

**¡Bienvenidos!**

**Добро пожаловать!**

**欢迎！ Welcome!**

**Soo dhowow!**

**Xin chào mừng!**

**歡迎！**



@broadwaycorrpx

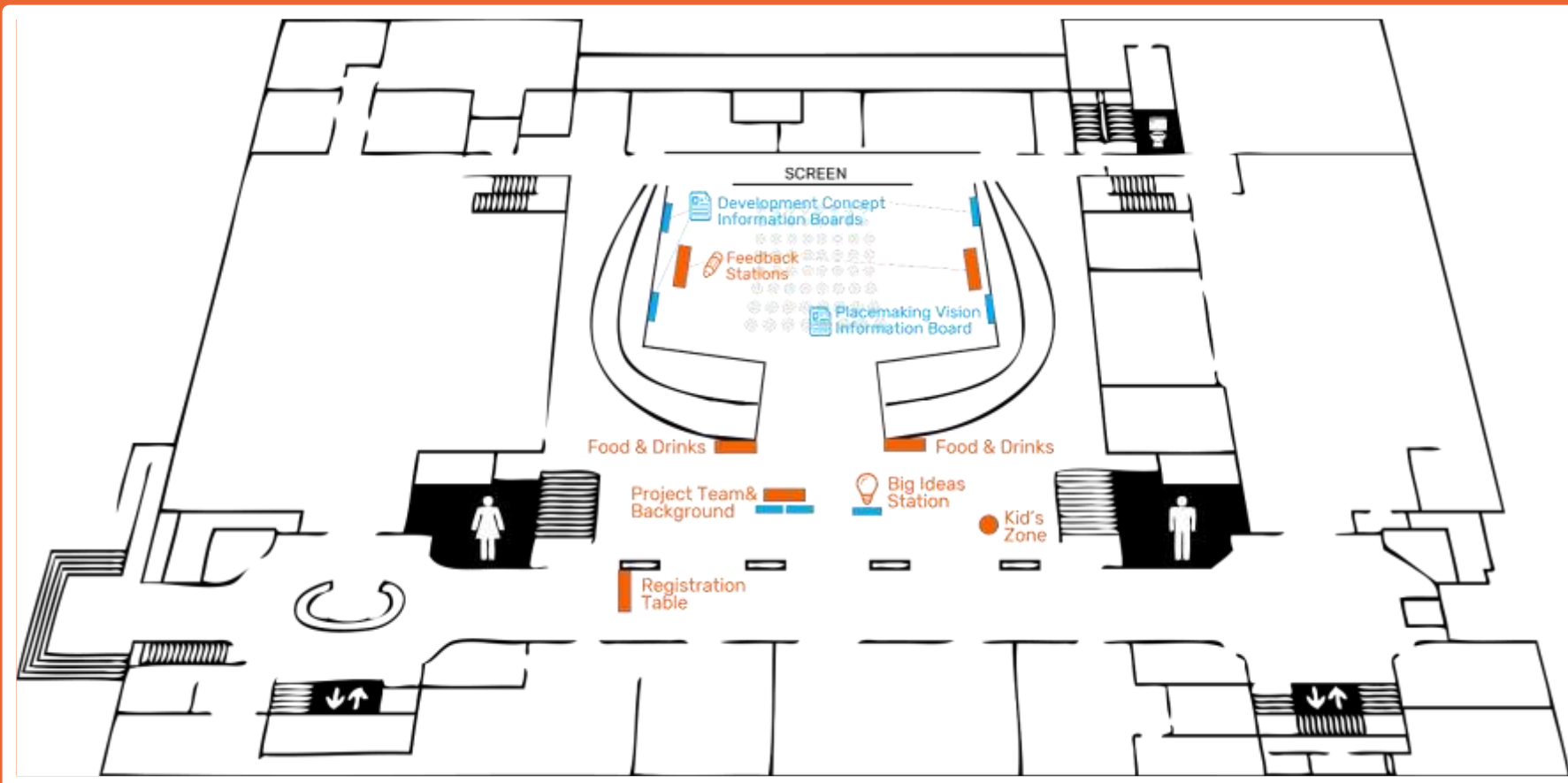


**Broadway  
Corridor**

**Share your opinion:**  
Paper Survey or  
[www.slido.com](http://www.slido.com) #broadway

# Welcome!

- |                              |   |
|------------------------------|---|
| <b>5:30 p.m. – 5:45 p.m.</b> | Welcome & presentation on the project background                            |
| <b>5:45 p.m. – 6:15 p.m.</b> | Presentation on the preliminary development concepts                        |
| <b>6:15 p.m. – 7:25 p.m.</b> | Guests visit stations to learn more about the concepts and provide feedback |
| <b>7:25 p.m. – 7:30 p.m.</b> | Closing   |



# Share Your Opinion!



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

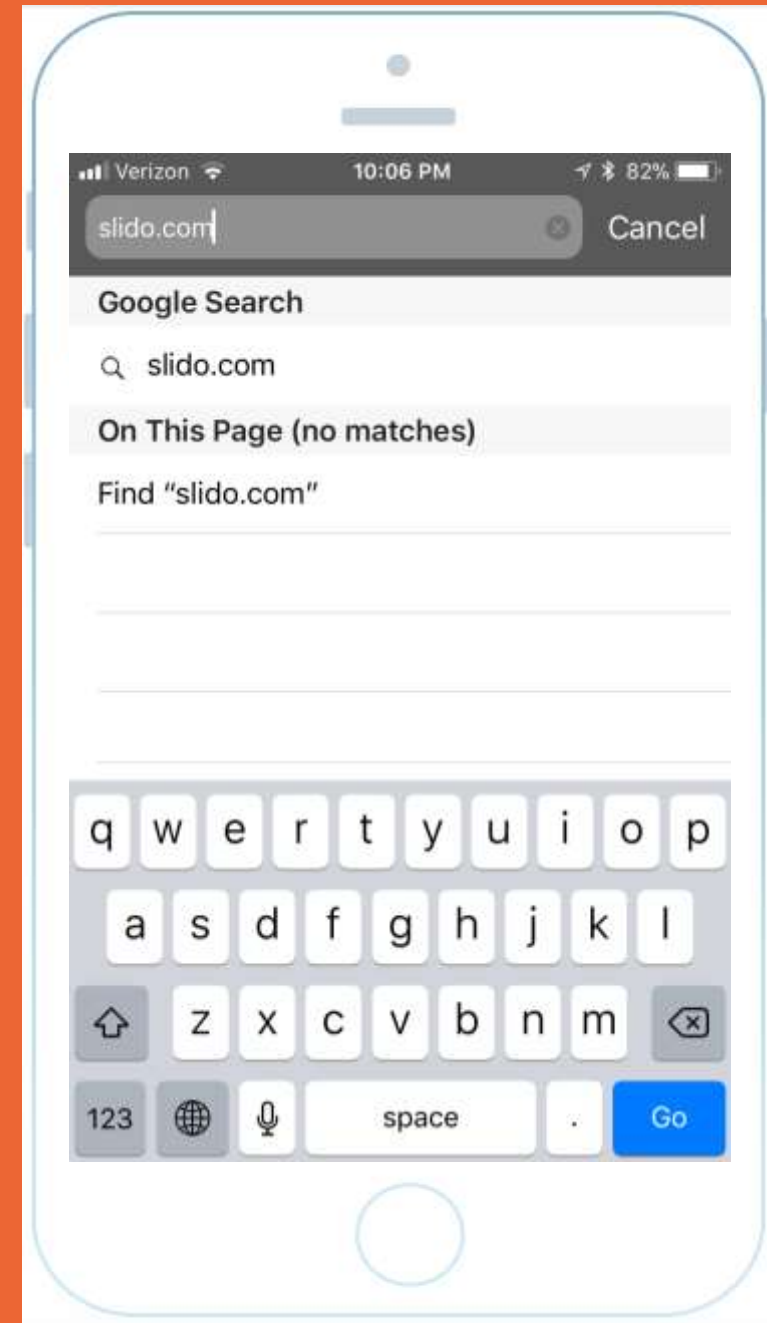


Ask a volunteer for  
a paper survey

# Share Your Opinion!

1

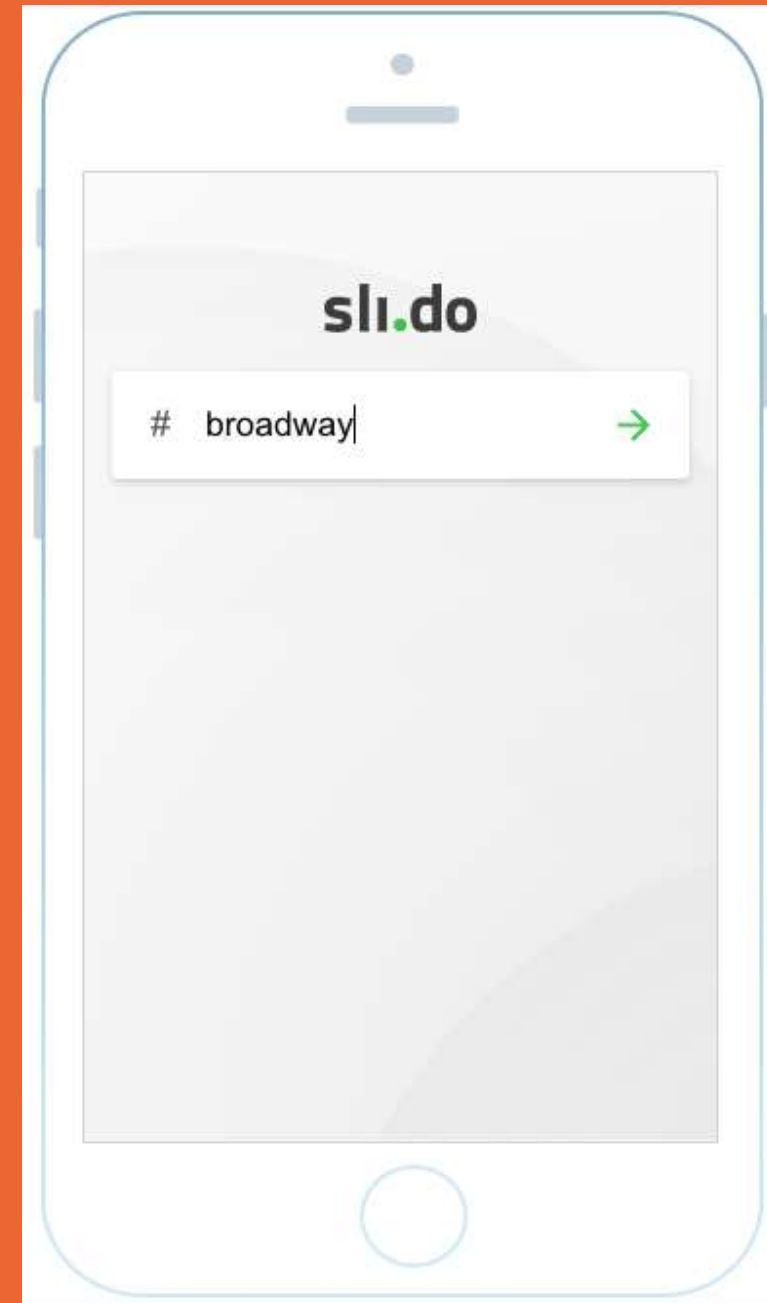
Open the web browser on your phone or tablet.




