

PLANNING COMMISSION

NOVEMBER 12, 2020



WILSONVILLE TOWN CENTER STREETSCAPE PLAN

AGENDA - 11/12/2020

1. Process and Planning Commission Role
2. Community Engagement Overview
3. Other Influential Plans
4. Existing Conditions
5. What Can Streetscape Do for You?
6. Preliminary Design Concepts
7. Next Steps and Questions

Town Center Streetscape Process

PROJECT SCHEDULE

FALL 2020

WINTER 2021

SPRING 2021

SUMMER 2021

PRELIMINARY
STREETSCAPE
CONCEPTS

FORUM #1

PLANNING
COMMISSION

REFINED
CONCEPTS

FORUM #2

PREFERRED
CONCEPT

P.C. AND
CITY
COUNCIL

DRAFT PLAN

P.C. REVIEW

FINAL PLAN
AND
ADOPTION

P.C. AND CITY
COUNCIL

Town Center Streetscape Community Engagement

DRAFT COMMUNITY ENGAGEMENT APPROACH

STAKEHOLDER INTERVIEWS

- Seeking advice from Planning Commission who to interview
- Ongoing throughout the project

BUSINESS OUTREACH

COMMUNITY FORUMS

- #1: Project Foundation (Nov 10, 2020)*
- #2: Concept Review (Spring 2021)*

CITY COORDINATION

- Planning, SMART, Public Works, Natural Resources, Parks & Rec

Town Center Plan Background

TOWN CENTER VISION

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



T.C. PLAN CALLS FOR A STREETScape PLAN THAT...

...uses a palette of streetscape design features should tie all Town Center roadways together

...reflects a preference for a more modern design and natural materials such as stone, wood, brick, and glass

...identifies all major design elements of the streetscape

...coordinates with the Urban Forestry Management Plan

TOWN CENTER GOALS

GOAL 1



Environmental Stewardship.

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

Measures of Success:

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

GOAL 2



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

Measures of Success:

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

GOAL 3



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

options, and increased opportunities for residential and employment uses.

Measures of Success

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

TOWN CENTER GOALS

GOAL 4



Safe Access and Connectivity.

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

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

Measures of Success

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

GOAL 5



Community Gathering Places.

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

Measures of Success

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

GOAL 6



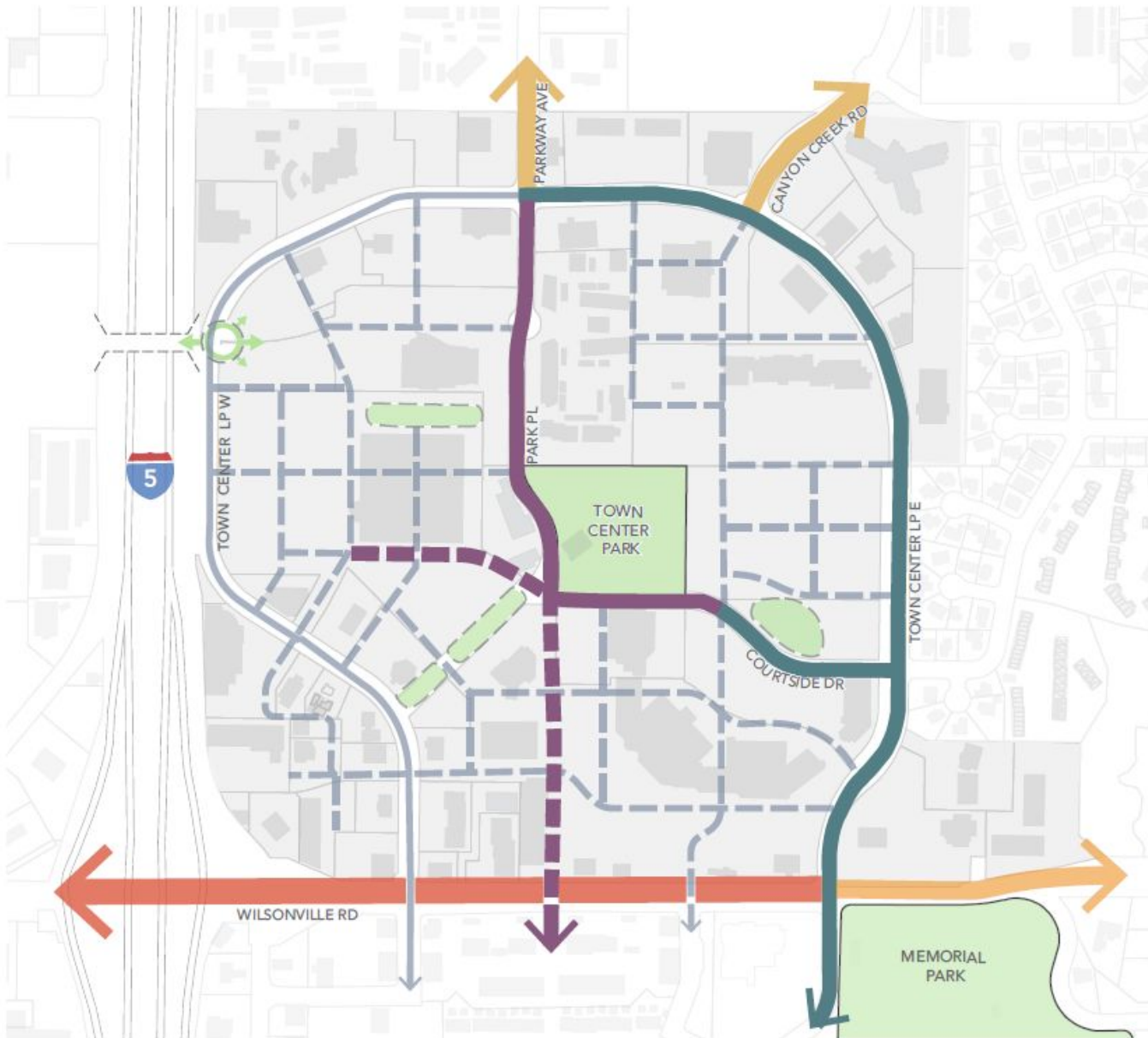
Economic Prosperity.

