



Tualatin Town Center

TGM Outreach Workshop Summary Memorandum

June 2009



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Acknowledgements

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The contents of this document do not necessarily reflect the views or policies of the State of Oregon.

Table of Contents

Introduction2

Recommendations8

Next Steps 24

Workshop Summary 26

Introduction

Project Objectives

The Tualatin outreach project introduced residents, business owners, property owners and community leaders to urban design and transportation concepts that will foster a vibrant town center with high-quality pedestrian, bicycle, and auto access.

Project Process and Schedule

The outreach project included a site visit, interviews with stakeholders and a public outreach workshop.

This report is a summary of the public outreach efforts and includes concepts and recommendations for policy makers and the public to consider in developing a downtown plan for the Tualatin town center. Further analysis and design will be required for implementation of the concepts presented in this document.

Telephone Interviews

Telephone interviews were conducted with representatives from the following groups:

- City Staff and Elected Officials
- Tualatin Town Center Businesses Owners
- Tualatin Tomorrow
- Tualatin Chamber of Commerce
- Oregon Department of Land Development and Conservation
- Oregon Department of Transportation

Responses helped to inform the opportunities and constraints analyses located on pages 5 and 6.

Site Visit

A site visit and discussions with local stakeholders took place on May 1, 2009. During the site visit, the design team walked the town center with City staff and Council members, took photographs, and discussed opportunities and constraints.



Tualatin Outreach Workshop

Public Workshop

Design team recommendations were presented at a public workshop at the Tualatin Police Services Building on June 1, 2009 from 6:30—8:30pm. The purpose of the workshop was to:

- Inform the public about downtown revitalization, transportation, and pedestrian safety possibilities
- Discuss possibilities
- Obtain feedback on issues to be addressed
- Answer questions

A summary of community comments is located on page 27.

Report

Consultant recommendations, community responses from the outreach workshop, and recommended next steps are outlined in this summary memorandum.

Background

Key Issues

Stakeholder comments were used to develop the following list of key issues:

- Create a recognizable, successful town center
- Improve pedestrian and bicycle safety, comfort and access within the town center



City of Tualatin Town Center

Existing Plans, Policies and Studies

The following local plans, policies and studies were 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



Existing Plans, Policies and Studies

Opportunities

The opportunities diagram to the right identifies existing town center elements to build upon and was created from stakeholder feedback and design team analysis.

The following opportunities have been identified:

- The Library and City offices civic node
- The Commons amenity
- Soft parcels including vacant and underutilized parcels and parking lots and driveways
- Riverfront access
- WES transit station
- Access from Interstate 5



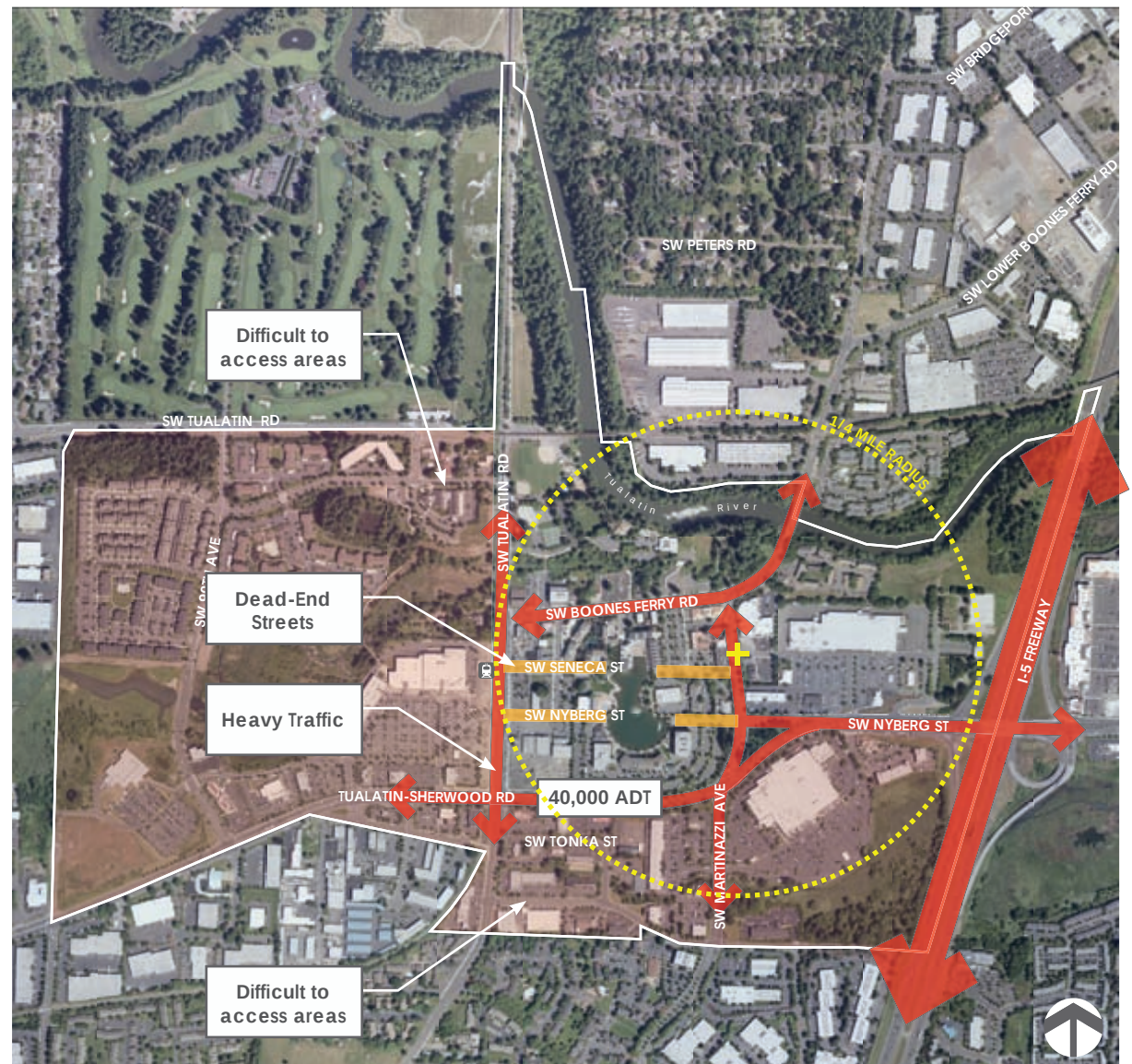
Town Center Opportunities

Constraints

The constraints diagram to the right illustrates existing town center conditions that may present restrictions and was created from stakeholder feedback and consultant analysis.

