

PLANNING COMMISSION WEDNESDAY, NOVEMBER 14, 2018

III. WORK SESSIONS

A. Town Center Plan (Bateschell) (60 Minutes)



PLANNING COMMISSION WORK SESSION STAFF REPORT

Subject: Wilsonville Town Center Plan
Staff Member: Miranda Bateschell Department: Community Development
Advisory Board/Commission Recommendation
☐ Approval
□ Denial
☐ None Forwarded
Comments:
otion: N/A
lopted Master Plan(s)

ISSUE BEFORE COMMISSION: Review and provide input on draft implementation strategies of the Wilsonville Town Center Plan including draft development code provisions.

EXECUTIVE SUMMARY:

The Wilsonville Town Center Plan will create a community-driven vision for Town Center and through strategic actions (new projects, policies, programs or partnerships) will guide future development in Town Center that advances the vision. In the first phase of the project, existing conditions, opportunities and constraints were identified, and the community established a vision and set of goals for future Town Center. Community events and public input on Town Center

design options during the second phase of the project culminated in the creation of the draft Community Design Concept for Town Center: the community's priorities for land use and activity centers, open space, and connectivity in Wilsonville Town Center. During the first half of 2018, the project team conducted additional outreach to get the community's input on the Draft Community Design Concept, which has resulted in a Draft Wilsonville Town Center Plan.

A portion of the Plan focuses on strategic actions that will establish a clear path forward to advancing the community's vision for Town Center. The ideas gathered during the two-year planning process include regulatory actions, infrastructure investments, and placemaking, organizational, and economic development initiatives (see Attachment A). Members of the Town Center Task Force provided input on prioritizing these strategies, and the project team will be looking for the Commission's ideas as well.

Based on previous input from the Planning Commission, the project team has also prepared an updated draft of proposed amendments for the Wilsonville Development Code (Attachment B), which will set the regulatory framework for the Plan and address most of the recommended regulatory actions.

In addition to general discussion and input from the Commission, the project team would like to continue discussion with the Planning Commission on the following items:

- 1. Do the development code revisions reflect the community's vision for Town Center?
- 2. What would you consider a catalyst project? Are there first steps that you feel are most appropriate?
- 3. What role do you think the City should play in future development in Town Center? What type of incentives, if any, should be considered for implementation of the Plan?

BACKGROUND:

In 2014, City Council adopted Wilsonville's Urban Renewal Strategy and Tourism Development Strategy, both of which identified a Town Center Redevelopment Plan as a priority action item. City Council then established starting the Town Center Plan as a 2015-2017 Council Priority Goal. Staff applied for and was granted a Metro Community Planning and Development Grant to complete the Plan. In 2016, Council approved the Inter-Governmental Agreement between Metro and the City of Wilsonville, which outlined the major milestones, deliverables, and funding conditions, setting the framework for the Scope of Work with MIG, Inc.

The project team began work on the project with a Town Center tour in October 2016, and kicked-off the project with the community in February 2017. With over 100 public meetings and events, public input has driven the development of the draft Town Center Plan before the Commission.

EXPECTED RESULTS:

The Project Team will use this input to refine the various elements of the draft Town Center Plan.

TIMELINE:

After the work session, the project team will integrate the Commission's input and bring a revised draft project and implementation strategies list to the December 3 City Council Work Session. The Plan and its components is anticipated to be before the Commission for a work session in January 2019.

CURRENT YEAR BUDGET IMPACTS:

The Professional Services Agreement has a budget of \$420,000 fully funded through the CD Fund and CIP project #3004 in the adopted budget, of which \$320,000 is funded through a Metro Community Planning and Development grant. The remainder of the budget will be spent this fiscal year.

FINANCIAL REVIEW / COMMENTS: N/A

LEGAL REVIEW / COMMENT: N/A

COMMUNITY INVOLVEMENT PROCESS:

There are multiple opportunities to participate in the project outlined in a Public Engagement and Communication Plan for the Town Center Plan, including an advisory task force, community design workshops, focus groups, pop-up neighborhood events and idea centers, and in-person and online surveys. The engagement plan is designed to reach as broad an audience as possible and to gather the variety of perspectives in the community. It also includes targeted outreach to specific stakeholders more impacted by activity in the Town Center.

POTENTIAL IMPACTS or BENEFIT TO THE COMMUNITY:

As a result of this project, the city anticipates specific actions that will help the Town Center become a more vibrant, pedestrian and transit-supportive mixed-use district that integrates the urban and natural environments, creating an attractive and accessible place for visitors and residents of all ages to shop, eat, live, work, learn, and play. These actions will help remove barriers and encourage private investment in the Wilsonville Town Center. Benefits to the community also include identifying tools to maintain and strengthen businesses in the Town Center, improving access to and within the area, and making the Town Center a place where people want to spend time and support businesses.

ALTERNATIVES:

There are many alternatives the Commission may provide feedback.

CITY MANAGER COMMENT: N/A ATTACHMENTS:

- A. Draft Wilsonville Town Center Implementation Strategies Memo
- B. Draft Town Center Development Code Standards



To: Wilsonville Planning Commission

Miranda Bateschell, Planning Manager, City of Wilsonville

From: Alex Dupey, MIG

Date: November 7, 2018

RE: Implementation Strategies for the Wilsonville Town Center Plan

Implementing the Town Center Plan

A community's vision is realized through specific and implementable actions. This plan recommends actions ranging from major infrastructure investments that take time to plan and design to "quick wins" that can be implemented quickly and with little funding for startup.

This memorandum provides the framework for prioritizing actions to implement the vision, goals, and measures of success developed through the extensive public process. The strategies reflect the desires of businesses and the community members. Town Center will not change overnight, so it is important there are strategies in place to guide near- and long-term change in a manner that provides clear expectations to existing property owners.

PRIORITIZED IMPLEMENTATION

Many actions are necessary to implement the recommendations in the Town Center Plan. Some actions require funding, such as new multimodal investments and parks and open space. Other actions do not require funding but do require City staff time to complete amendments to existing codes and plans. Advancing the broad range of goals, strategies and projects included in the Town Center Plan will require the thoughtful and collaborative implementation of numerous specific actions. In some cases, regulatory actions may be the best ways to facilitate implementation. In other instances, public, private or public-private investment may be required. The City can also facilitate change directly through use of public property (existing or acquired) and/or to help broker property transactions based on implementation strategies. As always, good working collaboration between the City, non-city public agencies, residents, businesses and landowners will be crucial, and where gaps in partnerships exist, the formation of new partnerships will be needed. Table _____ summarizes the prioritized plan recommendations and a list of implementable actions for the near- and long-term.

This Implementation Plan should be reviewed and updated periodically to reflect conditions as they change over time. Some funding sources, such as Main Street programs, Local or Businesses Improvement Districts and similar types of funding sources will require additional analysis to determine if they are appropriate for the Town Center.



Implementation strategies are broken down into three broad categories:

- 1. **Regulatory Actions.** These include changes to the existing development code and supporting documents. Regulatory actions also include new programs, other city plans or regulations necessary to implement the Town Center Plan.
- 2. **Infrastructure Investments**. These include streetscape and other multimodal improvements (bicycle, pedestrian and transit), stormwater, sewer, water infrastructure projects. Several of these projects are interconnected and, where appropriate, identified in the same time frame for completion.
- **3.** Placemaking, Organizational and Economic Development Strategies. These include projects to support existing businesses and bolster economic activity within Town Center.

The recommendations and timing in this memorandum are organized to help catalyze development and investment that generates a significant and positive return for the Wilsonville community and achieves the vision for the Town Center. Both private development and public funds will be required to build and implement elements of the transportation system, open spaces, and other improvements envisioned by the Town Center Plan.

Catalytic investments by the City can spur housing, retail, commercial, and institutional development that builds upon Town Center's already active employment base. This redevelopment has the potential to bring in new property and income taxes, and fees. Where feasible, **Quick Win** projects are identified where improvements can be completed with little cost.

REGULATORY ACTIONS TO IMPLEMENT THE TOWN CENTER PLAN

The Town Center Plan recommends the following regulatory actions (RA). The majority of these actions are expected to be completed within one-year of the Town Center Plan's adoption and would be primarily led by City staff.

RA-1.A: Amend the Wilsonville Comprehensive Plan

The Plan proposes changing Comprehensive Plan within the Town Center Plan boundary from parcels currently designated Commercial, Residential and Public Lands to a new Comprehensive Plan designation of Town Center, as shown on Figure ____. Recommended changes to the Comprehensive Plan are described in Appendix ____).

RA-1.B: Amend the Wilsonville Development Code to include a new Town Center (TC) Zoning District and new Site and Building Design Standards

The Plan proposes rezoning parcels within the Town Center boundary from Planned Development Commercial Town Center (PDCTC) or Planned Development Residential (PDR) to Town Center (TC), a new zoning district with four subareas – Main Street, Neighborhood-Mixed Use, Mixed-Use, and Commercial Mixed-Use – identified consistent with the Community's Design Concept (see Appendix _____). The new

site and building design standards in the new TC zone provide specific design requirements for each of these subareas related to building location, height and design, and parking provisions (surface and structured) in order to set the stage for development consistent with the community's vision for Town Center. The proposed zoning district boundaries are shown on Figure _____.

RA-1.C: Modify Parking Requirements

The Town Center Plan recommends changes in the existing urban form, which affects how much onsite parking should be required and where parking should be located in relation to buildings in the Town Center. Recommended changes to parking include implementing the new TC zone (see Appendix _____) and modifying parking requirements in Section 4.155 of the Wilsonville Development Code (Parking Standards) (see Appendix _____), which together align parking standards consistent with the Town Center vision.

RA-1.D: Amend covenants, conditions, and restrictions (CCRs)

Coordinate with the appropriate designees to amend the covenants, conditions, and restrictions (CCRs) for properties within the Town Center boundary to address inconsistencies with the recommendations in the Town Center Plan.

RA-1.E: Update the City of Wilsonville Transportation System Plan (TSP)

There are several future multimodal transportation system and capital projects that have been identified in the Town Center Plan that should be included in the TSP:

Pages/maps to update

RA-1.F: Amend the Wilsonville Parks and Recreation Comprehensive Master Plan

The Town Center Plan includes a number of additions to the non-motorized network that should be included in the plan, including:

Insert the promenade and bridge gateway projects

Estimated Costs (Items RA-1.A–1.F): Not applicable. Changes to these plans are assumed to be an internal City of Wilsonville task completed during regular plan amendment processes.

