



LLOYD GREEN DISTRICT

The Oregon Solutions Process

Oregon Solutions (www.orsolutions.org), a State of Oregon funded organization associated with the National Policy Consensus Center at Portland State University, performed an assessment of the potential of a “Lloyd Green District” project. Oregon Solutions staff interviewed key stakeholders who have all expressed support for designation of this project by the Governor. With local public and private sponsorship and the January 2009 designation by the Governor, Oregon Solutions is now providing a neutral forum and respected conveners to facilitate meetings of the project team over approximately 5-6 months leading to a signed declaration of cooperation by the solutions team members.

Project Opportunity/Need

Sponsors (Portland Development Commission, METRO, City of Portland and Lloyd TMA/BID) invited property owners, employers and developers in the proposed district area and other local and state agencies and civic organizations in formation of a “Lloyd Green District”. Although Partners (multi-sector) have supported the planning and visioning of sustainability for the District little has been done jointly (beyond transportation through the TMA) to set up the structures and invest jointly in projects and planning to implement their vision. There is an agreed upon need by the partners that an important first step is the creation of a new management and financing mechanism(s) and piloting it with 1-3 projects to move forward with.

The Solutions project adds value by supporting joint efforts around sustainability that builds on the existing vision and individual development plans of the partners. Overall the benefits of participation could include the following:

- **Enhanced economic opportunity** through cooperation, synergy, and recognition as a center of excellence in sustainable development practices.
- **Public/Private Partnerships.** The synergistic opportunities created by a green district will attract the attention, cooperation, and financial incentives offered by a government interests at all levels.
- **Reduced Utility Costs and Consumption.** Developments within the district will employ energy reduction, production and renewable purchasing innovations including wind and solar installations. In addition, water reclamation and treatment facilities, waste-water treatment, and other waste reduction strategies are planned and will reduce costs and the carbon footprint of the district.
- **Cooperative Cost-effective Projects.** Employing the overall theme of the district will stimulate new opportunities and economies of scale for projects.
- **Location, Location, Location.** Portland is recognized as a world leader in sustainability. This district is positioned to become the prototype in the rapidly growing market segment

of sustainable developments. Its proximity to the Northwest's largest convention center, the 20,000 seat Rose Garden Arena and 14,000-seat Memorial Coliseum, Portland's vibrant downtown, the Willamette River, and the gateway to Oregon's outdoor adventures makes this opportunity unique.

Project Concept

Form a public, private and civic 'Solutions' team, convened by the Oregon Governor to create a premier sustainable multi-use development district within an urban center. This district will become a lifestyle community of choice for residents, workers, and visitors, and a showcase demonstrating Portland's leadership in creating economically viable earth-friendly development.

Membership includes executives representing the Business Improvement District members (Ashforth Pacific, Pacific Power, Blazers/Vulcan, Kaiser, Bonneville Power Administration, Glimcher/Lloyd Center, Liberty Northwest, Doubletree), Lloyd Transportation Management Association, Portland Development Commission, City of Portland, METRO, Oregon Convention Center, Oregon Tower, representatives from community, academic and non-profit organizations that support clean energy and climate projects (PSU, Lloyd District Community Association, Climate Trust, BEF, Energy Trust and etc.)

The Lloyd Green District project boundaries would stretch from the river East to NE 15th and Broadway south to I-84.

The Lloyd Green District Project concept includes two primary solutions efforts. The first is the exploration and agreement on District wide finance and management tools (*the 'how'*) to use and/or create to implement joint sustainability projects and programs in the District. The second is the development of implementation agreements for sustainability projects and programs (*the 'what'*) that require district wide public/private agreement, management and financing which are categorized into four components: Energy and Carbon; Water and District Scape; Tourism and Education and Other.

Management and financing models. Pulling from the Lloyd district case study, there is tremendous opportunity to explore and refine both finance and management models for the district, for example reinvesting operational cost savings back into infrastructure improvements and maintenance. Creating new, dynamic financing and management models that evolve, adapt and change over time is crucial; as is having stakeholders that are comfortable with exploring and trying systems that is not 'the norm'. A district wide entity may be needed to perform a variety of functions, including assessment of the state of the natural and built environment and other conditions, performing life cycle assessments of materials, services and other aspects, arranging long term and other financing for outcomes not embedded in project financing, aggregating beneficial outcomes like making carbon credits into marketable services, managing common services such as parking, laundry, stormwater, green roofs, coordinated deliveries, etc., evaluating results and many other services.

Energy and Carbon. The district will be a net energy producer and reduce the current carbon footprint. Buildings will be encouraged to incorporate solar, wind, biomass or other alternative technologies. Energy efficiency, including natural lighting and ventilation, low energy artificial lighting and appliances, and high performing insulation will be designed into new buildings and major renovation projects. A co-op or other

governance structure (see below) may be formed to take maximum advantage of financing opportunities, including aggregation and sale of carbon and other credits. To the extent necessary to achieve carbon neutrality, there will be opportunities for voluntary contribution of carbon offsets outside the district.

