

stafford park

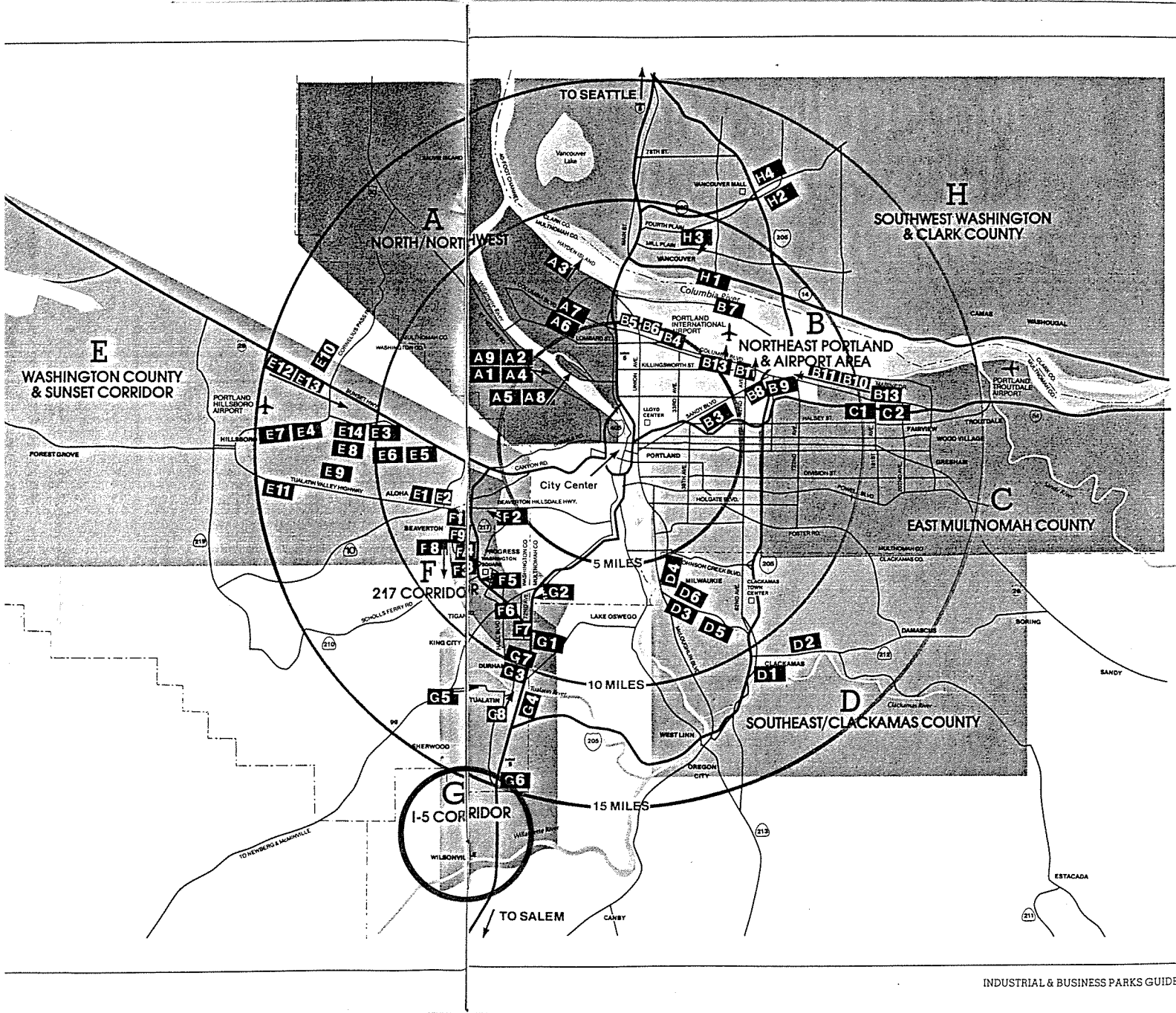
tektronix industries

ash meadows

wilsonville city center

THE I-5 CORRIDOR
**TOWNCENTER
WILSONVILLE**

PORTLAND METRO AREA



INDUSTRIAL & BUSINESS PARKS GUIDE

WILSONVILLE SOUTHWEST GATEWAY

ELEMENTS OF IDENTITY - IMAGE

EXTERNAL

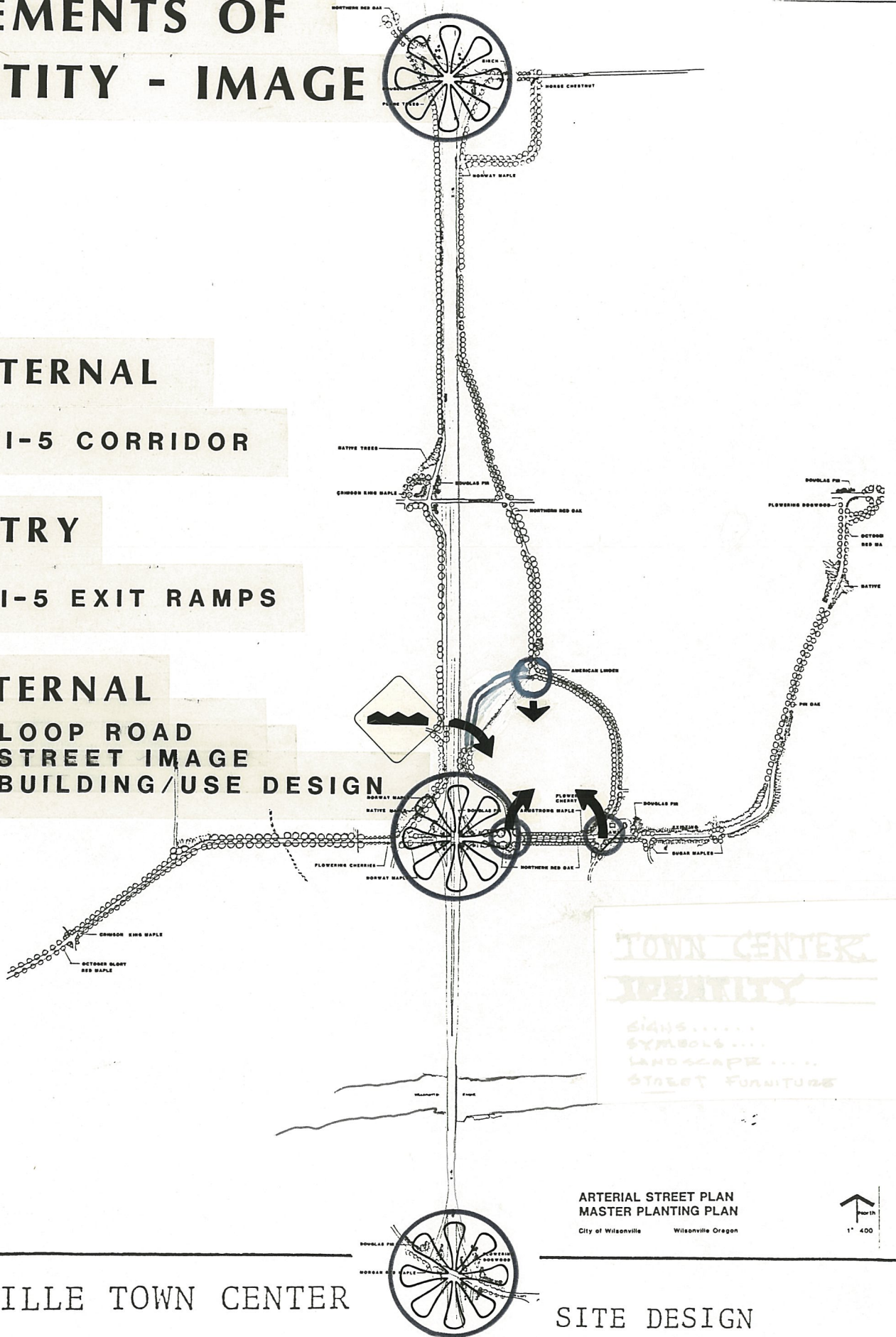
I-5 CORRIDOR

ENTRY

I-5 EXIT RAMP

INTERNAL

LOOP ROAD
STREET IMAGE
BUILDING/USE DESIGN



ARTERIAL STREET PLAN
MASTER PLANTING PLAN
City of Wilsonville Wilsonville Oregon



WILSONVILLE TOWN CENTER

SUBCOMMITTEE STUDY

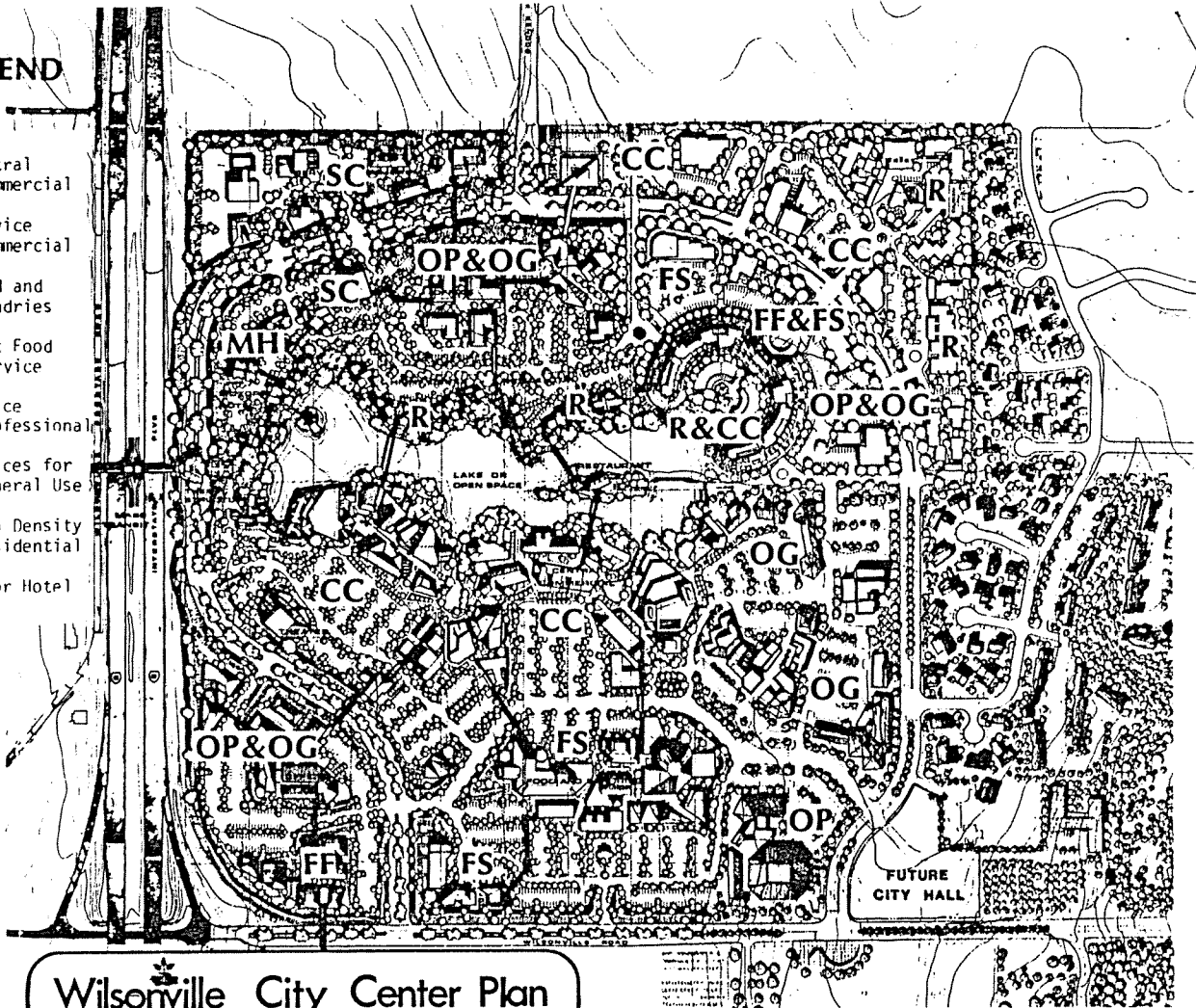
FISHER, WALLIN & LONG
ARCHITECTS PLANNERS

SITE DESIGN

STREET FURNITURE

LEGEND

- CC** Central Commercial
- SC** Service Commercial
- FS** Food and Sundries
- FF** Fast Food Service
- OP** Office Professional
- OG** Offices for General Use
- R** High Density Residential
- MH** Motor Hotel



Wilsonville City Center Plan

EXISTING MASTER PLAN

WILSONVILLE CITY CENTER
PERMITTED USES

The purpose of this zoning is to permit and encourage a City Center, adhering to planned commercial and planned development concepts, including provision for commercial services, sales of goods and wares, business and professional offices, department stores, shopping centers