

¡Bienvenidos!

Добро пожаловать!

欢迎！ Welcome!

Soo dhowow!

Xin chào mừng!

歡迎！



@broadwaycorrpx



WIFI:

Network: Coho

Password: salmon123

Share your opinion:

Paper Survey or

[#broadway](http://www.slido.com)

Welcome!

5:30 p.m. – 6:00 p.m.

Welcome & presentation on the project background and preferred development concept

6:00 p.m. – 7:25 p.m.

Guests visit stations to share their feedback and learn more about the proposed plan

7:25 p.m. – 7:30 p.m.

Closing



@broadwaycorrpdx



WIFI:

Prosper Portland | Broadway Corridor

Share your opinion:

Paper Survey or
www.slido.com #broadway

Share Your Opinion!



Join a small group discussion facilitated by Lara Media



Ask a volunteer for a paper survey

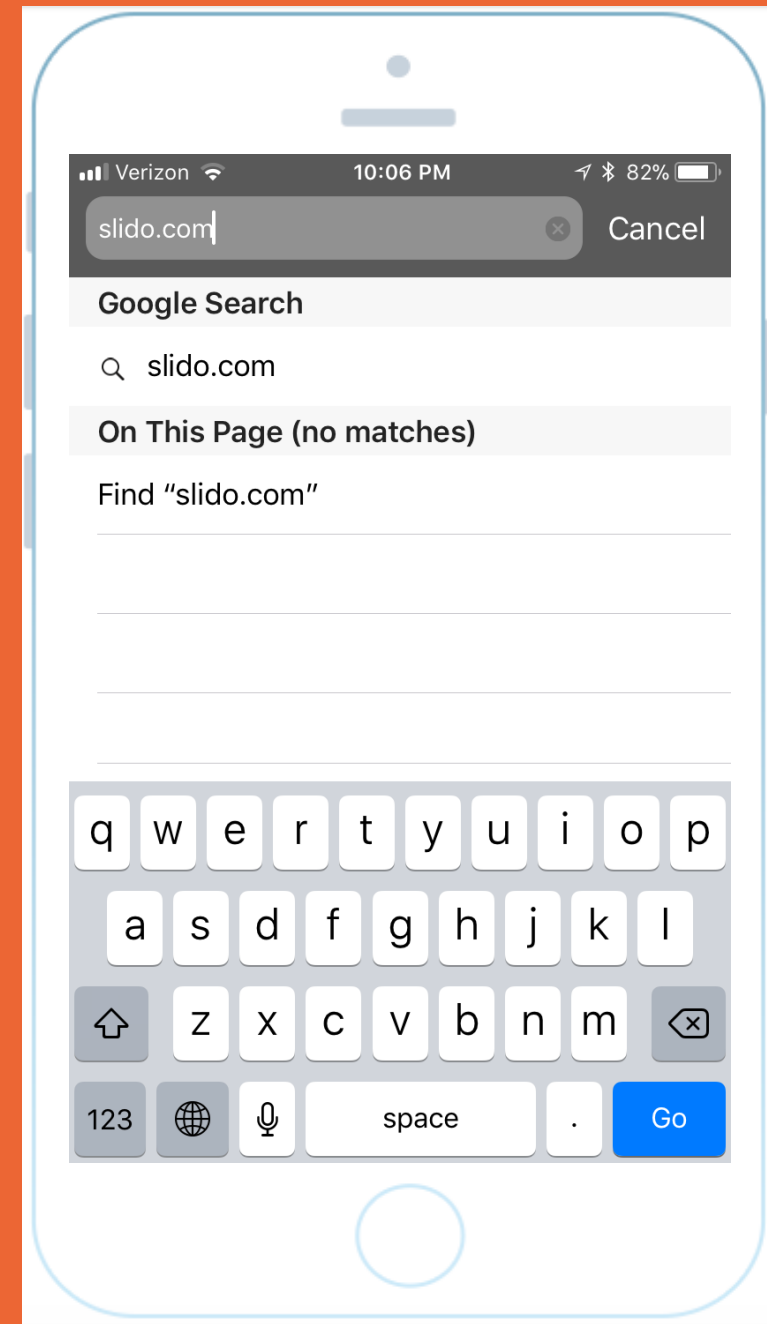


Go to **www.slido.com**, enter **#broadway**

Share Your Opinion!

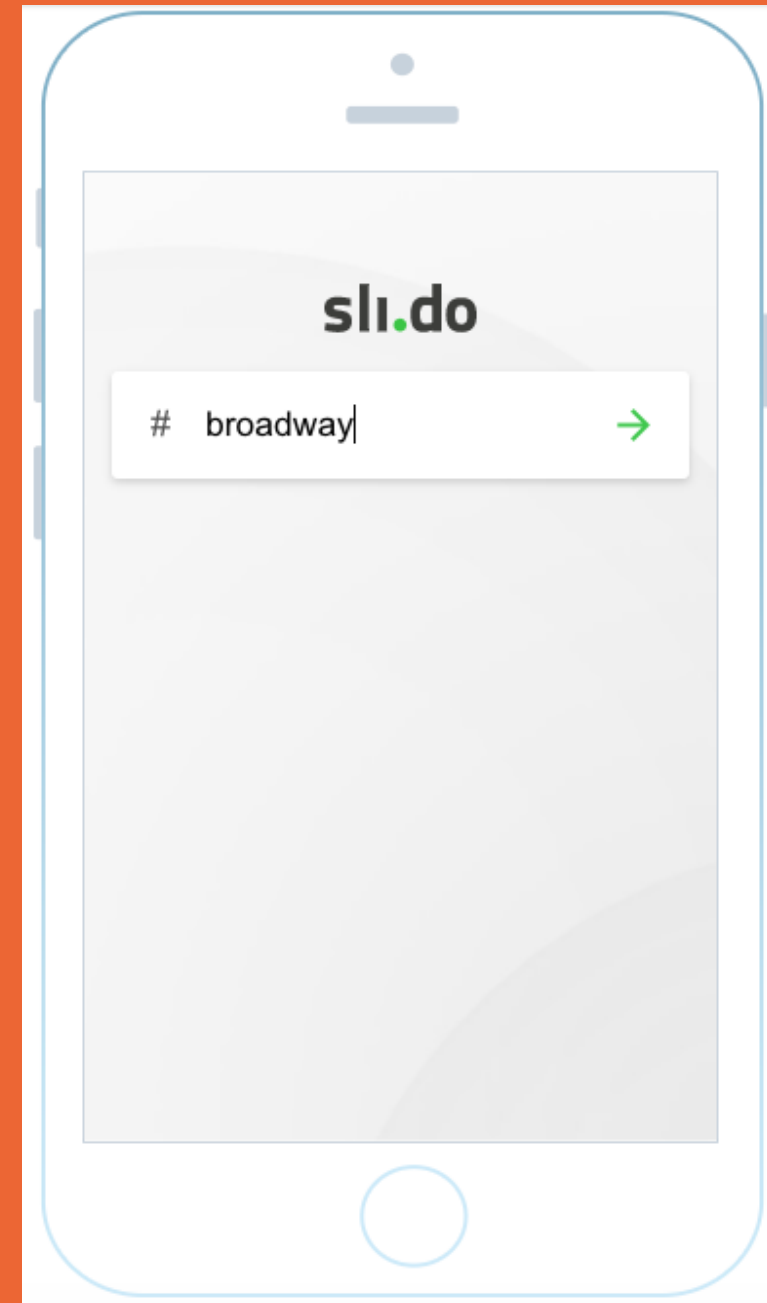
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Open the web browser on your phone or tablet.




