

Identity Findings & Actions CAC Presentation

*Presented to:
Tualatin, OR*



CIVILIS CONSULTANTS

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ACKNOWLEDGEMENTS

GRATITUDE

OVERVIEW



Identity Study

prepared for

Downtown Tualatin, Oregon



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AREAS OF FOCUS

- ❑ *Characterization*
- ❑ *Objective*
- ❑ *Relationship*
- ❑ *Environment*

REPORT ORGANIZATION

IDENTITY FINDINGS

IDENTITY ACTIONS



AREAS OF FOCUS

- ❑ **Characterization**

- ❑ *Objective*

- ❑ *Relationship*

- ❑ *Environment*

CHARACTERIZATION

IDENTITY FINDINGS

A large, colorful word cloud shaped like a map of the United States, representing the words used in the article. The words are arranged in a way that they fit the geographical outline of the country. The words are in various colors and sizes, with some being larger and more prominent than others. The colors include shades of blue, green, yellow, orange, red, and purple. The words are scattered across the map, with some appearing in the center and others along the edges. The words are in a sans-serif font. The overall effect is a vibrant and detailed representation of the article's content.

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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CIRCLE

SUBURBAN SHOPPING

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NORTH

NEED A LIFT

NEEDS JUDGE

REINVENT

THEMSELVES

MORE PLANTS

NICER

VEGETATION

MATURES

FRESHER

MORE CONTEMPORARY

MORE CREATIVE



MUST COHESIVELY TELL STORY OF A DOWNTOWN

Road Stories

Sidewalk Stories

Parking Lot Stories

Art Stories

Building Stories

Window Stories

Signage Stories

Marketing Stories

Characterization

MOSTLY SUBURBAN BORDER ROAD



GOOD DOWNTOWN BORDER ROAD

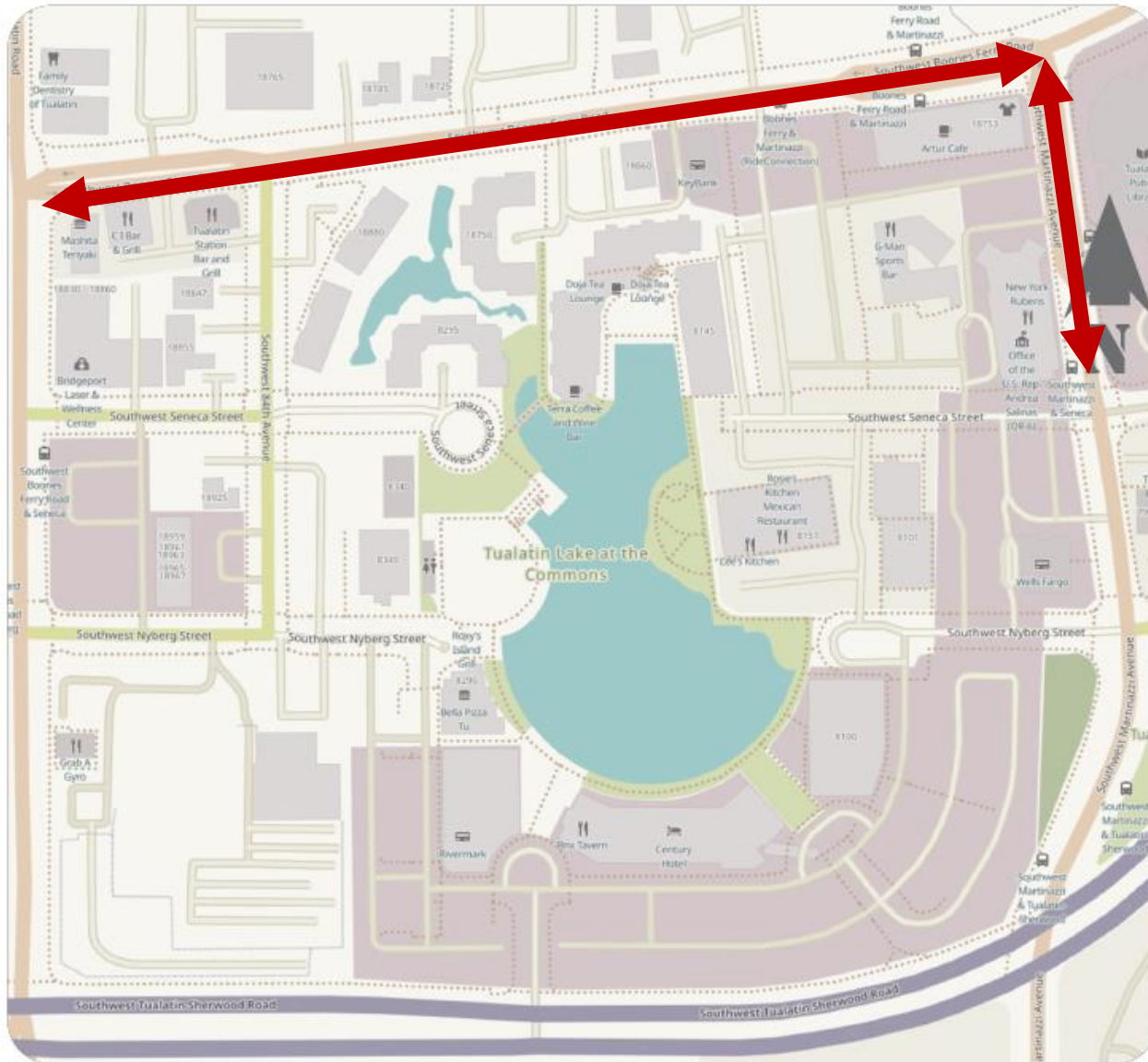


WHERE ARE BEST BORDER ROADS



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BEST BORDER ROADS

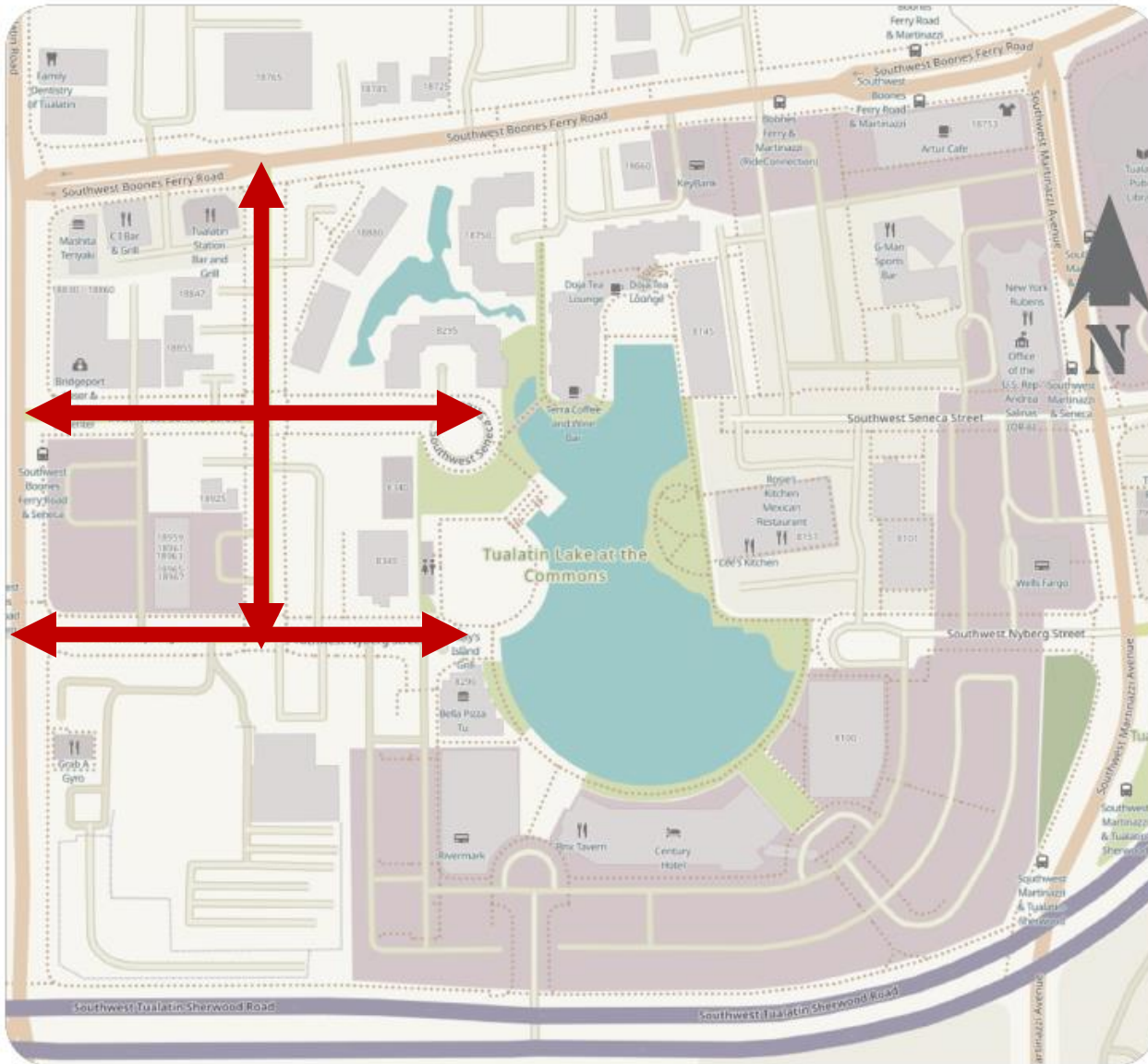


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INTERNAL ROADS



WEST SIDE
HAS MINI
GRID WITH
N/S STREETS



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A detailed map of the Tualatin Commons area. The central feature is Tualatin Lake at the Commons, surrounded by various buildings and green spaces. Key streets include Southwest Boones Ferry Road running horizontally across the top, Southwest Martinazzi Avenue running vertically along the right side, and Southwest Tualatin Sherwood Road running horizontally across the bottom. Numerous commercial establishments are labeled, such as Marsha Teriyaki, C-1 Bar & Grill, Twatson Station Bar and Grill, Bridgeport Bar & Restaurant, Daji Tea Lounge, Daji Tea Lounge, Sema Coffee and Wine Bar, Roger's Kitchen Mexican Restaurant, Bobo's Kitchen Mexican Restaurant, G-Man Sports Bar, New York Rubens, Office of the U.S. Rep. Scott Peters, Wells Fargo, Grob A Gyo, Rivermark, Stone Tavern, Century Hotel, and Southwest Martinazzi & Tualatin Sherwood. A large red crosshair is overlaid on the map, centered on the lake, with arrows pointing north, south, east, and west. A north arrow is located in the upper right corner. The map also shows several bus stops and transit routes indicated by icons and dashed lines.



