



Town Center Task Force

October 23, 2018



Tonight's agenda

Welcome and Agenda Overview

Project Update

- Public Engagement
- Feasibility Analysis
- Traffic Analysis

Priorities

- Infrastructure
- Programming and Placemaking

Report-outs

Close & Next Steps

Appreciation and Awards



Summer Community Outreach







Which projects do you think will be most important to making the Town Center Plan a reality?

(Select your top 3)



Bicycle/pedestrian bridge over I-5

32



Cycle track from the bicycle/pedestrian bridge to Memorial Park

16



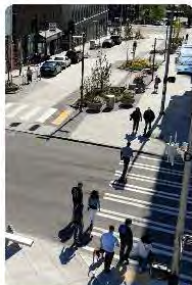
Transforming Park Pl. into a pedestrian mall or festival street

35



Extending Park Ave. to become a Main Street that connects to Wilsonville Rd

18



Wilsonville Rd intersections improvements/additions

13



Extending Courtside Dr to connect to Town Center Loop W.

4

SHARE YOUR IDEAS! Place a dot next to your response below (select all that apply).



Covered Ground Floor Parking
Downtown Hillsboro

1



On-Street Parking
Downtown Hillsboro

0



Surface Parking Behind Buildings
Gresham Civic Drive

0



Parking Garage Wrapped w/ Mixed Use Buildings
Downtown Lake Oswego

27



Standalone Parking Garage Near Businesses
Bridgeport Village

2



Internal Parking Surrounded by Buildings
Kruse Village

1



Parking Lot in Front of Building
Town Center Shopping Center

4



Small Surface Parking Lots
Downtown Canby

2

How would you use a cycle track through Town Center?

(Select all that apply)

Run errands

9

Commute to/from work or school

2

Recreate/get exercise

15

Go to a park

10

Ride with my family

12

Ride to entertainment
(restaurants, movies, etc.)

12

Travel through Town Center
to other destinations

3

Other:

4

Draft Comprehensive Plan, Development Code and Design Guidelines



New Elements: Comprehensive Plan

New “Town Center Development” section

- Includes policies to implement the Town Center Plan
- Identifies new “Town Center” Comprehensive Plan designation and implementing “Town Center” zoning district



Elements: Development Code and Design Standards/Guidelines

- Focus design guidelines on Main Street, more flexible elsewhere.
- Minimum of two stories for new buildings
- Open space/plaza standards
- Off-street parking recommendations

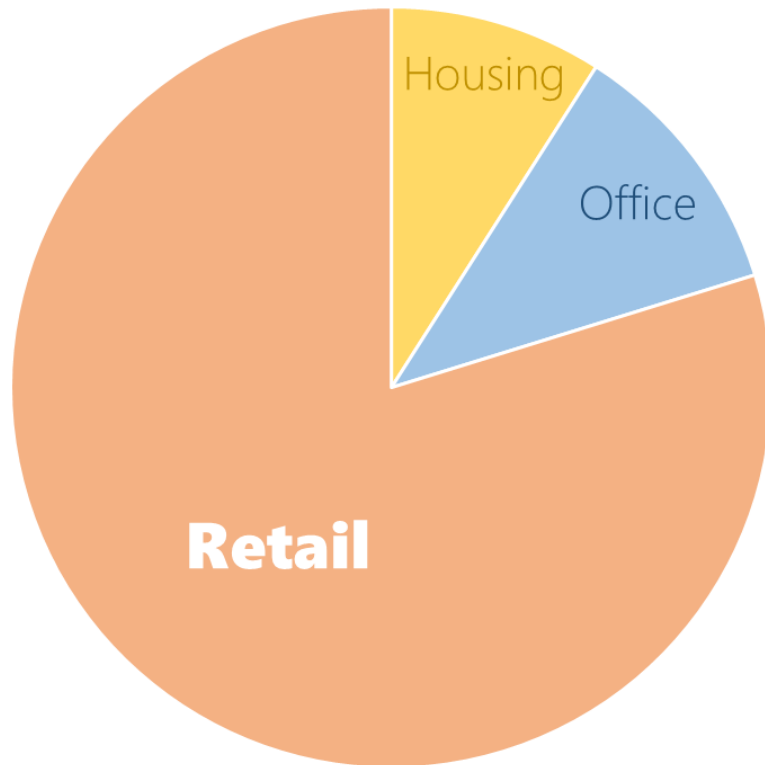


Feasibility Analysis



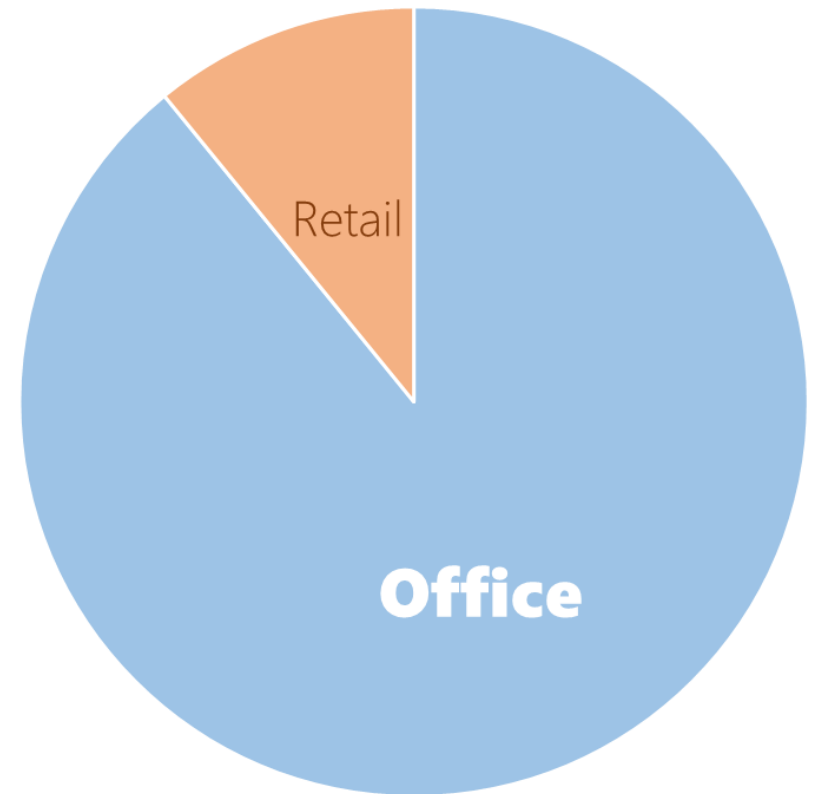
Development Types –Town Center

Land Use Mix, Wilsonville Town Center
Total MFR, Retail, and Office; All Years



Source: Costar.

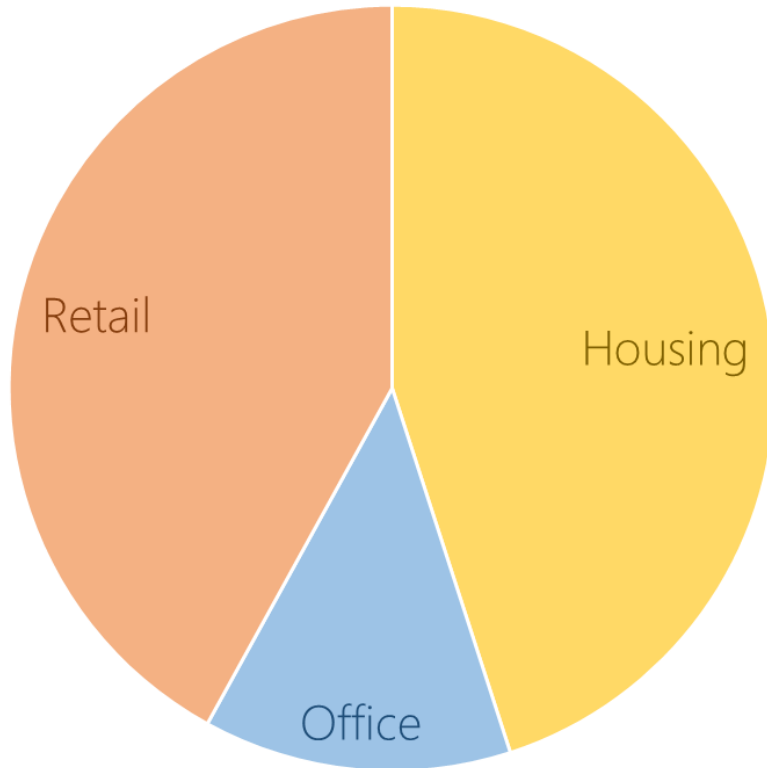
Land Use Mix, Wilsonville Town Center
Built 2007 to 2017



