



# THE LLOYD PUBLIC SPACE PLAN





# Foreword

Lloyd is a neighborhood unlike any other in Portland, with large blocks, very few residences and a history of car-centric planning. Home to major visitor attractions like the Rose Quarter, the Oregon Convention Center, and Lloyd Center Mall, Lloyd is a dense business neighborhood that is primarily a place that people visit during the day and leave to go home at night. In recent years, Lloyd has seen several modern mixed-use residential developments. There are currently 2,000 residents in Lloyd, with approximately 1,000 more on the way in the next five years of planned projects. As Lloyd grows and changes from a daytime business district into a thriving, 24/7 livable neighborhood, Go Lloyd wants our public spaces to foster community and show people all that Lloyd has to offer.

Go Lloyd launched as the Lloyd Transportation Management Association in 1994 with the goal of reducing the drive alone rate in the neighborhood and promoting commutes by bike, walking, and transit. Since then we have formed partnerships with hundreds of businesses and employees, launched a successful transit pass discount program, and offered top-notch transportation demand management services to the Lloyd community. After many conversations about conducting more pedestrian counts and studies of the street life in Lloyd, Go Lloyd considered how we could measure our neighborhood's street life vitality and make walking, biking, and transit here more attractive for all who visit or live here. In late 2016, Go Lloyd approached Portland State University's Master of Urban and Regional Planning program to propose a student project.

Lloyd's built environment has gone through tremendous change in recent years and upcoming development has the potential to turn Lloyd into Portland's next destination neighborhood, so we asked +Studio to take on the task of conducting a public life study of Lloyd and creating a plan for both enhancing and activating new and existing public spaces in Lloyd. The result of this is the Lloyd Public Space Plan.

This plan defines a set of recommended strategies for enhancing and activating public spaces in Lloyd that fall within three main themes: Safe Lloyd, Collective Lloyd, and Dynamic Lloyd. We are thrilled with the work that +Studio put into this project and look forward to sharing the recommendations with the broader Lloyd community. Go Lloyd hopes to make the Lloyd Public Space Plan an integral part of planning for the future of this neighborhood, a resource that businesses, developers, and other community organizations can look to for guidance when making plans for the built environment of our great neighborhood.

Owen Ronchelli  
Executive Director





# EXECUTIVE SUMMARY

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Lloyd is an integral part of Portland. For decades, it has been a key shopping, entertainment, and employment district, and includes some of Oregon's largest and busiest facilities, including the Rose Quarter, Oregon Convention Center (OCC), and Lloyd Center Mall. It is also home to several office buildings and thousands of workers, but few people live in Lloyd. As Portland has seen an explosion in growth, Lloyd has been identified as an area that could be reimagined into a dense, urban neighborhood. Last year, the mixed-use development Hassalo on Eighth opened, bringing more than one thousand new residents to Lloyd.<sup>1</sup> However, Lloyd still feels like a place that empties after the workday is done. Go Lloyd wants to know what is going on in Lloyd's public realm: How do people use and feel about public space? What kinds of things do the people who live, work, and visit Lloyd want to see in the future?

+Studio carried out several activities to study public life in Lloyd: an online and intercept survey on public spaces, activity scans, bicycle and pedestrian counts, community outreach, and stakeholder engagement (Appendix B, C, D). Through these activities, +Studio discovered how people feel about Lloyd and what they want their neighborhood to be. They said they feel like there are few things to do, limited opportunities for getting involved in the community, and that Lloyd often feels unsafe, especially at night.

+Studio took what they learned through the input from the community and created ten primary actions that address these concerns. These actions fall under three themes: Safe Lloyd, Collective Lloyd, and Dynamic Lloyd. Safe Lloyd addresses safety. Collective Lloyd seeks to build community bonds. Dynamic Lloyd describes ways to bring more activity and a variety of things to do to the area.

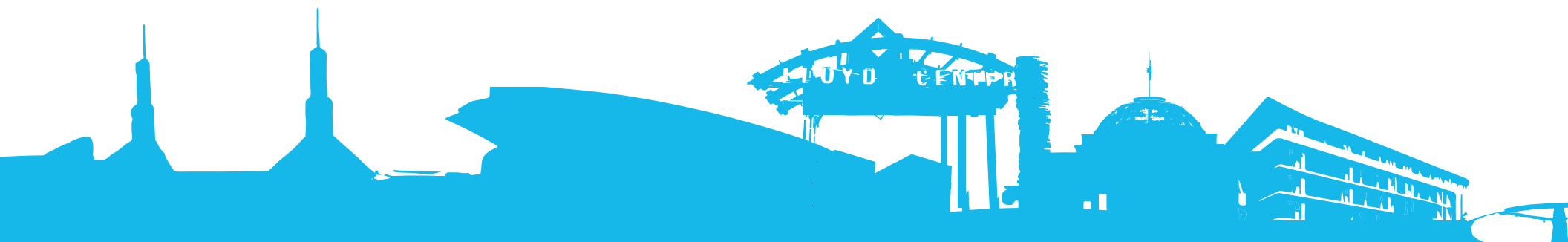
Implementing these actions will help realize a new vision of Lloyd: A vibrant community filled with activities and amenities for people at different times of the day, days of the week, and months of the year.

# ACKNOWLEDGEMENTS

Thank you to everyone who helped us put together the Lloyd Public Space Plan. We appreciate all the gracious and enthusiastic support we have received from members of the Lloyd community. Our project could not have been successful without all the people who took the time to teach us about their place.

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# CHAPTER 1

## INTRODUCTION

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# VISION

Lloyd is evolving into a vibrant urban neighborhood, with more than 1,000 new residents expected in the next 18 months. However, the area still feels like a business district, emptying out in the evening and on weekends. +Studio envisions a Lloyd that serves all the people who live there, work there, and visit, growing from an employment hub to a 24/7 neighborhood, where safe public spaces are filled with activities, amenities, and a true sense of community ownership.

# THEMES

People have identified three themes that characterize what Lloyd is and what they feel is important for its public spaces: Safe Lloyd, Collective Lloyd, and Dynamic Lloyd. Together, these three themes are aspirations defined by the community that every action or intervention to improve public space must address.





# HISTORY

In the early 1900s, Ralph Lloyd purchased land in the area. Lloyd envisioned a massive entertainment and commerce center that included a hotel, a shopping mall, and large government buildings and office towers.<sup>2</sup> By the 1970s, Lloyd was home to the Lloyd Center Mall, one of the largest in the country at the time, and the Veterans Memorial Coliseum, home to the National Basketball Association's Portland Trail Blazers. The last several decades have brought even more to Lloyd: The MAX Light Rail, Oregon Convention Center (OCC), and several office buildings. Today, Lloyd is seen as an attractive area for new apartments and condominiums. Many new residents will move to the area in the near future.

Since Lloyd was developed later than nearby neighborhoods, the area's urban form is different compared to the rest of Central Portland. The area is organized into superblocks, lots composed of four regular-sized city blocks.

Thirteen percent of Lloyd's land is devoted to surface and multi-level parking lots (Appendix E). These conditions create challenges for transforming Lloyd into a human-scale neighborhood. Projects are underway to make the area better for people on foot. Lloyd Center Mall is undergoing extensive remodels to make it more accessible from the sidewalk, and several large mixed-use developments, such as the Union Apartments and Hassalo on Eighth, are being built on old surface parking lots.

The people who make up the Lloyd community are diverse. In addition to the 2,000 to 3,000 people who now call Lloyd their home, thousands more work in the area. Many of these workers are out in the streets during the week, but leave in the evenings and on weekends. Thousands more shop and visit the area every week. Young people come from all over the Portland Metro Area to hang out at Lloyd Center Mall. This mix of people is an asset and a challenge. Lloyd's diverse community is something that makes it unique and creates challenges for organizing the community to make Lloyd better.

1860s



Railroad magnate Ben Holladay plants a grove of trees on the site that will one day become Holladay Park. Holladay's plans for a residential subdivision, Holladay's Addition, will fail because of a lack of transit service to the area.<sup>3</sup>

1910



A California oil tycoon, Ralph Lloyd purchases his first parcel of land on the corner of Union Ave (now MLK Jr. Blvd) and Multnomah St. Over the next few decades, Ralph Lloyd continues to purchase land in Lloyd until he has enough to carry out his grand vision - a massive commercial center complete with hotels, business parks, theaters, and more.

1920 - 1940



The west side of Lloyd is part of the Albina neighborhood, the largest African American community in Portland. During the 1950s and 60s, the neighborhood is largely destroyed by the I-5 freeway expansion, the construction of Memorial Coliseum, and urban renewal projects.

1960



Although he died during construction, Lloyd's surviving daughters open the 1.2 million square foot, 100-store Lloyd Center Mall in 1960. It is promoted as the largest shopping mall in the country and is popular with people from Portland and beyond. Nearby, the Portland Buckaroos hockey team finds a new home in the Memorial Coliseum in an area that would soon become the Rose Quarter and home to the Portland Trail Blazers.



1965 - 1970



In the late 1960s, older adults begin moving into the new Calaroga Terrace and Holladay Park Plaza senior adult apartment towers.

1986



Portland's regional public transportation provider, TriMet, connects Lloyd to its new MAX light rail transit system.

1990



Portland's Metro regional government opens the Oregon Convention Center, a nearly 1 million square foot space for exhibits, conferences, and other large events.

1994

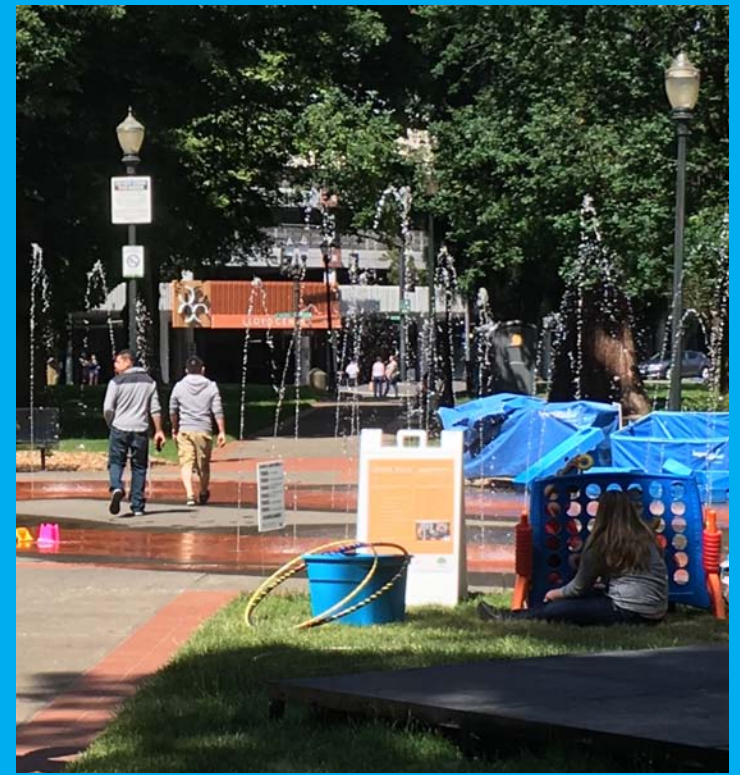


Go Lloyd is created to improve transportation in Lloyd. The organization's goal continues to be to make Lloyd better for businesses and community by building partnerships, organizing transportation programs, and promoting economic development.<sup>4</sup>

2015



The Union Apartments and Hassalo on Eighth are completed. Comprising three new buildings, with over 600 apartment units, 44,000 square feet of retail, and 1,200 below-grade parking stalls, Hassalo on Eighth sets the stage for new mixed-use development.



