

Idea 1:

Beatrice Morrow Cannady
Alvord Desert

Idea 2:

- **Leadership:** York (as in Lewis, Clark and...)
- **Nature:** Gorge (as in Columbia River...)

Idea 3:

- Natural elements - Sunstone, Agate, Jasper, Opal, Jory, Meadowlark, Hazelnut, Chanterelle
- Diverse leaders - Kalapuya, Atfalati, Barrow (for Willie Beatrice Barrow), McCoy (for William Bill McCoy), Leon (for Teresa Alonso Leon)

Idea 4:

Leader: Beverly Cleary

Idea 5:

Bunchberry Circle and Kalapuya Way.

Idea 6:

Avel Louise Gordly – First elected black woman to the Oregon Senate.

Kayse Jama – Oregon's first elected Muslim Senator

Aaron Woods – Current Senator representing our district

Julie Fitzgerald – Led us through Covid, and creation of first ever DEI committee for the city.

Kalapuyan tribe is heavily associate with our geographic area.

MEMO – Community Development

DATE: September 1, 2023

TO: Diversity, Equity and Inclusion (DEI) Committee

FROM: Miranda Bateschell, Planning Director
Amy Pepper, PE, Development Engineering Manager

RE: *Town Center Plan Street Naming*

In May 2019 (and later amended in October 2021), the City adopted the Wilsonville Town Center Plan. The Wilsonville Town Center Plan is a long-range plan for how the Town Center area can better serve the interests and needs of residents, visitors, businesses and local employees. The approximate 100-acre project area encompasses the properties north of Wilsonville Road, within and adjacent to Town Center Loop, including Town Center shopping center, Fry’s Electronics, and Regal Cinemas Theater. The Town Center Plan (the Plan) was a community-driven project, developed with the input from a broad cross-section of Wilsonville residents, business owners, and employees through a variety of public engagement opportunities. Surveys, focus groups, neighborhood meetings, and outreach events resulted in thousands of touchpoints with the community. Community members expressed a specific desire for the future of Town Center as a vibrant, walkable destination that inspires people to come together and socialize, shop, live, and work. Town Center is the heart of Wilsonville. It is home to active parks, civic spaces, and amenities that provide year-round, compelling experiences. Wilsonville residents and visitors come to Town Center for shopping, dining, culture, and entertainment.

One outcome of the Plan is it converts privately owned accessways to public streets. The first application for redevelopment, as recently approved by the City Development Review Board Panel B, replaces the existing Shari’s restaurant with a five-story 114-unit mixed-use apartment building with 3,700 square feet of ground floor commercial improvements and associated improvements, including the construction of a new public street. The Developer approached the City to inquire about possible street names for the new street. The Town Center Plan does not identify a specific street naming convention outside of the City’s adopted policy.