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

Measures of Success

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

TOWN CENTER STREET NETWORK



LEGEND

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

OPEN SPACE NETWORK

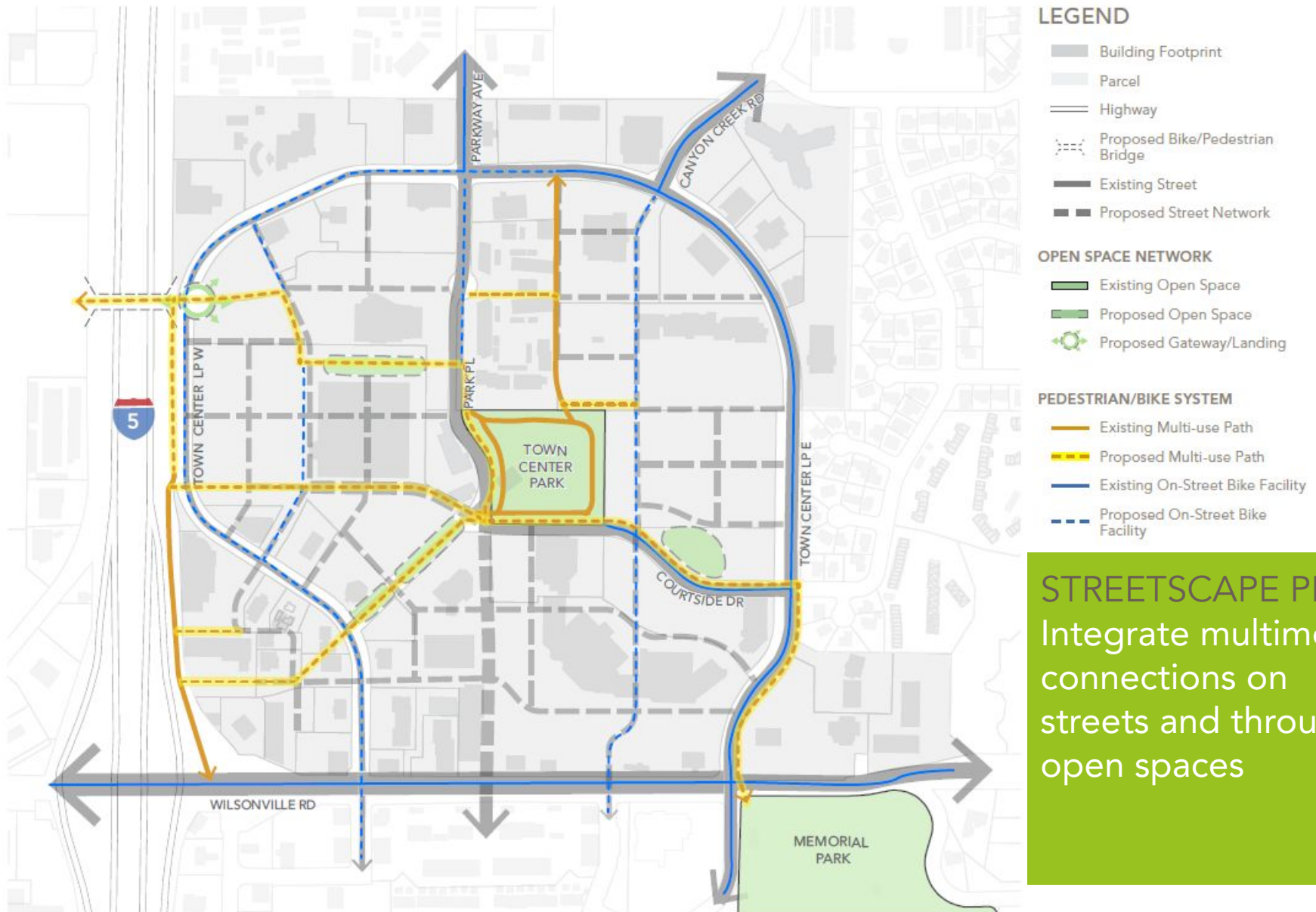
- Existing Open Space
- Proposed Open Space
- Proposed Gateway/Landing

STREET HIERARCHY*

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

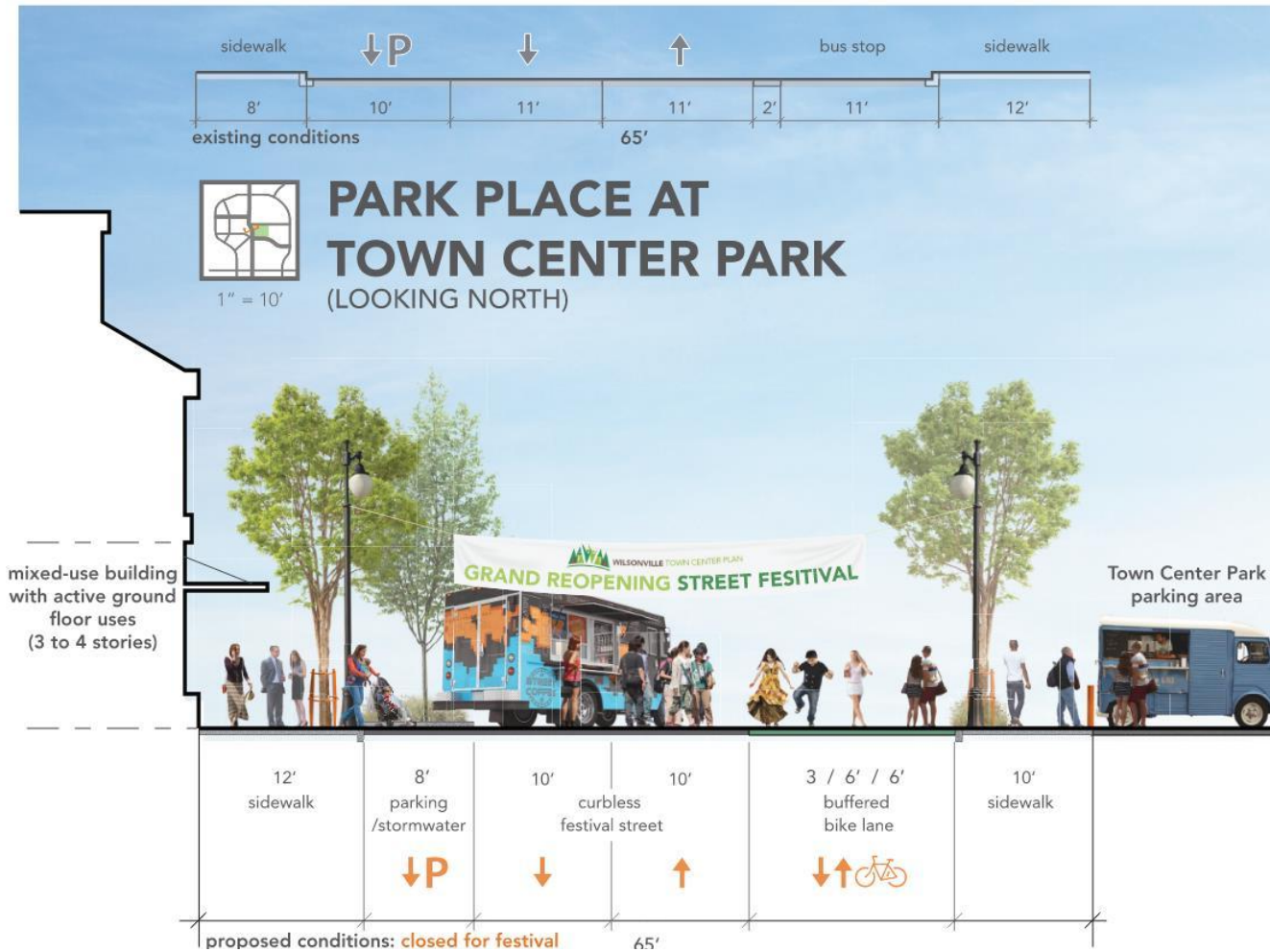
STREETSCAPE PLAN
Prepare a unified design concept that is then tailored to different street types and specific unique locations

TOWN CENTER MULTIMODAL NETWORK

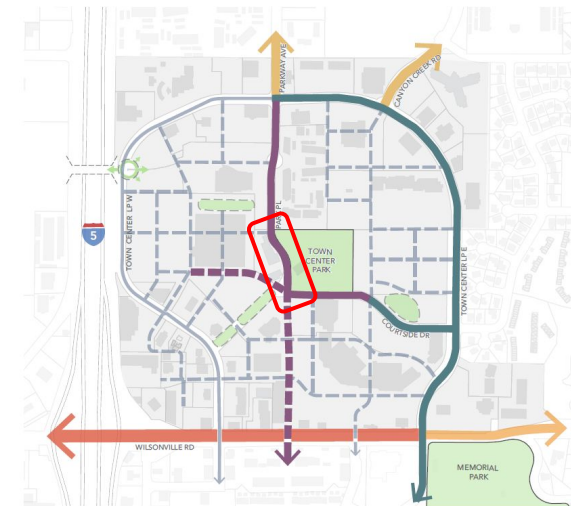


STREETSCAPE PLAN
Integrate multimodal connections on streets and through open spaces