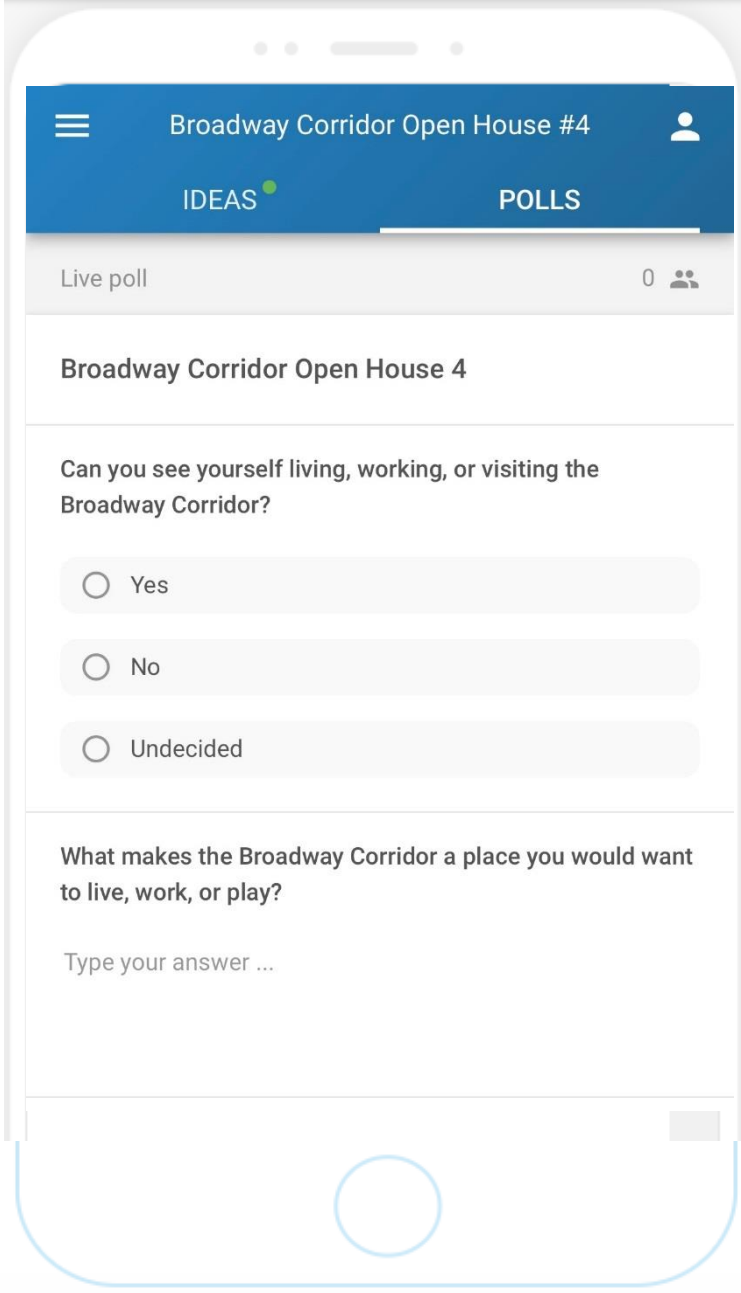
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- 3** Tap on **Polls** to answer polls
Tap **Ideas** to submit your own ideas or show support for ideas with a 

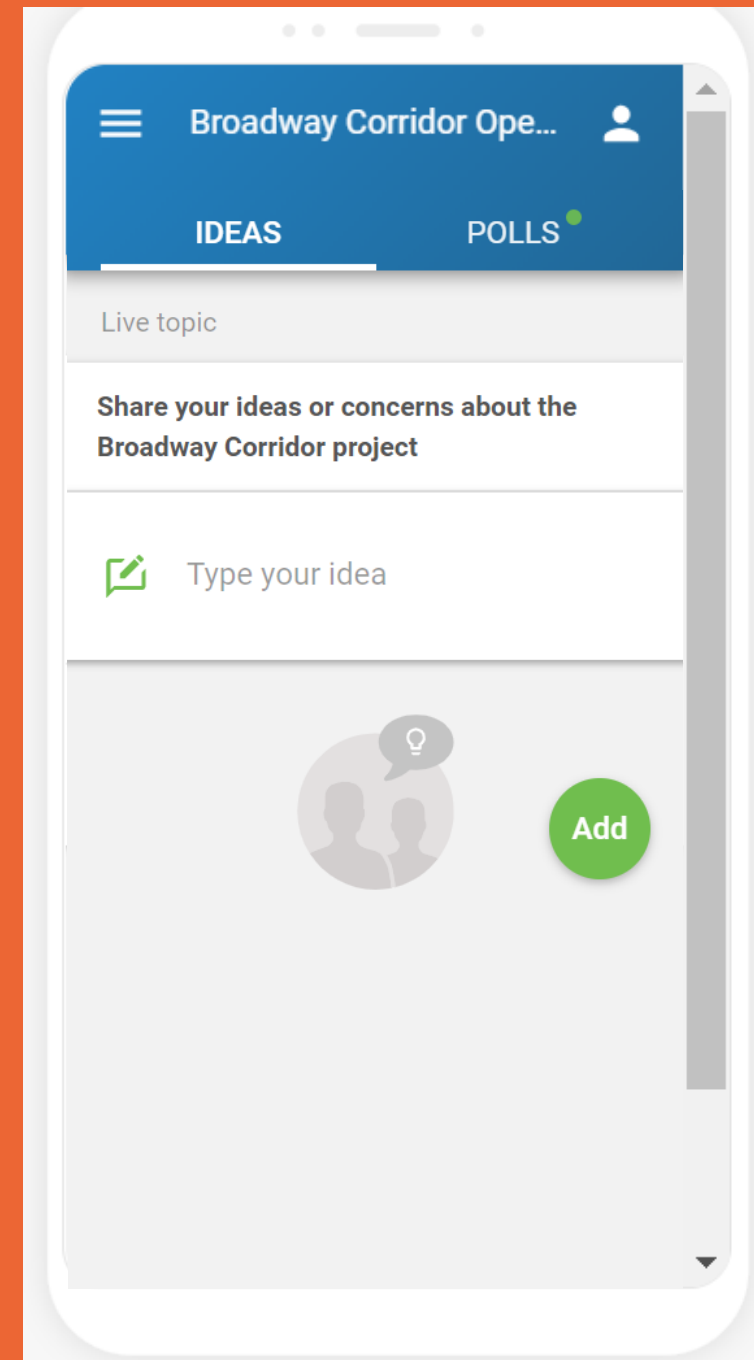


The screenshot shows a mobile app interface for a poll titled "Broadway Corridor Open House #4". The app has a blue header with a menu icon, the title, and a user profile icon. Below the header, there are two tabs: "IDEAS" (highlighted with a green dot) and "POLLS". The "POLLS" tab is active, showing a "Live poll" section with a counter of "0" and a group icon. The poll question is "Can you see yourself living, working, or visiting the Broadway Corridor?". There are three radio button options: "Yes", "No", and "Undecided". Below the poll, there is a text input field for the question "What makes the Broadway Corridor a place you would want to live, work, or play?". The input field has a placeholder text "Type your answer ...". The bottom of the screen shows a home indicator bar.

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**Broadway
Corridor**

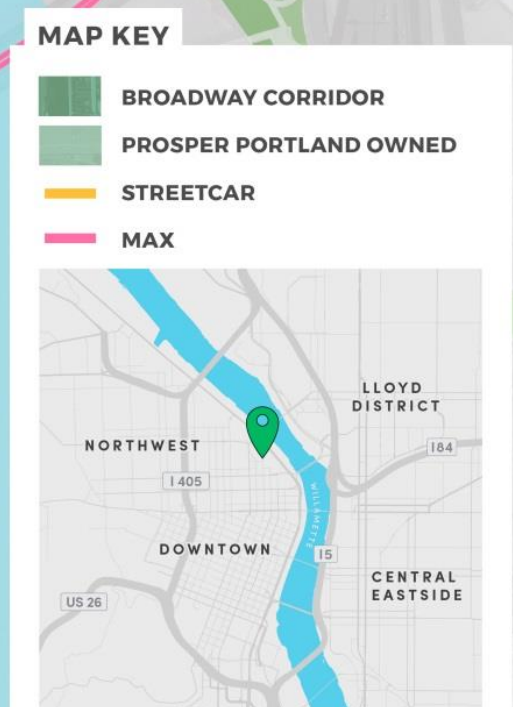


Get to know your neighbor

Each person asked to pick an emoji sticker that connects with what activity they'd like to see in the Broadway Corridor.