# Share Your Opinion!

---

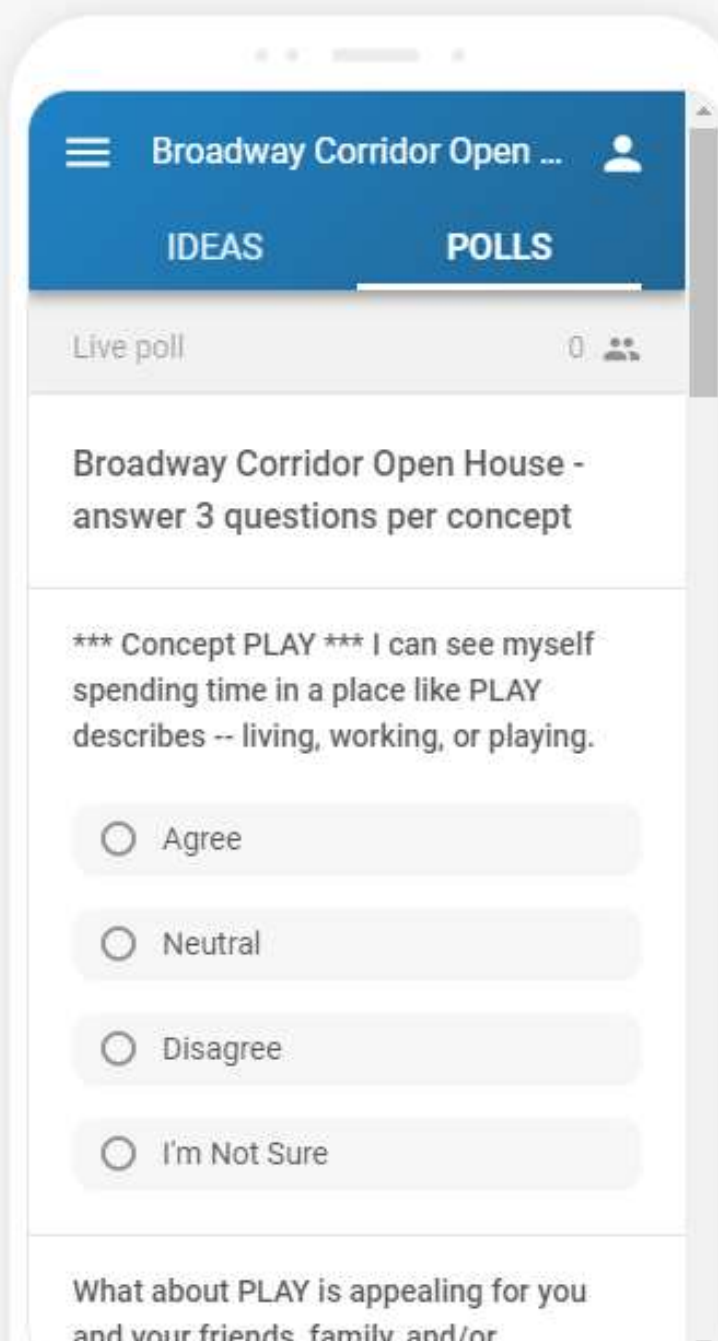
- 1** Open the web browser on your phone or tablet.
- 2** Go to **slido.com**, enter **#broadway** (slido active until 24 hours after event)



# Share Your Opinion!

- 1** Open the web browser on your phone or tablet.
- 2** Go to **slido.com**, enter **#broadway** (slido active until 24 hours after event)
- 3** Tap on **Polls** to answer polls  
Tap **Ideas** to submit your own Big Ideas or show support for ideas with a 

**Broadway  
Corridor**

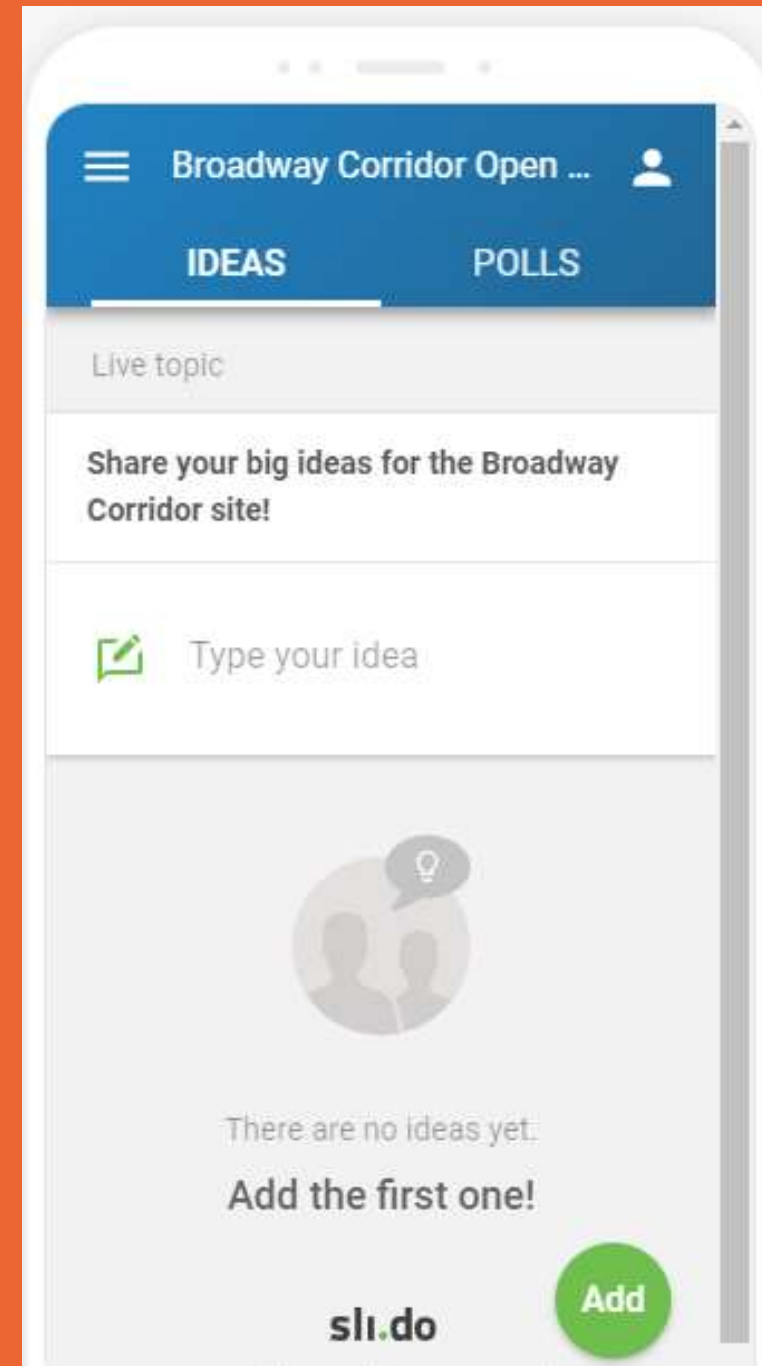


The screenshot shows a mobile app interface for a live poll. At the top, there is a blue header bar with a hamburger menu icon on the left, the text "Broadway Corridor Open ..." in the center, and a user profile icon on the right. Below the header, there are two tabs: "IDEAS" and "POLLS", with "POLLS" being the active tab. Under the "POLLS" tab, there is a section titled "Live poll" with a counter showing "0" and a group of three people icon. Below this, the poll title is "Broadway Corridor Open House - answer 3 questions per concept". The first question is "\*\*\* Concept PLAY \*\*\* I can see myself spending time in a place like PLAY describes -- living, working, or playing." Below the question are four radio button options: "Agree", "Neutral", "Disagree", and "I'm Not Sure". At the bottom of the screen, there is a text input field with the prompt "What about PLAY is appealing for you and your friends, family, and/or".

# Share Your Opinion!

- 1 Open the web browser on your phone or tablet.
- 2 Go to **slido.com**, enter **#broadway** (slido active until 24 hours after event)
- 3 Tap on **Polls** to answer polls  
Tap **Ideas** to submit your own Big Ideas or show support for ideas with a 

**Broadway  
Corridor**





An aerial photograph of a city, likely Pittsburgh, showing a river, several bridges, and a dense urban area with various buildings and parking lots. The image is slightly faded to serve as a background for the text.

## Get to know your neighbor

Turn to your neighbor and introduce yourself  
What brings you here today?









# A Different Type of Development Project

## PAST PROJECTS

## BROADWAY CORRIDOR

### ***What's similar?***

- Predevelopment, permitting, & construction processes
- Real estate and financial markets heavily influence development outcomes
- Outreach; engagement; and advisory committees

### ***What's different?***

- Public-private partnerships on privately held land
- Development related public investments occur locally
- Engagement after project process and goals have been defined
- Agency's standard policy requirements
- Stakeholder input with a focus on nearby businesses & residents



- Publicly held, large scale development parcel
- Potential for development to generate revenue citywide
- Broader engagement early on to help define the process
- Community benefits agreement in addition to policy requirements
- Input with focus on community-based organizations; financially supported organizations