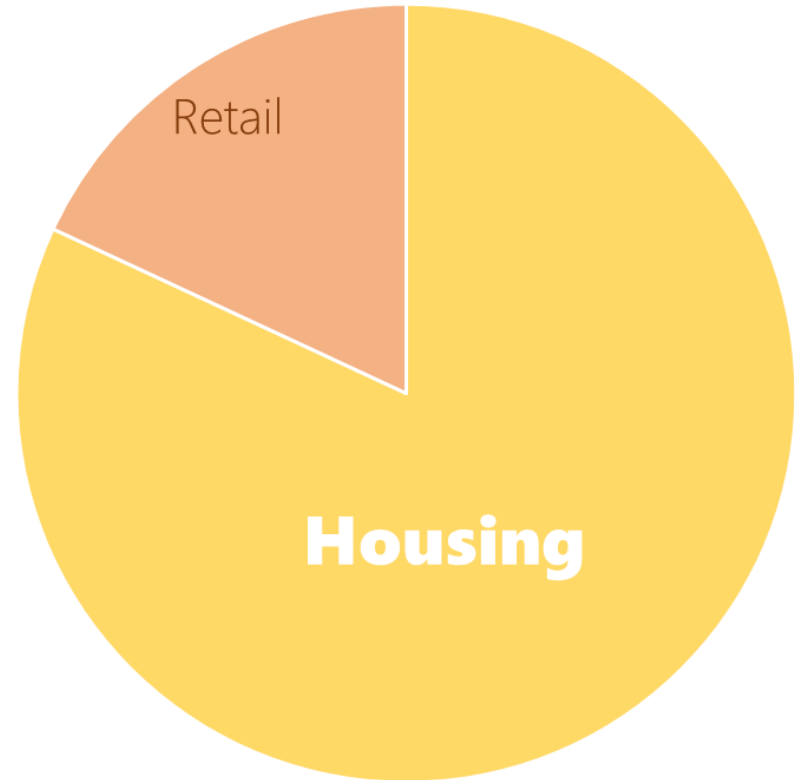
Source: Costar.

Development Types-Downtown Lake O.

Land Use Mix, Downtown Lake Oswego
Total MFR, Retail, and Office; All Years



Land Use Mix, Downtown Lake Oswego
Built since 2012



Source: Costar. The "Downtown" boundary is based on the City's downtown parking map.

Prototypes: Housing

Most developments fall within a finite series of “prototypes,” which group buildings by various aspects of their physical form. The way in which parking is provided (surface, tuck under, or structured) is a key influence on the physical form of these projects. The housing (multifamily) prototypes used for this feasibility analysis, including mixed-use residential development, are shown below.

	Housing				(Commercial)
Name:	Townhomes	Garden Apartments	Main St. Mixed Use	Wrap	Mid-Rise / Podium
					
Parking:	Surface / tuck under	Surface	Surface / tuck under	Structure	Structure
Structure:	Wood frame	Wood frame	Wood over concrete	Wood with concrete	Wood over concrete

Prototypes: Retail and Office

The retail and office prototypes used for this feasibility analysis are shown below. Like the housing prototypes, the way in which parking is provided (surface, tuck under, or structured) is a key influence on the physical form of these projects. For retail projects, we evaluated the rehab or renovation of existing retail/commercial buildings, since there are many of these buildings in the Town Center and rehab is a likely type of development to occur.

	Retail / Commercial		Office	
Name:	Rehab	New Construction	Creative Office	Mid Rise
Parking:	Surface	Surface	Surface	Structure
Structure:			Steel and concrete	Steel and concrete

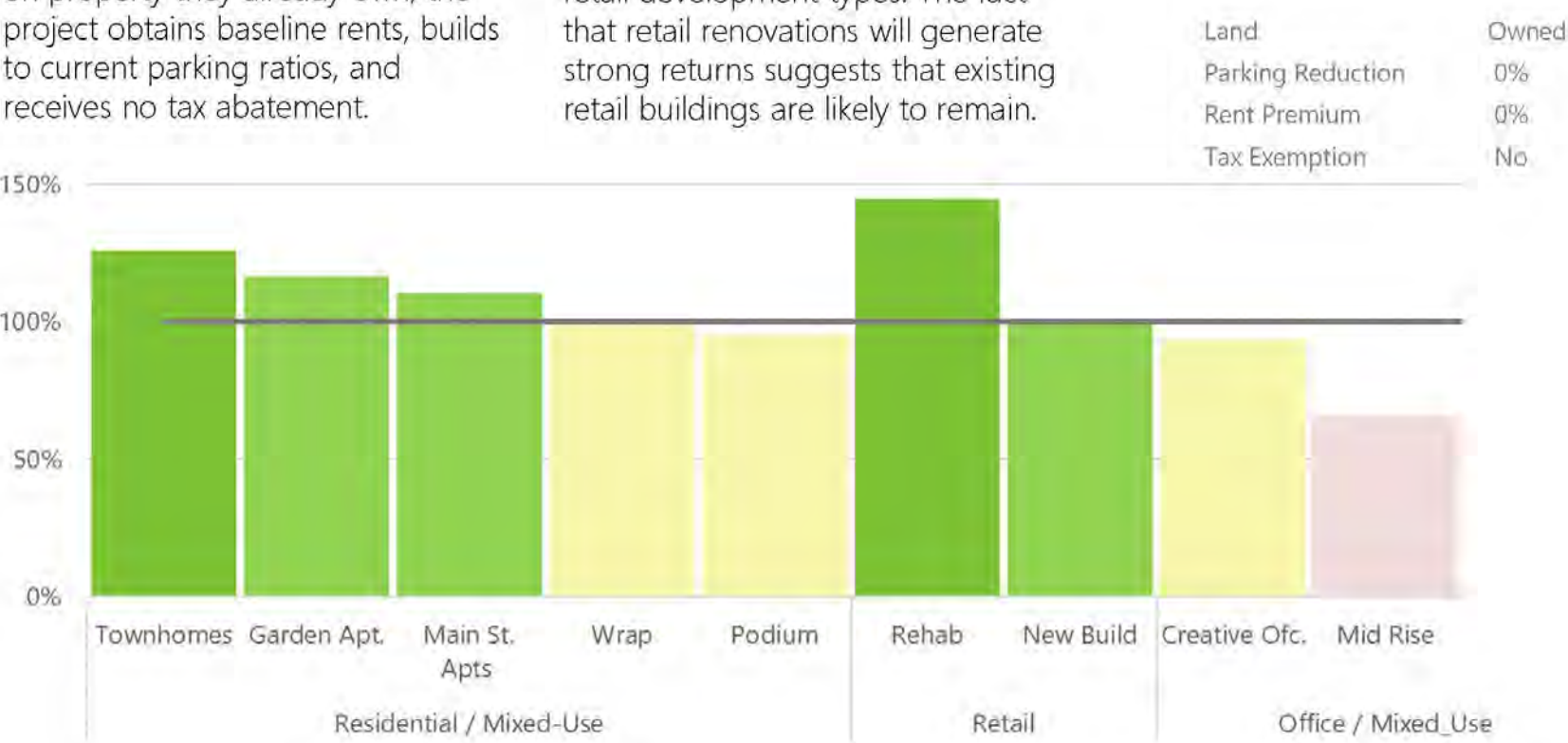


Alternative 1: Baseline

The ROI results for the baseline alternative are shown below for all 10 building prototypes assessed in this analysis. In this alternative, we assume the developers are building on property they already own, the project obtains baseline rents, builds to current parking ratios, and receives no tax abatement.

