

TOWN CENTER MASTER PLAN TASK FORCE Meeting Summary

DATE:	APRIL 19, 2017	
LOCATION:	29799 SW TOWN CENTER LOOP EAST, WILSONVILLE, OR	
TIME START:	6:01 PM	TIME END: 8:05 PM

ATTENDANCE LOG

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

AGENDA SUMMARY

AGENDA	ACTIONS
Welcome and Agenda Overview (MIG and Councilor Akervall)	Councilor Akervall recapped the general points agreed upon at the March meeting to move forward in a positive and productive fashion. She encouraged the Task Force Members to speak and participate in this and future Task Force Meetings. She asked for each Task Force Member to provide a brief introduction and to state their interest in the Town Center Project. Alex Dupey, MIG, asked if there was feedback regarding the Task Force (TF) Meeting Summary from the first TF Meeting. This summary was also included in this meeting's packet for review.
Existing Conditions (MIG)	Miranda thanked the TF for reviewing the Existing Conditions shared through email earlier this month. She said she received comments from both TF members and staff who responded to her request to review. A handout was provided that documented comments from Task Force members and how the feedback would be integrated into the report or other components of the project. She welcomed additional comments or questions from attendees. Alex asked if there were specific questions regarding the transportation information. The TF responded that they liked the transportation graphics and items that provided a clear visual of what the words were stating. Alex encouraged all to contact Miranda or Jennifer if they have additional questions or comments. Miranda reminded the TF that comments and questions need to be completed for presenting at the Planning Commission - City Council joint meeting in May.
Public Input	Miranda noted that the website is updated to allow the general public to

(MIG)

share photos, input and information. She encouraged TF members to visit the website if they had not done so to see what it has to offer.

Miranda highlighted City Staff's current public engagement efforts. Note that Jordan Vance, Econ Dev. Manager, is busy leading the way to engage Town Center businesses. He is also scheduling a series of meetings between City staff, key stakeholders and our project consultants.

The public engagement involvement is linked to a meeting handout that asks what TF members would like to do to assist in this public engagement campaign. Staff asked TF members to fill out the engagement form stipulating what items they would like to assist with in the public marketing campaign.

The question of the month, an ongoing engagement item, had 102 responses from the public in February. This is a great response for the first instance of this campaign tactic. The first question in February was "what is most important to you?" The results of that question showed that respondents wanted a balance of important items. In March, the question was "What, if anything, keeps you from spending more time in TC?" The results were less balanced. The survey showed very strongly that people want more variety of stores and restaurants, outweighing other items noted.

Miranda said the April question uses some key responses from the March question of the month and asks for specifics regarding those responses. She encouraged the TF to be sure to participate in the Question of the Month surveys.

Alex noted there were 989 responses to the map-based vision survey in March. There were 5,730 data points collected from the survey. The open-ended responses are still being collected and reviewed. An interesting point was that people who live outside of Wilsonville responded to the survey. These people could work in Wilsonville, go to school here, or have other vested interests in the City. Alex noted that the majority of the people who took the survey were homeowners and had a household income above the median income, with a significant number earning \$150k or more per year. Most of the respondents, 85%, were Caucasian/white. About 20% of the people who responded were employed in Wilsonville. Some of the data indicated that some respondents worked from home.

The TF asked if the duration a renter stayed in their rental home compared to their vested interest. Arguably, many renters have disposable incomes to spend money in restaurants and shops in and around their apartments and rental homes. It was suggested that perhaps we should specialize some of the questions-of-the-month to entice renters to voice their opinions. Miranda confirmed that staff had been sending Town Center information to the various Wilsonville apartment complexes.

The survey question about what people thought the "hub" of Wilsonville was generated several different places as the answer: Argyle Square, Fred Meyer, Town Center, and more. These were most likely pegged as the city hub since services are all available at those locations. However, some open spaces, parks, were noted as the City's hub.

Alex asked if anyone was surprised by the responses that were just

	shared. No one expressed surprise. According to survey responses to the question, "How long have you lived in Wilsonville", there were 230 who lived here 1-5 years and 260 here more than 10 years, which comprised the majority of respondents. Some of this data could be skewed due to the respondent's age or the development of newer neighborhoods. It was a surprise that those who work in TC but don't live here were low on the response percentages of this survey. The TF asked staff if any marketing had been done to engage the major employers in the city. Miranda noted that we are partnering with the City's Economic Development Manager, Jordan Vance, to work to engage our large and small employers. After further discussion, the TF agreed that some of the questions and surveys need to be worded to appeal to the renters and employees not living in the city. The wording needs to be more engaging for those who feel they may not be in the area very long. The questions don't show the renter how their perspective will actually help the future renters, even if it isn't them. As one of the marketing tools, Miranda noted that we had provided 1000+ bookmarks to be put in all books being held and at the check-out counters. Doris Wehler mentioned the Library is trying to get a reader board through a grant. This would be a great communication tool for projects such as Town Center.
Confirm Vision, goals and Objectives Large Group Discussion	Alex reviewed the Visions and Goals discussion from the first TF meeting. He wanted to ensure that TF members reviewed this information in their packets to ensure it correctly reflected what was communicated in the first meeting. In reviewing the Vision Statement, the TF asked what "activated park" means. Alex responded that an activated park is one that has events and draws purpose to the park. The TF agreed that "activated park" seems like jargon and wanted a different term. It was suggested to remove the word "activated" and leave "park". It was suggested "active park" would indicate that the park was active. The TF group reviewed the adjectives being used in association with the various areas noted. These words were misleading. Alex asked the TF to decide if the adjectives need to be realigned so that they were broader. Commissioner Kamran Mesbah noted that the parks in the TC area needed to be active and vibrant. You wouldn't want just peaceful, quiet parks in the TC area. Miranda suggested it be reworded to address both points. There was discussion whether the walkable destination portion of that statement was too general. Did it assume that you would not be driving there if you could walk there? Does it mean that you are driving there and then all parts are walkable? Alex said the intent is that TC should not be an island. It should be accessible by all modes. TF members expressed the need for walkability to be part of the vision statement. The TF was also concerned about safety as a part of the "walkable" feel. It was noted that we might want to leave "local oriented" in the

