

Working Planning Tool

**Vision:** The Broadway Corridor is a once-in-a-generation unique, diverse, vibrant, sustainable, mixed-use, dense urban district seamlessly integrated with a regional multi-modal transportation hub. The Broadway Corridor Project acknowledges historic disparities; considers what is being created for future generations; fosters culture, social equity and inclusion; and reimagines how all people live, work, enjoy and move through the city in a genuinely transparent and equitable way.

**Guiding Principles:** The findings of a Racial Equity Impact Assessment (REIA) are guiding the implementation of this vision and ensuring that development is consistent with the guiding principles below, including being intentional about who benefits from the opportunities created; assessing and mitigating potential impacts/burdens; ensuring a diversity of communities influence decisions from planning through development and programming; and, strengthening partnerships required to advance the vision.

All aspects of the Broadway Corridor development, both public and private, will be:

Guiding Principle		Project Goals <i>The Broadway Corridor project will....</i>	Developer Experience Desired <i>Experience in....</i>	Evaluation Criteria * <i>Demonstrated success in.....</i>
Accountable	Implement a robust, proactive and transparent strategy that is a responsible expenditure of public funds, attracts private investment, and delivers targeted and equitable public benefits, with clear and enforceable milestones and metrics	<div>1. <i>Identify and promote clear, long-term, and enforceable financial, community benefit, and environmental metrics that reflect best practices at all stages of design, development and operations to be included in a Community Benefits Agreement.</i></div> <div>2. <i>Integrate input received via meaningful public engagement with communities of color and other under-served and under-represented people in decisions in all stages of the process, including future oversight, in a manner that encourages community interaction and is welcoming to and informed by Portlanders of all ages, disability status, cultures, and backgrounds..</i></div>	<div>1. <i>Working with an oversight committee to monitor and report on project metrics and ensure that equity commitments are maintained after completion of the project.</i></div> <div>2. <i>Participating in, or a willingness to participate in, a Community Benefits Agreement (CBA).</i></div> <div>3. <i>Engaging a wide range of community stakeholder groups and incorporating input received in past development projects.</i></div> <div>4. <i>Integrating environmental and social objectives with project profitability.</i></div> <div>5. <i>Delivering development projects on time and on budget; utilizing innovative approaches to adapt to changing market conditions and/or code requirements over time.</i></div>	<div>1. <i>Engaging and maintaining ongoing partnership with community partners to deliver projects (e.g. no fines, lawsuits, etc), particularly through partnerships with communities of color to serve community needs and priorities.</i></div> <div>2. <i>Participating in, or a willingness to participate in, a Community Benefits Agreement (CBA).</i></div> <div>3. <i>Transparent planning for and reporting on project metrics, including working with an oversight committee to ensure that equity commitments are maintained after completion of the project.</i></div> <div>4. <i>Financing comparably scaled and complex projects; financial capacity of development team.</i></div> <div>5. <i>Implementing projects similar in scope and type to proposed project, including public/private partnerships.</i></div>

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Connected	Leverage regional and local assets to strengthen multimodal transportation connections and improve accessibility to and through the area for all	<div>3. <i>Improve safe, reliable, and affordable access for low-income communities including connecting affordable housing with employment providing adequate wages.</i></div> <div>4. <i>Create a coordinated and efficient multimodal transportation system that encourages people to choose healthy, active, and low-carbon transportation modes and systems, and enhances the economic competitiveness of the region.</i></div> <div>5. <i>Enhance Union Station as an active center and destination.</i></div> <div>6. <i>Provide an accessible, active, vibrant streetscape prioritizing pedestrian and bike infrastructure that enhances the neighborhood greenway system and builds connectivity with adjacent neighborhoods.</i></div>	<div>6. <i>Working with multiple organizations/agencies to deliver mixed-income or age-friendly Transit Oriented Development (TOD) with multi-modal transportation options.</i></div> <div>7. <i>Activating and revitalizing historic or transit resources and connecting them to the community</i></div> <div>8. <i>Providing active transportation amenities integrated into a vibrant commercial streetscape.</i></div>	<div>5. <i>Working with multiple organizations/agencies to deliver mixed-income, age-friendly Transit Oriented Development (TOD) with an active multi-modal transportation hub and accommodating advancements in mobility and parking (e.g. bus rapid transit, autonomous vehicles, electric vehicles, and automated/stacked parking).</i></div> <div>6. <i>Delivering safe active transportation including bike and pedestrian access through a comparably sized mixed-use site.</i></div>

