

BROADWAY CORRIDOR STEERING COMMITTEE

WHY
ARE WE
HERE?

Broadway Corridor



Opportunity



✓ Central City Growth – 2035

- ~21,500 new households
- ~42,500 new jobs

✓ USPS Site Redevelopment

- ~2,400 new households
- ~4,000 jobs

Economic Growth

50

Consecutive months
of payroll growth

TOP

6

Money Magazine's
best large cities

#1

Portland grew faster from recession's
trough than any other metro

111

Increase in population per day
3,000,000 MSA by 2035

Inequitable Economic Growth

1/2

Communities of color earn \$16,636/yr.
White people earn \$33,095/yr.

10X

Wealth disparity between communities of color are at least **ten times** those of whites

7%

30%

Did not graduate from H.S.

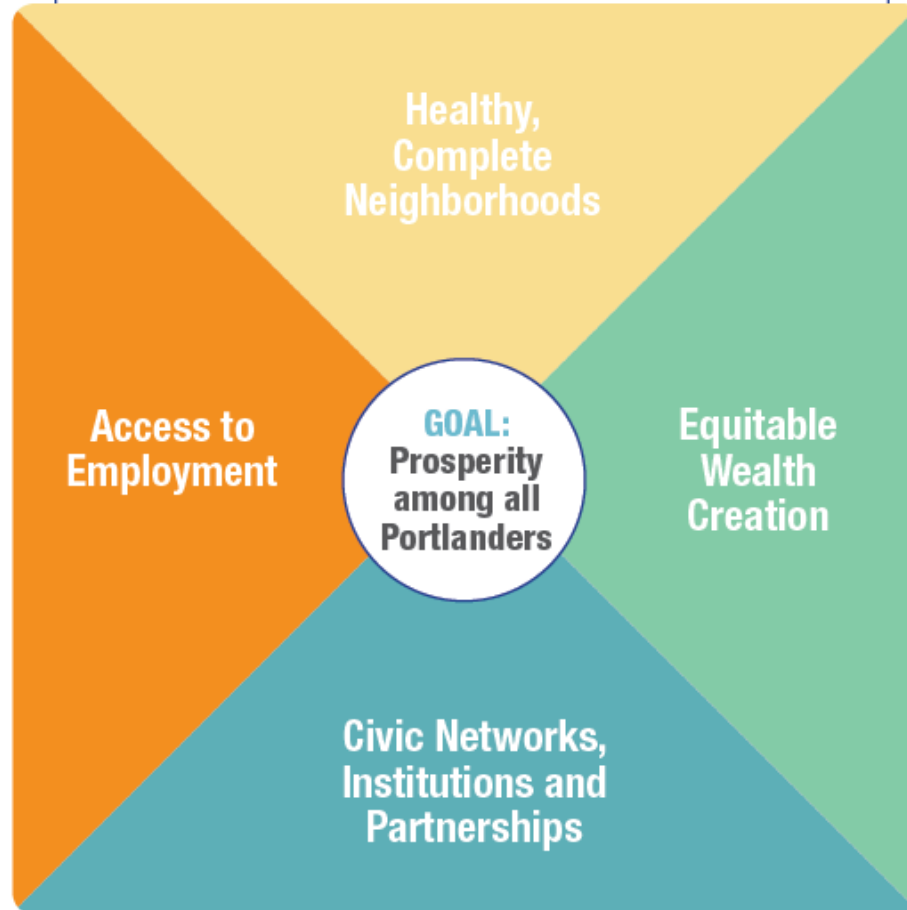
White people

Communities of color

Prosper Portland Strategic Plan

VISION:

Portland is one of the most globally competitive, healthy & equitable cities in the world.

