



Broadway Corridor Framework Plan
Portland Development Commission Board Meeting
July 16, 2015

Overview

Broadway Corridor Framework Plan

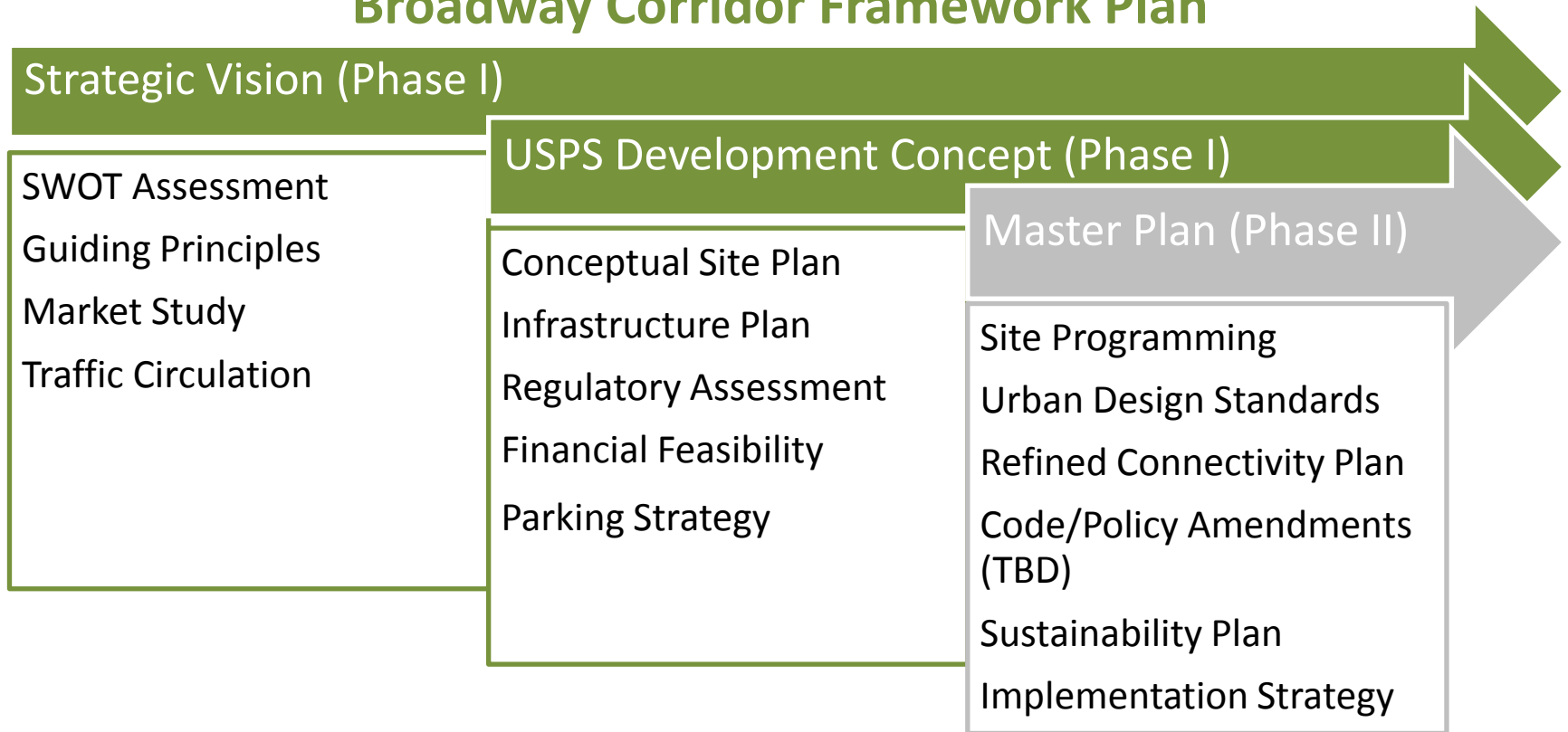
- Framework Plan Overview
- Study Area Opportunities & Constraints
- Draft Guiding Principles
- Next Steps

Study Area



Phasing

Broadway Corridor Framework Plan



Team

PDC

Stakeholder Advisory Committee

Technical Advisory Committee

ZGF

SOM

HR&A

EcoNW

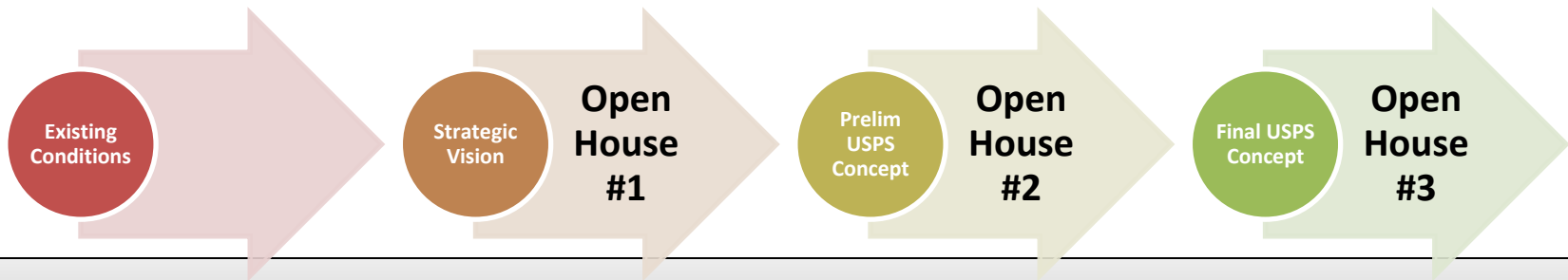
Nelson/ Nygaard

HHPR

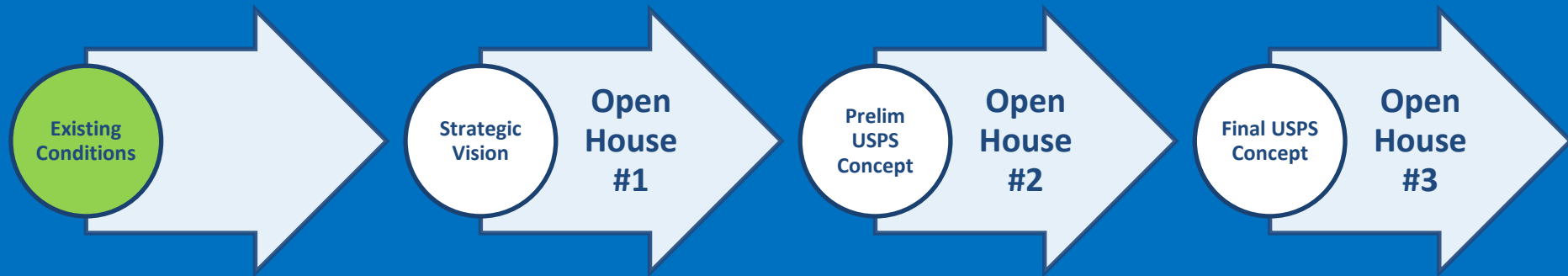
Cogan Owens Greene

Schedule & Public Engagement

Tasks		Timing
Strategic Vision	Charrette #1 – Project Kick-off	June 15, 2015
	Opportunities and Constraints analysis	
	Charrette #2 – Development Principles, Goals, Objectives	June 30, 2015
	Open House #1: Complete	
Development Case Study		
	Market Analysis	
USPS Development Concepts	Charrette #3 – Preliminary USPS Concept Plan Alternatives	July 20-21, 2015
	★ Open House #2: July 21, 5 – 7 p.m. at PNCA ★ Concept Plan Refinement and Assessment - Transportation Analysis - Preliminary Public Cost Estimates - Financial Feasibility Analysis	
	Charrette #4 – USPS Preferred Concept Plan	September 8, 2015
	Open House #3:	
	Final Framework Plan Report	September 2015
	PDC Board & City Council endorsement	October 2015



CHARRETTE 1 SUMMARY



accessible ambitious anchor(ed) authentic catalytic
challenging changing character cohesion
collaborative community competitive complex
confluence connection connective connectivity
diversity eager ecological education embraced
equitable exciting future headquarters human iconic
implementable inclusionary innovative inspiring
inventive jobs legacy links livable massive
memorable momentum multimodal national level
site next Portland not south-waterfront opportunity
options park-blocks partnerships people permeable
potential progressive public benefit regional scale
synergy transformational transformative transitional
unique vibrancy well-utilized

