

An aerial photograph of a city, likely Denver, showing a large bridge spanning a river. The city buildings and streets are visible below the bridge. The image is slightly faded to serve as a background for the text.

# **Thank you for taking the time to share your opinion for the Online Open House!**

This presentation provides information on the project background, how the preliminary concepts were developed, and tips for what to look for when you are reviewing the designs.

Your opinion is valuable and critical for the success of this project. We hope you will continue to participate.



## The Opportunity

The Broadway Corridor is a 34-acre site – in green on the slide – that includes the 14 acre Post Office site as well as Union Station, the Greyhound Bus Terminal and a few other properties under public ownership

Prosper Portland co-owns the USPS site with the Portland Housing Bureau as part of a commitment to have affordable housing on the site.

# A Different Type of Development Project

Some elements of the project are similar to past projects, for example, the technical aspects of the development process will be constant, from predevelopment through construction. Our ability to realize shared development related goals will depend heavily on the overall health of our region's real estate and financial markets.

At the same time, we have done some things differently, driven by our commitment to ensuring equitable benefits from the project and to creating an inclusive, welcoming, opportunity-rich place.

## **PAST PROJECTS**

### ***What's similar?***

- Predevelopment, permitting, & construction processes
- Real estate and financial markets heavily influence development outcomes
- Outreach; engagement; and advisory committees

### ***What's different?***

- Public-private partnerships on privately held land
- Development related public investments occur locally
- Engagement after project process and goals have been defined
- Agency's standard policy requirements
- Stakeholder input with a focus on nearby businesses & residents

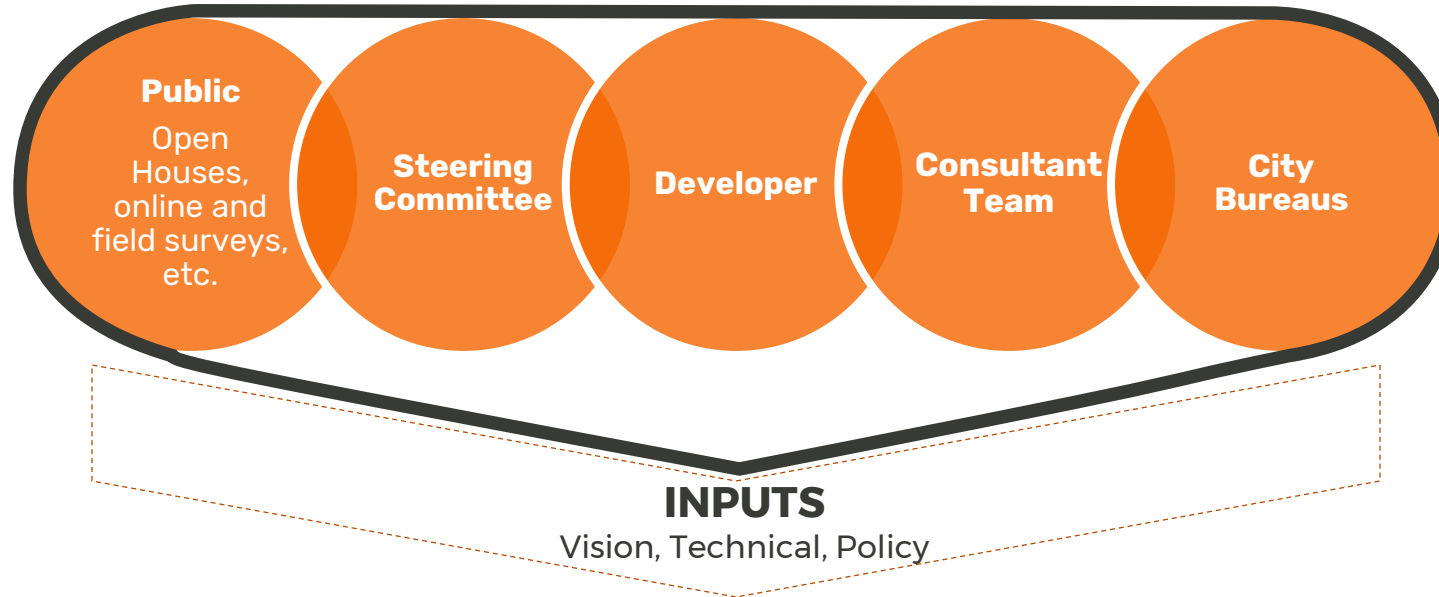


## **BROADWAY CORRIDOR**

- Publicly held, large scale parcel of land
- Potential for development to generate revenue citywide
- Broader engagement early on to help define the process
- Community benefits agreement in addition to policy requirements
- Input with focus on community-based organizations



