

An aerial photograph of a city, likely Portland, Oregon, showing a river, a bridge, and various buildings. The text is overlaid on the image.

Broadway Corridor

Steering Committee Meeting

October 23, 2018



PROSPER
PORTLAND

Introductions

PUBLIC PARTICIPATION GUIDELINES

- Steering Committee meetings open to the public
- Public invited to comment at 2:10pm
- Public asked to observe and listen
- Reserve discussion / questions / activity participation to Committee members only

AGENDA OVERVIEW

1. Introductions
2. Public Comment
3. Updates
4. Funding Sources for Broadway Corridor project
5. Small Group Breakout: Public Benefit and Design Priorities
6. Question and Answer: What We've Heard So Far Summary Document
7. Closing

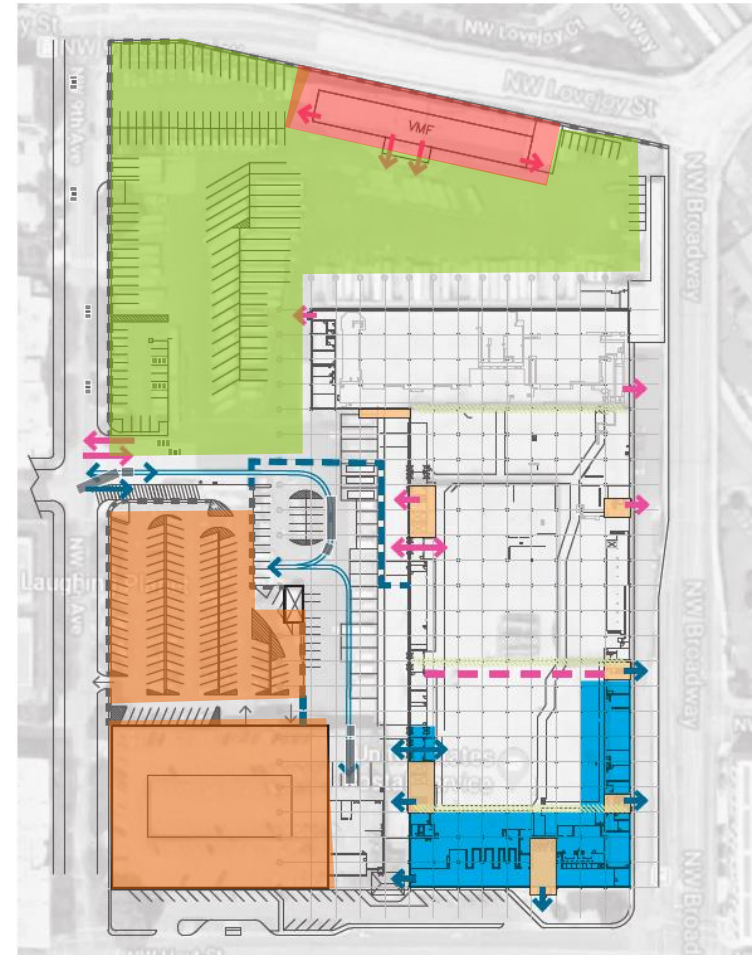


Updates

UPDATES

1. USPS Retail Relocation & Interim Use

- USPS Retail Replacement
 - Identifying nearby opportunity sites that can support retail replacement program needs
- Demolition Timeline
 - Contracting/Permitting: June 2019 – Oct 2020
 - Demolition: October 2020 – June 2022
- Potential Interim Uses under Consideration
 - Joint Office of Homeless Services Shelter in Vehicle Maintenance Facility
 - Event/Community Events on surface lot
 - Public Parking in parking garage




UPDATES

2. Development Impact Study

- Purpose
 - Evaluate and disclose actual and anticipated impacts from the relocation of the USPS distribution center to Cully
 - Set baseline to measure impact of new development on the former USPS site
- Impacts to be analyzed (based on data availability)
 - Economic impacts (contracting, USPS employment, housing market)
 - Environmental impacts (land cover, transportation/safety, air quality)
 - Social Impacts (displacement vulnerability, crime, livability)
- Advisory Committee
- Schedule: October 2018 – March 2019

UPDATES




4. Old Town/ Chinatown Action Plan

About usWhat We DoNews & EventsGet Involved




Progress Report (2018)

We have made significant progress and recognize areas that require additional work. For each of the three objectives the Community Association identified key Measures of Success.