LOCAL CONTEXT

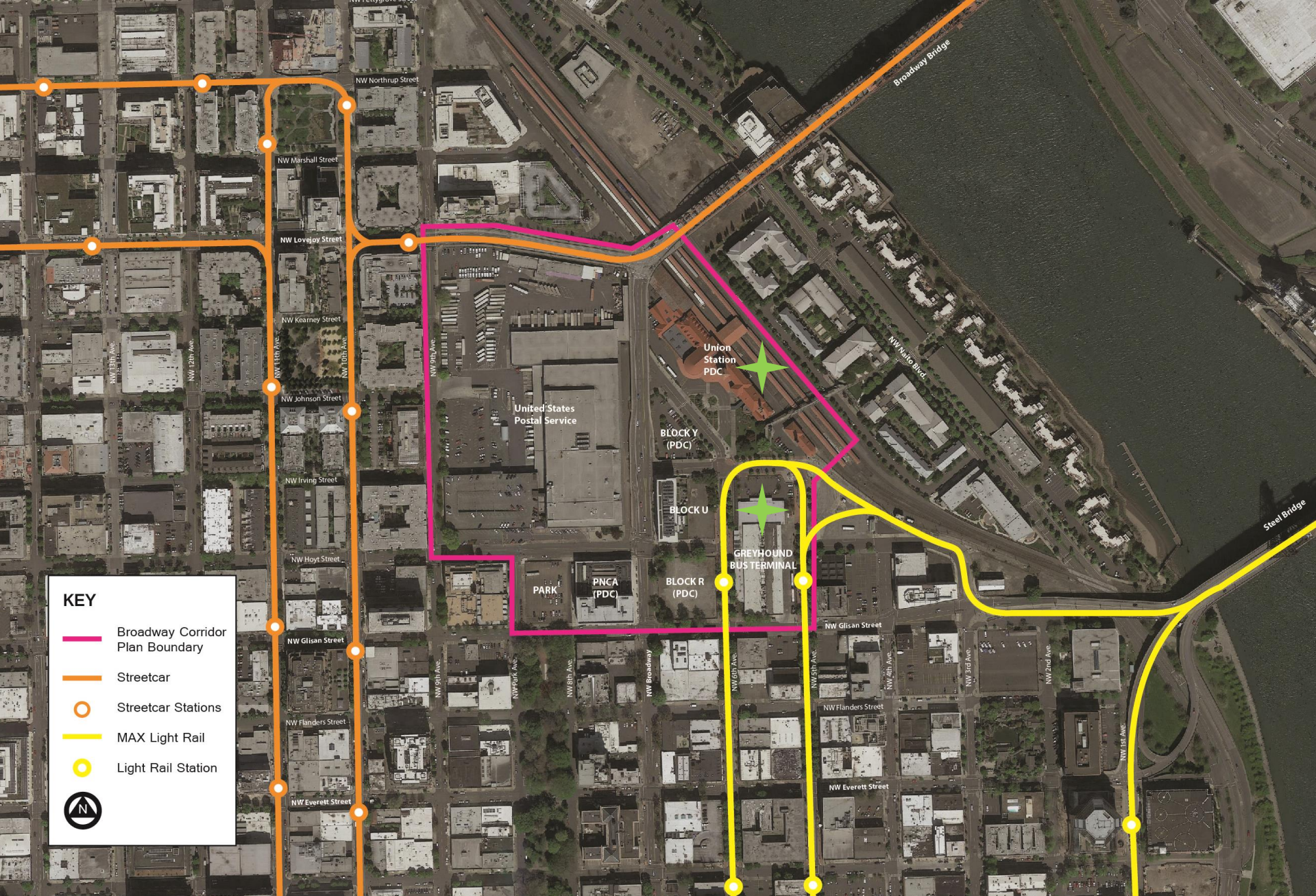


...BETWEEN DISTRICTS




BROADWAY CORRIDOR FRAMEWORK PLAN | PORTLAND, OR
SKIDMORE OWINGS & MERRILL LLP

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KEY

- Broadway Corridor Plan Boundary
- Streetcar
- Streetcar Stations
- MAX Light Rail
- Light Rail Station



CHARRETTE #1: SWOT ANALYSIS

Strengths

- Location & Connectivity
 - Very accessible by a diversity of modes
 - Gateway between downtown and Lloyd District
- Character and Energy of Nearby Districts
 - Continued growth of thriving mixed use community in the Pearl District
 - Positive momentum around cultural & historic identity of Old Town / Chinatown
 - PNCA's growth is a major catalyst



CHARRETTE #1: SWOT ANALYSIS

Strengths (cont'd)

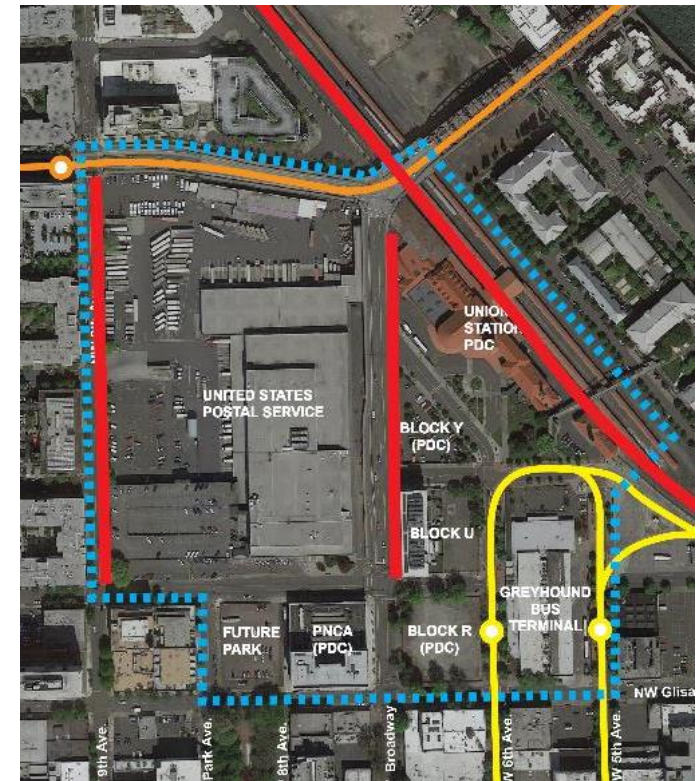
- Size & Configuration of USPS Site: Blank Slate
 - May facilitate larger corporate or institutional tenant
 - Allows flexibility in street configuration
 - On axis with Park Blocks and Johnson Street greenway
- Unique existing elements
 - Undersides of Broadway Bridge ramps
 - Interim uses for the existing USPS building



