

Identity Findings & Actions TDC Presentation

*Presented to:
Tualatin, OR*



CIVILIS CONSULTANTS

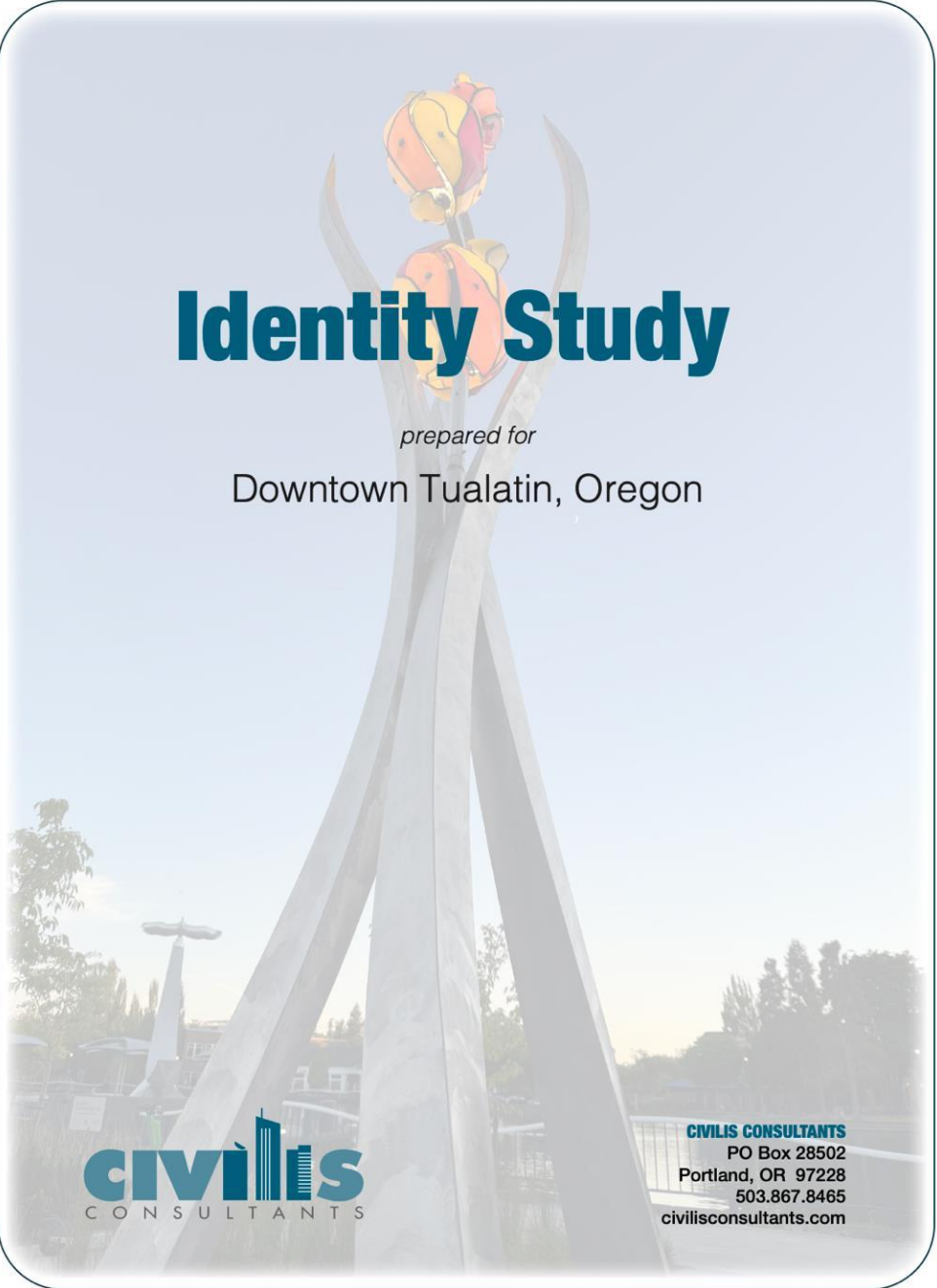
PO Box 28502
Portland, OR 97228
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www.civilisconsultants.com





ACKNOWLEDGEMENTS

GRATITUDE



Identity Study

prepared for

Downtown Tualatin, Oregon



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OVERVIEW



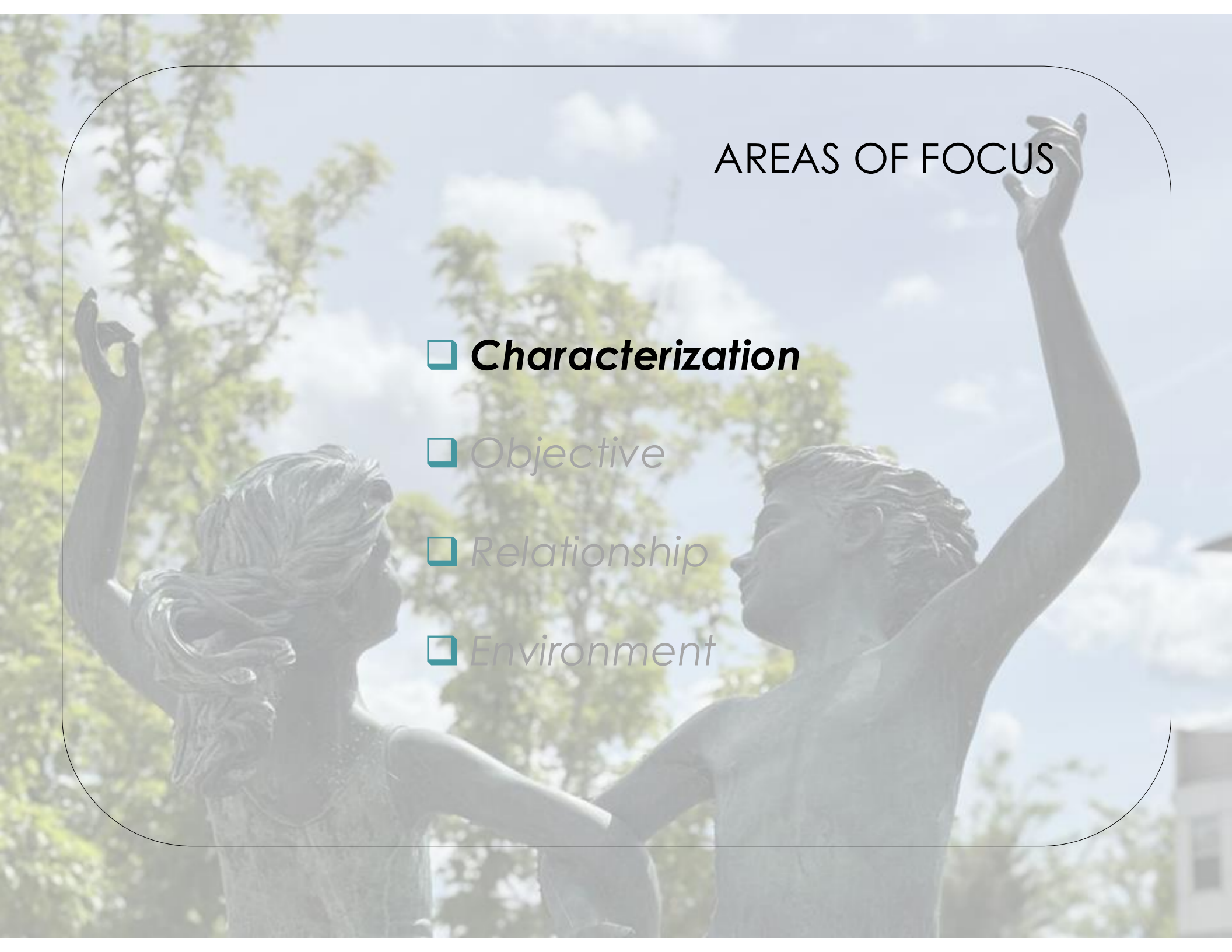
AREAS OF FOCUS

- ☐ *Characterization*
- ☐ *Objective*
- ☐ *Relationship*
- ☐ *Environment*

REPORT ORGANIZATION

IDENTITY FINDINGS

IDENTITY ACTIONS



AREAS OF FOCUS

- ❑ **Characterization**

- ❑ *Objective*

- ❑ *Relationship*

- ❑ *Environment*

CHARACTERIZATION

IDENTITY FINDINGS

[illegible]

Civic Identity

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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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

