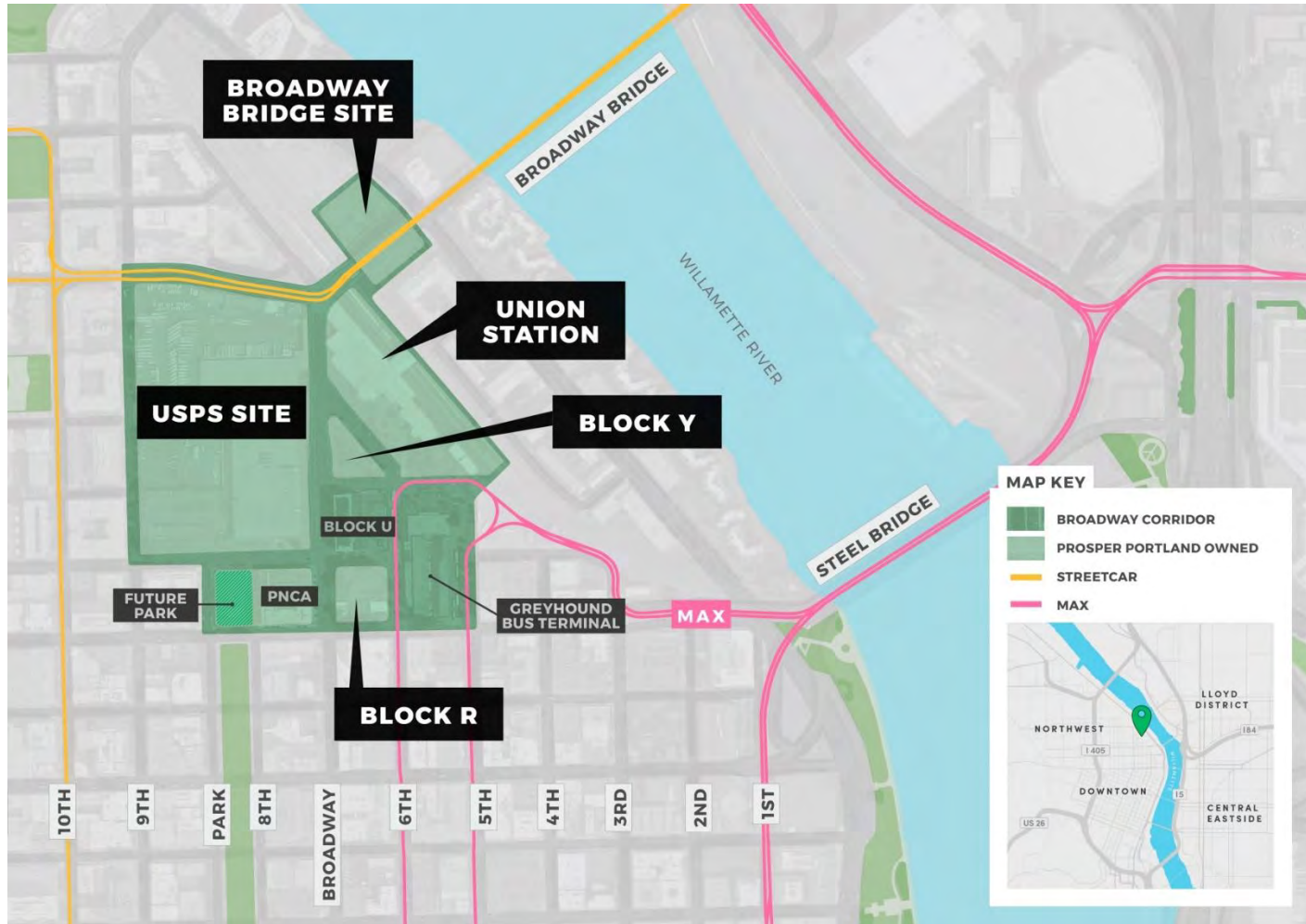


An aerial photograph of a city, likely Pittsburgh, showing a river, bridges, and dense urban development. The image is faded to serve as a background for the text.

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 refined development 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

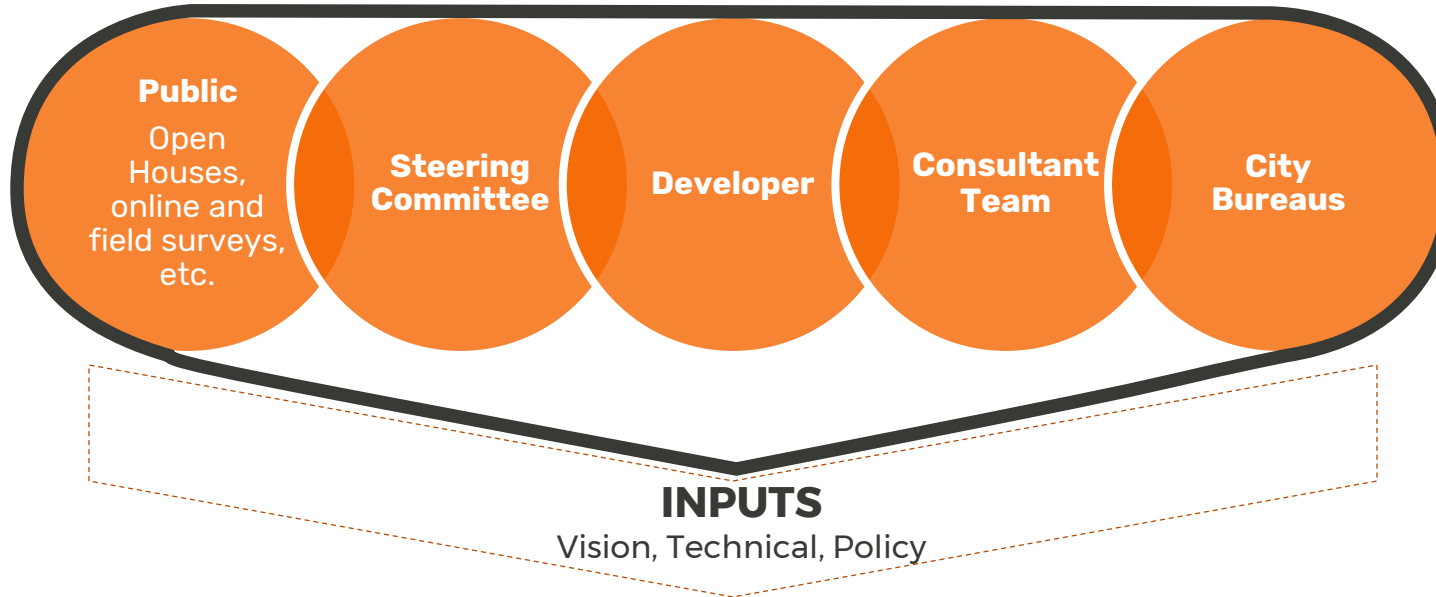


BROADWAY CORRIDOR

- 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

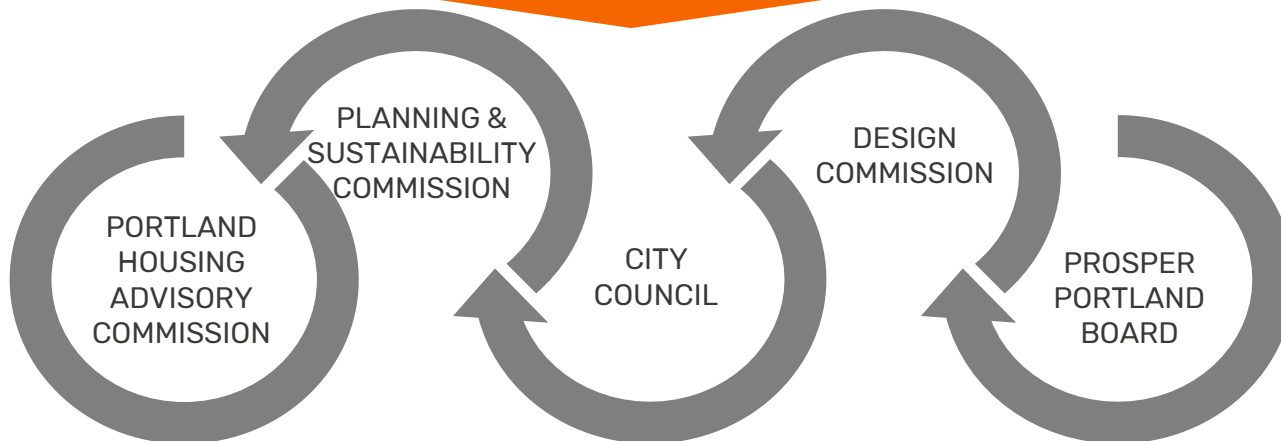
INPUTS



EXECUTIVE COMMITTEE

Prosper Portland & Portland Housing Bureau
Executive Directors

DECISION MAKERS

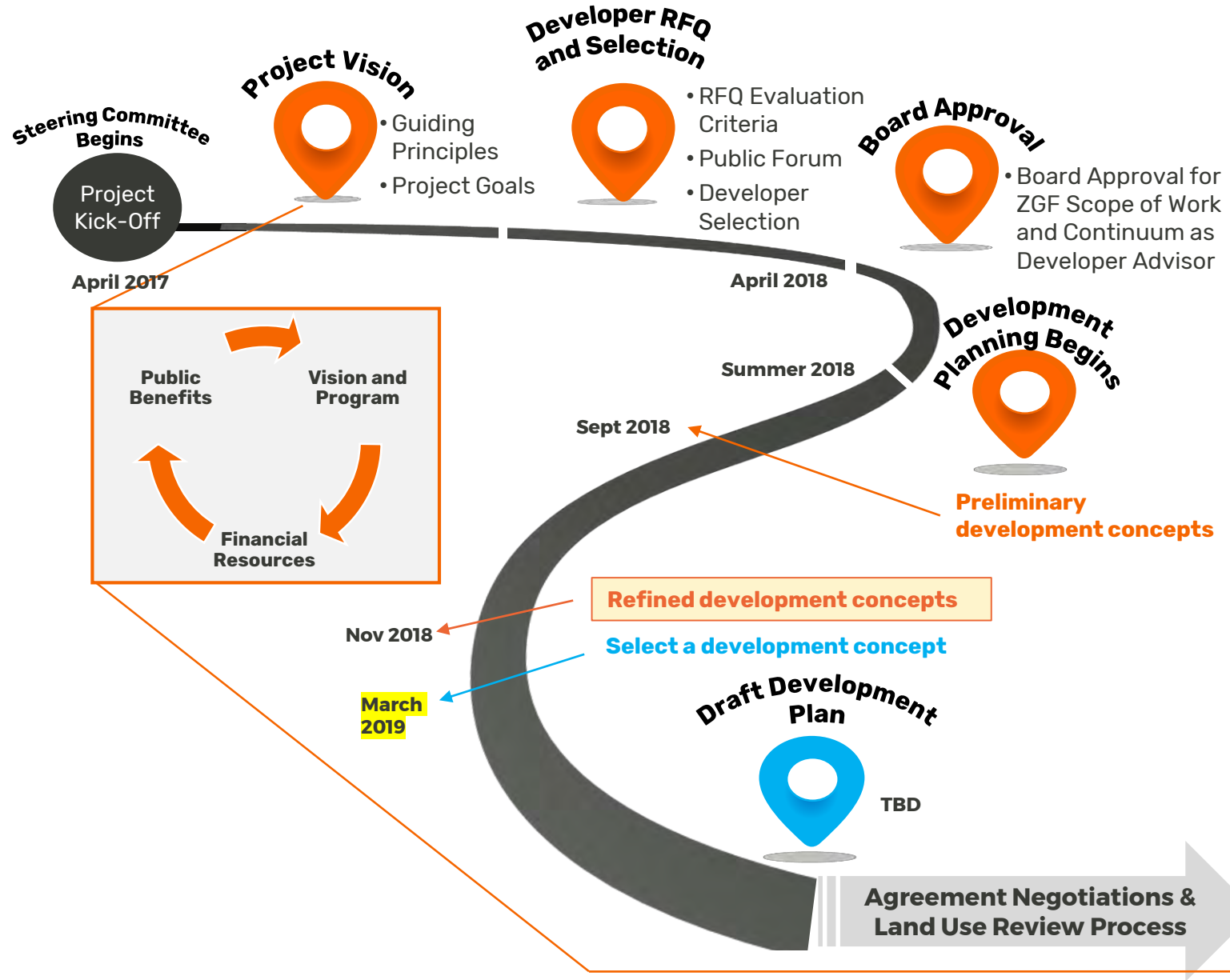


You are among key groups who are shaping the project. Realizing this project's goals will take collective effort. Other groups shaping this project include:

- **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 on how this project can be delivered
- **City Bureaus** take an approach to ensure city policies and directions are reflected in planning

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



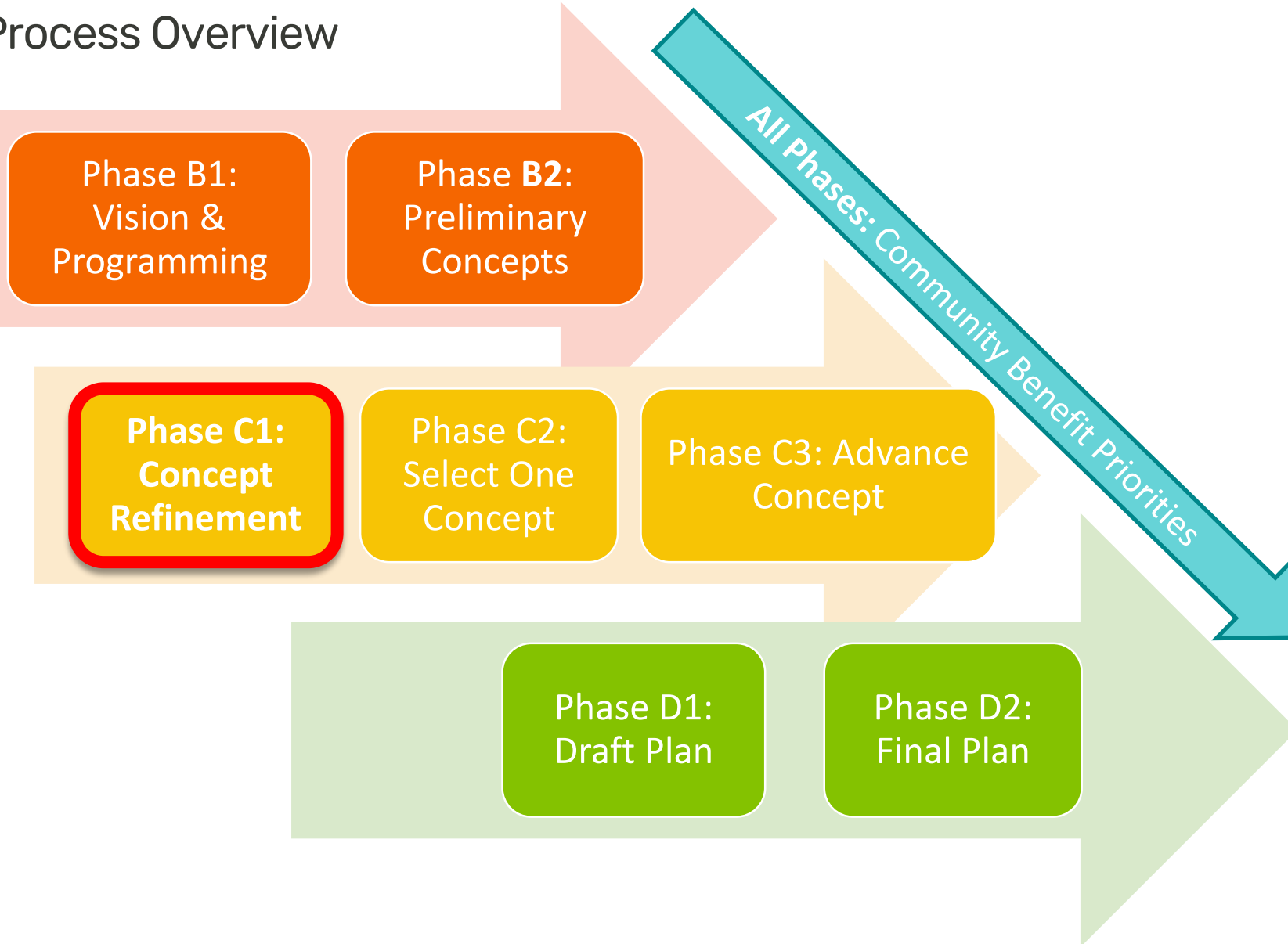
In April 2017, Prosper Portland began engaging stakeholders around developing the Broadway Corridor. This began with the convening of an advisory body – the Broadway Corridor Steering Committee representing diverse communities. The Steering Committee helped to create guiding principles and project goals and has informed the selection of a developer who has exclusive negotiation rights to the USPS site.

