



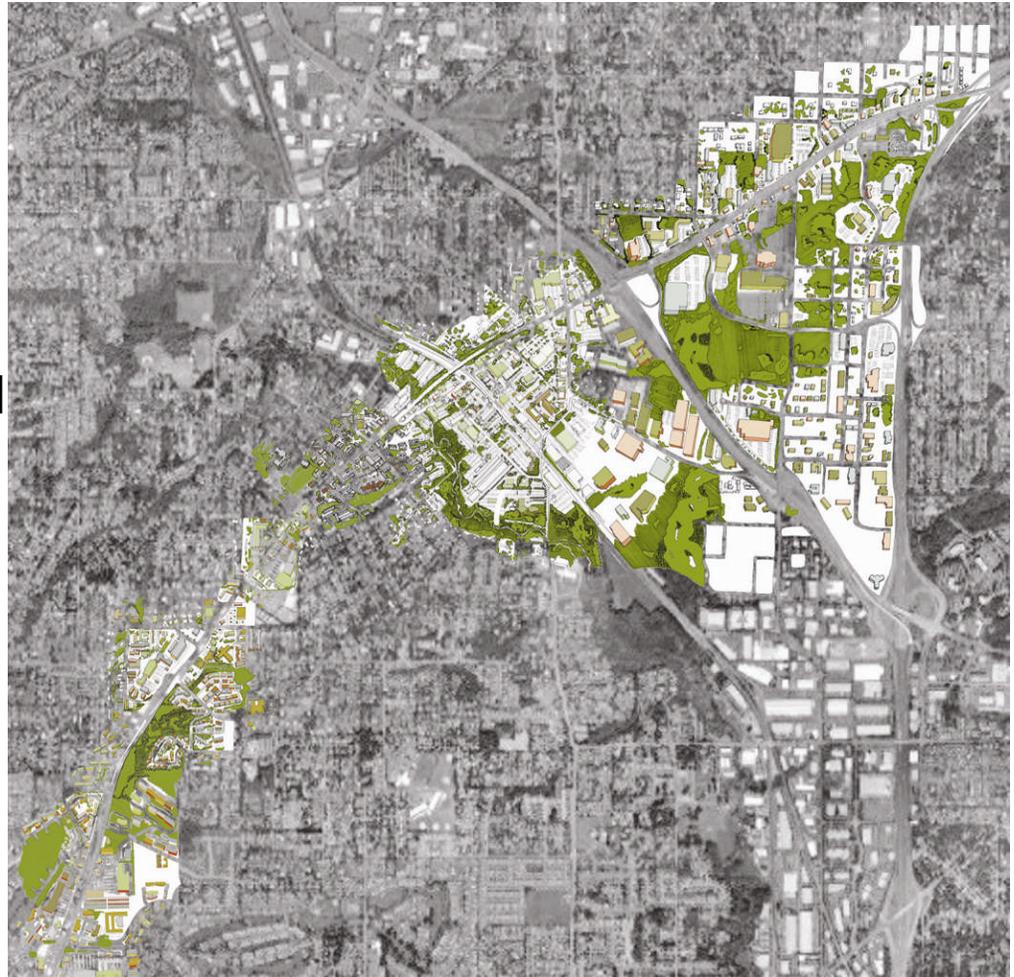
**Tigard /Lake Oswego City Council Joint Meeting
July 12, 2010**

Introduction

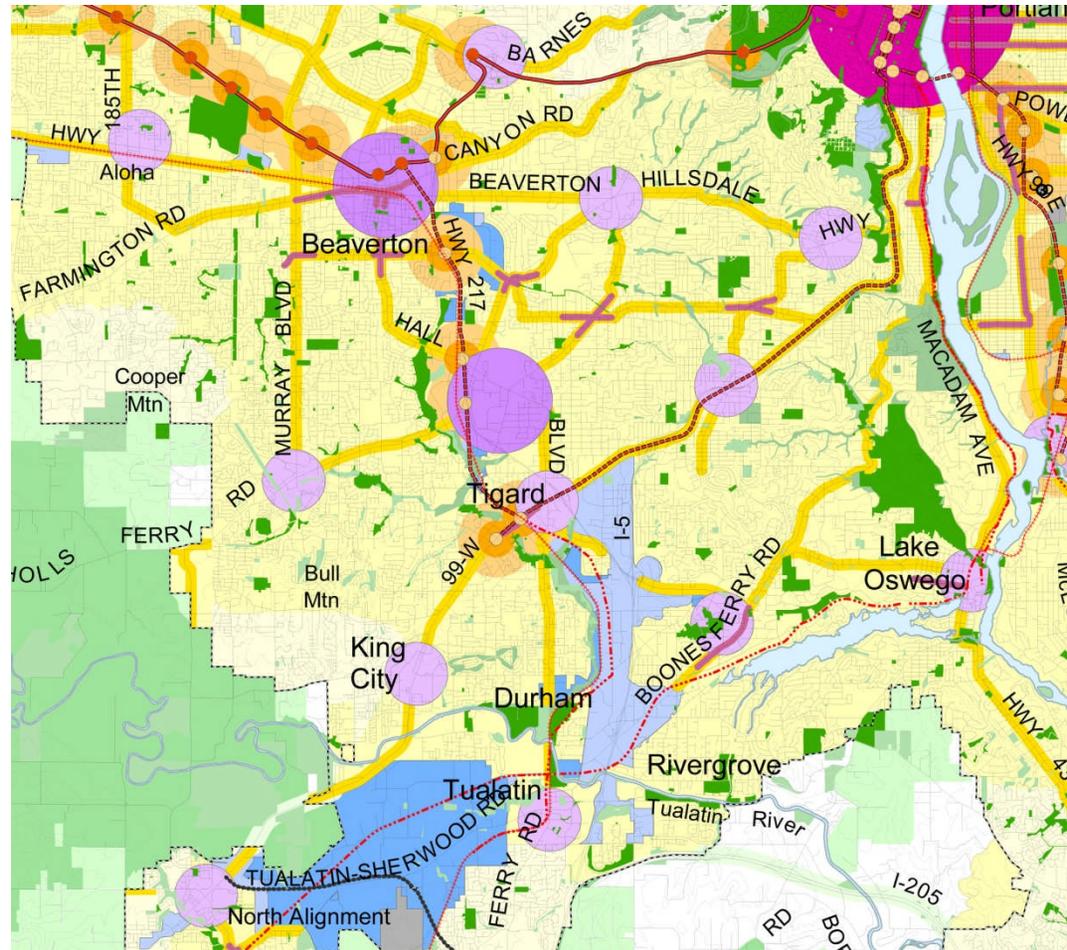
- The Pacific Highway Corridor Urban Design Vision is intended to be an informed starting point for future planning work to improve the corridor.
- It communicates a vision of potential redevelopment brought about by High Capacity Transit to local and regional decision-makers, and stakeholders.
- The project is not a “plan” but rather an illustrative tool to use in making future decisions.