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Equitable	Promote social equity, reduce disparities, and extend community benefits	<p>7. <i>Improve socio-economic opportunities for people of color, such as through affordable commercial space for diverse businesses, workforce training, and contracting opportunities.</i></p> <p>8. <i>Strong commitment to utilizing a combination of certified minority-owned, woman-owned, DBE, and local firms as well as union vendors in design, construction and ongoing operations to create living wage jobs for a diverse workforce.</i></p> <p>9. <i>Provide adequate and affordable housing serving households earning 0 – 60% median family income (MFI) with a portion targeted to serving households earning 0 – 30% MFI.</i></p> <p>10. <i>Provide a mix of housing units, including family-sized and multi-generational housing.</i></p> <p>11. <i>Provide integrated mixed-income development including housing and commercial space for all income levels.</i></p> <p>12. <i>Utilize Universal Design to ensure public and private development that is age-friendly, multi-generational, and can benefit and be utilized by all, and public spaces are welcoming to all community members.</i></p> <p>13. <i>Adhere to high environmental standards in all phases of project design and implementation to increase natural assets for a healthy and livable community particularly communities of color and low income communities.</i></p>	<p>9. <i>Developing, programming and leasing projects to provide economic opportunity for communities of color.</i></p> <p>10. <i>Hiring diverse employees/members of development team</i></p> <p>11. <i>Utilizing a combination of certified minority-owned, woman-owned and DBE firms and union vendors in construction and ongoing operations.</i></p> <p>12. <i>Developing or partnering to develop and finance affordable housing.</i></p> <p>13. <i>Designing, developing and/or operating mixed-income buildings offering a range of housing units.</i></p> <p>14. <i>Understanding and use of universal design principles, ADA accessibility beyond code requirements, and age friendly planning.</i></p>	<p>7. <i>Developing, programming and leasing projects to or otherwise providing opportunities to businesses owned by people of color.</i></p> <p>8. <i>Maintaining a diverse and equitable workforce (race, gender, disability) including a development team that includes people of color and a history of fair and equitable labor practices</i></p> <p>9. <i>Utilization of certified minority-owned, woman-owned, DBE, and local firms as well as union vendors in construction and ongoing operations.</i></p> <p>10. <i>Providing a mix of housing types to serve a diverse income mix, including family-sized units; preference for developers who have previously exceeded accessibility and/or affordable housing expectations, requirements or laws.</i></p> <p>11. <i>Demonstrated ability to maximize diversity through inclusive practices in its past projects or business practices and commitment to meet and exceed the Prosper Portland Equity Policy.</i></p>

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Prosperous	Foster economic and wealth prosperity for all through opportunities for innovation, creativity, education, and economic growth in the region	<p>14. Create living wage jobs, at all skill levels and with career pathways, through commitments by tenants and partnerships with Workforce Investment Boards , particularly providing employment and job training opportunities for communities of color and other underserved populations.</p> <p>15. Leverage large central site as a regional employment hub and recruit major anchor employer that follows labor law, provides a livable wage, benefits, stable scheduling, targeted hire, career ladders, a voice on the job, and health and safety for all employees; including subcontracted workers, contingent, and temporary workers.</p> <p>16. Provide a diverse range and size of businesses, including stabilizing and growing small local businesses and providing opportunities for innovation and starting new businesses.</p>	<p>15. Recruiting large-scale High Road Employers to development projects, thus creating quality jobs for the community.</p> <p>16. Developing projects with a diverse range of industry types.</p> <p>17. Providing opportunities for small local businesses, including innovative opportunities for future economic growth such as incubators, maker spaces or flexible space.</p> <p>18. Providing internships, training, and job opportunities through partnerships with tenants.</p>	<p>12. Developing projects that have integrated and sustained both large employers (500+ employees) and medium-size businesses (25-50 employees).</p> <p>13. Providing opportunities to sustain and grow a diverse range of small businesses (1-24 employees).</p> <p>14. Providing internships, work experiences and career pathways for youth and communities of color via commitment by tenants and partnerships with Workforce Investment Boards.</p>