Currently, we are in the Development Planning phase, which began in Summer 2018 and is anticipated to culminate in a document called a Development Plan by the end of 2019. This is described more in the next page.

Milestones in are represented in orange on the left. Upcoming milestones are in blue.

DEVELOPMENT PLANNING

Process Overview

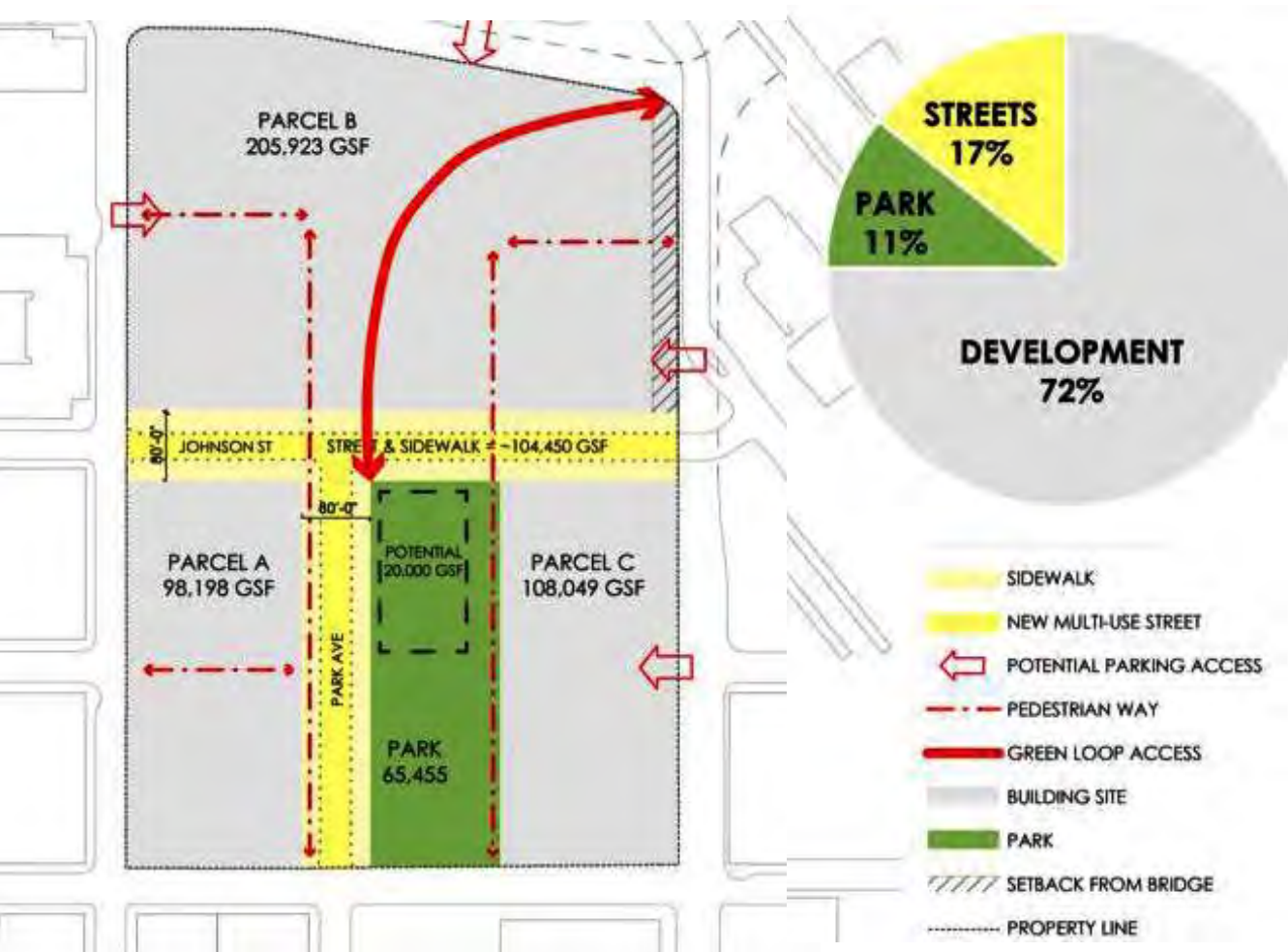


The Development Planning Process, which began in June 2018, will result in a document called a Development Plan by the end of 2019. The Development Plan will guide the strategy of development in the Broadway Corridor including land use, density, building types, and heights, public benefits, transportation, sustainability, and development phasing.

While the Broadway Corridor Development Plan will encompass the full 34-acre study area of the Broadway Corridor, a more detailed Master Plan will be prepared for the 14-acre USPS site based on requirements mandated by Portland's Central City 2035 Plan.

Your input will help us select one concept to further refine for the site.

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.

Creation of the Refined Development Concepts

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.

Extensive public input has guided the development of these refined development concepts including input from the public during the July and September Open Houses and Online Open Houses, focus groups, stakeholder interviews, the Steering Committee, and City staff and consultant study team members.



Refined Development Concepts

The following slides provide a description of all three preliminary development concepts and how feedback has informed this iteration:

- PLAY
- NATURE
- DISCOVERY

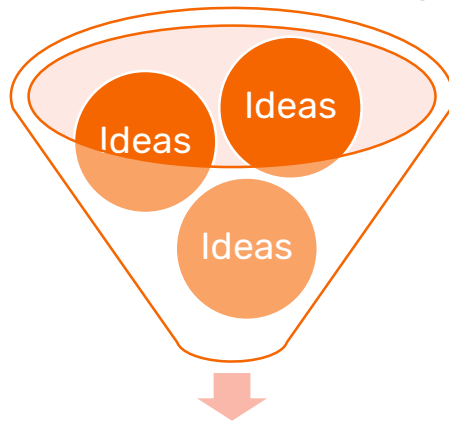
Your feedback is really important. Here are key questions we'd like you to consider when looking at the three concepts:

1. How do the streets, parks, and open space feel to you in these concepts?
2. What activities would bring you and your family here?
3. How do we honor and value history, arts, and culture here?

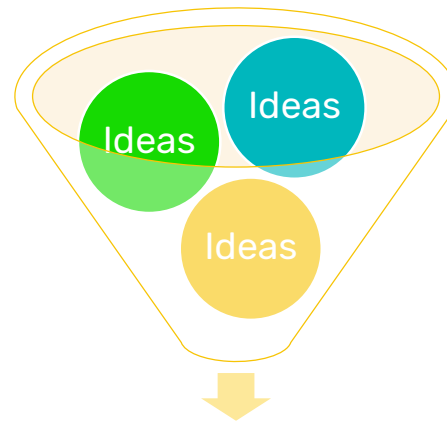
WHAT IS CONSISTENT

among the three concepts

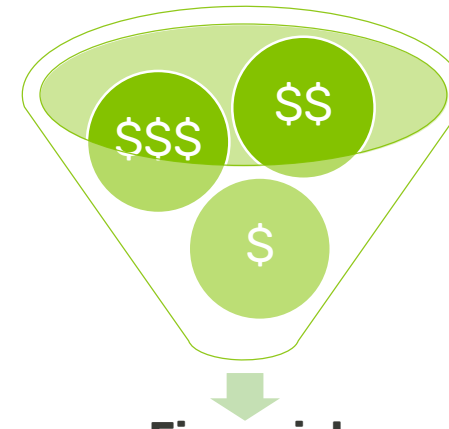
What is not visible in the physical form and/or the concept drawings, but is consistent across all of them are the elements that also reflect our commitment to inclusion and diversity listed in the orange box below. These all can equally be part of the development program for each concept.



Vision Programs



Public Benefit



Financial Resources

COMMERCIAL AFFORDABILITY
HOUSING AFFORDABILITY
PLACE MANAGEMENT
ACCESSIBILITY
EXISTING ANCHORS

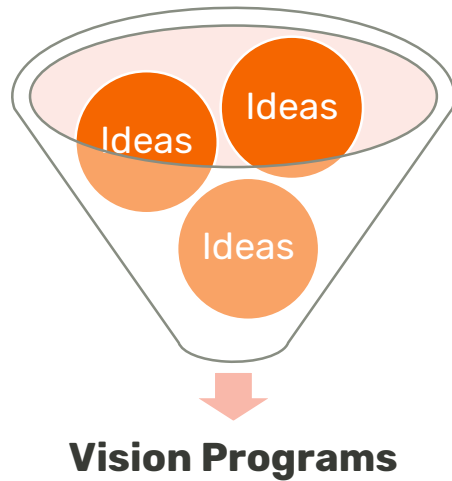
KEY SHARED THEMES

- Design for Equity
- Welcoming
- Active & Vital Public Realm
- Green Streets & Buildings

WHAT IS DIFFERENT

among the three 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
RESOLUTION OF NORTH PARK BLOCKS

EQUITABLE DESIGN

These Principles of Design for Racial & Social Equity* have been embedded into design and guide our work. These principles continue to evolve with your input.

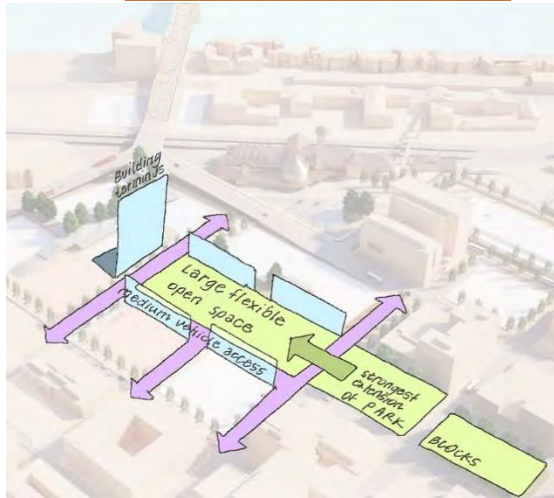
- **Engage and elevate the voices of underrepresented groups** in each phase of planning & design
- Provide **public spaces to just be**, meaning:
 - Places that don't feel like you need a specific purpose, activity or transaction to be there.
 - Places to sit that don't appear to be connected to a building or a business
 - Places for groups to gather
- Create spaces in buildings and within the public realm to **accommodate businesses serving low-income customers**, particularly with respect to food and drink, including:
 - Affordable retail space in buildings
 - Designated spaces for food carts or other street vendors
- **Avoid excessive or unnecessary spending on infrastructure** that may limit resources available for other community priorities.

* These principles are the result of interviews and public engagement during Phases B2 and C1. As we develop the master plan, we will refine, expand, and translate them into specific site features or district design guidelines for future development projects in the Broadway Corridor project area.

BIG PICTURE

Variation studied

PLAY

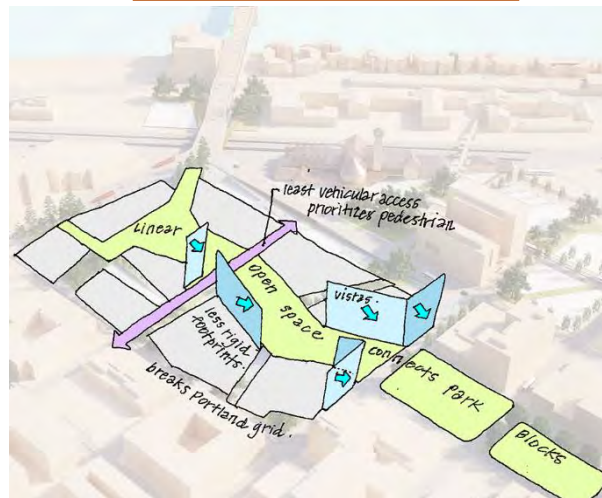


Strongest extension of park blocks

Largest open space

Medium level of streets with vehicular access

NATURE

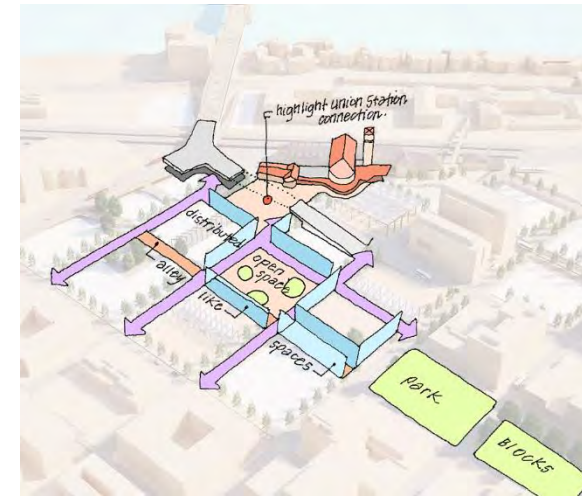


Less rigid footprints **breaking the Portland grid**

Medium & Linear open space

Least through street with vehicular access

DISCOVERY



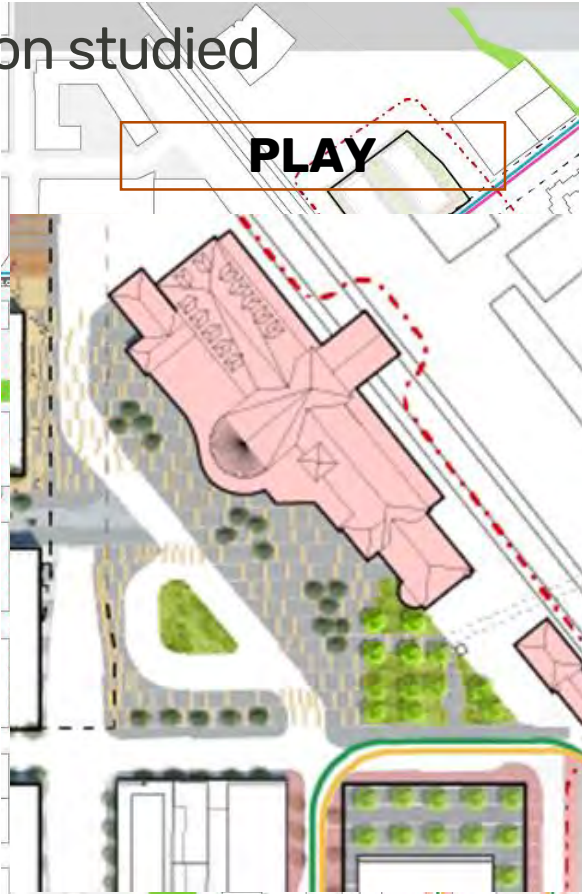
Linked open spaces with a **significant open space linked to Union Station**