The following constraints have been identified:

- Heavy vehicular traffic on all through roads in the town center
- Dead-end streets at The Commons
- Difficult to access areas west of SW Tualatin Road and south of Tualatin-Sherwood Road



Town Center Constraints

Recommendations

Town Center Concept

The town center concept is a bold and attainable vision for re-establishing the heart of the Tualatin community.

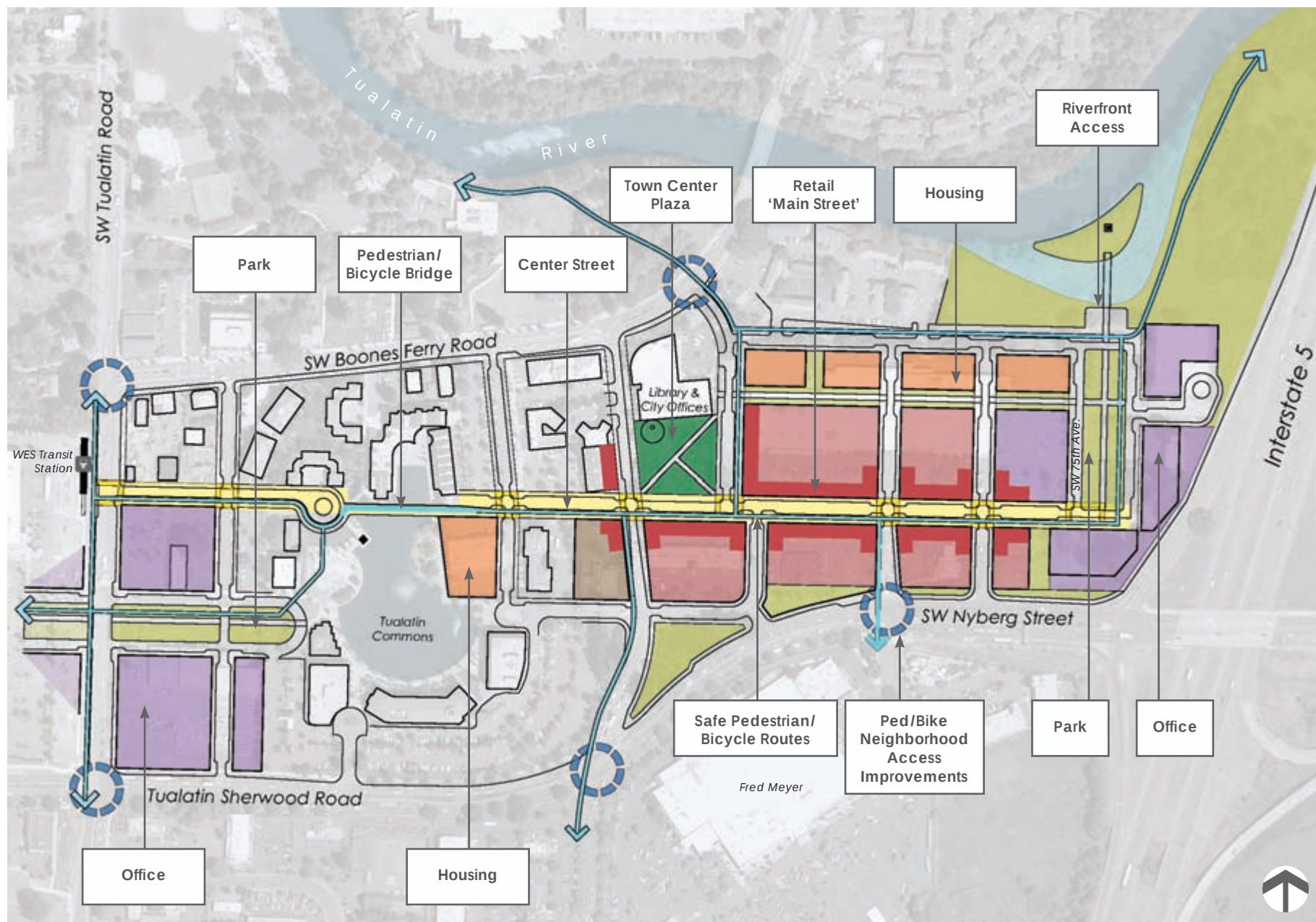
To build upon identified opportunities and constraints and existing investments, the town center concept focuses on the area adjacent to the Library and City offices, and includes the Tualatin Commons, the Kmart shopping center, and adjacent undeveloped land.

The urban design recommendations outlined in this document are the elements necessary for the creation of a successful town center and the improvement of pedestrian and bicycle safety, comfort and access within the town center. These recommendations:

- Are market-based and economically viable
- Address community desires

Recommendations

- **Center Street**—Establish the essential circulation armature of the town center with a pedestrian- and bicycle-friendly ‘local circulator’ street
- **Retail ‘Main Street’**—Establish the town center with a ‘hot spot’ of retail concentration, providing essential goods for residents, visitors, and employees.
- **Town Center Plaza**—Incorporate the existing Library and City offices plaza into a recognizable and memorable town center plaza
- **Safe Pedestrian/Bicycle Routes**—Improve pedestrian and bicycle access to the town center for all residents by establishing a protected bikeway and pedestrian sidewalk network that links neighborhoods to key destinations
- **Office**—Provide customers for adjacent retail businesses and employment opportunities for local residents
- **Housing**—Attract residents to the town center by providing urban housing types that are not currently available in Tualatin.
- **Parks**—Provide opportunities for informal, passive recreation and green amenities that will attract housing and office development



Town Center Concept

Center Street

Create a pedestrian- and bicycle-friendly local circulator street as an essential armature that all town center land use and circulation is built upon.

