

Community Planning and Development Planning Grant Cover Sheet

Check one:
 Letter of Intent
 Full Application

Project Name	Wilsonville Town Center Master Plan	Applicant Organization	City of Wilsonville
Contact Name	Chris Neamtzu	Address	29799 SW Town Center Loop E, Wilsonville, OR 970
Phone	503-570-1574	Fax	503-682-1015
Email	neamtzu@ci.wilsonville.or.us	Fed. Tax ID #	93-0580494

Fiscal Agent Organization (if different from applicant)

Contact Name	<input type="text"/>	Address	<input type="text"/>
Phone	<input type="text"/>	Fax	<input type="text"/>
Email	<input type="text"/>		

Project Location Description (25 words or less)

The project study area is Wilsonville's Town Center, a 2040 town center designated on the 2040 framework plan map, and an established retail and service district at the center of the city. The Town Center is approximately 100 acres and encompasses the properties north of Wilsonville Road, within and adjacent to Town Center Loop.

Project Summary (50 words or less)

The Wilsonville Town Center Master Plan will establish a specific strategy for policy development and future investment in the district. The Master Plan will include an implementation strategy with specific actions to reduce barriers to redevelopment, improve access and connectivity, enhance the urban environment, support local commerce, and increase the level of activity in the town center.

CPDG funding request	\$ <input type="text" value="320,000"/>	If submitting more than one proposal, please rank this proposal in order of priority <input type="text" value="1"/>	Metro Council District of Project <input type="text" value="3"/>
Total project cost	\$ <input type="text" value="420,000"/>		

We, the undersigned, attest that to the best of our knowledge the information in this application is true and that all signatories have authorization to submit this grant application to Metro's Community Planning and Development Grants Program.

Applicant	Organization Name	City of Wilsonville	
	Printed Name	Chris Neamtzu	
	Signature	_____	Date _____
Fiscal Agent	Organization Name	_____	
	Printed Name	_____	
	Signature	_____	Date _____

To ensure complete letter of intent or full application, please see section 2 of the CPDG Application Handbook for a complete list of necessary documents for submittal.



May 26, 2015

Ms. Martha Bennett, Chief Operating Officer
Metro
600 NE Grand Avenue
Portland, OR 97232

**Re: Metro Community Planning and Development Grant Application for
Development of the City of Wilsonville's Town Center Master Plan**

Dear Ms. Bennett:

The City of Wilsonville is pleased to submit this Community Planning and Development Grant Application to Metro for development of the Town Center Master Plan.

Improving the community's core living, shopping and recreating area of the Town Center is a Wilsonville City Council priority that was codified in the City of Wilsonville's *Urban Renewal Strategy* and *Tourism Development Strategy*, both developed with extensive public input by volunteer task forces and adopted by the Council in 2014.

Public and private capital investments have focused over the past two decades on the Westside of Wilsonville—specifically the Villebois urban village and Old Town Square shopping center areas. As these are developed, we are now focusing on the renaissance of the Eastside, which has been led by substantial investments in the “Jory” neighborhood with a considerable increase in density. Coupled with residential planning for Frog Pond and Advance Road areas on the Eastside, Wilsonville has an opportunity to channel recent investor interest and population increases of the Town Center area into productive uses that further strengthen the fabric of the community and region.

Specifically, a vacated Regal Cinemas structure and acres of parking that is for sale—and that cannot be used again as a theater as a condition of sale—and other older low-rise structures offer opportunities for investment, increased public use and enjoyment, new employment, and greater assessed values that benefit local governments.

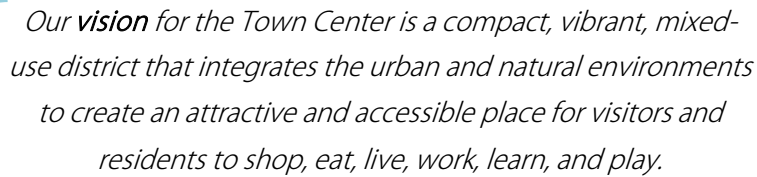
The City is committed to the success of the Wilsonville Town Center and is pleased to provide a high match of \$100,000—more than triple the minimum 10% required—to our \$320,000 grant application to Metro for the total anticipated \$420,000 cost to develop the Town Center Master Plan. Approval of this this grant assists the City to advance Metro's goals of “targeting investments in downtowns and main streets to spur economic development, and accommodate growth.”

Please feel free to contact Miranda Bateschell, Long-Range Planner, with any questions.

Sincerely,

Tim Knapp, Mayor

TK:mo



*Our **vision** for the Town Center is a compact, vibrant, mixed-use district that integrates the urban and natural environments to create an attractive and accessible place for visitors and residents to shop, eat, live, work, learn, and play.*

(A) PROJECT DESCRIPTION:

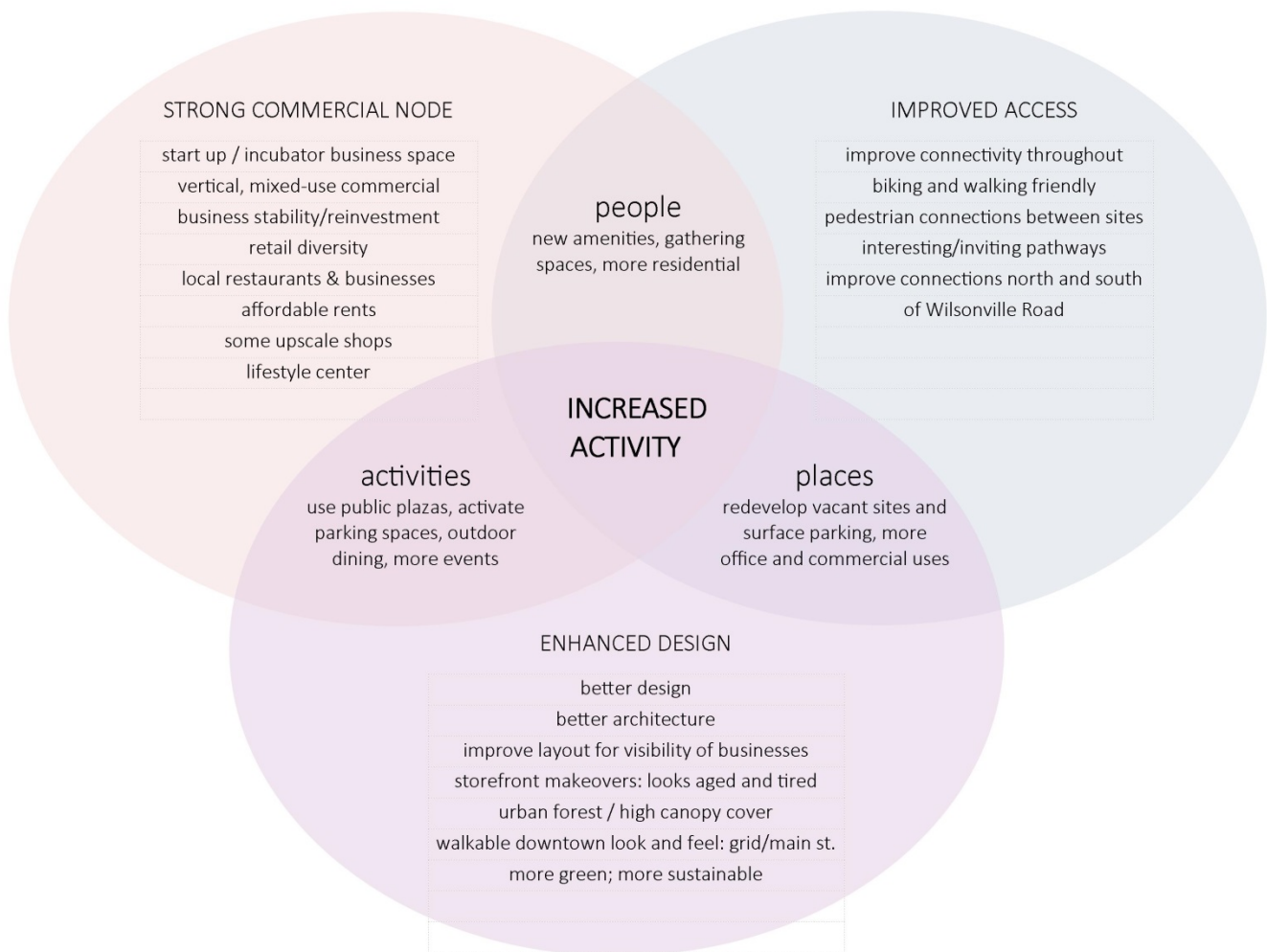
The primary objective and deliverable for this project will be a Wilsonville Town Center Master Plan. This project will establish a specific strategy for policy development and future investment in the area as a way to achieve the vision for the Town Center. The Master Plan will include sufficient detail to provide a basis for implementation of strategic actions, including amending local policies (comprehensive plan and zoning designations, design guidelines, and development code regulations).

The Master Plan will include an analysis of existing conditions, including opportunities and constraints; a market analysis, including ROI, to determine potential types and scales of uses with recommendations to increase financial feasibility and property values (including residential, commercial, office, and institutional); an innovative public engagement plan that considers cutting-edge technology, multiple platforms, and targeted outreach; a multi-modal system analysis identifying barriers and recommendations; a consistency analysis with regional and state policies; detailed maps and illustrations graphically depicting the vision for the area, including open space design, circulation and access, and the location and scale for various uses and development; 3-D illustrations or perspective renderings of key project components; and an implementation phasing plan, which identifies areas most ripe for (re)development and actions most important to the success of the master plan.

This process will also evaluate the town center boundary, the Transportation Planning Rule (OAR 660-012-0060), and Metro Urban Growth Management Functional Plan Title 6; and will consider appropriate policy responses including but not limited to establishing a Multimodal Mixed-Use Area in the study area to reduce traffic generation and refinements to the town center boundary.

As a result of this project, the city anticipates specific actions that will remove barriers and encourage private investment in the Wilsonville Town Center. The specific actions will likely include new policies, opportunities for public-private partnerships, establishing development incentives, and program development to address challenges in the Town Center, including poor visibility for businesses, connectivity issues, limited active spaces outdoors, vacant parcels and significant amount of underutilized surface parking. For example, a parking management plan would include recommendations for demand management programs, new ratio standards, providing centralized and structured lots, identifying funding and partnerships opportunities, and phasing strategies such as interim active uses.

Ultimately, these actions will help the Town Center become a more vibrant, pedestrian and transit-supportive mixed-use district that integrates the urban and natural environments, to create an attractive and accessible place for visitors and residents of all ages to shop, eat, live, work, learn, and play. The actions will target maintaining and further strengthening businesses in the Town Center, improving access to and within the center, and making it a place where people want to spend time and support businesses. Image 1 on Page 2 depicts some of the key outcomes the plan will make possible.



(B) PROJECT SITE DESCRIPTION

The project location consists of the City of Wilsonville Town Center, a 2040 town center designated on the 2040 framework plan map, and an established retail and service district at the center of the city. The Town Center is approximately 100 acres and encompasses the properties north of Wilsonville Road, within and adjacent to Town Center Loop (see attached maps). The Town Center is zoned Planned Development Commercial Town Center allowing commercial services, business and professional offices, customer-oriented uses to meet the needs of the Wilsonville community as well as to meet the general shopping and service needs on an area-wide basis, together with multi-family residential, open space, recreational and public uses.

