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
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. 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
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.

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.
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. 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.

13 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.
In the late 1960s, older adults begin moving into the new Calaroga Terrace and Holladay Park Plaza senior adult apartment towers.

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

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

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.

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.
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.
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).
+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.
SAFETY 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.

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.

More events in the park would make it feel safer.

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

Safety is everything.

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

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

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

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

More events in the park would make it feel safer.

Make Holladay Park year-round. This will make it feel more safe.

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.

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.

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.

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

Safety is everything.
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.

People make spaces interesting.

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

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.

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

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

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

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.
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.
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.6

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.

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.

ACTIONS

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.

CHAPTER 2 - Safe Lloyd
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. 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. 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.

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.
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.

**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).

**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.
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 streetlighting. 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.
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.

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).
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.\(^\text{10}\)

**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. 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.

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.

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.13

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.
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. A District Improvement Grant from the Portland Development Commission could be an option to fund the project.

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). 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.

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 2017.18

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.
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.

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. 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 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. Parklets could be designed in Lloyd’s parking structures. 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.20

**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. 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”. Murals can discourage vandalism, call attention to a block, and build neighborhood identity. Lloyd’s Design Guidelines specifically call for the integration of art into the neighborhood. 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.

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

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.
HAASSALO 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.²⁸

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 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.²⁹

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
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.
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 to 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.
4 http://www.golloyd.org/about
6 http://www.sciencedirect.com/science/article/pii/S0925753515001010
8 http://www.holladaypark.com/
9 http://www.portlandmercury.com/images/blogimages/2015/03/19/1426795686-ranger_report.pdf
11 https://www.portlandoregon.gov/parks/article/282909
12 https://www.portlandoregon.gov/parks/article/282909
15 prosperportland.us: http://prosperportland.us/portfolio-items/community-livability-grant/
16 portlandoregon.gov: https://www.portlandoregon.gov/transportation/article/409066
17 portlandoregon.gov: https://www.portlandoregon.gov/transportation/article/409065
19 https://www.portlandoregon.gov/bps/article/89918
20 https://www.portlandoregon.gov/bps/article/53334
21 https://www.portlandoregon.gov/transportation/59158
22 https://www.portlandoregon.gov/citycode/article/257806
23 http://www.pdxstreetart.org/how-to-paint-a-mural-in-portland
24 https://www.portlandoregon.gov/bps/article/89918
25 http://morganbarnard.com/tilikum-light
26 https://www.portlandoregon.gov/bds/article/249528
27 https://racc.org/2017/05/16/temporary-mural-wall-pilot-program-fresh-paint-partnership-racc-open-signal-launch-may/
28 https://www.portlandoregon.gov/transportation/?c=29979
29 http://www.foodcartsportland.com/
Finding your way around Lloyd can be challenging. The large blocks and wide one way streets can make navigation difficult. The neighborhood has several major destinations and landmarks, such as the spires of the Oregon Convention Center, but the massive buildings and the unreadable network can easily hide them from people on the street. Old wayfinding signage indicating walking routes to the Willamette River testifies to past efforts at increasing the legibility of the street network, but people still say that it is difficult to find efficient routes to walk through the neighborhood (Appendix C).

What You Can Do
Wayfinding systems are a key feature of a walking and biking environment which encourages people to explore their neighborhood, promotes community identity and enhances economic investment. A wayfinding network will allow you to offer a basic orientation for pedestrian visitors to let them know what are the opportunities they can find all over the neighborhood, infusing tourist and retail economy. Signage can be oriented towards people walking, biking, driving, and taking transit. For example, signs placed strategically at transit stops can immediately point out nearby attractions for transit riders, and bike signage can indicate things like bike parking corrals and low stress bicycle connections.

How It Could Work
Provide a wayfinding system that offers meaningful and attractive information to Lloyd’s visitors, residents and workers. The wayfinding system should connect places, be predictable, be inclusive and accessible, and it has to be as simple as possible. For better results, the wayfinding system must provide a decision sign (tells you where to go), a confirmation sign (tells you that you are on the right path) and a turn sign (tells you to turn to get to a destination. Signage could even be seasonal or temporary. For example, the Portland State University Bike Hub installs temporary but durable promotional signage on campus sidewalks to promote May’s Bike Challenge. These signs are produced by Northwest Printed Solutions. This type of signage directly on the sidewalk could complement other wayfinding signage placed on posts, which could take the form of light, quick, and cheap signage from Walk [Your City].

Go Lloyd should consider a pilot sign project using signs produced by Walk [Your City]. Implementers could include:

- Youth Advisory Committee - GoLloyd could help the YAC identify key destinations for inclusion on signage, who could then help to install and maintain the system.
- LDCA and Lloyd EcoDistrict - Provide input on key destinations, points of interest, and the design of the signage.
What People Said
People want more activities for children and families in Lloyd (Appendix C, D). Other than in the summer when there are programs in Holladay park, families don’t have much to do in the area’s public spaces. Seeing young children play in the park is fun and it makes people feel safe. The nearest playgrounds for children living in Lloyd are either in the mall in another neighborhood. If a place is safe for kids, then it feels safer for everybody.

What You Could Do
Create places for kids to play in Lloyd. A playground could help bring a sense of community and multigenerational enjoyment to Lloyd. Play structures that don’t require permanent infrastructural changes could be a good option. Pop up parks and playgrounds would be an exciting addition to the neighborhood.

How it Could Work:
Holladay Park is a perfect location for a playground and for activities to engage people of all ages. Pop-up parks are happening around the world. One example from the United Kingdom is a pop-up park program. Discussions with Portland Parks & Recreation should be held to craft a plan for bringing playgrounds to Holladay Park.
What People Said
+Studio’s conversations, surveys, and meetings revealed that people did not say much about pets, and the Public Space Survey did not ask about pets, but during observations and activity scans, +Studio noticed many dog and cat walkers in Lloyd (Appendix B).

People with their pets were most often found at Hassalo Plaza, with a few at Holladay Park. +Studio surveyed some of these pet owners, and some mentioned how they wished there was some usable green space nearby for their pet (Appendix D). Even with artificial grass pet relief areas dispersed throughout the Hassalo apartment buildings, people told us they preferred not to use those.

Noting this, we observed people walking their dogs out of Hassalo Plaza, across NE Multnomah St., and into a small patch of green grass next to an office tower. Once finished, they would walk their pet back to their residence at Hassalo on Eighth.