Civic Identity

INTERNAL CIRCULATION

**MAJORITY OF
CIRCULATION IS
PARKING LOT
LANEWAYS**

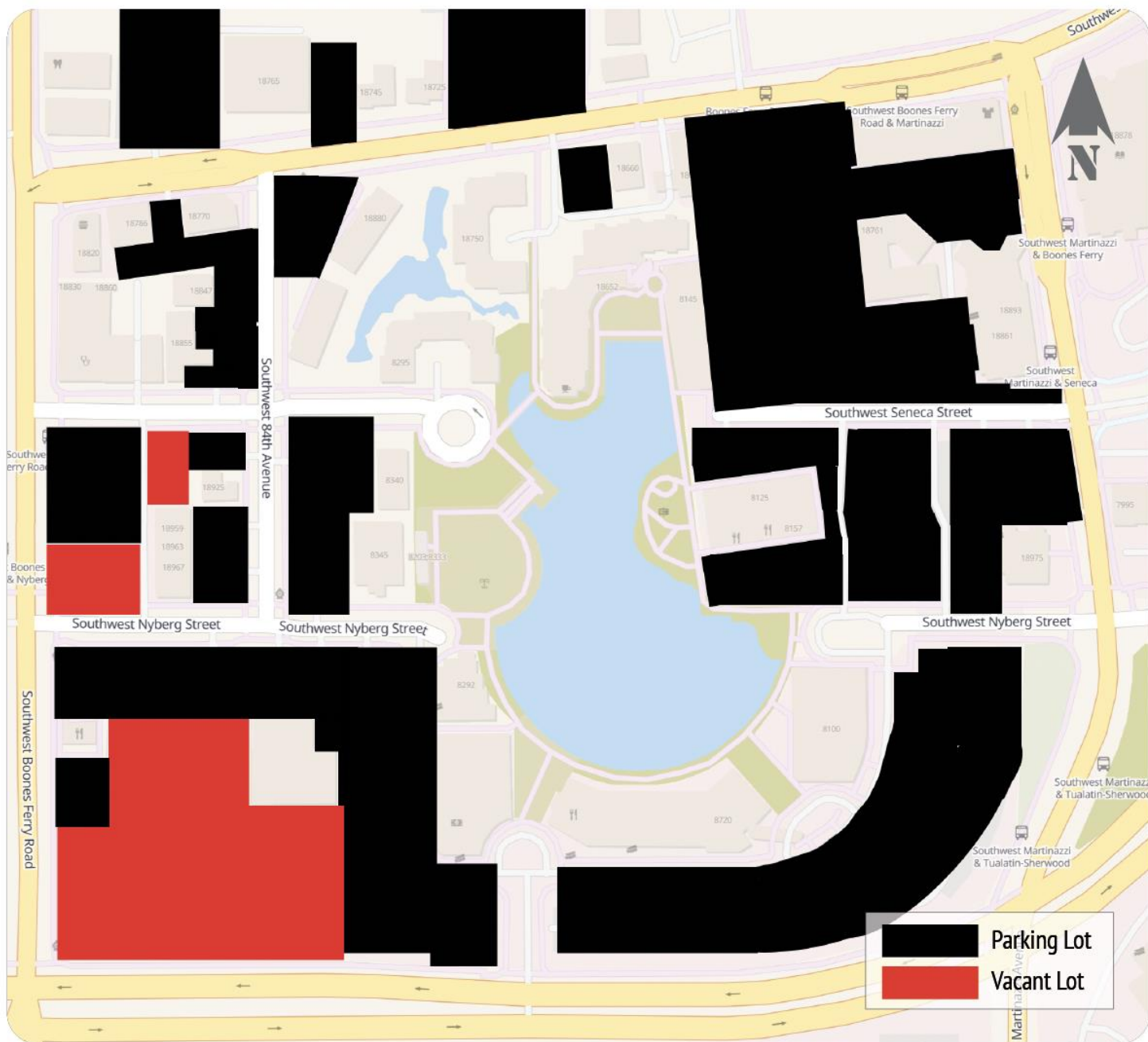
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SUBURBAN PARKING STORY



SUBURBAN PARKING STORY



SUBURBAN BUILDINGS



SUBURBAN BUILDINGS



CUTE SMALL DOWNTOWN BUILDINGS



CUTE SMALL DOWNTOWN BUILDINGS



[illegible]

**NOTICE
HOW MANY
FEELING WORDS!**

BIG CHALLENGE WILL BE THE TRANSLATION FROM FEELING TO PHYSICAL STORY!

WH
DO
T
D
DO
IN T

PARKING

A word cloud featuring various terms related to food and dining, such as 'RESTAURANT', 'MARKET', 'MUCH', 'HANG', 'COME', 'FOOD', 'FUN', 'MAKE', 'FULL', 'FAMILY-FRIENDLY', 'MICE', 'CONFIDENT', 'INVITE', 'ACCE', 'FO', 'NOW', 'BACK', 'HER', 'SOCIAL', 'KING', 'HELP', 'SHAW', 'WOOD', 'CHURCH', 'VOICE', 'MOR', 'GREEN', 'LIVE', 'WANT', 'SAND', 'WATER', 'WILL', 'WANT', 'SAND', 'WATER', 'WILL', 'WANT', 'SAND', 'WATER', 'WILL'. Overlaid on this cloud is the text 'THE "P" WORD!' in large, bold, red capital letters with a black outline, slanted upwards from left to right.

[illegible]



MUST COHESIVELY TELL STORY OF A DOWNTOWN

Road Stories

Sidewalk Stories

Parking Lot Stories

Art Stories

Building Stories

Window Stories

Signage Stories

Marketing Stories

Characterization

CHARACTERIZATION

IDENTITY ACTIONS



MUST COHESIVELY TELL STORY OF A DOWNTOWN

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Art Stories

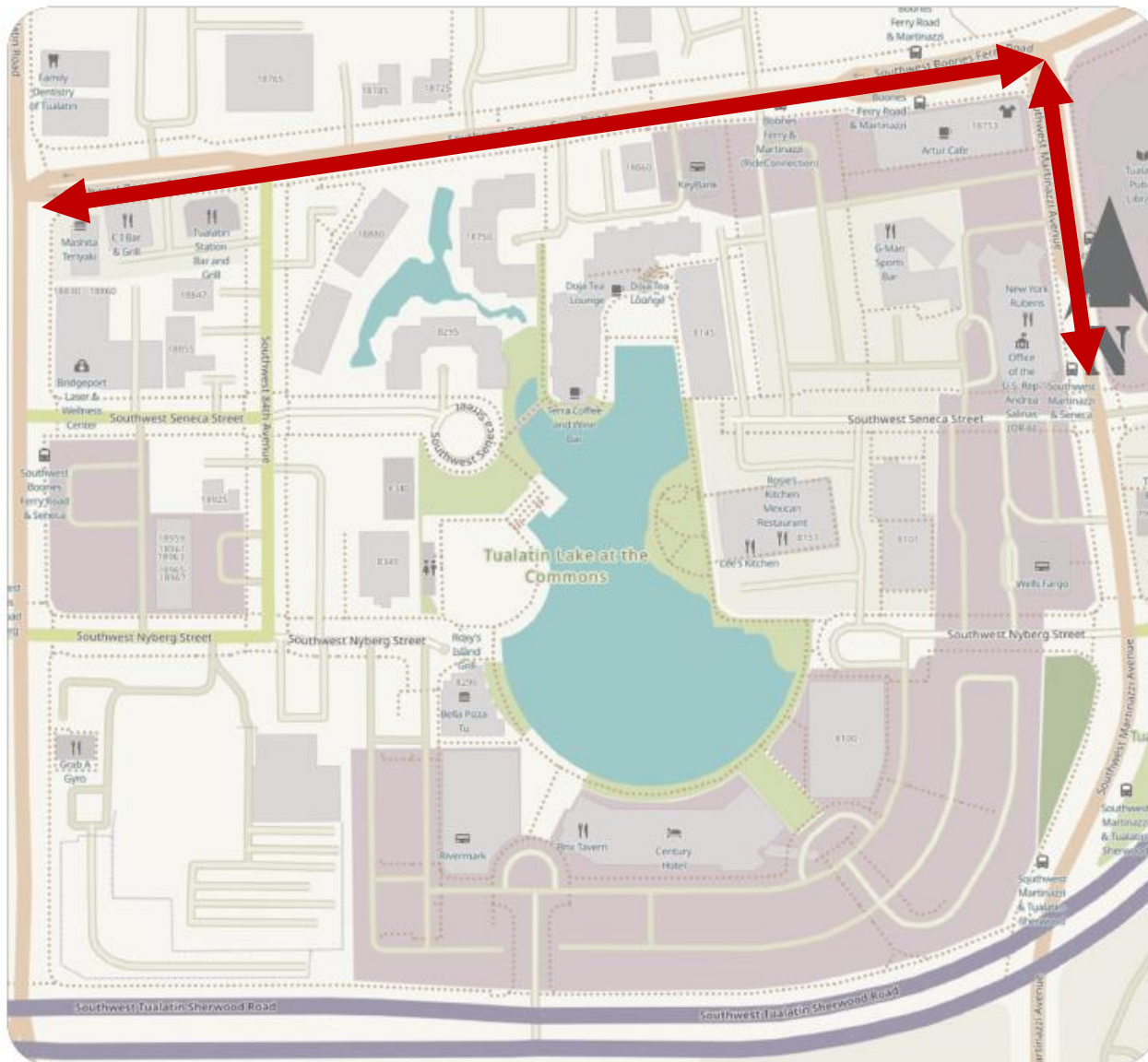
Building Stories

Window Stories

Signage Stories

Marketing Stories

Characterization



MAKE BEST
ROAD EVEN
BETTER!

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CONNECT TO PARK!

