



**PROSPERITY
PLANNING**

**THE CORE
OPPORTUNITY**
REINVESTMENT AREA





Introductions

City Staff

Consultant

Working Group Participants



WHAT IS IT?

A multi-year endeavor to securely position our community for long-term economic prosperity. The dramatically changing landscape due to the COVID-19 Pandemic has further prioritized these efforts.

THE NEED



With community growth, development constraints present challenges for long-term community prosperity. The availability of developable land and transportation infrastructure is limited or severely restricted. In addition, the transition to electronic commerce and current supply chain issues will present opportunities and challenges.





THE PURPOSE

To utilize a variety of financing tools to meet the community needs in alignment with broader community vision.

THE PLAN DOCUMENT



A document identifying priority projects in alignment with community needs and goals for a set period of time. The funding mechanism is primarily tax increment financing.





PLAN TIMELINE

January – April

Boundary determination and financial impact analysis with consultants.

January – July

Led by City Council, staff will propose projects and bucket list concerns and opportunities for long-term prosperity. Multiple advisory groups may be consulted.

August – December

The City will confer with all regional partners in the preparation of the final adoption of this plan.

- Adoption November 2022
- In effect December 2022



PURPOSE OF THIS GROUP

1. Help define values, priorities and plan vision.
2. Identify (or confirm) projects
3. Consult on the boundary
4. Review funding.



