

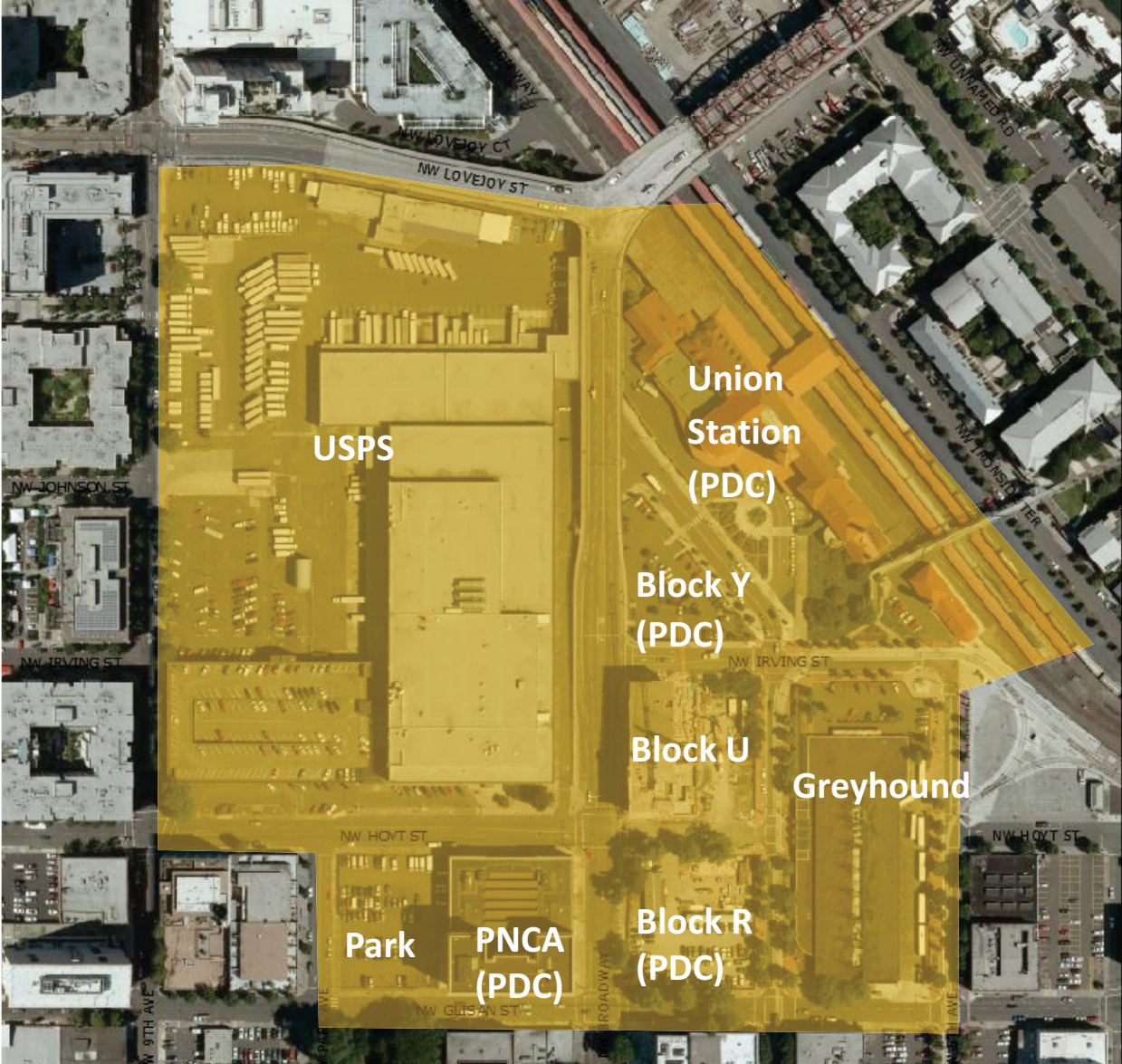


Broadway Corridor Framework Plan Briefing
Planning & Sustainability Commission
September 22, 2015

Questions

- 
- Are we missing anything in our development goals or measures of success for redevelopment of the USPS site that would further support the Portland Plan and CC2035 Plan?
 - What are your thoughts about the preferred USPS site development concept's density and height?

Study Area



Purpose

Broadway Corridor Framework Plan

Strategic Vision (Phase I)

- SWOT Assessment
- Guiding Principles
- Market Study
- Traffic Circulation

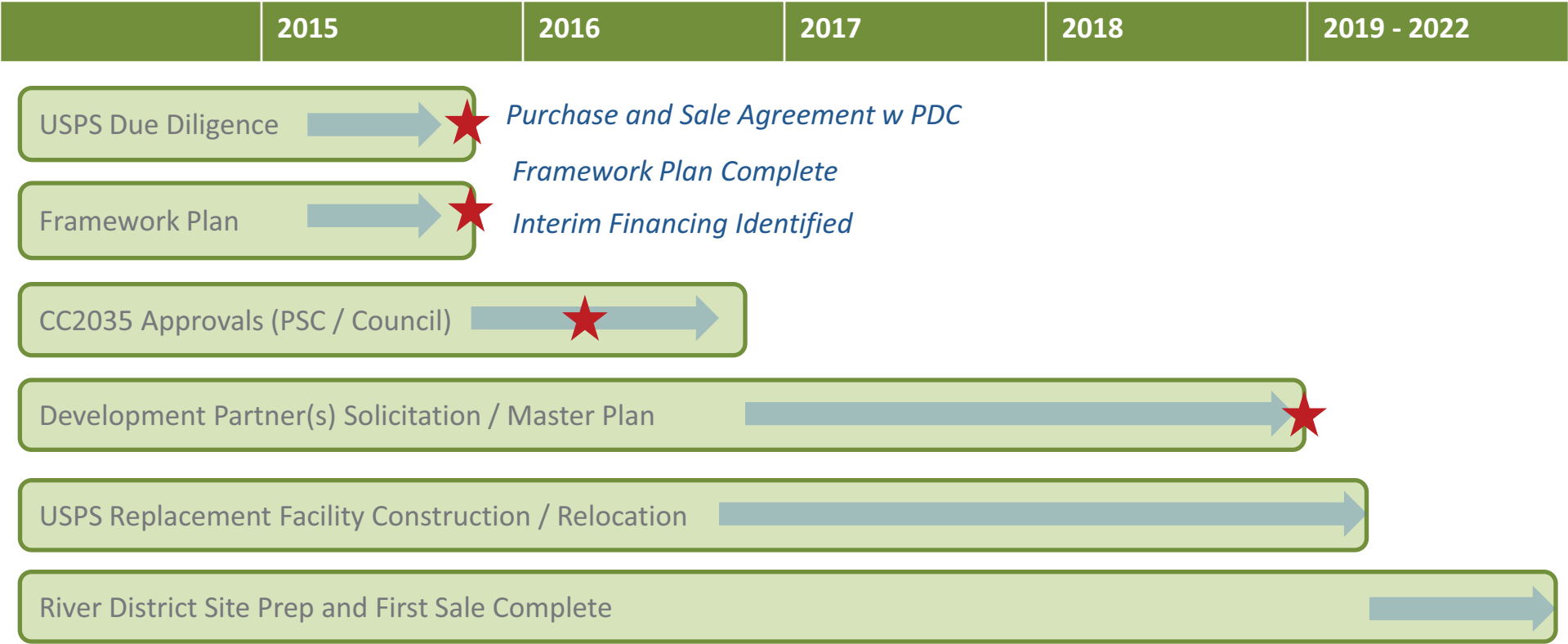
USPS Development Concept (Phase I)

- Conceptual Site Plan
- Infrastructure Plan
- Regulatory Assessment
- Financial Feasibility
- Parking Strategy

Master Plan (Phase II)

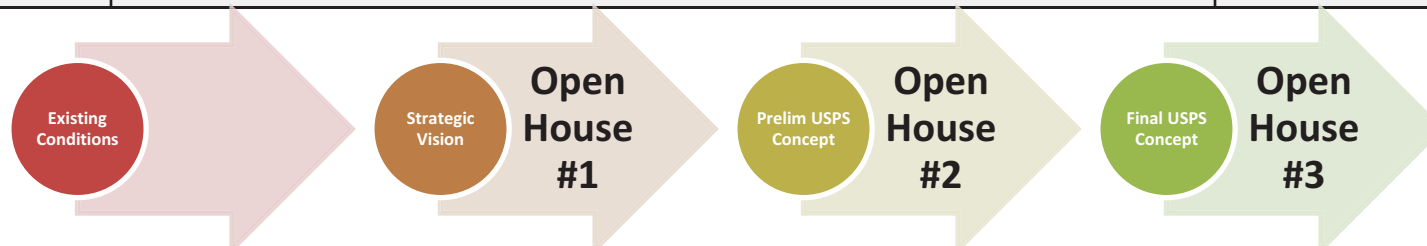
- Site Programming
- Urban Design Standards
- Refined Connectivity Plan
- Code/Policy Amendments (TBD)
- Sustainability Plan
- Implementation Strategy