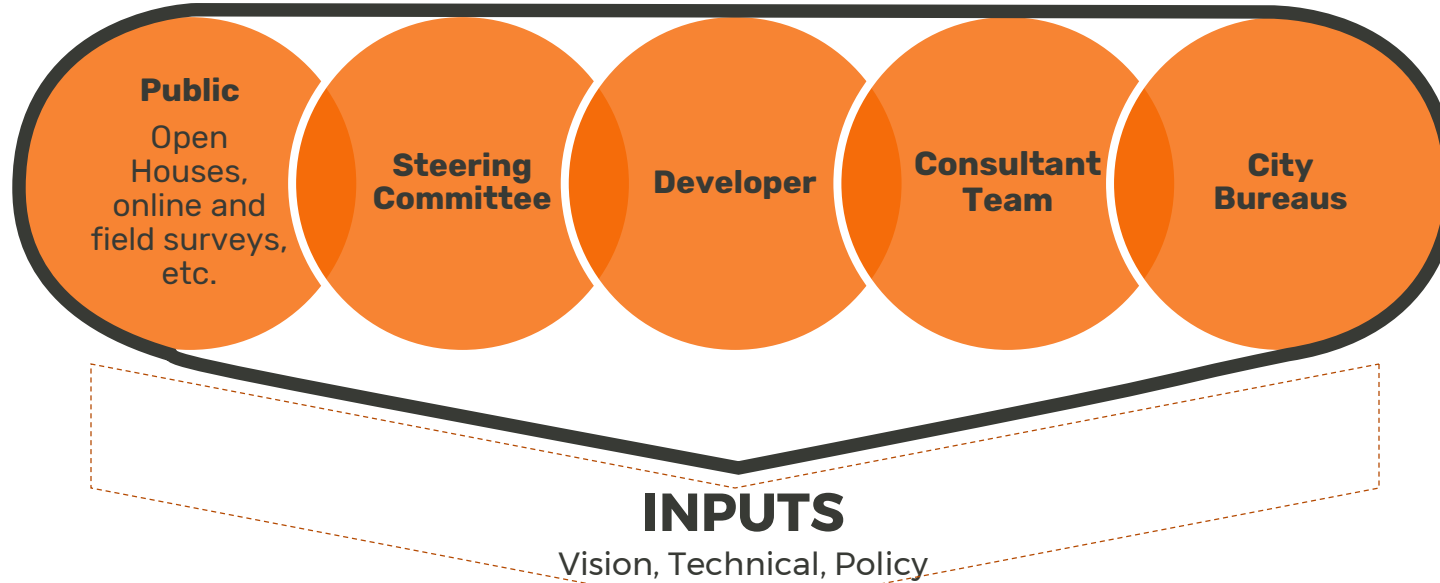




# Who is Shaping the Project

## INPUTS

BPS  
PBOT  
BDS  
BES  
Parks  
PGE  
NW Natural  
TriMet  
Streetcar  
RACC



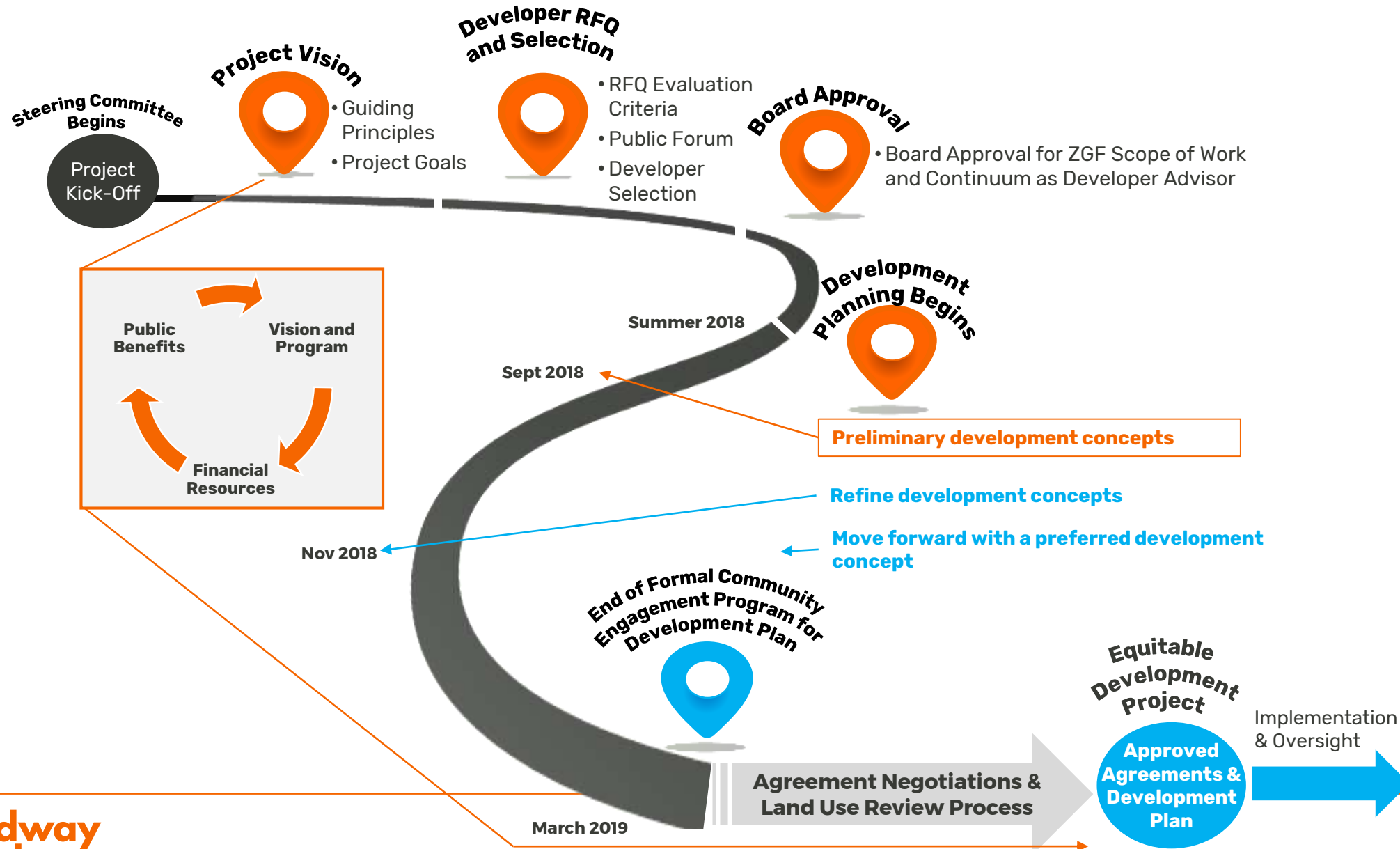
## EXECUTIVE COMMITTEE

Prosper Portland & Portland Housing Bureau Executive Directors

## DECISIONMAKERS



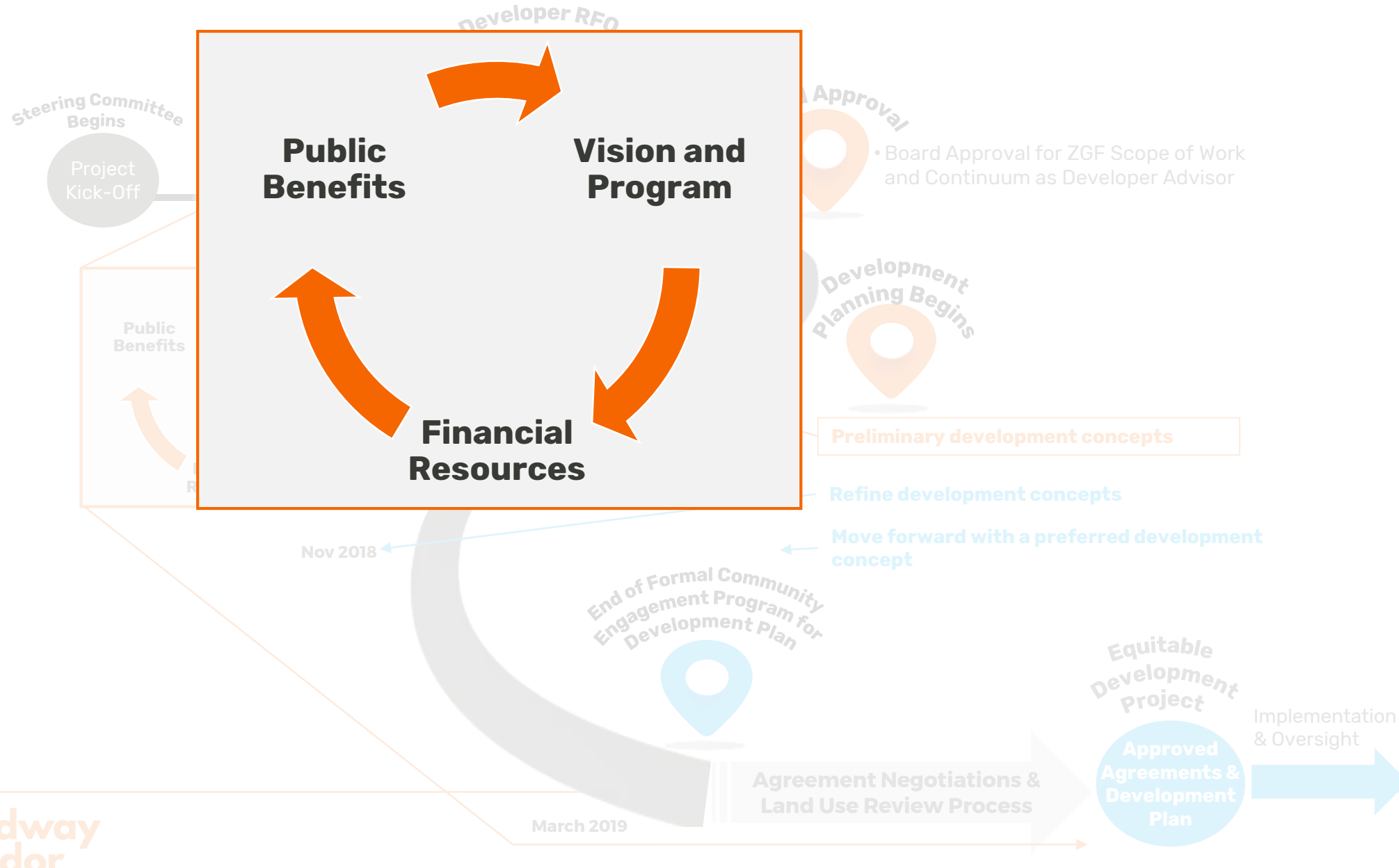
# Where We've Been, Where We're Going



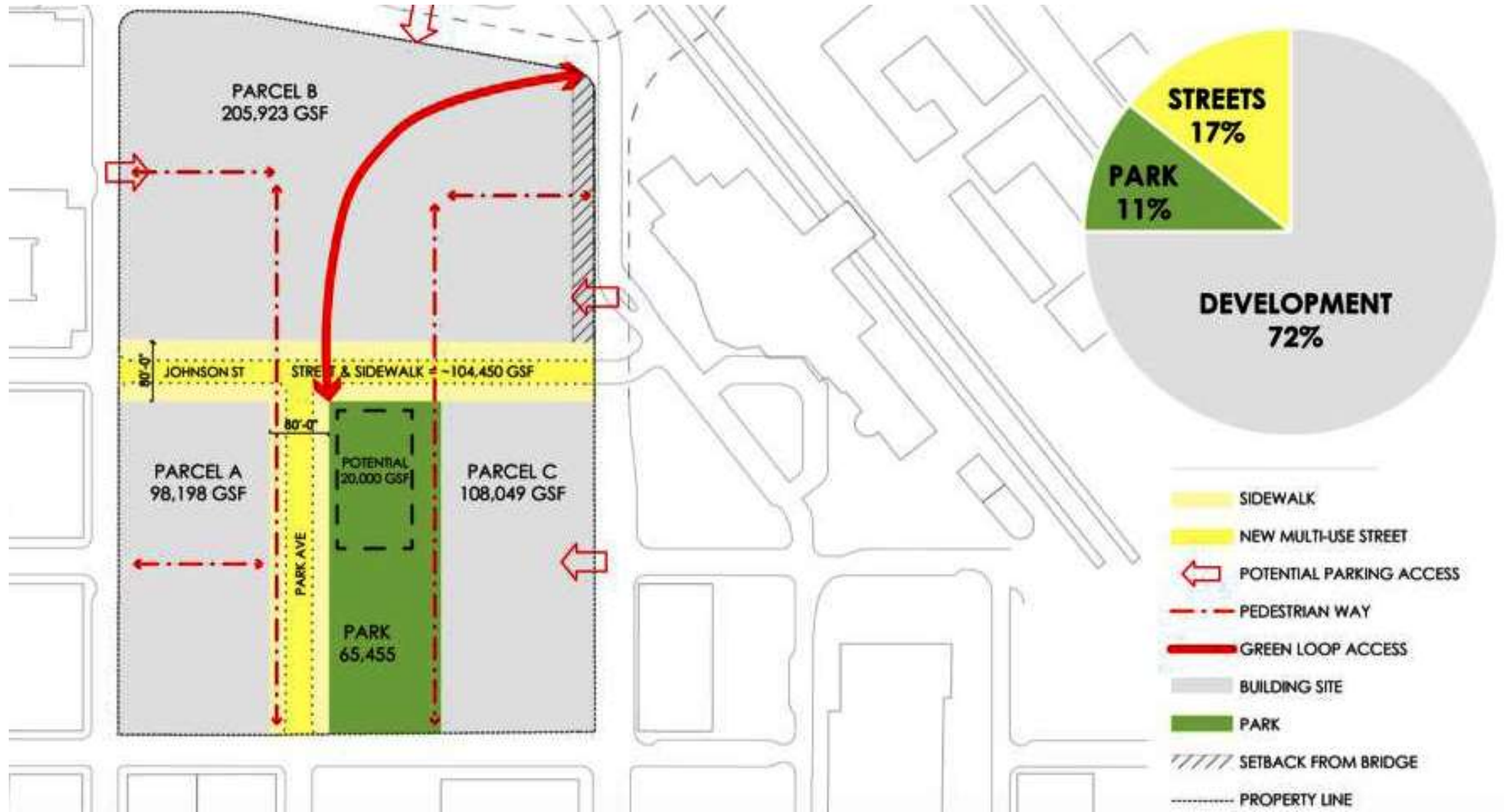
OPEN HOUSE  
9/26/20018



# Where We've Been, Where We're Going

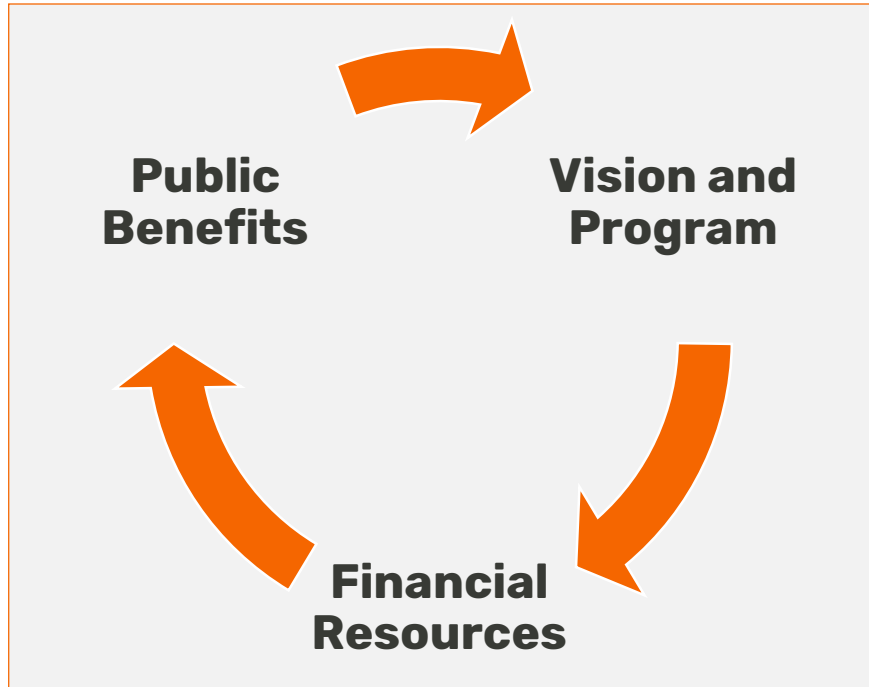


# 2015 Framework Plan



# WHAT IS CONSISTENT

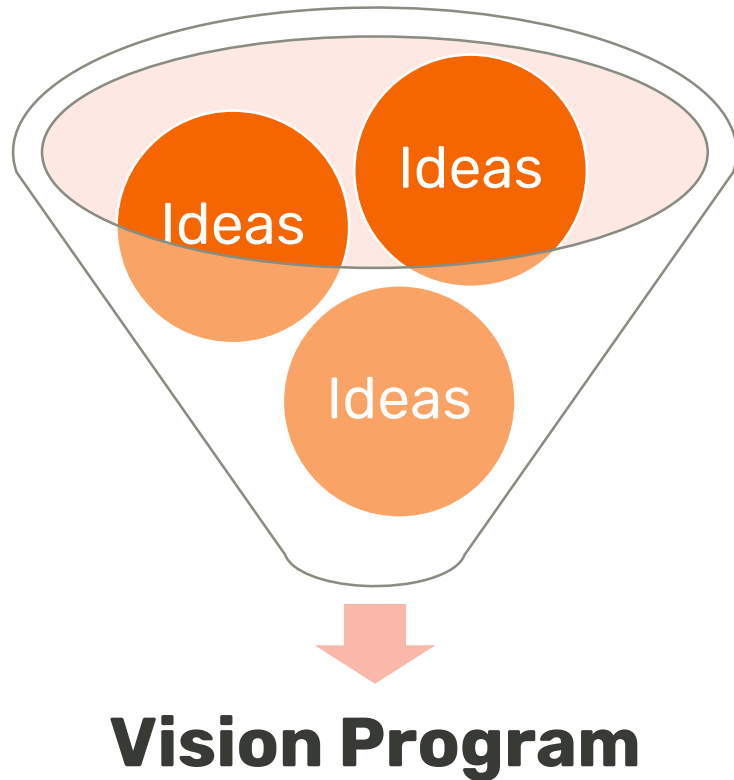
Phase B2+ among preliminary concepts



COMMERCIAL AFFORDABILITY  
