



EXPLORE WILSONVILLE



Planning Commission – October 10, 2018



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Lisa Nead Photography

Project Goals

A family friendly wayfinding system that provides logical and safe connections between key destinations and commercial districts.

- Welcome visitors to Wilsonville
- Help them discover what's here
- Improve navigation from either side of I5 and across the Willamette River to Charbonneau
- Prioritize wayfinding:
 - Along the safest routes for people walking and biking, and
 - For visitors navigating by car

April-May

June-Aug

Sept-Nov

Nov-March

Kick-Off

- Information Gathering
- Field Review
- Visual Identity and Mental Mapping Exercise



Develop Design Concepts & Route Prioritization & Preferred Designs

- Open House (6/26/2018)
- Online Open House (6/29–7/17/2018)



Refine Preferred Design & High Priority Routes

- **Planning Commission (tonight)**
- City Council work session (11/5/2018)

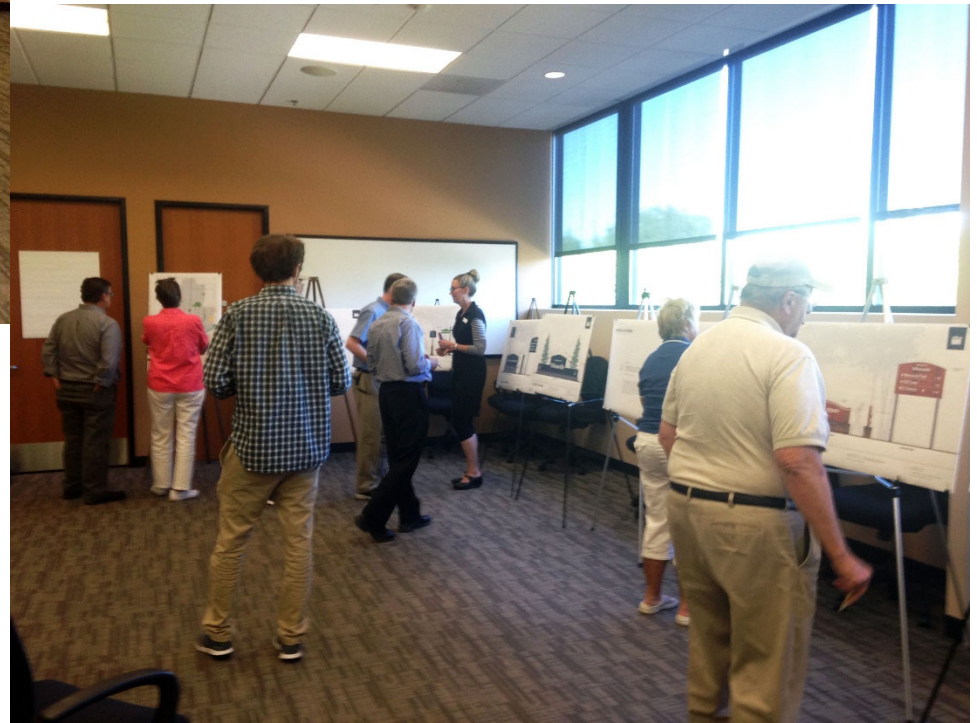


Design Intent Drawings & Final Signage Plan

- Installation of demonstration project (date TBD)



