



**Appendix C:**  
**Citations to City of Wilsonville Master Plans and Strategies**

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- 2019 Town Center Plan ..... 2
- 2018 Parks and Recreation Comprehensive Master Plan ..... 6
- 2014 Tourism Development Strategy ..... 8

## **PLACES TO GATHER**

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The community also expressed an interest in recognizing and celebrating diversity in the future public spaces in Town Center, particularly, highlighting multicultural businesses and diversity in the broader Wilsonville community. Future gathering spaces such as the Park Place Promenade or the I-5 Bicycle / Pedestrian Bridge Gateway Plaza have the opportunity to integrate an international square or multi-cultural public art or education project that underscores the inclusivity of the space and the City.

### **Placemaking Guidelines**

## **CREATIVE USE OF LANDSCAPING**

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Plantings can also demarcate public art to be more noticeable and dramatic, such as the roses near the horse sculpture at the corner of Town Center Park.

## **INCORPORATE PUBLIC ART**

Pages 74-75

Public art is something Wilsonville residents have discussed extensively throughout the public engagement process. Town Center has some public art, such as “Apache” in Town Center Park. Artwork, ranging from sculptures to murals to structural elements, can have dramatic effects on the public realm. Art can serve as landmarks that create a sense of place and interactive features that enhance the experience of public spaces.

Ideally, sculptural works should be used in places where they can be touched, played on, climbed, and easily photographed. Sculptural public art can be located in high-use gathering areas or along streetscapes as tactile elements. These types of art features also pair well with seating areas, accent plantings, shade, water, transit stops, and busy retail spaces. Functional streetscape elements such as bollards can also be designed as sculptural elements, especially at high traffic locations. There is opportunity to do this at the Park Place/Courtside Drive intersection as well as along the promenades.

## **PLACEMAKING PROJECTS IN TOWN CENTER**

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There are specific interventions identified within the Town Center Plan that will help create a place people want to congregate, work and live throughout the year. Placemaking is important for making Town Center a compelling destination for visitors and residents. Throughout the Town Center planning process, community members emphasized their desire for placemaking elements and programs. They voiced the experiences they want to have in Town Center and

ideas for what they think will bring the area to life. The placemaking strategies summarized below come directly from the community.

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#### **PM.6 - CREATE A PROGRAMMING PLAN**

Wilsonville residents want a Town Center that is active with year-round events and activities. Developing a programming plan, potentially created by an Arts and Culture committee now being discussed by the City, is a focused way to expand offerings within Town Center, engaging businesses and residents in identifying specific types of events and activities they would like to see. Outcomes would be a list of existing and future events tied to parties responsible for implementation. The City of Burien business organization is an excellent example of a non-profit that partners with the City to program its town center.<sup>2</sup>

Estimated Cost: \$20,000 (for plan)

<sup>2</sup> <https://www.discoverburien.org/>

#### **PM.9 - DEVELOP A STREETSCAPE DESIGN PLAN**

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There are a number of new roadway connections recommended in this Plan. There are four subdistricts in Town Center that will develop with different building scales and land uses. A palette of streetscape design features throughout these districts should tie all Town Center roadways together. This palette should be consistent with the community's preferred design types, which reflect a young city and the surrounding environment, including the Willamette River, with a preference for a more modern design and natural materials such as stone, wood, brick, and glass. The Streetscape Design Plan should capture these sentiments and be developed prior to any major public infrastructure investment and should identify all major design elements of the streetscape, including benches and planters, paving materials, lighting, transit shelters, communications vaults, and landscaping, including street trees. The Streetscape Design Plan should coordinate with the Urban Forestry Management Plan (see Project PM. 10) to identify appropriate species, existing significant trees to protect, and street tree replacement. Low impact development measures should also be incorporated into the Streetscape Design Plan.