HOUSING AFFORDABILITY  
PLACE MANAGEMENT  
ACCESSIBILITY  
EXISTING ANCHORS

# WHAT IS DIFFERENT

Phase B2+ among preliminary concepts



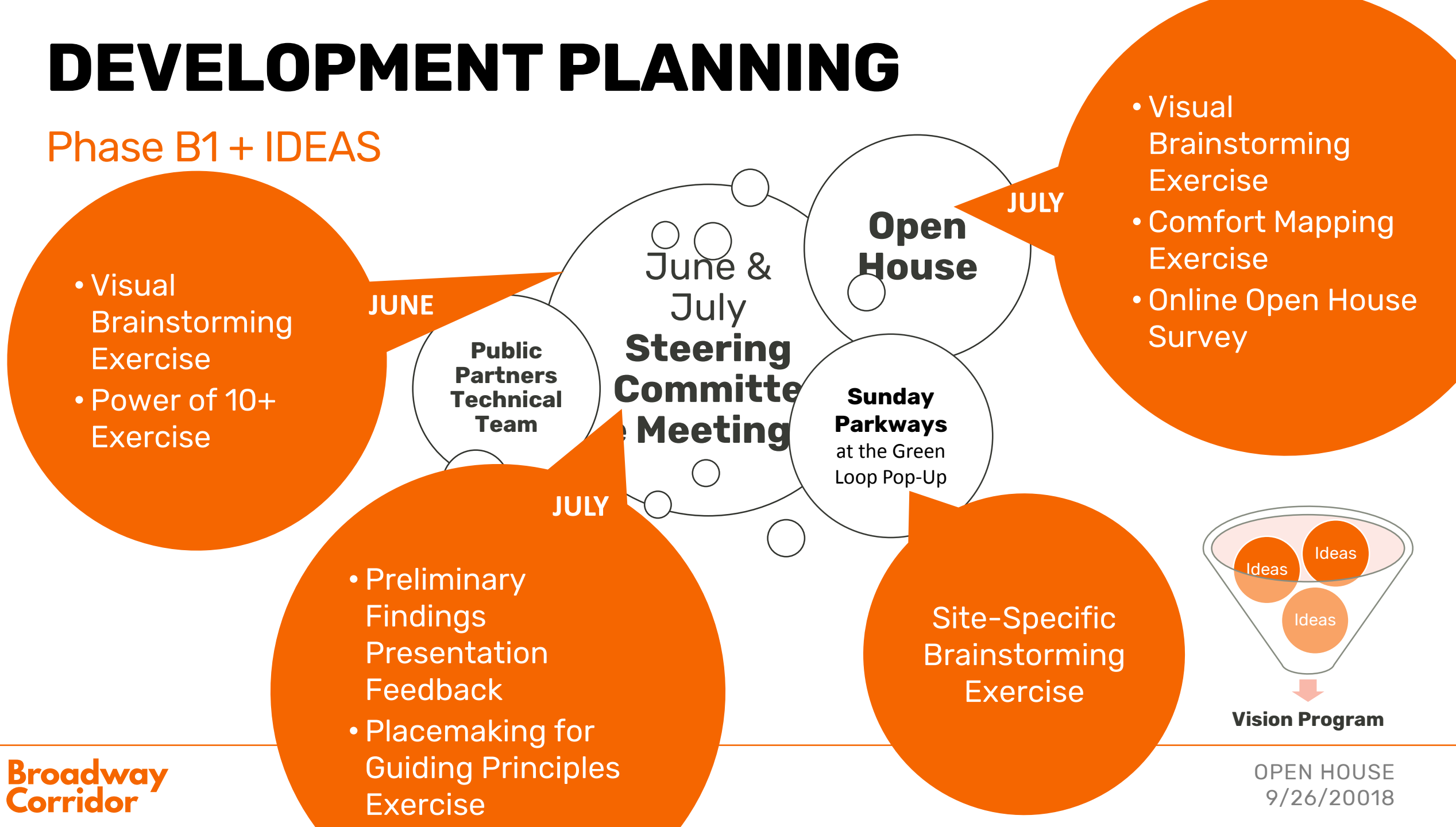
PARCEL LAYOUT  
ROAD NETWORK  
TYPES OF OPEN SPACE  
UNION STATION AS PLACE  
ARTS AND CULTURE ELEMENT  
THE GREEN LOOP



# Placemaking Report Back

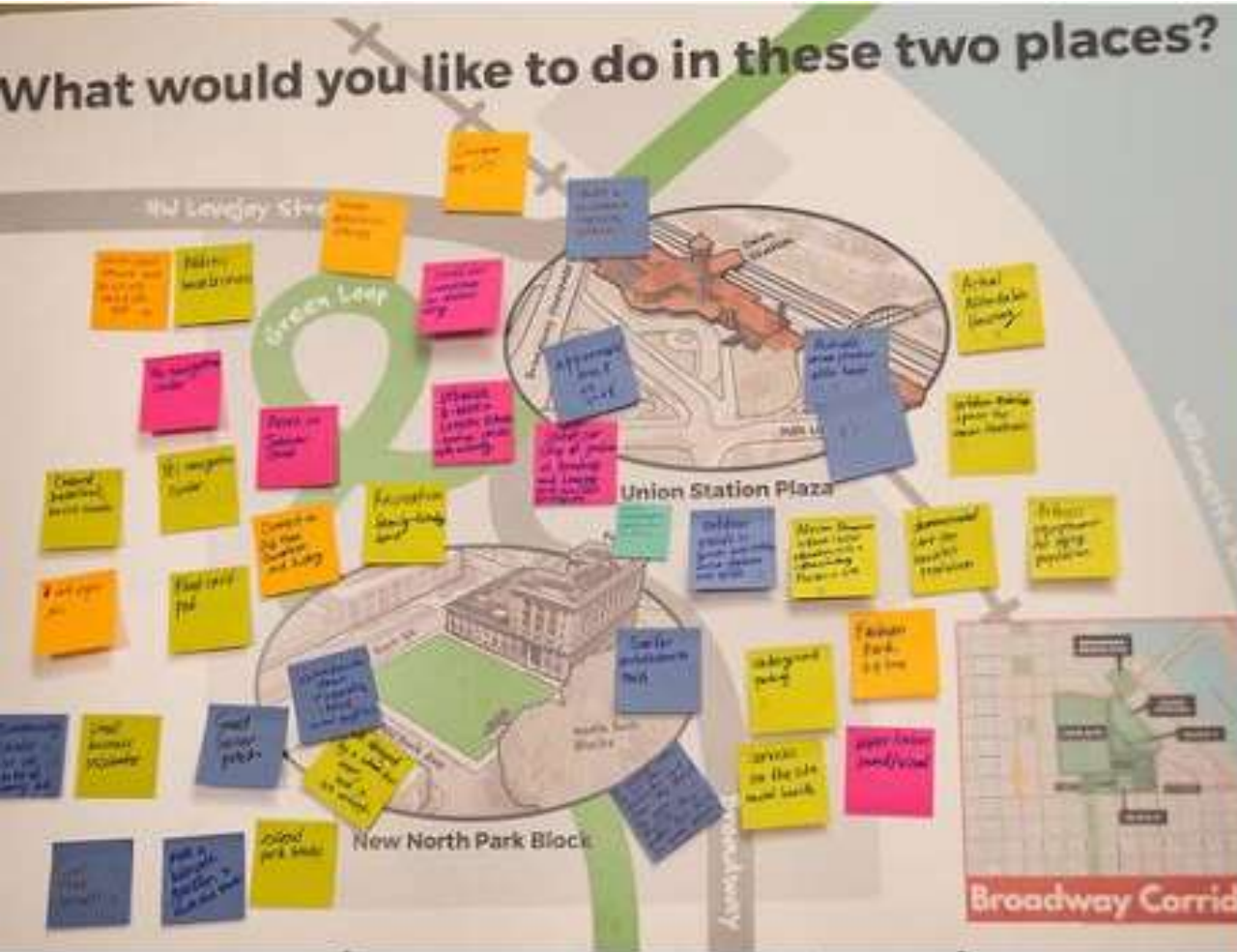
# DEVELOPMENT PLANNING

## Phase B1 + IDEAS





# OPEN HOUSE IN JULY





# ACCOUNTABLE

## Guiding Principle

- Establish a **mission-driven** district **management organization**.
- **Continue engaging the community** on a permanent basis.
- **Embrace flexibility** and experimentation.
- Account for off-site impacts of placemaking.





