

Interim Update Identity Findings & Actions

Presented to:
Tualatin, OR



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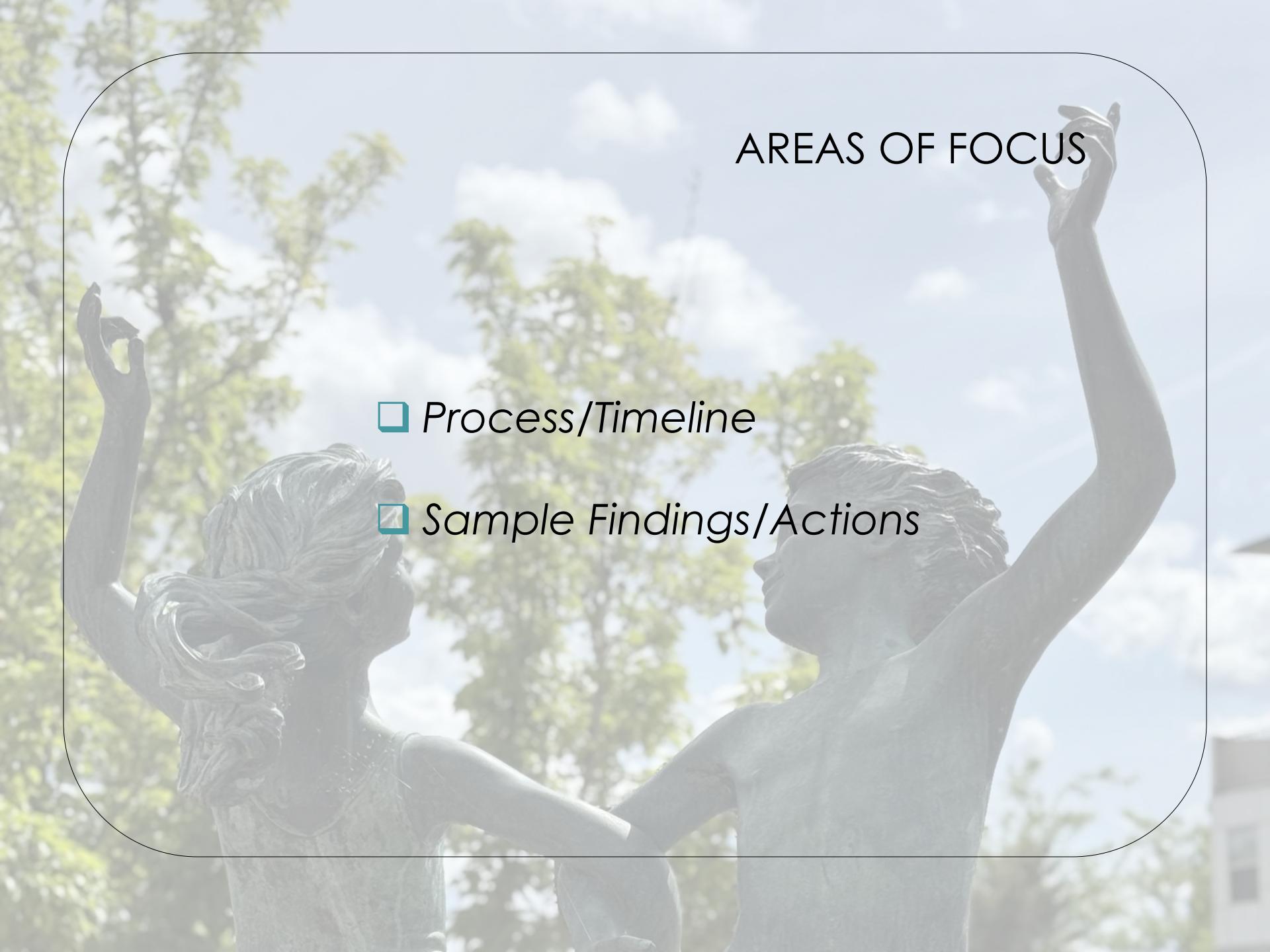