Distributed open space

Most streets with vehicular access

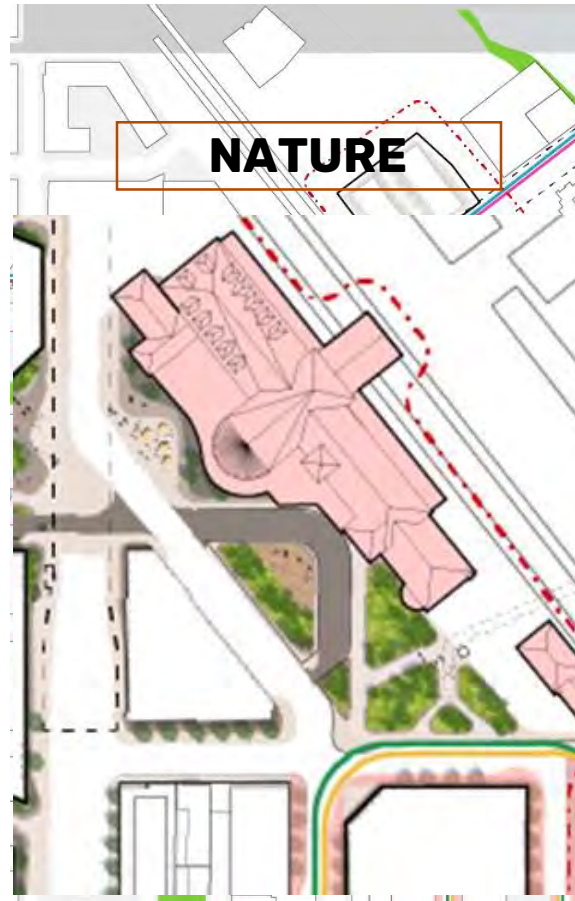
OPEN SPACE

Variation studied



Strongest extension of park blocks

Programmed open space for recreation



Organic expansion of park blocks

Emphasis on **Natural Landscape**



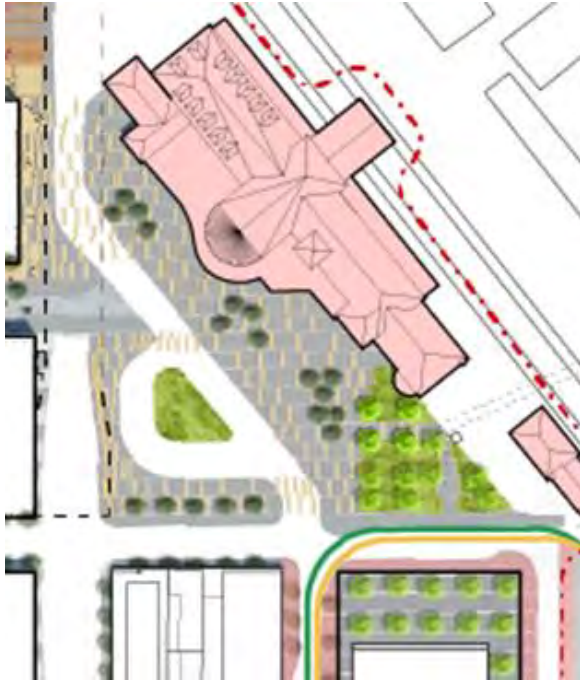
Distributed open spaces, linked by Green Loop

Strongest **Union Station** approach

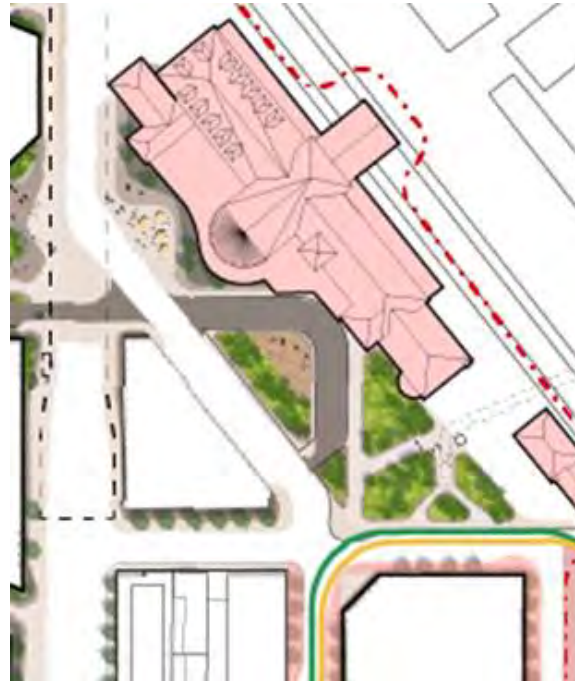
UNION STATION

Variation studied

PLAY



NATURE



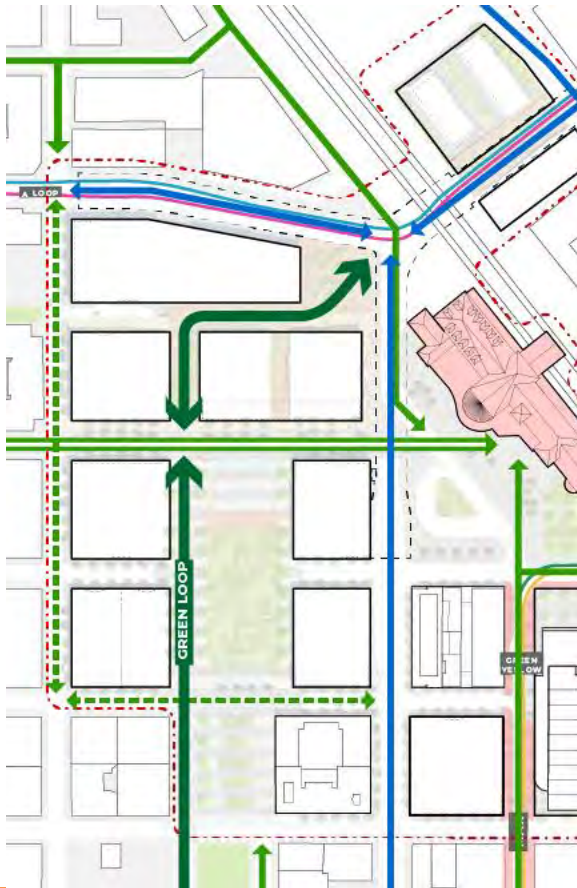
DISCOVERY



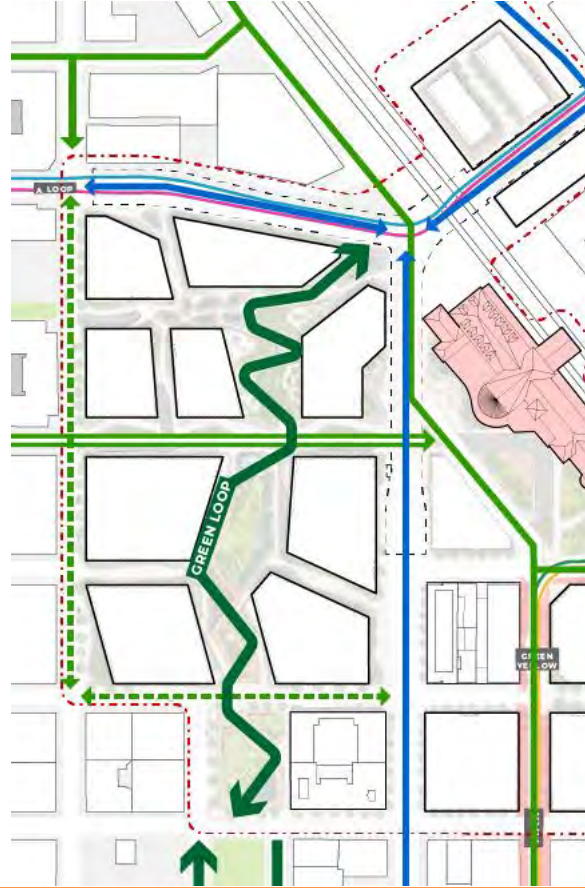
GREEN LOOP

Variation studied

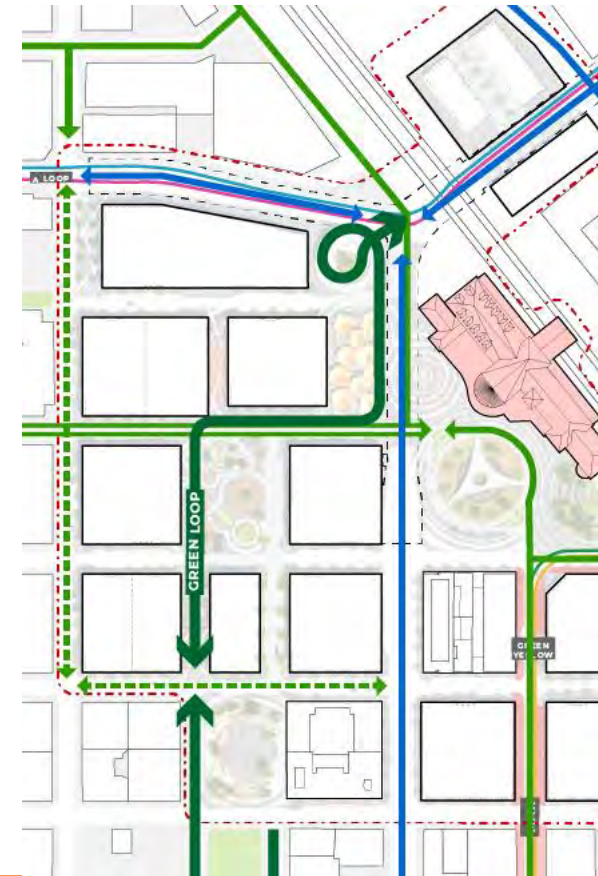
PLAY



NATURE



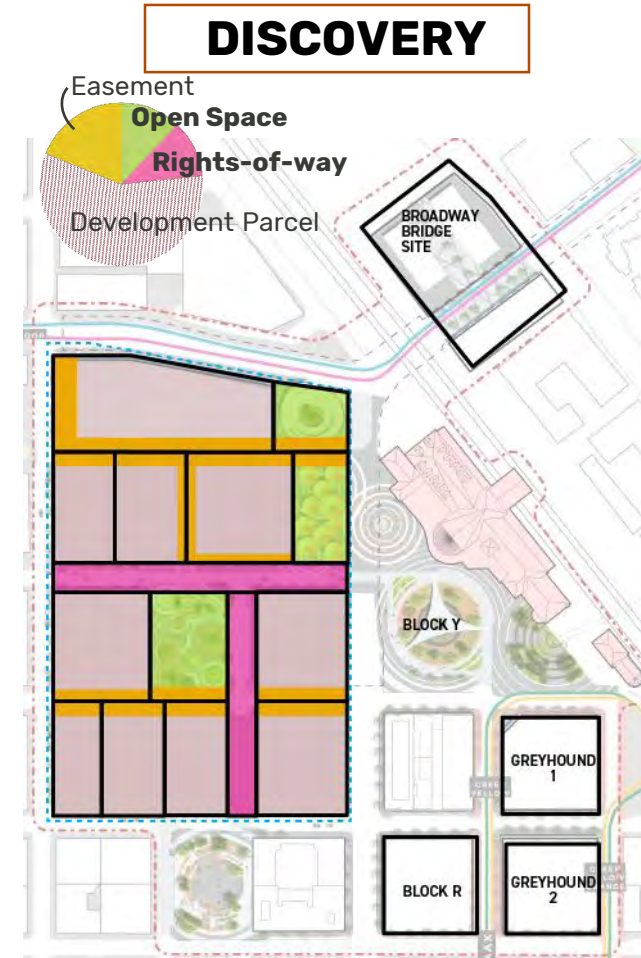
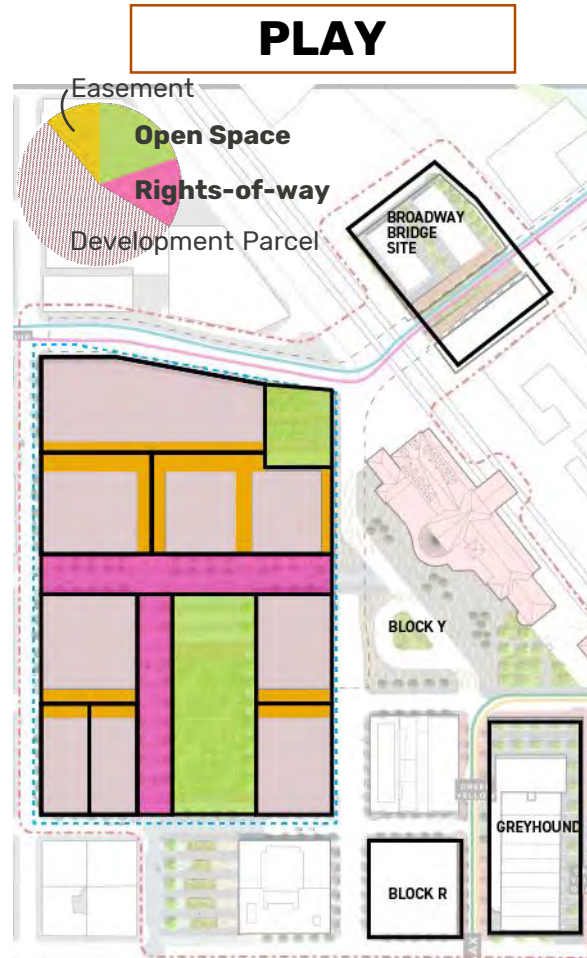
DISCOVERY



PARCEL FOOTPRINT

Variation studied

Pie chart is for USPS only, additional variation in use/infrastructure/cost could be incurred within Block Y/Union Station