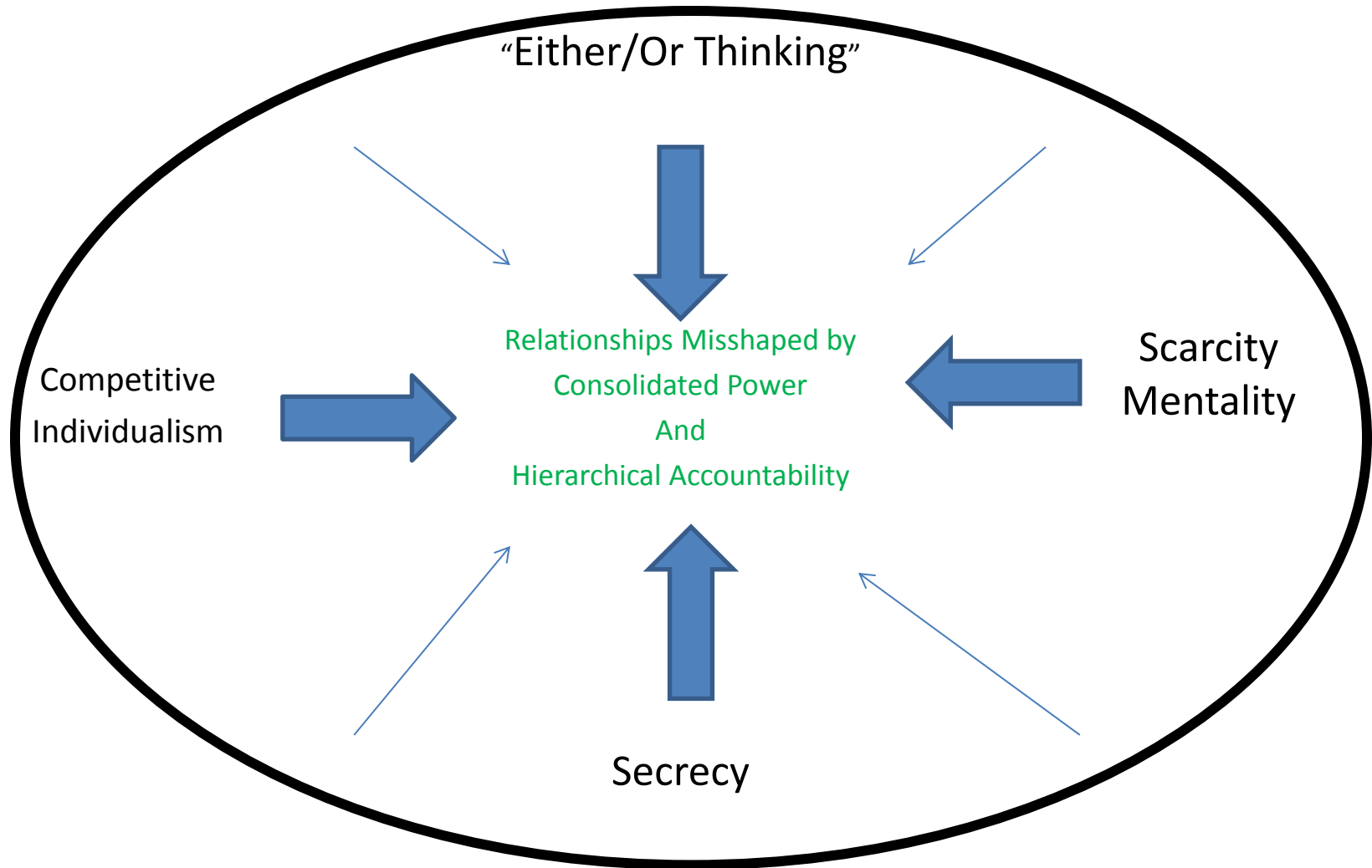


What We Mean by Social Equity

- Multicultural, Antiracist Institutional Framework - Internal business practices embody antiracist strategies
- Achieve equitable outcomes for all programs, initiatives, investments - from beginning
- Ensure significant investments provide opportunities for disadvantaged populations