ACKNOWLEDGEMENTS

GRATITUDE

STORY FRAMEWORK CHECK IN





AREAS OF FOCUS

- Process/Timeline*
- Sample Findings/Actions*

AREAS OF FOCUS

- Process/Timeline***
- Sample Findings/Actions***

PROCESS

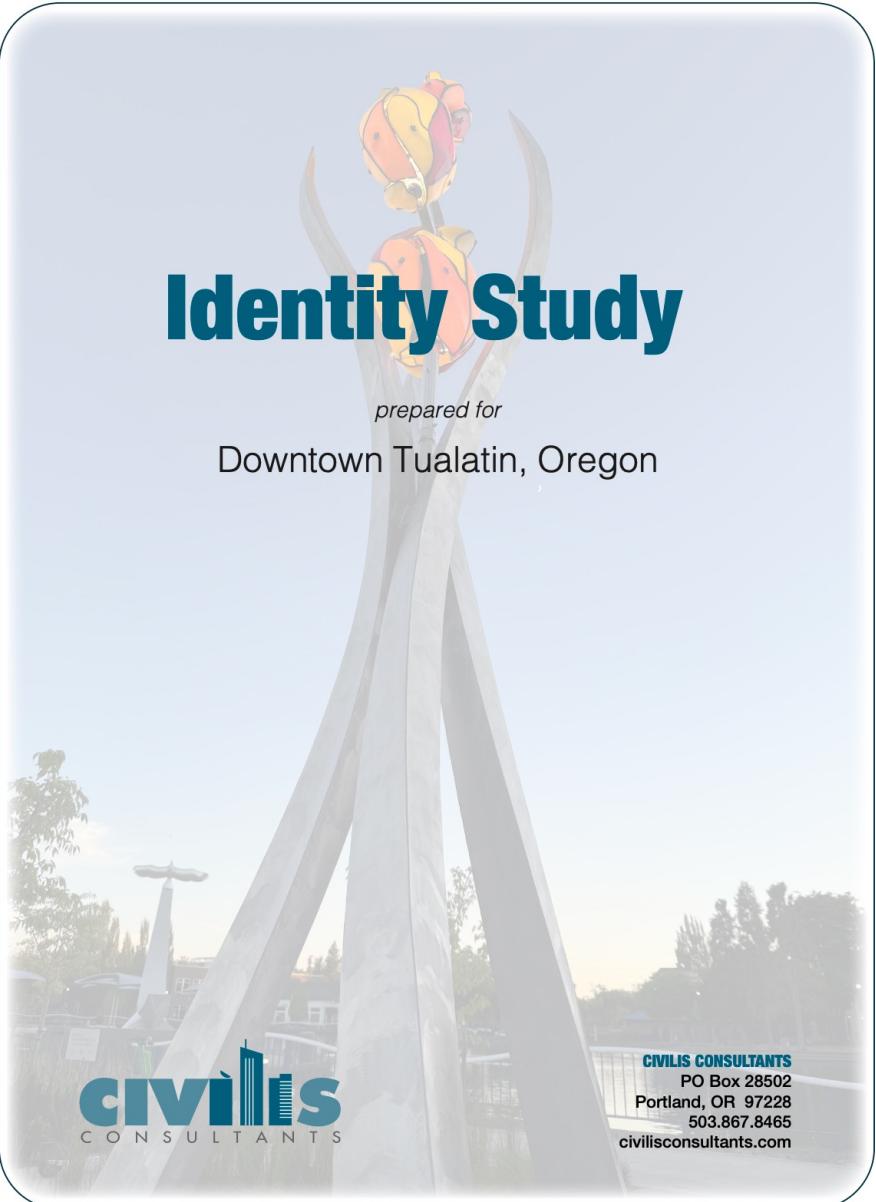
- Lots of Data Gathering and Assessment

PROCESS

- Lots of Data Gathering and Assessment
- Combined Report/Presentation Deliverable

PROCESS

- Lots of Data Gathering and Assessment
- Combined Report/Presentation Deliverable
- Report released October 10th



THE TOME

Civic Identity

THE TOME

Identity Study

• **2/3 Identity Findings**

Downtown Tualatin, Oregon

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Civic Identity

THE TOME

Identity Study

- **2/3 Identity Findings**

Downtown Tualatin, Oregon

- **1/3 Identity Actions**

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THE TOME

Identity Study

- **2/3 Identity Findings**

Downtown Tualatin, Oregon

- **1/3 Identity Actions**
- **Living Document**

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THE TOME

Identity Study

- **2/3 Identity Findings**

Downtown Tualatin, Oregon

- **1/3 Identity Actions**
- **Living Document**
- **NSI... never stop iterating**