# CONNECTED

## Guiding Principle

- Contribute to the **Green Loop** through a **series of connected public destinations**.
- Strengthen public space connections between **multimodal transportation options** on site.
- Distinguish Broadway Corridor as a key **gateway** to downtown Portland.
- Treat **streets and paths as places for people** to linger and gather.
- **Break up the standard Portland grid** to create a distinctive hierarchy of streets and spaces.
- **Improve access to Willamette River** wherever possible.
- **Reimagine Union Station** as a public space.





# EQUITABLE

## Guiding Principle

- Create a large new **civic space** with citywide and **multi-cultural appeal**.
- Foster a **retail mix and public realm** that reflects the **range of incomes**, household types, and other needs of new residents.
- Design a **comfortable, welcoming, and accessible** environment for all ages, gender identities, and abilities.
- **Balance the needs** of people experiencing **homelessness** and other users on site.
- Pursue **alternative security strategies**, working directly with **vulnerable** communities.



# PROSPEROUS

## Guiding Principle

- Integrate space and support for **entrepreneurship, small businesses, and workforce development** into the public realm.
- Leverage public space procurement processes and operations to sustain local **minority- and women-owned businesses.**
- create **opportunities for job-training** and employment for the houseless population around Broadway Corridor.





# RESILIENT

## Guiding Principle

- Create **educational opportunities** about natural sciences and environmental justice.
- Encourage a **culture of environmental stewardship** in public space.
- Build **social resilience** through community-based programs.
- Implement **“green” infrastructure that invites interaction** and directly benefits human wellbeing.
- Incorporate **community-based urban agriculture** or other natural production on site.
- Showcase a **sustainable approach to energy and waste** through materials and methods.





# VIBRANT

## Guiding Principle

- Create a true **variety of gathering places**.
- **Co-curate programming** with an emphasis on culture and commerce.
- Include amenities that address **basic human comfort**, such as seating and shade.
- **Embed the arts** into the everyday functions of places.
- Fulfill the desire for **additional recreation** downtown.
- **Leverage existing anchors** on site as partners in placemaking.
- Cultivate a **well-used public realm all day**, week and year.



# Preliminary Concepts

The background of the slide is a grayscale photograph of a city street scene. On the right side, a tall, dark clock tower with a flag on top is visible. The words "UNION STATION" are written on the tower's face. Below the tower is a large, light-colored building with a corrugated metal roof. In the foreground, there is a street intersection with cars, a person on a bicycle, and a pedestrian. A semi-transparent orange banner is overlaid across the middle of the image, containing the text "Preliminary Concepts".

# WHAT TO LOOK FOR

Elements in the concepts that are different



PARCEL LAYOUT  
ROAD NETWORK  
TYPES OF OPEN SPACE  
UNION STATION AS PLACE  
ARTS AND CULTURE  
ELEMENT  
THE GREEN LOOP