What You Can Do
Encourage people to spend time outdoors with their pets by installing dog bag stations. Dog bag stations are a simple amenity that would encourage pet owners to get out and explore their community. In the long term, a grassy space for dogs, or even a permanent dog park, could be brought to Lloyd.

How It Could Work
Whether a physical station, a waste bag program, or a dog walker group, encouraging dog walkers, especially from recent and future residential developments, to get out and about can help people meet one another and build a sense of community. Community and business partners may be able to sponsor a waste bag program. Building a dog park will require significantly more resources and time, and regulatory hurdles will need to be addressed, but a temporary or semi-permanent pet park could be created in a corner of an existing parking lot.
What People Said
While there are several restaurants in Lloyd, people said they lack variety, and don’t have enough options for healthy eating. People also want to see more local, independent restaurants and food available on the street (Appendix C, D).

What You Can Do
Promote Lloyd as an ideal location for food carts and local, independent restaurants. Reach out to Portland’s network of people in the food cart industry and the popular blog foodcartsportland.com which shares food cart news. Reach out to Lloyd property owners to gauge the interest of renting space to food cart operators, and provide resources for people interested in operating food carts.

How it Could Work
Portlanders love food carts. The city’s famous pods serve tasty, and often cheap, food cooked by local entrepreneurs. A food cart pod can make a neglected or underused space into a place where community comes together to share food and drink.

Food carts could work in several spaces in Lloyd, like Hassalo Plaza, Holladay Park, or in an underused parking lot. Food carts could also operate temporarily or “pop up” at events.

The City of Portland has a website that outlines the processes for getting a food cart approved for operation. The website also contains information about operating carts on private property, vacant lots, and sidewalks. According to the 2010 Parks Concession Manual, food carts can operate in Holladay park with an approved application. Go Lloyd can provide resources to potential food cart operators and help with the application process.
What People Said
People want to stay informed about things going on in Lloyd. The area is evolving and changing every day. New residential towers are going up, and new businesses are setting up shop. People in the area are more interested than ever in staying informed, but staying up to date is a challenge. There are many organizations, business groups, and stakeholder boards in Lloyd. Still, people told +Studio that they would like to see creative ways to share information about the community (Appendix C, D).

What You Can Do
The Lloyd community needs to better connect the various groups and associations together to create a cohesive neighborhood. Lloyd’s abundance of organized groups has the potential to create an opportunity for all people in Lloyd to take part in the safety, stewardship, and dynamism that can propel Lloyd into the future. A challenge, though, is coordinating all of these groups in order to bring to fruition the actions that can truly improve public space in Lloyd.

How It Could Work
Information sharing is not a new concept, but one that is critical to creating a Lloyd that accomplishes the three themes identified by the community. For Lloyd, information sharing can take shape in many forms. A community-wide newspaper could be created and distributed to all residences and employment buildings. Community information boards could be installed and maintained by GoLloyd or other community representatives. These community boards could be placed in key locations throughout the neighborhood. Each residential building and employment building could nominate a representative that stays up to date with the happenings of the neighborhood. Lloyd’s many communities make information sharing and coordination challenging, but if accomplished, a more cohesive Lloyd would result.

Key implementers would include: LDCA, residential and office building representatives, and several property owners willing to host a curated information board. LDCA may be the community organization best equipped to manage the information boards.

These places represents a snapshot of Lloyd’s public spaces.
What People Said
People at the farmers market mentioned to +Studio that they would like to see Lloyd’s history brought to light and celebrated as the neighborhood undergoes further change. Through all modes of engagement, people talked about wanting to feel a sense of ownership and connection in the Lloyd community (Appendix C, D).

What you can do
GoLloyd should push Portland Parks and Recreation to create a “buy a brick” program in Lloyd. The hugely popular brick sponsorship program that helped create Portland’s Pioneer Courthouse Square could be brought to Lloyd, on a smaller scale. Capital projects in publicly owned parcels, such as a possible playground in Holladay Park, could incorporate areas of brick paving that would allow people to take literal ownership of public space. Decades from now, future generations of people would be able to find the bricks belonging to their mother, grandmother, or aunt along the shady walks of Holladay Park. Beyond just bricks, the Green Loop design process could provide opportunities for people to leave their mark on an iconic new public space. Natural stones with engraved names could line new planter boxes, and distinctive bike rack designs could incorporate engraved nameplates.
COMMUNITY WALKS

What People Said
People want more things to do that are active and build a connection with Lloyd. People walk in Lloyd to go to and from various destinations, but few walk for exercise or recreation and many feel unsafe walking at night.

What You Can Do
Organize walking groups to encourage a sense of community and activity on streets, plazas, and parks. Walking groups help people explore their communities while getting to know others. Walks can take on different forms for different purposes; they can serve the purpose of increasing safety, cleaning up the neighborhood, encouraging exercise, imparting history, or entertainment.

How It Could Work
There are different parties who might be able participate in leading walking tours. Go Lloyd has a goal of making Lloyd more walkable, and already distributes walking maps to people in the community. They could help implement a walking program by training and supporting volunteer ambassadors to lead walking tours. Additionally, LDCA members might be interested in participating in order to bring economic and social vibrancy to the area. Several people pointed to the non-profit volunteer walking group, Connected, which holds walks in Holladay Park from 5:00-7:00 every Friday evening.²
What People Said
People have expressed interest in having a multitude of activities available in Lloyd public spaces, particularly those that encourage active recreation, sports, and exercise. Currently, there are no places in Lloyd that allows people to engage in these activities.

What You Can Do
Provide infrastructure for active recreation in Lloyd public spaces, like sports fields and courts or exercise equipment.

How It Could Work
Public fitness equipment is a popular feature in parks all over the world, and are relatively cheap and easy to install. This could be done in many places in Lloyd, but Holladay Park is likely the public space most suitable for it. Basketball courts, tennis courts, or a grass field could be built in Holladay Park as well, but would require significantly more time and money to implement. Conversations should be held with Portland Parks & Recreation about finding ways to bring active recreation to Holladay Park.
What People Said
Lloyd lacks outdoor covered space. The gazebo in Oregon Square, which hosts the farmers market every Tuesday, is the only existing covered space, and is slated to be redeveloped in the near future. Once it is gone, there will be no covered outdoor spaces in Lloyd.

What You Can Do
Build a permanent covered structure in Lloyd that can provide protection from the elements and facilitate more intensive use of public space in all seasons, including regular events, like the Farmers Market, organized one-time events, and everyday use by people who live, work, and visit Lloyd.

