Developing Equity

CONSECUTIVE MONTHSOF PAYROLL GROWTH

PORTLAND GREW FASTER FROM RECESSION'S TROUGH THAN ANY OTHER METRO MONEY MAGAZINE'S BEST LARGE CITIES

INCREASEIN POPULATION PER DAY 3,000,000 MSA BY 2035

A Different Type of Project Leading to Racial Equity

PAST PROJECTS

BROADWAY CORRIDOR

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
- Publicly held, large scale development parcel
- Development related public investments occur locally
- Potential for development to generate revenue citywide
- Engagement after project process and goals have been defined
- Broader engagement early on to help define the process
- Agency's standard policy requirements
- Community benefits agreement in addition to policy requirements
- Stakeholder input with a focus on nearby businesses & residents
- Input with focus on community based organizations; financially supported organizations

COMMUNITIES OF COLOR ARE AT LEAST TEN TIMES THOSE OF WHITES

COMMUNITIES OF COLOR EARN \$16,636/YR. WHITE PEOPLE EARN \$33,095/YR.

DID NOT GRADUATE FROM HIGH SCHOOL

WHITE PEOPLE

COMMUNITIES OF COLOR





Vision & Guiding Principles

Vision Statement

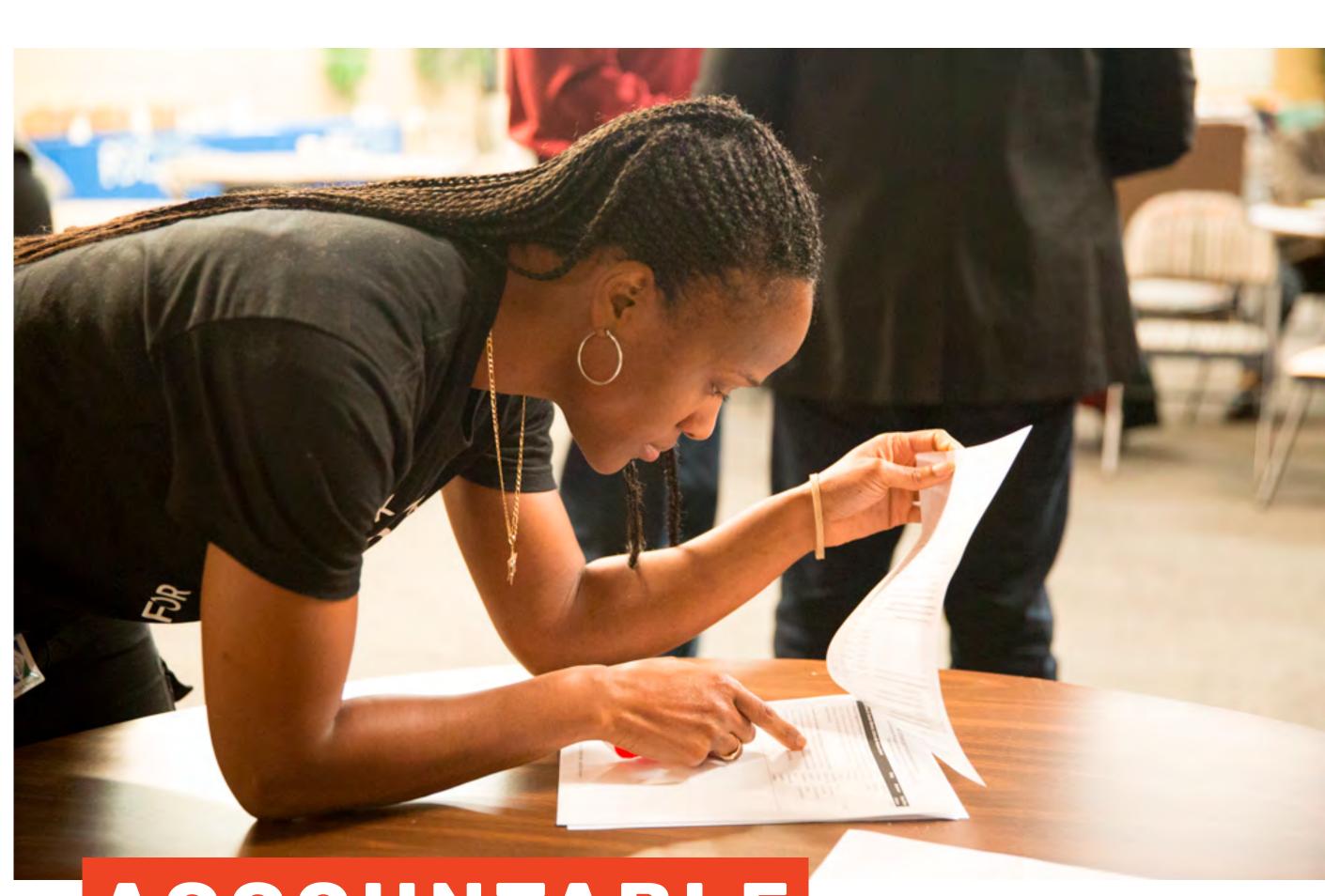
The Broadway Corridor offers a once-in-a-generation opportunity to create a unique, vibrant, mixed use, dense urban district seamlessly integrated with a regional multi-modal transportation hub in a genuinely Portland way.

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.

Guiding Principles

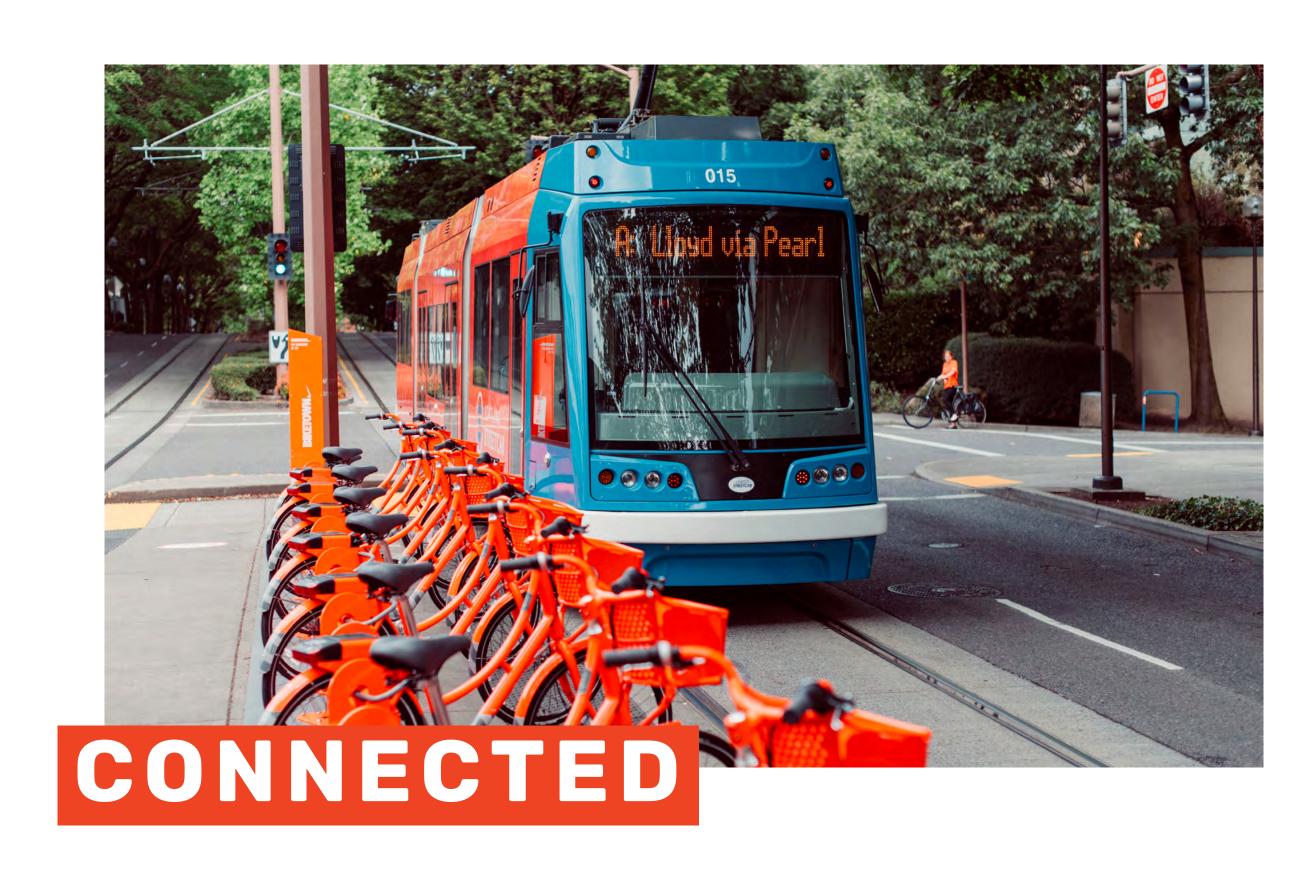
All aspects of the Broadway Corridor development,

