



MEMORANDUM CITY OF TUALATIN

TO: Honorable Mayor and Members of the City Council

FROM: Sherilyn Lombos, City Manager

DATE: July 8, 2013

SUBJECT: Work Session for July 8, 2013

6:00 p.m. (30 min) – Southwest Corridor Draft Recommendations. On June 10th, the City Council received an update on the draft recommendation for the Southwest Corridor project. This is a recommendation which seeks to narrow the high capacity transit options to continue studying in more detail. At that meeting, the Council directed staff to discuss the draft recommendation with the Tualatin Parks Advisory Committee, Planning Commission, and the Transportation Task Force. Input from each of those groups will be discussed along with next steps.

6:30 p.m. (15 min) – Neighborhood Decorative Sign Cap Program. Several of the residential Citizen Involvement Organizations have requested the ability to install decorative sign caps to recognize their individual neighborhoods. Staff has gathered input from CIO officers, in addition to conducting research on the best practices for managing sign cap programs in other cities. A draft program and application have been prepared for Council review and comment.

6:45 p.m. (10 min) – Council Meeting Agenda Review, Communications & Roundtable. This is the opportunity for the Council to review the agenda for the July 8th City Council meeting and take the opportunity to brief the rest of the Council on any issues of mutual interest.



MEMORANDUM

CITY OF TUALATIN

TO: Honorable Mayor and Members of the City Council

THROUGH: Sherilyn Lombos

FROM: Ben Bryant, Management Analyst

DATE: 07/08/2013

SUBJECT: Southwest Corridor Draft Recommendation

ISSUE BEFORE THE COUNCIL:

1. Consider the input provided on the Southwest Corridor draft recommendation by the Tualatin Parks Advisory Committee, Planning Commission, and Transportation Task Force.
2. Provide direction to the Southwest Corridor Steering Committee.

EXECUTIVE SUMMARY:

On June 10th, the City Council received an update on the draft recommendation for the Southwest Corridor project. It is a recommendation which seeks to narrow the high capacity transit options to continue studying in more detail. At that meeting, the City Council directed staff to discuss the draft recommendation with the Tualatin Parks Advisory Committee, Planning Commission, and Transportation Task Force. Below is a summary report of the input provided by each group, as well as a reminder of the draft recommendation.

Community Input Summary

Tualatin Parks Advisory Committee

- Requested assurance that the Ice Age Tonquin Trail be included in the draft recommendation.
- Supported, unanimously, the draft recommendation, with the inclusion of the Ice Age Tonquin Trail.

Tualatin Planning Commission

- Expressed a desire to ensure the future HCT option has the ability to be phased in and extended, if needed, over time.
- Concerned about the circuitous routes; speed is important.
- Supported, unanimously, the draft recommendation.

Transportation Task Force

- Emphasized the importance of local transit service in Tualatin (including expansion areas)

that serves more than the peak hours.

- Concerned that HCT will not extend to Sherwood and traffic will increase on Tualatin-Sherwood Road and Tualatin Road to access the HCT hub in Tualatin.
- Expressed a desire to ensure the future HCT option has the ability to be phased in and extended, if needed, over time.
- Supported the draft recommendation.

Draft Recommendation

Metro, in partnership with TriMet and the cities within the corridor, developed a draft recommendation to address future transit service, as well as other transportation related projects. The draft recommendation includes the following:

1. Transit

Options To Remove From Study:

- High capacity transit to Sherwood will not be studied further given its high cost and minimal benefits.
- The "Hub and Spoke" option will not be studied further given its high cost.

Options To Study More:

- TriMet will conduct a local bus service enhancement study in 2014 to identify short and long term bus improvements in recognition that local service is of paramount importance.
- Bus-Rapid Transit to Tualatin, via Tigard will be studied in more detail.
- Light-Rail to Tualatin, via Tigard will be studied in more detail.

At this point in the process, an exact alignment has not been chosen. Throughout 2014, the City of Tualatin will work with the community and our regional partners to further study the merits of bringing high capacity transit to Tualatin. If it is determined that high capacity transit is feasible and beneficial, alignment options will be evaluated and discussed in the coming year.

2. Other Projects

The draft recommendation includes many projects identified during Tualatin's Transportation System Plan update that will support corridor-wide goals and a high capacity transit alignment. The most significant of these projects include:

- Tualatin-Sherwood Road Widening
- Boones Ferry Road Bridge Widening
- Cipole Road Widening
- Herman Road Improvements
- Tualatin River Greenway
- Nyberg Creek Greenway
- North/South I-5 Parallel Path
- Westside Trail
- Ice Age Tonquin Trail

Discussion

Tualatin staff members will ask for you to consider the input provided by the Tualatin Parks Advisory Committee, Planning Commission, and Transportation Task Force. In addition, time will be given to provide direction to the Southwest Corridor Steering Committee.

Next Steps

The SW Corridor Steering Committee will consider input and make a decision on July 22nd.

Attachments: [Attachment A: Presentation](#)
 [Attachment B: Draft Recommendation](#)
 [Attachment C: Planning Commission Minutes](#)
 [Attachment D: Task Force Minutes](#)



G R E A T P L A C E S

Corridor

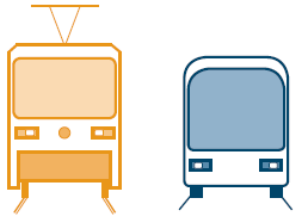
Portland • Sherwood • Tigard • Tualatin
Beaverton • Durham • King City • Lake Oswego
Multnomah County • Washington County
ODOT • TriMet • Metro

Southwest Corridor Plan

Tualatin City Council Work Session

July 8, 2013

Tonight's Agenda



- 1. Review draft recommendation**
- 2. Review community input**
- 3. Provide direction on draft recommendation**

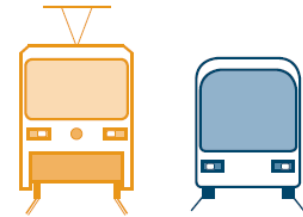
Sneak Peak Draft Recommendation Transit

Options To Remove From Study:

- High capacity transit to Sherwood
- "Hub and Spoke" option

Options To Study More:

- TriMet local bus service enhancement study
- Bus-Rapid Transit to Tualatin, via Tigard*
- Light-Rail to Tualatin, via Tigard*



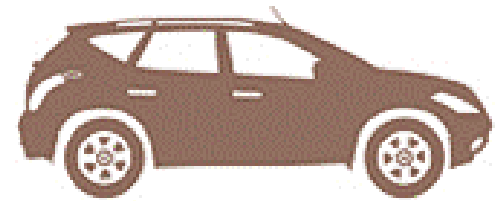
* Exact alignments to be determined through public process in 2014.

Sneak Peak

Draft Recommendation Roadway & Parks Projects

Roadway Projects

- Tualatin-Sherwood Road Widening
- Boones Ferry Road Bridge Widening
- Cipole Road Widening
- Herman Road Improvements



Parks/Trails Projects

- Tualatin River Greenway
- Nyberg Creek Greenway
- North/South I-5 Parallel Path
- Westside Trail
- Ice Age Tonquin Trail



Community Input

Tualatin Parks Advisory Committee

- Include Ice Age Tonquin Trail
- Supported the draft recommendation

Tualatin Planning Commission

- Expressed a desire to phase future HCT investment
- Concerned about the circuitous routes; speed is important.
- Supported the draft recommendation

Transportation Task Force

- Emphasized importance of local transit service
- Concerned traffic may increase on Tualatin-Sherwood Road and Tualatin Road
- Expressed a desire to phase future HCT investment
- Supported the draft recommendation.

Fall 2012 Task Force Message

- 1. Better east west connections, not all travel is to and from Portland**
- 2. Respect riders time, make transit convenient and reliable**
- 3. It is imperative to Tualatin's economy and livability to improve transit in Tualatin**
- 4. Define a transit hub in Tualatin that connects the City**
- 5. Improve WES, consider rail where appropriate but focus on providing bus service**

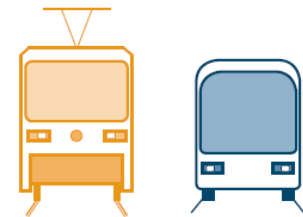
Draft Recommendation Transit

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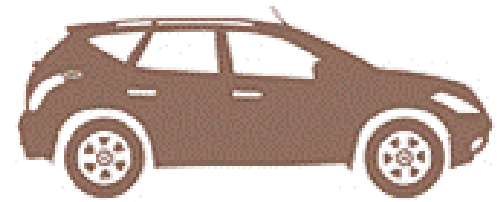


* Exact alignments to be determined through public process in 2014.

Draft Recommendation Roadway & Parks Projects

Roadway Projects

- Tualatin-Sherwood Road Widening
- Boones Ferry Road Bridge Widening
- Cipole Road Widening
- Herman Road Improvements



Parks/Trails Projects

- Tualatin River Greenway
- Nyberg Creek Greenway
- North/South I-5 Parallel Path
- Westside Trail
- Ice Age Tonquin Trail



Next Steps

City Council (July 8)

Objective: Review input from TPC, TPARK, and Task Force; provide direction on draft recommendation



Steering Committee (July 22)

Objective: Adopt draft recommendation to further study option



Additional Analysis (2014)

Objective: Analyze, in more detail, options that move forward in recommendation

SHARED INVESTMENT STRATEGY RECOMMENDATION

Making investments in the Southwest corridor

The Southwest Corridor Plan is an outcomes-oriented effort focused on supporting community-based development and placemaking that targets, coordinates and leverages public investments to make efficient use of public and private resources. The plan was developed to support achieving four balanced goals:

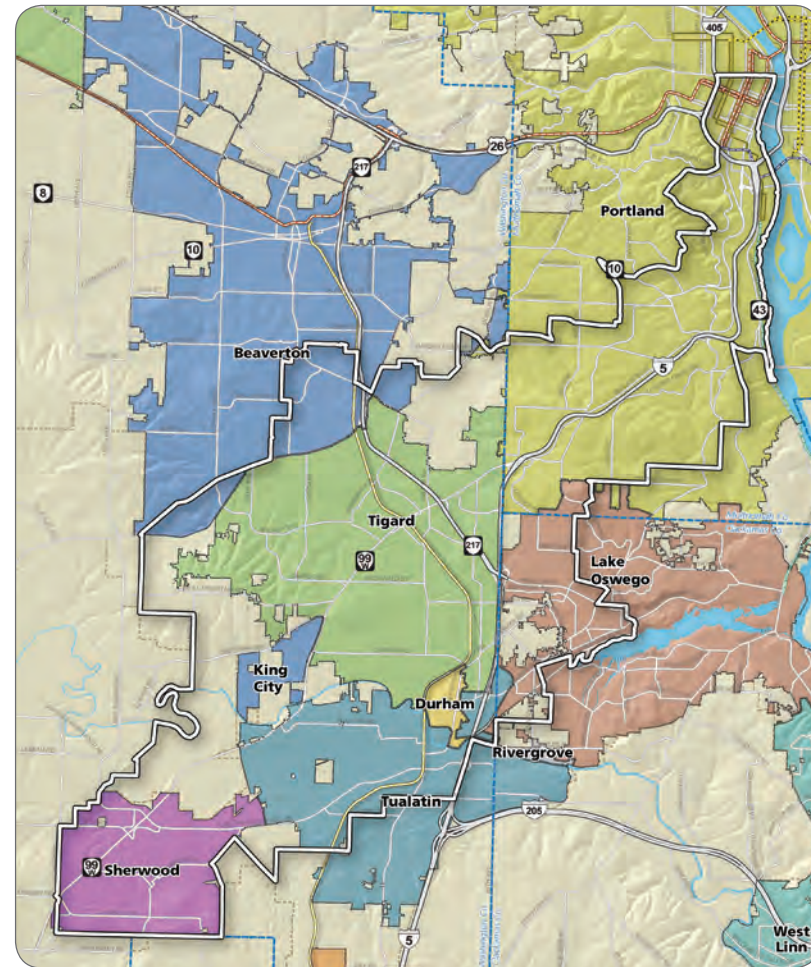
Accountability and partnership

Partners manage resources responsibly, foster collaborative investments, implement strategies effectively and fairly, and reflect community support.

Prosperity People can live, work, play and learn in thriving and economically vibrant communities where everyday needs are easily met.

Health People live in an environment that supports the health of the community and ecosystems.

Access and mobility People have a safe, efficient and reliable network that enhances economic vitality and quality of life.



Steering committee members

- Metro Councilor Craig Dirksen, co-chair
- Metro Councilor Bob Stacey, co-chair
- Tigard Mayor John Cook
- Beaverton Mayor Denny Doyle
- Portland Mayor Charlie Hales
- Lake Oswego Councilor Skip O'Neill
- TriMet general manager Neil McFarlane
- Sherwood Mayor Bill Middleton
- Tualatin Mayor Lou Ogden
- Washington County Commissioner Roy Rogers
- Durham Mayor Gery Schirado
- Multnomah County Commissioner Loretta Smith
- ODOT Region 1 manager Jason Tell
- King City Commissioner Suzan Turley

Overview

This document presents the Southwest Corridor Plan Steering Committee's draft final recommendation and action plan. This document includes:

- a draft recommendation, to be revised and confirmed in late July
- priority projects to be considered for the Southwest Corridor Shared Investment Strategy
- considerations for improvements to the regulatory environment to leverage public investments.

Outstanding issues will be addressed and the final recommendation will be affirmed on July 22, 2013.

Vision and context

The work has been guided by a steering committee that includes representatives from Southwest corridor cities, counties and agencies.

Five major planning efforts are coordinated with this effort:

- Portland Barbur Concept Plan
- Sherwood Town Center Plan
- Tigard High Capacity Transit Land Use Plan
- Linking Tualatin
- Southwest Corridor Transit Alternatives Analysis.

The project partners have defined a set of potential investments that support land use, transportation, and community-building goals in the corridor – a shared investment strategy – to implement the shared Southwest corridor vision. The policies and projects are all aimed at supporting development that is consistent with the local communities' aspirations for key places in the corridor.



