

# Interim Update Identity Findings & Actions

*Presented to:  
Tualatin, OR*



## **CIVILIS CONSULTANTS**

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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

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- 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



# Identity Study

*prepared for*  
Downtown Tualatin, Oregon



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## THE TOME

THE TOME

# Identity Study

## • 2/3 Identity Findings

preparation for  
Downtown Tualatin, Oregon



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## THE TOME

### Identity Study

- **2/3 Identity Findings**  
prepared for  
Downtown Tualatin, Oregon
- **1/3 Identity Actions**



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## THE TOME

### Identity Study

- **2/3 Identity Findings**  
prepared for  
Downtown Tualatin, Oregon
- **1/3 Identity Actions**
- **Living Document**



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# THE TOME

## Identity Study

- **2/3 Identity Findings**  
prepared for  
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 10<sup>th</sup>
- Presentation October 27<sup>th</sup>

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

# AREAS OF FOCUS



**Process/Timeline**



*Sample Findings/Actions*



## AREAS OF FOCUS

☒ *Process/Timeline*

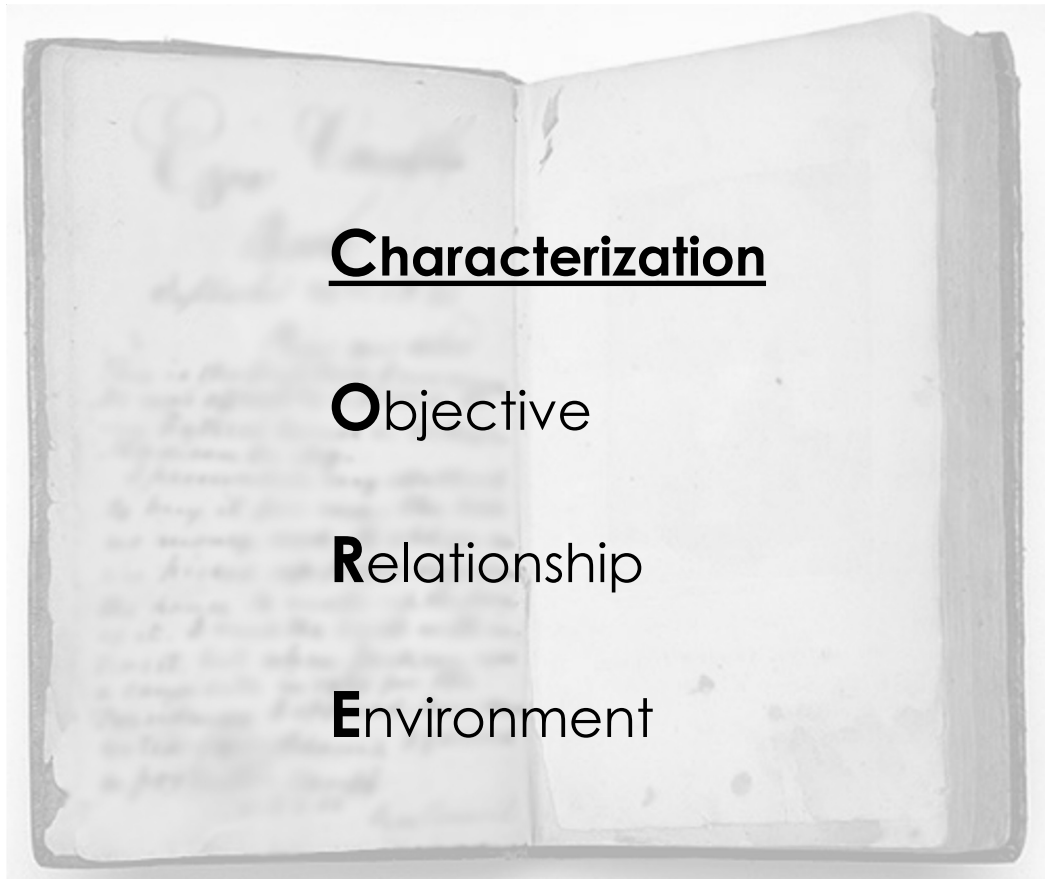
☐ ***Sample Findings/Actions***

## 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

RUIN-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



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MUST COHESIVELY TELL STORY OF A DOWNTOWN

