



**Tualatin 2040
Policy Priorities
Planning Commission
Meeting
November 21, 2019**

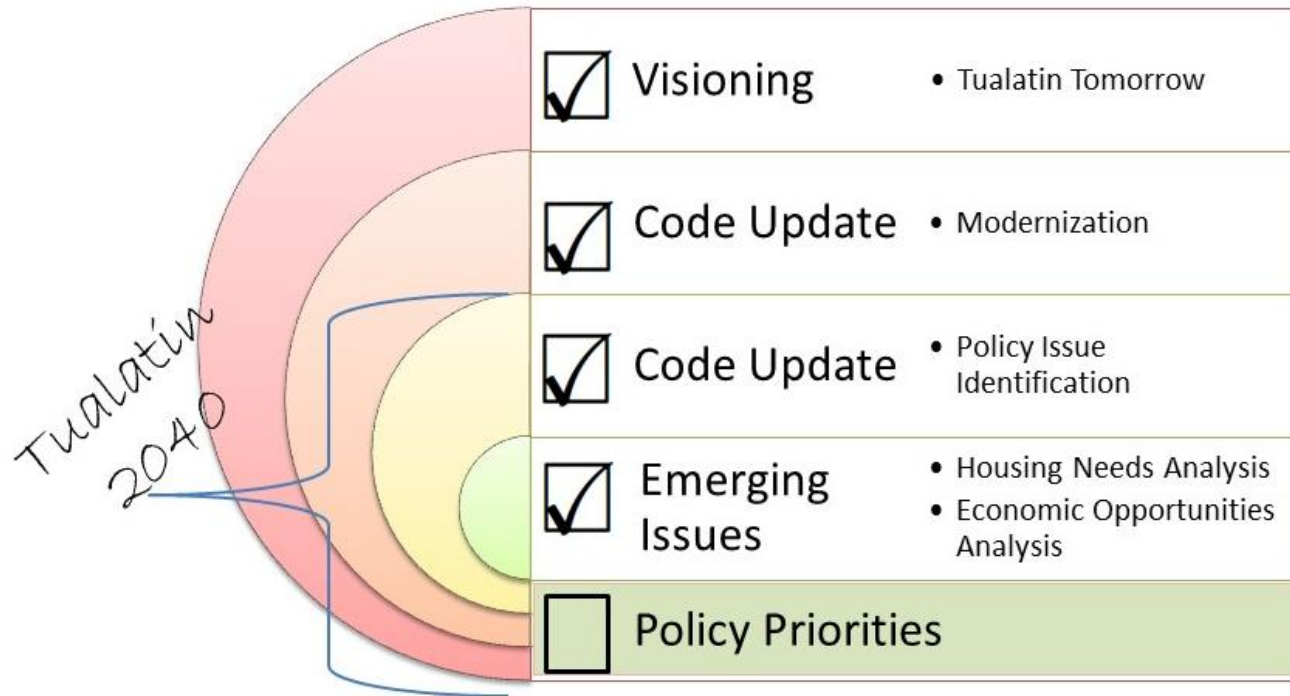


Tonight's Agenda

- **Where We Are Now and Where We're Going: Policy Priorities**
- **What We've Heard from the Community**
 - Stakeholder Feedback
 - Wide Range of Community Engagement
- **What We've Accomplished to Date**
 - Housing Needs Analysis, Housing Policy Strategies,
 - Economic Opportunities Analysis, Economic Policy Strategies
- **Next Steps**



Where We Are Now





Where We're Going

- **City Council Meeting (November 25, 2019)**
 - Opportunity for Council and Public to Give Feedback on Draft Policy Priorities
 - Consideration of Planning Commission Recommendation
 - Opportunity to Acknowledge Tualatin 2040 work and Policy Priorities
- **City Council Meeting (December 9, 2019):** Consideration of adoption of Final Policy Priorities
 - Consideration of a Resolution to accept the following:
 - Housing Needs Analysis, Housing Strategy,
 - Economic Opportunities Analysis, Economic Development Strategy, and
 - Final Policy Priorities



Community Engagement



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Who did we hear from?



