

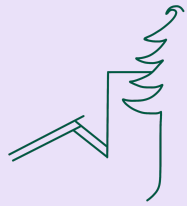
Office to Residential Conversions:

*A housing
crisis response*

Lloyd District
Portland, Oregon

June 2023





TEAM & CLIENT



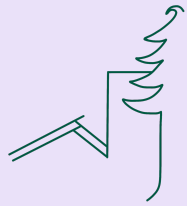
Sam Gallagher	Project Coordinator
Etosha Terryll	Design & Environment
Daisy Schonder	Equity & Finance
Mackenzie Aamodt	Outreach & Engagement
Carson Fehner	History & Data
Kara Hamilton	Research & Writing



LLOYD **ECO** DISTRICT

Mission

To ensure Portland's Lloyd Neighborhood is one of the most sustainable communities in North America and a leader in equity, resilience and climate protection at the local level.



OPPORTUNITY

- High office vacancy post-Covid
- Housing crisis in Portland
- Environmental benefit of Adaptive Reuse
- Transit rich central city neighborhood

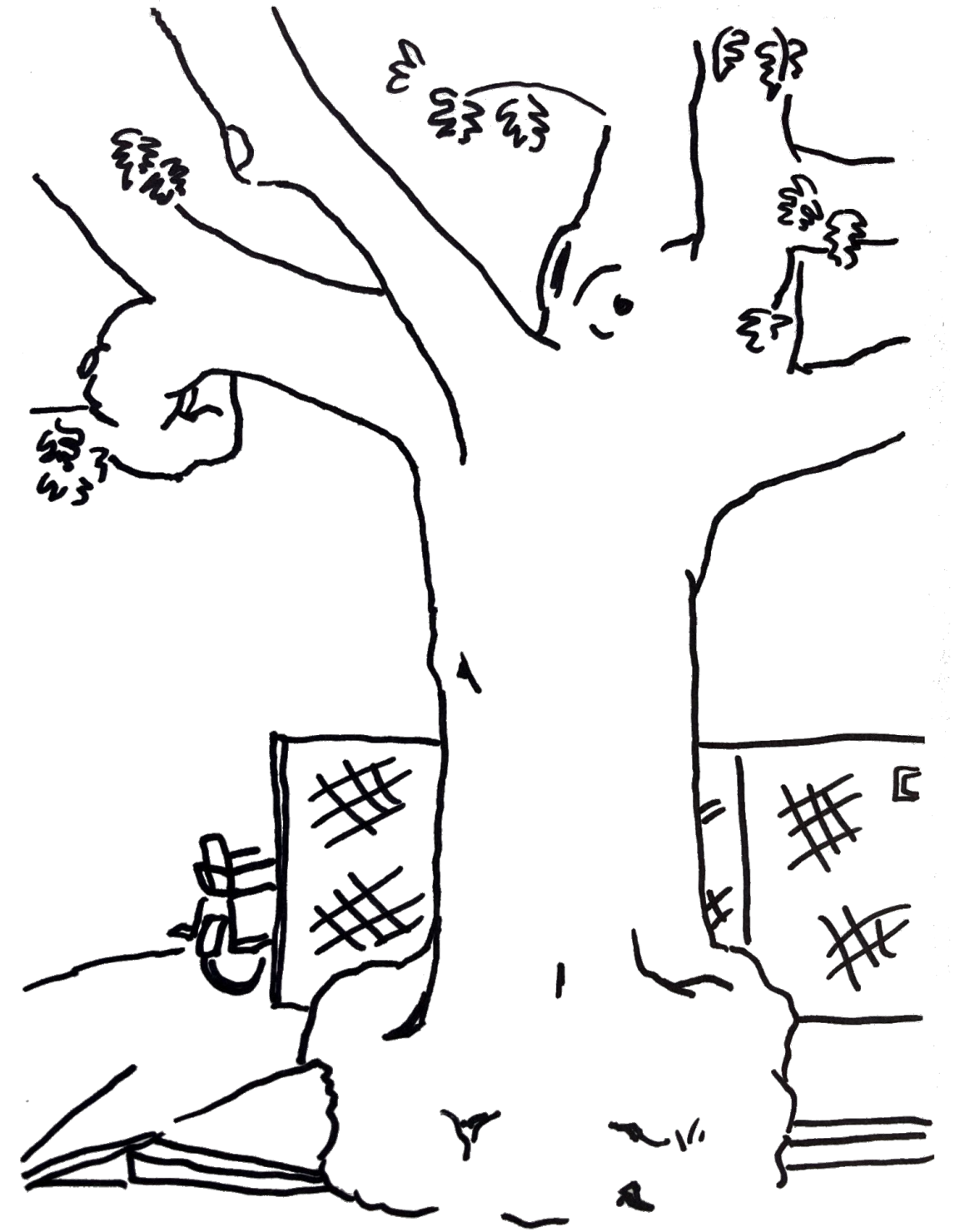
GOALS

Increase housing production in Lloyd

Research financial feasibility

Identify roadblocks to conversions

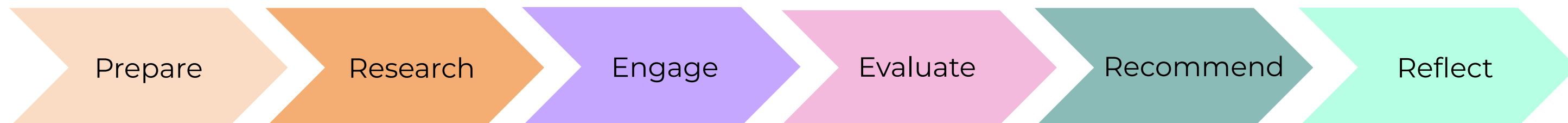
Incorporate equity, livability and affordability into our strategies and recommendations



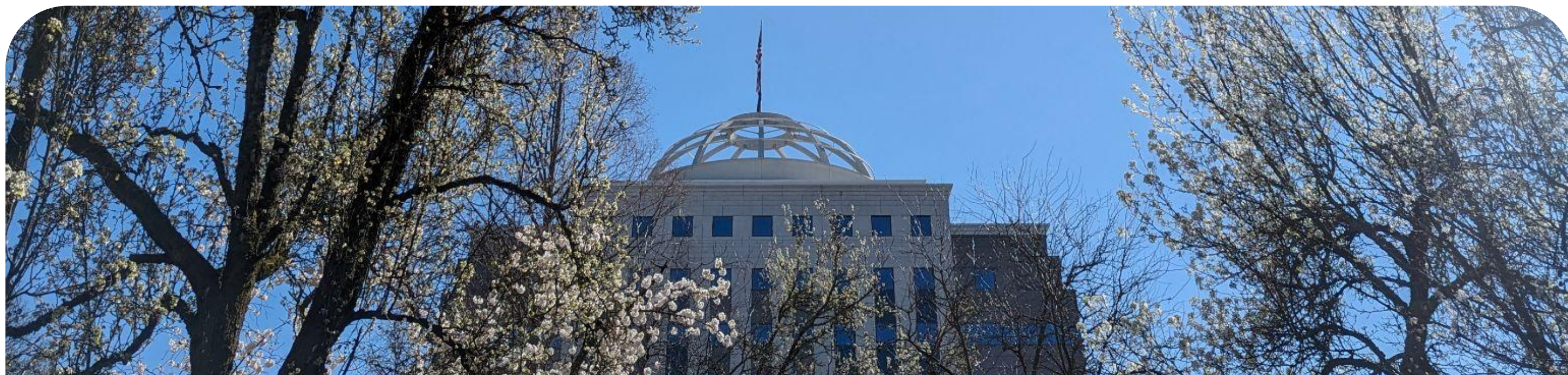
Heritage Tree Nominee on NE Pacific St & NE 6th Ave