Introduction

- The City engaged the University of Oregon Portland Urban Architecture Research Laboratory to demonstrate how the livability of the corridor could be improved with HCT
- Study Area:
4.5 mile corridor
approx. 2000 acres
- No specific alignment of HCT assumed



Regional Context



Corridor Findings

- In general, the Pacific Highway corridor is traffic congested and unable to function well as either a high capacity transportation corridor or commercial marketplace.



Corridor Findings

4. Findings: Local Conditions and Circumstances



Figure 17. Pacific Highway's multiple lanes of traffic and limited pedestrian crossings create "edge" conditions.

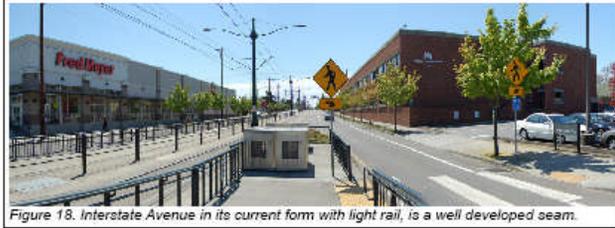


Figure 18. Interstate Avenue in its current form with light rail, is a well developed seam.



Figure 19. Tigard Marketplace shopping center has many stores that offer compatible goods and services.

1. TRANSPORTATION

a.) Pacific Highway is dominated by the automobile.

The configuration of land uses along Pacific Highway is the result of development responding to design requirements imposed by the automobile. Businesses have been arranged to account for speed of cars, and convenience of access and parking, rather than the aggregation of land uses. The typical commercial strip, like Pacific Highway, was not developed to function as a destination, but to rely on capturing a small percentage of large volumes of traffic. Conversely, the traditional downtown relied on aggregating land uses so that customers could make one stop serve many purposes.

b.) Pacific Highway is in danger of becoming an edge between the west and east parts of Tigard. (Fig. 17-18)

When commercial corridors are of a certain size, typically six to seven travel lanes, and allow speeds in excess of 40 miles per hour, they become barriers, or edges, between parts of a community. This type of road creates districts that have much less interaction between one another than would otherwise occur.

In many ways, the large scale and geographic extent of Pacific Hwy also forms a formidable barrier. However, there still exists the opportunity to ensure that the corridor becomes a "seam" that knits the east and west parts of the community together. This is especially possible as the prospect of high capacity transit (HCT) unfolds, and the viability of other transportation modes such as commuter rail, bus, walking, and biking improves.

c.) The auto oriented strip commercial development pattern is not conducive to other transportation modes:

Along Pacific Highway, and other auto dominated corridors, automobile access to businesses, and ease of parking, is of primary importance. The result is that the focus on accommodating automobiles has almost eliminated the pedestrian, bicyclist, and transit user from the environment.

2. LAND USE

a.) The auto dominated strip corridor on Pacific Highway represents a highly fragmented land use pattern:

Strip commercial businesses are often developed to stand alone. This does not create synergy with surrounding businesses and other land uses. An example is that these businesses are most often oriented away, and even walled or fenced off, from surrounding residential land uses. These conditions require each business to have its own access and parking, producing a highly fragmented, low density, land-use pattern. Getting around in this environment requires vehicle travel. The exception is the occasional strip mall that offers compatible goods and services, i.e. hardware and consumer goods, groceries, cleaners, coffee shops, restaurants, etc. (Fig. 19) Still, the duration of stay in these locations are typically much more limited than a full service, high amenity life-style center, shopping mall, or an intact downtown.

There is a characteristic absence of land use diversity within the Pacific Highway and other commercial corridors like it.

Almost all land uses fall within the broad "general commercial" category of the standard zoning code lexicon consisting almost exclusively of retail, eating and drinking establishments, entertainment, auto repair, motels (transient lodging), and personal services. Within the commercial strip there is traditionally very little permanent housing, public parks, open space, civic, institutional, or public education land uses.

3. ECONOMICS AND MARKET

a.) In its current form, some of today's strip commercial development on Pacific Highway may not be economically viable in the long run:

Many business properties along Pacific Highway and other auto oriented corridors are showing their age. Many buildings have obviously transitioned through several different uses over the years. Also, numerous vacancies are apparent. Competition from other types of retail formats, the business cycle (recessions), and problems of traffic congestion all contribute to the sense that some parts of the Pacific Highway Corridor are not thriving as business locations.

Some real estate economists have noted nationwide trends, such as changing incomes, demographics, and consumer expectations are likely out of step with much of the commercial strip's offerings. As above, these and other conditions may affect the long term economic viability of the traditional auto-oriented commercial strip.

The recession of 2007-2010 has also changed consumer spending habits.

Corridor Findings

The corridor's future urban form will be shaped by:

- Competition from more convenient and accessible commercial formats
- Changing demographics and markets
- The need for alternative transportation



Recommendations

I Findings & Recommendations

Overall Corridor Vision

5. Recommendations

Overall Vision

"The Vision for the Pacific Highway Corridor is a prosperous and high amenity urban environment made up of a wide range of mutually supportive residential, commercial, employment and civic land uses. Served by an efficient and safe multi-modal transportation system that provides easy and safe access to all parts of the Portland Metropolitan Region. The Pacific Highway Corridor is envisioned as a destination where people choose to live, work, and visit because of its transportation advantages and central location in the Portland Metropolitan region, and its high level of livability and employment opportunities. The Corridor will be a place where residents and workers can easily access required goods, services, and leisure opportunities without reliance on an automobile." Ultimately, when it is fully developed, the Pacific Highway Corridor will serve as a national model of the transformation of an auto dominated commercial corridor into a healthy, vibrant, and economically sustainable urban environment that accommodates thousands of jobs and households."

1. TRANSPORTATION

- a. Recognize that ODOT's need for a high capacity, uncongested, mobility corridor cannot be reconciled with the highway's commercial businesses' desire for unrestricted access to Pacific Highway. This requires developing short, medium, and long range transportation and land use solutions, including high capacity transit, to ensure the Corridor's future transportation and economic vitality. (Figs. 26-28)
- b. Adopt land use regulations and design standards that require multi-modal transportation connectivity between land uses when new development occurs. Concurrently, develop a long term program to connect neighborhoods to existing development through appropriate connections. (Fig. 29)
- c. Develop and implement local street connectivity plans between the various districts along Pacific Highway to reduce congestion and promote the economic and transportation synergy of land uses.
- d. Implement the recommendations of the Tigard 99W Improvement and Management Plan as a short, and mid-term solution to improve the appearance, safety, capacity, and usability for transit and other modes.