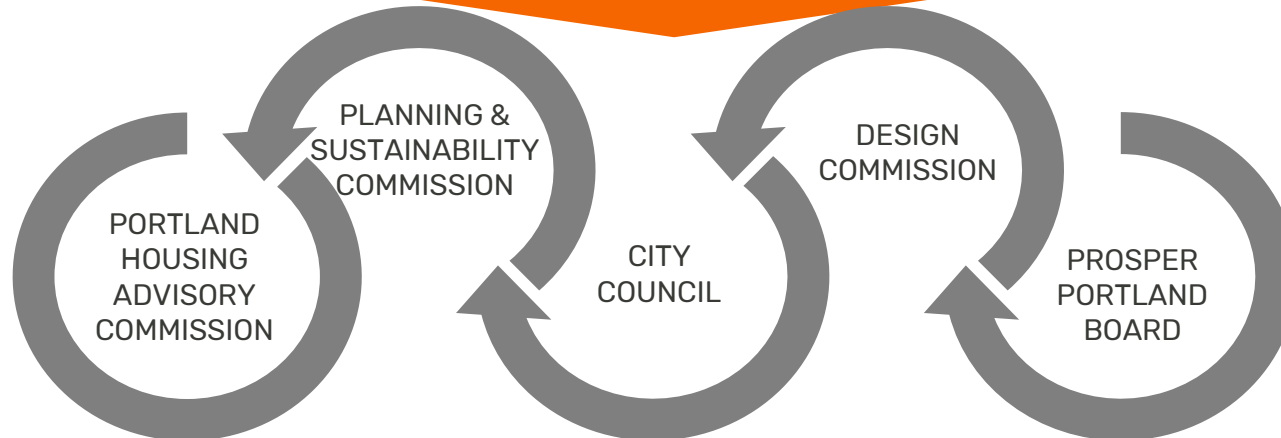
# Who is Shaping the Project



INPUTS

## EXECUTIVE COMMITTEE

Prosper Portland & Portland Housing Bureau  
Executive Directors



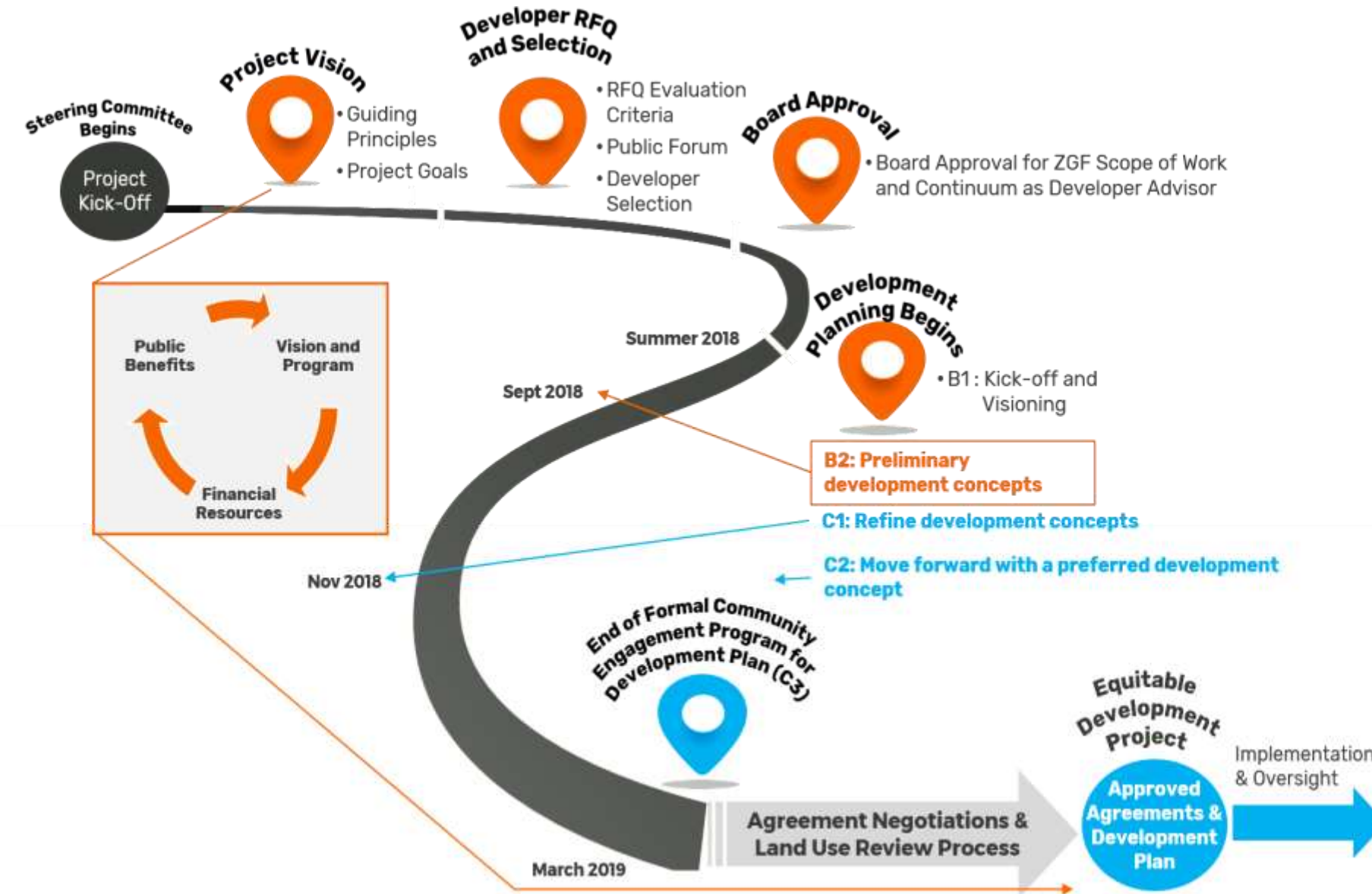
DECISION  
MAKERS

You are among key groups who are shaping the project. Others include:

- **Steering Committee** continues to advise us on the design and priorities for community benefits
- **Consultants** provide a technical planning approach to delivering on community feedback and priorities including planning, design, engineering, transportation, etc.)
- **Continuum** as our developer advisor brings a critical approach as they consider how this project can be delivered
- **City Bureaus** take an approach to ensure city policies and directions are reflected in planning

Ultimately, there are multiple decision makers depending on the element of the project needing approval (i.e. Design Commission approves the Master Plan, Prosper Portland's Board approves the Development Agreement, etc.)

# Where We've Been, Where We're Going

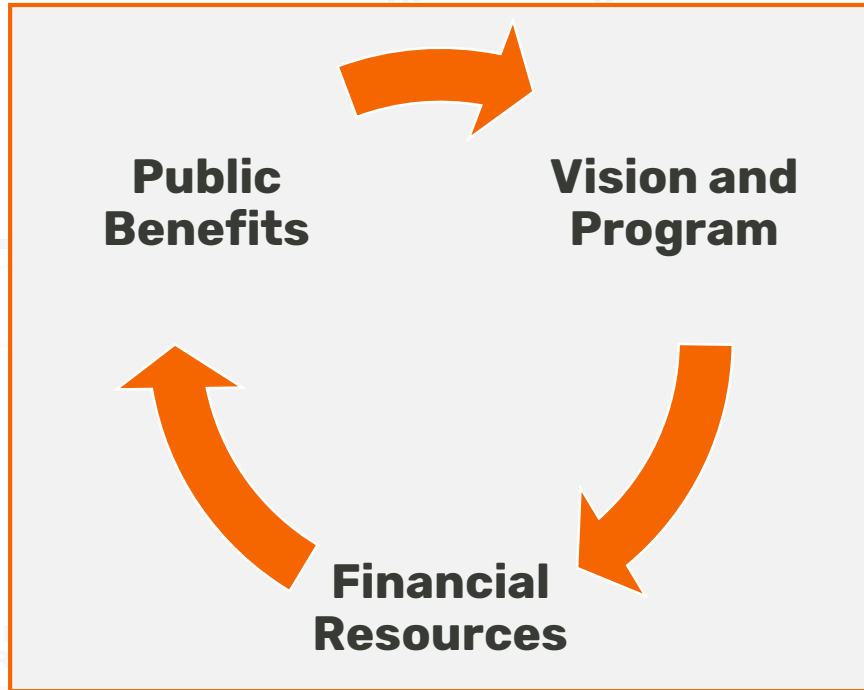


Prosper Portland is leading a development planning process (anticipated to take about one year), which will result in a document called a Development Plan for the Broadway Corridor, which establishes guidelines related to:

- Land Use; Density, Building Types, and Heights; Broad Public Benefits; Transportation; Sustainability; Development Phasing

Your input will help us blend the best of each concept and community ideas into refined concepts for the next stage of the planning process.

# Where We've Been, Where We're Going

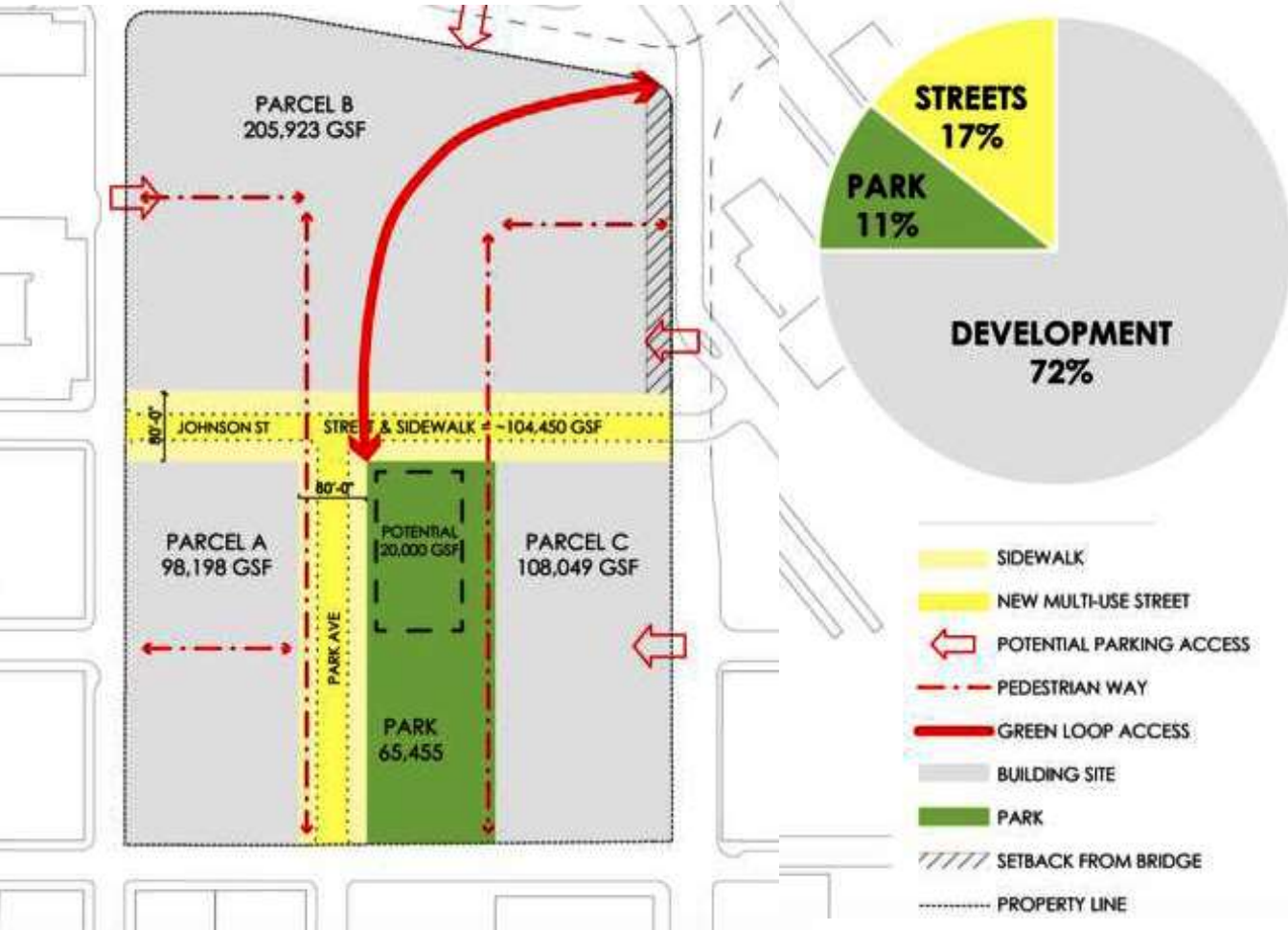


To deliver on a transformative project, we will continue to come back to the interdependent relationship between the financial opportunities and constraints on the site.