1. Turn to your neighbor and introduce yourself
2. Share which sticker you picked!





Vision Statement

The Broadway Corridor
once-in-a-generation opportunity to create a
unique, vibrant, mixed use, dense urban district
seamlessly integrated with a regional
multi-modal **transportation hub**
in a genuinely Portland way.

The district vision is one that
honors history and culture,
fosters social equity and inclusion,
and re-imagines how Portlanders
live, work, enjoy and move through the city.



10

FOCUS GROUPS

4

PUBLIC MEETINGS

3

ONLINE FORUMS

12+

STAKEHOLDER
PRESENTATIONS

6

POP-UP EVENTS

19

COMMITTEE MEETINGS

1,000+

TOTAL ATTENDEES

1,000+

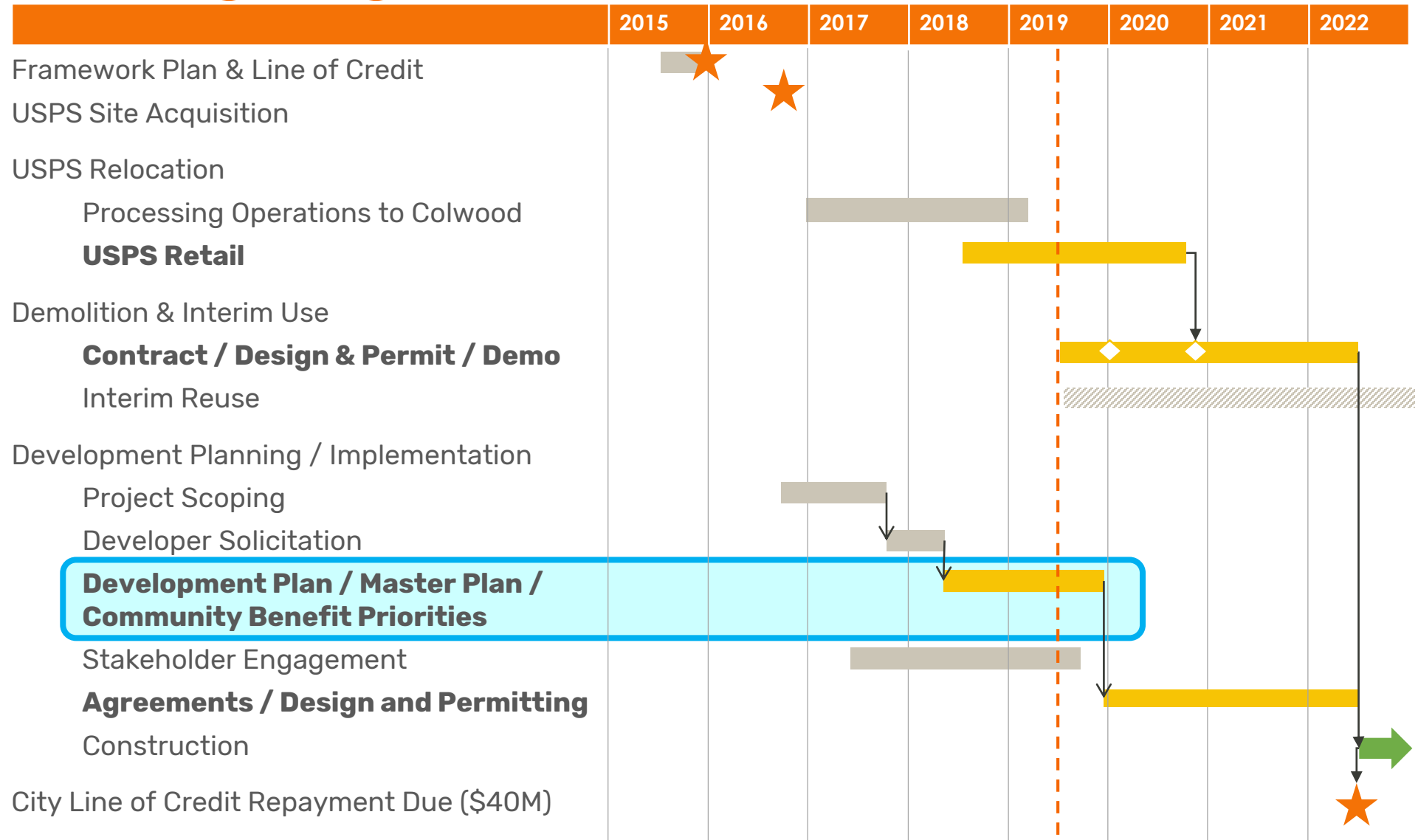
TOTAL COMMENTS

10,000

MY PEOPLE'S MARKET

**Broadway
Corridor**

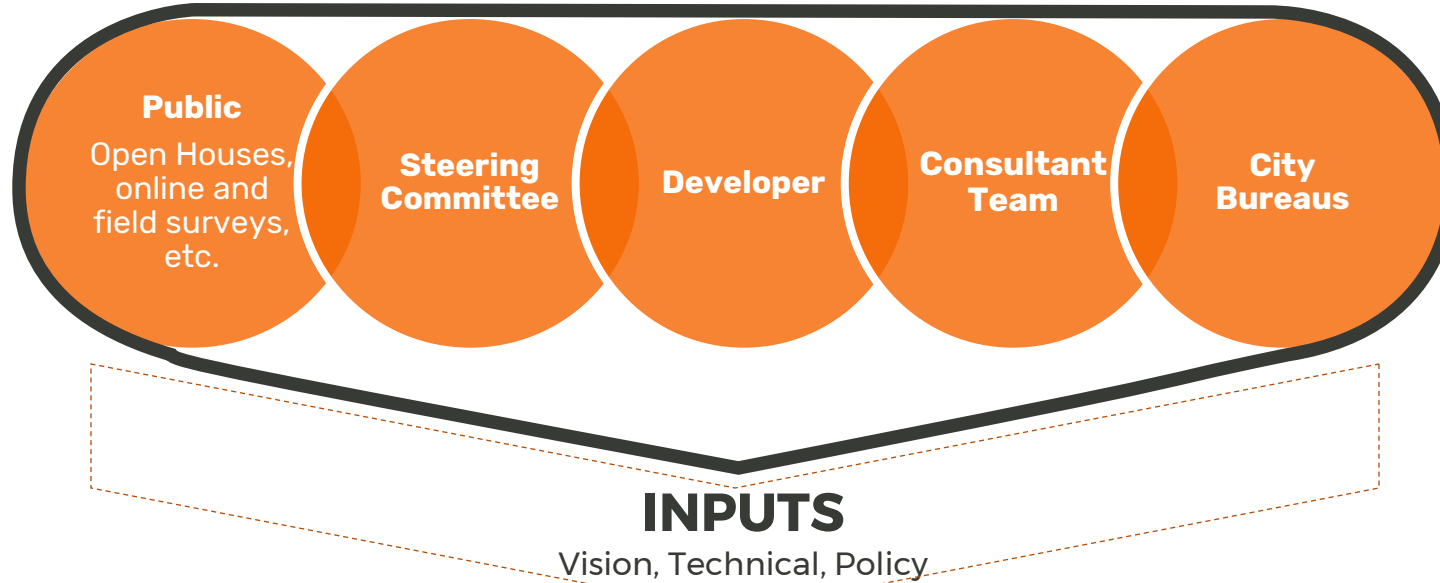
Timeline



Who is Shaping the Project

INPUTS

BPS
PBOT
BDS
BES
Parks
PGE
NW Natural
TriMet
Streetcar
RACC



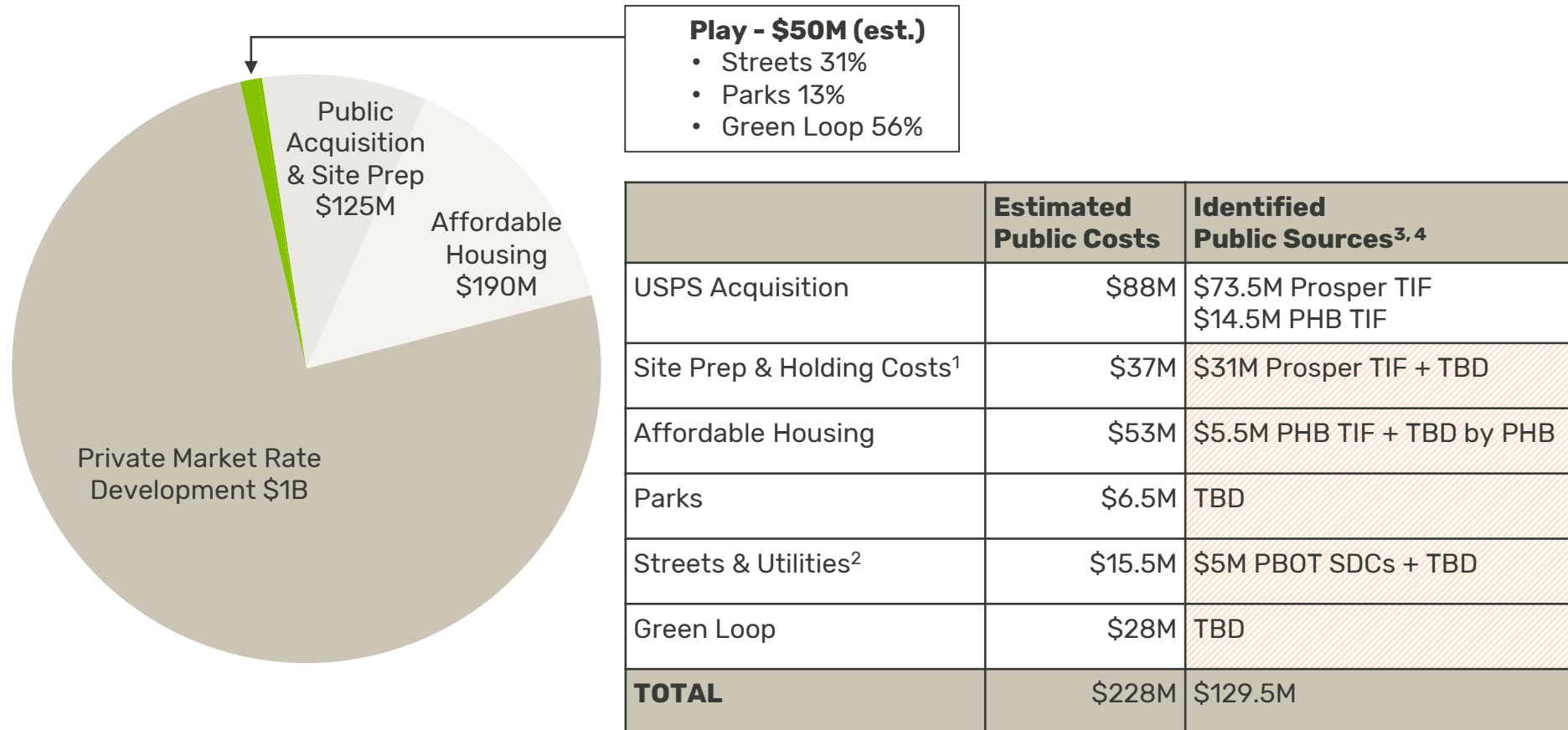
EXECUTIVE COMMITTEE

Prosper Portland & Portland Housing Bureau Executive Directors

DECISIONMAKERS



COORDINATED CITY INVESTMENT STRATEGY



1. Additional Public Engagement and Development Planning - \$4M (funded)

2. Utility costs included in Streets

- Stormwater - \$515k
- Sanitary Sewer - \$460k
- Water - \$1.5M
- Hydrants - \$25K
