

**Meeting summary for Downtown Revitalization
Community Advisory Committee (CAC) Meeting - 05/14/2025
DRAFT Meeting Summary**

Quick recap

The meeting focused on planning the revitalization of downtown Tualatin, with discussions on project phases, community engagement strategies, and the formation of advisory committees. Michele Reeves, an urban strategist, presented her approach for assessing the district's current state and gathering input from various stakeholders through interviews, workshops, and surveys. The group also deliberated on potential participants for upcoming meetings, emphasizing the importance of including diverse perspectives from local businesses, residents, and property owners to inform the development process.

Summary

Upcoming Meeting and Presentation Plans

Michele Reeves and Sid Sin discuss the upcoming meeting and presentation. Michele plans to give an overview of the process, similar to what was done with the mayor and city councilor and then discuss focus groups. They address Councilor Pratt's suggestion for a separate Zoom meeting for council members who can't attend on the 27th. Michele also mentions her plans to conduct a "secret shopper" visit to the district on different days, including the Veterans Plaza ribbon-cutting event. Sid confirms he will provide a copy of the downtown aerial shown during the PowerPoint presentation to the CAC.

Tualatin Downtown Revitalization Committee Introduced

The Community Advisory Committee (CAC) for downtown revitalization in Tualatin is introduced by Sid, the urban renewal and economic development manager. The committee includes representatives from various local organizations and is tasked with championing the revitalization process, encouraging community involvement, providing feedback on work products, and acting as liaisons between groups they represent, residents, businesses, and the city. Sid outlines the project's three phases: identity and placemaking, urban design concepts, and code amendments. Committee members introduce themselves, representing diverse interests such as the Chamber of Commerce, City Council, arts, aging, affordable housing, parks, businesses, neighborhood organizations,

inclusion/diversity, and youth. Michele Reeves from Civilis is introduced as an urbanist strategist to assist with the project.

Downtown Tualatin Development Project Phases

Sid outlines the project's three main phases for downtown Tualatin development. The first phase, currently underway, focuses on establishing community identity. The second phase involves the University of Oregon's Sustainable City Year program, which will translate the community identity final report and translate that through design charrettes into plans, drawings and renderings to help the community visualize the downtown identity. The final phase will translate these ideas into a more concrete development code, replacing the current aspirational guidelines. Sid emphasizes the importance of reducing risks for developers and encouraging private investment through clear community expectations and potential public-private partnerships. The project also includes extensive community outreach efforts, including engagement with the Latino community, renters/affordable housing, youth in the community and involves a technical advisory committee (TAC) comprising various city departments.

Michele's Urban Strategy for Tualatin

Michele presents her background as an urban strategist specializing in creating successful mixed-use districts. She outlines her approach for the Tualatin project, which includes assessing the current state of the district, conducting small group interviews, organizing a large community workshop and survey, and providing direct assistance to business and property owners. Michele emphasizes the importance of understanding market realities and meeting stakeholders where they are. She plans to use a story framework from improvisation to gather information and will present findings and recommendations that translate community input into a community identity and code.

Revitalizing Downtown Tualatin: Core Story Framework

Michele presents the core story framework for revitalizing downtown Tualatin, focusing on four elements: objective, relationship, environment, and characterization. She emphasizes the importance of understanding the downtown's role in the community, its relationships, context, and physical expression. Michele uses examples to illustrate how an agricultural community might express their physical story in their downtown; How the framework can help identify who is and isn't relating to downtown, or to each other; and how you can quantify what the downtown experience should be for a community through story. The

presentation sets the stage for upcoming small group interviews with local stakeholders to gather market information, experiences, and relationship dynamics within the downtown area.

Downtown Development Project Focus Area

Michele explains the scope of the downtown development project, addressing concerns about the focus area. She clarifies that while the urban renewal area is larger (about 450 acres), the initial focus will be on the central design district outlined in the City's map highlighting Tualatin Commons. Michele emphasizes that the project will consider the entire area, especially the areas to the W, E and North. But it's important to start with the core downtown area to establish a strong foundation. She notes that the larger sites owned by private entities will require longer-term conversations and strategies to create a cohesive downtown experience that extends to trails, green spaces, and the river.

Small Format Group Interviews Plan

Michele discusses the plan for small format group interviews with local businesses and residents. The interviews will be conducted during the day, in the central business district, focusing on the business, property owners, and residents there. Six interview slots are organized into categories: office/service, retail/hospitality, residents, food, mixed, and property owners. Michele suggests a separate session for City Council members to discuss their vision. She also mentions plans for a Latino business-focused meeting with Armando Serrano. The group discusses potential participants for various categories and agrees to help find contact information for Sid.

Inclusive Planning for Affordable Housing

The group discusses the importance of including diverse stakeholders in their planning process, particularly those who work in the area but cannot afford to live there due to high housing costs. They emphasize the need for affordable housing options and consider strategies to encourage developers to build mixed-use and affordable units. The discussion touches on various approaches to increase housing affordability, including urban renewal funds, code changes, and innovative zoning practices. The meeting concluded noting the next CAC meeting is scheduled for June 4 and expressing enthusiasm for the project's potential impact on the community's future.