

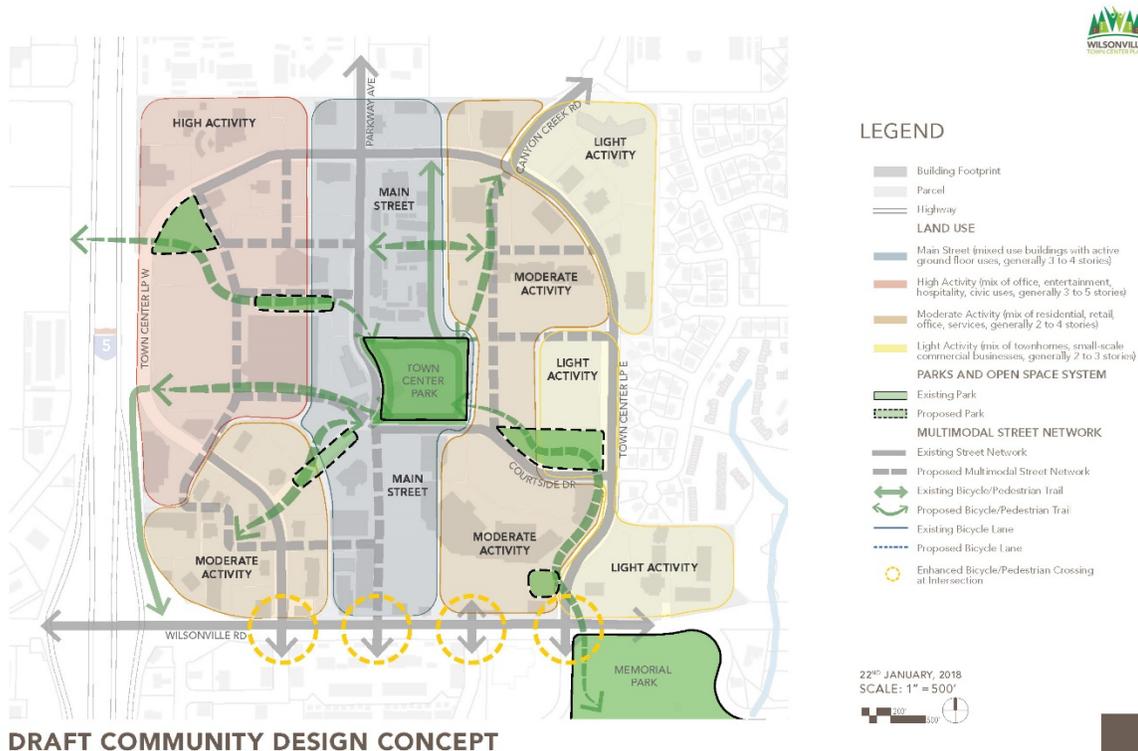


WILSONVILLE TOWN CENTER PLAN

City of Wilsonville Town Center Plan Town Center Community Design Concept Survey Summary April 2018

Introduction

The City of Wilsonville is developing the Town Center Plan (the Plan) to create a cohesive, unified district that enhances existing assets in the area and sets the stage for new development. Over the last year, the Wilsonville Community provided their ideas and feedback about the future of Town Center in a variety of forms and venues (e.g. workshops, meetings, online and in person surveys). Based on the community input and technical analysis, the project team created a Draft Community Design Concept (the Draft Concept) for Town Center.



The Draft Concept captures a long-term vision; it is not proposing any buildings move or change in the near-term. Instead, when a land owner wants to redevelop, the Town Center Plan will guide what that redevelopment should look like and how it can support the community's vision for Town Center.

The project team conducted an online survey focused on the Draft Concept and its various elements. The survey ran from January 24, 2018 – March 7, 2018 and was promoted through the

project website, media outreach, social media, and various community events. The survey was structured to solicit input, highlight necessary refinements to the Draft Concept, and make sure it reflects the community's vision for Town Center.¹

The survey included maps and real-world examples illustrating the Draft Concept. The Draft Concept is a composite of three major building blocks of a built environment:

1. Land use
2. Transportation
3. Open/green spaces

Within each building block, there are several key elements. Each key element was displayed on a map and illustrated with sample images that showed examples of the element. Survey participants were asked to indicate if they thought each proposed key element was a good direction for Town Center, selecting from one of three answer choices: 1) I agree; 2) I do not agree; and 3) I am not sure. A follow up question invited survey respondents to explain their answer choice.

Online Design Survey Results

Around 460 people visited the survey website. Out of these 460 people, 206 people completed the questionnaire. The number of people who responded to each question varies. This document summarizes the community's responses to the design survey, including each individual question's response rate and results. For all questions, the percentages for answers are calculated based on the total number of respondents who answered that particular question. A summary of the comments received from participants to all open-ended questions can be found in Appendix A.

Overall, there is support for the Draft Concept. At least 70% of the respondents indicated they agreed with the proposed direction for all building blocks and their associated elements (see figures below). More detailed responses, including the number of people who disagreed and were not sure about the building blocks and their associated elements, are included in the following sections of this results summary.

