

Revitalization Curriculum Downtown Tigard

presented to

Tigard City Center Development Agency
and City Center Advisory Commission



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Revitalization Curriculum Downtown Tigard

- Fundamentals of Revitalization Presentation
- Downtown Tigard Analysis Presentation
- Historic Mississippi Avenue Tour
- Marketing and PR Workshop

Revitalization Curriculum Downtown Tigard

- Fundamentals of Revitalization Presentation
- Downtown Tigard Analysis Presentation
- Historic Mississippi Avenue Tour
- Marketing and PR Workshop
- Recommendations

EMERGING



Revitalization Curriculum Downtown Tigard

EMERGING



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TRANSITION



TRANSITION



TRANSITION

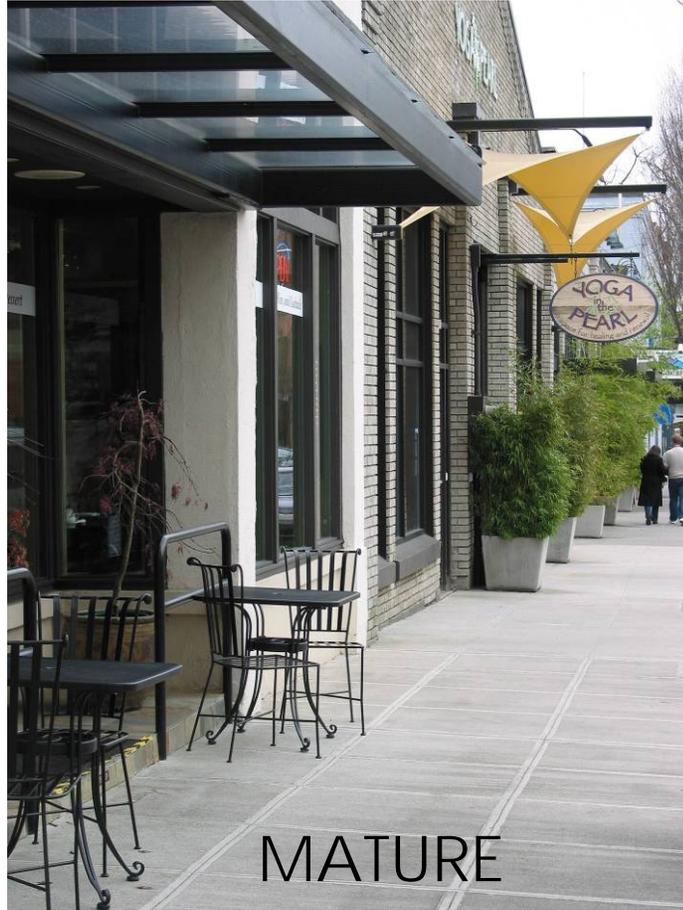


TRANSITION



MATURE





MATURE

MATURE

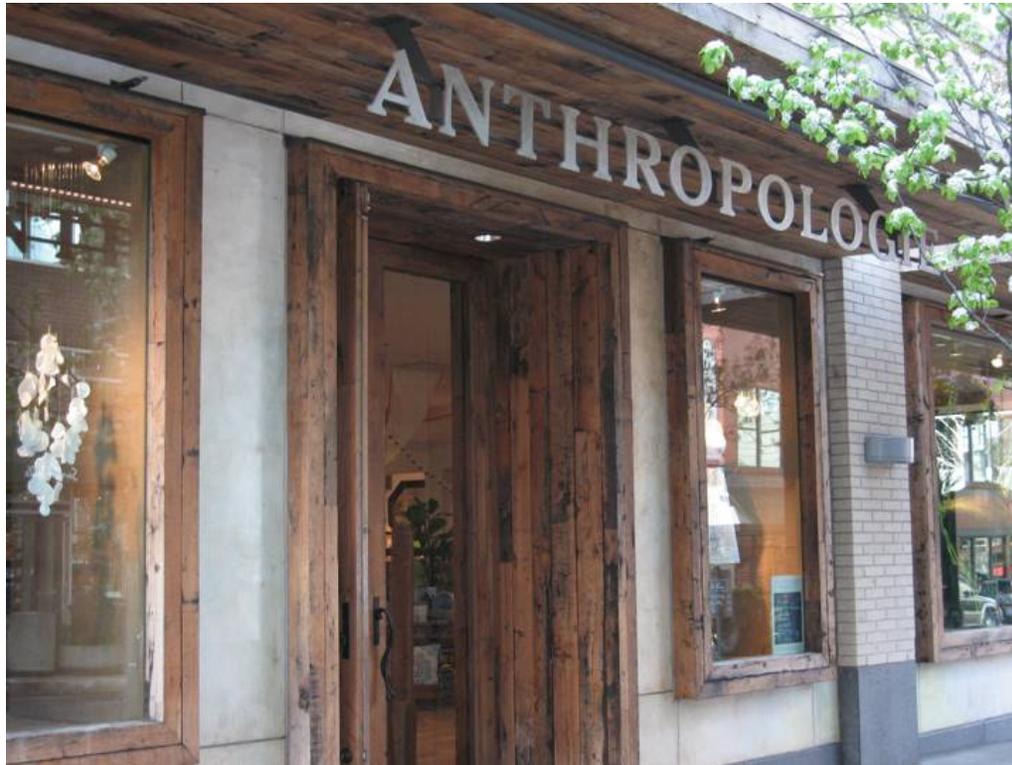


Revitalization Curriculum Downtown Tigard

MATURE



MATURE



DOWNTOWNS ARE NOT LIKE ARTERIALS



DOWNTOWN STRENGTHS



DOWNTOWN STRENGTHS



DOWNTOWN STRENGTHS



DOWNTOWN STRENGTHS



GOOD STOCK OF BUILDINGS



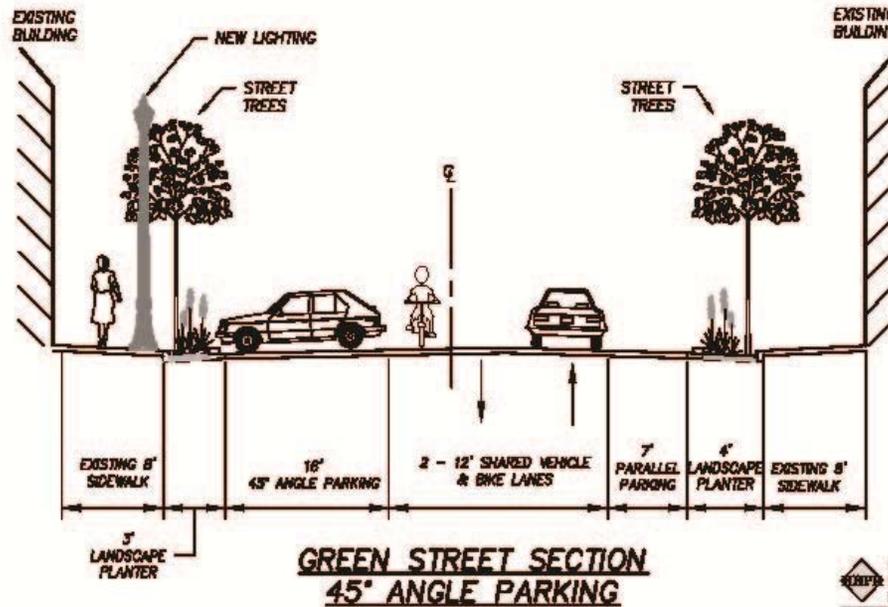
MEANDERING MAIN STREET



MEANDERING MAIN STREET



STREET IMPROVEMENT PLAN



FANNO CREEK



LOCALLY-OWNED RETAIL ANCHORS

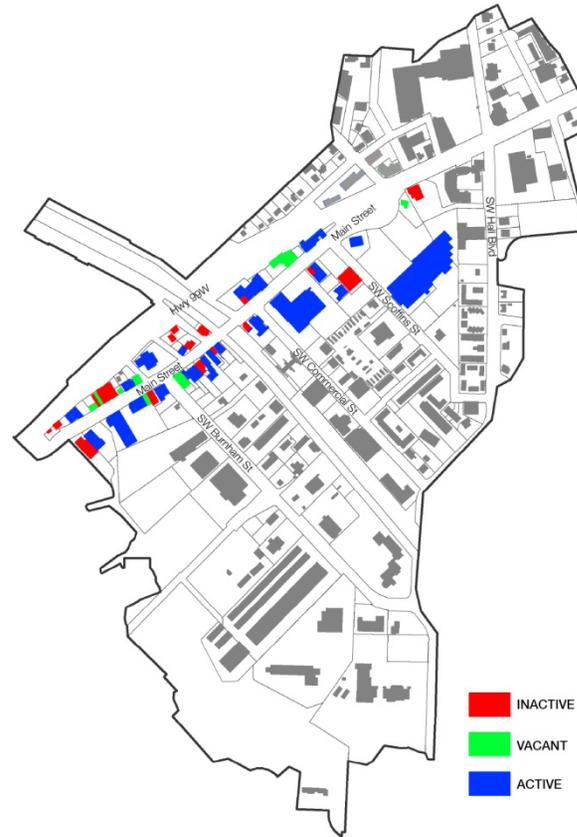


LARGEST DANCE FLOORS WEST OF MISSISSIPPI



GROUND FLOOR ACTIVATION MAP

Ground Floor Activation Map
Tigard Urban Renewal Area



Revitalization Curriculum Downtown Tigard

10 – 20 Years — 2028



CONCEPTUAL 2028

CIVILIS
Consultants