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Summary of the Southwest Corridor Shared Investment Strategy recommendation

Recommendation: Invest in transit (page 6)

Transit is a key element to help communities in the corridor to achieve their development visions. This recommendation gives direction on both local bus service improvements and future high capacity transit (light rail or bus rapid transit) in the corridor.

Local service

To improve local bus service, this recommendation directs TriMet to develop and implement the Southwest Service Enhancement Plan to:

- ensure key corridor locations are connected by efficient and reliable local service – to one another, to the Westside Express Service (WES) and to a potential new high capacity transit line
- make on-the-ground improvements to the transit system
- identify how cities and counties can create better access to transit (both to local service and to a potential bus rapid transit or light rail line).

High capacity transit

An investment in high capacity transit in the corridor would help achieve the local visions for development, revitalizing and encouraging private investment in future station areas. It also creates the ability to move people efficiently, which is especially important in a corridor where:

- it is difficult to build or expand roads due to hills, natural resources, established businesses and existing neighborhoods that would make new roads expensive and disruptive
- significant growth in jobs and population is anticipated.

To better understand the options for high capacity transit in the corridor, the Southwest Corridor Plan Steering Committee directs staff to study in more detail:

- two potential modes: light rail and bus rapid transit
- for the bus rapid transit, between 50 to 100 percent of the alignment in exclusive right of way
- a line that connects Portland to downtown Tualatin, via Tigard.

Recommendation: Invest in roadways and active transportation (page 8)

Potential projects were gathered from the Regional Transportation Plan and other regional plans, transportation system plans and other local plans, and suggestions from the public. This list was narrowed from more than 500 projects to a list of 81 priority projects. See *Attachment A* for the list of priority projects.

The 81 projects are recommended because they either:

- leverage and support the potential high capacity transit line, including
 - walking and biking projects within one-quarter mile of potential station areas
 - trails within one mile of potential station areas
- highly support the community land use vision, including projects that
 - leverage future development in places local communities have defined as

“essential” or “priority”

- are important to meet freight and capacity needs in employment and industrial districts
- improve pedestrian connectivity, provide safe crossings or high-demand bike connections.

The projects identified as highly supportive of high capacity transit will be included in further study of the high capacity transit project. Those projects that support the land use vision will move forward as the local jurisdictions develop and fund them, either individually or in collaboration with other project partners.

Recommendation: Invest in parks, trails and nature (page 9)

Parks, greenspaces, trails and natural areas are consistently cited as one of the Southwest corridor’s most important and attractive features. To strengthen “green” elements and leverage future transportation investments, the steering committee recommends that project partners work collaboratively and seize opportunities to implement projects included on the list contained in *Attachment A* as corridor development plans move forward.

Recommendation: Consider new regulations and policies, and develop incentives to build private investment consistent with community vision (page 10)

The public sector can help set the stage for development consistent with community goals through regulations, policies and development incentives that encourage private investment. *Attachment B* contains a variety of proposed policies and incentive programs for communities to consider as they advance Southwest Corridor Plan projects and community development goals.

In the next phase of the Southwest Corridor Plan, project partners will explore specific tools to advance the corridor land use vision and help the region compete nationally for scarce federal dollars to help fund a possible high capacity transit investment.

Recommendation: Develop a collaborative funding strategy for the Southwest Corridor Plan

Project partners should work together to develop a funding strategy that includes local, regional, state and federal sources. This could include innovative financing tools and non-transportation funding for parks and natural areas.

What do we mean by a shared investment strategy?

Public actions can influence development in three main ways: by regulations and policies, by investments in the public realm, and by development incentives that catalyze private investment. The Southwest Corridor Plan and Shared Investment Strategy address all three of these areas.

Moving from current conditions to community visions



Community vision Goals



Current development

Opportunities for public influence on community development

Regulations and policies

- Zoning changes
- Development requirements
- Policy coordination



Investments in the public realm

- High capacity transit
- Roadway expansions and improvements
- Bike and pedestrian facilities improvements
- Parks, trails and nature improvements

Financial incentives that catalyze private investment

- Public development grants such as through Metro’s Transit-Oriented Development Program
- Local tax incentives

The Southwest Corridor Land Use Vision – a community vision for places throughout the corridor

Each city in the Southwest corridor began this collaborative effort by looking at their downtowns, main streets, corridors and employment areas to define a vision for these places that reflects their unique characteristics and local aspirations. The area contains a wealth of opportunities for jobs and stable neighborhoods and is expected to grow significantly in the future. The corridor contains important regional retail and employment destinations as well as many major trails and one of only a handful of the nation’s urban national wildlife refuges.

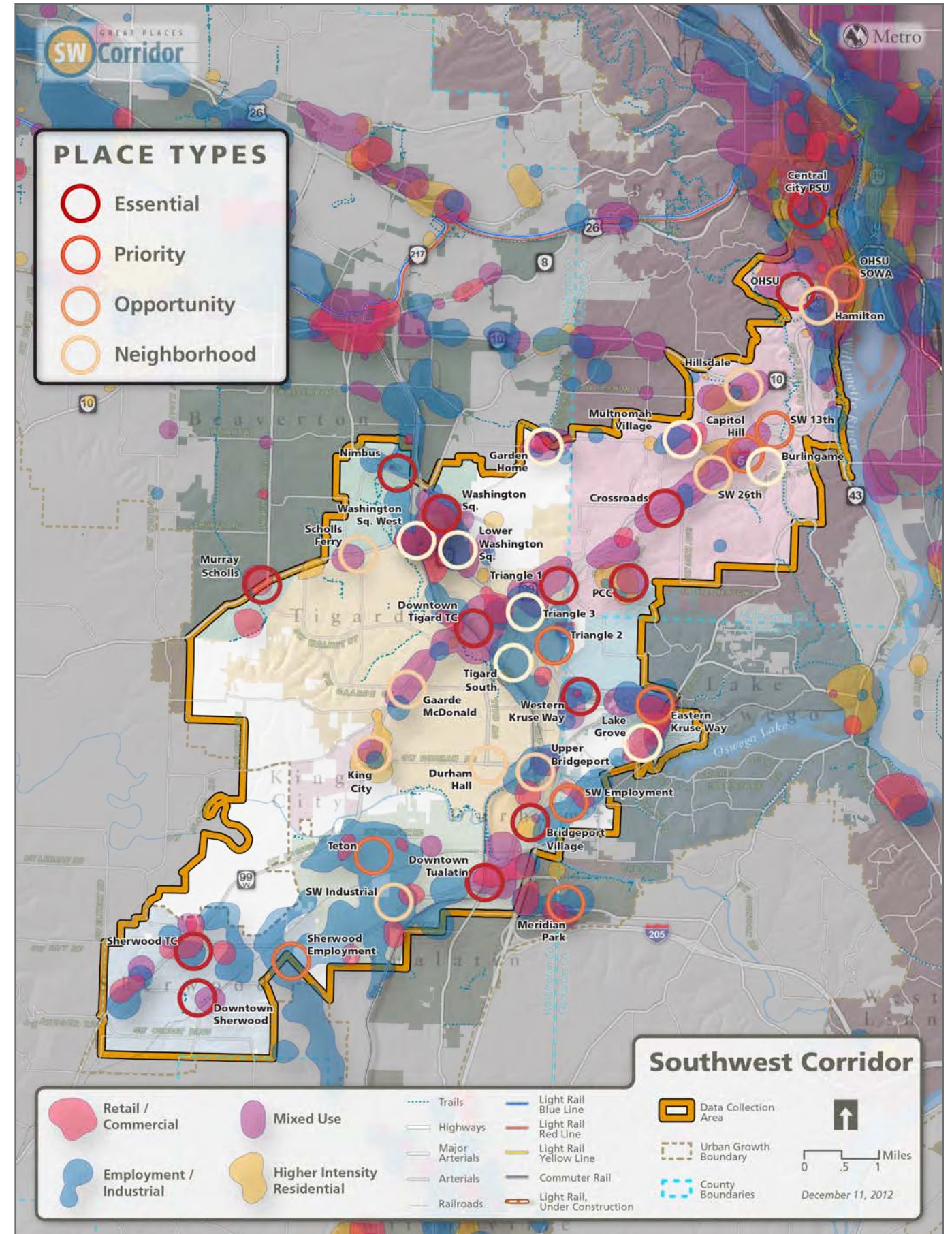
	Households	Jobs
2010	79,038	140,000
2035	111,928	259,182

The Southwest Corridor Land Use Vision compiles local land use plans and puts them into a common language, creating a foundation for the many projects (ranging from transportation to parks) to be categorized and prioritized based on how well they support the shared corridor land use vision.

The corridor vision emphasizes maintaining and enhancing the many stable single-family neighborhoods, while allowing for growth in certain places that creates more services for existing residents as well as more housing, employment and transportation choices in the future. The areas of change are described in four categories:

- **Retail/commercial** The corridor is a destination for retail with three prominent shopping destinations in Washington Square and Bridgeport Village. These retail destinations will continue to generate substantial demand and will need accommodation through enhanced transit, active transportation and roadway investments.
- **Employment/industrial** The Southwest corridor includes a regional employment district with significant current employment and anticipated growth as new jobs move into the Tigard Triangle and the industrial areas of Tualatin and Sherwood.
- **Mixed use** The corridor includes opportunities for areas with a mix of housing, employment and services in a walkable environment. Good access to transit with high quality pedestrian and bike facilities are critical elements for these mixed use areas to help leverage infill and redevelopment.
- **Higher intensity residential** Infill and redevelopment is going to be the primary generator for new development in the corridor. The majority of residential development that does occur will be found in the mixed-use areas, and these areas will need to integrate natural features into development to ensure a high quality of life and connections to nature.

To develop the land use vision, each city identified key places and categorized them based on the importance of a high capacity transit investment to connect them (see map at right). These key places were used to draw the draft high capacity transit alternatives, thus ensuring that the transportation solution supports the community’s vision for growth. The prioritized key places also help focus investments for other types of transportation as well as parks and natural resources.



Public involvement for Phase I

September 2011 to February 2012: What should be the focus of the plan?

The first public engagement stage of the Southwest Corridor Plan was held September 2011 to February 2012 and aimed to determine the scope, evaluation framework and goals of the overall plan.

In that process, project partners focused on announcing the integrated planning effort, informing the public about the background and elements of the plan, and asking residents what they value about their communities. Residents and business people were asked about challenges and opportunities in the corridor and their visions for the future of the area. The information and ideas offered informed decision-makers as they determined the scope and goals of the plan.

During the public comment period of Sept. 28 through Oct. 28, 2011, respondents posted their thoughts on boards at an open house and community events and submitted 98 public comments via the online questionnaire, mail and email.

February 2012 to August 2012: How should the wide range of potential projects be narrowed?

The second public engagement stage of was held February 2012 to August 2012 and aimed to demonstrate and validate the screening process of narrowing the wide range of ideas to a narrowed list of potential projects.

From June 22 through July 31, 2012, project partners hosted an online, virtual open house. Participants in the online open house viewed video feeds that explained the purpose and process of the overall plan. Participants were then directed to a related questionnaire that asked whether the sources of projects for the corridor were considered comprehensive and if the process for narrowing that list to move forward reflected the values of the communities in the corridor. The questionnaire received 543 responses.

An existing conditions summary, an executive summary and technical reports were produced during this time. Outlining the unique physical, economic and demographic elements of the corridor, the reports identified existing challenges and potential opportunities in economic development, housing choices, natural areas, trails and health for the corridor.

August to December 2012: How should investments be prioritized?

The third public engagement stage was held August to December 2012 and aimed to set the framework for shared investment strategies based on potential projects that were identified in the previous stage.

From Nov. 14, 2012 to Jan. 1, 2013, project partners hosted the online interactive Shape Southwest game and associated questionnaire. A paper version of the questionnaire was distributed in English, Spanish and Vietnamese to libraries and agencies serving environmental justice communities to engage residents without computer access. Community planning forums were convened on Oct. 9 and Dec. 3, 2012. During this time, project staff hosted booths at community events and briefed community groups, specifically to engage environmental justice communities. Additionally, community group briefings were held by project partner staff focusing on the local land use plans but also highlighting the Southwest Corridor Plan.

Public engagement at this stage of the plan focused on discussions of the benefits and tradeoffs of different types of investments, beginning with the premise that we cannot afford everything. Benefits and tradeoffs were framed by the Southwest Corridor Plan goals of health, access and mobility, and prosperity in the Southwest corridor.

During the public comment period, 2,098 people visited the project website to learn about the Southwest Corridor Plan, 695 submissions to Shape Southwest were made, 471 electronic questionnaires were submitted, and 20 paper-version questionnaires were received. Two Spanish-language questionnaires and no Vietnamese-language questionnaires were received.

January to July 2013: Are these the right things to move forward?

During this stage of public involvement, project staff provided briefings to community groups and municipal committees and sponsored public events to gather feedback that will inform decision-making. Events included an open house hosted by SW Neighborhoods, Inc. on April 25, participation in the Tigard Town Hall on April 30, an economic summit on May 21 and a community planning forum on May 23 to gather feedback on potential projects and the draft high capacity transit alternatives. This opportunity for input was replicated through an online questionnaire that was open between May 23 and June 26. The public reviewed the Southwest Corridor Plan staff draft recommendation and gave feedback in an additional online questionnaire from June 11 to 26. The draft recommendation was also the focus of the final community planning forum on June 26.

What are people saying about the transit alternatives and staff draft recommendation?