This project is a public-private partnership and will require delivery of public benefits through public investments and private investments and getting creative to achieve our goals with finite resources.

This is why your continued participation is critical. We want to know what is most important for you, your family and friends, and community because It will take our collective effort to be bold and get this project done.

# 2015 Framework Plan



## Assumptions for Concepts

In 2015, a feasibility study to inform a go / no go decision regarding acquisition of the USPS property was conducted and resulted in a document called the Framework Plan. After reviewing the Framework Plan, the City decided to move forward with authorizing a \$40 million line of credit to Prosper Portland to purchase the site, which needs to be repaid by June 2022.

The volume of parks, streets, and development that have guided the development of the concepts you'll see are based off the assumptions detailed in the Framework Plan.



# Placemaking Vision

The concepts for the site are guided by community ideas on what kind of place Broadway Corridor should be as well as guiding principles and project goals established by the Steering Committee.

These ideas are reflected in a document called the Placemaking Vision, which articulates a vision for the many ways people could use the public space. Placemaking is an approach to create a shared public space that is inclusive and prosperous and it is rooted in local knowledge, assets, and ideas and is supported by professional knowledge and skills.

This vision is then used by people with design expertise (our Consultant Team) to create the form that supports those functions.



# Getting to a Placemaking Vision

Visioning for the past two months focused on what kind of place Broadway Corridor should be.

- Visual Brainstorming Exercise
- Power of 10+ Exercise

JUNE

Public  
Partners  
Technical  
Team

June &  
July  
**Steering  
Committee  
Meeting**

**Sunday  
Parkways**  
at the Green  
Loop Pop-Up

**Open  
House**

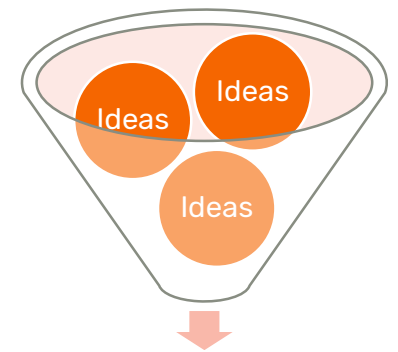
JULY

- Visual Brainstorming Exercise
- Comfort Mapping Exercise
- Online Open House Survey

JULY

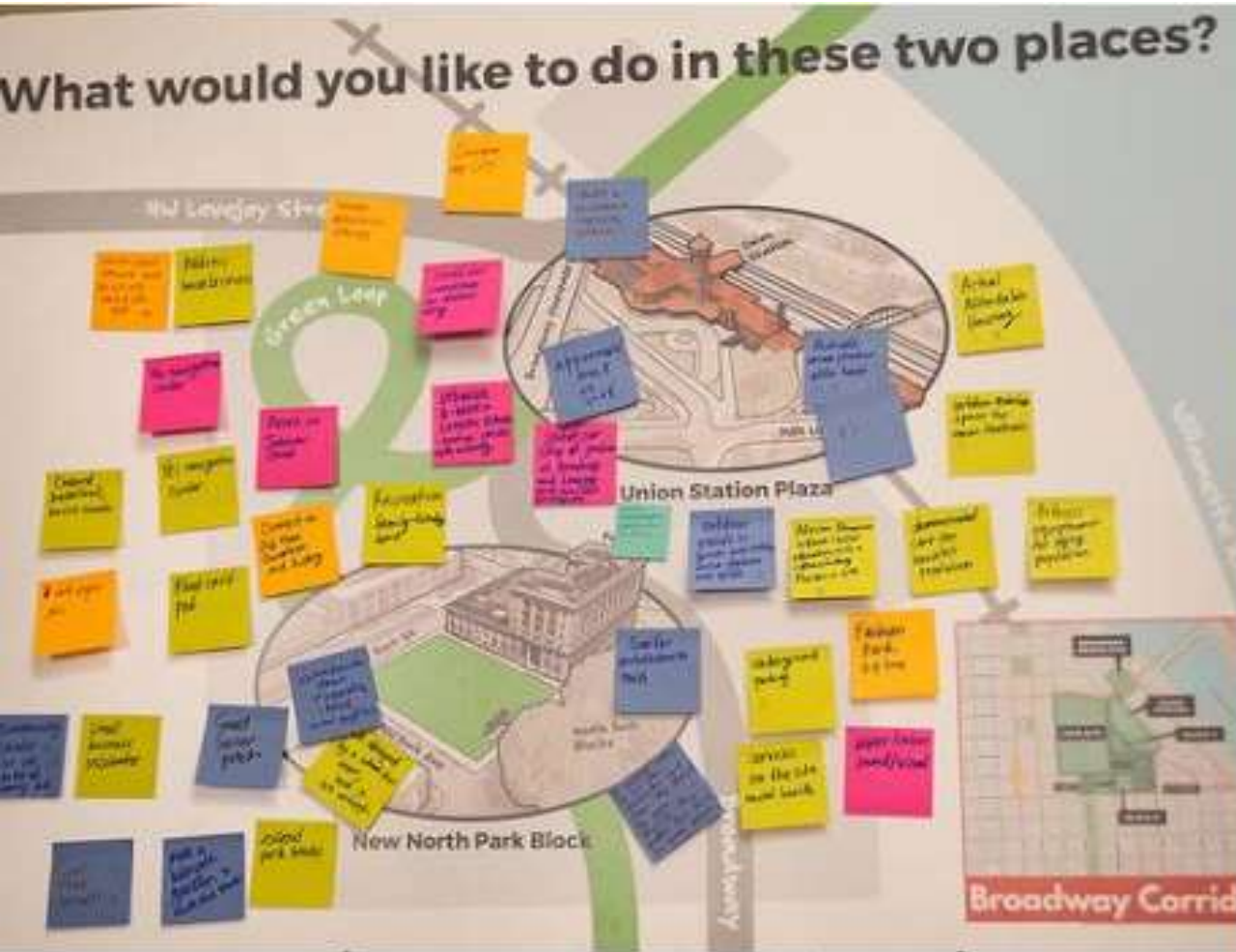
- Preliminary Findings Presentation Feedback
- Placemaking for Guiding Principles Exercise

Site-Specific  
Brainstorming  
Exercise



**Vision Program**

# OPEN HOUSE IN JULY





# Placemaking Findings

The following slides are findings on community ideas for how the public space should be used.

Findings are organized by each project's guiding principle.



# ACCOUNTABLE

## Guiding Principle

- Establish a **mission-driven** district **management organization**.
- **Continue engaging the community** on a permanent basis.
- **Embrace flexibility** and experimentation.
- Account for off-site impacts of placemaking.





# CONNECTED

## Guiding Principle

- Contribute to the **Green Loop\*** through a **series of connected public destinations**.
- Strengthen public space connections between **multimodal transportation options** on site.
- Distinguish Broadway Corridor as a key **gateway** to downtown Portland.
- Treat **streets and paths as places for people** to linger and gather.
- **Break up the standard Portland grid** to create a distinctive hierarchy of streets and spaces.
- **Improve access to Willamette River** wherever possible.
- **Reimagine Union Station** as a public space.





# EQUITABLE

## Guiding Principle

- Create a large new **civic space** with citywide and **multi-cultural appeal**.
- Foster a **retail mix and public realm** that reflects the **range of incomes**, household types, and other needs of new residents.
- Design a **comfortable, welcoming, and accessible** environment for all ages, gender identities, and abilities.
- **Balance the needs** of people experiencing **homelessness** and other users on site.
- Pursue **alternative security strategies**, working directly with **vulnerable** communities.





# PROSPEROUS

## Guiding Principle

- Integrate space and support for **entrepreneurship, small businesses, and workforce development** into the public realm.
- Leverage public space procurement processes and operations to sustain local **minority- and women-owned businesses.**
- Create **opportunities for job-training** and employment for the houseless population around Broadway Corridor.



