



Urban Design Proposals for Portland's Lloyd District

Spring 2022
Portland

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This report represents original student work and recommendations prepared by students in the University of Oregon's Sustainable City Year Program for the City of Portland. Text and images contained in this report may not be used without permission from the University of Oregon.

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About SCI

The Sustainable Cities Institute (SCI) is an applied think tank focusing on sustainability and cities through applied research, teaching, and community partnerships. We work across disciplines that match the complexity of cities to address sustainability challenges, from regional planning to building design and from enhancing engagement of diverse communities to understanding the impacts on municipal budgets from disruptive technologies and many issues in between.

SCI focuses on sustainability-based research and teaching opportunities through two primary efforts:

1. Our Sustainable City Year Program (SCYP), a massively scaled university-community partnership program that matches the resources of the University with one Oregon community each year to help advance that community's sustainability goals; and

2. Our Urbanism Next Center, which focuses on how autonomous vehicles, e-commerce, and the sharing economy will impact the form and function of cities.

In all cases, we share our expertise and experiences with scholars, policymakers, community leaders, and project partners. We further extend our impact via an annual Expert-in-Residence Program, SCI China visiting scholars program, study abroad course on redesigning cities for people on bicycle, and through our co-leadership of the Educational Partnerships for Innovation in Communities Network (EPIC-N), which is transferring SCYP to universities and communities across the globe. Our work connects student passion, faculty experience, and community needs to produce innovative, tangible solutions for the creation of a sustainable society.

About SCYP

The Sustainable City Year Program (SCYP) is a year-long partnership between SCI and a partner in Oregon, in which students and faculty in courses from across the university collaborate with a public entity on sustainability and livability projects. SCYP faculty and students work in collaboration with staff from the partner agency through a variety of studio projects and service-

learning courses to provide students with real-world projects to investigate. Students bring energy, enthusiasm, and innovative approaches to difficult, persistent problems. SCYP's primary value derives from collaborations that result in on-the-ground impact and expanded conversations for a community ready to transition to a more sustainable and livable future.

Course Participants

STEVEN CAGLE, Architecture Graduate
SOFIA CHAVEZ, Architecture Graduate
PHEBE DAVIS, Architecture Graduate
BEN HEBERT, Architecture Graduate
BEN JANES, Architecture Graduate
CHELSEA KIGHT, Architecture Graduate
NICK MEYER, Architecture Graduate
SUMMER STEPHENS, Architecture Graduate
IAN WATSON, Architecture Graduate
SAMUEL WYLIE, Architecture Graduate

Executive Summary

This architectural design studio focused on the Lloyd District, located in inner Northeast Portland and less than a mile from the University of Oregon's White Stag campus. The Lloyd District is a low-density area defined by a large shopping mall constructed in the 1960s. Adjacent to the mall is Holladay Park, a superblock green space that has earned the reputation as a vacant and unsafe area. Commercial buildings, office towers, and parking lots largely define the remainder of the district. As the vibrancy of the Lloyd Center mall declined in recent years, the district's future became a question mark for the City of Portland and landowners.

Students studied Portland's Lloyd Center as the site for their proposed interventions. "The Lloyd" is a storied and now-maligned district in inner northeast Portland that is primarily defined by a large shopping mall surrounded by low-density commercial buildings. The mall's vibrancy has declined in recent years and decayed the district's image. The studio prompted students to investigate the history, amenities, and opportunities of the district to respond to the immediate and long-term needs of both the surrounding area and city. Students collaborated with stakeholders and community partners throughout the term in order to understand the needs and constraints of the site.

Several common themes unified students' proposals. Foremost, residential density is exponentially increased as a response to the district's lack of residential typologies and to the housing crisis more broadly. Each team also reestablished public spaces that honor the magnetic character of the Lloyd Center mall before its decline. These public realms often became a mix of small commercial shops, green spaces, and recreational amenities. Finally, each proposal integrates sustainable ideas by leveraging the district's transit connectivity, ample sidewalk space for bioswales, and providing numerous greenspaces for ecological networks to grow.

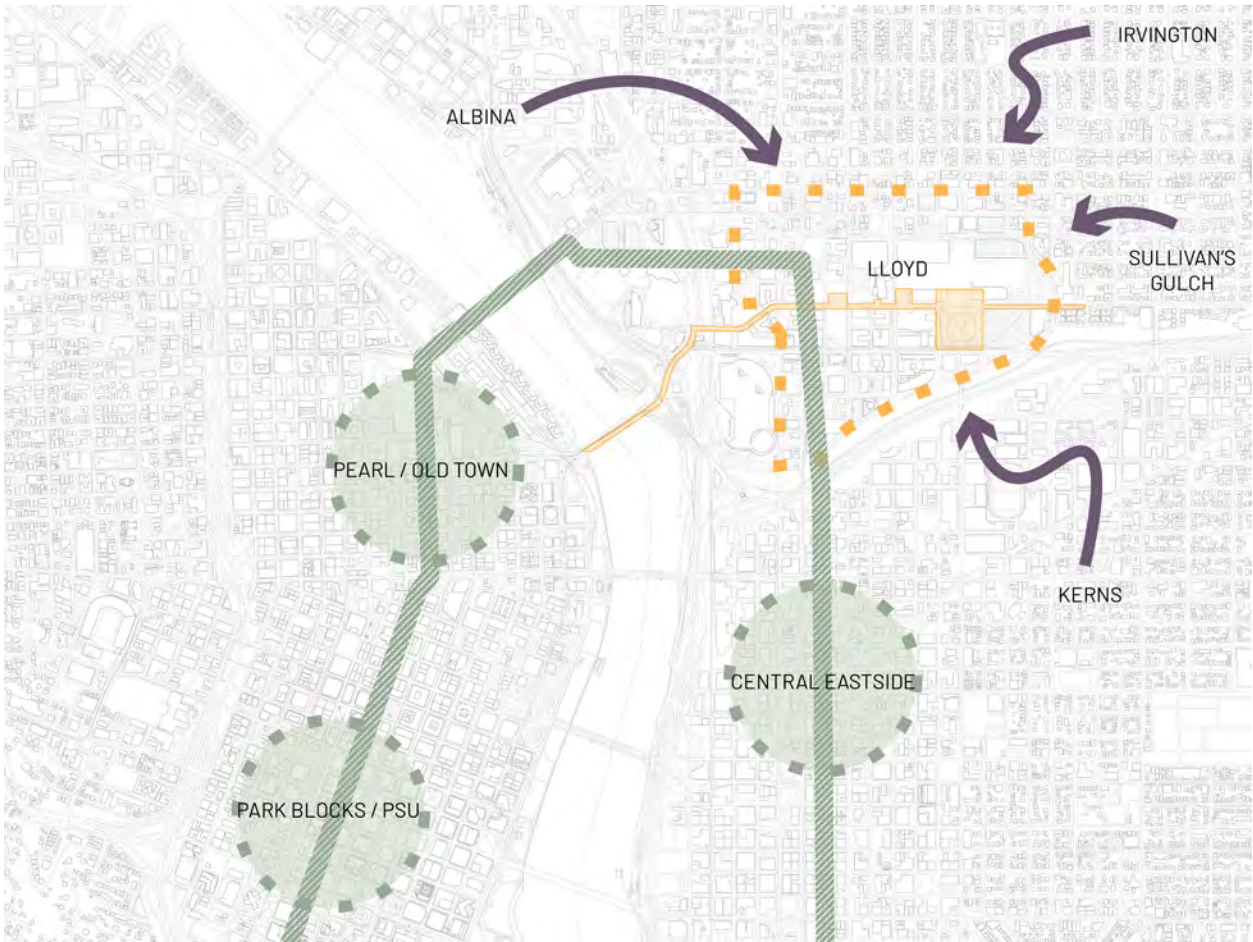


FIG. 1
Lloyd Creative District: Connectivity Diagram
Ben Janes + Samuel Wylie

Introduction

The current conditions of the Lloyd District present an enormous opportunity for Portland. A dramatic transformation is possible due to the small number of stakeholders that own a vast majority of the district. The district's mix of single and superblocks enable the inclusion of large-scale amenities while maintaining a vibrant street life. The area is well-connected to TriMet's MAX light rail, streetcar, and bus systems that can carry commuters downtown in fewer than 10 minutes.

The Lloyd Center mall also maintains a cultural memory for many Portlanders. Generations of residents shopped for holiday gifts, ice skated, and socialized within its walls. Online reactions to the mall's redevelopment indicate a large amount of good will toward the space and the hope it can once again be an identity-defining place for the City.

The course focused on: 1) the tools and processes of urban design, 2) an exploration of street design as it relates to the public realm, and 3) an investigation of how the concepts of identity and equity can shape space. Sustainable urbanism served as an

ideological framework for these goals and grounded the projects in contemporary urban issues.

Although students proposed hypothetical solutions for the Lloyd District, the constraints and opportunities they considered were real. Students collaborated with a variety of stakeholders, including Urban Renaissance Group, who currently owns the mall and several surrounding blocks. Through conversations, informal reviews, and rigorous analysis, students developed schemes that imagined densely-populated and vibrant public spaces.

As an imminent redevelopment project, several proposals for the Lloyd have already disseminated among the Portland community. The Portland Diamond Project has proposed a Major League Baseball stadium on the current mall site, while several community

members have suggested it is an opportunity for housing. The project brief asked students to consider all community voices in the development of their proposal and for at least one team to propose a baseball stadium.



FIG. 2

Lighting the Lloyd: Entertainment District

Steven Cagle + Nick Meyer

Methodology

COURSE STRUCTURE

The ten-week studio required students to work efficiently and intensely. Before developing their primary proposals in teams, students first worked individually on two contextual projects. The first project divided the Lloyd District into smaller areas and asked students to define what might make

that area “better” as an urban space. Several common themes emerged from the proposals, such as increasing residential density, reconsidering automobile access on lower-traffic streets, and thinking about spaces that catalyze activity over long periods of time.



FIG. 3

Existing Uses Map

Sofia Chavez + Summer Stephens

The second introductory project served as a site analysis and basis for students' primary proposals. Students worked individually or in small groups to understand the constraints and opportunities of the Lloyd District. These investigations were organized by theme. Key takeaways include:

Culture + Place

- The Lloyd Center mall has been an important place for generations of Portlanders and catalyzed large public gatherings such as parades and concerts.
- The mall's ice-skating rink is a beloved and character-defining feature.
- Historic proposals for the Lloyd District included a civic center, entertainment facilities, and baseball stadium.
- Perceptions of danger in the mall and adjacent Holladay Park are distorted by media coverage and general lack of activation in public space.
- Although the district lacks residential density, current Census demographics are less diverse and 50% lower than they were in 1950.

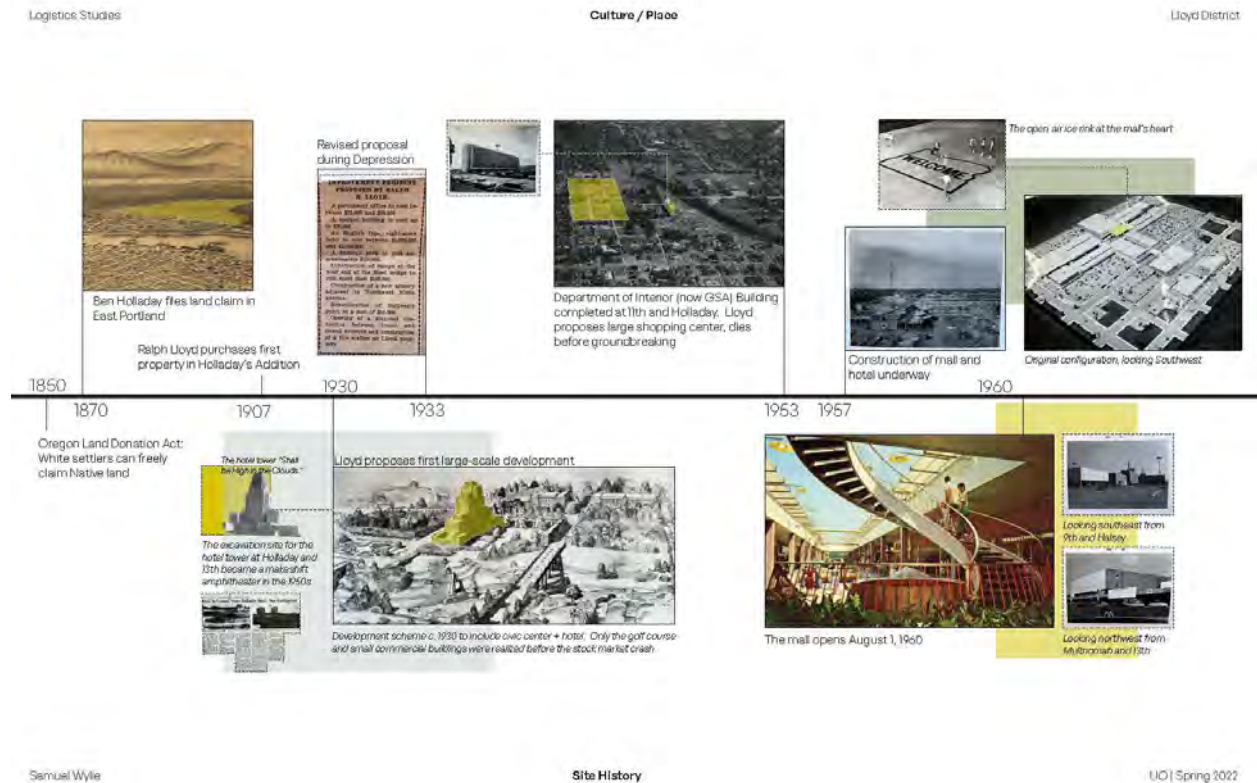


FIG. 4
Lloyd Center timeline
Samuel Wylie

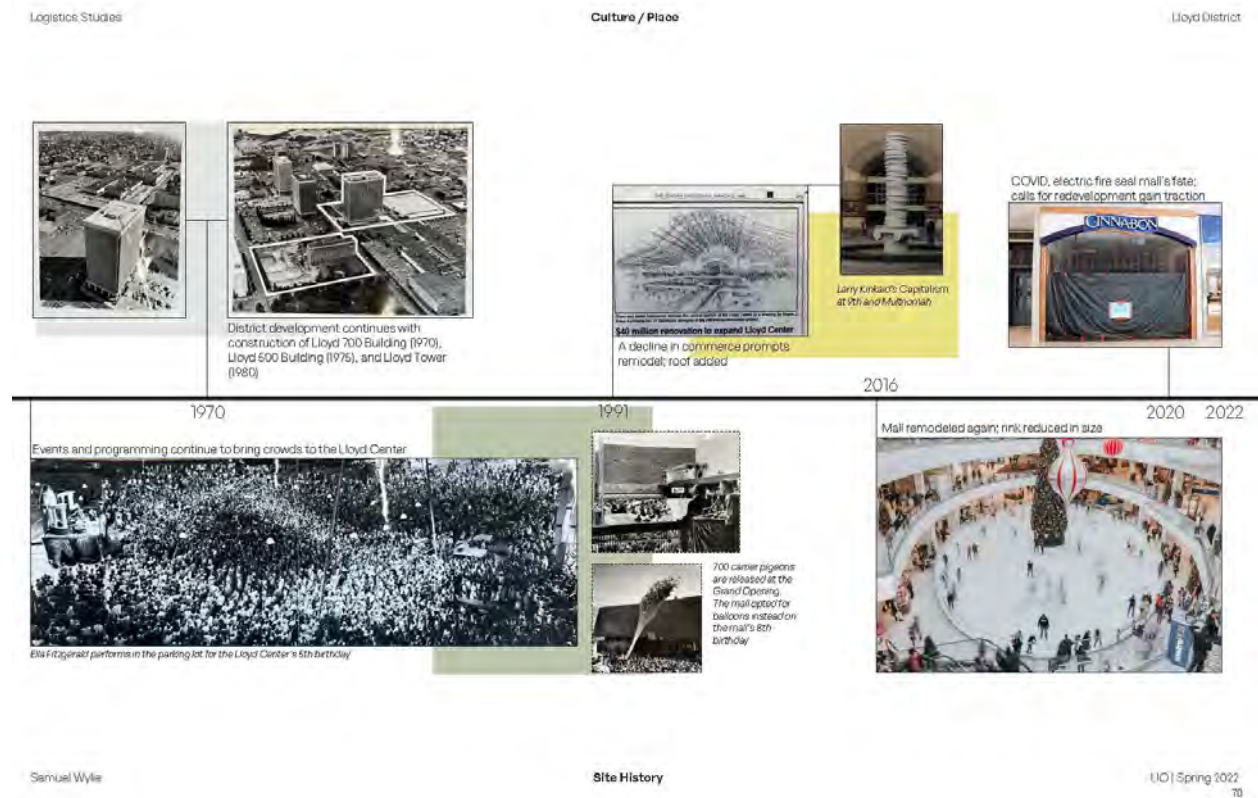


FIG. 5

Lloyd Center timeline

Samuel Wylie

Environment

- The Lloyd District is adjacent to natural amenities such as the Willamette River waterfront and Sullivan Gulch Conservation Zone.
- The district generally lacks in street tree coverage and variety.
- Higher density development can decrease the impact of sprawl and reduce emissions through walkability/transit connectivity.
- Spatial approaches to ecology should be continuous "stepping stones" that support biodiversity rather than entirely separate zones vegetation areas.

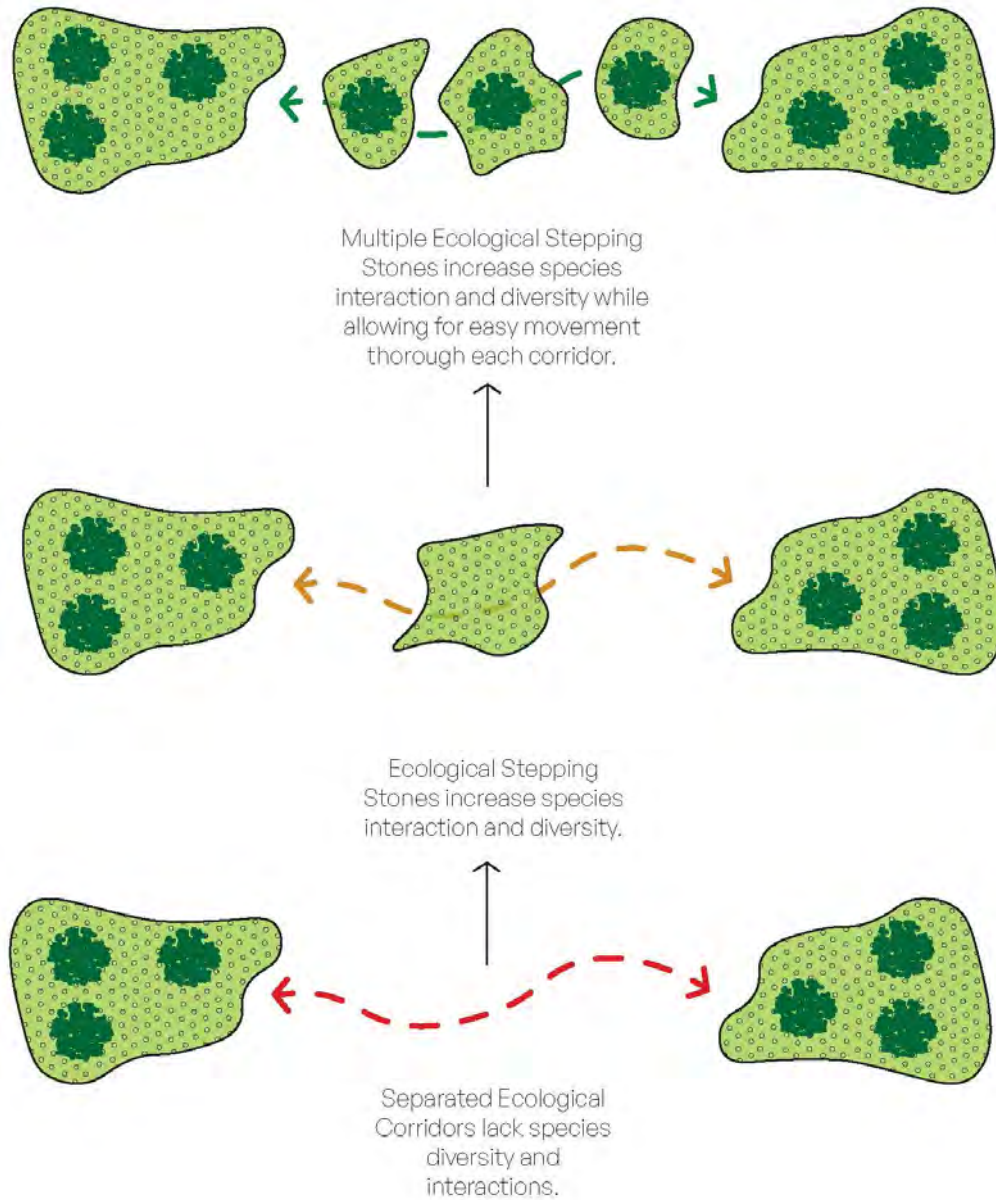


FIG. 6
Ecological Corridors
Steven Cagle

Physical Site

- The district is oversaturated with parking: 1,900 street slots, 90+ surface lots, and 18 garages.
- The development of higher-density buildings can offer views of the mountains, river, downtown, and west hills.
- The district offers a variety of block structures: standard 200x200' Portland blocks and several superblocks equal to 4-12 standard blocks.
- The district contains 222 buildings.
- There is a dearth of family resources and grocery stores, but the district has many large common spaces and visitor-oriented amenities.
- Critical "opportunity sites" include the mall, Holladay Park, Broadway/Weidler Street corridors, and blocks adjacent to the Green Loop.

Logistics Studies

Physical Site

Lloyd District

Parking Surface Lots

There are about **90+** surface/uncovered parking lots.

This type of parking ranges from small spaces in blocks with other uses to a full block of dedicated outdoor parking.



Sofia Chavez & Summer Emiko Stephens

Parking Surface Lots

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FIG. 7

Existing Parking Lot Map

Summer Stephens + Sofia Chavez

Transportation

- The district is well-connected to Portland’s transit system and includes stops for three MAX lines, both streetcar lines, and several bus lines.
- The district is close to downtown and well-positioned to accommodate Portlanders who work in the central city.
- The district is highly bikeable with the proposed Green Loop system passing through on west edge.
- Streets are generally wider than needed compared to the volume of traffic and provide few barriers between traffic and pedestrians.

FIG. 8
Average Daily Trips +
Transit Stations
Chelsea Kight



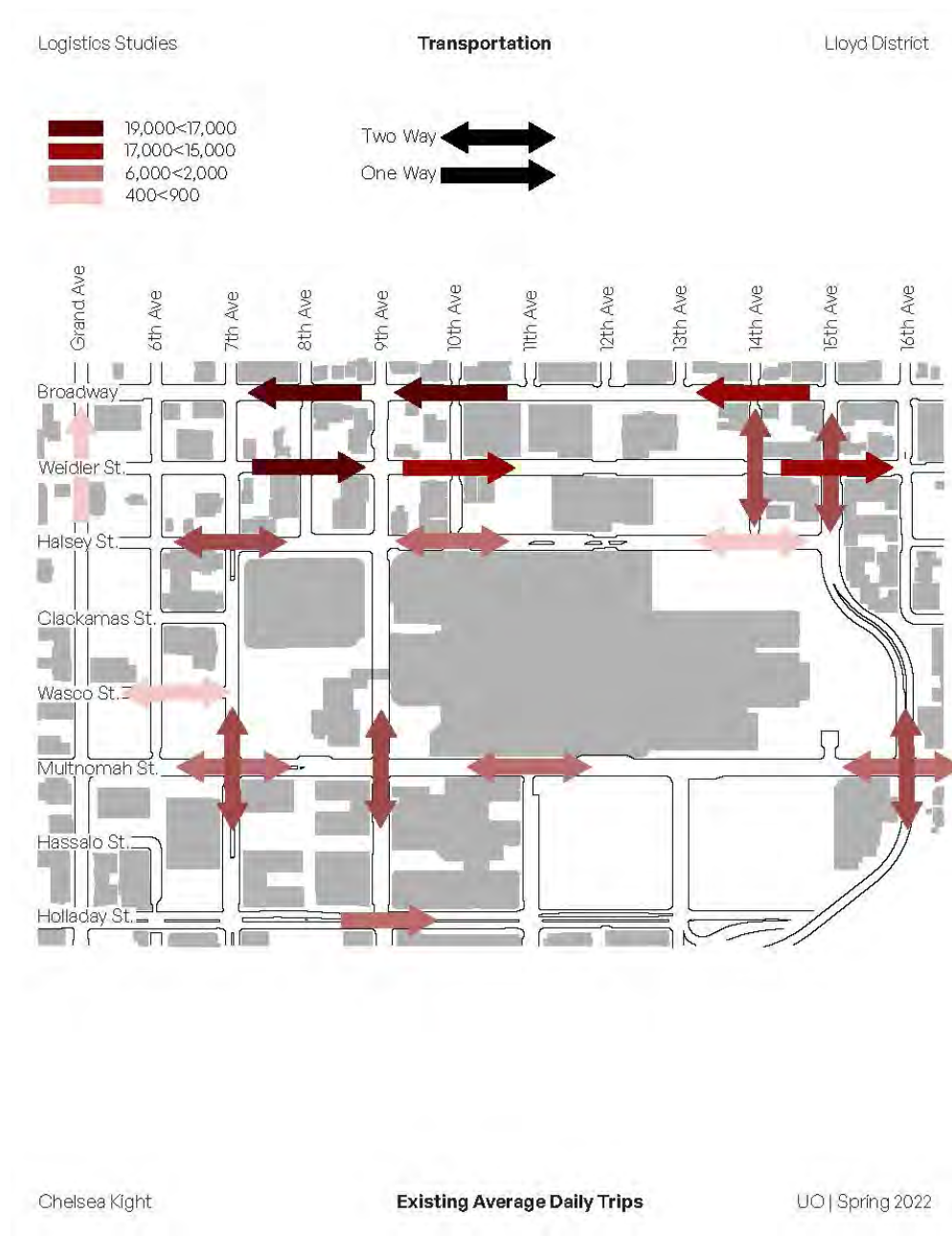


FIG. 9

Average Daily Trips + Transit Stations

Chelsea Kight

Typologies

- A variety of medium and high-density housing types are appropriate for the district.
- Proposals should consider scales of business and housing as a way to create economic and experiential variety.
- A baseball stadium would fit within the current mall footprint.