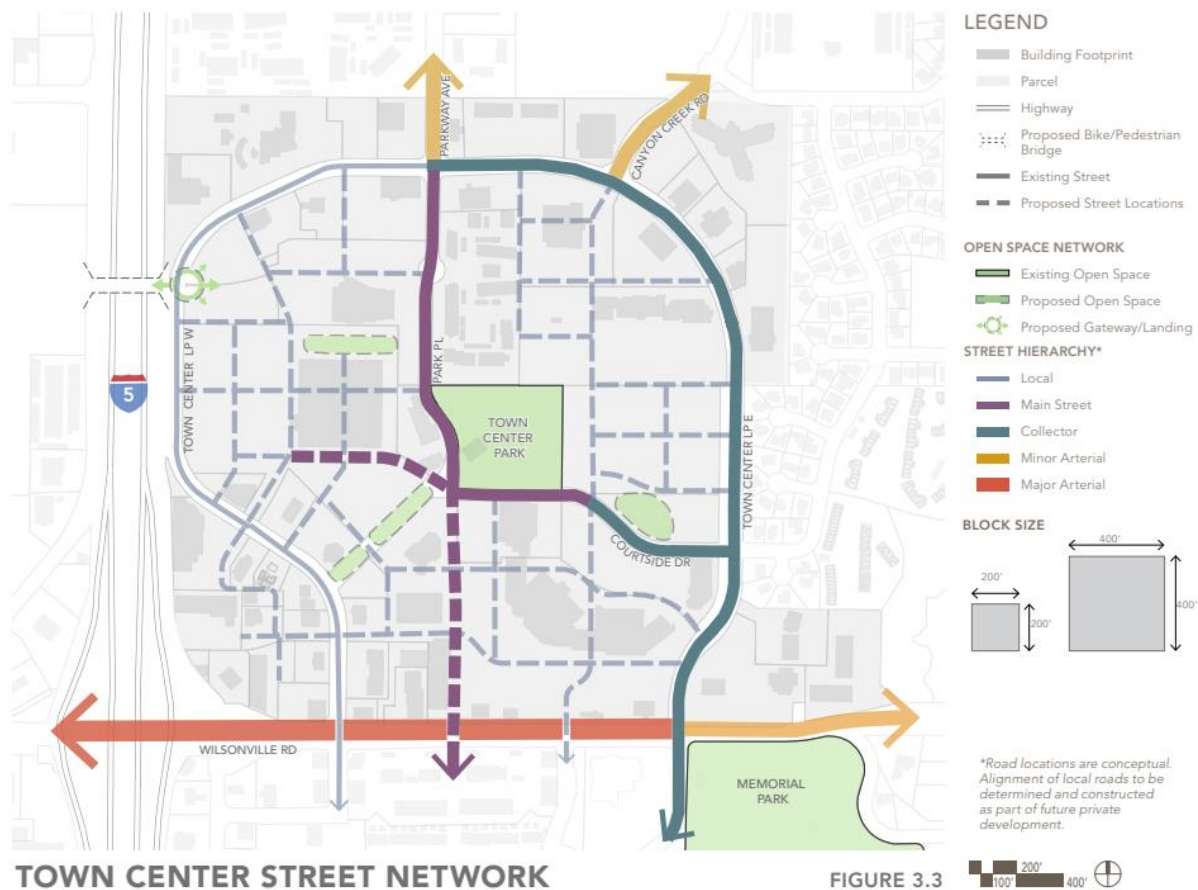
The City’s pre-existing street naming policy states that streets shall be named using historic surnames or names reflecting Oregon geography, natural features or native plants and animals. Attached is a list of adopted names available for new streets.

Staff is interested in pursuing adoption of a theme or naming convention for streets in Town Center that helps to honor the bold vision of the Town Center Plan to create an accessible, diverse, connected and thriving place for all people to gather. To continue the inclusive, community-driven planning effort established by the Town Center Plan, rather than have staff lead or strategize on a

naming convention for this area, staff would like to ask the DEI committee to provide recommendations for street names and/or a street naming theme that is inclusive for all residents.

The desired timeline is to have a recommendation by the beginning of 2024 for implementation with the approved mixed-use development. Staff will be available to answer questions at the September DEI meeting that will help the Committee undertake this task. At the October or November DEI meeting, specific themes/naming conventions can be prioritized or a singular one selected, and then a list of names can be generated, reviewed, and finalized at following meetings.

For reference, here is the ultimate street layout desired in this area:



Attachments:

- Resolution 1924
- Approved Street Name List

Reference:

The Story of the Wilsonville Town Center Plan:
<https://wilsonville.maps.arcgis.com/apps/Cascade/index.html?appid=f6c8a240d00f4c0ba9b393d670f2d4de>

Wilsonville Town Center Plan:

https://www.ci.wilsonville.or.us/sites/default/files/fileattachments/planning/page/5101/wilsonville_plan_050919_web_amended101821.pdf

Historical surnames in the Wilsonville area

Date of review: 5/10/2023

Angus	Short (T)
Balsiger	Stahlnecker
Barham	Stangel
Bataglia	Tauchman (Bld)
Bischof	Taylor
Boston	Todd
Brobst	Tuckness
Bruck	Wiedemann (St)
Bryant	Zumwalt
Cumberland (T)	Aden (St)
Epler	Bailey (St)
Failmetzger	Baker (St)
Guyton	Barber (St)
Hasselbrink	Bell (St)
Heater	Boeckman (St)
Holbrook	Boone (St, Pk)
Jaeger	Brown (St)
Jobse	Burns (St)
Koellermeier	Clutter (St)
Krause	Curry (St)
Lichtenthaler	Eilers (St)
Lyons (Pk)	Fligsen (St)
Mistereck	Flynn (St)
Peters	Franklin (St)
Riggs	Gordon (St)
Saltzier	Graham (St)
Scheckla	Guns (St)
Schlickeiser	Kable (St)
Schwartz	Kolbe (St)

