BROADWAY CORRIDOR PLANNING PROCESS

Strategic Vision (Phase I)
- SWOT Assessment
- Guiding Principles
- Market Study
- Traffic Circulation
- Parking Strategy
- Sustainable Design

USPS Development Concept (Phase I)
- Conceptual Site Plan
- Infrastructure Plan
- Regulatory Assessment
- Financial Feasibility

Master Plan (Phase II)
- Site Programming
- Urban Design Standards
- Refined Connectivity Plan
- Code/Policy Amendments (TBD)
- Sustainability Plan
- Implementation Strategy
# Broadway Corridor Framework Plan

<table>
<thead>
<tr>
<th>Tasks</th>
<th>Timing</th>
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<tbody>
<tr>
<td><strong>Strategic Vision</strong></td>
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<tr>
<td>Charrette #1 – Project Kick-off</td>
<td>June 15, 2015</td>
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<td>Opportunities and Constraints analysis</td>
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<td>Charrette #2 – Development Principles, Goals, Objectives</td>
<td>June 29-30 2015</td>
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<td>Open House #1</td>
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<td>Development Case Study</td>
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<td>Market Analysis</td>
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<td><strong>USPS Development Concepts</strong></td>
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<td>Charrette #3 – Preliminary USPS Concept Plan Alternatives</td>
<td>July 20-21 2015</td>
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<td>Concept Plan Refinement and Assessment</td>
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<td>- Transportation Analysis</td>
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<td>- Preliminary Public Cost Estimates</td>
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<td>- Financial Feasibility Analysis</td>
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<td>Final Framework Plan Report</td>
<td>September 2015</td>
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<td>PDC Board &amp; City Council endorsement</td>
<td>October 2015</td>
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PROJECT BACKGROUND & EXISTING CONDITIONS
BROADWAY CORRIDOR STUDY AREA

USPS

Union Station (PDC)

Block Y (PDC)

Block U

Greyhound

PNCA (PDC)

Park

Block R (PDC)
STUDY AREA IN CONTEXT

CENTRAL CITY EMPLOYMENT
BY DISTRICT - 2000-2010
STUDY AREA IN CONTEXT

CENTRAL CITY POPULATION
GROWTH BY DISTRICT - 2000-2010

DOWNTOWN
GOOSE HOLLOW
OLD TOWN/CHINATOWN
PEARL DISTRICT
SOUTH AUDITORIUM/UNIVERSITY DISTRICT
SOUTH WATERFRONT
WEST END

712
943
4990
1587
1356
1381
STUDY AREA IN CONTEXT

Multifamily Housing
2012-2014

Status
- Existing developments built between 2012 and 2014: 78 buildings, 4,519 units

Number of Units
- 6 - 10
- 11 - 50
- 51 - 100
- 101 - 150
- 151 - 657

Note: Proposed developments may include condominiums. Developments that are existing or under construction do not include condominiums. Affordable housing developments may be present in the current data.

Multifamily Housing
Proposed

Status
- Proposed: 86 buildings; 8,152 units
- Under Construction: 51 buildings; 4,795 units

Number of Units
- 6 - 10
- 11 - 50
- 51 - 100
- 101 - 150
- 151 - 657

Note: Proposed developments may include condominiums. Developments that are existing or under construction do not include condominiums. Affordable housing developments may be present in the current data.

DRAFT - DO NOT CITE
STUDY AREA IN CONTEXT

Office
Existing

Office
Proposed

Status
- Existing, Class A: 76 buildings

Rentable Building Area
- < 75,000
- 75,001 - 150,000
- 150,001 - 250,000
- 250,001 - 350,000
- > 350,000

Status
- Under Construction, Class A: 4 buildings
- Proposed, Class A: 7 buildings

Rentable Building Area
- < 15,000
- 15,001 - 25,000
- 25,001 - 50,000
- 50,001 - 150,000
- > 150,000
Excerpt from Executive Summary:

“The Main Post Office site is perhaps the most exciting single redevelopment opportunity in the city, with the potential to become a major employment center over time.”

For Old Town/Chinatown, “new tools to increase historic and cultural preservation activities as well as encouraging new middle-income market rate housing development.”
CC2035 WEST QUADRANT PLAN

LEGEND

- Up to 467' unlimited
- Up to 325'
- Up to 250'
- Up to 175' (unless otherwise noted)
- Up to 100
- Up to 75'
- Base 100' - 150': Eligible for open space performance standards
- Public view
- Park, open space and/or Greenway

BUILDING HEIGHTS*
* approximate; allowable heights inclusive of all existing potential bonuses, transfers, etc.

CENTRAL CITY 2035: WEST QUADRANT PLAN

Bureau of Planning & Sustainability  Feb. 2015

ADOPTED
CC2035 WEST QUADRANT PLAN: GREEN LOOP

IMAGINE...

IT COULD BE LIKE SUNDAY PARKWAYS EVERYDAY...
CC2035 WEST QUADRANT PLAN: GREEN LOOP

Key Objectives
• Improve Health
• Expand Open Space
• Increase Pathways
• Support Businesses
• Encourage Riding
• Grow and Build Green

NOTES:
A1. Link Broadway Bridge pathways to North Park Blocks, NW Johnson and new open spaces with US Post Office site redevelopment.

B1. Coordinate Broadway Bridge approach section with Pearl District Street and Circulation Plan (2012); transition to NW Hoyt.
CC2035 WEST QUADRANT PLAN

Relevant goals, policies & actions:

• Redevelop US Postal Service site for high density employment, signature city attractions.

• Develop a new public park or plaza on the block between NW Glisan and NW Hoyt and NW 8th and NW Park.