both public and private, will be:



ACCOUNTABLE

Transparent and delivers targeted and clear, enforceable equitable public benefits.



Improve accessibility to and through the area for all.



Promote social equity, reducing disparities, and extending community benefits.



PROSPEROUS

Foster wealth creation.



Demonstrate leadership in sustainability.



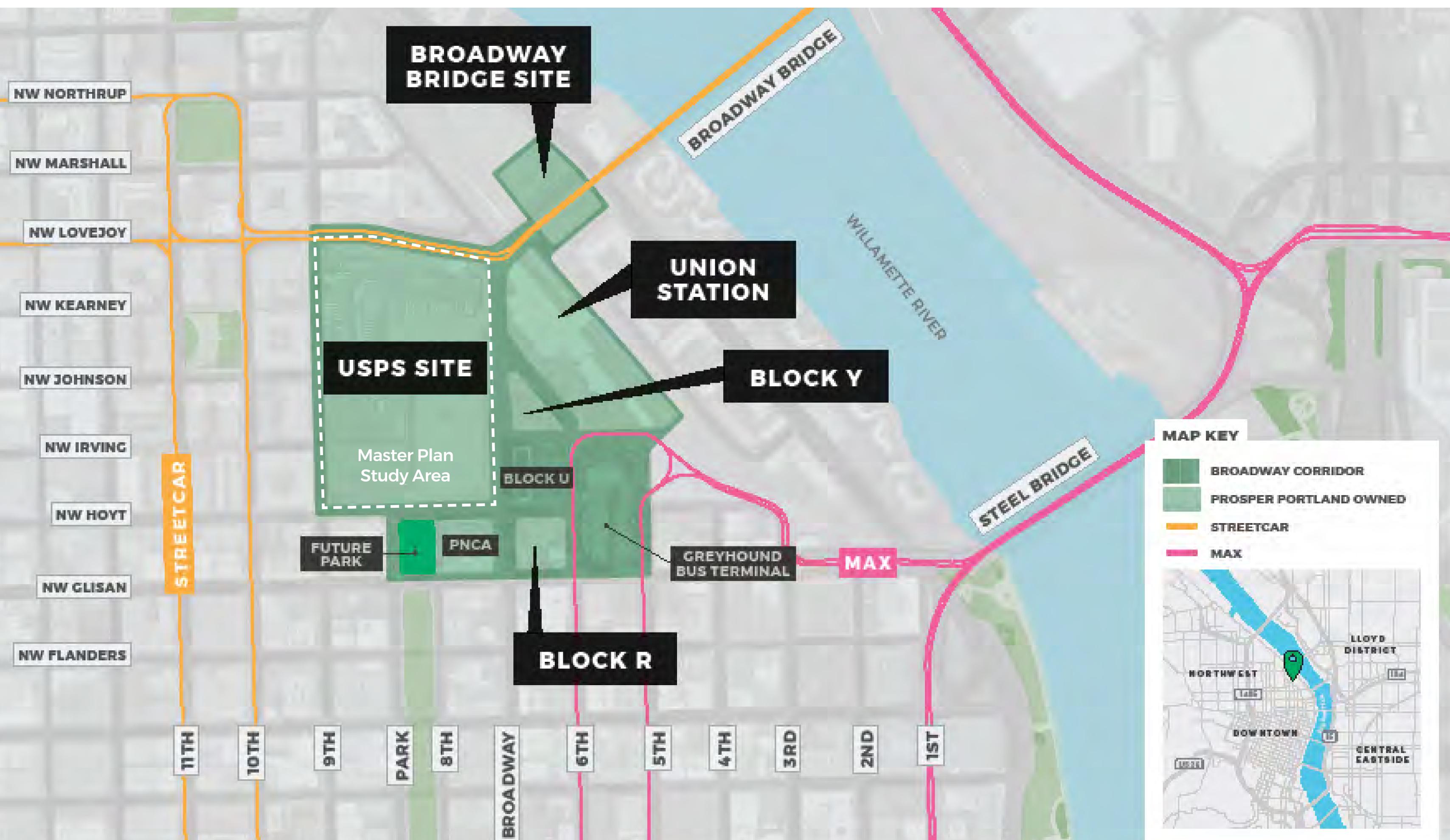
Create a unique and stunning space that attracts, welcomes and reflects diversity, integrates private with public spaces.





Project Overview





Project Purpose

Redevelopment of the Broadway Corridor is a once-in-a-generation opportunity to add to Portland's economy and vitality and to deliver community benefits.

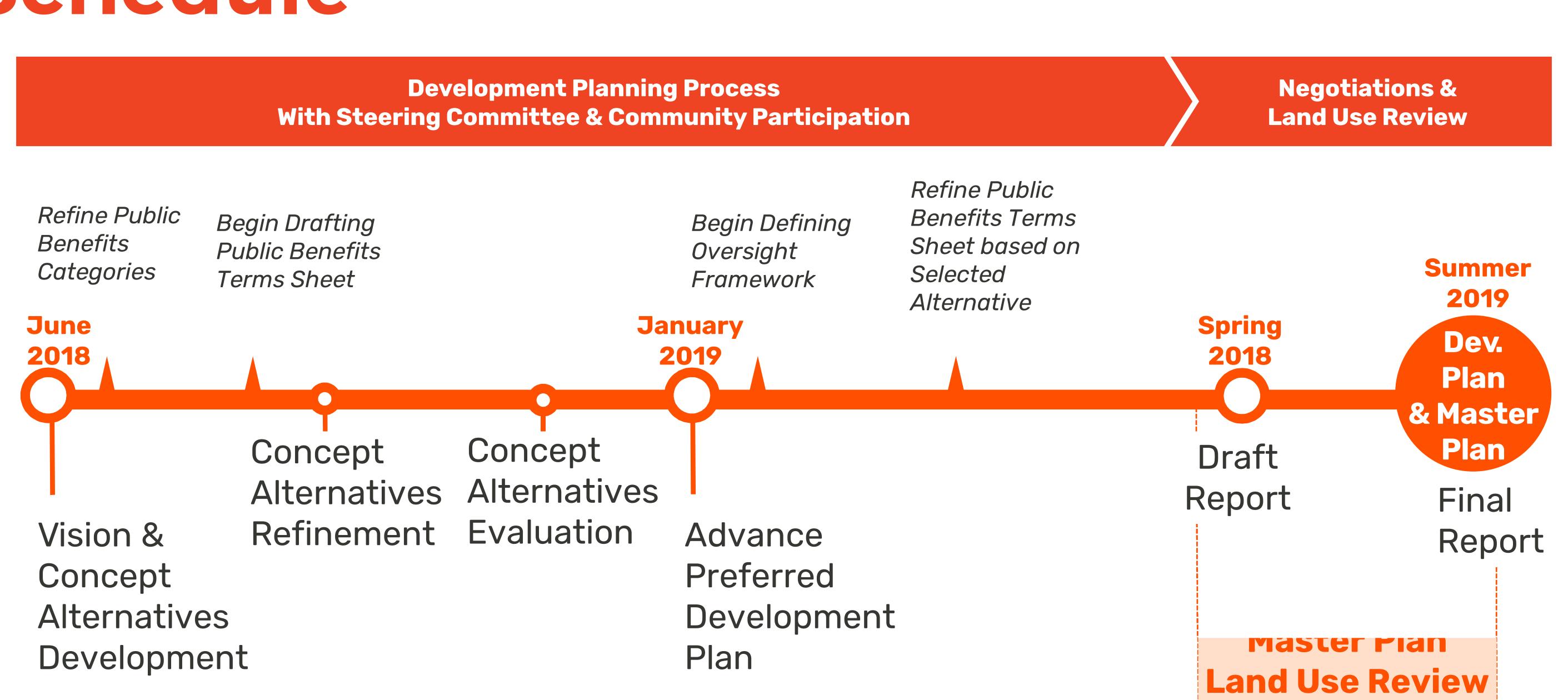
The Broadway Corridor, and more particularly the USPS site, is identified in the City of Portland's West Quadrant Plan as a key opportunity site for high-density employment and signature city attractions, connecting the Old Town/Chinatown and Pearl District neighborhoods.