- Utility Corridor Abatement, Dewatering & Mobilization - \$1.3M

3. TBD Resource may include: EPA Brownfields Grant, Residual Land Value, Housing Bonds, CET Resources, SDCs, LID, etc

4. SDC Estimates (Framework Plan, 2015)

- PBOT: \$8.6M
- Parks: \$12.9M
- BES: \$14.3M
- Water: \$3.3M

We want to hear from you!

- 1** What aspects of this design make this a place for you and your family to live, work, or play in? What's missing?
- 2** Which community ideas resonate with you most?
- 3** Any other big ideas you want to share?

EQUITABLE DESIGN

Principles of Design for Racial & Social Equity*

- **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.

DEVELOPMENT PLANNING

Process Overview

Phase B1: Vision
& Programming
(July 2018)

Phase B2:
Preliminary
Concepts
(Sept. 2018)

Phase C1: Concept
Refinement
(Nov. 2018)

Phase C2: Select
One Concept
(April 2019)

Phase C3: Advance
Concept
(Spring - Summer 2019)

Phase D1: Draft Plan
(Summer 2019)

Phase D2: Final Plan
(Fall 2019)

All Phases: Community Benefit Priorities



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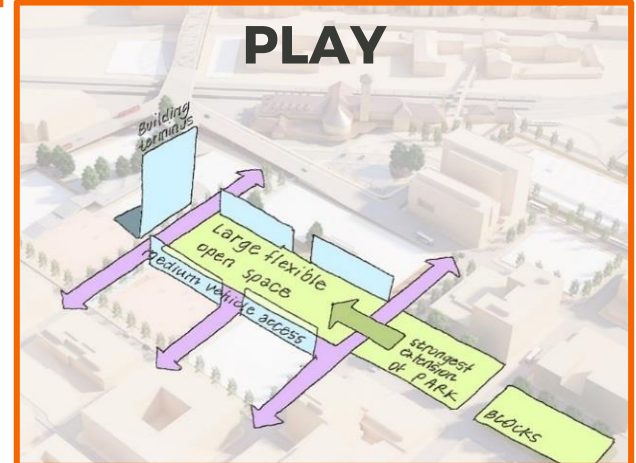
Phase C3: Advance
Concept
(Spring - Summer 2019)

Phase D1: Draft Plan
(Summer 2019)

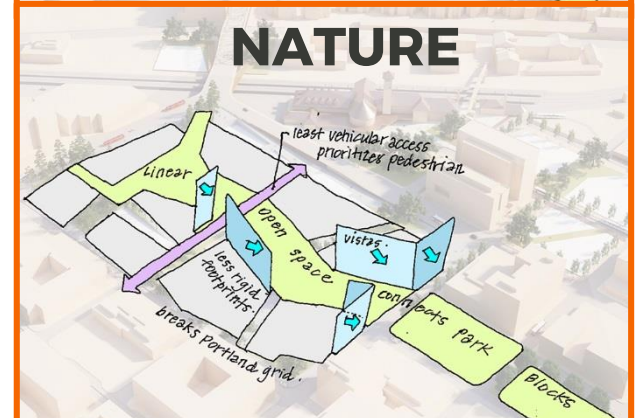
Phase D2: Final Plan
(Fall 2019)