The Town Center is highly visible and used by everyone in the community, but there are issues related to poor design, lack of connectivity, and underutilized land, particularly in the form of surface parking lots. In addition there are vacant parcels, including one directly across the street from City Hall, and the recently vacated Regal Cinemas structure, which provide prime development and investment opportunities. The site, market, and financial feasibility analysis components of this plan, conducted in

partnership with local property and business owners provides a great opportunity to identify aspirational yet practical development ideas for these potentially catalytic sites.

Within walking distance of the Town Center, the City has experienced recent investment in The Grove, a master-planned community in the heart of Wilsonville representing hundreds of one, two, three and four-bedroom apartments, including housing opportunities specifically designed for aging-in-place (at the Portera) and two single-family neighborhoods. As such, the project will also study “influence areas,” those areas adjacent to the Town Center that may be impacted by activity in the Town Center and help determine market potential and complimentary development to target for the Town Center.

(C) PROJECT BACKGROUND

There is support throughout the community and from elected officials to make this project successful. At a goal setting retreat this year, the City Council stated one of its priority goals is to pursue a Town Center Master Plan. Residents care deeply about the future of the Town Center, and along with property and business owners, and local developers, have a strong interest in transforming it into a 21st century model of a vibrant city center (evident by the letters of support attached to this proposal). In 2011, PSU students, in partnership with the City, completed a Town Center Vision. Almost 200 residents and several local business and property owners participated in helping establish the vision and strategies toward achieving greater sustainability in the Town Center. Strategies identified by the effort will be evaluated for inclusion in the implementation section of the Master Plan. The city’s recent Economic Development Strategy and Tourism Development Strategy also identify a Town Center Master Plan and implementation strategy as priorities.

With the Town Center developing in the early 90’s, much of the development is dated (20+ years). Coupled with new development in the City, particularly around the Town Center and on the east side of I-5, the need is great to transform the heart of the community to meet the needs of a 21st century community. Establishing the vision led the community to recognize and vocalize a need for a Town Center Master Plan. As such, the City Council is committed to facilitating this transformation. The City Council set a goal for 2015-2017 to initiate a Town Center Master Plan for revitalizing Wilsonville’s Town Center, and through the Urban Renewal Strategy set aside funds - the match the City is able to contribute alongside this grant request - for a Town Center Master Plan and implementation strategy.

(D) EVALUATION CRITERIA

(1) Development Outcomes: the planning activities described above will identify barriers and articulate a set of actions to encourage investment and develop a more complete and vibrant Town Center.

(Catalytic Investment) The market analysis and the identification of opportunities and constraints will identify key areas for investment. There are several key properties that remain unbuilt, have vacant storefronts, or buildings that need to be updated and improved. The project will engage key property owners and businesses in the community to participate to stimulate interest and ideas and to create ownership of actions identified in the plan. Opportunities for public-private partnerships and program development will be identified to highlight what the city can do to support opportunity sites with catalytic potential.

(Community Readiness) This is a well-supported project and the Council is ready to take action on a strategy for policy development and future investment in the area. With specific regulatory changes resulting from the project, barriers will be removed and the stage set for desired development. Engaging property owners, developers and businesses in the project will also prepare them to take action once the plan is in place. A dynamic community engagement effort, along with visualizations of potential

projects and positive financial returns, will also help garner support and build interest, and therefore investment, in the Town Center and its plan.

(Local Commitment): There is a foundation of strong support and a vision for the Town Center. The area is currently well-served by infrastructure, including the transportation network, showing the level of commitment and investment already made in the area. The Town Center is home to dozens of businesses, a well-used public park, institutional uses, and homes; so there is energy to build on, but there are also opportunities for modernization and redevelopment. Existing examples of urban form around the planning area show these projects are possible, but the Master Plan can identify what more can be done to increase the feasibility of these development types. Adjacent areas are developed (park, residential, commercial, civic) and the compatibility and design in the transition to the Town Center has been and will continue to be a priority. With the City of Wilsonville growing at record rates, there is a need to maximize the Town Center's potential; by completing the Master Plan in the near term, the city can accommodate growth in the center and keep up with service demands. The City is committed to this project, and has a track record of successful implementation of past CPDG projects.

(Service provision): The City of Wilsonville is a full-service city providing infrastructure and urban services, including transit, to the community, which makes it easy to align services to accomplish the goals of the project - development and maintenance of roads and parks, water, wastewater, development permitting, urban renewal, law enforcement (via a contract with Clackamas County), and transit. The City will consult with Tualatin Valley Fire and Rescue on emergency service provisions.

(2) Regional Significance: The proposed planning grant will benefit the region in achieving regional development goals as it reinforces Metro Council's six desired outcomes: (1) The primary objective of the Master Plan is to increase activity in the Town Center, making it a more vibrant place for the people who live and work there, and that the broader community can easily access for everyday needs. (2) Using the Master Plan to achieve the vision for the Town Center will increase the economic prosperity of the city, which will help the city better serve its residents. Creating a more vibrant focal point in the community will also maintain and attract more employers. (3) The Master Plan will look at the multi-modal network serving the Town Center, ensuring safe and reliable transportation choices; improved bicycle and pedestrian facilities within the center and transportation demand management techniques (TDM) will be evaluated. (4/5) In setting the stage for a more complete community, and focusing on improved multi-modal connectivity, reduced parking, and TDM opportunities, the strategies and actions identified by the plan can help reduce VMT and associated GHGs. Similarly, focusing on enhanced design in the center can provide more green infrastructure and urban canopy, which can reduce energy and water use and improve the quality of stormwater runoff. (6) Finally, the Master Plan can support local and regional equity goals by engaging underserved groups in the project and identifying opportunities to ensure these populations experience the benefits envisioned by the plan. For example, working with minority-owned businesses in the Town Center can help identify strategies for supporting their entrepreneurial success and extending this opportunity to other businesses. Similarly, working with low-income service providers can help establish policies and incentives for ensuring affordable housing opportunities are maintained and built in the center with access to existing infrastructure, transit, and services.

