



CITY OF TUALATIN Staff Report

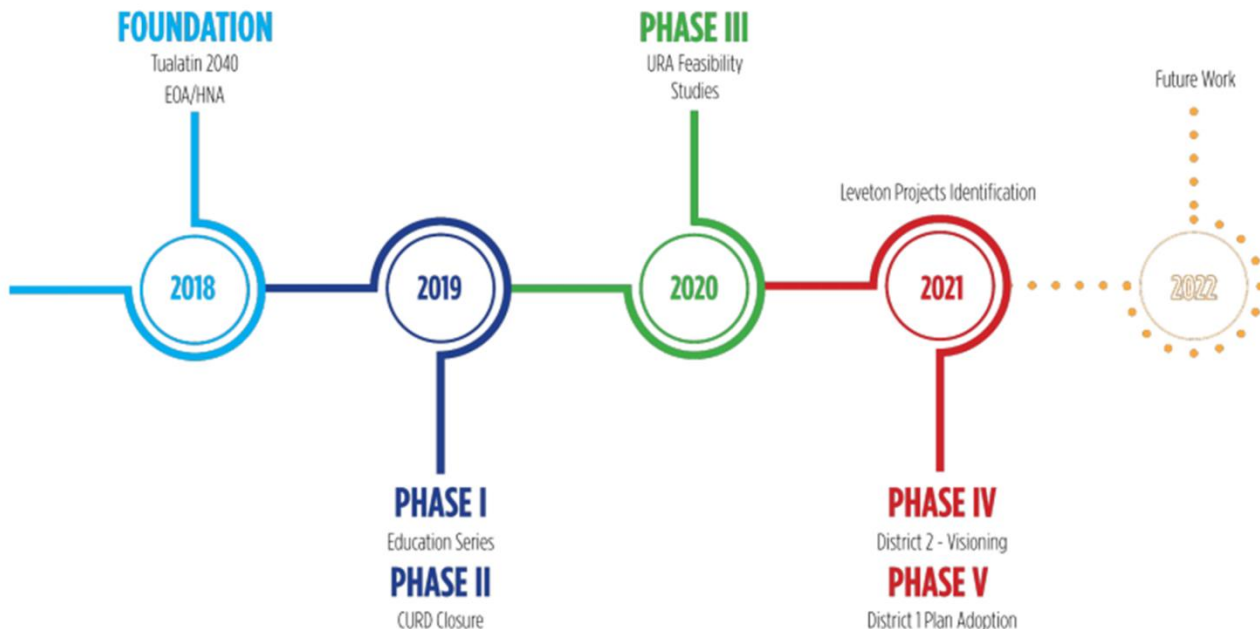
TO: Honorable Mayor and Members of the City Council
THROUGH: Sherilyn Lombos, City Manager
FROM: Jonathan Taylor, Economic Development Manager
DATE: April 26, 2021

SUBJECT:
Proposed District 2 Study Area Visioning Discussion

EXECUTIVE SUMMARY:

Background

In December 2018, the City of Tualatin began a multi-phased process to work towards community revitalization and development of financing tools – beginning with the Tualatin 2040 Project.



Foundation

Beginning in December 2018, the City began the Tualatin|2040 initiative with the intent of providing a needs analysis for economic and residential short and long-term development, along with a code modernization effort.

Phase 1: Education Series.

This four-part series provided an overview of urban renewal and tax increment financing; the history of Tualatin's urban renewal areas, and how to close down an urban renewal area; what

to do with the remaining assets of Central Urban Renewal District and Leveton Tax Increment Finance District; and to explore the feasibility of new districts based on Council-identified community and economic development goals.

Phase 2: Urban Renewal Area Official Closure.

In January 2020, the City Council and Tualatin Development Commission completed the closure of the Central Urban Renewal District (CURD), transferred remaining assets to the City of Tualatin, and adopted the final report on CURD.

