

City of Tualatin Community Vision for Urban Renewal

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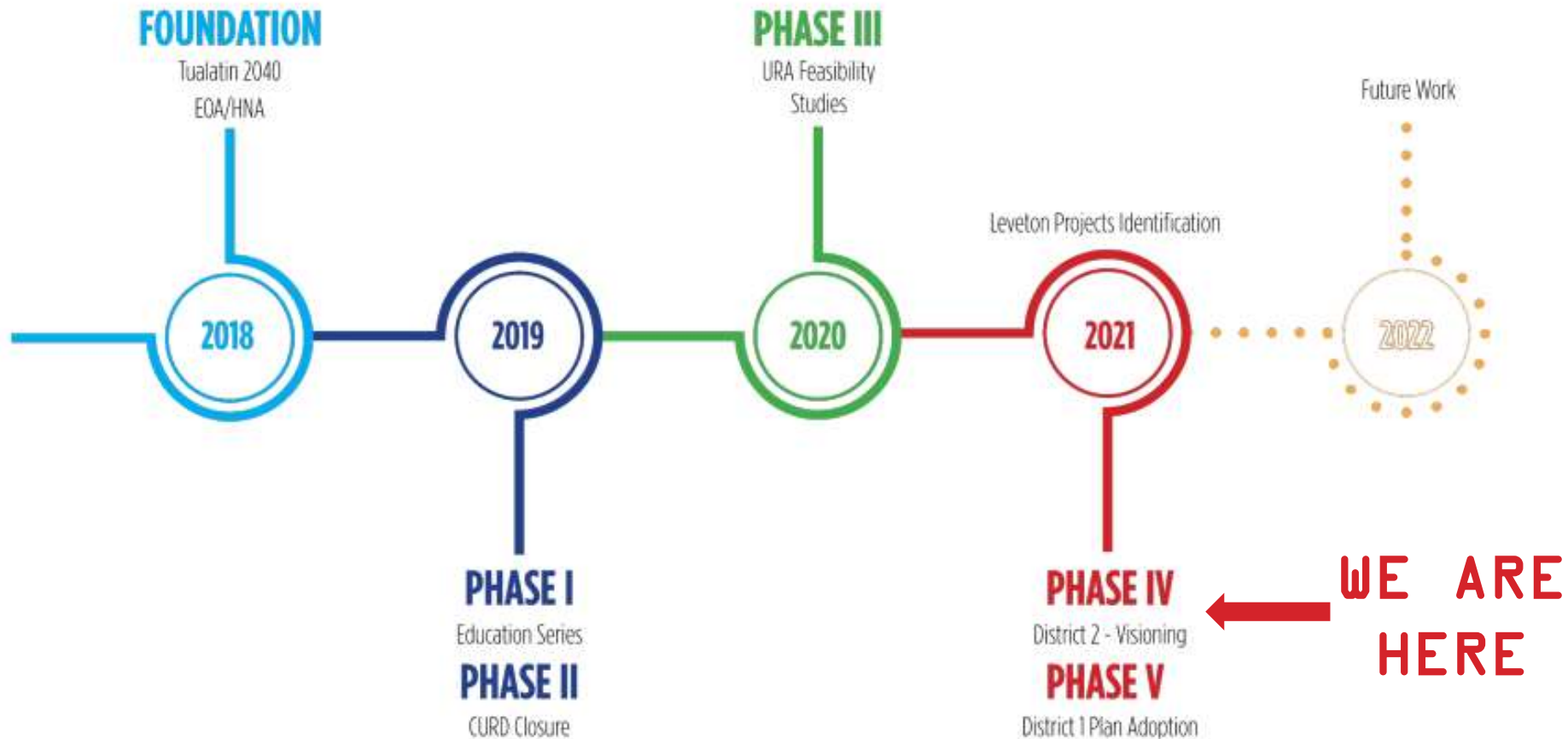
Agenda