¹ *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.*

Figure 1: Respondents who agree with the four proposed land use elements

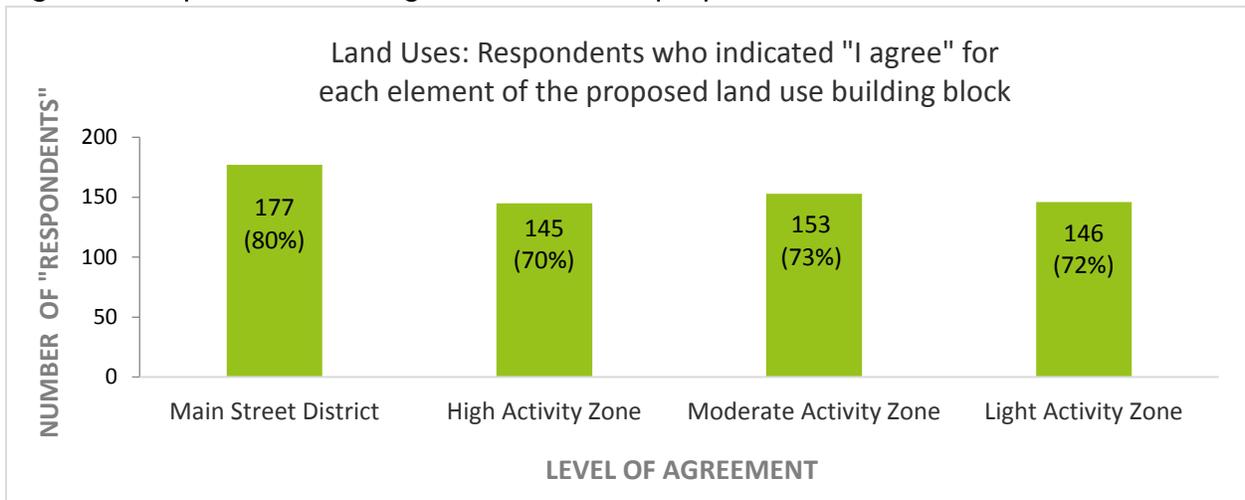


Figure 2: Respondents who agree with the proposed park and open space elements

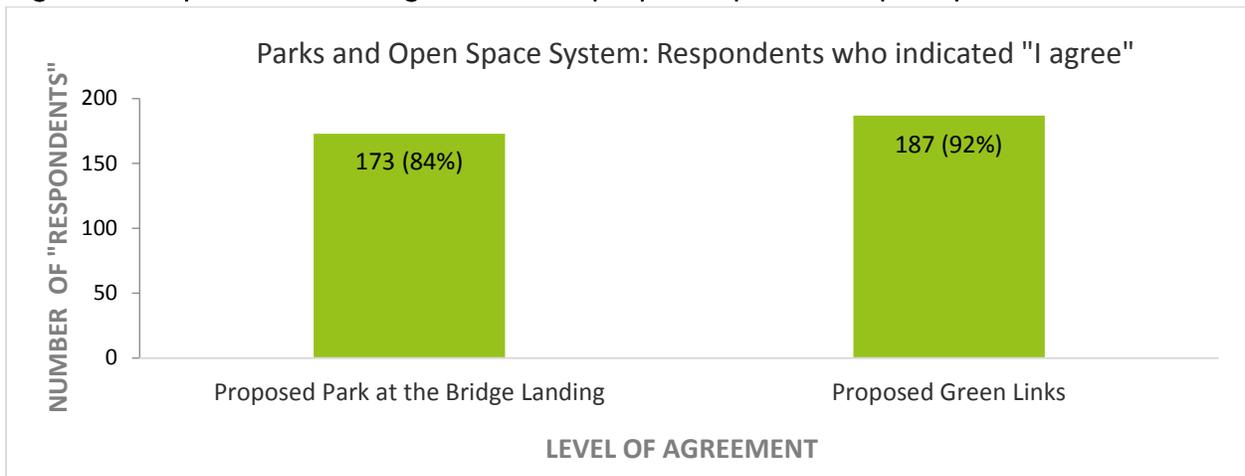
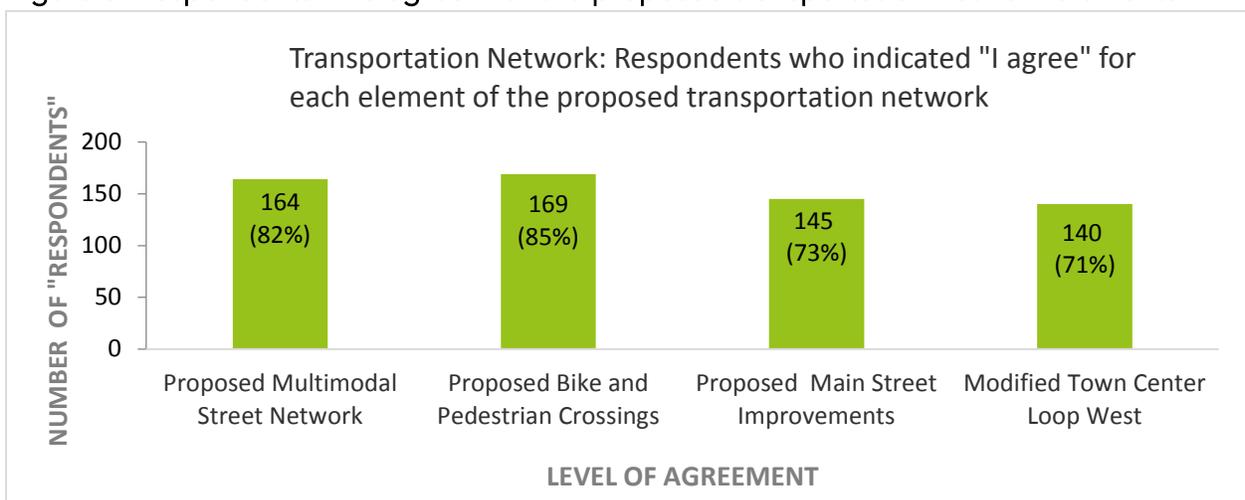


Figure 3: Respondents who agree with the proposed transportation network elements



The results of responses for each of the building block key elements is summarized below. Appendix B is attached with the survey, which includes maps for each of the buildings blocks and precedent images for each of the key elements of those building blocks.

Building Block 1: Land Uses

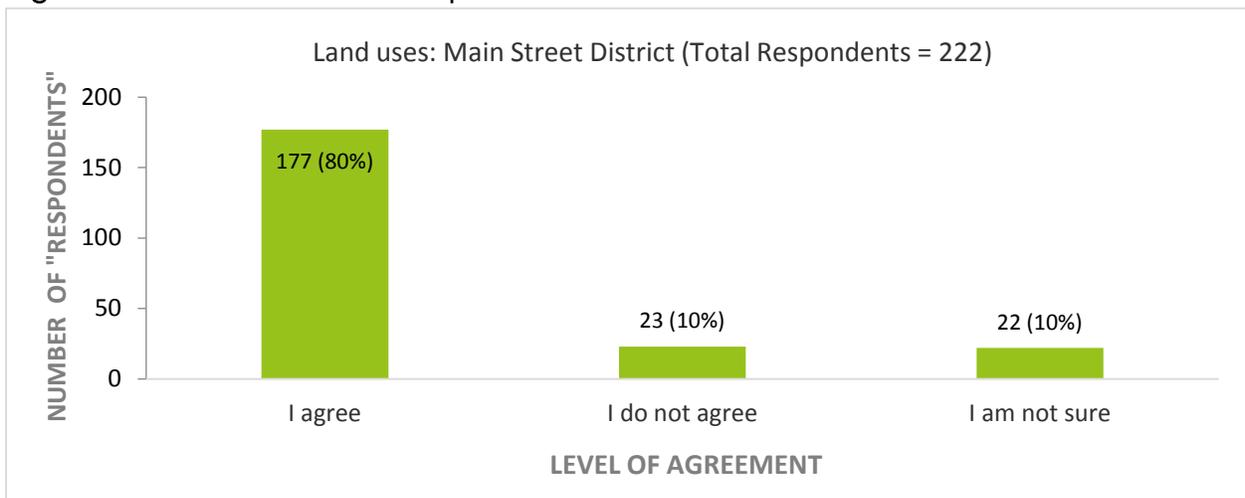
The survey asked participants to respond to four elements of the proposed land use plan:

- Main street
- High activity
- Moderate activity
- Light activity

Main Street District

The survey described the “Main Street” District as a walkable and lively main street with a mix of active uses and mostly 3-4 story buildings. Figure 4 shows the number of respondents who replied, “I agree,” “I do not agree,” or “I am not sure” whether the Main Street Land Use is a good direction for the Town Center. Out of 222 respondents who answered this question, a majority of them agreed with the concept.

Figure 4: Main Street District responses



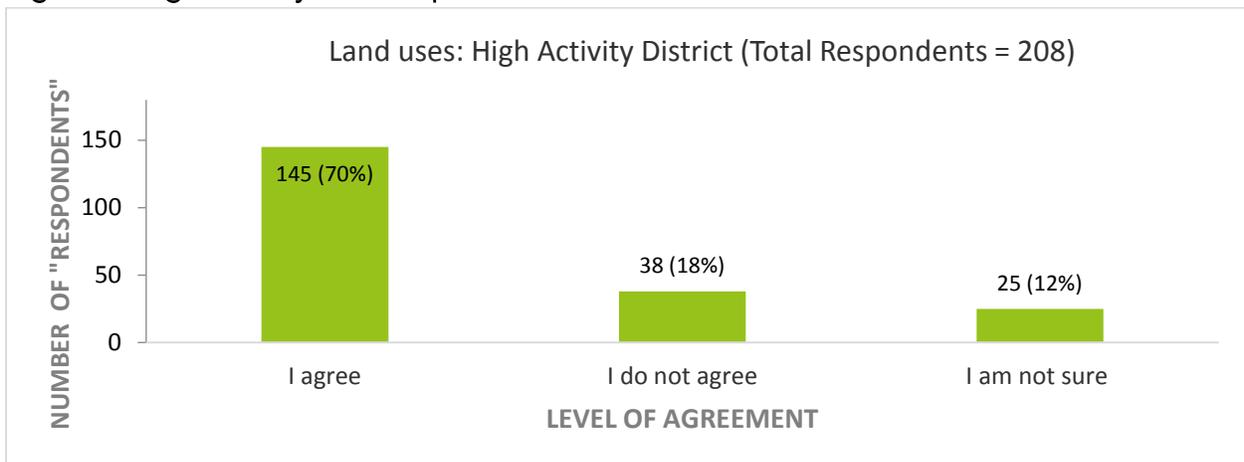
High Activity

The survey described the “High Activity” area as allowing taller buildings (up to 5 stories) along I-5 and near the future pedestrian bridge landing. The taller buildings 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 in this area, 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.

Figure 5 shows the number of respondents who replied, “I agree,” “I do not agree,” or “I am not sure” that the High Activity Land Use is a good direction for the Town Center. Out of 208 respondents who answered this question, the majority (145 respondents) of them agreed with the concept for the High Activity area.

Respondents could also provide an explanation (open-ended answer) describing why they chose to agree, disagree or were not sure. Around 100 comments were received. While most respondents supported this concept, with several comments that the taller buildings will act as buffers and provide good locations for additional businesses in Town Center, there were about 20 comments expressing concerns, including increased traffic and the proposed 5-stories being too tall.

Figure 5: High Activity Area responses

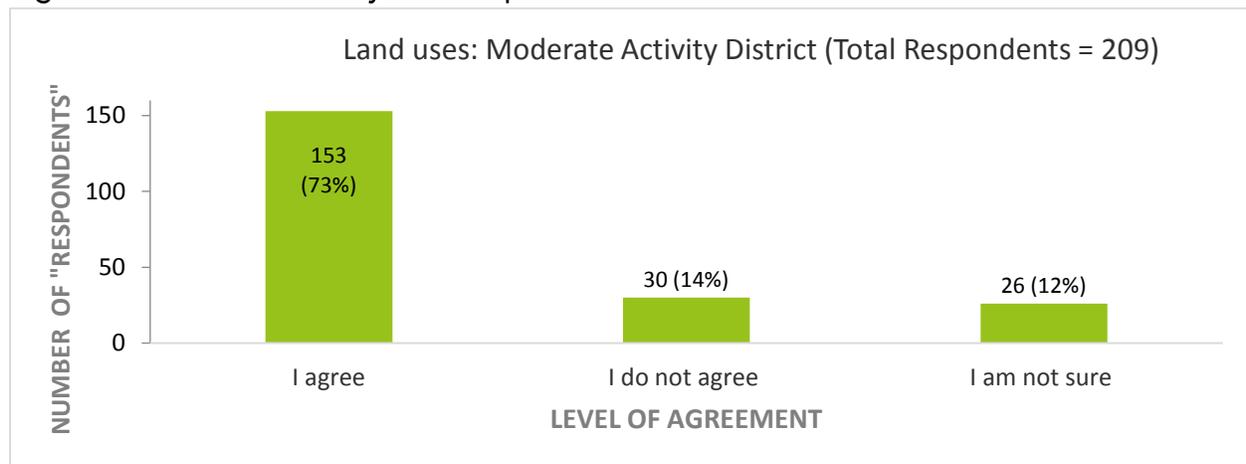


Moderate Activity

The survey described the Moderate Activity areas as mostly 2-4 story buildings with a mix of residential, commercial and office uses. Moderate activity near Wilsonville Road would be commercially focused while the areas near Town Center Park would include more residential and mixed-use buildings.

