



Broadway Corridor

Placemaking Vision

August, 2018



PROJECT FOR
**PUBLIC
SPACES**

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Introduction

Introduction

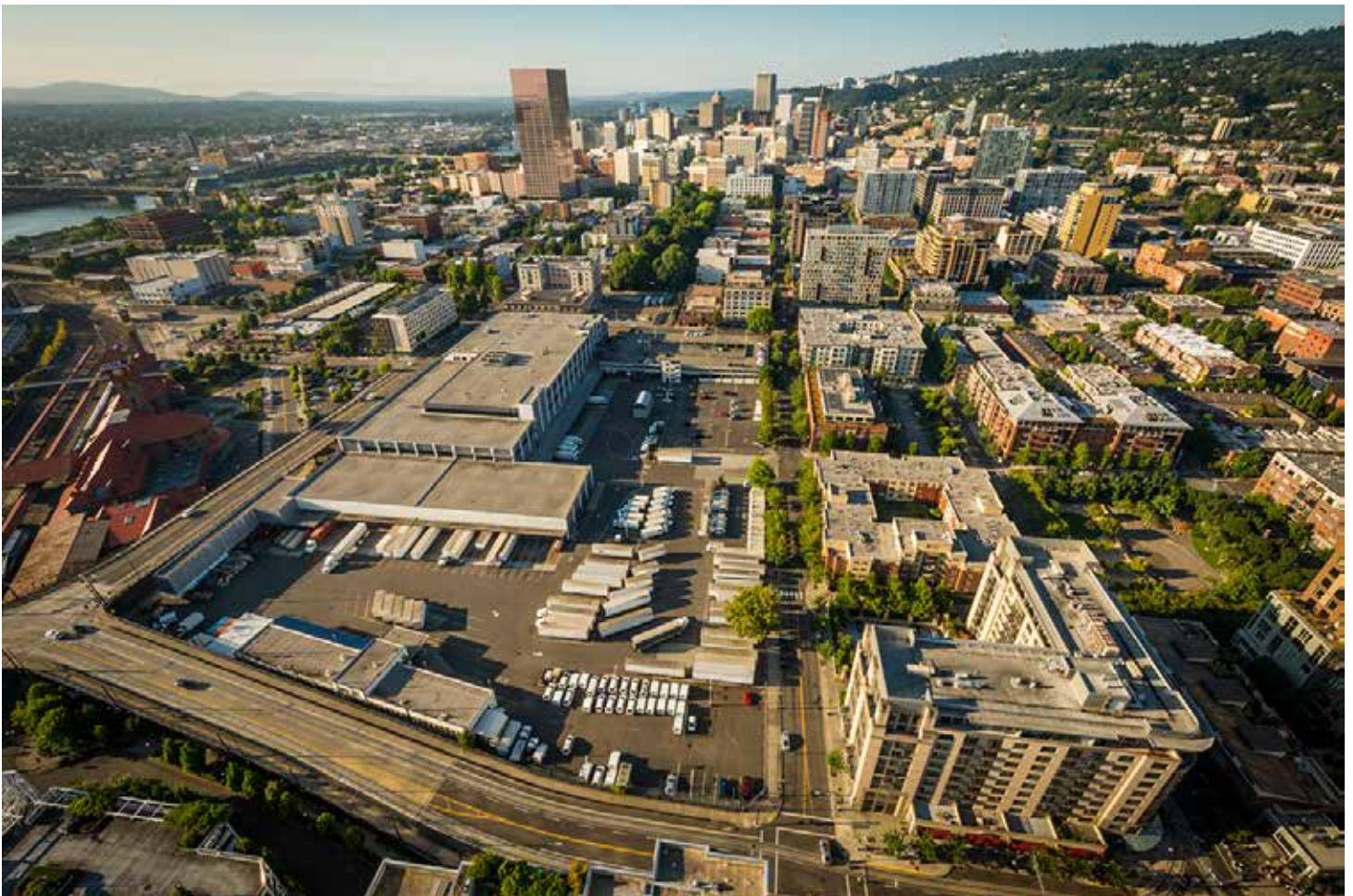
Building on the guiding principles established by Prosper Portland and its Steering Committee, the Broadway Corridor has the potential of becoming a neighborhood unlike any in the City of Portland, or indeed, the entire country. The concept of an economically, racially and culturally inclusive district, where people from a broad cross-section of the Portland region will feel not just welcome to visit, but also to live and work together could give this new community and its public realm a truly unique identity.

Moreover, Prosper Portland has created a planning process with the goal of reaching underserved communities that have rarely been involved in shaping such large scale developments. If this broad-based approach is sustained over time, how will its public spaces reflect the shared values of the new community, and at the same time honor and respect the unique cultures identities that make up the broader City of Portland?

Broadway Corridor's planners are building on ideas and values that have been circulating in Portland and other parts of Oregon for some time. Christopher Alexander, writing about his campus planning work at the University of Oregon in *The Oregon Experiment* wrote, "All decisions about what

to build, and how to build it, will be in the hands of the users." This led to one of the best early models of participatory planning in the country which continues to inspire Oregon planners. In 2011, the City of Portland created an Office of Equity and Human Rights by city ordinance, whose mission statement is to provide "education and technical support to City staff and elected officials, leading to recognition and removal of systemic barriers to fair and just distribution of resources, access and opportunity, starting with issues of race and disability." These goals are at the very heart of this new community and, if pursued, will shape its identity and form into the future.

This district must also be viewed in the context of the broader city. What role will it play in relation to Old Town Chinatown to the south, the Pearl District to the west, and neighborhoods of color throughout the city? It must not supplant these areas or pull populations away from them, but complement and build upon them, while creating a new residential neighborhood near transit and employment opportunities. We believe that the neighborhood should become a gateway to the downtown and to Portland at large, and as such, be a place that feels welcoming to all—residents and visitors alike—and that conveys the shared values that





make all Portlanders proud. Thus, its public realm should offer the kind of broadly appealing environment and set of experiences that may not be unique among the city's public spaces.

The new community also has the potential of filling functional and social gaps that we have heard exist in Portland. Could it consist of a place or a variety of places where users of all ages, races and abilities feel comfortable? Could it provide a broad array of uses and activities, catering to diverse users, at different times of the day or the week? Could there be nighttime activities—dance clubs, music venues, late-night eateries—that don't exist in the downtown now? If so, planning for these uses and programs now can ensure that forthcoming design and development will support them.

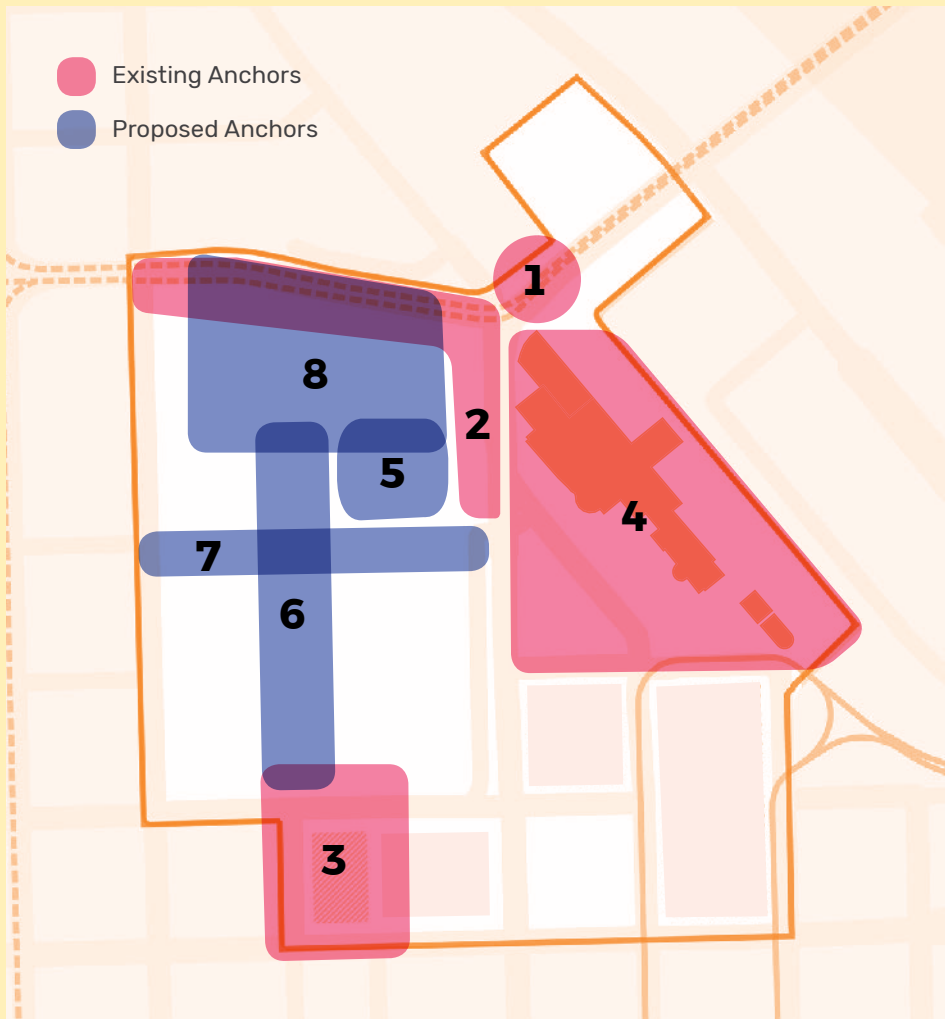
Many of the best urban neighborhoods have evolved organically, with planners, architects and developers responding to the actual needs of the users rather than trying to predetermine those needs. That is why we advocate tinkering with these ideas over time through "lighter, quicker, cheaper" experiments that allow various uses, programming and improvements to be tested, evaluated and refined or

rejected. We encourage Prosper Portland and its developer to try out the recommendations in this vision on site before making large capital investments. Furthermore, by engaging the very communities the development is intended to serve in the implementation of these interventions, the developers can forge partnerships, strengthen social ties, and achieve key outcomes even before the shovel hits the dirt.

The following placemaking guidelines evolved out of the six Guiding Principles set forth by Prosper Portland and its Steering Committee for the Broadway Corridor project, as well as the community engagement that PPS has conducted. The next section outlines a proposed network of public spaces and uses on the site, which puts these principles into practice. Although our outreach to the current or future stakeholders of this development has not been exhaustive, we hope that these guidelines are responsive to the important work that has already been done. These recommendations are not intended to be the final word on the Broadway Corridor's public realm, but rather inspiring ideas that we hope will start a discussion—and even lively disagreement—with the community and consultant team.

Summary of Recommendations

Bubble Diagram



1. Broadway Bridge Gateway

A multimodal gateway for commuters and visitors, with clear wayfinding, a place to linger and enjoy the views, and strong pedestrian and cycling connectivity from bridge to ground.

2. Broadway-Lovejoy Boomerang

An area under the Broadway and NW Lovejoy St viaducts acts as a seam rather than a barrier, stitched together with creative design, amenities, and programming.

3. New Park Block

An flexible, green, and urban terminus to the North Park Blocks, which takes advantage of the adjacent PNCA, and the Green Loop path through the site with opportunities for active recreation.

4. Union Station

A hub for transportation—rail and light rail, buses and bicycles—with a variety of indoor and outdoor uses that cater to people passing through.

5. Community Center/Public Incubator

An indoor/outdoor public space that provides recreational and educational opportunities as well as a business incubator for underserved communities.

6. Green Loop Boulevard

A lush new boulevard and off-street walking and biking path that extends toward Broadway Bridge from the New Park Block complemented by active edges, places to rest, and a commercial crossroads with a new Main Street.

7. Main Street

A new “Main Street” that extends Johnson Street eastward with a lively commercial character, taking advantage of views of Union Station and providing strong east-west connectivity.

8. Market Square

A new civic square with room for gathering, seasonal programming, and a regular public market building, which takes advantage of existing structures at the northern end of the USPS site.

Placemaking Guidelines

1. Accountable

- a.** Establish a mission-driven district management organization.
- b.** Continue engaging the community on a permanent basis.

2. Connected

- a.** Contribute to the Green Loop through a series of connected public destinations.
- b.** Strengthen public space connections between multimodal transportation options on site.
- c.** Distinguish Broadway Corridor as a key gateway to downtown Portland.

3. Equitable

- a.** Create a large new civic space with citywide and multi-cultural appeal.
- b.** Foster a retail mix and public realm that reflects the range of incomes, household types, and other needs of new residents.
- c.** Design a comfortable, welcoming, and accessible environment for all ages, gender identities, and abilities.

4. Prosperous

- a.** Integrate space and support for entrepreneurship, small businesses, and workforce development into the public realm.
- b.** Leverage public space procurement processes and operations to sustain local minority- and women-owned businesses.

5. Resilient

- a.** Create educational opportunities about natural sciences and environmental justice.
- b.** Encourage a culture of environmental stewardship in public space.
- c.** Build social resilience through community-based programs and placemaking.

6. Vibrant

- a.** Create a true variety of gathering places.
- b.** Co-curate programming with an emphasis on culture and commerce.
- c.** Include amenities that address basic human comfort, such as seating and shade.

- c.** Embrace flexibility and experimentation.
- d.** Account for off-site impacts of placemaking.

- d.** Treat streets and paths as places for people to linger and gather.
- e.** Break up the standard Portland grid to create a distinctive hierarchy of streets and spaces.
- f.** Improve access to Willamette River wherever possible.
- g.** Reimagine Union Station as a public space.

- d.** Balance the needs of people experiencing homelessness and other users on site.
- e.** Pursue alternative security strategies, working directly with vulnerable communities.

- c.** Create opportunity for job-training and employment for the houseless population.

- d.** Implement “green” infrastructure that invites interaction and directly benefits human wellbeing.
- e.** Incorporate community-based urban agriculture or other natural production on site.

- f.** Showcase a sustainable approach to energy and waste through materials and methods in public space.

- d.** Embed the arts into the everyday functions of places.
- e.** Fulfill the desire for additional recreation downtown.
- f.** Leverage existing anchors on site as partners in placemaking.
- g.** Cultivate a well-used public realm all day, week and year.



2

Findings

Timeline of Engagement



Findings

Over the course of two site visits on June 24–29 and July 21–26, as well as supplemental calls in between, Project for Public Spaces has conducted a multifaceted community engagement process to inform a Placemaking Vision for the Broadway Corridor site.

The first site visit focused primarily on engaging the BCMP Steering Committee during their June meeting, interviews with various stakeholders and site observation, while the

second site included more public engagement activities, as well as an additional BCMP steering committee meeting.

This section summarizes the findings from that process, including with summary of activities (opposite) and key themes organized by the BCMP's six guiding principles (below). Full summaries of each individual activity and interview are available in the appendices of this report.

Key Themes

Accountable

AN OPEN-ENDED VISION

Some steering committee members expressed concern about deciding on features like public art, play structures, and other long-term uses like retail before future residents have a chance to weigh in—particularly people of color and low-income people—suggesting that the BCMP should leave room to evolve, grow, and experiment beyond the end of the visioning process.

PLACE MANAGEMENT

Numerous interviewees and steering committee members expressed the need to create a place management organization for the Broadway Corridor, both for practical reasons and for the sake of accountability. A mission-driven BID or similar private nonprofit could take the pressure off of Portland Parks and Recreation to manage yet another space,

while helping to achieve goals for placemaking, addressing homelessness, and facilitating equity-oriented programs, from job training to support for small businesses. This work could begin during the interim activation phase.

In particular, we heard from APANO that the site should have an Arts Manager to facilitate arts programming by diverse communities, as well a “point person” working at the grassroots level to answer questions regarding the Broadway Corridor development.

Joy Davis, BCMP Steering Committee member and Executive Director of PAALF, raised the importance of space-keeping and continuous place management to ensure that those who are not represented in the initial engagement process are heard. She also proposed that the site employ alternative methods of policing and avoid over-policing.

Connected

PUBLIC TRANSPORTATION

The public vision includes Union Station's transformation into a highly functional, multi-use transportation hub that connects to immediate and far-reaching areas. In the online July Open House survey, some respondents expressed the need to better connect the various modes of transit on site, such as Greyhound, Amtrak, and MAX lines. The Street Trust and OPAL Environmental Justice also voiced the need for free transportation for low-income residents and people working in the area.

THE GREEN LOOP

Both PBOT and Parks and Recreation re-emphasized the

need to continue the North Park Blocks and help implement the Green Loop vision for the area.

STREETS AS PLACES

PBOT is open to a wide variety of experiments to transform streets into places to linger and gather on site, from shared spaces to road diets to a new pedestrian and cycling connection to the Broadway overpass. These creative strategies will be particularly important in knitting the site into the surrounding city. Input from the Street Trust and the community engagement process echoed these ideas. There is also interest in prioritizing the pedestrian experience by creating car-free zones.

WATERFRONT ACCESS

Some steering committee members suggested that while the waterfront has some popular activities and feels welcome to

Equitable

A SPACE FOR EVERYONE

One of the most important takeaways from the June steering committee meeting is that spaces that feel like someone else's "backyard" often feel uncomfortable for others. In order to ensure that Broadway Corridor's public spaces serve a diverse audience, it will have to strike more of a "civic" or "downtown" tone, more like Pioneer Courthouse Square or Director Park than Jamison Square, for example.

AFFORDABILITY

Affordable housing came up as a central concern again and again at the Sunday Parkways Pop-up, the July Steering Committee Meeting, during focused stakeholder interviews, and at the July Open House. The public would like to know what the housing placement process will look like and what communities will be living there. We heard from the Prosperous team at the July Steering Committee meeting that affordable housing must accommodate a variety of family sizes and provide communal spaces for young people.

Most importantly from a placemaking perspective, several stakeholders shared that while there is a significant amount of public housing in the Pearl District and Old Town Chinatown, the public spaces and commercial offerings in the area do not reflect the priorities of these residents. People expressed that affordable housing at the Broadway Corridor must be complemented by accessible food and retail options.

We heard from APANO and the Steering Committee's Vibrant team that there is a demand for art studios and live-work spaces for artists. While many communities of color have community ties in Southeast Portland, there is a younger generation of artists that may want to live and work downtown.