Rethinking Urban Places

20 – 50 Years — 2058

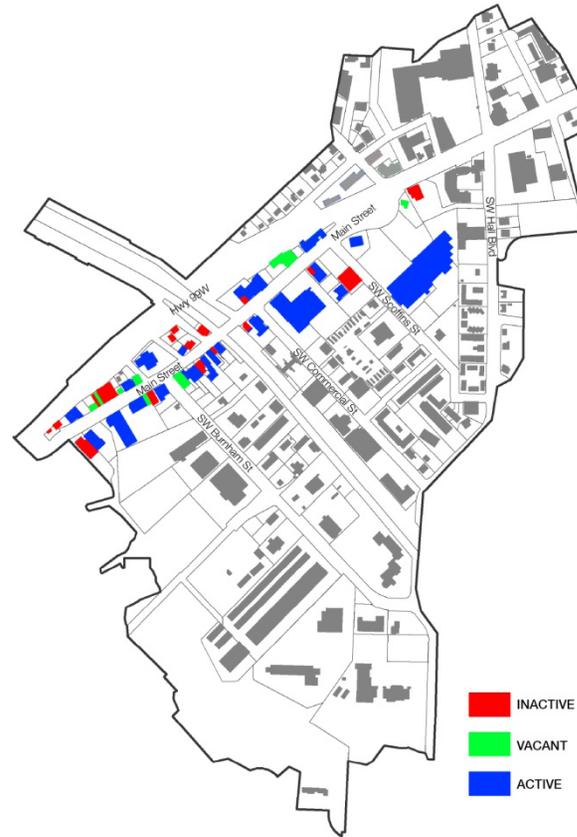


CONCEPTUAL 2058

Revitalization Curriculum Downtown Tigard

GROUND FLOOR ACTIVATION MAP

Ground Floor Activation Map
Tigard Urban Renewal Area



Revitalization Curriculum Downtown Tigard

TWO NODES—SOUTH



Revitalization Curriculum Downtown Tigard

TWO NODES—NORTH



TWO NODES—NORTH



FRONT DOORS, NORTH



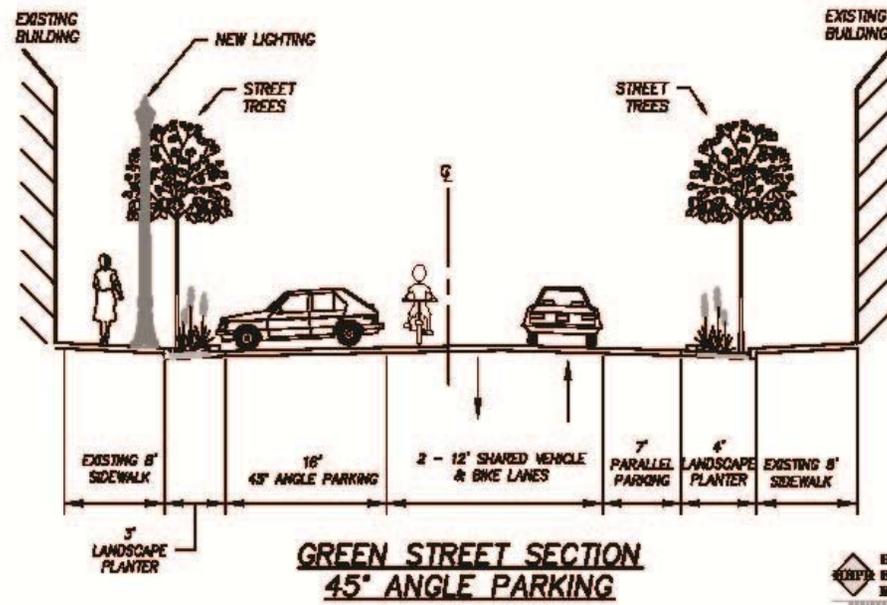
FRONT DOORS, NORTH



FRONT DOORS, SOUTH



AISLES—STREET IMPROVEMENT



AISLES—STREET IMPROVEMENT



AISLES—GRID



AISLES—TRACKS



AISLES—TRACKS



AISLES—TRACKS



WHAT IS ON YOUR SHELVES?



WHAT IS ON YOUR SHELVES?



WHAT IS ON YOUR SHELVES?



WHAT IS ON YOUR SHELVES?



WHAT IS ON YOUR SHELVES?



WHAT IS ON YOUR SHELVES?