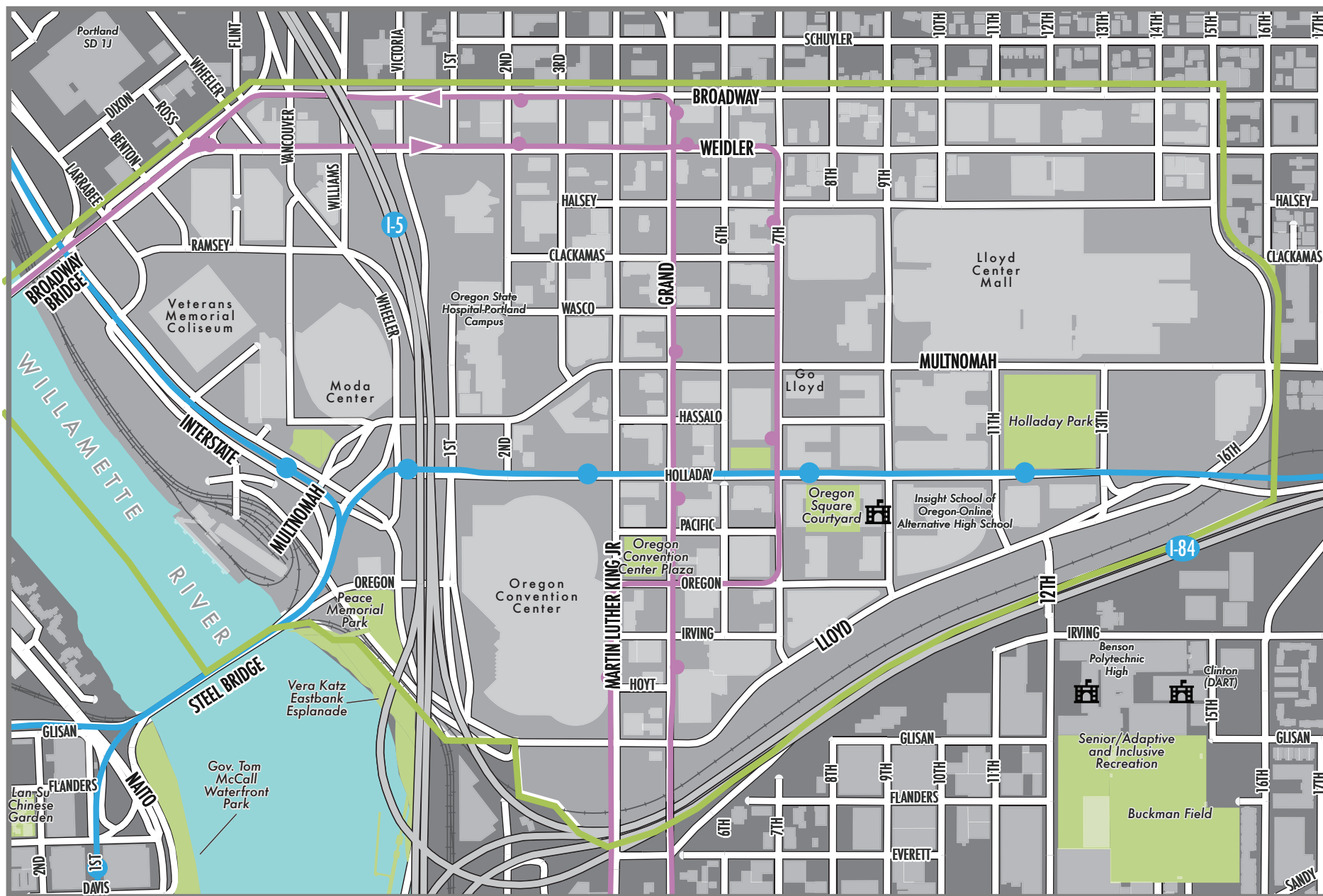
## STUDY AREA

Lloyd is between the Willamette River, Northeast Broadway, 16th Avenue, and Interstate 84. It includes several superblocks, blocks four times as large as typical Portland blocks which make Lloyd feel different from the rest of inner-east Portland. Rail infrastructure and highways, including the elevated I-5/I-84 interchange, separate Lloyd from the waterfront and neighborhoods to the south.

Notable destinations in Lloyd include the Rose Quarter, which contains the Memorial Coliseum and Moda Center arenas, Oregon Convention Center, and Lloyd Center Mall. Lloyd connects to transit with the MAX Blue, Green, Red, and Yellow lines, the Streetcar, and several bus lines. Biking in Lloyd is also convenient. Multnomah St. has some of Portland's only protected bike lanes, and several BIKETOWN stations are in the area.

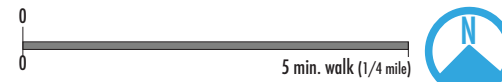






## Lloyd neighborhood

- Park
- Lloyd boundary
- Building
- Portland Streetcar and station
- MAX light rail and station



Data sources: Oregon Metro RLIS; City of Portland

# CASE STUDIES

To find out what's going on in Lloyd, +Studio conducted a survey, talked to people, and observed how public spaces are used. +Studio studied six public spaces: Holladay Park, Hassalo Plaza, the 12th Ave Walkway between Northeast Broadway and Weidler, the Lloyd Mall Entrance Plaza on Northeast 9th and Multnomah, Peace Park, and the Streetcar Stop on Northeast Broadway and Ross (Appendix B).

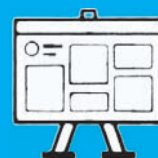
The sites represent distinct types of public spaces in Lloyd. Holladay Park is a historic park located in the heart of Lloyd next to the MAX light rail stop. The Lloyd Center Plaza is the entrance to the mall. Hassalo Plaza is the center of a new mixed-use residential, office, and commercial development. The 12th Ave Walkway between Northeast Broadway and Weidler is an area for people walking and bicycling to cut through and access Lloyd. Peace Park connects the waterfront with Lloyd. The Streetcar Stop, while not typically busy, is the first stop a Streetcar rider will come to after crossing the Willamette River. Together, what goes on in these places represents a snapshot of Lloyd's public spaces.

The Lloyd Public Space Plan summarizes what +Studio learned while investigating what goes on in Lloyd's public spaces. +Studio utilized several methods to learn about the people and places that make up Lloyd:



## Public Space Survey

More than 240 people took part in the Lloyd Public Space Survey, online and in person, at one of the six public spaces +Studio studied. Respondents provided feedback on public spaces in Lloyd and shared ideas about how to make their community better (Appendix C).



## Community Events

+Studio hosted tabling activities at several events in Lloyd, such as the Lloyd Farmers Market. The purpose of these activities was to talk with community members, solicit feedback, and share ideas with people in Lloyd (Appendix D).



## Interviews

+Studio spoke at length with Lloyd-based community organizations about critical issues affecting public space and the community. Through these interviews, +Studio learned about what is going on in the area and what some of the groups are doing to make it better (Appendix D).



## Observations

+Studio spent time in the streets of Lloyd to see what goes on. They counted people walking and cycling, recorded activities, and observed how people use Lloyd's public spaces (Appendix B).



# THEMES

+Studio's observations and conversations inform the three themes for public space in Lloyd, Safe Lloyd, Collective Lloyd, and Dynamic Lloyd. The three themes work together to help create the conditions for great public spaces.

Holladay Park needs more law enforcement, especially near the light rail station. Foot patrol would work best.

I like it when there are sponsored activities there and when I see people having lunch there and interacting.

Holladay Park could be more clean. Often at night there is accumulation of trash, which makes it feel less safe.

Holladay Park reminds me of my childhood.

Homeless outreach would be a good idea to help people on the streets. This is a city wide issue.

Safety is everything.

Holladay Park is a great place to take the kids during the summer, especially with the fountain running.

The rangers in Holladay Park have really helped. They are friendly and outgoing.

There is a constant flow of diverse people in Hassalo on Eighth so it feels safe and clean.

Make the summer events that enliven Holladay Park year-round. This will make it feel more safe.

Make Holladay Park safer! Better lighting and some police or security presence would help.

More events in the park would make it feel safer.

The security at Hassalo on Eighth is nice. It keeps it safe, it's clean and welcoming, and I never feel unsafe being here.

I would love it if security was around more, and for there to be more events in the park.

It is clear that efforts are at play to make Holladay Park a safe and fun place for families with children.

# SAFE LLOYD

Safety is an important concern for people in Lloyd. Lloyd has long had a reputation for being unsafe, and both perception and reality play a part in this theme. A lack of outward facing businesses, shops, and eyes on the street all play a role in making Lloyd feel unsafe for people. This perception has led many people to avoid Lloyd's public spaces entirely.

A Safe Lloyd is a thriving Lloyd, where people can get out and about, and feel safe doing it. Safe Lloyd is more than just a theme, it is vital for creating good public space, and it must involve everyone.





# COLLECTIVE LLOYD

From business owners to employees to residents, people in Lloyd are interested in what is going on, and want to participate in making Lloyd a better place. Employees care about the Farmers Market and business owners care about their sidewalks. Residents want to engage with each other and older adults want to be active in their neighborhood.

+Studio believes Lloyd's public spaces should bring people together and create a sense of shared ownership, and many people in Lloyd feel the same way. Lloyd's public spaces stand to become more active and interesting, but also more meaningful for those who choose to help create and maintain them. A Collective Lloyd is one where public spaces can be welcoming for people of all ages, abilities, and backgrounds. As Lloyd continues to grow, community will be crucial to the long-term success of Lloyd's public spaces.