Unit Types	Configurations	Forms	Catchment Area*
 Small-Format	Corner Shop	 3-5k sf	750 HH 1/4 - 1/3 mi.
	Convenience Center	single level 10-25k sf  stacked 25-150k sf 	1500 HH 1/2 - 1 mi.
 Medium Format	Neighborhood Center	 100-180k sf	10,000 HH 2 - 3 mi.
	Main Street	 1/4 mile long 35 shops min.	10,000 HH 2 - 3 mi.
 Large Format	Community Center / Power Center	single level 300 - 500k  stacked 260-450k sf 	25,000 HH 5 - 7 mi.
	Regional Center	 1 - 1.5 mil sf	125,000+ HH 10 - 15+ mi.
	Transitory		10,000 - 125,000 HH 10 - 15 mi.

* Catchment Area assumes 10-12 units/acre density



Corner Shop



Convenience Center



Neighborhood Center



Main Street



Community Center



Regional Center

FIG. 10

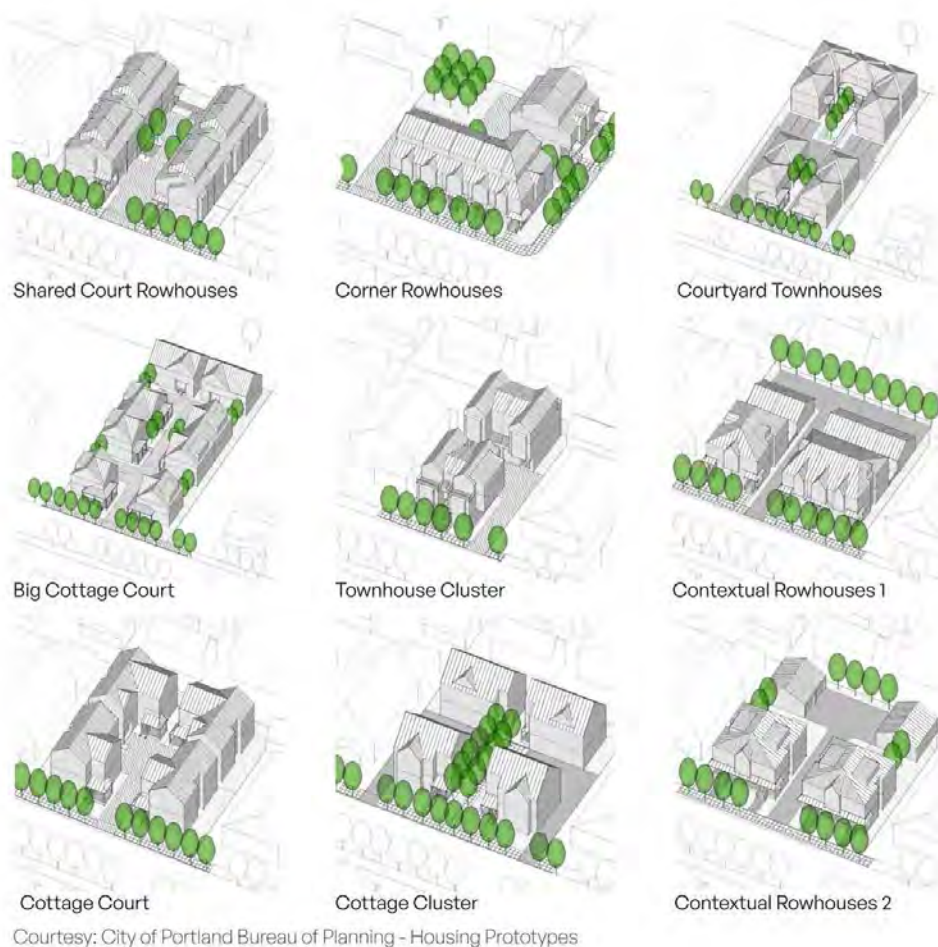
Commercial + Residential Typologies

Ben Hebert + Ben Janes

Logistics Studies

Typologies

Lloyd District



Ben Janes

Housing - Missing Middle Clusters

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FIG. 11

Commercial + Residential Typologies

Ben Hebert + Ben Janes

Zoning

- The district offers a high degree of flexibility in terms of density and placement.
- High-rise towers are appropriate and the City permits building up to 250' or 350' with a maximum height bonus.



FIG. 12
Building Height Maps
Ian Watson + City of Portland

PROJECT DEVELOPMENT

Students worked in teams of two to develop a proposal for the remainder of the term. The proposals received formal reviews during the fifth and tenth weeks, but stakeholders and collaborators frequently offered informal feedback throughout the design process. Additionally, several stakeholders formally presented their own research and perspectives on the Lloyd District prior to the midterm review.

Project content varied widely, but students structured their proposals around several spatial and thematic requirements. Common deliverables include:

- An illustrative district plan and street sections
- A phasing plan that addresses wealth-building and equity
- A focal area showing street design and tectonic relationships

Student Projects

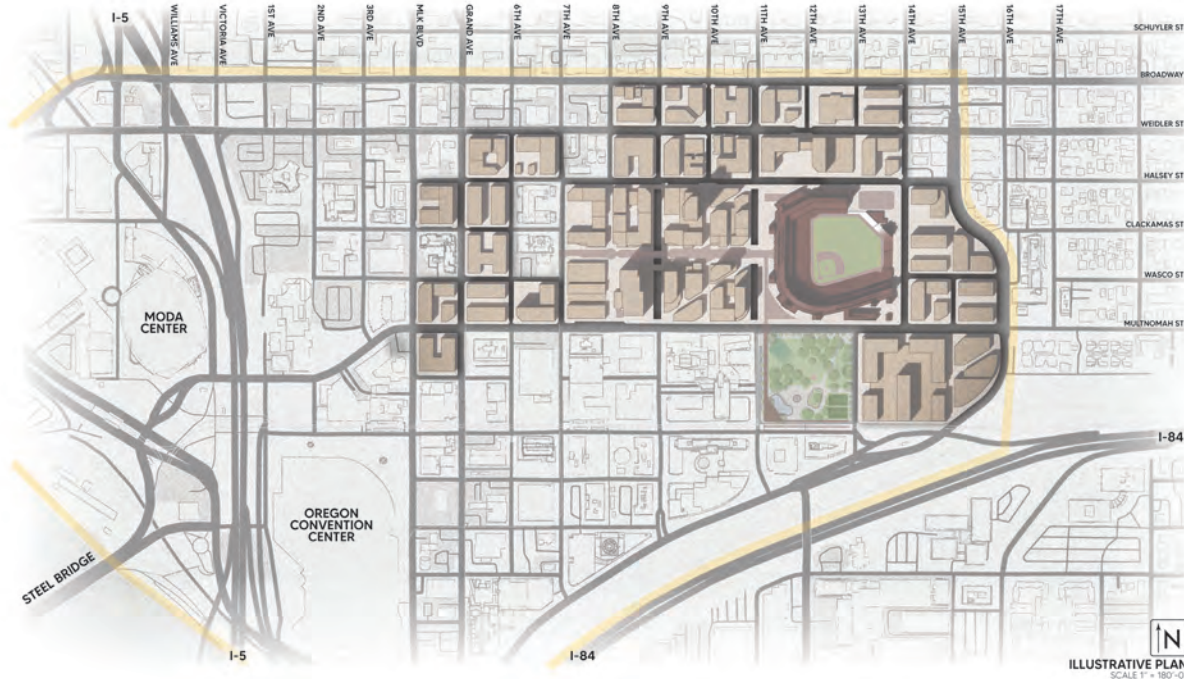


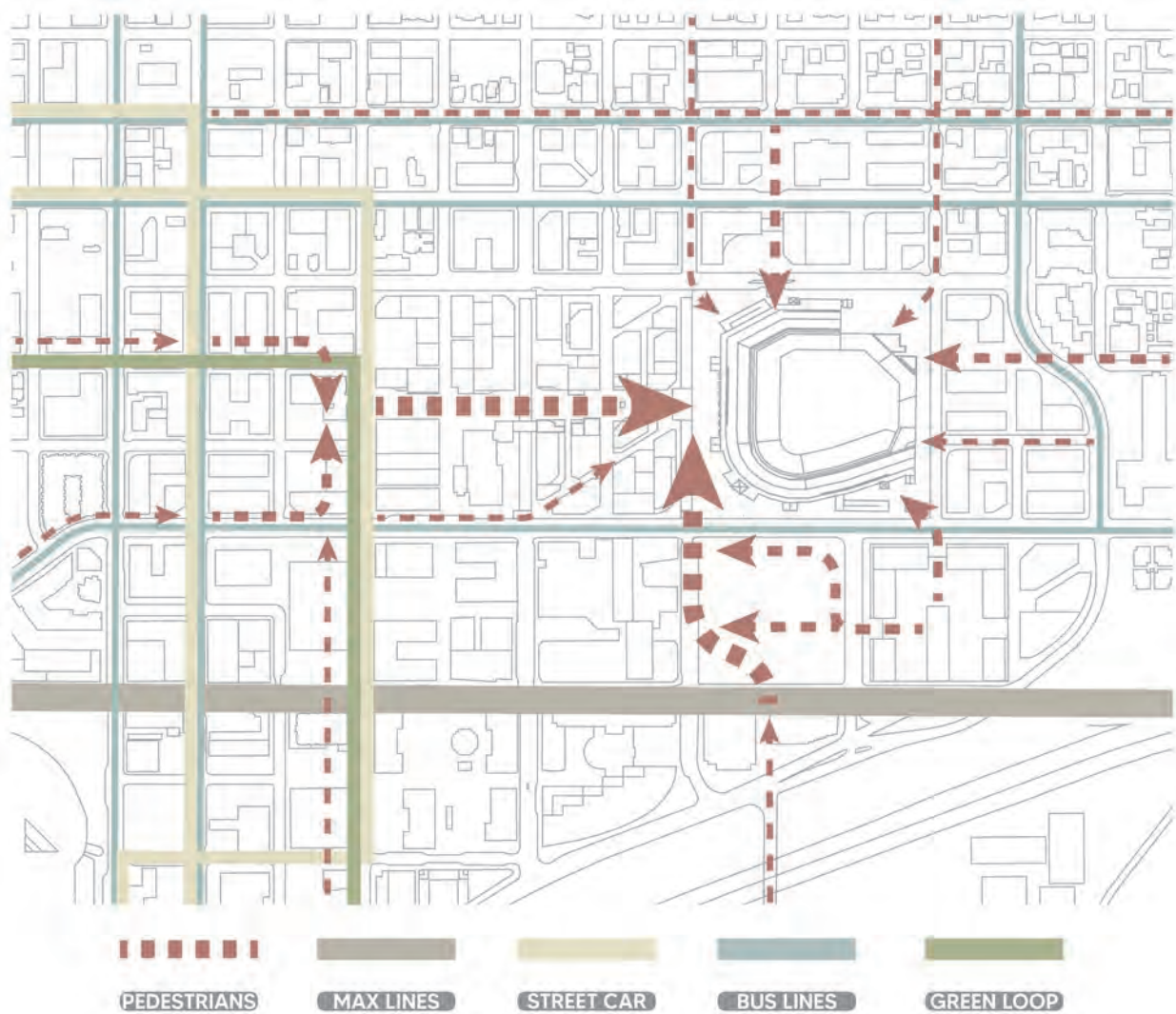
FIG. 13
Illustrative Plan

HOMETOWN HEROES: BEN HEBERT + IAN WATSON

This proposal imagines the development of a Major League Baseball stadium on the current site of the Lloyd Center mall. The stadium provides a catalyst and attractor for a pedestrian-oriented commercial district surrounded by denser housing development.

Ideas of eclecticism and community investment defined the spirit of the proposal. A “hometown hero” is not only a baseball player, but anyone who

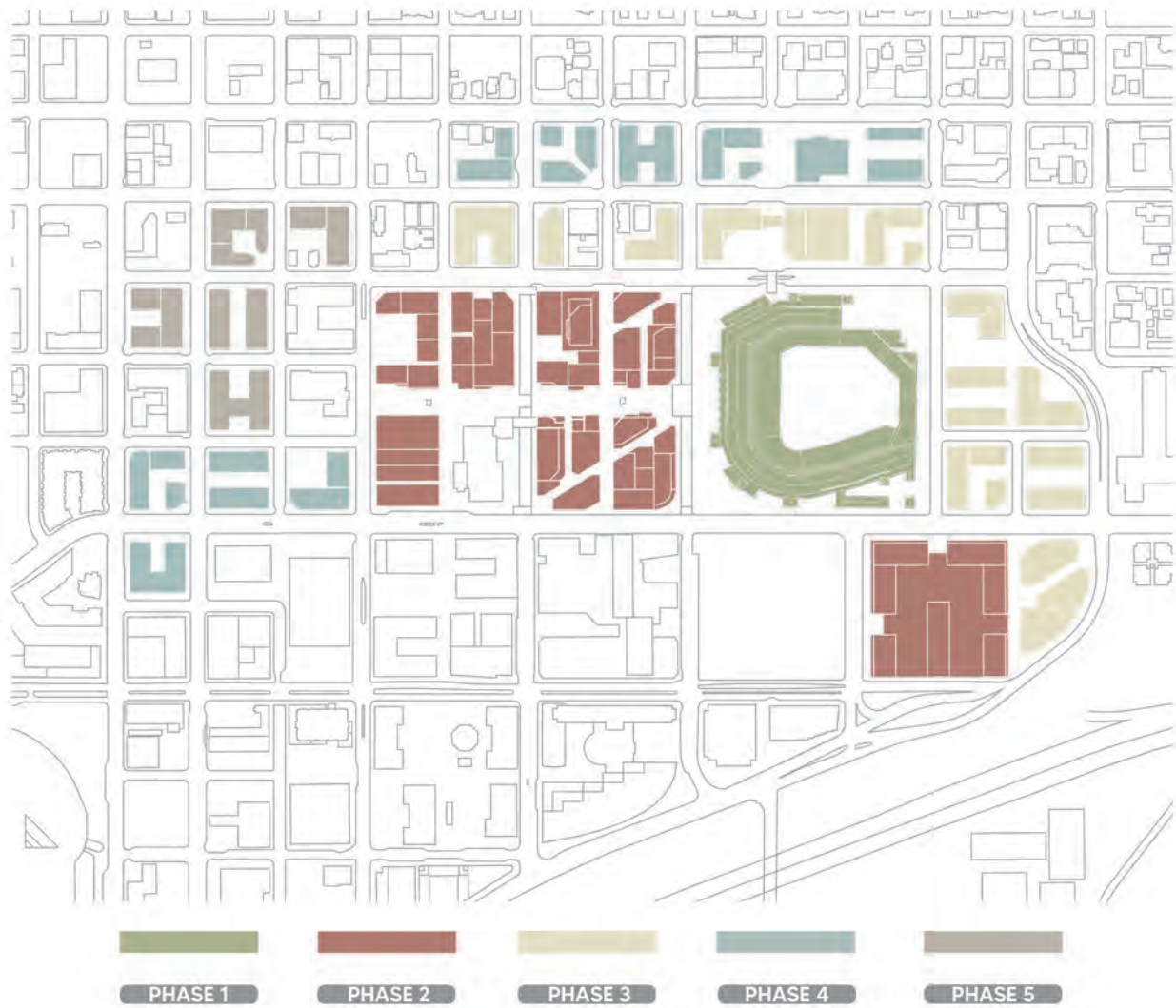
strives to invest their success back into the community that supports them. This is evident in the varied spatial and residential scales of the project, which allow entrepreneurs and families to grow without having to leave the neighborhood. These opportunities help combat the negative perceptions of sports stadiums as a displacing force to lower-income residents. Instead of displacing residents, the stadium is a catalyst for Portlanders to build wealth and community.



MOVEMENT DIAGRAM

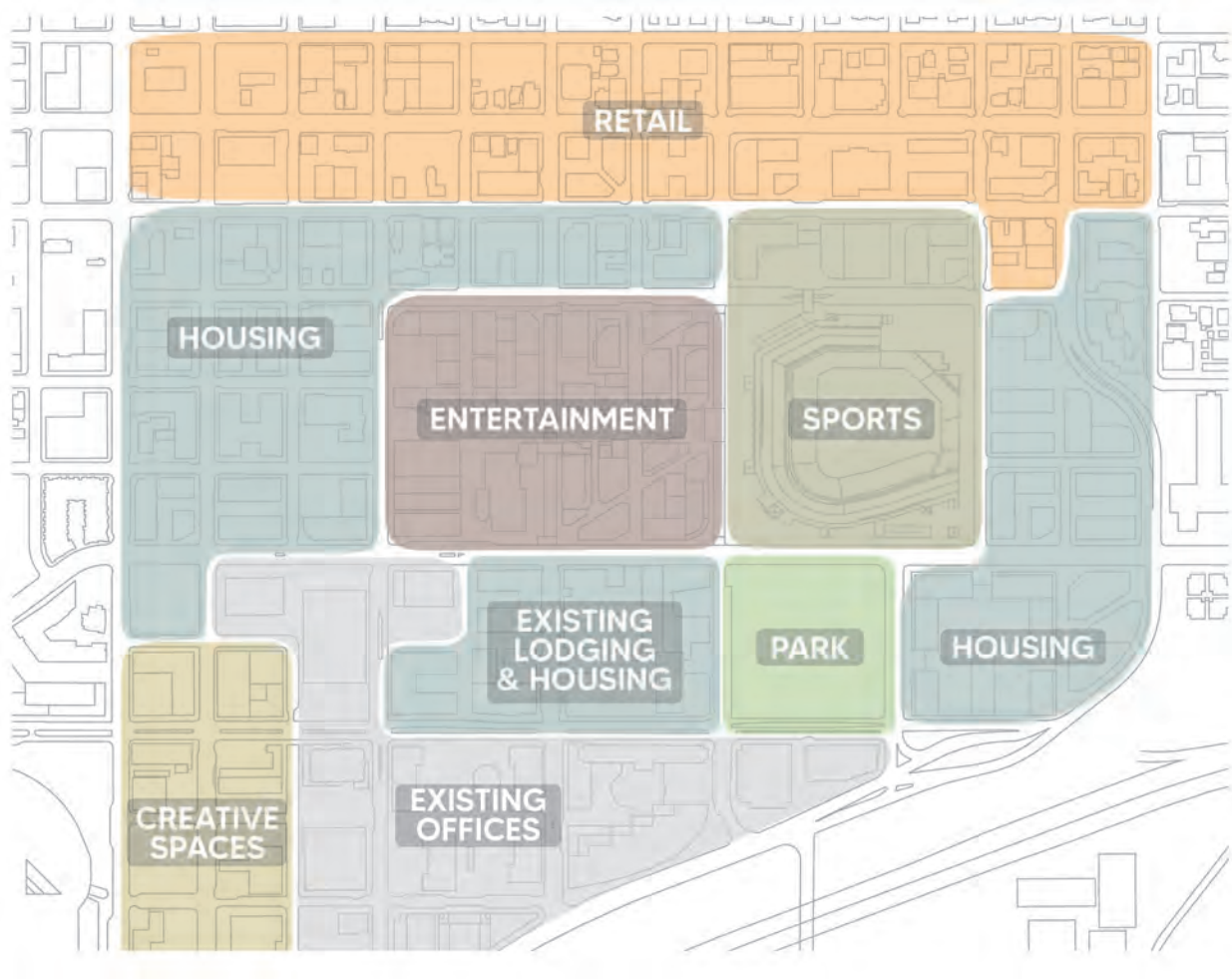
FIG. 14

Movement Diagram



PHASING DIAGRAM

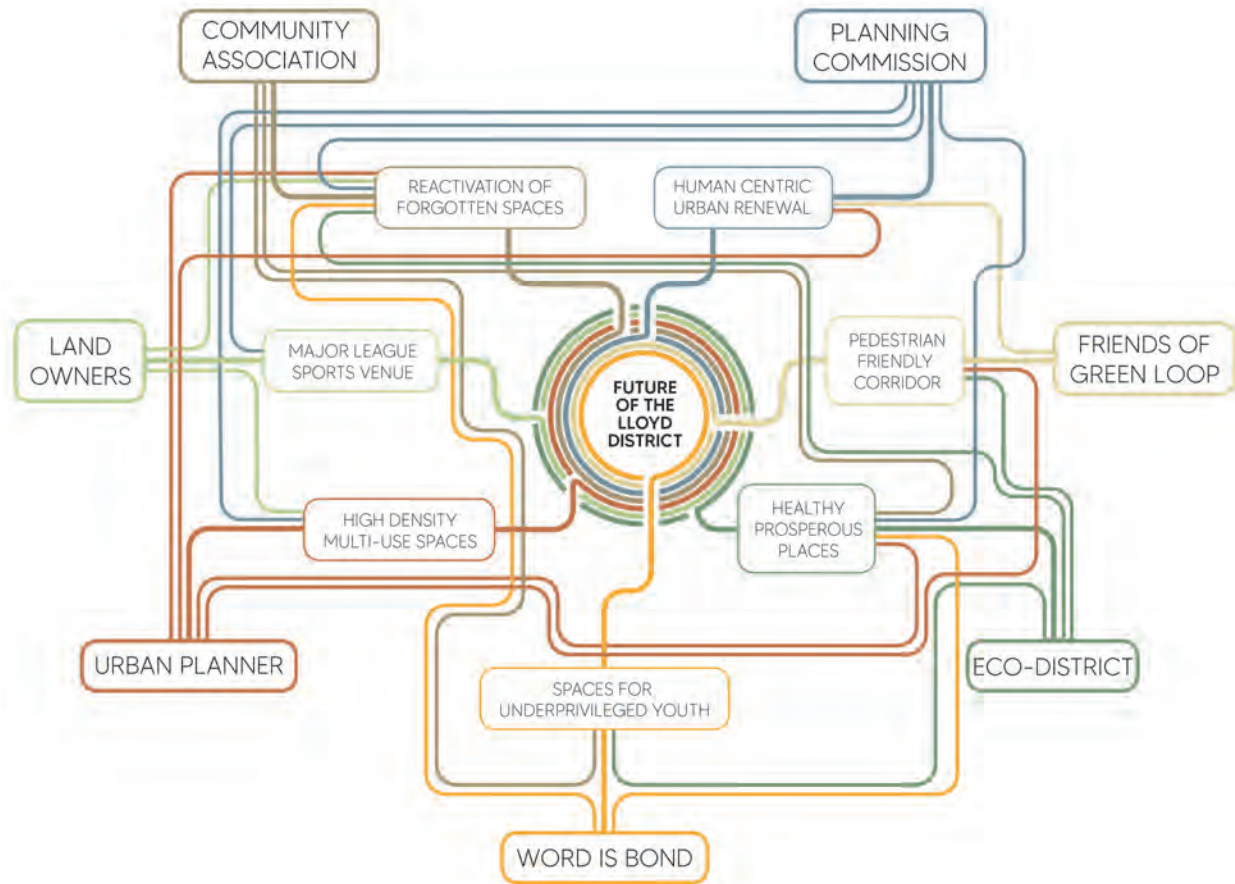
FIG. 15
Phasing Diagram



PROGRAM DIAGRAM

FIG. 16

Program Diagram



ANALYSIS DIAGRAM

FIG. 17
Analysis Diagram

Approach + Narrative

- Reconsiders baseball stadium as an amenity that can provide density, variety, and equity
- Defines "Hometown Hero" as anyone who elevates their craft or art and shares with their community
- Imagines ballpark as keystone of larger network of sports facilities that encourages and facilitates local children to interact with and work toward major leagues



FIG. 18

Network Diagram



FIG. 19

Network Diagram

Primary Design Decisions

- Creates baseball stadium district on current mall site
- Develops surrounding commercial district, which includes recreation/entertainment and is surrounded by denser housing districts
- Increases pedestrian infiltration through Lloyd toward ballpark with pedestrian promenade
- Offers variety of commercial scales to support business at several thresholds