and other customer-oriented uses to meet the needs of the Wilsonville community as well as to meet the general shopping and service needs on an area-wide basis, together with such multiple family residential facilities, open space, recreational and park areas, and public uses facilities as may be approved as part of the City Center compatible with the Comprehensive Plan of the City.

Planned development permitted commercial uses, including department stores and shopping centers.

Banking and investment services.

Public facilities complex, Governmental offices, and facilities, hospitals, health centers and office complex for the furnishing of professional services, including but not restricted to medical, legal, architectural and engineering.

Planned multiple dwelling facilities, including motels, apartments and condominiums as may be approved by the Planning Commission.

Such other and further uses as may be approved by the Planning Commission compatible with the Comprehensive Plan.



NO. 5

INTERSTATE

NORTH - SOUTH

Benson Hotel
to
City Hall
(10 blocks)

EAST - WEST

PGE Willamette Ctr.
to
Park Blocks
(8 blocks)

AREA COMPARISON TO DOWNTOWN PORTLAND

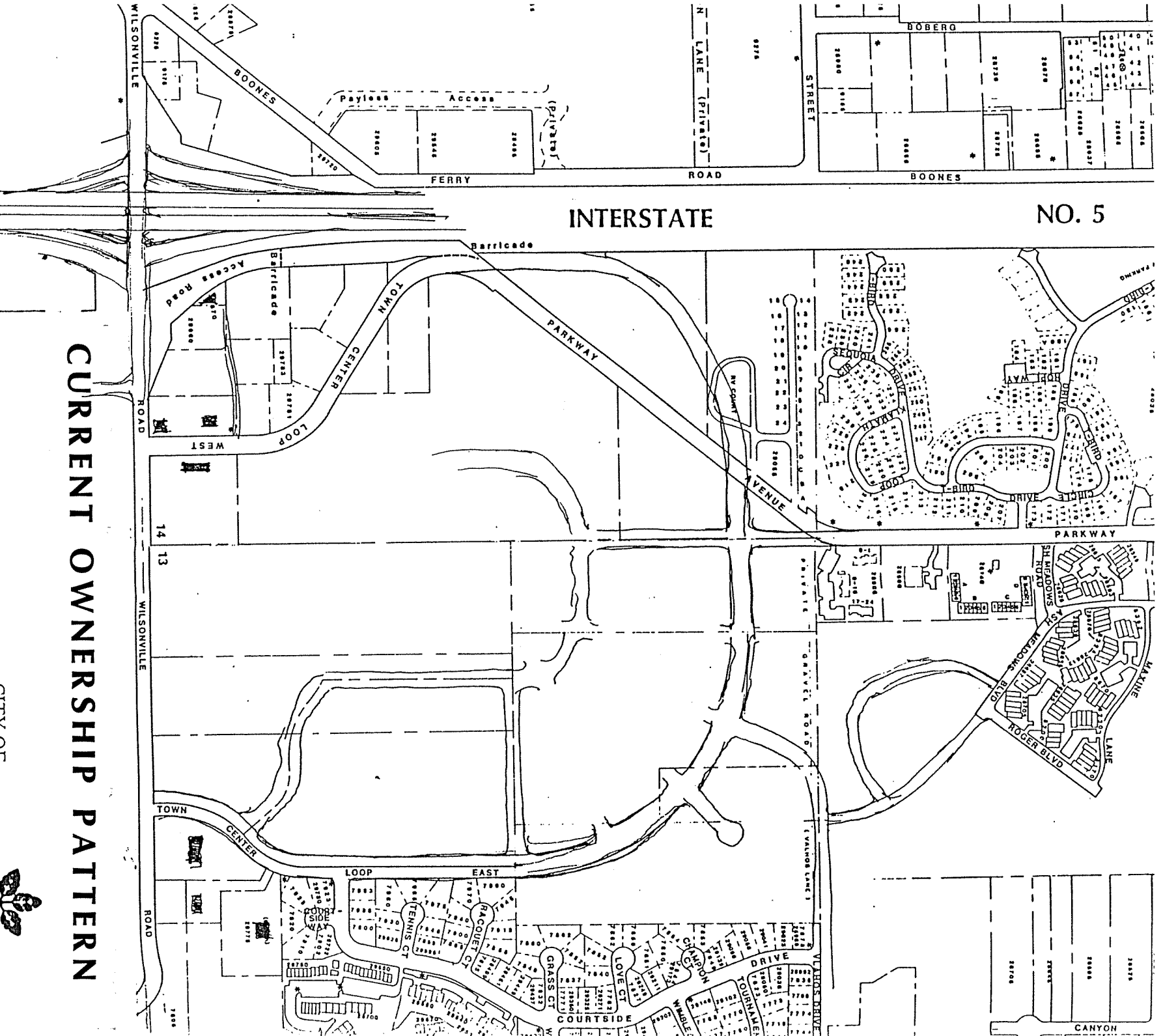
WILSONVILLE TOWN CENTER
SUBCOMMITTEE STUDY