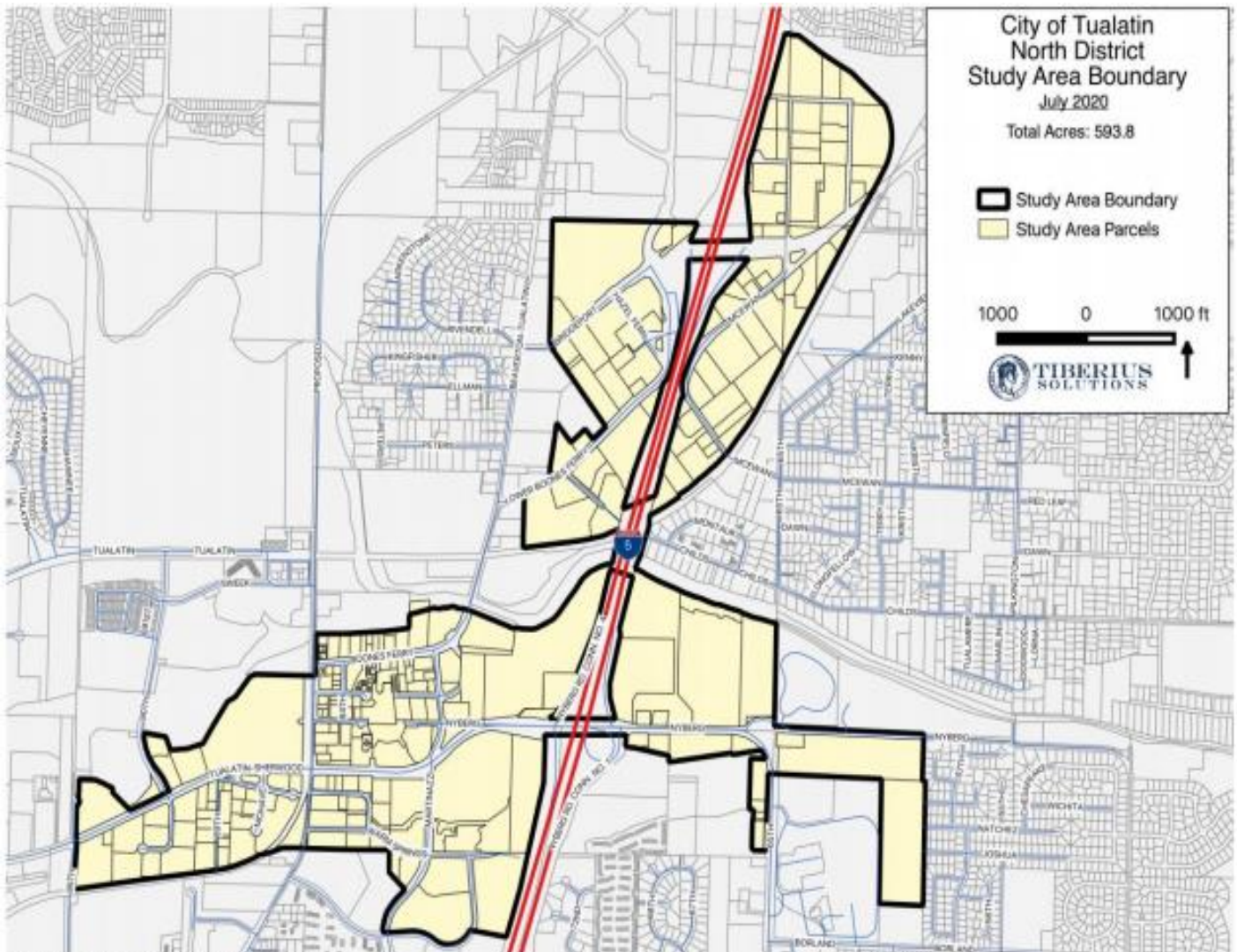
Phase 3: Technical Study of the Feasibility of Urban Renewal Areas.

On September 28, 2020, the City Council approved the feasibility study for proposed study area 2 and directed staff to present a project timeline for implementation of these districts. The timeline indicated that work would begin in March 2021.

Phase 4: Visioning (Study Area 2)

Tonight’s workshop, as well as one planned for May 24th, will assist City staff in crafting a scope of work and needed resources moving forward with the overall visioning for the proposed study area.

PROPOSED STUDY AREA



Source: Tiberius Solutions

IDENTIFIED PRIORITIES/GOALS/THEMES:

The following priorities, goals, and themes have been identified to include in the visioning process for the proposed study area:

Common Identity

Outside the “town center”, the study area has no unifying identity or “personality.”

Topics Discussed:

- New Zoning and Design standards
- New Town Center Plan or expand existing plan.

Connectivity

Two primary concerns with the lack of connectivity of the study area centers on pedestrian safety and reducing barriers of mobility between different areas.

Topics Discussed:

- Transportation needs to be improved.
- Creating safety for runners, walkers, and cyclists.
- Creating and exploring safer ways to cross Tualatin-Sherwood Road.

Collaborative Approach

Soliciting resident, business and property owner input at each stage of plan development will be a primary component of all City efforts.

Topics Discussed:

- Public input should be important, broad, and inclusive.

Promotion of the Natural Environment

With over 30% of paved surfaces, less than 1% of park space, and lack of attention of development oriented around the Tualatin River, efforts should be developed that encourages development that promotes or reorients around the natural environment.

Topics Discussed:

- The river is removed from the area due to development.
- Focusing on the natural environment may create a common identity.

Mixed Use Development

To create a more vibrant town center, mixed use development should be encouraged. This could include first floor commercial/employment related tenant with upper residential options. Increasing height allowances and zoning usages should be examined.

Topics Discussed:

- Development should focus on being family friendly.
- Increased density will help with vibrancy.
- We should make the area attractive to live and work in.