Schedule

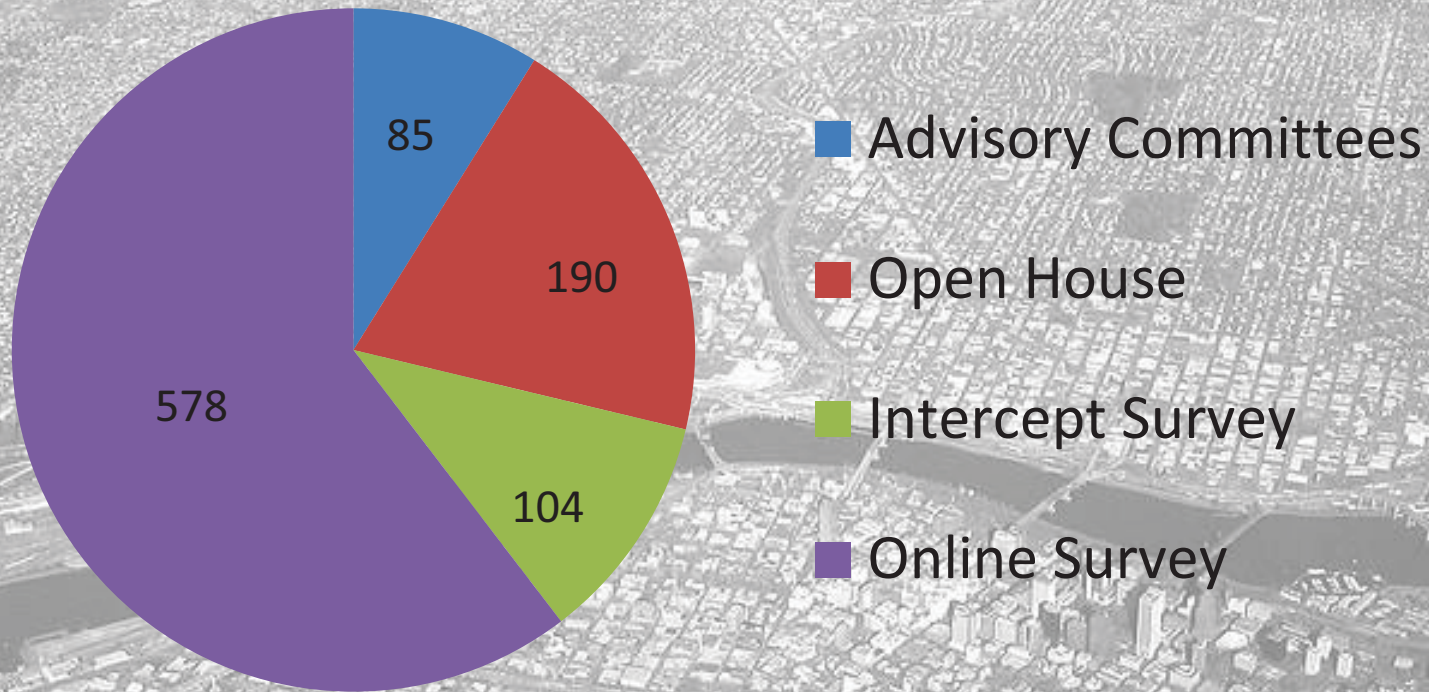


Schedule & Public Engagement

Tasks		Timing
Strategic Vision	Charrette #1 – Project Kick-off	June 15, 2015
	Opportunities and Constraints analysis	
	Charrette #2 – Development Principles, Goals, Objectives	June 30, 2015
	Open House #1: Complete	
Development Case Study		
	Market Analysis	
USPS Development Concepts	Charrette #3 – Preliminary USPS Concept Plan Alternatives	July 20-21, 2015
	Open House #2: Complete	
	Concept Plan Refinement and Assessment - Transportation Analysis, Cost Estimates, Financial Feasibility	
	Charrette #4 – USPS Preferred Concept Plan	September 8, 2015
	Open House #3: Complete	
	Final Framework Plan Report	September 9, 2015 through September 22, 2015
	- PDC Board Briefing - PSC Briefing ★ - City Council Work Session	
	PDC Board & City Council endorsement	October 2015



Stakeholder Involvement: ~1,000 Points of Feedback



Plus

- Social Media (Facebook, Twitter)
- Press engagement (Oregonian, KOIN, Portland Business Journal, DJC, Portland Tribune)

Continue North Park Blocks with no interruption; provide an **east/west green connection** from Jamison Park to Union Station.

As this is becoming the entry point to Downtown, I would like to see a taller building, one that **defines the skyline**.

Good connections from Union Station to Johnson Street, the Pearl District, Old Town/ Chinatown."

Looks like **good bicycle/pedestrian connections** through the site, and a well-thought-out Green Loop route.

Creating **visual and physical links** to Union Station is an excellent idea, as is activating the spaces under the Broadway bridge.

I like that it adds more to the skyline. We need **more tall buildings along mass transit lines**.

Allow more height to gain **more density and absorb growth**, so that other historic neighborhoods elsewhere in the city can be preserved.

Open space is created, green loop is given priority, ties into park blocks. Smaller blocks in harmony with the rest of the city. **Mix of uses is nice**, maybe a bit more residential, up the FAR with increased height.

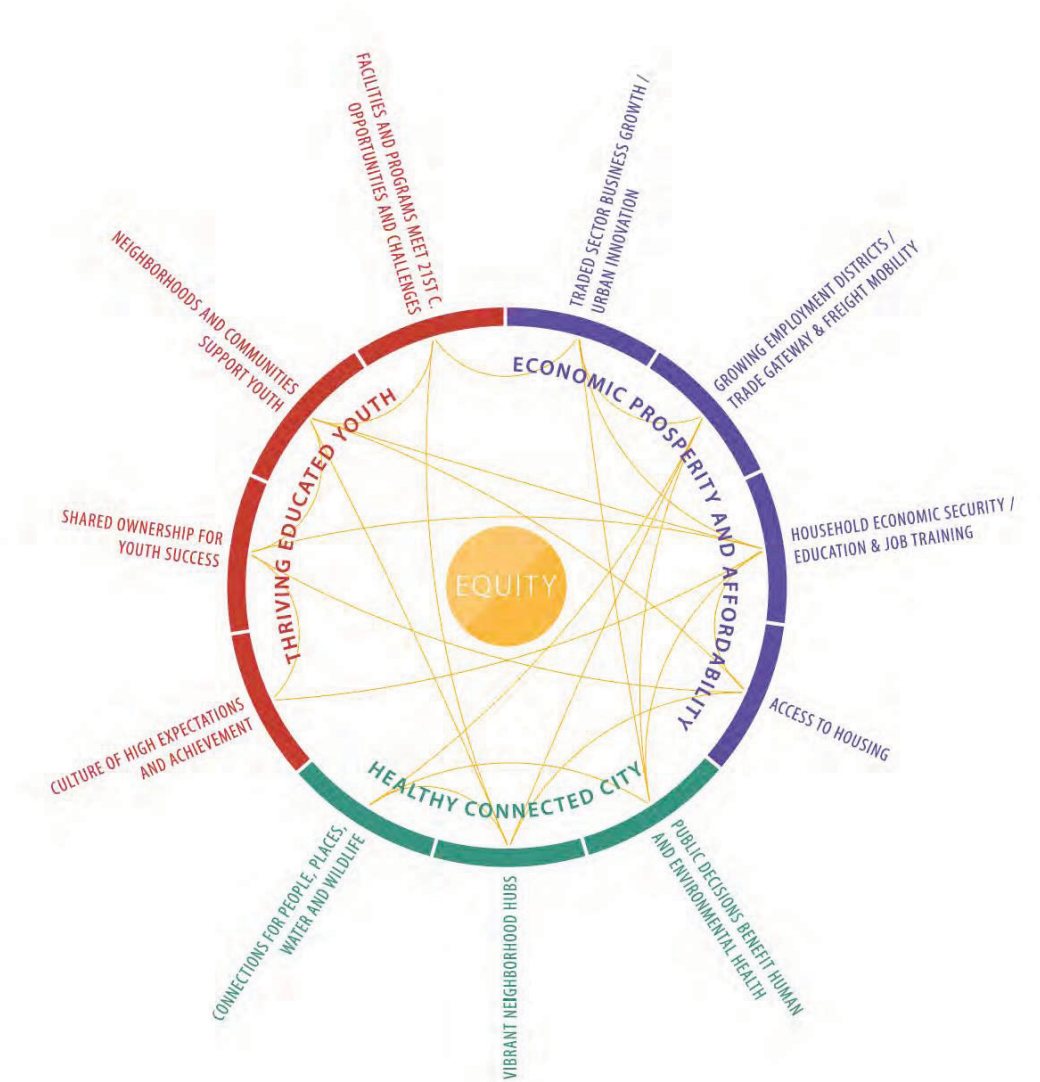
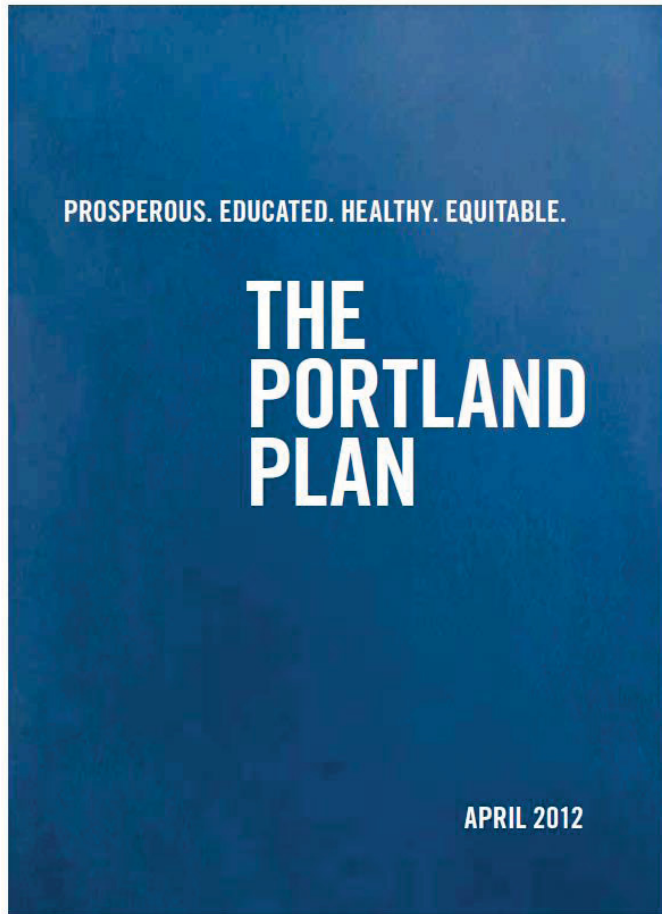
VISION STATEMENT:

The Broadway Corridor offers a once-in-a-generation chance to transform a downtown development and the Union Station multi-modal transportation hub in a uniquely Portland way that honors history, cultivates culture, builds density and diversity, and reimagines how Portlanders live, work, enjoy and move through the city.

GUIDING PRINCIPLES

1. **COMPETITIVE:** Create opportunities for innovation, education and economic growth and 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 and 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.

