

Citywide Signage and Wayfinding Plan

Planning Commission Public Hearing
February 13, 2019

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 I-5 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

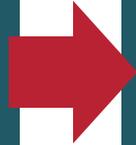
June-Aug

Sept-Nov

Dec-March

Kick-Off

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



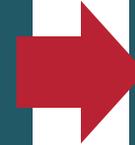
Develop Design Concepts & Route Prioritization & Preferred Designs

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



Refine Preferred Design & High Priority Routes

- Planning Commission (10/10/2018)
- City Council work session (11/05/18)



Design Intent Drawings & Final Signage Plan

- **Planning Commission (tonight)**
- City Council work session (3/4/2019)
- City Council hearing and adoption (3/18/2019)

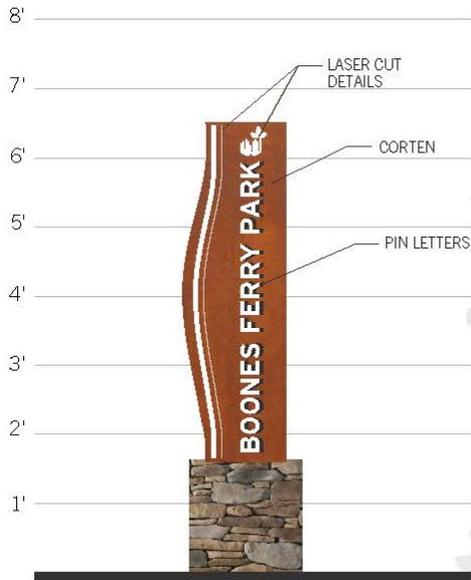
Preferred Option: Undulating Stone

Soft, Flowing, Connected



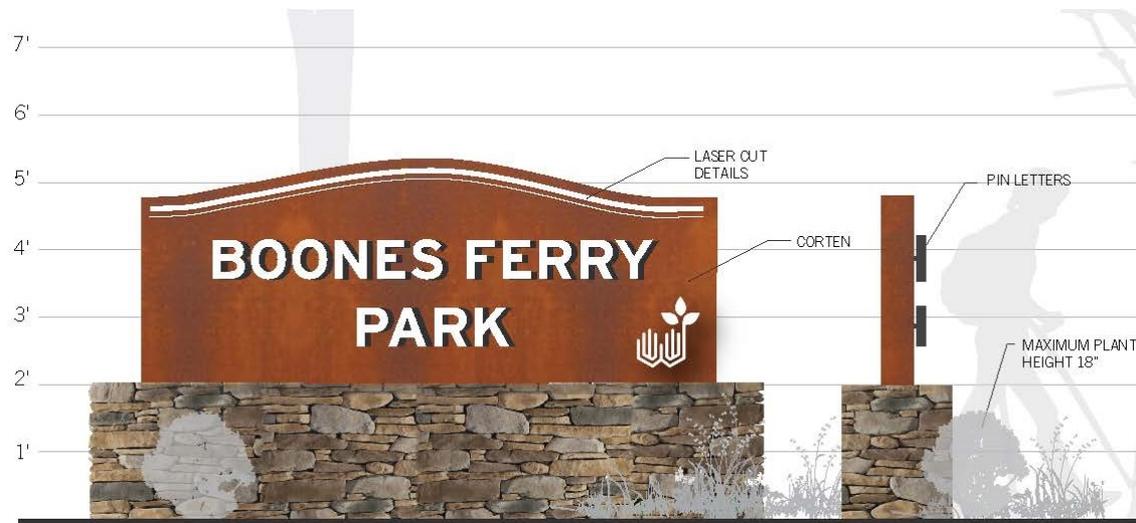
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Park Sign

The Park Sign is intended to identify park names, especially where available sign placement space is limited.



Large Park or City Building Sign

The Large Park Sign is intended to identify park names, especially at highly visible locations such as intersections and park entrances. This sign is intended to replace existing park signs as they are phased out.

