task Force to the meeting packet, specifically the meeting summary from Meeting #1. He asked if there were any questions, comments or requested changes. There were no comments on the summary; Alex requested that if there were any comments upon further review to let Miranda know.

Miranda Bateschell, the City's project manager, discussed the comments on the Existing Conditions Report. The Task Force comments will be incorporated into the revised report that will be presented to the Planning Commission and City Council in mid-May.

Miranda also asked Task Force members to fill in the survey provided that identifies any material they would like to distribute. This information will help the City provide what you need to publicize the project and events.

Alex then presented on the findings of the monthly Question of the Month and the preliminary results of the online survey. MIG is currently analyzing the results and will develop a brief memo documenting the analysis.

Using the results from Meeting #1 and the preliminary online survey findings as a basis for the discussion, the Task Force reviewed the vision and project goals. Discussion highlights were

captured on the wallgraphic (attached). The Task Force spent much of time discussing the vision statement to make sure it accurately reflected the results of the Meeting #1 discussion. Key elements of the discussion included:

- Should there be a regional focus or locally oriented? Can it be both?
- Need to identify civic spaces, parks and public spaces.
- Remove “year around.” It should be part of a goal, not the vision.
- The vision should incorporate community building and fostering connections between people.
- It should be a hub, accessible, engaging and vibrant.

The Task Force then focused on the preliminary goals for the project and the discussion of what each goal should include.

### **Goal #1 Harmonious Design**

- What is “Wilsonville Unique?” That needs to be better defined.
- Need some consistency in Town Center but not uniform standards. Want to see a variety designs.

### **Goal 2: Safe Access and Connectivity**

- Add regional connections to the goal.

### **Goal 3: Community Gathering Places**

- Goal should include providing a variety of diverse and inclusive spaces.
- Needs to bring community members together.

### **Goal 4: Mixed Uses**

- Needs to include shopping, dining, entertainment and professional services.
- Density is needed.

### **Goal 5: Ecologically Sensitive**

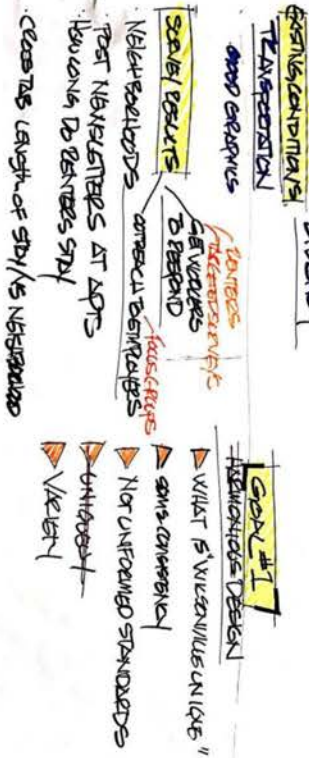
- This should be focused on a broader context than just Town Center. Probably should be “Wilsonville.”

After the Task Force completed revisions to the vision and goals, Alex summarized the discussion and confirmed the results. Alex and Miranda then discussed the next steps of the project, which will include revisions to the draft vision and goals memorandum from the input gathered, and review by the Town Center Technical Partner Group to further refine the vision and goals. The draft vision and goals will be reviewed at the Joint Planning Commission and City Council work session on May 15, 2017. Following this, Alex and Miranda thanked everyone and closed the meeting at 8:00pm.

4/19/2021 TRK FORUM #2

- WTRG SUMMARY
- EXISTING CONDITIONS → TO RECL 5/15
- PUBLIC INPUT TO DATE
- VISUAL SCENARIOS/ISSUES

▷ REORDER BOARD AT LIBRARY



WILSONVILLE TOWN CENTER VISUAL  
 "A HUB IN THE HEART"  
 "ACTIVATED", PARKS, ACTIVITIES

- HAS
- ACCESSIBLE
- BIKING
- WALKING
- REGIONAL?
- UNIQUE + LOCAL PARKS, PUBLIC SPACES
- CIVIC SPACES (AND)
- LOCALLY ORIENTED
- YEAR ROUND
- COMMUNITY BUILDING CONNECTIONS

- GOAL #1
- ▷ WHAT IS "WILSONVILLE DESIGN"
- ▷ SOME COMMUNITY
- ▷ NOT UNFORMED STANDARDS
- ▷ VARIETY

- GOAL #4 - MIXED-USES
- ▷ SHOPPING, DINING, ENTERTAINMENT
- ▷ SERVICES (PROFESSIONAL)
- ▷ TRANSIT

- GOAL #5 SUSTAINABLE
- ▷ PROADER CONTEXT
- ▷ ROADS → "WILSONVILLE"

- GOAL #2
- ▷ ACCESS TO COMMUNITY
- ▷ ADD RESIDENT
- GOAL #3
- ▷ COMMUNITY ENGAGEMENT
- ▷ DIVERSE + INCLUSIVE SPACES
- ▷ BRING COMMUNITY MEMBERS



# Happy Hour with Bob Gibbs

# JOIN US FOR HAPPY HOUR TO TALK ABOUT THE FUTURE OF WILSONVILLE TOWN CENTER



The City of Wilsonville, in partnership with the community, is launching a planning project to develop a new vision for Wilsonville Town Center. The City is working with a team of consultants, specializing in urban design, economic strategies, and transportation, to lead the community in developing the Town Center Plan. **On February 7, join us for happy hour with Bob Gibbs**, a member of the consultant team and a nationally renowned expert in retail strategies.

**FEBRUARY 7, 2017**

**4 pm - 6 pm**

**McMenamins Old Church  
30340 SW Boones Ferry Rd**

Presentation begins at 4:15 followed by Q & A, networking, and mingling. Appetizers will be provided.

Please be sure to R.S.V.P. for this event at <http://bit.ly/WilsonvilleTownCenterBobGibbs>

Hosted by:

**WILSONVILLE**

AREA CHAMBER OF COMMERCE  
*of Central, Metro, Deschutes & Sherman*



&

**WILSONVILLE**  
OREGON

## ▼ A bit about Bob

For the past 25 years, Bob Gibbs has been active in developing innovative yet practical methods for applying modern trends in commercial development. He has worked in more than 400 town centers and historic cities in the U.S. and abroad. He pioneered the implementation of the New Urbanism Traditional Town Planning and Smart Growth.

He has been profiled in The New York Times, The Wall Street Journal and Urban Land Magazine. He is the author of "Principles of Urban Retail Planning and Development" and the "SmartCode Retail Module," and has contributed articles to numerous books and publications. For the past 20 years, he has taught Urban Retail Planning in the Executive Education Program at the Harvard Graduate School of Design. In 2012, Gibbs was honored by the Clinton Presidential Library for his contributions to urban planning and development.

Learn more about the project and opportunities to participate in the planning process: [wilsonvilletowncenter.com](http://wilsonvilletowncenter.com)

For more information, contact Miranda Bateschell, Long Range Planning Manager at 503-570-1581, [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us)

Happy Hour with Bob Gibbs co-hosted with the Chamber of Commerce  
February 17, 2017







# Community Kickoff Event



# WILSONVILLE TOWN CENTER PLAN

## Town Center Plan Community Kick-Off Event

February 28, 2017  
Wilsonville City Hall  
5:30 pm – 8:00 pm

### AGENDA

<b>5:30 – 6:00</b>	Open House
<b>6:00 – 6:15</b> (Council Chambers)	Welcome and Opening Remarks
<b>6:15- 6:45</b> (Council Chambers)	Presentation <ul style="list-style-type: none"><li>• <i>Town Center Today</i></li><li>• <i>What's next?</i></li></ul>
<b>6:45 – 7:35</b> (Willamette Room, 2nd Fl.)	Small Group Breakout Sessions: <i>What's your vision for Town Center?</i>
<b>7:35 – 7:50</b> (Council Chambers)	Small Group Report-Outs to Large Group
<b>7:50- 8:00</b>	Close & Next Steps



# **WILSONVILLE TOWN CENTER PLAN**

## COMMUNITY KICK-OFF EVENT

February 28, 2017

Meeting Summary

# What is the Town Center Plan?

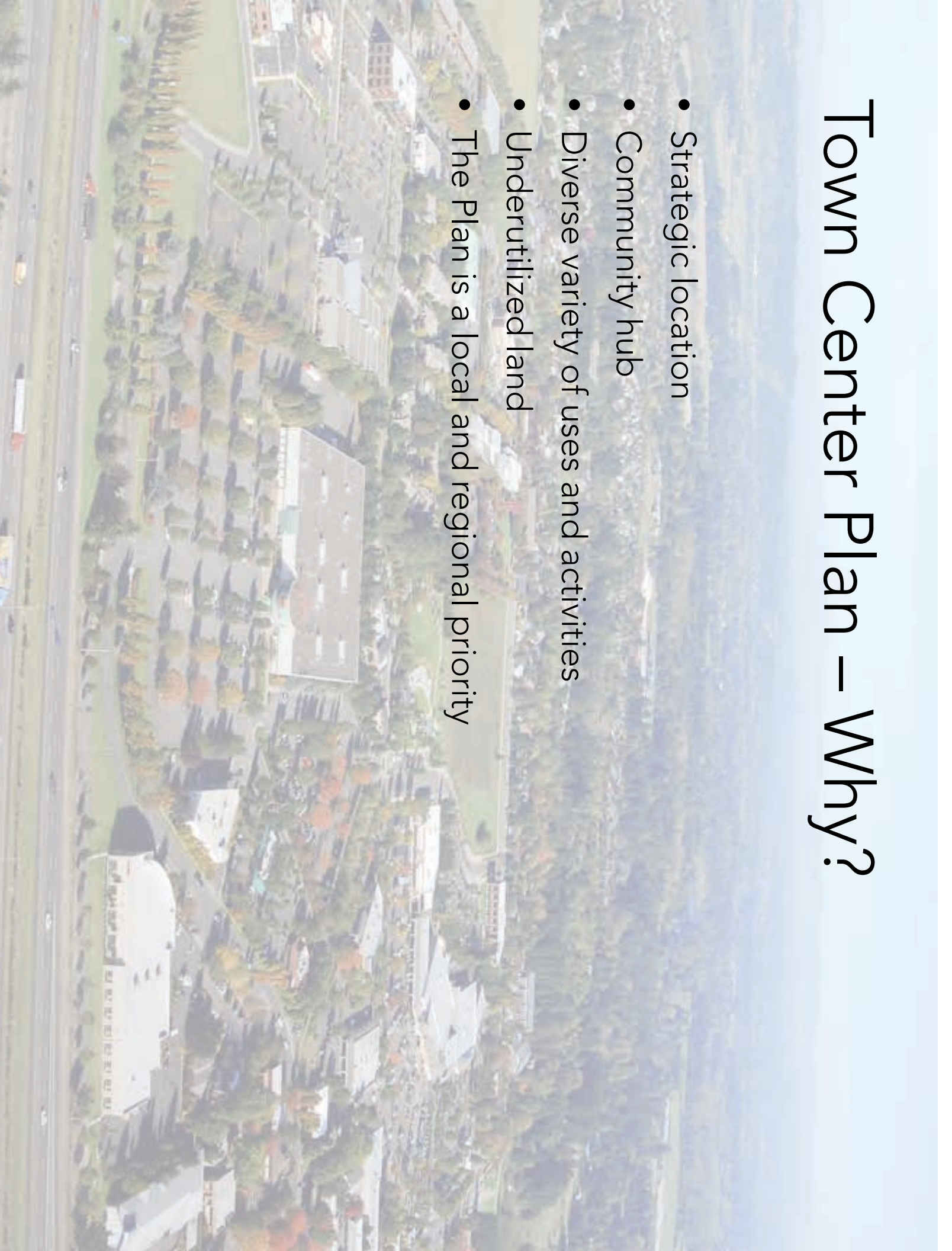
City Council has established the Town Center Plan as one of its priority goals. The Plan will:

- Provide a community-driven Vision for Town Center
- Recommend new projects, programs, partnerships, and policies to achieve the Vision
- Guide development in Town Center to create a cohesive, unified district

Town Center and neighboring areas are home to City Hall and other City offices, Town Center Park and Korea War Memorial, the Wilsonville Library, the Community Center/Senior Center, the post office, Clark Community College, and a diversity of businesses, services, and residences.

# Town Center Plan – Why?

- Strategic location
- Community hub
- Diverse variety of uses and activities
- Underutilized land
- The Plan is a local and regional priority



# Town Center Plan Schedule

## Winter 2017

- Existing Conditions
- Market Analysis
- Stakeholder Interviews
- Public Kickoff

## 2017

- Town Center Plan Goals
- Key Opportunities
- Town Center Alternatives
- Infrastructure and Transportation Analysis
- Urban Design and Land Use Plan
- Catalytic Sites and Priority Projects

## Spring 2018 THE PLAN

- Implementation Strategies
- Draft and Final Town Center Plan

Ongoing community participation including workshops, event and surveys, Task Force, Planning Commission and City Council engagement

# The public kickoff meeting...

- Had approximately 80 attendees
- Included statements from the Mayor about the importance of the project
- Included a brief presentation about the Town Center and development trends in cities happening across the country
- Engaged participants in small group exercises
- Identified vision elements, assets, opportunities and constraints for Town Center



# When meeting participants arrived, they...

- Signed in, grabbed some project information and food and talked with neighbors, business owners and employees, City and consultant team staff, and elected officials
- Found a place for their kids at the youth table
- Found Spanish translators if they needed one







Meeting participants were greeted at the sign-in table as they arrived.



Participants met with the project team, including Miranda Bateschell, City of Wilsonville's project manager (and the City's long-range planning manager).



Prior to the presentation, meeting participants mingled, read about the project and asked questions.



Meeting participants were asked to place stickers on where they live and the places they visit in Town Center.



# MY FUTURE TOWN CENTER IS...

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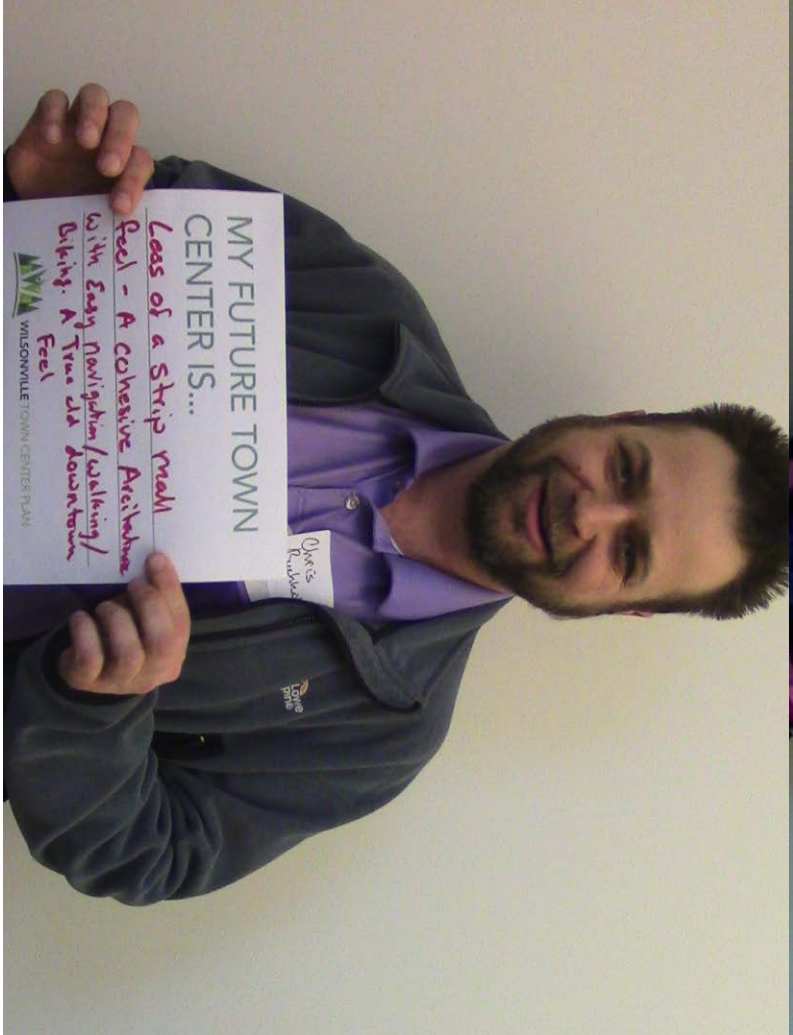
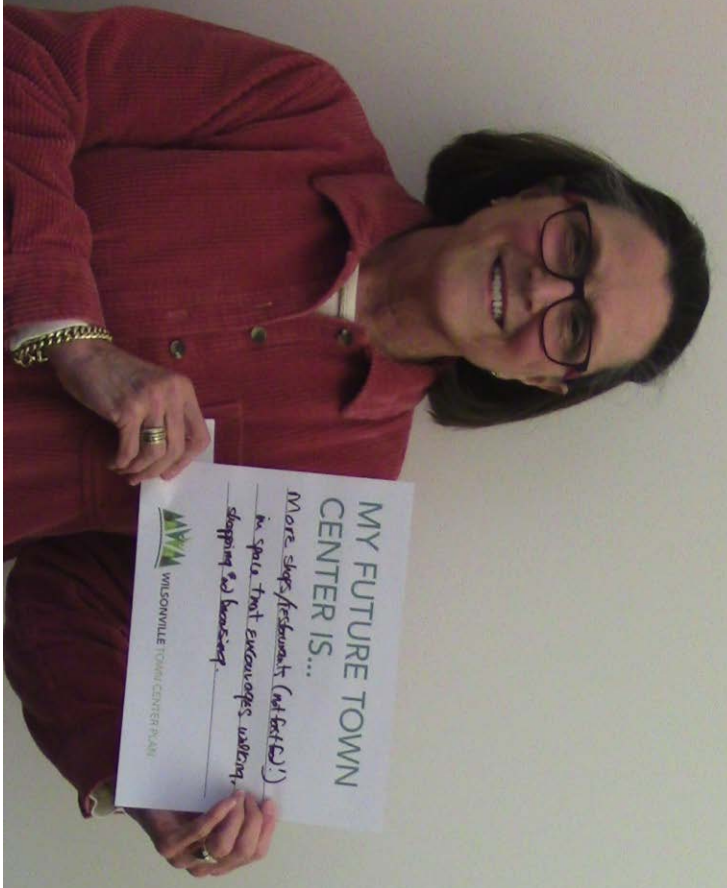
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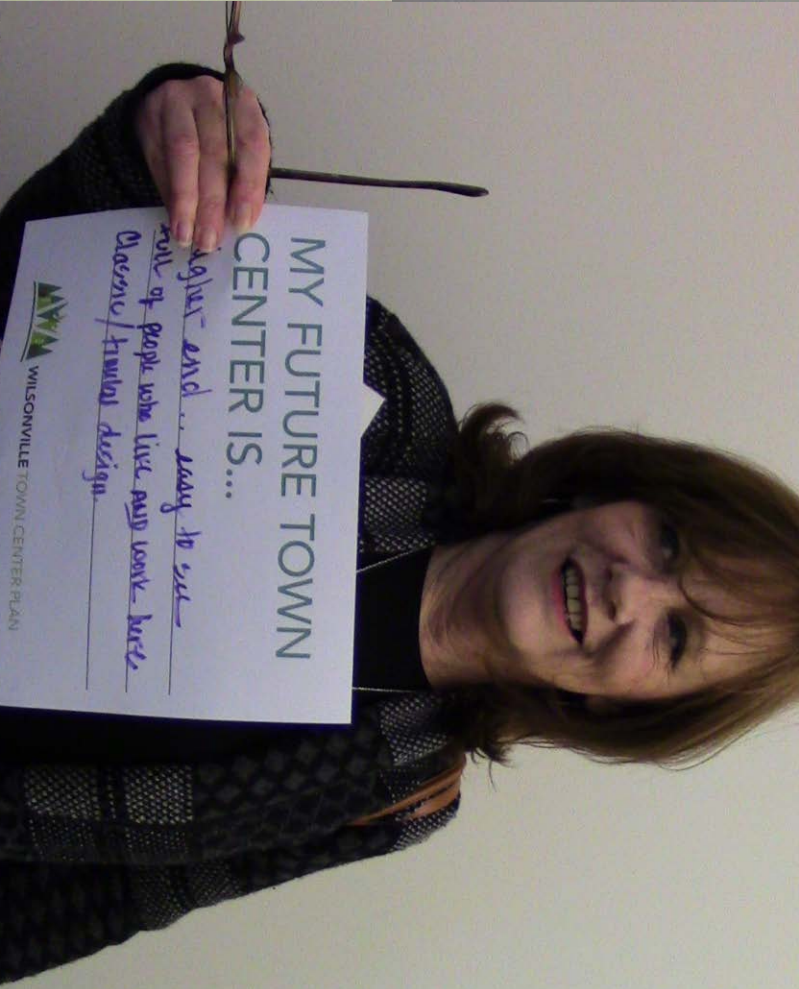
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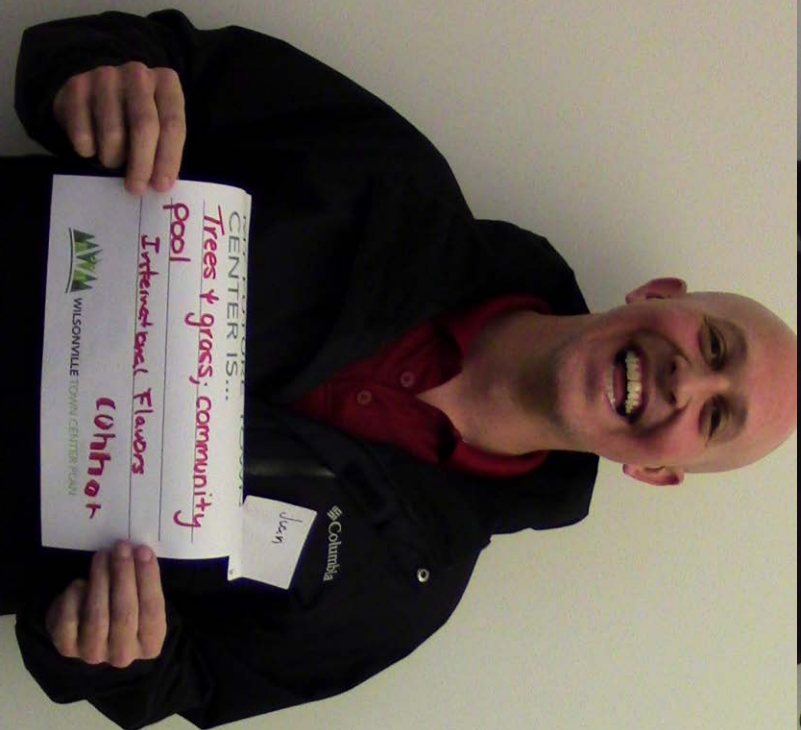
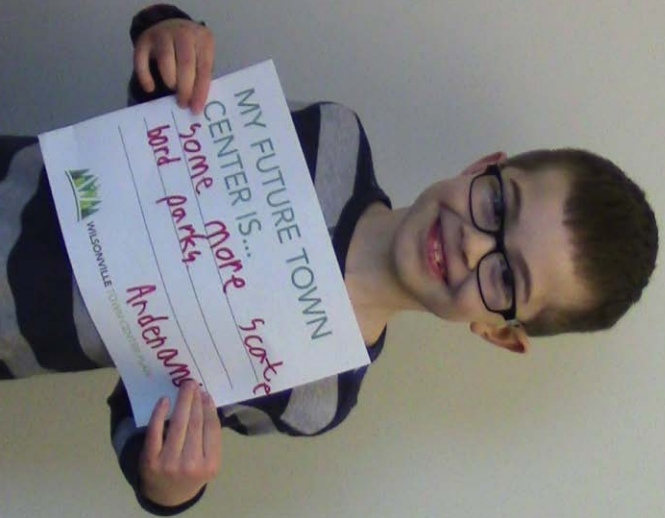
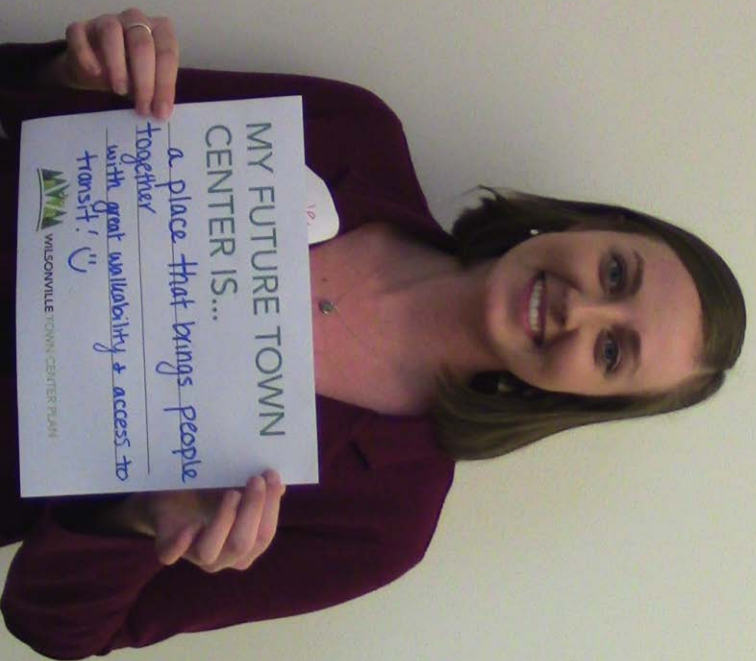
**WILSONVILLE TOWN CENTER PLAN**

Prior to the presentation and group activities, meeting participants could write what they want for the future of Town Center. The following images show those results.











Mayor Tim Knapp welcomed the meeting participants and thanked them for their time. He's excited about the process and looks forward to seeing the results.



Chris Beynon, Principal in Charge from MIG, presented on the existing conditions and the urban landscape trends happening in downtowns and town centers across the country.

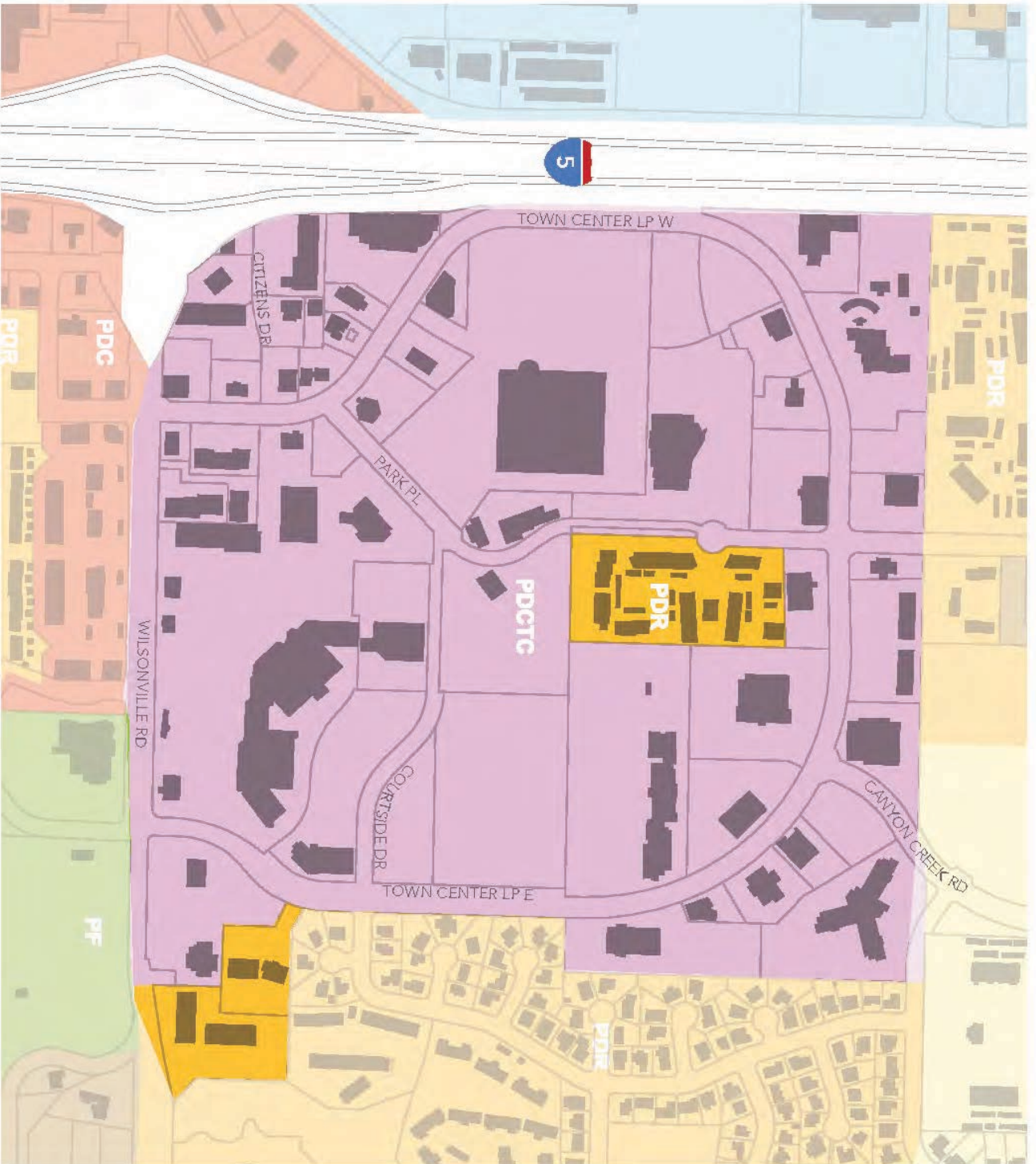


Spanish translation was provided for those who wanted it. Meeting participants could listen in Spanish through headphones. One table of the group exercise was also facilitated in Spanish.

# TOWN CENTER TODAY

## Existing Conditions and Context

The following slides are a condensed version of the presentation given at the public kickoff.



# ZONING

## LAND USE AND REGULATORY CONDITIONS

### LEGEND

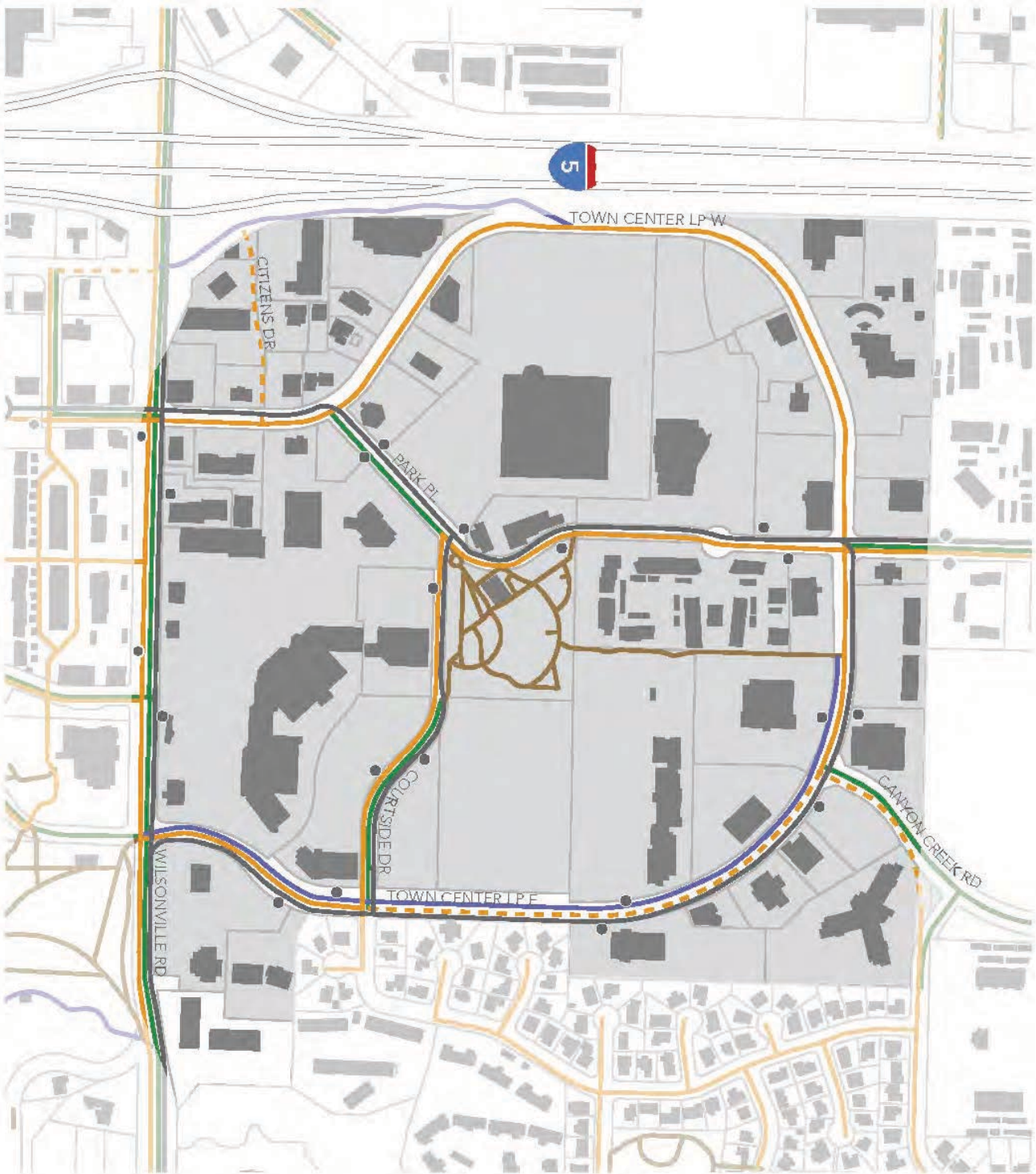
- Building Footprints
- Parcel
- Highway
- ZONING CODE**
- Within Town Center**
- Planned Development Commercial Town Center (PDCTC)
- Planned Development Residential (PDR)
- Adjacent**
- Planned Development Residential (PDR)
- Planned Development Commercial (PDC)
- Public Facilities (PF)

SCALE: 1" = 400'





Town Center is zoned almost exclusively for commercial uses with multifamily housing permitted in the central and southeastern portions of the area. There are pockets of gathering areas in the shopping center (top, left), but mostly Town Center is large format retail and commercial.



**LEGEND**

- Building Footprints
- Parcels
- Highways
- BIKE FACILITIES**
  - Established Bikeway
  - Dedicated Bike Lanes
  - Local Trail
- SIDEWALK PRESENCE**
  - Full Sidewalk
  - Partial Sidewalk
- TRANSIT**
  - Transit Route
  - Transit Stop

SCALE: 1" = 400'



**TRANSPORTATION**





Some people travel by foot but Town Center is mostly designed for cars and easy access to parking. There are some bike lanes, but they are not a completed network or well connected. Town Center has great trees along some of the roads. There is transit in Town Center but has long wait times.



**LEGEND**

- Building Footprints
- Parcels
- Highways
- NATURAL SYSTEMS**
- Tree Canopy (Density)
- S7' Contours
- Streams/Waterbodies
- Wetlands
- Parks and Open Space

SCALE: 1" = 400'

**NATURAL SYSTEMS**



There are great public and civic spaces in Town Center that provide areas for play and events. Public and contemplative spaces, along with greenspace and natural areas help define Town Center. There is also a lot of pavement, which provides an opportunity to provide more complete and connected spaces.

# WHAT'S NEXT?

Trends, Ideas, and Opportunities for Town  
Center

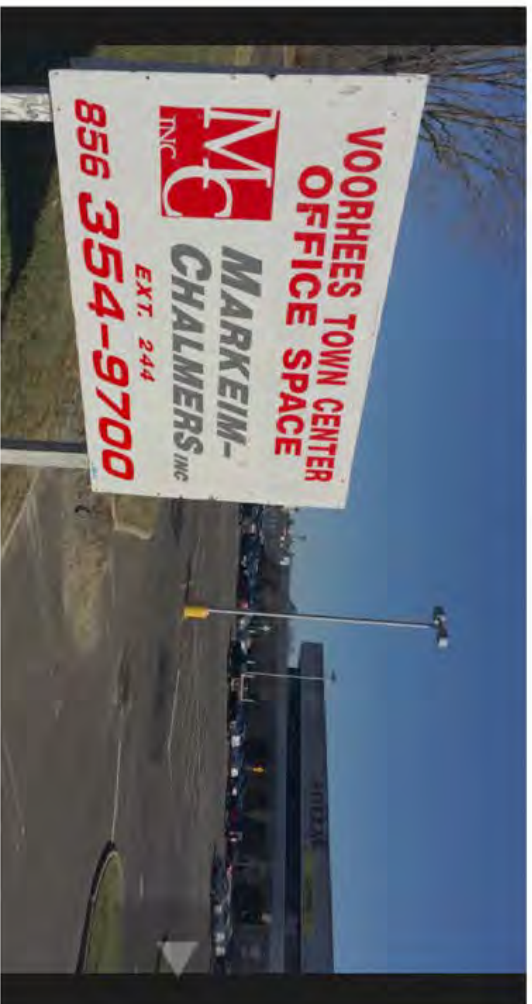
# Trends in Retail . . .





Retail across the nation has changed a lot over the years, from single farm stores selling many types of goods, to Main Streets, to regional malls that are regional destinations (often with large parking lots)

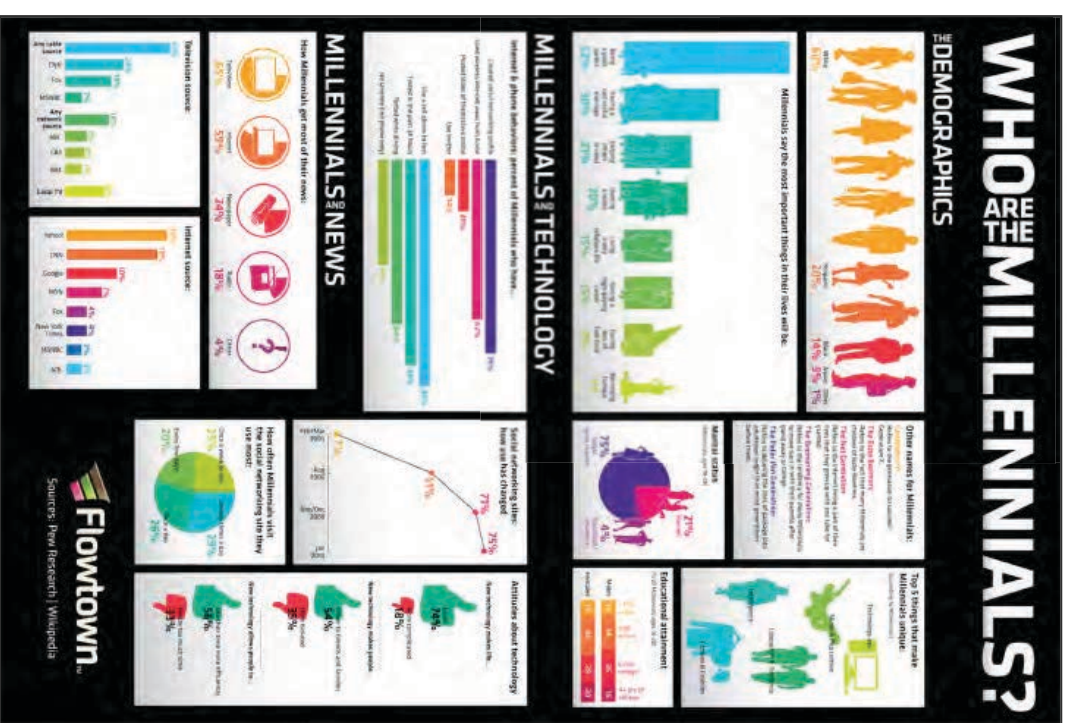
# Macy's committed to closing 34 more stores as sales drop in 2016



## JC Penney announces store closings



J.C. Penney announced on Friday that it will close approximately 140 of its stores in the next few months.



But traditional retail with anchor tenants are not keeping up with changing demographics and shoppers behaviors. Millennials (and others) are seeking experience in addition to the purchase.



Walkable, lively, experience, place, and novelty are what's replacing some of the more traditional retail settings. What does that mean for Town Center?



# Creative Placemaking and Programs





Programmed spaces get people excited about being someplace, whether it's a street that can be shut down for events, or having music in a park. Making it fun and engaging makes people want to be there and come back often.



Art is important and Town Center already has some great examples. But public spaces also need to be programmed with activities to maintain interest. Children should always be part of the equation when it comes to programming and creative placemaking.

# Mixed-Use and Mix of Uses





Mixed use can be traditional residential or commercial development over retail, but mixed use can also be combining multiple uses in a single building, such as education and small startup spaces for businesses. It can be eclectic and dynamic, creating places that provide services and support residential and commercial spaces.

# Mobility





Mobility is more than about cars. New technologies like autonomous vehicles could change how people use vehicles. The increase in "sharing economies" is encouraging people to get around differently, with many communities taking advantage of car and bike sharing systems.



Pedestrian-focused design is an essential element in getting around. Making it attractive, accessible, interesting and safe encourages people to get out and walk. Communities with great pedestrian amenities are increasingly popular with younger and older generations alike.



# SMALL GROUPS

*What's your vision for Town Center?*

# After the presentation, participants broke into small groups:

- Each participant had a number on their nametag that directed them to a table with the same number
- Each table had one or two facilitators and notetakers that assisted in the discussion (there was also one Spanish-speaking table)
- Small groups were asked several questions and then reported back to the larger group





After the presentation, everybody broke into small groups, including the kids at their own table, to brainstorm ideas around a series of questions about vision, assets and issues, opportunities and constraints.



Meeting participants brainstormed ideas, wrote their ideas, concerns and opportunities on maps and on flipcharts.



This activity helped generate initial ideas about what the vision should be and fostered a conversation about specific opportunities and issues at key areas in Town Center.

# Generating Vision Ideas

Each table identified words or phrases that described their vision for Town Center. Not all statements agree with each other but there were many similarities in what each table discussed and agreed upon.

Vision elements are grouped into the following categories:

- Big Picture
- Transportation
- Economic Development
- Public Space
- Form and Function



# Vision: Big Picture



# Vision Elements: Transportation

- Highly walkable with more paths and improved signage
- Adequate parking but fewer parking lots
- Easy biking options and better access to transit
- Accessible for the young and old
- Better connections to the Willamette River





# Vision Elements: Economic Development

- More local and boutique shops
- A farmers market
- More restaurants, specifically sit-down dining options and international-themed restaurants



# Vision Elements: Public Space

- Eat spaces and public amenities like covered areas, a skatepark, and a community pool
- More public art and cultural activities
- Build on opportunities offered by schools and the teen center
- A covered public market



# Vision Elements: Form & Function

- More green space, trees and beautiful landscapes
- A classic, timeless design with housing and mixed-use buildings to create more of a downtown
- Clean and organic
- A mix of building scales



# What are Town Center's assets and challenges?

After the meeting participants identified vision elements, the table facilitators asked them about Town Center's assets and challenges. Each table brainstormed issues that were captured on flipcharts and the table maps. Questions included:

- What do you think is working well?
- Why do you come here and what do you enjoy doing here?
- What are the qualities that make Town Center special?
- What do you think is not working very well within or near the Town Center?



# Participants identified several Town Center assets:

- Town Center has a variety of services and civic uses in and around it, like City Hall, the library and Town Center Park to build upon
- There is great public art and entertainment
- It's close to neighborhoods
- It has plenty of parking (identified as both an asset and a challenge)
- Transit is accessible and there are good jobs nearby



# But also many challenges...

- Town Center is not pedestrian-friendly (limited lighting and crosswalks)
- Too many parking lots and they are tough to navigate if on foot
- Too much traffic
- There is a lack of cohesion and connectivity
- Too few gathering spaces
- Low street visibility for existing businesses
- I-5 is a barrier to get across



# Where do you see opportunities?

Table facilitators moved on to asking meeting participants about opportunities in Town Center. Many of these opportunities build on or are similar to the vision elements identified earlier in the evening. As with assets and challenges, each table brainstormed potential opportunities that were captured on flipcharts and the table maps. Questions included:

- What do you want more of?
- What connections are necessary to integrate Town Center with the surrounding area?
- What are citywide needs that Town Center could help meet?
- What have you seen in other places that could work well in Town Center?



# There is a lot of opportunity and potential in Town Center

- Outcomes of the project should be the creation of a focal point/heart/center for the community. Establishing a Town Center identity will help create that center for the community
- Create gathering spaces and improve pedestrian and bicycle connectivity
- Centralize parking in one or more locations
- Improve visibility from I-5 for Town Center businesses
- Encourage mixed-uses with small-scale retail and higher density housing
- Create opportunities for more entertainment and night life





REPORT BACK

# Small groups joined together and reported their results

- Each group reviewed the information they generated and summarized it into several key points to share with everyone
- The Spanish-speaking table presented and the results were translated to share with everyone
- The youth table also presented their results
- Transcriptions of each flipchart is attached as an appendix





Each team presented their completed map and flipchart.



i... ncluding th youth table .







15 FWY WILSONVILLE RD  
BOONES FERRY  
BOBERG  
BARBER  
REATON  
WILSONVILLE BOONES FERRY  
CITIZEN'S  
PARK  
TOWN CENTER  
PARKWAY  
CANYON CREEK  
ROSE  
WIMBLEDON  
VOLLEY  
GRASS  
RAYON  
TENNIS  
COLLEGE  
KOLBE  
MAIN  
WILSONVILLE  
BOBBY  
CANYON CREEK  
ROSE  
WIMBLEDON  
VOLLEY  
GRASS  
RAYON  
TENNIS  
COLLEGE  
KOLBE  
MAIN  
WILSONVILLE  
BOBBY

Loop  
Variety of businesses  
Parks  
Civic Building Property  
Excessive parking  
Strip mall fails  
Lack of coherence  
poorly planned  
difficult to realize  
designated to realize  
areas = better observation  
Assets  
Challenges

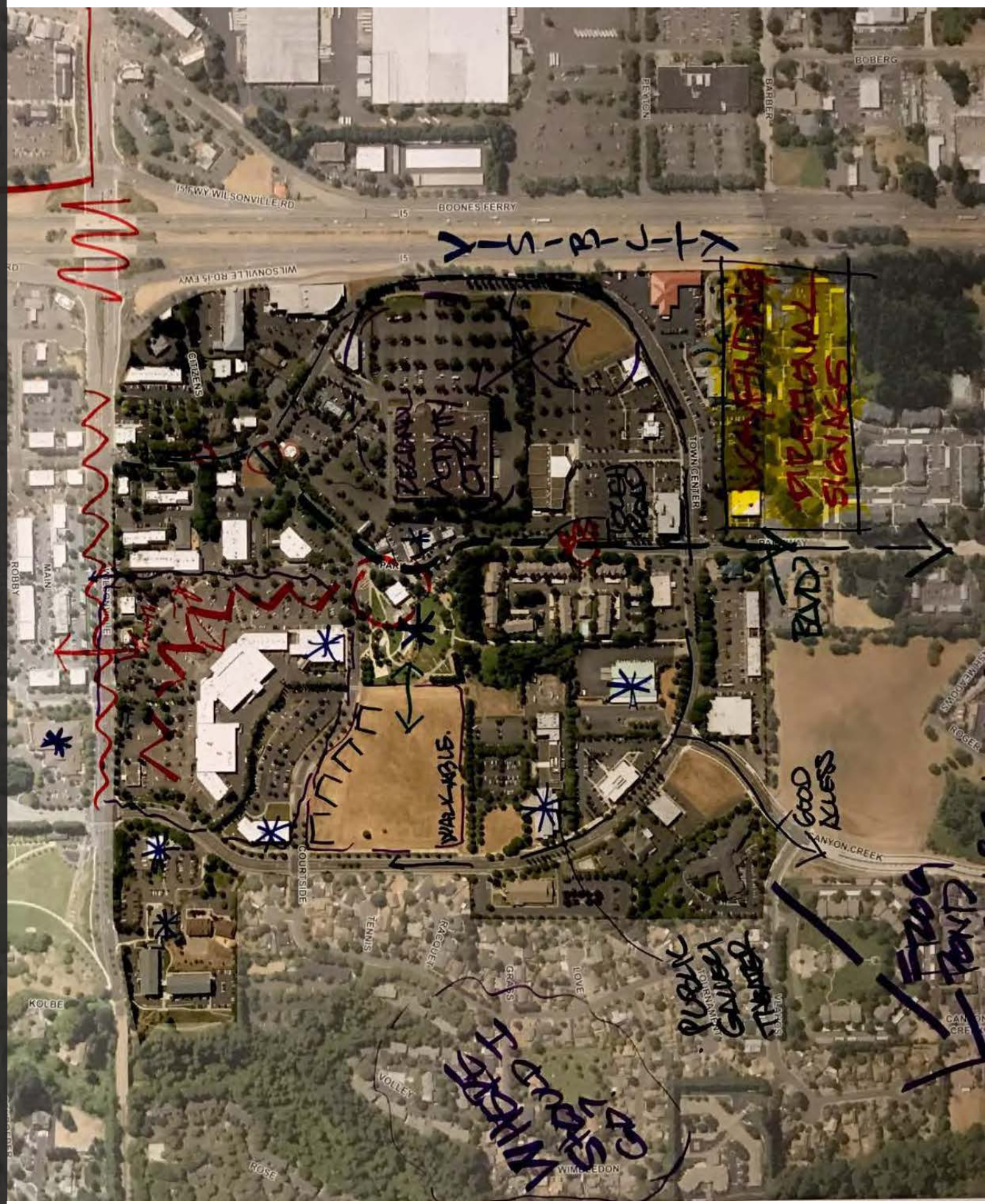










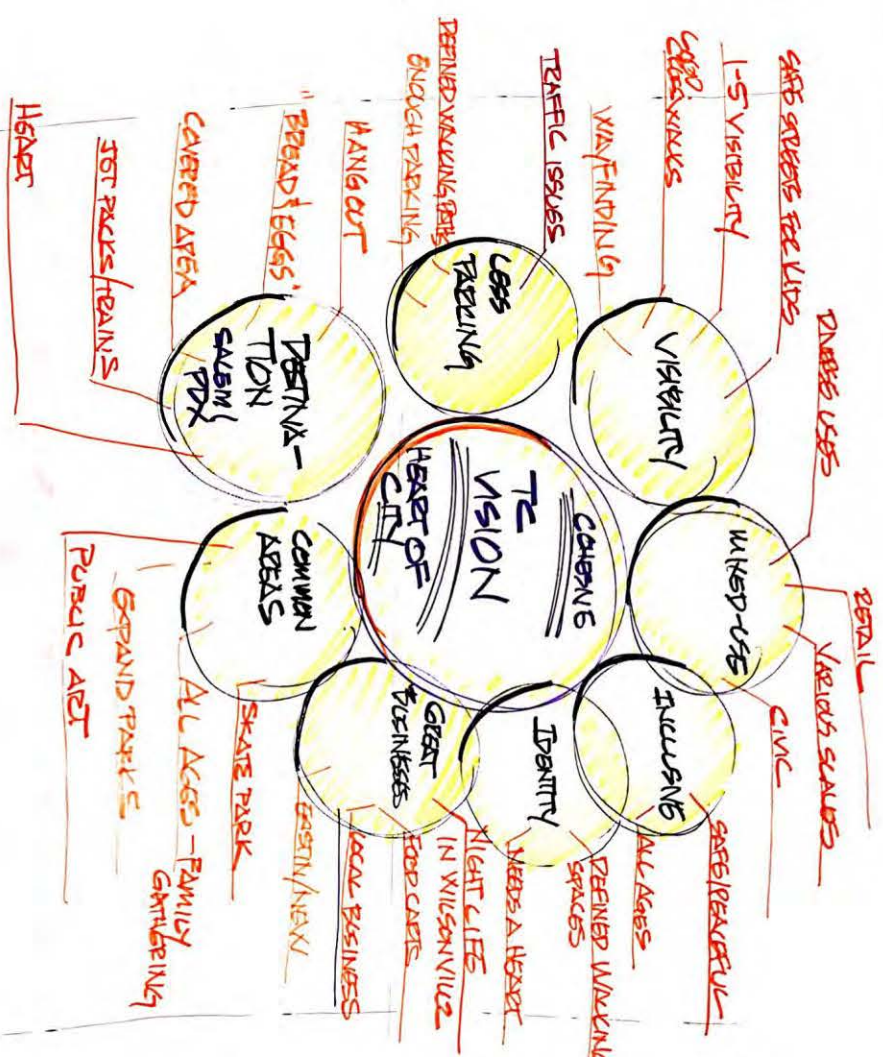




WILSONVILLE  
TOWN CENTER 2.28.2017

WWW.WILSONVILLETOWNCENTER.COM

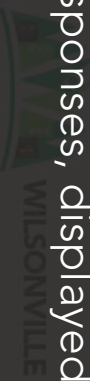
TAKE THE  
SWEET!  
STAY IN TOUCH!!



**ISSUES**

- CATCHIVENESS
- 'STRIP MALL' 1-5
- TRAFFIC WILSONVILLE ROAD
- SPREAD OUT
- WALKABUS
- LIGHTING
- VALANT REGIONAL SPACES
- NAVIGATION
- THROUGH STREETS

The small group reports generated an array of ideas for the future, and issues and opportunities to build on. This graphic summarizes the key outcomes of these responses, displayed towards the front of the room.





# **WILSONVILLE** TOWN CENTER PLAN

[www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)



# WILSONVILLE TOWN CENTER PLAN

Wilsonville Town Center Public Kickoff Event: Group flipchart transcriptions

Date: February 28, 2017

Location: Wilsonville City Hall

## Table 1

### Summary of key points:

Lack of traffic, ample parking

Destination- people shop & eat

Community

Assets

- Design
- Parks, river, library
- Well positioned between Portland and Salem

Issues/ challenges

- Visibility & connectivity
- Need better way finding

Opportunities

- Using parking area
- Large covered mercantile & gathering space

### Vision

Some housing in mixed use buildings

Unique architecture- timeless

Ensure enough parking w/housing

- At edges
- Then walk to everything in center

Walkability

Covered areas (like Lake Oswego)

- Parking (underground?)
- Sponsored to hotel?
- Sports/ outdoor/ indoor gathering (multi season)

Green gardening



# WILSONVILLE TOWN CENTER PLAN

Expand park  
International foods- restaurants

## Assets

Movie theater  
Restaurants/ day care  
Parks- integrate into TC side

- o Water features

Design is an asset- lends itself to refinement

- o Can transform parking

Everything but parking  
Cleanliness & Landscaping

- o Hanging flowerpots

NW 23<sup>rd</sup>- varied architecture (housing)  
Commercial “town” at ground level, residential  
Still want to keep grocery store, Rite Aid  
Build a city center- focal point

## Issues/ Challenges

Low visibility

- o For retail (particularly S. of Wilsonville Rd)

Difficult wayfinding

- o Lack of signs

Outdated architecture  
Accessibility to assets  
People are in and out- don't stay  
Needs placemaking  
Need accessible parking  
Non-centralized parking

## Opportunities

Lake Oswego downtown, downtown Willamette

- o Good examples, nice place to hang out

Farmers Market  
Flexible space/ mercantile  
Local product market  
Marriott/ Kaiser as sponsors of spaces

- o Health partners/ activities





# WILSONVILLE TOWN CENTER PLAN

Better freeway visibility

Parking as an opportunity for other uses

Redesign areas along T.C. West

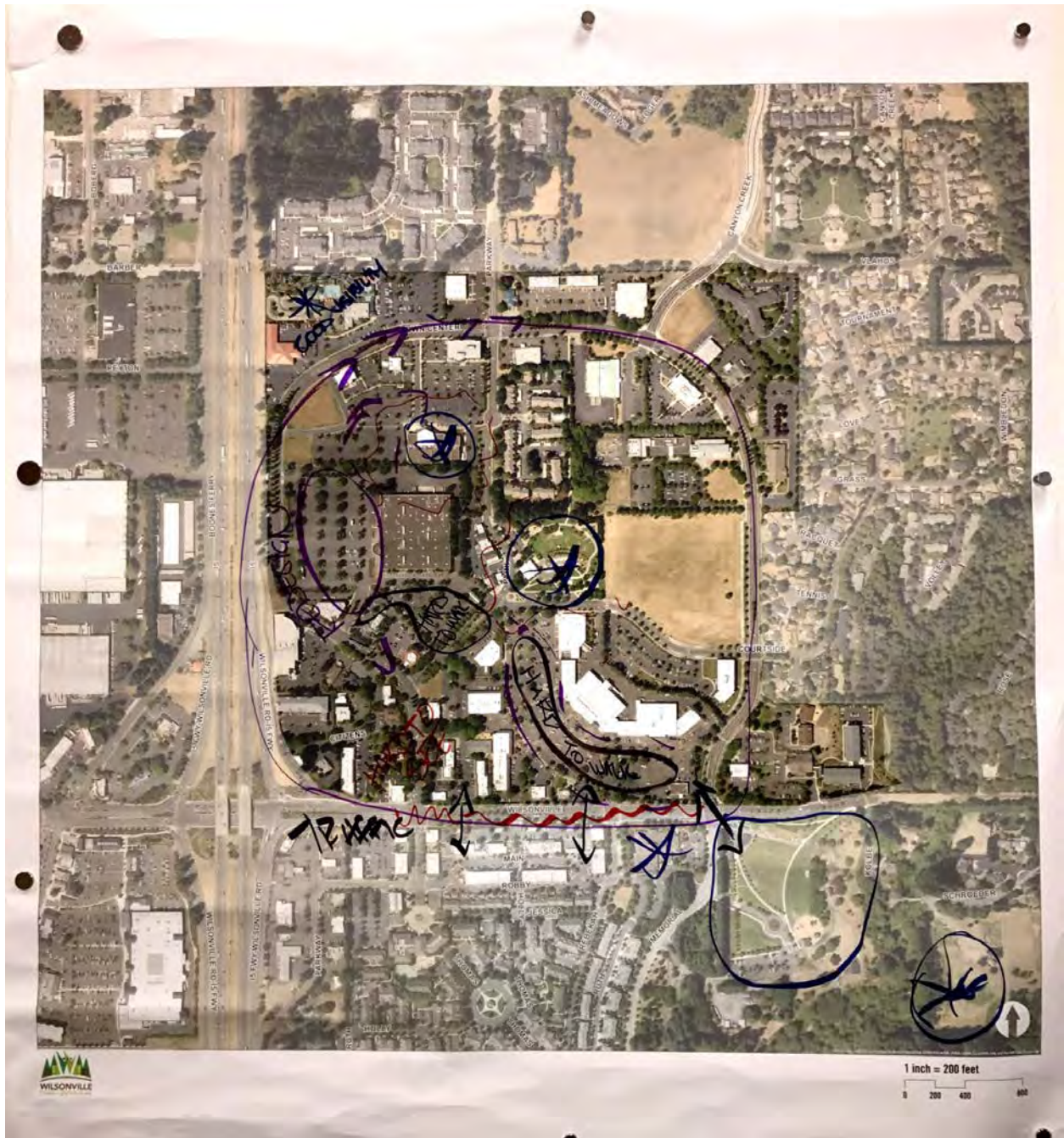
Housing- mixed (senior included), young professionals

Meeting area- firepit

Browsable Town Center- need cover to stay dry (aluminum glazing)



# WILSONVILLE TOWN CENTER PLAN





# WILSONVILLE TOWN CENTER PLAN

## Table 2

### Vision

- Less parking lots +11
- More cohesive arch. Design
- More biking infrastructure/ mobility sharing
- Night- day activities, businesses, stores centered around a park/ common area
  - o gathering places in general/ night time foot traffic
- More density, housing, difference types of multi-family housing
  - o Retail ground floor, housing on top +5
- Activity places for all ages/ recreational options
- Dog- friendly public spaces
- Infrastructure that adds to sustainability

### Assets

- OIT/ high tech community/ renewable energy
- Public transit- free fare!
- Town center loop → moves traffic
- Parks
- Public art
- Lots of parking supply
- Variety of businesses, or not?
  - o Hardware store, movie, entertainment, grocery, etc.
- Come here for: work, shopping, dining.
  - o Variety of dining choices
- Civic institutions: city hall, library

### Issues/ Challenges

- Lack of cohesiveness, not well planned
  - o Cul-de-sac through street with bump
- Many privately owned pieces of land developed at different times
- Lack of walkability/ not safe for walking
- Hard to navigate, especially on bike or walking
- Ambiguous boundaries between public and private spaces
- A very strip mall feeling character
- Too much parking → terrible use of land
- lack of cohesive frontage



# WILSONVILLE TOWN CENTER PLAN

## Opportunities

Expand parks/ take away surface parking for public gathering space

Fry's → strong retail opportunities/ landmark

Add connectivity needs to be resized → smaller, more compact

I-5 frontage → landmark/ high visibility

More night life, night activities

- Movie theatre can help
- Customer base in mostly workers, but they leave after work hours

Expand CCC, more institutional presence

- Healthcare

More boutique retail

- Bike shops!