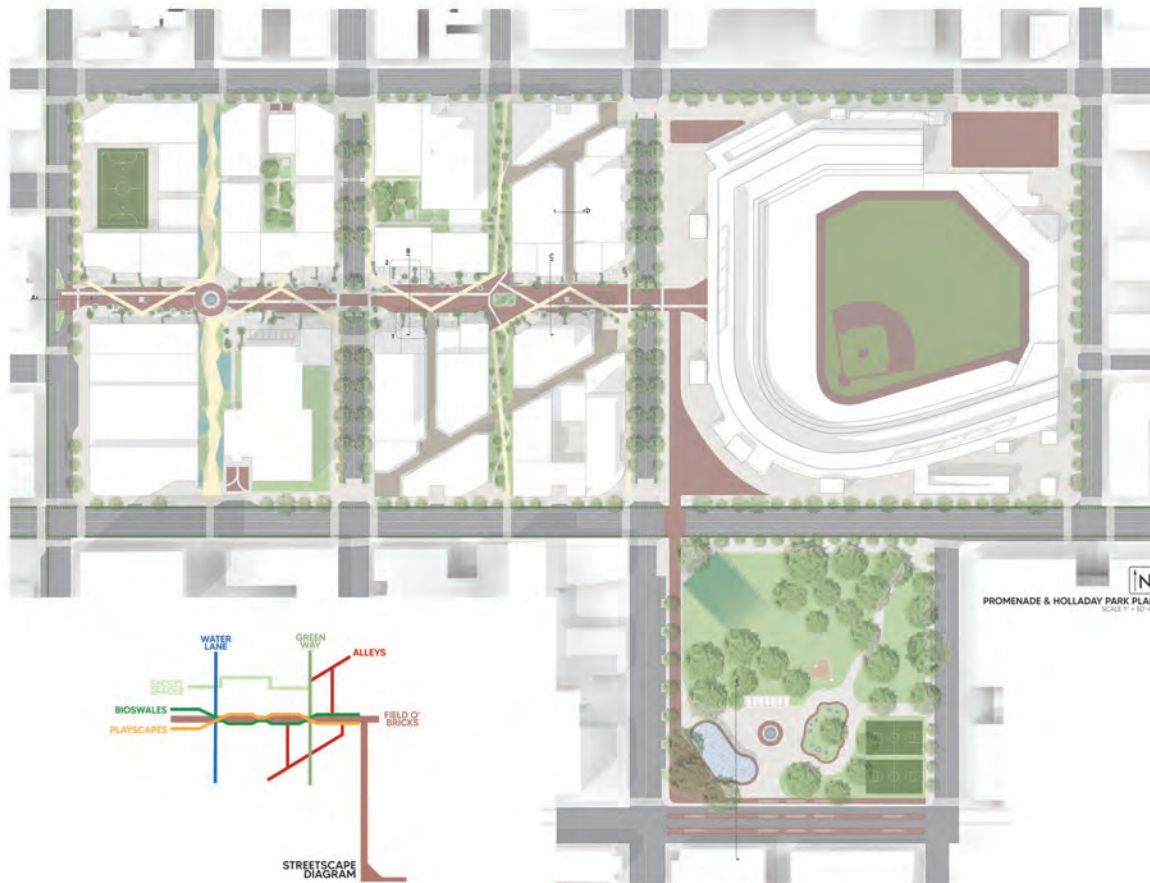


FIG. 20
Enlarged Plan

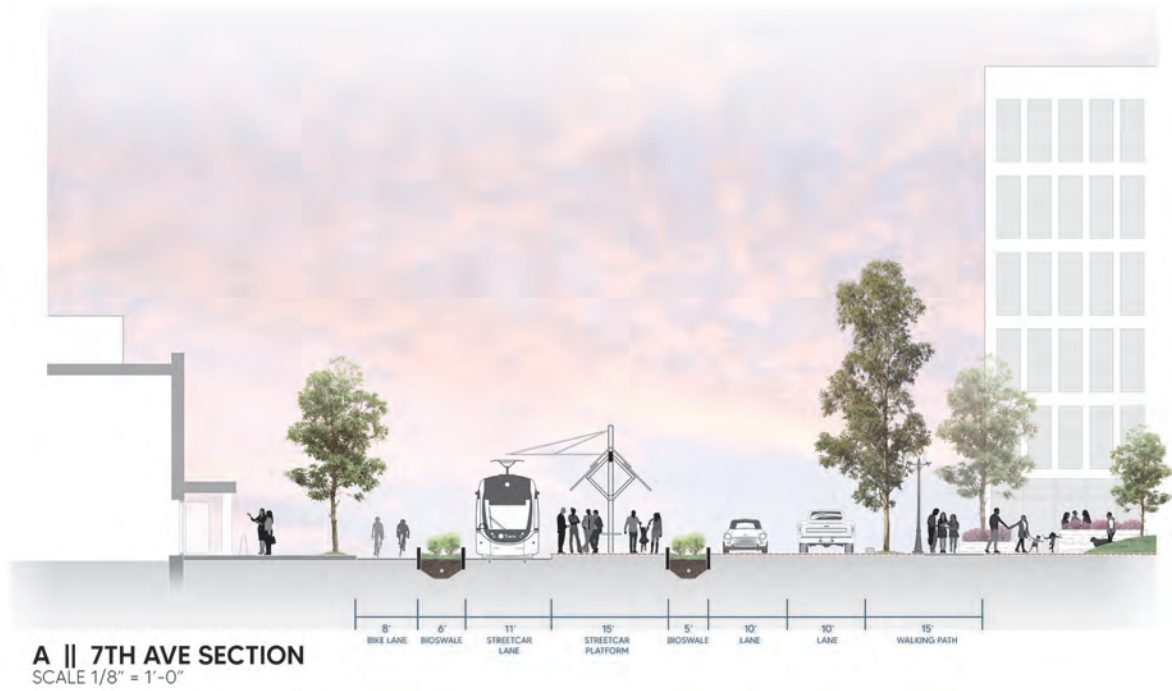


FIG. 21

7th Ave Section

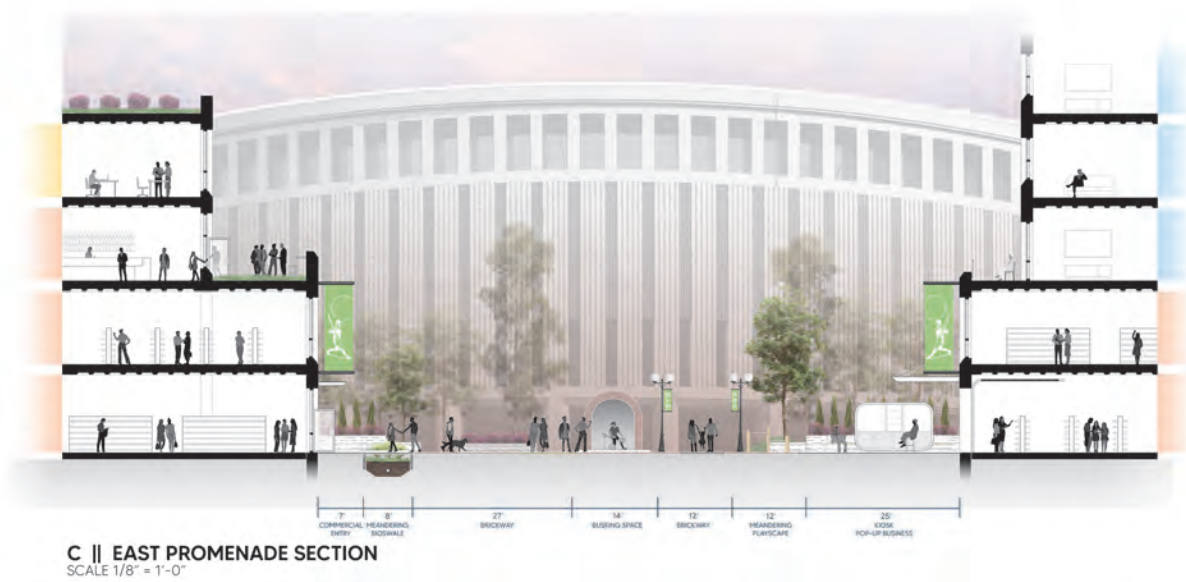


FIG. 22

East Promenade Section



D || ALLEY SECTION
SCALE 1/8" = 1'-0"

FIG. 23
Alley Section



FIG. 24
Holladay Street Section



FIG. 25

West Promenade Section

Secondary Decisions + Details

- Introduces development only where necessary and capitalizes on adaptive reuse
- New development grows from core adjacent to ballpark
- Uses varied brick paving patterns to define pedestrian promenade

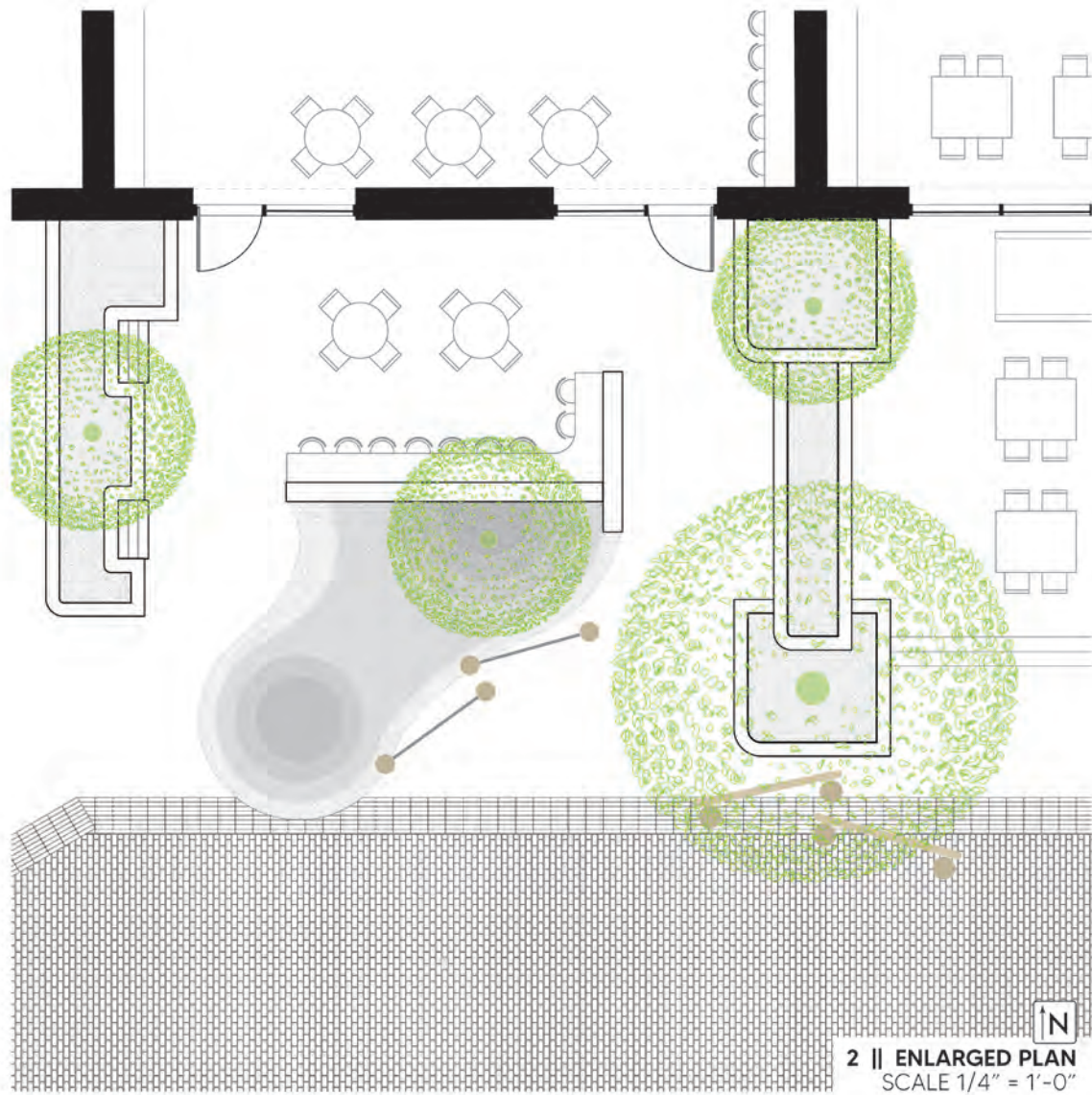


FIG. 26
Tectonic Plans

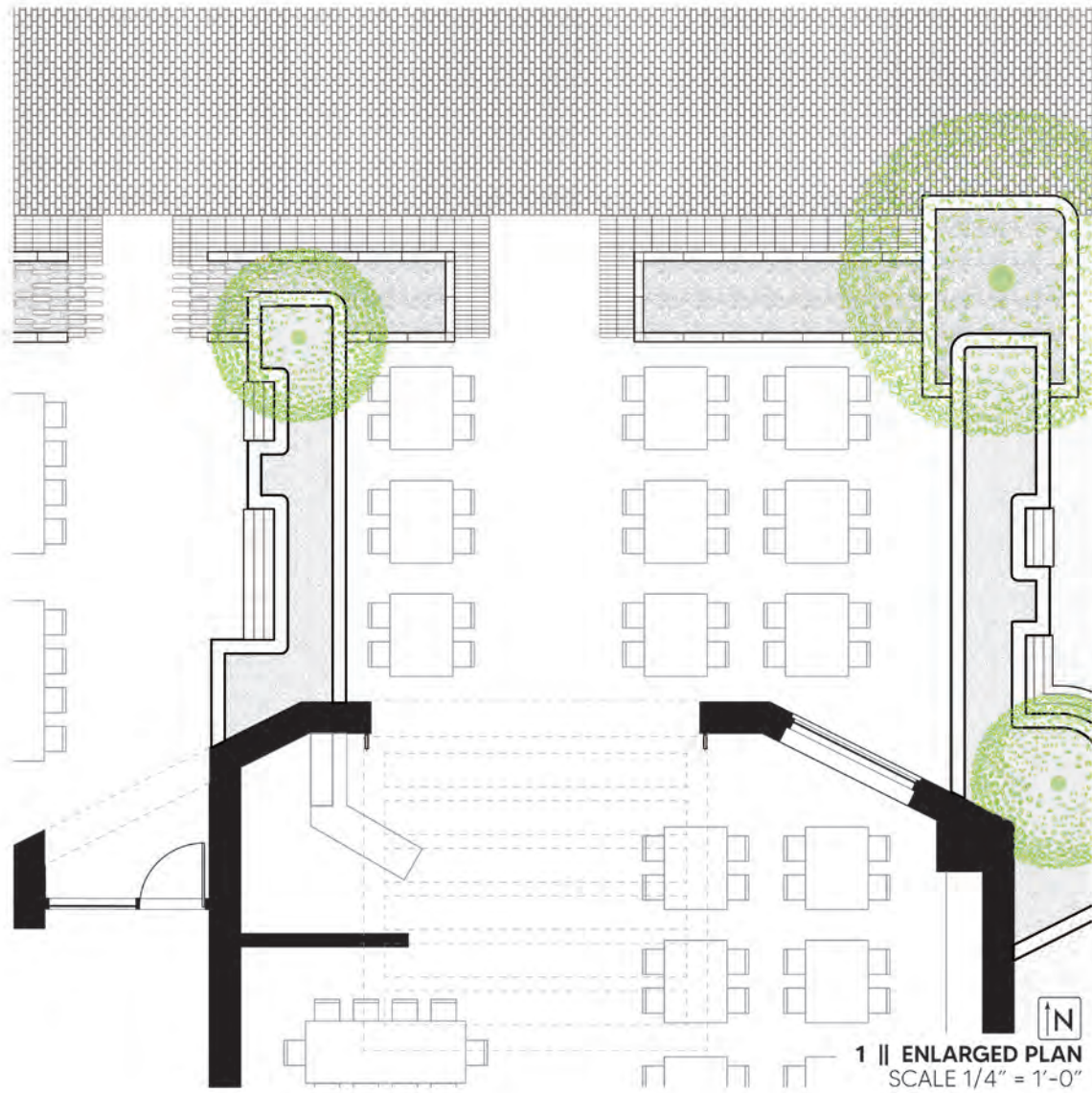


FIG. 27

Tectonic Plans

LLOYD CREATIVE DISTRICT: BEN JANES + SAMUEL WYLIE

FIG. 28
Illustrative Plan

This proposal reimagines the Lloyd as an intergenerational creative arts district that emphasizes inclusivity for a broader segment of Portlanders. A mixed-use civic center on the current mall site centers the scheme, which is adjacent to a plaza space and reprogrammed Holladay Park. On the western edge, the Green Loop becomes a thickened pedestrian-oriented zone that includes protected bicycle track and shared streets. Multnomah Street becomes a main commercial corridor that connects the Green Loop and civic center.

The proposal uses scales of opportunity to define residential,

social, and commercial networks.

Housing encloses the Lloyd and defines subdistricts, ranging from high-density towers near the Rose Quarter to living-above-the-shop typologies along the Green Loop. Scales of commerce mirror these typologies and offer small pop-up spaces in the plaza and public spaces, mid-sized shops along commercial corridors, and larger tenant anchors along Multnomah Street and Holladay Park. Civic programming includes an arts magnet school, maker spaces, and performance spaces that support a conversation between students, creative professionals, and residents.





FIG. 30
Form/Use Diagram

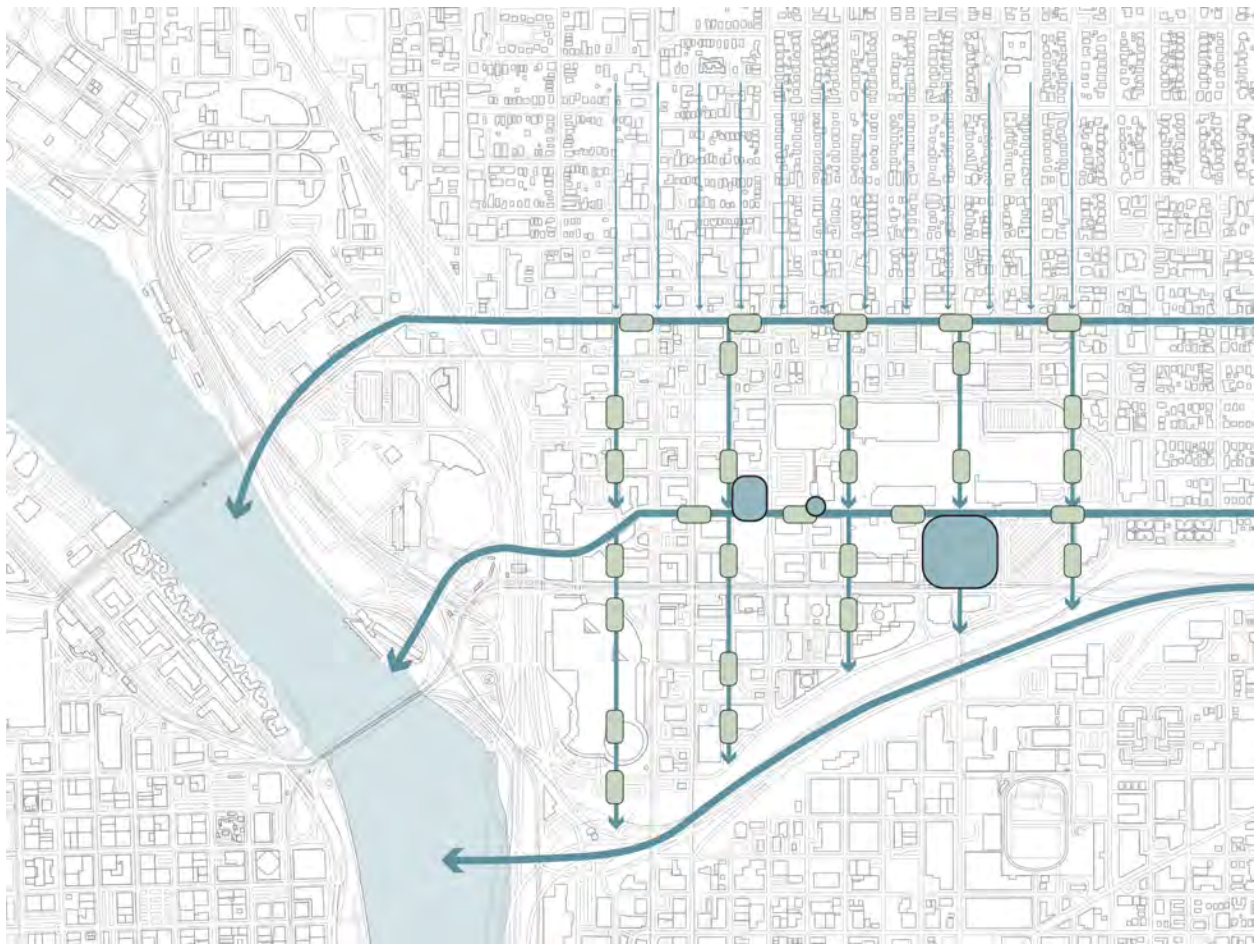


FIG. 31

Stormwater Movement Diagram

Approach + Narrative

- Creates intergenerational creative spaces that supports Portlanders throughout their life
- Considers scale of business, residence, and recreation as opportunities to build wealth and equity among a variety of users
- Uses a variety of residential typologies to densify targeted areas to support large civic and commercial spaces

FIG. 32

Network Diagram:
Creative Learning

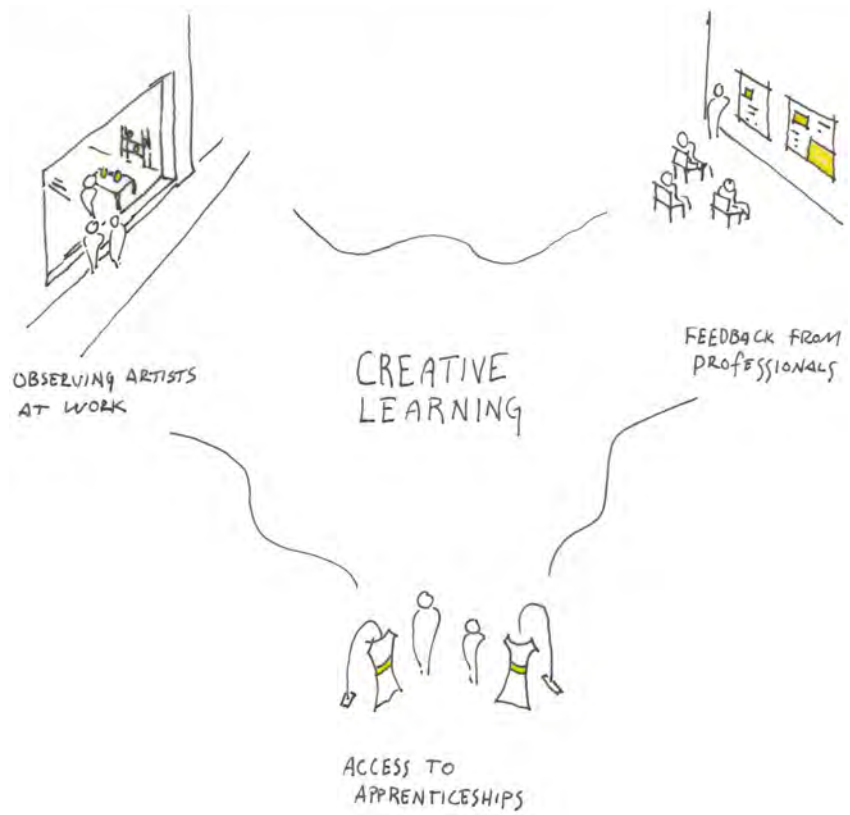
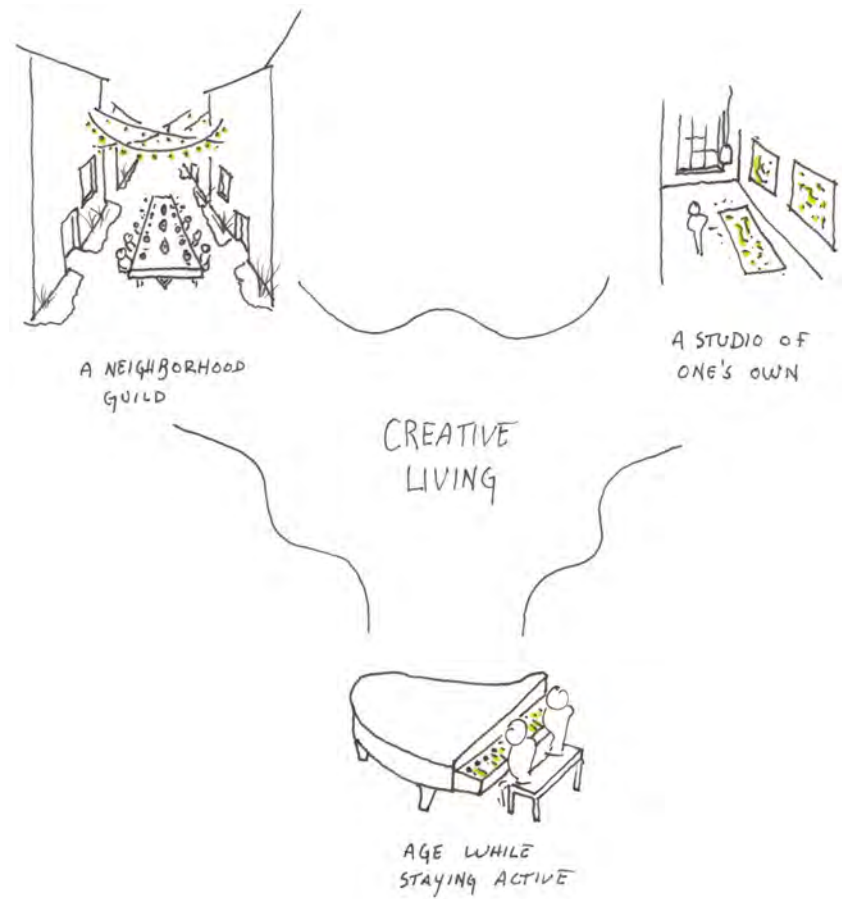