This analysis indicates a number of development types are feasible under these conditions, including townhomes, garden apartments, main street apartments, and both retail development types. The fact that retail renovations will generate strong returns suggests that existing retail buildings are likely to remain.

Higher density residential and all office development are below feasibility targets.



2: Parking Reduction & Tax Abatement

The ROI results for alternative 2 are shown below. The changes made from alternative 1 are: applying a 30 percent parking reduction and the temporary tax abatement. Making these changes improves feasibility for several reasons. Parking costs are reduced for both surface and

structured parking projects, and the space per square foot is converted to rent-generating uses. This cost reduction is modest for surface parked projects, but it is significant for structured parking projects such as the wrap and podium, which are now feasible.

Office development remains below feasibility targets.

Land	Owned
Parking Reduction	30%
Rent Premium	0%
Tax Exemption	Yes

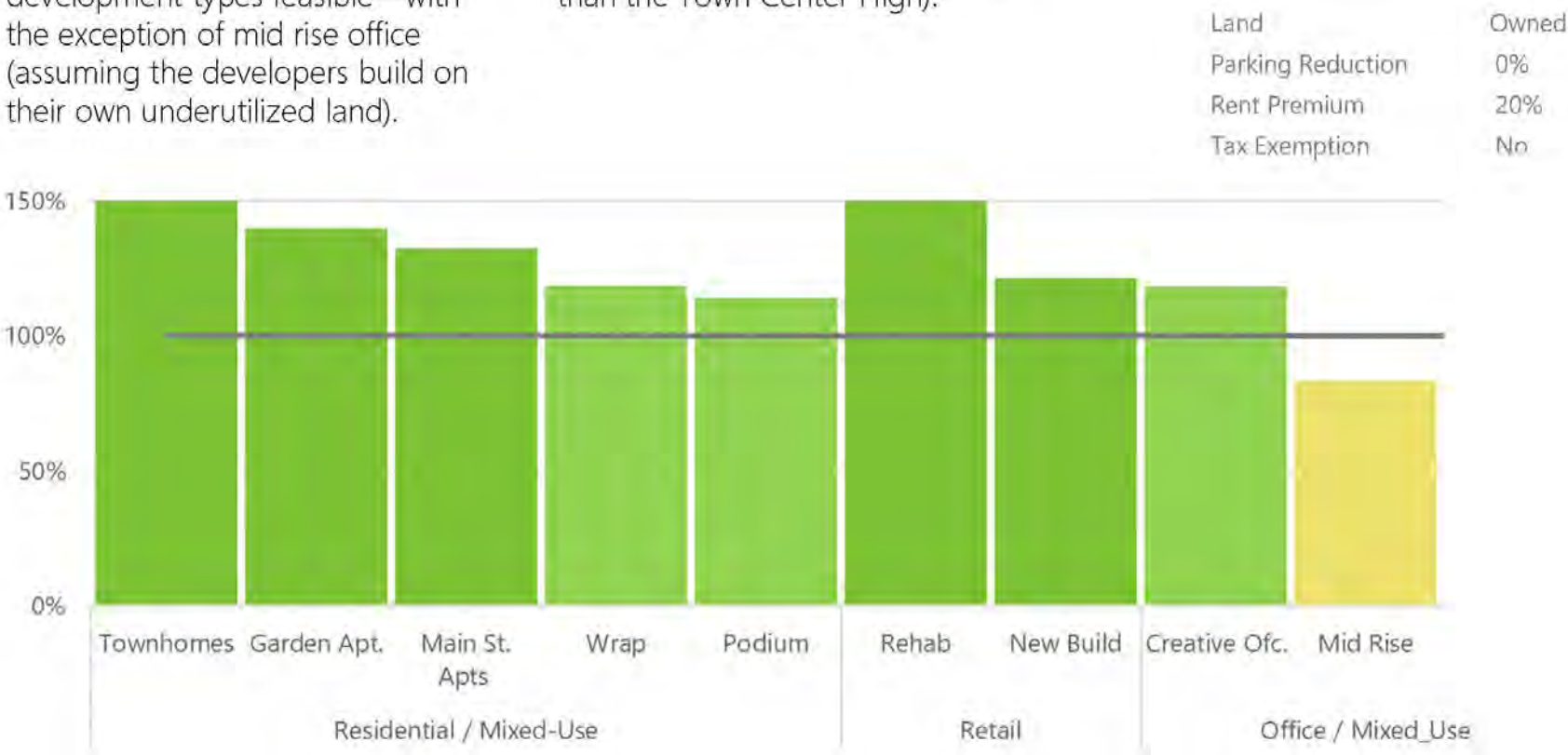


3: Rent Premium

The ROI results for alternative 3 are shown below. The change made from alternative 1 is to increase all rents by 20 percent. Increasing rents significantly makes all of the development types feasible—with the exception of mid rise office (assuming the developers build on their own underutilized land).

A significant residential rent premium may be achievable over time, as projects such as the Attwell are already achieving a premium (currently about 11 percent higher than the Town Center High).

A 20 percent office rent premium would mean that Wilsonville Town Center office space would be directly competing with Kruse Way.



4: Favorable Development Conditions

The ROI results for alternative 4 are shown below. In this alternative, the rent premium is paired with the parking reduction and tax abatement.

Once again, all of the development types are feasible (assuming the developers build on their own underutilized land), with the exception of mid rise office, which are marginal.



5: Baseline with Land/Building Acquisition

The ROI results for alternative 5 are shown below. The change made from alternative 1 is that the developer must acquire a one-story commercial building prior to development (at \$50 per square foot of land). The retail rehab project is

exempt from this assumption since a developer will *usually* own the building to be renovated. Therefore, retail rehab continues to be feasible. However, the other projects do not meet their return thresholds.

All housing projects are either challenged or marginal due to significant land costs, while new-construction retail and office projects are infeasible.



6: Parking Reduction & Tax Abatement

The ROI results for alternative 6 are shown below. The changes made from alternative 5 are to assume a 30 percent parking reduction and property tax abatement, similar to alternative 2. The tax abatement does not apply to retail and office projects.

Making these changes results in significant improvements to the feasibility of the residential development types. The most notable change is to the main street project, which becomes feasible.

The new-build retail and office projects continue to be infeasible, since the parking reduction does not lower costs enough to offset the higher land/building acquisition costs.