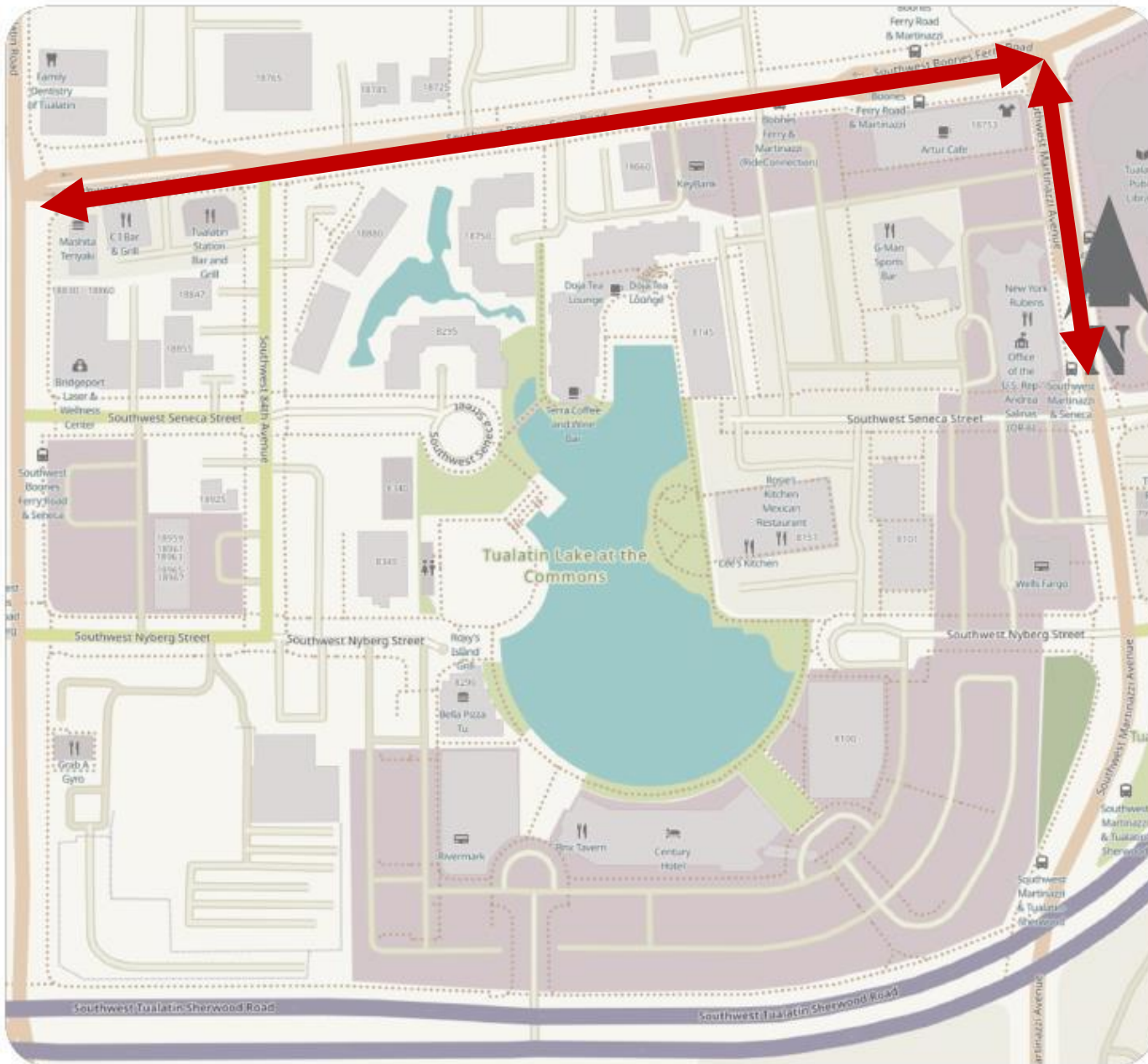


WHERE ARE BEST BORDER ROADS



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BEST BORDER ROADS

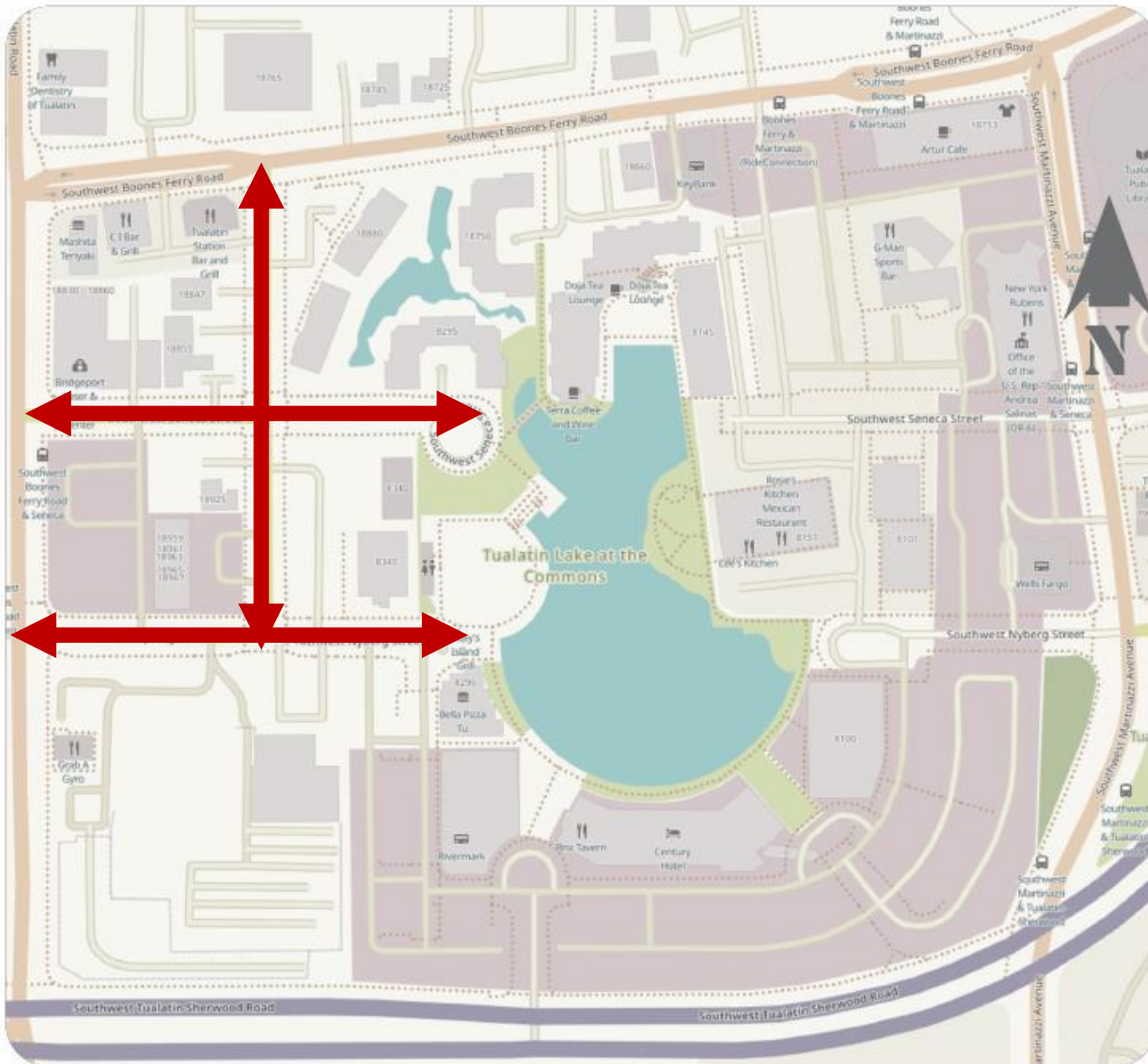


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INTERNAL ROADS

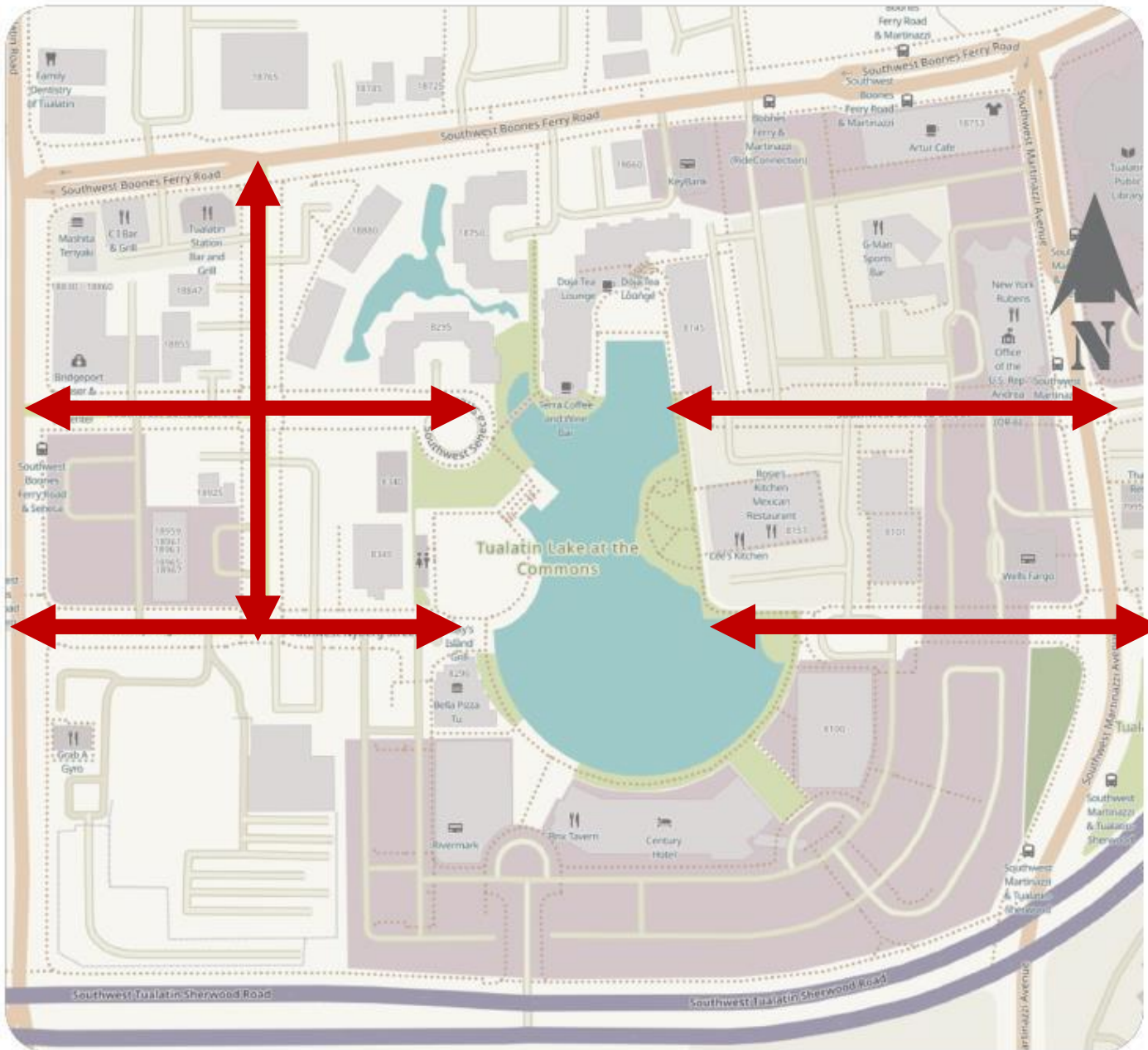


WEST SIDE
HAS MINI
GRID WITH
N/S STREETS



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EAST SIDE
HAS NO
N/S STREETS



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INTERNAL CIRCULATION

**MAJORITY OF
CIRCULATION IS
PARKING LOT
LANEWAYS**

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SUBURBAN PARKING STORY



The map displays the Southwest Boones Ferry Road area, showing a network of streets and residential lots. Key streets include Southwest Boones Ferry Road, Southwest 84th Avenue, Southwest Nyberg Street, Southwest Seneca Street, and Southwest Martinazzi Road. A large blue pond is situated in the center of the map. Numerous residential lots are shown, with some highlighted in black (Parking Lot) and red (Vacant Lot). A legend in the bottom right corner identifies these areas. A north arrow is located in the top right corner.

Civic Identity

SUBURBAN BUILDINGS



SUBURBAN BUILDINGS



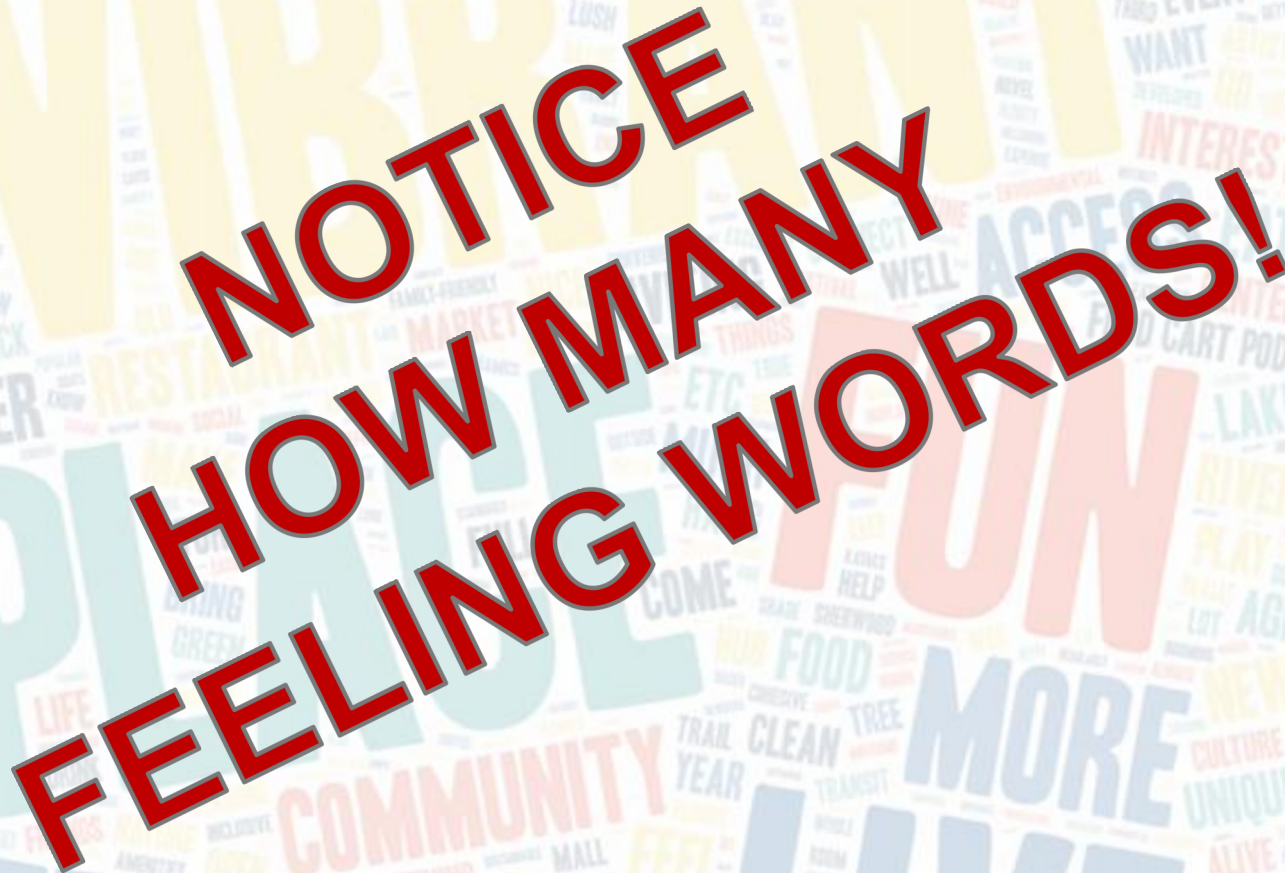
CUTE SMALL DOWNTOWN BUILDINGS



CUTE SMALL DOWNTOWN BUILDINGS



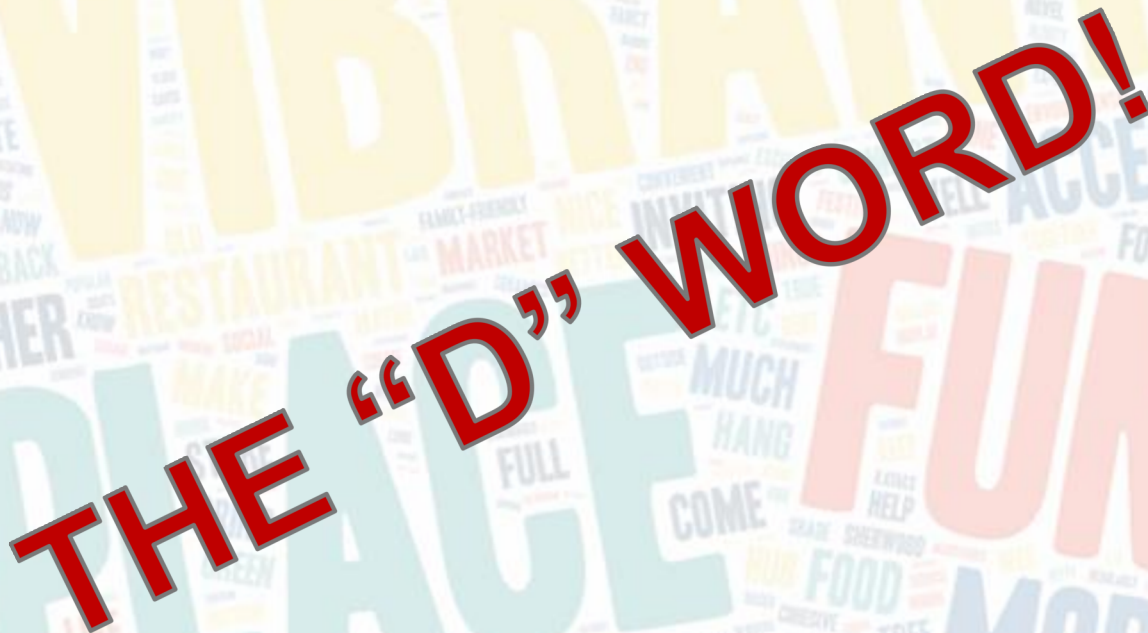
[illegible]



**NOTICE
HOW MANY
FEELING WORDS!**

WHAT WORDS
DO YOU WANT
TO HEAR
DESCRIBE
DOWNTOWN
IN THE FUTURE?