Key for name use	
Strikethrough = Used for street name	
St = Street	Mk = Marketplace
Pk = Park	Nh = Neighborhood
T = Tree	Bld = Building

Kruse (St)
Lehan (St)
Lowrie (St; Mk)
Matzen (St)
McGraw (St)
Meek (St)
Montgomery (St)
Merey (St; Nh)
Murray (St)
Nutting (St)
Ridder (St)
Schroeder (St)
Seely (St)
Thornton (St)
Tooze (St)
Wahos (St)
Wagner (St)
Wilson (St; City)
Young (St)

Native Plant Street Names

Aspen	Milkweed	Willow (St)
Aster	Penstemon	Windflower (St)
Azalea	Pine	Yarrow (St)
Boxwood	Plum	Yew (St)
Boykinia	Ponderosa (St)	
Bunchberry	Rue	
Camas	Salal	
Cascara	Snowberry	
Cattail	Snowbrush	
Checkerbloom	Sorrel	
Cherry	Spirea	
Corydalis	Spruce	
Crabapple	Starflower	
Currant	Twinberry	
Daisy	Twinflower	
Fireweed	Viburnum	
Gilia	Violet	
Goldenrod	Wildrye	
Gooseberry	Wintergreen	
Grape	Alder (St)	
Grasswillow	Ash (St)	
Harebell	Cedar (St)	
Hemlock	Dogwood (St)	
Honeysuckle	Fir (St)	
Huckleberry	Furine (St)	
Lily	Maple (St)	
Madrone	Maneoid (St)	
Maidenhair	Oak (St)	
Manzanita	Trillium (St)	

RESOLUTION NO. 1924**A RESOLUTION OF THE CITY OF WILSONVILLE ADOPTING A STREET NAMING AND ADDRESSING POLICY**

WHEREAS, a systematic street naming program contributes to efficient, safe and convenient way-finding within the community and specifically:

- Facilitates the implementation and effective operation of the Emergency 911 System.
- Provides for a neighborhood's identity.
- Establishes a street name and designator system that will improve the delivery of emergency services.
- Establishes a consistent and accurate methodology for site identification.
- Provides standards and procedures for addressing and re-addressing.
- Provides standards and procedures for naming and re-naming streets, both public and private.
- Enhances site identification for mail/parcel delivery, Geographic Information Systems (GIS) compatibility and emergency operations.

NOW THEREFORE, THE CITY OF WILSONVILLE RESOLVES AS FOLLOWS:**A. Street Identification:**

- a. All new streets within the City of Wilsonville shall be named in conformance with the following standards:
 1. No street names shall be used which will duplicate, sound like or closely resemble the names of existing streets, except for extensions of existing streets or when eventual connection can be anticipated.
 2. Landscaped arterials providing through traffic movement across the community shall be called "**Boulevards**".
 3. Meandering collectors providing through traffic movement across a neighborhood shall be called "**Drives**".

4. All other streets that generally run north-south shall be designated "**Avenues**". All other streets that generally run east-west shall be designated "**Streets**".
5. Winding curvilinear streets shall be designated "**Circle**" or "**Loop**". Streets that generally run for a short distance shall be designated "**Lanes**". Cul-de-sacs shall be designated as "**Court**", "**Place**" or "**Way**".
6. Other street name suffixes such as "**Hollow**", "**Terrace**" or "**Ridge**" will be considered on a case-by-case basis.
7. All streets shall be addressed and numbered in accordance with the addressing matrix of the Portland Metropolitan Area.
8. When practical, streets shall be named using historic surnames or names reflecting Oregon geography, natural features or native plants and animals. Utilization of first names is discouraged. Names to be considered may include, but are not limited to the following:
 - a. Early homesteaders or settlers in the Wilsonville area.
 - b. Original holders of Donation Land Claims in the Wilsonville area.
 - c. Heirs of original settlers or long-time residents of the Wilsonville area.
 - d. Early community leaders and pioneers of eminence.
 - e. Native American tribes indigenous to Oregon.
 - f. Pioneers of the Champoeg / Butteville area.
 - g. Native animal and bird names
 - h. Native tree and plant names
 - i. Agrarian and cultural themes
9. All streets shall have a suffix name. Only street suffix names from the USPS Postal Addressing Standards are permitted.
10. All streets shall be designated by one name for the entire length, whenever practical.
11. Consideration will be given to continuing the name of a street from outside the City, when applicable.
12. Streets that are offset at an intersection shall be given different names.
13. Any street which continues through an intersection shall be given the same name.