I wish that there were more opportunities that got diverse groups together to exchange ideas. Also more opportunities to eat food with people and build community.

We need more kindness and serious compassionate planning for homeless.

Sense of belonging and ownership makes people want to contribute and makes a better community. The park needs to be something that people are invested in.

I would love to see more activities that connect people in the community.

People make spaces interesting.

We are terribly excited about Right 2 Dream Too moving here. We will not be a NIMBY community.

I would like to see more interactive and performance art.

I would like to see more diversity in the area, for it to be a place with lots of different types of people.

I enjoy the activity and diversity of the park, and seeing children and people of all ages.

Holladay Park is a great meeting place for events, and has potential to be a great outdoor space.

It would be great to have more weekend activities, such as bird watching, and more places to sit.

Hassalo on Eighth Plaza has really created a lovely gathering space where there wasn't one

I think Hassalo on Eighth has a lot of potential to be a public space anchor for the community. It's perfect to put food carts, hold events for residents or even as a farmers market.

I would like to see more community activities i.e., bands, farmers market, outdoor movies, etc.

It is always a pleasure to see children playing in the fountain at Holladay Park.

More art, more seating and shaded areas. It would also be great to have different events such as live music. All of these things would make the Hassalo on Eighth Plaza feel more inviting and encourage people to stay.

I'd love to see a small number of movable cafe tables and chairs in addition to the existing built-in seating.

I want to see a greater variety of storefront shops!

I believe there is potential to make it a more lively neighborhood outside of work hours.

Hassalo on Eighth is a huge improvement to the parking lots!

If I lived here I would really enjoy how good the access to transportation is.

I like the openness of Hassalo on Eighth plaza. The architecture is interesting, and it is protected from cars.

I would like to see more events, family friendly activities, music, and sports in Lloyd.

I like the open space and easy accessibility of Holladay Park

There is not a lot to do at night.

I would like to see more color!

I like Holladay Park because it is a quiet green space in an otherwise busy area.

I love that the park is close to everything, including shopping, places to walk, and the movie theater.

I love the accessibility to transit. The park is very unique and entertaining during the summer as well.

I wish there were more diverse seating options.

I would like to see more food carts!

# DYNAMIC LLOYD

While thousands of people flood into Lloyd to watch the Trail Blazers at the Moda Center, attend conferences at OCC, or shop at Lloyd Center Mall, few of the amenities in Lloyd cater to its residents and workers. There is a lack of varied dining options, and apart from the movie theater, there are few entertainment options. Public spaces in Lloyd are particularly desolate after workers go home for the day.

Lloyd's dynamic nature should be reflected in the fabric of its public spaces. A lack of dynamic public spaces leads to vacant spaces in which people feel unsafe.



# CHAPTER 2

## SAFE LLOYD

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# SAFE LLOYD

In Lloyd, safety in public spaces is a major concern. Holladay Park and the adjacent MAX stop are the places where people feel most unsafe. They associate the park with people loitering, aggressive teenagers, drug deals, and poor lighting and visibility. While actual crime statistics show Lloyd to be no less safe than other areas of Portland, recent violent crimes in Holladay Park have gained significant media attention, and only reinforce this perception.<sup>5</sup>

Race may be another factor influencing perceptions of safety in Lloyd. +Studio observed more people of color in Holladay Park than live in the city as a whole (Appendix B). While it is difficult to quantify, race must be considered as a factor that influences the responses +Studio received in their survey and outreach.

People want someone to keep an eye on the park and surrounding areas in Lloyd, more organized activities to bring people to public spaces, and better landscaping and lighting to increase visibility. The activities organized by Portland Parks & Recreation during spring break and summer in Holladay Park are examples of what makes people feel safe. The Holladay Park Programs bring families with children out to the park, to experience the area in a new way.

Lloyd and Holladay Park are safer than in the past. Crime rates in the area have declined in the last couple of decades (Appendix D). Gangs no longer hang out in Holladay park and cameras have been installed to help police monitor activity and respond to issues (Appendix D). Crime prevention through environmental design programs, which have included removing park benches and improving landscaping and lighting, have helped reduce crime in the area. Community-led efforts are improving safety in Lloyd, including the volunteer group Connected, who walk around Holladay Park every Friday evening, to promote safety.

## PROBLEMS

**People want someone to keep an eye on public spaces near the Lloyd Center Mall** People perceive Lloyd as being unsafe, especially at night, and are concerned about crime near Holladay Park and the adjacent transit stop. While the City and members of the Lloyd community have done a lot to improve safety in the park, work needs to continue to ensure that people feel comfortable using these public spaces.

**People are uncomfortable in empty public spaces** When +Studio asked people what made them feel safe in public space, an overwhelming response was “other people.” People feel safer around others because it shows there is a community that will be supportive if something goes wrong.

**Dark spots in Lloyd make people feel unsafe at night** People described places without good street lighting as unsafe and insecure. People’s perception of safety influences how they spend time in Lloyd, especially at night. This problem is most apparent in Holladay Park. The park’s street lights provide some visibility at night, but the design of the lighting casts shadows off of the park’s trees and creates dark spots. Lack of lighting is an issue in Lloyd.

# OUR PLAN

## SOLUTIONS

### Have a park ranger in Lloyd throughout the year

Lloyd should find someone to be a regular presence in Holladay Park who can promote comfort and safety and build relationships with the diverse groups of people who use the area.

**Neighborhood Ambassadors** Go Lloyd should encourage people to be the eyes on the street by promoting community ownership of public spaces. Organizing people to watch public spaces will not only increase safety but also create a more connected and lively Lloyd community.

**Improve lighting** The problem is not quantity of light but rather quality. Illuminated streets tend to make people feel comfortable and safer when illumination levels are higher, but this does not mean that excessive light is preferable.

## ACTIONS

Encourage the City of Portland to increase the park ranger presence in Holladay Park, to improve public perception of safety, and encourage more public activity.

Create a Lloyd Ambassadors program to become Lloyd's eyes on the streets. This group of volunteers would walk around Lloyd, provide information to people who might need help, and perform street audits, checking pedestrian elements along the streets and sidewalks.

The Lloyd community should work with the city \ to upgrade Lloyd's street lamps with LED bulbs. Brighter LED bulbs can make colors easier to see at night, light specific areas in public places, and reduce shadows and dark spots that make people feel unsafe.<sup>6</sup>

# PARK RANGER

People want authority figures to be a regular presence in places near Lloyd Center to promote safety (Appendix C). Park rangers might be more effective than police officers at counteracting the perception that Lloyd is unsafe. People feel safer in Lloyd during the summer and in the spring when park rangers are in Holladay Park to facilitate programs with Holladay Park Partnership. Many people said during +Studio's outreach events that they sometimes feel unsafe when they see police officers in Lloyd because they assume that they are in the area responding to a crime. Police anxiety is especially an issue for the young people of color who hang out near Lloyd Center (Appendix B, C), who are more likely to fear police officers than other groups.<sup>7</sup> Park rangers would be able to help people feel comfortable being in public spaces and build relationships with Lloyd's minority communities.



## Action

+Studio encourages Lloyd stakeholders to work with Portland Parks and Recreation to increase the presence of park rangers in Holladay Park. The stakeholders should also advocate for other improvements to support the rangers, like a permanent covered structure in the park and restrooms.

## What people said

People said that they feel more safe and enjoy being in Holladay Park when activities are taking place during the summer and spring break. They said that the park rangers help people feel safer. This is different from when police officers patrol the area, which people explained made the area feel less safe (Appendix D).

# How to Make it Happen

While park rangers are supported during the summer through the Holladay Park Partnership, there currently is no funding available to extend the park ranger program year-round.<sup>8</sup> Additionally, there is no permanent covered structure to support the rangers in the park, which makes it difficult for them to be there year-round.

Expanding the Holladay Park Partnership to include more businesses who are willing to commit funding towards this effort is a way to increase park ranger presence throughout the year. Businesses throughout Lloyd stand to benefit from the park being more enjoyable and safe, and they might be willing to increase financial support in order to make this happen.

Recognizing that Portland Parks & Recreation might be limited in their ability to determine how funding is utilized, stakeholders should consider petitioning the City to allow more flexibility in spending so that more funding can go towards having park rangers in Holladay Park. This might allow either a slight decrease in ranger presence in westside parks so that there can be increased presence at Holladay Park, or an overall increase in funding for ranger presence without decreasing westside presence.<sup>9</sup>

# Implementers

Go Lloyd could organize members of the Holladay Park Partnership to advocate for additional resources from Portland Parks and Recreation. Portland Parks and Recreation should be active in advocating for additional funding for expanded ranger presence in the park.

The mall management could also participate in implementation, as they already fund the majority of activities that take place in the park during the summer and spring break. Mall staff have a significant investment in the park feeling more safe, and are committed to identifying ways to make this happen.

Lloyd District Community Association (LDCA) should also be involved in advocating for additional funding and looking for ways to raise funding through member involvement. Within LDCA, Livable Lloyd should play an active role in sharing information with residents about increased park ranger presence, and checking in with them regularly to assess how perceptions of safety are changing in Holladay Park.

## Evaluation

To evaluate how the park rangers are improving perceptions of safety in Holladay Park and throughout Lloyd, the ranger program should be a recurring agenda item at the Go Lloyd board and LDCA meetings. Additionally, an annual survey of public spaces and perceptions of Lloyd could measure the impact of the increased ranger presence.



# LIGHTING

In surveys and interviews, people expressed concerns about safety in Lloyd at night. Studies suggest that people feel safer at night in places with better street lighting.



## Action

The Lloyd community should work with the city to upgrade Lloyd's street lamps with LED bulbs. Lloyd's street lighting is characterized by its distinctive ornamental poles. The light bulbs in the poles emit a dim orange glow which makes it hard to see colors. Brighter LED bulbs can make colors easier to see at night, light specific areas in public places, and reduce shadows and dark spots that make people feel unsafe. An improved lighting system could also enhance wayfinding by helping people navigate Lloyd at night, highlighting the identity and history of Lloyd by helping draw people's attention to certain features of the area.

## What people said

Residents and visitors in Lloyd have expressed concerns about going out at night, especially to Holladay Park. People are concerned about safety in Holladay Park partly because large trees make it darker at night. Existing street lighting does not provide sufficient visibility. Members of the community believe that better lighting can help prevent crime and create a safer environment (Appendix C, D).

# How to Make it Happen

**Permitting** The City of Portland owns and maintains the public street lights in Lloyd. After identifying areas that lack streetlights, the community can contact PBOT and request installation of new lights. If it is feasible, and meets the City of Portland's street light guidelines, the City will pay for the installation and maintenance costs if funds are available. In Lloyd, streetlights must meet specific design guidelines. The City has design specifications that dictate the type of pole, lamp, brightness, and layout of streetlights in the area.