White Institutional Values

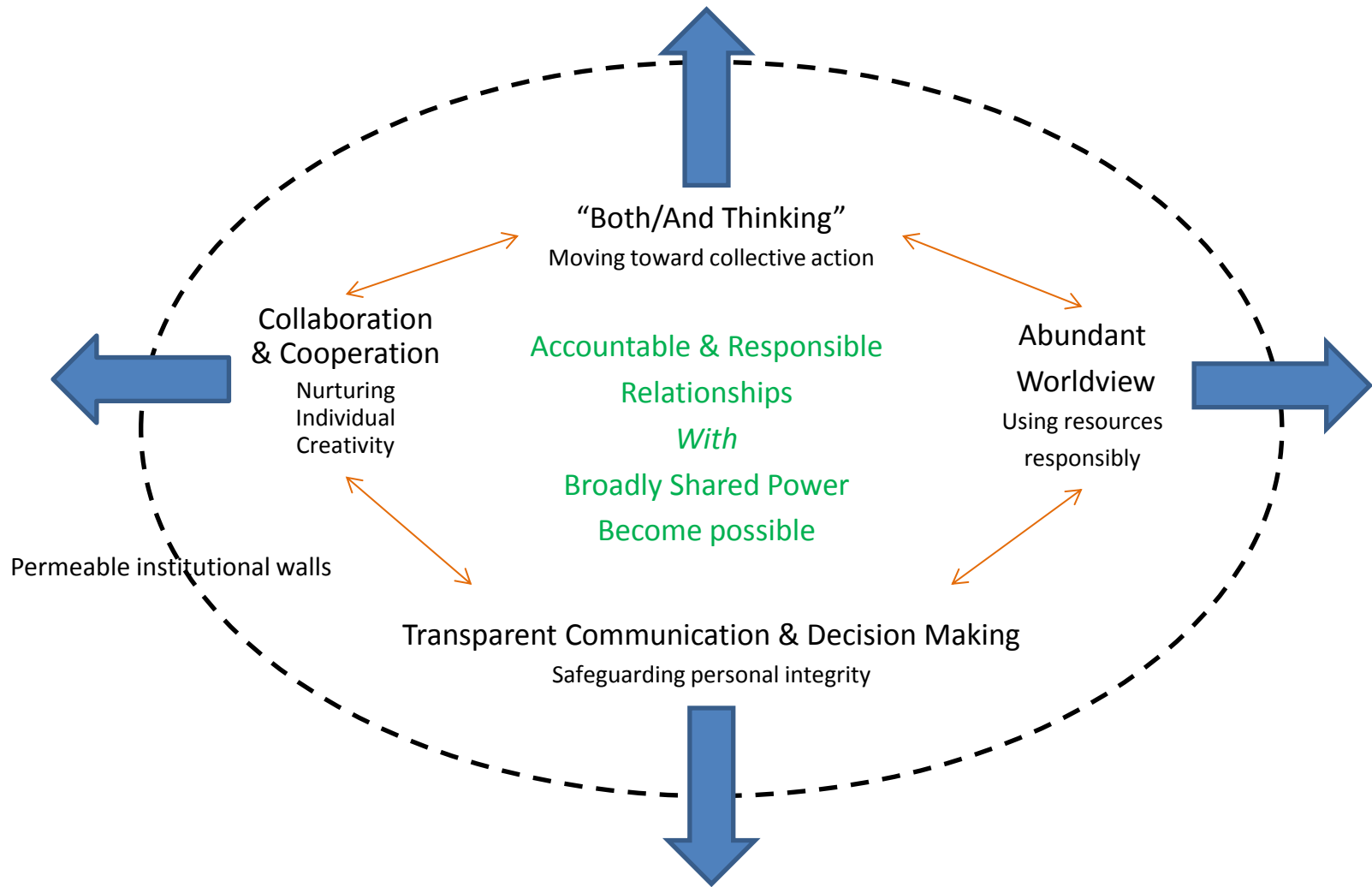
Values shaped in Stage 1 of the continuum of becoming a multi-cultural anti-racist organization



Focused on self-preservation with a bias toward efficiency

Transforming Institutional Values

Values shaped in Stage 4 of the continuum of becoming a multi-cultural anti-racist organization



Focused on mission with a bias towards effectiveness

Internal Racial Equity Impact Assessment (REIA)

The Broadway Corridor vision is one that honors history and culture, fosters social equity and inclusion, and reimagines how Portlanders live, work, enjoy and move through the city.

Framework:

- ✓ Who Benefits?
- ✓ Assessment and mitigation of impacts or burdens
- ✓ Diverse communities influence decisions (planning, development, programming)
- ✓ Strengthen partnerships to advance the vision

Guiding Principles & An Equitable Approach

Equitable

Promote social equity by reducing disparities, extending community benefits, building affordable housing and improving socio-economic opportunities for under served and under represented people.

Intentionally engage under-served and under-represented people in decisions, design and community building.

