



# Lloyd District

# Urban Design Studio

Site Analysis and Logistics.

Spring 2022  
Prof. Nico Larco  
University of Oregon

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Prof. Nico Larco  
University of Oregon  
Portland Campus

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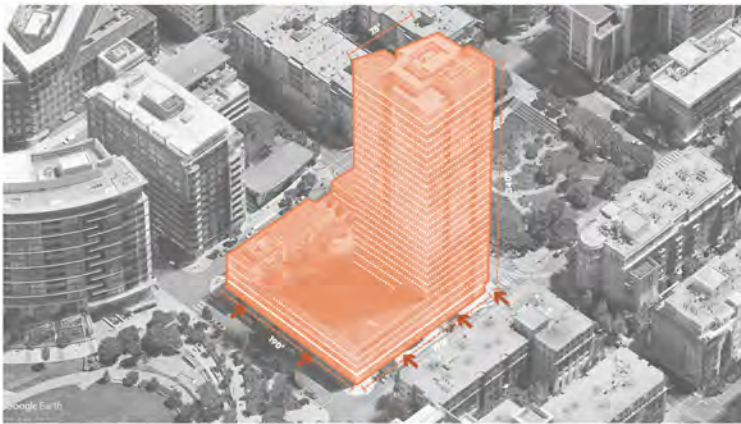
***Sections:***

Typologies / Dimensions  
Transportation  
Environment  
Zoning  
Culture / Place  
Physical Site  
Precedents  
Base Drawings

# **Typologies / Dimensions**

**Project:** Cosmopolitan Condominiums  
**Location:** Portland, OR  
**Designer:** BORA  
**Size:** 353,000 SF  
**Height:** 4-Story Podium, 28-Story Tower (340')  
**Units:** 150 Condos  
**Density:** 163 DU / Acre  
**Dimensions:** Podium: 190' square, 50' tall  
 Tower: 75' square, 290' tall  
**Notes:** Podium contains parking in the center, retail on the ground floor, and units above. Indoor and outdoor amenities for residents located on the podium roof.

**Project:** 937 Condominiums  
**Location:** Portland, OR  
**Designer:** Holst Architecture  
**Size:** 236,000 SF  
**Height:** 1-Story Podium, 15-Story Tower (170')  
**Units:** 114 Condos  
**Density:** 226 DU / Acre  
**Dimensions:** Podium: 100' x 190' base, 20' tall  
 Tower: 70' x 190' base, 150' tall  
**Notes:** The podium also features two underground levels for resident parking.





**Project:** LL Hawkins  
**Location:** Portland, OR  
**Designer:** GBD Architects and Holst Architecture  
**Size:** 160,000 SF  
**Height:** 1-Story Podium, 5-Stories Above (70')  
**Units:** 113 Apartments  
**Density:** 175 DU / Acre  
**Dimensions:** Type I Podium: 195' x 135' base, 20' tall  
 Type V Units: 65' wide wings, U-shape  
**Notes:** Podium features 1 floor of lower level parking and 5 retail spaces on the ground floor, with a private courtyard on the roof.

**Project:** Marvel 29  
**Location:** Portland, OR  
**Designer:** Ankrom Moisan  
**Size:** 140,000 SF  
**Height:** 4 Stories (48')  
**Units:** 165 Apartments  
**Density:** 179 DU / Acre  
**Dimensions:** Underground Type I Podium: 195' Square  
 Type V Units: 65' wide wings  
**Notes:** 1 level of underground parking. Ground floor features 2 small retail spaces.





**Project:** Clayborne Commons  
**Location:** Portland, OR  
**Designer:** Waechter Architecture  
**Size:** 35,000 SF  
**Height:** 3-Story Townhomes (30')  
**Units:** 20 Townhomes  
**Density:** 44 DU / Acre  
**Dimensions:** Each townhome is roughly 18' wide x 32' deep x 30' tall.  
**Notes:** Townhomes are arranged in 4 rows of 5. Tuck under parking for each unit is located in the back off two drive lanes, with frontages on the street and a central green.

**Project:** Origami  
**Location:** Portland, OR  
**Designer:** Waechter Architecture  
**Size:** 19,000 SF  
**Height:** 3-Story Townhomes (30')  
**Units:** 11 Townhomes  
**Density:** 32 DU / Acre  
**Dimensions:** Each townhome is roughly 20' wide x 32' deep x 30' tall.  
**Notes:** Townhomes share a common green-space & frontage along the street. Each townhome has a private rear patio with secure parking spot, accessed off a shared rear drive.





**Project:** Cully Green  
**Location:** Portland, OR  
**Designer:** Communitecture  
**Size:** 43,000 SF  
**Height:** 2-Story Duplexes & Triplexes  
**Units:** 23 Units  
**Density:** 18 DU / Acre  
**Dimensions:** Units range in size, but are roughly 20-25' wide x 35' deep x 25' tall.  
**Notes:** Units are arranged around a common green, with community gardens and peripheral surface parking consolidated into lots.

**Project:** Berkeley 6  
**Location:** Portland, OR  
**Designer:** Polyphon Architecture and Design  
**Size:** 5,500 SF  
**Height:** 2-Story Six-plex  
**Units:** 6 Condos  
**Density:** 66 DU / Acre  
**Dimensions:** Units are 16' wide, 26' deep, and 25' tall.  
**Notes:** Side access units have private rear patios, front access units have a shared green space. Utilizes street parking only.

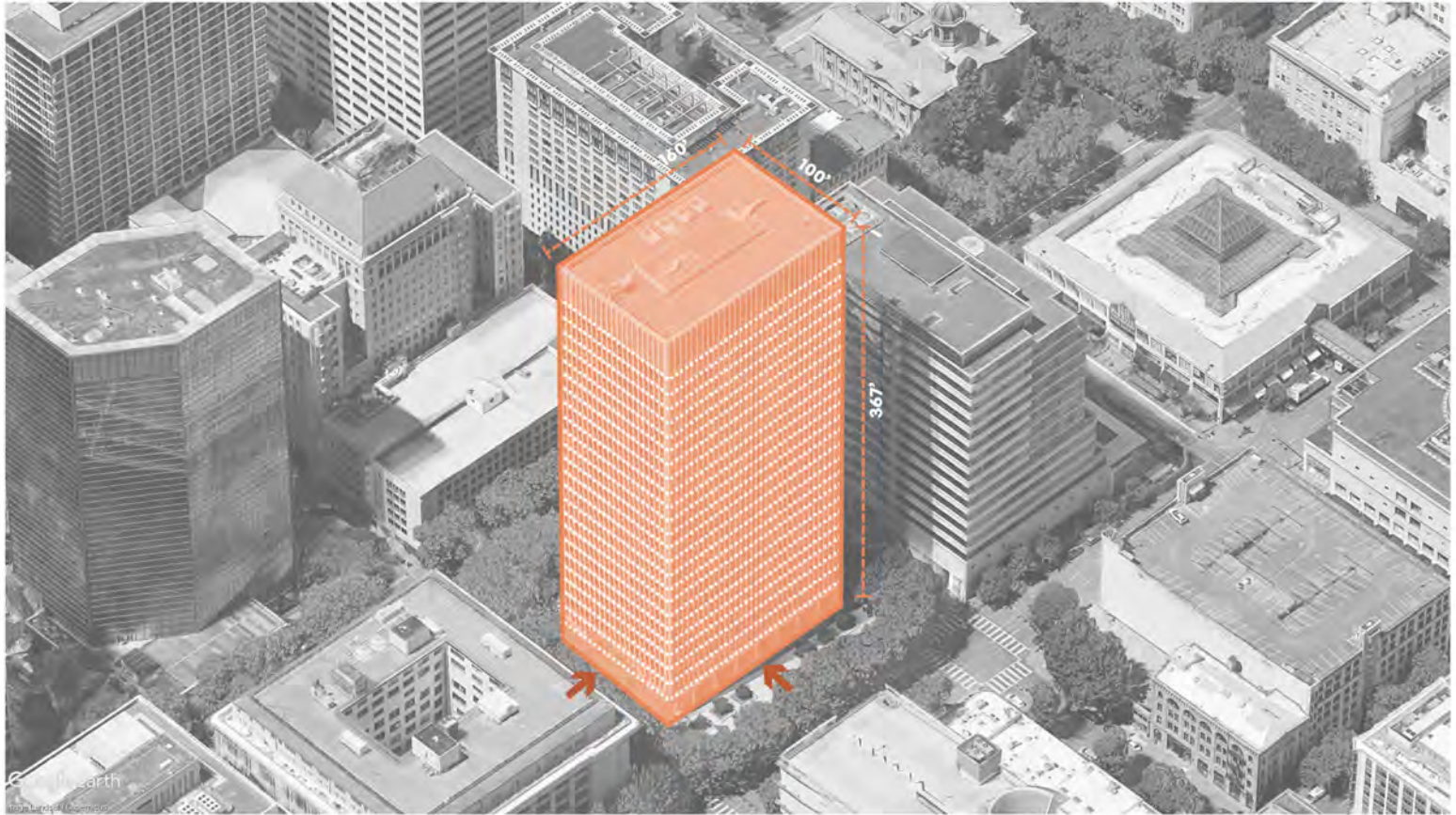




**Project:** Standard Insurance Center  
**Location:** Portland, OR  
**Designer:** Skidmore, Owings, & Merrill

**Size:** 459,000 SF  
**Height:** 27 Stories (367')  
**Dimensions:** 100' x 160' base, 367' tall

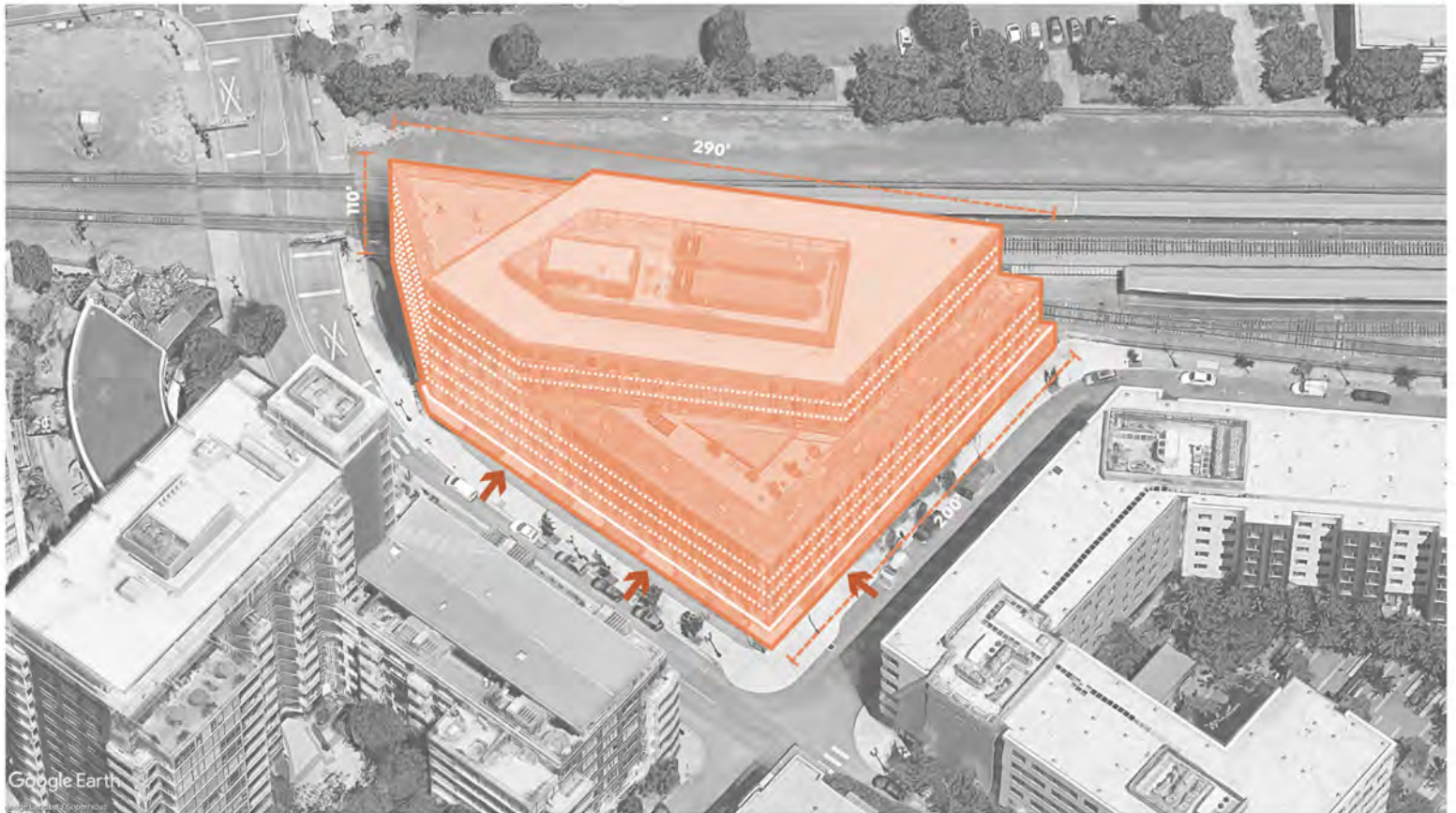
**Notes:** Ground floor features a semi-public lobby, with higher floor-to-floor heights. A parking garage is located underneath the building. Typical floor plates have lower ceiling heights and open plans, with a central service core.





**Project:** Tanner Point  
**Location:** Portland, OR  
**Designer:** GBD Architects and Hacker Architecture

**Size:** 220,000 SF  
**Height:** 8-Stories (110')  
**Dimensions:** 290' max width x 200' max depth x 110' tall  
**Notes:** Building features parking on the ground floor, along with a shared lobby, and a bar/restaurant/market retail space. Two rooftop terraces accessible to all tenants are included.

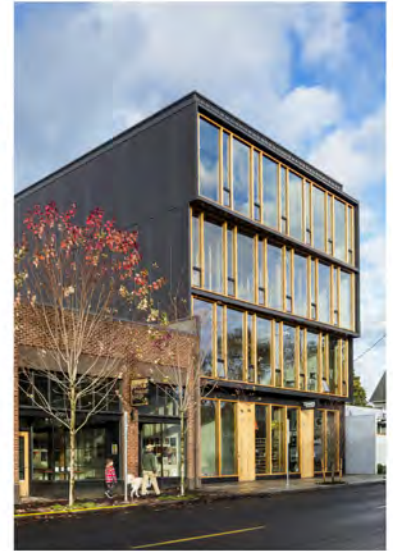




**Project:** Albina Yard  
**Location:** Portland, OR  
**Designer:** LEVER Architecture

**Size:** 16,000 SF  
**Height:** 4-Stories (50')  
**Dimensions:** 45' wide x 85' deep x 50' tall  
**Notes:** Retail space along street frontage on ground floor.

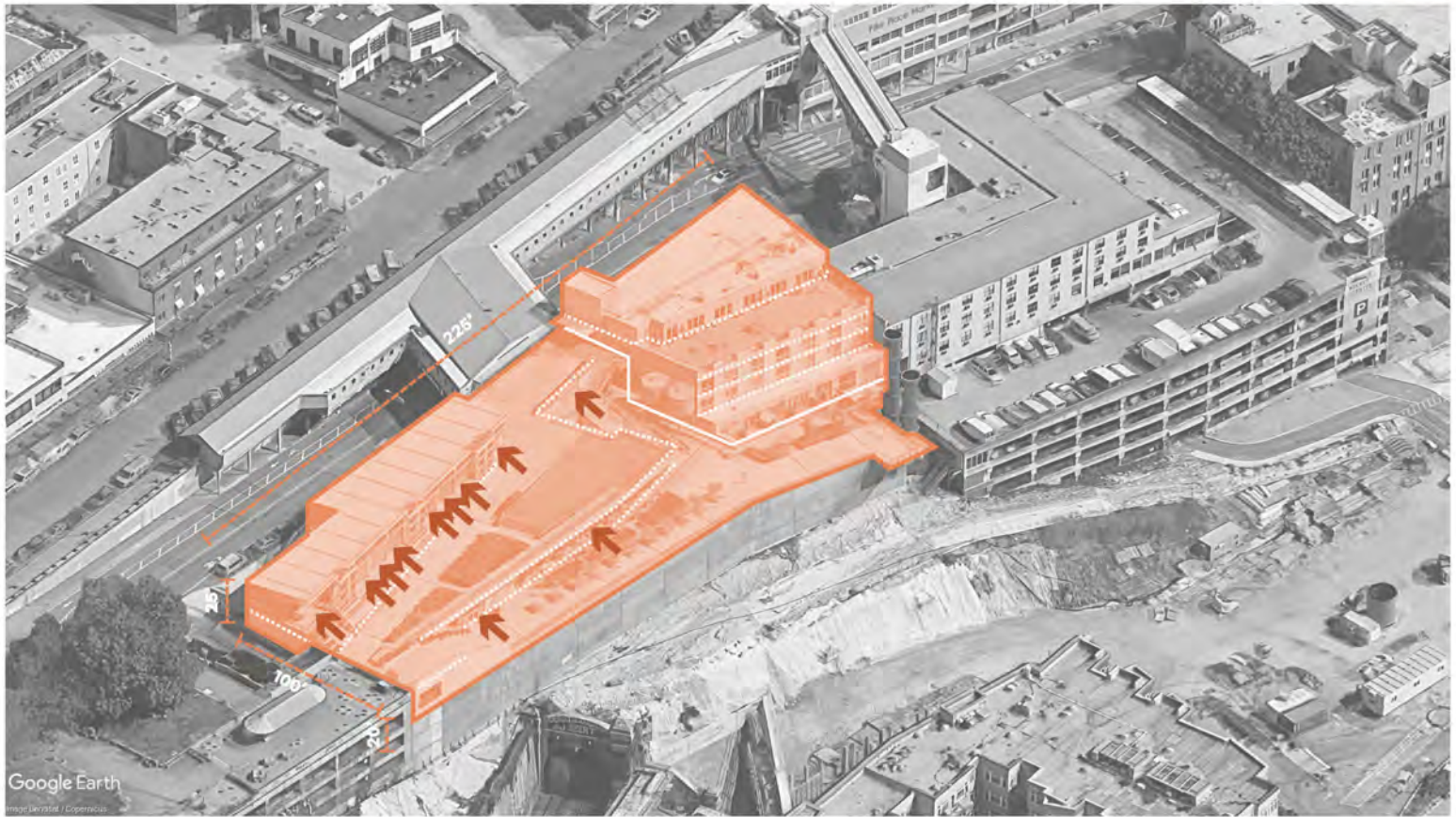
High floor-to-floor heights are typical of creative office space, along with exposed structural and mechanical systems.





**Project:** Pike Place Market Front  
**Location:** Seattle, WA  
**Designer:** Miller Hull Partnership

**Size:** 210,000 SF  
**Height:** 2 levels of market, 4 levels of housing  
**Stalls:** 50  
**Dimensions:** Full project is 225' wide x 100' deep x 45' tall.  
**Notes:** Market features indoor & outdoor vendor space, dining hall, and outdoor gathering spaces. A senior housing building is connected by breezeway. Underground parking supports 300 cars.





**Project:** Milwaukee Public Market  
**Location:** Milwaukee, WI  
**Designer:** TKWA

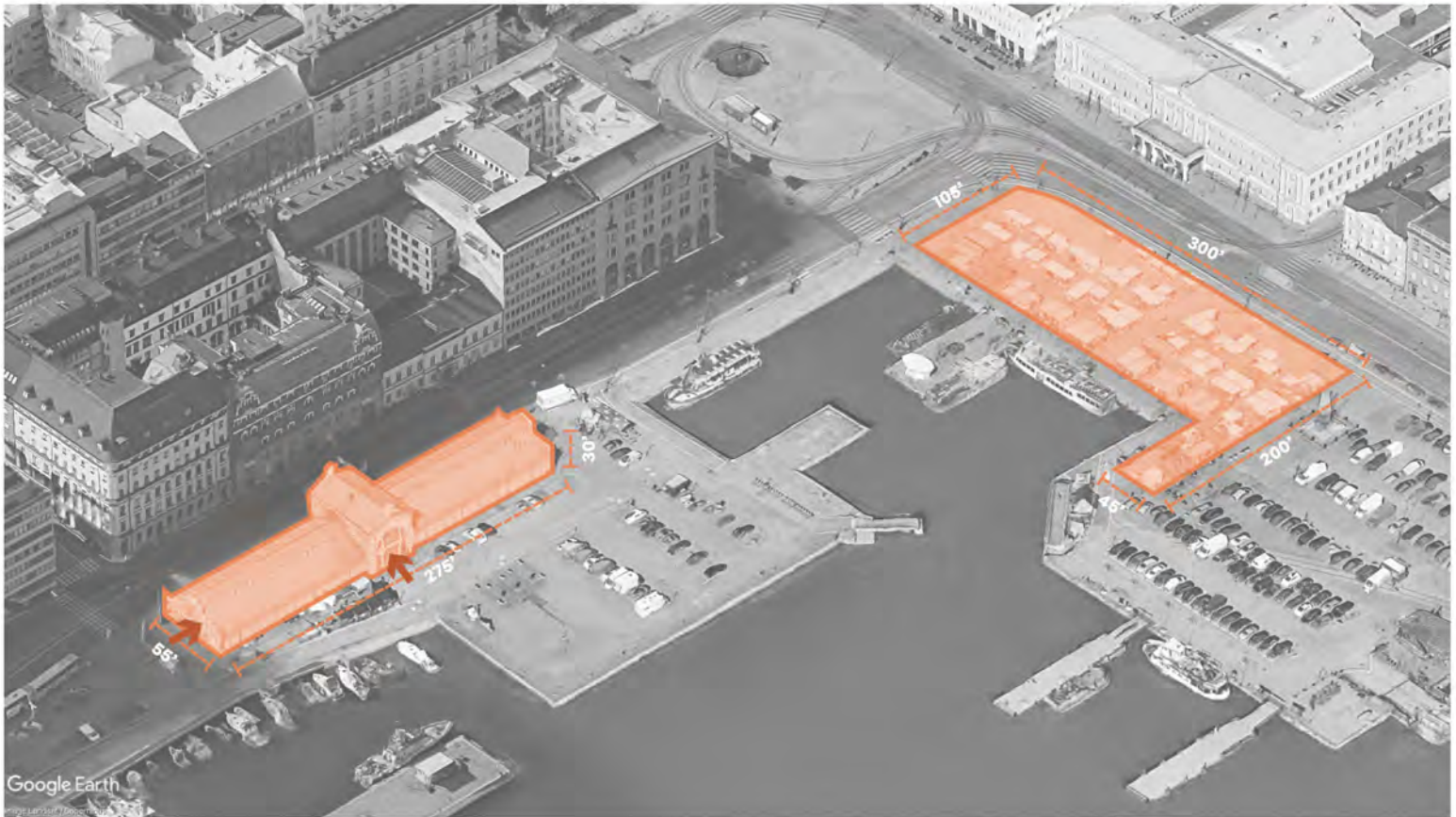
**Size:** 35,000 SF  
**Height:** 1 story with mezzanine  
**Stalls:** 18  
**Dimensions:** 100' wide x 250' deep x 30' tall  
**Notes:** A street car stop is located immediately adjacent to the market; on-site parking provided by surface lots under the highways. All stalls inside the market are permanent, with temporary carts outside when weather permits.



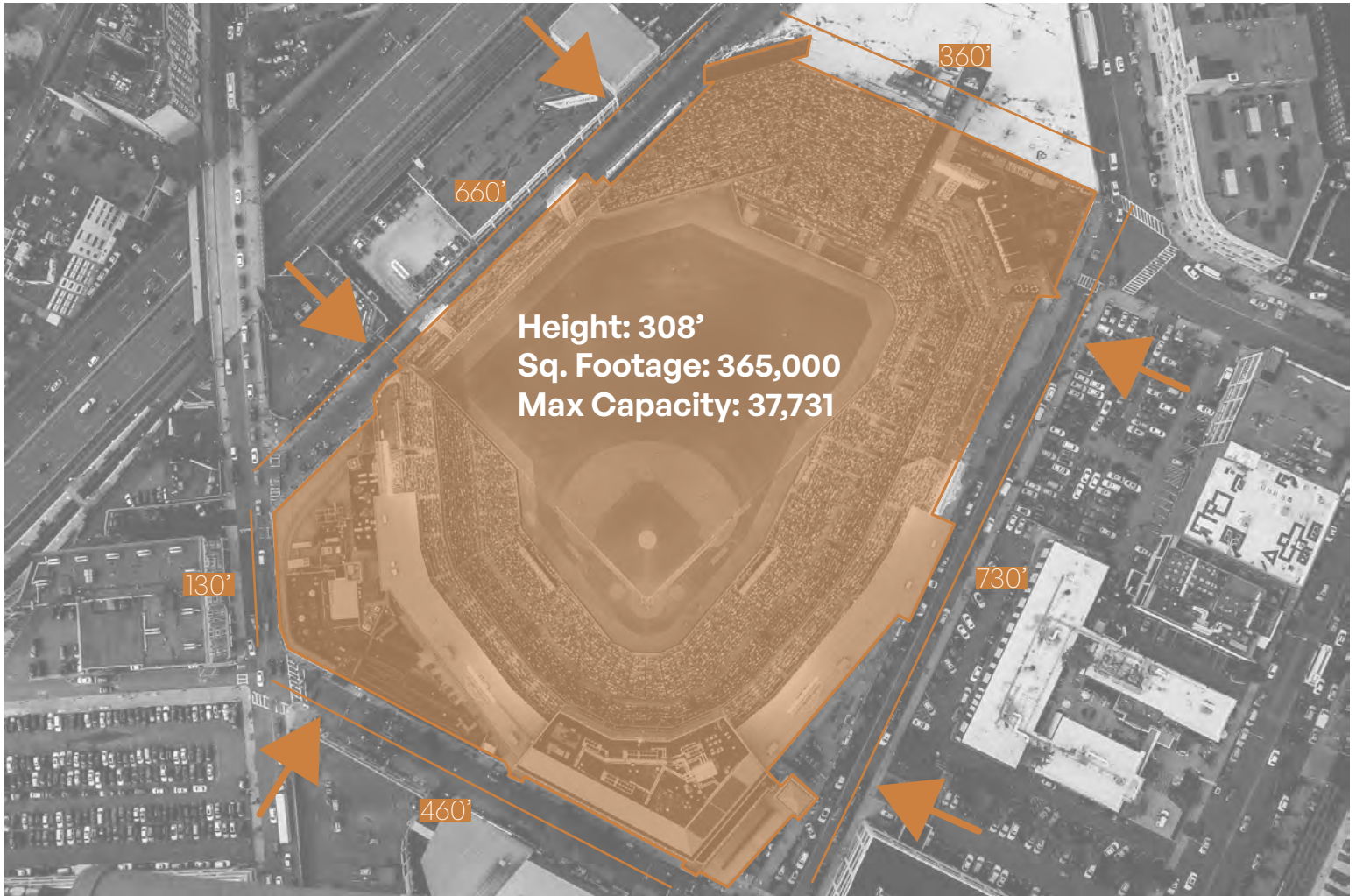
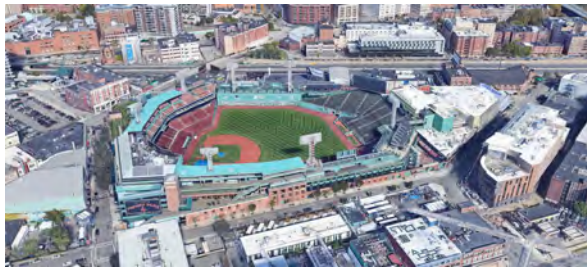
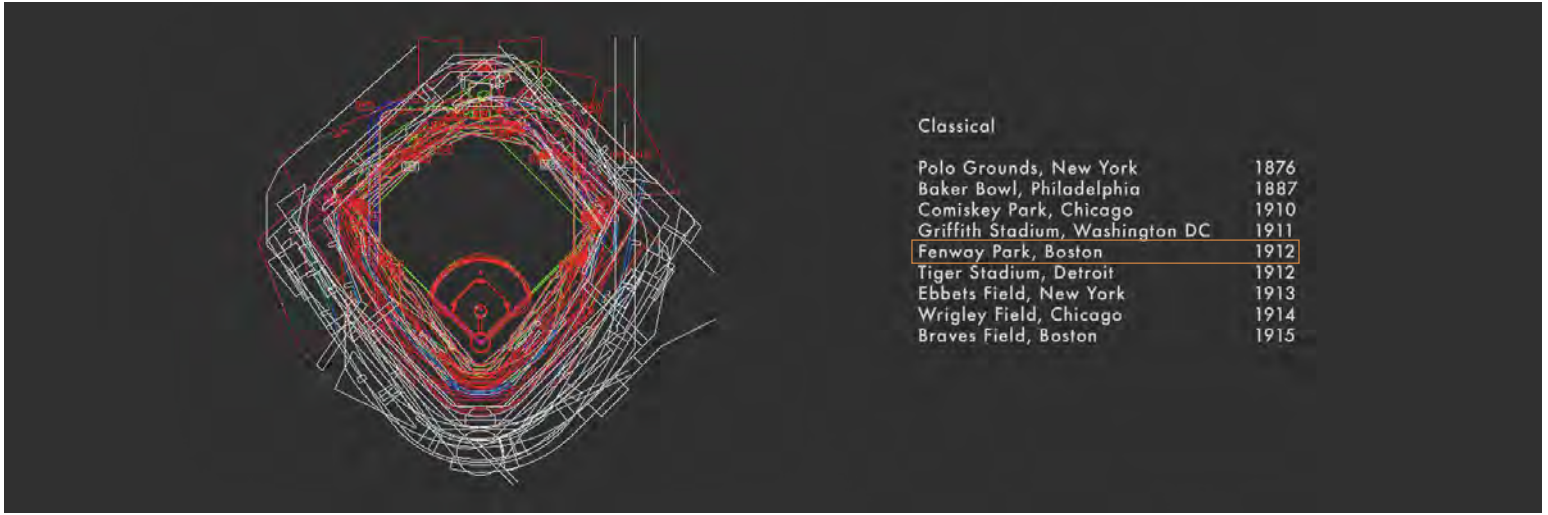