# RESILIENT

## Guiding Principle

- Create **educational opportunities** about natural sciences and environmental justice.
- Encourage a **culture of environmental stewardship** in public space.
- Build **social resilience** through community-based programs.
- Implement **“green” infrastructure that invites interaction** and directly benefits human wellbeing.
- Incorporate **community-based urban agriculture** or other natural production on site.
- Showcase a **sustainable approach to energy and waste** through materials and methods.





# VIBRANT

## Guiding Principle

- Create a true **variety of gathering places**.
- **Co-curate programming** with an emphasis on culture and commerce.
- Include amenities that address **basic human comfort**, such as seating and shade.
- **Embed the arts** into the everyday functions of places.
- Fulfill the desire for **additional recreation** downtown.
- **Leverage existing anchors** on site as partners in placemaking.
- Cultivate a **well-used public realm all day**, week and year.





# Preliminary Development Concepts

The following slides provide a description of all three preliminary development concepts:

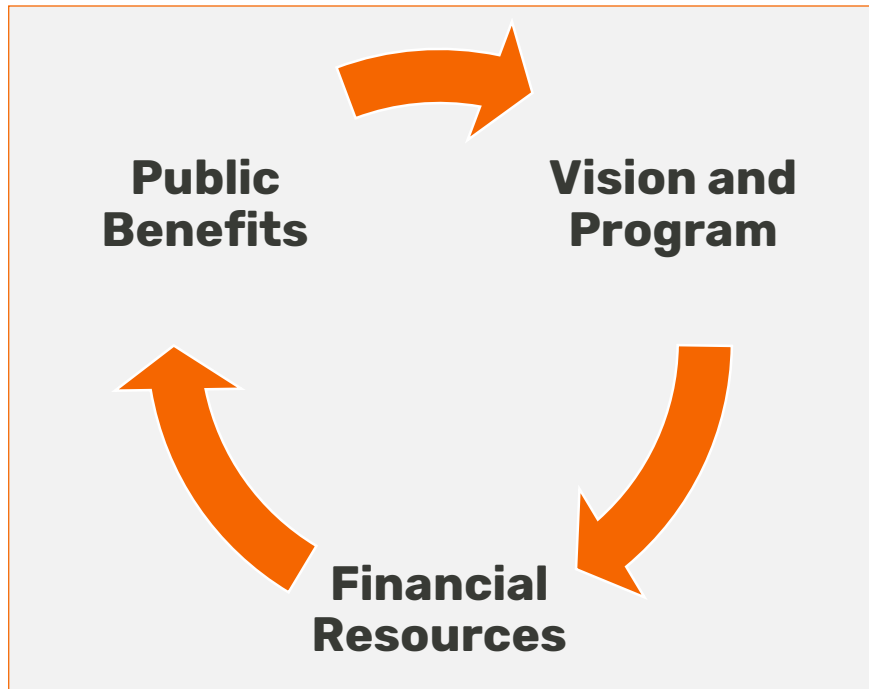
- PLAY
- NATURE
- DISCOVERY

Keep in mind that we're looking for your insight on which aspects of the design resonate with you to create the best blend of features in the next set of refined concepts.

# WHAT IS CONSISTENT

## Phase B2+ among preliminary concepts

What is not visible in the physical form and/or the concept drawings, but is consistent across all of them are the elements that also reflect our commitment to inclusion and diversity listed in the orange box below. These all can equally be part of the development program for each concept.

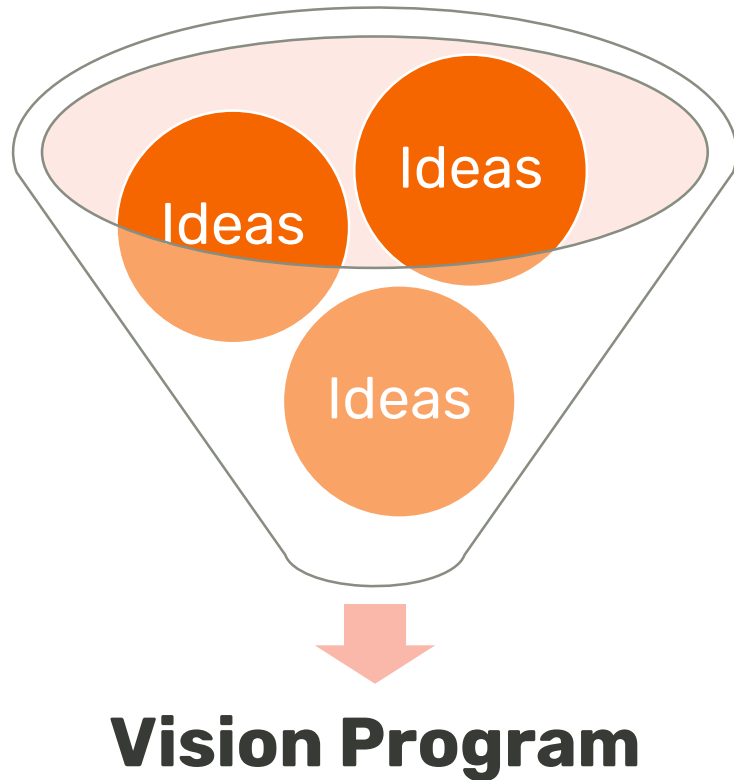


COMMERCIAL AFFORDABILITY  
HOUSING AFFORDABILITY  
PLACE MANAGEMENT  
ACCESSIBILITY  
EXISTING ANCHORS

# WHAT IS DIFFERENT

## Phase B2+ among preliminary concepts

What will be different for each concept and that we ask your careful attention to is how the parcels are laid out, the road network, types of Open Space, Union Station's function as a place, arts and culture element, and how the Green Loop is situated.



PARCEL LAYOUT  
ROAD NETWORK  
TYPES OF OPEN SPACE  
UNION STATION AS PLACE  
ARTS AND CULTURE ELEMENT  
THE GREEN LOOP



# PLAY

Key Themes (shown on the right)

Some ideas for how this space can be used or the kinds of adjacent uses that have synergy include:

Art Plaza

Small  
Business  
Incubator

Woonerf  
(Living Streets)  
a street that functions  
as a social space  
while allowing for  
pedestrian, bicycle, and  
vehicle  
movement.

