Tualatin Town Center Workshop
June 1, 2009

TGM Outreach
Crandall Arambula PC
**Transportation & Growth Management Program (TGM)**

TGM is a partnership between ODOT and the Oregon Dept. of Land Conservation & Development.

TGM supports community efforts to expand transportation choices for people. By linking land use and transportation planning, TGM works in partnership with local governments to create vibrant, livable places in which people can walk, bike, take transit or drive where they want to go.

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**Project Goals**

Present concepts related to:

- Successful Town Centers
- Reducing Vehicle Miles Traveled
- Design and Land Use Concepts appropriate for the Tualatin town center
- Enhancing pedestrian-bicycle connections between the town center and neighborhoods
- Connecting the WES Station with TOD Development in the town center
Agenda

Presentation
- Potential Concepts

Workshop
- Discussion
- Fill Out Response Sheets

Outreach Schedule

1. Site Visit
   1) Visit Tualatin & Interviews
   2) Assemble/Review Background Information
   3) Prepare Workshop Presentation

2. Conduct Public Workshop
   1) Present Background Information
   2) Present Possibilities
   3) Discuss Community Preferences
   4) Collect Response Sheets

3. Prepare Report
   1) Summarize Workshop Responses
   2) Identify Next Steps
**Response Sheet**

**Tualatin Town Center**

**TGM Outreach Public Workshop**

**June 1, 2009**

<table>
<thead>
<tr>
<th>Town Center Improvement Options</th>
<th>Please Check Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Do You Agree with the Following Recommendations?</strong></td>
<td>Example Yes</td>
</tr>
<tr>
<td>1. Center Street Concept</td>
<td>Yes</td>
</tr>
<tr>
<td>2. Retail 'Main Street' Concept</td>
<td>Yes</td>
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<td>3. Town Center Plaza Concept</td>
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<td>Yes</td>
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<td>6. Housing Location Concept</td>
<td>Yes</td>
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</tbody>
</table>

**Comments**

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**Revitalizing America's Cities**

- Portland Firm Beats National Competition
- Sunday Business: On Lake Michigan, a Challenge
- Architectural Record: A Gritty Midwest City is Reinventing Itself As a Colony for Artists
- Urban Design: Downtown plan is a bold vision for the future
- Small Talk: "Why not just..."
Astoria, Oregon
1995 - Astoria Gateway District Plan
1999 - Downtown Safeway Redevelopment Plan
2000 - Clatsop College Downtown Campus Plan
2003 - Downtown Retail Revitalization Strategy
2007 - Port of Astoria Master Plan

Downtown and Riverfront Plan, Milwaukie, Oregon
2002 Professional Achievement in Planning Award, APA, Oregon Chapter
Adopted - 2000
Orenco Station TOD, Hillsboro, OR

2000 Community/Town Plan, Merit Award: Gold Nugget Awards
1999 Ahwanee Award
1998 Master Planned Community of the Year, National Association of Home Builders

Downtown Revitalization Plan, Racine, Wisconsin

2001 National Honor Award for Regional & Urban Design: American Institute of Architects
2000 Special Achievement Award: International Downtown Association
Downtown Vision Plan, Santa Fe, New Mexico

Vision Fairbanks Downtown Plan, Fairbanks, Alaska
Downtown Civic Vision, Knoxville, TN

Public Open Space
Public Open Space

Streetscapes
Retail

Before After

Historic Preservation
Existing Conditions

Background Information Reviewed

- Tualatin Transportation System Plan
- Tualatin Tomorrow Strategic Plan
- Central Urban Renewal Plan
- Tualatin Community Plan and Development Code
- City of Tualatin’s Local Aspirations
- I-5 to 99W Connector Project Alternative 7
- Metro Growth Plan
- City of Tualatin Parks and Recreation Master Plan
City of Tualatin's Local Aspirations
Urban & Rural Reserves
April 2009

In June 2007, the City Council adopted Tualatin Tomorrow’s Community Vision and Strategic Action Plan which included the following issues:

**HOW WE PLAN AND GROW**

**GROWTH, HOUSING AND TOWN CENTER**

In the Year 2010, Tualatin announces its vision of community identity while successfully managing new growth and development. A dynamic growth and plan for development processes judges that Tualatin’s town center advances through a competitive and genuine development that captures the essence of our community and our environment. The City plan carefully addresses the need for new growth and needed infrastructure.

