

2040 Corridors and Centers Study

Portland, OR



FTB helped Portland Metro and its constituent localities understand the relationship between the region's centers and corridors, how they complement and compete with each other, and what strategies can stimulate development of the land use and development patterns envisioned in the agency's 2040 goals.

BEFORE

- Land Use and transportation goals expressed by regional agency without identifying strategies for implementation
- Absence of coordination between State DOT programs and regional agency goals
- Widespread dissatisfaction with arterial corridors without strategies to instigate change

ASSIGNMENT

- Collaborate with economic analysts to understand relationship between the corridors and centers defined in the region's 2040 plan
- Present findings through educational events for the region's leaders
- Define and illustrate multiple strategies for stimulating change in different locations

OUTCOMES

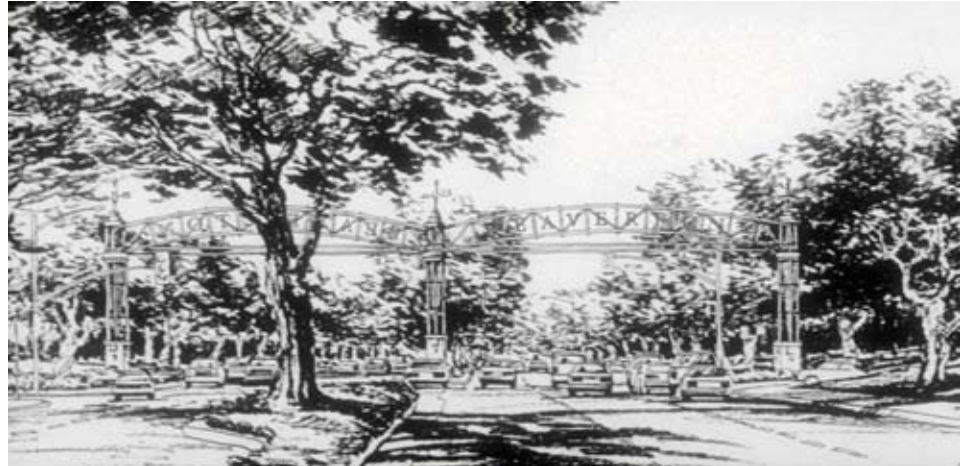
Completed Final Study Report and Final Presentation

- Identified strategies necessary to support transportation and land development goals for the region's corridors
- Established guidelines for development and evaluation of corridor land use and transportation alternatives
- Developed and illustrated strategies to transform corridors from undifferentiated strips to a series of distinct segments, each with a clear grouping of uses and functions
- Demonstrated how local strategies could take advantage of Oregon Highway Plan policies and ODOT system management programs

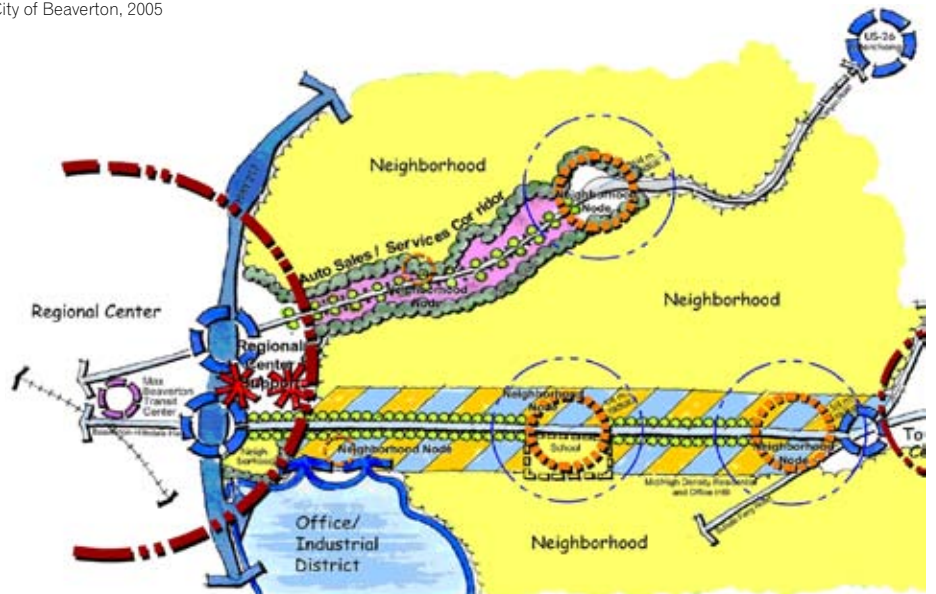
CLIENT: Portland Metro

IN COLLABORATION WITH: ECONorthwest

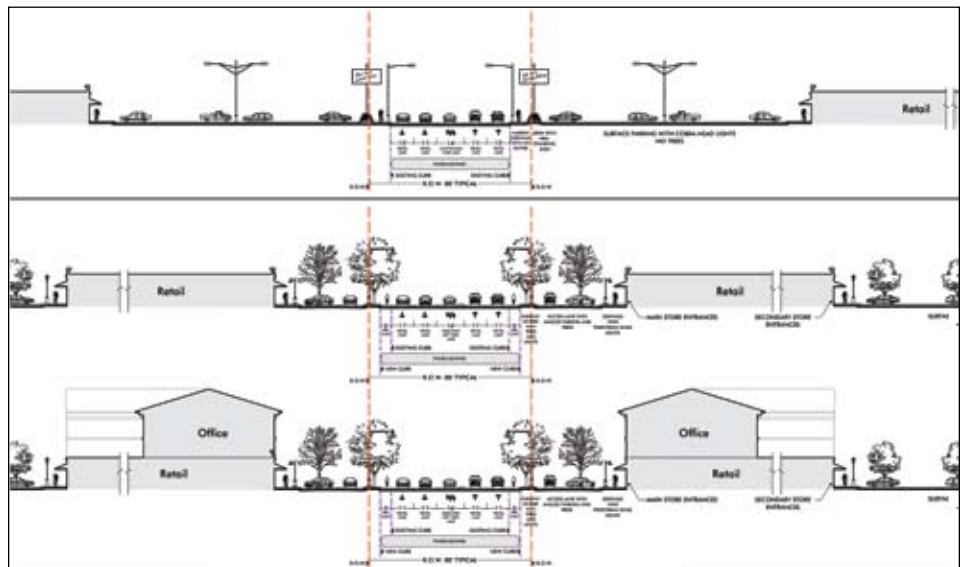
FTB: When this project was completed the firm name was Freedman Tung & Bottomley (FTB).



Example of a gateway treatment for the Beaverton-Hillsdale Highway (between the Corridor and the Center)
City of Beaverton, 2005



Land use and development alternative concept, Canyon Road and Beaverton-Hillsdale Highway Corridors, 2005



Corridor supportive streetscapes, Corridor Study Area, 2005