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TUALATIN

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SCHOOL OF PLANNING, PUBLIC POLICY AND MANAGEMENT

Tualatin Reimagined: Downtown Redevelopment

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This report represents original student work and recommendations prepared by students in the University of Oregon's Sustainable City Year Program for The City of Tualatin. Text and images contained in this report may not be used without permission from the University of Oregon.

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About SCI

The Sustainable Cities Institute (SCI) is an applied think tank focusing on sustainability and cities through applied research, teaching, and community partnerships. We work across disciplines that match the complexity of cities to address sustainability challenges, from regional planning to building design and from enhancing engagement of diverse communities to understanding the impacts on municipal budgets from disruptive technologies and many issues in between.

SCI focuses on sustainability-based research and teaching opportunities through two primary efforts:

1. Our Sustainable City Year Program (SCYP), a massively scaled university-community partnership program that matches the resources of the University with one Oregon community each year to help advance that community's sustainability goals; and

2. Our Urbanism Next Center, which focuses on how autonomous vehicles, e-commerce, and the sharing economy will impact the form and function of cities.

In all cases, we share our expertise and experiences with scholars, policymakers, community leaders, and project partners. We further extend our impact via an annual Expert-in-Residence Program, SCI China visiting scholars program, study abroad course on redesigning cities for people on bicycle, and through our co-leadership of the Educational Partnerships for Innovation in Communities Network (EPIC-N), which is transferring SCYP to universities and communities across the globe. Our work connects student passion, faculty experience, and community needs to produce innovative, tangible solutions for the creation of a sustainable society.

About SCYP

The Sustainable City Year Program (SCYP) is a yearlong partnership between SCI and a partner in Oregon, in which students and faculty in courses from across the university collaborate with a public entity on sustainability and livability projects. SCYP faculty and students work in collaboration with staff from the partner agency through a variety of studio projects and service-learning courses to provide students with real-world projects to investigate. Students bring energy, enthusiasm, and innovative approaches

to difficult, persistent problems. SCYP's primary value derives from collaborations that result in on-the-ground impact and expanded conversations for a community ready to transition to a more sustainable and livable future.

Community partnerships are possible in part due to support from U.S. Senators Ron Wyden and Jeff Merkley, as well as former Congressman Peter DeFazio, who secured federal funding for SCYP through Congressionally Directed Spending.

About City of Tualatin

The City of Tualatin is a thriving, welcoming community of nearly 28,000 residents known for its exceptional quality of life, strong community involvement, and attractive location. Tualatin offers a balance of small-town charm and big-city access. Its strategic location 12 miles south of Portland and 30 miles north of Salem, at the crossroads of Interstates 5 and 205, combined with commuter rail access via the Westside Express Service (WES), makes Tualatin a vital hub for both residents and businesses in the Portland metropolitan area.

The city's history dates back to the mid-1800s and is rooted in entrepreneurship and transportation. From its early days as a ferry crossing and rail depot, Tualatin has grown into a forward-thinking city with a strong economic base. Today, its economy is anchored by key industry clusters in advanced manufacturing, software and technology, health and wellness, transportation and logistics, and corporate services.

Tualatin's residents enjoy over 200 acres of public parks and riverfront spaces, top-rated schools through the Tigard-Tualatin School District, and one of

Oregon's premier shopping destinations—Bridgeport Village. The city is also rich in recreational and cultural offerings, including the famed Giant Pumpkin Regatta.

Downtown Tualatin, anchored by the Lake at the Commons, serves as a central gathering place for residents and visitors alike. With its blend of residential, retail, and office space surrounding a small manmade lake and public plaza, the Commons exemplifies the city's emphasis on livability and smart design.



Land Acknowledgment

The area of this report lies within the unceded homelands of the Atfalati (“at-fall-uh-tee”) band of the Kalapuyans (“cal-uh-poo-yuns”), whose territory once encompassed much of the Tualatin Valley and surrounding watershed (Lewis, 2024).

The Atfalati people stewarded these lands and waters through sustainable, interdependent relationships that shaped the region’s ecological and cultural landscape for thousands of years (Nygaard, 2024).

Following displacement, forced removal, and assimilation under the United States Government, Atfalati descendants are today members of the Confederated Tribes of the Grand Ronde and the Confederated Tribes of Siletz Indians – representing two of the nine federally recognized tribal nations in Oregon (Grand Ronde, 2025). These communities

maintain enduring connections to this place, and their histories and ongoing presence remain fundamental to understanding the landscape on which Tualatin exists.

We acknowledge the impacts of settler colonialism on Indigenous families and honor the past, present, and future Indigenous members of the Tualatin community. Let this work reflect a commitment to recognizing these histories and supporting more just and reciprocal relationships with the land and its original peoples.



FIG. 1

Aerial photo of Downtown Tualatin and the Lake at the Commons.

Course Participants

MASTER'S CANDIDATES IN COMMUNITY AND REGIONAL PLANNING, SCHOOL OF PLANNING, PUBLIC POLICY AND MANAGEMENT:

Amie Annsa
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Course Description and Instructors

PPPM 608: URBAN DESIGN WORKSHOP

Kaarin Knudson

This class taught the theories and methods of urban design and facilitated the project's direction and deliverables.

PPPM 610: INTRODUCTION TO PLANNING PRINCIPLES AND PRACTICE

Megan Banks

The coursework for this class provided a foundational understanding of planning principles, what tools planners have at their disposal, how to implement them, and the historical and current context of the profession.

PPPM 613: PLANNING ANALYSIS I, PPPM 613L: PLANNING ANALYSIS LAB

Anne Brown, Bob Choquette

The quantitative analysis performed by the students for the background research and demographic profile of the site was made possible thanks to the theoretical and practical knowledge provided by these two classes. This course focused on data source and methods of data collection including surveys; descriptive and multivariate analysis computer applications; selected analytic models, population projections, and cost-benefit analysis.

Executive Summary

The City of Tualatin partnered with the Sustainable City Year Program (SCYP) and the Community and Regional Planning first year graduate students to redesign a 40.9-acre mixed-use site in Tualatin's downtown during fall term 2025. Students developed urban design proposals based on Walkability, Economic Development, and Age-Friendly Community themes.

This report provides a synthesis of key demographic and economic findings of Tualatin's current conditions as well as each team's approach and design recommendations. The report integrates thematic research, historical context, data analysis, and an iterative design process to create a comprehensive vision for a vibrant and active civic core for a reimagined downtown Tualatin.

The project began with site visits, stakeholder meetings with city planning staff, and an analysis of project area conditions. Student teams conducted demographic, economic, and housing assessments while reviewing Tualatin's planning documents, including the Comprehensive Plan and Development Code. Additional research examined design frameworks, case studies, and thematic specific research that supported a design charrette. This extensive approach identified redevelopment opportunities and challenges that laid the foundation for each team's urban design proposals.

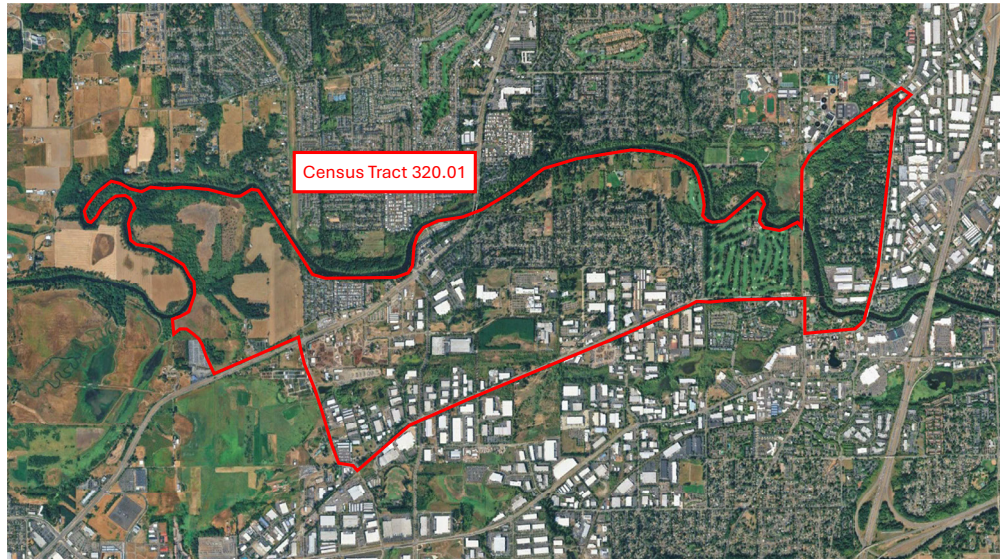
The project area contains many strong components of a vibrant civic core: beautiful parks, the Lake at the Commons, active civic buildings, regional trail connections, and a growing mix of local businesses. These components are fragmented by wide roads and broken pathways that interrupt continuity

that contribute to limited pedestrian movement and access. Downtown Tualatin struggles to form a cohesive identity due to a lack of placemaking and permeability within its public spaces – especially at the Lake at the Commons – which discourages pedestrian intrigue to explore the area.

The urban design proposals focus recommendations that address these issues with targeted infrastructure improvements and compact infill development to prioritize pedestrian experiences to create memorable and strong activity nodes throughout the project area. This report provides an array of dynamic and robust design solutions that are aligned with Tualatin's aspirations and community priorities. The proposals reimagine the downtown that offer a vision of resilient and vibrant spaces that improve quality of life outcomes for all of Tualatin.

Introduction

FIG. 2
Census Tract 320.01.



PURPOSE OF THE REPORT

The City of Tualatin seeks to activate its civic core through improved connectivity, placemaking, and community collaboration outcomes. To achieve these goals, the City of Tualatin partnered with Community and Regional Planning graduate students to reinvigorate the City's downtown efforts through land use planning and design proposals centered around three thematic areas:

- Walkability
- Economic Development
- Age Friendly Community

This report provides a synthesis of key research findings of Tualatin's current conditions and summarizes the design proposals of each team.

Although the downtown has several strong individual elements, car-centric infrastructure dominates and disrupts the cohesion of the civic environment and results in disconnected, fragmented pedestrian networks. In addition, the downtown area does not have 18 hours of continuous use despite the current availability of commercial and residential space. The downtown is failing to keep

people within the area throughout the day, which decreases its economic and social sustainability. These conditions reduce the livability and accessibility of downtown for Tualatin residents and visitors alike. The City has identified a 40.9-acre site that encompasses the Lake at the Commons and the adjacent community and riverfront parks as a crucial area, to be redeveloped. With up to \$140 million of indebtedness over the next 30 years being committed to redeveloping the downtown (City of Tualatin, 2020), the students strive to provide actionable recommendations that will enable the City of Tualatin to create a downtown that connects places together through cohesive placemaking that prioritizes human-scale design.

SCOPE AND METHODS

Using information from a site visit and City staff, student teams developed Strengths, Weaknesses, Opportunities, and Threats (SWOT) analyses to identify the important opportunities and constraints within the project site. The SWOT informed a subsequent design charrette, which helped guide the concepts and interventions utilized in the urban design

proposals. Together, the site visit and charrette provided foundational insight into how the team's designs would align with Tualatin's planning priorities.

Throughout the term, teams conducted demographic, economic, and social analyses of the City of Tualatin at the state, regional, and local scales. Analysis at the local level focused on Census Tract 320.01 (Figure 1) which contains most of the project site – excluding the parks north of Boones Ferry Road – as it best represents the core residential population that supports downtown activity. Understanding the community's socioeconomic conditions was essential to ensure that design recommendations respond to local needs and patterns of use.

Teams reviewed several key planning documents, including the Tualatin 2040 Comprehensive Plan, Development Code, Transportation System Plan, Parks and Recreation Master Plan, and Economic Opportunities Analysis. Teams also examined case studies related to their respective thematic areas that informed specific design elements in their proposals.

This report integrates the socioeconomic and demographic analysis, site observations, case study research, and design exploration conducted by the teams to develop a comprehensive summary of research findings and design recommendations that can be used to improve and strengthen the public realm in downtown Tualatin.

Site Analysis

FIG. 3
Project Area in 1952



TUALATIN HISTORICAL BACKGROUND

The Tualatin Valley has long been a productive landscape. Before Euro-American settlement, the Atfalati band of the Kalapuya people inhabited the region (Zenk, 2024), using its wetlands, river corridors, and prairies for seasonal food gathering and trade (Lewis, 2023). The river's fertile floodplains supported early settlement and agriculture and guided the development of Tualatin.

The current iteration of Tualatin emerged in the 1850s as a small ferry crossing and grew alongside its timber industry

following the arrival of the railroad in 1886. Early economic activity centered on dairies, berry farms, vegetable fields, and small processing industries that depended on rail access (Nygaard, 2024). For decades, Tualatin served as a modest agricultural service center closely tied to regional commodity flows.

Throughout the early 20th century, Tualatin's economy remained anchored in agriculture and small manufacturing. The Tualatin River supported irrigation and early industrial siting, while the surrounding valley produced hops, onions,

orchard crops, and dairy products. Small mills, food processors, and warehouses emerged near the railroad line, forming the foundation of the town’s industrial base (Tualatin Historical Society, 2024). By the mid-century, industrial uses began to replace Tualatin’s agricultural base, introducing new employment opportunities and reshaping the community’s physical form. (Nygaard, 2024). One of the area’s most prominent industrial operations, the Blue Mountain pet food factory, exemplified this transition.

Through the late 20th century, improved infrastructure and regional economic growth spurred suburban expansion. Tualatin increasingly evolved into a key residential and employment node within the metropolitan area. The completion of Interstate 5 in 1966 dramatically increased Tualatin’s regional accessibility, turning the City into a convenient industrial and distribution location. Manufacturers and warehouse operators

sought undeveloped land along major transportation corridors, and Tualatin’s industrial parks gradually filled with logistics firms, small factories, and early tech-adjacent operations (City of Tualatin, 2019). This suburban-industrial pattern marked the City’s transition from a rural town to a significant employment center within the metro region.

REGIONAL CONTEXT

The Tualatin of today is situated within the Portland metropolitan area, one of the Pacific Northwest’s key population and employment hubs. The region features a blend of urban, suburban, agricultural, and natural environments linked by an extensive transportation network of highways, transit routes, and rail lines. The majority of Tualatin is in Washington County, which is among Oregon’s most economically diverse counties with strong sectors in high technology, advanced manufacturing, logistics, and regional retail.



FIG. 4
Project Area in 1970



FIG. 5
Project Area in 1981

Regional growth patterns over recent decades have created a network of suburban communities that serve as residential areas and important employment and commercial hubs. Tualatin is positioned within this network as a key node with direct access to Interstate 5, Interstate 205, and regional transit. Its proximity to major employment centers such as Beaverton and Portland places the City within a larger commuting and economic catchment area. This regional role influences development pressures, land values, and economic opportunities that drive how the City

expands and redevelops. Local planning focuses on redevelopment, strategic land use, and maintaining a high-quality community character while managing ongoing regional growth.

LOCAL CONTEXT

Tualatin's downtown evolution has been shaped by several major planning interventions that established the policy foundation for today's redevelopment efforts. In 1975, the City adopted the Core Urban Renewal District plan, creating its first urban renewal district. In the early 1990s, the City implemented significant

FIG. 6
Project Area 1995



portions of this plan, aiming to create a stronger, more cohesive downtown identity. Central to this effort was transforming a 19-acre former industrial parcel home to the pet food factory into the Lake at the Commons, a three-acre artificial lake framed by civic spaces, walkways, and commercial uses. In 2022, the City opened a new urban renewal area with the adoption of the Core Opportunity and Reinvestment Area plan, kickstarting the latest round of investment and redevelopment.

CIRCULATION AND TRANSPORTATION

The project area sits at the northern edge of downtown Tualatin and serves as a transition zone between the civic and commercial core and the natural landscape defined by the Tualatin River. The site is bounded by SW Tualatin Road to the west, Seneca Road to the south, the river to the north, and is bisected by Boones Ferry Road, creating a combination of natural edges and urban corridors that shape access, circulation, and redevelopment potential.

Tualatin benefits from strong connections via major roads, freight routes, and commuter rail, which support local movement and regional economic ties. The downtown area is primarily accessible by automobile. Pedestrian paths are present, but are not well connected, convenient, or accessible. Biking infrastructure is also sparse. To the west of downtown is the WES line, providing intercity light rail connections to downtown Tualatin; however, city staff noted that WES usage isn't a relative factor in bringing people to the area.

Across downtown, several structural challenges hinder walkability and cohesive placemaking. Surrounding blocks are fragmented, with auto-oriented development patterns, wide

intersections, and irregular block layouts that break pedestrian continuity. These conditions reduce visibility and access to the Commons from key corridors such as Boones Ferry Road, Nyberg Street, and the riverfront trail system.

NATURAL FEATURES

Tualatin is characterized by extensive natural amenities, including more than 175 acres of parks and wetlands, and the Lake at the Commons remains one of the city's most recognizable features, hosting events such as the annual West Coast Giant Pumpkin Regatta. North of Boones Ferry Road, the landscape is predominantly green and recreational. The Community Park, the Juanita Pohl Center, and a segment of the Fanno Creek Greenway Trail create a well-used riverfront network.

BUILT FEATURES AND LAND USE

Locally, Tualatin operates as a fully developed suburban city with a mix of commercial, industrial, residential, and mixed-use areas. The City's land use pattern reflects different stages of suburban growth, including industrial parks, regional retail centers, established neighborhoods, and a planned town center. The community's central area features civic amenities, commercial activity, and public spaces that serve as focal points for residents and businesses. The City's employment sectors reflect these land use decisions as they have grown to include manufacturing, healthcare, logistics, office work, retail, and hospitality, creating a diverse economy.

Professional service buildings along the northern edge of Boones Ferry Road provide a modest commercial interface but maintain the area's open, park-oriented character. South of Boones Ferry Road, the environment becomes more

urban and mixed-use. Restaurants, retail storefronts, civic buildings including City Hall and the Public Library, and commercial spaces frame the Lake at the Commons. The lake functions as a central public feature and informal gathering space, but its visibility and connectivity to surrounding areas remain inconsistent, limiting its ability to anchor daily activity.

Strengthening downtown will require building upon the existing foundation of the Commons while addressing

circulation, orientation, and activation gaps. Improved wayfinding, aligned crossings, clearer arrival experiences, and street designs that prioritize pedestrians will help the Lake at the Commons function as a true centerpiece. Additional programming, small-scale activations, and enhanced connections to the riverfront can reinforce a more vibrant, walkable, and interconnected urban district.

FIG. 7
Project Area 2025



Community Analysis

Understanding the demographics of those who live and work in and around downtown Tualatin is essential for shaping effective urban design and redevelopment strategies. Factors such as age, race, income, and educational attainment influence housing demand, transportation needs, and expectations for public spaces.

In addition, regional economic trends help determine the types of businesses and services that can thrive in the area. Together, these elements provide a foundation for assessing current conditions, identifying future opportunities, and ensuring that redevelopment efforts meet the needs of the community and the broader regional economy.

Social and economic data from Oregon, Washington County, and Census Tract 320.01 provide context for understanding the demographic and economic makeup of the 40.9-acre project area. Census Tract 320.01 encompasses the project area and represents the immediate community served by downtown businesses and contributes to year-round

street-level activity. Figure 8 shows the extent of Census Tract 320.01 compared to the project area.

All data for the demographic and economic profiles were collected from the American Community Survey (ACS) 2019-2023 Five-Year Estimates from the United States Census Bureau. The website and online data tool Social Explorer were used in the collection of these data due to ongoing difficulties to access census data during the federal government shutdown throughout fall 2025.

Detailed demographic, economic, and housing tables supporting this analysis are provided in Appendix A: Detailed Demographics, Economic, and Housing Data – ACS 2019-2023 5-Year Estimates.

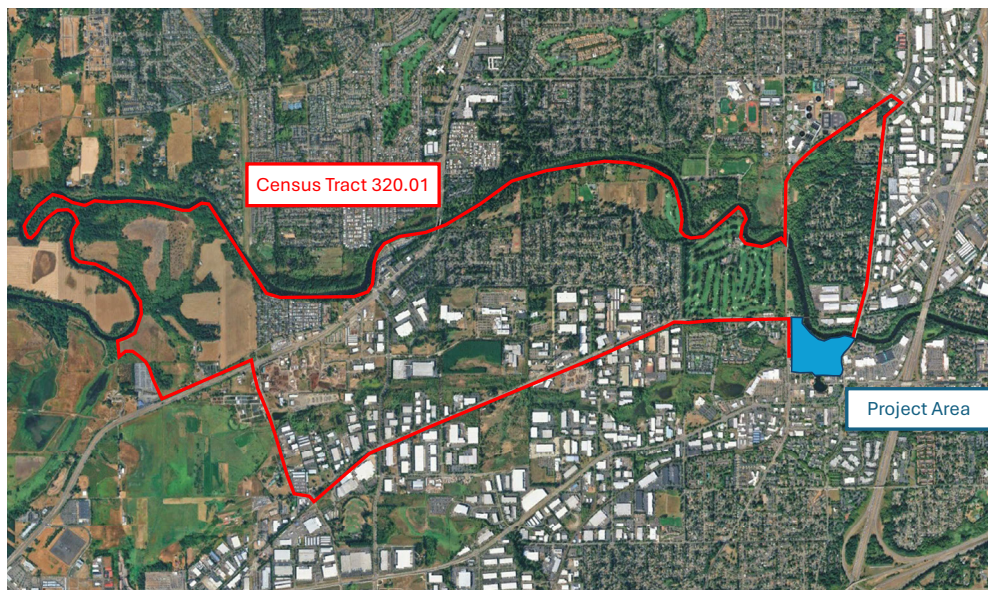


FIG. 8
Project Area Overlaid
Census Tract 320.01

DEMOGRAPHIC PROFILE

For clarity and conciseness, Census Tract 320.01 is simply referred to as Tualatin Tract throughout this section. Table 1 shows the current population totals of Oregon, Washington County, and Tualatin Tract.