Tualatin desires the delivery of housing, providing a range of housing choices and affordability to meet the needs of its changing population. Tualatin town center preserves its best historical features while incorporating new mixed-use development, including high-density housing, a full complement of services, commercial and retail development, and amenities that accommodate pedestrians and bicyclists as well as cars.

Great urban design is an important part of Tualatin, with flexible standards that present an attractive, well-functioning community, including appropriate mixed-use development, small, pedestrian-oriented neighborhood commercial centers, multi-use private estates, and community “gateway” entrances that define our local identity.

Tualatin has a thriving economy that attracts businesses to the city well into the community, providing living wage jobs and supporting small businesses, while encouraging high-end retail development that offers business opportunities.

Tualatin Tomorrow: Community Vision and Strategic Action Plan, June 2007
Amenity

Opportunities

“Soft” Parcels
Parking Lots and Driveways

Opportunities

Riverfront Access
Project Goals

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Center Street Concept
**Project Goals**

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Pedestrian/Bicycle Bridge

Center Street Concept

Downtown Land Ownership

Private Ownership
Private Ownership
Private Ownership (200'x200') 59%
Private Ownership
Private Ownership
Private Ownership

Public Streets (60' Right-Of-Way) 41%
Great Streets = Great Downtowns

Bad Streets = Bad Downtowns
Great Streets

- Help Make Community
- Are Physically Comfortable & Safe
- Are Symbols of a Community and It's History
- Can Be Remembered
- Are Joyful and Utilitarian
- Have Magic

Great Streets - Pedestrian Friendly
Safety Separation of Pedestrians from Autos

Great Streets - Pedestrian Friendly

Street Rating

Safety Separation of Pedestrians from Autos
Transit Integration
Amenities & Maintenance
User Appeal for Pedestrians
Continuity Motion of Intervals
Adjacent Environment Variety to Extend
Great Streets - Pedestrian Friendly

CRANDALL ARAMBULA PC

Street Rating

- Safety Separation of Pedestrians from Autos
- Transit Integration - Convenienct
- Amenities & Maintenance - High Quality
- Continuity of Material Intercalation
- User Appeal - For Pedestrians
- Adjacent Environment - Valley & Street

Good - Fair - Poor
Great Streets - Pedestrian Friendly

CRANDALL ARAMBULA PC

6/4/2009
Great Streets - Pedestrian Friendly

Street Rating

User Appeal For Pedestrians

Amenities & Maintenance High Quality

Great Streets – Pedestrian Friendly

CRANDALL ARAMBAJA PC

Safety Separation of Pedestrians from Autos

Continuity Minimal Interruptions

Provision & Flow of Pedestrians

Good Fair Poor

Transit Integration Convenienct

Proposed Main Street Furniture

Family of Elements
Simple/Decorative/Functional
Restrooms – Convenient and Safe

Great Streets – Pedestrian Friendly

CRANDALL ARAMBULA PC

User Appeal for Pedestrians

Amenities & Maintenance
High Quality

Transit Integration
Convenient

Adjacent Environment
Voices & Streets

Continuity
Material Interventions

Street Rating

Safety Separation of Pedestrians from Autos

Good  Fair  Poor
Great Streets - Pedestrian Friendly

CRANDALL ARAMBULA PC

Street Rating

- Safety Separation of Pedestrians from Autos
- Transit Integration Considered
- Aesthetics & Maintenance High Quality
- Continuity Material Interactions
- Adjacent Environment Visual & Attractive
- User Appeal for Pedestrians

Good Fair Poor
Retail Main Street

The Best Towns

Key Features

- Main Street Retail
- Public Square
- Housing
- Office
- Support Services
Where People Shop

Percentage of Shopping Trips (Nationwide)

- Big Box Centers: 55%
- Malls: 27%
- Internet: 9%
- Lifestyle Centers: 7%
- Downtowns: 2%

Retail Trends

Ten Principles for Rethinking the Mall

Only 1 New Mall Constructed in America in 2006
What People Want:

- Convenience
- Bargains
- A retail “experience”
The Right Retail Configuration

1) Ground floor retail on both sides of the street
2) Major retail development anchoring beginning and end of street
3) Street length approximately 1/4 mile - 5 minute walk
4) Critical Mass - Minimum of 150,000 square feet of contiguous retail uses
Fundamental Retail Street Requirements

The Right Retail Configuration

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Traditional Retail Main Street
Fundamental Retail Street Requirements

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Traditional Retail Main Street
Full Service Grocery Stores

Retail Streets (Nationwide):
Anchors = 30% Additional Sales for Adjacent Shops

Retail Anchors
Fundamental Retail Street Requirements

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Retail Strategy, Racine, WI

New Retail
230,000 SF

1/3 mile walking radius

Proposed Retail
Existing Retail

Retail Rating
Pedestrian Crossings Safe & Special
Parking shopper friendly
Auto Access Convenient

Great Retail
CRANDALL, ARAMBULA PC

The Right Retail Configuration
Attractive Retail Presentation

Good
Fair
Poor
Great Retail

The Right Retail Configuration

Attractive Retail Presentation

Parking: Shopper Friendly

Auto Access: Convenient

Pedestrian Crossings: Safe & Special

Pedestrian Environment: Comfortable & Safe Guide

Retail Rating

Good
Fair
Poor
The Right Retail Configuration

Pedestrian Crossings
Safe & Special

Parking
Shopper Friendly

Auto Access
Convenient

Attractive Retail Presentation

Pedestrian Environment
Commercial High Quality

Retail Rating

Good
Fair
Poor

Great Retail
CRANDALL ARAMBULA PC
The Right Retail Configuration

- Good
- Fair
- Poor

Pedestrian Crossings Safe & Special

Great Retail

Retail Rating

Parking, Shopping, Friendly

Auto Access Convenient

Attractive Rental Presentation

Pedestrian Environment Sustainable, High Quality

Good, Fair, Poor
Shopper-friendly Parking

Fundamental Requirements
Downtown Parking

1 Local Shopper
2 Visitor
3 Employment

<table>
<thead>
<tr>
<th></th>
<th>Retail Proximity</th>
<th>Convenient Access</th>
<th>Work Proximity</th>
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<tbody>
<tr>
<td>Local</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Visitor</td>
<td>●</td>
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Great Retail

CRANDALL ARAMBULA PC

Retail Rating

- Auto Access
- Convenient
- Attractive Retail Presentation
- Pedestrian Crossings
  Safe & Special
- Shopping Friendly
- High Traffic

Busy Street - 8,000 to 20,000 trips per day

12,000 Average Daily Trips
Pearl Street Mall, Boulder, CO

Nationwide over 100 “re-streeted” for auto traffic since 1990

Pearl Street Mall, Boulder, CO
Marion Street, Oak Park, Ill
Town Center Plaza Concept

The Best Towns

Key Features
- Main Street Retail
- Public Plaza
- Housing
- Office
- Support Services
**Great Public Space**

**CRANDALL, ARMAMBA, PC**

- **Location**: Central
- **Materials**: High quality, low maintenance
- **Enclosure**: All sides
- **Safety**: High visibility
- **Edge Uses**: Active
- **Function**: Flexible

**Public Space Rating**

- **Good**
- **Fair**
- **Poor**

**Fundamental Characteristics**

**Great Public Space**

- In the center of the city
- At a crossroads (retail/pedestrian/auto/transit)
- Surrounded by buildings with active ground floor uses
- A place for:
  - All ages
  - All seasons
  - All hours of the day
- With large paved areas for holding public events
- Simple and elegant design
City Planning Ordinances of the Laws of the Indies

In 1573 Philip II of Spain issued a series of 148 ordinances regulating the planning and design of colonial cities in the Spanish Empire.