**Road Stories**

**Sidewalk Stories**

**Parking Lot Stories**

**Art Stories**

**Building Stories**

**Window Stories**

**C**haracterization

# 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**
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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





Courtesy of Google Maps

## VANPORT

STEP 3: BUILD ROW  
HOUSING ALONG THE  
BACK.





# VANPORT



Courtesy of © Google Earth

## LESS INTENSE USE

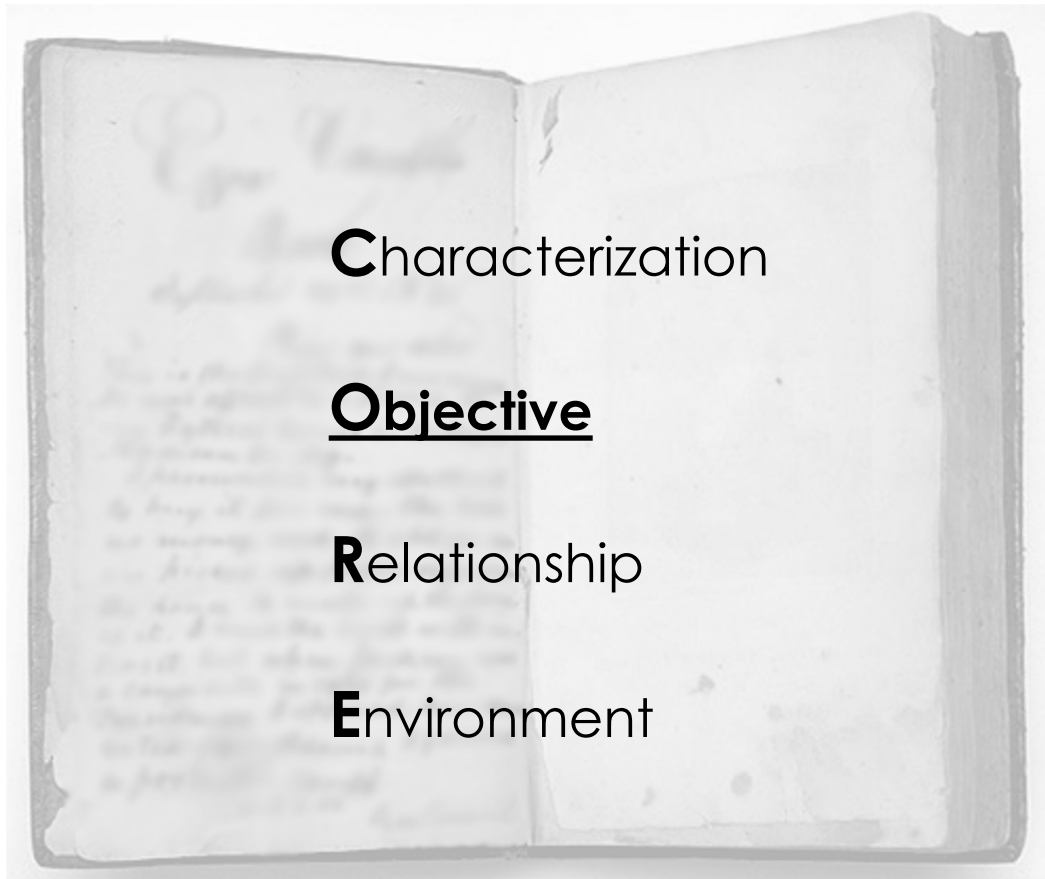


Courtesy of © Google Maps

MORE  
INTENSE  
USE



# 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 ACTIONS**  
**SO MANY ACTIVITY**  
**RECOMMENDATIONS**



SHOWCASE WHAT IS  
ALREADY ACTIVE!