Figure 6 shows the number of respondents who replied, “I agree,” “I do not agree,” or “I am not sure” that the Moderate Activity Land Use is a good direction for the Town Center. Out of 209 respondents who answered this question, the majority (153 respondents) of them agreed with the concept for the Moderate Activity areas. Respondents could also provide an explanation (open-ended answer) about why they chose to agree, disagree or were not sure. The most common concern expressed in the comments was about increased traffic. Comments included support for and disagreement with allowing additional residential development in Town Center.

Figure 6: Moderate Activity Area responses

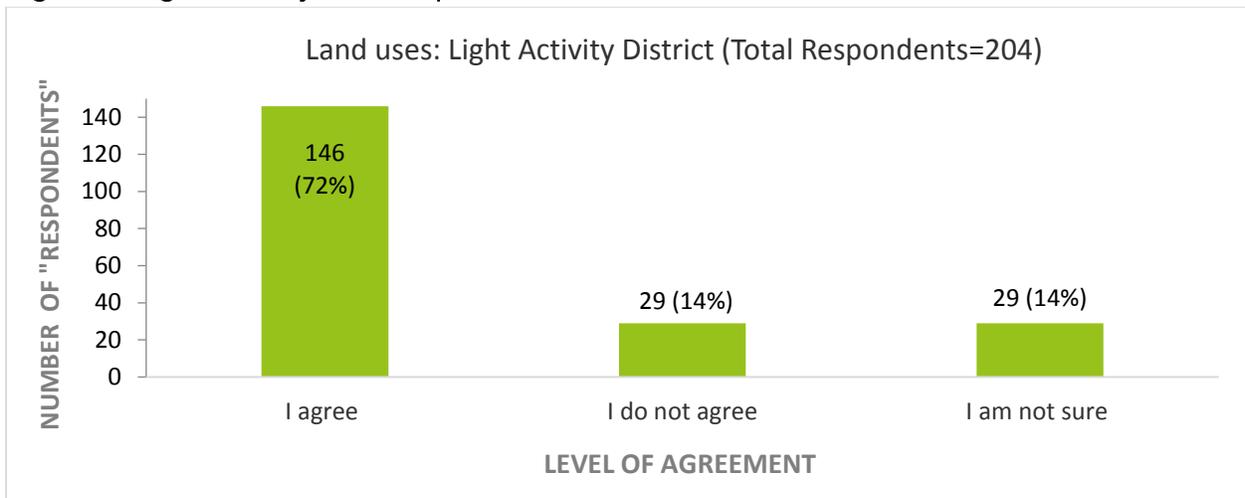


Light Activity

The survey described “Light Activity” as areas with light activity development that would include 1-3 story residential and mixed-use development, with neighborhood-serving commercial businesses.

Figure 7 below shows the number of respondents who replied, “I agree,” “I do not agree,” or “I am not sure” that this is a good direction for the Town Center. Out of 204 respondents who answered this question, a majority (146 respondents) of them agreed with the concept. Respondents could also provide an explanation (open-ended answer) on why they chose to agree, disagree or were not sure. There were a range of comments, with topics ranging from supporting affordable housing to not wanting residential developed in Town Center. There were no prominent themes in the comments about the Light Activity area.

Figure 7: Light Activity Area responses



Building Block 2: Parks and Open Space System

The survey asked participants to respond to two elements of the proposed open space system:

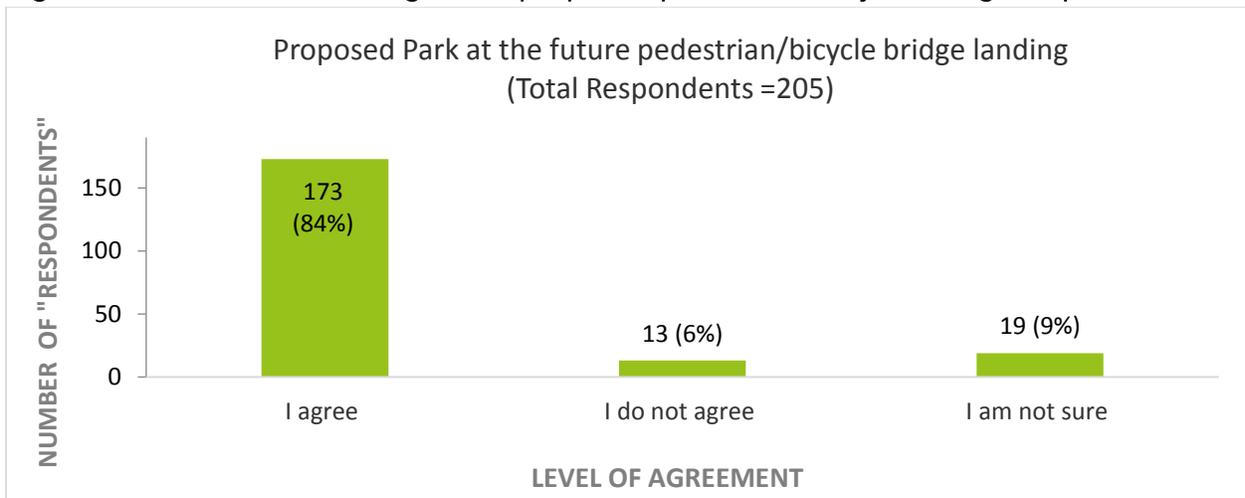
- A park/plaza at the landing of the proposed pedestrian/bicycle bridge over I-5.
- A series of green links - plazas, greenways, and small open spaces - between future and existing parks such as Town Center Park, Memorial Park and Murase Plaza (the "Emerald Chain" concept). The green spaces would provide new social and recreational spaces while expanding green space in Town Center.

Park/Plaza

The survey described the proposed park/plaza at the landing of the planned pedestrian/bicycle bridge across I-5 as an important arrival and destination point at the north end of the Town Center.

Figure 8 shows the number of respondents who replied, "I agree," "I do not agree" or "I am not sure" that the addition of this new park at the bridge landing is a good direction for the Town Center. Out of 205 respondents who answered this question, a majority of them (173 respondents) agreed with the addition. Respondents could also provide an explanation (open-ended answer) on why they chose to agree, disagree or were not sure. Almost all comments about the park/plaza were supportive. There were some concerns about how the park's proposed location next to the freeway would affect the park experience.