- There is strong support for high capacity transit in the Southwest corridor.
- Citing the need for better local transit service and more transit connections, coupled with the anticipated growth in the corridor, many people prioritize extending high capacity transit to the furthest extent possible, with Sherwood as the destination.
- While the individual responses are mixed, taken as a whole there is support for carrying forward both bus rapid transit and light rail transit for further study in the next phase of the plan.
- People overwhelmingly support studying a bus rapid transit that runs mostly or exclusively in a dedicated transitway.
- There is overall support for the other elements of the recommendation that call for:
 - enhanced local transit service
 - transit related roadway, biking and walking projects
 - roadway, biking and walking projects related to local aspirations
 - parks and natural resources projects
 - development strategy that stimulates private investment.
- The three highest priorities for Southwest Corridor Plan outcomes were:
 1. better transit (quicker trips, more local service and easier walk to a MAX or bus rapid transit station)
 2. access and mobility (more and better sidewalks and bikeways, reduced time in traffic or at lights)
 3. feasibility (cost, funding potential and support).
- Environmental justice organizations' representatives prioritized the plan outcomes differently than the majority of the public who provided input; their three highest priorities were:
 1. equity (fair distribution of benefits and burdens)
 2. healthy communities (access to parks, trails, and natural areas, more walking and biking opportunities)
 3. a tie between prosperity (more jobs, development, housing) and access and mobility (more and better sidewalks and bikeways, reduced time in traffic or at lights).

Getting to the plan

To create the Southwest Corridor Plan, representatives of cities and counties throughout corridor looked to local land use plans and policies to identify areas where the community wanted to focus new development. Four plans in particular helped identify the local vision for in key areas of the corridor: Portland's Barbur Concept Plan, Tigard's High Capacity Transit Land Use Plan, the Linking Tualatin plan and Sherwood's Town Center Plan. Building on these local visions, the project partners worked together to identify a potential high capacity transit alternative that could catalyze the corridor land use vision, and developed and narrowed a list of roadway, bicycle and pedestrian improvements that would support high capacity transit and make it work better for the corridor. This work led to the recommendations in this Southwest Corridor Shared Investment Strategy. The strategy will help guide funding collaboration and coordinated implementation of opportunities throughout the Southwest corridor.

Barbur Concept Plan Creating a long-term vision for the six-mile Barbur Boulevard corridor from downtown Portland to the Tigard city limit, the Barbur Concept Plan recommends key transportation investments, stormwater solutions and changes to city policy and zoning.

Tigard High Capacity Transit Land Use Plan In this plan, Tigard developed land use concepts for vibrant station area communities and neighborhood centers that could support transit investments in a way that fits Tigard, helping to decide what growth will look like and where it should be located.

Linking Tualatin With this work, Tualatin is investigating locally preferred station areas and development typologies as well as policy, investment and code changes necessary to support high capacity transit and ensure it serves the city well.

Sherwood Town Center Plan Sherwood is identifying the best focus area for town center activity and development, creating a strategy for ongoing community success.



Southwest Corridor Plan Phase I milestones

September 2011



1 Identify policy framework and existing conditions



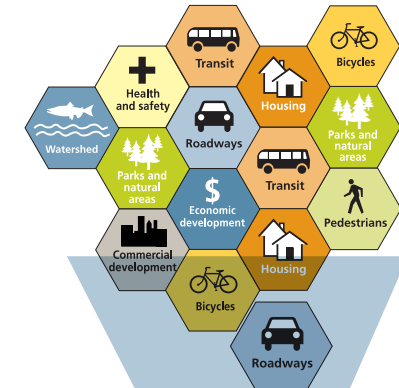
Opportunities and challenges

Goals and objectives

Evaluation criteria

July 2012

2 Develop wide range of alternatives



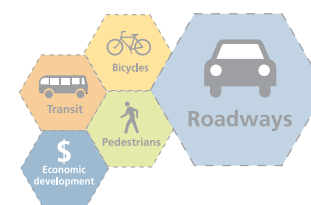
September/October 2012

3 Narrow range of alternatives

January 2013

4 Define bundles to test transit, roadway and active transportation project performance

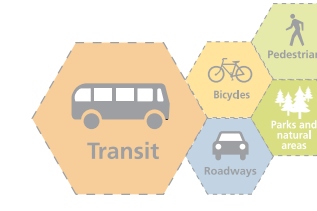
Example A



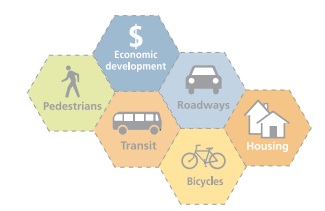
Example B



Example C



Example D



Spring/summer 2013

5 Develop shared investment strategy

6 Identify commitments and implementation strategy



Integrating public investments to support great places

The Southwest Corridor Plan aims to use limited public resources wisely by targeting them in identified “key places” to support the local land use vision. It also sets the stage to look at how investments in transportation projects, parks and habitat improvements can be made together. This allows for efficiencies in planning and the ability to achieve multiple goals in targeted areas. The Southwest Corridor Plan goals direct partners to collaborate, target resources and search for opportunities to leverage dollars.

Collaborate

The project partners agree to work together to implement common prioritized projects that support the corridor land use vision. The private sector can bring investment in buildings, retail businesses, and jobs that help make great places. Nonprofit partners and other public agencies play an essential role in ensuring that the Southwest corridor continues to equitably and sustainably provide opportunities for a diverse range of people and maintains the a connection to nature so important to current and future residents. In future phases, project partners should identify best practices and proven implementation strategies to help private, public and non-profit agencies work together to make the Southwest corridor vision a reality.

Target resources

Focusing on the Southwest Corridor Land Use Vision has enabled project partners to limit the number of projects included in the shared investment strategy. A smaller prioritized list makes it easier to work together to fund and implement a set of common priorities.

By working together and listening to the public, the project partners narrowed a wide ranging list of roadway and active transportation projects from almost \$4 billion to about \$500 million. The list includes projects that would be highly supportive of a future high capacity transit investment, and a strategic list of roadway and active transportation projects that support the land use vision in the corridor.

In future phases, project partners should identify best practices and proven implementation strategies to help private, public and non-profit agencies work together to make the Southwest corridor vision a reality.



Does the project support the community and corridor vision?

Does the project meet transportation needs and local land use goals?

Can we afford it and when?

Are there too many impacts?



The Southwest Corridor Plan also includes the region’s first coordinated list of parks, trails and natural resource projects for implementation in tandem with transportation projects to support the community vision. The project partners created a list of nearly 450 projects gathered from local parks master plans, habitat improvement lists, and other sources. This was narrowed to the smaller list of parks, trails and natural resource projects included in the shared investment strategy. The list serves as a strategic resource to help project partners identify projects that leverage the benefits of – and funding for – transportation projects in the shared investment strategy.

Leverage

Great places are defined by a mix of elements that come together in one location to meet a range of community needs. Investing in a road improvement might not create a great place by itself – but combining it with a trail, a culvert replacement and bus stop improvements could help that public investment catalyze the market and attract private investment to build the community vision.

As a shared strategy, the narrowed lists of projects contained in this recommendation can serve as a tool for agencies when making future investment decisions. Continued communication is critical, both within agencies (e.g., city transportation, parks and environmental services departments) and between agencies (e.g., city transportation and county transportation or TriMet).

Great places are defined by a variety of elements that come together in one location to meet a range of community needs.



Shared investment strategy

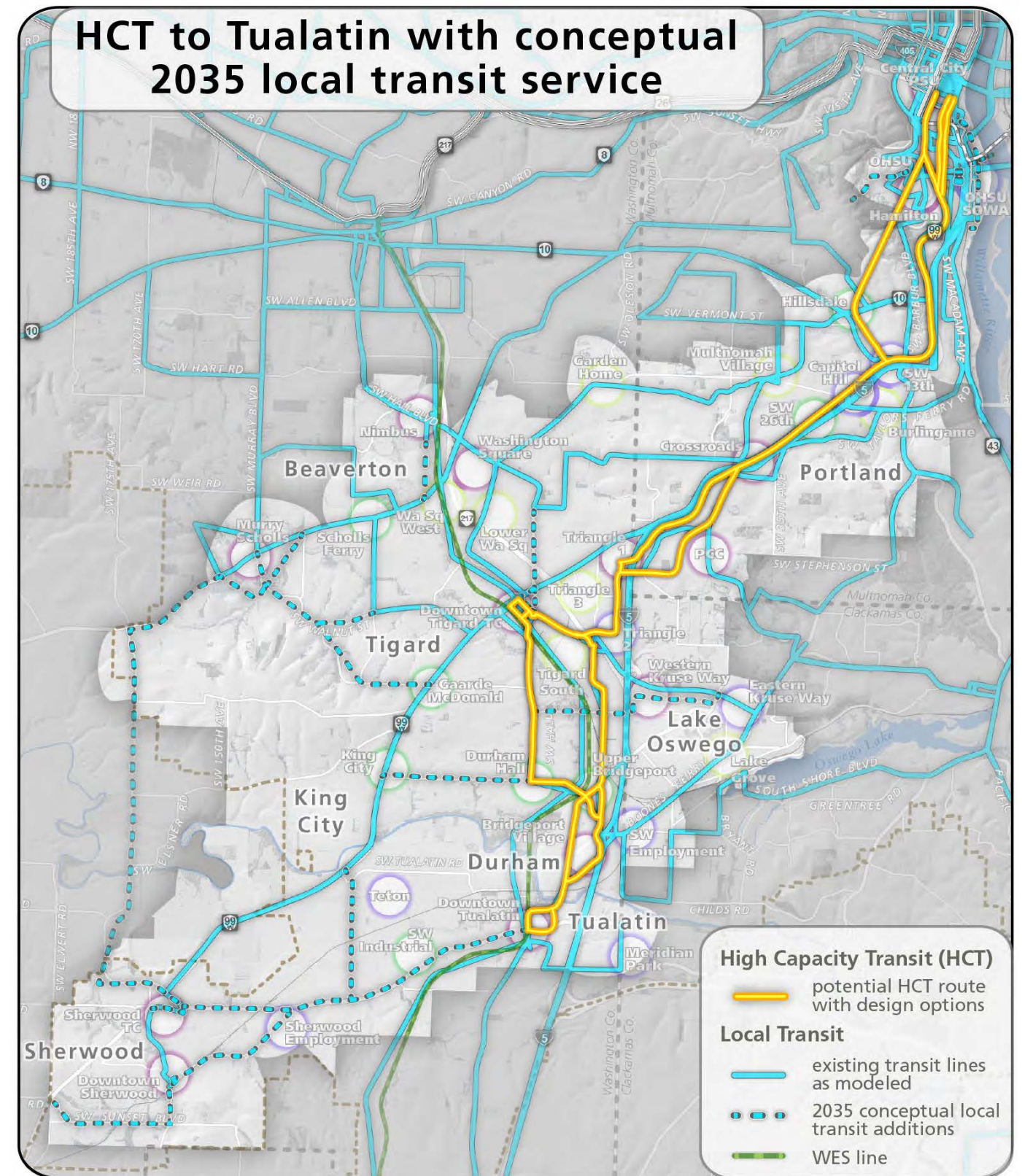
The Southwest Corridor Plan and Shared Investment Strategy is an outcomes-oriented effort targeted towards implementing the projects that support the corridor land use vision over the next 15 years. This includes a strategic project list for transit, roadway, active transportation and parks and natural resources as well as ideas for policy change and development strategies. The Southwest Corridor Plan evaluation, project partner priorities and public input provided the foundation for the Southwest Corridor Shared Investment Strategy.

It is understood that many Southwest corridor communities have transportation and other needs outside the boundaries of this plan, and will likely consider significant investments in other corridors during the time frame covered by the Southwest Corridor Plan. The Southwest Corridor Shared Investment Strategy is not intended to be a comprehensive listing of all priority projects in the area. Rather, it is a list of projects and policies that best meet the land use goals and objectives approved by the Southwest Corridor Plan Steering Committee in this early phase of the project. As project partners consider development and transportation needs in a variety of locations and corridors in their communities, the shared investment strategy defines actions that are critical to supporting the Southwest Corridor Land Use Vision.

Investments in the public realm

As people and employers seek to locate in the corridor, worsening traffic congestion will impact economic development and livability in the area. In light of this, as well as local land use aspirations, the Southwest corridor was selected by regional leaders as the next area to study for a potential set of investments to address access issues in the corridor. In combination with other investments to support transportation choices (driving, biking, walking and transit) a new bus rapid transit or light rail line would provide better access to jobs in the corridor and encourage development in key places while protecting the character of single-family neighborhoods.

In July, the Steering Committee is being asked to give direction on three main questions to further narrow the options for a potential high capacity transit investment to serve the corridor land use vision. These questions include: 1) modes (bus rapid transit and/or light rail) for further study, 2) percentage of bus rapid transit dedicated transitway, and 3) the destination of a potential high capacity transit investment. In the year following this recommendation, a refinement phase will give more information and help the project partners define a possible project for analysis under the National Environmental Policy Act (NEPA).



Note: Potential local transit service additions are conceptual only at this point. TriMet will work with local jurisdictions to determine service needs and will match service increases to available funding.

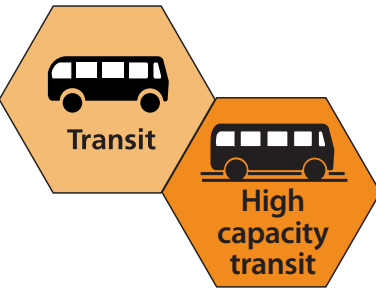
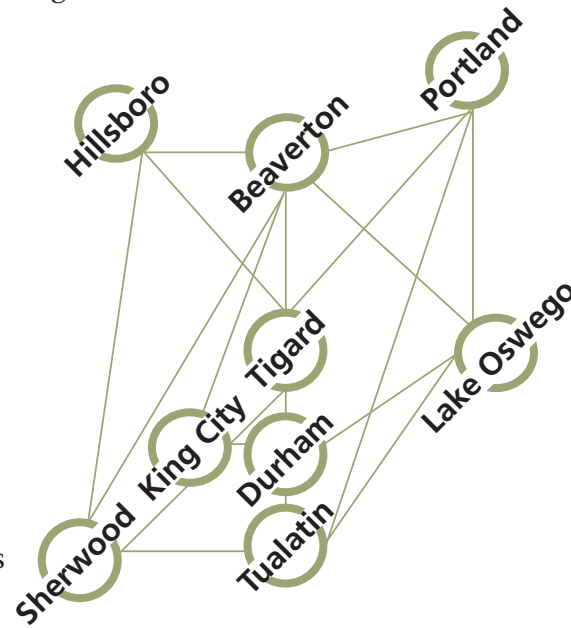
Transit recommendation

Local service/Southwest corridor service enhancement

Local transit connections will be essential to achieving the land use vision in the Southwest corridor, as well as to the success of a potential high capacity transit investment. In 2013-2014, TriMet will work with Southwest corridor jurisdictions and stakeholders to develop the Southwest Service Enhancement Plan.