statement but that it also may be better for a goal statement. This term lures the millennials and others into sponsoring and supporting our local merchants. TF commented on the “year round” portion of TC being open. In Oregon, it would mean that the area is covered due to weather. For instance, the park activities on the city calendar are scheduled in the same 3-5 weeks due to weather. Alex steered the TF to realize that the “specifics” that were now being discussed should be moved to the TF “goals” rather than the vision statement. Those items could be individualized as goals.

The TF stated they want constant connection. Not just a come, eat and leave mentality. The community – building connection is important to the vision statement. The TF asked whether anything in the Vision Statement speaks to come, eat and hang out in the TC.

Simplification of the vision statement could be that TC is the “hub” or “heart” of the City and agreed that the surveys showed there was more than one hub in the city. A special experience needed to be offered at TC or people will drive by and go to the next town that offers what they want. Alex showed survey responses about what people wanted to see in the TC. They didn’t want it to be a shopping center; they didn’t want it to be a “downtown” but were drawn to it being a village and a neighborhood. What kind of retail establishments does Wilsonville need to have to keep people here rather than shopping elsewhere? Is it the retail or an open space that is drawing them?

Goal 1: Harmonious Design

Should there be standards to create the theme of Wilsonville TC? Or do we want to leave it uniquely “Wilsonville”? This is a consideration when considering the goal noted in the survey to keep TC a “village” rather than a “downtown”. TF members want Wilsonville TC to be different than Bridgeport Village. TC is a large area and many owners, the designs could be expected to be varied as a result.

There was discussion about removing the word “harmonious” from Goal 1, particularly because TF members did not want cookie cutter, homogenous or trendy design that would become outdated. Kamran spoke to the technical meaning of the word “harmonious” which indicates that all designs would work compatibly, much like different notes creating harmony in a song. Miranda noted that this goal is a guideline for implementation that will be reviewed in the future. This is only the guiding principle. This is the intent.

By a show of hands, the TF majority agreed to leave the word “harmonious” in the goal statement.

Goal 2: Safe access and connectivity

Wayfinding is an important factor of this goal. TF seems to be in agreement that wayfinding should stay in the goal statement. No one suggested changes to this goal wording.

Goal 3: Community Gathering Places

Kamran noted that the description does not seem to give purpose to draw people together. The “year-round” in this statement seems to belong here rather than in the vision statement.

Inclusive is a word that was discussed that has many meanings to include ADA, family, diverse populations.

	Miranda offered a variation of the goal 3 wording. TF seemed to agree with her general revision of this goal. Goal 4: Mixed Uses The question was raised where did the “live, work and play” come in the importance within survey results? The “live, work and play” goal is important and should be protected. The TF asked if the word diverse should be used within the definition or should it be “mixed”? The word “local” was questioned within the statement pointing to shopping, dining and entertainment. The TF discussed whether employment occurs by merely having the increased presence of shopping, dining and entertainment businesses. It was suggested to reword the goal so that the second half of the goal is first and the first statements at the end. TF members noted the significant feedback from the community about more “local” shopping and dining options. Alex said that this goal is close to being correct with the TF input. He suggested that with the important input that has been discussed, Alex will do some thinking and send a revised goal statement for consideration. The group started talking about “regional” shopping but wondered if the “local” curtailed the regional opportunities. Both should be part of the future Town Center. Goal 5: Ecologically Sensitive Would sustainable practices fall within this category? LEED certification of buildings? A lot could happen under the broad goal statement as it stands. The word “area’s” natural resources and should be either “Wilsonville’s” or “Region’s” natural resources. Measures of Successes were not discussed as planned this evening. Time did not permit that specific group discussion. Alex asked for the TF to think about what the measures of success may look like based on the revision of goals as were discussed this evening. The next meeting will touch on that topic.
Close & Next Steps (MIG and Miranda Bateschell)	Miranda discussed the joint Planning Commission/City Council Meeting on May 15, 2017 to review the Town Center Task Force vision and goals, existing conditions, and public comment surveys. The purpose is to seek approval of the goals to guide the Task Force and project team as the planning for Town Center moves forward. Miranda mentioned the various fliers and table tents in the meeting room for TF to take with them and display in their business, home or public area.

Scribe: Tami Bergeron