More retail/ entertainment places closer to each other, easier to walk to



# WILSONVILLE TOWN CENTER PLAN

TABLE #2





# WILSONVILLE TOWN CENTER PLAN

## Table 3

### Vision

Something for all people

- Kids, residents, employees, older adults

Local businesses, markets- temp & fixed? Outdoor farmer's market

More beautiful- address empty parking lots parking lots

- More restaurants
- Residential like downtown Lake Oswego
  - Including higher end and affordable

Alternative type of parking

Mixed use, draw people in

More vibrant incubator offices

### Assets

Mix of uses- civic, commercial

Occupied office building- good jobs

Plentiful parking

Events in Town Center Park

Movie theatre

Variety of good restaurants

Lower speed limit

Small town feel

Close to a lot of homes

### Challenges

Overall layout- not pedestrian friendly overall

lack of connections

darkness walking from different corners of TC

Town Center shopping center parking lot

Lack of vegan/ vegetarian restaurants, other dining options

Too many drive-thrus

lack of restaurant diversity, especially local and healthy

### Opportunities

better restaurant scene

Bookstore

Performance space for community/ other civic uses



# WILSONVILLE TOWN CENTER PLAN

## Public art

- Potential for traveling art

## Establish clear identity

- Beautification

## Build on bike path west side

## Go more vertical

- Especially higher end residential

## More vibrant around clock

## Structured parking to better vitalize land

## Food trucks around clock



# WILSONVILLE TOWN CENTER PLAN







# WILSONVILLE TOWN CENTER PLAN

## Table 4

### Vision

Gathering place

- Welcoming/ comfortable

Keep in mind access for surrounding ARCAs (Drive)

Connectivity

Maintain good access to Town Center

Safe & Peaceful

### Assets

Town Center Park

Parking

Variety of business

Loop Road- keep traffic out of center

### Challenges

Walking, sidewalks, wayfinding

Not enough gathering spaces

Formal Greenspace- more

- Recreation

Traffic

- Wilsonville Rd

- I-5

### Opportunities

Bike/ ped bridge- I-5

Expand WES service/ Add lightrail

Covered walkways Baton Rouge

Perkins row, LA

Regional Draw in Town Center

- Aquatic Center
- Cinetopia

Boeckman Rd interchange

Residential- lofts, living choices

Save/ support exist Businesses

Maintain convenient parking



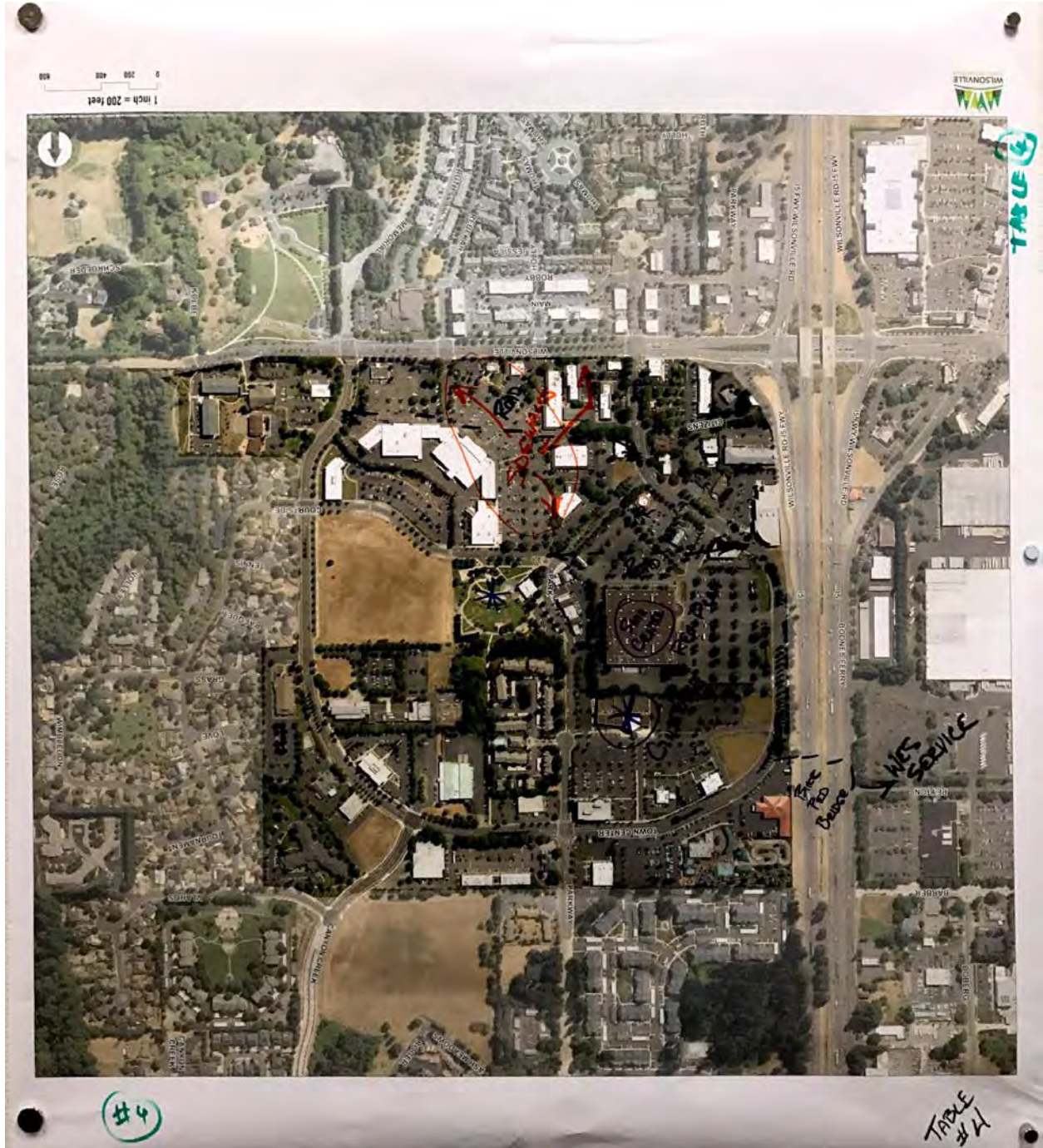
# WILSONVILLE TOWN CENTER PLAN

## Top Five

1. Maintain convenient parking
2. Defined walking paths
3. Expand green space (usable)
4. Regional focus/ draw
  - a. Cinetopia/ water park
5. Safe and peaceful gathering spaces
  - a. Not pioneer square



# WILSONVILLE TOWN CENTER PLAN





# WILSONVILLE TOWN CENTER PLAN

## Table 5

Post Office

Veterans Park

- Good in summer for family
- Unites us
- Events music

Bullwinkles

Fry's

Mexican Store

- Central imported Latin products

Theater

- Family
- Tuesday in summer \$2 movies
- Central

## Areas of Concern

Need crosswalk by Mexican Store Commercial Center

- Citizen's drive and Town Center Loop
- Accidents (frequent)

Need Dutch Bros (Identify Opportunities)

- Possible cat walks?
- Wilsonville Rd by Rug Store needs lighting (No Street Lights)

Town Center and Parkway building in corner area of opportunity

- Dangerous crosswalk- Safeway entrance on Wilsonville Rd next to car wash
- We need parks with more activities throughout all seasons not just spring and summer
- Indoor facilities (Athletic Center)

## Challenges

Traffic, merging on and of freeway during traffic

Freeway on and off ramp Exit 283 needs improvement

Boeckman could that be an on/off ramp? ODOT won't allow it because it's too close?



# WILSONVILLE TOWN CENTER PLAN





# WILSONVILLE TOWN CENTER PLAN

Table 6

## Vision

- Make town center a focal point
- Some limited development
- Family gathering places
- Connected to rest of Wilsonville
  - o Connect the “villages” of Wilsonville
- Safe
- More activities for teens
- Small office & incubator spaces
- Walkable- covered
- Food cart pods
- More outdoor activities entertainment
- Town center should unite community
- More sports- expand

## Assets

- Parks
- CCC (need for expansion of tech) Eg.
- Movie Theater
- Post office
- Library
- Fry’s- brings in regional community
- Bullwinkles

## Challenges

- Traffic
- I-5 is barrier, and the river
- It’s not a blank slate- working with land owners/ need to work with existing structures
- doesn’t have a “heart” welcoming personality
- No central gathering area- need year-round
- Designing for the weather
- No wayfinding information

## Opportunities

- Food carts in large parking lots
- Activating outdoor spaces



# WILSONVILLE TOWN CENTER PLAN

- Adding housing
- More night restaurants
- Multi-use would put residents close to business
- Places to study- “not Starbucks” Coffee shops
- Entertainment/ window shopping
  - Ashland- street performance
- Central promenade
  - Bend Riverwalk as example





# WILSONVILLE TOWN CENTER PLAN

Table 7

## Why Town Center?

- Walkable
- Accessible
- Easy to navigate
- Mixed-use
- Boutique
- No Big Box

## Issues

- Navigation
- Visibility
- Too much parking
- Unorganized

## Opportunities

- Better access
- Visibility
- Ped scale development
- Pedestrian zone

## Vision

- Restaurants/ retail
- Specialty grocery
- Increase foot traffic
- Walkable → more people
- Better connectivity
  - Visit many places
- Needs a focus
- Activity center! → orient around park
- Build on civic activities / residential
- Mixed-use= retail
  - Balanced housing types

## Assets

- Park
- Family- oriented





# WILSONVILLE TOWN CENTER PLAN

## Issues

- Tough to walk through parking lots
- Drive throughs
- Internal circulation (driveways)
- Wayfinding

## Opportunities

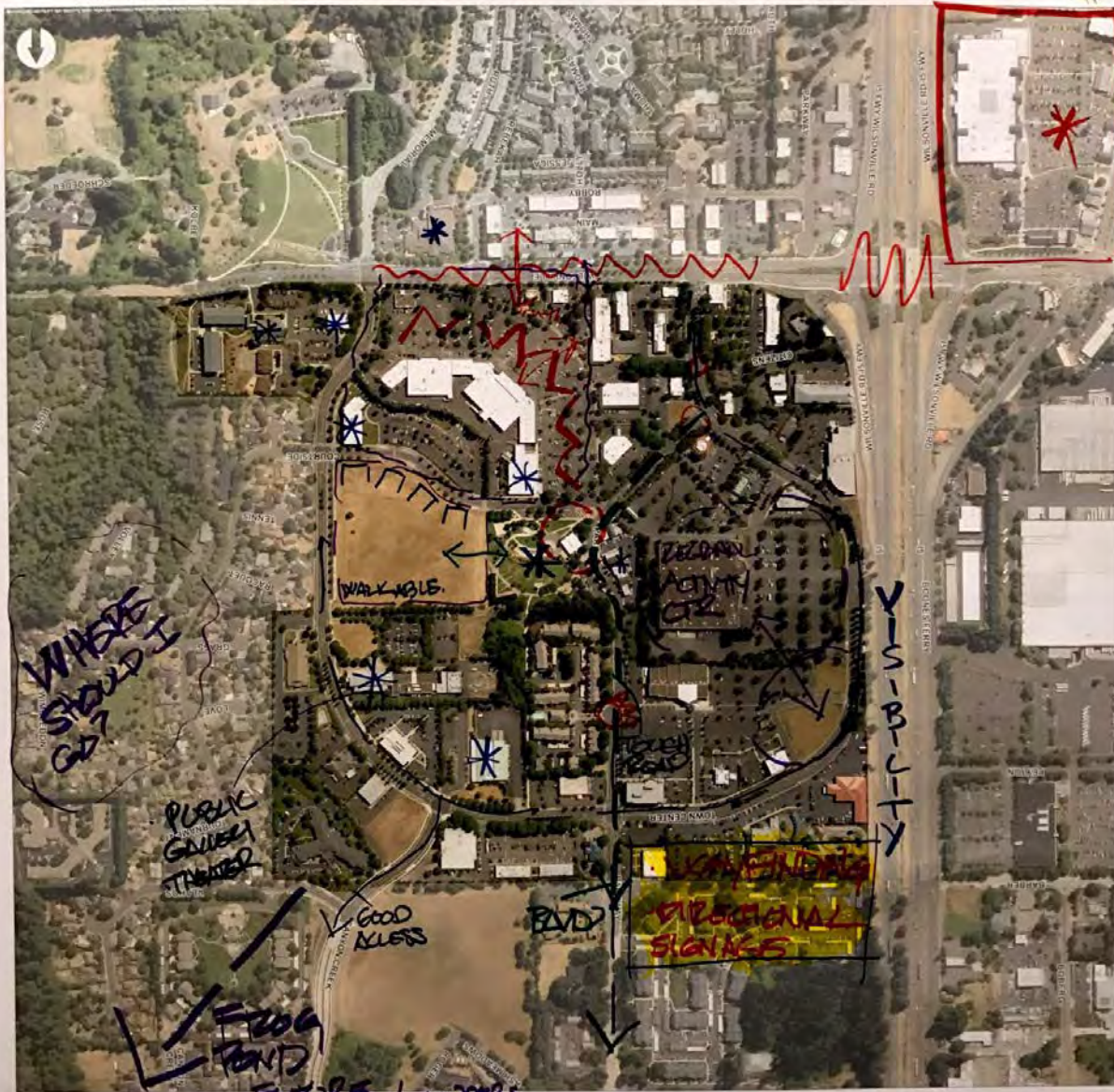
- Small-scale shopping
  - No big box
- Ex: Bend/ OCD Mill dist/ Bridgeport
- Pedestrian zone
- Structured parking
- Reorganize parking
- Indoor food/farmers market



# WILSONVILLE TOWN CENTER PLAN

#7

0 200 400  
1 inch = 200 feet



#7



# WILSONVILLE TOWN CENTER PLAN

## Youth Table

### Food

- Tacos
- Ice cream
- Pizza
- Jamba Juice
- Sandwiches
- Cake
- Olive Garden
- Sweet Tomatoes

### Activities

- Skate park
- OMSI
- Ice Skating
- Walking
- Biking
- Pool
- Roller coaster
- Rec center
- Paddle board
- Karate
- Go-Karts

### Stores

- Books
- Trader Joe's
- Magic store
- Toy store
- Arcade
- Home depot

### Look

- More flowers
- Trees
- Lake
- Nature



# WILSONVILLE TOWN CENTER PLAN

## Move

Train- everywhere \$1

Jet pack

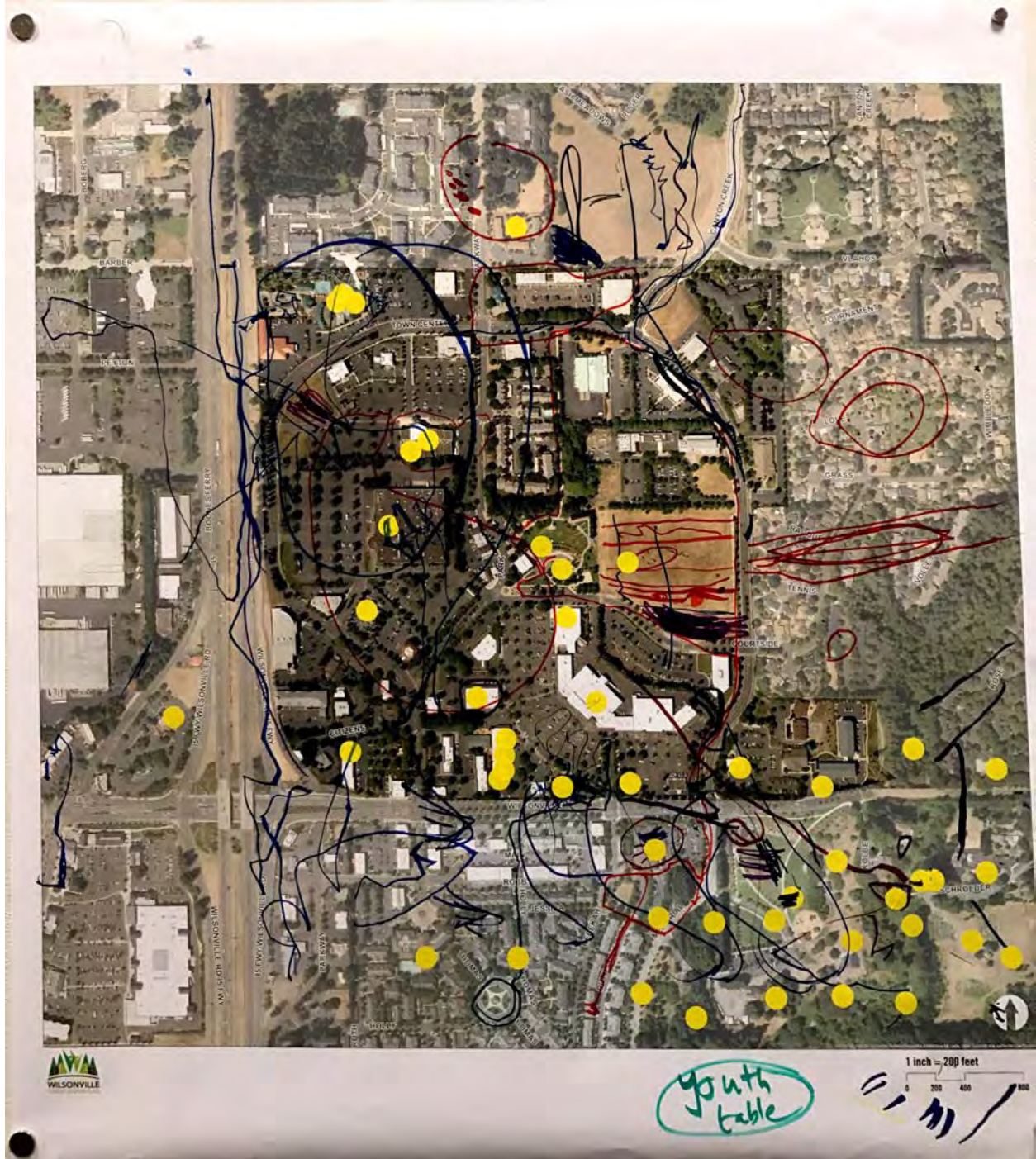
## Change

Community Theater

Close to work



# WILSONVILLE TOWN CENTER PLAN





WILSONVILLE  
TOWN CENTER PLAN

# GET INVOLVED!

How do you want Town Center to look, feel, and function 5, 10, or 20 years from now? The City wants to hear your ideas!

The Town Center Plan is a community-driven project that will guide development within the heart of the City for years to come.

There will be various opportunities to get involved in the planning process, including the following:

- Community workshops
- Online and in-person surveys
- Pop-up events around town
- Interviews with businesses and community groups

If you would like City staff to discuss the Town Center Plan with your neighborhood group, your colleagues in Town Center, or other interested members of the community, drop us a line...

Town Center Plan Project Manager  
Miranda Bateschell, 503-570-1581,  
bateschell@ci.wilsonville.or.us

# LEARN MORE

Provide your input and sign up to receive notifications about upcoming Town Center events at:

[www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)

[WWW.WILSONVILLETOWNCENTER.COM](http://WWW.WILSONVILLETOWNCENTER.COM)

WILSONVILLE TOWN CENTER PLAN

## COMMUNITY SURVEY

What does the future of Wilsonville Town Center look like?

We want to learn about why you come to Town Center, how you get here, what you love about it, and what, if anything, you would change. Visit the project website to take an interactive survey.

[www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)



SHARE THE SURVEY WITH YOUR FAMILY AND FRIENDS IN THE COMMUNITY!

## WHAT IS MOST IMPORTANT TO YOU?



Place a dot next to your top priority for the future of Town Center or vote online:  
[www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)

Housing ●●●●

Dining ●●●●●●●●

Shopping ●●●●●●●●

Transportation ●●

Open Space ●●

Recreation ●●●●●●●●

Jobs ●



2.28.17- Kick-off event



**WHAT IS THE FUTURE  
OF TOWN CENTER?**

Share your vision at  
the Town Center Plan  
Community Kick-Off  
Event.

## Town Center Community Kick-Off Event Tuesday, February 28, 2017

5:30 pm – 8:00 pm (Presentation & activities start at 6:00)

City Hall, 29799 Town Center Loop E

*This is a family-friendly event. Light refreshments will be provided.*

The Town Center Plan is a community-driven process to guide future development in the heart of our city. For more information and to sign up for project updates visit:

[www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)

The event is open to all community members, including youth; and Spanish interpretation will be available. The City will also endeavor to provide qualified sign language and other bilingual interpreters if requested at least 48 hours prior to the meeting. (To obtain services, please contact Tami Bergeron, Planning Administrative Assistant, at 503.570.1571.)





¿CUÁL ES EL FUTURO  
DE TOWN CENTER?

Únase a nosotros en el  
evento de la comuni-  
dad para compartir su  
visión de Town Center.

## Plan de Town Center – Evento Comunitario Martes, 28 de febrero 2017

5:30 pm – 8:00 pm (Presentación y actividades empiezan a las 6:00)

Ayuntamiento de Wilsonville (29799 Town Center Loop E)

*Este evento está adecuado para familias. Se ofrecerán refrescos ligeros.*

El Plan de Town Center es un proceso impulsado por la comunidad para guiar el desarrollo en el corazón de nuestra ciudad. Para obtener más información visite:

[www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)

Este evento está para toda la comunidad. La interpretación de español estará disponible y las actividades serán aptas para todas las edades. The City will also endeavor to provide qualified sign language and other bilingual interpreters if requested at least 48 hours prior to the meeting. (To obtain services, please contact Tami Bergeron, Planning Administrative Assistant, at 503.570.1571.)







## WILSONVILLE TOWN CENTER PLAN

The City wants to hear your ideas! Please join us at the February 28<sup>th</sup> Community Event to share **your vision** for Town Center.

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**City of Wilsonville**

29799 SW Town Center Loop E  
Wilsonville, OR 97070

WHAT IS THE FUTURE OF TOWN CENTER?

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WHAT IS THE FUTURE OF TOWN CENTER?



# Mapita Online Survey



# WILSONVILLE TOWN CENTER PLAN

## City of Wilsonville Town Center Plan **Mapita Results Summary** July 2017

### Introduction

The City of Wilsonville is developing the Town Center Plan (the Plan) to guide future development. To help develop a community-driven vision for Town Center, an online, interactive survey was administered to identify how residents get to and through the district, what they like about the district, what they do when they are there and what they wish there was more of in Town Center. The survey was available from February 28, 2017 until April 3, 2017. Attachment A provides supplemental analysis of the results; Attachment B provides all open-ended responses by question.

### About the Tool

The interactive map is a web-based application developed by Mapita, a spinoff of a research group at Aalto University in Helsinki, Finland, for use in social science research regarding the quality of environments and specific ideas for improvements. Following extensive testing of the technology and methodology, Mapita partnered with MIG to make this tool available to enrich community input methods in North America.

This tool allows participants to identify and reference specific geographic locations when answering a wide range of questions. Answers to questions are marked with “pins” directly onto an online map. More traditional survey questions and open-ended questions follow, collecting more specific data about the “pinned” locations on the map. This approach allows for respondents to answer questions about places they know or care about the most.

### Respondents

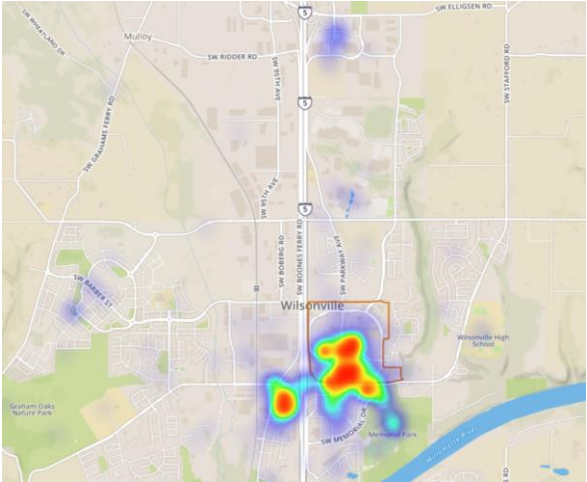
A total of 989 respondents provided full or partial responses to the fully survey, resulting in 5,730 data points or pins. For pin-based questions, the number of responses may vary widely from the questions that allowed one response per respondent, because follow-up questions were asked for each pin the respondent placed. To provide an “at-a-glance” view of the thousands of pins, many of the pin-based questions are summarized visually in the results using a heat map. Colors on heat maps intensify (move from blue to red) as more points are stacked in that area.

### Methodology

This survey was self-selecting and therefore respondents were not required to respond to every question. Some respondents dropped out of the survey early and others chose to skip individual questions. Additionally, some questions provided opportunities to select multiple answers or place multiple pins, resulting in total counts greater than the number of respondents. Because of these factors, the total number of responses differs from question to question.

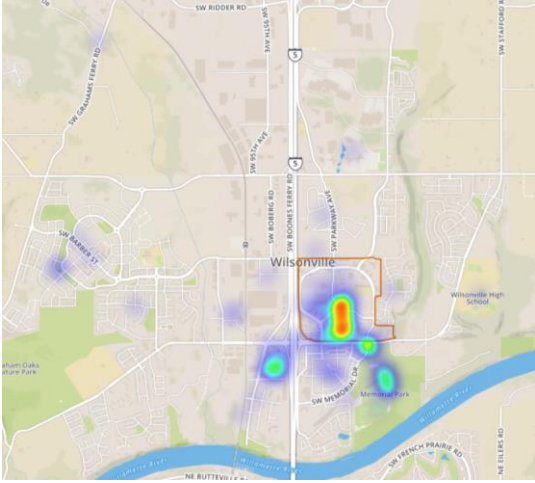
# Key Findings

- 1. **Town Center is the primary hub in Wilsonville.** More than three-quarters of respondents visit Town Center at least once a week. Although some respondents noted various other locations as hubs, the area in and immediately adjacent to Town Center was overwhelmingly identified as Wilsonville’s hub. Furthermore, it was also one of two areas most frequently visited by respondents. Town Center was identified as the location where a wide variety of activities and services are available, the most convenient area of the city to access, the location of the most important services and the destination for social activities and entertainment.



Heat map of hubs in Wilsonville.

- 2. **Town Center is the hub that feels most uniquely Wilsonville.** Of the places identified as hubs, Town Center was overwhelming selected as the place that felt most uniquely Wilsonville. At the same time, 'uniquely Wilsonville' was the least selected element of what makes a particular location a hub. On the one hand, this likely illustrates the relative importance of activities and services. It does not indicate that aesthetic elements are unimportant, but rather that few places have a unique Wilsonville aesthetic.

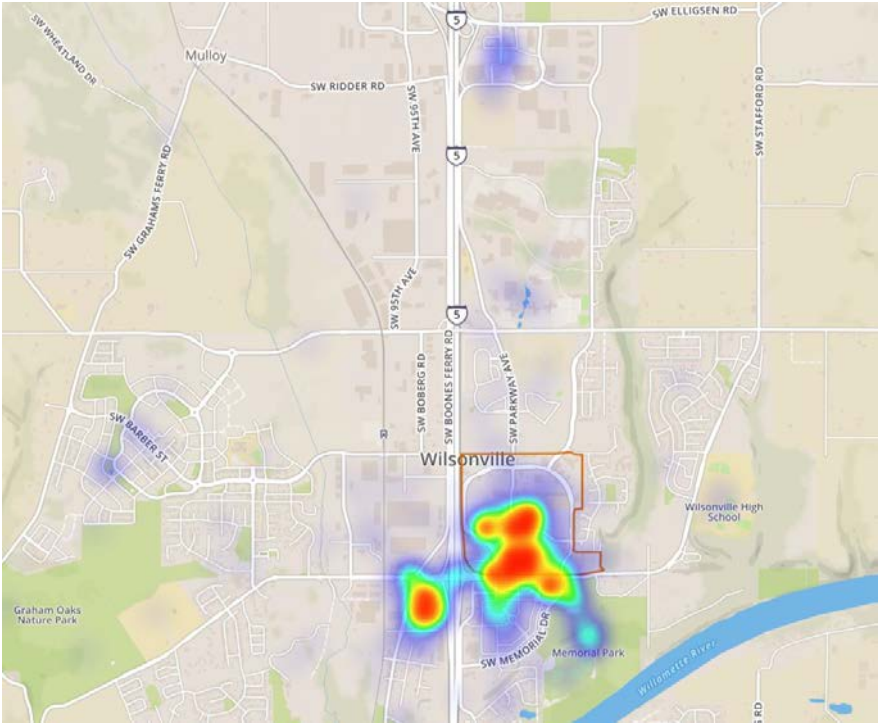


Heat map of hubs that feel the most uniquely Wilsonville.

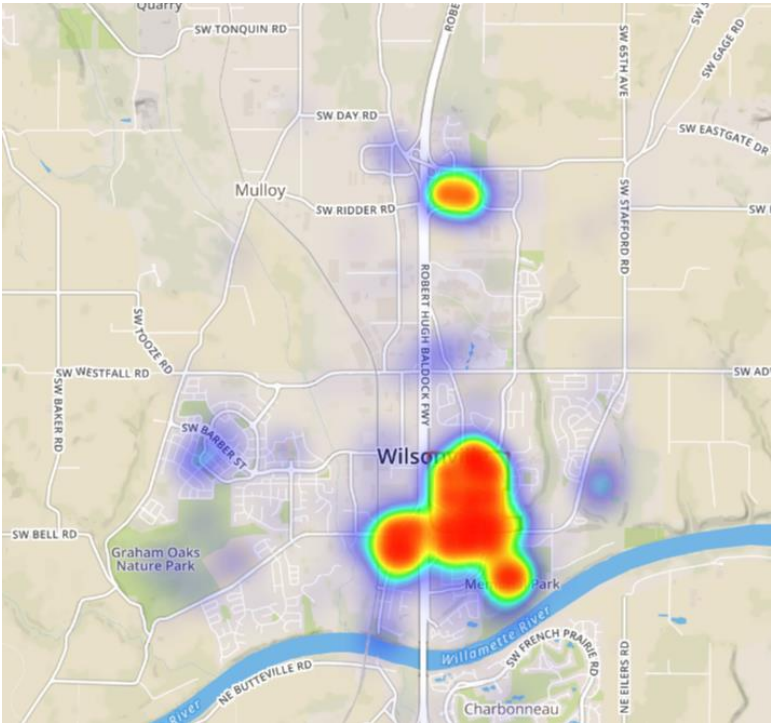
3. **Walkability is a key element of Town Center improvements.** When asked which public space improvements would make them want to spend more time in Town Center, respondents most frequently selected answers related to sidewalks, pathways and trails. Although most respondents arrive to Town Center via personal automobiles, most get around on foot after they arrive. Furthermore, when asked for their *preferred* method of getting around the district, respondents overwhelmingly selected walking.
4. **The vision for Town Center incorporates vibrant public spaces with walkable shopping and dining destinations.** Dining and shopping were identified as major vision elements for Town Center and also the components most likely to encourage them to spend more time in the district. However, respondents also indicated their interest in a district that feels like a village rather than a shopping center. The built environment is a critical aspect of this vision, with pathways, trails, open spaces and plazas among the most important components identified. In addition to shopping and dining, respondents indicated their desire for Town Center as a destination where they can socialize and experience entertainment and culture.
5. **A large proportion of respondents are not currently interested in living in Town Center.** When asked if they would consider living in Town Center if more housing was provided, slightly more than half of all respondents said no. However, this may not reflect the desirability of Town Center as a residential destination, since more than half of the respondents who selected 'no' are homeowners who have children living in their homes. For these respondents, moving may be neither practical nor desirable. Additionally, although slightly more than half responded no, slightly less than half said either yes or that they would consider the option.
6. **Some demographics of respondents varied, but their perceptions and activities did not.** Although respondents were somewhat evenly distributed by age, the most typical attributes were that they were female, white, single-family homeowners, and long-term residents of Wilsonville with higher than median household incomes and children living in the household. When questions about hubs and visitation patterns were filtered according to these different demographic factors, however, responses conformed to nearly identical patterns. This suggests that respondents shared similar views even when they were demographically distinct.

# Results

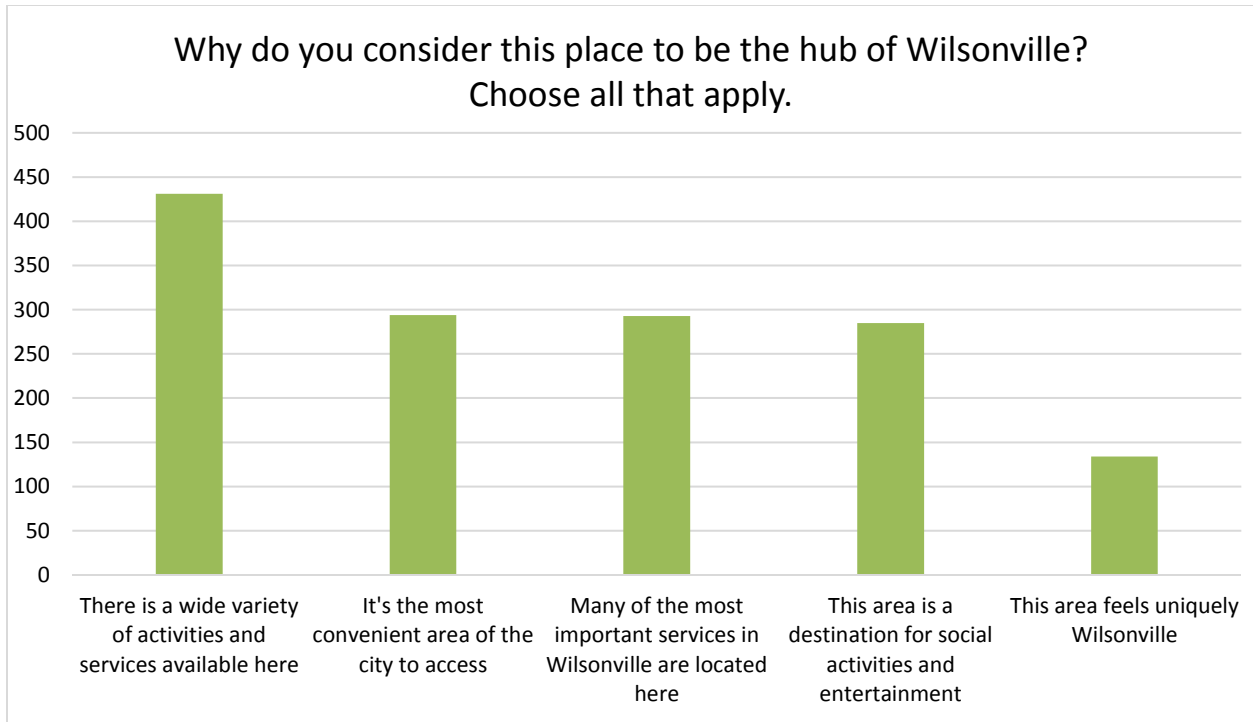
## Wilsonville Hub



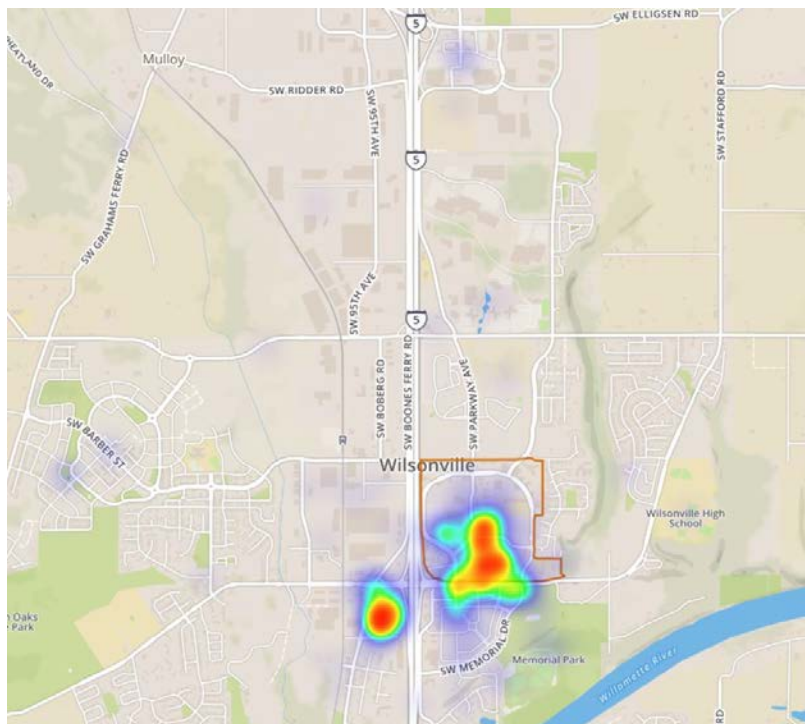
Note: Represents primary hubs identified in Wilsonville.



Note: Represents combination of hubs and places visited by respondents.

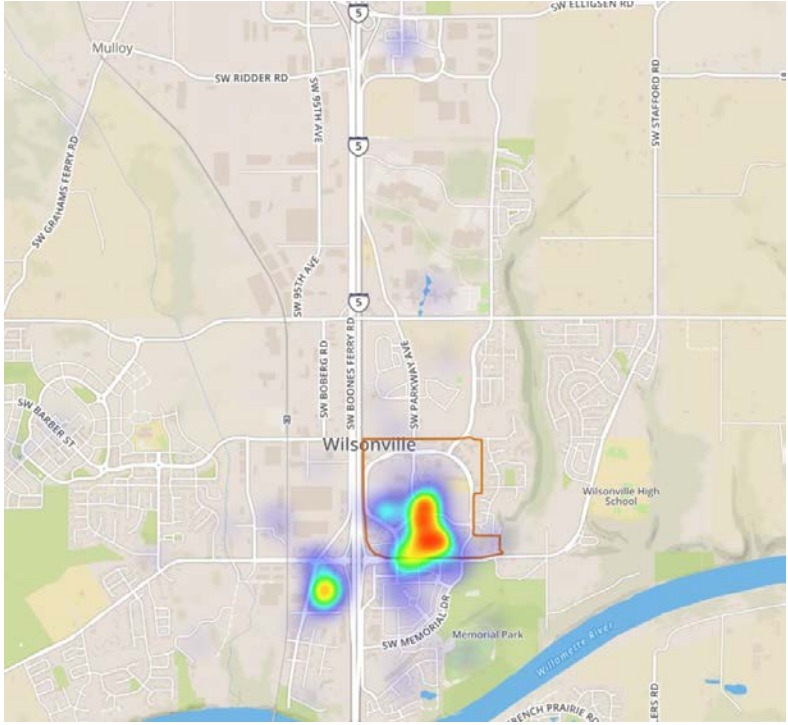


Note: This table refers to all places identified as hubs. The following maps illustrate the geographic distribution of these responses.

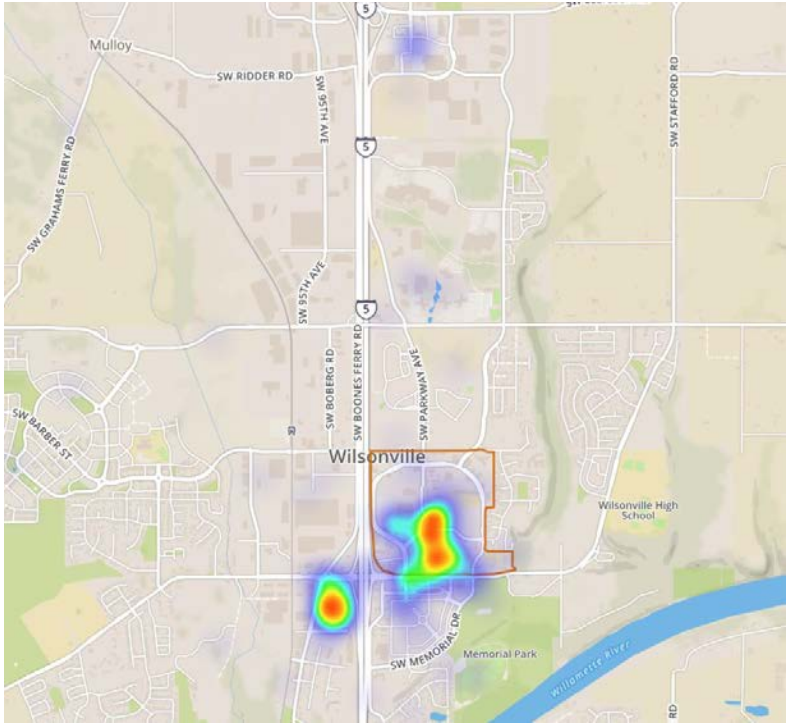


Note: Represents hubs where a wide variety of activities and services are available.

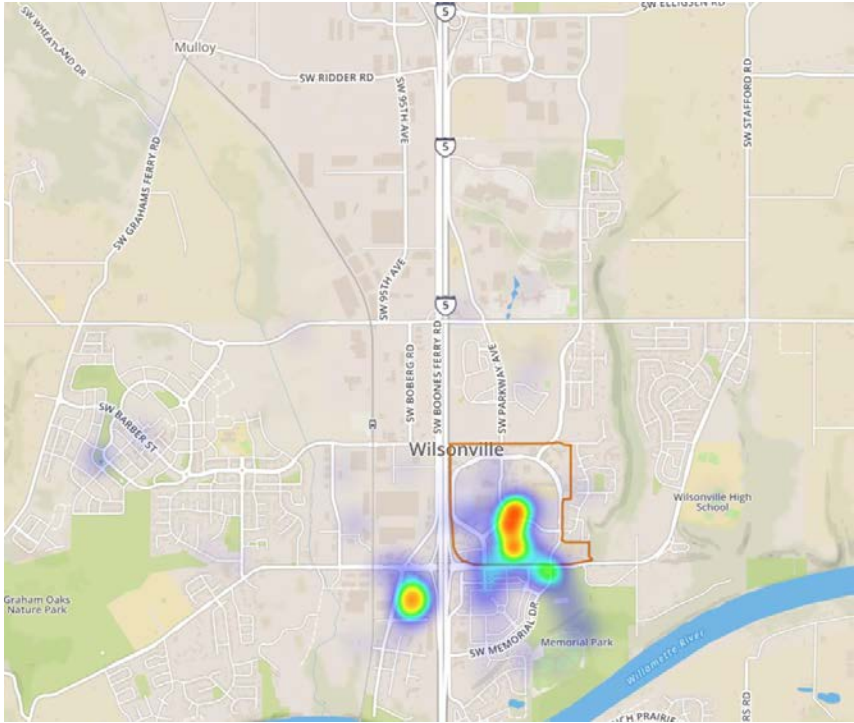




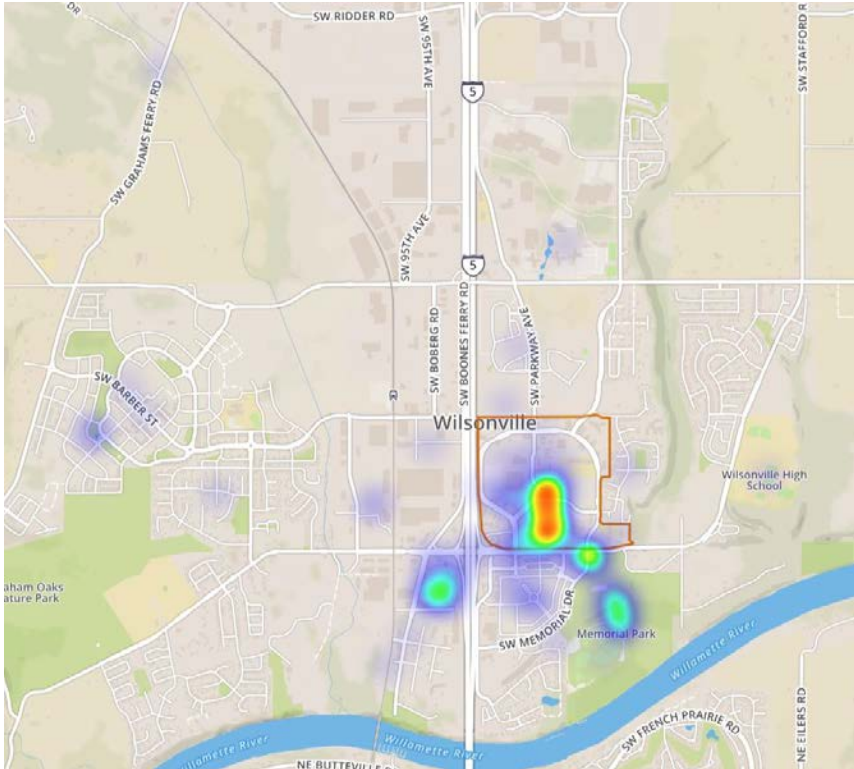
Note: Represents hubs that are the most convenient area of the city to access.



Note: Represents hubs where many of the most important services in Wilsonville are located.

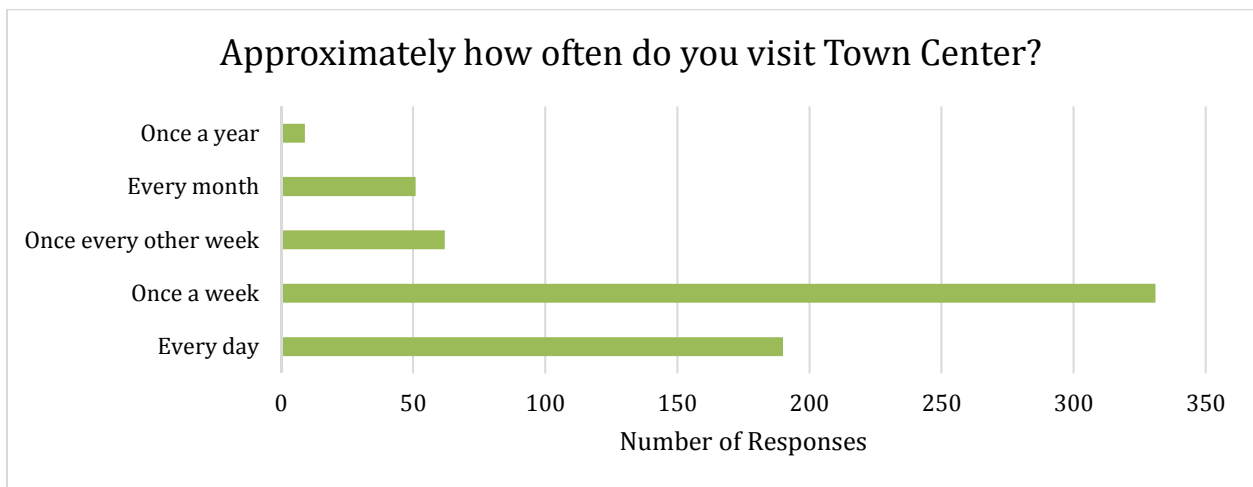
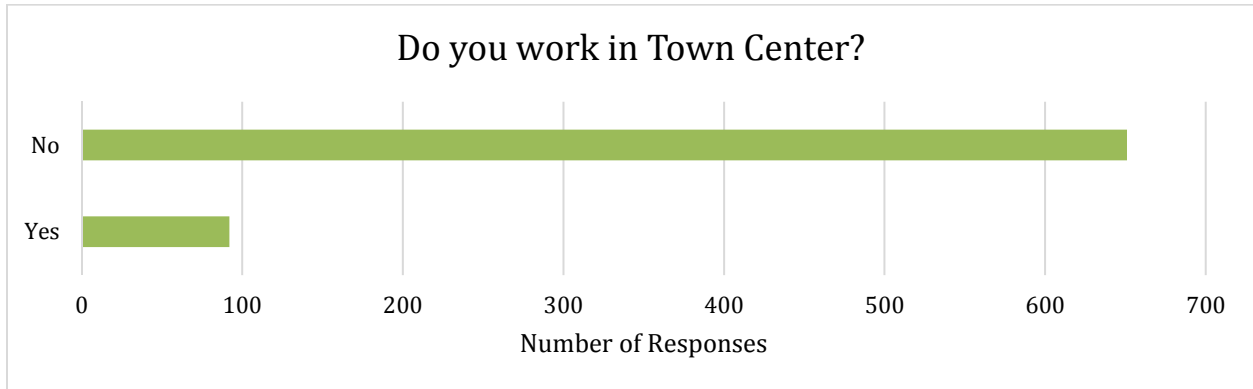


Note: Represents hubs that are destinations for social activities and entertainment.

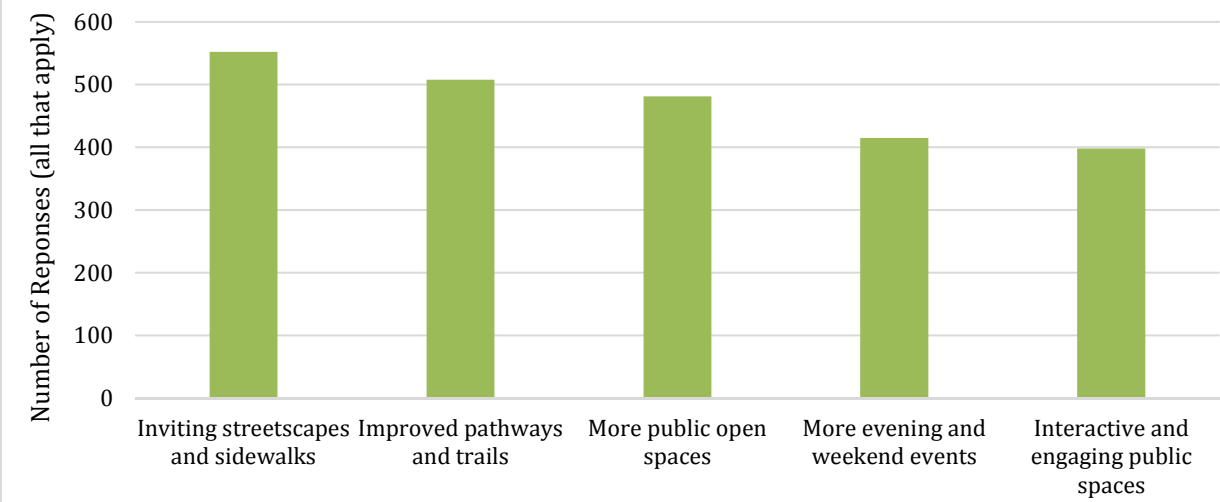


Note: Represents hubs that feel uniquely Wilsonville.

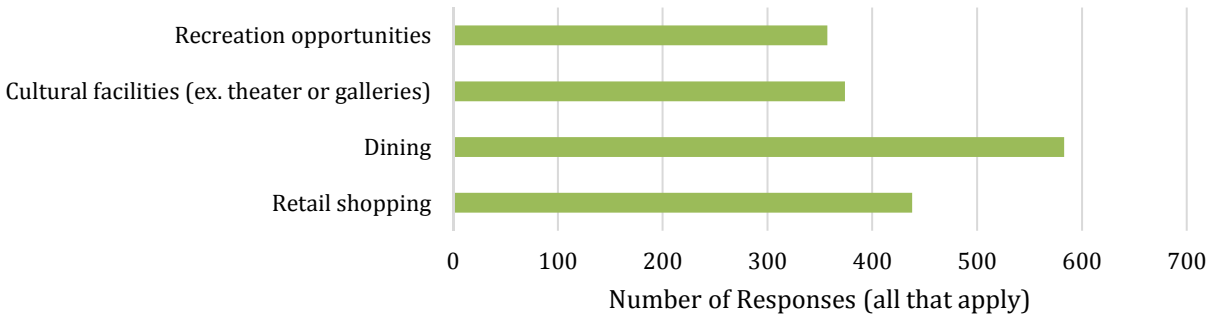
## Visiting Town Center



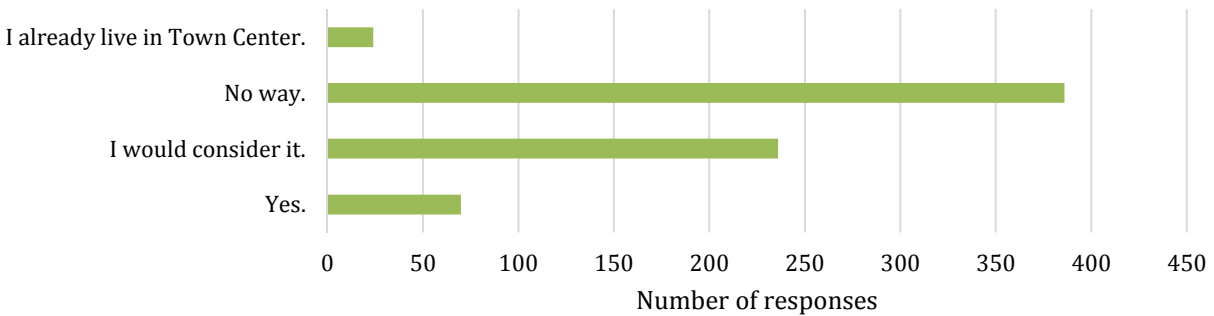
What public space improvements would make you want to spend more time in Town Center. Choose all that apply.

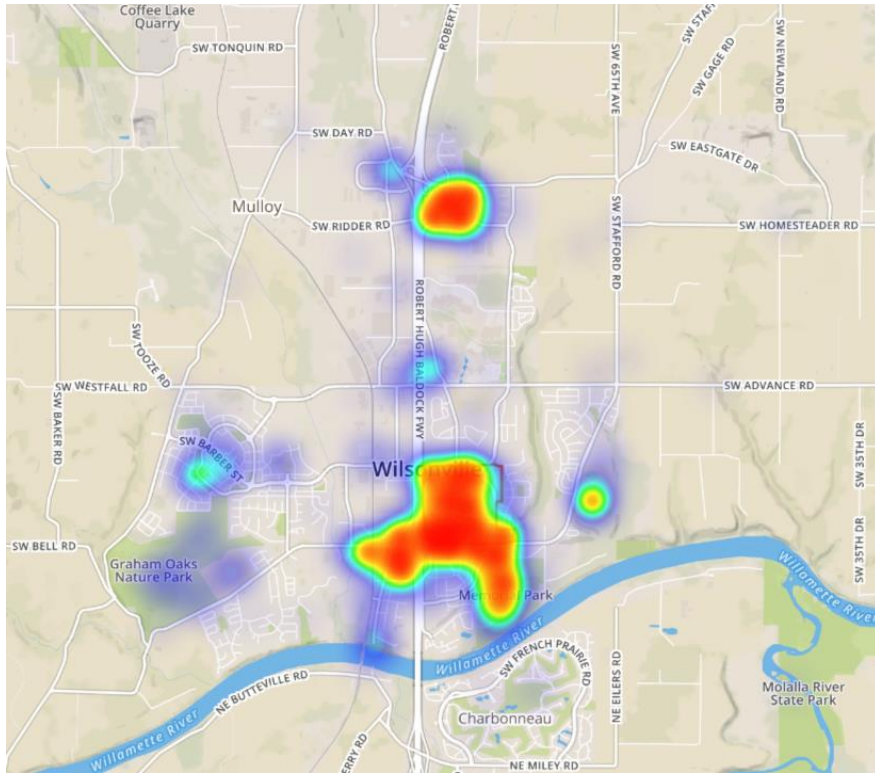


What types of services and experiences would likely make you spend more time in Town Center? Choose all that apply.



Would you consider living in Town Center if more housing was provided?

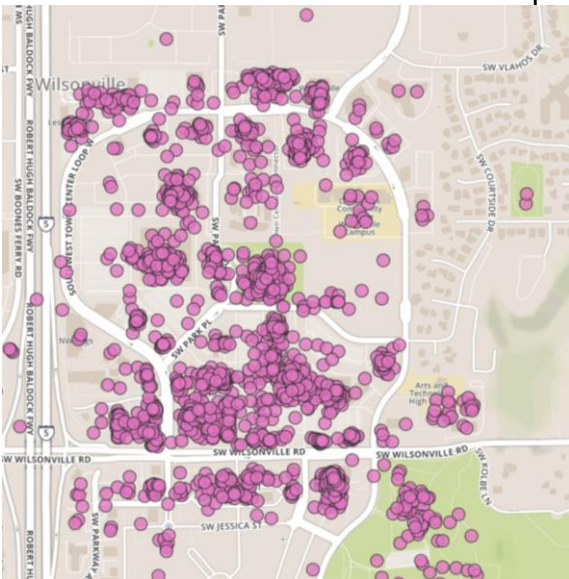




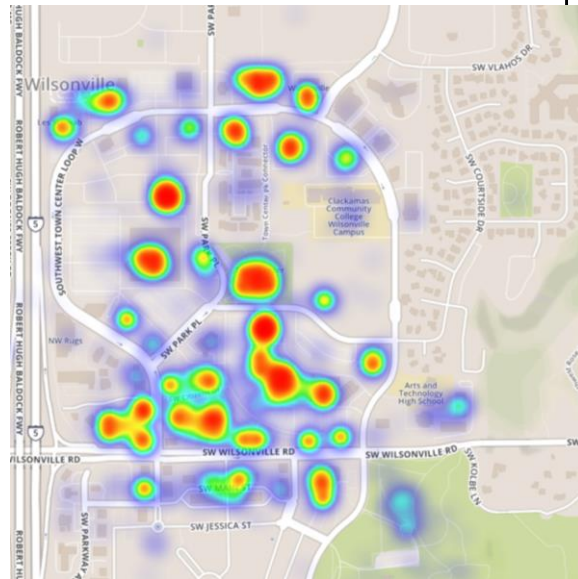
Note: Illustrates places visited in Wilsonville. A total of 3,453 pins were placed for this question.

As the following maps indicate, respondents primarily visit park/green spaces and shopping amenities when they are in Town Center.

