



COMMUNITY ENGAGEMENT SUMMARY



WILSONVILLE TOWN CENTER PLAN

Community Engagement Summary

INTRODUCTION

The Town Center Plan establishes a community-driven vision for Town Center and a set of strategic actions to support the vision. Since launching the Plan process in Fall 2016, the Project Team has reached out to the community and stakeholders through a variety of engagement activities, to ensure that the Town Center Plan will reflect community priorities, preferences, and values.

Phase One of the project established the community's vision and goals for the future of Town Center and identified existing issues and priority improvements. During Phase Two, community members and stakeholders defined how they want the "building blocks" of Town Center to look and function in the future. Building blocks include: 1) Land use 2) Open spaces and parks and the 3) Multimodal network. Based on community and stakeholder ideas and feedback, the project team drafted and then refined the building blocks. This process resulted in a Draft Community Design Concept. During Phase 3, the Project Team focused on translating the community concept into an actionable, long-range plan for Town Center. During this phase, community members and stakeholders provided input on priority projects, specific elements of the future Town Center, and ideas for implementing the Plan.

This summary provides an overview of the materials and results associated with each public engagement activity during the three phases of the Town Center Plan process. Detailed materials and summaries are online in the Town Center website Document Library:

www.wilsonvilletowncenter.com/document-library/

or the City project website:

<https://www.ci.wilsonville.or.us/planning/page/town-center-plan>

Phase One Community Outreach Summary

ENGAGEMENT ACTIVITIES

1. Project Task Force
2. Community Kick-Off Event
3. Community Design Workshop
4. Stakeholder Meetings
5. Meetings with Technical Partners
6. Planning Commission Meeting
7. Planning Commission-City Council Joint Workshop
8. Community Events/“Out-and-about”
9. Question of the Month (online and at Idea Centers)
10. Ongoing Communication

Community Members and Stakeholders

A variety of community members and stakeholders have been engaged throughout the planning process include the following (members of these groups overlap).

- City elected officials
- Wilsonville residents
- Youth and seniors
- Spanish-speakers
- Service providers in Town Center
- Town Center employees
- Town Center residents
- Town Center business and property owners
- City staff

Outcomes

The input received during Phase One of the project shaped the vision and goals for the Town Center Plan. The vision and goals will guide the policies, projects, programs, and partnerships included in the Plan. The Project Team analyzed community and stakeholder input and identified themes related to assets, constraints, and opportunities in Town Center.

VISION

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

GOALS

1. **Environmental Stewardship.** Integrate nature into the design and function of infrastructure and development in Town Center to protect Wilsonville's natural resources.
2. **Harmonious Design.** Create urban design standards for pedestrian-oriented building and street design and a variety of quality building types and land uses.
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.
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.
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.
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.

ASSETS: Town Center enjoys...

- A variety of services and civic uses
- Great public art and entertainment
- Proximity to neighborhoods
- Plenty of parking (identified as both an asset and a constraint)
- Good transit access and jobs nearby

CONSTRAINTS: Town Center has...

- Limited lighting and crosswalks (not pedestrian-friendly)
- Too many parking lots, which are tough to navigate by foot
- Too much traffic
- A lack of cohesion and connectivity
- Too few gathering spaces
- Limited variety of stores and restaurants
- Low visibility for existing businesses
- Limited connections across I-5
- Limited transit frequency

OPPORTUNITIES: The Future Town Center should...

- Be a focal point of the community
- Include gathering spaces
- Offer pedestrian and bicycle connectivity
- Have centralized parking
- Be visible from I-5
- Include a mix of uses, including small-scale, local retail and restaurants and higher density housing
- Have opportunities for more entertainment and nightlife

Phase Two Community Outreach Summary

ENGAGEMENT ACTIVITIES

1. Community Design Workshop
2. Community Block Party
3. Community Design Survey
4. Instagram Contest
5. Project Task Force
6. Technical Partners Meeting
7. Planning Commission Meeting
8. Planning Commission – City Council Joint Work Session
9. Stakeholder Meetings
10. Community Design Concept Open House
11. Town Center Latino Family Night: Community Design Concept Open House
12. Community Design Concept Survey
13. Question of the Month

COMMUNITY OUT-AND-ABOUTS

In addition to the major engagement activities listed above, the City went to a variety of established events, referred to as Community Out-and-Abouts (listed below), which provided community members with convenient opportunities to participate in the Town Center Plan. The input received at the Out-and-Abouts is incorporated in the Question of the Month results and Community Design Survey feedback summary in the compendium.