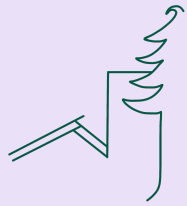


PROCESS



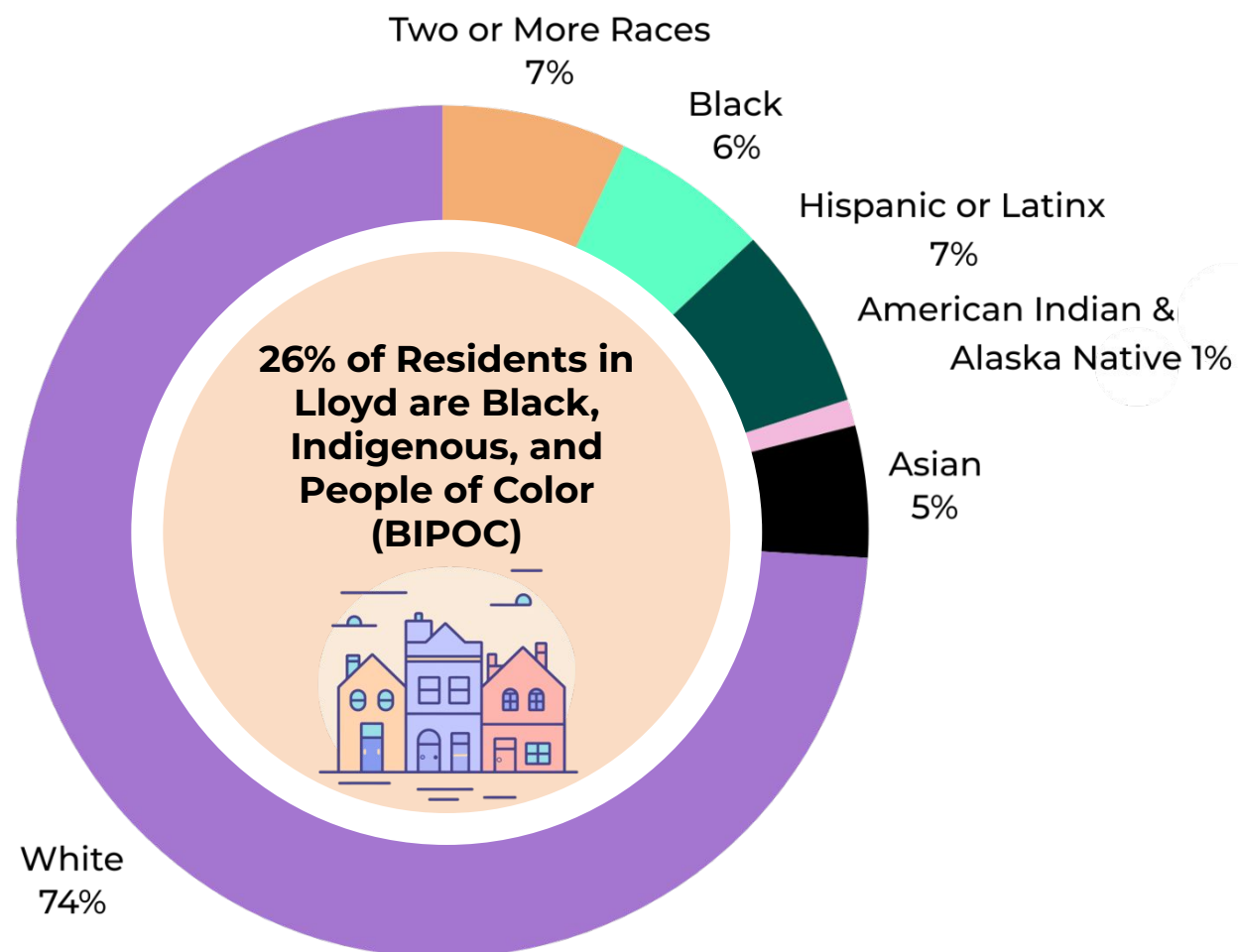
January —————→ *February* —————→ *March* —————→ *April* —————→ *May* —————→ *June*