WORKING GROUP TIMELINE

MEETING 1 – APRIL 21

Project overview
Mission, Priorities

MEETING 2 – MAY 18

What is TIF?
S.W.O.T. Analysis
Community project discussions

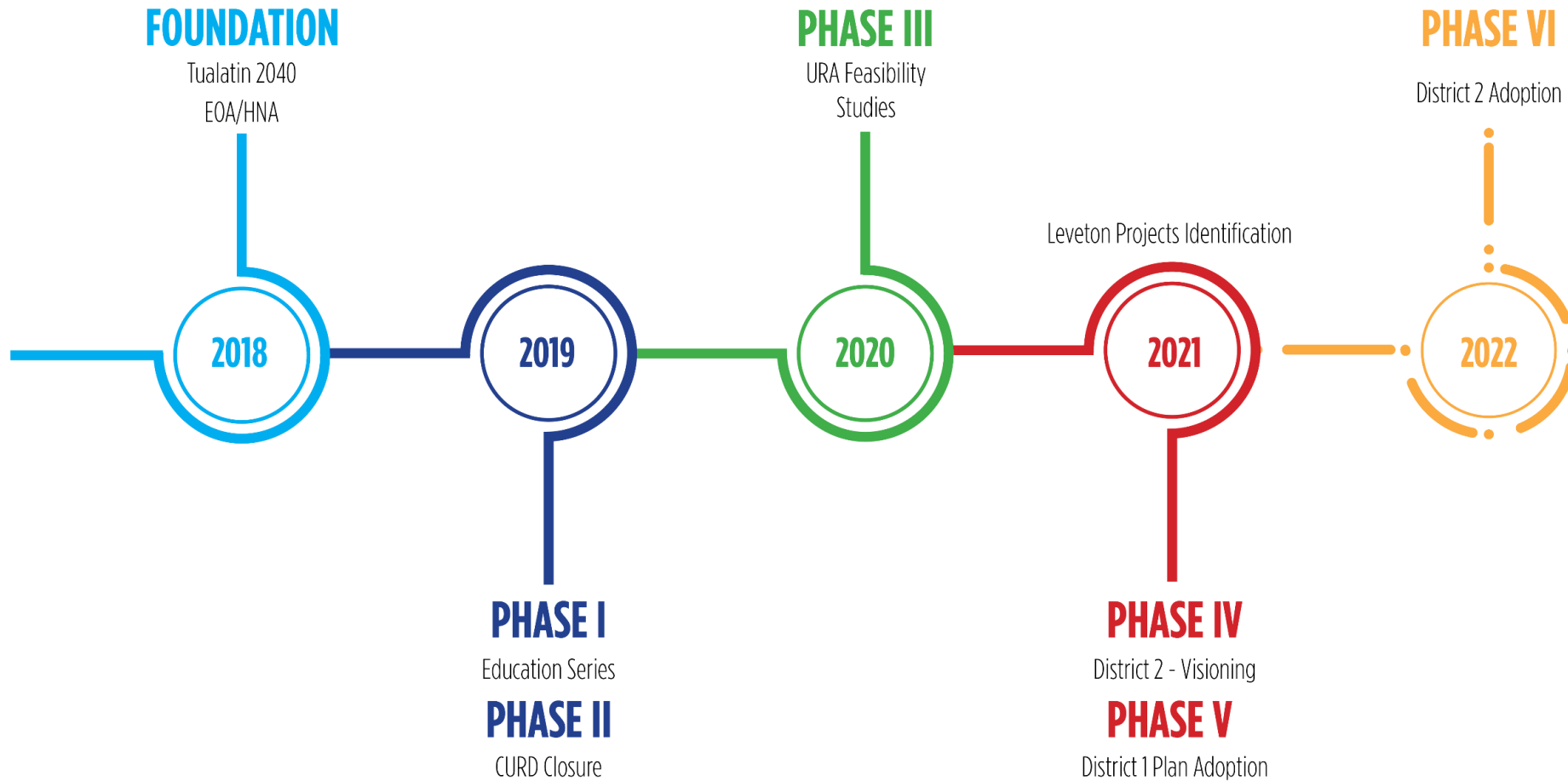
MEETING 3 – JUNE 16

Review projects, boundary

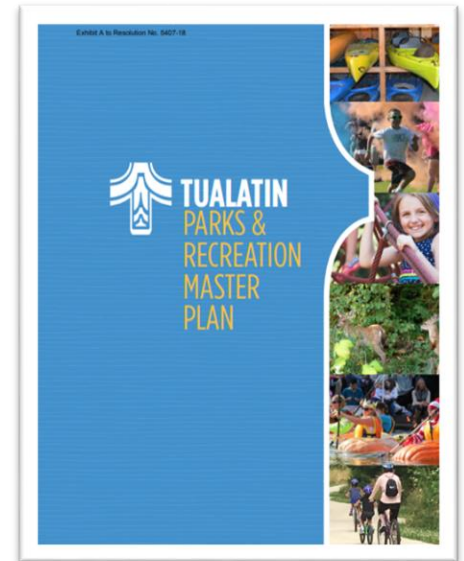
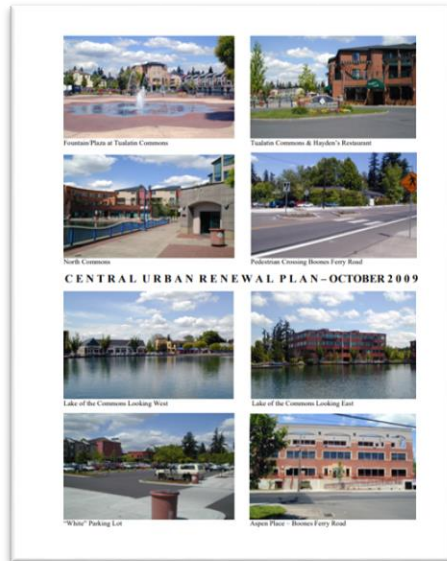
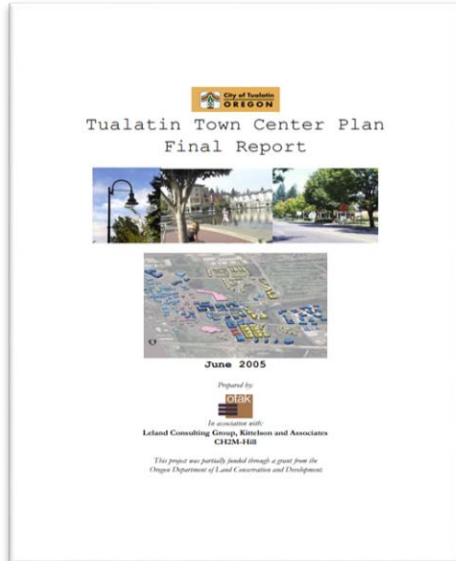
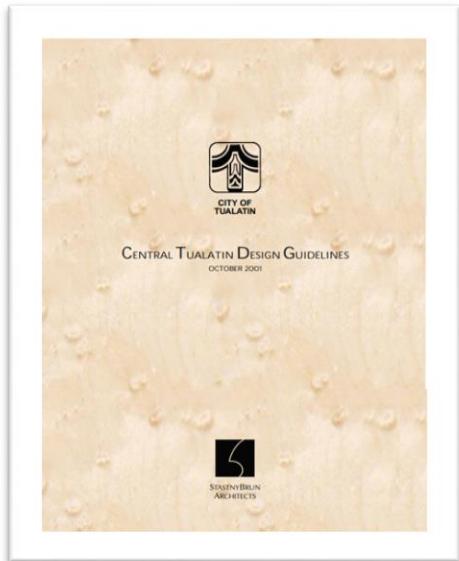
MEETING 4 – JULY 21