**Project:** Helsinki Public Market  
**Location:** Helsinki, Finland

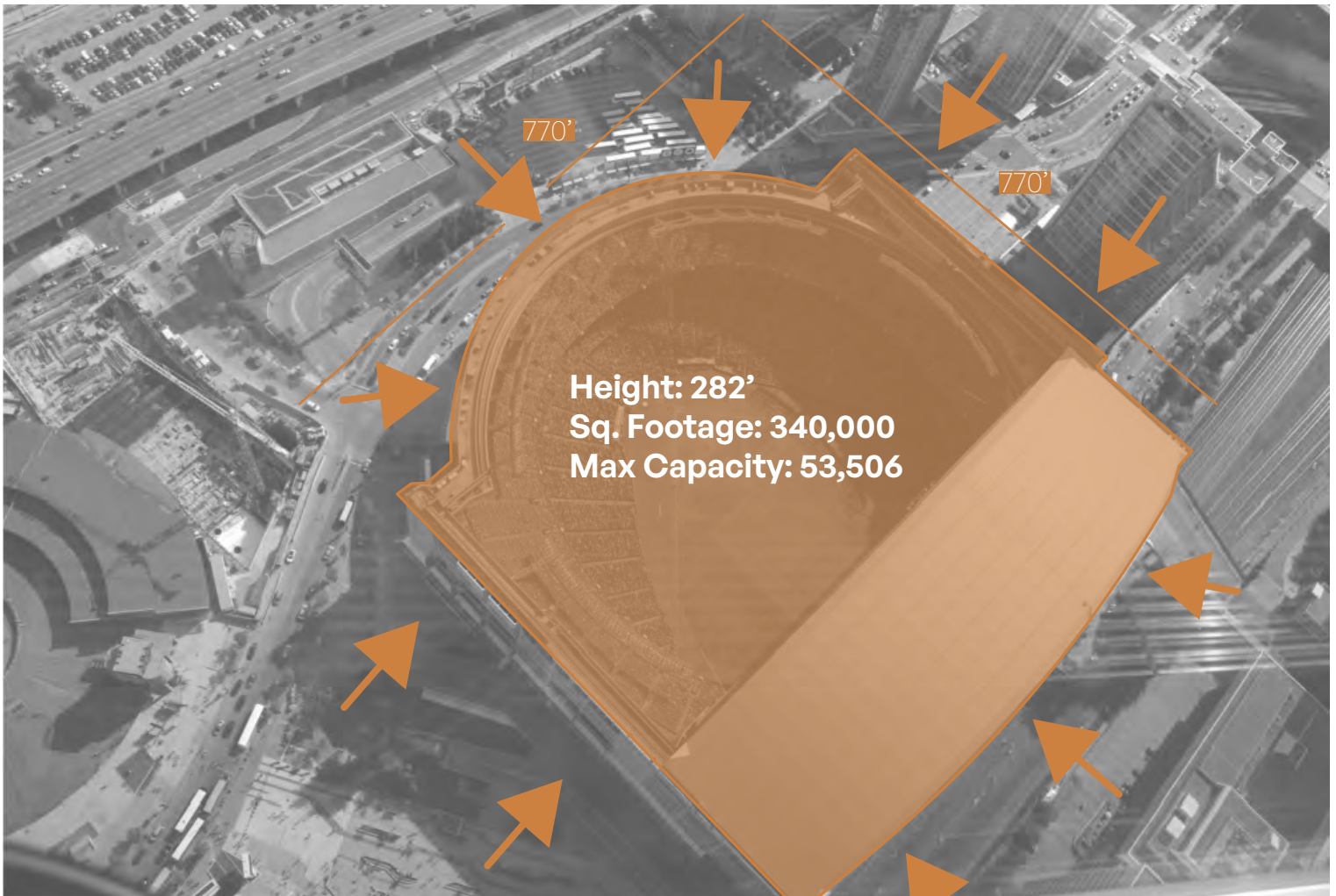
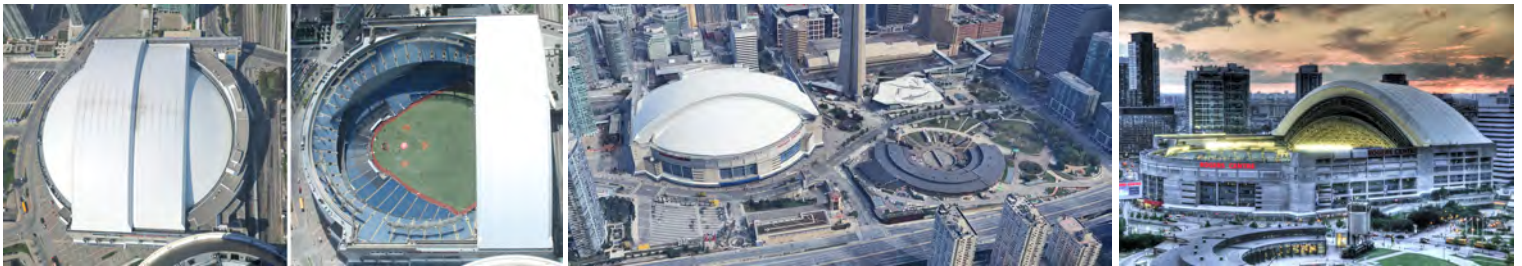
**Size:** 16,000 SF Indoor, 36,000 SF Outdoor  
**Height:** 2 Stories (30')  
**Stalls:** 70 indoor stalls  
**Dimensions:** 275' wide x 55' deep x 30' tall  
**Notes:** Permanent interior stalls are divided between food stalls (ground floor) and craft stalls (upper floor). Outdoor market spaces consist of temporary stalls, connected to the hall by a harborfront promenade.



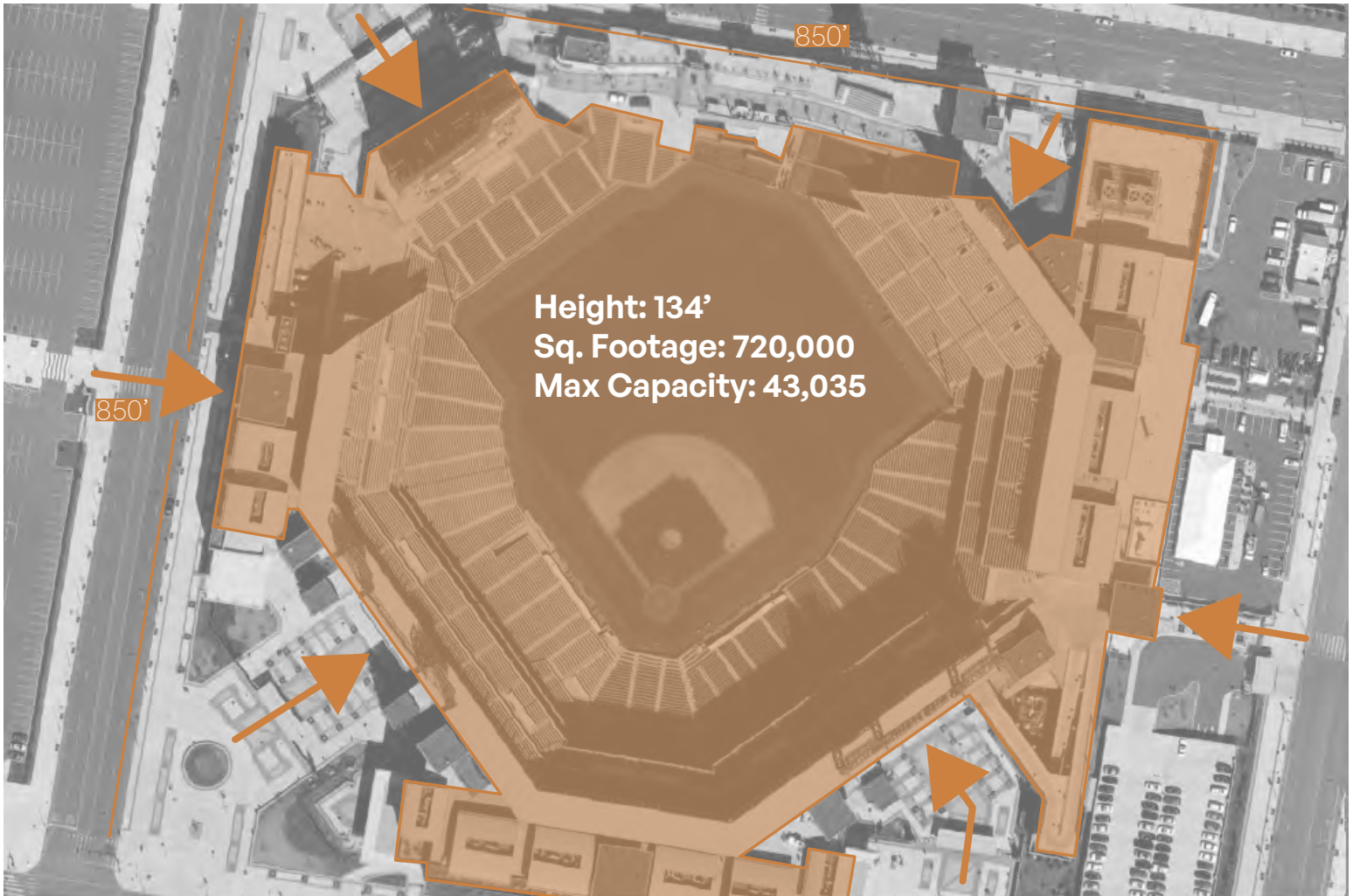
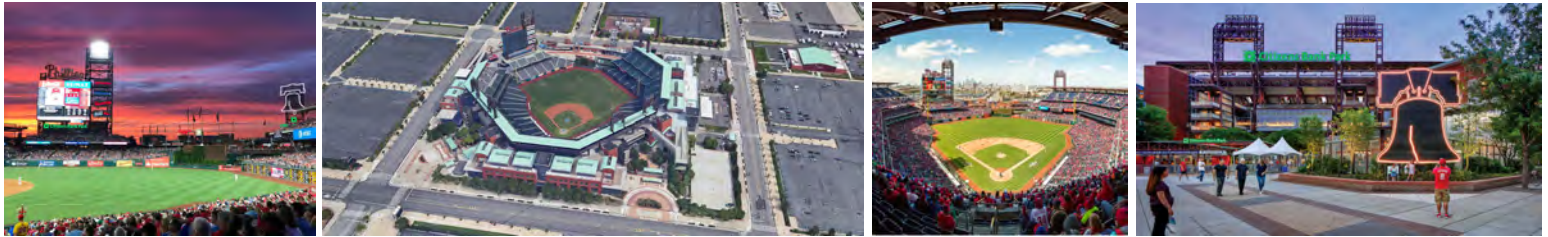
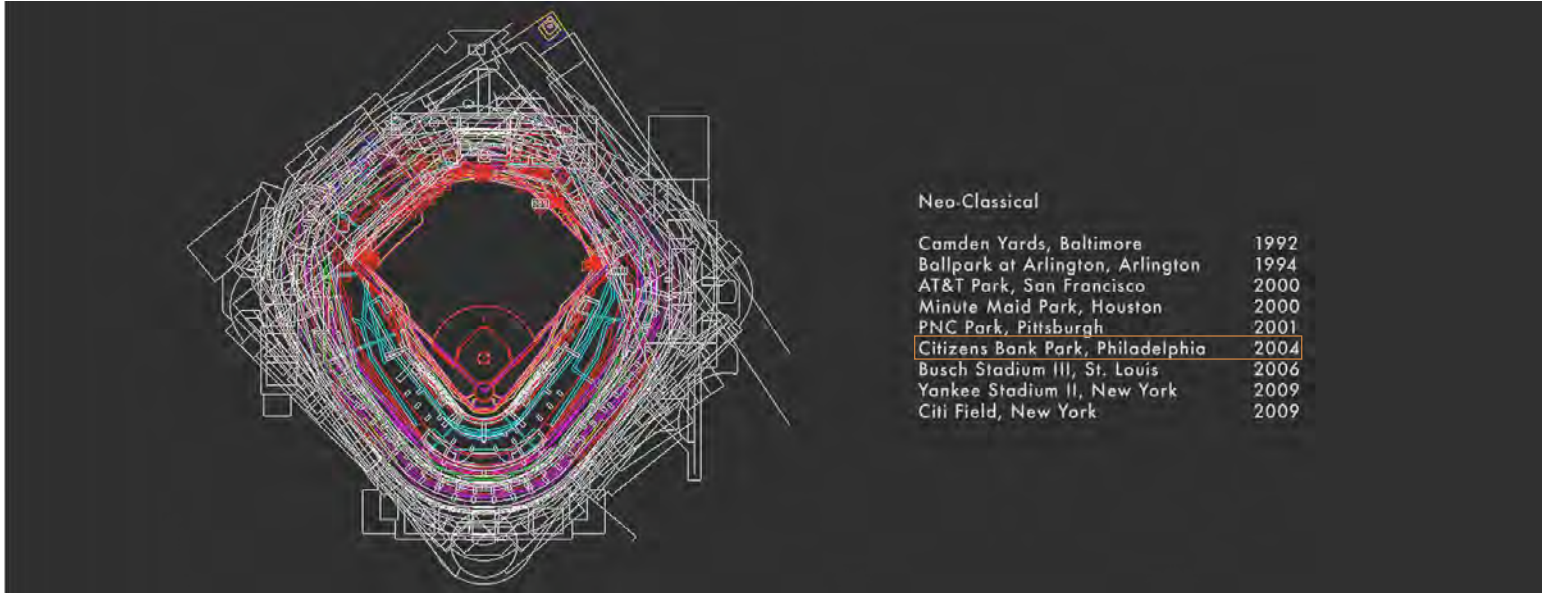






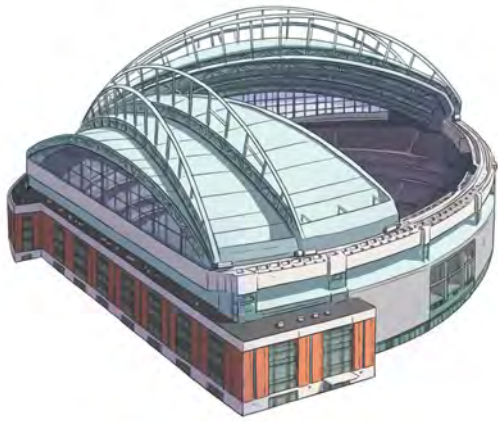








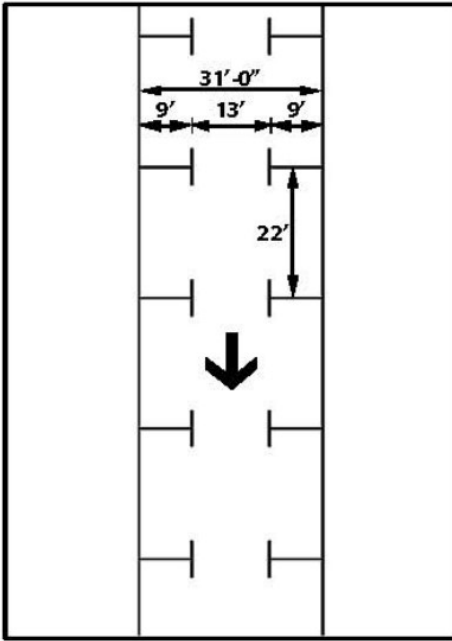
**Retractable-Roof Stadiums**



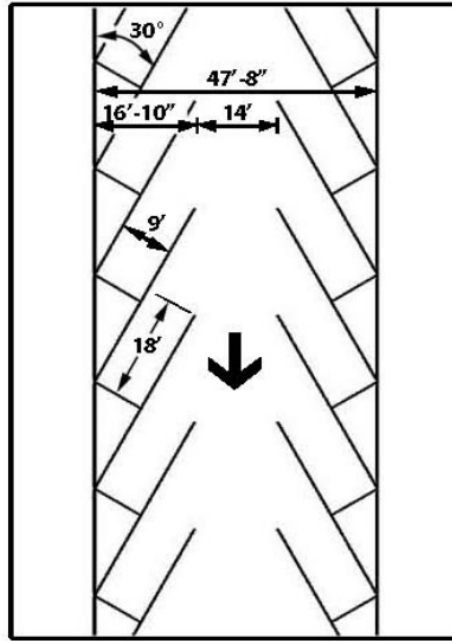
**Bowl (Recessed) Stadiums**



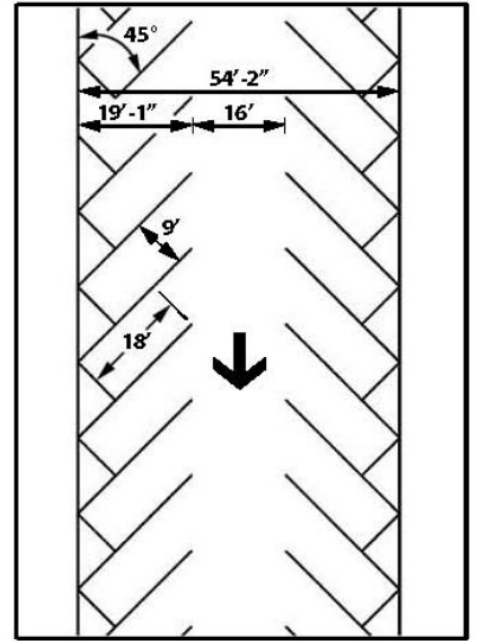




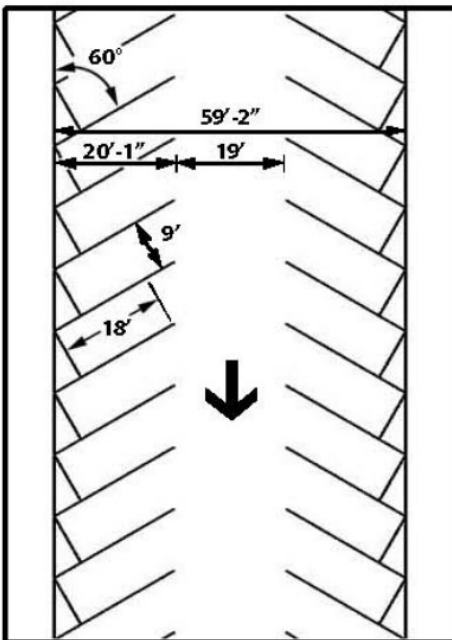
0° Parallel Parking Spaces



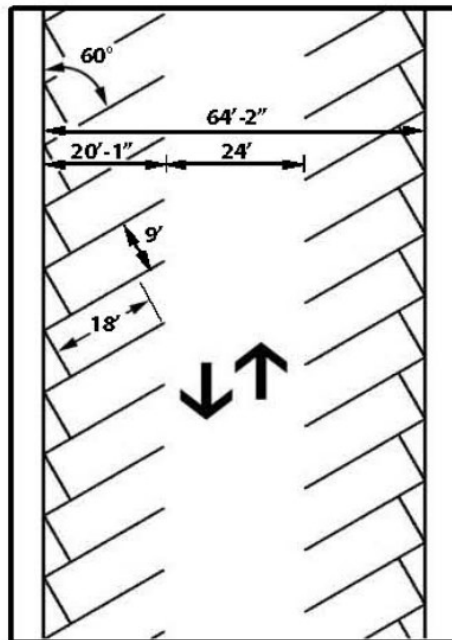
30° Parking Spaces



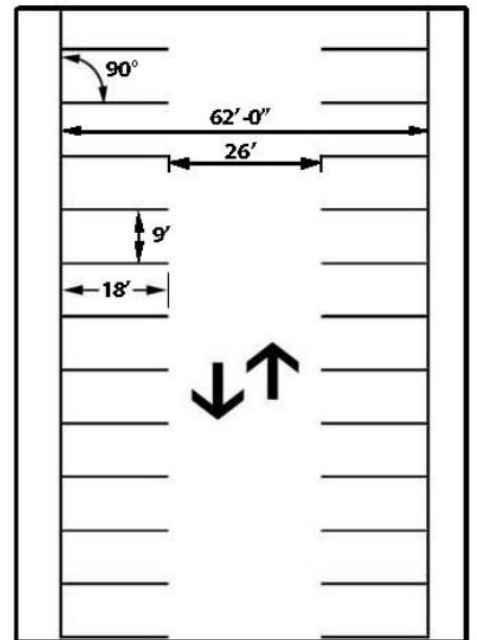
45° Parking Spaces



60° Parking Spaces One - Way






60° Parking Spaces Two - Way



90° Parking Spaces

[https://www.sandiegocounty.gov/pds/docs/Parking\\_Design\\_Manual.pdf](https://www.sandiegocounty.gov/pds/docs/Parking_Design_Manual.pdf)

Components	Examples	Form
<p><b>Small Format</b> 5-12k</p>	shop	
	restaurant	
	service	
<p><b>Medium Format</b> 15-60k</p>	single-category soft goods • grocery	
	market hall	
<p><b>Large Format</b> 65-150k</p>	department store	
	home improvement	
	discount	

<https://studioneleven.wordpress.com/2011/01/31/retail-typology/>



**Nano (> 200 ft. sq.)**



**Micro (> 5,000 ft. sq.)**



**Small (5-12,000 sq. ft.)**




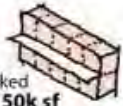

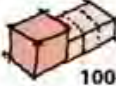
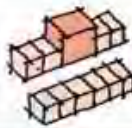

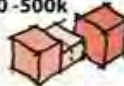





**Medium (15-60,000 sq. ft.)**



**Large (65-150,000+ sq. ft.)**



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





Nano Retail



Micro Retail





**Small Retail**







**Medium Retail**





**Large Retail**

<p><b>Corner Store (convenience store)</b>  <i>Description:</i> A retail business, or businesses that provides a convenient location within the neighborhood for quick and frequent purchases of a wide array of products (primarily food and sundries).</p>  <p><i>Size (Sq. Feet)</i>      <i>Trade Area /Population</i>              800 - 5,000      1/4 - 1/2 mile/500-2,000</p>	<p><b>Main Street Shops (Neighborhood SC)</b>  <i>Description:</i> Similar in concept to a convenience store, but with and expanded range of personal services, it is typically anchored by a small convenience store or pharmacy selling food, over-the-counter medicines, beer/wine and miscellaneous general merchandise. Other shops may include personal services such as dry cleaners, shoe repair, barber shop, small carryout restaurant, etc.</p>  <p><i>Size (Sq. Feet)</i>      <i>Trade Area /Population</i>              15,000 - 25,000      1/2 - 1 1/2 miles/1,000-3,000</p>
<p><b>Main Street Shops (Community SC)</b>  <i>Description:</i> Provides for the sale of convenience goods (food, drugs and sundries) and personal services. Anchored by a Grocery Store/Super Market, drug store, and small variety store, this center's trade area is determined primarily by geographic convenience, and is intended to meet the day-to-day needs of its immediate neighborhood.</p>  <p><i>Size (Sq. Feet)</i>      <i>Trade Area /Population</i>              40,000 - 100,000      1 1/2 - 3 miles /3,500-25,000</p>	<p><b>Downtown Shopping District (Regional SC)</b>  <i>Description:</i> Provides a full range of shoppers goods, including general merchandise, apparel, furniture, electronics and home accessories, in a variety of brands and price-points. Typically anchored by two or more full-line department stores, of at least 100,000 sq. ft. Typical size range in the 350-500,000 sq. ft. range but can go up to 800K, or more, depending on the size of the market and competitive context.</p>  <p><i>Size (Sq. Feet)</i>      <i>Trade Area /Population</i>              300,000 - 800,000 +      5 - 12 miles/80-150,000 +</p>

**Configurations Summary**

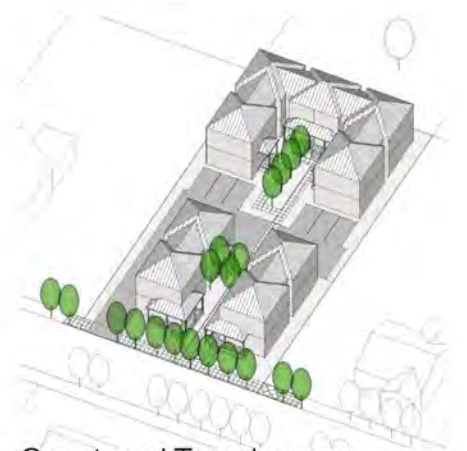




Shared Court Rowhouses



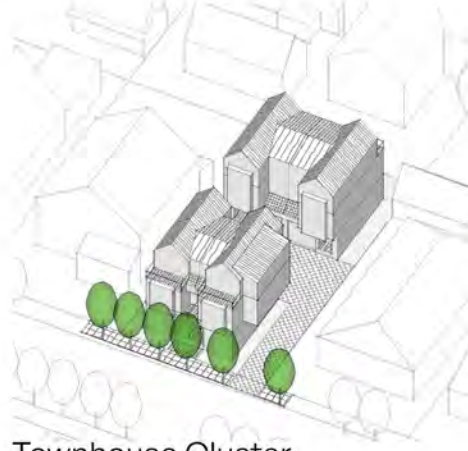
Corner Rowhouses



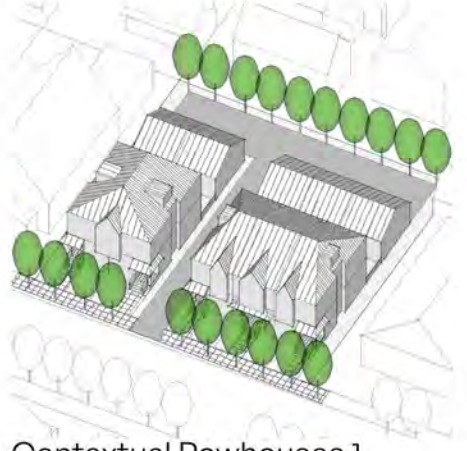
Courtyard Townhouses



Big Cottage Court



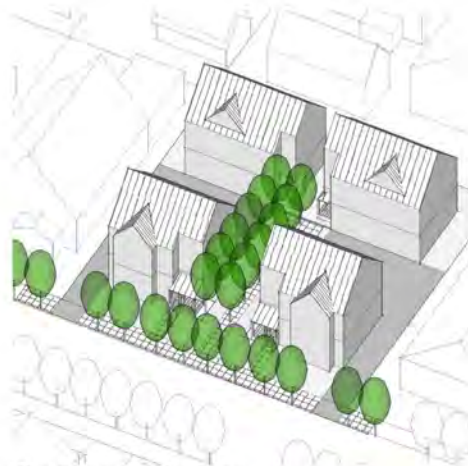
Townhouse Cluster



Contextual Rowhouses 1



Cottage Court



Cottage Cluster



Contextual Rowhouses 2

Courtesy: City of Portland Bureau of Planning - Housing Prototypes



**Affordable Housing / Market-Rate ‘5 over 1’**

Typically features shallower units. May include ground level or below grade parking, utilizing ‘Type 1’ construction (concrete). The ground level may also be concrete construction, containing retail and amenity spaces, or use ‘Type 5’ light wood framing and contain amenity spaces and units. Housing above the ground floor may be up to 4-5 levels of light wood framed housing units.

Use (construction type)



housing (5)		housing (5)
housing (5)		housing (5)
housing (5)		housing (5)
housing (5)		housing (5)
housing (5)		amenity (5)
parking (1)		

**Market-Rate / Luxury Housing**

Typically features slightly deeper units. Rental / sales rates allow this type to be taller, and therefore a concrete, ‘Type 1’ construction method may be used throughout. There may be more below grade parking, taller ceiling heights at ground level. Total height of the building is limited by zoning rather than construction type.



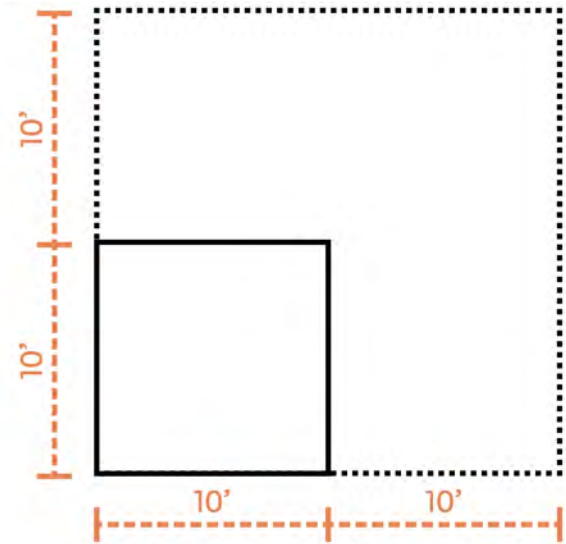
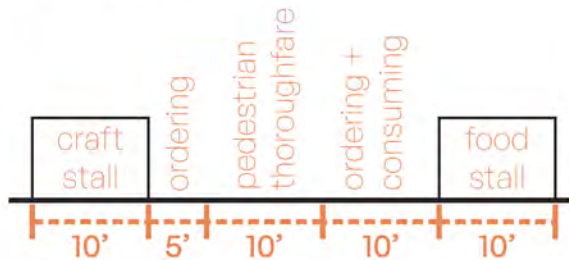
housing (1)		housing (1)
housing (1)		housing (1)
housing (1)		housing (1)
housing (1)		housing (1)
housing (1)		housing (1)
housing (1)		housing (1)
housing (1)		housing (1)
housing (1)		housing (1)
housing (1)		housing (1)
housing (1)		housing (1)
amenity (1)		retail (1)

parking (1)		
parking (1)		
parking (1)		



**Stall Size**

Stalls can vary in size, but generally are between 100SF and 400 SF (10'x10' to 20'x20'). This is primarily the space for storage, presentation, and sales - circulation and dining spaces may require a few extra feet of space, depending on anticipated traffic and level of dining space.



**Stall Permanence**

Markets typically offer a mix of permanent, built-out stalls and more flexible stall spaces. At the end of the spectrum, these might just be a parking spot for a tent to be set up in, or a food cart to park in.