Policy Context: Portland Plan



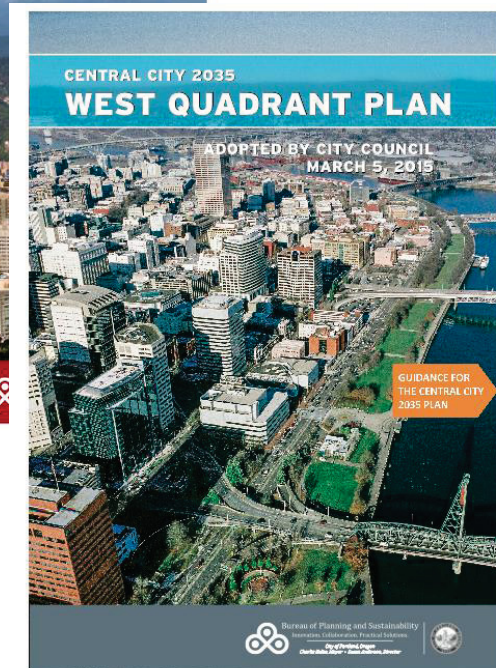
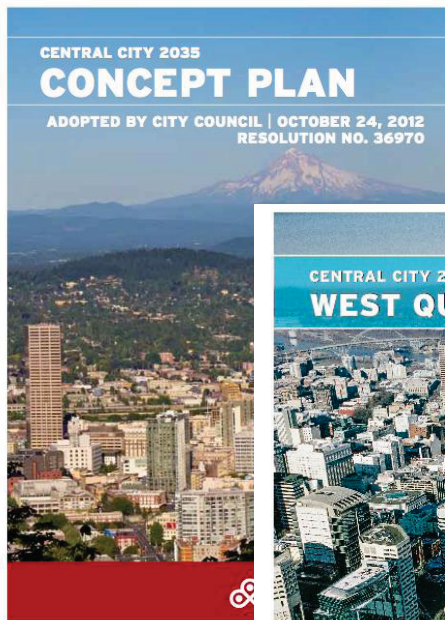
Policy Context: CC 2035/West Quadrant

“Redevelop the USPS site for high density mix of uses and new city attractions. Ensure the provision of civic parks, open space amenities and signature connections between the Pearl District and Old Town/Chinatown, and between the North Park Blocks and the Broadway Bridge.”



August 2015

Portland's Comprehensive Plan Update
For more information, visit:
www.portlandoregon.gov/bpa/pdxcompplan



District performance targets through 2035:

- Add 4,000 new jobs
- Develop 5,000 new housing units
- Bring the area closer to a 1:1 jobs to housing ratio
- At least 75% commute trips are by non-single occupancy vehicles

Zoning

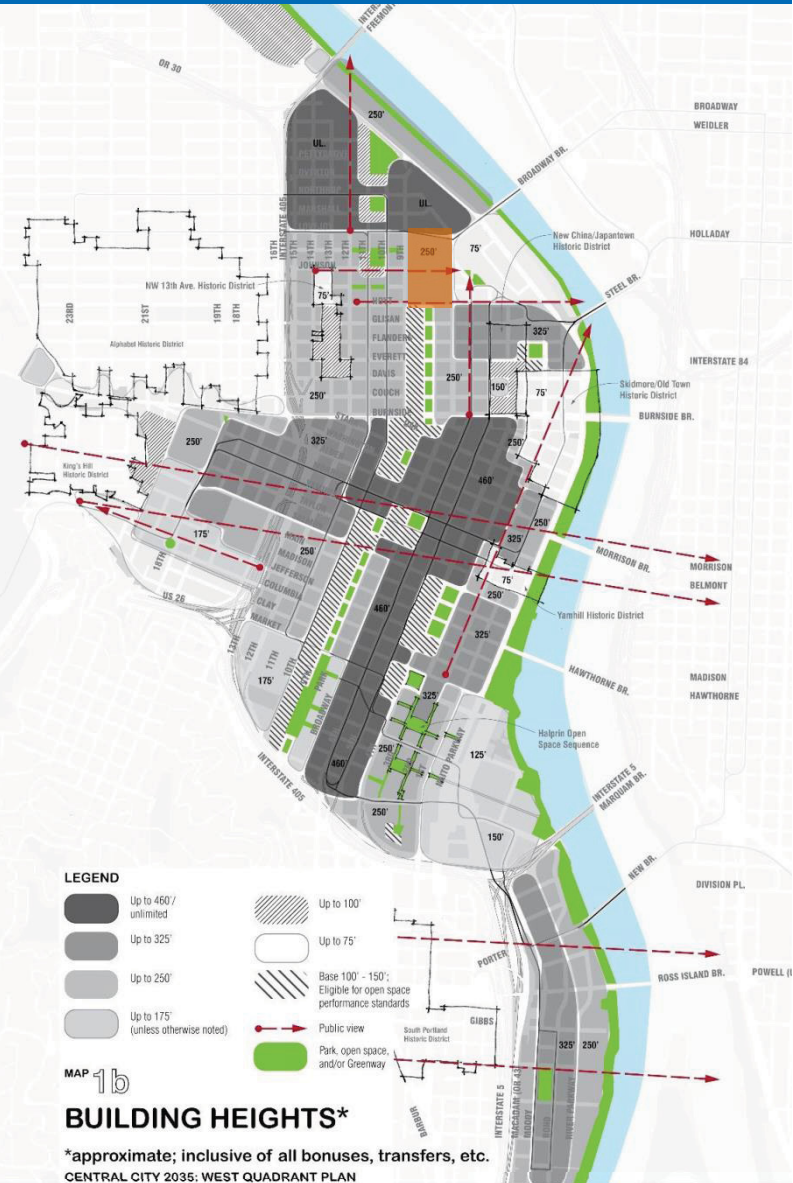
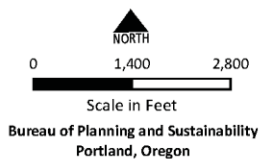
Map Revised June 5, 2015



Legend
 X = Gross square foot of building
 Y = Square foot of site
 X:Y Maximum FAR
 (X:Y) Residential maximum FAR (33.510.56.200.B)
 [X:Y] Allowable FAR when rezoned to EX

■ Area where floor area ratio (FAR) is determined by base zone
 — FAR area boundary
 Boundary of allowable FAR when rezoned to EX