RA-1.G: Develop a Streetscape Design Plan

There are a number of new roadway connections that provide the foundation of the Town Center urban development vision. While there are four subdistricts in Town Center that will develop with different scales and land uses, there should be some consistency along the street networks that ties all of Town Center together through a palette of streetscape design features. A streetscape design plan should be developed prior to any major public interventions to provide guidance for design of the roadways. The streetscape design plan should identify all major design elements of the streetscape, including benches and planters, paving materials, lighting, and landscaping, including street trees. Incorporating low impact development measures should also be incorporated into the streetscape plan.

Estimated Cost: 50K



RA-1.H: Develop a Town Center Parking Management Plan

There are many ways to encourage pedestrian-oriented development within Town Center while still providing parking. The parking analysis completed for the Town Center Plan showed the parking usage varies considerably, depending on location in Town Center. As Town Center develops, it may be necessary to consider a variety of parking management techniques and incentives to maintain an adequate supply of parking, without continuing to oversupply the area. The goal of the parking management plan is to ensure that off-street parking is not the driving factor in how land is used within Town Center.

Based on existing conditions, and likely near- and long-term development, the following topics and implementing ordinances could be considered as part of the future parking management plan:

Reductions in Parking for Specific Types of Projects: While parking, particularly in suburban locations, can be a determining factor in the financial success of a project, not all projects fit well within standard parking ratios and the flexibility of considering parking reductions for specific types of projects consistent with the Town Center vision is important. This is particularly true for initial catalytic projects that may be borderline financially feasible. While not all of the following examples would likely be implemented, there are a number of ways to right-size parking in Town Center:

- Permit a certain percentage of required parking for each development to be located offsite (either on-street or another site) within Town Center (such as Fry's or the Kaiser property, or public property when not in use). Currently vacant sites are most attractive because it provides short-term income for the property owner, and as demand increases, those locations could be converted to structured parking or a combination of development and structured parking.
- Reduce parking requirements for locations within ¼ mile of transit stops (up to 20 percent); for retail uses 5,000 square feet or less within a mixed-use development; for use by a locally operating car sharing program, such as "Zipcar" (space for space); for dwellings specifically designed for and occupied by senior citizens, affordable housing projects, or group housing (up to 20 percent); and for developments that create and implement a site-specific trip reduction plan and program that includes features such as employer-provided transit passes, telecommuting, ridesharing, carpooling, car sharing, bicycling, and flexible work schedules (up to 25 percent).

Managing On-Street Parking Supply: Develop a parking enforcement policy to manage on-street parking that permits adjacent land uses to count on-street parking as part of the overall parking requirements for the development, and in areas with retail and other uses that require parking turnover for clients and shoppers, consider parking fees and/or posted time limits for the duration of parking permitted.

Transportation Management Association (TMA): Consider a TMA to coordinate transportation and parking strategies among employers in Town Center. TMAs are non-profit, public/private



partnerships that can take a variety of forms, but are typically funded in part by a group of businesses or organizations through a coordinating body.

Unbundled Parking: Allow a portion of the off-street parking required for residential developments to be provided off-site in a consolidated parking area with pedestrian access provided to the building. More parking may be required now because of the existing urban design in Town Center and the predominance of single-occupancy vehicles usage, but as technology, transit and commuting habits change over time, areas that are now necessary for parking could be developed with other uses in the future. To accomplish this, projects could provide some parking on-site while consolidating the remainder elsewhere. Parking spaces can be leased or sold separately from the rental or purchase fees for dwelling units for the life of the dwelling units. This provides renters or buyers the option of renting or buying a residential unit at a lower price point.

Centralized, Structured Parking: Structured parking can be provided by public or private organizations, or a combination of both. Although the current market makes it challenging to construct a fully privately funded garage (given that each parking stall can cost between five and ten times as much as one built on a surface lot), in the future, structured parking might be possible. Rents and lease rates will likely increase over time, making structured parking, either stand-alone or as part of a larger development, possible.

Ideally, structured parking would be developed as part of a larger development project that includes the types of land use the Wilsonville community desires. And while the City could construct a parking garage as a publicly funded project, it is difficult to identify a location (particularly since the City does not own vacant land in Town Center) and build on speculation without having a catalytic element to the project. Building a standalone garage will not likely attract developers to Town Center, but partnering with a developer through a public/private partnership to create a larger development that incorporates a structure may be a more catalytic opportunity for Town Center as a whole.

Estimated Cost: Development of a parking management plan is likely to be the combined effort of City staff and a consultant. The cost of implementing the parking management plan would depend on the outcomes and recommendations identified in the plan.

INFRASTRUCTURE INVESTMENTS

Public infrastructure, including roads, sewer, water, stormwater infrastructure, and parks, provides the foundation for a complete community. While some infrastructure projects will likely be completed as part of private development, there are several projects that could be publicly funded to catalyze development. "Framework projects" are projects that establish a foundational element of the Town Center Plan. These are high priority projects that will receive public funding to cover a portion of the costs.

All road construction projects assume that the facility will include stormwater management and green street amenities, such as stormwater swales and landscaping treatments.

NOTE: Infrastructure projects, unless otherwise stated, assume full construction or reconstruction of a particular segment. Some projects could only modify existing facilities, which may reduce total project costs. Projects, where applicable, also include relocating sewer, water and stormwater infrastructure.

Table ____ on page ##identifies the proposed phasing and prioritization for each major infrastructure project. Locations of infrastructure projects are identified on Figure ____.

I-2.A: I-5 Pedestrian Bridge and Gateway (Framework Project)

The City is in the process of developing plans for a pedestrian bridge over I-5 that will connect the northwest corner of Town Center to the existing transit center and development on the west side of I-5. While the exact location of the bridgehead is still to be determined, the eastside bridgehead in Town Center will provide an opportunity to establish a highly visible gateway to Town Center. A well-designed bridge and bridge landing can include architectural elements that reflect Town Center as well as seating, landscaping and wayfinding/directional signage that connects people to destinations in Town Center and the regional bicycle and pedestrian network.

Estimated Cost: To be determined. The cost estimate will be completed and part of the I-5 Pedestrian Bridge design process.

I-2.B: Park Place Redesign (Town Center Loop to northern edge of Town Center Park)

This section of roadway is one of the original connections from Town Center Loop, serving the theater and apartments adjacent to the roadway. This section of Park Place would be redesigned to include two travel lanes, buffered bike lanes and wide sidewalks (see Figure ____ for the recommended cross section). Buffered bike lanes are recommended in this section of the new Main Street to provide connections to existing bike lanes north of Town Center Loop. Buffered bike lanes would transition to a two-way buffered bike lane at approximately the north end of Town Center Park where two way-buffered bike lanes from the future Pedestrian Bridge intersect with Park Place.

Estimated Cost: \$7.2 million

I-2.C: Park Place Redesign (Town Center Park to Courtside Drive)

This section of Park Place becomes an extension of Town Center Park. Constructed as a curbless street (see Figure ____ for the recommended cross section) that can be closed during events in Town Center Park, a farmer's market, or other civic use, this section of roadway is a critical transition between the northern and southern portions of the Main Street concept. This section of Main Street includes two travel lanes and on street parking, and would also provide an important multimodal connection with a two-way buffered bike lane that connects the pedestrian bridge trail to the two-way buffered bike lane proposed on the north side of Courtside Drive to Memorial Park (see I-2.E for a project description).

Estimated Cost: \$6.1 million

I-2.D: Park Place Extension (Courtside Drive to Wilsonville Road) (Framework Project)

Creating a new Main Street in Town Center is a signature element of the Town Center Plan. This segment of Park Place (see Figure ____ for the recommended cross section) is a new roadway located with an



existing parking lot that also includes a new signalized intersection at Wilsonville Road. The roadway would include two travel lanes, on street parking, and wide sidewalks to create a strong pedestrian oriented landscape. Bike facilities would be located on-street through the use of sharrows. No business displacements are anticipated with the construction of this segment.

Estimated Cost: \$10.5 million

I-2.E: Courtside Drive Improvements (Park Place to Town Center Loop E.)

Courtside Drive is the primary east/west connection between Town Center Loop E. and Park Place and serves as an important connection between established neighborhoods and central Town Center. This project maintains the key functions of this roadway and, in addition, incorporates the two-way buffered bike lane that will connect to Town Center Loop E. Improvements to this section of roadway would also include wider sidewalks on both sides of the street and on street parking on the south side of Courtside Drive.

Estimated Cost: \$13 Million.

NOTE: If only restriping the roadway for two-way buffered bike lane, the approximate cost is \$78,000.

I-2.F: Courtside Drive Improvements (Park Place East to Town Center Loop W.)

This project would extend Courtside Drive to the west, providing connectivity to areas envisioned to redevelop over time with a more diverse mix of uses. The roadway would include two travel lanes, on street parking, and wide sidewalks to create a strong pedestrian oriented landscape. Bike facilities would be located on-street through the use of sharrows.

Estimated Cost: \$11 million

I-2.G: Wilsonville Road Intersection Modifications

Wilsonville Road is the most important arterial connection near the Town Center and also provides access to one of two I-5 interchanges in Wilsonville. Wilsonville Road also has existing issues, primarily congestion at peak hours at the Wilsonville Road/Town Center Loop W. intersection, where traffic can back up on both roadways. Improvements along Wilsonville Road are designed to address, to the greatest degree practicable, existing capacity issues and implementation of the Town Center Plan urban form.

Estimated Cost: \$1.8 million

I-2.H: Town Center Loop W. Modifications

Town Center Loop W. is the primary north/south route through Town Center, but is also over capacity at the Wilsonville Road intersection. It is a wide street with five lanes in many locations and without bike lanes or complete sidewalks. The focus of this project is to make Town Center Loop W. more pedestrian and bike friendly, help redistribute through traffic more evenly across the transportation system, and reduce congestion at the Wilsonville Road/Town Center Loop W. intersection and on-ramp to I-5.

Town Center Loop W. will become a local road that provides access to businesses as well as multimodal access from the pedestrian bridge and western portions of Town Center. The modifications will also



provide an improved crossing and bicycle connection across Wilsonville Road. Town Center Loop W. would be reduced from five to three lanes (in conjunction with intersection improvements for Town Center Loop E. to accommodate the anticipated shift in traffic patterns). The surplus right-of-way will be used for bicycle lanes and onsite stormwater treatment, addressing an ongoing stormwater issue in the vicinity of I-5. As part of this project, the Wilsonville Road/Town Center Loop W. intersection would be modified to restrict left turns from Wilsonville Road, focusing that turning movement on Town Center Loop E. for through traffic and the future Main Street for local access.