# Transportation



- Heavy Traffic Street
- Medium Traffic Street
- Low Traffic Street



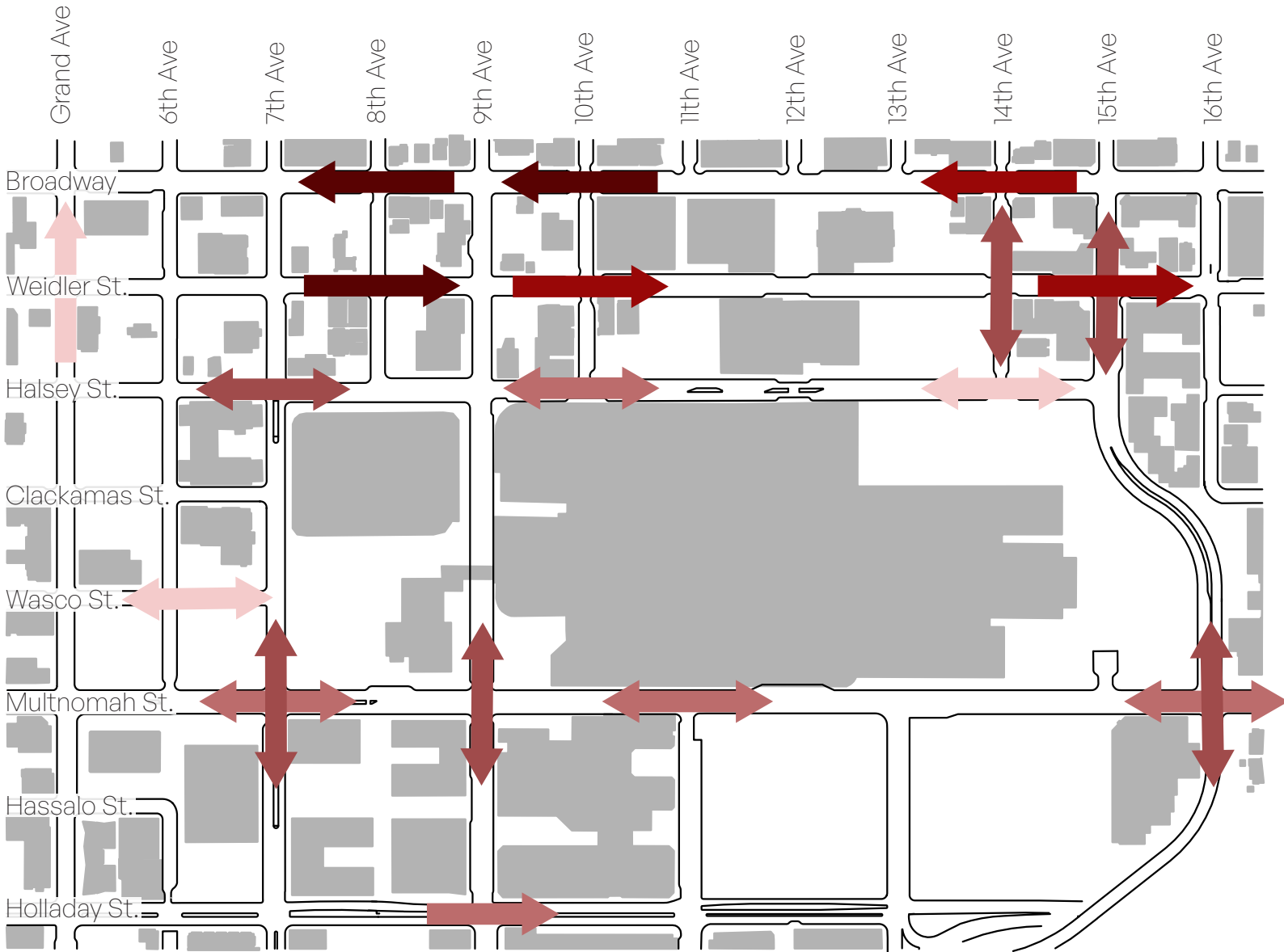
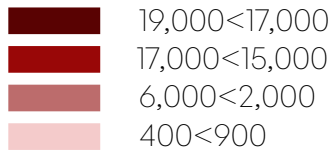
- Shared Roadway
- Protected Bike Lane
- Bike Lane





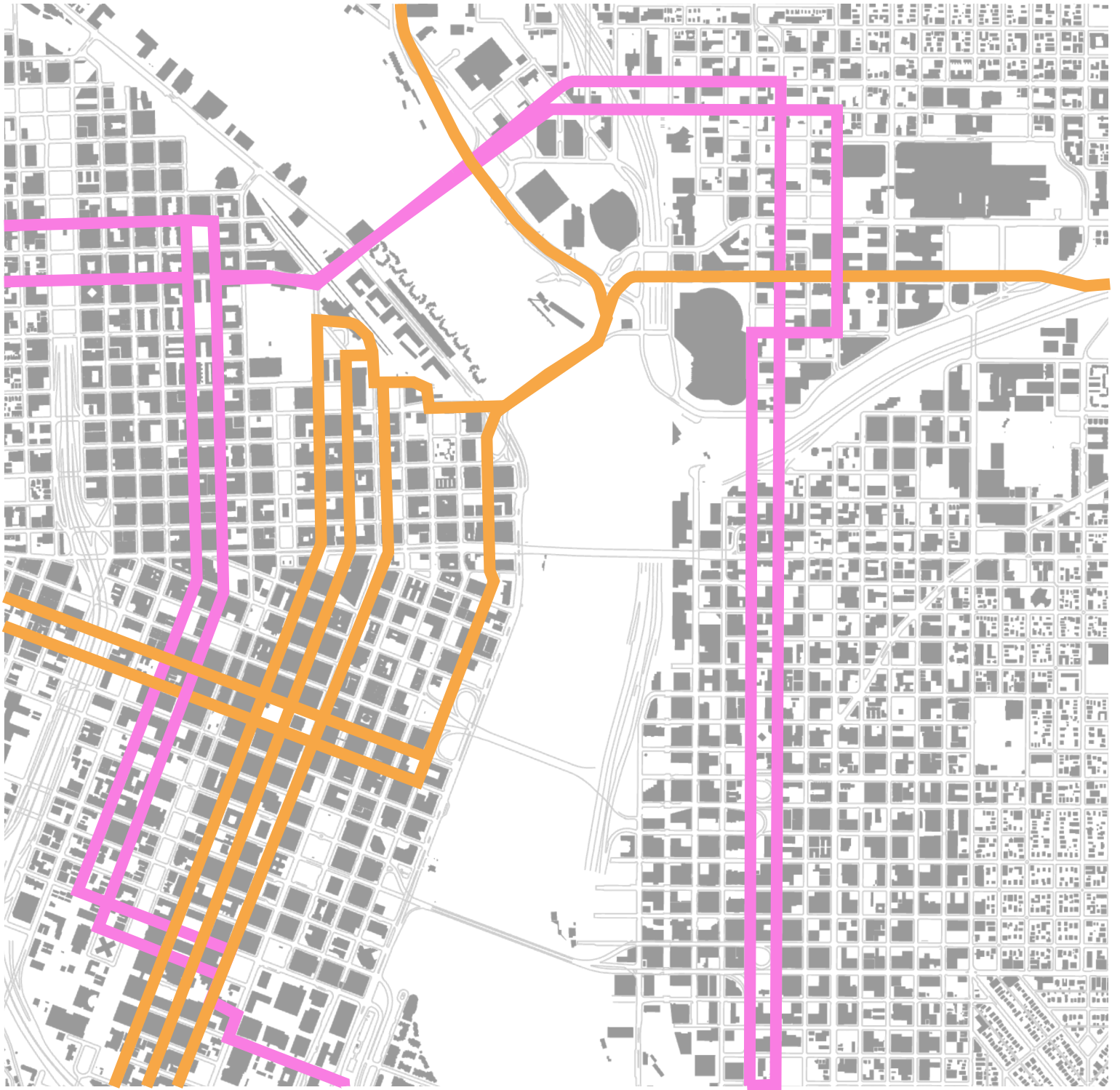
 Green Loop







- Max Line
- Street Car

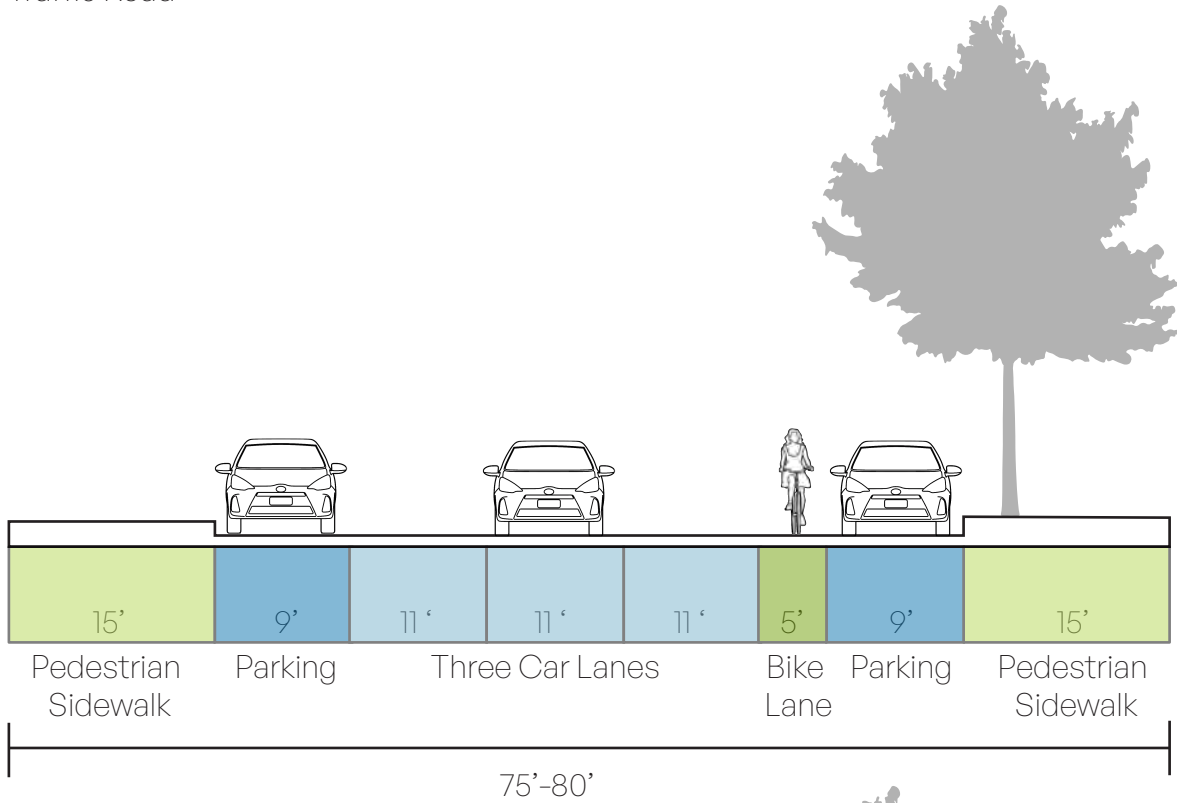


- Max Stop
- Street Car Stop
- Bus Stop

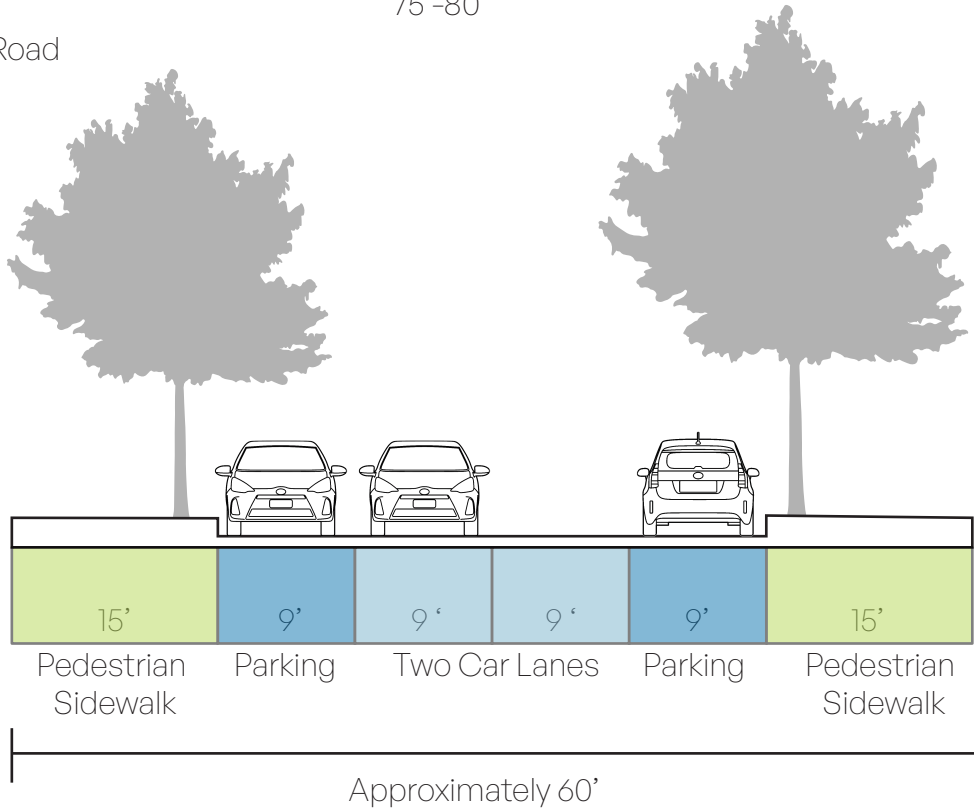




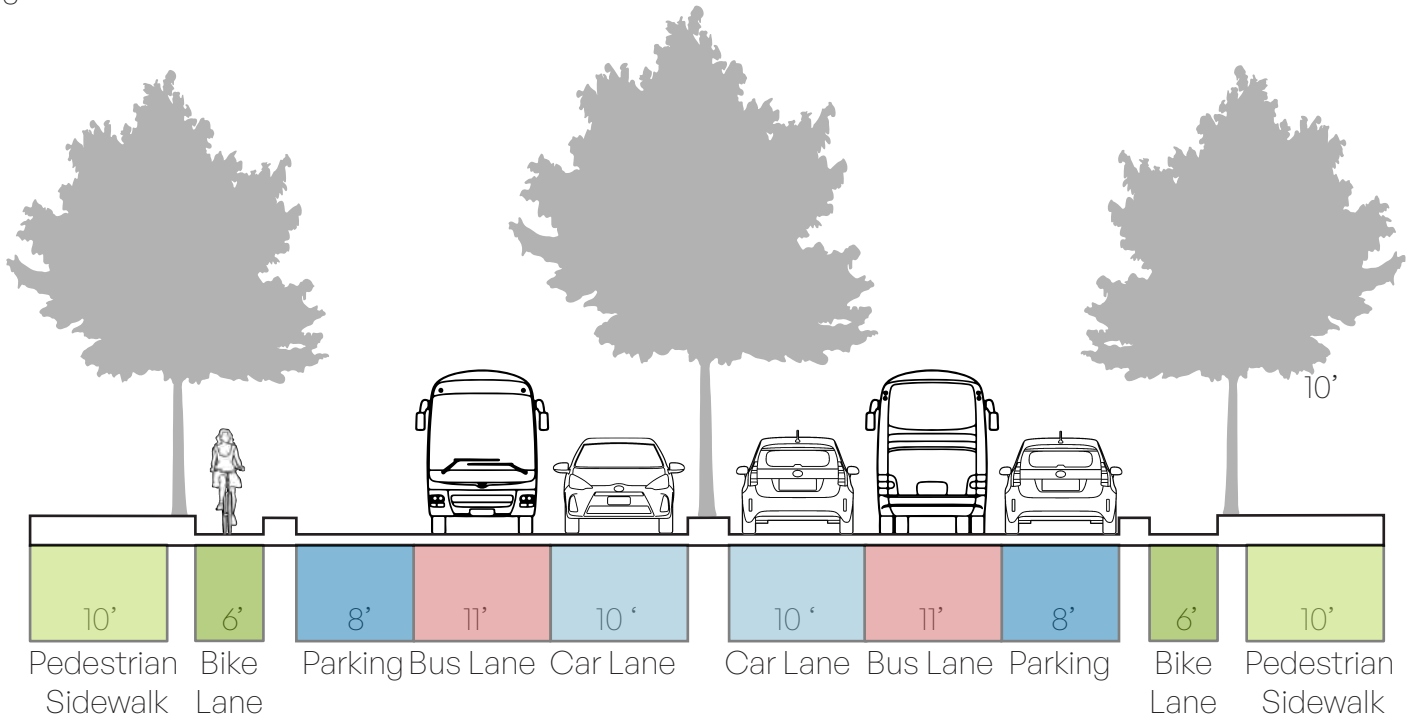
Existing High Traffic Road



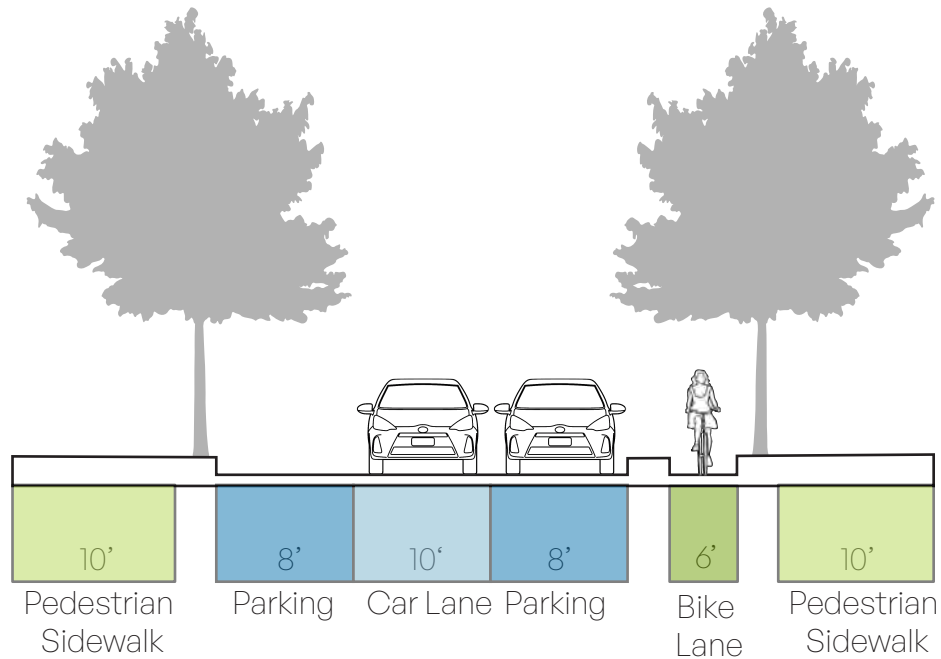
Existing Low Traffic Road



Ideal High-Traffic Road

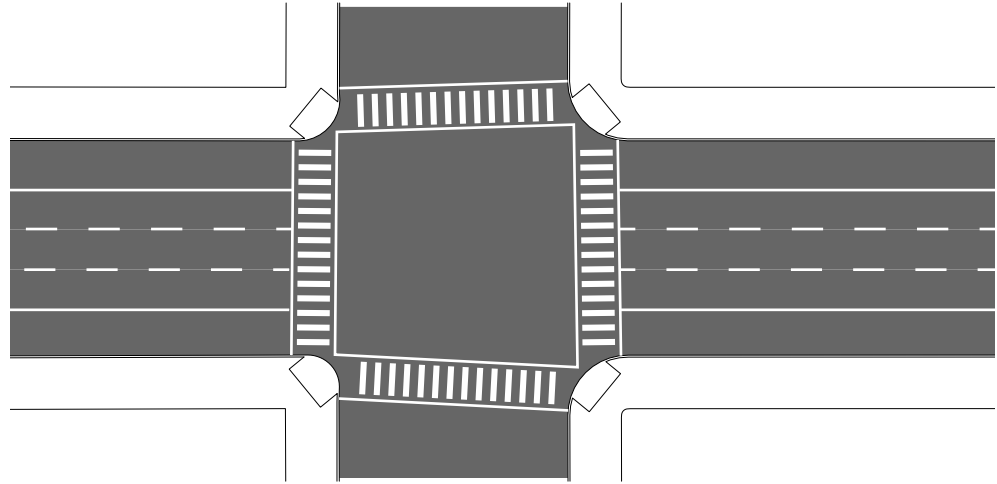


Ideal Low Traffic Road

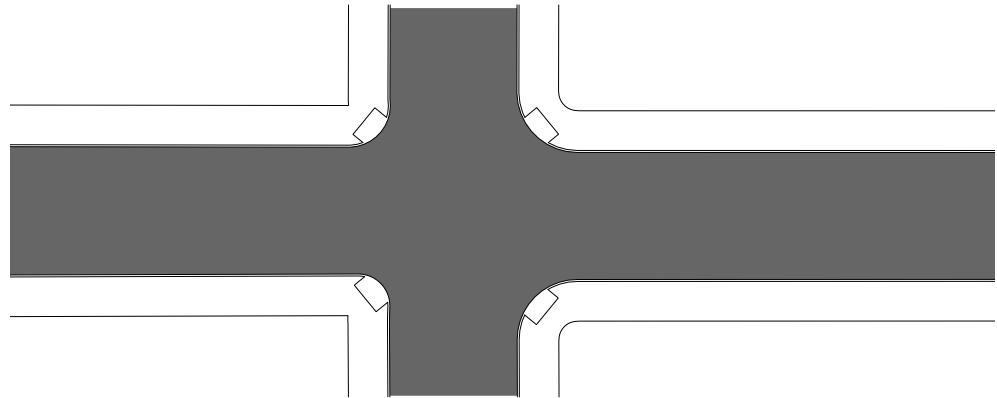




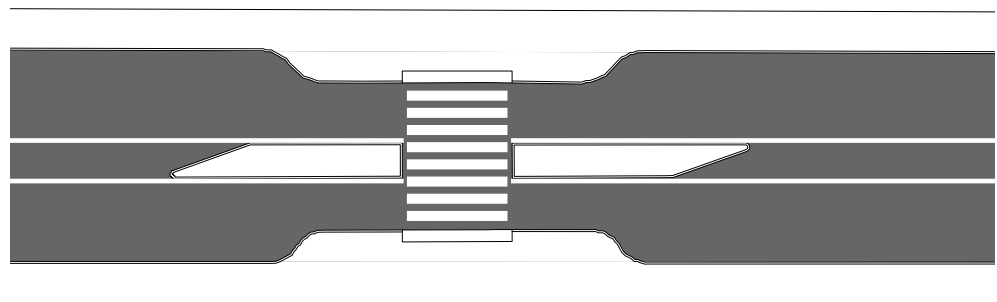
Existing High Traffic Road






Existing Low Traffic Road

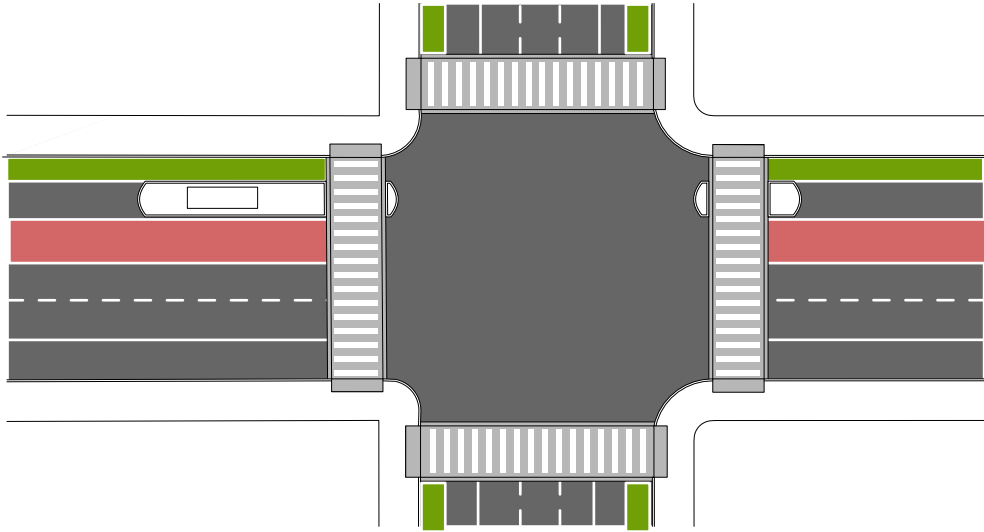


Existing Median

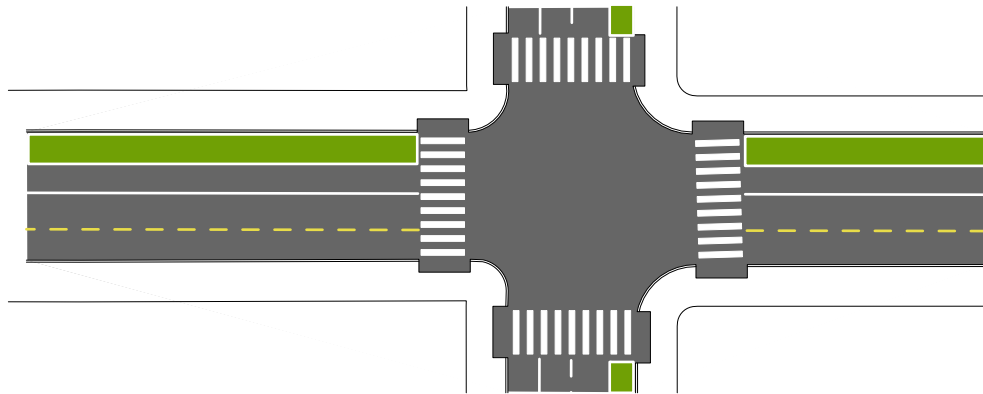


-  Bike Lane
-  Bus Lane
-  Raised Crosswalk

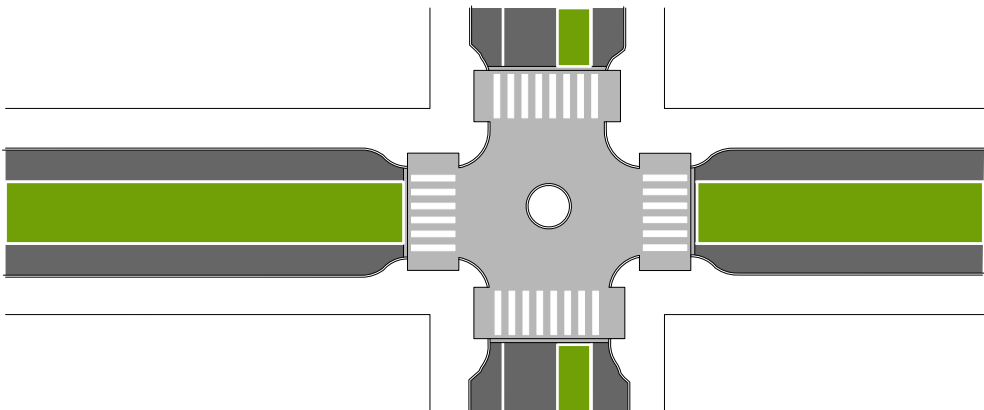
High Traffic Road



Low Traffic Road



Neighborhood Greenway





Range of Lane Widths

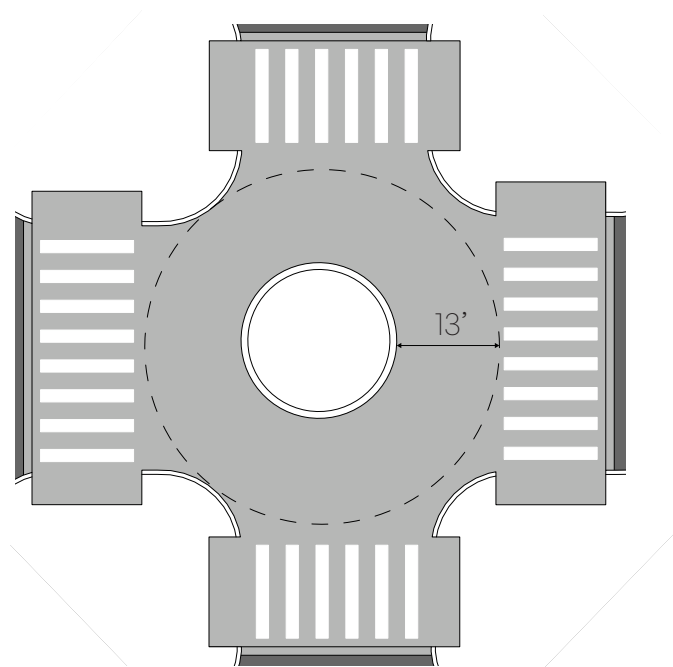
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Freight Routes.....	11 ft- 12 ft
Transit Routes.....	10 ft - 12 ft
All Other Streets.....	10 ft - 12 ft
Parking Lanes, Commercial.....	8 ft
Parking Lanes, Residential.....	7 ft - 8 ft

Pedestrian Crossing

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Standard crosswalks should be offset away from the circular roadway. There should be 13' between the traffic circle curb and the crosswalk.