⬡ Central City Plan District boundary

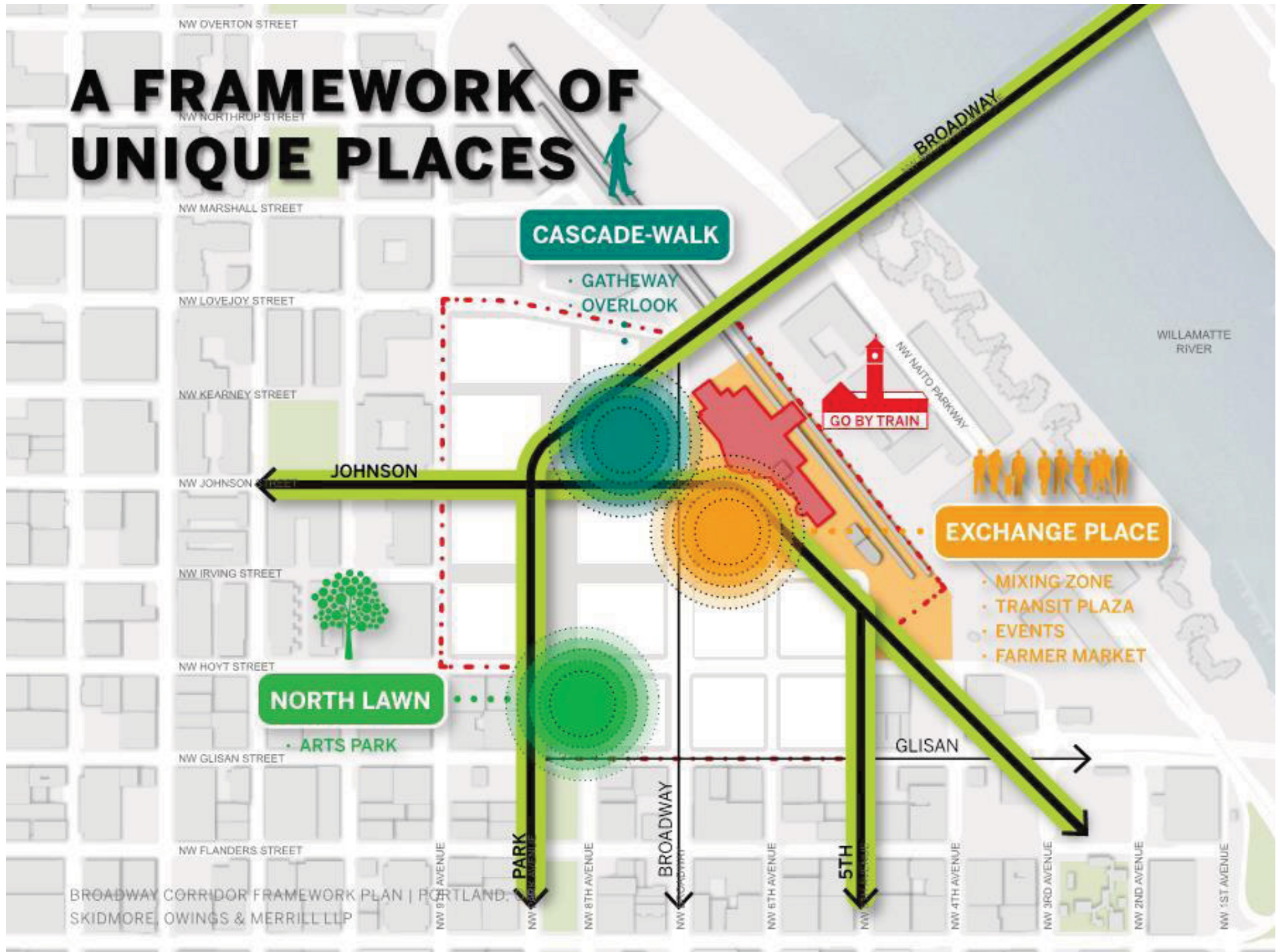


LEGEND

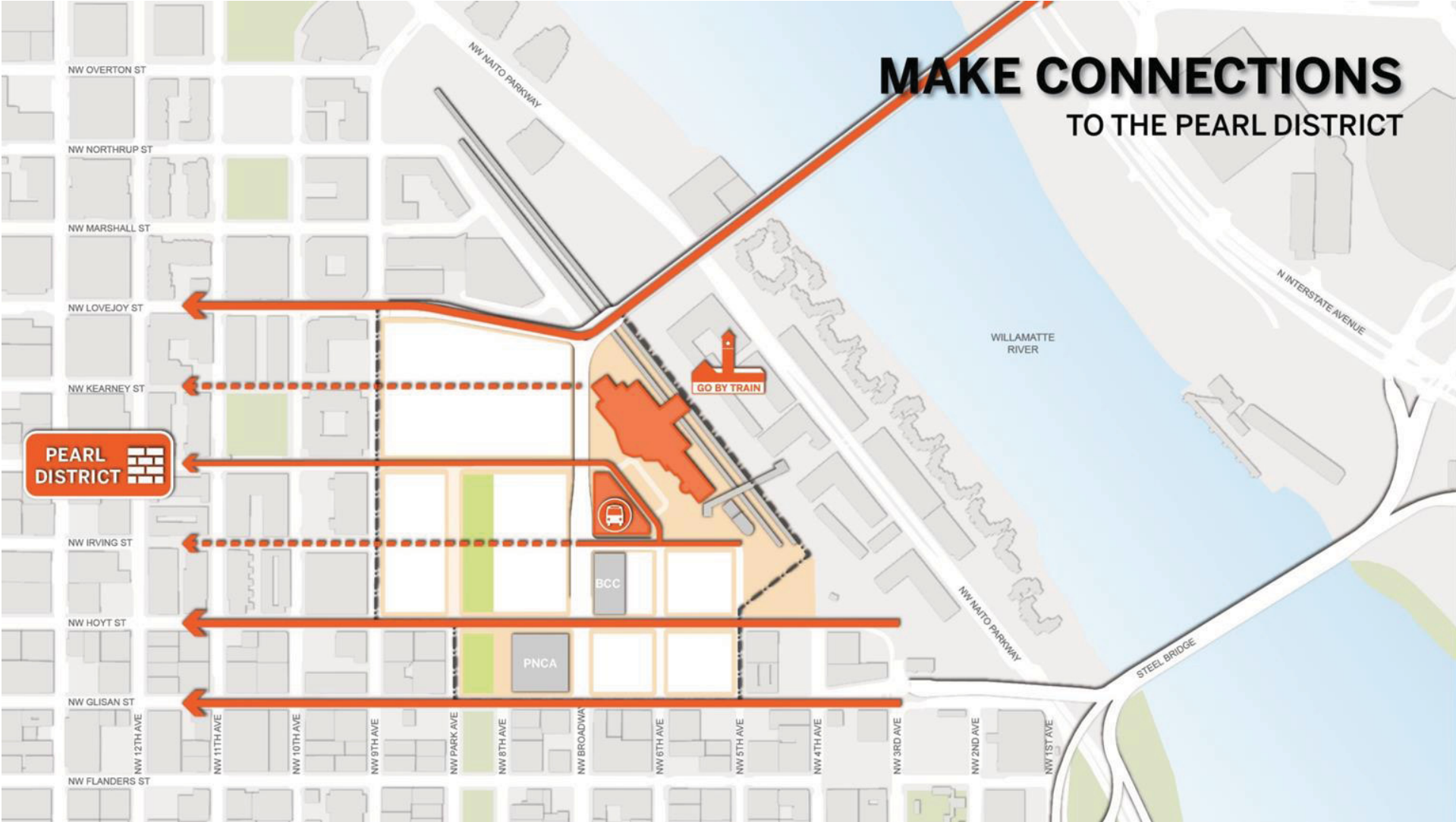
- Up to 460 / unlimited
- Up to 325'
- Up to 250'
- Up to 175' (unless otherwise noted)
- Up to 100'
- Up to 75'
- Base 100' - 150': Eligible for open space performance standards
- Public view
- Park, open space, and/or Greenway

MAP 1b
BUILDING HEIGHTS*
 *approximate; inclusive of all bonuses, transfers, etc.
 CENTRAL CITY 2035: WEST QUADRANT PLAN