[illegible]



Civic Identity



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



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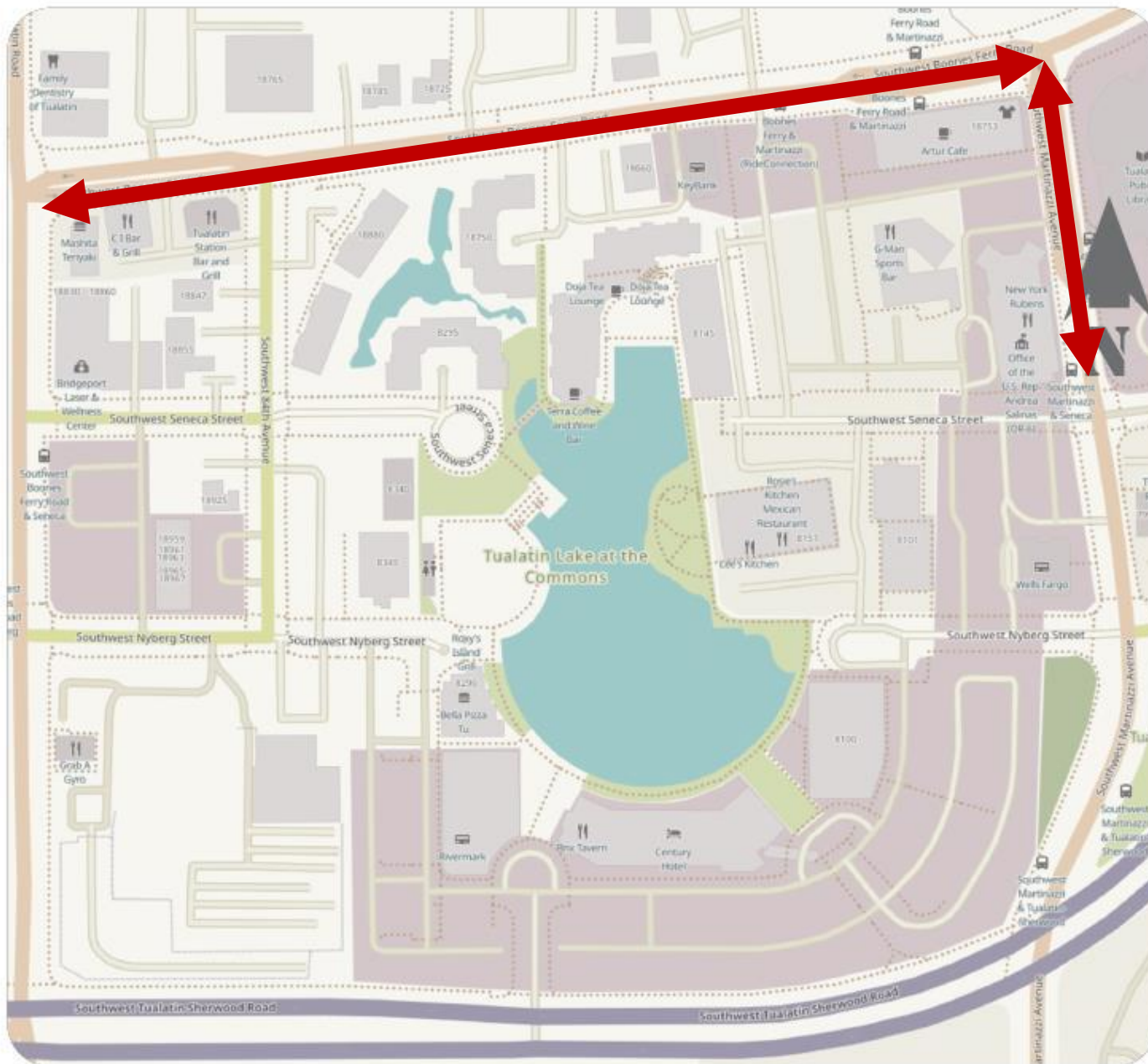
Building Stories

Window Stories

Signage Stories

Marketing Stories

Characterization



MAKE BEST
ROAD EVEN
BETTER!

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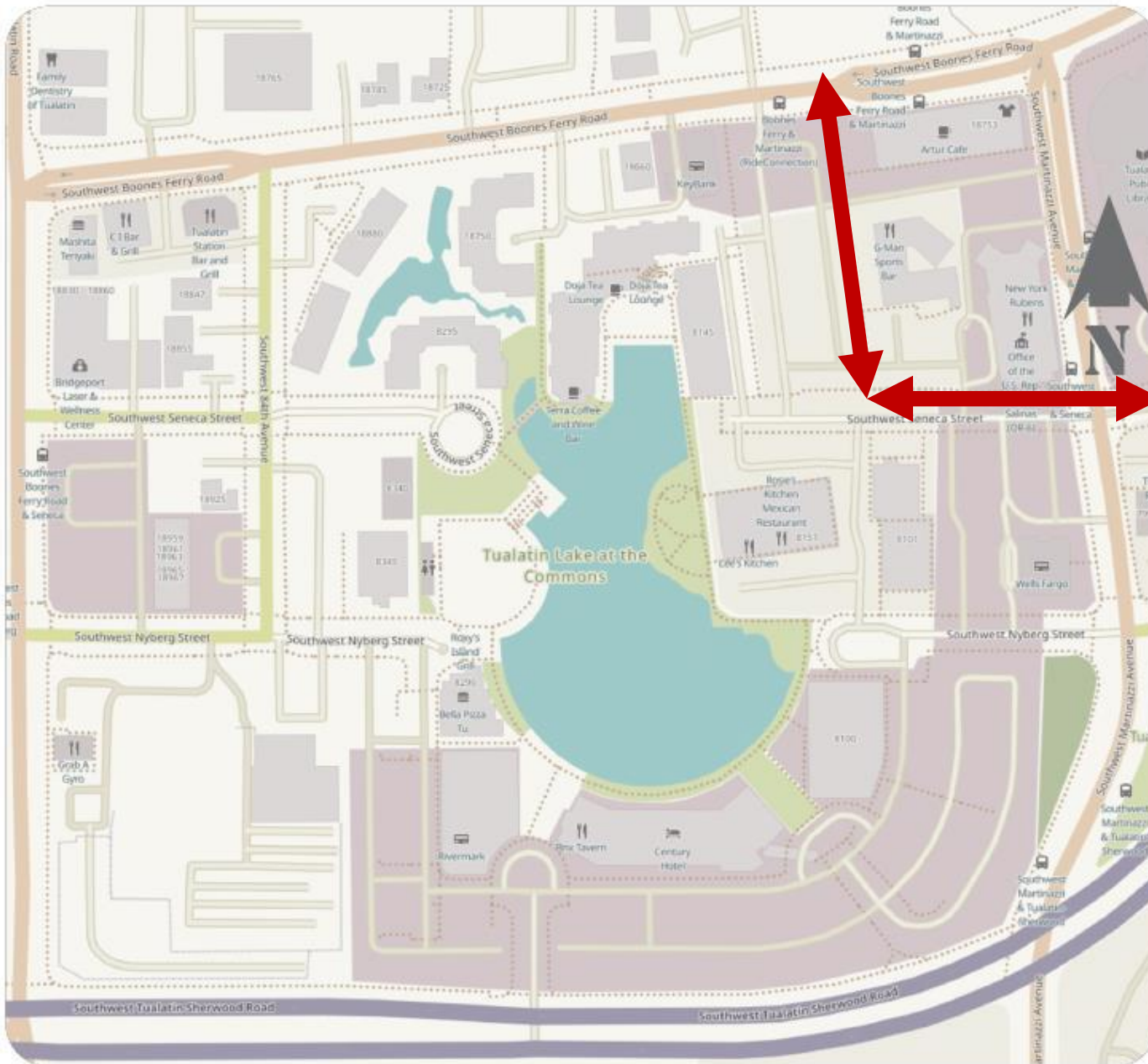
CONNECT TO PARK!

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!



MUST COHESIVELY TELL STORY OF A 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**

CHARACTERISTICS OF SUCCESSFUL DOWNTOWNS

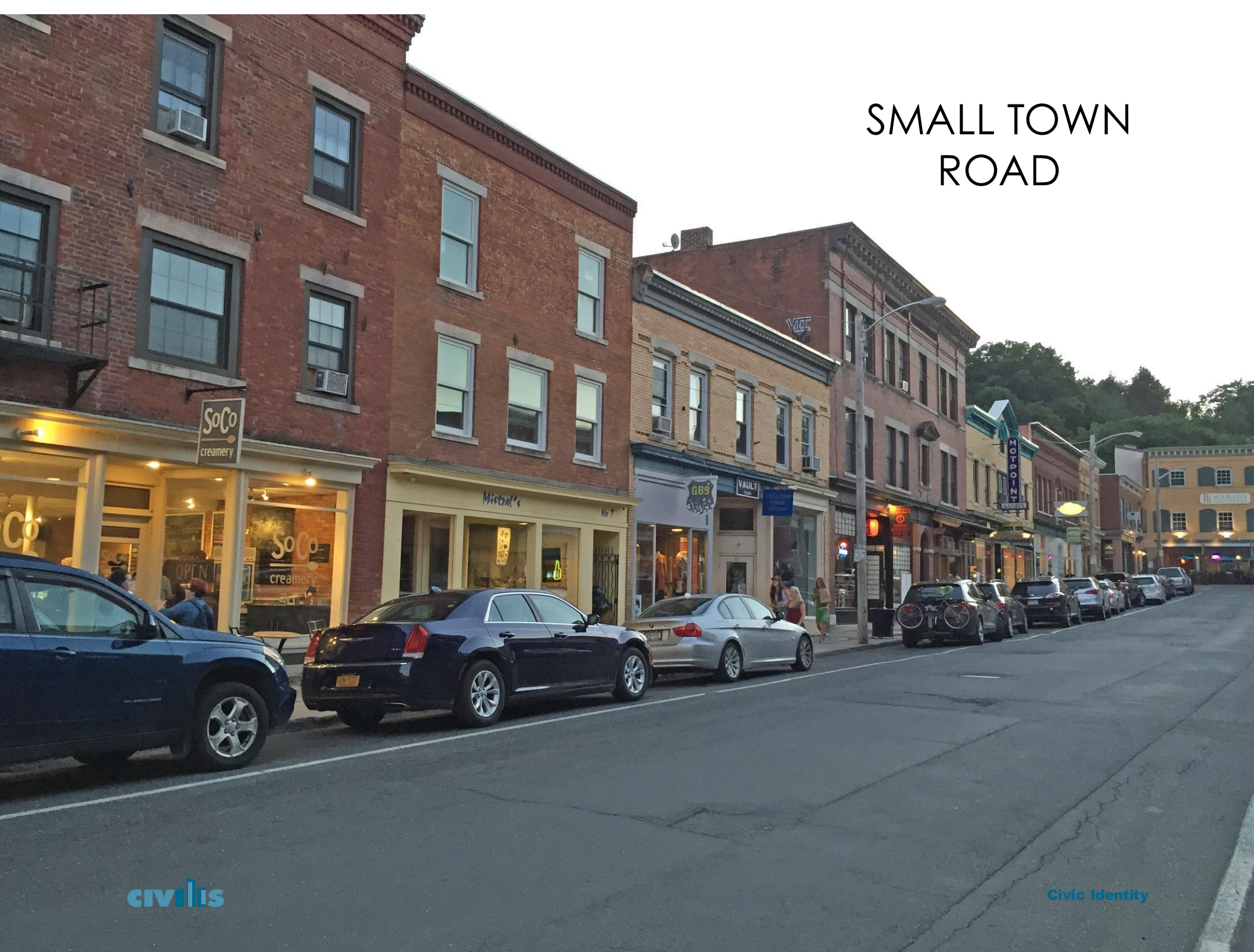
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DENSITY OF BUILDING FORM

- 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!