Water and District Scape. Rainwater and stormwater will be collected, stored and treated, as required, to reduce the need for City water for landscaping, roof and garden irrigation and, where treated, for internal building uses such as flushing, water features, laundry and other non-contact uses.

Tourism and Education. The green features of the district will be marketed through existing or innovative channels to attract visitors from around the world to visit and stay in the District.

Lloyd Green District Oregon Solutions Conveners and Team Members

Co-Conveners: Sam Adams Mayor City of Portland; David Bragdon Council President Metro; Jeff Cogen Multnomah County Commissioner

Team Members: Hank Ashforth/Wade Lange Ashforth Pacific, Anita Decker BPA, Susan Anderson City of Portland, Steve Faulstick Doubletree, David Vanthof/Mark Ellsworth Oregon Governors Office, Daniel Field Kaiser, Julie Burnett/Mark Fineran Liberty NW/Safeco, Wanda Rosenbarger Lloyd Center, Rick Williams Lloyd TMA/BID, Michael Jordan METRO, Jeff Blosser OCC, David Slawson Oregon Tower, Pat Egan/Steve Day Pacific Power, Bruce Warner/Fred Wearn PDC, Rob Bennett POSI, Justin Zeulner LDCA/Rose Quarter, Daniel Deutsch Left Bank Project, J. Isaac Blazers

Lloyd Green District Oregon Solutions Project Process and Timeline

Lloyd Green District Designation	January 2009
First Convening of Solutions Team	March 2, 2009 9-11am
Second Solutions Team Meeting	April 3, 2009 1-3pm
Third Solutions Team Meeting	May 8, 2009 1-3pm
Fourth Solutions Team Meeting	June 12, 2009 10-12pm
Final Solutions Team Meeting and Declaration of Cooperation	July 17, 2009 1-3pm

Supporting Plans, Vision and Projects

The *Lloyd Crossing Sustainable Urban Design Plan*, the *2006 Development Vision For The Oregon Convention Center Blocks* and the *2001 Lloyd District Development Strategy* envisioned multiple projects with options ranging from mid-rise to high-rise multi-use buildings with a strong sustainable green district vision. From these planning and study efforts, METRO, PDC, the City of Portland and the Lloyd Executive Partnership have prioritized three key investments the Headquarters Hotel, the East Side Streetcar and the Bright Lights District along with individual and joint commitments to make the District more economically, socially and environmentally sustainable. The Lloyd Green District Oregon Solutions Project would focus on supporting the implementation of the sustainable programs and practices (or a subset) that have relevance for cross boundary collaboration.

Below are descriptions of four proposed developments/projects in the Lloyd District area that may enhance the timeliness of a broader District wide sustainability collaborative effort.

The Convention Center Hotel. Metro formalized an initial development agreement in December 2007 with Garfield Traub and Ashforth Pacific for a 600-room publicly owned, privately operated headquarters hotel across from the Oregon Convention Center (OCC). A headquarters hotel adjacent to the OCC has been envisioned since it opened in 1990. It is one of the core projects featured in the Oregon Convention Center Urban Renewal Plan developed by the Portland Development Commission (PDC) and adopted by the Portland City Council in 1989.

Studies indicate Portland would get eight new high-impact, national conventions per year if a 600-room headquarters hotel were built. This increase in conventions would generate \$54.5 million dollars annually in economic benefits from OCC-related business, and catalyze an additional \$64 million dollars from convention-related spending in the region and state each year. The two-year construction period for the convention hotel would create approximately 2,100 jobs. The completed hotel would create approximately 820 annual full-time jobs, generating more than \$25 million dollars in employee income.

Bright Lights District. Another potential development is a multi-use, multi-phased project on approximately four acres north of the Oregon Convention Center. The first phase, to be located on property owned by the Portland Development Commission is 100 Multnomah, a 19 story \$133 million tower next to Interstate 5 the MAX and Oregon Convention Center. A \$400 million second phase, including residential, retail and restaurant- and entertainment-uses is proposed at the Northeast Martin Luther King Boulevard-Holladay Street intersection.

Eastside Streetcar. The Portland Streetcar Loop Project in Portland, Oregon, will be a 3.3-mile extension of the existing and highly-successful Portland Streetcar Project, which was constructed using all local funds. The Portland Streetcar Loop Project will extend streetcar tracks, stations, and service from the Pearl District in NW Portland, across the existing Broadway Bridge, serving the eastern half of the Portland Central City.

A fourth potential development is the *Oregon Tower* project is a proposed twenty-two story 700,000 square foot multi-use development located on Oregon Street less than 300 feet from the Oregon Convention Center. This development will be designed as a green sustainable building with a negative carbon footprint and with a living building approach that will exceed LEED[™] Platinum environmental performance standards. Among other uses, the building will contain a 144 room boutique hotel, 72 luxury residential units, spa and athletic club, the East West College of the Healing Arts (founded in 1972 and a current tenant), two floors of offices including occupancy by Earth Restoration Industries, and a variety of food services and restaurants that provide locally grown organic foods. Envisioned “green” features of the project include natural lighting and ventilation, water recycling, energy efficient appliances and lighting, an eco garden, green car service, on-site power generation using wind, solar and waste conversion technologies and green building materials.