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PROCESS

- Lots of Data Gathering and Assessment
- Combined Report/Presentation Deliverable
- Report released October 10th
- Presentation October 27th

PROCESS

- Lots of Data Gathering and Assessment
- Combined Report/Presentation Deliverable
- Report released October 10th
- Presentation October 27th
- Property Owner Meetings October 28th



AREAS OF FOCUS

Process/Timeline

Sample Findings/Actions

AREAS OF FOCUS

Process/Timeline

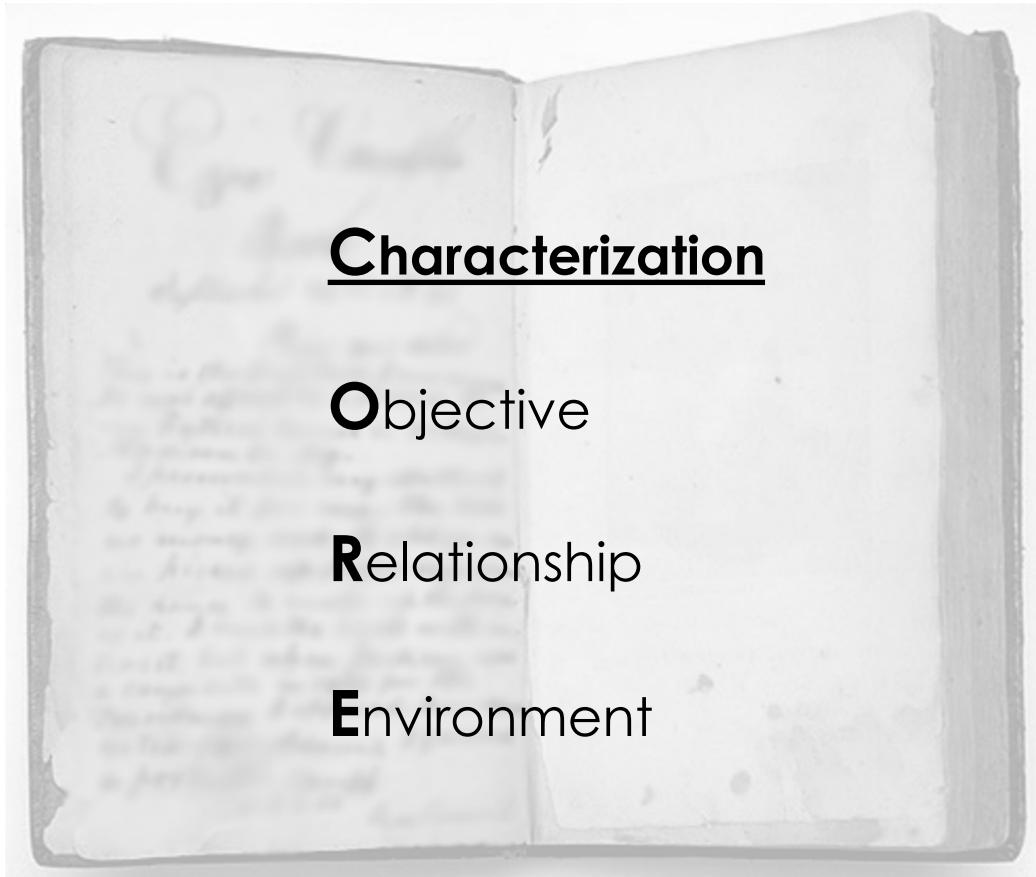
Sample Findings/Actions

REPORT ORGANIZATION

IDENTITY FINDINGS

IDENTITY ACTIONS

IDENTITY FINDINGS



WHAT WORDS DESCRIBE DOWNTOWN TUALATIN TODAY?

Civic Identity

WHAT WORDS DESCRIBE DOWNTOWN TUALATIN TODAY?