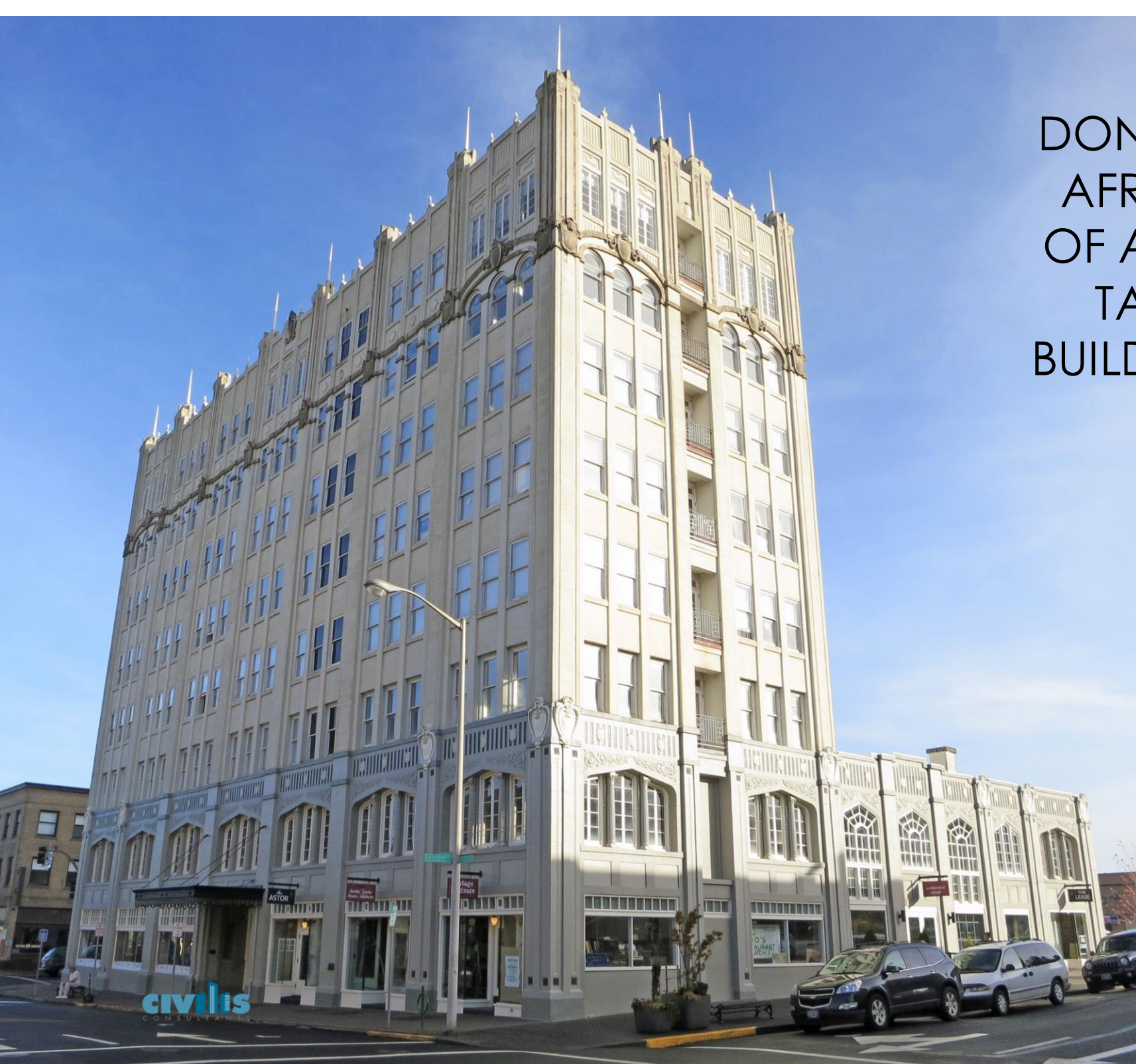
ACTIVE USES CAN
BE ELEVATED!

AUBURN, CA
(directly adjacent to
to freeway exit)

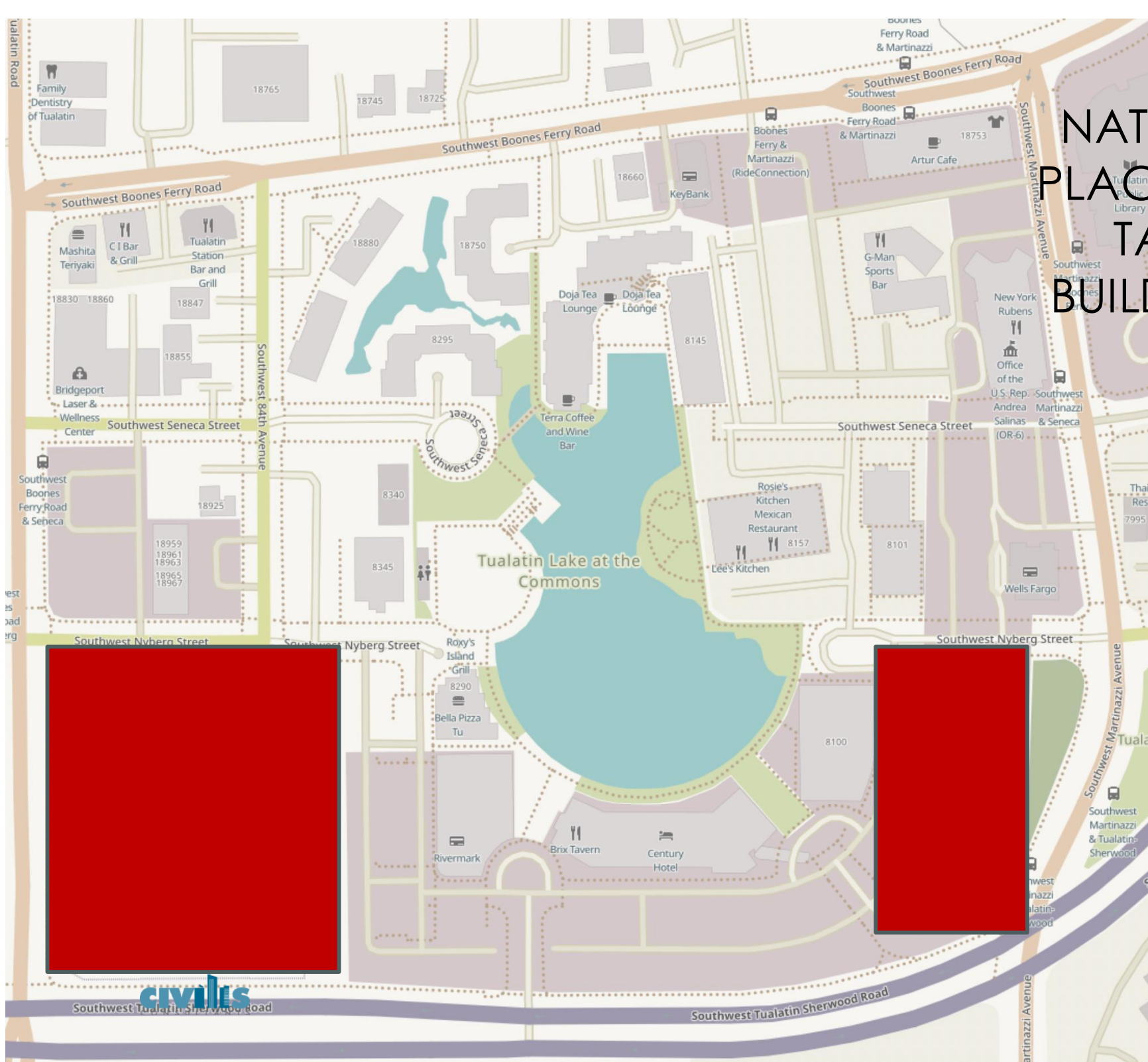
WORKING RIVER TOWN



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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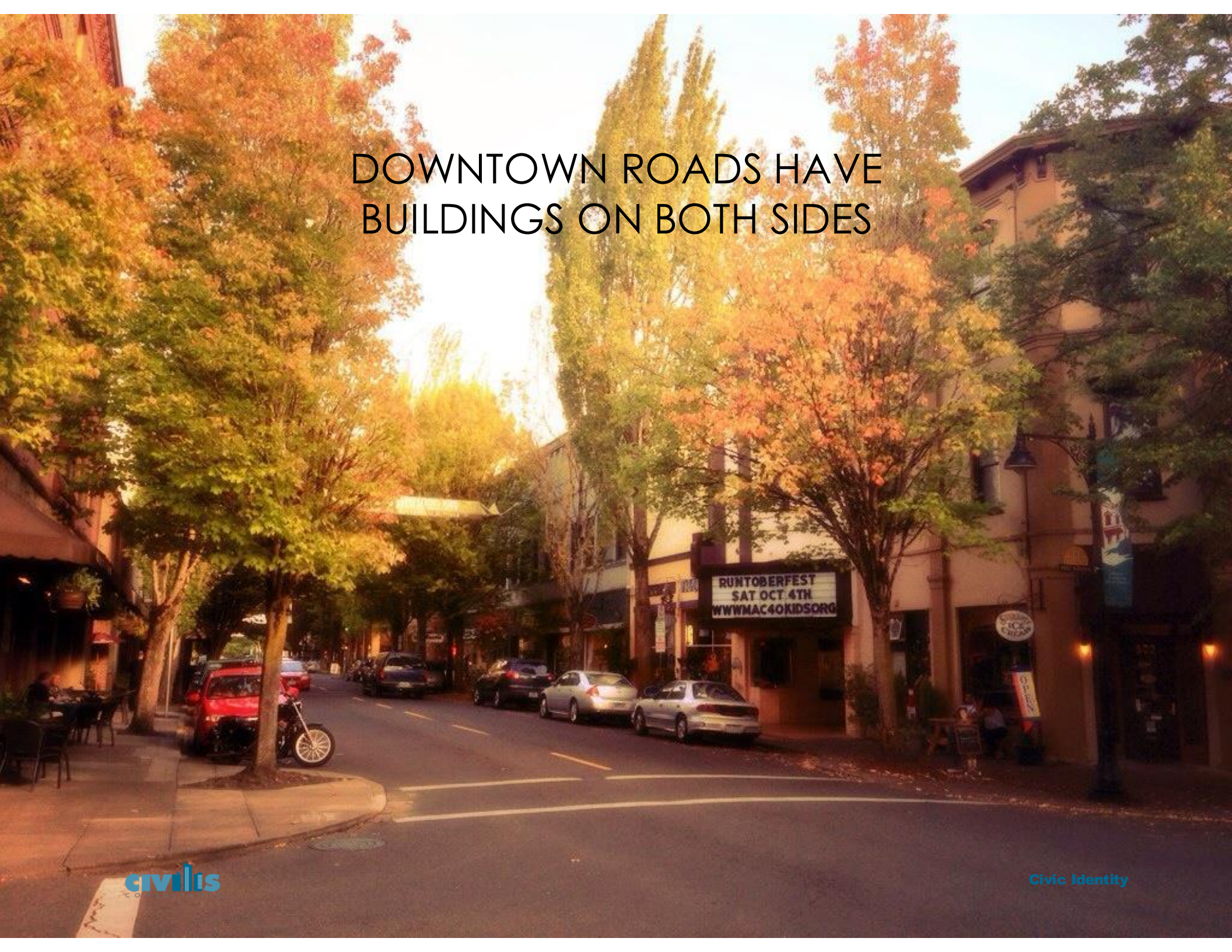
Building Stories