CHARRETTE #1: SWOT ANALYSIS

Weaknesses

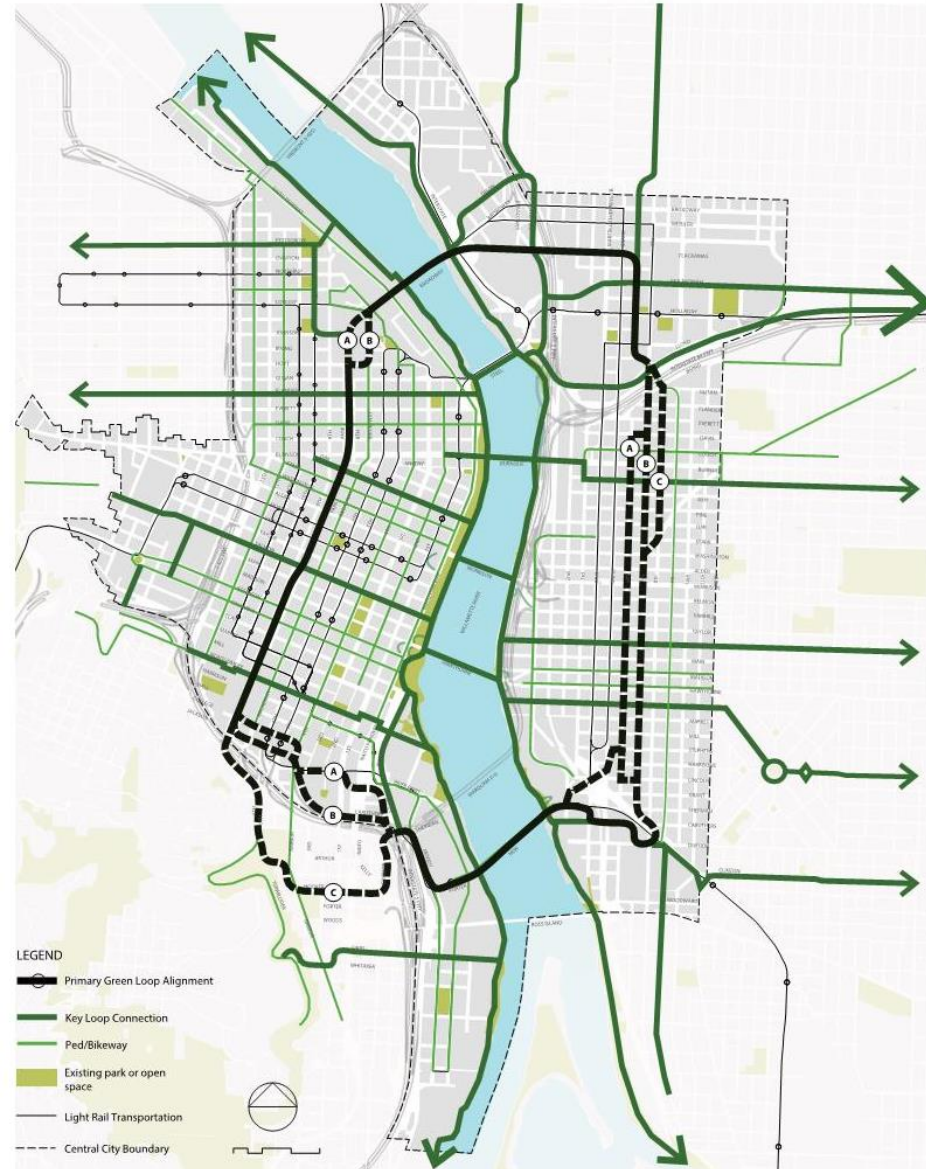
- Barriers
 - Railways prevent access to the north and east
 - Broadway ramp and USPS site are barriers today
 - River is close, but inaccessible
 - Union Station seems disconnected from study area by infrastructure
- District Perceptions
 - Old Town/Chinatown: Concerns regarding safety, loitering & street camping
 - Pearl: Perception as wealthy and overserved



CHARRETTE #1: SWOT ANALYSIS

Opportunities

- Horizontal & Vertical Connections
 - Green Loop connection from North Park Blocks to Broadway Bridge
 - Building frontages along the Broadway and Lovejoy Ramps
 - Views to and from node at raised intersection of Broadway & Lovejoy
 - East-West connections through the US Postal Service site



CHARRETTE #1: SWOT ANALYSIS

Opportunities (cont'd)

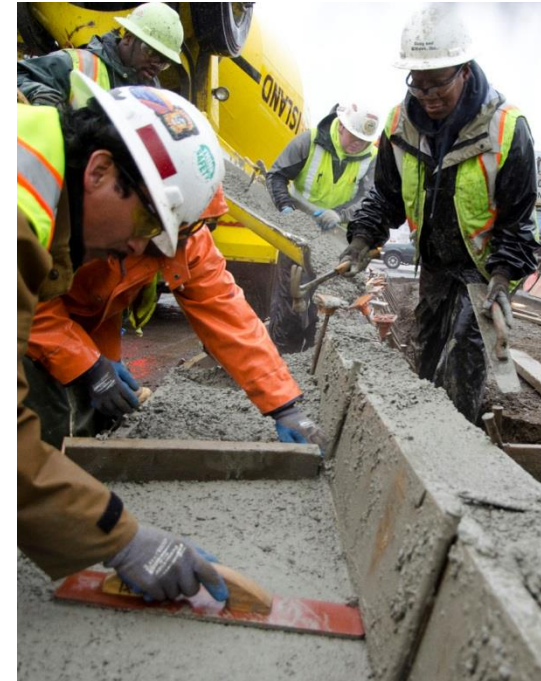
- Partnerships & Sharing
 - EcoDistrict Potential
 - Shared parking to minimize cost & space
 - Partnerships with major institutions for center of innovation/education
- District Character, Identity & Activity
 - Develop a regional asset that serves regional goals
 - Create a new special place for the entire city: the next Pioneer Square?
 - Identity Compatible but Distinct from Pearl and OTCT



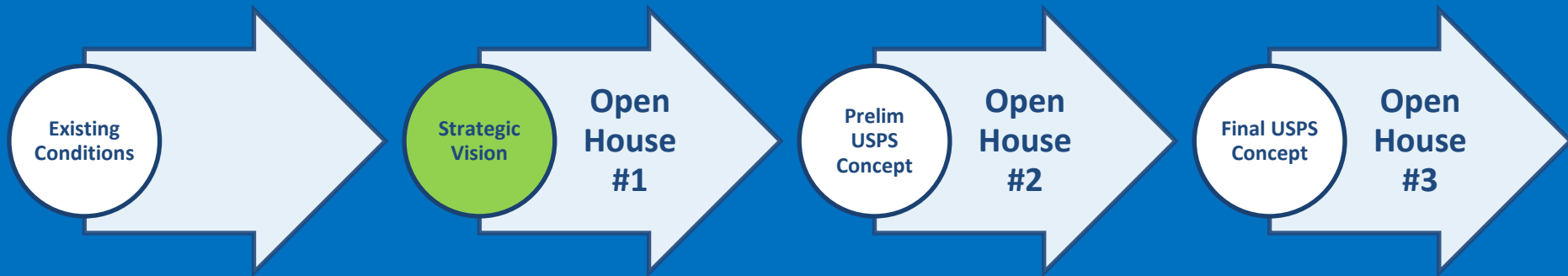
CHARRETTE #1: SWOT ANALYSIS

Threats

- Obstacles to Implementation
 - Need for flexibility to maximize development potential
 - Cost of moving USPS
 - Cost of infrastructure and amenities
- Community concerns re: density & height
- Failure to be inclusive
 - Lack of job diversity
 - Retail/amenity mix
- Expectations
 - Lack of Vision
 - Small/Parochial Thinking
 - Overburdening the site with solving all of Portland's problems



CHARRETTE 2 SUMMARY



DRAFT GUIDING PRINCIPLES:

1. **COMPETITIVE:** Create opportunities for education and economic growth; add a net gain of jobs in the region.
2. **ACCESSIBLE:** Leverage regional assets and public benefits to enhance quality of life for Portlanders.
3. **CONNECTED:** Strengthen multimodal transportation connections; enhance the public realm to improve accessibility and create vibrant public spaces and recreational opportunities.
4. **HEALTHY:** Develop the site so that it reflects high-quality construction, resource sharing, environmentally-friendly practices and social responsibility.
5. **ACCOUNTABLE:** Create an implementable strategy that attracts private investment and delivers appropriate public benefit.

COMPETITIVE:

Create opportunities for education and economic growth; add a net gain of jobs in the region.

SOUTH LAKE UNION



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SOUTH LAKE UNION - AMAZON HQ



FAR: **3.4**
GSF: 1.8 MSF
SITE AREA: 12AC

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BY JEFFREY BASS & MERRILL LLP

ACCESSIBLE:

Leverage regional assets and public benefits to enhance quality of life for Portlanders.