Southwest Service Enhancement Plan This recommendation directs TriMet to implement Southwest Service Enhancement Plan to provide the following:

- transit service that connects key Southwest corridor locations quickly and reliably to one another and to a potential high capacity transit line
 - Locations include but are not limited to: Beaverton, Washington Square, Lake Oswego, King City, Durham, Tualatin industrial areas, and downtown Sherwood.
 - Service includes improved local transit circulation from the Southwest corridor throughout Washington County, including connections to northern Washington County.
- improved local transit connections to Westside Express Service
- capital improvements necessary to achieve higher transit system functioning, such as queue jumps and/or re-orientation of existing transit lines to better connect key corridor areas and a future high capacity transit system
- identification of improvements cities and counties can make for better transit access (e.g., sidewalks and safe pedestrian crossings).

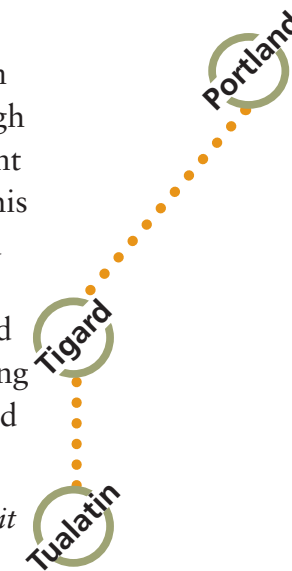


Quality of bus rapid transit As bus rapid transit is studied as a potential high capacity transit mode, it is recommended that between 50 and 100 percent of the route runs in exclusive right of way. Federal Transit Administration New Starts funding is only available for bus rapid transit projects with 50 percent or more of the project in dedicated transitway, and experience around the U.S. and internationally suggests that bus rapid transit with a higher level of exclusive transitway would best support the Southwest Corridor Land Use Vision. The Institute for Transportation & Development Policy has developed a bus rapid transit certification system that rates project performance. As bus rapid transit advances for further study, it is recommended that project partners aim for a project that meets Institute for Transportation & Development Policy certification standards.

Destination The recommended destination for further study for a high capacity transit investment is Tualatin, via Tigard. This recommendation is based on ridership potential, operational efficiency, and plans for increased housing and employment in Tigard and Tualatin.

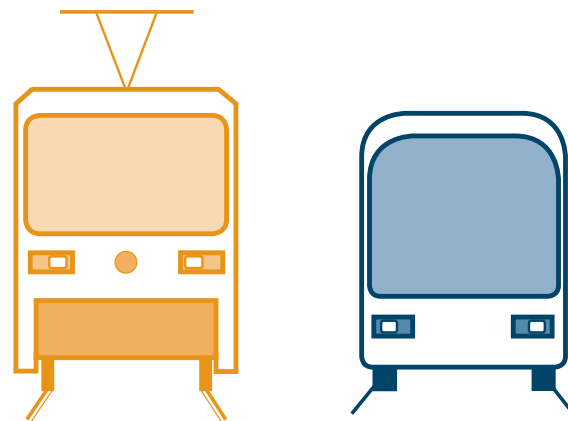
Note: A high capacity transit alignment will not be on Interstate 5 or Highway 99W southwest of the I-5/99W intersection.

Funding The steering committee recommends that project partners work together to develop a funding strategy for the Southwest Corridor Plan that includes local, regional, state and federal sources. Capital funding for



High capacity transit

Mode Both light rail and bus rapid transit are recommended as modes for further study based on (1) the high ridership potential of both modes and (2) the need for additional design in order to produce more accurate capital cost estimates that clarify tradeoffs among cost, operating efficiency and ability to support the Southwest Corridor Land Use Vision.



Bus rapid transit: Exclusive transitway or mixed traffic?

Bus rapid transit is a highly flexible and versatile transit mode. This means it can be difficult to define, and bus rapid transit projects are often under pressure to cut costs by reducing how much of the line runs in dedicated right of way.

A bus rapid transit project that runs in mixed traffic is less expensive to construct – it is also more expensive to operate, is slower and offers less certainty about arrival and departure times. Bus rapid transit in mixed traffic can be an improvement over local buses without transit priority treatments, but it cannot attract as many riders as bus rapid transit in exclusive lanes.

The BRT Standard by the Institute for Transportation & Development Policy is one way of rating the value of an individual bus rapid transit project. Using such a rating system creates an inherent pressure to make a high-performing project, and creates a healthy tension against the tendency to lower cost, but lower benefit, solutions. The standard is very high – there are only 12 gold standard projects in the world, none of which are in the United States.



For more information on the BRT Standard by the Institute for Transportation & Development Policy, visit www.itdp.org/microsites/the-brt-standard-2013/.

construction of major transit projects comes from a variety of sources, including competitive grants and federal, state and regional funds. Transit operations (both bus and high capacity transit) are funded by passenger fares and a regional payroll tax. Any high capacity transit project would likely seek competitive federal funding through the Federal Transit Administration (FTA) which has contributed more than half the total funding for MAX projects to date. Even with a federal grant effort, high capacity transit will require a corridor-wide funding strategy that secures and leverages new resources. An FTA grant would most likely require a 50 percent match which can include local, regional, state and other non-FTA federal funds.

Steering committee decisions: High capacity transit

With this recommendation, the steering committee will have narrowed the potential high capacity transit alternatives/concepts from 10 to two.

Future decisions will include determining the alignment, lane treatments, specific funding strategies, mode, station locations and connections for the rest of the transit system.

October 2012	July 2013	mid-2014	early 2017
Narrow from 10 alternatives concepts to five	<ul style="list-style-type: none"> • Direction on Southwest (Transit) Service Enhancement Plan • Policy direction on “level” of bus rapid transit for further study • Which modes to carry forward for further study • Destination 	<p><i>Refinement</i></p> <ul style="list-style-type: none"> • Alignments <ul style="list-style-type: none"> • Naito or tunnel? • Direct connection to PCC? • Hall or 72nd? • Add a lane or convert a lane? • Potential station locations • Funding strategies 	<p><i>Draft Environmental Impact Statement</i></p> <ul style="list-style-type: none"> • Mode • Station locations • Transit system connections

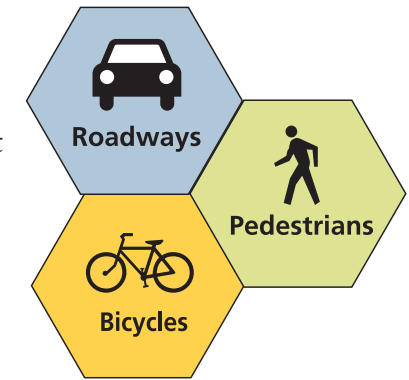
Earlier decisions

The October 2012 narrowing decision removed several options from further consideration: 1) streetcar as a mode, 2) high capacity transit connection between Tigard and Sherwood on Highway 99W, and 3) the idea of adding or converting an Interstate 5 lane for high occupancy transit use. It also tabled consideration of WES improvements for another time and process.

The steering committee looked at potential impacts to auto and freight movement as well as local community land use goals to guide its narrowing decision. For instance, all high capacity transit options were routed away from Highway 99W southwest of the Interstate 5/Highway 99W intersection to avoid severe impacts to auto and freight movement as well as commercial activities. Equally important is the need to provide transit connections to potential station communities in Tigard and Tualatin, specifically the Tigard Triangle, downtown Tigard and downtown Tualatin.

Roadway and active transportation recommendation

Over the past 18 months the project partners worked to narrow a large list of roadway and active transportation projects to a smaller list of projects that are most supportive of the high capacity transit recommendation and the Southwest Corridor Land Use Vision. Project partners narrowed from close to \$4 billion worth of projects to around \$500 million. This agreed-upon narrowed list of projects sets the stage for the project partners to cooperatively identify and leverage funding from a variety of sources. This will be critical, in light of the severe constraints on available transportation funding. Even the narrowed list of roadway and active transportation projects is more than five times greater than the projected \$60 million in state and regional funds anticipated to be available in the corridor over the next 15 years.



Projects on the narrowed list fall into one of two categories:

1. Projects to be studied further in the Southwest Corridor Plan refinement phase

This includes roadway and active transportation projects that could be highly supportive for the success of a high capacity transit investment. However, even if a high capacity transit investment advances, not all of these projects can necessarily be included in an eventual funding package. Which projects advance along with a potential high capacity transit investment will be a future decision based on judgments by project partners during refinement in an effort to best match Federal Transit Administration funding requirements. Those projects that are not included in a high capacity transit funding package will still be available to the partners for further project development, including the pursuit of other funding opportunities.

2. Narrowed list of projects that have been identified as highly supportive of the Southwest Corridor Land Use Vision

These projects include roadway and active transportation projects that are available for further project development by project sponsors. Each project has been identified as highly supportive of a particular land use type in the corridor: commercial, freight/employment, mixed use, or higher intensity residential. Projects were selected based on geographic factors, project characteristics, stakeholder input and/or evaluation results.

These lists are not intended to identify all projects that are important to communities in the Southwest corridor. Instead, they represent a set of projects that are highly supportive of corridor land use and high capacity transit goals based on the narrowing approach intended to target and leverage limited public dollars. The lists will inform local capital improvement plans and transportation system plan development, TriMet’s Transit Investment Priorities, and the next update of the Regional Transportation Plan. Projects on local and regional transportation investment plans that are not included in the shared investment strategy will remain on those local and regional plans unless the jurisdiction chooses to remove them.

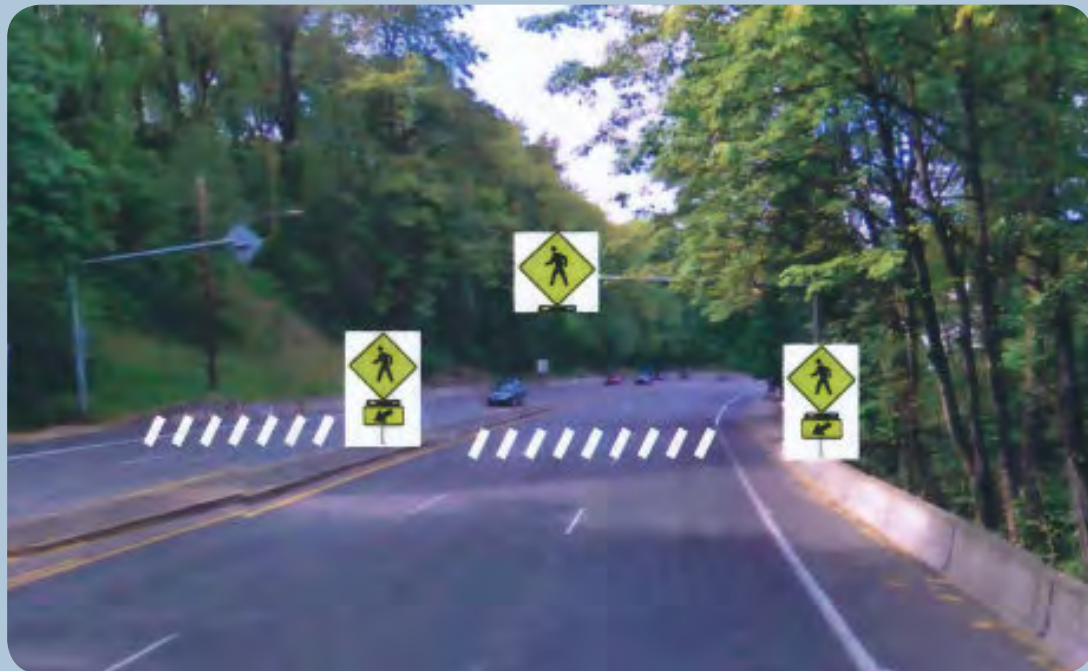
Attachment A includes maps, the project lists and narrowing criteria.

Early project implementation

In locations throughout the corridor, project partners are already making investments that support the Southwest Corridor Plan Land Use Vision, both independently and in collaboration with other corridor partners. For example, in Sherwood, the Cedar Creek trail is funded and proceeding toward construction. In Portland, Multnomah Boulevard from Barbur to Southwest 45th Avenue is being reconstructed to urban standards, including curbs and sidewalks. When complete, it will improve bicycle and pedestrian safety and connect the potential Capitol Hill/Barbur Boulevard high capacity transit station with nearby Multnomah Village. In addition, ODOT and TriMet have identified a series of low-cost improvements that can be implemented quickly and are supported by the local jurisdictions and the public. These include projects on Barbur Boulevard/Highway 99W that improve access to transit, fill pedestrian gaps or fill bicycle gaps, such as:

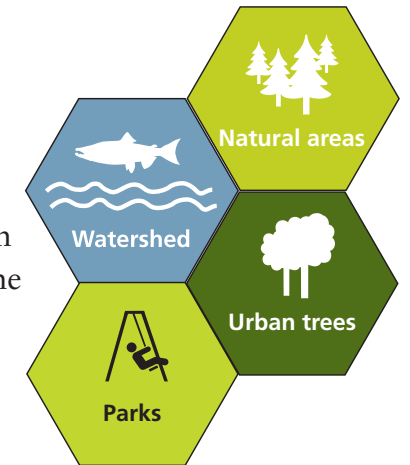
- Southwest Barbur at Southwest Bertha Boulevard bike lane markings
- Southwest Barbur at Southwest 13th Avenue crossing improvements
- Southwest Barbur at Southwest Alice Street crossing improvements
- Barbur Transit Center access improvements
- OR 99W at Bull Mountain Road sidewalk/bus stop improvements
- OR 99W at Durham Road illumination improvements
- OR 99W at Hazelbrook Road sidewalk/bus stop improvements.