PLAY



NATURE



DISCOVERY

Concept Refinement

PLAY

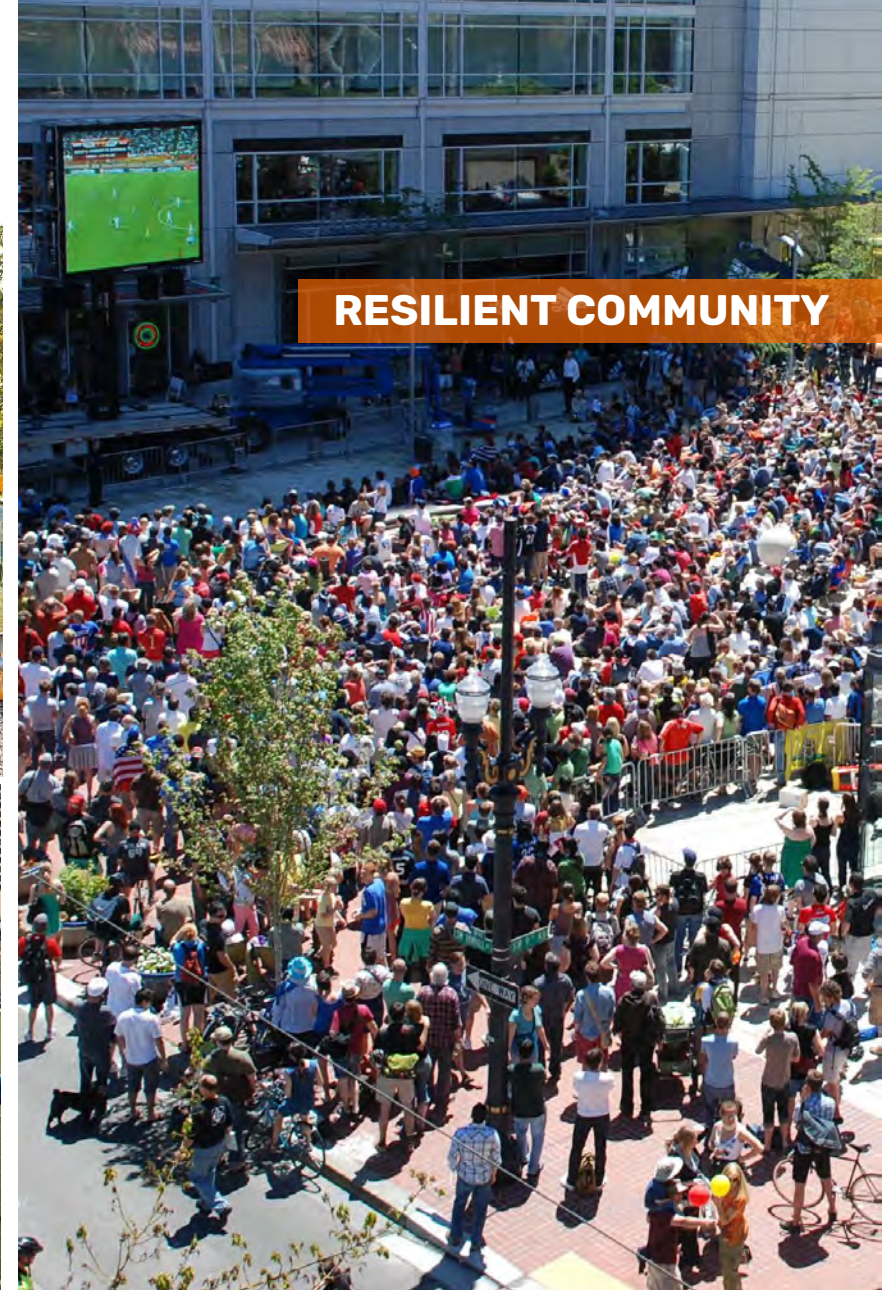
Key Themes

Art Plaza

Woonerf
(Living
Streets)

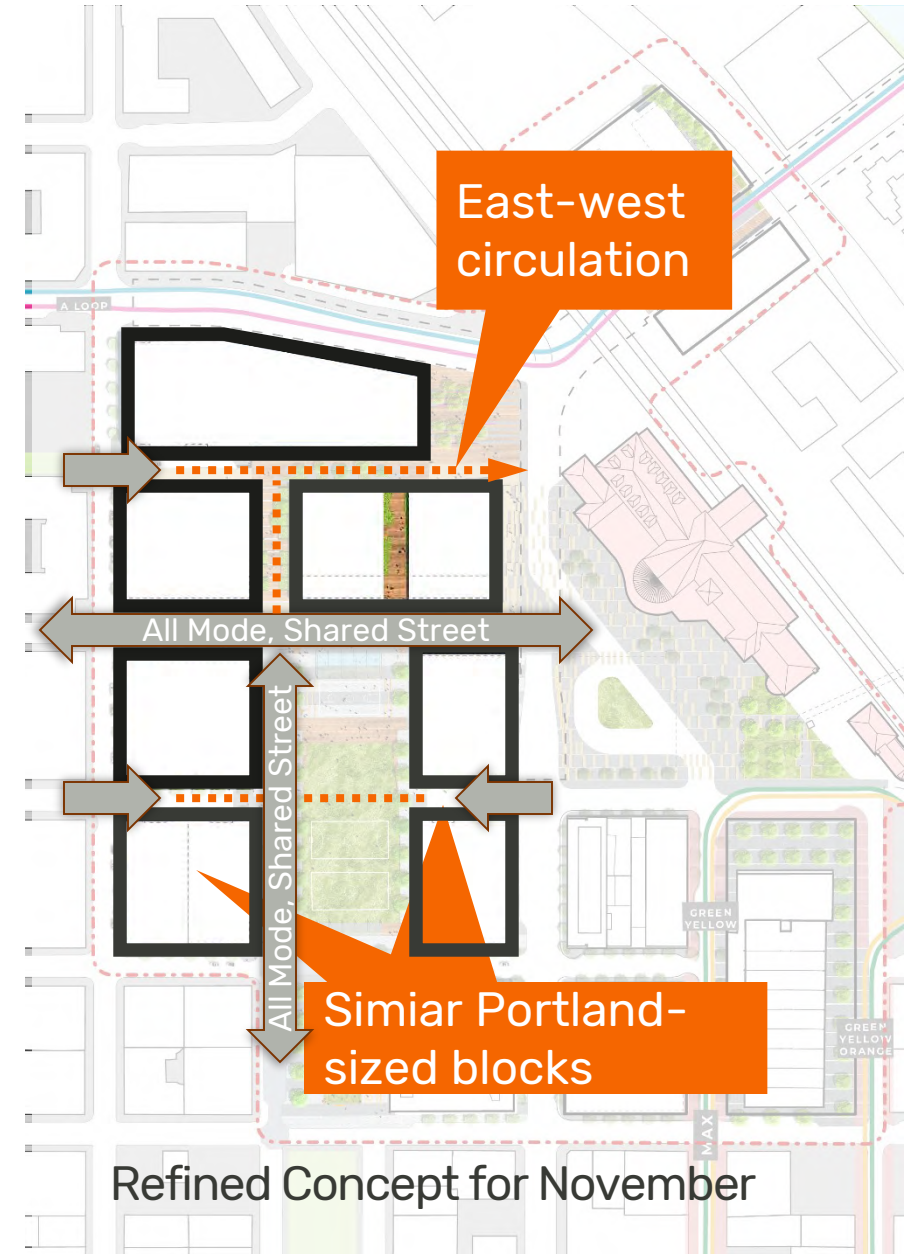
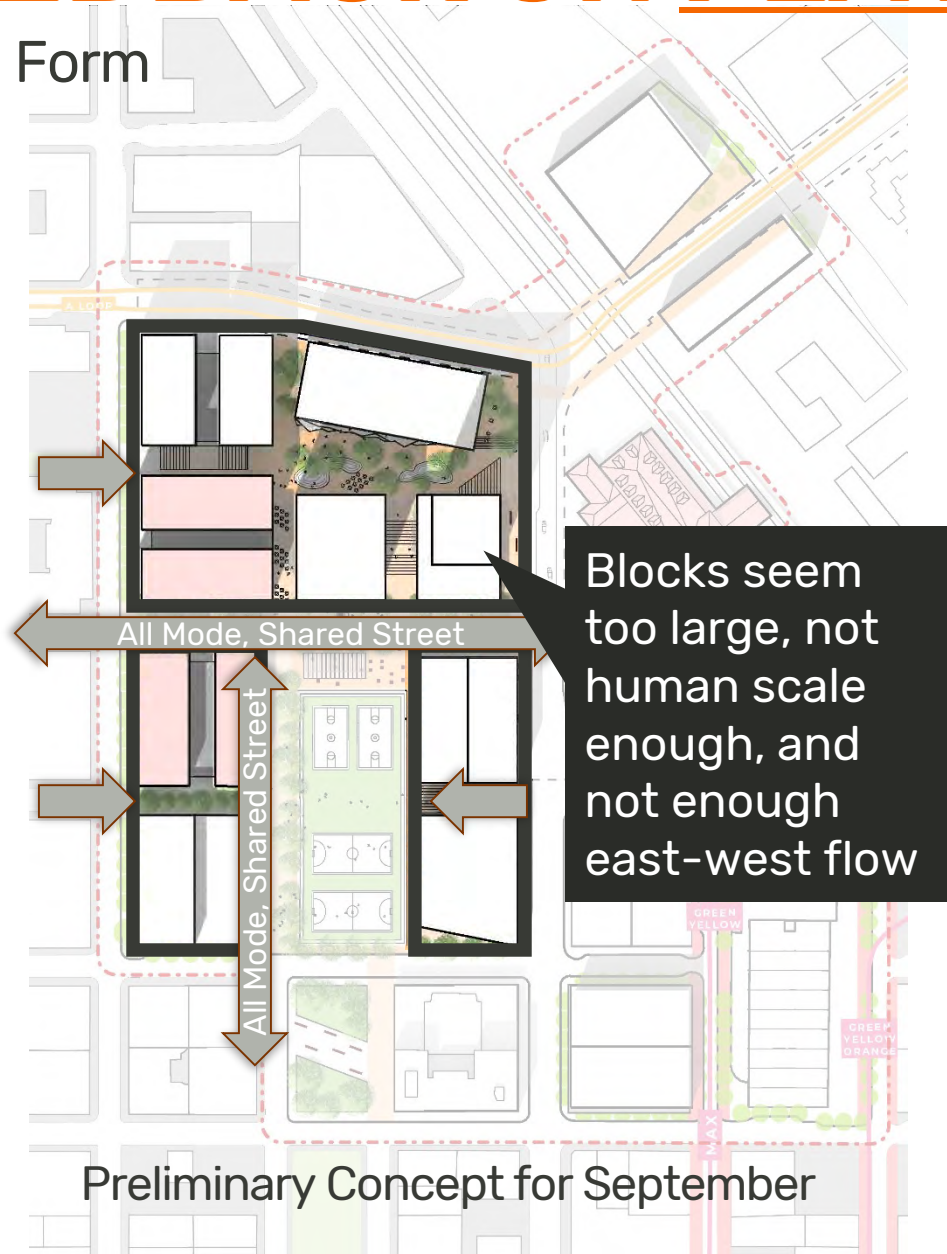
Small
Business
Incubator

Adaptive
Reuse



FEEDBACK ON PLAY

Urban Form

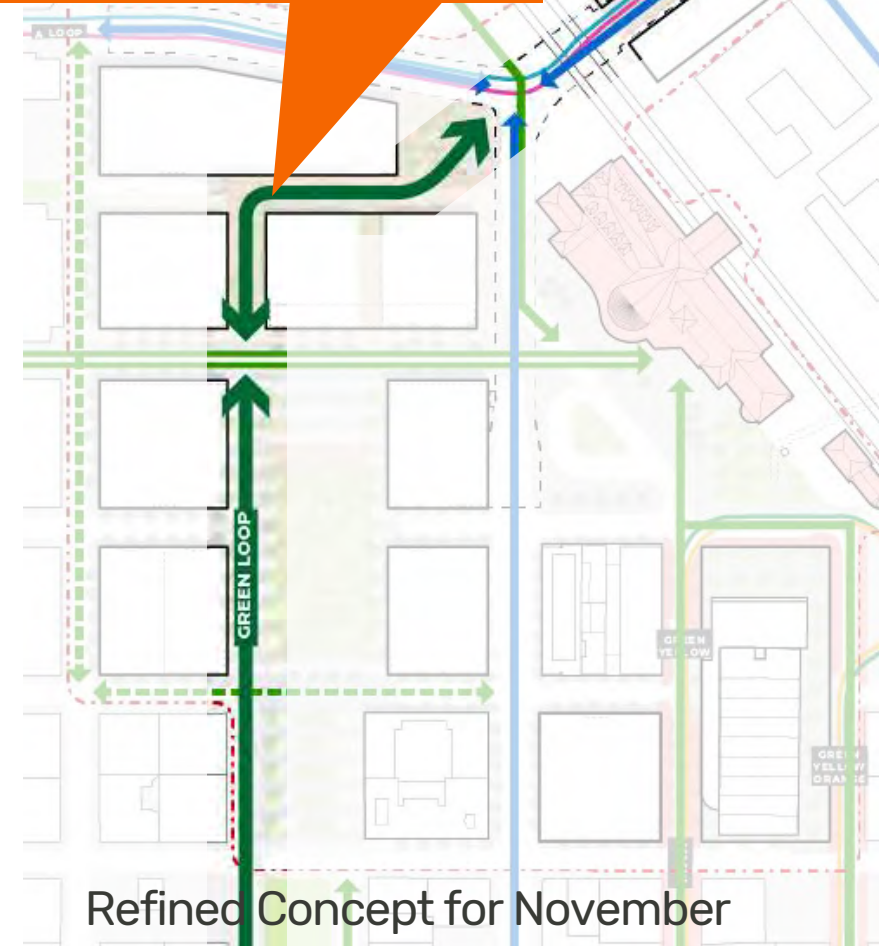


FEEDBACK ON PLAY

Green Loop



One Green Loop as part of the Elevated Art Plaza, for bikes and pedestrians

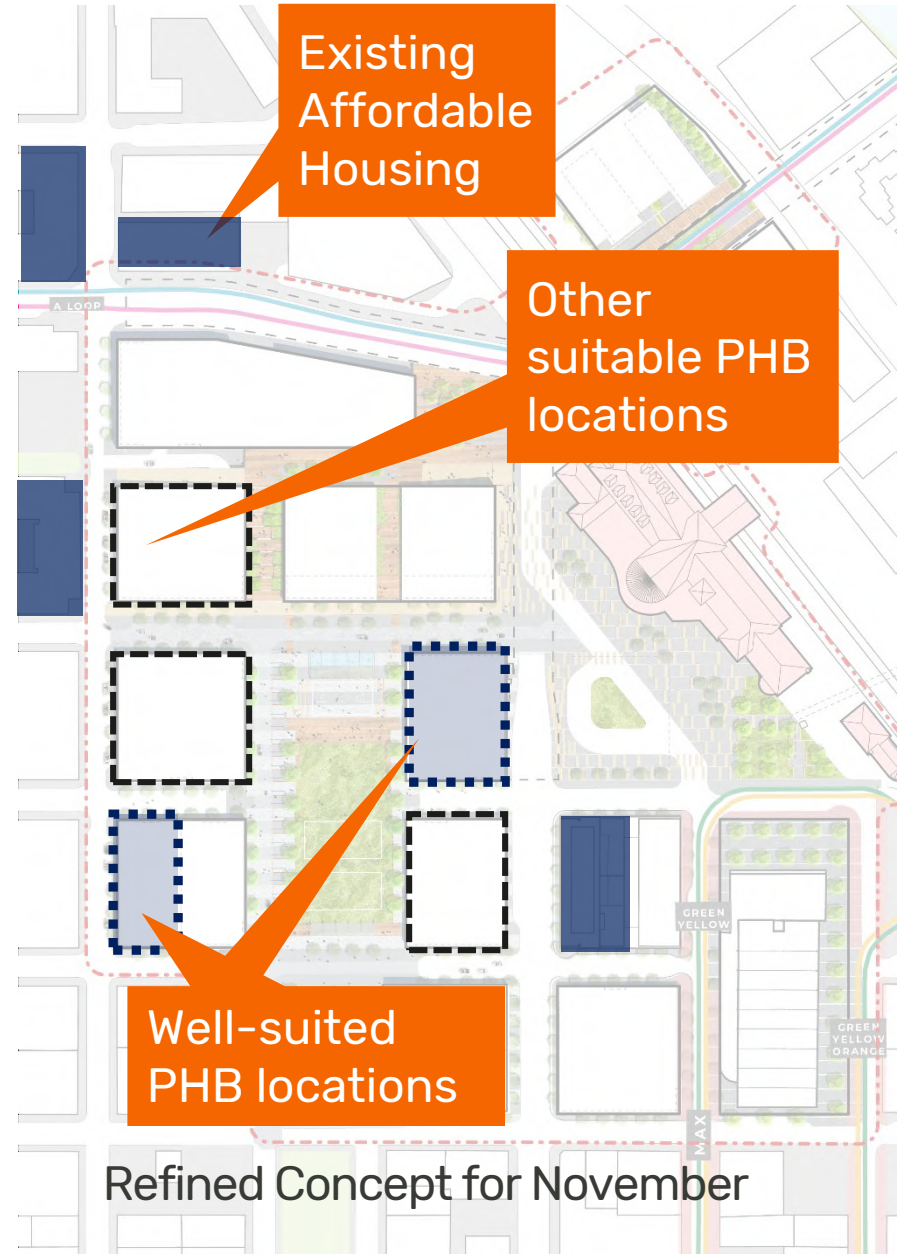


FEEDBACK ON PLAY

Affordable Housing Sites



Preliminary Concept for September



Refined Concept for November

FEEDBACK ON PLAY

Connection to Union Station

Better connection
to Union Station
as a **destination**

Broadway
Corridor

Preliminary Concept for September

Reconfigure Union Station
Plaza to accommodate
pedestrians, **celebrating**
the two districts coming
together at Union Station