Open Space - Ordinance 112

The main plaza is to be the starting point for the town; if the town is situated on the seacoast it should be placed at the landing place of the port, but inland it should be at the center of the town. The plaza should be square or rectangular, in which case it should have at least one and a half its width for length inasmuch as this shape is best for fiestas in which horses are used and for any other fiestas that should be held.
### Fundamental Characteristics

<table>
<thead>
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<th><strong>Parks</strong></th>
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<td>- Quiet contemplation</td>
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<td>3) Dominant materials:</td>
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<tr>
<td>- Civic events</td>
<td>- Grass</td>
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<td>- Trees</td>
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Great Public Plaza
CRANDALL ARAMBULA PC

Location Central
Materials High Quality, Low Maintenance
Enclosure All Uses
Safety No Hiding Places
Edge Uses Active
Function Flexible

Plaza
Great Public Plaza

CRANDALL ARAMBULA PC

Location
Central

Materials
High Quality, Low Maintenance

Safety
No Hiding Places

Function
Flexible

Enclosure All Sides

Edge Uses Active

Good Fair Poor

Plaza
Great Public Space

Location: Central

Materials: High Quality; Low Maintenance

Enclosure: All Sides

Safety: No Hiding Places

Edge Uses: Active

Function: Flexible

Great Public Space

Location: Central

Materials: High Quality; Low Maintenance

Enclosure: All Sides

Safety: No Hiding Places

Edge Uses: Active

Function: Flexible
Great Public Plaza

CRANDALL ARAMBULA PC

Location
Central

Function
Flexible

Materials
High Quality
Local Sources
Low Maintenance

Enclosure
All Sides

Safety
No Hiding Places

Edge Uses
Active

Plaza

6/4/2009
Higher Density Residential

The Best Towns

Key Features
- Main Street Retail
- Public Plaza
- Housing
- Office
- Support Services
Protected Bicycle/Pedestrian Concept

Town Center Plaza Concept
Critical National Issues

Environmental
- Global warming

Economic
- Energy shortages
- Rising energy costs

Health

Pivotal Moment
Critical National Issues

Environmental
- Global warming

Economic
- Energy shortage
- Rising energy costs

Health
Strategies for Saving Energy

Industrial | Transportation | Residential | Commercial
Strategies for Saving Energy

Industrial  Transportation  Residential  Commercial

Balanced Center Development

Local Actions

State Actions

Strict Conservation Standards
Balanced Center Development (BCD)

1 Mile Radius

Residential

1/4 Mile Radius

Commercial Hot Spot
Commercial Hot Spot

- Jobs
- Shopping
- Business/government
- Medical/dental
- Social/recreation
- Cultural
- School/church
- Open space

Balanced Center Development (BCD)
Balanced Center Development (BCD)

Residential 1 Mile Radius

Commercial Hot Spot

1/4 Mile Radius

Autos

Protected Bikeway

Transit
Strict Conservation Standards

Commercial Hot Spots

Protected Bikeways

Great Transit Strategies

Strategies for Saving Energy

Fewer & Shorter Auto Trips

Industrial | Transportation | Residential | Commercial

State Actions

Local Actions

State Actions

State Actions

State Actions

State Conservation Standards

State Conservation Standards
**Bicycle Use Comparison**

<table>
<thead>
<tr>
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<th>Daily Trips</th>
</tr>
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<tr>
<td></td>
<td>Bike</td>
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<tr>
<td>United States (Typical)</td>
<td>1%</td>
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*CRANDALL ARAMBULA PC*

*www.ca-city.com*
Strong & Fearless Cyclists

Typical Bike Lanes (Best case ridership, 10% of all trips)
Bicycle Use Comparison

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<tr>
<td>Netherlands</td>
<td></td>
</tr>
<tr>
<td>Utrecht (288,000)</td>
<td>31%</td>
</tr>
<tr>
<td>Wageningen (33,000)</td>
<td>41%</td>
</tr>
</tbody>
</table>
Not Strong & Fearless Cyclists

10% 30% +

Ridership Potential
Protected Bike Lanes (Ridership, 30% to 40% of all trips)

Bike Lanes - Wide Street

On-Street

5/6'

Clear

Protected
Protected Bike Lanes (Ridership, 30% to 40% of all trips)

40% Solution
Separating Cars & Bikes Stimulates Bike Travel

Potential Energy Savings?
Typical Development
Balanced Center Development (BCD)
BCD & Protected Bike Lanes

Household Gasoline Expenditure*

21,253 miles/yr
$4,251 /year

Comm. Hot Spot

30% Reduction in Av. Trip Length

* 20 miles/gallon @ $4.00 per gallon = $0.20 per mile
**Household Gasoline Expenditure***