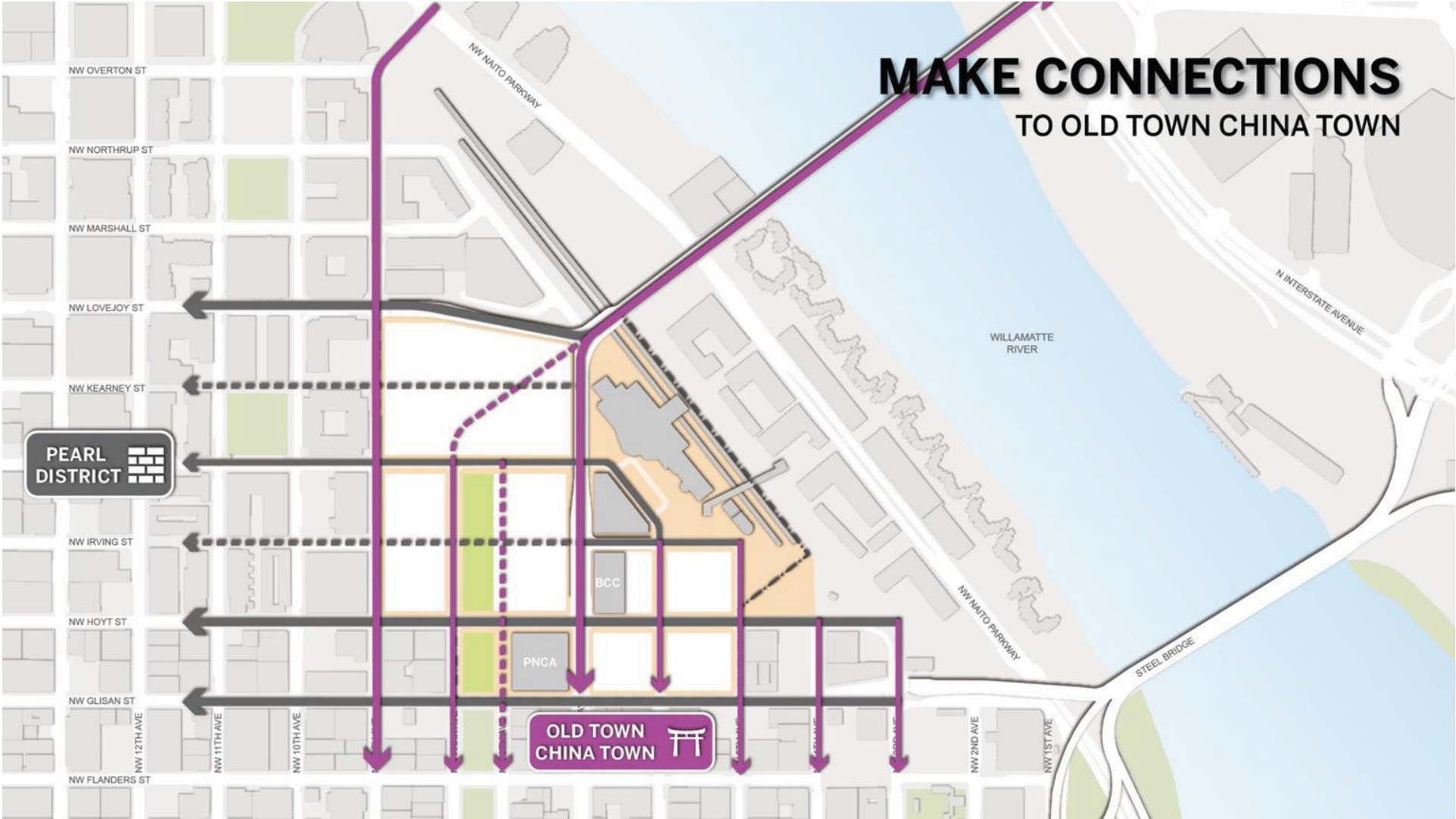
A FRAMEWORK OF UNIQUE PLACES



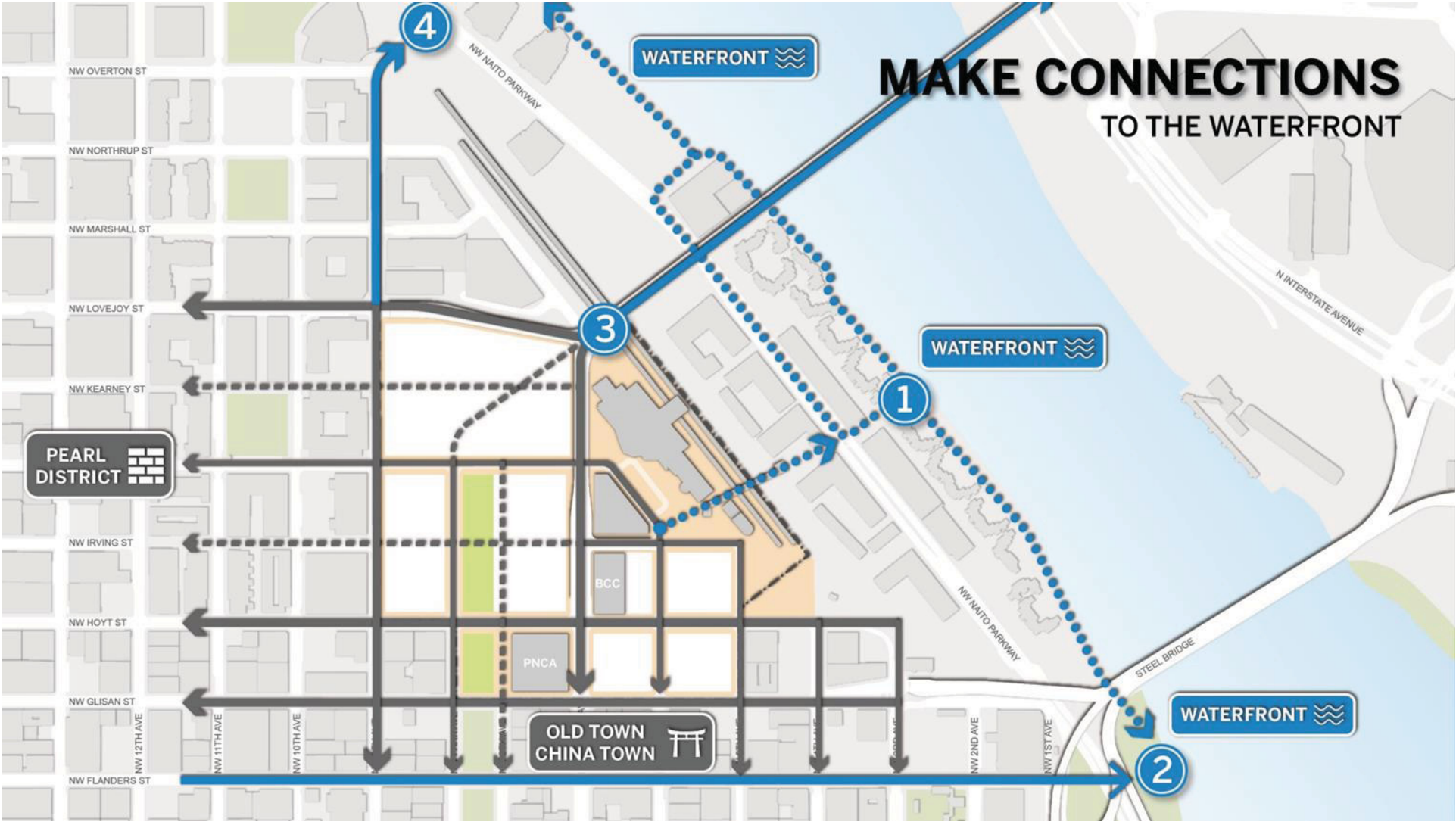
MAKE CONNECTIONS TO THE PEARL DISTRICT



MAKE CONNECTIONS TO OLD TOWN CHINA TOWN



MAKE CONNECTIONS TO THE WATERFRONT



PEARL DISTRICT

OLD TOWN CHINA TOWN

WATERFRONT

WATERFRONT

WATERFRONT

4

3

1

2

NW OVERTON ST

NW NORTHROP ST

NW MARSHALL ST

NW LOVEJOY ST

NW KEARNEY ST

NW IRVING ST

NW HOYT ST

NW GLISAN ST

NW FLANDERS ST

NW NATO PARKWAY

NW NATO PARKWAY

N INTERSTATE AVENUE

STEEL BRIDGE

NW 2ND AVE

NW 1ST AVE

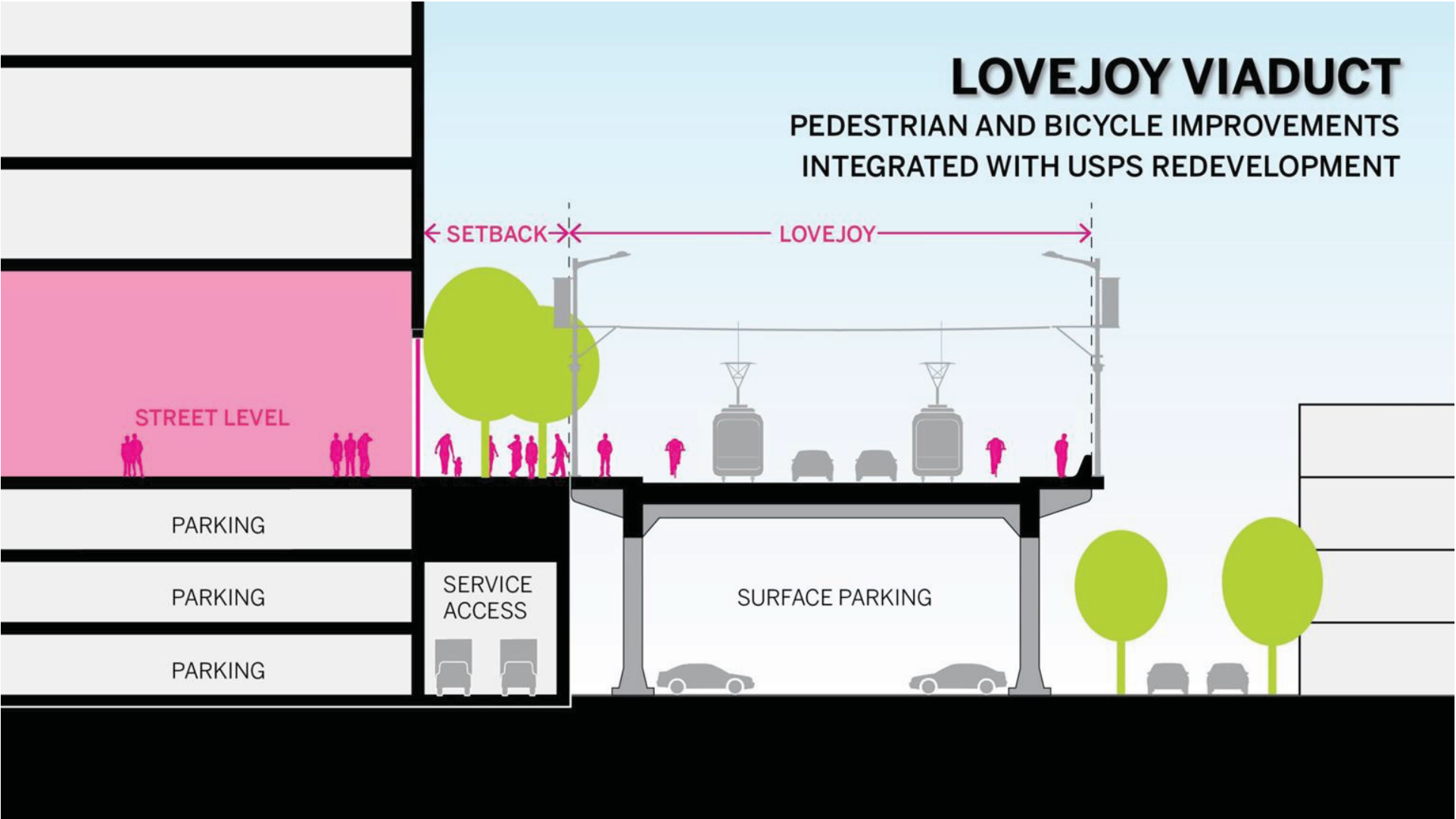
COMPLETE THE LOOP

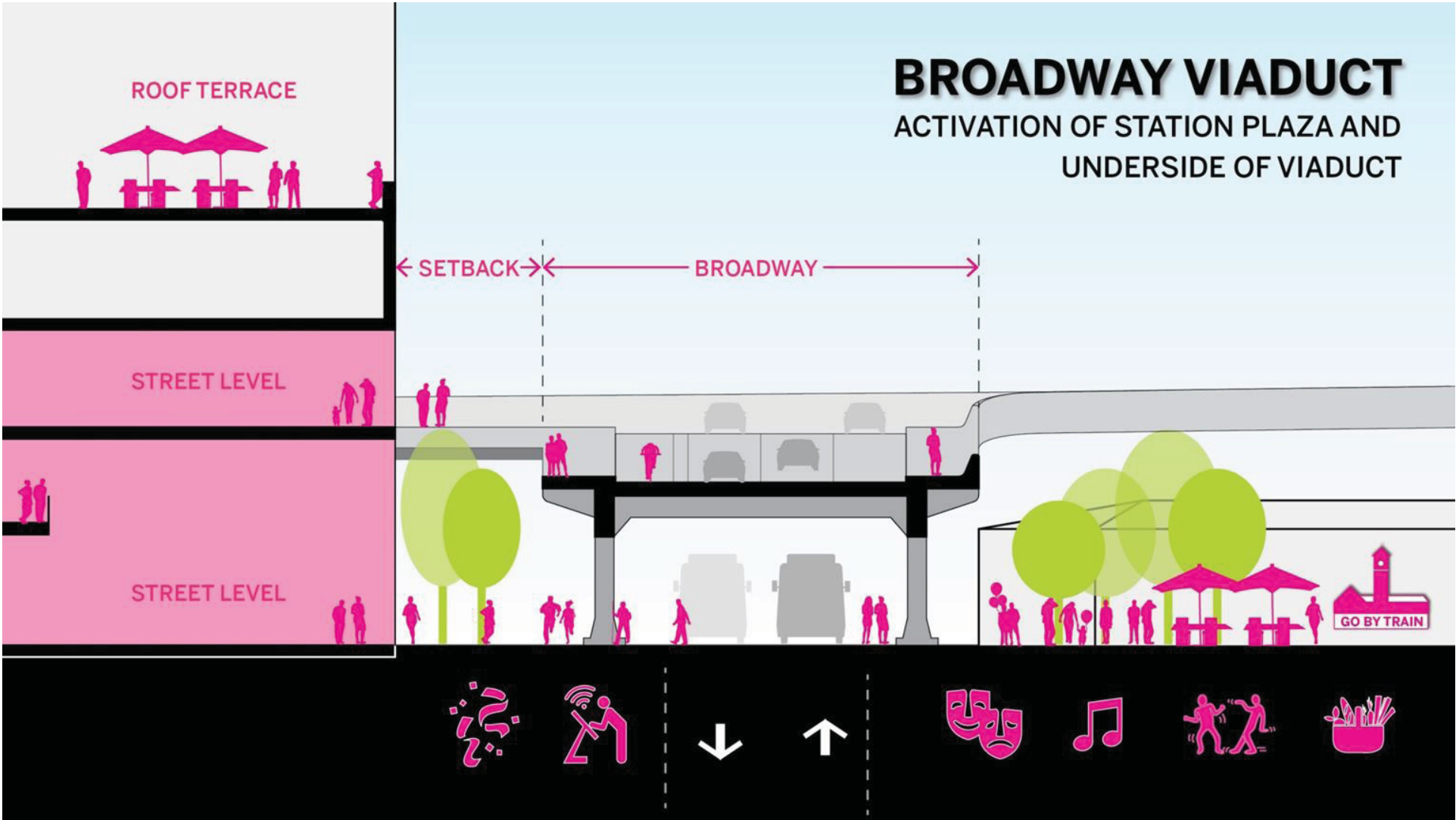
RECREATIONAL AND
COMMUTER ROUTES



LOVEJOY VIADUCT