5M



5M



FAR: **10.3**
GSF: 1.8 MSF
SITE AREA: 4AC

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DRAFT | MARCH 2015

CONNECTED:

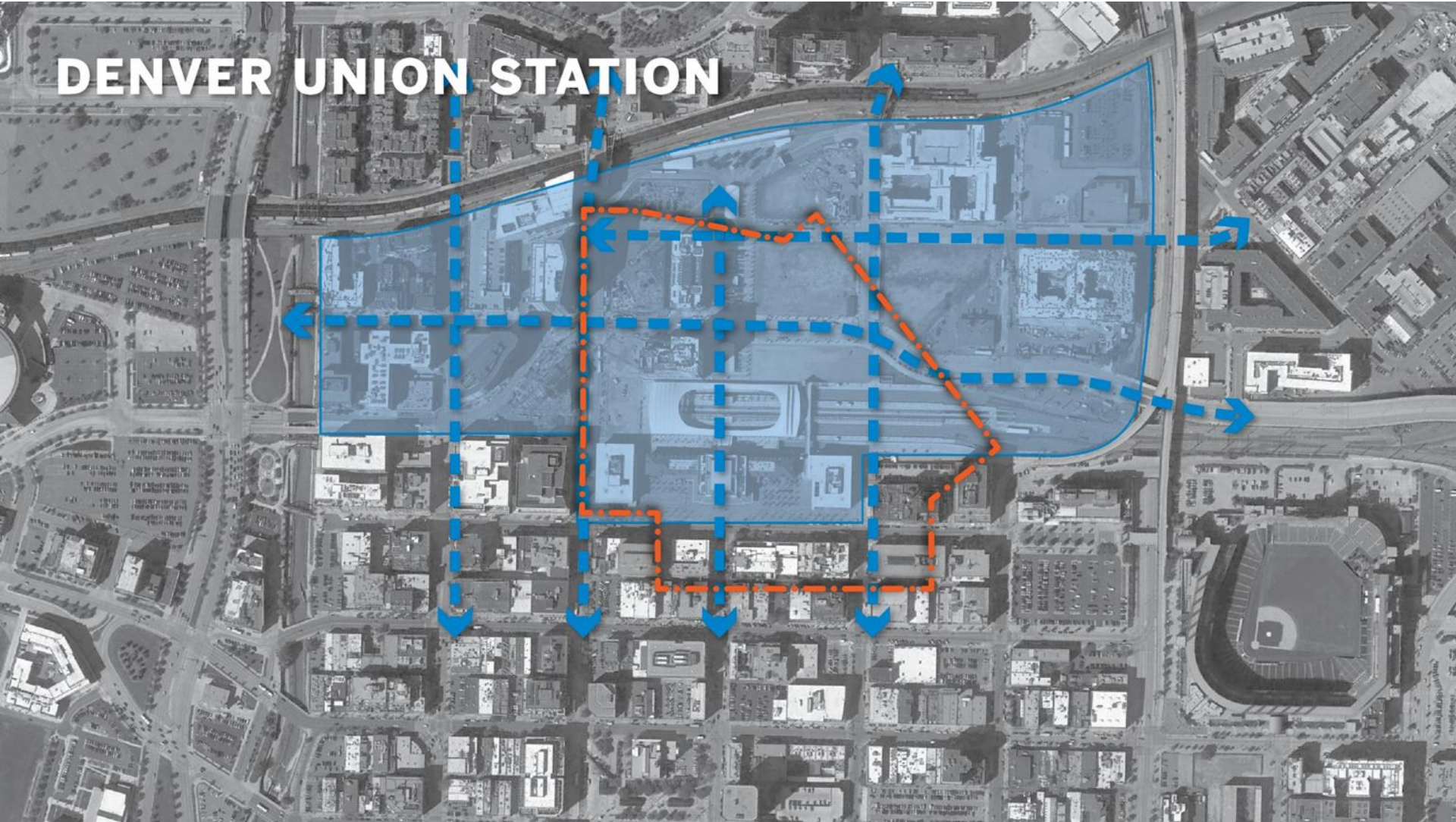
Strengthen multimodal transportation connections; enhance the public realm to improve accessibility and create vibrant public spaces and recreational opportunities.

DENVER UNION STATION



BROADWAY CORRIDOR FRAMEWORK PLAN | PORTLAND
MEMORANDUM

DENVER UNION STATION



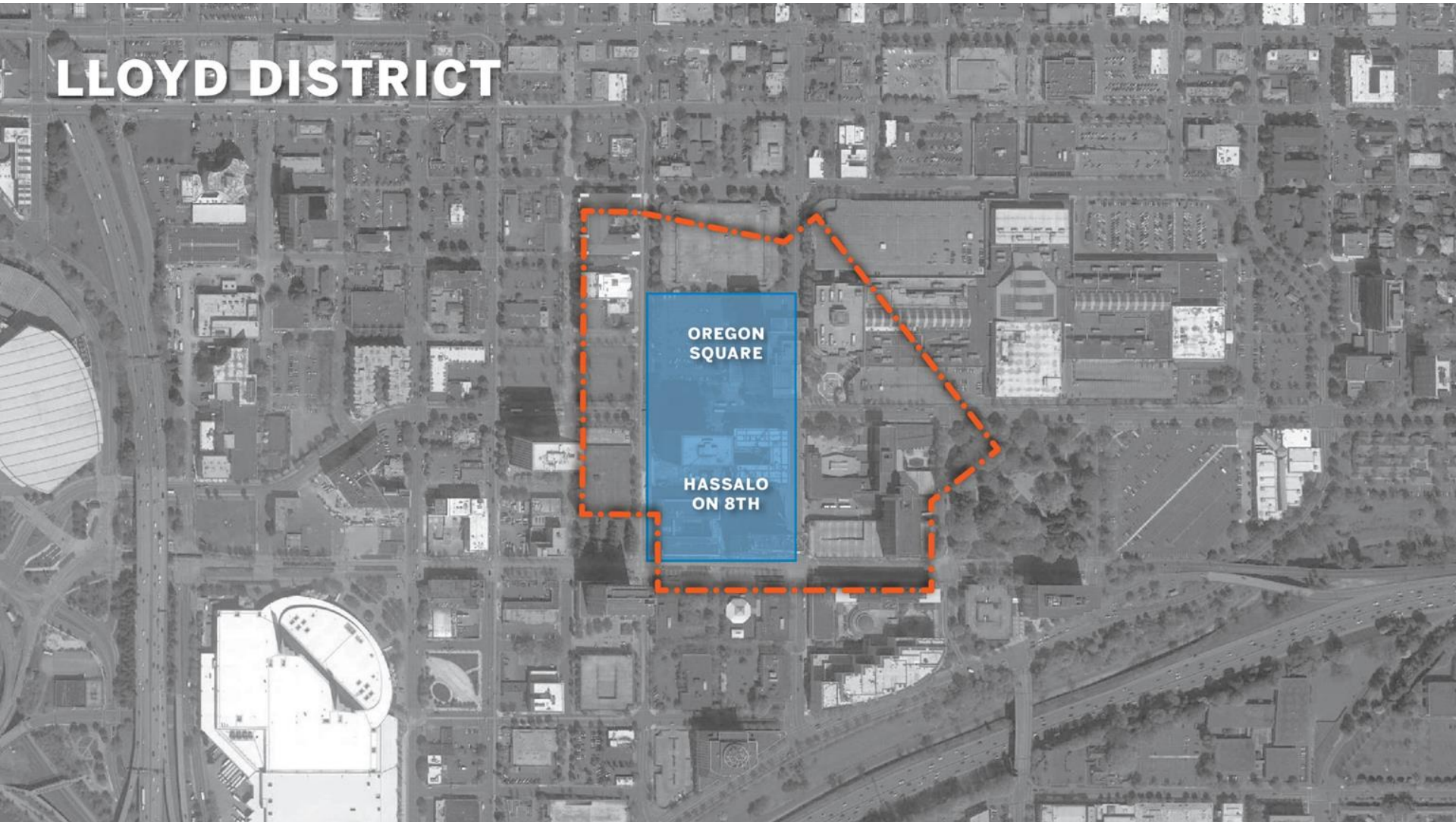
HEALTHY:

Develop the site so that it reflects high-quality construction, resource sharing, environmentally-friendly practices and social responsibility.

LLOYD DISTRICT - HASSALO ON EIGHTH



LLOYD DISTRICT



ACCOUNTABLE:

Create an implementable strategy that attracts private investment and delivers appropriate public benefit.

