

BROADWAY  
CORRIDOR  
STEERING  
COMMITTEE

# Agenda Overview

## **Updates & Follow-up**

- Project Process and Key Recommendation Milestones
- Revised Steering Committee Charter
- Public Record Requirements

## **New Business**

- Draft Vision and Guiding Principles
- Financial Resources
- Subcommittees

## **Public Comment**

# PROCESS AND KEY MILESTONES

## Draft RFX

April – Nov 2017

## Solicitation

Nov 2017 –  
April 2018

## Development Planning

May 2018 – April 2019

## Implement

Mid-2019 ++

Community  
input on  
developer  
solicitation

Solicit and  
select  
development  
partner

Placemaking Plan  
Land Use Master Plan  
Community Benefits Agreement (CBA)  
Development Agreement

Monitor CBA  
and public  
investment

Site due  
diligence and  
entitlements

**EXECUTIVE COMMITTEE:** *City / Prosper Portland Leadership + subject area expertise*

Focus Groups

**COMMUNITY ENGAGEMENT**

**OVERSIGHT  
COMMITTEE**

**STEERING COMMITTEE**

Subcommittees and Work Sessions

**PUBLIC PARTNERS TECHNICAL TEAM**

**DEVELOPMENT TEAM**

# Key Committee Recommendations

	Recommendation	Committee	Timing
<b>Prepare and Issue RFX</b>	Approve Steering Committee Charter	Steering Committee	June 7
	Support Guiding Principles	Steering Committee	June 7
	Approve Subcommittee Membership and Co-Chairs	Steering Committee	June 7
	Recommend Draft Solicitation Criteria	Steering Committee	Oct 4
	Recommend Final Draft Solicitation	Executive Committee	Oct 24

Prosper Portland Board Briefing

Nov 11

<b>RFX Selection</b>	Review proposals for completeness	Staff	Feb 13
	Short-list ~3 Responders for Final Evaluation	Steering Committee	March 7
	Recommend Preferred Developer	Executive Committee	March 13

Portland Housing Advisory Committee Briefing

April 3

Prosper Portland Board Action

April 11

# Broadway Corridor: Public Process

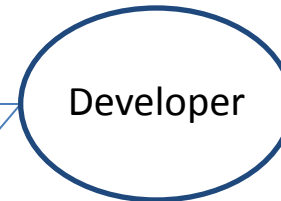
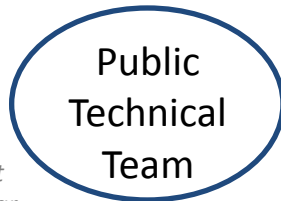
Community Engagement: open houses, online forum, field surveys, etc



Work Sessions to be determined as needed:

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

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



Prosper Portland and PHB Exec Directors

Prosper Portland Board

Portland Housing Advisory Comm.

