

Mixed-Use/Downtown 101

Thoughts for Tualatin TIF



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ACKNOWLEDGEMENTS

GRATITUDE!



SPEED ROUND OF A GAME SHOW!



SPEED ROUND

OF A
GAME SHOW

**START BY ASKING
YOU THREE QUESTIONS**

I like...

I wish...

What if...

OVERVIEW

❑ DOWNTOWN ECONOMIC STAGES

❑ INTERVENTION → STAGE

❑ PACK ANIMALS

QUICK CHAT ABOUT FOCUS GROUPS



QUICK CHAT ABOUT FOCUS GROUPS

InColor Salon

Integrity Staffing

KBNP Radio

Century Hotel

Floor & Décor

STLHD

Cobalt Development

NW College School of
Beauty

Winona Grange

Artur Café

Doha Tea Lounge

Tualatin Station

CI Bar & Grill

Hedges Green Shopping
Center

Nyberg Partners

Banner Bank

IDEA Committee
Housing Advocate

Unite Oregon Various
Departments

Two Tualatin High
Students

La Barca Guerrero

La Isla Bonita

Rosie's Kitchen

OVERVIEW

❑ DOWNTOWN ECONOMIC STAGES

❑ INTERVENTION → STAGE

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OVERVIEW

❑ DOWNTOWN ECONOMIC STAGES

❑ INTERVENTION → STAGE

❑ PACK ANIMALS

ECONOMIC STAGES

- Emerging
- Transition
- Mature

ECONOMIC STAGES

- **Emerging**
- Transition
- Mature

EMERGING



EMERGING



EMERGING



EMERGING



EMERGING



EMERGING



EMERGING



ECONOMIC STAGES

- Emerging
- **Transition**
- Mature

TRANSITION



TRANSITION

TRANSITION

TRANSITION



TRANSITION



TRANSITION





TRANSITION