The Center Street concept provides the core structure for the establishment of the Tualatin town center by:

- Unifying and linking main street retail, Tualatin Commons, the river, and the WES transit station
- Providing continuous east-west pedestrian and bicycle access within the town center
- Creating auto access to existing businesses and proposed development

Center Street extends the existing portion of SW Seneca Street at SW Boones Ferry Road to the western boundary of the town center and includes the following components as indicated on the diagram to the right:

- Improvements to existing segments of SW Seneca Street, indicated in orange
- Pedestrian/bicycle bridge over Tualatin Commons, indicated in blue
- New roadway, indicated in yellow

Center Street should be designed as a low-speed street (5,000 min. to 15,000 max. auto trips per day). The following elements should be included within a public right-of-way:

- **Auto**—Two lanes of traffic and on-street parallel parking, no turn lanes
- **Bicycle**—Protected bikeway, separated from pedestrian and auto circulation
- **Pedestrian**—12-ft. sidewalks, landscaped curb extensions at intersections and raised crosswalks
- Canopy Trees
- Ornamental Lighting
- Street Furniture
- Public Art



Provide On-Street Parking



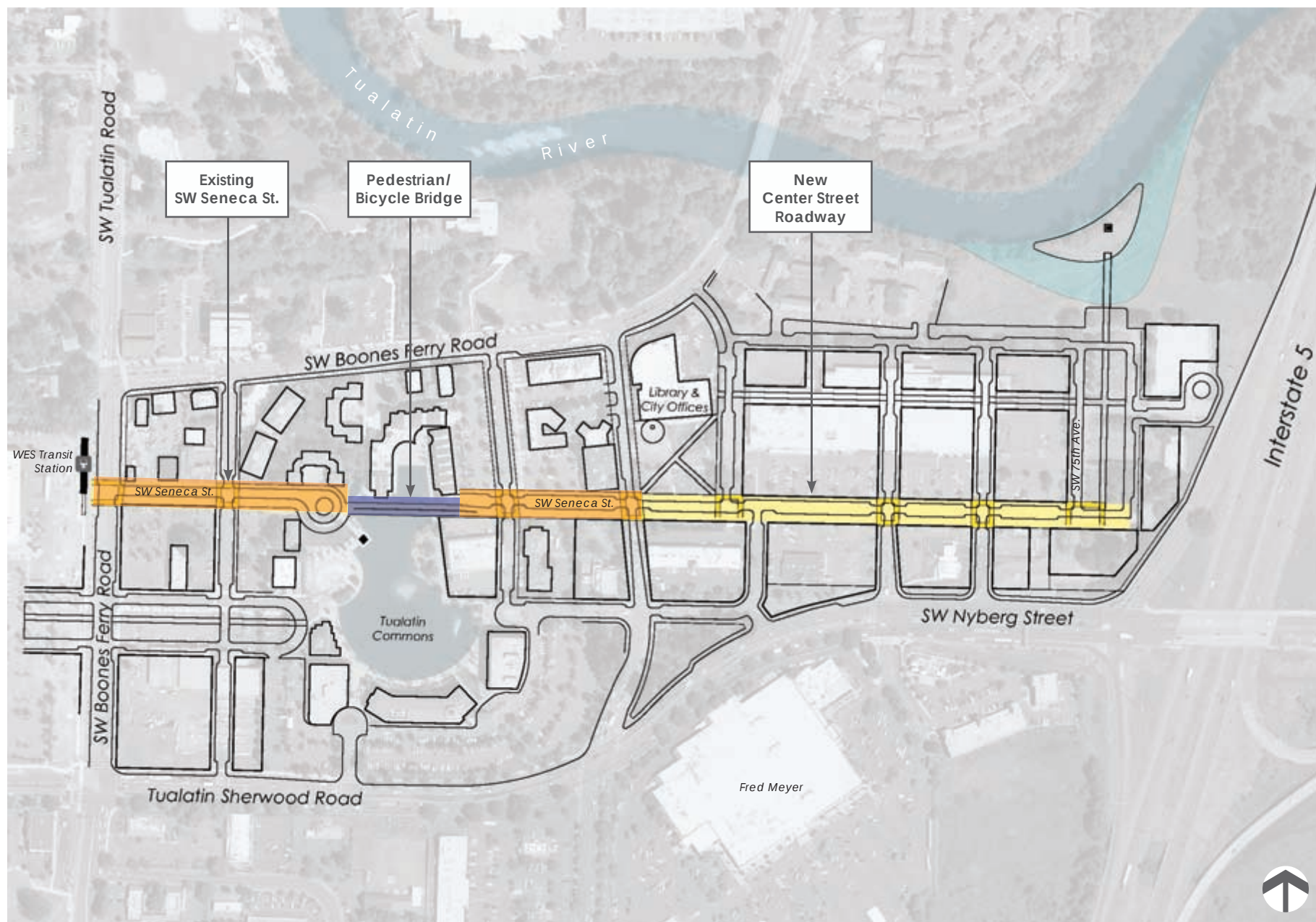
Accommodate Protected Bikeway



Prioritize Pedestrian Crossings



High-Quality Pedestrian Environment



Retail Main Street

Establish a hot spot where the sale of essential goods is provided for residents, visitors, and employees.

The retail 'main street' is a 1/4-mile-long portion of the Center Street between the Town Center Plaza at SW Martinazzi Avenue and the proposed office campus along the Interstate 5 frontage.

