



BROADWAY CORRIDOR

A NEW 14-ACRE NEIGHBORHOOD

CONNECTING PORTLAND'S HISTORIC PEARL DISTRICT
& OLD TOWN/CHINATOWN



PROJECT VISION



A KEY OPPORTUNITY

The Broadway Corridor project presents a key opportunity that honors Portland's history and culture, fosters equity and inclusion, and reimagines the way locals and visitors experience the city.



14
acres

BRIDGING TWO NEIGHBORHOODS

The new 14-acre neighborhood will connect Portland's historic Pearl District and Old Town/Chinatown. It has the potential to create 4 million square feet of development opportunities.



30k
square feet

ADDED GREEN/OPEN SPACES

Broadway Corridor aims to expand the city's network of public green and open spaces by up to 30,000 square feet.

- Two new park blocks
- Improved access to existing nearby parks
- Incorporation of the six-mile Green Loop



25+
transit lines

A GATEWAY TO DOWNTOWN

The site sits adjacent to Union Station, the heart of a transportation network that includes local and regional transit lines. It is also easily accessible via major highways and bridges.

CENTRAL CITY CONTEXT



POPULATION
635,296 (2022)

AVG. AGE
38 YEARS OLD (2022)

AVG. INCOME
\$81K (2022)

PROJ. GROWTH
895,296 (41%) by 2035
City of Portland | Portland.gov



PDX
11 miles

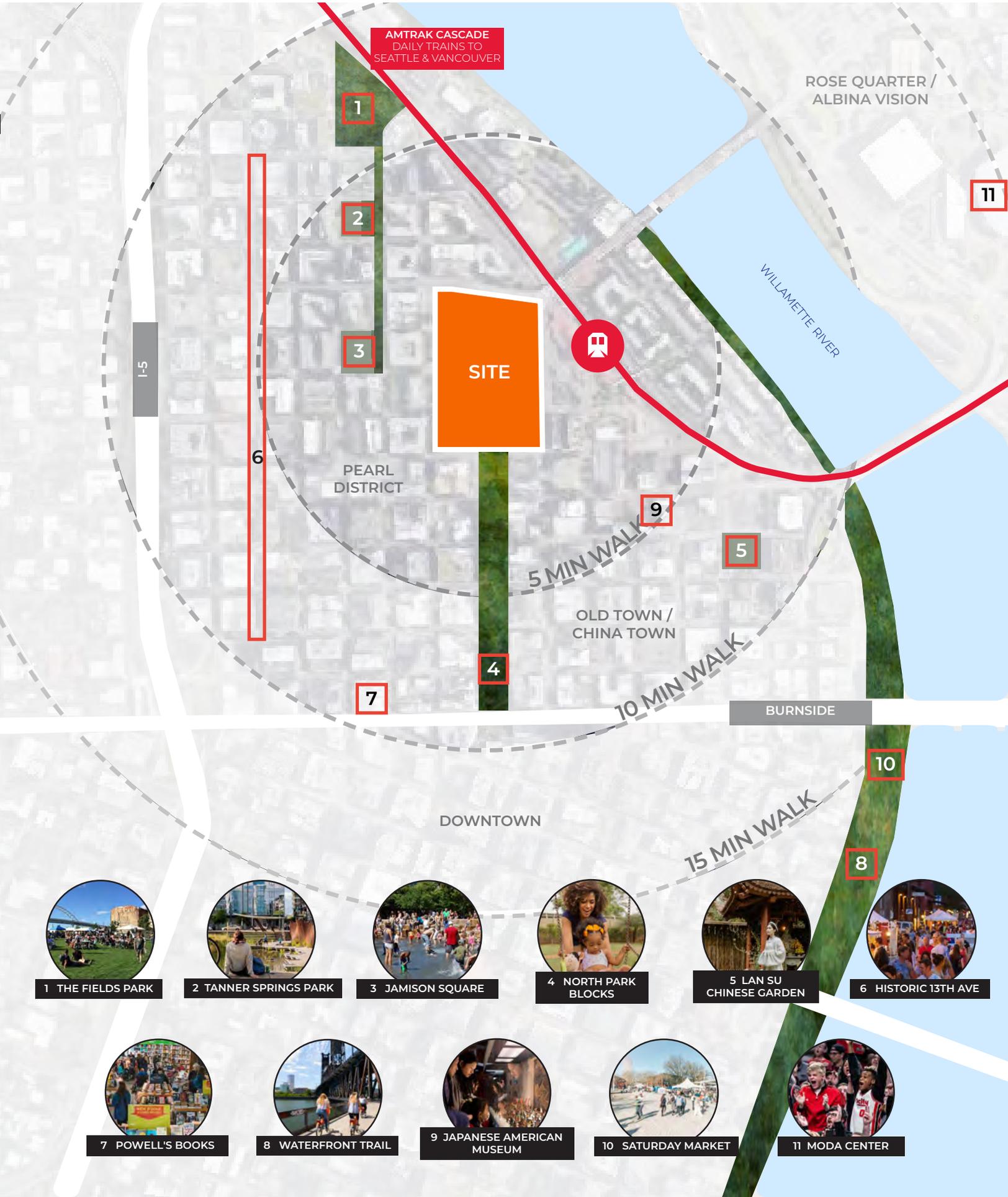


Nike
9 miles

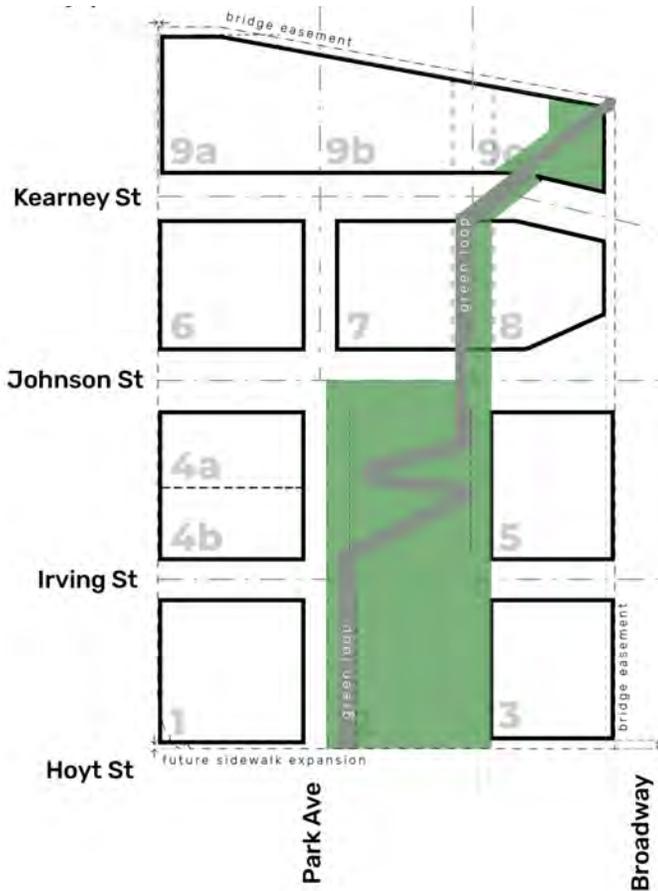


OHSU
3 miles

NEIGHBORHOOD CONTEXT



PROJECT DETAILS & OPPORTUNITIES



DESIGN

The Broadway Corridor project is designed to maximize community benefits through:

- Mixed-income housing
- High-density employment
- Small business opportunities
- Attractions and amenities