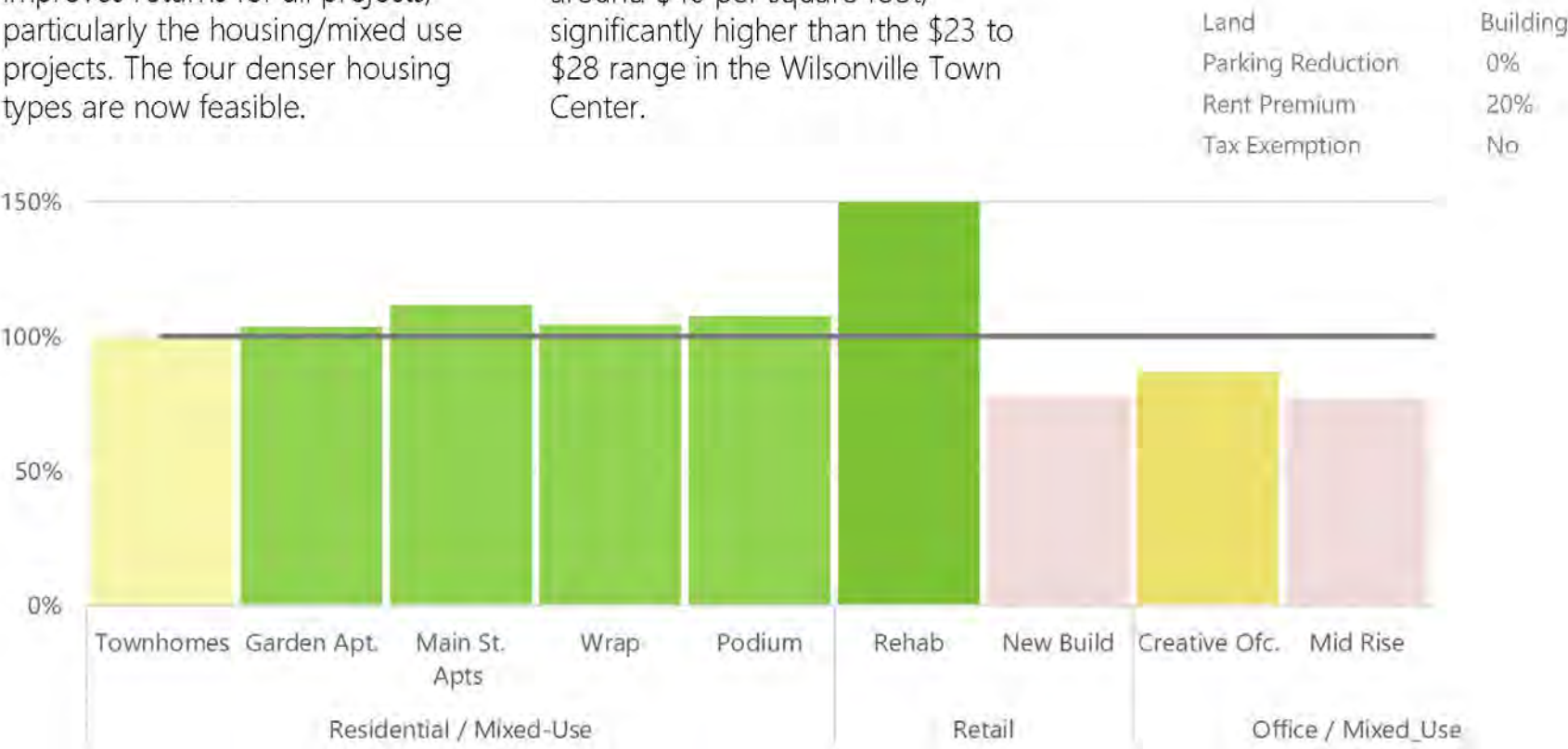


7: 20 Percent Rent Premium

The ROI results for alternative 7 are shown below. The change made from alternative 5 is to increase all rents by 20 percent, similar to alternative 2. This rent premium improves returns for all projects, particularly the housing/mixed use projects. The four denser housing types are now feasible.

Notably, office development remains infeasible, reflecting the fact that nearly all recent office development has taken place near Portland's central city, where gross rents are around \$40 per square foot, significantly higher than the \$23 to \$28 range in the Wilsonville Town Center.

Likewise, new retail development cannot overcome the costs of building acquisition.



8: Favorable Development Conditions

The ROI results for alternative 8 are shown below. In this alternative, the 20% rent premium is paired with the parking reduction, property tax abatement, and acquisition of a one-story commercial building. Under these “optimal” economic conditions, the model indicates that developers

of mixed-use residential projects should be able to acquire and redevelop low to medium-value commercial buildings in the Wilsonville Town Center.

This would require the project to achieve significantly higher rents.

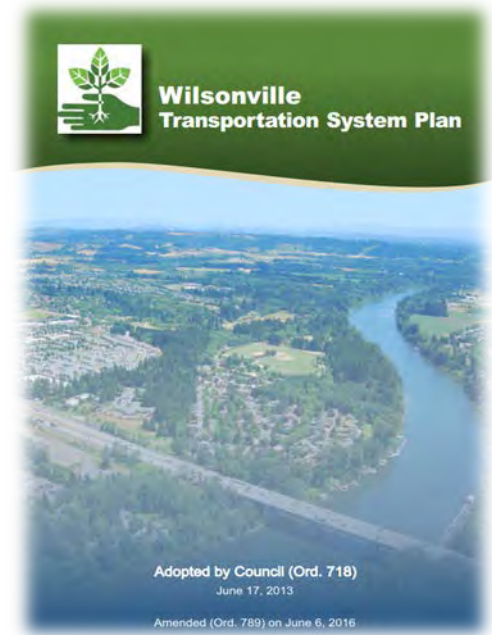
Consistent with the findings for alternative 4, some higher-density housing projects will be able to pay more for land than retail projects, and thus “out compete” retail projects to acquire commercial sites in the area.

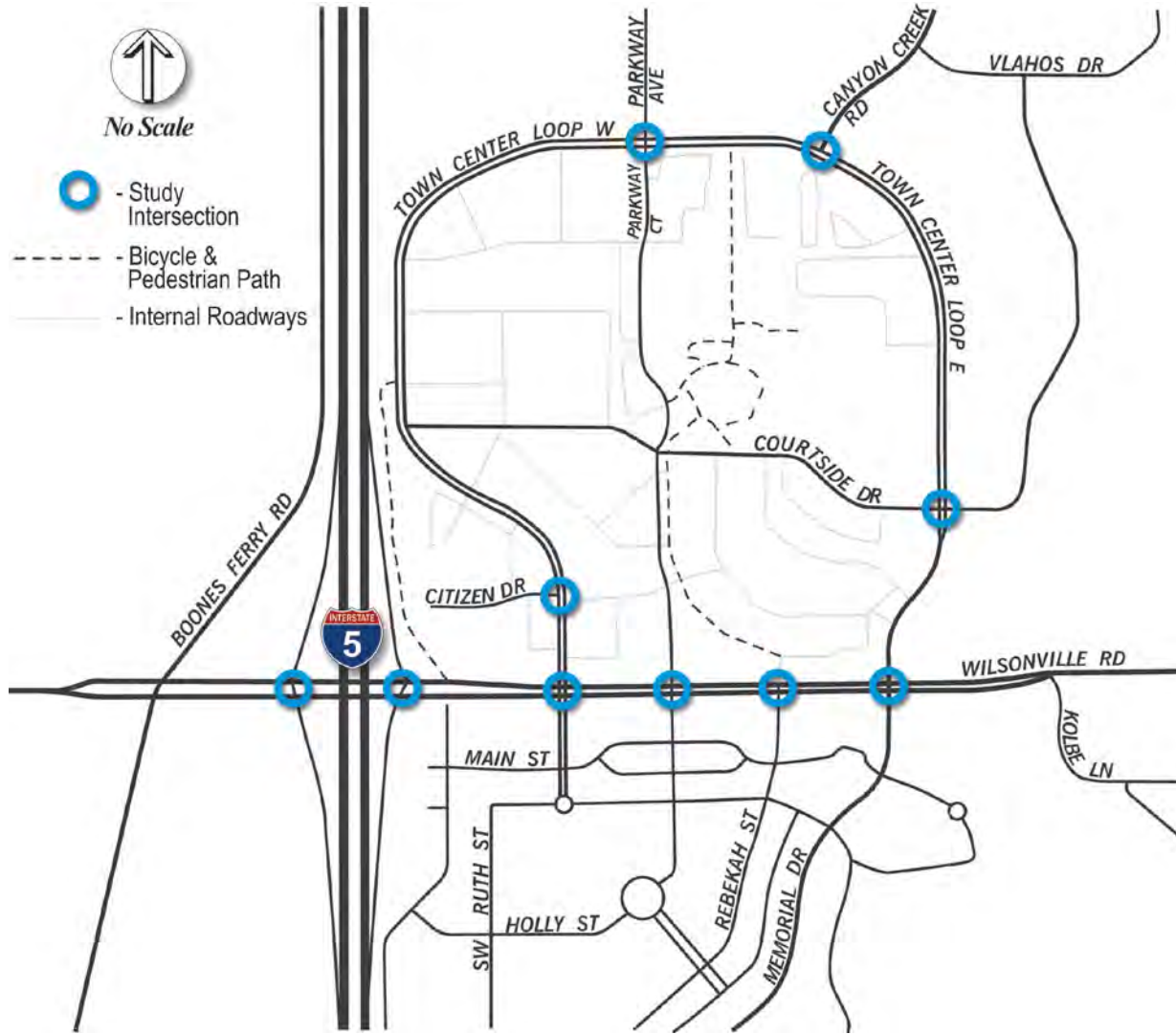


Traffic Impact Analysis

Future Traffic Assumptions

- Analyzed for TSP Horizon year 2035 PM peak hour
- Updated Traffic Volumes
 - Traffic counts collected in 2016
 - Additional growth forecasted for region, City, and Town Center
- TSP model assumed significant growth in the Town Center