**Funding** If the City does not have funds available to improve and complete the streetlight network, the community can raise money by creating a local improvement district (LID). The LID would be a group of property owners and residents in Lloyd who share the cost of installing improved street lighting. When the LID is formed, the City of Portland will assist in the design and construction of the lighting network.

**Implementation** The City of Portland is already upgrading street lights to LED. The upgraded lights will be brighter and reduce energy consumption. It would be useful to identify dark spots in Holladay Park where these types of upgrades should be prioritized. A strategic plan for street lighting will streamline Portland Bureau of Transportation's (PBOT) assessment of the feasibility of installing improved street lights.

**Maintenance** PBOT is responsible for the maintenance of the street lighting system in Lloyd. If the community identifies issues with streetlights on public property or in the public right-of-way, the City will be in charge of fixing these problems. PBOT has to conduct an assessment of the problem to decide whether the street lighting needs maintenance.

# Implementers

**PBOT** After identifying areas for streetlight improvement, contact PBOT. PBOT will build and install streetlights with modern LED lighting systems.

**LID** A LID would allow residents and businesses owners to share the cost of streetlight improvements and the City will be in charge of the installation and maintenance.

**Lloyd EcoDistrict** Lloyd EcoDistrict has been active in projects to reduce light pollution in Lloyd. By installing new fixtures, lighting will create a better environment for people, vegetation, and animals at night. Also, LED lights consume less energy. This will help Lloyd EcoDistrict achieve their goals related to energy consumption and carbon emissions.

## Evaluation

To evaluate street lighting improvements, ask people whether the lighting has increased visibility at night. Survey people regularly and see if the perception of safety at night improves. Go Lloyd can also study how the distribution of LED street lighting changes over time. Continual evaluation can identify "dark spots" to inform strategies for improving lighting.

# LLOYD AMBASSADORS

Lloyd needs more helpful eyes on the streets. Lloyd empties out during certain times of day and in certain areas which creates a perception that places are unsafe. Lloyd Ambassadors would combat this perception by making their presence known and becoming familiar faces in Lloyd equipped with useful knowledge and information for people on the street.



## Action

The Lloyd Ambassadors program could address safety concerns by creating a regular and friendly presence in public spaces. This safety and community program would be Lloyd's eyes on the streets. A group of dedicated resident volunteers would walk around Lloyd on a regular basis, becoming a friendly and familiar face of the area. They could provide information to people who might need help, offer directions to nearby attractions, and conduct street audits, checking the condition of public benches, bike lanes, street lighting, sidewalks, and other street elements. As an organized group, they could also lead leisurely walks through Lloyd, building community and safety simultaneously.

## What people said

Lloyd struggles with the perception that it is unsafe, but the area is safer now than in the past. People also said that Lloyd's unique environment is confusing; is it a shopping center, an office park, a neighborhood, or something else? More, however, exists in Lloyd, and people who spend lots of time in the area believe that Lloyd's other amenities should be better highlighted (Appendix D).

Lloyd Ambassadors would be familiar faces and attentive eyes on the street that would help people feel safe in Lloyd while also promoting fun and interesting things to do.



# How to Make it Happen

**Sponsorship and Support** This program would require a dedicated group of volunteers to act as the ambassadors of Lloyd.

**Volunteers** The volunteers for this program would be residents. People at Holladay Park Plaza told +Studio that they walk around Lloyd on a regular basis both for leisure and for errands. These retired residents would have the time necessary to make this program happen (Appendix D).

**Programmatic Support** Educational trainings from Travel Portland, Go Lloyd, Lloyd EcoDistrict, Lloyd Center Mall, LDCA, and Central City Concern would all be necessary for Lloyd Ambassadors to provide information about the area. These organizations would be able to educate Ambassadors on fun events for visitors, transportation options, livability issues in Lloyd, stores within the Mall, and other services.

To recognize their important role in Lloyd, Go Lloyd could provide Ambassadors with brightly colored vests or jackets which would make them identifiable in the community.

**Funding** The program would be inexpensive. Ambassadors would be volunteers and their education and training could be donated. The only cost would be Lloyd Ambassador branded clothing and promotional materials which could be shared by members of LDCA.

**Maintenance** The goal of Lloyd Ambassadors is to create a safer environment by putting more eyes on the streets. As new issues arise and information changes, continued support and maintenance of the program will be required. Regular meetings and trainings would be necessary. Lloyd Ambassador volunteers would need to commit to volunteering for 6 to 12 months.

# Implementers

**Go Lloyd** Go Lloyd should organize and provide logistical support for the Lloyd Ambassador program. With their many connections to local agencies and organizations, providing necessary trainings and preparation for Ambassadors will be key.

**Travel Portland** Travel Portland could partner with the Lloyd Ambassador program. Thousands of visitors come to Lloyd from around the country for conferences and events. The Lloyd Ambassadors could help provide resources from Travel Oregon to promote Portland.

**Lloyd EcoDistrict** An active player in the community, Lloyd EcoDistrict would educate Lloyd Ambassadors on livability issues in Lloyd like equity, community activities, and sustainability.

## Evaluation

To evaluate the Lloyd Ambassadors program, and to understand any challenges that the Ambassadors might face, Go Lloyd should conduct a quarterly check-in meeting. This would be an opportunity for all Ambassadors and implementers to discuss program processes, successes, and challenges. An annual survey of public spaces and perceptions of Lloyd could also help measure the impact of the Ambassadors.



# CHAPTER 3

## COLLECTIVE LLOYD

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# COLLECTIVE LLOYD

The Lloyd community is a diverse patchwork of people. People come to Lloyd's public spaces from around the Portland region (Appendix C). It is a group that is racially diverse and intergenerational (Appendix B, C). As buildings are built and new residents and businesses move to the area, the community will continue to grow and change. Managing this change so that it benefits all will require providing longstanding members of the community and newcomers alike with opportunities to get involved in Lloyd.

Go Lloyd and their partners should provide opportunities for all members of Lloyd's community to get involved in the process of creating public spaces. By involving the community, people will gain a sense of ownership and control of spaces in Lloyd. The process of organizing people to create places can have as great of an impact on Lloyd as the places themselves. It can be a platform for people to meet each other, think about the area in new ways, organize, identify as members of Lloyd, and create momentum for carrying the mission of improving the community into the future.

## PROBLEMS

**Few opportunities exist for people in Lloyd to connect with one another outside of work hours** With its abundance of parking structures and concrete buildings, Lloyd could benefit from more green spaces. With Right 2 Dream Too (R2DToo) moving into the area, the businesses and residents of Lloyd are concerned about how they can support them and help integrate its residents into the community (Appendix D).

**Small Businesses on Northeast Broadway want a better connection with Lloyd** Dozens of small businesses are located on the northern edge of Lloyd on Northeast Broadway and Weidler. While this area is a busy corridor for commuters, shoppers, and residents, it feels disconnected from the rest of Lloyd. Business owners want opportunities to show that they are part of the Lloyd community (Appendix D).

**Young people need to be integrated into the community** Youth are an integral part of the Lloyd community. In Holladay Park and on the sidewalks around Lloyd Center, young people hang out. Nearby Benson Polytechnic High School has over 1,000 students who during breaks and after school come to Lloyd. For decades, it has been a popular spot for teens. Ask someone who grew up in the area about Lloyd and you will hear adolescent memories of time spent around the mall. Young people, however, carry a negative stigma. People in the community are concerned about young people getting into trouble near the mall, which contributes to the perception that Lloyd is unsafe (Appendix C, D).

# OUR PLAN

## SOLUTIONS

### **Organize projects that empower the Lloyd community to shape public spaces**

These projects will be opportunities to organize people and build community identity. They can also help integrate residents of the R2DToo camp into the community.

### **Create opportunities to show Northeast**

**Broadway's place in Lloyd** Go Lloyd could help organize projects to help small businesses and shops feel more connected to Lloyd. These businesses play an important role in Lloyd, and these projects would give them a sense of ownership of public spaces.

**Work with youth** Youth need a voice in the community to become integrated into public life by giving them a voice in the community. Go Lloyd should provide young people opportunities to become stewards empowered to create youth-friendly places. Youth are creative and, when given the chance, can provide fresh perspectives on public space.

## ACTIONS

A community garden would help create a sense of community within Lloyd, by fostering a sense of ownership, increasing safety, and providing opportunities for interaction among people of all ages, abilities, and backgrounds.

A garbage can program would provide a public benefit to the community and give small businesses more of a presence on the street.

A Youth Advisory Committee (YAC) would provide high school students the opportunity to address the concerns of young people in Lloyd. They would organize placemaking projects, and represent young people at meetings and events.

# COMMUNITY GARDEN

A community garden would give people an opportunity to be a part of creating a space in Lloyd. It could help to build community, encourage people to interact with one another, and create an enjoyable and healthy activity that is environmentally, socially, and nutritiously beneficial for people of all ages, abilities, and backgrounds. A community garden could even increase safety. According to the Project for Public Spaces, there is an inverse correlation between green spaces and crime.<sup>10</sup>

## Action

Go Lloyd should work with partners like Lloyd EcoDistrict to establish a community garden. The garden would give people a stake in Lloyd, build community, and provide a space for collaboration with residents from R2DToo.

## What people said

People told +Studio that they want more activities and ways in which they can engage with one another. They also want more natural settings within Lloyd (Appendix C, D). People are excited and concerned around R2DToo coming into the neighborhood, and want ways to engage their new neighbors (Appendix D).





# How to Make it Happen

**Engagement** Engaging with multiple community partners will help bring people together for a common purpose. They will also be able to enjoy the healthy and inexpensive produce from the garden. Partnering with R2DToo to help maintain the garden could be a way to help them engage with the wider community.

**Funding** Starting a new garden can be expensive and complex, and requires the support of the community. According to Portland Parks and Recreation, the resources needed to create a new community garden cost, on average, \$50,000.<sup>11</sup> Go Lloyd and other interested community partners could raise the funds to start the garden. A fundraising program could build partnerships between various stakeholders, which will be crucial for not only the development but also the ongoing maintenance of the garden.

**Permitting** The community garden partners can work with Portland Parks and Recreation's Portland Community Gardens program to learn how to start the process of planning a new garden. The City of Portland has requirements for new gardens which include a demonstrated need for the project, neighborhood support, commitment from the property owner, appropriate topography, security of the garden space, and adequate access to water and light.<sup>12</sup>

**Location** Finding an appropriate location could be the biggest challenge for establishing the community garden. A site that might work is located on Northeast Broadway just east of the Broadway Bridge. The site is owned by the City of Portland. Go Lloyd and project partners should assess the feasibility of creating a garden on this site. If Go Lloyd is unable to find a site, the community garden could also be set up temporarily in a space using raised beds.

