

REQUEST FOR EXPRESSION OF INTEREST
KELLER AUDITORIUM – OCTOBER 2023



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RENAISSANCE
GROUP

KELLER AUDITORIUM IN THE LLOYD CENTER REDEVELOPMENT

- **Part 1 – Proposal Concept**
- **Part 2 - Development Timeline**
- **Part 3 – Deal Structure / Operating Structure**
- **Part 4 – Community Engagement**





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Part 1: Proposal Concept

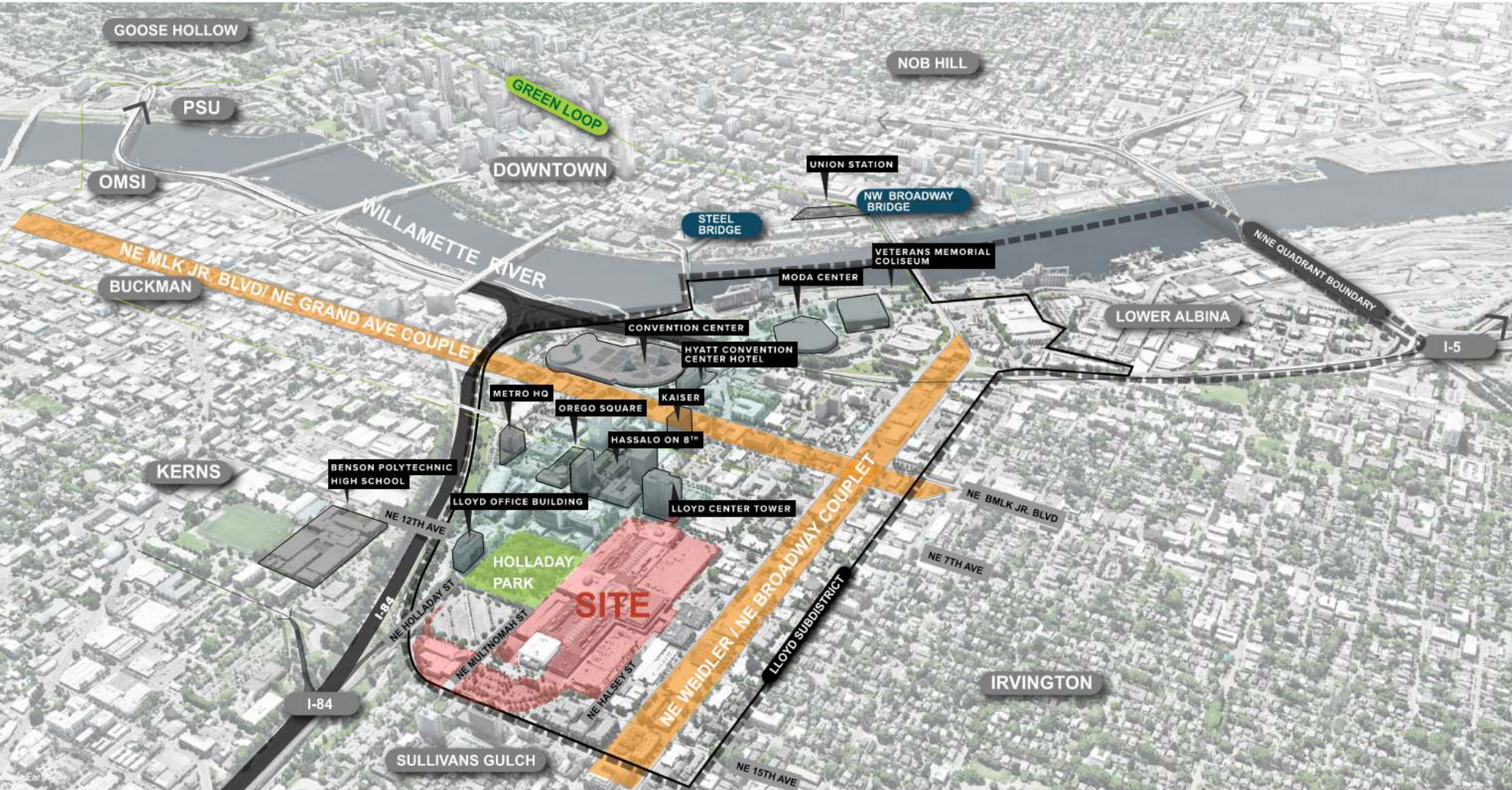
Site Requirements

The following site attributes are considered ideal for a new large performing arts venue:

- Sites of at least two acres in area with approximate dimensions of at least 260 feet by 350 feet available for the building footprint. The venue will not comfortably fit on a typical Portland city block (200 feet by 200 feet).
- Robust access to mass transit and bike parking.
- Sufficient vehicle parking within walking distance, or sufficient space to construct onsite parking.
- Truck access and loading and a passenger vehicle loading/drop-off zone(s).
- Sites located within [Portland's Central City](#) are preferred.



Central City Context





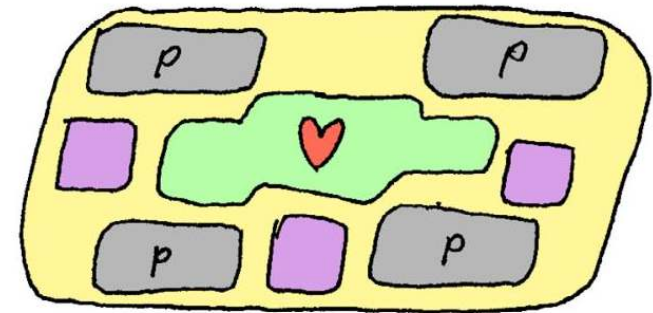
“Create an energized, welcoming, and inclusive neighborhood that inspires diverse communities to connect, gather, and do business.”



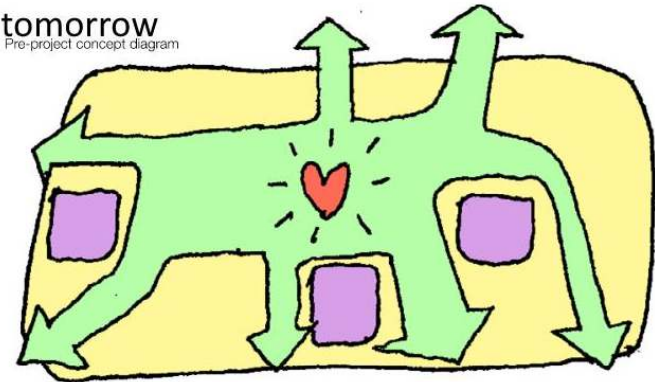
OUR VISION

- Reverse Lloyd Center's inward-facing, auto-centric layout
- Re-introduce portions of the Portland street grid
- Reconnect the site to surrounding neighborhoods
- Introduce a more sustainable mix of uses
 - Residential
 - Retail
 - Entertainment Venue
 - Workspace
- Create vibrant and welcoming open spaces throughout