Estimated Cost: \$50,000

#### **RELATED CITATIONS**

##### **Section 4.132. Town Center Zone.**

##### **(.01) Applicability and Purpose.**

The Town Center (TC) Zone applies to lands within the Town Center Comprehensive Plan Map designation. The TC Zone is a Planned Development Zone, subject to applicable Planned

Development regulations (see Section 4.140 and 4.118). Where conflicts occur between these standards and other Development Code regulations or other ordinances, the provisions of this Chapter shall apply.

The purposes of the TC Zone are to:

- A. Implement the Town Center policies and implementation measures of the Comprehensive Plan.
- B. Implement the Wilsonville Town Center Plan recommendations for the Town Center Comprehensive Plan Map designation.
- C. Create a vibrant, walkable destination that inspires people to socialize, shop, live, and work.
- D. Support future development that transforms Town Center into the heart of Wilsonville.
- E. Foster active parks, civic spaces, and amenities that provide year-round, compelling experiences.
- F. Create a development pattern where Wilsonville residents and visitors come for shopping, dining, culture, and entertainment.

**D. WAIVERS TO DEVELOPMENT STANDARDS**

- 5. Installation of public art, consistent with the provisions of Subsection 4.132 (.06) K. for art within plaza areas.

**K. PLAZA AREAS**

- e. Public art. Public art that is proposed or provided must satisfy all of the following requirements:
  - i. The art must be designed and produced by a professional artist;
  - ii. The art must relate in terms of scale, material, form and content to immediate and adjacent buildings and architecture, landscaping or other settings so as to complement the site and its surroundings;
  - iii. The art must demonstrate excellence in craftsmanship, originality in conception, and integrity of materials. Interactive art is encouraged;
  - iv. Minimal maintenance must be adequate for preserving the long-term integrity and enjoyment of the art, as evidenced by a maintenance plan submitted with the public art proposal;
  - v. Art in private construction projects must be maintained by the property owner in a manner acceptable to the City in accordance with a maintenance plan submitted with the art proposal;
  - vi. The art must meet all applicable building code requirements.

- vii. The art must be accompanied by an identifying plaque that features the artist's name, artwork title and date of completion. This plaque must be made of a durable material and be installed permanently near the art.
- f. Activity areas including but not limited to outdoor cafes, retail spaces, and/or programmed spaces that accommodate entertainment, meetings, educational activities, and play areas.

## **EXECUTIVE SUMMARY**

### **KEY ISSUES AND RECURRING THEMES SUMMARY**

Page 3

The findings of the survey indicated the following top three amenities and services for which the community reported a desire to add or expand:

- Farmers Market
- Music and Arts in the Parks
- Water Equipment Rentals

### **RECOMMENDATIONS SUMMARY**

#### **PROGRAMS**

Page 4

Increase opportunities for events (Farmers Market, Music, and Arts in the Parks)

## **SECTION I: INTRODUCTION AND BACKGROUND**

### **D. PARKS AND RECREATION DEPARTMENT OVERVIEW**

Page 8

Specific programs and services are offered for youth and families, adults, and active adults 55+:

- Arts and crafting

## **SECTION VIII: RECOMMENDATIONS AND ACTION PLANS**

### **GOAL 1: IMPROVE ACCESS FACILITIES AND AMENITIES**

#### **Objective 1.1: Maintain and improve existing facilities and amenities.**

Page 121

1.1k

Town Center Park: Design, fund, and develop new performance area.

#### **Objective 1.6: Upgrade convenience and customer service amenities to existing facilities**

Page 125

1.6.c

**Explore opportunities to feature existing and future public art at various park locations.**

**Objective 2.2: Enhance special event programming**

Page 128

2.2.a

Based on trends and demand, look for opportunities to expand and enhance special event programming. Look for new special events, possibly community, or seasonally themed. Expand community events and activities:

- Expand farmers markets
- Expand arts and cultural events in the parks

Look to add new events that will attract all members of the Wilsonville community.

**APPENDIX B**

**NATIONAL DEMOGRAPHIC TRENDS IN RECREATION**

**Adults – Baby Boomers**

As Baby Boomers are entering retirement, they are be looking for opportunities in fitness, sports, outdoors, arts and cultural events, and other activities that suit their lifestyles.