- Green and open spaces
- Active pedestrian streets
- Community benefits

DEVELOPMENT BLOCKS

- Phase 1: 6, 9a, 9b, 9c
- Phase 2: 1, 2, 3, 5, 7, 8
- Block 4a/4b is controlled by the Portland Housing Bureau, which anticipates a 400+-unit housing development

FUTURE-READY LOCATION

Broadway Corridor offers unmatched flexibility for an established or growing business. The site's large development blocks, adaptable layouts, and prime location are ideal for a headquarters location or a company seeking room to expand.

ACTIVATION PLAN

Blocks 3, 5, 7, 8 are considered future development sites. The plan is to activate them in the interim. Example interim uses include:



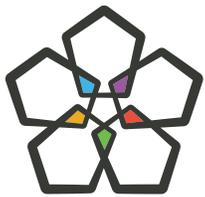
BROADWAY CORRIDOR TEAM

MASTER PLAN ARCHITECT ZGF Architects LLP

CITY AGENCY/PROPERTY OWNER Prosper Portland

DEVELOPER Related California and Melvin Mark Companies

LISTING BROKERAGE Melvin Mark Brokerage Company



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PROJECT PARTNERS



MELVIN MARK

EST. 1945

Related California and Melvin Mark Companies both share a commitment to long-term property ownership, investment, and development that benefit the greater community and region.

As the Master Developer, Related California will be responsible for all development execution with the support of Melvin Mark on a local level. Once development is complete, Melvin Mark Brokerage Company will be responsible for all property leasing and management.

Together, the two companies aim to invest in and energize Portland's Pearl District, and provide regional prosperity for the long term.



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