

**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***

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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.

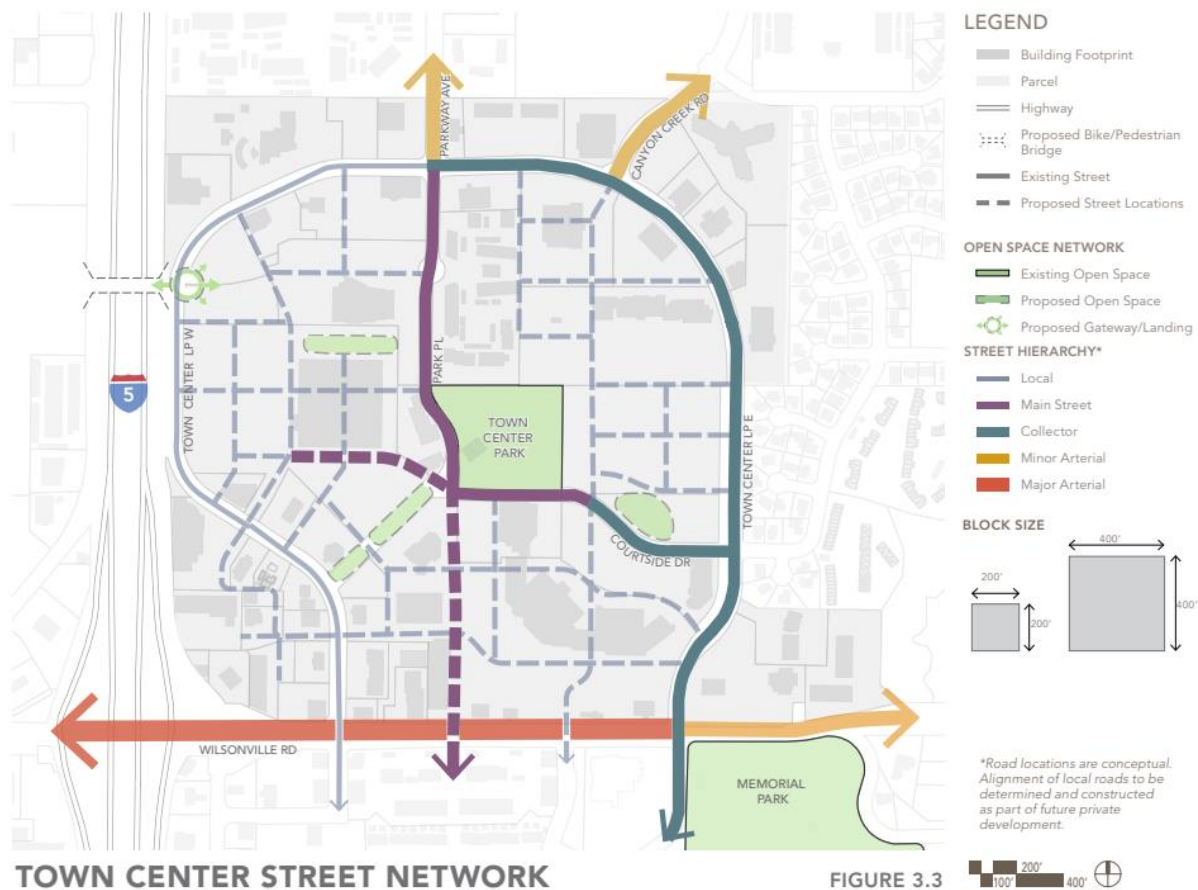
The City’s pre-existing street naming policy states that streets shall be named using historic surnames or names reflecting Oregon geography, natural features or native plants and animals. Attached is a list of adopted names available for new streets.

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