These projects are expected to be completed in the next two to three years.



Parks, trails and nature recommendation

People consistently point to the parks, trails, natural areas and urban tree canopy as essential elements of what draws them to live, work and play in the Southwest corridor. Gathering information from local plans, project partners compiled a list of nearly 450 “green” projects in the corridor including parks, trails and natural areas as well as water quality improvements and natural resource enhancements like improved wildlife habitat corridors and replacing or retrofitting culverts for fish passage. The projects on the list were screened based on how they would support the Southwest Corridor Land Use Vision, a potential high capacity transit investment, and important water resource and regional trail connections.



1. Work together to secure funding for and implementation of the highest priority parks, trail and natural area projects for people and places

As the high capacity transit alternative is refined, partners should continue to sort and prioritize this green project list, examine likely funding sources and develop a collective strategy for grant writing and strategic use of existing or new funds. The project list and related maps can be used to coordinate across jurisdictional boundaries and select park and trail projects that support transit and new land uses. Additionally, green street designs that incorporate tree planting, vegetated storm water facilities and other low impact development approaches are recommended, softening the landscape for residents and visitors to the area and increasing people’s access to nature.

2. Support habitat and water quality projects that deliver the greatest return on investment

Project partners should identify the highest value natural resource investments and work together to fund and implement those projects. This project list and approach offers an opportunity to focus on large projects that can achieve measurable ecological and financial benefits. Wherever possible, partners should work to avoid negative impacts to the highest quality areas while also enhancing those areas where water quality, wildlife habitat and recreation benefits are greatest.

Project implementation could be organized into broad strategies that include: stream and wetland enhancement, outfall and water quality facility retrofits, culvert replacements to improve fish passage and reduce risks to infrastructure, preservation of high quality fish and wildlife habitat, and enhancement of important but degraded habitats. Private land owners can also be involved through outreach and education efforts that improve stream function, water and habitat quality throughout the watersheds.

Attachment A includes maps, the narrowed list of projects and the parks and natural areas narrowing criteria.

Achieving desired development: Regulatory environment and financial incentives

The public sector plays a key role in realizing a community's land use vision. Often, the development forms desired by communities are limited by the regulatory environment or not financially feasible. Two important tools can help the public sector set the stage for development consistent with community goals. Those tools are 1) changes to the regulatory framework and 2) providing financial incentives. Together, these actions can catalyze market value and stimulate private investment.



Regulatory environment The regulatory framework is the area in which the public sector has the most control over development outcomes. This includes zoning codes and policies that relate to land development. Public sector policy changes can help local land use visions become a reality by making them the easiest thing to do. Southwest Corridor Plan partners should work together to create a regulatory framework that is predictable and efficient creates certainty in the private market and helps the community get high quality development in locations where it is desired.

Financial incentives The public sector can also help catalyze development through the strategic application of financial incentives that support new development forms that may be “ahead of the market.” In particular, development forms that are mixed use or multi-story are often more risky and expensive. Through creative financing strategies and tools, the public sector can help offset these risks and higher costs, helping to build value in the market and, eventually, enabling private investments to be made without public support.

Case study: Tigard Triangle

The Tigard Triangle is identified as an essential place for the Southwest Corridor Plan. It is envisioned as a pedestrian-friendly place with a mix of uses and an increased residential presence. The case study project is located near the potential high capacity transit line.

Analysis of development readiness in the Tigard Triangle highlighted issues with the current regulatory framework and identified the need for key public investments to spur the market to support development forms consistent with the local land use vision. The following actions can remove barriers and improve the financial feasibility of development consistent with that vision.

1. Ease parking minimums to enable top-quality office and retail development currently constrained by parking minimums. Strategies to address this include:
 - Parking reductions that are phased in over time. This would include reducing minimums for retail, office and housing. This could help achieve transit-supportive densities and increase leasable square footage.
 - As development begins to take place, and there is an increase in transit access, a parking management strategy (combined with phased parking reductions) could provide significant benefits. There is opportunity for shared parking between office and retail uses, for example.
2. Use layered landscaping to maximize leasable square-footage, reduce operating costs, and increase habitat value in an urbanizing area.
3. Make investments that increase transit access (such as connections to the Tigard Transit Center, increasing higher level of connectivity within the Triangle and enhancing walkability). This will help increase the area's attractiveness and value, directly impacting achievable rents and the project's potential return on investment.
4. Consider land banking developable parcels, since land values are relatively low in the Tigard Triangle today, and public partners could aggregate land for more efficient development with a higher impact.



Case study: Capitol Hill (Portland)

The Portland project example is located in the Capitol Hill area and is envisioned as a transit-oriented residential neighborhood with a mix of supporting uses. The case study project is located along the potential high capacity transit line.

Analysis of development readiness in this portion of the corridor in Southwest Portland highlighted issues with the current commercial zoning and identified a catalytic investment opportunity that would leverage development consistent with the land use vision. The following actions could help remove barriers and improve the financial feasibility of development consistent with Portland's land use vision.

1. Provide public sector support for new development forms. Strategies to address this include:
 - Public ownership of the land enables the value to be written down, which could provide a multi-million dollar savings to the developer.
 - Utilizing the Transit-Oriented Tax Exemption could provide a significant financial incentive to developers while resulting in additional community benefits such as workforce affordable housing units.
 - Investments that enhance pedestrian and bike facilities as well as increase access to more local amenities help increase the area's attractiveness and value, directly impacting achievable rents and the project's potential return.
2. Focus development codes on context appropriate design and transitions with existing uses:
 - Smaller building mass and stepbacks better fit the character of the neighborhood and intensity of nearby uses, while enabling improved connectivity in the street network.
 - Surface parking at low ratios does not occupy a majority of the site, supporting this design alternative and reducing construction costs significantly.
3. Focus retail uses in nodes along the corridor and provide plenty of opportunities for employment and residential uses around and between these commercial nodes.



Transit orientation and development readiness

There is growing demand for more compact urban development centered around transit, and this desire is expressed repeatedly in the land use visions of Southwest corridor communities. Research has shown that a few key measures can predict the readiness of an area to support walkable, mixed-use development. In turn, this type of development increases transit ridership and reduces vehicle miles traveled. Metro's transit-oriented development strategic plan (Metro, 2011) identifies a transit orientation measure as a composite of the following physical/demographic characteristics:

People The number of residents and workers in an area has a direct correlation with reduced auto trips.

Places Areas with commercial urban amenities such as restaurants, grocers and specialty retail not only allow residents to complete daily activities without getting in a car, but they also improve the likelihood of higher density development by increased residential land value.

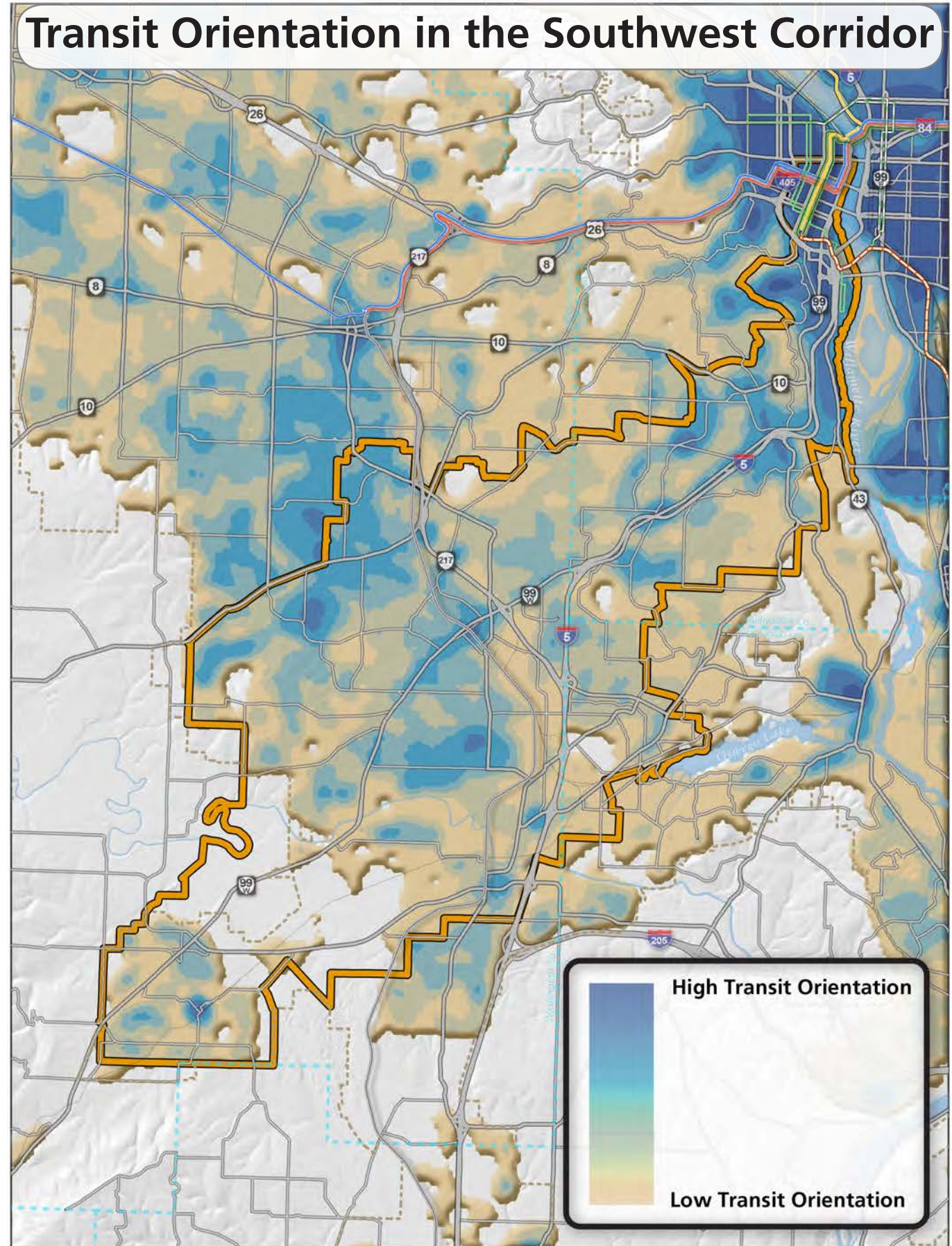
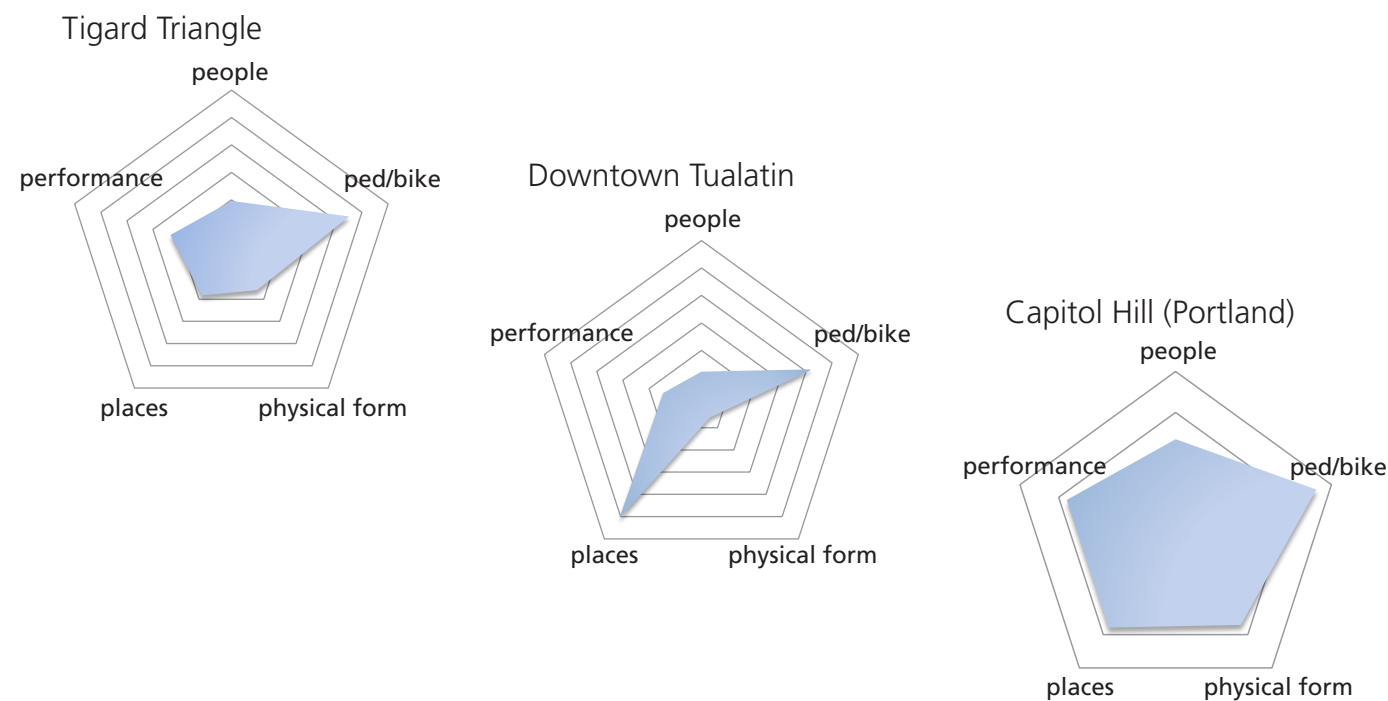
Physical form Small block size promote more compact development and walkability.