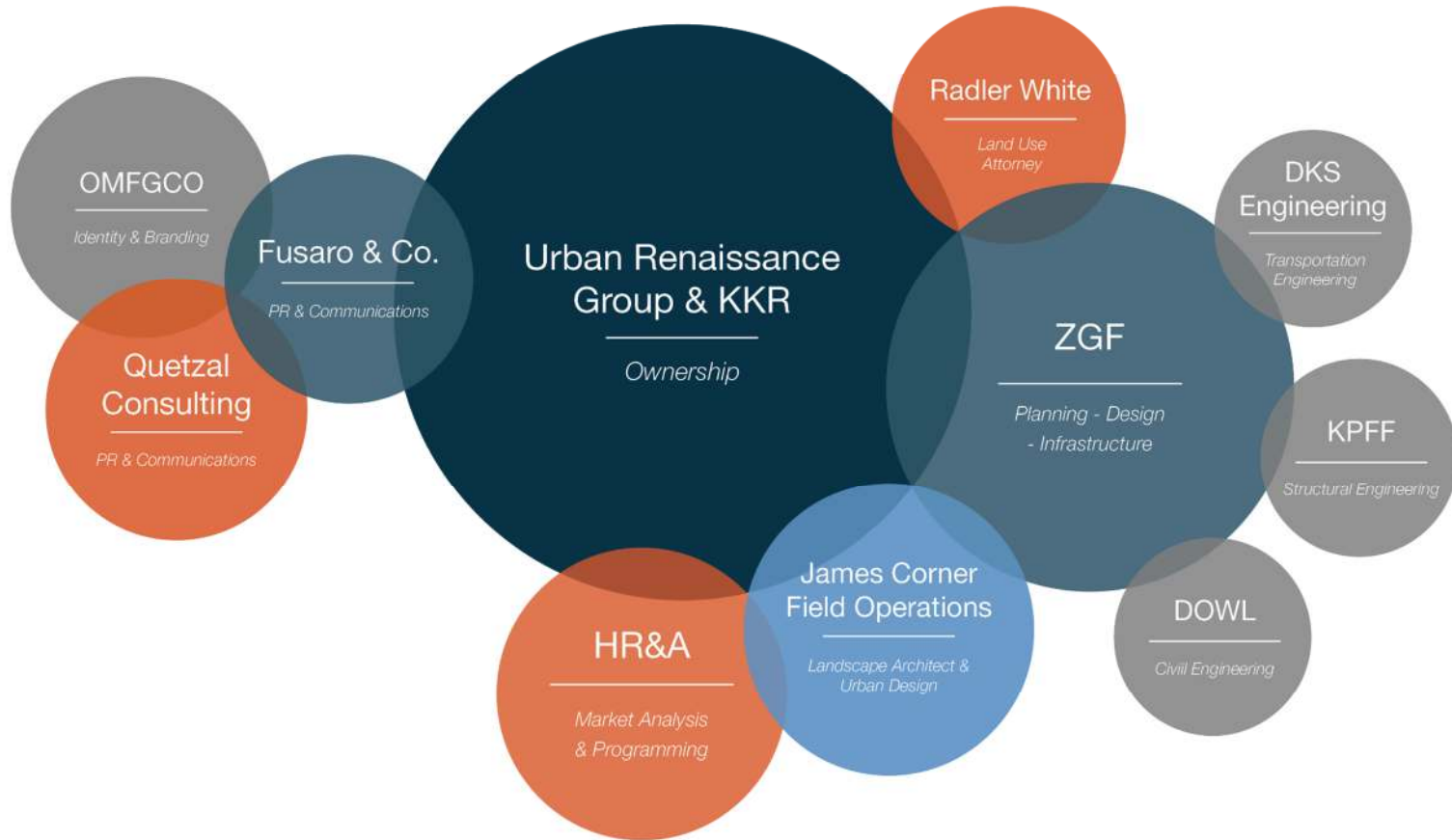
today



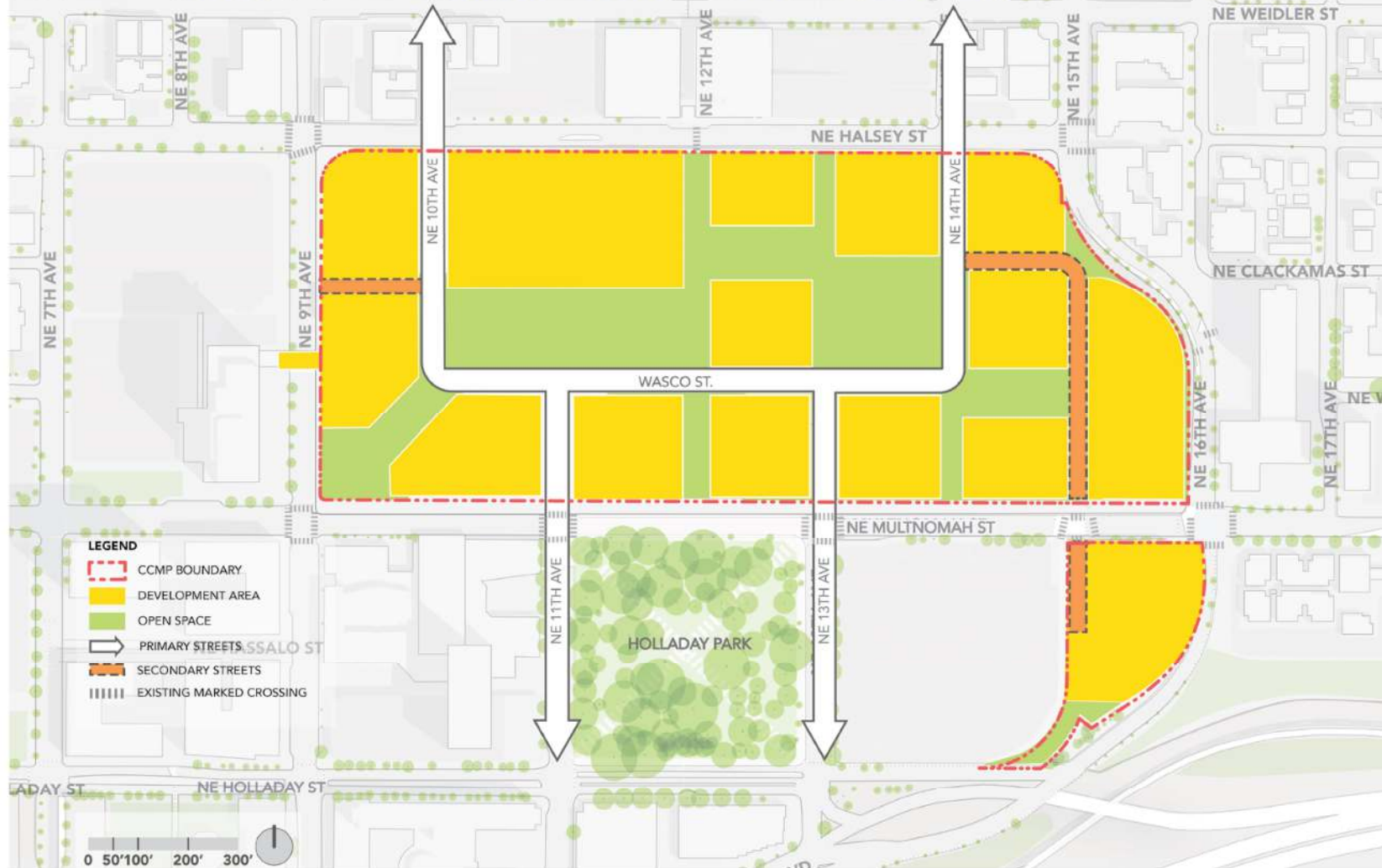
tomorrow
Pre-project concept diagram



PROJECT TEAM



MASTER PLANNING CONCEPT – SITE PLAN



Lloyd Center Redevelopment | September 2023

MASTER PLANNING CONCEPT – THE COMMONS



MASTER PLANNING CONCEPT – 12th STREET PROMENADE

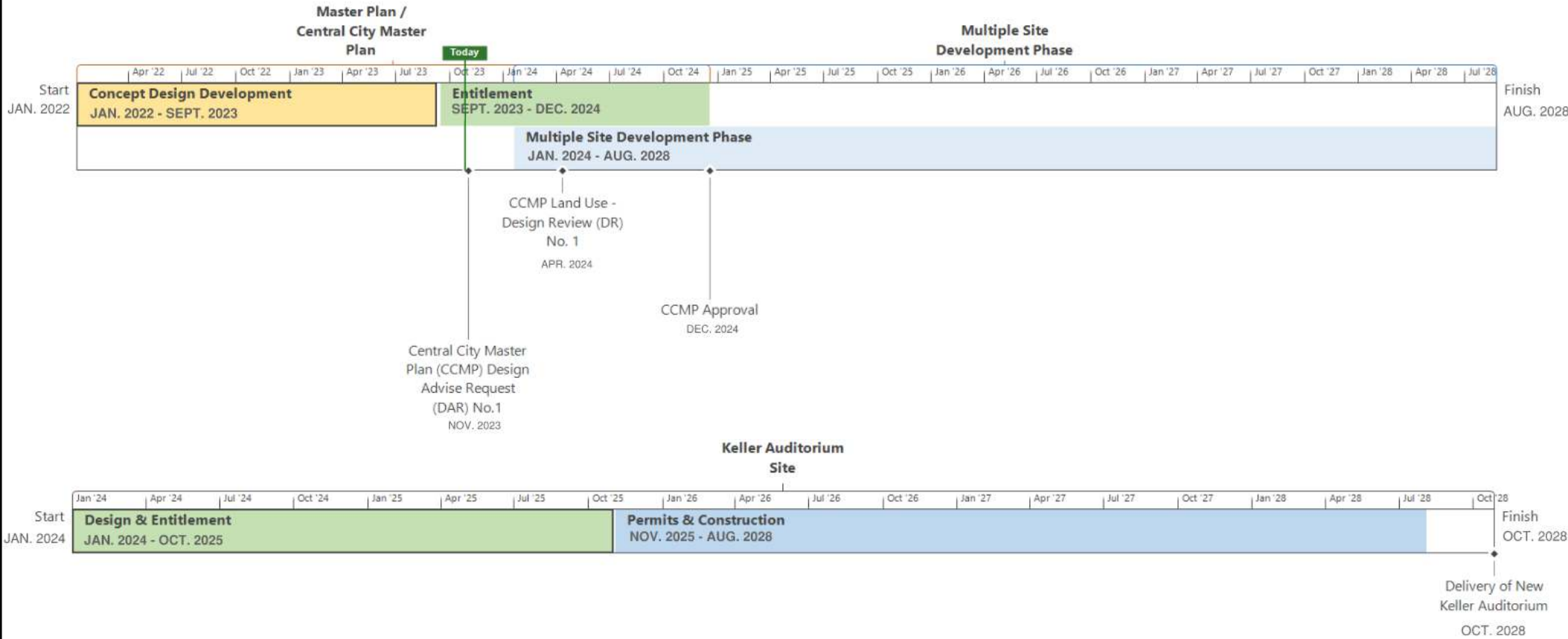




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Part 2: Development Timeline

DEVELOPMENT TIMELINE





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Part 3: Deal Structure/ Operating Structure

Part 3: Tell us more about your operating structure and what you see as your role and the City's role. Discuss any assumptions and/or requirements for City partnership (including financial and otherwise). Does developing this site for a performing arts facility make financial