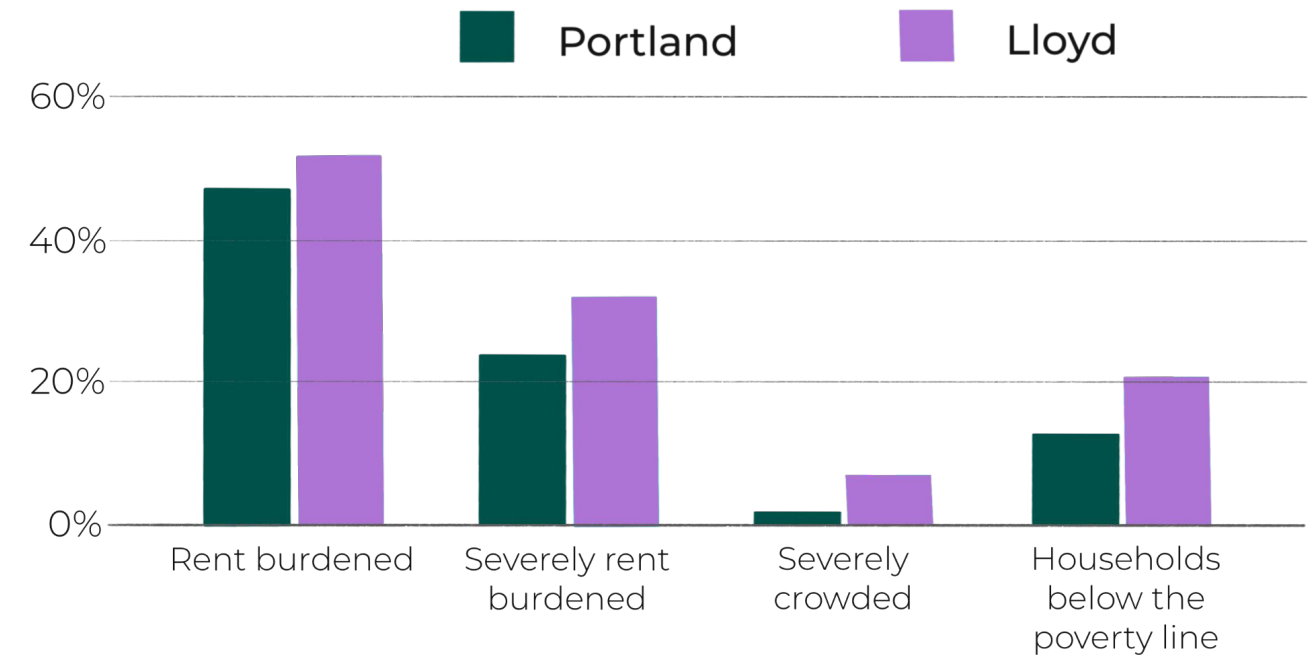


NEIGHBORHOOD

- The Lloyd District experiences greater vulnerability to displacement than the city as a whole
- Historically large infrastructure projects have displaced many residents in LLOYD



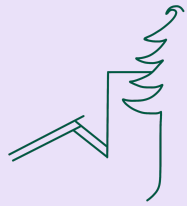
Housing and Income



Housing and Income Graph, source: City of Portland Neighborhood Demographic Profiles, U.S. Census 2020 Estimates

- To ensure historically marginalized community members were prioritized, we centered affordability in our research and recommendations