## **STRATEGIC DIRECTIONS**

### **4. INFRASTRUCTURE AND PLACEMAKING**

Page 6

#### **4.13 Support enhancements to the character and attractiveness of Wilsonville’s key precincts**

Drawing upon the best placemaking principles used in successful precincts around the metro area, brand each key precinct by naming, color, design, banners and signage. Where appropriate create pedestrian-friendly, relaxing gathering places that feature sidewalk dining and drinking, specialist shopping, live performances and distinctive public art.

#### **4.14 Consider establishing a public art program**

Investigate the creation of a ‘Percentage for Art’ requirement for new commercial developments. Currently, public art in Wilsonville informally reflects two themes: horses and water. The city is attracting families to interactive water fountains. The proposed recreation and aquatic center may present further opportunities for water-based public art, as does increased access to the riverfront. Collaborate with Clackamas County Arts Alliance and interested Wilsonville cultural organizations.

## **THE BUSINESS OF TOURISM - WHO ARE TOURISTS?**

Page 10

### **Citation defining tourism in Oregon state statutes:**

\* “State statutes and local tourism ordinances define tourism activity as "economic activity resulting from tourists." A tourist is defined as "a person who, for business or pleasure, recreation, or participation in events related to the arts, heritage or culture, travels from the community in which they reside to a different community that is separate, distinct from, and unrelated to the person's community of residence.

The legal definitions also prescribe that the person traveled more than 50 miles from their community of residence or stay overnight in the community they are visiting. Where increasing overnight stays is not reasonably attainable, bringing in visitors from outside the area and getting them to linger longer to eat, shop, recreate, learn about local culture, history, or take in agricultural or nature attractions should be considered an equal goal."

## **DESTINATION SITUATION - WILSONVILLE, OR**

### **Attractors and Experiences**

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Wilsonville’s ideal location is enhanced by a blend of urban, natural and rural experiences, and its close proximity to Portland. It presents easy access to a variety of attractors and experiences, including:

- Heritage sites

### **RV Parks / Campgrounds [in proximity to Wilsonville]**

Page 12

Champoeg State Heritage Area

## **THE DESTINATION SWOT - VISITOR EXPERIENCES**

### **Additional Weaknesses**

Page 14

- Lack of arts space/gallery/display areas

### **Key Opportunities**

Page 14

- Multipurpose community center (recreation, culture/arts, heritage and conference)

## **THE DESTINATION SWOT - MARKETING COMMUNICATIONS**

### **Complementary Strengths**

Page 16

- Heritage: Boones Landing, Korean War Memorial, French Prairie, Aurora, Champoeg
- Public art: Murase water features

### **Key Opportunities**

Page 16

Multipurpose community center (recreation, culture/arts, heritage and conference)

## **STRATEGIC DIRECTIONS - KEY EXPERIENCE THEMES**

Page 22

### **Wilsonville’s key experiences are:**

4. Northwest Getaways – wineries, shopping, farm fresh, heritage, recreation, Portland metro area, North Willamette Valley, etc.; i.e., some of the “Best of Oregon.”

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#### **4. Northwest Getaways**

Among the leading attractors within a 30-minute drive of Wilsonville are:

- Galleries and museums
- Major events and festivals
- Performing arts

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#### **Emerging Experience Themes**

Wilsonville has strengths in several experiences, however locations can offer much stronger experiences. If critical infrastructure investments are made, these activities can be elevated to priority status if market demand continues to remain high. Additionally some of the experiences that are currently elements of the Northwest Getaways such as agri-tourism, heritage and art and culture may be separated into their own themes as Wilsonville's competitive capacity increases and their draw reaches a critical mass. The key emerging experience themes are:

- Art and Culture
- Cycling
- Farm fresh – agri-tourism
- Genealogy research
- Korean War Memorial
- River recreation
- Weddings and reunions
- Wineries

#### **STRATEGIC DIRECTIONS - 3. VISITOR EXPERIENCES**

Page 32

##### **Objective:**

**3. Enhance Wilsonville's tourism attractors, events and experiences to meet and exceed the expectations of visitors and event organizers.**

The development of visitor experiences involves more than the ad hoc encounters with the physical location and associated activities. Experiences should provide a higher level of engagement with the sense of place, culture, natural environment and local people. They require a mix of place, activities, infrastructure, services and interpretation. The more these are combined, the more satisfying and memorable the experience.