Figure 8: Park/Plaza at landing of the proposed pedestrian/bicycle bridge responses

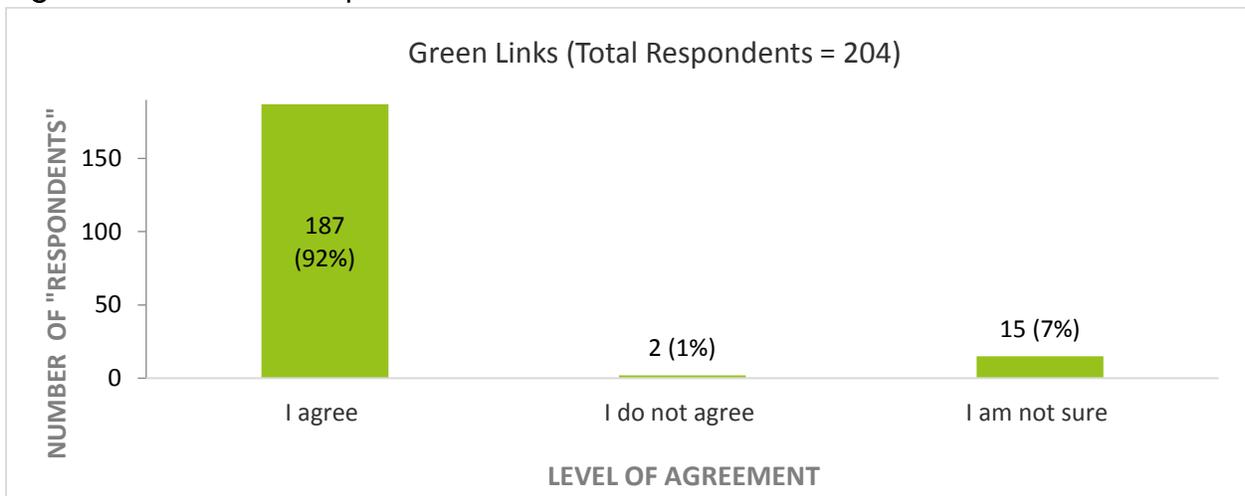


Green Links

The survey described the proposed plazas, greenways, and small open spaces in between the larger parks as providing important connections, more tree cover and greenery, and more spaces for gathering, socializing and play.

Figure 9 shows the number of respondents who replied, “I agree,” “I do not agree,” or “I am not sure” that the Green Links / Emerald Chain concept is a good direction for the Town Center. Out of 204 respondents who answered this question, a majority of them (187 respondents) agreed with the addition. Respondents who commented were generally enthusiastic about more bicycle and pedestrian access and more green spaces.

Figure 9: Green Links responses



Building Block 3: Multimodal Street Network

The survey included a map to illustrate the proposed street network concept that includes the following features:

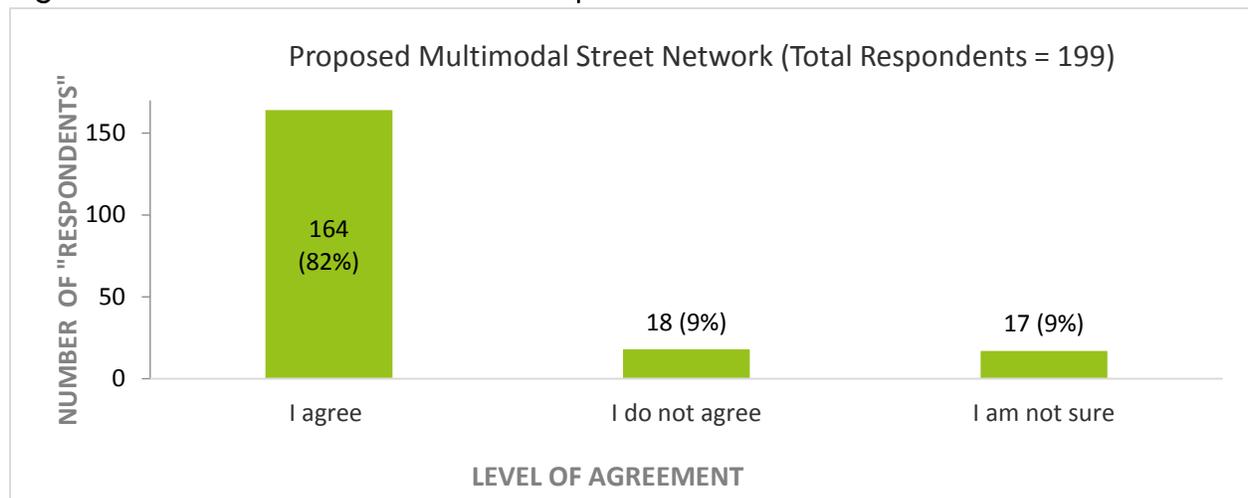
- Multimodal Street Network
- Enhanced Bicycle and Pedestrian Crossings
- Main Street
- Modified Loop West

Proposed Multimodal Street Network

The survey described the multimodal network as including streets that would provide safer connections within Town Center for all travelers, featuring wide sidewalks with seating and landscaping, on-street parking on many streets, and narrower vehicle travel lanes that slow traffic and make it easier for pedestrians and bicyclists to cross. Transit service and additional bike lanes, local roads and non-motorized paths inside Town Center Loop are expected to play an important role in improving connections within Town Center and to surrounding areas.

Figure 10 shows the number of respondents who replied, “I agree,” “I do not agree,” or “I am not sure” that the multimodal street network is a good direction for the Town Center. Out of 199 respondents who answered this question, a majority of them (164 respondents) agreed with the concept. Respondents could also provide an explanation (open-ended answer) on why they chose to agree, disagree or were not sure. Comments included enthusiasm for more biking and walking opportunities as well as concerns about increased traffic.

Figure 10: Multimodal Street Network responses



Enhanced Bike and Pedestrian Crossings

The survey described improved crossings along Wilsonville Road that would create safe bicycle and pedestrian connections between Town Center and the library, homes, businesses, and open spaces found on the south side of Wilsonville Road.

Figure 11 shows the number of respondents who replied, "I agree," "I do not agree," or "I am not sure" to that the addition of enhanced crossings along Wilsonville Road was a good direction for Town Center. Out of 198 respondents who answered this question, a majority of them (169 respondents) agreed with the concept. Respondents could also provide an explanation (open-ended answer) on why they chose to agree, disagree or were not sure. The comments included support for safer crossings as well as some concerns about bicycle-car conflicts and the potential for enhanced crossings to slow down traffic too much.