Community Engagement

- **Established a website** (tualatin2040.com) to improve project accessibility, communication, and translation
- **Conducted a communications plan** for bi-weekly updates
- **Translated important meeting documents** and bi-weekly communication materials in Spanish
- **Community events included a Spanish translator**
- **Roadshow of presentations** to Planning Commission, Architectural Review Board, Parks Advisory Committee, Arts Advisory Committee, and Youth Advisory Council, Community Involvement Organizations, Diversity Task Force, Library Advisory Committee, and Back 2 School Night!
- **232 people responded** (73 in-person at community events and 159 online) to the summer survey (\$100 given away)
- **200+ people signed up for a Tualatin 2040 interested parties list**
- **40+ people attended “Under One Roof”** event to discuss severely rent burdened needs
- **15 individual and 1 large group Stakeholder Interviews**
- **7 meetings with a Community Advisory Committee** (16 members)
- **4 meetings with a Technical Advisory Committee** (internal/external city staff and private sector professionals)
- **3 volunteers helped deliver event posters to 30+ community locations**

Stakeholder Interviews

Stakeholder Interviews

Word cloud terms: walkability, issue, apartments, center, ADUs, residential, quality, River, condos, code, building, town, home, ADA, diversity, living, meeting, metro, great, plans, local, Livability, experience, better, public, family, spaces, buildings, duplex, together, neighborhood, zoning, city, Bridgeport, retail, walk, units, seniors, access, Tualatin people, project, Oregon, developers, transit, nice, engagement, house, park, sidewalks, Planning, height, expensive, transportation, cost, market, parking, different, grocery, density, plan, costs, parks, work, industrial, school, places, shopping, library, space, aging, options, live, kids, traffic, build, Basalt, homes, meetings, design, affordable, downtown, community, commons.

Community Advisory Committee (CAC)



Online and Open House



GIVEAWAY!
Complete a survey
in our booth
to receive a
Tualatin 2040
calendar.
www.tualatin2040.com

In Tualatin, open land is limited.
How can we provide more housing choices?
Choose 2 options

Tualatin 2040

Overview

¿Cómo podemos proporcionar más opciones de vivienda en Tualatin?

Visión general

La provisión de vivienda y trabajo a 25 años del futuro requiere actualizaciones de la zonificación y las políticas.

El futuro de Tualatin depende de las decisiones que tomamos hoy. ¿Qué opciones de vivienda y trabajo queremos proporcionar a nuestros residentes en el futuro? ¿Qué políticas de zonificación y políticas de desarrollo urbano necesitamos para lograrlo?

¿Quieres saber más?
Visita el sitio web a tualatin2040.com

**HOUSING
INCENTIVES**

**ECONOMIC
INCENTIVES**

**POLICY
PRIORITIZATION
PRIOORIZACION
ORIENTADOS**

A photograph of a community meeting held under a white tent. In the center, a woman in a blue jacket is pointing at a poster on an easel. To her left, a young girl in a blue dress and a woman in a black shirt are looking at the poster. The tent is decorated with various informational posters. One poster on the left has the text '¿Qué debe hacer la Ciudad de Tualatin?' and 'CARGADO CON COSTO'. Another poster in the center asks 'What else should be the City of Tualatin's planning priority?'. There are also posters with the words 'COMMUNITY', 'SUSTAINABLE', and 'EL-CENTRO'. The background shows a building and a body of water.

232 total responses

159 online (2 in Spanish-only)

July 20 to August 9

73 in-person (8 in Spanish-



queriendo decir que gastan mas del 30% de su presupuesto en vivienda

CARGADO CON COSTE



Received feedback from Diversity Task Force on engagement materials

Elije 2 opciones





Four \$25 Visa gift card winners
Volunteers helped distribute



**What We've
Accomplished
to Date**



Key Documents from Tualatin 2040

City of Tualatin
Economic Opportunities Analysis

October 2019

Prepared for:
 City of Tualatin

DRAFT REPORT

EOA

ECONorthwest
 ECONOMICS • FINANCE • PLANNING

ECONorthwest
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DATE: September 17, 2019
 TO: Tualatin Project Advisory Committees
 CC: Karen Peri Fox, Steve Koper, and Jonathan Taylor
 FROM: Beth Goodman and Sadie DiNatale, ECONorthwest
 SUBJECT: DRAFT: TUALATIN ECONOMIC DEVELOPMENT STRATEGY

The City of Tualatin contracted ECONorthwest to develop an Economic Opportunities Analysis and an Economic Development Strategy for Tualatin. The Economic Opportunities Analysis will determine whether the City of Tualatin has enough land to accommodate 20-years of commercial and industrial job growth. The Economic Opportunities Analysis (EOA) will provide the basis for updating the City's Comprehensive Plan Economic Element, as well as development of an action plan to address the economic development policies (i.e., the Economic Development Strategy).

Economic Strategy

The EOA uses a planning period of 2020-2040. Tualatin is planning for growth of about 12,800 new jobs within the Tualatin planning area over the 20-year planning period. The preliminary results of the EOA show that Tualatin has enough land designated for employment in the Comprehensive Plan to accommodate the projected job growth.