The Broadway Corridor area is approximately 32 acres and encompasses several Prosper Portland-owned properties, including the recently acquired 14-acre United States Postal Service site, located on the western half of the study

area. Additionally, Prosper Portland owns Blocks Y and R and Union Station (see map on right). Built in 1896, Union Station is an active hub for Amtrak passenger rail; Prosper Portland aims to further position and activate the station as a gateway to the city and surrounding neighborhood.

Prosper Portland has initiated a multi-phase process to determine the development strategy for the area. Prosper Portland is pursuing planning and redevelopment of the Broadway Corridor with an intentional focus on ensuring all communities have an opportunity to engage in and benefit from its redevelopment. Robust community engagement will accompany efforts to solicit development partner(s), prepare a Master Plan for future development, and define required public benefits.

Schedule



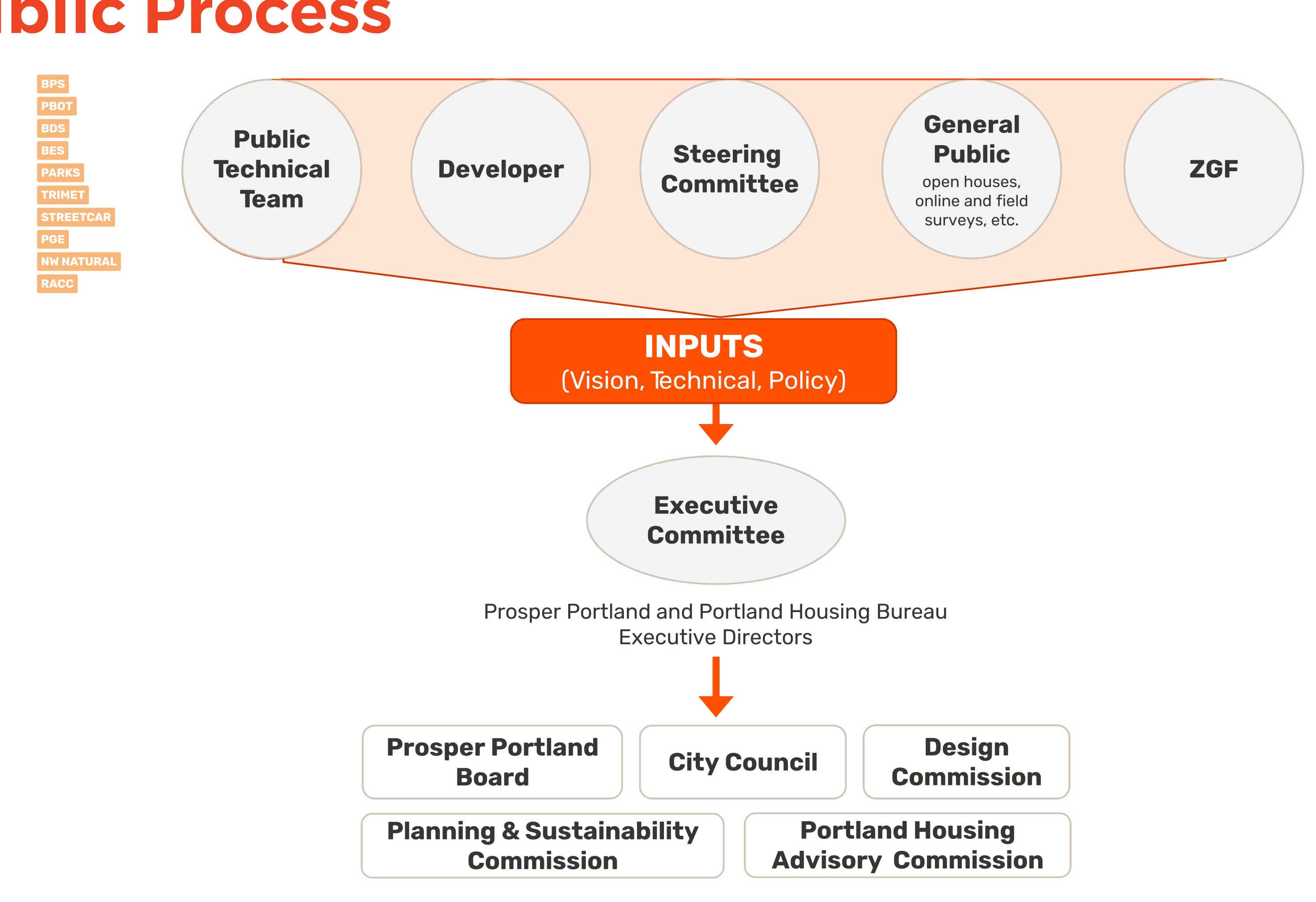




Roles and Responsibilities

	PROSPER PORTLAND	STEERING COMMITTEE	ZGF	CONTINUUM	OTHER PARTNERS
Development Planning	Lead	Advisor	Consultant to Prosper Portland	Advisor	Public Tech Team advisory
Community Benefits Agreement	Signatory	Stakeholder signatories TBD		Signatory	Stakeholder signatories TBD
Entitlements (FAR, height, Master Plan, lot lines)	Lead	Advisor	Consultant to Prosper Portland	Advisor to Master Plan	Public Tech Team advisory to Master Plan
Horizontal (Utilities, streets, parks)	Funding + Phasing + Implementation + Oversight Committee TBD during development planning				
Vertical (Buildings – design, permitting, construction, leasing)	Seek developers for Union Station, Block Y, Block R following Master Plan			Exclusive Negotiation rights to USPS Property; Rights to PHB portion of USPS Property TBD	Local Opportunities Oversight Committee PHB to invest in portion of affordable housing

Public Process



Steering Committee

Alicia Daniels Uhlig, International Living Future Institute **Amanda Saul**

Andre Bealer, NAMC-Oregon; MCIP Bridget Bayer, Main Street Alliance

Christian Kaylor, Oregon Employment Department David Dysert, Pearl District Neighborhood Association

Diana Nuñez, Hispanic Metropolitan

Chamber of Commerce

Don Tuski, Pacific Northwest College of Art

Donald Genasci, University of Oregon **Elaine Friesen-Strang**, AARP

Emma Brennan, Oregon Tradeswomen George Devendorf, Transition Projects

George Galster

Gerik Kransky, The Street Trust

Ian Williams, Deadstock Coffee

James Faison, Faison Construction James Paulson, JMPDX LLC / Worksystems Inc. Board

Jeremy Simer, SEIU Local 49 Jose Gonzalez, Miracle Theatre Group

Joy Alise Davis, Portland African American Leadership Forum Kelly Haines, Worksystems Inc.