Process





Design Options





Option 2: Undulating Stone

Soft, Flowing, Connected



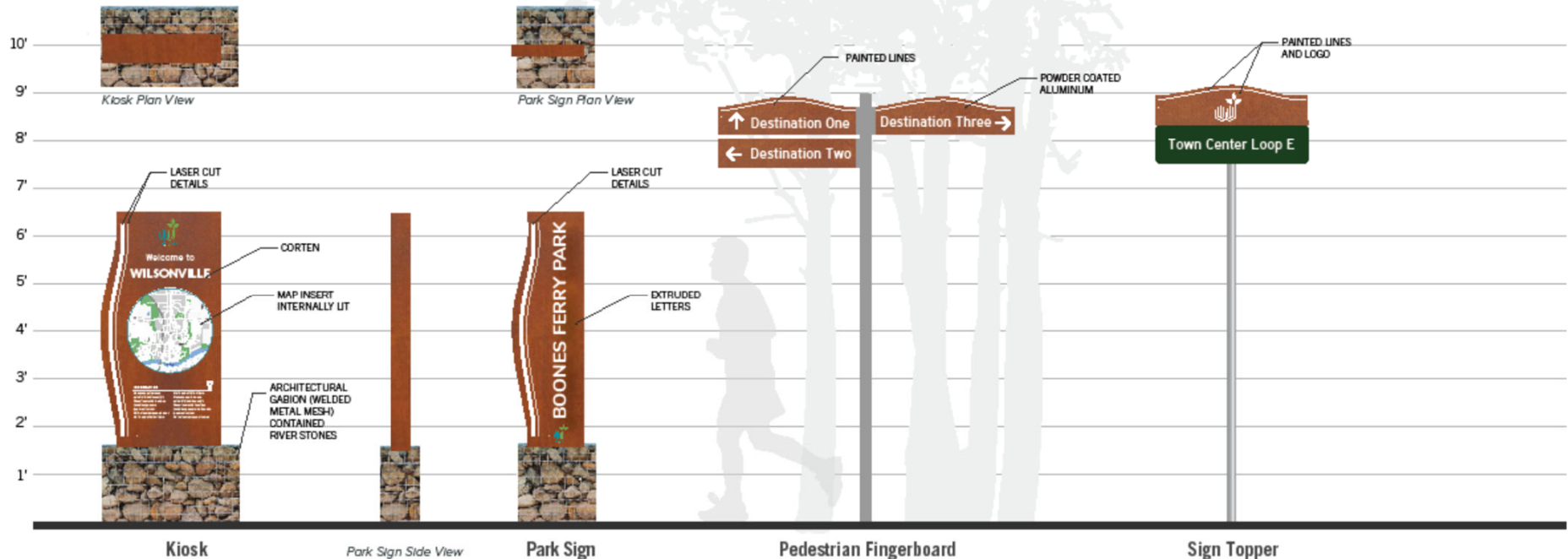
RIVER ROCK



CORTEN OR PAINTED METAL



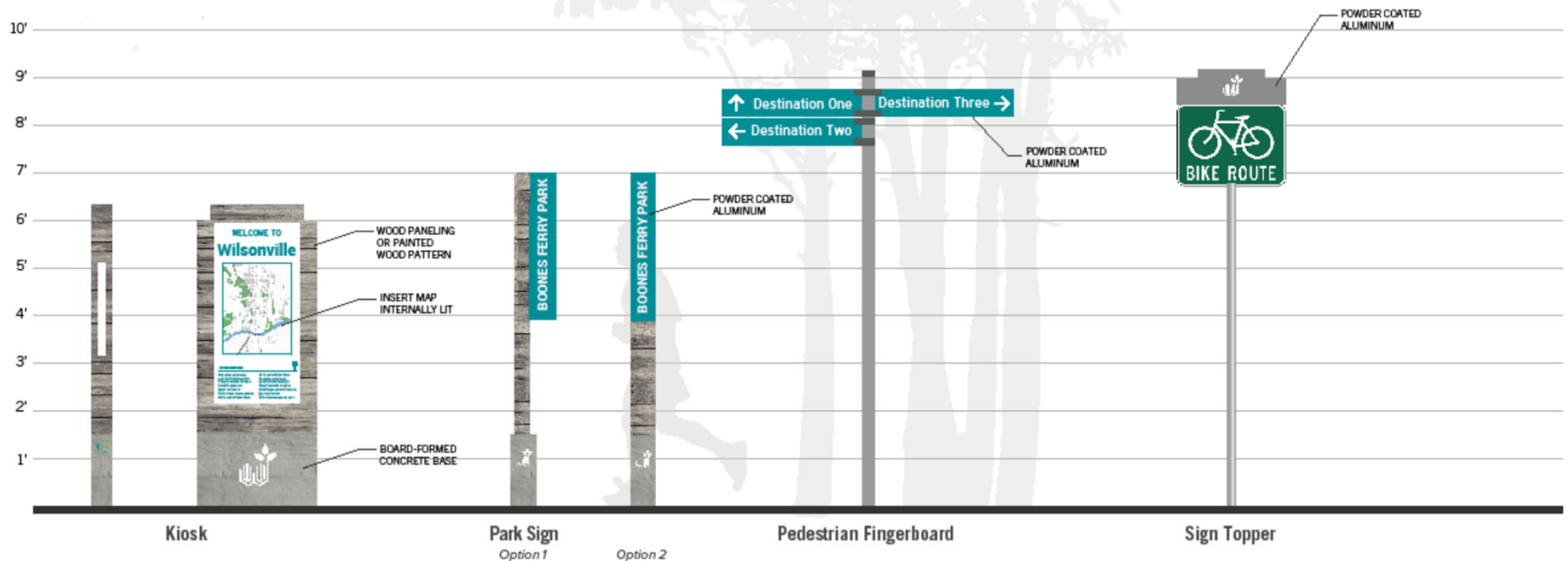
ADIRONDACK





Option 3: Weathered Wood

Historic, Friendly, Reflective





Preferred Option: **Undulating Stone**



Soft, Flowing, Connected



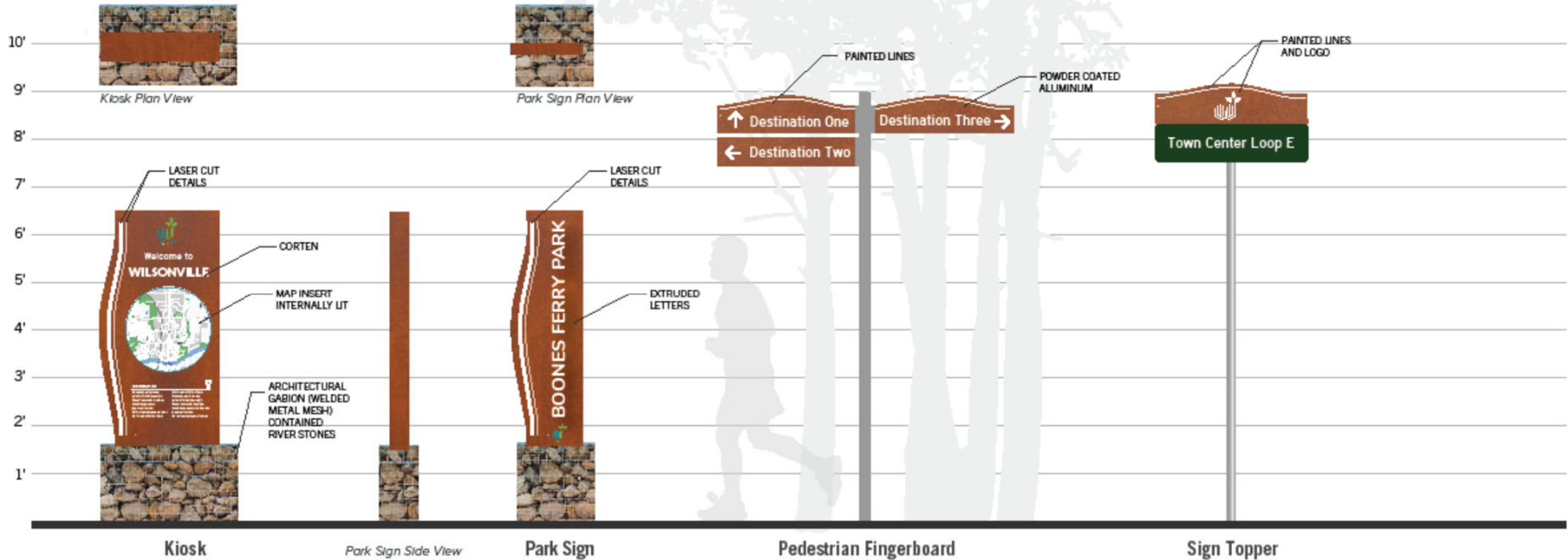
RIVER ROCK