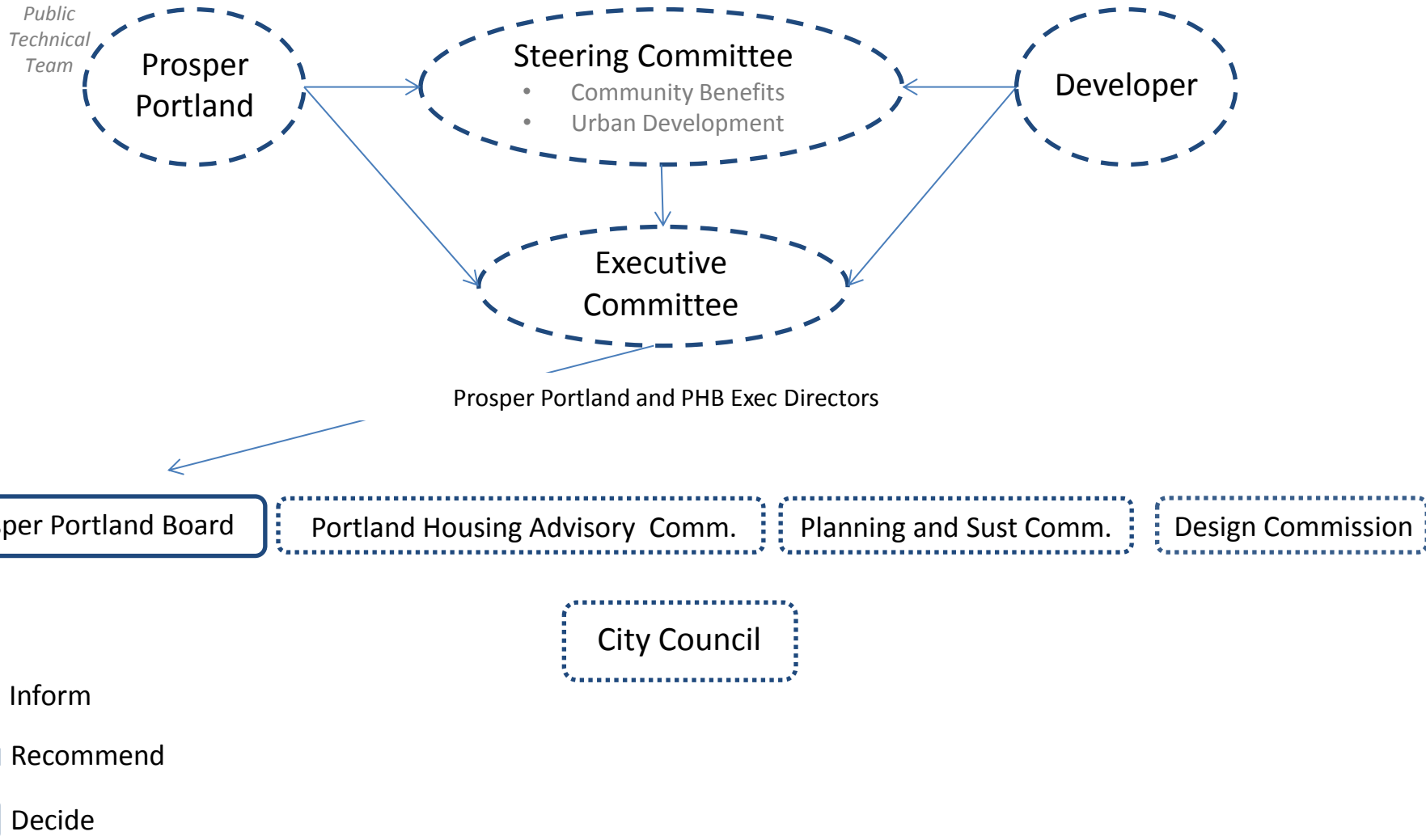
Planning and Sust Comm.

Design Commission

City Council

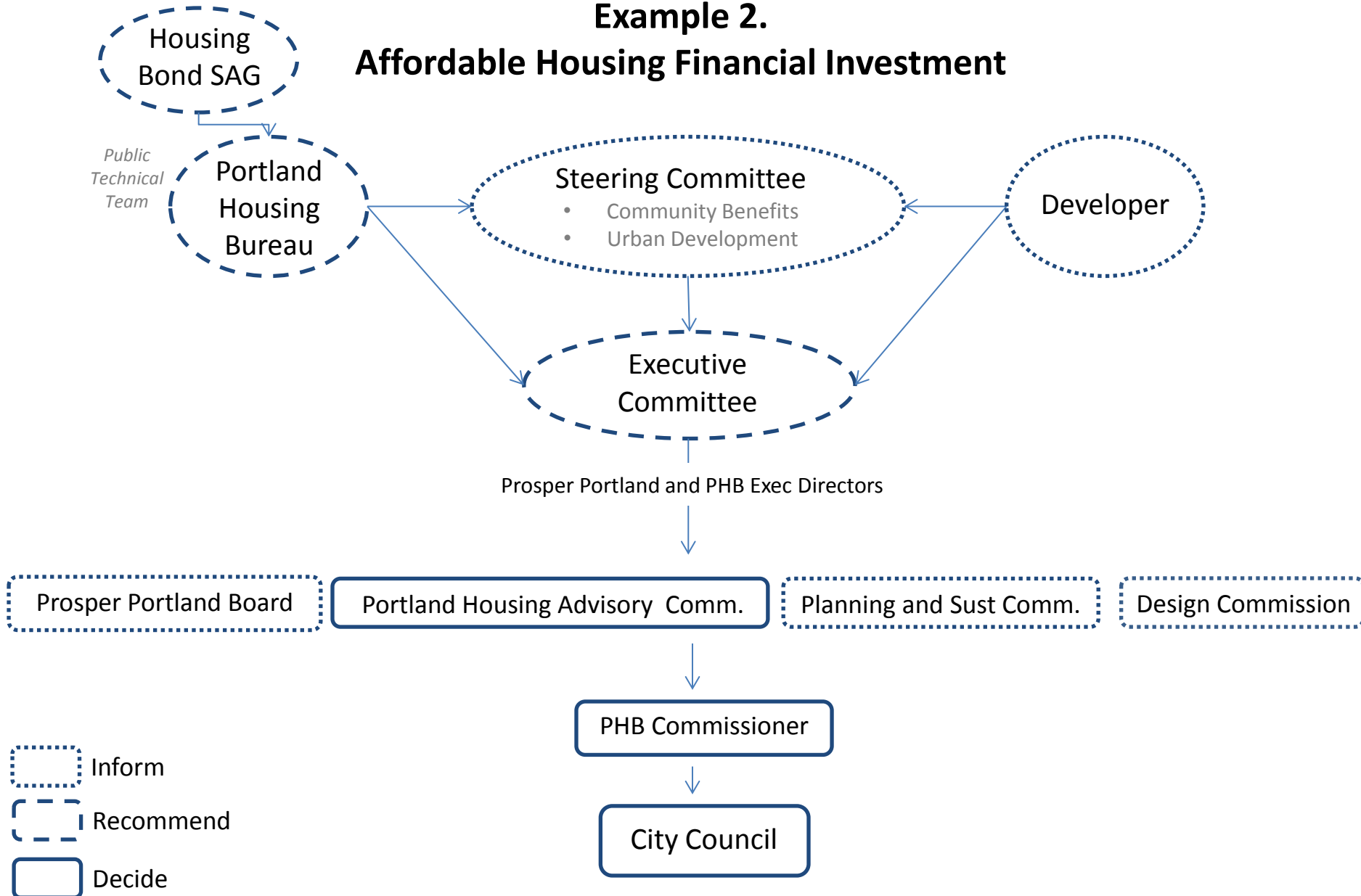
# Broadway Corridor: Sample Decision Making Processes