Window Stories

Signage Stories

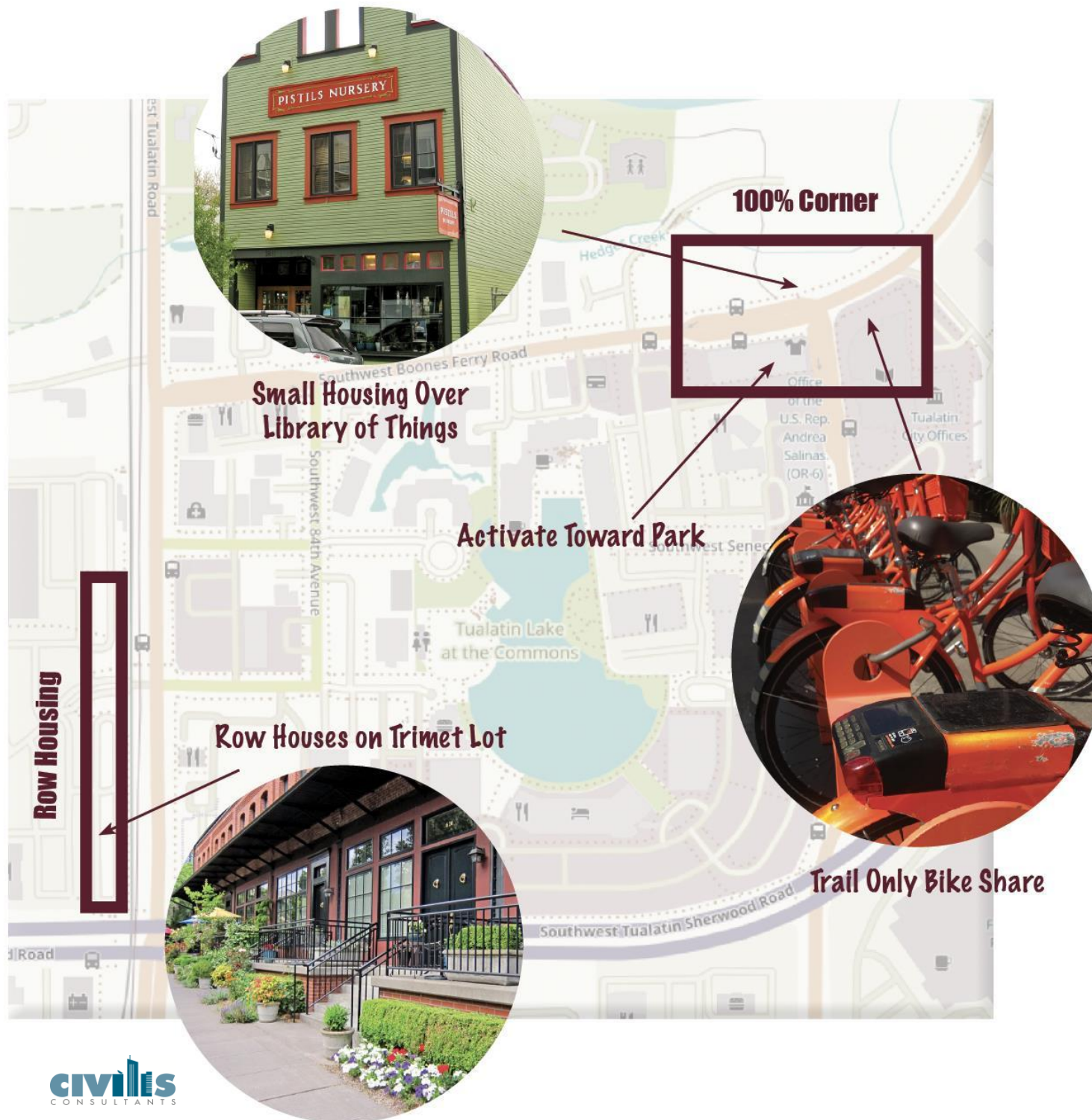
Marketing Stories

Characterization



DOWNTOWN ROADS HAVE
BUILDINGS ON BOTH SIDES

BUILDINGS ON BOTH SIDES OF THE STREET





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Civic Identity

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

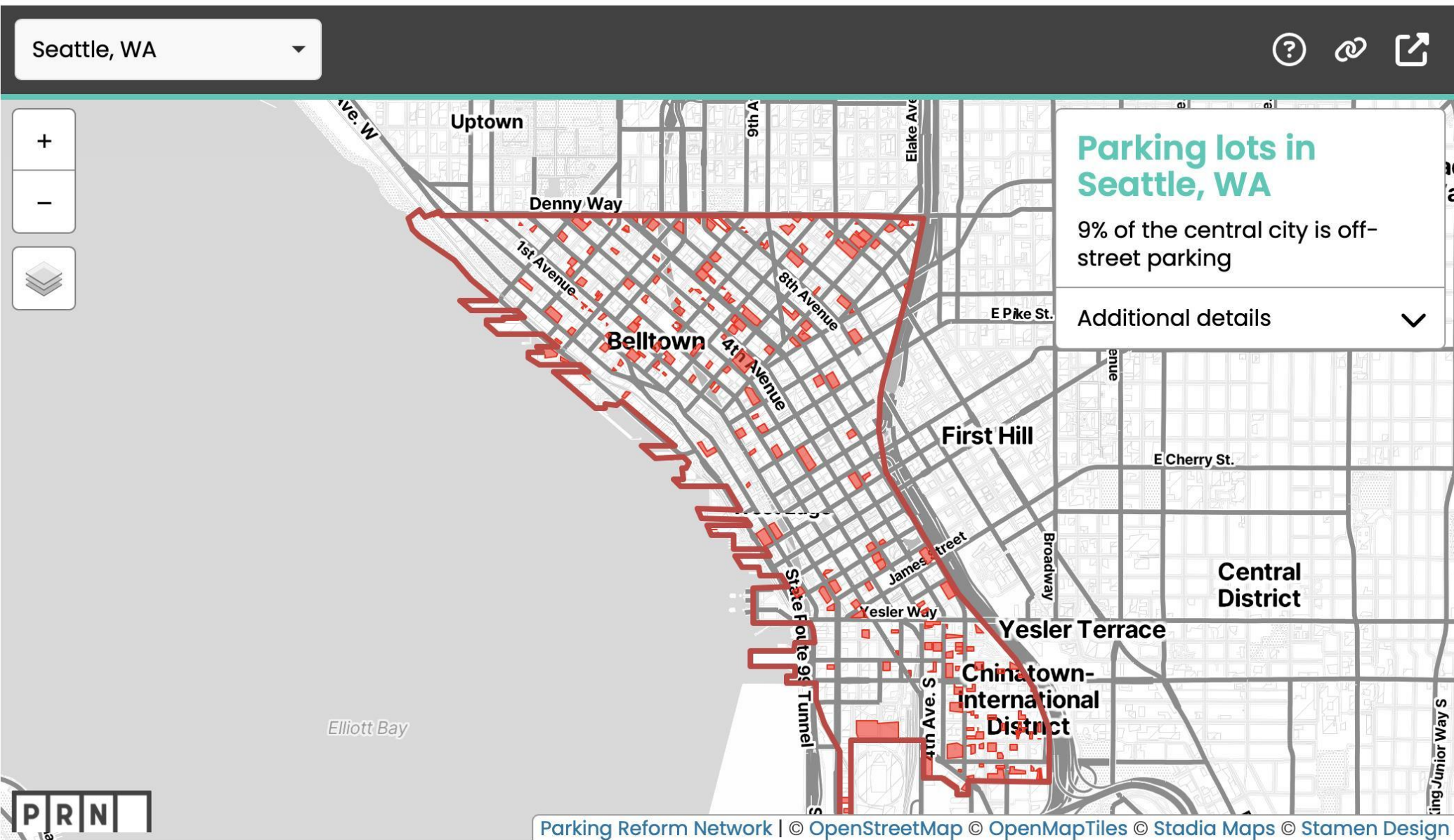
Sunset Highway

Marcum Bridge

P R N

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

TARGET RATIO?





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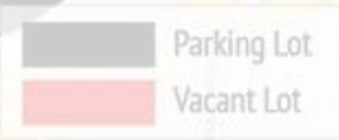
Signage Stories

Marketing Stories

Characterization

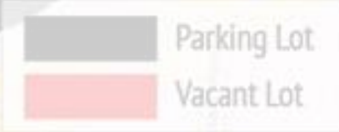
**DON'T HAVE TO TEAR
EVERYTHING DOWN!**

TARGET
RATIO?



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!