1. Attract new neighborhood investment to activate key properties and improve district connectivity

 MEASURE OF SUCCESS: 500 new moderate-income housing units	 MEASURE OF SUCCESS: Five buildings rehabilitated	 MEASURE OF SUCCESS: District Parking Strategy
PROGRESS TO DATE: 250 new units of housing have been built (38 Davis, 108 Sw 3rd, Erickson-Fritz), including 45 affordable units in 38 Davis and 108 SW 3rd and another 52 units at the Erickson-Fritz	PROGRESS TO DATE: Overland Warehouse, Society Hotel, Merchant Hotel, Mason-Ehrman Building Annex, Erickson-Fritz, PNCA, Pine St. Market, Customs House The Hoxton Hotel, formerly The Grove Hotel, opens fall 2018	PROGRESS TO DATE: Remains a District priority

2. Promote business vitality by increasing employment and retail activity;

 MEASURE OF SUCCESS: Five new retail stores	 MEASURE OF SUCCESS: Business openings/expansions	 MEASURE OF SUCCESS: 500 new living-wage jobs
PROGRESS TO DATE: Mi Mero Mole, Charlie's Deli, Deadstock Coffee, Bridgetown Barber Society, Starbucks, Hello from Portland, Dogwood Pdx, Tryst, Fortune Bar, Pine Street Market (multiple retailers)	PROGRESS TO DATE: Open Sesame, AirBnB, ThinkShout, Moovel, Netop, Society Hotel, CloudEngage, Portland City Boxing International company WeWork opened co-working space at the long-vacant Customs House	PROGRESS TO DATE: Over the past five years the area has added 614 new jobs (Oregon Employment Department's Quarterly Census of Employment and Wages) Over that same period, the area has experienced 10% job growth, 28% wage growth, strong growth in