#### **STRATEGIC DIRECTIONS - 4. INFRASTRUCTURE AND PLACEMAKING**

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## **ACTIONS:**

### **NEW INFRASTRUCTURE**

#### **4.1 Support a feasibility study for the development of the area surrounding Regal Cinemas or another area as an entertainment, sports, and leisure precinct**

This large site presents a unique opportunity for the development of an indoor sports arena and entertainment/cultural complex, with outside dining/entertainment, and hotel / meeting facilities. Consider a “main street” with shopfronts and wide sidewalks to form an attractive pedestrian and gathering precinct.

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#### **4.3 Investigate the feasibility of developing additional facilities within the City specifically designed for weddings, reunions and community events.**

These facilities should supplement the current spaces for group gatherings. The new venues should be designed to meet the specific needs for weddings (including ceremonies) and reunions. This should be actively supported by operational, business and marketing plans to maximize their economic contributions to the community.

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### **RIVER RECREATION**

#### **4.12 Support study of the enhancement of Boones Ferry Landing in Old Town as a recreation and tourism precinct.**

This site’s historic significance, riverside location, connection to Old Town and potential completion of a proposed bike-ped-emergency Willamette River Bridge crossing present an excellent opportunity to create a tourism precinct catering to cyclists, kayakers, and other non-motorized river recreation, as well as provide a recreational outfitter, café and historic interpretation. It should also optimize Wilsonville’s position on the Willamette River Water Trail.

### **PLACEMAKING**

Page 40

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#### **4.18 Support the establishment of a museum/interpretive center and commemorative sculptures for the Oregon Korean War Memorial.**

Support the Korean War Memorial Foundation of Oregon’s objective to establish a museum/interpretive center and to install commemorative sculptures at or near the Oregon Korean War Memorial in Town Center Park.

### **STRATEGIC DIRECTIONS - 5. MARKETING COMMUNICATIONS**

#### **Objective:**

**Enhance awareness of Wilsonville as an appealing visitor destination through the innovative use of traditional, digital and environmental media.**

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#### **5.15 Encourage local residents to discover Wilsonville and surrounding area.**

In conjunction with local media, introduce residents to their city and to become ambassadors (on-line and off-line) for the area’s recreational opportunities, events and attractions.

### **APPENDIX 2 - THE DESTINATION MANAGEMENT OPTIONS FOR WILSONVILLE**

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Wilsonville requires a small, dedicated group of specialists in the form of a Destination Marketing Organization (DMO) to implement key elements of the Tourism Development Strategy. Typically, a DMO may be a Convention & Visitors Bureau (CVB), Chamber of Commerce, government department or tourism office operated by another community entity.

Whichever model Wilsonville selects, the option must provide the skills and expertise to build a strong destination foundation by establishing the attractors, marketing, product development initiatives and outreach programs required for a robust visitor economy. Of paramount importance in the selection of a DMO model is the need to ensure that it reflects the new era for tourism in Wilsonville where the focus will be on product development, commercialization of City assets, integration into the City’s economic development programs, and establishing a digital platform. Critical to this success will be fostering a unified and collaborative approach by establishing close working relationships with business, non-profit and government across the city, the two counties and other Oregon DMOs.

The Wilsonville destination audit revealed that several significant new attractors and experiences may be introduced and others expanded in the city and surrounding areas to form a more mature destination. This creates the need for Wilsonville to build an organization with the capacity to lead and manage tourism in the city. A major focus for this organization should be:

- Capacity Building
- Community Relations
- Information Distribution
- Marketing and Sales
- Product Development
- Research