EXAMPLES OF SINGLE-MENTION EXPRESSIONS

UNINTERESTING

ATTEMPTING

GAIN

NOT WELL DESIGNED

LIMITED ATTRACTIONS

NO SPACE

NOTHING TO DO

ANYONE

COME

LACKS CHARM

LACKS PERSONALITY

GOOD WEATHER

PARTS

RUN-DOWN

SEA OF PARKING

UNFORTUNATELY

GIVEN

NO CONGREGATING

FEW SHOPS

FEW BUSINESSES

FEW ATTRACTIONS

LACKS FOOT TRAFFIC

SOMEWHERE

EXPLORE

MOVED

CIRCLE

SUBURBAN SHOPPING

GOOD BONES

NO PEOPLE

NORTH

NEEDS FACELIFTS

NEEDS NUDGE

REINVENT

THEMSELVES

MORE PLANTS

NICER

VEGETATION

MATURES

FRESHER

MORE CONTEMPORARY

MORE CREATIVE

WHAT WORDS DESCRIBE DOWNTOWN TUALATIN TODAY?

EXAMPLES OF SINGLE-MENTION EXPRESSIONS

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NEEDS NUDGE

REINVENT

THEMSELVES

MORE PLANTS

NICER

VEGETATION

MATURES

FRESHER

MORE CONTEMPORARY

MORE CREATIVE

DOESN'T LOOK LIKE
A DOWNTOWN

WHAT WORDS DESCRIBE DOWNTOWN TUALATIN TODAY?

EXAMPLES OF SINGLE-MENTION EXPRESSIONS

UNINTERESTING
ATTEMPTING
GAIN
NOT WELL DESIGNED
LIMITED ATTRACTIONS
NO SPACE
NOTHING TO DO
ANYONE
COME
LACKS CHARM
LACKS PERSONALITY
GOOD WEATHER
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RUIN-DOWN

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FEW BUSINESSES
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LACKS FOOT TRAFFIC
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MORE
MOVED
CIRCLE
SUBURBAN SHOPPING

GOOD BONES
NO PEOPLE
NORTH
NEEDS FAIRFLIFT
NEEDS JUDGE
PARKING
THEMSELVES
MORE PLANTS
NICER
VEGETATION
MATURES
FRESHER
MORE CONTEMPORARY
MORE CREATIVE