How it Could Work
A shelter could reasonably be constructed in any of the existing public spaces in Lloyd. However, efforts may be better spent seeking to include a covered space in one of the plazas to be developed in the future. Go Lloyd may be able to reach out to these property developers and inform them about the community’s desire for a covered space so that one can be included in future plans.
What People Said
Lloyd has always been car-centric. Parking lots and structures consume a large amount of land (Appendix E). Despite all the parking options in the area, many business owners mentioned that they would like more parking for their customers, and visitors expressed frustration about restrictions on their movements - many property managers prohibit crossing the street to other businesses after parking in their facilities (Appendix D). From any structure or lot in the neighborhood, visitors could potentially walk to many destinations in just a few minutes, but policies enforced by some property managers restrict such freedom of movement.

What You Can Do
Promote Lloyd as a “park once and walk” neighborhood. Allowing people to park anywhere and walk would reduce parking demand in some parking facilities. This policy would reduce traffic by making it easier to find parking. Most importantly, it would make Lloyd feel more unified by encouraging people to walk and promoting the common goal to make the neighborhood more visitor friendly.

How It Could Work
People who drive to work in Lloyd could keep their allotted parking spaces if they have one reserved, and all other spaces would be open to any visitor in the area. Most people are willing to park and then walk two or three blocks to their intended destination. If visitors were allowed to park in the first place they find near their destination, they would be more likely to walk past a business they’ve never seen before, linger on the street, or meet someone new.

Different places need parking at different times. Since Lloyd has a diverse mix of businesses, shared parking would allow less parking to serve the needs of everyone. For example, offices that need parking during the day could share parking with restaurants that need more parking in the evening. Visitors could then make use of off-street parking for longer
visits, such as for dinner, while metered street parking spaces would be freed up for shorter visits, such as delivery trips and brief retail trips.

The program could be piloted first for the mall and its surrounding buildings toward Broadway. Property in this area is owned by relatively few property owners, which means fewer stakeholders need to be recruited. Go Lloyd could expand their parking demand and occupancy studies to include as many of these lots and structures as possible, which would provide a strong foundation of data to make the case to property managers that existing facilities could absorb much more parking capacity. Other property owners will want to join in once they see how it makes parking easier for visitors and maybe even improves their own business.

Electronic displays on the street that display real time parking availability in each structure or lot and simple wayfinding signs posted in parking facilities and at business entrances and exits would help people locate parking and navigate the neighborhood if parking in an unfamiliar location. This type of electronic signage and vehicle counting system could be an expensive investment up front, but Go Lloyd could consider matching private business funds with parking meter revenues to pay for the installation. Having fewer vehicles circling the neighborhood to find available street parking could reduce street congestion and improve street safety by limiting turning conflicts with people biking and walking.

Initial implementers would need to include the property owners and managers of Lloyd Center Mall, Safeway, Dollar Tree, Prime Rib and Chocolate Cake, and Bank of America.
What People Said
Every Tuesday year-round, the Lloyd Farmers Market in Oregon Square is a popular afternoon hang out spot. It is an integral part of Lloyd. The superblock in which Oregon Square is located is expected to be redeveloped in the next few years, and people would like the market to secure a new home where it can continue to operate and grow, ideally in the same location once the redevelopment is complete (Appendix D).

What You Can Do
Find a new, permanent home for the Farmers Market if the new Oregon Square development is not suitable, and explore ways to expand its operation, including running on multiple days a week or at night.

How it Could Work
Ideally, the Lloyd Farmers Market can remain in the rebuilt Oregon Square lot. If it can’t, the farmers market, which is owned and operated by the Hollywood Farmers Market should engage with other operators of public spaces in Lloyd. Spaces conducive to the market may include the Hassalo Plaza, Holladay Park, or the planned redevelopment of the Regal Cinemas parking lot. The new home will need to have space for storing equipment used by the Farmers Market, and a covered space to protect visitors from the elements so that the Market can run year-round. Additionally, community partnerships and sponsorships could help the Market expand their operations beyond Tuesday afternoons.
1 https://www.lovetoride.net/psu?locale=en-US
2 https://walkyourcity.org
3 https://popupparks.org.uk
4 https://www.portlandoregon.gov/bps/52798
5 https://www.portlandoregon.gov/bps/article/303191
6 https://thesquarepdx.org/bricks/
7 https://www.facebook.com/Connected-153313874736176/
8 http://www.vtpi.org/tdm/tdm89.htm
APPENDIX B

ACTIVITY SCANNING RESULTS
Nestled between Safeway and Prime Rib Chocolate Cake (PRCC), this walkway occupies what would be 12th Ave between Broadway and Weidler. The walkway provides an easy connection from the Irvington neighborhood to Lloyd, but lacks features that make it a place to stay, like places to sit and covered space.

Not very many people were observed spending time in the walkway. Of those who were, nearly a third were smoking or vaping, and more than half standing or leaning. The walkway is heavily used by people walking to and from Lloyd Mall, businesses on Broadway, and the Irvington neighborhood. Over 60 percent of people were with others as they moved through the walkway.
Holladay Park is Lloyd’s oldest, largest, and most iconic public space, with a history dating back to 1870. The superblock-sized park has a large fountain, towering trees, several seating areas, and the largest amount of green space in Lloyd. It is flanked by a MAX station, Lloyd Mall, and a movie theater.

Holladay Park is by far the busiest public space in Lloyd. Activity is highest in the morning and afternoon hours. People were observed getting off the MAX and walking through the park toward the Mall. 30 percent of people in the park were using electronics, and more than half were being social and talking to another person.
LLOYD MALL PLAZA 965 NE Multnomah St. Portland, OR

AGE

- < 6: 26%
- 7-17: 74%
- 18-34: 35%
- 35-50: 51%
- 51-64: 45%
- 65+: 8%

GENDER

- Women: 26%
- Men: 74%

RACE

- Asian: 7%
- Black: 8%
- Latino: 14%
- Other: 4%
- White: 76%

SOCIABILITY

- 36%

35% using electronics

22% smoking/vaping
The Lloyd Mall plaza occupies the corner of 9th Ave and Multnomah St. and is the main entrance to the mall. The plaza’s centerpiece is a sculpture fountain symbolizing the mall’s capitalistic mission. While paved open space makes up the majority of the plaza, there are a few benches and a tucked-away seating area as well.