(3) Title 6: The project area is identified as a Town Center in the 2040 Growth Concept and the Metro Regional Framework Plan, recognizing its importance as a principal center of urban life in the region, and reiterating the regional significance of this project. The Town Center already has an adopted boundary and would only be amended if this project identified compelling reasons to do so. The project will perform an assessment of Town Center (analyzing physical and market conditions, physical and

regulatory barriers, the development code, and existing and potential incentives to encourage mixed use pedestrian-friendly and transit supportive development); and will result in the adoption of a plan that outlines actions and investments, including revisions to land use regulations (to support a mix and intensity of uses) and strategies to increase non-SOV mode share such as transportation system designs, system management and demand management plans, and a parking management program.

4) Other locations: N/A

5) Best practices: As a mid-sized suburban community with an aging Town Center, there is a lot of applicability to other town centers across the region. At the end of the project, highlights from the project and lessons learned will be shared regionally. Ideas include a summary document, presentation to MTAC/MPAC, a workshop with other CPDG recipients, and/or a Town Center tour much how the city provides tours to Villebois; and can be arranged with Metro toward the end of the project.

6) Leverage: The project intends to involve local business and property owners, as well as bankers, developers and venture capitalists to (1) inform the market and financial feasibility of the plan and (2) potentially create opportunities for additional private or public investment. At minimum, the city expects to engage a wide range of local stakeholders and partners to serve in helping shepherd and shape the Master Plan.

7) Matching fund/potential: A Master Plan with the extensive list of project elements and engagement efforts described in this LOI will require significant resources. As such, the City is prepared to exceed the required 10% match and provide funding (from Urban Renewal funds) at 31% of project costs.

8) Growth absorption: Over the last decade, Wilsonville's population has grown at a significant rate and the City continues to provide employment and housing opportunities. However, as the city continues to grow, there is a greater need to provide additional residential and employment opportunities in the Town Center. With increased density opportunities, a significant amount of growth can be accommodated in the project area as compared with other areas of the city and region. This project will set the stage for absorption of this growth in the Town Center.

9) Public involvement: The City envisions an innovative public engagement plan using cutting-edge technology to reach as many community members as possible. This could include using map-based public participation tools, such as MetroQuest or CrowdSpot, as well as mobile applications and a QR Code to collect ideas, input, and images while people are on-the-go and in Town Center. The project would be branded with a logo and tag line to provide unique identity and to generate excitement. The city would complement these efforts with targeted outreach to specific stakeholders including local businesses, property owners, for profit and non-profit developers; high school and college students; tech students and employers; nearby farmers and producers; and residents. The project will work to engage traditionally underserved communities, including low-income and minority populations, by contacting minority and women-owned builders, San Francisco Tienda Mexicana, Memorial Park soccer groups, the Korean War Veterans Group, and through the City's Community Center and Library, which have very diverse clientele. With such a broad and diverse group of people at the table, the final plan will be more balanced and representative of the whole community; get as many people excited about the plan as possible; build partnerships; and invest people in taking action. Involvement opportunities will include an advisory committee, workshops / charrette, focus groups, visual preference surveys, and online feedback tools.

10) Governing body: The City Council is the governing body responsible for adopting a Master Plan for the Town Center and any accompanying amendments to comprehensive plan and zoning designations,

design guidelines, and development code regulations. The City Council will adopt these provisions by local ordinance. The City Council is also the official body for the Urban Renewal Plan and funding program and the city's transit agency (SMART).

11) Capacity of applicant: The skills needed to complete the elements of the master plan include: planning, urban design, transportation engineering and modeling, development economics, public involvement, social media and visualization techniques with legal, GIS, natural resources, government relations/communications, administrative and finance support. Please see the budget narrative for the balance between staff and consultant services to complete the various tasks of the project.

(E) COLLABORATIONS:

The success of the Town Center Master Plan will come in its implementation. Building a strong network of collaborators and cultivating relationships during the planning process is integral to establishing the foundation for action once the plan is completed. As described above, the project will pursue a broad and multi-faceted engagement plan. Involvement opportunities will include an advisory committee, workshops / charrette, focus groups, visual preference surveys, and online feedback tools, and will specifically target the involvement of residents and business and property owners. Residents are the regular users and visitors to the Town Center and this effort must reflect their needs and wishes for this place in order to encourage them to want to come often and spend more time here. As investors in the Town Center, business and property owners call this place home and are integral to carrying out this plan once it is completed. Their contributions, along with for profit and non-profit developers, will help achieve increased activity and the desired outcomes for the Town Center, and thus, are key collaborators. Support letters from both residents and property and business owners in the Town Center are included with this grant application highlighting their interest and involvement in the project.

Other partners will also participate in the Master Plan and provide in-kind contributions, primarily through their time commitment to the project. City representatives from SMART, Parks & Recreation, Planning, Natural Resources, and Economic Development will work as a team to establish a holistic set of goals with realistic actions and resources to achieve them. Partner Agency representatives from ODOT, TVF&R, Clackamas Community College, and the school district will provide guidance on providing the best service to future residents. Local high school and college students as well as Oregon Tech students can assist in developing engaging online public involvement tools and participating in design opportunities for the Town Center. The project will also work to engage nearby farmers and producers in an effort create a nexus between the Town Center and surrounding rural industries, establish strategies to support the local economy, and grow more local businesses to the community.