Leigh McIlvaine, Mercy Corps Northwest

Michael Szporluk Mike Houck, Urban Greenspaces Institute

Nathan Kadish, Ecotrust

Neil Lee, Chinese Consolidated Benevolent Association / LEEKA

Nate Stokes, IUOE Local 701

Paul Vanderford, Sustainable Northwest

Paul Lumley, NAYA

Rick Turoczy, PIE Sam Rodriguez, Mill Creek Residential

Sarah Stevenson, Innovative Housing, Inc. Tony DeFalco, Verde

Tyrone Poole, OneApp

Veronica S. Leonard, Latino Network

Vivian Satterfield, OPAL Environmental Justice Oregon Willy Myers, Prosper Portland / Columbia Pacific

Building Trades - Co-chair

Zeke Smith, United Way - Co-chair

Consultant Team

Urban Design & Architecture: ZGF Architects Landscape & Open Space Planning: PLACE Placemaking: Project for Public Spaces **Civil Engineering:** AKANA

Structural Engineering: KPFF Infrastructure: Arup

Sustainability: Brightworks Transportation Planning: Toole Design Group

Traffic Engineering: Kittelson Associates

Cultural Resources: WLR Consulting

Financial Analysis: EcoNorthwest **Cost Estimating:** RLB

Continuum Partners

Planning: Serves as an advisor during the development planning, Master Plan, and identification of community benefit priorities. Early engagement helps to ensure implementable development and community benefits.

Implementation:

Has exclusive negotiations rights for the redevelopment of the portion of the USPS Property owned by Prosper Portland. Portland Housing Bureau to determine partnership for remaining portion of site dedicated to affordable housing.





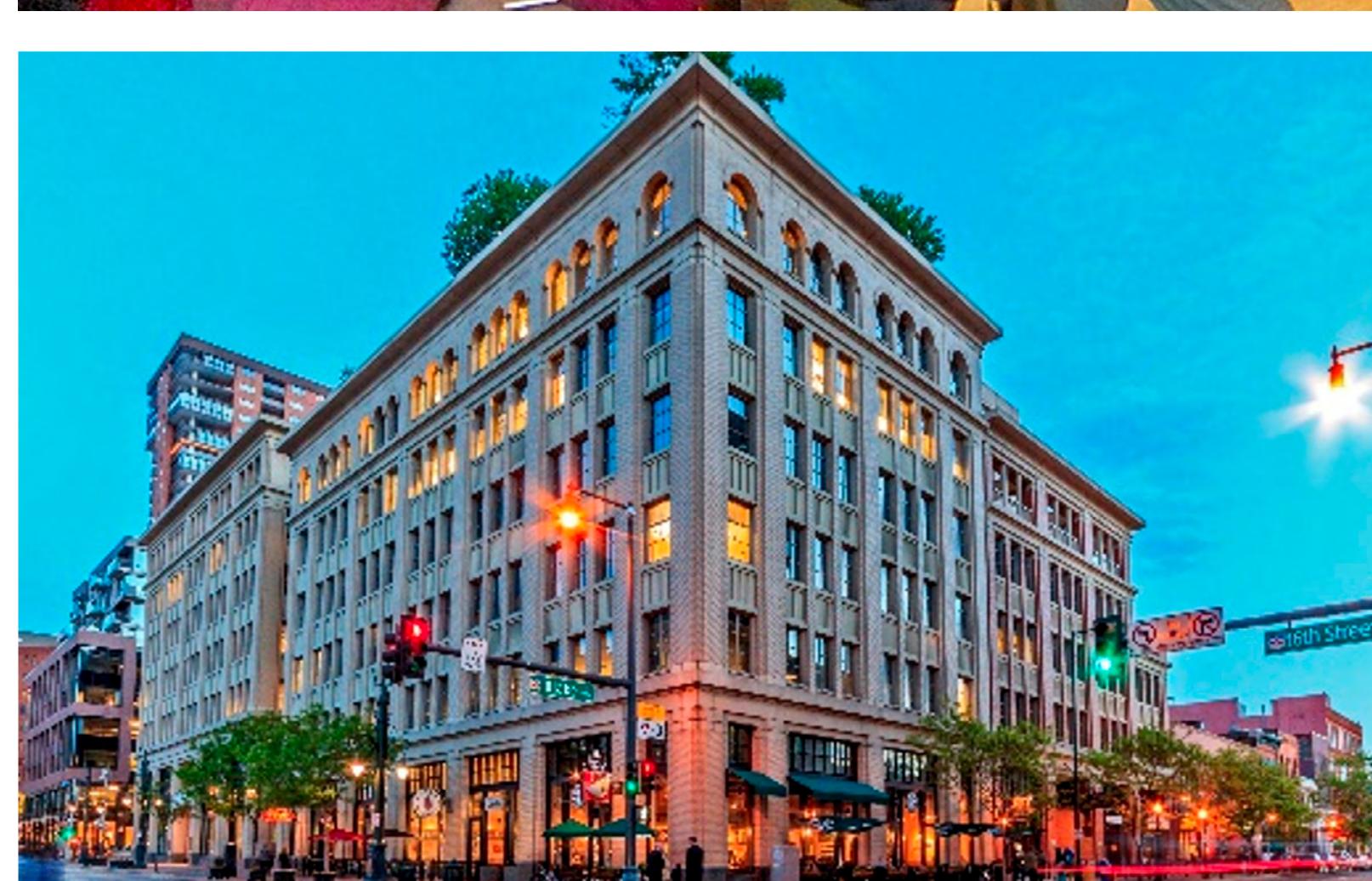
Project Team

Continuum Established in 1997









Mission

To create and enhance the human habitat according to the best practices of community design and ecological sustainability.