CORTEN OR PAINTED METAL



ADIRONDACK





Tested Options: **Undulating Stone**



Soft, Flowing, Connected

Color & Base Styles



Gateway Sign



Tested Options: **Undulating Stone**



Soft, Flowing, Connected

Color & Base Styles



Gateway Sign

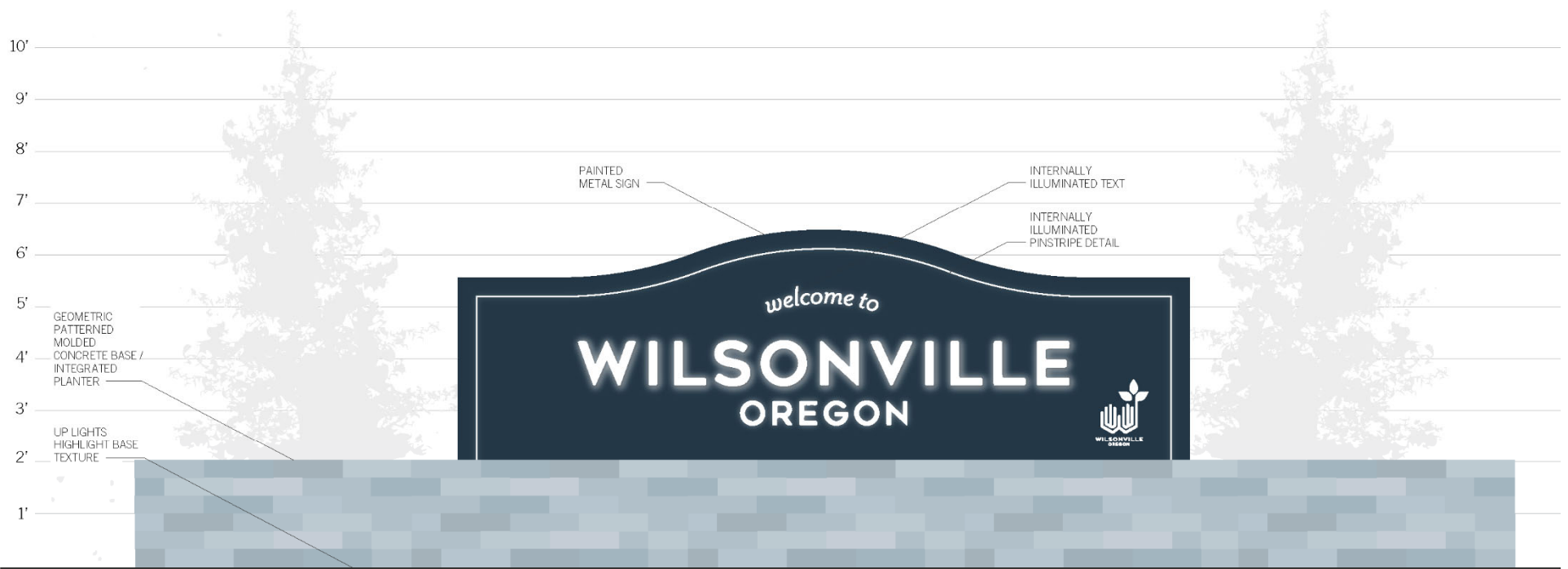


Tested Options: **Undulating Stone**



Soft, Flowing, Connected

Color & Base Styles



Gateway Sign