Estimated Cost: \$207,000

Quick Win

Interim improvements could include reducing the number of lanes to one through lane in each direction by using concrete planters, bollards or new curbs to reduce road width, and providing bike lanes in the outside travel lane. Interim Improvements would include primarily re-striping and temporary placement of traffic control, but could also require changes to the Wilsonville Road intersection for left turns.

I-2.I: Local Road Network

Creating a more walkable and accessible Town Center will also require constructing new local roads. These connections would likely be constructed as part of a development in which the private developer assumes the cost of these access roads. Figure _____ identifies the proposed local road network in Town Center, which uses the existing road network as the foundation of the multimodal system. These extensions would require new right-of-way and would generally include two travel lanes, parallel parking on both sides of the street, sidewalks, and street trees, although some connections may use a "woonerf" style design (Figure _____). In limited exceptions, these connections could be pedestrian-only connections. These connections are assumed to be constructed as part of a private development.

Estimated Cost: Not applicable. Local roads identified as part of the Town Center Plan are assumed to be constructed by private development.

I-2.J: Park Place Promenade Redesign (Framework Project)

The parkway promenade redesigns Park Place between Town Center Loop W. and Courtside Drive to create a linear park feature that provides bicycle and pedestrian access and a location for future temporary events such as festivals or a farmer's market. The final design of this area will be determined as part of the design of future adjacent development expected to front the promenade, but essential components should include provisions for temporary events, public gathering spaces with shade and/or weather covering, bicycle and pedestrian connectivity and limited vehicle access to transit or similar to the woonerf style local street cross section (Figure ______) that is designed to be closable to through traffic.

Estimated Cost: TBD Estimated design costs: \$\$\$

Quick Win

Parkway is a wide right-of-way that often backs up at the Town Center Loop W. intersection. In conjunction with the interim or full build out concept for Town Center Loop W. (project I-2.H), interim



changes to this connection could include closure of two of the four travel lanes that can be used for bicycle and pedestrian improvements. Two-way travel would still be provided until full buildout of the Park Place Street extension is completed (Project I-2.D).

I-2.K: Buffered Two-Way Bike Lanes ("cycle-track")

There are several sections of buffered two-way bike lanes identified in the Town Center Plan. These provide essential connectivity elements both with Town Center and to the surrounding bicycle and trail network. There are four primary buffered two-way bike lane segments proposed in Town Center that together create the community's cycle-track between the I-5 pedestrian bridge and Memorial Park (note, the type of bicycle facility to be located within the Park Place Promenade will be determined as part of the Park Place Promenade design process (see Project I-2.J):

Segment 1: Pedestrian Bridge to Town Center Park. This segment would be constructed from the future Pedestrian Bridge to approximately the north side of Town Center Park. While the final bridgehead location is still to be determined, the proposed connection would be located at the northern end of the Fry's parking lot and connecting to Park Place along/as part of The Promenade (see Project I-2.L), where it would cross Park Place and then run on the east side of the roadway adjacent to Town Center Park. This segment would likely require purchasing right-of-way, or could be combined with future redevelopment of the Fry's site.

Segment 2: Town Center Park to Courtside Drive. This segment would be constructed as part of the Park Place Redesign (Project I-2.C) because it will require reconfiguring the corner of Town Center Park and potentially the parking area to accommodate the future Main Street extension south to Wilsonville Road. An interim project could be to restripe the existing roadway, similar to what was completed during the Town Center Main Street Popup event at the 2018 Wilsonville Community Block Party (see page during the planning process for the Town Center Plan.

Segment 3: Courtside Drive to Town Center Loop E. This segment is implemented primarily through restriping the existing roadway on the north side of Courtside Drive between Park Place and Town Center Loop E. and could be implemented at the same time as the interim improvement described for Segment 2. Access to the Town Center Park parking area along Courtside will need to be considered prior to implementation. No additional right-of-way is assumed to be required.

Segment 4: Town Center Loop E to Wilsonville Road. This segment would be located on the east side of Town Center Loop E. This section of buffered two-way bike lane would connect the central portion of Town Center to Memorial Park south of Wilsonville Road. This project would not likely be implemented until the modifications to the Wilsonville Road/Town Center Loop E. intersection are completed as there are already buffered bike lanes on Town Center Loop E. The cycle-track improvements would remove potential conflicts associated with the modifications to the intersection that would arise due to the additional left turn movements from Wilsonville Road to Town Center Loop E. The buffered two-way bike lanes and vehicular lanes, as proposed, will fit within existing right-of-way.

Estimated Cost: Segment 1:\$75,000; Segment 2: N/A, expected to be completed as part of the Park Place redesign; Segment 3: \$78,000 (if not completed as part of the street redesign; Segment 4: \$51,000.

I-2.L: Promenade

The Promenade is a linear park located north of the existing Fry's building. This project would likely be constructed if redevelopment on all or a portion of the Fry's and/or Regal Theater parcel occurred. The Promenade provides plaza and open space for area residents and employees and helps create a very active area near the I-5 pedestrian bridge landing. The promenade also envisions an integrated stormwater feature, wide sidewalks and seating areas in addition to a portion of Segment 1 of the proposed cycle-track (see Project I-2.K).

Estimated Cost: The Promenade is assumed to be constructed, in whole or in part, by private development. The final design of this area will be determined as part of the design of future adjacent development expected to front the promenade with costs estimated at that time.

I-2.M: Construct the Town Center Skatepark

The Town Center Plan incorporates the proposed skatepark to be located east of Town Center Park. It is described in Project 1.7.a of the Wilsonville Parks and Recreation Comprehensive Master Plan.

Estimated Cost: 800K per the City's most recent cost estimate

I-2.N: Water System Upgrades

As new development occurs, additional water supply will be required. The Plan and cost estimates assume that as new roads are constructed, water supply will be constructed as part of the larger road project in order to minimize costs. The cost estimate includes major water supply lines within new roads. Adjacent development would likely be responsible for connecting to the system.

Estimated Cost: \$

I-2.O: Wastewater System Upgrades

As with the water system, additional wastewater system capacity and connections will be required. The Plan and cost estimates assume that as new roads are constructed, wastewater collection will be constructed as part of the larger road project in order to minimize costs. The cost estimate includes major wastewater lines within new roads. Adjacent development would likely be responsible for connecting to the system.

Estimated Cost: \$

I-2.P: Public Transportation Investments in Town Center (TO BE COMPLETED BY SMART)

- What are the long-range plans for serving Town Center? Future vehicle types?
- Gaps in existing infrastructure in Town Center and existing service to/from Town Center and related to Town Center Plan / future needs?
- Service Recommendations: station locations, headways, last mile connections.



PLACEMAKING, ORGANIZATIONAL AND ECONOMIC DEVELOPMENT STRATEGIES

Programming and Placemaking

In the near term, there are a variety of placemaking initiatives that can help spur economic development and generate activity that starts to realize the community's vision for Town Center. These programs include but are not limited to:

- Implementing the Citywide Signage and Wayfinding Plan throughout Town Center to contribute to a sense of place, orient people to Town Center destinations and support use of the existing paths and bicycle facilities.
- Enhancing existing pedestrian and bicycle pathways with lights, signage, pavement markings or even interactive art.
- Hosting a parklet competition to encourage the development of parklets that activate streetscapes and provide the outdoor gathering and seating opportunities desired by community members.
- Supporting a lunch-time farmers market in highly visible areas of Town Center.
- Encouraging food carts in areas of Town Center that are not currently well served by restaurants. This could include collaborating with Clackamas Community College to attract food carts to campus during lunch.
- Continuing and expand the programming of public spaces in Town Center with festivals, music and other performances.
- Elevating streets as places used by people, cars and bicycles by adding interesting elements that create a sense of place and encourage multimodal transportation.
- Working with SMART to improve the visibility and amenities of bus stops, through lighting and creative shelters and seating.
- Activate the area around City Hall through the installation of temporary games, seating and art.

These placemaking initiatives could be led by the city, community-based organizations, and/or a local business organization.

Organizational and Economic Development Strategies

A strategic approach to economic development follows a basic set of guiding principles to support revitalization of Town Center. These principles include:

- Focusing on the organization, marketing and programming of the Town Center.
- Concentrating public investments in focused areas in a coordinated manner to result in a "critical mass" for a positive improvement.
- Targeting a "leverage ratio" (the amount of private investment relative to the public investment) of at least seven to one (seven dollars of private investment for every dollar of public



investment). This ratio may not always be achieved on every single project but should be achieved in the aggregate over time.

What follows are specific actions and strategies that carry out these principles. These organizational and economic development strategies are different concepts to address needs identified through the planning process. These concepts would need to be assessed further to determine the specific approach for Town Center and could be led by the city, community-based organizations, and/or a local business organization.

Business Retention and Location Assistance

Coordination and Advocacy Structure to Promote Town Center Businesses

There are a range of programs and activities that would support economic development in Town Center but are largely the responsibility of the private sector to carry out. A private organization similar to a chamber of commerce or downtown association would likely help to organize businesses and property owners (and potentially residents) to coordinate economic activities in Town Center. Potential actions that would be carried out by such an organization could include: marketing (developing materials, hosting a website, recruiting tenants, business recruitment and retention, etc.), political advocacy (speaking with a unified voice regarding land use and policy issues), funding (grant writing, fundraising, etc.), coordinating events, and many other functions such as the placemaking recommendations described above.

As the City expends significant dollars through infrastructure projects, it needs a private partner with which to work. This organized effort would collaborate with the City and other economic development organizations to ensure that the specific needs of Town Center are represented while not duplicating existing economic development activities being provided by others. Due to the range of activities to be coordinated, funding should be secured to hire a full-time staff person (executive director) and to fund on-going efforts.

Potential funding sources for the organization include:

- Fees paid for membership to the organization,
- Business or Economic Improvement District assessments (BID/EID) (see below), and
- Fundraising events, sponsorships, transient lodging taxes, and corporate donations.

Oregon City provided seed funding for the first few years during startup of its Downtown Association, so the organization could generate membership and secure long-term funding to support one staff position, gradually transitioning to having the businesses assuming increasingly greater responsibility.