- Background
- Possible Approaches for Visioning
- Questions/Discussion

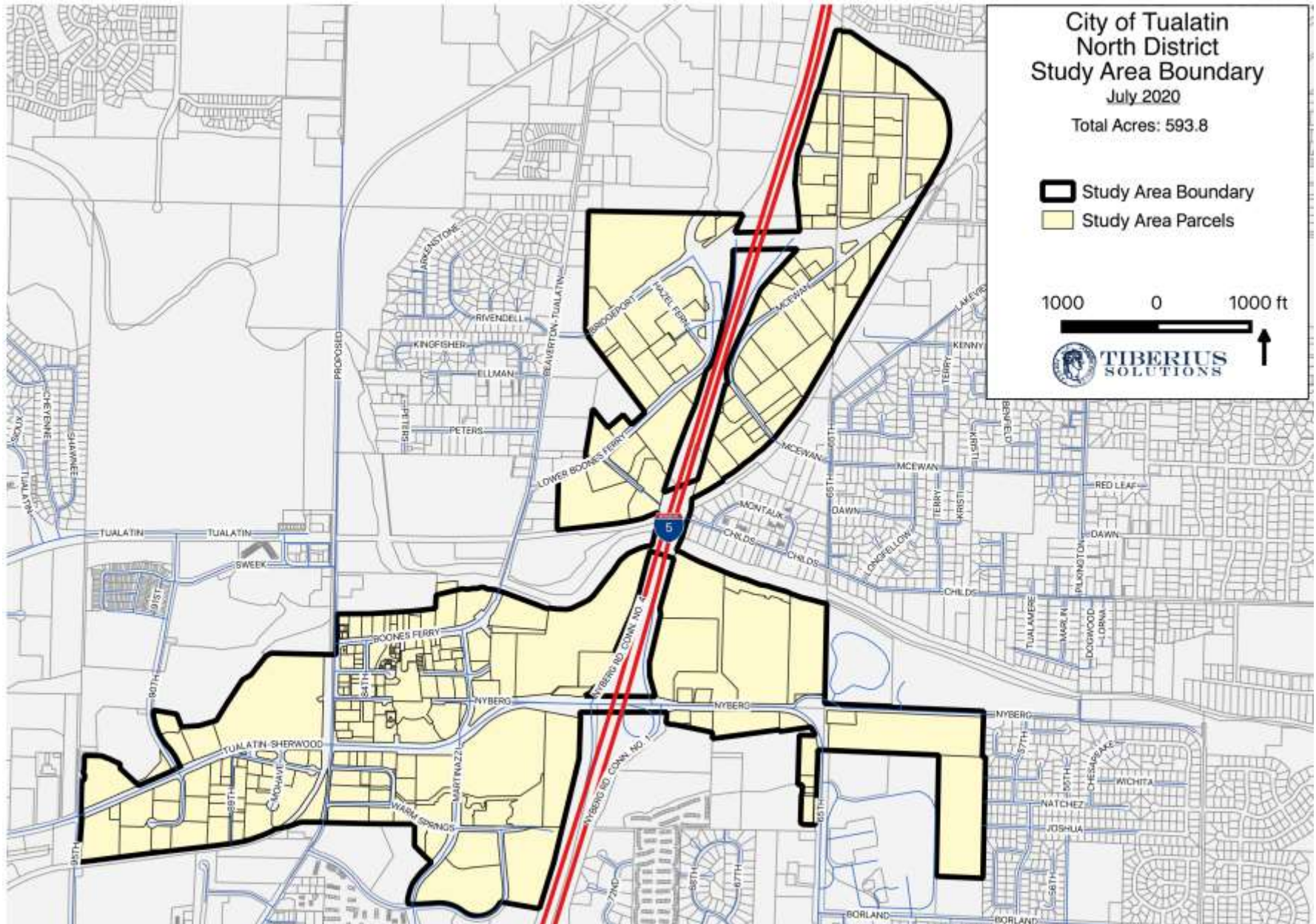
Question for Council Tonight

- What approaches would the City Council like to consider to establish a vision for the Study Area 2 boundary?

Background



Study Area 2 – Boundary



Study Area 2 – Desired Outcomes

- Identified Themes/Outcomes:
 - Additional Housing Options
 - Improve Transportation Systems
 - Prepare for Increased Density
 - Address Long-Term Vacant Buildings
 - Provide Redevelopment Opportunities (Mixed Use Development)
 - Natural Environment Promotion
 - Property Acquisition
 - Establish Common Identity (Personality)

Approaches to Visioning

- What is a vision?
 - How do we view the area now?
 - What do we want the area to be in the future?
 - How can we transform the area from what it is to what we want it to be?

How do we view the area now?

- Plan Review
- SWOT Analysis
- Market Study
- Existing Conditions Analysis
- Walking Tours

Plan Review

- Purpose: Identify the infrastructure and development patterns called for in existing plans
- Lead: Planners
- Cost: \$
- Comments: Existing plans may already articulate a vision for an area, even if that vision is out-of-date, disjointed, or unintentional.

SWOT Analysis

- Purpose: Identify strengths, weaknesses, opportunities, and threats facing an area.
- Lead: Planners
- Cost: \$
- Comments: Well-established framework for understanding how existing conditions affect the ability to achieve a future vision.

Market Study

- Purpose: Snapshot of quantitative data on the market feasibility of different development types in an area, as well as historical trends, and comparisons to the broader region.
- Lead: Economists
- Cost: \$ - \$\$
- Comments: Very helpful, but limited shelf-life.

Existing Conditions Analysis

- Purpose: Holistic summary of conditions today that inform the future vision and the opportunities and challenges for achieving that vision.
- Lead: Planners
- Cost: \$ - \$\$
- Comments: Pulls together information from plan review, SWOT analysis and market study into one document.

Walking Tours – This area is pretty well understood

- Purpose: Provide first-hand knowledge of the area for community members, planners & developers.
- Lead: Planners & Communications
- Cost: \$
- Comments: Excellent for involving people unfamiliar with the area. Unnecessary for people already familiar with the area.

What do we want the area to be?

