



PROSPER
PORTLAND

Building an Equitable Economy

Gustavo J. Cruz, Jr.
Chair

Francesca Gambetti
Commissioner

Alisha Moreland-Capua, M.D.
Commissioner

William Myers
Commissioner

Peter Platt
Commissioner

Ted Wheeler
Mayor

Kimberly Branam
Executive Director

This document represents the official meeting record of the October 10, 2018 Prosper Portland Board of Commissioners (Board) meeting held at 222 NW Fifth Ave., Portland, OR 97209. The full video recording of this meeting can be found at:

<https://www.youtube.com/user/PDXDevelopmentComm>

1. Call to Order and Roll Call

Chair Gustavo Cruz called the meeting to order at approximately 3:04 p.m. Pam Feigenbutz, Prosper Portland Board recording secretary, called the Prosper Portland Board roll:

Chair Gustavo Cruz	PRESENT
Commissioner Francesca Gambetti	PRESENT
Commissioner Alisha Moreland-Capua	PRESENT
Commissioner William Myers	PRESENT
Commissioner Peter Platt	PRESENT *See note

Commissioner Platt joined by telephone at 3:17pm

2. Commissioner Reports

Commissioner Gambetti

- Attended the Broadway Corridor Open House on September 26

Commissioner Myers

- Attended the Professional Business Development Group meeting on September 19
- Attended the Virtue Lab reception on September 25
- Attended the Broadway Corridor Steering Committee on September 25
- Attended the Broadway Corridor Open House on September 26

Chair Cruz

- Attended luncheon with Micro Enterprise Services of Oregon on September 25
- Attended the Broadway Corridor Open House on September 26

3. Executive Director Report

- Attended the Greater Portland Inc. Annual Economic Summit on September 13
- Attended the Oregon Business & Industry Statesman dinner on September 13
- Attended the Latino Network’s Noche Bella event on September 21
- Attended the Broadway Corridor Open House on September 26
- Attended the annual Pitch Black competition on October 1

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- Noted that Prosper Portland closed on the first PropertyFit Oregon project using Commercial Property Assessed Clean Energy financing
- Prosper Portland will participate in the Elevate Inclusion Summit 2018 happening on October 12
- Announced the next meeting of the N/NE Community Development Initiative Oversight Committee on October 18
- Noted the next meeting of the Hill Block Project Working Group will occur on November 7
- The third edition of My People's Market will take place on November 9
- The Community Livability Grant application process is open

4. Meeting Minutes

Chair Cruz called for a motion to approve the September 12, 2018, Prosper Portland Board meeting minutes. Commissioner Gambetti moved and Commissioner Moreland-Capua seconded the motion.

AYES: Cruz, Gambetti, Moreland-Capua, Myers, Platt
NAYS: None

5. Public Comment for Items Not on Agenda

No public testimony was presented.

REGULAR AGENDA

6. Information Item: Update on Broadway Corridor Master Planning, Interim Use, and Site Demolition

Prosper Portland staff and others presenting this item:

Sarah Harpole, Project Manager I

Mayra Arreola, Director of Social Equity, Policy, & Communications

Amy Edwards, Asset & Investment Manager

Troels Adrian, Business & Industry Manager

Julie Bronder, Architect & Program Manager, ZGF

Frank Cannon, Continuum Partners LLC

Ms. Harpole provided an overview of the project's process to date, noting the first year was spent working with the Steering Committee resulting in the solicitation and selection of a development partner, Continuum, as well as the approval of the contract with Zimmer Gunsul Frasca Architects (ZGF) to support development planning work. At the April 2018 Board meeting, both actions were approved, and development planning efforts since kicked off under the framework of continued focus on public benefits, vision, and program and financial resources. Ms. Harpole noted at the September Open House the team unveiled preliminary development concepts and are now in the process of collecting feedback. Ms. Harpole continued by providing information about public benefits.

Ms. Arreola noted that an Equity Impact Assessment (EIA) tool, developed by the Center for Racial Justice Innovation, was completed early in the process and influences how the work is approached. The EIA tool is used to inform minimizing unanticipated adverse impacts on racial and ethnic groups. Ms. Arreola shared some of the input received based upon the results of the assessment.