**Prosperous Vibrant Connected
Resilient Accountable**

- ✓ *Hold a conversation about equity before the project starts*
- ✓ *Have a long term perspective*
- ✓ *Check our own assumptions; question every process*
- ✓ *Ensure diverse stakeholder engagement*
- ✓ *Engage stakeholders in a meaningful and effective way*
- ✓ *Make process more welcoming, designed through with those we want to include*
- ✓ *Structure deals with equity goals in mind*
- ✓ *Be more creative in finding ways to support minority & community owned assets*
- ✓ *Leverage equity goals from institutional partners and industry*
- ✓ *Find development partners who will help achieve equity objectives*

A Different Type of Development Project

*“Our past practice has been to treat **equity** as an afterthought and not as a **key measure of success** we want to achieve going into the project.*

*For this project, we recognize that an **honest discussion about equity** with staff and stakeholders **needs to happen at the very beginning of and throughout the project.**”*

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 to gather input on projects

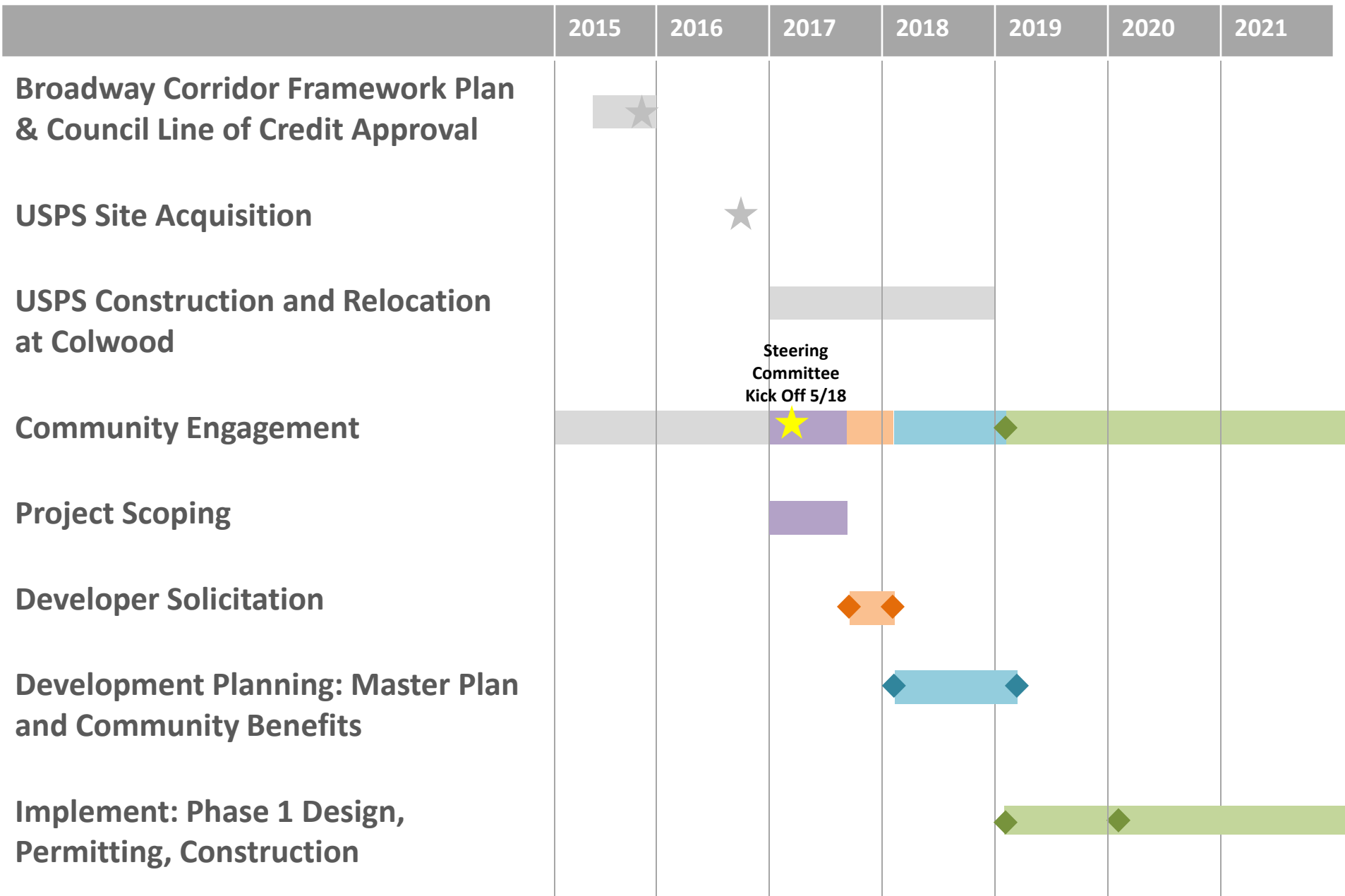
What's different?

