

**48**  
years of  
community service  
*'City of Roses'*



**Black is Beautiful**

*Public art project draws on positive messages*

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**Reducing the Risk of Stroke**

*Legacy Emanuel hits milestone with 'Watchman' implant*

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PHOTO BY DANNY PETERSON/THE PORTLAND OBSERVER

Tony DeFalco, deputy director of the nonprofit Verde organization, a group rooted in helping low-income communities in Portland, and Kimberly Branam, executive director of Prosper Portland, the city's economic development arm, oversee plans to develop 32 acres of prime Pearl District real estate for new housing and retail development, dubbed the Broadway Corridor.

**Trying to Get it Right**

**A Jobs and justice mandate for Broadway development**

BY BEVERLY CORBELL  
THE PORTLAND OBSERVER

It's no secret that Portland has mismanaged economic and residential development in the past and caused the diaspora of much of its African American community. But now the city is taking a different tact, and forming an agreement with a coalition of nonprofits to work with the developer and the city to determine the scope of a major downtown development.

Dubbed the Broadway Corridor, 32 acres of prime Pearl District real estate purchased by the city for \$88 million for new housing and retail development, will

be governed by a Community Benefits Agreement, or CPA to make sure the project benefits Portland's diverse and disadvantaged populations.

When Prosper Portland, the city's development arm, held a recent open house about the property, which includes Union Station and the 14-acre Main Post Office distribution center, members of the Healthy Communities Coalition packed the room and made their voices heard.

The city listened, and the developer, Continuum Partners of Denver, and the

coalition will share input on the aspects of the development that will include at least one high-rise building with retail shops and thousands of new apartments.

Details to be agreed on include the number of low-income and disabled accessible housing units, on-site affordable day care, free public transit passes, jobs creation, and more that will be spelled out in the coming months, said Tony DeFalco, deputy director of the nonprofit Verde, an organization

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