



PROSPER
PORTLAND
Building an Equitable Economy

DATE: October 25, 2017
TO: Board of Commissioners
FROM: Kimberly Branam, Executive Director
SUBJECT: Report Number 17-42
Update on Broadway Corridor

BRIEF DESCRIPTION OF INFORMATION ITEM

No action requested; information only.

At the October 25, 2017 Prosper Portland Board of Commissioners (Board) meeting, staff will provide an update on the status of the Broadway Corridor project, including a forthcoming developer Request for Qualifications (RFQ) and engagement of the project's Steering Committee (Steering Committee).

The approximately 32-acre Broadway Corridor Study Area encompasses several Prosper Portland-owned properties, most notably the 14-acre U.S. Postal Service (USPS) site (see a map of the Broadway Corridor Study Area in Attachment A).

STRATEGIC PLAN ALIGNMENT AND OUTCOMES

Redevelopment of the Broadway Corridor represents one of Prosper Portland's most significant opportunities for advancing the goals of the agency's Strategic Plan. The project's vision statement, guiding principles, and goals identified by the Steering Committee for inclusion in the RFQ reflect the priorities of:

- Creating a healthy, vibrant and complete neighborhood serving a diverse mixed-income population;
- Providing access to high quality employment and career pathways through partnerships with large anchor employers as well as small and mid-size businesses;
- Fostering wealth creation and shared prosperity, particularly for people of color, and other underserved populations through affordable commercial space, workforce training, and contracting opportunities during construction and ongoing operations; and
- Leveraging partnerships through collaboration with the Portland Housing Bureau (PHB), engagement of the project's Public Partners Technical Team (which includes representatives of City of Portland bureaus, the Governor's Office, TriMet, Portland Streetcar, and NW Natural) coordination with potential philanthropic partners, and robust community engagement.

BACKGROUND AND CONTEXT

Over the past six months, staff has conducted significant engagement with the Broadway Corridor Steering Committee to inform project goals and priorities to be included in the forthcoming RFQ. The 42-member Steering Committee, including community members who are demographically diverse and represent a broad range of geographic and subject matter expertise and interests, have articulated the

project’s vision statement, guiding principles, and goals for inclusion in the RFQ, prioritizing the following, also further articulated in Attachment B:

- Accountability, transparency, community engagement, and oversight in all stages of project design, development, and operations;
- Multimodal transportation and connectivity to and through the district;
- Socio-economic opportunity for people of color and the delivery of robust community benefits including affordable housing;
- Living wage jobs and career pathways through a diverse range and size of businesses;
- Ecologically healthy built environment furthering the goals of the Climate Action Plan and Portland Plan; and
- Mixed-use, mixed-income, urban development supporting the public realm and providing neighborhood amenities.

Following the selection of a development partner, the Steering Committee will continue to engage with Prosper Portland to inform the development plan for the USPS site and adjacent properties as well as community benefit priorities for a future Community Benefits Agreement.

At the October 25, 2017 Prosper Portland Board meeting, staff will:

- Review the project approach and fundamental project assumptions, including the stakeholder engagement strategy; key findings from the Broadway Corridor Framework Plan (2015); and coordination with the PHB on how to best deliver on affordable housing goals;
- Highlight the Steering Committee’s input on the project goals and evaluation criteria and preview key components of the forthcoming RFQ, including the development offer and role of the selected development partner (see Attachment B); and
- Discuss next steps in developer solicitation, development planning, and public engagement process.

EQUITY IMPACT

Prosper Portland is pursuing planning and redevelopment of the Broadway Corridor with an intentional focus on ensuring all communities have an opportunity to engage in and benefit from its redevelopment. This project approach has been informed by a Racial Equity Impact Assessment, which included an internal audit of past projects and identified ways to interrupt the status quo to lead to more equitable outcomes.

To augment existing outreach strategies, the staff team has contracted with Lara Media to prepare and implement a strategic communication strategy with the goal of 1) creating project awareness, particularly by those who are traditionally disengaged; and 2) authentically engaging this target audience to empower them to share their opinions and actively participate, thereby maximizing the project’s community benefit potential.

ATTACHMENTS

- A. Map of Broadway Corridor Study Area
- B. Summary of Developer RFQ

Broadway Corridor Study Area