(F) MILESTONES & DELIVERABLES:

M1: Execution of the IGA for the Wilsonville Town Center Master Plan

M2: Project kick-off

- Consultant scope of work
- Draft public involvement plan
- Project schedule
- Website / public involvement tools
- Committee list
- Planning Commission & City Council briefing packets

M3: Workshop 1: opportunities

- Existing conditions draft report
- Draft market analysis
- Committee, Planning Commission & City Council briefing packets
- Public workshop agenda & public comment summary
- Key opportunities summary

M4: Establish goals for Town Center

- Committee, Planning Commission & City Council work session packets
- Memo: Town Center goals
- Public comment summary

M5: Draft Land Use Plan

- Land Use map with circulation
- Draft feasibility analysis
- Initial trip / traffic analysis
- Committee, Planning Commission & City Council work session packets

M6: Community Design Charrette

- Agenda and materials from event
- Public comment summary

M7: Draft Master Plan

- Updated land use plan and trip analysis
- Draft strategies & actions for implementation
- Updated financial feasibility analysis
- Committee, Planning Commission & City Council work session packets

M8: Workshop 2: master plan

- Draft visualizations
- Agenda and materials from event
- Public comment summary

M9: Adopt Town Center Master Plan

- State, regional, & local consistency analysis
- Final Master Plan document with analyses, detailed maps and illustrations, and a phased implementation plan
- Comprehensive plan map amendments (as identified through project)
- Development code amendments (as identified through project)
- Planning Commission & City Council hearing packets

M10: Share best practices

- Presentation or summary document (as determined with Metro through project)

(G) PROJECT MANAGEMENT: Miranda Bateschell, Wilsonville's Long Range Planning Manager, will be the project manager and Metro's main point of contact for the duration of the project.

The skills needed to complete the Wilsonville Town Center Master Plan will involve an array of staff at the City as well as the professional services of a consultant team.

Staff	Consultants
Planning	Planning
Natural Resources	Urban Design
Engineering	Market and development feasibility
Other Community Development	Cost estimating and finance planning
City Attorney	Traffic/multi-modal trip modeling
GIS	Public involvement
Public Communications	Project management
Administrative	social and digital media
Finance	
Other	
Mailing, printing, video, public meeting expenses	Consultant expenses, including travel

The CPDG funds are proposed to fund consultant expertise and City of Wilsonville Community Development staff-time needed to complete the scope of work outlined in the line item budget. The City of Wilsonville will contribute \$100,000 from the Urban Renewal Fund, which has been committed to being spent on the Town Center Master Plan. In addition, the City will provide in-kind contributions to cover the cost of City staff serving in a support role to the project (legal, GIS, communications, administrative, and finance).

	Personnel Costs	Financial Match	In-kind Match	CPDG Grant Request	TOTAL
Agency staff	\$95,400	\$95,400			\$95,400
Consultants	\$320,000	--		\$320,000	\$320,000
Non-profit staff	\$2,240	\$2,240			\$2,240
Other, please list	--	--			
<i>Total: Planning Services</i>	<i>\$417,640</i>	<i>\$97,640</i>			
Mailing, printing, public meeting expenses	\$2,500	\$2,500			\$2,500
<i>Total: Other Costs</i>	<i>\$2,500</i>	<i>\$2,500</i>			
TOTAL PROJECT COSTS	\$420,140	\$100,140		\$320,000	\$420,140

COST ASSUMPTIONS:

- This project’s scope of work is similar to the level of work and budget needed for the Frog Pond Concept and Master Planning Project; while an in-depth study, design and cost estimating of infrastructure is not needed for the Town Center Master Plan, this effort does need more extensive public outreach and relationship-building, additional visualization and urban design services, and a financial feasibility analysis for different development types.
- This scope of work and budget is similar to other town center planning efforts.

- Personnel cost for the City used an hourly rate \$150 / hour, which represents the project manager's billable rate (salary = base wage plus benefits (18.03% PERS rate + 7.65% FICA + 3% 401a (for managers) + 1% (for SMART tax, Workers Compensation, etc.) + 19% for health insurance) of \$67 / hour plus overhead expenses incurred by the City. While other personnel will contribute to the project (at both higher and lower hourly rates), the majority of hours will be spent by the project manager.
- Other personnel will include support staff for public outreach, events, and public hearings; directors' review of key deliverables and at hearings / events; and subject area expertise on the advisory committee and for review of specific deliverables and elements of the plan (e.g. civil engineer to review traffic analysis and connectivity recommendations, and public communications will review content and messaging of online public involvement tools)
- Personnel cost for the consultant was estimated based on similar scopes of work.
- Non-profit personnel cost assumed two representatives serving on an advisory committee, participating in open houses / workshops, and providing feedback on key project materials, including the public involvement plan, at an hourly stipend of \$40 for their participation.

MILESTONES AND DELIVERABLES:

M1: Execution of the IGA for the Wilsonville Town Center Master Plan

If awarded the community planning and development grant for the Town Center Master Plan, Wilsonville's project manager will work with Metro staff to execute an IGA for the project. No time is billed for this task in the budget.

M2: Project kick-off

This milestone consists of both Tasks 1 and 2, which will include selecting a consultant to provide professional services to the project and the foundational activities to kick-off the project. Wilsonville staff will draft a RFP, review proposals, select a consultant team, and establish a scope of work with the consultant consistent with the scope of work established in the executed IGA with Metro. Once established, the project team (staff + consultants) will work together to establish a detailed project schedule and draft public involvement plan, which is envisioned to be innovative, taking advantage of cutting-edge technology, using multiple platforms, and complimenting with targeted outreach. Public involvement will rely heavily on individual and small-group meetings, social media, and surveys, both online and at numerous community events, workshops, a design charrette, and guidance from the Planning Commission, Committee on Citizen Involvement, and City Council. During this task, the consultant (and/or local technology students) will also set up the decided upon public involvement tools and launch them to the public. A task force or advisory committee will also be established during this first phase and briefings provided to the Planning Commission and City Council.