CULTURAL DIVERSITY

Steering committee members identified food, arts, and cultural landmarks (like cherry blossoms on the waterfront)

Prosperous

ENTREPRENEURSHIP

Numerous steering committee members and other interviewees expressed interest in a Portland Mercado-like space on the Broadway Corridor site, which combines affordable retail and work space for new businesses, support organizations, and public space amenities in one location. During PPS' July visit, we heard from several Steering Committee members about the potential for an incubator space at the Broadway Corridor that fosters community, provides training and mentorship opportunities

a diverse audience, access is limited—particularly near the Broadway Corridor site. The Comfort Mapping exercise at the July Open House further highlighted the desire for improved waterfront access.

as important ways to attract a diverse constituency to Broadway Corridor. In all cases, it is important that these features are both for and by individuals in the communities they intend to reach. In particular, many expressed a need for an indoor space for 500 people with affordable or free rentals, which could be used for Chinese banquets, performances, and more.

HOMELESSNESS

The Comfort Mapping exercise at the July Open House reinforced the fact that people living outside have a significant impact on perceptions of safety and comfort on the Broadway Corridor site, and must be addressed directly. A number of people may be displaced as the project develops, while others are likely to stay near Bud Clark Commons on the site's eastern edge, among other places. George Devendorf of Transition Projects suggested that additional support for shelters, mobile engagement teams, and services can help mitigate the impact of the BCMP on the current residents of the site, and facilitate a comfortable balance for all users of new public spaces. Public space subcontractors like Clean and Safe can also offer a path to employment for some people experiencing homelessness on site.

ACCESSIBILITY

We heard from OPAL Environmental Justice, the Street Trust, and the Steering Committee's Connected team that the cost of transportation poses a barrier to low-income people traveling downtown. Steering Committee members representing people over 50 and those with disabilities explained the importance of taking an intersectional approach to equity and considering race, income, disability, and immigration status together. Vivian Satterfield of OPAL stressed the need to create places and programs that appeal to youth and make them feel comfortable and welcome on the site. Disability rights consultant Michael Szporluk also emphasized that solutions are broader than "the ramp" and ADA accessibility requirements. For example, wayfinding, signage, and other communication on site are essential, as are accessible places to linger as well as to move through.

for entrepreneurs and workers, and that has family-friendly amenities like childcare on-site.

PROCUREMENT & OPERATIONS

The Prosperous team during the July Steering Committee meeting emphasized the importance of using contracts for public space furniture, structures, and other amenities, as well as services like maintenance, security, or catering, to support local minority- and women-owned businesses.

Resilient

DOUBLE-DUTY GREENERY

Numerous steering committee members as well as Parks and Recreation expressed a desire for greenery and access to nature on the Broadway Corridor site, with an emphasis on elements that serve both natural and human uses, such as community gardens, ecoroofs with agriculture, or vertical greenery that provides cooling and shade. Mike Houck of the Steering Committee provided images depicting the beauty of the natural environment and the need to integrate it into public space.

WATER MANAGEMENT

Public spaces provide an important avenue for stormwater management. Both Parks and Recreation and Milagro Theatre expressed a preference for green drainage systems over hardscape. Much like other natural features, these elements are opportunities for human uses as well, like education and interactive water features.

Vibrant

RECREATION

Portland Parks and Recreation suggested that downtown has an oversupply of programmed public spaces, like Director Park, but not enough opportunities for recreation. At the June steering committee meeting, basketball came up frequently as a desirable use, though not at the expense of a variety of programming. PPS' July visit reconfirmed that indoor and outdoor recreation are widely desired uses on the Broadway Corridor site. In the exercise at Sunday Parkways and the Open House, members of the public expressed interest in soccer and bocce, as well as play structures that are inclusive to a variety of age groups and to children with disabilities. At the Open House, the idea of a community recreation center with a pool proved quite popular.

ARTS AND CULTURE

Free or affordable cultural programming also came up often as a strong attraction for a diverse citywide audience, and as a means to support artists from a variety of communities. We heard from APANO, the Steering Committee's Vibrant team, and community members at the Open House that the approach to arts on the Broadway Corridor should be local, community-based, interactive, and collaborative, and should be programmed by the communities they are celebrating.

During the open house, some community members expressed interest in having a family-friendly museum near the site. We heard from multiple people at the Open House that there is also a desire to honor the area's history—specifically recognizing African American communities and Native peoples.

The idea of art as an icebreaker—art that brings strangers together—was brought up at the Sunday Parkways Pop-up, as well as in an interview with Jose Gonzalez of Milagro Theatre. Several people mentioned live entertainment such as theater performances, multicultural concerts, and music festivals as ways to achieve this outcome.

EDUCATION AND TRAINING

OPAL Environmental Justice advised that there be an educational component to the Broadway Corridor's approach to resilience. Urban Sustainability Training could provide youth with access to vital environmental education and job opportunities. Inclusive commercial farming spaces and community gardens were also expressed as desirable uses.

LEAD BY EXAMPLE

At the July meeting, the Steering Committee expanded the Resilient principle. Beyond the physical environment, ecology, and infrastructure of the site, the resilient principle must explicitly encompass environmental equity, human health, racial justice, energy, waste, and social-spiritual connection. The Broadway Corridor should demonstrate leadership in its approach to resilience.

FOOD

Affordable food trucks came up frequently as a way to attract a variety of people to the site. In particular, George Devendorf observed that the remaining downtown food truck pods lack the public space amenities (seating, shade, other uses) of their outlying counterparts—a niche that a new Broadway Corridor public space could fill. As mentioned above, food also provides an opportunity for inclusive entrepreneurship and to connect with a variety of communities in Portland. The July visit confirmed many of the ideas from June and provided some additional insights. There is an evident demand for a range of inexpensive food options including a grocery store, sit-down restaurants, and outdoor markets. At the Open House, people expressed interest in restaurants with outdoor seating, authentic cultural offerings, and healthy food options.

PUBLIC MARKETS

Public markets came up often as a way to activate the site's public spaces. We heard about a variety of markets already being programmed across Portland and their potential to create an outpost or permanent location on the Broadway Corridor. Portland Mercado expressed interest in creating a second market downtown, while APANO mentioned My People's Market as a good model for an inclusive marketplace that attracts and supports diverse entrepreneurs and makers.

EXISTING ANCHORS

Ecotrust, Union Station, Transition Projects, and the Pacific Northwest College of Art are all important existing anchors on the Broadway Corridor, and could be important partners in activating the site, if given an effective forum to collaborate. Collectively, they have experience with arts programming, placemaking, sustainability, and homeless services, which could help achieve Broadway Corridor's objectives, while also achieving their own distinct missions.



3

Recommendations

Placemaking Guidelines

1. Accountable

a. Establish a mission-driven district management organization.

The Broadway Corridor area has the potential to not only become a major destination for all Portlanders, but also an engine for inclusive economic opportunity for communities of color and other marginalized communities in the city. However, the district's success will rely heavily on a robust management structure, and a dedicated district manager charged with the coordination of programming, maintenance, social services, business support, and evaluation of progress for the district as a whole. Prosper Portland should bring local experts and partners into the conversation early on, especially the Portland Clean & Safe District, which currently maintains a portion of the area, relevant members of the BCMP Steering Committee, and the anchor organizations on the site—i.e. the Pacific Northwest College of Art, Ecotrust, Union Station, and Transition Partners—to identify relevant models for management and tasks associated with it.

A place management organization can follow one of several different business models. In any case, an inclusive and accountable governance structure will be vital to the success of the organization. Below are three options, which could be considered for the Broadway Corridor area:



Bryant Park Corporation (BPC) is a public-private partnership that is a leading innovator in public space management. This public space ambassador is doing a daily pedestrian count.

ECONOMIC IMPROVEMENT DISTRICT

Oregon state law allows for Economic Improvement Districts (EID) to be set up by property owners and/or business owners who are assessed a fee by the city. An EID can pay for landscape and maintenance; promotions, events, and activities to attract more business; business retention and recruitment services; improvements to parking systems or parking enforcement; and the planning or management of capital improvement projects. Downtown Portland Clean & Safe District, one of the oldest such districts in the country, is set up along these lines.

PUBLIC-PRIVATE PARTNERSHIP

A public-private partnership is a joint venture between the local government and at least one private or non-profit entity to provide a certain set of services. The scope of these partnerships depends heavily on the local policy framework and the constraints on public money and land. A conservancy model—a private, nonprofit park benefit organization that raises money independently from the city and spends it under a plan of action mutually agreed upon with the government—is often considered a subset of this typology. Pioneer Courthouse Square is managed by such an organization. However, a partnership with a private developer who agrees to manage the public spaces, sometimes in conjunction with its other privately-owned public spaces, is another version of this model.

INNOVATION DISTRICT

Another model to investigate is innovation district management entities that carry out many of the tasks of a BID or EID, and manage and program public spaces, but are typically established by anchor institutions or businesses within a self-described innovation district. Often included in their tasks are attracting new businesses and start-ups, training and launching entrepreneurs, encouraging networking opportunities among local businesses and workers, and creating a mixed-use and vibrant environment that encourages spontaneous interaction. Cortex in St. Louis, the Innovation Quarter in Winston-Salem, NC, and the Innovation District of Chattanooga, TN are examples of such management organizations.

b. Continue engaging the community on a permanent basis.

As mentioned above, effective governance will be crucial to coupling the operations of a place management organization to the BCMP's guiding principles and key stakeholders. This should include formal structures, such as a broad-based, engaged board that builds on the Steering Committee process. This board should not only provide feedback and keep the organization accountable, but participate in the operations through programming, fundraising, and engaging their constituencies, among other activities.

The organization should also undertake more informal strategies to engage the broader public that complement this official governance. This responsiveness can take a wide variety of forms, from pop-up engagement tents on site or off site to intercept or online surveys to site observations to full-day placemaking workshops. Once interim activation begins, the Broadway Corridor itself can become a magnet for the public, making it an ideal place to undertake additional community engagement.

c. Embrace flexibility and experimentation.

In any major project, there is a high likelihood that designers, planners and developers will not get everything right on opening day. What's more, the BCMP hopes to help address some of the greatest challenges facing American cities today, aspirations that come with an even greater chance of unforeseen difficulties. For this reason, PPS recommends taking what we call a "Lighter, Quicker, Cheaper" (LQC) approach of ongoing experimentation and observation in order to start testing ideas early, while leaving room at the table for future residents.

The Lighter, Quicker, Cheaper philosophy emphasizes activations that do not require major design or infrastructure interventions, but rather temporary or semi-permanent amenities, like moveable seating, tents or sheds, and programming that taps into local talent and partners. For projects with a long horizon, like the BCMP, these low-cost, high-impact activations can help mitigate planning fatigue and demonstrate progress to key stakeholders while long-term changes develop, thus contributing to the Accountable principle of the BCMP.



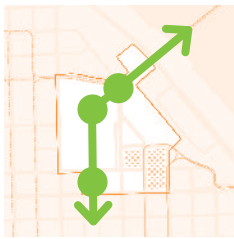
The porch at 30th Street Station in Philadelphia, PA demonstrates the value of both a lighter, quicker, cheaper approach and a capable mission-driven management organization—University City District. | Ryan Collerd

d. Account for off-site impacts of placemaking.

The replacement of existing private uses with public uses, and of "underutilized" public spaces with well-used ones can have negative repercussions for the surrounding community. For example, transforming the areas under the Broadway and Lovejoy viaducts into a destination would likely displace the people without housing living there. Likewise, the relocation

of the USPS building to the Cully neighborhood will export the traffic, noise, and pollution of major distribution uses to another part of the city. Such negative outcomes should be accounted for, and represented in the Community Benefits Agreement.

2. Connected



a. Contribute to the Green Loop through a series of connected public destinations.

The Broadway Corridor should treat the Green Loop as a connector for various destinations along its length, like a string of pearls. The design of connections between each destination should accommodate both slow and fast movement on foot and bicycles, as well as individual and

group use. While Green Loop paths, sightlines, branding, and wayfinding should be consistent throughout, each destination should be unique, with its own character, scenery, and reason for being. Furthermore, design and program along the path should strive to find complementary relationships between stationary and mobile activities.

b. Strengthen public space connections between multimodal transportation options on site.

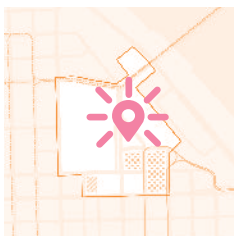
The various means of ground transportation that meet near Union Station—Amtrak, MAX Lines, Greyhound, Biketown bike share, and parking—should form a coherent cluster with a public space at its core. A visually open scheme will ensure more “eyes on the street,” and therefore safety in the areas abutting the Greyhound station.

In order to avoid future traffic congestion, the site should help encourage public transit usage. One way of doing that is by designing, arranging, and programming the Union Station cluster as a multi-use destination with a variety of day-to-

day functions. A flexible, central public space would be tremendously helpful in achieving that.



Any necessary on-site parking should be integrated to minimize its negative impact on the public realm by avoiding surface parking lots, integrating ground-floor uses into garages, or potentially even sinking parking below a public space—a strategy that some cities use as an ongoing source of revenue for the space itself.



c. Distinguish Broadway Corridor as a key gateway to downtown Portland.

Given its role as a regional and intercity transit hub and thoroughfare for local commuters, the Broadway Corridor should be celebrated as a place of arrival in downtown Portland.

Each major thoroughfare for people arriving by foot, bicycle, or car should ensure continuity in character, visual openness,

and strategic placement of design elements and amenities that capitalize on the site’s unique sense of place. For example, a Broadway Bridge gateway could include a terrace with a view over Union Station and the downtown, a space to sit and linger, and a small kiosk to buy cheap coffee, breakfast, or a magazine.

d. Treat streets and paths as places for people to linger and gather.

In most urban areas, streets make up for approximately ⅓ of all area and up to 80% of the public space. With that in mind, they should function as destinations in themselves with a variety of things to do, places to linger and gather, active edge uses that spillover into the sidewalk, and opportunities to window-shop. As described below under the Equitable

principle, the character of these ground-floor uses should reflect the diversity of the users they hope to attract.

Many community members and public stakeholders expressed interest in car-free streets within the



Broadway Corridor site, however we recommend that full pedestrianization be used sparingly and strategically to avoid creating an isolated campus-like feel on the site. The majority of the benefits of pedestrianized streets can be accomplished with enhanced street amenities, traffic

calming, and temporary street closures for special events. “Shared space” streets could also offer a middle-ground, allowing car traffic to mix openly with pedestrians and cyclists, resulting in a slower, looser movement pattern.



e. Break up the standard Portland grid to create a distinctive hierarchy of streets and spaces.

In general, Portland’s standard 200-foot street grid blesses the downtown with a particularly continuous, walkable, human-scale built form.

However, this same grid also puts some limitations on the public realm. For example, the similarities in ground-floor uses between many north-south streets in the Pearl District leads to a lack of clear “Main Street” destination in the area.

In contrast, the design and program of proposed streets in the Broadway Corridor area should create a clear hierarchy that emphasizes one or two streets as destinations lined with unique and active retail, while others remain more passive

with potential for service entrances and “stoop life.” Streets that jog at intersections could also help slow down vehicular traffic on minor streets, while maintaining key views.

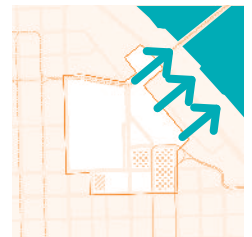
In terms of buildings and public spaces, the Broadway Corridor site represents a unique opportunity in the downtown area to terminate view corridors with new landmarks—particularly along the North Park Blocks—and to create one of the only public spaces downtown that is larger than a typical block. However, overly radical breaks in the legibility of the street grid and overly large buildings or spaces also run the risk of creating a physical or mental barrier around the site.

f. Improve access to Willamette River wherever possible.

The Willamette River is a huge asset near the site but, access to it is frequently interrupted with major transportation infrastructure or riverfront development. There is a strong desire in the community to reconnect with the river as new development occurs. While the Broadway Corridor site has limited ability to achieve this outcome directly, as it does not reach the river, it could contribute to a renewed river connection in two key ways. Firstly, the project could improve wayfinding for existing walking paths, including the pedestrian bridge at Union Station and the stairways connecting Naito Parkway and Broadway Bridge, and

integrate these connections into a network of active public spaces and safe walking and biking routes. Secondly, cycling connectivity could be improved with new connections that do not require riders to dismount.

In the mid to long term, an effective place management organization could also collaborate with off-site property owners along the water to improve physical and visual connectivity to the Willamette River Greenway.



g. Reimagine Union Station as a public space.

Transit stations have historically served as community destinations in themselves, even for people not taking a bus or train out. For example, New York’s Grand Central Station is a place frequented by locals and tourists alike for its various shopping, food, and visual offerings. The interior spaces of Union Station in Portland could be rethought as public spaces similar to Grand Central or to its sister station in Denver, CO that provides a public library-like atmosphere with easy access to beverages, and snacks for people to spend time there alone or in groups.

In the short term, an outpost of popular local businesses like Deadstock Coffee or Powell’s could be located at Union Station along with larger activation efforts on the weekend to create a destination. Complementary programs could include food truck days, farmer’s market, or other day to day uses. Given the current low foot traffic at the station, an experimentation would have to be financially supported until other programs can be planned to bulk up the use.

3. Equitable

a. Create a large new civic space with citywide appeal.

The Broadway Corridor should include at least one large, civic space that feels open to all Portlanders. The character of this space should avoid the sense that it is any single group's "backyard," whether that be existing residents in the Pearl District and Old Town Chinatown, or new residents on the Broadway Corridor site. To accomplish this, the square should be adjacent to a street or intersection with substantial foot

traffic and strong connectivity to multimodal transit. It may also benefit from a downtown-like land-use mix in adjacent parcels, with active ground floors and commercial or civic uses above, rather than primarily residential uses. Finally, the amenities, program and events in this space should strive for broad appeal and represent the needs and interests of many different communities across the city.



Market Square in Pittsburgh is a multi-use destination, featuring programs with a citywide appeal.

b. Foster a retail mix and public realm that reflects the range of incomes, household types, and other needs of new residents.

While other areas in Portland incorporate affordable housing into new developments, Broadway Corridor should strive to reflect this residential diversity in the other aspects of new developments, such as the range of goods and services on site. As many researchers of gentrification observe, displacement has both an economic and a cultural component, and the BCMP should address both in its approach to the public realm. A variety of price points should be encouraged, as should a range of aesthetics, beyond the eclectic industrial look of white millennial taste.

c. Design a comfortable, welcoming, and accessible environment for all ages, gender identities, and abilities.