Figure 26. High Capacity Transit: Bus Rapid Transit in Eugene



Figure 27. High Capacity Transit: Light Rail Transit



Figure 29. Site plan of an envisioned development at Canterbury Square with increased pedestrian and auto connections to existing single-family residential neighborhoods.



Figure 28. Envisioned high capacity transit station around the Walnut Street area.

Corridor Recommendations

- **Transportation:**

The need for an uncongested, mobility corridor cannot be reconciled with the highway's commercial businesses' desire for unrestricted access. This requires developing short, medium, and long range transportation and land use solutions, including HCT, to ensure future transportation and economic viability.

- **Land Use:**

A much wider range and higher density of mutually supportive land uses are needed.

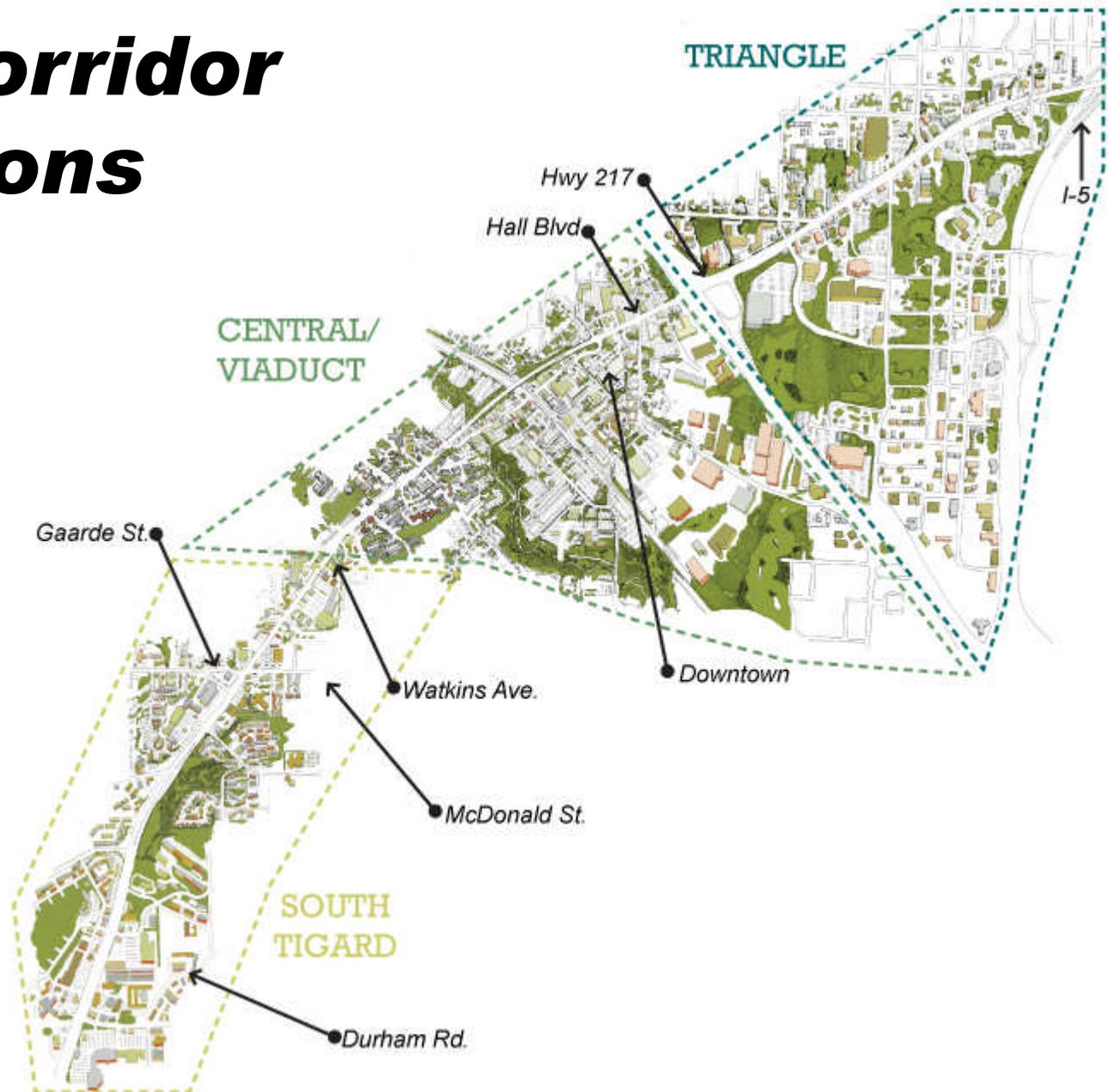
- **Economics and Market:**

Further study of regional commercial market trends and residential preferences, as well as employment and economic trends at the state and national levels, is needed.