More than 20 percent of people observed in the plaza were smoking or vaping. Only one-quarter were female, and just 36 percent were interacting with another person, the lowest rate observed during activity scanning.
HASSALO PLAZA
1061 NE 9th Ave.
Portland, OR

AGE
- < 6
- 7-17
- 18-34
- 35-50
- 51-64
- 65+

GENDER
- Women 37%
- Men 63%

RACE
- Asian
- Black
- Latino
- Other
- White

SOCIABILITY 52%

22% using electronics

7% smoking/vaping

APPENDIX B 79
Completed in 2016, Hassalo Plaza is Lloyd’s newest public space. The plaza is the centerpiece of the brand-new Hassalo on Eighth mixed-use development, which has brought more than a thousand new residents to Lloyd and a number of shops, restaurants, and a grocery store that face the plaza. Hassalo includes sustainable features, such as bioswales and a wastewater recycling machine, paved open space, seating, and easy access to transportation.

Despite its central location, easy access to transit, and innovative features, few people actually stay in Hassalo Plaza for any length of time. The Plaza is busiest in mornings and early afternoon hours, and over half of the people observed were being social, interacting with one another. About half of all people observed in this space were between 51-64 years old.
Peace Park is a small patch of grass at the top of the ramp that leads pedestrians and bicyclists down to the Eastbank Esplanade. This site is an important connection between Downtown Portland and Lloyd. Hundreds of cyclists and walkers pass this park every day. The team spent time observing Peace Park, but the low number of people actually using the space is minimal. While the team was unable to collect meaningful activity scan data, it was collected on the number of people passing by Peace Park. Refer to appendix E for count data and Appendix C for survey data pertaining to this space.

The Streetcar stop is located between NE Broadway and NE Weidler at the east end of the Broadway Bridge. This stop has a unique art installation and seating, making it an interesting public space. The team spent time studying this public space, but were unable to gain any meaningful data. Please refer to Appendix C for any survey data that may pertain to this space.
People overwhelmingly identified safety as the main concern for Holladay Park. Many perceive the park to be dangerous. A history of gang activity and a recent fatal shooting in the park contribute to this perception. However, people like the green space, location, and event programming that takes place in the summer.
APPENDIX C

WHAT PEOPLE SAID

Reason for being in Holladay Park

- Entertainment: 3%
- I’m staying in a hotel in the area: 6%
- Other: 9%
- Just passing through: 11%
- Shopping: 14%
- Resident: 14%
- Hanging out: 20%
- I work in the area: 23%

What do people like about Holladay Park

- It is peaceful: 1
- It is safe: 1
- It has history: 3
- It is good for families: 3
- It has places to sit: 3
- It is well designed: 4
- It has plants: 4
- There are people: 8
- The activities in the summer: 18
- It has a good location: 19
- It is has plants: 28

What would make Holladay Park Better?

- Art: 1
- Things for pets: 1
- Protection from weather: 2
- Better lighting: 3
- Places to eat and drink: 5
- Better maintenance: 7
- Better landscaping: 9
- More activities and events: 14
- Improved safety: 40
People enjoy the Lloyd Mall plaza for its location, fountain, openness, and greenery. At the same time, people describe the plaza as fairly dull, and wish to see better seating options, more greenery, and more color.
APPENDIX C

WHAT PEOPLE SAID

Reason for being in Lloyd Center Plaza

- Just passing through: 4%
- I’m staying in a hotel in the area: 4%
- Resident: 4%
- Other: 8%
- I work in the area: 13%
- Shopping: 33%
- Hanging out: 33%

What do people like about Lloyd Center Plaza?

- It has trash cans: 1
- It is clean and maintained: 2
- It has good lighting: 2
- There are people: 3
- It has places to sit: 4
- It has plants: 9
- It feels open: 10
- The fountain: 11
- It has a good location: 12

What would make the Lloyd Center Plaza better?

- Make it less noisy: 1
- Better lighting: 2
- Activities and events: 3
- Art: 4
- Improve safety: 4
- Better Maintenance: 5
- Protection from weather: 5
- Color: 6
- Places to eat and drink: 9
- More plants: 11
- Better places to sit: 11
Respondents gave Hassalo Plaza the highest rating in every category. People like that it is clean, close to destinations, well designed, and has numerous places to sit. To make Hassalo Plaza better, people suggested activities and events, more seating, more greenery, and protection from weather.
Reason for being in Hassalo on 8th Plaza

- Other: 4%
- Dining: 4%
- Hanging out: 4%
- Shopping: 8%
- Just passing through: 16%
- I work in the area: 24%
- Resident: 40%

What do people like about the Hassalo on 8th Plaza?

- There are places to eat and drink: 1
- It is walkable: 2
- It is safe: 5
- There are People: 5
- It is a green space: 8
- It is an open space: 9
- It is well designed: 10
- It has places to sit: 12
- It has a good location: 15
- It is clean and well maintained: 16

What makes the Hassalo on 8th Plaza better?

- More bike parking: 1
- A bathroom: 1
- Things for families: 1
- A better smell: 1
- Art: 2
- Things for pets: 2
- Color: 4
- Protection from the weather: 7
- Places to eat and drink: 9
- More plants: 10
- Activities and events: 14
- Better places to sit: 15
APPENDIX C

12TH AVE WALKWAY

Our survey results indicated that people don’t value the walkway very highly as a public space. However, the walkway is vital as a connection between Broadway and Lloyd. People would like to see better safety features, seating options, more greenery, and event programming.
### Reason for being in the 12th Ave walkway

- Just passing through: 4%
- Hanging out: 12%
- I work in the area: 16%
- Shopping: 32%
- Resident: 36%

### What do people like about the 12th Ave Walkway?

- It is well maintained: 2
- It is peaceful: 3
- It has plants: 4
- It has an interesting design: 4
- It has art: 4
- It is close to shopping and restaurants: 6
- It is accessible: 6
- It feels open: 6
- It has a good location: 10
- It is walkable: 18

### What would make the 12th Ave walkway better?

- Color: 1
- A community info board: 1
- Amenities for homeless: 1
- People: 1
- Better lighting: 1
- Protection from weather: 2
- Better maintenance: 3
- Things for pedestrians: 4
- Art: 4
- Places to eat and drink: 8
- More plants: 10
- Activities and events: 11
- Places to sit: 15
- Improved safety: 17
PEACE MEMORIAL PARK

DEMOGRAPHICS OF RESPONDENTS

Gender of respondents in Peace Park
- Female: 58%
- Male: 42%

Age of respondents in Peace Memorial Park
- 18 - 34: 50%
- 35 - 64: 33%
- 65+: 17%

Race of respondents in Peace Park
- Latino: 17%
- White: 83%

Where respondents in Peace Memorial Park live
- Portland (Outside of Lloyd area): 27%
- Lloyd, Sullivan’s Gulch, or Irvington: 9%
- Portland suburb: 64%
APPENDIX C

WHAT PEOPLE SAID

Reason for being at Peace Park

- I'm staying in a hotel in the area: 8%
- Entertainment: 8%
- Resident: 17%
- Just passing through: 25%
- I work in the area: 42%

What do people like about Peace Park?