Adaptive  
Reuse

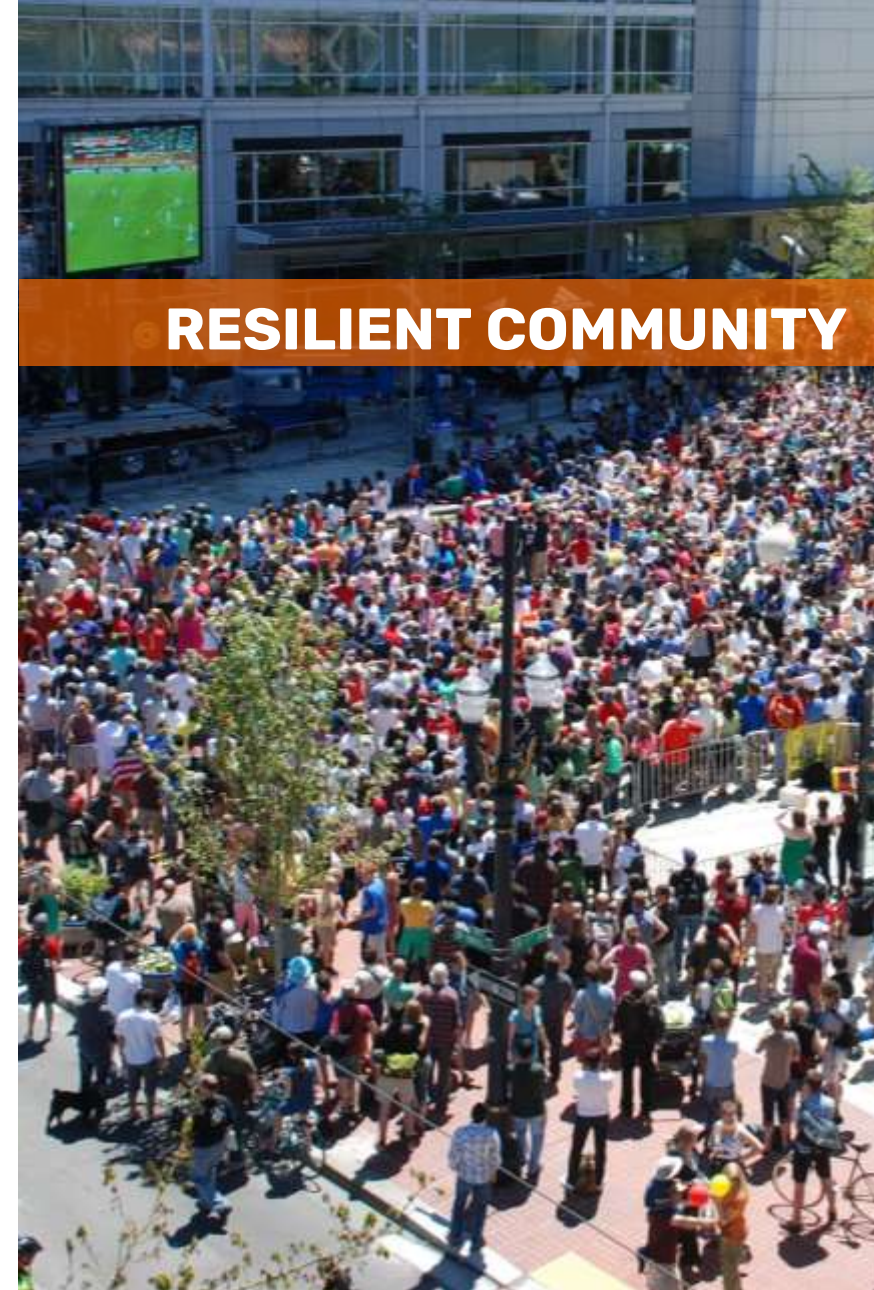
**Broadway  
Corridor**



**HEALTH & WELLNESS**



**ACTIVE RECREATION**



**RESILIENT COMMUNITY**

ONLINE OPEN HOUSE – BACKGROUND INFORMATION  
9/27 – 10/16/2018



# PLAY


Axon View





# PLAY

## Building Massing



This rendering of the general form and shape of buildings is an example that could achieve the goals of the 2015 Framework Plan, which anticipates approximately 2,400 new households and 4,000 jobs.