# VARIATIONS TESTED

## Parcel Division

### PLAY



### NATURE



### DISCOVERY



# VARIATIONS TESTED

Green Loop

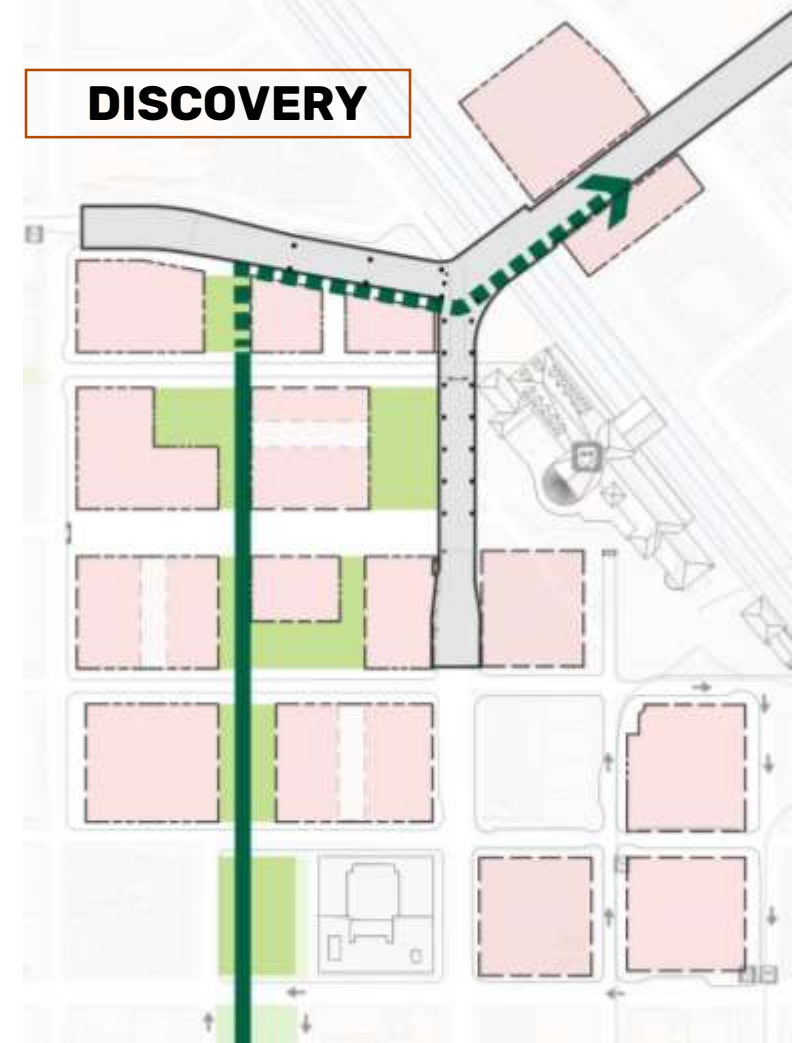
**PLAY**



**NATURE**



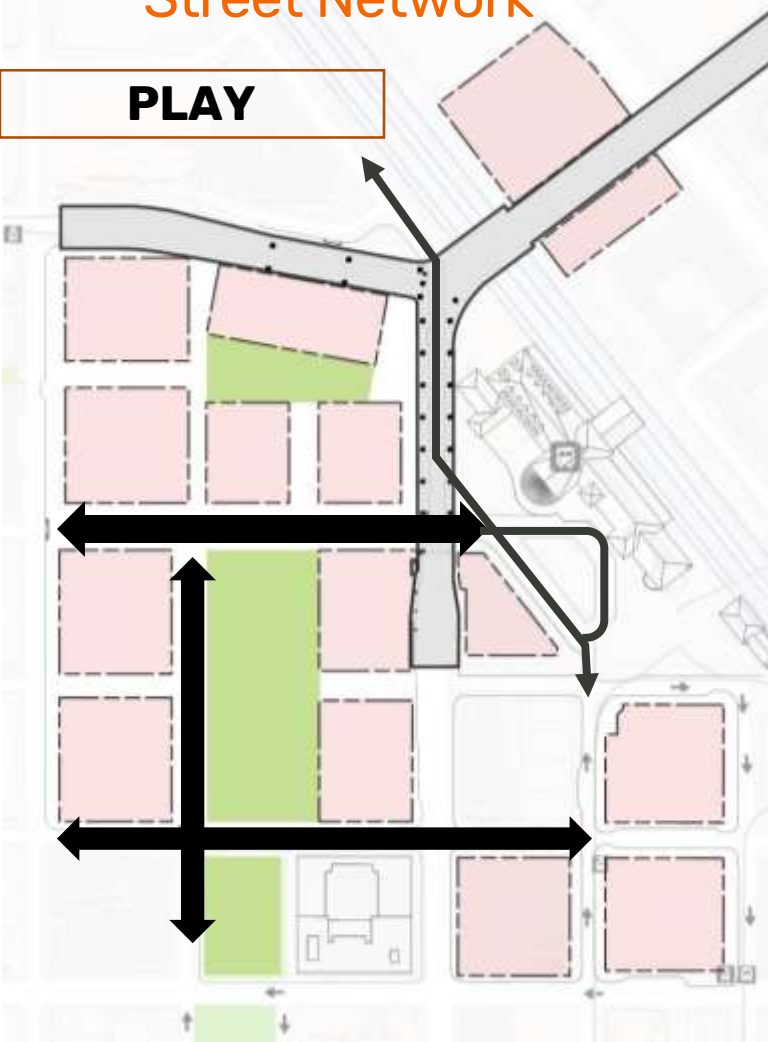
**DISCOVERY**



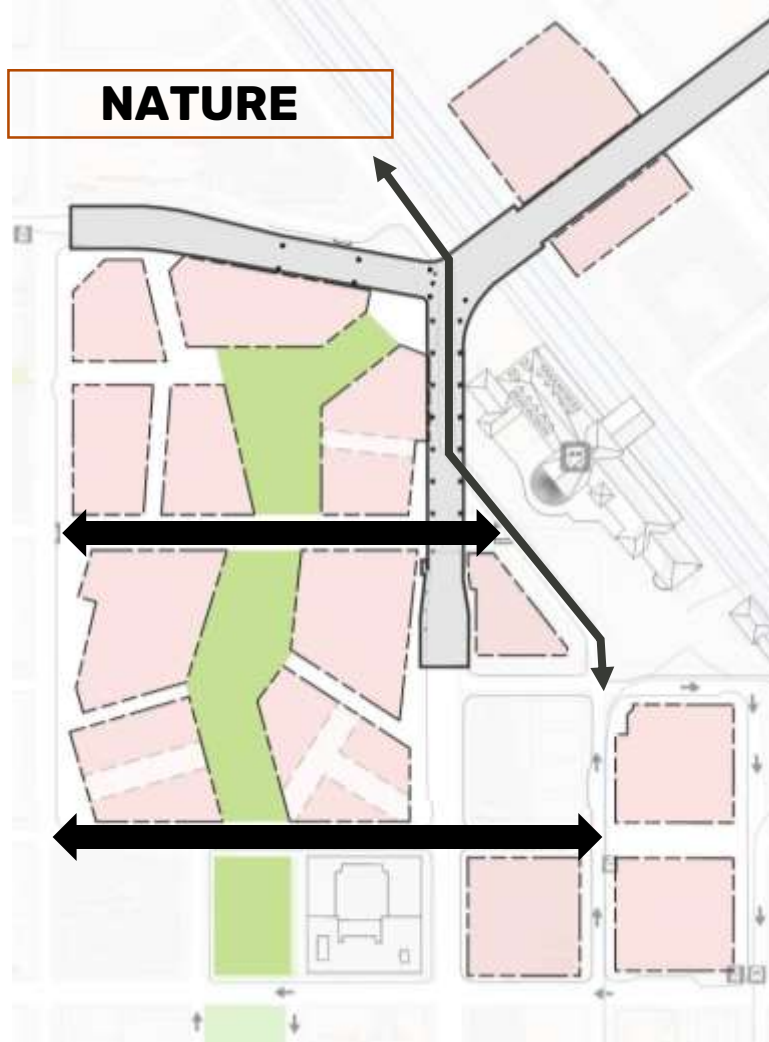
# VARIATIONS TESTED

## Street Network

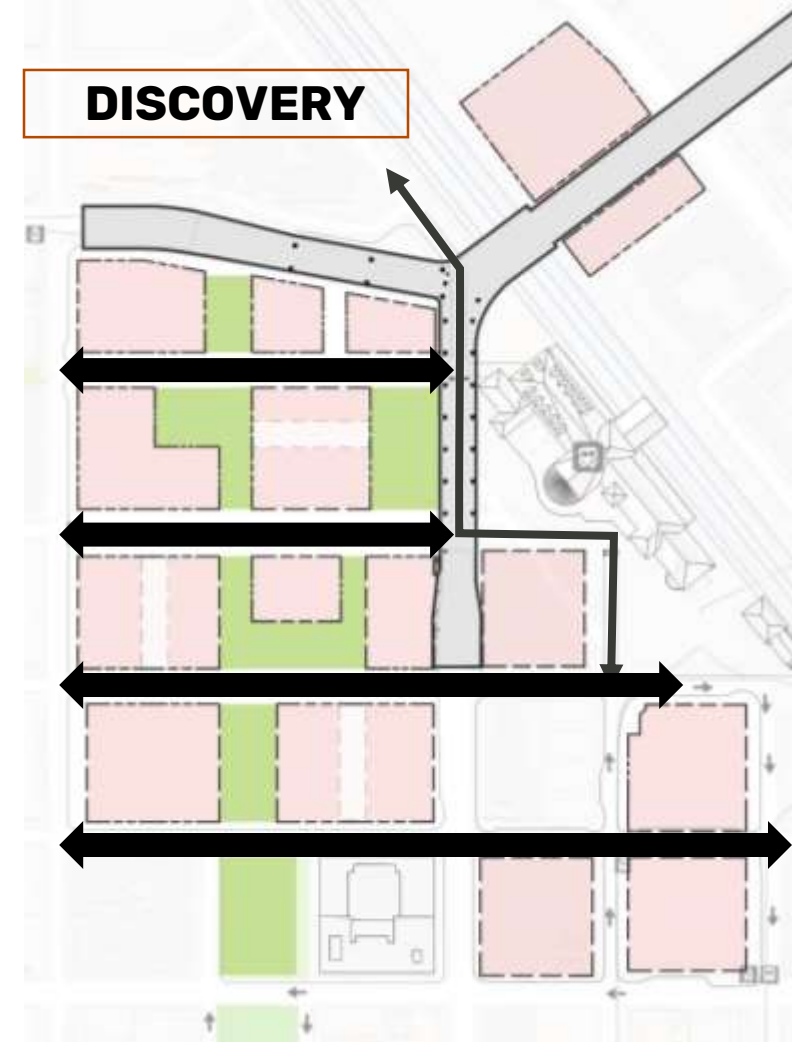
**PLAY**



**NATURE**



**DISCOVERY**





# PLAY

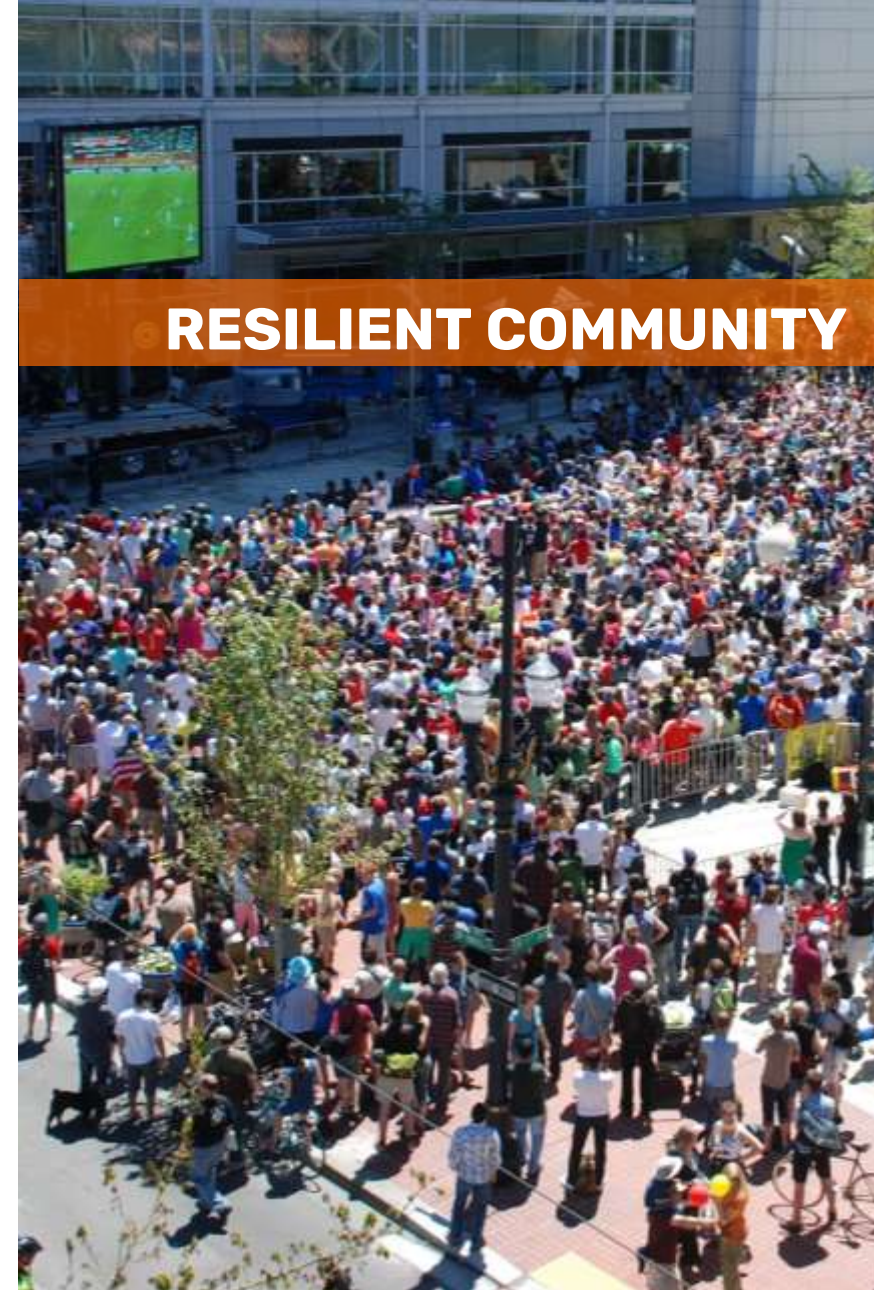
## Key Themes

Art Plaza

Small  
Business  
Incubator

Woonerf  
(Living  
Streets)

