

Commercial Community Involvement
Organization (CCIO)

Summary Members Report to the CAC

October 29, 2025
6:00 pm

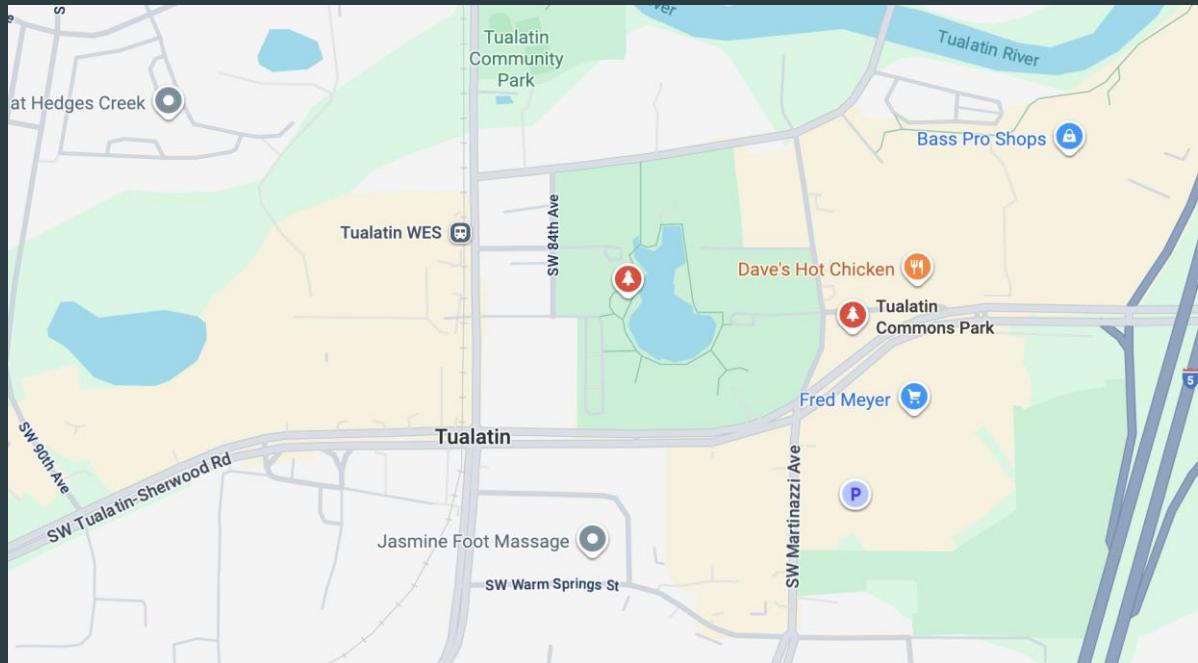
Overview

- ↳ 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.
- ↳ Define 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.

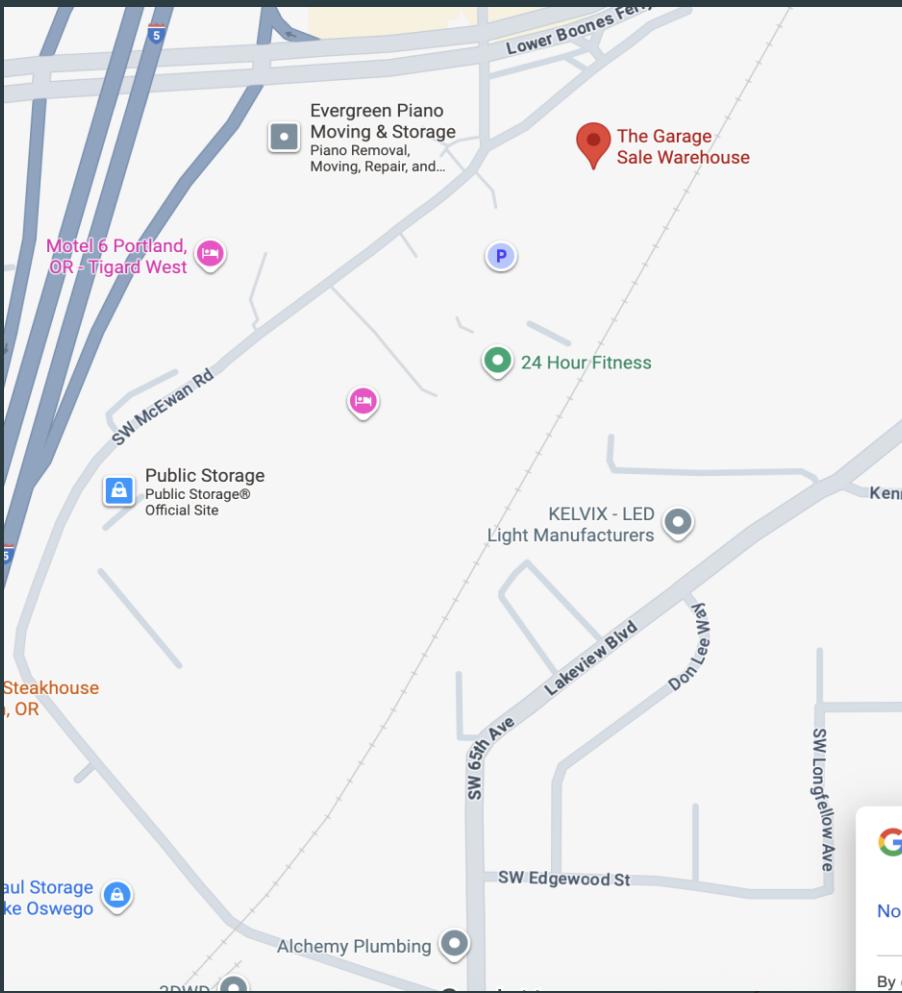
- ↳ Governed by Municipal Code TDC 38.130 (4) Prohibited Signs.
- ↳ Repeal the existing section (4) and add regulations regarding size, dimensions, and other restrictions similar to those applied to other signs.
- ↳ Many businesses realize there's a prohibition when a competitor complains about their 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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