Tested Options: **Undulating Stone**



Soft, Flowing, Connected

Color & Base Styles



Gateway Sign



Tested Options: Undulating Stone



Soft, Flowing, Connected

Color & Base Styles



Kiosk with Base Options

Large Park Sign Alternate II

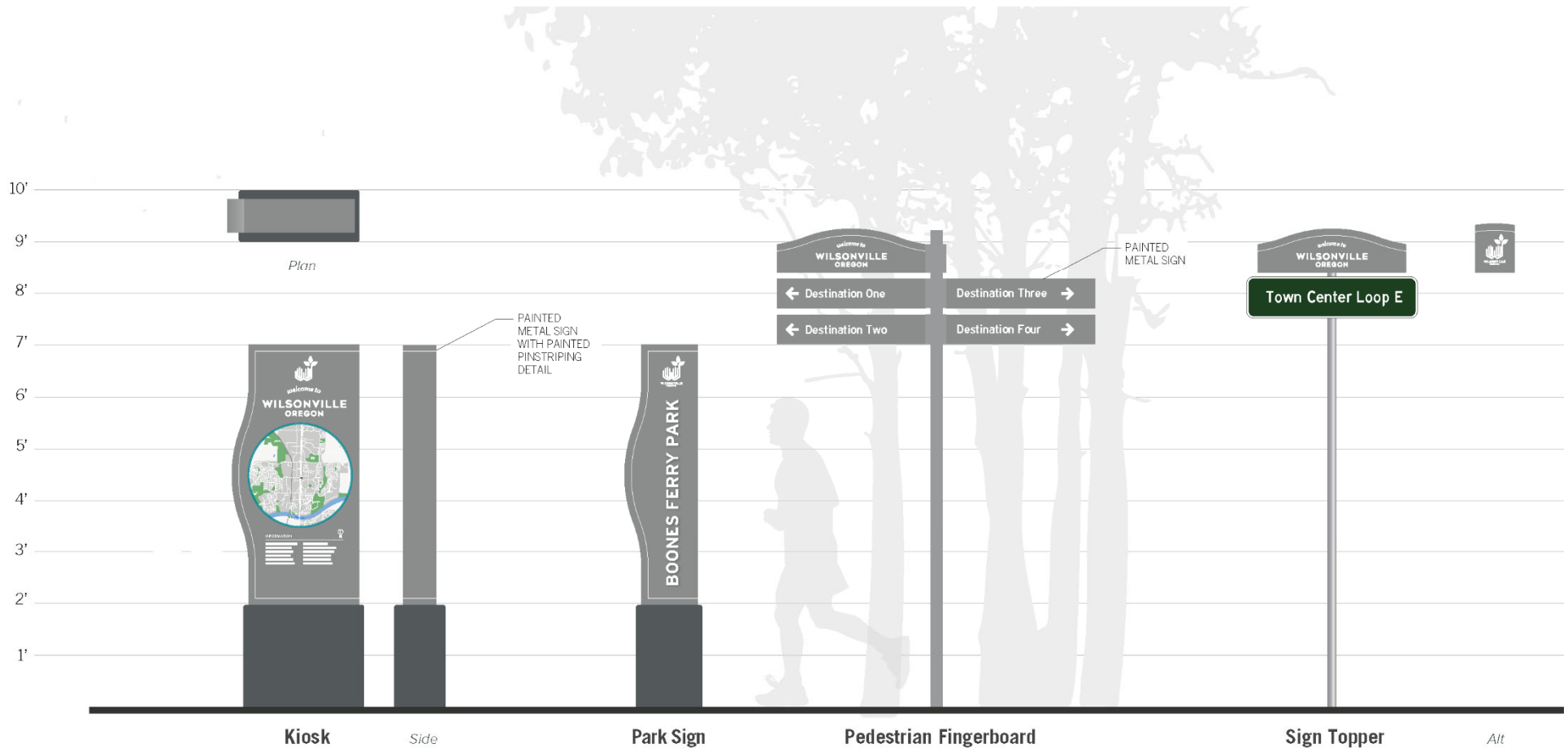


Tested Options: **Undulating Stone**



Soft, Flowing, Connected

Sign Style & Detail



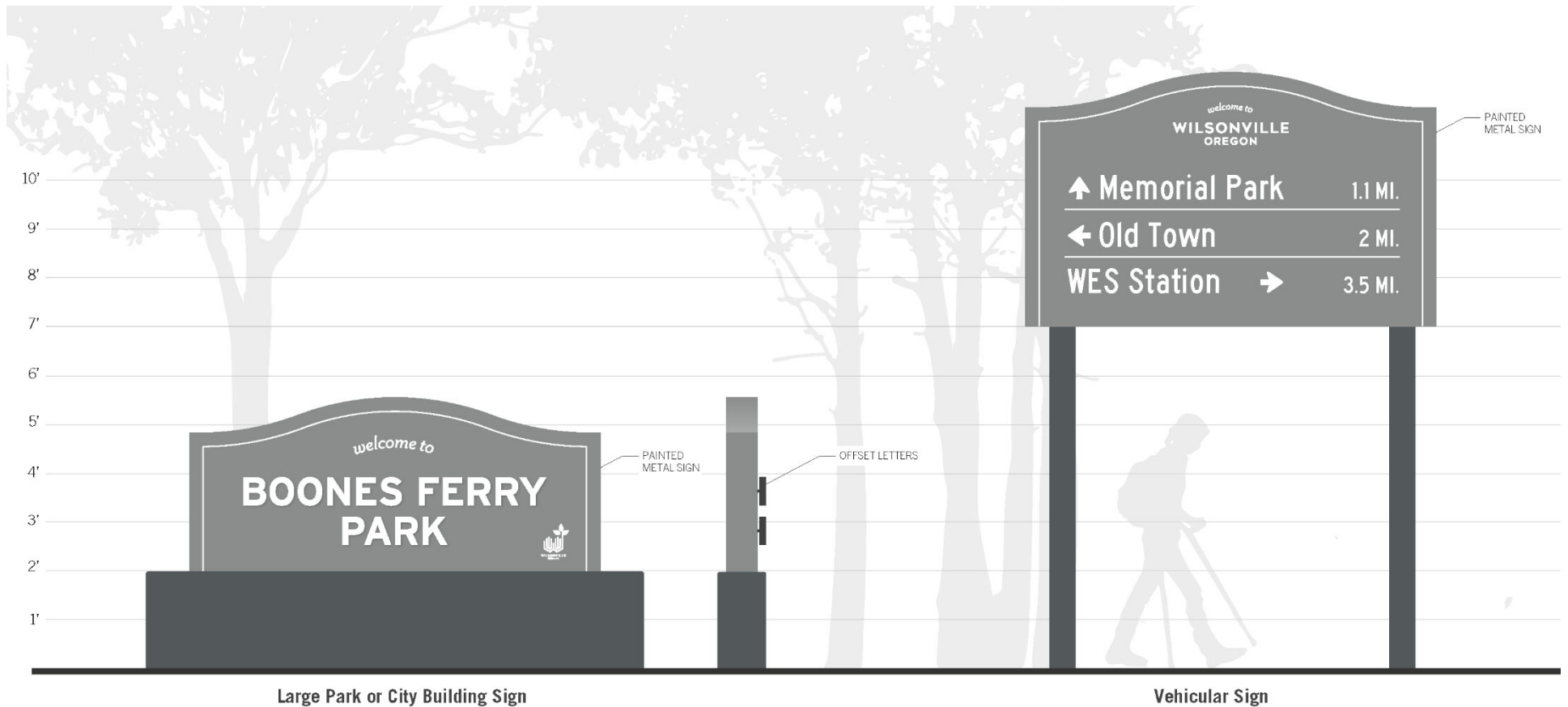


