



[Home](#) / [Browse Council Documents](#)

876-2021

Communication

Request of Nathalie Hutchinson to address Council regarding conversion of Lloyd Center into Multnomah public market

Placed on File

A brief description of Communication: Conversion of Lloyd Center into Multnomah Public Market

Agenda Items

876 Communications in [December 15-16, 2021 Council Agenda](#)

Placed on File

Requested Agenda Type

Communications

Date and Time Information

Requested Council Date

December 15, 2021

From: [Nathalie Hutchison](#)
To: [Council Clerk – Testimony](#)
Subject: Written Testimony for Action Item 876 Multnomah Public Mall
Date: Wednesday, December 15, 2021 9:37:12 AM
Attachments: [Agenda 876 ___ Multnomah Public Market Testimony.pdf](#)

Hello,

My name is Nathalie Hutchinson and I am speaking on Action Item 876 this morning. I'd like to submit written testimony to supplement the information presented today which I worked with a PSU student group to craft. Thank you kindly.

Nathalie Hutchinson

MULTNOMAH PUBLIC MALL

Testimony was written by Leshi Chen, Riches Trinh, Vincent Marquez, Dan Riley, Nathalie Hutchinson

OVERVIEW	3
BACKGROUND	3
Historical and Cultural Significance of Lloyd Center	3
KKR Real Estate	4
Examining Today’s Issues	4
Poverty	4
Affordable Housing and Homelessness	5
Food Insecurity and Hunger	5
Sustainability	5
Trust in Public Space	6
PROPOSAL	8
Impact On Civic Life	8
Confronting Today’s Issues	9
Poverty	9
Affordable Housing and Homelessness	9
Hunger and Food Insecurity	9
Sustainability	9
Rebuilding Trust in Public Space	12
Additional Potential	13
Case Study: Pike Place Market in Seattle, Washington	13
Personal Statements in Support of Multnomah Public Market	16
WORKS CITED	18

OVERVIEW

This written testimony acts as a proposal for the City of Portland to purchase the Lloyd Center Mall and to initiate an adaptive reuse approach to convert the space into Multnomah Public Mall. The testimony includes an analysis of current events, examples of how to engage the project, what civic benefits could arise from the project, and how a public mall could progress sustainability initiatives to fight climate change while creating a localized circular economy.

BACKGROUND

Historical and Cultural Significance of Lloyd Center

Lloyd Center Mall was introduced in 1954 as a modern advancement in commerce. The mall was the largest shopping center on the west coast and put the spotlight on Portland, Oregon. Construction on the open-air mall finished in 1960. The Lloyd Center ice skating rink has been a draw to the mall since its opening. The ice skating rink provides year-round access to recreation for all ages. During our site visit, while most of the mall was closed and empty, the ice skating rink was bustling. (Effinger)

Lloyd Center Mall is one of the few remaining works of Mid Century Modern architecture left in Portland, Oregon. The mall was designed by John Graham Jr. who was also responsible for the design of the Space Needle in Seattle, Washington.

There have been several big moments in the history of the mall as well. In addition to being the world's largest shopping mall at its ribbon-cutting ceremony, Olympic skater Tonya Harding learned to skate at the mall, Lloyd Center broke the Guinness Book of World Records in 1973 for the world's largest simultaneously played chess game, and Joe Brown's caramel corn holds a special place in Portland's heart.

Lloyd Center is not alone in its abandonment either. According to a 2018 report by Credit Suisse, the investment firm is expecting 25% of American Malls to close within the next five years because of the move towards digital commerce. There will be a rash of shopping malls left vacant across the United States. It is time to design how these spaces can be adapted for reuse instead of demolishing these prolific structures that hold enormous amounts of carbon. (Binetti et al. 4)

KKR Real Estate

KKR Real Estate is the current owner of the Lloyd Center Mall property after foreclosing on the property in September. Patrick Mattson, KKR executive, was quoted in Willamette Weekly detailing the investment firm's plan to redevelop the property into profitable luxury apartments. (Effinger) With the complications around housing brought on by the pandemic, luxury apartments are the last thing that Portland needs right now.