FIG. 9
Table 1: Population Totals

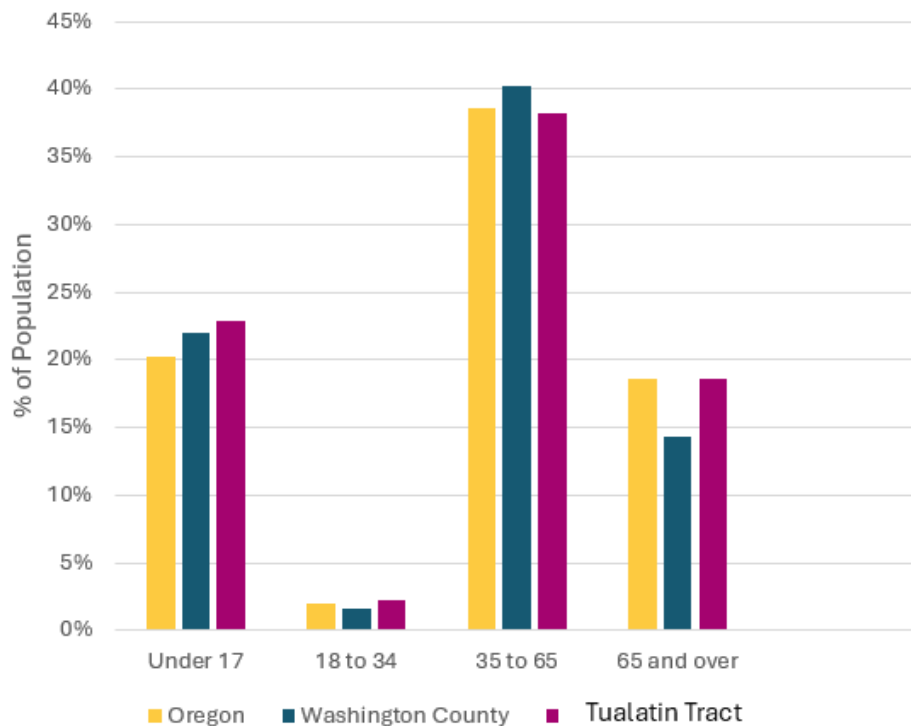
Table 1. Total Population by Location (2023)

Geographic Area	Population
Tualatin Tract	6,071
Washington County	600,266
Oregon	4,238,714

Age

Tualatin Tract stands out from both the county and the state in several ways. Data in Figure 10 illustrates how the Tract boasts a diverse mix of age groups, with notable concentrations of both children and older adults. Specifically, 23% of residents are under the age of 18, indicating a significant presence of families with school-age children living near the downtown core. In addition, 19% of the population consists of older residents aged 65 and above. This demographic distribution highlights a community that includes families and seniors who both rely on walkable access to daily necessities. Therefore, it is crucial to design the downtown area in a way that accommodates various lifestyles and mobility levels.

FIG. 10
Age Distribution by Location



Race

Figure 11 summarizes race and ethnicity distributions. All three locations are predominantly white (60%+ white). Tualatin Tract has a higher Hispanic population (19.1%) than Washington County or Oregon (18.2% and 14.3% respectively).

Tualatin Tract is more racially and ethnically diverse than the broader region. Hispanic residents make up nearly one-fifth of the population, and Pacific Islander residents represent a disproportionately high share compared to both county and statewide averages. These characteristics contribute to the cultural diversity of Tualatin and underscore the need for inclusive public spaces and engagement strategies.

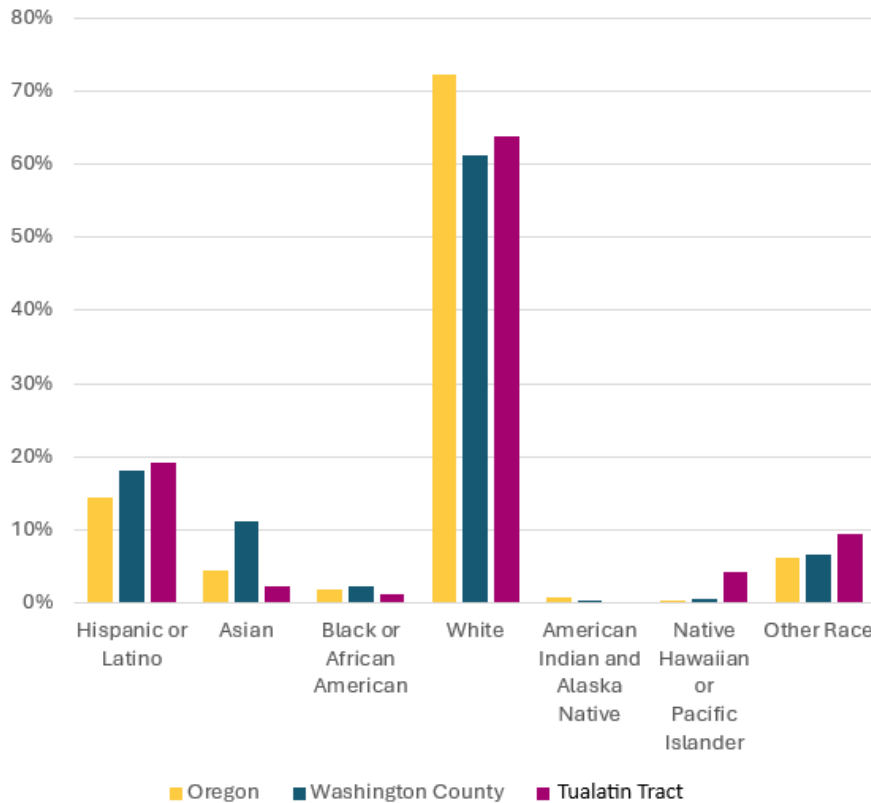


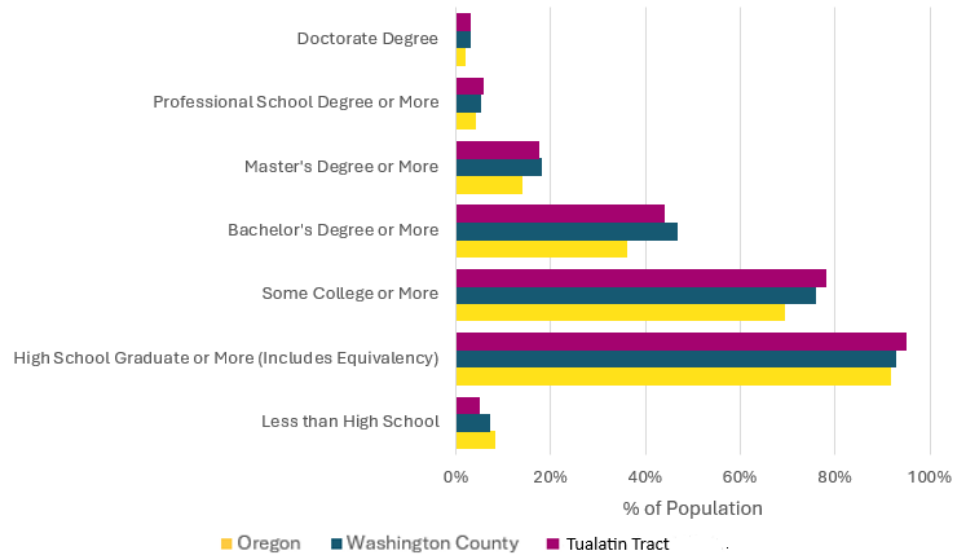
FIG. 11
Race and Ethnicity
Distribution by Location

Educational Attainment

Educational attainment in Tualatin Tract is generally high, with most adults holding at least a high school diploma and many pursuing education beyond that level. Approximately 78% of residents have completed some college or more, and roughly 44% hold a bachelor’s degree or higher Figure 12. The area shows notable representation in advanced and professional degrees as well.

These levels of educational attainment exceed statewide averages and closely mirror Washington County. This profile indicates a well-educated workforce that is likely connected to regional job centers and positioned to support a range of commercial and employment activities in downtown. The presence of a well-educated population reinforces the demand for high quality spaces and guides the diversity of mobility options and commercial offerings, ensuring a more convenient and connected daily life.

FIG. 12
Educational Attainment
by Location

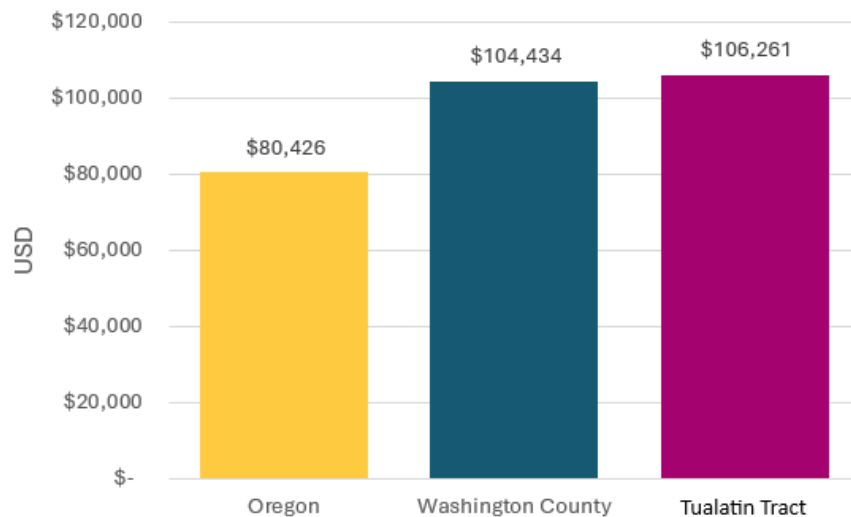


Median Household Income and Poverty

Median household incomes (MHI) in Tualatin Tract are relatively high, exceeding both county and state averages Figure 13. However, the area also exhibits a higher percentage of families living below the poverty line than regional averages Figure 14.

The contrast between regionally high incomes and yet elevated poverty rates highlights income inequality within the community. High-income households exist close to those facing financial hardship, creating a landscape marked by socioeconomic divides. This juxtaposition underscores the importance of planning for inclusive amenities, affordable housing, and equitable access to services. Redevelopment plans should ensure that support is available for residents across all income levels.

FIG. 13
Median Household
Income by Location



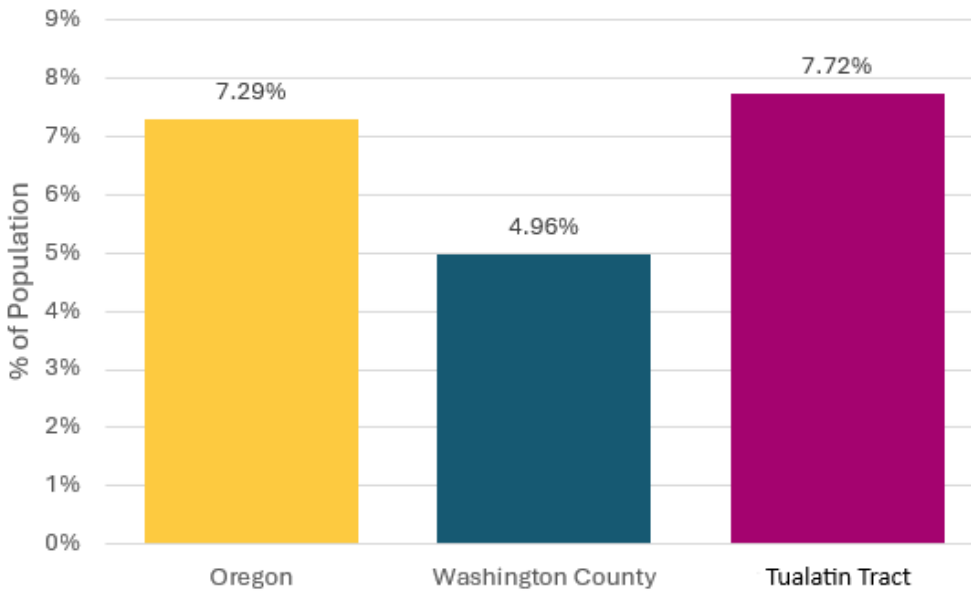


FIG. 14
Poverty Rate by Location

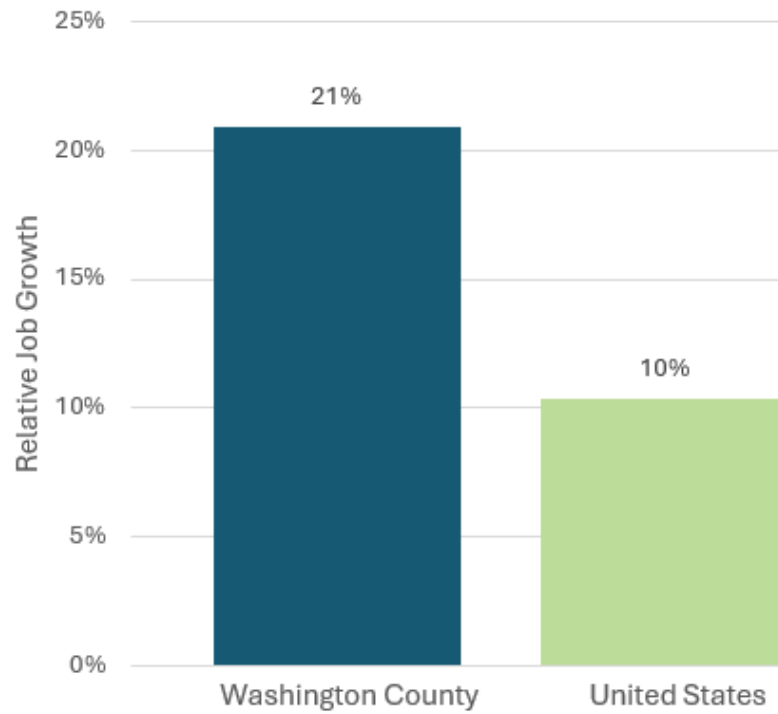
ECONOMIC PROFILE

The economic structure of Washington County is crucial to understand the redevelopment potential in downtown Tualatin. Although demographic data can be analyzed at the Census Tract level, economic data is not available at that scale; industry composition and employment statistics are only published at broader levels. Additionally, economic activity in downtown Tualatin reflects a laborshed and business environment that extends beyond tract boundaries. For these reasons, Washington County serves as the most accurate and appropriate scale for assessing economic conditions in the downtown area.

Between 2010 and 2020, the County experienced significant employment growth, shifts in sector composition, and clear indications of competitive regional advantages. County data were used to examine total employment levels, changes across sectors, population-employment ratios, and measures of regional competitiveness. This analysis revealed key trends that influence opportunities and constraints for future development in the downtown area.

Sector Analysis

Washington County added more than 65,000 jobs from 2010 to 2020, outpacing national trends Figure 15. Wage-and-salary employment grew by roughly 20%, while proprietor employment increased by 23%, signaling both expansion of traditional employers and a growing number of small businesses and independent workers. This broad employment-based growth strengthens daytime activity across the region and reinforces demand for walkability components such as commercial services, restaurants, and public spaces in downtown Tualatin.

FIG. 15Relative Job Growth
from 2010 to 2020

Population Employment Ratios

Population Employment (PE) ratio indicates the concentration of people in an area that are working in a specific sector. This provides valuable data on the primary types of employment, which helps build the overall picture of the economy in an area.

High PE ratios indicate fewer jobs in a sector. For example, a PE ratio of 20 indicates that for every 20 people in the population, one of them works in a specified job sector.

In contrast, Low PE ratios indicate many jobs in a sector. For example, a PE ratio of 10 indicates that for every 10 people in the population, 1 of them work in that sector.

Table 2 provides a summary of these PE ratios across all sectors in Washington County comparing 2010 to 2020.

Population employment ratios for Washington County indicate primary types of employment are:

- 1) Manufacturing
- 2) Retail trade
- 3) Health care and social assistance

In contrast, very few people are employed in these sectors:

- 1) Mining
- 2) Federal Government
- 3) Forestry, fishing, and related

FIG. 16

Table 2: Washington County PE Ratios 2010 to 2020

Table 2: Population Employment Ratio of Washington County		
Sector	2010	2020
Total Employment	1.7	1.6
Wage and salary employment	2.1	2.0
Proprietors employment	8.3	7.7
Farm proprietors employment	343.7	392.9
Nonfarm proprietors employment	8.5	7.8
Farm employment	121.1	155.0
Nonfarm employment	1.7	1.6
Private nonfarm employment	1.9	1.7
3 Forestry, fishing, and related	361.2	372.1
1 Mining	864.5	1053.3
Construction	36.7	28.8
1 Manufacturing	12.5	11.4
Wholesale trade	29.1	38.9
2 Retail trade	15.6	16.2
Information	57.0	65.7
Finance, insurance	30.0	31.3
Real estate, rental, leasing	38.4	35.9
Professional, scientific, technical services	24.9	22.0
Management of companies, enterprises	90.5	34.4
Administrative, waste management services	23.4	22.8
Educational services	58.4	71.4
3 Health care, social assistance	17.5	16.2
Arts, entertainment, recreation	75.6	83.1
Accommodation, food services	30.0	29.3
Other services, except public administration	37.1	34.4
Government, government enterprises	22.5	26.2
2 Federal, civilian	533.8	617.7
Military	354.4	432.6
State and local	25.2	29.2
State government	264.1	289.6
Local government	27.9	32.5

The majority of Washington County's PE ratios are less than 40, implying that many of the sectors in Washington County are comprised of similar shares of the population. Farm employment; forestry, fishing, and related activities; mining; federal government; military; and state and local government have PE ratios greater than 150, indicating that these sectors have a lower concentration of employment compared to other sectors within Washington County.

Notably, between 2010 and 2020, the PE ratio for management of companies and enterprises has changed from 90.48 to 34.38, showing that the share of the population working in management increased over that decade.

Location Quotients

Location quotient (LQ) compares local employment to regional or national employment. For this analysis, Washington County employment was compared to the United States. This comparison indicates how job sector growth at the local level is compared to job sector growth at the national level from 2010-2020.

Location quotient >1 indicates a higher percentage of people employed in the sector locally than nationally, and the local industry can potentially export goods or services to serve an outside market. For example, a location quotient of 2 indicates the local employment in the sector is double the national employment in the sector.

In contrast, *Location quotient <1* indicates a lower percent of people employed in the sector locally than nationally, and the area likely relies on imports and cannot serve an outside market. For example, a location quotient of 0.5 indicates the local employment in the sector is half the national employment in the sector.

Table 3 provides a summary of these location quotients across all sectors of Washington County compared to the United States from 2010 to 2020.

Location quotients for Washington County indicate that the sectors with the highest export potential in 2020 are:

- 1) Manufacturing
- 2) Wholesale Trade
- 3) Management of companies

In contrast, very few people are employed in these sectors

- 1) Federal government
- 2) State government
- 3) Mining

FIG. 17

Table 3: Location Quotients of Washington County Compared to the US

Table 3: Location Quotients of Washington County Compared to the United States		
Sector	2010	2020
Total Employment	1.00	1.00
Wage and salary employment	1.02	1.03
Proprietors employment	0.94	0.91
Farm proprietors employment	0.45	0.43
Nonfarm proprietors employment	0.97	0.93
Farm employment	0.92	0.76
Nonfarm employment	1.00	1.00
Private nonfarm employment	1.08	1.08
Forestry, fishing, related activities	0.95	0.88
3 Mining	0.27	0.31
Construction	0.91	0.97
1 Manufacturing	1.94	2.08
2 Wholesale trade	1.67	1.26
Retail trade	1.07	1.04
Information	1.60	1.43
Finance and insurance	1.06	0.92
Real estate, rental, leasing	0.99	0.95
Professional, scientific, technical services	1.00	0.96
3 Management of companies, enterprises	1.61	3.32
Administrative, waste management services	1.20	1.14
Educational services	1.23	0.92
Health care, social assistance	0.88	0.84
Arts, entertainment, recreation	1.02	1.02
Accommodation, food services	0.82	0.85
Other services, except public administration	0.81	0.84
Government, government enterprises	0.53	0.48
1 Federal, civilian	0.18	0.16
Military	0.39	0.37
State and local	0.60	0.54
2 State government	0.21	0.20
Local government	0.74	0.67

The LQ for mining in Washington County is 0.31, meaning that commodities related to mining are being imported. In addition, all sectors that fall under government and government enterprises have an LQ of less than 0.75, indicating that government services are largely coming from outside of Washington County. On the other hand, manufacturing and management of companies and enterprises have LQs greater than 1.25, indicating that Washington County is exporting manufactured goods and management services.