FIG. 33

Network Diagram:
Creative Living



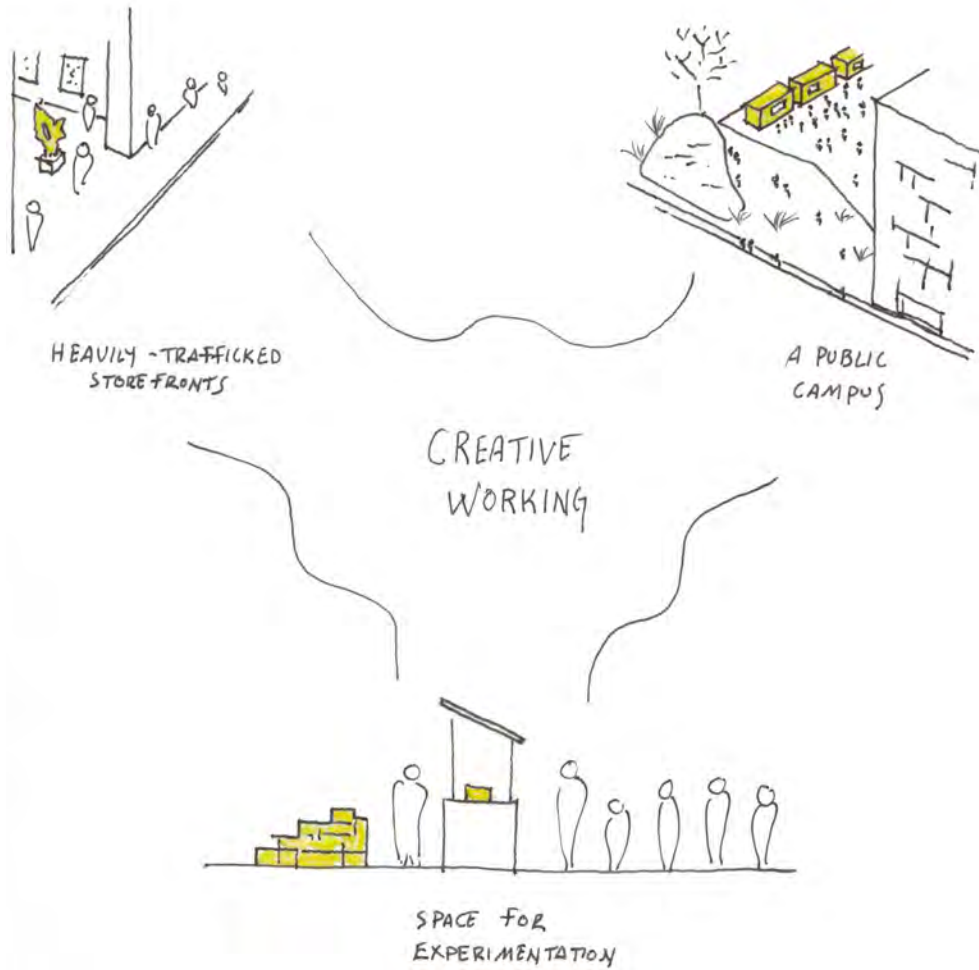


FIG. 34

Network Diagram:
Creative Working

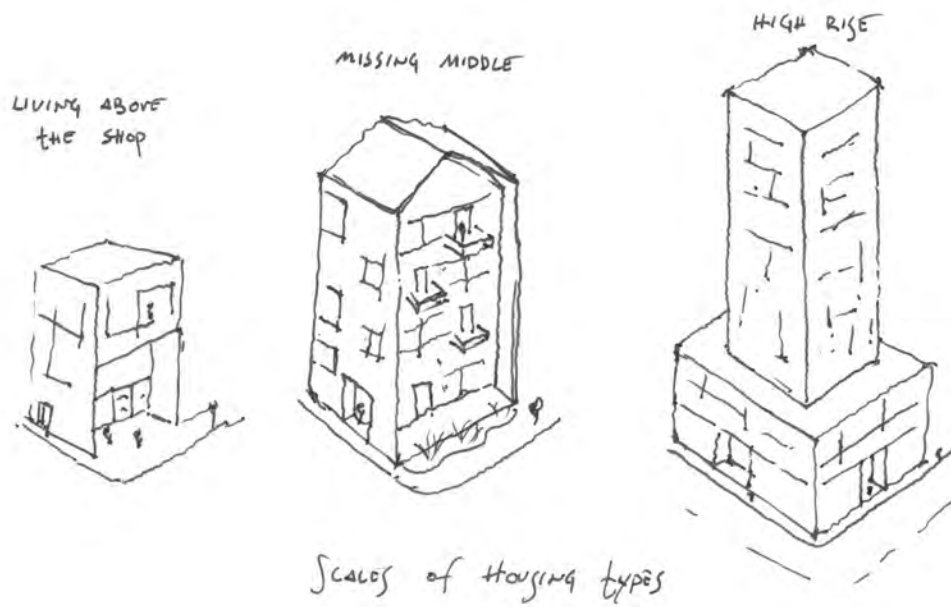


FIG. 35

Scales of Opportunity
Diagram: Housing

FIG. 36
Scales of Opportunity
Diagram: Commerce

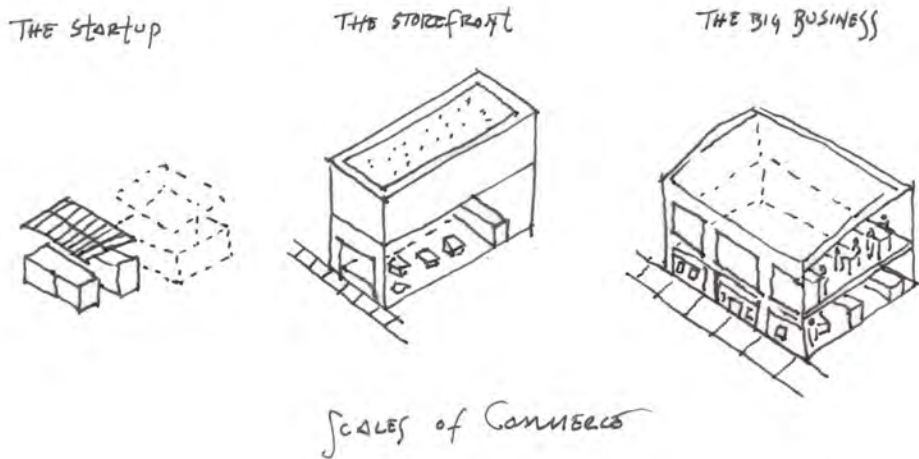


FIG. 37
Scales of Opportunity
Diagram: Open Space

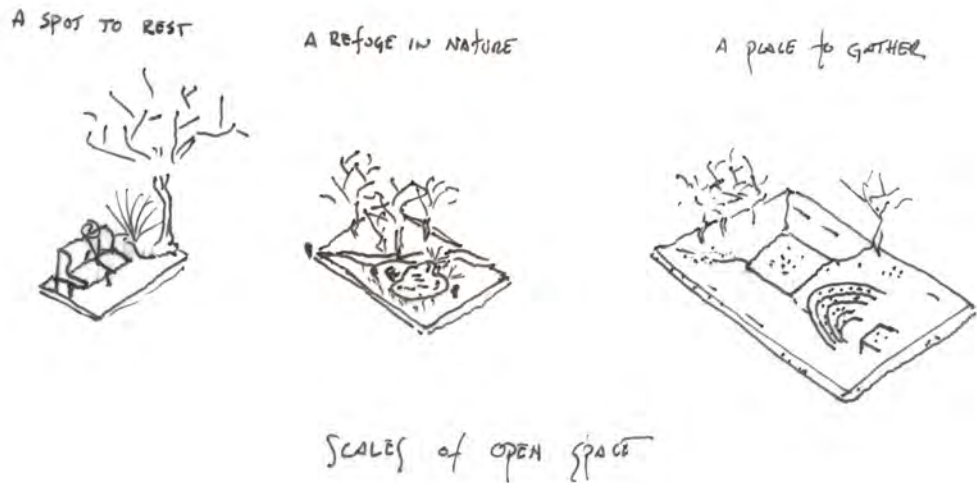
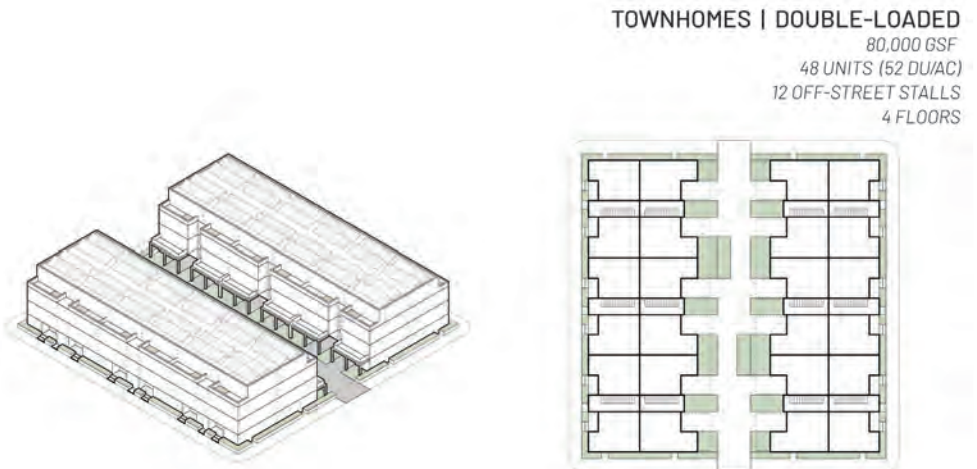


FIG. 38
Proposed Residential
Typologies: Town
Homes Double-Loaded



TOWNHOMES | SINGLE LOADED

48,000 GSF
18 UNITS (20 DU/AC)
14 OFF-STREET STALLS
3 FLOORS

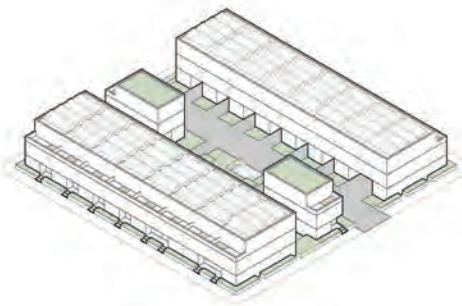


FIG. 39

**Proposed Residential
Typologies: Town
Homes Single-Loaded**

'LIVING ABOVE THE STOP' APARTMENTS | BAR

21,000 GSF (7,000 SF RETAIL)
10 UNITS (22 DU/AC)
6 OFF-STREET STALLS
3 FLOORS

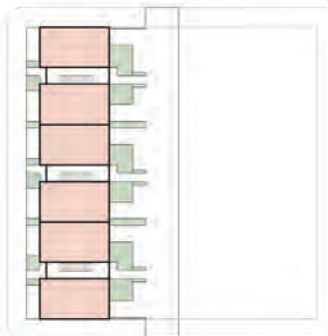
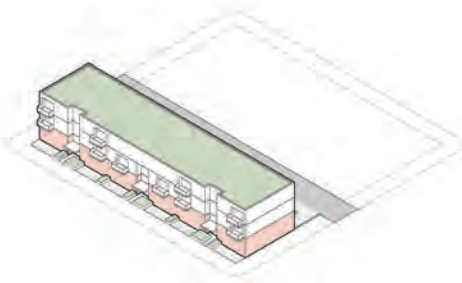


FIG. 40

**Proposed Residential
Typologies: "Living
Above the Stop"
Apartments | Bar**

'LIVING ABOVE THE SHOP' APARTMENTS | BLOCK

79,000 GSF (19,000 SF RETAIL)
42 UNITS (46 DU/AC)
ON-STREET PARKING
3-5 FLOORS

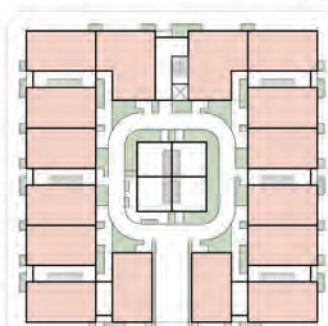
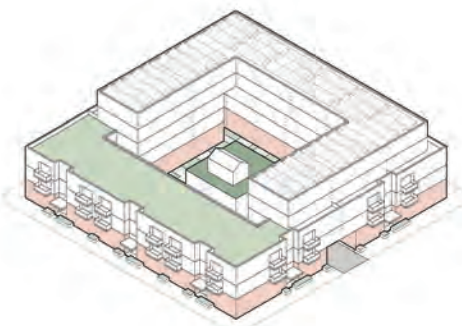
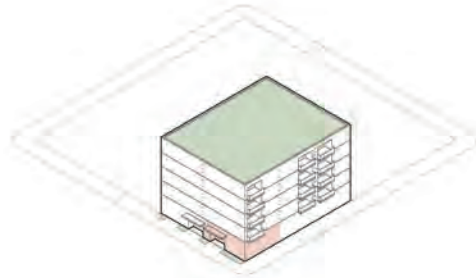


FIG. 41

**Proposed Residential
Typologies: "Living
Above the Shop"
Apartments | Block**

FIG. 42

Proposed Residential
Typologies: Mid-Rise
Apartments | Infill



MID-RISE APARTMENTS | INFILL

30,000 GSF (1,000 SF RETAIL)

24 UNITS (104 DU/AC)

8 GARAGE STALLS

4-6 FLOORS

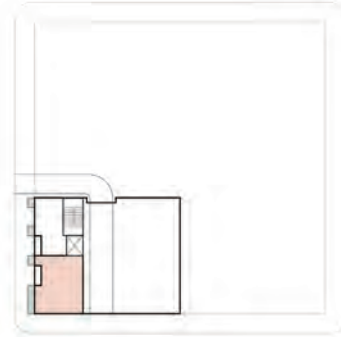
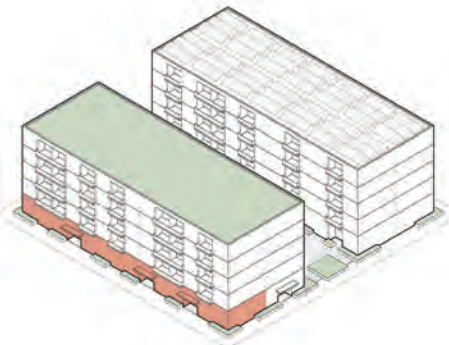


FIG. 43

Proposed Residential
Typologies: Mid-Rise
Apartments | Bar



MID-RISE APARTMENTS | BAR

141,000 GSF (5,500 SF RETAIL)

108 UNITS (117 DU/AC)

65 GARAGE STALLS

4-6 FLOORS

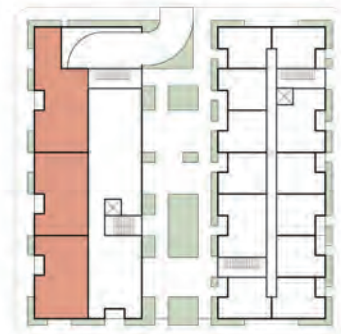
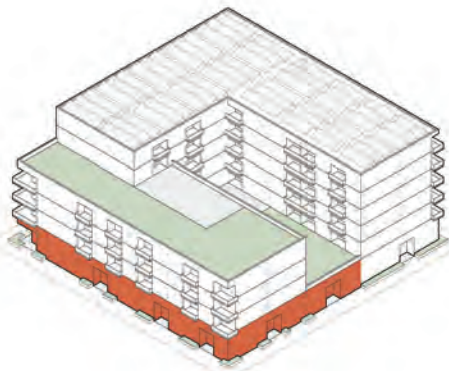


FIG. 44

Proposed Residential
Typologies: Mid-Rise
Apartments | Block



mid-rise apartments | block

168,000 GSF (10,000 SF retail)

200 units (217 du/ac)

95 garage stalls

5-7 floors



LOW-RISE APARTMENTS | WALKUP

100,000 GSF
100 UNITS (108 DU/AC)
ON-STREET PARKING
3-4 FLOORS

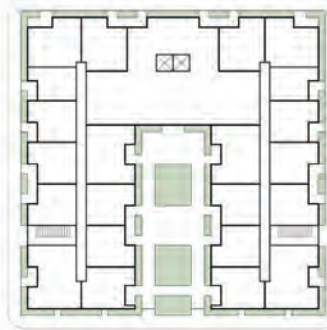
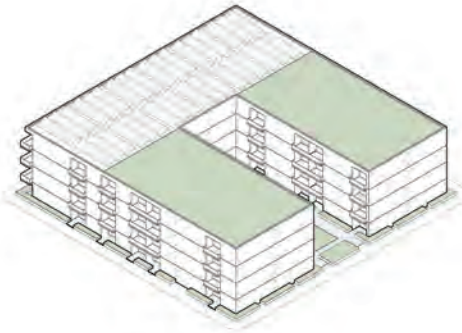


FIG. 45

**Proposed Residential
Typologies: Low-Rise
Apartments | Walkup**

HIGH-RISE APARTMENTS | POINT TOWER

245,000 GSF (10,000 SF RETAIL)
195 UNITS (212 DU/AC)
160 GARAGE STALLS
20-30 FLOORS

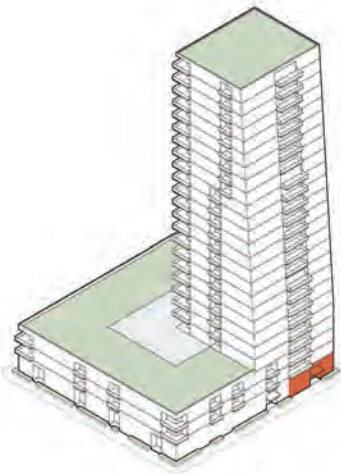


FIG. 46

**Proposed Residential
Typologies: High-Rise
Apartments | Point
Tower**

HIGH-RISE APARTMENTS | SLAB TOWER

260,000 GSF (10,000 SF RETAIL)
175 UNITS (190 DU/AC)
190 GARAGE STALLS
12-16 FLOORS

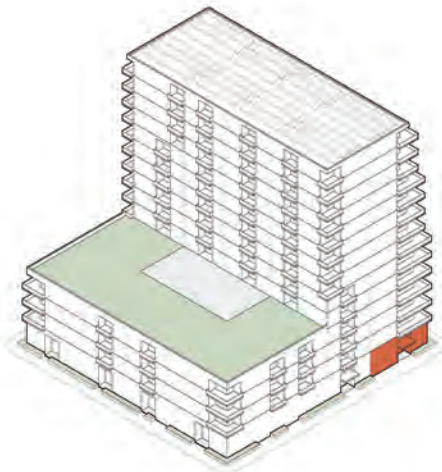


FIG. 47

**Proposed Residential
Typologies: High-Rise
Apartments | Slab Tower**

Primary Design Decisions

- Develops civic center at current mall site, activate perimeter of Holladay Park and reactivate it with new programming
- Thickens Green Loop between 6th, 7th, Clackamas, and Wasco Streets to create pedestrian and bike-oriented zones
- Activates Multnomah Street with anchor commercial spaces and use it to connect the Green Loop with the civic center