FACILITATE SITE INTENSIFICATION



Courtesy of © Google Earth



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

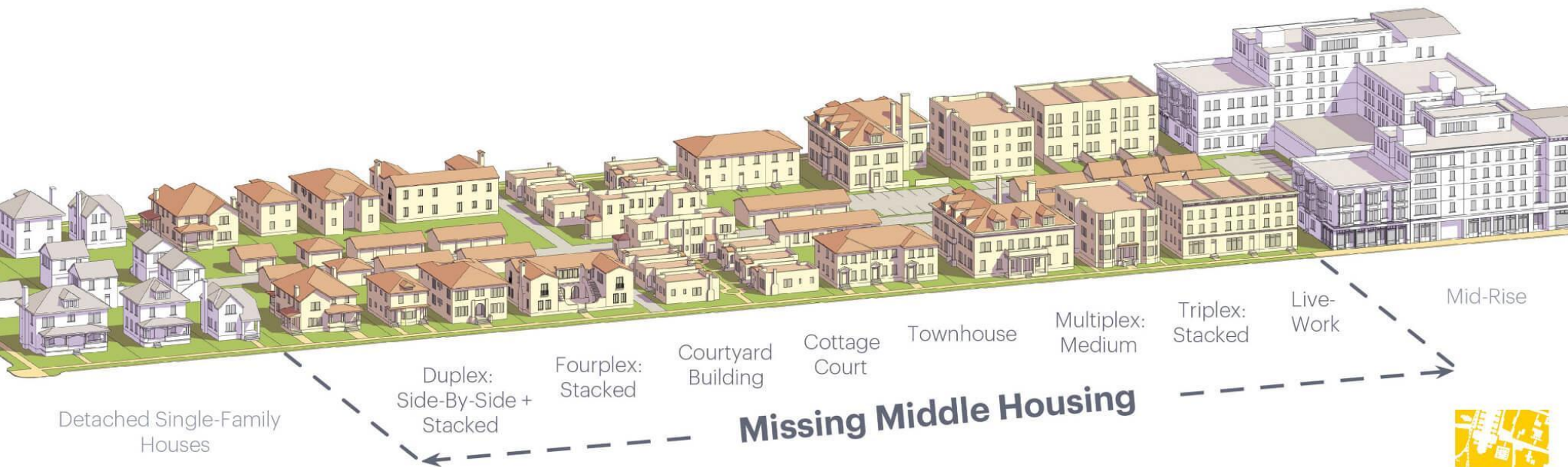
Minority-Owned Businesses

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

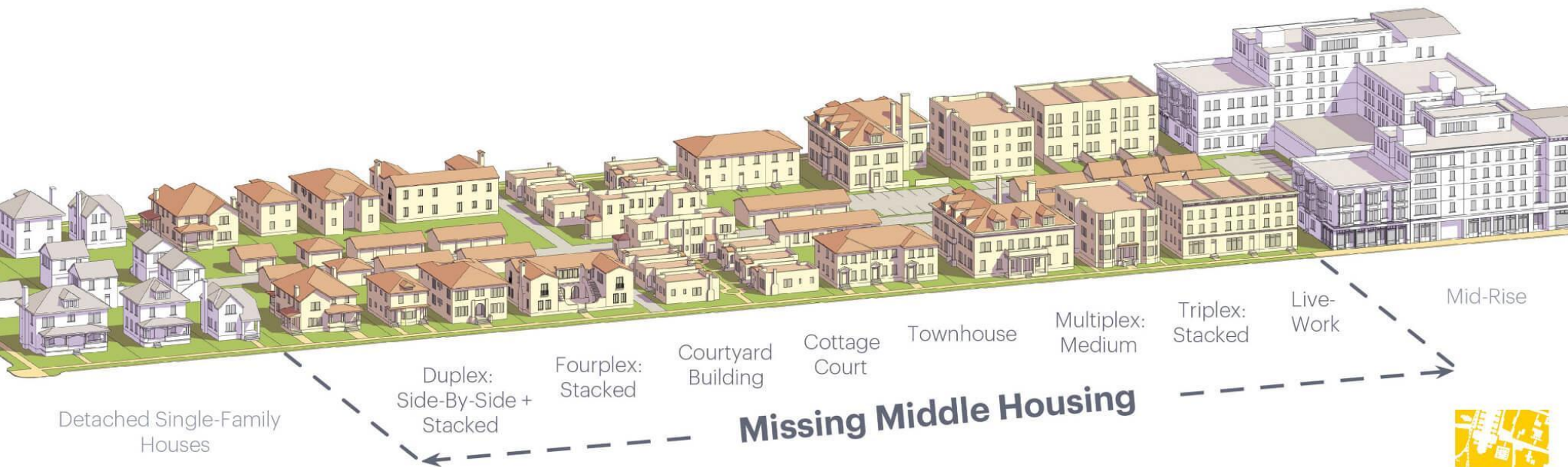
SUBURBAN
HOUSING MODEL

SINGLE STAIR

MASS TIMBER



SITE INTENSIFICATION/SMALL LOT HOUSING



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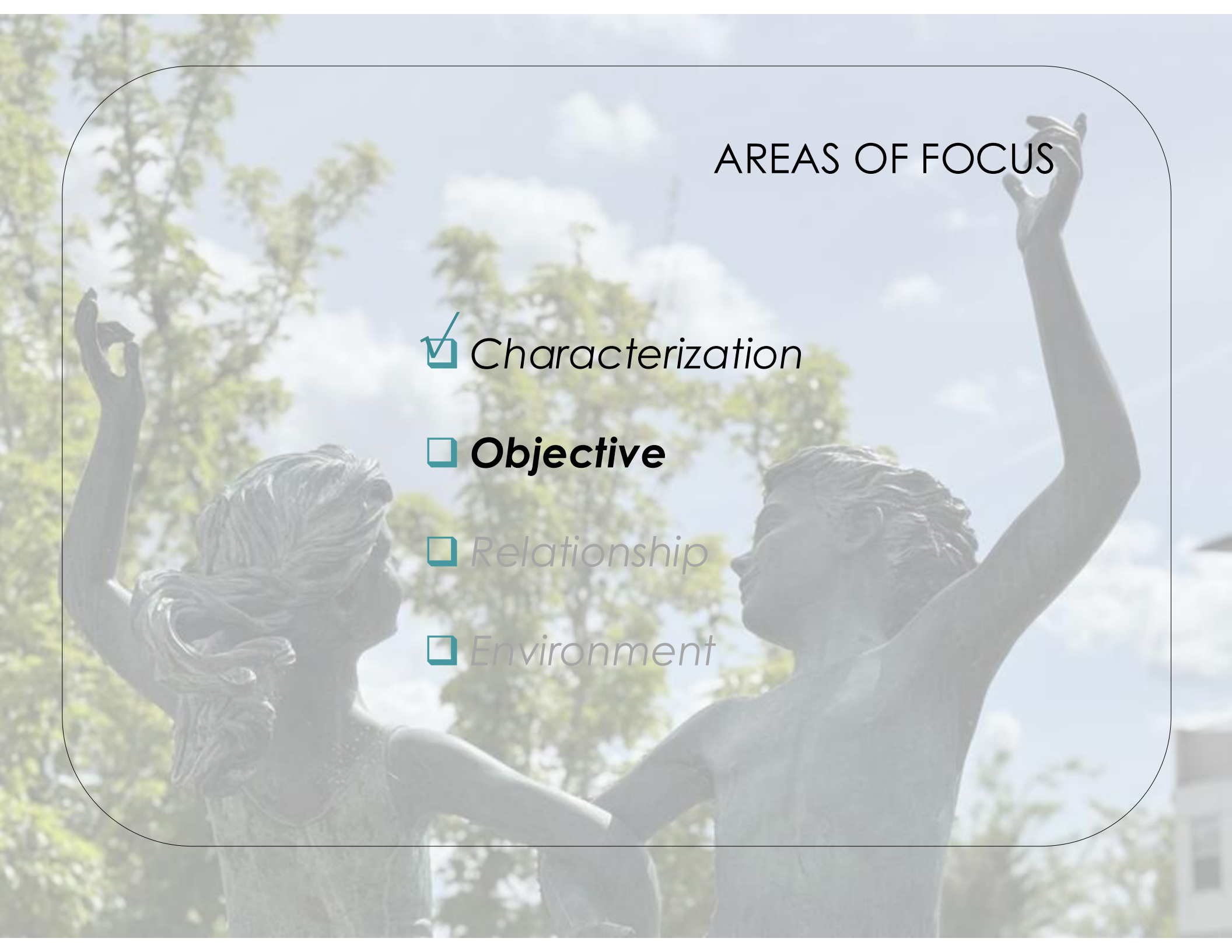
AREAS OF FOCUS

☒ **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

- * Novoskhtinsk, 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?

**ACTIVITY
&
PEOPLE**

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!



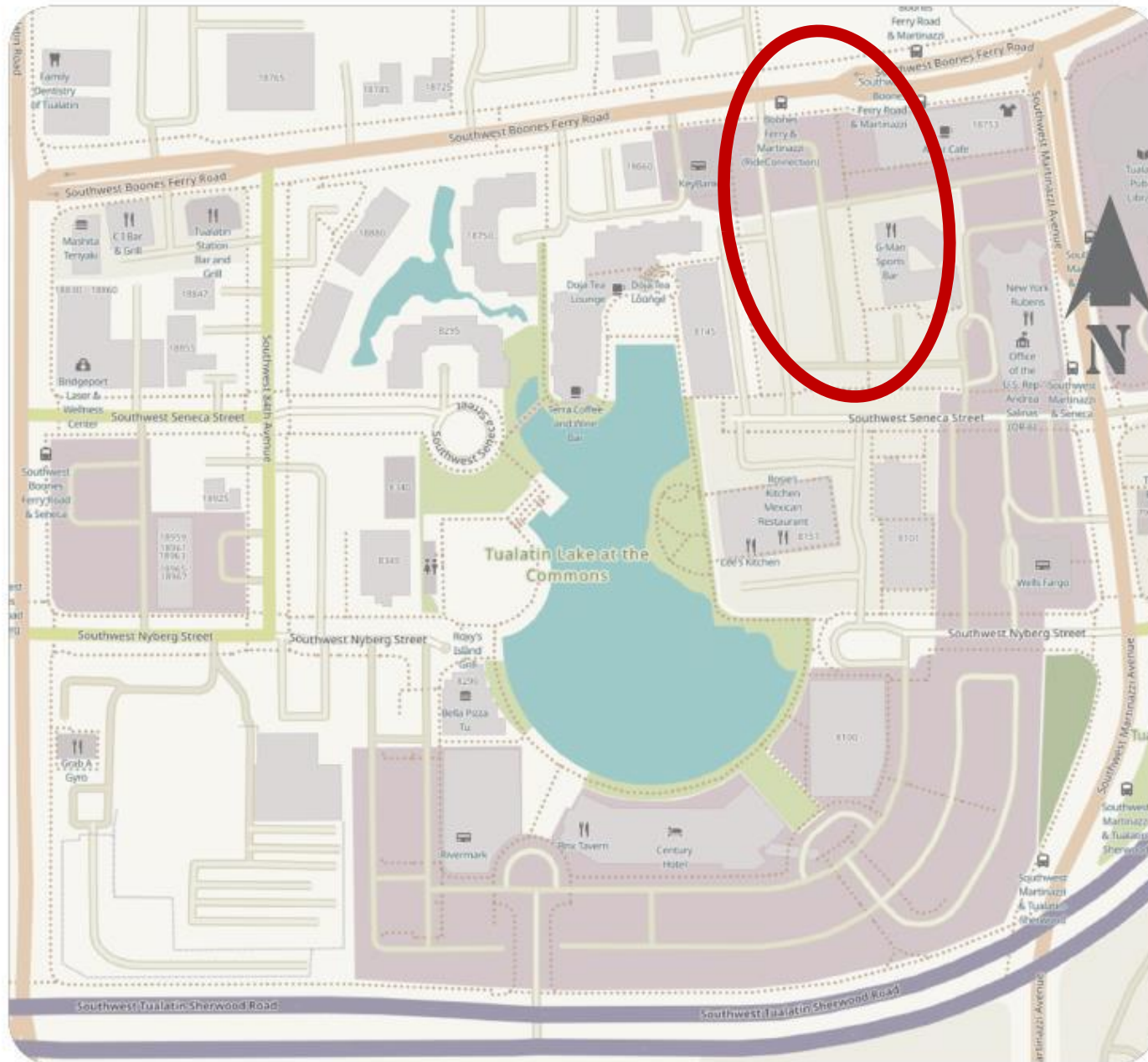
SITE INTENSIFICATION



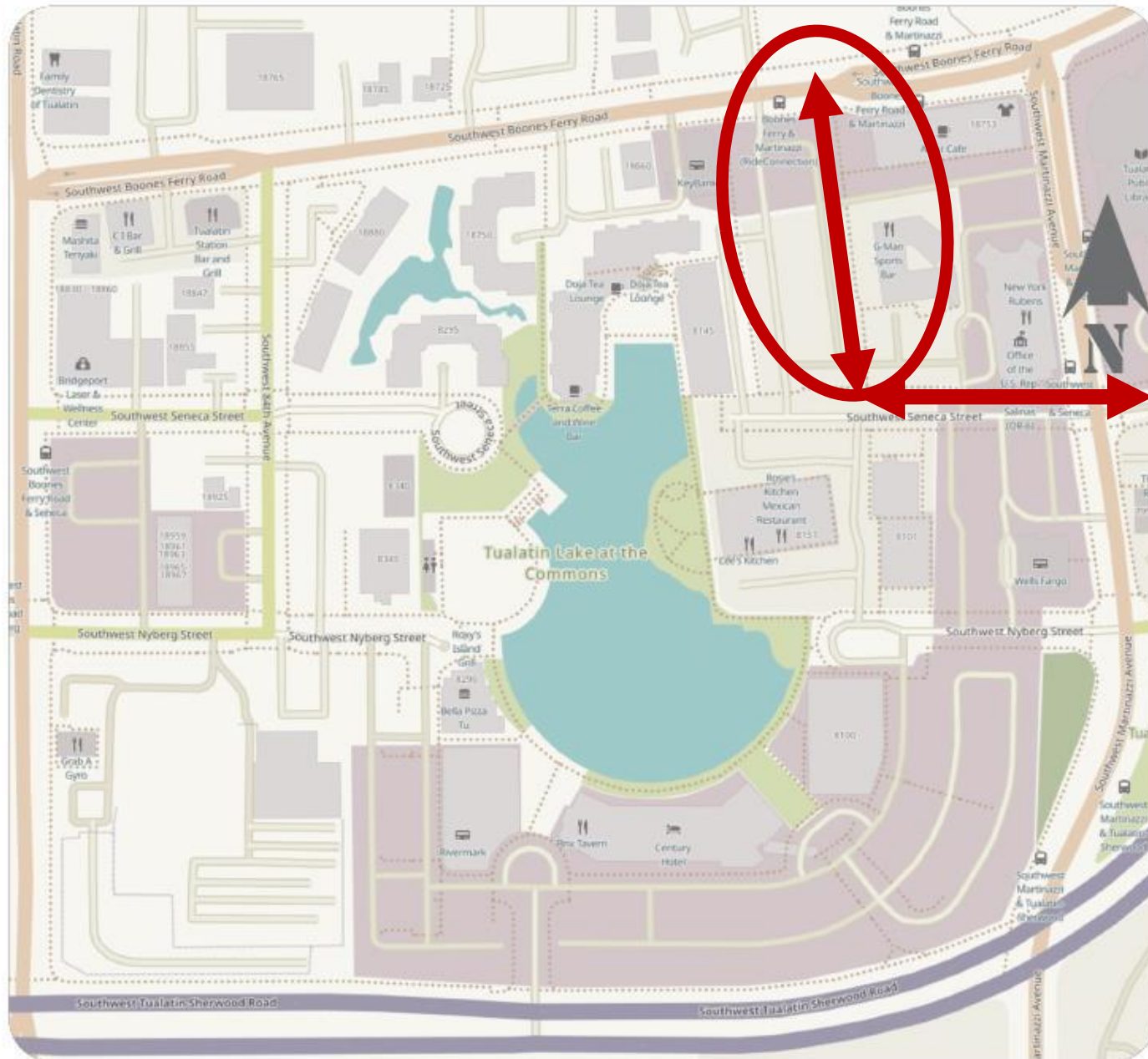
PURCHASED FOOD CARTS AS LEASABLE INCUBATORS



PULL PARK
GOERS 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.