A sense of comfort is a deeply personal factor that affects the inclusiveness and equity of public spaces. For example, well-maintained surfaces, safe intersections, and frequently available seating can greatly benefit to people with limited mobility. Free access to restrooms, water fountains, and showers could make all the difference to people who don't have regular access to those things in their private lives. But comfort does not end with design. People who identify as women or are non-gender-conforming, teenagers, people of color, and others experience harassment in public space, both from other users and from the very people charged with keeping the space "safe." In this case, physical changes like improved lighting and sightlines may help improve a sense of safety, but policies and programs that collaborate directly with those users must also be part of the solution.



Fremantle Esplanade Youth Plaza, located in Fremantle, Australia, specially caters to teenagers.
City of Fremantle

d. Balance the needs of people experiencing homelessness and other users on site.

In line with the recommendation under Accountable to address off-site impacts, the Broadway Corridor project should avoid benefitting some communities in Portland at the expense of people currently living outdoors on the site. In particular, the areas under the Broadway and Lovejoy viaducts provide a dry place to sleep for many individuals, while Bud Clark Commons is a crucial hub of services, shelter, and transitional housing for hundreds of people who are currently without a home or have been in the past.

The Broadway Corridor project should assist these efforts by engaging Transition Projects and other partners in the governance and management of public space. It can also contribute more directly by supporting additional shelters on site, such as the Harbor of Hope initiative, mobile engagement teams, and experimental approaches to connect with difficult to reach populations, such as providing training and resources to everyday “trust agents” who already know a specific person in need. With the right supportive policies and programs, public space operations

could also provide a path to employment for formerly homeless individuals.

Hostile architecture, which aims to discourage loitering, camping, sitting, or sleeping in public space should be avoided. These measures frequently make a space more uninviting to all users, while shifting maintenance and safety issues elsewhere. However, improving visibility and reducing hidden areas, and carefully considering the placement, management, and permanence of shade structures may help mitigate concentrated, long-term encampments.

Finally, PPS has found that concerns about personal safety from other users in public space are more correlated with the perceived *balance* of users in a space, rather than the presence of homeless individuals itself. In other words, encouraging a greater number and diversity of other uses and users can help improve perceptions of the public spaces on the Broadway Corridor site—without displacing the current houseless users.

e. Pursue alternative security strategies, working directly with vulnerable communities.

Unarmed, plain-clothes ambassadors can help defuse and deter disruptive behaviors in public space, while also connecting people in need with resources in the area. These ambassadors should build trust and ongoing relationships

with all users of the space, and be held accountable to the policies and governance structures of the core place management organization.



Mobile day storage units like this one in Portland, OR give people without housing a safe place to store their belongings.



Civic Center Commons in San Francisco is a pioneer of alternative security and management strategies that connect houseless individuals with social services, among other things.

4. Prosperous

a. Integrate space and support for entrepreneurship, small businesses, and workforce development into the public realm.

Services to help people start and scale businesses or learn new work skills work best when integrated into a publicly accessible, multipurpose destination. For example, access to public, shared, and private workspaces in one building can help new entrepreneurs “graduate” to new spaces as their needs evolve, while maintaining the same community of practice. Likewise, affordable meeting and event spaces, makerspaces, and a calendar of classes, networking opportunities, and public events can help a business support organization add community-building to its offerings.



The City of Providence, RI contracts with The Steel Yard, an industrial arts nonprofit, to produce unique street furniture, like garbage cans.

b. Leverage public space procurement processes and operations to sustain local minority- and women-owned businesses.

Whenever possible, contracts for public space furniture, structures, and other amenities, as well as services like maintenance, security, or catering, should make use of

local talent, and particularly minority- and women-owned businesses. This is not only a more equitable approach, but an opportunity to promote a sense of place and local pride.

c. Create opportunities for job training and employment for the houseless population around the Broadway Corridor.

Employment opportunities for houseless individuals could be by organizations that provide maintenance and programming of the public spaces or by commercial uses in the new development.



The Roxbury Innovation Center provides a makerspace, courses in business and coding, and regular networking events for aspiring entrepreneurs in the Roxbury neighborhood of Boston. It shares its building with Boston Public Schools and several neighborhood businesses.

5. Resilient

a. Create educational opportunities about natural sciences and environmental justice.

Features of the Broadway Corridor’s public realm can serve as opportunities for environmental outreach, whether through signage and educational programming, or through opportunities to participate in hands-on volunteer work, like textile recycling programs. Accommodation of regular field trips and tours can also help connect the public spaces to local schools and community groups.



Casey Trees enhances and protects the tree canopy in Washington, DC by training and helping volunteers to plant and care for trees.

b. Encourage a culture of environmental stewardship in public space.

Events and programs with local partners can be a starting point for creating long-standing environmental stewardship, like garden volunteer days, invasive plant removal, tree plantings and inventories, and recycling outreach. By cultivating the ongoing involvement of these organizations, Broadway Corridor can make space for locals to become

invested in the maintenance of natural spaces, as evidenced in successful citizen tree-watering programs in Washington, DC. Existing local programs like the Green Street Stewards can also extend to the space, while local groups like Friends of Trees, SOLVE Oregon, and Depave could be valuable new partners for the district.

c. Build social resilience through community-based programs and placemaking.

Great public spaces foster social resilience by opening up as gathering places for all, cultivating interaction among members of a community, and building connections between local organizations. Beyond this reinforcement of social networks, it is important for public spaces to be prepared to act as service centers during emergencies. Public spaces

can become hubs for community-scale recovery and areas of refuge during natural disasters like floods or seismic events. By creating a space that reliably accommodates community members during emergencies, the City can ensure that the space serves locals at all times.



Camley Street Natural Park | Mike Houck

d. Implement “green” infrastructure that invites interaction and directly benefits human wellbeing.

Plans for LEED-certified buildings should be complemented by other “green” infrastructure in public space. To accommodate the combined sewer system in Portland, and to avoid overflow, the City’s Green Streets program should be applied to the space—with rain gardens, bioswales, and pervious/permeable/porous surfaces to reduce stormwater runoff. Trees should also be featured in the space, contributing to Portland’s goal of one-third canopy cover

by area, while also providing a visual continuation of the Park Blocks, shade, and cooling. An emphasis on native tree and plant species can provide opportunities to connect to

environmental education initiatives. Other natural elements that could be incorporated into the plan include green roofs and walls, and nesting sites for birds.

e. Incorporate community-based urban agriculture or other natural production on site.

Regardless of scale, urban agriculture is an opportunity for stewardship, improved local foodways, and education. With appropriate outreach and engagement, a community garden would be an inclusive draw to a public space—and should

become a part of the network of 53 community gardens already in use across the City. With careful siting, other unique activities like beekeeping can also take root in the space.

f. Showcase a sustainable approach to energy and waste through materials and methods in public space.

Portland's goal of 80% reduction in emissions by 2050 must also extend to its public spaces. If constructed to LEED standards, built elements will be made of sustainably sourced materials, encourage energy efficiency, and increase Portland's use of renewables. (For example, renewable sourcing of at least 5% of a building's electrical/thermal costs would merit one LEED point.) The Living Community Challenge, alternatively, can be used as an ambitious framework for on-site energy production as well as the

creation of regenerative, connected public spaces. Overall, the Broadway Corridor must be built with physical features that enhance its resilience, especially to locally projected climate change shocks like flooding, reduced streamflows, and increased temperatures, among others. The Corridor can support citywide climate goals, while also cultivating climate-friendly individual behaviors (i.e. better pedestrian/cyclist access to encourage low-carbon transport to and from the space).



Public health research shows that community gardens, like the Alabama Garden in Houston, TX above, offer important benefits to physical and mental wellbeing, including access to healthy food and increased social capital among neighbors. | Adrian Delgado



Green walls like the one on Musee Quai Branly in Paris invite interaction and wellbeing. | Mike Houck



Rooftops, like this one at the Brooklyn Grange in New York City, can be equipped to support small-scale urban agriculture. Others like the Five Borough Administrative Building, also in New York, operate public programs, like beekeeping classes. | Liz Stark



Examples of a variety of places, events, activities, and amenities that support a vibrant destination, as outlined in the “Place Concept” section.

6. Vibrant

a. Create a true variety of gathering places.

Every community, culture, and sub-culture differs in the way they engage with public space, so in order to be inclusive, the Broadway Corridor should strive for a diversity of public spaces—indoor and outdoor, large and small, with many

different characters and functions. The ground-floor uses that flank these spaces should be equally diverse in their goods and services and price points.

b. Co-curate programming with an emphasis on culture and commerce.

Create a partnership model for programming where members of communities around Portland play an active role right from the beginning, instilling a lasting sense of stewardship

and belonging. A few categories of such programs include cultural festivals, exhibitions and performances, food truck pods, and public markets.

c. Include amenities that address basic human comfort, such as seating and shade.

Amenities that support use during all hours of the day, week, and year will be crucial for a sense of comfort among users. Each indoor or outdoor anchor use can be matched with a comprehensive list of amenities. For example, a food truck pod should be supported with generous amounts of flexible seating for individuals and groups, trash receptacles, water fountains, and shade structures. Meanwhile, an outdoor performance space might need a temporary or permanent stage structure, flexible seating area, electric outposts for audiovisual equipment, and nearby storage space.

In Portland, access to cover from the rain is particularly important for most permanent outdoor uses, and can be provided on a permanent or temporary basis. Lastly, as the edges that define a public space, buildings play an outsized role in their comfort. Issues of shadow, microclimate, sense of human scale, and enclosure should be considered throughout the district, but particularly adjacent to key public space anchors, as described in the Place Concept section.

d. Embed the arts into the everyday functions of places.

Interactive and community-based arts can play an important role in making people feel welcome and represented. Traditional public art alone can often lead to perceptions of tokenism detrimental to the long term vibrancy of a place,

so it is critical to embed arts and culture into the “DNA” of the site by developing space, organizational capacity, and relationships to offer a sustained program of work by diverse local artists.

e. Fulfill the desire for additional recreation downtown.

The downtown has some well-loved recreational areas, but there is a desire for more. Both the indoor and outdoor spaces on Broadway Corridor should aim to fulfill this demand through free or affordable sports and exercise uses, especially for low income communities with fewer means and

less mobility to find these opportunities elsewhere. Outdoor recreational uses could also be added to existing public spaces on a “lighter, quicker, cheaper” basis, rather than accommodating dedicated, full-scale courts on site within the limited space constraints.

f. Leverage existing anchors on site as partners in placemaking.

On-site civic institutions and other nonprofit anchors can support programming and maintenance of public spaces, and demonstrate a culture of spilling outdoors for future businesses and institutions on Broadway Corridor, even before buildout. PNCA, for one, could be a partner for community-based arts and culture programming on the new

Park Block adjacent to their property. Similarly, Transition Projects could be a tremendous resource for public space maintenance, programs, and social services that affect the houseless population in the area. Other anchors include Union Station, Greyhound, and Ecotrust.

g. Cultivate a well-used public realm all day, week and year.

The downtown lacks uses and activities for people who work outside a standard nine-to-five work shift. Lunch spots and after-work breweries abound, but the mix leaves few reasons to stay for people with other needs. The relatively young demographics of Portland—a median age of 36.7 and 18.6% of the population under the age of 18—should be reflected

in the character and programming of new public spaces on Broadway Corridor. In particular, after-school programs with a lower price tag, activities for teenagers, and after-hours uses for people who work in the service economy should be prioritized.

Opposite: Broadway Corridor is rich with existing anchor institutions, like the Pacific Northwest College of Art, Union Station, Bud Clark Commons, and the Natural Capital Center.



Place Concept

What Is Placemaking?

Placemaking is a multi-faceted approach to the participatory planning, design, and management of public spaces.

Put simply, it involves both looking carefully at a place, and observing and listening to the people who live, work, and play there—all in an effort discovering their needs and aspirations. This information is then used to create a common vision for the place, like this document. The vision may be long-term, but it can also evolve quickly into a “Lighter, Quicker, Cheaper” implementation strategy, beginning with small-scale improvements that bring immediate benefits to public

spaces and the people who use them, while honing and elaborating the original vision. The result of a successful placemaking process is a sense of attachment between people and the places they share, and stronger community connections and capacity.

A place concept is part of the broader vision for a public space that synthesizes community observations and ideas into what architects call a “program” for a public space—a plan for the site that describes how key uses and activities could be arranged and connected.

Four Characteristics of Successful Places

Most great places, whether a grand downtown plaza or a humble neighborhood park, share four key attributes: People are drawn to participate in activities there; they feel comfortable, safe and welcoming; they are accessible and well connected to other important places in the area; and they are places where people gather, socialize, and participate in the community.

The Place Diagram was developed by Project for Public Spaces (PPS) to help communities evaluate their own places using these four key characteristics. The inner ring of the diagram includes the kinds of qualitative words that people often use to describe each characteristic, while the outer ring provides examples of quantitative data to measure them

Uses & Activities

A range of activities are the fundamental building blocks of a great place. Having something to do gives people a reason to come (and return) to a place. When there is nothing interesting to do, a space will sit empty—the best measure that something is wrong. A carefully chosen range of activities will help a place attract a variety of people at different times of the day, week and year. For example, a playground will draw young kids during the day, while basketball courts draw older kids after school, and concerts bring everyone together during the evening.

Comfort & Image

A space that feels comfortable and welcoming is likely to be successful. A sense of comfort includes perceptions about safety, cleanliness, as well as simple physical needs like places to sit. A lack of seating is the surprising downfall of many otherwise good places. People are drawn to public spaces that give them a choice of places to sit, so they can be either in or out of the sun at various times of day or year.

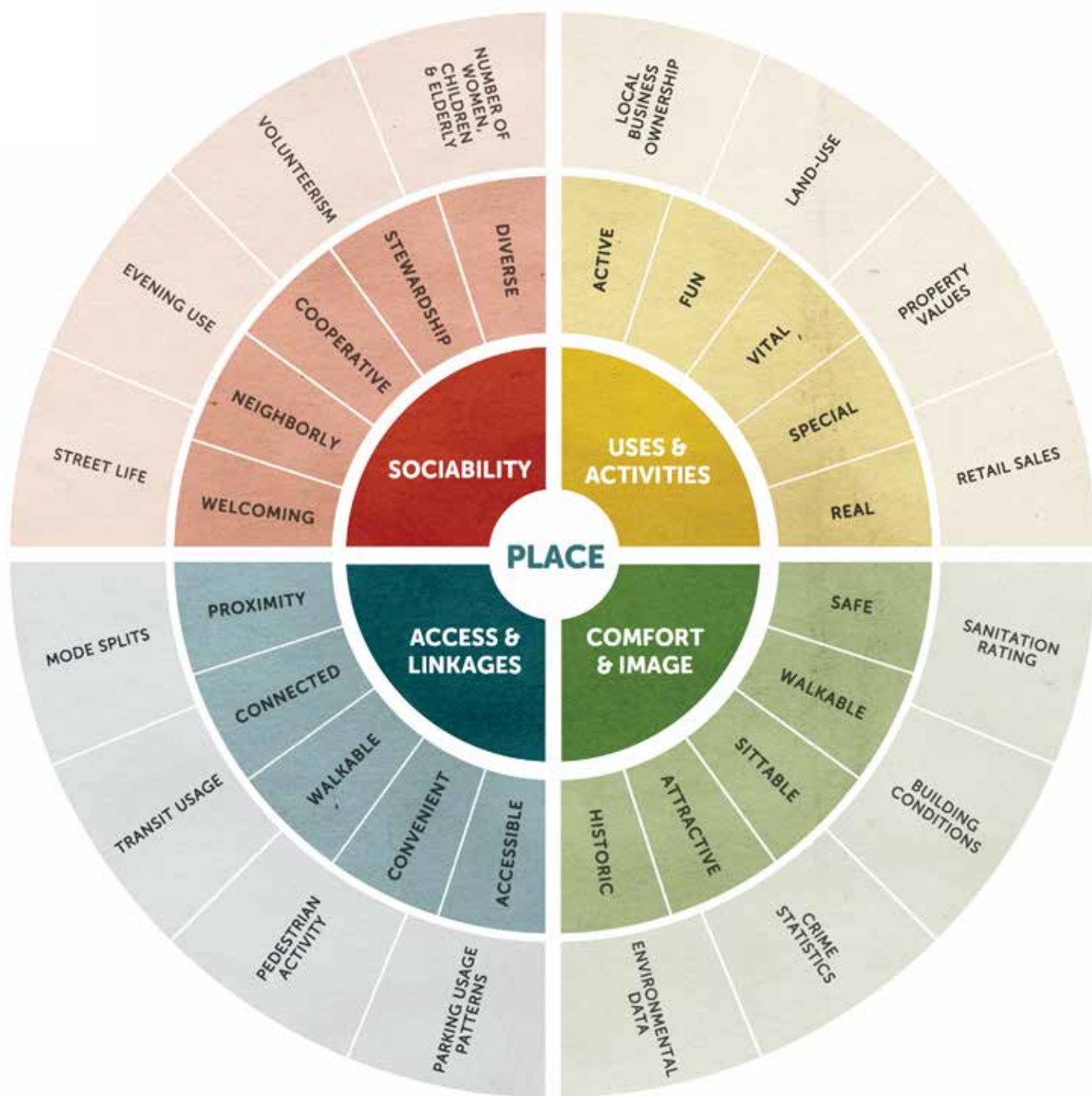
Access & Linkages

You can easily judge the accessibility of a place by noting its connections to its surroundings, including visual links. A great public space is easy to get to, easy to enter, and easy to navigate. It is arranged so that you can see most of what is going on there, both from a distance and up close. The edges of a public space also play an important role in making it accessible. A row of shops along a street, for instance, is more interesting and generally safer to walk along than a blank wall or an empty lot. Accessible spaces can be conveniently reached by foot, bike, and public transit, and they have high parking turnover.

Sociability

This is the most important quality of a great place—and the most difficult to achieve. When a place becomes a favorite spot for people to meet friends, greet their neighbors, and feel comfortable interacting with strangers, then you are well on your way to having a great place.