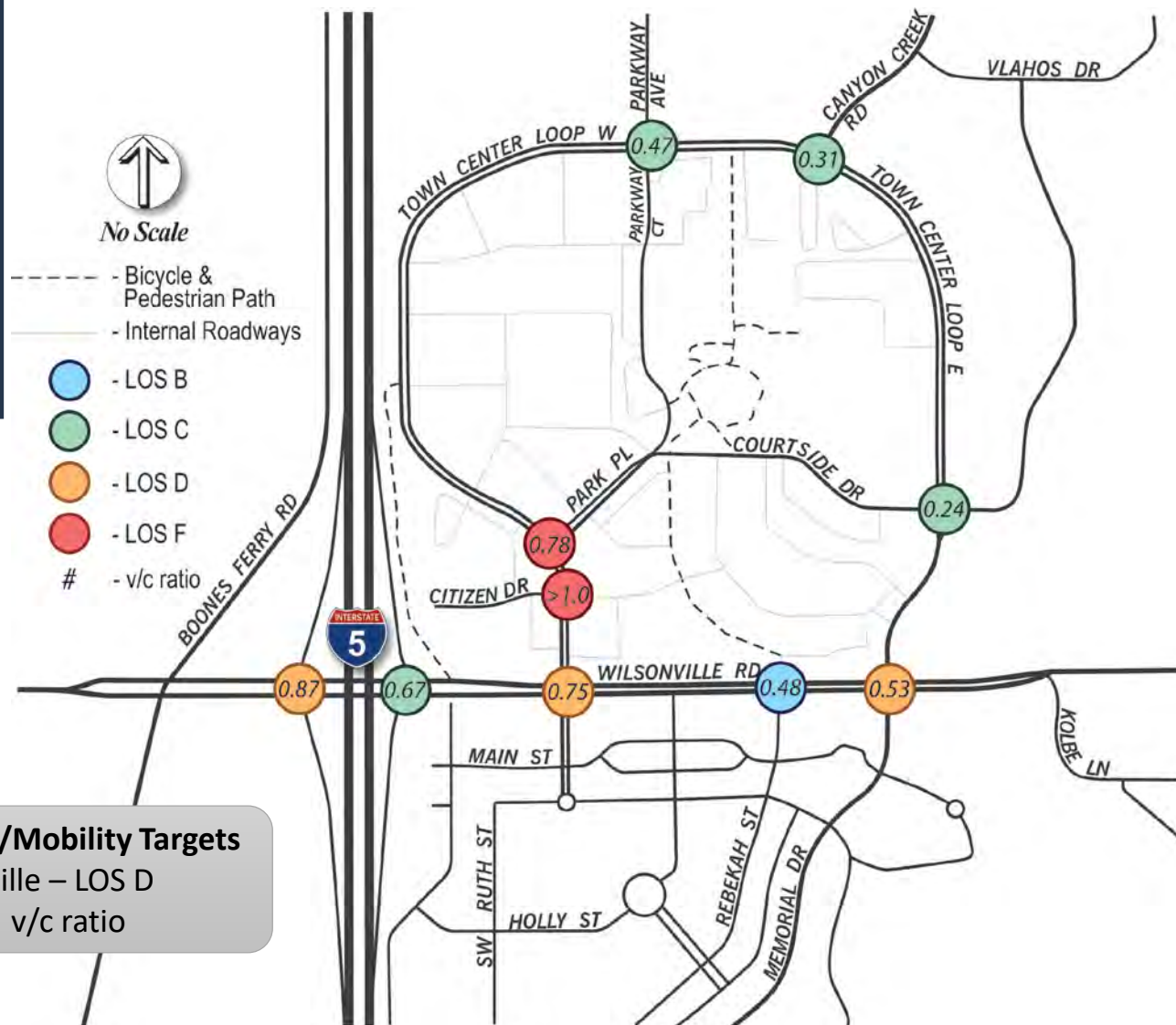
Proposed Town Center Transportation Improvements



Future Traffic Operations

- Traffic operation scenarios analyzed
 - 2035 TSP Horizon Year Scenario
 - 2035 TSP Horizon Year + Town Center Transportation Improvements