In the City of Portland *2020 State of Housing Report*, the data shows that luxury housing has large vacancy rates. Furthermore, developers like KKR maximize profits by producing mostly studio and one-bedroom apartments; The *2020 State of Housing Report*, states that these units have the highest vacancy rates in Portland. Additionally, the Lloyd District is already a district that is too expensive for the majority of Portland residents to afford; luxury apartments will only displace more residents. (Portland Housing Bureau) The overproduction of Studio and One-Bedroom apartments push families out of the City of Portland and away from Portland Public School (and Head Start) districts. Lastly, KKR is a global debt and equity provider holding 4.3 billion dollars of capital in commercial real estate (Business Wire) based in Denver, CO. Any real estate developments that they produce in Portland will funnel money out of our local economy.

Examining Today's Issues

Poverty

Poverty is the underlying factor in many of the current issues we face in Portland, Oregon. 4 in 10 Oregonians live in deep poverty according to the Oregon Center for Public Policy. Poverty rates in Oregon remain largely unaffected since 1995. (Oregon Center for Public Policy) Moreover, Poverty rates impact marginalized groups disproportionately.

“The nation’s long history of racial oppression and exclusion, coupled with ongoing patterns of discrimination, have meant that people of color disproportionately work in low-paying jobs and in jobs that lack stability. As a result, poverty rates in communities of color were as much as double the poverty rate for white Oregonians from 2014-2018. This means that about one in four Black, Pacific Islander, American Indian, and Latino Oregonians fell below the federal poverty threshold and were consequently denied many of the fundamental economic opportunities available to others.” (Oregon Center for Public Policy)

Furthermore, Lloyd Center replaced an area of economic prosperity for the Black community of Portland, Oregon that existed prior to 1954. Projects such as the construction of the interstate systems, the expansion of Emmanual Legacy Hospital among other urban renewal projects have displaced residents and business owners of Albina and surrounding areas repeatedly. (Walker) The destruction

of wealth in Black communities has been a recurring theme in racist American history that has direct connections to poverty today.

During the COVID-19 Pandemic, we have seen an unprecedented transfer of wealth to the Billionaire class which has a direct impact on poverty in our community.

“U.S billionaires have seen their wealth surge \$1.8 trillion during the pandemic, their collective fortune skyrocketing by nearly two-thirds (62 percent) from just short of \$3 trillion at the start of the COVID crisis on March 18, 2020, to \$4.8 trillion on August 17, 2021, according to a report from Americans for Tax Fairness (ATF) and the Institute for Policy Studies Program on Inequality (IPS).”(Oregon Center for Public Policy)

Affordable Housing and Homelessness

Homelessness

Rachel Solotaroff, director of Central City Concern, told the local media that the cause of homelessness is a combination of internal and external forces. She cited the external cause of homelessness in Portland as a “lack of affordable housing and a lack of jobs with a reasonable salary coupled with structural racism, prejudice and its interaction with the criminal justice system.” (Robinson) Internal factors include personal experiences, such as

some people suffering from severe mental illness, drug use disorders, historical physical injuries, poverty, etc." It is the convergence of these social external factors and personal internal factors that are resulting in the growing population of unhoused people in Portland, Oregon.

Affordable Housing

In the *2020 State of Housing in Portland Report*, the only demographic listed in the report that could afford a 2-bedroom unit in the area of Lloyd Center were couples earning a median income of \$111,682 with a median monthly income of \$9,307 without becoming cost-burdened. It is apparent from this report that our city core is becoming unaffordable to the majority of citizens in Portland (Portland Housing Bureau).

Food Insecurity and Hunger

An [Oregon State University study](#) released in December 2020 found that nearly 1 out of 4 Oregonians faced food insecurity during the year; That's over 1 million people. The study says those low-income households, those who are facing regular unemployment or reduced hours due to the pandemic, or single-parent households were most likely to experience food insecurity.

Food insecurity is a complex problem and is not easily solved by providing more food. As Feeding America states "Food insecurity does not exist in isolation, as low-income families are affected by multiple, overlapping issues like lack of affordable housing, social isolation, economic/social disadvantage resulting from structural racism, chronic or acute health problems, high medical costs, and low wages."

During the COVID-19 pandemic, our community is facing hunger at equal rates to that of the Great Depression in the 1930s according to the 2020 impact report by the Oregon Food Bank. The communities affected by hunger are disproportionately Black, Indigenous, and LatinX; LatinX families are three times as likely as other families to be impacted by hunger.

Sustainability

The Sustainable City Dashboard outlines the City of Portland's Sustainability principles to consider a wide scope of environmental, economic, and social metrics. These principles promote city officials to "think beyond first costs and consider long-term, cumulative impacts when making policy and financial decisions." Real consequences of climate change are facing the world today. In the Portland Metropolitan area, we witness this change in the form of annual wildfires, flooding, and heatwaves. It is no question that we need an intersectional approach to address the complex issues of climate change. A public mall could create a climate for innovation and foster a circular economy within our city allowing us to reach our sustainability goals more effectively than the top-down approach of today.