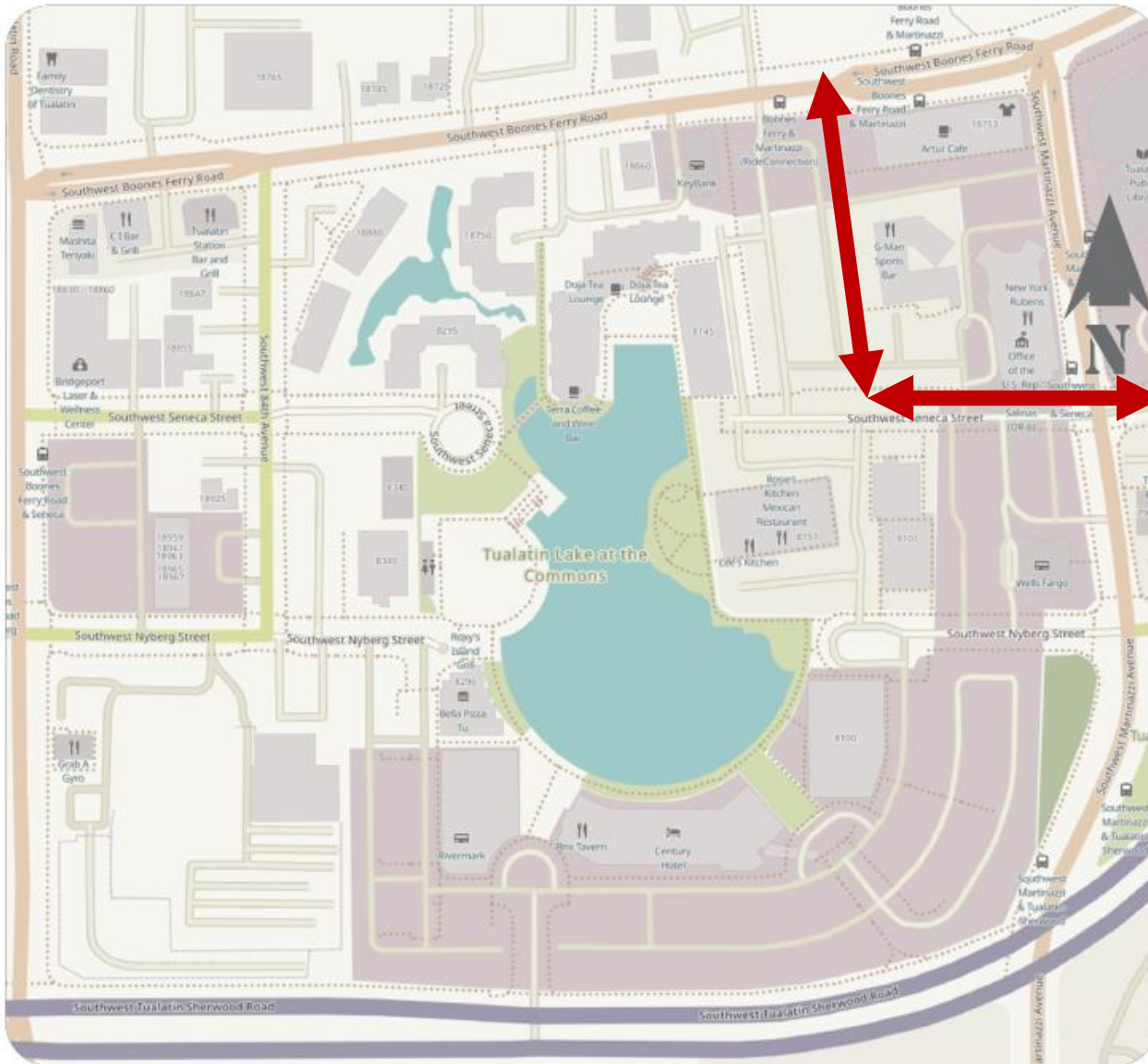
ALMOST NO CROSS POLLINATION



ALMOST NO CROSS POLLINATION



IMPROVE
CONNECTION
TO GREENWAY,
HAVE IT GO
THROUGH
DOWNTOWN!



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CONNECT GREENWAY AND PARK THROUGH DOWNTOWN!



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Characterization

CHARACTERISTICS OF SUCCESSFUL DOWNTOWNS

- **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**

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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

THE “D” WORD!

SMALL TOWN ROAD



BIG CITY ROAD





ACTIVE USES CAN
BE ELEVATED!

ACTIVE USES CAN BE ELEVATED!



ACTIVE USES CAN
BE ELEVATED!



ACTIVE USES CAN
BE ELEVATED!

ACTIVE USES CAN
BE ELEVATED!

ACTIVE USES CAN
BE ELEVATED!

AUBURN, CA
(directly adjacent to
to freeway exit)

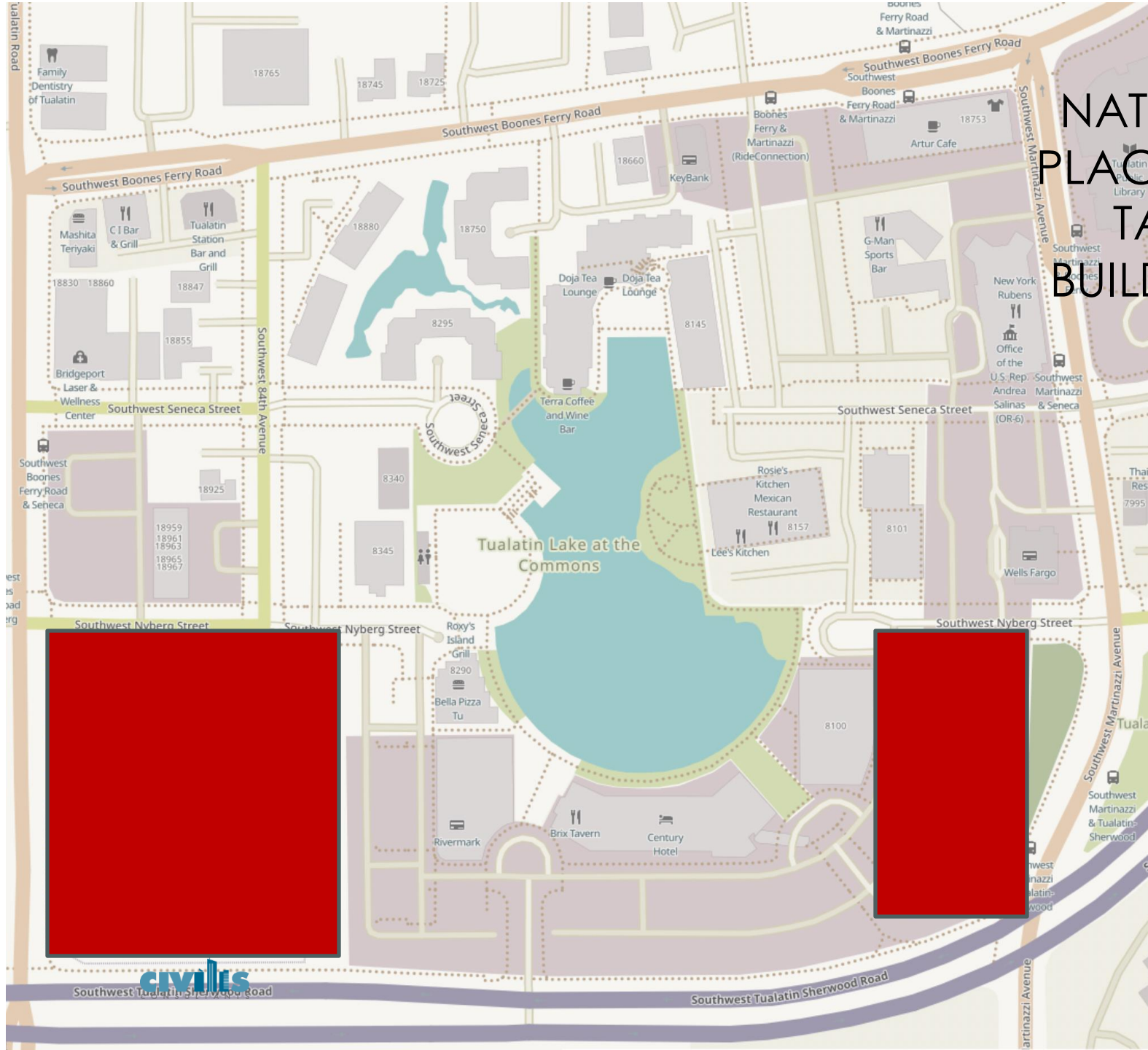
WORKING RIVER TOWN



DON'T BE
AFRAID
OF A BIG
TALL
BUILDING!



NATURAL
PLACE FOR
TALL
BUILDING!



COURTHOUSE IS TALL AND VISIBLE IN AUBURN, CA





MUST COHESIVELY TELL STORY OF A DOWNTOWN

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Sidewalk Stories

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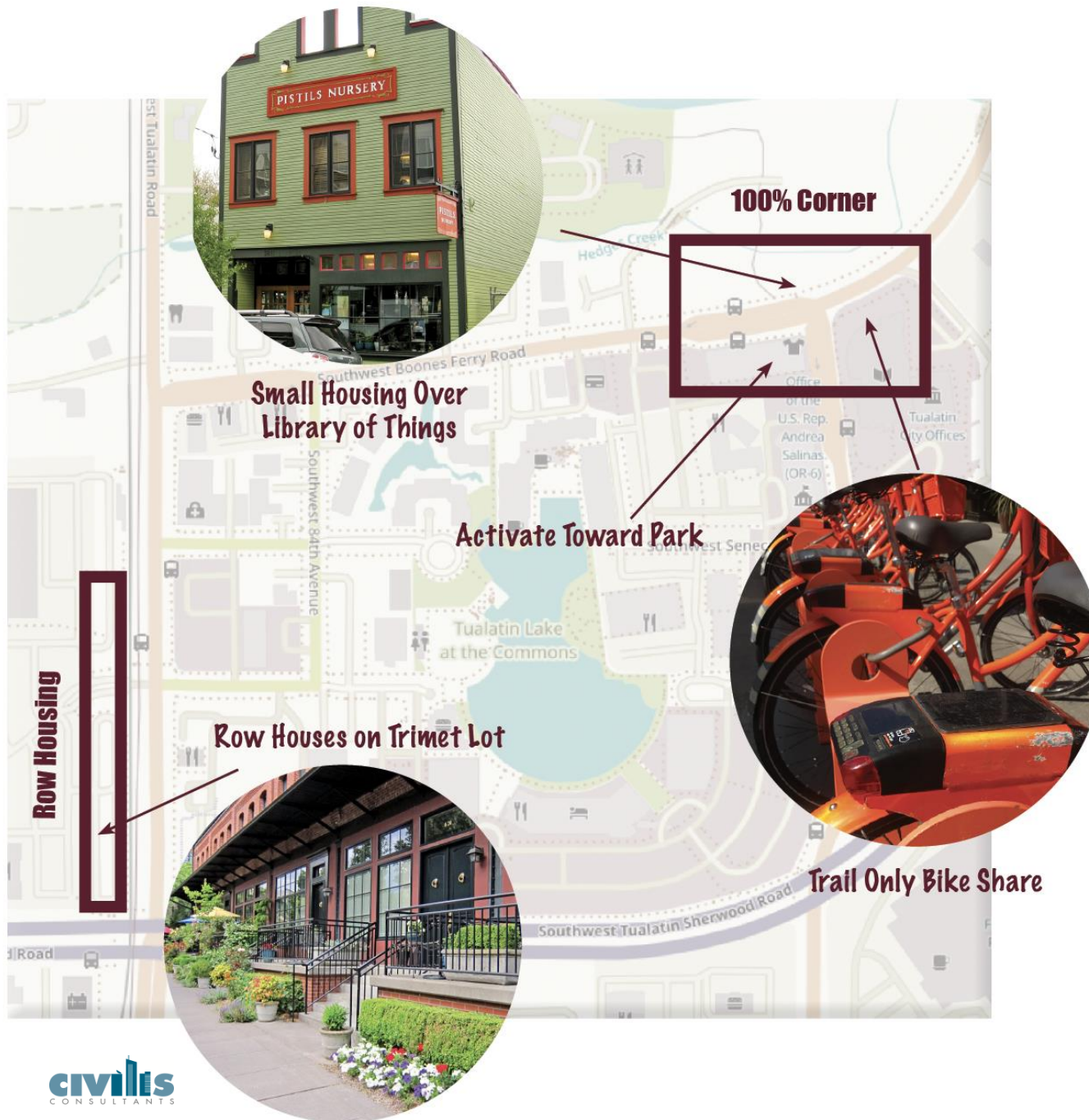
Marketing Stories