A key objective of the EOA and accompanying economic development strategy is to identify options for changes to the City's comprehensive plan and land use regulations needed to

City of Tualatin
2040: Policy Priorities

November 2019

DRAFT

Word cloud containing terms such as: walkability, apartment, issue, center, River, residential, important, business, apartment, businesses, quality, metro, building, home, ADA, diversity, living, meeting, great, town, better, public, family, plans, local, Livability, experience, spaces, buildings, duplex, together, neighborhood, seniors, zoning, city, Bridgeport, retail, walk, units, Oregon, developers, access, Tualatin, people, project, transit, nice, engagement, house, park, sidewalks, Planning, height, expensive, transportation, cost, market, parking, different, grocery, density, plan, parks, work, options, industrial, live, kids, shopping, library, space, aging, meetings, design, affordable, downtown, traffic, build, Basalt, community, commons.

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City of Tualatin
Housing Needs Analysis

October 2019

Prepared for:
 City of Tualatin

Draft REPORT

HNA

ECONorthwest
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ECONorthwest
 ECONOMICS • FINANCE • PLANNING

DATE: September 16, 2019
 TO: Tualatin Housing Needs Analysis Project Advisory Committee
 CC: Karen Peri Fox, Steve Koper, and Jonathan Taylor
 FROM: Beth Goodman and Sadie DiNatale, ECONorthwest
 SUBJECT: DRAFT: TUALATIN HOUSING STRATEGY

The City of Tualatin contracted ECONorthwest to develop a Housing Needs Analysis and a Housing Strategy for Tualatin. The Housing Needs Analysis will determine whether the City of Tualatin has enough land to accommodate 20-years of population and housing growth. It will characterize housing affordability problems and identify gaps in housing affordability in the City. The Housing Needs Analysis (HNA) will provide the basis for an update to the City's Comprehensive Plan Housing Element, as well as development of an action plan to implement housing policies consistent with the Housing Strategy.

Housing Strategy

The HNA uses a planning period of 2020-2040. Tualatin is planning for minimum growth of 1,014 new dwelling units within the Tualatin city limits and the Basalt Creek area over the 20-year planning period. Tualatin's vacant unconstrained buildable land has capacity for 1,014 new dwelling units over the 20-year period, including redevelopment capacity. While the HNA works with the goal of growth of 1,014 new dwelling units through 2040, the City may consider potential residential growth beyond this forecast in its