All Phases: Community Benefit Priorities

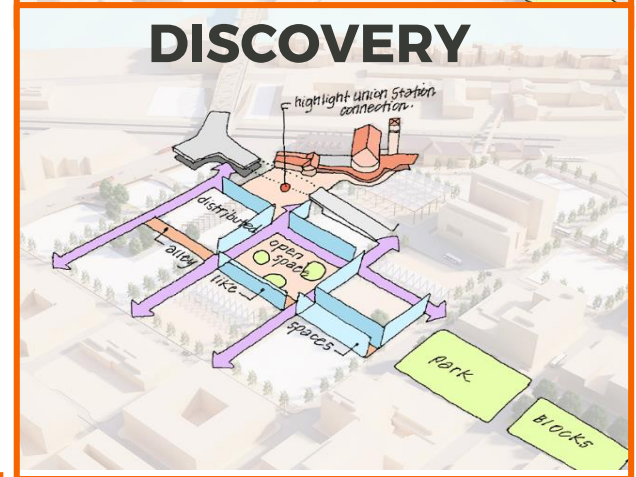
PLAY



NATURE



DISCOVERY



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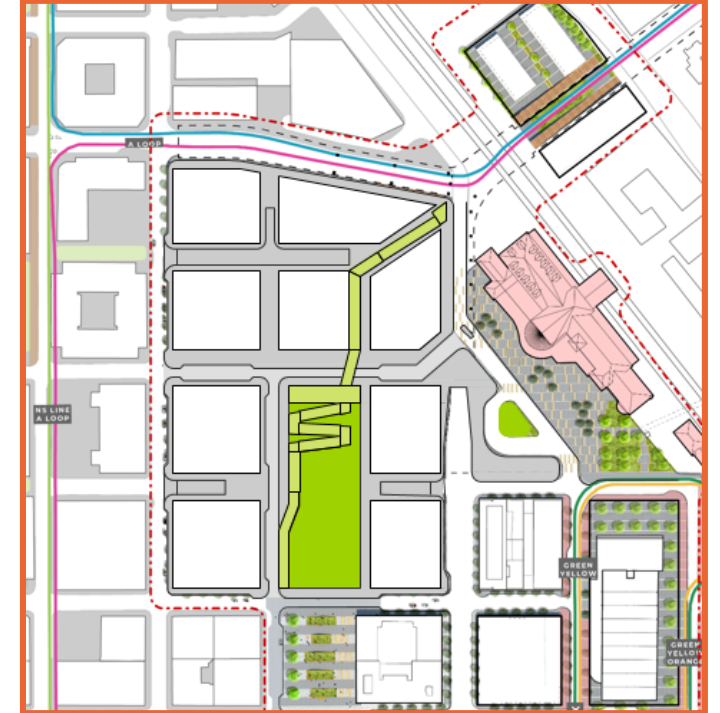
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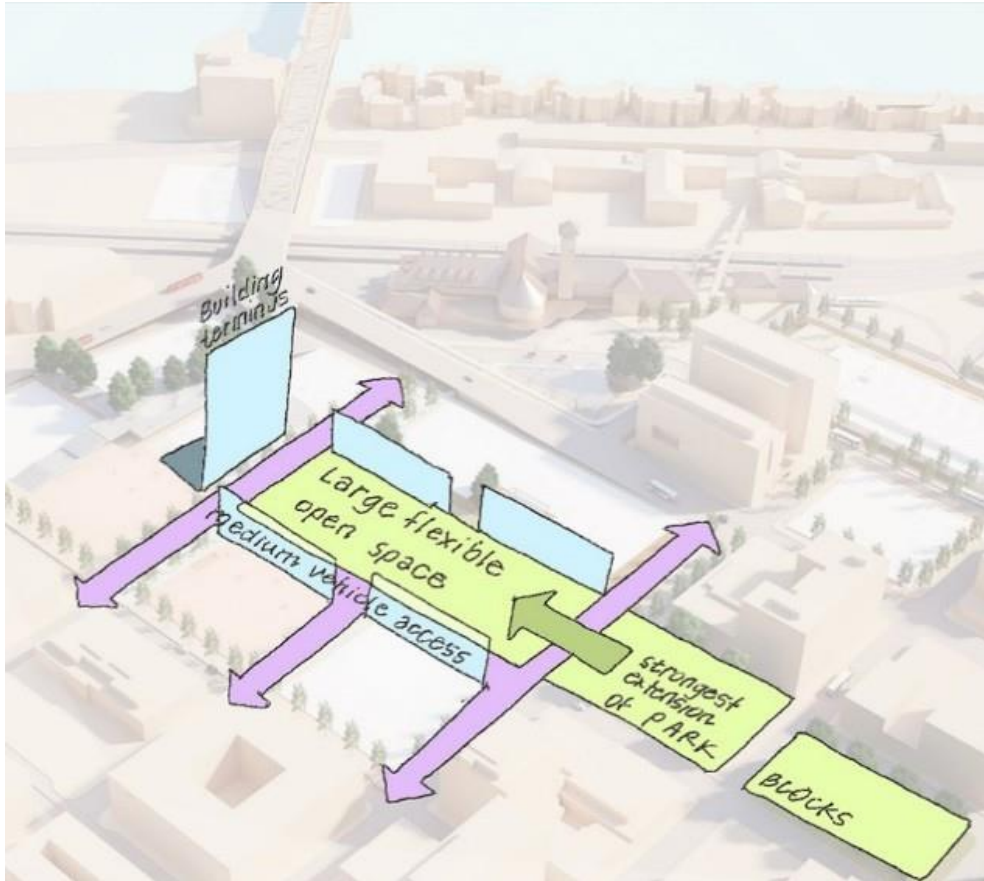
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What we heard



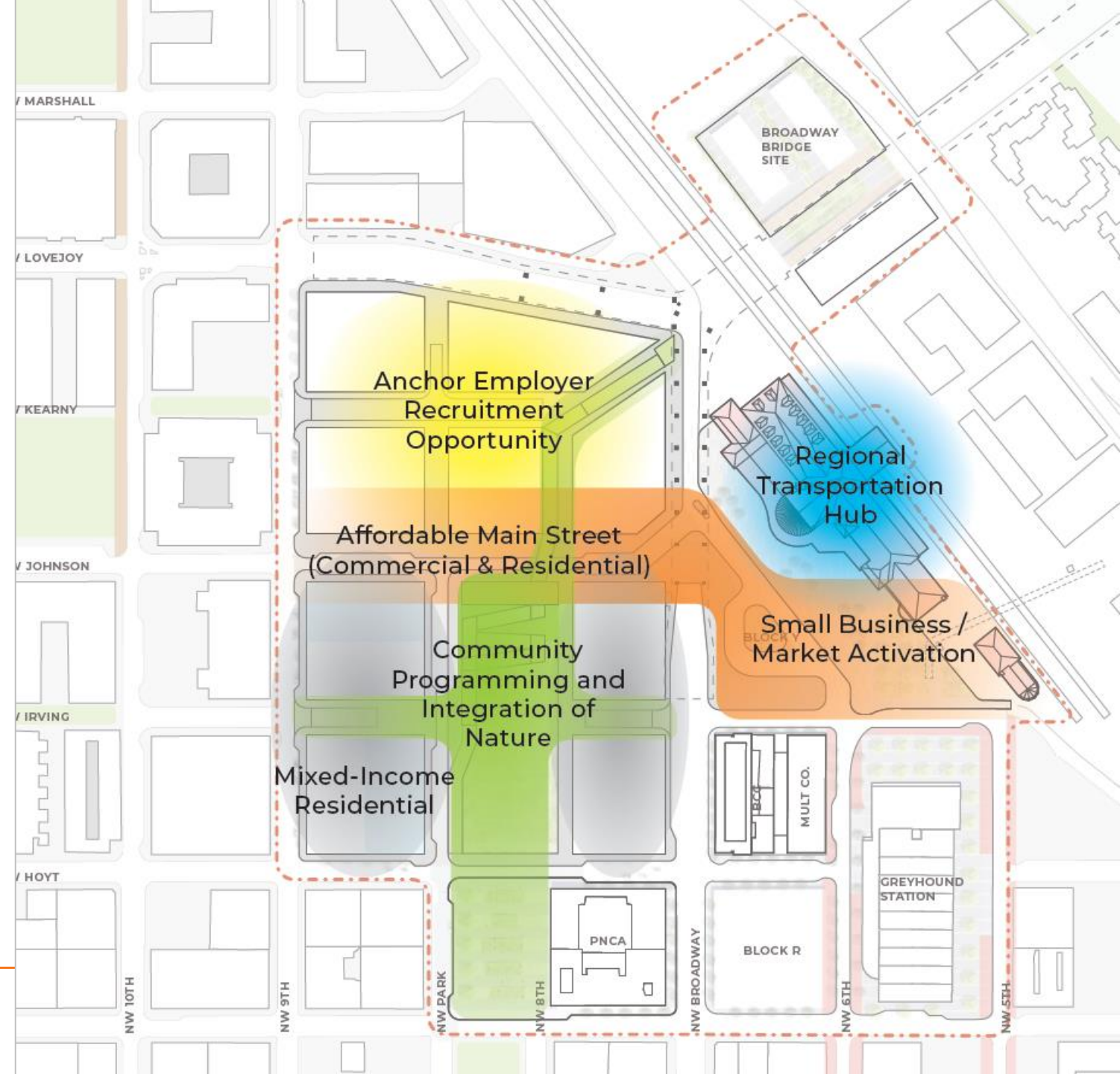
PLAY - What's Working:

- Large gathering area feels welcoming to all ages and abilities, fosters a space for community interaction, and seems most flexible for different activities and needs.
- Feels people- and pedestrian-friendly.
- Connectivity to the rest of the city, between existing neighborhoods, through the Green Loop, and to Union Station is appealing.
- Utilizing this space for a small business incubator is appealing.
- Continuation of the Park Blocks is clear and continues the historic grid.