Preferred Option: **Undulating Stone**

Soft, Flowing, Connected



Welcome Sign

The Welcome Sign is intended to be located along major corridors where they cross the City boundary.

Preferred Option: Undulating Stone

Soft, Flowing, Connected

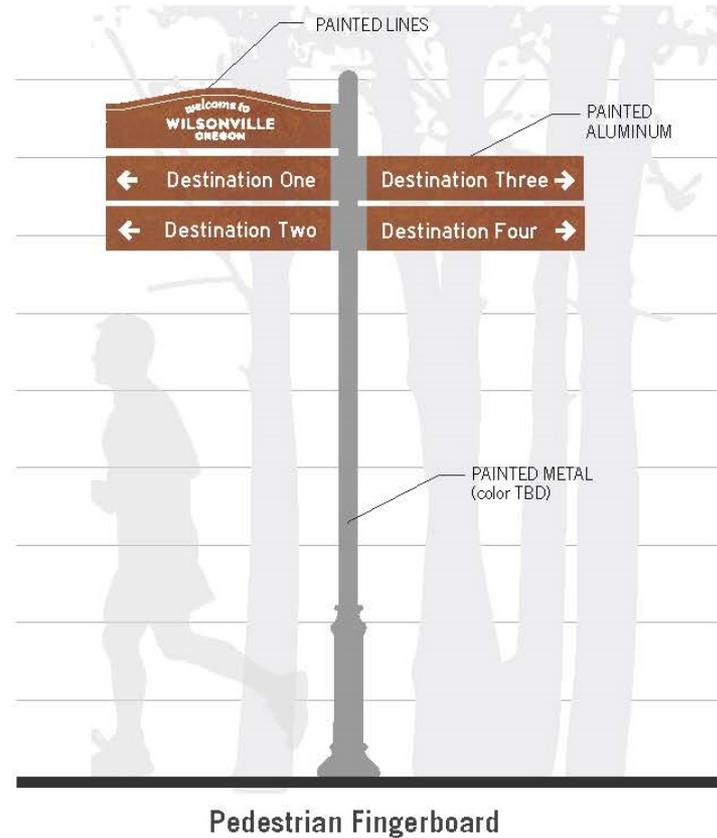
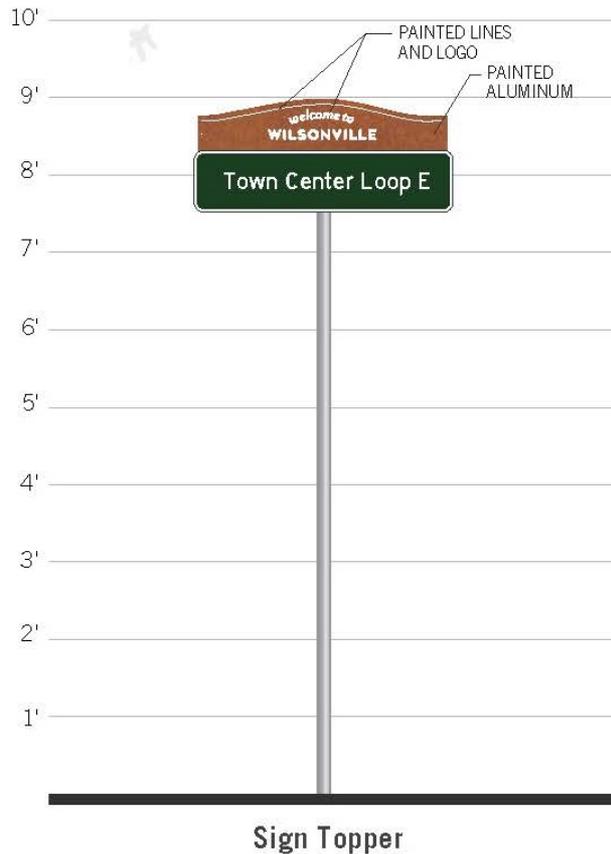


Vehicular Sign

The Vehicular Sign is intended to guide motorists to level 1-2 destinations. These signs are single sided, oriented toward the flow of oncoming traffic.