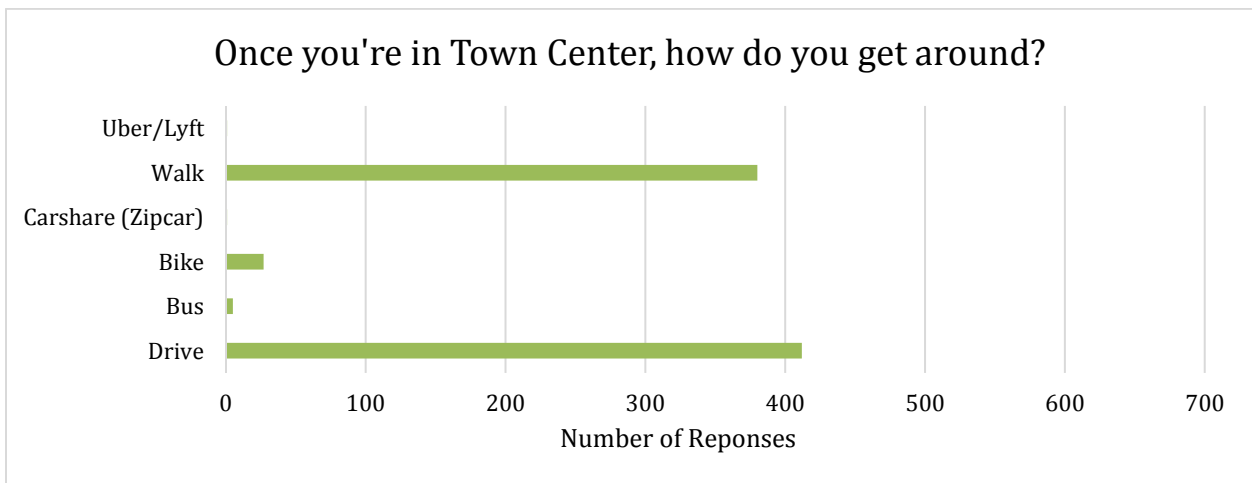
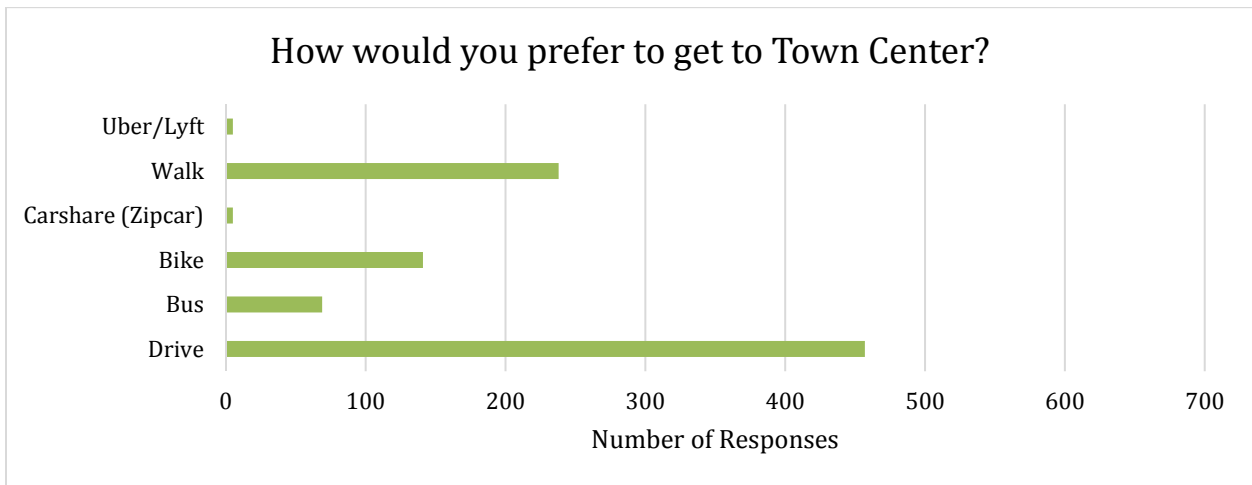
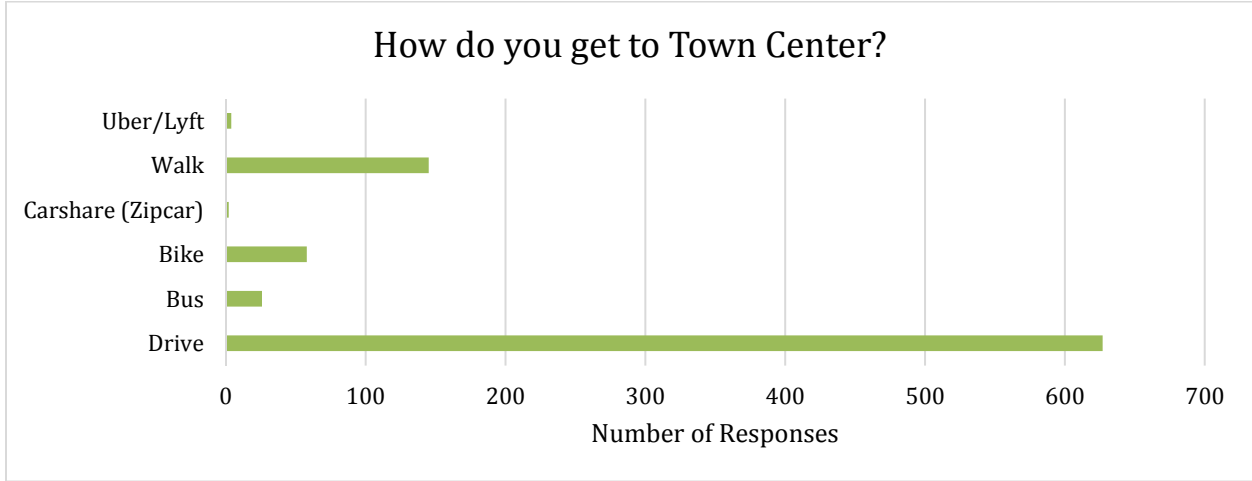
Places Visited in Town Center - Pin Map



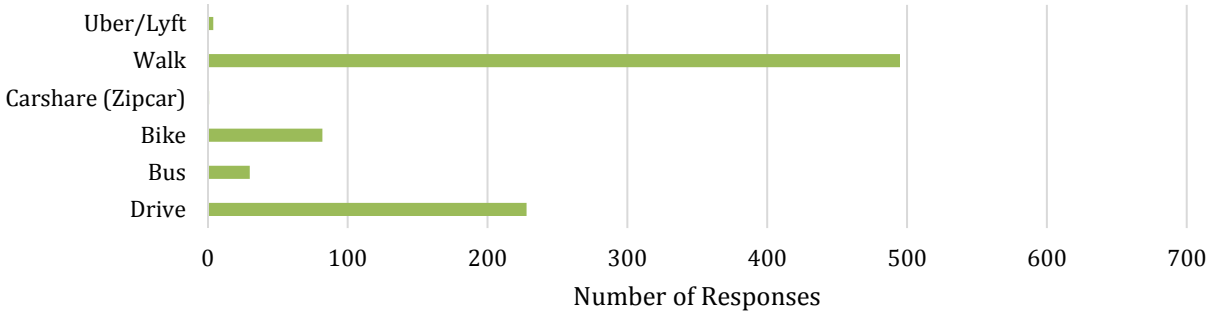
Places Visited in Town Center - Heat Map



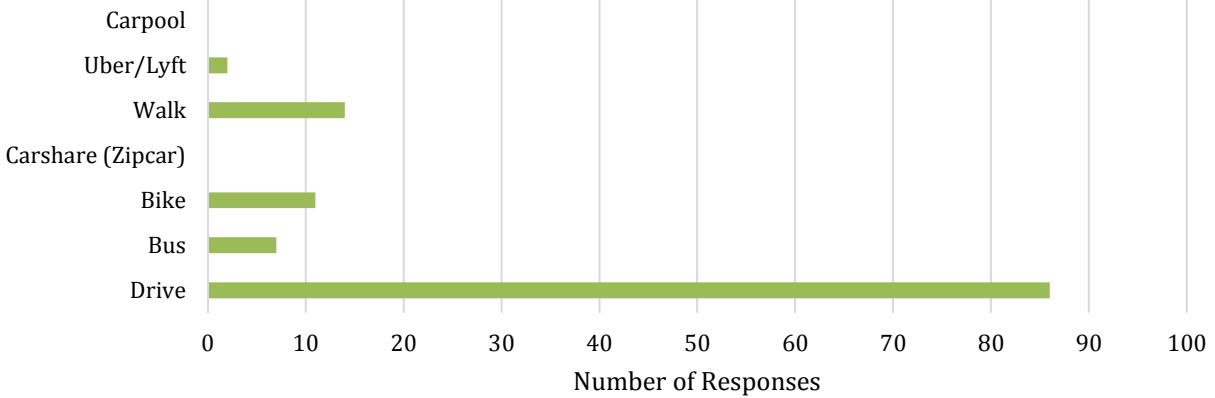
## Getting to and Around Town Center



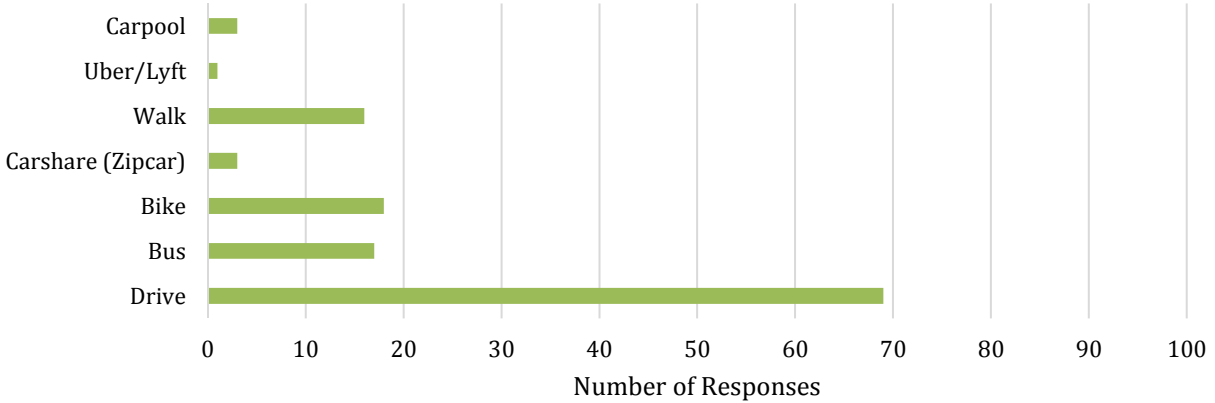
### Once you're in Town Center, how would you prefer to get around?



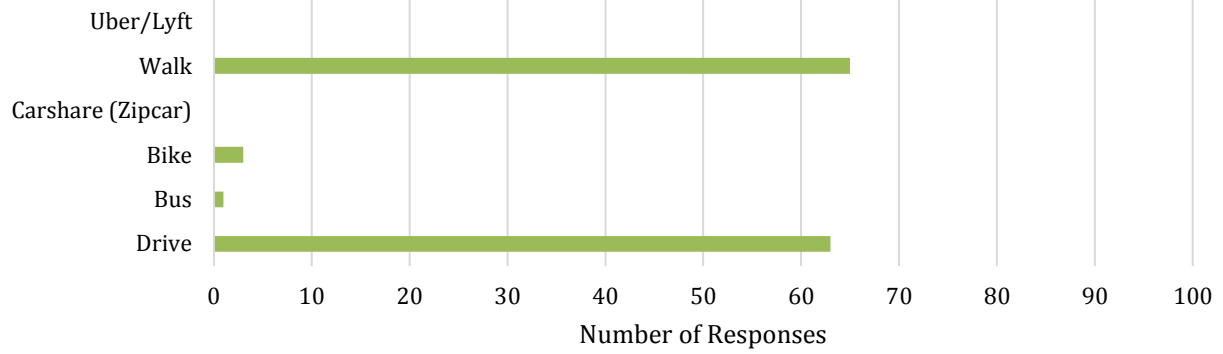
### How do you get to Town Center for work?



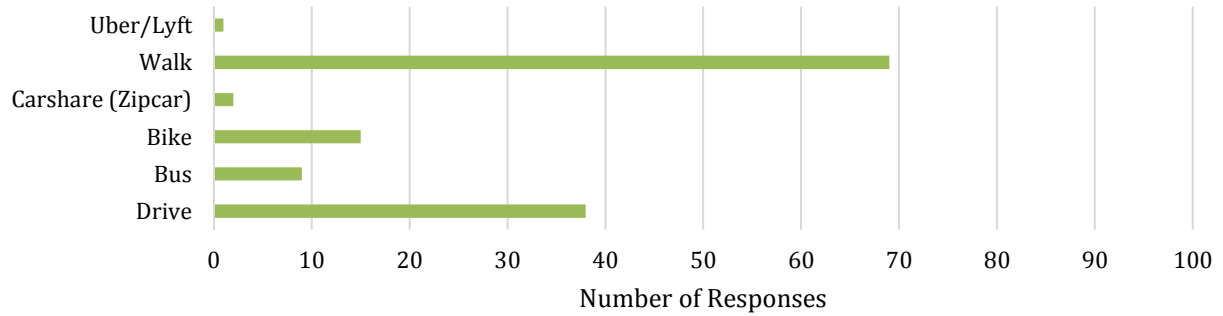
### How would you prefer to get to Town Center for work?



### Once you're in Town Center for work, how do you get around?



### Once you're in Town Center for work, how would you prefer to get around?





## Vision

Respondents provided their answers on the importance of vision elements using a sliding scale, as shown below. The scale ranged from “Not at all” (1-10) to “Very much” (91-100).

It is a place where many people come to work and there are a variety of job options.



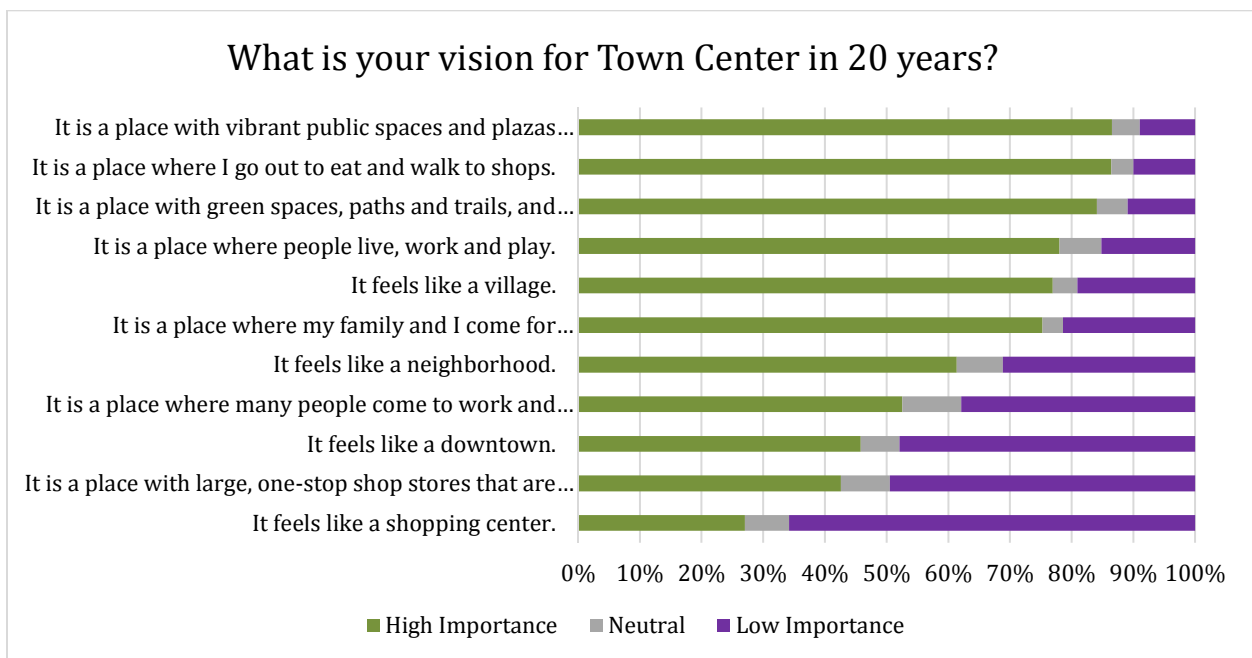
It is a place where I go out to eat and walk to shops.



It is a place where people live, work and play.

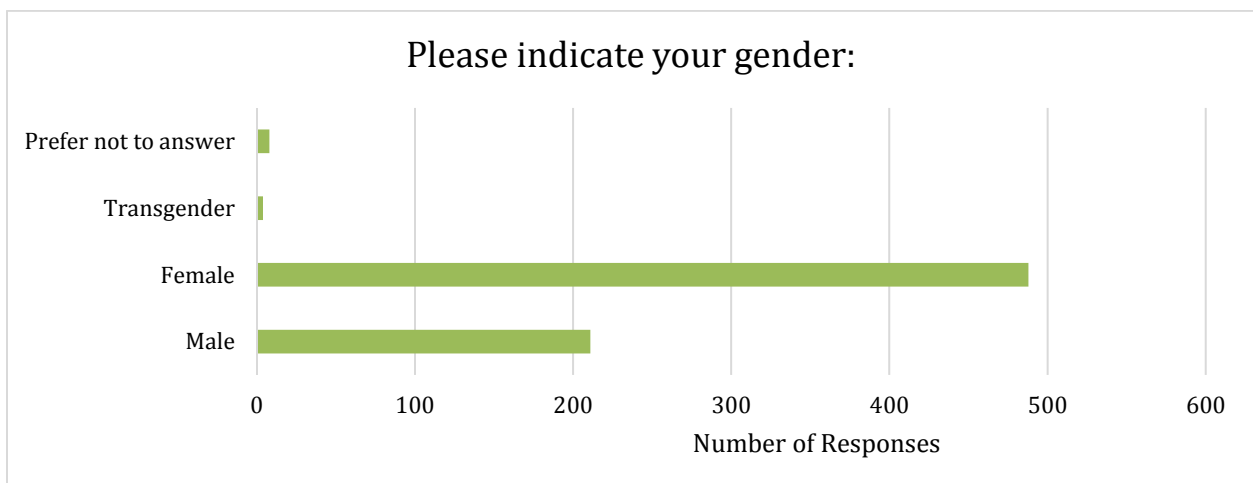
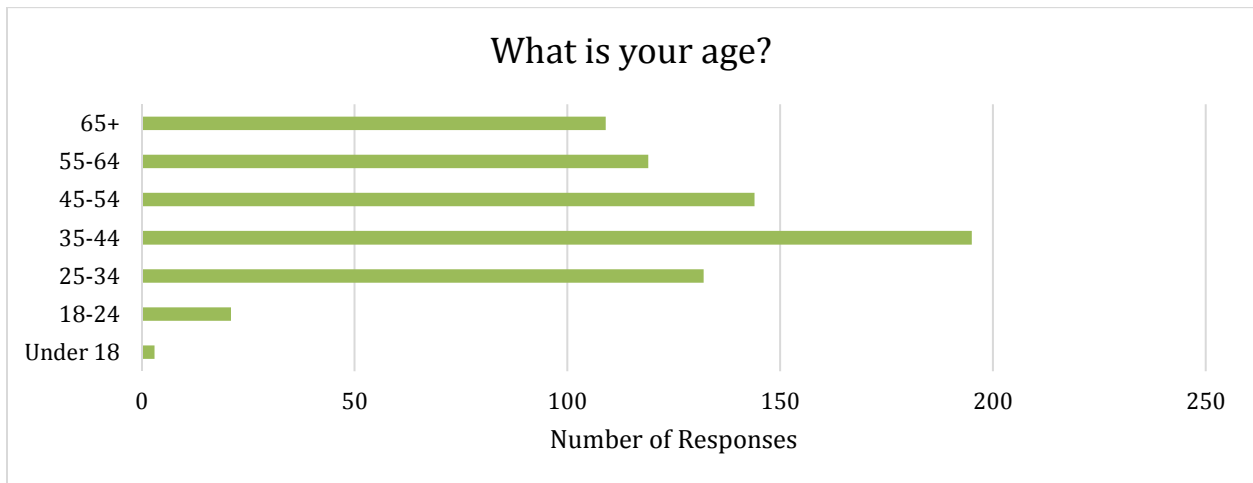
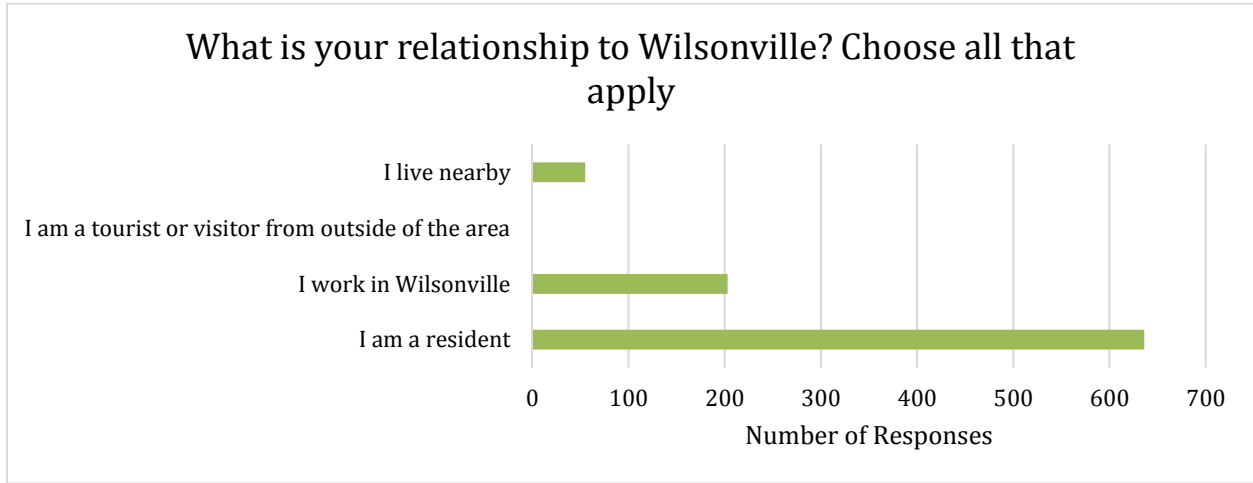


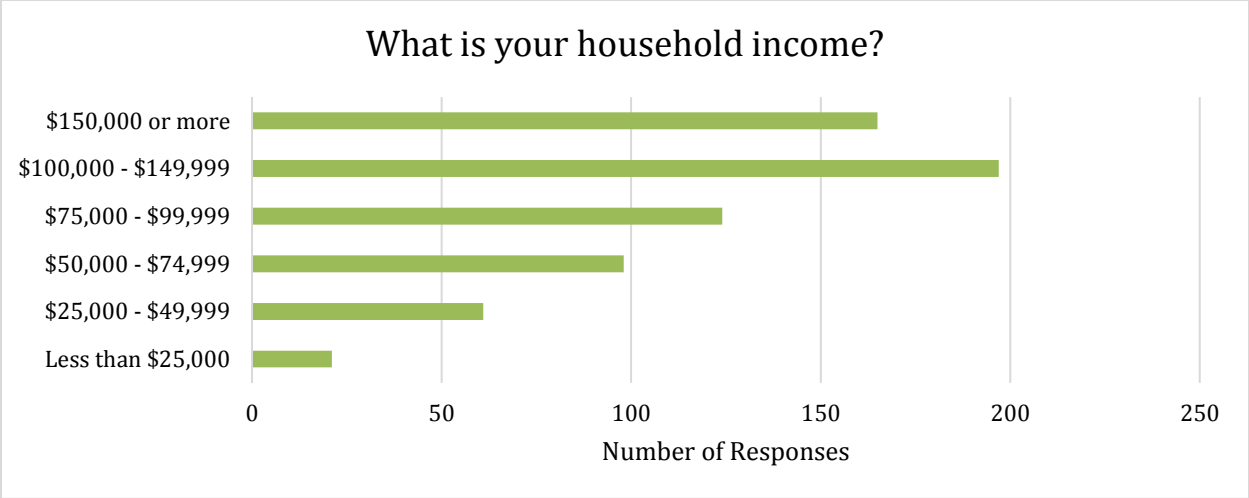
The following chart illustrates the rankings associated with each vision element. Green represents a high level of importance, grey represents ambivalence/neutrality and purple represents a low level of importance. For example, over 80 percent of respondents envision a place with vibrant public spaces and plazas, whereas less than 40 percent would like Town Center to feel like a shopping mall.



Note: “High Importance” is the sum of respondents who ranked the vision element from 61-100 on the scale. “Low Importance” is the sum of respondents who ranked the vision element from 1-40 on the scale. “Neutral” is the sum of respondents who ranked the vision element from 41-60 on the scale. The relative percentage for each element is based on the number of respondents to that particular element.

## Demographics

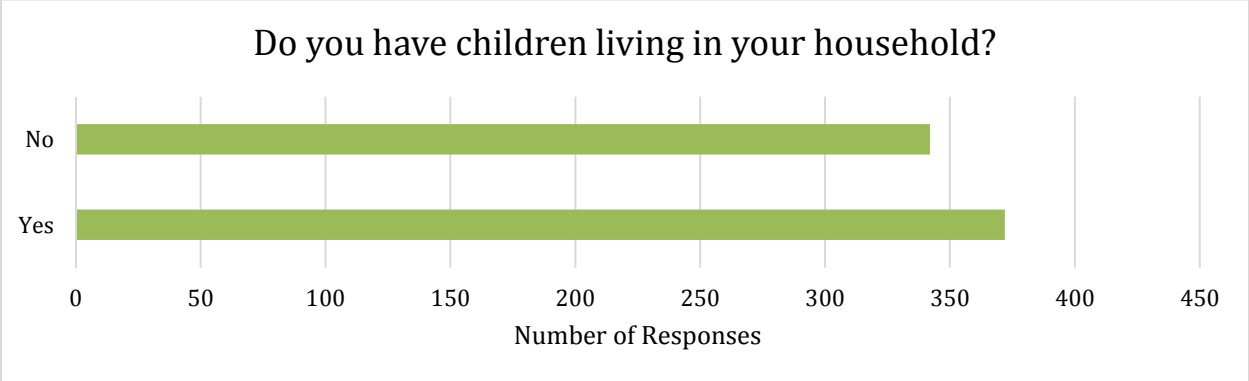


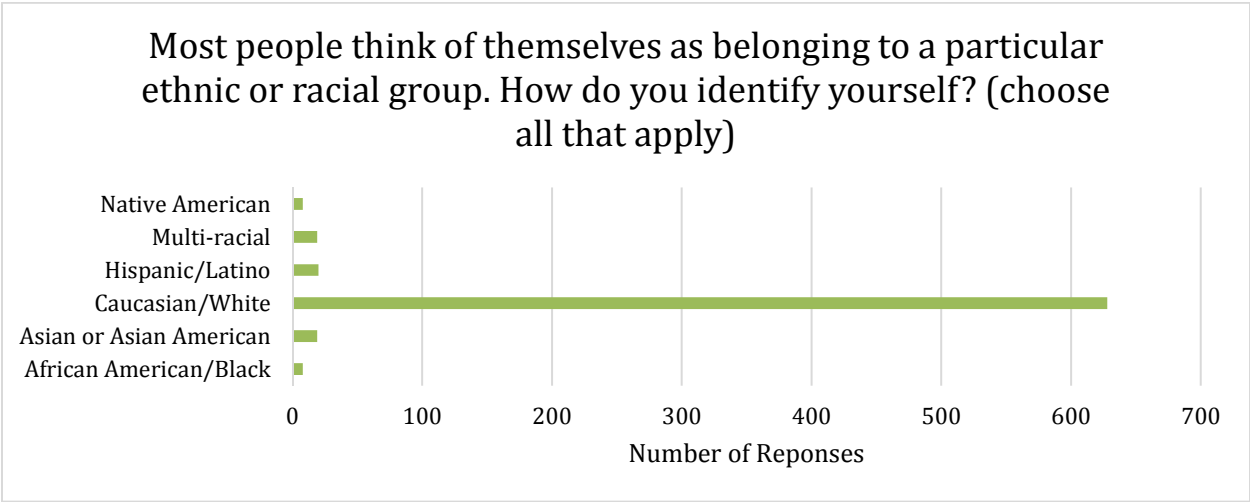


Compared to the broader population in Wilsonville and across the state, survey respondents reported substantially higher incomes. While approximately 20 percent of the Wilsonville population has an income below \$25,000, only three percent of survey respondents who reported income self-identified at this level. Conversely, only 10 percent of the Wilsonville population has an income above \$150,000, but 25 percent of survey respondents who reported income self-identified at this level. Furthermore, at least three-quarters of those who responded to this question reported incomes above Wilsonville’s median.

**Key Economic Indicators Across Geographies**

Income	Wilsonville	MSA	Oregon
Median Household Income	\$56,181	\$60,063	\$52,196
Incomes above \$150k	10.1%	11.1%	8.1%
Incomes below \$25k	19.7%	18.8%	23.1%

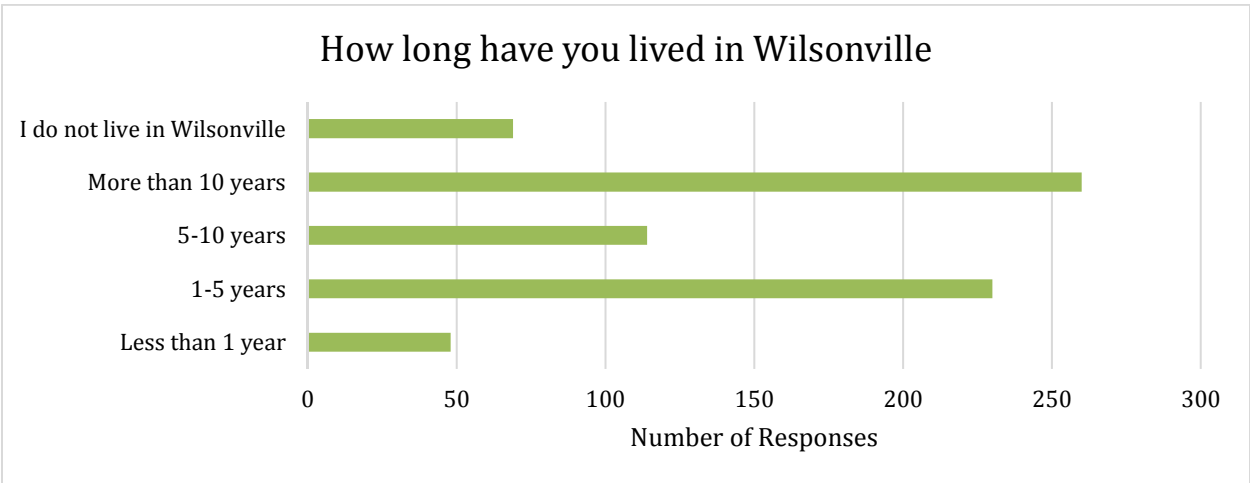


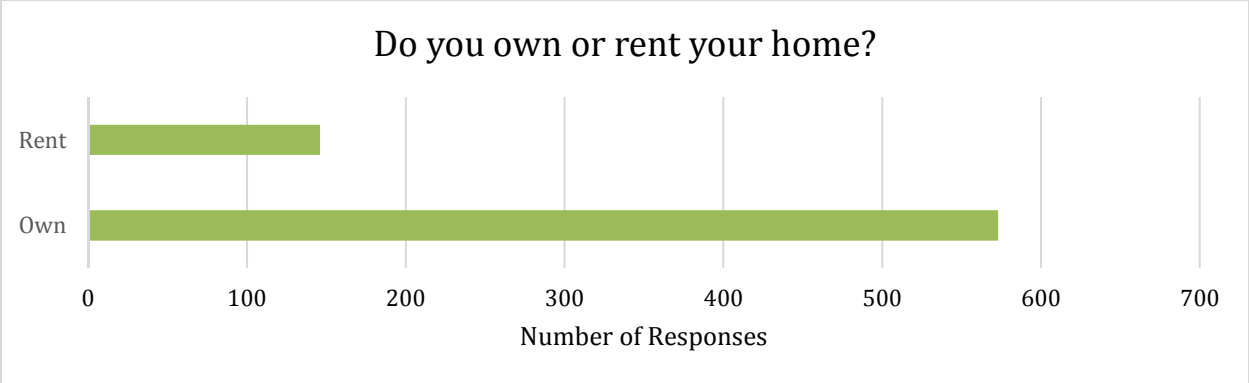


Survey respondents self-identified their race/ethnicity in similar proportions to the broader Wilsonville population. However, there was a significant disparity with Hispanic/Latino respondents, who were underrepresented in the survey compared when to their proportion of the City's population.

#### Racial Demographics Across Geographies

Race	Survey Respondents	Wilsonville	Oregon
White	90%	85%	83%
African American	1%	<1%	2%
American Indian/Alaska Native	1%	1%	1%
Asian	3%	4%	4%
Multiracial	3%	4%	4%
Other	n/a	5%	6%
Hispanic or Latino	3%	12%	12%



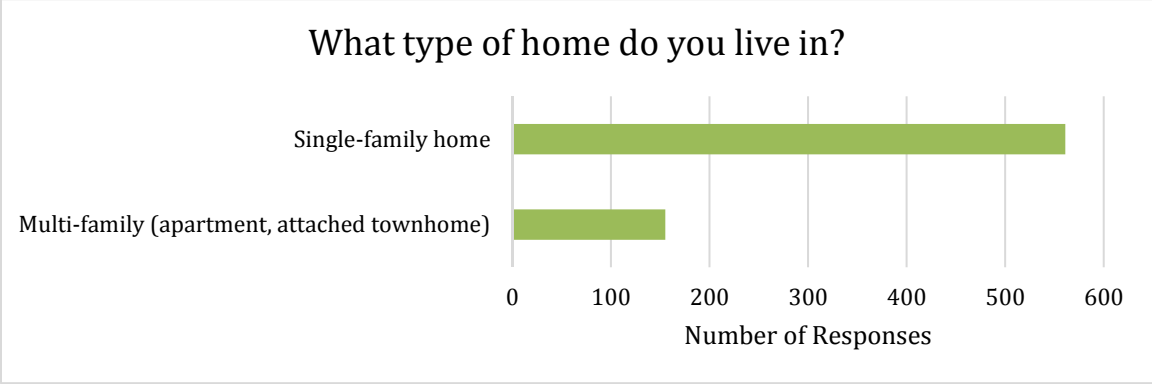


Survey respondents were far more likely to own their homes than residents in the broader Wilsonville population. This was also true when survey respondents were compared to state levels of homeownership.

#### Home Occupancy Across Geographies

	Survey Respondents	Wilsonville	MSA	Oregon
Owner Occupied	79.7%	41.4%	55.2%	53.3%
Renter Occupied	20.3%	51.8%	38.6%	37.0%
Vacant Housing Units	n/a	6.8%	6.2%	9.6%

As of early 2017, Wilsonville’s housing stock includes nearly 9,000 units, of which slight more than half (4,553) is multifamily housing (compared to 4,373 single-family units). This suggests that a significant proportion of city residents are living in rented apartment units. Nearly 80 percent of survey respondents, however, reported that they reside in single-family homes.





# WILSONVILLE TOWN CENTER PLAN

## Attachment A: Mapita Results Summary - SUPPLEMENT

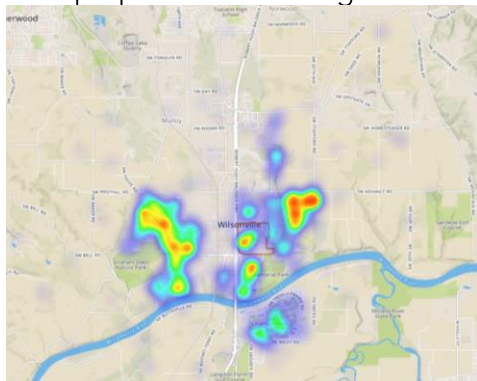
July 2017

### Introduction

The City of Wilsonville's online, interactive survey provided data to guide development of the Town Center Plan (the Plan). Generally, the information that respondents provided did not differ significantly based on demographic variables such as age or length of residency in Wilsonville and no specific conclusions can be drawn from those comparisons. This document provides a few examples of the additional analysis. The maps illustrate the disproportionate representation of homeowners in survey results, but there is no indication that substantive survey responses vary considerably when compared to respondents who rent their homes.

### Renting vs. Owning, Plus Length of Residency

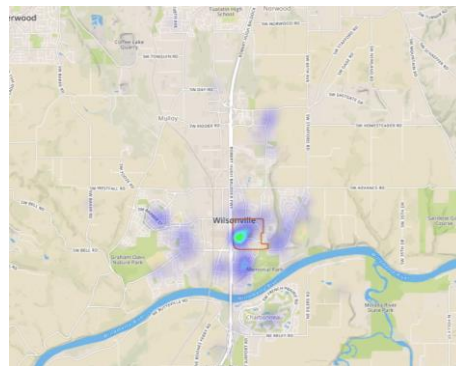
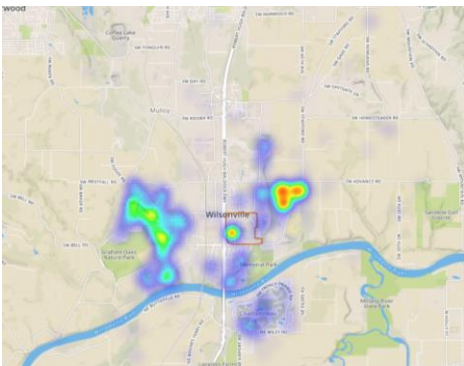
The first map illustrates the places respondents identified as home. The density of dots ranges from purple/low to red/high.



The next maps illustrate homeownership vs. renting. Respondents who own their homes tend to live closer to the edges of the city, while renters are more clustered in and around Town Center.

#### Homeowners

#### Renters

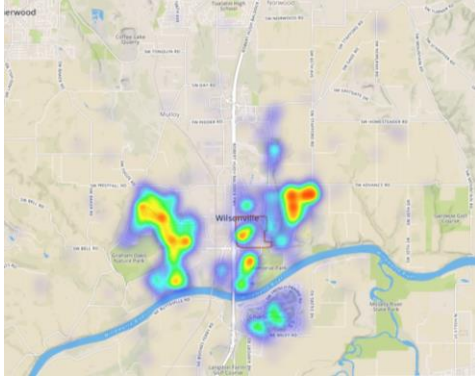


The following maps distinguish between ownership and renting, filtering for length of residency in Wilsonville. Most respondents who rent their homes have lived in Wilsonville for between one and five years. The length of residency for homeowners is more evenly distributed.



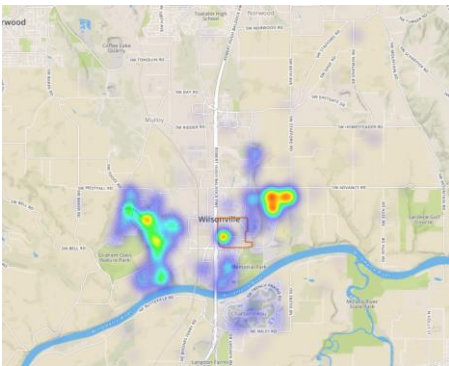
## Type of Home and Length of Residency

The first map illustrates the places respondents identified as home. The density of dots ranges from purple/low to red/high.

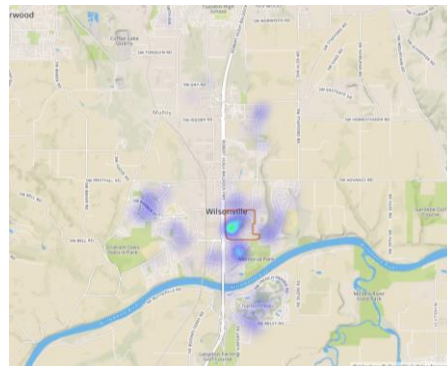


The next two maps illustrate the type of home respondents live in, with a pattern that matches the maps illustrating homeownership vs. renting for respondents.

### Single-family home



### Multi-family (apartment, attached townhome)





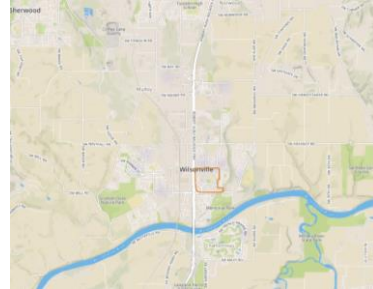
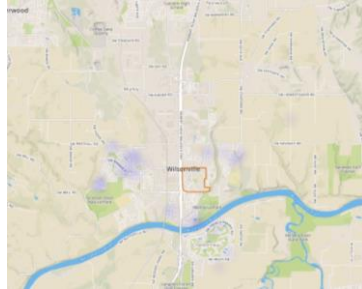
The following maps distinguish between those living in single-family homes vs. those living in multi-family residences, filtering for length of residency in Wilsonville.

Length of Residency    Single-family home

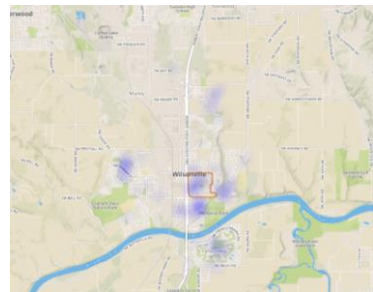
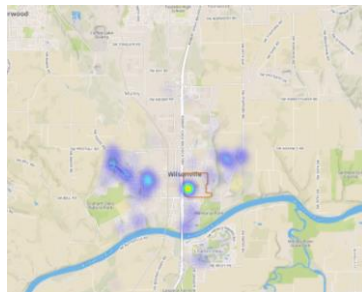
Multi-family (apartment, attached townhome)

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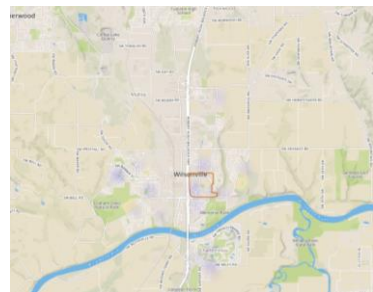
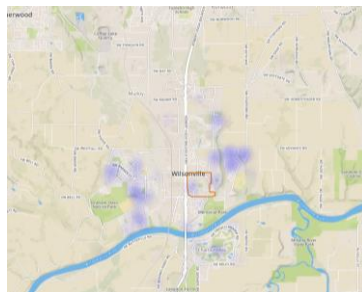
Less than 1 year



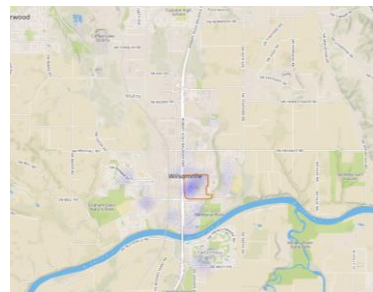
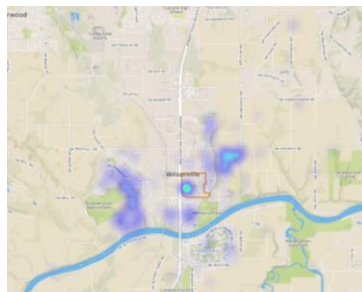
1-5 years



5-10 years



More than 10 years





# WILSONVILLE TOWN CENTER PLAN

## Attachment B: Mapita Results Summary – Open Ended Responses

July 2017

NOTE: The following responses are direct outputs from the survey and have not been edited for clarity, typos etc.

### What types of services and experiences would likely make you spend more time in Town Center?

1. Ongoing, high-grade festivals and activities such as health fairs, art walks/fairs, wine/beer tasting events; more unique boutique stores, cafes, bistros, maybe a coffee/book shop; areas for theatrical and musical venues throughout the year....
2. Bad traffic conditions would make me stay longer
3. Traffic coming. From west to east side is troublesome at times
4. Upscale dining and possibility a nice bar with tapas.
5. whole foods, traders joe
6. make sure your "Interactive and engaging public spaces" are geared for adult activities as well as childrens.
7. no more chain restaurants or stores
8. Independent coffee shops and micro breweries
9. A swimming pool, a real coffee shop (not Starbucks) serving locally roasted coffee
10. A better movie theater. If I go to a movie, we go to Bridgeport or Cinetopia.
11. We Really need an aquatics center
12. Wilsonville doesn't need more parks but needs more community gathering spaces around events. With an attractive town plaza that draws customers in for more than just quick consumption.
13. Might consider a two fold approach for West Side/Villabois and East Side.
14. It would be very useful to have a few meeting spaces available for club and civic organizations--at low (or no) cost and available in the evening
15. Independently-owned restaurants that offer interesting culinary experiences are sorely needed. People will go out, walk around, get drink and have dinner if we had fewer fast food outlets. Quite honestly, the last thing Wilsonville needs is another fast food chain. I know we're bisected by a freeway, but I consider all the illuminated fast food outlets to be a blight on the city. My biggest peev about living in Wilsonville is the lack of culture and that starts with food. Food, Art, Music. A music venue in TC



## WILSONVILLE TOWN CENTER PLAN

### What types of services and experiences would likely make you spend more time in Town Center?

would be a great end goal. I go to Old Church often for the music, beer, food and overall experience. That has been a huge success. Model more of that in TC.

16. We need more independent high-quality restaurants and food trucks in Wilsonville.
17. Better restaurants, aka similar to ones found in Portland (not fast food or chains)
18. Getting in and out not easy. Too many one way street accesses so only a few ways in and other ways out. None of the businesses are interactive and you take your life in your hand crossing parking lots to get from one to the other. Theater is not part of the rest. It is like the property owners don't want their neighboring commercial properties to intermix. Not welcoming over there.
19. Busses that run regularly from Charbonneau - all day
20. I would enjoy these things if traffic flow was improved. Wilsonville can not support another 1500 households worth of traffic unless something is done like revamping the intersection at 65th, Ellingson & Stafford Road
21. Trees wide sidewalks inviting entrances and architectural focal points
22. Indoor or covered play space/park for kids; mid range restaurants that offer quality food at reasonable prices (not fast food, but not fine dining, ie a good local brewery/public house that could host some live bands; an Italian place such as Olive Garden/Pastini Pasteria/Old Spaghetti Factory; Mexican place such as On The Border; outdoor patio seating with food vendor kiosks; quick breakfast place like a bagel shop; ice cream/dessert shop; more large scale retail shops such as Kohls, Bed, Bath and Beyond or Home Goods; Trader Joes
23. Grass, nature, birds
24. Pool
25. Need a place like: Faneuil Hall Marketplace - <http://www.faneuilhallmarketplace.com/info/history> .
26. More things for kids to interact with
27. walking
28. More biking areas, more dog friendly areas
29. biking and walking paths for the better weather
30. My two children are looking forward to the pool project advertised last summer
31. Less traffic. I don't like to spend too much time in Wilsonville because it takes longer to leave the town than it does to do anything there



## WILSONVILLE TOWN CENTER PLAN

### What types of services and experiences would likely make you spend more time in Town Center?

32. Dispensary
33. Coffee shop with inviting indoor/outdoor atmosphere
34. We need a performing arts center so bad!!!!
35. We need some more good restaurants like Dar es salaam. I forgot to pin it, but it's awesome.
36. Security
37. Better parking lighting and less fear that I and my children are very unsafe walking across a large parking lot with insufficient lighting
38. A bakery, more local restaurants, fewer chains
39. Kids indoor activities, play, art, dance, etc
40. An independent bookstore. Maybe even a laundramat.
41. Real dining, not fast food. A museum about the history of the area. Art exhibits year round.
42. I would love a real fitness and aquatic center, with indoor pools, tennis, and basketball courts. I would also love better safety in the parking lots, as people speed, run stop signs, and my husband and toddler almost got hit crossing at a crosswalk going to the tree lighting. Oh, and the Christmas tree lighting needs serious help. It was pretty pathetic, but I came from a town with an amazing tree, no lines for goodies, and a parade (more like what Sherwood has, but we had lighted floats and no religious or political fliers)
43. covered stage at the park for concerts
44. Something geared towards kids and parents.
45. less traffic and busy streets and no big ugly parking lots at storefronts
46. Unique shops / stores - no more chains!
47. not a chain store, small unique stores
48. Very nice dining restaurant like Oswego Grill
49. Restaurants (other than chain), Adult Rec Leagues
50. unique shopping, specialty shops
51. craft stores
52. Place for kids to play
53. Non-franchise restaurants.



## WILSONVILLE TOWN CENTER PLAN

### **What types of services and experiences would likely make you spend more time in Town Center?**

54. Higher quality restaurants unique restaurants unique shops and nice European coffee shops no Starbucks no chains stores
55. All of the above are already there & available...I don't think anything is missing
56. Comment about the living spaces question below: most of us with houses will not move to a space I think most city officials would want to build. We don't want to move from houses to apartments or condos, unless we are older citizens. Even older citizens may balk about shared walls and common spaces after being in their own homes, until they are ready to move to a full-service elder care facility. The people that would move into a mixed housing and retail type Center I imagine you all are thinking of would be new people, not established residents. You will not get established residents, to move to a mixed use area. One concern many of us residents who have been here 10+ years is the constant focus on growth and attracting new people. We want Wilsonville to stay small, and the focus on high density, new, etc., just brings more people, more traffic, more problems, and a watering down of who we are.
57. Better access

### **Do you have any other thoughts or comments that you would like to share with us? Please feel free to further describe your future vision for Town Center.**

1. I would like to see healthier, diverse dining options. More public space, rather than looking like a large parking lot with surrounding shops. A space for entertainment to bring the community together.
2. I would like to see the Town Center as a cohesive neighborhood with a grand architectural plan. Buildings that work with each other and the environment around them. European style plazas have that neighborhood feel that bring people in during the day and night. Right now it feels like a sea of parking lots and a bunch of strip malls randomly thrown into the area with very limited nighttime entertainment options.
3. "Town Center has tremendous potential to become a Destination, given its convenient access to/from major highways, and its central location between Portland



## WILSONVILLE TOWN CENTER PLAN

**Do you have any other thoughts or comments that you would like to share with us? Please feel free to further describe your future vision for Town Center.**

and Salem. Downtown Lake Oswego doesn't have this same advantage and yet it is easily identified as ""a place to go."" Even the tiny area of Willamette in West Linn has successfully created an image or brand that attracts people, something that is entirely lacking in our Town Center. Town Center has no identity, no presence. As someone at our table opined, it seems to be a disjointed conglomeration of strip plazas. The following are some considerations that might improve the existing footprint/infrastructure/usage of the existing town center and create a high functioning, vibrant, attractive, inclusive and interactive experience that town centers are supposed to embody. Improvements will not only benefit all members of the community, but if carefully planned and designed, will additionally establish Downtown Wilsonville as a Destination. This ultimately increases the quality of life and property values for its residents, and makes Wilsonville a highly attractive locale for corporate, academic, technical, and other world-class entities seeking to relocate or establish new territory.

4. \*A complete facelift is needed to create a more modern and upscale identity, and to thematically unify the space.
5. It must be Pedestrian Friendly. Parking & traffic should be relegated to the perimeter or limited throughways, allowing for casual, unimpeded and safe strolling and walking through the center.
6. Add Environmentally Compatible Landscaping, Green Space, Benches and other seating options that invite gatherings and allow people the opportunity to comfortably socialize.
7. Consider adding Water Features such as Fountains, Waterfalls, Water Play areas for kids. They define space, provide focal points, visually enhance the existing ambiance, and invite people to stop and stay awhile.
8. A year round indoor/outdoor venue for theater, music, and the arts should be an incorporated into the design, providing ongoing entertainment options for residents and others.
9. Given Wilsonville's proximity to farms and wineries, the Center should consider incorporating an upscale, fixed Farmers Market that is open year round, such as those that have become focal points and major destinations in cities such as Boston, Toronto, Granville Island, etc. These markets offer both indoor and outdoor



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shopping and dining options, and provide opportunities for local artists and craftsmen to showcase and sell their products.

10. Art, Sculpture, etc. should be an integral part of the city center. Local artists' work can be featured on a rotating or permanent basis, and visual or interactive art could be integrated into the walkways and green spaces, etc.
11. There need to be more dining and shopping options other than the ubiquitous chains. More upscale restaurants, choices for healthy eating, unique stores, boutiques, bistros, cafes, tap-rooms, ice cream parlors etc. Accordingly, there should be more cohesive outdoor seating areas that provide shelter from the elements and create a welcoming, casual environment.
12. The center should have a calendar of planned events throughout the year, such as wine-walks, health fairs, art-in-the-park festivals, featured speakers, lecture series, cooking lessons, etc. side-walk sales, etc.
13. Specific areas could be focused on a given user. For example, one area would cater primarily to families and children: Play Structures, Stores and dining options geared toward kids. Another area might be the City Center After Dark, where venues offer more adult oriented dining, recreation, or gathering.
14. Additionally, the area adjacent to the town center on the south side of Wilsonville Rd., should also be somehow incorporated into this plan. There are businesses and restaurants on that side that provide needed goods and services. This area is currently more user friendly than the convoluted layout of the existing town center, and could be an asset to the overall plan. A Pedestrian Walkway over Wilsonville Rd. could nicely connect the two areas and both sides would benefit.
15. Since the area encompassing the town center is extensive, transportation, such as a hop on/hop off trolley or van could be available: Something that runs on a continuous basis during prime hours of the day, and that can easily carry shoppers/visitors from one area of the center to another, making it more likely that people would use more services and spend more time in the center.
16. A town center and central gathering place with cool unique restaurants, a local micro-brewery that is open air during the summer with live music, a wine bar, an integrated movie theater with nearby restaurants, unique shops with a home-town feel, great ice cream, a nice bakery, lots of public art, interactive public spaces with things to do,



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a futsal court in or near town center park, a large tree-lined pedestrian promenade where we could have a farmers market, outdoor events, live entertainment, convenient parking where I can park and walk to everything, with lots of people living in and around town center in condos or apartments above retail.

17. "Pedestrian only zones would be great as in Eugene, Ithaca, NY, Vienna, Lisbon, Cinqua Terra, etc.
18. Outdoor eating without being in the midst of cars.
19. Keep Town Center Park as a focus.
20. Concentrate parking out-of-sight to make area more pedestrian friendly."
21. My 14 year old daughter often talks about other towns we visit feeling like a "village" and she particularly likes the cozy feel of West Linn's downtown shops and restaurants. I think Wilsonville's mentality is very "cozy" but our Town Center at this time doesn't reflect that...it's sterile and a little cold with just strip malls, box shops (Goodwill, Dollar Tree, etc.) fast food and a big parking lot in the middle. We are on the right path starting the conversation to make it Wilsonville's Living Room :) Thank you.
22. If future improvements render driving to or parking in Town Center more burdensome, I will be less likely to visit that area of town.
23. "Please no more chains like Starbucks, and please, not residential. As a gathering-space for community / town center, having residential nearby is awesome, but \*in\* the space just uses space. (Any chance we can talk Powell's into opening a branch, though?)
24. Low income businesses like dollar stores will not be conducive to a vibrant relaxing place.
25. I love this town and my husband and I plan to spend the rest of our lives here. I hope to keep the small town feel and the charm that is Wilsonville.
26. I appreciate the opportunity to provide input. However, I desire less government spending. Prefer private businesses to pay for these changes. The city has done a good job in the past making sure development goes slowly and thoughtfully, respecting its residents.





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27. It would be great to have a local organic coffee shop that also provides free Wi-Fi where you could hang out. Also a local sandwich, pizza, and salad place where you can get a beer or a glass of wine.
28. Wilsonville truly needs a "town center." What we have now is a collection of businesses and services that are hard to get to and hard to get home from. Fix the dang traffic mess first! Then add more places of interest to Town Center!!
29. Must get rid of the "strip mall" feel of Town Center.
30. "Please keep the movie theater, which I attend weekly. Also in this area, build a teen center where they can get snacks, a non-Starbucks cup of coffee, or other non-alcoholic drinks and there is room to study and just hang out. Between the Family Fun Center, the bowling alley and the theater, this area of the loop would be the entertainment area.
31. For restaurants, add a KFC, Chang's (Chinese food), Sweet Tomatoes and Olive Garden. Possibly add Outback Restaurant."
32. I would like the city to develop restaurants and shopping on the West side of the freeway as well as Town Center. Wilsonville feels like a city without a city currently. I hope we find a way to combine both East and West Wilsonville to develop a friendly feeling to our city. Wilsonville feels like a strip mall city right now. Bend, Hood River and even Troutdale have more of a city friendliness to their cities. I am hopeful as we plan to retire here. Thank you for the surveys, I think they will help make Wilsonville more attractive.
33. would like a whole foods or a trader joes. would like to see the empty places filled
34. Town Center is more a "would be nice" than an essential issue for us. It'd be really nice to have more sit-down dining options, but Wilsonville is still a small town.
35. I am so excited about the Town Center plan! I think it needs to be completely demolished so something inviting, purposeful and serviceable can take its place. The biggest problem with it is there is too much parking, everything is too far apart, and you can't see what's there on all sides. I don't even think I know about all that is there. Because it's a huge space it is a waste of valuable real estate. There would be room for two story buildings, as in the original Villebois Piazza plan that hasn't come to fruition. I don't think more housing is what's needed because there is plenty of that across the street. There is great retail at Bridgeport Village so recreating something



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like that would not be necessary. Just the things we need in Wilsonville would be great. Thanks for the opportunity to contribute our thoughts. I had a challenge with the map drops though as having to enlarge it was a hassle. Thanks though for all your work!!!

36. I love the children's services the Wilsonville Library provides. I live in Villebois & the library is the only time I go to Town Center.
37. PLEASE bring a Whole Foods or Trader Joes. I would never leave!
38. testing please delete me!!!
39. "Low income businesses like goodwill and dollar tree will not support the type of environment that comes with restaurants and boutiques. Persons that shop at these places typically do not have the disposable income needed to allow for discretionary spending
40. I would like to see a weekend farmers market like the one in Lake Oswego. More local shops and restaurants, no more chains/franchises. Maybe a place for art or live music. More dog-friendly shops/restaurants.
41. Look at who your market is and gear your activities to those who make up this area. E
42. I have lived near Wilsonville for 40 years and we also own another house in Wilsonville city limits now for 20 years. The city has changed from 1000 residents to what it is now. Both my husband and I worked in Wilsonville as well. I would like to see more fun restaurants, not chain ones, lots of walking paths and no more condos or apartments. I love all the water fountains and family activities that are offered. Thanks for that.
43. More pathways and eateries would make it more user friendly and attract more people.
44. "The main factor that made Town Center look and feel the way it does today is that it was planned for the movement and storage of motor vehicles. If we really want to make Town Center a hub of this community, we need to think about how to plan for people and provide more transportation and housing choices so we can have more than just big surface parking and big box / national chain retail in town center.
45. This place is currently a dump. It is an embarrassment to the community -- full of drive-through fast food and stores that cater to a lower socioeconomic element (Safeway, Dollar Store, etc.). We need better stores with a local flavor.



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46. Great survey. Thanks for asking for my opinion. This is one of things I love about Wilsonville. The city always wants to know our opinion and you ask for it.
47. no public money for this area; private investment only
48. I LOVE this community.
49. Wilsonville lacks a hub where I can park & walk to a variety of activities: everything involves getting back in the car to drive to the next shop, even when it's across the Safeway parking lot because that short distance is not safe for pedestrians. Also, we need an aquatics center: Tualatin, Tigard, & Canby are too far away & already at capacity for their residents
50. Wilsonville lacks a sense of a definitive downtown. That was my biggest knock on Wilsonville prior to moving here. A strip mall loop is not a downtown. The more the design can shift from the suburban planning of the 90s to a focal point for the town the longer this Town Center will remain relevant.
51. I am glad to leave in my side of town, vs Villebois which is over crowded, but their model of nicer facades and activities is inviting. Town Center is run down and ugly, and yet I hear that retail shops have trouble making a go because of high rents. There has to be a way to make it work for all.
52. "There is no cohesive point of reference for a Town Center in Wilsonville. The old part of the city, what was the Town Center 100 years ago, is devoid of commercial life. The newer parts of the city are dispersed on both sides of the freeway and dominated by big box. If you want to create something attractive as a town center, it would require focused effort on a single location. Right now, the attention is divided and so the city is divided.
53. There is nothing I would consider a Town Center (although I answered your survey as if I thought there was one - I don't). Perhaps a new town center could have been created within Villebois, but that was never part of the plan and it seems to be too late now, although many people live in Villebois and there is a dearth of commercial uses.
54. Wilsonville's location and geography are outstanding, yet there has been no concerted planning focus on utilizing the natural beauty of the river or creating a downtown core that has both charm and functionality. Instead, the city has elected to be a dispersed and de-centralized collection of neighborhoods and business areas.



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Perhaps at this point, the best choice would be to allow this pattern to continue and to try and create a series of separate and distinct Town Center locations? Asserting that Wilsonville has a single Town Center is contrary to reality and would be almost impossible to create. "

55. I moved to Wilsonville for 3 reasons: the quality of the middle school ( I had 12 year old twins) and the availability of safe running areas for long distance running ( a health necessity for me), and proximity to work in Salem and Portland.
56. I think one thing missing in Wilsonville is a central square where people would meet and socialize like Pioneer Square in Portland. We have a lot of small spots here and there but nothing that really creates a sense of a city center
57. I like the idea of having a nice town center for shopping, dining, gathering, and entertainment. However, I think for recreation, the city already has some real nice areas that would be nice to continue to enhance instead. Also, consider creating 1-2 social and gathering spaces within walking/biking distance to major neighborhoods would be great as well. Living spaces in the town center is fine as long as there is demand, affordable, and its done well.
58. I would like to see an attractive village-style space with shops at the ground level and apartments/condos (designed for adult residents) above. The shops should be in the center with parking around the outside (including one or two multi-story parking areas integrated into the surrounding architecture) and attractive (covered) walkways and seating areas. A wider range of restaurants than at present, including restaurants open in the evenings, should be available. I personally think that an international theme in the choice of restaurants would nicely complement the selection of restaurants available at Bridgeport Village. The park could accommodate a better performance area.
59. There needs to be more variety of shopping. There are 3 large discount stores. Fred Meyer, Target, and Costco. There needs to be something a little more upscale like Kohls or Macy's. We leave Wilsonville to shop mabytimes because what we need isn't available here.
60. Would love to see more affordable grocery stores in Wilsonville (Winco or neighborhood Walmart) and better dining options. Would also love to have an



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overpass with car, bicycle lane and pedestrian access from Barber to the east side of I-5.

61. Wilsonville is highly defensible with a moat on one side and only a couple of two lane roads on either side with a major (by Oregon standards) funnel coming from Portland dumping into a small area . If you want Wilsonville to end like the Tualatin bottle neck, then by all means find a way to add more housing ,business to justify your job. I can't think of a business or service that requires me to go to another city other than a Kaiser Hosp Think of all the retirement centers close to Wilsonville
62. I appreciate that the city is soliciting this feedback. I trust you'll make good choices to make WV more unique. Please, no more chains, dealerships or fast food. Provide some tax breaks for independent businesses or something. It would be hard for something like an art gallery or music venue to make it without a reasonable rent. But that's the sort of business that makes an area like TC more vibrant. The presence of cultural businesses stimulate other businesses. Wendy's and Taco Bell are NOT destinations. They're wastelands of bland convenience.
63. Please bring in a specialty grocer like New Seasons or a Trader Joe's. It would provide great jobs for Wilsonville residents and reduce my trips on I-5 which become more difficult each year due to traffic.
64. Need to improve traffic at the Boone Bridge and in and off ramps of the freeway.
65. I am impressed with the level of work and hope that this will be the end of public investment in private property. If Town Center wants to redo themselves have them pay for it.
66. I like the images for improvement that were in the survey - more gathering places that are pleasing to the eye. Meeting someone for coffee or a meal and looking at a parking lot just don't feel good. I love what Tualatin did by creating a lake surrounded by small shops and eateries. I love how Lake Oswego re-created a plaza overlooking the lake with pedestrian areas lined with eateries and shops. Wilsonville needs an "old town square" space where it is beautiful to gather as community.
67. Continued growth with poor infrastructure have brought down the quality of life in Wilsonville. This town continues to build apartments and homes yet our roads are already to capacity. You only have to be at Wilsonville Rd and Boones ferry at rush



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hour to know we cannot sustain additional growth in this town. A few bypass roads is not going to solve the problem.

68. Tri Met invested millions of dollars for the WES train, with each passing year I'm sure more riders board the WES which is great!! But we need more foot traffic more people from other towns to come to Wilsonville. When I think of Wilsonville only two things come to mind. Bull winkles and Fry's electronics. Wilsonville needs to attract more office space, or expand the community college, build an actual hospital, build where the existing town center is a multi floor building where people can live and have retail, office space.
69. I would not consider living in Town Center not because it is undesirable, but because I have a house I purchased a couple of years ago and have no reason to move. I would like to see the town center shopping center re-modeled so it is not all on angles and difficult to maneuver. Would like to have nice restaurants in town so I don't have to go to Portland any time I want something other than fast food or a chain.
70. "We love the way Wilsonville has developed. We raised our family in the Peach Cove area, and 11 years ago moved into Wilsonville. We like the pedestrian friendly style of town center with restaurants, shops and evening / weekend events in the same general area . . .
71. Thanks & keep up the good work !
72. ( PS - the new mini-storage building does NOT fit into the town center that we see - IT'S WAY TOO LARGE OF A BUILDING AND IS MORE INDUSTRIAL ). "
73. Changes to Town Center should be property owner/developer driven, not City government driven.
74. I would to see Town Center revitalize and be more relevant. We need some more full service restaurants, with cocktails in TC. I think there is only one now (Boston's) and it isn't very upscale at all.
75. downtown now is just a series of mini malls with lots of parking . Not pedestrian friendly.
76. Wilsonville is losing the "neighborhood" feel with so much high density housing. I work in the real estate industry and more clients are wanting to move out of Wilsonville because of the crowding, lack of driveways, and yards. It is feeling too



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much like a "metro housing" area (their comments). Many of my clients have lived here for 5 or more years.