TIF PROGRAMS CAN HELP WITH  
LIGHTING AND WINDOW FILM



EVEN SELL PAPER  
PRODUCTS!

LAB STORE

SOURCE  
RE

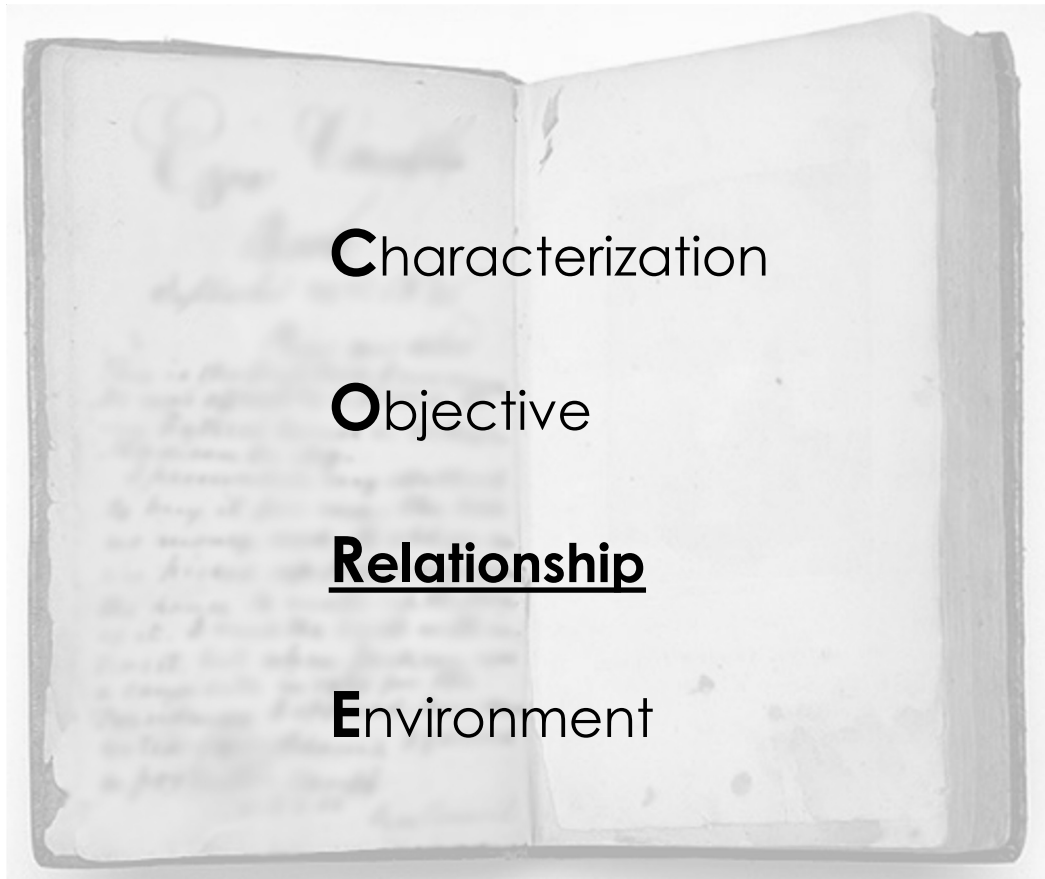
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# IDENTITY FINDINGS



**C**haracterization

**O**bjective

**R**elationship

**E**nvironment



[illegible]

[illegible]



RELATIONSHIP

# IDENTITY ACTIONS

MOST  
BELOVED  
BUSINESSES?