- 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

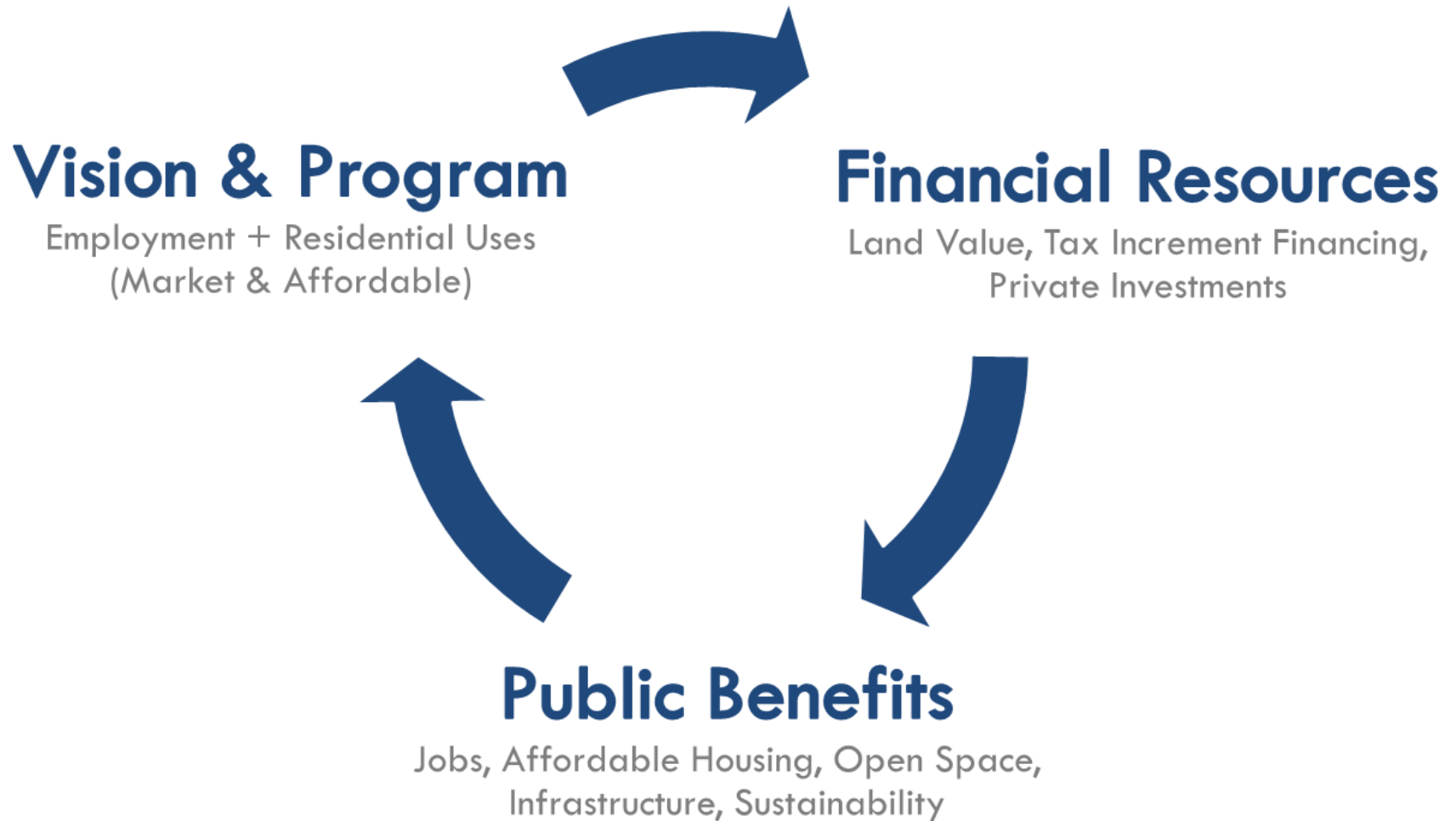


- Publicly held, large scale development parcel
- Potential for development to generate revenue citywide
- Broader engagement early on to help define the process
- Community benefits agreement in addition to policy requirements
- Input with a focus on community based organizations and ensuring organizations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

