



Downtown Revitalization

Urban Renewal / Economic Development Division

April 14, 2025

AGENDA

- CORA Plan Vision
- Why now?
- Project Goals
- Proposed Community Advisory Committee
- Draft Timeline + Process
- Requested Direction



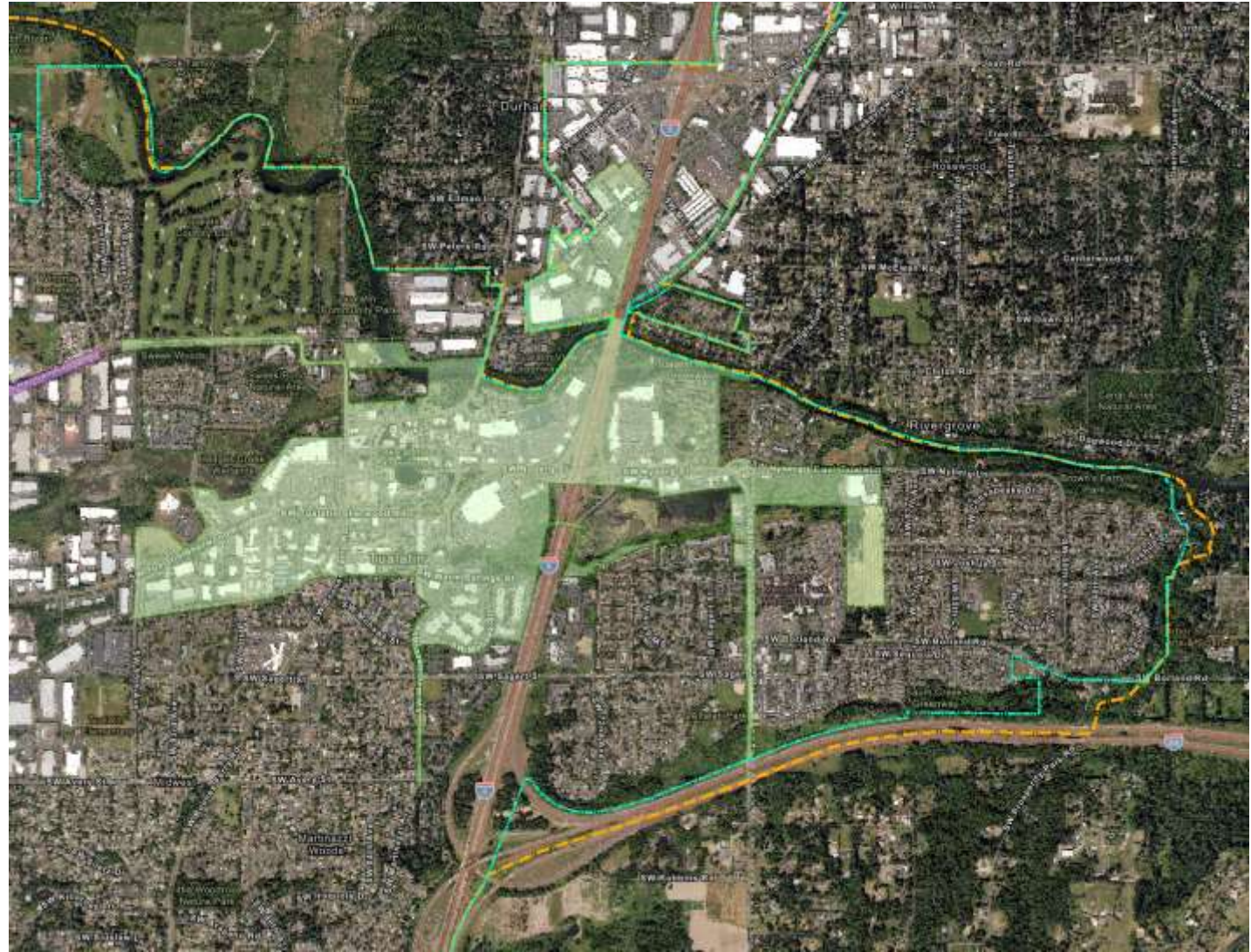
CORA PLAN VISION

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.



WHY NOW?

- CORA Plan adopted in 2022 \$140m future investment
- Veterans Plaza
- Riverfront Park property acquisition
- Untapped potential and ripe for redevelopment



PROJECT GOALS:

- Put Tualatin's downtown in the best possible position to encourage revitalization and redevelopment opportunities.
- Build upon the great work that has already been done
- Engage the community in developing a community identity
- Develop a process that results in implementation
- Encourage investment and redevelopment by providing certainty, reduce risk and partner with the development community



COMMUNITY ADVISORY COMMITTEE:

- City Council
- Aging Task Force / Juanita Pohl Center Steering Committee
- Parks Advisory Committee
- Arts Advisory Board
- Youth Member
- Inclusion Diversity Equity and Access Advisory Committee
- Community Involvement Organization
- Chamber
- Property / Business Owner
- Commercial / Housing / Development