14. Street naming and addressing should be coordinated with the following agencies: Tualatin Valley Fire and Rescue, Clackamas County 911, Washington County Central Communications, and the United States Post Office.

15. Private streets shall be named at the time of preliminary site development review subject to the same standards as public streets.

- b. Street names shall be approved by the City Engineer, who may receive input from the DRB at the time of preliminary review of proposed subdivision or partition or prior to or upon acceptance of any street created by a public dedication.
- c. When used in this policy, the term "street" means any street, road, highway, private road, undeveloped platted road, right-of-way, and/or thoroughfare. When used in this policy, the term situs number, and/or address means a number assigned to a property for the specific identification of that property.

B. Alleys:

- a. Alleys shall be given identification when such alley provides the sole access for the delivery of emergency services.
- b. Addresses shall be posted at the corner(s) of an alley and the street to assist in building identification and the delivery of emergency services.

C. Re-naming of a Street:

- a. City Council or the City Engineer may initiate the renaming of a street, conducted through a public process, with notice to affected parties.
- b. Individuals wishing to rename a street must provide written approval from the majority of property owners along said street, and are subject to approval by the City Council. Applicants must pay costs associated with replacing signage.

D. Contingency:

- a. Situations and circumstances will arise which do not conform to the established street naming policies. Such situations must be evaluated on their own merits as well as conformance to general policies and guidelines. Review of street names should also take into account the issues that may tend to have a street name cause confusion, error or delay in matters affecting public safety and delivery of goods and services.

E. Addressing:

- a. The City's Engineering Division shall be designated to assign addresses with reference to Clackamas County Code – Title 7, the Oregon Geospatial Data Addressing Standard or similar standard.
- b. Situs numbers shall be placed on the front of the structure near the entry and shall be clearly visible from the street fronting the property.
 1. When the structure is within 50' of the fronting street, the assigned situs number shall be placed on the front of the structure in the vicinity of the front door or entry and readable from the street.
 2. If the structure is over 50' from the fronting street, or if the line of sight is obstructed, the situs number shall be additionally displayed on a suitable structure (mailbox, sign, post or fence) adjacent to the driveway entrance.
 3. If a series of structures are over 50' from the fronting street or if the line of sight is obstructed, or if emergency service access is from a designated alley or driveway, the situs number should be additionally displayed on a suitable structure (marquee, kiosk or map with legend) adjacent to both ends of the alley or driveway entrance, and be clearly posted on the rear of the structure adjacent to the alley or driveway.
- c. Building numbers shall be installed consistent with the current adopted Building and Fire Codes.
- d. Changes to building addresses shall be submitted to the City's Engineering Division in writing by the owner(s) of the property. Such requests shall be subject to an administrative processing fee.
- e. Only one address is permitted per building or dwelling unit. Individual tenant spaces/units shall be designated with suite/apartment numbers. Letters are not permitted.
- f. All Streets created by the subdivision process will be named prior to the submission of the final plat.

F. Street Signs:

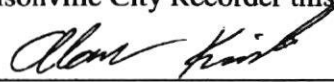
- a. Street name signs shall be placed in accordance with the City's Public Works Standards and should include addressing block numbers.
- b. All public street signs shall be green in color with white lettering.

c. All private street signs shall be blue in color with white lettering.

G. Allowance for unique street names and signage through approved way-finding plans is permitted as long as there is clear differentiation between public and private streets.

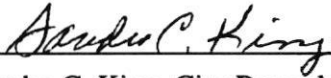
This Resolution shall be effective upon adoption.

ADOPTED by the City Council of the City of Wilsonville at a regular meeting thereof this 7th day of March, 2005, and filed with the Wilsonville City Recorder this same date.



ALAN KIRK, COUNCIL PRESIDENT

ATTEST:



Sandra C. King, City Recorder, CMC

SUMMARY OF VOTES:

Mayor Lehan	Excused
Councilor Kirk	Yes
Councilor Holt	Yes
Councilor Scott-Tabb	Yes
Councilor Knapp	Yes