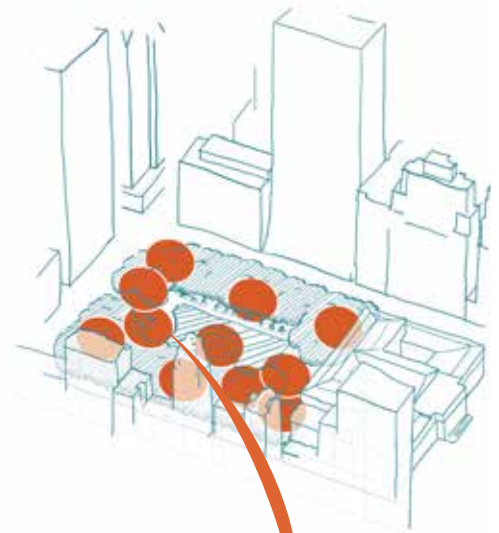
Each area within the larger Broadway Corridor site should address all four characteristics, while considering how they serve the BCMP’s six guiding principles. For example, the intersectional identity of a person’s race, gender, income, education, ability, and other factors contributes to whether or not they feel physically and mentally comfortable in a public space. Depending on who you are, poor maintenance, lack of lighting, dangerous traffic, or over-policing could be the deciding factor in whether Broadway Corridor feels welcoming to you. In other words, Comfort & Image should always be considered in terms of the Equitable principle. (See page [TK] in Appendix I for a community engagement exercise exploring this topic.)





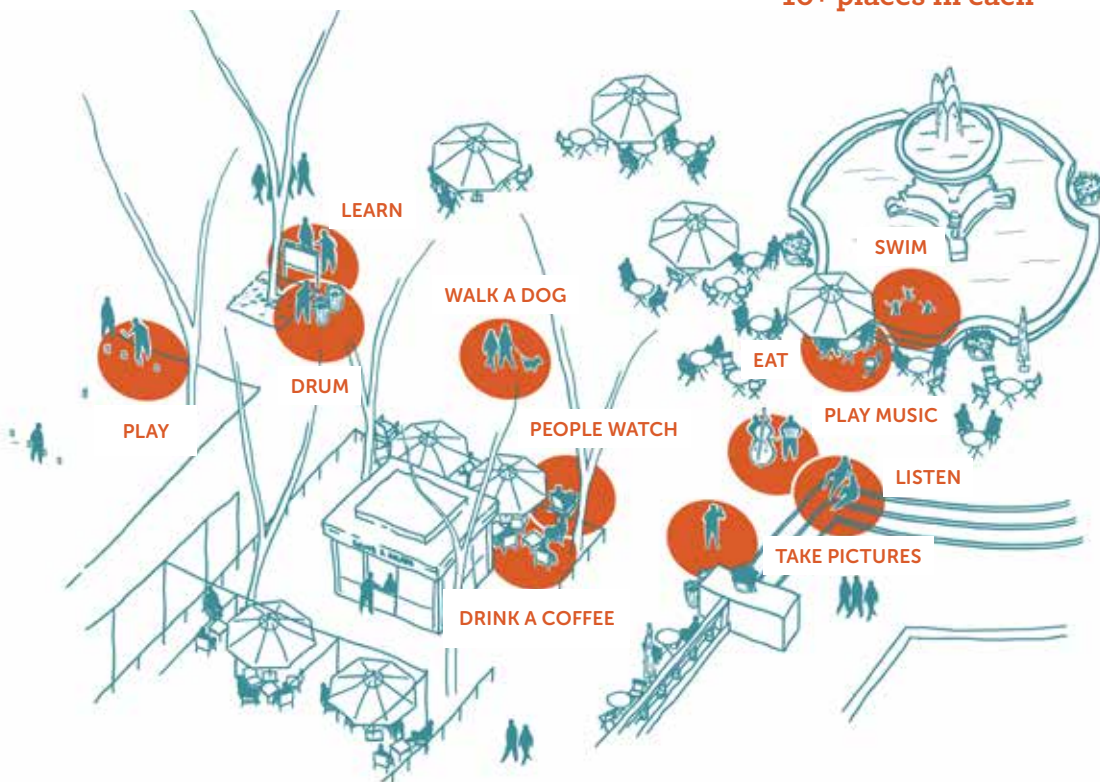
CITY/REGION

10+ major destinations



DESTINATION

10+ places in each



PLACE

10+ things to do
(layered to create synergy)



The Power of 10+

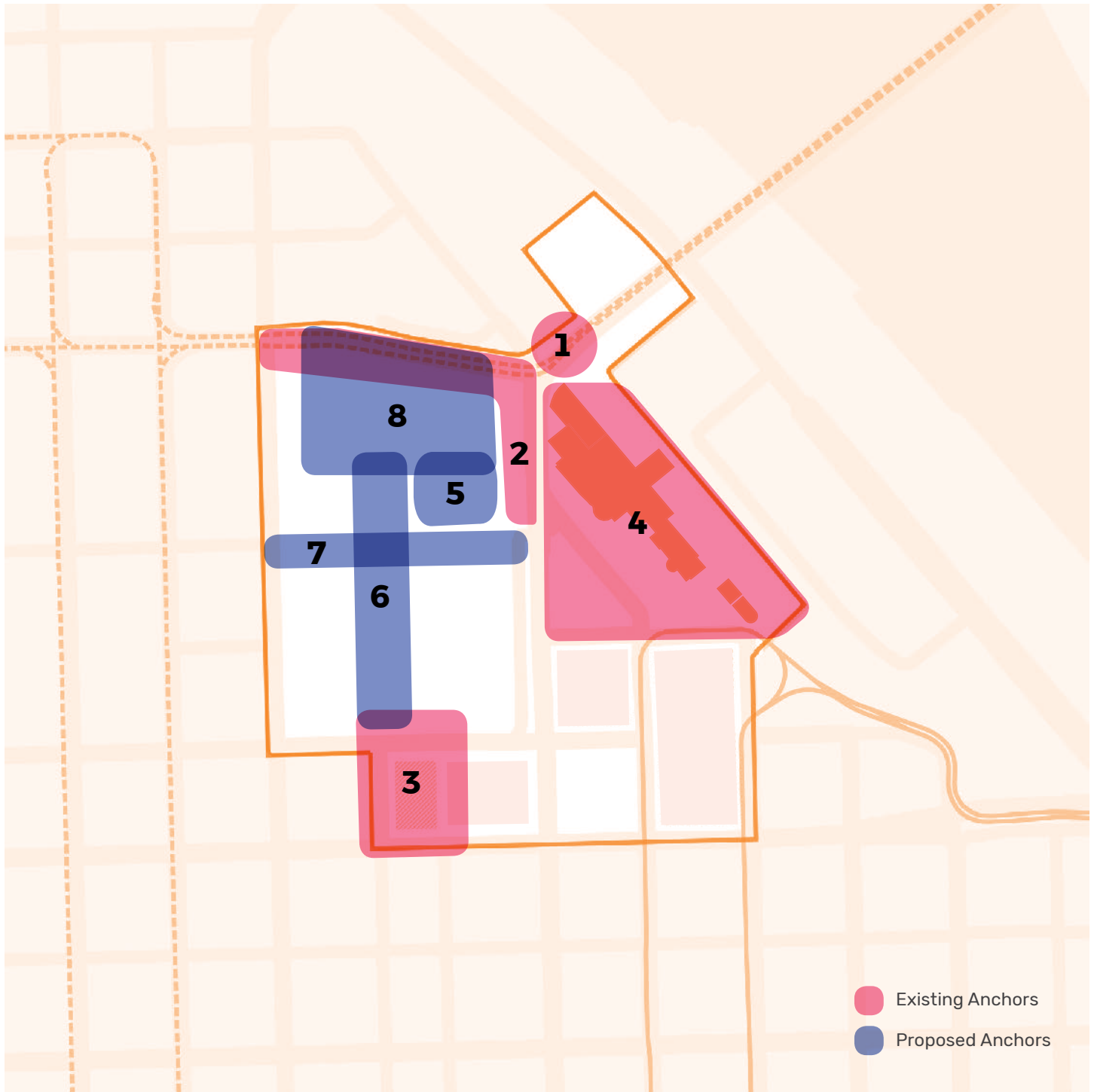
To be successful, cities need destinations. They need a wide variety of destinations provide the gathering places necessary for a healthy community. A destination might be a downtown square, a Main Street, a waterfront, a park, or a museum. PPS challenges cities of all sizes to identify at least 10 or more such destinations to anchor its broader identity and public life.

What makes each destination successful is that it has multiple places within it. For example, a square needs at least 10 places, like a café area, a fountain area, a lawn, a library kiosk area, and so on. Within each of those places, there should also be at least 10 things to do. The café, for example, might have tables and chairs to sit and eat, a counter to lean on, places to read a paper, places to people-watch, and more. Cumulatively, these nesting layers of activities, places, and destinations are what make a great city. PPS calls this big idea the “Power of 10.”

Most importantly, these layers of use should be arranged in a way that creates additional value. For example, a well-located place to sit is almost always welcome, but it is much generates much more use when it is “triangulated” with food, sun and shade, convenient waste receptacles, and a good view of kids playing or other interesting uses. On a larger scale, co-locating uses like a fresh food market, prepared food vending, event spaces, casual public spaces, and business services can create a destination that is greater than the sum of its parts, providing more impact and efficiency for vendors, users, and support organizations alike.

For the Broadway Corridor site, the Power of 10 reveals the importance of creating destinations (and places within them) that contribute to multiple outcomes of the six guiding principles, rather than single-use facilities. Goals for equity and vibrancy or resilience and connectivity, for example, should go hand in hand at the micro scale of the project, as well as at the macro scale. These goals can be achieved more effectively, efficiently, and seamlessly together.

Bubble Diagram



EXISTING ANCHORS

1. Broadway Bridge Gateway
2. Broadway-Lovejoy Boomerang
3. New Park Block
4. Union Station

PROPOSED ANCHORS

5. Community Center/Public Incubator
6. Green Loop Boulevard
7. Main Street
8. Market Square

Broadway Bridge (Existing Conditions)



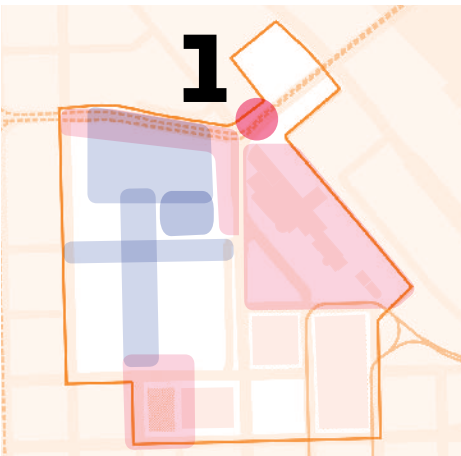
TEN THINGS TO DO:

- Overlook of Broadway Corridor
- Interpretation displacement on site, including ongoing stories of Native American and African American Portlanders
- A small-scale anchor business for affordable food & beverages, news, magazines, and other conveniences
- Flexible seating and tables to sit and relax, read, eat and drink, or to enjoy views
- “Bunny slope” path for inexperienced cyclists and people of all abilities
- A retractable canopy for shade and shelter
- Wayfinding cues, like Green Loop signage and additional lighting to highlight bridge structure
- Separated bike lanes along Broadway and NW Lovejoy St.
- Elevator between Broadway Bridge and Union Station area

EXISTING ANCHORS

1. Broadway Bridge Gateway

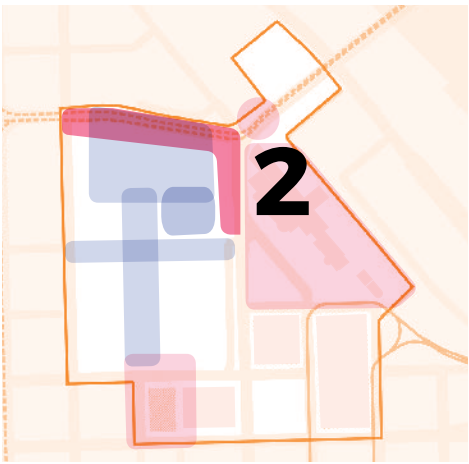
Broadway Bridge could become a multimodal gateway for commuters and visitors to the area alike, with clear signage and a place to linger, eat, read, and enjoy the views. Strong pedestrian and cycling connectivity to the top level of the bridge would also be critical.



Goodwill Bridge, Brisbane Australia



Firmament at Discovery Green, Houston, TX



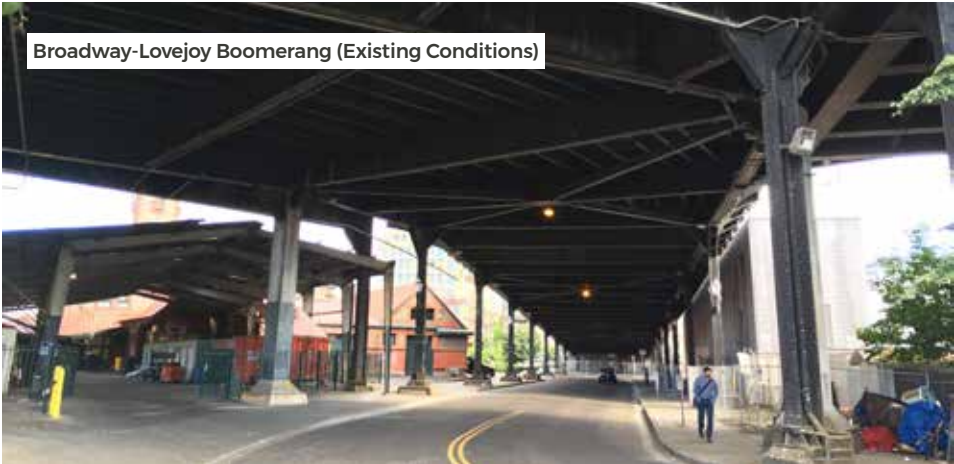
EXISTING ANCHORS

2. Broadway-Lovejoy Boomerang

Broadway and NW Lovejoy St meet in a unique, elevated boomerang shape that divides the current USPS site from Union Station and the Pearl District to the north. This area should become a seam rather than a barrier, stitched together with creative design, amenities, and programming.



Camden Night Gardens, Camden, NJ



Broadway-Lovejoy Boomerang (Existing Conditions)



Zebra Crossing Mural, Madrid, Spain



East River Waterfront Esplanade (under FDR Drive), New York, NY

TEN THINGS TO DO:

- Rotating art and murals that take advantage of viaduct architecture
- Spillover from Market Square under Lovejoy viaduct
- Zebra crossing mural and/or shared space connecting Market Square and Union Station
- Nighttime uses and events, like nearby bars, live music, or festivals
- Flexible public seating and tables
- canopies extending viaduct cover and heatlamps in winter
- Porous, active edge on USPS vehicle repair facility to add “eyes on the street” under Lovejoy
- Permanent or temporary skate park
- New accessible connection to Broadway Bridge
- Creative lighting to highlight structures and promote safety



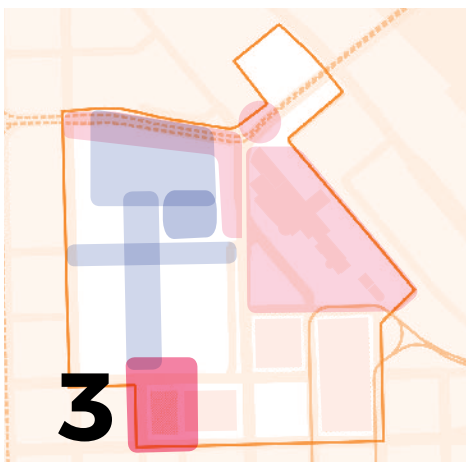
The Bentway, Toronto, ON
by Nicole Pacampara & Denise Militzer



CLOUD, Olympic Plaza, Calgary, AB



Bryant Park,
New York, NY



New Park Block (Existing Conditions)

EXISTING ANCHORS

3. New Park Block

This extension of the North Park Blocks, should provide a visual terminus for the path with a focal point, such as a rotating interactive artworks curated by PNCA, as well as programmable space around it.

While incorporating additional greenery, this space would have a more urban character to complement the green and lush nature of the existing North Park Blocks. This section will act as one of the destinations along the Green Loop path through the site, and could include uses to promote a healthy lifestyle.





Seasonal Events at Discovery Green, Houston, TX

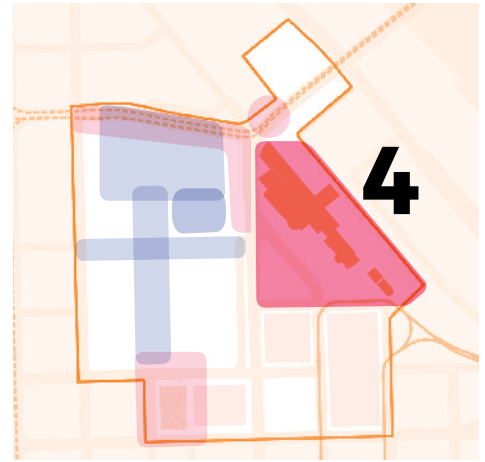


TEN THINGS TO DO:

- Fitness stations
- Programmable space for exercise classes at various times of the day
- Interactive art with an element of environmental sustainability
- A nature based play-space for children to promote learning and engagement
- A gazebo or picnic shelter for families or larger groups
- Temporary covered skating rink in the winter
- Food trucks at mealtimes with flexible seating
- Creative and interactive water feature
- Public library kiosk
- Visual art programming, engaging PNCA students and local artists from a wide diversity of communities



Flexible Lawn and Hardscape,
Bryant Park, New York, NY



Union Station (Existing Conditions)

EXISTING ANCHORS

4. Union Station

A hub for transportation—rail and light rail, buses and bicycles—with a variety of uses that cater to people passing through. A revitalized plaza will act as the commons connecting these modes, with the historic Union Station building as the focal point. The station itself should become a public space, for transit riders and others alike.