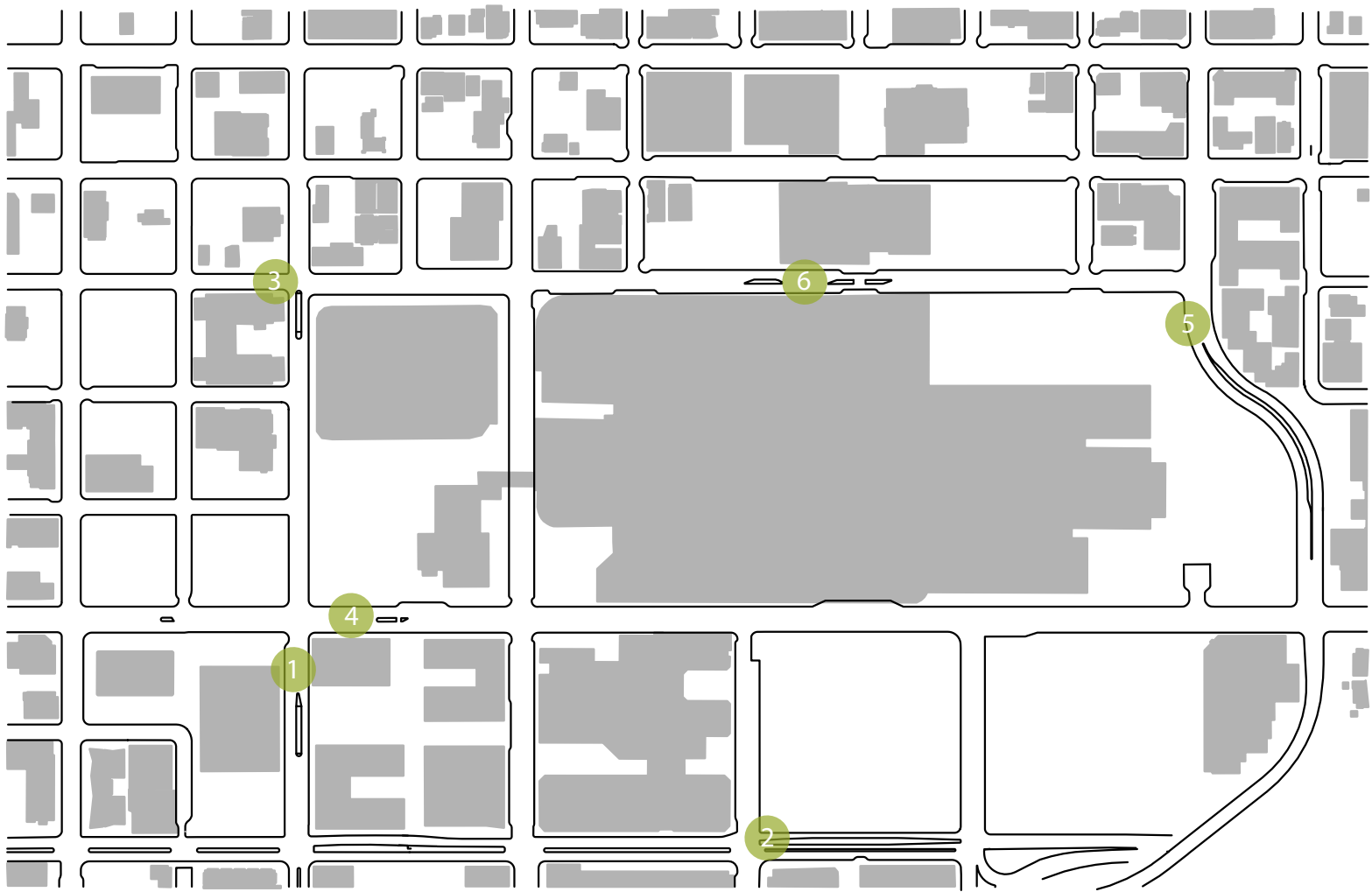


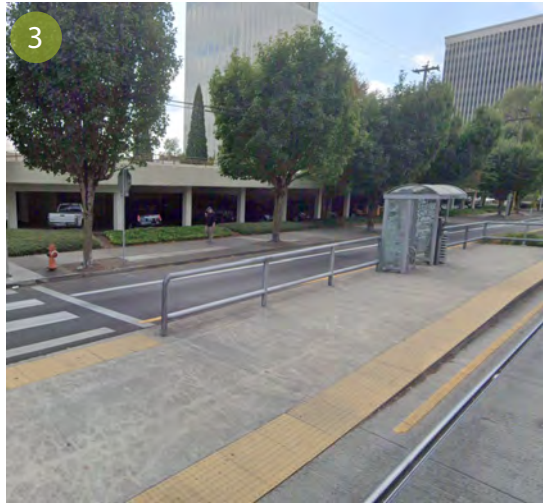
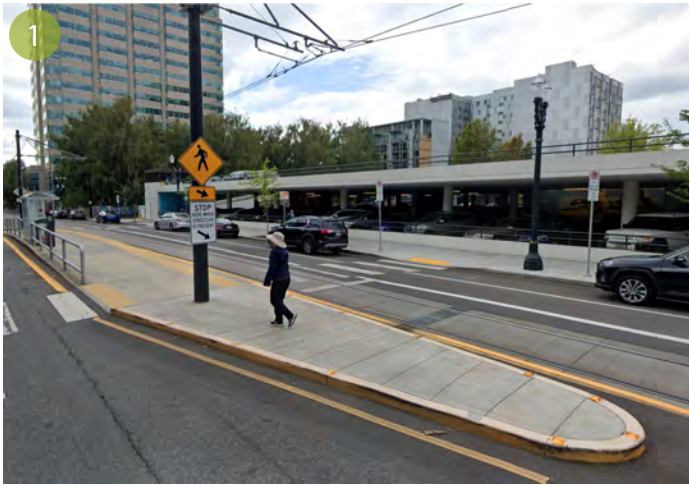






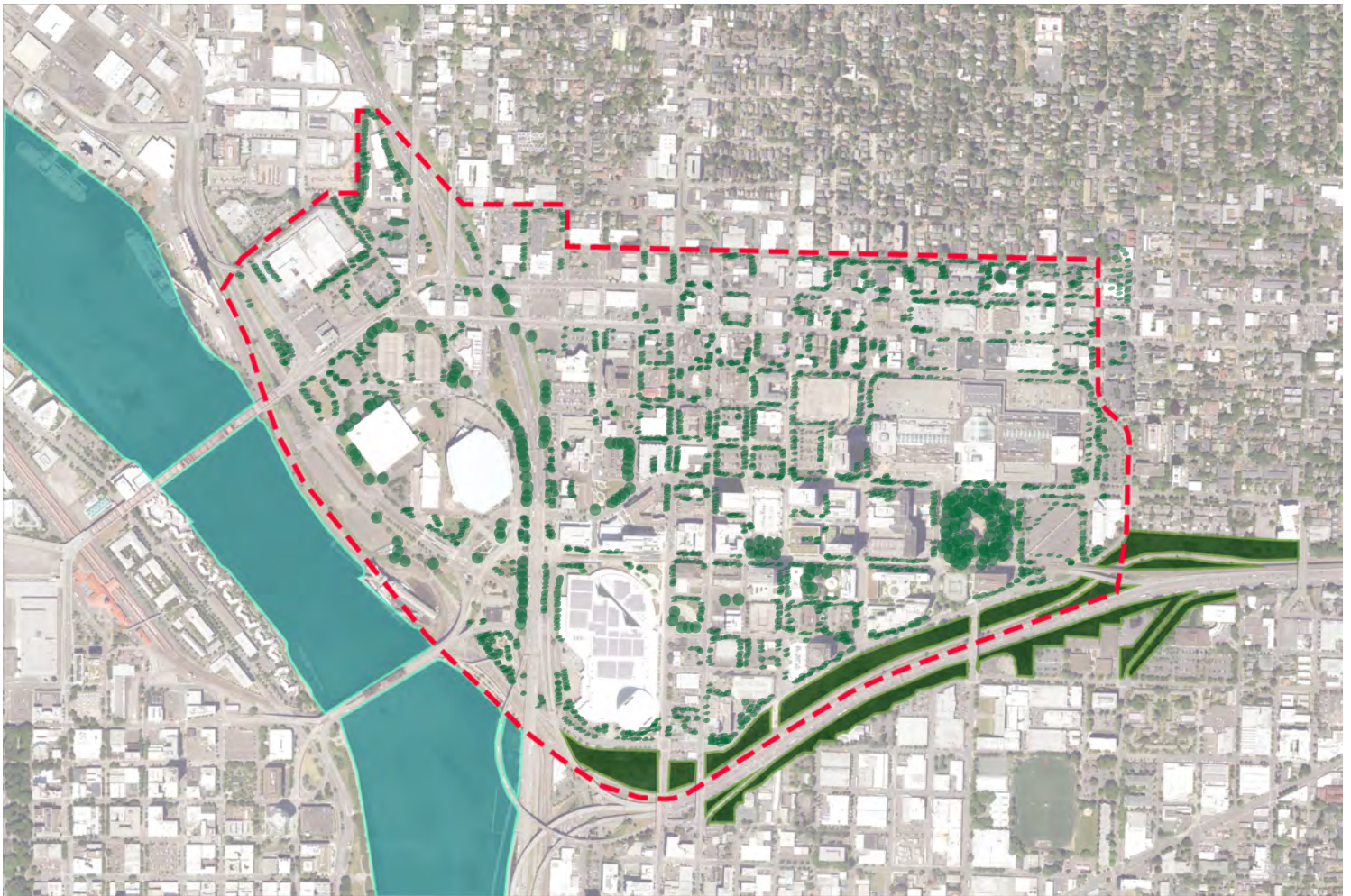
Existing Medians







# Environment



Lower Willamette River System

Sullivan's Gulch Conservation Zone

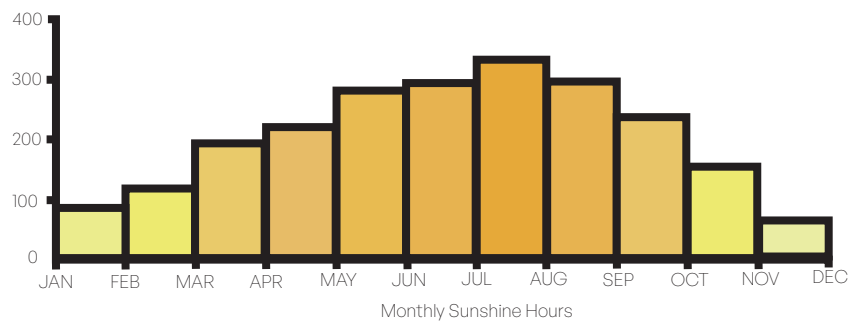
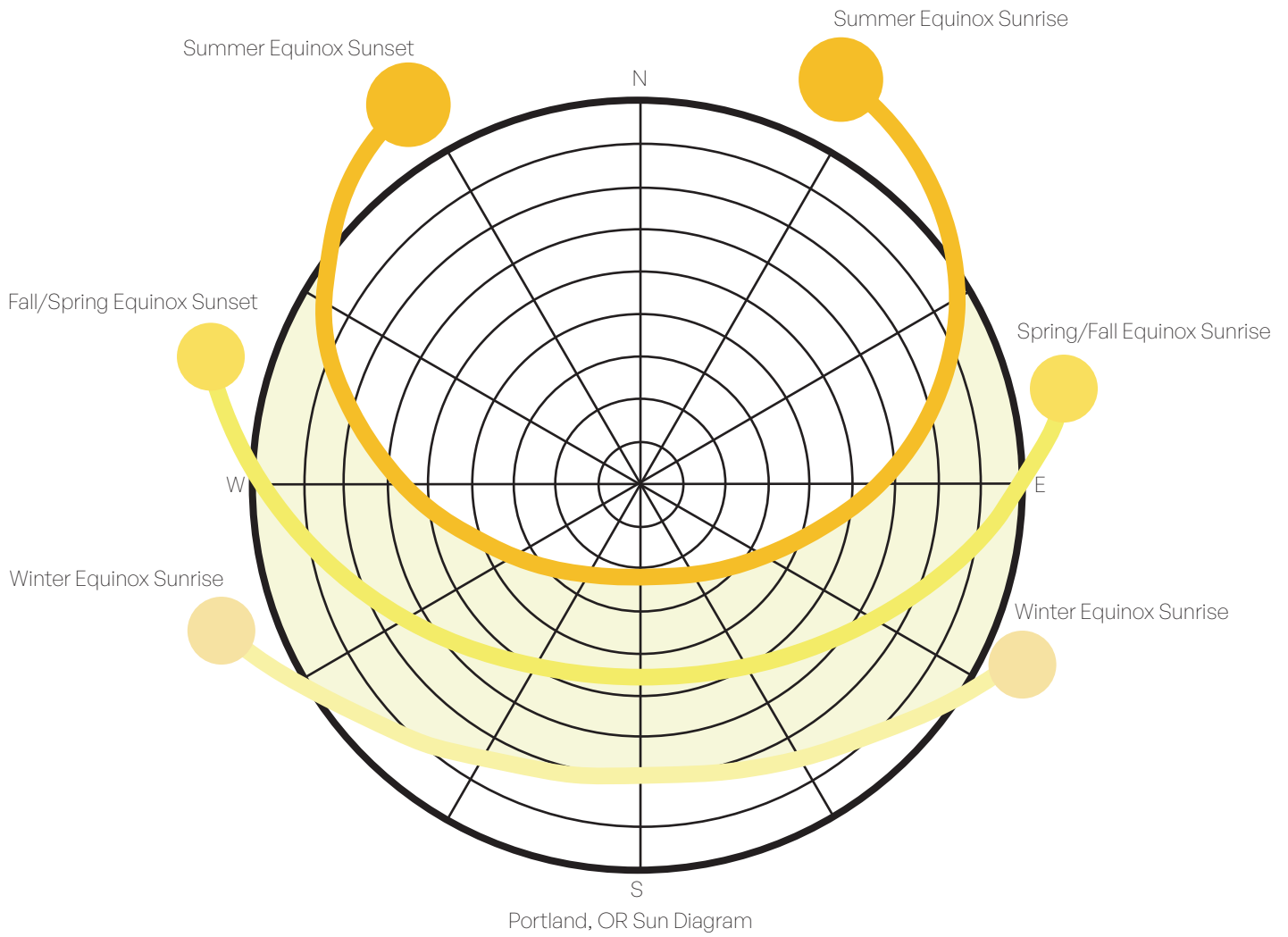
Urban Tree Canopy

The Willamette River is a repository of our past – first filled with fish and abundant life, now filled with poison and over 200 contaminants. This important watershed sits to the east of the Lloyd District.

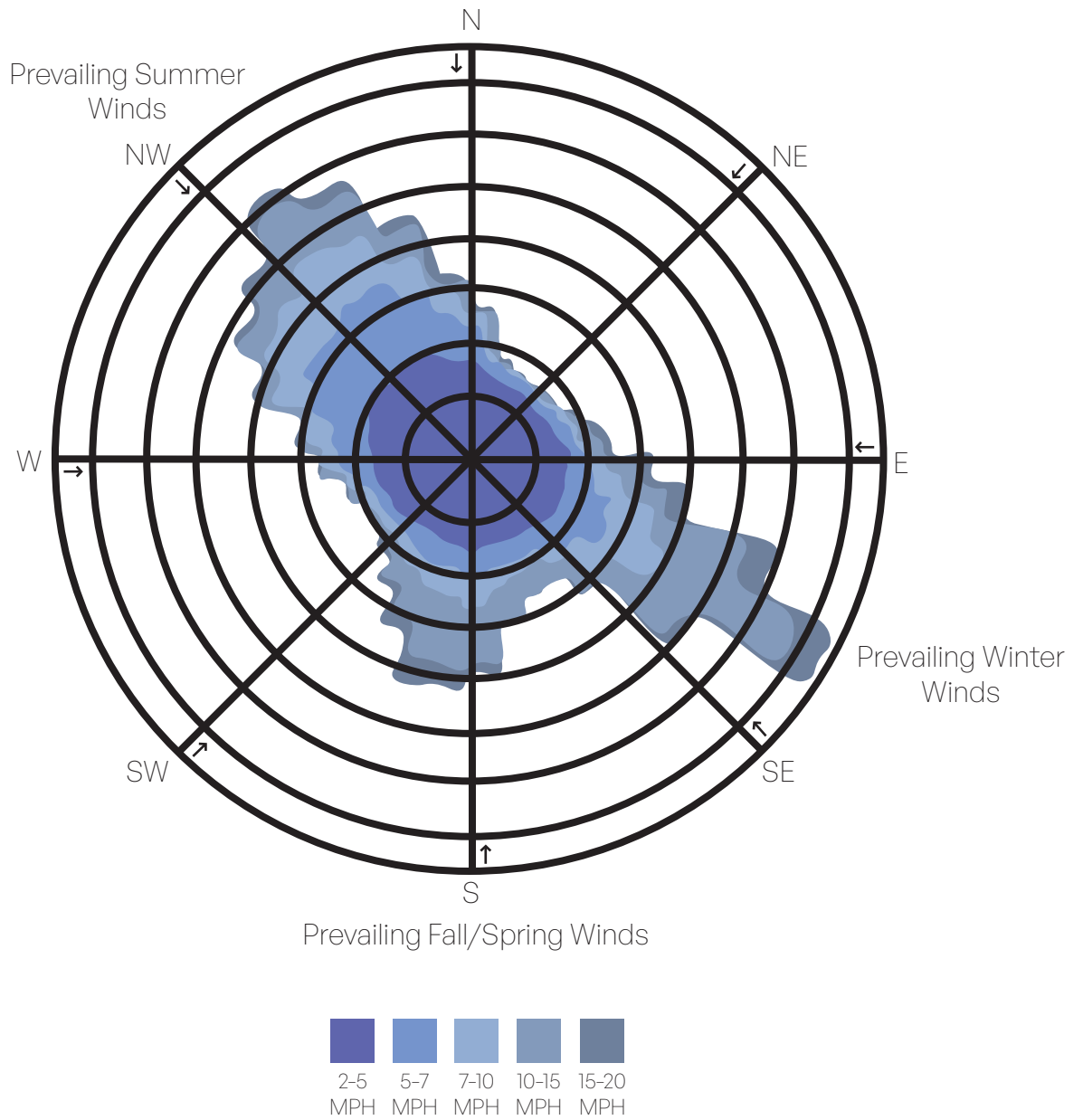
Sullivan's Gulch Conservation Zone is developed around the south edge of the Lloyd District. The zone is primarily dominated by tree canopy conservation.

The urban tree canopy of the Lloyd district severely lacks diversity of tree types and street tree stock only encompasses 63 percent of the district. The majority of the trees within the district are deciduous.

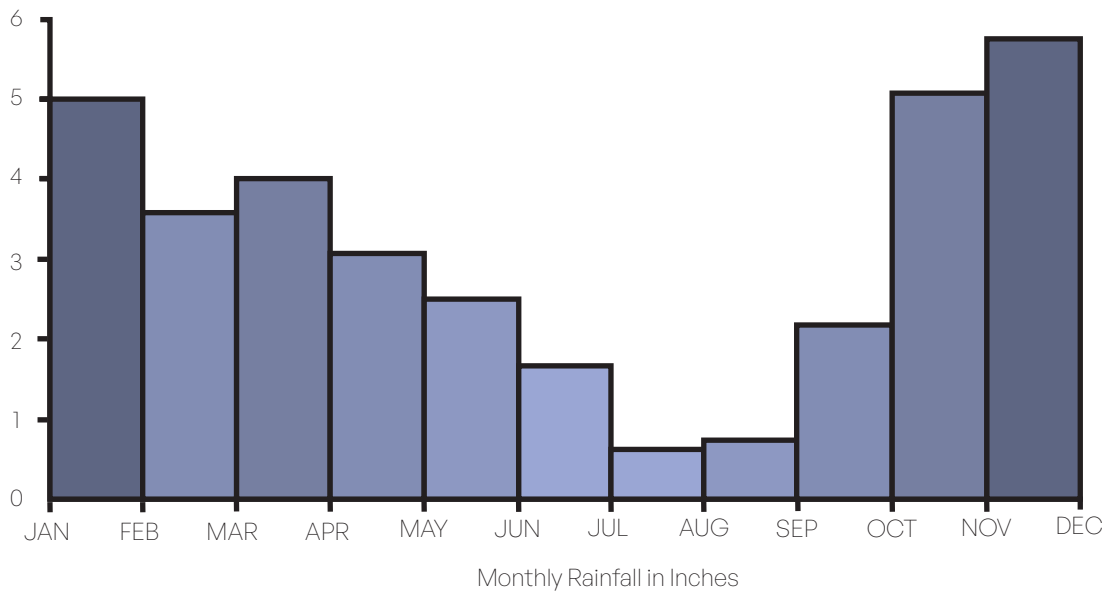
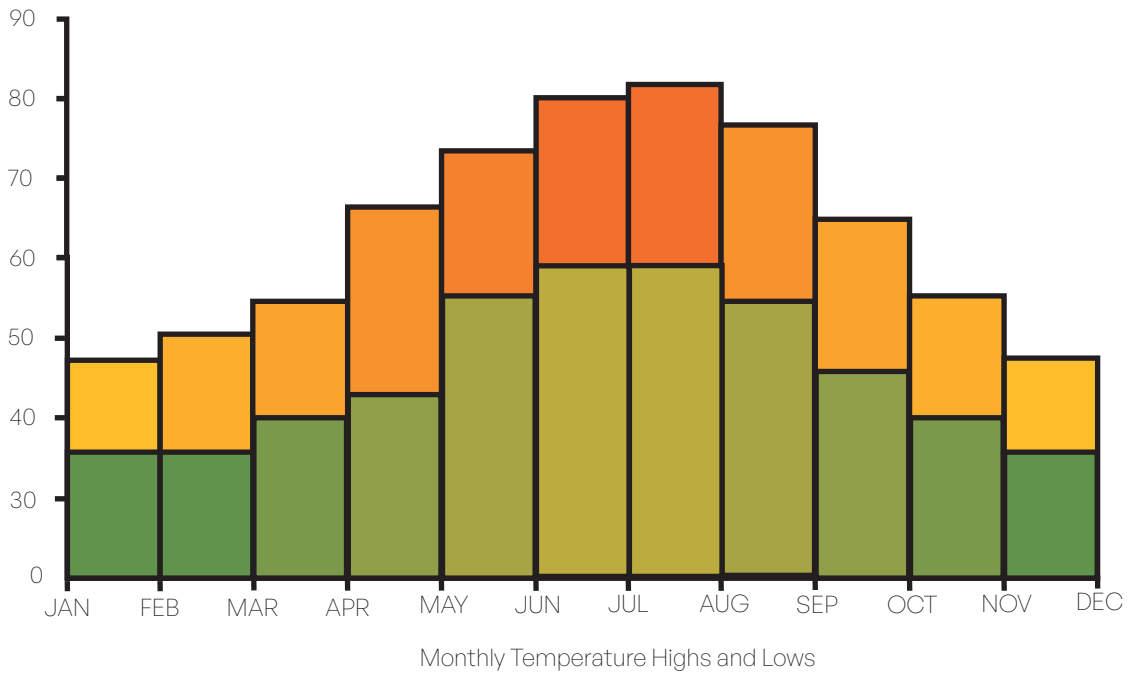


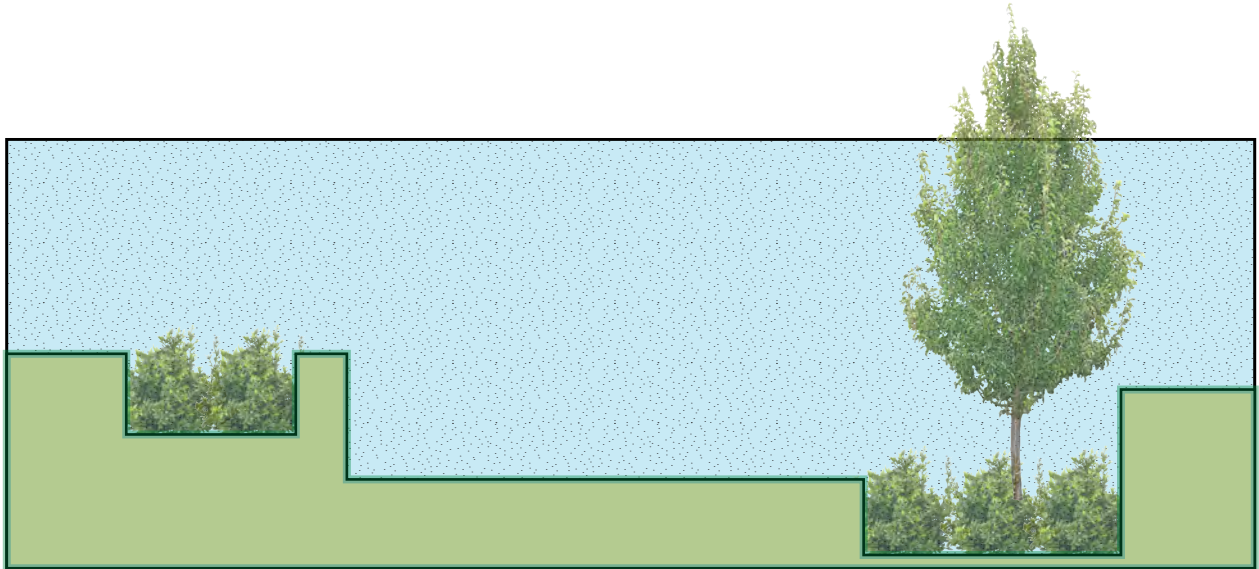


Portland Prevailing Wind Direction Map

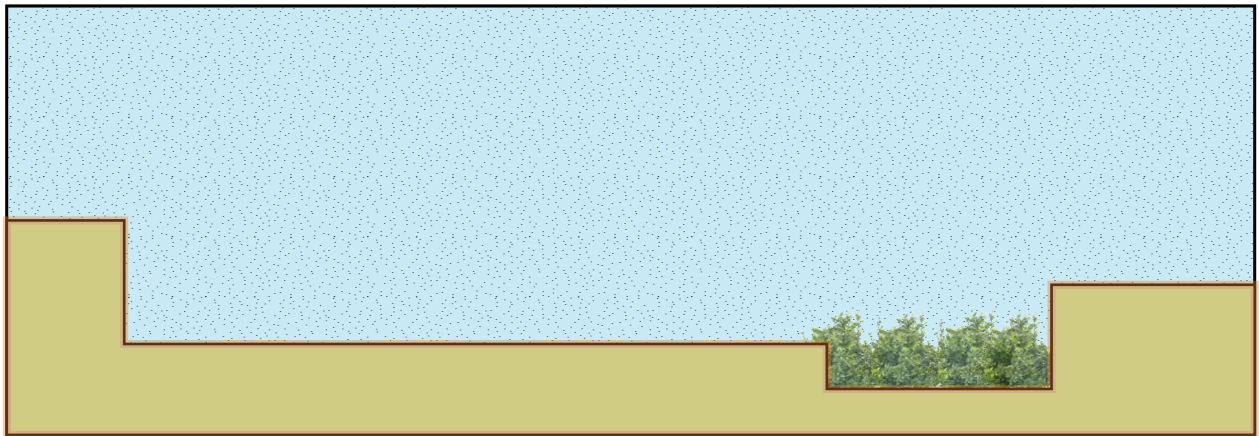




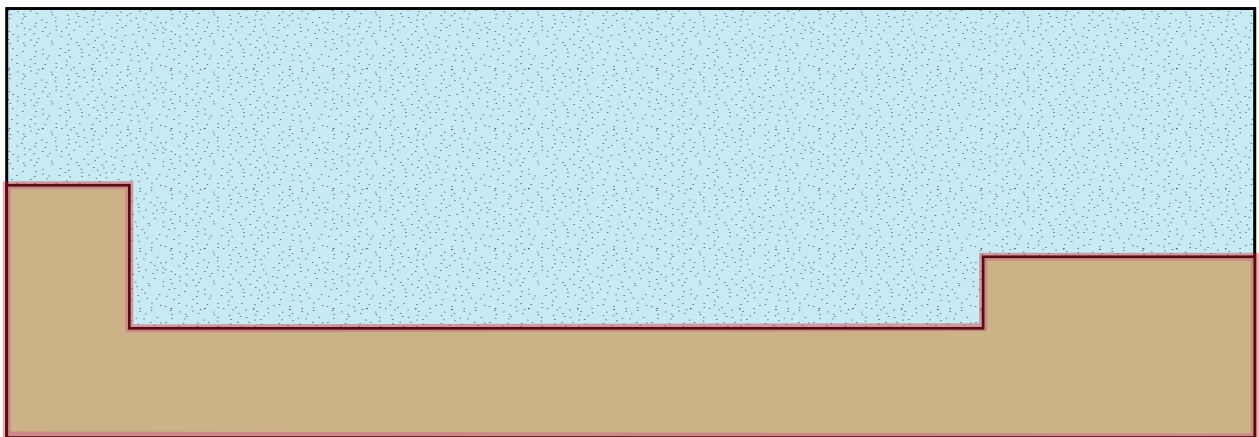




Use of bio-swales permeable surfaces and urban tree canopy reduces water runoff.



Use of bio-swales and permeable surface treatments decrease water runoff.

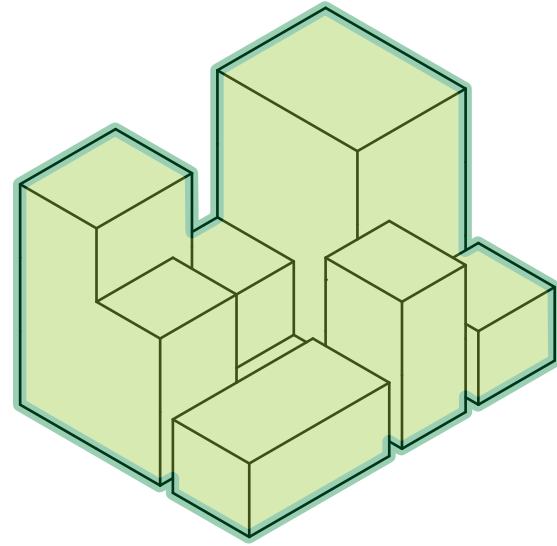


Non-permeable surface treatments increase water runoff and do not cycle water back into natural systems.

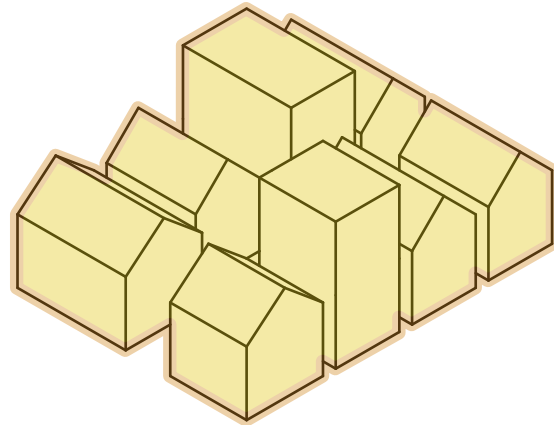


High density and mixed use increases walkability, mass transit viability and decreases energy use.

High density typologies also reduce the impact of sprawl on the natural environment.

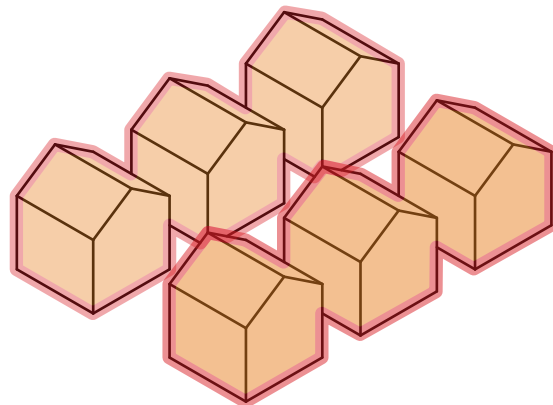


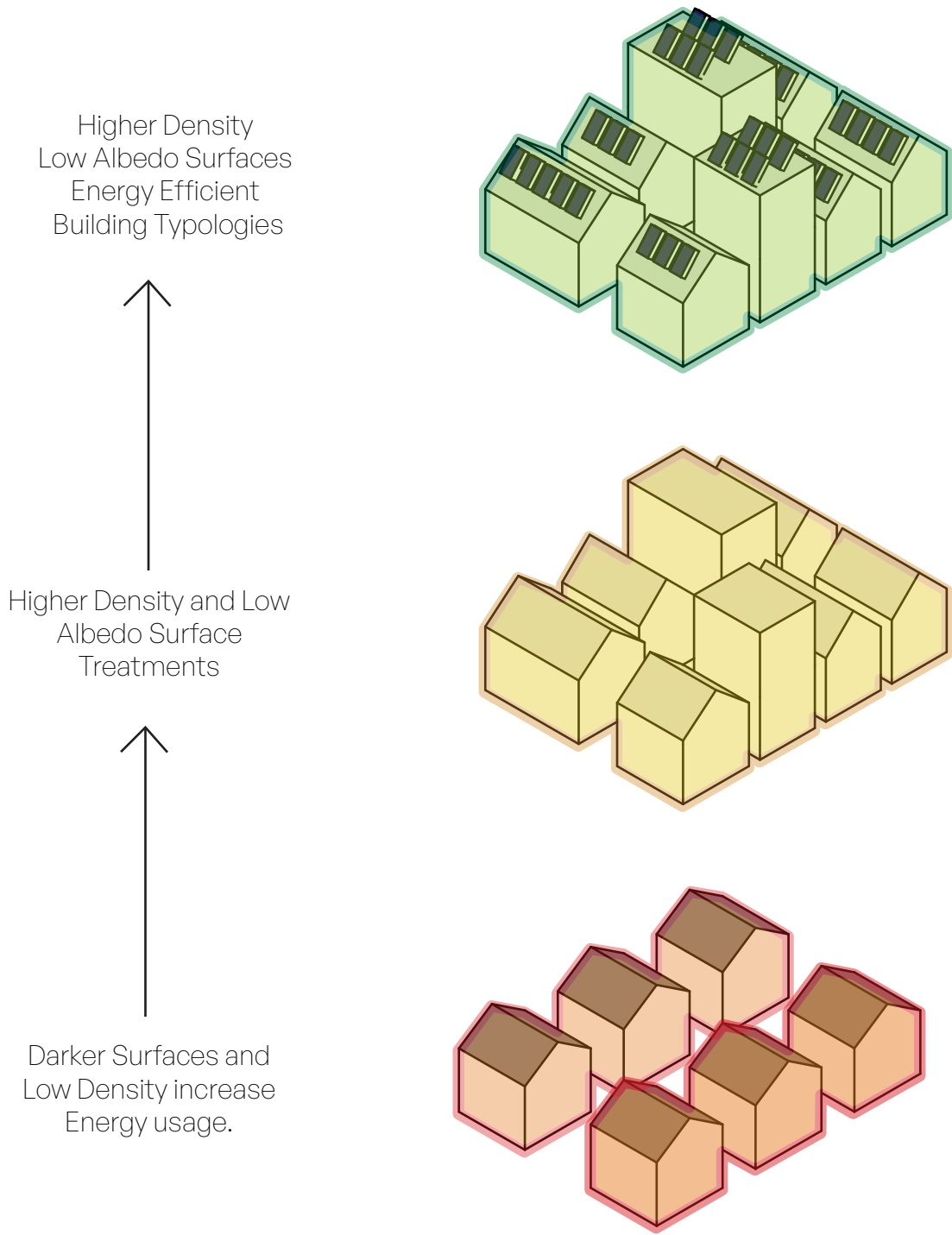
Increases in density create more walkable neighborhoods and discourage car use. Higher density also decreases energy use in buildings.