**PHYSICAL STORY
IS NOT A
DOWNTOWN STORY**



MUST COHESIVELY TELL STORY OF A DOWNTOWN

Road Stories

Sidewalk Stories

Parking Lot Stories

Art Stories

Building Stories

Window Stories

Characterization

CHARACTERIZATION

IDENTITY ACTIONS

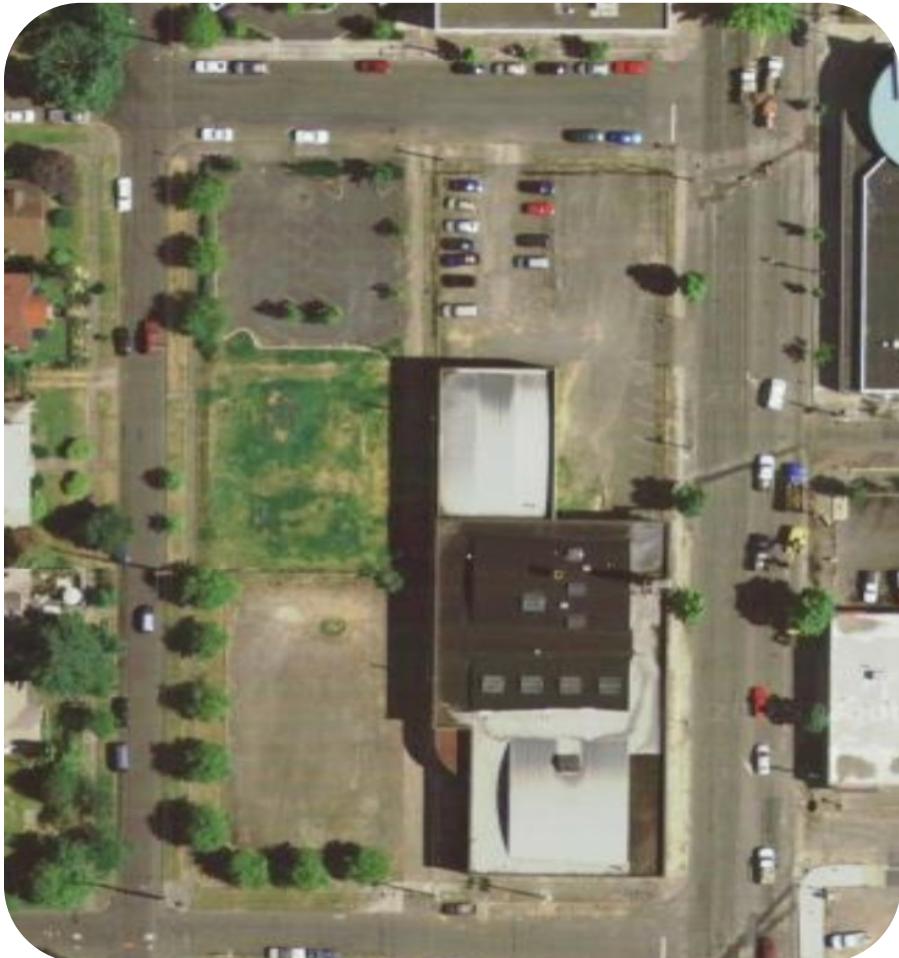
CHARACTERISTICS OF SUCCESSFUL DISTRICT

- **Critical Mass of Existing Buildings**
- **Buildings Built Right Next to Each Other**
- **Buildings Built Up to the Sidewalk**
- **18 Hours of Activity**
- **Intensity of Ground Floor Activity**
- **Great District Experience**
- **Continuity**
- **Spectacular Lighting**

DENSITY OF BUILDING FORM

- **Critical Mass of Existing Buildings**
- **Buildings Built Right Next to Each Other**
- **Buildings Built Up to the Sidewalk**

- **18 Hours of Activity**
- **Intensity of Ground Floor Activity**
- **Great District Experience**
- **Continuity**
- **Spectacular Lighting**



Courtesy of © Google Earth

FACILITATE
SITE
INTENSIFICATION



FACILITATE SITE INTENSIFICATION



Courtesy of Google Maps

STEP 1: RENOVATE AND RE-TENANT EXISTING BUILDING



EXISTING BUILDING

EXISTING BUILDING





VANPORT



Courtesy of Google Maps

STEP 2: BUILD NEW,
THREE STORY MIXED-
USE, OFFICE OVER
RETAIL

NEW BUILDING





VANPORT

STEP 3: BUILD ROW
HOUSING ALONG THE
BACK.