Culture / Core Value

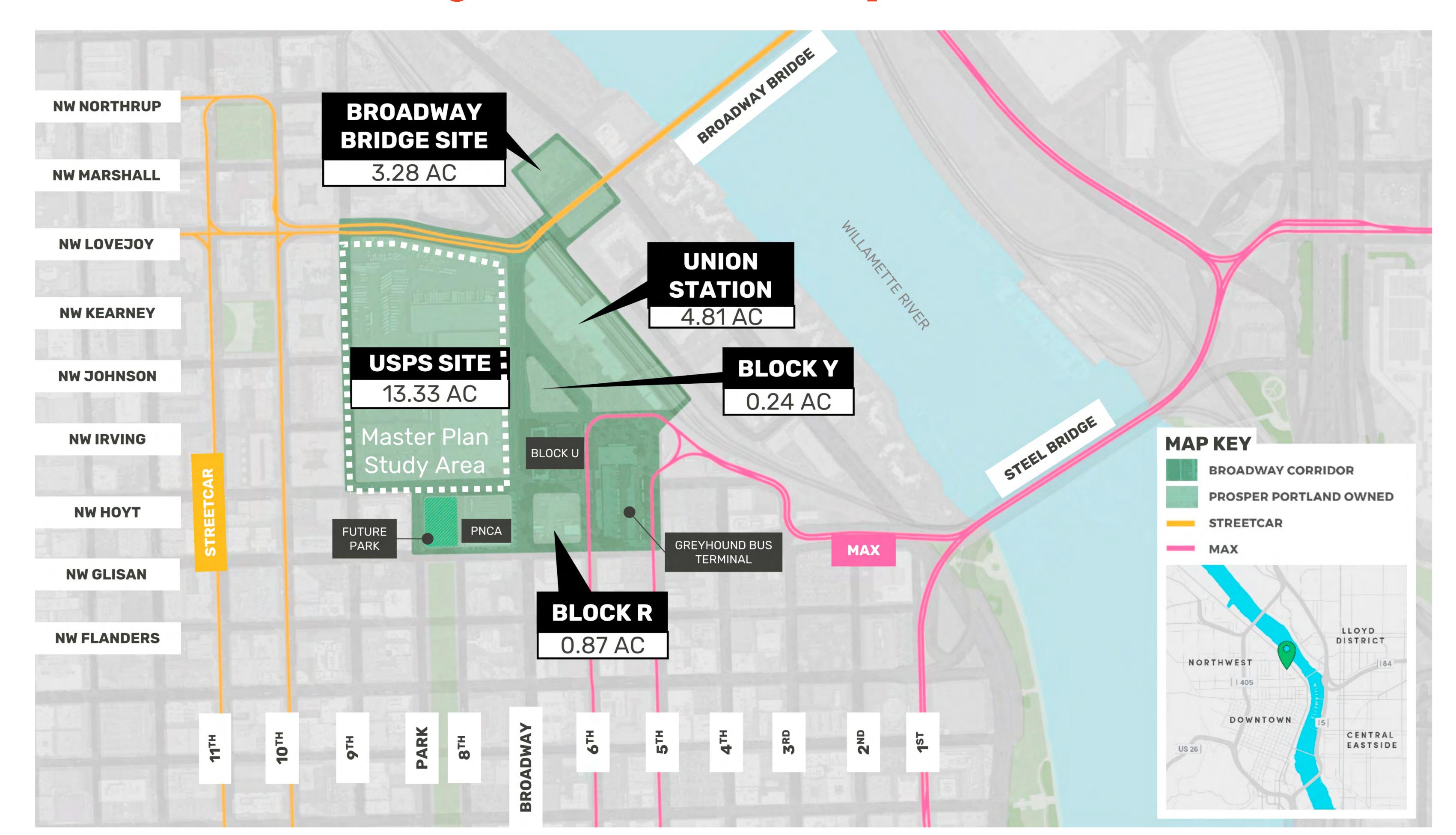
Environment	Environment - We fully understand that our planet is a closed system. So we are committed to leading our industry towards new methods of development that are both economically viable and ecologically sustainable.
Community Design & the Public Realm	Design should stem from the community's history, culture, climate and the unique character of its neighborhood and the region as a whole. Each project should respect the importance of the public realm and the effect it has on human behavior. Through design, a project can and should enhance the community's character
Equity	We believe communities must serve the needs of all people, based on the fundamentals of a thriving neighborhood—access to jobs, housing, education and recreation. Thusly, we are committed to designing and building environments that create the highest quality human habitats for all citizens.
Integrity	We will always maintain the highest level of integrity in everything we do. When we say we will do something, we do it. We believe in open communication, listening and searching for outcomes that will further the community.
Enduring Value	While we are clearly motivated by the Internal Rate of Return hurdles embedded in real estate capital structures today, we are most proud of the long term value each of our projects continues to demonstrate. We believe a carefully considered real estate investment can and should gain value over multiple decades.
	Finally, we believe our partnerships with community and civic leaders, and our recognition of the cost that development can have on the environment, all lead to better developments. The result is long-term yields that exceed those of similar projects. And that has allowed us to continue to realize our vision for the communities we serve.