Expanded Housing Options

Understanding the regional lack of housing, ensuring access to all levels of housing and housing costs should be a priority in the redevelopment of this study area. This has been a top priority of the City Council.

SCOPE OF WORK OPTIONS

To explore identified themes (above) for the proposed study area, the City may consider a variety of options to further understand the area, identify what we want the area to be, and how the area can be transformed to meet the desired vision and/or goals. The following are an example list, but not necessarily limited to, of methods to assist in the overall process.

UNDERSTANDING THE AREA

Understanding the area as it currently exists will help identify opportunities and challenges for proposed redevelopment and determine the level of feasibility for identified themes and goals. Gaining additional insight to how and why the area has developed will guide the community on realistic expectations crafting guiding principles and desired outcomes for the area.

The following methods are options in providing additional understanding of the area:

- *Plan Review*
Reviewing existing plans that may have already identified a particular vision of the area. These plans may have already identified required infrastructure or development patterns. Reviewing existing plans could assist future work by determining if past work is adequate with existing conditions today – even if those plan visions are out-of-date, disjointed, or unintentional.
- *SWOT Analysis*
Identifying and understanding the area’s strengths, weaknesses, opportunities and threats could provide a well-established framework for understanding how existing conditions affect the ability to achieve a future vision or goal.
- *Market Study*
Using quantitative data to deliver a snapshot on the market feasibility of different development types or projects in the area. This data assists with identify historical trends and comparisons to the broader economic region. These studies are very helpful, but have a limited shelf life. Past market studies are irrelevant, even more so with COVID-19 economic conditions.
- *Existing Conditions Analysis*
A holistic summary of today’s conditions that informs the future vision and the opportunities and challenges for achieving that vision. An existing conditions analysis pulls together various data from a plan review, SWOT analysis, and market study into one document. Can also include specific site analyses, regulatory burden indexes.

WHAT DO WE WANT THE AREA TO BE?

Council has indicated that public input is a top priority for any visioning or redevelopment projects for the proposed study area. The following options are best practices:

- *Open Houses*
This opportunity allows the City to educate the community on the project while soliciting structured input. These can held in a variety of ways including: in-person, small or large groups, web-based, and/or hybrid.

- *Design Charrettes*
Visual designs of the area that capture community input to create potential visions for the purpose of evaluation. These are produced from in-depth input from extended and collaborative efforts.
- *Surveys*
Capturing public opinion on specific questions in a quick and efficient manner.
- *Community Events*
Similar to open-houses, these events can be tailored to fit the target audience. These can be small-group stakeholder events, roadshows, participation in partner events, or other general public access that solicits public input.
- *Advisory Committees*
These select groups allow for more in-depth input on complicated topics from community members. These can allow community oversight of proposed or potential avenues of the overall project.
- *Focus Groups*
Unlike open houses and broad community events, this allows more facilitated conversations with selected participants that provides more information than surveys or open houses. Groups can be randomly selected or targeted.
- *Educational Materials*
Overall messaging or informational documents/advertising that can assist in supporting with other outreach efforts.
- *Illustrated Design Concepts*
Unlike design charrettes which are quick to render, these provide detailed visual examples of the ideal future development consisted with area's goals, values and principles. These can include photos of real buildings, 3D block massing, graphics of hypothetical developments on opportunity sites, etc.
- *Opportunity Site Analysis*
Determines the highest and best use for key sites and identifies any financial gap in the development proforma. These can be paired with illustrated design concepts with each site or sites.

HOW CAN WE TRANSFORM THE AREA?

"A dream is only successful with a viable plan and strategy." Once the City determines the specific vision, goals, objectives, and outcomes for the proposed study area, creating viable, realistic plans of action is important. The following are examples:

- *Action Plan*
Road map for implementing the long-term vision. These help identify the actions the City will take to implement the overall vision, timeline and steps for implementing identified actions.
- *Concept Plan*
An overarching report that incorporates all outreach and visioning tasks described in this memo. This plan will establish a clear and detailed vision for the area.
- *Urban Renewal Plan*
The urban renewal plan is a potential funding source to implement the subset of projects

needed to achieve the desired vision for the area. This is not a visioning document.

- *Land Use and Transportation Plan*
These provide specifically described changes in land-use and transportation infrastructure that should occur to implement the area vision.
- *Comprehensive Plan Amendment*
The vision must conform to the controlling land use document for the City. Amending the Comprehensive Plan may be necessary to accommodate these new approaches.
- *Zoning Code Amendment*
Amending the zoning code, if needed, to allow or encourage proposed projects.
- *Other Administrative Actions*

Next Steps:

A second City Council workshop will be held on May 24, 2021 to finalize the key components for a scope of work. This will allow City Staff to return at a later date to present a final product and resources needed to move forward.

ATTACHMENTS:

- Power Point