FISHER, WALLIN & LONG
ARCHITECTS - PLANNERS

CITY OF



Wilsonville
P.O. Box 220 / Wilsonville, Oregon 97070
503 / 682-1011



CURRENT OWNERSHIP PATTERN

WILSONVILLE TOWN CENTER

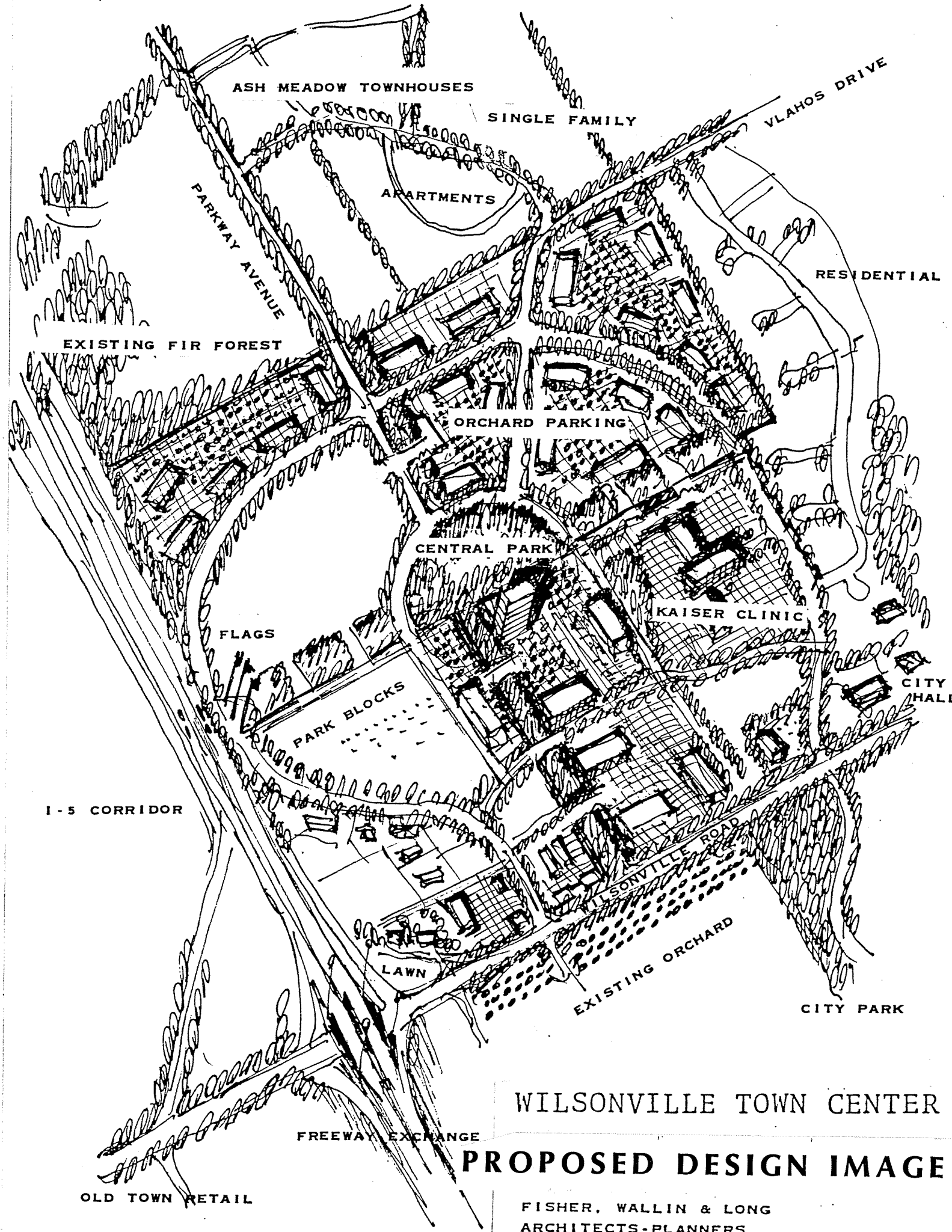
SUBCOMMITTEE STUDY

CITY OF



FISHER, WALLIN & LONG
ARCHITECTS-PLANNERS

P.O. Box 220 / Wilsonville, Oregon 9707C
503 / 682-1011



ASH MEADOW TOWNHOUSES

SINGLE FAMILY

VLAHOS DRIVE

APARTMENTS

PARKWAY AVENUE

RESIDENTIAL

EXISTING FIR FOREST

ORCHARD PARKING

CENTRAL PARK

KAISER CLINIC

FLAGS

CITY HALL

PARK BLOCKS

I-5 CORRIDOR

WILSONVILLE ROAD

LAWN

EXISTING ORCHARD

CITY PARK

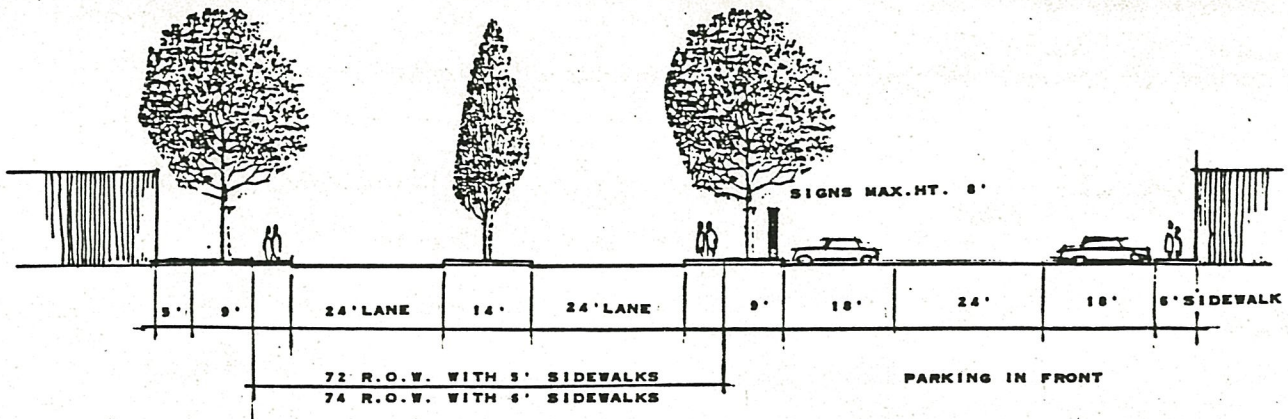
FREWAY EXCHANGE

WILSONVILLE TOWN CENTER

PROPOSED DESIGN IMAGE

OLD TOWN RETAIL

FISHER, WALLIN & LONG
ARCHITECTS-PLANNERS



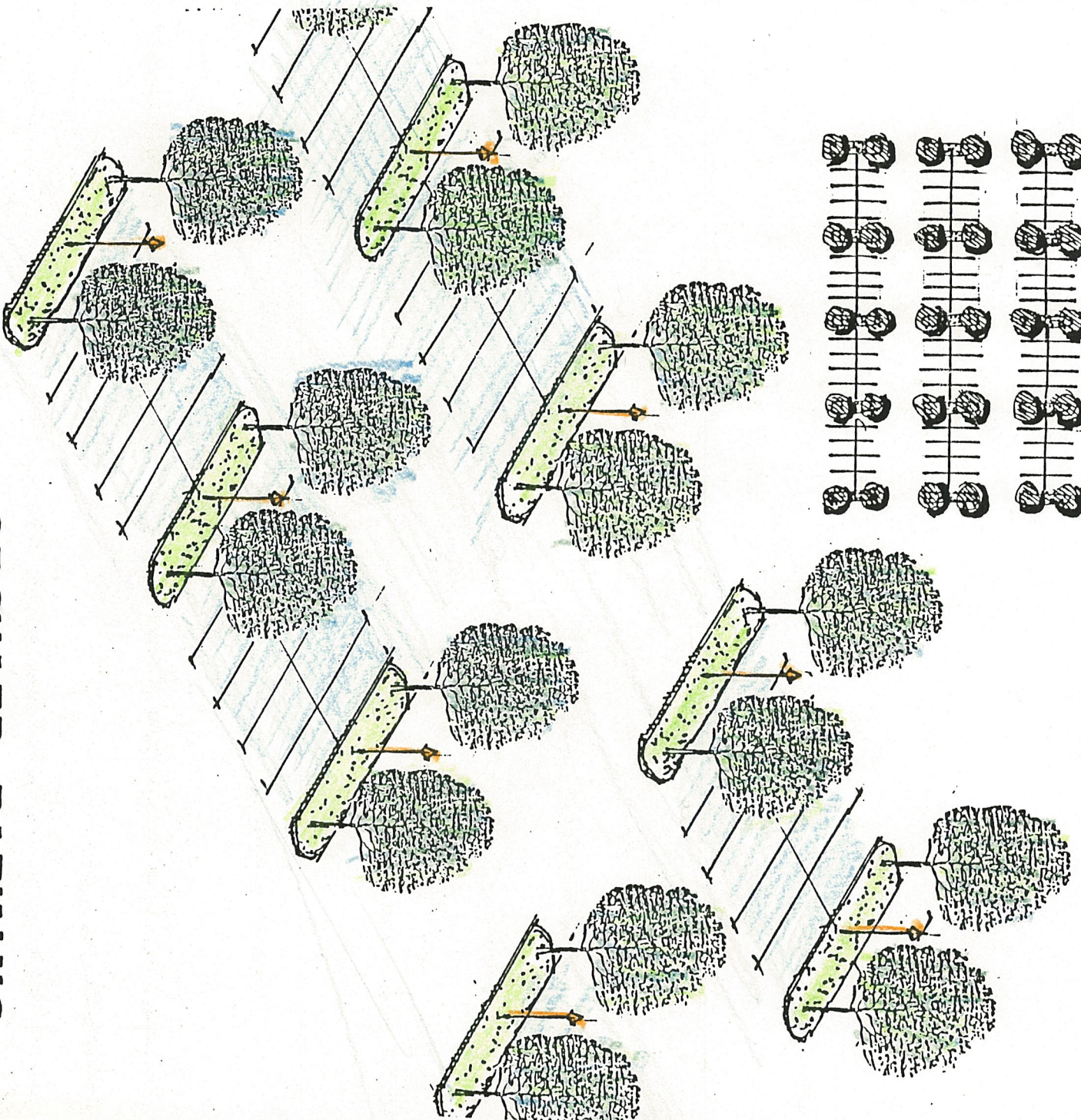
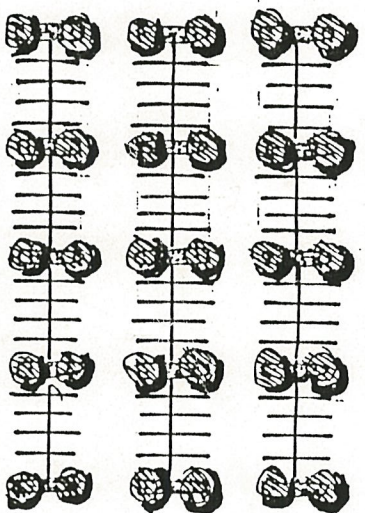
WILSONVILLE TOWN CENTER