Tested Options: **Undulating Stone**



Soft, Flowing, Connected

Sign Style & Detail





Preferred Option: Undulating Stone



Soft, Flowing, Connected



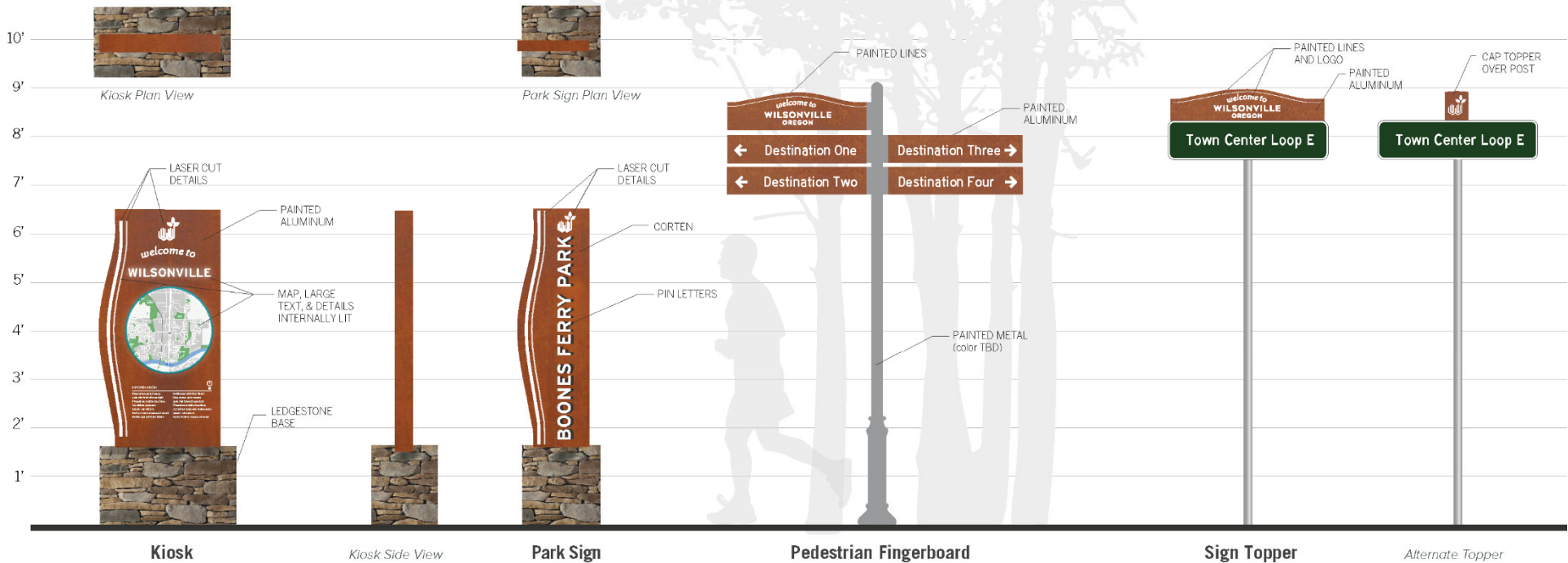
LEDGESTONE



CORTEN OR PAINTED METAL



ADIRONDACK





Preferred Option: **Undulating Stone**

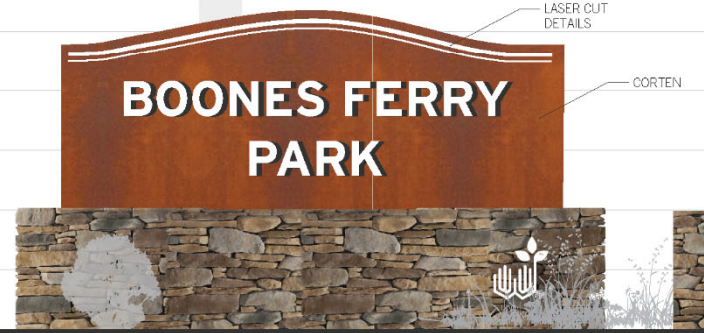


Soft, Flowing, Connected



Large Park Sign Alternate 1

10'
9'
8'
7'
6'
5'
4'
3'
2'
1'