All of the other sectors analyzed have LQs between 0.75 and 1.25, indicating that Washington County is self-sufficient aside from mining and government services.

Shift-Share

Shift-share analysis helps distinguish national economic trends, industry dynamics, and/or local competitive advantages, and how they drive sector growth. This analysis is particularly valuable for identifying where local policy and investment can have the greatest impact on downtown activation. Shift-share analysis is composed of three components:

- National Growth Rate Component: the amount of growth or loss that can be attributed to national economic health.
- Industrial Mix (IM) Component: the amount of growth or loss that can be attributed to national trends in the respective industry.
- Competitive Share (CS) Component: the amount of growth or loss that can be attributed to a regional advantage or disadvantage, or that is otherwise not attributed to national economic or industrial trends.

The comparative job growth analysis indicates that there has been an overall growth in jobs and employment in Washington County from 2010-2020, as shown in Table 4. This growth (20.94%) is double the national average (10.34%) for that period. The national average growth rate (NAGR) in the identified sectors in Table 4 indicate that government employment is increasing at a much lower rate (range of -9.8% to -19.3% vs a NAGR of +10.3%) than the rest of the economy in the United States. As indicated by the competitive share component military and state employment sectors in Washington County have strayed from the expected trending industry decline, and instead increased (2% and 3%, respectively).

Table 4: Comparative Job Growth in Washington County from 2010-2020								
Sector	United States				Washington County			
	2010	2020	2010 - 20 % Change	2010 - 20 % Change	2010	2020	2010 - 20 % Change	2010 - 20 % Change
All jobs	172,901,700	190,776,800	17,875,100	10.34%	313,430	379,048	65,618	20.94%

FIG. 18

Table 4: Comparative Job Growth

HOUSING PROFILE

Gaining insight into the housing conditions in Tualatin Tract is crucial for developing effective redevelopment strategies that address both current and future housing needs. The housing characteristics in this tract differ from those in Washington County and the state as a whole, highlighting distinct gaps and opportunities for targeted interventions.

Housing Tenure

Housing Tenure reflects the percentage of housing occupied between owners and renters. Figure 19 compares the housing tenure between the three locations. Higher ownership of housing persists across the three geographical areas with approximately 26% more of the occupied housing being by owners.

Tualatin contains a substantially higher share of renter-occupied housing (45%) than both Washington County (39%) and Oregon (37%). This concentration of renters establishes a baseline need for rental housing that is stable, affordable, and diverse in size and tenure. It also signals an important demographic reality: a large share of downtown households do not benefit from the long-term wealth-building opportunities of homeownership, making affordability and housing security foundational considerations for redevelopment.

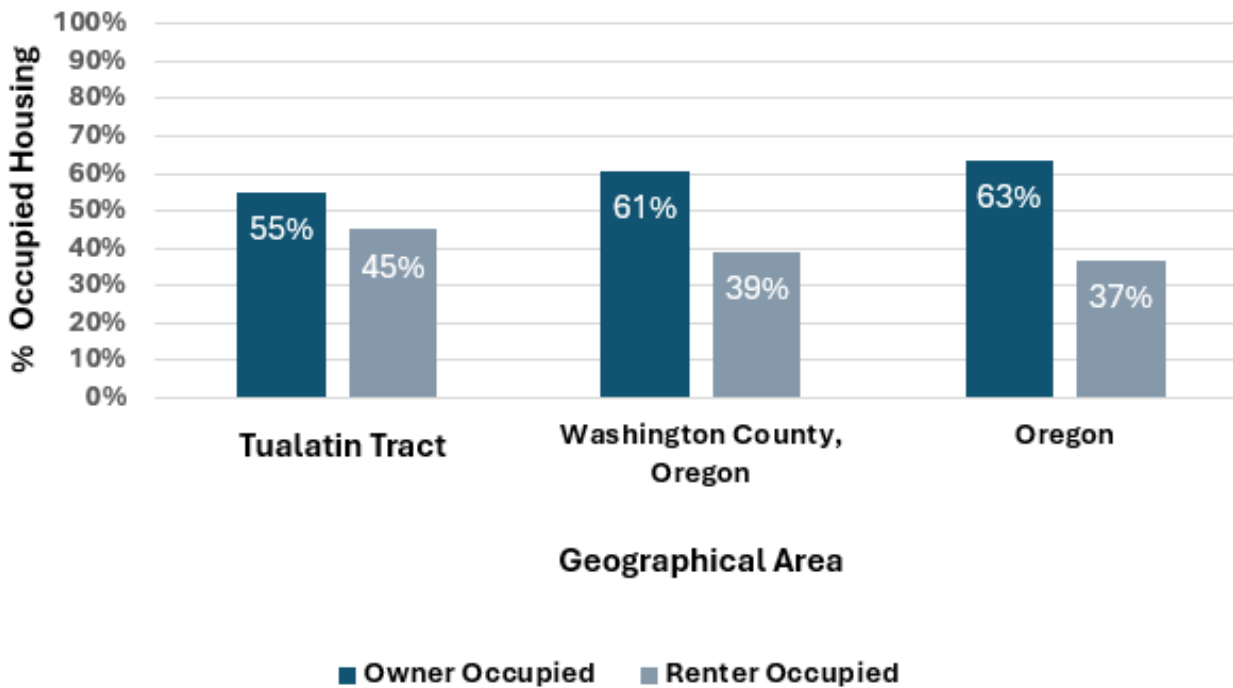
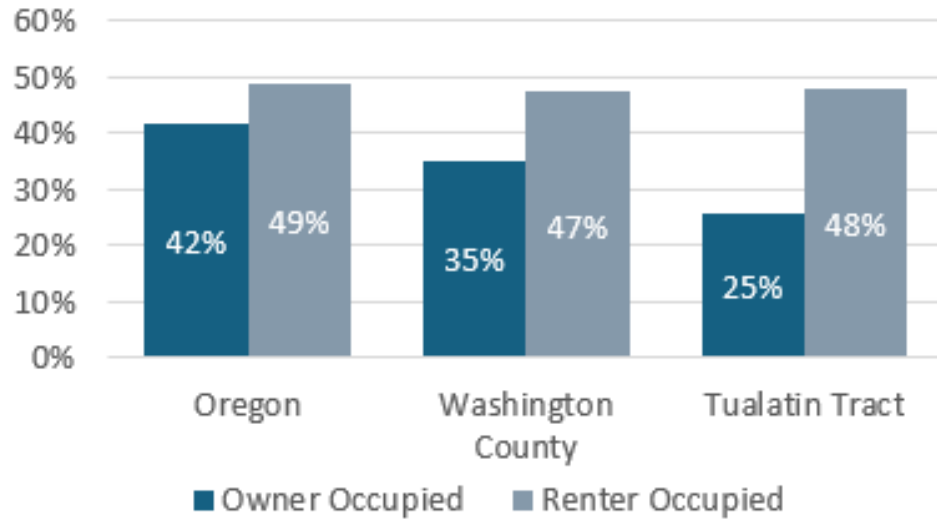


FIG. 19
Housing Tenure by Location

Cost Burden

Cost Burden refers to when the monthly housing costs exceed 30% of monthly income for an entire household (US HUD, 2020). Simply put, Cost Burden indicates whether housing costs are too high relative to the household income. Figure 20 shows the cost burden between owners and renters across the three locations. Renters have higher housing cost burdens than owners across all three areas. Owner occupied Cost Burden in Tualatin Tract (25%) is lower than both the county (35%) and state (42%) levels. Renter occupied Cost Burden in Tualatin Tract (48%) is higher than Washington County (47%).

FIG. 20
Cost Burden by Location



Rent-to-Income

Renters across all regions are more likely than homeowners to face cost burdens, with this issue being most pronounced in Tualatin Tract. Nearly half of renter households (48%) spend more than 30% of their income on housing, compared to only 25% of homeowners. In addition, the Rent-to-Income Ratio of 0.21 of Tualatin Tract is higher than Washington County’s ratio of 0.20, indicating that rental housing is relatively less affordable in this area. This disparity is largely due to high median gross rents, which are \$1,859 per month, the highest among the three regions, along with a widening gap between the incomes of renters and homeowners. Table 5 summarizes the median gross rent, monthly average income, and Rent-to-Income ratios across the three locations.

FIG. 21
Table 5: Rent-to-Income by Location

	Tualatin Tract	Washington County	Oregon
Median Gross Rent	\$1,859	\$1,773	\$1,450
Monthly Avg Income	\$6,700	\$6,062	\$4,476
Rent to Income Ratio	0.28	0.29	0.32

Housing Structure Type

Compared to county and statewide trends, the Tualatin Tract has a noticeably diverse mix of housing types. Only 49% of the housing units are single-family homes, which is significantly lower than the two-thirds of share seen in the broader region. Instead, duplexes, triplexes, fourplexes, and small multi-unit buildings (with 5 – 49 units) make up a much larger share of the tract’s housing stock. This variety promotes density, walkability, and neighborhood vitality.

However, the tract lacks enough large multi-unit buildings (those with 50 or more units), which comprise only 3% of the housing stock, compared to 8% countywide.

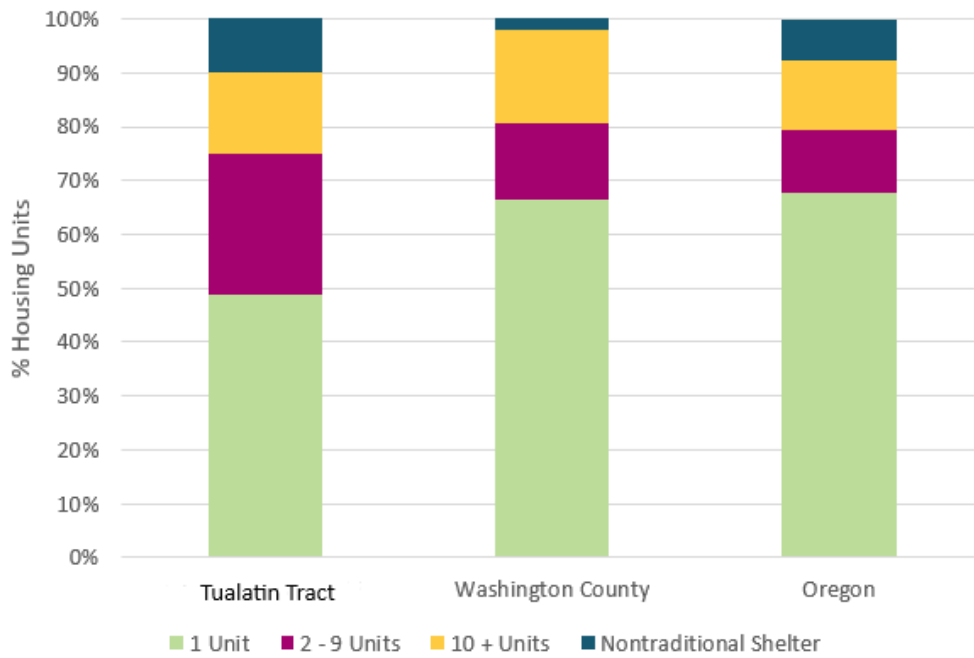


FIG. 22
Housing Structure Type
by Location

General Findings

HOUSING TRENDS

Income inequality is a key characteristic of the housing landscape in the study area. The median household income for homeowners in the tract is \$139,167, which significantly exceeds that of renters, who earn a median household income of \$80,403. This disparity, combined with the high percentage of renters and the prevalence of small-scale multifamily buildings, often older and more prone to turnover, highlights the vulnerable position of many renter households. Since renters make up nearly half of the occupied units and face significant affordability challenges, redevelopment strategies should focus on affordability, housing stability, and opportunities for incremental density. These strategies should address local needs while also supporting long-term population growth.

ECONOMIC TRENDS

Industry Specialization

Washington County's economic base is defined by distinct areas of industry specialization that contribute significantly to regional economic trends. The analysis of Location Quotients (LQ) and employment change allows for the classification of sectors into strategic categories that inform redevelopment decisions.

Key Growth Sectors

The county exhibits exceptional specialization in two key sectors that also demonstrated substantial employment growth, classifying them as Important Growth Industries.

- Management of Companies (LQ 3.32): This sector shows the highest degree of specialization in the County, indicating a major concentration of corporate headquarters and

administrative functions. Its nearly 200% employment growth over the past decade underscores its role as a high-value export industry and a primary engine for regional economic expansions.

- Manufacturing (LQ 2.08): Maintaining a specialization over double the national average, this sector remains a cornerstone of the county's economy. Strength lies in advanced technology and precision components, areas that expanded and reinforced the sector as a competitive export industry.

Emerging Sectors

Accommodation and Food Services exhibited robust employment growth despite having LQs below 1.00, indicating they are currently underrepresented relative to the national average. These are classified as Emerging Sectors. Although these sectors do not drive the export economy, their significant job growth demonstrates increasing demand for local goods and services. These industries are critical for creating ground-floor uses, strengthening downtown and enhancing the overall activity generating capacity of downtown.

Sectors Requiring Attention

Conversely, several sectors maintained high levels of specialization (LQs above 1.00) but recently experienced declining employment. These sectors are designated as Requires Attention sectors.

- Wholesale Trade (LQ 1.26) and Information (LQ 1.43): The combination of above average specialization with an eroding employment base signals potential for future economic vulnerability. Strategic attention is required to understand factors driving this structural change in the local economy.

SECTOR CAPACITY AND EXPANSIONAL POTENTIAL

The analysis of Population–Employment (PE) ratios provide a key metric for evaluating the current capacity and future expansion potential of major employment sectors in the regional economy. This ratio measures the relationship between a sector’s employment base and the local population, helping to project where growth can be sustained. Manufacturing and Management have low PE ratios, reflecting large employment bases relative to the total population and limited room for expansion compared to other sectors. While they are crucial economic drivers, future growth will likely occur in industries with higher unmet local demand and stronger alignment with mixed-use environments.

Emerging sectors, including Accommodation and Food Services and Other Services, have moderate PE ratios, indicating potential for sustained growth. Expansion of these industries aligns well with redevelopment goals in downtown Tualatin as these services are linked to resident needs and pedestrian activity.

In contrast, sectors with high PE ratios may face long-term structural challenges or limited expansion opportunities within the regional economy. Information and Wholesale Trade both show high PE ratios and declining employment, suggesting limited expansion opportunities.

UNDERSTANDING LOCAL VS. NATIONAL DRIVERS

Most major sectors in Washington County benefited from a positive National Growth Rate, reflecting strong national economic conditions from 2010 to 2020. While the Industry Mix (IM) component indicates how local sectors align with larger industry trends, the most instructive patterns are revealed by the Competitive

Share (CS) component. Appendix A provides a full summary of Shift-Share analysis of individual components. This component indicates how much sector employment change results from unique competitive advantage of the region:

- Management exhibits the strongest competitive effect in the county (+9,799 jobs), indicating that local conditions strongly support the growth of corporate headquarters, administrative centers, and high-skill managerial employment.
- Manufacturing similarly displays a robust CS (+7,725), offsetting negative industry-wide trends and reinforcing Washington County's position as a regional manufacturing hub.
- Accommodation (+2,615) and Other Services (+2,102) also experienced positive CS values, meaning their growth is linked to local demand and regional economic fundamentals.

By contrast, the Wholesale Trade and Information Sectors show adverse competitive effects, indicating that local conditions were less favorable than national trends, contributing to their observed declining employment levels.

Together, these findings highlight the industry's most likely to influence economic activity in and around downtown Tualatin. Sectors like Management, Manufacturing and Service Industries, with strong competitive momentum are best positioned to generate spillover activity in downtown Tualatin.

IMPLICATIONS

As downtown Tualatin is a Central Commercial area, it is not suitable for large-scale manufacturing. However, the City of Tualatin may want to include space for offices to attract management services and corporate offices for regional

manufacturing firms to the area, as these sectors are seeing high demand within Washington County. In addition, consider the industries with moderately-low population employment ratios and location quotients that may be suitable for a commercial area: arts, entertainment, and recreation industry (PE 83.1, LQ 1.02); educational services (PE 71.4, LQ 0.92 (table 4 & 5). Jobs in government were lost over the last decade (excluding state government, which saw slight growth) and are being imported from outside of Washington County, so the City should not seek to expand government jobs when considering its downtown redevelopment.

As Washington County is largely self-sufficient and has not seen much change in PE ratios and LQs across most of its job sectors, rezoning the downtown area for mixed-use commercial and including residential spaces may be a viable option. Firms are unlikely to move to or expand in Tualatin soon due to little change over the past decade in their respective sectors (excluding manufacturing and management services), so leaving the downtown area as exclusively commercial zoning will not maximize the potential use of the space. Increasing the supply of housing in the area could increase the demand for jobs and services, which could attract firms in the future.

The comprehensive analysis of changing sector employment levels, population-employment ratios, and shift-share analysis reveals several key implications for guiding redevelopment in downtown Tualatin.

- **Strong Regional Job Growth Supports Downtown Investment:** The region's expanding employment base increases daytime population and supports demand for restaurants, public spaces, walkable environments, and small-scale commercial uses. Downtown Tualatin is well-positioned to capture this activity, given its civic assets and proximity to major job centers.
- **High-Specialization Sectors Strengthen the Regional Economy:** Management and manufacturing are foundational export industries for Washington County. Their substantial competitive advantages suggest continued in-migration of workers, higher household incomes, and increased demand for services—factors that support mixed-use redevelopment near the study area.
- **Emerging Service Sectors Align with Downtown's Urban Form:** Growth in accommodation and other services aligns directly with the types of uses supported in walkable mixed-use districts. These sectors bring foot traffic, activate public space, and benefit from proximity to civic amenities, transit, and the Lake at the Commons.
- **Sectors Requiring Attention:** Declines in wholesale trade and information suggests that parts of the economy may be shifting, which indicates a broader economic transition throughout the region. While these sectors are not primary users of downtown space, their performance affects the long-term composition of the workforce and regional economic diversity.
- **Localized Competitive Advantages Favor Mixed-Use, Walkable Redevelopment:** Strong competitive effects in key growth sectors indicate that Washington County offers economic conditions conducive to investment. For downtown Tualatin, this supports redevelopment strategies that emphasize small-business environments, flexible commercial spaces, and mixed-use buildings that cater to the growing workforce.

CURRENT ALIGNMENTS

Zoning Review of Downtown

The Tualatin Development Code (TDC) establishes the regulatory framework for the downtown area through a combination of a base Planning District and an Overlay Zone (TDC). As stipulated in the Tualatin Comprehensive plan, the term “Zone” has the same meaning and regulatory weight as “Planning District” within the development code. The current designation for the downtown project area is the Central Commercial Zone (CC), which establishes baselines for allowed uses and sets development standards. Areas of the CC zone are further modified by the Central Tualatin Overlay Zone (CTOZ), which provides additional flexibility and design guidance tailored to the downtown core.

The CC planning district serves as the foundation for downtown development. It prioritizes pedestrian use and supports a wide range of commercial, professional, and retail services. A key factor for the development of a walkable downtown is that most commercial uses are permitted outright, which provides a consistent base for street-level activity. However,

the CC zone is restrictive regarding housing, limiting residential use to Family Child Care Home. The CC district limits maximum building height to 45 feet with setbacks ranging from 0 to 20 feet. Lot size is a minimum of 5,000 square feet and a minimum width of 75 ft and 40 ft of street frontage. These standards promote a compact urban form but constrain taller projects.

The entire downtown project area falls within the CTOZ, a critical planning tool that adapts the base CC Zone to strengthen the social and economic development through expanded use cases and development standards that support a more active mixed-use area. The CTOZ permits Household Living in select sub-districts, which is particularly relevant to the development of a walkable community. The CTOZ also extends the building height limit of 75 Feet. With these modifications, the downtown area is permitted to construct multi-story buildings with ground floor commercial and upper story residential, supporting a 24-hour downtown environment.