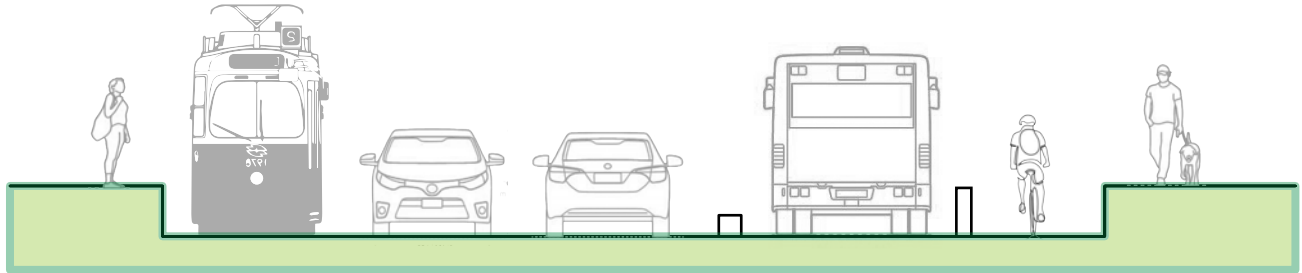
Lack of density increases sprawl, the distance necessary for transit and discourages walkability.

Single use zoning decreases land use types.

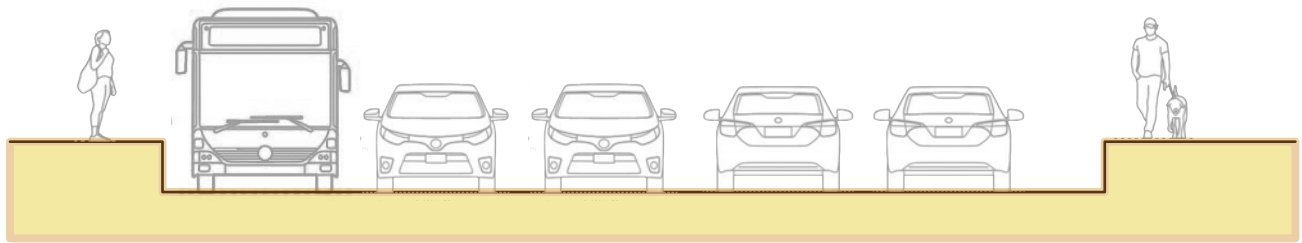




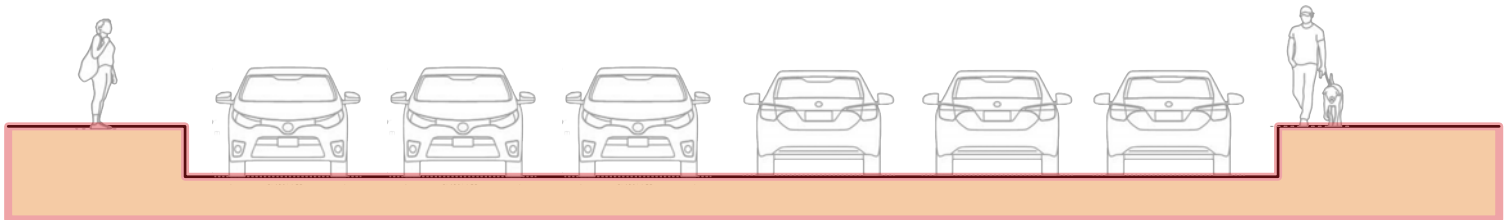




Multiple modes of transit increase the diversity of transportation options while reducing dependency on the automobile. Congestion is reduced, dependency on fossil fuel drops and streetscapes are more equitably organized.



Introduction of Mass Transit systems allows for an alternative to individual automobile transit.



Lack of transit options increases greenhouse gas emissions, congestion reduces equity in street space, and discourages pedestrian walk-ability.

High plant diversity and a gradient scale of plant size encourages predatory animal habitation and creates a strong buffer between ecological zones.



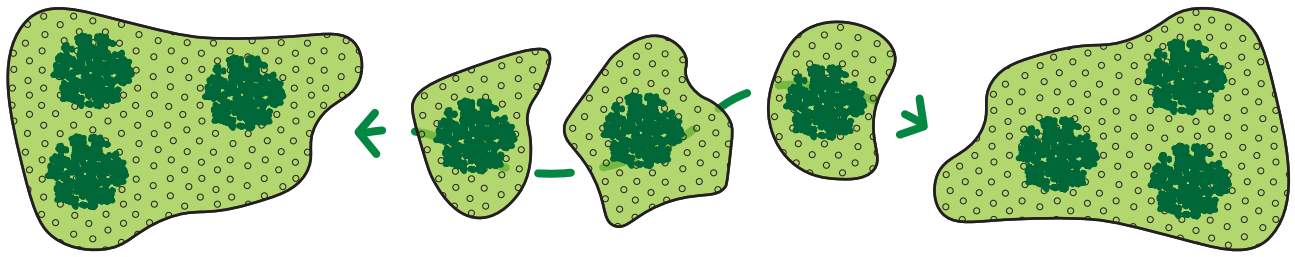
Increases in plant diversity and type allows for a larger variety of habitat.



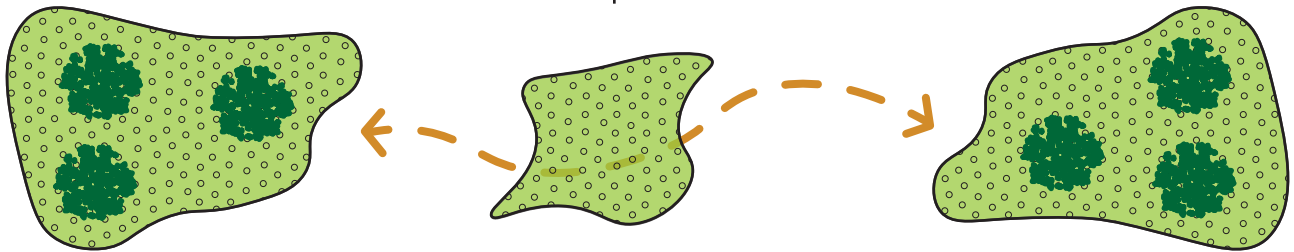
Low gradient Ecological Buffer reduces animal habitation and predatory animals.



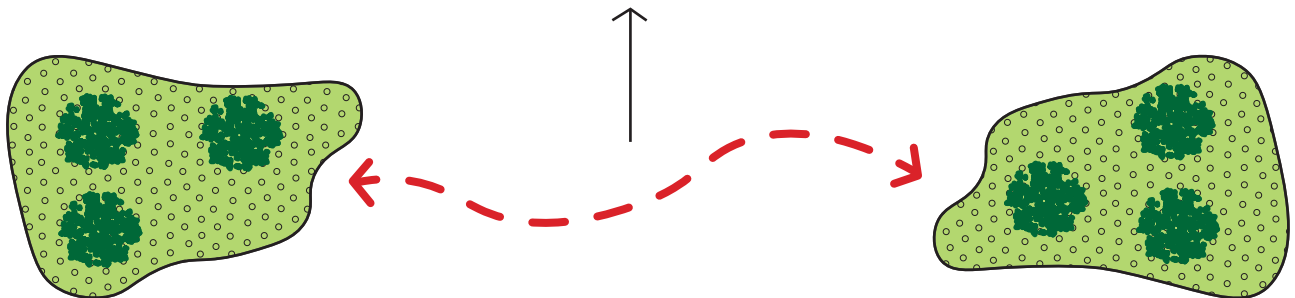




Multiple Ecological Stepping Stones increase species interaction and diversity while allowing for easy movement through each corridor.



Ecological Stepping Stones increase species interaction and diversity.

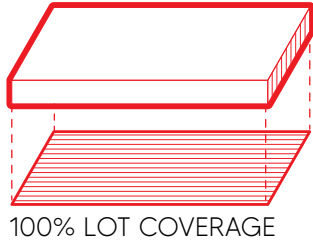


Separated Ecological Corridors lack species diversity and interactions.

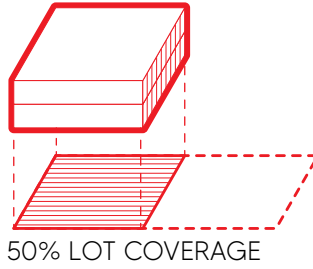
# Zoning



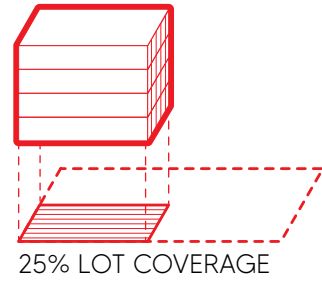
**FAR 1:1**



100% LOT COVERAGE

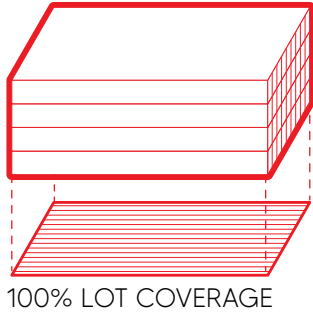


50% LOT COVERAGE

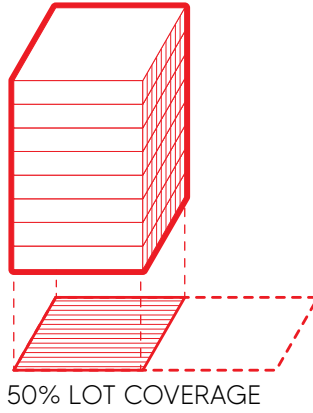


25% LOT COVERAGE

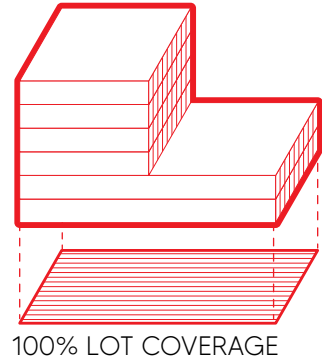
**FAR 4:1**



100% LOT COVERAGE

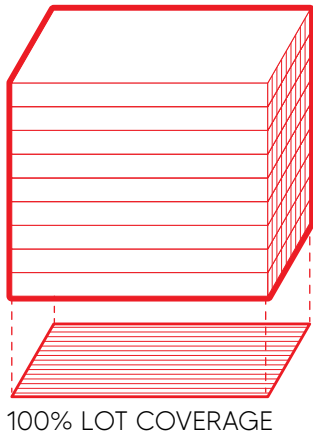


50% LOT COVERAGE

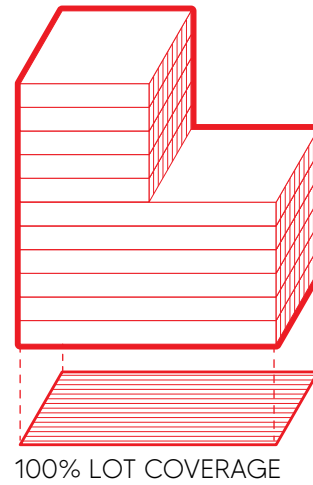


100% LOT COVERAGE

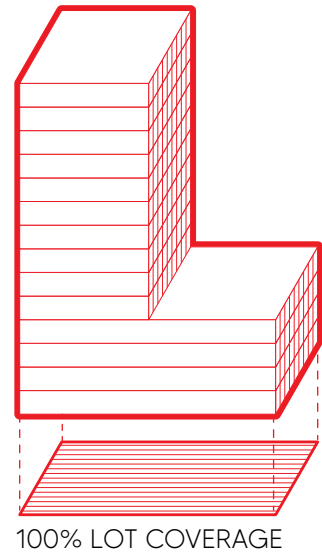
**FAR 9:1**



100% LOT COVERAGE








100% LOT COVERAGE



100% LOT COVERAGE



-  Central City Plan District boundary
-  Maximum FAR area boundary
-  Area where floor area ratio (FAR) is determined by base zone
-  Proposed right-of-way
-  Proposed accessway

- X:Y** Maximum FAR  
X = Gross square foot of building  
Y = Square foot of site
- (X:Y)** Residential required  
see 33.510.200.C.2.













NORTH ↙

<https://pdx.urbanform.us/>














-  Central City Plan District boundary
-  Base building height
-  Areas where height is determined by base zone
-  Proposed right-of-way
-  Proposed accessways
-  Area eligible for height increase
-  Base height limit of 75' for first 125 feet from top of bank
-  Areas where a shadow analysis is required









-  Central City Plan District boundary
-  Maximum bonus height
-  Areas where height is determined by base zone
-  Area where residential required
-  Unlimited height allowed
-  Areas where a shadow analysis is required
-  Area eligible for additional height under 33.510.210.D.2
-  Proposed right-of-way
-  Proposed accessways





-  Central City Plan District boundary
-  Areas within Scenic View Corridors
-  Proposed right-of-way
-  Proposed accessway

Title 33 Planning & Zoning || Chapter 33.510.263

<b>Table 510-1 Maximum Parking Ratios [1]</b>						
<b>Uses</b>	<b>Parking Sectors</b>					
	<b>1 North Pearl</b>	<b>2 North/ Northeast</b>	<b>3 Goose Hollow</b>	<b>4 Core</b>	<b>5 Central Eastside</b>	<b>6 South Waterfront</b>
Residential Uses	1.2	1.2	1.2	1.2	1.2	1.2
Office, Retail Sales And Service, Schools, Colleges, Daycare	1.5	1.35	1.5	1.0	2.0	2.0
Grocery Store	2.0	2.0	2.0	2.0	2.0	2.0
Anchor Retail [2]	1.5	1.5	1.5	1.5	1.5	1.5
Hotel/motel and meeting or conference rooms	1/room, plus 1/1,000 square feet of meeting/conference rooms.					
Manufacturing and Production, Warehouse and Freight Movement, Wholesale Sales, Industrial Service	1.0	2.0	1.0	1.0	2.0	1.0
Medical Center	1.5	1.35	1.5	1.5	2.0	2.0
Major Event Entertainment, Commercial Outdoor Recreation, Parks And Open Areas	Parking requires Central City Parking Review and must meet the Visitor parking approval criteria in 33.808.100.					
Community Service, Religious Institutions, Theaters, and all other uses	.5	.5	.5	.5	.5	.5

[1] Maximum ratios are per 1,000 square feet of net building area for non-residential/hotel uses; per dwelling unit or hotel room for residential/hotel uses

[2] Anchor retail is a single structure with more than 50,000 square feet of net building area in Retail Sales and Service uses.

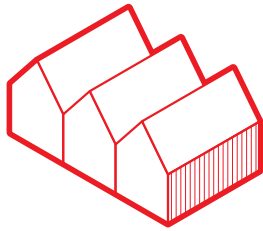


Title 33 Planning & Zoning || Chapter 33.266.110

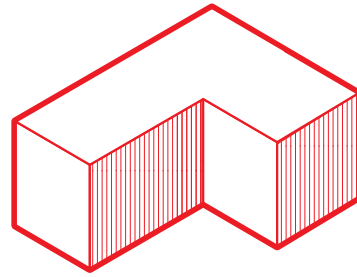
Table 266-1 Minimum Required and Maximum Allowed Parking Spaces By Zone [1], [2]	
Zone	Requirement
RX, CX	<p>No minimum except for Household Living, which has the following minimums:                      0 for 1 to 30 units;                      0.2 per unit for 31-40 units;                      0.25 per unit for 41-50 units; and                      0.33 per unit for 51+ units.</p> <p>Maximum is Standard B in Table 266-2.</p> <p style="color: red;">superceded by table 510-1 (previous page)</p>

[1] Regulations in a plan district or overlay zone may supersede the standards of this table.

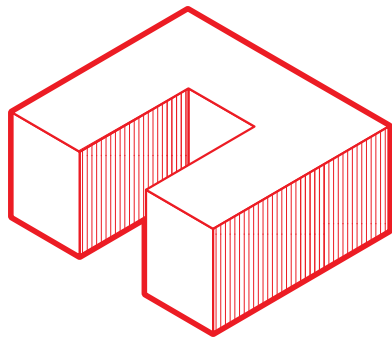
[2] Uses subject to a Conditional Use, Impact Mitigation Plan, or Transportation Impact review may establish different parking minimum and maximum requirements through the review.



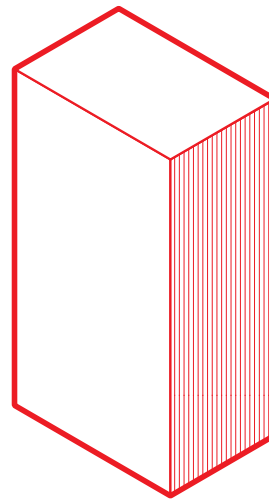
0 - 30 UNITS  
NO PARKING REQUIRED



31 - 41 UNITS  
0.2 PARKING SPACES PER UNIT



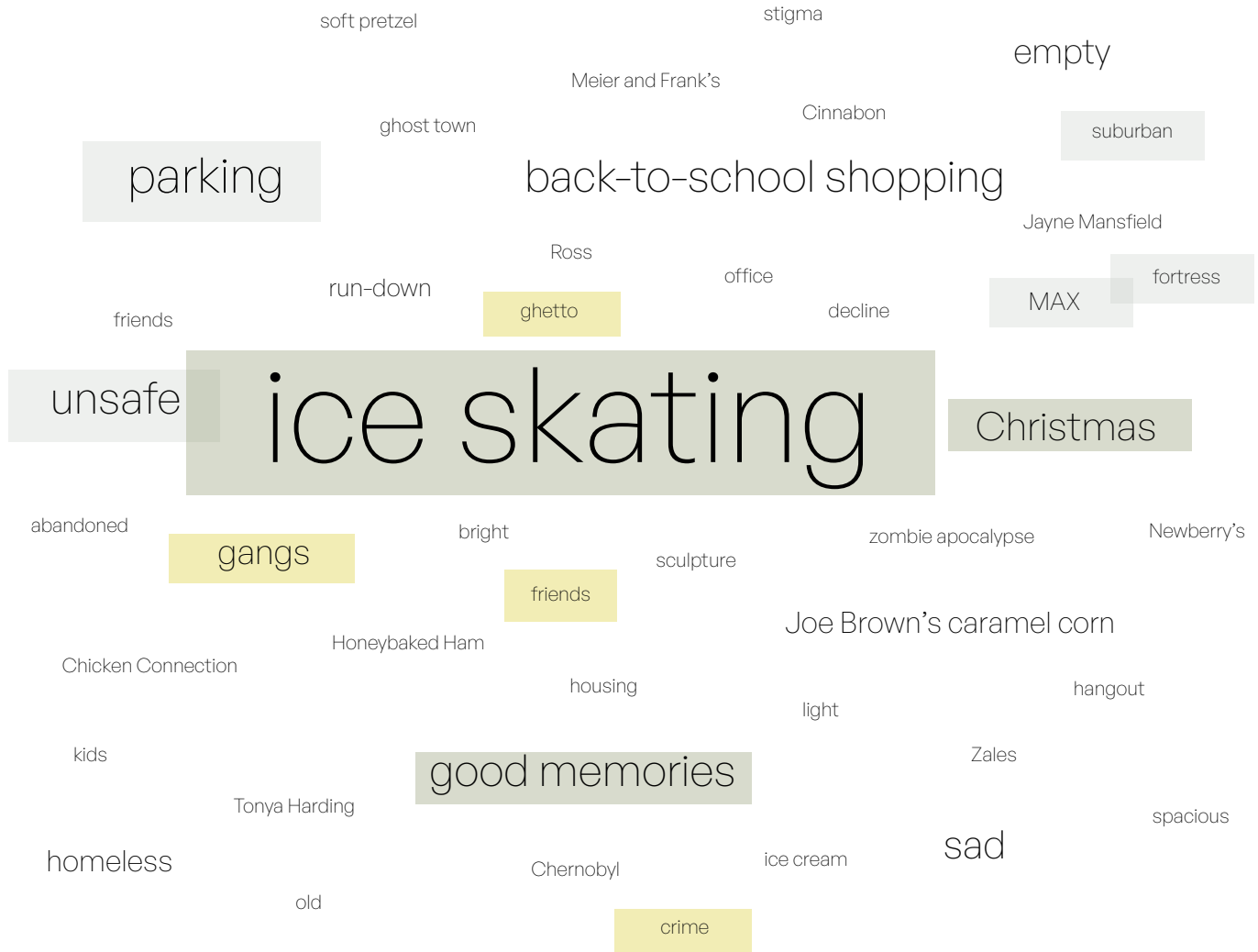
41 - 50 UNITS  
0.25 PARKING SPACES PER UNIT



51+ UNITS  
0.33 PARKING SPACES PER UNIT

**Culture /  
Place**





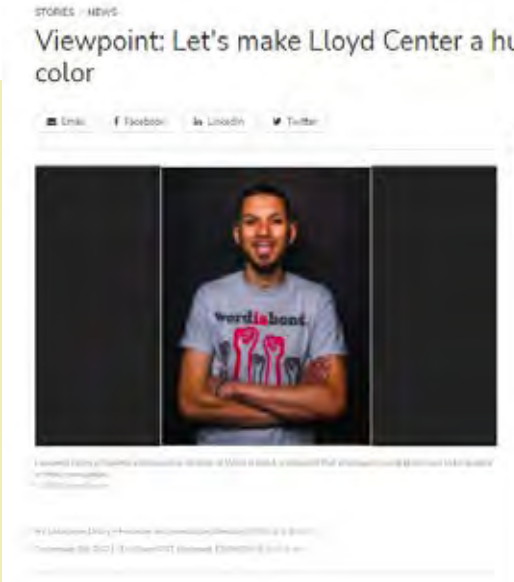
word cloud of associations from yelp, facebook, and local news comment sections



### memorable programming

Lloyd Center programming generated fond memories that appear frequently in online comments. Ritual events such as the Christmas Tree lighting and Rose Parade created annual traditions that activated the space. The ice rink is the most frequently-mentioned programming feature that people enjoy (left). The parking surfaces allow larger entertainment to occur, such as concerts and circuses (lower right). The space is also accommodated large gatherings such as political campaign speeches by Richard Nixon (upper right).





alternate narratives

The narrative of the Lloyd Center as a urban failure is complicated by personal and media biases. An article from 1994 found young people of color felt more comfortable there than in other Portland shopping centers (lower right). Recent articles point out that the Lloyd still offers resources for communities of color (top left). Crime in the area is frequently referenced in relation to the mall despite its occurrence several blocks away (upper right).



convenience + connectivity

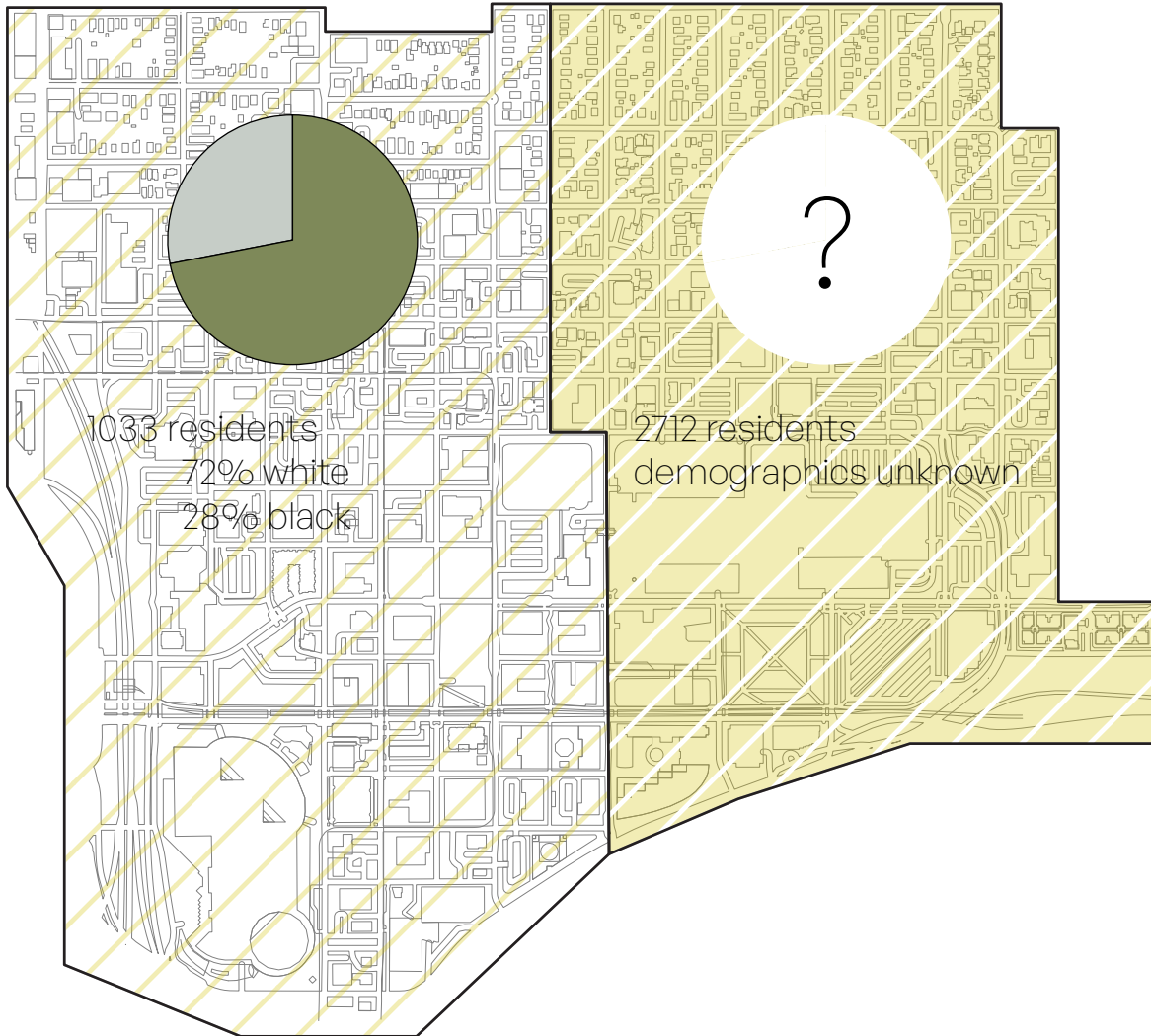
Comments address the past and present conveniences of the Lloyd Center, in particular its connectivity to MAX and the ease of parking. A brochure from the 60s promotes 8000 covered parking spaces (lower left) and early photos show vast parking surfaces surrounding the building (middle right). Critics have maligned the parking system as a reason why the building fails to connect to the street since at least the 1990 remodel (top). Current users frequently associate the parking lots with crime illicit behavior (lower right).



1950

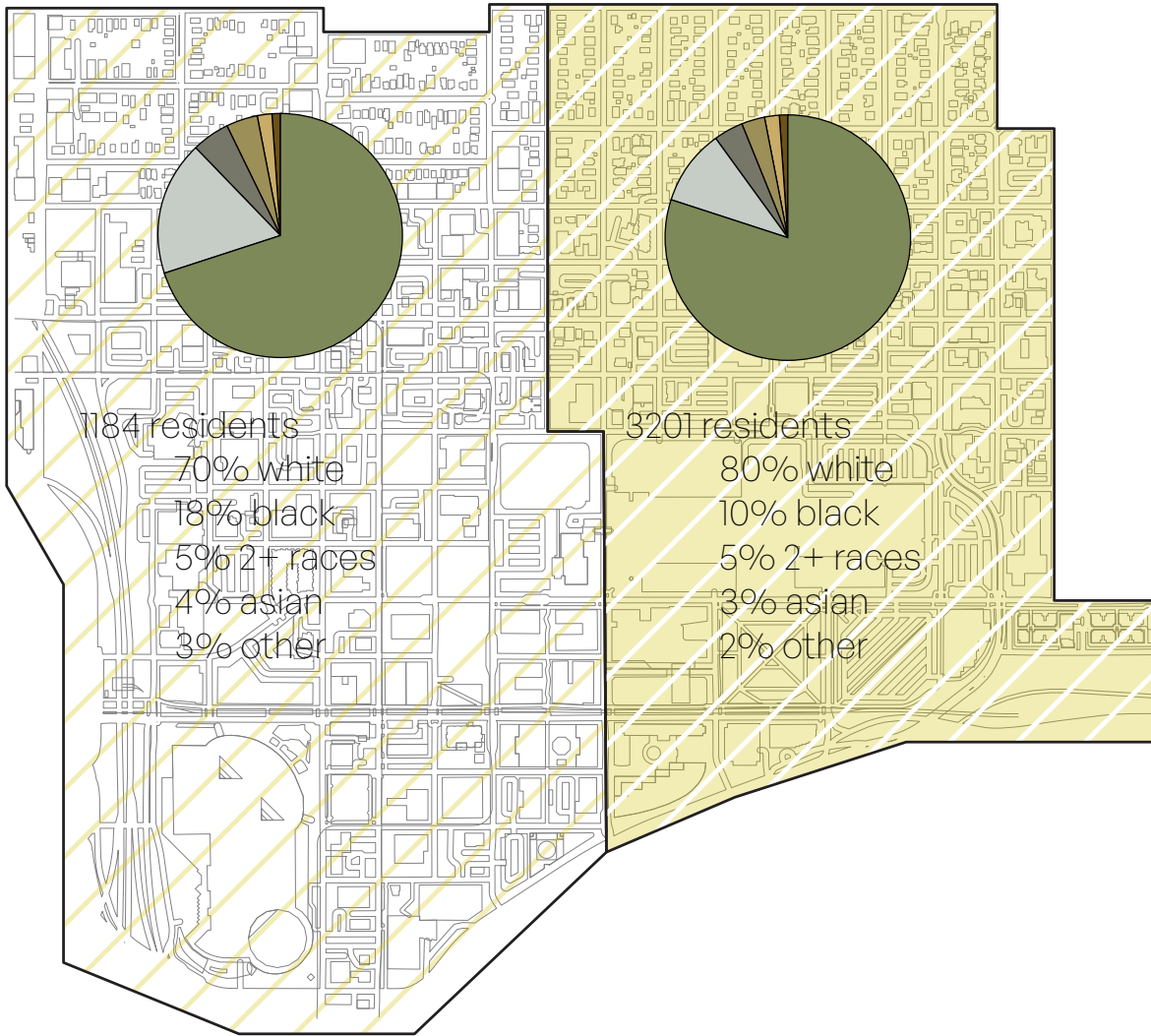
Decades of racial covenants and redlining concentrate Black Portlanders in Albina, which became a thriving community. The Vanport Flood in 1948 further concentrates Black families in the area. Adjacent Lloyd residents are still predominately white.