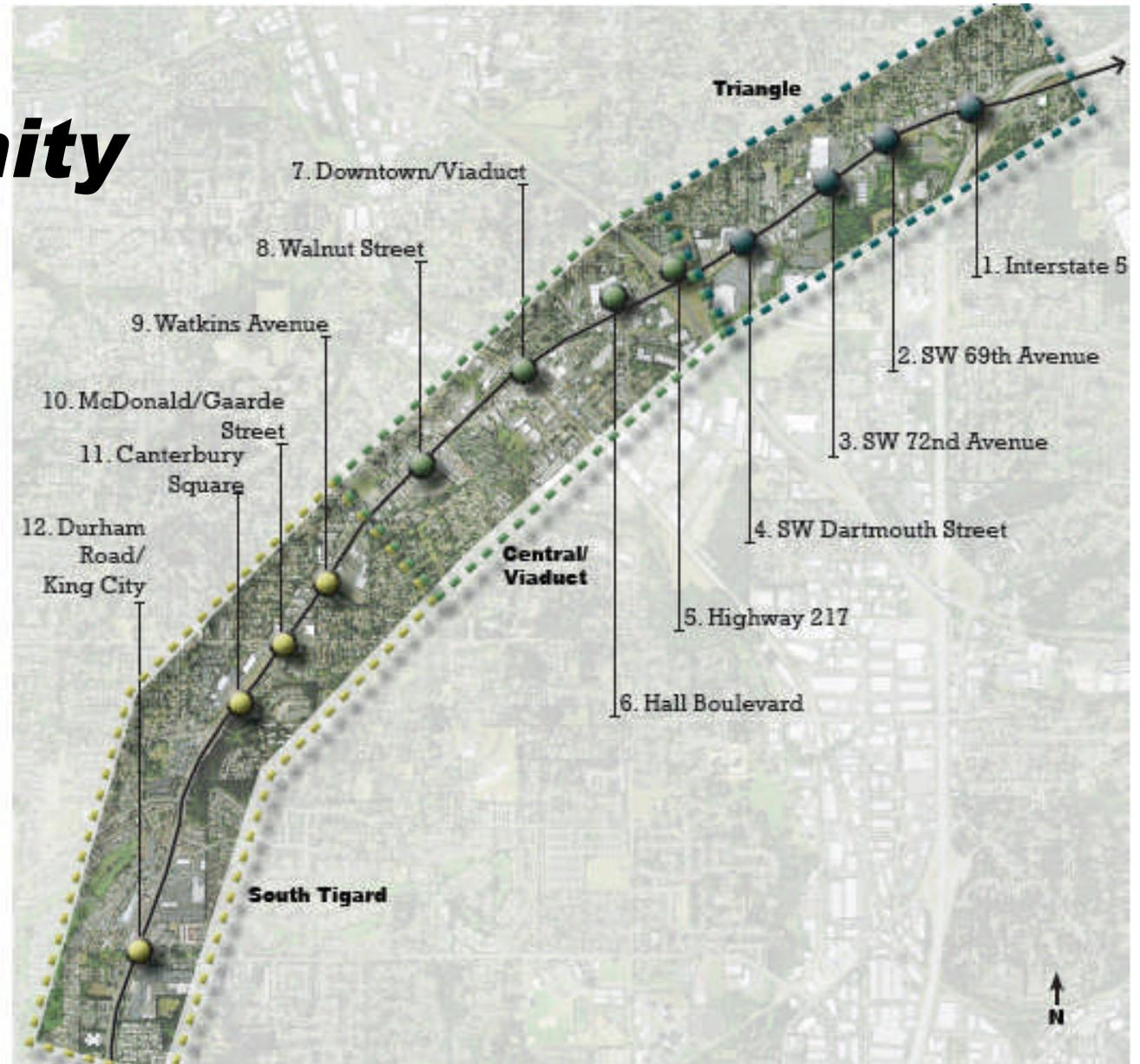
- **Urban Design and Environment:**

Stakeholders should cooperate on a sustained effort to increase the overall aesthetics of the corridor on both public and private properties.

Three Corridor Sections

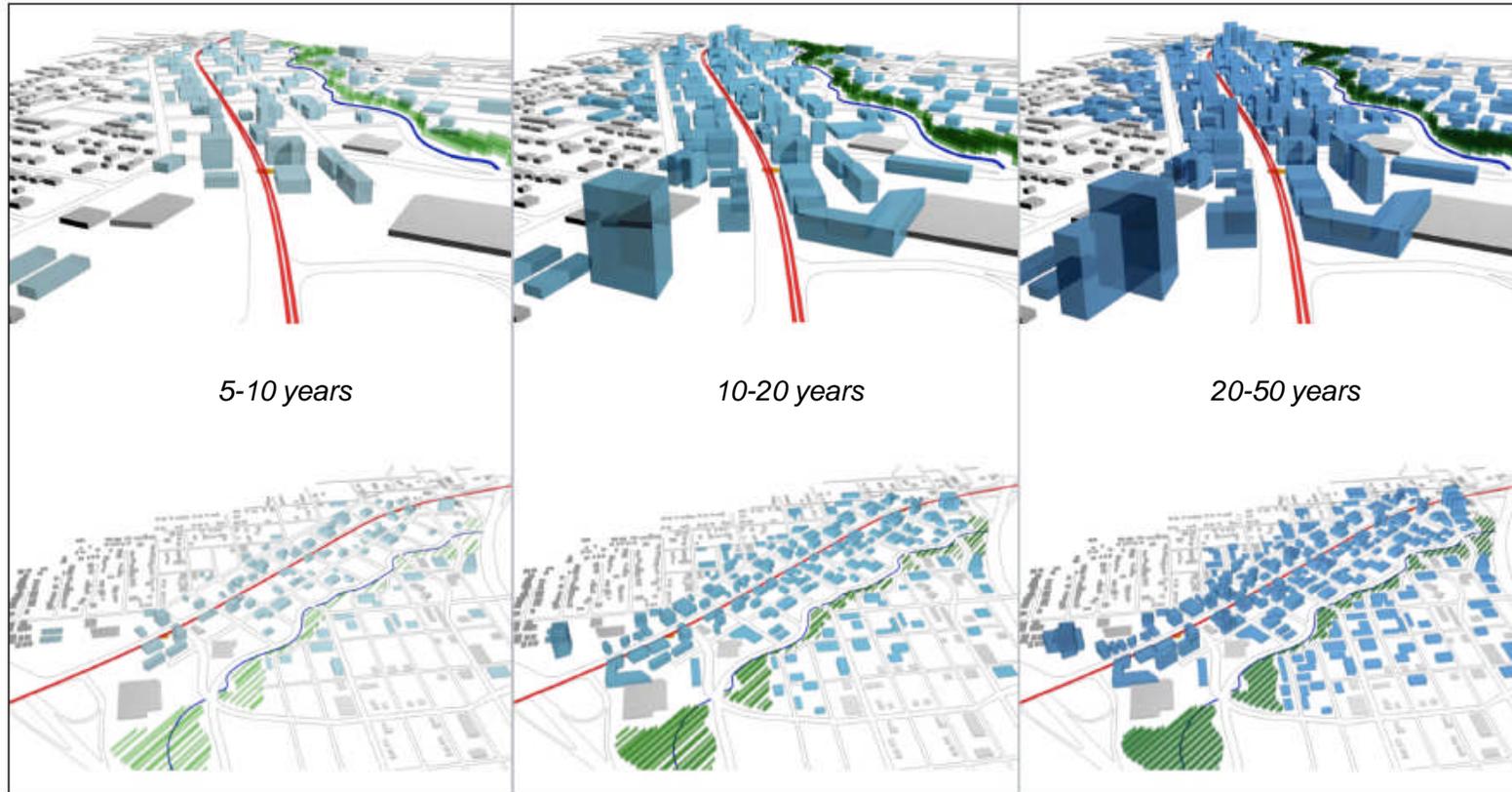


Twelve Opportunity Sites



Future Form of Corridor

Schematic of potential develop of Pacific Highway, I-5 to Hwy 217.