FIG. 48
Enlarged Plan showing
Holladay Park and Civic
Plaza



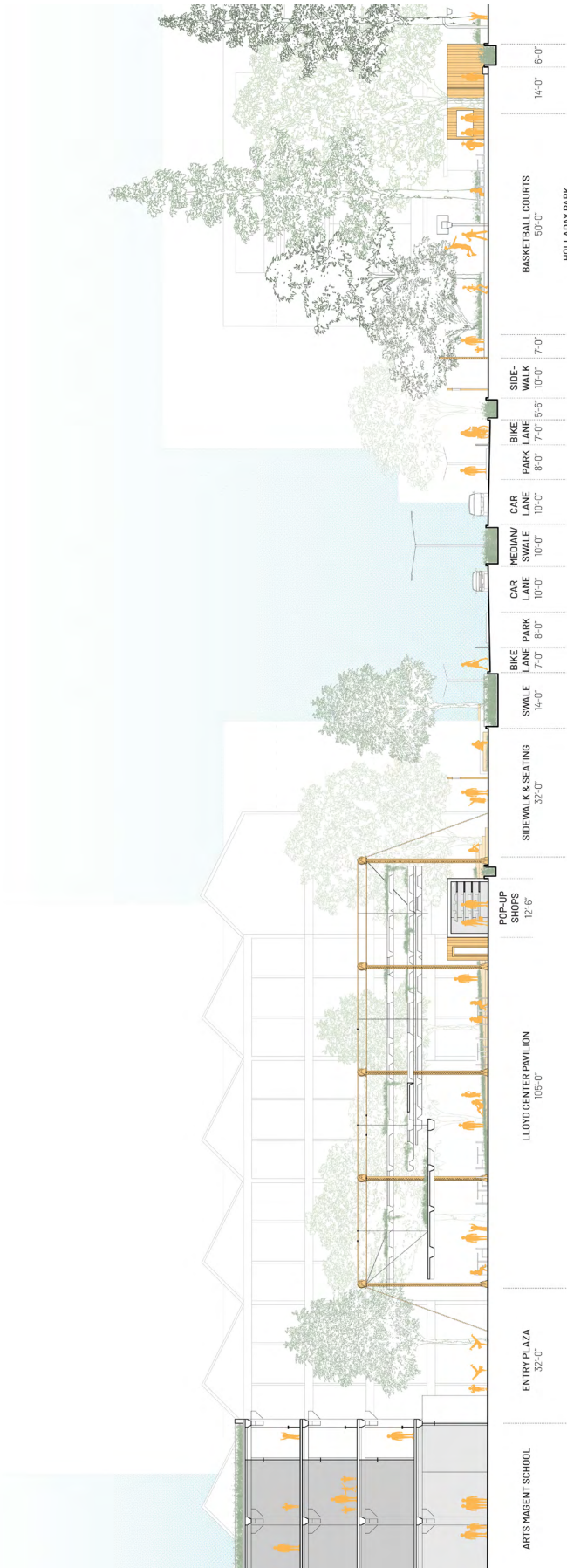


FIG. 49
Section through Civic
Plaza and Holladay Park

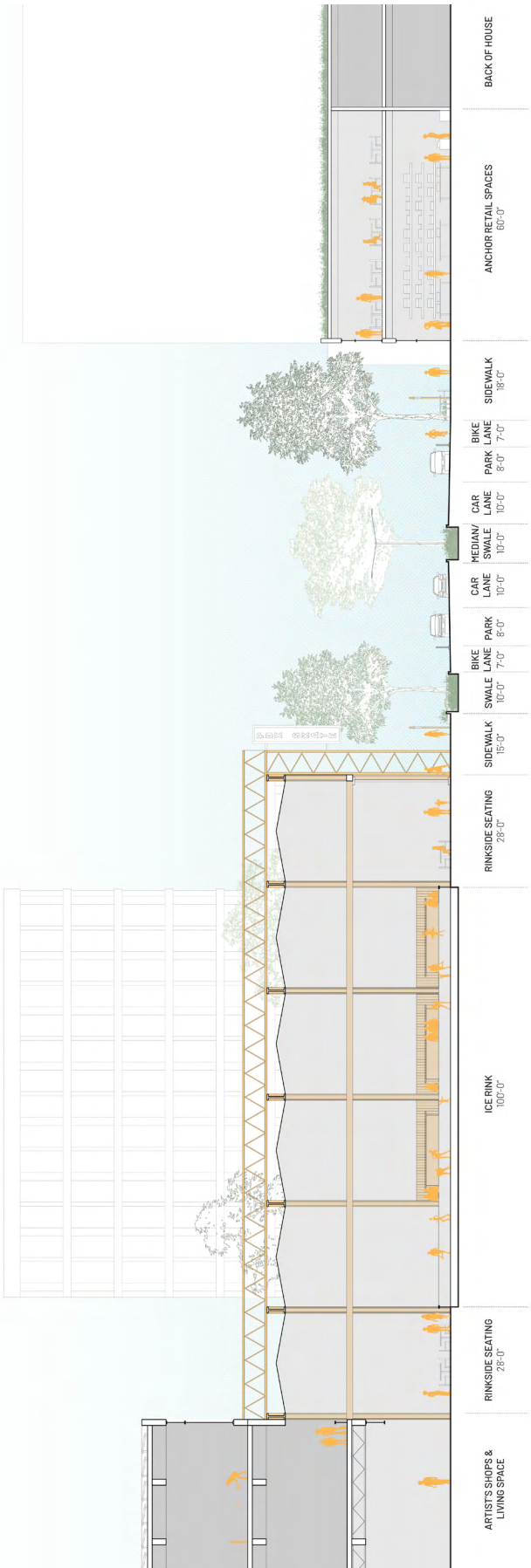


FIG. 50
Section through
Multnomah Street and
ice rink

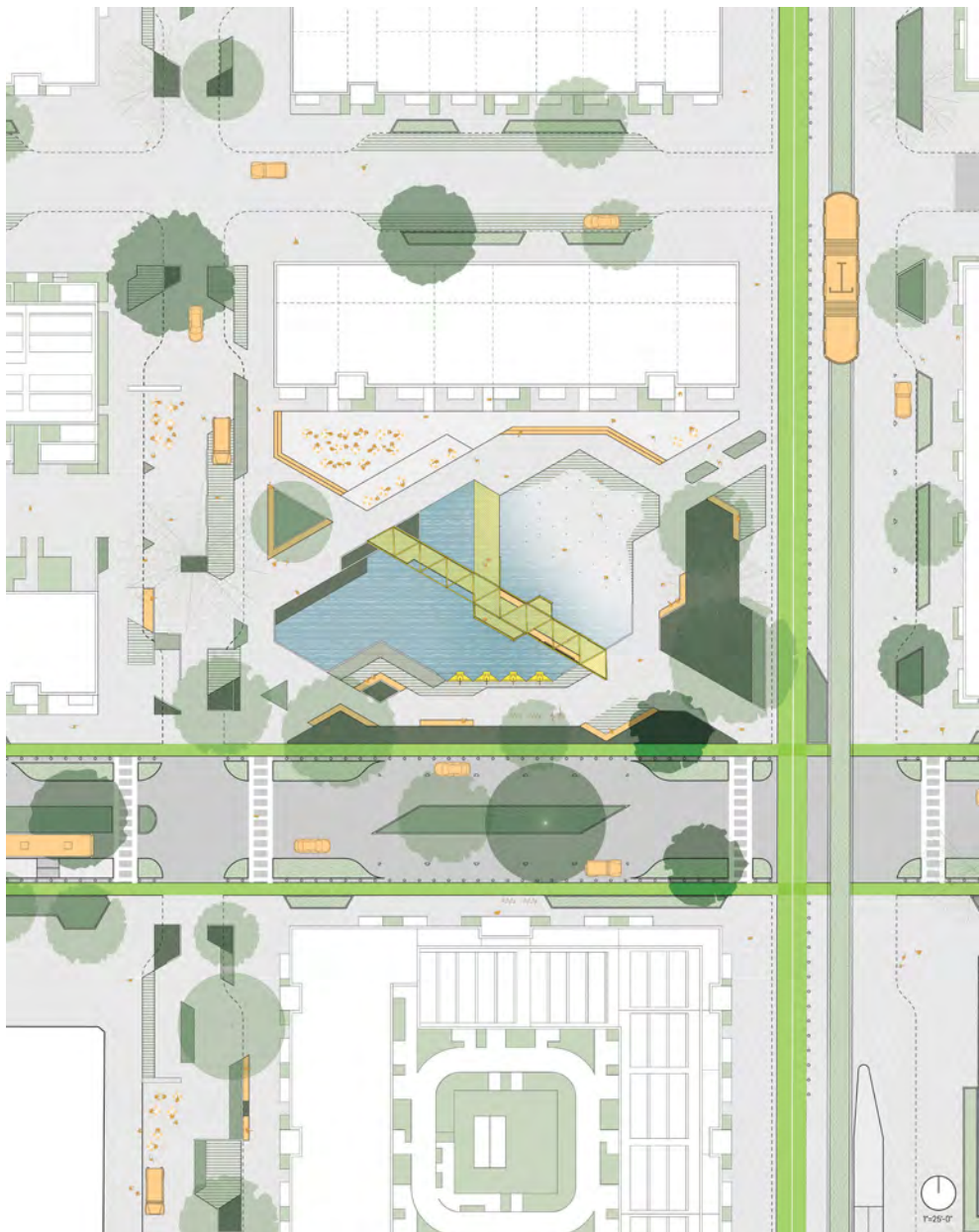


FIG. 51

Enlarged Plan showing
Green Loop pedestrian
zone and Oil Field Park

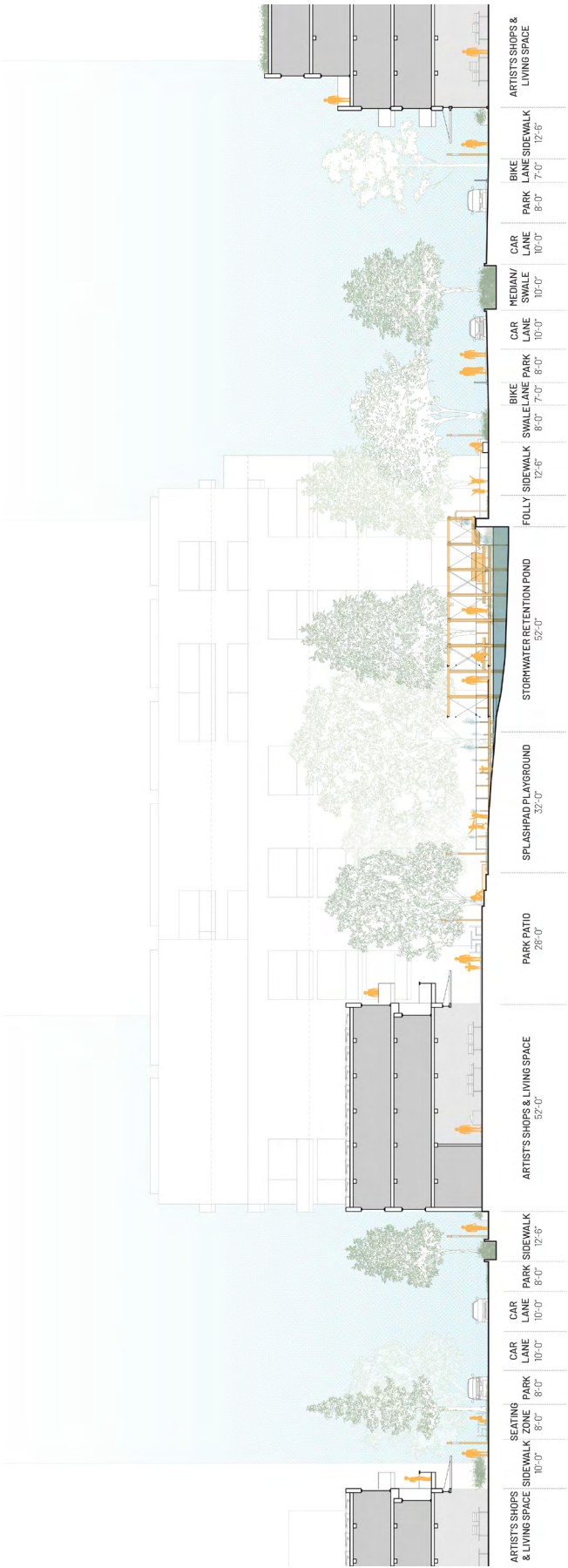


FIG. 52
Section through
Multnomah Street and
Oil Field Park



FIG. 53
Section through
residences on
thickened Green Loop

FIG. 54

Perspective looking
Southeast from Oil Field
Park

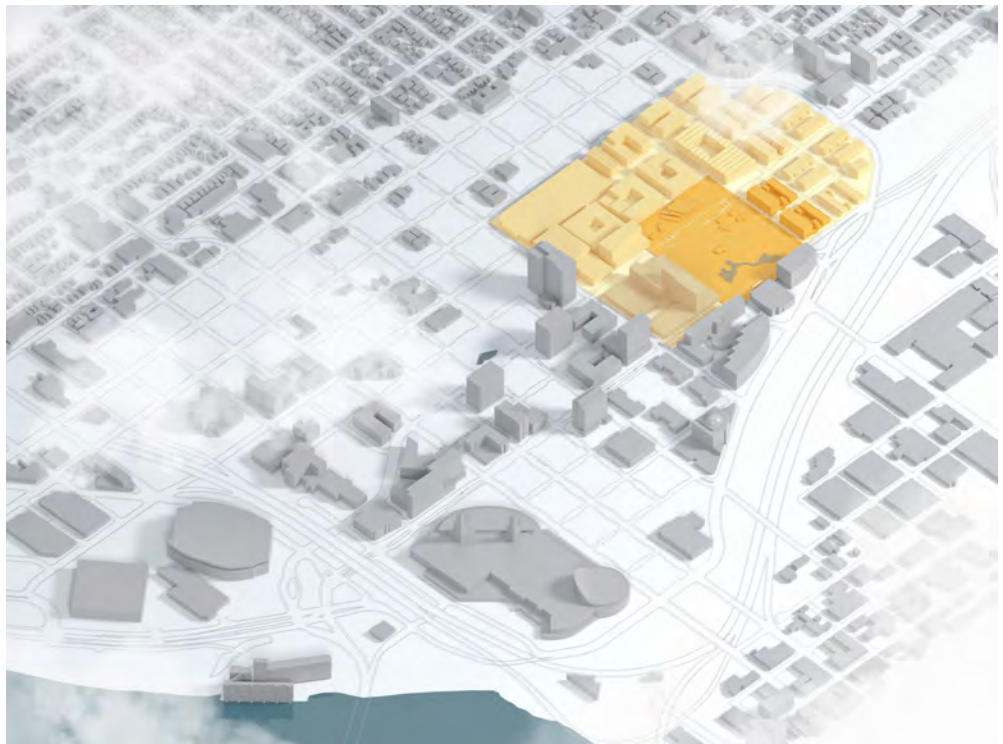


Secondary Decisions + Details

- Uses initial phasing to increase the number of families in the district, then provide other typologies and amenities to build intergenerational wealth
- Creates a bioswale system that uses sculptural follies to visualize water movement and alludes to Ralph Lloyd and Portland's industrial past

FIG. 55

Phasing Diagram



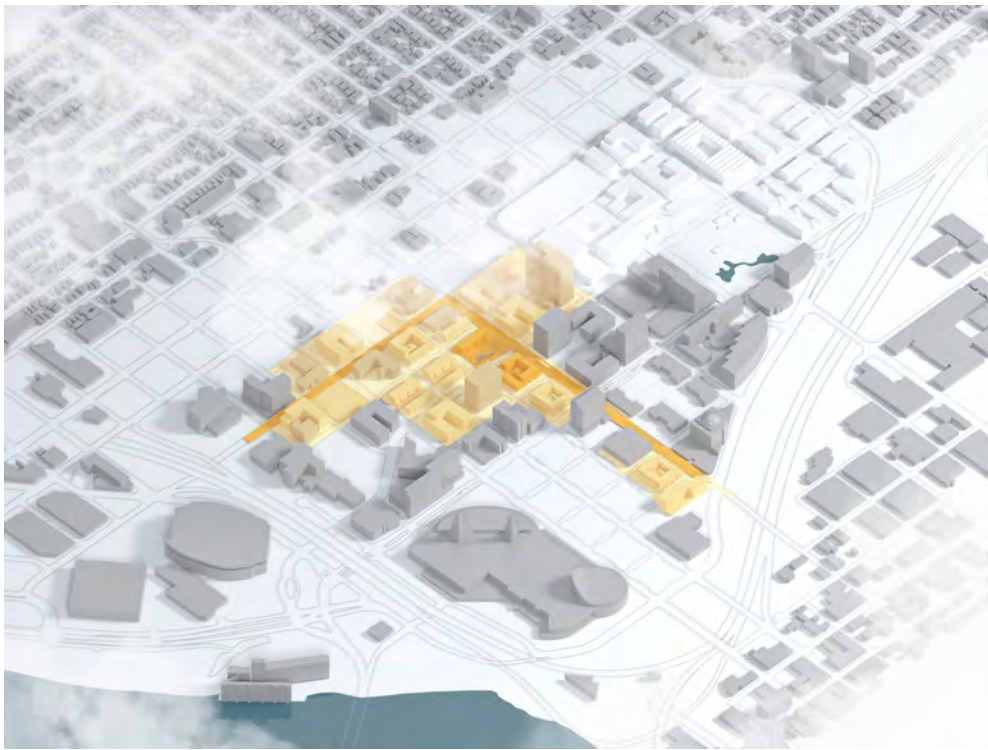


FIG. 56
Phasing Diagram

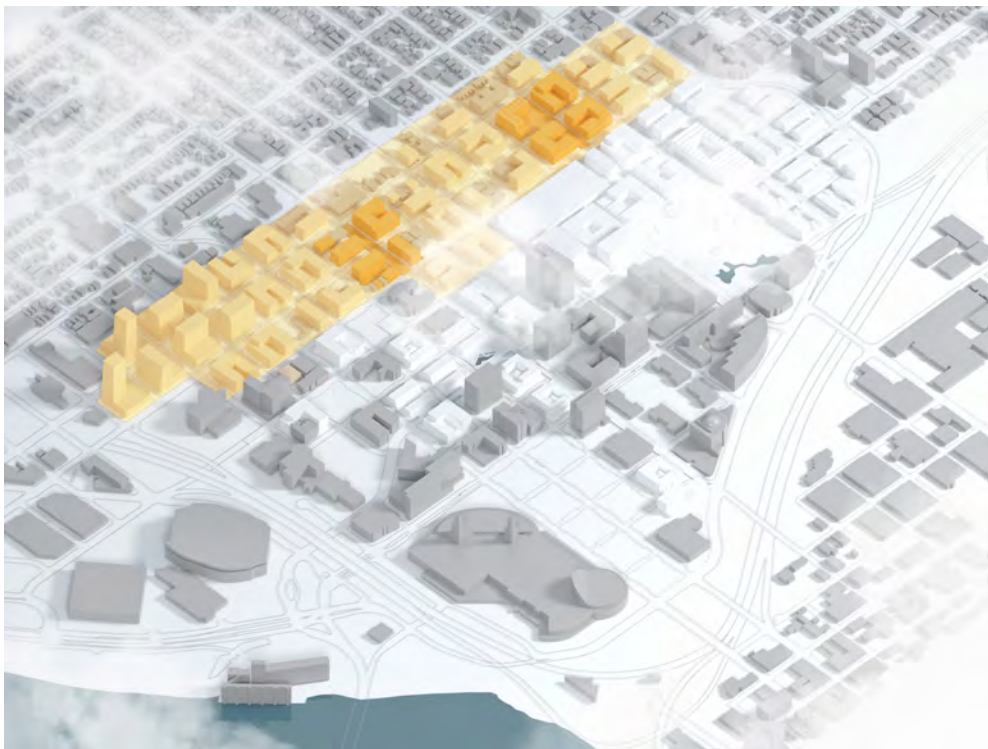


FIG. 57
Phasing Diagram

FIG. 58
Phasing Diagram

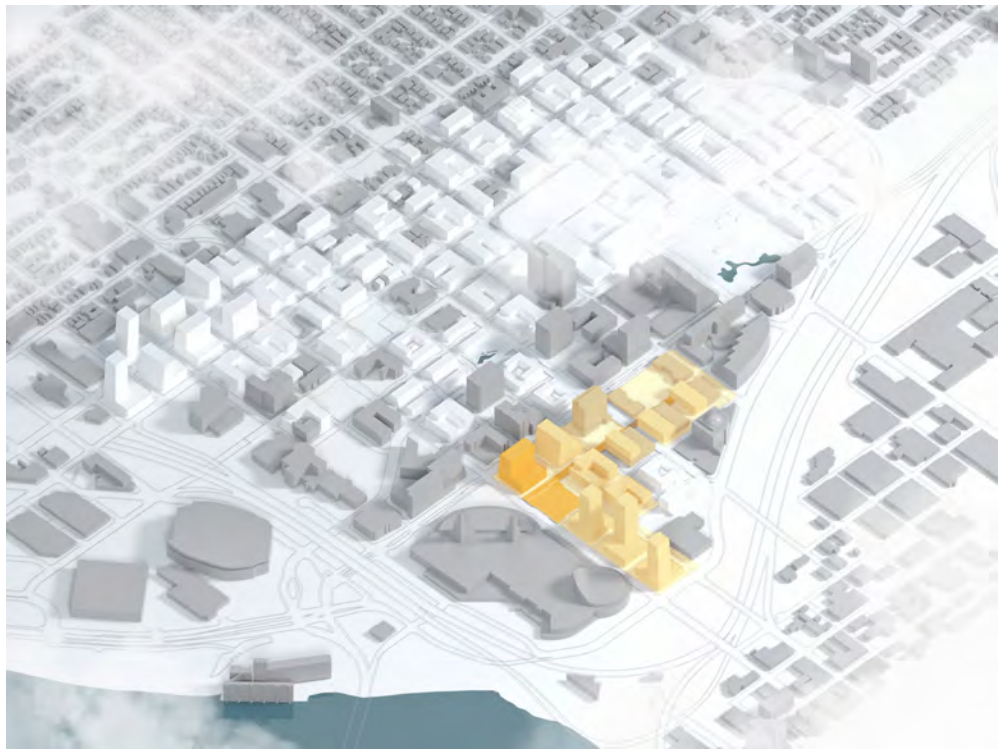


FIG. 59
Phasing Diagram



LLOYD FOR A NEW GENERATION: CHELSEA KIGHT + PHEBE DAVIS

FIG. 60
Illustrative Plan

Lloyd for a New Generation responds to a rigorous analysis of the Lloyd's connectivity and traffic patterns. The proposal places high-density housing along the Green Loop and Grand and Martin Luther King Jr. Boulevards in order to maximize transit options for residents. Multnomah and Halsey Streets become heavily-planted greenways that provide east-west connections across the district. The current mall site becomes an entertainment district oriented toward outdoor activities. The proposal imagines a large concert venue and park at its heart, which doubles as an

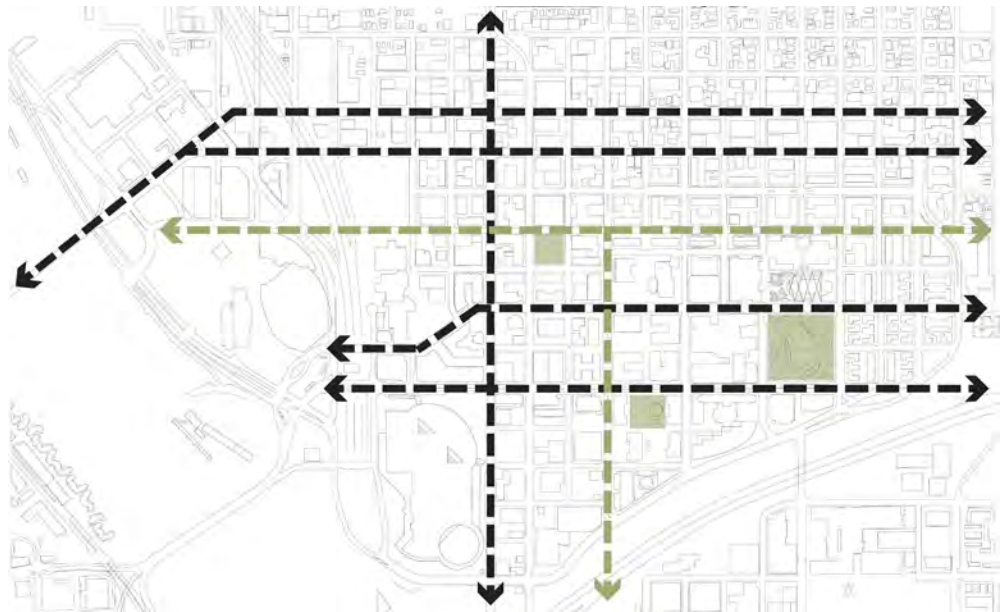
ice rink in winter months. Adjacent to the park is a "parket," or park-market, which activates the streetscape and provides low-barrier opportunities for commerce. Secondary axes along Hassalo Street and Broadway continue to build on existing residential and commercial amenities, respectively.

Transitional pavers that blend the edges of streetscape and landscape reinforce the fluid and multi-seasonal nature of the central entertainment district. The proposal carefully considers activation throughout the day as well as throughout the year.

FIG. 61
Opportunities and
Constraints Diagram



FIG. 62
Major Accessways
Diagram



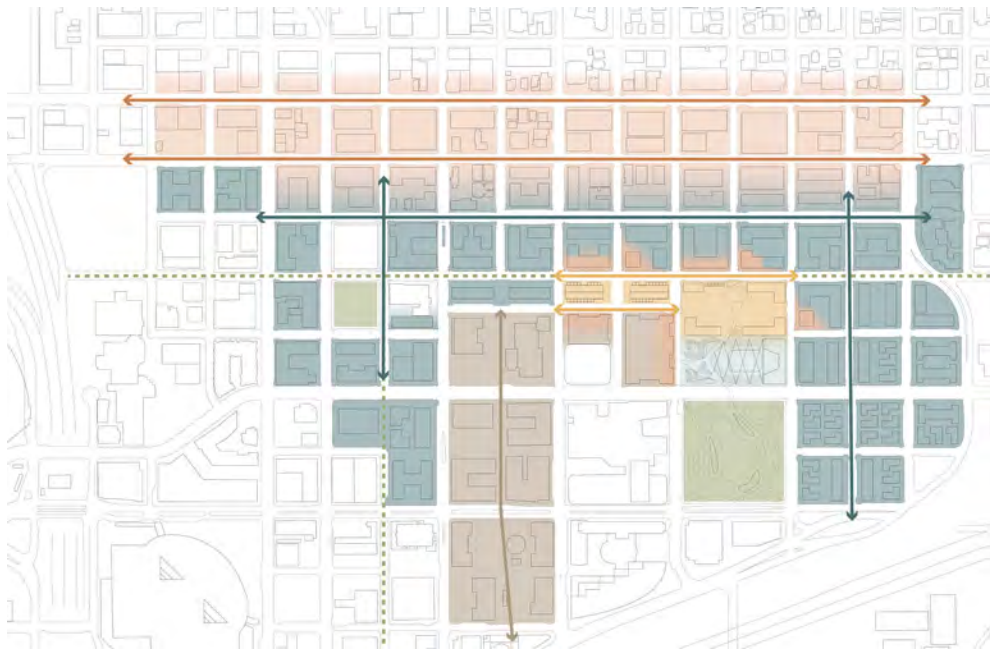


FIG. 63
Use Diagram

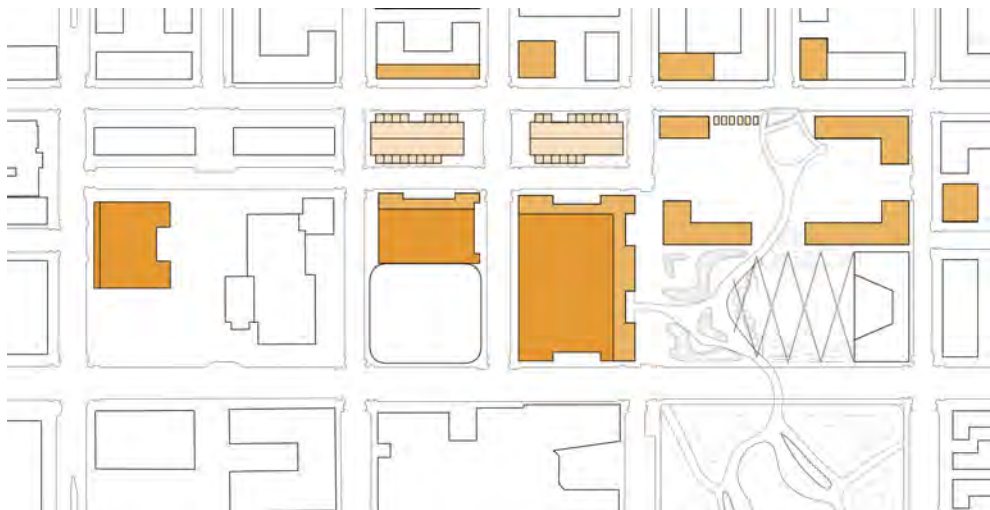


FIG. 64
Wealth Creation
Diagram

Approach + Narrative

- Increases diversity through high-density housing
- Provides mixed-use, multi-season venue that invites a variety of Portlanders
- Pays homage to the mall through nods like a new ice rink

FIG. 65

Enlarged plan showing
entertainment park and
“parket”



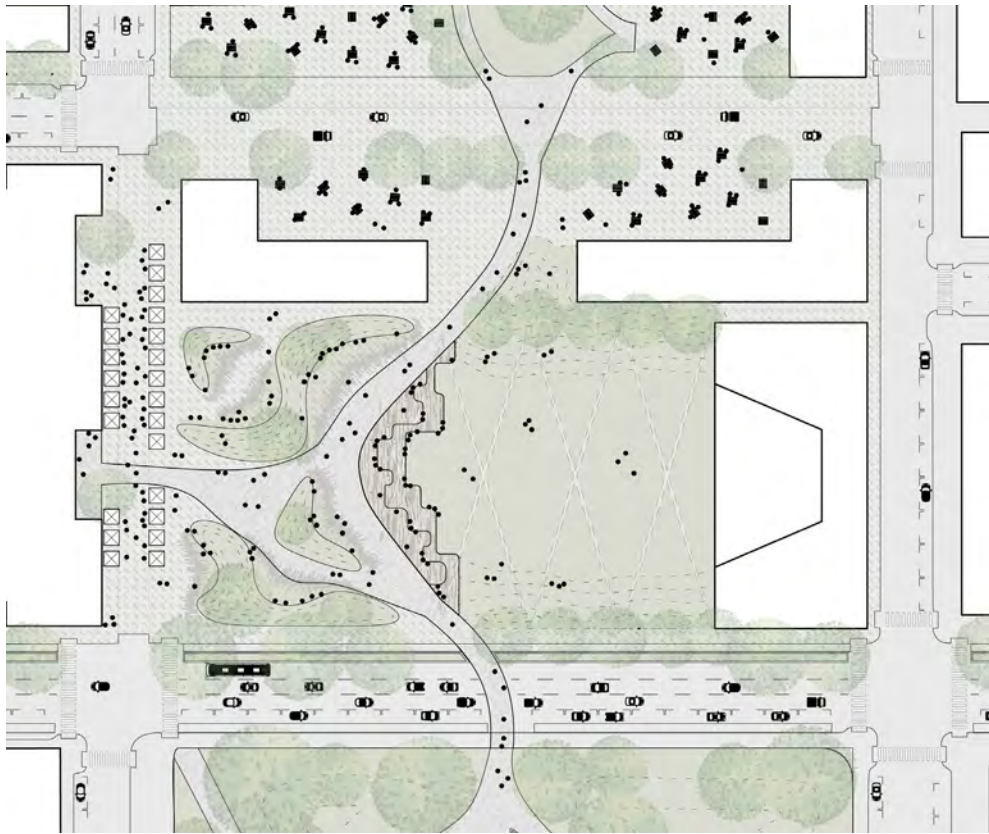


FIG. 66
Entertainment park
activation during market

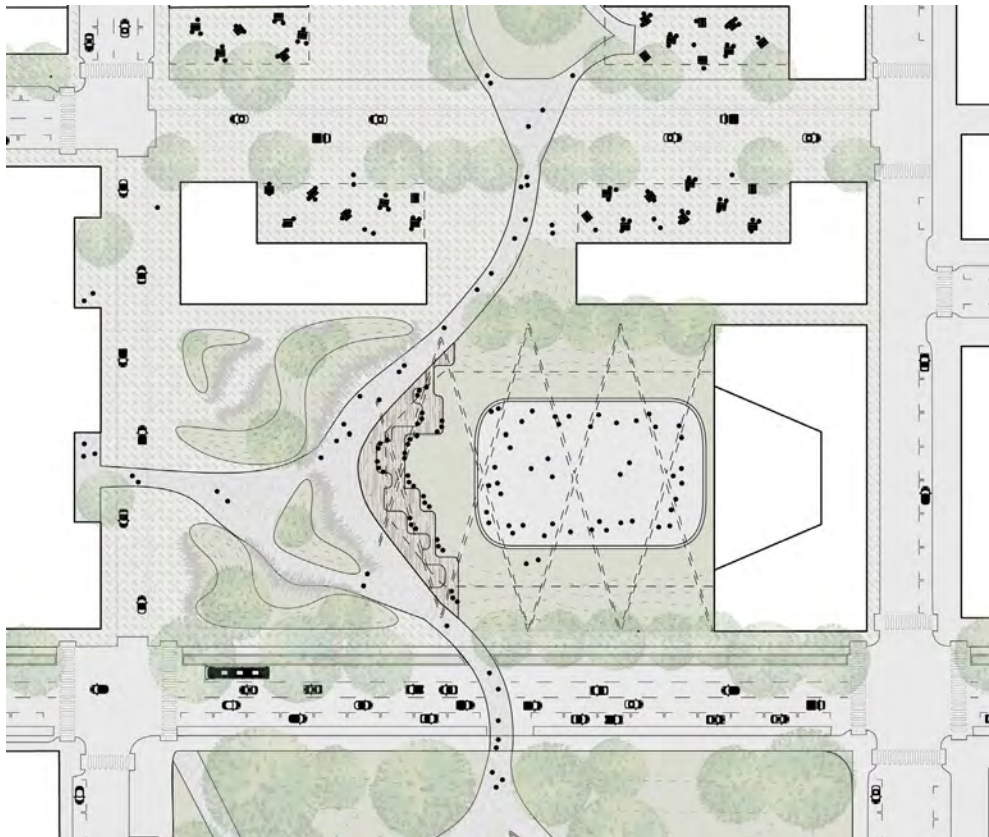
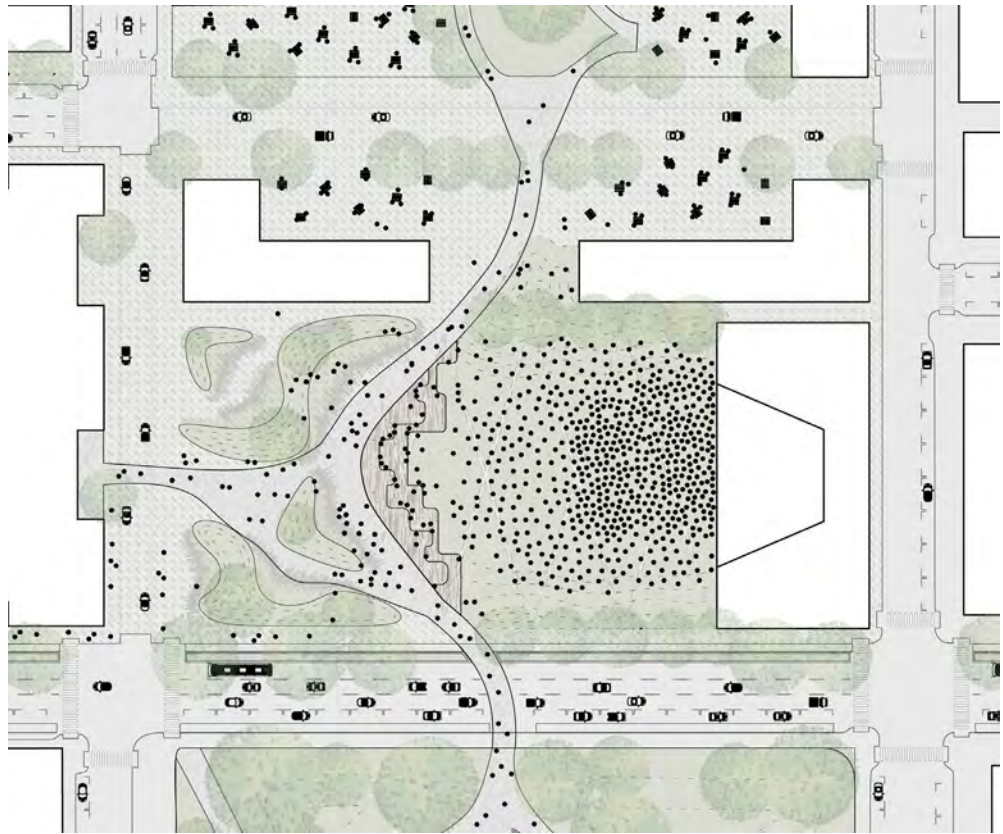