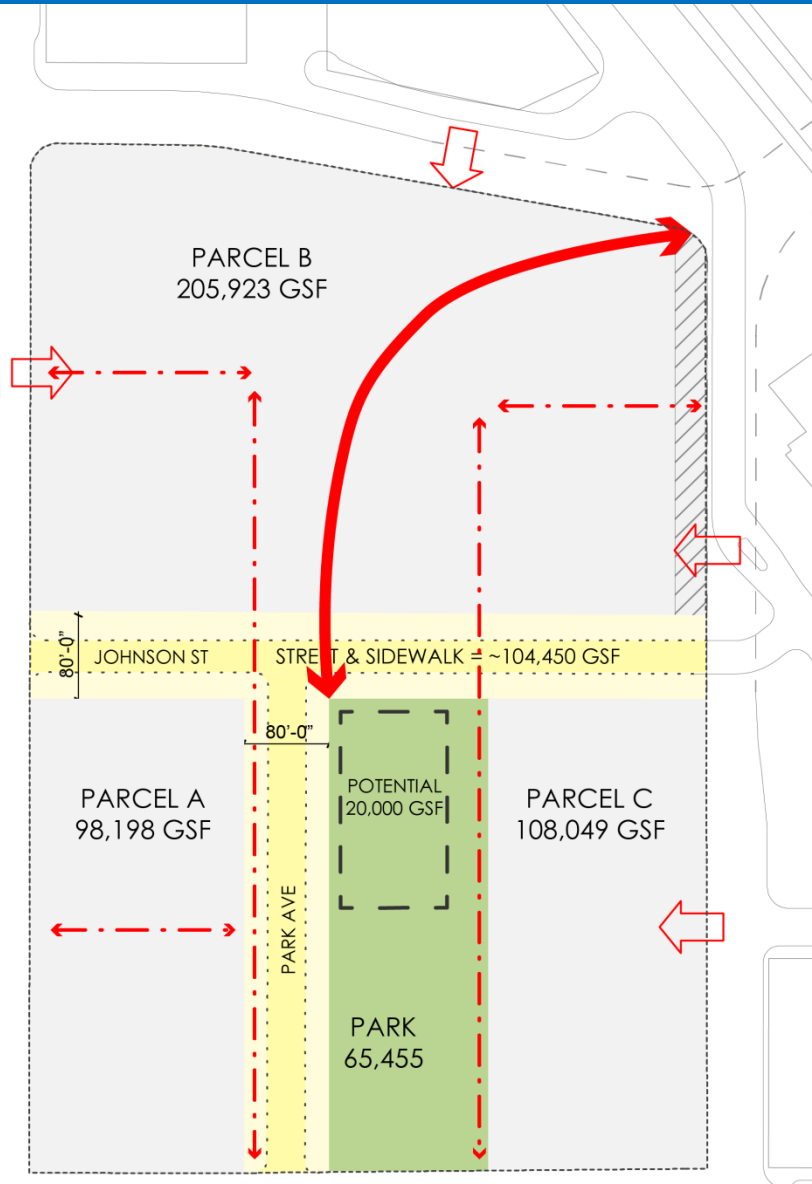
Timeline



Financial Framework



Framework Plan: Preferred Concept



Affordable Housing

- PHB rights to 30% of residential FAR = ~720 units
- PHB develops ~530 units via public investment
- Private partner develops ~190 units (10% of market rate units) at 60% MFI or below

Streets

- Johnson Street & Park Avenue = 80' ROW

Parks & Open Space

- Two new park blocks + 8th St and Irving St
- Green Loop
- Bridgehead/Viaduct activation

Entitlements

- Increase to 7:1 FAR; 250' / 400' Height

Best Practices Panel



Moderator

Oscar Arana, Hispanic Metropolitan Chamber

Urban Design

Nolan Lienhart, ZGF Architects

Community Benefits

Ben Beach, Partnership for Working Families

Economic Development and Development

Tawan Davis, Steinbridge Group

Climate Sustainability

Shelley Poticha, Natural Resources Defense Council

Public Realm

Fred Kent, Project for Public Spaces

Key Take-Aways

- Engage regionally diverse stakeholders in a meaningful and effective way. This takes time and resources.
- Discuss equity early. Structure process, deals and partnerships with equity goals in mind.
- Engage a developer to ensure City's detailed requirements for Master Plan approval are feasible.
- Maximize value and benefits that can be derived from a highly desirable site.
- Phase development to capture increasing asset value.
- Get the public realm right. Consider interim opportunities.
- Explore opportunities for partnership with foundations.