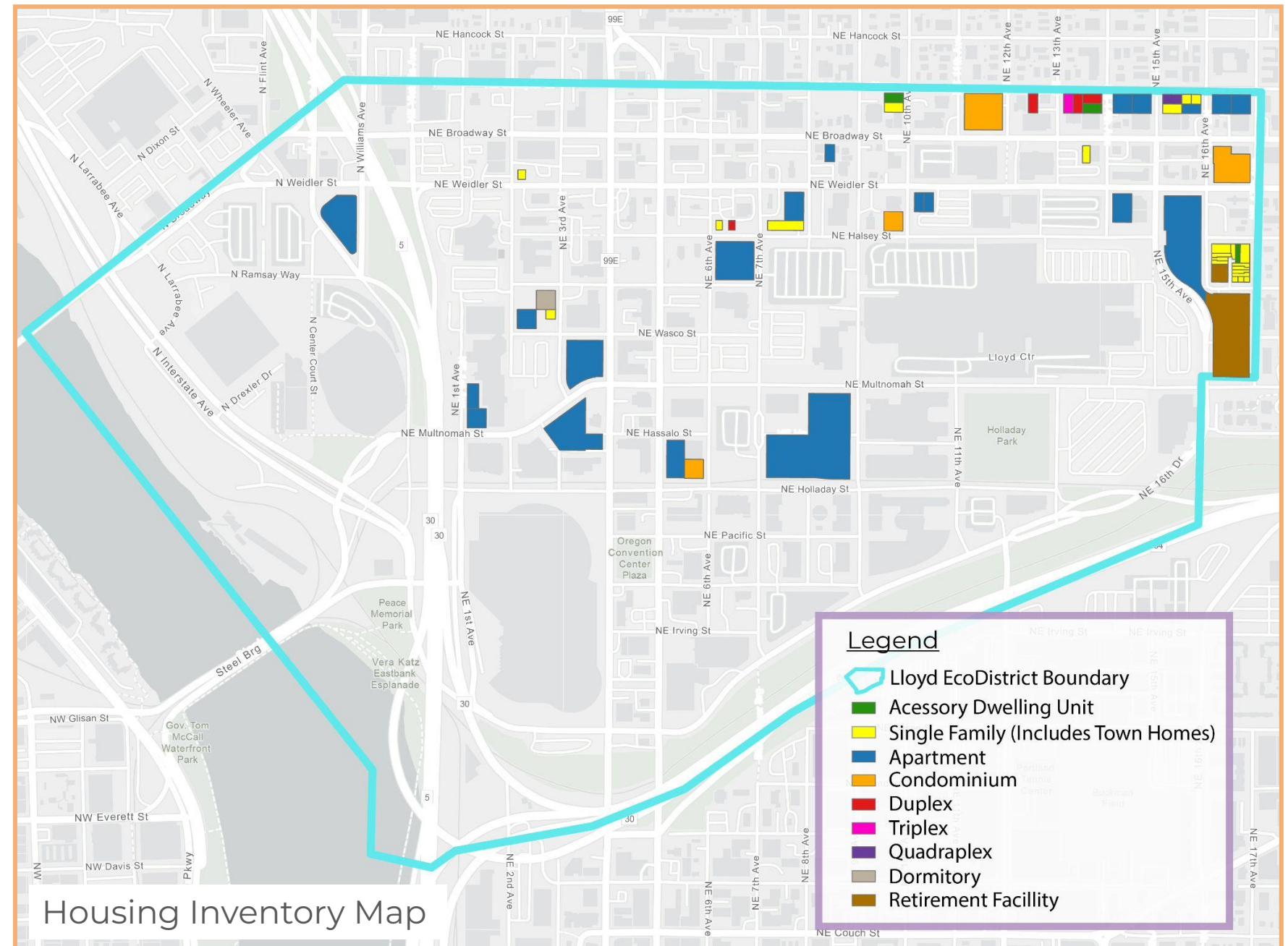
Prepare



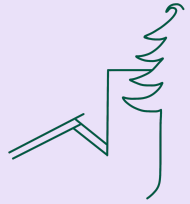
EXISTING CONDITIONS

CONVERSIONS

- The biggest barrier to conversions in Portland is the cost of seismic retrofits
- More conversions are happening in cities with less seismic risk than the Pacific Northwest
- Successful conversion projects frequently included private-public partnership



Research



EXISTING CONDITIONS

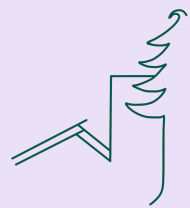
CURRENT POLICIES

- In March 2023, The City of Portland eased seismic standards, and created a pilot System Development Charge (SDC) Waiver of up to \$3 million

OFFICE MARKET & TRENDS

- Due to decreased demand there has been a flight to quality, and more tenants can now afford to occupy class A buildings