BRYANT PARK



BROADWAY CORRIDOR FRAMEWORK PLAN | PORTLAND, OR
KENNETH COOPER & GERRILL LLP

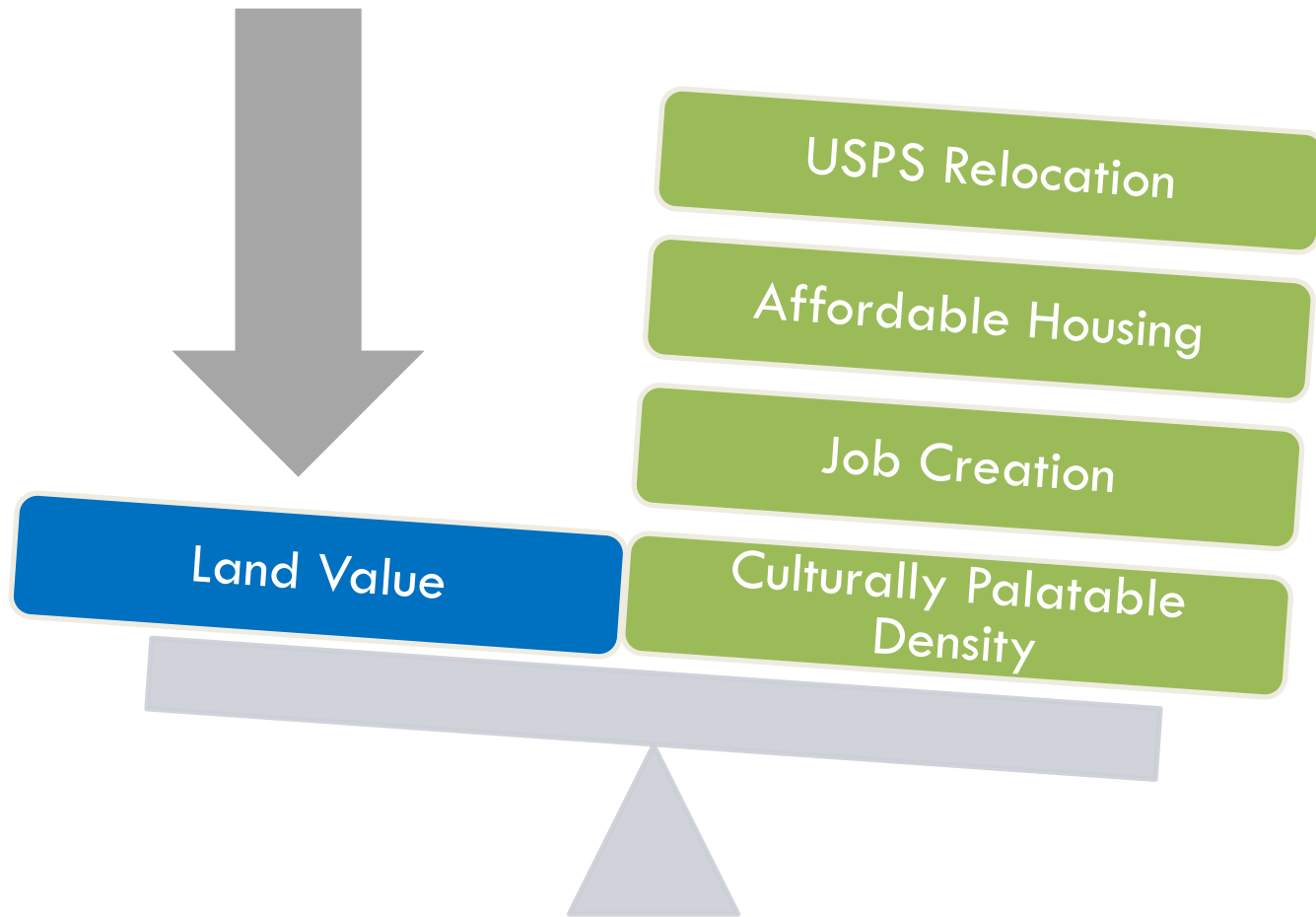
BRYANT PARK



BRYANT
PARK

BROADWAY CORRIDOR FRAMEWORK PLAN | PORTLAND, OR
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Broadway Corridor: What mix of tools can be applied to deliver a viable program the public recognizes as net beneficial?



GOAL

Important

COMPETITIVE: Create opportunities for education and economic growth; add a net gain of jobs in the region.

61%

ACCESSIBLE: Leverage regional assets and public benefits to enhance quality of life for Portlanders.

73%

CONNECTED: Strengthen multimodal transportation connections; enhance the public realm to improve accessibility and create vibrant public spaces and recreational opportunities.

91%

HEALTHY: Develop the site so that it reflects high-quality construction, resource sharing, environmentally-friendly practices and social responsibility.

70%

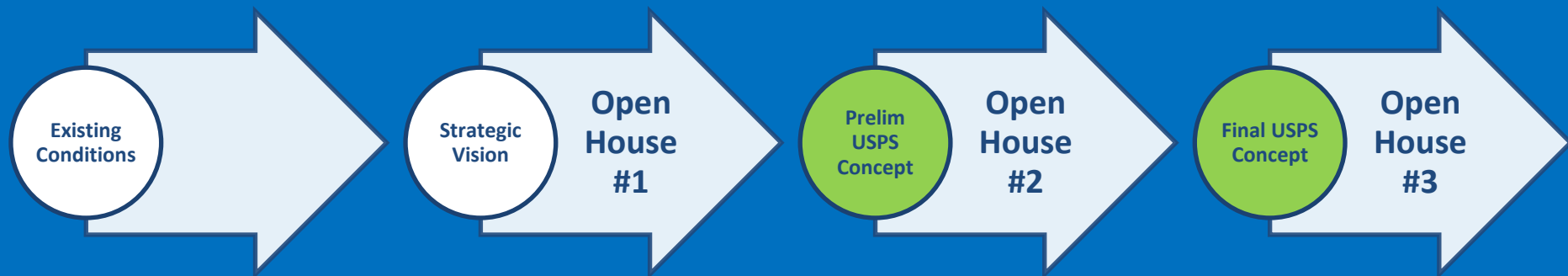
ACCOUNTABLE: Create an implementable strategy that attracts private investment and delivers appropriate public benefit.

53%

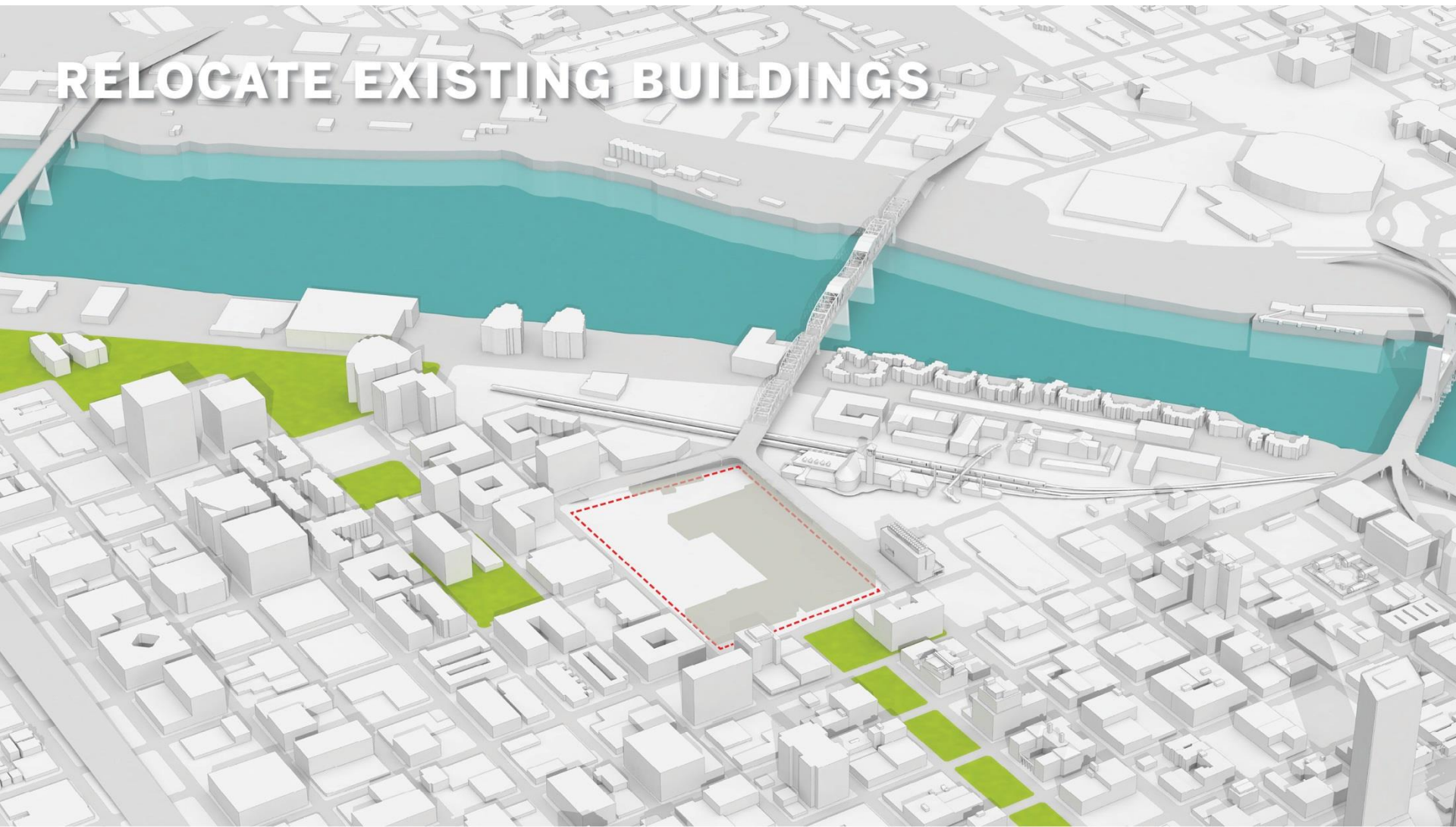
Peak Democracy (117 responses as of 7/15/15)