M3: Workshop 1: opportunities

During Task 3, the consultant will focus on analyzing existing conditions in the Town Center and presenting this information at a public workshop (Milestone 3) to identify the key opportunities that will form the basis of the goals and strategies for the Town Center Master Plan. This work will include an analysis of existing conditions, including opportunities and constraints; a market analysis to determine potential types and scales of uses; and a multi-modal system analysis identifying barriers and recommendations. This information will be presented to the established task force/committee as well as

the Planning Commission and City Council in preparation for the public workshop. Materials will be prepared for the workshop and afterward, a summary describing the key opportunities will be drafted.

M4: Establish goals for Town Center

Milestone 4 is focused on establishing goals for the Town Center. To get there, the project team will spend complete Task 4: pulling together information from the public workshop on opportunities, engaging key stakeholders in the Town Center and broader community, and drafting goals and objectives. The draft goals will be reviewed with the project task force/committee, Planning Commission and City Council as well as with the public by use of the public involvement tools and online forums. This input and feedback will be used to refine and finalize goals for the Town Center redevelopment and Master Plan.

M5: Draft Land Use Plan

With the goals established and an inventory of key opportunities and constraints, the consultant team, in partnerships with city staff, will develop a land use plan (Task 5), graphically depicting the vision for the area, including open space design, circulation and access, and the location and scale for various uses and development including parks and open spaces. They will also complete a ROI feasibility analysis to determine financial feasibility of desired development types and an initial traffic and multi-modal trip rate analysis based on the land use plan. The draft plan will be reviewed with the project task force/committee, Planning Commission and City Council and refinements integrated in preparation for the Community Design Charrette.

M6: Community Design Charrette

To complete Task 5 of the project, the City and consultant team will host a design charrette with the community to discuss how the established goals and opportunities might be realized on the ground; reviewing with them the initial draft land use plan. The focus will be on how to use design to achieve the shared vision for the Town Center. Working groups and work sessions will engage stakeholders in refining elements of the land use plan and generating ideas for implementation and how to accomplish the vision. The project team will present maps and illustrations, which may include 3-D illustrations or perspective renderings of key project components, and hopefully utilize real-time software programs to reflect the input and ideas gathered during the Charrette. The Charrette format will be refined based on the consultant team selected, but will be a critical factor in gathering input from the community and key stakeholders in shaping the recommendations of the Master Plan. A summary of the activities and results of the Community Design Charrette will be provided.

M7: Draft Master Plan

The results of the Community Design Charrette will be used to update the land use plan, traffic and multi-modal trip analysis, financial feasibility analysis, and open space, green canopy, circulation and access components of the plan. Initial draft strategies and actions for implementation will also be completed as part of this task including recommendations to increase financial feasibility and property values for various uses identified in the plan (e.g. residential, commercial, office, and institutional). It will also outline specific actions that will remove barriers and encourage private investment in the Wilsonville Town Center. The specific actions will likely include new policies, opportunities for public-private partnerships, establishing development incentives, and program development to address challenges in the Town Center. The consultant will review Metro's Community Investment Toolkit and other national best practices in identifying the most appropriate strategies and actions. The draft

Master Plan will be reviewed with the project task force/committee, Planning Commission and City Council in preparation for a public workshop focused on the Master Plan. All of these activities are associated with project Task 6 to achieve Milestone 7: a draft Master Plan.

M8: Workshop 2: master plan

To complete Task 6 of the project, the City and consultant team will host a public workshop focused on refining the Master Plan. Updated maps and visualizations will be provided as well as the ideas and proposed actions for implementing this Master Plan. Materials will be prepared for the workshop and afterward, a summary drafted describing the input received. The draft Master Plan will also be shared through the public involvement tools and online forums established at the beginning of the project and outlined in the public involvement plan. This input and feedback will be used to refine and finalize the Town Center Master Plan and implementation plan.

M9: Adopt Town Center Master Plan

The final milestone for this project is adopting the Town Center Master Plan. This includes both Tasks 7 and 8: completing a state, regional, and local consistency analysis as well as a final draft Master Plan and policy package. This process will evaluate the town center boundary, the Transportation Planning Rule (OAR 660- 012-0060), and Metro Urban Growth Management Functional Plan Title 6; and will consider appropriate policy responses including but not limited to establishing a Multimodal Mixed-Use Area in the study area to reduce traffic generation and refinements to the town center boundary. Any identified comprehensive plan map and development code amendments needed to support the Master Plan will also be drafted. A final Master Plan document will be prepared with analyses and key documents described in Tasks 1-6, detailed maps and illustrations of key project components, and an implementation phasing plan, which identifies areas most ripe for (re)development and actions most important to the success of the master plan. City staff will package these documents for review and recommendation by the Planning Commission and adoption by the City Council.

M10: Share best practices

Once the Town Center Master Plan is complete and adopted, city staff will work with Metro staff to identify the best way to highlight the lessons learned from this project and share them regionally. Ideas include a summary document, presentation to MTAC/MPAC, a workshop with other CPDG recipients, and/or a Town Center tour much how the city provides tours to Villebois.

LINE-ITEM BUDGET (ATTACHED)