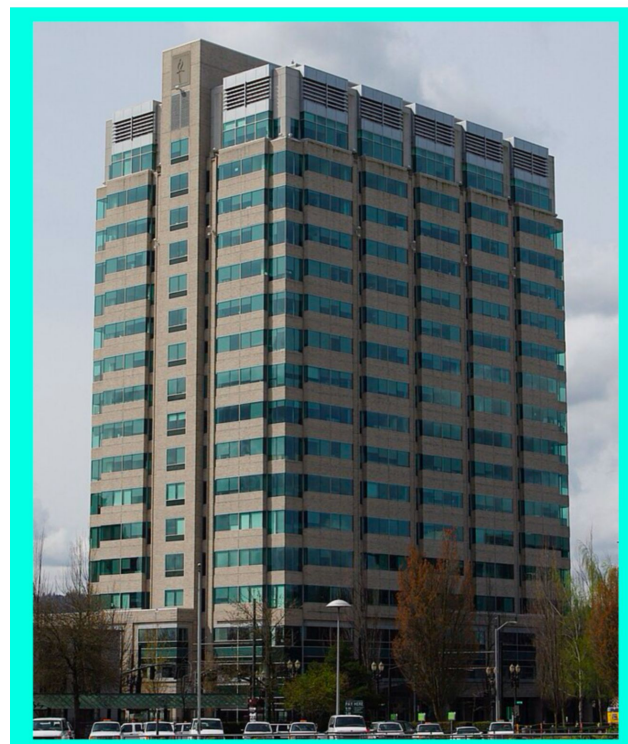




CASE STUDIES



Lloyd 700

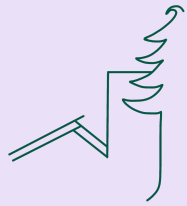


Liberty Centre



Lloyd Tower

Research



ENGAGEMENT

ROUND #1

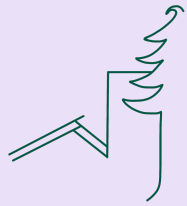
- **Carly Harrison**, Albina Vision Trust
- **Eli Spevak**, Orange Splot
- **Kyle Anderson & Emmanuel Valdovinos**, GBD Architects
- **Lauren Zimmerman, Ryan Singer, & Sam Brookham**, Bureau of Planning and Sustainability
- **Mary-Rain O'Meara**, Central City Concern
- **Matthew Gebhardt**, Home Forward & Portland State University
- **Staff**, Portland Housing Bureau
- **Staff**, Portland Bureau of Development Services
- **Steven Paytner**, Gensler



ROUND #2

- **Andrew Fitzpatrick**, City of Portland, Mayor Ted Wheeler's Office
- **Anonymous Building Owner**, Lloyd District
- **Jake Rosenberg**, Kaiser Permanente
- **Katie Edson**, Holy Rosary Catholic Church
- **Sarah Moore**, Go Lloyd & Lloyd Building Manager
- **Wendy Koeflgen**, Portland Clean Energy Fund

Engage



ENGAGEMENT

“We aren’t using surface parking lots at all right now...[there are] definitely opportunities.”

- Lloyd Property Manager

“We’re all ready to [partner together], we need a city that says we’re behind you.”

-Lloyd Property Owner



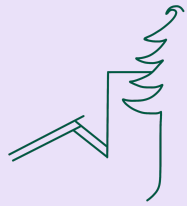
‘Ideals’ statue on NE Oregon St & NE 7th ave

“Any reuse/remodel is anti-displacement because another site somewhere else will not be used to create the same housing.”

-Lauren Zimmerman, City of Portland

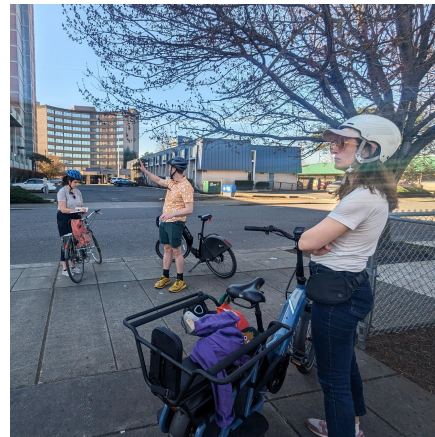
*One building owner noted their building had **significant vacancies**. Another explained they had **office space for 1,200 people yet only 100-200 employees were utilizing them** a day.*