77. A portion of Town Center should be similar to a European pedestrian area. Cars are only allowed at certain times for deliveries. There are shops, restaurants and cafes with outdoor seating, and people live there above or next to the shops. Moms with strollers meet for breakfast, residents and business people meet for lunch or coffee. And there are decent restaurants for lunch and dinner.
78. "I shouldn't have to drive from one shop to another.
79. Why is the bridge across river to be west of freeway? I would walk or bike if it went from Charbonneau to town center. Won't use it at site planned"
80. Love it here - everything EXCEPT I5 traffic...s
81. Please consider the proposed bike/pedestrian bridge over I-5 at Barber as a component of the town center redesign.
82. I moved to Wilsonville from the SF Bay Area 14 years ago. The city of Pleasant Hill, CA. developed a "new" downtown area that has become a vibrant town center in a rather short time period. Shopping, restaurants, parking and a movie theatre...check it out!
83. We love Wilsonville because it has a small town feel and is close to I 5. We are unable to afford a house because we are teachers and housing prices are too high. We don't want the city to grow too much, but we hope there will be affordable home options soon.
84. The Main Street shops were built with the possible hopefulleness that consumers would walk around similar to Woodburn outlets, old Lloyd center (when it was outside), Bridgeport...but, that didn't happen. Would love to see something similar to Bridgeport in town center...on a smaller scale of course.
85. Very concerned about the growing traffic problems in Wilsonville. Traffic on I-5 causes an increasing backup as cars can not get onto the freeway essentially shutting down all the streets near the Wilsonville Rd on and off ramp. It is happening more and more often in the 4 years I have lived here. I hear no talk of a solution. Widening I-5 and the Boone Bridge is the only fix. Without pressure from the city and county this will not happen. Wilsonville will be a gridlock mess in 10 years and I will move- forget about your Town Center plan !.



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86. The "driveway" at the end of the "court" on SW parkway CT between the Regal movies and the apartments is confusing and misleading.
87. "I would love to support Town Center more but avoid it because of the major traffic issues. I feel very strongly that traffic flow still needs to be addressed before more development is created.
88. No more fast foods. We need more restaurants. Ex: IHOP, Mcgraths, Olive Garden, and In n Out burgers. 😊
89. I love living in Wilsonville and am amazed by all the shops and services available in a town of it's size. I realize that since we straddle interstate 5 we are able to draw in a lot of non residents to go to our movies and shop in our stores, and I am thankful that we have these services available for all of us. However, I wish we could get rid of the trucks!
90. needs more of a village feel and not so commercial
91. Affordable living is needed for independent seniors living on social security single income so we don't have to work till we drop
92. I would love to see a Wilsonville that is vibrant . A city with a larger variety of citizens . Someplace with a well planned out defined mixed-use center where singles ,family's and even retirement aged with a wide variety of socio economic status . A destination for the region to shop eat live and truly enjoy the cultural amenities. We must create a sustainable habitat designed for humans not cars . With all aspects of transportation integrated seamlessly . By creating this sort of inviting atmosphere , job creation and tourism will prosper. Finally... I'd like to say thank you to all at City hall who are working so hard on this. This is an amazing opportunity for this city and region . Don't think small and push the envelope of creativity . Thanks again.
93. The dining options in Wilsonville are poor. There are very limited options for vegetarians, vegans, or those with food issues. Multi-ethnic dining options are very limited and non-original. The towne center lacks charm or any unique identifying characteristics. There is absolutely no draw to come there. It looks like it could be picked up and moved to any suburban town in the US and no one would know the difference. I suggest reaching out to some restaurants in Portland that are independent and doing well and enticing them to have a branch in this area. It would





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create a nice draw to Wilsonville as the PDX suburbs as a whole do not have dining options that are even close to what is in Portland.

94. Love the community events that are done here, thank you so much. The only other thing I would add as far as improvements would be to widen Wilsonville Rd or whatever would help resolve the traffic congestion through here. :)
95. Wilsonville is at Grid Lock Now ... you have destroyed any livability in this town - our neighborhoods have become used car lots - our streets are no longer safe to bike or walk on - the traffic noise and pollution is out of control, you drop an huge car company into old town taking away any livability for the neighbors there - plus the 5th street annex road will make a trip to Fred Meyer for West side folks only i the East side folks will never be able to make there and back. Wilsonville Road is nothing more than a secondary FREEWAY - 4 schools - new shopping center - 5000 more cars a day from the Frog pond Development - and NO NEW ROADS. The current owners from California that own the commercial properties in Town Center are difficult to work with - plus the city has a reputation of being very expensive to do business with - I am not in favor of the Town Center Project cutting any parking places - and expanding new businesses that will run our current small business owners already struggling to survive to be run out of town.
96. another restaurant like oswego grill
97. We love the open spaces and water features in Town Ctr. We would like to see more small restaurants and shops and green spaces, perhaps a farmers mkt in the summer. I wish we had a community pool/rec center, but it doesn't look hopeful. The city could expand the biking/walking paths in the area to encourage more use.
98. It would be interesting to look at some of the ideas which are being deployed in Slabtown (Conway blocks) for access and live, work, play environment. They may be applicable here.
99. "Think big. Mixed use, some high density housing, and executive apartments, residential over retail, office over retail, residential over offices, underground parking/parking structures, are all appropriate here. Reduce the amount of underutilized pavement. Consolidate parking. Consider stormwater management, integrated into green spaces and mixed-use trails.



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100. The city is growing fast. Grow most and grow in the center improving walkability, to reduce traffic impact. "
101. It would be great to see more independently owned restaurants and shops. I would make a point to patronize these options over chain owned businesses.
102. "Pedestrian street crossings need improvement - too many people/kids getting hit. Intersections need improvement - too many vehicle accidents and traffic"
103. Until you deal with the traffic issues in Wilsonville, more development is only going to make things worse. Trying to park anywhere near Safeway most of the time is very dangerous due to the sheer number of cars trying to maneuver in such a small area. There are enough large shopping areas nearby. There is no need to turn Wilsonville into another Tualatin or Bridgeport. Wilsonville is losing its charm and livability as all the green spaces disappear.
104. Designated bike lanes on every street that has traffic lights or zoned for retail. Greenways every 5 streets, both north/south and east/west.
105. Before Wilsonville can grow the infrastructure needs to be dealt with. People don't want to be in a traffic jam in this small a community...
106. The biggest drawback to visiting Wilsonville at the present time is the amount of traffic on I-5 at all times of day. If (when) additional housing units are constructed at the east edge of town, this problem is going to get exponentially worse.
107. It perhaps is unfortunate that Wilsonville has 2 town centers divided by the freeway. In recent years the west hub has become more important because of the arrival of Fred Meyer and the very successful Oswego Grill restaurant. Th empty Albertsons is a downside. If we eventually get the French Prairie bridge that will enliven the west side even more. The loss of the old Starbucks at the east hub has reduced the number of people using the area. Presumably Rite Aid will go too with the Walgreen's merger. The east hub needs a good mid scale restaurant and more upscale non chain stores as well as return of a bistro/deli type coffee shop with attractive outside seating. Safeway will continue to have difficulty competing with Fred Meyer. Goodwill and Dollar Tree downgrade the area. If the area between City Hall and the CCC campus were developed with upscale stores and restaurants that could help. It will be difficult to change the character of the current town center retail area grouped around Safeway.



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108. If the sidewalks connected more and felt safer in the area of town center I'd go more. Also more outdoor public spaces. Especially with that Starbucks gone.
109. Research Meridian Town Center in Meridian Idaho. Perfect amount of everything there loved visiting!
110. I love walking around downtown Sherwood - lots of family owned, quirky shops and small. family owned coffee shops and restaurants. I wish Wilsonville had an area with a downtown-main street feel
111. traffic is getting bad
112. Anything you do, must preceded by improved infrastructure
113. The street layout in the town center could be improved. Inside the shopping area the 'main route' is not always clear, driveways are sometimes too close together, and some speed limits are too high given the proximity of pedestrians. In short, I'm nervous about walking to some places within the town center and I take a round about approach when driving to some stores to get safer access.
114. More transit between the smaller cities connecting to Wilsonville. Direct transit from Woodburn/Hubbard/and Aurora. More safe bike lanes (across the river!)
115. I'd enjoy going to town center a lot more if I didn't have to deal with the excess traffic at the Boones Ferry + Wilsonville Road intersection. On a Friday afternoon it takes me sometimes over a half hour to get to town center. Crazy!
116. The Town Center feels dated, and the businesses scattered in such a way that one does not want to linger and do any "window" shopping. The massive parking lots should go, and a downtown "grid" with street parking should be overlaid. We also need A LOT more local businesses and restaurants. We almost never grocery shop in Wilsonville, nor do we eat here. Everything is a chain and our family does not eat fast food. It could be Anywhere USA. We want local, organic food. We spend most of our grocery money at New Season's in Tualatin or Zupan's in Lake O. There are never any "new" restaurants to try here- it's always the same old, with few exceptions. There should be a weekend farmer's market in Town Center- the one in Villebois is inconvenient (during the week) and has way too many "crafts" rather than real food. It seems strange that we are on the edge of the agricultural Willamette Valley, but there are no farm-to-table restaurants, no local coffee shops, no bakeries, absolutely nothing that would indicate we live so close to a farming region as well as the thriving



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food scene in Portland. Wilsonville could become a stand-out in this region if it would have a vision to attract these kinds of businesses and also have a walkable, vibrant downtown. And again, the massive parking lots have to go.

117. "Fix the traffic WITHOUT installing red light cameras!!!!!! They don't fix congestion! They cause people to jam in their brakes instead.
118. We need more lanes and better turning lanes. Put a cop out at major intersections during rush hour to direct traffic.
119. Use brighter street lights. Dim lighting invites crime."
120. Please improve the ability to walk and park at Town Center. It's so difficult and unsafe to walk around Town Center that I drive between Lee's Martial Arts and Safeway. Pulling out of a parking space is challenging as well. I would love a new area where people parked on the outside and the interior was for walking where you access restaurants, services and galleries. Please don't make it so expensive for tenants, however, that the buildings sit empty or there are only chains.
121. A place that feels not too crowded with cars but more with nature and people enjoy the nature. Not too many buildings but enough to offer destination places for people to sit down and enjoy some conversation for awhile. Small shops to peruse and places to enjoy with animals and grandchildren/children. We are about there already. Just need a little touch up here and there.
122. "My biggest problem with Town Center is that it is basically a giant strip mall. It's unattractive and we don't enjoy being there. If it can be beautified and redesigned to be a nice community area for our family to go to, we will visit frequently!
123. Please...no more apartment complexes.
124. Living on the west side of town, the traffic congestion at I5 is the barrier that prevents me from using town center more often. I often plan shopping and meals to avoid going to the east side of I5 at busy traffic hours.
125. There are already too many apartments in Wilsonville.
126. I love the area where I live. I wish there was more affordable housing to buy in the area. I have lived in my apartment for 12 years. I love that I can walk everywhere around TCP and shop, eat, exercise and entertainment.
127. "I came to Wilsonville because of the old growth Douglas Fir and the feeling this town was more ""Oregon"" than how the Beaverton and Aloha area has been



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developed into another California Bay Area (clear-cutting trees, miles of high density housing, decaying parks, etc).

128. If you really want to make Wilsonville an attractive place for people to move and make their hometown, plant more evergreen trees. Town Center Park is the commercial and social hub of Wilsonville, but Memorial Park and the Wilsonville Library are examples of what Wilsonville should look and feel like.
129. As a final thought, development in Wilsonville is bizarre. New buildings go up while plenty of older structures still up for lease go abandoned for years. If we want to bring more recreation and entertainment options to Wilsonville, offer some of the industrial real estate on 95th Ave for recreational purposes (such as indoor go-karting, lasertag, etc)."
130. When I first moved to Wilsonville, I thought it was more vibrant. I thought it would have the same small town feel that Lake Oswego has. But I was wrong. It feels like a commuter town without an identity and that makes me sad. I wish we had a stronger police force (or red light cameras), a cultural identity, and civic pride.
131. "The Town Center area does not need to have more housing. Wilsonville already has the highest percentage of multi-family housing in Oregon and unless more roads are built to handle the extra traffic, then there shouldn't be any more housing.
132. There needs to be a ties between Town Center and the businesses, and library, south of Wilsonville Road. A pedestrian/bike bridge or something like that."
133. More retail with green space and walking paths would be wonderful. Also more restaurants. B
134. "Rent is extremely high in all areas for many apartments. While some may be newer (1990s and up.) Many are from the 70s/80s. Many aren't energy ""smart"". With outdated stoves, refrigerators, and water heaters. The windows aren't energy smart. The cost of rent, does not offset the ""town center"" and it's current ""attractions"". With the increasing cost in rents, it is soon becoming almost impossible to continue to live in this with what services the city ""provides"". We have too many areas in the city for activities but no one interested in the activities that are available through the community.
135. Also I was horrified that, a huge auto dealership was developed behind residential properties. Including speeding and increased auto traffic. The intersection



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of SW Boones Ferry RD and SW Wilsonville RD is a complete debacle. The back ups that happen at that intersection is also another reason why it's not what I would consider the ""town center"". Further walking from SW Wilsonville up that ""hill"" and towards the library, the Safeway, the high School, Memorial park, and the community center. The walk is not easy for a person who may have disabilities and or someone with young children. While the bus is available, it can be infrequent and inconvenient . Some buses run during this time, but not that. Some buses only go over to this side of town. Some don't run after certain times, and none regularly go over Lowrie school, cutting off that side of town, including the farmers market. Now that the new middle school is going to be built out by frog pond, will a bus go there, how frequently will it run. Who decided to put a middle school at a dangerous intersection, with no sidewalks, going towards a steep hill after going up and down a steep hill. It does not create a ""walkable"" school for children to access. "

136. I love this town, as it reminds me of small towns in Mississippi with urban options and stores, but I wish there were more cost efficient living options, particularly not run by Avenue5.
137. No more multi family dwellings, more retail outlets as men and women clothing stores
138. If you do anything, PLEASE consider that the traffic around Town Center is already awful. It would be best to solve that problem before you add to it.
139. Would love to see a community pool. Less traffic. Never would want the traffic cameras that take your picture, that is so impersonal and makes the city feel less appealing - more like a city downtown than a community town
140. Please don't bring anymore low budget retail into town. Bring in upscale dining and shopping!
141. Planning in Wilsonville is terrible. Traffic in Wilsonville is terrible. There needs to be stores on the West side of the freeway. I would spend more time in Wilsonville if I did not have to deal with the horrible traffic.
142. Having a great place for kids and families is important. Better play structures and events. Love the summer events but needs some other appeal during rest of year to visit.



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143. Currently looking for a home to buy, current building styles of homes without yards will most likely have us looking outside of Wilsonville to purchase a home.
144. Please take a look at downtown Fort Collins, Colorado. Outside of the aspect that it is a college town, the look and feel are what we would like for Wilsonville. Places to walk to restaurants and boutiques and entertainment would be ideal.
145. Please stop building apartment complexes.
146. "I think one major way to make the town center a hub, is to create a Performing Arts Center like Sherwood has done- with multi-use possibilities and multifunctional. The community has lots of groups that would use it and put on performances, but we have to go to Sherwood for a space to perform and we are giving Sherwood our business!
147. Then if there were some shops and restaurants (not another nail salon or mattress store or teriyaki place) we could have fantastic community times in our Town Center! "
148. " Safeway leaves and trader Joe's comes in. Then i can shop there again and don't need to run to lake Oswego to get specialty items. A couple good, non chain, non burger restaurants move in. You leave the green space empty for another 20 years, maybe expand the town center park. You stop cutting down trees in memorial park.
149. We moved to Wilsonville because of the small town feel and open spaces. I loved that there were filbert groves in between the houses. WE DO NOT need any more strip malls! If it keeps growing like it has, I doubt we'll stay after the kids are done with school. Traffic is just too much some afternoons. (And i know you're going to blame odot for that, but you're the ones that put Freddie's and the new Subaru dealership at the busiest intersection in town.) "
150. Wilsonville is disjointed and spread out in some inconvenient ways. It usually feels like three different 'towns'. It doesn't have anyplace that truly feels like a comfortable downtown. It seems like there should be more than storage units and apartments going up between actual businesses that families would want to walk to and from once getting to Town Center.
151. Rent in this area is crazy and is pushing everyone who wants to stay here and has made a life here out! Something must be done to prevent such huge increases in



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our area! Love where we live, but almost can't afford to live here even while working at town center shopping area (since we cant live on min wage).

152. No more apartments.!

153. Don't enforce curfew in a few places for over 18. I come home from college and my friends and I have nothing to do at night from 9-1.

154. I used to love Town Center. It's been within the last year that I have had problems. I feel safer in the Fred Meyer area.

155. Definitely will benefit from revitalization. Attract people to fresh and inviting spaces to shop, eat, work , and play.

156. Something needs to be done to control rent. Good and hardworking g people/families are being pushed out of Wilsonville due to property management companies raising rent to unrealistic prices.

157. Traffic is a huge problem. Need improvements asap. Sync street lights. Increase law enforcement traffic enforcement presents during rush hour at Wilsonville road and boobs ferry. DO NOT CONSIDER RED LIGHT TRAFFIC CAMERAS. They cost too much and are not effective.

158. Definitely need more unique shopping.

159. Traffic getting from one side of I5 to the other is ridiculous! 30min to go less than half a mile on 3/24/17. This is exacerbated by the construction on Boeckman rd. Also the term town center is misleading in this survey which makes me question the validity of any results you may obtain. This could refer to the Fred Meyer old town area, the area by Memorial Park or the area near Safeway and the Korean War memorial. I would love to contribute to a more widely available survey with clearer definitions if one was made available. Perhaps this could be available at the library and other common public places

160. Laundromat, more affordable apartments - noticing the first is not present made be begin to think about this town/city and what that means, how can a growing town/city grow into what it could be if there are no services/businesses that offer services for those who don't have access to things like laundromat, etc...

161. I love the idea of what you are doing with this survey. You might want to look at how many people gave up during the "pin the mark on the map" section. Not sure if you are able to pull the analytics for this bounce rate or not. It might account for





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the low completion rate. I liked it - but it was a time suck in a good way :-) Please add more cafe style eating options that provide outside seating during favorable weather months.

162. "Access and growth requires roads and path.
163. Please assess Elligsen/65th/stafford intersection. It's a nightmare for commuters.
164. Consider walk/bike path along boeckman creek that would connect senior center/murase park with existing boeckman creek trail.
165. The field next to city hall and Korean War museum seems prime location for public use initiatives but please choose wisely what goes there."
166. Bring TriMet to Wilsonville.
167. You need to find a better way of getting this survey out to people. I'm guessing most residents will never see this. I like that you're trying to get feedback. Thanks for your work.
168. I think the paths and walkways are great the way they are. Plenty of open space. The town center area is already very nice the way it is. My main concern is too much development and ending up with a town center that is difficult to maneuver around and enjoy.
169. "I recently visited the town centers / living /dining /shopping developments built along max lines in tanasbourne and Hillsboro, or.
170. We can get pointers about what to do right and what to avoid.
171. Meanwhile the round in Beaverton is a sad case as it does not seem to have encouraged growth in the surrounding areas even though the concept sounded great on paper.
172. I am in Wilsonville because it has affordable housing with a small town feel but close to the big city. I do think it's missing something in it's city center. I'm not even sure where that is.
173. Unfortunately we are looking to leave Wilsonville, the cost of property taxes is ridiculous and we feel the city does not listen to its residents, especially the mayor. I love that you are seeking feedback and input but I'll believe it when I see it that our opinion matters. One issue we've been waiting on for the city to address is traffic on Wilsonville RD during rush hour--it's silly how many times we have complained about



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it and read about complaints on FB from others and I've never seen increased police presence.

174. It would have been helpful to define town center first and have me identify the areas I use there before asking me other questions about it. I didn't realize how much I used town center until the very end of the survey.
175. We absolutely love Wilsonville, but our biggest complaint is a lack of a cute and inviting town center. I envision a space similar to downtown Lodi, CA, or downtown Livermore CA. There is an abundance of small locally owned shops and restaurants, including taprooms and wine bars. I would like to see a place where we can walk during the summer and connect it with a space for outdoor music and festivals. I would love to see some charm added to town center, instead of having it look like every other strip mall. We live in Villebouis and love the community feel. I wish this would extend to the rest of Wilsonville.
176. "I would like to see a farmers market in or around Town center city park on Courtside Drive
177. A Food cart park would be nice as would a real BAKERY, to buy bread not just desserts
178. A Trader Joe's at the old Albertsons store location
179. A wine tasting room
180. An art center
181. A YMCA. With a swimming pool
182. More trashcans along sidewalks
183. More dining options
184. Hopefully the rent is reasonable and people can run interesting local businesses.
185. There is too much tar in Town center right now. Eliminate it all and bring back only what is necessary. Opt for multilevel parking with a small footprint. Make it so that walking all the way across Town Center is an opportunity to relax, not an opportunity to emulate a lizard running across a hot flat open space.
186. Any residential built in Town Center should include lower income apartments that families can actually afford to live in. Friends of mine had to leave Wilsonville



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because they could no longer afford \$1400+ a month for a 3 bdrm. apt. The low income units that exist in this town have long waiting lists.

187. I really don't want the Town Center area to become over crowded residentially. We moved to Wilsonville because it's a small city with great bus service, everything we need is right there in one place and people are friendly. Great strides need to be made now to fix our traffic issues. I know that most of the problems stem from I-5 but there are other troubled areas that need better solutions. I have nearly been hit many times when I make a right turn from Town Center Loop W onto SW Wilsonville Road. If I'm in the second lane and turn into the second lane as I should, people in the first right turn lane are always trying to turn into my lane. It's totally illegal but the signage isn't clear enough for them even though the driver's manual shows the proper turnage. The turn needs to be painted in solid white or yellow. I'm tired of stepping on my brake when I'm making the turn properly. If those people want to go south on I-5 they shouldn't be turning from the wrong lane and then crossing over 3 lanes to get to the freeway access. I love our town center. The parks, the library and all of our public needs are right there. Our celebrations are wonderful and public events bring us together. If more residential housing is brought into that area, it will decay and become less safe. I'd love to see at least a small museum/exhibit at the park with more history of the area. Perhaps some kind of annual celebration of the Boone family and the ferry. There are a few plaques in old town that give some history but many people don't even know they exist. I was quite surprised when I discovered the plaque about the baseball field that used to be in old town. As part of our future, I think we need to embrace the past a little more.

188. Wilsonville is very young, and is just booming with young families. We chose to stay here because this community embraces diversity. Our son has Down Syndrome, and we want him to feel as welcome and accepted as possible in this community. Part of that is knowing that he will not only be safe, but he will have opportunities like every other child. So whatever you decide to do, please keep diversity and acceptance in mind. We have so many different kinds of people living here, and I'd love for the youth of this town to carry on the spirit of diversity. Perhaps you can include this in planned events, structures, murals, etc. If you created a sculpture in a park of children playing, and one of them was a boy with Down



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Syndrome, it would be the greatest thing ever! Otherwise, I love the entertainment options, the ease of access to everything, events in the park, and all the places I marked.

189. "I do not live inside the city limits but my children have attended all or most of their school years in Wilsonville Schools and graduated from WHS, my husband has owned a business in Wilsonville for 30 years, I have done over half of my shopping in Wilsonville, attend church in Wilsonville for over 25 years, most of our family recreation events have taken place in Wilsonville.

190. In order for businesses to be successful, access to Wilsonville by car from the surrounding areas is critical. Public transportation and walking helps, but would never be able to provide access to the area for businesses to be profitable and survive.

191. Also too man regulations and financial levies against businesses will ultimately cause businesses to fail, if they cannot be profitable. If it is expected that businesses already in existence in the area have to endure huge expenses in providing all of these changes, and they cannot recover the cost in increased profits, then the businesses will fail and the development will be hampered."

192. Would really like to see the quality of all the buildings improved. The new Starbucks, Chipotle/Noodle Co. is nice, but many of the other Towncenter buildings are just old and outdated. A new village style would be a large improvement and attract more people and businesses to the area. We need better/nicer restaurants on the East side of the freeway. The West side has done very well with Oswego Grill, McMinnamins, Spectator..etc. and it has improved the quality on that side of town.

193. Performance center. Arts center. Covered stage. Marked walking paths with mileage and loops for walkers.

194. Unfortunately the Fred Meyer complex has hurt Town center and while the FM area is fine, I hope town center can be redeveloped to create a true "downtown" for Wilsonville. I don't want to see another retail development like FM. I doubt wilsonville could support two and one would ultimately fail and fall into disrepair. What Wilsonville needs is a downtown core with walkable shops, restaurants and activities BUT it must also be auto friendly. Most people are not going to take the bus no matter what. you must make it easy to drive to and have plenty of convenient



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parking. If it is not easy to drive to and get around by car people will not go. I already don't go to FM often because it is a pain to get in and out of. I know many of my friends feel the same way. It is easier to go all the way across town to Safeway than it is to get in and out of the FM parking lot.

195. A community center is a must. We have nowhere indoors to reserve to hold gatherings or events. Nowhere for teens to go and get out their energy. A community gym for people who cannot afford a membership. There needs to be a place for teens/kids. A community center with a dance hall on the weekends...tumble room for toddlers. Sports facility. A community center is a must in order to keep kids busy and out of trouble. Not a pool. We have enough water surrounding us. We need a safe place where we can let kids be free and occupied.

196. I love Wilsonville, but a downtown core is definitely a missing element. More connectivity to make it more friendly to getting around by bike and on foot would make it more hospitable and attractive.

197. Needs to be more pedestrian friendly. Better wayfinding signs. Walkways designated more clearly and have less conflicts with cars. More spaces to sit in the shade and socialize. More community events.

198. You have to fix the infrastructure in Wilsonville. I would rather drive to Tualatin Fred Meyer via Canyon Creek to Elligsen to 1-5, than drive 2 miles to our Fred Meyer and deal with the Boone's Ferry/Wilsonville Road traffic. The congestion is horrendous and must be addressed by the city planners.

199. While the city/town has all of the basic shopping necessary to live it lacks the "feel/appearance" of a city/town....there is not "old downtown" center it is a more modern city which is city/town designed around two exits off of an interstate. This is not necessarily good or bad but it lacks a feeling of an older classic city/town.

200. I grow up on Mountain Road and have lived in this area all of my life. It would be nice to make Town Center a more cultural environment, and to draw more family events in this area.

201. Anything you can do to make Wilsonville a little classier and walkable instead of strip mall-ish and big box stores would be great. Think Lake Oswego and Bridgeport, not Beaverton!

202. Do not make this like a downtown. That is not what Wilsonville is, so just stop!



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203. I think the Town Center needs more outdoor seating options in the summer. I would also like to see more walking options. It is a beautiful town with a lot of potential for updating.
204. "NO more apartments. More affordable single level homes with small yards and parking, so older folks can stay here, not tenement type housing that look like dormitories and jails. A nice gift store like the old Hallmark store,
205. Al's is meeting a little of that.
206. When developing the Town Center be realistic about the amount of parking needed to support the residents, retail and restaurants (i.e. should meet or exceed the number of parking spaces and not rely on combined parking)
207. Fantastic survey!!
208. residential in town center, would not be ideal, it seems the homes would pick up freeway noise being so close. If these smaller dwellings were created, they would need to be upscale like the housing that is currently offered, wouldn't want to see low income housing in such an area. Maybe design to be like Portera, but not as expensive? Would parking be an issue if housing were incorporated into a retail environment?
209. Would love to see bus services that correlate with evening events so we could attend more of them, as we don't have other transportation.
210. I know this has been brought up before but maybe a public swimming pool would be nice or some kind of recreation area for the general public to use would be nice.
211. "There should be a pedestrian, or shuttle transit bridge across the Willamette that connects Charbonneau with Memorial Park or Rose Lane. This would provide the residents of Charbonneau with more pedestrian oriented access to the town center.
212. There should be a shuttle lane from town center directly to the transit center that does not have to compete with Wilsonville Rd or other traffic. Sometimes traffic delays from town center to transit center cause a connection to be missed at the transit center. Those of us who would look at transportation alternatives such as busses to Salem, must have transportation that is on schedule in order to hit other connections or face being stranded."
213. Would love for Town Center to feel like downtown Bend.



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214. housing would be great if it was affordable and also decent. \$1000+ for a studio is not it. and an apt with roaches doesn't cut it even if it is affordable
215. Public transit to DT Portland. Max line direct to DT and/or the airport.
216. Wilsonville was pleasant when I moved to the area 30 years ago. It becomes less so every year.
217. "There needs to be pedestrian-friendly access, as well as consideration of impact on Wilsonville Rd/I-5 with the increased traffic of people visiting Town Center.
218. But if nothing else, SIDEWALKS that lead to crosswalks. It is a serious mess at the Wilsonville Rd/Rebekah St. crosswalk with no paved walking access (unless you count the street) to Safeway."
219. It would be nice
220. "A typical European Town Center if that's the Wilsonville is trying to go for has no car access to downtown the cars have to park around the downtown area and it's paved has wonderful greeneries in flower buckets bakery shops and unique Gallery shops with lots of European outdoor flare
221. I love Wilsonville, have worked in WSV for 26 yrs, moved here 3 years ago. Everything proposed is already a part of Wilsonville, Walking trails/Activities/Shopping/Dining/River Dock & everything is within walking distance. Love the activities in the town center especially in the summers..Only thing that would make it perfect for me is if TRADER JOES occupied the Albertsons space across from Fred Meyers :)
222. Lots of family space, but also date night options.
223. I would like to see more restaurants. There is not a selection within wilsonville. Meaning more restarants similar to lake Oswego grill would be great. There is enough fast food chains and strip mall food places. Also there are no diverse retail shops. No card shops no clothing shops no shops of interest. I prefer nyberg woods and the cabella shopping area over wilsonville s town center.
224. Traffic problems are the #1 livability issue in Wilsonville! Until those issues are resolved, nothing can make Wilsonville a more inviting and vibrant community. Villebois, excessive development and a lack of planning by the city has taken Wilsonville from a once-great small city to live in to the uncomfortable place that it



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has become today. Planned growth can be a positive factor; unfortunately, that has just not happened here in Wilsonville.

225. Please work on better transportation and infrastructure in general to support the growing population. The roads are so congested and I'm actually considering selling my place and relocating if it doesn't improve in the next 1-2 years.
226. Would like small, unique shops & cafes.
227. Higher end shopping, restaurants, lots of trees and family fun. A nice village for people to socialize.
228. Please don't turn it into a shopping complex with apartments above, or strips of townhouses. Yuck. Can we focus less on building more houses!! Like Portland, can we focus on infill instead of constantly expanding?
229. Please do NOT entertain the idea of adding housing within Town Center. Please keep it a destination of shopping and entertainment. We do not need more housing, especially apartments and condos!!!
230. The area I have chosen is basically the start of the town center now and to increase the facilities and events is maybe not possible because of the needed room... Unless the area moves into the park area to the north, which is probably not very popular.
231. "Attracting more unique dining options (Oswego Grill, Abella's) that are not corporate chains and offer good food and service.
232. Whole Foods/New Seasons/Trader Joes shopping options
233. I would like to see us use this opportunity to develop some river access. It is a shame we have this beautiful river here which the city owns some property on and we do not have any great places to get to it other than some woods and dock at Wilsonville park. We should have some restaurants, boardwalk, park, small shops etc... for people to go too. Lake Oswego has an new area like that down town buy the end of the lake and Portland waterfront also comes to mind. I would not personally wish for us be to spending our money to enhance the business/shopping center at Town center. A city center anchored by a Safeway, Riteaid, Frys, Goodwill? Please understand the stores themselves are okay but not to be part of a town center. Also I was unable to move my home location. It should be a bit further North to show in the city limits. Thanks and good luck...





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234. We need a town center on both the east side and west side of the freeway since we have such a bottleneck crossing from one side of town to the other.
235. Would love the town center to feel like a more traditional 'town center' where you could walk from store to store, restaurant to restaurant with a littering of parks and cultural & civic spaces in between. Right now I think of Town Center as a disjointed retail only space. It feels a little bit like a strip mall and a bunch of spread apart businesses. If there was a way to cohesively tie the shops together and make it a destination for all things a township would like and would like to spend an afternoon/ evening 'exploring' or visiting. I think of a town center as a place that you want to spend more than 30 minutes at or you go to for something other than simply running an errand. I realize attracting retailers and financing construction/ maintaining spaces is a hindrance but would be wonderful if it was feasible.
236. I love the feeling of the country yet having amenities that are close by. What makes it desirable are it's not as crowded as the city and it needs to stay that way. Having fun activities for families would be great! An art and cultural center would be fabulous. It would bring people together.
237. Many people I know from Wilsonville, and those who live here currently, visit downtown and village-style shopping centers in Tualatin and Lake Oswego that have more restaurants, cafés, retail boutiques, evening restaurant/entertainment options and centralized plazas and green publicspaces.
238. Personally, I think the strip mall feel city center needs to be torn down, connected to the part and opened up into a more connected, less car centric, plaza. If you need parking, just put it underground. Wilsonville has way too many large parking lots.
239. I would love to see more small, independent coffee shops and cafes. We love Starbucks but variety is good as well! Hopefully rent will be reasonable enough to accommodate some "mom and pop" stores as well.
240. We opened our real estate office in Town Center because we felt it had massive potential for drawing more people to the area. We plan to stay and grow our company and hire more people who want to live and work in Wilsonville.



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241. The one thing that stands out most for town center park that needs improvement is the large hump on Parkway CT, where the side walk passes through by TownCenter Park apartments and the movie theater.
242. I would like to see more areas along the Willamette River for recreational use. There are no spaces to go enjoy the river unless by boat or Wilsonville dock. I have a dog and would like to be able to safely take her down to the river for a swim. Instead, I now have to drive to Willamette park to find a spot. They don't have much area either. It would be nice to have improved beaches for Families that don't live on the river to be able to enjoy.
243. Difficult to select a "town center" or "hub" for Wilsonville since there are a number of them: Old Town Fred Meyer area, Villebois, and Town Center.
244. The congestion keeps me from coming to town more often. I only come when I need to which is to do grocery shopping or get gas. I wish there was more places to hang out. You need to encourage more breweries, taprooms, and dining to bring in younger people to those in their late 30's. There is so much potential. Stay away from chain restaurants, too! The congestion needs to be dealt with. If it doesn't get better I will look to sell my place and move.
245. The sidewalk system in town center is inconsistent, and dangerous. I walked for a few hours around town center with my son while waiting for a repair at Les Schwab. We walked quite a distance and had to cross in dangerous places because the sidewalk ended without warning. It's just not pedestrian friendly which makes me drive when I would prefer to walk from business to business
246. Make a walkable area where people actually want to go. A place where people think "I am bored, so I will go for a walk to the Town Center area". On their walk, they will find something to do amongst the shops and stores. By walking, they have satisfied their own needs and the needs of the community by reducing the amount of cars on the road... Which is a top issue in Wilsonville.
247. Build a skatepark please
248. Traffic in Wilsonville is already horrible. Please leave the town like it is...we don't need more restaurants, houses or apartments.
249. I wish The Villebois neighborhood has the services in Town Center, or Town center had the feel of Villebois



## WILSONVILLE TOWN CENTER PLAN

**Do you have any other thoughts or comments that you would like to share with us? Please feel free to further describe your future vision for Town Center.**

250. "A yearly parade would be fun!
251. A yearly 4th of July celebration with big fireworks would be awesome!
252. We need more places for breakfast, i.e. Babica Hen.
253. A local coffee shop/bakery.
254. A local cafe with organic & gluten-free food.
255. A place (in addition to the library) to display residents' artwork from people of all ages.
256. More flowers"
257. Thank you for valuing the publication opinions.
258. Open places to meet or witness live music or eating. Cafes and meeting places.  
A multi level parking garage with a rooftop bar or gathering place (3 level)
259. I don't technically live within the Wilsonville city limits but I live right across the river on the other side of the Boone Bridge. I have lived here for 37 years and Wilsonville has always been "home" to me and I deeply care about it. I would love to keep Wilsonville with the small town feeling but with better shops, dining, and green areas. Keep Wilsonville green, clean and beautiful.
260. "We need more restaurants and shops. A shop like ""Ross"" would be great in the old Albertsons space cross from Fred Meyers. The nearest one is to far away from us.
261. A ""Traders Joes"" would also be like nice the nearest one is about six exits north of us.
262. Everyone loves these two store, but they are to far to go to.
263. Are what about a burlington store they have everything you needs in a store, but is also to far away.
264. I hope these stores will give you an idea for some of the spaces available.\*\*\*\*\*"
265. Less multi family dwellings would make Wilsonville Town Center more enjoyable as would addressing immediately the traffic problems on I5 getting on and off at both Wilsonville exits. If these issues are not immediately addressed any improvements to Wilsonville Town Center are useless. Fix current issues and the strive to improving this area.



## WILSONVILLE TOWN CENTER PLAN

**Do you have any other thoughts or comments that you would like to share with us? Please feel free to further describe your future vision for Town Center.**

266. We need more and better sidewalks. We also need cute, local dining with outdoor seating. Maybe even a cute food cart area near the theater. I have lived here for 15 years and I am disappointed in what appears to be a lack of planning. That new storage building near the post office seemed like a waste of good space.
267. Wilsonville needs more nice restaurants. Not franchise or chain restaurants. No more fast food. Healthy, fresh, organic choices.



# WILSONVILLE TOWN CENTER PLAN

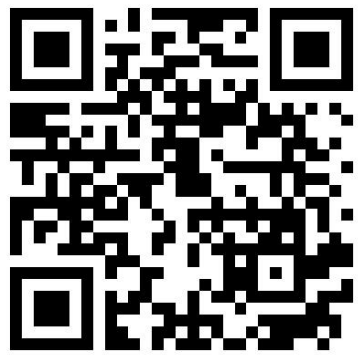
WHAT DOES **FUTURE** WILSONVILLE  
TOWN CENTER LOOK LIKE?

¿CÓMO VES **EL FUTURO** DEL CENTRO DE WILSONVILLE?



**TELL US!  
TAKE THIS SURVEY.**

¡COMPARTE TUS IDEAS!  
PARTICIPA CON ESTA ENCUESTA.



<http://bit.ly/futuretowncenter>

Learn more about the Town Center Plan at

Para obtener más información visite

[www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)



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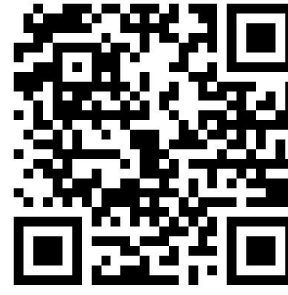
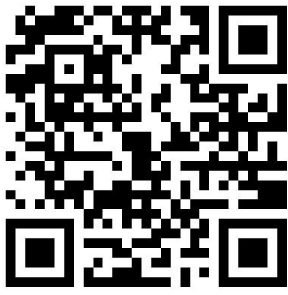
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Participa con esta encuesta. Compartela con tus amigos y familiares en la comunidad.

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## ¿Cómo ves el futuro del centro de Wilsonville?

## ¿Cómo ves el futuro del centro de Wilsonville?



## What does the future of Wilsonville Town Center look like?

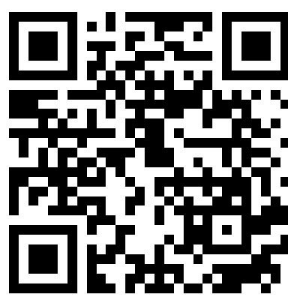
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Take this survey. Share it with your friends and family in the community.

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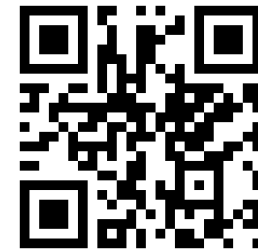


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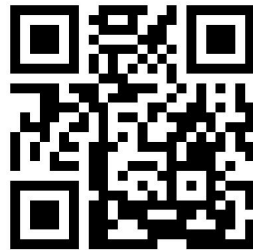
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# Stakeholder Meetings

*The project team met with landowners, business managers, developers and other stakeholders in the Town Center to learn about their needs, constraints, and ideas for Town Center. Stakeholder comments were compiled and integrated with the rest of the public input to help shape the Town Center Vision, Goals, Assets and Constraints.*



# Technical Partners



# WILSONVILLE TOWN CENTER PLAN

## Town Center Technical Partners Meeting #1

Wilsonville City Hall  
Willamette River II Conference Room  
April 25, 2017  
1:30 pm – 3:30 pm

### AGENDA

<b>1:30 pm – 1:40 pm</b>	Welcome, Introductions and Agenda Overview
<b>1:40 pm – 2:10 pm</b>	Existing Conditions <ul style="list-style-type: none"><li>• Traffic</li><li>• Market Analysis</li><li>• Land Use</li></ul>
<b>2:10 pm – 2:30 pm</b>	Public Input <ul style="list-style-type: none"><li>• Public Kickoff</li><li>• Survey</li></ul>
<b>2:30 pm – 2:45 pm</b>	Vision and Goals
<b>2:45 pm – 3:20 pm</b>	Measures of Success
<b>3:20 pm - 3:30 pm</b>	Close & Next Steps

# MILBORNVILLE TOWN CENTER TECHNICAL PROGNOSIS 4.26.2017

## VISION:

- CULTURES → NORMS
- "WHAT IS IT?"
- DIVERSITY
- MILBORNVILLE OWNERS
- SERVICEMEMBERS
- TRADER FOREANS

## COMMUNITY HAS "GATHERING PLACES"

- PERIODS: YEARS ABOUND
- CHANGES
- SPREADING BY COMMUNITIES?

## GOAL #1

- ENCOURAGE REQUIRES OF BRAND W/ EXISTING
- COMPROMISE RATHER
- LOCAL STRATEGIES

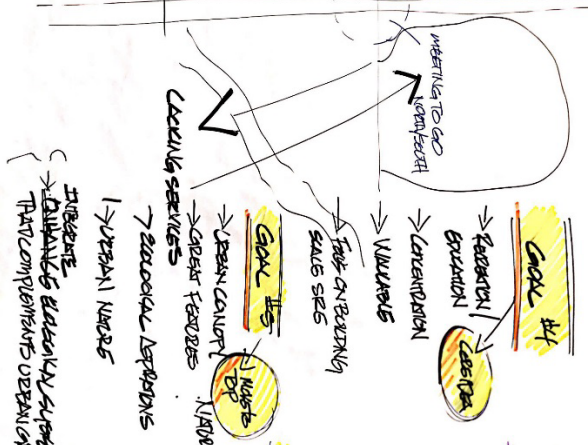
## GOAL #2

- WHAT'S MAINTAINING TRADITION?

## GOAL #3

- MUST STAYED REPAIRING INFLUENCE
- COMMUNITY MEMBERS TESTS

ACCOMMODATE INTERSTATE TRAFFIC



## GOAL #4

- REPAIR/RECONSTRUCTION
- CONSTRUCTION
- VALUABLE

Feasibility studies

## GOAL #5

- URBAN CANALON
- SCAPE FEATURES
- BIOLOGICAL DEPOSITIONS
- 1 → URBAN NARRS

INTEREST  
→ DIVERSITY  
PARTICIPANTS URBAN GROUND

## QUESTIONS FOR RECC

- REQUIRE VS. LOCALITY SEEKING
- WHAT SERVICES ARE LOCAL VS. REGIONAL/STATE
- LOCAL VEHICLE TRAFFIC
- ENCOURAGEMENT REQUIRE

## IMPLEMENTATION

- ELDER STRATEGY

## SCENARIO

- EST VS. WEST
- WIND GOES TO
- FEED MARKET STRATEGY?



# City Engagement



# WILSONVILLE TOWN CENTER PLAN

City Council Update  
February 6, 2017



# Wilsonville Town Center Plan: Process Schedule

## PHASE I: Discovery

## PHASE II: Assessment and Design

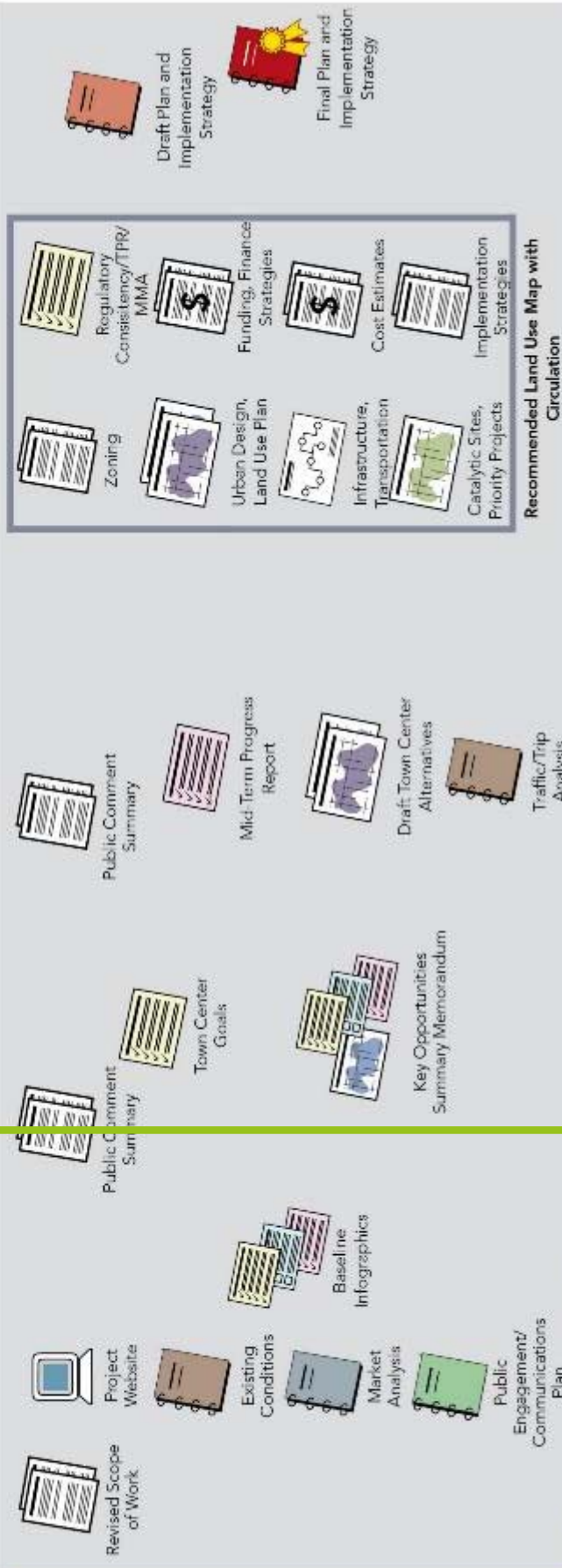
## PHASE III: Plan

PUBLIC PARTICIPATION AND STAFF COORDINATION

Regular Staff Coordination/Bi-Weekly Calls



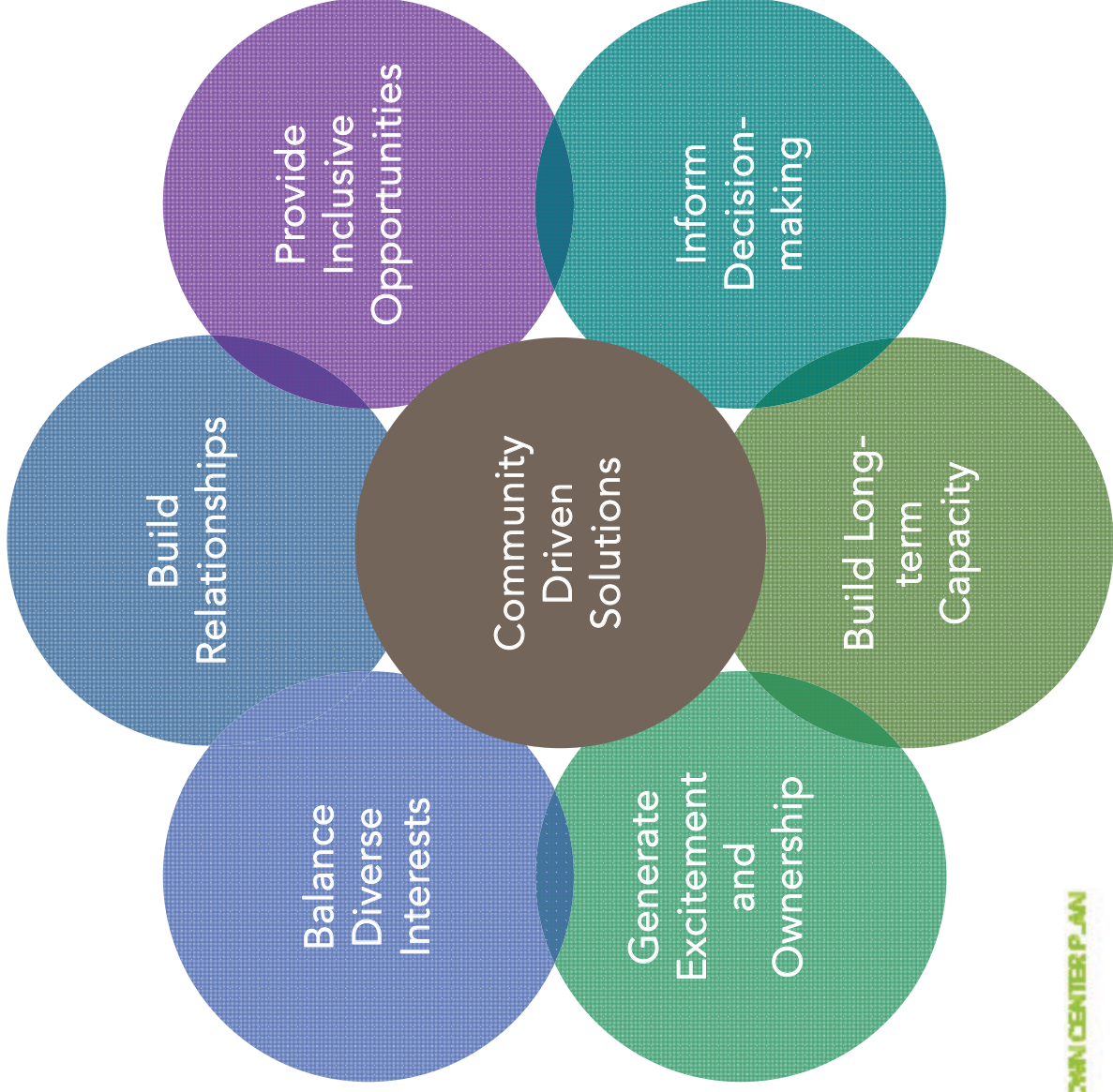
PLANNING, ANALYSIS AND DELIVERABLES



Recommended Land Use Map with Circulation



# OUTREACH GOALS AND OUTCOMES



# Wilsonville Town Center Plan: Process Schedule

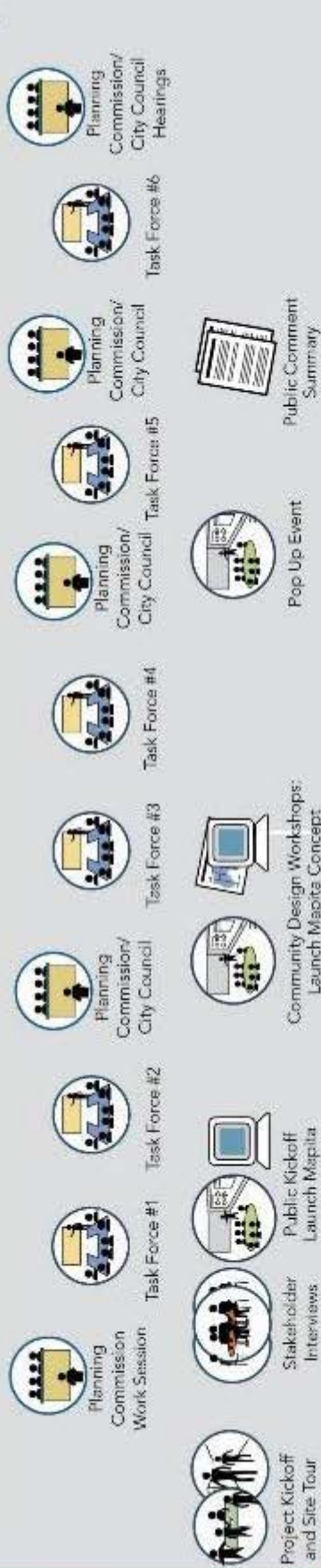
## PHASE I: Discovery

## PHASE II: Assessment and Design

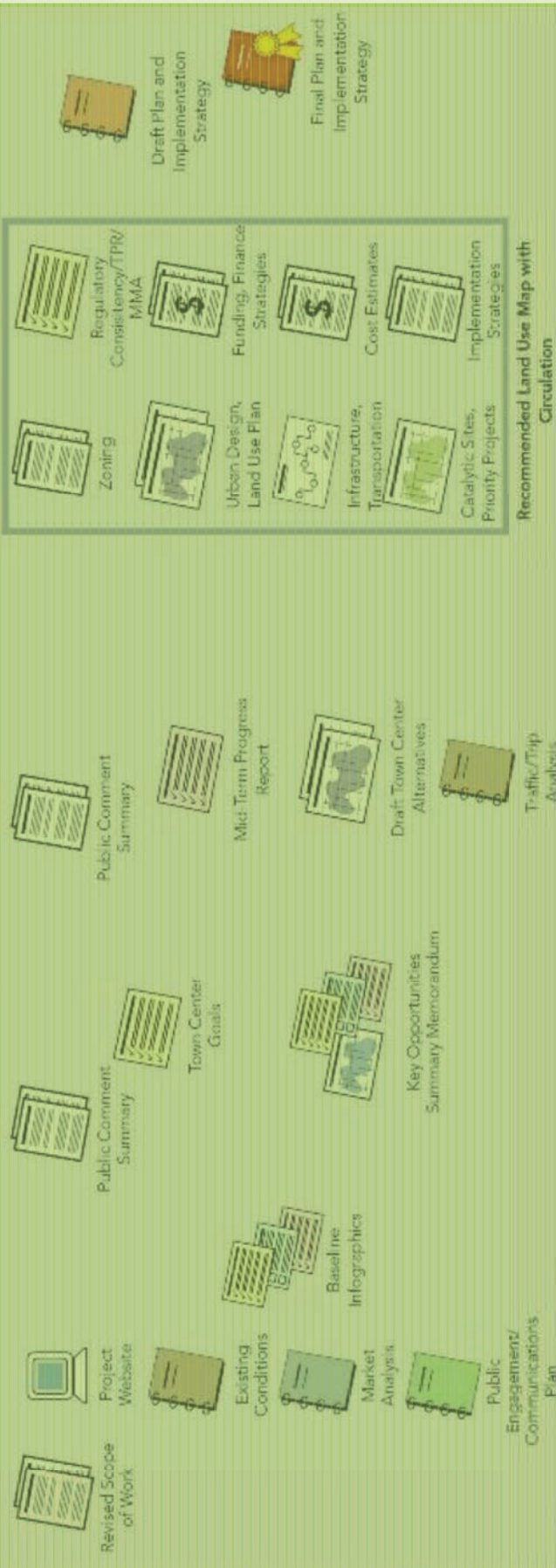
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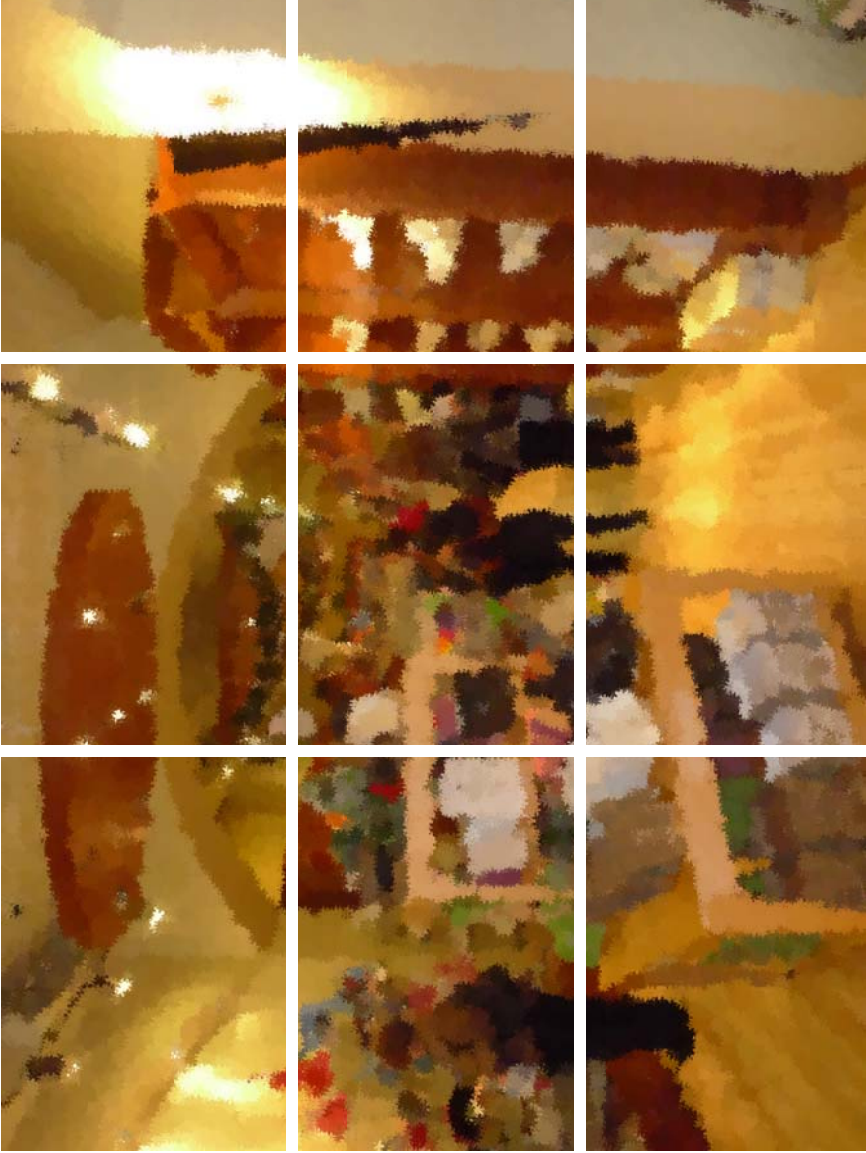
Regular Staff Coordination/Bi-Weekly Calls