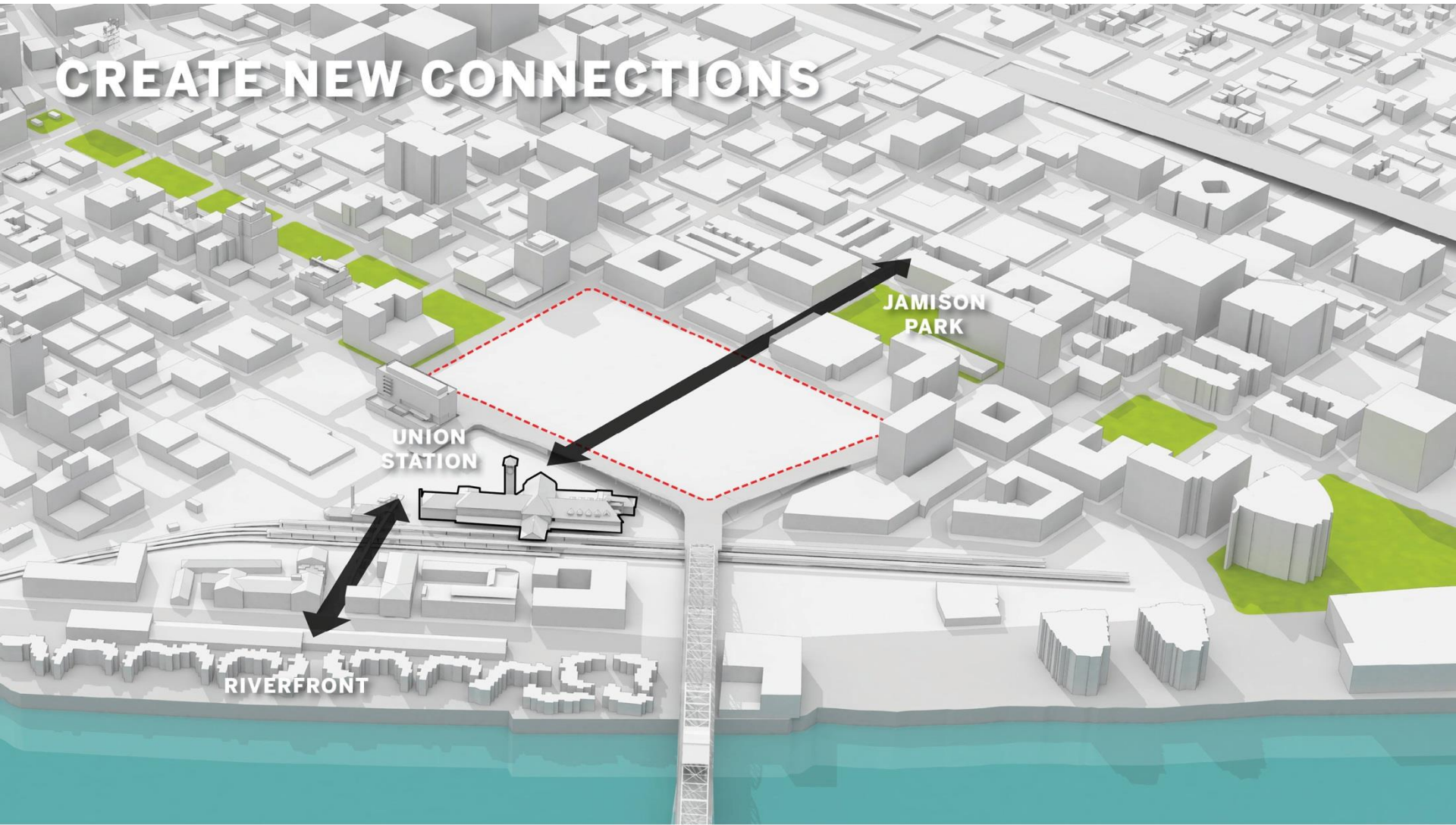
NEXT STEPS



RELOCATE EXISTING BUILDINGS



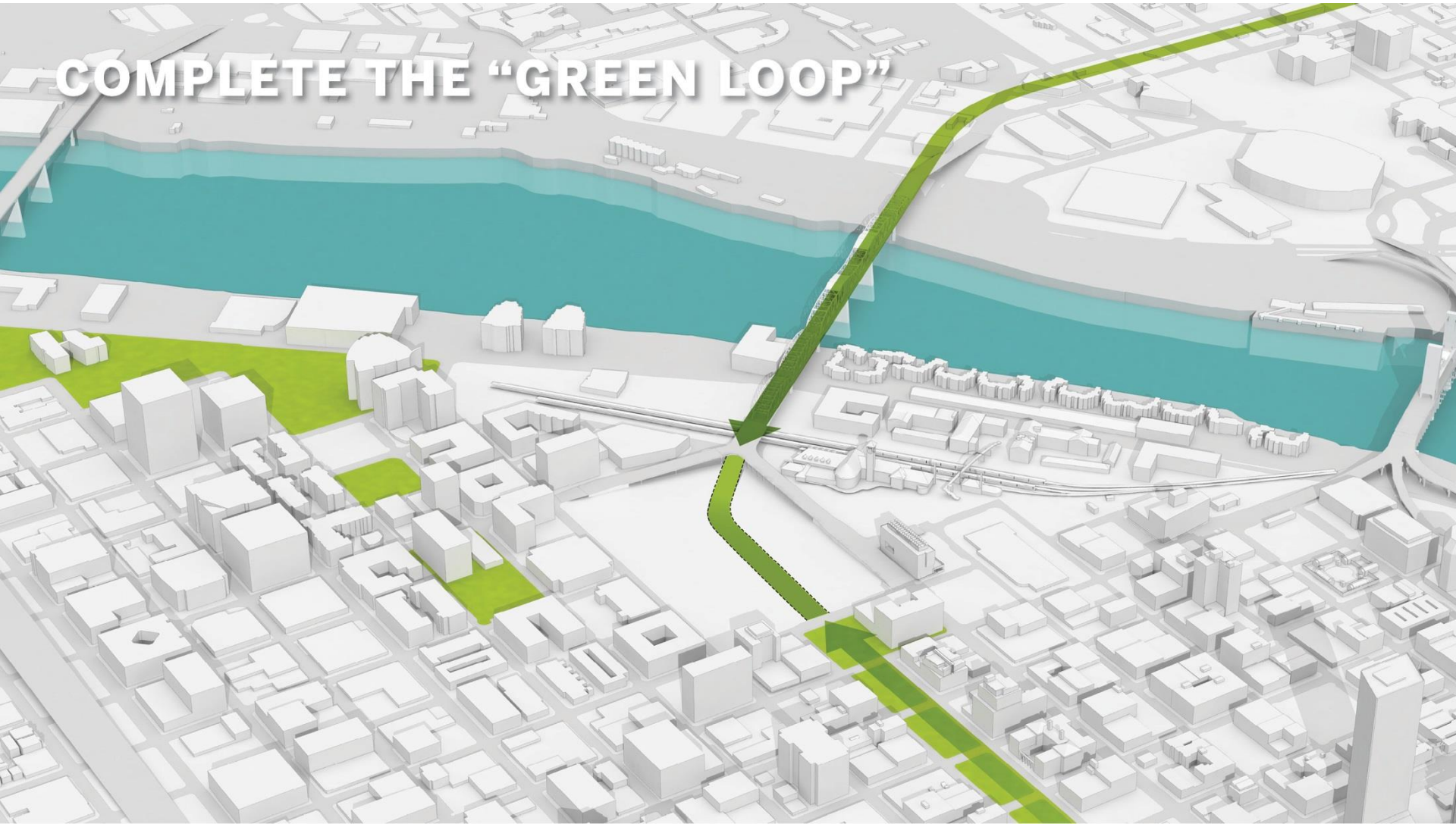
CREATE NEW CONNECTIONS



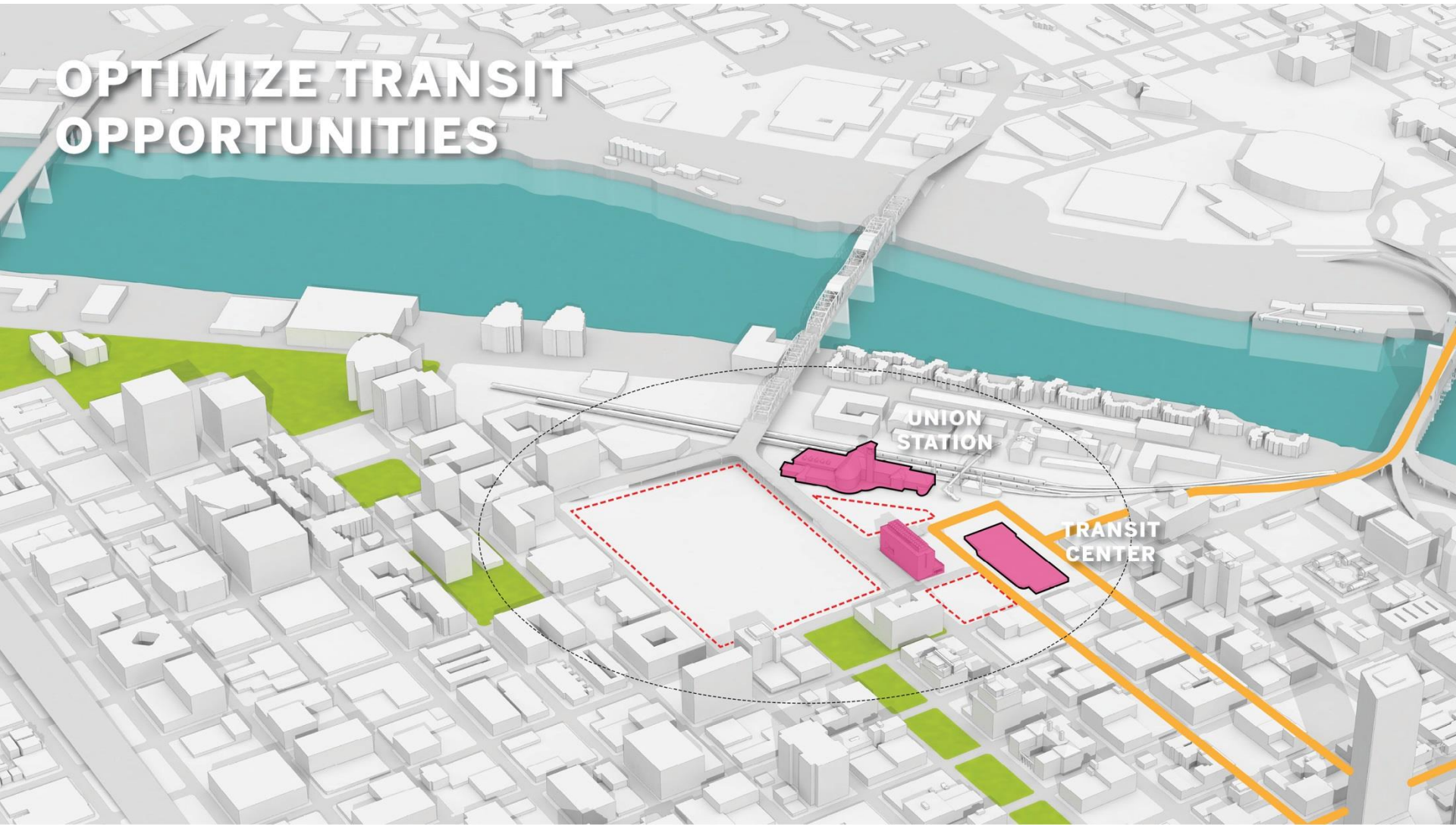
A 3D architectural rendering of a city block, likely in Portland, Oregon, showing a grid of buildings and streets. A large, irregularly shaped area in the center is highlighted in green and outlined with a