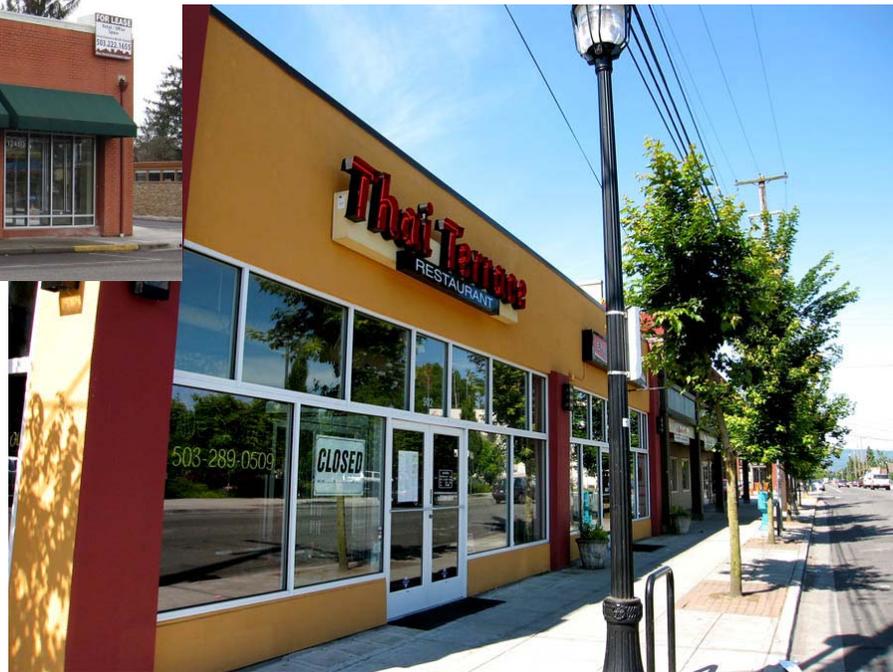
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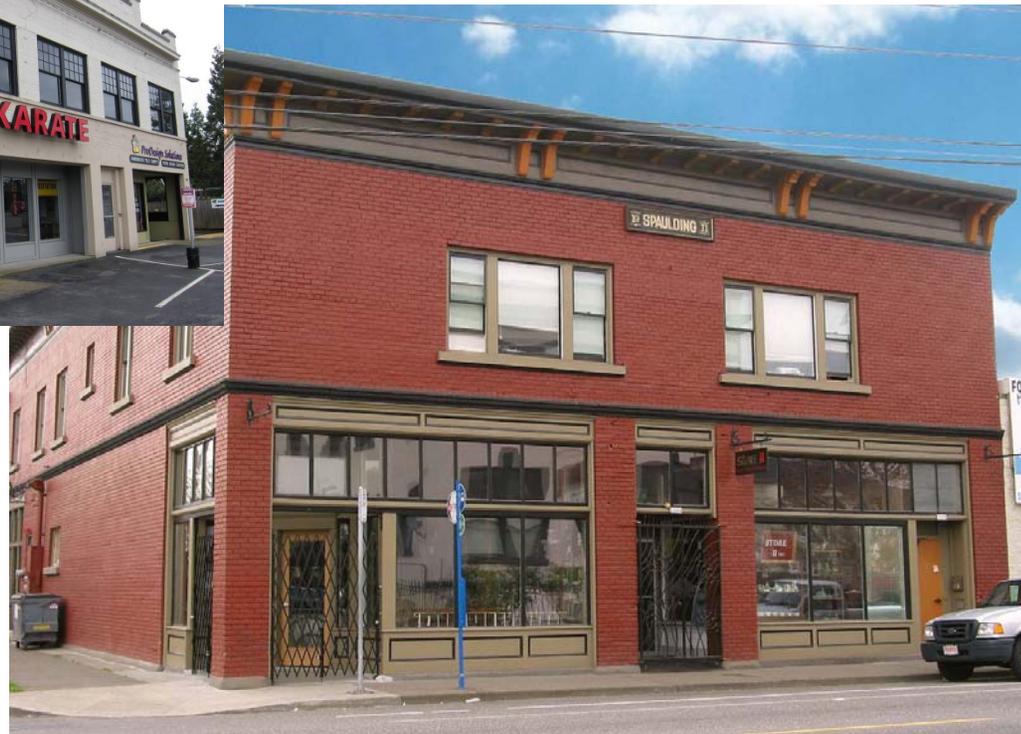