sense for your entity? How? From your perspective, what are the greatest risks facing the project? How do you propose addressing them?





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Part 4: Community Engagement

Part 4: Describe your experience with past public partnerships and/or community engagement. How did this shape your project? Do you have any lessons learned from this experience? How do you see the community playing a role in your decision-making process? How would you partner with the City in this process?

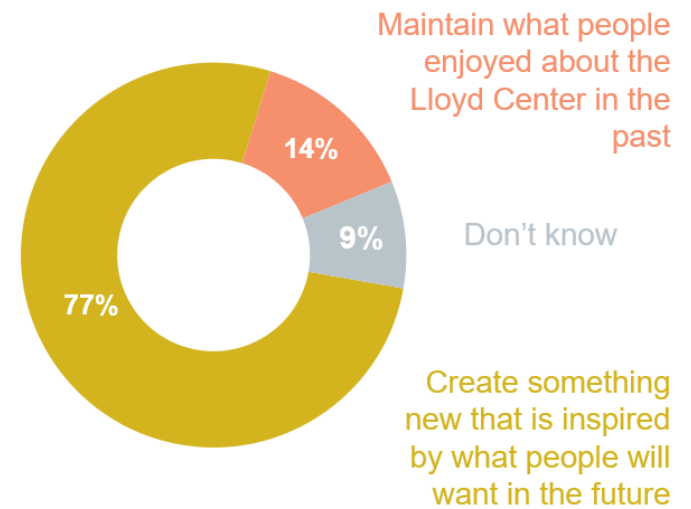


Progress-to-date

- Community outreach
- Conducted city-wide poll – over 600 respondents
- 80+ Opinion Leader interviews
- Outreach to elected officials

Key Findings/Feedback

- Portlanders are ready to embrace bold change at the Lloyd Center
- The community’s hopes are consistent with the development team’s themes for the future
- There will be support for taking the property in an entirely new direction



Events and Activations at the Lloyd Center



**SECRET
ROLLER
DISCO**

FEATURING
DJ GREGORY T
DR? BERG
MR. SEND IT

SATURDAY • FEBRUARY 4 • 6:30-9:30PM
MARSHALLS AT LLOYD CENTER
POWERED WITH EVENT SUPPORT BY OASIS PDX
ALL WHEELS WELCOME • 1405 LLOYD CENTER • **SKATE RENTALS**



STARTS OCTOBER 11TH
ONLINE AND IN-PERSON AT LLOYD MALL

PORTLAND FILM FESTIVAL

SUPPORT INDEPENDENT VOICES

PRESENTED BY
COMCAST

Two puppets are featured in the bottom right corner. One is orange and the other is red, both wearing sunglasses and jewelry. They are set against a bright red background.



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Q & A

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THANK YOU