FIG. 67
Entertainment park
during ice skating

FIG. 68
Entertainment park
during concert



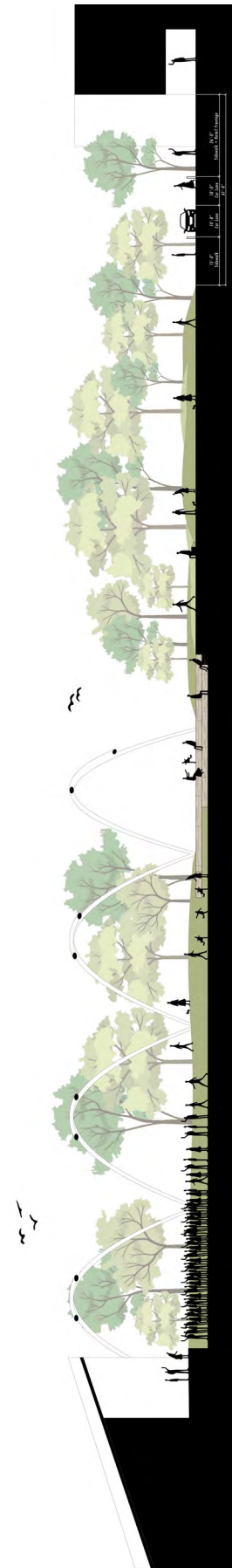


FIG. 69
Section through
Entertainment park and
retail space

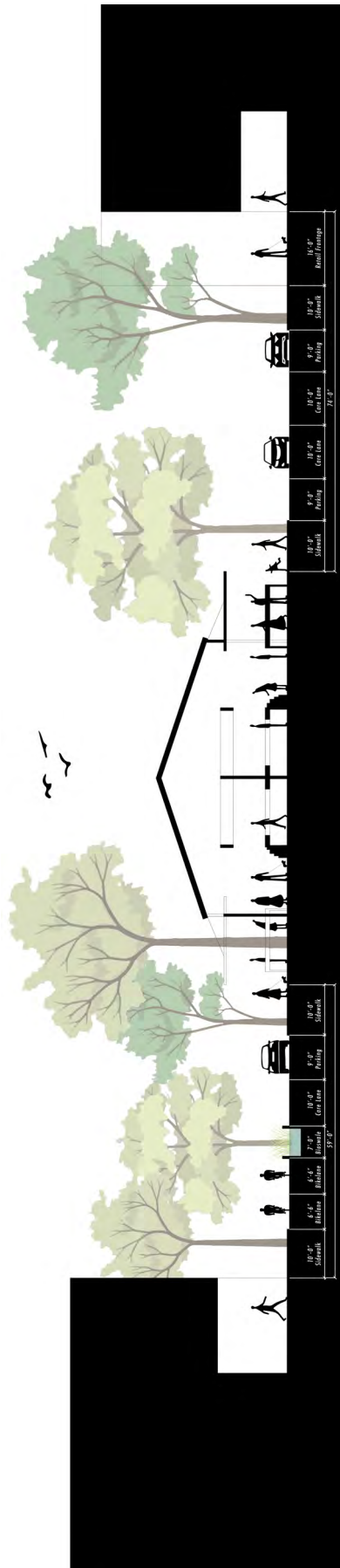


FIG. 70
Section through Parket

FIG. 71
Enlarged Plan showing
venue and beer garden





FIG. 72
Section through
commercial street



FIG. 73
Section through
beer garden and
entertainment park

Primary Design Decisions

- Places high-density housing along highly-connected streets and the Green Loop
- Creates an outdoor “park-market” that offers Portlanders low-barrier commercial opportunities
- Places multi-season outdoor venue on current mall site, reimagined as outdoor theatre in warm months and an ice rink in winter

FIG. 74

Tectonic plan showing paving/vegetation gradient





FIG. 75

Perspective showing
park bench framed by
gradient paving

FIG. 76
Seating area in
entertainment park



FIG. 77
Perspective showing
shared street



Secondary Decisions + Details

- Uses transitional pavers to blend the parket, park, and venue into a continuous space
- Contributes to the momentum of current development projects along Hassalo

LIGHTING THE LLOYD: NICK MEYER + STEVEN CAGLE

FIG. 78
Illustrative Plan

Lighting the Lloyd envisions a three-node approach to activating public space. The current mall space becomes an outdoor entertainment district with a redesigned Holladay Park as its southern gateway. At the north end of the entertainment district, Broadway and Weidler Streets support a denser commercial corridor. An existing electric substation toward the west edge of the Lloyd District transforms into a park supported by the Green Loop and made friendly to pedestrians by a woonerf-style shared street.

The scheme recognizes that the Lloyd Center harbors fond memories for many Portlanders who may now feel unsafe or disinterested in the district. The proposed entertainment

district acts as a renewal of this spirit that engages the street rather than turns away from it. The extensive use of lighted pathways and play features helps to unify the district's amenities, serves as a wayfinding technique after dark, and harmonizes with the nighttime entertainment offerings of the nearby Rose Quarter.

Approach + Narrative

- Recognizes Lloyd Center's past as a place for gathering and seeks to recreate it for new generations of Portlanders
- Maintains and increase streets' permeability and green space
- Uses light as an experiential and wayfinding tool

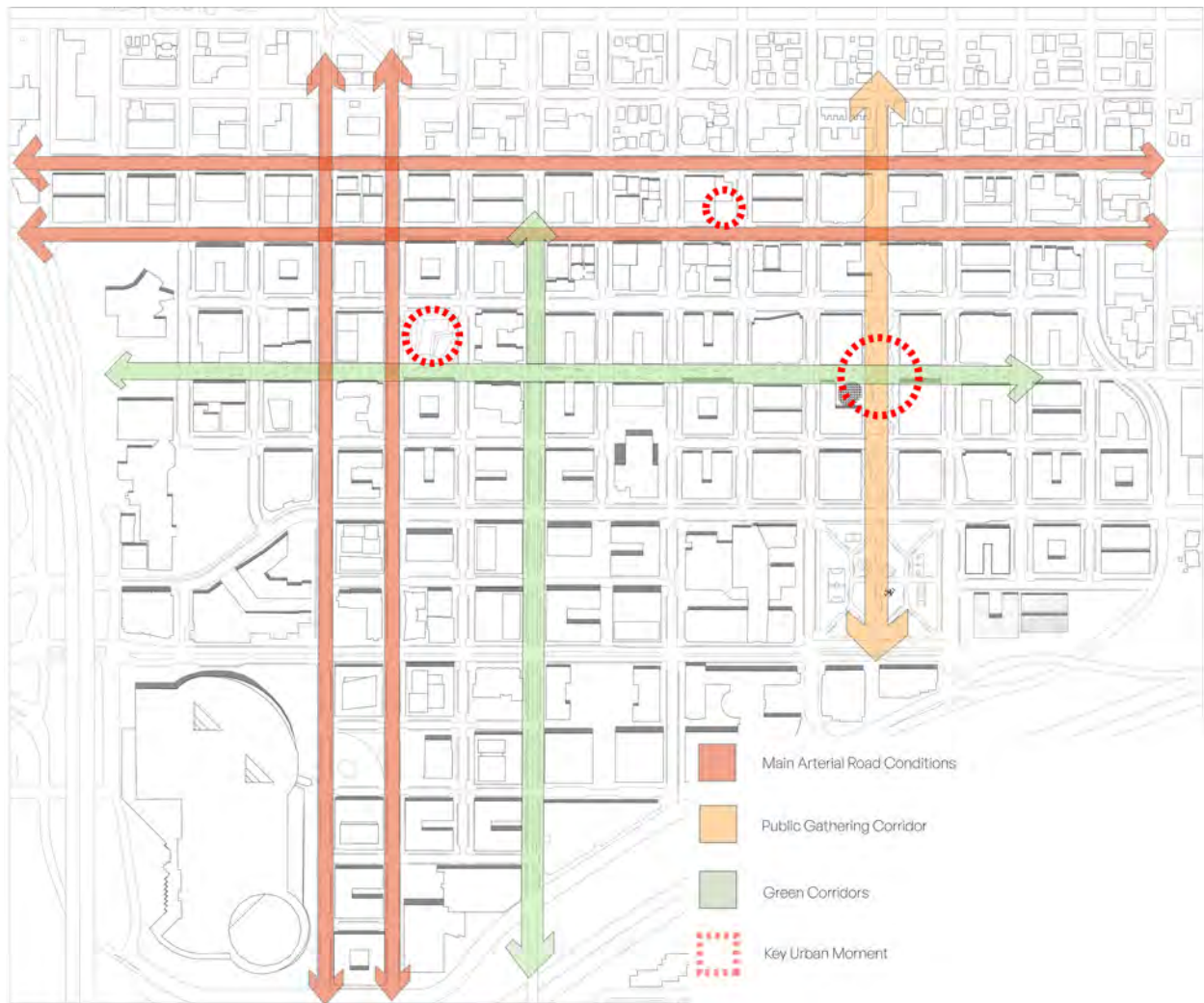


FIG. 79
Parti diagram



FIG. 80

Use diagram

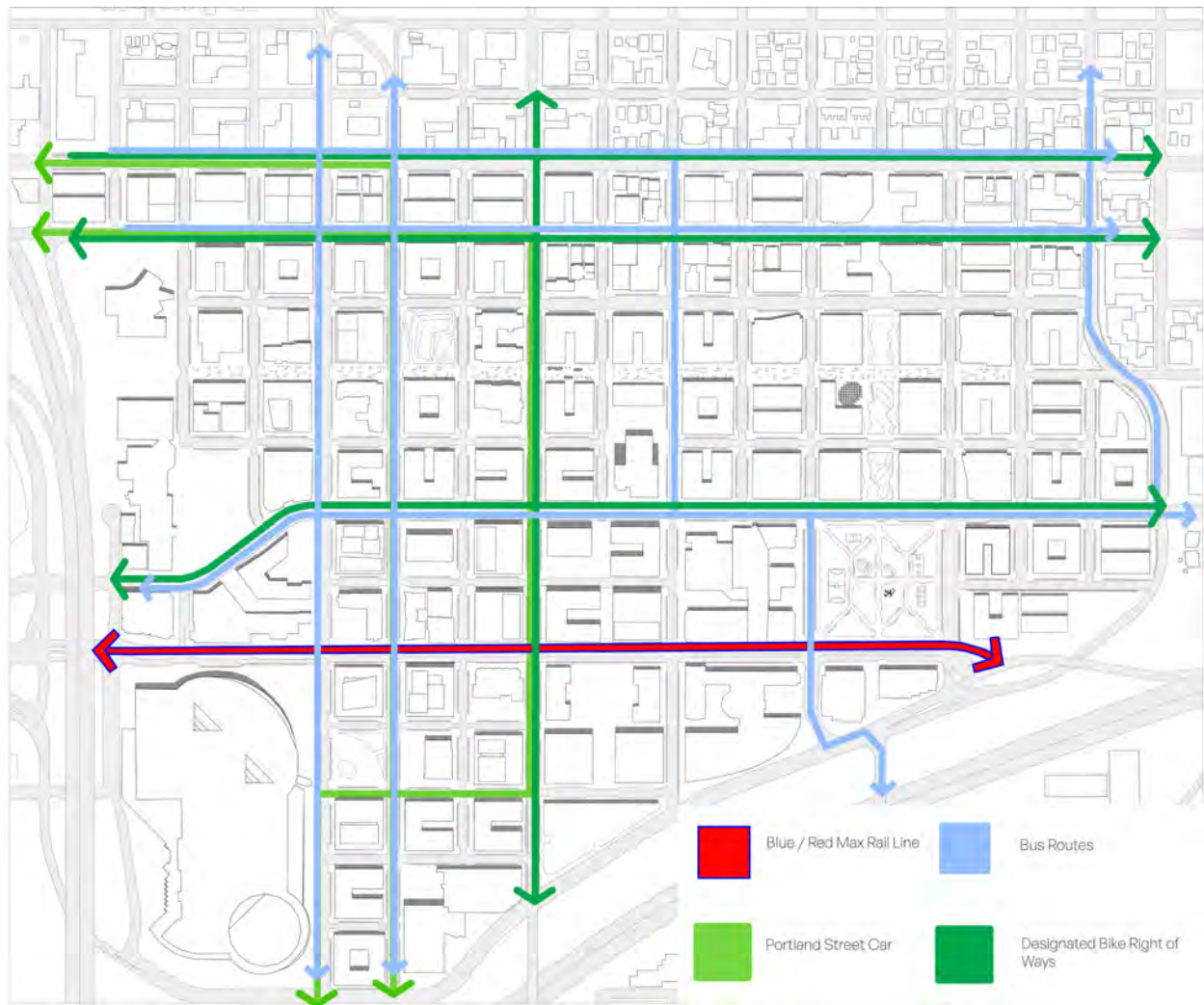


FIG. 81
Transportation diagram



FIG. 82

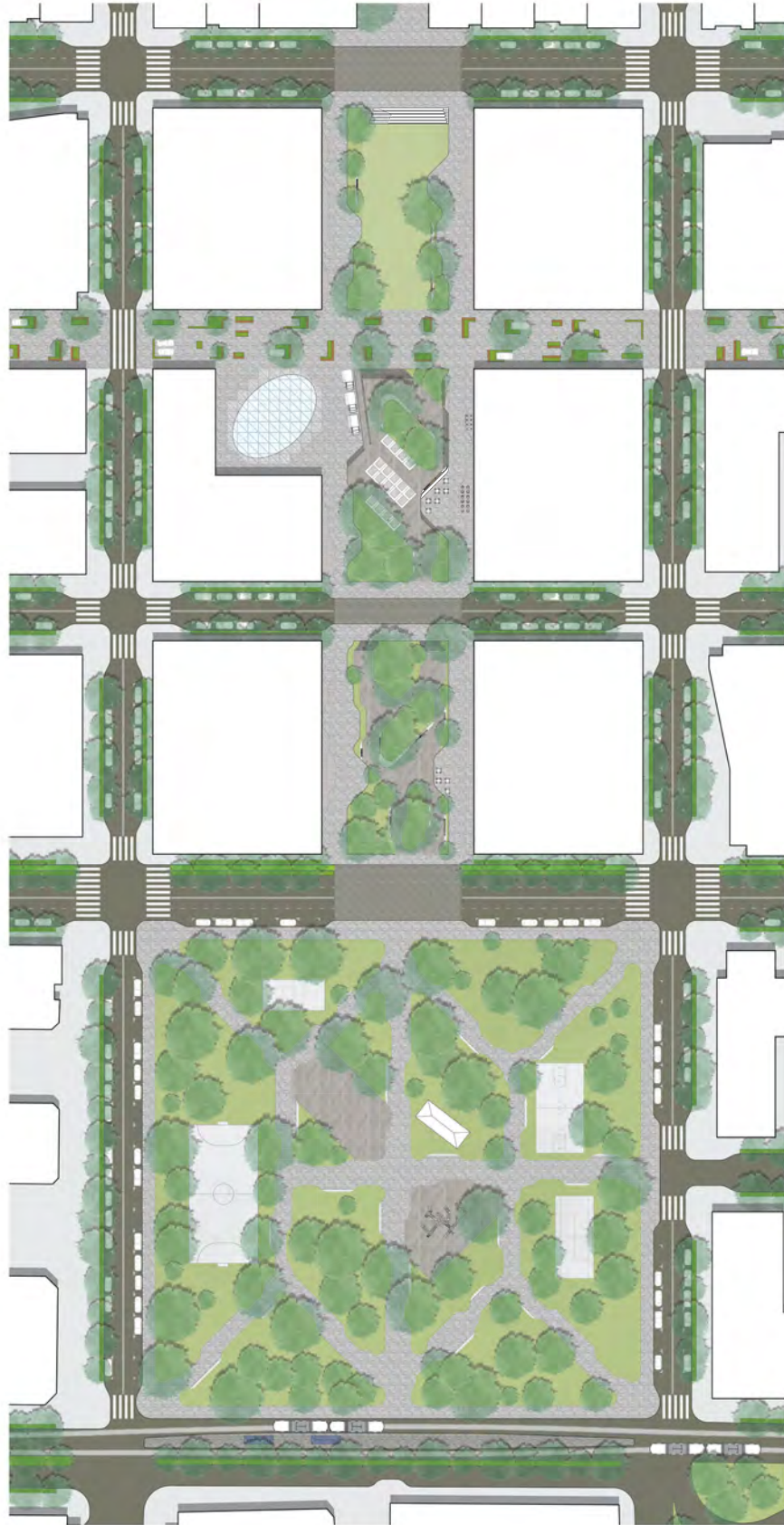
Green Space diagram

Primary Design Decisions

- Primary design decisions
- Replace mall experience with entertainment district
- Develop dense commercial district along Broadway and Weidler Streets north of the entertainment district
- Create a park around existing substation to support woonerf-style shared streets

FIG. 83

Enlarged plan showing
Entertainment District



Plan of Entertainment District

1" = 100'



FIG. 84
Section through
Entertainment District

FIG. 85
Entertainment District
Perspective

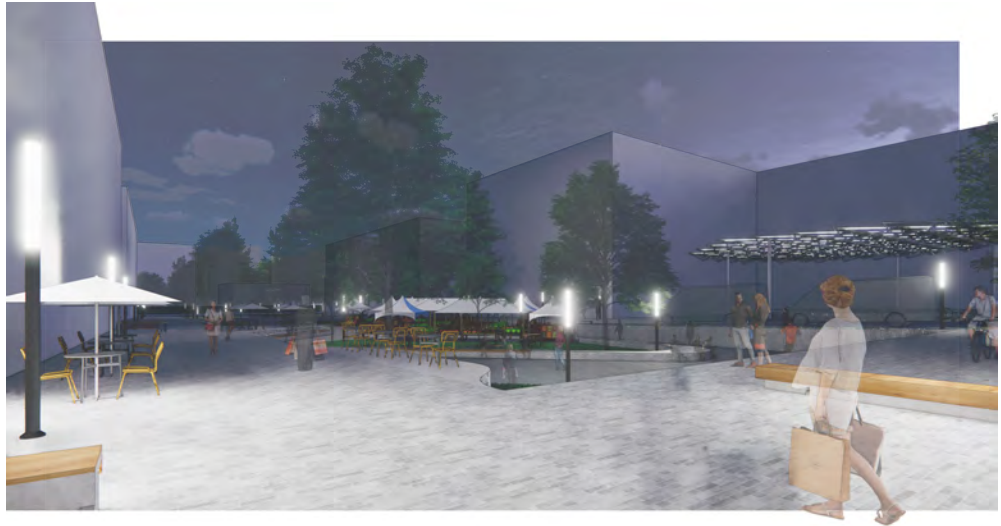


FIG. 86
Enlarged plan showing
Green Loop



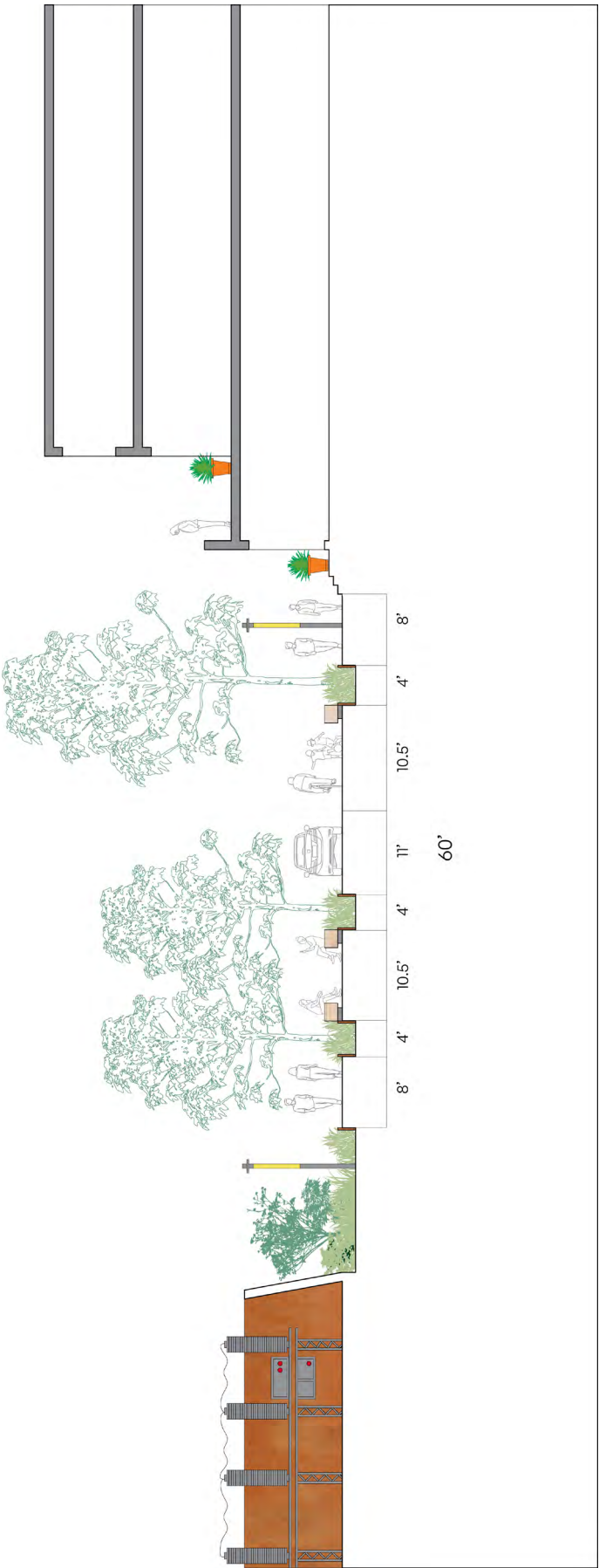
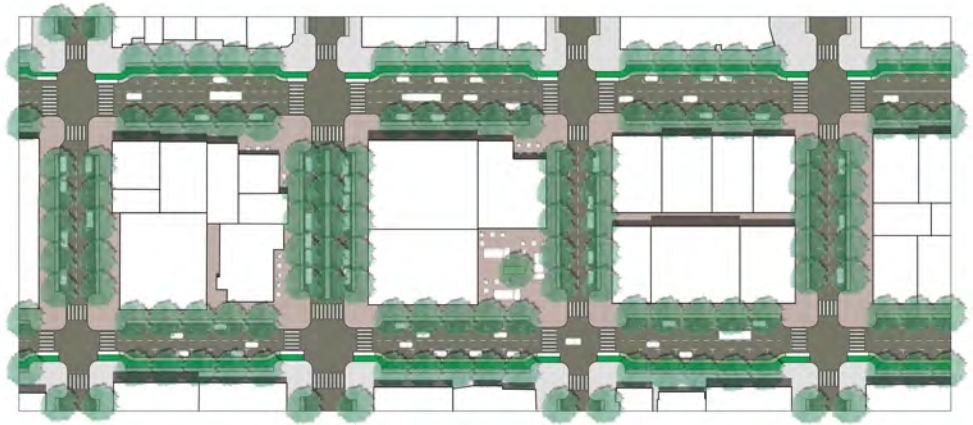