Adaptive Reuse of Architecture

Lloyd Center holds an estimated 75,420 tonnes of carbon in the structure as it stands today. This estimate does not include the four parking garages which hold a significant amount of carbon themselves. With an increasing number of malls becoming deserted in America, it is time to make a plan about how we are going to address these carbon sinks. Lloyd Center has been the topic of many urban planning discussions over the decades. The city of Portland has centered on Lloyd Plaza in initiatives for public transit, freeway infrastructure, and greenway planning since it was built. It makes sense to reclaim the structure for public use that will provide innumerable benefits to the community.

Economic Sustainability

The COVID-19 Pandemic has affected the economy in many complex ways. Small business owners have been faced with many challenges and we have seen a great decline in small business success over the recent months. Additionally, many Americans have reflected on their working conditions and have concluded that they are unhappy. The U.S. Bureau of Labor Statistics reported a high of

4.4 million Americans quitting their jobs in November. (U.S. Bureau of Labor Statistics) On a local scale, industries that have grown the most in the Portland Metro include Professional & Business Services and Leisure and Hospitality employing 17.8% of our workforce. (U.S. Bureau of Labor Statistics) A Public Mall would provide citizens and aspiring small business owners a fresh start by providing access to retail space at a low barrier to entry cost. By also backing the Public Mall with e-commerce infrastructure, as well as digital support to small business owners, the City of Portland would generate more local jobs for small businesses, tech experts, and designers while giving alternative options to consumers for convenient e-commerce shopping.

Food System Sustainability

The globalization of our food network creates greater vulnerability to our community members, modern farming practices rely on fossil fuel to fertilize, harvest, and ship food. Our farming system promotes monocropping which creates corporate monopolies while pushing our farmers into poverty for the benefit of the billionaire class. Transnational companies dominate the market in food and benefit from subsidies, whilst farmers in developing countries remain impoverished. (Weis) The global food economy of today is built on a shaky environmental foundation.

Corporate Disinterest in a Circular Economy

Lastly, it is blatant that corporations are largely disinterested in the circular economy. One example of how this is apparent is the investor-state dispute settlement (ISDS) system which permits transnational corporations the power to sue governments to allow

them to continue extractive practices which directly impede policy aimed to address climate change. This process means that corporations can sue governments over the enforcement of health, environmental, and other public interest laws or measures arising from democratic or judicial processes. Companies in the highly lucrative natural resource extraction sector take the greatest advantage of ISDS. Oil, gas, and mining companies have filed around 25 percent of all known claims to date, and 29 percent of all ICSID claims in the fiscal year 2021. (Institute for Policy Studies)

Trust in Public Space

Crime impacts Public Perception of Lloyd Center Mall:

On November 4th, 2021, the 72nd homicide in Portland occurred in the Lloyd district pushing this year to one of the top deadliest in Portland's history. Crime statistics reported by the Portland Police Bureau cite that Larceny, Assault, and Vehicle Theft are the top offenses in the district. (Portland Police Bureau) The cumulative impact of these crimes on the community has created distrust of public space in Portland. Furthermore, the Lloyd district continues to be seen as an undesirable space to run your businesses or to live in due to this poor stigma. Local businesses are facing an existential threat. In the throes of the sweeping disruptions caused by the coronavirus; with the addition of the monopoly of e-commerce platforms by large corporations, numerous local businesses have closed temporarily or permanently. Many have ongoing expenses and little or no revenue and face the prospect that they may never reopen.

PROPOSAL

Impact On Civic Life

A Public Mall will create space for the cultural expression of Portland - The hope is to get people looking with new eyes, thinking in different ways, interacting with peers, forging new relationships, and traveling beyond the bounds of their communities for inspiration. The more minds that come together and from all different backgrounds, the better off we can come up with new and wonderful things. A public mall would offer access to authentic cuisines from diverse cultures that make up Portland. The public mall could host cultural exhibitions of dance, cuisine, and music to expand awareness and understanding between cultures. Additionally, the public mall could provide space for local entertainers to perform to larger audiences. While the Multnomah Public Mall can never replace the rich history of Black culture lost in the Lloyd and Albina districts during urban renewal projects there is a foundation that we can build on to create a just pathway towards economic prosperity for Black creators at this space, and creation of a revenue stream to finally fund initiatives like the Right to Return act of 2014.