PLANNING, ANALYSIS AND DELIVERABLES



Wilsonville Town Center  
Retail Market Analysis



# Retail Analysis 2017 Supportable Retail

146,100 (sf) - \$50.3 million in sales

---

Grocery Stores 47,700 sf



Pharmacy 12,200 sf



Office Supplies & Gifts 10,800 sf



Beer, Wine & Liquor Stores 6,600 sf



Electronics & Appliances 5,900 sf

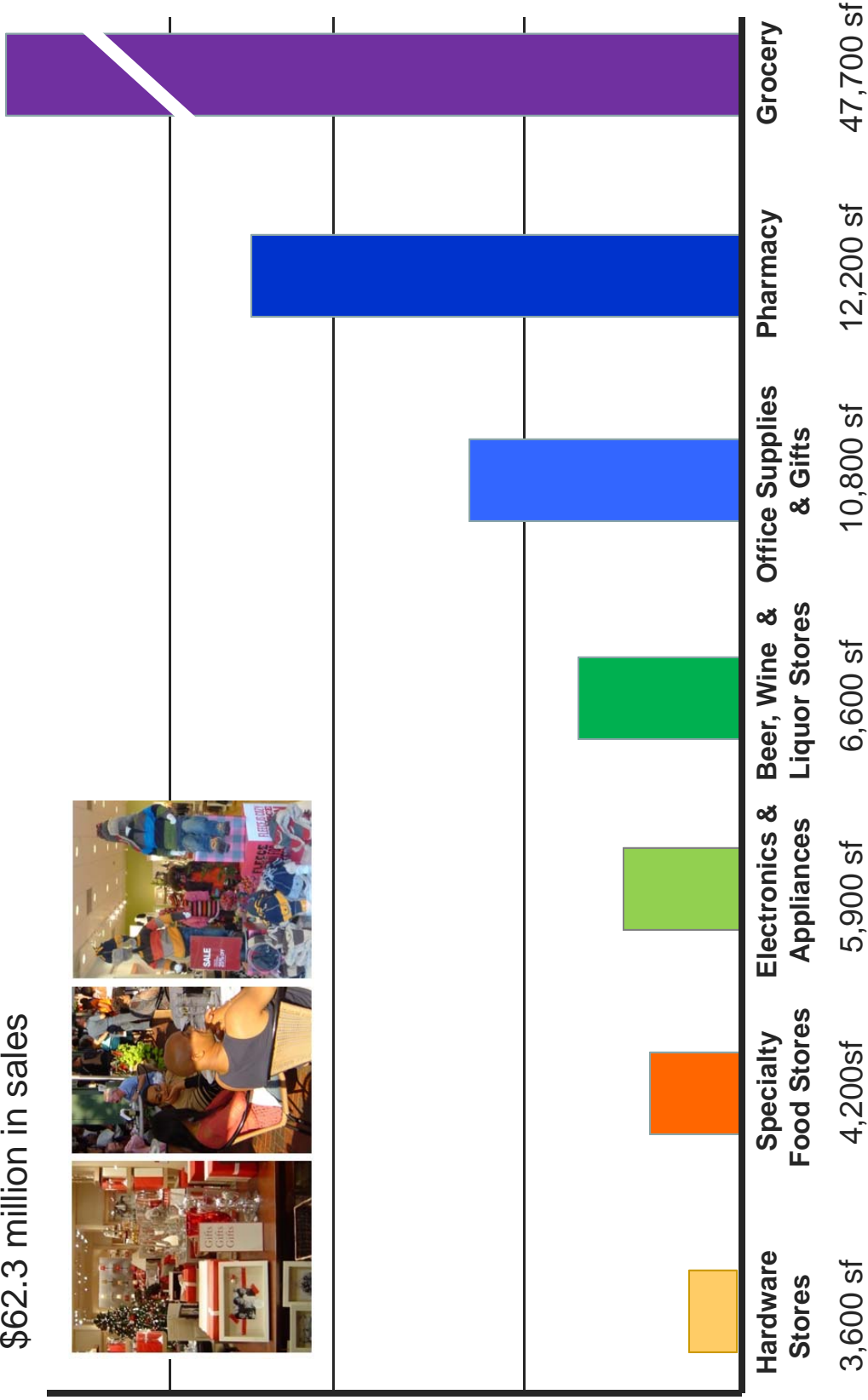


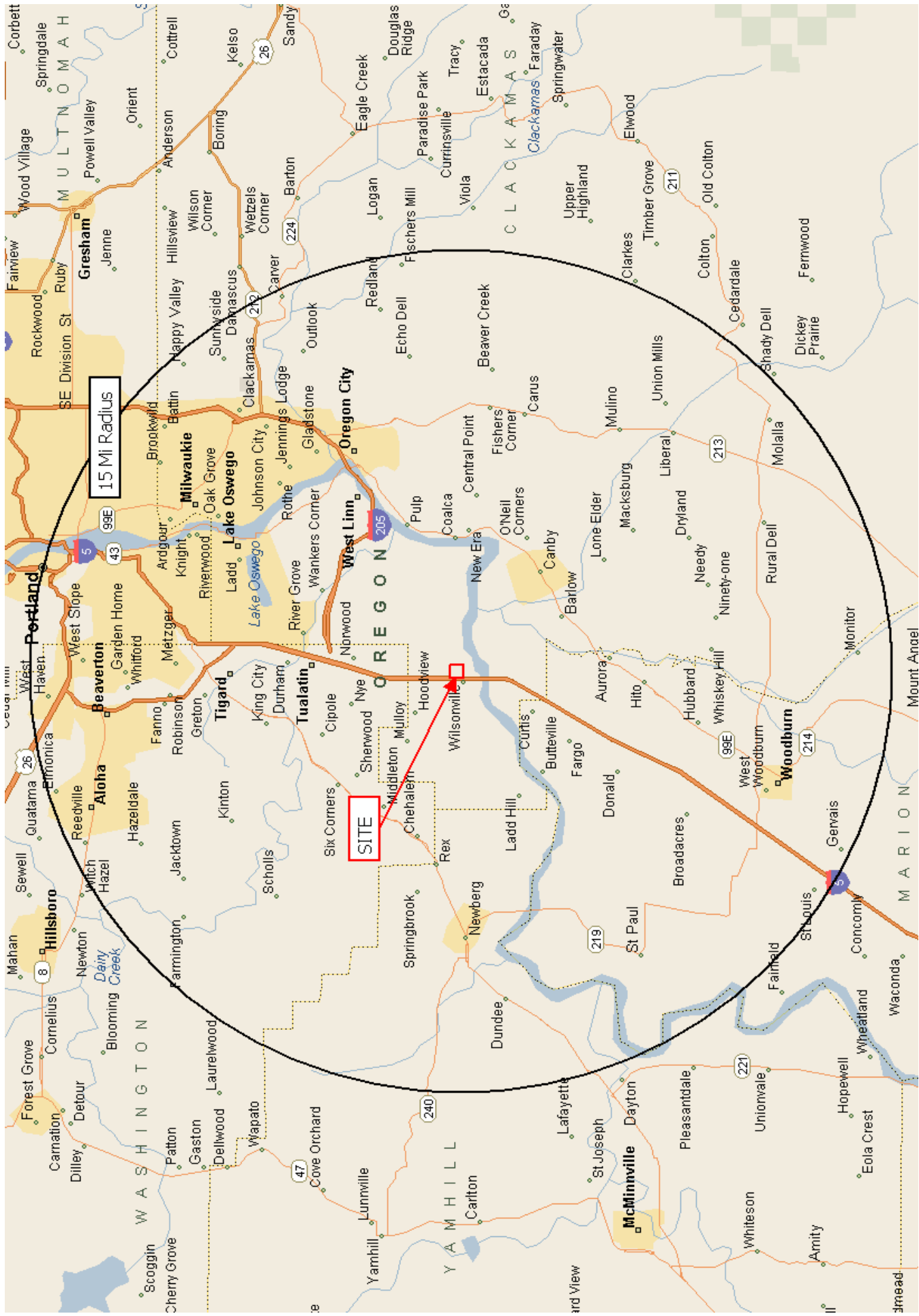
Specialty Food Stores 4,200 sf



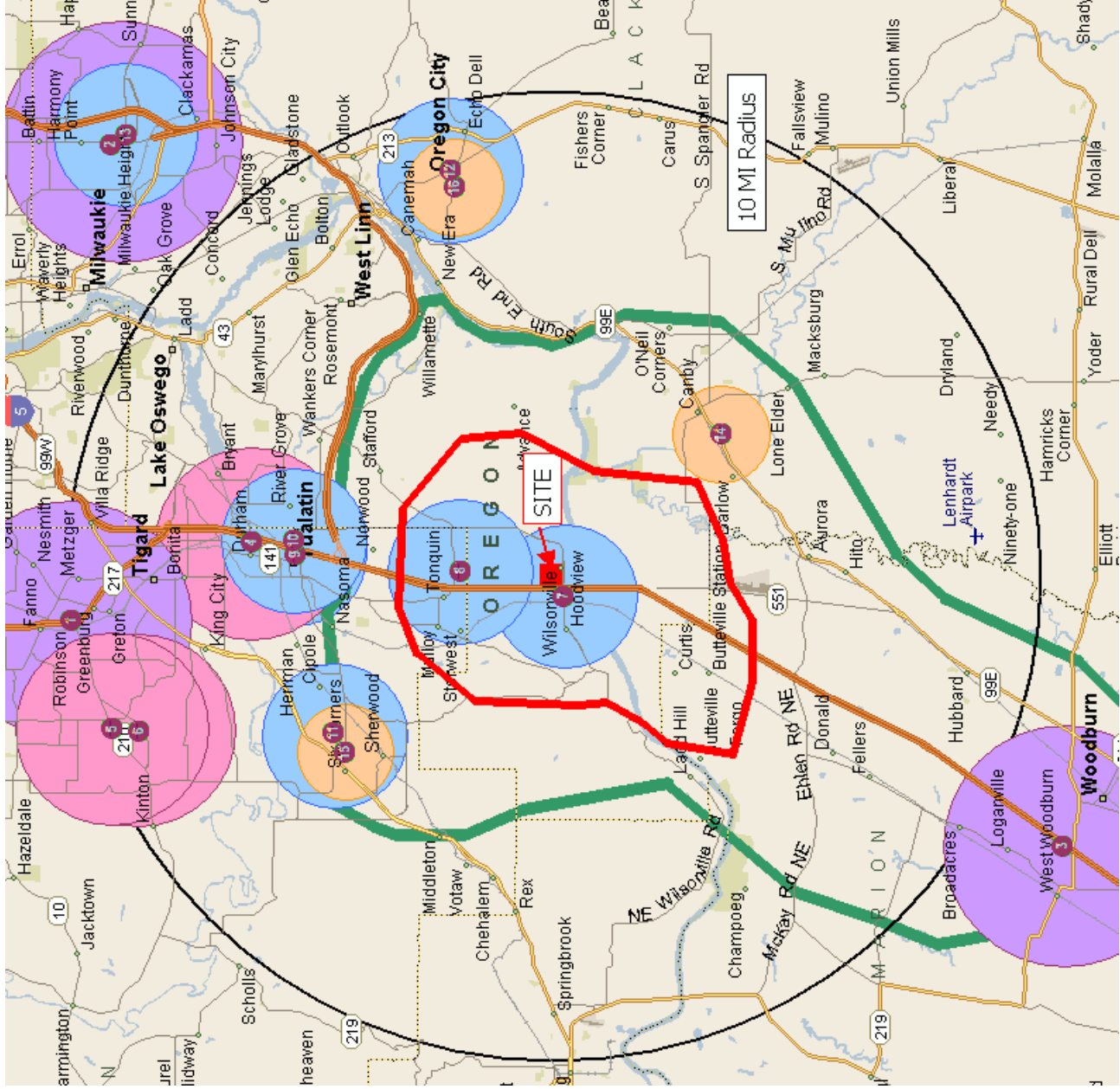
## Supportable Retail by 2022

\$62.3 million in sales



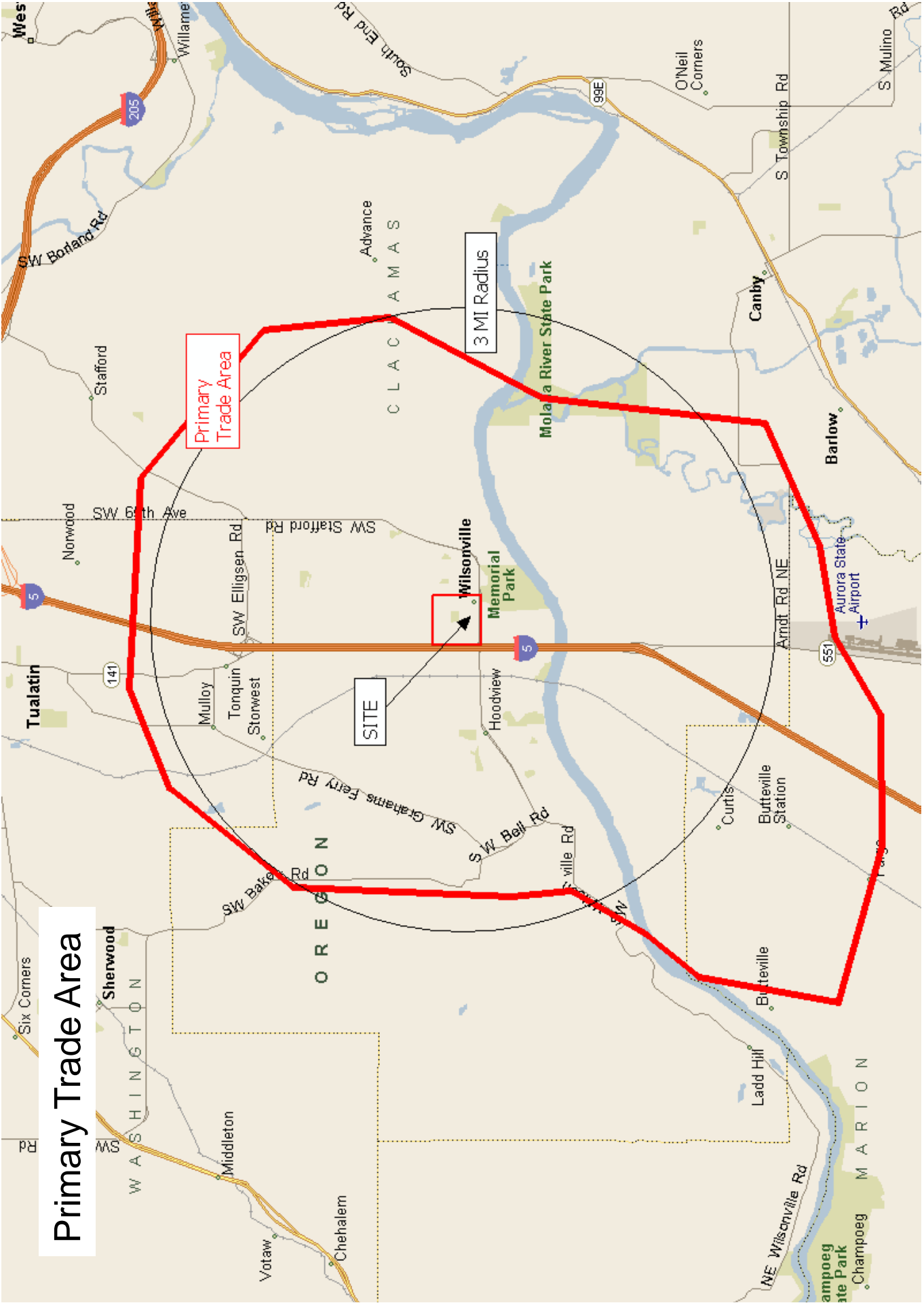


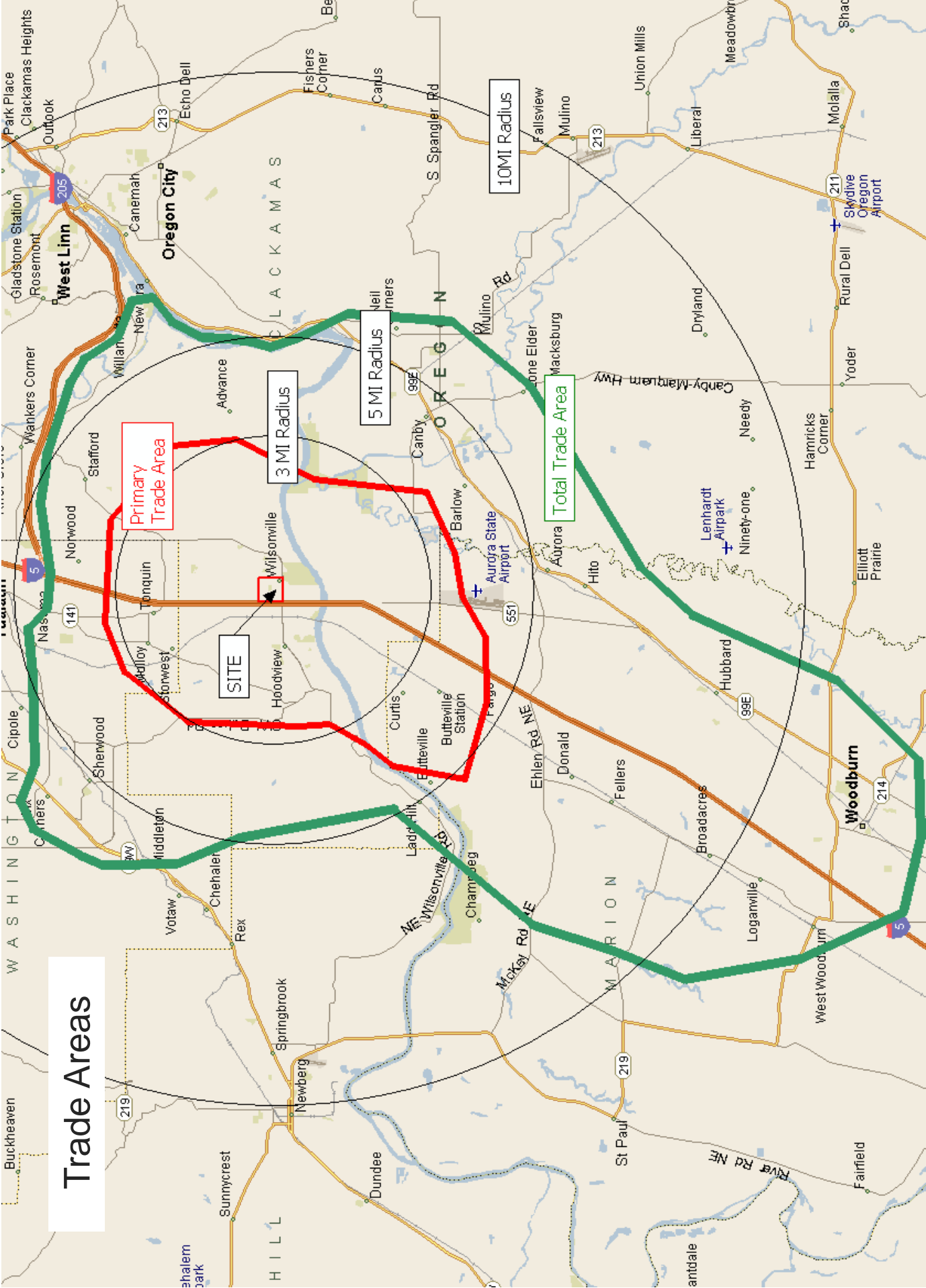




## Competing Retail







# Trade Areas

Primary Trade Area

SITE

3 MI Radius

5 MI Radius


10 MI Radius

Total Trade Area

## Trade Area Demographic Comparison

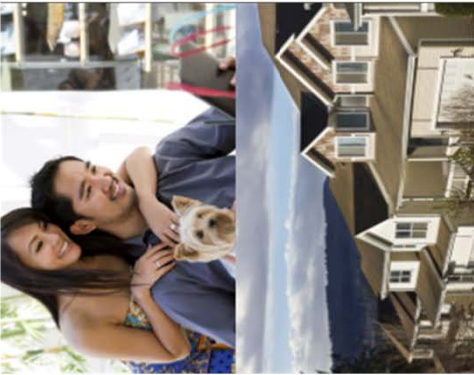
<i>Characteristics</i>	<i>2-Mile Radius Area</i>	<i>Primary Trade Area</i>	<i>Total Trade Area</i>	<i>State of Oregon</i>
2017 Population	22,000	26,900	120,700	4,030,000
2022 Population	24,400	29,500	128,100	4,218,100
2017-22 Projected Annual Growth Rate	2.10%	1.84%	1.20%	0.92%
2017 Households	9,500	10,800	42,400	1,590,100
2022 Households	10,600	11,900	45,000	1,660,600
2017-22 Projected Annual HH Growth Rate	2.09%	1.96%	1.21%	0.87%
Persons Per Household 2017	2.27	2.35	2.80	2.49
Median Age	37.4	38.2	37.0	39.4
2017 Median Household Income	\$56,700	\$59,200	\$63,600	\$52,200
2017 Average Household Income	\$76,700	\$80,200	\$84,300	\$70,900
2022 Median Household Income	\$65,900	\$69,100	\$72,000	\$58,600
2022 Average Household Income	\$85,500	\$89,100	\$92,600	\$78,200
% Households w. incomes \$75,000+	39.1%	41.1%	43.3%	34.2%
% Bachelor's Degree	27.9%	27.1%	22.6%	19.6%
% Graduate or Professional Degree	16.0%	15.0%	10.8%	11.7%

# Tapestry Lifestyles: Bright Young Professionals

Lifestyle	Trade Area Statistics	Short Description
 <p><b>Bright Young Professionals</b></p>	<p>Population 7,880</p> <p>Households 4,425</p> <p>Median HH Income \$50,000</p> <p>40.9% Primary Trade Area Households Market Share</p> <p>2.2% National Market Share</p>	<p><i>Bright Young Professionals</i> is primarily located in urban outskirts of large metropolitan areas, whose communities are home to young, educated, working professionals. One out of three householders is under the age of 35.</p> <p>Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students).</p> <p>Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.</p>

- 44 percent of residents have college degrees
- 73 percent labor force participation
- Proficient with technology
- Environmentally conscious

# Tapestry Lifestyles: Enterprising Professionals

Lifestyle	Trade Area Statistics	Short Description
 <p><b>Enterprising Professionals</b></p>	<p>Population 3,400</p> <p>Households 1,935</p> <p>Median HH Income \$77,000</p> <p>17.9% Primary Trade Area Households Market Share</p> <p>1.4% National Households Market Share</p>	<p><i>Enterprising Professionals</i> residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) jobs.</p> <p>They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas.</p> <p><i>Enterprising Professionals</i> residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.</p>

- Young and mobile; half are married
- College educated professionals change jobs often
- Employed in STEM fields
- Live in condos, town homes, apartments and rental homes
- Pursue healthy lifestyles

## 10-Minute Drive Time Worker Expenditure

<i>Category</i>	<i>Weekly Expenditure</i>	<i>Annual Expenditure</i>	<i>Office Worker Expenditure</i>	<i>Non-Office Worker Expenditure</i>	<i>Total Expenditure</i>
			3,030	16,840	
<b>Prepared Food &amp; Beverage</b>					
Limited & Full Service Restaurants	\$44	\$2,288	\$6,932,640	\$14,256,070	\$21,188,710
Drinking Places	\$16	\$832	\$2,520,960	\$5,184,026	\$7,704,986
<b>Retail Goods</b>					
General Merchandise, Apparel, Home Furnishings, Electronics	\$70	\$3,640	\$11,029,200	\$22,680,112	\$33,709,312
Grocery	\$30	\$1,560	\$4,726,800	\$9,720,048	\$14,446,848
Convenience Items	\$20	\$1,040	\$3,151,200	\$6,480,032	\$9,631,232
<b>Total</b>	<b>\$180</b>	<b>\$9,360</b>	<b>\$28,360,800</b>	<b>\$58,320,288</b>	<b>\$86,681,088</b>

Five-minute drive time = 8,600 workers

Ten-minute drive time = 29,000 workers

## 2017 & 2022 Supportable Retailers

Retail Category	2017 Estimated Supportable SF	2017 Sales/ SF	2017 Estimated Retail Sales	2022 Estimated Supportable SF	2022 Sales/ SF	2022 Estimated Retail Sales	No. of Stores
<b>Retailers</b>							
Apparel Stores	3,250	\$320	\$1,040,000	5,810	\$335	\$1,946,350	1-2
Beer, Wine & Liquor Stores	6,560	\$385	\$2,525,600	7,000	\$405	\$2,835,000	2-3
Book & Music Stores	2,340	\$250	\$585,000	2,610	\$265	\$691,650	1
Department Store Merchandise	2,170	\$260	\$564,200	6,150	\$275	\$1,691,250	1
Electronics & Appliance Stores	5,870	\$410	\$2,406,700	6,430	\$430	\$2,764,900	2-3
Florists	1,220	\$225	\$274,500	1,480	\$235	\$347,800	1
Furniture Stores	1,410	\$265	\$373,650	3,040	\$280	\$851,200	1
Grocery Stores	47,740	\$380	\$18,141,200	52,770	\$400	\$21,108,000	1-2
Hardware	3,610	\$240	\$866,400	7,090	\$250	\$1,772,500	1-2
Jewelry Stores	3,530	\$420	\$1,482,600	4,160	\$440	\$1,830,400	1-2
Office Supplies & Gift Stores	10,740	\$240	\$2,577,600	11,430	\$250	\$2,857,500	3-5
Pharmacy	12,210	\$385	\$4,700,850	13,610	\$405	\$5,512,050	1-2
Specialty Food Stores	4,190	\$265	\$1,110,350	5,240	\$280	\$1,467,200	1-2
<b>Retailer Totals</b>	<b>104,840</b>	<b>\$311</b>	<b>\$36,648,650</b>	<b>126,820</b>	<b>\$327</b>	<b>\$45,675,800</b>	<b>19-29</b>

## 2017 & 2022 Supportable Restaurants

Retail Category	2017 Estimated Supportable SF	2017 Sales/ SF	2017 Estimated Retail Sales	2022 Estimated Supportable SF	2022 Sales/ SF	2022 Estimated Retail Sales	No. of Stores
<b>Restaurants</b>							
Bars, Breweries & Pubs	5,440	\$385	\$2,094,400	6,080	\$405	\$2,462,400	1-2
Full-Service Restaurants	19,930	\$365	\$7,274,450	22,180	\$385	\$8,539,300	4-5
Limited-Service Eating Places	7,380	\$280	\$2,066,400	10,460	\$295	\$3,085,700	2-3
Special Food Services	8,470	\$265	\$2,244,550	9,120	\$280	\$2,553,600	2-4
<b>Restaurant Totals</b>	<b>41,220</b>	<b>\$324</b>	<b>\$13,679,800</b>	<b>47,840</b>	<b>\$341</b>	<b>\$16,641,000</b>	<b>11-16</b>
<b>Retailer &amp; Restaurant Total:</b>	<b>146,060</b>	<b>\$314</b>	<b>\$50,328,450</b>	<b>174,660</b>	<b>\$330</b>	<b>\$62,316,800</b>	<b>30-45</b>





## Total Supportable Retail

Retail Category	2017 Estimated Supportable SF	2017 Sales/ SF	2017 Estimated Retail Sales	2022 Estimated Supportable SF	2022 Sales/ SF	2022 Estimated Retail Sales	No. of Stores
<b>Retailers</b>							
Apparel Stores	3,250	\$320	\$1,040,000	5,810	\$335	\$1,946,350	1-2
Beer, Wine & Liquor Stores	6,560	\$385	\$2,525,600	7,000	\$405	\$2,835,000	2-3
Book & Music Stores	2,340	\$250	\$585,000	2,610	\$265	\$691,650	1
Department Store Merchandise	2,170	\$260	\$564,200	6,150	\$275	\$1,691,250	1
Electronics & Appliance Stores	5,870	\$410	\$2,406,700	6,430	\$430	\$2,764,900	2-3
Florists	1,220	\$225	\$274,500	1,480	\$235	\$347,800	1
Furniture Stores	1,410	\$265	\$373,650	3,040	\$280	\$851,200	1
Grocery Stores	47,740	\$380	\$18,141,200	52,770	\$400	\$21,108,000	1-2
Hardware	3,610	\$240	\$866,400	7,090	\$250	\$1,772,500	1-2
Jewelry Stores	3,530	\$420	\$1,482,600	4,160	\$440	\$1,830,400	1-2
Office Supplies & Gift Stores	10,740	\$240	\$2,577,600	11,430	\$250	\$2,857,500	3-5
Pharmacy	12,210	\$385	\$4,700,850	13,610	\$405	\$5,512,050	1-2
Specialty Food Stores	4,190	\$265	\$1,110,350	5,240	\$280	\$1,467,200	1-2
<b>Retailer Totals</b>	<b>104,840</b>	<b>\$311</b>	<b>\$36,648,650</b>	<b>126,820</b>	<b>\$327</b>	<b>\$45,675,800</b>	<b>19-29</b>
<b>Restaurants</b>							
Bars, Breweries & Pubs	5,440	\$385	\$2,094,400	6,080	\$405	\$2,462,400	1-2
Full-Service Restaurants	19,930	\$365	\$7,274,450	22,180	\$385	\$8,539,300	4-5
Limited-Service Eating Places	7,380	\$280	\$2,066,400	10,460	\$295	\$3,085,700	2-3
Special Food Services	8,470	\$265	\$2,244,550	9,120	\$280	\$2,553,600	2-4
<b>Restaurant Totals</b>	<b>41,220</b>	<b>\$324</b>	<b>\$13,679,800</b>	<b>47,840</b>	<b>\$341</b>	<b>\$16,641,000</b>	<b>11-16</b>
<b>Retailer &amp; Restaurant Totals</b>	<b>146,060</b>	<b>\$314</b>	<b>\$50,328,450</b>	<b>174,660</b>	<b>\$330</b>	<b>\$62,316,800</b>	<b>30-45</b>

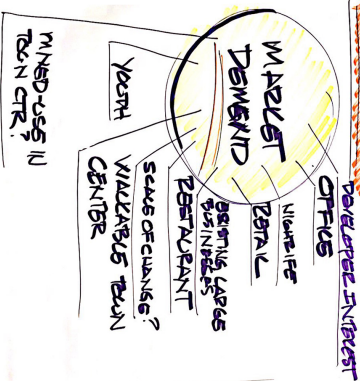


# WILSONVILLE TOWN CENTER PLAN

# WILSONVILLE 2017 PLAN

## PLANNING COMMISSION

### FORCES VISION?



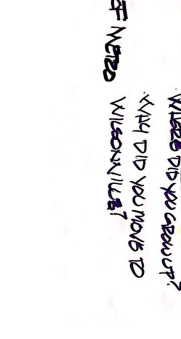
### \* VISION SERVICES TO PLAY TEMPORARY RESIDENTS



## RESIDENTS



### \* FACT-BASED ANALYSIS



WHERE DID YOU GROW UP?  
WHY DID YOU MOVE TO WILSONVILLE?



# WILSONVILLE TOWN CENTER PLAN

## Joint Planning Commission/City Council Work Session

May 15, 2017

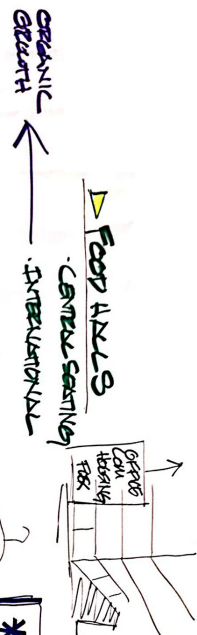
5:00 pm – 7:00 pm

### AGENDA

<b>5:00 pm – 5:10 pm</b>	Welcome and Introductions (City)
<b>5:10 pm – 5:30 pm</b>	Existing Conditions (MIG)
<b>5:30 pm – 6:00 pm</b>	Public Input to Date (MIG)
<b>6:00 pm – 6:50 pm</b>	Confirm Vision and Goals (All)
<b>6:50 pm - 7:00 pm</b>	Close & Next Steps

# WILSONVILLE TRUNK CENTER

PLANNING COMMISSION / CITY COUNCIL - 5.15.2017

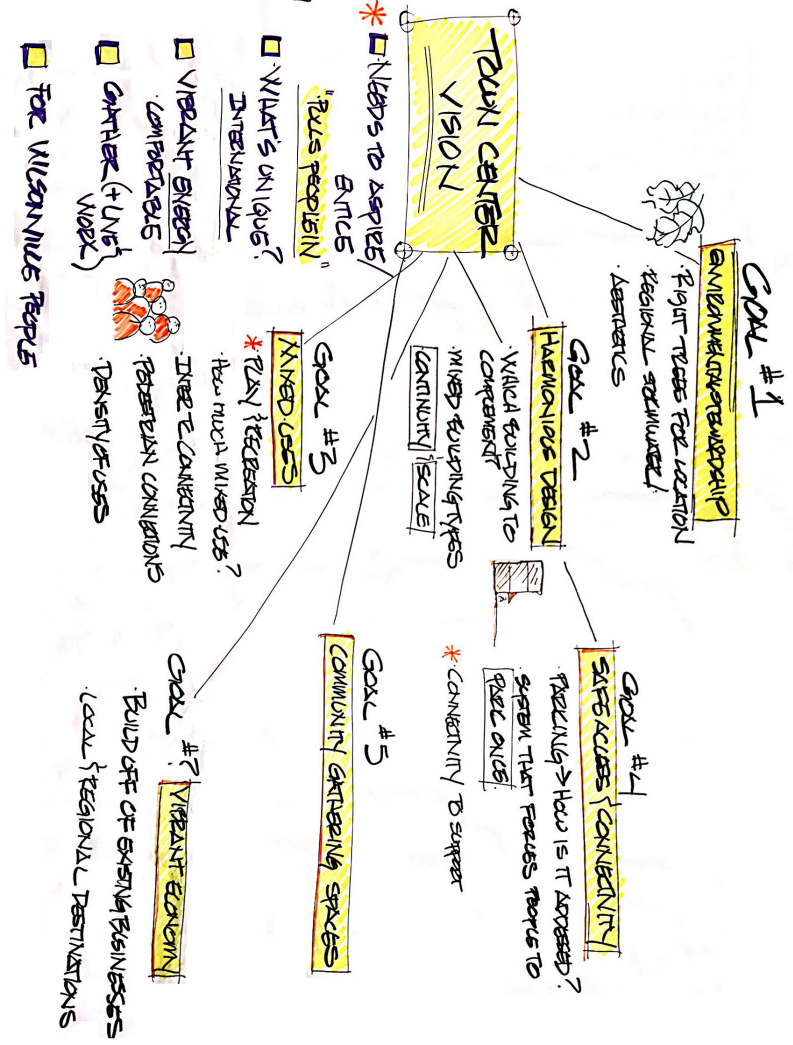


- ▷ **FOOD HABITS**
  - CANAL SAILING
  - INTERVENATIONAL
- ▷ SHOPPING / CLEANING
- ▷ NOT ONE DIMENSIONAL
- ▷ ACT + MISC. REACT FOR
- ▷ REGIONAL STEWARDSHIP / WATER FEATURES
- ▷ ACTIVE SPACES

- \* HOW MUCH RESTORATION FOR WATER CANAL?
- \* PARKING PLAN

- SHAPING ECONOMY
- EXPERIMENTAL
- SCALES
- FLEXIBILITY
- WHAT WASTE IT SPREAD?
- FUNCTIONAL SHOPPING
- SOCIAL ENG? INTERACTION

## TRUNK CENTER VISION



- \* NEEDS TO ASPIRE / ARTICLES
- "RULES PERCEPTION" INTERVENATIONAL
- WHAT'S ON (GOES?) INTERVENATIONAL
- VIBRANT ENERGY
- COMPACTIBLE
- GATHER (+ LIVE) WORK
- FOR WILSONVILLE PEOPLE



## Community Events & Out-and-Abouts

City staff have involved a broad range of community members in the Town Center Planning process. Community events are catered to the participants. Some involve interactive activities while others are presentations with Q&A. The following pages include the results of events with activities.

- Citizens Academy (February 16, 2017)
- Community Center Senior Lunch (February 17, March 28, April 28, and May 26, 2017)
- Oregon Institute of Technology (April 4, 2017)
- Charbonneau HOA meeting project presentation (April 24, 2017)
- Art Tech Outreach (April 25, 2017)
- Wilsonville Chamber of Commerce Morning Spark (May 3, 2017)
- Boeckman Creek PTA Meeting (May 10, 2017)
- Wilsonville High Boosters Club Meeting (May 10, 2017)
- Lowrie Primary Enrichment Classes (May 18 and 25, 2017)
- Autumn Park Apartments Focus Group (May 24, 2017)
- Lowrie Primary PTA Meeting (May 25, 2017)
- Wilsonville High School Group (May 26, 2017)
- Rotary Lunch project presentation (June 8, 2017)



## “Get Involved” Promotional Material

Contesta la Pregunta del Mes a  
[www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)

Contesta la Pregunta del Mes a  
[www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)



!COMPARTE TUS IDEAS!

!COMPARTE TUS IDEAS!

¿Cómo ves el futuro del  
centro de Wilsonville?

¿Cómo ves el futuro del  
centro de Wilsonville?



What does the future of  
Wilsonville Town Center  
look like?

What does the future of  
Wilsonville Town Center  
look like?

TELL US!

TELL US!



Answer the Question of the Month at  
[www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)

Answer the Question of the Month at  
[www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)



[www.wilsonvilletowncenter.com/designsurvey](http://www.wilsonvilletowncenter.com/designsurvey)

**NEW SURVEY COMING!  
OPEN JULY 26 - AUGUST 20**

[www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)

AUG 3 ROTARY CONCERT      AUG 12 WILSONVILLE BREWFEST  
JULY 29 KIWANIS FUN RUN      AUG 10 ROTARY CONCERT  
JULY 27 ROTARY CONCERT      AUG 5 FUN IN THE PARK

Find us at these other events

**JUNE 26**      DESIGN WORKSHOP AT  
WILSONVILLE CCC 5-8PM  
**AUG. 16**      COMMUNITY BLOCK PARTY:  
TOWN CENTER PARK 5-8PM

Join us! Share your ideas at  
these summer events!



**WILSONVILLE TOWN CENTER PLAN**

¡Acompáñanos en estos  
próximos eventos este verano!

**26 JUN**      TALLER DE DISEÑO EN EL  
WILSONVILLE CCC 5-8PM  
**16 AGTO**      FIESTA DE BARRIO EN EL  
PARQUE "TOWN CENTER" 5-8PM

Nos puedes encontrar en estos otros eventos

27 JUL: CONCIERTO DE ROTARY      5 AGTO: DIVERSIÓN EN EL PARQUE  
29 JUL: CARRERA DE KIWANIS      10 AGTO: CONCIERTO DE ROTARY  
3 AGTO: CONCIERTO DE ROTARY      12 AGTO: LA FIESTA DE LA  
CERVEZA DE WILSONVILLE

[www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)

**¡VIENE UNA NUEVA ENCUESTA!  
CONTESTA DEL 26 JUL. AL 20 DE AGTO.**

[www.wilsonvilletowncenter.com/designsurvey](http://www.wilsonvilletowncenter.com/designsurvey)

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AUG 3 ROTARY CONCERT      AUG 12 WILSONVILLE BREWFEST

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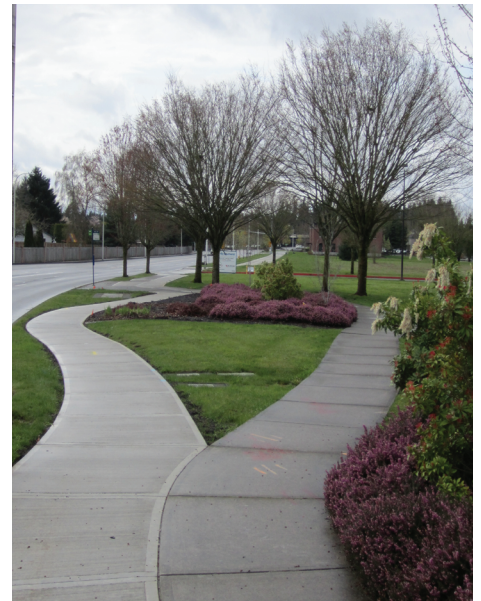
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OPEN JULY 26 - AUGUST 20**

[www.wilsonvilletowncenter.com/designsurvey](http://www.wilsonvilletowncenter.com/designsurvey)



WILSONVILLE TOWN CENTER PLAN

# WHAT ARE YOUR FAVORITE PLACES IN TOWN CENTER?



Our website has a special feature where you can add comments and photos to a map of Town Center.

Go to [www.wilsonvilletowncenter.com/contact/](http://www.wilsonvilletowncenter.com/contact/) and double-click on the map and follow the directions.

From the same page, you can view the project calendar and sign up for email updates about the project and upcoming events.

[www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)





Citizens Academy  
February 16, 2017

# Vision

Central focus of city - shopping & mingling.

Gathering spot

Con. & walkable

Park car & leave it.

more culture

Culinary - Farmers market in town center  
Draw

welcoming center

Green less concrete

Community theatre

Farm to table

Family oriented

Retail - amenities

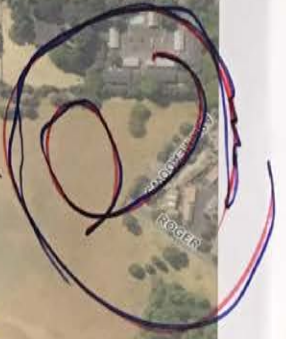
Local family

Full-Farming community

walkable, bikeable, <sup>connected</sup> central focus of the city  
Retail, arts, & culture no housing.

## GROUP 1 (no map)

COSTCO



o Parking lot is unattractive  
o High school needs to see  
how it's done by  
other options in the

Loop... easy to nav by car  
Main ways to get in

o Convenient, many  
retail options

o Transportation  
options

o will make  
on gate life

o social  
cultural  
active  
opp.

o connects local business

o Park more diversity of restaurants  
Space for activities (hang  
out)

o But shop - quality of  
service better  
to make  
it to the park  
in a shorter  
age

o More diverse  
shopping opp.

ASSETS

1. 11,000 cars  
to nav. by driving

2. Parks green space

3. Prox. to high school

4. More walkability



## \* Confusing Parking Area Design

Too much parking area

Access

Traffic & Access TCL W @ around Citizens

## \* Difficult to orient around Citizens Drive

Shenandoah Square / Chipotle / Starbucks Parking

Assumed all take cars

## \* Parking not balanced

## \* Crosswalk TCL W @ Starbucks

Different developments don't flow together

## \* Lack of pat/ped facilities in parking areas

Lack of gathering spots in commercial areas

- benches & other ped facilities

Look at US Post office

Bad parking lot @ post office

Vacant Kaiser property

Lack of draw in Northern section

- Disconnected

GROUP 3 - ISSUES

~~Lack~~ of attractive transition  
(Vacant field, CCC, Fry's, Apartments) <sup>connection</sup> <sub>"connecting amenities"</sub>

Lack of legibility for ingress/egress  
to parking area

~~Lack~~ of unified wayfinding, ~~navig~~

Citizens Drive confusing

~~Not~~

GROUP 3 - ISSUES

# GROUP 3 - ISSUES



1 inch = 200 feet  
0 200



# OPPORTUNITIES - GROUP 4

- BIKE LANES - SOME PARTS HAVE LANES BUT NOT CONSISTENT
  - COULDN'T GET OUT FOR A WHILE
- BOEICKMAN B. LANES - NOT CLEARLY MARKED OR LIT
  - BIKE / ~~B~~ PED BRIDGE WOULD MAKE HUGE DIFFERENCE
- A LOT OF PARKING LOTS
  - REVERSE TARIFFICATION
- FRY'S DOESN'T BELONG
- MISHMASH
- SHOULD BE A CENTRAL PLACE WHERE PPL CAN HAVE AN ENJOYABLE TIME
  - SIDEWALK CAFES
  - EUROPEAN CONCEPT

- OPPORTUNITY TO BUILD AROUND T.C. PARK
  - KAISER PROPERTY UNDERUTILIZED
- ADD SMALL BUSINESSES
- EXAMPLE - REDEV. IN LAKE OSWEGO
  - REDEV. SECTIONS AT A TIME
- MOVIE THEATER MORE OF A DRAW THAN SAFWAY OR FRYS
- EAST-WEST WALKING ZONE THROUGH CENTER
- NOTHING TO KEEP FAMILY IN AREA AFTER THEY VISIT BUSINESSES
- CONNECTION TO CONY, CIR
- CENTRAL INTERSECTION - ~~WHAT~~  
ELIMINATE PARKWAY AVE?

- OTHER WAYS FOR FAMILIES TO GET TO WATER FEATURE IF INTERSECTION IS DONE
- SHARED COMMUNITY SPACE - CENTER THAT IS OPEN + INVITING
- DON'T WANT TO SEE ANOTHER SHOPPING CTR + PARKING LOT N. OF CITY HALL
- MORE RESTAURANTS - ONLY ~~CAFE~~ GOOD CAFE SPOT WAS STARBUCKS
- MORE LEGAL CAFES + SHOPS
- DRAW PEOPLE IN INSTEAD OF MAKING IT EASY TO DRIVE AROUND
- FARMERS MARKET
- WALKABLE / PED ONLY STREETS - AVEY ACCESS
- HOUSING ABOVE SHOPS - WITH CENTRAL OPEN SPACE

- UNDERGROUND PARKING / STRUCTURED
- MORE GREEN
- PUT PARKING STRUCTURE NEAR CENTER
- CITY BUSES FRYS - PARKING? GREEN SPACE?
- DISBURSE PARKING THROUGHOUT T.C.  
SO ppl CAN WALK TO CORE

## TOP 5

- REDUCE TRAFFIC ADVERTS
- STREETS FOR PEDESTRIANS
- CENTER CORE HAS GREEN PLAZA SURROUNDED BY SHOPS
- COMPLETE BIKE / PED NETWORK
- SHARED COMMUNITY SPACE

≠ DON'T LIKE STORAGE FACILITY - DEAD SPACE



*Handwritten:* (Landscape Openers) (Scribble)

*Handwritten:* Wonderful bike lanes

*Handwritten:* Pedike pavement

*Handwritten:* BOUTIQUE SHOPS

*Handwritten:* CITY OF WILSONVILLE

*Handwritten:* CITY OF WILSONVILLE



1 inch = 200 feet  
0 200 400 800





Community Center Senior Lunch  
February 17, March 28, April 28, and  
May 26, 2017

## Town Center Public Feedback – March 28 2017 Community Center Lunch

- Crosswalk in front of the new Starbucks is very dangerous for people walking
- Walking safety is a huge concern. It's dangerous to cross by Shari's and Starbucks. Cars tend to speed.
- Crossing Town Center Loop E from the Community Center to go to Rite Aid is dangerous.
- A SUV ran a red light at the intersection of Town Center Loop E and Wilsonville Rd and almost hit a woman who was crossing the street from Memorial Park.
- There are many fast food chains in Town Center which is not what I want/need at all.
- I go to Rite Aid but most the time I go to Fred Myer because they sell everything and I can do one trip and get all I need. I would come to Town Center more often if there is a store where I can do one trip and get a variety of things.



Charbonneau HOA  
Annual Meeting  
April 24, 2017





**WILSONVILLE** TOWN CENTER PLAN

# Charbonneau HOA Annual Meeting

April 24, 2017



# WILSONVILLE TOWN CENTER PLAN

## What is the Town Center Plan?

The Plan will guide future development in Town Center by:

- Providing a community-driven vision for Town Center
- Recommending new projects, programs, partnerships, and policies to achieve the Vision





# WILSONVILLE TOWN CENTER PLAN

## Why Town Center?

- Strategic location
- Community hub
- Diverse variety of uses and activities
- Underutilized land
- The Plan is a local and regional priority





# WILSONVILLE TOWN CENTER PLAN

## Town Center Plan Schedule

### Winter 2017

- Existing Conditions
- Market Analysis
- Stakeholder Interviews
- Public Kickoff

### 2017

- Town Center Plan Goals
- Key Opportunities
- Town Center Alternatives
- Infrastructure and Transportation Analysis
- Urban Design and Land Use Plan
- Catalytic Sites and Priority Projects

### Spring 2018 THE PLAN

- Implementation Strategies
- Draft and Final Town Center Plan

Ongoing community participation, Task Force, and Planning Commission and City Council engagement



# WILSONVILLE TOWN CENTER PLAN

## Community Input To-Date

- Public kickoff event
- Question of the month polls
- Stakeholder meetings
- Map-based online survey
- Idea centers
- “Out and about”
- Task Force
- Planning Commission
- City Council





## WILSONVILLE TOWN CENTER PLAN

### DRAFT Vision Statement:

*“Town Center is a community hub where people come together. It is an accessible, vibrant, walkable destination in the heart of Wilsonville where people live, work and visit, with unique and active parks, civic spaces, amenities and attractions that provide shopping, dining, culture and entertainment for city residents and surrounding communities.”*



# WILSONVILLE TOWN CENTER PLAN

## DRAFT Goals

- 1. Harmonious Design**
- 2. Safe Access and Connectivity**
- 3. Community Gathering Places**
- 4. Mixed Uses**
- 5. Ecologically Sensitive**





# WILSONVILLE TOWN CENTER PLAN

## How to Engage? What's Next?

- Public Meetings:
  - City Council & Planning Commission work Session: May 15
  - Community Design Workshop: the end of June
  - Event and Online Survey: August
- Question of the Month
- Idea Centers
- Website: [www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)
- Contact City Staff





# WILSONVILLE TOWN CENTER PLAN

Questions?

Visit our website: [www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)

Contact Miranda Bateschell

(503) 570.1581

bateschell@ci.wilsonville.or.us



Art Tech Outreach  
April 25, 2017

Art Tech - 4.25.17 - Group 1

- Lots of places without side walks
- 2 ~~to~~ few dangerous intersections
- Usually biking or walking
- Want more bike trails

MORE DUTCH BROS

Starbucks is lame

• Lots of unused parking in TK Shops

• Crosswalk from Red Robin to Wendy's area

Art Tech official building

safer biking lanes

More entertaining activities

Clear debris under bridge

More crosswalks

Make 5 o'clock traffic safety



Alaytt  
Bellard  
Foward  
Dennard  
Tearr  
Pp

1 inch = 200 feet  
0 200 400

AFT TECH 4.25.17



Scam's  
Crew



1 inch = 200 feet  
0 200 400

~~Red is dirt~~

APT TECH 4.25.17

- Dave & Busters
- Indoor skate park
- Closer dispensary for OMMP patients
- Walk-in dutch
- Pool!

★ Fix your immigration

- Make the ~~road~~ <sup>bridge</sup> smoother!
- Better side walks!

*Lawrence Miller*



*Ethan Miller*

*Griffin*

1 inch = 200 feet  
0 200 400

ART TECH 4.25.17



Student - Robert, Lauren, Bailey, Ethan, Griffin, Caitlin, Caleb

Teacher - Will

## Modes of Transport

- Skateboards
- Cars
- Scooters - motorized & not
- Walking
- Biking

Art Tech - 4.24.17 - Group 3

## Notes for map

- #1 Metal Horse Interceptor needs crosswalks
- #2 Need a side walk in school driveway
- #3 Sidewalk
- #4 Remove divot (bump)
- #5 Traffic signs (speed)
- #6 Do something with this lot!! (if you can)
- #7 Really bad intersection please fix! Lots of accidents so please please fix!
- #8 almost too small of a road to access

Lauren

Sarah

Sam



KATIESCREEN

1 inch = 200 feet  
0 200 400

APT TECH 4.25.T



- MAKE A FOOT BRIDGE OVER THE  
FREEWAY TO GET TO THE TRANSIT  
CENTER

- Year round Farmers Market

- Community Center w/  
open gym, pool, organized  
teen activities, game room,

- Boutique type clothing

Takes  
5 min  
to change

TACO BELL CROSSWALK  
REC CENTER



Art Tech - 4.25.17 - Group 4



ART TECH 4.25.17 5

1 inch = 200 feet  
0 200 400 800



WHITEHEAD'S CREW (S)

① DANGEROUS AREA  
By WASHMUN TO TACO BELL

② FOUR WAY STOP NOT PEACE  
EASY TO MANAGE SOMETIMES

③ BIGGER BASKETBALL COURT?

AFT TOWN - 4.25.17 - Group 5

1/20/17  
Mr. Leah



Annette's Crew!

1 inch = 200 feet  
0 200 400

APT TECH 4-25-17

## Annette's Crew

### Suggestions:

- Black Rock / Dutch Bros
- Skate park (expand or new)
- Retail stores (clothing)
- Soccer field
- Old Skate Park expanded
- for the new one ~~instead~~ rather than add more Villibord's stuff keep building on the skate park because Villibord's is huge enough as it is and the park isn't all that big.
- Vans / Hanes Skate shop & clothing

Art Team - 4.25.17 - Group 4







1 inch = 200 feet

0 200 400

SHAW  
PAPERIA

Ben's Super, Awesome  
Amazing CREW  
APR 2014 4:

Art Team - 4.25.17 - Group 8

**TH**IS crosswalk is barely used and is sometimes dangerous ~~and it takes too long~~ (the crosswalk closest to the school) crosswalks take too long to change

Safeway parking lot is problematic to walk across

~~Some~~ lots of students hang around and smoke next to lite aid

Wants:

rec center in big empty field  
or music center

~~entertainment-related stores~~

Less teriyaki places!!!

KFC!

Dutch bros!

Smart bus system is horrible  
needs to be more frequent and have better routes

please! → better skate park

pedestrian bridges  
crossing freeway is  
A Pain



1 inch = 200 feet



Art Team  
4.25.17  
Group 9

Charger ports @ Bus stops

Yoga place (Living Yoga)

~~Not sure if this is a main road~~

New movie theatre

New cross walks (Buttons that light it up)

2x Bus is hard to catch because of all the school buses.

Road dips & messes up cars.

City pool

More gas stations

clothing shopping ~~center~~ center

No smoke shops near schools

New Art Teen building

Foot Bridge for people

Starbucks is taking over.

Add duten or Black Beck

More for youth. Rec center.

more community less money spending



Wilsonville Chamber  
Morning Spark Event  
May 3, 2017



# WILSONVILLE TOWN CENTER PLAN

## Wilsonville Chamber Morning Spark Event May 3, 2017

# What is the Town Center Plan?

City Council has established the Town Center Plan as one of its priority goals. The Plan will guide development in Town Center to create a cohesive, unified district by:

- Providing a community-driven Vision for Town Center.
- Recommending new projects, programs, partnerships, and policies to achieve the Vision.



Family Fun Center

Town Center Loop E

Fry's  
Electronics

Clackamas  
Community  
College

Town Center Park

City Hall

Community  
Center

Wilsonville Rd.

Library

Memorial Park

Fred Meyer



# Town Center Plan Schedule

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- Citizen's Academy workshop
- Idea Centers

Ongoing community participation, Task Force, and Planning Commission and City Council engagement



# Retail Rationale

- Underserving existing retail centers
- Strong demographic characteristics and anticipated growth
- Gap in regional retail market
- Favorable Location

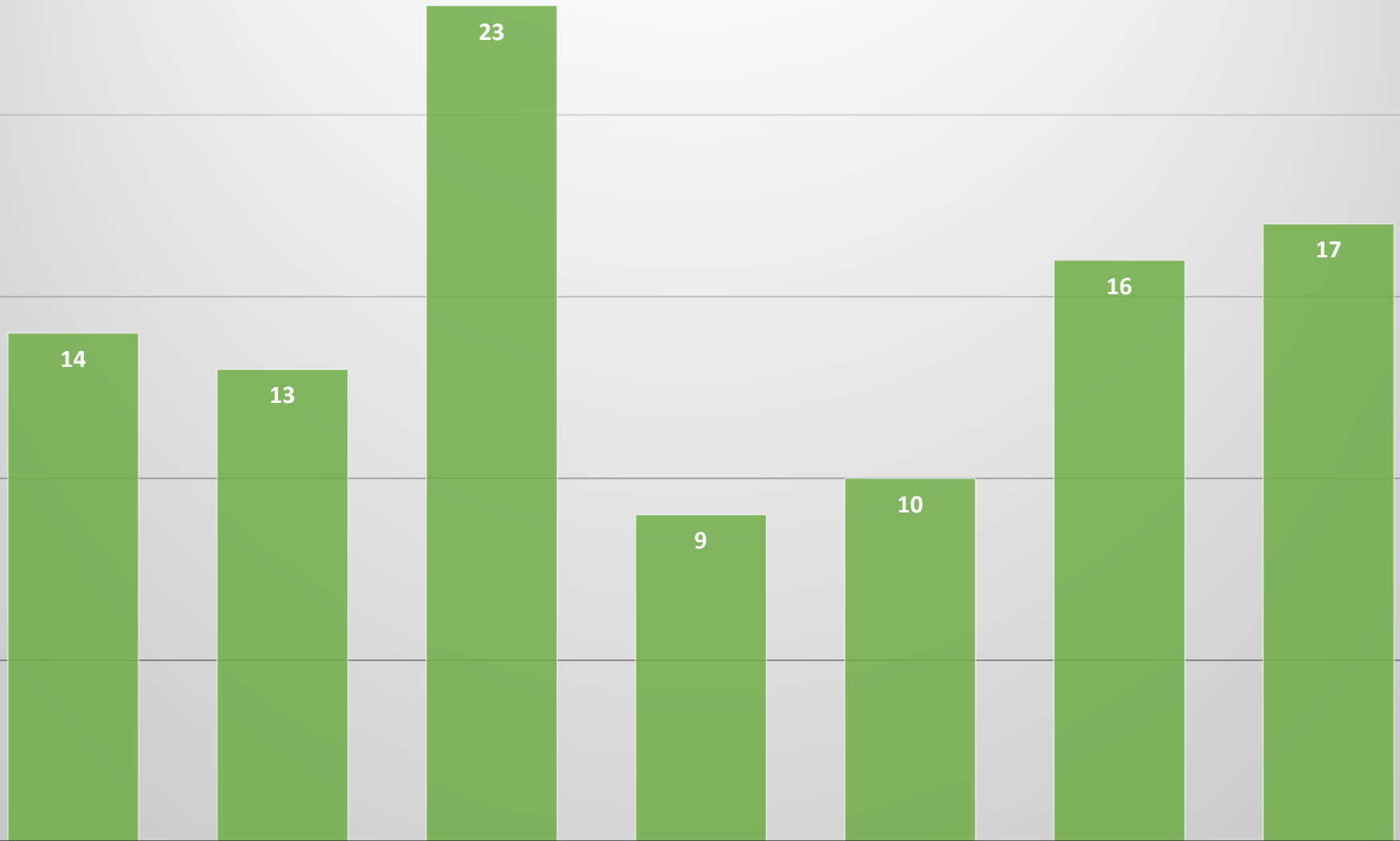


# Retail Findings

- **Now:** Town Center can support up to 116,300 sf of additional retail and restaurant development, generating up to \$39 million in sales
- **By 2022:** potentially support as much as 139,900 sf of total commercial development producing up to \$48.4 million in gross sales
- Future retail: approximately 9 – 14 restaurants and 17 – 26 retailers.