Figure 11: Enhanced Bike and Pedestrian Crossings responses

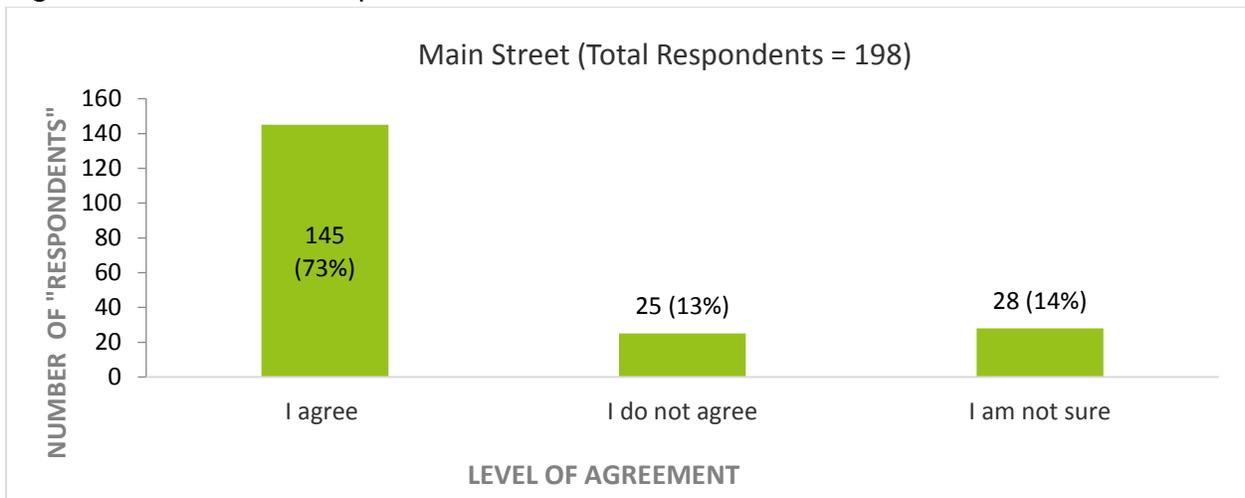


Main Street

The survey described a Main Street that would convert Parkway Avenue into Town Center's Main Street, connecting from Wilsonville Road to Town Center Loop. Parkway Avenue would be designed to include on-street parking, wide sidewalks with landscaping and pedestrian amenities. Slow vehicle speeds and narrow travel lanes increase pedestrian safety while still providing vehicle access for local businesses and residents. Off street parking would be provided behind buildings.

Figure 12 shows the number of respondents who replied, "I agree," "I do not agree," or "I am not sure" that transforming Parkway Avenue into Town Center's Main Street was a good direction for Town Center. Out of 198 respondents who answered this question, a majority (145 respondents) agreed with the concept. Respondents could also provide an explanation (open-ended answer) on why they chose to agree, disagree or were not sure. About 1/3 of the 50 comments were related to the configuration or quantity of parking. There were also several comments related to people's desire for street trees. Some people were concerned that the main street would not accommodate cars, while others were concerned that there was too much car access and thought the street should focus more on pedestrians and bicycles.

Figure 12: Main Street responses

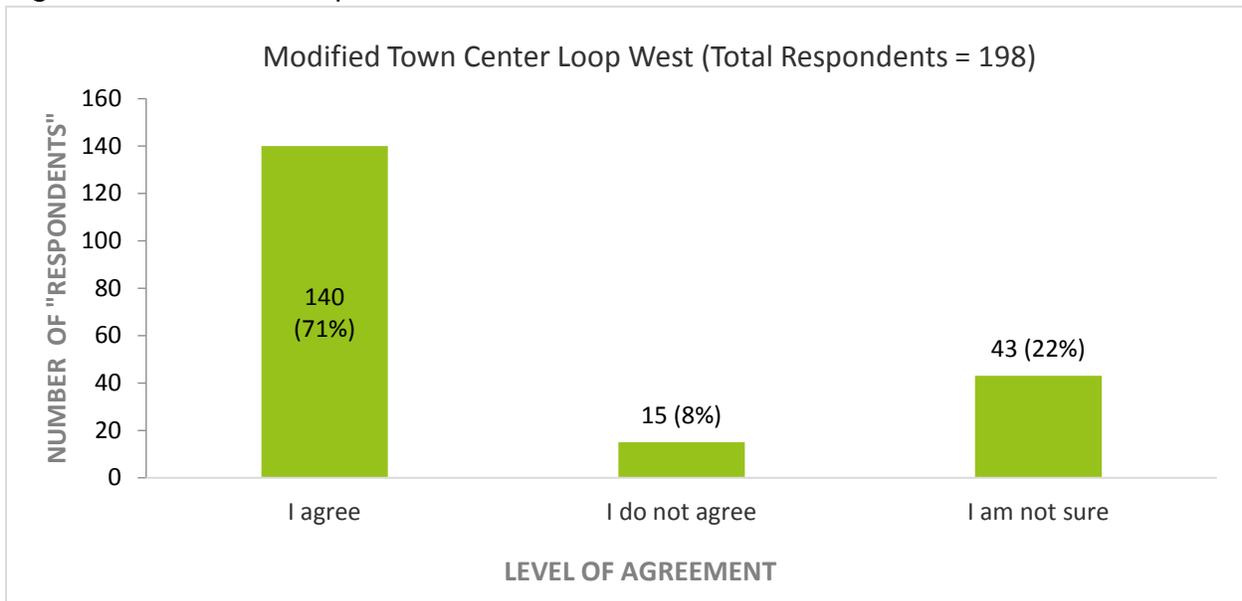


Modified Town Center Loop West

The survey described the community's ideas about relocating Town Center Loop West to increase development potential in the western portion of Town Center. Town Center Loop West would still provide north/south connectivity for all modes of travel, although traffic circulation would be distributed more evenly between Town Center Loop West, Parkway Avenue, and Town Center Loop East helping ease congestion issues at the Wilsonville Road and Town Center Loop West intersection.

Figure 13 below shows the number of respondents who replied, "I agree," "I do not agree," or "I am not sure" that relocating Town Center Loop West was a good direction for Town Center. Out of 198 respondents who answered this question, a majority (140 respondents) agreed with the concept. Respondents could also provide an explanation (open-ended answer) on why they chose to agree, disagree or were not sure. The comments indicated there was some confusion about the modified loop and included concerns about congestion.