Characterization



DOWNTOWN ROADS HAVE
BUILDINGS ON BOTH SIDES

BUILDINGS ON BOTH SIDES OF THE STREET





MUST COHESIVELY TELL STORY OF A DOWNTOWN

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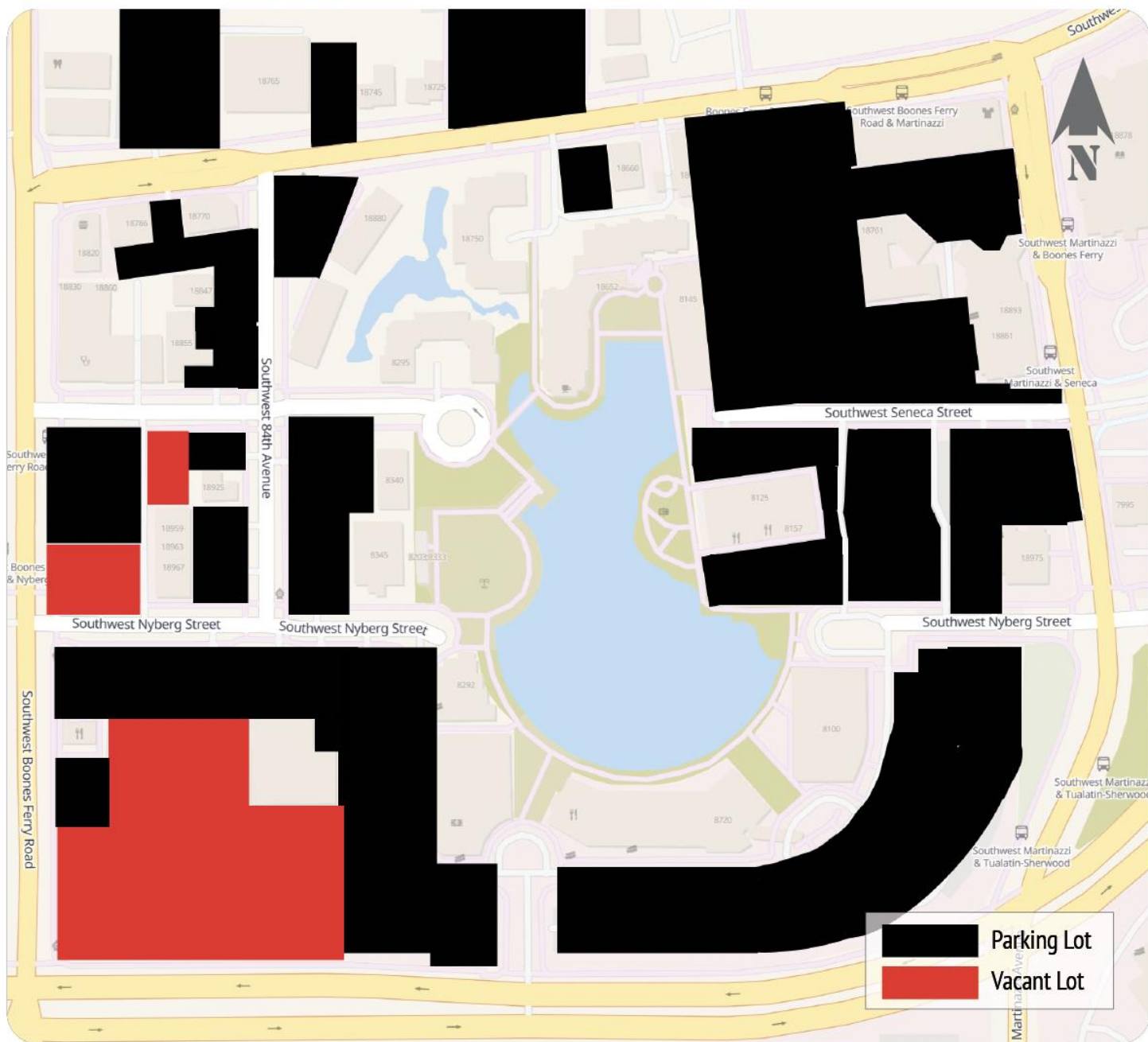
Window Stories

Signage Stories

Marketing Stories

Characterization

SUBURBAN PARKING STORY



TARGET RATIO?

Portland, OR



+

-



Parking lots in Portland, OR

11% of the central city is off-street parking

Additional details



Hillside

Northwest District

Nob Hill

Arlington Heights

Goose Hollow

Old Town

Downtown

Buckman

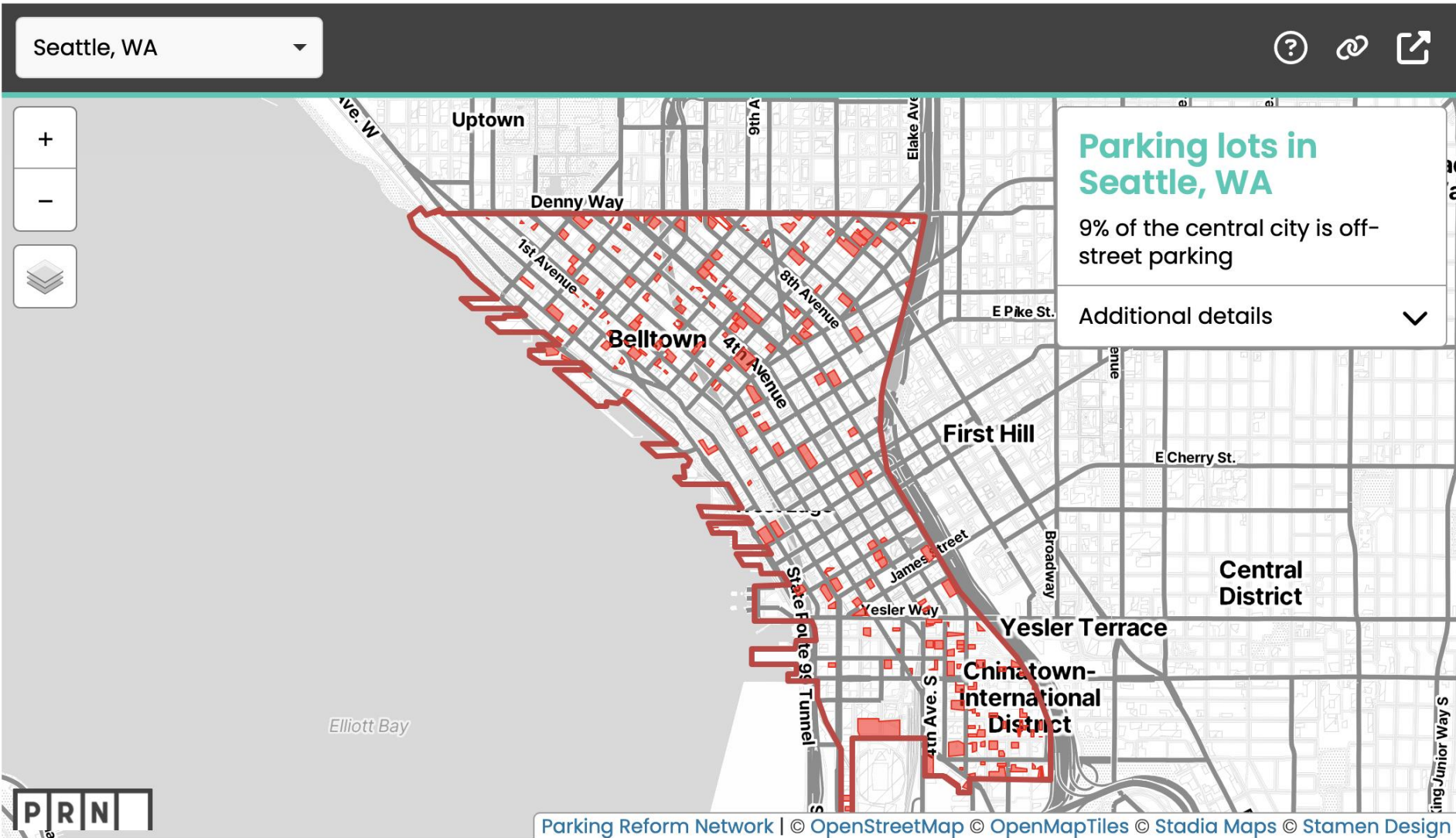
Hosford-Abernethy

Sunset Highway

Marcum Bridge

Parking Reform Network | © OpenStreetMap © OpenMapTiles © Stadia Maps © Stamen Design

TARGET RATIO?





MUST COHESIVELY TELL STORY OF A DOWNTOWN

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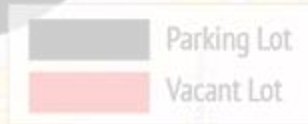
Signage Stories

Marketing Stories

Characterization

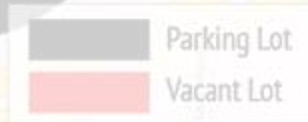
TARGET
RATIO?

**DON'T HAVE TO TEAR
EVERYTHING DOWN!**



TARGET
RATIO?

**KEEP WHAT YOU HAVE
BUILD NEW NEXT TO IT!**



HEY, I'M IN OLD TIMEY ENGLAND



OMG, WHAT IS THIS?



MUCH MORE
INTERESTING FABRIC!





Courtesy of © Google Earth

FACILITATE SITE INTENSIFICATION



Courtesy of Google Maps

STEP 1: RENOVATE AND RE-TENANT EXISTING BUILDING



BEFORE

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



LESS INTENSE USE

Courtesy of © Google Earth

MORE
INTENSE
USE



Courtesy of © Google Maps

VANPORT

Created Commercial Condos

Used TIF/New Markets

Buyers Assumed Slice of New Markets

The Marco Building

VANPORT

6% Down Payment

.41% Interest for 10 years

Equivalent Monthly Cost of a Lease



The Marco Building

VANPORT

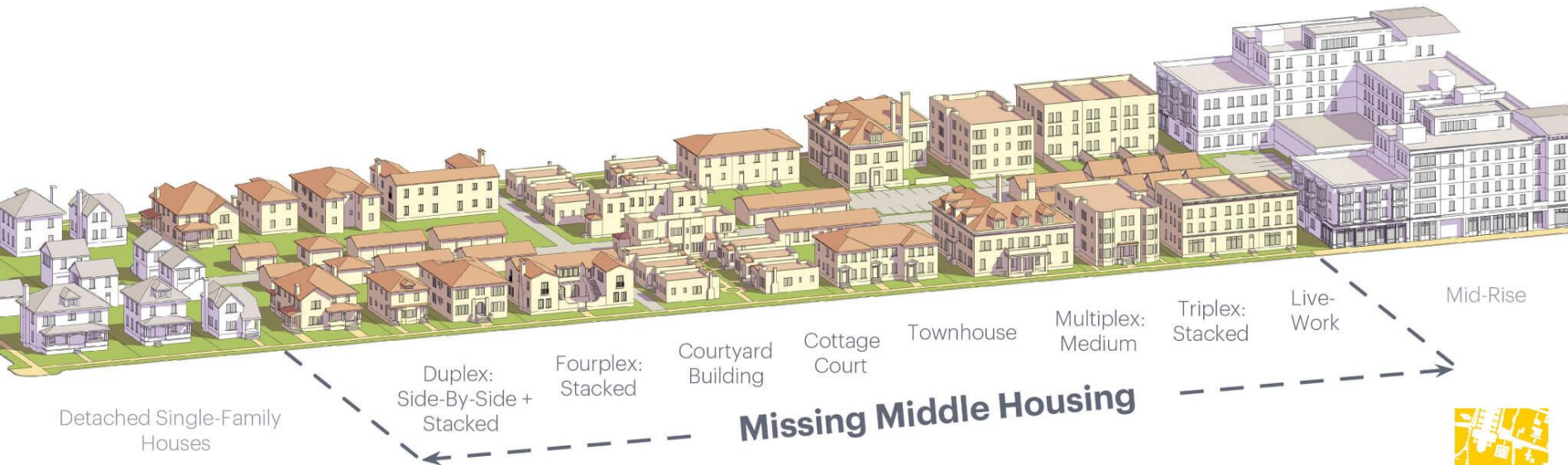
Minority-Owned Businesses

Women-Owned Businesses

Local Resident-Owned Businesses

The Marco Building

SITE INTENSIFICATION/SMALL LOT HOUSING



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SITE INTENSIFICATION/SMALL LOT HOUSING

Faster

Cheaper

More Responsive





Michael Andersen

@andersem.bsky.social

A 4th story will be legal starting Oct. 1 under these terms. I'm hoping we can pass a 2027 bill that assigns the building codes division to come up with rules allowing stories 5-6 as well, hopefully for the 2028 state building code.