## February: What is most important to you?



TRANSPORTATION

DINING

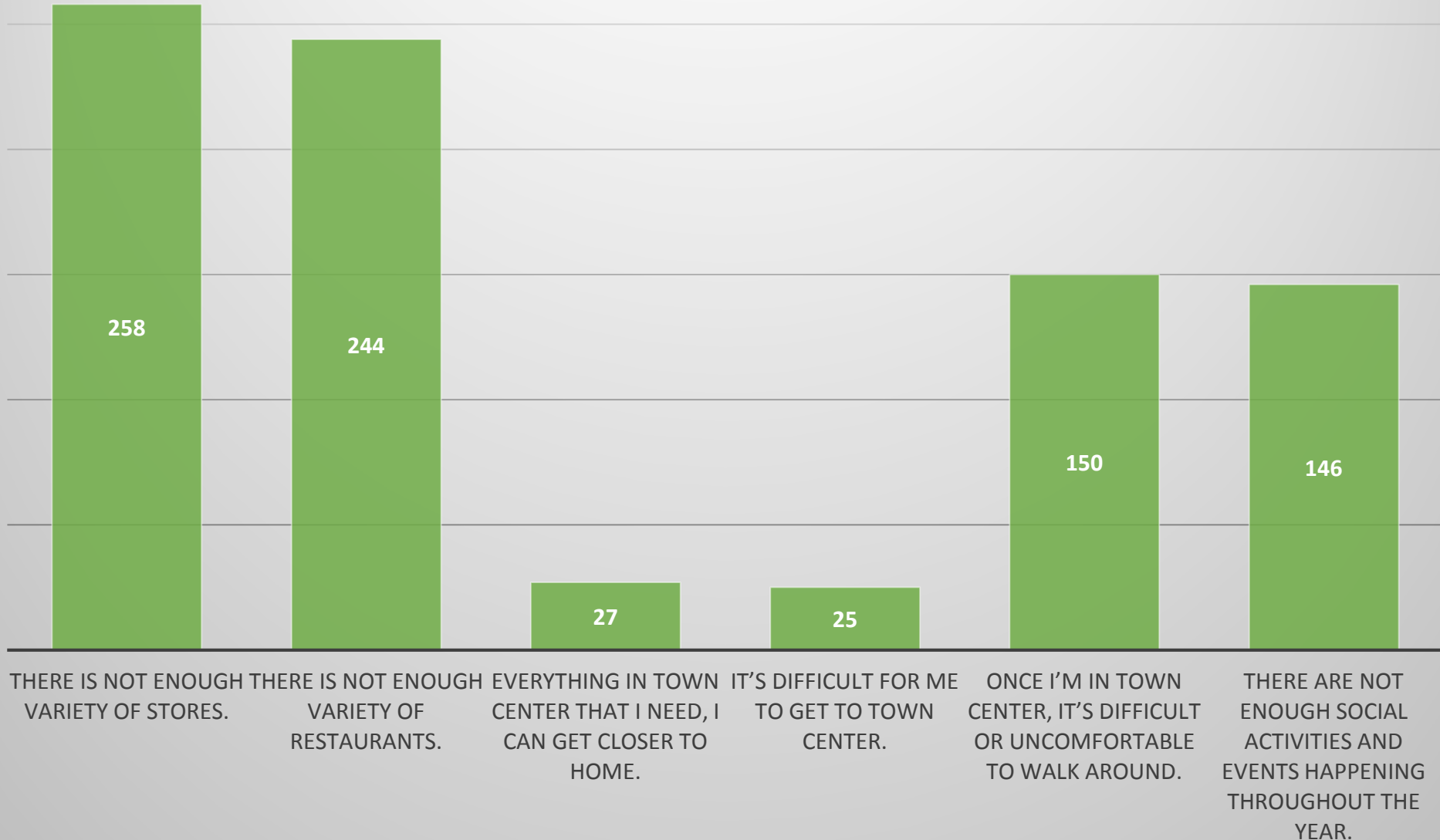
JOB

HOUSING

RECREATION

OPEN SPACE

# March: What, if anything, keeps you from spending more time in Town Center?



# Online Survey Information gathered

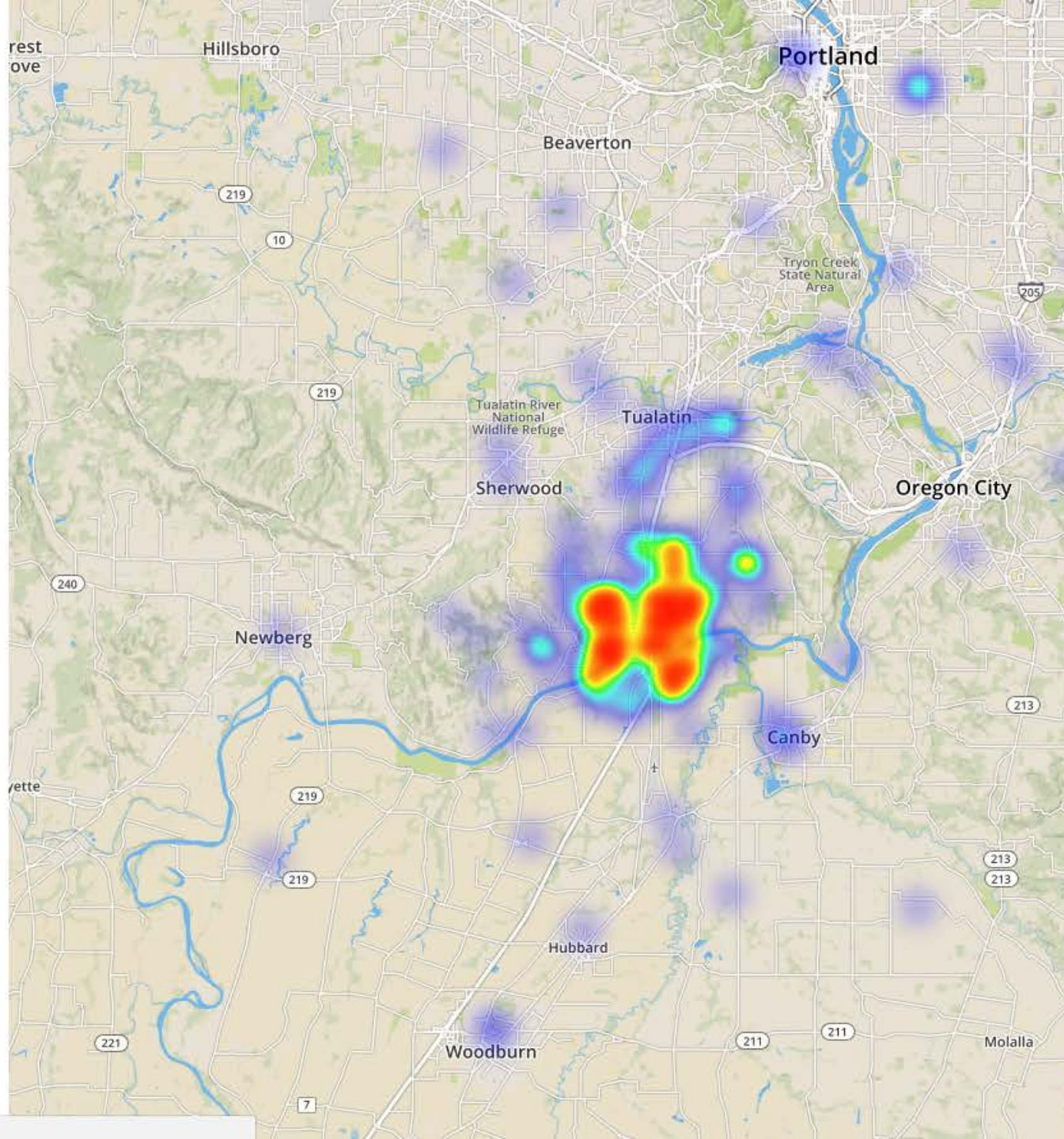
- 989 Survey respondents
- 5,730 data points
- Open-ended responses

User guide

- Home
- Work
- Wilsonville Hub
- Places You Visit
- 1043 / 5730

Other filters

Heatmap





User guide

- Home
- Work
- Wilsonville Hub
- Places You Visit
- 3433 / 5698

Other filters

Separate features

Point radius

4

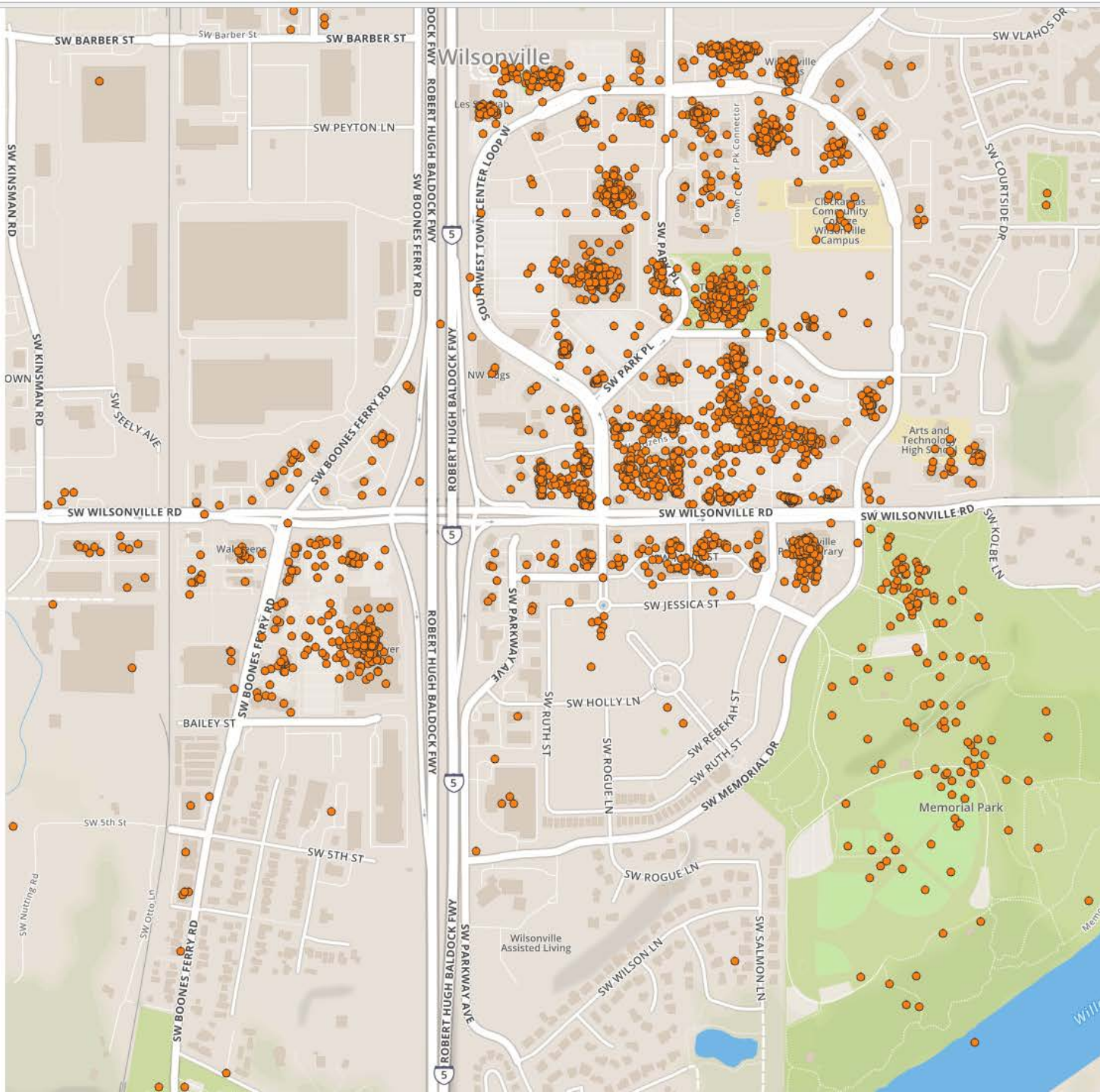
Line width

4

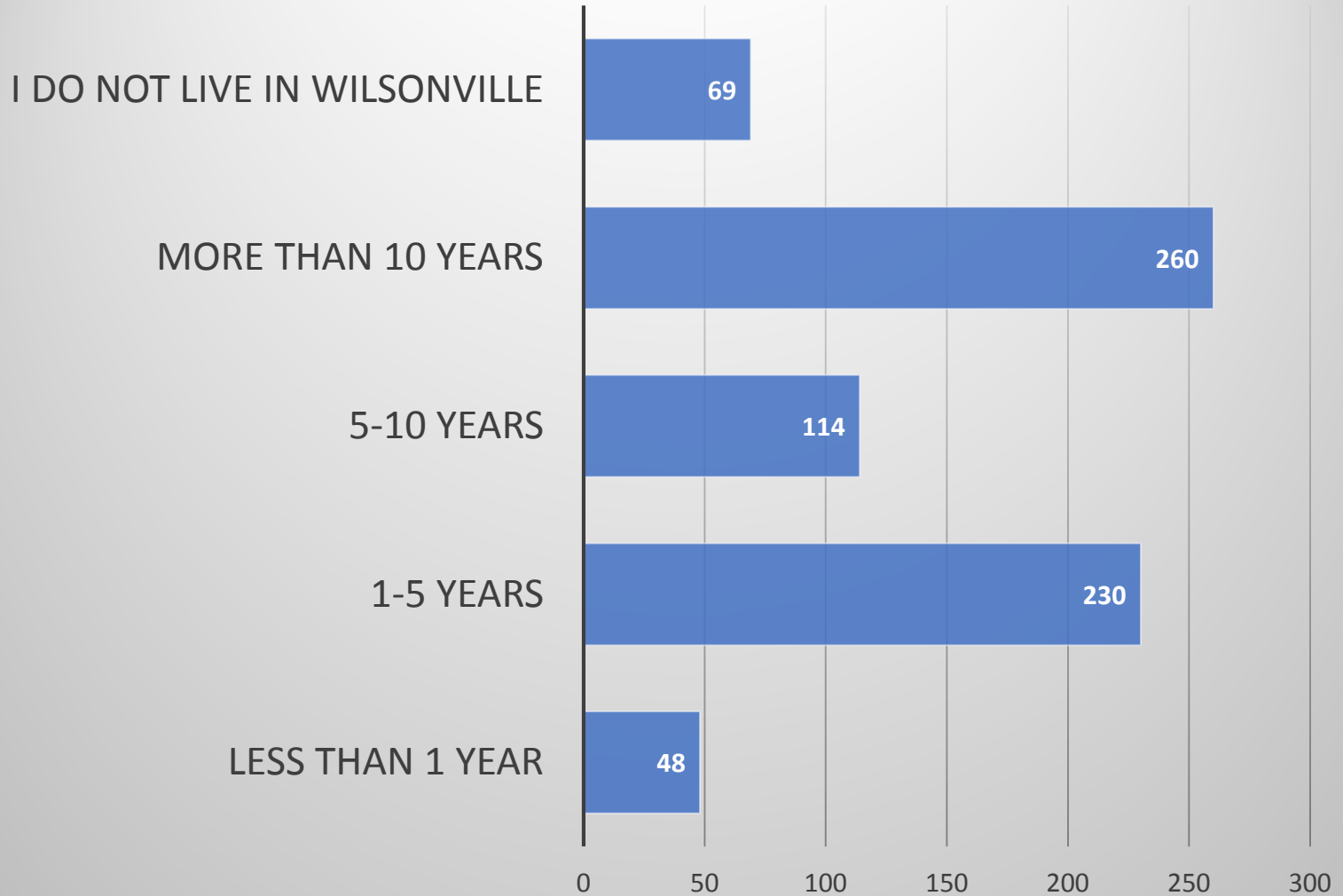
Opacity

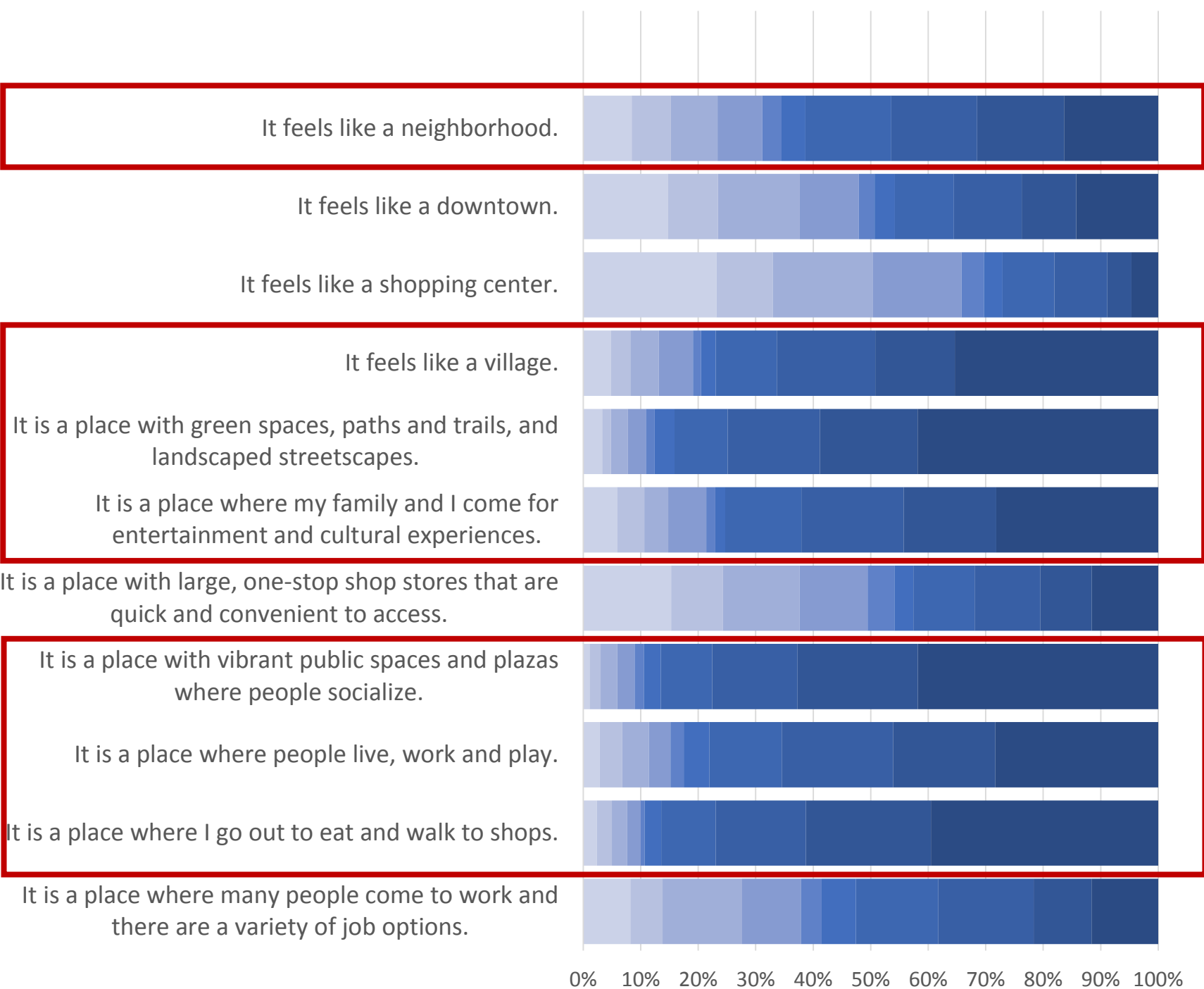
1

Browse popup responses



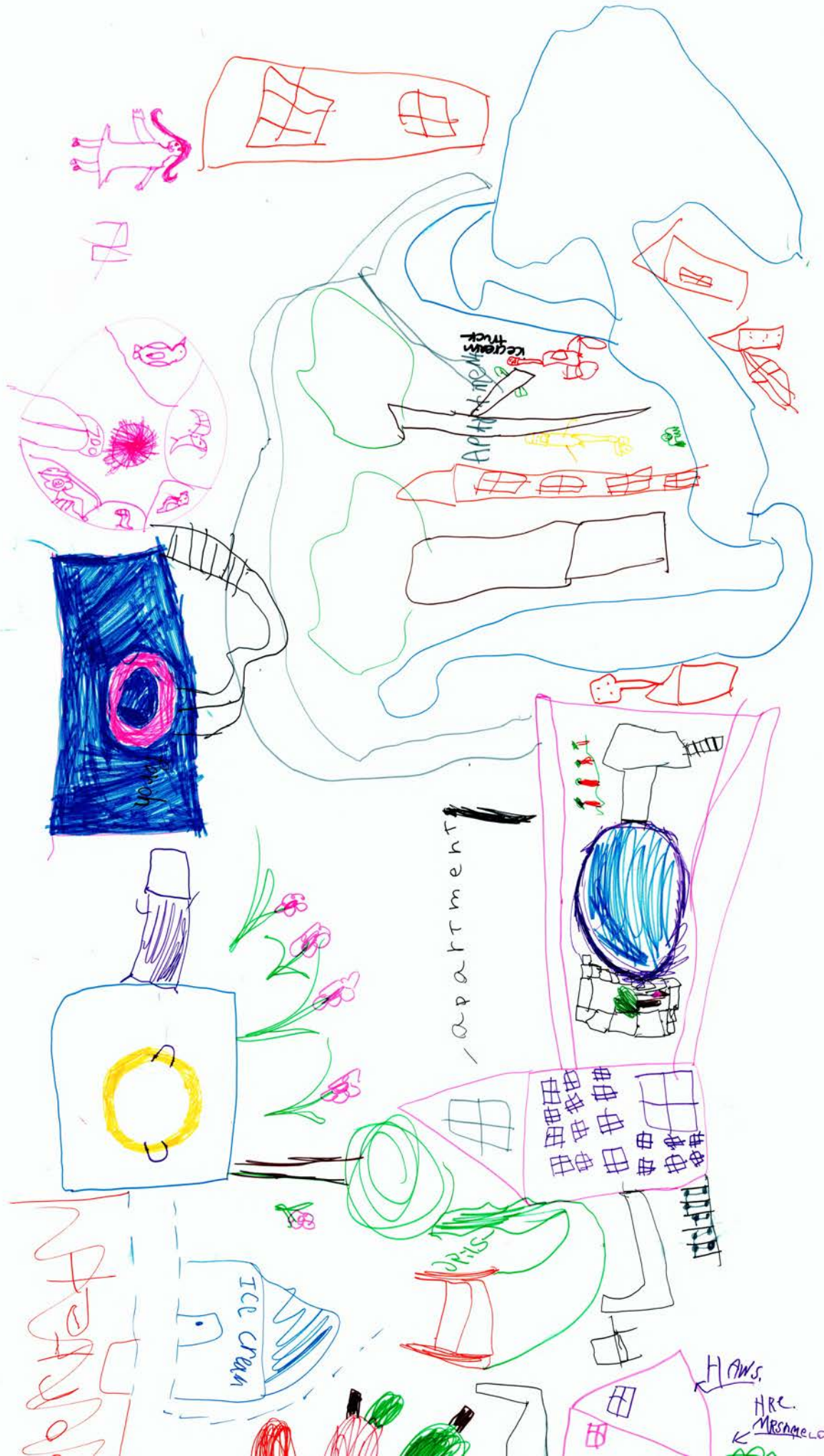
## How long have you lived in Wilsonville

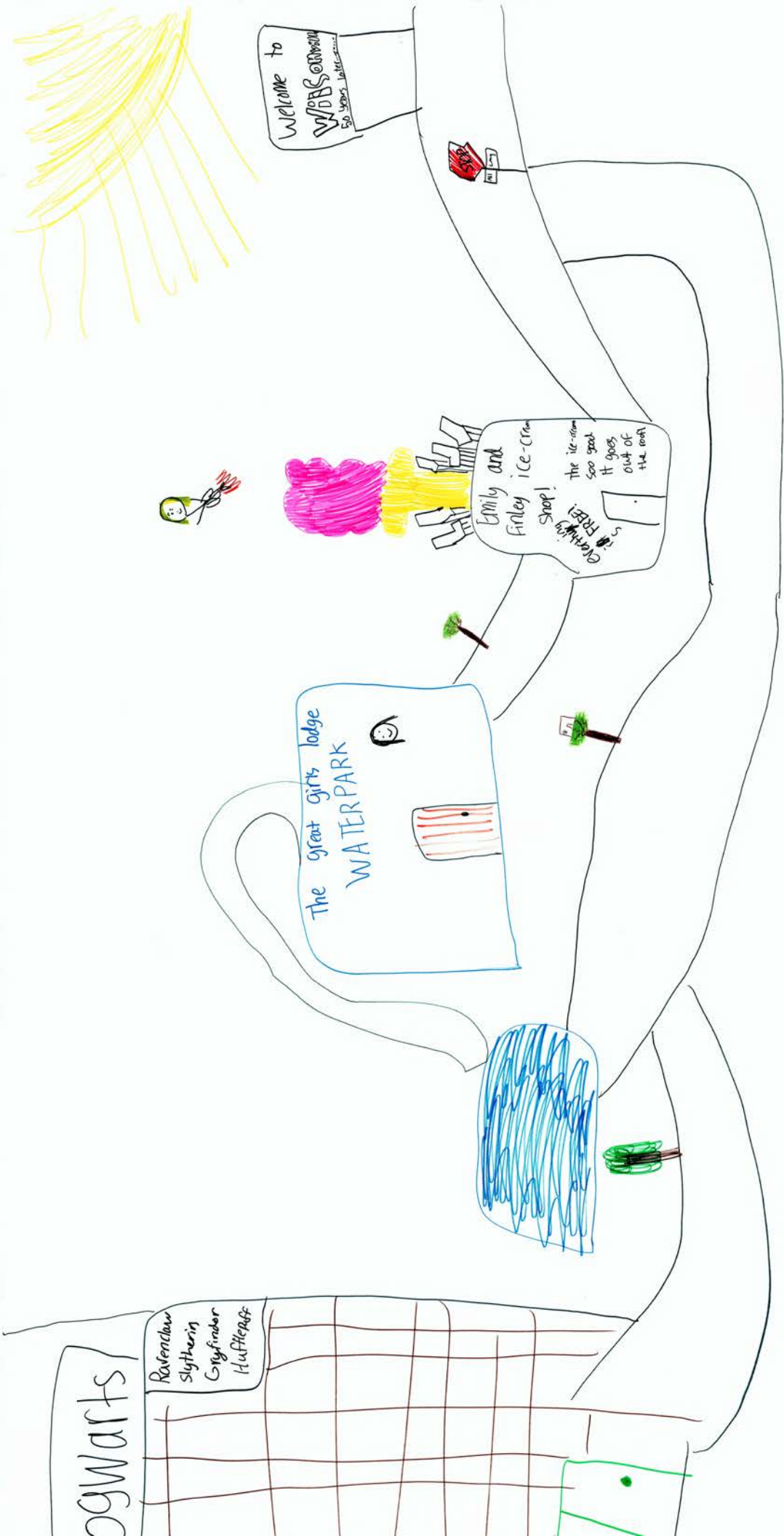




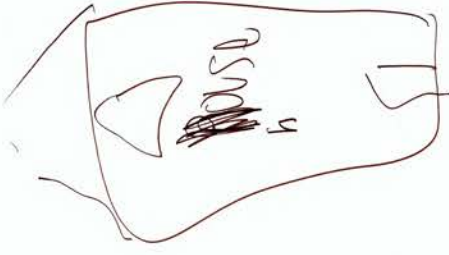
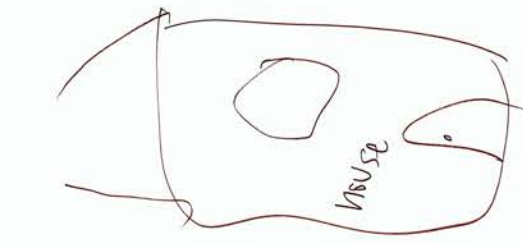


# Lowrie Primary Enrichment Classes May 18 and 25, 2017





Primary Enrichment Class - 5.18.17



Parking lot for Pacy



Pacy

Stomachs

Wasp rate

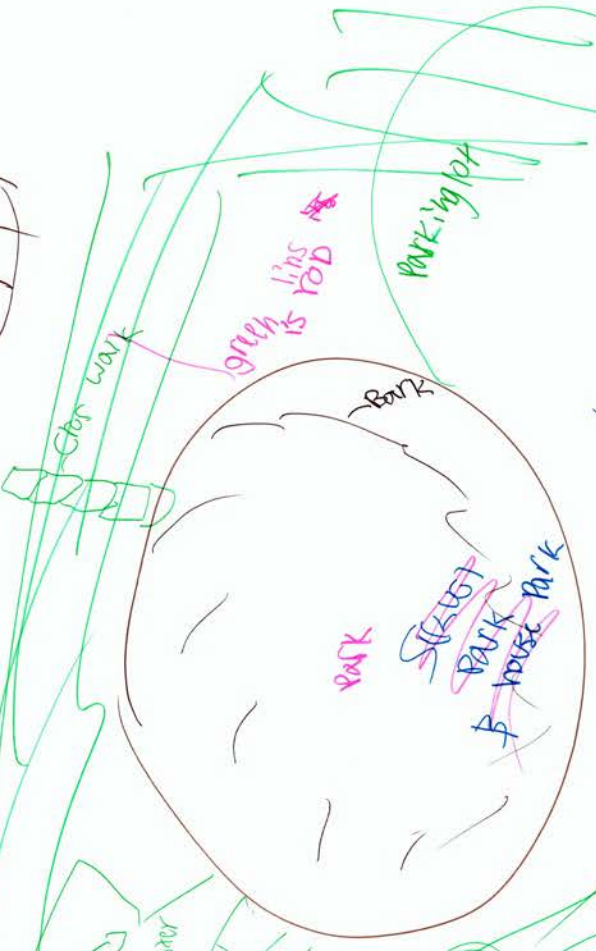
Parking lot

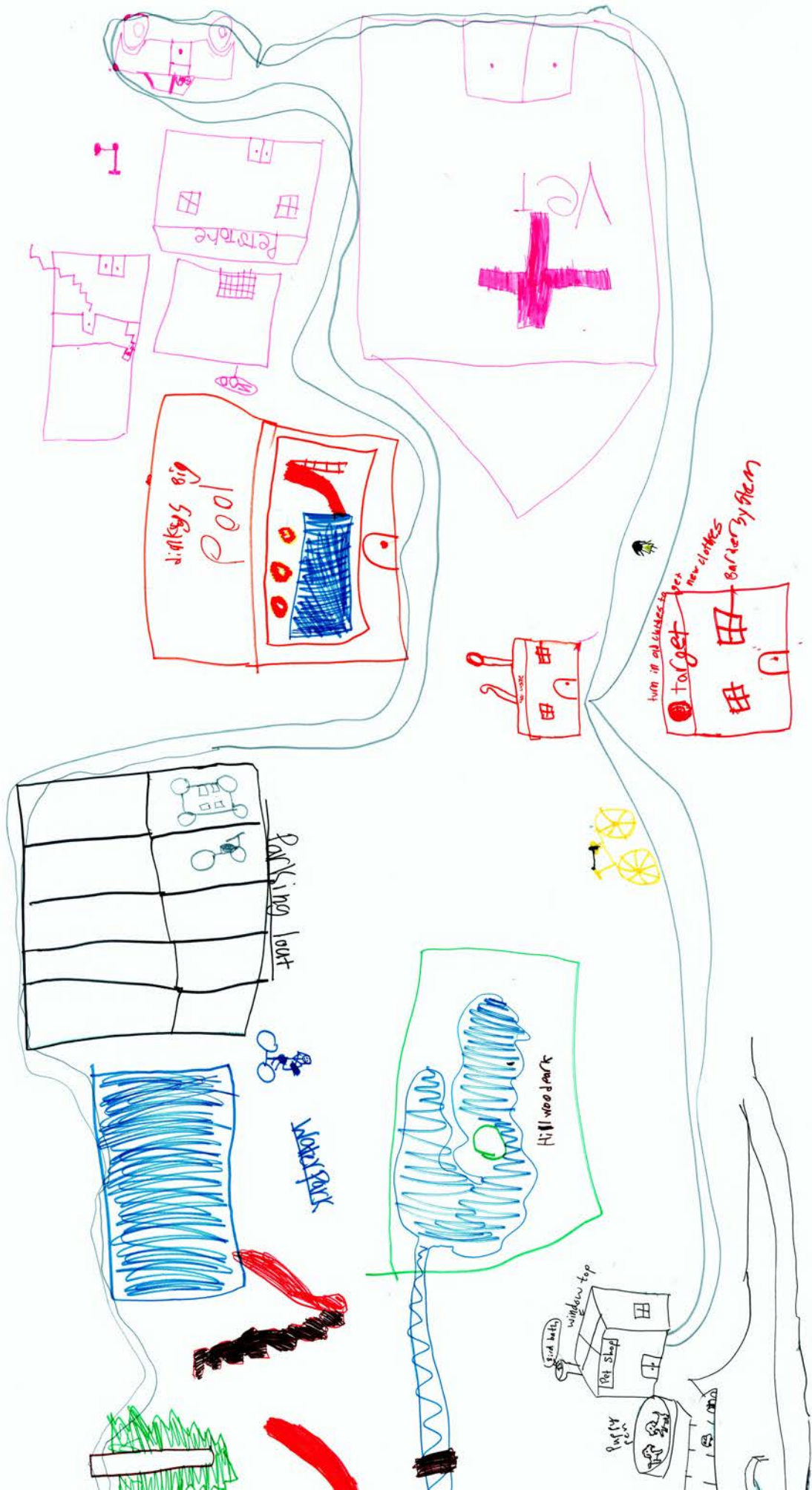
Pop Corn



Ice Cream

market







# FAVORITE PLACES

pool

fire station

Zoo

water

water features

children's museum

treatment  
plant

restaurants: food

playground: parks

hospital

vet

# Restaurants

family-style

Pizza

outside dining

California

Plants inside

thai, chinese

paintings

Iranian

restrooms

Mac n cheese

dessert: brownies, ice cream

fondue

# PARKS

fire swing

natural area

water slides

ponies

carousel

slide: playground

rock climbing

drinking  
fountains

# HOUSES

Pretty

sport courts

Swimming Pool

by kids museum

Big

by water park

lounge: sitting room

Porch: deck

yard

# Shopping

food

groceries

pet store

outdoor experience

clothes

toys

# TRANSPORTATION

Scooter

electric bike

WALK

bus

Skate

bikes

roller skates

car

trolley



Autumn Park Apartments  
Focus Group  
May 24, 2017



ED  
kromat  
store  
Homes < own rent

ning  
lights in  
sidewalks  
of sidewalks

T  
very midday  
Sundays

Car  
Bike  
Walk

SMART

\* youth  
acti  
low co

AUTUMN PARK 5/24/17

1 inch = 200 feet  
0 200 400





Wilsonville High School Group  
May 26, 2017



Wilsonville High 5/26/17

1 inch = 200 feet  
0 200 400

# - Add Dutch Bros

\*people would miss less school  
because they wouldn't have  
to drive to Tualatin

WILSONVILLE HIGH GROUP (2) - 5-26-17



Wilsonville High 5/26/17 #3

1 inch = 200 feet  
0 200 400

## Empty Space Suggestions

- Top Golf
- Air Dome
- Dutch Bros
- Community Rec center (like a kroger center)
- new fields

## Non-Negotiable

Fun In the Park! (Korean War memorial)

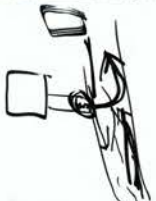
Rice Time! ✓

WILSONVILLE HIGH GROUP (3) - 5.26.17

7#



⑦ Wilsonville High  
5/26/17



1 inch = 200 feet  
0 200 400

- Kinda hard to navigate if you are new to Wilsonville
- like how ~~decorative~~ decorative it is during christmas
- ✘ - Round about at Stafford road intersection
- Add a dutch!!!!



- Burger vitle...
- Public transportation issues
- More bike paths near food road

WILSONVILLE HIGHT GROUP (4) - 5.26.17

2



Wilsonville High 5/26/17

5

1 inch = 200 feet  
0 200 400

LE



- ? = New Development
- Develop the Kaiser Permanente Land in to something like Club Sport or community gardens or a small ~~park~~ shopping center with clothes stores i.e. Tillys, Francesas,
- TOO MANY PARKING SPOTS

WILSONVILLE HIGHT GROUP (5) - 5.26.17



Group 6  
Wilsonville High 5/26/17

1 inch = 200 feet  
0 200 400

# NOTES!

- the bump by movie theater - take out
- build a dutch and dairy queen
- make parking lot bigger by chipotle
- NO MORE APARTMENTS

Jordan Folkman

Bella Plymale

Catie Stamnes

Zach Reichle

Haley Schulte

WILSONVILLE HIGH GROUP (6) - 5.26.17



Wilsonville High 5/26/17

100  
Charmel  
2017

1 inch = 200 feet  
0 200 400

NOTES:

Main Places:

Rice Time

Safeway

Red ~~Room~~

Critter Cabana

Get rid of frigs and turn paved parking  
lots into

get rid of strip mall feel and add nice  
restaurants

fountain of some sort?

Stores are outdated

WILSONVILLE HIGH GROUP (7) - 5.26.17



Wilsonville High 5/26/17



median reconstruction left impossible so have to go all the way around

get this way to avoid Wilsonville Road traffic \*

1 inch = 200 feet  
0 200 400



# WILSONVILLE HIGH GROUP (8) - 5.26.17

- \* intersections through city center aren't too crowded / dangerous
  - ↳ it just takes a long time to get through town w/ the frequent & long lights
- \* canyon creek road very helpful for faster / less crowded routes
- \* intersection by 7/11 difficult
- \* if possible, I try to avoid Wilsonville Road
  - ↳ take any alternate route I can
- \* more food options spread out
- \* Safeway NEEDS more <sup>food</sup> options
- \* maybe @ the Albertson's put in a whole foods!
- \* panera
- \* keep the fire up! - by Jamba
- \* love the oswego grill / chipotle / momniamias
- \* add diverse foods
- \* aquatic center \*

THANKS!



Wilsonville high 5/26/11



1 inch = 200 feet  
0 200 400





Starbucks backs -up road

Chipotle intersection gets backed-up

So many restaurants in one area (chipotle)

Going I-5 south always backs up

I-5 slow

ODOT screen slows down I-5 N traffic

\* Intersection @ Adoba always has

people sitting in the intersection

People who live W of I-5 stay W of I-5

People who live E of I-5 stay E of I-5

Bump by movie theater slows down drivers

Road by busy bumble bee preschool narrows

and makes traffic slow down

Ideas for  
Wilsonville

Barnes + Noble bookstore

Mini Golf

SKY High

~~Club~~ Club Sport

ROCK Climbing



Whole town Farmer's Market (towncenter)  
all year!

WILSONVILLE HIGTT GROUP (9) - 5.26.17

Wilsonville High 5/26/11 #10

1 inch = 200 feet  
0 200 400



- ~~Make~~ Make use of the Movie theater and Fry's Parking lot
- Hard to get out of the Fred Meyer Parking lot on to Wilsonville road due to people going on ferry
- Small shops, clothing not much food like Bridgeport
- Traffic/Jam not able to get to Fred Meyer

Getting from Brown Road to Tatta is Hard because of coffee (Peak always closed due to construction

WILSONVILLE HIGHT GROUP (10) - 5.26.17

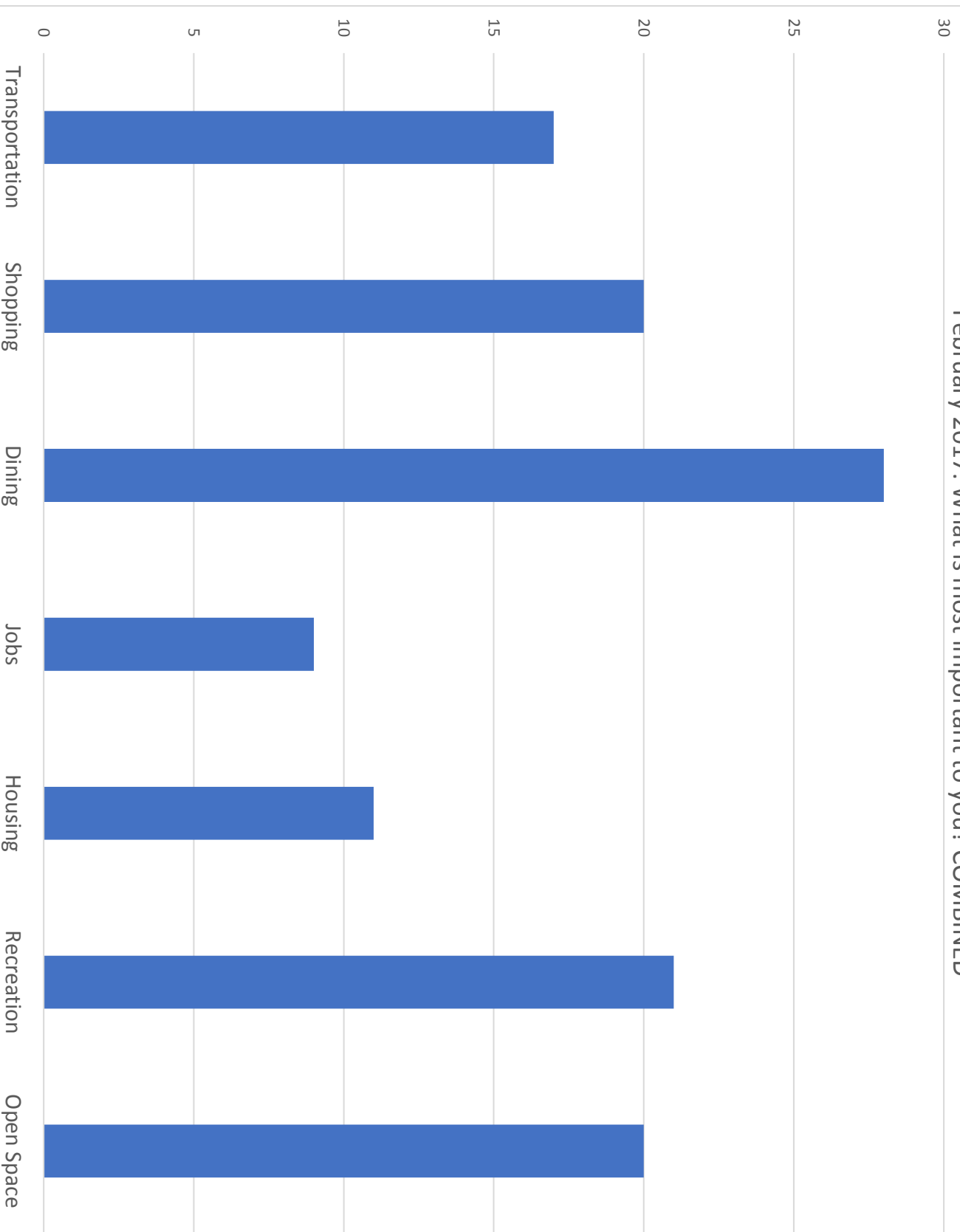


# Question of the Month

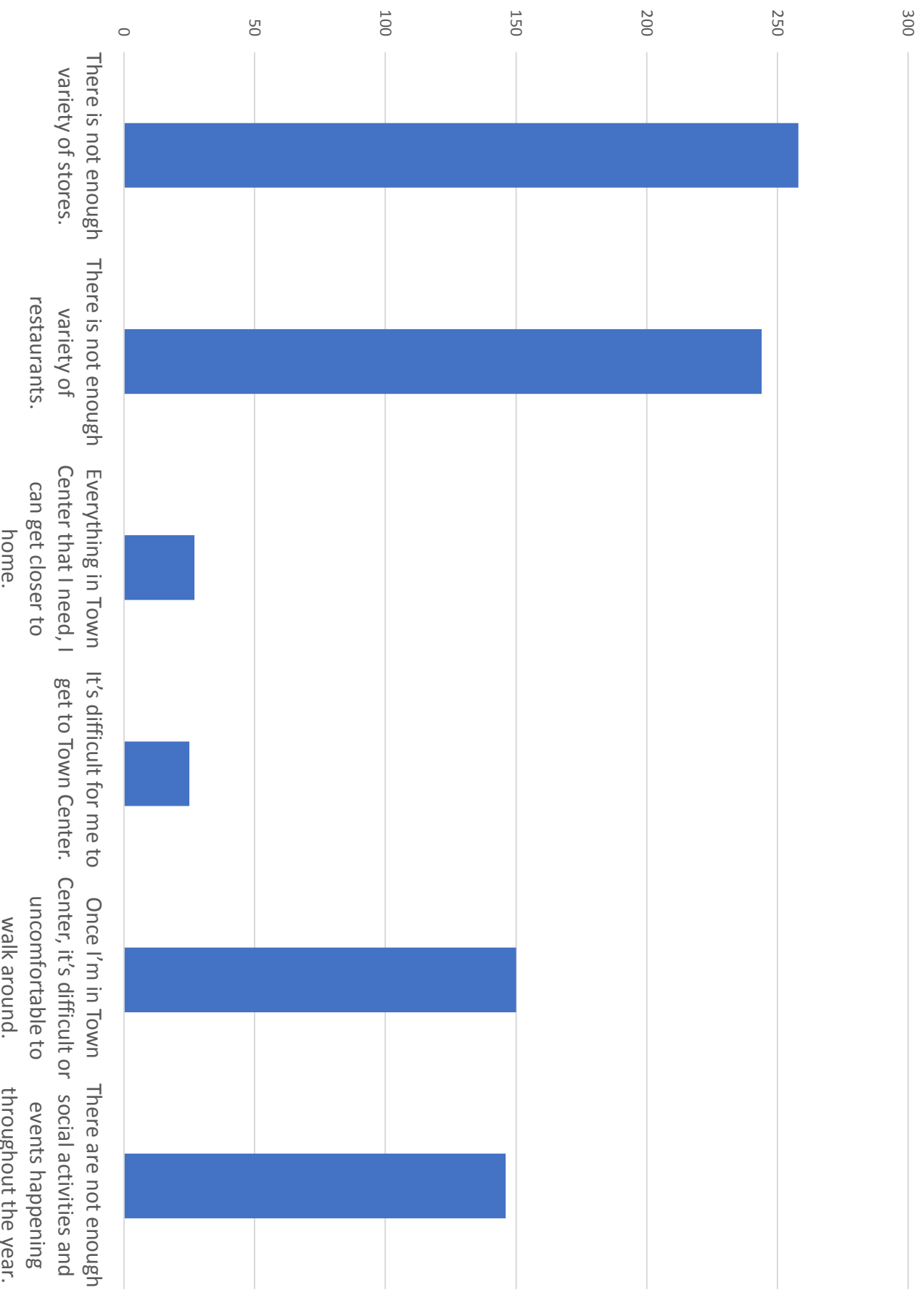
Responses collected at:

- Town Center website
- OIT Welcome Back Event
- Latino Advisory Committee
- Chamber of Commerce SPARK Meeting
- Boeckman Creek PTA
- Wilsonville High Boosters Club
- Autumn Park Apartments
- Lowry PTA
- Community Sharing
- Community Center
- Library

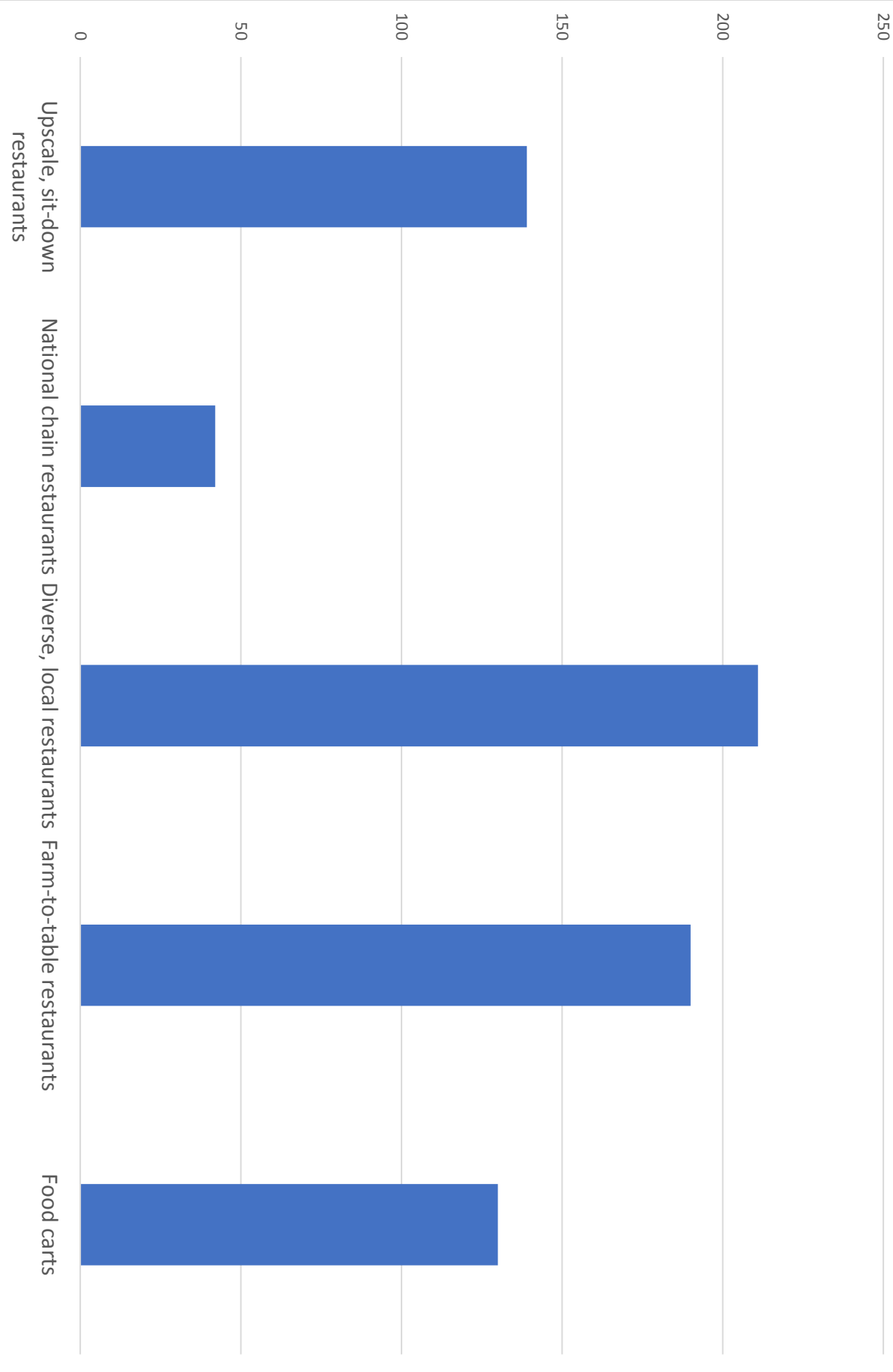
### February 2017: What is most important to you? COMBINED



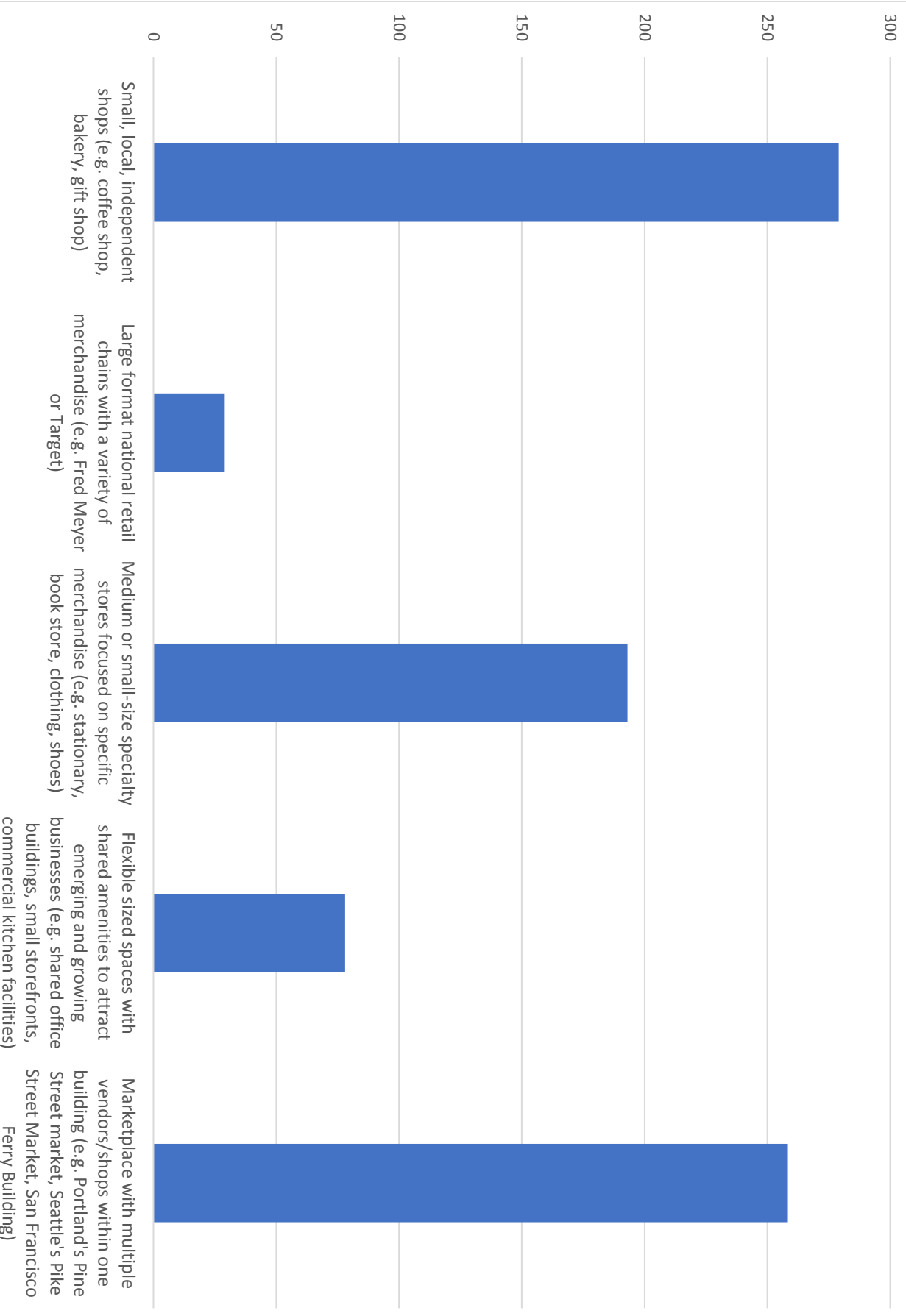
### March 2017: What, if anything, keeps you from spending more time in Town Center? COMBINED



April 2017: What type of restaurants would add the variety you desire in Town Center? COMBINED

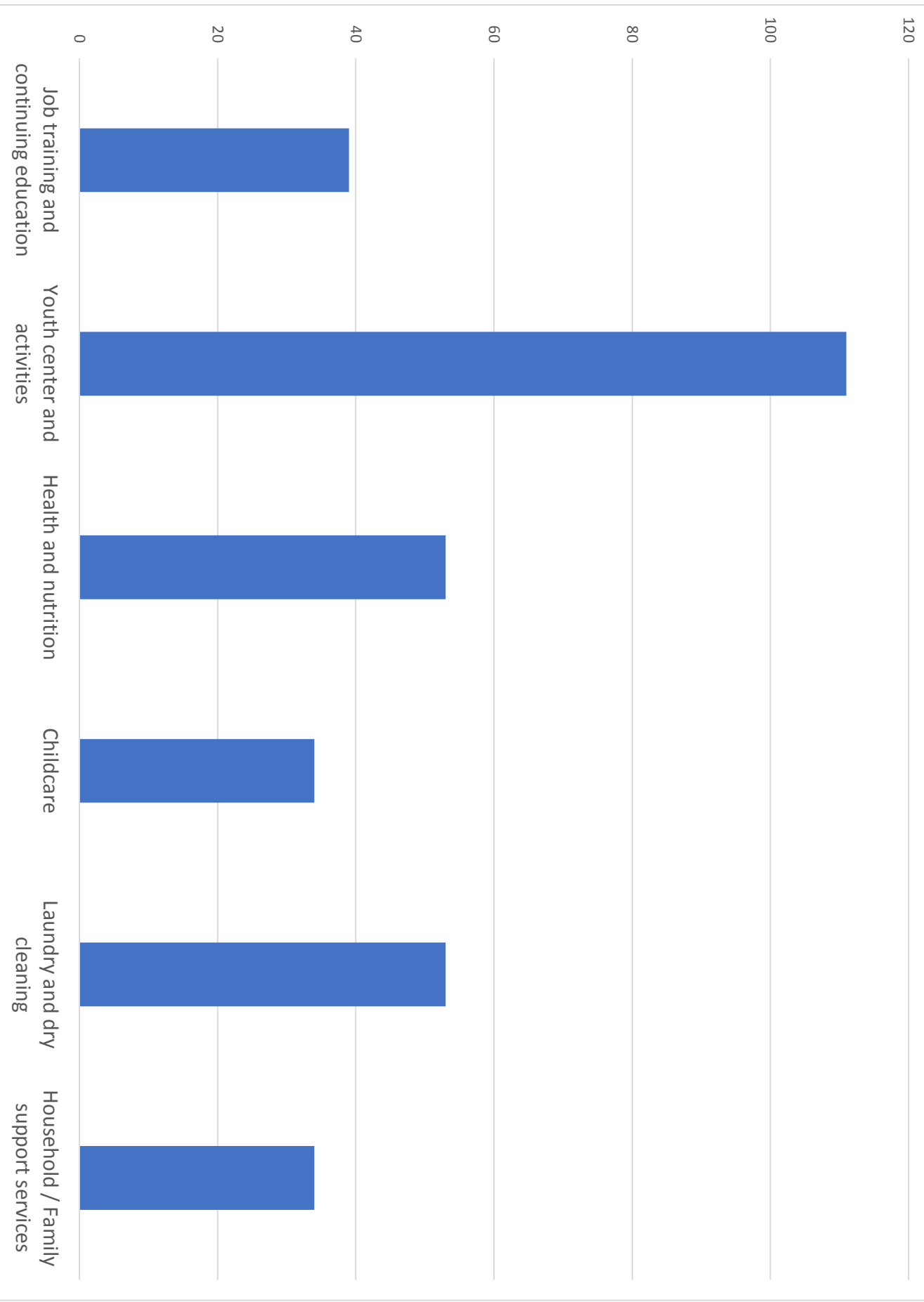


# May 2017: What type of stores do you feel would be good additions to the Wilsonville Town Center? COMBINED





### June 2017: What type of community services would you like to see more of in Town Center?





# WHAT IS MOST IMPORTANT TO YOU?

Place a dot next to your top priority for the future of Town Center.

Housing

Dining

Shopping

Transportation

Open Space

Recreation

Jobs



# WHAT, IF ANYTHING, KEEPS YOU FROM SPENDING MORE TIME IN TOWN CENTER? (SELECT ALL THAT APPLY.)

Place a dot next to your response below or  
vote online: [www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)

There is not enough variety of stores.

There is not enough variety of restaurants.

Everything in Town Center that I need, I can get  
closer to home.

It's difficult for me to get to Town Center.

When I'm in Town Center, it's difficult or  
uncomfortable to walk around.

There are not enough social activities and events  
happening throughout the year.

# WHAT, IF ANYTHING, KEEPS YOU FROM SPENDING MORE TIME IN TOWN CENTER? (SELECT ALL THAT APPLY.)



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There are not enough social activities and events happening throughout the year.

# WHAT TYPE OF RESTAURANTS WOULD ADD THE VARIETY YOU DESIRE IN TOWN CENTER? (SELECT ALL THAT APPLY)



Place a dot next to your response below or vote online: [www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)

Upscale, sit-down restaurants

National chain restaurants

Diverse, local restaurants

Farm-to-table restaurants

Food carts

# WHAT TYPE OF RESTAURANTS WOULD ADD THE VARIETY YOU DESIRE IN TOWN CENTER? (SELECT ALL THAT APPLY)



Place a dot next to your response below or vote online: [www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)

Upscale, sit-down restaurants

National chain restaurants  Ruby Tues. Chilis

Diverse, local restaurants

Farm-to-table restaurants

Food carts

Brew Pub

# WHAT TYPE OF RESTAURANTS WOULD ADD THE VARIETY YOU DESIRE IN TOWN CENTER? (SELECT ALL THAT APPLY)



Place a dot next to your response below or vote online: [www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)

Upscale, sit-down restaurants

A rectangular ballot box with an orange border containing a dense distribution of multi-colored dots (red, blue, green, yellow) scattered across the text.

National chain restaurant

A rectangular ballot box with an orange border containing a sparse distribution of multi-colored dots (red, blue, green, yellow) scattered across the text.

Diverse, local restaurants

A rectangular ballot box with an orange border containing a very dense distribution of multi-colored dots (red, blue, green, yellow) scattered across the text.

Farm-to-table restaurants

A rectangular ballot box with an orange border containing a dense distribution of multi-colored dots (red, blue, green, yellow) scattered across the text.

Food carts

A rectangular ballot box with an orange border containing a dense distribution of multi-colored dots (red, blue, green, yellow) scattered across the text.

# ¿QUÉ TIPO DE RESTAURANTES AGREGARÍA LA VARIEDAD QUE QUIERES EN EL CENTRO DE LA CIUDAD?



(SELECCIONE TODAS LAS QUE CORRESPONDAN)

Pones un punto al lado de tu respuesta abajo o votas en el web a: [www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)

Restaurants de lujo

Restaurantes de la cadena nacional



Diversos restaurantes locales



Restaurantes con una relación directa con las granjas



Carrito de comida





# WHAT TYPE OF STORES DO YOU FEEL WOULD BE GOOD ADDITIONS TO THE WILSONVILLE TOWN CENTER? (SELECT ALL THAT APPLY.)

Place a dot next to your response below or vote online: [www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)

Small, local, independent shops (e.g. coffee shop, bakery, gift shop)



Large format national retail chains with a variety of merchandise (e.g. Fred Meyer or Target)

Medium or small-size specialty stores focused on specific merchandise (e.g. stationary, book store, clothing, shoes)



Flexible sized spaces with shared amenities to attract emerging and growing businesses (e.g. shared office buildings, small storefronts, commercial kitchen facilities)



Marketplace with multiple vendors / shops within one building (e.g. Portland's Pine Street market, Seattle's Pike Street Market, San Francisco Ferry Building)



AW GEEK  
5/10/2017



# WHAT TYPE OF STORES DO YOU FEEL WOULD BE GOOD ADDITIONS TO THE WILSONVILLE TOWN CENTER? (SELECT ALL THAT APPLY.)

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*New Suvorov  
Trader Jives*

# WHAT TYPE OF STORES DO YOU FEEL WOULD BE GOOD ADDITIONS TO THE WILSONVILLE TOWN CENTER? (SELECT ALL THAT APPLY.)



Place a dot next to your response below or vote online: [www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)



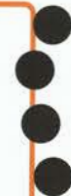
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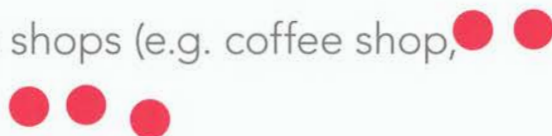
# WHAT TYPE OF STORES DO YOU FEEL WOULD BE GOOD ADDITIONS TO THE WILSONVILLE TOWN CENTER? (SELECT ALL THAT APPLY.)



Autumn Park  
5/24/17

Place a dot next to your response below or vote online: [www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)

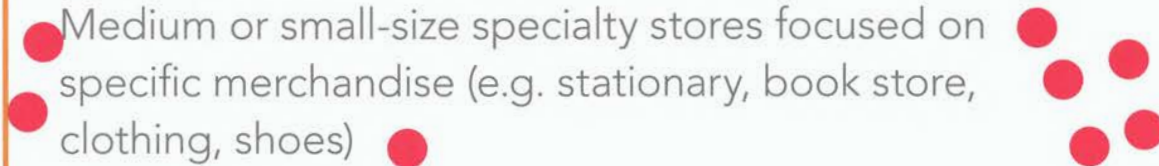
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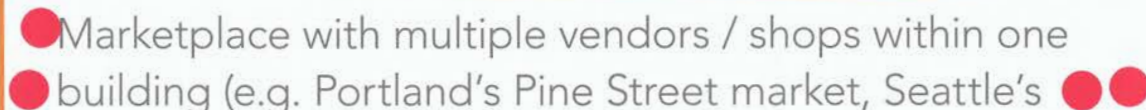


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# WHAT TYPE OF STORES DO YOU FEEL WOULD BE GOOD ADDITIONS TO THE WILSONVILLE TOWN CENTER? (SELECT ALL THAT APPLY.)



Lowry PTA  
May 25, 2017

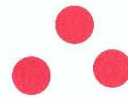
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# WHAT TYPE OF COMMUNITY SERVICES WOULD YOU LIKE TO SEE MORE OF IN TOWN CENTER? (SELECT ALL THAT APPLY.)

Place a dot next to your response below or  
vote online: [www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)

17 Job training and continuing education

55 Youth center and activities

16 Health and nutrition

28 Childcare

16 Laundry and dry cleaning

17 Household / Family support services



# Ongoing Communications



# Town Center Plan Website

www.wilsonvilletowncenter.com

A dedicated dynamic project website includes up-to-date project information, project deliverables, and opportunities for public input. Following are two pages from the multipage website.