- Open Houses
- Design “charettes”
- Surveys
- Community Events
- Advisory Committees
- Focus Groups
- Educational
- materials
- Guiding Principles
- Illustrated Design Concepts
- Opportunity Site Analysis

Open Houses

- Purpose: Educate the community on the project, while soliciting structured input.
- Lead: Planners and Communications
- Cost: \$ - \$\$
- Comments: You get out what you put in. Challenging to ensure big crowds and diverse participants.

Design Charettes

- Purpose: In-depth, extended, collaborative process to identify and resolve issues and create and evaluate potential visions.
- Lead: Architects and Designers
- Cost: \$\$ - \$\$\$
- Comments: Excellent at quickly producing visual designs that capture community input. However, expensive and not the right venue for addressing detailed/technical challenges.

Surveys

- Purpose: Quickly and efficiently capture public opinion on specific questions.
- Lead: Surveyors
- Cost: \$ - \$\$
- Comments: Differences in cost/utility of statistically significant surveys vs online/community surveys. One of the best ways to engage non-English speakers.

Community Events

- Purpose: Similar to a mini-open-house or road-show that occurs at a variety of community events put on by the public.
- Lead: Communications
- Cost: \$
- Comments: Easier to reach large numbers of people if you go them, rather than expecting them to come to you.

Advisory Committee

- Purpose: Provides more in-depth input on complicated topics from a select group of community members.
- Lead: Planners
- Cost: \$
- Comments: Need to identify which issues are best addressed by broad public outreach, and which benefit from more focused community input.

Focus Groups

- Purpose: Facilitated conversations with selected participants. More depth than surveys and open house feedback.
- Lead: Communications and Surveyors
- Cost: \$
- Comments: Groups can be either randomly selected, or targeted audiences.

Educational Materials

- Purpose: Some educational materials may need to be prepared in advance to support other outreach efforts.
- Lead: Communications & Graphic Designers
- Cost: \$ - \$\$\$
- Comments: Cost can vary greatly, depending on the type and amount of materials (e.g., computer animated short videos vs handouts and poster boards).

Guiding Principles

- Purpose: Establish high-level, short-list of key components of the vision.
- Lead: Planners
- Cost: \$
- Comments: The first step in establishing/communicating a vision based on community input and technical analysis.

Illustrated Design Concepts

- Purpose: Visual examples of ideal future development consistent with the guiding principles.
- Lead: Architects
- Cost: \$\$ - \$\$\$
- Comments: Can include photos of real buildings in other communities, 3D block massing, illustrations of hypothetical new buildings on opportunity sites, etc.

Opportunity Site Analysis

- Purpose: Determine the highest and best use for key sites, and identify any financial gap in the development proforma.
- Lead: Economists, Architects, Planners
- Cost: \$\$
- Comments: Budget affected by the number of opportunity sites, and number of development scenarios on each site. Can pair illustrated design concepts with each site.

How can we transform the area?

- Action and Implementation Plan
- Concept Plan
- Urban Renewal Plan
- Land Use and Transportation Plan
- Comprehensive Plan Amendment
- Zoning Code Amendment
- Other Administrative Actions

Action and Implementation Plan

- Purpose: Roadmap for implementing the vision long-term
- Lead: Planners
- Cost: \$ - \$\$
- Comments: Helpful for identifying all of the actions the City will take to implement the vision, the timeline for those actions, and the steps for implementing each action.

Concept Plan

- Purpose: Establish a clear and detailed vision for the area.
- Lead: Planners
- Cost: \$\$\$
- Comments: An overarching report that incorporates many of the outreach and visioning tasks described in this presentation.

Urban Renewal Plan

- Purpose: Create a funding source (TIF) to fund implementation of a subset of projects to achieve the new vision for the area.
- Lead: Urban renewal specialists
- Cost: \$\$ - \$\$\$
- Comments: Doing visioning work early makes URA Plan adoption faster, more efficient, and with stronger support from community and taxing districts.

Land Use and Transportation Plan(s)

- Purpose: Specifically describe changes in land use and transportation infrastructure that should occur to implement the vision.
- Lead: Planners and Engineers
- Cost: \$\$ - \$\$\$
- Comments: Land use and transportation can be such important parts of a vision that they may benefit from their own plans, providing more detail on necessary changes.

Comprehensive Plan Amendment

- Purpose: Ensure that the vision is in conformance with the controlling land use document for the City
- Lead: Planners
- Cost: \$ - \$\$
- Comments: Changes to the comprehensive plan map may be necessary to accommodate the new vision. Goal and policy language may also be updated. More detailed language on the vision can also be included.

Zoning Code Amendment

- Purpose: Ensure land use regulations allow/encourage development consistent with the vision
- Lead: Code specialists
- Cost: \$ - \$\$\$
- Comments: Can range from minor tweaks of existing code to complete overhaul (i.e., switching from traditional zoning to form-based code)

Other Administrative Actions

- Purpose: Miscellaneous actions that don't fit neatly under zoning code or comprehensive plan amendments
- Lead: Planners
- Cost: \$ - \$\$
- Comments: Actions can include changes to budget and staff allocations, drafting development agreements, initiating work on additional implementation actions.

Questions?

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