**R2DToo** The community garden could give residents of R2DToo priority in choosing garden plots. The garden manager could also invite R2DToo employees to sign up for plots as they become available.

# Implementers

Go Lloyd could organize efforts for a community garden, and work with stakeholders to identify logistical details including location and funding, through their connections in the community.

**Livable Lloyd and LDCA** These groups could work with residents and businesses to recruit and organize support for the community garden.

**Lloyd EcoDistrict** Lloyd EcoDistrict could help maintain the project. A community garden would support their environmental and social goals.

**Portland Parks and Recreation** Portland Parks and Recreation could help identify funding and provide technical support and resources.

## Evaluation

The Lloyd Community Garden will rely on volunteer gardeners to care for the space. Those who maintain the garden should hold regular meetings to ensure proper tools and supplies are provided. A community-wide survey on the awareness and interest of a neighborhood community garden is important for long-term success and would help recruit more volunteers and sponsorships.

# GARBAGE CAN PROGRAM

Small businesses need a better opportunity to buy-in to the rest of Lloyd. Many of the small businesses along the Northeast Broadway-Weidler corridor are renters, but they are interested in becoming invested in the area. They care about Lloyd and their street, and a garbage can program could bring them together to provide a public benefit and increase their presence on the street.

## Action

Business owners are well-equipped to maintain their section of the street. A garbage can program could both provide a service and help these businesses claim their stake within Lloyd. This program would provide privately-owned garbage cans for public use on the sidewalk. The program would be sponsored by the businesses along the Northeast Broadway-Weidler corridor.

## What people said

Trash is a problem in Lloyd. There are very few public garbage cans along the Northeast Broadway-Weidler corridor. A longtime business owner on Northeast Broadway cited excess garbage as a major problem for their business. People often pile their garbage on top of locked dumpsters, leaving the businesses to clean up this trash themselves. Another employee said that they often have to pick up garbage around entrance ways before opening their business (Appendix D). This program can help keep the streets clean and foster collective ownership. Similar programs have been successful in other Portland neighborhoods, such as the Alberta Arts District.<sup>13</sup>



# How to Make it Happen

**Sponsorship** Sponsorship by businesses and property owners along Northeast Broadway-Weidler is key to the success of this program. The City requires property owners adjacent to the garbage cans to approve placement, and ensuring that there is a support network to maintain this program will be critical. Sponsors could maintain garbage cans, by making sure that they are not overflowing, and are being used for their intended purpose.

**Funding:** To support the program, businesses can pool their resources through an association or separately, but in agreement with one another. The Northeast Broadway Business Association (NBBA) or Go Lloyd should begin the funding conversation if people are willing to start this program. The cost of one public garbage can ranges from \$700 to \$1,000.<sup>14</sup> A District Improvement Grant from the Portland Development Commission could be an option to fund the project.<sup>15</sup>

**Permitting** PBOT's Public Right-of-Way Encroachment standards require a Revocable Encroachment Permit Application for garbage cans to be placed on the sidewalk. PBOT will issue permits to adjacent business owners or an appropriate neighborhood association (e.g., Northeast Broadway Business Association)<sup>16</sup>. Because garbage cans for public use would be considered a community benefit, the Revocable Encroachment Permit would be issued with no permit fee. If the permit is issued to an adjacent property owner, they will be required to follow up with Multnomah County and pay the necessary fees. If the permit is issued to a neighborhood association, they would be required to provide insurance.<sup>17</sup>

**Design and Placement of Cans** PBOT requires garbage cans to be a maximum of three feet wide and four feet tall. Garbage cans must fit within the "Furnishing Zone" of the sidewalk, which is typically the four-foot area adjacent to the curb, and must not obstruct the "Through Pedestrian Zone," which is the area reserved for people walking. Placement of cans should not interfere with opening of parked car doors, bus stops, ADA ramps, and other right-of-way uses.

**Maintenance** Receiving permits and installing garbage cans is only part of the puzzle. Maintenance of the garbage cans will be required to ensure the program's success. Business partners will contract with hauling and cleaning services to empty and sanitize the garbage cans twice a week. Alberta Main Street pays roughly \$48 per week to clean and sanitize 23 garbage cans, and benefits from a local hauler donating their service free of charge.

## Implementers

**Northeast Broadway Business Association** Some of Lloyd benefits from public garbage cans, but Northeast Broadway-Weidler does not. The NBBA represents the small business community in this corridor, and are well positioned to lead the charge of starting this program.

**Go Lloyd** Working with businesses, employees, and the broader community in Lloyd, Go Lloyd could partner with local businesses to secure the necessary funds for a garbage can program through grants or other community resources.

**Local Businesses** Because this program requires investment from local businesses, their support and contribution is important to the program's success. Business and property owners must agree to the placement of garbage cans on the sidewalk.

## Evaluation

The garbage can sponsors, NBBA, and Go Lloyd would meet to discuss and measure the success of the program. Garbage hauling services may change, fees associated with sanitation might increase, and more garbage cans may be necessary. These and other issues would be discussed at an annual program evaluation meeting. At the meeting, partners could evaluate how the program is working and whether the businesses feel more connected to Lloyd.



# YOUTH ADVISORY COMMITTEE

By working with youth, Lloyd can become a community for all ages. Lloyd is an important place for young Portlanders. Kids come from all over the city to hang out in and around Lloyd Center. The YAC would create connections between young people and other members of the community, and encourage new ways of thinking about their role in Lloyd. The YAC would also give voice to the concerns and interests of young people and provide insight into how to make Lloyd better for youth.

## Action

Go Lloyd should organize a Youth Advisory Committee (YAC). The YAC would be a group of high school students that would meet to talk about the concerns of young people in Lloyd and organize placemaking projects to celebrate the area's diversity. YAC members would also represent their peers at meetings and events.

## What people said

+Studio observed countless youth spending time in Lloyd's public spaces (Appendix B). Young people hang out every day in Holladay Park, the 12th Avenue Walkway, and the Lloyd Center Mall Plaza. In interviews, people expressed concern about teens loitering and fighting in Holladay Park and the problems that this creates in the community (Appendix D).



# How to Make it Happen

**Timing** Go Lloyd would select members for a new YAC every academic year. They would work with the YAC and other community partners to develop and implement a placemaking project in Lloyd. Go Lloyd would also provide members opportunities to speak at local events, intern at local businesses, and work on other projects.

**Funding** The YAC could be funded through a Metro Community Placemaking Grant. The pilot grant program provided \$5,000 to \$25,000 grants to community-led placemaking projects in the spring of 2017. Metro will announce its schedule for the next round of funding in the fall of 2017.<sup>18</sup>

**Recruiting Participants** Go Lloyd could open membership to high school students interested in Lloyd. Young people come from all over the region to hang out in Lloyd, so YAC membership should be open to youth from throughout the region. When Go Lloyd is selecting participants, they need to ensure that youth of color are represented. Young people of color spend time around Lloyd Center, and the YAC would create opportunities to counteract the perception that their presence is problematic. Go Lloyd should start by contacting Benson and Grant High Schools about publicizing the project. Applicants would submit a cover letter explaining why they are interested in Lloyd and being involved in the program.

**Meeting** Go Lloyd and the YAC would meet at least once a month after school to organize the project and discuss issues related to youth. Go Lloyd should designate a staff person to go to every meeting and act as a facilitator and liaison. Members of the YAC could also speak at community meetings and events. The YAC is an opportunity to show members of the community the positive contributions young people make and encourage intergenerational dialogue about issues in Lloyd.

**Placemaking projects** The goal of the YAC program would be to create a placemaking project for young people in Lloyd over the course of a year. The YAC would have freedom to determine the scope and form of the project.

Examples of things the YAC could organize include: a mural on an intersection or a wall, a party in Holladay park, or a series of outdoor events. Go Lloyd should encourage the YAC to think big and come up with something meaningful.

**Building relationships** The YAC program is also an opportunity for Go Lloyd to build relationships with other organizations that work with youth. The YAC could lead to collaborations with Benson High School to create programs that engage students in creative placemaking projects. Benson's connection to Lloyd is an opportunity for students to get real world experience working on projects that contribute to the community. Go Lloyd could sponsor a festival of film and radio stories about Lloyd made by Benson students enrolled in the school's digital media production and radio broadcasting programs. Or, aspiring urban visionaries from Benson's architecture and building construction programs could work on projects to re-imagine Lloyd. The YAC would create opportunities to talk with teachers at Benson to find ways they can use Lloyd as an extension of the classroom.

## Implementers

**Go Lloyd** Go Lloyd should organize and facilitate the YAC. The YAC could assist in Go Lloyd's data collection and outreach, volunteer at events, and provide advice on the concerns of young people.

**Lloyd Businesses and Organizations** The YAC program would provide opportunities to connect young people with area businesses and organizations. YAC members would have opportunities to speak at events and meet members of the Lloyd community. Businesses could provide internship opportunities for YAC members to get more involved in the program.

## Evaluation

The program could be evaluated by its participants. At the end of the project, they would reflect on their experiences. What did they learn? Was the YAC meaningful? The YAC should create the criteria for evaluation so that they are able to define their experiences on their own terms.



# CHAPTER 4

## DYNAMIC LLOYD

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# DYNAMIC LLOYD

The social and physical fabric of Lloyd is in constant flux. Thousands of people pass through the area every day. More than 20,000 workers commute to Lloyd. Cultural and sporting events at Rose Quarter draw thousands of visitors to Lloyd. Several thousand people already live in Lloyd. New projects are slated for development across the neighborhood which will bring new residents and jobs to the area. Also, Lloyd EcoDistrict is working to make Lloyd one of the most sustainable and environmentally friendly places in the country. All of this activity creates a sense of vitality and excitement in the area.

Some of the physical elements of the neighborhood, however, do not reflect this excitement. People told +Studio that a lack of color and the amount of concrete do not reflect Lloyd's dynamic community (Appendix C, D). This should be expressed in the fabric of its public spaces. To that end, Go Lloyd and their partners should capitalize on the community's latent energy by encouraging creative expression, organizing a variety of events and programs, and experimenting with neighborhood seating.

## PROBLEMS

**People want more things to do in Lloyd** Few events take place in Lloyd outside of the Rose Quarter, especially in the evening, so residents travel elsewhere. As a result, Lloyd has little activity, which makes people less likely to stay for any amount of time.