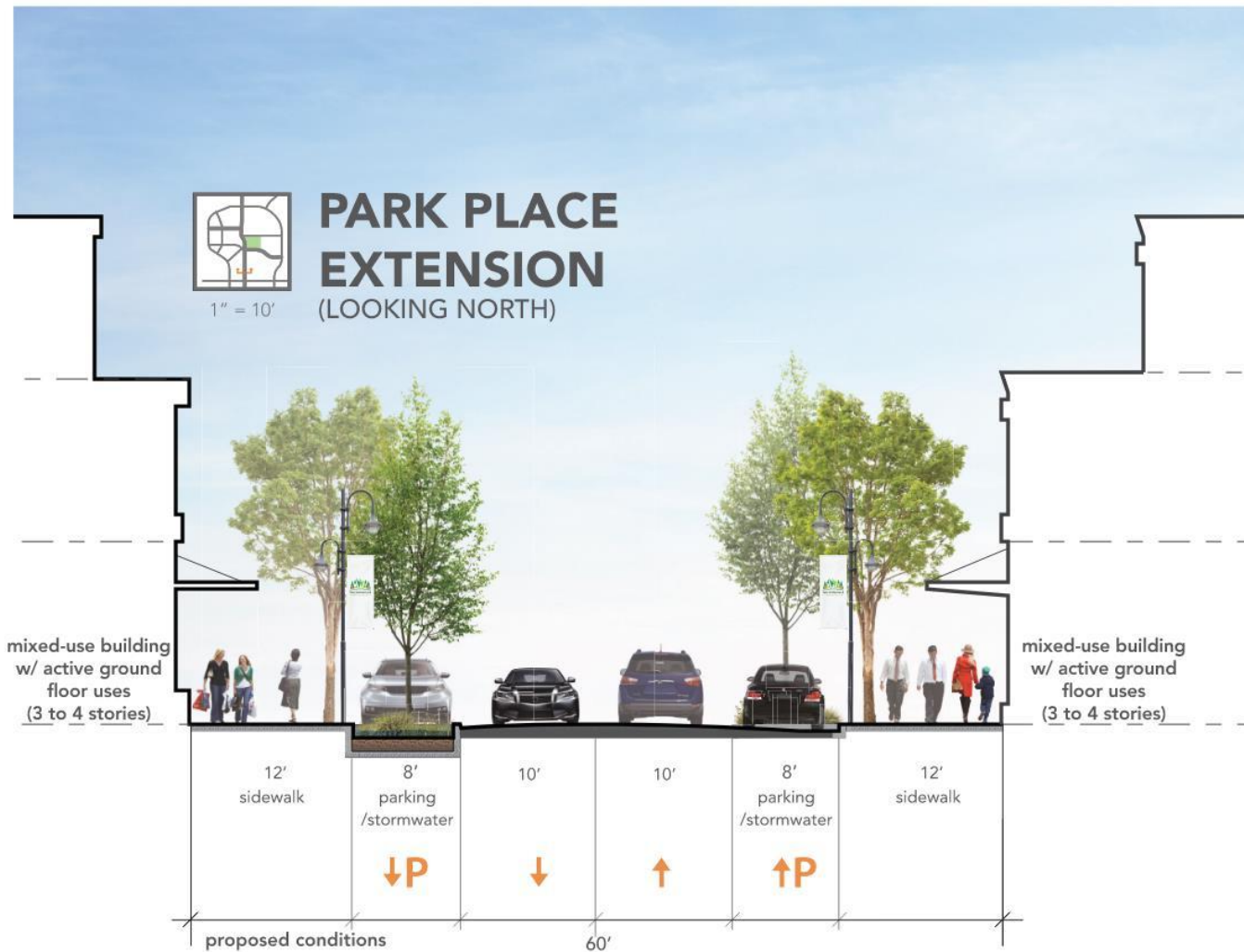
TOWN CENTER PLAN - PROPOSED STREET SECTION



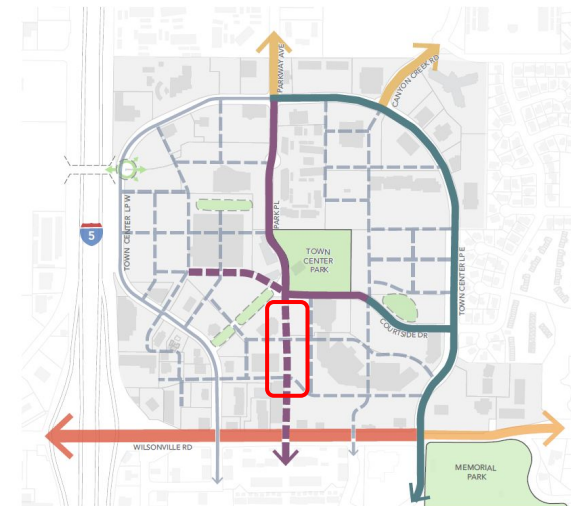
- Curbless street - able to be closed to traffic for events
- Two travel lanes
- Buffered 2-way bikeway
- Street parking / stormwater areas
- Important link to I-5 Bridge



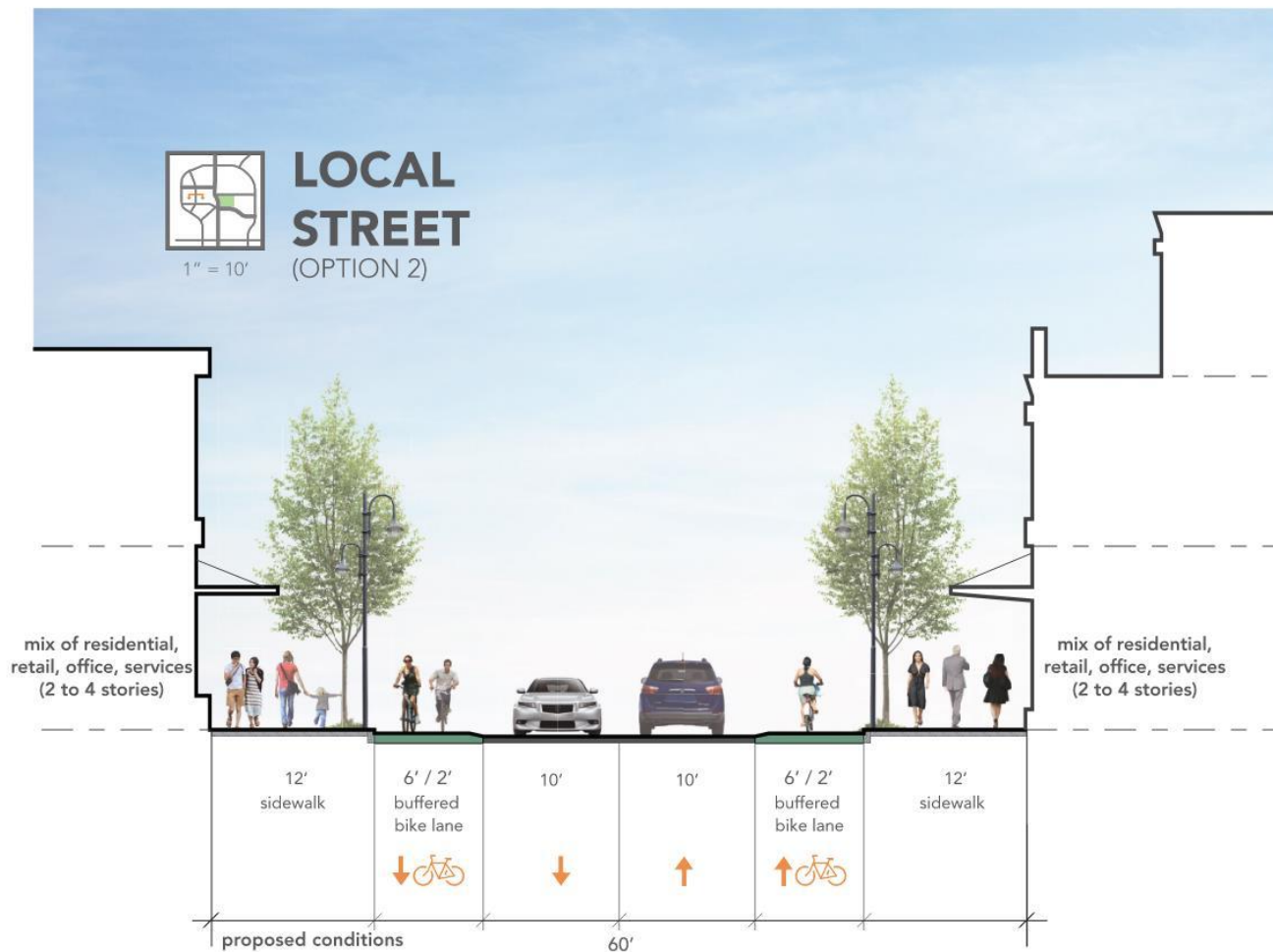
TOWN CENTER PLAN - PROPOSED STREET SECTION