TRANSITION



TRANSITION



USED TO BE SIMILAR



ECONOMIC STAGES

- Emerging
- Transition
- **Mature**

MATURE



MATURE



MATURE



MATURE



MATURE



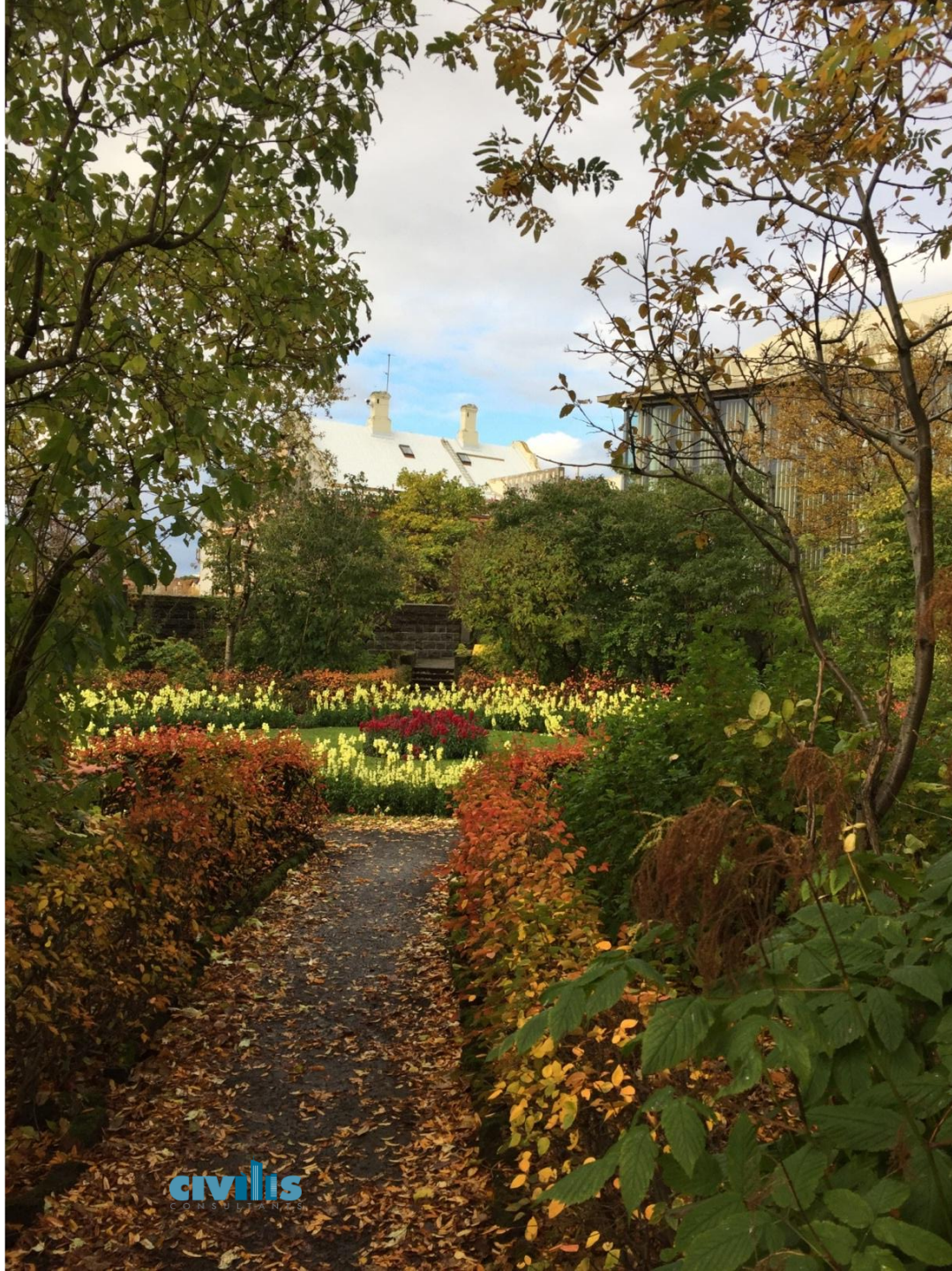
MATURE





MATURE

MATURE





MATURE

MATURE

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**

BIG DOWNTOWN



SMALL DOWNTOWN



SCALE DIFFERENCE:

BUILDING FOOTPRINT

BUILDING HEIGHT



HOUSING CAN CONTRIBUTE TO GROUND FLOOR EXPERIENCE



HOUSING CAN CONTRIBUTE TO GROUND FLOOR EXPERIENCE



HOUSING CAN CONTRIBUTE TO GROUND FLOOR EXPERIENCE



HOUSING CAN
CONTRIBUTE TO
GROUND FLOOR
EXPERIENCE

**CONSIDER
HIGH STREET MODEL
HOUSING/RETAIL
BALANCE**

HIGH STREET
HOUSING OVER
RETAIL/SERVICE

SURROUNDED BY
MID-RISE DENSE
HOUSING



OVERVIEW

☒ DOWNTOWN ECONOMIC STAGES

☐ INTERVENTION → STAGE

☐ PACK ANIMALS

OVERVIEW

☒ DOWNTOWN ECONOMIC STAGES

☐ INTERVENTION → STAGE

☐ PACK ANIMALS

ECONOMIC STAGES

➤ Don't Skip Stages

ECONOMIC STAGES

- Don't Skip Stages... “can speed ‘em up”

ECONOMIC STAGES

- Don't Skip Stages
- Property Owners, Business Owners and Adaptive Reuse/Agencies Have to All Be Rowing in the Same Direction

CHARACTERISTICS OF SUCCESSFUL DISTRICT

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THE DISTRICT IS A
PRIMARY
EXPERIENCE!





THE DISTRICT IS A
PRIMARY EXPERIENCE!



THE DISTRICT IS A
PRIMARY EXPERIENCE!