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Resilient	Demonstrate leadership in sustainability, health and integration of the built and natural environments and promote human interaction with the environment.	<p>17. <i>Demonstrate leadership in implementing strategies that achieve the Portland Plan and Climate Action Plan’s goals to become an equitable, ecologically healthy, net-zero carbon, and fossil fuel-free city.</i></p> <p>18. <i>Create a thriving and healthy built environment that promotes human, social, and ecological interaction.</i></p>	<p>19. <i>Incorporating innovative green design elements and technologies in development that are responsive to climate mitigation and adaptation and integrate public/private open space, such as utilizing non-toxic, low carbon, locally sourced materials; and utilizing shared infrastructure/district systems.</i></p> <p>20. <i>Obtaining green building certifications (LEED Platinum, Living Building Challenge, Living Community Challenge)</i></p> <p>21. <i>Incorporating green space and natural environment in development projects.</i></p>	<p>15. <i>Incorporating high environmental standards in all phases of project design and implementation (including responsibly harvested carbon positive material sourcing, water and energy usage, emissions, and integration of green infrastructure and greenspace) with specific care taken to minimize negative environmental impacts on the surrounding communities and communities from which materials are sourced, with a focus on communities of color and low income communities.</i></p> <p>16. <i>Incorporating green space and natural environment in development projects.</i></p> <p>17. <i>Demonstrated ability to advance green building, green infrastructure, and sustainable developments in past projects through existing and innovative technology; and commitment to meet and exceed the Prosper Portland Green Building Policy.</i></p>

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Vibrant	Create a unique and aesthetically stunning, mixed-use community that welcomes and reflects diversity, integrates private and public spaces, and enriches the quality of life for existing and new Portlanders of all ages, cultures, and backgrounds	<p>19. Promote groundbreaking design in a truly mixed use, diverse and active 24-hour large urban development that supports pedestrian-scale and the public realm, and is designed to become a new Portland icon.</p> <p>20. Provide an integrated network of high quality green and hardscape open space including extending the Park Blocks, providing amenities for families, public spaces for events, seating areas, neighborhood greenways, and landmark artwork.</p> <p>21. Include amenities that meet neighborhood needs and are accessible to all segments of the community, such as a community center, educational use, library or recreational facility.</p> <p>22. Acknowledge history of the place and the people who have been here through design.</p> <p>23. Support diverse arts, cultural artists, and art organizations through the design, construction, and operational phases of the project.</p>	<p>22. Designing and programming active, high-density, mixed-use development that successfully surrounds and supports grand public space and the pedestrian environment.</p> <p>23. Programming dynamic open space and public plazas, including spaces that provide multiple benefits, can be easily transformed for multiple uses, and create communal spaces of various sizes</p> <p>24. Incorporating public amenities and essential public services into a mixed-use development.</p> <p>25. Working with artists and art master plans informed by community and local artists.</p>	<p>18. Developing large-scale mixed-use and mixed-income developments that meet neighborhood needs and have distinctive character in terms of use, materials, architectural design and scale.</p> <p>19. Designing, developing and programming projects that maintain vibrancy over the long term and serve as destinations for the surrounding city.</p> <p>20. Integrating signature public spaces that offer a range of urban and natural experiences and amenities.</p> <p>21. Integrating diverse art that reflects the history, culture, community, and natural history of the region.</p>

\* Evaluation instructions to consider transparency, depth of past demonstrated success, scale of experience, innovative approaches, applicability to Portland/Broadway Corridor  
Indicates minimum criteria to be reviewed by Prosper Portland staff