Alternative fire safety measures

As negotiated by Oregon building code and fire officials:

- max 4 stories
- max 4,000 sqft per floor
- max 4 homes per floor per stairwell
- max exit travel distance 125'
- manual fire alarms and automatic smoke detection
- full sprinkler coverage, and no electric sockets, in interior stairs

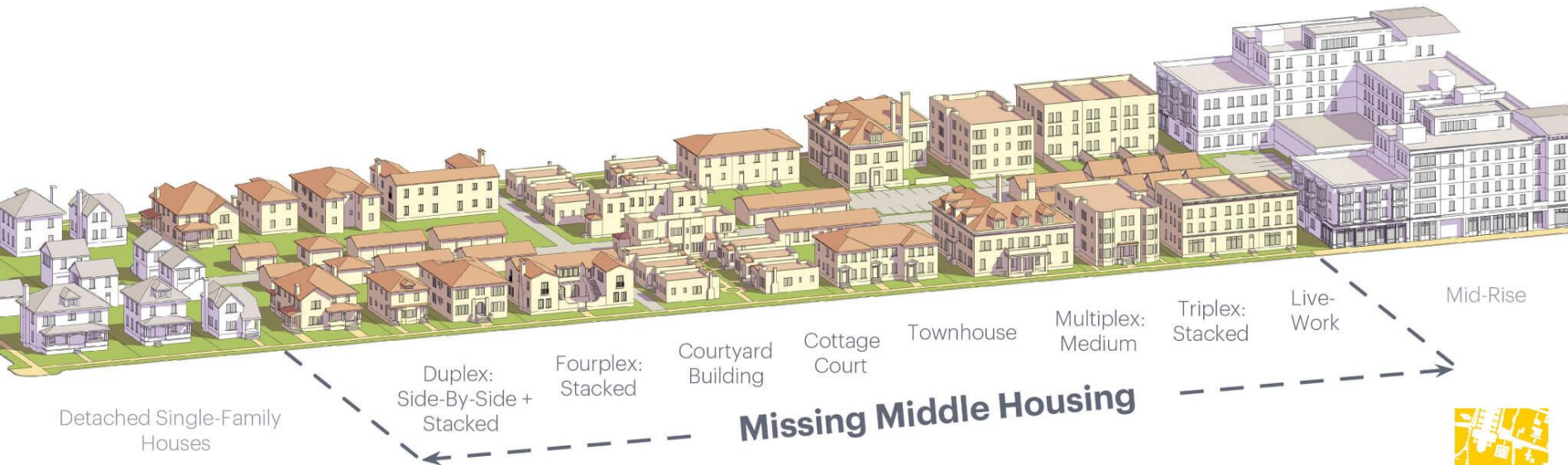
SUBURBAN
HOUSING MODEL

SINGLE STAIR

MASS TIMBER



SITE INTENSIFICATION/SMALL LOT HOUSING



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AREAS OF FOCUS

☒ **Characterization**

☐ *Objective*

☐ *Relationship*

☐ *Environment*



AREAS OF FOCUS

☒ *Characterization*

☐ ***Objective***

☐ *Relationship*

☐ *Environment*

OBJECTIVE

IDENTITY FINDINGS

**DO WE HAVE TO TALK
ABOUT OUR FEELINGS?**

OBJECTIVE

IDENTITY FINDINGS

WHAT IS TUALATIN PASSIONATE ABOUT?



PLACES MENTIONED

- * Bend, Oregon
- * Beaverton, Oregon
- * Spokane, Washington
- * West Linn, Oregon
- * Portland, Oregon
- * Lake Oswego, Oregon
- * San Antonio, Texas
- * Omaha, Nebraska
- * Jerome, Arizona
- * Tigard, Oregon
- * Oregon City, Oregon
- * Happy Valley, Oregon
- * Sherwood, Oregon
- * Newberg, Oregon
- * Barcelona, Spain
- * Tempe, Arizona
- * Sandy, Oregon
- * Sellwood-Moreland
- * Wilsonville, Oregon
- * Hillsboro, Oregon
- * Copenhagen, Denmark
- * Yokohama, Japan
- * Tucson, Arizona
- * Tigard, Oregon
- * Milwaukie, Oregon
- * Corvallis, Oregon
- * Eugene, Oregon
- * Santa Barbara, CA
- * San Diego, California
- * San Francisco, CA
- * Scottsdale, Arizona
- * Kyoto, Japan
- * Sonoma, California
- * Santa Fe, New Mexico
- * Miami, Florida
- * Astoria, Oregon
- * London, England
- * Salem, Oregon
- * Vancouver, Washington
- * McMinnville, Oregon

PLACES MENTIONED

- * Cannon Beach, Oregon
- * Ashland, Oregon
- * Greenwich Village
- * Bellevue, Washington
- * St. George, Utah
- * Paris, France
- * Baños, Ecuador
- * Singapore
- * Lisbon, Portugal
- * Leavenworth, WA
- * Carmel, Indiana
- * Florence, Italy
- * Frankfurt, Germany
- * Bern, Switzerland
- * Seaside, Oregon
- * Bellingham, WA
- * Lawrence, Kansas
- * Sisters, Oregon
- * Hood River, Oregon
- * Jackson Hole, Wyoming
- * Palm Springs, CA
- * Silverton, Oregon
- * St. Louis, Missouri
- * Sienna, Italy
- * Bruges, Belgium
- * Hudson, Ohio
- * Chicago, Illinois
- * Montreal, Canada
- * Denver, Colorado
- * Wallace, Idaho
- * Tokyo, Japan
- * Manzanita, Oregon
- * Rome, Italy
- * Iowa City, Iowa
- * Houston, Texas
- * Pasadena, California
- * Camas, Washington
- * Matosinhos, Portugal
- * Oran Park, New South Wales (NSW), Australia

PLACES MENTIONED

- * Novoshakhtinsk, Russia
- * Fuzhou, China
- * Mumbai, India
- * Nanjing, China
- * Budapest, Hungary
- * Cairo, Egypt
- * Athens, Greece
- * Portland, Maine
- * Austin, Texas
- * South Bay, California
- * Campbell, California
- * Sunnyvale, California
- * The Round
- * Orenco Station
- * Spokane Riverfront
- * Millennium Plaza
- * The Garage (West Linn)
- * Gene Leahy Mall (Omaha)
- * Mill District (Bend)
- * Culdesac (Tempe)
- * Universal Plaza
- * Bridgeport Village
- * Hidden Creek West Park
- * Old Town Sherwood
- * Waikiki Beach (Hawaii)
- * Director Park (Portland)
- * Progress Ridge
- * The Oregon Gardens
- * Liberty Station (SD)
- * Old Pasadena (CA)
- * Hawthorne St
- * Alberta Street
- * Multnomah Village
- * Cannon Beach
- * Little Tokyo (LA CA)
- * Sellwood-Moreland
- * Yachats
- * Fairhaven Neighborhood

WHERE HAVE YOU
BEEN THAT OFFERS
AN EXPERIENCE
DOWNTOWN
TUALATIN COULD
OFFER?

WHERE HAVE YOU BEEN THAT PROVIDES AN EXPERIENCE YOU WANT DOWNTOWN TUALATIN TO OFFER, AND WHY?





WHERE HAVE YOU BEEN THAT PROVIDES AN EXPERIENCE
YOU WANT DOWNTOWN TUALATIN TO OFFER, AND WHY?

NATURALLY OCCURRING

PEOPLE
SHOPS
RESTAURANTS

WHERE HAVE YOU BEEN THAT PROVIDES AN EXPERIENCE
YOU WANT DOWNTOWN TUALATIN TO OFFER, AND WHY?

**PLACES THAT ATTRACT
AND SHOWCASE
PEOPLE!**

IF DOWNTOWN WERE A PERSON, BASED ON EVERYTHING IT IS PRESENTING TO THE WORLD TODAY, WHAT IS THAT PERSON FEELING?



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.

IF DOWNTOWN WERE A PERSON...

The Lake at the Commons feels like someone in their thirties, who dresses nicely, is always tidy, but does not really engage with strangers.

The lake is a dad whose children have grown up. He is sloppy and although he tries to dress nice, his clothing is always stained and a little disheveled. He is kind, but not always the most informed. He does his best.

Areas around the lake are like an old woman who has an inner beauty that cannot really be seen, so she's ignored. Once she's dressed up and smiles/laughs, others see she's beautiful and fun.

Grandpa

They listen to "wide open spaces" by the Chicks and dream about bigger things!

IF DOWNTOWN TUALATIN WERE A PERSON...

Aunt Marge who is in an assisted living home that you rarely go visit because you forget about her.

IF DOWNTOWN TUALATIN WERE A PERSON...

Eeyore

Waiting for surgery, but hopeful.

A person that wakes up everyday at the same time, goes to his boring office job, wearing his beige boring clothes, goes home and watches family feud for two hours while eating a bowl of rice and grilled chicken before going to bed and doing the same thing the next day.

Clean, stylish, casual business dress - "a sharp dresser." Works hard and plays hard. Enjoys life and the amenities of the NW - natural resources. Easy to talk to, outgoing, but reserved at times.

OBJECTIVE

IDENTITY ACTIONS

OBJECTIVE

IDENTITY ACTIONS

ACTIVITY
ACTIVITY
ACTIVITY

ACTIVITY

➤ SHOWCASE EXISTING ACTIVE USES



BEAUTIFUL WEDDING DRESS STORE



TIF PROGRAMS CAN HELP WITH
LIGHTING AND WINDOW FILM

ACTIVITY

- SHOWCASE EXISTING ACTIVE USES
- INSTALL A FOOD CART POD

TUALATIN WANTS ONE



PORTLAND MERCADO BEFORE!