		ESTIMATED HOURS			COSTS			FUNDING		
		City hours	Consultant hours	non-profit agency hours	City Personnel Costs	Consultant Personnel Costs	non-profit agency costs	Financial Match	InKind Match	CPDG Grant Request
MILESTONE 1: EXECUTE IGA										\$0
Task 1	select consultant	48			\$ 7,200.00			\$ 7,200.00		
	RFP process / establish contract									
Task 2	project setup	76		8	\$ 11,400.00	\$ 16,000.00	\$ 320.00	\$ 11,720.00		\$ 16,000.00
	draft public involvement plan									
	detailed schedule									
	create website / engagement tools									
	set up committees									
	CC & PC briefings									
MILESTONE 2: PROJECT KICK-OFF										\$16,000
Task 3	existing conditions report	120		12	\$ 18,000.00	\$ 45,000.00	\$ 480.00	\$ 18,480.00		\$ 45,000.00
	existing policy and plan analysis									
	opportunities & constraints analysis									
	market analysis									
	multi-modal systems analysis									
	open space & green evaluation									
	report									
	committee meeting									
	CC & PC briefings									
	public workshop & outreach									
MILESTONE 3: WORKSHOP 1 - OPPORTUNITIES										\$45,000
Task 4	develop goals and objectives	44		8	\$ 6,600.00	\$ 14,000.00	\$ 320.00	\$ 6,920.00		\$ 14,000.00
	engage key stakeholders									
	draft goals & objectives									
	committee meeting									
	CC & PC briefings									
	public outreach									
MILESTONE 4: ESTABLISH TOWN CENTER GOALS										\$14,000
Task 5	draft land use plan	120		12	\$ 18,000.00	\$ 120,000.00	\$ 480.00	\$ 18,480.00		\$ 120,000.00
	base map with circulation and access and the location and scale for various uses and development									
	initial financial feasibility analysis									
	initial traffic & multi-modal trip rate analysis									
	committee meeting									
	CC & PC briefings									
MILESTONE 5: DRAFT LAND USE PLAN										\$80,000
	updated plan and event materials									
	community charette & outreach									
MILESTONE 6: COMMUNITY DESIGN CHARETTE										\$40,000

Task 6	draft master plan	120		12	\$ 18,000.00	\$ 65,000.00	\$ 480.00	\$ 18,480.00		\$ 65,000.00
	updated plan & traffic/trip analysis									
	financial feasibility analysis									
	draft strategies & actions for implementation									
	draft visualizations									
	committee meeting									
	CC & PC briefings									
MILESTONE 7: DRAFT MASTER PLAN										\$40,000
	revised plan									
	draft visualizations and event materials									
	public workshop & outreach									
MILESTONE 8: WORKSHOP 2 - MASTER PLAN										\$25,000
Task 7	state, regional & local consistency analysis	48		0	\$ 7,200.00	\$ 10,000.00	\$ -	\$ 7,200.00		\$ 10,000.00
	review local zoning code for barriers									
	UGMFP Title 6 consistency/recommendations									
	TPR / MMA analysis & recommendations									
	other regional / state regs									
Task 8	final draft master plan and policy package	60		4	\$ 9,000.00	\$ 50,000.00	\$ 160.00	\$ 9,160.00		\$ 50,000.00
	comp plan map									
	development code amendments									
	detailed maps / illustrations									
	phased implementation plan									
	adoption: PC & CC									
MILESTONE 9: ADOPT TOWN CENTER MASTER PLAN										\$60,000
	presentation or summary of lessons learned									
MILESTONE 10: SHARE BEST PRACTICES										\$0
TOTAL		636		56	\$ 95,400.00	\$ 320,000.00	\$ 2,240.00	\$ 97,640.00	\$ -	\$320,000

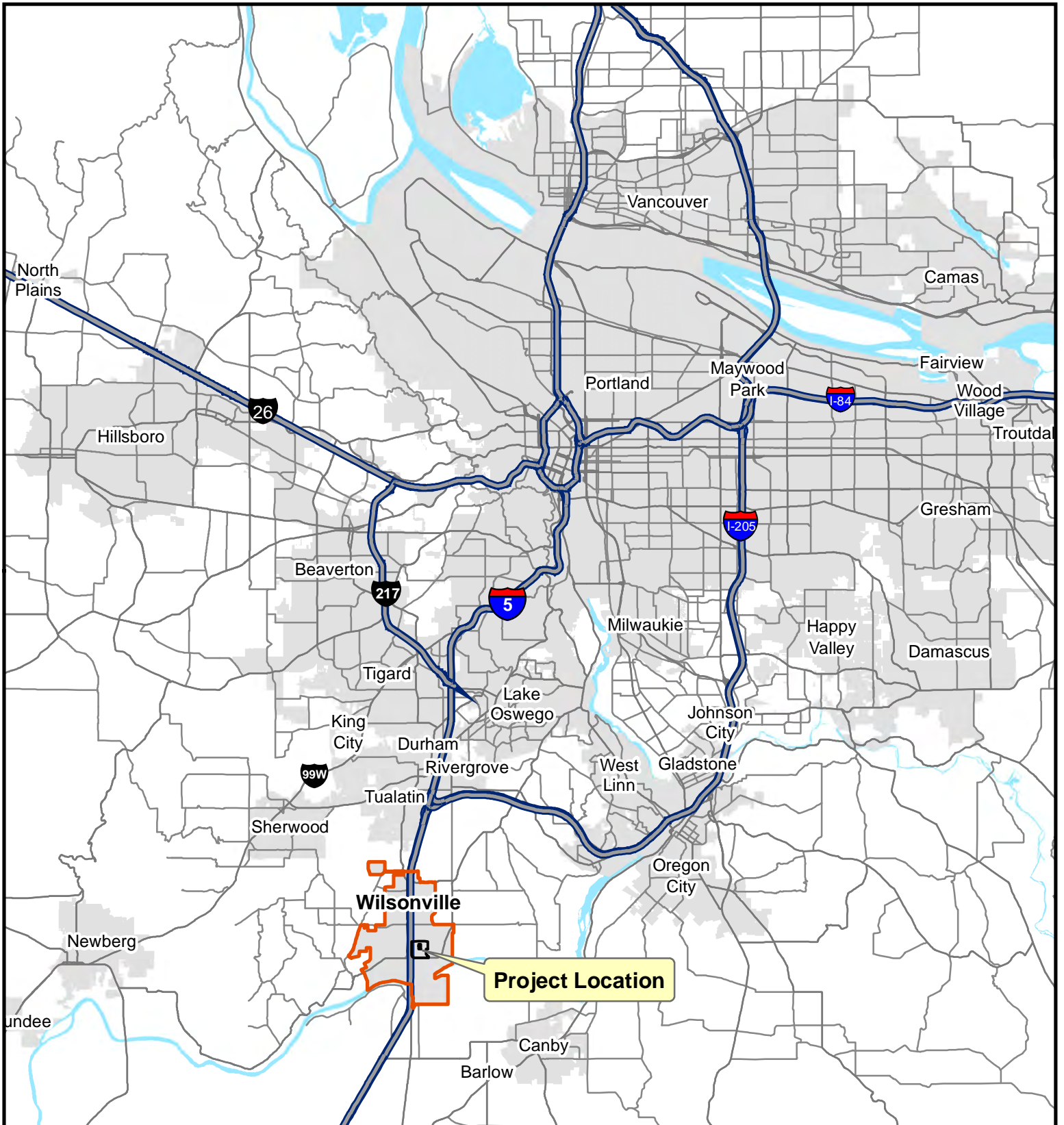
Community Planning & Development Grant Program

