

## **Broadway Corridor Steering Committee Meeting #18**

**Prosper Portland, 222 NW Fifth Avenue, 1<sup>st</sup> Floor – Commission Conference Room**

**Transit:** MAX Green/Yellow/Orange lines near NW 5<sup>th</sup> and Couch; Bus lines nearby: 4/8/9/16/17/20/35/43/44/77

**March 19, 2019, 2:00 pm – 5:00 pm**

### **MEETING PURPOSE**

The purpose of the meeting is to:

- Share Mayor Wheeler’s vision for the Broadway Corridor site
- Debrief the findings of the baseline feasibility analysis including infrastructure cost estimates and public realm cost estimates for each concept
- Evaluate the development concepts based on alignment with guiding principles and project goals given information on vision, financial resources, and public benefits
- Clarify the Steering Committee process until July 2019

### **INPUT SOUGHT**

- Written evaluation of each concept’s alignment to the guiding principles and project goals given information on vision, financial resources, and public benefits

### **MEETING MATERIALS**

- Concept evaluation form – *please review before meeting*

### **DECISIONS or RECOMMENDATIONS TO BE VOTED ON**

- None

### **UPCOMING MILESTONES**

- April 9: Executive Committee (Prosper Portland Executive Director, Portland Housing Bureau Director, and Mayor’s Office) selects preferred concept
- Mid-April (Date TBD): Informational item to Prosper Portland Board meeting and City Council meeting to brief on selected concept and get direction on moving forward
- April - July 2019: Refine preferred concept
- Late May - Fall 2019: USPS Master Plan Land Use Review

### **MEETING SUMMARY NOTES**

#### **1. Welcome and Introductions**

Jahmese Myres, ELP Advisors opened the meeting and invited everyone in the room to introduce themselves. She reminded the audience that in this public meeting, the public is primarily invited to observe the process and other opportunities exist for the public to provide input into the process.

#### **2. Public Comment**

Jahmese opened the floor for public comment. There was none.

#### **3. Mayor Wheeler’s Remarks**

Mayor Wheeler first thanked and appreciated the Steering Committee for their time and energy spent on the project. He then shared his vision for the Broadway Corridor project with the Committee, which centered around shared economic prosperity. Mayor Wheeler noted the early commitment to affordable housing on the site with Portland Housing Bureau’s investment. He emphasized the importance of creating a diversity of employment options, making a place that speaks to Portland’s values, histories, traditions, and aspirations as a community including intentional interfacing with nature, and connectivity through both infrastructural

connections and community connections. He hoped that the Committee members will be able to look back at this project when it is built and see a place that reflects their values and one they are proud of.

#### 4. Updates and Check-in

Kimberly Branam, Prosper Portland Executive Director, provided the following project updates:

- **CBA update** – We are finishing our hiring process for the new CBA position and hope to introduce them at the next meeting. The Healthy Communities Coalition has let us know they're interested in negotiating the CBA, and we plan to have them at the table for CBA negotiations.
- **E-Zone renewal** – On March 13th meeting, Prosper Portland's Board recommended that City Council re-authorize the E-Zone program for another 10 years and proposing the zone include additional areas of Portland including Broadway Corridor. City Council will be taking action on this April 17. Any new company coming into E-Zone program will need to meet requirements around local procurement, partnership with schools, and level of investment into the community in exchange for a five-year tax abatement.
- **Local contracting opportunities** – As we prepare the site for development, we anticipate packages of work coming up for soil clean-up and demolition. We do not yet have dates for when these RFPs will be released, and we will update as we have more information. If you'd like to learn more, please contact John Cardenas ([cardenasj@prosperportland.us](mailto:cardenasj@prosperportland.us)).

Nolan Lienhart, ZGF Architects, briefly reviewed the three concepts to remind the Committee of the main features. Jahmese then explained the evaluation form, which asks Committee members to evaluate each concept based on project goals.

#### 5. Findings from the Baseline Feasibility Analysis

Lisa Abuaf, Prosper Portland, shared the findings from the baseline feasibility analysis, which looked at the minimum infrastructure required for private development to occur and then overlaid public benefits to the public realm from each concept. Lisa explained how we thought about cost estimating, which consisted of looking at the minimum standards of where streets, open space, and utilities would need be in place and then teasing apart the public improvements required from each of the concepts: Play, Nature, and Discovery.

Lisa noted that there has been a change in fixed costs for two factors since the 2015 Framework Plan:

- 1) Site prep and holding costs have increased from \$16M to \$31.5M due to more information on what it costs to have the USPS retail up and running as well as updated demolition costs.
- 2) Public investment required for affordable housing has decreased from \$72M to \$53M due to inclusionary housing policy, which puts a portion of affordable housing on the private side. In the cost chart in the presentation, "FAR" is an acknowledgement that PHB will be providing their remaining development rights to the private developer to accomplish the remaining units.