Performance High quality, frequent bus and rail service make public transportation more reliable means of getting around and can be correlated to less driving.

Pedestrian/bicycle connectivity Access to sidewalks and low stress bikeways encourages many more people to walk or cycle to transit and neighborhood destinations.

The graphs below show how selected areas of the corridor perform against this transit orientation measure. The map to the right shows the relative transit orientation of areas in the Southwest corridor in 2011. This map and others like it helped determine the highest value location for a potential high capacity transit investment.

Transit orientation measure graphs, selected corridor locations



New Starts funding competitive advantage

By setting the right regulatory and financial environment, the public sector can catalyze the development market and, ideally, make the region more competitive for capital construction dollars from the Federal Transit Administration's New Starts grant program, which would likely be a key element of a high capacity transit funding strategy. The policy guidance for the New Starts and program provides measures that will be used to evaluate projects. The policy guidance sets out a series of actions that local governments can take to leverage a transit investment, including plans, policies and financial incentives support the adjacent land use and, ideally, bring more transit riders to the system. The guidance prioritizes actions that support these outcomes:

- additional, transit-supportive development and redevelopment
- preservation or increase in the affordable housing supply
- increased population and employment density.

The New Starts policy guidance gives higher rating to places that have adopted plans, policies and incentives in place to support transit. Locations with built "proof of concept" transit-oriented projects rate the highest. This means the more quickly the Southwest corridor establishes transit-supportive policies and initiates financial incentives, the better positioned it will be to compete for federal funds. These actions also prepare the corridor now for transit-oriented development, rather than waiting until after transit is built and experiencing a slower return on the transit investment.

Public benefits

By aligning the regulatory framework, offering financial incentives to catalyze development, and prioritizing transit-supportive capital investments in the public realm, the public sector has a tremendous opportunity to create successful places that reflect the Southwest Corridor Land Use Vision.

These investments help ease traffic congestion and enhance the attractiveness and market appeal of the corridor. Through public-private partnerships, catalytic projects show what is possible for future development, setting the stage for more private investment in the area. Early development projects bring more people to specifically chosen locations in the corridor, which in turn attracts more amenities and private investment to the area.

Revitalizing and re-orienting properties in station areas can also strengthen the fabric of the local community, creating places where people want to be. Public investments that create beautiful public spaces and pedestrian streetscapes draw residents and visitors to spend time there. Projects that re-energize underperforming suburban office parks and commercial strip malls into housing choices and employment opportunities attract existing and new residents. With more people and

With more people and places to go in the corridor, these developments leverage additional ridership, creating greater efficiency in the transportation network and leveraging the corridor's transit investment. At the same time, the character of existing neighborhoods remains intact.

places to go in the corridor, these developments leverage additional ridership, creating greater efficiency in the transportation network and leveraging the corridor's transit investment. At the same time, the character of existing neighborhoods remains intact.

Locating more jobs and housing choices near transit – and attracting additional retail and services – not only spurs economic activity, but it also increases the overall market value in the corridor. As a result, the public sector sees a positive financial return on a high capacity transit investment – both from higher use and from the increase in tax revenue from redevelopment and its effect on the value of surrounding properties.

Parks can be key to economic development

Traditionally, parks have been developed to fill service gaps, and natural areas are purchased to protect resources. But a new perspective is emerging: Parks, trails and natural areas can be sited where development would benefit from their proximity. A growing body of evidence demonstrates how public amenities such as parks, natural areas, trails, street trees and other investments that add more nature to urban areas contribute to higher land values.

In 2012, Metro investigated the connection between access to nature and economic development within a community. The discovery: A strategy of investing in parks and open space is not contrary to a community's economic health, but rather it is an integral part of it. Integrating natural features into development helps ensure a high quality of life and a connection to nature. Additionally, when people are drawn to public spaces, they interact as neighbors, and this interaction builds stronger, healthier, more prosperous and more engaged communities.

For the full report, see: A synthesis of the relationship between parks and economic development (Metro, 2012), at www.oregonmetro.gov/naturalareas.



Toolbox: Regulatory framework that sets the stage

The Southwest Corridor Land Use Vision expresses the collective aspirations of the communities in the Southwest corridor. High capacity transit has the potential to have a catalytic effect on adjacent land uses and help achieve this vision. This will work best if transit supportive regulations and policies are in place well in advance of the high capacity transit investment. These policies will both support the land use vision now and to help to achieve the community's desired goals over time. There are a number of regulatory tools and strategies that can help foster transit ready communities; however, their application differs greatly depending on the context in which they are applied.

Attachment B describes in detail these key transit supportive policies and regulatory tools. Specific project examples of how these tools can be applied are also included to illustrate how the changes can raise the development potential within the corridor. Policies for consideration include:

- zoning code changes
 - examining density maximums and building height
 - non-compliant use provision
 - stepbacks
 - commercial corridor assessment
- parking requirements and parking management
 - trip generation reductions
 - responsive parking ratios
 - shared parking
 - unbundling parking
- design code changes
 - layered landscapes and active open space
 - ground floor active use provisions.

Attachment B includes the full policy toolbox, which includes a representative list of possible regulations.

Toolbox: Financial incentives that set the stage

In addition to regulatory and policy changes, the public sector can help stimulate investment in strategic locations. These tools can help bridge the financial gap between what is financially feasible today and what is desired by the community. In many cases the community's vision is above and beyond what the current market can provide. Investments in the public realm (such as streetscape enhancements and transit investments) are one way to send a message to the private sector that the public is committed to making the community vision a reality. Direct financial incentives provided to key catalytic projects offer a "proof of concept" – and through strategic investment in such projects, can lead to increased value in the market. Eventually, this can allow for private investment without public support.

Current market conditions in the Southwest corridor are not supportive of many development forms that are envisioned by the local communities. In particular this is true in areas that would like to see more walkable, attractive and business-friendly neighborhoods than exist today. The financial incentives toolkit section of Attachment B highlights key financial tools that are available to public sector partners to leverage investment and new development in specific Southwest corridor locations. The project examples illustrate how these incentives can help fill the financial gap and achieve the desired development outcomes in the corridor. Tools recommended for consideration by public sector partners in areas of change throughout the Southwest corridor include:

- Transit Oriented Tax Exemption (TOTE)
- Vertical Housing Program
- brownfield cleanup
- System Development Charges strategies
- urban renewal
- Transit Oriented Development Program
- land acquisition and banking.

Attachment B includes the full financial incentives toolbox, which includes a representative list of possible incentives.

Documents that support this action and provide key information for further phases

www.swcorridorplan.org/projectlibrary

Charter Dec. 12, 2011

Health assessment January 2012

Opportunity and housing report January 2012

Vision, goals and objectives May 14, 2012

Existing conditions summary report April 18, 2012

Project lists and development process

Southwest corridor economic development conditions, stakeholder perspectives and investment alternatives Jan. 24, 2013

Project bundles Feb. 5, 2013

Evaluation report

Evaluation documents for future project phases

Development case studies

Public involvement report

Alternatives Analysis (for submittal to FTA)

Southwest Corridor Plan recommendation attachment A: Roadway, active transportation and green projects map book and project lists

Forward: What's next for the Southwest Corridor Plan?

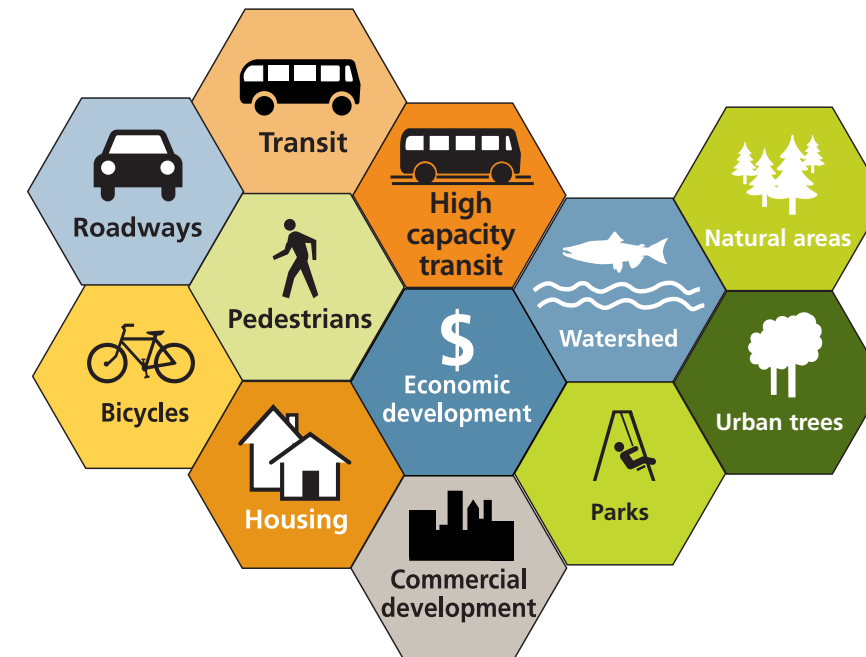
During the months following the steering committee recommendation, the boards and councils of plan partners (cities, counties and agencies) will take action on the Southwest Corridor Plan.

Project partners will continue to meet during the 2013-2014 refinement period to consider high capacity transit options and guide transit Service Enhancement Plan decisions and strategic project development for priorities identified in the Southwest Corridor Shared Investment Strategy.

Project partners will collaborate to develop an implementation structure that maximizes the potential for project success. This structure will consider:

- community partners
- public/private/non-profit partnerships
- citizen engagement
- innovative and collaborative funding mechanisms.

As the partners work to advance projects in the Southwest Corridor Shared Investment Strategy, they should consider other regional plans such as the Regional Trails Plan and the Active Transportation Plan. At the end of the refinement period (in mid-2014), the Southwest Corridor Plan Steering Committee will decide whether to advance a high capacity transit project for further consideration in a Draft Environmental Impact Statement (DEIS) under the National Environmental Policy Act (NEPA).



Southwest Corridor Strategic Investment Strategy action chart

July steering committee recommendation	Responsibility for implementation					
	Who implements		When	Funding for work	Notes	Target date for next steps (if applicable)
	Lead	Partners				
Decision to refine high capacity transit alternatives for further study	Metro/TriMet	Cities, counties, ODOT	8/2013 – 6/2014	MTIP – Metro	Early 2014 SC agreement: 1. Refined high capacity transit project 2. Collaborative funding plan for DEIS 3. Preliminary funding strategy for high capacity transit project	Mid 2014: Begin Draft Environmental Impact Statement (DEIS) on high capacity transit alternative as refined by project partners Early 2017: Target end date for DEIS and Locally Preferred Alternative decision
Southwest Service Enhancement Plan	TriMet/Metro	Cities	8/2013 – 12/2014	TriMet with some Metro staff support	Vision for future transit service throughout the area, including connections to high capacity transit. Long-term enhancements will be guided by TriMet's financial capacity and by local jurisdiction access improvements	2015 and forward: Implement service enhancements and revisit over time based on local improvements
Southwest corridor Alternative Performance Measures	ODOT	Cities, Washington County, Metro	8/2013 – 6/2014	ODOT	Coordinate work during refinement of high capacity transit alternative	
Policies and incentives to address regulatory framework and financial incentives	Cities	Metro	Timing depends on jurisdiction needs and desires and direct connection to high capacity transit	Cities	Milestones for specific cities will be tied to progress on high capacity transit project with an aim to address FTA guidelines and help the region compete for federal transit funds	Spring 2014: Define specific policy considerations for project partners to pursue in coordination with DEIS and development of a Locally Preferred Alternative
Roadway and active transportation projects highly supportive of high capacity transit	Metro/TriMet	ODOT, cities, counties	8/2013 – 6/2014	Metro	During refinement, partners will determine which projects are integral to a high capacity transit investment	Mid 2014: Partners will define which projects are packaged with the high capacity transit alternative for NEPA
Roadway and active transportation projects highly supportive of corridor land use vision	Cities, counties, ODOT		As funding becomes available	Project sponsor	Project sponsors will take responsibility to implement their projects with some collaborative efforts to seek funding, particularly for projects identified as early opportunities; project sponsors actions may include project design and engineering, public outreach and working with regional partners to include the project in the Regional Transportation Plan	
Parks and natural resource projects	Cities, counties, Metro	Parks, environmental agencies and non-profits	8/2013 – 6/2014 for projects related to high capacity transit	Project sponsor and Metro will look at projects that could be part of high capacity transit alternative	Project partners will take responsibility to implement their projects and work collaboratively to seek grant opportunities and other funding	Mid 2014: Identify projects that may be part of high capacity transit alternative for NEPA

Attachment C

TUALATIN PLANNING COMMISSION -

MINUTES OF June 20, 2013

TPC MEMBERS PRESENT:

Alan Aplin
Jeff DeHaan
Cameron Grile
Steve Klingerman (arrived after Agenda Item 2)
Mike Riley

STAFF PRESENT:

Aquilla Hurd-Ravich
Ben Bryant
Lynette Sanford

TPAC MEMBER ABSENT: Bill Beers, Nic Herriges

GUESTS: Kathy Newcomb

1. **CALL TO ORDER AND ROLL CALL:**

Chair Riley called the meeting to order at 6:31pm. Roll call was taken.

2. **APPROVAL OF MINUTES:**

Mr. Riley asked for review and approval of the April 18, 2013 TPC minutes. MOTION by Aplin SECONDED by DeHaan to approve the April 18, 2013 minutes. MOTION PASSED 4-0

3. **COMMUNICATION FROM THE PUBLIC (NOT ON THE AGENDA):**

Mr. Riley asked Kathy Newcomb, who was in attendance, if she would like to speak. She stated that her comments could wait until after the Southwest Corridor Transit Evaluation Results presentation.

4. **ACTION ITEMS:**

5. **COMMUNICATION FROM CITY STAFF:**

A. Southwest Corridor Transit Evaluation Results and Draft Recommendation

Ben Bryant, Management Analyst, presented the Southwest Corridor Plan evaluation results and draft recommendation, which included a PowerPoint presentation.