PLAY - What's not working:

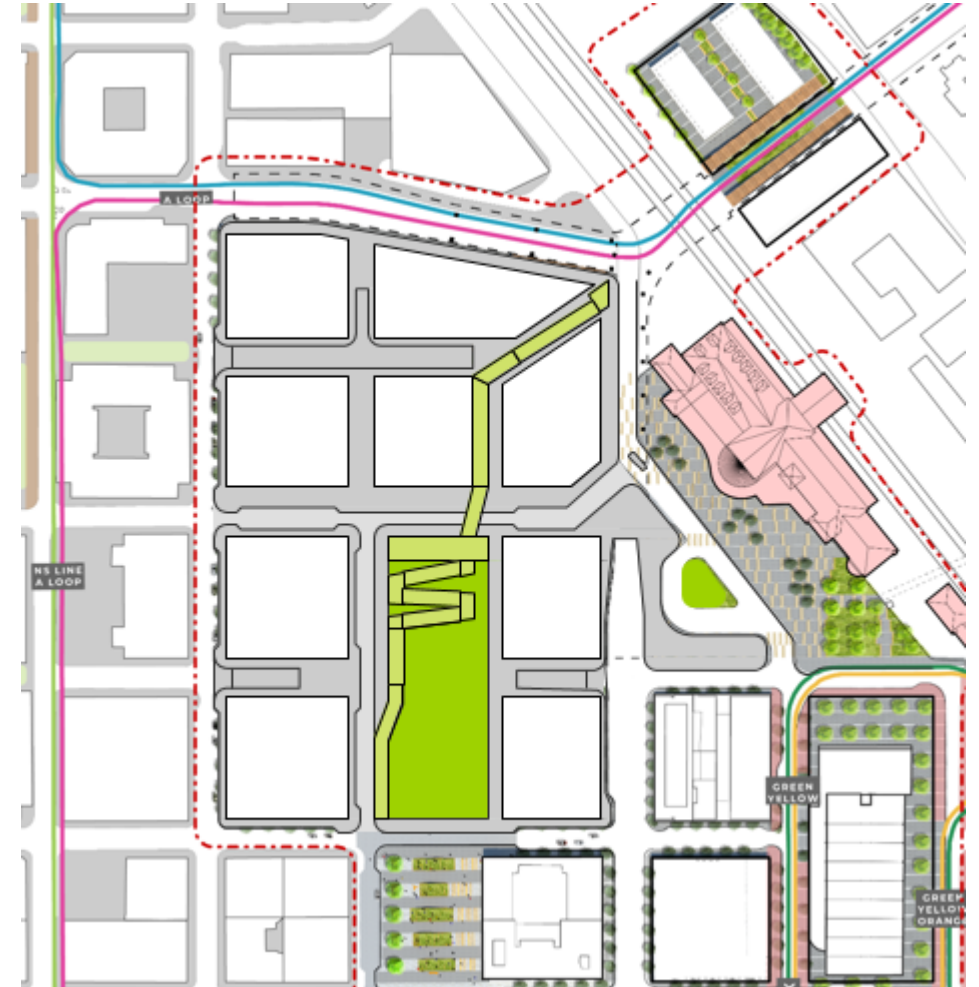
- Configuring the Park Blocks as a large open space feels unsafe and requires active ground floor uses and programming to work.
- Needs stronger connectivity from open space to Union Station.
- Space feels unorganized and has a lack of identity.

Summary of Key Programming Opportunities



Key Areas of Refinement

- **Green Loop:** Clarify vision, identify opportunities for cost savings, minimize impacts on adjacent development, integrate Universal Design principles.
- **Union Station:** Ensure activation and integration of Union Station, including safe and inviting public realm beneath Broadway Bridge.
- **Public Realm Programming and Activation:** Pursue a strategy for long-term public realm programming and safety; Integrate amenities for families such as a children's playground.
- **Natural Environment & Green Infrastructure:** Increase integration of the natural environment; express Portland's leadership in green development.
- **Phasing, Density & Parcellation:** Explore how to best balance opportunities for incremental development, multiple ownership opportunities, and affordable commercial opportunities while also accommodating the City's forecasted growth.