FIG. 87
Section through Green
Loop

FIG. 88
Perspective from Green
Loop



FIG. 89
Enlarged Plan showing
Broadway and Weidler
corridors



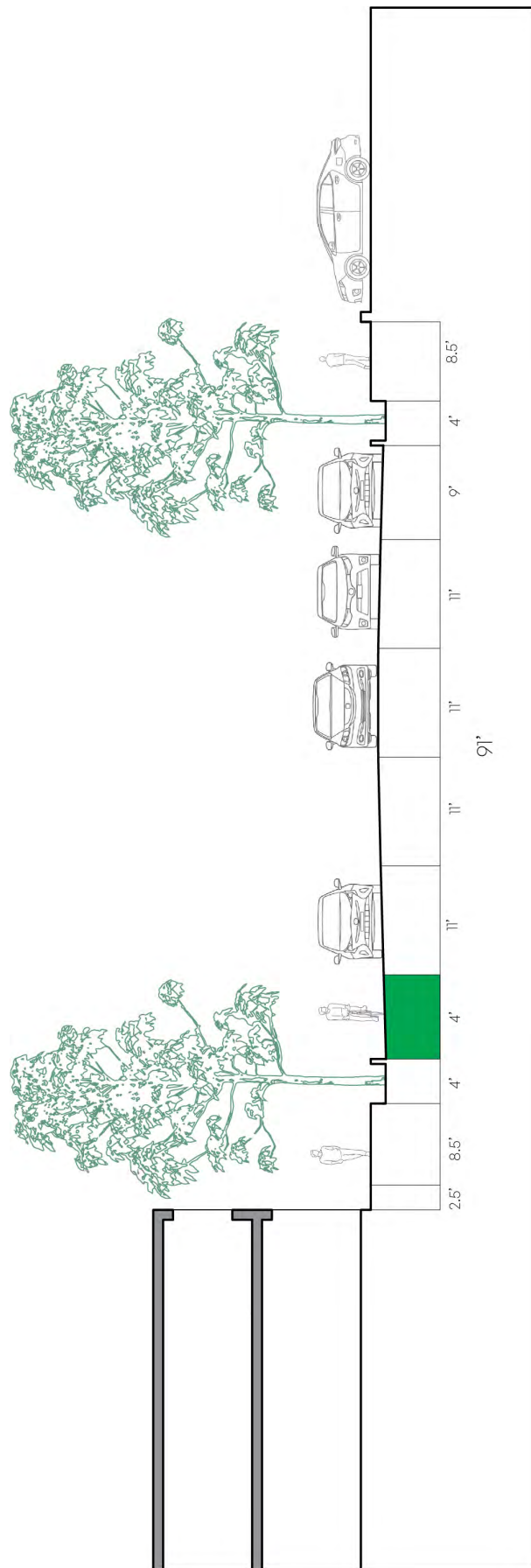


FIG. 90
Section through
existing Broadway
corridor

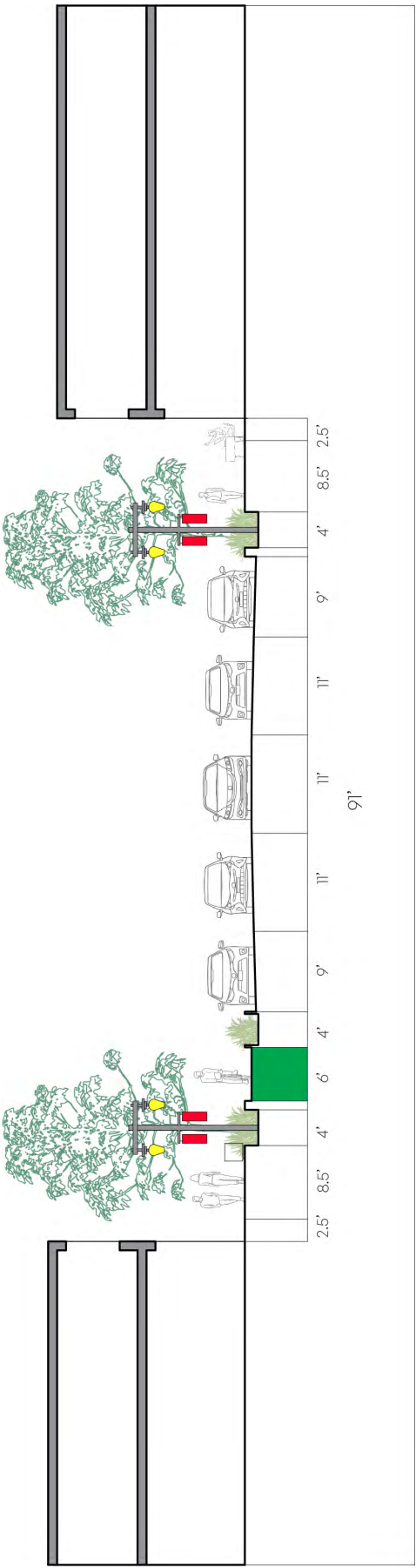


FIG. 91
Section through
proposed Broadway
corridor

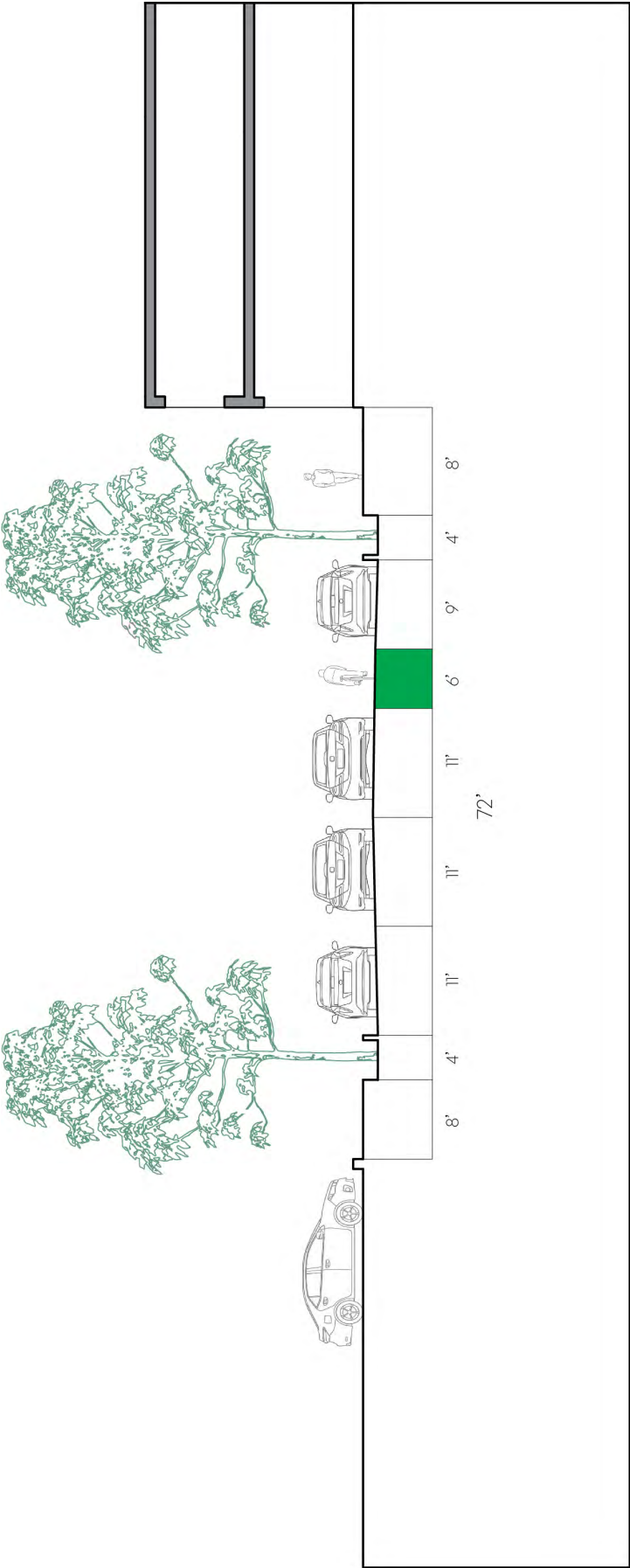


FIG. 92
Section through
existing Weidler
corridor

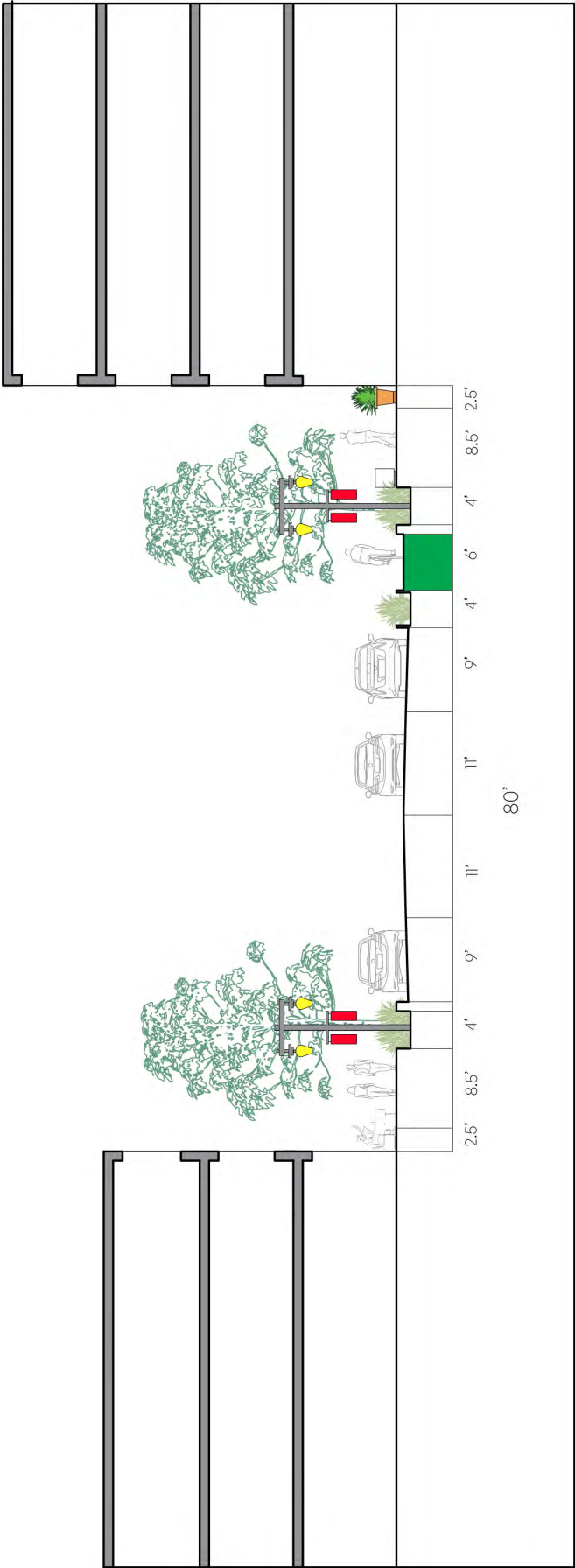


FIG. 93
Section through
proposed Weidler
corridor

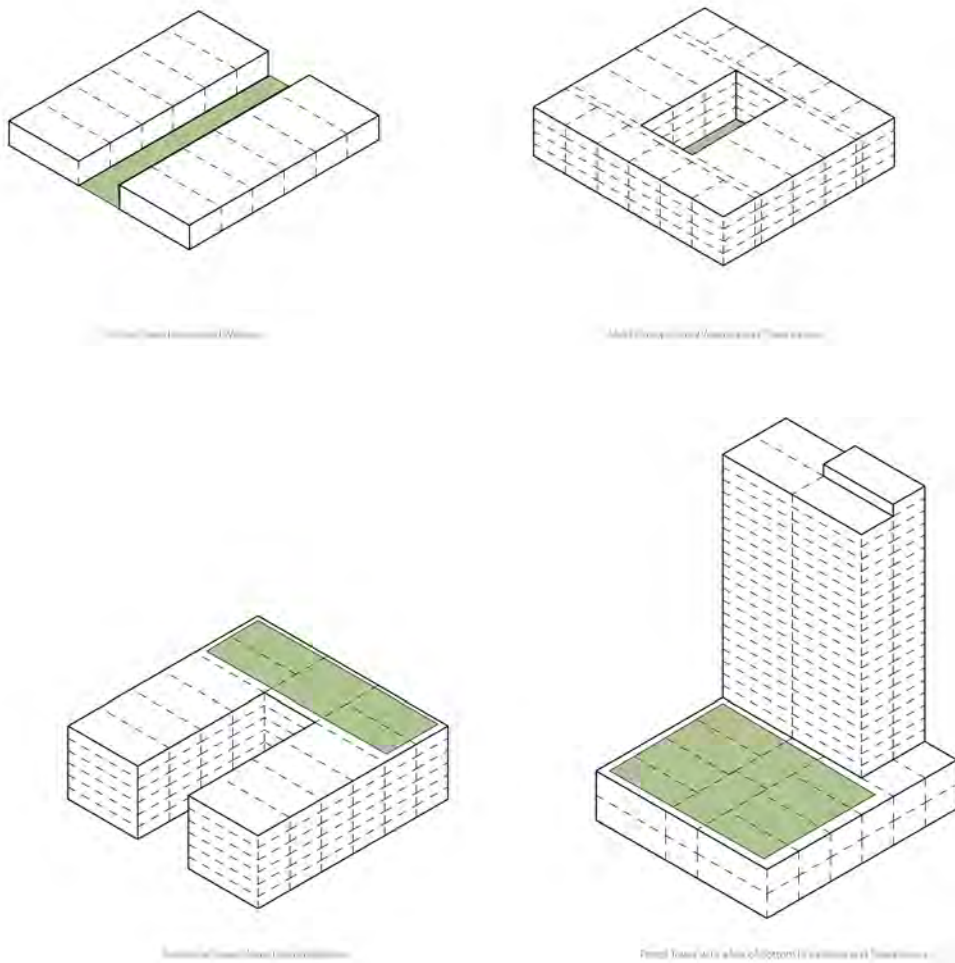


FIG. 94

Example housing typologies

Secondary Decisions + Details

- Secondary decisions + details
- Use lighted pathways and playful light features to engage and support pedestrians
- Restore Portland block size where possible

RESILIENCY: SUMMER EMIKO STEPHENS + SOFIA CHAVEZ

FIG. 95

Illustrative Plan



Resiliency imagines the Lloyd District as five distinct yet symbiotic zones. Each neighborhood showcases a different resilience strategy that encompass environmental, social, and economic issues. Specifically, these zones address the need for socio-economic diversity through family-oriented amenities (Intergenerational Neighborhood), high-density development with start-up spaces (Opportunities Neighborhood), and ample public space with diverse offerings (Roseway Neighborhood). Neighborhood commercial strips and recreation areas round out the zones and help unify the district as a whole.

The proposal carefully considers access and experience for a variety of users. For example, the Intergenerational Neighborhood includes a footpath network that allows

children and elderly residents to access greenspace and businesses without crossing heavily-trafficked roads. The Opportunity Neighborhood likewise provides spaces for entrepreneurs to test out business ideas without the constraints of a large brick-and-mortar space. Resilience strategies unify the district and include sustainable streetscape features, cooling stations, and childcare networks.

Approach + Narrative

- Establish unique zones within the district that respond to different socio-economic issues
- Unify the district with shared strategies for environmental, social, and economic resilience
- Imagine a variety of residents/users and respond to their needs in a holistic way