- It is Peaceful: 1
- The view from the park: 3
- It is well designed: 5
- It has plants: 5
- It has a good location: 10

What people would make Peace Park better?

- Places to eat and drink: 1
- Places to sit: 1
- More plants: 2
- Art: 2
- Move the homeless: 3
- Activities and events: 3
- Improved safety: 11
- Better maintenance: 14
ACCESS TO THE PUBLIC SPACES IN LLOYD

How respondents got to Holladay Park

- MAX: 9%
- Walk: 23%
- Bus: 29%
- Drive: 40%

How respondents got to Hassalo on 8th plaza

- Walk: 14%
- Drive: 32%
- MAX: 32%

How respondents got to Lloyd Center Plaza

- Walk: 17%
- Drive: 13%
- Bus: 35%
- MAX: 35%

How respondents got to 12th Ave walkway

- Walk: 44%
- Bus: 28%
- Drive: 12%
- MAX: 5%

How respondents got to Peace Memorial Park

- Bike: 8%
- Drive: 8%
- MAX: 8%
- Walk: 75%
PUBLIC SPACES IN LLOYD
COMPARISON ANALYSIS
Lloyd EcoDistrict is a key partner in Lloyd, addressing issues around the environment, economic prosperity, and social welfare. According to their website, they focus on “projects and programs that address transportation, water, energy, waste and education.” They work closely with the Lloyd District Community Association (LDCA), Go Lloyd, BWA, among other organizations and community groups within Lloyd. They strive to make Lloyd a better place for residents and businesses alike, and support community building projects that improve overall livability in Lloyd. Some things they have done include city repair projects; Pollinator Corridor Planting; outreach and waste reduction projects; temporary interactive art projects; murals.

WHY DID WE REACH OUT?
+Studio reached out to Sarah Heinick at Lloyd EcoDistrict to learn about what is being done in the area currently, and to try to identify ways of improving Lloyd’s public spaces.

Lloyd Center Mall: The mall is an excellent example of how private spaces are used publicly. It attracts multigenerational people of different socio-economic, cultural, racial backgrounds. For that reason alone, the mall should not change. Look at food court, skating rink, and observe what is happening there. People come here not just to shop but to hang out. The mall provides a really necessary/familiar place, and should be recognized when acknowledged when studying public space in Lloyd. Need to be able to address non-traditional public spaces.

Safety in Lloyd: The Lloyd District is under specialized police monitoring. Lloyd District has its own district attorney. When the Convention Center was built, this was the arrangement. There was (and still is) perception of bad part of town, so area policed in special way. This is a good thing, but required buy-in to improvement district. They get their budget from business improvement district money.

Holladay Park: What happens around the park is really what will make the park more inviting. Sarah would love to see mural or garden wall along hotel wall. Unfortunately the design overlay regulations (pallets of gray) is problematic. Would need to talk to BDS about what a mural would entail.

Engaging the community: Challenge to get people to invest in already existing businesses when it isn’t what they want to see. Need to bridge gap, which can only be bridged by developers willing to take a loss or build anything less than Class A office tower. Important to address some of the constraints that contribute to parcels remaining under or overdeveloped. Important to have different organizations engage, and to identify what the reasonable realm is for making a difference.
OFFICE OF NEIGHBORHOOD INVOLVEMENT (ONI)

IN PERSON INTERVIEW: Mary Tompkins, Crime Prevention Coordinator (ONI)
INTERVIEWERS: Raina Smith-Roller; Daniel Scheppke
DATE: April 28th, 2017
TIME: 1:30pm-2:30pm

ONI provides Portland neighborhoods with a variety of different services and resources, including crime prevention services; community and neighborhood involvement; cannabis program; disability services; diversity and civic leadership; graffiti abatement; information and referral; liquor licensing; neighborhood mediation; noise control; public involvement; and programs for youth. Looking at addressing safety concerns and overall public space improvements, ONI has been active in crime prevention activities such as organizing a National Night Out, Block Parties, problem-solving meetings, as well as numerous other activities.

WHY DID WE REACH OUT?
Mary Tompkins is ONI’s Crime Prevention Coordinator for Lloyd, as well as several other NE neighborhoods. Located on the 3rd floor of Lloyd Center Mall, Mary has worked in Lloyd for the past 11 years and has seen the neighborhood change significantly over that time. + Studio reached out to Mary for an interview, to learn about safety, and perceptions of safety, in Lloyd’s public spaces.

TAKEAWAYS

The Mall: Lloyd Center Mall being at the center of the neighborhood is a unique feature of the area.

Food carts, programming, and lighting: People have been talking about food carts and other activities, but funding is still an issue. Lloyd could use more signage, flowers, better lighting, landscaping, maintenance, thriving businesses. But all that takes money.

Safety in Lloyd: The recent homicide in Holladay park is the first one since 2011. Banks, safeway and other shops have problems with theft. Still, the area is getting more safe. Holladay park is no longer a site for gang activity. There are cameras everywhere and the police know when gang members are in the park.

Connected is a walking group that has been walking in Holladay park since the last murder in 2011 every Friday from 5-7. They are mostly people of color, but they have tried to get more people from Lloyd to join. Residents should join Connected. It would be good if there was a similar program that walked all around the neighborhood.

Other efforts made to increase safety include crime prevention through environmental design, which involves things like removing benches, landscaping, and lighting to prevent crime.

People really like the summer activities, live music, games. It makes the park feel more safe. But, there is only funding for those things in the summer and during spring break. From June to August it is safe, but as soon as it is over it feels less safe. There is a perception that teens pose safety concerns, due to their loitering in and around the park and mall. Many teens come from Benson High School.

People have just started to get organized about the new R2D2 camp. Homelessness is an issue in the area.
Ryan has worked for as a police officer for the past 16 years, and Lloyd has been assigned as his regular district for the past 5 years.

WHY DID WE REACH OUT?
At the recommendation of Mary Tompkins from ONI, +Studio reached out to Officer Lewton to learn more about safety in Lloyd, and how the area has changed over the years.