Federation Square, Melbourne, Australia

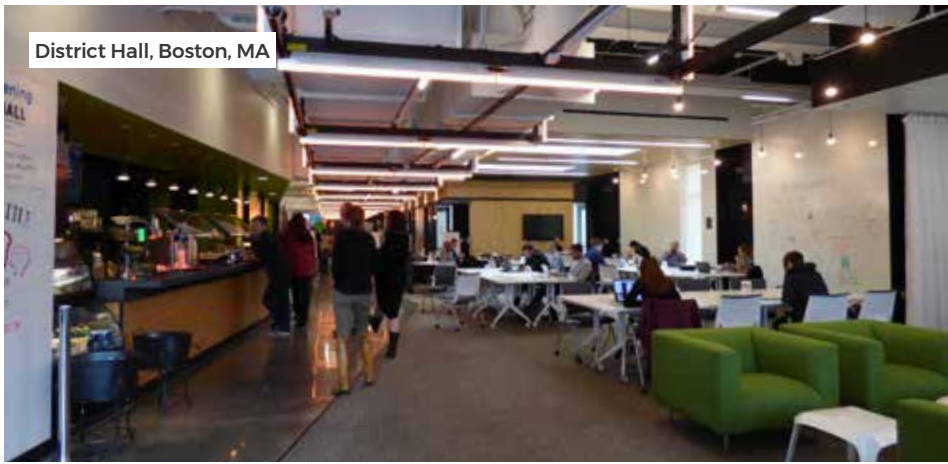


TEN THINGS TO DO:

- Multimodal waiting areas with access to a variety of comfortable seating and refreshments
- Places for grab-and-go food at a variety of price points
- An open-late pharmacy or convenience store for everyday needs
- Seasonal retail, like flowers
- Bike storage, lockers, and showers for train-to-bike connections
- Tourist information center and wayfinding
- Outlets and WiFi with comfortable seating and leaning space nearby
- Performances or rotating public art to give variety for regular commuters
- Piano in public space
- Lounging chairs to nap in (with good sight lines and supervision)



Coffee Kiosk, Portland, OR



District Hall, Boston, MA



Venture Café,
Cambridge, MA



Edney Innovation Center,
Chattanooga, TN



Roxbury Innovation Center,
Boston, MA

PROPOSED ANCHORS

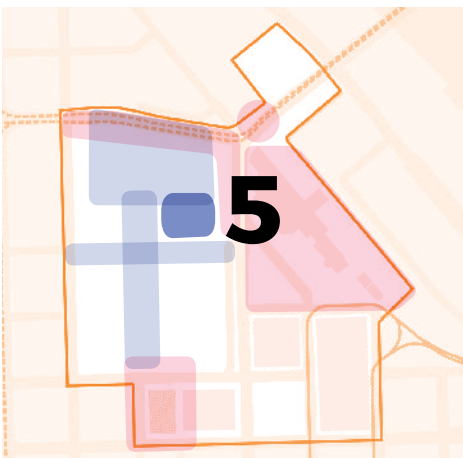
5. Community Center/Public Incubator

A community center that brings together multipurpose sports facilities, affordable community rental spaces, bathrooms and showers, and a program of educational and recreational activities could meet a variety of needs in downtown Portland. Its location adjacent to the market square would allow activities to spill outside.

The center could also house a business incubator to connect underserved communities to economic opportunity by providing access to workspace, tools, formal and informal education, business services, and community support in a public setting.



Portland Mercado, Portland, OR



Portland Mercado, Portland, OR



TEN THINGS TO DO:

- Classes in languages, personal finance, and more
- After-school and after-work sports leagues
- Public computers
- Exercise equipment for all ages and abilities
- Multipurpose courts
- Public networking events for aspiring entrepreneurs, particularly people of color
- Range of affordable coworking, private, and workspaces with free wifi, power outlets, public computers, and a variety of seating and tables
- Makerspaces, shared kitchens and equipment rentals via affordable memberships
- Meeting and event space for rent (free for on-mission uses)
- Courses in business and technical skills for adults and youth



AS220, Providence, RI



Edney Innovation Center, Chattanooga, TN



Edney Innovation Center, Chattanooga, TN



Las Ramblas, Barcelona, Spain
by Paulo Miranda



Cultural Trail,
Indianapolis, IN
by Matt Carroll
& Eric Fischer

PROPOSED ANCHORS

6. Green Loop Boulevard

A lush new boulevard could extend from the New North Park Block to a new Market Square. As part of Portland's "Green Loop," it could provide an off-street paved trail and cycle track punctuated with places to sit, dock a bike, or take a sip of water.

Unlike the existing Park Blocks, this promenade would include more retail and active edges, culminating in a commercial crossroads with a new Main Street.

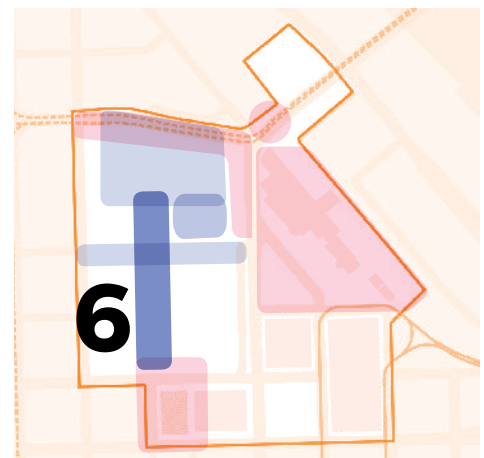
The Green Loop connection would continue onto the Broadway Bridge through the Market Square.



16th Street Mall, Denver, CO

TEN THINGS TO DO:

- Separate walking and biking paths
- Shade trees with frequent rest areas beneath
- Native plantings, permeable surfaces, and natural water management to create a resilient and lush landscape
- A range of restaurants and bars with outdoor seating options
- Small, casual play structures for children with seating nearby
- Quiet games for all ages, like chess
- Retractable bollards and small lawns for community events
- Street lighting and retractable awnings to promote comfort at all times of day and year
- Public bathrooms and water fountains
- Green Loop wayfinding



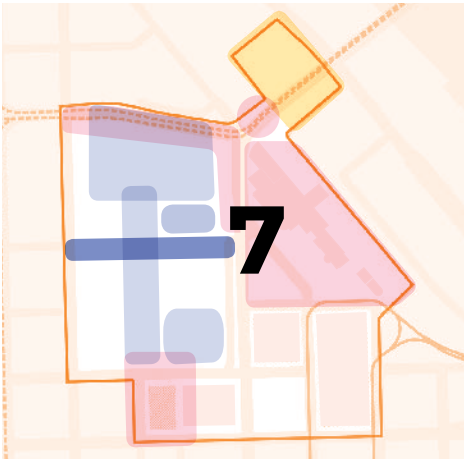
PROPOSED ANCHORS

7. Main Street

A new “Main Street” extending Johnson Street eastward would provide a crucial connector through the district, while complementing the Green Loop Boulevard and capitalizing on views of Union Station from the Pearl District. This street should have a lively commercial character, feeding the district with foot traffic.



Lively Sidewalk, Brooklyn, NY



Retail and Awning,
Brisbane, Australia

TEN THINGS TO DO:

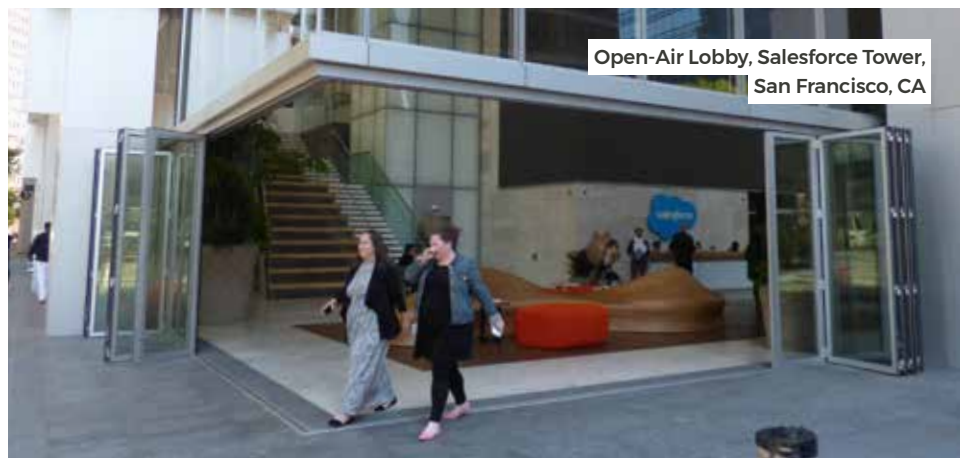
- Retractable awnings
- Wide sidewalks, allowing business and restaurant spillover
- Slow, two-way car traffic and on-street, high-turnover parking
- Affordable scale-up retail space for businesses incubated on site
- Everyday goods and services, reflecting the residential diversity of the district
- International food options at a variety of price points
- A rotating program of buskers at peak times
- A “100% corner” at Boulevard intersection with corner entrances, large bulbouts, dynamic ground floors, and a civic or employment anchor
- Public bathrooms and water fountains
- Retractable bollards for community events



Active Corner with Diverse Seating,
Pearl District, Portland, OR

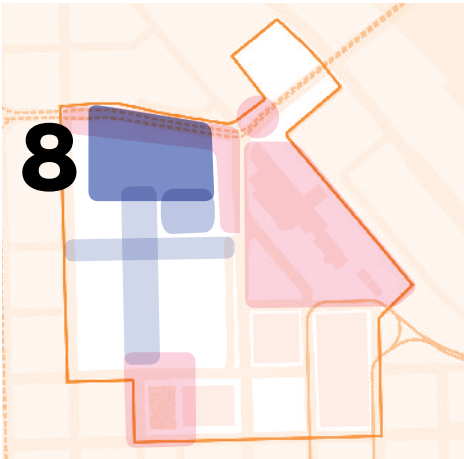


World's Largest Pancake Breakfast,
Springfield, MA | by Spirit of Springfield



Open-Air Lobby, Salesforce Tower,
San Francisco, CA

Market Square (Existing Conditions)



PROPOSED ANCHORS

8. Market Square

A new civic square would terminate the Green Loop Boulevard, while spilling out under the NW Lovejoy Street viaduct.

The commercial boulevard will draw people into this space similar to a European piazza with room for gathering and seasonal programming.

The existing vehicle repair structure on the north edge of the USPS site could be repurposed as a public market, with the square becoming a larger spillover space on market days. Other uses for the building could include performance space, festivals, and holiday markets.





Portland Mercado, Portland, OR

TEN THINGS TO DO:

- Multipurpose plaza for events
- Flexible seating and tables
- Multicultural food truck pod
- Fresh, affordable grocery options
- Seasonal festivals, like Chinese New Year, My People's Market, Portland Winter Light Festival, night markets, and holiday markets
- Regular performance program
- Retractable awnings, fire pits, and other seasonal comforts
- Small-scale rooftop urban agriculture for production and education
- Biergarten or other nighttime attractions
- Affordable restaurant anchor to provide active, porous edges (especially to adjacent spaces under Broadway-Lovejoy Boomerang)



Sundance Square, Fort Worth, TX



Street Hierarchy

Our streets have always served multiple functions instead of the perceived moving and/or storing of cars. In addition to being ways for a variety of movement including transit, pedestrians and cyclists, streets are valuable public spaces for the community and serve as the connecting

fabric and frontage for residential, commercial, and other land uses and activities. A classification (or typology) is a good way to start the process of creating a variety of streets that each serve a different function and have distinct characters.

Destination Streets

Streets that become destinations lined with a variety of businesses as well as flexible programs that change over the course of the week and year. These streets are meant to serve transit, delivery vehicles, automobiles as well as people on foot and bicycles on different times of the day.

Proposed locations: Green Loop Boulevard, between New North Park Block and Market Square; One new east-west connection, preferably along Johnson Street.

A street typology system that serves the community, must stem from the characteristics that the

community wants or values in its streets. While the typologies must be simple enough to create a usable classification system with which to evaluate and plan streets, it must be nuanced enough to address the range of conditions and activities which will take place on those streets.

Based on the information gathered through our engagement process thus far, the following topologies may be considered.

KEY ATTRIBUTES

- Two-way traffic
- Wide sidewalks with space for spillover retail
- High-turnover street parking
- Dedicated space for delivery vehicles
- Physically separated bicycle facilities
- Access to public transit



Example Neighborhood Main Street
Urban Streets Design Guide, NACTO



Example Residential Shared Street
Urban Streets Design Guide, NACTO

Shared Spaces

These are streets that do not handle large volumes of traffic but must provide connectivity for all modes. A curbless design ensures connectivity with the right amount of built-in flexibility to serve as front yards whenever needed. The lack of segregation lends a certain amount of uncertainty and thus awareness among fellow users, that translates into slower vehicular speeds.

Proposed locations: All east-west streets south of Johnson Street.

KEY ATTRIBUTES

- Connectivity for all modes
- Very low traffic volumes
- Curbless design
- Rougher paving materials for slowing down traffic. Ideally also porous and climate responsive
- Optional additions: planter boxes, street furniture, tactile warning stripe at entrypoints

Neighborhood Greenways & Alleyways

These are narrow pedestrian priority alleyways creating meaningful public space for high density residential areas where demand for places to walk, bike, and play may be higher than the rest of the area.

Proposed locations: Continuation of Kearny Street into a green alleyway.

KEY ATTRIBUTES

- Retractable bollards to restrict vehicular use, unless required for an emergency
- Greenway/trail treatment and materials
- Amenities for proper storage of recycling and trash
- Space for greening - landscaping, community gardens,
- Doorways to residential buildings and places to sit



Example Commercial Alley
Urban Streets Design Guide, NACTO

Interim Activation

Major real estate developments in a town/city often create a long period of no activity at a site often building the suspense and catching their users by surprise upon opening. Not only is there a risk of making capital investment in programs that haven't fully been vetted by the community, but there is not much room for making changes once the infrastructure is built. Project for Public Spaces has long been a proponent of short term activation projects for several reasons:

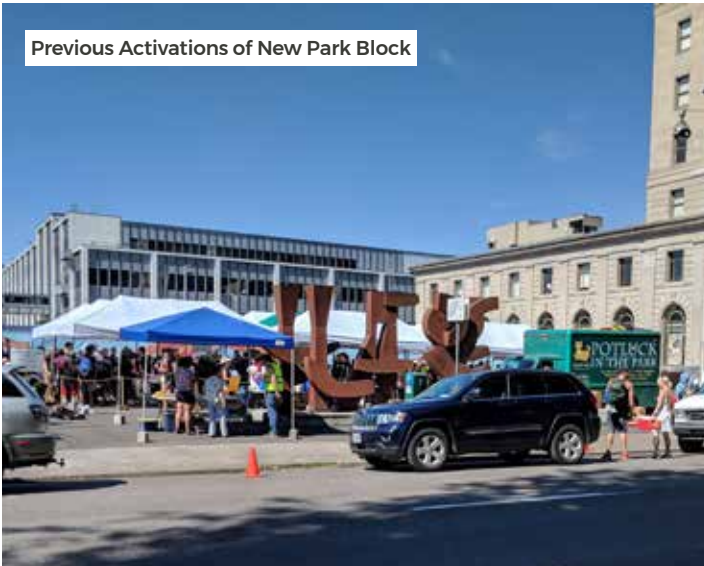
- It provides a low-cost way to test out some of the program ideas ahead of any capital investment, for example, a market.
- It creates opportunities for building excitement and support for the project ahead of implementation.
- It allows for exploring various partnership models on a low-stakes basis, for example potential vendors and partner institutions.
- It informs long term design and infrastructural

requirements, for example the need for any special equipments for outdoor performance, or the most suitable locations for loading area for markets

- It can create additional opportunities for community engagement and feedback.
- And lastly, it can add 'eyes on the street' to a site of this scale about to undergo major transformation to avoid negative or unlawful encampments.

In our engagement thus far, we perceive a need for interim activation to test out what programs are suitable for the broadest possible audience for the site, and what local talent there is to create uses, activities, and programs that would spread prosperity to the most vulnerable populations, and promote local entrepreneurship. We have summarized some of these ideas into strategies below, however, we strongly recommend meeting with potential partners and collaborators before creating a detailed plan for activation.

Previous Activations of New Park Block



Short Term: New Park Block

We hope that the vacant and derelict lot next to PNCA will become a meaningful addition and a terminus for the park blocks in the long term, but in the meantime, there is potential for more sustained activation building on the 'Activate the Block' idea from 2016.

PNCA, along with other key partners like PBOT could take on a mural painting project to create a piece that may live on in the future development. For example, a portion of the Post Office building could be painted and partially preserved in the future development. Parallel programming when a mural is being made could bring more people to the site as well, as could outdoor art classes for students of PNCA and the

community. There can also be a focus on performance art to create variety and attract families and large groups looking for things to do in public space.

POSSIBLE PARTNERS

- Prosper Portland
- PNCA
- PBOT
- Local art collectives
- Institutions of learning for outdoor classes
- Culinary institutions and food entrepreneurs

Short Term: Union Station

Major events that give people a reason to visit the site would be the most effective strategy to activate the space in front of the station, the indoor areas, as well as the street under the Broadway viaduct.

The number of people currently using the station is too low for it to be a destination, but in order for it to become one in the future, its perception as a single-use space needs to change. Similar to the New ParkBlock strategy, a festival at Union Station would create opportunities for local talent and small-business owners to test out ideas for the place.

One source of inspiration is the Camden Night Gardens in Camden, NJ, a yearly event that activates a portion of the city's industrial waterfront for a night of celebration, art, and community activities. The event attracts people of all ages and different walks of life and involves elements of performance, visual art, music, food, and play. The Night Gardens received a seed grant from ArtPlace America and is part of a larger citywide initiative to improve community connectivity within Camden called Connect The Lots.



Camden Night Gardens, Camden, NJ

POSSIBLE PARTNERS

- Prosper Portland
- PNCA
- PBOT
- Local art collectives
- Institutions of learning for outdoor classes
- Culinary institutions and food entrepreneurs

Mid Term: Market Square

One of the big ideas from the place concept above is the creation of a central plaza to serve as a "market square" at the north end of the current USPS site. That idea can be tested as a mid-term strategy while the post office building is being emptied and demolished.

A small portion of the building may be preserved to serve as the indoor section of the market with open space in front of it for outdoor uses. Additionally, a complementary public incubator be created by preserving small portion of the larger building adjacent to Union Station. In the absence of a building, similar activities can be planned in tents, shacks, or other temporary structures to create enclosure.