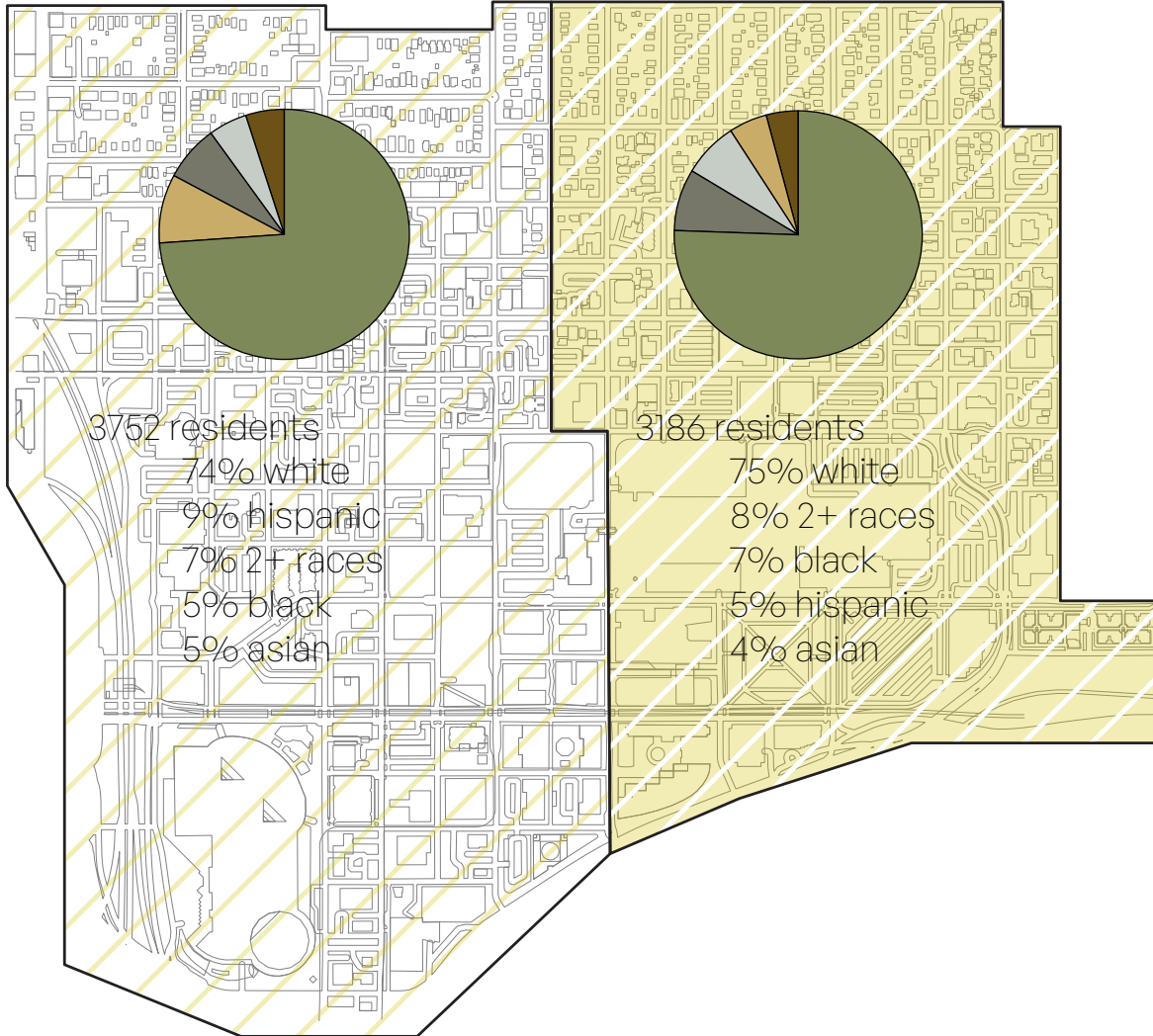
1980

The construction of Lloyd Center coincides with the beginning of urban renewal and white flight in Portland. Albina is violently fractured by Colosseum and I-5 construction. Disinvestment plunges the city to new lows.



2000

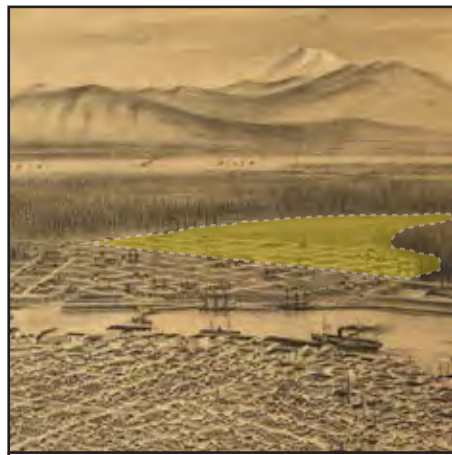
Gentrification begins to transform urban neighborhoods and displace vulnerable residents in areas like Albina. The Lloyd Center receives a roof and remodel in the early 1990s in an effort to combat its declining business.



2020

Housing prices reach new heights. Portland begins to reckon with its racist history amid Albina’s gentrification. Online retail and COVID seal Lloyd Center’s fate as a dead mall. A growing housing crisis puts The Lloyd’s redevelopment in the spotlight.

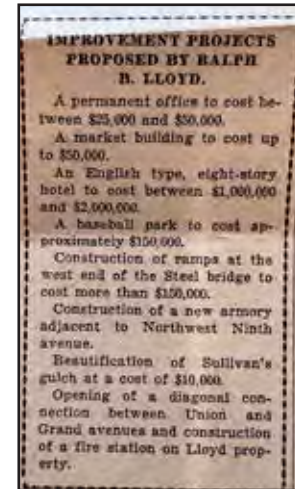




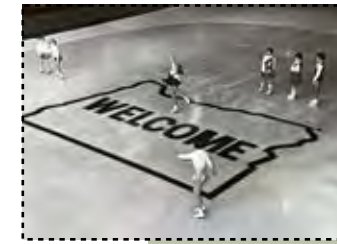
Ben Holladay files land claim in East Portland

Ralph Lloyd purchases first property in Holladay's Addition

Revised proposal during Depression



Department of Interior (now GSA) Building completed at 11th and Holladay. Lloyd proposes large shopping center, dies before groundbreaking



The open-air ice rink at the mall's heart



Construction of mall and hotel underway



Original configuration, looking Southwest

1850

1930

1960

1870

1907

1933

1953

1957

Oregon Land Donation Act: White settlers can freely claim Native land



The excavation site for the hotel tower at Holladay and 13th became a makeshift amphitheater in the 1950s



Lloyd proposes first large-scale development



Development scheme c. 1930 to include civic center + hotel. Only the golf course and small commercial buildings were realized before the stock market crash



The mall opens August 1, 1960



Looking southeast from 9th and Halsey

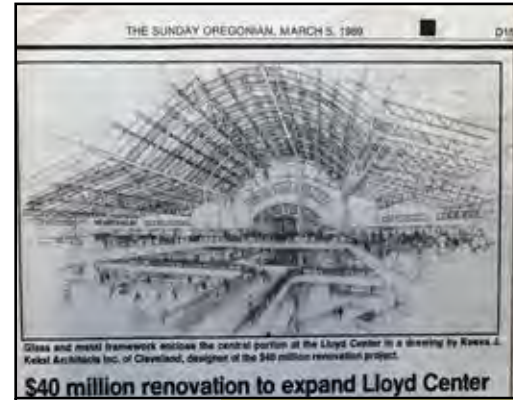


Looking northwest from Multnomah and 13th





District development continues with construction of Lloyd 700 Building (1970), Lloyd 500 Building (1975), and Lloyd Tower (1980)



A decline in commerce prompts remodel; roof added



Larry Kinkaid's Capitalism at 9th and Multnomah

COVID, electric fire seal mall's fate; calls for redevelopment gain traction



2016

1970

Events and programming continue to bring crowds to the Lloyd Center



Ella Fitzgerald performs in the parking lot for the Lloyd Center's 5th birthday

1991



700 carrier pigeons are released at the Grand Opening. The mall opted for balloons instead on the mall's 8th birthday

2020 2022

Mall remodeled again; rink reduced in size







Looking NE, 1870. The Lloyd Center will occupy part of the large clearing past the edge of the street grid.



Looking NW, 1952. The Department of Interior Building (now Bonneville Power Administration), is under construction. It is the first large building under construction in the Lloyd District.



Looking N, late 1960s.



# Physical Site

## Figure Ground

There are **222** buildings in the Lloyd District.









### Existing Uses

- Hi-Density Residential
- Med-Density Residential
- Lo-Density Residential
- Daycare
- Commercial/Office
- Retail
- Hospitality
- Institution/Facility
- Religious
- Park
- Industrial





## Amenities

-  Family
-  Single
-  Visitor
-  Common

Common amenities include retail, restaurants, and services.

**0** K-12 schools

**0** Playgrounds

**4** Daycares

**1** supermarket

**5** Convenience stores

**1** theatre

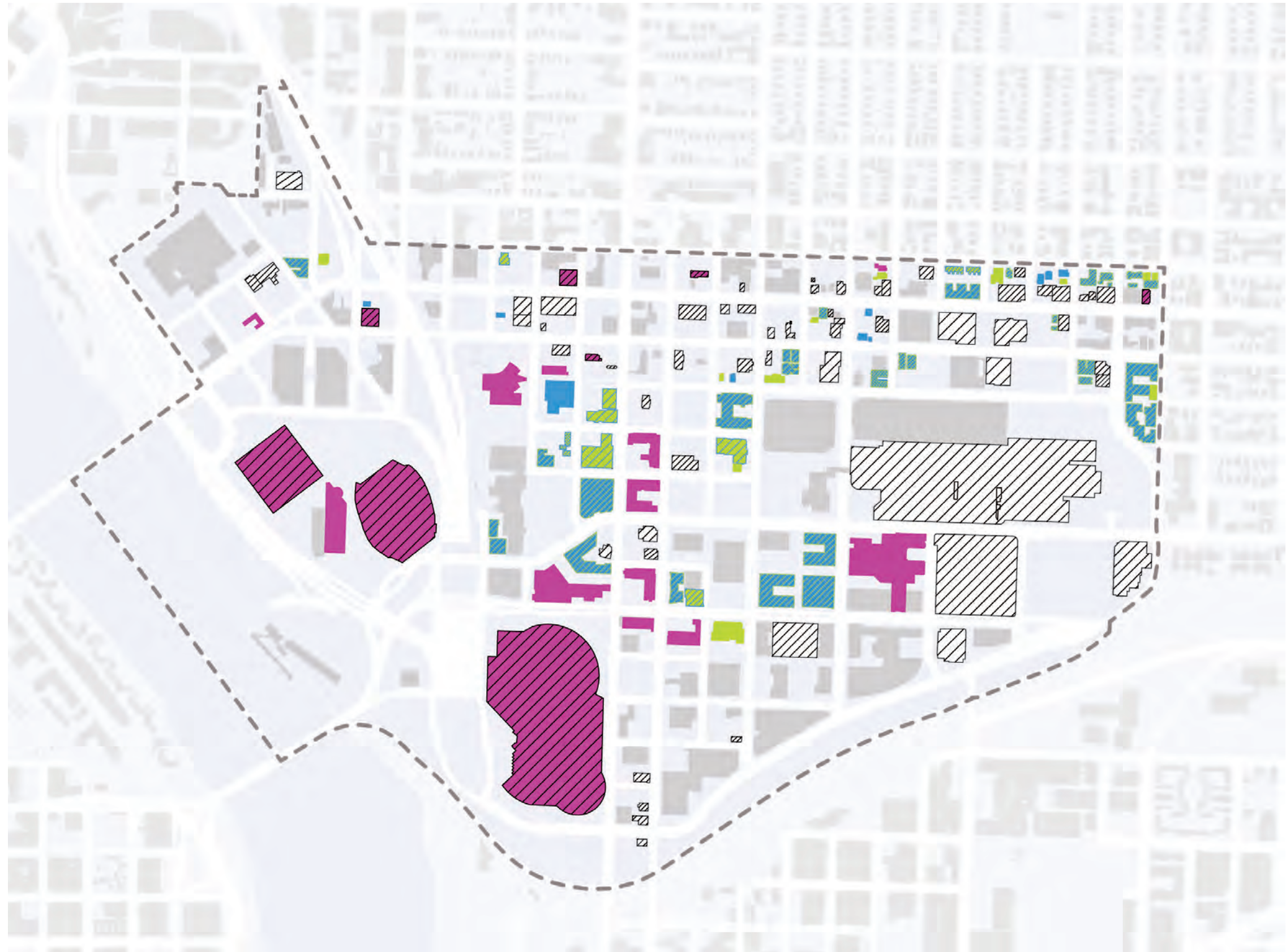
**5** Gyms

**18+** Restaurants

**10** Hotels/Motels

**2** parks

**4** religious spaces

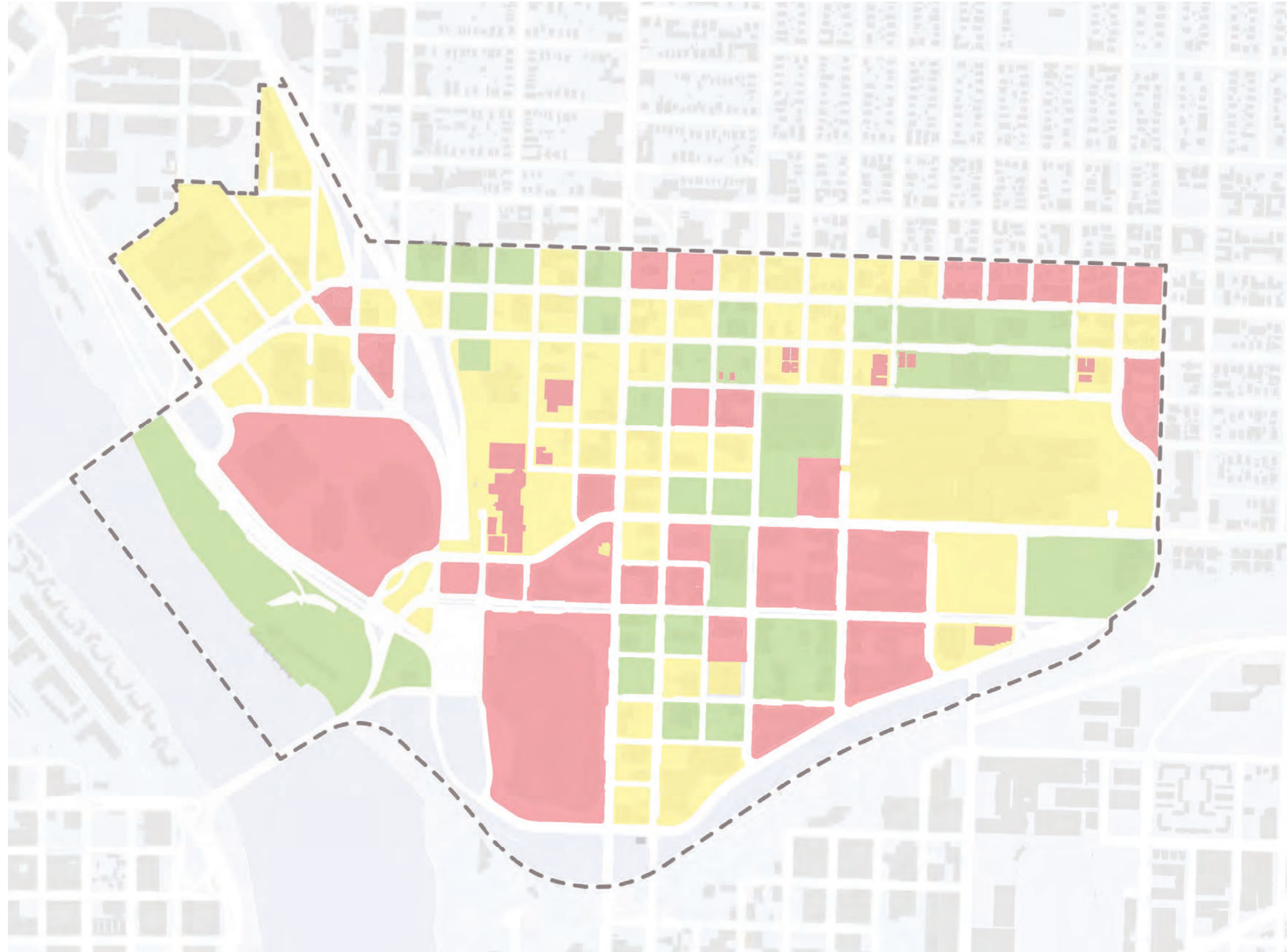




## Opportunity Sites

- Easy
- Medium
- Hard

Potential redevelopment sites identified by the Bureau of Planning & Sustainability are 'easy'. Sites that are relatively easy to develop and have less barriers are 'medium'. Sites with more difficult barriers such as homes/high-rises/new buildings are 'hard'.

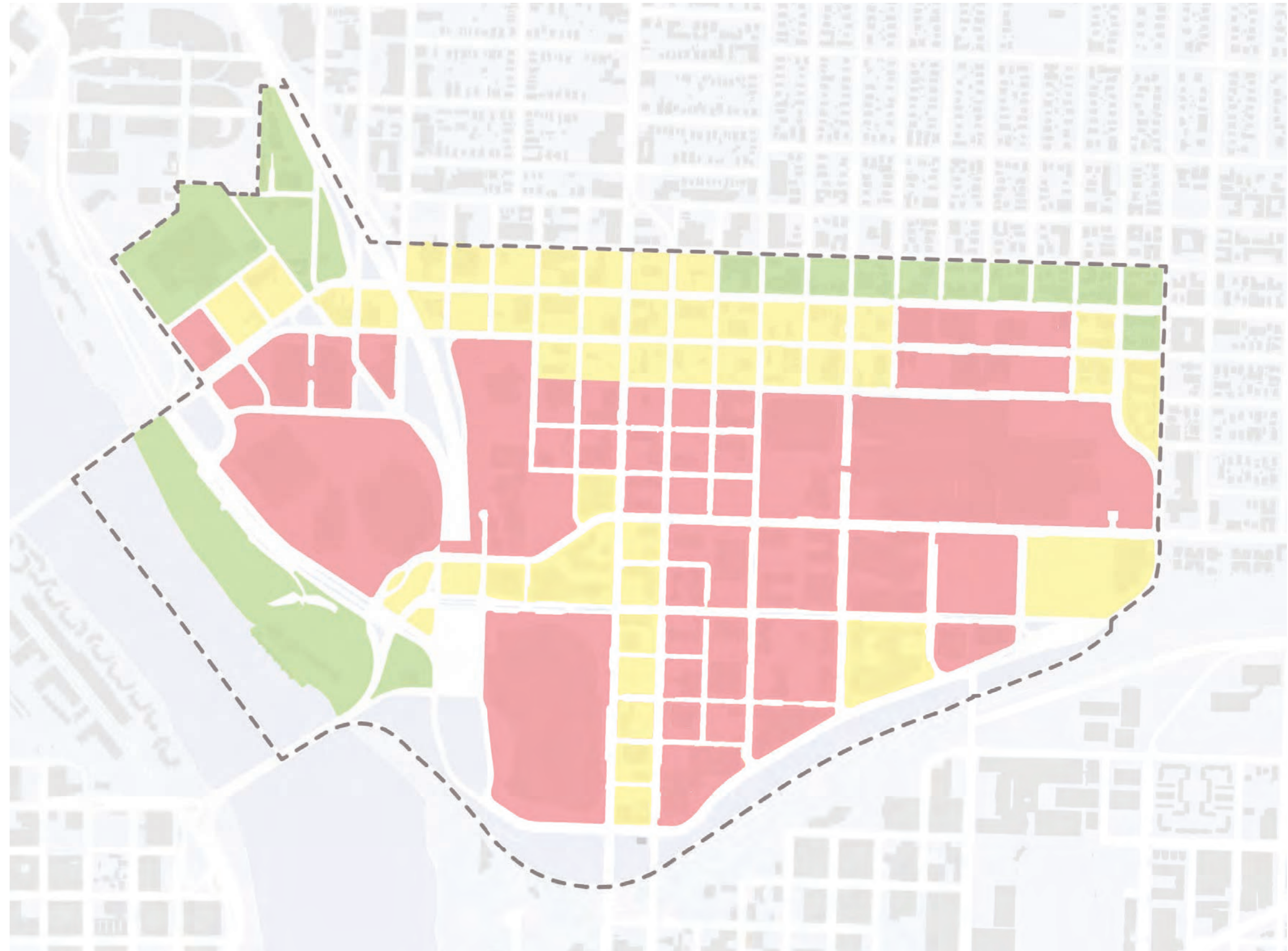


## Critical Sites

- Least
- Medium
- Most

'Critical' is defined here as being important for the success of the project.

'Most critical' sites are identified as being located along the Green Loop, Lloyd Center itself, or surrounding Lloyd Center. 'Medium critical' sites are along transportation routes. 'Least critical' sites meet none of these guides.



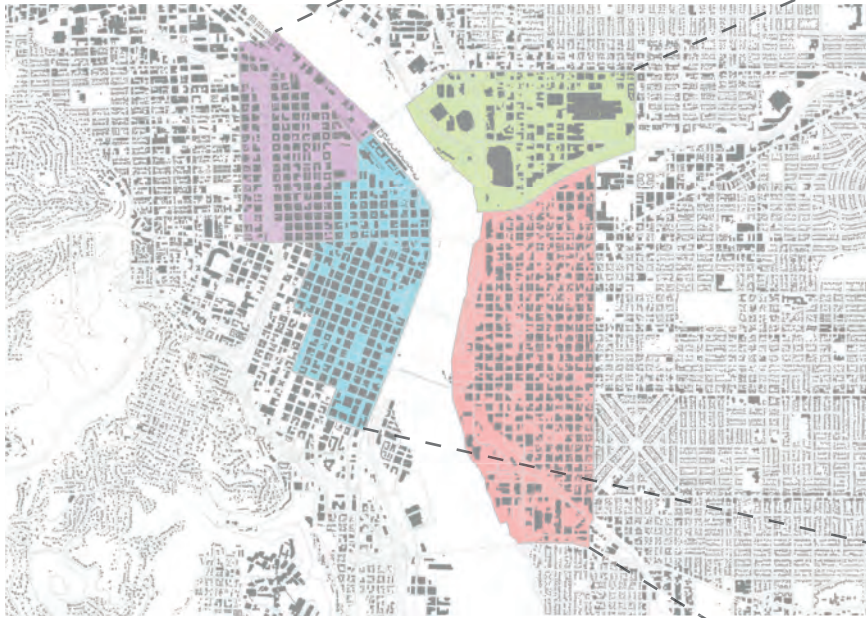




Pearl District



Lloyd District



Portland



Downtown District



Central Eastside District



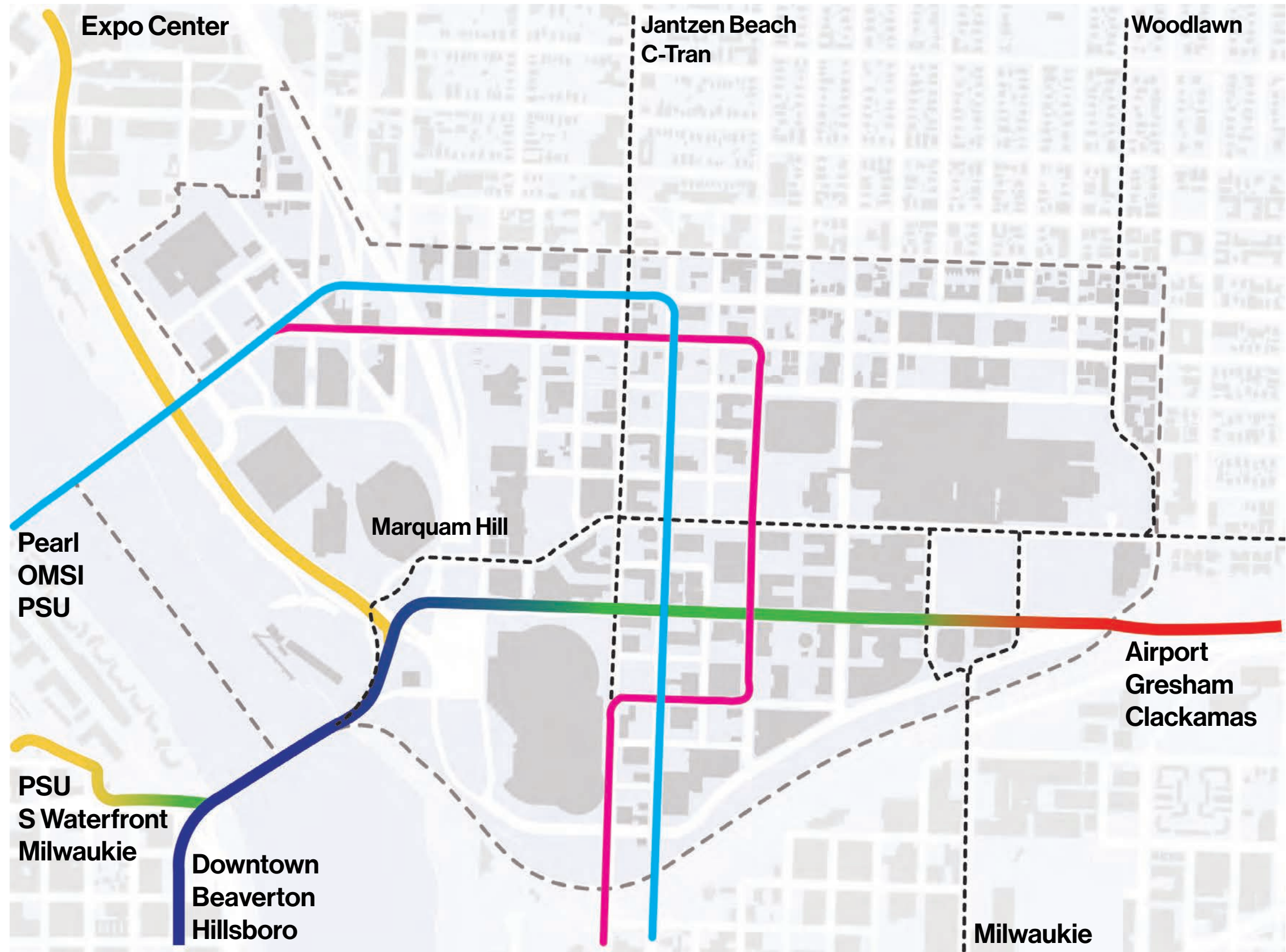
**Hierarchy:**

- Green Loop
- Light Rail Line
- - - Major Roads
- Highway



# Public Transit Connections

- Blue/Green/Red Line
- Yellow/Green
- Yellow
- A Loop
- B Loop
- Bus



# Block Types

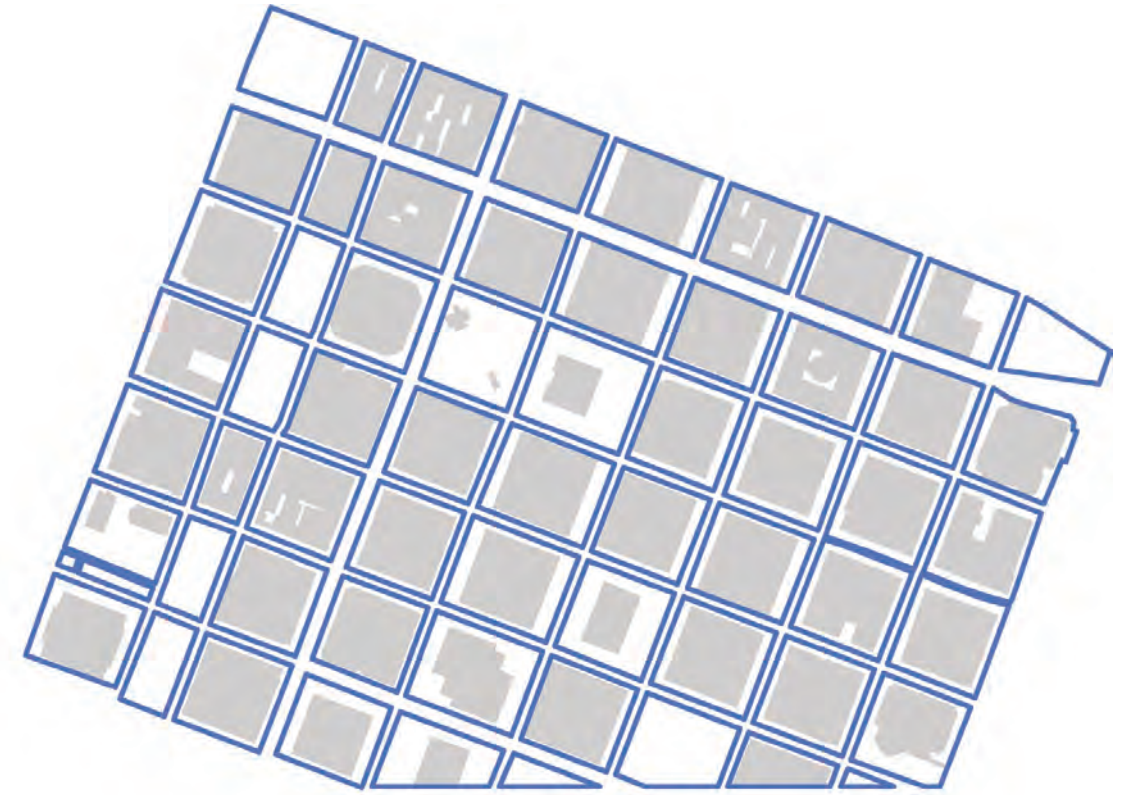
A typical Portland block is **200 feet x 200 feet** (square) while a typical Lloyd District block is larger at about **400 feet x 400 feet**.