Establish a Business Improvement District or Economic Improvement District

A business improvement district (BID) is a special district where businesses and/or property owners are assessed a fee in order to generate revenue to support marketing, maintenance, security, beautification, and many other non-capital initiatives in the designated BID boundary. BIDs are created by a petition of



those who will be assessed, so it forms a strong linkage between the services to be provided and the needs of those who will pay. An economic improvement district (EID) assesses commercial property owners instead of business owners. Both are flexible in the scale and formula for assessing fees (such as on business type, or parcel or building size). A BID can generate the funds to support the staffing of an organization charged with implementing these activities¹ (e.g. a Town Center business organization as described above). Either a BID or an EID could be appropriate in Town Center (but not both), depending on the cooperation and openness to the idea from either business owners or property owners.²

Designate the Town Center as a Main Street through the Oregon Main Street Program

The Oregon Main Street Program works with communities to develop comprehensive, incremental revitalization strategies based on a community's unique assets, character, and heritage. The program offers technical assistance and training, and participants have direct access to grants to fund various projects. Many of Oregon's downtown or town center associations are also enrolled in the Main Street Program. Examples in the region include the Hillsboro Downtown Partnership, the Newberg Downtown Coalition, the McMinnville Downtown Association, and Main Street Oregon City. If an organization emerges to support Town Center businesses, this group should engage the City and the Oregon Main Street Program in the early stages of its creation in order to identify critical eligibility components of the organization.

Prioritize Urban Renewal Funds for Projects in the Town Center

As the City closes existing Urban Renewal Areas, its Urban Renewal Board should consider application of site-specific or area-wide Urban Renewal in the Town Center. If utilized to fund projects in Town Center, establish Town Center as a priority area where expenditures can be focused in concentrated bursts in order to leverage investment, create a stronger visual impact, and generate more market momentum. Although urban renewal expenditures can be made anywhere within a district, if they are not focused and deliberate, it is possible to dilute the impact of urban renewal by spreading resources too thinly across a wide area.

Form Public-Private Partnerships (PPPs) to Catalyze Development in the Town Center

Wilsonville may enter into public-private partnerships (PPPs) with prominent property owners open to redevelopment in the Town Center to catalyze private investment and development. These property owners might include ROIC or Fry's Electronics. Potential areas for public investment could include the

¹ The City of McMinnville contracts the McMinnville Downtown Association to administer the funds collected on behalf of the Economic Improvement District (EID). As a 501c(6) non-profit, the association is able to utilize other funding sources to greatly reduce the cost of services to the district.

² An EID is often an easier structure to put into place because there are usually fewer property owners than business owners and it is often difficult to track down business ownership information.

³ The Oregon Main Street Revitalization Grant Program received \$5 million included in a lottery bond bill (SB 5530) during the 2017 legislative session. These funds will be available to Oregon Main Street Network organizations in the spring of 2019 to fund building projects that encourage economic revitalization.



development of public parking lots, construction of offsite infrastructure, assistance with streetscape improvements, construction of new rights-of-way in conjunction with new development, and other means. Establishing screening criteria can be helpful for the city to stay proactive in its approach. Criteria can be as much about identifying qualified projects that will enhance the community as about screening out projects that might not be worthy of public participation.

Funding/Financial Tools

There are several funding strategies and financial tools that could be employed to reduce financial gaps in private development and to help fund key public infrastructure projects.

Facilitate the Creation of a Local Improvement District (LID)

LIDs are special districts where private property owners pay an assessment to finance shared capital infrastructure projects such as utilities or streetscapes which benefit a specifically-identified district. LIDs enable the public and private sectors to share the cost of needed infrastructure and to finance it over long-term bond repayments with low interest rates, rather than paying up front. Thus, they could be used to build out various streets and other capital improvements described in the Plan. LIDs must be supported by local property owners through an official vote since they are partially or wholly supported by an additional tax assessment within the directly affected area.

In the context of Town Center, infrastructure improvements that could be paid for by a LID and that would benefit surrounding property owners could include streetscape improvements, new street construction, lighting, utility undergrounding, parks and open space improvements, and other capital projects where property owners paying the LID assessment would benefit from increased property values and redevelopment opportunities. LIDs are most frequently used in new development areas where no infrastructure exists, although there are examples where it has been used in a downtown setting (Portland's transit mall and the Portland Streetcar are two examples).

Create a Supplemental Fee for New Development (SF)

Supplemental Fees are one-time fees payable to the city for new development. A supplemental fee provides for equitable distribution of costs for improvements required in a certain geographical area that should be borne by all development in the area, rather than being the sole obligation of properties adjacent to the improvements, because the improvements benefit all development in the area. The supplemental fee would create revenue which could be used for various infrastructure projects specifically within Town Center.

Adopt a Vertical Housing Development Zone (VHDZ)

This program would offer a financial incentive to stimulate targeted construction of vertical mixed-use buildings in the Wilsonville Town Center by offering property tax exemptions to developers. The tax exemption is typically 20 percent per equalized floor of residential use (up to 80 percent) for up to 10 years for eligible projects. Often, eligibility includes projects that offer one or more "public benefit." By reducing property taxes, the program improves cash flows to the building owner, thereby making projects



more feasible. Successful programs in Oregon include Salem's Multi Unit Housing Tax Incentive Program (MUHTIP) and Portland's Multiple- Unit Limited Tax Exemption (MULTE) Program.

Opportunity Zones and Opportunity Funds (OZ)

Opportunity Zones were established by Congress in the Tax Cuts and Jobs Act of 2017. They offer investors a frictionless way to reinvest capital gains into distressed communities through Opportunity Funds, in exchange for a graduated series of incentives tied to long-term holdings. It is specifically designed to channel more equity capital into overlooked markets. EIG estimates that the program offers long-term investors a 3.0 percent higher rate of return annualized and after taxes than a comparable investment outside the program. This is statistically significant and would most likely be the different between a project being feasible and not feasible in the Wilsonville Town Center. While Opportunity Funds are unlikely to be accessible for a few years, the City should track its progress.

Other Grant and Tax Credit Programs

Other grant and loan programs are available at the regional (Metro), state, and federal levels, and should be pursued proactively by staff and stakeholders. These include Metro's Nature in Neighborhoods, Transit Oriented Development (TOD), and Regional Travel Options programs and the federal Community Development Block Grants (CDBG), as well as any future one-time stimulus programs initiated by the federal government. Due to the changing nature and availability of these grants and programs, there should be a dedicated staff person for grant coordination, which could be the responsibility of the Town Center business organization.

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⁴ EIG, <u>URL</u>



Table ____. Implementation Matrix

Tai	oie impiementation Matrix T						
Action Number	Summary	Estimated Cost	Short (1-5 yrs.)	Medium (6-10 yrs.)	Long (11-20 yrs.)	Primary Responsibility/Partners	Potential Funding Sources
Regulatory Interventions							
RA-1.A	Amend the Wilsonville Comprehensive Plan within the Town Center Plan boundary to Town Center, a new Comprehensive Plan designation.	N/A					City
RA-1.B	Amend the Wilsonville Development Code to include a new the Town Center (TC) Zoning District new Site and Building Design Standards.	N/A					City
RA-1.C	Modify parking requirements with Town Center, including parking requirements and location on site.	N/A					City
RA-1D	Amend covenants, conditions, and restrictions (CCRs) to address inconsistencies with the recommendations in the Town Center Plan.	N/A					City
RA-1.E	Update the City of Wilsonville Transportation System Plan (TSP) to incorporate new projects	N/A					City
RA-1.F	Amend the Wilsonville Parks and Recreation Comprehensive Master Plan to incorporate park and the non-motorized network	N/A					City
RA-1.G	Develop a Streetscape Design Plan	50K					City, TGM
RA-1.H	Develop a Town Center Parking Management Plan	TBD					City
Infrastruc	ture Investments						
I-2.A	I-5 Pedestrian Bridge and Gateway	City to provide					LID, SDCs, SF, TIF, FTA
I-2.B	Park Place Redesign (Town Center Loop to northern edge of Town Center Park)	\$7.2m					LID, SDCs, SF, TIF
I-2.C	Park Place Redesign (Town Center Park to Courtside Drive)	\$6.1m					LID, SDCs, SF, TIF



Action Number	Summary	Estimated Cost	Short (1-5 yrs.)	Medium (6-10 yrs.)	Long (11-20 yrs.)	Primary Responsibility/Partners	Potential Funding Sources
I-2.D	Park Place Extension (Courtside Drive to Wilsonville Road) (Framework Project)	\$10.5m					LID, SDCs, SF, TIF
I-2.E	Courtside Drive Improvements (Park Place to Town Center Loop E.)	\$13m					LID, SDCs, SF, TIF
I-2.F	Courtside Drive Improvements (Park Place East to Town Center Loop W.)	\$11m					LID, SDCs, SF, TIF
I-2.G	Wilsonville Road Intersection Modifications [update after Traffic Analysis is complete]	\$1.8m					LID, SDCs, SF, TIF
I-2.H	Town Center Loop W. Modifications	\$207k					LID, SDCs, SF, TIF
I-2.I	Local Road Network	N/A					LID, SDCs, SF, TIF
I-2.J	Parkway Promenade Redesign (Framework Project)	TBD					LID, SDCs, SF, TIF
I-2.K	Buffered Two-Way Bike Lanes	\$204k					LID, SDCs, SF, TIF
I-2.L	Promenade	TBD					LID, SDCs, SF, TIF
I-2.M	Construct the Town Center Skatepark	800K					LID, SDCs, SF, TIF
I-2.N	Water System Upgrades	TBD					LID, SDCs, SF, TIF
I-2.O	Wastewater System Upgrades	TBD					LID, SDCs, SF, TIF
I-2.P	Public Transportation Investments in Town Center						
Economic	Development Development						
	Coordination and Advocacy Structure to Promote Town Center Businesses	N/A					
	Form Public-Private Partnerships (PPPs)	TBD					Urban Renewal, OZ, Other
	Business Retention and Location Assistance	NA					



Action Number	Summary	Estimated Cost	Short (1-5 yrs.)	Medium (6-10 yrs.)	Long (11-20 yrs.)	Primary Responsibility/Partners	Potential Funding Sources
	Consider establishing a Business Improvement District or Economic Improvement District						
Funding To	Consider the Oregon Main Street Program designation						
runuing it	ools & Incentives						
	Local Improvement District	TBD					
	Supplemental Fee	NA					
	Vertical Housing Development Zone	NA					

Section 4.XXX. Town Center Zone.