# INCENTIVIZE LOCAL, FOOD AND COMMUNITY

# BEAVERTON RESTAURANT STRATEGY



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.**

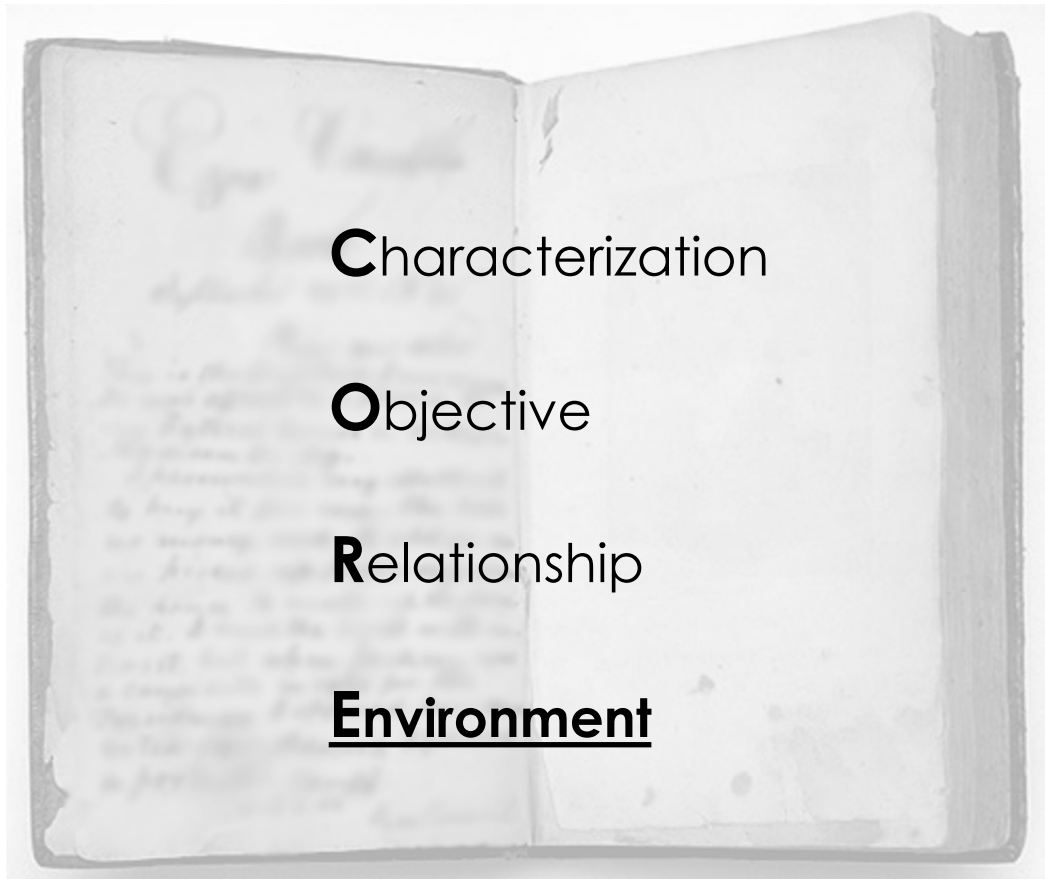


# FOOD CART POD!

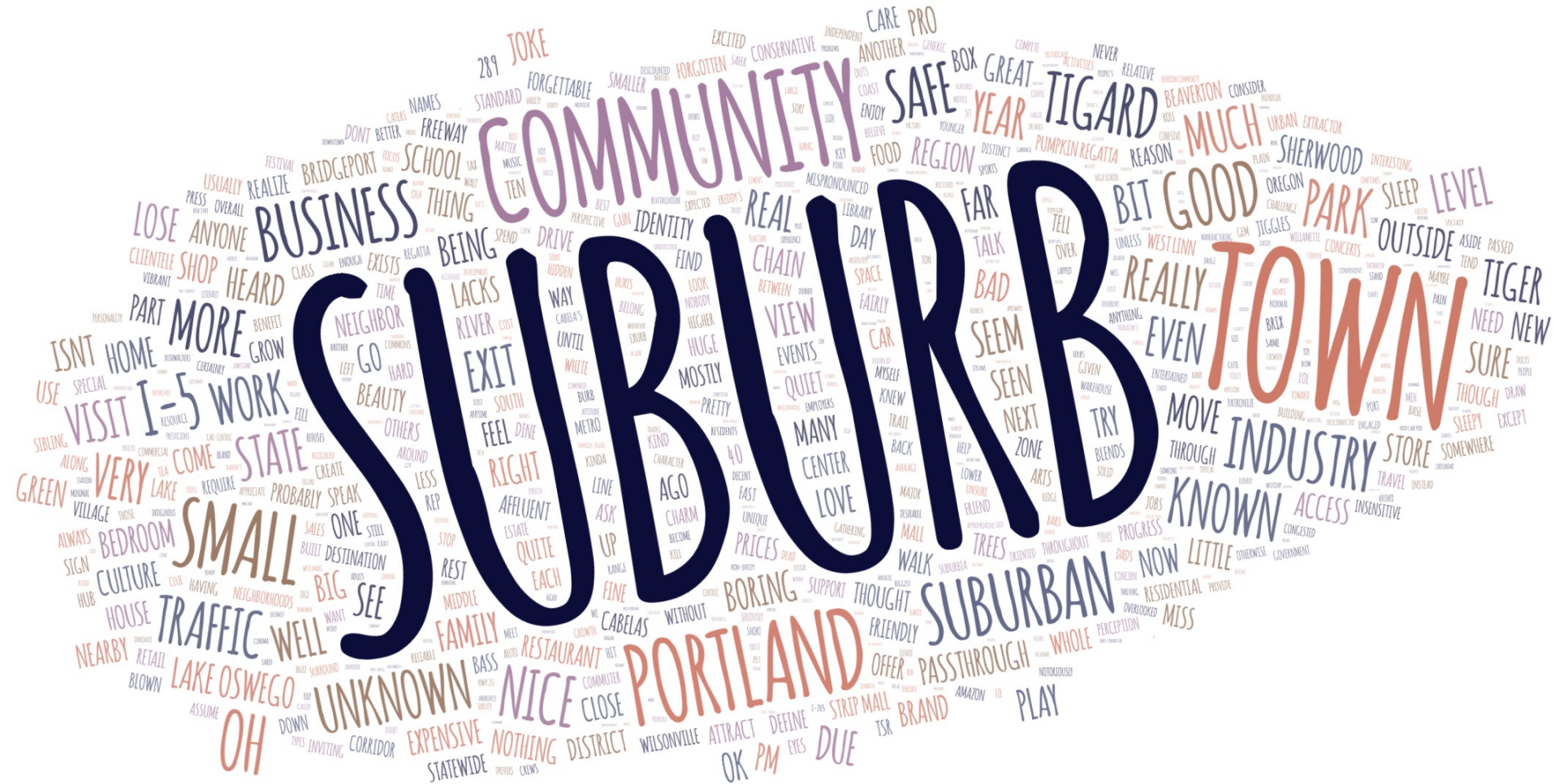