Additionally, The Public Mall can work to provide solutions to the aforementioned issues of today. It is a chance to fund affordable housing initiatives, a chance to provide public utilities and connect those in need with resources, a chance to rebuild our local economy, and a chance to make an underutilized space into something meaningful.

Furthermore, a public mall could connect citizens with access to recreation in the urban fabric for all ages - Like culture and art, recreation, leisure, and sports activities which play an important role in communities. Their many benefits include improving the health and well-being of individuals, contributing to the empowerment of individuals, and promoting the development of inclusive communities. The success of the ice skating rink is evidence that there is a desire for public recreation areas. Some recreational ideas that our team considered were:

- Conversion of a parking garage into an indoor skatepark
- An indoor children's playground and learning center
- And, The mall provides an accessible indoor space for senior citizens to walk for exercise
- Parks and Recreation could also provide weekly activities group classes, such as meditation, dancing, and games.

Lastly, The Public Mall could create an economy that encourages innovation through startup commerce. This infrastructure could allow citizens the opportunity to build upon good ideas to improve our world today. A great strength in our community is our creative ability. Our region hosts incredible chefs, artists, builders, technology experts, and more.

Confronting Today's Issues

Poverty

Investment into a Public Mall is an investment in jobs. At its largest scale, Multnomah Public Mall needs to employ a workforce to manage, maintain and improve the mall. At the scale of the Mall's anchor tenants, Fred Granum, Executive Director of the Board of The James Beard Public Market Foundation, shared the vision of the **James Beard Public Market Foundation** to incorporate a sliding scale system of vendor leasing. This type of accommodation will grant access to small business ownership to communities limited by startup capital. At the vendor scale, there are employment opportunities within each vendor module. The success of low-barrier-to-entry ventures is reflected by Portland's food cart industry which is studied internationally for its effectiveness. To understand how to build an equitable economy and increase access to marginalized groups within Portland we have many experts to consult; **Prosper Portland, The James Beard Public Market Foundation, My People's Market, Professional Business Development Group, Certification Office for Business Inclusion, and Diversity, National Association of Minority Contractors, Oregon Association of Minority Entrepreneurs, Travel Portland, Oregon Association of Minority Entrepreneurs Small Business Liaisons, EcoLloyd District, East Portland Chamber of Commerce, Livelihood NW and more.**

Affordable Housing and Homelessness

The revenue generated by Multnomah Public Mall can be used to bolster existing city initiatives to expand affordable housing while providing a lifeline to much-needed services for citizens in need. Incorporation of experts during the design of these public services are imperative; entities already at work improving the social fabric of the municipality such as **Outside In, P: ear, Hygiene4all,**

Right2Root, A Home For Everyone, Central City Concern, and many others hold a full picture of what services can make the most impact on Portland's unhoused community.

Hunger and Food Insecurity

Multnomah Public Mall would provide year-round access to fresh and locally sourced food to 24,553 residents within walking distance, 230,228 residents within a 3-mile radius, and 371,379 residents within a 5-mile radius according to the Lloyd Center Leasing Book posted on their website. This, paired with programs for low-income citizens, has the potential for a tremendous impact.

There is potential for urban farming by utilizing the top floors of the existing parking structures. Zero-acreage farming is a design intervention that can produce large quantities of food which can, in turn, bolster stocks of healthy food for free food banks.

Offering healthy food choices late-night is another way to improve food security within the city. Shift workers at Emmanuel Legacy Hospital, Union Pacific Railroad, and numerous other industries in neighboring communities have few options during night-shift lunch breaks. The mall could host an operational convenience store that could serve healthy food to citizens at all hours.

Sustainability

Divesting away from the "Throwaway Economy"

Planned obsolescence in areas of fashion, technology, and household goods not only poses a problem to our municipal landfills; they also directly extract resources from the countries producing those goods and promote careless human rights violations for profit. Printing a recyclable logo onto a plastic package does not deem it recyclable, and there are yet to be industries to step up to the plate to recycle such plastics produced by megacorporations. However, there

are impressive startups in our community working to solve these problems: **The Oregon Foodbank, Take-Two Foods, Mogae, Sankofa Lumber, DCI Engineers, and Looptworks** all presented during the 2021 Sustainable Building Week in a talk hosted by Melissa Mizell, design director at **Gensler**, about ways to close the loop and design a circular economy in Portland. Here are some other ways our team imagined Multnomah Public Mall could close the sustainability loop within our local economy:

Food:

- Conversion of parking garage space into Zero-Acreage Farming to provide food for the Oregon Foodbank
- Design a composting system within the Mall to compost collective waste to reduce methane emissions from Portland landfills while providing economical and organic fertilizer to farmers
- Promote Indigenous leadership and build from a decolonized base of knowledge of environmental conditions and farming practices.
- Create an heirloom seed library that can hold annual seed sales to home gardeners as a means to promote food sovereignty.

