



City of Portland, Oregon
Bureau of Development Services
Land Use Services
FROM CONCEPT TO CONSTRUCTION

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MEMORANDUM

Date: August 1, 2018

To: Sarah Harpole
Prosper Portland

From: JEFF MITCHEM, Design Review
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Re: Briefing: Broadway Corridor – SUMMARY
JULY 26, 2018 HEARING DATE

Thank you for taking advantage of the opportunity to hold a preliminary briefing with the Design Commission. I hope you find it informative and valuable as you continue with your project development. Following, is a brief summary of the comments provided by the Design Commissioners, at the July 26, 2018 hearing. This summary was generated from notes taken at the public meeting and a subsequent review of the public meeting recordings. To review those recordings, please visit: <http://efiles.portlandoregon.gov/record/12097875>.

These Design Commission comments are intended to guide you in further design exploration of your project. These comments may also inform City staff when giving guidance over the course of future related land use reviews. It should be understood that these comments address the project as presented on at the hearing on July 26, 2018. As the project design evolves, the comments, too, may evolve or may no longer be pertinent.

Preliminary briefings are not intended to substitute for other Code-required land use or legislative procedures, including the required Design Advice Request. Please keep in mind that the formal Type III land use review process [which includes a pre-application, a land use review application, public notification, a Staff Report and a public hearing] must be followed if formal approval for specific elements of your project is desired.

Please continue to coordinate with me as you prepare for your next Briefing, and the Design Advice Request(s) and formal land use application. Below, are comments by Commissioner:

- Tad Savinar
 - a. *This master planning process represents a legacy place-making opportunity – not just a “plaza” and much more than a simple collection of buildings.*
 - b. *Opportunities like this were missed elsewhere (River District / Pearl) to create something distinctly different. There needs to be a more compelling “there” here predicated upon distinction, where there are more compelling reasons to visit than a buying a coffee or sitting by a waterfall.*
 - c. *Context precedents are incredible successes, based on practical ideas, which have come to organize districts. This represents an opportunity to define the study area as hub-making within Old Town / China Town / the Pearl / the waterfront.*
 - d. *Changing context of neighborhoods is a struggle/challenge – help us understand context (3D model of master plan area and surrounding context would be very helpful).*

- e. *Connectivity to rest of city is key to success – extend tentacles of equity to formulate place making.*
- f. *Demonstrate that you are delivering on a tangible vision (create a bucket list) – recognizing that we are in a new era of urban design.*

- Julie Livingston

- a. *Agree with TS statements.*
- b. *3D is critical – maximum buildout massing of site and context will be necessary to understand future development capacity – in visualizing the planning area in the rapidly evolving context.*
- c. *Briefing sets stage for good conversation at DARs. How vision framework fits in to master plan is critical to success of master planning effort. Clearly delineate how your equity vision framework fits within the master plan when you come back.*

- Don Vallaster

- a. *Affordable housing COMMUNITY is more important than affordable UNITS. Describe how this is conveyed.*
- b. *Describe how this community is part of the broader fabric – Pearl District, River District, etc compounded by transportation connectivity – resulting in a contextually integrated place.*
- c. *The broader community must find a reason to go there. Describe the specific purpose(s)/reason(s) for the broader community to come to this specific community.*

- Zari Santner

- a. *Reinforce previous Commissioner's themes.*
- b. *Encourage you to start viewing at 10,000' up – your process is clear, outreach is thorough and generated ideas, aspirations and wants. How to cull through input to come up with principles and values that are specific to site is the important challenge.*
- c. *[With 13-acres only], how you apply the principles to development in a manner that translates to community equity must be central to design idea(s).*
- d. *Social justice and equity goals are admirable. However, that alone does not make a community. What other values are significant and will distinguish this place?*
- e. *Haven't seen anything about how equity is/can be expressed. What would design mean in this kind of community? Describing specifically how equity is expressed and articulated will be critical to distinguishing this place.*
- f. *Encourage you to be thoughtful about how to use public comments (ideas and desires) to specify how equity can be expressed.*

- Jessica Molinar

- a. *Agree with other Commissioners, particularly TS.*
- b. *Destination is important and is lacking to a certain extent in Pearl – add this to goals.*