Preferred Option: Undulating Stone

Soft, Flowing, Connected



The Sign Topper is intended to attach to existing street signs, focusing on locations at or near the City limits of Wilsonville.

Preferred Option: **Undulating Stone**

Soft, Flowing, Connected



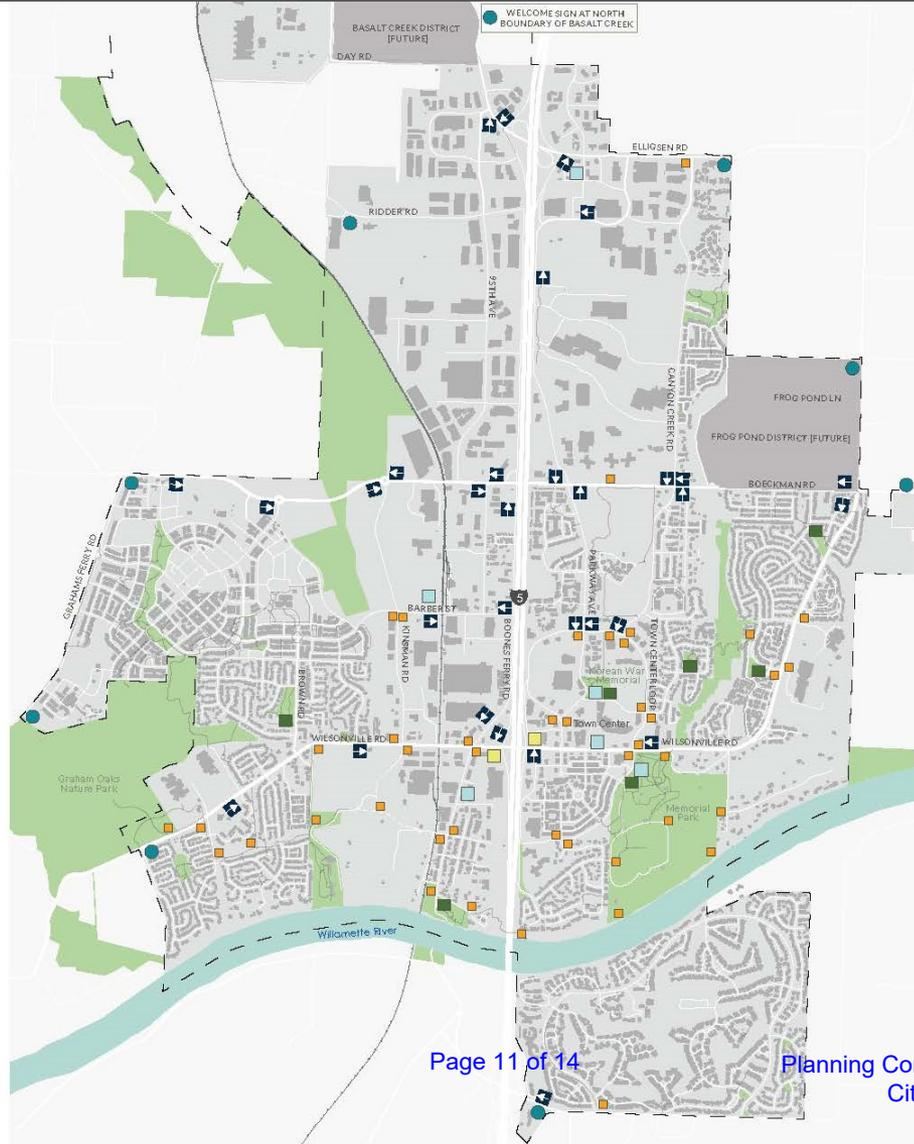
Wayfinding Destinations

| Destination Name | Abbreviation | Destination Level |
|---|-----------------|-------------------|
| Argyle Square | Argyle Square | 1 |
| Town Center | Town Center | 1 |
| Old Town | Old Town | 1 |
| Oregon Institute of Technology | Oregon Tech | 1 |
| Clackamas Community College | Clackamas CC | 1 |
| City Hall | City Hall | 1 |
| SMART Central at Wilsonville Station | Transit Center | 1 |
| Charbonneau | Charbonneau | 1 |
| Villebois | Villebois | 1 |
| Coffee Creek District | Coffee Crk Dist | 1 |
| Frog Pond District | Frog Pond | 1 |
| Willamette River Water Treatment Plant Park | Arrowhead Park | 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 |

Wayfinding Destinations

| | | |
|--|------------------------------------|---|
| Oregon Korean War Memorial | War Memorial | 3 |
| Ice Age Tonquin Trail | Tonquin Trail | 3 |
| Wilsonville Waterfront Trail | Waterfront Trail | 3 |
| French Prairie Road Trail | French Pr Trail | 3 |
| Memorial Park City Trail | Memorial Pk Trails | 3 |
| Villebois Piazza | Piazza | 3 |
| Wilsonville Community Center | Comm Center | 3 |
| 95th Avenue | 95th Ave | 3 |
| Library | Library | 3 |
| Police Station | Police Station | 3 |
| Post Office | Post Office | 3 |
| Wilsonville High / Boeckman Creek Primary School | Wilsonville H.S. / Boeckman Ck P.S | 3 |
| Inza R Wood Middle / Boones Ferry Primary School | Wood M.S. / Boones Ferry P.S | 3 |
| Lowrie Primary School | Lowrie P.S. | 3 |