Tualatin's 'main street' should meet the following fundamental requirements:

- Continuous ground-floor retail on both sides of the street to comprise a minimum of 150,000 s.f. of retail uses
- Major retail development anchoring both ends of the street

To ensure that a vibrant retail environment is created, zoning documents should be updated to direct retail to the town center and reduce competition from other retail concentrations. Essential development standards to include are:

- **Required Ground-Floor Retail**—Limit ground-floor uses to businesses that engage in the sale of merchandise, including restaurants; commercial uses (sale of services) should be discouraged. Upper floors may include a mix of commercial, housing and and/or office uses
- **Build-to Lines**—Build to the street with zero-foot front lot lines
- **Active Edges**—Ground-floor retail facades should consist of at least 70% transparent glass

Retail Parking

Since only 20% of required retail parking demand can be accommodated on-street, locate a parking facility that meets the following requirements:

- Direct visibility and accessibility from Center Street by both pedestrians and cars
- Designed in a shopper-friendly manner, easy to navigate, safe and inviting
- Sized appropriately to accommodate long-term needs



Retail Anchor



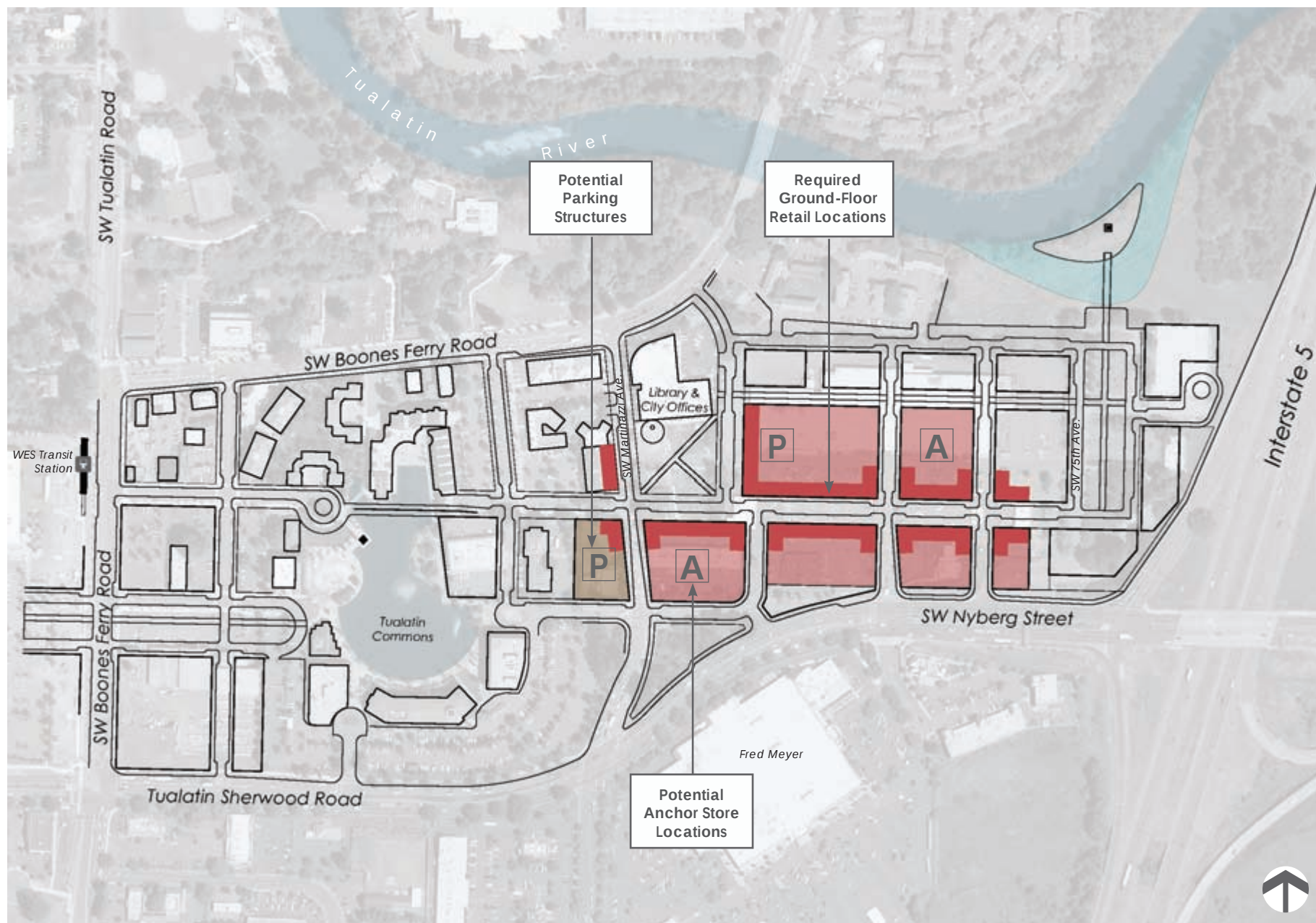
Street-Oriented Buildings



Shopper-Friendly Parking



Active Edge



Town Center Plaza

Provide a focus for Tualatin civic life, and an essential element of the retail main street, with a highly visible and much-needed public gathering space.

The recommended town center plaza location is on Center Street at the Library/City offices complex. Existing parking for the complex is to be accommodated in adjacent structures.

The town center plaza should be designed to meet the following criteria:

- Surrounded by buildings with active ground-floor uses
- A place for all ages, all seasons, from morning until night
- Publicly accessible at all times
- Simple and elegant design with large, flexible paved areas for holding public events