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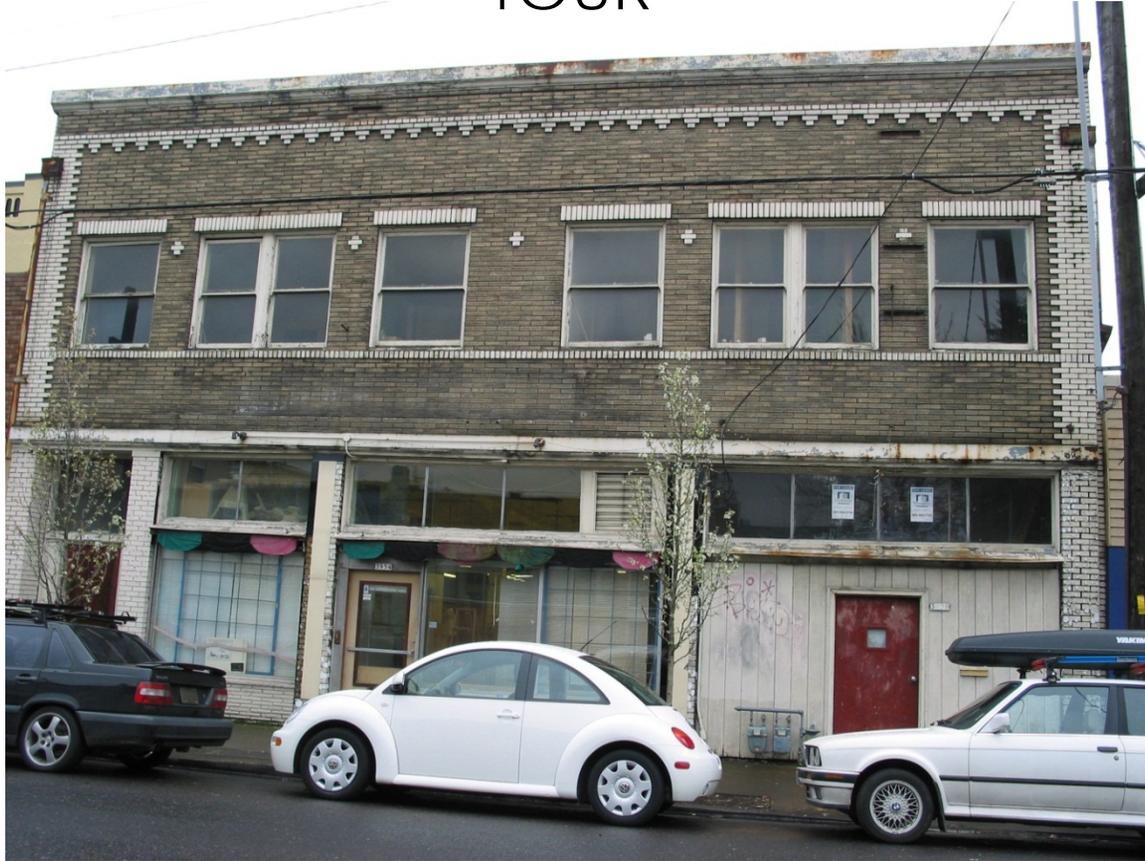
TOUR