Fashion

- Host workshops and classes that teach clothing repair and construction.
- Foster small businesses to create access to clothing that fits all bodies.
- Provide options to thrift clothes and mend clothes at affordable prices.
- Design a textile recycling program and integrate emerging technologies within the Mall to recycle clothing fibers and keep waste out of municipal landfills.

Household

- Make community “fixer” spaces and host classes about maintenance and repair of household goods such as furniture, jewelry, shoes, household items, bicycles, tech repair, and recycling services.

Creating a Market for Municipal Recycling

Municipal glass recycling can create cullet for glass containers for the mall such as milk bottles, perfume bottles, zero-waste cleaning containers. Paper and Cardboard can be recycled to produce several products for the mall. Packaging, boxes, marketing materials. Aluminum from soda cans can be recycled to create containers and tins

Multnomah Public Mall is an opportunity to design and innovate a sustainable circular economy. The Mall could become an environment for the invention of new Product Service Systems (PSS) by our community innovators.

PSSs shifts the businesses' focus from designing and selling only physical products to selling a marketable set of products, services, supporting networks, and infrastructures, including repair and maintenance, updates/upgrades, help desk, training and consultancy, and disposal services such as recycling and take-back. PSS providers are in a position to design need-fulfillment systems with lower impacts to the environment, by either replacing an alternative product-service mix or by influencing the customers' activities to become more eco-efficient. (Gaiardelli et al., 22).

Rebuilding Trust in Public Space

Investment in adapting Lloyd Center Mall to become a civic center fosters informal interaction between all Portlanders and will begin to rebuild our collective trust in Public Space. In historic photos of Lloyd Center from the Oregonian Archives, we can see this type of community building at work:

Figure 1: 1962 Dance Square in front of Nordstrom's

Figure 2: 1965 Louis Armstrong with Peanuts Hucko and Trummy Young during Lloyd Center's fifth birthday celebration playing to an audience of 30,000

Figure 3: 1973 World's largest simultaneous chess tournament at Lloyd Center



Multnomah Public Mall has the potential to become the civic center of Portland, Oregon. Holding community-wide events create an environment of informal interaction between citizens that is rapidly disappearing because of immersive technologies. This type of interaction is theorized by Urban Designers to hold the key for citizen engagement and a decrease in crime without policing. COVID-19 has effectively pushed us into the digital space further. After it is safe to return to face-to-face interaction, there is an opportunity to rebuild community connection. Our group has thought of a few ways to re-engage our community with the space:

The Lloyd Center Roast - An event hosted at the Ice Rink where top Portland comedians make light of Lloyd Center and share memories about the space.

International Cultures Festival - A festival to share diverse cultures through cuisine, art, music, and dance.

Robotics Derby - A competition to see which team can build the best robot.

Additional Potential

Tourism

The creation of a cultural hub at the Public Mall fosters opportunities for tourism. Tourists enjoy cultural attractions that make a place unique. Showcasing this in a Public Mall is a big opportunity to connect travelers with an unforgettable experience. Aligning Multnomah Public Mall with the sustainability goals of the city will give the tourism potential even more power. The world looks to Portland, Oregon repeatedly for answers to climate change; why not show what we are capable of doing? Tourists E-commerce allows people to purchase from the mall after their trip is over keeping them connected to Portland. Lloyd Center Mall is in an ideal location to promote tourism. The MAX connects directly with the Convention Center, Rose Quarter, and Airport and the district hosts many event-goers already. The district lacks a cultural connection to Portland that Multnomah Public Mall could create.