Adaptive  
Reuse





# PLAY

Axon View





# PLAY

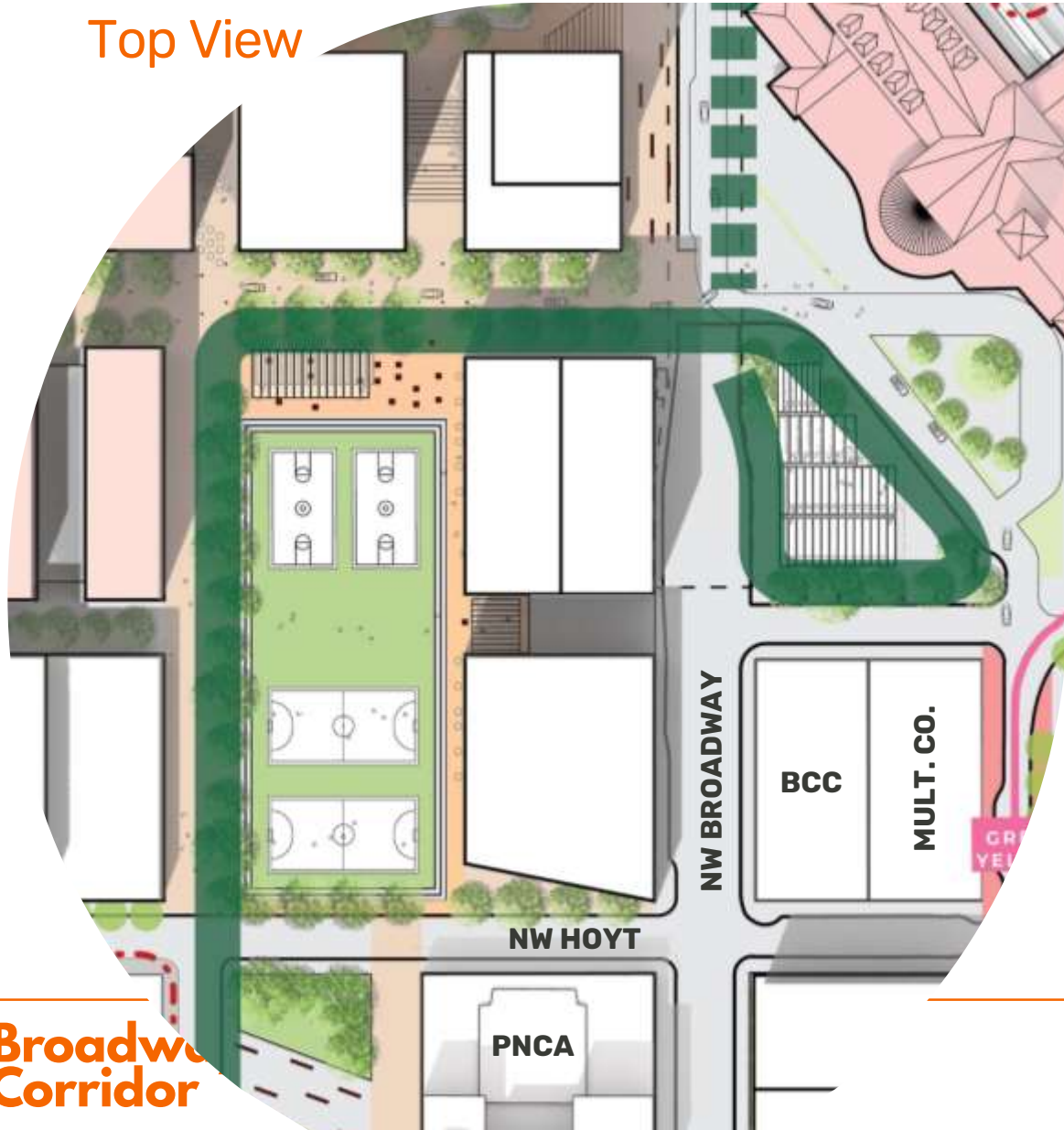
Building Massing



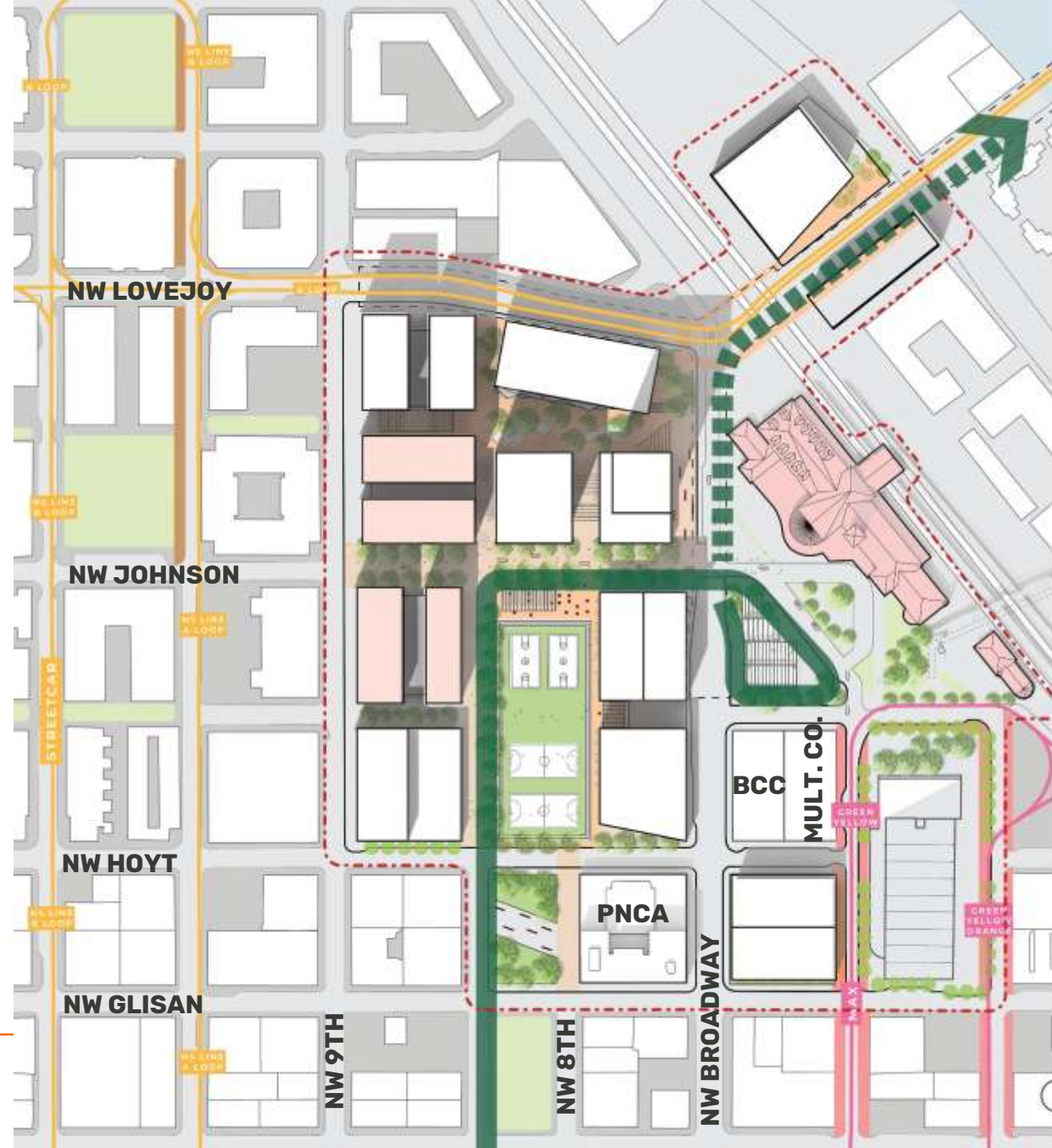


# PLAY

Top View



Broadway  
Corridor





# NATURE

Key themes

Green Jobs

Connect to  
the River

Community  
Gardens

Iconic  
Architecture

**GREEN HEART**



**GATHERING SPACES**

**SHIFT THE GRID**





# NATURE

Axon View





# NATURE

Building Massing



NW JOHNSON

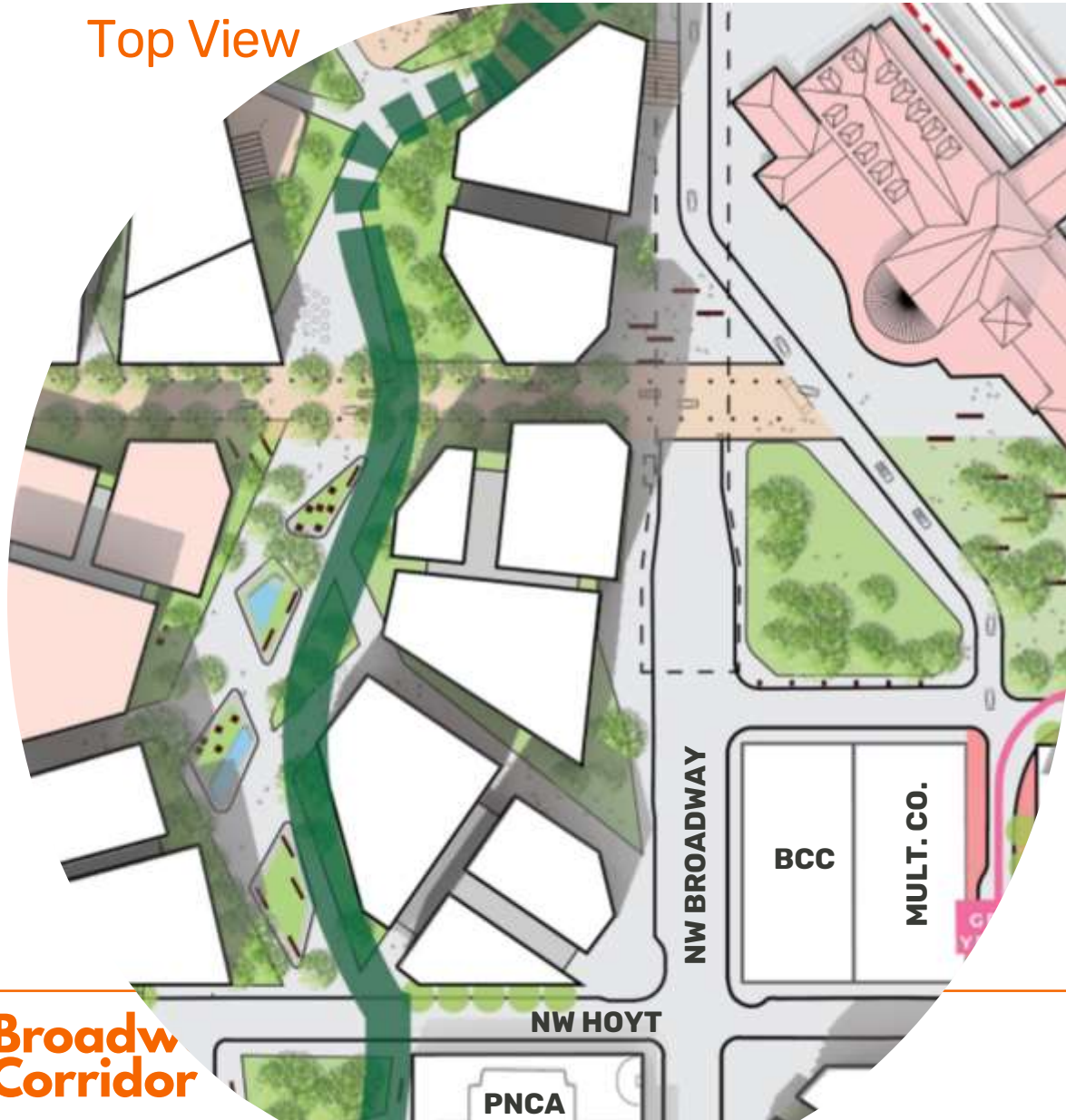
PNCA

NW BROADWAY

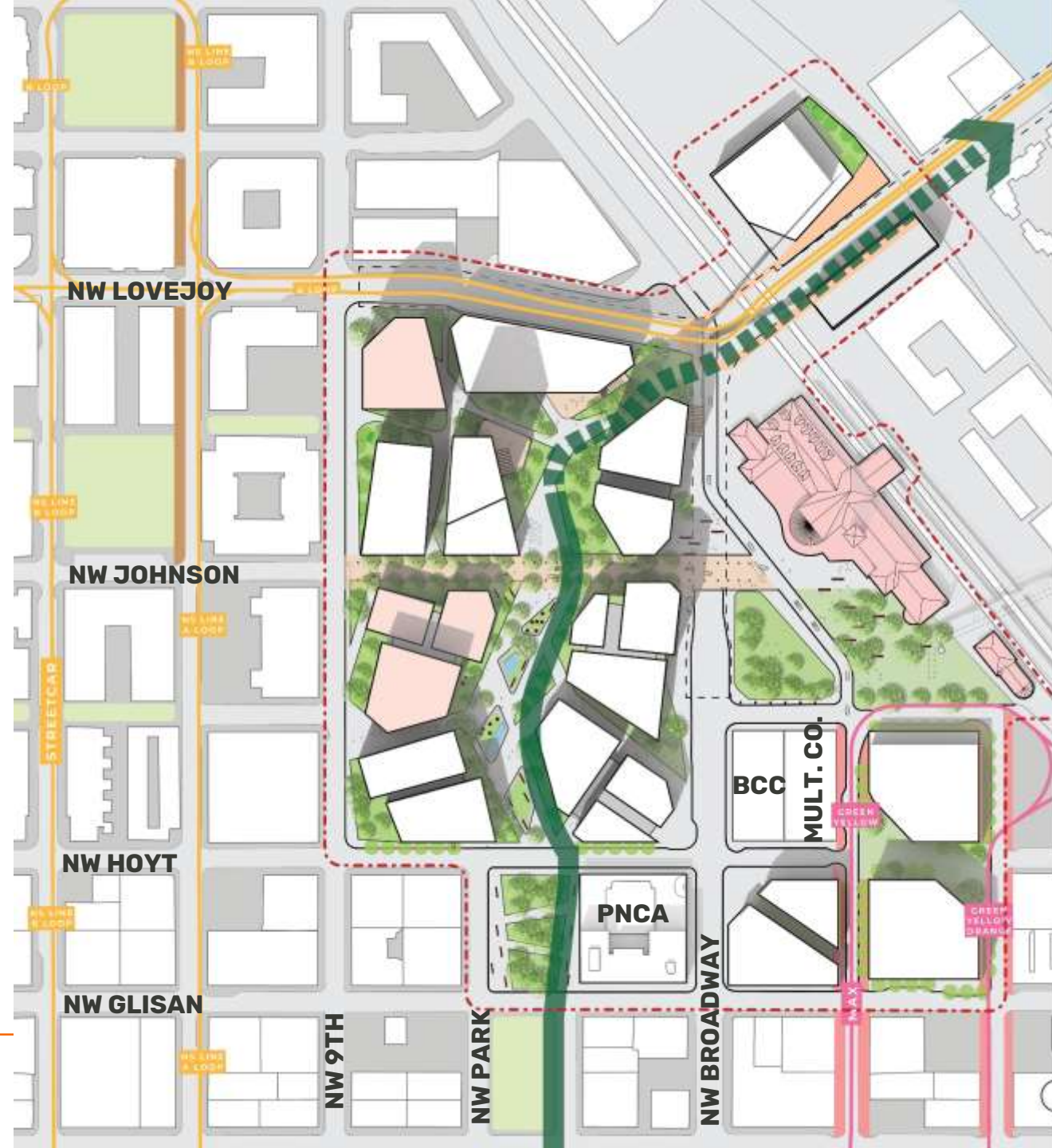