## Example 1. 3<sup>rd</sup> Party Private Construction Equity Contracting Requirements



# Broadway Corridor: Sample Decision Making Processes

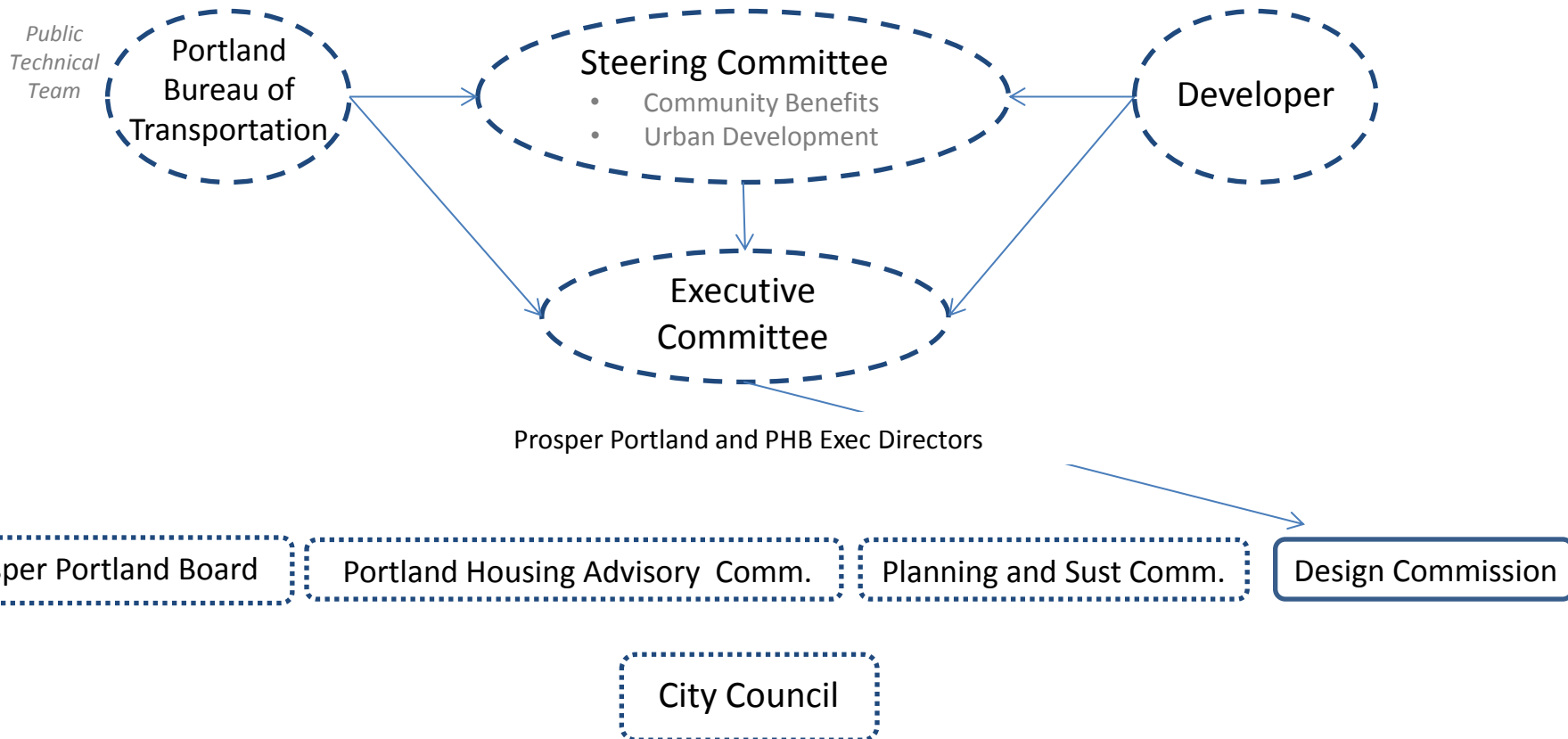
## Example 2. Affordable Housing Financial Investment