| Meridian Creek Middle School | Meridian Ck M.S | 3 |

Wayfinding Sign Placement



Wayfinding Costs

| | Individual Sign Cost |
|--|----------------------|
| Kiosk | \$12,000 |
| Pedestrian Fingerboard Sign (with decorative pole) | \$5,000 |
| Small Park Sign | \$9,000 |
| Large Park Sign | \$31,000 |
| Sign Topper | \$400 |
| Welcome Sign | \$31,000 |
| Vehicular Sign | \$9,000 |
| Gateway Sign | \$33,000 |
| I-5 Gateway Sign | \$90,000 |

Table 8. Individual Sign Costs. Note: Costs are based on 2019 dollars and include fabrication and installation. Costs for projects in the future should be adjusted for inflation.

| Phase One | |
|--|------------------|
| 1. All Kiosks (Recommened Demonstration Project) | \$72,000 |
| 2. I-5 Gateway Signs (Renovation Project) | \$90,000 |
| 3. Wilsonville Road | \$177,000 |
| 4. Boones Ferry Road | \$70,000 |
| 5. Parkway Ave, from Elligsen Road to Town Center Loop | \$54,000 |
| Phase Two | |
| 6. Boeckman Road | \$130,000 |
| 7. Town Center Loop | \$40,000 |
| 8. Barber Street | \$19,000 |
| 9. Kinsman Road | \$5,000 |
| Phase Three | |
| 10. Grahams Ferry Road | \$62,000 |
| 11. 95th Ave | \$9,000 |
| 12. Canyon Creek Road | \$45,000 |
| 13. Elligsen Road | \$85,000 |
| 14. Tonquin Trail | 20,000 |
| 15. Memorial Park and adjacent neighborhood | \$40,000 |
| 16. Frog Pond District | \$31,000 |
| 17. Ridder Road | \$31,000 |
| 18. Charbonneau | \$45,000 |
| 19. All Park Signs (7 or as needed) | \$85,000 |
| Total | 1,110,000 |

Next Steps

- City Council Work Session March 4, 2019
- City Council Public Hearing March 18, 2019
- Demonstration Project Summer 2019
- Implement the Plan over time and as opportunities arise

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Project website:

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