Lisa then shared the cost estimates of the streets & utilities, parks, and green loop. She noted that we don't have a good level of confidence behind the green loop cost estimates because there are many unknowns on the site north of Johnson street. We will be digging into updating costs when we refine the preferred plan. She then shared known public sources and uses to cover the cost of land and infrastructure development, the gap between identified sources and cost, and potential public resources to cover the gap. She ended by stating that it will take a coordinated city investment strategy to deliver on the project and selection of a preferred concept will allow for continued resolution of key concept assumptions and costs.

Kimberly then shared the Executive Committee's process for evaluating concepts, which includes reviewing evaluations from the Steering Committee, Public Partners, and Continuum, reviewing general public feedback, and then selecting a preferred concept on April 9. Following selection, Prosper Portland staff will brief Prosper Portland's Board and City Council on the selected concept and get direction on moving forward. Kimberly then briefly went over a summary of Bureau Partner feedback.

## **6. Small Group Breakout Session**

Steering Committee members broke off into small groups to discuss the development concepts. Notes from these conversations are compiled on the next page.

## **7. Large Group Report Back**

After returning from the small group breakout session, the Steering Committee reconvened and reported back on the main take-aways from their small group discussions:

- Group 1: Nature was the top concept for that group because it is iconic and different. The group would like the concept refined so that is more connected and open.
- Group 2: The top concepts for the group were Play and Discovery. The group noted they did not have a robust discussion regarding how the concept met the accountable and equitable guiding principles
- Group 3: The top concept for this group was Nature and second was Play. While they liked Nature, they wanted to see more of Play folded into Nature where there is more openness and connection between neighborhoods.

## **8. Closing**

Jahmese pointed out the next steps as refining the preferred concept and entering the land use review process in the summer through fall. Shen then thanked attendees and reminded them their concept evaluations are due Monday, March 25<sup>th</sup>.

## Small Group Breakout Sessions Notes

⊕ = areas of alignment

- = areas of misalignment

Guiding Principle	Play	Nature	Discovery
<b>Accountable</b>	<ul style="list-style-type: none"> <li>⊕ Seems like most likely to happen because most financially feasible</li> <li>⊕ Greater flexibility in program, more welcoming</li> <li>⊕ Feels most open</li> <li>⊕ Landing at Bridge Y is positive</li> <li>- Does sports limit diversity of users?</li> </ul>	<ul style="list-style-type: none"> <li>⊕ Doesn't require anything to engage/enjoy</li> <li>- Feels less inviting / less public</li> <li>- Less raised green loop</li> </ul>	<ul style="list-style-type: none"> <li>⊕ Like connection and activation of union station. Also interested in economic development opportunities as a result of its acquisition</li> <li>⊕ Enhances Union Station</li> <li>⊕ Union Station activation should be incorporated into each</li> </ul>
<b>Connected</b>	<ul style="list-style-type: none"> <li>⊕ Good connection between neighborhoods</li> <li>⊕ Strong extension of Park blocks</li> <li>⊕ Better connection between OTCT / Pearl</li> <li>- Unresolved connection to the river</li> <li>- Cost of green loop across all concept areas are very vague</li> <li>- Path across Broadway Bridge is unresolved</li> <li>- Union station not connected</li> </ul>	<ul style="list-style-type: none"> <li>⊕ Allows for more people to hang out in a community setting</li> <li>⊕ Most pedestrian and bike friendly</li> <li>⊕ Most drawn to walk through Nature</li> <li>⊕ Interfaces with Lovejoy</li> <li>⊕ Good connection between neighborhoods</li> <li>- Doesn't connect adjacent neighborhoods</li> <li>- Unresolved connection to river</li> <li>- Cost of green loop across all concept areas are very vague</li> </ul>	<ul style="list-style-type: none"> <li>⊕ Better Union Station integration</li> <li>⊕ Most street connections</li> <li>- Does less to resolve pedestrian and bike</li> <li>- Cost of green loop across all concept areas are very vague</li> </ul>
<b>Equitable</b>	<ul style="list-style-type: none"> <li>⊕ Public spaces can be utilized by all community members</li> <li>⊕ Flexibility in programming of open space</li> <li>⊕ Supports small business retail on streets</li> </ul>	<ul style="list-style-type: none"> <li>- Less opportunity for street-facing retail</li> </ul>	<ul style="list-style-type: none"> <li>- Cultural alleys seem unpredictable in operation</li> </ul>
<b>Prosperous</b>	<ul style="list-style-type: none"> <li>⊕ Union Station shopping</li> <li>⊕ Open space as single phase; informs/organizes development</li> </ul>	<ul style="list-style-type: none"> <li>- Least storefronts for successful small business</li> <li>- Cost implications for other benefits</li> </ul>	<ul style="list-style-type: none"> <li>⊕ Activating Union Station</li> <li>⊕ Has the most storefronts positioned for success</li> </ul>