(.01) Applicability and Purpose.

The Town Center (TC) Zone applies to lands within the Town Center Comprehensive Plan Map designation. The TC zone is a Planned Development Zone, subject to applicable Planned Development regulations, except as superseded by this section or in the Comprehensive plan and its supporting documents. The purpose of the TC Zone is stated below. Wilsonville's Town Center is:

- A. A vibrant, walkable destination that inspires people to socialize, shop, live, and work.
- B. The heart of Wilsonville.
- C. Home to active parks, civic spaces, and amenities that provide year-round, compelling experiences.
- D. Where Wilsonville residents and visitors come for shopping, dining, culture, and entertainment.

<u>Sub-districts</u>. The TC area is composed of four sub districts (Figure X), described below:

- a. Main Street. A walkable and lively main street with a mix of active uses and mostly 3-4 story buildings through the heart of Town Center along Parkway Avenue, which would extend south past Town Center park to Wilsonville Road.
- b. Neighborhood-Mixed Use. Development would be less intense as it approaches Town Center Loop East and the adjacent neighborhoods. Light activity development would include 1-3 story residential and mixed-use development, with neighborhood-serving commercial businesses.
- c. Mixed Use. A variety of mostly 2-4 story buildings throughout Town Center would provide the mix of residential, commercial and office uses the community is looking to have in Town Center. Moderate activity near Wilsonville Road would be commercially focused while the areas near Town Center Park would include more residential and mixed-use buildings.
- d. Commercial-Mixed Use. Allowing taller buildings, up to 5 stories, along I-5 and near the future pedestrian bridge landing, would improve Town Center's visibility, help create a sense of place, and support the increased level of activity and economic vibrancy desired by community members, including additional employment opportunities, entertainment, and hospitality services. As proposed, residential uses in this area would be limited and not allowed adjacent to I-5.

(.02) Uses permitted anywhere in the TC Zone

- A. Open space
- B. Multi-family Dwelling Units
- C. Public or private parks, playgrounds, recreational and community buildings and uses
- D. Commercial recreation
- E. Retail sales and service of retail products, under a footprint of 30,000 square feet per use
- F. Offices
- G. Personal and professional services
- H. Day care
- I. Food service (e.g. restaurants, food carts, food cart pods)
- J. Beverage service (e.g. cafes, brewpubs, bars)
- K. Any of the above in mixed use buildings.

Figure X. Town Center Sub Districts



(.03) Permitted and Prohibited uses in specific sub-districts

Figure X, Land Use Sub-Districts, illustrates subareas of the Town Center where certain regulations apply. Below are use-related regulations for the Sub-districts.

A. COMMERCIAL – MIXED USE (C-MU)

- 1. Additional permitted uses Commercial recreation with outdoor facilities (e.g. cart track); retail exceeding a footprint of 30,000 square feet per user if located within a multistory building with other land uses; cinemas
- 2. Multi-family is prohibited on any parcel side that abuts I-5, including the I-5 side of parcels abutting Town Center Loop West
- B. MAIN STREET (MS)

1. Uses with drive-through facilities – New uses with drive-through facilities (e.g. fast food, banks, car wash), are prohibited. Existing drive-through uses and facilities may be continued consistent with Section 4.189. In the MS sub-district, a change in use is permitted for a new drive-through use, consistent with the other standards of Section 4.189.

C. MIXED USE (MU)

1. Uses with Drive-through facilities – New uses with drive-through facilities (e.g. fast food, banks, car wash), are prohibited. Existing drive-through uses and facilities may be continued consistent with Section 4.189. In the MU sub-district, a change in use is permitted for a new drive-through use, consistent with the other standards of Section 4.189.

D. NEIGHBORHOOD –(N-MU)

1. Uses with Drive-through facilities – New uses with drive-through facilities (e.g. fast food, banks, car wash), are prohibited. Existing drive-through uses and facilities may be continued consistent with Section 4.189. In the MU sub-district, a change in use is permitted for a new drive-through use, consistent with the other standards of Section 4.189.

(.04) Consistency with Street Network and Multi-modal Network

- A. All development will be consistent with the Street Network and Multi-modal Network, shown in Figures X and X. Street and multi-modal facility locations are approximate and will be finalized as part of the development review process. The purpose of these plans are to support the creation of a highly connected and walkable Town Center where there are options for travel. The Development Review Board may approve variations from Figures X and/or X if needed to accommodate existing development or physical constraints, and/or, preserve natural resources and open space. If a street or other multimodal connection is varied, substantially equivalent connectivity and multi-modal travel options shall be provided.
- B. All development shall provide transportation facilities consistent with the cross-sections in the Wilsonville Town Center Plan and applicable provisions of the Wilsonville Transportation System Plan.

(.05) Consistency with Open Space Network

A. All development will be consistent with the Open Space Network, shown in Figure X. The Open Space sizes and locations on Figure X are approximate and will be finalized as part of the development review process. The purpose of the plan is to create open spaces that are linked and serve as attractive amenities for Town Center. The Development Review Board may approve variations from Figure X if needed to accommodate existing development or physical constraints, and/or, preserve natural resources and open space. If an open space is varied, substantially equivalent open space and open space linkage shall be provided.

Figure X Street Network



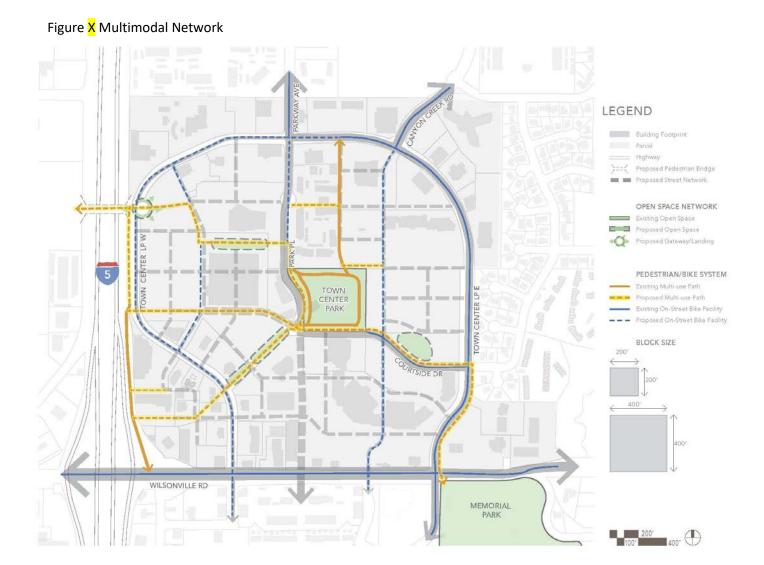


Figure X Open Space Network



(.06) Design and Development Standards

A. PURPOSE AND INTENT

The purpose of the design standards is to:

- 1. Provide high quality design in new development and redevelopment that promotes a sense of community identity and implements the Wilsonville Town Center Vision.
- 2. Provide a well-defined pedestrian, bicycle and vehicular network, good connections to adjacent land uses and efficient connections to transit stops.
- 3. Provide quality and usable open space, increase street tree canopy, and create transitions between land uses.
- 4. Provide sustainable development through the adaptive reuse of existing buildings and increase the use of low-impact development best practices.

B. BUILDING/STREET FRONTAGE REQUIREMENTS

Building and street frontage requirement in this section are intended to create an active pedestrian environment through sidewalk-facing ground floors and entryways with protection from the elements for pedestrians.

1. Building/Frontage Design Standards.

Street type	Main Street	Local Roads	Collectors	Arterial	Multi-Use Paths
Objective	Provides Pedestrian- oriented and active building frontage on street.	Provides local access to adjacent development with pedestrian design focus. Local roads should also provide access to parking and service entrances.	Provides capacity to accommodate multimodal transportation access and connectivity to regional connections	Provides connectivity to regional system focused on moving people. Access from adjacent multimodal networks is focused at signalized intersections	Provide non- motorized travel within Town Center and connections to larger bike/ped system
Sidewalks	Required. Separated from curb by planting strip, tree wells, or rain gardens.	Required. Separated from curb by planting strip, tree wells, or rain gardens.	Required. Curb- tight optional.	Required. Separated from curb by planting strip, tree wells, or rain gardens.	N/A
Sidewalk width	12 feet, plus optional setbacks	12 feet	11.5-13.5 feet (per TSP)	13.5-16.5 feet (Per TSP)	Varies-minimum 12 feet
Landscaping type	Street trees and plantings, including rain gardens, rooftop gardens, plazas	Street trees and plantings, including rain gardens, rooftop gardens, plazas	Per Wilsonville Standard	Per Wilsonville Standard	Per Wilsonville Standard
On-street parking	Parallel or diagonal parking required. Parklets and bicycle parking permitted in street	Dependent on local road design (see cross section options). Parallel parking on both sides, or diagonal parking on one side, depending on ROW availability and street cross-section.	Optional	Prohibited.	N/A
Number of lanes	Two	Two	Two	Three to five	N/A
Bicycle facilities	Main Street: •Required north of Town Center Park (buffered) •Two-way Cycle track adjacent to Town Center Park •Shared travel lanes south of Town Center Park	Shared or buffered	Buffered	Buffered	N/A

Street type	Main Street	Local Roads	Collectors	Arterial	Multi-Use Paths
Minimum % of building along street frontage	Minimum 70% of buildings facing Main Street. Buildings to be placed at corners with primary access at or within 20 feet of the corner.	Minimum 50% of building facing a local street. Buildings to be placed at corners	Minimum 50%	Minimum 50%	N/A
Location of parking	On street, behind building (surface or structured, above or below grade)), or at shared central location. Off street Pparking cannot be located within 100 feet of and intersection with Main Street Parking prohibited at corners of public streets	On street, behind or to the side of building. If fronting Main Street, off street parking is not permitted along Main Street frontage Off-street parking prohibited at corners of public streetsParking prohibited at corners of public streets	To the back or side of building. Off-street parking prohibited at corners of public streetsParking prohibited at corners of public streets	To the back or side of building. Off-street parking prohibited at corners of public streetsParking prohibited at corners of public streets parking prohibited at corners of public streets	
Parking Access	Parking access provided via local street, alley, or midblock crossing. Alleys must be located more than 100 feet from another road or access point. Shared access is encouraged.	Parking access provided via local access street or alley	Parking access provided via local street	Not permitted. Access to be provided at signalized intersections and interior circulation system.	
Block length	Maximum block length is 400 ft. 250 ft. maximum to mid-block crossing access to provide pedestrian and parking access. Maximum mid-block crossing width up to 30 ft.	Maximum block length is 400 ft. 250 ft. maximum to midblock crossing access to provide pedestrian and parking access. Maximum midblock crossing width up to 30 ft.	NA	NA	
Typical vehicle speed	20-25 mph	20-25 mph	25-30 mph	25-35 mph	N/A

C. DEVELOPMENT STANDARDS

Development standards apply to all new development within the Town Center boundary.