Simple and Elegant Design



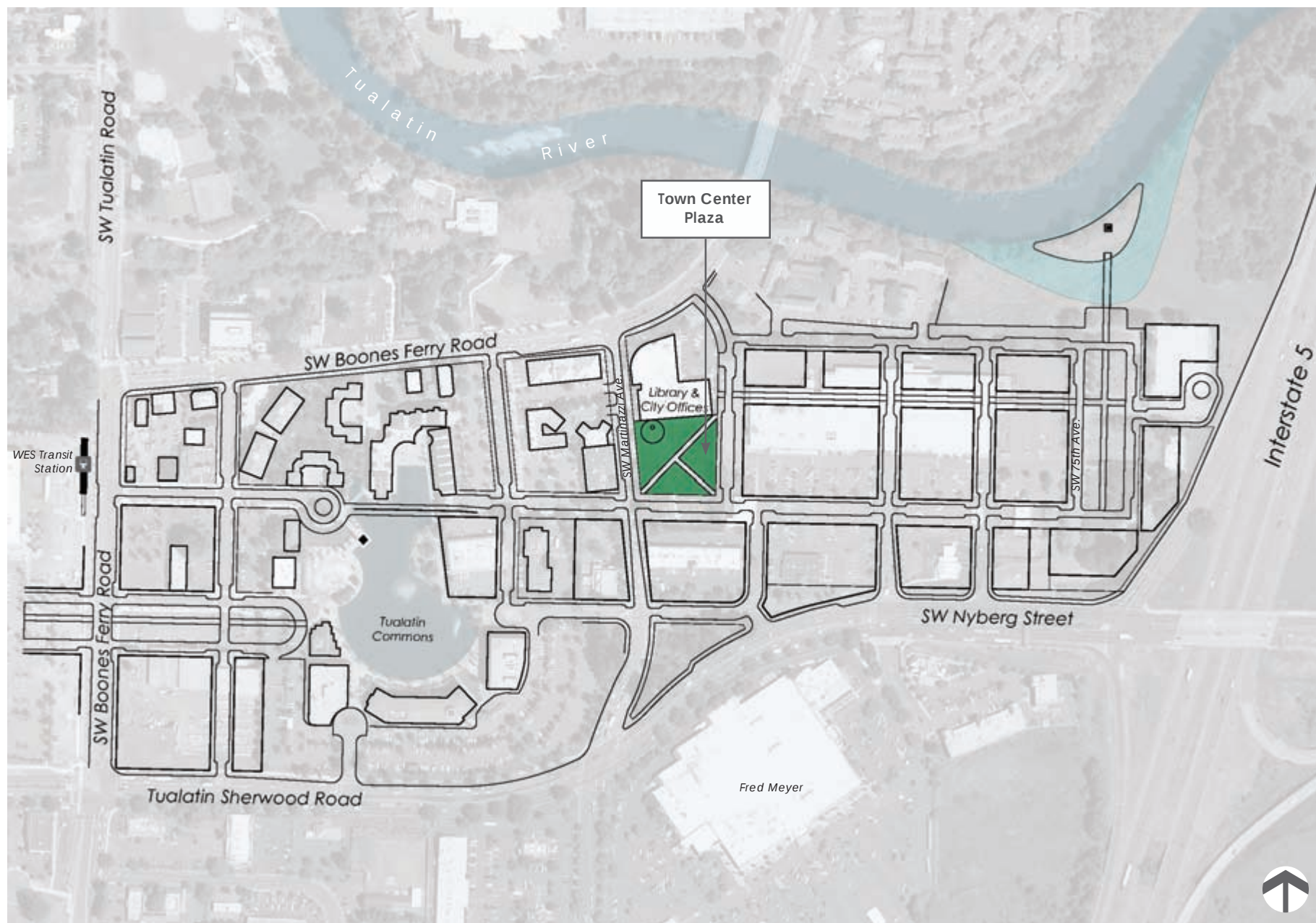
Flexible Paved Areas



A Place for All Seasons



Attractive to Families



Town Center Plaza Concept

Safe Pedestrian/Bicycle Routes

Reduce vehicle-miles traveled to the town center by providing safe, convenient pedestrian and bicycle access.

Safe pedestrian/bicycle routes would encourage Tualatin's residents, including families, to walk and bike by providing safe links between:

- Tualatin's residential neighborhoods and the town center
- Key destinations within the town center—the WES Transit Station, the Library/City offices, the retail main street, housing, office, parks
- The town center and the Tualatin River

The routes should include the following elements:

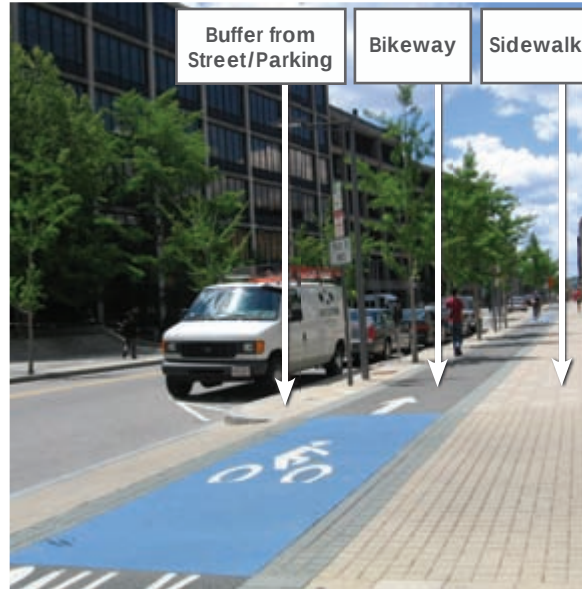
- **Sidewalks**—12-ft. minimum width including a 4-ft. dedicated zone for furnishings and seating
- **Bikeways**—Bi-directional or one way; separated from sidewalks by a material or grade change; separated from auto traffic by parallel curb side parking; separated from parking by a minimum 3-ft. wide buffer.

Intersection improvements are crucial to the success of the system and must prioritize pedestrian and bicycle safety and comfort with:

- Landscaped curb extensions
- Raised crosswalks
- Bike signals
- Blue painted lanes indicating crossing of bikeway

The routes system also includes a pedestrian/bicycle bridge linking the two existing segments of SW Seneca across the Commons. The bridge should be designed to:

- Provide separate areas for bikes and pedestrians
- Accommodate maintenance and emergency vehicles
- Be ADA compliant