Large Park or City Building Sign



Gateway Sign



Preferred Option: **Undulating Stone**



Soft, Flowing, Connected



Vehicular Sign

Vehicular Sign Alternate 1



Wayfinding Principles

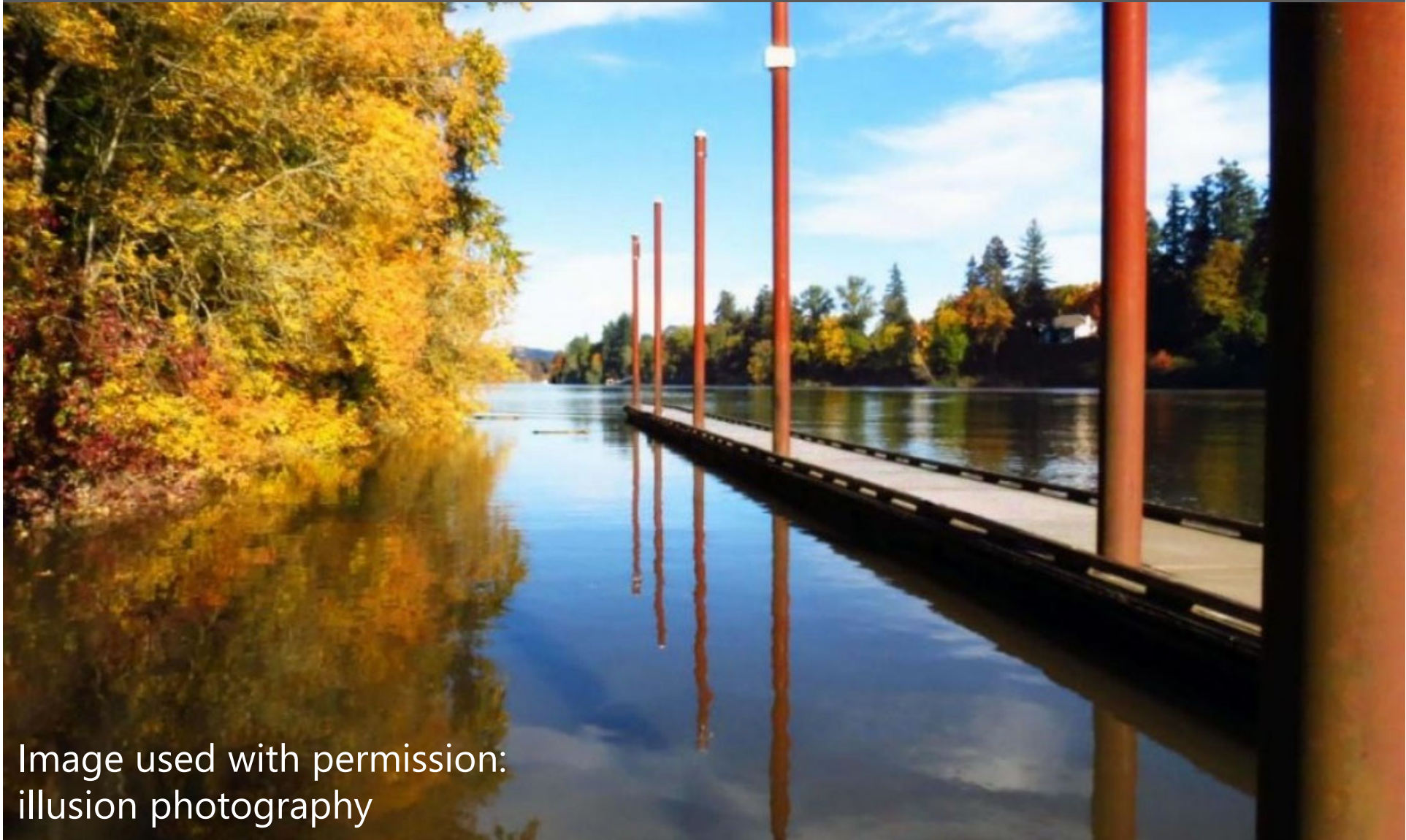


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Wayfinding Principles



1. Connect Places
2. Maintain Motion
3. Be Predictable
4. Keep Information Simple

Elliott Erwitt/Magnum Photos



Wayfinding Destinations



Level 1 – Districts and Neighborhoods

Level 2 – Landmarks

Level 3 – Local Destinations



Wayfinding Destinations

LEVEL 1

- City Centers
- Districts
- Neighborhoods



LEVEL 2

- Transit Stations
- Tourist Venues
- Regional Parks
- Open Space
- Universities/Colleges



LEVEL 3

- Local Destinations
- Parks
- Schools
- Shopping Centers
- Healthcare





Priority Destinations & Routes



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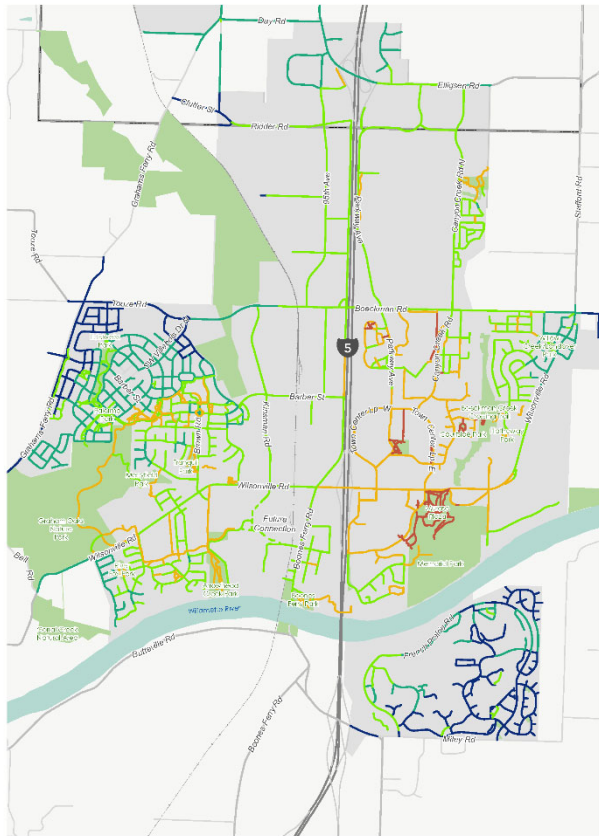


Wayfinding Destinations

Destination Name	Abbreviation	Destination Level
Argyle Square	Argyle Square	1
Tech Corners	Tech Corners	1
Town Center	Town Center	1
Old Town	Old Town	1
Oregon Institute of Technology	Oregon Tech	1
Clackamas Community College	Clackamas CC	1
Willamette River Water Treatment Plant Park	Wtr Treat Plt Pk	2
Boones Ferry Park	Boones Fry Pk	2
Graham Oaks Nature Park	Graham Oaks Pk	2
Memorial Park	Memorial Park	2
Town Center Park	Town Ctr Park	2
Villebois Piazza	Villebois Pk	3
Wilsonville Community Center	Comm Center	3
Library	Library	3
City Hall	City Hall	3
SMART Central Station	SMART Station	3
Police Station	Police Station	3
Post Office	Post Office	3
Wilsonville High / Boeckman Creek Primary School	Wilsonville High	3
Inza R Wood Middle / Boones Ferry Primary School	Inza School	3
Lowrie Primary	Lowrie Primary	3
Meridian Creek Middle School	Meridian School	3