The benefit of this strategy would be to explore the correct location and scale of this square, the demand for an incubator space, and the right mix of offerings for a marketplace.



Sketch of Interim Market Square
Activation on USPS Site

POSSIBLE PARTNERS

- Prosper Portland
- Local food collectives
- Farmers market groups
- Flea and other merchandize market groups
- Community entrepreneurs - Verde, WeWork

4

Appendices

Appendix: Summaries of Community Engagement

June Steering Committee Meeting (06/26/2018)

Visual Brainstorming Exercise

During the June BCMP Steering Committee meeting, attendees were asked to use sticky notes to brainstorm ideas for the kinds of uses and amenities that could happen on the Broadway Corridor site across a range of categories, from arts and culture to social services to business incubation.

Below is a transcription of the responses in each category. Points with asterisks indicate ideas that others “upvoted” by placing a sticker on the sticky note (one asterisk per sticker).

ARTS & CULTURE

- Carousel pavilion as catalyst for recreation and entertainment***
- Attract people from beyond Portland
- Performance and event spaces
- Rotating mural
- Future low-income and people of color residents define

EDUCATION

- Public K-5 to serve Pearl District
- K-16 and community ED
- Job training facilities
- Parks and green spaces focused on interpreting past and current natural history/ecology of site (Tanner Springs)

EVENTS

- Event programming that reflects community**
- \$0 permit fees to lower barriers for community use

FOOD & BEVERAGES

- Food courts with covered outdoor seating, fire pit!
- Beer garden
- Chinese community needs a big Chinese restaurant that can handle 400+ banquets. Food quality needs to match quality and service of counterparts in San Francisco and New York. (Response: I don't feel like this is the correct space for this though... This should be in Chinatown.)
- Places to get a \$1 cup of coffee

- Reflect needs and priorities of displaced people who have right to return

GREENERY

- ADA paths
- Expand Park Blocks
- Community garden
- Commercial farm space for people of color and low-income people
- Space for quiet contemplation
- Parks and green spaces provide different functions and experiences
- Ecoroofs for pollinators and public access to nature
- Vertical green spaces via green walls that engage people and provide habitat and cooling
- Significant forest canopy for multiple benefits: shade, access to habitat, nature
- Green spaces that reflect the area's past and current ecology, geology, history
- Access to and improvement of ecology of the river banks

INCUBATOR SPACES

- Focus on women/minority-owned businesses
- Affordable spaces
- Free/subsidized space for startup-supporting organizations
- 100% affordable housing
- Low-cost/free event space

PEDESTRIAN & TRANSIT AMENITIES

- Free transit in entire system for low-income residents*
- MAX or streetcar
- Benches, lighting
- Multilingual and audible wayfinding signage
- Can this community help with the lack of vehicle parking in Chinatown?

PLAY

- Carousel pavilion***
- All-season outdoor space**
- Intergenerational
- Community games
- Chess/checkers
- Universal design
- Future low-income residents define

RETAIL

- Affordable commercial lease space*
- Retail space priced for minority businesses

SOCIAL SERVICES

- Unarmed security, non-militarized uniforms**
- “No wrong door” concept, easy to connect with what you need*
- How can this community contribute to assisting the homeless situation in neighboring neighborhoods?*

Power of 10+ Exercise

During the June BCMP Steering Committee meeting, attendees were broken into five groups tasked with identifying existing public places they feel fulfill the BCMP’s six guiding principles (with a green sticker), places that do not (with a red one), and places they think could do so with certain improvements (with a yellow one), briefly recording why they selected it. Then each group selected one place from each category that they felt the BCMP could learn the most from for a “deep dive” discussion, answering questions about who uses the site, what improvements could be made, and what the biggest takeaways are for the BCMP, followed by a report back to the entire group.

The following pages include two maps showing the locations of all group’s stickers, one at a the scale of a 10-minute walk and another at the Central City scale. Circled clusters of stickers indicate sites selected for one or more group’s deep dive. Following the two maps is a table of describing the same places, ordered by how often they were mentioned. Each entry includes the number of stickers it received in each category (green, yellow and red), whether or not the site is within a 10-minute walk of the site (marked with a Y), and a summary of every group’s comments about the site.

JAMISON SQUARE

- Shade, water, food. Vibrant, public, music.
- Users: Young families, neighbors, people who use the streetcar to get there, urban and suburban. Not diverse, despite being close to low-income housing (Pearl Court). Amenities matter more than location.
- Short-Term Improvements: Additional transportation options, bocce, BBQ, trees, free lunch programming,

- Navigators with good knowledge of city resources
- Outreach(mobile) engagement of those living outside
- Social services is a loaded term! How can we work with the houseless population?

SPORTS & RECREATION

- Free space for activities
- 24-hour usage*
- Accessible
- Covered space

SUSTAINABLE INFRASTRUCTURE

- Creates jobs for low-income people and people of color*
- Make this a priority for entire corridor
- Educational component

OTHER

- 100% affordable housing
- High wages for people building the site and ongoing operations

basketball, culturally specific programming, bathrooms, showers, community health resources, more affordable retail and food options, performance.

- Long-term Improvements: increase balance.

WATERFRONT

- Users: Feels open to everyone.
- Tom McCall Park: Active, well-programmed. Free (no entry fee, like sports event).
- Waterfront Bowl: Can get “feet wet,” large green “works for everything,” cherry blossoms (cultural connectivity).
- Waterfront Access: Poor and infrequent. Lack of clarity, needs wayfinding, river edge activation, allow waterfront approach. Cycling access.
- Saturday Market: Tremendous opportunity, poor balance of utilization.

MODA CENTER

- Single use, gentrified neighborhood. Causes traffic and parking challenges. Supports big business and chains, not local business. Doesn’t feel safe. Lack of history, lack of human scale. Why would we come if a game weren’t on?
- Lack of living-wage jobs, no housing, few economic opportunities. Poor universal design. Low return on investment.
- Users: Blazers fans, concert goers who pay high ticket prices.
- Short-term Improvements: activating mall space, food

choices (carts, etc.), accessible/affordable events. Long-term Improvements: Diversify use/utility.

DAWSON PARK

- African American cultural center, clear space definition, big employer, kids area, party area. History of community, lots of things to do.

LLOYD CENTER

- Affordable, food, great for kids and teens. Really ugly. Not walkable. Lots of access and opportunity.

COLONEL SUMMERS PARK

- Accessible, many events and activities, transit area, diverse.

THE FIELDS PARK

- Gathering, interaction, dogs. Access could be improved with more affordable housing and services.

DIRECTOR PARK

- Food, retail, program, seating, fountain.
- Feels open to everyone.

IRVING PARK

- Wide mix of uses, public outdoor space. Everyone is welcome, diverse. Basketball draws big crowds of young people, older folks watch.
- Needs more play equipment for younger kids, more activities for older people.

LADD'S ADDITION

- Model for missing middle housing (though not affordable).

NORTH PARK BLOCKS

- Good kids area. Otherwise, isolated, no parking, no eyes on the street, disconnected.
- Users: School kids (Emerson), homeless, basketball and bocce ball players.
- Short-Term Improvements: Encourage activity, program uses, increase light (take out a few trees?). Link history of space to kids' play.
- Mid-Term Improvements: Improve connectivity, increase eyes on the street. Increase kiosks of activity (e.g. Las Ramblas, Barcelona). Long-Term Improvements: Soften edges. Create a destination.
- Takeaways: Get the ground-level activity right, think about season and access to light, toilets are not activation but necessary. Needs to be incredibly usable, multi-use, need more flexibility, tourist destination?

PIONEER COURTHOUSE SQUARE

- Food, retail, program, seating, fountain.
- Feels open to everyone. Great for events, super hot in the

summer, no cover in the winter.

PORTLAND ART MUSEUM

- Let's not lose the accessibility.

PROVIDENCE PARK

- Transportation system supports programming and livability, vendor diversity. Super active during events, somewhat integrated other times.

TANNER SPRINGS PARK

- Quiet, contemplative, nature. Access could be improved with more affordable housing and services.

TILIKUM CROSSING

- New bridge, car free. Pedestrians have tough time navigating on east side.

ALDER STREET FOOD CART POD

- Great choices, but no places to linger or gather.

CENTENNIAL MILLS

- Access to and improvement of ecological condition of the river.

OLD TOWN CHINATOWN

- Historic significance for the Chinese community. Attract Chinese community back to area through better collaboration, bigger voice in broader community. Hidden groups need a champion.
- Parking problems need fixing—not enough.
- Homeless situation and high crime create sense of discomfort. Disperse?
- Encourage/support local businesses to improve area.

CON-WAY BLOCK 290

- No affordable units, no uses for communities of color.

EASTBANK ESPLANADE

- No food, retail.

GREYHOUND BUS STATION

- Potential redevelopment if Greyhound moves.

KELLER FOUNTAIN PARK

- H2O! So pretty.

MISSISSIPPI/BOISE/ELLIOT

- Affordability challenges, but first public school with preference overlay for displaced residents. "Could go either way."

O'BRYANT SQUARE PARK

- Symbol of a bad park. Backs of buildings face onto space. Ramped to high side (creates security).

PACIFIC NORTHWEST COLLEGE OF ART (PNCA)

- Arts and culture, access to living wage jobs, leverages private investment for community benefit. Innovation, creativity, education.

PNCA PARK BLOCK

- Opportunity for connection north and experience of green spaces.

POWELL'S BOOKS

- Free places to sit and read, free public bathrooms, "third place."

SOUTH WATERFRONT

- Affordability challenges, no grocery store.

UNDER BROADWAY OVERPASS

- Opportunity for engagement, activities, not space.

UNION STATION PLAZA

- Could use better design.

VANCOUVER WILLIAMS NEIGHBORHOOD

- "Buyout by California," no community input, inequitable.

WASHINGTON PARK

- Users: Portlanders, tourists, families, business event goers, hikers, outdoor
- enthusiasts, school kids on field trips.
- Short-Term Improvements: Food carts that are open to the public for free, i.e. accessible to non zoo goers. Long-Term Improvements: Transit access (tram?!).

Sunday Parkways at the Green Loop Pop-up (7/22/2018)

Site-Specific Brainstorming Exercise

PPS set up a Site-Specific Brainstorming Exercise outside of the USPS building as part of the Sunday Parkways on the Green Loop, engaging around 100 people in the ideation process. We heard primarily from middle aged people and families with young children who were biking the Green Loop.

USES & ACTIVITIES

- Play, Recreation, Entertainment
 - Playground and pond (like Laurelhurst Park)
 - Running track
 - Workout equipment (example of beaches in Australia)
 - Water feature like Rose District
 - Fountain, interactive
 - Water features
 - All-ages playground like Ooster Park in Amsterdam
 - Playground and seating like Mission Dolores Park in San Francisco
 - Park like Mission Dolores but hill is in shape of Mount Hood
 - Baseball Stadium (several people did not like this idea)
 - Ice-skating rink, covered *
 - Games for kids and adults like Director Park
 - Games, chess
 - Small soccer pitch
 - Green space with exercise classes in North but basketball players a problem
- Food
- Ethnic/International food festival
- Union Station: more retail and food (example Faneuil Hall in Boston)
- More multi-use spaces and restaurants in the neighborhood
- Restaurants and bars, dining opportunities
- Markets
 - Flea market with retro stuff
 - Pop-up farmers market *
 - Art market, different than Saturday Market like Art in the Pearl
 - My People's Market here (Prosper Portland initiative)
- Arts and Culture
 - Live entertainment
 - Permanent piano, indoor/outdoor hangout and recreation
 - Ice breaker: artists come up with ideas
 - Sound art thing in Pioneer Square
 - Local artists to temporary or permanent, "Build it with what you got"
 - Interchanging environment, collaborative activity, interactive, audience involved
 - Outdoor art along walking paths
 - Public creative space for local artists or public graffiti wall
- Other
 - More multi-use like Director's Park, tables and chairs in

the park

- Pigeon aviary, public viewing pigeon aviary, fun!
- Rooftop public park **
- Should be multi-use destination like in Europe, food
- Small convenience store open late at night
- Meditation space, secular, quiet
- 2 and 3 bedroom affordable housing for families, no 200 sq ft studios
- Indoor park
- Create economic opportunities, businesses for economic diversity and sustainability
- Dog-friendly area
- Dog run **
- Normandale Park in Portland has good example of a dog park, 57th and Halsey
- Housing and jobs
- Lile Lahaman Park in Happy Valley

COMFORT & IMAGE

- Shade and Weather Protection
 - Covered area, out of rain for picnicking
 - Shade and seating *
- Architecture
 - Buildings in-sync with the neighborhood, not tall
 - Beautiful architecture like arcade at Ankeny
 - Keep old buildings (earthquake proof) they're gems!
 - Tall buildings, density, more sustainable
- Homelessness
 - Homeless housing
 - Safe zones for homeless people with city oversight of camps (places for bathroom and etc. like Eugene OR)
 - Houseless population, public restrooms
 - Homeless population an issue, welcoming space
 - Safety, programs for houseless people and drug users in the area
 - Safety (homelessness)
 - Welcoming environment for people experiencing homelessness
- Green Space
 - Green Area
 - Gardens – see the Master Gardener for ideas!
 - Create interim grass-seeded areas
 - Green area near Old Town
- Other
 - Places to plug into electricity
 - Softer sounds of bells on MAX trains

- Pearl District as a model, key attractions like Powell's or street car
- Clean, safe bathrooms
- Fountain, waterfall
- Lower prices
- Soft space to feel like I can walk around this neighborhood at all hours
- Lovejoy extension/alley, take benches out and relocate them

ACCESS & LINKAGES

- Pedestrian Access
 - Don't have Johnson go through walking area
 - Pedestrian-only area **
 - Open spaces without cars
 - Shuttle bus: make it easier to access without a car
 - Steel bridge safer, different rail
 - Broadway Bridge safer for pedestrians and bikes: wider lane
 - Another pedestrian bridge to connect Fields Park to river
 - Don't build next to Union Station shed, leave space for walking
- Biking
 - Smooth roads for biking
 - Connection from Green Loop to Union Station
 - Hard separation between bike lane and roadway *
 - Safe places to park bicycles
 - Secure bike parking
 - Bicycle access from Park Blocks to Broadway Bridge without zig zags
- Cars
 - Parking for residents, frees up spaces on the street for visitors
 - Channel car traffic out of area, excludes bikers and pedestrians
- Other
 - Take down viaduct
 - Connect to other spaces
 - Connectivity between site and downtown
 - 3 paths: walking, biking, running
 - Disability Accessible playgrounds are good for young kids
 - Extension of the park blocks
 - Open space and extend park blocks
 - Extending the park blocks
 - Easier access to Union Station, make it a gateway to

the city

- Transportation hub, use this to the site's advantage
- Light rail like Salt Lake City

SOCIABILITY

- Connect with people in intentional way, indoor/outdoor, no phones

- Authenticity, make indoor gathering space that is accessible in every or all night, ban cell phones
- Social to commune with others, ice-breaker objects
- Multi-generational social hub, happy hour! *
- Chicago Millennium Park appeals to a broad audience
- Everyone can participate, free

July BCMP Steering Committee Meeting (7/24/2018)

Placemaking Principles Deep-Dive Exercise

PPS presented preliminary findings from the June trip according to the guiding principles, followed by facilitated break-out sessions. Steering Committee members self-selected a BCMP guiding principle to discuss in groups. During the report back, we heard in-depth feedback on missing themes, ways to expand the guiding principles, and potential uses for the site's public spaces.

Connected Group

DID PPS MISS IMPORTANT THEMES?

- Transportation hub navigation with disparate experiences, tailor made to this area
- Connected to immediate and far-reaching areas
- Distinguished identity but consistent experience for transportation use, ie rules for bikers and pedestrians
- Reinforce what is already there
- Not just moving people through ie Burrow Market Southern London, maybe under Broadway Bridge underpass
- Attraction for visitors
- Opportunity for market ie Portland Farmers Market
- Product connectivity? Passenger focused at Union Station
- Open free seating, welcoming food options, all hours
- Do not push out homeless services
- Airport features local businesses
- Maintain what is existing (not gentrify) complement
- Placemaking towards river? Additional access, vantage points
- Continuation of Park Blocks
- Current grid difficult for people with disabilities
- Wall of current development on river
- Free transportation for low income residents and people working in the area

CONSTITUENCIES & COMMUNITIES

- Resident
- Chinese community
- Affordable housing
- Low-income community
- Communities of color
- East Portland
- Transportation Department

WHAT WOULD MAKE THE NEW NORTH PARK BLOCK AND BROADWAY BRIDGE WELCOMING, LIVELY NODES ALONG THE GREEN LOOP?

- History of African American community
- Jobs, permanent, good wages
- Places to visit, gather, picnic
- Play?
- 2-story artificial waterfall at Lovejoy Y
- pedestrian ramp and bike path
- people watching – NW element
- Visually connecting, think rainforest –vertical garden, Millennium Park Chicago, oasis

Equitable Group

DID PPS MISS IMPORTANT THEMES?

- Intent for impact on-site and externally—off-site equity issues impacted by decisions made on-site
- Too many principles—homelessness is such a complex problem—make sure it doesn't feel like someone's backyard and at the same time is welcoming
- Disagreement on homelessness issue, whether it should/ could be addressed or not
- Space-keeping to make sure people who are not represented have their needs met
- Issue of hate crimes

CONSTITUENCIES & COMMUNITIES

- Joy at PAALF (would be a good person to follow up with)
- Sustainable Northwest, land use, materials being used and decisions being made, community health
- James, construction business owner—NE Portland, African American community, misplaced communities
- Multi-family Real Estate Developer—development community
- Home Forward—affordable housing development expertise, affordable development community

WHAT ASPECTS OR ATTRIBUTES OF THE PUBLIC SPACES WILL MAKE PEOPLE MOST COMFORTABLE?

- Programming and good programming partners
- Seating for large groups
- Streets with lighting
- Alternate methods of policing
- Operational perspective, how to operate the space long-term
- Seating that can be moved around, flexible and variety
- Family related uses

WHAT TYPES OF USES AND ACTIVITIES SHOULD NOT BE INCLUDED IN THE PLAN FOR THE BROADWAY CORRIDOR?

- Over-policing and community policing
- High-end and monotonous retail
- Expensive and inaccessible parking

Prosperous Group

DID PPS MISS IMPORTANT THEMES?