Commissioner Moreland-Capuia asked about competing goals present in the high-level feedback. For example, the conflict of providing space for new people while current folks are experiencing homelessness. She also noted that providing security while allowing space for gathering and lingering presents a conflict. She asked to hear what the Steering Committee had discussed regarding achieving the goals in concrete ways.

Executive Director Branam noted that Pioneer Square is viewed as an example of a place that feels welcoming and inclusive while being highly programmed with a full-time management organization.

Commissioner Moreland-Capuia requested that people of color be used as contractors, not just subcontractors to help decrease the wealth gap, noting that people of color need to be “in the driver’s seat.”

Ms. Bronder provided an overview of the three preliminary design concepts which were determined from input and advice received from several groups. She stated that as a baseline, they refer back to the 2015 Framework Plan as it applies to streets, parks, and open space and how they interface with adjacent neighborhoods. Ms. Bronder noted they have been in the process of testing the concepts, i.e., policy, program, and design and seeking input. She also stated that they want to retain the existing anchors.

Commissioner Myers asked for specific examples of existing anchors. Ms. Harpole noted two historic buildings, Union Station and the Pacific Northwest College of Art, as well as the existing transportation network including Greyhound, Union Station, the Streetcar, and affordable housing developments located around the periphery of the study area.

Commissioner Gambetti asked whether they had received feedback on the different concepts. Ms. Bronder responded they received a large amount of feedback on both the Green Loop and the Active Recreation concept. Mixed responses regarding the Nature Scheme were noted due to differing opinions regarding shaded areas with regards to public safety. Concerns regarding open and discovery spaces were also noted in the active recreation concept as well as living near activity. There were also concerns about the viability of retail.

Commissioner Moreland-Capuia noted that the concepts feel busy. She asked they stay mindful of supporting small business in all of Portland not just the Broadway Corridor and to be thoughtful in terms of retail, so it is not necessarily competing with other business outside the Corridor and is successful.

Commissioner Gambetti asked whether requirements for retail would be dictated by the master plan. Ms. Harpole noted presence of active ground floor use will be, whether it’s specifically retail will not. Commissioner Gambetti continued by noting that setting retail up for success will be critical. She recommended they feed off the current retail network to encourage people to continue coming through this district.

Executive Director Branam noted that in the discovery design concept there is a main street which would provide a differentiated retail which currently does not exist in the Pearl District. She continued by stating the team would follow up on the question including other types of active uses which might be better placed for less trafficked areas. She added that childcare on the ground floor is a high need and does not require a high trafficked area.

Commissioner Gambetti asked about parking options and whether it would be structured or underground and how different scenarios will impact parking demand. Ms. Harpole noted that they are in conversation with the Bureau of Transportation. She noted there are currently 400 parking spaces that could potentially be used to support a first phase of development. The framework plan did assume all parking was in structure above grade.

Commissioner Moreland-Cupia emphasized the need to know who we are building and designing the structures for. Some of her concerns were around people with children who need to get across the river quickly for medical concerns whether they will be able to do so quickly. She asked the team to look beyond gender and race and social constructs and to ask themselves what type of families they are considering, what's the demographic, and to be explicit about it.

Executive Director Branam expressed the desire to hear from the Chair and Commissioners their ideas on what would make it feel like a more welcoming place. She noted that we are early enough at this phase that significant changes can be made.

Ms. Bronder noted the design team practices an exercise of "a day in the life" for projects asking questions such as, who are we trying to serve, who do we want to be there, what do they need, what would they expect, etc.

Commissioner Platt asked whether the team had drawn inspiration for the three concepts from any other project. Ms. Harpole noted that the design team has fifty images of various projects representative of a character or activities that would happen in the space. She continued by noting they participated in high-level case studies of development. Commissioner Platt requested copies of the images and case-studies.