## Town Center Plan Website Homepage

The screenshot shows the homepage of the Wilsonville Town Center Plan website. At the top left is the logo with the text "WILSONVILLE TOWN CENTER PLAN". To the right are navigation links: "About", "Get Involved", "Task Force", "News", and a search icon. The main visual is a large photograph of a park area with a fountain and people. Overlaid on the photo are two orange callout boxes: "Wilsonville Town Center" and "What's Next?". Below the photo is an orange banner with the text: "What does the future of Wilsonville Town Center look like? Tell us by taking our [Town Center Design Survey!](#)".

**A Community Vision for Town Center**

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.

A new vision for the heart of our City

**Instagram Photo Contest!**

What are your favorite things about **living/working/playing** in the town center?

Post a picture and caption that answers this question to Instagram with hashtag #myw@wilsonville for a chance to win awesome prizes!

Click here for the terms and conditions.

Outdoors? Contact Angela Handran // handran@wilsonville.us // (503) 570-1503

**QUESTION OF THE MONTH**

**What would make Town Center more fun year-round (not just in summer time)?**

- ☐ Covered and heated indoor-outdoor dining and shopping options
- ☐ Covered recreation opportunities such as covered basketball courts
- ☐ Covered sidewalks/seatings, overhangs, canopies
- ☐ Covered market space for holiday and other wintertime markets
- ☐ Indoor/outdoor performing arts space
- ☐ Creative lighting that illuminates streets, sidewalks and parks

[Vote](#)

[View Results](#)

**COMMUNITY EVENTS**

**Community Block Party!**

Please join us at the First Annual City of Wilsonville Block Party. The event is free and open to the public. We will have food and fun activities for all ages. The Wilsonville Town Center Plan Team will be at the party asking for your ideas for the future of Town Center.

When: August 16, 2017, 5:00 pm - 8:00 pm

Where: Town Center Park

Bring your lawn chairs or beach blankets and join us for some free family fun!

[View All Events](#)

HERRICK INTERMEDIATE/LEACH/PLANNING/NAVIGATOR

City of Wilsonville | Community Development Department  
Phone: 503-570-1501  
Email: [buttsche@wilsonville.us](mailto:buttsche@wilsonville.us)

STAY UP-TO-DATE

Your Name:

Your Email:

I'm not a robot

[SEND](#) [Subscribe](#)

# Town Center Plan Website Get Involved Page



## Get Involved



What does the future of Wilsonville Town Center look like?  
Share your input below!



### What are your favorite things about living/working/playing in the town center?

Post a picture and caption that answers this question to Instagram with hashtag #mywilsonville for a chance to win awesome prizes!

Terms and conditions at <http://bit.ly/towncenterphotocontest>

Questions? Contact Angela Handran // [handran@ci.wilsonville.or.us](mailto:handran@ci.wilsonville.or.us) // 503-570-5023

Please share a Town Center location that is special and/or valuable to you. Double click the location on the map. You can add a comment and share photos.

To view photos and comments posted by other visitors, click on a marker.



- Town Center Park
- the old Starbucks
- Starbucks
- Aven Colorado
- Empty space between City Hall and CCC

**EVENTS** Check the events calendar for upcoming opportunities to contribute your ideas and vision for the future of Town Center. Sign up for project updates by submitting your email at the bottom of this page.

### Contact Us

Your Name (required)

Your Email (required)

Subject

Your Message

I'm not a robot

**SEND**

MINIKA BATESCHELL, LONG-RAVE PLANNING MANAGER  
City of Wilsonville | Community Development Department  
Phone: 503-570-1601  
Email: [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us)



### SIGN UP FOR UPDATES

Your Name:

Your Email:

I'm not a robot

**SEND**

[Translate](#)

## Wilsonville Town Center Citizen Comments Submitted Online

Date	Comment
<b>Website Comment Form</b>	
2017/03/02	<p>The current Town Center, as seen above, is more automobile focused, just look at all the vehicle parking spaces and streets. I think a walking promenade that would bisect the whole Town Center area and be lined with a nice blend of retail shops, would make the Town Center a more conducive place to visit. This promenade could start at the Northwest corner and meander down to the Southeast corner.</p>
03/23/17	<p>Before we moved here, I worked in city government in a position that was solely to find ways to bring more people to an historic downtown. There is much to work with and while things I did may not work here, they may spark some ideas.</p> <p>started a farmers market that quickly became the place to be Saturday mornings for residents adopt an alley--beautification, art installations etc. to make unsafe eyesores popular walkways parking deck mural project where we worked with elementary schools to have kids make tiles to install in the decks and then the kids brought their families downtown to find the tiles wayfinding signs off the riverwalk, historic markers, welcome signs, a display marking an underground railroad site started a permit process for entertainers and art/craft vendors to set up in specific locations at specific times partnered with a downtown development group to start Thursday night happy hour concerts events--chalk art contest, Nautical Festival, Rims on the River, 4th of July celebration, Christmas parade, holiday storefront decoration contest, caroling by carriage We worked to attract stores that people wanted to come to--ice cream, coffee, bakeries, specialty stores like my favorite Italian place that sold all Italy imports, interesting local clothing and shoe stores, card shops---places you wanted to go more than once.</p> <p>Wilsonville is a great little town but it has no personality. The Town Center needs to become what makes Wilsonville Wilsonville.</p>

04/17/17	<p>We absolutely love living in Wilsonville! We have resided here almost a decade and wouldn't live anywhere else. My family and I have had a couple of ideas percolating for awhile that we hope will be food for thought as your Committee considers future city planning.</p> <p>Were a walking bridge to be built over Wilsonville Road from The Village at Main to the other side of the street, it would be easier and safer for all pedestrians and would encourage walkers, dog walkers, possibly bicyclists and would add to the charm of the neighborhood. Additionally, a walk-up ice-cream stand would be delightful and would further enhance the idea of community and neighborhood.</p> <p>We live at the Village at Main and love having a supermarket and full-service Rite Aid Pharmacy directly across the street. It occurs to me that the supermarket or drugstore being open 24 hours and Rite Aid having a drive-thru pharmacy would make Wilsonville absolutely utopian.</p> <p>That being said, my family, neighbors and I thoroughly appreciate the addition of Fred Meyer and the corresponding gas station. At this juncture, Wilsonville completely meets our daily shopping needs.</p> <p>Wilsonville might benefit from having a bookstore, whether it be independent or a franchise. Some neighbors have proposed adding a buffet. With respect to certain ideas that have been suggested, we proffer the following feedback. Food carts are certainly plentiful in Portland, but would not be ideal for Wilsonville. In my opinion and the opinion of those with whom I have spoken, food trucks would be a draw and a gathering spot for a group of people that would add chaos to the collective calm and charm of Wilsonville. The negatives would not outweigh the benefits.</p> <p>Along that same tangent of thought, we are opposed to marijuana being sold in Wilsonville. There are many apothecaries in neighboring communities for those who use this drug recreationally or those who require it for medical reasons.</p> <p>In closing, I would submit a final thought. The collective wisdom of a group tends to better capture an ideal solution or answer to an issue.</p> <p>George Pór defines collective intelligence as "the capacity of human communities to evolve towards higher order complexity and harmony, through such innovation mechanisms as differentiation and integration, competition and collaboration." He feels that we will become either a wisdom society or an extinct society.</p> <p>Perhaps, your Committee could send out a questionnaire to all Wilsonville residents from which you will obtain a broader and most useful perspective.</p>
04/18/17	<p>Why not we Wilsonville can have In-N-Out Burger? Contact headquarter in California.</p> <p>Medford has it now. The location maybe between Fry's and Les Schwab.</p>
05/03/17	<p>hello! I'm not sure where to put this into the survey, but I REALLY think Wilsonville needs: yoga studio (s) - the fitness options in town are limited. Perhaps a couple of studios that offer different types of yoga/barre/etc. with some healthy competition to keep prices reasonable. Yoga studios add a calm vibe.</p> <p>book store - I know small, independent book stores would probably not thrive. Perhaps a Powell's where we can trade in used books for the option of purchasing new.</p> <p>card shop - We used to have Hallmark years ago, and it is missed. We don't need a national chain, but I'm not sure an independent shop would get enough business to survive. Maybe one incorporated with the book store.</p> <p>healthy food store - Trader Joes or Whole Foods PLEASE!! I know you can't choose the business that goes in, but perhaps there is some way to attract the types of goods and services we need in town.</p>

05/04/17	<p>I think the master plan should be reimagined to encourage priority circulation for people not cars and trucks. Parking should be on the perimeter and a central core should serve as the nucleus where people, urban plaza/park, retail, restaurants, and apartments are at the heart of activity. Murase Park already serves our active park needs. So the activities at the Town Center should have a different experience.</p>
05/13/17	<p>As much as the Family Fun Center is a part of the city, it needs to go. Then build a bridge across I-5 connecting Barber St and Town Center Loop. Give the owners of Family Fun Center an incentive to help rebuild (and update / rebrand) their company with a choice location within the New Town Center. This would also allow space for extending the merge lane from Wilsonville Rd onto I-5 N which would greatly relieve the congestion at that choke point.</p> <p>Indoor/outdoor market with Reasonable (!!!) rents to encourage very small businesses and shops and more local restaurants. There is a severe lack of shortage of affordable office space in Wilsonville. The Crown Building is packed full of the type of entrepreneurs I mean. Sadly the Crown building is dated (even with its great recent renovation) and located in a difficult-to-access part of town. It would remain a nice out-of-the way office space for businesses that don't require frequent visiting (a la tax preparers and insurance agents) but allow some of the more popular service-based businesses (a la hair salons and boutiques) more foot and public transit traffic.</p> <p>Also a few large conference rooms and event spaces for rent - like an apartment clubhouse but for the entire city.</p> <p>Right now the majority of the stores are on the periphery and the parking is all in the middle. Perhaps it should be the other way around - all the stores in the middle with walkable green spaces in between - and all the parking around the edges? (with the exception of the Safeway / Rite Aid area probably, which needs parking there but also needs an improvement in how to get in and out of the parking lot onto Wilsonville Rd and Town Center Loop W).</p> <p>A plaza to hold a Saturday market?? Maybe food carts? Give Wilsonville a taste of urban downtown for those of us to can't make it to Portland as often as we'd like due to the horrible increase in traffic.</p>
04/22/17	<p>WE love to sit outside and have coffee. What going to happen to the old starbuck's location ? Alot of people \$5.00 for a cup of coffee is out of question for us.</p>

05/24/17	<p>I would like to see a greater diversity of shops &amp; services available in Wilsonville, like a quality gunsmith. Not just another big box sporting goods outfit, but a small, hands on, neighborhood gun shop that offers a variety of services.</p> <p>Also, (and you may think this incongruous with my first notion, but trust me, it isn't) dedicated studio spaces for artists that can be opened to the public, perhaps as part of a monthly art crawl, or whatnot.</p> <p>A few small dining venues would be great. We drive into Portland to go out for dinner, because there are mostly only chains/mediocre dining choices in Wilsonville.</p> <p>Wilsonville has no soul. No Main Street. It's basically a "town" that sprung out of suburbs. It needs culture &amp; continuity to be more of a community....</p>
05/25/17	Any way we can get New Seasons to move in? I'd bike there every day!
07/05/17	Year round farmers markets, more seating throughout town center
08/13/17	<p>Love a cafe that is in Portland, Maine. It is called Silly's Cafe.</p> <p>Would be nice to have a cafe like this here in Wilsonville.</p>
<b>Website Map Comment</b>	
NA	Town Center Park: I love the Cherry Blossoms in Spring!!
NA	I miss the Starbucks location next to Safeway. It was a true gathering place for the community
<b>Email to City Staff</b>	
06/09/17	<p>I would love to see another workout station in Wilsonville. Currently there is one between Jory Trail apartments and Terrene apartments, consisting of several bars and platforms for calisthenics- but it's right behind someone's house and it would be impolite to use it later in the evening or early in the morning. If another such "bar station" were installed in the Murase park or near the Korean War memorial, it could be used any time without fear of disturbing nearby residents. There is ample space, and with a little ingenuity, such a station could be built from scratch at a fraction of the cost associated with pre-made stations, using concrete, 4x4 weather-treated lumber, and steel pipe.</p> <p>If you would like to explore such an option, I would be happy to help with the research and design- and may even be able to recruit some fellow OIT veterans to help with construction. Please contact me if this sounds feasible. Thank you for your consideration!</p>
07/01/17	<p>Why must Wilsonville continue to build stuff in the areas that are already great the way they are?</p> <p>Instead of using the money for city developments why not donate the money to the schools?</p> <p>As a parent of 3 kids every year it gets more expensive to just buy school supplies, which the majority of them are used by all of the kids in the class. after the school supplies are bought there's not enough money to buy clothes for 3 growing children. I believe Wilsonville Town Center Park area is perfect the way it is.</p>



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# Press Releases and Media Coverage

# Master planning for Town Center kicks off

Planning event took over city hall for evening of envisioning activities and fun

By **CLAIRE GREEN**  
The Spokesman

The lobby of Wilsonville City Hall was transformed into a reception area Feb. 28 for the Town Center Master Plan kickoff.

A multilingual and multi-generational crowd quickly formed at the registration tables and information stations with aerial shots of the existing Town Center area with staffers and translators positioned beside them.

Promptly at 6 p.m., organizers called attendees into the council chambers for a project presentation. Long-range Planning Manager Miranda Bateschell and planning consultant Chris Beynon of MIG began with a history of the planning and envisioning of Town Center over the years. The most recent iteration dated back to 1973 and painted a more rural community than the one

that has sprouted up around city.

"The Town Center is a really important part of the community," Bateschell said. "Tonight is really where we start setting the vision (for the Town Center)."

Beynon took over the 30-minute presentation with a series of examples of how communities around the country are utilizing their town center spaces. His slides focused on fun, functional and artful usages that incorporated green spaces that play-up local and regional draws, such as parks and retail. But Beynon made it clear that his examples should inspire conversation rather than act as cookie-cutter molds that Town Center should be stuffed into.

"(Wilsonville's) mix of uses is pretty unique," Beynon said of the city's clustering

See PLAN / Page A6



A6 wilsonvillespokesman.com 503-635-8811

## Plan

■ From Page A1

of activities around Town Center. "You all have a central mass here."

Unlike other cities that grew off of a main street and are limited to a narrow area, Wilsonville is primed to create its own hub of activity that is more than a commercial center, Beynon said.

"But what do you think?" Beynon asked. "That's what we're here for tonight."

Attendees were asked at the end of the presentation to go upstairs to participate in a group brainstorming activity to identify top priorities and goals for the future of the 100-acre Town Center area.

Groups were broken down based on the numbers written on their nametags with children in attendance invited to

participate in a brainstorming session to identify their desires for the area.

Gathered five to 10 to a table, participants were asked to describe what the Town Center is currently to them and to identify areas for improvement and envisioned opportunities.

"Today, I see it as a parking lot surrounded by stores," resident and task force member Hilly Alexander said.

Table 7 participant and owner of several business spaces in the Town Center complex, Doug Seely, seconded Alexander's comment.

"The internal circulation is driveway to driveway," Seely said. "It's just a series of parking lots."

The rest of the table agreed and added that on top of the circulation issues, poor or nonexistent signage indicating streets from parking lot driveways creates a sense of confusion while trying to navigate the area.

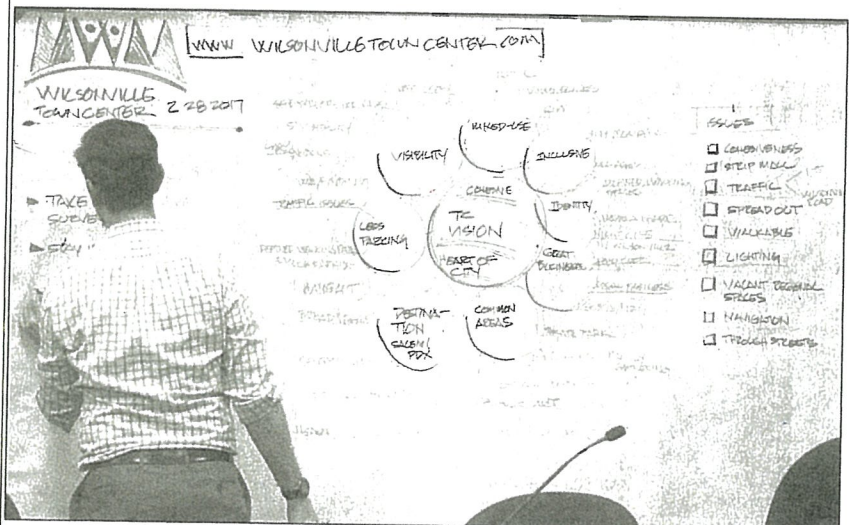
One particular feature of

confusion is on Parkway, simply referred to as "the bump" next to Regal Wilsonville Stadium 9 where Parkway Court becomes Parkway Place. This particular section of road, appearing to be a cul-de-sac or driveway entrance, often baffles visitors and new residents who are looking for Town Center Park.

Multiple groups identified the troubling feature along with desires for increased walkability, more mixed use spaces — including higher density buildings with retail on the bottom and residential upper levels — and a redistribution of activities from around the Fred Meyer complex to the Town Center area to reduce traffic and bypass the Interstate 5 interchange congestion.

The children's group also presented a list of youth desires, including a skatepark, pool, jetpacks and other outdoor recreation.

Planning staff will take the suggestions from the event as



MIG consultant Alex Dupey created a goals and desires matrix based off of brainstorming groups' presentations.

SPOKESMAN PHOTO: CLAIRE GREEN

well as from online surveys to compile a list of mutual goals. These goals are anticipated to

be established in May.

Contact Wilsonville Spokesman re-

porter Claire Green at 503-636-1281 ext. 113 or cgreen@pamplinmedia.com.



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# Master planning for Town Center kicks off

👤 Claire Green 📅 Wednesday, March 08, 2017

0 Comments

## Planning event took over city hall for evening of envisioning activities and fun



SPOKESMAN PHOTO: CLAIRE GREEN - (Left to right) Doug Seely, Hilly Alexander, Josh Benton and MIG consultant Alex Dupey marked up an aerial map with development issues, key existing features and future hopes for the area.

(<http://pamplinmedia.com/images/artimg/00003571733390.jpg>)

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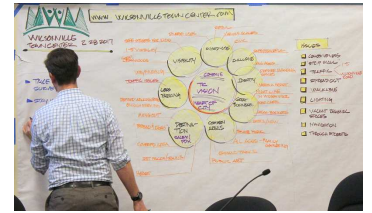
The children's group also presented a list of youth desires, including a skatepark, pool, jetpacks and other outdoor recreation.

Planning staff will take the suggestions from the event as well as from online surveys to compile a list of mutual goals. These goals are anticipated to be established in May.

Contact Wilsonville Spokesman reporter Claire Green at 503-636-

1281 ext. 113 or [cgreen@](mailto:cgreen@pamplinmedia.com)

[pamplinmedia.com](http://pamplinmedia.com).



SPOKESMAN PHOTO: CLAIRE GREEN - MIG consultant Alex Dupey created a goals and desires matrix based off of brainstorming groups presentations.

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MORE STORIES

## City's open house gathers more ideas about Town Center

Andrew Kilstrom Wednesday, July 05, 2017

0 Comments

**Wilsonville holds open house meeting to gather community feedback on Town Center Master Plan, including specific design features**



SPOKESMAN PHOTO: ANDREW KILSTROM - Odessa Akervall gives her input on bike lanes at the Wilsonville Town Center open house Monday, June 26 at Clackamas Community College.

(<http://cni.pmgnews.com/images/artimg/00003581941451.jpg>)The new Town Center Master Plan took another step forward following a public open house Monday, June 26 at Clackamas Community College. A mix of city staff, Town Center Task Force members and a small handful of community members — totaling roughly 35 people — came together to give input on desirable amenities as well as design preferences.

Working with MIG, Inc., DKS Consulting Group and Leland Consulting Group, Wilsonville is in the process of updating its Town Center Master Plan for the first time since 1978. The city settled on a vision statement in May — which calls for Town Center serving as the hub and "heart of Wilsonville" — but is still in the design stages of the plan. Wilsonville Long-range Planning Manager Miranda Bateschell and MIG Lead Consultant Chris Beynon led Monday's meeting in the hopes of furthering information gathered from an earlier survey in May.

The pair led the group through two separate activities to collect data as well as show the community potential options. Bateschell said information from Monday's meeting will help in the creation of a second city-wide survey that will be released to the public in late July and remain open through Aug. 20.

"We have a great vision statement right now and the next step is seeing what that looks like on the ground," Bateschell said.

(<http://cni.pmgnews.com/images/artimg/00003581941477.jpg>)

"This whole exercise is about what kind of community we want to live in for the future — what kind of community do we want for our kids, grandkids, and people yet to come?" Mayor Tim Knapp said before the open house. "What are the amenities, the social implications, what's the commerce, and how is it all going to work together?"

Beynon said it was clear from prior community input that residents want Town Center to be the focal point of Wilsonville, but that it should also be unique and stand out from neighboring cities.



SPOKESMAN PHOTO: ANDREW KILSTROM - An MIG consultant takes visual notes during Monday's open house June 26.

"We heard from our kick-off event that it's hard to walk around Town Center; a lot of the existing businesses don't have great visibility and are kind of tucked back in strip center type hours, and I-5 is a barrier to cross that kind of splits the community," Beynon said. "We heard that there wasn't enough variety of restaurants and variety of stores in Town Center, and the idea that we don't necessarily want cookie-cutter. We want a place that feels unique to Wilsonville and who we are. We heard that — in terms of stores and restaurants — small, independent and local places are preferred to large chains."

Beynon displayed photos of different types of bike lanes and storefront designs to gauge their opinions. Audience members used clickers to vote on their preferences. Popular opinions included the topic of bike lanes, with 48 percent of people saying they wanted more bike lanes and 32 percent voting that it was worth considering. Participants preferred a sidewalk that included a separate walking and biking path, however, with 68 percent voting "I really like it."

In terms of parks and plazas, the audience was particularly interested in nature integration and green spaces — 74 percent said they really liked the idea and 20 percent said it was worth considering — and also wanted multigenerational activities like outdoor table tennis and chess (73 percent voted "I really like it").

(<http://cni.pmgnews.com/images/artimg/00003581941498.jpg>)

While the group was mostly like-minded on slides shown by Beynon, there was some minor disagreement about the idea of food carts in Wilsonville.

Altogether, 34 percent voted "I really like it," compared to 37 percent for "worth considering" and 26 percent who said "I don't like it." Some felt that food carts were good for local business-minded people while others thought food carts as a whole are a trend that will soon go out of style.





SPOKESMAN PHOTO: ANDREW KILSTROM - Wilsonville city staff and Town Center Task Force members discuss their ideas for the project's future during Monday's open house June 26.

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While the information was helpful, Beynon said his group won't take feedback as a representation of the entire community. The open house meeting was meant to show community members potential options and ways in which Wilsonville can utilize the 100-acre Town Center area.

"The more information we gather the better we're able to define what makes Wilsonville Wilsonville," Beynon said.

Following the interactive polling, open house participants broke into small groups to create their ideal town center using a map that was to scale. The activity helped citizens get a sense of how the various design aspects they enjoy work in terms of space, as well as providing additional information for MIG and city staff. (<http://cni.pmgnews.com/images/artimg/00003581941524.jpg>)

"That activity allows us to see where people would put buildings and how tall they'd want them, and then there are mobility factors too, like what people want bike lanes to look like on the roads," Bateschell said. "It's a chance for them to see what this all could actually look like on a map of Town Center."



SPOKESMAN PHOTO: ANDREW KILSTROM - Citizens had the opportunity to pick out specific examples that appealed to them during Monday's open house June 26 at Clackamas Community College.



Following the meeting, Bateschell and her staff will now focus on preparing their next survey, which is expected to go live on the city's website July 28. Contact Wilsonville Spokesman reporter Andrew *Kilstrom* at 503-636-1281 ext. 112 or [akilstrom@pamplinmedia.com](mailto:akilstrom@pamplinmedia.com) (<mailto:akilstrom@pamplinmedia.com>).

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But with any first-year community-wide event, there were some hiccups and lessons learned. Handran says vendors ran out of food within the first hour of the three-hour event, and there was some confusion around the process of acquiring tickets for food.

"The only negative was that we did run out of food pretty quickly but it was because we didn't expect so many people. We had no idea what attendance would like, but now we know for next year," she said.

Handran said the plan is to throw a similar community-wide block party again next year. This year's theme was centered on Town Center Park and the master planning process, but she said next year's event might pay tribute to Wilsonville's 50th birthday.

"Unless somebody tells me differently we plan on this being an annual event," Handran said. "We haven't confirmed next year's theme but I wouldn't be surprised if it was related to Wilsonville's 50th birthday. We're just so grateful for everyone that came out and participated."

Contact Wilsonville Spokesman reporter Andrew Kilstrom at 503-636-1281 ext. 112 or [akilstrom@pamplinmedia.com](mailto:akilstrom@pamplinmedia.com) (<mailto:akilstrom@pamplinmedia.com>).

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# **City of Wilsonville**

## **MEDIA RELEASE**

### ***For Immediate Release***

CONTACT: Miranda Bateschell, Long Range Planning Manager  
503-570-1581, [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us)

#### Metro Council Awards \$320,000 Grant for Wilsonville's Town Center Master Redevelopment Plan

In late September, the Metro Council approved a \$320,000 grant request to fund the majority of costs for the City of Wilsonville's Town Center master plan proposal. The City is matching the Metro grant with \$100,000 to cover the long-range plan's total anticipated cost of \$420,000.

This newly-funded project seeks to create a long-range plan and near-term actions for how the city's Town Center area can better serve the interests and needs of residents, workers and visitors. The plan seeks to develop strategies for how the Town Center area can evolve into a more walkable, attractive and commercially vibrant, mixed-use district capable of supporting a range of small businesses. The approximate 100-acre planning area encompasses the properties north of Wilsonville Road, within and adjacent to Town Center Loop, including Town Center shopping center, Fry's Electronics and the Regal Cinemas theatre.

Mayor Tim Knapp said, "Approval of this grant advances both the City's goal to produce a redevelopment plan for the area and Metro's goal of targeting investments in downtowns and main streets to spur economic development, and accommodate growth."

Metro Councilor Dirksen states, "Wilsonville is one of our region's most dynamic cities. A vibrant, walkable Town Center is going to help its successes continue to grow and be a model for the region as a whole. I'm glad Metro can invest in making Wilsonville's vision a reality and I look forward to seeing where we go next together."

Currently the Town Center area is comprised of low-density, low-rise, auto-centric commercial retail and office uses. While located near the heart of Wilsonville, the area could benefit from having a stronger sense of place and better pedestrian circulation and by more fully realizing the area's potential to serve as the community's central hub and gathering space.

Work on the long-range plan is to begin in early 2016 and to be completed in 2017 for consideration and potential adoption by City Council. Creation of the plan is likely to be overseen by a local task force made up of community members, business owners and other local leaders. Other community-involvement opportunities include public workshops, focus groups, visual preference surveys and online feedback tools.

Completion of a Town Center master plan is a 2015-17 City Council goal and is identified in the City's Urban Renewal Strategy and Tourism Development Strategy adopted by the City Council in 2014.

For more information, contact Miranda Bateschell, Long-Range Planning Manager, at 503-570-1581; [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us).

City of Wilsonville  
MEDIA RELEASE

***For Immediate Release***

December 1, 2016

CONTACT: Miranda Bateschell, Long Range Planning Manager  
503-570-1581, [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us)

## **City Seeks Task Force Members for the Wilsonville Town Center Plan**

WILSONVILLE, OR — The City of Wilsonville invites interested members of the public to apply to serve on a task force for the Wilsonville Town Center Plan. The project focuses on creating a community-driven vision for the Town Center that guides future development efforts.

Task force members are expected to meet approximately six times over the next two years to discuss technical analyses, review public input and shape project recommendations. The composition of the task force includes approximately 15 members representing a diverse range of perspectives that may include residents and employees, business and property owners in Town Center, community-based service organizations, youth, and senior groups, among others.

Applications to serve on the task force are available at [www.ci.wilsonville.or.us/TownCenter](http://www.ci.wilsonville.or.us/TownCenter) and are **due by Friday, Dec. 23, 5:00 pm**, to Sandra King, City Recorder, at 503-570-1506; [king@ci.wilsonville.or.us](mailto:king@ci.wilsonville.or.us).

The goal of the Wilsonville Town Center Plan is to create a long-range vision for how the area can better serve the interests and needs of residents, visitors, businesses, property owners, and local employees. The plan seeks to develop strategies for how the Town Center area can evolve into a more attractive, commercially vibrant, pedestrian-friendly, mixed-use district that is easily accessible to all. The approximate 100-acre project area encompasses the properties north of Wilsonville Road, within and adjacent to Town Center Loop. As needed, the project also includes “influence areas” adjacent to Town Center, such as Village at Main and City facilities, that could benefit from activity in the area.

The planning process kicks-off in early 2017 and is anticipated to be completed by late 2018 when the Wilsonville City Council is expected to consider adoption of the plan. The project includes various opportunities for community input and engagement including community workshops, online and in-person surveys, pop-up events around town and idea centers located in key community spaces such as the Wilsonville Public Library.

Funding for the Wilsonville Town Center Plan is provided by a \$320,000 grant from Metro's Community Planning and Development Grant program along with a \$100,000 matching contribution from the City.

For more information, or to sign up for updates and event information, please visit the project website at [www.ci.wilsonville.or.us/TownCenter](http://www.ci.wilsonville.or.us/TownCenter), or contact Miranda Bateschell, Long Range Planning Manager, at 503-570-1581, [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us).

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# City of Wilsonville MEDIA RELEASE

## ***For Immediate Release***

February 3, 2017

CONTACT: Miranda Bateschell, Long-Range Planning Manager,  
503 570-1581, [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us)

## **Task Force Named to Guide Wilsonville Town Center Plan**

WILSONVILLE, OR — The City of Wilsonville has named members of the public to serve on an advisory task force for the Wilsonville Town Center Plan. The 26-member task force is composed of a wide variety of local residents, business owners and stakeholders who are responsible for reviewing key information and ultimately providing recommendations to the Planning Commission and the City Council at key milestones of the Wilsonville Town Center Plan project.

Project Manager Miranda Bateschell, the City's Long-Range Planning Manager, said, "I am very excited about the membership of the Wilsonville Town Center Plan Task Force. We have a good mix of residents, community-based organizations, and property and business owners, which represent a vast range of perspectives, experiences and even ages. We look forward to hearing all of their ideas and working with them to broaden our community outreach efforts."

Task Force meetings are open to the public and to be held at Wilsonville City Hall. The date of the first task force meeting is yet to be determined, and likely scheduled for March shortly after the community kick-off event.

The City is hosting a public kick-off event for the Wilsonville Town Center Plan on Tuesday, Feb. 28, 5:30–8:00 p.m., at City Hall, 29799 SW Town Center Loop East, in Wilsonville. An informational presentation and activities begin at 6 p.m. and light refreshments are being provided.



The Wilsonville Town Center Plan Task Force, which plans to meet six times during the 18-month long planning process, includes:

- Chair Kristin Akervall, Wilsonville City Councilor as an ex-officio/non-voting member
- Vice Chair (alternate) Susie Stevens, Wilsonville City Councilor as an ex-officio/non-voting member
- Marie Alaniz, non-profit housing and resident services representative of Northwest Housing Alternatives
- Hilly Alexander, local library advocate and Wilsonville resident
- Ben Altman, former Planning Commission chair and past Chamber of Commerce president, professional planner and local resident
- Kyle Bunch, Town Center business owner of American Family Insurance and Wilsonville resident
- Terrence Clark, Town Center business owner of Wilsonville Dental Group
- Paul Diller, law professor and Wilsonville resident
- Jon Dunn, representative of the property-owner of the Shari's Café and Pies location
- Bruce Eicher, Town Center business owner of Wilsonville Diamond and Wilsonville resident
- Kevin Ferrasci O'Malley, CEO of the Wilsonville Area Chamber of Commerce
- Darren Harmon, Town Center business general manager of Wilsonville Family Fun Center and a member of the City's Tourism Promotion Committee
- Ron Heberlein, representative of Arbor Crossing Home Owners Association and Wilsonville resident
- Eric Hoem, a retired community college professor who lives in Wilsonville
- Rosiland Hursh, Town Center business owner of Eye to Eye Clinic
- Sara Jantze, local business representative of Owen Roe Winery and Wilsonville resident
- Hank Jarboe, Town Center business owner of Boston's Pub
- Kate Johnson, a local business owner, member of the City's Park and Recreation Advisory Board and Wilsonville-Metro Community Enhancement Committee and a Wilsonville resident
- Sophia Lochner, Wilsonville resident and Wilsonville High School student
- Lori Loen, representative of Landover Home Owners Association and a Wilsonville resident

- Kamran Mesbah, Wilsonville Planning Commission member and local resident
- Susan Myers, an asset manager for Capital Realty that developed the Town Center shopping center and nearby office building
- Richard (Dick) Spence, Wilsonville Community Sharing board member and a Wilsonville resident
- Shelly Tracy, Director of Clackamas Community College's Wilsonville campus
- Scott Vosburg, Town Center business owner of Wilsonville Lock and Security
- Doris Wehler, past president of the Wilsonville Area Chamber of Commerce and a local resident

The Wilsonville Town Center Plan seeks to provide a community-driven vision for the Town Center area and strategic actions that establish a clear path forward to advancing the vision. The plan is to guide future development in Town Center to create a cohesive, unified district that enhances existing assets in the area and sets the stage for new development and investment. Potential strategies include new projects, programs, partnerships, or policies that foster an attractive and accessible place for visitors and residents of all ages to shop, eat, live, work, learn and play within the Town Center area.

Wilsonville City Councilor Kristin Akervall and chair of the task force states, "We know from the City's community surveys that Wilsonville residents desire to have a more identifiable downtown or main street to serve as a central gathering place for our community. This planning process aims to identify strategies to do just that."

The planning area, which covers approximately 100 acres and encompasses the properties north of Wilsonville Road, within and adjacent to Town Center Loop, also includes a project team that is completing a technical analysis to evaluate the economic, transportation, stormwater and land-use conditions within the study area. Overall the plan is expected to be completed in early 2018 with the proposed adoption by the Wilsonville City Council. The project includes numerous community workshops and events that are to be held throughout the process.

Funding for the long-range planning process comes from a Metro Community Planning and Development Grant with matching funds from the City's Urban Renewal Agency.

To sign up for project updates, be notified of upcoming events and to get more information visit [www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com) or contact Miranda Bateschell, Long-Range Planning Manager, at 503-570-1581, [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us).

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# City of Wilsonville MEDIA RELEASE

## ***For Immediate Release***

February 3, 2017

CONTACT: Miranda Bateschell, Long-Range Planning Manager  
503-570-1581, [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us)

## **Wilsonville Town Center Plan Holds Kick-Off Event on Feb. 28**

WILSONVILLE, OR — The City of Wilsonville is hosting a public kick-off event for the Wilsonville Town Center Plan on Tuesday, Feb. 28, 5:30–8:00 p.m., at City Hall, 29799 SW Town Center Loop East, in Wilsonville.

The purpose of the event is to publicly launch the 18-month-long Wilsonville Town Center Plan. Long-Range Planning Manager and project manager Miranda Bateschell said, “We are very excited to begin hearing from the community their wishes, desires and vision for enhancing the Town Center area. We want to know what they already love about the place and what they would like to see changed, to make it even more of a vibrant down-town for Wilsonville.”

The overall purpose of the plan is designed to guide future development in Town Center to create a cohesive, unified district that enhances existing assets in the area and sets the stage for new development and investment. The Plan seeks to provide a community-driven vision for Town Center and strategic actions that establish a clear path forward to advancing the vision. Potential strategies include new projects, programs, partnerships, or policies that foster an attractive and accessible place for visitors and residents of all ages to shop, eat, live, work, learn and play within the Town Center area.

At the kick-off event the City is asking community members, “How do you want Wilsonville’s Town Center to look, function, and feel 20 years from now?” The event is designed to gather community member feedback regarding the community’s vision for the future of Town Center. An informational presentation and activities begin at 6 p.m. and light refreshments are being provided.

The initial stages of the plan also seek to hear what community members currently value and enjoy about Town Center and also an opportunity for the public to share what changes and improvements are needed in Town Center.

The plan's study area is approximately 100 acres and encompasses the properties north of Wilsonville Road, within and adjacent to Town Center Loop.

Funding for the long-range planning process comes from a Metro Community Planning and Development Grant with matching funds from the City's Urban Renewal Agency.

To sign up for project updates and to get more information visit [www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com) or contact Miranda Bateschell, Long-Range Planning Manager, at [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us) or 503-570-1581.

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# City of Wilsonville MEDIA RELEASE

## ***For Immediate Release***

February 17, 2017

CONTACT: Miranda Bateschell, Long-Range Planning Manager  
503-570-1581, [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us)

## **Youth and Spanish-Speaking Households Invited to Help Plan the Future of Wilsonville's Town Center**

WILSONVILLE, OR — The City of Wilsonville is hosting a family-friendly bilingual community kick-off event for the Wilsonville Town Center Plan on Tuesday, Feb. 28, 5:30–8:00 p.m., at City Hall, 29799 SW Town Center Loop East, in Wilsonville.

The event is open to all community members, including among others, youth and Spanish-speaking households with Spanish interpretation services to be provided. The City is also able to provide qualified sign language and other bilingual interpreters if requested at least 48 hours prior to the meeting by contacting Tami Bergeron, Planning Administrative Assistant, at 503-570-1571.

The event includes a variety of activities for people of all ages including children. Interactive activities are planned for children where a facilitator will ask the younger attendees, “Where is your favorite place in Town Center?” and also to draw and share their future vision for the Town Center area.

Doors open for the event at 5:30 p.m. and at 6:00 pm the evening's activities begin with an informational presentation in the Council Chambers at City Hall. Light refreshments are also being provided throughout the event.

For Spanish-speaking households the City is hosting the same group activities in both English and Spanish with the help of a Spanish-speaking interpreter and facilitator. During the group exercises community members are going to be asked to share their vision for the area, along with

what the attendees see as assets, issues, challenges and opportunities for the Town Center study which is approximately 100 acres and encompasses the properties north of Wilsonville Road, within and adjacent to Town Center Loop.

During the initial stages of the 18-month long initiative, planners seek to hear what community members currently value and enjoy about Town Center and the City will provide the public many different ways to share what changes and improvements are needed in Town Center including an on-going Question of the Month, online surveys, and through idea centers that are being installed at City Hall, the Library and the Community Center.

Once a vision and goals are established for the area, the Plan then seeks to identify strategic actions for the City to take to promote the type of development and investment community members desire to see occur in the area. Potential strategies include new projects, programs, partnerships, or policies that foster an attractive and accessible place for visitors and residents of all ages to shop, eat, live, work, learn and play within the area.

Funding for the long-range planning process comes from a Metro Community Planning and Development Grant with matching funds from the City's Urban Renewal Agency.

To participate in the Question of the Month, sign up for project updates and to get more information visit [www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com) or contact Miranda Bateschell, Long-Range Planning Manager, at [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us) or 503-570-1581. To learn more visit [www.facebook.com/CityofWilsonville](https://www.facebook.com/CityofWilsonville) and click on "events."

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# City of Wilsonville MEDIA RELEASE

## ***For Immediate Release***

March 1, 2017

CONTACT: Miranda Bateschell, Long-Range Planning Manager  
503-570-1581, [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us)

## **Survey Seeks Feedback on Wilsonville's Town Center**

WILSONVILLE, OR —The City of Wilsonville has launched an online survey for community members and other stakeholders to provide input to help plan the future of the Wilsonville Town Center area. The survey, which is linked to at the bottom of [www.WilsonvilleTownCenter.com](http://www.WilsonvilleTownCenter.com), asks participants to identify current locations within Town Center where the community eats, works, plays, shops or visits and also to identify any locations where the participants feel an improvement or change would enhance the area. The online survey, which only takes about ten minutes to complete, is available in both English and Spanish and open through late March.

Gathering community input on existing assets and future opportunities is a key early step in the 18-month long planning process that covers the approximately 100-acre area that encompasses the properties north of Wilsonville Road, within and adjacent to Town Center Loop.

The public is encouraged to share the survey with neighbors, family, friends and colleagues in order to attract as much feedback as possible from a wide variety of community members.

The overall goal of the Wilsonville Town Center Plan is to establish a community-driven vision, goals and a strategic plan for Wilsonville's Town Center.

In addition to the survey, the public is also invited to answer a Question of the Month on the project website. March's Question of the Month is, "What, if anything, keeps you from spending more time in Town Center?" To answer the question and see real-time results visit [www.WilsonvilleTownCenter.com](http://www.WilsonvilleTownCenter.com).



Funding for the long-range planning process comes from a Metro Community Planning and Development Grant with matching funds from the City's Urban Renewal Agency.

For more information visit [www.WilsonvilleTownCenter.com](http://www.WilsonvilleTownCenter.com) or contact Miranda Bateschell, Long-Range Planning Manager, at [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us) or 503-570-1581.

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# City of Wilsonville MEDIA RELEASE

## ***For Immediate Release***

March 17, 2017

CONTACT: Miranda Bateschell, Long-Range Planning Manager  
503-570-1581, [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us)

## **There is Still Time to Take the Wilsonville Town Center Survey**

WILSONVILLE, OR —The online interactive survey the City launched in early March to gather community member and stakeholder feedback for the Wilsonville Town Center Plan remains open until Friday, March 31. The survey, which is linked to in the middle of [www.WilsonvilleTownCenter.com](http://www.WilsonvilleTownCenter.com), asks participants to identify current locations within Town Center where the community eats, works, plays, shops or visits and also to identify any locations where the participants feel an improvement or change would enhance the area. The online survey, which only takes about ten minutes to complete, is available in both English and Spanish.

Gathering community input on existing assets and future opportunities is a key early step in the 18-month long planning process that covers the approximately 100-acre area that encompasses the properties north of Wilsonville Road, within and adjacent to Town Center Loop.

The public is encouraged to share the survey with neighbors, family, friends and colleagues in order to attract as much feedback as possible from a wide variety of community members.

The overall goal of the Wilsonville Town Center Plan is to establish a community-driven vision, goals and a strategic plan for Wilsonville's Town Center.

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Funding for the long-range planning process comes from a Metro Community Planning and Development Grant with matching funds from the City's Urban Renewal Agency.

For more information visit [www.WilsonvilleTownCenter.com](http://www.WilsonvilleTownCenter.com) or contact Miranda Bateschell, Long-Range Planning Manager, at [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us) or 503-570-1581.

# # #



# Boones Ferry Messenger

*Mayor's Message*

**Grant Awards Support Over \$1 Million in Local Long-Range Planning**

A recent \$320,000 grant to the City by Metro regional government will fund the majority of costs for the Wilsonville Town Center master plan project. Two local, citizen-based task forces on urban renewal and tourism each recommended that the City look at redevelopment strategies for the increasing the public's use and enjoyment of the Town Center area. Please see the adjacent article on this page for more details.



The Town Center master plan grant award is the fourth long-range planning grant the City has won in the past three years that together total over \$1 million.

Other successful grant applications include \$341,000 for development of the Frog Pond area

*The Town Center master plan grant award is the fourth long-range planning grant the City has won in the past three years that together total over \$1 million.*

concept plan, and \$365,277 shared with the City of Tualatin for advancing the Basalt

Creek concept plan, both funded by Metro.

Additionally, an \$80,000 grant from state agencies is underwriting the costs to create an innovative architectural and development guide for the proposed Coffee Creek industrial area calculated to allow faster construction while maintaining pre-approved, high-quality design standards. This new proposed 'Form Based Code' has been used for commercial developments in other states, but never in Oregon, and never for industrial development.

The City Council is most pleased that staff members are consistently presenting compelling grant requests to Metro and the State that cumulatively have won the City over a million dollars in community-planning assistance over the past three years.

*Tim Knapp, Mayor*

**Metro Council Awards \$320,000 Grant for Wilsonville's Town Center Master Redevelopment Plan**

In late September, the Metro Council approved a \$320,000 grant request to fund the majority of costs for the City of Wilsonville's Town Center master plan proposal. The City is matching the Metro grant with \$100,000 to cover the long-range plan's total anticipated cost of \$420,000.

This newly-funded project seeks to create a long-range plan and near-term actions for how the city's Town Center area can better serve the interests and needs of

residents, workers and visitors. The plan seeks to develop strategies for how the Town Center area can evolve into a more walkable, attractive and commercially vibrant, mixed-use district capable of supporting a range of small businesses. The approximate 100-acre planning area encompasses the properties north of Wilsonville Road, within and adjacent to Town Center Loop, including Town Center shopping center, Fry's Electronics and the Regal Cinemas theatre.

Mayor Tim Knapp said, "Approval of this grant advances both the City's goal to produce a redevelopment plan for the area and Metro's goal of targeting investments in downtowns and main streets to spur economic development, and accommodate growth."

Metro Councilor Dirksen states, "Wilsonville is one of our region's most dynamic cities. A vibrant, walkable Town Center is going to help its successes continue to

grow and be a model for the region as a whole. I'm glad Metro can invest in making Wilsonville's vision a reality and I look forward to seeing where we go next together."

Currently the Town Center area is comprised of low-density, low-rise, auto-centric commercial retail and office uses. While located near the heart of Wilsonville, the area could benefit from having a stronger sense of place and better pedestrian circulation and by more fully realizing the area's potential to serve as the community's central hub and gathering space.

Work on the long-range plan is to begin in early 2016 and to be completed in 2017 for consideration and potential adoption by City Council. Creation of the plan is likely to be overseen by a local task force made up of community members, business owners and other local leaders. Other community-involvement opportunities include public workshops, focus groups, visual preference surveys and online feedback tools.

Completion of a Town Center master plan is a 2015-17 City Council goal and is identified in the City's Urban Renewal Strategy and Tourism Development Strategy adopted by the City Council in 2014.

For more information, contact Miranda Bateschell, Long-Range Planning Manager, at 503-570-1581; bateschell@ci.wilsonville.or.us.



Town Center Master Plan: The area within and around Town Center Loop north of Wilsonville Road is the plan's study area.

## Reports from City Boards and Commissions

### Council Tentatively Approves Changes to Franchise and Right-of-Way Rules and Welcomes New Police Chief

On Dec. 5, the Wilsonville City Council held a public hearing and first reading, tentatively approving an ordinance that amends the City's right-of-way and public-easement management section of City Code. The Council voted to keep the record open to provide additional time for public comments until the second reading of the ordinance at the City Council meeting on Monday, Dec. 19. The ordinance clarifies the method of determining the fees to be charged by the City for use of the public right-of-way by utility providers that may or may not provide service to Wilsonville customers. In particular the code amendments are needed to clarify how to calculate and assess the fees the City will charge for the four miles of 66-inch-diameter water pipeline being planned and constructed to pass through Wilsonville to provide water to Tualatin Valley Water District and City of Hillsboro customers.

The City Council also agreed to continue until a future meeting a resolution regarding adoption of an Intergovernmental Cooperative Agreement pertaining to the transfer of roadway authority from Clackamas County to the City for portions of Stafford and Advance Roads.

During the Communications portion of the meeting

amount of funds raised by City staff and City-sponsored projects donated in 2016 to the local nonprofit food bank and social service agency.

Also during the Communications portion of the meeting departing Wilsonville Police Chief Jeff Smith introduced and then passed his badge to the newly-appointed Wilsonville Police Chief Adam Phillips, who has 20 years of professional law-enforcement experience with the Clackamas County Sheriff's Office.

On the Consent Agenda the Council adopted The Canvass of Votes for the Nov. 8, 2016, general election that certifies the final voting results provided to the City Recorder by the County Clerks of Clackamas and Washington counties.

During work session prior to the meeting, City Council heard reports and held discussions regarding the now-underway project that studies the potential development of a publicly-owned fiber optics network for potential commercial and residential use in Wilsonville. The Council also heard presentations from six different graphic designers about 15 logo concepts in order to identify a potential new logo for adoption by the City.

Community members are able to watch a replay of all or a portion of the City Council meetings on Com-

### Upcoming on the Council Agenda

The following issues are tentatively scheduled for consideration and or discussion by the City Council during January. Scheduling changes can and do occur; check for updated meeting information on the City's website, [www.ci.wilsonville.or.us](http://www.ci.wilsonville.or.us).

**Thursday, Jan. 5:** Liaison appointments; Town Center Plan task force; external committees; Frog Pond infrastructure funding; Memorial Park Dog Park/Community Garden parking lot; Swear In Newly Elected Mayor and Council Members; Martin Luther King Jr. Day proclamation; ground lease agreement; Water Treatment Plant master plan update; Residential Parking Program; employment contract for Judge Weinhouse; and road maintenance fees.

**Thursday, Jan. 19:** 2017-18 State Legislative agenda; Planning Permit fees; City Attorney's contract; Residential Parking Permit program second reading; road maintenance fees

### Planning Commission Update

The Planning Commission meeting on Wednesday, Dec. 14, was cancelled due to inclement weather and was rescheduled to Thursday, Dec. 22. At the meeting the Commission planned to hear reports and discuss the Wilsonville Town Center Plan Public Involvement plan, an update on the Frog Pond Master Plan and the Transit Master Plan.

# The Boones Ferry Messenger

Monthly newsletter of the City of Wilsonville

February 2017

## Mayor Tim Knapp and Councilors Susie Stevens and Kristin Akervall Are Sworn Into Office

At the Jan. 5 Wilsonville City Council meeting, Municipal Court Judge Michael Gleeson administered the Oath of Office to a re-elected Mayor Tim Knapp and City Councilor Susie Stevens and first-time Councilor Kristin Akervall, all of whom begin four-year terms of office that run through Dec. 31, 2021.

Mayor Knapp is beginning his third full four-year term as mayor and Councilor Stevens is beginning her second four-year term on the Council.

In welcoming Councilor Akervall to the City Council, Mayor Knapp stated, "Thank you so much for putting yourself out there and being willing to take on this challenge."

In reflecting upon her new term of office Councilor Stevens stated, "I am so honored to serve on City Council for another four years."

After being sworn in Councilor Akervall shared, "I have been so impressed by the level of care by the City Council and look forward to the opportunity to work with all of you."



Members of the Wilsonville City Council are all smiles as they are sworn-in for office (l to r): City Councilor Susie Stevens, City Councilor Kristin Akervall and Mayor Tim Knapp.

### Mayor's Message

## Join Us in Helping Plan the Future of Wilsonville

In 2017, we look forward to a productive year planning for the future of Wilsonville. We are embarking upon or completing a number of important long-range planning processes and other initiatives that will shape and define our community well into the future.

The exceptional quality of life we enjoy in Wilsonville—and that residents constantly rate highly in community surveys—did not just happen by accident. The Wilsonville we know today is the result of thoughtful and deliberate, design, planning and active community involvement going back many years.

Important long-range initiatives that the City is undertaking in the coming year include:

- **Wilsonville Town Center Plan**, starting with a kick-off event on Tuesday, Feb. 28, is an 18-month-long project that seeks to identify redevelopment strategies for how the 100-acre Town Center area can evolve into a more attractive, pedestrian friendly and commercially vibrant district.
- **French Prairie Bridge Project** advances a long-term community goal that seeks to create preliminary designs for a proposed bicycle/pedestrian/emergency-access crossing of the Willamette River



City Council Adopts a New Modern Logo Designed by Local Artist

### Library Celebrates 35th Year of Operations on Feb. 14

In 1982, the Wilsonville Public Library opened in a 1600-square-foot space on Wilsonville Road. That first year, the library checked out 27,000 items to Wilsonville residents. In 2017, the library has a 20,000- square-foot building and checks out 40,000 items per month. The library has grown in so many other ways as well.



The Wilsonville Public Library celebrates its 35th birthday on Tuesday, Feb. 14 at 2 pm. Join in the festivities with a birthday party! There is a birthday cake and coffee at 2 pm compliments of the Wilsonville Friends of the Library and the Wilsonville Public Library Foundation.

Since birthdays usually involve not just cake but also gifts, the library will give waivers of overdue fines (up to \$10) to library

#### Library's 35th Birthday Party

### Wilsonville Town Center Plan Begins with Feb. 28 Kick-Off Event

How do you want Wilsonville's Town Center to look, function, and feel 20 years from now? The City wants to hear your ideas! The City is planning for the future of Town Center through the Wilsonville Town Center Plan, a community-driven process to guide development in the heart of our City.



Join us at the upcoming kick-off event to share your vision for the future of

Town Center. Come tell us what you value and enjoy and what you would like to see changed or improved in Town Center.

The Wilsonville Town Center Plan Community Kick-Off Workshop is on Tuesday, Feb. 28, 5:30-8

**Wilsonville Town Center Plan Community Kick-Off Workshop**  
• Tues, Feb 28, 5:30-8 pm  
City Hall, 29799 SW Town Center Loop East

pm, at City Hall, 29799 SW Town Center Loop East. The event starts at 5:30 pm with presenta-

tions and activities 6-8 pm and light refreshments are being provided.

Visit [www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com) for more information about the project or contact Miranda Bateschell, Long-Range Planning Manager, at [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us) or 503-570-1581.



Wilsonville Town Center is approximately 100 acres and encompasses the properties north of Wilsonville Road, within and adjacent to Town Center Loop.



## Reports from City Boards and Commissions

### City Council Approves Parking Zone Program and Appoints 12 Community Members to City Boards and Commissions

On Feb. 6, the Wilsonville City Council gave final approval to implement a residential parking-zone program that takes effect in 30 days. The program allows community members that live in residential areas heavily congested with on-street parking to petition the City to create specific residential parking zones that are restricted to approved permit-holders and visitors with temporary permits during specified hours. The approved ordinance also governs administration and enforcement of the program. The new program seeks to decrease parking congestion and address safety concerns, reduce parking violations and improve neighborhood access for emergency, waste-management and postal-service vehicles.

The City Council agreed to continue until Feb. 23 two ordinances related to the water-treatment plant and the proposed raw-water pipeline. The first ordinance authorizes a ground-lease agreement for the raw-water pipeline with Tualatin Valley Water District and the City of Hillsboro and the second ordinance amends an agreement related to ownership and management of the Willamette River Water Treatment Plant in Wilsonville.

Under Mayor's Business, the City Council discussed and approved the appointment of 12 community volunteers to fill open positions on the City's various boards and commissions. See article on page 1 for details.

During the communications portion of the meeting Bob Gibbs, a national expert on retail market analysis and member of the Wilsonville Town Center Plan team, presented initial findings from his a draft retail market study for Wilsonville. Initially the study has found that Wilsonville and the surrounding area can support more retail offerings in Wilsonville Town Center study area. A copy retail market analysis plan is posted at [www.WilsonvilleTownCenter.com](http://www.WilsonvilleTownCenter.com).

On the consent agenda the City Council approved a contract for the City to obtain meter reading services.

During work session prior to the meeting, the City Council also heard reports and discussed the Transit Master Plan and the Frog Pond Master Plan, both of which are scheduled for public hearings at the March 8 Planning Commission meeting; public hearings are tentatively planned before the City Council March 23 for the Transit Master Plan and April 4 for the Frog Pond Master Plan.



Retail expert Bob Gibbs presents initial findings from a retail market analysis his firm is conducting for Wilsonville at an event co-sponsored with the Wilsonville Area Chambers of Commerce.

Community members are able to watch a replay of all or a portion of the City Council meetings on Comcast/Xfinity Ch. 30, Frontier Ch. 32 or on the City's video-on-demand service at [www.ci.wilsonville.or.us/WilsonvilleTV](http://www.ci.wilsonville.or.us/WilsonvilleTV).

### Upcoming on the Council Agenda

The following issues are tentatively scheduled for consideration and or discussion by the City Council during March. Scheduling changes can and do occur; check for updated meeting information at the City's website home-page, [www.ci.wilsonville.or.us](http://www.ci.wilsonville.or.us).

**Monday, March 6:** State of the City Address by Mayor Knapp; Frog Pond infrastructure financing; Water Treatment Plant Master Plan and WWSP coordination; Equitable Housing Strategic Plan update; Boones Ferry Road to Kinsman Connector design contract; Wastewater Collection System Master Plan project list amendment; Water Distribution Master Plan project list amendment; Letter of intent and first right of refusal to purchase raw water facility.

**Monday, March 20:** Year 2000 Urban Renewal Master Plan; cell tower lease; Charbonneau phase two construction contract award; low-income housing property tax exemption; Transit Master Plan (potential adoption); supplemental budget adjustment; and new planning fee schedule.

### Planning Commission Update

At the Planning Commission meeting on Jan. 18, the Commission elected Jerry Greenfield as Chair and Eric Postma as Vice-Chair. The commission also reviewed and provided staff feedback on a draft of the Frog Pond West Master Plan which is also scheduled to have a public hearing at the upcoming Planning Commission meeting on March 8. The Planning Commission has also scheduled a public hearing for the Transit Master Plan for the March 8 meeting.

### Development Review Board Update

The regularly scheduled DRB Panel A meeting for Monday, Feb. 13, was cancelled due to a lack of agenda items. The next DRB Panel A meeting is scheduled for Monday, March 13.

The next regularly scheduled DRB Panel B meeting is scheduled for Monday, March 27.

### Library Board Report for January



## Question of the Month

Every month throughout the 18-month-long planning initiative the Wilsonville Town Center Plan is asking community members a Question of the Month. The questions are designed to gather feedback on a wide-range of issues related to developing the plan that captures a community-driven vision and strategies to guide the development of Wilsonville's Town Center.

### Here is the Question of the Month:

**What, if anything, keeps you from spending more time in Town Center?**  
(Select all that apply.)

- There is not enough variety of stores.
- There is not enough variety of restaurants.
- Everything I need that is in Town Center, I can get closer to home.
- It's difficult for me to get to Town Center.
- Once I'm in Town Center, it is difficult or uncomfortable to walk around.
- There are not enough social activities and events happening throughout the year.

To share your feedback and participate in the Question of the Month stop by City Hall, the Library or the Community Center or visit the project's website below. To answer the Question of the Month, sign up for project updates and to get more information visit [www.WilsonvilleTownCenter.com](http://www.WilsonvilleTownCenter.com) or contact Miranda Bateschell, Long-Range Planning Manager, at [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us) or 503-570-1581.

## CHIEF'S CORNER – TIPS FOR A ROAD TRIP

With spring break coming up at the end of the month many families are planning to take a road trip in late March. Before you go I wanted to share some tips on how to prepare before you hit the road.

There are three main requirements to having a safe road trip and they include: having a well-maintained and good condition vehicle; planning your trip and knowing the road conditions you may likely face; and being an alert and safe driver.

### Prepare Your Vehicle:

- Make sure your car is in good repair
- Check your tires to see they have a good tread and are properly inflated
- Check to make sure your battery is strong and keep a charge
- Make sure you have an emergency kit in your car with water, blankets and extra food
- Make sure you have a full tank of gas before your trip.
- Check your spare tire and make sure you have the right tools to change a tire if needed

### Plan Your Route and Know the Road:

- Visit [www.TripCheck.com](http://www.TripCheck.com) for up-to-date travel and road conditions
- If you are likely to hit snow during your trip: Carry proper traction devices and know how to put them on if needed; Clear all snow and ice from the vehicle windows and hood to improve visibility;



Police Chief  
Adam Phillips



If your front wheels begin to slide during a turn, straighten the steering wheel slightly to allow them to regain rolling friction; If your back end begins to slide, do NOT use your brakes; this will shift weight to the front of the car and make the slide worse.

- Remember that driving in inclement weather isn't necessarily difficult but stopping usually is - so just slow down.
- Leave early and allow yourself enough travel time.
- Avoid spinning or locking your wheels and accelerate and decelerate slowly, with or without chains

### Be an Alert and Safe Driver:

- Get a good night sleep before your trip
- If driving in cold conditions be alert to and prepared for black ice
- If you have to pull over for any reason, pull over on the right-hand shoulder of the road and as far away from traffic as possible
- Always leave enough room between you and the car in front of you; leave at least one car length for every ten miles per hour you are traveling
- During nighttime driving, your vision may be impaired slightly so drive defensively and at a safe distance.
- Avoid texting or holding a mobile device while driving.

If you are planning a road trip any time soon, even if not for spring break, I hope these tips will help ensure you and your family have a safe trip wherever and whenever you are traveling on the road.

*Adam Phillips, Chief of Police*



## Task Force Named to Guide Wilsonville Town Center Plan

The City of Wilsonville has named members of the public to serve on an advisory task force for the Wilsonville Town Center Plan. The 26-member task force is composed of a wide variety of local residents, business owners and stakeholders who are responsible for reviewing key information and ultimately providing recommendations to the Planning Commission and the City Council at key milestones of the Wilsonville Town Center Plan project.

Wilsonville City Councilor Kristin Akervall and chair of the task force states, “We know from the City’s

*We know from the City’s community surveys that Wilsonville residents desire to have a more identifiable down-town or main street to serve as a central gathering place for our community.*

community surveys that Wilsonville residents desire to have a more identifiable downtown or main street to serve as a central gathering place for our community. This planning process aims to identify strategies to do just that.”

Task Force meetings are open to the public and will be

**Wilsonville Town Center Plan Task Force Meeting**  
 • Tues, March 14, 6–9 pm  
 City Hall, Willamette River Room  
 29799 SW Town Center Loop East

held at Wilsonville City Hall. The City is hosting the first task force meeting for the Wilsonville Town Center Plan on Tuesday, March 14, 6–9 pm, at City Hall, 29799 SW Town Center Loop East, and the public is welcome to attend.