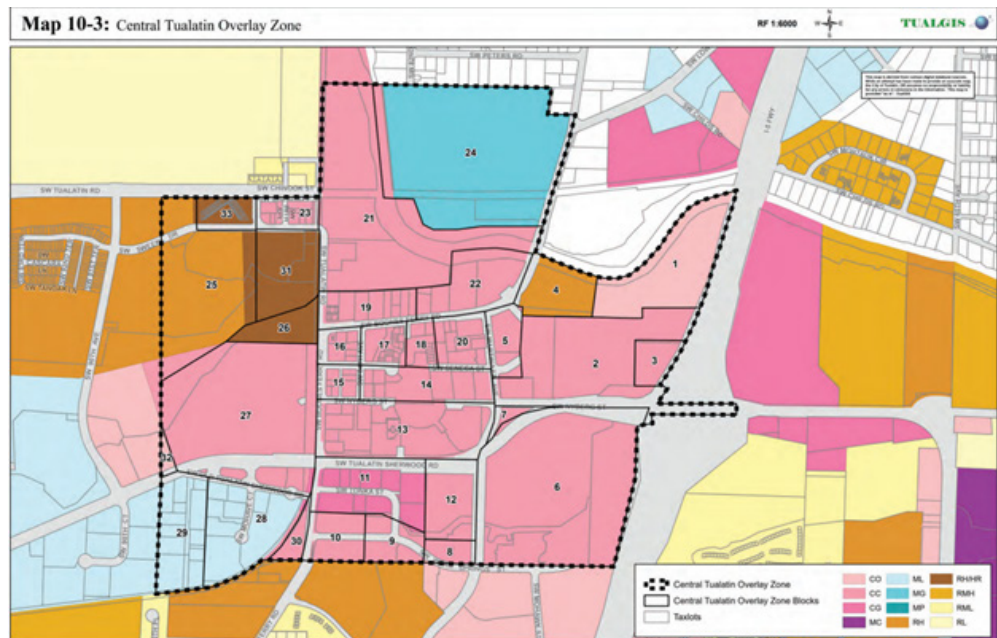


FIG. 23
Current Tualatin Zoning

The current CC designation and the modifications from the CTOZ provide a regulatory framework that supports mixed-use redevelopment in downtown Tualatin. The overlay zone’s flexibility allows residential and commercial integration consistent with Comprehensive Plan goals. Within this context, the CC/CTOZ framework enables redevelopment that advances the downtown identity.

PLANNING DOCUMENTS

Throughout the term, the cohort conducted extensive research of the City of Tualatin’s guiding plans and key development documents to support design decisions in their urban decision proposals. This section provides an overview of these resources and how they guided design goals in the student project teams.

Tualatin 2040 Comprehensive Plan

The 2019-20 Tualatin 2040 Comprehensive Plan outlines the community’s long-term vision for sustainable growth and livability, projecting development strategies and goals through 2040. It encompasses basic policies regarding land use, housing, transportation, parks, and economic development, ensuring a balanced approach to growth. The Plan highlights the importance of compact development, the redevelopment of key corridors, and the integration of land use with transportation investments. As the City’s underlying policy framework, it guides other plans and regulatory updates, ensuring cohesive and streamlined decision-making.

Tualatin Development Code

The Tualatin Development Code is based on the Comprehensive Plan’s goals and policies and translates them into zoning

and development standards. It clearly defines permitted land uses, design requirements, and review for proposed development. The Code enables Tualatin to manage industrial, commercial, and mixed-use areas, while aiming to meet the community’s economic and design objectives. Additionally, standards that govern redevelopment and infill projects within the urban growth boundary (UGB) are established to ensure that development aligns with the community’s long-term vision. The development code is more responsive to change than the Comprehensive Plan and may be amended to meet community desires.

Tualatin Parks and Recreation Master Plan

The Tualatin Parks and Recreation Master Plan (PRMP) outlines goals and recommendations that emerged from community engagement efforts such as focus groups, interviews, and workshops. This plan serves as a guide for the stewardship and development of Tualatin’s cultural events and park system.

Tualatin Economic Opportunities Analysis

The Tualatin Economic Opportunities Analysis (EOA) was developed in conjunction with ECONorthwest and is a technical study conducted in accordance with Oregon’s Statewide Planning Goal 9. Planning Goal 9 is “To provide adequate opportunities throughout the state for a variety of economic activities vital to the health, welfare, and prosperity of Oregon’s citizens.” (OAR 660-015-0000). In the context of Tualatin, this means securing an adequate supply of employable land for the next two decades. The EOA examines current economic trends, projects job growth, and assesses

land demand in relation to the City's available resources. It identifies strategic opportunities to retain and attract target industries, address land-readiness constraints, and promote redevelopment in existing employment zones. The insights gleaned from the EOA directly informed the Comprehensive Plan update and the subsequent Development Code.

While primarily focused on economic development, the EOA also supports walkability outcomes by emphasizing multimodal infrastructure and land-use efficiency to create more connected, livable environments. By increasing density and infill, the EOA indirectly supports the development of walkable commercial and industrial areas.

Transportation System Plan

The Transportation System Plan (TSP) serves as a roadmap for the development of Tualatin's transportation system and alternative options. The TSP is authorized by the Development Code and is integrated into the Comprehensive Plan to ensure that the City's development goals are met and are in alignment with regional and state requirements.

The TSP identifies five major transportation related goals and delineates specific policies and goals to accomplish them:

- **Advance Out Land Use Vision –** Create a transportation system for all users that enhances Tualatin's growing economy and future land use vision.
- **Provide a High Quality of Life –** Safely and efficiently move people and goods to provide a high quality of life for people who live, work, learn, and play in Tualatin.

- **Expand Opportunities for Safe Multi-Modal Transportation –** Expand travel options of users of all ages, abilities, and backgrounds by improving options for walking, rolling, cycling, and accessing transit.
- **Advance Climate and Health Goals –** Reduce greenhouse gas emissions from the transportation system and support the City's climate and health goals.
- **Invest Wisely –** Maximize transportation funding by effectively maintaining the transportation Tualatin has, finding creative maintenance solutions can help improve the transportation system, and leveraging outside funding opportunities.

Primarily, the TSP is concerned with improving walkability and increasing multi modal options within Tualatin. These goals connect to broader objectives outlined in the Comprehensive Plan to ensure that the city is achieving sustainable and equitable development that improves the quality of life of the community.

Integration with Urban Design Proposals

These planning documents provided clear and actionable goals that guided the development of the student groups' urban design proposals. The cohort made it a point of emphasis to integrate design decisions that would remain aligned with Tualatin's current planning framework.

The subsequent design recommendations are grounded in existing development guidelines that will support the city in approaching an innovative development opportunity in downtown Tualatin.

Major design recommendations followed these guiding principles:

- Compact, Infill Development
- Economic Diversity and Resilience
- Human-Scale Connectivity
- Inclusivity and Accessibility
- Environmental Sustainability

These guiding principles provided a foundational understanding of the type of development that the City of Tualatin wants to see in the future and heavily influenced the design decisions in the urban design proposals. These guidelines are also connected to broader thematic research discussed in the next section.

Thematic Research

Building on the guiding principles distilled from the Tualatin planning documents review, the students conducted additional thematic research used to inform their urban design proposals.

This thematic research identified key takeaways that the cohort recommends the City of Tualatin consider in the redevelopment of the downtown. These takeaways focus on the following:

- Placemaking
- Connectivity
- Permeability
- Community Engagement

These thematic areas heavily influenced the urban design proposals as they were identified as the conditions mostly lacking from the current site area, while community engagement was recurrent throughout the implementation process. Continued community outreach is a central tenet interwoven among the three thematic areas that should guide future development decisions.

PLACEMAKING

Well-designed places encourage people to interact and engage with their surroundings. Over time, this activity strengthens the local economy and helps build a vibrant community identity.

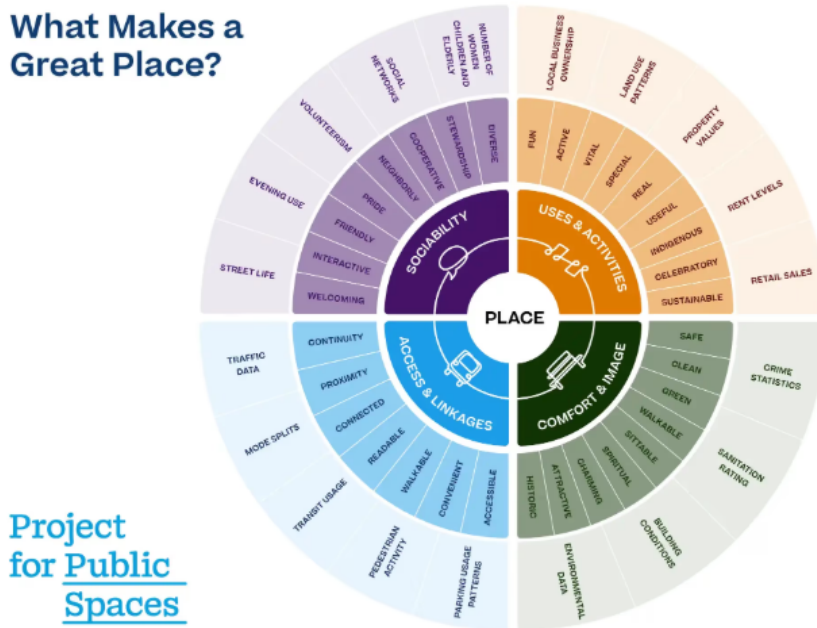


FIG. 24
The Place Diagram

The Place Diagram is one of the tools Project for Public Spaces has developed to help communities evaluate places. The inner ring represents a place's key attributes, the middle ring its intangible qualities, and the outer ring its measurable data.

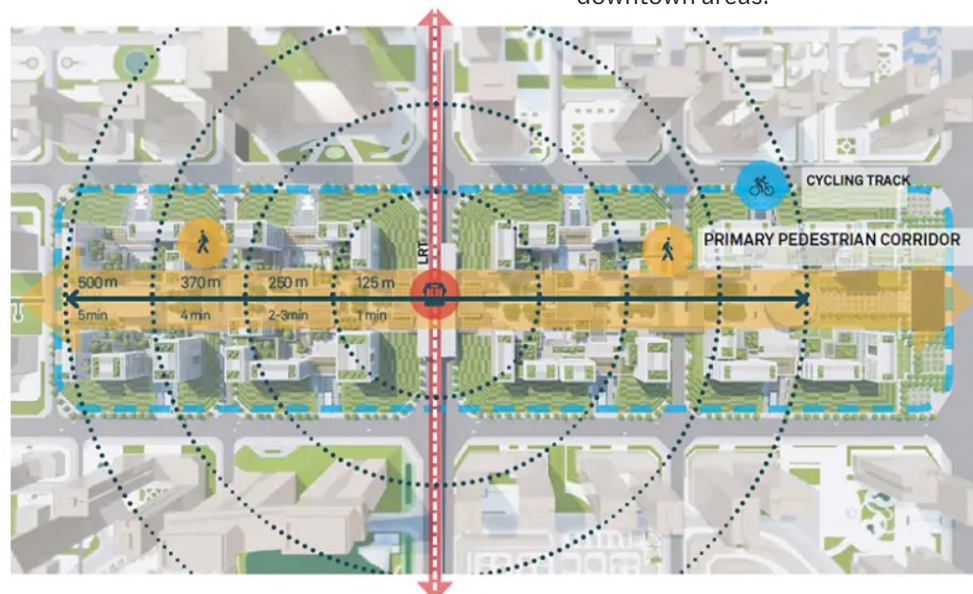
- Space for Socialization
 - People are naturally attracted to environments that encourage social interaction. Offering spaces suitable for both small and large gatherings promotes spending time in the area and encourages repeat visits.
- Welcoming and Comfortable Environments
 - Lighting, landscaping, and art create safe and inviting pathways, fostering comfortability.
- Activities and Purposes
 - Successful public spaces provide a variety of engaging activities and use. By incorporating elements like art, food, retail, and services, these places become purposeful destinations, offering clear reasons for people to spend time in the area.

CONNECTIVITY

Connectivity refers to the ease with which pedestrians can navigate an area using continuous, direct, and comfortable pathways. An effective network minimizes travel distances and facilitates smooth movement between downtown destinations, making the downtown area more walkable.

- Pathway Linkage
 - Extending existing paths where they end or do not connect will increase the number of functional routes available to pedestrians. Completing these links reduces dead ends and creates more seamless circulation throughout the area.
- Welcoming and Comfortable Paths
 - The character of pathways influences how people experience space. Elements such as lighting, landscaping, and decoration are integral in creating a sense of comfort and safety. By thoughtfully incorporating these elements, basic routes can be transformed into inviting pathways that encourage walking and enhance the quality of downtown areas.

FIG. 25
Example of Connectivity Through Pedestrian Travel Times



PERMEABILITY

Permeability describes how easily pedestrians can understand, navigate, and explore an area. A permeable downtown enables visitors who arrive for one purpose to discover additional opportunities and navigate to them with ease. Increasing permeability supports a more active and engaging environment, strengthening the overall success of the public realm downtown.

- Preserving Sightlines

 - Clear sightlines allow pedestrians to see and become intrigued by distant activities, businesses, and features. By using narrow, long buildings with intentional placement, we can maintain existing sightlines and support new development.
- Frequent Turning Opportunities

 - Offering frequent opportunities to change direction empowers pedestrians and promotes exploration. A network with multiple

viable paths facilitates natural movement between destinations and encourages the discovery of new spaces along the way.

- Strong Wayfinding

 - Consistent signage and recognizable landmarks help pedestrians orient themselves and navigate confidently. These elements reinforce place identity, ensuring downtown is accessible and easy to navigate.

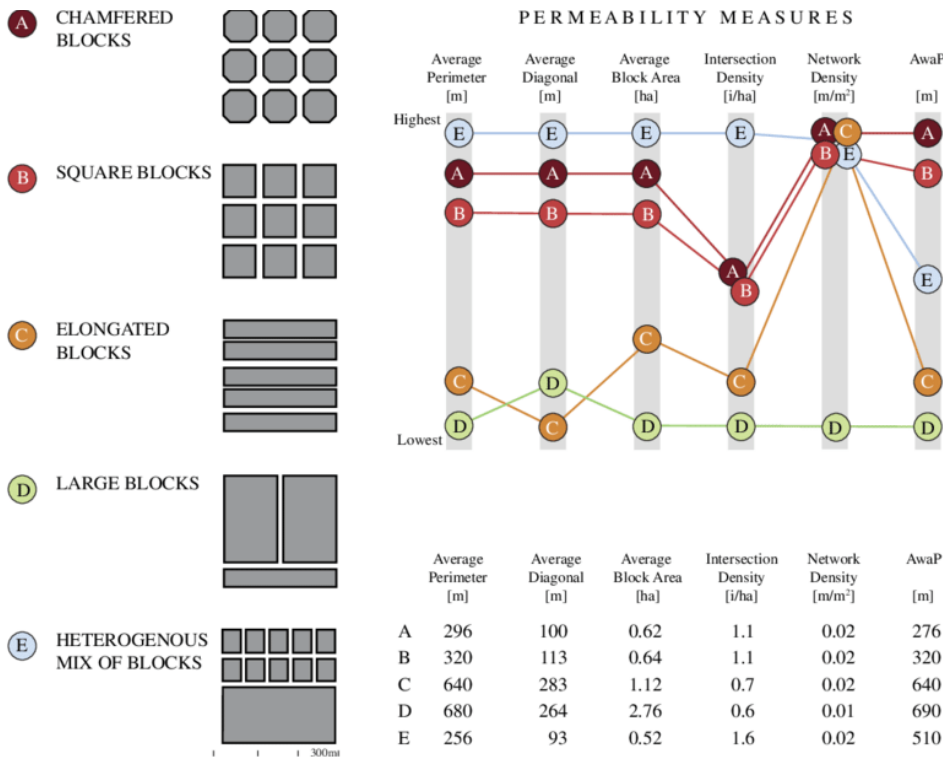


FIG. 26
Measures of Permeability

COMMUNITY ENGAGEMENT]

Community Engagement is the central tenet of successful development projects and reinforces all the existing benefits from the other thematic areas. The benefits of community engagement can be summarized as (Maptionnaire, 2024):

- Aligns Goals
 - > Early and continuing engagement with the community ensures that local values are supported throughout the duration of the project.
- Yields Valuable Data
 - > The right questions can reveal insights for different demographics and neighborhoods while also providing relevant, detailed data that is integral to functional and equitable plans. and encourages the discovery of new spaces along the way.
- Increases Community Buy-In
 - > Actively engaging and communicating throughout the process increases buy-in for the whole plan. When communities and decision-makers are genuinely involved in a project from the beginning, there is much less room for surprise at the end.
- Builds Trust
 - > Transparent and secure engagement processes create trust with community. People are more empowered to participate when they see their feedback put to its intended use: informing better plans and more lovable places.

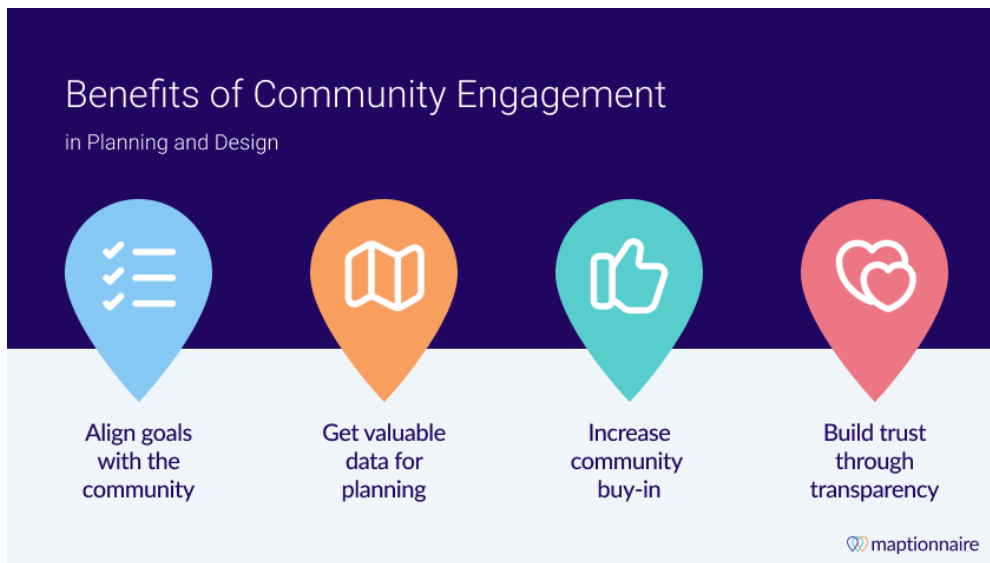


FIG. 27
Community Engagement Outcomes

Urban Design Proposals

Student teams developed urban design proposals to support the City's downtown revitalization efforts. The three proposals centered around three thematic areas:

- Walkability
- Economic Development
- Age Friendly Community

These thematic areas represent targeted areas that are reflective of existing conditions in downtown that the City of Tualatin wants to focus on in its downtown redevelopment. Each of the proposals is described in detail in the following section.

Team 1: Walkability

Vision: Tualatin is a vibrant, walkable downtown area that serves as the community's heart, featuring a lively network of streets, plazas, and riverfront amenities. The City promotes dense mixed-use development, supporting local businesses and public spaces, and enhancing civic pride.

Emphasizing walkability, connectivity, and human-scale design, Tualatin creates a downtown environment that supports both economic vitality and environmental sustainability. The City's core seamlessly connects to its natural features, with the Tualatin River and surrounding parks serving as the community's backyard.

Streetscapes designed for human scale promote a diverse mix of shops, food carts, and housing, attracting people to

Tualatin's revitalized downtown and its parks. By leveraging its vibrant core and the natural beauty of the river, Tualatin has become a model for smart urban growth that fosters economic prosperity while ensuring sustainability. The focus on walkability and connectivity creates a flourishing downtown that serves as a green refuge, enhancing community pride and supporting local businesses.

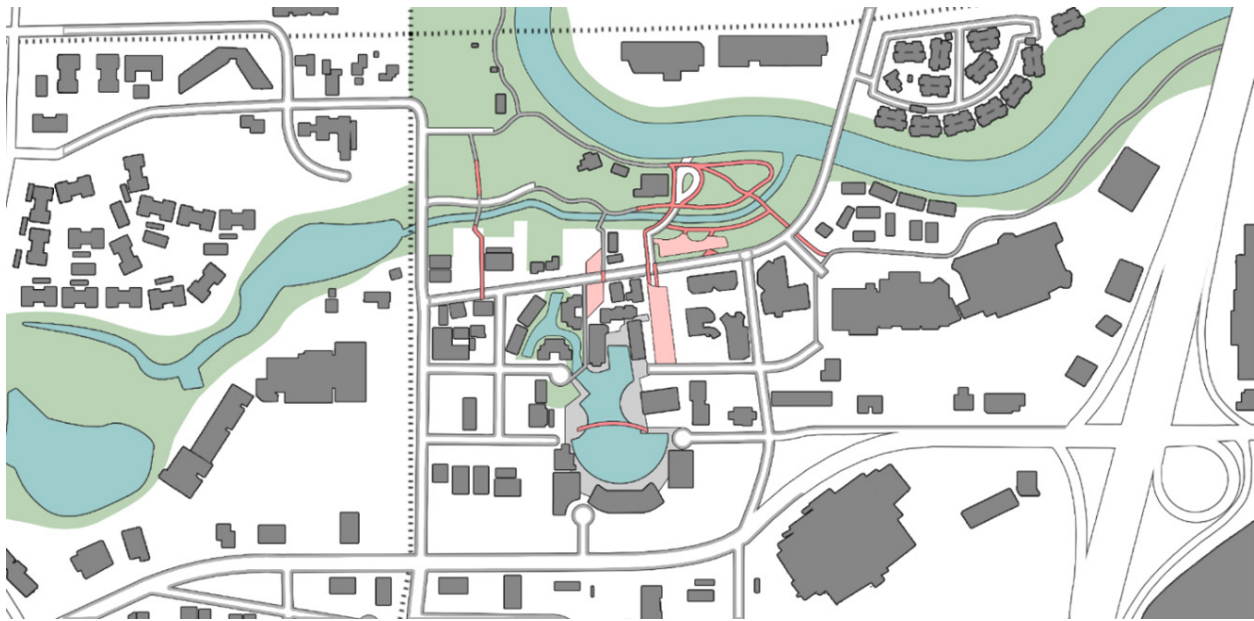


FIG. 28
Proposed Additional Pathways

PROPOSALS

Pedestrian Network

The team’s proposed pedestrian network aims to create a walkable downtown Tualatin by connecting existing pathways, strengthening crossings on Boones Ferry, and improving the desirability of key paths on site. New paths, illustrated in Figure 28 and highlighted in red, form connections where path breaks used to exist. Pedestrians now move through the site, uninterrupted by dead ends or broken connections.