<https://prosperportland.us/old-town-chinatown-action-plan/>

UPDATES

5. Focus Groups

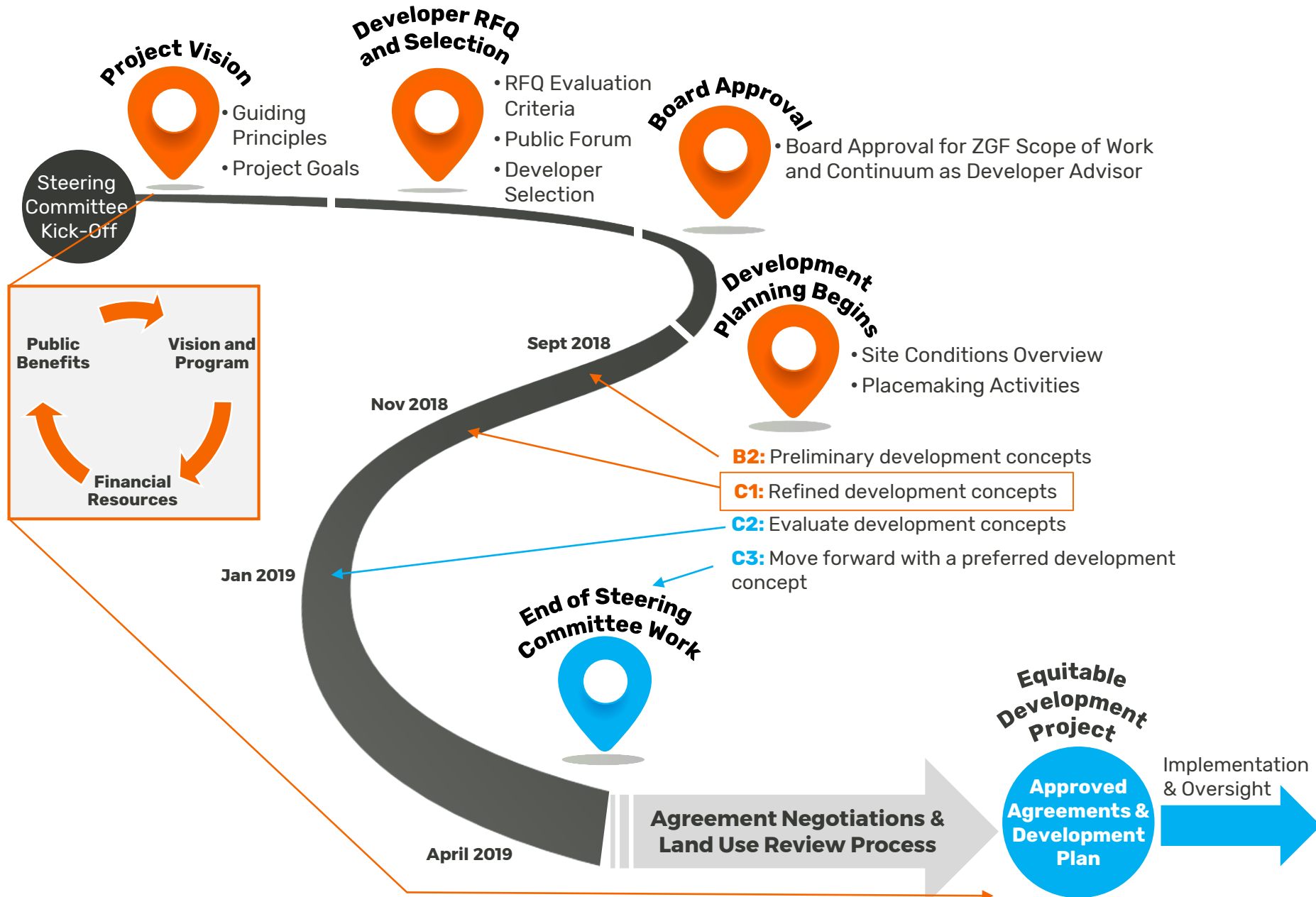
- **Current Plan:**

- **Past focus group:** people in study area that are low-income (Aug 2018)
- **Planned focus groups or roundtables for Oct-Dec:** Persons with disabilities; communities of color including those who have experienced displacement and non-English speakers; Old Town neighborhood; Chinese community; Japanese community

- **Committee Feedback. Consider the following groups:**

- minority and women apprentices, care providers and consumers, building service staff and affordable housing residents/providers
- certified contractors and workforce – preparing them to be ready to bid/work on the project including both non-union and union representation, pre-apprenticeship programs and CBOs that find workforce opportunities for their constituents

Where We've Been, Where We're Going



Where We're Going

B2: Develop Concept Alternatives

Develop 3 Concept Alternatives with comparable densities:

1. Street plan
2. Block Confirmation
3. Location, scale & purpose of open spaces
4. Height, Massing & Orientation
5. Floor Area Quantity & Distribution
6. Land Uses, with emphasis on Affordable Housing
7. Parking

Approval for ZGF Scope of Work
Forum as Developer Advisor

C1: Refine Concept Alternatives

1. Land use mix
2. Building height, massing and orientation
3. Open space programming and configuration, including Green Loop
4. Multimodal access and circulation
5. Connectivity
6. Parking strategies, including electric vehicles and autonomous vehicles
7. Define service, loading and access zones
8. Green infrastructure and low-carbon and/or district energy concepts
9. Habitat, wildlife/bird-friendly analysis
10. Financial feasibility analysis
11. Phasing impact review (as appropriate)
12. High-level technical systems cost analysis (BES/PGE/Infrastructure)
13. Design guidelines assessment
14. Community benefit priorities application