Safe Pedestrian/Bicycle Route



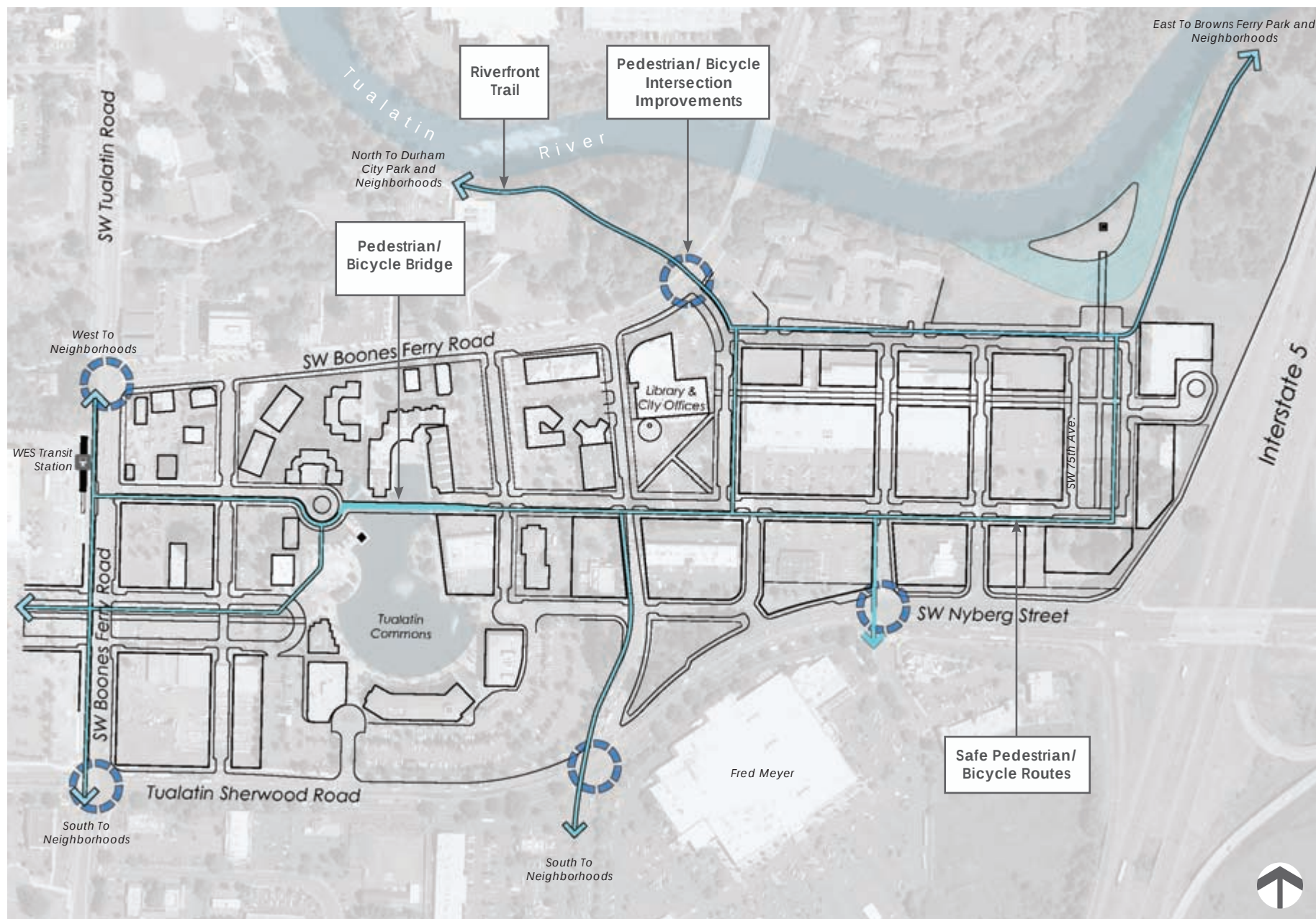
Provide Safe Crossings



Riverfront Trail



Pedestrian/Bicycle Bridge



Safe Bicycle/Pedestrian Routes Concept

Office

Town center offices provide customers for adjacent retail businesses and employment opportunities for local residents.

Office development located at the western edge of the town center will be attractive to businesses because of the high visibility and regional access afforded by Interstate 5 and the proximity of park and river amenities. Companies would find sites near the SW Boones Ferry Road and Tualatin-Sherwood Road intersection attractive due to the access afforded by these major arterials and the WES transit station as well as the adjacent park and The Commons amenities.

Office development in the Tualatin town center should include:

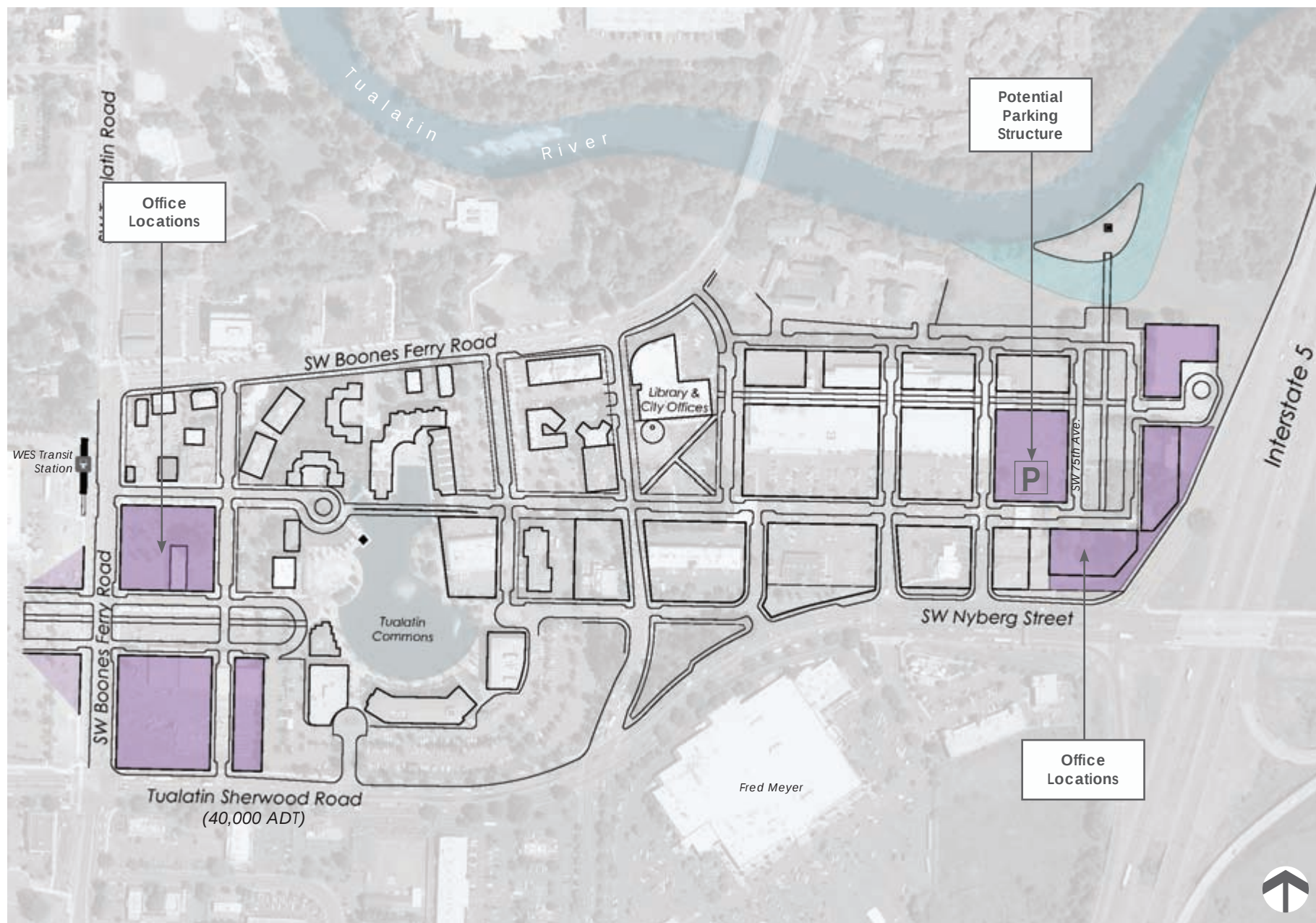
- Campus-like sites compatible with nearby open space and proposed parks
- Sites that accommodate Class-A building footprints (typically 200 ft. by 100 ft.)
- Mid-rise buildings three to eight stories in height that accommodate single users or multiple tenants
- Centralized parking structures to serve all employees and visitors; no surface parking lots