Figure 13: Modified Loop West



Draft Community Design Concept

The survey included a final opportunity to comment on the Draft Community Design Concept for Town Center and included a map that combined the three building blocks (land use, parks and open space system and multimodal street network). Respondents were invited to provide open-ended comments about the Draft Concept.

The word cloud on page 13 (Figure 14) is a pictorial representation of the themes that emerged from all the open-ended responses. Word clouds are graphics that display words in sizes that are proportionate to the number of times the word appeared in the open-ended responses (i.e. the more frequently a word was used by respondents, the larger it is in the word cloud).

Figure 14: Word Cloud showing comments on the Draft Concept map



Seventy-three survey respondents commented on the Draft Concept map. Out of 73 respondents, 40% (30 comments) of the comments were supportive of the Draft Concept. Other comments were a mix of suggestions for specific amenities, questions and comments about timing and cost. Concerns were primarily related to the potential for increased traffic, increased parking needs created by adding residential, and tall buildings creating a big city feel. The 5 most frequently mentioned words include: traffic (276), businesses (213), parking (244), buildings (186) and development (130). A summary of all open-ended responses can be found in Appendix A.

Demographics

Survey respondents were invited to participate in an optional section of the survey in which they could share their demographic information. This information helps the project team understand who within the Wilsonville community has provided input relative to the Wilsonville population.

Figure 15: Identification with Town Center

(Total responses= 452, respondents could select all answers that applied)

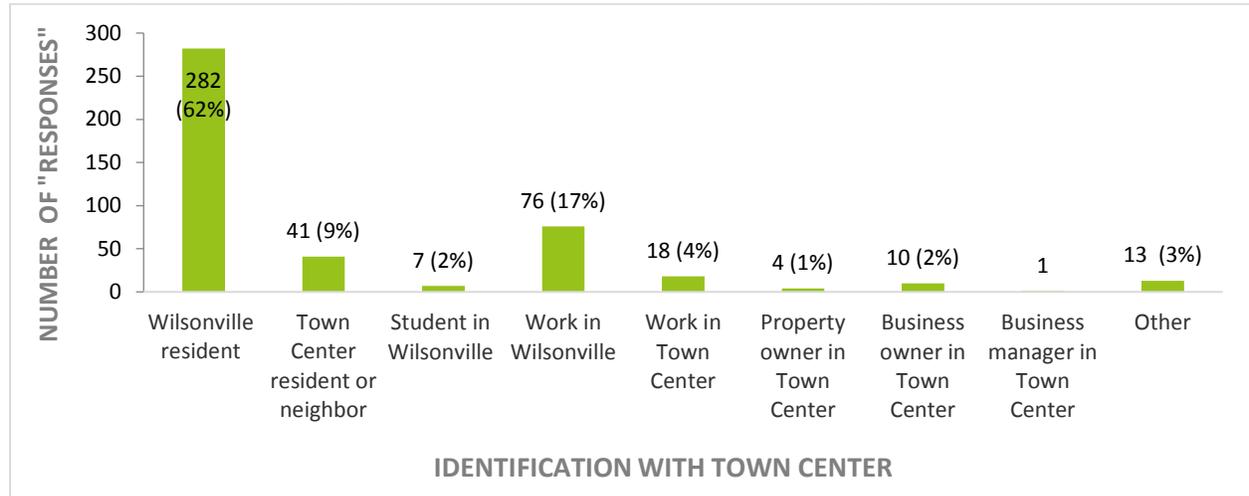


Figure 16: Age of Respondents (Total respondents = 201)

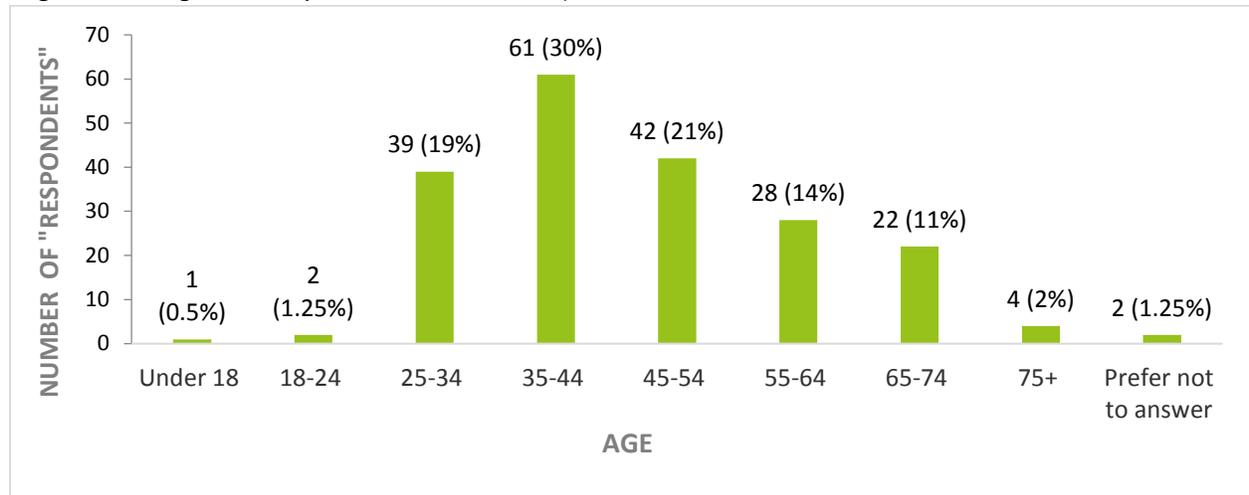
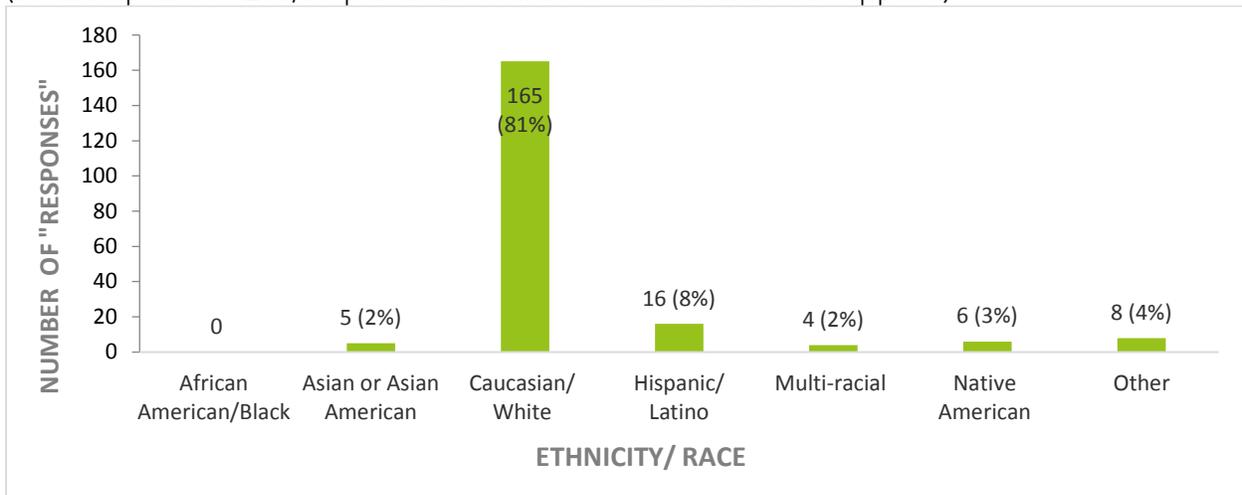