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Revitalization Curriculum Downtown Tigard

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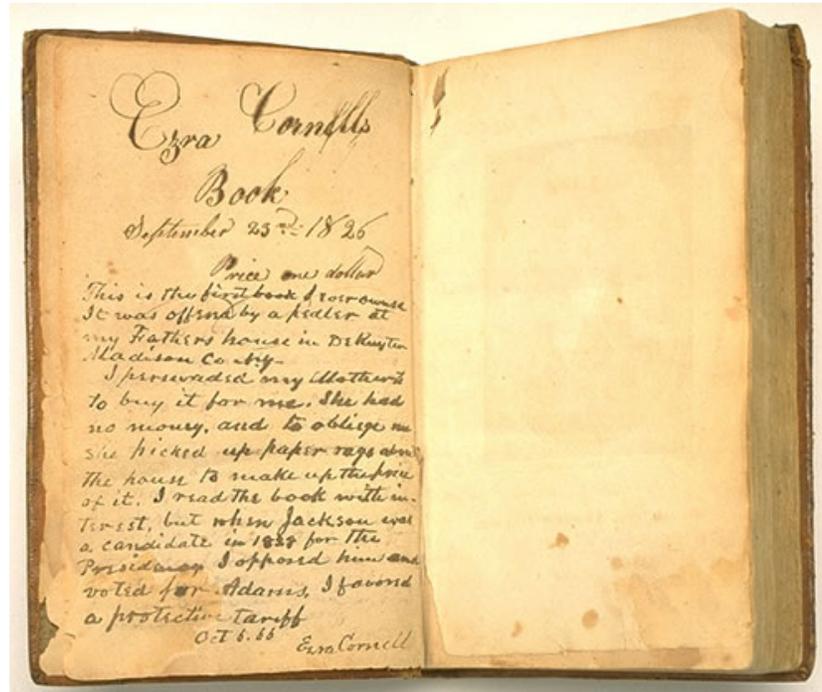
TOUR