TAKEAWAYS

Safety in Lloyd: Calls about crime come in more now because so many people have cell phones, which has had an impact on how crime is perceived in the area. However, the type of crime hasn’t changed much.

One of the biggest crimes at the mall is shoplifting, which is the same as 16 years ago.

The transit line plays heavily into safety concerns.

What makes Lloyd safer? Holiday park over the years has gotten better. Lloyd Center Mall as an active partner has played an important role with this. They’ve put a lot of money into the programs that happen in the summer, which are designed to get families and mothers with young children to the park. Seeing mothers and children is a good indicator that you are in a safe place. There has been good success in decrease person to person crimes (such as robberies and assaults) during activities. Weather pays a big part, but during rainy days there isn’t a lot of crime.

There is a huge increase in transients moving into district, which results in an increase in theft (bikes and cars and such).

There is concern about the Right to Dream Too camp moving into the area, especially around the homeless people who cannot get into the camp but still linger within close proximity.
Commander Robert King has been in his current position as Commander since December 2017. He is actively engaged in Lloyd and works with key stakeholders to try to find ways of making Lloyd a safer place.

**WHY DID WE REACH OUT?**
+Studio members first met Commander King at a LDCA networking luncheon on April 6th, where he gave a presentation about safety in Lloyd. We reached out to him to learn more about what is being done, what could be done, and how things have changed as far as safety in Lloyd.

**TAKEAWAYS**

**Safety in Lloyd:** It is important to be responsive to the needs of residents and business. Need to get people more into the community, moving more into empowerment.

There are a lot of people involved in making Lloyd a great place to live, work and visit. This is one of Lloyd’s greatest assets.

Lloyd gets a bad rap, and number of crimes committed might not match with perceptions. Still, you “can’t talk facts to emotions”. This is one of the major issues, that perceptions have a tendency to overshadow the great progress being made.

Activities in the park has helped a lot, as has mall’s investment in Holladay Park.
PORTLAND PARKS & RECREATION

PHONE INTERVIEW: Alicia Hammock, Portland Parks and Recreation
INTERVIEWERS: Raina Smith-Roller and Stuart Campbell
DATE: March 27th, 2017
TIME: 1:00pm-2:00pm

Portland Parks & Recreation is key partners in The Holladay Park Partnership, which is a collaboration between Lloyd residents, businesses, and Portland Parks and Recreation. Lloyd Center mall plays a key role in this partnership. This partnership is instrumental in activities that take place in Holladay Park during summer months and spring break. The Holladay Park Partnership aims to make Holladay Park a fun and safe place for all to enjoy.

Alicia Hammock manages activities that take place at Holladay Park and Director Park. She is dedicated to making these parks the best possible spaces for people of all ages and walks of life.

WHY DID WE REACH OUT?
Studio members met Alicia at the LDCA networking event on March 2nd. We connected with her later in order to learn more about what is being done in Holladay Park, and what improvements we might want to recommend.

TAKEAWAYS

Safety in Lloyd: Historically, Holladay Park has experienced gang violence, but things are getting better.

Activities around the park and max stop pose safety concerns. There has been, and continues to be, an attempt at increasing visibility by clearing some of the trees and shrubs, but more could be done.

Programmatic activities occur during spring break and for a couple of months during the summer, which brings people to the park. Rangers are present, which makes people feel more safe. Unfortunately this is not year round.

Alicia pointed to the fact that racism plays a role in people’s perception that the area is unsafe. Additionally, homeless population utilizes the park, which makes people uncomfortable.

The park could benefit from internet service, as well as building where staff could store stuff such as tables and chairs for events. A public restroom facility would be good, and possibly food/coffee shop.
American Assets Trust owns Hassalo on 8th as well as a number of other properties within Lloyd. Operating within the 700 Building at Hassalo Plaza, they are active in working to transform Lloyd from a business district into a 24-hour neighborhood. Wade Lange serves as Vice Chair on the Go Lloyd Board.

WHY DID WE REACH OUT?
+Studio reached out to Wade to learn more about ways to activate Holladay Park and other spaces in Lloyd.

IN PERSON INTERVIEW: Wade Lange, Vice President, Regional Manager
INTERVIEWERS: Raina Smith-Roller, Ben Kahn
DATE: May 26th, 2017
TIME: 10:00am-11:00am

Food carts: AAT has tried to have food carts in Hassalo Plaza on a temporary basis, but it can be challenging to get food vendors to commit. They are still open to having them at the square, but not long term because they are concerned that would scare away future retailers.

Regarding events at Hassalo: The focus has been on leasing up apartments. As they get to 95%, they will think more seriously about programming. Right now they are at 91% (at time of interview). In spite of this, they would love to see a brew pub, as well as movies in the park. They recognize that retail space also really helps with the leasing apartments.

Regarding demographics of residents: The majority of residents are 24-38 years old. There are not currently a lot of families with children living at any of the Hassalo complexes.

Safety in Lloyd: Addressing perception is the greatest challenge. According to Wade, Lloyd is one of the safer areas when it comes to crime statistics. One issue is that crime can be committed elsewhere, in nearby areas, but the reference point is often the mall. Lloyd, as a Business Improvement District, pays for the District Attorney for the area, coordinates activities, and works hard to change perceptions.

Park Ranger: Having a park ranger year round would help increase perceptions of safety, as would addressing landscape issues such as carefully pruning some of the trees which create visibility issues.

Creating a more dynamic Lloyd: It would be good to see permanent structures so that people could gather any time of year and day. More restaurants would also draw people. Night time activities occur when you have residents, and yet they don’t want to live over a bar open until 2am. Hassalo Street between 7th and 9th is privately owned. There is an easement with the City of Portland, but they can close it 12 times per year. This allows opportunity for various events.

Right 2 Dream Too (R2DToo): AAT is excited about the camp moving to the area, and Wade said that they are not going to be a Not in My Backyard (NIMBY) community. Looking at ways to engage the camp, they are meeting regularly, on Thursdays, to try to figure out the logistics out and complete the Good Neighbor Contract.
NEIGHBORHOOD DISTRICT ATTORNEY

PHONE INTERVIEW: Haley Rayburn, Deputy District Attorney
INTERVIEWERS: Raina Smith-Roller
DATE: May 5th, 2017
TIME: 2:00pm-3:00pm

Neighborhood Deputy District Attorneys (NDDAs) work with various partners in the neighborhoods they are assigned to, including law enforcement, government agencies, local businesses, and neighborhood associations. Haley Rayburn is the Deputy District Attorney for the Lloyd District and areas of North Portland that are served by Portland Police Bureau’s North Precinct, and works across the street from Holladay Park.