Figure 17: Ethnicity or Race

(Total responses= 204, respondents could select all answers that applied)



Survey respondents self-identified their race/ethnicity in similar proportions to the broader Wilsonville population. However, among survey respondents, there was slightly less representation from people who selected multiple races/ethnicities than the overall Wilsonville population.

Racial Demographics across Local Geographies

Race	Survey Respondents	Wilsonville	Oregon
White	81%	85%	83%
African American	0	<1%	2%
American Indian/Alaska Native	3%	1%	1%
Asian	2%	4%	4%
Multiracial	2%	4%	4%
Other	4%	5%	6%
Hispanic or Latino	8%	12%	12%

Figure 18: Gender (Total responses= 202, respondents could select all answers that applied)

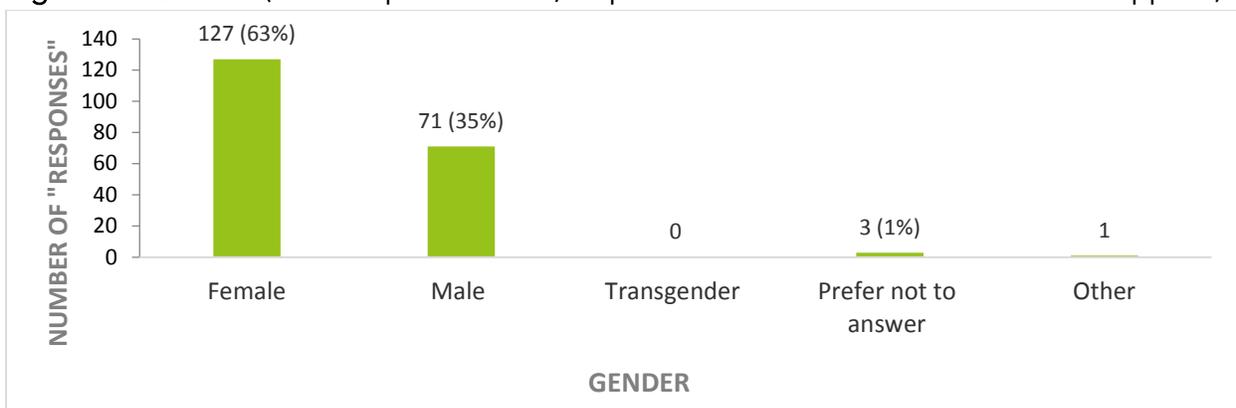
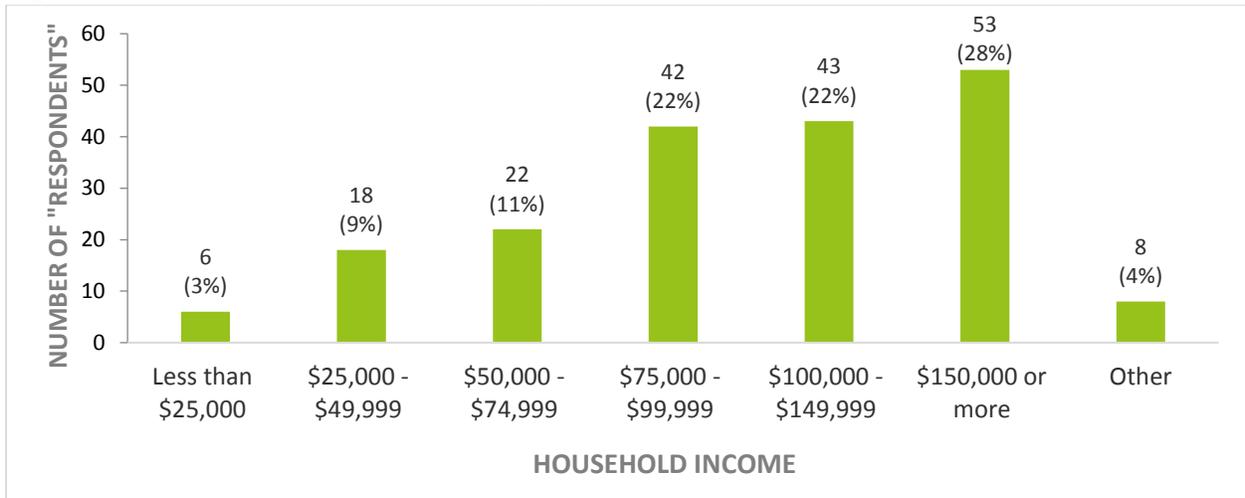


Figure 19: Household Income (Total respondents = 192)



Key Economic Indicators across Local Geographies

Income	Survey Respondents	Wilsonville	Oregon
Median Household Income		\$56,181	\$52,196
Incomes above \$150k	28%	10.1%	8.1%
Incomes below \$25k	3%	19.7%	23.1%

Survey respondents tended to be higher income. The median household income in Wilsonville is \$56,181. Ten percent of Wilsonville residents have incomes higher than \$150,000, compared to 28% of survey respondents who have incomes higher than \$150,000.