5-10 years

10-20 years

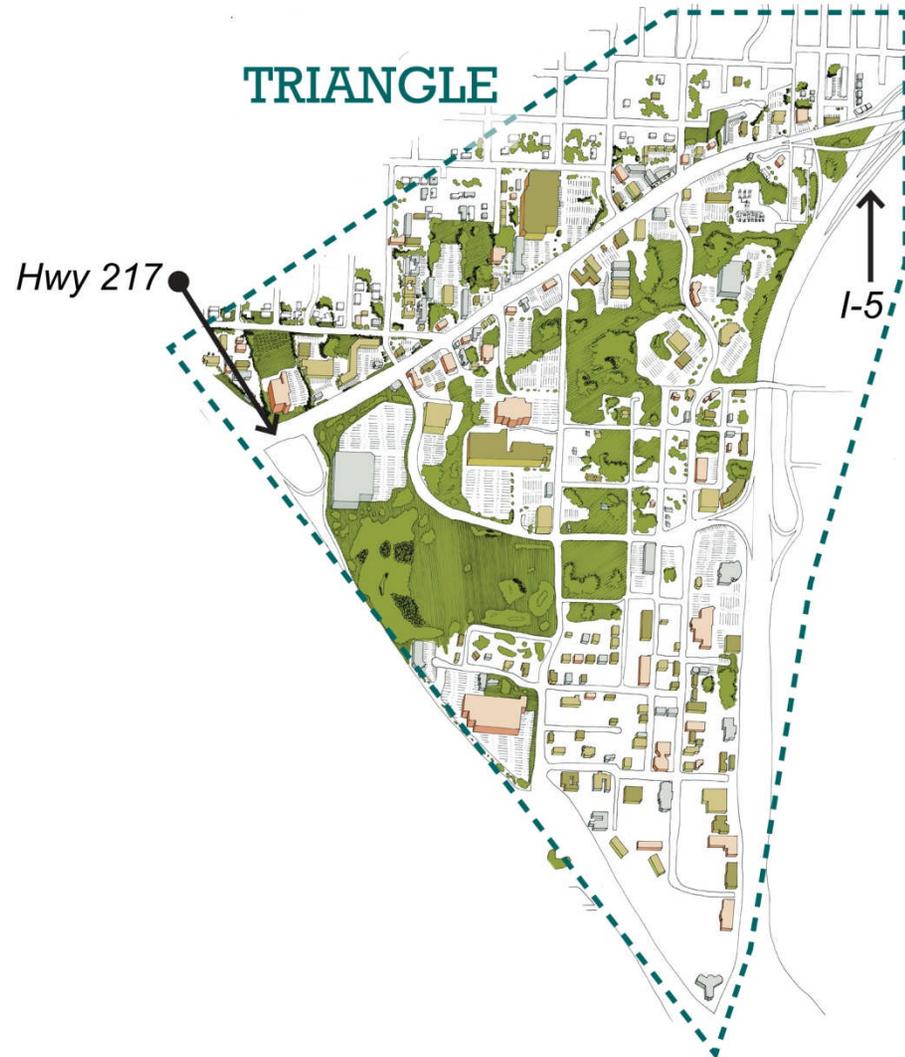
20-50 years

Current Floor Area Ratio of 0.1-0.25/1

Transformation with a Floor Area Ratio of 3-4/1

Tigard Triangle Findings

- Has the greatest potential for transformation by HCT
- Currently limited to an Floor Area Ratio of 0.4 due to potential traffic impacts on road facilities.
- HCT in conjunction with other measures would likely resolve these traffic issues.



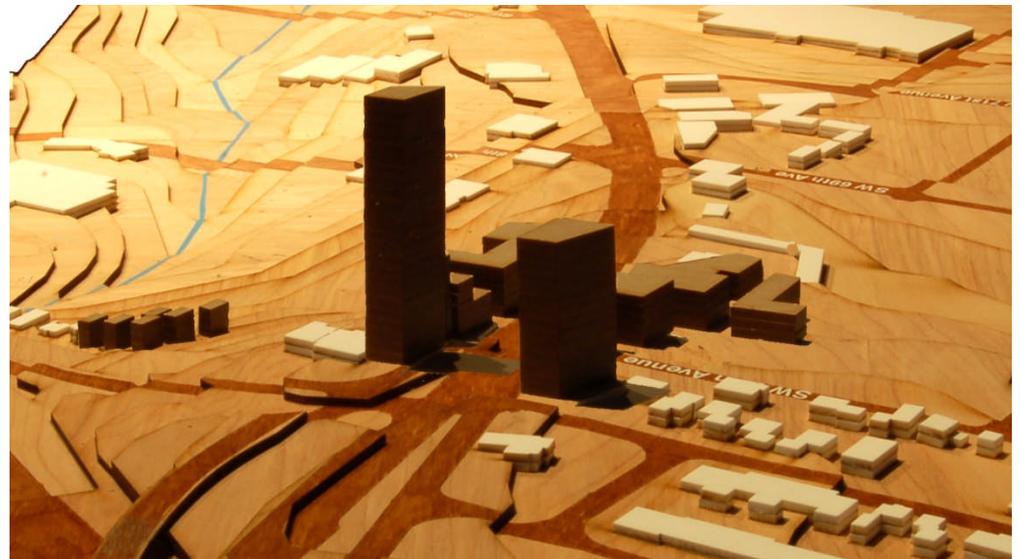
Tigard Triangle Redevelopment

- Establishing a synergistic mix of residential, employment and commercial land uses

I-5 Interchange



Current Conditions 0.1- 0.25 FAR



Future 6-8 FAR

Tigard Triangle Redevelopment

- Develop backage roads and street hierarchy
- Step down building height
- Utilize natural feature of Red Rock Creek



Figure 54. Potential street section at Pacific Highway in the Triangle sub-district