# NATURE

Top View



Broadw  
Corridor





# DISCOVERY

## Key Themes

Link Old  
Town/  
Chinatown to  
Pearl

Community  
Market

Independent  
Retail

Pocket Parks

**INCREMENTAL  
DEVELOPMENT**



**UNION STATION/  
PUBLIC SQUARE**

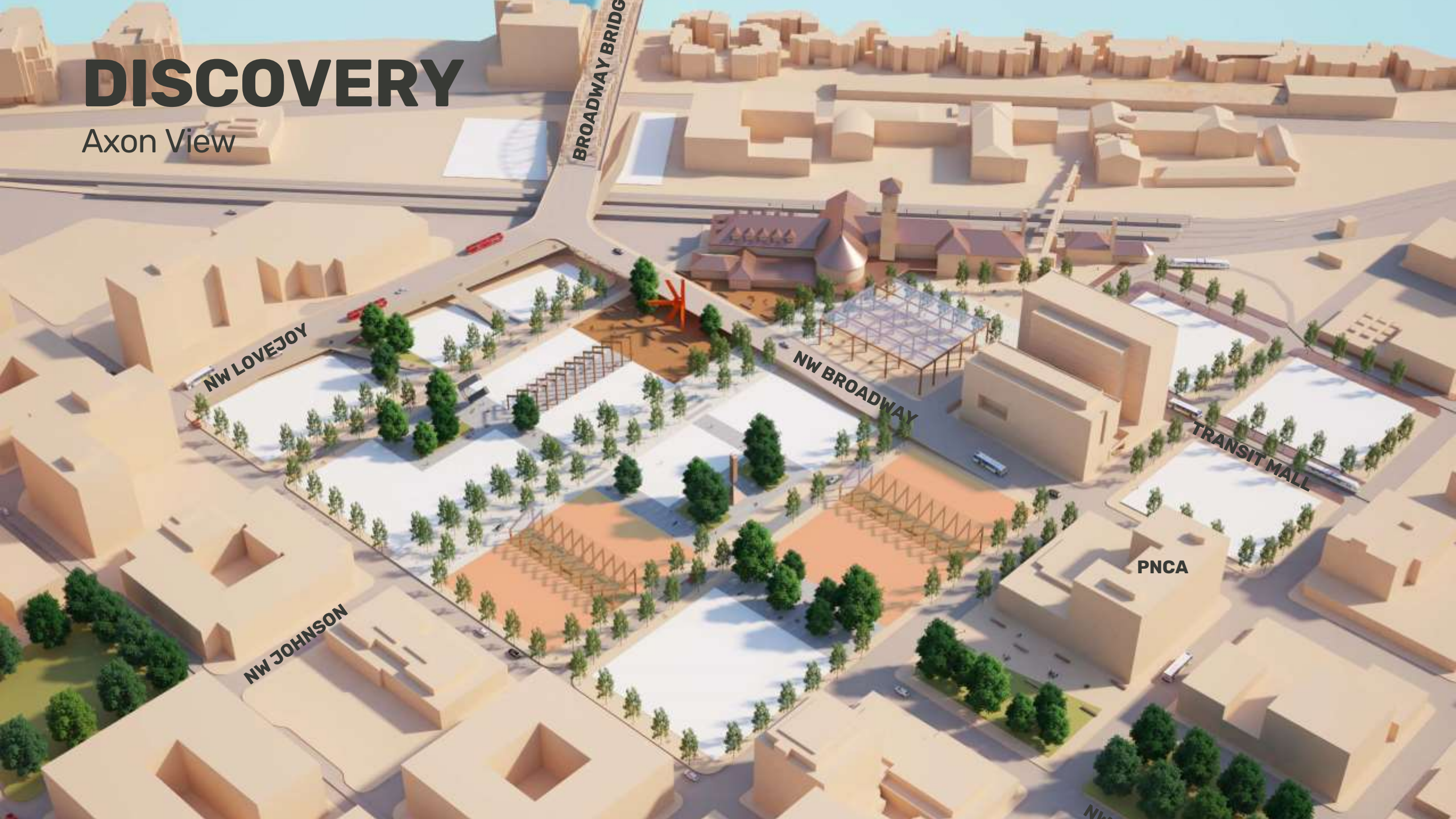


**CULTURE ALLEYS**



# DISCOVERY

Axon View





# DISCOVERY

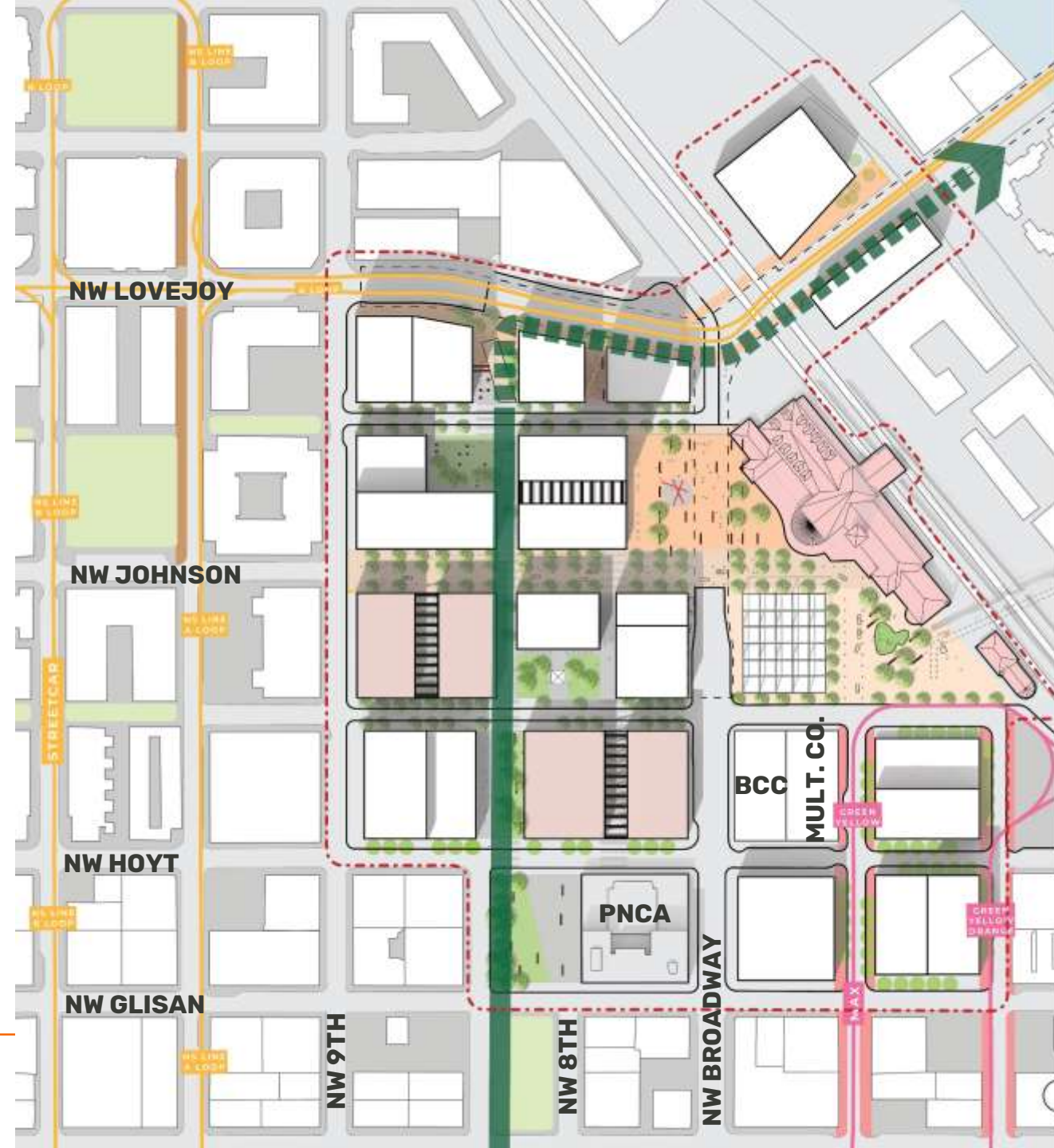
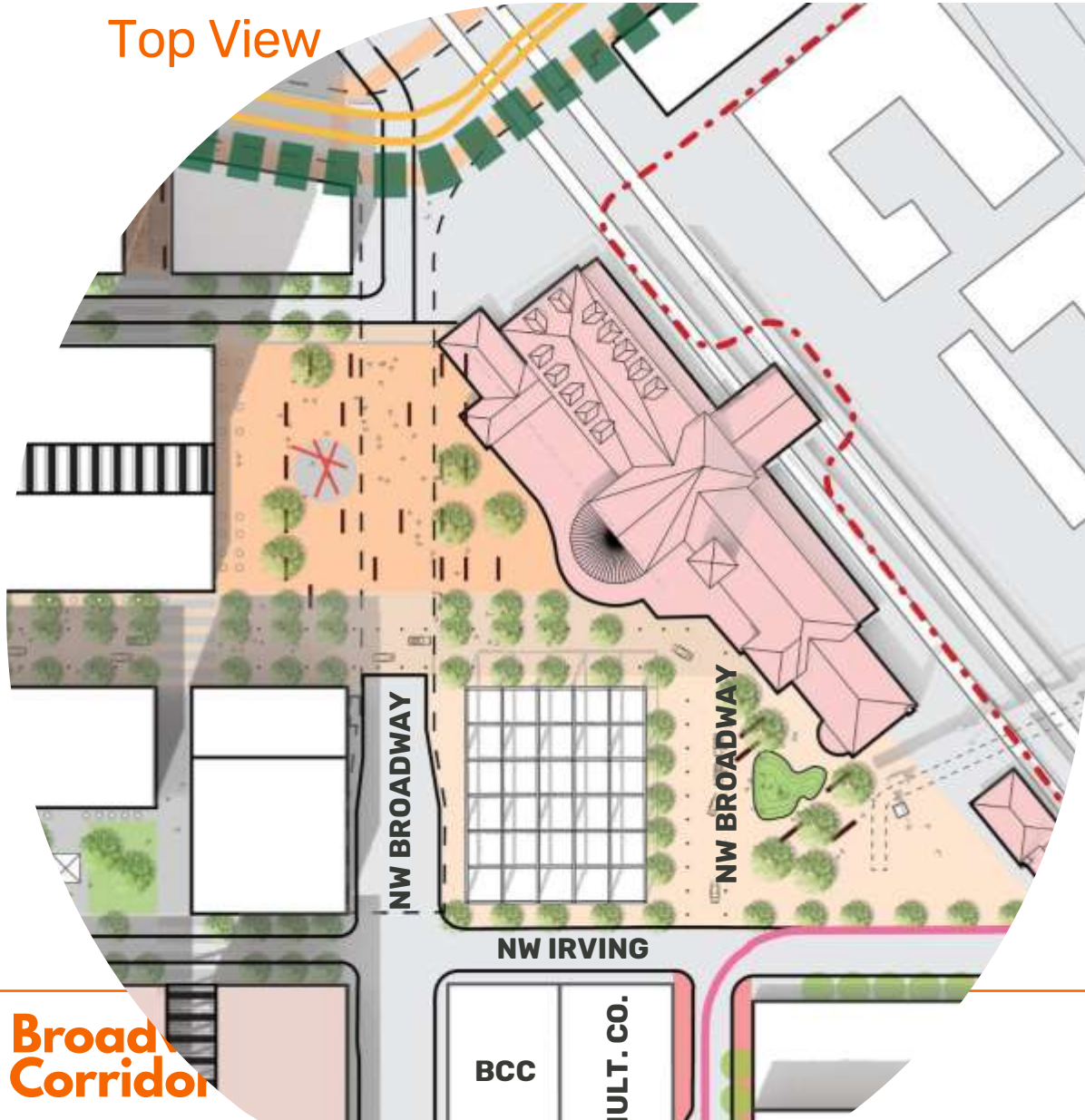
Building Massing





# DISCOVERY

Top View



Broad  
Corridor



**Thank you!**