dashed black line. The surrounding buildings are rendered in white and grey, with varying heights and shapes. The foreground shows a waterfront area with a bridge structure and a body of water. The text "A NEW CIVIC TERMINUS TO PARK BLOCKS?" is overlaid in the upper right quadrant of the image.

A NEW CIVIC TERMINUS TO PARK BLOCKS?

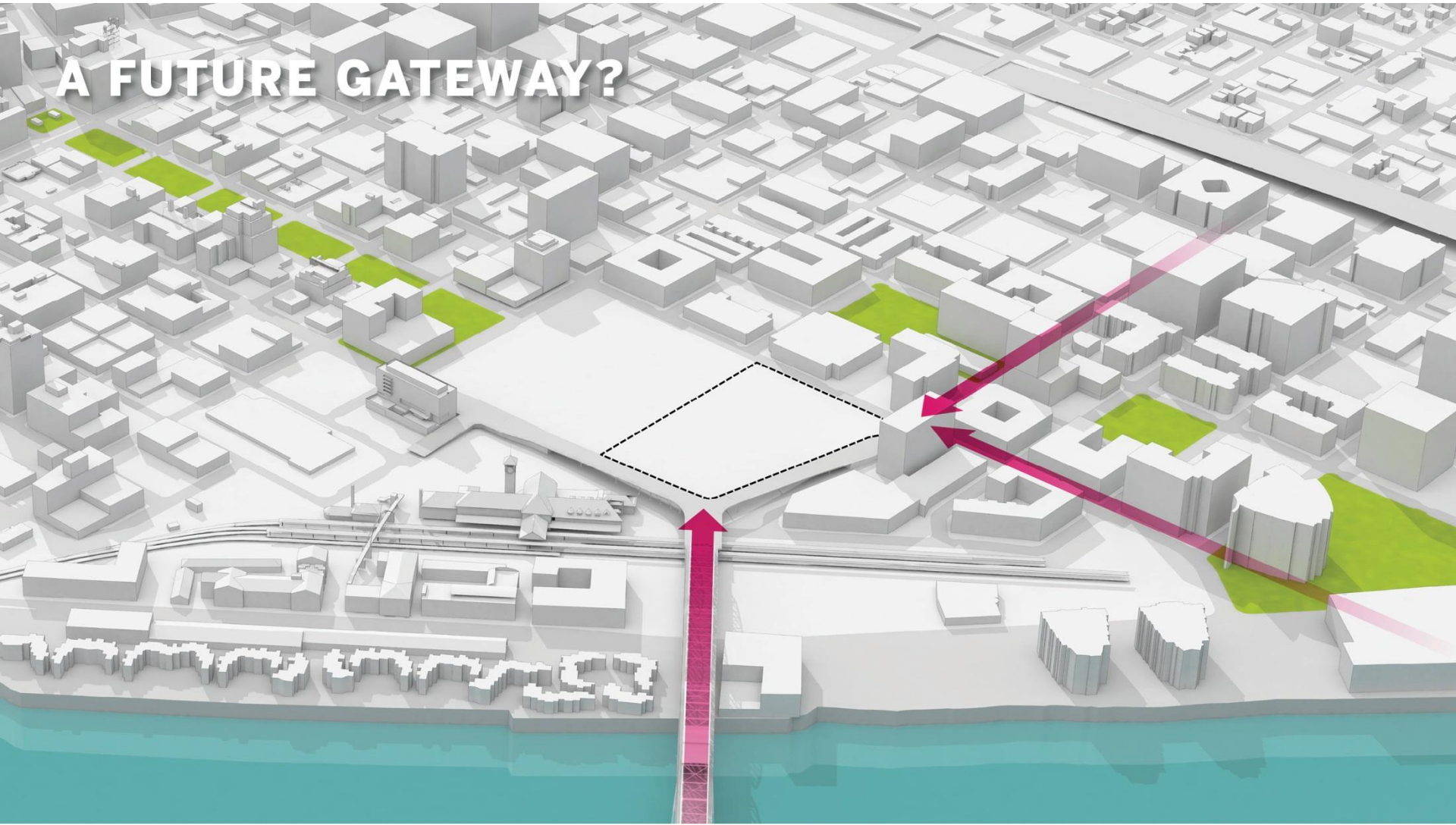
COMPLETE THE "GREEN LOOP"