Site Conditions Overview
Facemaking Activities

development concepts

development concepts

development concepts

d with a preferred development

Nov 2018

Equitable
Development
Project

Approved
Agreements &
Development
Plan

Implementation
& Oversight

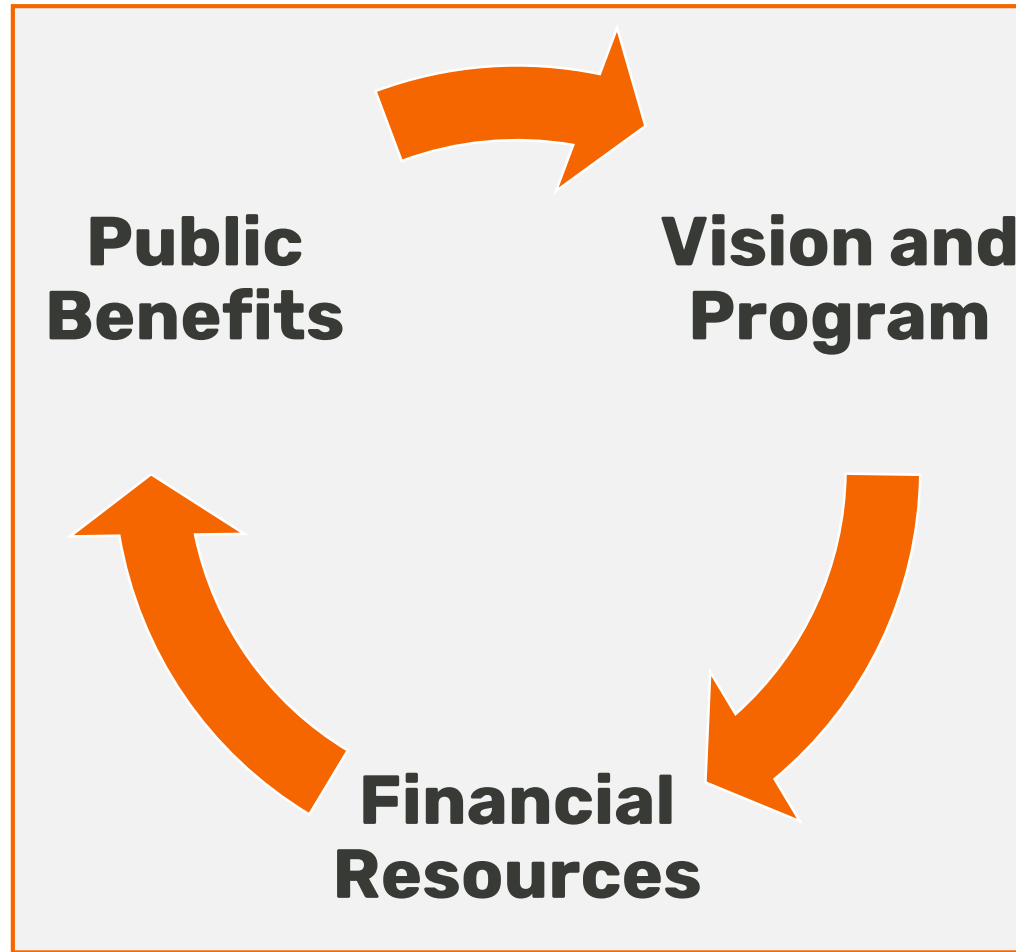
Group Agreement Check-in

- Which group agreement(s) are important for you to be mindful of and one you want others to be mindful of when engaging in a small group discussion?