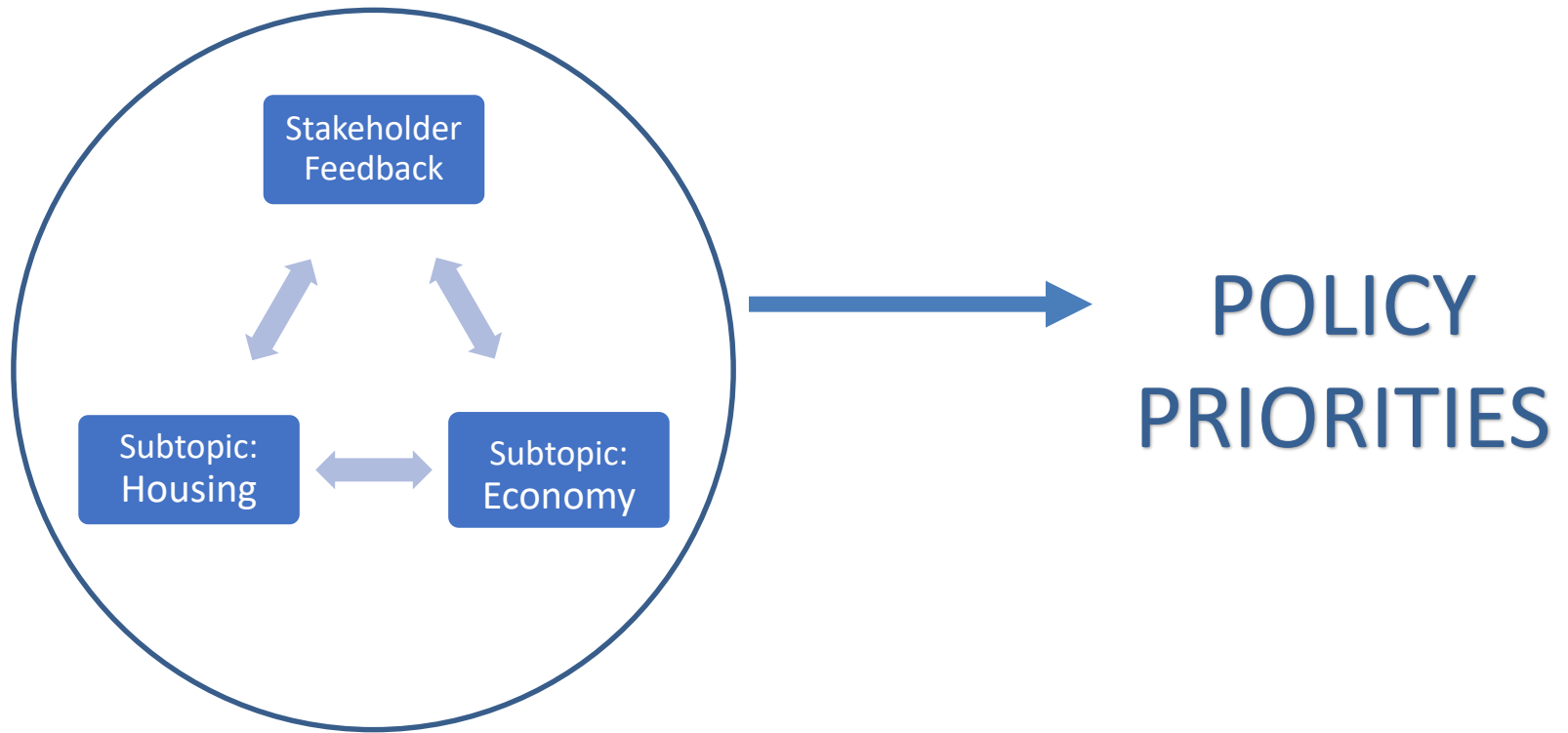


Stakeholder Interview Topics

- A. Housing and Livability
- B. Transportation and Parking
- C. Civic Identity and Downtown and Community Design
- D. Employment, Industrial, Commercial & Institutional Development
- E. Parks, Open Space and the Environment
- F. Community Engagement, Equity, Diversity and Inclusion



Housing and Economy Subtopics





Prioritize Policy Strategies

Housing Policy Strategies:

1. Ensure an **adequate supply of land** that is available and serviceable
2. Encourage development of a **wider variety of housing types**
3. Support **development and preservation of housing** that is **affordable for all households**
4. Identify **funding tools** to support residential development
5. Identify **redevelopment opportunities**
6. Ensure there are **connections** between planning for housing and other community planning

Economic Policy Strategies:

1. Ensure an **adequate supply of land** that is available and serviceable
2. Identify **redevelopment opportunities**.
3. Support **business retention, growth, and attraction**.
4. Ensure there are **connections** between planning for economic development and other community planning



Focus on Housing Strategies

Strategy 2: Encourage development of a wider variety of housing types.

Action 2.3. Identify opportunities to allow and support development of additional housing types.





Strategy to Goal/Policy Example

Step 1:

- **Housing Strategy 2:**
Encourage development of a wider variety of housing types
- + **Action 2.3** Identify opportunities to allow and support development of additional housing types



Step 2:

- **Land Use Goal 2:** Support development of a variety of housing types in Tualatin, and
- + **Land Use Policy 2.1**
Tualatin will provide opportunities for a range of housing that includes land use district that allow senior housing, assisted living and range of attached and multifamily housing types.



Focus on Economic Strategies

Strategy 1: Identify districts within Tualatin with opportunities for redevelopment for housing and employment uses.

Action 2.1: Initiate a process to identify opportunities for redevelopment of mixed-use districts and initiate an area planning process to guide redevelopment.





Strategy to Goal/Policy Example

Step 1:

- **Economic Strategy 2:** Identify districts within Tualatin with opportunities for redevelopment for housing and employment uses.
- **+ Action 2.1** Initiate a process to identify opportunities for redevelopment of mixed-use districts and initiate an area planning process to guide redevelopment.



Step 2:

- **Land Use Goal 3:** Support mixed housing and employment uses in Tualatin.
- **+ Land Use Policy 3.1** Tualatin will provide opportunities for mixed-use development by identifying land use districts that allow for a mix of residential and employment uses in areas of the City served by transit.



Next Steps



Action Requested Tonight

- **Recommendation Requested from Planning Commission**
 - Staff requests that the Tualatin Planning Commission:
 - Staff requests that the Tualatin Planning Commission forward a recommendation to the City Council to acknowledge the Tualatin 2040 work and Policy Priorities at their November 25, 2019 meeting and to adopt a resolution accepting the Housing Needs Analysis, Housing Strategy, Economic Opportunities Analysis, Economic Development Strategy documents and the Final Policy Priorities document at their December 9, 2019 meeting.



Council Action Requested

- **City Council Meeting (November 25, 2019)**
 - Opportunity for Council and Public to Give Feedback on Draft Policy Priorities
 - Consideration of Planning Commission Recommendation
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Tualatin 2040 Implementation

A. Comprehensive Plan

- i. Housing Element
- ii. Economic Opportunities Policies



B. Development Code Changes

C. Update Economic Strategic Plan





Questions?