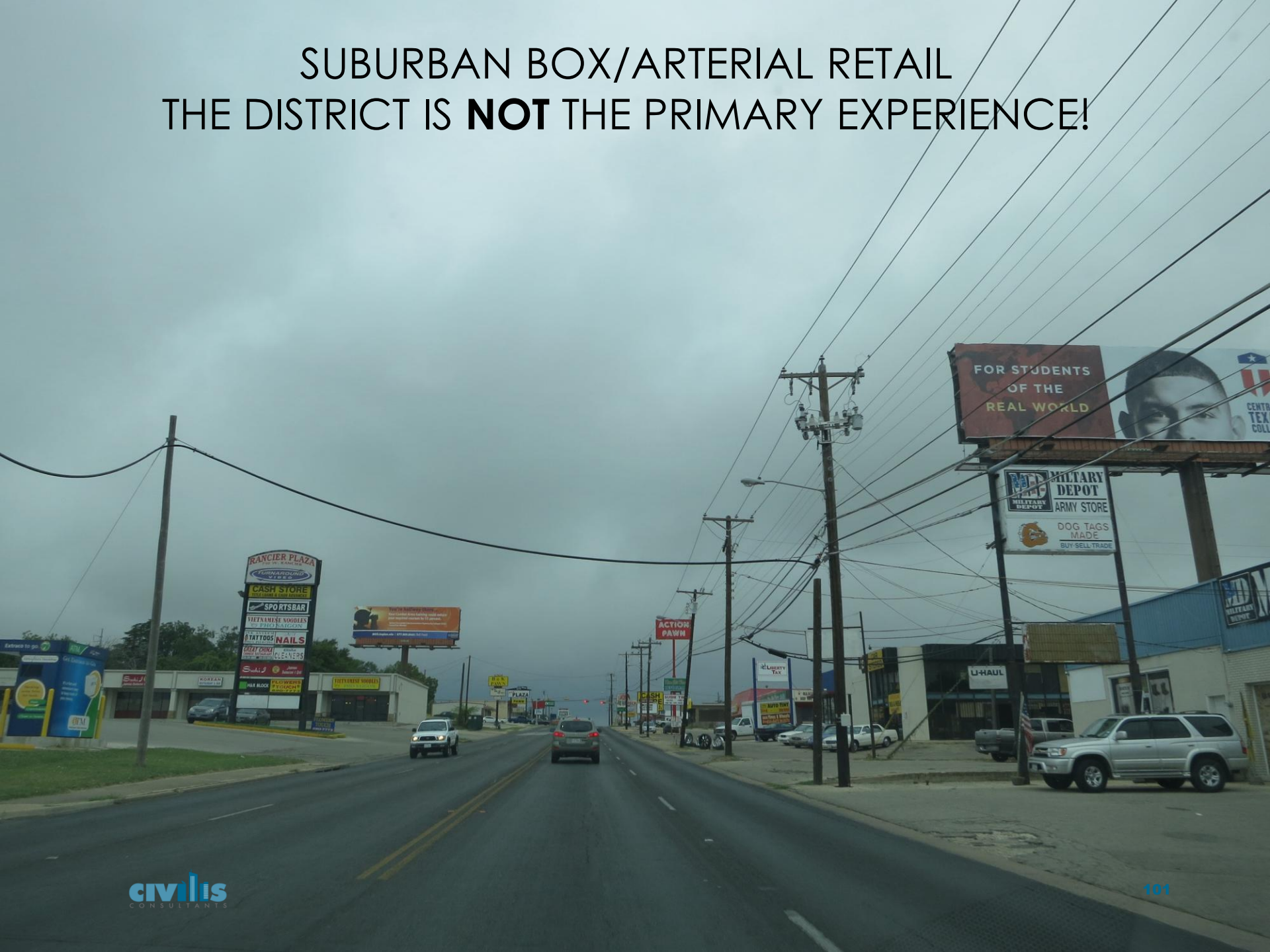
THE DISTRICT IS A PRIMARY EXPERIENCE!

