



# TUALATIN DEVELOPMENT COMMISSION

## Staff Report

**TO:** Honorable Chairman and Members of the Commission

**THROUGH:** Sherilyn Lombos, Administrator

**FROM:** Sid Sin, Urban Renewal / Economic Development Manager

**DATE:** May 16, 2025

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**SUBJECT:**  
Downtown Revitalization Project

**RECOMMENDATION:**  
No action is required.

**EXECUTIVE SUMMARY:**

The purpose of this meeting is to introduce Michele Reeves ([Civilis Consultants](#)) and to provide an update on the project schedule.

Michele is an urban strategist working with the city to help develop a community identity and placemaking as part of the downtown revitalization project. She has over 25 years of experience in helping communities revitalize their mixed-use districts, urban design, placemaking, and economic development. She will discuss the focus group engagement process and the Commission's opportunity to participate (Attachment A).

We are proposing to expand the community engagement process to ensure there are more opportunities for the community, Community Advisory Committee (CAC) and Commission to engage in this project. Attachment B includes a detailed schedule for the community identity/placemaking phase from May through October of this year. The details for subsequent phases will be developed in the upcoming months. In summary, additional engagement opportunities include:

- 5/26 Downtown Walking Tour: The walk will provide the Commission, CAC and Technical Advisory Committee (TAC) to build a common understanding of the downtown area and to build relationships with members. This is an interactive opportunity where Michele will share some of her "secret shopper" observations and opportunity to interact with members. The tour is proposed to begin at the newly dedicated Veterans Plaza after the Memorial Day events.
- 6/30 Focus Group Mtg #1: Businesses, Residents, Services, Food, Hospitality, Retail
- 7/1 Focus Group Mtg #2: City Council, High School Youth Group, Latino Community, Affordable Housing/Renters
- 9/22 TDC meeting: Preview Draft Project Report

**ATTACHMENTS:**

- Attachment A: PowerPoint Civilis Presentation
- Attachment B: PowerPoint Presentation (Scope & Schedule)