Courtesy of Google Maps

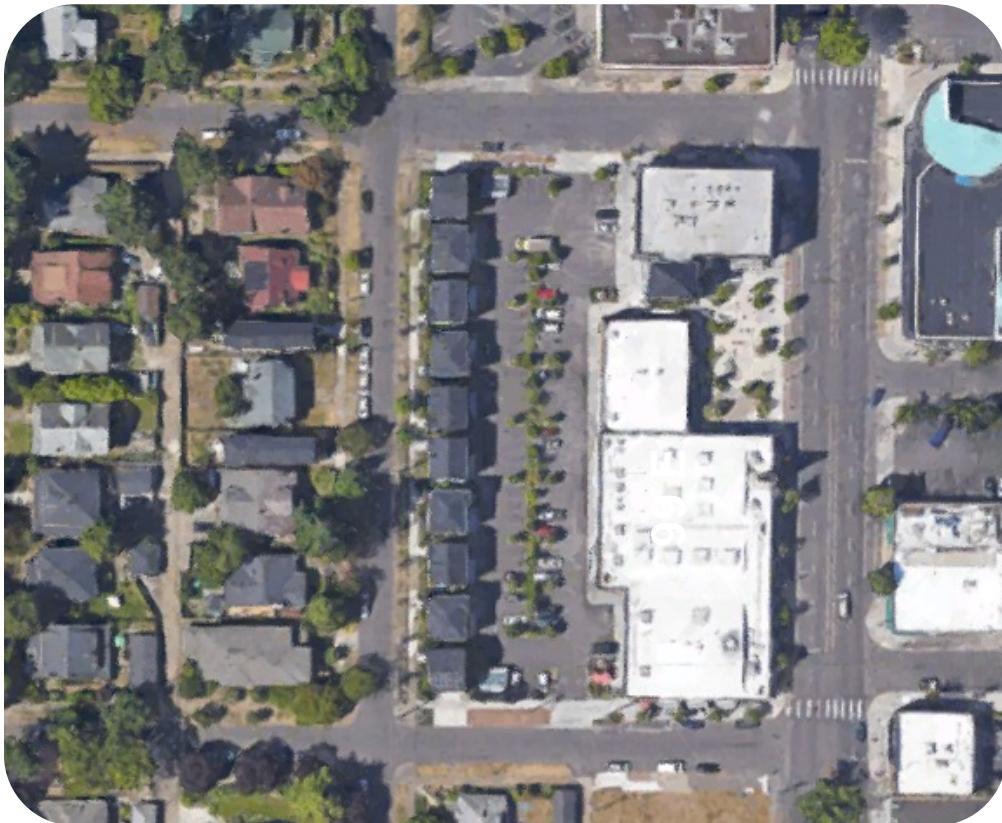


VANPORT



LESS INTENSE USE

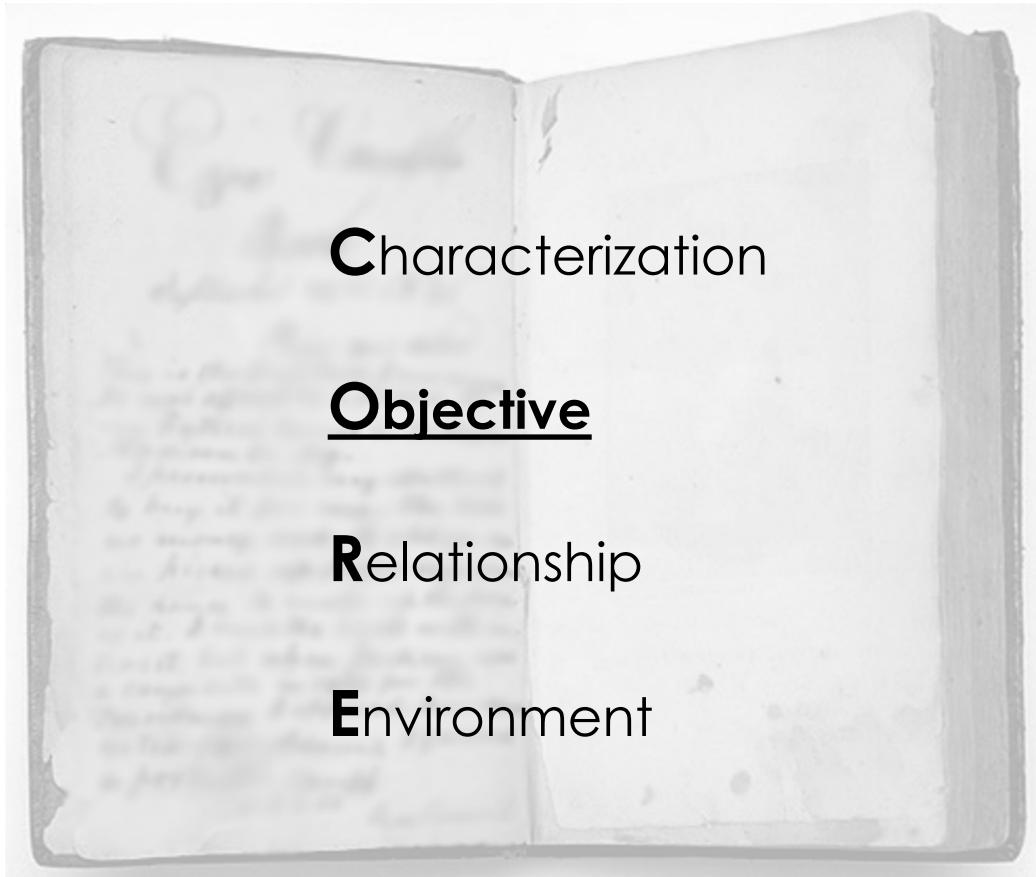
Courtesy of © Google Earth



MORE
INTENSE
USE

Courtesy of © Google Maps

IDENTITY FINDINGS



IF DOWNTOWN WERE A PERSON...

... a middle schooler who is completely unsure of themselves, they have pimples and are going through puberty. They don't know who they are or what their values are. They are confused.

IF DOWNTOWN WERE A PERSON...

I see them as more on the elderly side, I see them enjoying the ducks and watching fishermen, they live slowly but are still active.