# IDENTITY FINDINGS

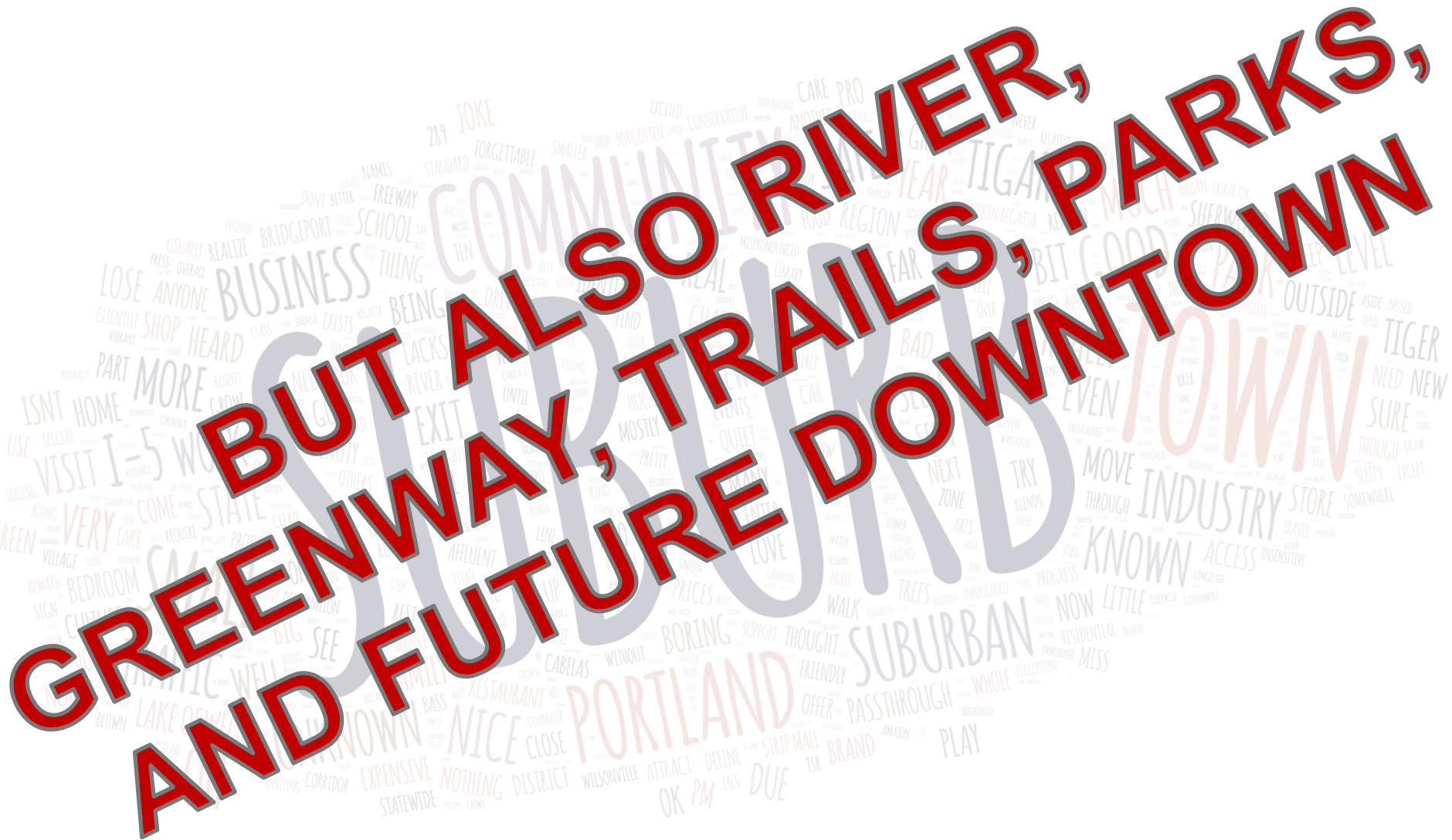


## HOW IS TUALATIN PERCEIVED?



HOW IS TUALATIN PERCEIVED?

**BUT ALSO RIVER, PARKS,  
GREENWAY, TRAILS, DOWNTOWN  
AND FUTURE**



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**

**DOWNTOWN EXPERIENCE**

**go hard**

# SUBURBAN SHOPPING

## MEDICAL AND VET

# SERVICES

# BANKING

## RANGE OF FOOD OPTIONS

# connect





## AREAS OF FOCUS

 *Process/Timeline*

 ***Sample Findings/Actions***

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