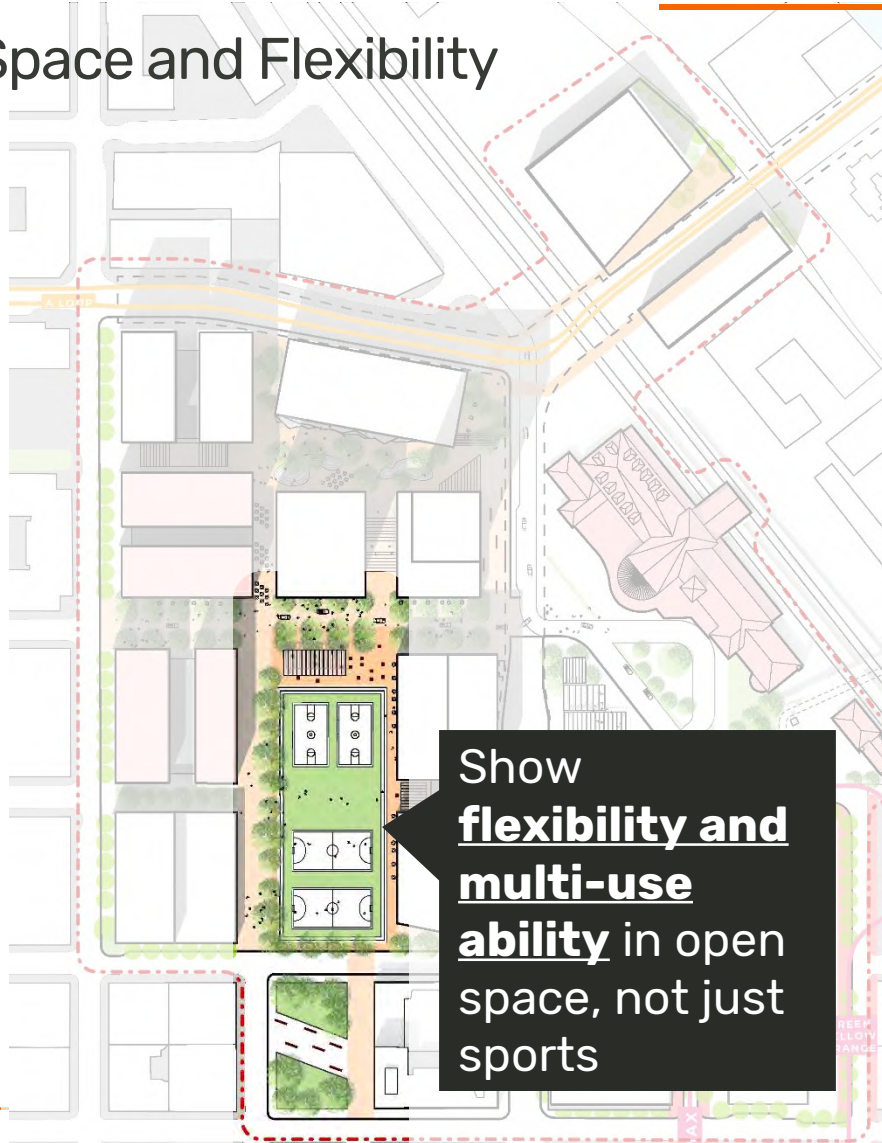
Pearl

Old Town
Chinatown

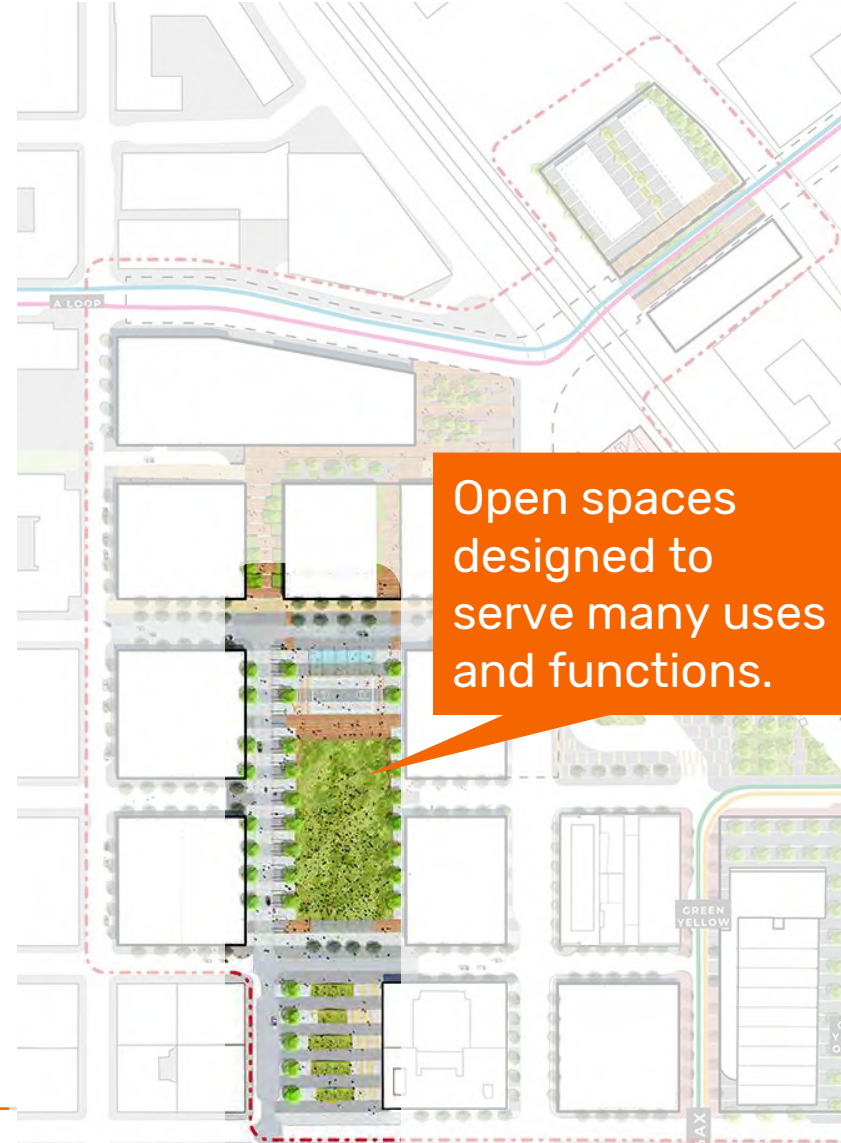
Refined Concept for November

FEEDBACK ON PLAY

Open Space and Flexibility



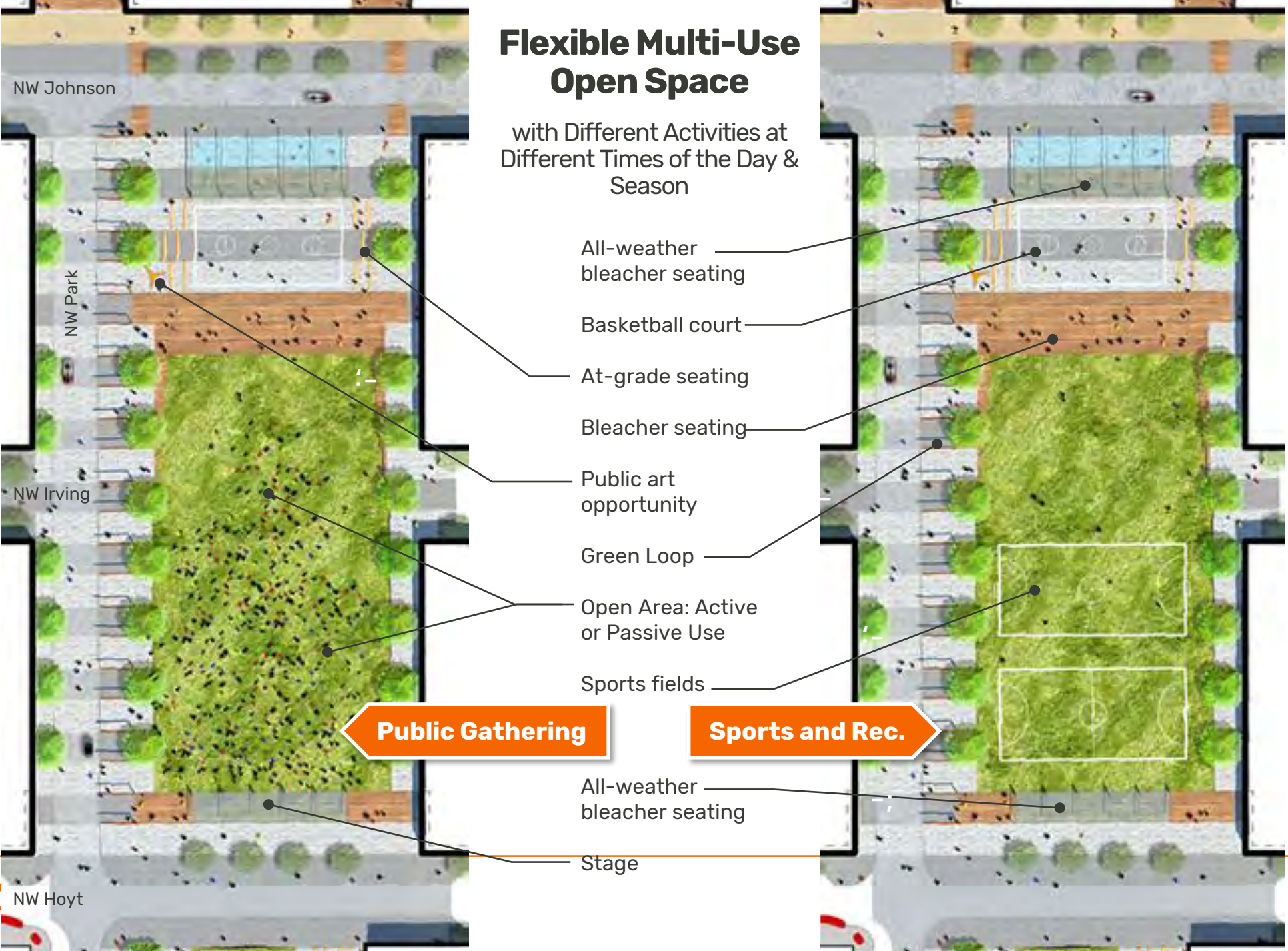
Preliminary Concept for September



Refined Concept for November

Flexible Multi-Use Open Space

with Different Activities at Different Times of the Day & Season



NW Johnson

NW Park

NW Irving

NW Hoyt

All-weather
bleacher seating

Basketball court

At-grade seating

Bleacher seating

Public art
opportunity

Green Loop

Open Area: Active
or Passive Use

Sports fields

Public Gathering

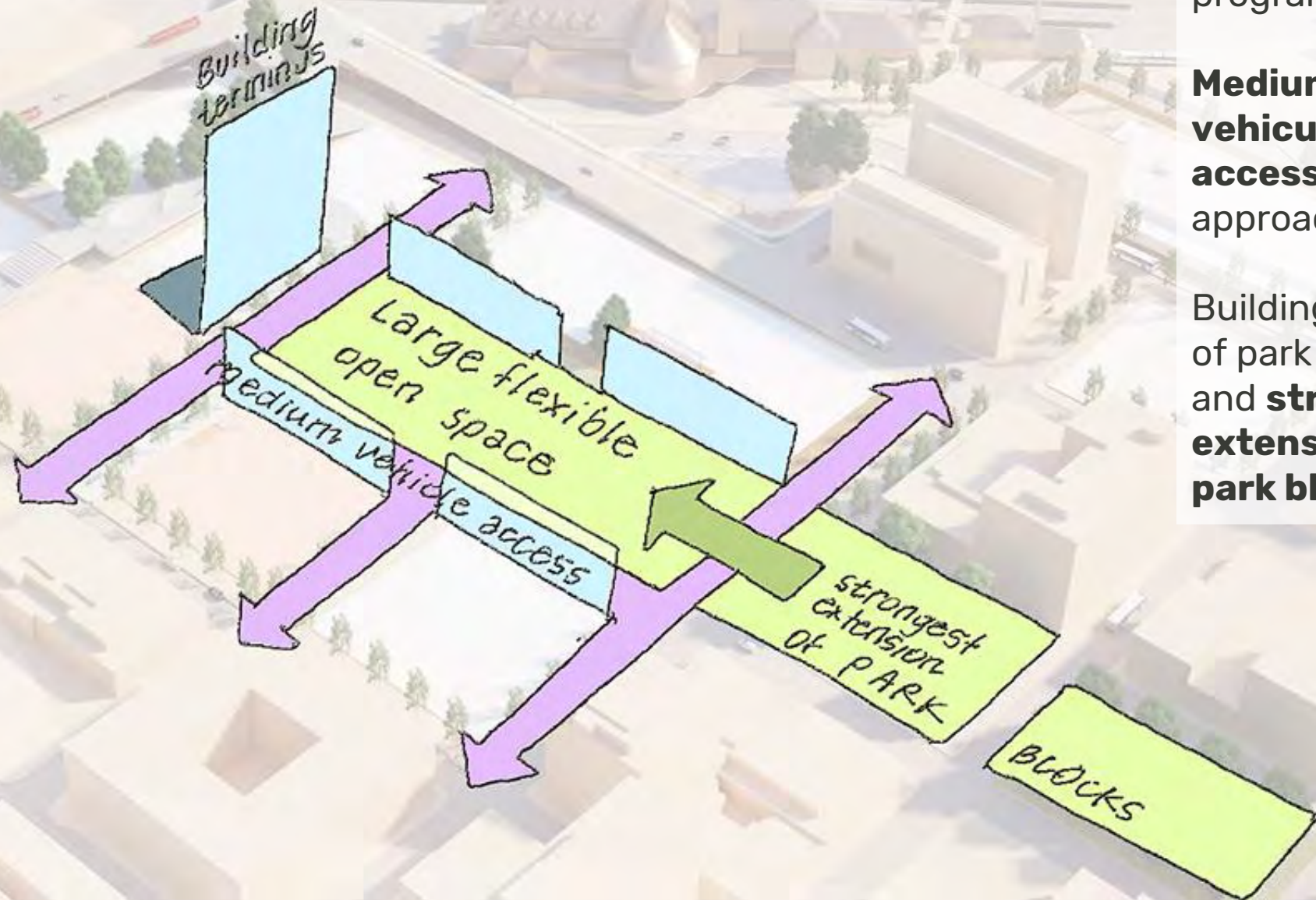
Sports and Rec.