Review financial funding.

BACKGROUND



PRIOR STRATEGIC PLANNING





THE TUALATIN COMMONS



The Core Opportunity and Reinvestment Area Plan will be a guiding document in our community's efforts to establish and fund projects to create an active civic core; redevelop areas with vibrant high-quality mixed-use developments offering a variety of additional residential dwelling and retail options; increase opportunities for living wage professional and creative employment; promote and develop recreational and cultural facilities, and integrate all efforts into the natural landscape with environmental stewardship.

PROPOSED WORKING VISION STATEMENT





QUESTIONS FOR THIS GROUP

VISION

Is this an accurate vision to address the needs of the community?

VALUES

Are the proposed values reflective or in alignment with broader community values?

PRIORITIES

Are the proposed priorities relevant to the current economic (and future) landscape?

PLAN EFFORT VALUES & PRIORITIES

VALUES

1. More housing
2. Leave no existing business behind
3. Enhance connectivity
4. Foster, create, enhance, and promote identity
5. Maintain and grow existing employment lands
6. Economic prosperity for ALL.

PRIORITIES



PLAN EFFORT VALUES & PRIORITIES



BLIGHT REMEDIATION

ORS 457 defines blight as areas that are detrimental to the safety, health or welfare of the community due to deterioration, faulty planning, inadequate or improper facilities, deleterious land use or the existence of unsafe structures. Examples could include “overcrowding, economic dislocation, existence of inadequate streets, existence of property subject to water [...]”

Focus

Fund projects that actively reduce or prevent properties and areas from becoming blighted.

PLAN EFFORT VALUES & PRIORITIES



TRANSPORTATION

Transportation has consistently ranked as a top priority of the community since 2018; in particular road connectivity, congestion relief, access to the Town Commons, road realignment, and safe pedestrian modes.

Focus

Fund projects that develop a modern and effective transportation system that provides enhanced and safe multimodal options in and around the area.

PLAN EFFORT VALUES & PRIORITIES



HOUSING

The Portland Metro Region is facing a housing crisis. As identified by the Housing Needs Analysis, the City of Tualatin needs an additional 1,014 housing units, 456 dedicated to multifamily by 2040.

Focus

Partner with public and private housing development groups to provide housing close to lifestyle amenities and transportation infrastructure based on projected growth.

* The City will **has a deficit of 11 acres of residential land** for multifamily development.

PLAN EFFORT VALUES & PRIORITIES



COMMUNITY IDENTITY

Residents and businesses consistently rank and prioritize “developing a community identity or brand.” During Tualatin|2040, survey respondents indicated the City should “create a main street feel” in the Town Commons.

Focus

Develop infrastructure or fund projects that create vibrant community gathering spaces that maximizes mixed-use development that will lead to additional residential dwellings and retail options providing increased employment opportunities.

PLAN EFFORT VALUES & PRIORITIES



SMALL BUSINESS ASSISTANCE

Small and franchised businesses are the life-blood of the proposed district. Since 1975, the City of Tualatin has been committed to assisting small business grow and prosper within our community. Recently, the City of Tualatin utilized non-tax increment to fund COVID-19 relief grants for affected businesses and childcare opportunities. 90% of businesses assisted survived!

Focus

Provide assistance to small businesses within the district. This assistance will offer financial and regulatory assistance for capital development for entrepreneurial start-ups and/or business growth.

PLAN EFFORT VALUES & PRIORITIES



LAND ACQUISITION

The City of Tualatin has a successful history of acquiring and developing underutilized, vacant, and dilapidated parcels for economic development. Acquiring and transforming of the Hervin Dog Food Factory is the pinnacle of success.