F2 - Match Form

Instructions: If your “Match Source” is a professional or technical service received as “In Kind,” use the market average or actual salary or bid for that individual or service. Use the “Notes” field to document methodology.

Match Source	Choose One		Choose One		Amount	Notes
Wilsonville Urban Renewal Fund	<input checked="" type="radio"/> Financial	<input type="radio"/> In Kind	<input type="radio"/> Pending	<input checked="" type="radio"/> Secured	\$ 100,000.00	
	<input type="radio"/> Financial	<input type="radio"/> In Kind	<input type="radio"/> Pending	<input type="radio"/> Secured	\$	
	<input type="radio"/> Financial	<input type="radio"/> In Kind	<input type="radio"/> Pending	<input type="radio"/> Secured	\$	
	<input type="radio"/> Financial	<input type="radio"/> In Kind	<input type="radio"/> Pending	<input type="radio"/> Secured	\$	
	<input type="radio"/> Financial	<input type="radio"/> In Kind	<input type="radio"/> Pending	<input type="radio"/> Secured	\$	
	<input type="radio"/> Financial	<input type="radio"/> In Kind	<input type="radio"/> Pending	<input type="radio"/> Secured	\$	
	<input type="radio"/> Financial	<input type="radio"/> In Kind	<input type="radio"/> Pending	<input type="radio"/> Secured	\$	
	<input type="radio"/> Financial	<input type="radio"/> In Kind	<input type="radio"/> Pending	<input type="radio"/> Secured	\$	
	<input type="radio"/> Financial	<input type="radio"/> In Kind	<input type="radio"/> Pending	<input type="radio"/> Secured	\$	

Total \$ 100,000.00



The City of Wilsonville, Oregon
 Clackamas and Washington Counties

Vicinity Map



4/13/2015





The City of Wilsonville, Oregon
 Clackamas and Washington Counties



Town Center Zoning



3/11/2015





Town Center Park Korean Memorial



Town Center Park Water Feature



Wilsonville City Hall



Town Center Shopping Center Lamb's Thriftway



Post Office



Family Fun Center



Regal Cinemas



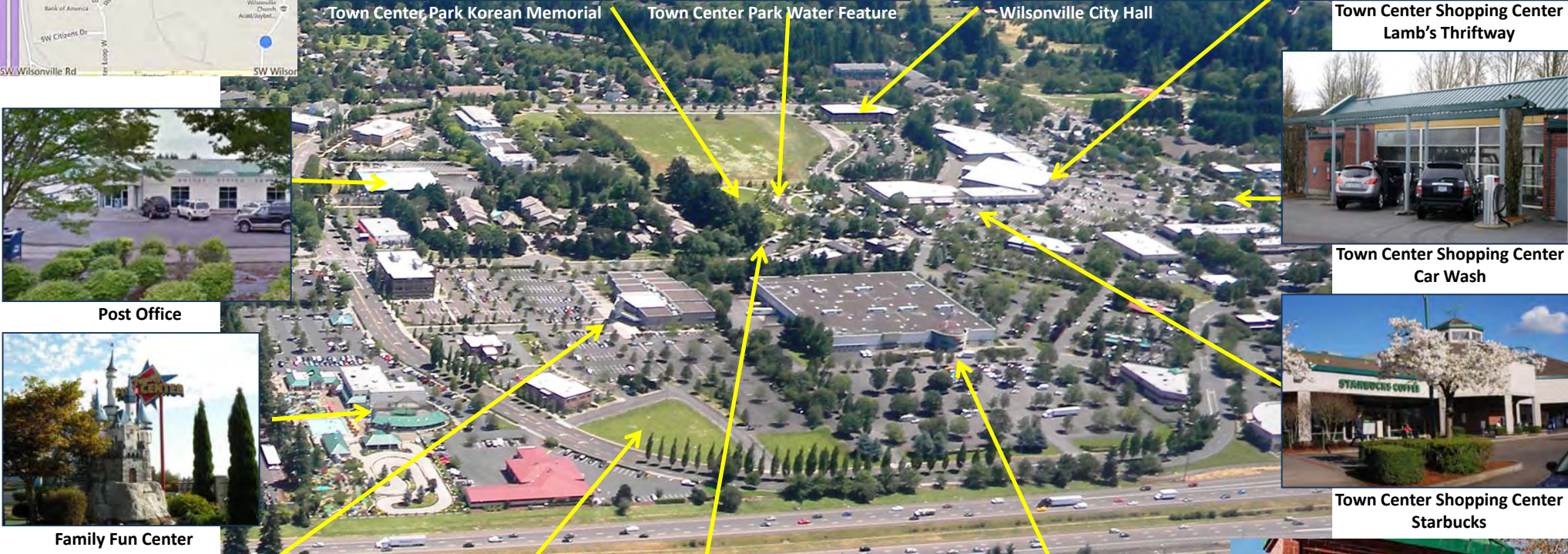
Pad available for Development



Day Care & Curves for Women



Fry's Electronics



Town Center Shopping Center Car Wash



Town Center Shopping Center Starbucks