All-weather
bleacher seating

Stage

PLAY

In a nutshell



Largest open space and **most flexible** in program and use

Medium level of vehicular access between approaches

Building terminus of park blocks and **strongest extension of park blocks**

PUBLIC REALM

Willamette River

Union Station

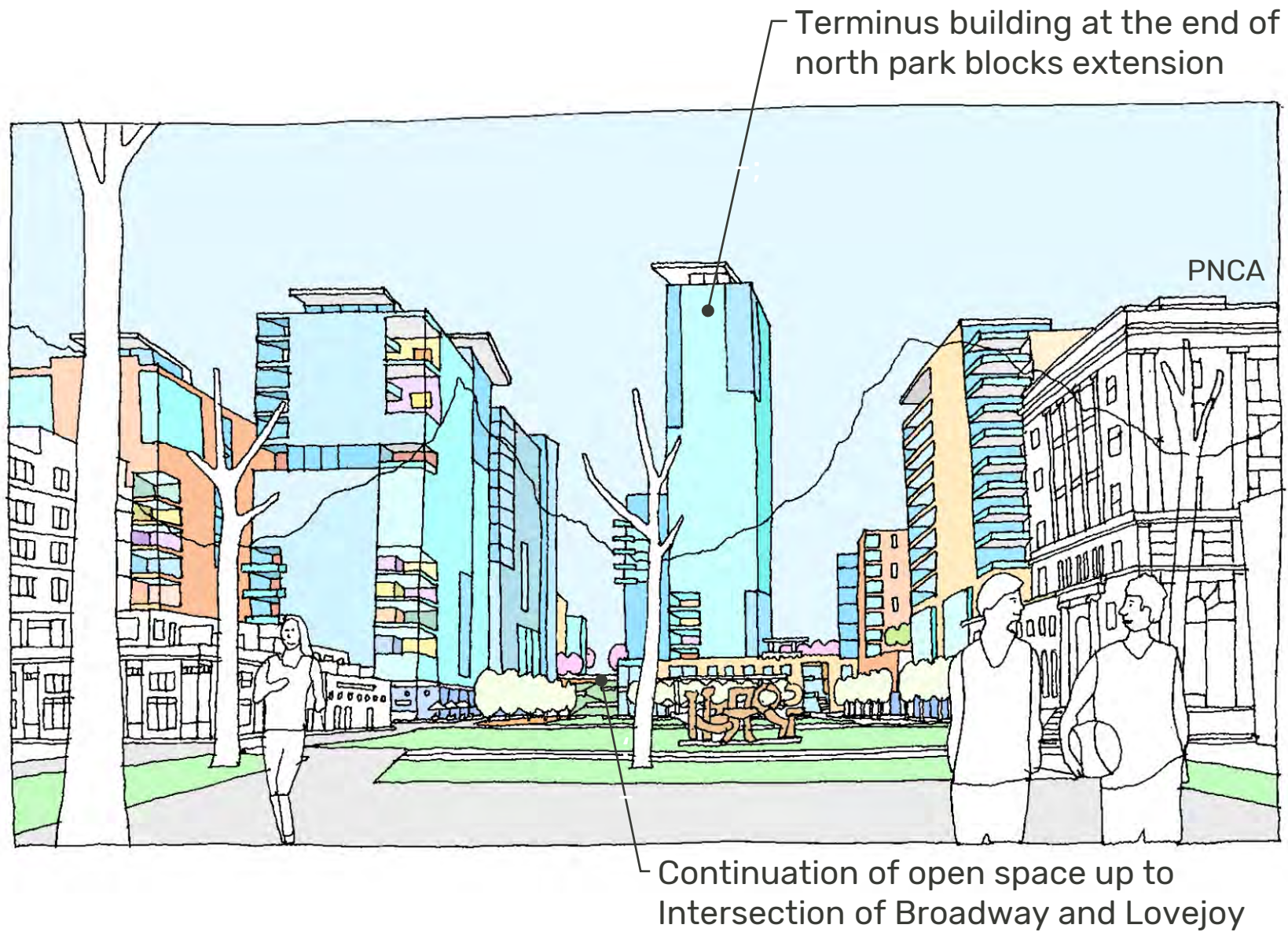
NW Lovejoy

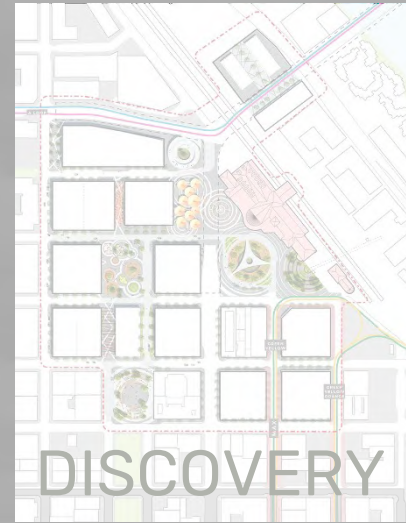
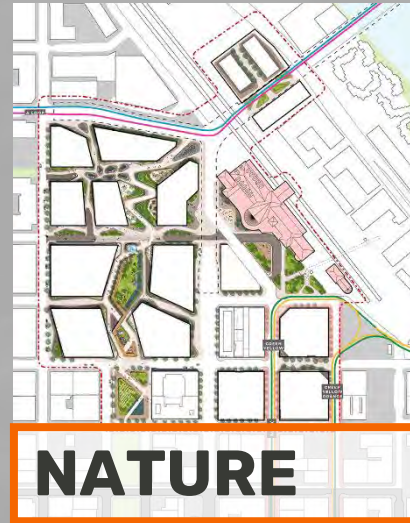
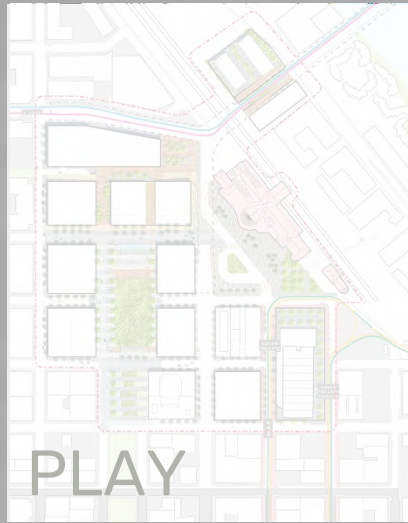
NW Broadway