2035 TSP Horizon Year



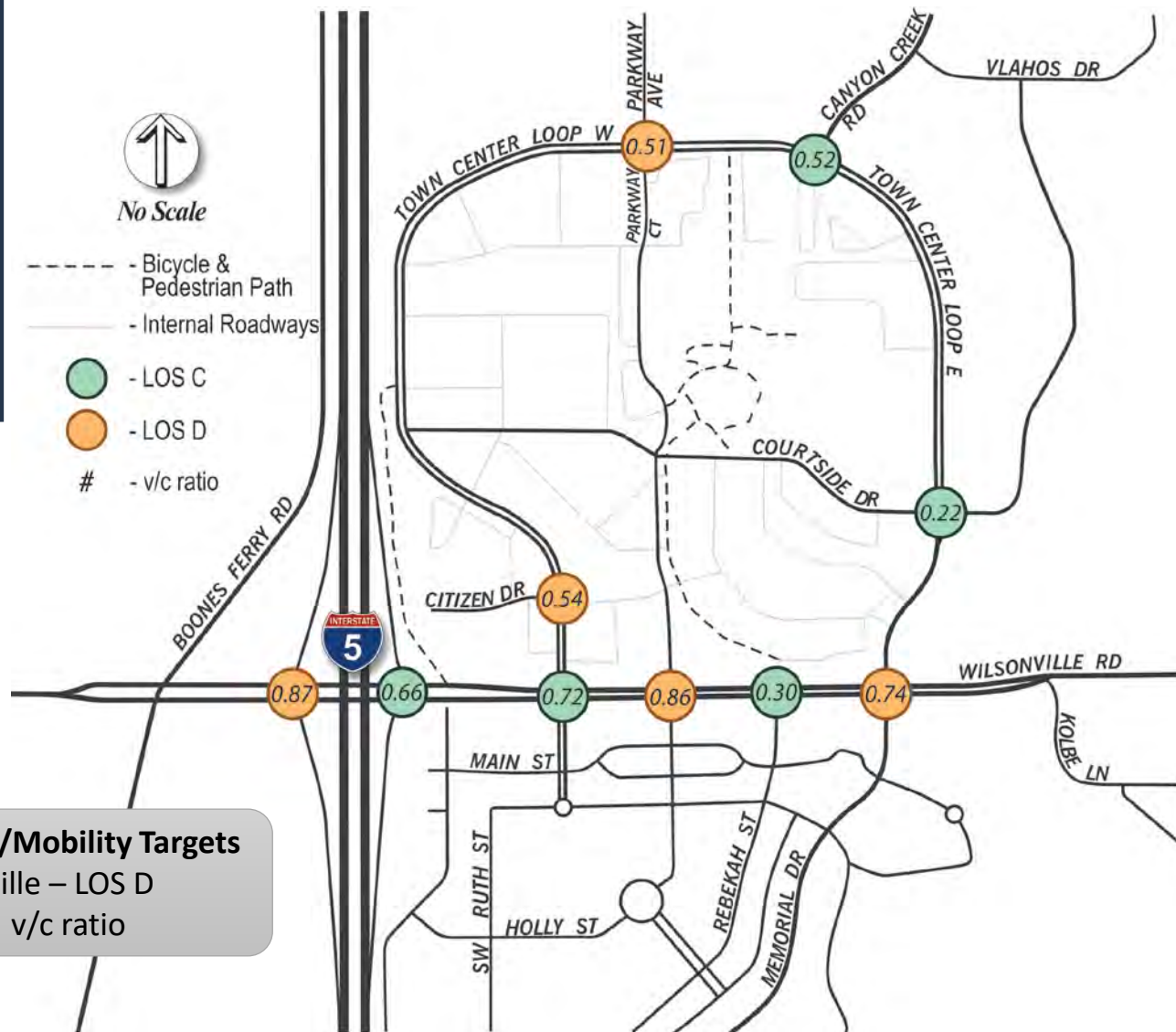
Operating Standards/Mobility Targets

City of Wilsonville – LOS D

ODOT – 0.90 v/c ratio



2035 TSP Horizon Year + Town Center Transportation Improvements



Wilsonville Road Network Modifications



Wilsonville Road/Town Center Loop West

- Modify signal to eliminate EB/WB left turns
- Improve pedestrian and bicycle safety
- Add landscape median on west leg



Wilsonville Road Network Modifications



Wilsonville Road/Park Place

- New signal with left turns
- Circulation changes to connect to Parkway Avenue
- Remove landscape median on west leg



Wilsonville Road Network Modifications



Wilsonville Road/Rebekah Street

- Remove signal
- Right-in/right-out vehicle movements only
- Enhanced pedestrian/bike crossing
 - Refuge median and flasher
- Add landscape median on west leg



Wilsonville Road Network Modifications



Wilsonville Road/Town Center Loop East

- Modify signal
- Dual EB left turns with dual NB receiving lanes



Draft Implementation Measures



Actions, Investments and Strategies

- Regulatory Actions
- Infrastructure Investments
- Placemaking, Organizational and Economic Development Strategies



Regulatory Actions

Staff Actions

- Comprehensive Plan and Development Code amendments
- Address existing covenants, conditions, and restrictions (CCRs)
- Update the TSP, Parks and Rec. Master Plan, utility plans (as necessary)

Additional Studies

- Develop a Parking Management Plan
- Develop a Streetscape Design Plan



Infrastructure Investments

Framework Investments: Projects that define the Town Center Plan

- Pedestrian Bridge and Gateway
- Park Place projects (creating Main Street)

Quick Wins: Low cost catalyst projects

- Town Center Loop West traffic control
- Parkway promenade traffic control
- Buffered bike lanes





LEGEND

- Building Footprint
- Parcel
- Highway
- Existing Street
- Proposed Street Location
- Proposed Pedestrian Bridge

PROJECT LOCATION

- Proposed Road Project
- Proposed Bike/Pedestrian Project
- Proposed Park Project



Infrastructure Investments

Other Projects

- Local roads
- Parks
- Sewer, water and stormwater

Next Steps: Prioritization of all projects with Task Force and City



Placemaking, Organizational and Economic Development Strategies

Placemaking Quick Wins

- Citywide signage and wayfinding
- Adding lights for bikes and peds
- Parklet competition
- Lunchtime farmers' market
- temporary/semi-permanent food carts
- Branded bus stops
- Temporary games, seating and art



Organizational and Economic Development Strategies

Organization and Economic Development:

- Form business/district association
- Establish a business/economic improvement district
- Use Oregon main street program
- Prioritize urban renewal funds
- Form public-private partnerships to catalyze development in the town center



Organizational and Economic Development Strategies

Funding and Financing:

- Create a local improvement district
- Create a supplemental fee for new development
- Adopt a Multifamily Housing Tax Incentive Program
- Evaluate opportunity zones and opportunity funds
- Other grants and programs



Small Group Activity: Prioritizing Implementation



Next Steps

- Revise draft code design standards/guidelines based on Planning Commission input
- Prioritize implementation actions
- Finish Draft Plan and develop draft implementation strategies





TOWN CENTER MASTER PLAN TASK FORCE Meeting Summary

DATE: OCTOBER 23, 2018

LOCATION: 29799 SW TOWN CENTER LOOP EAST, WILSONVILLE, OR

TIME START: 6:04 PM

TIME END: :8:00 PM

ATTENDANCE LOG

TASK FORCE MEMBERS		STAFF	OTHER
Hilly Alexander	Kate Johnson	Miranda Bateschell	Alex Dupey, MIG
Kyle Bunch	Kamran Mesbah, Vice Chair	Tami Bergeron	Molly Cooney-Mesker, MIG
Paul Diller	Richard Spence	Tod Blankenship	
Bruce Eicher	Doris Wehler	Jordan Vance	
Kevin Ferrasci O'Malley		Zach Weigel	
		Tod Blankenship	
		TF MEMBERS ABSENT	
		Kristin Akervall, Chair	Ron Heberlein
		Ben Altman	Hank Jarboe
		Terrence Clark	Sophia Lochner
		Eric Hoem	Susan Myers
		Marie Alaniz	Shelly Tracy
		Darren Harmon	Lori Loen
		Rosalind Hursh	Scott Vosburg

AGENDA SUMMARY

AGENDA	ACTIONS
Welcome and Agenda Overview (MIG)	Alex and Molly asked everyone to reintroduce themselves. They welcomed the Task Force Members and thanked them for their time during the past two years of this project life.
Project Update:	Public Engagement Molly summarized the various aspects of the public engagement throughout this phase of the project. She shared a PowerPoint presentation with some of the results received from the Block Party discussions and outreach efforts this summer. Alex said the Block Party was a smaller crowd but it was beneficial because we were able to spend more time talking with those that did attend the event. At the event, the team was able to convert a portion of Parkway into a Pop-up Main Street with a parklet, local food vendors, and the proposed cycle-track. This helped community members visualize the proposed changes and provide additional input. Alex discussed the Comprehensive Plan, Development Code and Design Guidelines would continue to be discussed with Planning Commission. Kyle Bunch asked if it is helpful for Task Force Members to be present at those Planning Commission and City Council Meetings. Miranda Bateschell said staff will continue to share

updates with the task force as to upcoming Planning Commission and City Council Meetings and the project developments. It is always helpful if Task Force Members share their thoughts via their presence in a meeting or submitting their input for those meetings. Kate Johnson asked if there was anything in particular that needed Task Force Members to be promoting. Miranda said it is beneficial for TF Members to share with others their knowledge of the plan and the information TF knows about the project. Miranda also mentioned it will be helpful to have TF members present at the final adoption meetings

Alex defined the intended changes to Comprehensive Plan for the TF:

- Includes policies to implement the Town Center Plan; and
- Identifies new TC Comp Plan designation and implementation;

Development Code and Design Standards/Guidelines:

- Focus design guidelines on Main \Street, more flexible elsewhere;
- Minimum of 2 stories for new buildings;
- Open space/plaza standards; and
- Off-street parking recommendations

Kevin asked for clarification of the Planning Commission process. Miranda confirmed that the Planning Commission will be the group that would review final code changes for consistency with the proposed plan.

Alex said that if someone is interested in seeing what was presented to the Planning Commission in October, please speak to him at the end of the meeting.

Feasibility Analysis

Alex referred to the Feasibility Analysis handout. His PowerPoint shows examples in Lake Oswego that state that some retail and office spaces have increased but most development is due to the increase in housing development in their town center. Alex said that Wilsonville Town Center has a lot of retail currently and the market will lean toward more housing development in the future.

Alex posed the question – are there bonuses for creating/offering affordable housing? Those are policy questions that the City will need to look at.