Figure 55. Proposed pedestrian Street - with scaled down buildings



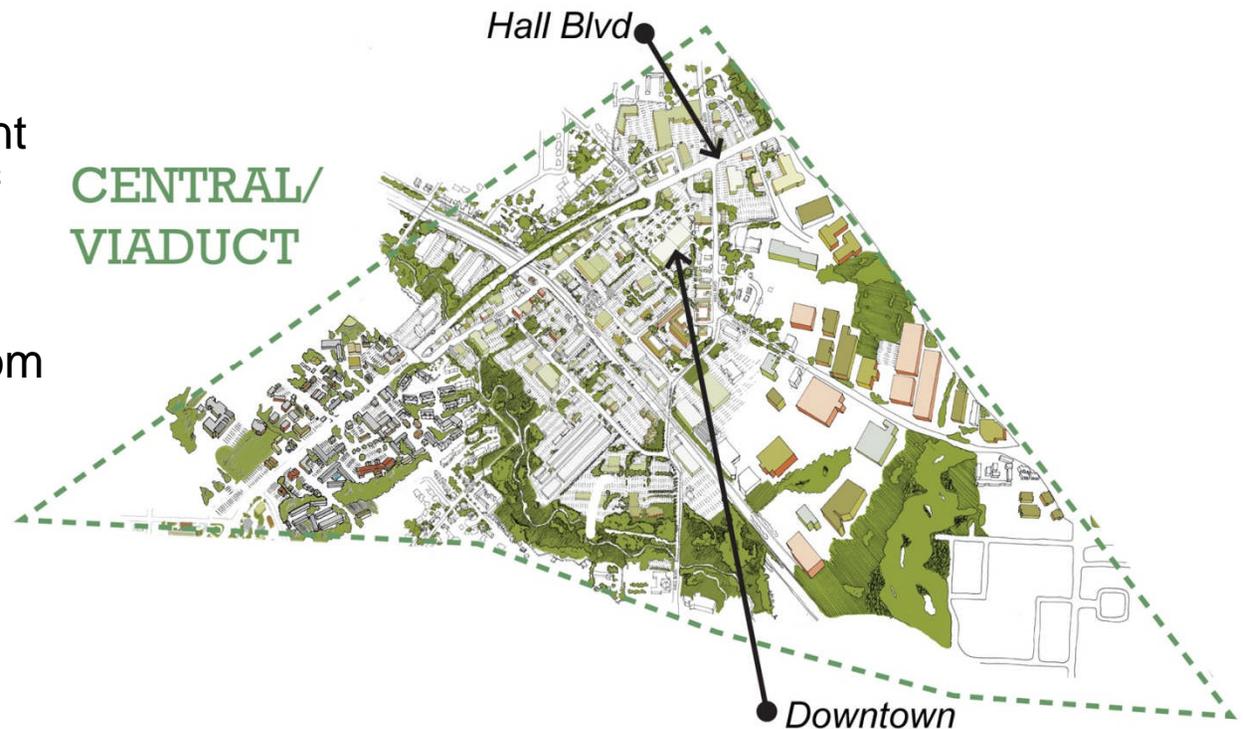
Figure 56. Proposed Rock Creek Park Boulevard with development scaled down to open space

Tigard Triangle Redevelopment



Central/Viaduct Findings

- Construction of viaduct and advent of strip commercial development stymied development of Downtown.
- Downtown is isolated from surrounding community.



Central/Viaduct Redevelopment

HCT would create the conditions to allow the envisioned urban village in the Downtown to flourish.



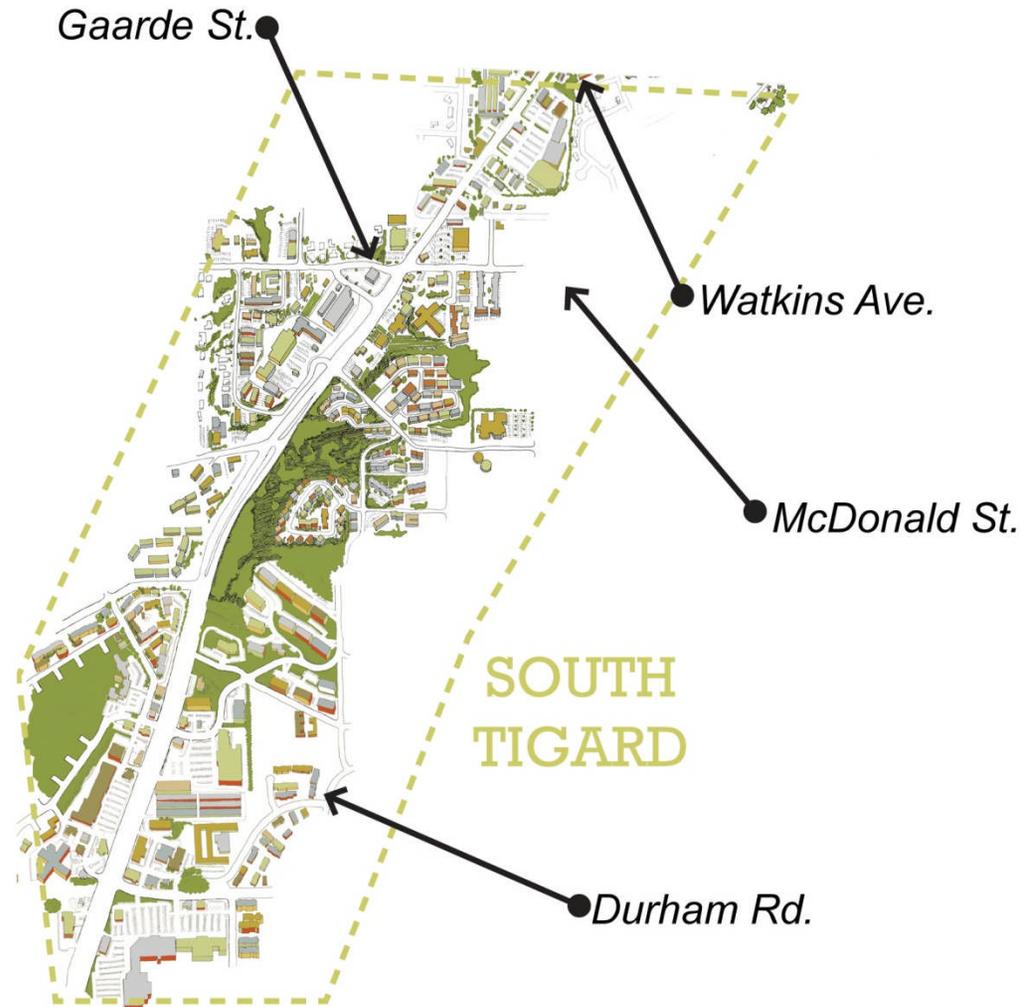
Central/Viaduct Redevelopment

- Future replacement of viaduct creates opportunities for greater connections across Downtown.
- Well developed street environment
- Enhance the green of Fanno Creek