SITE DESIGN

SUBCOMMITTEE STUDY

STREET FURNITURE

FISHER, WALLIN & LONG
ARCHITECTS-PLANNERS



ORCHARD PARKING

WILSONVILLE TOWN CENTER

SUBCOMMITTEE STUDY

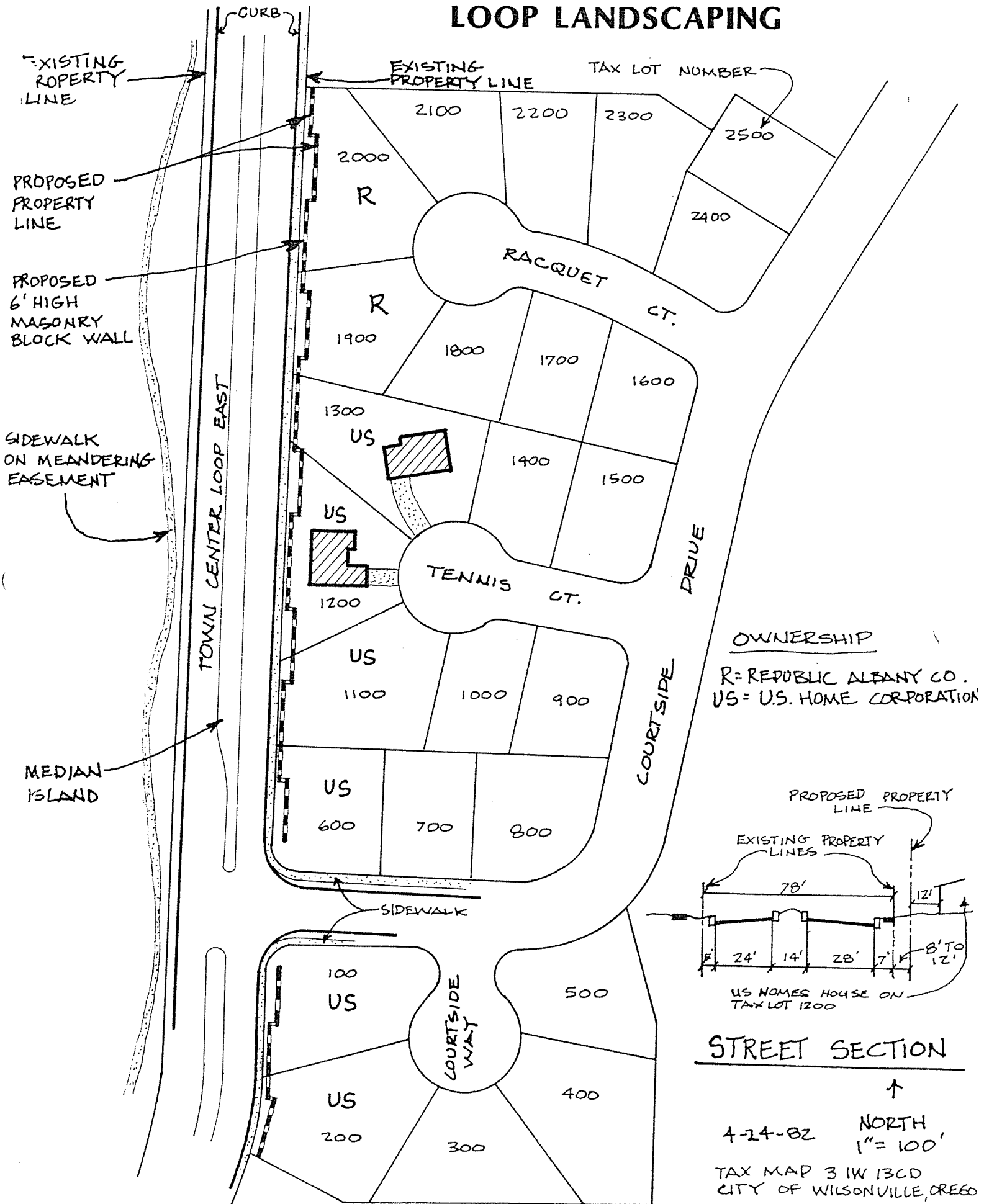
SITE DESIGN

STREET FURNITURE

FISHER, WALLIN & LONG
ARCHITECTS-PLANNERS

PROPOSED TOWN CENTER

LOOP LANDSCAPING





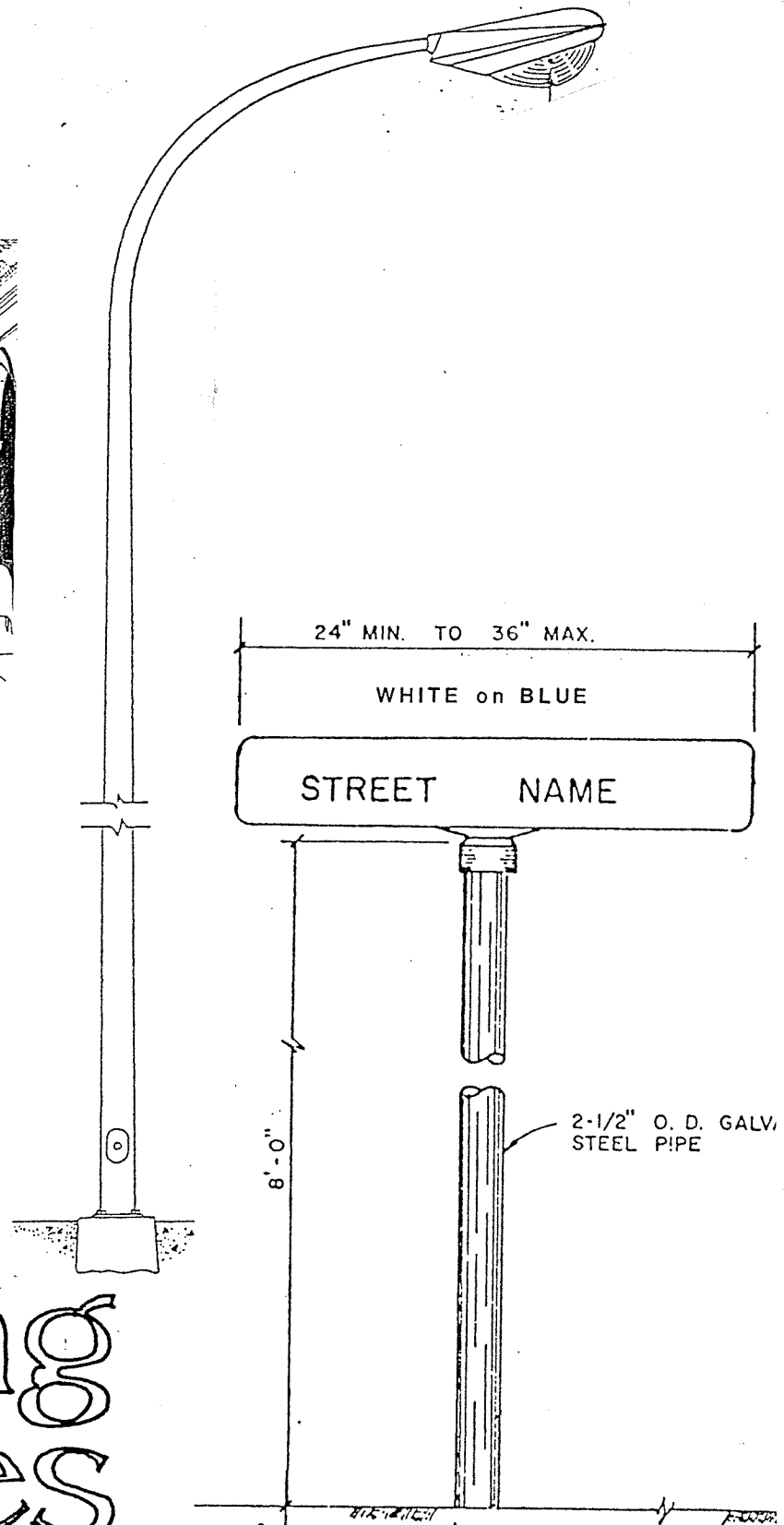
WILSONVILLE TOWN CENTER