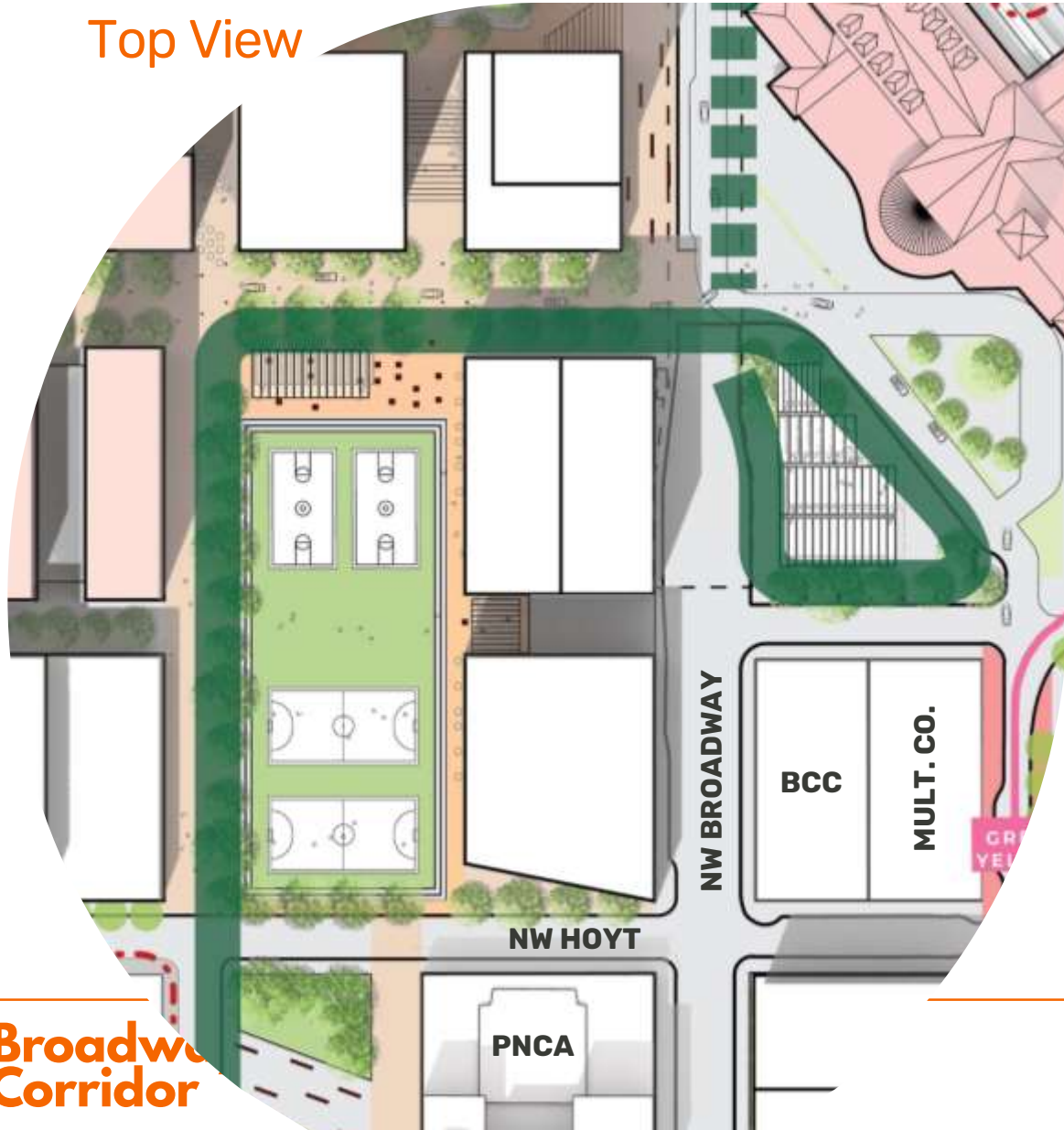
PNCA

NW BROADWAY

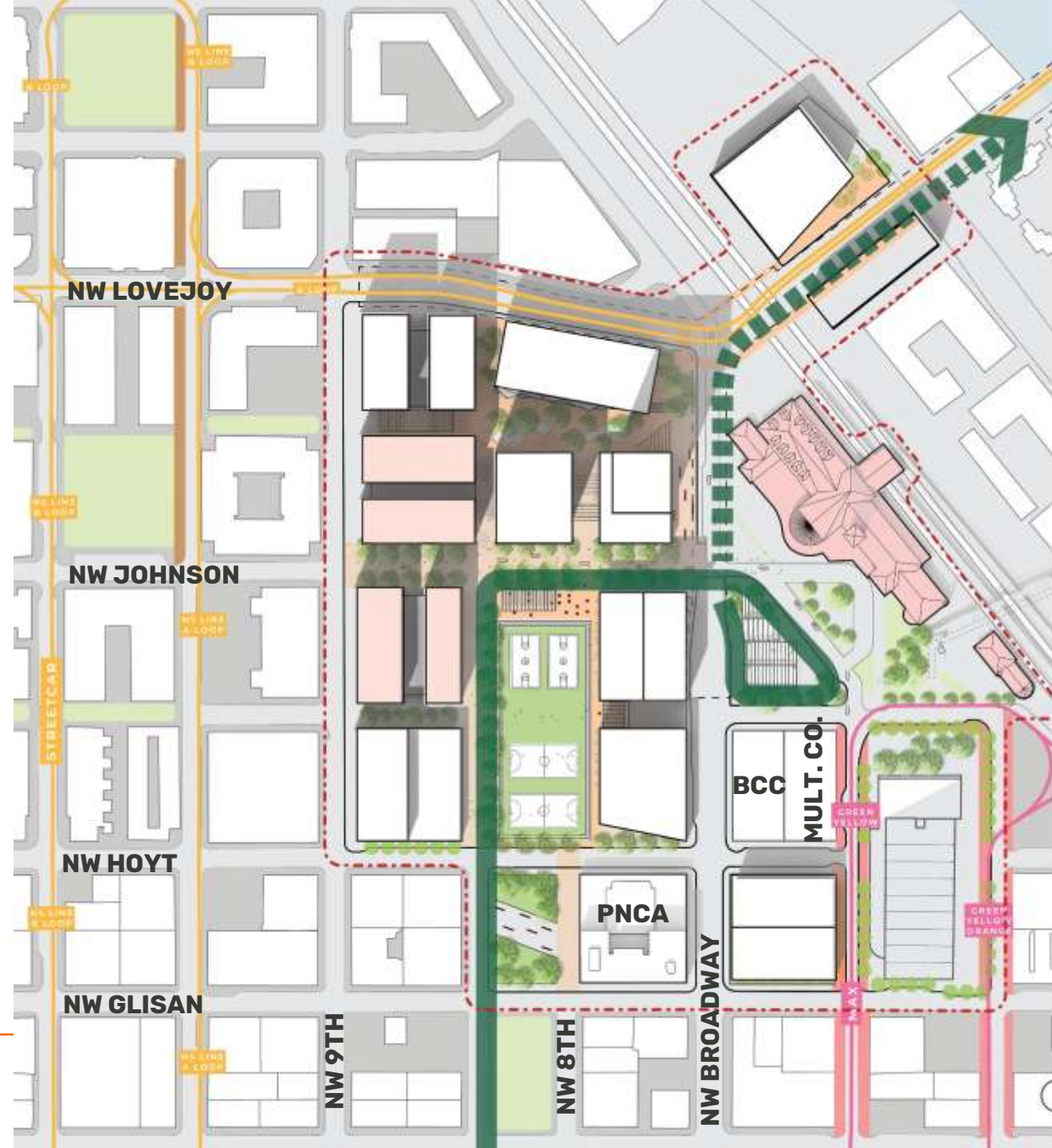


# PLAY

Top View



Broadway  
Corridor





# NATURE

Key Themes (shown on the right)

Some ideas for how this space can be used or the kinds of adjacent uses that have synergy include:

Green Jobs

Connect to  
the River

Community  
Gardens

Iconic  
Architecture

**GREEN HEART**



**GATHERING SPACES**



**SHIFT THE GRID**



# NATURE


Axon View





# NATURE

## Building Massing

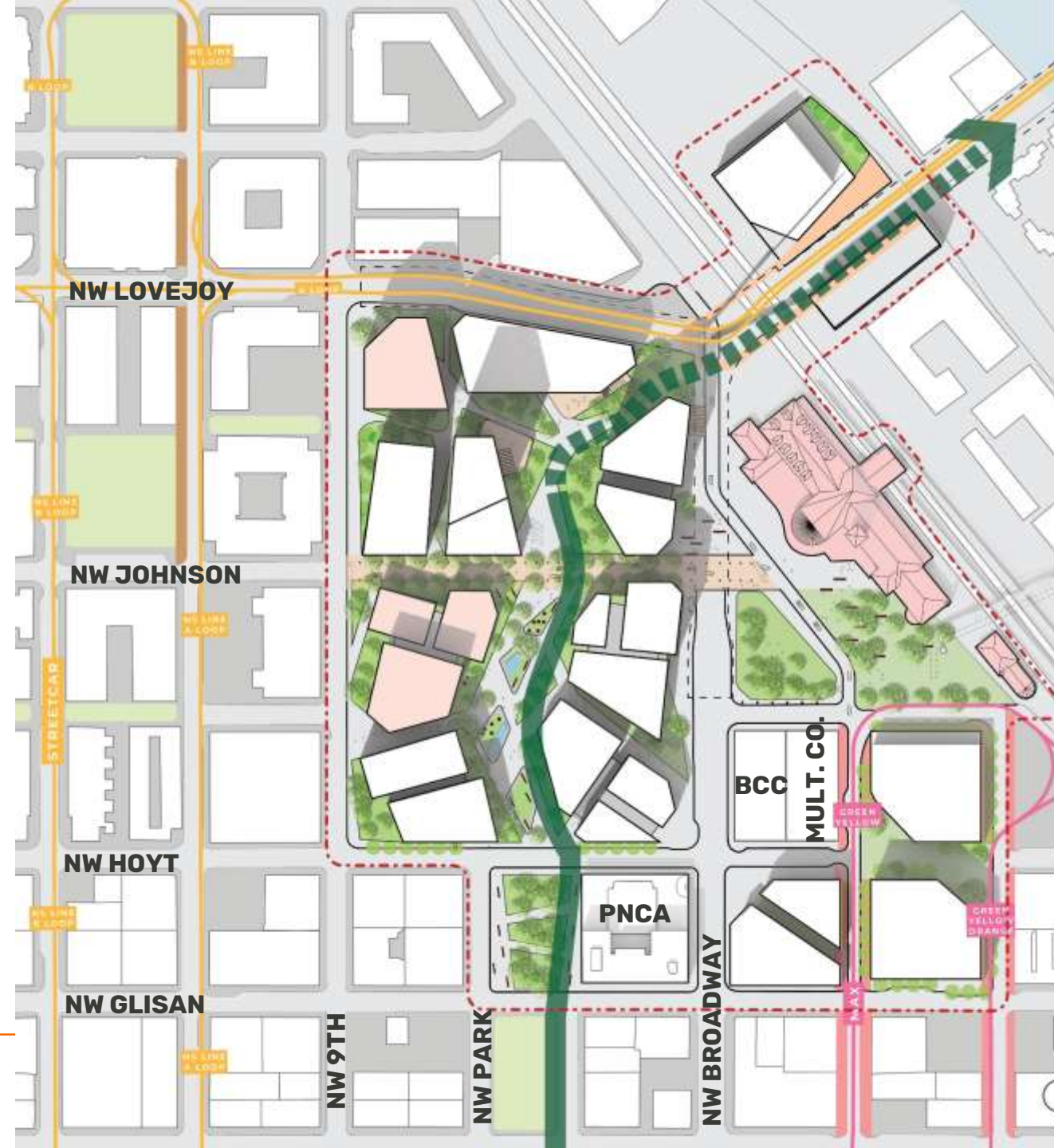
An aerial perspective rendering of a city development project. The scene shows a cluster of modern, white, multi-story buildings with unique, angular, and stepped architectural forms. These buildings are interspersed with green trees and landscaped areas. Surrounding this central cluster are older, more traditional buildings in shades of tan and orange. In the background, a bridge structure is visible. The overall scene is set under a clear blue sky. Labels 'PNCA' and 'NW BROADWAY' are visible on the right side of the image.

This rendering of the general form and shape of buildings is an example that could achieve the goals of the 2015 Framework Plan, which anticipates approximately 2,400 new households and 4,000 jobs.



# NATURE

Top View



Broadw  
Corridor



# DISCOVERY

Key Themes (shown on the right)

Some ideas for how this space can be used or the kinds of adjacent uses that have synergy include:

Link Old  
Town/  
Chinatown to  
Pearl

Community  
Market

Independent  
Retail

Pocket Parks

**INCREMENTAL  
DEVELOPMENT**

**UNION STATION/  
PUBLIC SQUARE**

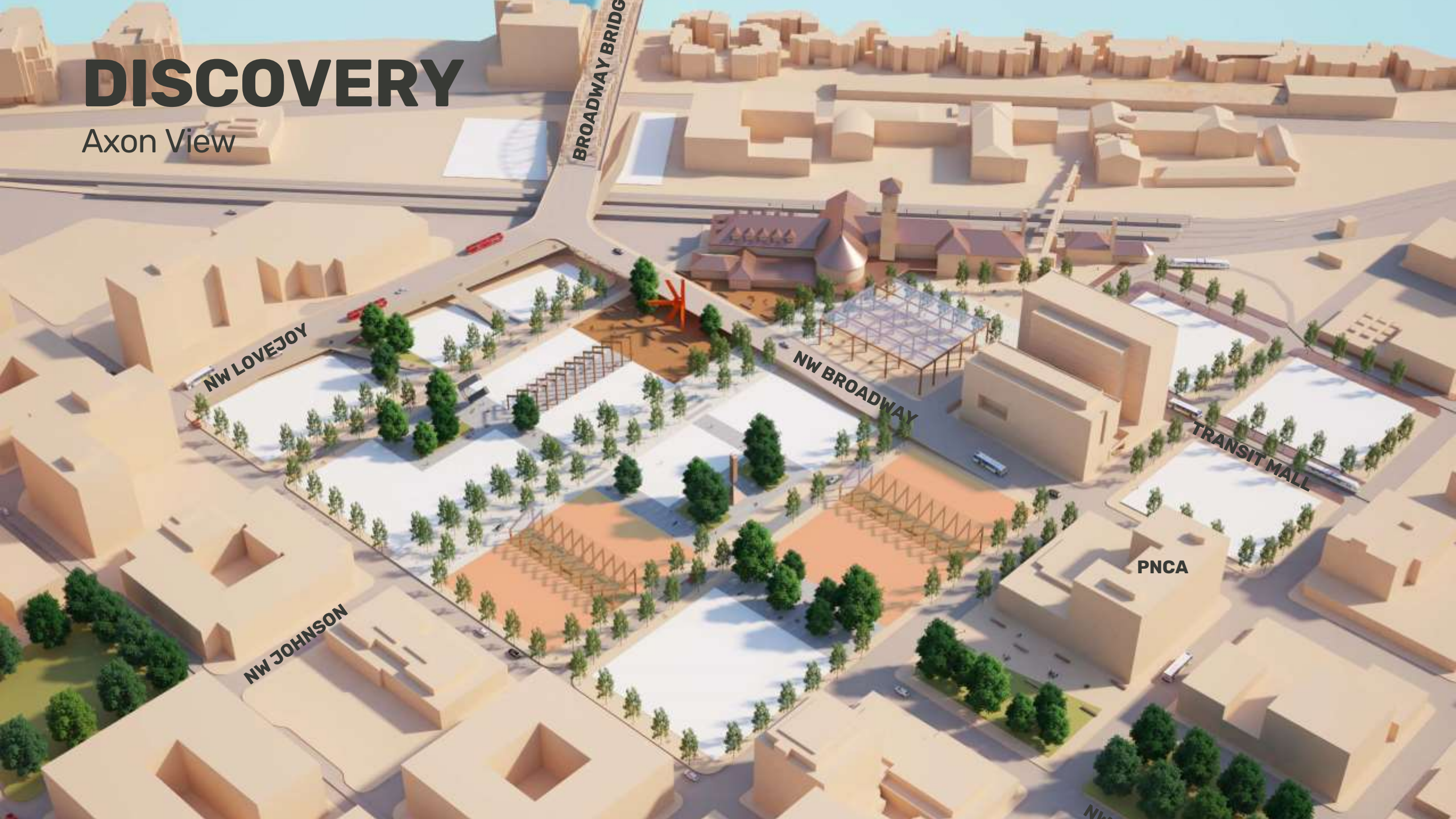
**CULTURE ALLEYS**





# DISCOVERY


Axon View





# DISCOVERY

## Building Massing

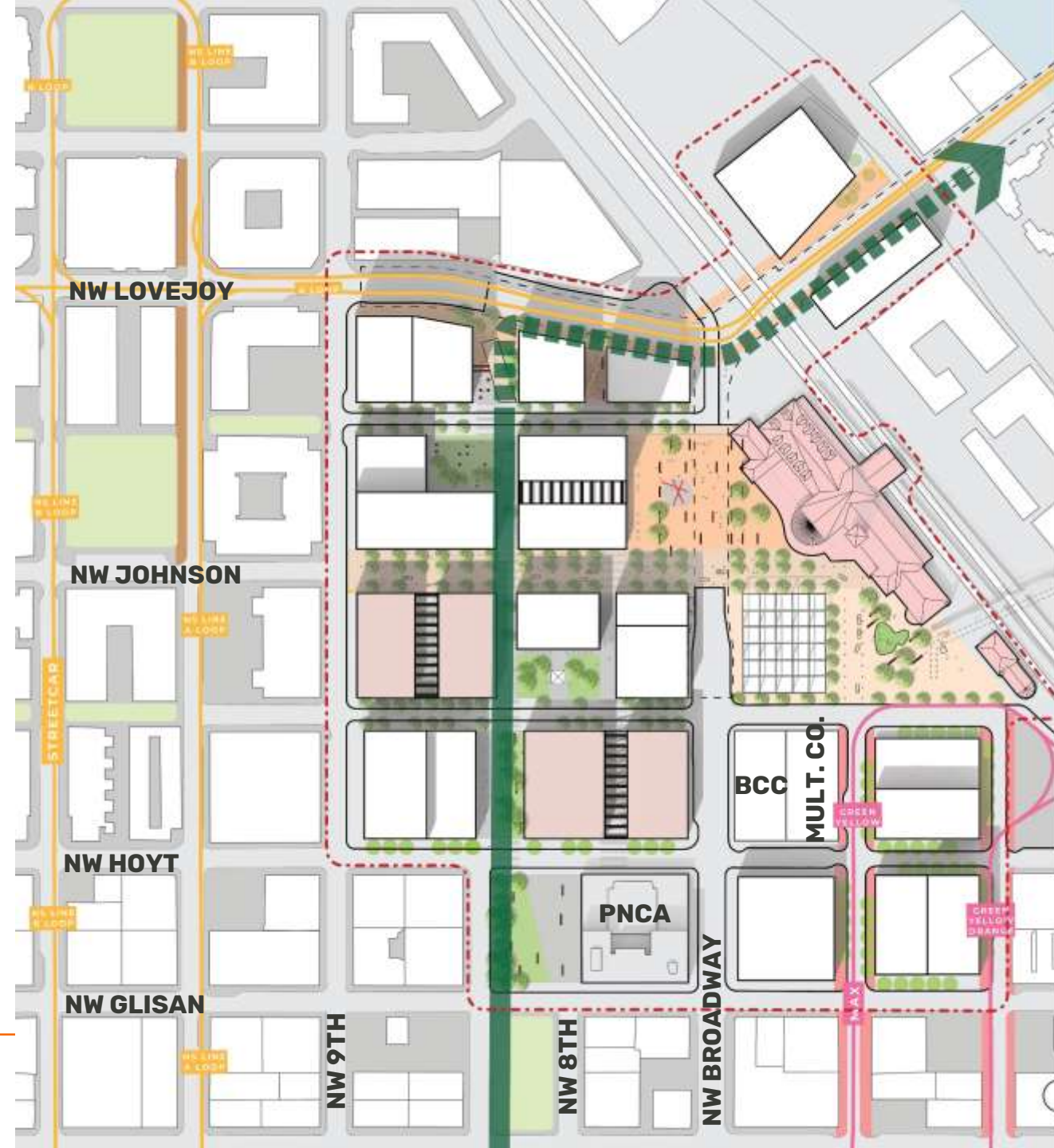
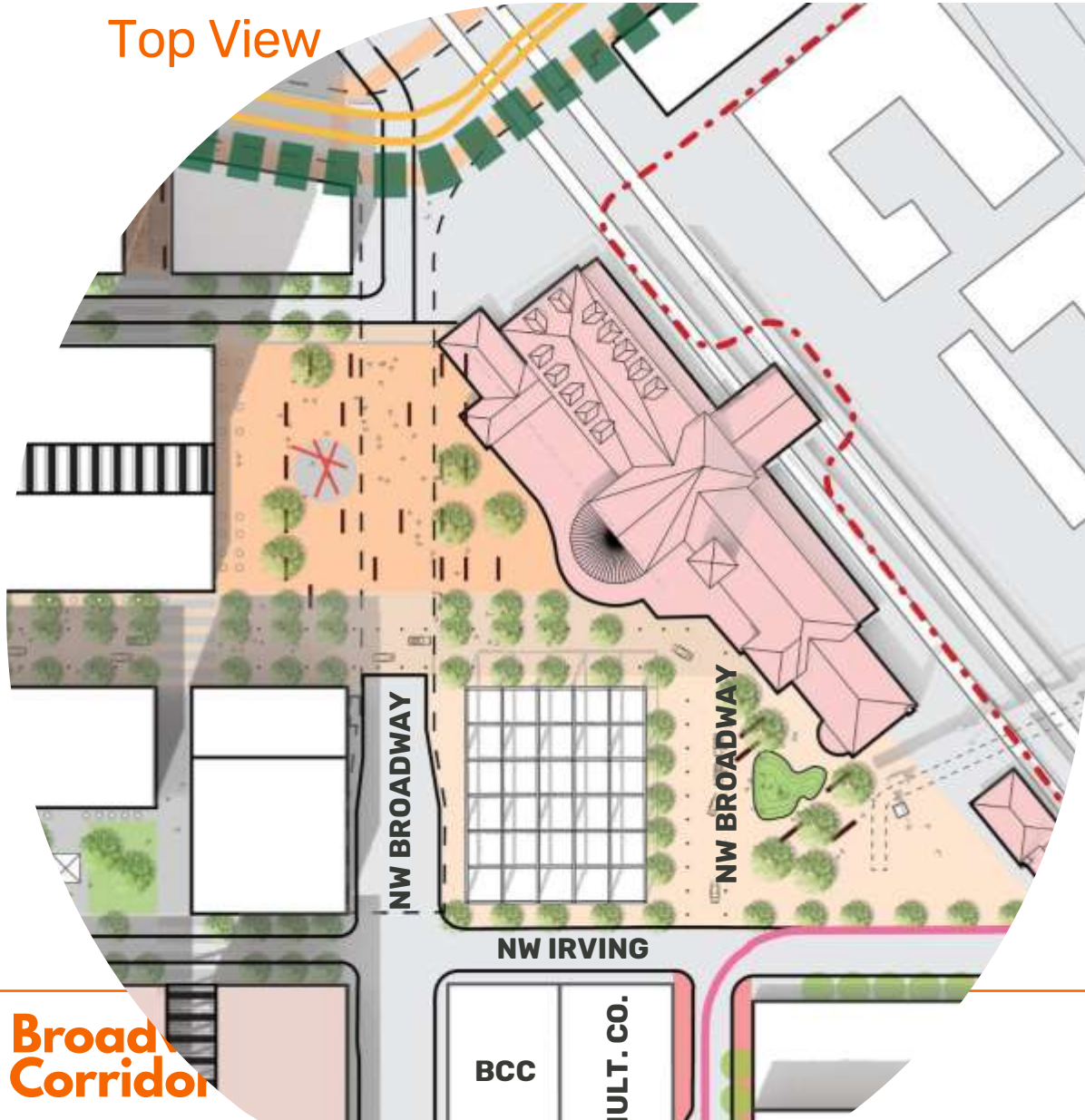
An aerial perspective rendering of a city development project. The scene features a cluster of modern, white, multi-story buildings with flat roofs and horizontal lines, interspersed with smaller, older buildings in shades of tan and brown. A prominent tall, white, rectangular building stands out in the center-left. To the right, a building is labeled 'PNCA'. In the bottom right, a street is labeled 'NW BROADWAY'. A large, semi-transparent white box containing text is positioned in the lower-left quadrant. The overall style is a clean, architectural visualization with soft shadows and a clear sky.

