

RESOLUTION NO. 421

A RESOLUTION AUTHORIZING HIRING OF A DESIGN CONSULTANT FOR THE TOWN CENTER MASTER PLAN; AND TRANSFERRING \$2,500 FROM PERSONAL SERVICES TO CONTRACT SERVICES IN THE FY 84-85 BUDGET.

WHEREAS, the city staff has prepared a report on the above captioned subject which is attached hereto as Exhibit "A"; and

WHEREAS, the City Council has duly considered the subject and the recommendation(s) contained in the staff report; and

WHEREAS, interested parties, if any, have had an opportunity to be heard on the subject.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Wilsonville does hereby adopt the staff report attached hereto as Exhibit "A", with the recommendation(s) contained therein and further instructs that action appropriate to the recommendation(s) be taken.

ADOPTED by the City Council of the City of Wilsonville at a regular meeting thereof this 6th day of August, 1984, and filed with the Wilsonville City Recorder this same day.

  
\_\_\_\_\_  
WILLIAM G. LOWRIE, Mayor

ATTEST:

  
\_\_\_\_\_  
DEANNA J. THOM, City Recorder



**PLANNING DEPARTMENT**  
**SUMMARY STAFF REPORT**

**TO:** City Council

**DATE:** August 2, 1984

**SUBJECT:** Authorization to hire Design Consultant for Town Center Master Plan and to transfer funds from personal services to contract services.

**MEETING DATE:** August 6, 1984

**ACTION REQUIRED:** Adoption of attached Resolution.

**PREVIOUS ACTION TAKEN:** None.

**CONCLUSIONARY FINDINGS:**

1. The attached letter from Ken Eagon (Exhibit B) outlines the activities and objectives of the Town Center Committee, and their proposal to develop a "SPECIAL FEATURES" Master Plan for the Town Center. The primary purpose of the Plan is to provide a "SENSE OF CENTER."
2. The Associate Planner position is funded for full time in the 84-85 Budget. The position has been open since the resignation of Steve Winstead on July 6, 1984. This position will be filled in the near future. However, it is intended to be advertised as an entry level, thus reducing the total budget requirements for the year.
3. The Town Center Committee has recommended that Harold Long be hired for the project. Mr. Long's proposal is attached as Exhibit C. To allow some flexibility in the process, the Committee is recommending a total of \$3,500 be allocated for the project.

**RECOMMENDATION:**

1. Authorize hiring of Harold Long as recommended by the Town Center Committee for an amount not to exceed \$3,500.
2. Authorize the transfer of \$3,500 from personal services, in the Planning Department Budget, to Contract Services.

Cushman & Wakefield of Oregon, Inc./Realtors  
900 S.W. Fifth Avenue, Portland, OR 97204  
(503) 221-1700

August 1, 1984

**CUSHMAN &  
WAKEFIELD®**

Mr. Ben Altman  
City Planner  
City of Wilsonville  
City Hall  
Wilsonville, OR 97070

RECEIVED

AUG 01 1984

CITY OF WILSONVILLE

Dear Ben:

Attached hereto is a copy of the letter that was sent to five different architectural firms all familiar with the Wilsonville area, on behalf of the Wilsonville Town Center Subcommittee of the Wilsonville Economic Development Committee. As you know, at our last Town Center Committee meeting a resolution was passed requesting that you approach the City Council, making a formal request that \$3,500 be allocated to provide payment to the architect of choice. I believe at the time it was indicated that said funds would most likely be taken from those funds previously designated for the position held by Steve Winstead. After significant review and discussion and a subsequent meeting, the committee has made the decision to enlist the services of Mr. Harold Long, architect, to coordinate the committee's main project and goal.

To give a brief review of that project and goal, our committee was formed approximately four months ago as a subcommittee of the Wilsonville Economic Development Committee which is a committee combined of city government officials and concerned members of the chamber of commerce. The original intent of the committee was basically two-fold. One, to help establish a common sense of "center" for the Town Center; and, two, to aid any and all prospective developers in streamlining the design review and permit process which we deemed to be a necessity because of the multiple ownerships and problems related thereto in establishing a sense of center.

After numerous discussions, it was agreed that the best way to establish this sense of center is to create a set of special features within which a developer can work which are acceptable to the design review board, thereby streamlining the development process. This project however, is in no way intended to be a redesign or rezone of the Town Center property. The committee is committed to the basic 1974 traffic loop pattern, height designations and zoning, and this project is simply another step toward creating a full set of Town Center development guidelines to aid in the development of the Town Center on a timely basis.

Very truly yours,

  
J. Kenyon Eagon

cc/12a5  
Attachment

No warranty or representation, express or implied, is made as to the accuracy of the information contained herein, and same is submitted subject to errors, omissions, change of price, rental or other conditions, withdrawal without notice, and to any special listing conditions, imposed by our principals.

**EXHIBIT B**

July 9, 1984

I am writing you on behalf of the Town Center Subcommittee of the Wilsonville Economic Development Committee. Several weeks ago, the subject of the future development of the Town Center property was brought before the EDC. It was decided that a subcommittee would be formed to determine how the EDC might assist property owners and developers to commence development of the Town Center properties and to maximize their investments.