Commissioner Platt asked Mr. Cannon whether the Denver Union Station factored into the design conversation. Mr. Cannon answered yes, in Denver Continuum was able to bring employment, a grocery store, pharmacy, mixed income housing, and market-rate housing, all of which got them excited about Broadway Corridor.

Commissioner Platt, referring back to Commissioner Moreland-Cupia's concerns, asked what the catalytic elements would be to attract a diverse user base. Mr. Cannon noted that he and others from Continuum have been coming to Portland for six-months and spoken and listened to dozens and dozens of community-based groups, organizations, and individuals outside of the stakeholder engagement process to listen to their concerns, objectives, and interests. He noted they will look at flexibility for program development to allow uses to change throughout the changing market-cycles. He added they will also look at the phasing basis and scale of buildings and individual blocks. He continued by noting that that by creating opportunities through the physical plan they can create smaller bite-sized pieces and can offer opportunities to smaller developers; thus local investors can look at creative financing. Mr. Cannon mentioned the importance during the phasing that each space feels complete and deliberate and intentional at addressing as many of the community benefits possible.

Commissioner Gambetti asked about the concept of connecting under the Broadway Bridge to Union Station. Ms. Bronder noted that they received very diverse feedback as to how to keep it active enough, connect it to other aspects of the site vs a place off to the side. Ms. Bronder stated they received feedback to create an active place for people exiting the train. Mr. Cannon added that success is more about what is happening on the edges of the spaces. Denver had two trains a day with very few

passengers and one bus stop. Today it is the most popular place for people to gather. There are plazas in front, activities programmed all around the space, and all the land around it was developed. Mr. Cannon noted that the land under the Broadway Bridge is quite nice and 18-20 feet of clearance. When the US Post Office is gone, light, air, and transparency will pop. The space will be successful if it is properly activated.

Chair Cruz asked Mr. Cannon if consideration will be made around placement of larger and smaller building as to avoid a large mass like the current USPS site. He continued by asking whether the buildings could be manipulated. Mr. Cannon noted that each concept will have varying scales and built-in program flexibility.

Chair Cruz asked whether the smaller buildings will be residential. Mr. Cannon noted that if the physical framework is done properly, it won't make a difference. If the market shifts and office is the right product to build that can be done and if it's residential and allows for something bigger that can be done too. They expect to be able to respond with the plan and not be locked into each individual site and individual building.

Executive Director Branam emphasized the need for continued Board input around the density of the site.

Mr. Adrian reviewed the considerations around the anchor recruitment strategy following up with next steps.

Commissioner Gambetti asked whether there are opportunities to create Opportunity Funds for just local investors. Mr. Adrian noted that he is still waiting guidance from the federal government. He also noted that the site is within an Opportunity Zone, so it is eligible for Opportunity Fund investment.

Ms. Edwards discussed several items including the relocation of the USPS retail facility, securing the area around the site, maximizing resources for community benefit, and activating the site. She continued by discussing the timeline of demolition of the USPS site and efforts to reach disadvantaged firms to bid on the project. Ms Edwards noted the significant holding cost of the site and identified different scenarios for interim use. Ms Edwards requested the Board to provide additional information to be considered from the contracting through the demolition process.

Chair Cruz asked for more information about the potential placement of a shelter on a different portion of the site than previously understood. Ms. Edwards noted several issues and concerns that brought about the change in thought.

Commissioner Moreland-Capuia asked again that local contractors of color participate in the demolition. Ms. Harpole replied, "absolutely".

Commissioner Myers asked if there is timing for transitional services he would like to see short-term job opportunities.

Ms. Harpole reviewed next steps and identified funding resources for the project. She concluded by asking the Board to share their highest priorities for the project of the five noted on the slide.

Chair Cruz stated, all five and Commissioner Moreland-Capuia noted, “Wealth Creation Opportunities for People of Color.”

Chair Cruz emphasized the importance of being careful to make sure the intent of the master plan is respected and works the way it is intended.

7. Adjourn:

There being no further business, Chair Cruz adjourned the Prosper Portland Board meeting at approximately 4:57 p.m.

Approved by the Prosper Portland Commission on November 14, 2018



Pam Feigenbutz, Recording Secretary