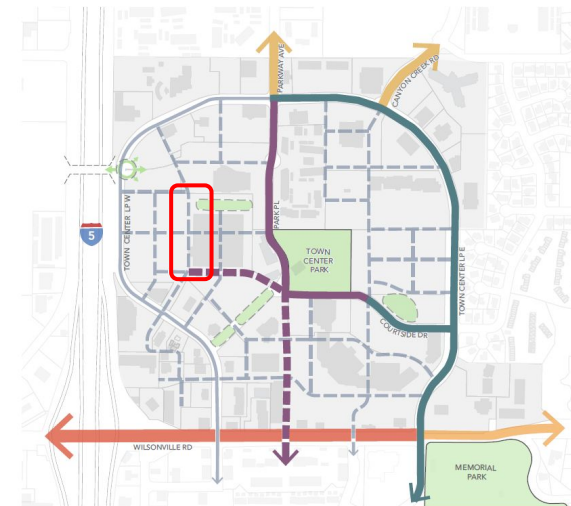
- Walkable, modern main street district
- Wide sidewalks
- Two travel lanes, shared with bikes
- Street parking / stormwater areas
- Extension creates new signalized intersection



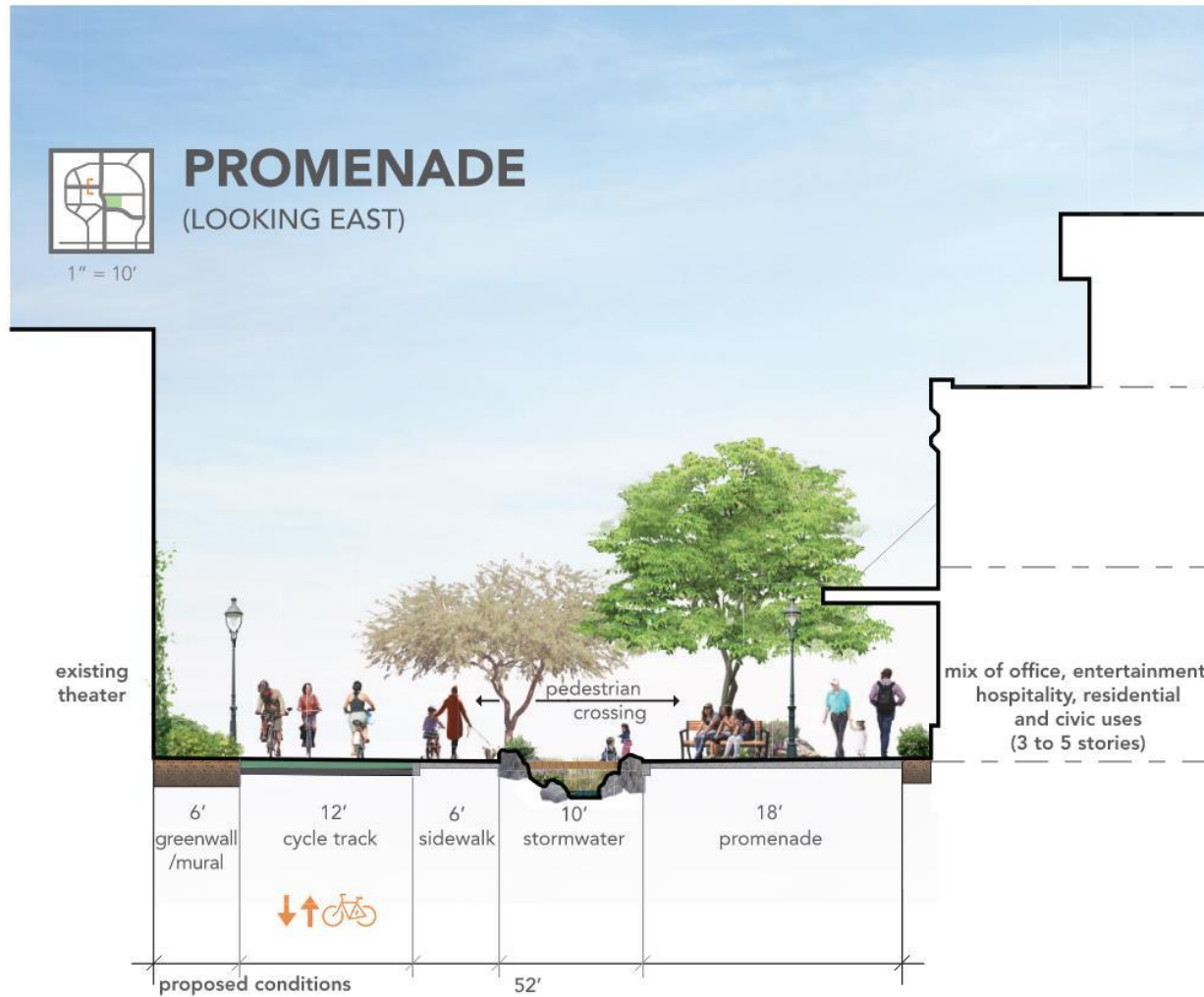
TOWN CENTER PLAN - PROPOSED STREET SECTION



- Can vary based on developer interest
- Two travel lanes
- Two buffered bike lanes
- Wide sidewalks with street furniture and plantings



TOWN CENTER PLAN - PROPOSED STREET SECTION



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



Other Influential Plans

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

I-5 BRIDGE CONCEPT: AUTUMN 2020 DECISION

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Top ranking plaza components comparison.