- Needs to address working on ongoing operations, capture workers (equitable jobs)
- Focus on workforce as much as on entrepreneurs
- Prosperity is long term, example commercial ownership like Vanport where business can own and operate
- Crowdsourcing, example Fair-Haired Dumbbell (Mixed use by Guerrilla Development near Burnside Bridge)
- Needs to be a mix of businesses
- What are the other (skills/higher income) procurement and operations businesses?—broaden definition/role for wages standards, example legal and other high wages services

WHAT TYPES OF BUSINESSES, FACILITIES AND SERVICES WOULD ATTRACT ENTREPRENEURS, AND MINORITY-OWNED, LOW-INCOME AND WOMEN OWNED BUSINESSES? POLICY RECOMMENDATIONS?

- Free events that are family friendly
- Opportunity to incorporate education to support business
- Incubator space that serves a diverse community, childcare
- Healthcare, particularly for low-income
- Triple bottom line when defining prosperity—social, economic, environmental
- Provide for small retail spaces as well as large (500)
- Opportunity for work-live ground floor
- “Equitable business zone”
- Mix of place for families, larger units
- Public spaces and businesses, plus smaller units with communal space for younger latino residents

Resilient Group

DO WE AGREE WITH THE THEMES PPS DISTILLED?

- Concepts related to natural resources getting pushed down
- How to include more performance indicators?
- End the silos and integrate equity and environmental performance
- Be explicit about racial justice. Can we elevate environmental work by naming and environmental justice?
- Would like to see ecological function
- Double-duty greenery: connecting people with nature (health and well-being)
- Connection between ecological health and human health, example Paris Green Wall

DID PPS MISS IMPORTANT THEMES?

- Energy, waste, social connection, social-spiritual connection, food
- Resilience also about being strong as a community and having infrastructure for that
- Should ensure resilient connection between public and private
- Need to figure out how to incorporate green infrastructure into private
- Theme around wealth-building for low-income, Ciclorrutas de Bogotá
- Public green infrastructure
- Missing: Double-duty and stormwater management—the bar is too low, not demonstrating leadership
- Example Portland Farms? and Tanner Springs: a community driven process

CONSTITUENCIES & COMMUNITIES

- International Living Future Institute

- Urban Green Spaces
- Verde
- Parks Department

PARTNERS FOR EMBEDDING RESILIENCY

- Food: commercially farmable spaces (many Latinx folks seek such as space)
- Street Tree mapping for where you can pick fruit
- Not all agriculture spaces should be per-person
- Culturally Significant: spaces for residents, native requested space for past and present, cooperation with Parks to steward participation

Vibrant Group

DID PPS MISS IMPORTANT THEMES?

- Add a “Place to Be”
- Engage design community and leverage their talents
- Affordable food trucks may compete with brick and mortar restaurants
- Public space should provide opportunity for engagement—feeling part of the community
- Add to anchors—Blanchet, non profits, galleries
- Space for pop-ups, stuff that changes
- Add public art to art and culture
- Use retail space as live-work for artists
- Use cultural organizations to program space
- Don’t program all of the space—leave space to just be
- Pathways as places, include edges and convergences

CONSTITUENCIES & COMMUNITIES

- People age 50 and older, and caregivers including family
- Visual, performing arts, and design, artists

Open House (7/25/2018)

At the Open House, PPS engaged the public in three placemaking activities. The Visual Brainstorming Exercise consisted of four ideas boards. People offered input on food and beverage, pedestrian and transit amenities, social services, sports and recreation, greenery, incubator spaces, education, play, retail, and arts and culture. A Site-Specific

- College faculty
- Business community
- Neighbors

WHAT TYPES OF PROGRAMMING SHOULD THE PUBLIC AND CIVIC SPACES PRIORITIZE?

- Visual and performing arts, especially music, multicultural festivals
- Space for groups to program themselves (flexible), including celebrations
- Physical activity and play (like the swings!)
- Maries? (hard to read)
- Art studios
- Open Johnson Street
- Sculpture garden
- Better blocks
- Extend Park Blocks access

PARTNERS TO ENGAGE

- Naya, Milagro, RACC, PSU, PNCA, Converge 45, E. POX Arts, cultural affinity groups, PP+R. Healthcare Cos, FEAST, Design Week, Portland Art Museum, Street Trust

WHAT HISTORIC AND CULTURAL ATTRIBUTES MAKE THIS PLACE AUTHENTIC AND UNIQUE IN ITS IDENTITY?

- North Park Blocks! Formal open space!
- Railroad history
- Immigration
- Proximity to Pearl—Cultural Hub
- Proximity to OTCT [Old Town Chinatown] —cultural history/community
- Gateway to the city, train, bus

Brainstorming Exercise showing the park block and Union Station public spaces added to these insights. The Comfort Mapping Exercise asked the public to identify public spaces where they feel comfortable and uncomfortable, and why. Lara Media created an online survey to complement the Open House.

Comfort Mapping Exercise

Prompt: Where do you feel comfortable and where do you feel uncomfortable in downtown Portland?

Comfortable

THE FIELDS

- Dog Park

- Accommodation for pets

WATERFRONT PUBLIC SPACE NEAR THE FIELDS

- I live here. The life at the river and rails and river is fascinating!

JAMISON SQUARE

- Touchable water feature!

- Public nature, child oriented uses (family use)
- Family-friendly and clean

BROADWAY BRIDGE

- Walking across the bridge to “rose quarter” Being on the waterfront

UNION STATION

- Historic

THE YARDS AT UNION STATION

- Access to the water

PUBLIC SPACE NEXT TO PNCA

- PNCA offers free event once a month: art, cultural performance, music, food. All free. This makes me feel welcome!

FLANDERS AND NW 4TH AVENUE

- Market rate housing in Old Town

NORTH PARK BLOCKS

- Peaceful
- Worked here (construction). There’s a playard and other nice things to do, so nice (basketball)

LAN SU CHINESE GARDEN

- Is “quite” accessible and friendly but wish it was always open and not just when big events happen\

UNIVERSITY OF OREGON

- Good place to work – we want to be accessible to the local community

WATERFRONT SOUTH OF BURNSIDE BRIDGE

- Lively “Saturday” Market 9 months/year

WATERFRONT SOUTH OF SATURDAY MARKET

- Great spot to watch city – space for events
- Better Naito (In the summer)
- Better Naito! (A better way to the water)

WATERFRONT PARK TRAIL

- I like the space and the fresh air

SW MAIN STREET NEAR THE WATER

- Commercial buildings with 24/7 security presence

PROVIDENCE PARK

- It feels open and friendly to all

ECOTRUST

- Accessible

US BANCORP TOWER (BIG PINK)

- The janitors here are union, so I know they won’t go

bankrupt if they need medical care.

SOUTH PARK BLOCKS

- Feel comfortable working for the union, knowing I have my job secured

SW PARK

- Trees and pedestrian friendly walk among arts infrastructure

ARTISTS REPERTORY THEATER

- Great theatre is created here – all year round

DIRECTOR PARK

- Comfort: Love the water feature

Uncomfortable

WATERFRONT AREA SOUTH OF THE BROADWAY BRIDGE

- Cut-off from the grid

PROVIDENCE PARK

- No protected bike lane

SKIDMORE FOUNTAIN

- Amount of homeless and smell, panhandling

PROVIDENCE PARK

- Amount of homeless and smell, panhandling

DIRECTOR PARK

- Lots of sidewalk sleeping

BROADWAY BRIDGE (NE CORNER OF THE SITE)

- Entering bridge from downtown is confusing
- Accessibility! Census Bureau says 40% of people over 50 have mobility concerns.

PEARL DISTRICT (NE PART)

- I feel priced out of retail and residential spaces here

NW GLISAN (ALONG SOUTH SIDE OF THE SITE)

- Too many cars and trucks

I - 405 AND W BURNSIDE

- Terrible pedestrian environment

SW MARKET STREET

- As soon as I exit the sunset and enter Market Street, blatant open IV drug use

SW WASHINGTON AND 3RD AVENUE

- Not comfortable navigating trash, vomit, food debris, and other items littering the sidewalks

WEST SIDE OF BROADWAY CORRIDOR SITE

- Aging in place is not possible in downtown

NORTH OF BROADWAY CORRIDOR SITE

- Walking along corridor from 9th and Lovejoy to train station — drug use out in the open, needles, tents, debris — right next to vulnerable senior housing

EAST SIDE OF BROADWAY CORRIDOR SITE (NEAR BUD CLARK COMMONS)

- Feels unsafe. Not very friendly. (3 people said the same)

SOUTH OF BCMP SITE AND OLD TOWN

- Transit police and presence of police

NW FLANDERS NEAR THE SITE

- Dark (2 people said the same)

NORTH PARK BLOCKS

- Lacks landscaping and good vibes, artist expression

UNION STATION

- Transportation hub feels entirely isolated

CULLY

- Worried about air quality and traffic in Cully due to relocation

PARK SPACE NEAR STEEL BRIDGE

- No lighting, dark, interesting people

Site-Specific Brainstorming Exercise

Prompt: What would you like to do in these two places?

USES & ACTIVITIES

- Play, Recreation, Entertainment
 - Activate Union Station after hours **
 - Ride a historic replica train
 - Outdoor events in green area outside Union Station near Wilf's *
 - Exercise benches, sitting and pedaling (example in Los Angeles)
 - Fitness equipment for aging population
 - Community center or recreation area with a swimming pool *****
 - Covered basketball, bocce courts
 - Baseball Stadium
 - Amusement Park, indoor/outdoor 24/7
 - Movies in the park in Park Block
- Food
 - Food cart pod
- Arts and Culture

TOM MCCALL PARK

- The riverfront here has the oddest path — inaccessible to wheelchair users, or anyone with mobility issues

DOWNTOWN

- Lack of parking
- Uncomfortable with the whole of downtown because there are too many people in it.
- Colorful character (did this person mean to label downtown as comfortable?) Bikes and cars together shared

NW 13TH AVE AND OVERTON STREET

- No stop sign or light — cars go so fast all of the time
- Car break-ins, lack of stops signs, crime/shootings, no bike lane, bad visibility at intersections

NW 6TH AND FLANDERS

- Drug dealing

PEARL DISTRICT NEAR NW GLISAN AND I - 405

- All the construction kills the foot traffic, therefore it is unsafe to walk at night or any other time
- Car break-ins happen more often where there is no foot traffic. And that is caused by construction.

NW 4TH AND COUCH

- Gunfire and stabbings

- History museum — interactive for everybody
- African American cultural center, education, arts and culture, history (could be located near NW 5th and Flanders *
- Native American historical events
- Outdoor event space for music festivals *
- I would like to see the students art from the street. The more variety the better. Give voice to young artists.
- Entrepreneurship
 - Small business incubator
 - Commercial farm and learning space run by people of color

COMFORT & IMAGE

- Shade and Weather Protection
 - Covered area, out of rain for picnicking
 - Shade and seating *
- Architecture
 - Similar architecture to PNCA
 - Water feature for sound/visual
- Homelessness

- Loving/safe options for existing houseless population
- Address houselessness
- Ensure houseless folks at Bud Clark are not displaced
- No navigation center
- Yes navigation center
- Demonstrated care for houseless population
- Harm reduction spaces
- Services on the site, mental health

ACCESS & LINKAGES

- Underground parking *
- Car free streets ***
- Park designed by wheelchair user, and is an artist.
- Street car stop at junction of Broadway and Lovejoy serve

Visual Brainstorming Exercise

ARTS & CULTURE

- Hire ORI Gallery to advise on how to build art spaces that center Queer POC artists. Art Spaces are often left for a small group to enjoy.
- Outdoor concerts, Jazz, Afro-Cuban Salsa
- Film School
- ADA accessible theater space, green room (stage and audience)
- See people with disabilities and of color making and performing
- History of Willamette River and Natives
- Recognizing historic leaders of color *
- Native American Festival under the Broadway Bridge or near Willamette River *
- Affordable studios for artists and organizations *
- Open covered auditoriums *
- African American Cultural History Center
- More transgender-queer performers/artists *
- Interactive public art piece *
- Use arts and culture to promote healing and reconciliation
- Appreciation of First Nations all throughout the programs
- Indigenous history displays *
- Churches everywhere
- Reverse the trend of live theatre and live music venues closing
- Use the space for art based therapy, healing, and reconciliation
- Tie dye art *

EDUCATION

- Union Station and development
- Street car connection on Station Way
- Access on Johnson Street

SOCIABILITY

- Inclusive programming calendar
- Recreation – family-friendly space

OTHER

- Connect to Old Town Chinatown and history
- Connection to Cully!
- Affordable place to live
- Actual affordable housing **
- Well-paying jobs

- Joint workforce training for non-profits, businesses and union)
- Supervised kid play areas to make it easier for childcare
- Amusement theme park
- Place to use free computer, free coffee shop
- Environmental justice focused programs about the intersections of our issues
- Elementary school and afterschool activities and day care for people/families living and working downtown
- Homeownership classes and financing classes
- Mixed-age, one-off classes for kiddos (esp. home-schooled)
- Culinary trades training
- Elementary school
- Space for youth programs and activities
- Workforce training for under-represented
- Baseball stadium
- Education on what unions give to the working class and why right to work is bad for us all

FOOD & BEVERAGE

- Permanent home for displaced food carts
- Small business incubator for low-income folks and POC
- POC for entrepreneurship
- Fresh food-Public food Market
- No more disposable dishes, plastic, straws
- Something between a food cart and a restaurant
- Inexpensive restaurants with outdoor seating
- affordable groceries
- Food carts under Broadway ramp
- Support POC-owned restaurants

- Model food cart space after the Portland Mercado
- Safer clubs for younger generation w/more diversified food choices
- Local MBE-WBE owned businesses
- Enjoy waterfront dining opportunities *
- Healthy affordable cultural meals
- Non-food cart ethnic food options
- Drinking water fountain
- Reusable dishware containers (no more food cart waste)
- Ayurvedic seasonal food
- Fresh healthy local/regional food
- food and Beverages that are healthy and affordable and that are not appropriated and profiting of cultures
- POC owned restaurants and carts

GREENERY

- No anti-homeless architecture, such as benches that you can't lie down on, spikes on places that provide shelter from the rain
- Shady [unclear]
- Where is Cully in this conversation? I'd like to see benefits come with the USPS site: jobs, housing and air quality
- River access north of Steel Bridge
- Native, low-H2O demonstration gardens
- Johnson Street greenway to River Trail!
- Accessible nature trails
- Trees as strong component *
- North Park blocks better vibe, more greenery
- Park blocks extend to Union Station, green, trees *
- MOre green space for children with games, better parking, low-income housing
- See Union Station forecourt from greater distance (many directions) including "through" and under Broadway Bridge ramps
- Safe places for women and young folks to color to walk at night
- Native vegetation in somewhat large planters
- Green spaces appropriate for all use by all ages, not just one group or another
- Multi-use space to accommodate cultural
- Accessibility
- Shelter for homeless who have mental health disorders and addictions
- Multi-use space with seating, drought tolerant planting

INCUBATOR SPACES

- Affordable must stay affordable, mix of incomes with same front door

- Low-cost space for non-profit orgs
- Organizing space for grassroots organizations *
- Space for youth development
- Accessible housing
- Safe development spaces for houseless
- Spaces that are specific to woman jobs
- ADX (Makerspace)
- Incubator spaces for communities of Color Orgs
- A place where businesses run from home can receive mail
- Office space for small businesses such as financial services
- Space for home-based businesses to expand and raise profiles
- Drop-in shared work spaces ("commons")
- Yes! Affordable sliding fee scale for low income
- Incubator with mentorships and prof. development for professionals of color
- Affordable work space for people of color owned businesses *

PEDESTRIAN & TRANSIT AMENITIES

- Bus lanes, bike lanes, walk paths
- Ride the MAX without fear
- Fountains and water features
- Large sidewalks
- Inexpensive lockers/showers, bike parking for commuters
- Bike-only streets
- Safe space at North Park Blocks for night use
- Better car access to downtown and faster transport like in Europe.
- Safer transport.
- Remove on-street car parking on NW Broadway. Replace with larger sidewalks and trees
- Pedestrian-only areas
- Parking underground if possible-under park?
- Feel safe as a black immigrant walking and biking in Portland
- Car-free roads
- Water features and wading pools
- Designate space to ride bikes on sidewalks safely
- Ride bike from the Broadway Bridge straight through onto the Park Blocks
- Free transit
- No cops on transit *
- Dedicated walk path separate from bikes and cars
- Bike parking

- Pedestrian friendly traffic signals
- More Biketown stations
- Fareless transit in the area
- Bike safely and separated from cars
- Single use bathrooms for people of any gender
- Gender-neutral bathrooms
- Walk in the street (festival street)
- Insure all corners are wheelchair accessible
- Protected bike and pedestrian corridors on Broadway from Sandy to Downtown (?)
- Consistent curb ramps, sidewalks in good repair
- Get places faster on transit
- Put tallest buildings against Broadway ramp and shorter at 9th ave. Stagger building height

PLAY

- Community benefits agreements start to finish
- Own my own home! Buy a condo to live in where I can walk to amenities *
- Open, green space in communities that I can afford. There are great parks all over, I just can't live near them
- Space that I will feel safe for my black son to occupy
- Spce for families
- Big plaza with water
- Enjoy my time without being shocked by the drugs and unsavory behavior
- Bring young kids without witnessing so much dryp abuse
- Open, heated indoor spaces for winter
- Community Center with indoor gym and pool
- Trees
- Well lit spaces at night
- Access the river from nearby any point along it
- Feel safe

RETAIL

- Unique, local, non-chain
- Retail that gives back to non profits
- Affordable daycare
- More POC owned shops!
- Support places that provide living wages as well as benefits to their workers.
- Union jobs - janitors
- Grocery Store
- High paying jobs will give people more money to spend in businesses *
- Interior street (union way)
- Businesses that are people of color owned! *

- Reduced rent for small businesses operated by members of marginalized groups
- Local, people of color owned
- Introduce underground retail open till midnight
- Space for people of color to engage and participate, not solely boutiques
- Sufficient parking to support retail, office, and park visitors
- Public transportation partnerships in which priority is given to retailers that partner with transit in getting people there
- Public food market
- Union jobs, opportunities to contribute to economy *
- Businesses that don't benefit from cultural appropriation
- Jobs with true upward mobility opportunities within the retail firm - not "deadend" or "temporary" *
- Union Station to be re-designed to have restaurants, ex. Denver's Union Station **