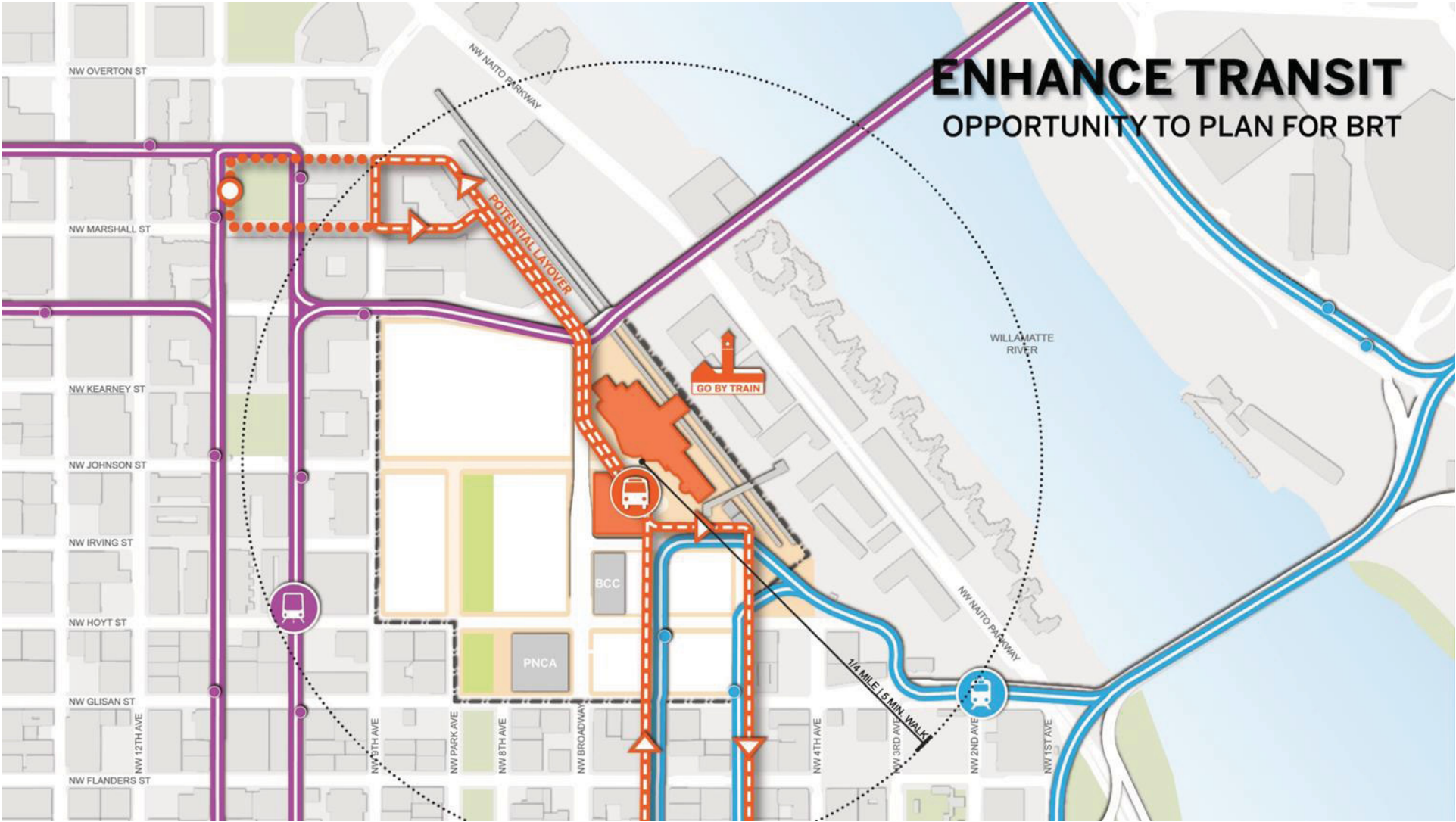
PEDESTRIAN AND BICYCLE IMPROVEMENTS
INTEGRATED WITH USPS REDEVELOPMENT





ENHANCE TRANSIT

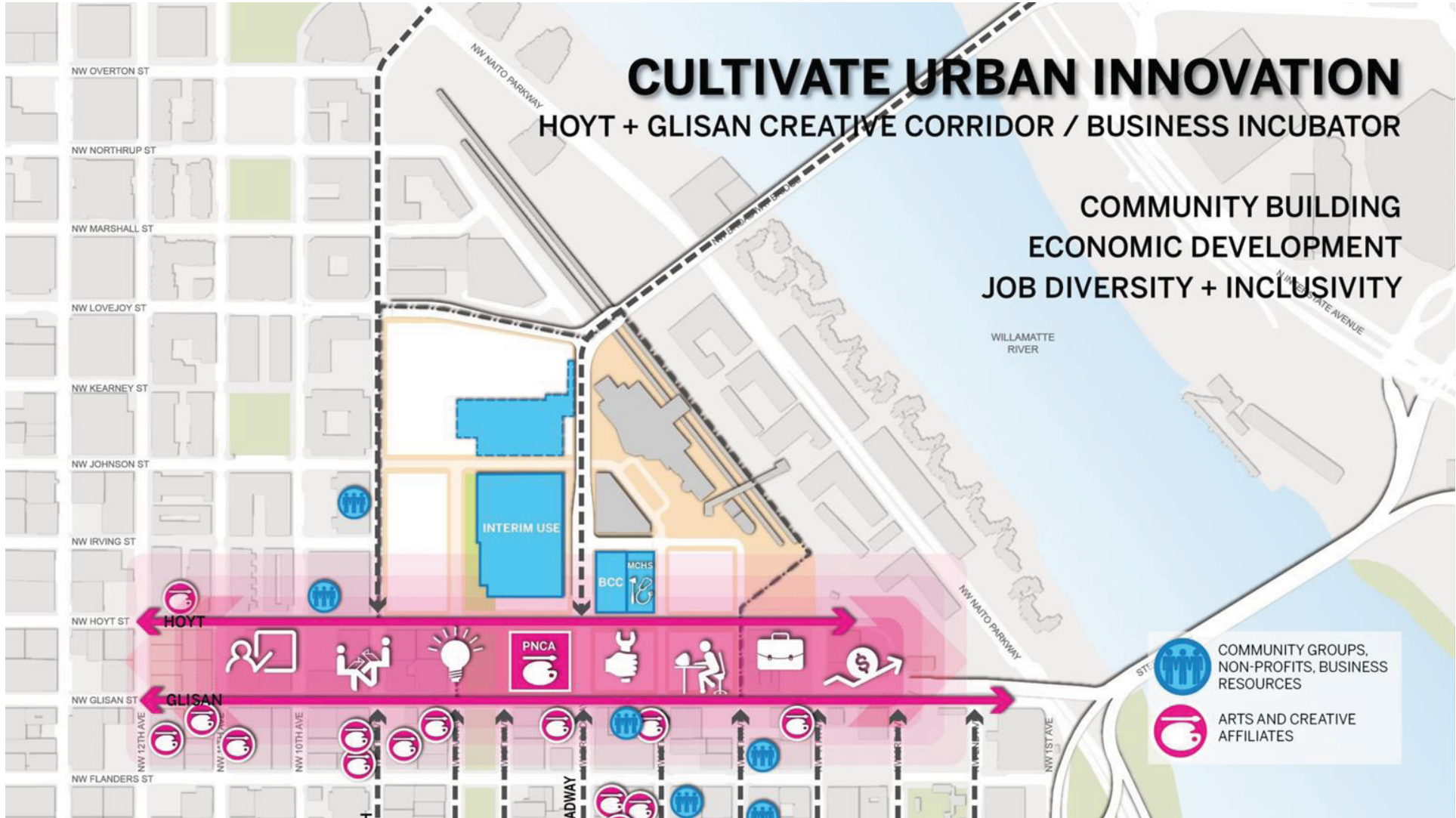
OPPORTUNITY TO PLAN FOR BRT



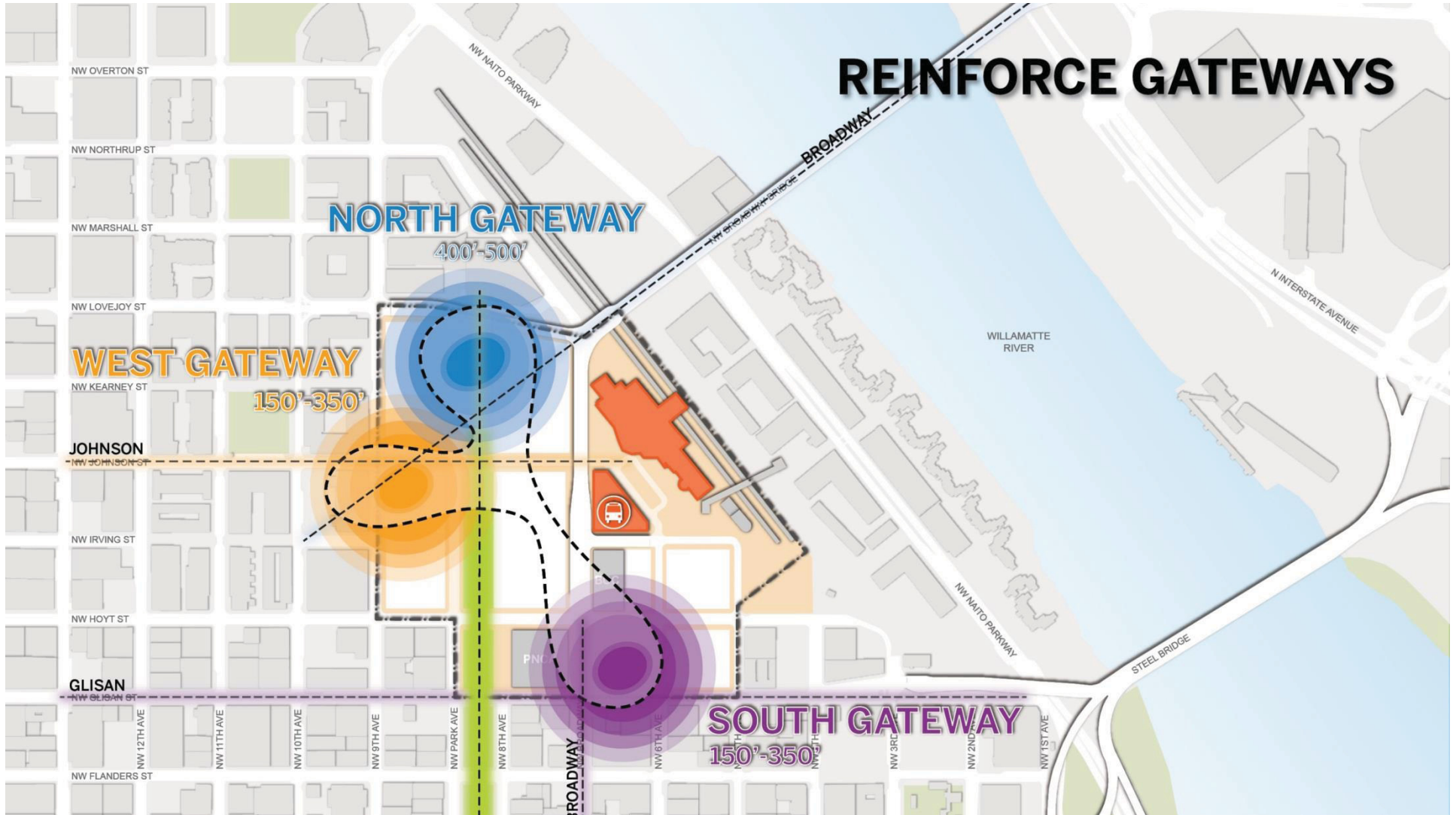
CULTIVATE URBAN INNOVATION

HOYT + GLISAN CREATIVE CORRIDOR / BUSINESS INCUBATOR

COMMUNITY BUILDING
ECONOMIC DEVELOPMENT
JOB DIVERSITY + INCLUSIVITY



REINFORCE GATEWAYS

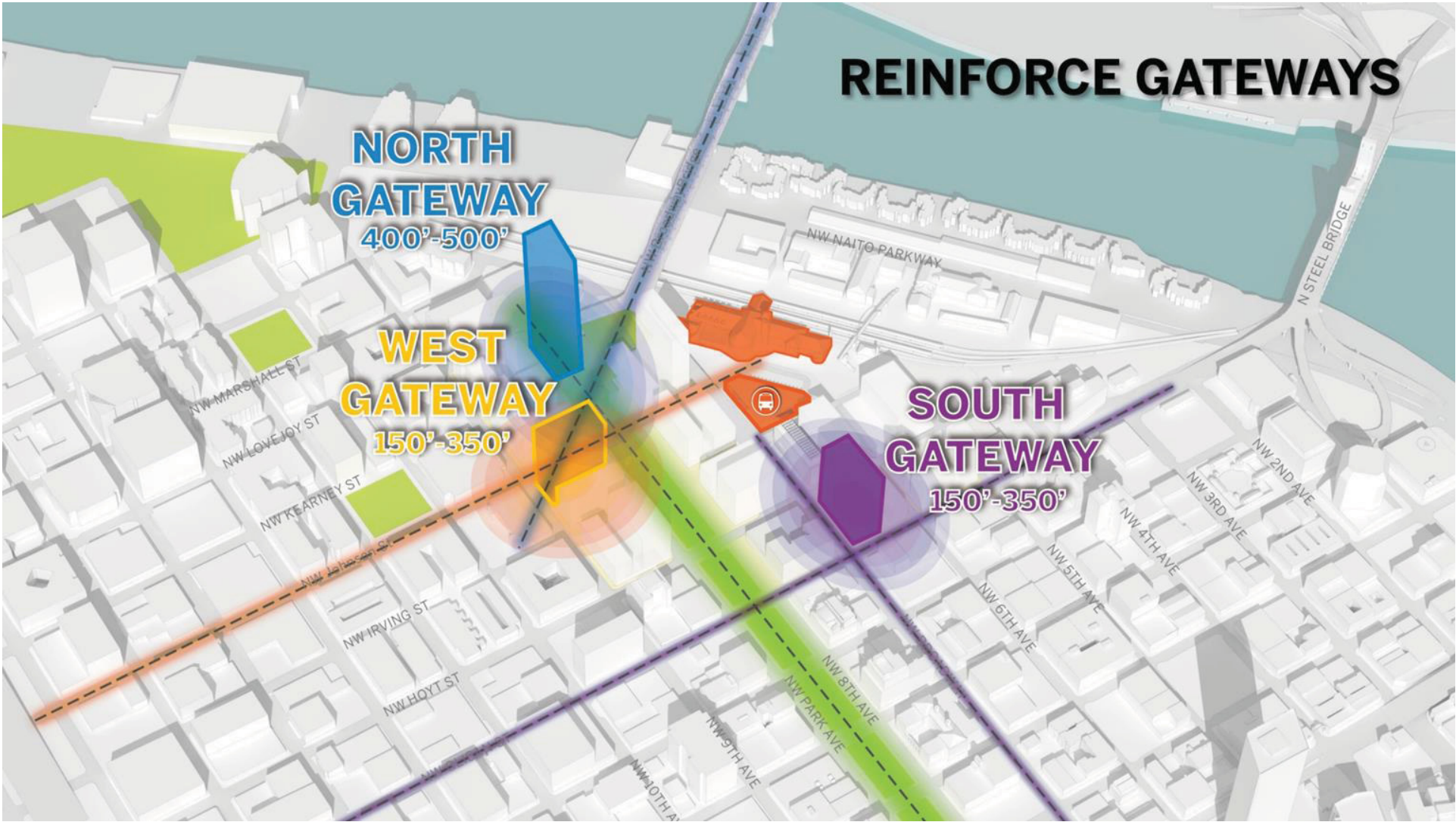


REINFORCE GATEWAYS

**NORTH
GATEWAY**
400'-500'

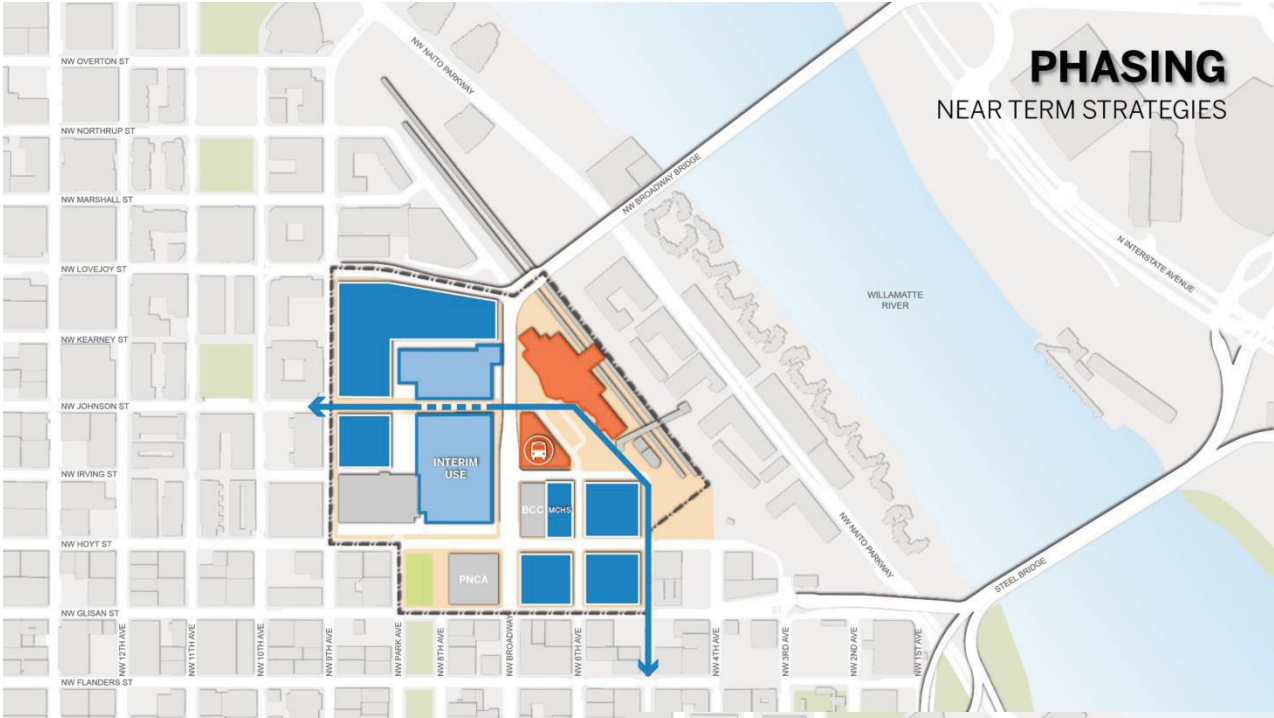
**WEST
GATEWAY**
150'-350'

**SOUTH
GATEWAY**
150'-350'



PHASING

NEAR TERM STRATEGIES



PHASING

LONG TERM OPPORTUNITIES





**Public Survey
& Feedback**