There are various block types, but the most common in the district is the square, rectangular, and the “mega” or super block.

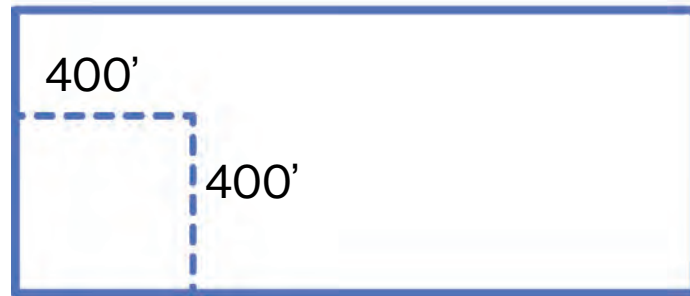
### Lloyd District



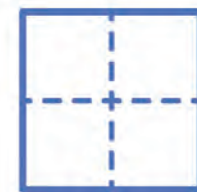
### Downtown



#### Lloyd Center block



#### Hassalo block





## Block Comparison

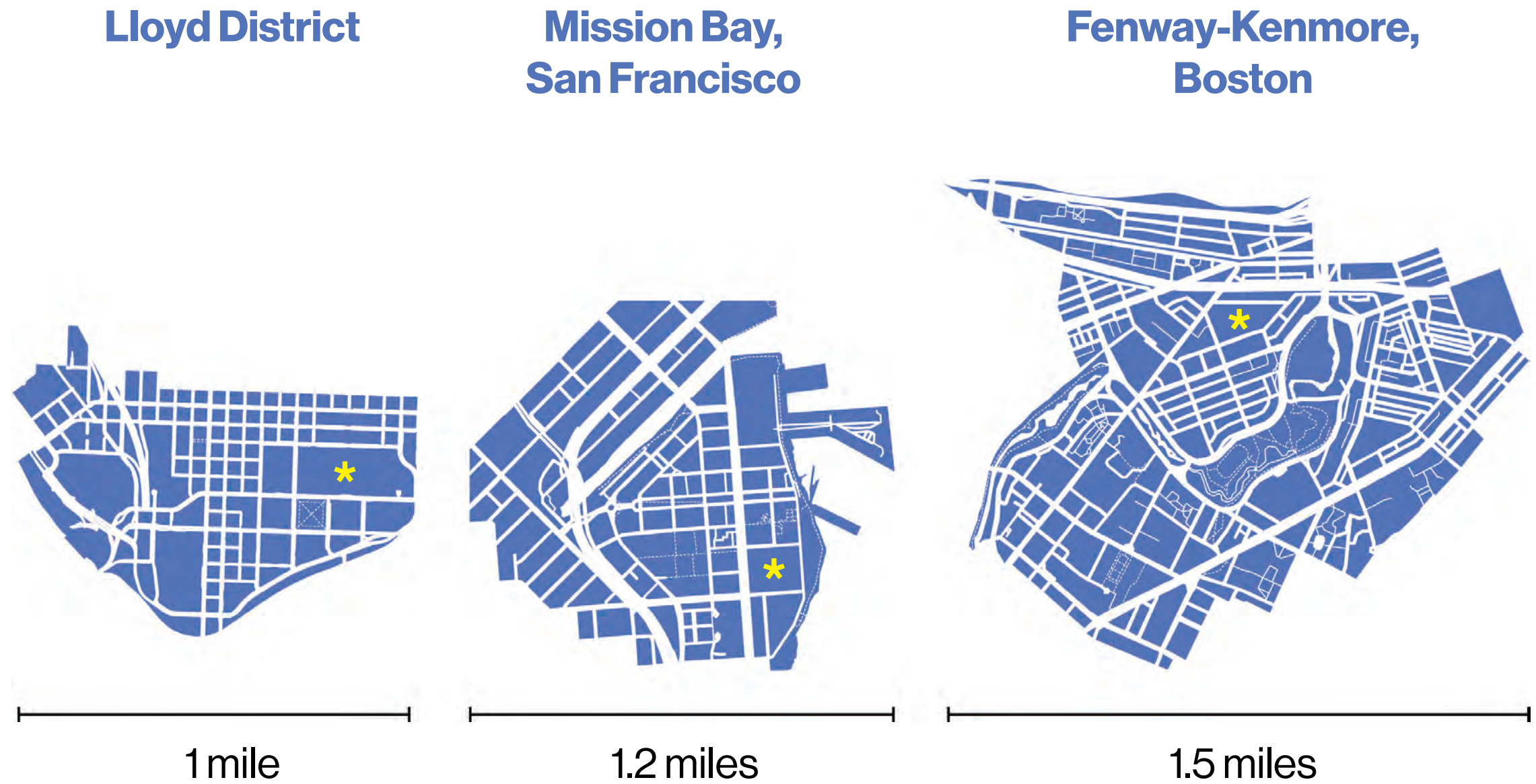
Lloyd District block composition and scale compared to Mission Bay in San Francisco and Fenway-Kenmore in Boston.

The **Chase Center arena** in Mission Bay is located in a **block** that takes up about **12 acres**

The **Fenway Park stadium** in Fenway-Kenmore is located in a **block** that takes up about **10 acres**

The **Lloyd Center** is located in a block that takes up about **27 acres**

✱ Mall/Arena/Stadium



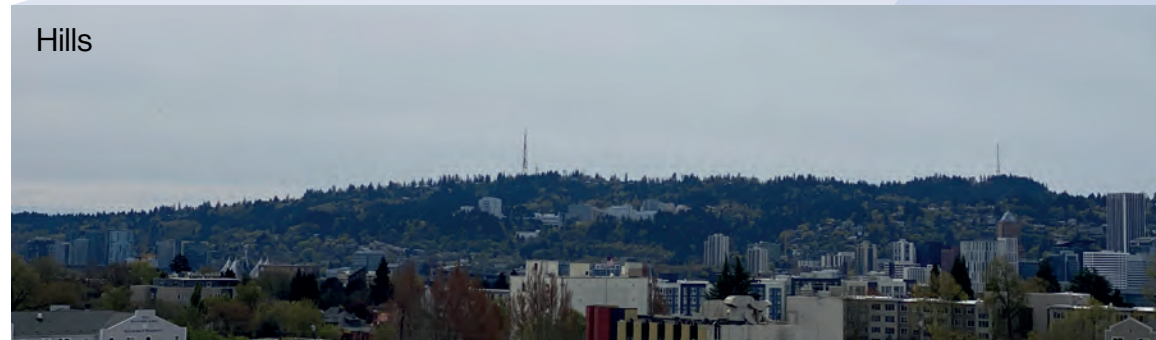
# Potential Views

Primary views may be most visible at around **6-8 stories**.

The largest barriers are the tall office buildings that currently exist in the southern side of the Lloyd district.



Downtown and Hills



Hills



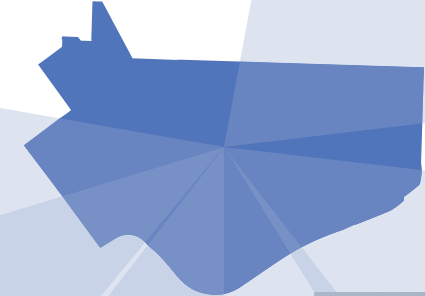
Greenery



Mountains



Mount Hood





### Landmarks

- 1 Convention Center
- 2 Lloyd Center
- 3 Holladay Park
- 4 Oregon Square
- 5 Bell Circles II
- 6 Little Prince
- 7 Lloyd Center Tower
- 8 Frank's Noodle House
- 9 Memorial Coliseum
- 10 Broadway Bridge





# Landmarks



Convention Center



Lloyd Center



Holladay Park



Oregon Square



Bell Circles II



Little Prince



Lloyd Center Tower



Frank's Noodle House



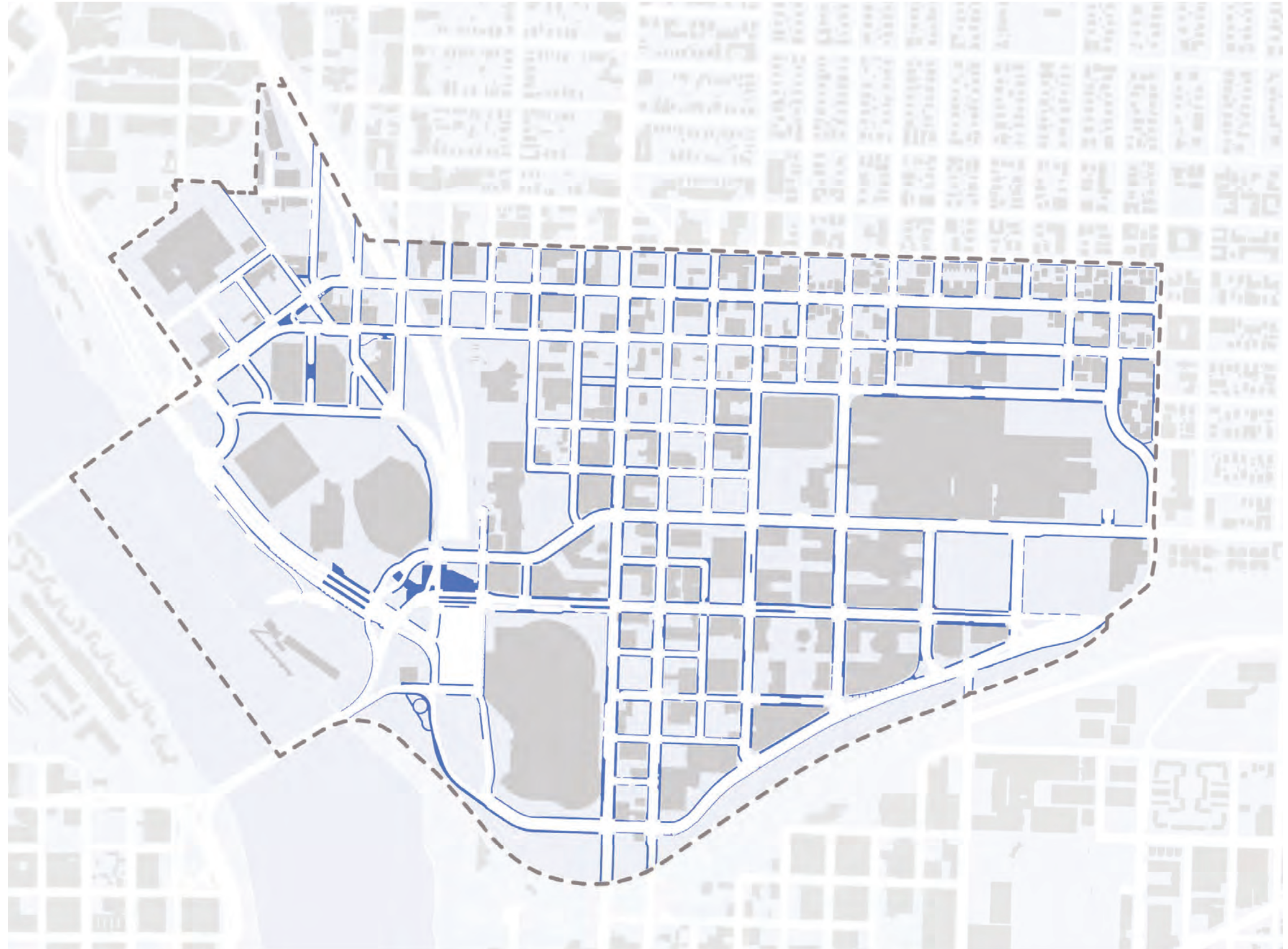
Memorial Coliseum



Broadway Bridge



# Sidewalks





## Parking On Street

There are **1,879** parking slots on the streets of the Lloyd District.

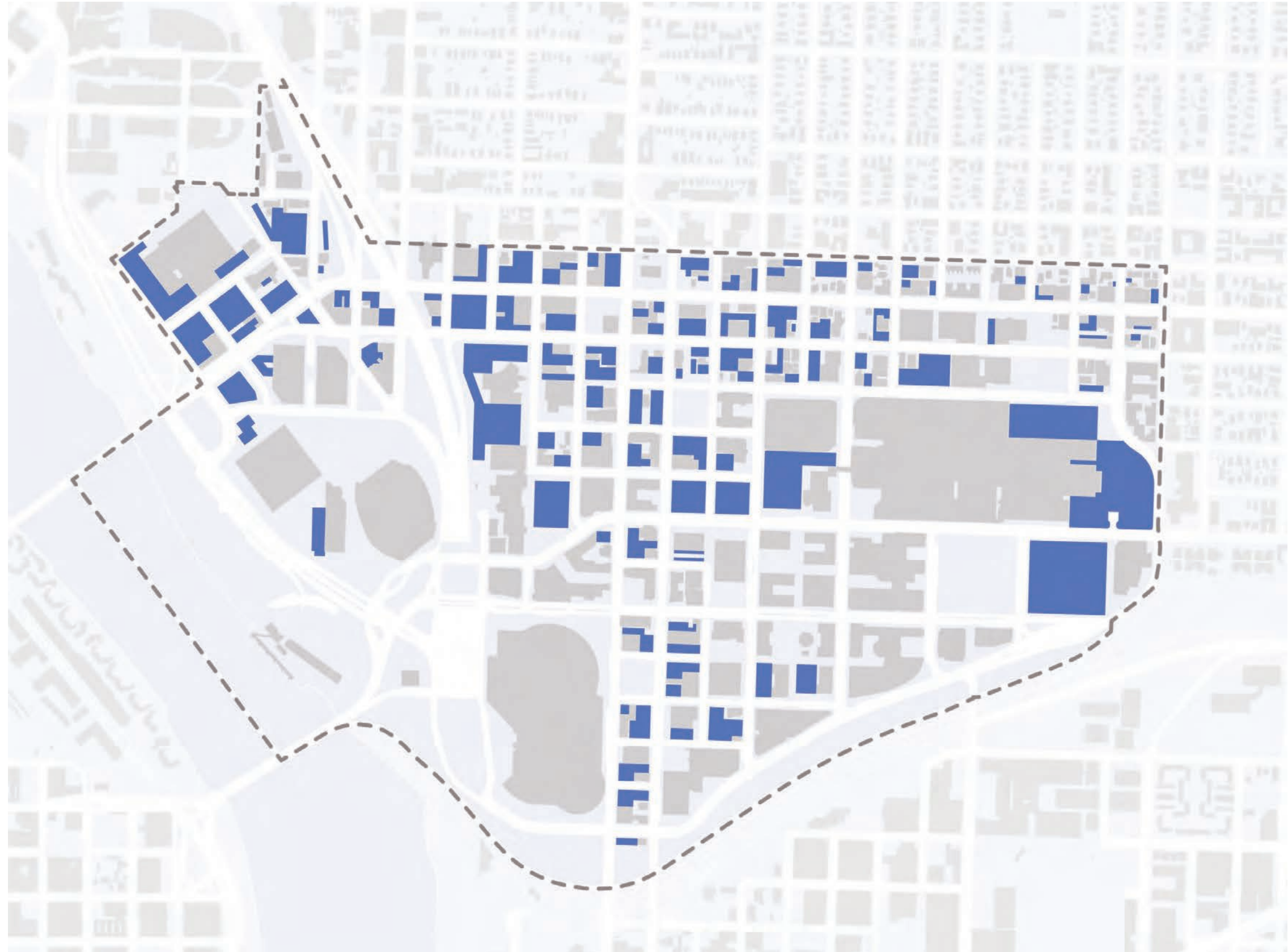




## Parking Surface Lots

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.



## Parking Garages

There are a total of **18** parking garages.

Some of the existing parking structures form share a block with other uses and some take up a half or full-block footprint.





# Precedents

**Deer District**

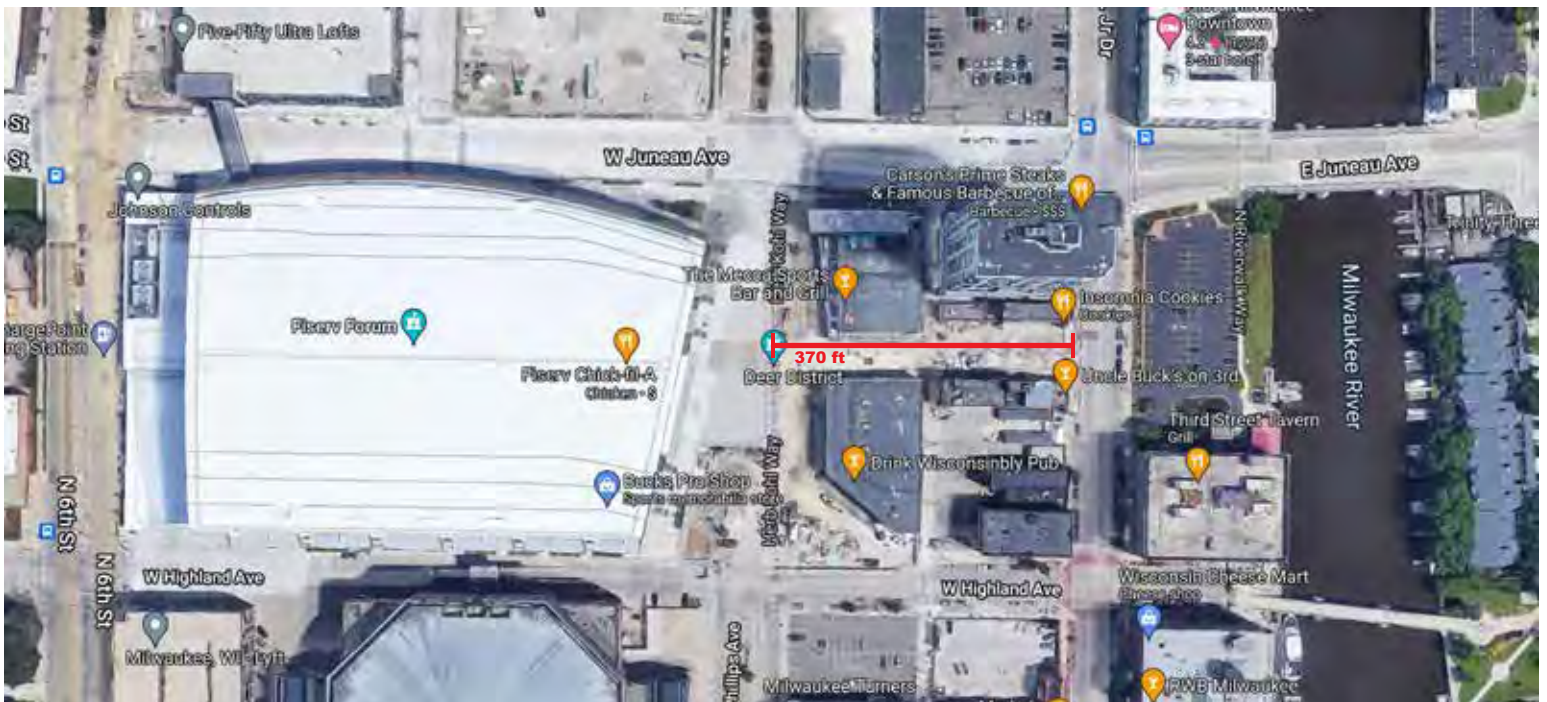
Milwaukee, Wisconsin



*How does this relate to Lloyd?*

-creates activity that leads to the sports arena, supporting the area around the arena

<https://www.rinka.com/entertainment-block>





### Scioto Greenway

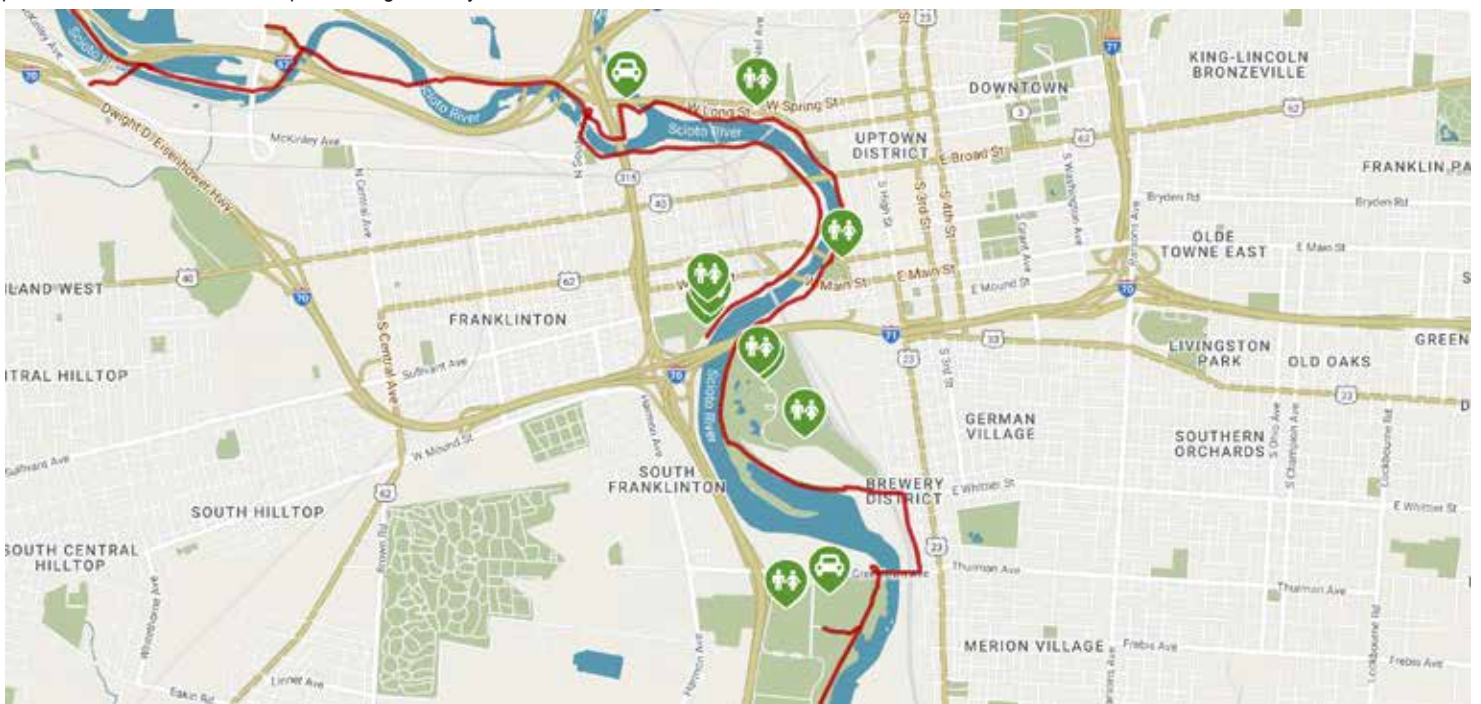
Columbus, Ohio



### How does this relate to Lloyd?

-bike path that creates greenspace between the city and the Scioto River

<https://www.trailink.com/trail-maps/scioto-greenway-trail/>





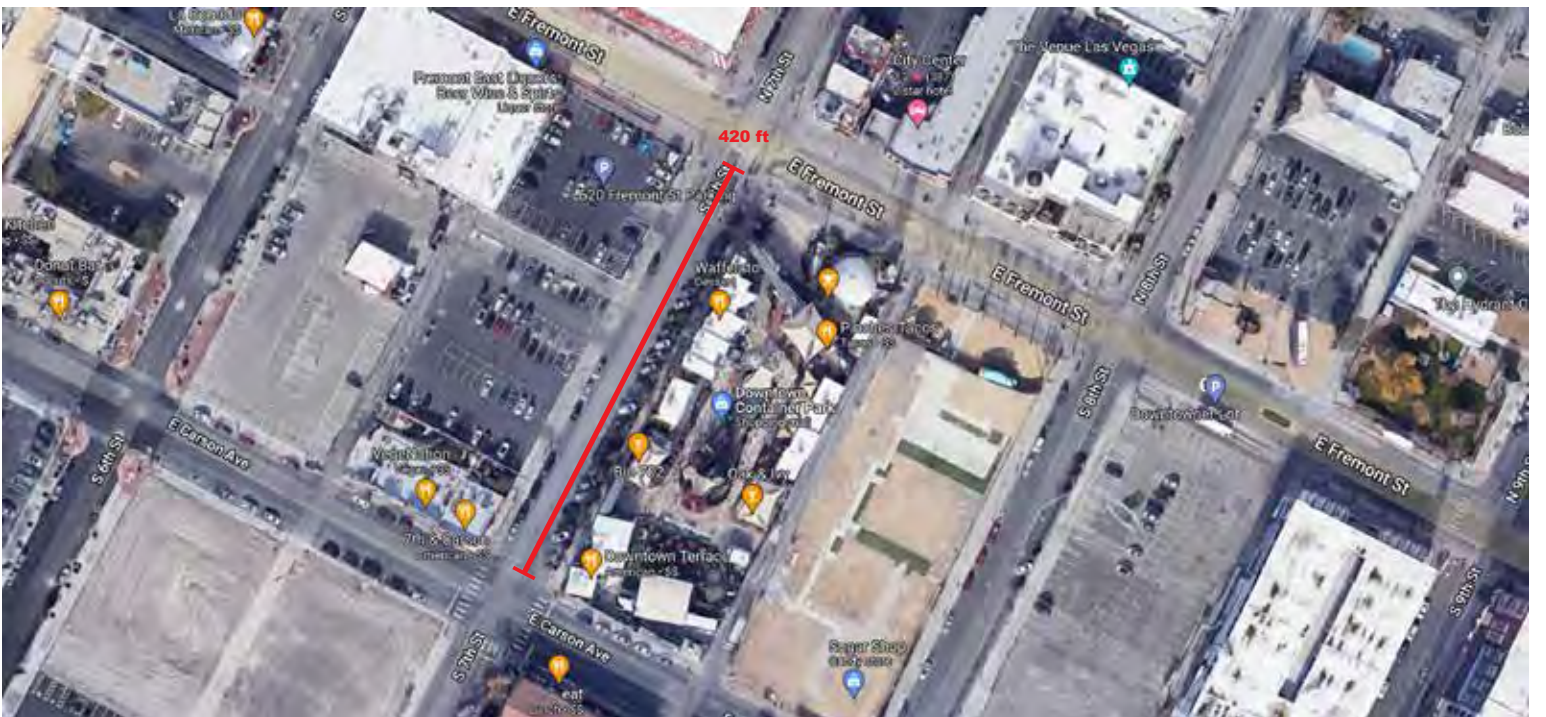
**Container Park**  
Las Vegas, Nevada



**How does this relate to Lloyd?**

-innovative way to do a retail center by using shipping containers

<https://inhabitat.com/ipmes-container-park-revives-downtown-las-vegas-with-creative-cargotecture/lv-container-park-7/>





**East 4th St.**

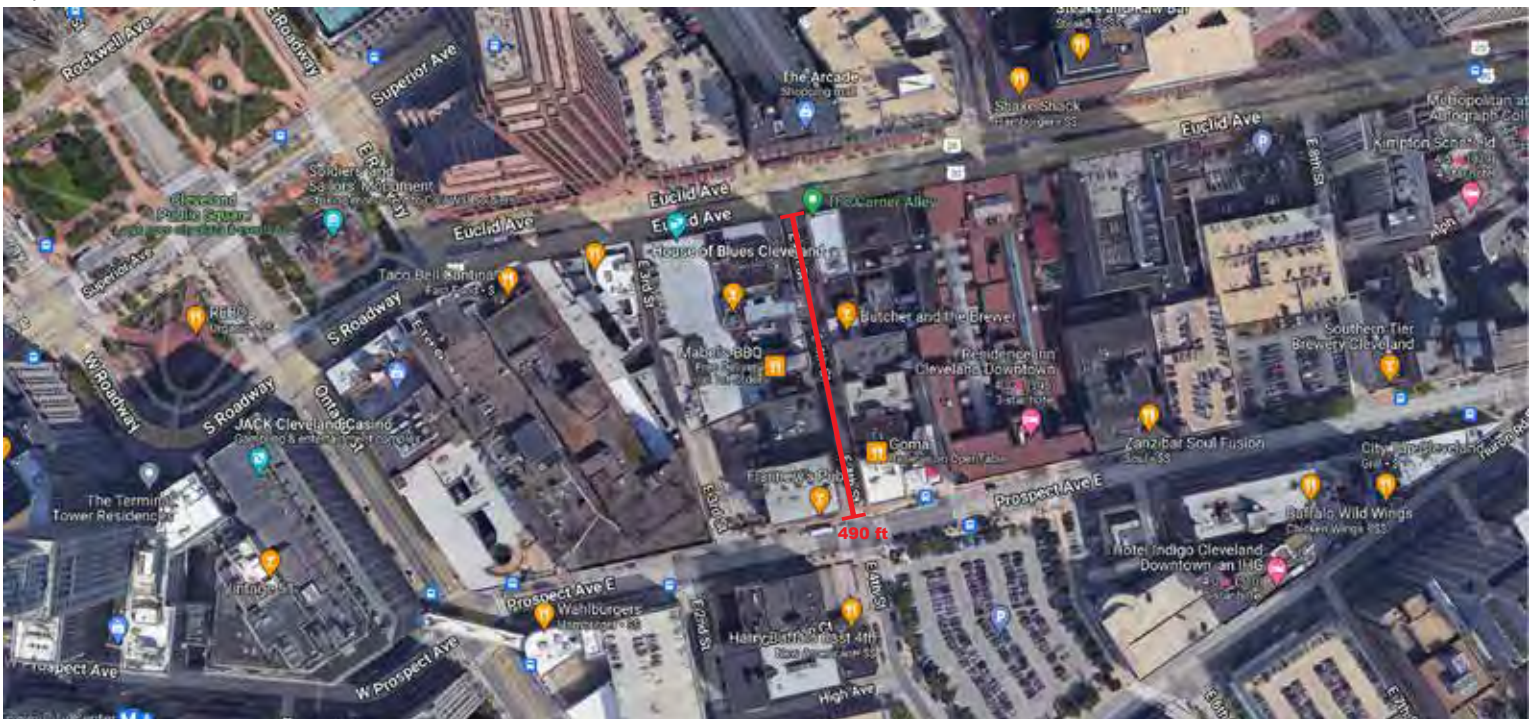
Cleveland, Ohio



**How does this relate to Lloyd?**

-retail +restaurant pedestrian way that connects to different venues in the city (sports included)