The Wilsonville Town Center Plan Task Force, which plans to meet six times during the 18-month long planning process, includes:

- Chair **Kristin Akervall**, Wilsonville City Councilor
- Vice Chair (alternate) **Susie Stevens**, Wilsonville City Councilor
- **Marie Alaniz**, non-profit housing and representative of Northwest Housing Alternatives
- **Hilly Alexander**, local library advocate and resident
- **Ben Altman**, former Planning Commission chair and

past Chamber of Commerce president, professional planner and local resident

- **Kyle Bunch**, Town Center business owner of American Family Insurance and Wilsonville resident
- **Terrence Clark**, Town Center business owner of Wilsonville Dental Group
- **Paul Diller**, law professor and Wilsonville resident
- **Jon Dunn**, representative of the property-owner of the Shari’s Café and Pies location
- **Bruce Eicher**, Town Center business owner of Wilsonville Diamond and Wilsonville resident
- **Kevin Ferrasci O’Malley**, CEO of the Wilsonville Area Chamber of Commerce
- **Darren Harmon**, Town Center business general manager of the Tourism Family Fun Center and a member of the Tourism Promotion Committee
- **Ron Heberlein**, representative of Arbor Crossing Home Owners Association and Wilsonville resident
- **Eric Hoem**, a retired community college professor who lives in Wilsonville



The plan’s study area includes Town Center Park and the 100-acre area within and adjacent to Town Center Loop.

- **Rosiland Hursh**, Town Center business owner of Eye to Eye Clinic
- **Sara Jantze**, local business representative of Owen Roe Winery and Wilsonville resident
- **Hank Jarboe**, Town Center business owner of Boston’s Pub
- **Kate Johnson**, a local business owner, Park and

Recreation Advisory Board member and Wilsonville-Metro Community Enhancement Committee and a Wilsonville resident

- **Sophia Lochner**, Wilsonville resident and Wilsonville High School student
- **Lori Loen**, representative of Landover Home Owners Association and a Wilsonville resident
- **Kamran Mesbah**, Wilsonville Planning Commission member and local resident
- **Susan Myers**, an asset manager for Capital Realty commercial real-estate broker who helped develop the Town Center shopping center and nearby office building
- **Richard (Dick) Spence**, Wilsonville Community Sharing board member and a Wilsonville resident
- **Shelly Tracy**, Director of Clackamas Community College’s Wilsonville campus
- **Scott Vosburg**, Town Center business owner of Wilsonville Lock and Security
- **Doris Wehler**, past president of the Wilsonville Area Chamber of Commerce and a local resident

The Wilsonville Town Center Plan seeks to be a guide for future development in Town Center to create a cohesive, unified district that enhances existing assets in the area and sets the stage for new development and investment. Potential strategies include new projects, programs, partnerships, or policies that foster an attractive and accessible place for visitors and residents of all ages to shop, eat, live, work, learn and play within the Town Center area.

The planning area, which covers approximately 100 acres and encompasses the properties north of Wilsonville Road, within and adjacent to Town Center Loop. The project also includes a project team that is completing a technical analysis to evaluate the economic, transportation, stormwater and land-use conditions within the study area. Funding for the long-range planning process comes from a Metro Community Planning and Development Grant with matching funds from the City’s Urban Renewal Agency.

To sign up for project updates, be notified of upcoming events and to get more information visit [www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com) or contact Miranda Bateschell, Long-Range Planning Manager, at 503-570-1581, [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us).



# The Boones Ferry Messenger

Monthly newsletter of the City of Wilsonville

April 2017

## Wilsonville Subaru Celebrates Grand Opening with Large Donation



At the grand opening for Wilsonville Subaru in March, the new car dealership donated \$30,886 to Wilsonville Community Sharing (WCS), the local non-profit food bank and social service referral agency (l to r): Wilsonville Subaru Dealer Principal Dave Jachter, WCS Vice Chair Taft Mitchell, Mayor Tim Knapp, WCS staff Leigh Crosby, Wilsonville Subaru General Manager and WCS Chair Ron Owens, WCS Treasurer Tammy Pupo, and WCS board members Wes Morris and Dick Spence.

## Open House Kicks Off Parks & Recreation Master Planning Process

As part of the Parks and Recreation Master Plan study that is now underway, the City of Wilsonville is hosting a public open house on Thursday, April 20, 6 pm–8 pm at City Hall, 29799 SW Town Center Loop East. The City seeks community member and stakeholder feedback on the types of parks and recreation

**Parks & Recreation Master Plan Open House**  
• Thurs, April 20, 6–8 pm  
City Hall, Council Chambers  
29799 SW Town Center Loop East

programs, services and facilities the community desires to support in Wilsonville.

The purpose of the master plan is to provide a community-driven vision and long-range guide for the Parks and Recreation Department covering all parks, facilities and programs.

To help develop the plan the City hired GreenPlay, LLC, a national firm based in Colorado with extensive experience across the U.S. facilitating, researching and developing similar parks and recreation master plans.

The 12-month planning process seeks to compare current parks and recreation facilities, programs and services with the community's future needs and desires. The plan is going to recommend potential changes and/or enhancements for City Council consideration early next year.

The project's work plan includes extensive community engagement with residents, business owners, stakeholders and people of all ages. In addition to the upcoming open house, the City is also planning to provide more opportunities for community feedback that include additional public meetings, a public online survey, stakeholder interviews, focus-group discussions and a public hearing prior to the City Council adoption early next year.

Parks and Recreation Director Mike McCarty shares, "We recognize that providing high-quality parks and recreational opportunities is extremely important to the overall quality of life within Wilsonville and

***We want as many people as possible to participate in this planning process to ensure the plan is supported by the public and is consistent with the community's high expectations.***

we want as many people as possible to participate in this planning process to ensure the plan is supported by the public and is consistent with the community's high expectations."

For more information, visit [www.WilsonvilleParksandRec.com](http://www.WilsonvilleParksandRec.com) or contact Mike McCarty, Wilsonville Parks and Recreation Director at 503-570-1579 or at [mccarty@ci.wilsonville.or.us](mailto:mccarty@ci.wilsonville.or.us).

## City Awards Tourism Grants to Support Local Events

In February, the City of Wilsonville Tourism Promotion Committee awarded \$25,000 in grants to support local tourism events and programs with

The Community Tourism Grant Program is funded by City hotel/motel tax revenues to support events and programs that promote tourism and community

## Mayor's Message

### Wilsonville: Creating a Complete Community for All Ages of Life

Recently, I had the honor of delivering the "2017 State of the City Address" at a March City Council meeting. I reviewed City Council goals and spoke about a number of high-profile issues and initiatives that the City is actively engaging in with the public.

The essence of the goals of the City Council focus on creating a "complete community for all ages of life." An intentional community is one that offers a range of residential living options for different stages of life, a variety of good local jobs, an assortment of shopping selections, quality recreational opportunities, an array of ways to get around, and encourages social connections with neighbors.



Mayor Knapp

I addressed transportation concerns that the City Council is focusing on, including building the town's grid of streets from what were formerly 'farm-to-market' roads, as well as lobbying for increased regional, state and federal investments to improve I-5 and arterials and enable more transit options.

I also discussed three major projects—all so far funded primarily by federal, state or Metro grants—that the City is undertaking. All three are designed to improve mobility, community connections and the local economy.

The proposed French Prairie Bike-Ped-Emergency Bridge over the Willamette River is intended to serve daily as a bike/pedestrian facility for recreational and tourism purposes, connecting the Portland-area Ice Age Tonquin Trail with the Willamette Valley Scenic Bike Route. Importantly, the seismically reinforced bridge would also be designed to withstand a major earthquake, making it a significant element of transportation resiliency for the I-5 corridor. And the bridge can be used by emergency responders when I-5 is logged to reach incidents on the freeway or

The Wilsonville Town Center Plan project represents a community-driven vision to 're-make' our town center as a more commercially vibrant, attractive, walkable mixed-use district that is easily accessible. As major new shopping centers—Argyle Plaza and Old Town Square—were developed, they attracted private-sector investment and diversified our commercial choices. We now have the opportunity to engage the community to re-envision the center, and the role it will play in the center of our community.

Our Contee Creek employment area or north Wilsonville has been concept planned for roads, public

### Wilsonville Town Center Question of the Month

Every month throughout the 18-month-long planning initiative the Wilsonville Town Center Plan is asking community members a new Question of the Month. The questions are designed to gather feedback on a wide-range of issues related to developing the plan that captures a community-driven vision and strategies to guide the development of Wilsonville's Town Center.



#### Here is April's Question of the Month:

**What type of restaurants would add the variety you desire in Town Center?**  
(Select all that apply.)

- a) Upscale, sit-down restaurants
- b) National chain restaurants
- c) Diverse, local restaurants
- d) Farm-to-table restaurants
- e) Food carts

To share your feedback and participate in the Question of the Month stop by City Hall, the Library or the Community Center or visit the project's website below.

On Wednesday, April 19, the Wilsonville Town Center Task Force is meeting for the second time, 6-9 pm, at City Hall. The meeting is open to the public, but public comment will not be received at the task force meetings.

To answer the Question of the Month, sign up for project updates, provide input and to get more information visit [WilsonvilleTownCenter.com](http://WilsonvilleTownCenter.com) or contact Miranda Bateschell, Long-Range Planning Manager, at [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us) or 503-570-1581.

### CHIEF'S CORNER – WILSONVILLE

As your Chief of Police, I am excited to announce three new Deputies and one new Sergeant to the staff. One of the biggest benefits of the City's partnership with Clackamas County Sheriff's Office is how we complete our recruiting and training process. When the City needs new personnel to join the police force in Wilsonville we simply look for candidates from within CCSO's existing pool of trained and qualified staff. This efficiency allows the City to quickly get a wide variety of police personnel with a full range of experiences in a relatively short period of time and minimal expense by managing lengthy recruitment and training to obtain new staff.

Now let's meet the new CCSO Police Officer who will be joining the team now onboard in Wilsonville.

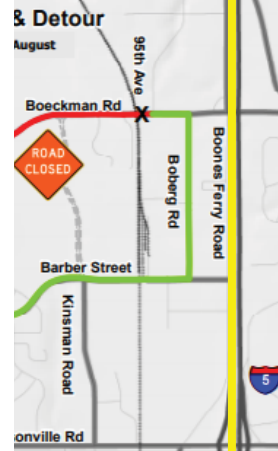
**Terry Colbert** is a tenured law enforcement officer with over 23 years of experience who is transitioning to a swing shift Deputy. Terry first became a police officer in December 1993 in Cannon Beach, but during his career has also worked for the Portland Police Bureau for 14 years and also previously for CCSO from 1995-2002. His professional experience includes



Terry Colbert enjoys serving as an undercover drug crimes investigator, a member of the Theft Task Force and on the SWAT Team. In his spare time he enjoys rooting for the Oregon State football team, watching and/or participating in outdoor activities.

**Marc Griffith** is the City's new graveyards manager. He is a sergeant with CCSO where he has worked for 15 years. Prior to working for CCSO he served in the United States Air Force/Air National Guard.

### Early August



closed until early August to construct man Road.

Wilsonville School District. ing Mountain and Homeste der it. The City and School Dist ict convenience this may cause citizens

tion, contact Steve Adams, E, eering Manager, at 503-682-1960; e.or.us or Tony Vandenberg with t 503-673-7000 x7990.

### Video Equipment

cal content to air on the City s l." cast Network seeks to produce eekly news shows, informational blic service announcements of munity members. ce is being provided to the cub l by Willamette Falls Media hich is a local community media : Historic McLoughlin Distr ct MC currently manages five lcal iding the City of Wilsonville s ifit organization also offers asses ore information visit www.wimc- ut the high school's journal m

## City Council and Planning Commission Hold Initial Joint Meeting on Town Center Plan

On Monday, May 15, 5-7 pm, at City Hall, the City Council and Planning Commission are holding a joint public meeting to discuss the Town Center Plan's

**City Council and Planning Commission Meeting  
Wilsonville Town Center Plan**  
• Wed, May 15, 5-7 pm  
City Hall, Willamette River Room  
29799 SW Town Center Loop East

vision and goals, existing conditions, opportunities, and a summary of the public comments received to-date.

The Wilsonville Town Center Plan focuses on creating a community-driven vision for the Town Center and a plan that will guide future development.

In the past few months the project has achieved several notable milestones. On Feb. 28, City staff held a public kickoff event at City Hall and received input from a diverse group of residents, employers, businesses, workers, and youth. Furthermore, an online survey that ran throughout March collected 989 responses from wide variety of community members and stakeholders as well. Community input gathered through the event and survey is being used to help shape a vision, strategies, and actions for the future of Town Center.

Throughout the 18-month-long project the public is invited to submit feedback, share ideas and provide input that has and will continue to be recorded and considered during the plan development process. Visit [www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com) for more information about the project, to review the existing conditions, see results of the kickoff event and to sign up for project updates and other opportunities to stay involved.



Community members provide input on the Wilsonville Town Center Plan at the Feb. 28 Community Kickoff Event.

For more information contact Miranda Bateschell, Long-Range Planning Manager, at 503-570-1581; [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us).



## May's Question of the Month

Every month throughout the 18-month-long planning initiative the Wilsonville Town Center Plan is asking community members a Question of the Month. The questions are designed to gather feedback on a wide-range of issues related to developing the plan that captures a community-driven vision and strategies to guide the development of Wilsonville's Town Center.

### Here is May's Question of the Month:

**What type of stores do you feel would be good additions to the Town Center?** (Select all that apply.)

- a) Small, local, independent shops
- b) Large format national retail chains with a variety of merchandise
- c) Medium or small-size specialty stores focused on specific merchandise
- d) Flexible sized spaces with shared amenities to attract emerging and growing businesses
- e) Marketplace with multiple vendors / shops within one building

To share your feedback and participate in the Question of the Month stop by City Hall, the Library or the Community Center or visit the project's website below. To sign up for project updates and to get more information visit [www.WilsonvilleTownCenter.com](http://www.WilsonvilleTownCenter.com) or contact Miranda Bateschell, Long-Range Planning Manager, at [bateschell@ci.wilsonville.or.us](mailto:bateschell@ci.wilsonville.or.us) or 503-570-1581.

## City Partners with C Workforce Solutions

The City of Wilsonville and Clackamas Community College are joining forces for a roundtable session on May 10 with local employers to discuss a critical topic for many businesses—recruiting to leadership coaching t

### Business & Workforce Solutions Roundtable

• Wed, May 10, 7:30–9 am,  
Clackamas Comm. College–Wilsonville  
29353 SW Town Center Loop E, Room 100  
[wilsonvilleworkforce.eventbrite.com](http://wilsonvilleworkforce.eventbrite.com)

businesses with the workforce resources to grow and thrive. The event is being hosted at Clackamas Community College's Wilsonville Town Center Loop East in Room 100. "When meeting with local employers to learn about their key challenges, we found that workforce issues are consistently on the list. Many Wilsonville employers have the robust workforce resources that are the backyard, offered by Clackamas Community College and others. We are very excited to remove barriers to growth for local businesses through some of these resources," said Vance, Economic Development Manager for the City of Wilsonville.

With 50 years of quality job training and workforce development, Clackamas Community College works with employers to find creative solutions to meet their business needs and some courses even qualify for college credit. From providing professional development opportunities to finding a skilled workforce that meets the demand; or helping create strategic workforce plans, Clackamas Community College is a partner that can help find a custom solution for local employers.

Clackamas Community College is working in partnership with Business and Industry (CBI)



## School Bulletin Boards





# WILSONVILLE TOWN CENTER PLAN

Join us! Share your ideas at these summer events!

**JUNE 26<sup>TH</sup>**

**DESIGN WORKSHOP AT  
WILSONVILLE CCC 5-8PM**

**AUGUST 16<sup>TH</sup>**

**COMMUNITY BLOCK PARTY:  
TOWN CENTER PARK 5-8PM**

## Get involved!

Our website has a special feature where you can add comments and photos on a map of Town Center. At [www.wilsonvilletowncenter.com/contact/](http://www.wilsonvilletowncenter.com/contact/), double-click on the map and follow the directions. From the same page, you can link to the project calendar and sign up for email updates about the project and upcoming events.

## New Survey Coming Soon

OPEN JULY 26 - AUGUST 20

[www.wilsonvilletowncenter.com/designsurvey](http://www.wilsonvilletowncenter.com/designsurvey)

[www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)

## Find us at these other events

JULY 27: ROTARY CONCERT

JULY 29: KIWANIS FUN RUN

AUG 3: ROTARY CONCERT

AUG 5: FUN IN THE PARK

AUG 10: ROTARY CONCERT

AUG 12: WILSONVILLE BREWFEST



"The West Linn-Wilsonville School District does not sponsor nor endorse the activity and/or information contained in this flyer."



# WILSONVILLE TOWN CENTER PLAN

¡Acompáñanos en estos próximos eventos este verano!

**26 JUNIO**

TALLER DE DISEÑO EN EL  
WILSONVILLE CCC 5-8PM

**¡Involúcrate!**

En nuestra página web puedes añadir comentarios y fotos sobre un mapa del centro de la ciudad. Ve a [www.wilsonvilletowncenter.com/contact](http://www.wilsonvilletowncenter.com/contact), haz doble click sobre el mapa y sigue las instrucciones. Desde la misma página puedes acceder al calendario del proyecto y suscribirte para recibir actualizaciones sobre los próximos eventos por correo electrónico.

**¡Viene una nueva encuesta!**

CONTESTA DEL 26 JUL. AL 20 DE AGTO.

[www.wilsonvilletowncenter.com/designsurvey](http://www.wilsonvilletowncenter.com/designsurvey)

[www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)

**16 AGOSTO**

FIESTA DE BARRIO EN EL  
PARQUE "TOWN CENTER" 5PM

**Nos puedes encontrar en estos otros eventos**

27 JUL: *CONCIERTO DE ROTARY*

29 JUL: *CARRERA DE KIWANIS*

3 AGTO: *CONCIERTO DE ROTARY*

5 AGTO: *DIVERSIÓN EN EL PARQUE*

10 AGTO: *CONCIERTO DE ROTARY*

12 AGTO: *LA FIESTA DE LA CERVEZA  
DE WILSONVILLE*

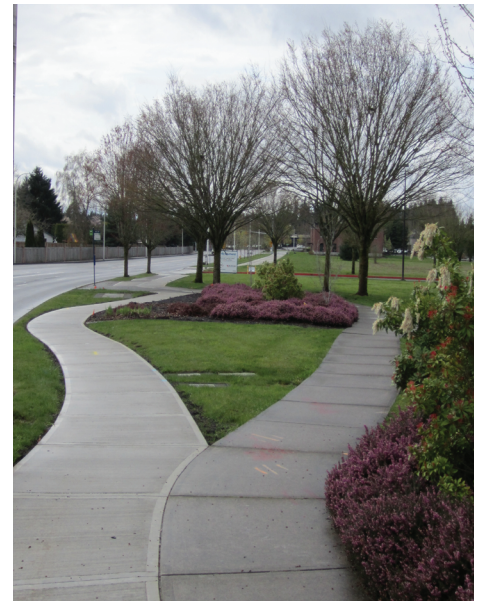


"The West Linn-Wilsonville School District does not sponsor nor endorse the activity and/or information contained in this flyer."



WILSONVILLE TOWN CENTER PLAN

# WHAT ARE YOUR FAVORITE PLACES IN TOWN CENTER?



Our website has a special feature where you can add comments and photos to a map of Town Center.

Go to [www.wilsonvilletowncenter.com/contact/](http://www.wilsonvilletowncenter.com/contact/) and double-click on the map and follow the directions.

From the same page, you can view the project calendar and sign up for email updates about the project and upcoming events.

[www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)





## Social Media

# Task Force Recruitment



**Wilsonville - Local Government**

December 2, 2016 · 🌐

The City is seeking task force members to help shape the Wilsonville Town Center Plan, Learn more at:

<http://www.ci.wilsonville.or.us/826/Town-Center>



👍 Like    💬 Comment

Sheryl Mehary, Donna Atkinson, Chelsea King Martin and 2 others like this.



**Wilsonville - Local Government**

December 16, 2016 · 🌐

One Week Left to Apply for Wilsonville Town Center Plan Task Force


There is one week remaining for community members to apply to serve on the Wilsonville Town Center Plan task force—A plan that focuses on creating a community-driven vision for the Town Center that guides future development efforts. Applications to serve on the task force are available at [www.ci.wilsonville.or.us/TownCenter](http://www.ci.wilsonville.or.us/TownCenter) and are due by Friday, Dec. 23, 5 pm, to Sandra King, City Recorder, at 503-570-1506; [king@ci.wilsonville.or.us](mailto:king@ci.wilsonville.or.us). Learn more at: <https://or-wilsonville.civicplus.com/CivicAlerts.aspx...>





👍 Like    💬 Comment

Chelsea King Martin likes this.

# Public Kickoff Advertisement

 **Wilsonville - Local Government** added 3 new photos  
January 27 · 🌐


Wilsonville Town Center Plan Holds Kick-Off Event on February 28  
The City of Wilsonville is hosting a public kick-off event for the Town Center Plan on Tuesday, Feb. 28, 5:30-8:00 p.m., at the SW Town Center Loop East, in Wilsonville. Learn more at <http://www.ci.wilsonville.or.us/CivicAlerts.aspx?AID=470>




Like Comment

Sara Chambers, Rachel Leo and 2 others like this.

2 shares

 **Melissa Bycraft** This is awesome! I've wanted to talk about the situation in that plaza area. I walk around town a lot and feel it's not safe, but walking through that parking lot is a maze of either blind spots for drivers. I think I may attend this!  
1 · January 27 at 12:26pm

 **Wilsonville - Local Government** Hope to see there!  
1 · January 27 at 12:29pm

 **Wilsonville - Local Government**  
February 2 · 🌐

What is the future of Wilsonville Town Center? The City wants to hear your ideas!

Mark your calendar for the Wilsonville Town Center Plan community kick-off event. Join us February 28 at City Hall to share your vision for the future of Town Center. Programmed activities begin at 6:00 PM, open house at 5:30 PM. Learn more at: [www.wilsonvilletowncenter.com](http://www.wilsonvilletowncenter.com)



Like Comment

**Wilsonville - Local Government**  
February 1 · 🌐

What is the future of Town Center? The City wants to hear your ideas! Mark your calendar for the Town Center Plan community kick-off open-house event. Join us on Tuesday, Feb. 28, 5:30-8:00 PM, at City Hall to share your vision for the future of Town Center.




ne

located at the heart of Wilsonville, Town Center is a hub of shopping, recreation, dining, transit and civic activity. The Town Center Plan will guide development in the Town Center to create a cohesive, unified district that enhances existing assets in...  
[WILSONVILLETOWNCENTER.COM](http://www.wilsonvilletowncenter.com)

Comment Share


...ley, Shoshana Hawk, Tod Blankenship and 2 others like this.

# Public Kickoff Advertisement (p.2)

 **Wilsonville - Local Government**  
February 9 · 🌐

How do you want Wilsonville's Town Center to look, function, and feel 5, 10, or 20 years from now? The City wants to hear your ideas!

The City of Wilsonville is hosting a Community Kick-off Event for the Wilsonville Town Center Plan. The Town Center Plan is a community-driven project that will guide future development within the heart of the City for years to come. On February 28th, please join us for an evening of presentations, interactive activities, and opportunities to v... [See More](#)



 **Wilsonville - Local Government**  
February 17 · 🌐

Youth and Spanish-Speaking Households Invited to Help Plan the Future of Wilsonville's Town Center


The City of Wilsonville is hosting a family-friendly bilingual community kick-off event for the Wilsonville Town Center Plan on Tuesday, Feb. 28, 5:30–8:00 p.m., at City Hall, 29799 SW Town Center Loop East, in Wilsonville.

The event is open to all community members, including among others, youth and Spanish-speaking households with Spanish interpretation services to be provided... [See More](#)



👍 Like    💬 Comment

Tod Blankenship and Laura Graham like this.

 **Wilsonville - Local Government** shared their event  
February 27 · 🌐

Community Kick-Off Event for Wilsonville Town Center Plan

The City of Wilsonville is hosting a family-friendly, bilingual Community Kick-Off Event for the Wilsonville Town Center Plan tomorrow, Tuesday, Feb. 28, 5:30–8:00 p.m., at City Hall, 29799 SW Town Center Loop West, Wilsonville.


The event includes a variety of activities for people of all ages with opportunities for youth and Spanish-speaking community members. Doors open for the event at 5:30 p.m., and at 6:00 p.m. th... [See More](#)



**FEB 28** **Wilsonville Town Center Community Kick-Off Event**  
Tue 5:30 PM PST · 29799 SW Town Center Loop E, Wilsonville, OR...  
35 people interested

👍 Like    💬 Comment

Clackamas SWCD and Donna Atkinson like this.

 **Wilsonville - Local Government**  
February 24 · Wilsonville · 🌐

City Offers Many Ways to Learn About and Provide Input on the Town Center Plan

On Tuesday, Feb. 28, the City of Wilsonville is beginning the public-involvement phase of the Wilsonville Town Center Plan. The plan seeks to establish a community-driven vision, goals and a strategic plan for Wilsonville's Town Center that is to be informed by active and consistent community engagement and public feedback.

The first major public event for the project is a family-friendly, bilingua... [See More](#)



👍 Like    💬 Comment

Christopher Shotola-Hardt, Timothy Doyle and Natasha Haas-Williams like this.

# Online Survey (Vision)

 **Wilsonville - Local Government**  
March 1 · 🌐


The City of Wilsonville has launched an online survey for community members and other stakeholders to provide input on and to help plan the future of the Wilsonville Town Center area. Participate in the interactive survey here: <https://maptionnaire.com/en/2178/>



**Wilsonville TOWN CENTER PLAN**

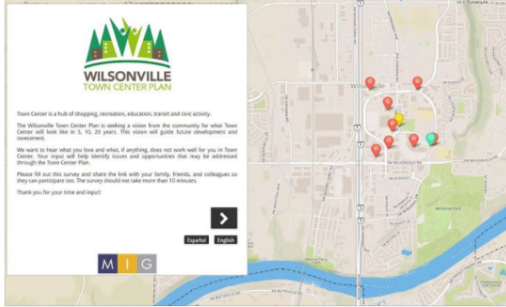
Like Comment

Judy Parker and Donna Atkinson like this.

 **Wilsonville - Local Government**  
March 17 · 🌐

There is Still Time to Take the Wilsonville Town Center Survey


The online interactive survey the City launched in early March to gather community member and stakeholder feedback for the Wilsonville Town Center Plan remains open until Friday, March 31. The survey, which is linked to at the bottom of this post, asks participants to identify current locations within Town Center where the community eats, works, plays, shops or visits and also to identify any locations where the participants feel an improvement or change would enhance the area. Take the survey here: <https://maptionnaire.com/en/2178/>



Like Comment

Brooke Fossati and Kate Johnson like this.


2 shares

 **Wilsonville - Local Government**  
March 28 · 🌐

There is still time to tell the City how you want Wilsonville's Town Center to look, function, and feel in the future!

Take this interactive survey and share it with your friends and family in the community before Monday, April 31

¿Cómo ves el futuro del centro de Wilsonville? ... See More



**Wilsonville Town Center Plan**

Town Center is a hub of shopping, recreation, education, transit and civic activity. The Wilsonville Town Center Plan is seeking a vision from the community for what Town Center will look like in 5, 10, 20 years. This vision will guide future deve...

MAPTIONNAIRE.COM

Like Comment Share

Pamela Duncan, Sixteen Ramos, Cliff Hewlett and 24 others like this. Chronological ·

24 shares

 **Wilsonville - Local Government**  
March 31 · 🌐

There are still a few days left to tell the City how you want Wilsonville's Town Center to look, function, and feel in the future!

Take this interactive survey and share it with your friends and family in the community before it closes on Sunday, April 21 Kids are encouraged to take the survey too!

¿Cómo ves el futuro del centro de Wilsonville? ...

Take the survey now at: <https://maptionnaire.com/en/2178/>

Like Comment

 **Wilsonville - Local Government**  
April 2 · 🌐

There are still a few hours left to tell the City how you want Wilsonville's Town Center to look, function, and feel in the future!

Take this interactive survey and share it with your friends and family in the community before the survey closes at midnight tonight.

Kids are encouraged to take the survey too!... See More

Like Comment

Miranda Bateschell likes this.



# Online Survey (Vision) (p.2)



**Wilsonville - Local Government**

April 10 · 🌐

Thank you for participating in the Wilsonville Town Center interactive survey. We received almost 1,000 responses and lots of thoughtful, valuable input from our community. If you missed the survey, you can still tell us your ideas!

What are your favorite places in Town Center? Our website has a special feature where you can add comments and photos on a map of Town Center. To submit your feedback go to [www.wilsonvilletowncenter.com/contact/](http://www.wilsonvilletowncenter.com/contact/)



👍 Like    💬 Comment

Kevin Ferrasci OMalley likes this.

2 shares



**Wilsonville - Local Government** shared their photo.

April 10 · 🌐

Thank you Wilsonville for all the feedback regarding the Town Center Plan and we encourage you to keep sharing!



**Wilsonville - Local Government**


April 10 · 🌐

Thank you for participating in the Wilsonville Town Center interactive survey. We received almost 1,000 responses and lots of thoughtful, valuable input from ou...  
[See More](#)

👍 Like    💬 Comment

Muna Kedir likes this.

# Question of the Month (April + May)

 **Wilsonville - Local Government**  
April 14 · 🌐

What type of restaurants would add the variety you desire in Wilsonville's Town Center? Share your opinion with the City at <http://www.wilsonvilletowncenter.com/>

**QUESTION OF THE MONTH**

**What type of restaurants would add the variety you desire in Town Center? (Select all that apply.)**

- Upscale, sit-down restaurants
- National chain restaurants
- Diverse, local restaurants
- Farm-to-table restaurants
- Food carts

**Vote**

View Results

👍 Like    💬 Comment

Chelse Nealeigh and McKenzie Swan like

View 3 more comments

 **Sandra Verner** Its working now  
April 15 at 10:44am

 **Sandra Verner** No more chains. No more burger joints. We have plenty already  
👍 1 · April 15 at 10:45am

 **Wilsonville - Local Government**  
April 28 · 🌐


Want to see different types of restaurants in Town Center? Answer the Question of the Month and share your opinion with the City at <http://www.wilsonvilletowncenter.com/>




👍 Like    💬 Comment

Lisa Zirngible Bell, Brooke Fossati and Donna Atkinson like this.    Chronological ·

 **Donna Atkinson** Here's your chance to let City of Wilsonville know what restaurants you would like to see in Town Center.  
<http://www.wilsonvilletowncenter.com/>  
April 28 at 4:49pm · Edited

 **Wilsonville - Local Government**  
May 24 · 🌐

Did you miss the Question of the Month? Visit <http://www.wilsonvilletowncenter.com/> and share your thoughts on what type of stores do you want to see in the Wilsonville Town Center!



**QUESTION OF THE MONTH**


**What type of stores do you feel would be good additions to the Wilsonville Town Center? (Select all that apply.)**

- Small, local, independent shops (e.g. coffee shop, bakery, gift shop)
- Large format national retail chains with a variety of

👍 Like    💬 Comment

Dona Sweetland likes this.    Chronological ·

2 shares

 **Reese Leyva** Thank you for asking!  
👍 1 · May 24 at 8:48pm

 **Wilsonville - Local Government**  
May 5 · 🌐

What type of stores do you want to see in the Wilsonville Town Center? Answer the Question of the Month and share your opinion with the City at <http://www.wilsonvilletowncenter.com/>



👍 Like    💬 Comment

Katie Dunham, Mackenzie Johnson and Natasha Haas-Williams like this.

2 shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
08/24/2017 2:25 pm	It's paving day at Kinsman Road!			1.7K	293 39	Boost Post
08/24/2017 9:42 am	County to stripe Stafford Road, Wilsonville Road Aug. 24-25 at n			1.1K	27 4	Boost Post
08/23/2017 11:18 am	Thank you Wilsonville Spokesman for the great article on our Blo			975	53 27	\$12.01 Left Boosted: \$2.99
08/21/2017 3:06 pm	Capture your favorite things and moments in Wilsonville's Town C			208	3 1	Boost Post
08/17/2017 7:45 pm	Last chance, time is running out! You only have until August 20th			1.5K	136 15	View Results Boosted: \$15.00
08/17/2017 3:17 pm	Wilsonville - Local Government's cover photo			248	19 4	Boost Post
08/17/2017 2:56 pm	Thank you to everyone who participated in the Town Center Com			607	76 18	Boost Post
08/17/2017 10:51 am	Wow! What a crowd we had last night at Town Center Park. Than			1.7K	590 49	Boost Post
08/17/2017 10:40 am	For the Relay for Life event tonight, August 17th, the Town Center			306	8 2	Boost Post
08/16/2017 12:01 pm	Today's the day! Come to the Community Block Party at Town Ce			1K	62 17	Boost Post
08/15/2017 4:28 pm	Courtside Drive in front of Town Center fountains will be closed o			751	59 6	Boost Post
08/14/2017 10:57 am	Its almost time...for the 1st Annual Wilsonville Community Block			864	40 37	View Results
08/11/2017 9:11 pm	Join us Wednesday August 16th at Town Center Park for the Com			3.2K	58 44	View Results Boosted: \$10.00
08/11/2017 8:21 am	Short Term Host Families Needed- Wilsonville Sister City Associa			2.8K	208 53	\$5.44 Left Boosted: \$14.56
08/10/2017 9:12 am	UPDATE - Street Maintenance August 22 - 25 and Monday August			3.4K	466 55	Boost Post
08/09/2017 12:19 pm	City Encourages Residents, Businesses and Commuting Workers			4.4K	645 77	Boost Post
08/08/2017 2:26 pm	In February of this year, City Council and City Staff held a two day			357	11 1	Boost Post
08/08/2017 11:29 am	Under Mayor's Business at last night's City Council meeting the M			770	34 8	Boost Post

08/04/2017 6:00 pm	Nick won a 1-year membership to Edge Fitness by taking the To	803	13 5	<a href="#">Boost Post</a>
08/03/2017 3:52 pm	What do you want the future of Wilsonville Town Center to look li	5.6K	488 98	<a href="#">View Results</a> Boosted: \$50.00
08/03/2017 3:12 pm	Capture your favorite things and moments in Wilsonville's Town C	438	9 2	<a href="#">Boost Post</a>
08/03/2017 1:01 pm	Headed to Fun in the Park this Saturday? Stop by the SMART Tr	406	25 4	<a href="#">Boost Post</a>
08/01/2017 4:04 pm	PGE Reports Power Outage in Parts of Wilsonville on Aug. 1 PG	3.3K	389 39	<a href="#">Boost Post</a>
07/31/2017 2:20 pm	MEDIA RELEASE For Immediate Release July 31, 2017 CONTA	3.4K	539 57	<a href="#">Boost Post</a>
07/31/2017 12:54 pm	Wilsonville Library Serves as a "Cooling Center" During Heat W	2.4K	114 54	<a href="#">Boost Post</a>
07/31/2017 10:26 am	It's going to be warm tomorrow, but the free summer lunch is still	690	76 13	<a href="#">Boost Post</a>
07/31/2017 7:21 am	Thursday's concert with Tracey Fordice postponed due to extre	1.7K	39 18	<a href="#">Boost Post</a>
07/27/2017 8:21 am	What do you want the future of Wilsonville Town Center to look li	2.1K	153 26	<a href="#">Boost Post</a>
07/26/2017 9:43 am	It's another Walk Wednesday Walk @ Lunch day. Join us at Noon	287	4 2	<a href="#">Boost Post</a>
07/25/2017 9:40 am	City of Wilsonville MEDIA RELEASE For Immediate Release Jul	2.2K	385 15	<a href="#">Boost Post</a>
07/21/2017 5:17 pm	Boeckman Road West of 95th Avenue Reopens July 25 Boeckm	2.7K	562 121	<a href="#">Boost Post</a>
07/21/2017 2:46 pm	We have two winners this week for our Facebook Like Us contes	233	12 13	<a href="#">Boost Post</a>
07/20/2017 5:06 pm	Happy Summer Break! Don't forget to answer the Wilsonville To	1.4K	45 4	<a href="#">Boost Post</a>
07/20/2017 1:17 pm	Nature through a different lens: Gain an understanding of basic	479	14 4	<a href="#">Boost Post</a>
07/20/2017 8:22 am	Sneak Peek at the Community Block Party Fun! Table Tennis, Be	2.9K	265 60	<a href="#">View Results</a> Boosted: \$10.00
07/19/2017 1:33 pm	Johnny Limbo & the Lugnuts --- Wilsonville Rotary Summer Conc	429	24 13	
07/19/2017 10:22 am	Council Approves Frog Pond West Master Plan and Declares Aug	409	32 2	<a href="#">Boost Post</a>

07/18/2017 5:19 pm	Council Approves Frog Pond We st Master Plan and Declares Aug	1K	59 10	Boost Post
07/17/2017 12:12 pm	Wednesday, July 19, 2017. Walk Wednesday-Walk @ Lunch Meet	323	5 1	Boost Post
07/14/2017 10:53 am	Stop by the City information boot h and show us that you have like	357	21 11	View Results
07/14/2017 10:05 am	Join Wilsonville Kiwanis on July 29th for the 13th Annual Kiwanis	320	8 5	Boost Post
07/13/2017 2:20 pm	We need three more people to si gn up to donate blood on Saturd	1.6K	57 7	Boost Post
07/12/2017 8:03 am	This years Community Health Fa ir will feature entertainment in ad	272	13 4	
07/11/2017 10:14 am	Walk Wednesday: Fred Meyer	233	5 4	
07/10/2017 2:51 pm	Join us Saturday from 9-1 pm at Town Center Park for our Comm	634	24 18	
07/07/2017 12:42 pm	Capture your favorite things and moments in Wilsonville's Town C	281	4 0	View Results Boosted: \$3.52
07/06/2017 3:26 pm	Happy Summer Break! Don't for get to answer the Question of th	1.5K	63 10	Boost Post
07/05/2017 3:40 pm	City Launches New 'ExploreWils onville.com' Tourism Website Th	1.1K	56 20	Boost Post
07/05/2017 8:43 am	Art Exhibit at CCC Wilsonville Be ginning today, July 5 with an ope	581	11 2	Boost Post
07/03/2017 2:02 pm	Clackamas County to Restripe M ajor Roadways in Wilsonville on	2.8K	312 18	Boost Post
06/29/2017 3:14 pm	Studies show that owning a dog encourages a more active lifestyl	544	8 2	View Results Boosted: \$8.00
06/28/2017 10:35 am	Community Health Fair	309	8 6	
06/28/2017 9:19 am	¡Cascos gratuitas para ciclistas jó venes! 15 de Julio, 9 am – 1 pm,	276	10 2	
06/27/2017 2:13 pm	Thank You to all of you who atte nded the Town Center Plan Desi	465	164 2	Boost Post
06/26/2017 4:23 pm	Only a Few Days Left to Comple te Wilsonville Parks & Recreatio	1.4K	32 10	Boost Post
06/26/2017 2:30 pm	Tomorrow is the day! The official launch of Summer Lunch 2017!	247	11 1	Boost Post

06/26/2017 9:10 am	Morgan Road to be closed at To nquin Road from July 7-10 to im	835	31 2	Boost Post
06/25/2017 6:00 pm	We hope to see you and your fa mily at the Wilsonville Town Cent	649	19 1	Boost Post
06/23/2017 11:31 am	MacArthur Statue to be Unveiled on Saturday at Korean War Rem	1.4K	47 12	Boost Post
06/23/2017 10:43 am	An important reminder about DM V Disabled Parking Permits and	2K	135 27	Boost Post
06/22/2017 5:09 pm	Wilsonville Public Library Serves as a "Cooling Center" During We	2.2K	88 60	Boost Post
06/22/2017 3:57 pm	Hey folks, the Wilsonville Farmer s Market will be served by a SM	174	4 1	Boost Post
06/22/2017 3:31 pm	Congratulations to Clackamas C ounty Sheriff's Office's Patrick Fi	2.1K	203 33	Boost Post
06/21/2017 3:52 pm	Wilsonville - Local Government s hared Wilsonville Parks and Re	208	10 2	Boost Post
06/21/2017 12:42 pm	Congratulations to the 2017 Wils onville Citizens Academy Gradu	1.2K	46 8	Boost Post
06/21/2017 11:02 am	Join us for Walk at Lunch today!	156	2 2	Boost Post
06/20/2017 5:20 pm	What's next for Wilsonville Town Center? Check out this short vid	3.5K	222 46	Boost Post
06/19/2017 5:05 pm	Let your voice be heard! Wilsonv ille Parks and Rec is undergoing	250	5 1	Boost Post
06/16/2017 6:02 pm	Boeckman Road west of Staffor d/Wilsonville Road has reopened	2.6K	208 56	Boost Post
06/16/2017 4:11 pm	Have you answered the Wilsonvi lle Town Center Question of the	1.5K	169 5	Boost Post
06/16/2017 10:16 am	Help Shape the Future Look and Feel of Town Center at Design W	1.7K	57 13	Boost Post
06/14/2017 3:22 pm	What are your favorite things ab out living/working/playing in the t	764	13 1	Boost Post
06/14/2017 2:36 pm	What are your favorite things ab out living/working/playing in the t	380	10 4	Boost Post
06/14/2017 12:20 pm	Wilsonville Releases 2017 Annu al Water Quality Report WILSON	287	21 4	Boost Post
06/14/2017 12:15 pm	Wilsonville - Local Government s hared Wilsonville Parks and Re	225	8 1	Boost Post


06/13/2017 5:05 pm	The Wilsonville Post Office is holding a Passport Fair on Saturday	797	84 14	Boost Post
06/13/2017 4:06 pm	The new roundabout that is under construction at Boeckman and	1.2K	182 18	Boost Post
06/07/2017 1:58 pm	Wilsonville - Local Government shared SMART Transit, Wilsonville	234	18 2	Boost Post
06/07/2017 1:03 pm	Congratulations to Wilsonville High School's Girls Golf Team for	1.3K	99 23	Boost Post
06/07/2017 8:34 am	Wilsonville - Local Government shared SMART Transit, Wilsonville	115	1 0	Boost Post
06/05/2017 4:00 pm	Town Center Design Workshop Join us! The City of Wilsonville is i	287	21 3	Boost Post
06/01/2017 3:30 pm	Two-Week Boeckman Road Closure Begins this Saturday Boeck	2.7K	166 19	Boost Post
05/31/2017 11:01 am	Come join Walk Smart for a lunch time walk at Charbonneau Cou	197	3 2	Boost Post
05/30/2017 4:39 pm	Summer Events Poster Features Free Local Events The City of Wi	612	81 13	Boost Post
05/30/2017 3:41 pm	The City's Parks and Recreation staff found a lost kitty near Town	1.3K	68 11	Boost Post
05/26/2017 8:26 am	City to Perform Annual Water Main Flushing in June In June the C	1.8K	70 6	Boost Post
05/25/2017 2:08 pm	There are just four more shows of Wilsonville High School Theat	763	12 2	Boost Post
05/25/2017 10:04 am	The new roundabout at Kinsman and Boeckman Roads is on sche	2.8K	442 48	Boost Post
05/24/2017 4:00 pm	Did you miss the Question of the Month? Visit <a href="http://www.wilsonville.gov">http://www.wilsonville.gov</a>	1.2K	71 6	Boost Post
05/24/2017 12:55 pm	We all love our four legged family members, here is a great way t	374	11 6	Boost Post
05/23/2017 2:42 pm	City Receives 20th Consecutive Annual Financial Reporting Awar	206	4 2	Boost Post
05/23/2017 2:07 pm	Wilsonville - Local Government shared SMART Transit, Wilsonville	114	3 0	Boost Post
05/23/2017 9:43 am	Boeckman Road West of Stafford/Wilsonville Roads Intersection	3.2K	336 36	Boost Post
05/22/2017 3:12 pm	Thanks Xerox's Community Involvement Program for donating fun	387	16 6	Boost Post

05/22/2017 11:36 am	Thank you Republic Services and Metro for a successful Bulky Waste	407	89 5	Boost Post
05/22/2017 10:27 am	Clackamas Community College –Wilsonville Campus wants your	2.1K	71 4	Boost Post
05/22/2017 8:48 am	French Prairie Bridge Project Task Force Meets Tonight to Finalize	2.4K	271 1	Boost Post
05/19/2017 3:28 pm	Advance Road Reopened Today at 2 pm! Advance Road, east of t	3K	335 49	Boost Post
05/18/2017 10:00 am	Save-The-Date: City of Wilsonville Community Block Party-Augus	0	0 0	
05/18/2017 9:59 am	Save-The-Date: City of Wilsonville Community Block Party-Augus	220	4 7	Boost Post
05/18/2017 9:29 am	Had a great turn out again for Walk at lunch yesterday on the Me	259	13 3	Boost Post
05/17/2017 3:57 pm	Got bulky waste? If so check out Bulky Waste Day which is this S	2.3K	139 19	Boost Post
05/16/2017 1:32 pm	Get Hired by the City of Wilsonville The City of Wilsonville is curre	1.9K	112 5	Boost Post
05/16/2017 1:27 pm	Join us for Walk Wednesday, tomorrow, May 17, 2017! Meet at t	139	3 1	Boost Post
05/15/2017 5:46 pm	City of Wilsonville French Prairie Bridge Project Task Force to Fin	837	31 1	Boost Post
05/15/2017 10:04 am	Come see us on Saturday! The City of Wilsonville is HIRING! Ful	171	6 0	
05/12/2017 8:38 am	Wilsonville's finest Public Works employees reunite ducklings wit	1.1K	217 51	Boost Post
05/11/2017 10:51 am	Have you ever considered hosting a foreign exchange student? T	2.3K	107 53	Boost Post
05/08/2017 12:24 pm	The City of Wilsonville is HIRING! Full Time, Part Time, and Sea	214	5 1	Boost Post
05/05/2017 4:09 pm	What type of stores do you want to see in the Wilsonville Town Ce	4.1K	681 72	Boost Post
05/05/2017 10:41 am	The City of Wilsonville is HIRING! Full Time, Part Time, and Sea	0	0 0	View Results
05/05/2017 9:18 am	The City of Wilsonville is HIRING! Full Time, Part Time, and Sea	4.3K	331 40	Boost Post
05/04/2017 3:49 pm	Local businesses team up to host blood drive and offer a free coff	245	7 6	Boost Post



05/04/2017 1:22 pm	Save The Date! 2nd Annual Community Health Fair hosted by t	0	0	<a href="#">View Results</a>
05/03/2017 4:12 pm	Wilsonville - Local Government s hared Wilsonville Library's video.	202	12 5	<a href="#">Boost Post</a>
05/03/2017 11:06 am	Work Force Needs Roundtable S ession-May 10th Join Us! For a	736	22 9	<a href="#">View Results</a> Boosted: \$10.00
05/01/2017 3:39 pm	Wilsonville High School Theatre i nvites you to attend! Pride And P	393	14 9	<a href="#">Boost Post</a>
04/28/2017 4:25 pm	Rite Aid Plant Sale Benefits Doe rnbecher's Children's Hospital T	1.5K	15 6	<a href="#">Boost Post</a>
04/28/2017 4:08 pm	Want to see different types of res taurants in Town Center? Answer	1.8K	61 10	<a href="#">Boost Post</a>
04/27/2017 5:22 pm	Advance Road East of Stafford/ Wilsonville Roads Closed April 2	1.8K	82 6	<a href="#">Boost Post</a>
04/27/2017 8:44 am	Do you ever feel guilty for throwi ng away food? Americans toss o	208	10 3	<a href="#">Boost Post</a>
04/26/2017 5:09 pm	Railroad Maintenance Requires Daytime Closure of 5th Street Cr	697	9 0	<a href="#">Boost Post</a>
04/26/2017 3:24 pm	Are you interested in learning m ore about taking public transport	312	5 1	<a href="#">View Results</a> Boosted: \$3.66
04/26/2017 2:09 pm	Wilsonville - Local Government s hared Wilsonville Library's post.	132	3 0	<a href="#">Boost Post</a>
04/25/2017 4:44 pm	Every Wednesday from April 26 t hrough September 27 SMART st	1.8K	124 64	<a href="#">View Results</a> Boosted: \$42.00
04/24/2017 4:49 pm	Today the City's Road Superviso r, Annie Gray, rescued these duc	915	21 30	<a href="#">Boost Post</a>
04/21/2017 4:47 pm	Boeckman Road West of 95th A venue At Kinsman Closes Mond	3.2K	259 29	<a href="#">Boost Post</a>
04/21/2017 12:31 pm	City Partners with Clackamas Co mmunity College to Host Workfor	1.3K	30 2	<a href="#">Boost Post</a>
04/21/2017 12:11 pm	The Wilsonville Citizens Academ y participated in tours of the Wat	328	89 9	<a href="#">Boost Post</a>
04/21/2017 11:22 am	Tomorrow is Earth Day! Here are some ways you can help our pla	658	7 1	<a href="#">Boost Post</a>
04/20/2017 10:38 am	Come tonight and share your ide as for the future of Wilsonville's	98	2 2	<a href="#">Boost Post</a>
04/20/2017 9:21 am	The Holistic Health Fair is this S aturday!	69	0 0	

04/20/2017 9:06 am	A Town Hall with Rep Rich Vial, Sen Kim Thatcher and Rep Bill K	1.3K	8 2	Boost Post
04/18/2017 5:13 pm	You are invited to come to City H all, Thursday night, 6-8 pm, to h	166	6 0	Boost Post
04/18/2017 5:09 pm	City Celebrates the High School Boys Basketball Team, Arbor Da	857	36 6	Boost Post
04/18/2017 9:49 am	City Now Accepting Applications for Library Board and Tourism Pr	208	7 0	Boost Post
04/14/2017 6:00 pm	What type of restaurants would a dd the variety you desire in Wils	2.2K	446 19	Boost Post
04/14/2017 4:35 pm	The Community Shredding Even t is next Saturday!	1.9K	55 27	Boost Post
04/14/2017 9:45 am	Last night the City honored long time City volunteers with dinner	337	77 6	Boost Post
04/11/2017 3:40 pm	Last Friday the 2017 Wilsonville Leadership Academy took a trip	285	47 2	Boost Post
04/10/2017 3:23 pm	Thank you Wilsonville for all the f eedback regarding the Town Ce	243	16 1	Boost Post
04/10/2017 3:22 pm	Thank you for participating in the Wilsonville Town Center interacti	2K	105 12	Boost Post
04/07/2017 3:52 pm	Please join us for the 4th Annual Holistic Health Fair (formerly Sp	164	3 6	
04/06/2017 7:00 pm	Bell Road slide repairs schedule d to begin April 10 Clackamas C	734	22 2	Boost Post
04/06/2017 4:21 pm	The WLWV District Art Show is t his Saturday, April 8, 4-8 pm at t	779	12 7	Boost Post
04/06/2017 11:34 am	Put The Phone Away While Drivi ng Drive to Zero reminds you tha	190	3 4	Boost Post
04/06/2017 8:40 am	State Legislators Hold Town Hall on Thursday, April 20, 6:30 pm,	753	18 4	Boost Post
04/05/2017 2:43 pm	Saturday, April 15, 2017 10:00 A M Memorial Park Ball Fields Age	1.8K	41 24	Boost Post
04/04/2017 2:06 pm	The 2017 Bike More Challenge k icks off May 1st! REGISTRATIO	149	1 0	Boost Post
04/03/2017 8:54 am	Thanks to everyone on Saturday who participated in the Volunteer	324	56 4	Boost Post
04/02/2017 6:00 pm	There are still a few hours left to tell the City how you want Wilson	220	6 1	Boost Post

03/31/2017 12:59 pm	There are still a few days left to tell the City how you want Wilsonville	232	90	Boost Post
03/31/2017 10:20 am	Help Support Trees and Bees in April! To further promote Wilsonville	1.4K	7824	Boost Post
03/28/2017 8:34 am	There is still time to tell the City how you want Wilsonville's Town	5.2K	31182	 <b>View Results</b> Boosted: \$50.00
03/27/2017 9:24 am	2017 Garden Registration Opens: Thursday, April 6th, 8:00am. Register now!	2.4K	10042	Boost Post
03/24/2017 11:56 am	Coming Up! Shred Day and Bulk Waste Day.	2.1K	24850	Boost Post
03/22/2017 9:38 am	City Council Adopts New Planning and Development Fee Schedule	214	71	Boost Post
03/20/2017 9:11 am	Intersection Construction at Boeckman/Stafford March 20-24 This Week	1.1K	315	Boost Post
03/17/2017 4:49 pm	The Future of Fiber Optics Network in Wilsonville The City of Wilsonville	1.3K	785	Boost Post
03/17/2017 2:57 pm	On 03-01-2017, GenZe launched a Ride It Forward Campaign, with the goal of increasing awareness of the importance of safe driving and the consequences of distracted driving.	180	31	Boost Post
03/17/2017 12:08 pm	There is Still Time to Take the Wilsonville Town Center Survey This Week!	1.7K	10913	Boost Post
03/16/2017 2:47 pm	SMART is hiring! Do you know someone who would like to drive for us?	892	242	Boost Post
03/16/2017 2:12 pm	Paving work scheduled for I-5 near Wilsonville	686	6913	Boost Post
03/15/2017 2:04 pm	Fiber in Wilsonville - Business Leaders Discussion It is not too late to share your thoughts!	864	2110	Boost Post
03/14/2017 8:31 am	City Seeks Business Community Input on Developing a Publicly-Owned Community Center	75	20	Boost Post
03/13/2017 2:53 pm	WHS Robotics Team at McMenamins Old Church and Pub. Tonight!	820	113	Boost Post
03/10/2017 3:20 pm	Good luck to the Wilsonville Wildcats who are playing tonight for the first time!	204	03	Boost Post
03/10/2017 8:38 am	Good news bicyclists! We now have a bicycle repair station available!	253	216	Boost Post
03/09/2017 10:42 am	English Under The Arches is an employee program offered by McMenamins Old Church and Pub.	343	135	Boost Post
03/08/2017 3:31 pm	Wilsonville's HEAL program has been selected as a Master Thesis project!	835	297	Boost Post

03/08/2017 3:00 pm	French Prairie Bridge Project On line Open House Closes March	1.7K	92 7	Boost Post
03/07/2017 3:35 pm	Bell Road Repair Planned for Ap ril Clackamas County plans to re	1.7K	48 8	Boost Post
03/07/2017 2:40 pm	City Seeks Business Community Input on Developing a Publicly-O	1K	41 9	Boost Post
03/06/2017 5:10 pm	At 7 pm you can watch the Mayo r's State of the City Address live	1.4K	32 5	Boost Post
03/06/2017 11:40 am	Planning Commission Meeting A genda Update On Wednesday,	992	13 0	Boost Post
03/06/2017 11:14 am	We hope you will join us tonight as Wilsonville Mayor Tim Knapp	513	19 5	Boost Post
03/03/2017 8:04 am	Boones Ferry Messenger Correc tion: The Wilsonville Public Libra	807	37 3	Boost Post
03/01/2017 5:38 pm	The City of Wilsonville has launc hed an online survey for commu	1.8K	118 9	Boost Post
03/01/2017 11:06 am	City Receives Award for Distingu ished Budget Presentation For th	232	5 2	Boost Post
02/28/2017 3:01 pm	City Welcomes New Transit Dire ctor Dwight Brashear (left) and N	819	15 3	Boost Post
02/27/2017 4:46 pm	Community Kick-Off Event for Wi lsonville Town Center Plan The	140	11 2	Boost Post
02/27/2017 2:15 pm	Wilsonville - Local Government s hared Rotary Club of Wilsonvill	199	4 4	Boost Post
02/27/2017 10:33 am	Congratulations to Mayor Tim Kn app for being named the Rotary	171	4 4	Boost Post
02/24/2017 3:36 pm	Have you heard about the Frenc h Prairie Bridge Project? Watch t	2.3K	256 23	Boost Post
02/24/2017 3:04 pm	City Offers Many Ways to Learn About and Provide Input on the T	632	50 8	Boost Post
02/24/2017 9:28 am	Health and wellness vendors ne eded for the Holistic Health Fair	185	6 1	Boost Post
02/23/2017 5:30 pm	French Prairie Bridge Project A b ig thank you to those of you who	308	124 3	Boost Post
02/22/2017 3:03 pm	Don't Miss Tonight's Open Hous e For the French Prairie Bridge	1K	85 8	Boost Post
02/22/2017 8:02 am	Town Center Loop West Reopen ed As of 11:00 pm last night the	480	38 7	Boost Post

02/21/2017 3:06 pm	Wilsonville Mayor to Present "2017 State of the City" Address on	548	44 7	Boost Post
02/21/2017 2:58 pm	Flooding along Town Center Loop West. All four lanes are closed	2.9K	1.4K 154	Boost Post
02/21/2017 2:26 pm	Town Center Loop West Near Fry's is closed due to flooding. Town	794	87 15	Boost Post
02/19/2017 12:01 am	All City offices will be closed on Monday February 20th for President	707	14 0	Boost Post
02/17/2017 2:18 pm	Youth and Spanish-Speaking Households Invited to Help Plan the	1.2K	70 9	Boost Post
02/16/2017 5:32 pm	Wilsonville - Local Government shared Clackamas County, Oregon	199	33 0	Boost Post
02/16/2017 5:32 pm	Wilsonville - Local Government shared Clackamas County, Oregon	286	38 2	Boost Post
02/16/2017 11:40 am	City Hosts French Prairie Bridge Project Open House on Feb. 22	1.5K	154 11	Boost Post
02/16/2017 10:46 am	Monday February 20th all City Offices will be closed for President	150	1 0	Boost Post
02/14/2017 3:20 pm	The Wilsonville Public Library just turned 35.	315	40 9	Boost Post
02/13/2017 3:45 pm	New Transit Director Named for South Metro Area Regional Transit	807	27 3	Boost Post
02/13/2017 3:37 pm	February is food for fines month and the Wilsonville Public Library	166	1 2	Boost Post
02/09/2017 5:41 pm	How do you want Wilsonville's Town Center to look, function, and	172	1 1	Boost Post
02/08/2017 2:17 pm	The City of Wilsonville's phone and email systems that went down	457	12 6	Boost Post
02/08/2017 9:59 am	Wilsonville - Local Government shared Jon Gail's post.	167	18 2	Boost Post
02/07/2017 2:15 pm	Wilsonville - Local Government shared Clackamas County, Oregon	159	7 0	Boost Post
02/06/2017 1:28 pm	Time to shine the spotlight on our SMART riders via Facebook. Please	154	1 0	Boost Post
02/03/2017 6:55 am	WEATHER ALERT 2/3: Parks and Recreation/Community Center	140	3 0	Boost Post
02/03/2017 4:38 am	February is Food For Fines month at Wilsonville Library! Reduce	162	3 0	Boost Post

02/02/2017 4:00 pm	What is the future of Wilsonville Town Center? The City wants to	1.2K	67 13	Boost Post
02/01/2017 1:45 pm	What is the future of Town Center? The City wants to hear your id	465	14 15	Boost Post
01/30/2017 12:38 pm	Thank you to all who provided input on the City of Wilsonville Tra	246	11 1	Boost Post
01/27/2017 11:44 am	Wilsonville Town Center Plan Holds Kick-Off Event on Feb. 28 Th	1.4K	217 12	Boost Post
01/25/2017 5:03 pm	Wilsonville - Local Government shared Clackamas County, Oregon	320	15 5	Boost Post
01/25/2017 5:01 pm	Wilsonville - Local Government's cover photo	106	32 2	Boost Post
01/25/2017 3:06 pm	The French Prairie Bridge Project, led by the City of Wilsonville, w	256	6 2	Boost Post
01/23/2017 1:11 pm	If you want to enjoy Fun in the Park this summer, be sure to chec	268	28 2	Boost Post
01/20/2017 3:25 pm	City Council Report for Jan. 19, 2017 On Jan. 19, 2017, the Wils	352	25 3	Boost Post
01/19/2017 2:31 pm	Last night the 2017 Wilsonville Citizens Academy got off to a grea	326	44 4	Boost Post
01/19/2017 12:36 pm	City of Wilsonville Logo	109	185 14	Boost Post
01/19/2017 10:02 am	Free microchipping, rabies vaccination for licensed dogs offered	1.7K	79 37	Boost Post
01/18/2017 10:52 am	Welcome Sydney! If you know someone who could use assistan	175	8 1	Boost Post
01/17/2017 5:15 pm	City Offers Free Sand and Sand bags to Residents The forecaste	829	11 3	Boost Post
01/17/2017 4:27 pm	Wilsonville - Local Government shared US National Weather Serv	366	69 3	Boost Post
01/17/2017 9:23 am	*Important Message From Our Public Works Crew* City Encoura	1.2K	257 28	Boost Post
01/17/2017 9:00 am	Classes & Lunch Cancelled - Jan 17 All Parks and Recreation cl	415	25 1	Boost Post
01/17/2017 8:09 am	Forecast from the National Weather Service. Limit driving as con	463	76 1	Boost Post
01/17/2017 7:51 am	West Linn-Wilsonville School District will be closed Tuesday, Janu	239	15 0	Boost Post