Kevin said there needs to be “anchors” in the TC area. Alex said there are opportunities to have some anchor stores - 30000 square feet retail such as Trader Joes and such – not a Target “big box store”. Kate said that the smaller stores in Villebois are struggling to stay open. Miranda said there is a significant shift in retail – away from the larger, big box stores. She suggests that we plan for a mix of local, regional and national stores. There is space for those mixes in the proposed TC area and accompanying proposed policies.

Alex moved the group along to discuss the different development prototypes analyzed as part of the Town Center Development Feasibility Report.

Alternative 1 – Baseline

Without anything happening, the Town Homes, Garden Apartments, and some new build retail is possible today. Some of the more expensive development types with structured parking, the developer would be taking a higher than average risk to develop.

Alternative 2 – Reduction & Tax Abatement

More development types become feasible. Is there an incentive to share parking or reduce requirement in number of parking spots.

Alternative 3 – Rent Premium

In this scenario, higher rents were tested and most development types become feasible. Amenities start to drive the rents – rent prices have already increased 15% in the last year.

Alternative 4 – Favorable Development Conditions (includes parking reduction, tax abatement, and rent premium)

Alternative 5 – Baseline with Land/Building Acquisition

Alex said that it is going to be tough to build new when a developer has to purchase the land, often with existing buildings. A developer will most likely update an existing building and make it more desirable, or an existing property owner will invest in redevelopment.

Alternative 6 – Parking Reduction & Tax Abatement with Land/Building Acquisition

Alternative 7 – 20 Percent Rent Premium with Land/Building Acquisition

Alternative 8 – Favorable Development Conditions with Land/Building Acquisition

More development types are feasible under these conditions, but not all. The City may want to consider some of the policies and incentives tested in the feasibility analysis on a temporary or permanent basis if re-development is desired more quickly.

Traffic Analysis

Future Traffic Assumptions:

- Analyzed for TSP Horizon Year 2035 PM Peak Hour
- Updated Traffic Volumes
- TSP model assumed significant growth in the Town Center

Alex showed several slides showing current traffic patterns and then a slide showing future traffic.

2035 TSP Horizon Year Map: Alex said there are a couple of spots where mobility will be difficult based on the existing system.

With the improvements outline in the Town Center Plan, Main Street would be a new north-south street in the plan area and Town Center West would become a local street. The addition of another road and intersection shifts the traffic so it is more evenly distributed among three intersections. No changes to I-5 – that is an ODOT issue.

Alex showed a Wilsonville Road Network Modifications Map displaying Wilsonville Road/Town Center Loop West proposed changes. Alex said these intersections are currently working independently of each other, and with the Town Center proposal, they would work together.

	(Kamran Mesbah excused himself at 6:52 pm) Doris Wehler and Kate Johnson asked for clarification of how you can travel to and from certain stores/restaurants with the proposed traffic pattern changes. Miranda Bateschell explained how some of those traffic situations would work. Alex confirmed that the Main Street changes will drive the changes in the Town Center Loop traffic modifications. Miranda stated that if we do nothing the traffic and safety situations will worsen. This is a plan to improve both. Alex moved the group to the next activity. He said we need to get to implementation. What are the Steps? What is the funding? • Regulatory Actions • Infrastructure Investments - o Framework Investments: Projects that define the Town Center Plan (Ped Bridge & Gateway; Park Place projects—creating Main Street) - o Quick Wins: Low-cost catalyst projects (Town Center Loop West traffic control; Parkway promenade traffic control; Buffered bike lanes) - o Other Projects: Local roads, parks, sewer, water and stormwater • Placemaking, Organizational and Economic Development Strategies - o Placemaking Quick Wins: Citywide signage and wayfinding; Adding lights for bikes and peds; Parklet competition; Lunchtime farmers market; temporary/semi-permanent food carts; Branded bus stops; Temporary games, seating and art • Organizational and Economic Development - o Strategies: Form business/district association; Establish a business/economic improvement district; Use Oregon main street program; Prioritize urban renewal funds; Form public-private partnerships to catalyze development in the town center • Next steps: Prioritization of all infrastructure projects and implementation actions with Task Force and City
Priorities -- Small Groups:	Alex provided an overview of the small group exercise. Task members were asked to prioritize implementation projects. Broke into small groups at 7:08 pm
Report-outs (MIG facilitating)	Group reports: Paul Diller and Kyle Bunch reported their groups' discussions. Alex captured key takeaways on the wall graphic. <i>See the meeting summary.</i>

Close & Next Steps (MIG and Miranda Bateschell)	• Revise draft code design standards/guidelines based on Planning Commission input; • Prioritize implementation actions • Finish draft plan and develop draft implementation strategies
Appreciation Awards	Miranda announced the special award from OAPA for this project that the City received. She thanked the Town Center Task Force for their many hours and devotion to their neighbors and the project and that the award represents their commitment. She thanked the Task Force for their time, energy, and involvement. Miranda offered the Task Force members a wrapped gift (award) in thanks. She encouraged them all to stay engaged in the project as it moves through Planning Commission and City Council. She said we will have a gallery and mini-celebration when the project goes through adoption and will need TF members to support the project at that event/meeting. Doris Wehler stood and said that she has been involved in the City's meetings forever. She stated that this project engaged the public more than any other she has seen in the City. She appreciated everyone's efforts.

Scribes: Tami Bergeron /Miranda Bateschell



Attachment A

TOWN CENTER MASTER PLAN TASK FORCE

OCTOBER 23, 2018

Notes and Wallgraphics

Group/Table 1

Priority Infrastructure Improvements

- There was agreement among members of Group #1 that the priority infrastructure projects for implementing the Town Center Plan are the: 1) Park Place redesign and extension projects, 2) improvements to the Wilsonville Road intersections, and 3) improvements to Courtside Drive.
- The most important projects are the Park Place redesign and extension projects.
- There was one group member who indicated that the proposed I-5 pedestrian bridge is not important to the Town Center Plan.

1



WILSONVILLE TOWN CENTER PLAN

	Estimated Cost	Priority (Select up to FIVE in each category. Mark with yellow dots.)	MOST Important (Select TWO in each category. Mark with green dots.)	Not Important (Select ONE in each category, if relevant. Mark with red dot.)
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. All road construction projects assume that the facility will include stormwater management and green street amenities, such as stormwater swales and landscaping treatments.				
I-5 Pedestrian Bridge and Gateway (1-2.A)	TBD			●
Park Place Redesign (Town Center Loop to northern edge of Town Center Park) (1-2.B)	\$7.2m	● ● ● ● ●		
Park Place Redesign (Town Center Park to Courtside Drive) (1-2.C)	\$6.1m	● ● ● ● ●		
Park Place Extension (Courtside Drive to Wilsonville Road) (1-2.D)	\$10.5m	● ● ● ● ●	● ● ● ● ●	
Courtside Drive Improvements (Park Place to Town Center Loop E.) (1-2.E)	\$13m			
Courtside Drive Improvements (Park Place East to Town Center Loop W.) (1-2.F)	\$11m	● ● ● ● ●		
Wilsonville Road Intersection Modifications [update after Traffic Analysis is complete] (1-2.G)	\$1.8m	● ● ● ● ●	● ● ● ● ●	
Town Center Loop W. Modifications (1-2.H)	\$207k			
Local Road Network	N/A			
Parkway Promenade Redesign (1-2.J)	TBD			
Buffered Two-Way Bike Lanes (1-2.K)	\$204k			
Promenade (1-2.L)	TBD			
Construct the Town Center Skatepark (1-2.M)	800K			
Other (fill in) _____				

Priority Economic Development Strategies

- Group #1 had a brief discussion about potential economic development strategies. One group member indicated that a Town Center Businesses/District Association is not important, and another group member indicated Supplemental Fees are not important to realizing the Town Center Plan.