Mr. Bryant explained the four objectives to this study:

- Accountability and partnership
- Prosperity
- Health
- Access and mobility

This project is being guided by a steering committee and their objective is to focus on our resources and study the options that are the most important. Metro, in partnership

These minutes are not verbatim. The meeting was recorded, and copies of the recording are retained for a period of one year from the date of the meeting and are available upon request.

with TriMet and the cities within the corridor, has developed a draft recommendation. The recommendation is split into two main sections. The first is a narrowing down of the number of high capacity transit options to move forward through additional study and public outreach. The second section identifies numerous other transportation projects that will support a future high capacity transit line. Mr. Bryant explained that City Council will be meeting on July 8th, to discuss input they will receive from TPARK, Planning Commission, and the Transportation Task Force.

Mr. Bryant stated that the draft recommendation regarding transit was to remove high capacity transit to Sherwood and the "Hub and Spoke" option. The "option to study more" includes the TriMet local bus service enhancement study, Bus-Rapid Transit to Tualatin, via Tigard, and Light-Rail to Tualatin, via Tigard. The exact alignments are to be determined through public process in 2014.

Mr. Klingerman asked if light rail is different from WES. Mr. Bryant responded that these are new light-rail lines. In October, the steering committee looked at improvements to WES, but the conclusion was that improvements to WES are needed and deserve its own study. WES will eventually connect to the new system.

Mr. Bryant explained that the draft recommendation also includes many projects identified during Tualatin's Transportation System Plan update that will support corridor-wide goals and high capacity transit alignment. These projects include:

- Tualatin-Sherwood Road Widening
- Boones Ferry Road Bridge Widening
- Cipole Road Widening
- Herman Road Improvements
- Tualatin River Greenway
- Nyberg Creek Greenway
- North/South I-5 Parallel Path
- Westside Trail

Mr. Bryant continued to discuss the slides which detailed the capital costs, annual operating costs, transit ridership through 2035, and travel times for each light rail and bus rapid transit option. Mr. Klingerman asked if the prices listed are in today's prices or based on when these options are built. Mr. Bryant responded that it's based on current prices and past projects. Mr. Klingerman asked if the prices include land acquisition. Mr. Bryant responded affirmatively.

When discussing the BRT to Tualatin slide, Mr. Bryant noted that this scenario is not intended to replace the 96 bus. If the end goal is to reach Portland, the 96 bus is the fastest option because it goes straight through. Mr. Bryant explained that the business community in Tigard was not in favor of parking or lanes being changed along 99W. Mr. Riley noted that a lot of the congested traffic in Tualatin, especially along Tualatin-Sherwood Road, is the result of through traffic; people making the trip from 99W to I-5.

As Mr. Bryant was discussing the Hub and Spoke option slide, Kathy Newcomb asked why this option is being recommended to be removed. Mr. Bryant stated the technical team looked at this option and realized that the cost was too substantial.

Mr. Bryant then went on to discuss the SW Service Enhancement Plan. This plan will study the demand for transit service to connect people with jobs and educational opportunities. It will also look at near-term and long-term enhancements and explore public-private partnerships.

Key findings include: strong future transit demand in the corridor, high capacity transit "trunkline" can improve local service, and all destinations need better transit service. Mr. Klingerman stated that the reason most people think high-capacity transit is needed and wanted is for clean air, less pollution, and resource of gasoline prices. He acknowledged that if the electric car community grows, what will happen to rapid transit. Mr. Bryant responded that without any improvements, this region is expecting a great deal of growth in employment and housing which will result in serious congestion. The assumption is that high capacity transit in this corridor is to help the community obtain the growth they need without the congestion. Ms. Hurd-Ravich added there is the extra factor of getting people to their jobs, especially if they do not own a car. In the Linking Tualatin studies, businesses stated that they are unable to hire people who live in Portland because those citizens are used to having transit available and are dependent on it. Mr. Riley added that the older population is also dependent on transit.

Mr. Bryant stated that TPARK was unanimous in their support of this draft recommendation, but wanted to make sure the Ice Age Tonquin Trail was on the list. The Transportation Task Force meeting will be held June 25, and it will go to City Council on July 8.

Mr. Dehaan stated that he was in support of light rail and wanted to make a motion to recommend. MOTION BY DeHaan SECONDED BY Grile to make a draft recommendation in support of the Southwest Corridor Transit Evaluation Results. MOTION PASSED 5-0.

Kathy Newcomb, commented that we need quick and convenient routes for commuters. Tualatin-Sherwood Road is very congested and businesses are suffering. She is in support of a hub from Tigard Transit Center to Tualatin and she is in support of a park and ride on 99W. Chair Riley and Ms. Newcomb engaged in further discussion.

Mr. Klingerman commented that he thinks light rail is the solution for the long term. He would urge the planners to make use of interim property that will not be available in 20 years, since property values will likely increase.

6. FUTURE ACTION ITEMS

Ms. Hurd-Ravich acknowledged that there are currently no action items planned for the July and August TPC meetings and asked the Commission members if they would like

to cancel the meetings. The next action item will be the chicken ordinance in October. It was decided that the July meeting will be canceled and a decision about the August meeting will come at a later date.

7. ANNOUNCEMENTS/PLANNING COMMISSION COMMUNICATION

Mr. Klingerman stated that the traffic signal at the Tualatin-Sherwood/Boones Ferry Rd. intersection needs to be adjusted. Ms. Hurd-Ravich responded that she will mention this to Kaaren Hofmann, the Engineering Manager, but the light cycles are timed by Washington County.

Mr. Klingerman asked if a right turn lane will be constructed at the Marquis project. Ms. Hurd-Ravich said she will check into it and get back to him.

8. ADJOURNMENT

MOTION BY Grile SECONDED by DeHaan to adjourn the meeting at 8:14 pm.
MOTION PASSED 5-0.

_____ Lynette Sanford, Office Coordinator



Attachment D
**Tualatin Transportation Task Force
Special Meeting**

DRAFT Meeting Summary

June 25, 2013; 5:00 pm
Tualatin Police Department
8650 SW Tualatin Road
Tualatin, OR 97062

Attendees:

Bill Beers	Ray Phelps
Lou Ogden	Cheryl Dorman
John Howorth	Jan Giunta
Candice Kelley	Kathy Newcomb
Bruce Andrus Hughes	Paul Morrison
Scott Miller	Linda Moholt
Mike Riley	Joel Davis
Joe Lipscomb	Leila Ahman, Metro
Nancy Kraushaar	Matt Bihn, Metro
Larry Harvey	

Staff:

Alice Cannon Rouyer	Aquilla Hurd-Ravich
Ben Bryant	Carl Switzer

Ben Bryant gave a presentation on this evening's topic: Southwest Corridor Plan. Alice Cannon Rouyer gave the accompanying PowerPoint presentation. Tonight's agenda is: 1) Receive project overview, 2) Review process for developing High Capacity Transit (HCT) route options, 3) Review evaluation results for HCT route options, and 4) Provide input on draft recommendation to City Council. Mr. Bryant reviewed "sneak peeks" into the draft recommendations regarding Transit and Roadway & Parks projects. Ms. Cannon Rouyer reviewed the message from the Task Force from Fall 2012. Mr. Bryant noted that Ms. Leila Ahman and Matt Bihn, of Metro, were present tonight to answer questions.

Mr. Bryant went through the SW Corridor Plan Objectives: Accountability and Partnership, Prosperity, Health, and Access & Mobility. The next slide addressed the SW Corridor Plan Collaborative Effort. He noted that Linking Tualatin is a guide for what we want to see in SW Corridor Plan. He then reviewed the HCT decision timeline for July 2012: Destination, Which modes to carry forward for study, Policy direction on level of BRT for further study, and Direction on SW Service Enhancement Plan. He went on to explain how we got to the alignments. Points considered when designing HCT route options were: 1) Evaluate existing and future conditions, 2) Gather public input, 3) Combine local land use plans, and 4) Identify key places.

Mr. Bryant gave an overview of the Corridor and existing conditions. He then talked about housing units and growth – comparing 2010 with 2035 projections; as well as a comparison of employment growth in 2010 with 2035. This information led to the Key Places noted on slide #19.

Attachment D

He listed the five general HCT alignments: 1) LRT to Tigard / Tualatin, 2) BRT to Tigard, 3) BRT to Tualatin, 4) BRT to Sherwood, and 5) BRT Hub & Spoke. Mr. Bryant stated that the Metro team went through extensive evaluations that compared capital costs, annual operations costs, transit ridership, and travel times (in minutes).

BRT vs. LT costs. Buses are smaller, carry fewer people, and require more drivers; therefore, costs go up. Mr. Bryant said there have been many questions about what would happen to the #96 bus; doesn't go away and still an option to downtown Tualatin.

The slide regarding Destination and Mode (#27) raised questions. Linda Moholt, Tualatin Chamber of Commerce, asked if the Sherwood piece took into account riders from Yamhill County. Matt Bihn noted the model took in the region south of Wilsonville and Yamhill County (not sure of geography, but did model into demand model). Bill Beers said the table assumes local service on Tualatin-Sherwood Road to Sherwood in the model used. Ms. Moholt said we have to account for riders from Yamhill County.

Lou Ogden, Mayor, questioned the information. He commented that increased demand presumes that riders are coming from outlying areas. With 27,000 riders if it goes to Tualatin, and 29,000 riders if it goes to Sherwood, means that people from outside the region are driving to Sherwood or Tualatin to take HCT. Ms. Moholt wondered if people from outside the region should have to drive through Tualatin to get to HCT. Mayor Ogden wants information about origin of riders

Kathy Newcomb said she has asked several times for a Park & Ride on 99W. Mr. Bihn said existing Park & Rides are taken into account in the model. Ms. Newcomb said buses don't have to be Bus Rapid Transit (BRT) to double in size.

Jan Giunta wanted follow-up on questions about extensions to Sherwood. A cost to Tualatin (citizens and businesses) when traffic drives through town to the HCT trunk line in downtown. Mr. Bihn responded that: 1) he wasn't sure that riders would be driving through town, and 2) local service is the top priority in the draft recommendation. Ms. Giunta questioned the benefits to Tualatin. Mayor Ogden stated that part of the study would be to identify impacts and benefits from HCT to Tualatin. How is the character of Tualatin impacted good or bad; not just a cost analysis. He said he is not advocating for HCT to come to Tualatin, he is advocating to be part of the study.

Ms. Moholt asked what coming into Tualatin would mean.... 99W and 124th Avenue or into downtown? Mr. Bihn said the original assumption was downtown. They will start working on origin and destination that is in the model to answer questions.

Mr. Bryant continued, speaking to the level of dedicated right-of-way desired if BRT is studied further. If over 50% of the line is in dedicated right-of-way, it is eligible for Federal funding. He went on to say the key points in the Southwest Service Enhancement Plan are: 1) evaluate the demand for transit service to connect people with jobs and education opportunities, 2) look at near-term and long-term enhancements, and 3) explore public-private partnerships. He said TriMet is looking at models that the JAMI team is working on.

Ms. Cannon Rouyer spoke to Key Findings: 1) Strong future transit demand in corridor between Portland, Tigard, and Tualatin, 2) All destinations need better transit service, 3) HCT "trunkline" can improve local service, and 4) More data is needed to evaluate differences between BRT and Light Rail Transit (LRT). Draft recommendations were presented for both transit and Roadway & Parks projects.

Attachment D

Ms. Cannon Rouyer outlined the draft recommendation. Options to remove from the study are: HCT to Sherwood and the “Hub and Spoke” option. Options to study more are: TriMet local bus service enhancement study, BRT to Tualatin, via Tigard, and LRT to Tualatin, via Tigard.

Roadway & Parks Projects. Roadway projects are: Tualatin-Sherwood Road widening, Boones Ferry Road Bridge widening, Cipole Road widening, and Herman Road improvements. Parks/Trails projects are: Tualatin River Greenway, Nyberg Creek Greenway, North/South I-5 Parallel Path, Westside Trail, and Ice Age Tonquin Trail.

Mr. Riley asked if BRT right-of-way can be converted to LRT later. Mr. Bihn responded that there are examples of this having been done in other communities in the country.

The next slide in the presentation was “Your Role Tonight” – provide input on draft recommendation to City Council. Three items to consider are: Local Service, Draft Recommendation, and Community Impacts. Ms. Giunta said she doesn’t have the experience to answer these questions; she wants input from Joe Lipscomb and Linda Moholt first. Cheryl Dorman felt that question was quite broad and asked what specifics Ms. Giunta was looking for. Mr. Bryant referred back to Draft Recommendation and suggested the question is “What message do you want to send?”

Mr. Beers noted that he drives down Avery Street and sees people walking to work. Ray Phelps indicated it is imperative to Tualatin’s economy and livability to improve transit in Tualatin. He is not a big fan of rail. Are we going to design the transportation system for economic vitality or for livability? Ms. Rouyer asked about his thoughts on this. Mr. Phelps feels we should be designing for employment/the economy.

Nancy Kraushaar asked if we assume existing transit routes? If we do, then need to look to a grid that focuses on connecting neighborhoods, senior citizens, employment hubs, and downtown and commercial hubs to existing routes.

John Howorth stated his thoughts: 1) We need to define the boundary of the SW Service Enhancement Study to focus our analysis, 2) Redefine stop and what constitutes a stop, 3) Consider regular service vs. peak hour service, and 4) Look at employment schedules vs. service industry schedule. Go back to Fall 2012 Task Force Message, #2. Respect riders time, make transit convenient and reliable. Respect time means define or need speed.

Ms. Dorman went back to Fall 2012 Task Force Message, #3. It is imperative to Tualatin’s economy and livability to improve transit in Tualatin. An important question to answer is livability vs. economy. Do we support HC rail in the future? Could busses be backfilled for light rail? Candice Kelly said she agrees with Ms. Dorman and Ms. Kraushaar. She supports and agreed with the Fall 2012 Message. Also, she agrees with a focus on seniors. Also, a “Hub and Spoke” system in a different sense to get people into the City and respecting their time.