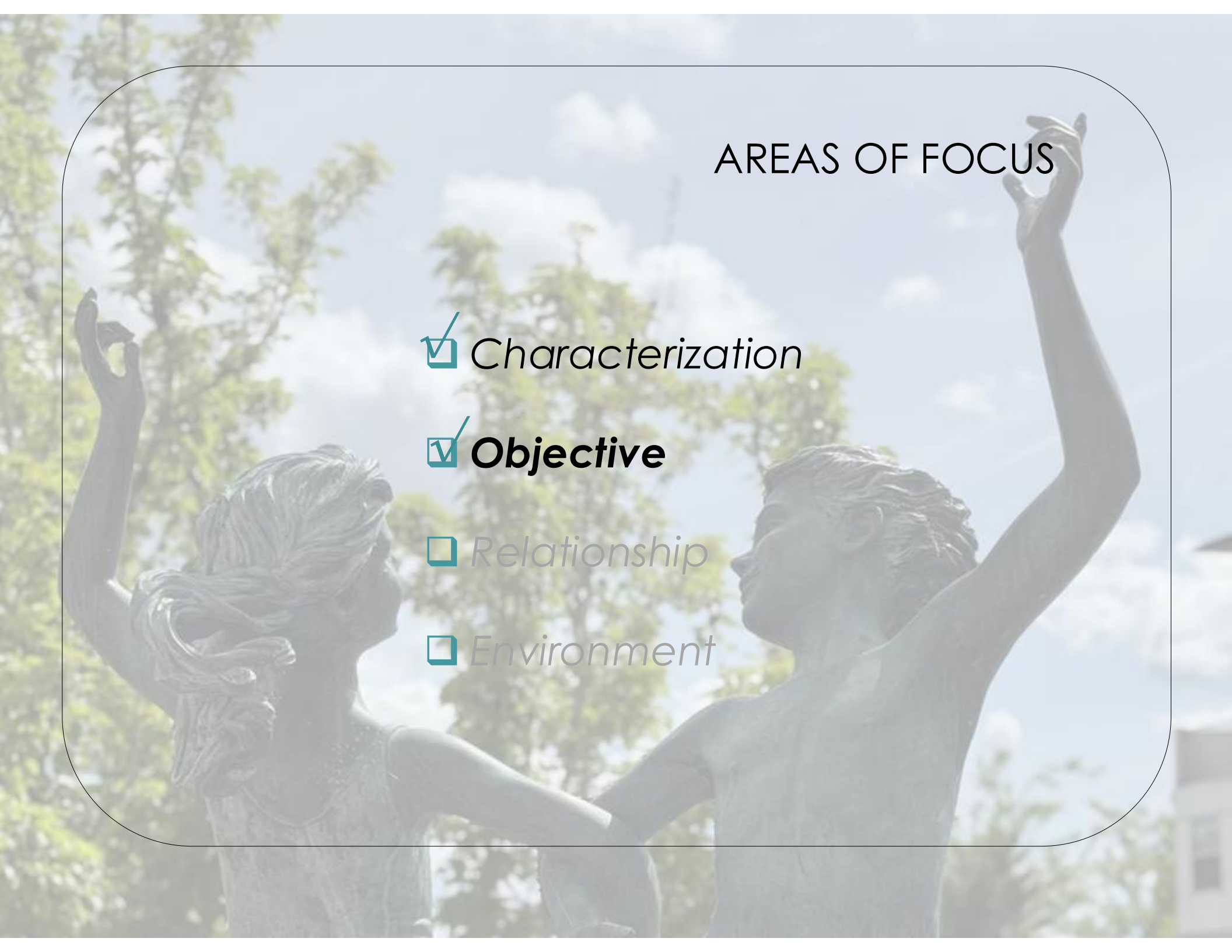


Begin at Bothell



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*

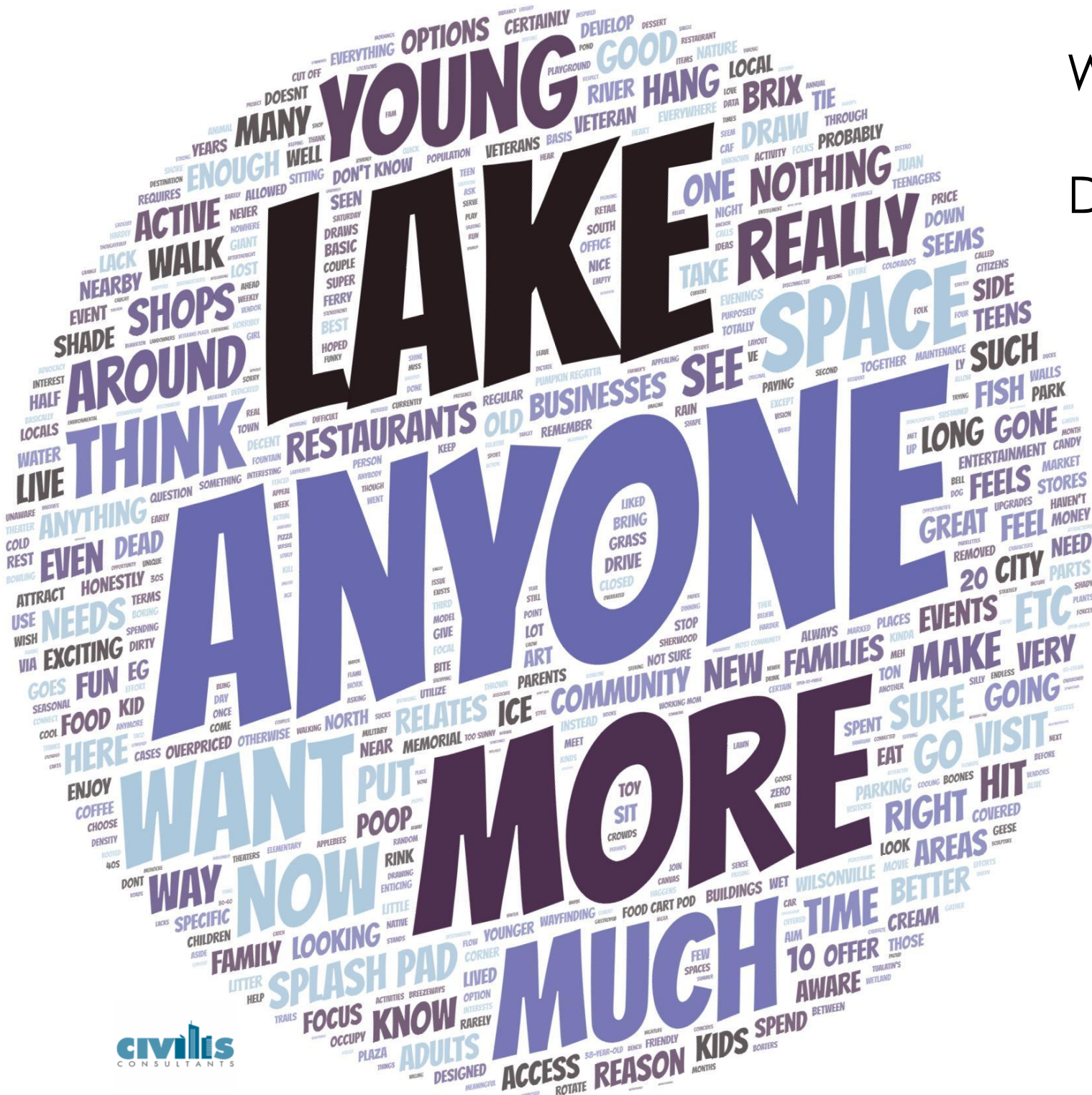
RELATIONSHIP

IDENTITY FINDINGS

[illegible]

WHO RELATES
TO
DOWNTOWN?

WHO DOESN'T RELATE TO DOWNTOWN?



[illegible]

MOST
BELOVED
BUSINESSES?

LOCAL, FOOD, COMMUNITY

RELATIONSHIP

IDENTITY ACTIONS

MOST
BELOVED
BUSINESSES?

INCENTIVIZE LOCAL, FOOD AND COMMUNITY

BEAVERTON RESTAURANT STRATEGY



SEPT. 22, 2025

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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*

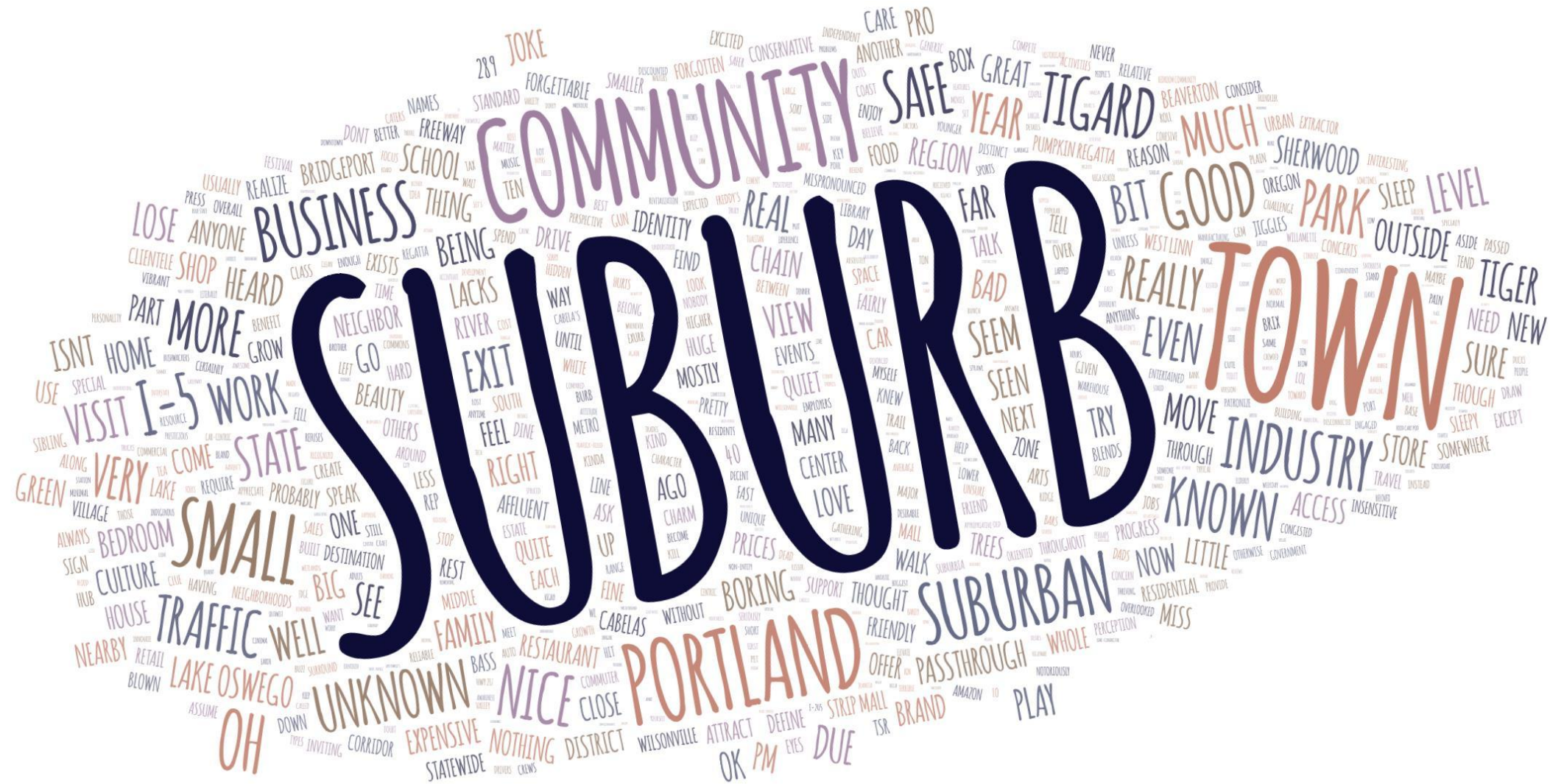
☒ *Relationship*

☐ ***Environment***

ENVIRONMENT

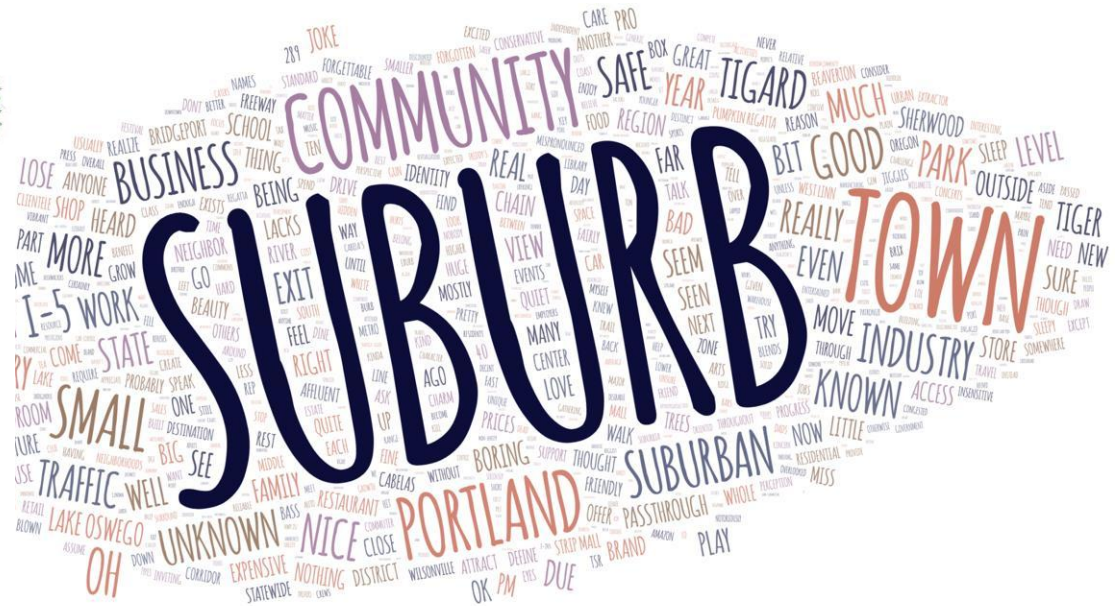
IDENTITY FINDINGS

HOW IS TUALATIN PERCEIVED?