FIG. 96

Neighborhoods map



FIG. 97

Resilience word map

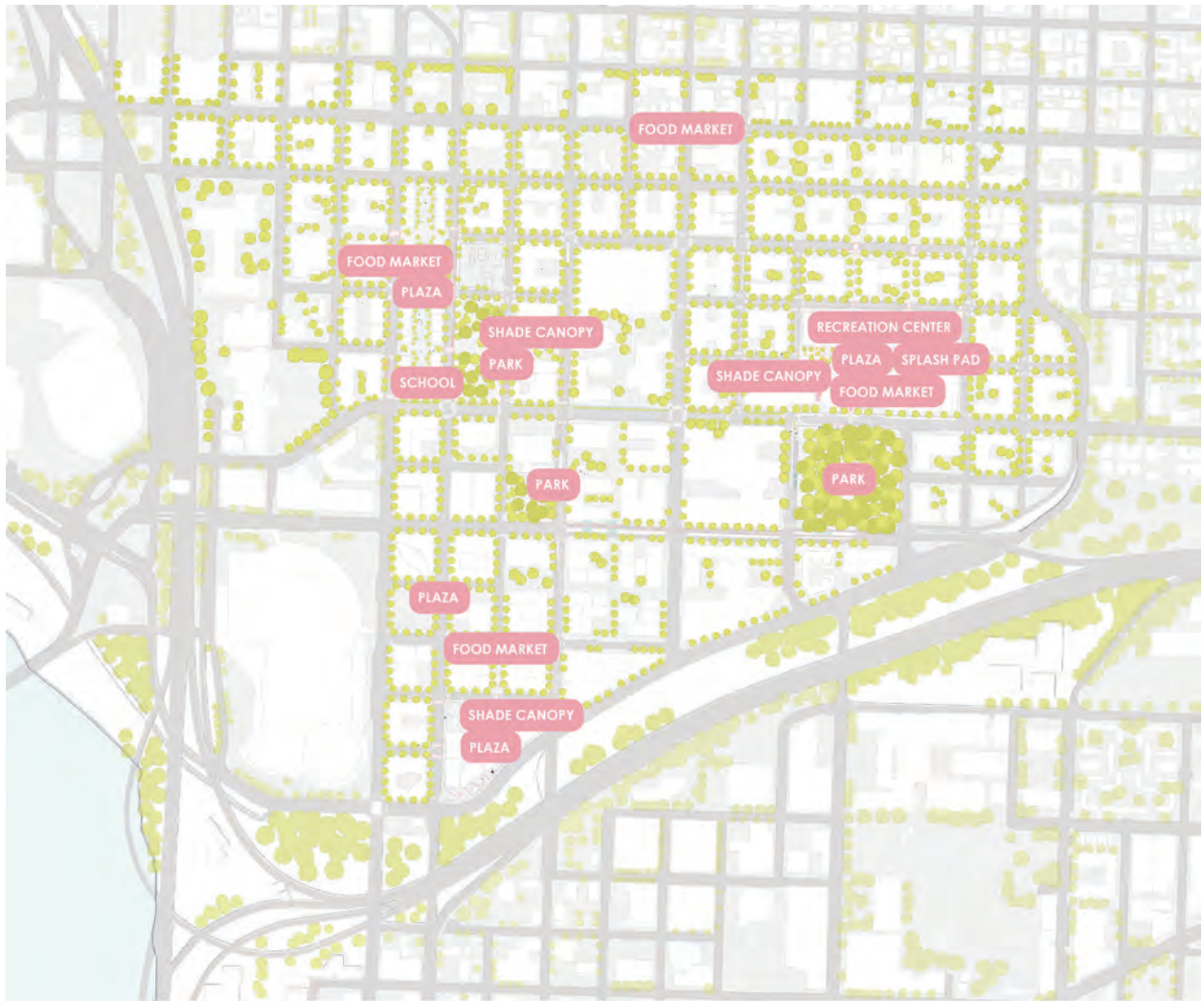


FIG. 98
Social Resilience Strategies diagram

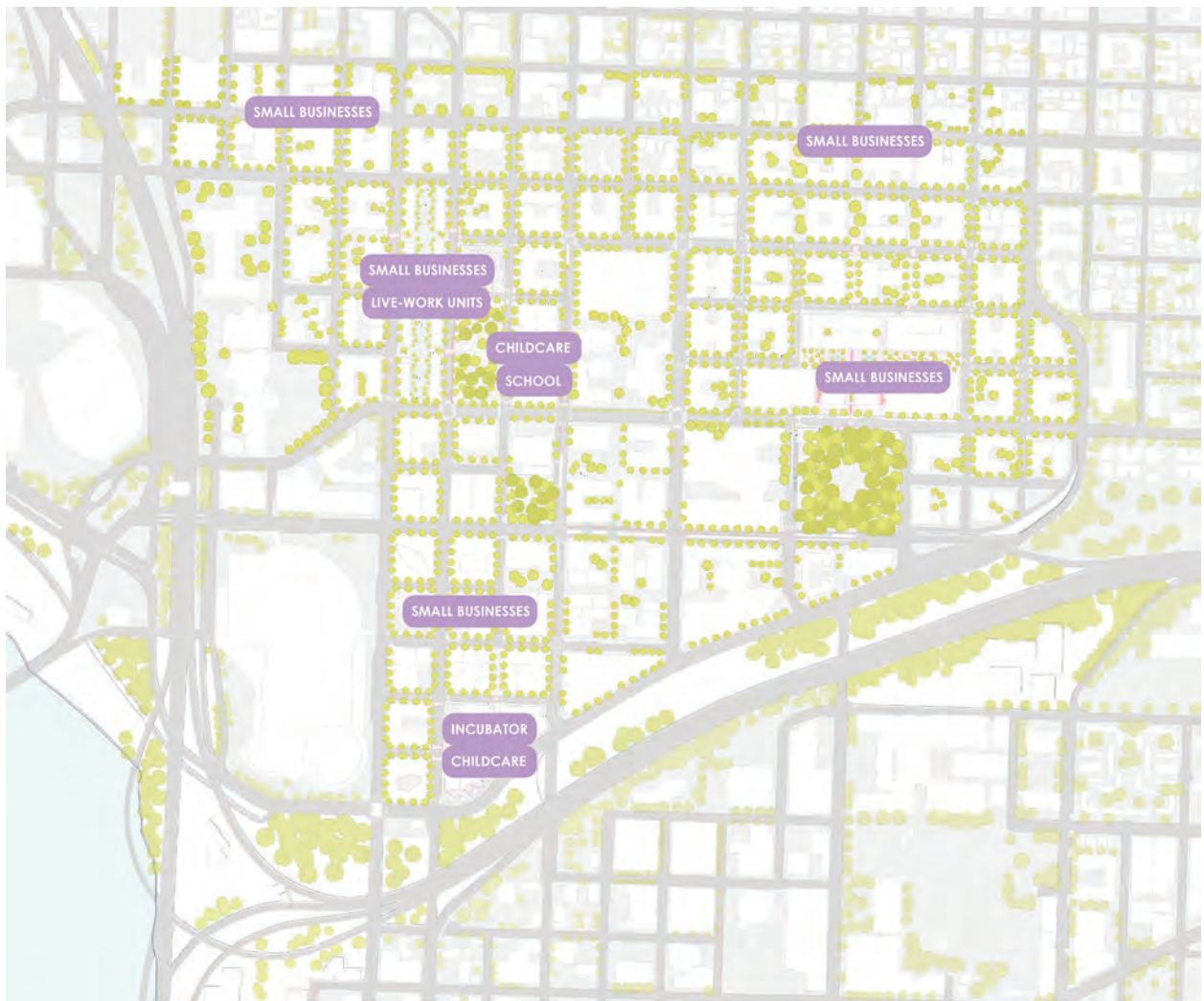


FIG. 99

Wealth Creation diagram



FIG. 100
Environmental Sustainability diagram

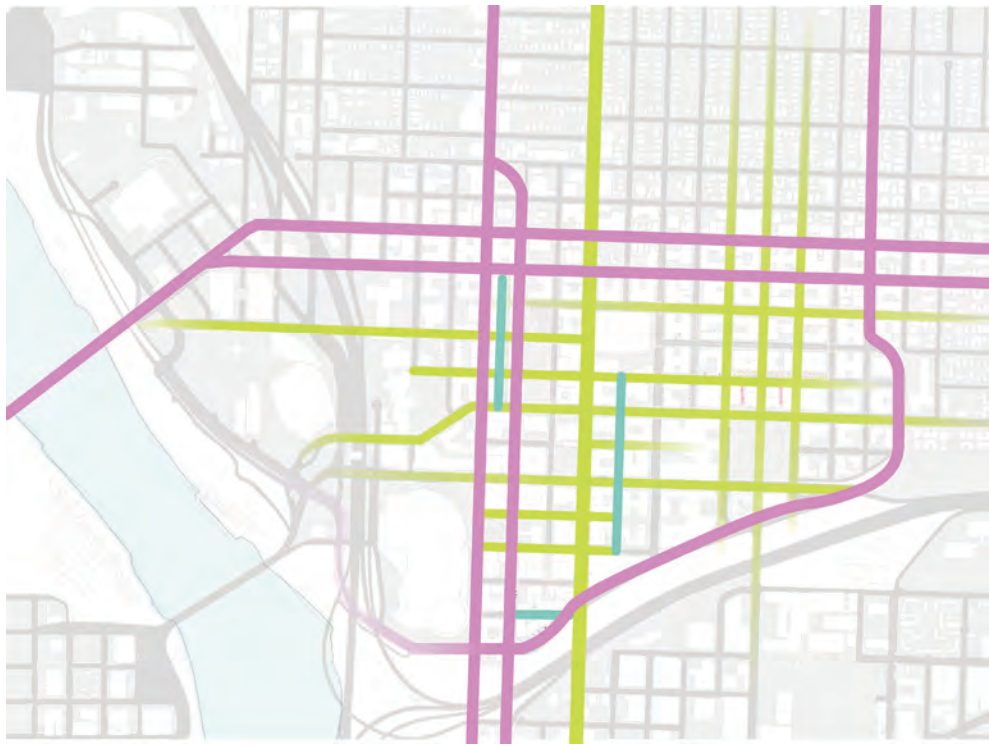


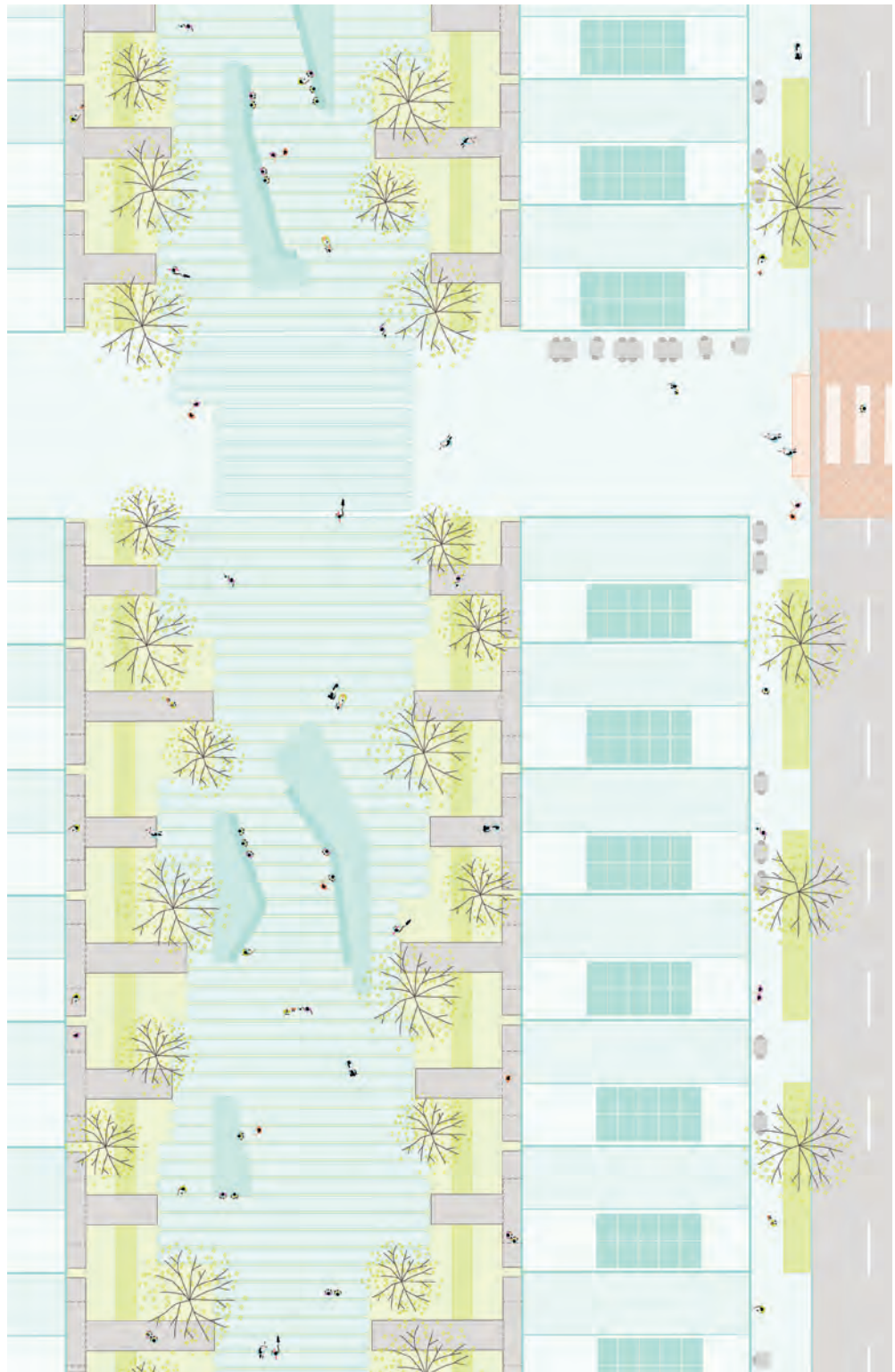
FIG. 101
Network map

Primary Design Decisions

- Develops five distinct neighborhoods: Intergenerational, Opportunity, Roseway, Commercial, and Recreation
- Creates green space, commercial opportunities, and public venues
- Unifies neighborhoods with resilience amenities such as cooling stations, start-up spaces, childcare facilities, and pedestrian pathways
- within each neighborhood to support residents

FIG. 102

Enlarged Plan showing
Intergenerational
Neighborhood footpath
network



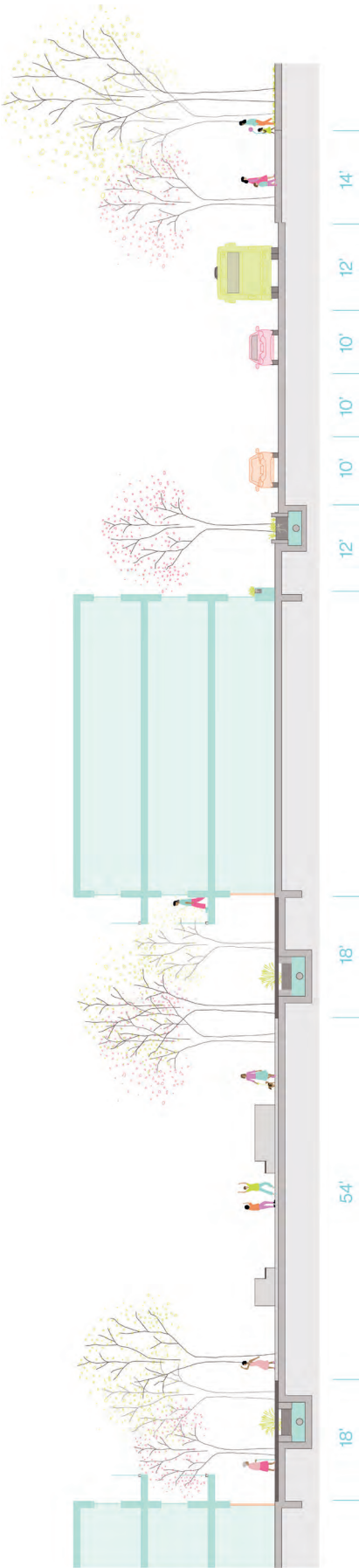


FIG. 103
Section through
intergenerational
neighborhood

Street Stories

Leo, Resident and Father

"I love living here at these live-work residences. We had a hard time finding anything comparable in Portland. There is a recreational park next to us and school is only a couple minutes away, too! My son is learning to ride his bike in the footpaths on the weekends and taking a loop around the park. I'm so excited to see him ride on his own, theres a dedicated bikeway leading to the school that will make his trips safe and comfortable."

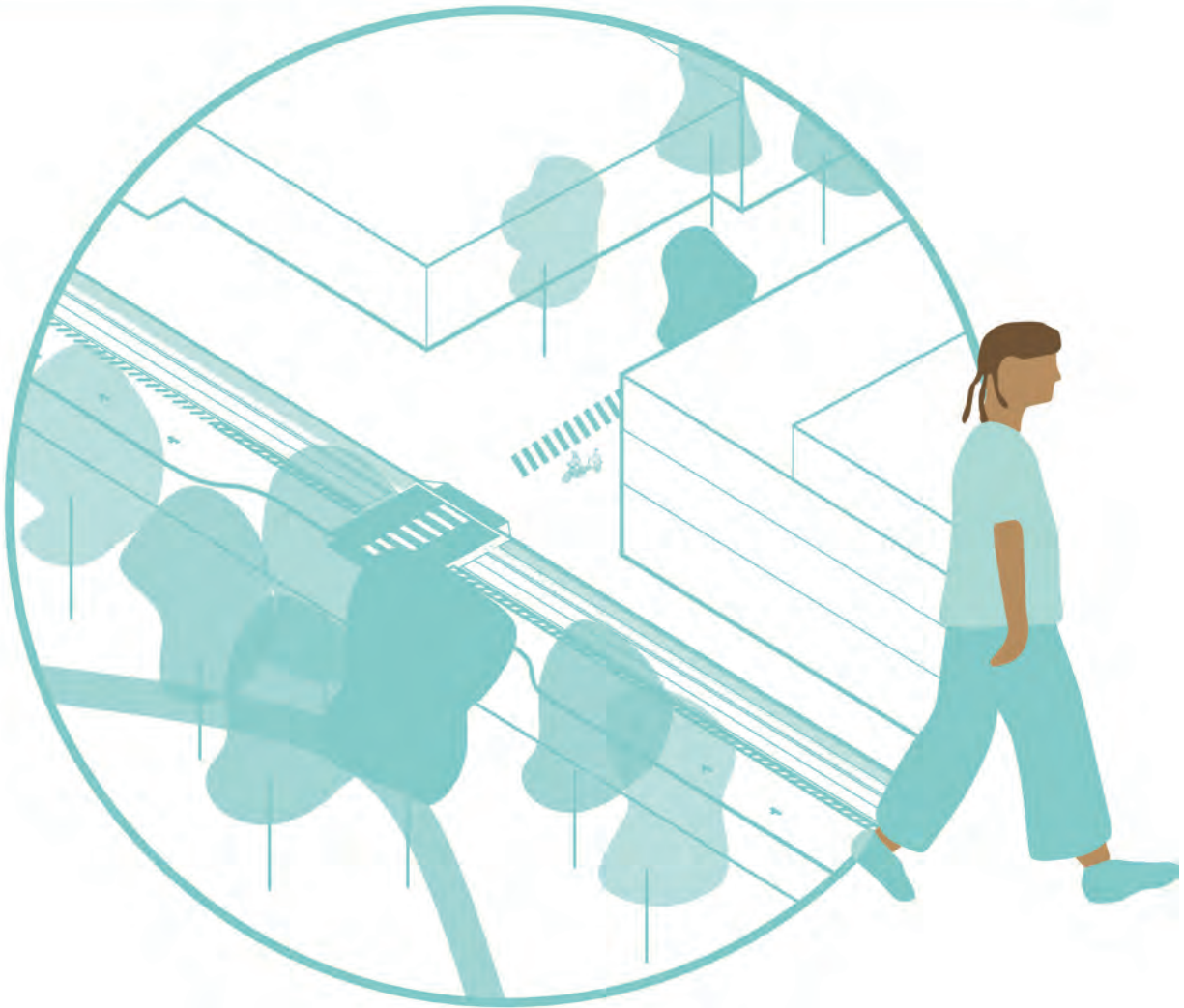


FIG. 104

Intergenerational Neighborhood street story

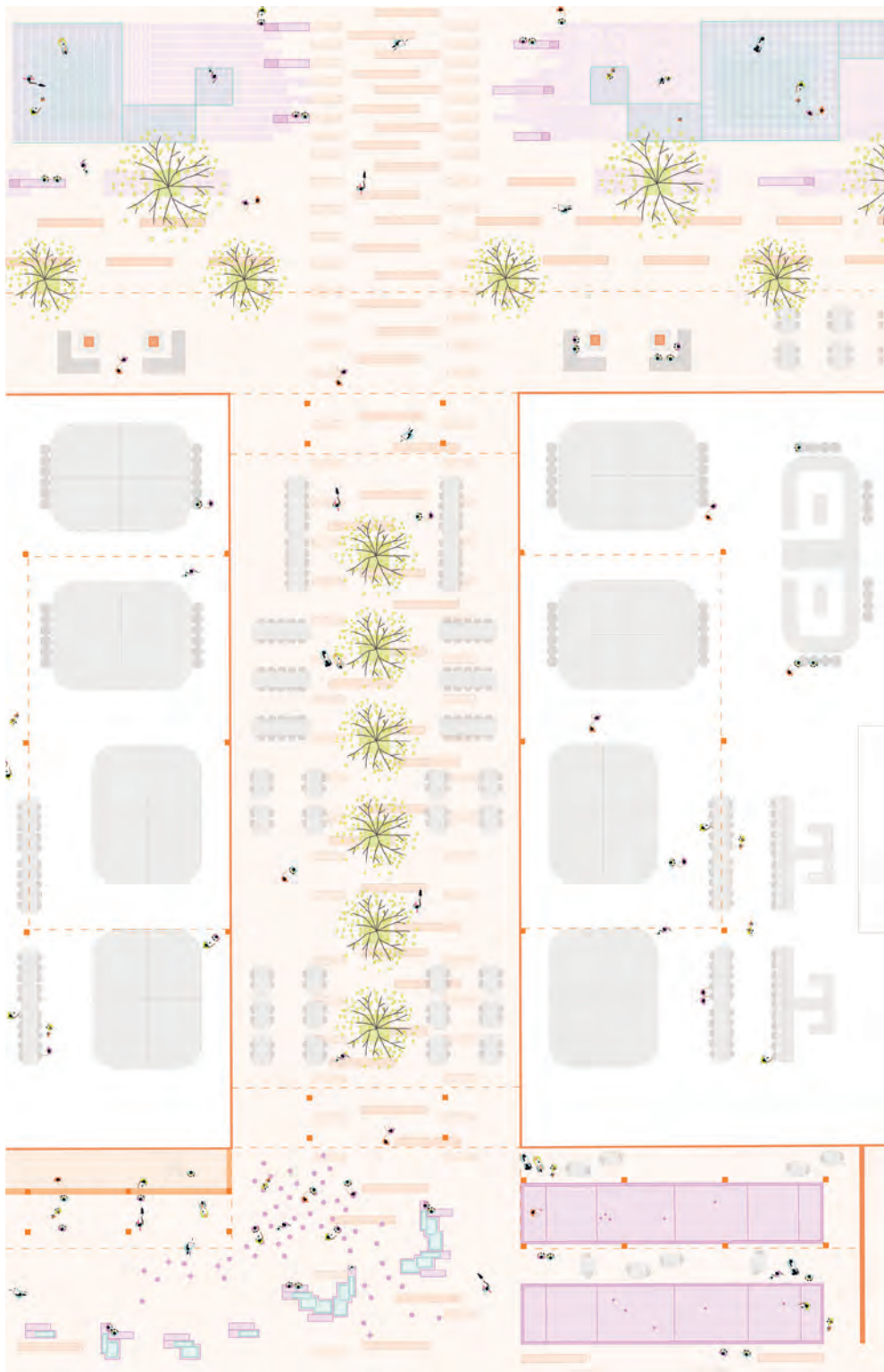


FIG. 105

Enlarged Plan showing
Roseway neighborhood
market hall

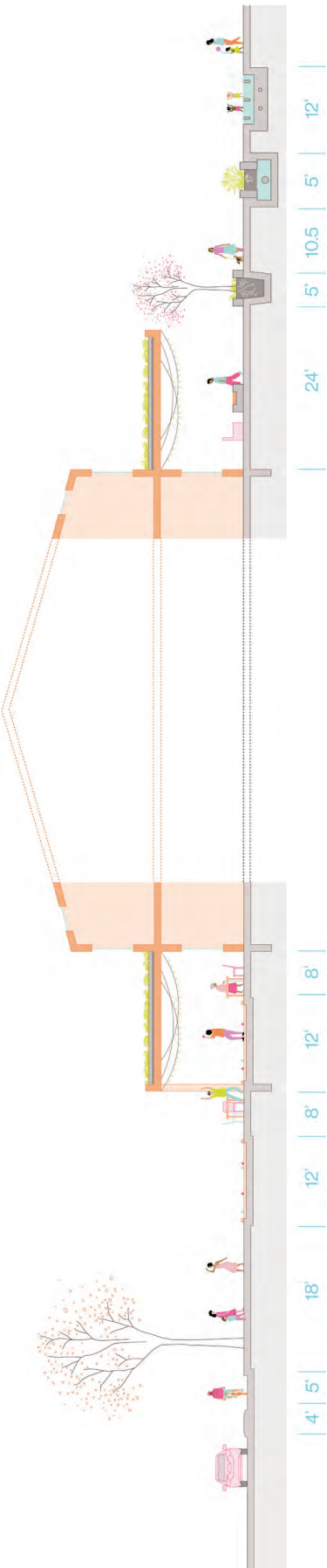


FIG. 106
Section through
Roseway neighborhood

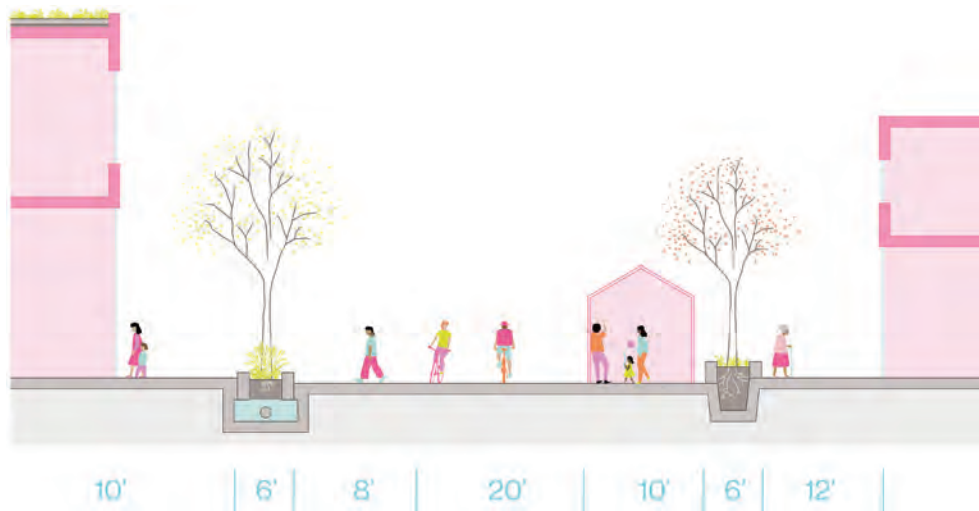


FIG. 107

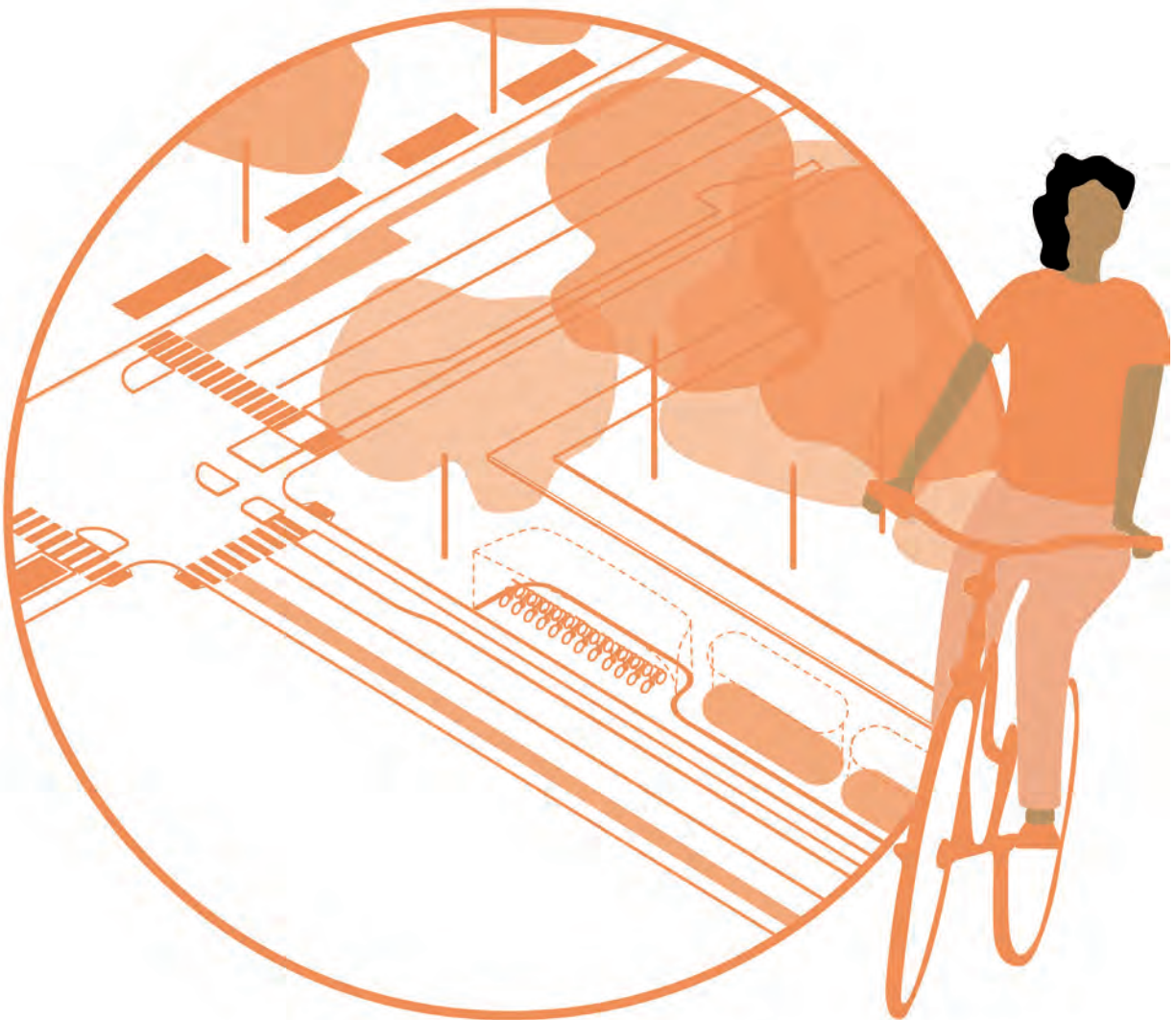
Section through Opportunities neighborhood

Secondary Decisions + Details

- Significantly densifies the district through mixed-use infill developments
- Establishes educational campus in Intergenerational Neighborhood
- Activates public space in Roseway Neighborhood with market hall, local businesses, and community spaces

Street Stories

Naomi, High School Student



"I love going to Roseway after school with my friends to grab snacks and run errands together. Roseway is such a quick walk over from Benson Polytechnic High School which is convenient, especially since there's not many other places for us to hang out around here. Sometimes we'll go ice skating there or when the weather is nice we'll rent a city e-bike from the Holladay mobility hub and explore the area."

FIG. 108
Street Stories

Street Stories

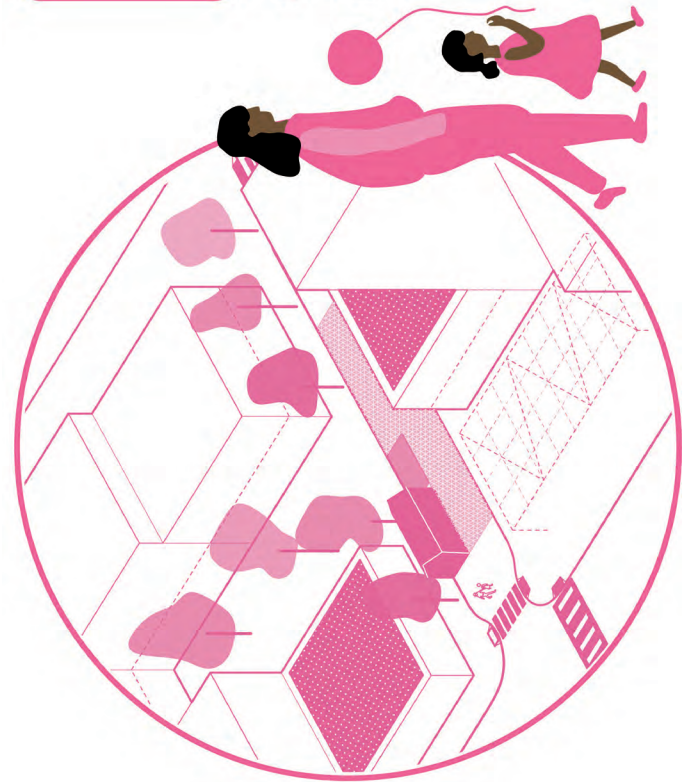
Solveig, Tourist

"I came here a few years ago and stayed at a hotel nearby, and wow has this area changed! I love that there are so many shops, eateries, and local businesses here bustling with life. I don't need to travel far to have a great and relaxing day on my vacation. But when I do want to check out some other areas in Portland, the connectivity is amazing!"



FIG. 109

Street Stories



"I appreciate how easy it was to get her covid-19 shot here. There's a pop-up clinic outside the Business Incubator so I barely had to take any time out of our day to come here and get it done! Yep that's right, I just picked Mira up at the childcare downstairs and came over during my break. Now we're heading to one of the bakeries up the street as a treat because she was so brave!"

Street Story
Pilar, Entrepreneur, and
her daughter Mira

FIG. 110
Street Stories

Conclusion



FIG. 111

Perspective looking
north through Holladay
Park

Ben Janes + Samuel Wylie

The success of the proposals in this report rests on the current potential of the Lloyd District as much as the students' own ideas. The Lloyd's availability of land, transit connectivity, and proximity to the City Center offer favorable conditions for a master plan that can strengthen Portland for generations to come. Additionally, the low residential population of the district helps to alleviate fears of displacement and rapid change.

Students did not hesitate to look beyond the current conditions of the city for inspiration; the continuing impacts of climate change emphasize the importance of environmental resilience. High-density housing, urban ecological networks, and walkable neighborhoods are common to all

proposals as a response to the need for significant structural change within the City. All proposals accept the adoption of the Albina Vision master plan, and acknowledge that the future health of Portland depends on social equity and resilience. Students envision the Lloyd District as a symbiotic neighbor to Albina through resources like low-barrier commercial opportunities, ample public space, and the Broadway freeway cap.

Finally, students recognize that the power of placemaking ultimately rests with people who use the space. This principle informed design decisions at every scale: reprogramming Holladay Park, the reduction surface parking lots, and even the tectonics of a park bench. While the proposals cannot

socially-engineer a successful space, they consider the needs of Portlanders through the lens of urban planning. The Lloyd Center has staying power as a place of gathering and ritual in the City's psyche. Students sought to

protect that spirit while offering a new vision for the district. The result was five distinct proposals that acknowledge the success and shortcomings of Lloyd's past and offer a framework for a resilient and equitable future.

FIG. 112

**District density, before
and after**

Summer Stephens + Sofia Chavez



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