Public Services

The COVID-19 pandemic highlighted that our community has an express need for hygiene services to be made available to the public. **Hygiene 4 All** is an expert that has identified the great need within the houseless community for access to these services. The public mall could provide services such as:

- 24-hour Bathroom Access
- Showers
- Grooming Stations
- First Aid Centers
- Laundry facilities

Case Study: Pike Place Market in Seattle, Washington

Pike Place Market was brought to the City of Seattle through some civic engagements. The market was established in 1907 through collaboration between Seattle City Council Member, Thomas Revelle, and citizen Frank Goodwin. The public market became a civic center of Seattle throughout various eras of turmoil. In 1970, Pike Place Market was slated for demolition in an urban renewal plan supported by Mayor Gordon S. Clinton. “Friends of the Market” was a coalition of activists established by architect Victor Steinbrueck to oppose the Seattle Urban Renewal Program. The movement gathered 53,000 voter signatures and saved the market on November 2nd, 1971. Pike Place Market was added to the National Register of Historic Places in 1970 which protects the architecture from future demolition. The installation of the Preservation and Development Authority in 1973 acts as a public trustee of the market; the 12-member commission oversees operations of the market. Today, the market offers many services to the public which include a senior care center, a child care center, a preschool, a food bank, 500 units of mixed-income residential housing, an assisted living facility, and a health clinic. (Pike Place Market)

Management Strategy Overview of Pike Place Market

The City of Seattle

The Preservation and Development Authority (PDA)

- PDA Responsibilities: Preserving, restoring, and developing buildings and open spaces. Increasing opportunities for the sale of local farm produce and food retailing. Supporting and promoting the survival of small shops and marginal businesses. Preserving and expanding the residential community of the Market.
- The Pike Place PDA Charter determines the relationship between the City of Seattle and the Public Market as a public entity.

The Pike Place PDA Charter Outlines These Rules

- Management: The PDA's management of its properties cannot be relinquished, transferred or delegated.
- Public Review: The PDA shall comply fully with all laws when applicable to municipal corporations regarding public access and review and disclosure of meetings and records.
- Prohibition on Sale of Property: The PDA shall not sell or otherwise transfer or convey any interest in real property located in the Market Historical District.
- Use of Funds: All funds, assets, or credit of the PDA shall be applied toward or expended upon services, projects, and activities authorized by its charter. No part of the net earnings of the PDA shall inure to the benefit of, or be distributable as such too, the Council members, officers of the PDA, or other private persons.
- Lobbying: No funds, assets, or property of the PDA shall be used for any partisan political activity or to further the election or defeat of any candidate for public office; nor shall

any funds or a substantial part of the activities of the PDA be used for public or educational purposes designed to support or defeat legislation pending before the Congress of the United States, or the legislature of this State, City or the City of Seattle Council.

- Eminent Domain and Taxes: The PDA shall have no power of eminent domain nor any power to levy taxes or special assessments.
- No Private Gain: The PDA shall not issue shares of stock, pay dividends, make private distribution of assets, or make loans to its corporate officials or engage in business for private gain.

(Pike Place Market Preservation and Development Authority)

Hierarchy of Governing Law

- i. Federal law and regulation
- ii. State law and regulation
- iii. The city of Seattle ordinances and regulations
- iv. The Pike Place PDA Charter
- v. PDA Council Rules and Regulations
- vi. Bylaws of the Constituency

(Pike Place Market Preservation and Development Authority)

Why Study Pike Place

Pike Place is worth studying because it shows how an urban market can serve a remarkably broad variety of purposes. These include:

- Providing reasonably priced food for lower-income city residents, conveniently close to where many of them live.
- Providing economic opportunities for small farmers, including immigrants, some of whom need a way to

become successful participants in the American economy.

- Encouraging the development and growth of independent, local merchants.
- Preserving buildings that impart a sense of the city's history.
- Preserving a 'social ecology,' a network of people whose lives are intertwined and who are attached to a part of the city. This social ecology can be bolstered by placing additional housing in the market area.
- Providing social services that address the needs of the residents.
- Providing high-quality products for gourmet restaurants and discriminating shoppers.
- Providing attractions for tourists.”

(Pike Place Market, 2021)

Business Structure and Revenue of Pike Place Market

- The total revenue of Pike Place Market was \$22.6 million in 2019.
- The market comprises 250,000 square feet of leasable space. The PDA rents to about two hundred commercial businesses.
 - 55 sell fresh food and groceries
 - 63 provide food service and on-site dining
 - 88 sell other merchandise and services
- Commercial rents create 60% of the PDA annual revenue
- Residential rents, farm and craft table fees, parking fees from two garages, and income from various programs and investments comprise the other 40%

Personal Statements in Support of Multnomah Public Market

Daniel Riley

Any work that can be done to foster greater levels of local and regional interdependence and revitalization should be done. Particularly in the context of the ever increasingly centralized and/or digitized nature of commerce, the deleterious effects of which continue to manifest in our city as well as others across the globe.