[illegible]

VERY INTERESTING
TENSION!



DOWNTOWN CONTEXT DOMINATED BY THE LAKE



LOCAL CONTEXT DOMINATED BY THE LAKE





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

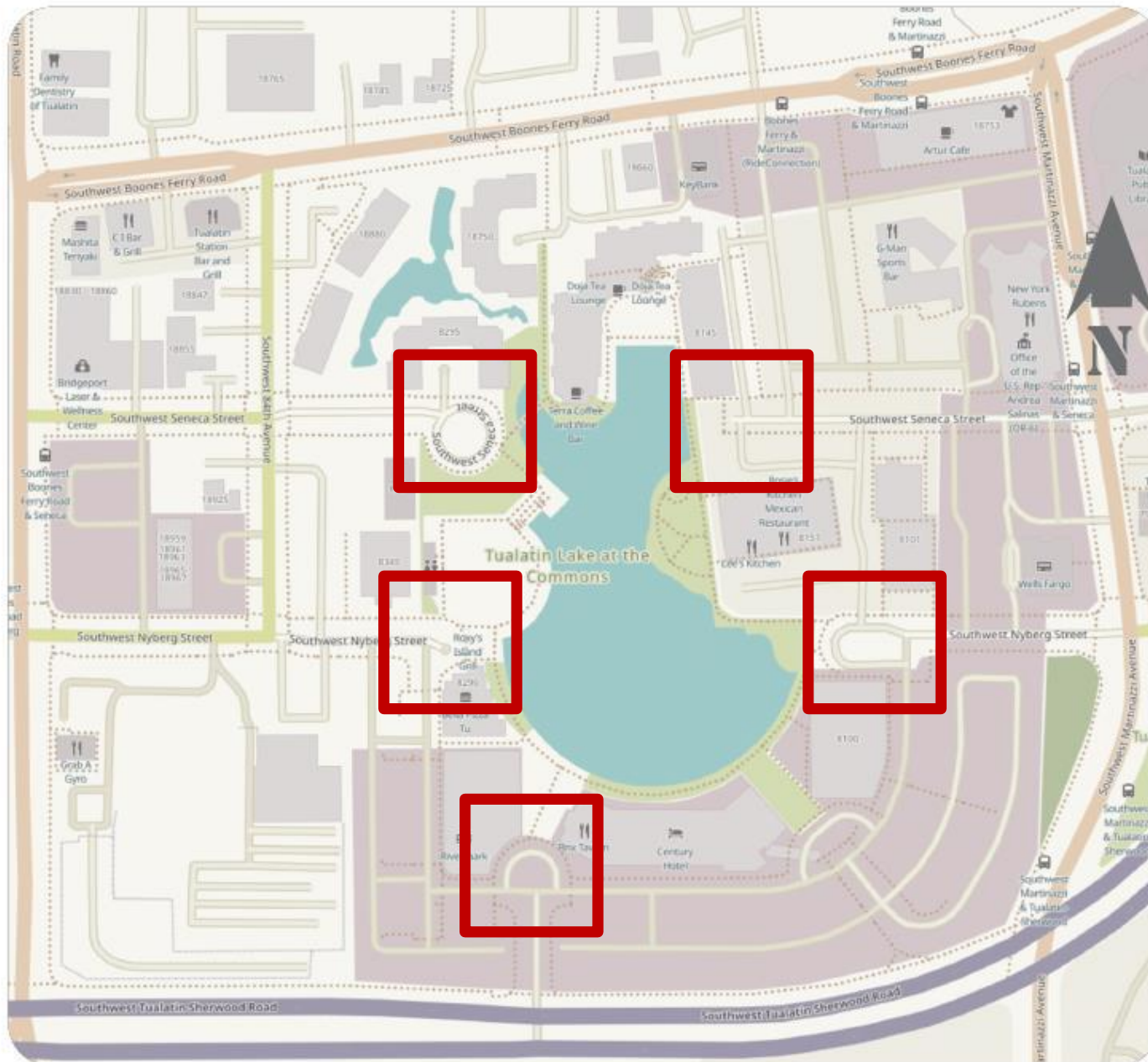
- PEOPLE LOVE IT, OR HATE IT
- THERE IS NO SOUND OF WATER
- IT'S CLEARLY BUILT TO ENTER/NO ONE DOES

OFTEN FEELS LIKE A GHOST TOWN LAKE

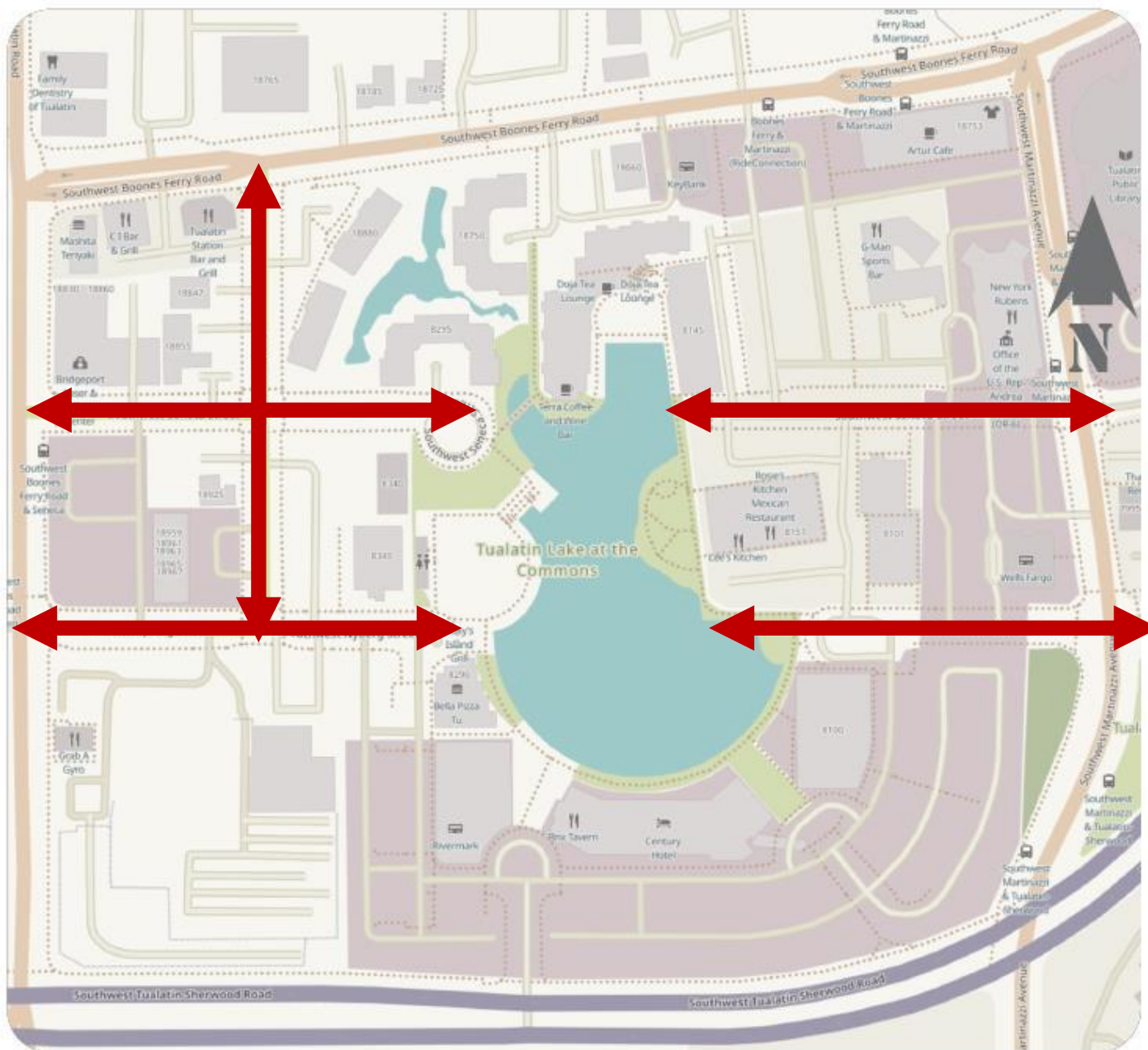
THE LAKE

- 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

[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





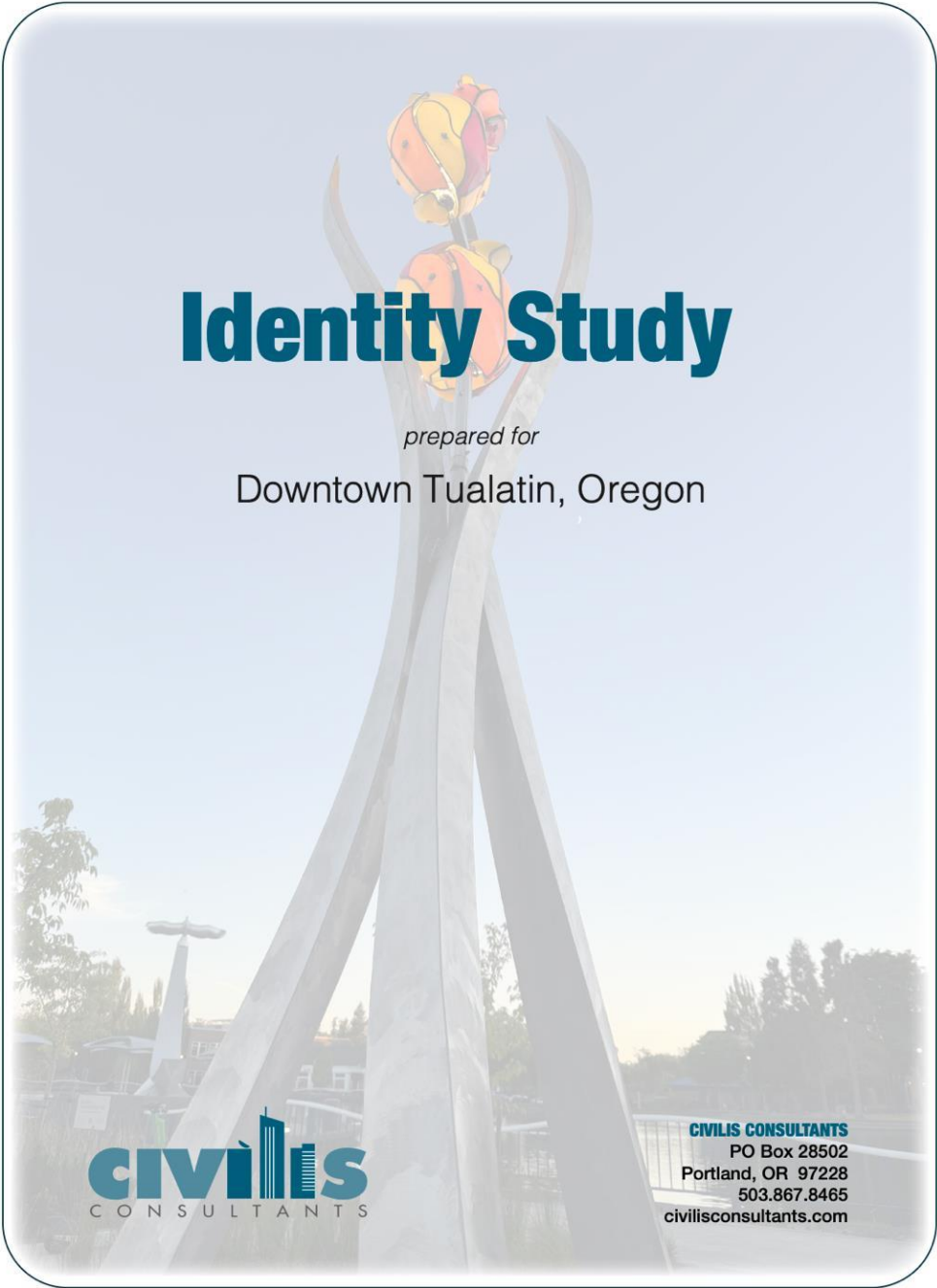
AREAS OF FOCUS

✓ *Characterization*

✓ *Objective*

✓ *Relationship*

✓ ***Environment***



Identity Study

prepared for

Downtown Tualatin, Oregon



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FINAL THOUGHTS

FINAL THOUGHTS

Identity Study

prepared for
Downtown Portland

Dynamic Document

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FINAL THOUGHTS

Identity Study

prepared for
Downtown [unclear]

- **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 TDC Presentation

*Presented to:
Tualatin, OR*



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