**Streetscape and public spaces can feel uninviting for people** Large buildings, gray and brown exteriors, and a lack of distinct landmarks contribute to an unfriendly street environment. Lloyd's Special Design Guidelines, adopted in 1991, encourage light colored building materials.<sup>19</sup> The result is a predominance of building exteriors cloaked in gray and light earth tones which impacts the vibrancy of the streetscape.

**Lloyd has a large number of parking structures** The combination of thousands of workers and numerous parking structures results in areas that feel empty and devoid of activity in the evenings and on weekends, after most workers have gone home. Large areas of land devoted to parking, whether in surface lots or structures, discourage more active people-oriented land uses such as retail, restaurants, and housing.

**Lloyd needs better seating** Seating encourages people to spend time in public, which improves public safety, and creates spaces for people to interact. Recently, seating was removed from Holladay Park and the 12th Avenue Walkway to promote public safety.

# OUR PLAN

## SOLUTIONS

**Promote events that encourage people to spend time in public** Events like the Lloyd Farmers Market could bring people from around the city to enjoy public spaces in Lloyd.

**Promote creative programs** Art would express the character of the community and bring color to Lloyd's streets. People could be invited to tell new stories about the area and encourage people to think about Lloyd in new ways.

**Repurpose parking for events** Find ways to add value to the area's parking infrastructure.

**Try out new seating to improve public space** Go Lloyd needs to encourage property owners, the City, and businesses in Lloyd to try out new kinds of seating to improve public space. Seating promotes nearby businesses, provides space for people to interact and create community, and promotes walking, especially for the elderly, by giving people places to rest.

## ACTIONS

Go Lloyd and their partners should organize more activities and events in Hassalo Plaza. These activities should be designed to reach all the people who live, work, and visit Lloyd.

Go Lloyd should create a program to promote murals and interactive art in Lloyd. The large gray and brown walls, parking structures, and plazas and parks are great spaces for murals and public art that express the character of the community and bring color to Lloyd's streets.

Go Lloyd needs to work with property owners to find creative ways to repurpose underutilized parking structures. Drawing people to parking lots and structures after typical business hours, and for reasons other than parking, will activate some of Lloyd's less interesting blocks and bring people together.

Go Lloyd needs to encourage property owners, the City, and businesses in Lloyd to try out new kinds of seating to improve public space.

# PARKING GARAGE EVENTS

Parking garage events can add value to Lloyd's parking structures, and the area as a whole. Organizing varied and interesting programs and events would take full advantage of these covered and paved structures to bring people together year-round.

## Action

Go Lloyd can organize events and programs in parking structures and transform them into year-round, sheltered event venues.

## What people said

People want more things to do in Lloyd (Appendix C, D). On the weekends and in the evenings, after workers have gone home, Lloyd can feel vacant. Activities in parking structures will make Lloyd more inviting and interesting.





# How to Make it Happen

**Location** This idea could work in any parking structure in Lloyd with the permission of property owners and compliance with permitting and code regulations. The structure and lot on 7th Avenue across from Hassalo on Eighth, owned by Kaiser Permanente, is a good place to try this idea. At the moment, structural problems prevent the second floor from being used for parking. The community could put the structure to use until it is renovated. The large second floor and sheltered ground floor are a perfect setting for activities and events.

**Activities** A parking structure could become: a bicycle training course with skills classes for children; a roller derby venue; a permanent or seasonal mountain bike skills park; a community patio with greenery, seating, and tables; a space for large scale art installations; a venue for a parklet design competition; a dog off-leash exercise area; a pop-up theater for concerts and plays; or something else. These uses would not need to take space away from parking, if that is a concern. For example, an art installation may only occupy a few parking spaces, leaving the rest for cars. Other events could be planned at times of low parking demand. A parking structure could host a parklet design competition to promote improvements in Lloyd's public spaces. Parklets are small areas of seating or mini parks that enliven streetscapes by creating more places to sit. They are usually placed semi-permanently in on-street parking spaces. A multi-day contest to design, build, and test parklet prototypes would create designs, which could be purchased by businesses or neighborhood groups, who could then apply for a Street Seats permit through PBOT to move winning designs to parking spaces near their businesses. Events may spark imagination and innovation, leading to new ideas for using parking structure space.

**Regulations and permitting** Any events and programs would need to comply with Portland Planning and Zoning Code, Chapter 33.296 Temporary Activities, which allows short-term and minor deviations from the zoning code for temporary uses. In order to qualify, temporary activities must be able to be terminated and removed immediately. Examples cited in the code include parking lot sales, seasonal outdoor

sales, farmers markets, and fairs. Any event held in a structure, or that would allow tents, canopies, or other temporary shelters, would require a permit from the fire marshal.<sup>20</sup>

**Health and safety** Because they are partially-enclosed, and are used by vehicles, parking structures present unique health risks caused by poor air quality and the accumulation of heavy metals and other toxins. To mitigate these health risks, event organizers should consider ventilating structures before and during events, and power washing the event spaces with hot water and detergent in order to remove toxins from parking garage surfaces.

## Implementers

**The Street Trust and Portland Bureau of Transportation** These groups could host elementary school or middle school bike safety clinics in Lloyd's parking structures. These events could be held year-round.

**Local urban design studios, Portland State University (PSU) architecture students, American Institute of Architects (AIA): Portland Chapter** Students and others would have a chance to design a parklet that may receive funding or become a part of a beautiful streetscape in Lloyd if a business group would like to purchase one. The Portland chapter of the AIA could sponsor the design competition.

**Kaiser Permanente and other parking structure owners** Key partners in this process are the owners of the parking structures. Go Lloyd should search for owners that would be amenable to the idea. They could be involved as sponsors of the events.

## Evaluation

Go Lloyd can monitor the number of events taking place throughout the year in Lloyd's parking structures and lots. Event organizers could contact Go Lloyd employees for guidance and direction in permitting and organizing their activities, and could report on the estimated number of attendees and participants, and monitor public interest.

# SEATING

Seating encourages people to use public spaces. Better seating would make it easier for people to spend time outside, interact with the community, and enjoy Lloyd. Comfortable and convenient places to sit would also make public spaces more accessible for older adults and people with disabilities.

## Action

Go Lloyd should encourage members of the community to try different types of seating out and facilitate seating programs to foster a feeling that public spaces exist to serve the community. Finding the right seating for Lloyd should be approached as an ongoing and iterative process. Seating should adapt to how people want to use a space. Providing a range of seating types allows people to customize public spaces to suit their needs.

## What people said

In the Public Space Survey, at all public spaces studied by +Studio, people mentioned that they would like better places to sit (Appendix C). This was the top concern for people in the Hassalo Plaza and the Lloyd Center Mall Plaza, despite the fact that there are places to sit in both of these places

During the activity scanning study, +Studio observed that people were more likely to stand or sit on things that weren't chairs than use the provided seating (Appendix B). Better seating might make people more likely to stay longer and use these spaces.



# How to Make it Happen

**Movable Seating** Go Lloyd should encourage property owners to invest in movable metal folding chairs and small cafe tables. This type of seating is easy to transport and store. Property owners could coordinate with businesses to help manage and maintain seating. The seating in Jamison Square in the Pearl District is an example of how this could work. Every morning, businesses adjacent to the square put out folding chairs and every evening they bring them inside.

Lloyd businesses and property owners could also collaborate on organizing a seating lending program. The program would establish a store of extra chairs and tables somewhere in Lloyd that would be available for any group to borrow for outdoor events. The program would ensure that everyone has access to seating.

**Permitting** No permits are required for putting seating in privately owned plazas. If a business is interested in putting chairs on public property, they will need a Sidewalk Cafe Permit from the City of Portland. Businesses can apply for a Sidewalk Cafe Permit through PBOT. Applying for the permit costs \$225, and the permit costs \$100 plus \$10.50 for each linear foot of seating space.

**Funding** Private property owners like AAT should invest in movable seating. Aluminum cafe chairs and tables are inexpensive and can be bought in bulk. Investing in seating will be a worthwhile investment to make the area better for businesses and residents.

## Implementors

Go Lloyd and AAT should negotiate with businesses near Hassalo on Eighth about collaborating on a movable seating program. If the program is a success, it can be a model for how movable seating can be integrated into the design of future developments in Lloyd.

**Street Seats** Street Seats is a program through PBOT which allows communities to turn curbside parking spots into public spaces through the installation of temporary seating platforms.<sup>21</sup>

The platforms can be used for additional seating for adjacent restaurants or places for people to stop, sit and enjoy the street.

**Application** Businesses can submit an application through PBOT for the Street Seat Program. Proposals are judged based on the creativity of the design, the quality of materials, community support, the proposed location, and whether the seats will be public. Submitting an application costs \$100. There are additional fees for proposals that are intended to be used for restaurant seating.

**Sites** Street Seat installations are feasible on Northeast Broadway or its side streets. Somewhere between 12th Avenue and 14th Avenue would be a suitable location. The restaurants in this area get a lot of foot traffic, and would benefit from streetscape improvements and additional outdoor seating.

**Businesses on Northeast Broadway** Go Lloyd should work with the Northeast Broadway Business Association and individual business owners to find a suitable site. In +Studio's interviews with business owners along Northeast Broadway, many acknowledged that they would like the street to be more comfortable for people, but were unsure about taking away space from cars, and would like to be involved in any future streetscape projects (Appendix D). A Street Seat installation is a low-stakes way to get businesses involved with measures to balance the needs of drivers and people on the street.

**Go Lloyd** Go Lloyd can connect businesses on Broadway to architects and designers that want to create a Street Seat installation. The Street Seat program can be integrated into other actions from this plan. For example, the YAC could design and build a seating area, or a parking lot could be turned into a temporary workshop space for building and designing seats.

## Evaluation

Go Lloyd should keep track of who is using the seating and how it is being used. Finding seating that works will be a process of trial and error. If seats are unpopular, it could be because they are in the wrong place or they are uncomfortable. This information can be used to adjust and refine seating in Lloyd.

# MURALS AND INTERACTIVE ART

Adding color and art to Lloyd's public spaces will contribute to vibrant streets and encourage people to spend time in places. Chapter 4 of the Portland City Code recognizes that murals "can increase community identity and foster a sense of place".<sup>22</sup> Murals can discourage vandalism, call attention to a block, and build neighborhood identity.<sup>23</sup> Lloyd's Design Guidelines specifically call for the integration of art into the neighborhood.<sup>24</sup> Interactive art installations can enhance public space by engaging viewers and inviting them to be active participants. A local example of an interactive art installation are the lights on the Tilikum Crossing Bridge. The colors and patterns change with the current, tide, and temperature of the Willamette River.<sup>25</sup>

## Action

Go Lloyd should work with community stakeholders to create a mural painting program. Organizing mural projects would turn Lloyd's blank walls into canvases for expressing the voices of the community.