<https://www.east4thstreet.com/>



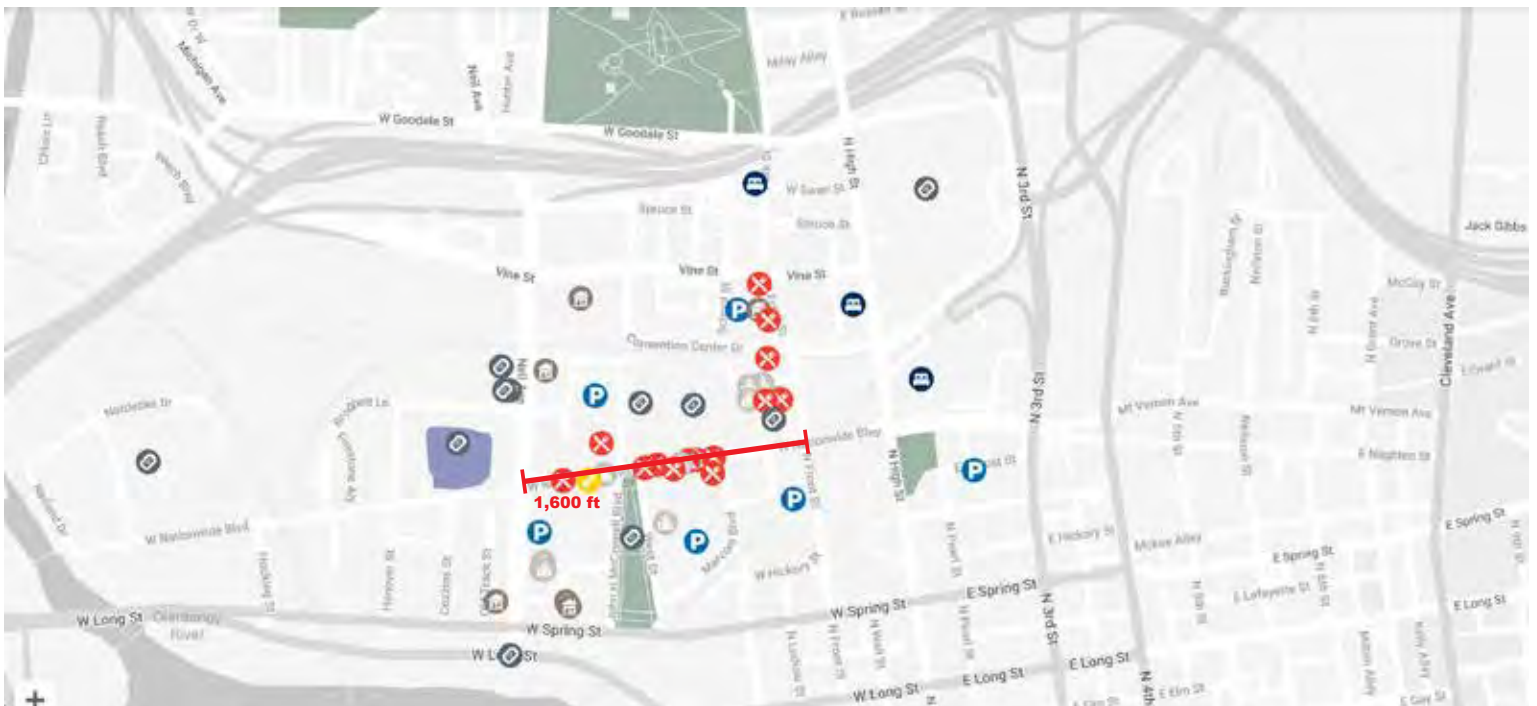


**Arena District**  
Columbus, Ohio



**How does this relate to Lloyd?**

- retail + restaurant pedestrian district that connects to different sport venues in the city
  - highly developed throughout the years
- <https://www.arenadistrict.com/>





**Midway City Center**

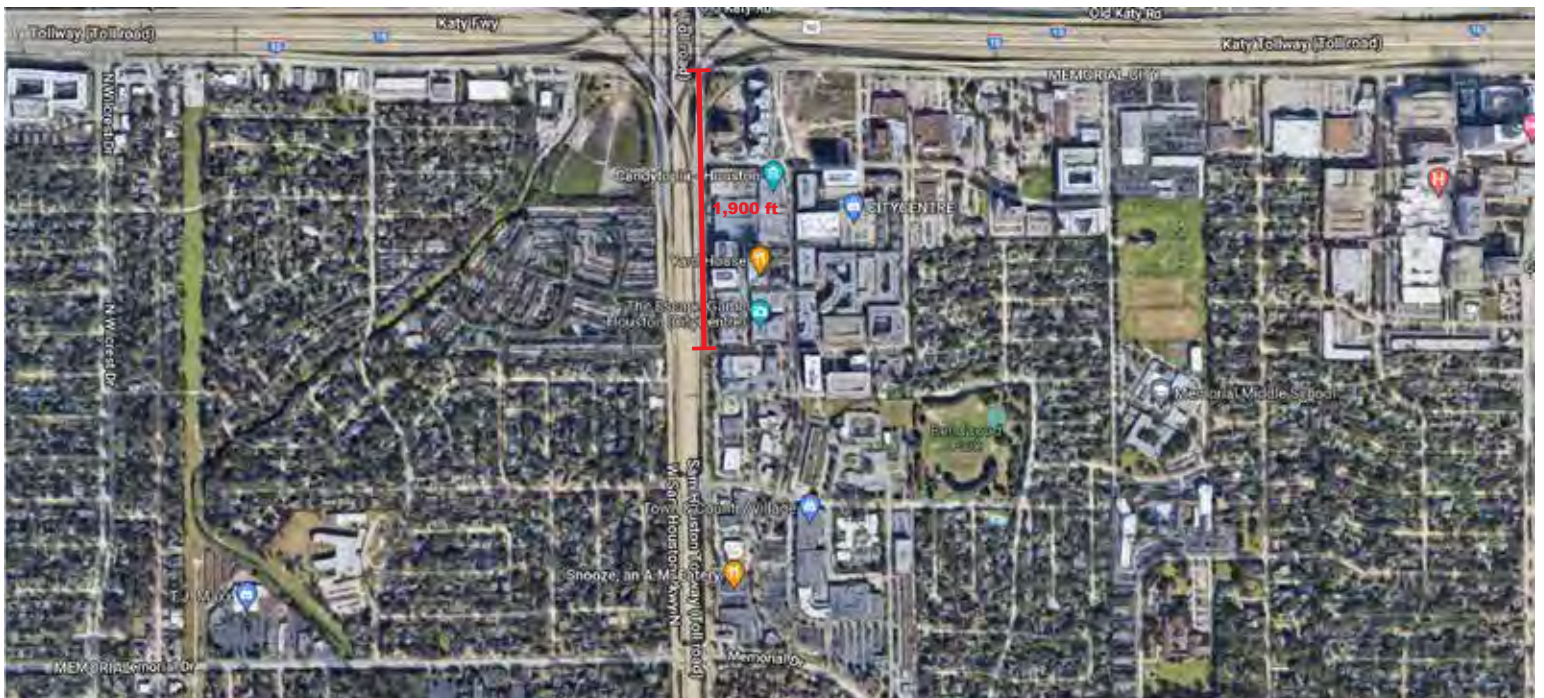
Houston, Texas



**How does this relate to Lloyd?**

-blend office, retail and dining spaces with an urban plaza while housing a corporate headquarters

<https://www.midway.team/places/citycentre>





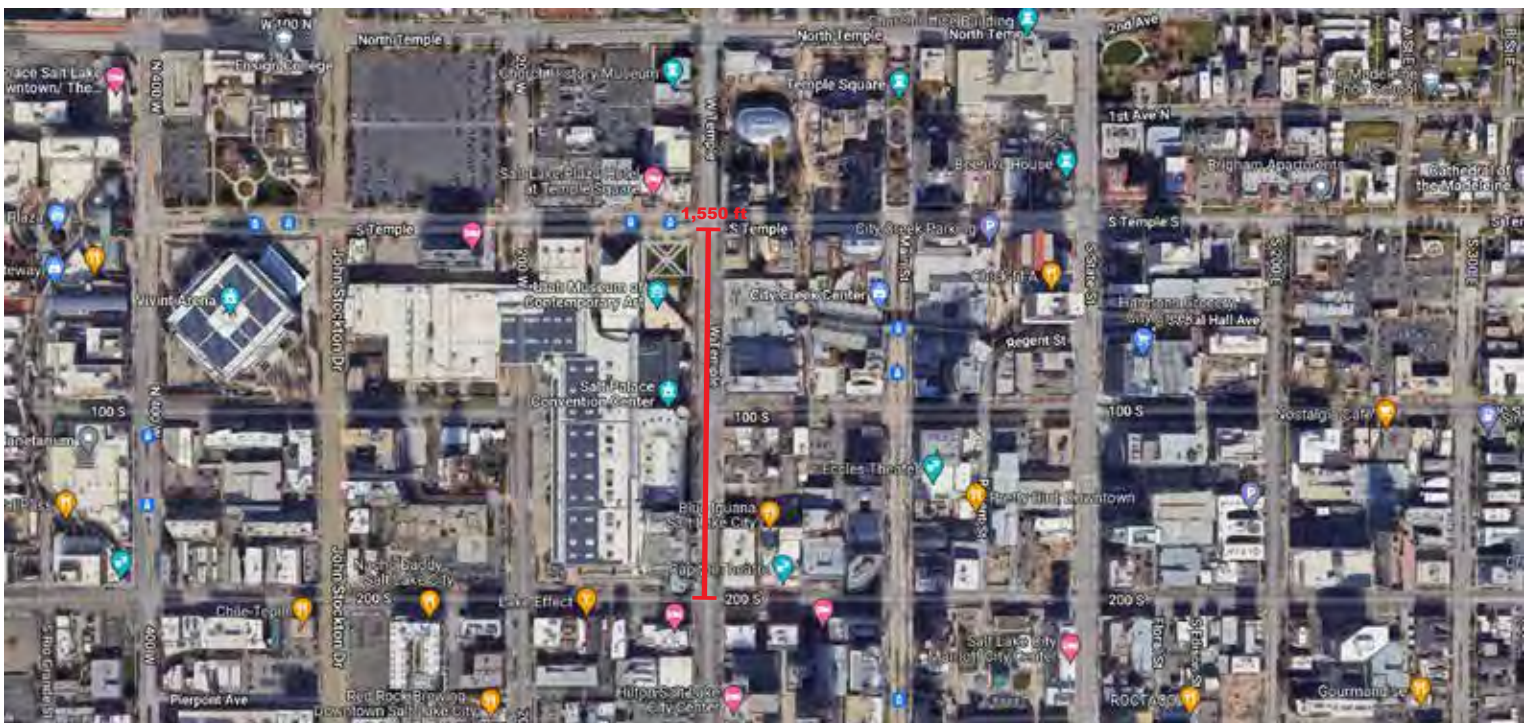
**City Creek Center**  
Salt Lake City, Utah



**How does this relate to Lloyd?**

-shopping and dining creating a new city center

<https://shopcitycreekcenter.com/>





### Denver Union Station

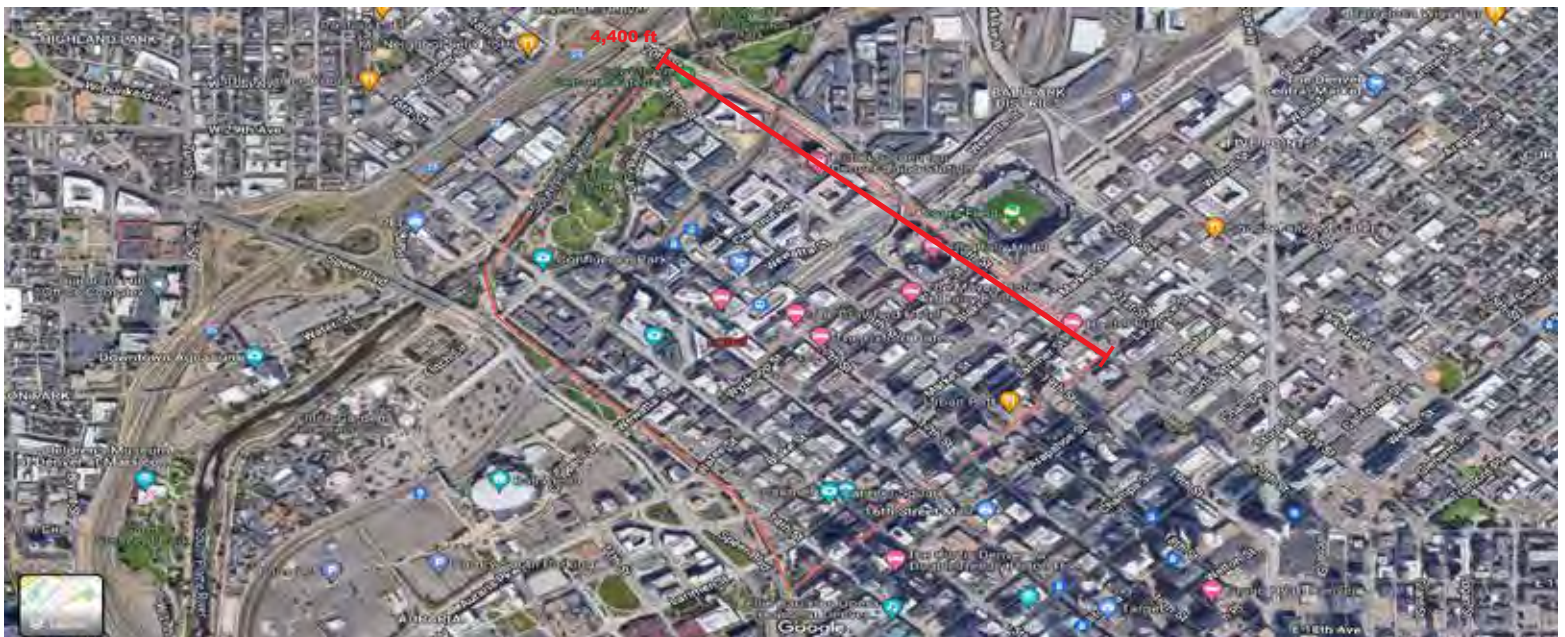
Denver, Colorado



#### How does this relate to Lloyd?

-cultural hub and the “crown jewel” of the city; the addition of dining, shopping, and the Crawford Hotel has revitalized and transformed the station

<https://unionstationindenver.com/about/>





**Campus at Horton**

San Diego, California



**How does this relate to Lloyd?**

-tech campus + retail + park

<https://hortonsd.com/>





**The Gulch**

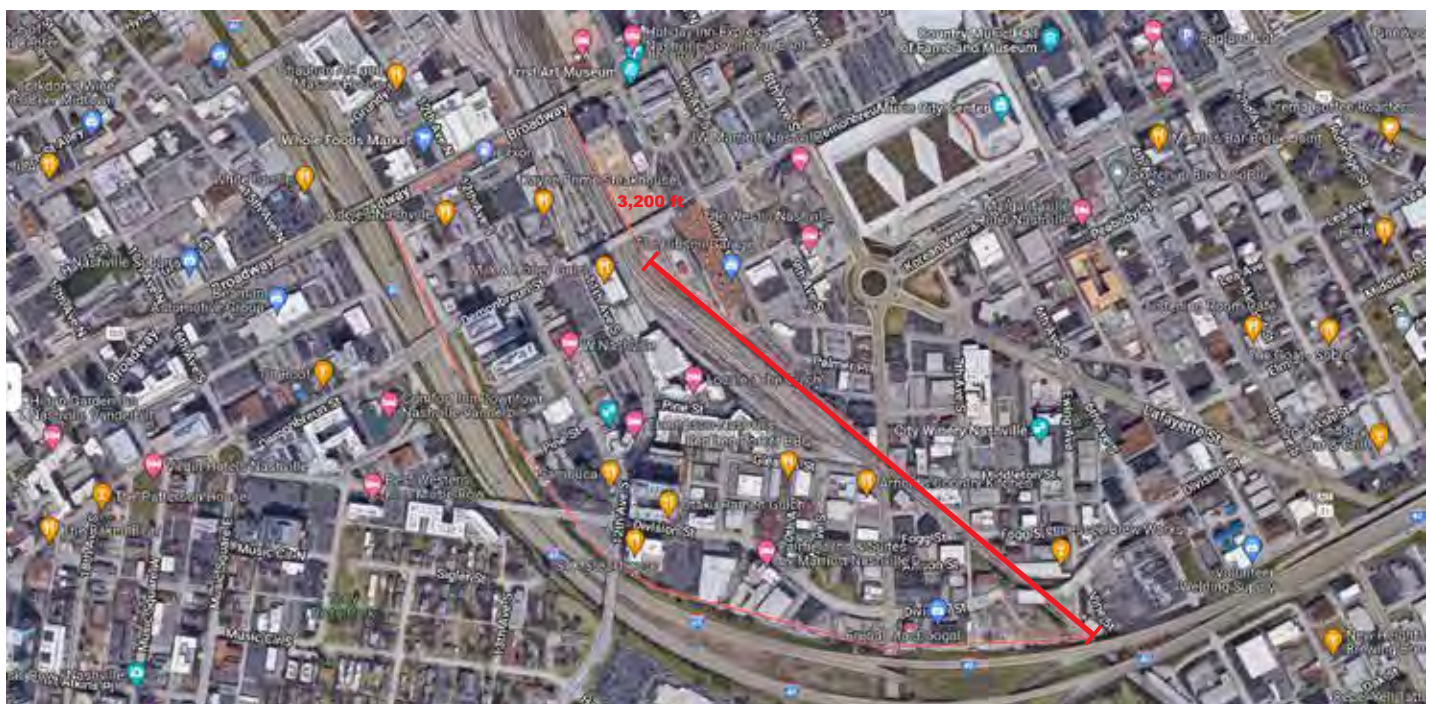
Nashville, Tennessee



**How does this relate to Lloyd?**

-entertainment neighborhood bustling with retail and restaurants and plenty of public spaces for different events

<https://explorethegulch.com/about>





**Pike & Rose**

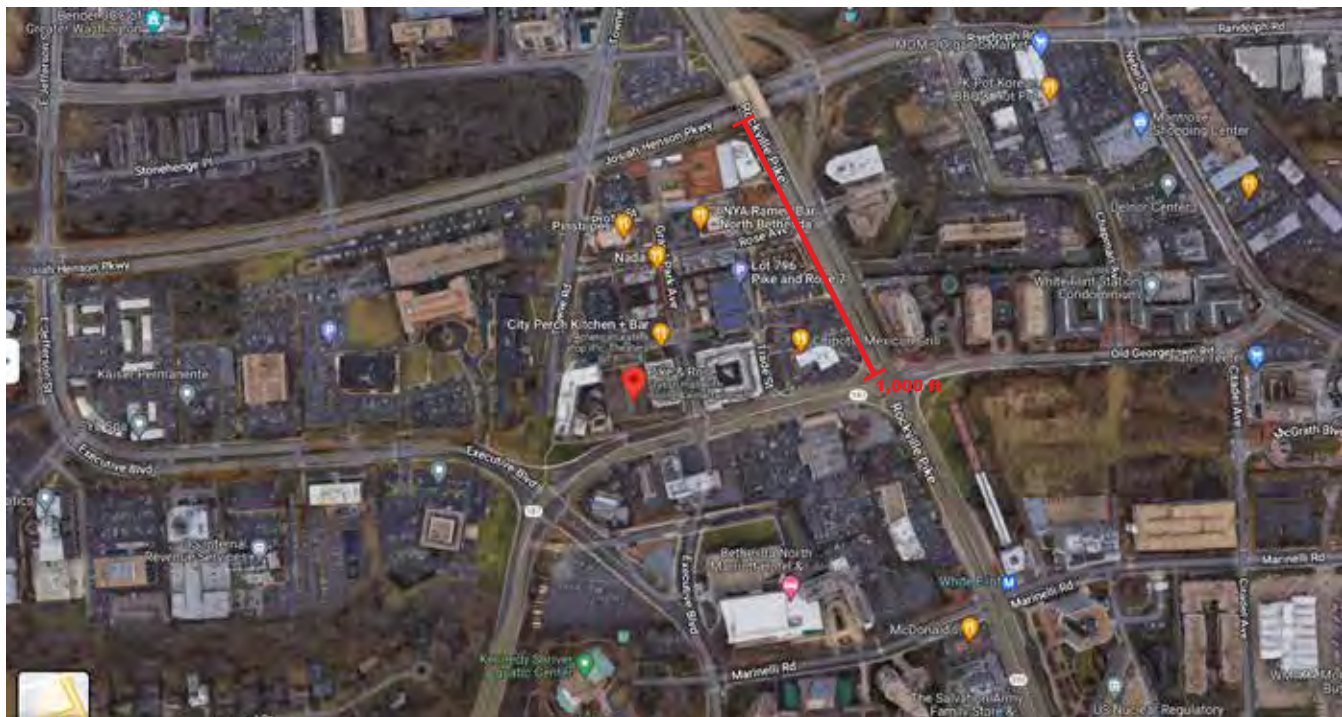
North Bethesda, Maryland



**How does this relate to Lloyd?**

-retail space with commercial + public space that allows for a weekly farmers market; cinema, rooftop farm

<https://pikeandrose.com/experience/>





**Downtown Crossing Plaza**

Boston, Massachusetts



**How does this relate to Lloyd?**

-transportation hub that incorporates public space

<http://www.howeleryoon.com/work/101/downtown-crossing-plaza>





### Occidental Square Park

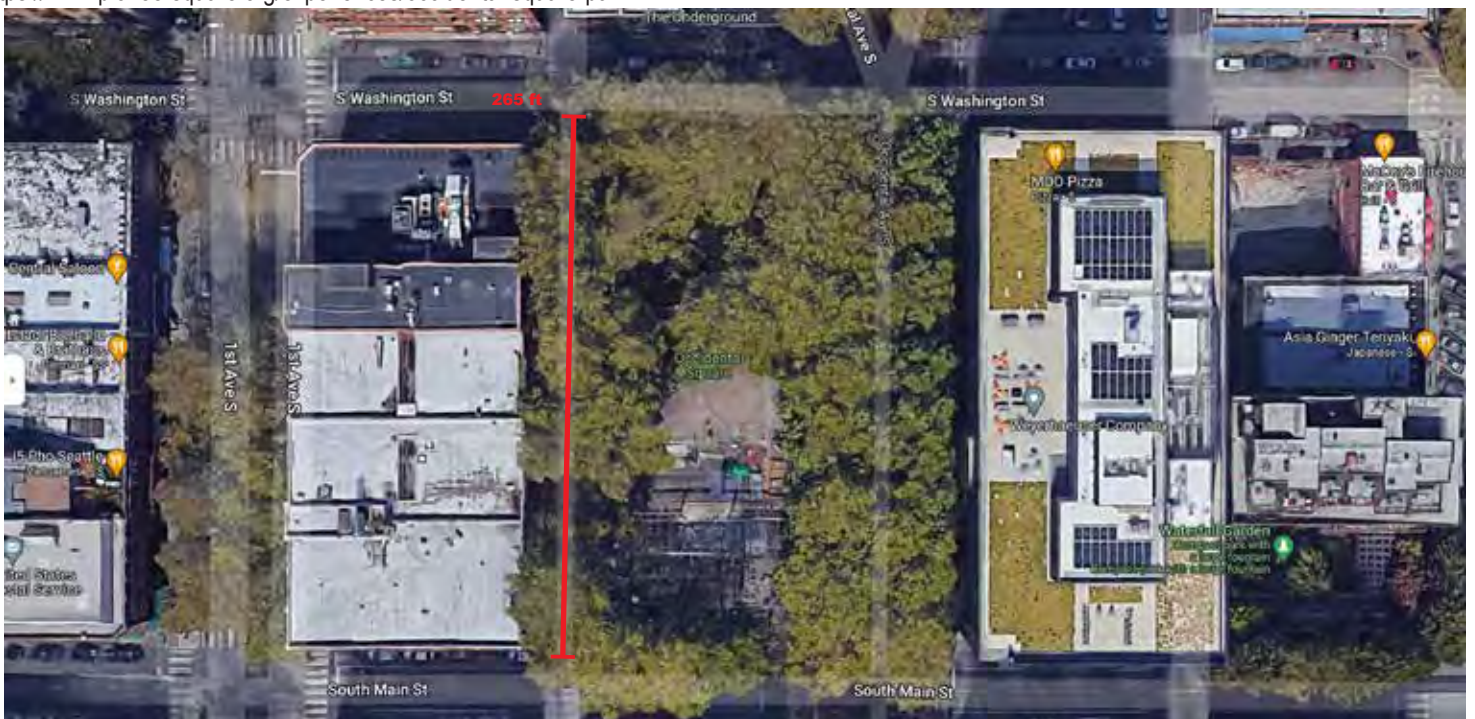
Seattle, Washington



**How does this relate to Lloyd?**

-plaza with ping pong tables, bocce ball, outdoor cafe space, pavillion

<https://www.pioneersquare.org/experiences/occidental-square-park>





**Easton Town Center**  
Columbus, Ohio



**How does this relate to Lloyd?**  
-large outdoor retail mall + entertainment +restaurants

<https://eastontowncenter.com/>





**Cat Street**

Shibuya, Tokyo, Japan



Think about connecting unique urban resources that can draw pedestrians from one space to another. On Cat Street, a thin street generates a boutique shopping corridor that draws both local & international firms, by pulling people from the reknown shopping districts of Shibuya & Harajuku.





**Motomachi // Chukagai**

Yokohama, Kanagawa, Japan



Divisions can cause opportunities. The market streets of Yokohama in Chukagai and Motomachi are separated by a river & elevated freeway. Despite their close proximity to each other, each neighborhood is able to maintain a distinct character. Drawing from differing cultural references, the two neighborhoods can coexist by offering unique experiences for its pedestrians.





**Namba Parks**

Namba, Osaka, Japan



Situated within a pocket between a major rail line, freeway, office building and apartment building, Namba parks houses 8 stories of commercial space, gradually rising with organic terracing. Perched atop each terrace are a series of heavily landscaped open spaces, providing much needed park space within the dense urban fabric, despite its quasi-public nature.





**Magma Flow Public Space**

Ningbo, Zhejiang, China



With the requirement to introduce open space to 20% of the developed site, the spaces will need to be thought of intuitively in order to avoid deserted spaces. Magma Flow finds away to introduce a system of play into a plaza space in a new multi-building development that engages both kids and adults. Imagine the banality of this space without the designed playscape and its success becomes apparent.



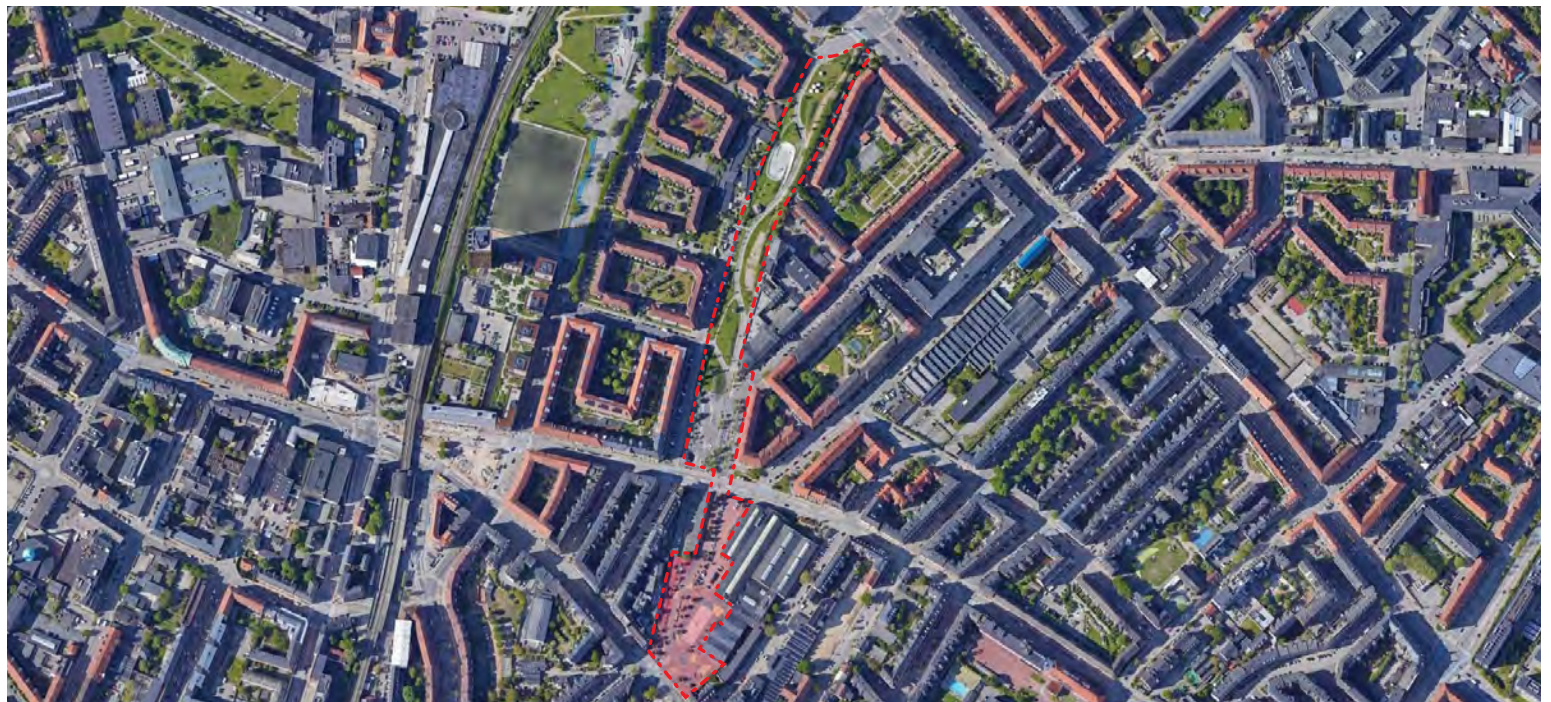


**Superkilen**

Nørrebro, Copenhagen, Denmark



Bridging the historic divide between culturally & racially distinct differences, Superkilen generates didactic, playful spaces that host a myriad of follies, for residents to interact with. Taking distinct design elements from various countries, such as swings, benches and fountains, each borrowed object becomes emblematic of the various backgrounds of the immigrants residing in the neighborhood. Find the story of the place and make it better.





# Base Map





