

Lloyd-Holladay TIF Action Plan

Working Group Meeting #3

Lloyd Center Tower, 825 NE Multnomah St, 7th Floor – Columbia Room

July 22, 2025, 3:00 – 4:30 pm

MEETING PURPOSE

The purpose of the meeting is to:

- Review and confirm SWOT analysis from last meeting
- Discuss and Brainstorm:
 - District Investment Goals & Actions
 - Budget Priorities

MEETING MATERIALS

- Meeting slides

INPUT SOUGHT

- SWOT Analysis
- District Investment Goals & Actions
- Budget Priorities

DECISIONS or RECOMMENDATIONS TO BE VOTED ON

- None

UPCOMING MILESTONES

- Next Working Group Meeting: August 19th 3:00 – 4:30, location TBD

Meeting Summary

(See also meeting presentation)

Welcome, Introductions

- Sarah Harpole (Prosper Portland) welcomed people to the meeting and reviewed the agenda.

Public Comment

- None

SWOT Analysis

The Working Group reviewed revisions to the SWOT analysis based on the prior meeting (shown in blue on the slides) and provided the following final feedback:

- Strength – lots of capacity to build upon
- Weakness – Street infrastructure, including existing conditions and streetscape desirability due to lots of large lots, small sidewalks with limited amenities, and incomplete wayfinding

- Opportunity - proximity to waterfront and waterfront activities in addition to other destinations
- Threats – funding environment, especially at the federal level, hampering ability to use local funds as a match for large investments.

District Goals & Actions Discussion

The Working Group reviewed the draft investment priorities and investment actions based on last month's meeting. Additional input included:

- Community vitality
 - Interest in No Vacancy or similar model; Lloyd ESD has a proposal under review
 - Expressed concern around rising rents for businesses; and the use of downtown comps used to establish rents for existing vacant spaces
 - Interest in district navigator to help businesses understand what resources are available to them
 - Lots of support expressed around supporting the remaining small businesses in the mall either by prioritizing them for funds or establishing a new “hub” site for relocation.
 - 910 building – potential site for small business relocation hub but also interest in what else could occur there
- Housing Production
 - Interest in pre-development loan to support capacity building for emerging small developers
 - Support for affordable housing development as part of mall redevelopment
- Public Realm
 - Plazas
 - Interest in leveraging the incoming music venue
 - Make the district more of a 24-hour area
 - Expand proposed use of Community Livability Grants to also include wayfinding, public art, murals, trees and benches
 - Some interest in a Holladay Park redesign and also some comments that this work already occurred and should be leveraged

Budget Priorities Discussion

The Working Group discussed the most immediate priorities given limited funding:

- Can we leverage other resources/initiatives such as opportunity zones, IDAs?
- Strong support for business stabilization and business displacement support
- For public realm, focus on trees, benches, etc prior to wayfinding given anticipated infrastructure changes such as access through the Lloyd Mall site.
- For housing – focus on pre-dev loans

Attendance

Lloyd-Holladay Working Group

Keith Jones	X
Owen Ronchelli	
Ziggy Lopuszynski	X
Julie Gustafson	X
Tom Kilbane	X
Willie Levenson	
Khanh Tran	
Emily Mandic	X
Kurt Craeger	X
Alison Wicks	
Steve Day	X
Matthew Henderson	X
Debbie Kitchen	X
Kristin Leiber	
Minyana Bishop	X
Jona Davis	

Guests & Staff

Amy Nagy	X
Sarah Harpole	X
Kiana Ballo	
Jessica Conner	X
Josh Roper	
Gwen Thompson	
Thuan Duong	X
Kate Piper	
Bev Keagbine	
Kara Hamilton	