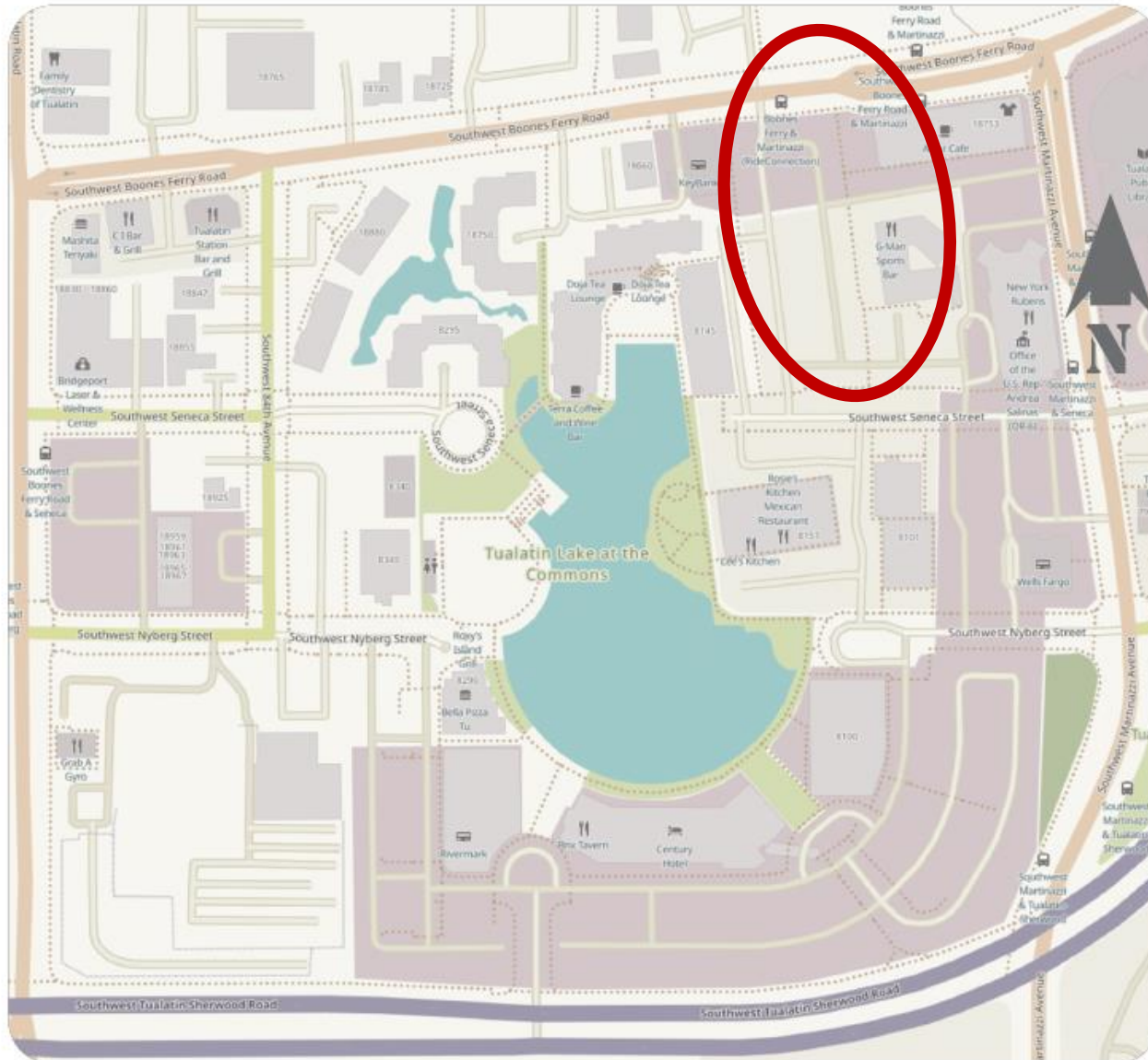
SITE INTENSIFICATION



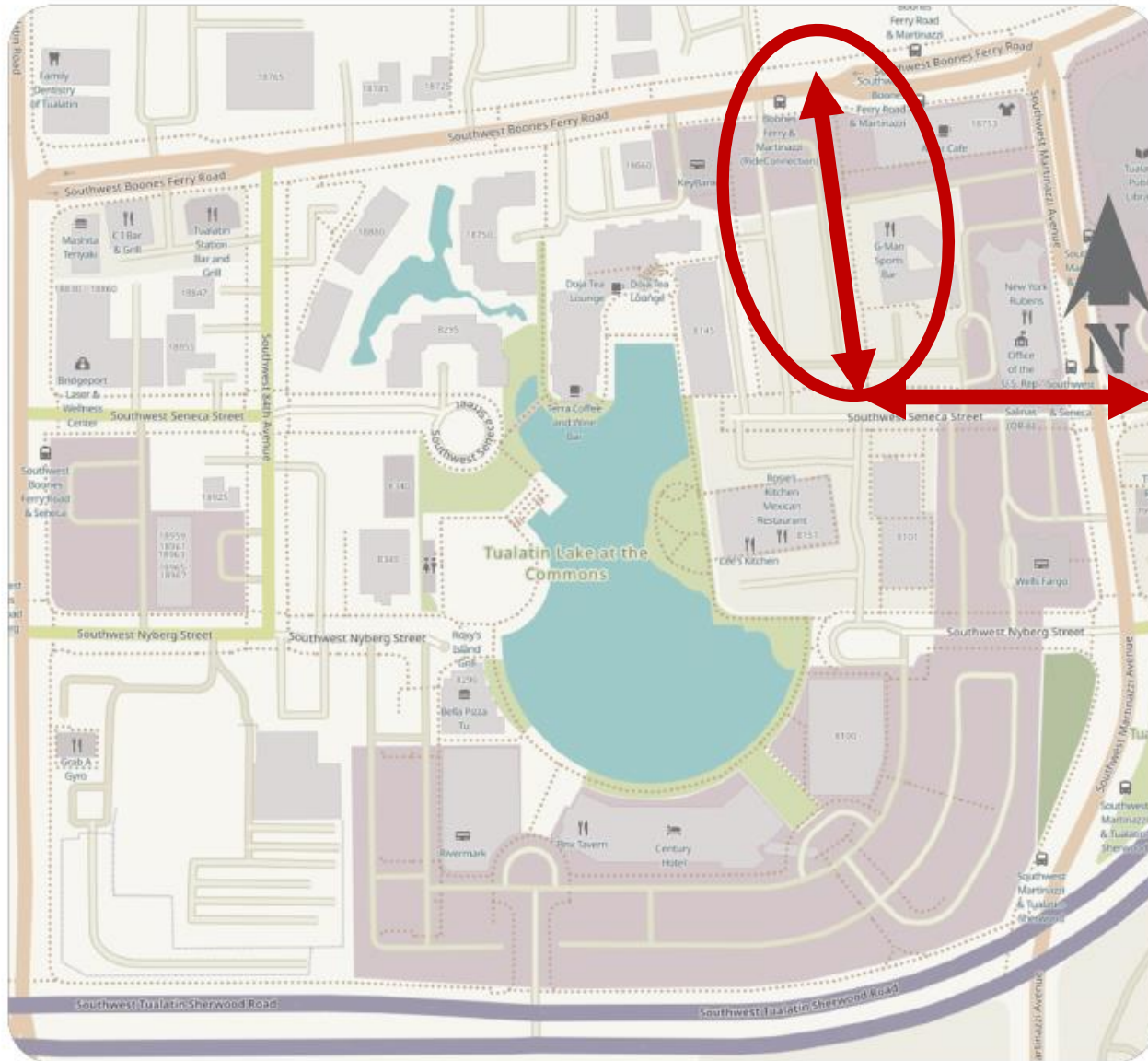
PURCHASED FOOD CARTS AS LEASABLE INCUBATORS



PULL PARK
GOES TO
DOWNTOWN



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USE IT TO
CONNECT
GREENWAY,
PARK AND
DOWNTOWN

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WALKWAY WITH SPACES ON TWO SIDES
VISIBLE FROM THE BORDER

ACTIVITY

- SHOWCASE EXISTING ACTIVE USES
- INSTALL A FOOD CART POD
- ADD TEMPORARY RETAIL SPACE

BOTHELL

City of Bothell News

Posted on: February 7, 2024

Pop Shops on Main Welcomes Four New Businesses

The City of Bothell welcomes four new businesses to the Pop Shops on Main Inclusive Incubator Program! Pop Shops on Main supports minority and women-owned small businesses by providing prime retail space in the heart of downtown Bothell.

Please visit our new entrepreneurs now open on the corner of Bothell Way NE and Main Street, open Thursday-Sunday from noon to 6 p.m.

Bon Chocolats makes fine artisan chocolates

Citrus Tree sells all-natural handcrafted, artisan soaps made with plant-based ingredients

MTPO Designs creates original and unique charcuterie boards, wood artwork, and abstract and pour paintings

Seattle and Saigon offers sustainably crafted, mouth-watering crispy garlic chili oil and more

The Pop Shops on Main Program first launched in March 2021, when City Council approved the program and installation of four colorful and whimsical buildings in the heart of downtown. We are excited to welcome this second class for 2024-25.



Begin at Bothell



ACTIVITY

- SHOWCASE EXISTING ACTIVE USES
- INSTALL A FOOD CART POD
- ADD TEMPORARY RETAIL SPACE
- INCENTIVIZE/BUILD/CONTROL GROUND FLOOR SPACE