Boones Ferry Pedestrian Underpass

A pedestrian underpass leads into the new Riverfront Park trail system, establishing connection between the Fano Creek Greenway and the Tualatin River Greenway paths. Figure 29 shows how these new additions connect to the broader regional trail network.

FIG. 29
Proposed Regional Trail Network



Bridge of the Commons

An arched foot bridge spans the widest portion of the Lake at the Commons, providing a crucial east-west connection for pedestrians navigating downtown. The new bridge also serves as an exciting addition to the lake, with pedestrians crossing to enjoy the view or cheer on a racer in the Pumpkin Regatta.

**FIG. 30**

Lake at the Commons Current View

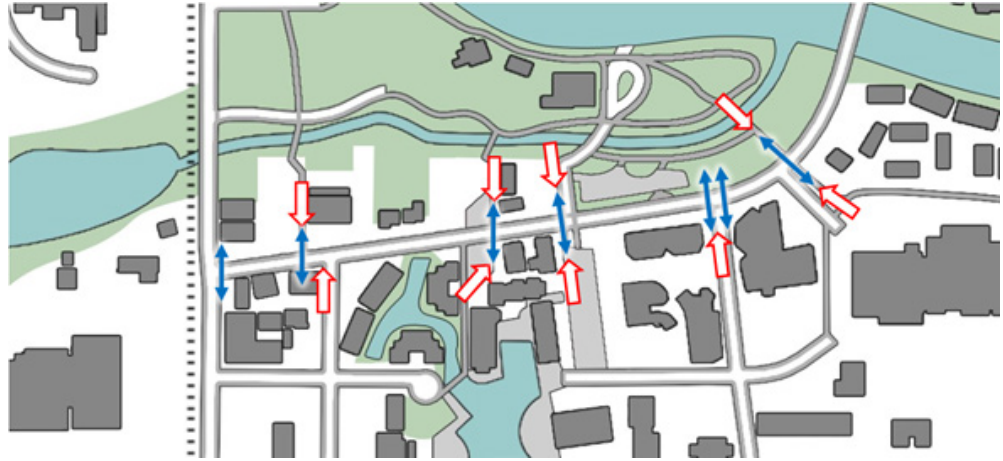
**FIG. 31**

Bridge of the Commons

Strengthened Crossings

By shifting several of the mid-block crossings on Boones Ferry Road, our proposal closes the gaps between crossing opportunities and crossing pressure on site. The design also proposes raising the two western-most mid-block crossings on Boones Ferry Road to slow traffic and reduce pedestrian stress.

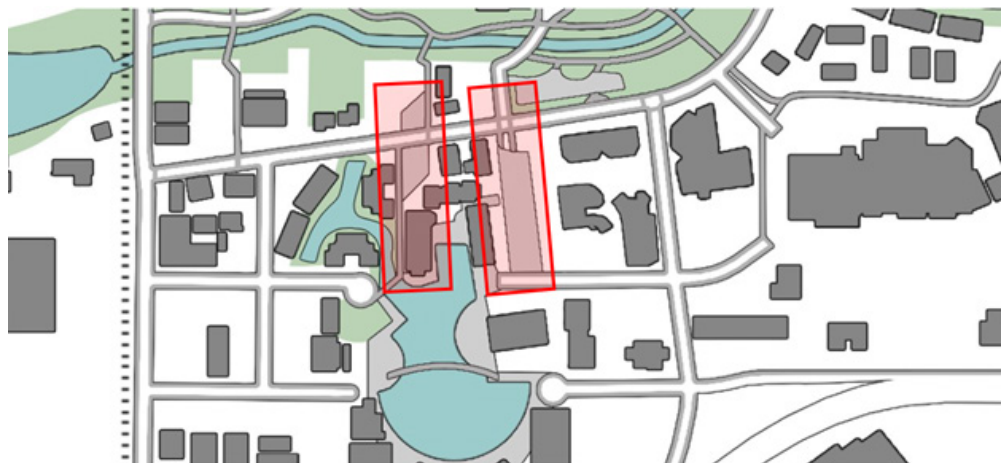
FIG. 32
Proposed Crossings



Desirable Pathways

The team's design seeks to strengthen underutilized pathways by clearly defining them as public space. By recharacterizing these pathways using design elements and land use, they become more attractive routes for pedestrians to take. In their design, Twin Plazas and Pedestrian Mall replace the parking lots and driveways that previously surrounded the northern access to the lake.

FIG. 33
Area of Strengthened Pathways



Public Spaces

Future Riverfront Park

The Future Riverfront Park represents a major opportunity to reconnect downtown Tualatin with the Tualatin River and strengthen the City's public realm. Positioned between the river, Community Park, and the downtown core, the site can become a vibrant destination that supports recreation, trail access, and year-round community gathering.

The park also sits at a crucial junction between two regional trail corridors: the Fanno Creek Greenway Trail and the Tualatin River Greenway. Both paths currently terminate near the project area, and the new park provides the ideal location to link them into a continuous east–west bicycle and pedestrian network. Establishing this connection would not only enhance regional mobility but also create a direct, intuitive route between the riverfront, downtown, and the Lake at the Commons—deepening integration across Tualatin's most important public spaces

Riverfront Flex Plaza

Just south of the future Riverfront Park, between Hedges Creek and SW Boones Ferry Road, is a flat area of a little more than three-quarters of an acre. This site is well-suited to becoming a flexible public plaza that can accommodate a wide range of community activities. By adding power and water hookups, this space could host food trucks, farmers' markets, and rotating art installations, creating a dynamic destination to complement the activities of the riverfront park. Its

adaptability would allow it to serve as both a daily gathering spot and a venue for special events, enhancing the continuity of public life between the riverfront, the Lake at the Commons, and the downtown core.

In addition, the site's proximity to an existing bus stop along Boones Ferry Road further enhances its value. Improving the area around the stop and integrating it into the plaza design would create a more comfortable and welcoming space for transit riders while providing a clear gateway to downtown. This combination of flexible programming and improved transit access positions the plaza as a key community hub.

Twin Plazas

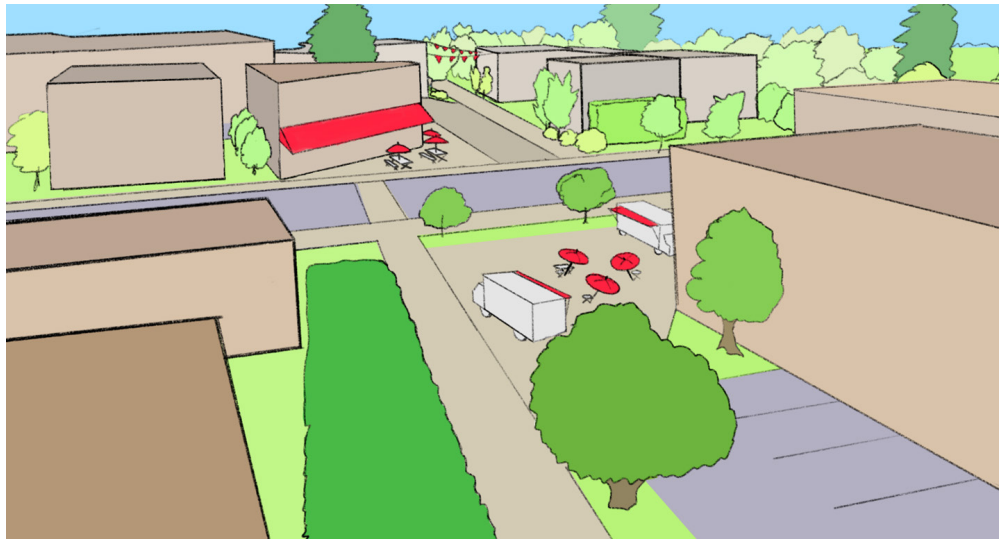
The Twin Plazas are located on either side of SW Boones Ferry Road, with the northern lot owned by the City (Green Lot) and the southern lot privately owned. Together, these sites present a significant opportunity to create a vibrant pedestrian gateway to the Lake at the Commons. To enhance the plazas, the City could introduce new restaurants or cafés on both sides of the street, which would provide consistent ground-floor activity and attract visitors to the lake. Additionally, streetscape improvements and better pedestrian crossings across Boones Ferry Road would help unify the

FIG. 34

View of Existing Lots facing South

**FIG. 35**

Proposed Twin Plazas



two sides, transforming the area from a fragmented, vehicle-dominated corridor into a space that invites residents, and visitors to step out of their vehicle.

Design features such as overhead festoon lighting, seasonal flags or banner displays, and dedicated outdoor seating areas will enhance visibility, warmth, and activity within the plazas. In addition, building placement will be deliberately angled to maintain clear sightlines toward the Lake at the Commons and to guide pedestrian movement toward the lake. This orientation ensures that the plazas feel open and connected rather than enclosed or isolated. Together, these design elements create a stronger sense

of invitation, making the area feel public rather than private, while also providing restaurants with flexible outdoor dining spaces that accommodate daily use and evening activities.

Currently, the path to the lake appears uninviting and private, which discourages visitors from heading south from Boones Ferry Road. By strategically placing active buildings around the plazas, improving lighting and visibility, and providing comfortable public seating, the Twin Plazas can become an entryway that encourages exploration, connects people



FIG. 36
View of White Lot from
Boones Ferry Road



FIG. 37
Proposed Pedestrian
Mall

to the lake, and strengthens downtown's overall identity.

Pedestrian Mall

The proposed Pedestrian Mall aims to transform the City-owned White Lot into a pedestrian-friendly, mixed-use development that enhances north-south connections between Boones Ferry Road and the Lake at the Commons. This space will feature active commercial spaces on the ground floor, with residential units above, bringing new residents and increased daily activity to the heart of downtown. By converting the existing parking lot into a walkable public area

surrounded by shops and housing, the Pedestrian Mall will create a clear and inviting pathway that attracts visitors from Boones Ferry Road toward the lake and nearby public spaces.

Located directly across from the Future Riverfront Park and Flex Plaza, this redevelopment creates a vibrant pedestrian gateway that enhances the ability to host larger community events on both sides of Boones Ferry Road. The mall's central walkway will act as a primary North-South pedestrian route, providing an accessible, comfortable, and easy-to-navigate path to the riverfront and the Commons.

New Development

The proposal also seeks to activate downtown by adding 60 new units of housing, building landmarks, and creating attractive destinations at key locations on-site. The following proposals fit within the sites' current zone, requiring no amendments to the comprehensive plan or development code to be implemented.

Restaurant and Commercial Use

On either side of the Twin Plazas, the proposal calls for two new commercial buildings. These developments will prioritize ground floor restaurants and boutique shopping, encouraging visitors to use the plazas for eating and socializing, and creating new destinations downtown.

A larger commercial development at the southeast end of the site provides a new space for grocery retail, allowing new downtown residents to fulfill their daily needs without having to leave the downtown area.

Mixed-Use Development

Along the new pedestrian mall and beside the Twin Plazas, two mixed-use developments add housing and ground floor retail. This activates the space by bringing in shoppers and increasing the number of people who can live in the area.

Housing

In addition to the apartments in the mixed-use developments, the proposal also calls for a multi-story residential building north of Boones Ferry in the west end of the project area (the Blue Lot). This area is subject to a height-bonus as outlined in Tualatin Development Code 53.310, meaning this development can be up to 125 feet tall. This building would add approximately 40 additional housing units, increasing the base number of residents downtown and creating a more active, lively setting.

Wayfinding and Landmarks

Finally, the team's proposal calls for a vertical landmark to be placed in the vicinity of the Lake at the Commons, this could be a flagpole, a piece of public art, a clock tower, or any interesting feature that could be seen from afar, over the buildings of downtown.

FIG. 38
View from Boones Ferry
Road facing South



**FIG. 39**

Proposed Improved Landscaping

In addition to this landmark, the proposal calls for improved wayfinding in the downtown area that prioritizes legibility and accessibility, and for landscaping that highlights the lake rather than obscuring it. This would mean new signage that relies on more universal communication, such as simple maps and descriptions,

rather than color coding, and the removal of hedges and tall shrubbery that blocks the view of the lake from nearby paths. Together, these choices would create a more interesting and easily navigable downtown.

IMPLEMENTATION

A phased implementation strategy would allow the City of Tualatin to coordinate capital investments, development partnerships, and community engagement to build momentum over time. The timeline below outlines a sequence of improvements that collectively advance the long-term vision for a more walkable, connected, and vibrant downtown. While early phases focus on foundational public realm upgrades and key connections within the study area, later phases expand the impact of these improvements citywide.

Phase 1: Foundation and Early Activation (2027–2030)

The first phase focuses on establishing safe pedestrian access, improving connectivity, and preparing the public for future redevelopment. These actions lay the groundwork for more significant investments in subsequent phases.

Key Actions

- **Traffic calming along SW Boones Ferry Road**, including curb extensions, realigned crosswalks, and improved lighting to reduce vehicle speeds and create a safer pedestrian environment.
- **Begin Connecting existing trails to the new Riverfront Park**, linking the Fanno Creek Greenway and the Tualatin River Greenway to create a unified East–West regional path.
- **Initiating community engagement** to refine design concepts, build trust, and elevate the vision for downtown and the riverfront.
- **Wayfinding and signage improvements** to clarify North-South pedestrian paths and strengthen intuitive routes to the Lake at the Commons.
- **Early placemaking activations**, such as temporary markets, art installations, and pop-up events in the Flex Plaza area, build familiarity and reinforce the site as a public destination.
- **Partnership development**, including agreements with property owners (Twin Plazas area and White Lot) to coordinate redevelopment timing and shared public improvements.

Together, these early steps improve safety, visibility, and usability of the study area while fostering public excitement and investment readiness.

Phase 2: Development Projects (2030–2035)

This phase focuses on the construction of new public spaces, pedestrian-focused streets, and mixed-use development that establish downtown Tualatin as a walkable area with active edges and strong anchors.

Key Actions

- **Construction of the Pedestrian Mall**, converting the White Lot into a mixed-use building with 14 housing units and ground-floor commercial space, supported by a major pedestrian spine from Boones Ferry to the Lake at the Commons.
- **Development of the Flex Plaza** south of Riverfront Park, equipped with utilities for food trucks, farmers' markets, public art displays, and outdoor dining.
- **Twin Plazas improvements**, including new restaurant sites on both sides of Boones Ferry, outdoor seating, overhead lighting, seasonal banners, and angled building placement to preserve sightlines and draw pedestrians toward the lake.
- **Creation of new pedestrian-only streets or woonerfs** that rebalance downtown circulation in favor of people walking and biking.
- **Completion of the Future Riverfront Park**, including overlooks, accessible pathways, and continuous trail integration from west to east.
- **Completion of Boones Ferry Bike/ Ped underpass** seamlessly connecting the Fanno Creek Greenway and the Tualatin River Greenway as car-free regional networks.
- **Continuous public realm improvements**, such as street trees, stormwater landscaping, benches, and night lighting, are needed to unify the district.

Collectively, these improvements establish a cohesive pedestrian network and create an active loop between the riverfront, Boones Ferry Road, and the Commons.

Phase 3: Downtown Icon Projects (2035+)

In the final phase, iconic features and long-term infrastructure upgrades create a lasting identity for downtown and extend connectivity beyond the study area.

Key Actions

- **Construction of the Commons Clocktower** serves as a landmark for orientation and reinforces the Lake at the Commons as a civic focal point.
- **Completion of the Commons Bridge** provides a critical pedestrian link, shortening routes across the lake and reshaping movement patterns within downtown.
- **Strengthening view corridors** between Boones Ferry, the Commons, and the riverfront through strategic building placement and public realm framing.
- **Redevelopment of additional blocks outside the core study area**, introducing more mixed-use buildings, infill housing, and retail opportunities along Seneca Street, Nyberg Road, and the east side of Boones Ferry.
- **Exploration of future urban renewal expansions**, allocating Tax Incremental Financing (TIF) revenues to support district-wide improvements, including streetscape upgrades and utility modernization in older commercial areas beyond the immediate study zone.

At full build-out, downtown Tualatin functions as a cohesive area with a clear identity, expanded housing options, and seamless multimodal connectivity.

COMMUNITY ENGAGEMENT

A successful vision for a more walkable and connected downtown relies on meaningful participation from residents, workers, and visitors in Tualatin. Community engagement is essential to ensure that proposed improvements align with local priorities, represent diverse perspectives, and generate support for future investments. The following strategy outlines how the project team engaged, consulted, and collaborated with the community throughout this planning process. It also provides a framework for the City to use as design concepts progress.

Engagement Goals

The engagement process was structured around six goals:

- **Inform:** Provide clear and accessible information about the project's purpose, scope, and potential interventions.
- **Educate:** Build community understanding of how walkability, street design, block structure, and land use shape daily experience Downtown.
- **Consult:** Gather public feedback on challenges, opportunities, and priorities for improvement.
- **Involve:** Invite community members to help refine ideas, test concepts, and evaluate design options.
- **Collaborate:** Partner with local organizations, businesses, and cultural groups to deepen engagement and broaden participation.
- **Equitable:** Engage communities that have historically been underrepresented in public processes and ensure their perspectives shape outcomes.

Community Context and Priority Populations

Tualatin’s downtown serves a diverse and dynamic community, and engagement strategies were tailored to reflect the needs and characteristics of the neighborhoods surrounding the downtown. Demographic insights from Census Tract 320.01 underscore several important factors:

- **Diversity:** Nearly one-fifth of residents identify as Hispanic/Latino, and Pacific Islander residents are represented at a higher rate than in the broader region.
- **Age:** The area includes many young families and seniors, groups that rely on safe, accessible walking connections.
- **Socioeconomic:** High average incomes exist alongside elevated poverty rates, localizing affordability challenges within the downtown.
- **Education:** High levels of educational attainment support strong engagement interest but require accessible messaging for all literacy levels.

Based on this context, priority populations included:

- **Hispanic/Latino and Spanish-Speaking Households** – requiring bilingual materials and collaboration with trusted cultural organizations.
- **Pacific Islander Communities** – reached through culturally specific engagement and non-institutional meeting spaces.
- **Renters and Multifamily Residents** – engaged through on-site outreach at apartment complexes, flexible meeting times, and digital tools.
- **Families and Youth** – reached through schools, sports events, and child-friendly activities.
- **Residents Facing Economic Hardship** – supported through accessible venues, free events, and virtual participation options.
- **Mobility Limited Residents and Seniors** – engaged through walk audits, ADA-accessible meetings, and partnerships with service providers.

Stakeholders and Partners

A diverse range of stakeholder groups should be engaged throughout the planning and design process, including local schools, parks and environmental organizations, business and economic partners, public safety and health agencies, transportation and mobility providers, developers and property owners, and regional nonprofit and cultural organizations. Engagement should also include faith communities and elected or appointed officials who guide policy and implementation. These groups represent the broad interests, user needs, and community perspectives essential to shaping a responsive and inclusive redevelopment vision.

Engagement Activities

The engagement plan will use a mix of advisory input, small-group conversations, public pop-ups, and online tools to ensure broad community participation. A Downtown Walkability Advisory Group, made up of residents, youth, business owners, mobility advocates, and property owners, will guide the process, review materials, and help shape engagement tools. The project team will also host targeted Community Conversations with schools, neighborhood groups, businesses, cultural organizations, and multifamily residents to gather focused input.

Public-facing pop-ups at major community events, along with guided walkability audits involving residents, seniors, youth, mobility-impaired individuals, and elected officials, will provide hands-on opportunities to assess site conditions. Online surveys, map-based tools, and digital open houses will expand access throughout the project. Regular briefings with the City Council and advisory committees will ensure alignment between community feedback and policy direction.

Communication Tools

A range of communication strategies supported transparency and ongoing engagement:

- **Branding & Visual Identity:** Consistent project graphics unify engagement materials.
- **Project Webpage:** Hosted on the City's website with updates and documents.
- **Social Media:** Use of City social media as well as partner organization social media.
- **Flyers, Posters & Mailers:** Distributed through schools, housing complexes, businesses, and community centers. Door-to-door canvassing in the downtown area.
- **Business Outreach Kits:** Materials and updates for downtown businesses that answer their questions and help them to answer and direct questions customers may have.
- **Email Updates:** Subscriber list sourced online and event sign-ins.