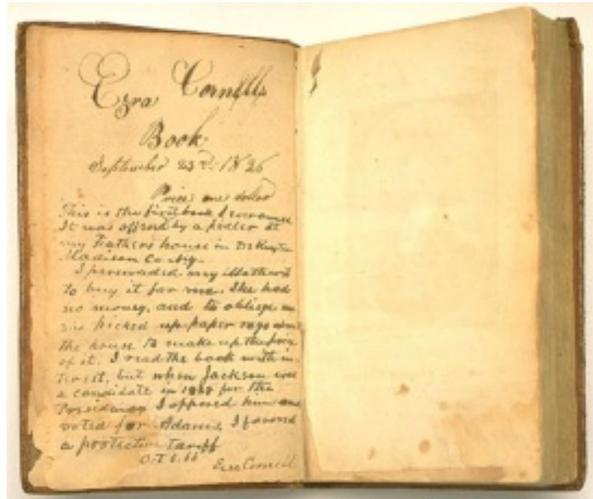
TOUR



STORY FRAMEWORK



STORY FRAMEWORK



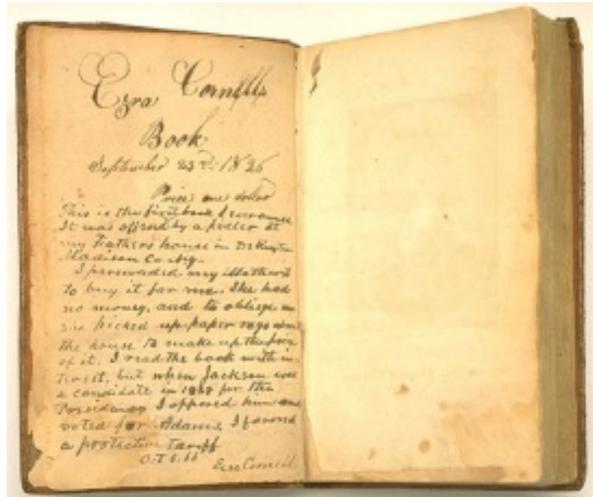
Characterization

Objective

Relationship

Environment

STORY FRAMEWORK



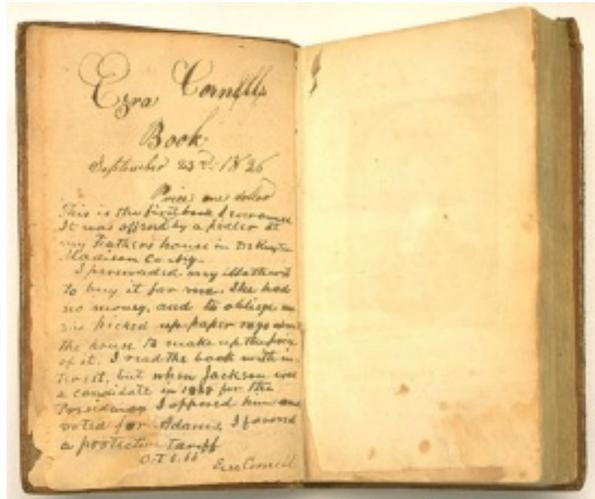
Characterization

Objective

Relationship

Environment

STORY FRAMEWORK



Characterization

Objective

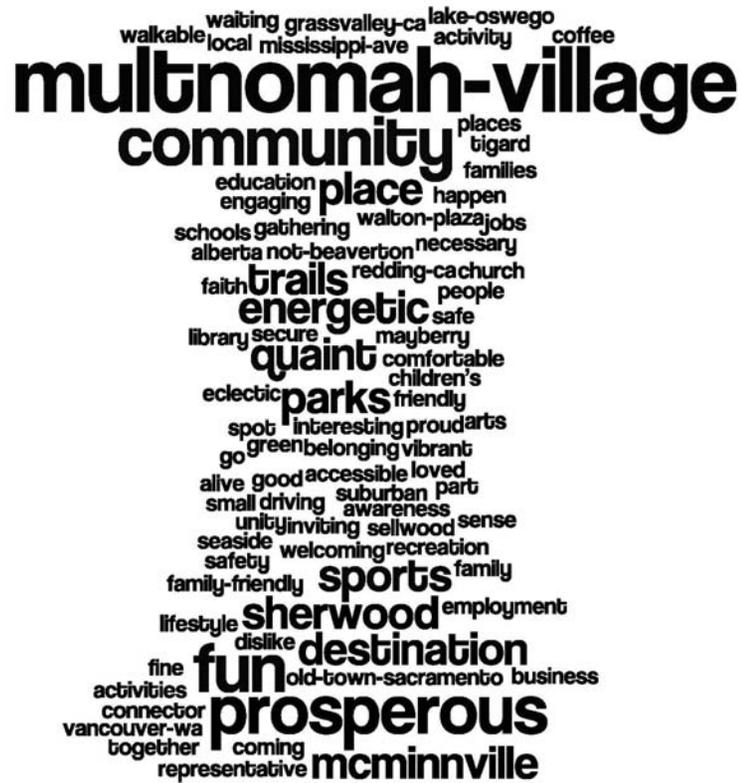
Relationship

Environment

STORY FRAMEWORK

Objective

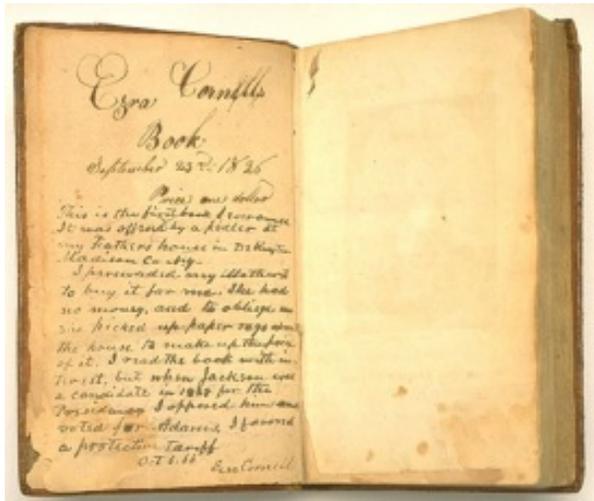
A word cloud of various terms related to urban revitalization and community development. The words are arranged in a roughly circular pattern, with some larger and some smaller. The terms include: isolated, alone, sustainable, potential, quaint, crotchety, opportunity, economically-active, growing, homey, ignored, wants-to-stand-up, need-a-facial, welcoming, old-lady, friendly, rocking-chair, 40-years-old, re-energized, uncertain, fine, hired, Santa-Claus, accessible, pains, smiley, nostalgic, mature, retired, slow, energetic-active, and affordable.