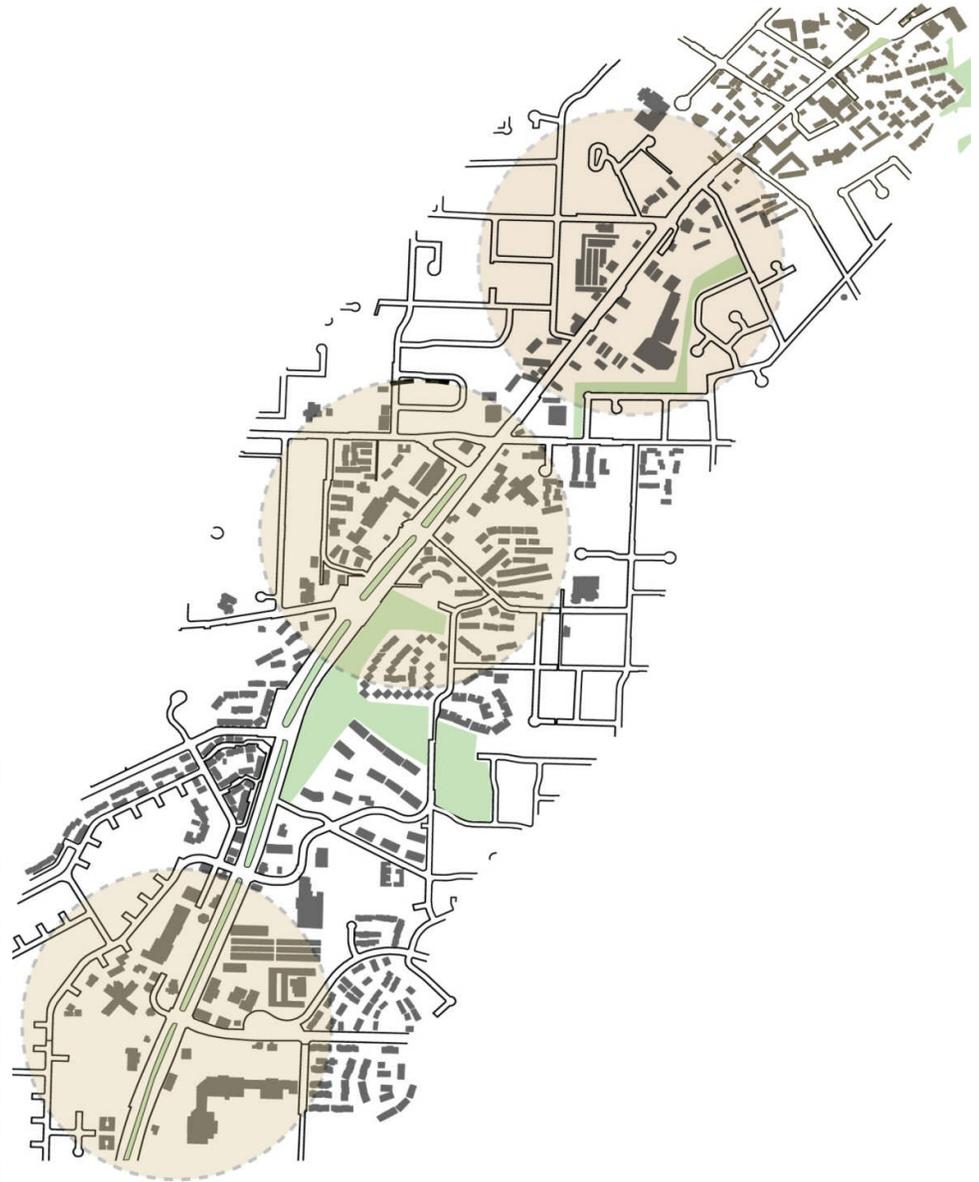
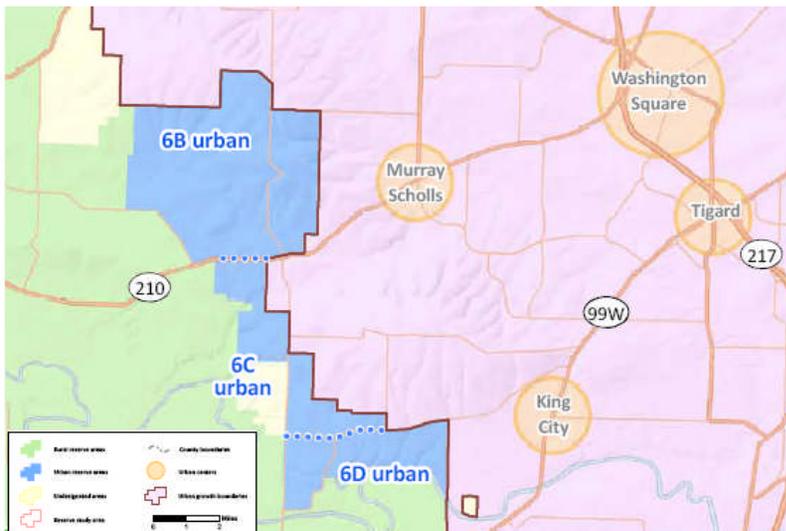
South Tigard Findings

- Significant amount of natural features along Pacific Highway
- Newer development, lower intensity, more residential
- Poor street connectivity and limited travel options to the automobile



South Tigard Redevelopment

- Three nodes identified for compact urban development
- Medium intensity residential, commercial, and employment development, with higher scale buildings at HCT station areas.