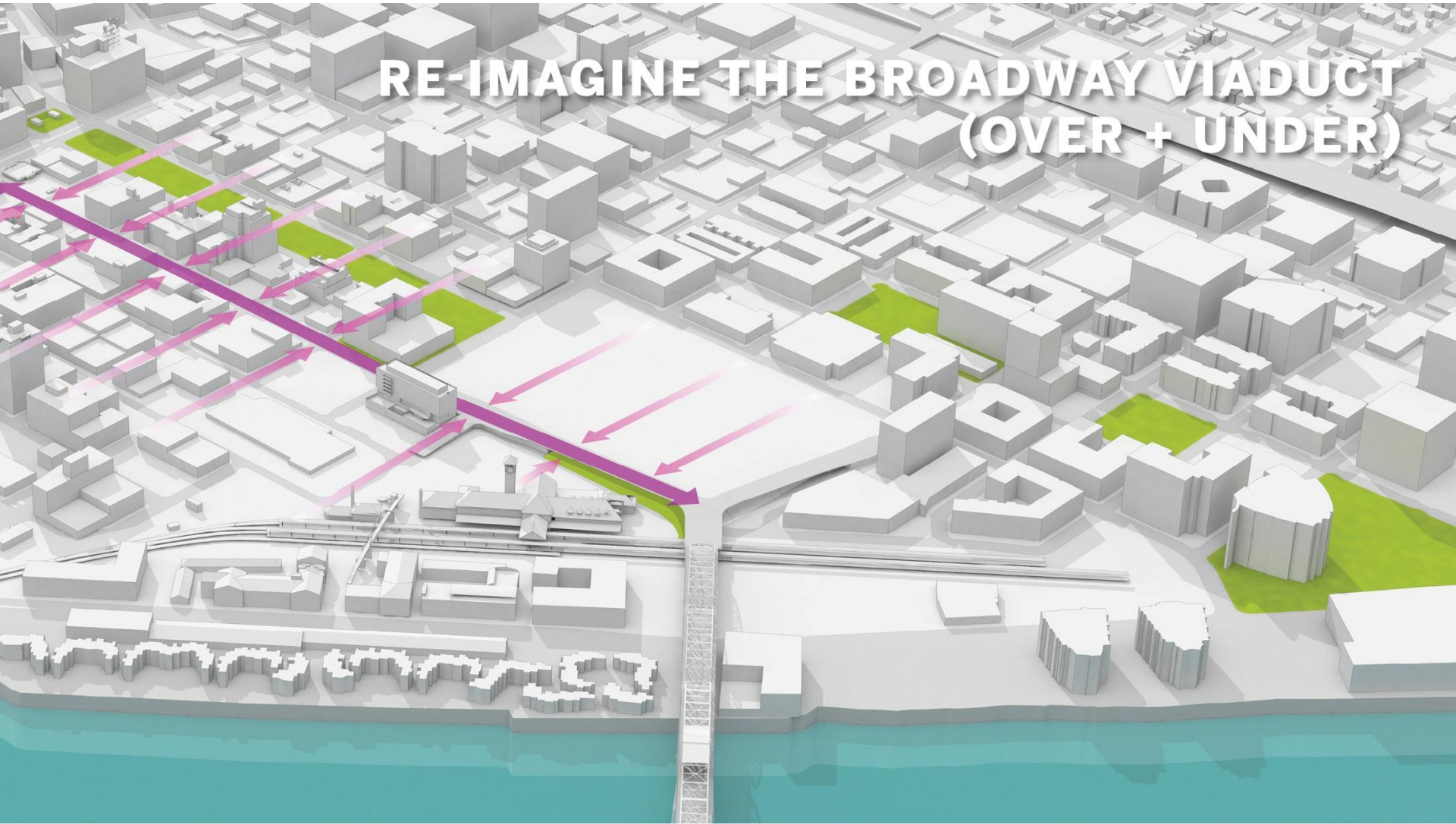
OPTIMIZE TRANSIT OPPORTUNITIES



A FUTURE GATEWAY?



RE-IMAGINE THE BROADWAY VIADUCT (OVER + UNDER)



RESPECT + STRENGTHEN NEIGHBORHOODS

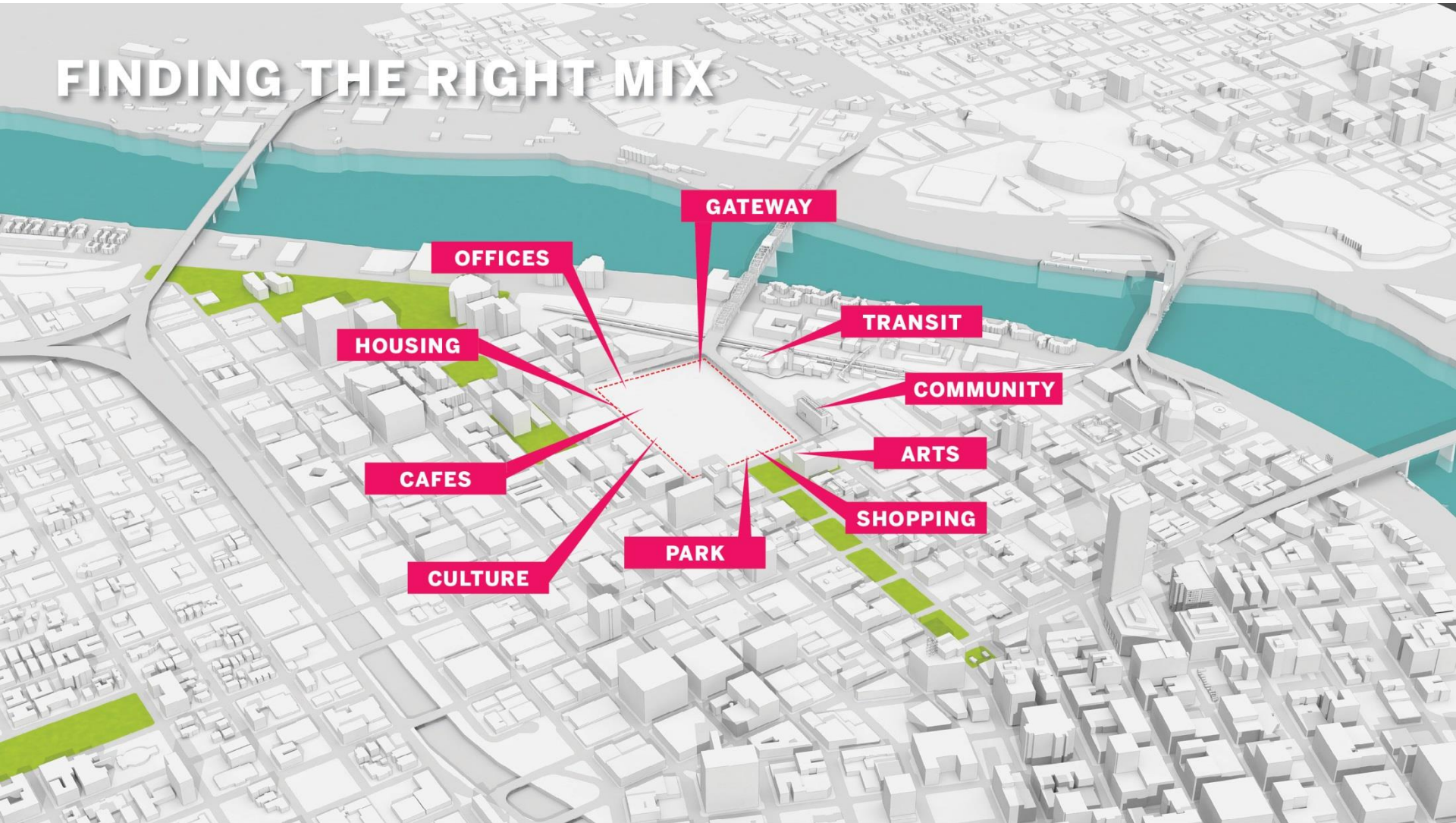
OLD TOWN
CHINATOWN

PEARL
DISTRICT

A NEW “URBAN CROSSROADS”



FINDING THE RIGHT MIX



Strategic Vision (Phase I)

USPS Development Concept (Phase I)

Master Plan (Phase II)

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Questions?