<b>Resilient</b>	<ul style="list-style-type: none"> <li>⊕ Open space can be performance ( - resilience); consolidated space is an opportunity</li> <li>⊕ Pervious areas</li> </ul>	<ul style="list-style-type: none"> <li>⊕ Amount of nature has potential for performance + access</li> <li>⊕ Ecoroofs more public in Nature</li> <li>⊕ More pervious area</li> </ul>	<ul style="list-style-type: none"> <li>- Less space and options for outdoor activities and gatherings</li> <li>- Less pervious areas</li> </ul>
<b>Vibrant</b>	<ul style="list-style-type: none"> <li>⊕ Grand civic Space</li> <li>⊕ Most unique for this location given City grid</li> <li>⊕ Central open space</li> </ul>	<ul style="list-style-type: none"> <li>⊕ Groundbreaking in design – good public space and gathering for events</li> <li>⊕ More accessible version of Forest Park</li> <li>⊕ Iconic</li> <li>- 3 blocks of green loop is a lot</li> <li>- Needs more parks</li> <li>- Union Station needs a play park area</li> <li>- Feels private as intersects parcels</li> </ul>	<ul style="list-style-type: none"> <li>- Open space feels private</li> </ul>

#### Additional Comments

- Integrate cultural elements in all concepts
- Equal access for low-income community / program matters
- All concepts are equal on equitable because it depends on other aspects and agreements
- Prosperous – depends on type of employer and needs
- Resiliency – should be addressed in all concepts
- Ecoroofs are needed in all concepts
- Need to better understand cost estimates
- Value/cost of Union Station
- Nature must align with access / accessibility for all ages
- Concepts are most applicable within vibrant evaluation
- Groundbreaking design – Play and Discovery doesn't rise to this standard
- True integration of nature/green in Nature?
- Show ecoroofs in diagrams (see City Requirement) – push beyond minimum requirements
- Ability to use/transition between ecoroofs/use of mini-parks in habitat
- Don't let O&M/budget limitations curtail vision
- Accountable will depend on programming of open space

Broadway Corridor Steering Committee  
Meeting Date: March 19, 2019

#	Last Name	First Name	Organization	Present
1	Bayer	Bridget	Main Street Alliance	X
2	Bealer	Andre	NAMC-Oregon; MCIP	X
3	Castillo	Gale	Hispanic Chamber	X
4	Davis	Joy Alise	Portland African American Leadership Forum	
5	Devendorf	George	Transition Projects	X
6	Dysert	David	Pearl District Neighborhood Association	X
7	Faison	James	Faison Construction	
8	Friesen-Strang	Elaine	AARP	X
9	Galster	George		X
10	Genasci	Donald	University of Oregon	
11	Gonzalez	Jose	Miracle Theatre Group	X
12	Haines	Kelly	Worksystems Inc.	
13	Houck	Mike	Urban Greenspaces Institute	X
14	Kadish	Nathan	Ecotrust	X
15	Kaylor	Christian	Oregon Employment Department	X
16	LaBar	Janet	Greater Portland Inc.	Alternate
17	Leach	Elizabeth	Leach Gallery	
18	Lee	Neil	CCBA / LEEKA	X
19	Malloy	Peg	Portland Housing Center	
20	Muñoz	Ana	Latino Network	
21	Myers	Willy	PDC / Columbia Pacific Building Trades	
22	Paulson	James	JMPDX LLC / Worksystems Inc. Board	
23	Poole	Tyrone	OneApp	X
24	Richmond	Jay	Oregon Tradeswomen	
25	Rodriguez	Sam	Mill Creek Residential	
26	Satterfield	Vivian	Verde	X
27	Saul	Amanda	Home Forward	
28	Simer	Jeremy	SEIU Local 49	X

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#	Last Name	First Name	Organization	Present
29	Stevenson	Sarah	Innovative Housing, Inc.	X
30	Stokes	Nate	IUOE, Local 701	
31	Szporluk	Michael	self-employed	
32	Turoczy	Rick	PIE	
33	Tuski	Don	Pacific Northwest College of Art	
34	Uhlig	Alicia Daniels	International Living Future Institute	X
35	Vanderford	Paul	Sustainable Northwest	X
36	Waters	Sky	NAYA	
37	Williams	Ian	Deadstock	

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**March 19, 2019**

	<b>Last Name</b>	<b>First Name</b>	<b>Organization</b>	<b>E-mail</b>
1	Purdy	Lloyd	Greater Portland Inc.	
2	Houck	Mike	Urban Greenspaces Institute	
3	Crowe	Simone	Collaborative Design @PNCA	
4	Fricke	Herb	Akana	
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