- Beer Station Pub Trivia Night (July 19, 2017)
- Vanguard Brewing Pub Trivia Night (July 25, 2017)
- Quench Pub Trivia Night (August 9, 2017)
- Kiwanis Fun Run (July 29, 2017)
- Fun in the Park (August 5, 2017)
- Wilsonville Brewfest (August 12, 2017)
- OIT Welcome Back Night (September 27, 2017)
- Boeckman Primary Latino Advisory Group (January 25, 2018)
- Latino Advisory Group (February 12, 2018)

ONGOING COMMUNICATIONS

Community members were provided with ongoing project updates and opportunities for input. This communication material is not included in the attached compendium but can be provided upon request.

- Idea Centers: Library, Parks and Wilsonville Community Sharing displays with project background, announcements and question of the month
- Town Center website
- Boones Ferry Messenger articles

- Press releases
- Interested Parties e-mails
- Business Newsletters (October 2017 and February 2018)
- SMART bus channel cards
- School bulletin boards
- Social media
- Citizen comments (email, phone and comment cards)

COMMUNITY MEMBERS AND STAKEHOLDERS

The outreach and engagement activities summarized here solicited input and ideas from a broad range of community members and stakeholders, including but not limited to:

- City elected officials
- Wilsonville residents
- Youth and seniors
- Spanish-speakers
- Service providers in Town Center
- Town Center employees
- Town Center residents
- Town Center business and property owners
- City staff