AREAS OF FOCUS

☒ *Characterization*

☒ ***Objective***

☐ *Relationship*

☐ *Environment*



AREAS OF FOCUS

☒ *Characterization*

☒ *Objective*

☐ ***Relationship***

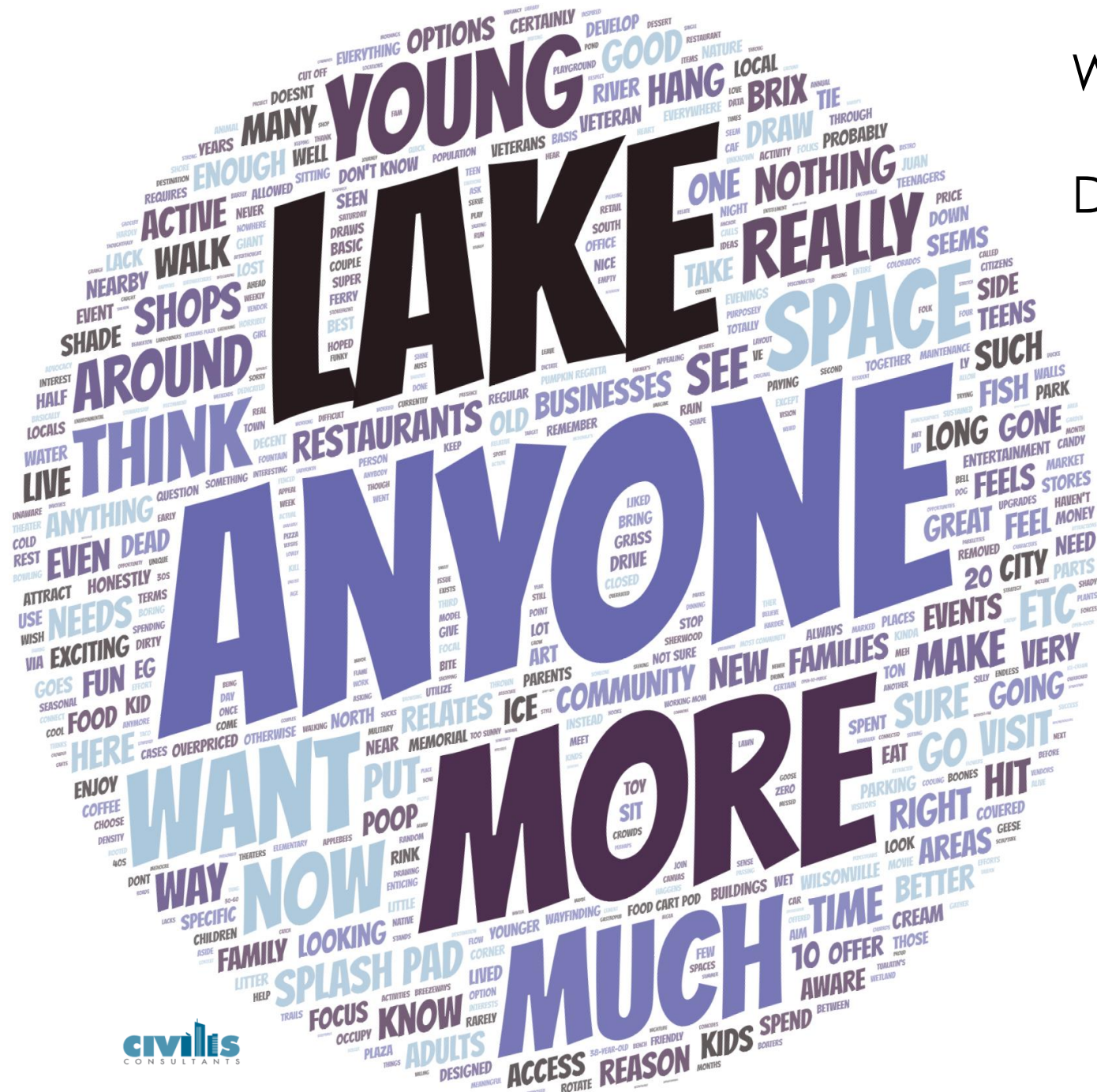
☐ *Environment*

RELATIONSHIP

IDENTITY FINDINGS

WHO RELATES
TO
DOWNTOWN?





WHO DOESN'T
RELATE TO
DOWNTOWN?

A word cloud shaped like the state of New Mexico. The words are arranged to fit the outline of the state, with some words being larger and more prominent than others. The colors are primarily shades of blue, green, and yellow. The words include:

- Michael's Mashitasteriyaki Aware Great Cake House Leased
- Chamber Family Farms Etc Seem Ancestry
- Zenshi Friends Fresh Know Tonka Cindy's Buy Well
- Toriya Cabelas Fountain Exception Hedges Buffalo Doja
- Traffic Always Need La Industria Downtown One Home
- Bakery Successful Nothing Pool Dead Bushwhackers
- Rivers Keeping Club Love Ellie Lake Seen Trucks
- Stafford Check Close Community Durham Hospital
- Accountancy Loyal Mud Ulta Good Market Hang Chicken
- Care Outdoor Harder Fail Fred Meyer Sometimes Rei Whole
- Maybe Spot Asia Use Sure Mai Bar Probably
- Jae Half Night Cozy Giant
- Daagie Avanti Sure Night Cozy Giant
- Time Public Bay Event
- Signal Cool La Sen
- Warm Around Town People
- Grab Woods
- Mama's School
- Music Restaurant
- Group Head York
- Space Lam Kid Think Job
- Leslunas Teriyaki
- Vitality Gman Mind Hard
- Briks Concert Green Option
- Irene's Pizza
- Emergence
- Revered Clothing
- Juan Colorado
- Food Cart Pod End
- Sushi Day
- Mermaid's
- Cabela's Stuff
- Location Different
- Mamas Quickly Food
- Unice Brewery
- Seem Ancestry
- Leased
- Unfortunately Perfect
- Worrying
- Box
- Brewing
- Neighbors
- Place
- Stone
- Chain
- Success
- Little
- Host
- Play
- Akira
- Run
- Ferry
- Claim Large Come
- Eat Especially
- Kind
- Classes
- Tj Main
- Doh
- Kitchen
- Long term
- Chill
- Pro Vet
- Lugano Toro
- Thrive
- Grill Bros
- Seating
- Stop Center
- St Maxx
- Lost
- Bridgeport
- Chorished
- Ci Sadly
- Within
- Select
- Dutch
- Really
- Rosie's
- Lot Sonny
- Very
- Shop Big
- Reuben's
- Thought
- Miss
- Walk
- Fun Small
- Lacks
- Go Room
- More
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- Character
- Turnover
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- Village
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- Front
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- End
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- Coffee
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- Avoid
- Mashita
- Former
- Vacant
- Character
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MOST
BELOVED
BUSINESSES?

LOCAL, FOOD, COMMUNITY

RELATIONSHIP

IDENTITY ACTIONS

MOST
BELOVED
BUSINESSES?

INCENTIVIZE LOCAL, FOOD AND COMMUNITY

BEAVERTON RESTAURANT STRATEGY

OPB

SEPT. 22, 2025

About OPB

Public media funding

OPB and KMHD events

Wildfires resources

OPB en Español

Partnerships

Ne

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.

FESTIVAL STREET = COMMUNITY



PARK LANE CLOSED AT NIGHT



COMMUNITY = FESTIVAL STREET





AREAS OF FOCUS

☒ *Characterization*

☒ *Objective*

☒ ***Relationship***

☐ *Environment*



AREAS OF FOCUS

☒ *Characterization*

☒ *Objective*

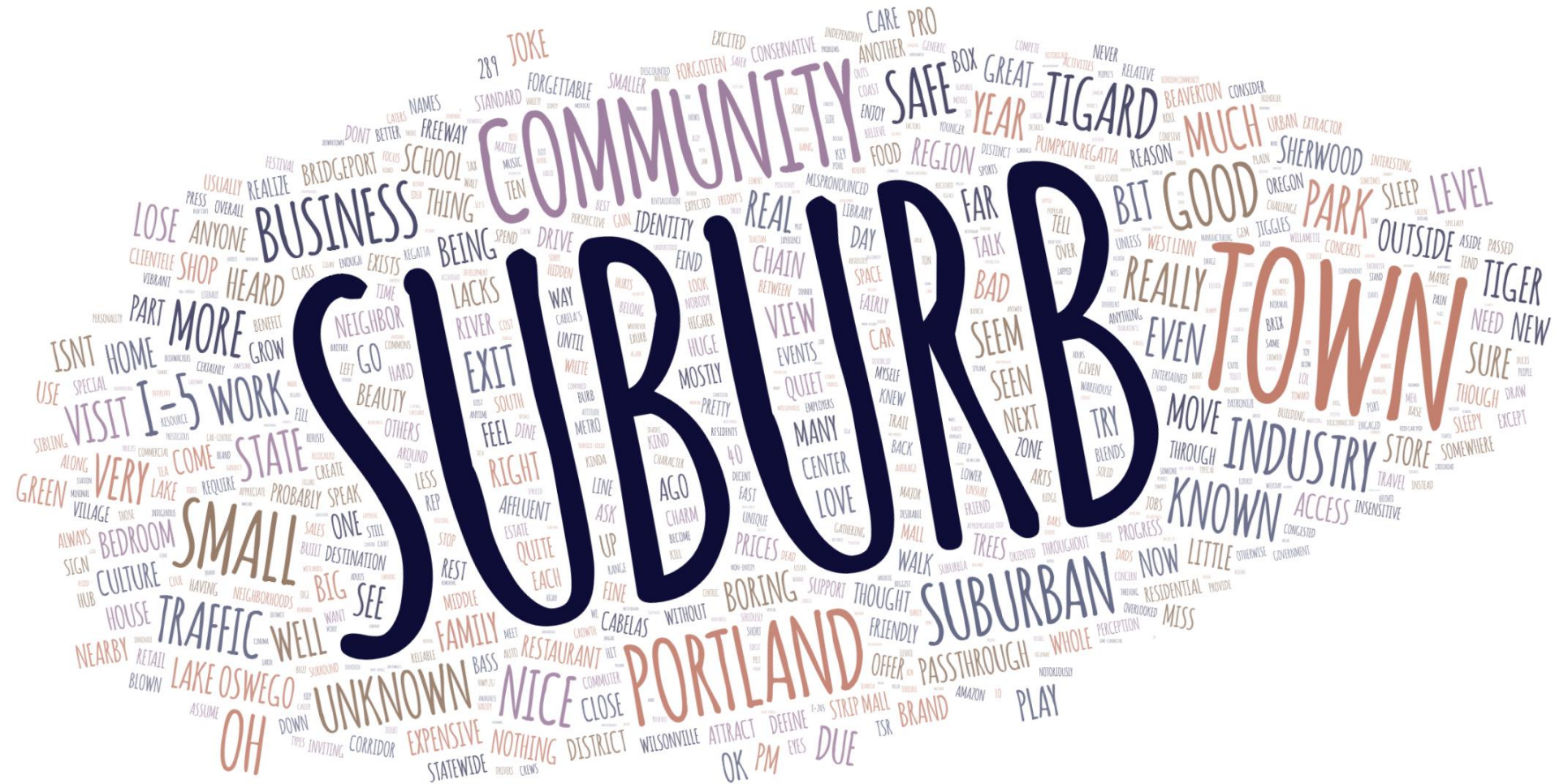
☒ *Relationship*

☐ ***Environment***

ENVIRONMENT

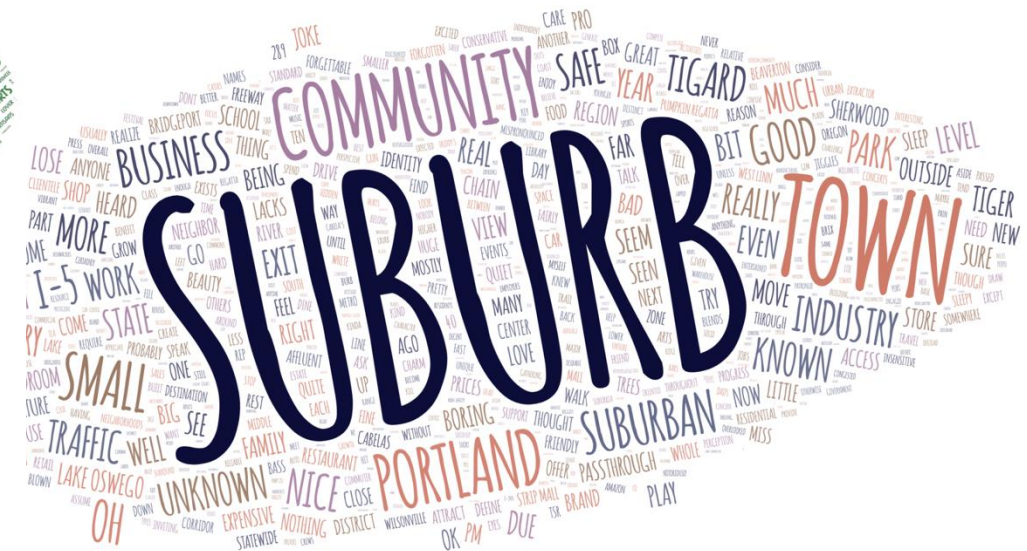
IDENTITY FINDINGS

HOW IS TUALATIN PERCEIVED?