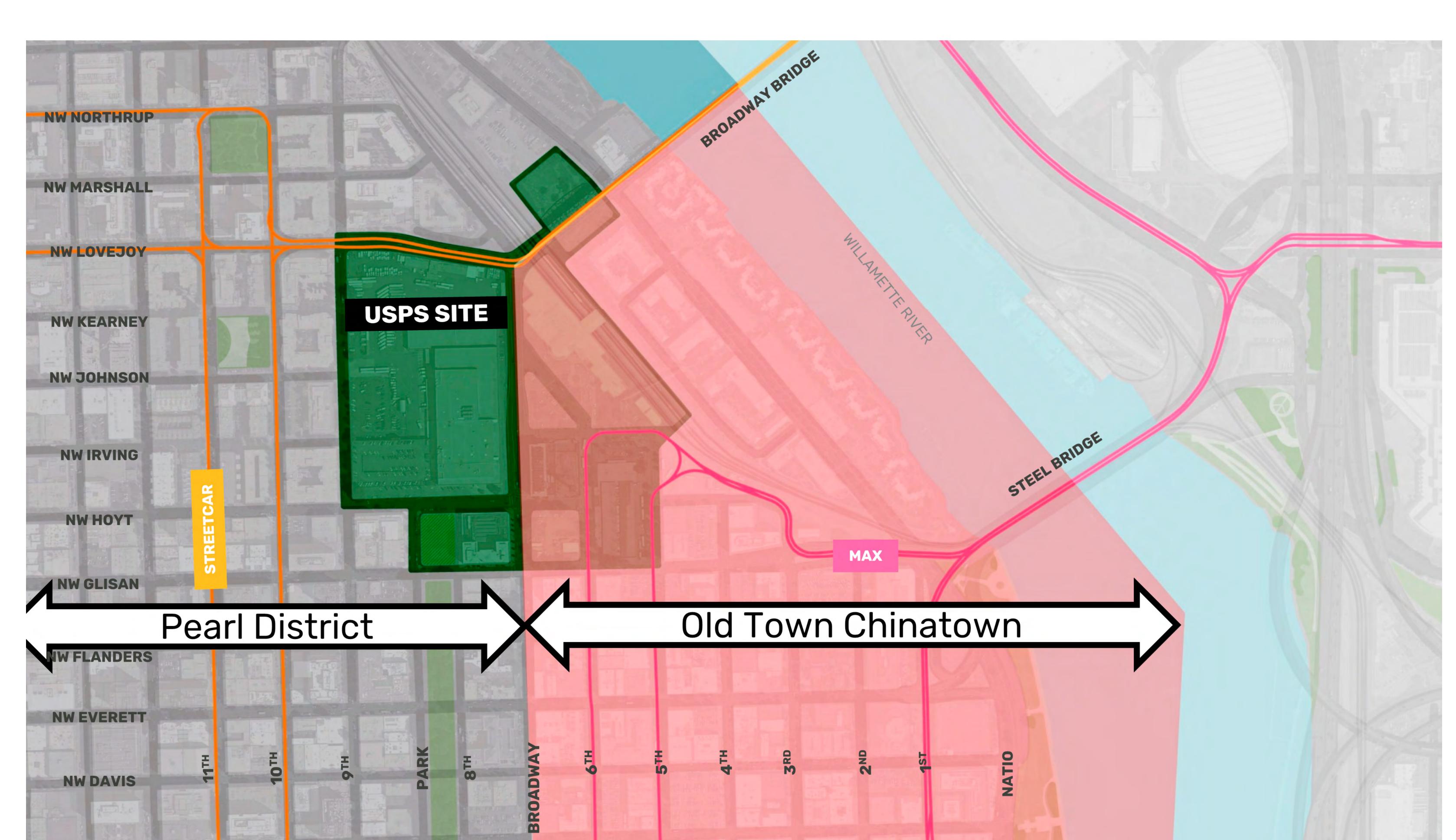


Existing Conditions

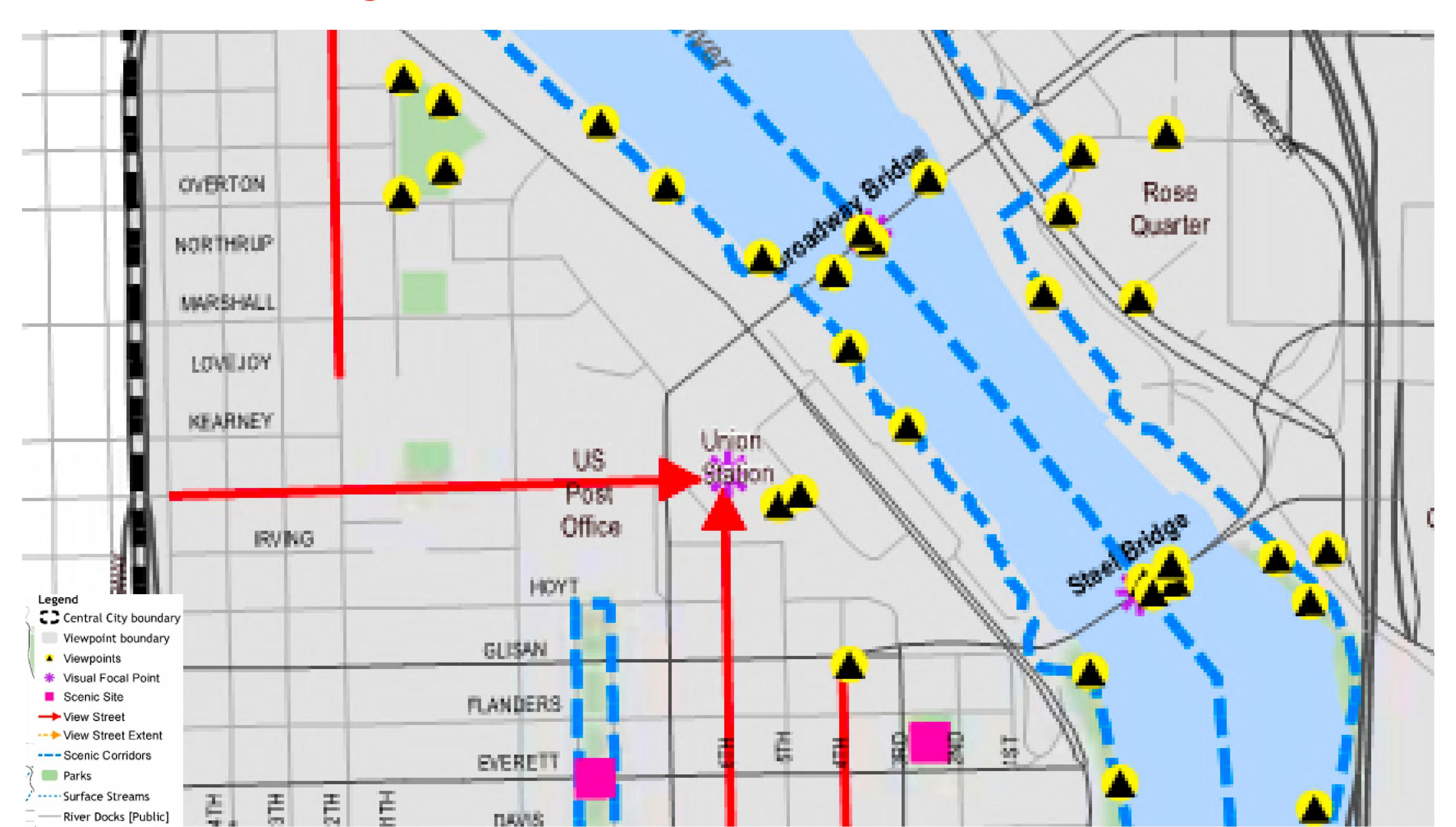
Site Boundary & Ownership



Districts



Central City Scenic Resources

