

Commercial Community Involvement
Organization (CCIO)

Summary Members Report to the CAC

October 29, 2025
6:00 pm

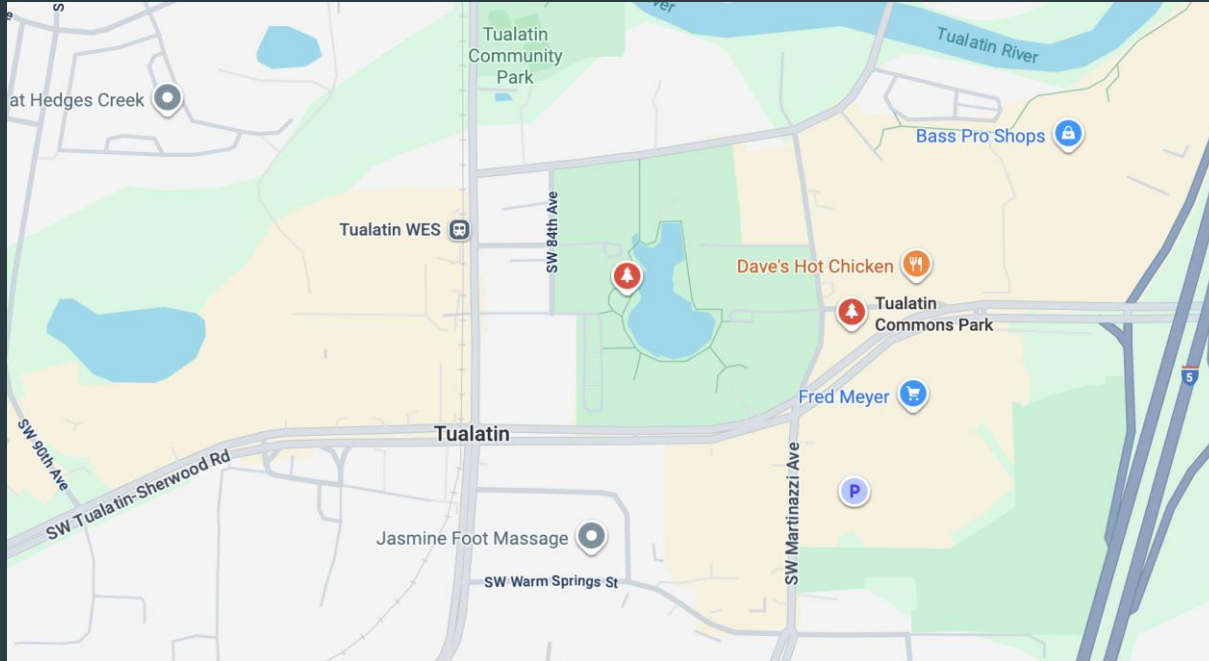
Overview

- ↵ Assumptions
- ↵ Objectives to achieve economic viability
- ↵ Recommended request for action
- ↵ Challenges

Existing Business & Property Owners' Assumptions – Long-Term Study Likely to Recommend

- ↴ Keeping the Lake on the Commons in some way and encouraging greater use.
- ↴ Identifying and highlighting the Downtown Tualatin area.
 - ↴ The area will be greater than the Commons.
 - ↴ The area will be no greater than:
 - ↴ To the east - I-5
 - ↴ To the south - SW Warm Springs Street
 - ↴ To the north - Tualatin River and Wetlands
 - ↴ To the west - SW 90th Street

Maximum Downtown Area



Objectives

- ↴ Identify the downtown area.
- ↴ Increase awareness and use of the Lake and the Commons.
- ↴ Help visitors and customers find the Lake, public parking lots, and businesses.
- ↴ Increase business visibility and economic viability.