Key Questions

- How can this development foster widely shared prosperity?
- How can it have a positive impact on climate and resiliency?
- What kind of public spaces will offer an inclusive & active place?
- How can we ensure equitable public engagement?
- Who will steward the vision, principles and outcomes?

An aerial photograph of a city, likely Seattle, showing a river on the left, a dense urban core with various skyscrapers in the background, and a large industrial or commercial area in the foreground. The foreground features a large, flat-roofed building and a parking lot filled with many white semi-trailers. The text "This project will promote..." is overlaid in large white font on the upper left portion of the image.

This project
will
promote...

This project
will
benefit...

HOW
ARE WE
GOING TO
DO
BUSINESS?

Conflicts of Interest

- Steering Committee members are “public officials” in their Committee role and owe a duty of loyalty to the citizens of Portland.
- Members and their families are not to receive, *or appear to receive*, financial benefit, directly or indirectly, related to the work of the Steering Committee or its recommendations
- Must disclose any actual or potential conflict of interest on an ongoing basis
- May not accept gifts or meals or event tickets or other items of value from any person or entity which may have a financial interest related to the work of the Committee.
- Consider the *appearance of a conflict of interest*, and consult Prosper Portland staff if you have any questions *before* proceeding with Committee business, even if you think there is only a possibility of the appearance of a conflict of interest.

Public Records

- Any written record of Steering Committee actions, deliberations or communications (including emails and text messages), are discoverable public records, even if they are in or on your personal notes or devices.
- Public records are subject to storage and retention requirements.
- Prosper Portland staff will retain and store public records for the Steering Committee, but Committee members are responsible for providing copies of any applicable document or communication to the Prosper Portland staff.
- Consult Prosper Portland staff if you have any question whether or not a particular document or communication is a public record.

Public Meetings

- All meetings of the Steering Committee are open to the public, but the public does not have a right to participate in the meeting other than by permission of the presiding officer.
- All Steering Committee meetings must be recorded to give a true reflection of the matters discussed at the meeting and the views of the participants. Minimum requirements for the minutes of public meetings include who was present, the substance of discussions and the results of any vote.
- All official actions of the Steering Committee, including final recommendations, must be by open public vote (no proxies or absentee voting).
- Subcommittee meetings of the Steering Committee are not considered public meetings provided that less than a majority of the Steering Committee is present and any recommendations that come out of a subcommittee meeting are made by the Subcommittee members as individual recommendations, not as a group decision.
- Consult Prosper Portland staff if you have any question regarding public meetings requirements.

Broadway Corridor: Public Process

Community Engagement: open houses, online forum, field surveys, etc



Work Sessions to be determined as needed:

Workforce, Contracting, Urban Design, Climate Action, Transportation, Interim Activation, etc