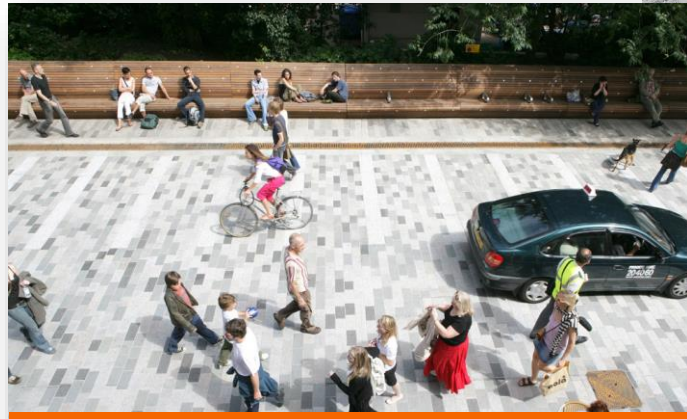
Public Realm Features



Connecting the Community



Active Open Space



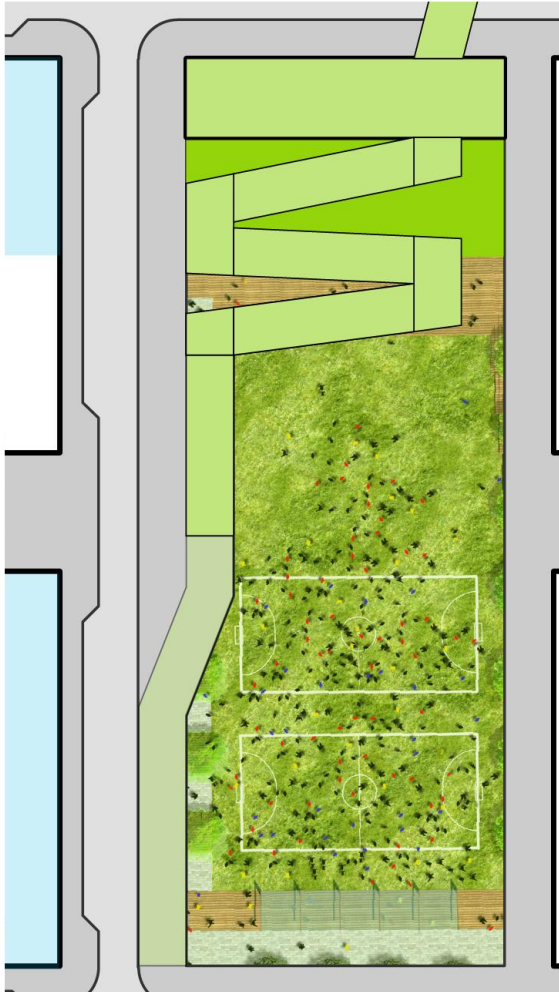
Living Streets



Union Station Plaza

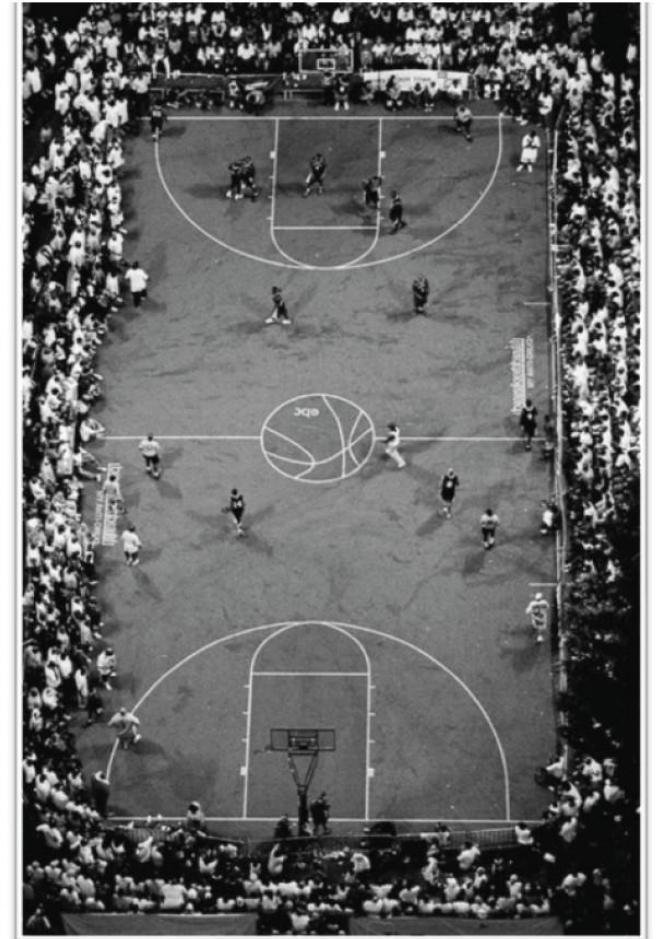
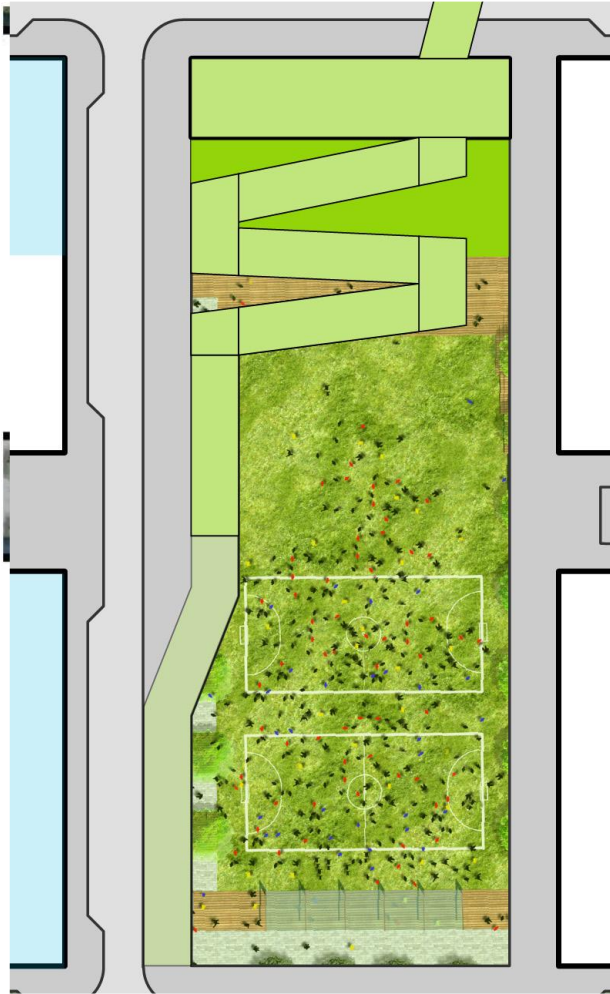
Open Space Character