Table _____ Town Center Development Standards [1] [2]

		Towr						
STANDARD		SUBE						
	MSD	N-MU	MU	С-МИ				
Front setback		<u> </u>						
Minimum	0 ft.	0 ft.	0 ft.	0 ft.				
Maximum	20 ft. [6	20 ft. [6]	10 ft. [6]	10 ft. [6]				
Side facing street on corner and thr	ough lots							
Minimum	0 ft.	0 ft.	0 ft.	0 ft.				
Maximum	20 ft	10 ft	10 ft	10 ft				
Side yard								
Minimum	0 ft.	Oft.	0 ft.	0 ft.				
Maximum	0 ft.	6ft.	0 ft.	0 ft.				
Rear setback								
Minimum	0 ft.	0 ft.	0 ft.	0 ft.				
Maximum	<u>20</u> 0 ft.	NAO ft.	<u>NA</u> ⊕ ft.	NAO ft.				
Building height (stories) [8]								
Minimum	two	two	two	two				
Maximum (stories/feet) [7]	four	three	four.	five				
Ground floor height minimum	12 ft. [3]	N/A	12 ft.	12 ft.				
Site coverage maximum	90%	75%	90%	90%				
Minimum landscaping	10%	15%	15%	10%				
Minimum building frontage [4]	70%	25%	50%	50%				
Residential density (units per acre)								
Minimum	40[5]	16	40	40				

		Tov				
STANDARD		SUI	SUBDISTRICT			
	MSD	N-MU	MU	C-MU		
Maximum	None	40	None	None		

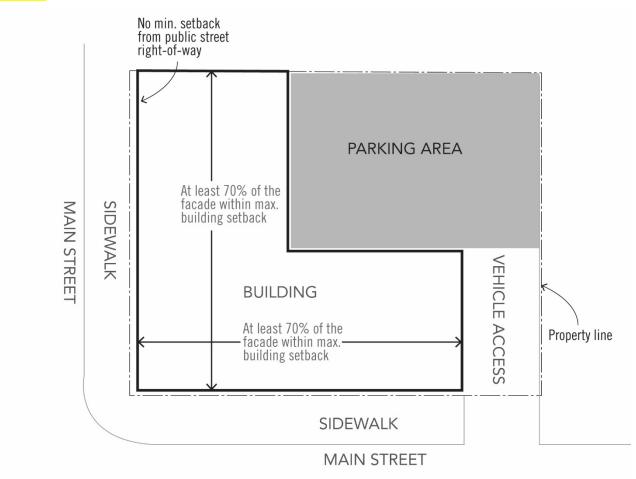
- [1] This table does not apply to existing development. All new buildings in the district must meet these development standards.
- [2] For Commercial development, the maximum front and street side yard setback is 10 feet. For mixed-use and residential only development, the maximum front setback is 20 feet.
- [3] Mixed-use building are required for buildings located within 100 feet of the Park Place/Courtside Drive intersection and on Main Street between Wilsonville Road and Courtside Drive. Development shall provide ground floor heights of 15 feet to accommodate active ground floor uses. This standard does not apply residential only buildings located elsewhere along Main Street.
- [4] See Section _____ for building frontage requirements.
- [5] Minimum density applies to residential-only development. There is no minimum residential density for mixed use development.
- [6] Setbacks are permitted provided they are used for seating or other uses that encourage pedestrian activity and active ground floor uses
- [7] If affordable housing is provided, maximum building stories may be increased by one story.
- [8] Second stories or higher in buildings must be habitableuseable. No false front buildings are permitted.

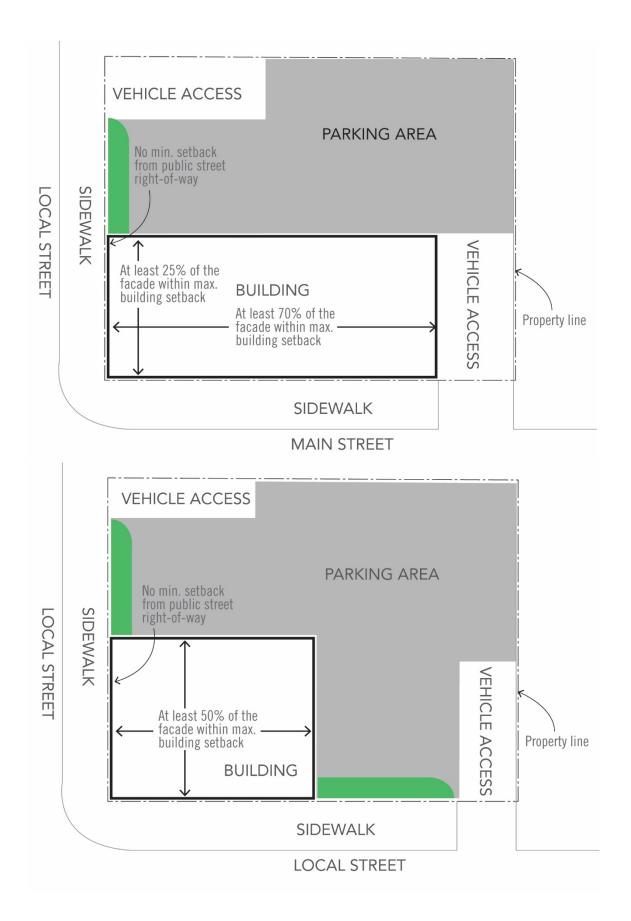
D. BUILDING PLACEMENT.

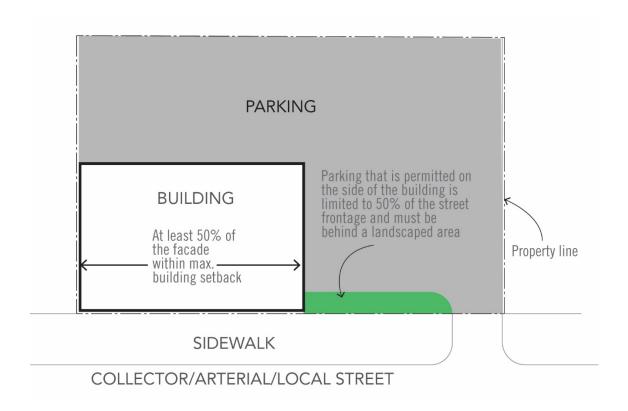
Buildings shall meet the following standards:

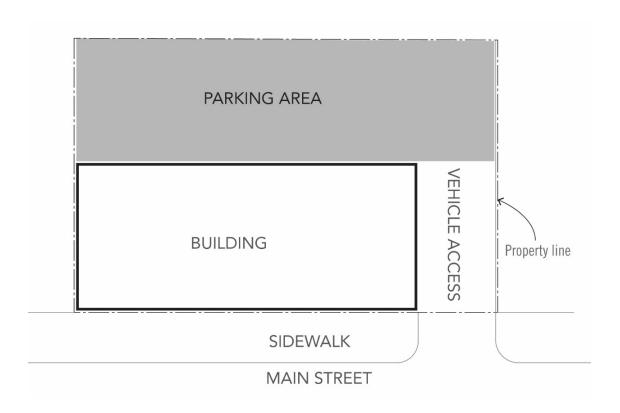
- Main Streets and Local Streets. For parcels adjacent to Main Streets, buildings shall be located
 at public street intersections. Street frontage requirements for Main Streets are a minimum of
 70 percent of the lot frontage. Off street parking shall be located behind buildings fronting
 Main Street, either on surface or tuck under lot, parking structure, or at a central off-site
 parking located with the TC boundaryet.
- If a parcel fronts two or more different street design classifications, the primary building entrance shall front the following in order of priority: Main Street, Local Street, Collector Street, Arterial Street.
- 3. Minimum building frontage requirements for a Local Street shall be 25 percent if the development also fronts Main Street.
- 4. Minimum building frontage requirements for a Local Street shall be 50 percent if the development front another local street.
- 5. For parcels that do not front a Main Street or a Local Street, the minimum building frontage shall occupy a minimum 50 percent of the lot frontage.

Figure X. Building Placement and Location of Parking (typical)









E. BUILDING SETBACKS.

The minimum building setback from public street rights-of-way shall be zero feet; the maximum building setback shall be 20 feet for MSD and N-MU districts. The maximum setback shall be 10 feet for all other districts. No off-street vehicle parking or loading is permitted within the setback. Bicycle parking is permitted with in the setback.

F. FRONT YARD SETBACK DESIGN.

Landscaping, seating areas, an arcade, or a hard-surfaced expansion of the pedestrian path must be provided between a structure and a public street or accessway. If a building abuts more than one street, the required improvements shall be provided on all streets. Hard-surfaced areas shall be constructed with scored concrete or modular paving materials. Benches and other street furnishings are encouraged.

G. WALKWAY CONNECTION TO BUILDING ENTRANCES.

A walkway connection is required between a building's entrance and a public street or accessway. This walkway must be at least six feet wide and be paved with scored concrete or modular paving materials. Building entrances at a corner adjacent a public street intersection is encouraged.

H. PARKING LOCATION AND LANDSCAPE DESIGN.

- Parking for buildings adjacent to public street rights-of-way must be located to the side or rear
 of newly constructed buildings, except for buildings fronting Main Street, where parking must
 be located behind the building, either surface, tuck under or structured (above or below grade).
 For locations where parking may be located to the side of the building, parking is limited to 50%
 of the street frontage and must be behind a landscaped area.
- 2. Within off-street parking lots, all parking spaces, except for those designated for ADA accessible space or deliveries, shall be shared spaces. Designation for individual uses is not permitted
- 3. Within off-street parking lots, time-limitations may be placed on parking spaces to encourage parking turnover. This includes time limitations to pickup and drop off of goods from areas businesses (e.g. drycleaner, bank ATM etc.).