SUBCOMMITTEE STUDY

FISHER, WALLIN & LONG
ARCHITECTS - PLANNERS

SITE DESIGN

STREET FURNITURE



Lighting Fixtures

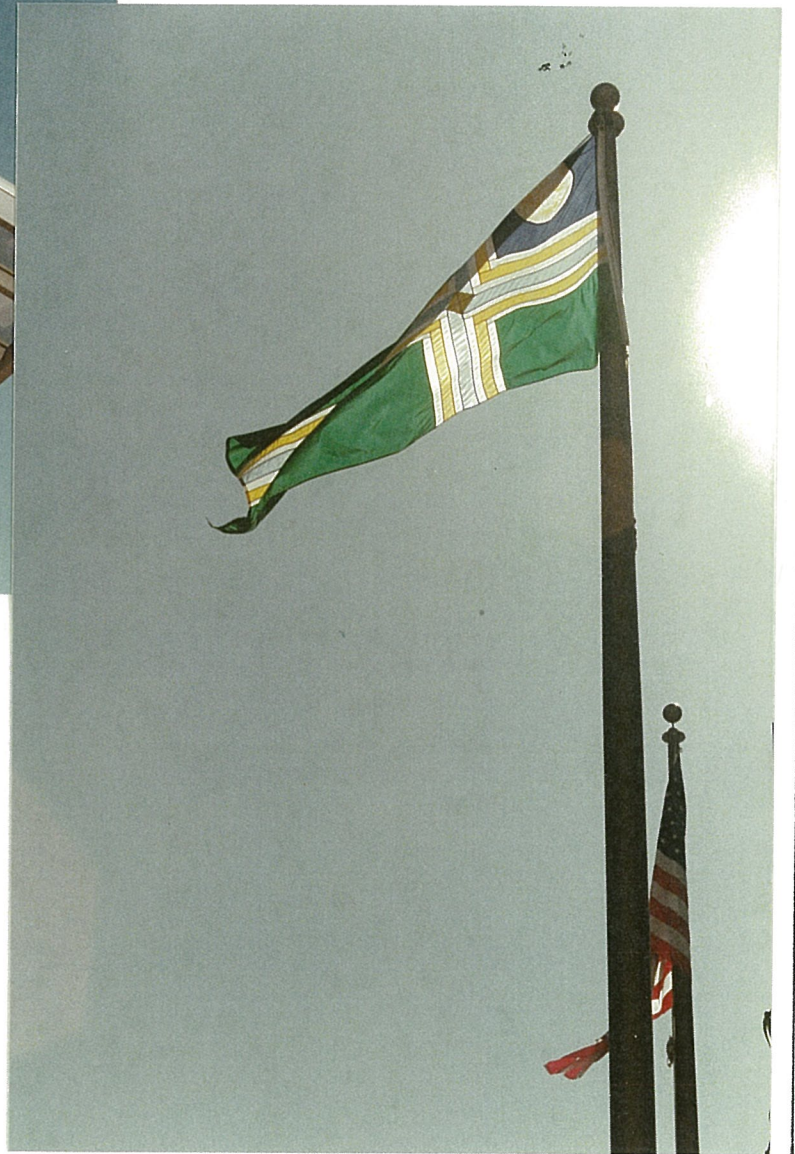
WILSONVILLE TOWN CENTER

SUBCOMMITTEE STUDY

FISHER, WALLIN & LONG

SITE DESIGN

STREET FURNITURE



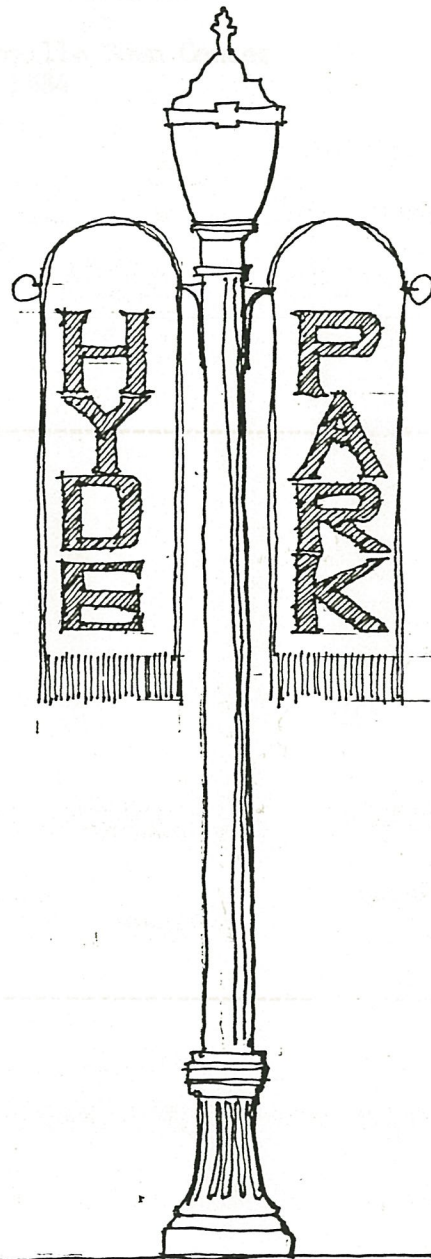
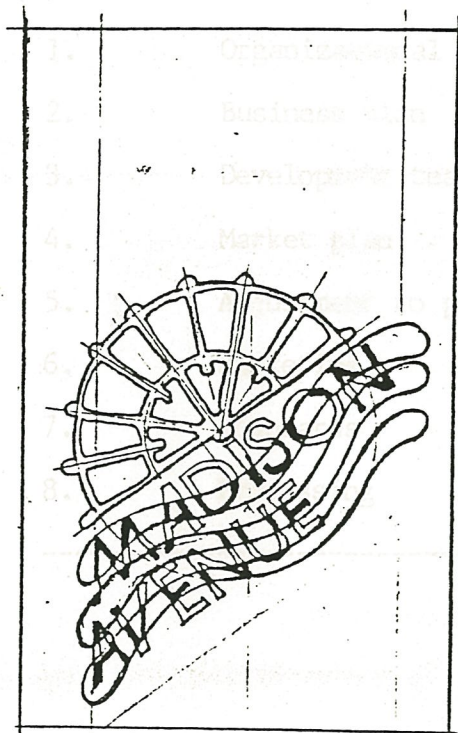
WILSONVILLE TOWN CENTER

