

Broadway Corridor Strategic Advisory Committee

Meeting #1

Monday, June 15, 2015

Portland Development Commission

Commission Room: 1st Floor

2:00 PM – 5:00 PM

Meeting Summary

Members in attendance: Peter Andrews, Ruth Adkins, Tom Cody, Jillian Detweiler, Zack Fruchtengarten, Patricia Gardner, Randy Gragg, John Horvick, Tony Magliano, Will Naito, Carl Talton.

Members absent: Erin Flynn, Tom Manley, Sam Rodriguez, Robin Rosenberg.

Consultants attending: Allison Albericci (SOM), Tom Brennan (Nelson Nygaard), Abe Farkas (ECONorthwest), Kirstin Greene (Cogan Owens Greene), Nolan Lienhart (ZGF), Jessica Sheehan (SOM), Doug Voigt (SOM).

PDC Staff: Lisa Abuaf, Sarah Harpole, Anne Crispino-Taylor.

Other attendees: Nicholas Starin (BPS), Kathryn Krygier (Metro).

Handouts:

- Meeting Agenda
- Broadway Corridor Framework Plan SAC Charter

1. Welcome & Introductions

Sarah Harpole, Kirstin Greene

Sarah welcomed attendees and Kirsten asked each member to introduce themselves and provide three words that best described this project. The list included: 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.

2. SAC Charter & Project Schedule

Kirstin Greene

Kirstin presented a brief overview of the charter and confirmed all members were in agreement of their role(s) in the process. She also reiterated the short timeline by providing the approximate schedule for upcoming meetings, and emphasized the importance of member attendance at each of the four charrettes. The subsequent three charrettes will be followed by open houses where committee input

This summary is PDC staff's interpretation of the main points of discussion, including statements attributed directly to committee members, staff and the public, and is not intended to be a word-for-word transcription of the meeting.

and progress will be shared in a public forum. The focus of this meeting and the next is to create a strategic vision for the broader study area prior to focusing on development concepts for the USPS site. Jillian Detweiler reminded members the importance of the vision for seeking PDC and City of Portland support for redevelopment of the area and USPS acquisition – targeted for fall 2015.

3. Overview of the Project Background & Existing Conditions

Nolan Lienhart, Doug Voigt, Abe Farkas

Nolan pointed out the current activities within the boundary of the site including the U.S. Post Office, Union Station, affordable housing, the Greyhound bus depot and the Pacific Northwest College of Art (PNCA) – all public services. While outside the boundary are private housing, small businesses and both historic and new buildings. The site also overlaps two districts – the Pearl and Old Town/Chinatown (OTCT) – and is served by multiple modes of transportation that include buses, trains, MAX and streetcars.

Abe discussed the real estate trends within the study area. Building heights were discussed with regard to three specific view corridors: the clock tower looking east from Johnson Street; the Steel Bridge looking east from Glisan Street, and the clock tower looking north from 6th Avenue.

Nolan reminded the group that aspects from the West Quadrant Plan and the OTCT Action Plan need to be considered during this process. Also, the important role of Union Station in relation to both the Cascadia Corridor and the district should be emphasized.

Group discussion included:

- Portland's similarities to Pittsburg, and its challenges in making changes with broader groups.
- Government jobs are often a ladder up and wondered who currently worked at the U.S. Post Office site: i.e. race, gender, salaries. Concerned about those stats being part of the redevelopment plan due to the displacement of those jobs/people.
- Felt the character for the redevelopment of the site should come from multiple aspects of the adjacent neighborhoods, new and historic, including the Bud Clark Commons and PNCA.
- Wondered about the parameters or givens, and asked if the focus for the site is on housing or jobs or if the approach will be open to both.
- There should be a balance between focusing on OTCT and other adjacent uses in the area (i.e. the Pearl), and historic and modern buildings, for character for the area. Building heights are being amended and may be obstructing views; wondered if the changing landscape would help negate concerns or make them more sensitive.
- Noted the absence of the Central Eastside in the jobs overview. Felt a discussion of what kinds of jobs was more meaningful than just a discussion of numbers.

4. Site Walk

Nolan Lienhart.

The Committee took a walking tour of the area starting in Old Town/Chinatown; heading north to Greyhound and Union Station; stopping under the Broadway Bridge; walking west to the edge of the USPS site; and returning to the meeting location via Hoyt/ Park Blocks/Glisan.

5. SWOT Identification and Report Out

Doug Voigt, Kirstin Greene

After the site tour the group reconvened and split up into three groups. A map of the site was provided to each group. Doug encouraged each group to focus on various topics of conversation during the site tour: the importance of connections to the waterfront; transit oriented development; daily lives; job growth – including as it relates to Portland’s growing tech industry; changing norms; capturing larger public benefits; connection within the site as well as to/from the site; the importance of the Park Blocks and how they are used or should be used; and the Green Loop, amongst other items.

Group 1:

- This site needs a clear and compelling vision.
- There are important implementation challenges to be aware of.
- What is the extraordinary experience of this place?
- What about the infrastructure – should it lead the vision?
- Does the USPS building need to come down or could there be an interim use?
- Make sure there is flexibility in implementation.
- Consider energy opportunities.
- Zoning will be key.

Group 2:

- The beauty is that the site is a blank slate – you can push boundaries and not be exclusionary – offer a new paradigm for development.
- Make it something for the whole city.
- The vision for Union Station could be similar to Ferry Building in San Francisco.
- Multimodal hub – incorporate, optimize, and align transit assets.
- This area will serve the next generation.
- Need the right parking solution.
- Need to take into account adjacent services.
- Urban fabric – recognize height/historic/density/edges.

Group 3:

- Who are the right partners – who should we aim to attract?
- Does future redevelopment need to coincide with the existing grid?
- Need to deal with the frontage (ramps).
- Need to address parking.
- Don’t think too small / provincially.
- Incorporate full diversity of the city.
- Are we trying to solve too many problems on this one site?
- Public realm is what will hold the plan together.

6. Next Steps / Closing Comments

Kirstin Greene

Staff will poll Committee members to determine a final date and time for the next meeting but Kirsten asked the group to hold the afternoon of June 30, 2015.

Meeting adjourned at 5:00

Meeting summary prepared by Anne Crispino-Taylor, PDC Senior Administrative Coordinator, Central City