• Encourage and promote an environmental “high performance area” on the redeveloped US Postal Service site.

• Strengthen east-west connections between the North Park Blocks and the river.

• Explore the potential redevelopment of the Greyhound Terminal site

• Maintain and increase the viability of Union Station as Portland’s multi-modal passenger transportation hub.
USPS Site Master Plan must address:

• Street and pedestrian connectivity
• Park access and connectivity (i.e., North Park Blocks and Pearl District Parks)
• Street presence
• Environmental and sustainability considerations
• Open space opportunities and amenities
• Public views over, through and from the site
• Appropriate transitions to adjacent uses
Areas of Needed Improvement

- Imbalance of Uses & Identity
- Crime & Perception of Safety
- Cost of Building Rehabilitation & New Construction
- Lack of District Connectivity
OLD TOWN-CHINATOWN
ACTION PLAN

Business Vitality
Key Measure:
- Net gain of 5 new retail stores open
- 500 new living wage jobs in district

Neighborhood Investment
Key Measure:
- 500 new middle-income housing units constructed or under construction
- 5 buildings rehabilitated or underway
- District Parking strategy identified

District Livability
Key Measure:
- Four annual neighborhood events held, including use of public space
- Marketing collateral developed and used by community partners to promote district
- Community Livability Grant projects implemented
PORTLAND UNION STATION

- 467 miles
- Serves 17 communities; 8 million people
- Rivals Seattle’s King Street Station for Amtrak ridership
QUESTIONS?
BROADWAY CORRIDOR FRAMEWORK PLAN

CHARRETTE #1 | 15 JUNE 2015
A WORLD CLASS URBAN TRADITION
A STUNNING SETTING
EFFECTIVE TRANSIT
LOVED LOCALLY
RECOGNIZED GLOBALLY
A FANTASTIC SITE
A GREAT OPPORTUNITY TO...
...CATALYZE ECONOMIC DEVELOPMENT
HIGH-TECH HAS EMERGED AS THE MOST INFLUENTIAL INDUSTRY ON THE U.S. OFFICE MARKET.

Software development, mobile and social media technologies, and information product and services companies are driving innovation and new job creation across the country—and collectively have leased more large blocks of office space than any other industry in the past year and a half.

**Figure 1: U.S. Job Growth for High-Tech and Creative Industries**

Index value > 100 indicates job growth above 2007 peak


¹ Major leasing activity reflects the 25 largest lease transactions within 57 U.S. markets.
Figure 5: Tech-Twenty Market Power Diagram


Tech-Twenty Market Power Diagram measures the relative strength of the Tech-Twenty office markets on a scale of 0 to 100. High-tech software/services job strength includes high-tech software/services job growth over the past two years and their current concentration within office-using job categories. Office market strength includes rent and net absorption growth over the past two years. The quadrant lines represent the 20-market aggregate average for each strength measure.

Figure 2: High-Tech Software/Services Job and Office Rent Growth, Past Two Years

<table>
<thead>
<tr>
<th>High-Tech Software/Services Job Growth (Ranked by growth rate, 2011 to 2013)</th>
<th>NEW TECH JOBS</th>
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<tr>
<td>Rank</td>
<td>Market</td>
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<td>------</td>
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</tr>
<tr>
<td>1</td>
<td>San Francisco</td>
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<tr>
<td>2</td>
<td>Austin</td>
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<tr>
<td>3</td>
<td>San Francisco Peninsula</td>
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<tr>
<td>4</td>
<td>New York (Manhattan)</td>
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<td>5</td>
<td>Silicon Valley</td>
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<td>Chicago</td>
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<th>Office Market Rent Growth (Ranked by growth rate, Q2 2012 to Q2 2014)</th>
<th>GROWTH RATE</th>
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DEVELOPMENT OPPORTUNITY

- An **influx of high-tech companies continues to increase demand for creative office space in Portland’s downtown submarkets**, which has significantly increased rental rates and decreased vacancy.

- Portland’s Silicon Forest **tech scene continues to sizzle and attract more attention** from California’s Silicon Valley to New York’s Silicon Alley—and from employees and employers to angel and venture capital investors.

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**Figure 2: High-Tech Software/Services vs. Office-Using Jobs (Thousands)**

- **High-Tech Software/Services Jobs (L)**
- **Office-Using Jobs (R) (Excluding High-Tech)**

CHANGING NORMS + EXPECTATIONS

Value Diversity of Lifestyle Options

Embrace Urbanism

24/7 Live, Work and Play mentality

Lower desire for cars and 1-family homes

Socially Conscious and Connected

Collaboration is Routine
"It’s all about having smart people who are connected by urban density and who learn from each other and work with each other."

- Edward Glaeser
URBANIZING THE SILICON FOREST?
...CAPTURE PUBLIC BENEFIT
SYDNEY
...STRENGTHEN CONNECTIONS
...BETWEEN DISTRICTS

PEARL DISTRICT

SITE

OLD TOWN CHINATOWN

LLOYD DISTRICT
...TO THE WATERFRONT
...CITYWIDE GREENLOOP
...ADVANCE SUSTAINABLE URBANISM
...CREATE A UNIQUE EXPERIENCE
TREASURE ISLAND
...CELEBRATE PORTLAND
KEEP PORTLAND WEIRD

KEEP PORTLAND AUTHENTIC
KEEP PORTLAND CREATIVE
KEEP PORTLAND MAKING
KEEP PORTLAND DANCING
KEEP PORTLAND CYCLING
KEEP PORTLAND RUNNING
KEEP PORTLAND GROWING
KEEP PORTLAND THRIVING
HOW?
LET'S GET STARTED