ART



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

SUSTAINABLE FEATURES



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

TREES AND PLANTINGS



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

SHADE/RAIN SHELTER



1. Tree Canopy
2. Modern, Artistic Shelter

GATHERING



1. Multiple Smaller Spaces
2. Transitional Spaces

BRIDGE APPROACH (RAMP)

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

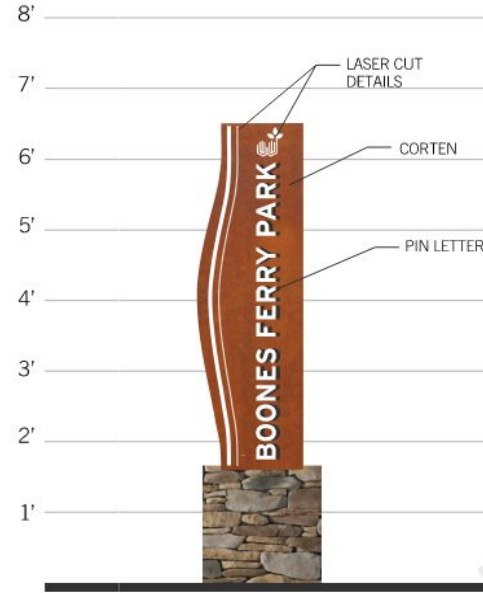
WAYFINDING AND SIGNAGE PLAN INFLUENCES

PREFERRED DESIGN

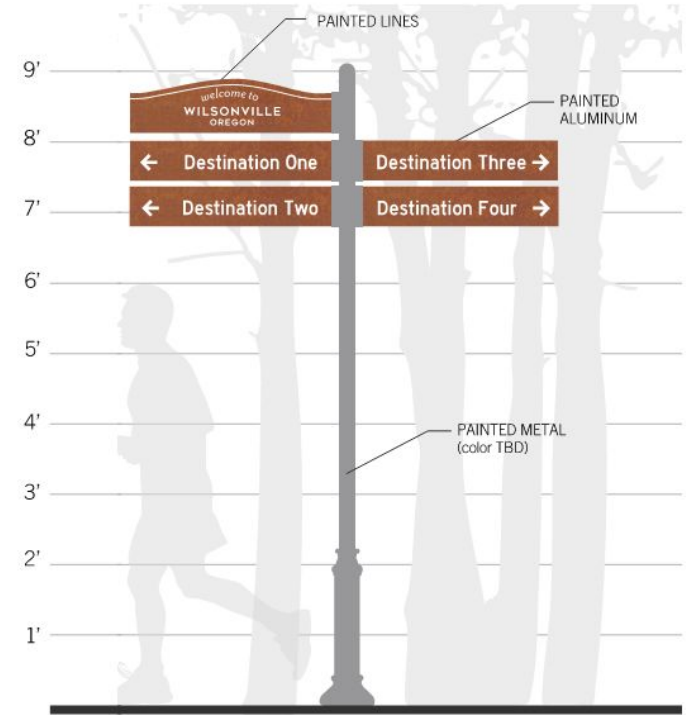


Kiosk

Kiosk Side View



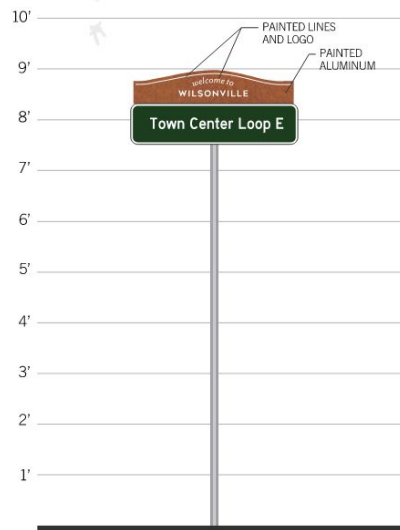
Park Sign



Pedestrian Fingerboard

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Page 1



Sign Topper



Large Park or City Building Sign

COMMUNITY FEEDBACK

11/10/2020 Forum #1 Summary

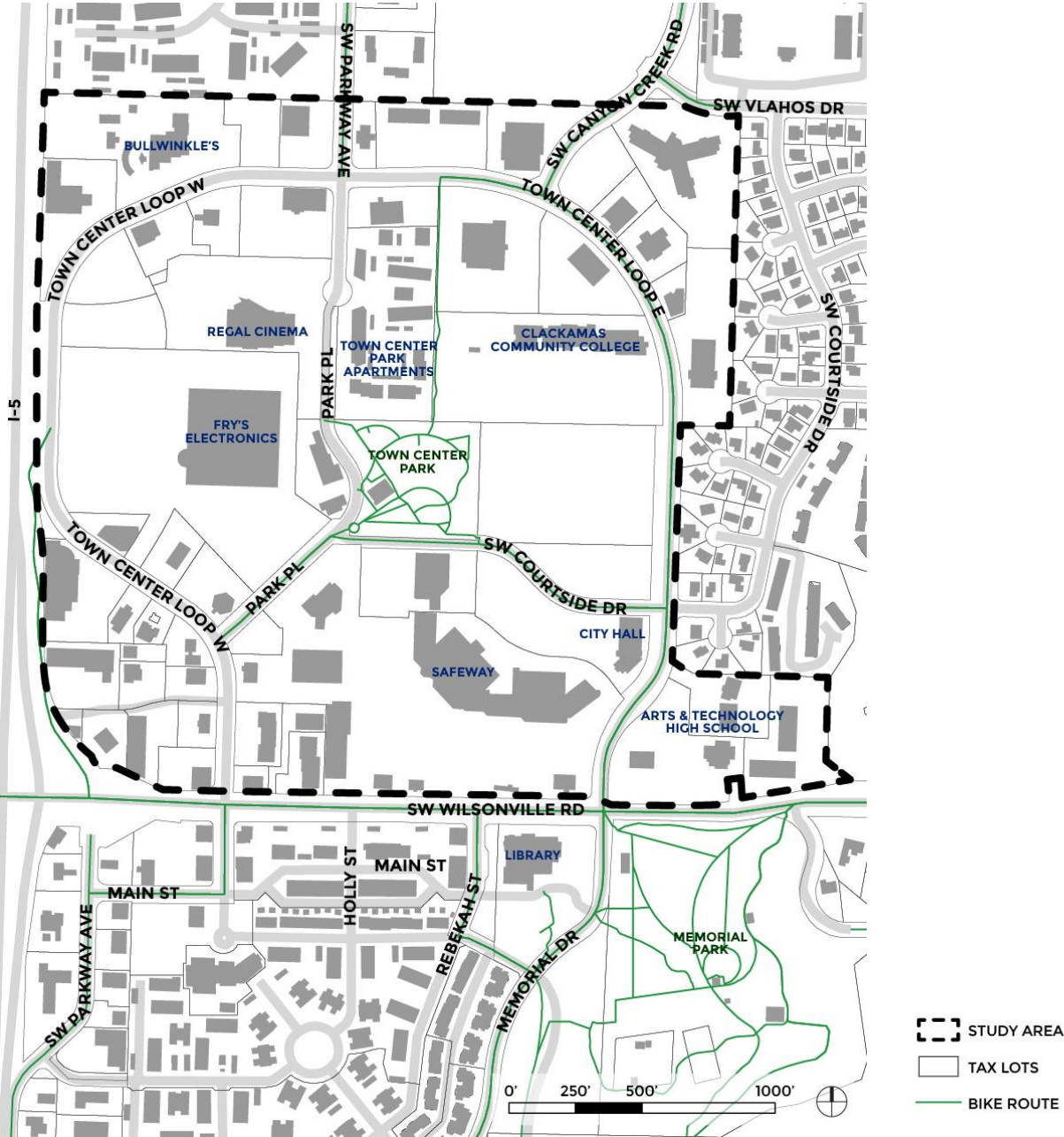
- Who joined?
 - City Staff (Elected and non-elected)
 - 10-15 community members
- Awareness of and interest in the project
 - Attendees were in general aware of T.C. plan and interested in specifics/implementation of T.C. plan
- Responses to the key T.C. Plan Goals
 - Support for increased walkable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

QUESTION:

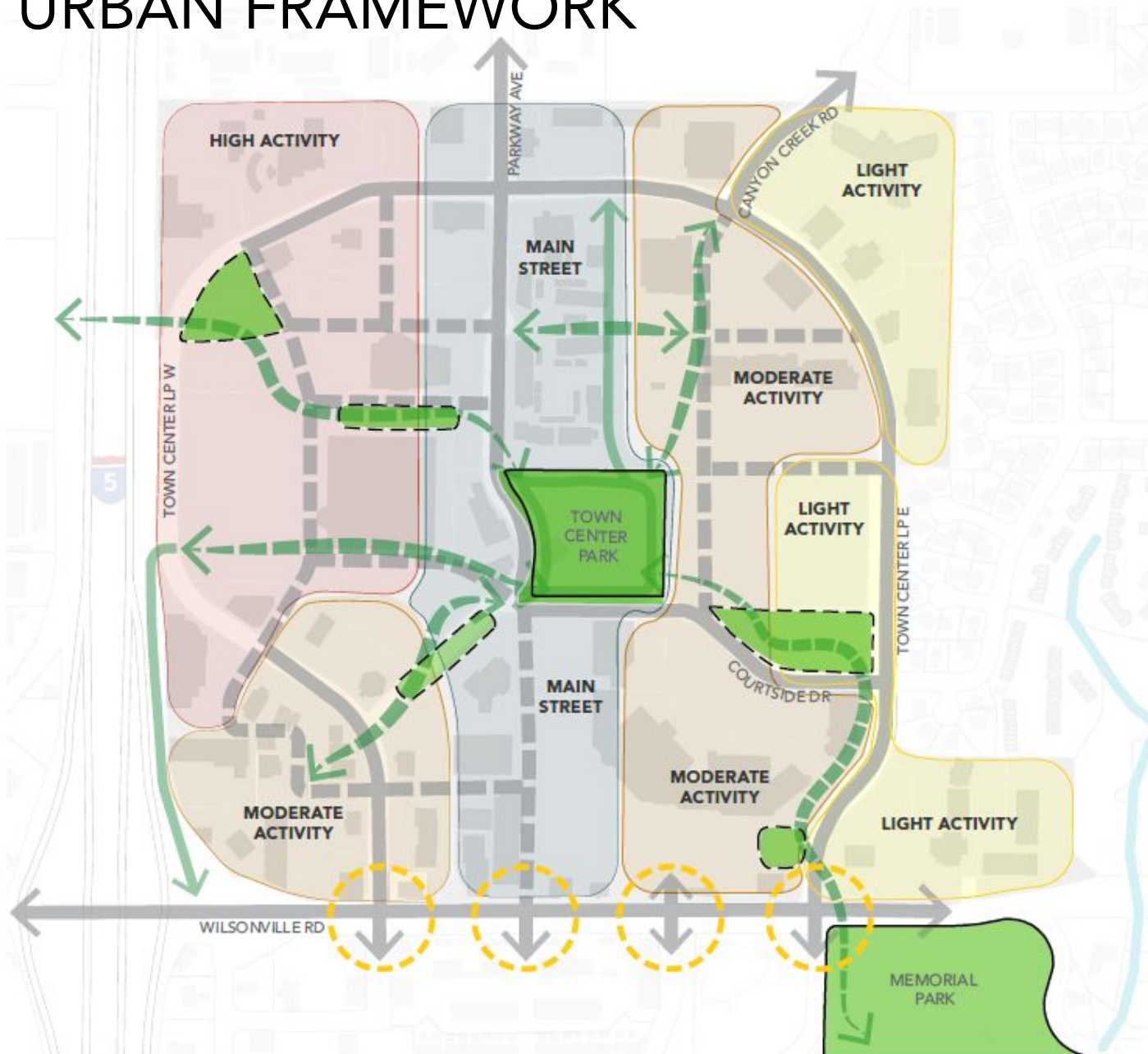
The Town Center Plan feedback favored a modern /natural design aesthetic and use of wood, stone, glass, and brick; do you support these as some of the primary materials in the streetscape?

Existing Conditions /
Opportunities &
Constraints

BUILT FORM - ROOM TO GROW



CONTEXT OF STREETS IN THE TOWN CENTER URBAN FRAMEWORK



WORTH NOTING

Different streets require different levels of intervention:

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

PARK PLACE NORTH _ UTILITARIAN, DISJOINTED



COURTSIDE _ FULL FACILITIES, TRANSIT ACCESS



PARK PLACE @ COURTSIDE _ MAJOR CHANGE AREA



TOWN CENTER PARK _ ACTIVE, BOLD, LANDMARK



WILSONVILLE RD. _ ARRIVAL POINT BUT SEPARATOR



MEMORIAL PARK _ FEELS LIKE PART OF T.C.



METAL, GLASS, BUILT-INS _ RECREATE, SOCIALIZE



BRICK, CARVED STONE _ GATHER AND REFLECT



TRANSIT STOPS/SHELTERS _ DISTINCT / PURPOSEFUL



STORMWATER _ BLEND MATERIALS, DEFINE SPACE



T.C. PARK AND APACHE _ WELCOMING LANDMARK



CITY HALL _ DISTINCT MATERIAL, NEGLECTS STREET



EXISTING LIGHTING _ FUNCTIONAL, MIX-N-MATCH

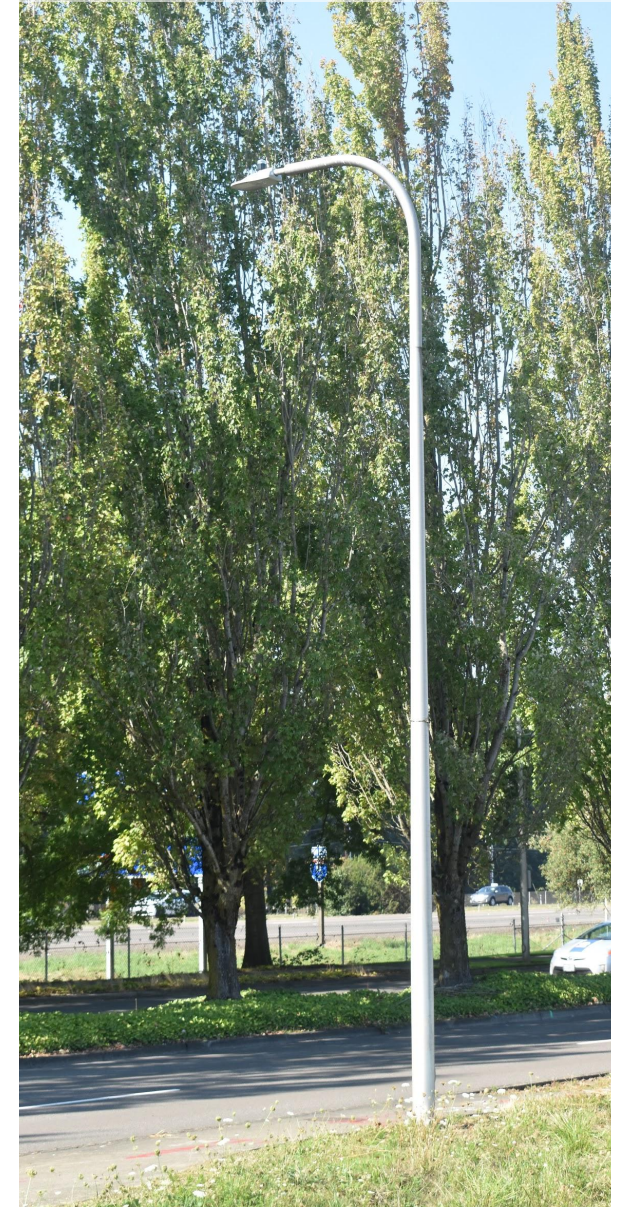
TOWN CENTER PARK



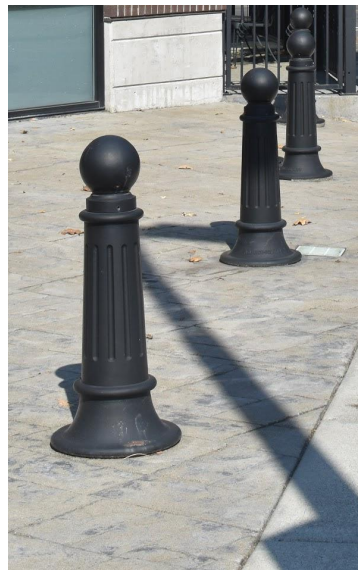
SW COURTSIDE DR



TOWN CENTER LOOP W



FURNISHINGS _ PRACTICAL, MIX-N-MATCH



QUESTION:

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

Preliminary Streetscape Concepts

What can Streetscapes do
for you?