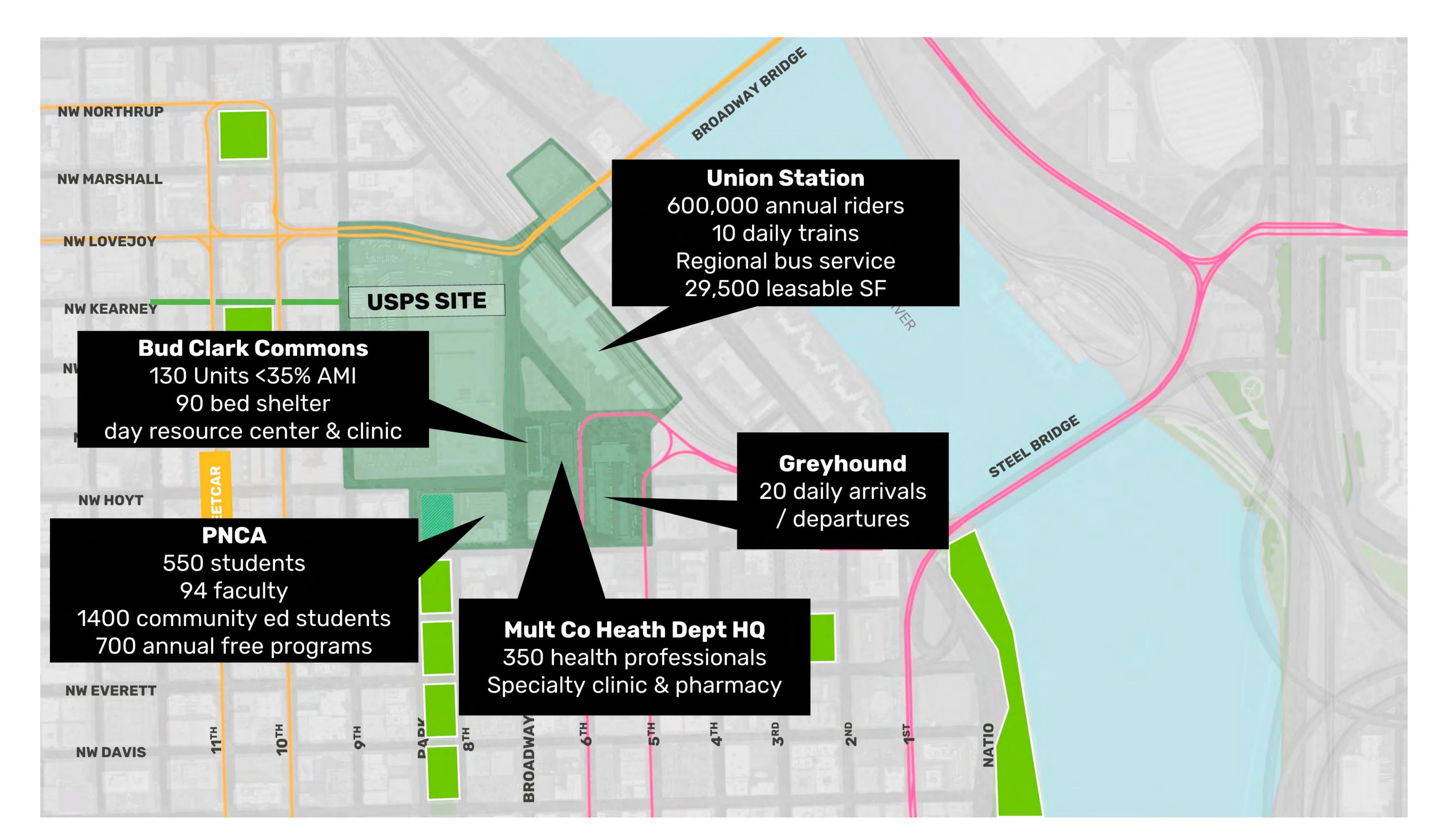




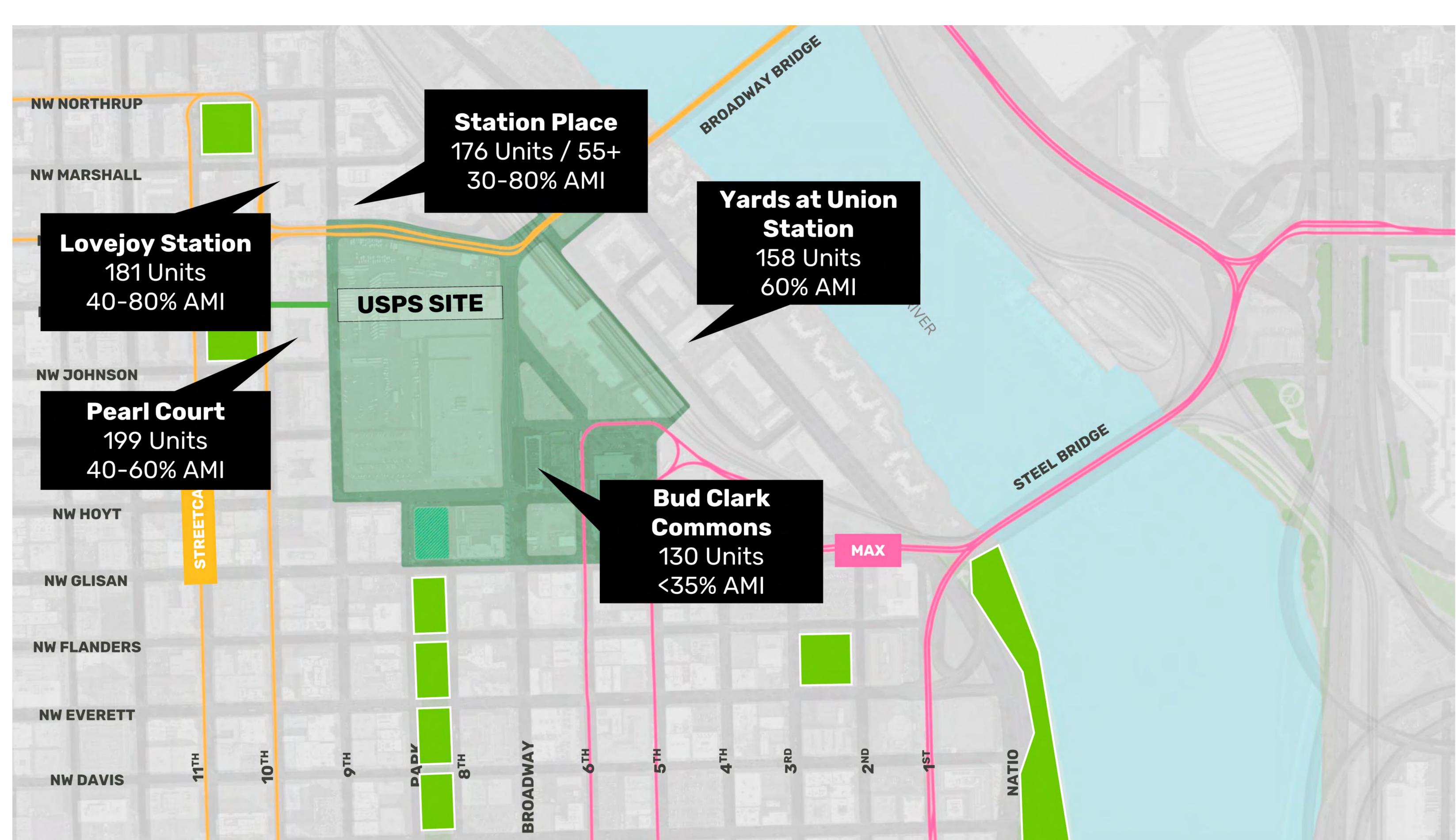


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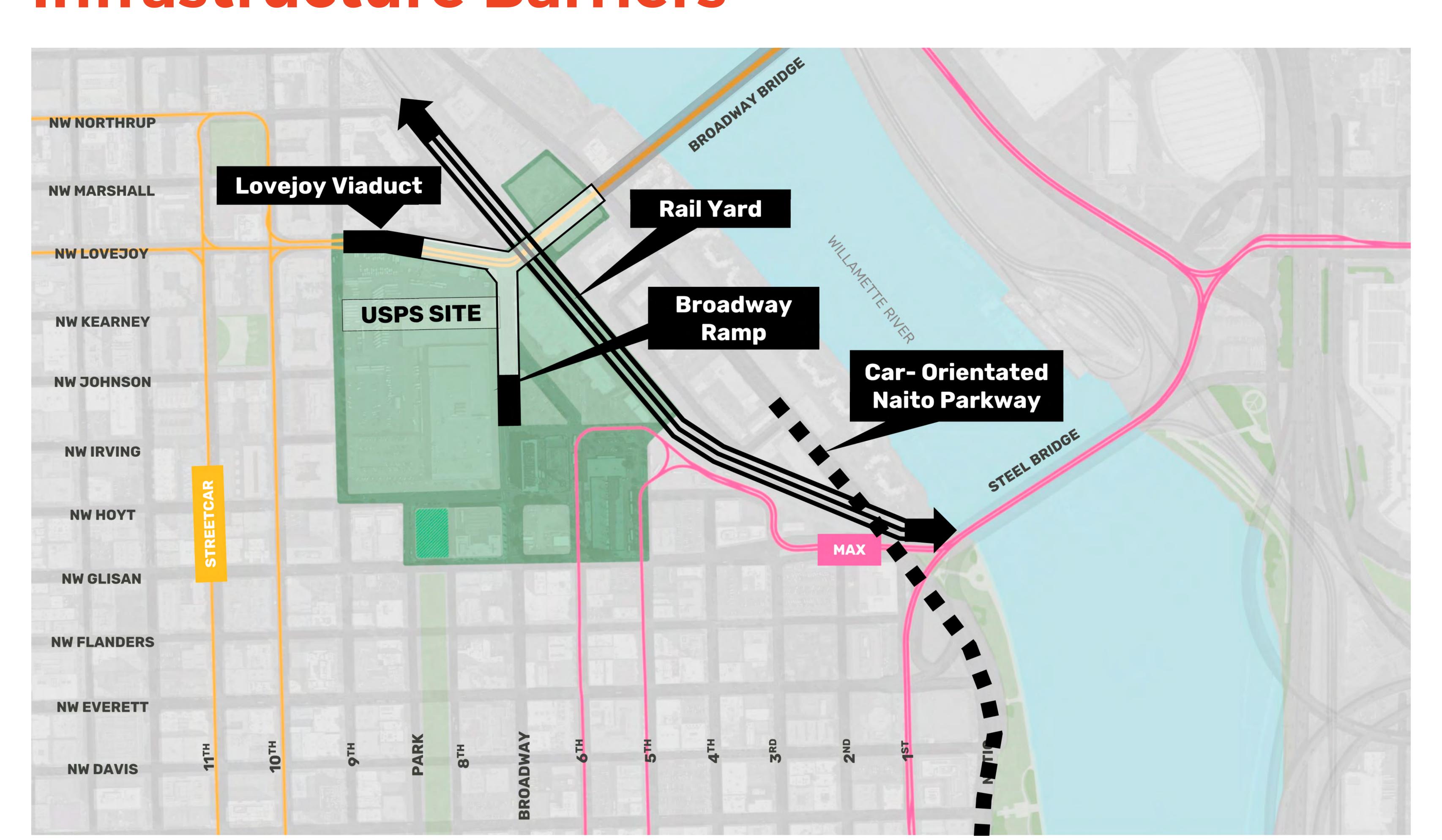
Anchor Uses