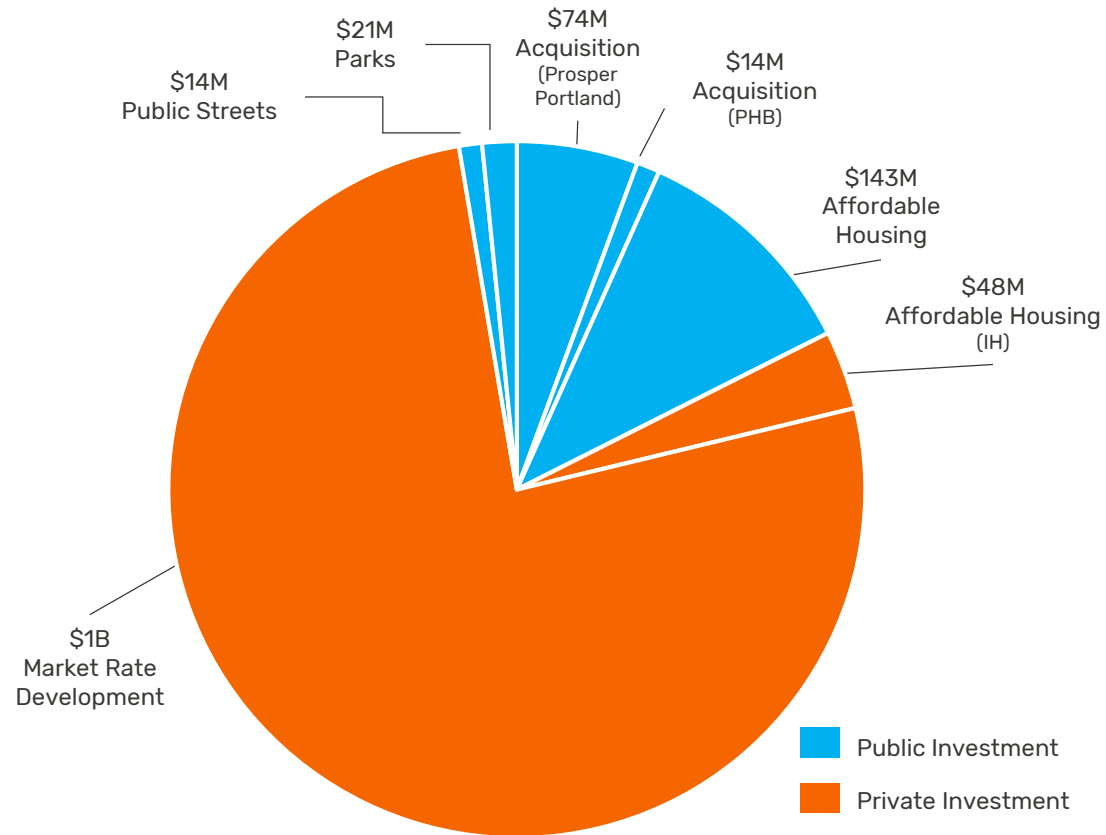
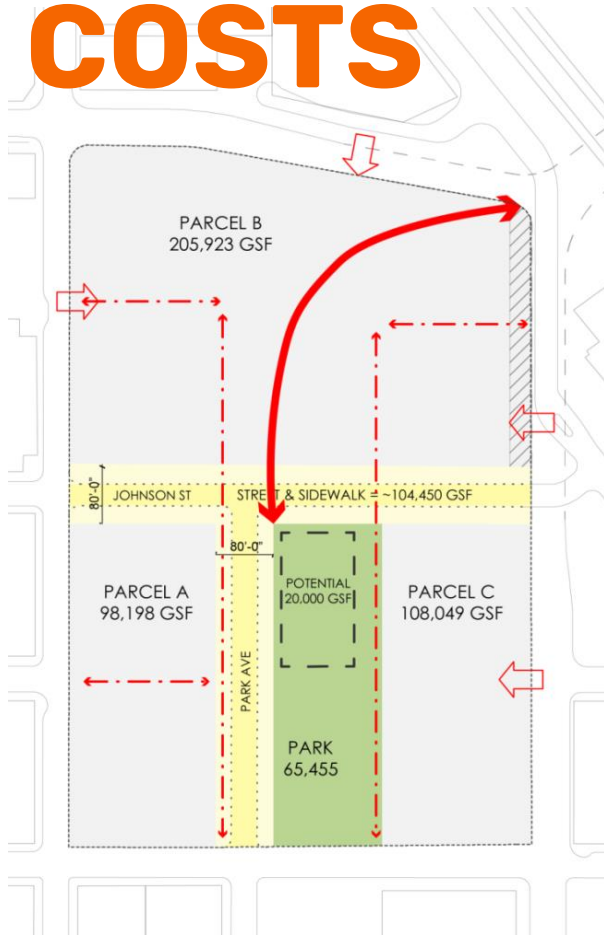
Funding Sources

The background of the slide is a grayscale photograph of Union Station in Vancouver. The station's iconic clock tower is visible on the right side, with the words "UNION STATION" and the year "1906" on its face. A Canadian flag flies from the top of the tower. In the foreground, there is a street with a car, a cyclist, and a pedestrian. A large, solid orange rectangular box is overlaid on the left side of the image, containing the title "Funding Sources" in white text.

FINANCIAL FRAMEWORK



ESTIMATED COSTS



- Affordable Housing: 700 affordable housing units delivered via PHB investment and inclusionary housing
- Streets: Johnson Street & Park Avenue = 80' ROW
- Parks & Open Space: Two new park blocks + Green Loop + Bridgehead/Viaduct activation
- Private Development: 3.2M sf mixed use

KNOWN PUBLIC SOURCES & USES

	Estimated Cost	Identified Sources
USPS Acquisition	\$88M	\$73.5M (Prosper Portland - TIF) \$14.5M (PHB - TIF)
Development Planning	\$4M	\$4M (Prosper Portland - TIF)
Holding Costs / Site Prep / USPS Retail Relocation	\$28M	\$28M (Prosper Portland - TIF)
Infrastructure & Environmental ⁽¹⁾ ⁽²⁾	\$37M	\$5M (PBOT - SDCs) \$5M (Prosper Portland - TIF)
Affordable Housing	\$53M	\$5.5M (PHB - TIF)
Community Benefits	TBD	TBD (Prosper Portland - RLV)
Other Parcels (Union Station, etc)	TBD	TBD
TOTAL	\$210M + TBD	\$135.5M + TBD