Focus

Acquire blighted or vacant parcels or buildings to assist in enhancing community safety, welfare, and economic prosperity.

* The City has a **deficit of 249 acres of employment lands** to accommodate for this growth.

PLAN EFFORT VALUES & PRIORITIES



DEVELOPER ASSISTANCE

City Council believes that development should be market-led. Yet, the City understands that numerous parcels have remained historically vacant/blighted due to cost prohibitive issue.

Focus

Assist proposed private projects in alignment with community values and needs, focusing on historically or highly visible vacant / undeveloped / blighted properties.

PLAN EFFORT VALUES & PRIORITIES



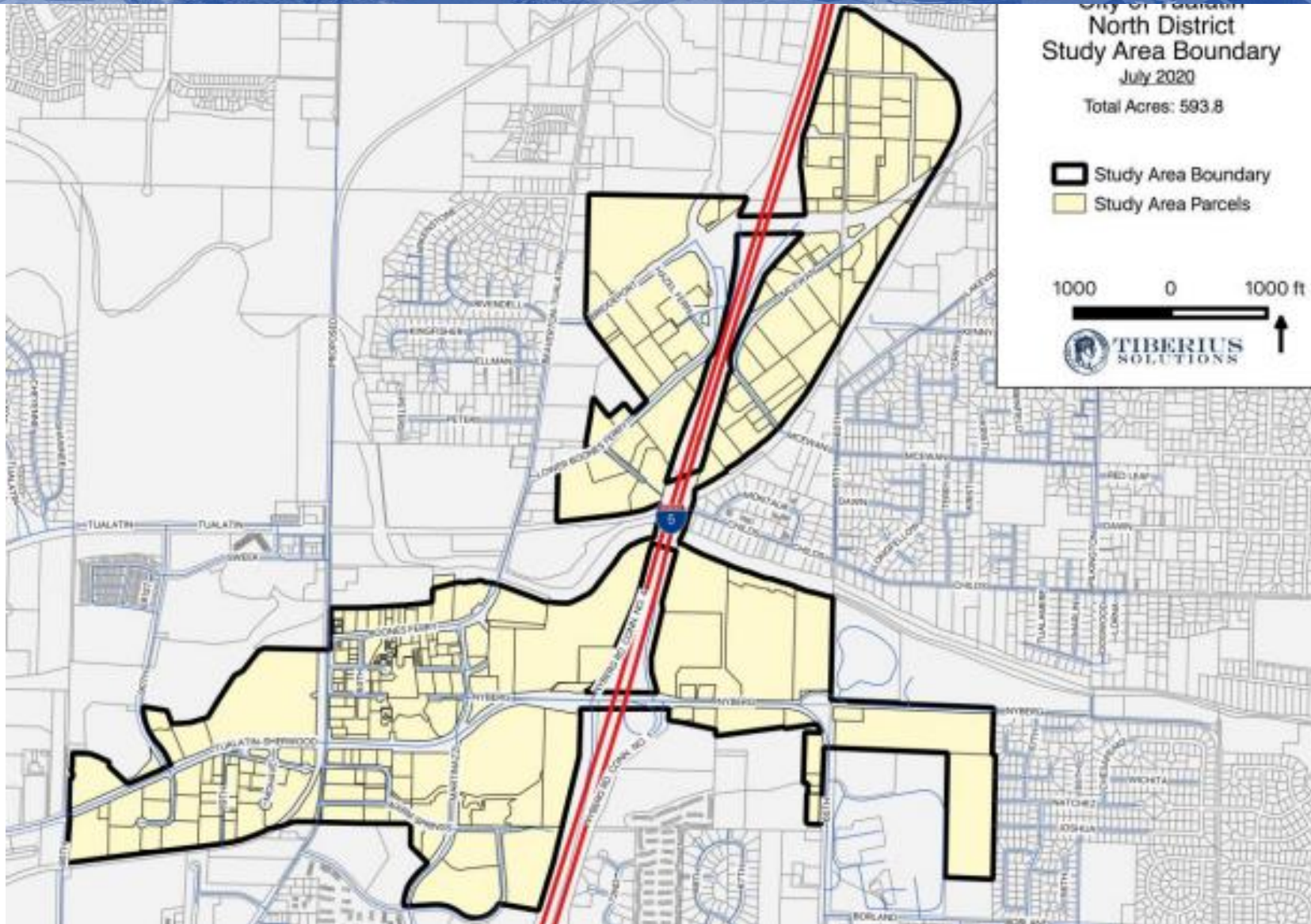
ENVIRONMENTAL STEWARDSHIP

Council included environmental stewardship into their 2030 Vision in 2021. Plus, the environment is incredibly important to the health and economic success of the community.