SUPPORT MANY MODES OF TRAVEL



ADAPT TO MANY BUILDING AND PLACE DESIGNS



MIX OF NEW AND REHAB BUILDINGS

CONNECTS USES

LOCAL MATERIALS

NATIVE PLANTS

Bozeman, MT

HAVE A SIGNATURE LOOK



UNIFIED, FLEXIBLE STREET DESIGN



McMinnville, OR

WELCOME PEOPLE



TRANSPARENCY

**BUSINESS
VISIBILITY**

**LANDSCAPE
SEPARATION
FROM
TRAFFIC**

Eugene, OR

BEFORE: BROADALBIN STREET (ALBANY, OR)



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

NOW: BROADALBIN STREET (ALBANY, OR)



COMMUNITY FEEDBACK

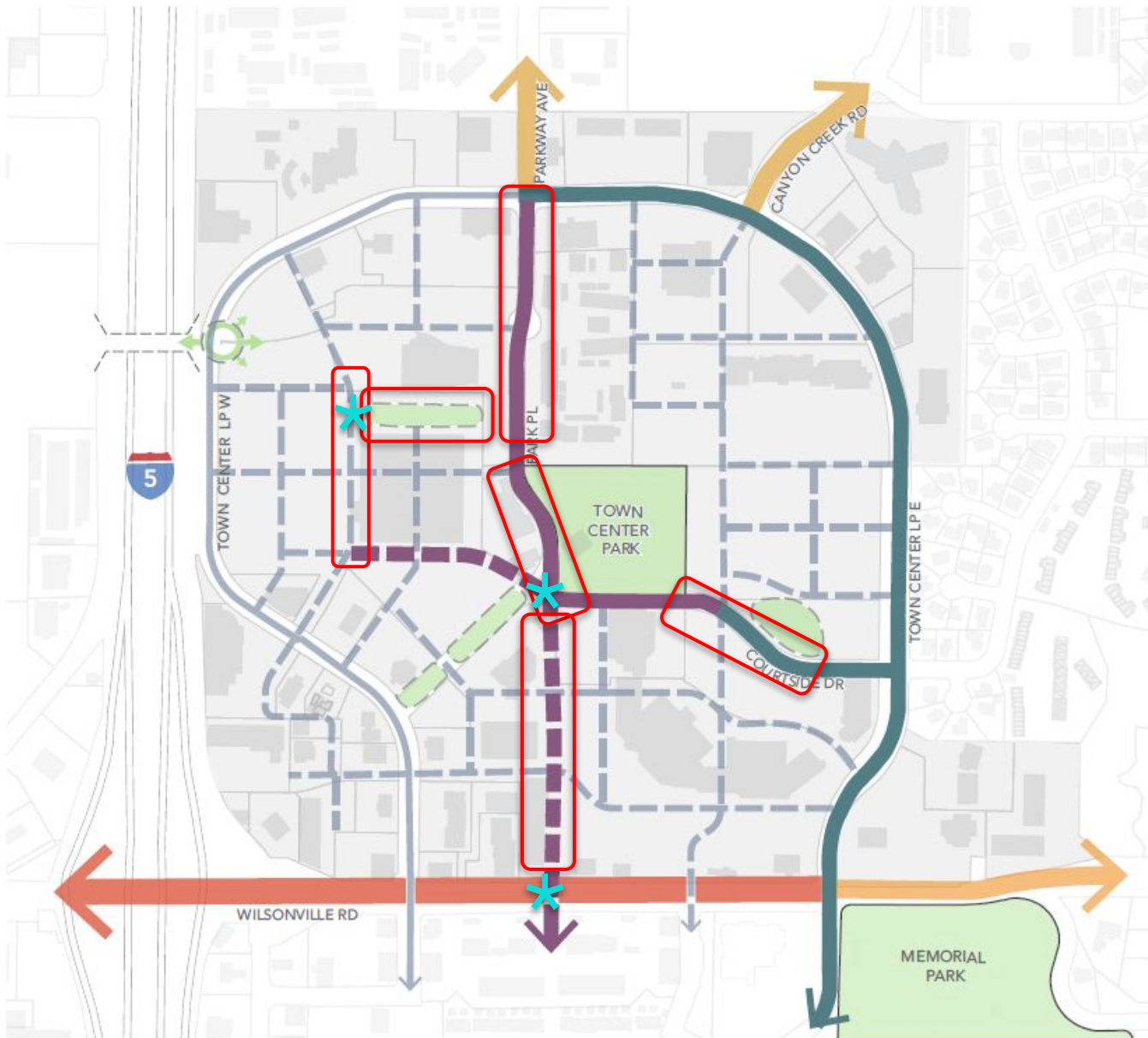
- Responses from the four key questions
 - Designs and features of the T.C. today to build upon?
 - Build/expand on parks/open space/fountain areas
 - Natural materials
 - Covered/protected transit stops
 - Thoughts on the “modern/natural” aesthetic?
 - Fully support it!
 - Pleasing aesthetic of Murase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

QUESTIONS

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

Town Center Concepts

TOWN CENTER STREETScape DESIGN

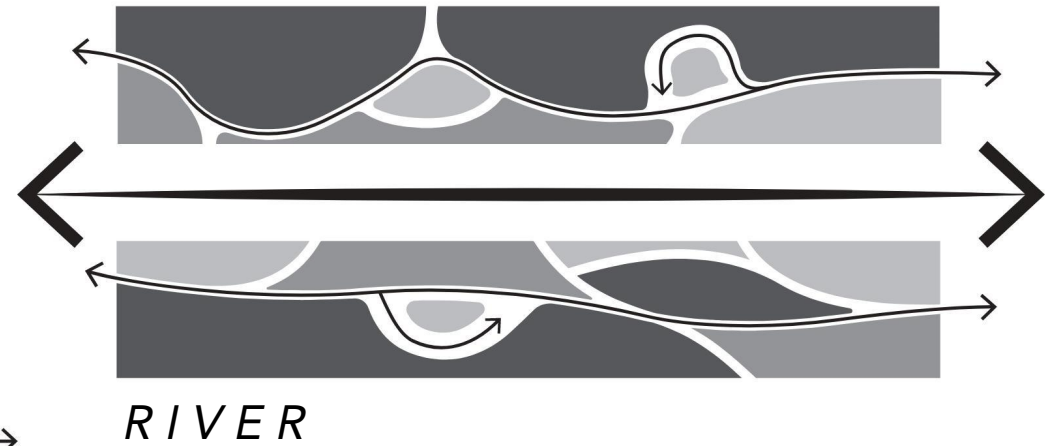


- Up to 8 street type designs (some types may get more than one design option)
- * Up to 3 unique location designs