## What people said

People mentioned in the Public Space Survey and in interviews that art could make Lloyd's public spaces better (Appendix C, D). People also said that they wanted more color in the area.





# How to Make it Happen

Many buildings in Lloyd are limited for mural painting due to the restrictions of Portland's Administrative Rule Permitting Original Art Murals, which pertain to areas in the Central City plan district.<sup>26</sup> These standards limit murals in Lloyd to walls that either do not directly face the street, or are at least 20 feet from the street right-of-way. Murals are not permitted on residential buildings of fewer than five units or on buildings that are historic or conservation landmarks.

Go Lloyd could develop a list of buildings on which murals could be painted, and whose property owners are interested in participating in the program. Based on physical characteristics and suitability, an initial list might include the west side of 1323 Northeast Broadway (facing the small parking lot at Happy Leaf); the west side of 1422 Northeast Broadway; the south side of 1530 Northeast 10th Ave; the north side of 1607 Northeast 7th Ave; and the west side of 815 Northeast Halsey. The program could involve a rotation of temporary murals in partnership with a particular business or building owner, similar to the Fresh Paint program begun this year by the Regional Arts and Culture Council (RACC).<sup>27</sup>

The murals could be a dynamic and changing part of the street and involve several different partner institutions. Each summer, an artist or organization would paint one mural, until Lloyd is as well known for great public art as it is for Lloyd Center Mall. Murals would create opportunities for publicity and placemaking events like neighborhood parties and news coverage of the unveiling of the finished piece.

Organizations and individuals would put together competitive proposals to paint the new mural, with submissions coming from high school artists, local colleges and universities, and art institutions like the Multnomah Arts Center. When selecting artists and artwork for the mural and public art program, +Studio strongly encourages implementers to use this program as an opportunity to give voice to underrepresented groups in the Lloyd community. For example, youth of color, R2DToo residents, or service workers from Lloyd Center Mall could be invited to design and implement murals that express their connection to Lloyd.

As Lloyd continues to grow and evolve, developers could apply for floor area ratio bonuses in exchange for incorporating public art into future projects in Lloyd, as permitted by the Central City Plan District zoning code.

## Implementers

**Lloyd District Community Association** Neighborhood associations are able to apply for RACC grant funding through the Public Art Murals Program. LDCA could work to secure ongoing funding for Lloyd's mural projects, and build community support through local outreach events as a requirement for City mural permits.

**Regional Arts and Culture Council (RACC)** RACC oversees the public art program throughout Portland, and would be a critical partner in public art ventures, possibly providing grant funding for mural projects.

**Go Lloyd** Go Lloyd can solicit donations from local businesses and residents to establish a mural fund, to be used for matching funds from RACC grants. The group could identify suitable buildings for murals, talk with building owners to encourage participation, and promote the positive effects that murals could have on their block and their business.

**Portland Street Art Alliance (PSAA)** The PSAA can provide logistical, technical, and aesthetic support, and reach out to artists who would like to create new murals.

## Evaluation

Go Lloyd could conduct counts of people using the spaces before and after artwork is installed to determine whether more people are spending time there and if things are happening that were not in the past. Adjacent businesses, tenants, and residents could be interviewed to gauge their perception of the artwork, whether business increased, if customers respond positively to the artwork, and if there is less graffiti or vandalism since the artwork was installed.



# HASSALO EVENTS SERIES

Respondents to the Public Space Survey ranked Hassalo Plaza as the top public space in Lloyd in terms of safety, comfort, and several other categories (Appendix C). However, in the evenings after workers return home and on weekends, there is often nothing going on in the plaza. Because there are few activities and events, people do not have reasons to stay in Lloyd after work, and residents of Lloyd go to other parts of the city for entertainment.

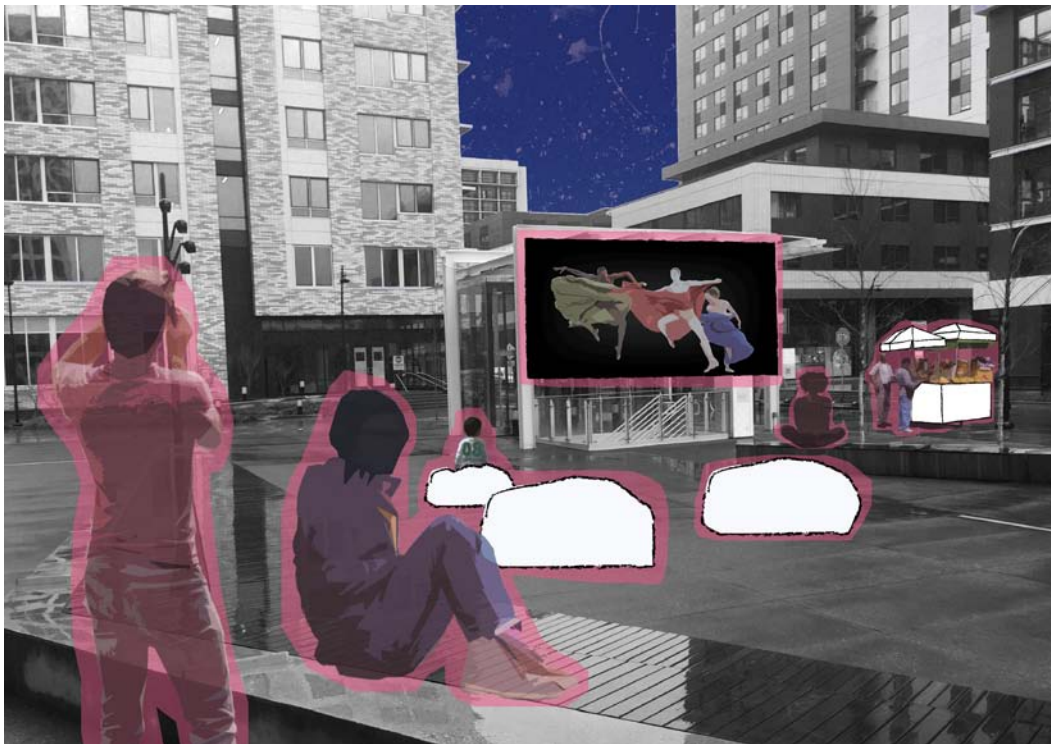
## Action

AAT and Go Lloyd should organize events for Hassalo Plaza that include food carts, pop-up stores, and other vendors, as well as activities, like movies and concerts.

## What people said

In +Studio's outreach events and surveys people often expressed interest in having more things to do in public spaces, like live music and movie screenings, as well as places to eat and shop, like food carts or pop up markets. People also wanted to see events at different times of day, particularly at night (Appendix C, D).

Hassalo Plaza is the ideal public space to host organized activities and events that include vendors. Results from the Public Space Survey show that people like Hassalo Plaza, calling out its design and environmental features, easy access to transit, and proximity to shops, businesses, and residences (Appendix C).



# How to Make it Happen

**Schedule** Through an easement with the City of Portland, AAT is able to close Hassalo St. between 7th Avenue and 9th Avenue to cars up to 12 times per year (Appendix D). These dates should be selected with careful consideration, as the season, day of the week, and time of day will all impact attendance.

**Organize events** Organizers should determine activities to take place during events. Examples of activities that people have suggested during +Studio's study include movies, concerts, a night market, storytelling, food carts, or a beer festival.

**Community input** Organizers should seek input from residents and workers in Lloyd to determine which events will be most popular, and when they should be held. Soliciting input may come in the form of a survey to Hassalo on Eighth residents, a focus group of residents and workers, or informal conversations with people in Hassalo Plaza.

**Obtain any necessary permits** Some events may require permits from the City. For example, a night concert might require a noise permit. The City of Portland Special Events Coordinator can provide information about the required permits for outdoor events.<sup>28</sup>

**Find vendors** Food carts and other shops will be key attractions at Hassalo Plaza events. Finding a variety of experienced vendors is important. The website [foodcartsportland.com](http://foodcartsportland.com) is one of the leading resources for the food cart industry in Portland, and sells ad space. AAT could advertise Hassalo to food cart vendors this way.<sup>29</sup>

**Find partners for events** Businesses and organizations may be interested in sponsoring or helping to organize events. This could help defray the costs of carrying out events, and also offer businesses the chance to advertise their services or products. One way this could work is offering the opportunity for businesses to buy naming rights for events.

**Publicize events** Go Lloyd can use its network of businesses, organizations, and other groups to publicize events at Hassalo.

# Implementers

**American Assets Trust** This company owns and manages the Hassalo on Eighth complex, including the Plaza. They are responsible for planning and carrying out events there.

**Go Lloyd** Go Lloyd's network of contacts in Lloyd will be helpful for publicizing, organizing, and finding partners.

**Vendors** Food cart operators and other vendors can come to Hassalo to work during the events.

**Lloyd businesses and organizations** Other businesses and organizations may want to sponsor or contribute to events. These partnerships could help secure more funding or other resources for Hassalo events.

## Evaluation

AAT should engage Lloyd residents and businesses in Hassalo regularly to discuss issues, concerns, and suggestions for future events in Hassalo Plaza. At the events themselves, short interviews or surveys with attendants could help determine how successful they are.