IF DOWNTOWN WERE A PERSON...

It feels like Carl from the movie Up. Not the happy adventurous Carl, but the Carl who has a shadow of a personality because he's just living day to day after the passing of Ellie. Downtown needs a young Russell to add adventure and fun and let Carl in on the latest trends and pass on the reigns to the next generation.

OBJECTIVE

IDENTITY ACTIONS

OBJECTIVE

IDENTITY ACTIVATION
SO MANY ACTIVITIES
RECOMMENDATIONS



SHOWCASE WHAT IS
ALREADY ACTIVE!



TIF PROGRAMS CAN HELP WITH
LIGHTING AND WINDOW FILM

EVEN SELL PAPER
PRODUCTS!

LAB ST
OURCE
RE

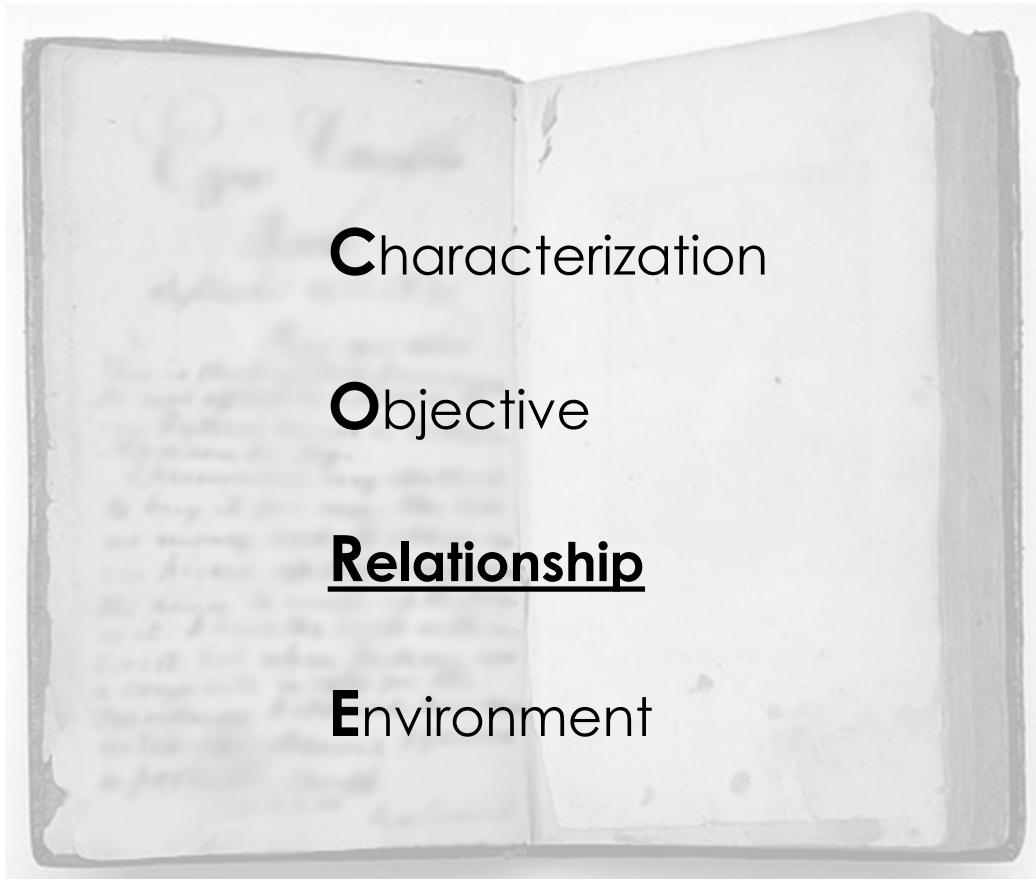


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Civic Identity

IDENTITY FINDINGS



Characterization

Objective

Relationship

Environment

MOST BELOVED BUSINESSES?

LOCAL, FOOD, COMMUNITY

MOST
BELOVED
BUSINESSES?

RELATIONSHIP

IDENTITY ACTIONS

MOST
BELOVED
BUSINESSES?