Thus, a committee consisting of the following people was formed: Ben Altman, Wilsonville City Planner, Stan Ash, Developer, Bob Dant, Developer, Steve Simms, Manager - First Interstate Bank of Oregon, Wilsonville Branch, Pete Olsen, Realtor, Jim Longwood, Architect, Mel Kroker, Architect, Jerry Crispe, Developer, Terry Tolls, Realtor, Lorna Cechini, Realtor and me, Ken Eagon, Realtor and Committee Chairman. The consensus of this Committee, after several meetings, has been that the first step in aiding Town Center development would be to prepare, in conjunction with the Wilsonville Design Review Board, a set of comprehensive guidelines regarding "special feature" design elements to add to the already existing Town Center sign ordinances and development standards. Our hope would be that these guidelines would be endorsed by the Design Review Board and adopted by the City Council as an integral part of the Town Center design standards.

Our intent in this effort is specifically two-fold: (1) to help establish a common sense of "Center" for the Town Center, and (2) to aid the developers in streamlining the design review and permit process.

The specific "special features" to be addressed come under two headings: (1) street furniture: entry signs, street lights, trash receptacles, trash compacters, benches, bike racks, phone booths, signal poles, street signs, newspaper boxes, utility vaults, directional signs, crosswalks, street name standards; (2) site design: coordinate access, parking, vehicle circulation, pedestrian zones, handicap access, landscaping (visual image and major features only), set-backs, service areas, mechanical screening, front and back views, on-site lighting.

July 9, 1984  
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Under the heading of "street furniture", we believe that style, color and location of most of these items will need to be specified. Development of all of these design standards for inclusion in the Town Center design package would need to include a graphic illustration of each item and a detailed written description of each element.

With the above background and details in mind, the Committee has directed me to approach several architects familiar with the Wilsonville area, to first, determine if you would be interested in working on a project of this type, and if so, providing us with an outline (including anticipated hours and fee) of how you would approach this development plan. Also, we would request that you include perhaps a preliminary drawing and description of any one of the items mentioned, giving us a graphic illustration of your approach to that item.

The next Committee meeting will be July 27, 1984, and we would therefore, respectfully, request that all proposals be submitted no later than July 25, 1984. Proposals should be addressed to my attention at the address on the first page of this letter. We look forward to your reply.

Best regards,

J. Kenyon Eagon  
Wilsonville Town Center  
Subcommittee Chairman

mlb/7b20-21

fisher  
wallin  
& long  
architects-planners

220 the water tower • 5331 s.w. macadam • portland, oregon 97201 • 248-1044

July 25, 1984

J. Kenyon Eagon  
c/o Cushman & Wakefield of Oregon, Inc.  
900 S.W. Fifth Avenue  
Portland, Oregon 97204

Dear Mr. Eagon:

I appreciate being considered as an architectural consultant to work with the subcommittee to establish guidelines for site design and street furniture for the Wilsonville Town Center.

What are the concerns about site identity and site circulation that a small merchant or a major retail chain would have in their decision to invest in the Town Center? In an approach to defining the guidelines, I would propose a series of workshops with the committee and specialists in marketing and design. It is important to clarify the special problems in marketing of the Wilsonville Town Center. The identity problem starts at each of the three freeway exits and at the south approach off of Wilsonville Road and the approach from the north on Parkway.

After the identity concerns and special marketing needs of the Center are analyzed, the circulation and parking patterns, landscaping, signs, and street furniture can be designed to meet the specific needs of the Town Center.

The proposed workshops could include the following format:

1. Discussion of special problems of Town Center identity and development with a marketing specialist; i.e. Leland and Hobson.
2. Discussions with a retail specialist; i.e. Director of Marketing for Fred Meyer or Payless stores.
3. Discussion of special problems of identity of the Center, (Architect and the Committee).
4. Discussion with a landscape specialist, (Robert Perron, Landscape Architect & Planner).
5. Discussion of implementation steps of design guidelines for "market ready" Town Center, (Committee, Architect and City Planner).
6. Development of promotional materials and design guidelines for the Town Center, (Committee, Architect and City staff).

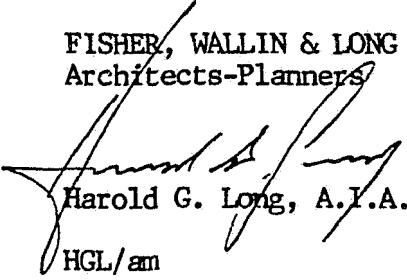
J. Kenyon Eagon  
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The workshops could produce a workable guidelines system in the range of \$2,500 to \$3,000.

We look forward to meeting with your committee and discussing our approach to the development of the Town Center guidelines.

Sincerely,

FISHER, WALLIN & LONG  
Architects-Planners



Harold G. Long, A.I.A.

HGL/am

WILSONVILLE TOWN CENTER  
SUBCOMMITTEE STUDY

SCOPE OF PROJECT

Standards for Development

- Zoning - allowable uses
- Setbacks - 20' from street row
  - side yards
  - rear yards
- Height limits - 35' (80' at center)
- Landscape requirements
  - Landscape at
    - A. Street Standards
    - B. Parking Area Standards

Sign Code:

- Street Lights - Parking Lights
- Street Furniture Standards

Review Process

- Planning Commission Stage II Review of entire Town Center Standards.
- Design Review of each Building & Site Development.

Goal to provide a "Market Ready Package" that states Development Standards for Architects and Developers.