Adjacent to Pleasant Surroundings



Adjacent to other Offices



Office Concept

Recommendations

Housing

Attract residents, and vitality, to the town center by providing urban housing types that are not currently available in Tualatin.

Housing is located to take advantage of proximity to existing and proposed public amenities—The Commons, main street retail, the riverfront, park blocks and open space—and should be oriented to streets or public open spaces. In addition to the locations indicated on the diagram to the right, housing may be provided over retail uses.

Housing development should include:

- Density not lower than 40 dwelling units/acre (net)
- Structured parking; any surface parking provided should be screened from all roads and public spaces
- Both affordable and market-rate units



Proximity to Open Space Amenities



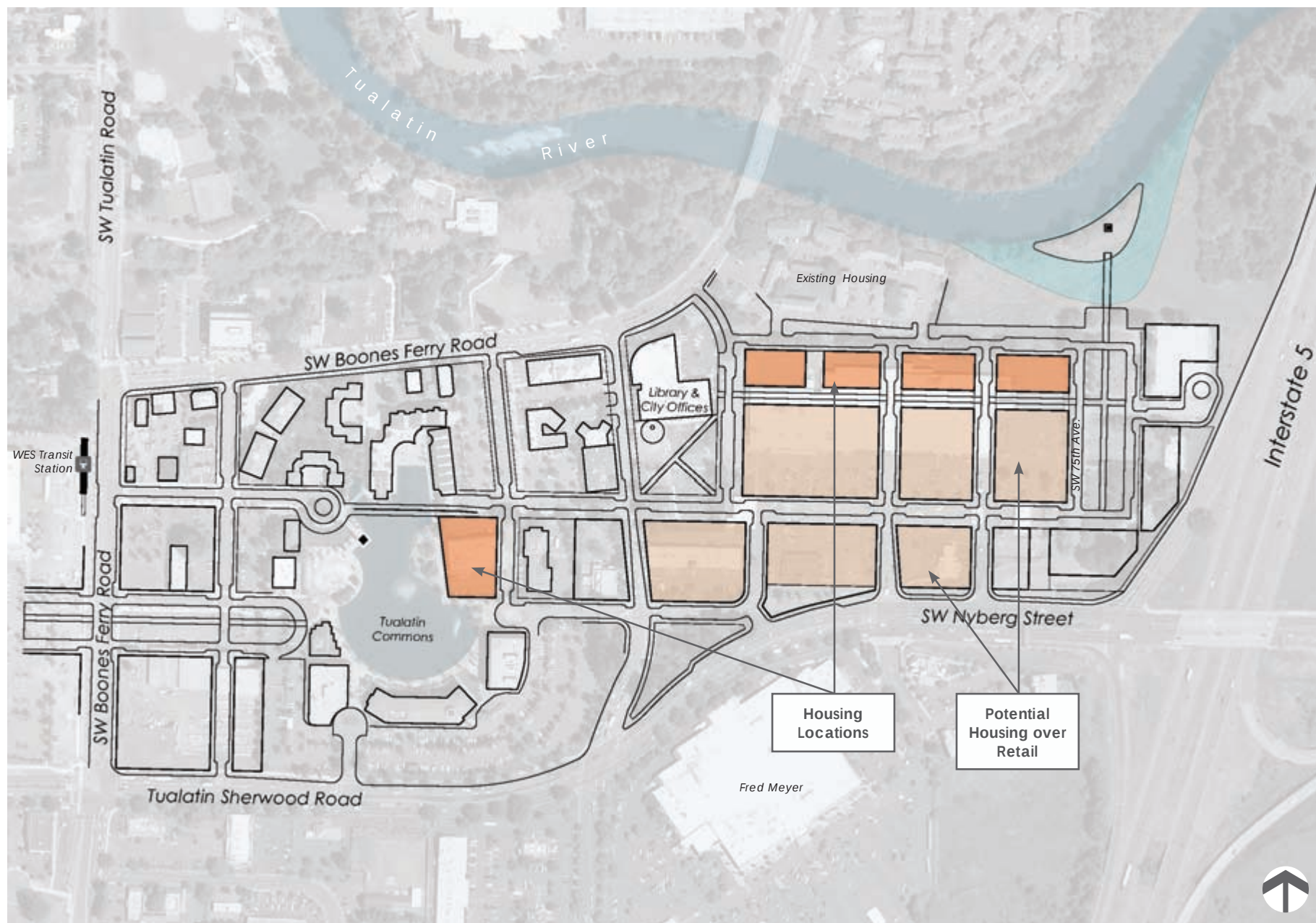
Affordable Rental Apartments



Townhomes



Condominiums over Retail



Next Steps

Next Steps

The Tualatin town center area will not benefit from small steps. A detailed and implementable master plan that will create a vital town center must be developed and adopted.

