

Alexander B. Craghead  
12205 SW Hall Boulevard  
Tigard, OR 97223

November 30, 2010

Craig Dirksen, Mayor  
Nick Wilson, Council President  
Gretchen Buehner, Councilor  
Marland Henderson, Councilor  
Sydney Webb, Councilor

Re: Tigard City Center Advisory Commission

Mr. Mayor and Members of the City Council:

Accompanying this correspondence is the 2010 Annual Report of the Tigard City Center Advisory Commission to the Tigard City Center Development Agency. It is submitted in accordance with Section 11 of the CCAC Bylaws.

We look forward to the opportunity to meet with you at the annual joint meeting of the CCDA and the CCAC on February 22, 2011. In the interim, if I can provide additional information about the CCAC's activities, please contact me.

Very truly yours,



Alexander B. Craghead, CCAC Chair

**2010 Annual Report of the City Center Advisory Commission  
to the  
City Center Development Agency**

*December 1, 2010*

In February, 2010, the CCAC presented to the City Center Development Agency its goals for the year 2010. A copy of those goals is attached to this report as Attachment A. The agenda for the CCAC for the balance of 2010 was largely devoted to developing and implementing those goals. This report is organized around that framework. Unless otherwise noted, all dates occurred within calendar year 2010.

**Goal No. 1 – Project Infrastructure**

Main Street/Green Street.  
Burnham Street completion.  
Pacific Highway/Greenberg/Hall.  
Plaza site.  
Lower Fanno Creek.  
Transit Center redevelopment.

Capital construction projects have taken up a significant amount of the CCAC's attention during 2010. Beginning in July, the CCAC provided (and continues to provide) citizen oversight and input for the Main Street/Green Street project, working with staff and consultants to shape matters pertaining to parking and street design. This process will continue into 2011.

The CCAC also monitored the progress of the Burnham Street project and the Pacific Highway/Greenberg/Hall/Main improvements. These projects may continue into early 2011, and the CCAC will continue to provide oversight.

Work on the re-meander in lower Fanno Creek Park was largely put off for the year due to budget constraints. Some limited work was undertaken near City Hall, but the bulk of the project has been postponed.

Members of the CCAC were active in providing input to the Parks and Recreation Advisory Board as the latter body shaped a parks bond measure for the November, 2010 ballot. The CCAC successfully advocated for 10% of this \$17 million bond (\$1.7 million) to be dedicated to the downtown area. (This bond measure passed on November 2, 2010.) This money is specifically dedicated to parks land acquisitions, however, and will not fund the re-meander project in lower Fanno Creek Park.

Examination of the Transit Center redevelopment determined that the idea was not currently feasible. Difficulties surrounding the location of the plaza remain unresolved.

**Goal No. 2 – Development**

Explore incentives including developer outreach, financial incentives, and land assembly/direct development options.

The CCAC was highly active in advocating for development opportunities within downtown during 2010. The commission prompted staff to investigate multiple possible property acquisitions. While no specific property was purchased for development by the CCDA or City of Tigard during 2010, the agency is actively investigating potential property purchases.

Staff prepared a number of site development studies during the year. These studies, conducted with the assistance of real estate and development consultants, were utilized as a tool for engaging downtown property owners in discussions about the future of their properties.

On Hunziker and Hall, the Knoll development of Community Partners for Affordable Housing continues to progress. This facility, with approximately 50 units of elder-focused low-income housing, is anticipated to open in early 2011 and will be the first significant new structure in the downtown redevelopment area.

CCAC members also attended numerous developer events, including events sponsored by the International Council of Shopping Centers, the Urban Land Institute, and the Rail~Volution conference.

**Goal No. 3 – Façade Improvement Program**

Implementation of Phase 1 (approved businesses).  
Continue to promote, expand, refine program.

Response to this program has been exceptional, with 11 applications as of November, 2010. The first recipient of the Façade Improvement Program, the Tigard Liquor Store, was completed in July. The resulting structure has been very well received and served as a fine example of the program's potential. In addition to this location, the City approved funding of two other matching grants during 2010. Four other business have received architectural design assistance and are considering future projects.

This program will continue into 2011.

**Goal No. 4 – Circulation Plan**

Review for final adoption.

One of the biggest achievements of the CCAC for the year was the completion of the Circulation Plan for the downtown. The commission provided commentary and analysis of the draft plan produced by the city's consulting team. The resulting plan was streamlined for cost-effectiveness and ranked. This plan was endorsed by the CCAC in September, 2010. In addition, the CCAC has advocated for the inclusion of specific elements of this plan as part of the City's CIP process.

**Goal No. 5 – Branding/Marketing of Downtown**

- Determine role of CCAC in the branding and marketing of downtown.
- Encourage development of brand identity for downtown.
- Liaise with City Event Coordinator on event strategies.

The CCAC provided oversight and input on gateway designs to be used at main points of entry throughout downtown. The commission also discussed the need for clarifying the city's role in marketing issues. Plans to develop an event strategy were set aside due to budget cuts eliminating the city's Events Coordinator position.

**Goal No. 6 – Communication**

- Liaise with other boards, committees, Council, staff.

The CCAC has strengthened its relationships with other portions of the City. Commissioners regularly attended meetings of the Parks and Recreation Advisory Board and the Tigard Transportation Advisory Committee. The commission also conducted a joint meeting with the City Council/CCDA in February to discuss the CCAC's 2009 Annual Report. Several commissioners have attended City Council meetings, and the commission chair has attended executive sessions of the City Council pertaining to downtown issues.

**Long-Term Goals**

- Improve internal CCAC processes.
- Increase awareness of impact of CCAC's work on the community.

The CCAC continues to maintain its improved internal processes. The commission has made its retreat an annual event and a part of another of its internal improvements, the establishment of an annual goal setting process. The commission's executive committee, consisting of the chair and vice-chair, meet monthly with staff to set meeting agendas and discuss process matters. CCAC goals are reviewed every quarter. A remaining goal on internal processes is the development of a regular calendar to assist in the production of agendas and the timeliness of completing routine responsibilities.

Activities surrounding CCAC projects have received significant press during 2010, especially the Burnham Street project and the Façade Improvement Program. In addition, CCAC members have engaged the public directly at numerous open house events over the course of the year.

**The Future**

The CCAC will continue its goal-setting process in early 2011. Projects certain to carry over include the Main Street Green Street project, the Façade Improvement Program, and the planned improvements to lower Fanno Creek Park.

In addition, the year 2011 will mark the fifth year of the urban renewal district in Tigard. 2011, then, will prove a good time to pause and reflect upon the program's successes and remaining challenges, and consider the future direction of downtown policies and projects.

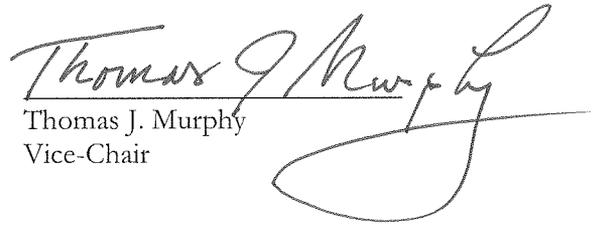
The CCAC looks forward to further progress in the year to come.

On behalf of the CCAC,



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Alexander B. Craghead  
Chair



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Thomas J. Murphy  
Vice-Chair