SUBCOMMITTEE STUDY

FISHER, WALLIN & LONG
ARCHITECTS - PLANNERS

SITE DESIGN

STREET FURNITURE



Banners

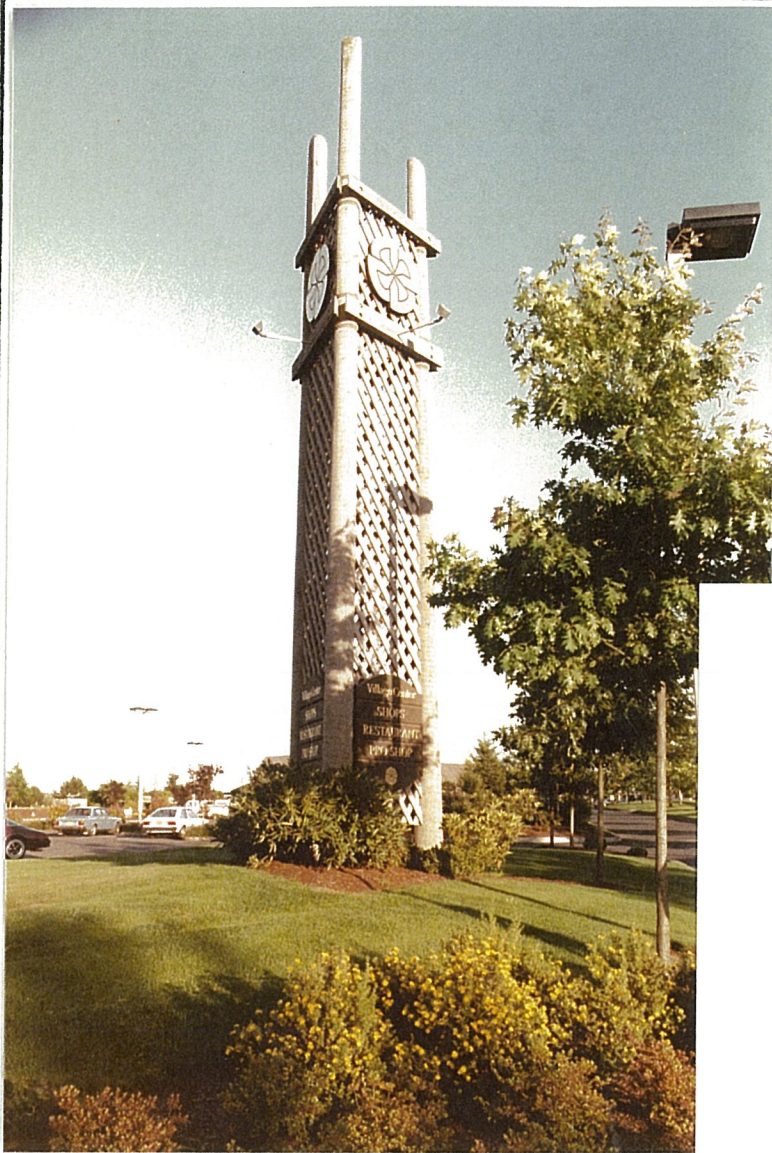
WILSONVILLE TOWN CENTER

SITE DESIGN

SUBCOMMITTEE STUDY

STREET FURNITURE

FISHER, WALLIN & LONG



WILSONVILLE TOWN CENTER

SUBCOMMITTEE STUDY

FISHER, WALLIN & LONG
ARCHITECTS - PLANNERS

SITE DESIGN

STREET FURNITURE



WILSONVILLE TOWN CENTER

SITE DESIGN

SUBCOMMITTEE STUDY

STREET FURNITURE

FISHER, WALLIN & LONG
ARCHITECTS - PLANNERS



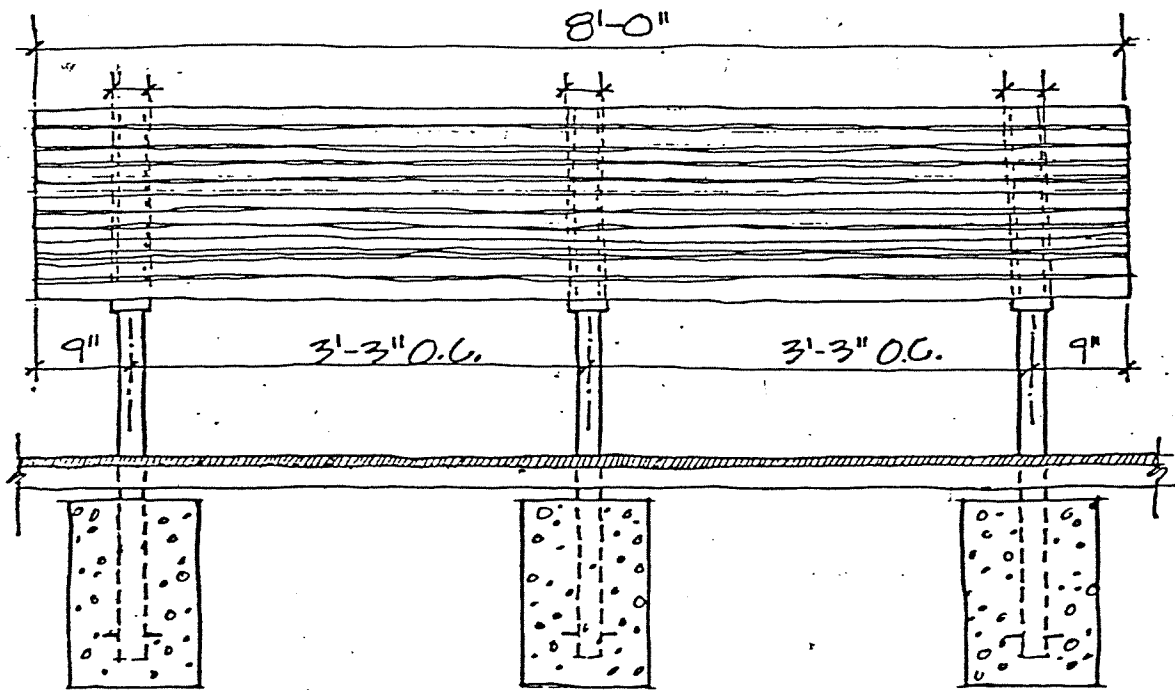
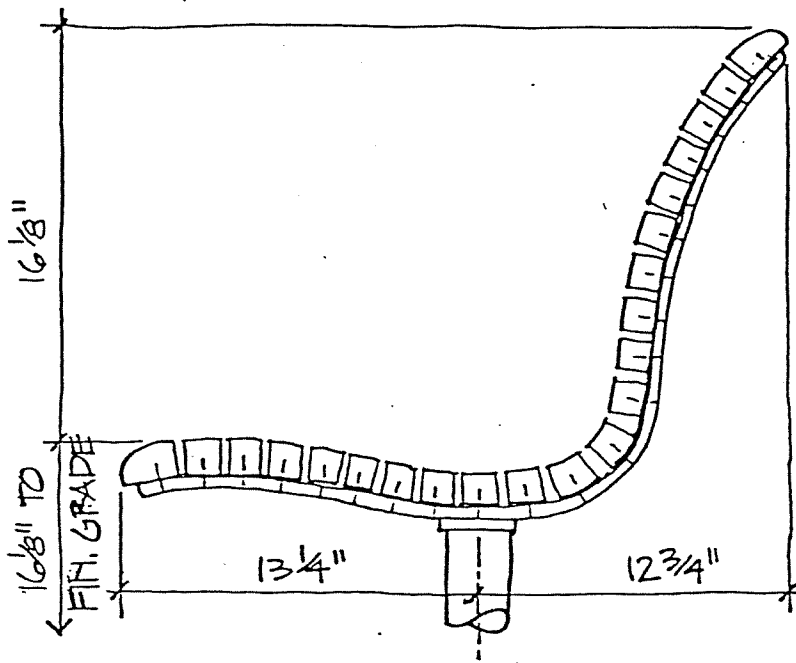
WILSONVILLE TOWN CENTER

SITE DESIGN

SUBCOMMITTEE STUDY

STREET FURNITURE

FISHER, WALLIN & LONG
ARCHITECTS - PLANNERS



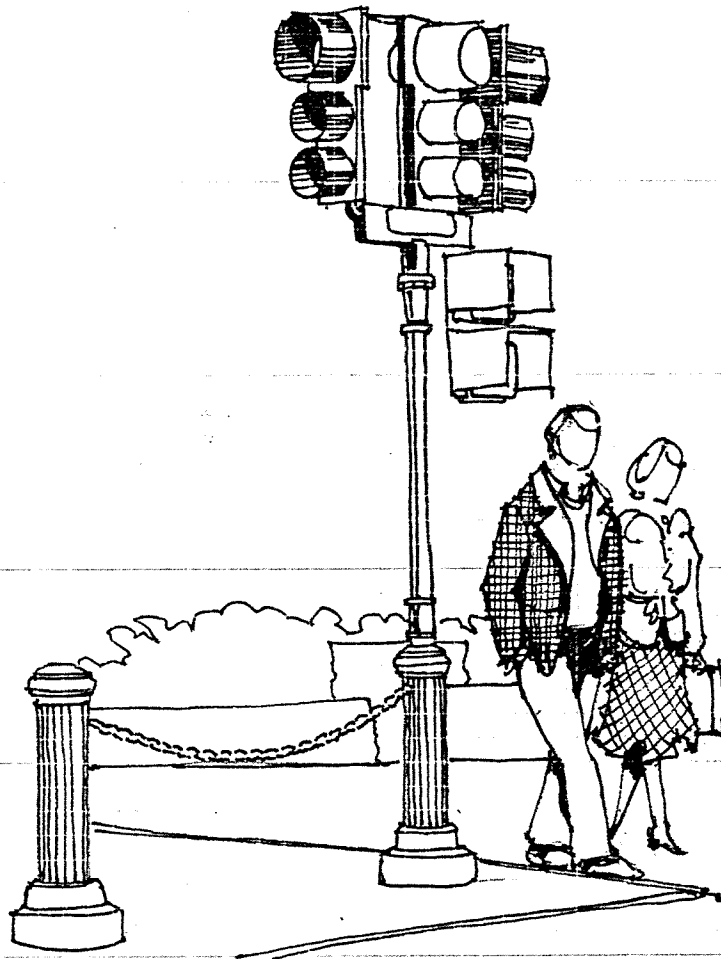
Halprin Bench Design

WILSONVILLE TOWN CENTER

SITE DESIGN

SUBCOMMITTEE STUDY

STREET FURNITURE



HUMAN SCALE TRAFFIC SIGNALS WITH A HISTORIC FLAVOR

Traffic Signals

WILSONVILLE TOWN CENTER

SITE DESIGN

SUBCOMMITTEE STUDY

STREET FURNITURE

FISHER, WALLIN & LONG

FOLLOW UP

ORGANIZATIONAL DEVELOPMENT

LAND USE

(ACTIVITY THEME)

WILSONVILLE TOWN CENTER

SITE DESIGN

SUBCOMMITTEE STUDY

STREET FURNITURE

WALLY HARDING, INVESTMENT LENDING SPECIALIST

Recommendations for Wilsonville Town Center

The Town Center Association Goals:

- ...commonality of all players
- ...build credibility
- ...profit motivated
- ...move peacably through agencies
- ...marriage of private and public forces

- ...compatibility of land owners, lenders, realtors; marriage of all partners and players
- ...public agencies must be cordial; ease of permit and planning process; streamline time of permit process.
- ...need an image that the Town Center Association will "walk an extra mile"

Retail will not carry the Center. Need to look to other market uses; i.e. high tech offices.

Wilsonville has many assets that need to be marketed...

- ...better access
- ...better identity
- ...good growth potential, area is not constricted
- ..."This area will grow."