*BPS,
PBOT,
BDS,
BES,
Parks,
TriMet
Streetcar*

Public
Technical
Team

Steering Committee

- Community Benefits
- Urban Development

Developer

Executive
Committee

Prosper Portland and PHB Exec Directors

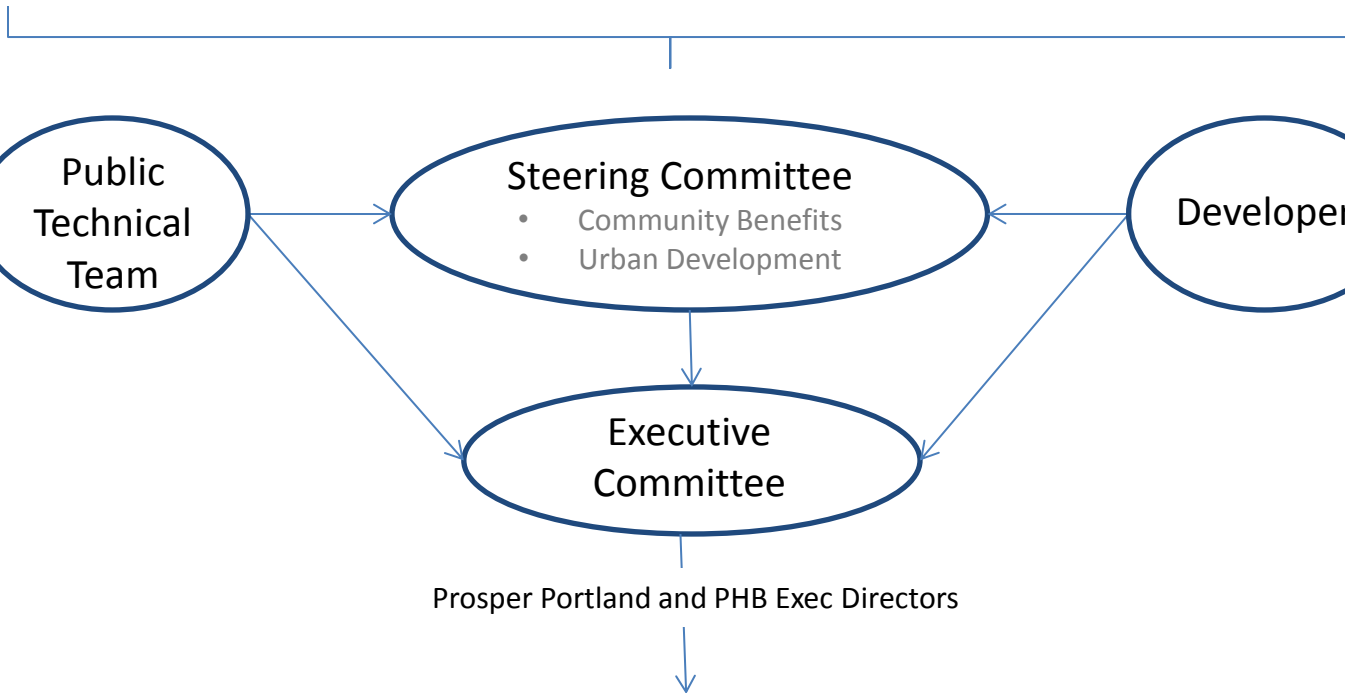
Prosper Portland Board

Portland Housing Advisory Comm.

Planning and Sust Comm.

Design Commission

City Council



Broadway Corridor: Roles and Responsibilities

EXECUTIVE COMMITTEE

Roles and Responsibilities:

- *Recommending body to Prosper Portland and PHB Executive Directors*
- *Provide deep, beneficial expertise to Prosper Portland, PHB and community*
- *Maintain alignment across leading City decision makers*
- *Manage risks, optimize public benefits and financial return*

STEERING COMMITTEE

- Prosper Portland Selected Co-Chairs:
 - Willy Myers, Prosper Portland Commissioner – *Board liaison*
 - Zeke Smith, United Way Chief Impact Officer – *Steering Committee Facilitator*
- Steering Committee Selected Co-Chairs:
 - TBD, Community Benefits Subcommittee
 - TBD, Urban Development Subcommittee

Roles and Responsibilities:

- *Advise Executive Committee*
- *Engage and communicate with broader community on project; surface key issues*
- *Make recommendations on key RFQ content; developer selection; and CBA, Master Plan, and Development Agreement items and ensure project accountability*
- *Reconcile subcommittee and community input*

Orientation

Draft RFX

Final RFX

April

May

June

July

Aug

Sept



9/13

Prosper Portland Board
RFQ Issuance

EXECUTIVE COMMITTEE AND FOCUS GROUPS

Focus Groups: Process and Community Benefits; Prosper Portland Ownership and Financial Goals; Affordable Housing and PHB Resources; Climate and Resiliency

Exec. Committee
Meetings

Focus Groups

Orientation

Straw Proposals and
RFX Absolutes

Draft RFX Criteria

Final RFX

STEERING COMMITTEE AND SUBCOMMITTEES

Subcommittees: Community Benefits; Urban Development

Steering Committee
Meetings

Community Benefits
Subcommittee

Urban Development
Subcommittee

Define RFX
Priorities

Rev. 2 Draft
RFX Criteria

Late June

Late July

WHAT'S
OUR
ROLE?

What do you like? What do you dislike?

- Article VII. Recommendation Process
- Article IX. Communication
- Article X. Roles and Responsibilities of Members
- Article XI. Absences and Alternates

Questions or need for clarification?