PNCA



PLAY





Concept Refinement

NATURE

Key themes

Green Jobs

Iconic
Architecture

Community
Gardens

Connect to
the River

GREEN HEART



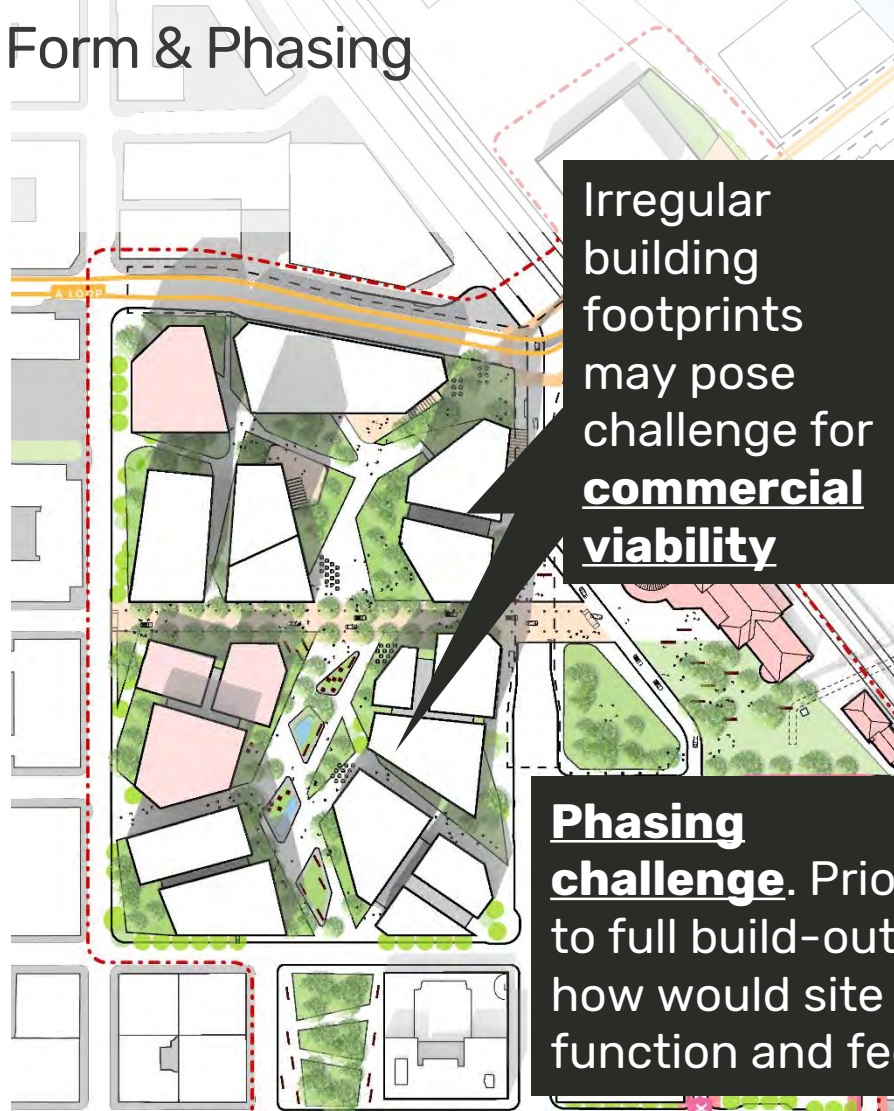
GATHERING SPACES

SHIFT THE GRID

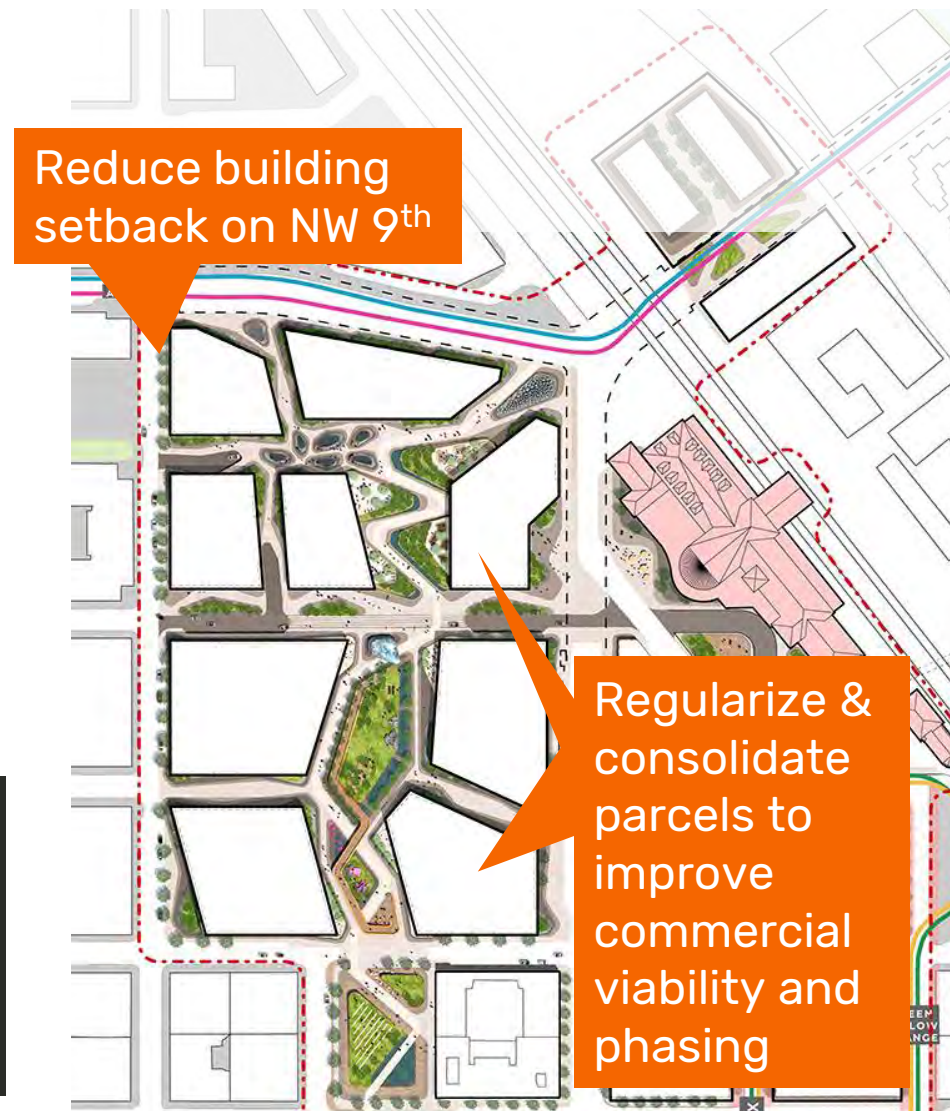


FEEDBACK ON NATURE

Urban Form & Phasing



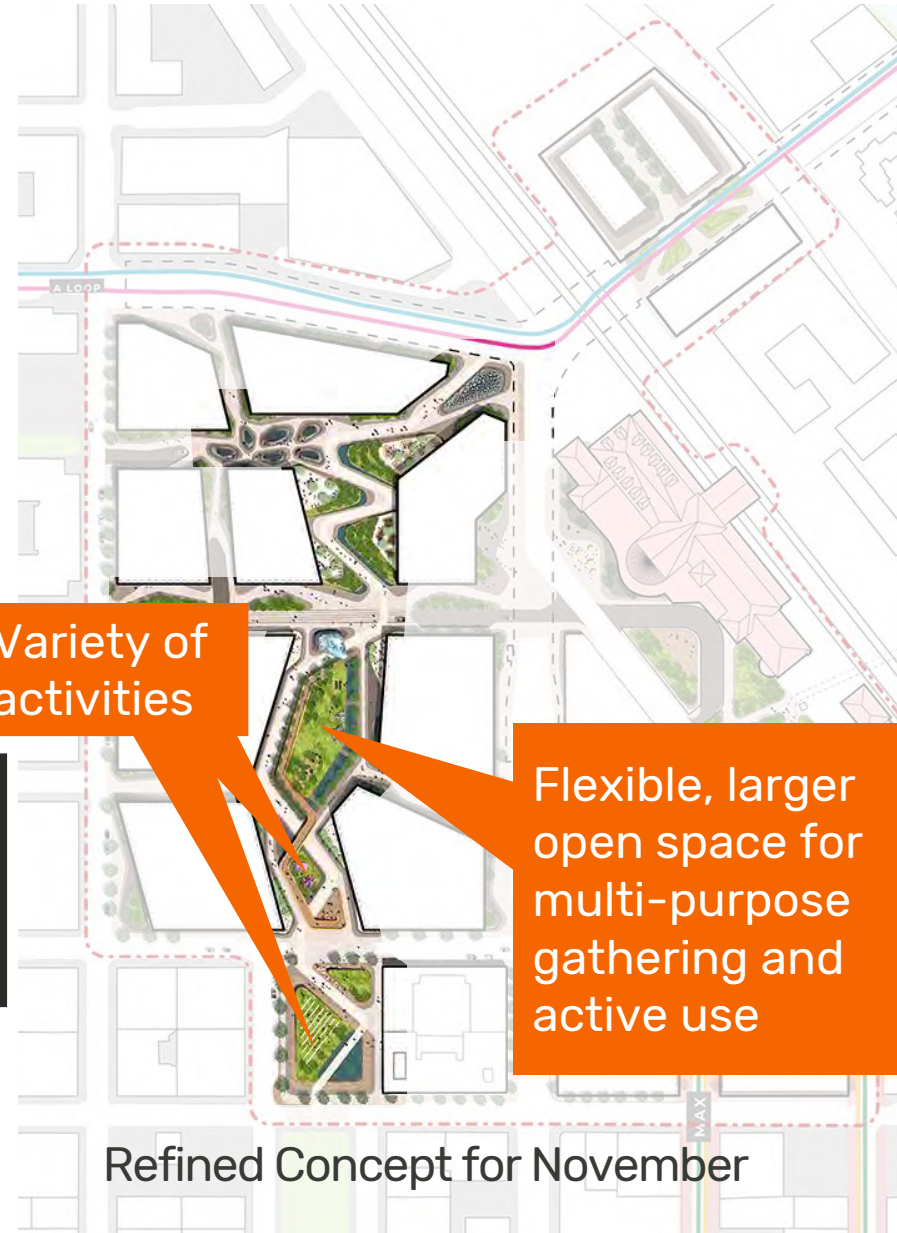
Preliminary Concept for September



Refined Concept for November

FEEDBACK ON NATURE

Open Space



FEEDBACK ON NATURE

Green Loop and Open Space

Ensure Green Loop meets **universal design criteria**

Provide accessible connection from NW Johnson to Broadway Bridge

Some cultural groups do not access nature the same way as others, feeling unwelcomed and unsafe in dark, wooded spaces

Open Space arrangement maintains openness and visibility while providing a variety of public space types

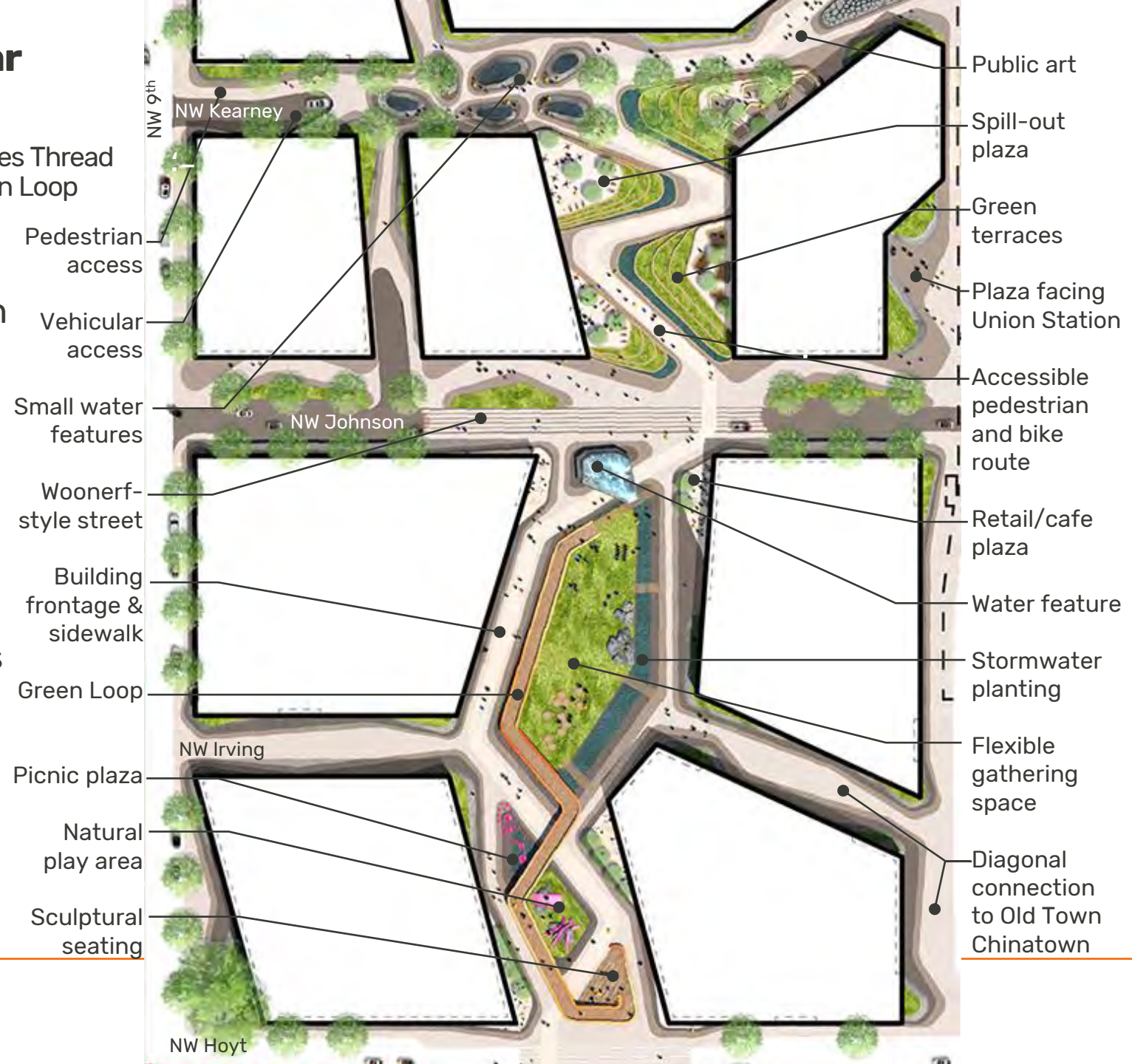
Preliminary Concept for September

Refined Concept for November

Organic Linear Open Space

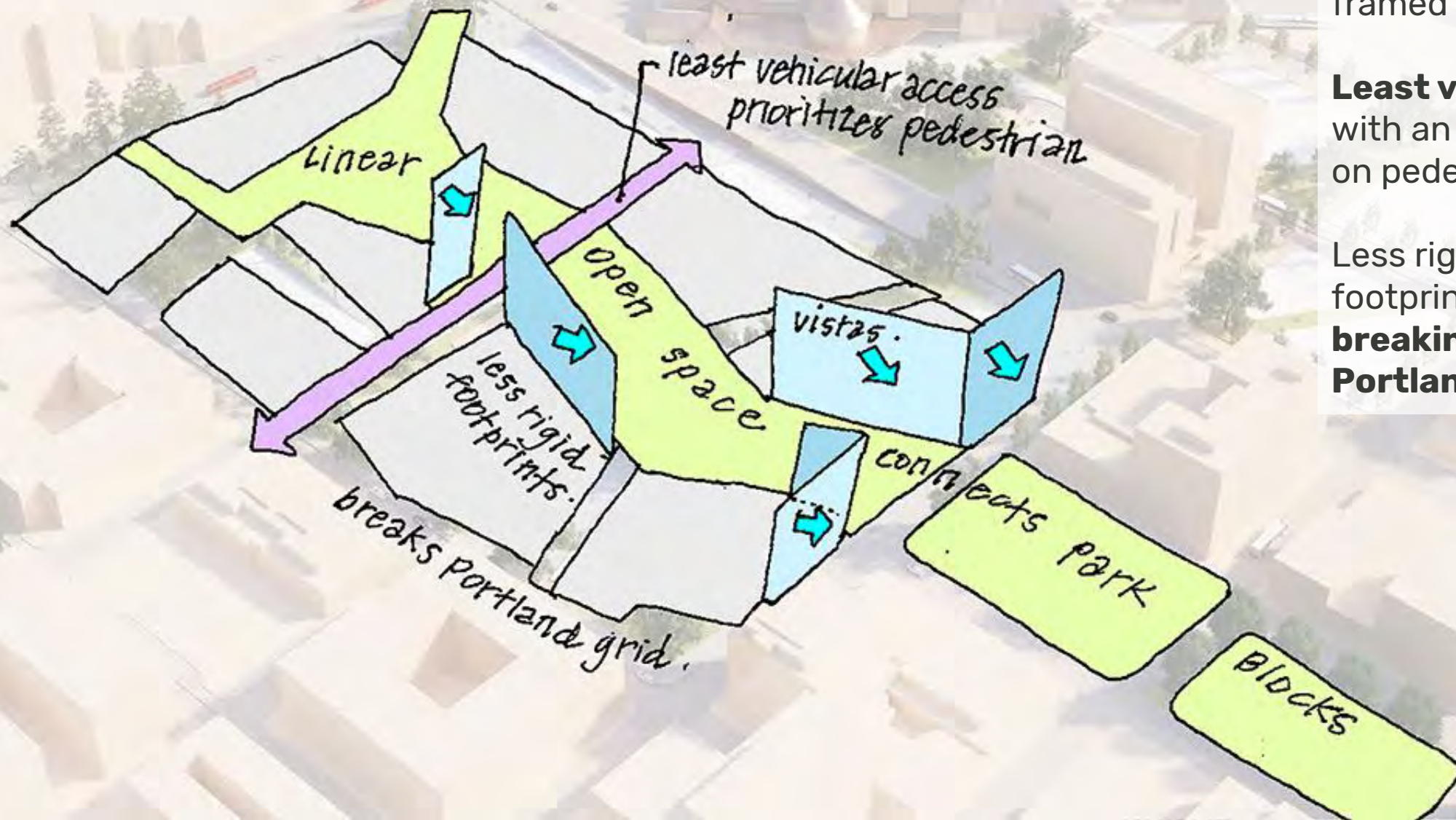
with Different Activities Thread Through By The Green Loop

- Gradual and integral green loop transition to Broadway Bridge
- Connecting to outdoors and nature
- Opportunities for robust stormwater facilities



NATURE

In a nutshell



Linear open space connecting Park blocks with framed vistas

Least vehicular with an emphasis on pedestrians

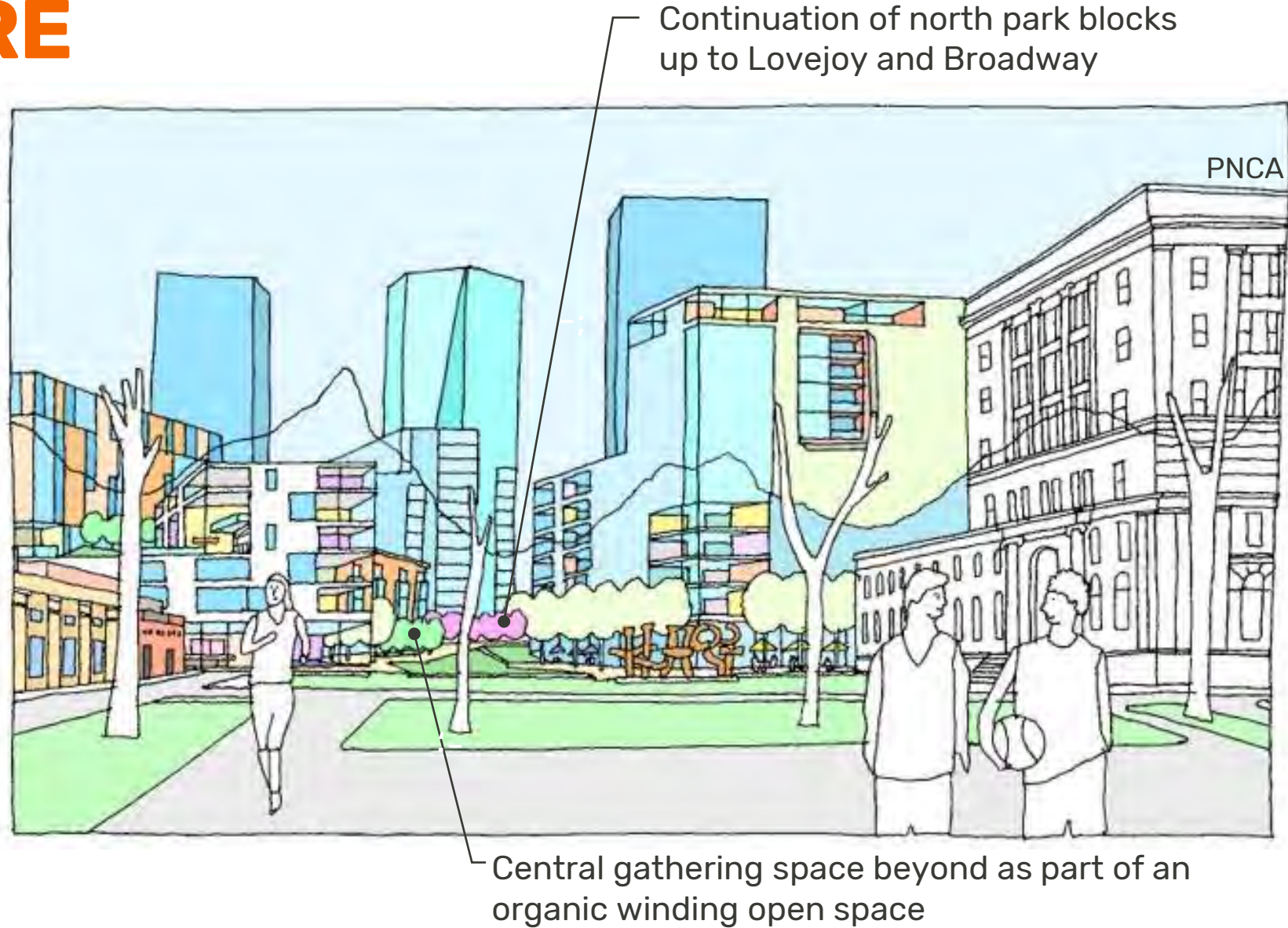
Less rigid footprints
breaking the Portland grid

