



TUALATIN DEVELOPMENT COMMISSION

Staff Report

TO: Honorable Chairman and Members of the Commission

THROUGH: Sherilyn Lombos, Administrator

FROM: Sid Sin, Urban Renewal / Economic Development Manager

DATE: April 14, 2025

SUBJECT:
Downtown Revitalization

RECOMMENDATION:

Provide feedback on the proposed downtown revitalization process and direct staff to move forward with:

- Creating a Community Advisory Committee to guide the downtown revitalization process
- Contracting with Civilis for community identity work
- Developing an intergovernmental agreement with the University of Oregon for the Sustainable City Year Program for a design charrette in the downtown area and other supporting studies
- Code amendments based on work that comes out of community identity and design charrette efforts

EXECUTIVE SUMMARY:

The goal of this process is to build on the great work already done for the Core Opportunity and Reinvestment Area Plan (CORA Plan) in 2022 and develop a community identity to put Tualatin's downtown in the best possible position to encourage revitalization and redevelopment opportunities.

In November 2022, the Tualatin Development Commission (TDC) adopted the CORA Plan. The urban renewal area is comprised of 457 acres (Attachment B) with a maximum indebtedness of \$140 million. The Plan was guided by a 10-member working group of varied stakeholder interests. The Plan included a vision for the area, projects and project funding for downtown that signaled the City's commitment and support for downtown revitalization. This memo outlines the process for revitalizing the downtown area and supports the Council's priority for making progress in the urban renewal area and bringing the community one step closer to connecting people through development.

The vision for the Plan states:

The Core Opportunity and Reinvestment Area Plan is a guiding document in our community's effort to strengthen the social, cultural and economic vitality of central Tualatin by funding projects that improve property values, eliminate existing and future blight, and create an active civic core.

Additionally, the following goals and priorities were identified as part of the planning process.

- Establish or create a common identity
- Enhance connectivity
- Ensure a collaborative approach

- Protect and promote the natural environment
- Foster mixed-use development
- Expand housing options

The time is right to begin this process. Since the Plan was adopted, the area continues to generate tax increment revenue for future projects. The downtown is poised for redevelopment and the community is anxious for new housing, retail and commercial options. Additionally, the City recently opened the new Veterans Plaza and completed its purchase of the last three acres of the six-acre riverfront park project. The riverfront park project can be one of many catalyst projects in the downtown area that can begin to generate interest, identity and redevelopment in the area.

The process is proposed to be guided by a Community Advisory Committee (CAC) that would include representatives from the City Council, Chamber of Commerce, Tualatin Parks Advisory Committee, business owners, Citizen Involvement Organizations, Tualatin Arts Advisory Committee, Aging Task Force, IDEA Committee, and a youth member. The CAC is envisioned to meet at least once a month throughout the process and be charged with championing the process, encouraging citizen involvement, being a liaison between city staff and the community, and providing input on project deliverables.

The process will also have the benefit of a Technical Advisory Committee (TAC) that will help inform the process. The TAC will include members from the following City departments, Planning, Engineering, Parks & Recreation, Public Works, City Manager's Office, as well as Tualatin Valley Fire and Rescue. This group will serve as subject matter experts, share information with other organizations and provide input on project deliverables.

There are three phases to this process, with the first two estimated to take approximately 16 months and cost between \$125-\$205K (depending on the availability of the University of Oregon matching funds). The last phase is approximately 8 months, and the budget will be determined later based on the outcome of the first two phases. The overall process is further described below, and the schedule is included as Attachment C.

Phase 1 - Identity and Placemaking (5 Months - \$45k)

Michele Reeves is the mastermind behind Civilis, an urban strategy firm focused on bringing urban design and the community (and businesses) together to create community identity and place making through collaboration and community building. A detailed scope of work and schedule is included as Attachment D and summarized below.

Outreach and engagement activities include:

- Small group focused interviews with community business and property owners
- Community survey
- Technical assistance for several businesses or properties
- Civic identity community workshop

The outcome of this process will include the creation of a civic identity report for the downtown that can be used to develop conceptual designs and code amendments.

Phase 2 - Urban Design Charrette and Concepts (12 months - \$80k-\$160k)

Following the community identity phase, the proposal is to work with the University of Oregon's Sustainable City Year Program (SCYP) to take the results of the identity phase and translate that into plans and drawings through a design charrette for areas of the downtown so people can visualize the future. The SCYP program has been partnering with Oregon communities for many years, bringing the academic community and many disciplines, including architecture, engineering, law, business, community planning and applying those specialties to solve real life practical issues. This process would harness the energy, enthusiasm and unrestricted creativity of academia and apply solutions to areas of the downtown that were identified as potential development opportunities in the area.

(Attachment E). Through this process, other areas of downtown may also emerge for further design consideration. Additionally, there may be the opportunity to look at more in-depth discrete projects such as floodplain design, downtown connectivity, stormwater management, wayfinding, etc. This process would be conducted over three academic terms (Sept 2025-June 2026) and begin in the Fall 2025 with graduate level site analysis work. The focus would be on understanding site characteristics and background analysis for the downtown such as transportation, land use, zoning, etc. That information would then be the basis for design for the winter and spring term architecture/landscape architecture design studios to reimagine the downtown. The end product will be multiple building and streetscape design concepts reflecting what the downtown could look like in the future. The community will be encouraged to participate and help shape the design phase by providing feedback at key points in the design process.

Phase 3 - Code Amendments for Design Standards (8 months)

This phase of the process translates the information gained through the community identity and design charrette to form the basis of the code amendments for new downtown design standards. City staff will lead this process supported by consultants. The final scope and budget will be determined based on the outcome of previous phases.

Tualatin Development Code Chapter 73E (Central Design District Design) Attachment F, describes design guidelines for the downtown area. While developments are encouraged to meet these standards (to the maximum extent possible), they are not required to meet these guidelines. Codifying design standards would provide certainty for the community as to what type of development is envisioned in the downtown area. Additionally, this provides certainty to the development community to ensure them of what is expected from a proposed development, and it also ensures them that the next developer will be held to the same high standards, thereby protecting their investment.

Upon completion of the three phases, “implementation” will be an on-going process that entails implementing the projects listed in the Plan, actively promoting development opportunities, and seeking development partners. This is also a good opportunity to review the projects identified in the Plan to determine the project priorities and amend or add new projects as needed based on the outcome of this work.

FINANCIAL IMPLICATIONS:

The estimated cost for this work is between \$125-\$205K (depending on the availability of the University of Oregon matching funds). The work will be funded through urban renewal consulting funds. Funding is available for the remainder of the fiscal year to begin the work, and funds have been budgeted for the next fiscal year to continue the work.

ATTACHMENTS:

- Attachment A: PowerPoint Presentation
- Attachment B: CORA Plan Boundary Map
- Attachment C: Downtown Revitalization Schedule
- Attachment D: Civilis Scope of Work
- Attachment E: CORA Development Opportunity Site Map
- Attachment F: Tualatin Dev. Code Chapter 73E, Central Design District Boundary Map