Wayfinding Routes

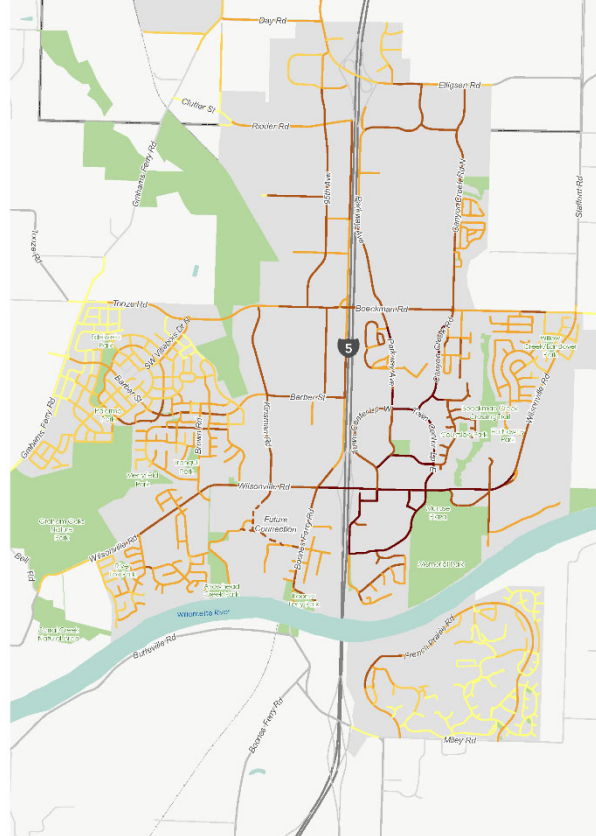
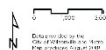


INITIAL PEDESTRIAN ROUTE PRIORITIZATION

PEDESTRIAN ROUTE PRIORITIZATION

- 0 - 5
 - 6 - 10
 - 11 - 20
 - 21 - 30
 - 31 - 40
- INPUTS:
- DESTINATIONS
 - POPULATION
 - EMPLOYMENT
 - PEDESTRIAN FACILITIES

CITY OF WILSONVILLE
WAYFINDING PLAN

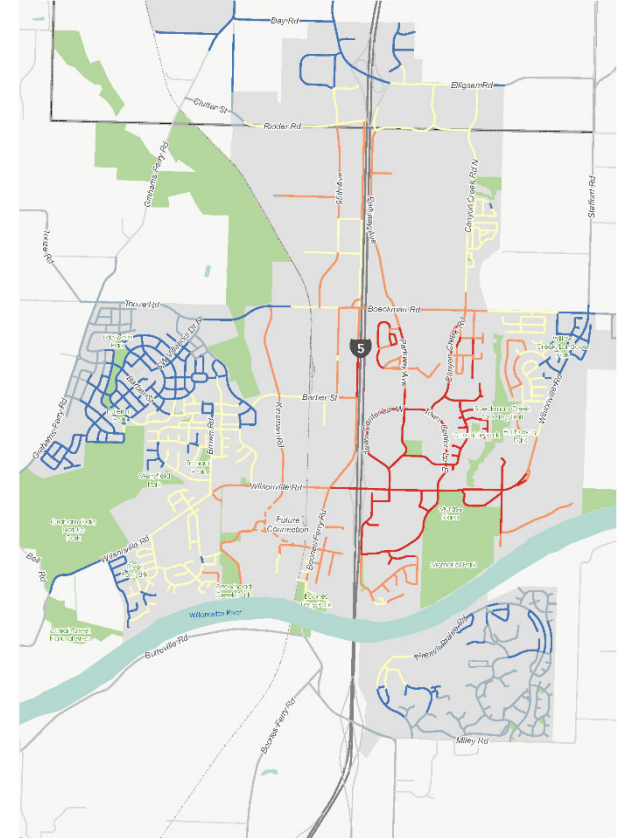


INITIAL BICYCLE ROUTE PRIORITIZATION

BIKE PRIORITIZATION SCORE

- 0 - 5
 - 6 - 10
 - 11 - 20
 - 21 - 30
 - 31 - 40
- INPUTS:
- DESTINATIONS
 - POPULATION
 - EMPLOYMENT
 - BICYCLE FACILITIES