Leshi Chen

Public Markets increase access to healthy food, respect historical heritage, and highlight the local culture of their communities. A Public Market will bring the community, local businesses, and tourists together to celebrate and recognize the importance of these great public spaces and their role in helping create communities of lasting value.

Riches Trinh

I think having a space where the community can come together would be important for our growth as a city. The opening of the Public Market would allow us to tackle several issues that Portland has, while simultaneously bringing the city together. The space will allow us to keep the dreams of our local small businesses alive.

John Marquez

Since moving here from Southern California, I have desperately missed a large amount of culture and goods widely available. I believe by repurposing the Lloyd Center, we will be able to not only experience more diverse services and merchandise but also allow said cultures to thrive in our community.

Nathalie Hutchinson

The Lloyd Center Ice Skating rink is an example of the local cultural ecology that exists in this historic space. The mall holds a cultural, historical, and economic value that would be destroyed by the redevelopment proposed by KKR. Building more luxury apartments is an investment that will not lead to a real benefit to the community of Portland, but it would instead lead to further gentrification and displacement of locals. A public mall is an investment in our community that will pay dividends in years to come by providing new jobs, providing critical social services to the community, and can serve as a cultural heart of the city as it grows.

Experts

Markets

James Beard Public Market Foundation
Historic Portland Public Market Foundation
Prosper Portland
My People's Market
Portland Farmer's Markets
Professional Business Development Group
Certification Office for Business Inclusion and Diversity
Oregon Association of Minority Entrepreneurs
Association of Minority Entrepreneurs Small Business Liaisons
EcoLloyd District
East Portland Chamber of Commerce

Travel

Travel Portland
Travel Oregon
Oregon Tourism Commission

Food

The Oregon Food Bank
The Next Door
Black Parent Initiative
Mudbone Grown
Beyond Black CDC
Multnomah County's REACH program
UNITE Oregon

Art

Art and Design Xchange (ADX)
Alberta Art Works
Caldera

Everette Station
Gather Make Shelter
PHAME

Architecture

Architectural Heritage Center
Midcentury Modern League of Portland Metro
PSU Center for Public Interest Design

Circular Economy

Take-Two Foods
Mogae
Sonkofa Lumber
DCI Engineers
Looptworks

Social Services

Outside-In
P: ear
Right2Root
A Home For Everyone
Central City Concern
Hygiene4All
Laurelwood Center
Cascadia Behavioral Health
Lifeworks NW
Call to Safety

There are many more experts in our area whose knowledge and expertise can help inform the development of a public mall in Portland. These are a few examples.

WORKS CITED

- Binetti, Michael, et al. "2018 On Track for Another Peak Square Footage Closure Year." *U.S. Retail Industry Primer*, pp. 2-18, https://research-doc.credit-suisse.com/docView?language=ENG&format=PDF&sourceid=emblast&document_id=1080380091&serialid=2F1KrX1OqfgO3IIXqr2IXLksJr210VKCISytywa6ofI%3D&cspId=null. Accessed 29 November 2021.
- Bogan, Curtis R. "Ethical Markets in the Artisan Economy: Portland DIY." *International Journal of Consumer Studies*, vol. 40, no. 2, 2016, pp. 235-241. *Wiley Online Library*. Accessed 27 October 2021.
- Business Wire. "KKR Closes \$4.3 Billion Americas Opportunistic Real Estate Fund." *businesswire.com*, Berkshire Hathaway, 04 October 2021, <https://www.businesswire.com/news/home/20211004005318/en/KKR-Closes-4.3-Billion-Americas-Opportunistic-Real-Estate-Fund>. Accessed 29 November 2021.
- Campbell, M. R. *Pike Place Market, One of the Great Civic Battles That Helped Shape Seattle*. vol. 21, Seattle, University of Washington, 2014.
- Effinger, Anthony. "Six Ways to Redefine Portland, Using One Dead Mall." *Willamette Weekly* [Portland], 17 November 2021, <https://www.wweek.com/news/2021/11/17/six-ways-to-redefine-portland-using-one-dead-mall/>. Accessed 18 November 2021.
- Institute for Policy Studies. "Missing from the Climate Talks: Corporate Powers to Sue Governments Over Extractives Policies." *Inequality.Org*, Institute for Policy Studies, 29 October 2021, <https://inequality.org/research/missing-from-the-climate-talks-corporate-powers-to-sue-governments-over-extractives-policies/>. Accessed 24 November 2021.
- Keith, Robert E. "Lloyd Center: Report of Portland City Planning Commission." *The Portland City Planning Commission*, 1954. *HathiTrust*, <https://babel.hathitrust.org/cgi/pt?id=uiug.30112089674680&view=1up&seq=19>. Accessed 2 November 2021.