# Broadway Corridor: Sample Decision Making Processes

## Example 3. Public Streets within Master Plan



 Inform

 Recommend

 Decide

# STEERING COMMITTEE CHARTER

# Steering Committee DRAFT Charter

## Kept:

- Prioritize [consensus decision making](#)
- Encourage [not revisiting previous recommendations](#)
- Provide [materials in advance](#)

## Changed:

- Use [two-thirds majority vote](#) instead of simple majority vote when consensus is not possible
- Clarified [weighted voting](#) and add fifth “neutral” option
- Materials will be provided electronically. Members can [opt in for paper copies](#).
- Clarified [workforce equity](#) beyond construction phase
- [Sustainability](#) referenced in background information
- Reiterated [commitment to equity](#)

## What we couldn't change and why:

- Cannot allow [absentee voting](#) due to public meeting laws but will make best efforts to provide as much advance notice for decision points as possible

## Other feedback we heard:

- Clarify flow chart and decision points – who's making them and where recommendations are going
- Clarify roles and responsibilities of Prosper Portland

# Steering Committee DRAFT Charter

## Recommendation Process

Consensus

work to develop consensus around recommendations to be forwarded

Weighted  
Vote

express level of support or concern and aim to resolve any strong opposition

2/3<sup>rd</sup>  
Majority  
Vote

outstanding concerns and minority opinions identified in meeting summary

Steering Committee and Subcommittees will also be asked to provide input to further project progress without a formal recommendation.

# Steering Committee DRAFT Charter

- 1) What's missing?**
- 2) What needs to be revised?**
- 3) How can the Steering Committee and sub-committees embody an anti-racist approach? Should anything be added to the charter to strengthen this focus?**
- 4) Do we have a draft all can support?**

# PUBLIC MEETING REQUIREMENTS

# Examples

*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.*

Scenario	Public Record Requirements?
Zeke emails the other co-chairs for feedback on a recent committee meeting and agenda topics for an upcoming meeting.	Yes
Raahi emails the entire membership of the Healthy Communities Coalition with a broad update on discussions underway with the Steering Committee	No
Reza and Sarah S. email amongst themselves regarding how the project will impact the adjacent neighborhoods and the priorities of the Pearl and Old Town associations.	Yes

DRAFT  
VISION  
AND  
GUIDING  
PRINCIPLES



An aerial photograph of the Broadway Corridor in Portland, Oregon. The image shows a mix of urban development, including modern multi-story buildings, older brick structures, and parking lots. A river is visible in the upper left, and a bridge spans across it. The text is overlaid on the image in a large, white, sans-serif font.

# VISION

The Broadway Corridor offers a **once-in-a-generation opportunity** to create a **unique, vibrant, mixed use, dense urban district** seamlessly integrated with a **regional multi-modal transportation hub** in a Portland way. The district 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.