Tualatin Town Center Master Plan

The first steps in developing and implementing a town center master plan are:

- Identify a process and scope of work that will result in a long-term, strategic master plan.
- Identify and obtain funding source(s) for the development of the master plan.
- Identify all key stakeholders

Development of a Tualatin town center master plan will require a transparent and accountable public process that ensures economic benefit for local property owners and other stakeholders and meets the communities desire for a vibrant, 18-hour downtown.

Due to the proximity of the Town Center to the I-5 interchange, ODOT will be a key stakeholder in the project. Spacing standards, turning movements, conflict points, and trip generation will need to be considered in refining street configuration.

The master plan should include at least the following components:

- **Main Street Retail Strategy**—Inventory of ground-floor space; existing-use inventory; ideal retail configuration; potential retail build-out area
- **Retail Parking Strategy**—Inventory of existing retail parking; identification of site(s) for retail parking structure; concept design for structure; curb-side parking requirements
- **Town Center Plaza Strategy**—Refinement of site configuration; final concept design
- **Street Configuration Design**—Travel lanes; curb-side parking; bike facilities; sidewalk character; crosswalks
- **City-wide Retail Strategy**—Policies to protect main street investment

The Tualatin town center design should refine the elements preferred by the community at the outreach workshop:

- Center Street
- Retail ‘Main Street’
- Town Center Plaza
- Protected Bicycle/Pedestrian Routes
- Office
- Housing

The enthusiasm demonstrated at the outreach workshop and indicated in the community response sheet can provide the momentum to move forward with establishing a vital and accessible Tualatin town center.

Workshop Summary

Public Outreach Workshop Summary

A public outreach workshop was held at the Tualatin Police Services Building on Monday, June 1, 2009 from 6:30—8:30 p.m. Approximately 45 community members attended the event and 25 response sheets were returned. The response sheets provided feedback on urban design and transportation improvement concepts.

Workshop Format

The workshop included a consultant presentation and summary of the outreach objectives. Educational information on successful downtowns, successful retail and strategies for decreasing vehicle-miles traveled were presented in conjunction with the specific recommendations for Tualatin outlined in this summary memorandum. Community members discussed the outreach possibilities and completed individual written response sheets. A tally of the response sheets is illustrated to the right. Many participants added written comments, which are listed on the next page.

Response Sheet

**Tualatin Town Center
TGM Outreach Public Workshop
June 1, 2009**

Town Center Improvement Options		Please Check Preference		
Do You Agree with the Following Recommendations?				
1. Center Street Concept	☒ 25 Yes	☐ 0 No	☐ 1 Other	
2. Retail 'Main Street' Concept	☒ 24 Yes	☐ 2 No	☐ 0 Other	
3. Town Center Plaza Concept	☒ 25 Yes	☐ 1 No	☐ 1 Other	
4. Protected Bicycle/Pedestrian Route Concept	☒ 25 Yes	☐ 1 No	☐ 0 Other	
5. Employment Location Concept	☒ 19 Yes	☐ 3 No	☐ 3 Other	
6. Housing Location Concept	☒ 21 Yes	☐ 1 No	☐ 2 Other	
Comments				

Tallied Responses from Outreach Workshop

Community Comments

The following community comments were collected from participants in the outreach workshop on June 1, 2009.

- Build on what is there already
- These are all good concepts—they need more vision than we seem to have
- Financing would be a big hurdle—bike lanes vs. cars—big trade-off
- It seems like we had these discussions before but the property owners were not even remotely interested
- Your Center Street ‘dead-ends’ at the pedestrian bridge. Problem?
- Takes away from existing retail—could close/bankrupt retail outside of zone
- Looks like old City Hall moved/demolished?
- Now, too small a plaza
- Employees should be close to downtown
- Area to the south of downtown has hills, could get people to come downtown, hard ride back
- Housing should be near river and near retail, transportation, restaurants
- All you examples of successful rehabs are in cities of what size, demographics, mix of office, commercial, residential close to these rehab areas? Too many variables to show successful in Tualatin
- Plaza concept is key to driving redevelopment of downtown. The rest of the framework can follow
- Reduce western office space
- Reroute Nyberg/Tualatin-Sherwood Road to south of Meyer complex
- This is a terrific concept that could make Tualatin one of the best locations to live and work. It will also attract many other businesses to our community
- I like it all. This is the direction I’ve always wanted Tualatin to move in for the 16 years I’ve lived here
- Thanks for considering pedestrian/bicycles and family-friendly locations
- Time dictates, let’s get working. Two roads—Tualatin-Sherwood and Tualatin: we need to settle this problem
- I think you are on the right track—please be sure to continue to keep the Tualatin Tomorrow Vision and Strategic Action document in mind
- Town needs grid to give a sense of town—we need to show the plan to a wider audience
- I think this is great! I would enjoy hanging out here and walking around. This is missing now, which is why I don’t enjoy Tualatin currently
- The protected bikeway should connect to a trail along the river
- Integrate community park and Fred Meyer
- Fred Meyer parking lot needs a garage and redevelopment
- Also develop Century Hotel parking lot?
- Significant improvements to bike/ped environment surrounding this area would have to be made to encourage increased bike/ped traffic to the area
- A parking structure that wouldn’t be very close to the library makes it more difficult with small children. Extending the street so the Center Plaza is on one end of the lake seems more attractive. Lake Oswego’s plaza does well on the lake. We need to model after nearby local areas that are successful e.g. Lake Oswego, Hawthorne, SW 23rd
- Make path along river a wide path
- Move Central Street north to create more separation from Nyberg Road
- Separate bike lane is great
- Tualatin has active residents, get them off the roads
- I like the bike path under I-5
- Consider pedestrian gate from rail station
- I like the overall concepts
- Very concerned about the traffic patterns and streets. Just not a good location for the concept
- I’m afraid that the retail is closed in—just like the Commons. Traffic will just flow by. Need to distract and make people stay in addition to adding interest



Revitalizing America's Cities