INCENTIVIZE LOCAL, FOOD AND COMMUNITY

BEAVERTON RESTAURANT STRATEGY

OPB

SEPT. 22, 2025

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BUSINESS

How Beaverton's long-term bet on its downtown is paying off



By [Sukhjot Sal](#) (OPB)

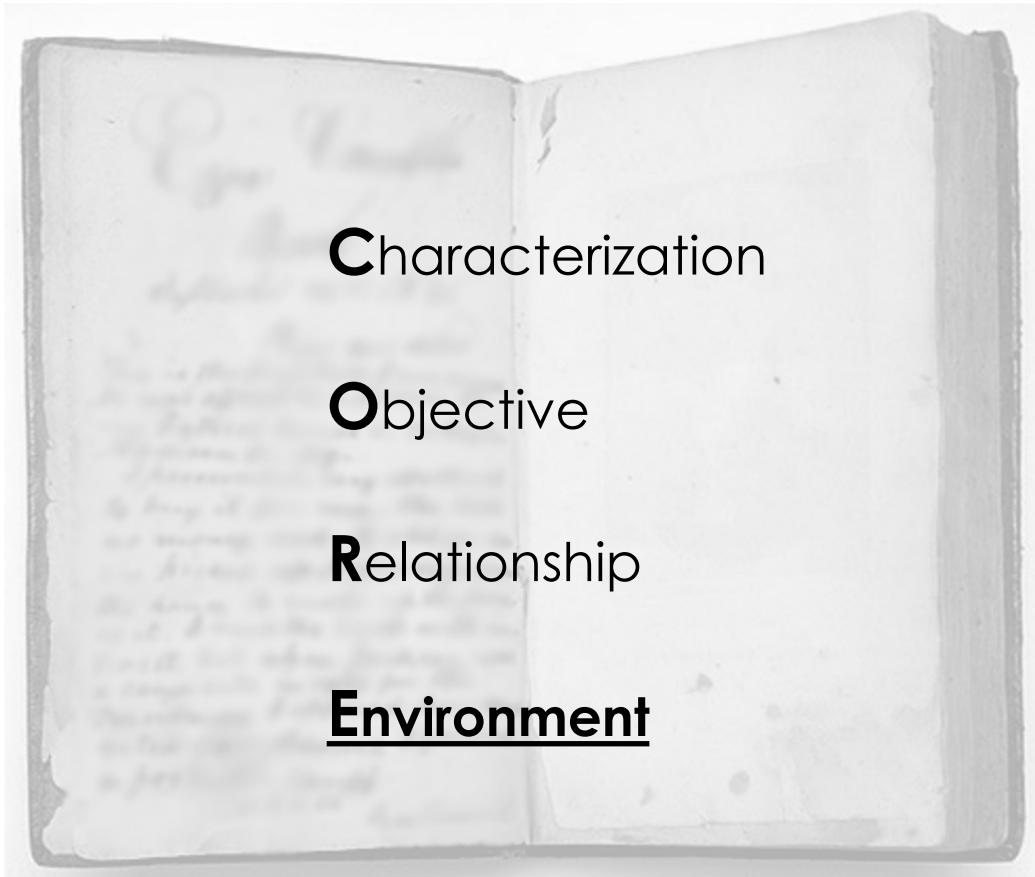
July 7, 2025 8 a.m.

One of the most diverse cities in Oregon is growing faster than ever following the implementation of a groundbreaking restaurant strategy eight years ago. Here's how it happened, and what's next.

FOOD CART POD!



IDENTITY FINDINGS



HOW IS TUALATIN PERCEIVED?

HOW IS TUALATIN PERCEIVED?

GREENWAY, RIVER, PARKS, AND FUTURE DOWNTOWN

ENVIRONMENT

IDENTITY ACTIONS

EASILY ROLL & STROLL BETWEEN

**PARKS
TRAILS
DOWNTOWN EXPERIENCE**

**SUBURBAN SHOPPING
MEDICAL AND VET
SERVICES
BANKING
RANGE OF FOOD OPTIONS**

EASILY ROLL & STROLL BETWEEN

**PARKS
TRAILS** **go hard**
DOWNTOWN EXPERIENCE

**SUBURBAN SHOPPING
MEDICAL AND VET
SERVICES** **connect**
BANKING
RANGE OF FOOD OPTIONS

AREAS OF FOCUS

 **Process/Timeline**

 **Sample Findings/Actions**

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