**Financial Feasibility &
Transportation Impact
Analysis**



Preferred Concept



POP-UP STATION



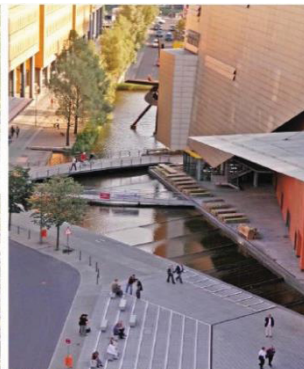
PROGRAMMED EVENTS



MULTI-MODAL



GREEN LOOP



WATER DISPLAY & TREATMENT



CIVIC REALM

Preferred Concept

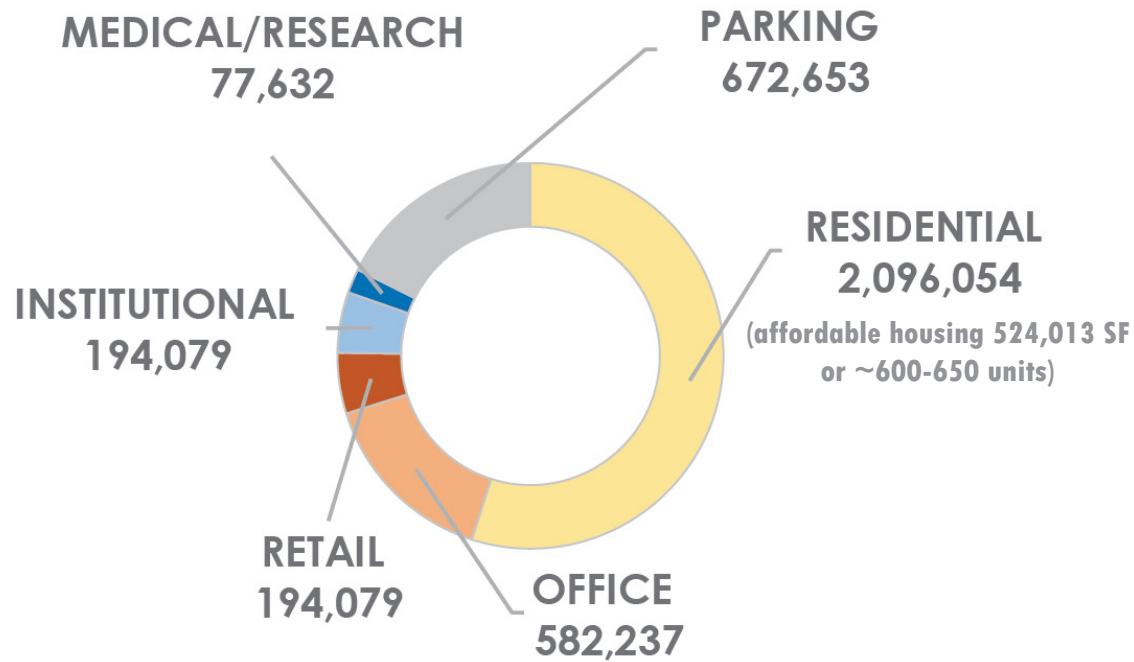


Preferred Concept



Preferred Concept

PROGRAM MIX



PREFERRED: 3,816,734 gsf



21% SHARED PARKING

1,922

PARKING SPACES



JOBS : RESIDENTS

4,000 : 3,100 9 FAR



FAR

Measures of Success: Public Realm and Transportation

- **Parks**

- North Park Blocks extension – 2 blocks
- “Exchange Place” under and adjacent to Broadway ramp near Union Station
- 20,000 sq. ft. overlook plaza at Broadway Y
- 20% tree canopy coverage (~ 2.5 acres)

