

Broadway Corridor Strategic Advisory Committee

Charrette #3

Tuesday, July 21, 2015

1:00 PM – 4:00 PM

Pacific Northwest College of Art

Meeting Summary

SAC Members in attendance: Peter Andrews, Ruth Adkins, Gus Baum (alt), Tom Cody, Jillian Detweiler, Erin Flynn, Zack Fruchtengarten, Patricia Gardner, Randy Gragg, Marissa Madrigal, Tony Magliano, Tom Manley, Sam Rodriguez.

Members absent: Carl Talton, Robin Rosenberg, John Horvick, Will Naito.

Consultants attending: Allision Albericci (SOM), Kathy Berg (ZGF), Abe Farkas (ECONorthwest), Kirstin Greene (Cogan Owens Greene), Charles Kelley (ZGF), Nolan Lienhart (ZGF), Greg Matto (ZGF), Anais Mathez (Cogan Owens Greene), Paddy Tillet (ZGF), Doug Voigt (SOM).

PDC Staff: Lisa Abuaf, Sarah Harpole, Anne Crispino-Taylor, Dylan Kelley-Little

Handouts: Meeting Agenda

1. Welcome & Introductions

Sarah Harpole, Kirstin Greene

Sarah welcomed attendees and explained that the project has shifted to Phase II and the focus of today's charrette would be aimed more specifically on the post office site.

2. Community Feedback & Guiding Principles

Sarah Harpole, Nolan Lienhart

Sarah provided a brief overview of feedback received on the project and the draft guiding principles from the PDC Board and an online survey. Nolan shared the updated guiding principles, which were revised based on the additional feedback received and to help provide better clarity:

- 1) **Competitive:** Create opportunities for innovation, education and economic growth; add a net gain of jobs in the region.
- 2) **Accessible:** Enhance the Public realm to create vibrant community spaces to enrich the quality of life for Portlanders.
- 3) **Connected:** Leverage regional assets to strengthen multimodal transportation connections; improve accessibility to and through the area.
- 4) **Healthy:** Develop the site so that it reflects environmentally-friendly practices, opportunities for resource sharing, high-quality construction, and social responsibility.
- 5) **Accountable:** Create an implementable strategy that attracts private investment and delivers appropriate public benefit.

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.

- Several participants felt creating a mixed income community is important but would be difficult. There was some discussion where within the Guiding Principles this best fit – Accessible vs. Accountable.
- It was noted that goals related to affordable housing varied by the surrounding neighborhoods, and recognition of Old Town/Chinatown’s desire for a balance of income-diversity was also important.
- It was agreed by many that the project needed a vision statement to capture intentions regarding transformative development and setting a high bar with urban design, as this is not specifically addressed within the guiding principles.

3. Market Analysis

Abe Farkas

Abe summarized the findings of the market assessment and stated that housing could be a viable use in the area. However, to achieve the affordable housing goal would require assistance. It was also determined that office space should be among the mix of uses but would require strategic investment for certain tenants, particularly those not able to afford class A office space. The hotel market is currently saturated so it was felt that any potential new hotel construction would depend on the surrounding uses, and retail would likely be primarily neighborhood supportive uses vs destination retail.

- Discussion included the need for the plan to be resilient and to provide a competitive advantage.
- Development phasing and interim use of existing buildings was also discussed.

4. Key Features & Strategic Framework

Nolan Lienhart, Doug Voigt

Nolan and Doug provided a summary of the key site elements and urban design considerations that create a framework for future development in the study area.

Discussion included:

- The need to highlight the connection to the river via Johnson/10th
- An interest in understanding and including a reflection of the history of the area in future redevelopment
- Debate regarding the differences and roles of NW 9th vs NW Broadway
- A question of the “front door” and where people are most likely coming from to access the site
- A need to further explore the right approach to phasing to best unlock value at the site

5. USPS Site Concept Alternatives

Kathy Berg

Kathy presented the five preliminary development concepts for the USPS site and provided an overview of some of the variables considered in each.

- 1) Cascade – uses grade changes to connect the site to Broadway
- 2) Station – incorporates Union Station into the site through connections underneath the viaducts
- 3) Innovation – encompasses less vertical height and larger floor plates
- 4) Stitch – creates direct connections between the Pearl and OTCT
- 5) Weave – occupies space both above and below the viaducts through multimodal transit and connectivity

After the presentation the following was discussed:

- Who could occupy the larger floor plates: would they include institutions, larger organizations or small industry?
- Site does not need to become another “Pearl.” Rather, the location should be a confluence of both the OTCT and Pearl neighborhoods.
- Union Station represents untapped potential and could support activities within the site.
- Vertical transitions are unique and can provide potential for new open spaces, nodes and pockets.
- Any development plan should strive to utilize the space under the Broadway Bridge viaduct.
- The site could be suitable for adaptive reuse to support investment of the existing buildings.
- Utilizing the existing buildings would restrict continuation of the Park Blocks and Johnson Street
- Look at the relationship between the surrounding area and how to best use the streets – which ones should support vehicular traffic and which ones can be pedestrian only.
- Johnson Street connects Union Station and transit on 10th and reinforces the transit hub on the east end of the site.
- Think about the potential development to the south i.e. Glisan & Hoyt
- Look at the gateways into the site i.e. Broadway as well as providing open space and including the Green Loop.
- The site has a unique topography and can’t simply be retail on the ground floors; should comprise active uses.
- What measures can be taken today with respect to urban design and sustainability that will relate to future generations?
- A connection to the river is missing. Is it possible for Johnson to link the site to the river?
- What investment can be made now to kick start development?

6. USPS Site Alternatives workshop & report out

All

Work groups were asked to explore what they liked and didn’t like about the concepts; and ways the concepts could be improved.

Some of the post-work session comments included:

- Not fond of “Weave” or “Stitch” – development is too dense, seems cluttered; too diluted
- “Innovation” seems versatile
- Need Johnson street as a critical means of through transportation
- Like how the main focus of both “Station” and “Cascade” is Union Station
- The tower in “Station” needs to either be reduced in size or moved so as not to dwarf the station tower.
- Would prefer to see no minimum height requirements
- “Innovation” has too many barriers
- Constructing buildings to meet and front onto ramps is desirable
- Need to maintain connection with Park Blocks and Johnson
- Like the idea of an iconic tower at the end of the Park Blocks, but not a tower at the Broadway “Y”
- “Cascade” seems to redefine a ground level use plan
- Like how “Station” develops at grade
- Like the idea of a school in the development plan, but not sure there is enough need
- Should we treat park space differently

- If the site were all pedestrian it would be more similar to a campus and less like a neighborhood; is that the desired outcome?
- Any plan will require a transportation assessment as well as cost estimates to assess financial feasibility

7. Wrap up/Next Steps

Nolan Lienhart

Next meetings will be September 8, 2015.

Meeting adjourned at 4:00

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