Ms. Giunta felt we need better east-west connections, but we also need to plan for connections to future industrial land to the south. Can focus on economy and livability in local service, but those two are mutually exclusive on HCT. Bruce Andrus Hughes said he wanted to add to #2 – needs to be cost effective for riders. Electric vehicles may make transit obsolete.

Ms. Newcomb wanted to expand #1. Southwest Corridor should have included speed in the goals. She agrees we need a local bus on Tualatin-Sherwood Road. Regarding #4, she feels we may be able to find a better hub than WES. #5 (improve WES) was not high on her priority to change.

Attachment D

Scott Miller commented that it seems hard to make recommendations on local service without knowing what happens with LRT or BRT. If rapid transit had internet, it would be beneficial to employees in downtown.

Paul Morrison said he agrees with Mr. Phelps, but cautions that employers can go out of business. May not be ready for light rail, but should plan for it for the future. Ultimately, rail is the mode of choice in large cities.

Mr. Riley had a question about "Hub and Spoke" because there was enthusiasm at first, but cost is too high; isn't "spoke" local service? Illusion to say it's too expensive because spokes are off-loaded to local service. To address Mr. Phelps question, economy vs. livability is not mutually exclusive. Mostly emphasis during TSP was to get citizens around town. Resists having a hub or Park & Ride too far into town; should be on the perimeter. Edge is ideal, not downtown.

Mr. Bryant explained that "Hub & Spoke" costs are high because of duplicate service. Mr. Bihn noted that had taken out some of the duplicative services. Discussion continued between Mr. Riley and Mr. Bihn regarding "Hub & Spoke".

Ms. Moholt and Mr. Lipscomb stated that Linking Tualatin had adopted all efforts that JAMI study found. Mr. Lipscomb said that coupling those findings only 10% at City not covered by transit within walking distance. Corridors of travel: Clackamas to Hillsboro; McMinnville to Kruse Way and north and south on I-5. He said he strongly supports staying in SW Corridor study.

Recommendations were the final topic of discussion and comment. Mr. Riley said he concurs with Tualatin Planning Commission to support recommendation. Mr. Morrison felt we should be cautious about dropping Sherwood from discussions at this point. Mr. Miller said exclusive right-of-way to Portland needs to be planned for. Ms. Newcomb was dismayed that "spoke" from Tigard to Sherwood was dropped. Land is available in median in 99W, start looking at land to be purchased; need changes now. Consider articulated buses. Mr. Andrus Hughes noted that TPARK agreed with recommendation. Ms. Giunta supports accepting draft recommendation; make sure that TriMet looks at area south of Tualatin.

Joel Davis supports draft recommendation; never costs less to build light rail than it does today; encourage to look at dedicated right-of-way. Ms. Kelly accepts the draft recommendation; according to the Mayor, Sherwood does not want to be in the conversation. Ms. Dorman supports statements; wants to make sure that local service connects to Sherwood. Mayor Ogden said that funding opportunities put horizon of study beyond 2035; conclusions in one year are many years away to implementation. Past 20 years asked for land service; leverage all of SW Corridor to get better service. Need to do a better job of keeping Task Force, TPC, and TPARK involved; keep incrementally involved.

Mr. Howorth agrees with recommendation; a connection to Sherwood on a long term basis; need good local service to get everyone to "hub"; funding – ODOT and TriMet should talk to help with costs and funding options. This project should be considered with the high speed rail project. Tie together; we get to downtown faster and could extend to Eugene.

Ms. Kraushaar agrees with the recommendation. Keep in mind that the Basalt Creek area will be helpful in I-5/99W connection. Mr. Phelps endorses both options to remove and to study more. Transit doesn't work without local service.

Mr. Beers agrees with recommendation; add to the options to study more converting right-of-way from BRT to LRT. Ms. Giunta echoes Mr. Riley's comment regarding Park & Ride on the periphery. Mr. Riley said need to compare when operating costs are more than capital costs.

Attachment D

Mr. Miller asked that cost per rider over horizon be shown. Mr. Howorth asked about capital costs – \$50 million vs. \$100 million projects. Decide what works for us then look at costs in pieces and decide what we can afford.

Mr. Riley suggested making qualitative decision then quantitative decision. Ms. Newcomb commented that SMART guarantees a 10-minute trip from WES to jobs.

Draft Recommendation to Council: There was a consensus from the Task Force to forward the draft recommendation to City Council.

Meeting adjourned at 7:15 p.m.

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MEMORANDUM

CITY OF TUALATIN

TO: Honorable Mayor and Members of the City Council

THROUGH: Sherilyn Lombos

FROM: Sara Singer, Deputy City Manager

DATE: 07/08/2013

SUBJECT: Citizen Involvement Organization Decorative Sign Cap Program

ISSUE BEFORE THE COUNCIL:

The Citizen Involvement Organizations (CIOs) have requested decorative sign caps to be installed in the CIOs to identify their neighborhoods. The sign caps will be installed on city-owned signs and will have an aesthetic impact on the neighborhoods.

DISCUSSION:

The City of Tualatin established the Citizen Involvement Organization (CIO) Program to build community within the neighborhoods. Since the inception of the Program in 2011, six residential CIOs and one commercial CIO have formed. The residential CIOs have requested the ability to install decorative sign caps to recognize their individual neighborhoods. The purpose of the sign cap program is to recognize the neighborhoods for their unique characteristics, increase visibility of a neighborhood to non-residents, encourage a sense of belonging and neighborhood pride and complement other neighborhood identity efforts.

City staff used a process similar to the one used to develop the CIO Grant Program. Staff gathered input from CIO officers, in addition to conducting research on the best practices for managing sign cap programs in other cities. A draft program and application have been prepared for City Council review and comment.

RECOMMENDATION:

Staff recommends that the City Council review the proposed Decorative Sign Cap Program and Application and provide direction to staff on how to proceed.

Attachments: [Proposed Decorative Sign Cap Program](#)
[CIO Sign Cap Application](#)
[CIO Sign Cap Presentation](#)



City of Tualatin Decorative Sign Cap Program

PURPOSE AND GOAL:

The purpose and goal of the Decorative Sign Cap Program is to help neighborhoods be recognized for their unique character, increase the visibility of a neighborhood to non-residents, encourage a sense of belonging and neighborhood pride, and complement other neighborhood identity efforts.

ELIGIBILITY:

Only recognized residential Citizen Involvement Organizations (CIOs) whose name is formally established and widely accepted by the residents are eligible to participate in the Decorative Sign Cap Program.

PROGRAM GUIDELINES:

Please send a letter or email answering the following questions:

1. Where do you want sign caps installed?

Provide a map of your neighborhood. You may use maps available on the City's website which includes the CIO boundaries.

Show specific sign locations on the map to distinguish corners where sign caps are being requested. In addition to the map, please complete the Sign Cap Program Application. Sign caps are installed on existing street name signs that belong to the City of Tualatin.

Note that the perimeter of each neighborhood is defined as the centerline of the street where the two neighborhoods adjoin. We will not install caps specific to one neighborhood on both sides of a perimeter street. We will not change the location of an existing street name sign to accommodate a more favorable placement of a sign cap.

City staff will review your map and location list to ensure that it is correct and there are no conflicts with other signs or impacts to public safety.

2. What will the requested sign caps look like?

Please select the colors, font and text according to the sign cap guidelines. Each CIO may submit an image to include near the top of your sign cap. Your CIO logo must be submitted in a .JPEG format and must be no more than two colors. Each CIO may only have one sign cap design.

3. How will the sign caps be funded?

Sign caps and installation costs will be funded through the CIOs. CIOs can apply for grant funding through the City's CIO Grant Program to help fund the cost of the sign caps. Sign caps will be purchased by the City through the City's sign vendor. The installation cost will be the actual hourly cost of the labor for staff to install the signs plus the cost of the installation hardware. The installation and hardware cost is \$46.00 per sign. **The total cost for each sign will be the actual sign cost quoted by the vendor plus the \$46.00 per sign cost for installation and hardware.**

Requests should be made by an authorized CIO Officer. The requests will be reviewed by staff as they are received. Please be sure to include all information requested on the Sign Cap Program Application.

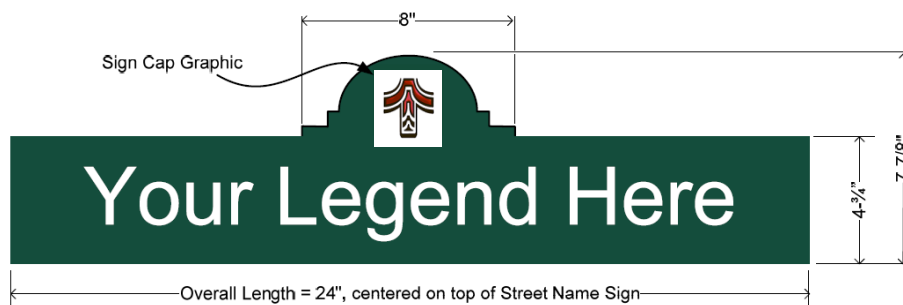
GENERAL INFORMATION:

Sign Cap Design

The sign length must be fixed at 24" wide to ensure compatibility with the variety of street name signs scattered throughout the City. This size matches the minimum size of street name signs in our inventory, keeps sign fabrication cost down and reduces potential errors. When considering your cap design, be aware that because of the installation method, the bottom 1/2" of the cap will be slightly obscured by the sign coupler fixture.

You may choose graphic design at your discretion. However, the City reserves the right to accept or reject a sign cap if it does not fall within the parameters described in these guidelines. Since the sign caps are intended for a residential CIO, we cannot allow commercial endorsements or entities or organizations not directly associated with the neighborhood to use the Sign Cap Program as a means for "advertising" their presence or services.

Once the application has been approved, a proof of the sign cap design will be sent to the CIO officers for approval prior to production. Once the CIO has granted final approval for the design, the CIO is responsible for paying the costs for production and installation.



Sign Cap Installation

Caps can only be mounted on the top sign. Pedestal mount installations look like an “X” from above, with the two signs perpendicular to each other. Please note if there is a location with three signs already on a post, sign caps cannot be added to the location.

Pedestal mount



Once you have completed your inventory and identified how many sign caps/locations you will be signing, the City will conduct a field review of the proposed locations and contact you with the results of the review. We will address any questions at that time.

Because all neighborhood street signs are City property, the caps may only be installed by City crews.

Scheduling

City staff will schedule this work as maintenance and project schedules allow. Regular work demands could delay the installation, but staff will provide you with a time estimate to complete the work, and will do their best to install them in a timely matter.

After Installation

Once the caps are installed, there will be no agreement between the City and your organization to maintain them. It is a good idea to order extra caps for replacement due to damage or theft. The City does not store extra sign caps. Your CIO will need to have possession of them and notify City staff when a replacement needs to be installed. Your CIO will then be charged for the re-installation cost.

The City of Tualatin reserves the right to remove any sign cap that that has become unsightly or is determined to be a hazard without replacing the sign. The City will notify the CIO officers if a sign needs to be removed.

These guidelines are updated regularly. Please contact staff if you have questions about the program.

Bert Olheiser
bolheiser@ci.tualatin.or.us
(503)691-3096



City of Tualatin

City of Tualatin Decorative Sign Cap Program Application

Date: _____

CIO Name: _____

CIO Officer Name: _____

Phone Number: _____ Email Address: _____

Background Color Selection: _____

Text Color: _____

Font: _____

Logo Attached: _____ Yes _____ No

Installation:

List the locations of where the signs will be placed:

1. _____ & _____

2. _____ & _____

3. _____ & _____

4. _____ & _____

5. _____ & _____

6. _____ & _____

7. _____ & _____

8. _____ & _____

9. _____ & _____

10. _____ & _____



City of Tualatin

City of Tualatin Decorative Sign Cap Program Application

A location map of the signs to be installed is attached: _____ Yes _____ No

I _____ understand that the sign caps must be approved by the City of Tualatin and installed or removed only by the City of Tualatin staff. If a sign cap is damaged or removed, I understand the CIO is responsible for the costs of replacing the sign cap up to and including the cost of the sign and the labor of City staff.

CIO Officer Signature

Date

For questions please contact Bert Olheiser at (503)691-3096 or email bolheiser@ci.tualatin.or.us.



City of Tualatin

City of Tualatin Decorative Sign Cap Program Application

Background Colors:

Acceptable colors include: dark grey, dark green, dark blue, or light brown.



Font Color:

Acceptable colors include: white, off-white, black and dark brown. Text must be clearly visible on background.

Font:

The following fonts are acceptable to use:

Times New Roman
Garamond
Goudy Old Style
Calibri

Graphics:

Signs are limited to no more than one simple logo or graphic with no more than two colors. The City will send a proof of the sign to the CIO for approval prior to production. The CIO is responsible for the costs of production and installation following the approval of the proof.

The City of Tualatin reserves the right to refuse approval for any reason.



City Council Work Session

July 8, 2013

Citizen Involvement Organization (CIO) Proposed Decorative Sign Cap Program



Decorative Sign Cap Program Goals

- Recognize unique characteristics of different neighborhoods
- Increase visibility of a neighborhoods to non-residents
- Encourage sense of belonging and neighborhood pride
- Complement other neighborhood identity efforts



Eligibility for the Program

- Council recognized residential CIOs
- Name formally established by the CIO and widely accepted by the residents
- Only one design per CIO



Guidelines for the Program

- CIOs provide locations for installation
- Select the colors, logo and font from color palette and options on the application form
- Funded by the CIOs (cost of the sign plus the cost of installation by City staff)





Example of the Proposed Sign Cap Design

These would be customized with the CIO's name, logo, and colors/fonts would be selected from the palettes and options shown in the proposed guidelines.



Questions and Discussion