<table>
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<tr>
<th>Development</th>
<th>Gasoline Expenditure</th>
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<tr>
<td>Typical Development</td>
<td>21,253 miles/yr $4,251/year</td>
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<tr>
<td>Balanced Center</td>
<td>14,877 miles/yr $2,975/year</td>
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<tr>
<td>BCD &amp; Protected</td>
<td>8,926 miles/yr $1,785/year</td>
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* 20 miles/gallon @ $4.00 per gallon = $0.20 per mile

30% Reduction in Average Trip Length

+40% Of Trips by Bike

---

**Potential Transportation Energy Savings Over 50%**

* 20 miles/gallon @ $4.00 per gallon = $0.20 per mile
Typical Development

Balanced Center Development (BCD)

BCD & Protected Bike Lanes

Household Gasoline Expenditure*

- Typical Development: 21,253 miles/yr, $4,251/year
- Balanced Center Development (BCD): 14,877 miles/yr, $2,975/year
- BCD & Protected Bike Lanes: 8,926 miles/yr, $1,785/year

Local Economic Stimulus**

- Typical Development: 0 miles saved, $0 stimulus
- Balanced Center Development (BCD): 68 mill. miles saved, $41 million
- BCD & Protected Bike Lanes: 130 mill. miles saved, $79 million

* 20 miles/gallon @ $4.00 per gallon = $0.20 per mile
** Energy savings times a multiplier of 3 for money spent locally

Potential Annual Economic Stimulus*

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<th>Population</th>
<th>Annual Stimulus</th>
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<tr>
<td>Portland</td>
<td>$1,560 million</td>
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<tr>
<td>Salem</td>
<td>409 million</td>
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<tr>
<td>Lake Oswego</td>
<td>106 million</td>
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<tr>
<td>Pendleton</td>
<td>50 million</td>
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* $79 million for every 27,600 population

CRANDALL ARAMBULA PC
www.ca-city.com
Missoula BCD & Protected Bike Lanes

Protected Bike Lane

Commercial Hot Spot

Protected Bike Lanes - Higgins Avenue
Unprotected Bike Lanes

Protected Bike Lanes

Bike Lane Comparison - Higgins Avenue

Employment Location Concept
Unprotected Bike Lanes

Protected Bike Lanes

Bike Lane Comparison - Higgins Avenue

Employment Location Concept
Fundamental Requirements

**Office/Employment**

- Medium to large parcels
- Good front door address
- Easy auto ingress and egress
- Adequate parking
- Adjacent to other offices
- High visibility
- Adjacent to pleasant surroundings
Tualatin-Sherwood Road
Nyberg Road

Employment Location Concept

Tualatin-Sherwood Road
Nyberg Road

Housing Location Concept
Fundamental Characteristics

“Market Rate” High Density Housing

- In a “prestige” location
- Adjacent to other “Market Rate” Housing
- Adjacent to amenities (open space, shops, restaurants, entertainment and cultural)
- A safe environment
- Buffered from traffic noise
- On a pedestrian friendly street

Fundamental Requirements

Senior Friendly Housing

- Housing near essential services (groceries, pharmacies, and public transportation)
- Housing near public amenities (parks, community centers, etc.)
- Housing choices (apartments and condominiums-market rate and affordable)
- Potential for retirement communities (independent living, assisted living, adult care)
- ADA accessible streets and public spaces
Fundamental Characteristics

**Multi-Family Housing**

- Near parks and schools
- Close to a grocery store and other services
- On a pedestrian friendly street
- A safe environment
- Buffered from traffic noise
- Easy access to transit

**Mixed Income TOD – Portland, OR**
Mixed Income: 5 Buildings
Market Rate: 20 Buildings
Total: 25 Buildings

Pearl Mixed Income Housing

Context
Market Rate

Market Rate
Parks (Active)

Parks (Passive)
Pedestrian/Bicycle Connections

Child Friendly
Town Center Improvement Options

Town Center Concept
Town Center Concept

Retail ‘Main Street’

Town Center Plaza

Town Center Concept
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## Response Sheet

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TGM Outreach Public Workshop  
June 1, 2009

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### Comments

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[Map of Tualatin Town Center showing different improvement options and their locations.]