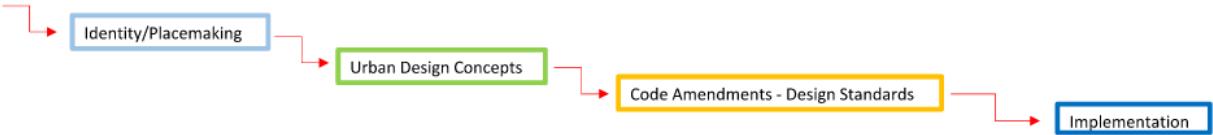
Note: Internal City Technical Advisory Committee & TVFR



DOWNTOWN REVITALIZATION PROCESS

Timeline: 24 months
Estimated Cost: \$205k (City \$125k [\$45k Civilis + \$80k UO] + \$80k UO Match) for Phases 1 & 2. Phase 3 budget is TBD.
Process - start with CORA Vision:

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Proposed Scope and Schedule

Description	Goal / Deliverable	Months	2025												2026												2027											
			2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	
CIVILIS urban strategist - Identity/Placemaking	Downtown identity / Placemaking	5																																				
U of O Sustainable City Year Program (SCYP) - Explore Design Aesthetics (\$80k)	• PPPM Graduate - site/planning analysis	4																																				
	• Arch / LA Studio - site plans / renderings	2.5																																				
	Note: SCYP requires 3 or more other "projects" TBD	2.5																																				
Code Amendments - Design Standards	TDC Chapter 73E-Central Design District Design Guidelines	8																																				
Implementation	CORA Projects, public/private Redevelopment																																					
Outreach / Community Engagement:																																						
• TDC / Council																																						
• Community Advisory Committee (External Stakeholders)																																						
• TAC (Internal stakeholders)																																						
• Development Community (Developers/Builders/Consultants/Brokers/Finance)																																						
• Public																																						



PHASE 1 - COMMUNITY IDENTITY /PLACEMAKING:

Civilis - Urban strategist bringing together Urban Design and Community (and businesses)

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

Outcome:

Community identity as foundation for conceptual designs and code amendments



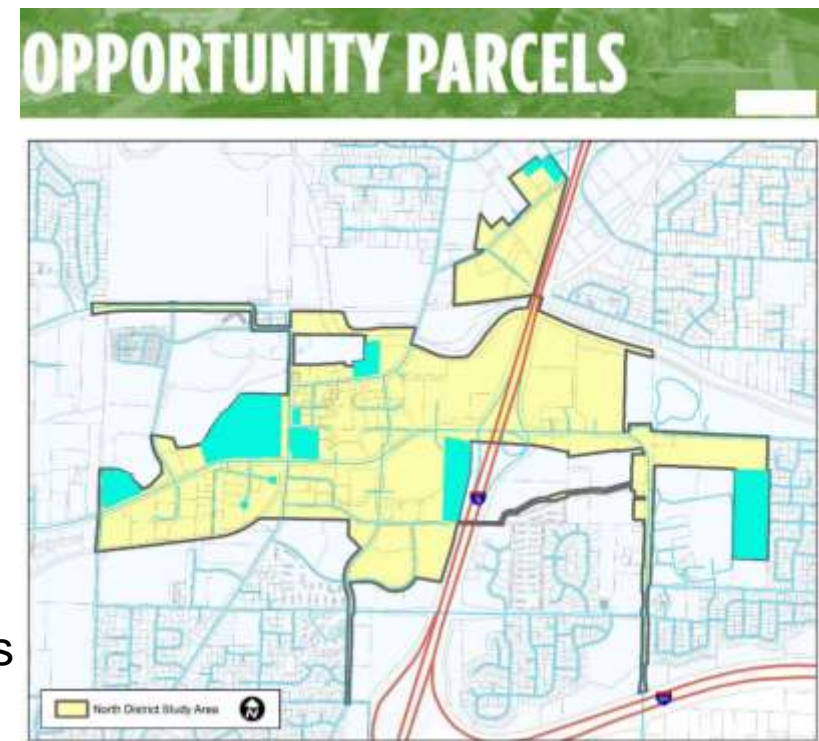
PHASE 2 – URBAN DESIGN CONCEPTS:

University of Oregon - Sustainable City Year Program
Architecture / Landscape Architecture Design Studios

- Graduate Level Site Analysis / Discrete Mini-Projects - Fall 2025
- Design Charrette - Winter 2025
- Design Charrette - Spring 2026

Outcome:

Visualize the future - translate Community Identity into plans and drawings



PHASE 3 - DESIGN STANDARDS CODE AMENDMENT:

Tualatin Development Code Chapter 73E Central Design District Design Guidelines:

- Central Tualatin Concept
- City Connections
- Spaces & Landscaping
- Buildings



IMPLEMENTATION:

Ongoing process to.....

- Review / Construct CORA Plan projects
- Actively promote development opportunities
- Seek like-minded development partners



REQUESTED DIRECTION:

Provide feedback on the 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





CITY *of*
TUALATIN

THANK YOU