Recommended Requests for Action

- ↵ Improved lake maintenance.
- ↵ Improve signage
 - ↵ 1. ODOT sign applications:
 - ↵ Freeway
 - ↵ Entrance to Downtown
 - ↵ 2. Replace inadequate monument signs and add directional signage on SW Martinazzi and SW Boones Ferry.
 - ↵ 3. Upgrade public parking signs.
 - ↵ 4. Add wayfinding signs.
 - ↵ 5. Allow "A" Frame signs.
- ↵ Allow food carts in the Lake Grove area.
- ↵ Defined geographic area of Downtown Tualatin.

Improve Lake Maintenance.

- ↓ Customers have complained about strong odors and debris floating in the Lake.
- ↓ Bricks are swept but not power-washed, leaving unpleasant duck droppings.
- ↓ More visible signs stating no swimming, no fishing, and no feeding the ducks are needed.



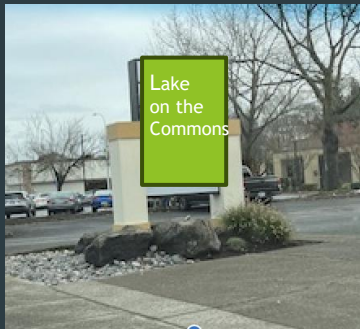
Signage Problem #1 - ODOT needs to tell drivers we have a downtown and a lake.

- ↓ Solution - Apply to ODOT to add the words Downtown Tualatin and Lake on the Commons to I-5 exit signs; add to directional sign on SW Nyberg entering town.



Signage Problem #2- Directional signage to the Commons and entry sign are inadequate; no mention of a Lake.

- Solution - Install a “post sign” Lake on the Commons entry in both locations.
- Use creative design (not shown).
- Increase the height and visibility of monument signs.



Signage Problem #2 (continued) - Entry on the east side to the Lake on the Commons can't be seen on SW Nyberg

- ↓ Solution - Install an “arch gateway” The Lake at the Commons sign at the turnaround on SW Nyberg (current monument sign unreadable from the road).



Signage Problem #3 - Inadequate directional signs to public parking lots, and the current Core Parking Signs are unreadable at a distance.

- ↩ Solution - Update the current public parking lot signs with standard signs and add directional signs on SW Martinazzi and SW Boones Ferry.



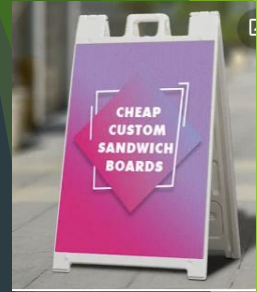
Signage Problem #4 - Need wayfinding signs in public parking lots directing visitors to the Lake, the Mews, the Commons, the Library, and local businesses.

- ↓ Solution - Use pole signs with arrows. Businesses are willing to pay a fee to have their name and directions displayed.



Signage Problem #5 - Repeal “A” Frame Prohibition for Commercial Use.