Adjacent Affortable Housing



Infrastructure Barriers

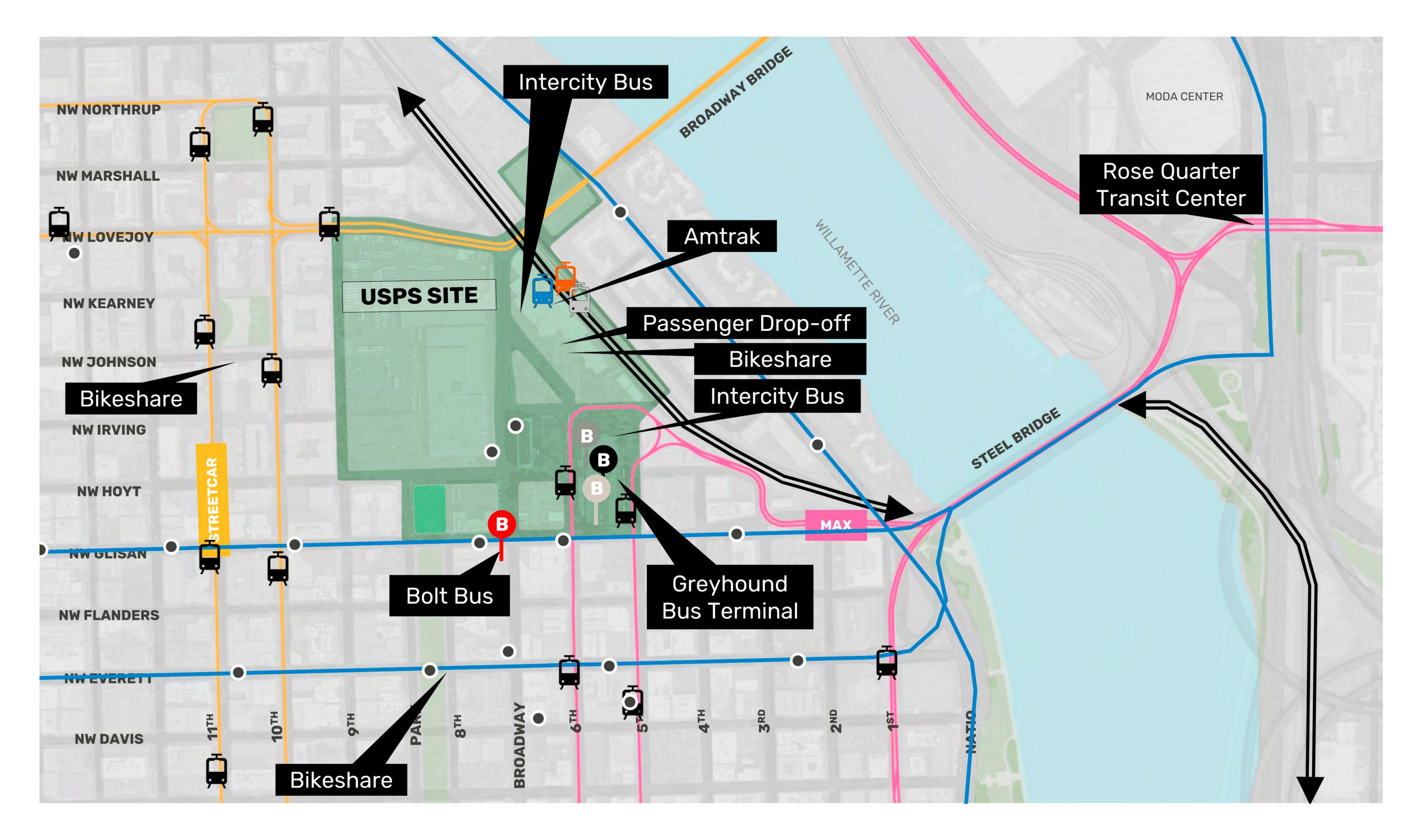




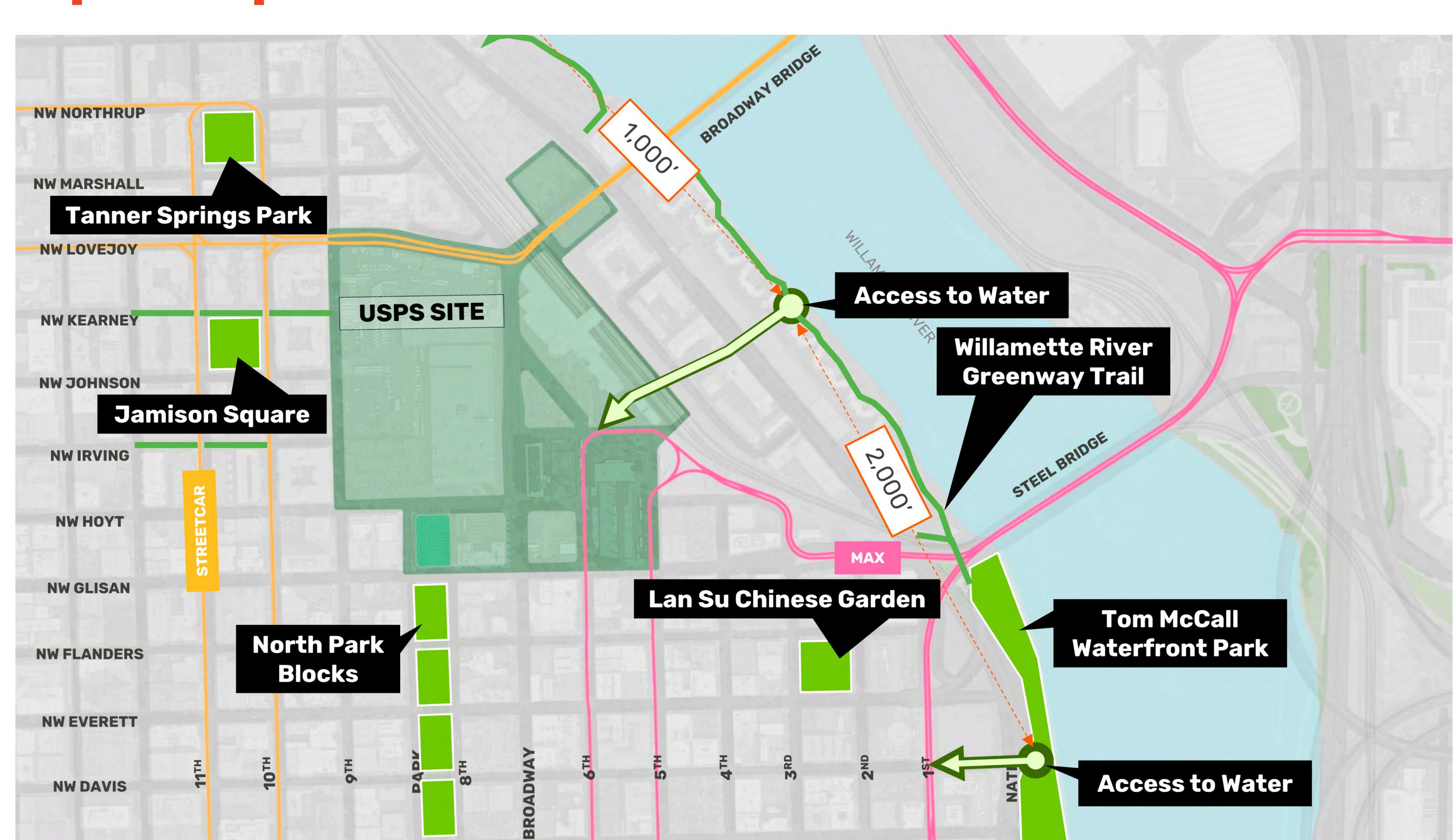


Existing Conditions

Transit Access



Open Space & Waterfront Access



Planned Development