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

INITIAL DESIGN CONCEPTS

EXPLORING STORYTELLING AND THEMES



DESIGN CONCEPT: AGRICULTURAL LEGACY

PURPOSEFUL - STRUCTURED - HISTORIC



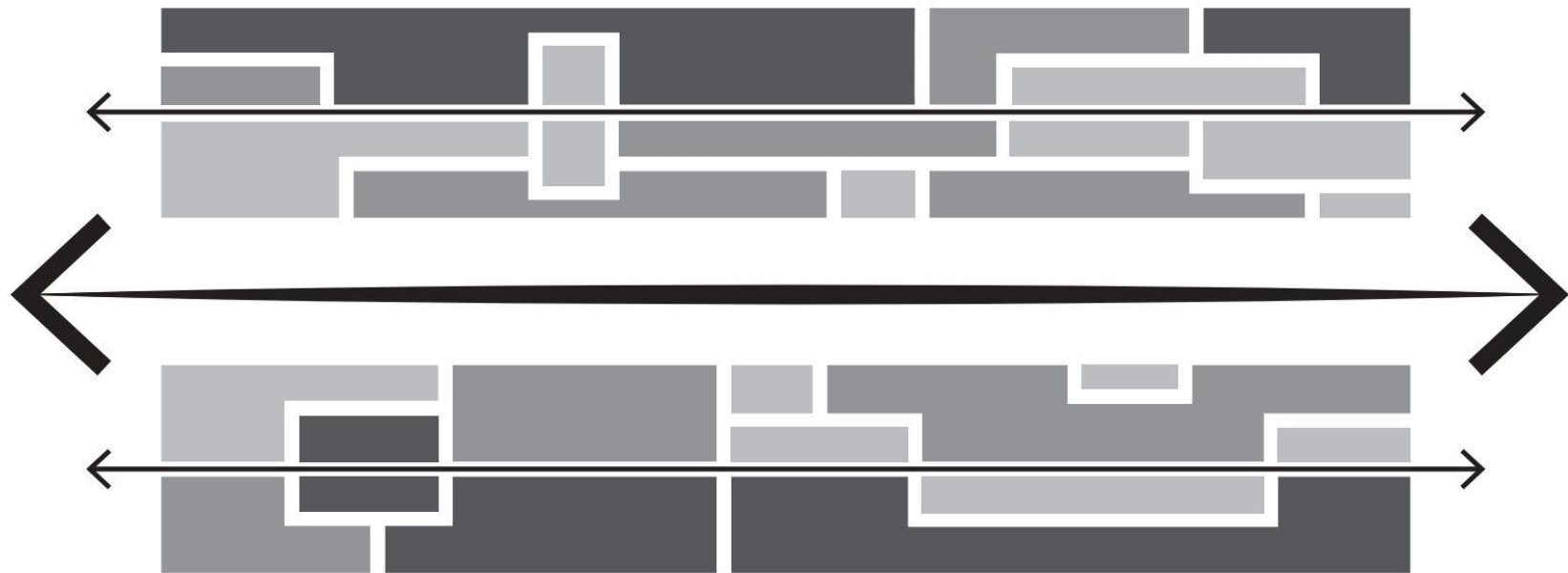
DESIGN PALETTE: AGRICULTURAL LEGACY

PURPOSEFUL - STRUCTURED - HISTORIC



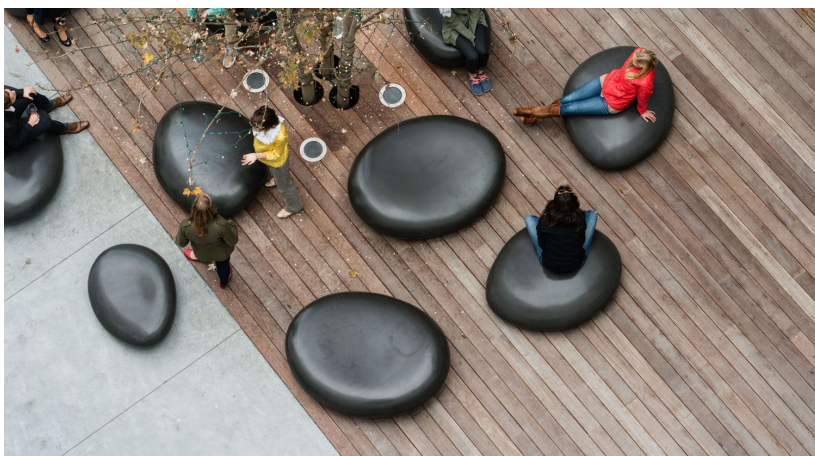
DESIGN CONCEPT: TECHNOLOGICAL INNOVATION

MODULARITY - SIMPLICITY - CONTRAST



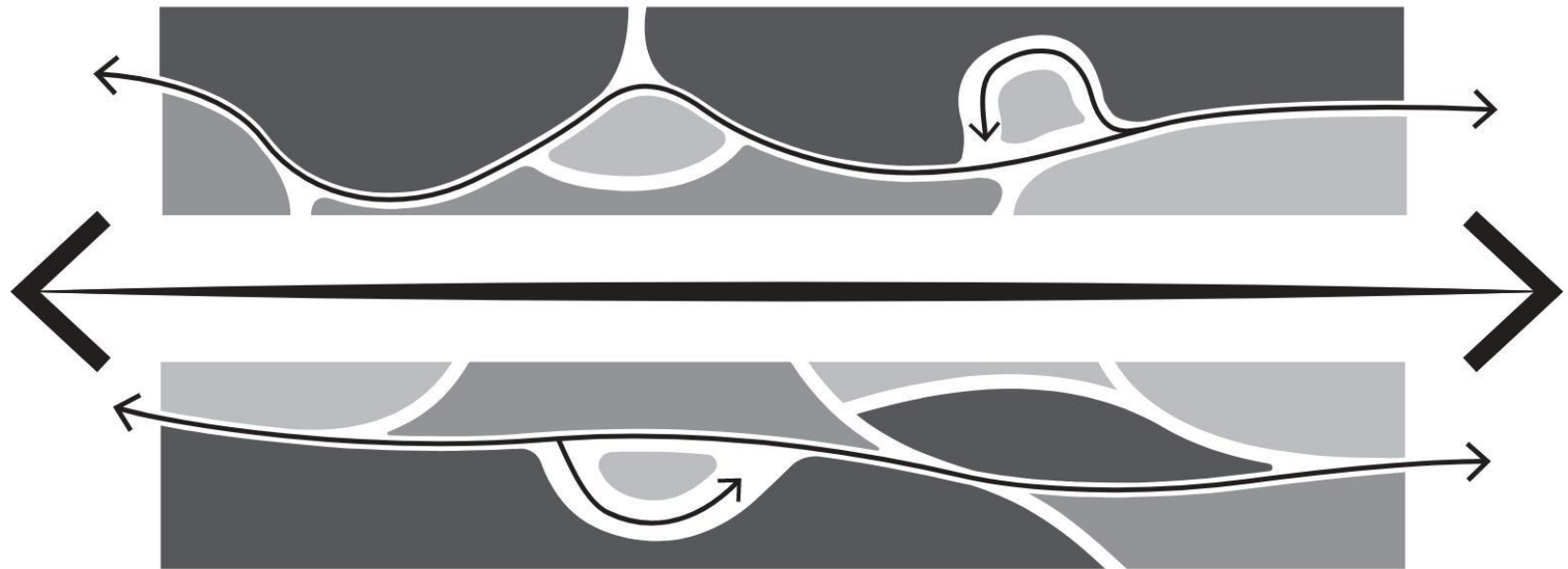
DESIGN PALETTE: TECHNOLOGICAL INNOVATION

MODULARITY - SIMPLICITY - CONTRAST



DESIGN CONCEPT: RIVER, ORGANIC

NATURAL - FLUIDITY



DESIGN PALETTE: RIVER, ORGANIC

NATURAL - FLUIDITY



QUESTION:

Do the three preliminary concepts capture the range of themes and ideas you'd like to see further developed as we continue designing?

QUESTIONS AND FEEDBACK