BEFORE

SHE JUST TOOK THE
AWNING OFF!



SUBURBAN BOX/ARTERIAL RETAIL THE DISTRICT IS **NOT** THE PRIMARY EXPERIENCE!



SUBURBAN BOX/ARTERIAL RETAIL THE DISTRICT IS **NOT** THE PRIMARY EXPERIENCE!



SUBURBAN BOX/ARTERIAL RETAIL
THE DISTRICT IS **NOT** THE PRIMARY EXPERIENCE!



SUBURBAN BOX/ARTERIAL RETAIL
THE DISTRICT IS **NOT** THE PRIMARY EXPERIENCE!

OBJECTIVELY NOT
PLEASANT

ECONOMIC STAGES

- Don't Skip Stages
- Property Owners, Business Owners and Adaptive Reuse/Agencies Have to All Be Rowing in the Same Direction.
- Match Construction Efforts to Stage

CONSTRUCTION TO STAGE



- Emerging
- Transition
- Mature



**SIMPLE
ADAPTIVE
REUSE**



AN OCCUPIED BUILDING IS A SAVED BUILDING



AN OCCUPIED
BUILDING...

IS A SAVED
BUILDING



CONSTRUCTION TO STAGE

**REDEV &
SMALL
NEW CONST**



- Emerging
- Transition
- Mature

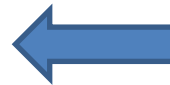


CONSTRUCTION TO STAGE



- Emerging
- Transition
- Mature

FANCY REUSE
HIGH END
NEW CONST



THIS
USUALLY
DOESN'T
HAPPEN IN
EMERGING
DISTRICTS

CHROMOS™ eyewear

you
BUY
GLASSES

CHROMOS
CARES
GIVES FREE
GLASSES

Many Pittsburgh
kids in need can
now SEE better and
LEARN better.

eye exams

GLASSES, SUNGLASSES, CONTACT LENSES

CHROMOS™
eyewear

CHROMOS
CARES
GIVES FREE
GLASSES

EST. 2015 PITTSBURGH, PA

COMPLETE
PAIR STARTING
AT \$39

INCLUDES
CHROMOS FRAME
SINGLE VISION
LENSES

GENERALLY
DOESN'T
HAPPEN IN
EMERGING
DISTRICTS



OVERVIEW

☒ DOWNTOWN ECONOMIC STAGES

☒ INTERVENTION → STAGE

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OVERVIEW

☒ DOWNTOWN ECONOMIC STAGES

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SHORTCUT TO ASSESS A DISTRICT



PEOPLE

SUBJECT:

NUMBER

AU

DULUTH, MINN.

165-WW 243 87

PHOTOGRAPHER

4-21-19

REC'D

TAKEN

DESCRIPTION:

WAR ACTIVITIES IN DULUTH, MINN.

Sailors' Band for the Third
Liberty Loan Drive.



ISSUED:

Mc

NOTES:

3-5605

PEOPLE



PEOPLE



PEOPLE



PEOPLE



**GROUND FLOOR BRICK
AND MORTAR MUST
BE DESIGNED FOR GREAT
IN-PERSON EXPERIENCE**

PACK ANIMALS



Showcase People

DO
WHAT OTHER
PEOPLE ARE DOING.



DO
WHAT OTHER
PEOPLE ARE DOING



DO
WHAT OTHER
PEOPLE ARE DOING



PACK ANIMALS

- **Showcase People**
- **People Out of Cars... Cross Pollinating**



**THIS IS HOW
DOWNTOWNS &
MAIN STREETS
MAKE MONEY**

CROSS POLLINATION
=
SALES \$/SF

PEOPLE WALK TO
NEXT THING
THAT THEY SEE





PEDESTRIAN CROSS POLLINATION

ROLLING AND STROLLING



GO BY BIKE closes
end of shift
Friday 12/16/16
and reopens
Tuesday 1/3/2017

For alternative parking
options, please visit
www.ohsu.edu/bike.