Team 2: Economic Development

Vision: Tualatin is a vibrant and walkable community that supports innovation, local businesses, economic opportunities, and fosters a high quality of life for all residents. The team's urban design proposal aims to connect people and place. Lake at the Commons and its surrounding area offer multiple opportunities for economic growth.

To achieve this, students suggest improving the area to foster placemaking to develop a strong identity and rezoning downtown parcels to attract new development and businesses.

Improving the Lake at the Commons area through stronger placemaking and a more apparent downtown identity, along with re-zoning to allow a wider mix of uses, would create conditions that

support long-term economic growth.

These upgrades make the space more appealing to visitors, residents, and investors by increasing activity, enhancing the public realm, and lowering barriers to new development. As a result, downtown Tualatin becomes more competitive for retail, services, and small business growth, reinforcing its role as a key community destination.

PROPOSALS

Placemaking

Placemaking is central to the team's urban design proposal connecting People and Place. Placemaking is a people-centered approach to planning, designing, and managing public spaces. The Lake at the Commons offers multiple opportunities to create a sense of place for people who live, work, and travel to Tualatin. By creating vibrant, community-oriented places in Tualatin, economic opportunities will follow.

The placemaking strategy has two main goals: attracting people and strengthening the community and improving the area through rezoning and small-business support. By combining these approaches, the Lake at the Commons area can become one of the liveliest places in the Portland metro area. Updated Lake at the Commons zoning will attract developers and investors, catalyzing change.

Community Events

Hosting events is an established economic driver for local communities. Community events create job opportunities for cities, neighborhoods, small businesses, and local vendors. They generate tourism interest and help build community identity.

While Tualatin does host community events, the team suggests bringing them to the Lake at the Commons and the surrounding area. This would give the area an immediate influx of community and visitors attracted to the event. The Lake at the Commons offers Tualatin an opportunity to create a central place at the heart of the City, akin to Pioneer Square as Portland's "living room".

Examples of how Tualatin could incorporate an identity- and placemaking-focused community event include using social demographics to inform the event. By acknowledging who makes up your community through an event, you can create a common identity and spur economic opportunity. An example might include a Latino Heritage festival, such as the existing event, Viva Tualatin.

A second opportunity is to celebrate Oregon's food culture. Food is a uniter. Food brings us all together. By bringing in local food (food carts and stalls), through community events or alone, you support local small businesses and can tie in cultural and community events through food.

A third example incorporates regional economies into community events. Much like the Pumpkin Regatta and Oregon, a place where pumpkins grow well, multiple economies exist outside Tualatin that could be brought in to be showcased at the Lake at the Commons. Oregon's wine country sits beyond the borders of Tualatin. By connecting this industry to a wine festival or event at Lake at the Commons, we can bring these economies and places together and drive economic development.

Oregon's reputation as a farming haven also presents an opportunity to connect Tualatin to larger regional economies. Farmers' markets are not only community events but also offer small farms, growers, and their employees' pathways to showcase their harvests. Bringing this harvest into Tualatin would galvanize the community to support local farmers, promote city health goals, and generate reciprocal economic opportunities for Tualatin and members of larger regional economic systems.

Holiday festivals and events would give multiple opportunities to draw people to Lake at the Commons and the surrounding area year-round. Events such as Christmas Markets, 4th of July Celebrations, or Halloween Towns are family-friendly and can attract people, boosting the local economy and the vendors who participate. They help support local artisans, craft workers, and associated food vendors. These events would give Tualatin a chance to activate its economy year-round and create placemaking for the City.

The Lake at the Commons area offers an opportunity to create and host community events. Community events are powerful economic drivers for cities, neighborhoods, vendors, and small businesses. They celebrate local heritage and identities. They help people create memories and build identities between people, events, and space. They build economic and social connections within a community, fostering attractive bonds between people and places.

Wayfinders

During the site visit to Tualatin, the team noticed a lack of clear orientation and direction. The team recommends improving Wayfinders and maps throughout the Lake at the Commons area to help visitors find their way more easily. Wayfinders can serve not only to provide directions to attractions but also to make the space more recognizable as a place people need to know about. They act as markers of location, indicating that we are in a prominent area and should be aware of its significance. Additionally, Wayfinders serve as tools for providing information and guidance, and for highlighting historical features.

Placemaking is a people-focused approach to planning, designing, and managing public spaces. In Tualatin's case, Wayfinders can foster placemaking by illustrating to people in the Lake at the Commons that they are right where they need to be.

Public Art

Public art is a powerful way to attract people to a location, support local artists, and share a place's story and history. This helps develop a community's identity, encourages social connections, humanizes the environment, and boosts

economic vitality. Public art can take many forms, including murals, installations, and sculptures. By utilizing the talents of artists in Tualatin and beyond, the City can create opportunities for people to visit the Lake at the Commons area.

Wayfinding and Public art offer Tualatin an excellent opportunity to tell its story, support local artists, and give people a sense of connection and identity with the City. It will orient visitors to the City, create an artistic environment, and draw economic interest to the City of Tualatin.

Land Use Changes

New Development

The redevelopment of Tualatin includes land use and zoning changes to attract developers and investors. Development decisions for the downtown area should focus on these priorities:

- Repurpose parking lots into new developments.
- Connect the park, downtown area, and wetlands.
- Prioritize commercial developments in the central region of the site.
- Prioritize mixed use in the north and south regions of the site.

These changes are shown in Figure 40 and Figure 41. Improved pedestrian pathways and smaller block sizes lead to better walkability and connectivity to enhance the sense of place. Furthermore, the additional of a farmers' market and food carts in the new mixed-use areas will further spur development in the downtown.

FIG. 40
Existing Conditions of Downtown





LEGEND

- Building Footprint
- Roads
- Walkways
- Crosswalks
- Parking Lots
- Developed Green Space
- Undeveloped Green Space
- New Walkways
- New Development

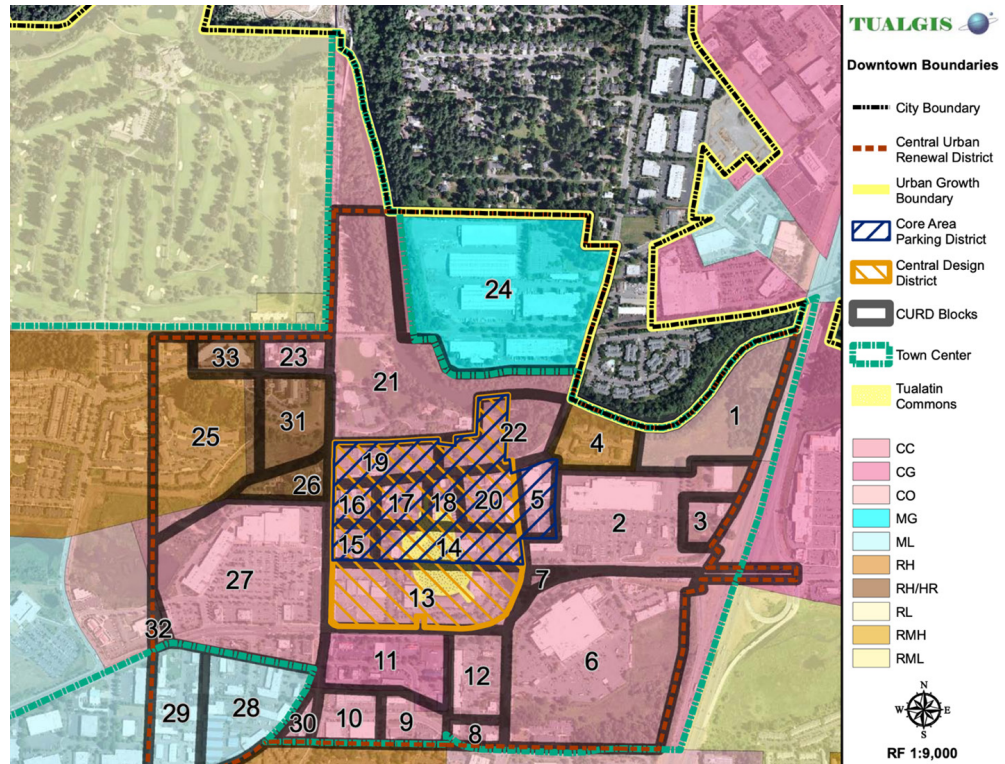


FIG. 41
Proposed
Developments in
Downtown

Zoning Changes

Figure 42 and Figure 43 illustrate the current zoning map of downtown Tualatin with the project area highlighted in the red outline. Blocks 2, 3, 15, 16, 17, 18, 19, 20, 22, and 23 are currently within the Residential subdistrict. The team recommends adding block 13 to the Residential subdistrict to allow more housing to be built in the Central Tualatin Overlay Zone 9. Block 13 could also be subdivided into several smaller blocks to increase connectivity and accessibility. It is also recommended that the downtown zoning change from Central Commercial to Mixed-Use Commercial.

FIG. 42
Proposed
Developments in
Downtown



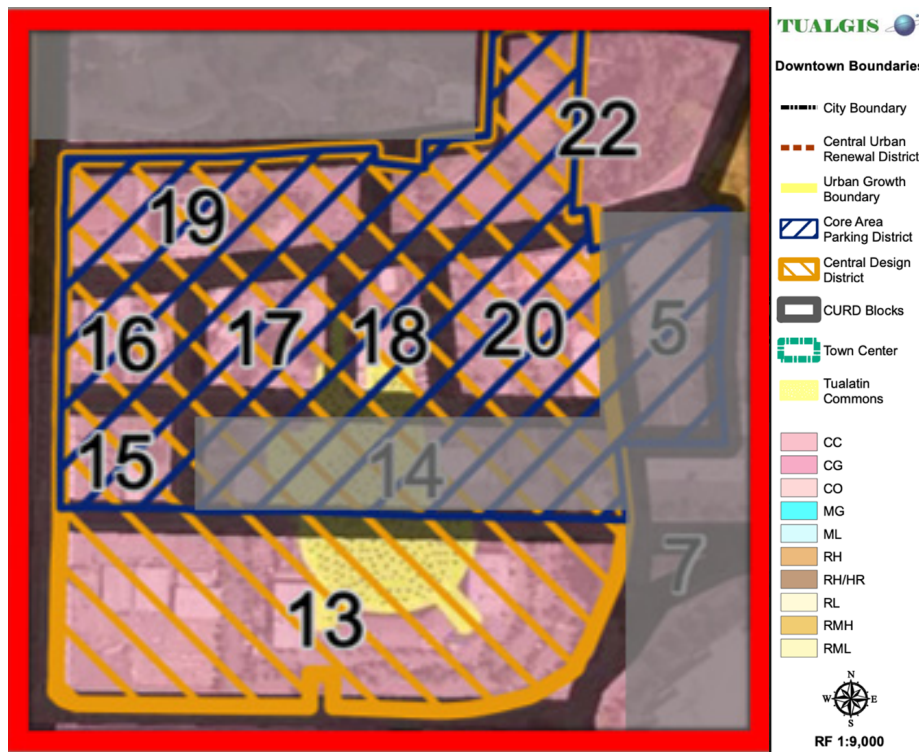


FIG. 43
Current Project Area Zoning

Parking Partnership

The large, big-box retail center west of the project site offers a significant opportunity for a public-private parking partnership. Its parking spaces, most of which are underused for many hours, can be shared to support the emerging mixed-use and commercial districts. Using the existing supply reduces the need for new parking within the redevelopment area and frees up land for higher-value uses, enhancing walkability.

This partnership can be established through a coordinated process led by the City in collaboration with property owners. If both parties agree, a Shared Parking Agreement can be drafted to specify the number of stalls available, the hours of shared access, and the responsibilities for maintenance and security.

SMALL BUSINESS INCUBATION AND STRATEGIES

Tualatin is ready for economic development opportunities. The Tualatin 2040 Comprehensive Plan outlines many pathways for these opportunities, including rezoning for a mixed-use commercial district at Lake at the Commons, leveraging Tualatin’s current space and infrastructure, and strengthening public-private partnerships. By developing these connections, Tualatin can promote strong economic growth and create meaningful spaces for its residents and visitors.

The team identifies these excellent starting spots to realize the vision for economic growth in Tualatin. To bring these goals closer to the Lake at the Commons area, they suggest:

- **Focus on place-based economic opportunities** at Lake at the Commons and Community Park. These include events, festivals, and farmers’ markets.
- **Connect larger regional economies** to Tualatin through partnerships and festivals. Oregon Wine Country, for example.

- **Strengthen public and private partnerships** with local and small businesses around the Commons. Incentivize small business incubation with tax breaks, offering workspaces, corporate wellness training, and professional workforce training.
- **Re-zone the Central Commercial district** to Mixed-Use Commercial.
- **Enhance connections** to larger regional commercial and transportation networks. Borrow shoppers from Bridgeport Village and Nyberg Woods/Rivers/Markets retail clusters. Achieve this by integrating existing retail patterns.
- **Develop an economic plan** to enhance existing industries (high-tech and manufacturing).

The Lake at the Commons area offers many opportunities for economic growth. By encouraging place-based events, re-zoning to mixed-use commercial, improving public/private partnerships, and connecting to larger regional economic networks, Tualatin can build a sustainable economic future.

IMPLEMENTATION

Stages and Investment Strategies

Easy Strategies

The initial opportunities within the site focus on strategies that need limited financial resources, minimal administrative changes, and can be executed with current staff capacity. Costs for these projects usually fall within small budgets or modest urban renewal funds, and the effort needed is low enough to be managed within existing operational workflows.

Enhancing the public space provides the quickest opportunity at this level. Movable seating, better landscaping, temporary lighting, and intersection paint treatments can be added at relatively low cost, ranging from a few thousand dollars for basic materials to moderate costs for projects supported by contractors. Because these updates can be done by Public Works staff or in collaboration with civic groups, they offer a potentially easy way to strengthen the district's identity and improve walkability, supporting the Comprehensive Plan's focus on placemaking and multimodal access.

Pop-up retail and temporary activation strategies provide high-value, low-cost opportunities. Activating vacant

storefronts or underused public spaces helps early-stage entrepreneurs, boosts foot traffic, and strengthens the district as a vibrant, small-business-friendly community. Costs are mainly for minor space setup, signage, and an updated temporary-use permit process, all of which can be handled internally. The effort needed is moderate but achievable, as many administrative improvements, like micro-launch permit guidelines and simplified process packets, don't require amendments to the Development Code.

Low-cost mobility improvements, such as upgraded wayfinding and increased visibility at pedestrian crossings, further promote goals related to accessibility and economic resilience. These projects typically fall under small grant programs or basic transportation budgets, making them financially manageable. Small business assistance programs, funded through limited community development or urban renewal resources, provide additional opportunities for early successes. Seed grants, façade improvements, and micro-investments can be distributed through a simple administrative process while clearly supporting business retention and growth.

Medium Strategies

These opportunities require more extensive planning, legislative measures, and stakeholder collaboration, but they remain manageable in terms of effort and cost for the City. Expenses are usually covered by traditional budgets for planning, outreach, and targeted capital improvements, representing moderate investments that can be phased or financed through partnerships.

Zoning amendments present a key opportunity at this level. Changes to promote more mixed-use development, expand housing choices, or incorporate areas like Block 13 into the Residential subdistrict require formal hearings and must align with the Comprehensive Plan. These actions involve moderate staff effort but provide long-term benefits by enabling new development types, increasing residential density near amenities, and broadening the customer base for downtown businesses.

Further code updates, especially those that improve flexibility in storefront design and mixed commercial setups, offer another strategic opportunity at manageable costs. Updating design standards in Chapters 53, 58, and 73A involve staff drafting, community input, and formal adoption processes, but the overall financial impact stays modest. These changes create a regulatory environment that is more adaptable to emerging commercial models, supporting entrepreneurial growth and incremental development patterns outlined in the Economic Opportunities Analysis.

Medium-tier programming initiatives, such as coordinated cultural calendars, seasonal markets, and recurring events, offer an opportunity to strengthen community identity and maintain public interest. These efforts require moderate

yearly budgets and formal partnerships with arts and nonprofit groups. They involve ongoing coordination and marketing but provide significant benefits by establishing the district as an active, socially vibrant hub.

Partnerships in workforce and education developed with regional employers, community colleges, and training providers provide a moderate opportunity aligned with long-term talent development and economic diversification. These initiatives need moderate staff coordination and targeted funding for shared facilities or grant-supported programs. Likewise, micro-retail incubators or shared commercial spaces require adaptive reuse, feasibility studies, and negotiated property agreements. Although the effort level increases compared to early strategies, the costs remain manageable to phase or support through urban renewal programs.

Difficult Strategies

The highest-tier strategies offer significant opportunities to reshape the district's economic future. These initiatives demand long-term coordination, considerable capital investment, and partnerships across multiple agencies. Costs at this level are substantial, generally reaching millions of dollars, and the effort spans several years of planning, engineering, financing, and execution.

Redeveloping key parcels into mixed-use hubs or employment centers presents a significant opportunity. These projects need detailed planning, public-private development agreements, and coordinated phasing among city departments, regional agencies, and utilities. Although the financial and administrative effort is considerable, the potential benefits, such as a larger

tax base, a wider range of commercial options, and the attraction of private investment, support the long-term goals outlined in the Core Opportunity Reinvestment Area Plan.

Major infrastructure upgrades present another significant opportunity. Transforming main corridors into multimodal boulevards, redesigning streetscapes, and adding stormwater, mobility, and transit improvements require substantial engineering and construction expenses. Implementation involves coordination with ODOT, Metro, and regional mobility partners, as well as multi-year capital planning and grant funding. While the effort and costs are high, these improvements have the

potential to significantly enhance the site's competitiveness, visibility, and connectivity.

Long-term financing mechanisms are the most complex opportunity. Establishing community investment districts, enhanced infrastructure financing districts, or redevelopment authorities requires legislative action, interdepartmental coordination, and structured partnerships with financial advisors and private-sector stakeholders. Costs are primarily administrative up front but create long-term funding streams capable of supporting infrastructure and public realm improvements that would otherwise be financially unattainable.

COMMUNITY ENGAGEMENT

Community engagement serves a direct purpose in the urban design proposal for Tualatin by helping to learn and understand what the community wants and needs. By talking to people who live, work, and travel to Tualatin, it can better understand the ways to connect people and place and foster economic development. People are stakeholders in this process, lynch pins to how Tualatin can be successful in creating economic opportunities. Community engagement is crucial for understanding the community and people's needs, providing qualitative insights into how Tualatin can prosper.

Advisory Committees

Advisory Committees are a great forum, and Tualatin can use them to gather substantial community input on economic development in the city. Advisory committees allow communities to brainstorm and generate ideas in a format that fosters flow and exchange, which Tualatin can capture. These events also foster civic pride, giving community members a sense of belonging and a sense of contributing to their community's efforts to reach its goals.

Tabled Events

The aim is to interact with the community at tabled events in Tualatin. Face-to-face interaction is the preferred way to meet, talk, and get to know the people who travel to, work, and call Tualatin home. These events can occur at any function within Tualatin, including community events or at the library. The goal is to talk with anyone in the community and ask what they want to see in Tualatin for economic development.

Surveys

The aim to further the engagement process is centered on sending surveys via email, by mail, and via posted QR codes. By casting a wider net, the City can continue building relationships and gathering opinions on what people consider essential to Tualatin reaching its economic development goals.

Local Business Outreach

Reaching the opinions of small and local businesses is essential to the team's community outreach focus. Talking with local partners active in Tualatin's economic infrastructure would provide the City with open lines of communication. The goal is to determine what works and what doesn't in supporting businesses in Tualatin, and what more can be done in creating new small and local businesses. This outreach would also create new and strengthen existing business partnerships.

Team 3: Age Friendly Communities

Vision: The team’s urban design proposal envisions Tualatin as an age-friendly community that cultivates a safe and inviting downtown for all ages to enjoy. Age-friendly involves creating accessible opportunities to interact with the built environment in a way that is enriching to one’s life regardless of age, ability, or income.

PROPOSALS

Mixed-Use Living and Community Development

Mixed-Use Apartment Complex

To increase age-friendly initiatives in downtown Tualatin, the team suggests constructing an affordable, mixed use apartment complex to raise both housing density and affordability. Higher density and lower-cost housing make it easier for people of all ages to live and remain in the community, supporting walkability, access to services, and social connection. The team suggests a ground floor commercial space with a café and market, with apartments ranging from 1-3 bedrooms above. The mixed-use apartment building contains an elevator for accessibility purposes.

Farmers Market Pavilion

In addition to a new mixed-use residential development, the team recommends constructing a farmer’s market pavilion modeled after Eugene’s Farmers Market Pavilion and Plaza. This amenity would strengthen community development by providing a central gathering space, supporting local vendors, and encouraging regular social interaction among residents of all ages.