# CHAPTER 5

## FINAL THOUGHTS





## SAFETY

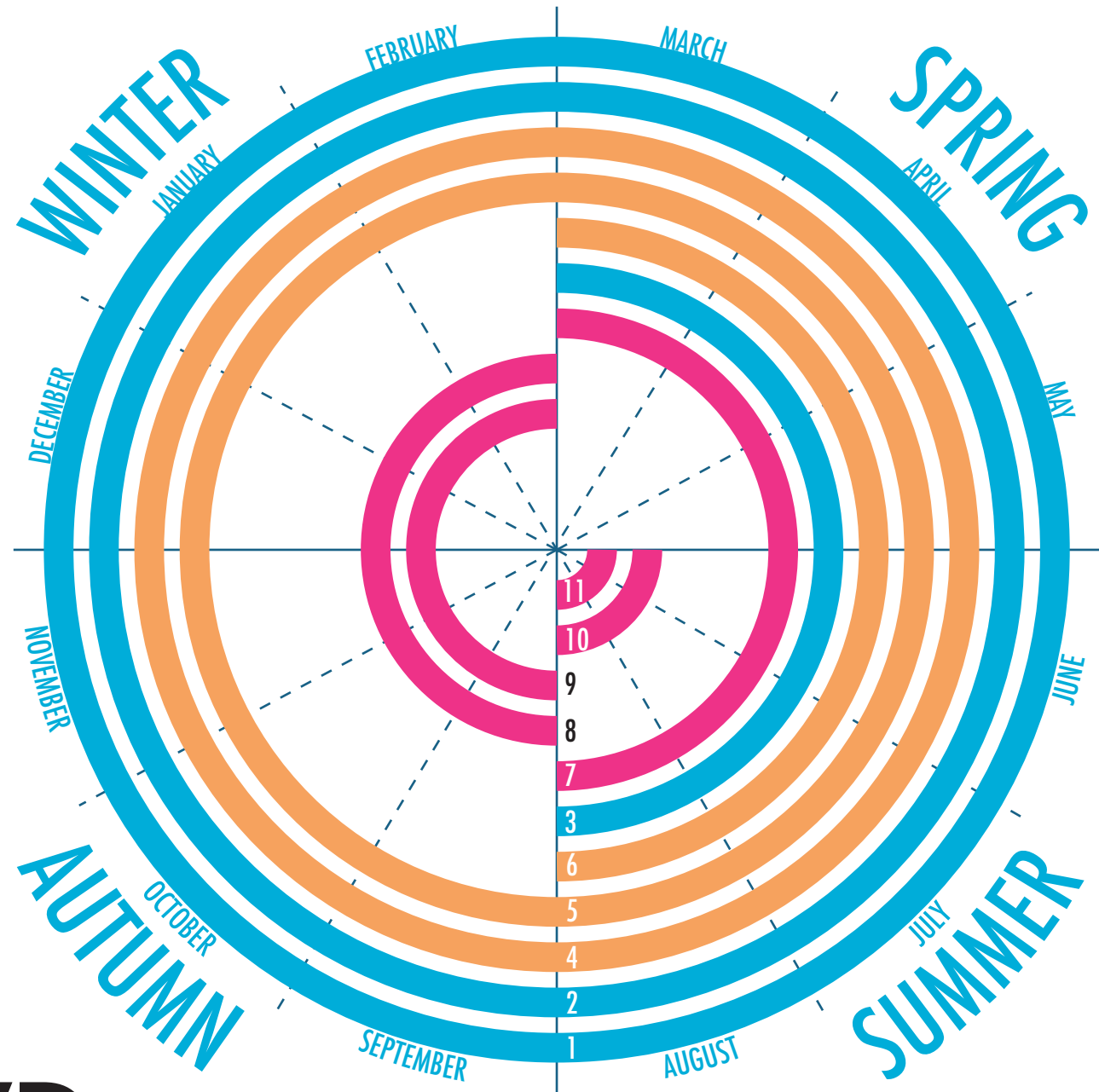
- 1. Lloyd Ambassadors
- 2. Lighting
- 3. Park Ranger

## COLLECTIVE

- 4. Garbage Can Program
- 5. Incorporating Young People
- 6. Community Garden

## DYNAMIC

- 7. Seating
- 8. Food Carts
- 9. Parking Structure Events
- 10. Events in Hassalo
- 11. Mural and Interactive Art



# A YEAR IN LLOYD



# AUTUMN AND WINTER

**Food carts:** When the weather is dreary, wet, and cold, food carts are a warm reminder of Lloyd's fun and interesting community. As people break from their daily tasks and brave the weather together, food carts can become a staple to getting through the winter blues.

**Parking Structure Events:** In the autumn and winter months, the temperature can often fluctuate from downright cold to somewhat mild. The one constant is rain. Parking garages would provide shelter from the weather, and create unique venues for parties, programs, and events. These events could set Lloyd apart in a unique way by using parking structures for more than just cars.

# SPRING

**Community Garden:** April showers bring May flowers, and in Portland, everything starts to bloom in spring. With the weather turning, and a variety of produce being harvested, this is naturally a perfect time of year to officially promote the community garden.

**Neighborhood Ambassadors:** Neighborhood Ambassadors could eventually become a year-round staple. For now, spring and summer are ideal seasons to be out on the streets of Lloyd. With more people out, the Ambassadors would also better assist people.

**Seating:** As the days get longer and warmer, the seating in Lloyd's plazas and in front of local establishments encourage people to sit and stay. Plaza management and business owners provide a variety of seating during this time of year to welcome people into Lloyd's public spaces.

# SUMMER

**Night Markets:** Summer in Portland is what everyone brags about. The evenings are long, the temperatures are warm but not too hot, and people are soaking up the sun. A monthly (or more often) night market in Lloyd is a great way to enjoy the summer weather, and bring people together to eat, drink, shop, and play. Lloyd's quiet streets and large plazas are excellent venues for these markets.

**Mural and Art Series:** With predictable weather during the Summer months, this is the perfect opportunity to kick off a Mural and Art series. A select number of murals and art projects are selected in the autumn and winter months, prepared in spring, and then come alive in the summer. The projects would be completed just in time to bring color and interest to Lloyd when the weather turns gray.

# YEAR-ROUND

**Lighting:** Lighting helps people walking during early morning and later evening hours by providing a safe environment. The color of lights could change depending on the season, adding a fun and interesting touch.

**Park Ranger:** A park ranger conducting regular patrol shifts at Holladay Park provides a sense of safety to those who previously felt unsafe, and a sense of familiarity to those who spend time at the park several days out of the year.

**Garbage Can Program:** A garbage can program is a year round public benefit for Lloyd. The garbage cans create a cleaner and more appealing environment for people walking and businesses along Northeast Broadway-Weidler. Every year, a program audit is conducted to ensure the usefulness of the trashcans and to evaluate pricing and services to continue this much needed program.

**Youth Advisory Committee (YAC):** Youth are an integral part of the Lloyd community, and a year long YAC program helps integrate the young people who spend time in Lloyd. The YAC is involved in many of the other actions that will be implemented in Lloyd, providing youth an opportunity to play an active role year-round.

# **+STUDIO'S REFLECTIONS ON THE PROJECT**

When Go Lloyd commissioned us to study public spaces, an important part of the project was working with the Lloyd community to imagine ways to make the area better. Our recommendations are based on what people said they wanted, but we were not able to talk to everybody.

Lloyd is one of the most diverse places in Portland. In many ways, our project fails to reflect this. It was not until the late stages of the project that we began to fully appreciate the depth and complexity of Lloyd's community. By then, it was difficult to find ways to work with marginalized people in Lloyd and learn about their experiences.

When implementing these recommendations, to create public spaces that equitably serve Lloyd's community, it will be important for Go Lloyd and their partners to collaborate with the groups we missed.

## YOUTH

We wish we had talked with more young people so that this plan could address their concerns about the area. We spoke with some of the youth who regularly hang out in Holladay Park, but they were not comfortable speaking with us. Although we reached out, we were unable to organize an event for students from Benson High School. We hope that through programs like the YAC, organizations in Lloyd can build stronger relationships with the area's youth.

## COMMUNITIES OF COLOR

Lloyd has been an important place for African Americans in Portland for more than one hundred years. In the 1960s, urban renewal and freeway projects destroyed what was then the predominantly African American Lower Albina neighborhood. We never found an opportunity to speak with people of color in the community about how race impacts public space. It was an oversight, and something we urge Go Lloyd to keep in mind as they work to improve the area.

We think Go Lloyd should seek new ways to engage communities that have historically been excluded from decision making processes in Lloyd. It would be an important step towards achieving the goals of this plan. To amplify the voices of minority communities to ensure they benefit from public spaces, we encourage Go Lloyd and its board to continue to build relationships with organizations representing people of color. For example, they could work with African American lead groups like Connected We Care, join the Northeast Coalition of Neighborhoods which has experience organizing projects with people of color, and increase diversity on the Go Lloyd board. These would be initial steps towards confronting issues of race in Lloyd.

## RELIGIOUS GROUPS

We did not have an opportunity to talk with Lloyd's churches and other religious organizations. We contacted Temple Baptist Church and the Head Pastor of The Refuge Church, but we were not able to schedule time to talk with them. Speaking with churches would have been an opportunity get perspective on social issues in the area and projects they are involved in to improve the area.

## LOW INCOME RESIDENTS

We were not able to speak with residents from Lloyd's low-income apartment complexes. We contacted Miracles Central, a low-income apartment complex managed by Central City Concern, but we were unable to schedule a time to speak with them or their residents. More low-income residents will soon move to the area with the construction of Home Forward's Block 45 on Northeast 6th Avenue and Holladay Street, and we urge Go Lloyd to involve these residents in creating public space.

# ENDNOTES

- <sup>1</sup> [http://www.oregonlive.com/business/index.ssf/2015/07/first\\_building\\_at\\_lloyd\\_distri.html](http://www.oregonlive.com/business/index.ssf/2015/07/first_building_at_lloyd_distri.html)
- <sup>2</sup> <https://web.archive.org/web/20110930093822/http://www.ashforthpacific.com/lloyddistrict.html>
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- <sup>9</sup> [http://www.portlandmercury.com/images/blogimages/2015/03/19/1426795686-ranger\\_report.pdf](http://www.portlandmercury.com/images/blogimages/2015/03/19/1426795686-ranger_report.pdf)
- <sup>10</sup> <https://www.pps.org/blog/beyond-food-community-gardens-as-places-of-connection-and-empowerment/>
- <sup>11</sup> <https://www.portlandoregon.gov/parks/article/282909>
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- <sup>14</sup> trashcanswarehouse.com: [https://www.trashcanswarehouse.com/UNBEATABLE-Recycling-and-Waste-Containers\\_c\\_1384.html](https://www.trashcanswarehouse.com/UNBEATABLE-Recycling-and-Waste-Containers_c_1384.html)
- <sup>15</sup> prosperportland.us: <http://prosperportland.us/portfolio-items/community-livability-grant/>
- <sup>16</sup> portlandoregon.gov: <https://www.portlandoregon.gov/transportation/article/409066>
- <sup>17</sup> portlandoregon.gov: <https://www.portlandoregon.gov/transportation/article/409065>
- <sup>18</sup> <http://www.oregonmetro.gov/tools-partners/grants-and-resources/community-placemaking-grants>
- <sup>19</sup> <https://www.portlandoregon.gov/bps/article/89918>
- <sup>20</sup> <https://www.portlandoregon.gov/bps/article/53334>
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- <sup>23</sup> <http://www.pdxstreetart.org/how-to-paint-a-mural-in-portland>
- <sup>24</sup> <https://www.portlandoregon.gov/bps/article/89918>
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- <sup>29</sup> <http://www.foodcartsportland.com/>