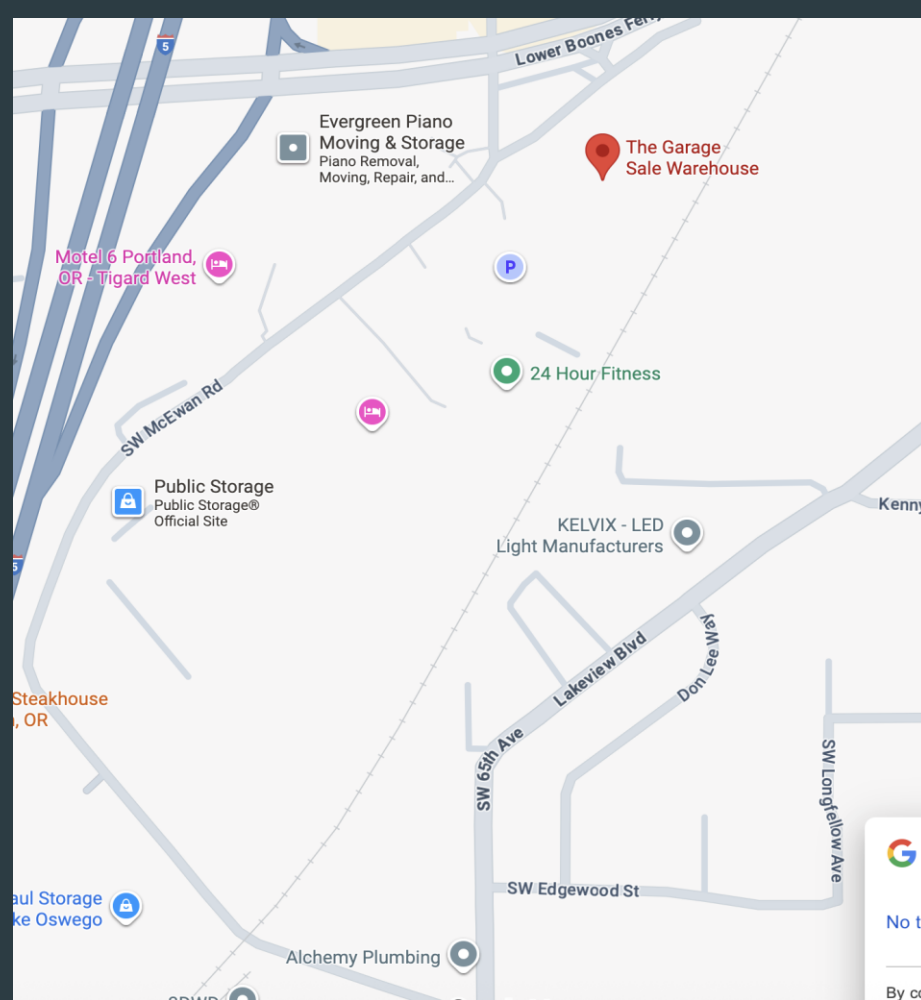
- ↓ Governed by Municipal Code TDC 38.130 (4) Prohibited Signs.
- ↓ Repeal the existing section (4) and add regulations regarding size, dimensions, and other restrictions similar to those applied to other signs.
- ↓ Many businesses realize there's a prohibition when a competitor complains about their sign.
- ↓ Currently, enforcement is inconsistent and biased.
- ↓ For many companies, an “A” Frame sign is essential to stay competitive.



Once the Lake is cleaner, add or recruit more activities on the Commons and around the Lake.

- ↴ Collaborate with local businesses, nonprofits, and other organizations to promote the use of the Commons.
- ↴ Add more seating and tables.
- ↴ Fund “flags ” or “fabric” on top of the business's entry, with strong regulation softening the look of the brick and hard surfaces, making Tualatin a fun and artistic place.
- ↴ Consider painting murals on the concert building faces, such as the outdoor eating area at G-Man Brewery & Sports Bar.
- ↴ Encourage model boat races or similar club activities.

Tualatin/ Lake Grove Area



Needed ordinance change - we are missing an opportunity.

- ↴ Encouraging economic viability and growth should not be limited to the downtown area.
- ↴ An ordinance change is needed to allow food carts in the Lake Grove area.
- ↴ The location is ideal for a food cart, given its proximity to I-5 and SW Boones Ferry, as well as the existing parking lot available on the south side of SW Boones Ferry.

CCIO Downtown Survey Results - Long Term Planning Challenges.

- ↓ Will the Plan include:
 - ↓ Flow improvement from east to west across the Commons?
 - ↓ Architectural guidelines and funding assistance to bring the existing structures into code compliance?
 - ↓ Limitation on the number of “massage parlors” on Warm Springs and other locations?
 - ↓ Planned projects for the former Clark Lumber and Precision Countertop sites?
- ↓ Once the Downtown area is defined, establish an independent Downtown Association.

If Downtown is determined to be the assumed maximum area - Need a Downtown Tualatin Sign

↩ Solution:
Add the word
Downtown to the
existing Tualatin
Geese Entryway
Sculpture.



Thank you!

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Contact tualatincommercialcio@gmail.com