CITY OF WILSONVILLE
WAYFINDING PLAN



INITIAL VEHICLE ROUTE PRIORITIZATION

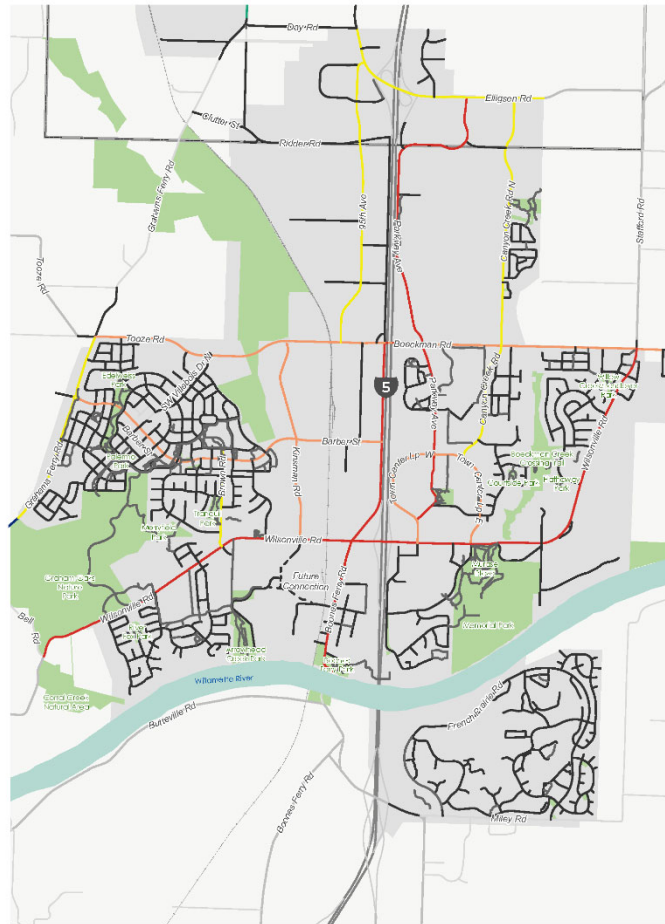
PRIORITIZATION SCORE

- 0 - 5
 - 6 - 10
 - 11 - 20
 - 21 - 30
 - 31 - 40
- INPUTS:
- DESTINATIONS
 - POPULATION
 - EMPLOYMENT

CITY OF WILSONVILLE
WAYFINDING PLAN



Wayfinding Routes

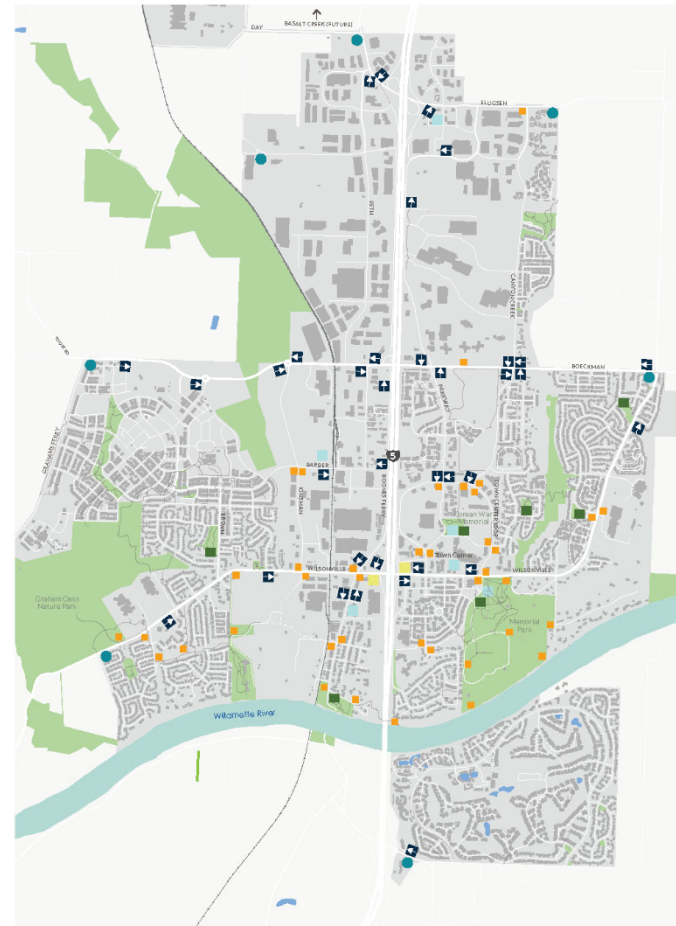


FINAL ROUTE PRIORITIZATION
CITY OF WILSONVILLE WAYFINDING PLAN

- IMPLEMENTATION PHASES**
- PHASE ONE
 - PHASE TWO
 - PHASE THREE



SIGN PLACEMENT



SIGN PLACEMENT
CITY OF WILSONVILLE WAYFINDING PLAN

- SIGN TYPES**
- VEHICULAR SIGN
 - WELCOME SIGN
 - KIOSK
 - PARK SIGN (LARGE OR SMALL)
 - GATEWAY SIGN
 - PEDESTRIAN SIGN

* ALL SIGNS SHOWN OUTSIDE CITY LIMITS TO BE PLACED IF RIGHT-OF-WAY ALLOWS.



Wayfinding Routes

PHASE ONE

- Wilsonville Road
- Boones Ferry Road
- Parkway Ave, from Elligsen Road to Town Center Loop

PHASE TWO

- Boeckman Road
- Town Center Loop
- Barber Street
- Kinsman Road

PHASE THREE

- Grahams Ferry Road
- Brown Road
- 95th Ave
- Canyon Creek Road
- Elligsen Road

PHASE 1 SIGN PLACEMENT QUANTITIES

Phase One of sign implementation includes pedestrian and vehicular signage on Wilsonville Road, Boones Ferry Road, and Parkway Avenue.

	Phase One
Kiosk	2
Pedestrian Fingerboard Sign	28
Park Sign (Small or Large)	4
Welcome Sign	2
Vehicular Sign	14
Gateway Sign	2
	52

Table 4. Phase One Sign Quantities

PHASE 2 SIGN PLACEMENT QUANTITIES

Phase Two of sign implementation includes pedestrian and vehicular signage on Boeckman Road, Town Center Loop, Barber Street, and Kinsman Road.

	Phase Two
Kiosk	3
Pedestrian Fingerboard Sign	11
Park Sign (Small or Large)	1
Welcome Sign	2
Vehicular Sign	17
Gateway Sign	0
	34

Table 5. Phase Two Sign Quantities

PHASE 3 SIGN PLACEMENT QUANTITIES

Phase Three of sign implementation includes pedestrian and vehicular signage on Grahams Ferry Road, Brown Road, 95th Avenue, Canyon Creek Road, and Elligsen Road.

	Phase Three
Kiosk	0
Pedestrian Fingerboard Sign	1
Park Sign (Small or Large)	1
Welcome Sign	2
Vehicular Sign	4
Gateway Sign	0
	8

Table 6. Phase Three Sign Quantities





Next Steps



- City Council work session
(November 5th 2018)
- Design intent drawings for construction





Q&A



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Project website:

<https://ci.wilsonville.or.us/planning/page/citywide-signage-and-wayfinding-plan>