I. PARKING GARAGES AND OFF-STREET PARKING ACCESS.

Parking garages must meet all building standards identified within this section. Off street access to a parking lot or garage should be located to minimize conflicts with pedestrians and must be provided from an alley or local street.

J. PLAZA AREAS

The following plaza design standards are intended to enhance the overall site layout and ensure that plaza areas are designed as an accessible amenity.

1. Plaza space shall be required when a mixed use or commercial development or redevelopment involves a gross site area greater than 2 acres. When a plaza is required as a percentage of the overall required open space requirement the plaza space shall incorporate at least three of the following elements:

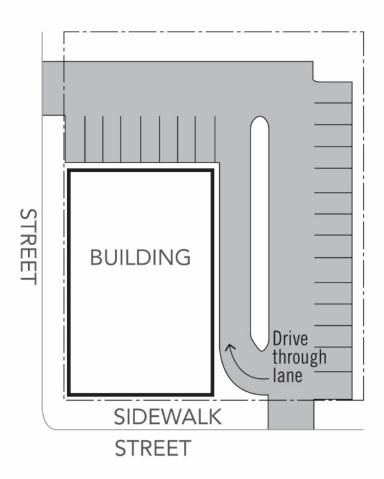
- a. One seating space shall be provided for every 250 square feet of plaza area and/or public space. The seating space requirement may be met by providing benches, chairs, and/or seat-walls. Areas actively used for public outdoor cafes are exempted from the calculation in the seating area requirement. Remaining areas plaza areas must meet the seating requirement.
- b. Structures such as pergolas, canopies, awnings, arcades, or other similar elements to provide shade and rain coverage. Structures should provide coverage for year-round use of the plaza
- c. In addition to trees required to satisfy the open space requirement, trees shall be provided at a rate of one tree per 800 square feet of plaza or public space area.
- d. Water features or public art.
- e. Activity areas including but not limited to outdoor cafes, retail spaces, and/or programmed spaces that accommodate entertainment, meetings, educational activities, and play areas.
- f. Pedestrian-scale wayfinding. Plaza areas shall be visible from adjacent streets or pedestrian areas to the greatest extent possible.
- 2. A minimum of 75% of the plaza frontage shall provide direct unobstructed access from adjacent streets.
- 3. Stormwater detention areas shall be integrated into the plaza design and used as an amenity to the greatest extent possible.
- 4. No less than 25% or more than 40% of the plaza area shall be utilized for planted landscaping, including stormwater detention areas.
- 5. Litter receptacles shall be provided at a minimum of four cubic feet of capacity per 800 square feet of open plaza space

K. DRIVE THROUGH FACILITIES

A drive-through facility shall be subject to the following standards:

- 1. Shall only be permitted if the building also includes indoor seating
- 2. Shall not be permitted on parcels with frontage on Main Street.
- 3. All traffic queuing using the drive through facilities shall be accommodated on site.
- 4. A drive-through lane shall not be located in the area between a building and a public street and the drive-through windows shall not face a public street
- 5. In addition to standards for drive throughs, buildings with drive-through facilities shall also meet standards for primary building access (Section _____).
- 6. Drive-through facilities shall be clearly marked with signage to avoid conflict with pedestrian and bicycle facilities.

Figure _____ Drive Through Facilities



L. BUILDING DESIGN STANDARDS

1. General Provisions

- The first-floor façade of all buildings, including structured parking facilities, shall be designed to encourage and complement pedestrian-scale interest and activity through the use of elements such as windows, awnings, and other similar features.
- b. Building entrances shall be clearly marked, provide weather covering, and incorporate architectural features of the building.
- c. Architectural features and treatments shall not be limited to a single façade. All visible sides of a building from the street, whether viewed from public or private property, shall display a similar level of quality and architectural interest, with elements such as windows, awnings, murals, a variety of exterior materials, reveals, and other similar features.

2. Design Standards

a. All buildings, including parking garages, shall comply with the following design standards. Building facade windows are required on all street-facing facades, as follows:

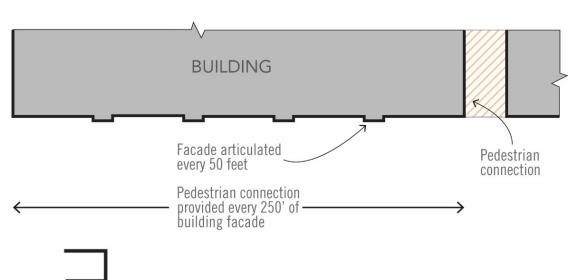
Ground Story: Mixed-Use and Non-Residential	60% of facade
Upper Stories: Mixed-Use	30% of facade
Ground Story: Residential Only	30% of facade

- i. Window area is the aggregate area of the glass within each window, including any interior grids, mullions, or transoms. Facade area is the aggregate area of each streetfacing vertical wall plane.
- ii. Required windows shall be clear glass and not mirrored or frosted, or reflective, except for bathrooms. Clear glass within doors may be counted toward meeting the window coverage standard.
- iii. Ground floor windows. All street-facing elevations within the building setback (zero to 20 feet) along public streets shall include a minimum of 60% of the ground floor wall area with windows, display areas or doorway openings. The ground floor wall area shall be measured from two feet above grade to ten feet above grade for the entire width of the street-facing elevation. The ground floor window requirement shall be met within the ground floor wall area and for glass doorway openings to ground level. Up to 50% of the ground floor window requirement may be met on an adjoining elevation as long as the entire requirement is located at a building corner.
- iv. Street-facing facades that contain vehicle parking, such as a parking structure, do not have to provide windows but shall provide facade openings that meet the minimum required window area. If required facade openings do not contain glass, they may contain architectural elements that are no more than 30 percent sight-obscuring.

b. Building Facades.

- i. Facades that face a public street shall extend no more than 50 feet without providing at least one of the following features: (a) a variation in building materials; (b) a building off-set of at least one foot; (c) a wall area that is entirely separated from other wall areas by a projection, such as an arcade; or (d) by other design features that reflect the building's structural system. No building façade shall extend for more than 250 feet without a pedestrian connection between or through the building.
- ii. Buildings more than three stories are required to step back six feet from the building facade at the beginning of the fourth story.

Figure X. Building Facades



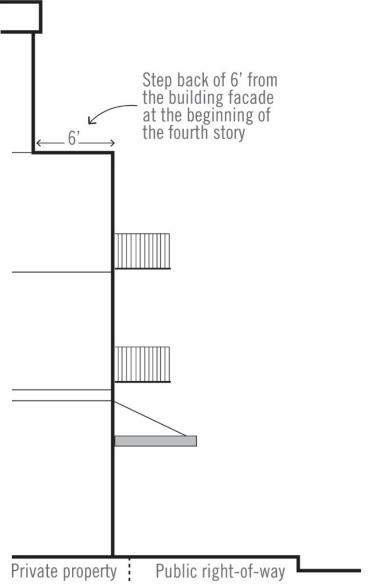
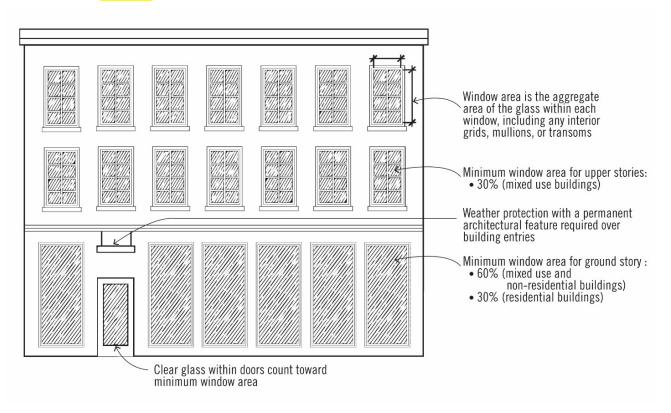


Figure X. Window Placement and Percentage of Facade



- c. Weather protection (for nonresidential and mixed-use buildings):
 - i. A projecting facade element (awning, canopy, arcade, or marquee) is required on the street-facing façade.
 - ii. Awnings/marquees/canopies shall project a minimum of 3 feet from the façade and may project a maximum of 6 feet into the public right-of-way or the minimum sidewalk width along the building frontage, whichever is less. Any element that projects into the right-of-way is subject to approval by the city engineer.
 - iii Marquees shall have a minimum 10-foot clearance from the bottom of the marquee to the sidewalk. Awnings and canopies shall have a minimum 8-foot clearance from the bottom of the awning or canopy to the sidewalk.
 - iv. Awnings shall match the width of storefronts or window openings.
 - v. Internally lit awnings are not permitted.
 - vi Awnings shall be made of glass, metal, or exterior grade fabric (or a combination of these materials).

- d. Building materials. Plain concrete block, plain concrete, T-111 or similar sheet materials, corrugated metal, plywood, sheet press board or vinyl siding may not be used as exterior finish materials. Foundation material may be plain concrete or plain concrete block where the foundation material is not revealed for more than two feet. Use of brick and natural materials (wood) is encouraged.
- e. Roofs and roof lines. Except in the case of a building entrance feature, roofs shall be designed as an extension of the primary materials used for the building and should respect the building's structural system and architectural style. False fronts and false roofs are not permitted.
- f. Rooftop features/equipment screening.
 - i. The following rooftop equipment does not require screening:
 - Solar panels, wind generators, and green roof features;
 - Equipment under two feet in height.
 - Elevator mechanical equipment may extend above the height limit a maximum of 16 feet provided that the mechanical shaft is incorporated into the architecture of the building.
 - iii. Satellite dishes and other communications equipment shall be limited to 10 feet in height, shall be set back a minimum of five feet from the roof edge and screened from public view to the extent possible.
 - iv. All other roof-mounted mechanical equipment shall be limited to 10 feet in height, shall be set back a minimum of five feet from the roof edge and screened from public view and from views from adjacent buildings.
 - v. On all structures exceeding 35 feet in height, roofs shall have drainage systems that are architecturally integrated into the building design.
 - vi. Any external stairwells, corridors and circulation components of a building shall be architecturally compatible with the overall structure, through the use of similar materials, colors, and other building elements.
 - vii. Required screening shall not be included in the building's maximum height calculation.

g. General Screening

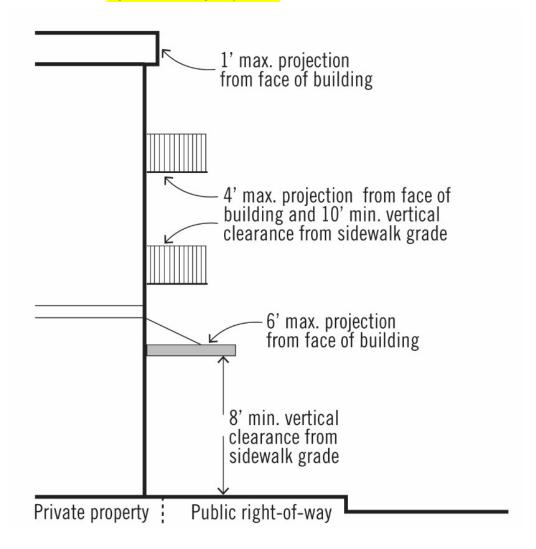
i. Utility meters shall be screened from view from a public street to the greatest extent possible and shall be painted a color to blend with the building façade.

h. Primary Entry

- i. For commercial/institutional/mixed use buildings:
 - At least one entry door is required for each business with a ground floor frontage.