WHY DID WE REACH OUT?
Studio member, Raina Smith-Roller, met Haley at an LDCA luncheon, where she presented alongside Commander Robert King about safety in Lloyd. Raina later reached out to her for an interview, to learn more about what is being done to address safety, and how public space improvements might help. At the time of the interview, she had been in her position for about 11months.

TAKEAWAYS

Safety in Lloyd: The mall sponsored activities during the summer and spring break help a lot with safety. They bring families to the park and have a huge positive impact. The park rangers also help.

The new Police Commander, Robert King, is focused on putting a lot of resources into Lloyd. They are running a lot of missions in the area, letting people know that they are paying attention. This has had a big impact.

On of the biggest challenges as far as safety is the historical memory of it being an unsafe place, and how Lloyd is being portrayed in the news (with possible over reporting). Sometimes things that happen nearby are associated with Lloyd.

Increasing patrol of area, better cameras everywhere, and more funding for park activities would all increase safety and perceptions of safety.
LLOYD CENTER MALL SECURITY

IN PERSON INTERVIEW: Gary Dodson
INTERVIEWERS: Stuart Campbell
DATE: May 10th, 2017
TIME: 10:00am-11:00am

Gary Dodson is the Director of Security at Lloyd Center Mall. He has been with the mall for about 4 years.

WHY DID WE REACH OUT?
+Studio reached out to Gary at the recommendation of Mary Tompkins from ONI.

TAKEAWAYS

Safety in Lloyd: Media reporting is a HUGE challenge for the mall and the Lloyd District. Reports focus on the negative much more than anything positive.

While more residents moving in will help with “good” activity, there is an overarching theme that with more people becomes more challenges to make them safe. More people equals more cause for concern.

With more people living in the area, neighborhood watches and community activities are very important. Work with crime prevention and police. Both will help combat negative perception and create a feeling of safety.

Get people involved to make things better.
There is an increasing amount of attention being paid to Holladay Park, which is a good thing as far as addressing safety concerns.

Lloyd Center has the same kinds of issues that most urban malls will have. Look at Lenox Place in Atlanta, GA. Beautiful mall, but it is at the light rail stop so it has the same kinds of safety issues.

There is a strong security team at the mall, Led by Gary Dodson. They have a close circuit surveillance system.

Area gets a bad rap, with shootings and other crimes reported as “by Lloyd Center”, even if they are not in Lloyd.

Lloyd is following a similar trajectory of the Pearl, with more business and full time residents.

Lloyd has improved greatly within the past 5 years. Hassalo on 8th and in increase in residents is a major reason for this. More people moving to and visiting the area will held address some of the safety concerns.

Need to make the area more attractive for people after 5pm.
### WHAT TOOK PLACE?

+Studio led a walking tour covering roughly one mile through Lloyd and through two blocks of Irvington, with the intention of contrasting the streetscape quality and street environment between the two neighborhoods. +Studio facilitated a discussion along the way, laying out the Safe, Collective, and Dynamic themes that the team identified and describing the initial actions that the team planned to recommend. The route connected several of the public spaces that were studied, allowing participants to consider the implications of the proposed actions for people moving through and experiencing public spaces in Lloyd, including the streets and sidewalks.

### TAKEAWAYS

- Murals would enliven the streetscape. Identified large blank walls on NE Holladay St as possible locations.

- Would like to see more active uses along the MAX line on NE Holladay St, such as small storefronts and retail tenants.

- The farmers market is a major amenity for the neighborhood - it gets people out of their offices and helps them explore. Recommend prioritizing a search for a permanent long term location if Oregon Square redevelopment will displace farmers market, and explore the option of opening the market more days per week, instead of Tuesday only.

- Hassalo Plaza: Good design; needs more activities to liven it up. Participants offered a variety of suggestions for activities including food carts and places to sit to eat lunch.

- Holladay Park: Play structures and more space designed for children would be appreciated. Park lacks connection with the rest of the neighborhood. Difficult to access across wide streets. One participant’s coworkers think it is ill advised to spend time during his lunch break in the park, due to their perceptions of the park’s security risk.

- Lloyd Mall plaza: The space is hot and uninviting. Too much paved space and not enough greenery. More shade would be welcome. Suggested to move farmers market here. Mall lacks interesting food options - could food carts work here?

- Participants pointed out feeling like the neighborhood is built for cars, wondered how to make more space for humans.

- 12th Ave walkway was judged to be very uninviting, but with high potential. Seating would greatly improve the space.

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**WALKING TOUR**

<table>
<thead>
<tr>
<th>FACILITATORS:</th>
<th>Raina Smith-Roller, Layne Wyse, Ben Kahn</th>
</tr>
</thead>
<tbody>
<tr>
<td>DATE:</td>
<td>May 9, 2017</td>
</tr>
<tr>
<td>TIME:</td>
<td>12:00pm-1:00pm</td>
</tr>
<tr>
<td>LOCATION:</td>
<td>Throughout Lloyd area</td>
</tr>
</tbody>
</table>

**WHAT TOOK PLACE?**

+Studio led a walking tour covering roughly one mile through Lloyd and through two blocks of Irvington, with the intention of contrasting the streetscape quality and street environment between the two neighborhoods. +Studio facilitated a discussion along the way, laying out the Safe, Collective, and Dynamic themes that the team identified and describing the initial actions that the team planned to recommend. The route connected several of the public spaces that were studied, allowing participants to consider the implications of the proposed actions for people moving through and experiencing public spaces in Lloyd, including the streets and sidewalks.
Most all businesses like their location, as it provides a central location and good visibility. Some cited proximity to visitors as a positive aspect.

Parking can be problematic, since on street can fill up, and there are meters.

Trash can be a problem, as people pile garbage on top of business owned dumpsters or leave trash strewn across the sidewalk.

Some businesses feel connected to Lloyd and some do not. The location on Broadway can seem distant from the rest of Lloyd, even though visibility and location of the individual business is good.

Better Blocks was not the most impactful project, but most people said that the idea was good.