WILSONVILLE TOWN CENTER

SITE DESIGN

SUBCOMMITTEE STUDY

STREET FURNITURE

DECLARATION OF
COVENANTS, CONDITIONS AND RESTRICTIONS

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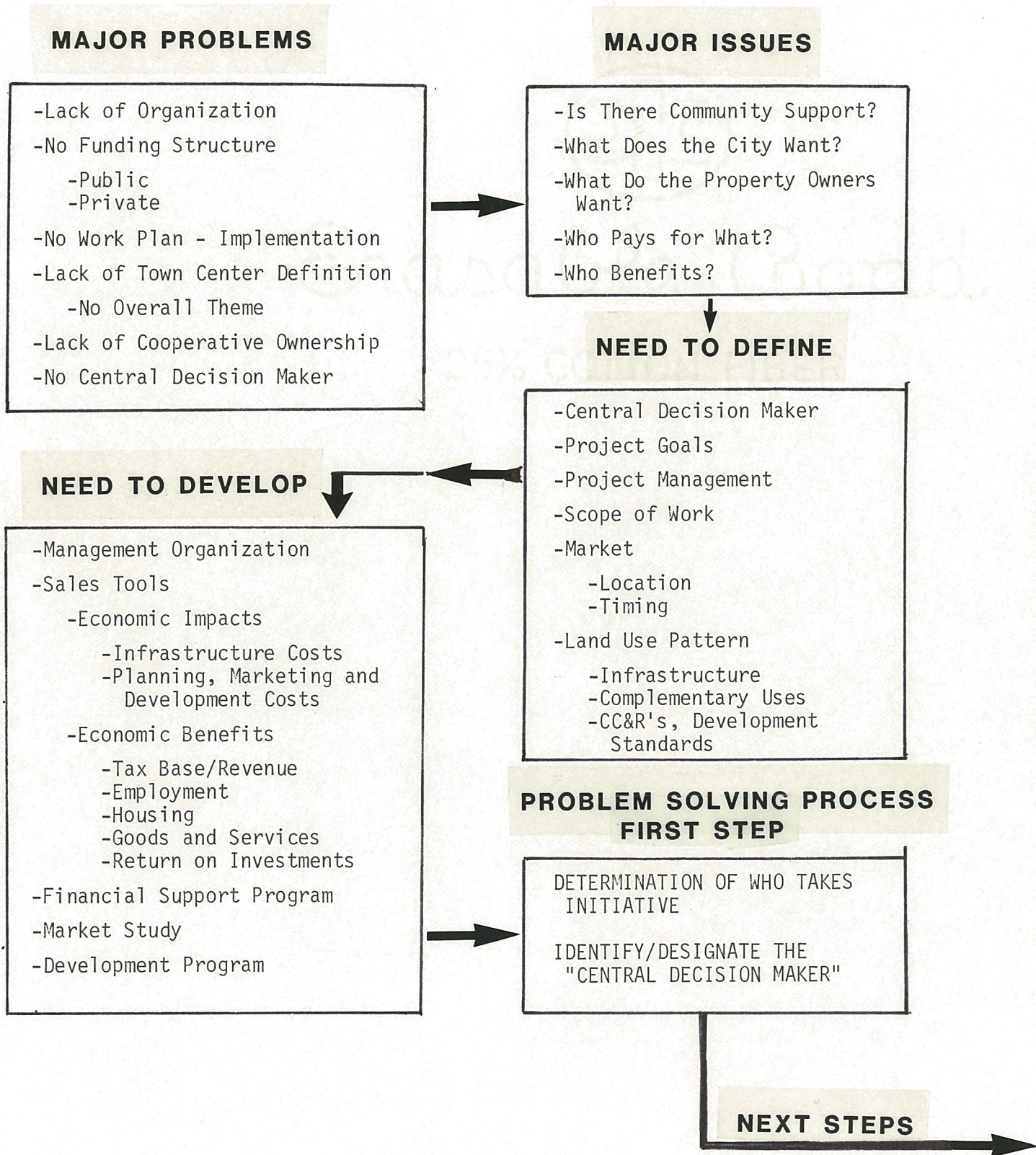
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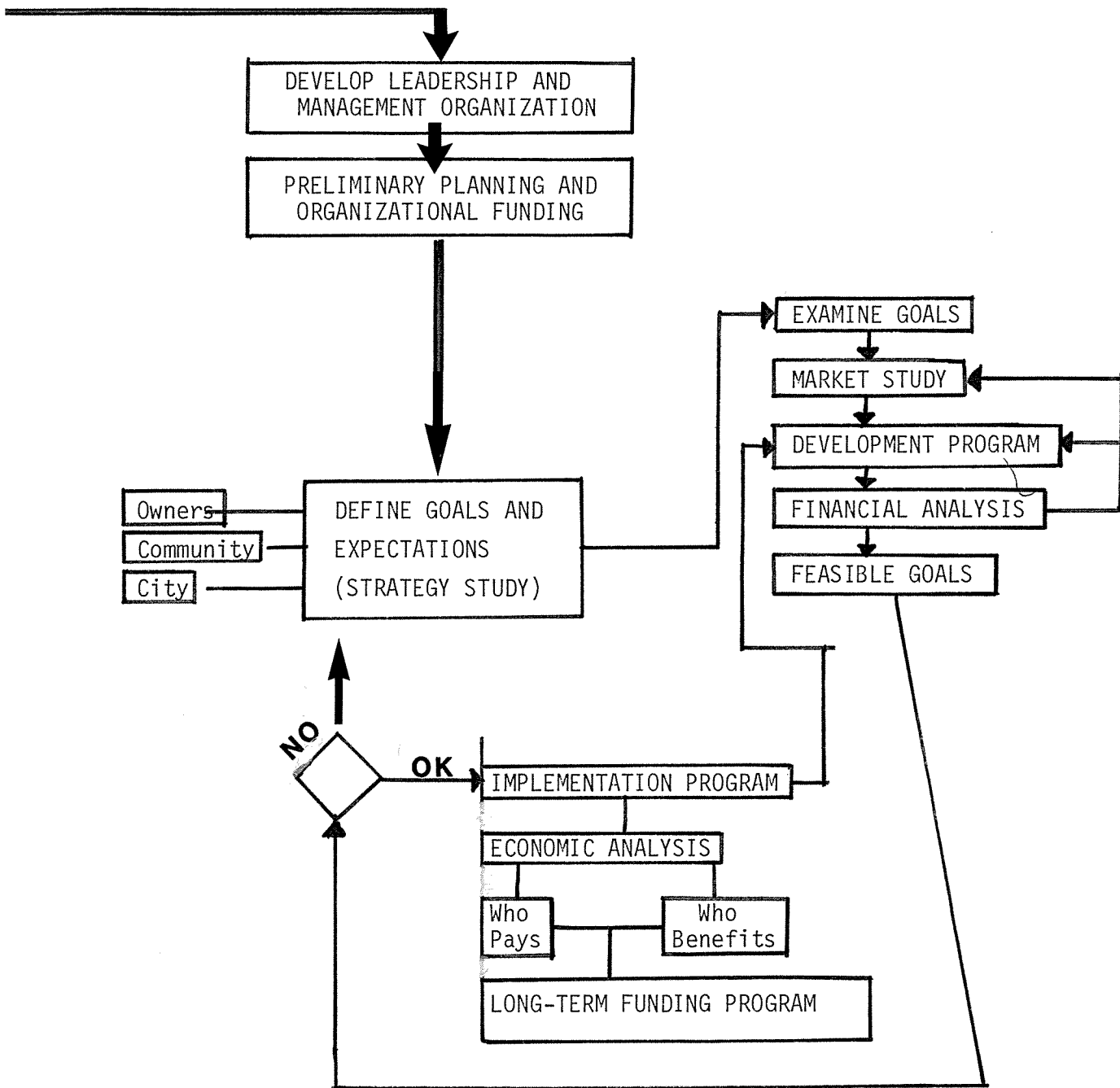
SITE DESIGN

SUBCOMMITTEE STUDY

STREET FURNITURE

OVERVIEW OF TOWN CENTER DEVELOPMENT PROGRAM





LELAND & HOBSON, MARKET ANALYSIS

Recommendations for Wilsonville Town Center
September 7, 1984

- A. Organization
 - B. Financial participation by owners
 - C. Private prime
 - D. Public secondary
-

- 1. Organizational formal
 - 2. Business plan
 - 3. Development team
 - 4. Market plan
 - 5. Adjustment to plan
 - 6. Marketing
 - 7. Standards
 - 8. Processing
-

WILSONVILLE TOWN CENTER

SITE DESIGN

SUBCOMMITTEE STUDY

STREET FURNITURE