FIG. 44

Eugene Farmers Market Pavilion and Plaza

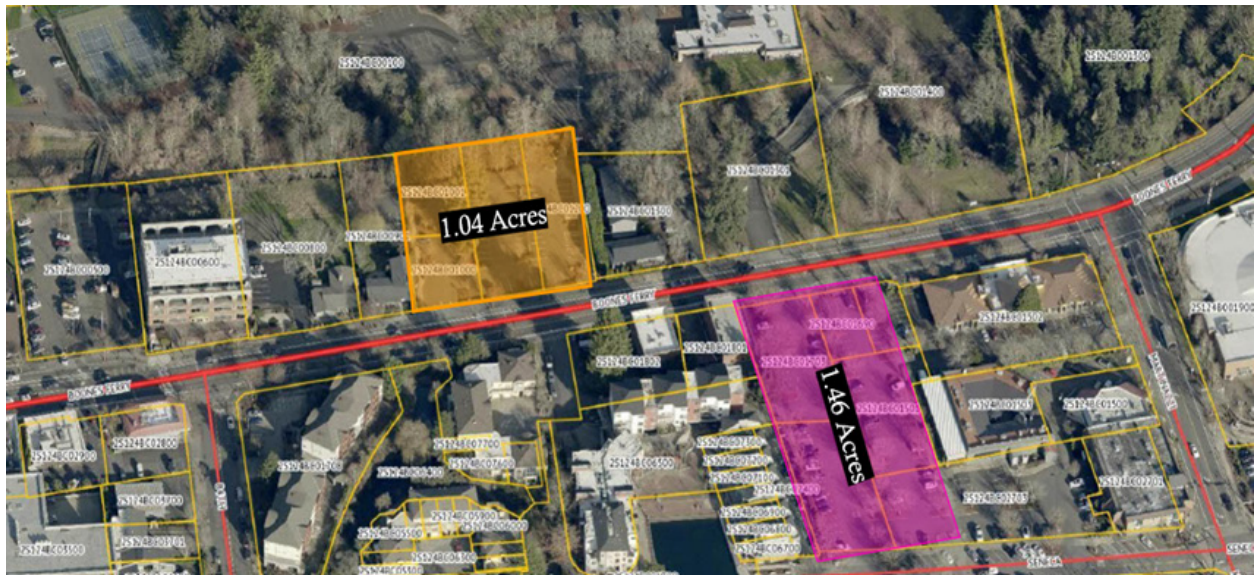
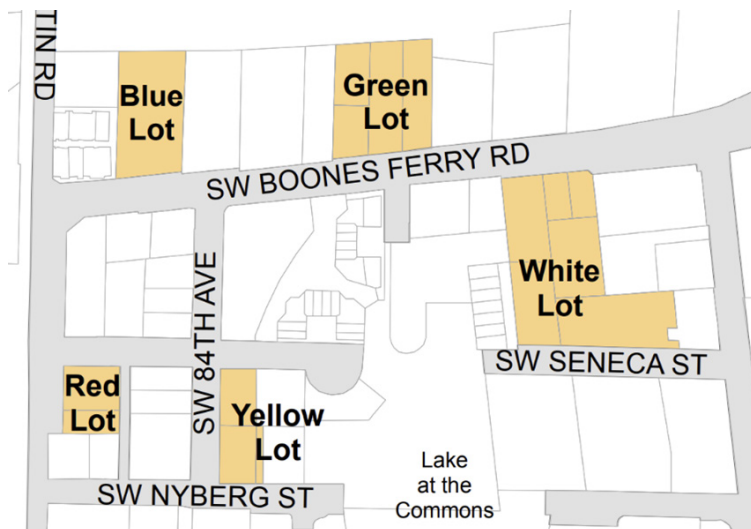


FIG. 45
Proposed Building Site

Locating a market in a walkable downtown area allows people who do not drive, such as older adults, youth, and people with disabilities, to access fresh food, services, and social activities close to home. Older adults, families with children, teens, and young adults all use farmer’s market space, fostering intergenerational connection which is an essential age-friendly principle. The proposal also suggests adding rentable office space and creative suites above the pavilion to increase year-round usability, even on non-market days.

The proposed development sites for both design elements are owned by the City. Figure 45 and Figure 46 show the current parcels, acreage, and City-assigned names for both sites. The mixed-use apartment complex site is 1.04 acres and is located at the Green Lot. The farmers market pavilion plot is 1.46 acres and is sited at the White Lot. Both plots currently exist as majority surface parking lots.

FIG. 46
City Owned Lots



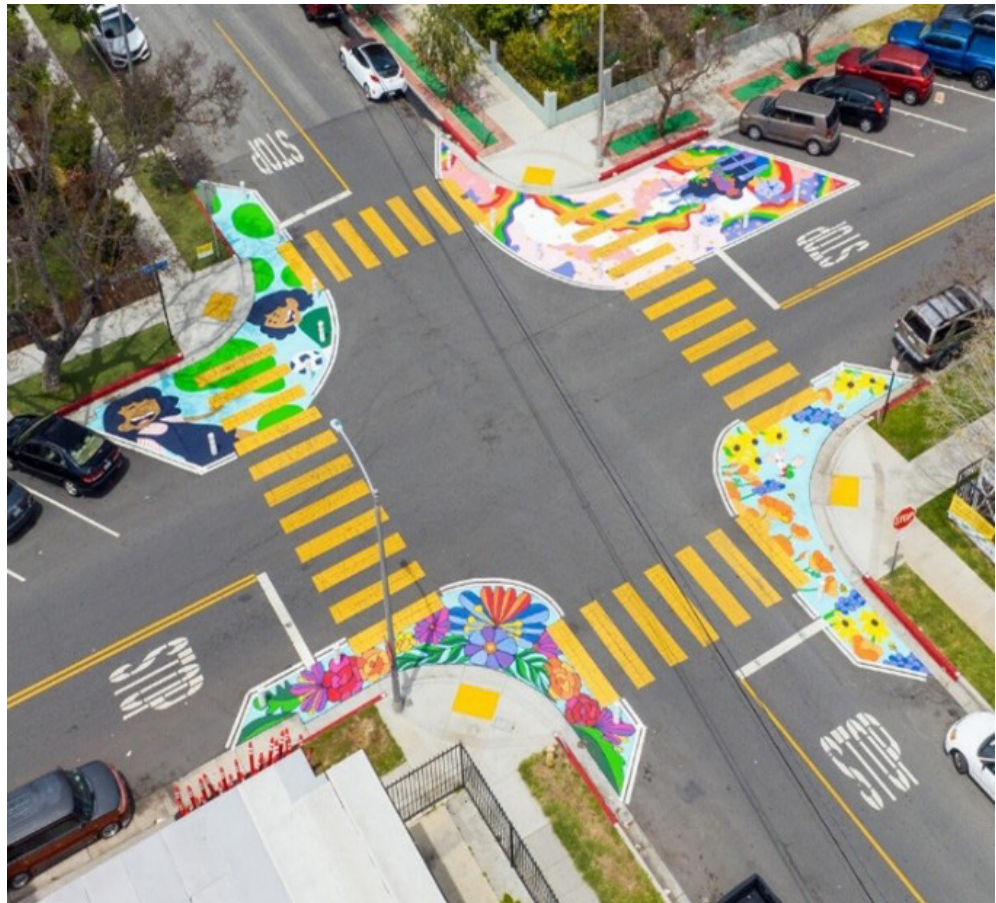
MOVE SAFE, MOVE CONNECTED

Move Safe, Move Connected, encompasses pedestrian and cyclist safety. Increasing safety in downtown Tualatin enhances age-friendly initiatives by creating streets and crossings that are easier to navigate for people of all ages and abilities, reducing barriers for older adults, children, and individuals with mobility challenges, and supporting a transportation network that allows residents to move independently and confidently throughout the community.

Traffic Calming

To accomplish pedestrian safety, the proposal suggests using traffic calming strategies such as at grade street crossings across SW Boones Ferry Road and street art that visually narrows the roadway to encourage slower, more cautious driving. Not only does street art calm traffic down, but it also contributes to placemaking and to the overall identity of downtown Tualatin.

FIG. 47
Street Art Example



Protected Bike Lanes

To ensure cyclists' safety, the team suggests adding protected bike lanes on SW Boones Ferry Road. Using bollards is a relatively easy way to create physical separation between cyclists and drivers and does not require any street widening. A more expensive option is using planters and green space to create physical separation. Planters and green space not only beautify the space but also contributes to stormwater management and decreases the urban heat island effect. Although, this type of bike

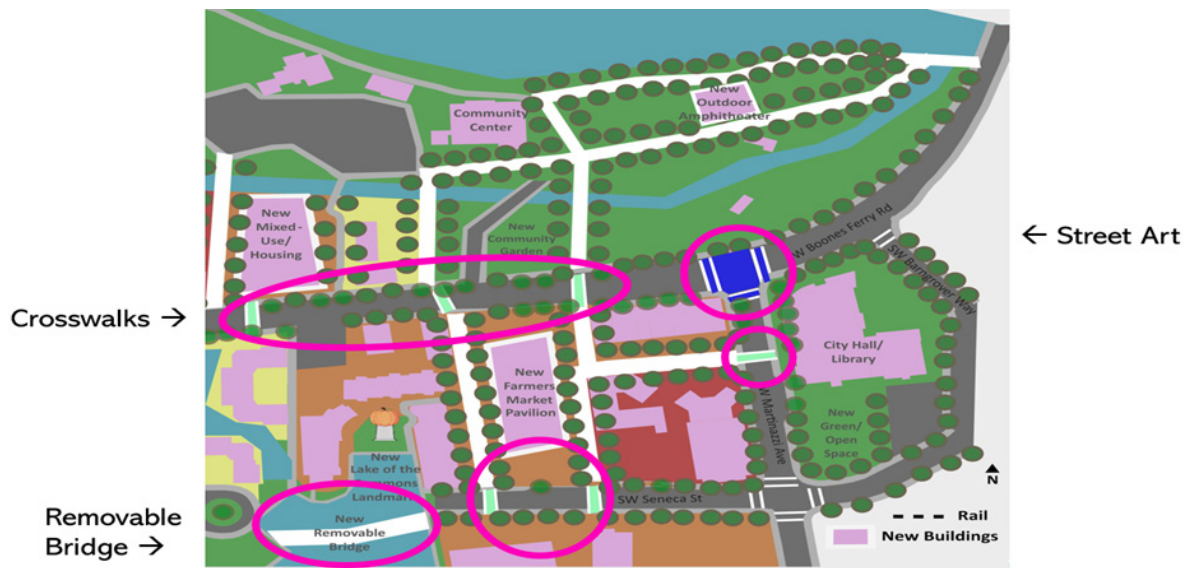


FIG. 48
Proposed Design Elements in Downtown

lane requires widening the road, which may cost more time and money, as well as needing to potentially establish easements to access private property. The team also suggests a removable bridge over Lake at The Commons to increase connectivity and accessibility. Figure 36 highlights these design elements.

NEIGHBORHOOD IDENTITY AND ACTIVATION

The third element of the team’s guiding vision encompasses developing three new community spaces and several landmarks along the newly expanded pathway system to encourage residents and visitors alike to spend more time in downtown Tualatin. The three new community spaces are: an outdoor exercise equipment pad, an outdoor amphitheater, and a community garden. The landmarks along the expanded pathway include benches, informational plaques, improved wayfinding signage, and interactive sculptural art including a tall sculptural landmark at the Lake at the Commons to help orient visitors to the location of the lake.

New Community Spaces

An outdoor exercise equipment pad could be added to the east of the pickleball courts, providing a place for people to use gym equipment without the barrier of a monthly fee. Developing an outdoor fitness court near the existing pickleball and basketball courts will further diversify the amenities offered space, encouraging engagement from a wider range of ages.

The National Fitness Campaign provides grants for implementing their outdoor fitness courts and they have partnered

with artists from across the nation to beautify their courts as well. One such artist is Allison McKay, an Oregonian who has painted numerous murals across the state, including several in Portland.

The outdoor amphitheater is proposed just east of the Community Center. This would be a depressed amphitheater carved into the ground, rather than an above-ground built structure. This depressed design offers simplicity in its construction, because it would not require a foundation built to accommodate the local occasional flood conditions.

The community garden is proposed just south of the Community Center. This should be a citizen-leading project with initial funding support from the City, if possible. Grants for ongoing development and maintenance of community gardens are available through the Food Well Alliance. Grants are also available through the U.S. Department of Agriculture if the garden is registered through the USDA website as a “People’s Garden”. Construction of wooden garden beds could be completed through partnering with local high school woodworking classes, and local garden supply stores can be asked to contribute small donations of soil and seeds.

Landmarks

Adding more benches along the existing pathways will increase accessibility of those paths for individuals who need to take more breaks, while also offering landmarks to help people orient themselves to the space. Individuals with mobility issues, as well as parents with young children, will likely be more encouraged to walk paths with more opportunities to sit and rest. The benches themselves can also be an opportunity for beautifying the space, through painting the benches or by making them sculptural pieces to sit on.

Adding informational plaques along the walkway would be an opportunity to celebrate the history and the ecology of Tualatin. The plaques themselves could be interactive, with “lift the-flap” and spinning elements to be more engaging to children of all ages. Potential topics for such plaques include history of the Atfalati people, history of the railroads and their role in the incorporation of the city, and wildlife that inhabit the local wetlands such as the green heron and the long-toed salamander. These plaques

would lend to the endeavor of cultivating a city identity.

The existing art walk signage should be replaced with a more easily understandable set of signs that can be used for everyday wayfinding. The team proposes naming sections of existing walkway after local ecology and creating corresponding signs for those sections, for example having one section of path be “the frog path” and another be “the Camas path.” The signs should have the name of the path in large black font on a white background, for more age accessible design. Additionally, the signs should include a black silhouette picture that corresponds with the name, as a memory tool. If the City wants to incorporate color into the signs, the team suggests doing so with a thick band of color around the edge of the sign, to maintain the high contrast of black text on a white background. This will make the signs easier to read for senior citizens who may have deteriorated vision.

The last landmark tool the team suggests implementing is interactive sculptural art, including a tall sculpture at Lake at the Commons. This landmark at Lake at the Commons would help visitors to identify where the lake is from a distance. This landmark at the lake could also be developed with the help of input from the community and could potentially be in-theme with the Pumpkin Regatta, since that is an annual event held at the lake.

Additional sculptures can be interactive, like the sculpture at the WES station off of SW Tualatin Road. Any sculptures added to the cityscape should celebrate some aspect of Tualatin’s history and its future. The Confederated Tribes of the Grand Ronde offer artist fellowships that could be a potential partner to Tualatin’s endeavor to add art to the City.



FIG. 49
Overview of Redevelopment Proposal

REDEVELOPMENT CONCEPT

In their redevelopment concept, the team emphasizes opening corridors from the northern Tualatin Community Park and Riverfront Park into the downtown and Lake at the Commons. Figure 49 provides an overview of the design changes. The main implementation methods are to create at grade sidewalk crosswalks to slow down the traffic on SW Boones Ferry Road and to add street art at the intersection of SW Boones Ferry Road and SW Martinazzi Avenue. There will be open, well lit, treelined pathways running north to south from the parks in the north to the new community garden, and new mixed use/housing development to the Lake at the Commons, and new farmers market pavillion in the south.

In addition, the team wants to utilize a similar connection to City Hall and the library with a path and crosswalk across SW Martinazzi Avenue to open that area to the rest of downtown. The new green/ open space occupying half of the current

City Hall parking lot provides an additional area that can be used to draw more people to that part of downtown and can enhance the services that the library already provides in a more convenient location. A continuation of the current

park pathway, which runs along the Tualatin River will also serve to enhance connectivity with the two parks and the regional trail system.

Another design element that will bring people into the downtown area is the introduction of a tall landmark at the Lake at the Commons, which will be visible from SW Boones Ferry Road and SW Martinazzi Avenue. This landmark would serve to highlight the history and culture of the annual pumpkin regatta and serve to commemorate the event throughout the year. A new removable pedestrian and cycling bridge across the Lake at the Commons would also increase

connectivity from the west and open the farmers market pavilion and City Hall to more pedestrian activity. The bridge can be removed for events where the whole lake is being used to allow for additional flexibility in use.

The new farmers market pavilion is an exciting opportunity for the community. It will feature a first-floor pavilion space for the market and other exhibitions, as well as a second floor creative or flexible office space, which will maximize activity in the area when the market is not in session. The space could also house food carts or other retail businesses which would keep the space active year-round.

IMPLEMENTATION

Figure 50 summarizes the phasing and stages for each of the proposal elements. The community has highlighted the need and desire for a farmers market, so this design element could be started before a permanent structure or pavilion is built. Locating a temporary farmers market either in the proposed location for the permanent pavilion or in one of the surrounding parking lots or green spaces can serve as a trial run and grow community interest before construction is completed. This is something that could get off the ground within two to three years.

Pathway expansion and safety improvements will require more research and planning as it is anticipated at around four years for implementation due to new street network construction. The research and planning for wayfinding and landmarks can take place simultaneously with the new pathway expansion and be implemented either in the late stages or after completion of construction. This is an area where the public can be included to help decide the design of the signage, which would contribute to a sense of ownership and placemaking for the community.

Construction of the new buildings would take several years longer than the other changes, but these are the keys to the way we see the space being used. These additions to the built environment not only work to bring people downtown but also work to keep them there. It is anticipated to take upwards of five to seven years for completion, with additional time to bring in businesses and people.

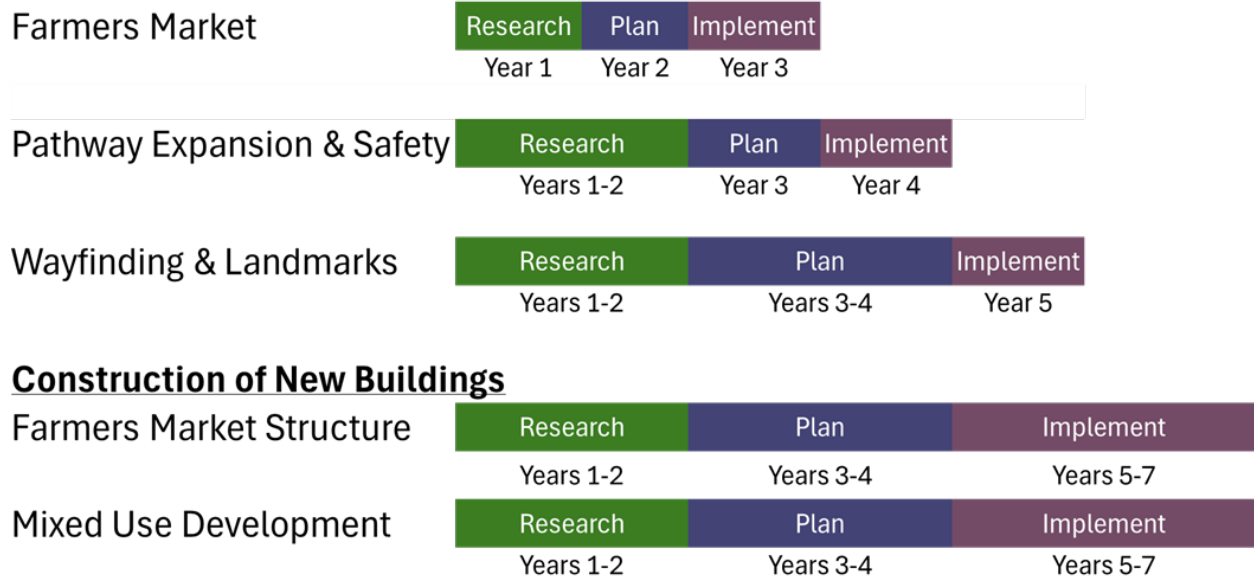


FIG. 50
Outline of Stages and Phases of Implementation

COMMUNITY ENGAGEMENT

The proposal highlights the importance of community engagement and public involvement in all phases of implementation to ensure the ideas align with resident priorities, incorporate diverse perspectives, and foster a strong sense of shared ownership in the outcomes. Engaging residents early builds trust and transparency and strengthens the long-term sustainability of the proposed improvements.

Specific engagement strategies include offering in-person and online surveys to gather input from community members across different age groups and mobility levels. Surveys can be distributed at key community hubs, such as the library, Tualatin Commons, schools, and Juanita Pohl Center to ensure broad representation. Online survey tools allow residents with limited time, transportation barriers, or caregiving responsibilities to participate in the planning process.

sections of pedestrian pathways based on local ecology and history. This creates an opportunity for local artists, youth, older adults, and culturally diverse community members to contribute their ideas, strengthening the public’s connection to the project.

Together, these engagement strategies help cultivate meaningful public participation and ensure that downtown improvements reflect the needs, values, and character of the Tualatin community.

In addition, the team recommends hosting a community design charette centered on creating a signature Lake at the Commons landmark and naming

City Considerations

The following section provides a discussion over future and other potential developments that were not considered in the urban design proposals. Most of these alternative development considerations arose from conversations with City officials during student presentations in the fall.