Lauri, Lenore, and Katherine Burnett. "Street Food and Vibrant Urban Spaces: Lessons from Portland, Oregon." *Local Environment*, vol. 18, no. 2, 2013, pp. 233-248. *U.S. Government Printing Office*. Accessed 27 October 2021.

McCullough, James. "Factors impacting the demand for repair services of household products: the disappearing repair trades and the throwaway society." *International Journal of Consumer Studies*, vol. 33, no. 6, 2009, pp. 619-626. *Wiley Online Library*, 10.1111. Accessed 3 November 2021.

Oregon Center for Public Policy. "A Portrait of Poverty in Oregon." *Oregon Center for Public Policy*, 7 August 2020, <https://www.ocpp.org/2020/08/07/poverty-oregon/>. Accessed 24 November 2021.

Pike Place Market. *PikePlaceMarket.Org*, Pike Place Market Preservation and Development Authority, <https://pikeplacemarket.org>. Accessed 11 November 2021.

Pike Place Market Preservation and Development Authority. *Charter of Pike Place Market*. Seattle, City of Seattle, 1992, <https://www.pikeplacemarket.org/wp-content/uploads/2021/07/Charter-Pike-Place-Market-PDA.pdf>. Accessed 27 October 2021.

Pike Place Preservation and Development Authority. "Homelessness: Building a Model Public Market into the 21st Century." *Inside Pike Place*, vol. 09, 2021. *pikeplacemarket.org*, https://www.pikeplacemarket.org/wp-content/uploads/2021/09/Inside-Pike-Place-Market_final_2021_PDF_edition-081221.pdf. Accessed 11 November 2021.

Portland Housing Bureau. *2020 State of Housing in Portland*. 2021. *portland.gov*, City of Portland, <https://www.portland.gov/sites/default/files/2021/2020-state-of-housing-in-portland-report.pdf>. Accessed 29 November 2021.

- Portland Police Bureau. "Crime Statistics Dashboard." *The City of Portland Police Bureau*, City of Portland, 09 November 2021, <https://www.portlandoregon.gov/police/71978>. Accessed 24 November 2021.
- Robinson, Kevin. "CivicCon: A homeless program that's good stewardship and good business." *Pensacola News Journal* [Pensacola], 12 April 2021, <https://www.pnj.com/story/news/2021/04/12/civiccon-how-portland-central-city-concern-ending-homelessness/7146040002/>. Accessed 29 October 2021.
- Rosbach, Molly. "New OSU report shows about 25% of Oregonians Experienced Food Insecurity in 2020." *Oregon State University Newsroom*, 2020. *oregonstate.edu*, <https://today.oregonstate.edu/news/new-osu-report-shows-about-25-oregonians-experienced-food-insecurity-2020>. Accessed 29 October 2021.
- Thomaier, Susanne. "Farming in and on urban buildings: Present practice and specific novelties of Zero-Acreage Farming." *Renewable Agriculture and Food Systems*, vol. 30, no. 1, 2014, pp. 43-54. *Cambridge Library*. Accessed 2 November 2021.
- U.S. Bureau of Labor Statistics. "Job Openings and Labor Turnover Summary." *bls.gov*, United States Department of Labor, 12 November 2021, <https://www.bls.gov/news.release/jolts.nr0.htm>. Accessed 20 November 2021.
- U.S. Bureau of Labor Statistics. "Portland Area Economic Summary." *bls.gov*, U.S. Bureau of Labor Statistics, 03 November 2021, https://www.bls.gov/regions/west/summary/blssummary_portland_or_wa.pdf. Accessed 1 December 2021.
- Walker, Jerad. "Wall-to-wall soul: A Portland neighborhood's bittersweet Black music history explored." *Oregon Public Broadcasting*, 5 September 2021, <https://www.opb.org/article/2021/09/05/portland-oregon-black-history-the-albina-soul-walk-music-documentary/>. Accessed 29 November 2021.
- Weis, Anthony J. *The Global Food Economy: The Battle for the Future of Farming*. Zed Books, 2007.