This rendering of the general form and shape of buildings is an example that could achieve the goals of the 2015 Framework Plan, which anticipates approximately 2,400 new households and 4,000 jobs.



# DISCOVERY

Top View



Broad  
Corridor



# VARIATIONS TESTED

Parcel Division (how grid is organized)

**PLAY**



**NATURE**



**DISCOVERY**



# VARIATIONS TESTED

**Green Loop** (An urban design concept that proposes a 6-mile signature linear park and active transportation path that will bring new life and energy to the Central City. The Green Loop concept will promote more walking, biking, rolling, jogging and public transit trips helping contribute to a smaller city-wide carbon footprint.)

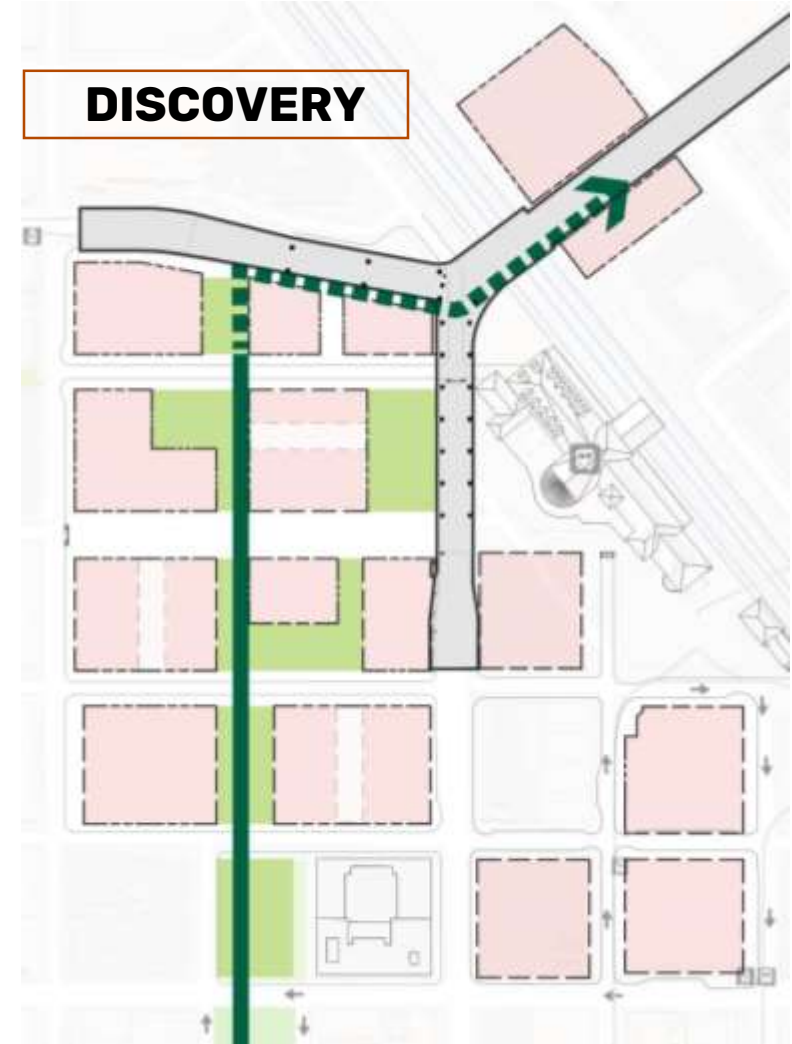
## PLAY



## NATURE

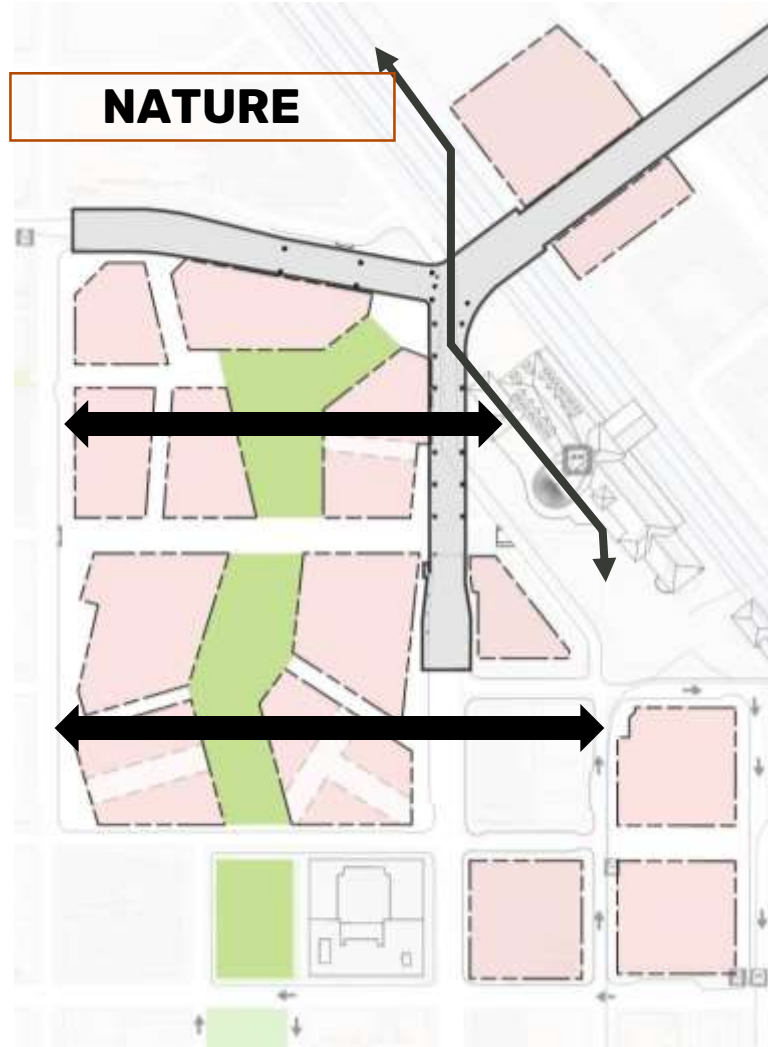


## DISCOVERY





**Street Network** (note: arrows reflect the directions traffic would flow, thicker arrows represent more traffic flow than thinner arrows)



**Thank you!**