# Guiding Principles

PROSPEROUS

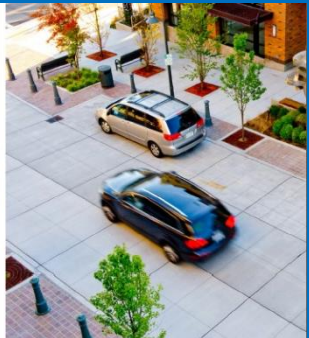
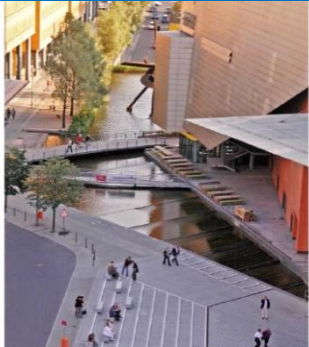
VIBRANT

CONNECTED

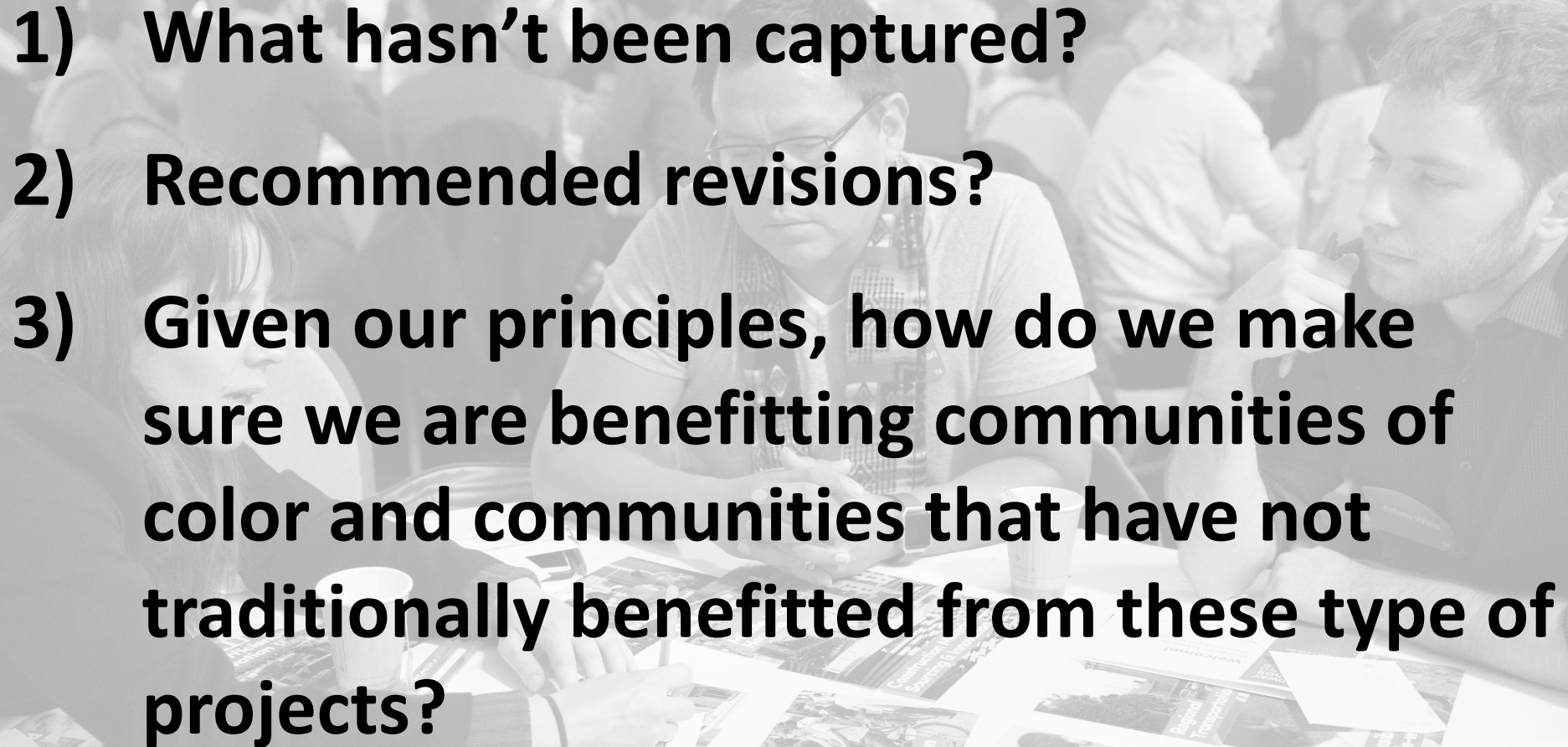
RESILIENT

ACCOUNTABLE

EQUITABLE

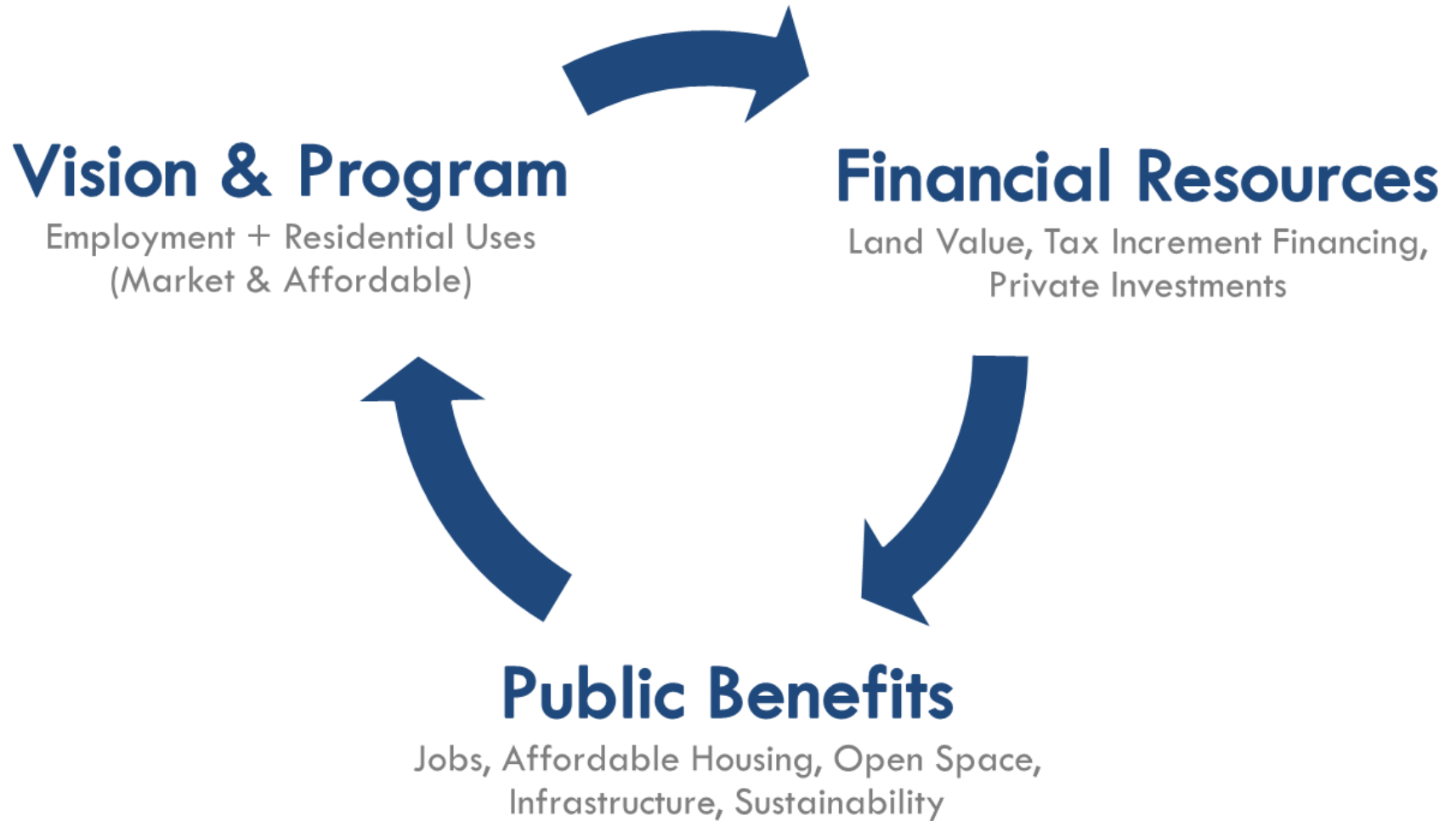


# DRAFT Vision and Guiding Principles

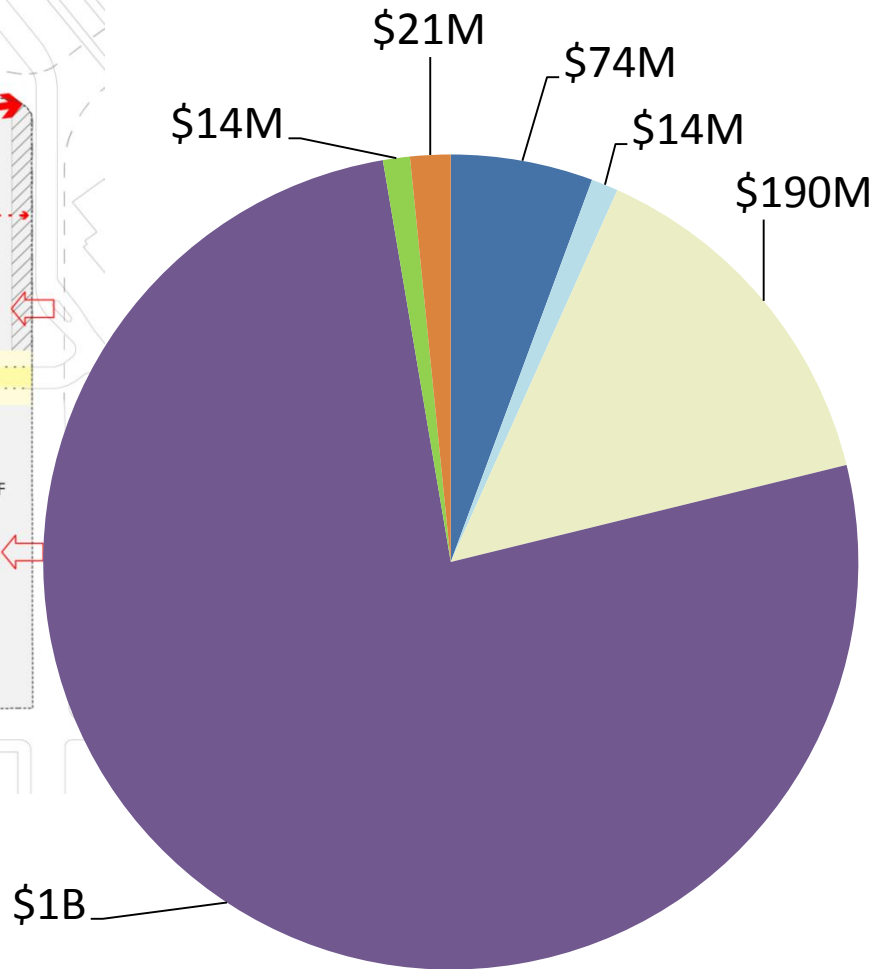