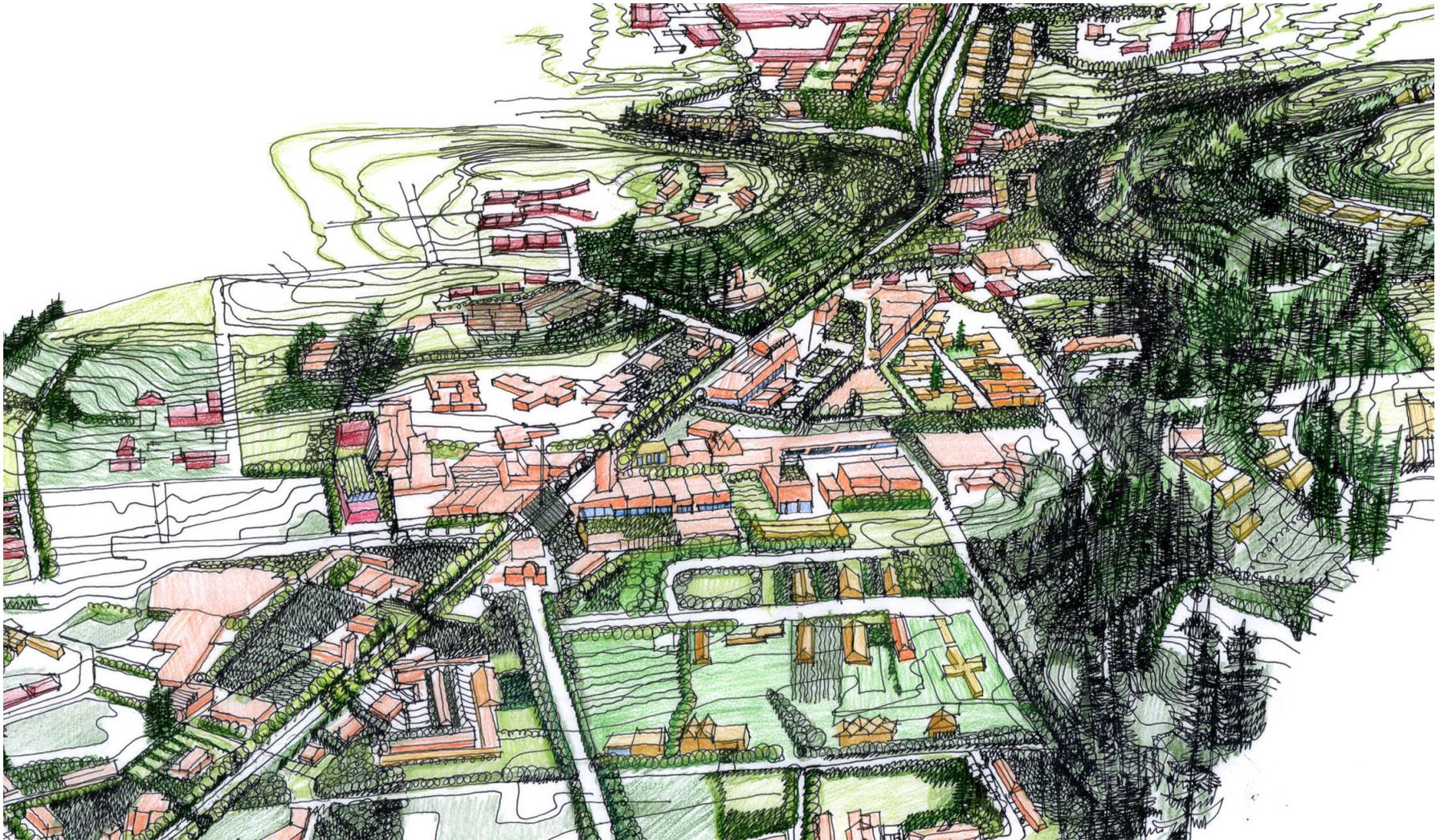


South Tigard Redevelopment

- Compact housing communities at nodes.
- Multi-modal transportation and enhanced natural features in the corridor.

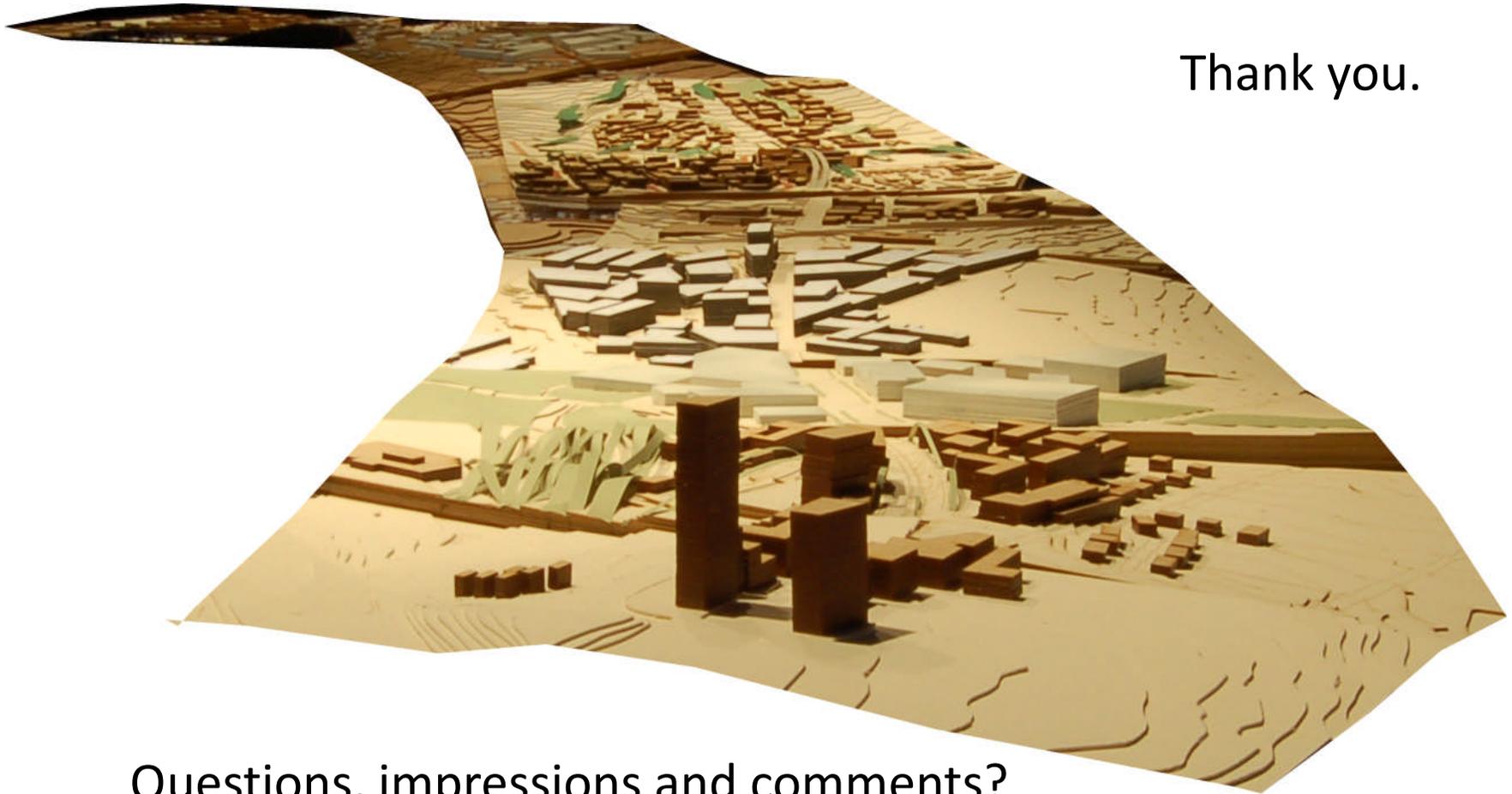


South Tigard Redevelopment



Next Steps

- The Vision will be used as a tool in the Tigard HCT Land Use Plan.
- Alternatives Analysis
- Draft and Final Environmental Impact Statements



Thank you.

Questions, impressions and comments?