Public Gathering

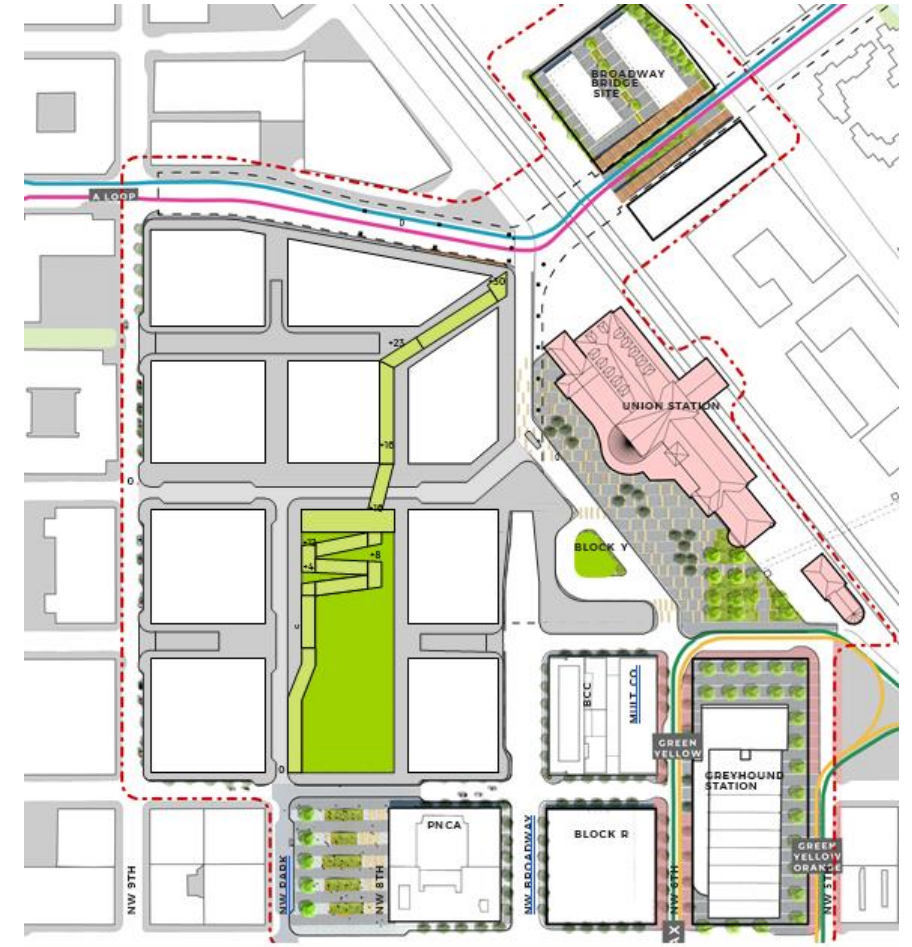


Open Space Character

Sports and Recreation

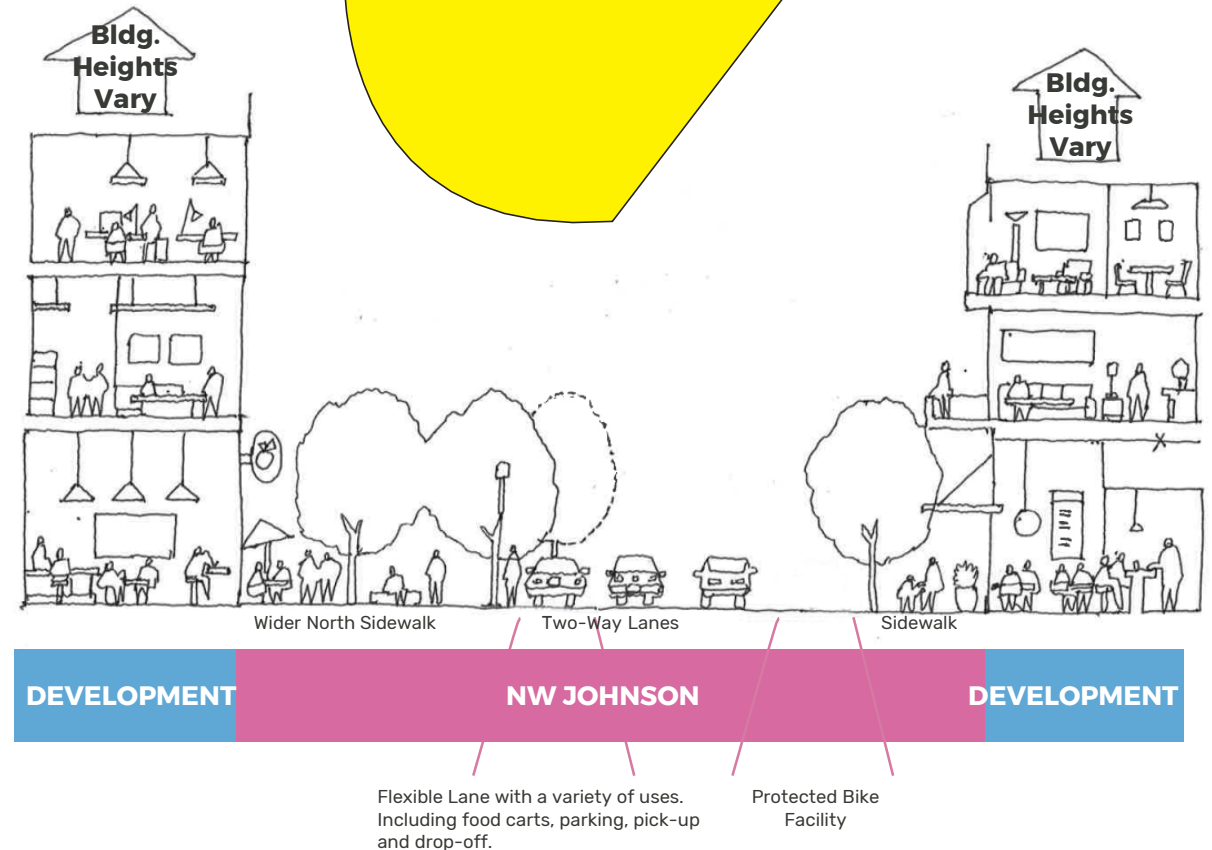
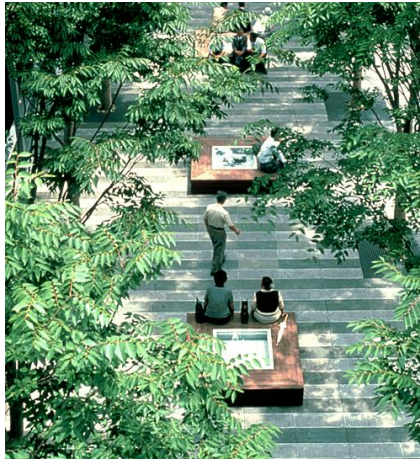


Green Loop



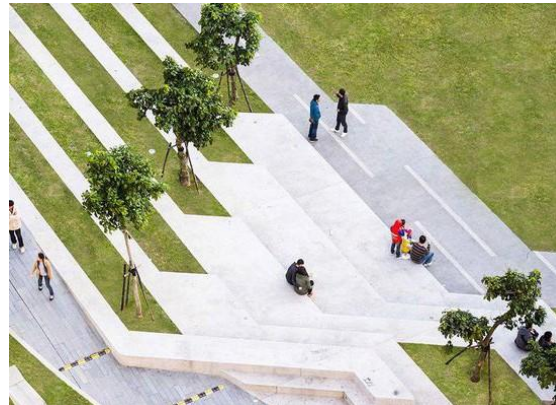
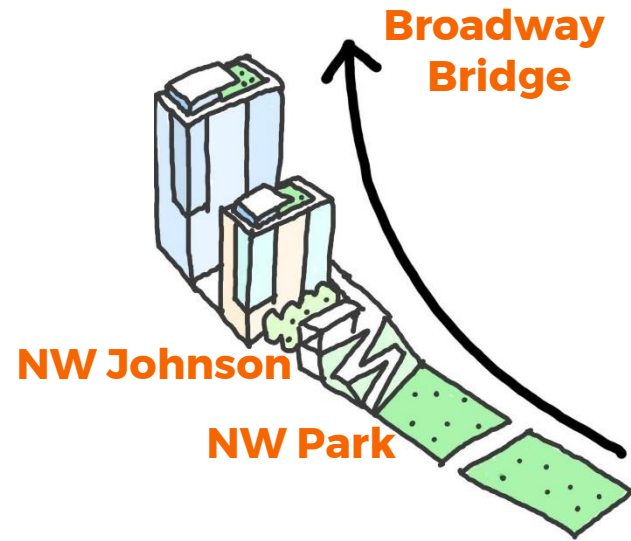
Street & Public Realm Sections

JOHNSON STREET NEIGHBORHOOD GREENWAY



Street & Public Realm Sections

NW PARK AVENUE & NEW PARK BLOCK



North Park Blocks



GREEN LOOP RAMP + RETAIL BUILDING

GREEN LOOP BRIDGE

DEVELOPMENT

NW PARK AVENUE

LOOP

EXTENSION OF NORTH PARK BLOCKS

8TH AVE. PROMENADE

DEVELOPMENT



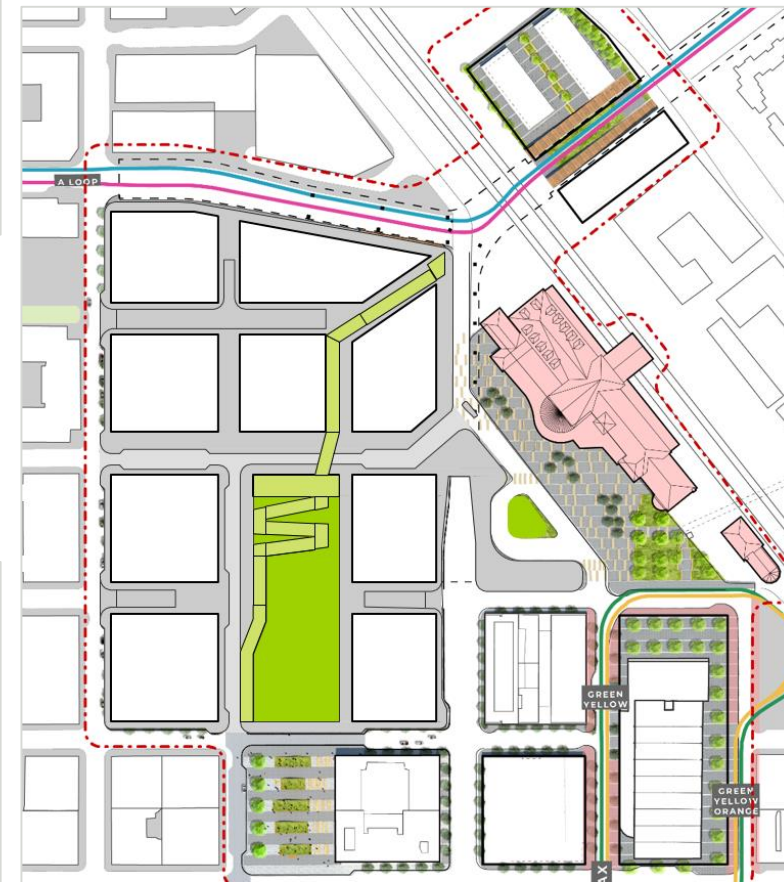
Next Steps

Continue Refinement:

- Green Loop
- Union Station
- Public Realm Programming and Activation
- Natural Environment & Green Infrastructure
- Phasing, Density & Parcellation

Upcoming Milestones:

- 6/6: Design Advice Request #1
- 7/18: Design Advice Request #2
- Fall 2021: Land Use Hearings



We need your feedback!

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