- **Pedestrian/Bike/Auto Connections**

- Multi-Modal Streets on Johnson St. and Park Ave.
- Regional Green Loop pedestrian & bicycle connection
- Cycle tracks on Broadway & Lovejoy
- Pedestrian/local connections within and through private parcels

- **Commute Trip Goals**

- 85% non-SOV mode split (Auto <15%; Bike 25%; Pedestrian 20%; Transit 40%)

COMPETITIVE



ACCESSIBLE



CONNECTED



HEALTHY

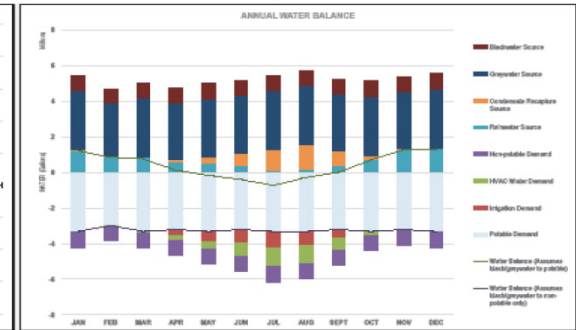
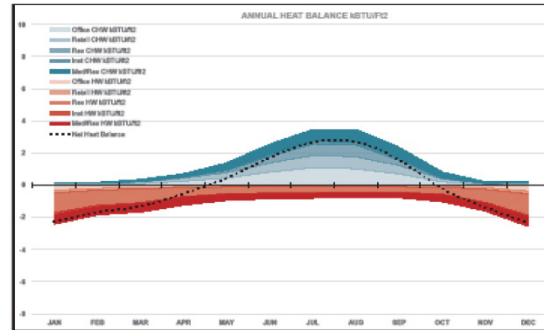


ACCOUNTABLE



Measures of Success: Sustainability

- **Water Use:** 50%+ reduction in potable water use
- **Energy Use:** 50%+ reduction below ASHRAE
- **Waste:** 85% Landfill Diversion
- **Transportation:** 85% Non-SOV Mode Split
- **Carbon Goal:** Net Zero by 2030



Share heating and cooling byproducts effectively.

Generate and use recycled water efficiently

COMPETITIVE

ACCESSIBLE

CONNECTED

HEALTHY

ACCOUNTABLE



Measures of Success: Shared Prosperity

- **Mixed Income Community**
 - 1:4 residential units affordable to low to moderate income households (~600 units)
 - Commercial space for firms with a middle income wage or higher (\$42,000+/yr.)
 - Commercial space for firms owned by underrepresented populations in Portland looking to grow in the Central City
- **Contracting:** 20+% of construction and professional services costs performed by Minority-Owned, Women-Owned, Disadvantaged and Emerging Small Businesses
- **Job Density**
 - 300+ jobs per acre, on par or better than the Central Business District
 - 4,000 jobs in final build-out
- **Return on Public Investment**
 - Private investment leverage and property tax generation

COMPETITIVE



ACCESSIBLE



CONNECTED



HEALTHY



ACCOUNTABLE



Financial Framework

Sources

Additional
Public
Contribution

Land Value
(Resi., Office, Retail)

**Tax Increment
Financing**

Uses

Affordable Housing
(\$100K Subsidy)

Affordable Housing
(FAR Contribution)

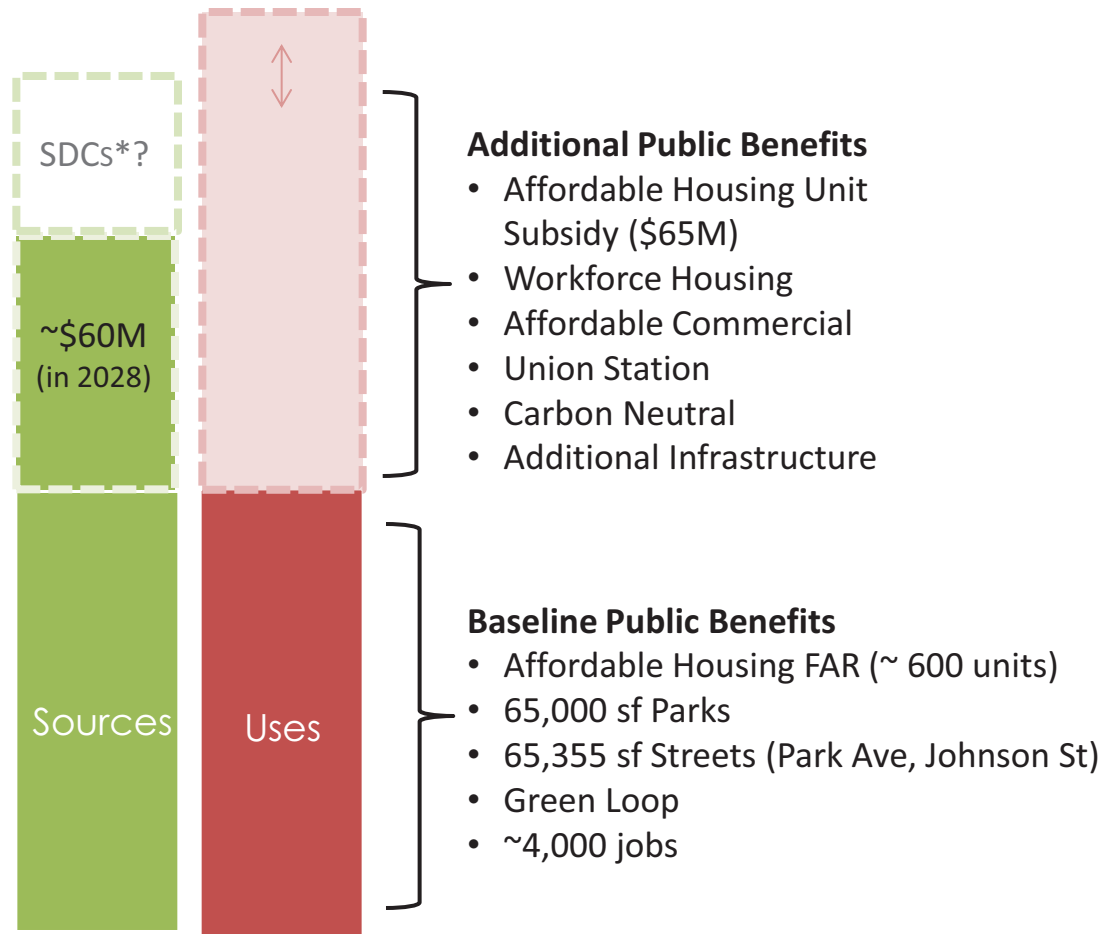
Open Space

Infrastructure

Site Acquisition

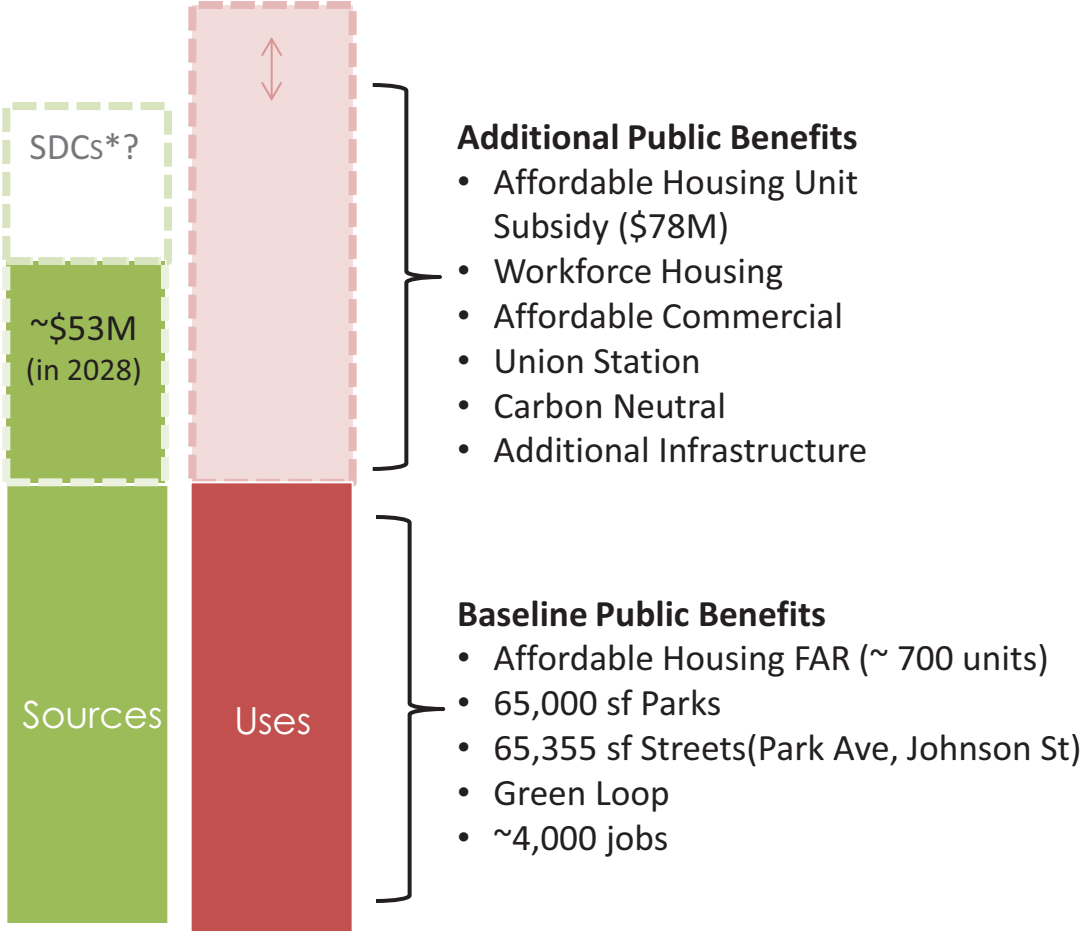


Identifying Priorities



* SDCs generated from modeled development estimated at \$39M

Identifying Priorities



* SDCs generated from modeled development estimated at \$39M

Next Steps

PDC Board
Oct 14

- Approve Broadway Corridor Framework Plan
- Authorize Purchase & Sale Agreement with USPS

City Council
Oct 14 / Oct 21

- Approve Broadway Corridor Framework Plan
- Authorize Interim Financing Mechanism

Questions

- 
- Are we missing anything in our development goals or measures of success for redevelopment of the USPS site that would further support the Portland Plan and CC2035 Plan?
 - What are your thoughts about the preferred USPS site development concept's density and height?