SOCIAL SERVICES

- Union benefits
- Opportunity for Latino culture by Latinos
- Services for people with housing barriers (i.e. crime record)
- Clean and safe streets -welcoming and non-intimidating
- Social services distribute equally around city and county
- Mental health services
- Culturally competent care for folks of color
- Partner with Multnomah County Health Dept.
- Less police
- Public Bathrooms & public showers & public lockers for disadvantaged displaced community
- Safe places for harm reduction practices
- Mitigate displacement of homeless folks-how will they be affected
- Less cops on street-more social workers
- Communicate with the dev't of Bud Clark Common
- Permanent supportive housing
- Resource center for community in general
- Visitors' Center
- Do more to curb issues with mentally ill and substance abuse
- Public bathrooms and Loo *
- Problem with homeless & drugs at Lovejoy Lane
- Wellness-acupuncture and reflexology
- More shelters-police are not social workers
- City must patrol so it's not a cesspool

- Community Center like St. John's or East Side Sports Center
- Talk with police
- Want to include Cully in this too. How can it be a win there too?
- Look at social determinants of health
- Health approach to our policing. Meaning we need less policing and more services focused on tackling the core issues **
- Wheelchair access in emergency, in affordable housing units
- Deeply affordable units, multi-generational housing
- Live in affordable wheelchair accessible apartment
- Make NW Park a vibrant 10 mpw limit-woonerf

SPORTS & RECREATION

- Public indoor soccer
- Swimming pool **

- Covered basketball courts
- Bike and skate park
- Multi-use courts like mini-soccer, tennis, basketball and racquet
- Work with partners like PPS so that every graduate knows how to swim
- Space to promote health and physical activity
- Covered spaces for recreation and socializing
- Park safe with benches and exercise equipment and LA style exercise while talking with others
- Outside small running track with path way
- Safe running paths
- Pick-up basketball and have more communities of color playing in downtown
- Wheelchair access to beaches
- Large fields for soccer, frisbee, etc.
- Outside rock climbing
- Covered indoor swimming pool

Online Open House (7/25/2018 – 8/1/2018)

Administered by Lara Media

Top Three Locations Downtown

- Tom McCall Park (7 mentions)
- Powell's Books (7 mentions)
- Pioneer Courthouse Square (4 mentions)
- Forest Park (3 mentions)
- Tilikum Crossing (3 mentions)
- Oregon Zoo (3 mentions)
- Eastbank Esplanade (2 mentions)
- Portland Japanese Garden (2 mentions)
- Alder St. Food Cart Pod (2 mentions)
- Pittock Mansion (2 mentions)
- Alberta District (2 mentions)
- Washington Park (2 mentions)
- Portland Art Museum (2 mentions)
- Director Park
- Old Town Chinatown
- Moda Center
- Queen of Sheeba
- Alberta Street
- The Screen Door
- Cully Park
- Portland Mercado
- The Columbia Gorge

- Dawson Park
- Peninsula Park Rose Garden

Reasons for Selection:

- 4T Trail and Director Park for people-watching
- Resonate with my values and lifestyle
- Human-scale environments. Walkable, Nature filled, people oriented.
- Views, culture and history
- Pioneer Courthouse Square for proximity to restaurants and shopping.
- Old Town Chinatown for the bar scene
- Moda Center for Blazers games/concerts
- People like to come to Portland to see what makes it unique. I take them to local shops and restaurants and I like to show them our best bike infrastructure.
- We like to expose visitors to some of the parks and nature options and also unique local restaurants and bars.
- I love books. The zoo is beautiful. They have the best Fried Chicken. Also it is transit that I show people, because it is a great way to see the city, and it is usually that my guests' don't have that where they come from.
- It's the "happenin'" spots. Fortunately, Portland has a wealth of parks, including Forest Park (which I recommend being included), restaurants, and streets

(NW 23rd, N Williams, N Miss, E/W Burnside, etc). to choose from. My top 3 are the ones I've rec'd the most, but not because I believe they're "better" than other options.

- All three are a great way to show visitors what Portland has to offer and get a flavor for the culture of Portland
- Cully Park--I'm proud that it was built by my community
- Tilikum Crossing--the future of transportation
- Portland Mercado--a rich cultural experience
- They are truly unique and internationally acclaimed locations, and not embarrassing, such as some of the sites given in your list.

Adding to the Downtown Mix

Prompt: What activities would you like to do in the Broadway Corridor project area that you can't do now in the city?

- bicycle trails and safe ways around Broadway area
- Show off the exceptional integration of housing and services supporting those challenged by economic, mental health and physical disabilities in a vital multi faceted and heterogeneous community of folks who love workin, living and enjoying their free time in a fully integrated place.
- Eat, drink, shop and stay in one part of the city. Have all amenities within one block
- Outdoor viewing parties for Timbers/late season trail blazers games west of the Willamette
- Walk on streets permanently closed off to cars. Have a unique experience where you can walk into street shops and food trucks without the constant noise and threat from cars.
- i want to live there. I want to afford a two or three bedroom apartment for me and my family.
- Site see, especially for the general public to have rooftop/top level access to the tallest building. Portland does not offer many of these opportunities outside of Departure and PCG on the West Side. Perhaps a restaurant or venue? I would be very interested in a public space that emphasized both permanent and temporary art structures. Think about how special the Green Loop coming off the Broadway Bridge, coming down through beautiful buildings and a bustling plaza. I'd like to eat there, at several different places that are not commercial. James Beard Market maybe?? Maybe go to a brewfest in the "new park" that opens up to the rest of the park blocks?
- I would love to have more theater arts venues to visit. Also, programs for children.
- 1. Better street and parking access to Union Station; AND allowing for future highspeed rail and subway construction.
- 2. Reasonably priced, city provided parking garages.

- Btw, why these choices?...They are somewhat ludicrous: No mention of the Columbia Gorge, Dawson Park (what is it?), Union Station Plaza (it barely exists except as a concept that separates patrons from transit), etc.
- I live right down the street from Dawson Park so my kids love going there. The Willamette- I just love getting in the water.
- Everyone loves Powell's
- Support the Arts & Culture!
- Nature in the city, and education for all (Books are the best investment anyone can make... especially used books)

3. Keep the Post Office as much as possible, maintaining not less than the current street and parking access.

4. DO NOT compete with and sap energy from downtown. For instance: the BPS has been trying to develop a large open public plaza space (a Times Square as they term it) unlike and instead of Pioneer Court House Square, that will NOT disable overall city rapid transit when 'accommodating' large city-wide assemblies and rallies, as currently happens in Court House Square which has a limited assembly area consequently.

5. A TRUE intermodal transportation center that would embrace Union Station, the Bus Station, city bus routes, inter-city and commuter bus routes, trimet lightrail, street and parking access, and maybe airport shuttle bus routes, etc.

- If you are designing park space- build park-like activities into the sidewalk instead of making a huge public space. We already have the park blocks for that.
- Participate in a true "public" art piece i.e. Invite the members of our community to participate in an art project that is all inclusive, yet
Project Example:
Wood boardwalk section for pedestrian traffic. Boardwalk consists of wood planks that were previously painted by the public who were invited to participate during a public art weekend. The painted wood planks are then shuffled and used to make the boardwalk surface. End result is a colorful boardwalk that represents the diversity and unification of our neighborhoods through public participation in art.
As an Industrial Designer / Artist by profession, I would be happy to share my time and knowledge to make something like the above mentioned happen. If you would like to chat about the possibilities, feel free to contact me.
Cell Phone: [Redacted]
Email: [Redacted]
- Open space. Playground. No cars.
- Free recreation and enjoying nature in the city with my

family and friends

Comfort on the Broadway Corridor

Prompt: What will make the public spaces in the Broadway Corridor project area feel comfortable, safe and welcoming to you and your family?

- Projects that emphasize human scale. Street merchants, food carts, tight-knit walkable fabric. Trees and landscaping. Buildings which emphasize outdoor connection.
- Lighting and sense of security
- Open Spaces with a lot of seating
- Focusing on making the area for people and not cars. Prioritize safety for people and people getting there on transit and by bike/foot and it'll showcase how great urbanism can be.
- Greenery. Places to picnic. No fences or limited access areas.
- Well lit. moveable furniture. Picnic areas. seating options. Places to be dry while it rains.
- Even terrain. Trees. Not near the Broadway Ramp. Well lit, and for the plaza, decoratively lit. Defined bike lanes (actually well-defined, invested bike lanes). Investment into street landscape, especially along Lovejoy, Hoyt, and Broadway. Embrace the train station.
- Good open space with play opportunities for children.
- A diverse crowd of young people, families, children and old farts like me.
- Broad and large, active, 'enclosed' (by surrounding tall buildings), seriously landscaped [with: a) BIG trees, etc.... not just the typical small "city sidewalk" tree.....but at least as large as the trees on the downtown bus mall; b) Major, world-class, destination, multi-level water/fountain feature (at least as extensive as Seattle's Freeway Park and our Halpern Keller fountain opposite the Keller) and also including truly "tall" and involved waterspouts...Buckingham Fountain in Chicago's Grant Park comes to mind.]]
- Kid-safe bicycling facilities- My 3 year old has ridden over the Broadway bridge on her own bike.... I would like her to be able to ride to and through this site comfortably
- Including the community in the "hand-on" sort of way will help reinforce participate and ownership, leading to more respectful,
- Security on site
- Clean, safe, accessible open space with a variety of food and arts options

Visual Brainstorming Exercise

PLAY

- A Stage for outdoor Concerts
- Amphitheater
- active playground space for kids of all abilities
- Climbable public art
- Futsal
- Climbing wall
- Biking
- Interactive art/design structures
- Water feature/fountain
- Something akin to Seattle's "Artists At Play"
- Open Park (similar to Fields)
- Tours
- Kid Playground
- Larger than life sculptures for seating and playing
- Bicycle/roller skate boardwalk
- Bubbling fountains
- Make the green loop amazing. Some blocks without cars would be great
- Restore and site the children's sculpture garden that was removed to accommodate the Saturday Market relocation

to McCall Park

- A best of type skateboard park with welcoming seating so all can enjoy
- rock wall
- World-class Park with world-class fountains/ water features.
- Major extension of the North Park Blocks, but not just as small, chopped-up blocks....see above.

EVENTS

- A multi-ethnic gathering which shares art, dance, music and food at a singular event that encourages cultural interchange in one place at one time.
- biergarden
- Block parties
- Brewfests/Ciderfests/Anything-fests
- Small/Small-medium concerts
- Venues to host events/shows/concerts
- Chinese New Year festival
- Restaurants with outdoor seating
- Concerts
- Festivals

- Local arts and crafts showcase
- night markets and gathering spaces
- outdoor movies
- Free shakespeare/theater
- See above "Play".
- However, do not develop a "Times Square" type plaza that would compete with Pioneer Square, despite what BPS might think would be a good ideas, lol.

RETAIL

- Again, DO NOT COMPETE with Downtown, which IS shakey as it is. A downtown can be 'eviscerated' by upscale, adjacent retail developments. SEE MY COMMENTS ABOVE. In other words" Do not solicit/ encourage a Neiman Marcus, Bloomingdale's, etc.....those must be located DOWNTOWN!
- Books!
- Flagship Store (Uniqlo, Primark)
- Let's rent out all the vacant spots currently in the area first.
- Local handmade goods
- Diverse, non chain food options
- Affordable local stores/ clothing
- local retail or alternative retail like open houses for makers or cooperatives
- creative work spaces
- No "big-box" retailers
- Smaller artisan shops than can include workshops
- Subsidized lease for minority owned businesses
- Outdoor/indoor marketplace
- Not commercial
- Restaurants/Breweries (ideally local)
- Food Carts (embrace and make permanent)
- Signature retailers, but not too many, a few tops
- Support Small Businesses please
- Predominantly locally owned and sourced shops affordable for startups and sustainable for those established

SUSTAINABLE INFRASTRUCTURE

- A must!
- Buildings, parks and street fixtures which are regionally sourced and manufactured
- Emphasis on environmentally sound
- Wind turbines/wind mills
- Lighting/Materials above standard, invest in the long haul, its worth it
- Landscaping to emphasize native Portland environmental, maybe even exaggerate to make special

- Im intrigued by CLT. If its proven safe, economic, and helps Oregon workers, please explore.
- infrastructure that tells a story about what it is supporting
- Just That; multi-level, safe, etc., and including major parking garages (despite BPS's 'pie-in-the sky', always just wishful thinking.)
- Require covered ground/ street arcades in the new buildings...and the floor area of which would NOT be included in the Building's FAR.
- The multilevel right-of-ways, connections, etc. should be built by the City following a truly creative master plan prepared by Others, and funded by development fees from the Project Developers.
- Net restorative
- High quality design that is cherished and treasured
- No cars allowed
- No parking garages
- shade trees
- Swales Everywhere (to avoid drainage)
- Green roofs
- No parking
- Pedestrians/bike riders prioritized
- Transit "links"

EDUCATION

- More children eduction opportunities would be good. Similar to the Portland Children's Museum
- Affordable child care and pre school avaiable to all who live and/or work in the district
- Access to excellent public schools sufficient to meet the needs of all school aged children living in the district
- A variety of private speciality schools (and charter schools) that make this the most attractive neighborhood in the city for families with children.
- Shows/talks (ex. Ted Talks)
- Events (using the plaza, or "future park" that opens to park blocks
- Powells 2 potential retailer?
- library space
- educational programs for all ages
- Should a elementary and high school be included? At some point, all of this new residential development is going to require supporting educational facilities; the problem with this is the need for extensive, dedicated, exterior, open, areas for playgrounds and athletic fields and facilities
- Perhaps a hi-rise "Downtown Community College" branch?

- Books
- Community classes
- Kids camps
- Public library
- Music school for the public

ARTS & CULTURE

- Again, do not compete with existing facilities downtown... strength sapping.
- Arts shows
- Existing arts and cultural institutions given priority for space to meet their growth demands
- I've made my points on this throughout already
- non western/ european arts and culture
- concert venues
- craft/ ceramics space, such as Radius (SE) or Georgies (NE)
- Portland Winterlight Festival!
- Public Art (Includes Public)
- Public Art (Artist Commissioned)

SOCIAL SERVICES

- Adequate to serve those in need within well designed, fully funded facilities
- Adequate to assure that no one sleeps anywhere except where appropriate facilities with services are provided
- Baugruppen affordable housing
- Community housing
- Supervised Drug Use centers
- Healthcare services
- Mental health services
- Hub approach to social services
- Include affordable housing in all new residential using the following model: Built as normal units as the other building units; market rate rent paid for by the City; such units to be scattered thru-out the building rather than clustered, so that no real negative affect is incurred by the building. THIS IS A METHODOLOGY THAT SHOULD BE USED FOR AFFORDABLE HOUSING THRU-OUT THE CITY AND SUBURBS. IT HAS BEEN SUCESSFULLY USED IN OTHER JURISDICTIONS IN THE COUNTRY AND OVERSEAS.
- I doubt that a homeless facility should be included in the Project.
- Also, I suppose that space should be allocated for religious facilities and their ancillary parking needs.
- Space for police facilities, etc.
- Perhaps a major new hi-rise medical facility?
- More patrol throughout the day/night
- some, but it shouldn't dominate the area

- Yes, please consider space for several opportunities here

INCUBATOR SPACES

- A must!
- Affordable commercial spaces for local entrepreneurs
- As needed...the market will respond as like it has with the exceptional We Work space in the Customs House
- grants and coaching
- Small incubator spaces connected to large companies with the ability to elevate small companies
- Yes please

FOOD & BEVERAGES

- Allow for outside dining space, some covered; and i guess food cart pods in a few locations...after all this is portland, lol.
- Always good!
- Emphasis on small, minority owned businesses
- Food carts
- Good food, local food
- Food is good, but don't catch Thai wave too late.... look for what is coming next
- independent restaurants and bars
- Lots of restaurants. Small places like golden gai and also big places. Variety!
- Open air marketplace
- please, no more beer gardens
- The market will provide in the context of the vital sTreet life previously mentioned.
- this picture looks awesome. i doubt you will make anything like it happen

GREENERY

- grassy lawn
- Linked green spaces with clear and accessible access as with the three wonderful parks in the Pearl
- Streets to be generously greenscaped
- Pedestrian only rights of way so that all important features linked independent of vehicles
- places to picnic
- See comments above. Would be nice if park areas had a more landscaped feeling rather than the more typical hardscapes of some central city "parks".
- Additional new park areas could be provided as well for existing adjacent city areas by providing large park areas along the perimeter of the Project in addition to any interior park areas.
- that can be enjoyed by all abilities
- Yes
- Yes,!! Animal habitat

- Elevated greenspace
- Human connectivity
- Shade and protections
- Urban agriculture

SPORTS & RECREATION

- all abilities sports areas
- Basketball courts
- Futsal
- Boccee
- Biking
- Include some smaller scaled sports facilities.....who would fund, administer and design?
- Not as important
- See schools
- Soccer / Football Field
- Basketball Court

PEDESTRIAN/TRANSIT AMENITIES

- active transportation first, not just as a second-thought
- Bridge across broadway to union station
- Car free areas
- Protected bike lanes on all roads with cars
- Free public transit in the area
- Car-free streets
- consider not having internal streets for cars through the

site.

- It would be great if MAX or Streetcar had a closer stop to the site.
- See above
- See my many comments above....DO NOT extend the typical small-block city grid into the Project, chopping the site into scads of too-small blocks.
- Use wider sidewalks than the City Standard. Perhaps the entire Projects should have it's own "development standards" for construction that would supercede the BPS Zoning and PBOT regulations and standards.
- One of the real challenges of the Project in the difficulty of providing ground floor active spaces along the perimeter of the Project as well as within....that is a HUGE amount of retail and similar space that will need a population sufficient to support it.
- Develop a Project that is active 24/ 7.
- Separate bike / walk lanes to help mitigate traffic.
- Significant effort needs to go into this
- Human scale
- No thru lanes for cars
- Bus and transit connections
- some of the max stops in downtown are so close together that it is very slow to utilize
- Walkable streets
- Kid friendly green loop