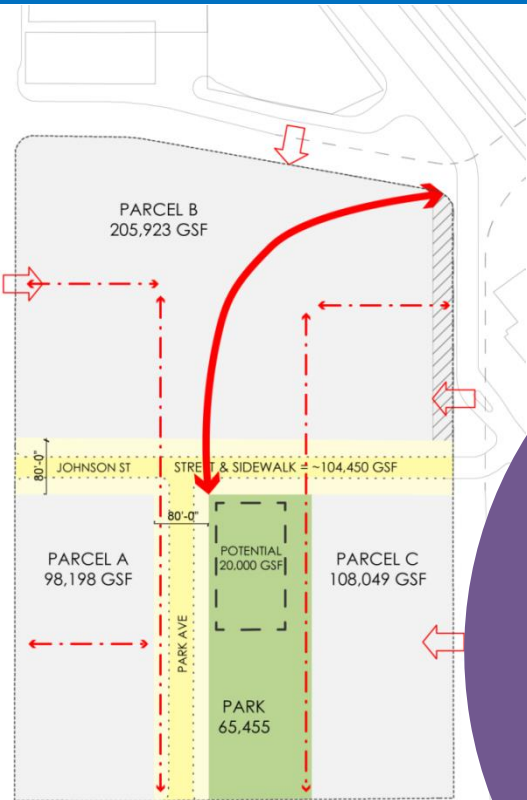
- 1) What hasn't been captured?**
  - 2) Recommended revisions?**
  - 3) Given our principles, how do we make sure we are benefitting communities of color and communities that have not traditionally benefitted from these type of projects?**
- 

# FINANCIAL RESOURCES

# Financial Framework



# Identified Estimated Costs – USPS Site



Total = \$1.3B

- Acquisition - Prosper Portland
- Acquisition - PHB
- Affordable Housing Development
- Private Market Rate Development
- Public Streets (inc. environmental)
- Parks & Open Space (inc. environmental)