[illegible]

VERY INTERESTING
TENSION!



DOWNTOWN CONTEXT DOMINATED BY THE LAKE



LOCAL CONTEXT DOMINATED BY THE LAKE



A photograph of a lake with ducks and a building in the background. In the foreground, a large Canada goose stands on a concrete ledge, looking towards the water. Several other ducks are swimming in the lake. In the background, there is a red building with large windows and a blue railing along the water's edge. The text "LOCAL CONTEXT DOMINATED BY THE LAKE" is overlaid on the left side of the image.

LOCAL CONTEXT DOMINATED BY THE LAKE

THE LAKE

➤ PEOPLE LOVE IT, OR HATE IT

THE LAKE

- PEOPLE LOVE IT, OR HATE IT
- THERE IS NO SOUND OF WATER

THE LAKE

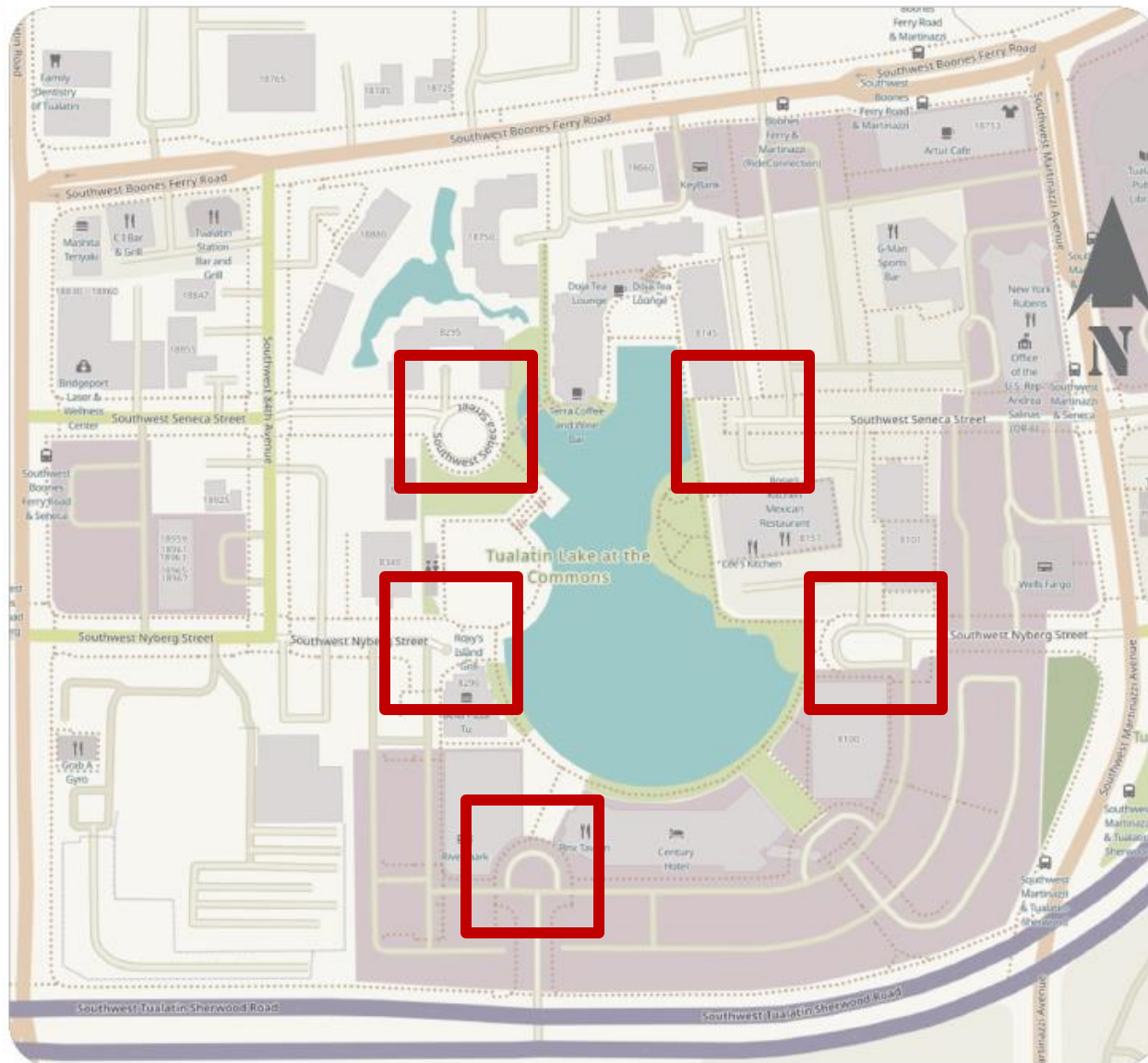
- PEOPLE LOVE IT, OR HATE IT
- THERE IS NO SOUND OF WATER
- IT'S CLEARLY BUILT TO ENTER/NO ONE DOES

OFTEN FEELS LIKE A GHOST TOWN LAKE

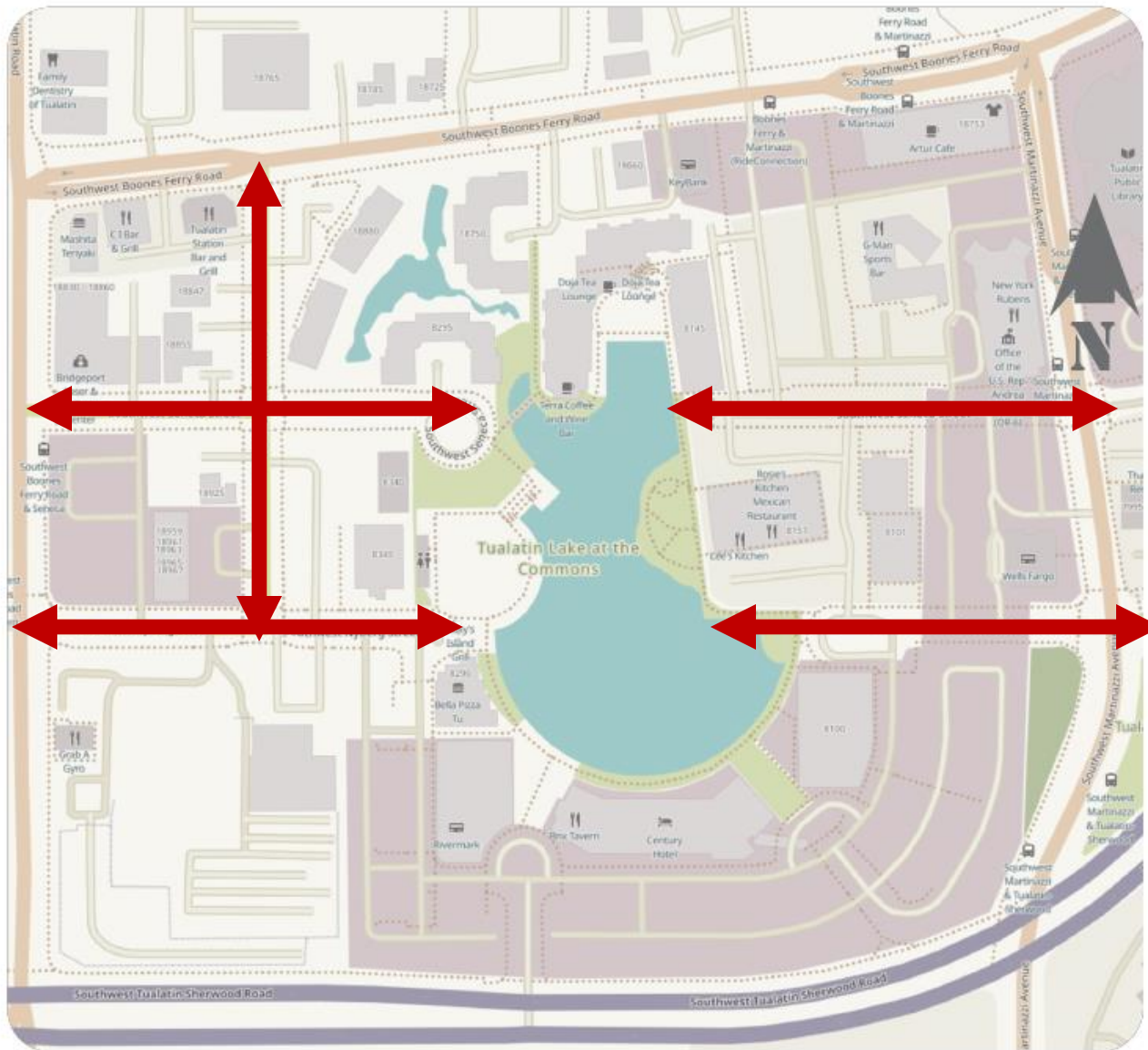
THE LAKE

- PEOPLE LOVE IT, OR HATE IT
- THERE IS NO SOUND OF WATER
- IT'S CLEARLY BUILT TO ENTER/LOUNGE, BUT NOT SAFE
- CREATES CIRCULATION CONFUSION—ALL DEAD ENDS

DEAD
ENDS



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LIMITED
STREETS
=
DISCOMFORT
DRIVERS
&
PEDS

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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

REALLY STUDY LAKE OPTIONS!



REALLY STUDY LAKE OPTIONS!

➤ CONVERT TO FLOOD MITIGATION WETLAND

CHICAGO RIVER FLOATING GARDENS

WILD
MILE

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Wild Mile Chicago

The World's First Ever Floating Eco-Park

REALLY STUDY LAKE OPTIONS!

- CONVERT TO FLOOD MITIGATION WETLAND
- CHANGE IT—BECOME FOUNTAIN/PARK

CHANGE IT!



CHANGE IT!

REALLY STUDY LAKE OPTIONS!

- CONVERT TO FLOOD MITIGATION WETLAND
- CHANGE IT—BECOME FOUNTAIN/PARK
- RESTORE CIRCULATION OVER IT, PED OR CAR

REALLY STUDY LAKE OPTIONS!

- CONVERT TO FLOOD MITIGATION WETLAND
- CHANGE IT—BECOME FOUNTAIN/PARK
- RESTORE CIRCULATION OVER IT, PED OR CAR
- ACTIVATE AND GREEN IT!

TOO MUCH HARDSCAPE





AREAS OF FOCUS

☒ *Characterization*

☒ *Objective*

☒ *Relationship*

☒ ***Environment***

FINAL THOUGHTS



Identity Study

prepared for
Downtown Tualatin, Oregon



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FINAL THOUGHTS

Identity Study

prepared for
Downtown Portland

• Dynamic Document

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FINAL THOUGHTS

Identity Study

prepared for
Downtown

- **Dynamic Document**
- **NSI... never stop iterating**

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FINAL THOUGHTS

Identity Study

prepared for
Downtown

- **Dynamic Document**
- **NSI... never stop iterating**
- **TIF—Short & Long Term**

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Identity Findings & Actions CAC Presentation

*Presented to:
Tualatin, OR*



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