Engage

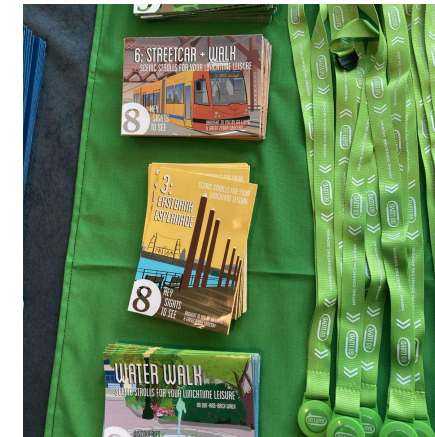


GROUNDTRUTHING

Lloyd Light It Up Winter Festival: Bike Ride



Bike Tour & Site Visit with Lloyd EcoDistrict



Lloyd Enhanced Service District Open House

February

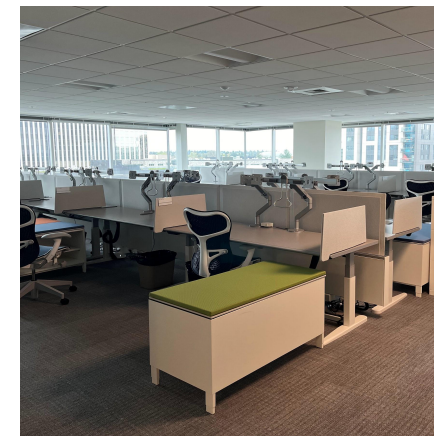
March

April

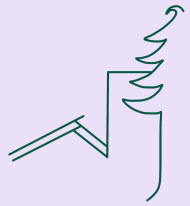


Team Site Visit

Liberty Centre Tour



Engage



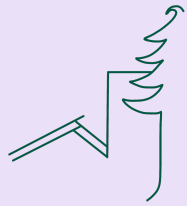
ANALYSIS



ALTERNATIVES

- Conversion with existing incentives
- Conversion with proposed incentives
- Demolition
- Vacant or unused land
- No change

Evaluate

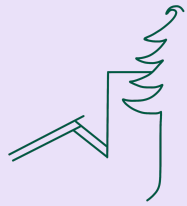


POLICY

Financial Incentives for Adaptive Reuse

Policy	Description	Actors Involved	Time Frame
Adaptive Reuse Case Management Program	Developer paired with case manager who guides project through permitting approvals	Portland City Council Prosper Portland and Developers Planning Commision	1-2 years for implementation Indefinite
Tax Increment Finance (TIF) Funding with Design Overlay	Equity for seismic retrofit costs.	Prosper Portland & Office Building Owners	20 years
Residential Conversions Tax Abatement Program	A 20-year property tax abatement for conversions	Portland City Council Oregon Legislature & Office Building Owners	1 - 2 years implementation Indefinite

Evaluate



EVALUATION MATRIX

Goals	Conversion <i>Existing Incentives*</i>	Conversion <i>Proposed Incentives**</i>	Demolition	Vacant or Underutilized Lot	No Change
1. Financial Feasibility	-2	-1	+1	+1	0
2. Equity & Affordability	0	0	+1	+1	-1
3. Environmental & Climate Protection	+2	+2	-2	0	-1
4. Political Will	+1	+1	0	0	+1
5. Property Owner Support	0	+1	+2	+2	0
Total Score	1	3	2	4	-1

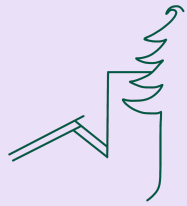
Evaluate



-
- This map illustrates the Lloyd Village area, highlighting specific zones and infrastructure. The Lloyd Boundary is outlined in a thick teal line. Key features include:
- BIPOC Village:** A cluster of red buildings located near NE Broadway St and NE Weidler St.
 - Right 2 DreamToo:** A large red building situated near N Interstate Ave and N Center Court St.
 - Liberty Centre:** A cluster of red buildings located near NE Pacific St and NE Irving St.
 - Green Space:** Areas like Peace Memorial Park and Holladay Park are shown in green.
 - Parking Structures:** Several orange rectangular shapes represent parking structures, including one near NE 11th Ave and another near NE 13th Ave.
 - Streets:** Major streets shown include NE Broadway St, NE Weidler St, NE Multnomah St, NE Hassalo St, NE Pacific St, NE Irving St, NE 1st Ave, NE 3rd Ave, NE 5th Ave, NE 7th Ave, NE 9th Ave, NE 11th Ave, NE 13th Ave, NE 15th Ave, NE 16th Ave, NE 17th Ave, N Vancouver Ave, N Williams Ave, N Center Court St, N Drexler Dr, N Interstate Ave, N Carabbee Ave, N Ramsay Way, and Burnside Brg.
 - Landmarks:** Lloyd Ctr, Holladay Park, Vera Katz Eastbank Esplanade, and Gov. Tom McCall Waterfront Park are labeled.
- Legend:**
- Surface Parking
 - Parking Structure
 - Building
 - Green Space
 - ▬ Lloyd Boundary
- North Arrow:** A black arrow pointing upwards, labeled 'N'.



Recommend



REFLECTIONS

- Trust in the power of student status
- Valuing relationship over deadlines
- Share team members' strengths and weaknesses early on
- Share responsibility and ownership



Reflect