# Identified Public Sources – USPS Site

Source	Amount	Use and Considerations
Prosper Portland & PHB Acquisition \$	\$88M <i>(spent)</i>	<ul style="list-style-type: none"> <li>Includes \$40M provided via City line of credit</li> </ul>
Prosper Portland TIF Budget	\$20M <i>(FY 19/20)</i>	<ul style="list-style-type: none"> <li>Investment limited to permanent physical improvements within River District URA</li> </ul>
PBOT System Development Charges	\$5M <i>(committed)</i>	<ul style="list-style-type: none"> <li>Street improvements eligible for SDCs under PBOT program requirements</li> </ul>
Other System Development Charges	~\$20M <i>(uncommitted)</i>	<ul style="list-style-type: none"> <li>Framework Plan modeled ~\$20M of additional Parks &amp; PBOT SDCs</li> </ul>
Portland Housing Bureau	\$5M TIF + Bonds	<ul style="list-style-type: none"> <li>Total required PHB affordable housing contribution estimated at \$53M (~\$100,000/unit)</li> </ul>
Land Value	TBD less \$40M <i>(phased w development)</i>	<ul style="list-style-type: none"> <li>\$40M needed to repay line of credit by 6/2022</li> <li>Remainder available for investment onsite or elsewhere within City (assuming not TIF restricted)</li> <li>Entitlement increases (FAR and height) positively impacts land value</li> </ul>
Other	TBD	
<b>TOTAL PUBLIC SOURCES (est.)</b>	<b>~\$50M + Land Value TBD + Housing Bonds TBD</b>	

# Key Takeaways

- ✓ Land value is directly impacted by:
  - scale of private market rate development
  - assumptions regarding public infrastructure/improvements
- ✓ Land value plus housing bonds are the largest resources to support public benefits
- ✓ Significant private investment is required to achieve desired outcomes ( $\sim\frac{3}{4}$  of total estimated costs)
- ✓ Different colors of money have different restrictions & timelines (line of credit, SDCs, TIF, set-aside)
- ✓ The  $\sim\text{\$40M}$  line of credit must be repaid by June 2022



# Steering Committee Role

- Scale of and priorities for on-site investments, improvements and benefits
  - Examples: streets, parks, equity contracting, commercial affordability, climate & resiliency, etc.
- Scale of and priorities for city-wide investments and benefits
  - Examples: community development fund, technical assistance, capacity building, etc.

# SUBCOMMITTEES

**Community Benefits Subcommittee** will use an equity lens to identify measurable and enforceable outcomes to be included in a future Community Benefits Agreement.

- Sona Andrews PSU
- Andre Bealer NAMC-Oregon; MCIP
- Emily Brennan Oregon Tradeswomen
- Kelly Haines Worksystems Inc.
- Christian Kaylor Oregon Employment Department
- Gerik Kransky The Street Trust
- Maggie Long SEIU Local 49
- Leigh McIlvaine Mercy Corps Northwest
- James Paulson JMPDX LLC / Worksystems Inc. Board
- MaryAnn Potter Hispanic Chamber
- Nicole Rappaport IUOE, Local 701
- Raahi Reddy APANO
- Robin Rosenberg Wieden & Kennedy
- **Vivian Satterfield (co-chair)** **OPAL Environmental Justice Oregon**
- Sarah Stevenson Innovative Housing, Inc.
- Veronica Sunderland Perez Latino Network
- Michael Szporluk self-employed
- Rick Turoczy PIE

**Urban Development Subcommittee** will focus on the physical manifestation of the project and will identify measurable and enforceable outcomes to be included in the future Master Plan.

- Sam Blackman AWS Elemental
- Greg Block Sustainable Northwest
- Alicia Daniels Uhlig International Living Future Institute
- George Devendorf Transition Projects
- Reza Farhoodi Pearl District Neighborhood Association
- Elaine Friesen-Strang AARP
- George Galster
- Donald Genasci University of Oregon
- Jose Gonzalez Miracle Theatre Group
- Marion Haynes Portland Business Alliance
- Alan Hipolito Verde
- Mike Houck Urban Green Spaces Institute
- **Nathan Kadish (co-chair) Ecotrust**
- Khanh Le Main Street Alliance
- Elizabeth Leach Leach Gallery
- Neil Lee CCBA / LEEKA
- Paul Lumley NAYA
- Chris Oxley Portland Trail Blazers
- Amanda Saul Enterprise
- Jill Sherman Gerding Edlen
- Don Tuski Pacific Northwest College of Art
- Ian Williams Deadstock