Programming and Placemaking

- Group #1 indicated that the following programming and placemaking initiatives are priorities for implementing the Town Center Plan: 1) signage and wayfinding, 2) hosting a parklet competition, 3) supporting a lunch-time farmers market, 4) encouraging food carts in areas not currently well-served by restaurants, 5) festivals, music and other performances in public spaces, and 6) working with SMART to improve bus stops.
- The group indicated that most important initiatives are the signage, food carts and SMART bus stop improvements.

①



WILSONVILLE TOWN CENTER PLAN

	Estimated Cost	Priority (Select up to FIVE in each category. Mark with yellow dots.)	MOST Important (Select TWO in each category. Mark with green dots.)	Not Important (Select ONE in each category, if relevant. Mark with red dot.)
Organizational and Economic Development Strategies. A strategic approach that employs a variety of actions and strategies to economic development will support the revitalization of Town Center.				
Form a Town Center Business/District Association	N/A			●
Tenant and Business Retention Programs	TBD			
Form Public-Private Partnerships	TBD			
Streamline the Permitting Process	NA			
Local Improvement District	TBD			
Supplemental Fees	NA			●
Vertical Housing Tax Exemption Program	NA			
Programming and Placemaking. There are a variety of placemaking initiatives that can help spur economic development and generate excitement by starting to realize the community's vision for Town Center.				
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.		● ● ● ● ●		
Working with SMART to improve the visibility and amenities of bus stops, through lighting, creative shelters and seating.		● ● ● ● ●	● ●	
Activate the area around City Hall through the installation of temporary games, seating and art.				
Other (fill in): <u>Advertising on Buses to offset offset Dial-a-ride</u> <u>help w/access</u>				

Group/Table 2

Priority Infrastructure Improvements

- Group 2 prioritized the following infrastructure projects for implementing the Town Center Plan: 1) Modifications to Town Center Loop W, and 2) the Park Place redesign and extension projects.
- The most important projects are the Park Place redesign and extension projects.

#2



WILSONVILLE TOWN CENTER PLAN

		Estimated Cost	Priority (Select up to FIVE in each category. Mark with yellow dots.)	MOST Important (Select TWO in each category. Mark with green dots.)	Not Important (Select ONE in each category, if relevant. Mark with red dot.)
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. All road construction projects assume that the facility will include stormwater management and green street amenities, such as stormwater swales and landscaping treatments.					
I-2A	I-5 Pedestrian Bridge and Gateway	TBD	●	●	
I-2B	Park Place Redesign (Town Center Loop to northern edge of Town Center Park) *	\$7.2m	● ● ● ● ●		
I-2C	Park Place Redesign (Town Center Park to Courtside Drive)	\$6.1m	● ● ● ● ●	● ● ● ● ●	
I-2D	Park Place Extension (Courtside Drive to Wilsonville Road) ***	\$10.5m	● ● ● ● ●	● ● ● ● ●	
I-2E	Courtside Drive Improvements (Park Place to Town Center Loop E.)	\$13m			
I-2F	Courtside Drive Improvements (Park Place East to Town Center Loop W.)	\$11m			
I-2G	Wilsonville Road Intersection Modifications (update after Traffic Analysis is complete)	\$1.8m	● ● ● ● ●	●	
I-2H	Town Center Loop W. Modifications	\$207k	● ● ● ● ●		
	Local Road Network	N/A	●		
I-2J	Parkway Promenade Redesign	TBD			
I-2K	Buffered Two-Way Bike Lanes	\$204k	●		
I-2L	Promenade	TBD			
I-2M	Construct the Town Center Skatepark	800K	●		
	Other (fill in) <u>Vacating TC Loop West (of w/alternative route)</u>		●		

Priority Economic Development Strategies

- Group #2 briefly discussed potential economic development strategies. A Town Center Business District/Association was the group's priority and most important strategy.
- Tenant and business retention programs were also considered priorities.
- One group member indicated supplemental fees is not important to implementing the Town Center Plan.

Programming and Placemaking

- Group #2's programming and placemaking priorities included: 1) supporting lunch-time farmers market, 2) encouraging food carts in areas not well served by restaurants, 3) enhancing existing pedestrian and bicycle pathways, 4) improving SMART bus stops and 5) implementing the signage and wayfinding plan.
- The group was split on the most important initiatives, although the lunch-time farmers market had the most support.

#2



	Estimated Cost	Priority (Select up to FIVE in each category. Mark with yellow dots.)	MOST Important (Select TWO in each category. Mark with green dots.)	Not Important (Select ONE in each category, if relevant. Mark with red dot.)
Organizational and Economic Development Strategies. A strategic approach that employs a variety of actions and strategies to economic development will support the revitalization of Town Center.				
Form a Town Center Business/District Association *	N/A	● ● ● ● ●	● ●	
Tenant and Business Retention Programs	TBD	● ●		
Form Public-Private Partnerships	TBD			
Streamline the Permitting Process	NA	●		
Local Improvement District	TBD			
Supplemental Fees	NA			●
Vertical Housing Tax Exemption Program	NA			
Programming and Placemaking. There are a variety of placemaking initiatives that can help spur economic development and generate excitement by starting to realize the community's vision for Town Center.				
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.				
Working with SMART to improve the visibility and amenities of bus stops, through lighting, creative shelters and seating.		● ●		
Activate the area around City Hall through the installation of temporary games, seating and art.				
Other (fill in) <i>Remove Transit Signage</i>			●	

Group Report-Outs

The Task Force reconvened and reported their groups' discussions. Across both groups, there was agreement that:

- The Park Place redesign and extension projects to create a main street are the most important infrastructure projects for implementing the Town Center Plan.
- Wayfinding, food carts, and SMART improvements are important placemaking initiatives.

The Task Force also discussed transit improvements that could help to support the Town Center Plan including: weekend service, better connections, commuter connections, and improved connections with stations.

WILSONVILLE TOWN CENTER TASK FORCE 10/23/18



QUESTIONS

- DRB REVIEW
- PHASING OF NEW/CHANGED STREETS
- AFFORDABILITY W/ RISING RENTS - INCENTIVES
- NEW PARKING FORMS/ STRUCTURED PARKING DESIGN
- ANCHOR TENANTS - WHAT FORM
- LOCATION OF BRIDGE LANDING - TBD W/ DESIGN ALTERNATIVES
- ELECTRIC BIKES IN BIKE FACILITIES? - POTENTIAL!
- TRANSIT OPPORTUNITIES W/ EMERG TECH

☐ DROP OFF PARKING NEAR TRANSIT STOPS



Project	Priority	Notes	Impact	Timeline
1. Park Place Redesign & Extension	High	★	★	2019
2. Main Street	High	★	★	2019
3. Drop Off Parking Near Transit Stops	Medium	★	★	2020
4. Wayfinding	Medium	★	★	2020
5. Food Carts	Medium	★	★	2020
6. SMART Improvements	Medium	★	★	2020
7. Electric Bikes	Low	★	★	2021
8. Commuter Connections	Low	★	★	2021
9. Weekend Service	Low	★	★	2021
10. Better Connections	Low	★	★	2021
11. Improved Connections with Stations	Low	★	★	2021

STILL IMPORTANT



Project	Priority	Notes	Impact	Timeline
1. Park Place Redesign & Extension	High	★	★	2019
2. Main Street	High	★	★	2019
3. Drop Off Parking Near Transit Stops	Medium	★	★	2020
4. Wayfinding	Medium	★	★	2020
5. Food Carts	Medium	★	★	2020
6. SMART Improvements	Medium	★	★	2020
7. Electric Bikes	Low	★	★	2021
8. Commuter Connections	Low	★	★	2021
9. Weekend Service	Low	★	★	2021
10. Better Connections	Low	★	★	2021
11. Improved Connections with Stations	Low	★	★	2021

CONCERN ABOUT BUSINESS
NO NEW FEES! :)

INCREASED SERVICE/INCREASED ADVERTISING FOR PARKING

SMART TRANSIT

- WEEKEND SERVICE
- BETTER CONNECTIONS
- COMMUTER CONNECTIONS
- IMPROVED CONNECTIONS WITH STATIONS