- Each entrance shall be covered, recessed, or treated with a permanent architectural feature in such a way that weather protection is provided.
- All primary ground-floor common entries shall be oriented to the street or a public space directly facing the street, not to the interior or to a parking lot, or placed at an angle up to 45 degrees from an adjacent street.
- Courtyards, plazas and similar entry features may be utilized to satisfy the building entrance requirement when these features are designed to connect the adjacent street edge to the main building entrance.
- ii. For residential buildings:
 - Entry door. The primary public entrance to each building unit shall be covered, recessed, or treated with a permanent architectural feature in such a way that weather protection is provided.
 - All primary ground-floor common entries of multifamily buildings or individual unit entries of attached residential units that front the street shall be oriented to the street or public right-of-way, not to the interior or to a parking lot.
- i. Building projections. Building projections are allowed as follows:
 - i. Architectural elements such as eaves, cornices and cornices may project up to 1' from the face of the building.
 - ii. Bay windows and balconies may project up to 4' from the face of the building Balconies that project into the right-of-way shall have a minimum vertical clearance of 10 feet from sidewalk grade
 - Weather protection, such as awnings may project up to 6' from the face of the building.
 Weather protection across the length of the building face is encouraged. Elements that project into the right-of-way shall have a minimum vertical clearance of 8' from sidewalk grade. See also Section
 2.C for standards related to weather protection

Figure X. Building Projections



M. OFF STREET PARKING AND LOADING

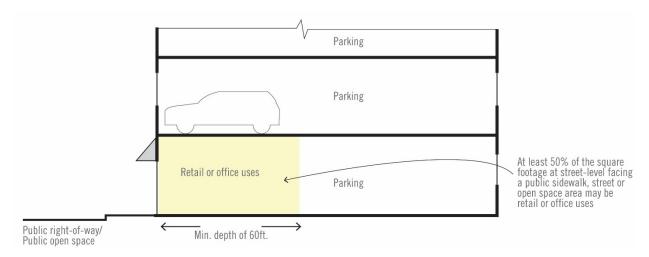
Parking standards are identified in Section 4.155.

N. PARKING WITHIN A BUILDING OR STRUCTURE

- 1. Facade openings that face a public street or open space shall be vertically and horizontally aligned and all floors fronting on those facades shall be level, not inclined.
- 2. The first floor facade of a parking structure located adjacent to a public street shall be designed to encourage and complement pedestrian-scale interest and activity through the inclusion of at least three architectural elements such as arcades, windows, awnings, overhangs, screens, grills, louvers or other similar non-opaque features.

- 3. Parking structures shall be designed so that motorized vehicles parked on all levels of the structure are screened to a minimum height of 42 inches.
- 4. The ground floor façade of a structured parking facility that abuts a public sidewalk, street, or open space and that is not occupied by entrances, exits, or waiting areas shall be designed and constructed with a minimum unfinished floor to ceiling height of 15 feet in order to allow occupancy by uses other than parking that are permitted in the underlying district.
- 5. Parking structures located in the MSD and adjacent to a public street shall contain retail or office uses on the first floor fronting the street or be wrapped with development of equal or greater height than the parking structure. At least 50 percent of a street-level floor facing a public sidewalk, street, or open space area shall contain retail or office uses to a minimum depth of 60 feet.

Figure X. Parking Structure-Ground Floor Design



- 6. Where the upper floors of above-ground parking structures are visible from a public street, such surfaces shall include architectural or vegetative finishes.
- 7. Within a surface parking lot or structure, the bicycle spaces, carpool, vanpool, shared car, or electric vehicle charging spaces should be placed in preferred locations relative to the street, the building entrances, and the primary pedestrian routes within and around the project site.

O. STREET CONNECTIVITY

1. Purpose.

The purpose of these standards and procedures is to create safe, comfortable, and attractive streetscapes for pedestrians, improve connectivity for all modes of travel, and remove barriers for small-scale incremental development.

2. General provisions.

This section contains the standards and procedures for improvements to public transportation facilities for all property located in the Wilsonville Town Center Boundary, including specific standards for vehicle, pedestrian, bicycle, and transit facilities. The terms "transportation facilities" and "transportation improvements" generally include those facilities, or improvements to those facilities, that accommodate all modes of travel that are usually located in public rights-of-way, also commonly referred to as streets. "Frontage improvements" are transportation improvements immediately adjacent to a proposed development's street frontage. "Off-site improvements" are transportation improvements not adjacent to a proposed development's street frontage.

- 3. Transportation facility standards.
 - a. General Standards.
 - i. All transportation and associated utility improvements to be placed in a public right-of-way or public access easement shall:
 - Meet the standards of the city as provided in _____; and
 - Tie into existing transportation and associated utility improvements, including adjacent streets, as possible; and
 - Obtain all necessary approvals and permits from other applicable road authorities if the right-of-way to be improved is not under the city's jurisdiction.
 - ii. Right-of-way shall be dedicated to the public for transportation purposes. Additional right-of-way dedication may be required at intersections for needed improvements identified by a transportation impact study or applicable road authority.
 - iii. Partial transportation improvements, also called half-street improvements, resulting in other than full improvements on both sides of the street are generally not acceptable. Partial transportation improvements may be approved where the city finds that it will be possible for the adjoining property to dedicate and improve the remainder of the street when it develops.
 - b. Intersection design and spacing.
 - Streets shall generally intersect at right angles (90 degrees). Angles of less than 75 degrees shall not be permitted unless approved by the city engineer. Streets shall generally intersect so that centerlines are not offset.
 - Street intersections shall have curb extensions to reduce pedestrian crossing distances unless there are other standards that apply, such as areas with flush curbs.
 - iii. New street intersections, including alleys, are subject to approval by the city engineer and require an access report. The city engineer shall specify the technical information that must be included in the report. At a minimum, the access report

shall show that the proposed street intersection meets stacking, sight distance, and deceleration standards provided the American Association of State Highway and Transportation Officials (AASHTO) publications, or other standards as determined by the applicable road authority.

- c. Transportation network connectivity.
 - Minimum required transportation improvements are identified in the Wilsonville Town Center Plan. Alleys are encouraged but not required. Private streets are prohibited.
 - ii. Bicycle and pedestrian connections are required where the addition of a connection would link the end of a permanent turnaround to an adjacent street or provide a midblock connection through a long block. A midblock connection is required where at least one block face is 400 feet or more in length. A required connection must go through the interior of the block and connect the block face that is 400 feet or more in length to its opposite block face.
 - iii. Streets shall be extended to the boundary lines of the proposed development where necessary to give access to or allow for future development of adjoining properties.
 - Any required or proposed new streets through or along the boundary of the
 proposed development shall be accompanied by a future street plan. The
 future street plan shall show that it is feasible to extend all required or
 proposed new streets onto adjoining properties to the satisfaction of the city
 engineer.
 - Temporary turnarounds shall be constructed for street stubs in excess of 150 feet in length. Drainage facilities shall be constructed to properly manage stormwater runoff from temporary turnarounds.
 - Street stubs to adjoining properties shall not be considered permanent turnarounds, unless required and designed as permanent turnarounds, since they are intended to continue as through streets when adjoining properties develop.
 - Reserve strips may be required in order to ensure the eventual continuation or completion of a street.
 - iv. Permanent dead end streets are not allowed except where no opportunity exists for creating a through street connection. Dead end streets shall meet all fire code access requirements and shall only be used where topographical constraints, protected natural resource areas, existing development patterns, or strict adherence to other city requirements precludes a future street connection. The lack of present ownership or control over abutting property shall not be grounds for a dead end street.
 - v. Street design. All streets are subject to the standards illustrated in the Wilsonville Town Center Plan.

- vi. Street trees shall be required along all street frontages. The minimum number of required street trees shall be determined by dividing the length (in feet) of the proposed development's street frontage by 40 feet. When the result is a fraction, the number of street trees required shall be the nearest whole number.
- vii. Stormwater facilities for managing stormwater runoff from transportation facilities shall meet all applicable city standards.
- xiii. Above-ground vegetated water quality facilities shall be required wherever practicable.
- ix. Water quality facilities may be located in an on-street parking lane in lieu of onstreet parking or in the landscape strip or tree well area of the sidewalk corridor.
- x. Sidewalks shall have a minimum unobstructed width of 6 feet for pedestrian through- travel, except for A-frame signs where the minimum unobstructed width is 4 feet. Any permanent structures or utilities within the required through-travel area are subject to approval by the city engineer. Any sidewalk area outside of the required through-travel area may be used for commercial purposes by adjacent development or may contain pedestrian amenities, such as street furniture, bicycle parking, trash cans, and drinking fountains. Use of this area for commercial purposes includes, but is not limited to: customer seating, merchandise display, and A-frame signs. Use of this area for commercial purposes is at the sole discretion of the director.
- xi. Off street paths shall meet the city's path standards identified in the Transportation system plan, unless noted otherwise in the Wilsonville Town Center Plan. The location and type of facility shall be consistent the trail and open space, and street cross section illustrated in the Wilsonville Town Center Plan. Trail widths may be reduced where constrained by existing development, protected natural resource areas, or topography as determined by the city engineer.
- xii. Bicycle facilities include bicycle parking, on-street shared lanes, on-street bike lanes and paths. Bicycle facility improvements include, but are not limited to: bicycle racks, signage, pavement markings, intersection treatments, traffic calming, and traffic diversion.
- xiii. Transit facilities shall conform to current SMART standards with final approval by the city engineer.