(1) Estimated Costs based on 2015 Framework Plan development concept

(2) Estimated System Development Charges: Parks = \$15M; PBOT = \$10M

POTENTIAL OTHER PUBLIC SOURCES

- Infrastructure & Environmental
 - City's System Development Charges
- Economic Development
 - Enterprise Zone
 - Opportunity Zone
- Affordable Housing
 - General Obligation Bond (*guided by Portland's Housing Bond Policy Framework*)
 - Construction Excise Tax

NEXT STEPS

- Identifying Steering Committee members who are interested in separate, in-depth discussion about project financials
- Scheduling a meeting in the next month

The background image is a grayscale photograph of a city street scene. In the foreground, there is a wide street with a car and a cyclist. In the middle ground, there is a large building with a prominent clock tower. The clock tower has a flag on top and the words "UNION STATION" on its face. The sky is filled with clouds.

Public Benefit and Design Priorities

SMALL GROUP SESSION

- **Purpose:** Share your priorities around public benefits and design
- **Inform:** design; financial analysis for narrowing the concepts; Prosper Portland's position around community benefit priorities
- **Next steps:** Prosper Portland and Portland Housing Bureau will take feedback and present back how, when, where, and under what circumstances these might be addressed

SMALL GROUP SESSION

- | | | |
|---|---|------------------------------------|
| 1. Housing
7 th Floor, Love
Portland | 2. Urban Design & Accessibility
Green Room | 3. Business Equity
Lobby |
| 4. Workforce Development & Jobs
Commission Room | 5. Sustainability
7 th Floor, Portlandia
Room | |

Guiding Questions:

- What are key considerations and priorities for Prosper Portland and Portland Housing Bureau to be aware of?
- Where do different points of view exist among considerations and priorities?
- Which priorities align best with project goals?

The background image is a grayscale photograph of Union Station in Vancouver. The station's iconic clock tower is visible on the right side, topped with a flag. The station's roof and surrounding urban environment are also visible. A large, solid orange rectangular box is positioned on the left side of the image, containing the main title in white text.

Large Group Report Out



Q&A on Summary of Feedback so far

FEEDBACK SUMMARY

- Summary of what we've heard from Steering Committee
- Categorizing as Policy / Program / Design to inform where/how comments might be addressed
- No order / prioritization in document
- **Next Steps:**
 - How we integrated the feedback in concepts
 - Project goals and social equity impact assessment lens
 - Addressing how we incorporate feedback more equitably

DESIGN FEEDBACK SUMMARY BY GROUP

	STEERING COMMITTEE	PUBLIC FORUMS	PUBLIC PARTNERS TECHNICAL TEAM
PLAY	<ul style="list-style-type: none"> • prefer green loop consolidated on site • prefer multiuse open space vs sports only • block size feels large but has great connectivity with neighbors 	<ul style="list-style-type: none"> • opportunity for connectivity & activity at gateway/ Broadway Bridge & north plaza • prefer flexible vs sports programmed open space; sports only feels exclusive 	<ul style="list-style-type: none"> • green loop route on block Y too indirect • see opportunity in singular iconic tall building combined with B. Bridge gateway and plaza • intrigued by sunken park space upper north plaza; potential mgt partnership opportunity
NATURE	<ul style="list-style-type: none"> • irregular grid & building forms are inviting, iconic, interesting vs confusing • 'dark/hidden forest' not universally culturally inviting; desire intermittent spaces open to sky; more flexible open space use • the best green loop concept 	<ul style="list-style-type: none"> • interesting streets & space formed by irregular grid could cost more and be less efficient to build • desire more open (less tree covered) multi-use spaces • prefer continuity & connectivity of park blocks, greenloop & natural open space 	<ul style="list-style-type: none"> • strongest concept in sense of place with unique identity • consolidated parking at north end means a long walk from everywhere • minimize water feature scale; make them flexible use
DISCOVERY	<ul style="list-style-type: none"> • market is great but being under bridge feels tucked away, exclusive • smaller blocks feel accessible to small business development opportunity & more affordable • smaller grid & spaces feels universally culturally inviting but also exclusive 	<ul style="list-style-type: none"> • like Union Station as focal point, center, main attraction • smaller scale blocks & open space is comfortable & inviting but could feel too private • familiarity of existing grid vs more of the same • need art combined with multi-cultural community center 	<ul style="list-style-type: none"> • viability of space under bridge • smaller pocket parks are challenging to manage and feel private/exclusive • plaza connecting Union Station feels tucked away under bridge

Closing

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QUESTIONS?

**Please fill out evaluation sheet!
Thank you!**