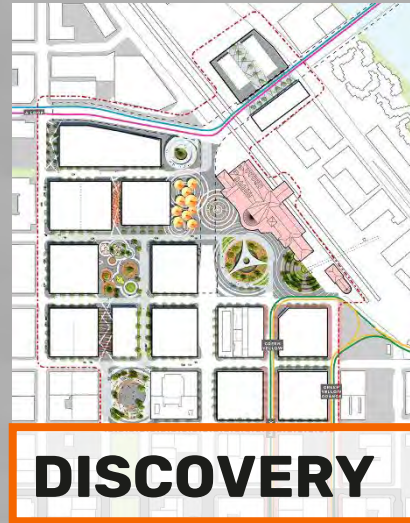
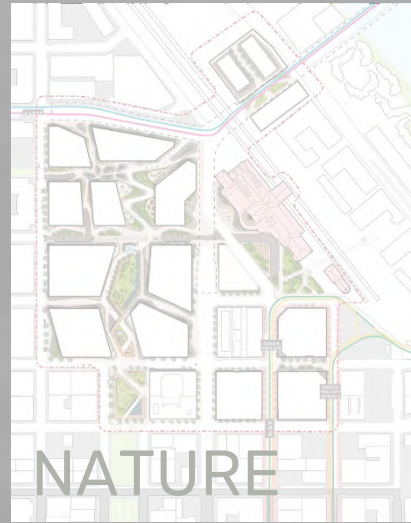
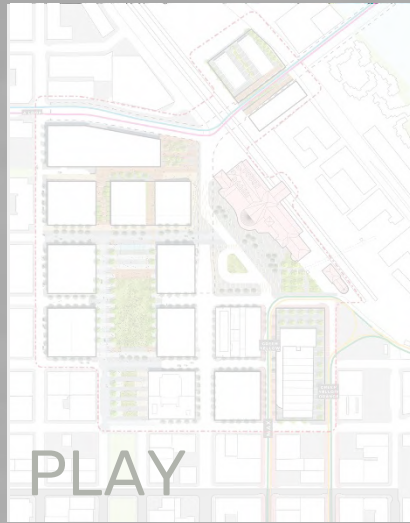
PUBLIC REALM

Willamette River
Willamette River



NATURE





Concept Refinement

DISCOVERY

Key themes

Link Old
Town/
Chinatown
to Pearl

Independent
Retail

Community
Market

Pocket
Parks

INCREMENTAL DEVELOPMENT



UNION STATION/ PUBLIC SQUARE



CULTURE ALLEYS

FEEDBACK ON DISCOVERY

Green Loop

Direct connection
to Broadway Bridge

Preliminary Concept for September

Direct connection to
Broadway Bridge
through spiral helix

Refined Concept for November

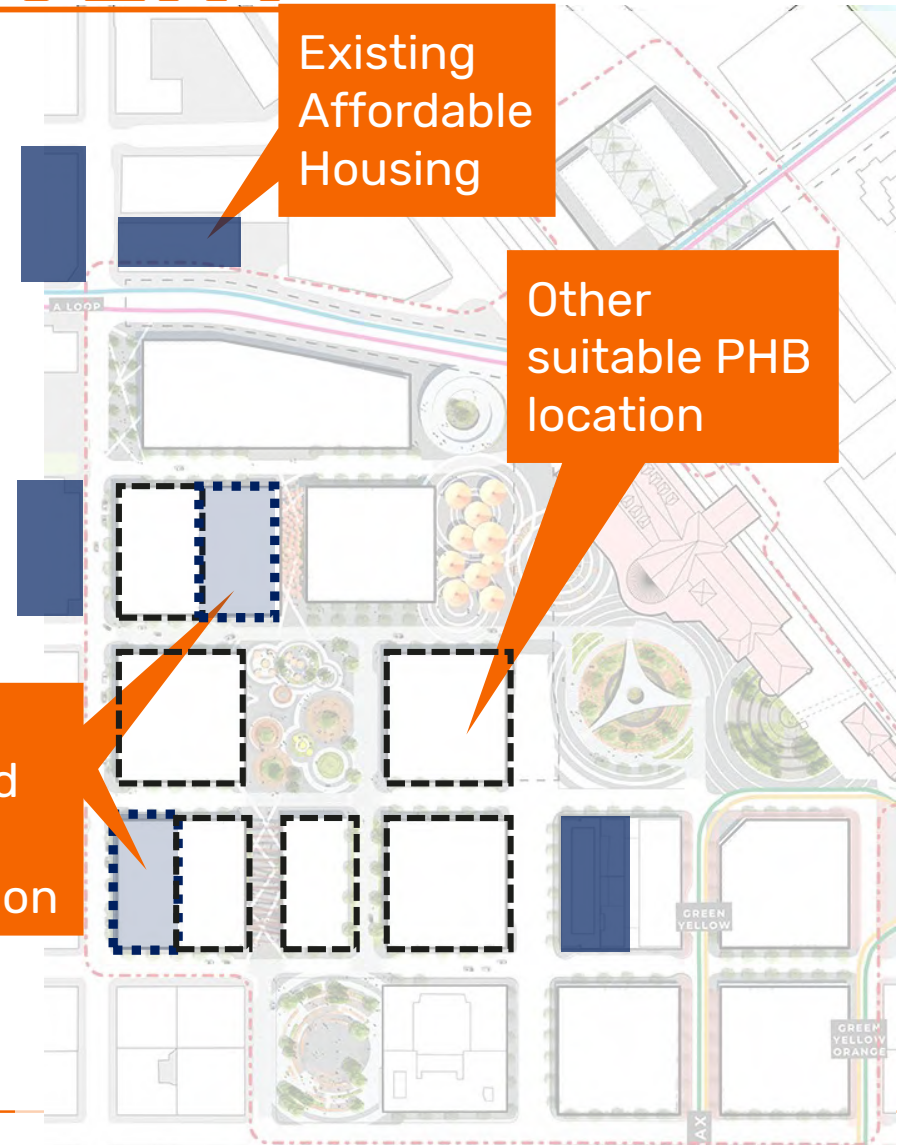
FEEDBACK ON DISCOVERY

Affordability



Affordable housing to be integrated, and not pushed to the edge of site

Preliminary Concept for September



Existing Affordable Housing

Other suitable PHB location

Well-suited PHB location

Refined Concept for November

FEEDBACK ON DISCOVERY

Open Space

Small spaces likely become exclusive

Fewer, larger, open spaces, consolidated along green loop

Too fractured, turns back on Park Blocks, needs grand public space

Union Station drop-off/pick-up with art or active open space opportunity

Strengthen north-south park blocks by extending 8th Ave.

Preliminary Concept for September

Refined Concept for November

Distributed Open Space

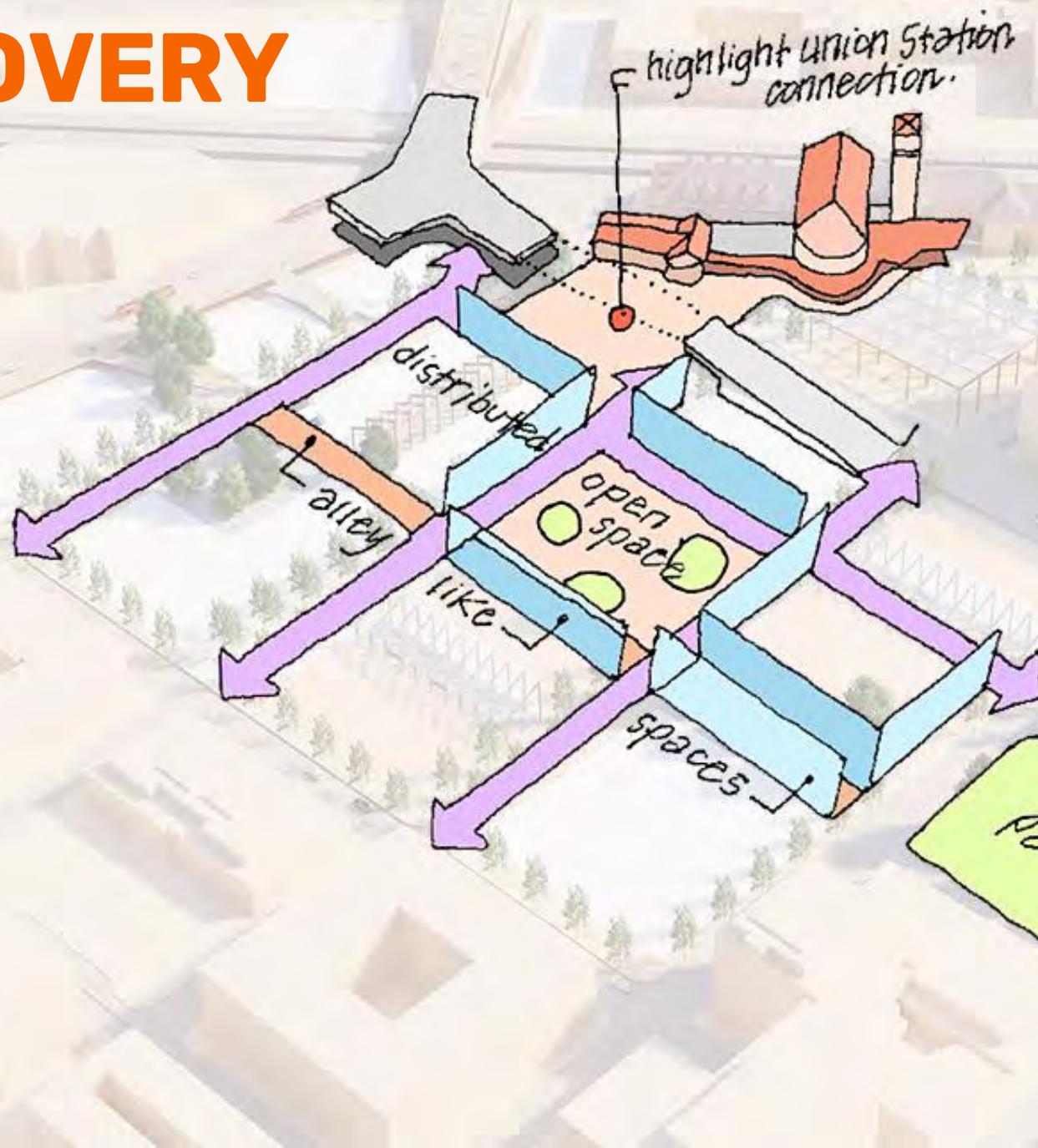
with Different Activities of Diverse Character

- Art installation
- Market plaza extends from building face to under viaduct to face of Union Station
- Car-free area
- Outdoor seating
- Games/play area
- Art installation



DISCOVERY

In a nutshell



Distributed open space within a Portland grid and “**alley**” spaces

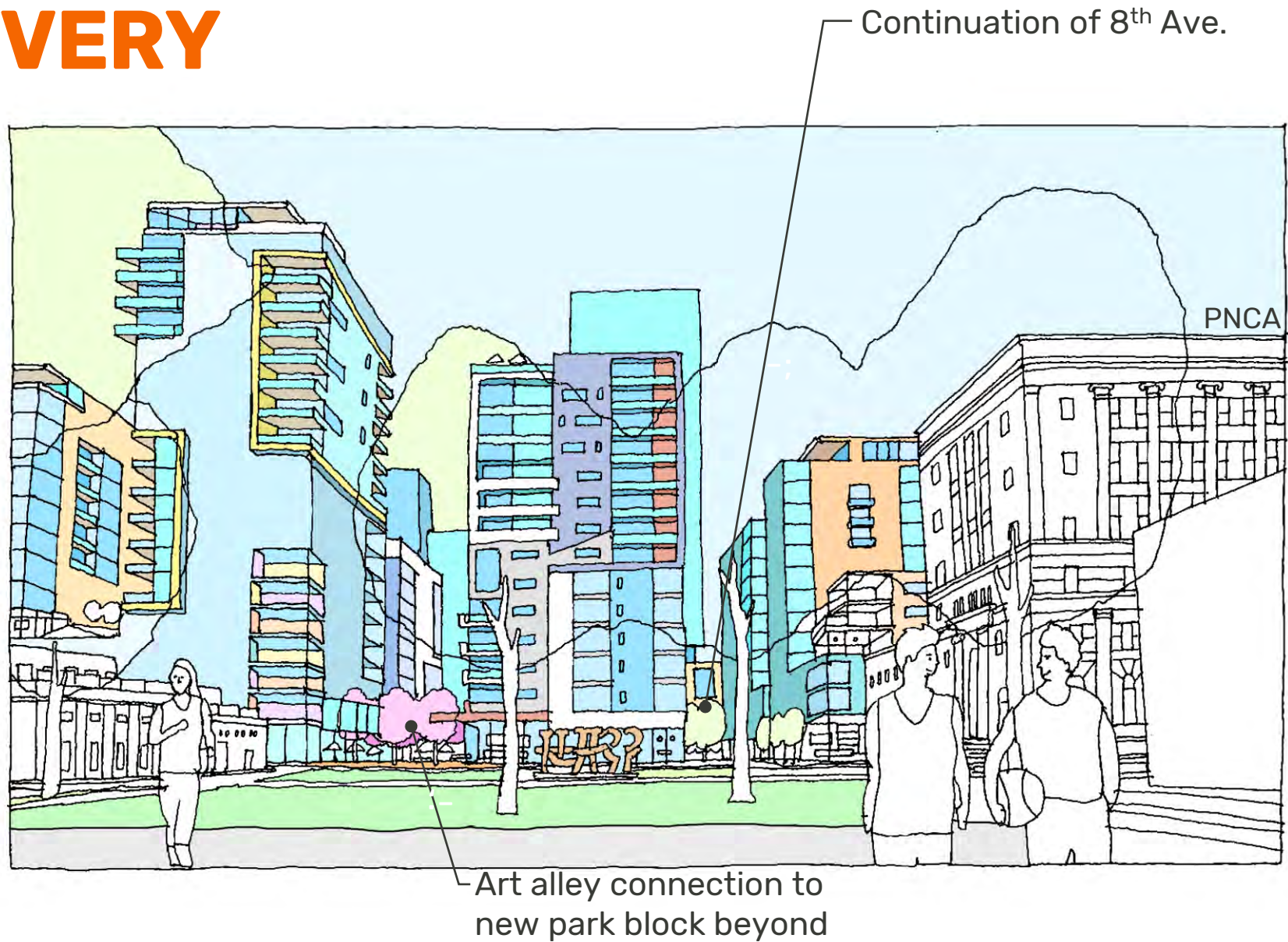
Most streets with **vehicular access**

Linked open spaces with a **significant open space linked to Union Station**

PUBLIC REALM



DISCOVERY



A photograph of the Union Station clock tower in Los Angeles at dusk. The sky is a deep blue with wispy clouds. The clock tower is illuminated, and its top features the words "GO BY TRAIN" in yellow and "UNION STATION" in blue. The tower has two clock faces. In the foreground, there is a large palm tree on the left and a street lamp in the center. The building's facade is visible, showing multiple windows and a red-tiled roof.

Thank you!