See you in 2017!

PACK ANIMALS

- **Showcase People**
- **People Out of Cars... Cross Pollinating**
- **Every Biz at Sidewalk Must Contribute**

CREATIVE OFFICE NOT AT GRADE



BREW PUB



BEFORE



DENTIST

**WHY SHOULD A DENTIST
CARE ABOUT GROUND
FLOOR EXPERIENCE?**





**EVERY BUSINESS
IMPACTS EVERY OTHER
BUSINESS 24/7**

PACK ANIMALS

- **Showcase People**
- **People Out of Cars... Cross Pollinating**
- **Every Biz at Sidewalk Must Contribute**
- **Value Upstairs Tied to Success Downstairs**

LACK VISUAL INTEREST



DARK WINDOWS



COVERED WINDOWS



TIRED BUILDINGS



NO PEOPLE



NO PEOPLE



IF IT'S CRAPPY ON THE GROUND FLOOR

**VISITORS WON'T WANT
TO LIVE, WORK, OR
PLAY UPSTAIRS**

OVERVIEW

✓ DOWNTOWN ECONOMIC STAGES

✓ INTERVENTION → STAGE

✓ **PACK ANIMALS**

OVERVIEW

- ✓ DOWNTOWN ECONOMIC STAGES
- ✓ INTERVENTION → STAGE
- ✓ **BONUS CONTENT!**
✓ BACK ANIMALS

PARKING!



PARKING!

**DOWNTOWNS
MAKE \$\$/BUILD BRAND
VIA PEDS & CYCLISTS
CIRCULATING**

PARKING!

- **Encourage Dense Development**
- **Promote Park Sharing**
- **Become Park-Once District**

DOWNTOWN CIRCULATION

- **Going to/from work**
- **Going to/from car**
- **Catching transit**
- **Kid pick up/drop off**
- **Medical appointments**

DOWNTOWN CIRCULATION

➤ Going to/from work

➤ Going to/from car

➤ Catching transit

➤ Kid pick up/drop off

➤ Medical appointments

NOT JUST SHOPPING

OVERVIEW

✓ DOWNTOWN ECONOMIC STAGES

✓ INTERVENTION → STAGE

✓ **PACK ANIMALS**



I LIKE
I WISH
WHAT IF

STORY FRAMEWORK SURVEY



Characterization

Objective

Relationship

Environment

SURVEY QUESTIONS... CHARACTERIZATION

What words would you use to describe Tualatin today?

What words would you use to describe Tualatin in the past?

What words do you most want to hear describe Tualatin in the future?

SURVEY QUESTIONS... OBJECTIVE

What are the people who live in Tualatin passionate about?

Is there another place or district anywhere in the world that offers an experience that Tualatin Commons/downtown aspires to provide? What about that experience do you like? (To be clear, this question is not asking if you want Tualatin to copy another place. Instead, we want to know what places make you feel something you might want to feel/experience in Tualatin!!)

If Tualatin Commons/downtown was a person, based on how it looks, acts, and promotes itself today, what would you say it is feeling right now? (Sometimes, to get at those "feeling" words, it's easier to begin by describing the person you envision: age, gender, how they dress, what they do for work, etc. After that, it's easier to think about how that person feels. Please feel free to share both your descriptions of the people and how they are feeling.)

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SURVEY QUESTIONS... RELATIONSHIP

Who relates and who doesn't relate to Tualatin Commons/downtown right now, and why?

What are the most beloved businesses in Tualatin Commons? (Again, just want your first pass, top-of-mind answers. Don't think about it too much.)

What are Tualatin's leading businesses across the entire city? (However you define leading is fine... they can be the same or different than beloved businesses.)

SURVEY QUESTIONS... ENVIRONMENT

Are there places you avoid in the Commons/downtown?

What words would you use to describe the region around Tualatin?

How is Tualatin perceived in the region? How is Tualatin perceived throughout the State of Oregon?

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