WHO DID WE REACH OUT TO?
- New 715 Inn
- Dutro
- TRU Cannabis
- Vogue Nails II
- House of Pipes
- Bedsmart
- Wigland
- Minuteman Press
- Elmer’s Flag and Banner
- Pet Pros

WHAT TOOK PLACE?
+Studio spent two hours walking up and down Lloyd’s NE Broadway commercial corridor street, and popping into the local businesses to ask them a few brief questions. The strategy was to speak with business owners and employees in their own environment, and learn from them what might make their sidewalk and street better.
LIVABLE LLOYD MEETING

FACILITATORS: Raina Smith-Roller, Ben Kahn, Stuart Campbell
DATE: March 20, 2017
TIME: 6:00pm-7:00pm
LOCATION: Hassalo on Eighth

WHAT TOOK PLACE?
Livable Lloyd is a forum for residents to gather to discuss and solve issues related to living in Lloyd. As the residential community group, they work to create community activities and improve the neighborhood.

+Studio attended Livable Lloyd’s meeting to introduce the Lloyd Public Space Plan project to the residents in attendance. The listened to some brief comments about Lloyd, and promoted and passed our postcards with details about the online survey.

TAKEAWAYS
Lloyd is a great central location.
There are a lack of things to do in the area, so many residents leave to eat, shop, hang out, etc.
People like Hassalo on Eighth, but don’t really spend time in Holladay Park or other places in Lloyd
Safeway and the 12th Avenue Walkway are critical connections and hubs of activity between Lloyd and Irvington, and are both opportunities to create a sense of place.

There are lots of cars and parking lots in Lloyd, and finding better uses for these spaces would be helpful.

There was interest in the new development that is slated for Lloyd.

WHAT TOOK PLACE?
Established in 1966, the ICA was formed by a group of volunteers, and continues to promote and preserve one of Portland’s great neighborhoods. Irvington Neighborhood borders Lloyd to the north, just along NE Broadway St.

+Studio attended the ICA’s April meeting and provided a brief explanation of the Lloyd Public Space Plan, solicited survey postcards, and gathered some feedback from a few brief questions about perceptions of Lloyd and connectivity to Lloyd.
WHAT TOOK PLACE?

The Lloyd Farmers Market is held every Tuesday from 10AM - 2PM, and runs year-round. It is located in Oregon Square Courtyard on NE Holladay street, between NE 7th Ave and NE 9th Ave. Hundreds of employees and residents visit the Farmers Market every Tuesday.

+Studio tabled at the Farmers Market on three different occasions. The team used the opportunities to listen to the community. Each visit asked a different question or engaged people with a different activity.

- April 18th: +Studio tabled with two chalkboards to elicit feedback from the community around their ideas of public space in Lloyd. Each chalkboard posed a different question. One chalkboard asked community members to finished the phrase “Public space in Lloyd is…” by filling in a blank space on the chalkboard. The other chalkboard asked people to finish a different phrase, “Public space in Lloyd should be…”

- April 25th: +Studio tabled with two chalkboards, again. This time, questions were geared toward understanding safety within Lloyd’s public spaces. One chalkboard asked the question, “What would tell you a place is safe (in Lloyd)?”. The other board asked “What activities would make Lloyd’s public spaces more enjoyable?”

- May 23rd: +Studio used the third and final tabling as an action prioritization activity. After gathering information, the team asked the Lloyd community to help prioritize the actions, by voting for their top three favorite actions in each of the three established themes.
People really loved the farmer’s market, and they would like more events like it. They also want more food options. They want Lloyd to feel more safe, and believe a ranger and better lighting will help. They want more activities that can build community, such as a community garden.

WHAT TOOK PLACE?
+Studio tabled for two hours in Oregon Square, asking people to vote on their preferred recommended actions. The team used this engagement opportunity to further hone in on actions that should take priority, based on what people most wanted to see. We had 4 poster boards set up: 1 showing information on our 3 themes (Safe Lloyd, Collective Lloyd, and Dynamic Lloyd), and the other 3 boards focused on recommendation actions. Participants voted for their favorites by placing sticky notes on the actions.
Holladay Park Plaza Tabling

Interviewers: Raina Smith-Roller, Daniel Scheppke, Stuart Campbell

Date: April 11, 2017
Time: 9:00am-1:00pm
Location: Holladay Park Plaza

What Took Place?
Holladay Park Plaza (HPP) is a retirement community that provides care and support for residents who don’t need assistance to those that require nursing care. As one of the retirement communities in Lloyd, HPP’s older residents provide an important perspective to the Lloyd area.

+Studio tabled for four hours in one of the community rooms at HPP. The team used this engagement opportunity to have one on one conversations with residents, as well help residents take the project’s survey. There was also a 3D model of the Lloyd Center Mall plaza, which allowed people to visualize the space and pin ideas for improvement to the display. The team received several surveys and gathered lots of meaningful conversations.

Takeaways
Lots of HPP residents enjoy getting out and about and walking in Lloyd. They cite some challenges with sidewalk condition and crosswalk timings, but in general people appreciate the walkability in Lloyd.

Lloyd can seem threatening and empty in the evenings, because few people are out and about.

Others said that Lloyd feels empty at times, and activities throughout lloyd would be great - games in Holladay Park, cafes to spend time in, art to promote identity and acknowledge the diversity of Lloyd.

People use Holladay Park often, but have concerns.

Lighting could improve.
People like that Lloyd is so centrally located, and that it is easy to commute to and from downtown by car, public transportation, and bicycle.

People would like to see more places to eat, drink, and shop in Lloyd, as well as more events and activities.

People liked Hassalo on 8th, and felt that Lloyd overall was getting better.

WHAT TOOK PLACE?
+Studio tabled alongside Go Lloyd and EcoDistrict NW, reaching out to residents, visitors, and employees of Lloyd. We spoke with over 40 people about what they like about Lloyd and changes they would like to see.

FACILITATORS: Raina Smith-Roller, Ben Kahn, Alvaro Caviedes
DATE: April 21, 2017
TIME: 11:00pm-2:00pm
LOCATION: Hassalo on Eighth

TAKEAWAYS

People like that Lloyd is so centrally located, and that it is easy to commute to and from downtown by car, public transportation, and bicycle.

People would like to see more places to eat, drink, and shop in Lloyd, as well as more events and activities.

People liked Hassalo on 8th, and felt that Lloyd overall was getting better.
APPENDIX E

Bicycling time from Lloyd

Data sources: Oregon Metro RLIS; City of Portland; Google Maps
Bus service in Lloyd

- Frequent service (every 15 minutes or better)
- Other bus service

*C-Tran is operated by Clark County (WA) Transit

Data sources: Oregon Metro RUTIS; City of Portland; TriMet; C-Tran
Studio is:

Stuart Campbell
Álvaro Caviedes
Ben Kahn
Raina Smith-Roller
Daniel Scheppke
Layne Wyse