

**DATE:** April 8, 2015  
**TO:** Board of Commissioners  
**FROM:** Patrick Quinton, Executive Director  
**SUBJECT:** Report Number 15-17  
Update on the Broadway Corridor Framework Plan

**BOARD ACTION REQUESTED**

No action is requested; information only.

**SUMMARY**

The purpose of this item is to brief the Portland Development Commission (PDC) Board of Commissioners (Board) on upcoming planning activities for the Broadway Corridor area, located in the River District Urban Renewal Area (URA). In order to provide clarity on PDC's objectives and investments in the River District URA and inform future master planning, staff is initiating a development planning process for the broader Broadway Corridor area, with particular focus on the United States Postal Service (USPS) site. The Broadway Corridor Framework Plan (Framework Plan) will serve as the first phase of the process, providing a strategic vision and development concepts for the area. A potential second phase, pursuant to PDC's successful acquisition negotiations with the USPS, would include a detailed master plan (Master Plan), building upon the work completed in the Framework Plan and implementing specific actions identified by the Central City 2035's West Quadrant Plan recently approved by Portland City Council (City Council).

**BACKGROUND AND CONTEXT**

The Broadway Corridor area (see Attachment A) is approximately 24 acres and encompasses several PDC-owned properties including Blocks Y and R as well as Union Station (Portland's primary multi-modal transportation hub). Built in 1896, Union Station is an active hub for Amtrak passenger rail; PDC aims to further position and activate the station as a gateway to the city and surrounding neighborhood. On the western half of the area, PDC is in negotiations with the USPS to acquire their 14-acre site, which is also an important anchor to the redevelopment of this area.

The Broadway Corridor, and more particularly the USPS site, is identified in the City of Portland's (City) West Quadrant Plan as a key opportunity site for high-density employment and signature city attractions, connecting the Old Town/Chinatown and Pearl District neighborhoods. The West Quadrant Plan further requires a Master Plan to guide redevelopment of the USPS site should that opportunity become available.

The purpose of the Framework Plan is two-fold: 1) Articulate a strategic vision for development or redevelopment of the broader Broadway Corridor area, and 2) Develop a preferred development concept for the USPS site. The goal of the Framework Plan is to provide flexibility in concepts and direction to respond to the market, while also increasing certainty regarding development objectives,

infrastructure requirements, and anticipated public investments. Outcomes of the Framework Plan, particularly the residual land value resulting from the preferred USPS development concept and associated infrastructure costs, will help inform future decisions regarding the acquisition of the USPS site. Impacts to the River District URA budget associated with acquisition and redevelopment of the USPS site will be dependent on the final cost of acquisition, future resale value and timing, and required PDC investment in environmental remediation, infrastructure, and/or development costs.

Additional requirements for PDC investment within the Broadway Corridor area may include River District URA parking solutions or improvements to Union Station. PDC is currently evaluating the financial feasibility and regulatory implications of providing district parking to serve neighborhood demand in the Broadway Corridor area and Old Town/Chinatown. PDC is also currently evaluating the capital improvement needs for Union Station, including track, platform, and building code and operational improvements.

The future Master Plan will provide greater specificity regarding development programming and urban design standards. A summary of the key elements addressed by phase is as follows:

Key Elements	Framework Plan		Master Plan
	Strategic Vision (Broadway Corridor area)	Development Concept (USPS site)	Geography TBD
Assessment of existing conditions, opportunities, constraints	x		
Urban design & development guiding principles	x		
Market analysis	x		
Traffic circulation & parking assessment	x		
Assessment of sustainable design opportunities	x		
Conceptual site plans and related infrastructure concepts		x	
Preliminary pro formas including costs for development, site preparation, and infrastructure improvements		x	
Impacts of regulatory requirements (e.g., height/floor area ratio, new infrastructure) on maximizing site development potential and/or financial feasibility		x	
Refined USPS site programming & urban design standards			x
Refined USPS connectivity plan – streets, bike, pedestrian			x
Recommended code and policy amendments (e.g., entitlements, Street Plan) as needed			x
Sustainability plan			x
Phasing / implementation schedule			x

**Schedule & Next Steps.** Work on the Framework Plan is anticipated to commence by June 2015 and be completed fall 2015. PDC staff anticipates presenting the completed Framework Plan to the PDC Board and City Council in October 2015.

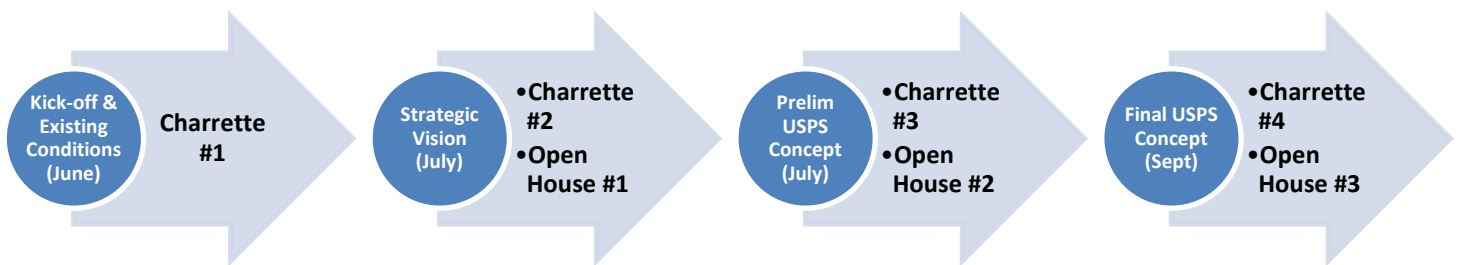
PDC has issued a Request for Proposals, with the intent to select a consultant team with local knowledge combined with national design excellence and experience (Selected Consultant) to prepare the Framework Plan by late May 2015. Key services and skills the Selected Consultant shall provide PDC include:

- Project Management

- Local Permitting & Market Familiarity
- Urban Design including Sustainability Planning
- Transportation Planning
- Market and Financial Analysis
- Cost Estimating
- Parking
- Charrette / Work Session Planning

Funding for the preparation of the Framework Plan and Master Plan is included in the fiscal year 2014-15 Revised PDC Budget.

**Public Involvement.** The Framework Plan will be developed through a series of intensive multi-day charrettes or work-sessions with the intent of enhancing and accelerating cross-functional collaboration and creative problem solving. A Technical Advisory Committee comprised of PDC and City staff and a Stakeholder Advisory Committee convened by the Mayor’s Office, will participate in four multi-day charrettes to help formulate the Framework Plan. Three Public Open Houses will also be held to seek broader input on the preliminary and refined Framework Plan materials. The final schedule and approach will be refined with the Selected Consultant; however, it is anticipated to be approximately as follows:



**ATTACHMENTS**

- A. Broadway Corridor Framework Plan Study Area

**Broadway Corridor Framework Plan  
Study Area**