Focus

Fund projects that promote long-term economic prosperity while ensuring that current (and future) environmental impacts are reduced or eliminated.

OPPORTUNITY STUDY AREA





PLAN EFFORT VALUES & PRIORITIES

WHY THIS AREA?

1. Focus on keeping future redevelopment **near major transportation** modes.
2. **Enhance current employment lands** by increasing capacity.
3. **Prepare** for major regional transportation projects.
4. Remedy areas that are prone to **environmental issues**, i.e. flooding.
5. Enhance existing **connectivity**, or provide new connectivity.
6. Fund major infrastructure projects to prepare for **future growth**, leverage area for needs.
7. Based on previous **community needs and desires**.



EXISTING CONDITIONS

ZONING

Commercial: 52%
 Industrial: 22%
 Residential: 26%

BUILDINGS

Retail: 2.8m sf
Vacancy: 3.2%

Office: 971k sf
Vacancy: 13.8%

Industrial: 1.1m sf
Vacancy: 2.9%

Multifamily: 446 units
Vacancy: 4.3%

TRANSPORTATION

Roads: 6.17 miles
28% Tualatin
72% Washington County

Parking: 126.37 acres (estimated)
18% total area

Trails: 1.35 miles
.59 miles – Tualatin Greenway



EXISTING CONDITIONS

GREENFIELD

16.85 acres

HINDERED

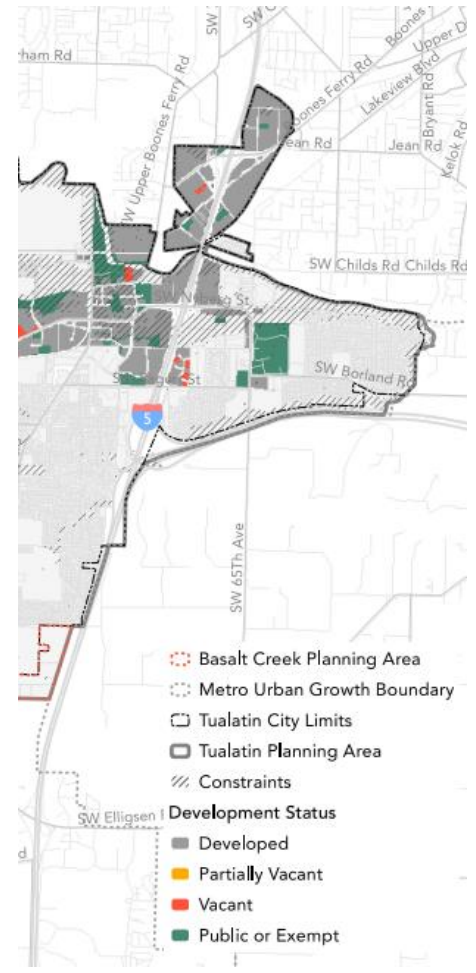
3.12 acres

BLIGHTED

2.05 acres

VACANT

279,000 sf



EMPLOYMENT

3,500

20 EMPLOYEES PER ACRE

73% Retail Employed

14% Office Employed

13% Industrial Employed

Average Area Wage: \$27,000

Source: CoStar

Source: EOA, 2019



QUESTIONS FOR THIS GROUP

VISION

Moving forward, is this an accurate vision for efforts in regards to community needs and desires?

VALUES

Are the proposed values reflective or in alignment with broader community values?

PRIORITIES

Are the proposed priorities relevant to the current economic (and future) landscape?



NEXT STEPS

- Think about strengths, weaknesses, opportunities, and threats to future economic prosperity for the proposed area.
- Agenda Packet will be emailed to bring to the next meeting.
 - *Next Meeting:*
May 18th at 5:30 PM
Location: TBD (either City Hall or City Services Center.)