



January 10, 2020

**Gustavo J. Cruz, Jr.**  
Chair

**Francesca Gambetti**  
Commissioner

**Dr. Allsha Moreland-Capula**  
Commissioner

**William Myers**  
Commissioner

**Peter Platt**  
Commissioner

**Ted Wheeler**  
Mayor

**Kimberly Branam**  
Executive Director

Planning and Sustainability Commission  
1900 SW 4th Avenue  
Portland, OR 97201

Re: Update of the River District Master Street Plan

Dear Commissioners:

I am writing to express Prosper Portland's support for the proposed update of the River District Master Street Plan and provide additional context regarding the proposed modifications pertaining to the Broadway Corridor. Approval of the proposed update is necessary for the City's ability to implement the community vision set forth for this significant development opportunity.

Prosper Portland, in partnership with the Portland Housing Bureau, acquired the former United States Postal Service property located 715 NW Hoyt Street (USPS Property) in 2016. Located within the Broadway Corridor study area, the USPS Property has been identified as perhaps the most significant redevelopment opportunity within Portland's Central City through multiple Portland City Council adopted land use and development plans.

In 2015, Prosper Portland initiated a planning and stakeholder engagement process to inform the Broadway Corridor Framework Plan. The objective of the Framework Plan was to provide greater certainty regarding Prosper Portland's and the City's development objectives, desired public investments, and the financial capacity to meet those objectives and investments, with a focus on the feasibility of acquiring and developing the USPS Property. The Prosper Portland Board and City Council adopted the Framework Plan in fall 2015. In partnership with the Portland Bureau of Transportation, the River District Master Street Plan was subsequently amended to reflect the street plan assumptions for the USPS Property consistent with the Framework Plan.

Following acquisition of the USPS Property, Prosper Portland initiated development planning activities in June 2018 for the purpose of completing development planning for the Broadway Corridor, including preparation of the code required Central City Master Plan for the USPS Property, which is subject to a Type III Land Use Review approval by the Portland Design Commission.

[prosperportland.us](http://prosperportland.us)

222 NW Fifth Avenue  
Portland, OR  
97209-3859

503-823-3200 Main  
503-823-3368 Fax  
503-823-3366 TTY

This effort has been informed by a robust engagement strategy, including regular meetings of the project's Steering Committee and Public Partners Technical Team, four public open houses and online forums, ten focus groups, six pop-up events, tabling at community events, a dozen stakeholder group presentations, and multiple one-on-one stakeholder interviews. The Steering Committee, composed of 41 community members who are demographically diverse and represent a broad range of geographic and subject matter expertise and interests, met 22 times between May 2017 and December 2019. These comprehensive community engagement efforts have engaged more than 1,000 attendees and resulted in more than 1,000 comments or points of feedback. Just under 50% of the participants identify as a person of color.

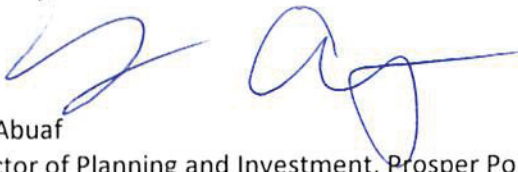
Over the past 20 months, preliminary development concepts have been prepared, tested and refined by the consultant team, based on input received from the project's Steering Committee and Public Partners Technical Team, community input, and coordination with Continuum Partners as our development advisor. Prosper Portland applied for approval of the USPS Property Master Plan in October 2019 and is scheduled for a first hearing before Design Commission in February 2020.

The proposed update to the River District Master Street Plan includes key changes to the USPS Property, consistent with the proposed USPS Property Master Plan. These proposed changes are designed to strengthen the pedestrian-orientation of the new NW Johnson St and NW Park Ave and strengthen the land use and transportation integration of the site.

Prosper Portland asks the Planning and Sustainability Commission to accept the proposed update and forward it to City Council for final consideration. This will support our City's timely commitment to developing this important central city site.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Lisa Abuaf', is written over a light blue circular stamp.

Lisa Abuaf  
Director of Planning and Investment, Prosper Portland