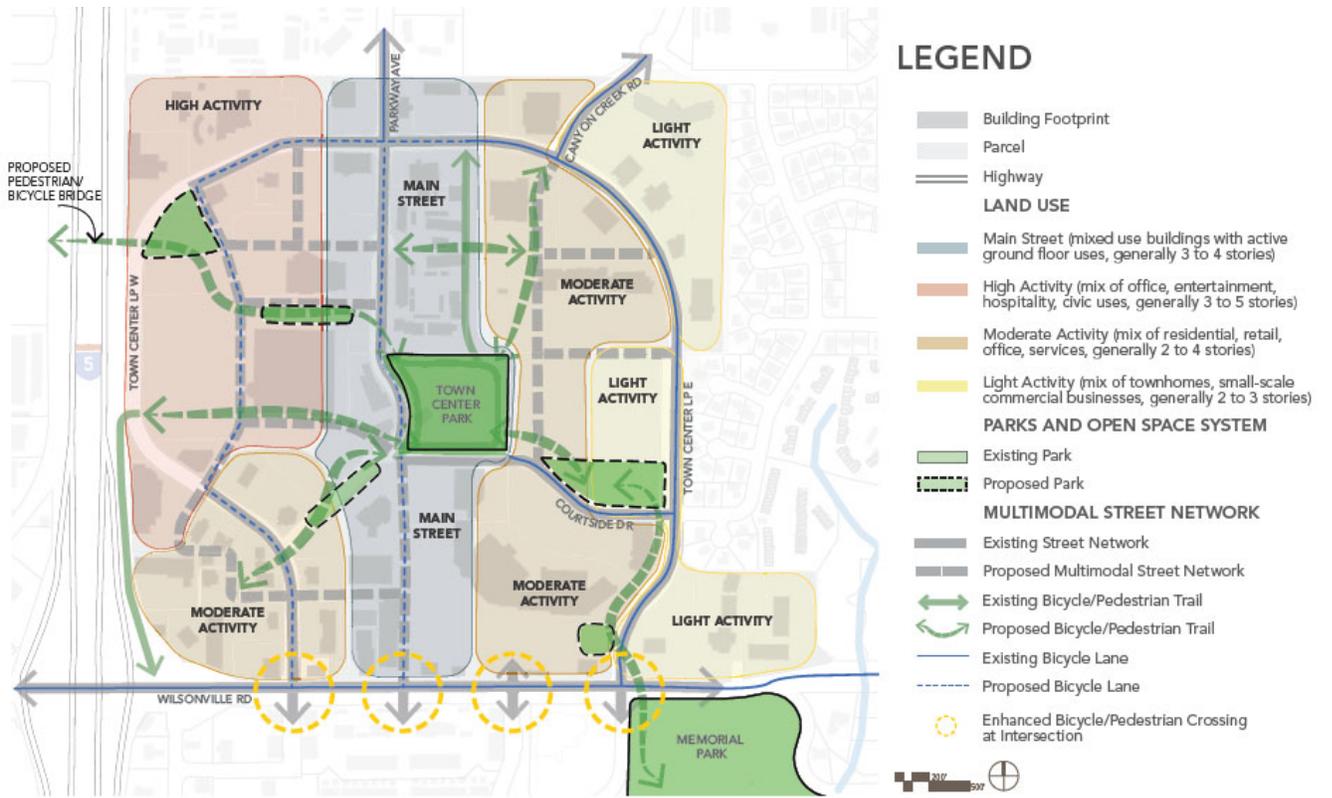
OUTCOMES

Phase 2 public and stakeholder engagement provided clear direction on the community's draft design concept for Town Center and the preferred approaches to land use, urban design, open spaces, and mobility. These approaches are summarized and illustrated below.

Land Use: There should be a diversity of land uses throughout Town Center that make it a lively, fun place to visit year-round. Extend Parkway Ave. to Wilsonville Rd to create a walkable, vibrant mixed use main street. Activate streetscapes with covered outdoor dining, places to gather and ground-level retail where possible.

Open Spaces: Create an "Emerald Chain" of parks, small plazas, green streets, and trails that connect the future I-5 pedestrian/bicycle bridge to the Town Center Park, Memorial Park and Murase Plaza.

Multimodal Network: A more walkable street grid should incorporate transit service, on-street improvements for bicycles and pedestrians, and connections to off-street trails. The future network should maintain local access to businesses in Town Center and reduce through-traffic at the Town Center Loop West/ Wilsonville Road intersection, making it calmer and safer.



DRAFT COMMUNITY DESIGN CONCEPT

Phase Three Community Outreach Summary

ENGAGEMENT ACTIVITIES

- Pop-Up Main Street at the Community Block Party
- Town Center Plan Economic Summit Panel
- Technical Partner Meetings
- Meridian Creek 7th Grade Class Project
- Question of the Month
- Project Task Force
- Planning Commission Meetings
- City Council Meetings
- Online Town Center Plan and comment form

ONGOING COMMUNICATIONS

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- Town Center website
- Boones Ferry Messenger articles
- Interested Parties e-mails
- Business Newsletters
- School bulletin boards
- Social media
- Citizen comments (email, phone and comment cards)

COMMUNITY MEMBERS AND STAKEHOLDERS

Throughout the planning process, the outreach and engagement activities solicited input and ideas from a broad range of community members and stakeholders including but not limited to: City elected officials, Wilsonville residents, youth and seniors, Spanish-speakers, service providers in Town Center, Town Center employees, Town Center residents, Town Center business and property owners and City staff. In Phase 3, as the details of the plan were being developed, stakeholders who had participated in the planning process were invited to meet with the project team to provide feedback on the draft plan elements. The broader Wilsonville community was invited to provide feedback on the Draft Town Center Plan.

OUTCOMES

Community input in Phase 3 continued to reinforce community priorities established in the first two phases of the planning process. Community members provided feedback on specific

elements of the plan, including the proposed main street (extension of Park Pl.) and cycle track, as well as parking. Business stakeholders in Town Center shared their ideas and feedback on strategies for spurring investment and supporting existing businesses. This input informed recommended policies and design approaches included in the Plan. Additionally, technical partners, the Planning Commission and City Council refined Plan recommendations related to transportation, zoning, and development strategies.

Ultimately, the community-driven Town Center plan will be reviewed by community members, the Planning Commission, and City Council. Any needed refinements will be made to ensure the Plan reflects the community's vision.