



WILSONVILLE TOWN CENTER PLAN

City of Wilsonville Town Center Plan

DRAFT Vision and Goals

June 14, 2017

Background

The purpose of the Wilsonville Town Center Plan is to establish a **community-driven vision** for Town Center and create a set of **strategic actions** to support the vision. The vision must reflect community input and values to ensure an economically, socially and environmentally vibrant and healthy Town Center. The strategic actions will include new policies, projects, programs, or partnerships to guide future development in Town Center and set a clear path forward to achieving the vision.

This memo outlines the **draft vision and goals** developed from community and Task Force input gathered through April 2017, as well as feedback from the Planning Commission and City Council in a joint work session in May 2017.

Public outreach activities to date have included:

- Over 30 meetings with residents, property owners, businesses, community groups, students, and elected officials;
- "Questions of the month," distributed both online and at the library and community center;
- A Community Kick-off Event, held on February 28, 2017;
- Two meetings with project Task Force comprised of community members, businesses, landowners and neighborhood members; and
- A citywide online survey.

Participants at the Community Kick-Off Event identified assets and challenges in Town Center and shared their visions for what Town Center might look like in the future. Small group activities provided a forum for all community members, including youth and Spanish-speakers, to share their specific ideas. Feedback from the event centered on topics including, but not limited to, transportation, circulation, public spaces, and economic development.

The project Task Force convened in March 2017 for the first time and reviewed the community feedback, breaking into small groups to begin identifying how the feedback translated into a vision statement and goals for the Town Center Plan.

The vision and goals were refined through a second Task Force meeting in April and a joint Planning Commission and City Council meeting in May. The refined vision and goals in this document capture the overarching themes and major elements of the public input received to date. The following draft **vision and goals** for Wilsonville Town



WILSONVILLE TOWN CENTER PLAN

Center are critical components of the project, as they will help guide the project as it moves forward.

Vision

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

Goals

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

Measures of Success:

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

2. **Harmonious Design.** Create urban design standards for pedestrian-oriented building and street design and a variety of quality building types and land uses.

Measures of Success:

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

3. **Mixed Uses.** Development provides interconnected land uses that incorporate play and recreation, with a range of retail, services, dining and entertainment options, and increased opportunities for residential and employment uses.

Measures of Success:

- a. Create an urban design plan that removes physical barriers and promotes walking and biking as easy and safe ways to travel between different buildings and areas of recreation, residential and commercial/retail uses.



WILSONVILLE TOWN CENTER PLAN

- b. Identify locations where increased building heights, mixed-use buildings, and new housing opportunities are appropriate and complementary with surrounding residential neighborhoods.
 - c. Organize parking to minimize visual impacts, support surrounding land uses, and improve pedestrian safety.
4. **Safe Access and Connectivity.** Provide transportation infrastructure designed to create a safe, accessible environment for all modes of travel in Town Center, foster multimodal access between buildings and land uses in Town Center, connect to surrounding neighborhoods, and provide local and regional accessibility.

Measures of Success:

- a. Create multimodal connections in and through Town Center that provide multiple, safe routes for residents, businesses and visitors.
 - b. Identify priority locations to connect to adjacent neighborhoods and land uses.
 - c. Integrate the multimodal transportation system with urban design and development standards developed for Town Center.
 - d. Incorporate wayfinding elements into Town Center's multimodal transportation system.
5. **Community Gathering Places.** Provide vibrant, diverse and inclusive spaces that bring people together with activities and events for year-round fun, culture and socializing.

Measures of Success:

- a. Identify locations, and necessary improvements, where year-round activities and events can be held in Town Center.
 - b. Increase programming at public facilities and park spaces to provide year-round interest and gathering opportunities.
 - c. Provide flexible public gathering spaces that provide opportunities for unprogrammed seasonal activities and pop-up events.
6. **Economic Prosperity.** Create opportunities to support and grow existing businesses and attract new businesses that provide a diverse range of local and regional retail, entertainment, and commercial activities.

Measures of Success:

- a. Programs and policies that support the development of a variety of small, medium, and large businesses that provide local and regional needs and increase tourism.



WILSONVILLE TOWN CENTER PLAN

- b. Identify ways to organize and support businesses in Town Center to retain existing businesses, attract additional business and retail diversity, and increase economic development opportunities.
- c. Attract development that supports the use of existing transit and non-motorized travel options.
- d. Identify strategies to fund public improvements through a combination of public and private sources.