STORY FRAMEWORK

Objective

STORY FRAMEWORK



Characterization

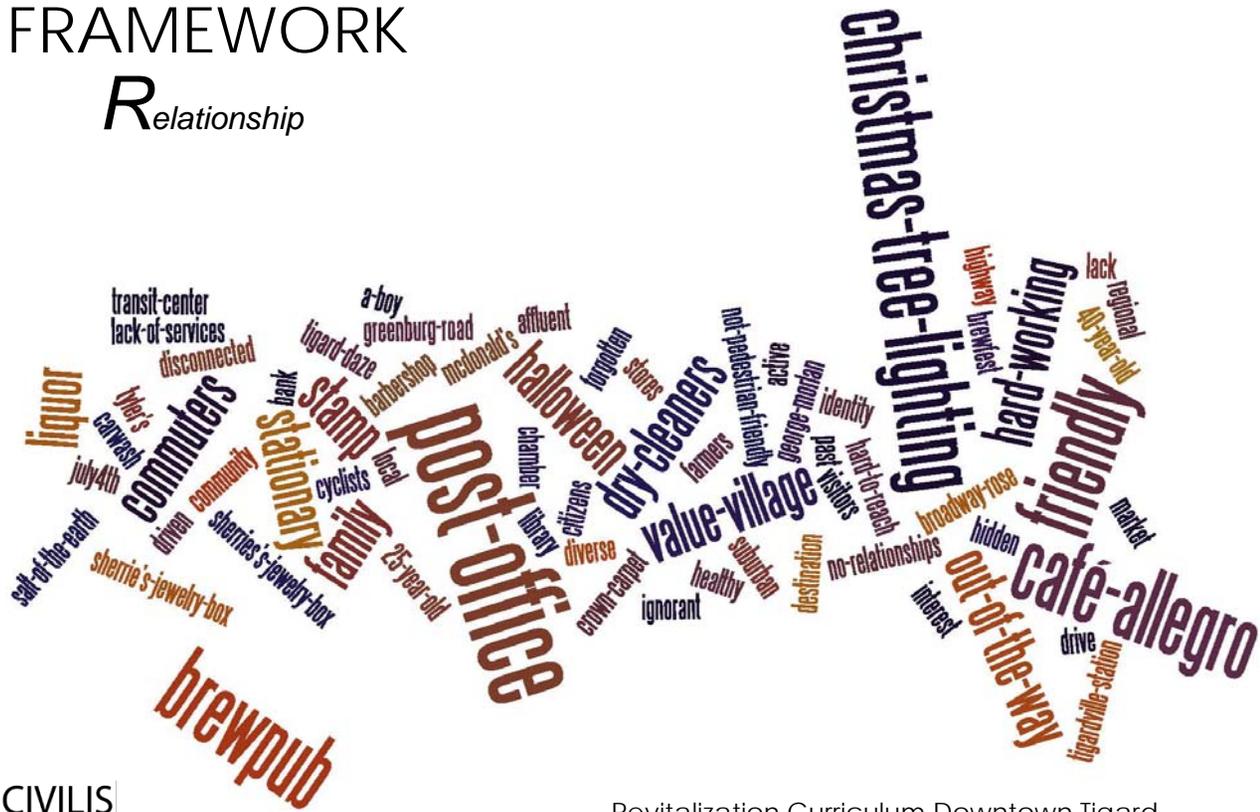
Objective

Relationship

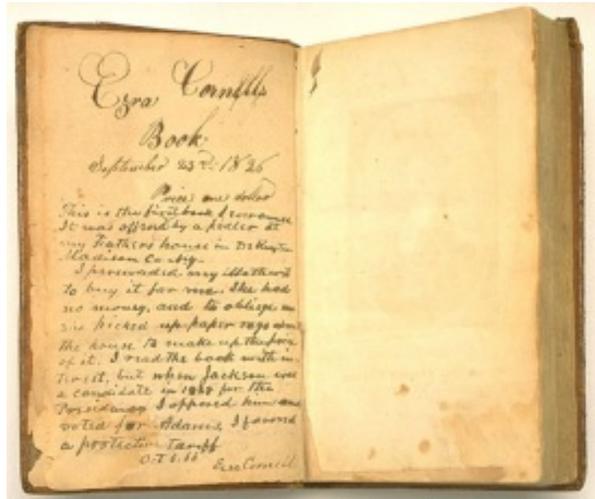
Environment

STORY FRAMEWORK

*R*elationship



STORY FRAMEWORK



Characterization

Objective

Relationship

Environment



STORY FRAMEWORK

Conflicts

“One day a man was in bed and he felt thirsty. He got up, walked to the kitchen, poured a glass of water and drank it.”



STORY FRAMEWORK *Conflicts*

Safety Vs. Edginess



STORY FRAMEWORK

Characterizations



Courtesy of timallen.com

STORY FRAMEWORK *Characterizations*



STORY FRAMEWORK *Conflicts*

Safety Vs. Edginess

Safety = Infrastructure

Edginess = Relationship

RECOMMENDATIONS

*R*elationship

- Form and a Downtown Association with Manager

RECOMMENDATIONS

*R*elationship

- Form a Downtown Association with Manager
- Leverage Themes and Strengthen Connections

RECOMMENDATIONS

*R*elationship

DIY/DESIGN

Woodcraft
Beadcraft
Stamp and Stationery
Carpet and Floor Covering
Plumbing and Electrical
Glassmaking
Paint
Upholstery
Design Center
Winemaking
Landscaping
Framing/Art

FOOD

Thai
Japanese
Chinese
Mexican
Italian
Pubs
Fast Food
Latino Market
Philippine Market
Liquor Store
Winecrafters

AUTOMOTIVE

Car Wash
Auto Parts
Auto Glass
Drive Axles
Auto Repair

RECOMMENDATIONS

*R*elationship

Visitors Will Flock to Restaurants and Food-Oriented Businesses

- Heavily market to employees nearby for lunch—discounts and rotating specials are popular.
- Have a rotating lunch-time event that makes its way through the restaurants, perhaps changing themes seasonally.
- You have a brewpub and a wine maker—myriad opportunities for tasting classes and making classes for home vintners and brewers.
- Pair up with local events: Coupons or special menus for ladies night out or dinner and dancing on social dancing nights at the ballroom.
- Hold an international food festival.
- Monthly hors d'oeuvres events where, with the purchase of a bracelet, you walk around to each restaurant and sample a starter that has to feature a special named ingredient. One month it might feature mushrooms. Another, it could be asparagus or pasta.

RECOMMENDATIONS

*R*elationship

DIY/DESIGN

Woodcraft
Beadcraft
Stamp and Stationery
Carpet and Floor Covering
Plumbing and Electrical
Glassmaking
Paint
Upholstery
Design Center
Winemaking
Landscaping
Framing/Art

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Thai
Japanese
Chinese
Mexican
Italian
Pubs
Fast Food
Latino Market
Philippine Market
Liquor Store
Winecrafters

AUTOMOTIVE

Car Wash
Auto Parts
Auto Glass
Drive Axles
Auto Repair

RECOMMENDATIONS

*R*elationship

- Form a Downtown Association with Manager
- Leverage Themes and Strengthen Connections
- Improve Beloved Events and Connections to Places

RECOMMENDATIONS

*R*elationship

- Form a Downtown Association with Manager
- Leverage Themes and Strengthen Connections
- Improve Beloved Events and Connections to Places

*C*haracterization

- Increase Storefront Improvement Participation

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← Rethinking Urban Places

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