

Downtown Revitalization CAC

DRAFT Evaluation Criteria

January 28, 2026

Second draft (1/28) clean

The downtown we aim to build is...

- **A Vibrant Mixed-Use Area.** Accessible and welcoming to all, we imagine a downtown district that is active 18 hours a day. This district will offer a range of housing options (both affordable and market rate) and retail/service businesses that support our growing community.
- **Distinct & Magnetic.** Distinct in its design, daily use, and signature events, downtown will be a familiar gathering place for residents and a compelling draw for tourists.
- **Environmentally Sustainable.** Downtown will be built to address the emerging challenges stemming from climate change, as outlined in [Tualatin's Community Climate Action Plan](#). This includes stewarding our natural resources, improving access to nature, and integrating sustainable building practices.
- **Navigable & Safe.** Downtown will be easy to access, intuitive to navigate, and safe to move around for people using all modes of transportation.
- **Supportive of Businesses.** Downtown will be supportive of new and existing businesses, and their longevity.

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Second draft (1/28) with comments

The downtown we aim to build is...

General feedback on draft 1:

- Use a more affirmative tone throughout – “downtown will be” instead of “downtown should”

Draft 1:

- *We want downtown Tualatin to be...*

- **A Vibrant Mixed-Use Area.** Accessible and welcoming to all, we imagine a downtown district that is active 18 hours a day. This district offers a range of housing options (both affordable and market rate) and retail/service businesses that support our growing community.

Feedback on draft 1:

- None

Draft 1:

- **A Vibrant Mixed-Use Area.** Accessible and welcoming to all, we imagine a downtown district that is active 18 hours a day. This district should offer a range of housing options (both affordable and market rate) and retail/service businesses that support our growing community.

Derived from:

- A vibrant mixed-use area that is accessible and welcoming to all – 18hr activation, small/large businesses, affordability, shopping, something going on at all times
- A place that includes additional multifamily housing units (both market and affordable), along with retail services to support the growing population

- **Distinct & Magnetic.** Distinct in its design, daily use, and signature events, downtown will be a familiar gathering place for residents and a compelling draw for tourists.

Feedback on draft 1:

- I don't think it is wise to prioritize the space being "unlike anywhere else," rather, I think our group's (and my personal) vision with this criteria was to ensure that people who live and/or visit here would be able to distinguish it within the city/community (as opposed to now where people don't really know where our "downtown" is).

Draft 1:

- **Distinct & Magnetic.** Downtown Tualatin should be unlike anywhere else. Distinct in its design, daily use, and signature events, we want downtown to be a gathering place for residents and a compelling draw for tourists.

Derived from:

- A distinct place – places to gather, a known place, something compelling
- A *distinctly* interesting place that attracts local community members and tourists, including events (compelling)

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- **Environmentally Sustainable.** Downtown will be built to address the emerging challenges stemming from climate change, as outlined in [Tualatin's Community Climate Action Plan](#). This includes stewarding our natural resources, improving access to nature, and integrating sustainable building practices.

Feedback on draft 1:

- None

Draft 1:

- **Environmentally Sustainable.** Downtown revitalization projects should address the emerging challenges stemming from climate change, as outlined in [Tualatin's Community Climate Action Plan](#). This includes stewarding our natural resources, improving access to nature, and integrating sustainable building practices.

Derived from:

- Sustainable – making sure we have green spaces, plenty of trees, dark sky lighting, non-impervious sidewalks
- **An environmentally friendly place that is safe for walkers and bikers and supports sustainable practices** (split between environmentally sustainability and navigable)

- **Navigable & Safe.** Downtown will be easy to access, intuitive to navigate, and safe to move around for people using all modes of transportation.

Feedback on draft 1:

- Add rolling to this list.
- I think we limit ourselves by making this list. What about wheelchair users, scooters, roller skaters, etc.? When our group was discussing this we intentionally expanded from walkers but didn't make a list because it feels potential too confining.
- I think this edit went too general and "marketing-speak" rather than thinking about a rubric or evaluation criteria.
- The revised version leaves out the option for "safe" which was a key aspect of our group's conversation. As it is right now, the space doesn't feel safe to someone outside of a car.
- Include words that encompass moving to/from downtown as well. I think it could be important to include projects that promote moving in and out of downtown.

Draft 1:

- **Navigable.** However someone is traveling – walking, biking, driving, busing, paddling – we want it to be easy to navigate and move around downtown.

Derived from:

- Easy to navigate and move around – intentionally expanded beyond walkers
- **An environmentally friendly place that is safe for walkers and bikers and supports sustainable practices** (split between environmentally sustainability and navigable)

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- **Supportive of Businesses.** Downtown Tualatin will be supportive of new and existing businesses, and their longevity.

Feedback on draft 1:

- Again, this feels like "marketing-speak" rather than evaluation criteria. By identifying business thriving being central we necessarily say that it is more important than the other aspects listed. And, while it is key, it isn't the only part of the success (as identified but the 4 criteria before it) and as such doesn't represent our group's discussion. It is less "sizzle" but I honestly like what was derived at the meeting which was: "A place that is supportive of new and existing businesses, and their longevity."

Draft 1:

- **Economically Thriving.** The success of our local businesses will define our downtown. Ensuring new and existing businesses have an opportunity to thrive should be central to our revitalization effort.

Derived from:

- A place that is supportive of new and existing businesses, and their longevity