LAKE AT THE COMMONS INFILL DEVELOPMENT

The Lake at the Commons presents as many opportunities as it does challenges for successful redevelopment efforts in downtown Tualatin. The Lake at the Commons provides a unique opportunity for placemaking as one-of-a-kind feature that has the potential to be a local and regional draw for residents and visitors alike. However, pedestrian circulation is the biggest issue as it is very difficult to move throughout the area, especially for those seeking to move between east-west boundaries. Additionally, because the entire area is internally focused, there are limited views from the major thoroughfares that would indicate the presence of a lake. The cumulative effect

is an area that is generally disorienting and difficult to navigate as a pedestrian which leads to limited economic and social activation throughout the day.

Some Tualatin residents have suggested infill of the northern part of the lake. Figure 51 illustrates this potential option. This infill development would not impact the annual Pumpkin Regatta and would reclaim approximately 0.60 acres of land for redevelopment. This alternative development option would likely be cheaper than the proposed bridge crossings outlined in all three design proposals and would address the circulation issue in the area. However, the lack of placemaking and space activation would remain, while potentially



FIG. 51
Potential Infill Development of Lake at the Commons

harming the draw of the lake by reducing its size. The Lake at the Commons presents a developmental contradiction as it is a unique regional feature that struggles to activate its space with future development that is likely to further erode its already limited placemaking abilities. By addressing the circulation issue, the placemaking and activation issues are likely to be worsened. Balancing the community interests and attitudes towards the Lake at the Commons should determine its future development.

FUTURE REDEVELOPMENT OPPORTUNITIES

Though the redevelopment strategy is centered on the downtown core, its impacts extend outward. Over time, the improved pedestrian network and strengthened public spaces should serve as catalysts for broader improvements across Tualatin.

In the more immediate future, primary focus should be toward redeveloping a currently vacant site located to the southwest of the project area, shown in Figure 52. The lot is currently located in the western portion of block 13 Figure 53 and shares similar zoning to the project area. Many of the zoning changes and design elements from the urban design proposals in the project area can be applied to this lot. In addition, community members have already identified this lot as being blighted and have hopes for it being slated for redevelopment.

Citywide Long-Term Directions

- **Extend the walkability framework** to adjacent commercial corridors and residential neighborhoods through traffic calming, infill sidewalks, and redesigned intersections.
- **Create a continuous riverfront experience** by connecting the new park to upstream and downstream natural access points.
- **Coordinate with regional partners** (TriMet, Metro, Tualatin Riverkeepers, parks districts) to amplify Trail + Transit integration.
- **Expand CC zone Height Bonus, south of SW Boones Ferry Road** to allow increased density and enable supply of affordable housing (TDC 53.310).

This broader vision ensures that investments in the downtown core support citywide long-term mobility, economic development, and sustainability goals.

FIG. 52
Future Lot Development

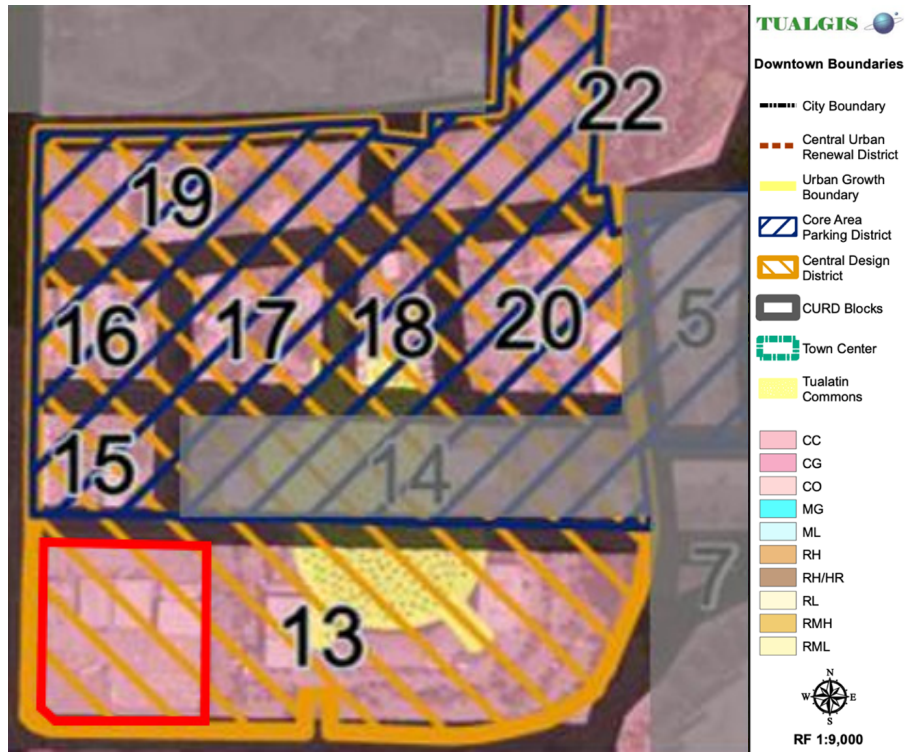


FIG. 53
Current Zoning on Lot



Conclusion

The redevelopment of Tualatin's downtown offers an opportunity for dynamic economic and social growth by combining strategic development, urban design improvements, and thoughtful land use updates. Students outlined a comprehensive vision for transforming the 40.9-acre downtown site into a more vibrant, walkable, and economically dynamic center that attracts businesses that support the local economy while enhancing the daily experience for residents of all ages.

Students provided urban design recommendations that focus on walkability, economic development, and age-friendly community principles. These principles are built on the thematic areas of placemaking, connectivity, and permeability centered on human scale pedestrian networks and local amenity development to promote a more sustainable lifestyle for all of Tualatin.

Focusing redevelopment in and around the Lake at the Commons is a key to unlocking the potential of the project site. An emphasis on facilitating public spaces highlighted by redesigned walkways, traffic calming, and the addition of a farmers market with food carts will create an active and vibrant core that Tualatin desires. Improvements to the pedestrian network will increase the usage of space that facilitates continued economic development while building a pleasant experience for all.

Community engagement remains at the forefront of these processes so that Tualatin can align redevelopment goals with community desires. The cumulative effect will be development that is supported by the community and furthers placemaking and connectivity objectives for the downtown.

The phased approach of the design proposals allows for flexibility and adaptability so that Tualatin can address evolving needs and priorities over time. Utilizing a mix of public and private investment strategies with a focus on inclusive design elements shows how Tualatin's downtown can serve as model for compact, infill redevelopment for cities throughout Oregon.

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Appendix A

Tables and Data

Detailed Demographic Data - 2023 Five Year ACS Data

Statistics	Oregon		Washington County, Oregon		Census Tract 320.01, Washington County, Oregon	
SE:A00001. Total Population						
Total Population	4,238,714		600,266		6,070	
SE:A01001. Age						
Total Population:	4,238,714		600,266		6,070	
Under 5 Years	212,485	5.0%	32,410	5.4%	337	5.6%
5 to 9 Years	233,875	5.5%	34,102	5.7%	245	4.0%
10 to 14 Years	256,731	6.1%	41,604	6.9%	471	7.8%
15 to 17 Years	153,203	3.6%	23,910	4.0%	336	5.5%
18 to 24 Years	361,410	8.5%	47,969	8.0%	664	10.9%
25 to 34 Years	594,341	14.0%	93,499	15.6%	566	9.3%
35 to 44 Years	590,720	13.9	93,314	15.6	809	13.3%
45 to 54 Years	519,367	12.3%	79,566	13.3%	877	14.5%
55 to 64 Years	526,972	12.4%	67,887	11.3%	629	10.4%
65 to 74 Years	481,732	11.4%	52,184	8.7%	646	10.6%
75 to 84 Years	221,491	5.2%	24,270	4.0%	354	5.8%
85 Years and Over	86,387	2.0%	9,551	1.6%	136	2.2%
SE:A04001. Hispanic or Latino by Race						
Total Population	4,238,714		600,266		6,070	
Not Hispanic or Latino:	3,633,247	85.7%	491,055	81.8%	4,911	80.9%
White Alone	3,065,611	72.3%	367,788	61.3%	3,874	63.8%
Black or African American Alone	77,800	1.8%	13,009	2.2%	71	1.2%
American Indian and Alaska Native Alone	28,235	0.7%	1,709	0.3%	0	0.0%
Asian Alone	185,768	4.4%	66,365	11.1%	141	2.3%
Native Hawaiian and Other Pacific Islander Alone	16,000	0.4%	2,696	0.5%	260	4.3%
Some Other Race Alone	20,804	0.5%	3,220	0.5%	155	2.6%
Two or More Races	239,029	5.6%	36,268	6.0%	410	6.8%
Hispanic or Latino:	605,467	14.3%	109,211	18.2%	1,159	19.1%
White Alone	182,045	4.3%	28,234	4.7%	298	4.9%
Black or African American Alone	3,842	0.1%	754	0.1%	0	0.0%
American Indian and Alaska Native Alone	18,041	0.4%	3,661	0.6%	39	0.6%
Asian Alone	2,856	0.1%	733	0.1%	0	0.0%
Native Hawaiian and Other Pacific Islander Alone	973	0.0%	365	0.1%	0	0.0%
Some Other Race Alone	178,059	4.2%	38,203	6.4%	260	4.3%
Two or More Races	219,651	5.2%	37,261	6.2%	562	9.3%

SE:A12002. Highest Educational Attainment for Population 25 Years and Over						
Population 25 Years and Over:						
Less than High School	3,021,010		420,271		4,017	
High School Graduate (Includes Equivalency)	250,221	8.3%	29,803	7.1%	202	5.0%
Some College	676,182	22.4%	71,509	17.0%	674	16.8%
Bachelor's Degree	1,000,295	33.1%	122,735	29.2%	1,369	34.1%
Master's Degree	674,901	22.3%	119,682	28.5%	1,071	26.7%
Professional School Degree	289,547	9.6%	53,901	12.8%	473	11.8%
Doctorate Degree	72,598	2.4%	9,613	2.3%	100	2.5%
	57,266	1.9%	13,028	3.1%	128	3.2%
SE:A14006. Median Household Income (In 2023 Inflation Adjusted Dollars)						
Median Household Income	\$80,426		\$104,434		\$106,261	
SE:A13002. Poverty Status in of Families by Family Type by Presence of Children Under 18 Years						
Families:	1,054,138		153,801		1,424	
Income Below Poverty Level:	76,805	7.3%	7,635	5.0%	110	7.7%
Married Couple with Related Child Under 18 Years	14,909	1.4%	1,603	1.0%	18	1.3%
Married Couple No Related Children Under 18 Years	15,610	1.5%	1,622	1.1%	17	1.2%
Male Householder, No Wife Present:	10,188		1,029		35	
With Related Children Under 18 Years	7,597	0.7%	816	0.5%	0	0.0%
No Related Children Under 18 Years	2,591	0.3%	213	0.1%	35	2.5%
Female Householder, No Husband Present:	36,098		3,381		40	
With Related Children Under 18 Years	30,384	2.9%	2,814	1.8%	40	2.8%
No Related Children Under 18 Years	5,714	0.5%	567	0.4%	0	0.0%
Income At or Above Poverty Level	977,333	92.7%	146,166	95.0%	1,314	92.3%

Detailed Economic Data - US BEA 2020

2010 – 2020 Employment data for US and Washington County

Sector	US Employment			Washington County Employment		
	2010	2020	Percent Change	2010	2020	Percent Change
Total employment	172,901,700	190,776,800	10.3%	313,430	379,048	20.9%
Wage and salary employment	135,393,000	147,236,000	8.7%	249,338	300,491	20.5%
Proprietors employment	37,508,700	43,540,800	16.1%	64,092	78,557	22.6%
Farm proprietors employment	1,882,000	1,782,000	-5.3%	1,547	1,536	-0.7%
Nonfarm proprietors employment	35,626,700	41,758,800	17.2%	62,545	77,021	23.1%
Farm employment	2,636,000	2,591,000	-1.7%	4,389	3,893	-11.3%
Nonfarm employment	170,265,700	188,185,800	10.5%	309,041	375,155	21.4%
Private nonfarm employment	145,593,700	164,056,800	12.7%	285,447	352,121	23.4%
Forestry, fishing, and related activities	852,400	924,500	8.5%	1,472	1,622	10.2%
Mining	1,269,000	942,100	-25.8%	615	573	-6.8%
Utilities	582,200	586,100	0.7%	-	-	NA
Construction	8,770,700	10,850,300	23.7%	14,494	20,967	44.7%
Manufacturing	12,092,900	12,807,500	5.9%	42,580	52,821	24.1%
Wholesale trade	6,020,000	6,189,300	2.8%	18,244	15,518	-14.9%
Retail trade	17,571,600	17,949,200	2.1%	34,060	37,151	9.1%
Transportation and warehousing	5,466,200	9,065,900	65.9%	-	-	NA
Information	3,222,600	3,244,600	0.7%	9,330	9,188	-1.5%
Finance and insurance	9,200,400	10,524,000	14.4%	17,746	19,261	8.5%
Sector	US Employment			Washington County Employment		
	2010	2020	Percent Change	2010	2020	Percent Change

Professional, scientific, and technical services	11,753,800	14,326,300	21.9%	21,354	27,405	28.3%
Management of companies and enterprises	2,018,400	2,664,000	32.0%	5,876	17,554	198.7%
Administrative and waste management services	10,397,200	11,736,900	12.9%	22,701	26,509	16.8%
Educational services	4,095,900	4,605,700	12.4%	9,097	8,456	-7.0%
Health care and social assistance	19,081,900	22,455,500	17.7%	30,301	37,294	23.1%
Arts, entertainment, and recreation	3,786,400	3,582,400	-5.4%	7,029	7,266	3.4%
Accommodation and food services	11,975,300	12,169,000	1.6%	17,703	20,604	16.4%
Other services, except public administration	9,745,800	10,510,900	7.9%	14,311	17,536	22.5%
Government and government enterprises	24,672,000	24,129,000	-2.2%	23,594	23,034	-2.4%
Federal, civilian	3,035,000	2,982,000	-1.7%	996	977	-1.9%
Military	2,100,000	1,911,000	-9.0%	1,500	1,395	-7.0%
State and local government	19,537,000	19,236,000	-1.5%	21,098	20,662	-2.1%
State government	5,338,000	5,368,000	0.6%	2,013	2,084	3.5%
Local government	14,199,000	13,868,000	-2.3%	19,085	18,578	-2.7%

Location Quotient Analysis: Washington County 2010 vs 2020

Sector	2010			2020		
	Employment %	Employment %	Location Quotient for Washington County	Employment %	Employment %	Location Quotient for Washington County
Total employment	100%	100%	1.00	100%	100%	1.00
Wage and salary employment	78%	80%	1.02	77%	79%	1.03
Proprietors employment	22%	20%	0.94	23%	21%	0.91
Farm proprietors employment	1%	0%	0.45	1%	0%	0.43
Nonfarm proprietors employment	21%	20%	0.97	22%	20%	0.93
Farm employment	2%	1%	0.92	1%	1%	0.76
Nonfarm employment	98%	99%	1.00	99%	99%	1.00
Private nonfarm employment	84%	91%	1.08	86%	93%	1.08
Forestry, fishing, and related activities	0%	0%	0.95	0%	0%	0.88
Mining	1%	0%	0.27	0%	0%	0.31
Utilities	0%	0%	0.00	0%	0%	0.00
Construction	5%	5%	0.91	6%	6%	0.97
Manufacturing	7%	14%	1.94	7%	14%	2.08
Wholesale trade	3%	6%	1.67	3%	4%	1.26
Retail trade	10%	11%	1.07	9%	10%	1.04
Transportation and warehousing	3%	0%	0.00	5%	0%	0.00
Information	2%	3%	1.60	2%	2%	1.43
Finance and insurance	5%	6%	1.06	6%	5%	0.92
Real estate and rental and leasing	4%	4%	0.99	5%	4%	0.95
Professional, scientific, and technical services	7%	7%	1.00	8%	7%	0.96

Sector	2010			2020		
	Employment %	Employment %	Location Quotient for Washington County	Employment %	Employment %	Location Quotient for Washington County
Management of companies and enterprises	1%	2%	1.61	1%	5%	3.32
Administrative and waste management services	6%	7%	1.20	6%	7%	1.14
Educational services	2%	3%	1.23	2%	2%	0.92
Health care and social assistance	11%	10%	0.88	12%	10%	0.84
Arts, entertainment, and recreation	2%	2%	1.02	2%	2%	1.02
Accommodation and food services	7%	6%	0.82	6%	5%	0.85
Other services, except public administration	6%	5%	0.81	6%	5%	0.84
Government and government enterprises	14%	8%	0.53	13%	6%	0.48
Federal, civilian	2%	0%	0.18	2%	0%	0.16
Military	1%	0%	0.39	1%	0%	0.37
State and local	11%	7%	0.60	10%	5%	0.54
State government	3%	1%	0.21	3%	1%	0.20
Local government	8%	6%	0.74	7%	5%	0.67

Detailed Housing Data - 2023 Five Year ACS Data

Housing Tenure Data from 2023 5-year ACS

SE:A10060. Tenure	Census Tract 320.01, Washington County, Oregon		Washington County, Oregon		Oregon	
Occupied Housing Units:	2,148		232,366		1,701,548	
Owner Occupied	1,182	55.00%	141,441	60.90%	1,078,343	63.40%
Renter Occupied	966	45.00%	90,925	39.10%	623,205	36.60%

Abundance of Housing units by structure as reported in 2023 5-year ACS

SE:A10032. Housing Units in Structure	Census Tract 320.01, Washington County, Oregon		Washington County, Oregon		Oregon	
Housing Units:	2,380		240,409		1,838,631	
1 Unit:	1,159	48.70%	159,772	66.50%	1,247,352	67.80%
1, Detached	1,011	42.50%	139,104	57.90%	1,156,941	62.90%
1, Attached	148	6.20%	20,668	8.60%	90,411	4.90%
2	59	2.50%	3,668	1.50%	48,019	2.60%
3 or 4	301	12.70%	13,043	5.40%	81,326	4.40%
5 to 9	263	11.10%	17,510	7.30%	82,629	4.50%
10 to 19	288	12.10%	14,354	6.00%	66,477	3.60%
20 to 49	4	0.20%	8,885	3.70%	60,921	3.30%
50 or More	69	2.90%	18,051	7.50%	111,400	6.10%
Mobile Home	180	7.60%	4,776	2.00%	132,930	7.20%
Boat, Rv, Van, Etc.	57	2.40%	350	0.20%	7,577	0.40%

Housing expenses by Housing Tenure as reported in the 2023 5-year ACS

	Census Tract 320.01, Washington County, Oregon		Washington County, Oregon		Oregon	
SE:A18002. Gross Rent as a Percentage of Household Income in the Past 12 Months						
Renter-Occupied Housing Units:	966		90,925		623,205	
Less than 10 Percent	20	2.1%	2,745	3.0%	19,247	3.1%
10 to 29 Percent	427	44.2%	42,647	46.9%	264,208	42.4%
30 to 49 Percent	139	14.4%	23,005	25.3%	150,540	24.2%
50 Percent or More	323	33.4%	20,067	22.1%	153,549	24.6%
Not Computed	57	5.9%	2,461	2.7%	35,661	5.7%
SE:A10049. Selected Monthly Owner Costs as a Percentage of Household Income in the Past 12 Months for Housing Units with a Mortgage						
Housing Units with a Mortgage:	\$708		\$101,966		\$704,970	
Less than 30 Percent	\$590	83.3%	\$75,201	73.8%	\$489,279	69.4%
30 Percent or More	\$118	16.7%	\$26,302	25.8%	\$212,586	30.2%
50 Percent or More	\$62	8.8%	\$9,550	9.4%	\$81,273	11.5%
Not Computed	\$0	0.0%	\$463	0.5%	\$3,105	0.4%
SE:A10051. Selected Monthly Owner Costs as a Percentage of Household Income in the Past 12 Months for Housing Units Without a Mortgage						
Housing Units Without a Mortgage:	\$474		\$39,475		\$373,373	
Less than 30 Percent	\$405	85.4%	\$34,145	86.5%	\$313,716	84.0%
30 Percent or More	\$69	14.6%	\$5,001	12.7%	\$55,156	14.8%
50 Percent or More	\$40	8.4%	\$2,481	6.3%	\$24,995	6.7%
Not Computed	\$0	0.0%	\$329	0.8%	\$4,501	1.2%

*Cost burdened households are defined as households spending 30% or more of their income on housing costs

Income levels and rent for residents as reported in the 2023 5-year ACS

	Census Tract 320.01, Washington County, Oregon	Washington County, Oregon	Oregon
SE:A18009. Median Gross Rent			
Median Gross Rent	\$1,859	\$1,773	\$1,450
SE:A14006. Median Household Income			
Renter Occupied	\$80,403	\$72,746	\$53,717
Monthly Avg Income	\$6,700	\$6,062	\$4,476

Income levels and house values for residents as reported in the 2023 5-year ACS

SE:A10036. Median House Value for All Owner-Occupied Housing Units			
Median Value	\$614,900	\$558,500	\$454,200
SE:A14015. Median Household Income by Tenure			
Median Household Income Occupied Housing Units:			
Owner Occupied	\$106,261	\$104,434	\$80,426
Renter Occupied	\$139,167	\$134,280	\$100,834

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