



## **Holladay Park Partnership announces new plans for Portland's Holladay Park** *Noted Park planner & manager Dan Biederman to program the park*

PORTLAND, July 21, 2014 - Yoga, concerts, evening movies, fitness classes and family programs will be among the many new activities when Holladay Park, adjacent to Lloyd Center in northeast Portland, opens with exciting new opportunities for enjoyment, starting today, July 21st. The announcement was made by The Holladay Park Partnership, a new non-profit entity that is a collaboration between Portland Parks & Recreation, and neighborhood residents and businesses, including Lloyd Center, the district's historic shopping mall.

The Holladay Park Partnership also announced that Dan Biederman, one of the country's leading urban parks and streetscape planners & designers, and his company, Biederman Redevelopment Ventures Corporation ( [www.brvcorp.com](http://www.brvcorp.com) ), has been retained to lead efforts to revitalize the park with programming and events that complement the scheduled redevelopment and renovation of Lloyd Center, which also begins this year and will continue into 2015.

In the coming weeks, Holladay Park will debut an array of free programs, intended to appeal to a broad mix of park visitors. The park will feature moveable seating, a reading room, and a host of games and activities available to the public. A series of musical events, fitness classes, games, food trucks, and movie events have been scheduled throughout the summer. Visitors to Holladay Park will be greeted by Park Hosts and Park Rangers.

"Parks staff have been working with community partners to consider what positive actions could enhance enjoyment of the park," says Portland Parks Commissioner Amanda Fritz. "After making improvements to park lighting and tree pruning to improve visibility, the missing link was funding for more active family programs. This collaborative partnership will deliver structured activities, similar to those in downtown's Director Park, for all park visitors to enjoy. Active programming will make Holladay Park a destination for many more families in the 21st century."

"It's a great honor to work with a city as advanced as Portland in the open space field," said Biederman. "We've been surprised by how many thoughts we share on park programs with the Portland Parks & Recreation staff, and look forward to working closely with them to make Holladay Park a great asset to the citizens of Portland."

Biederman is known nationally for the revival of Bryant Park which he helped transform in 1992 from a crime-ridden, drug-filled, dangerous midtown location behind the New York Public Library into a seven acre jewel and quiet haven for New Yorkers and tourists in midtown Manhattan.

More recently, Biederman consulted for Klyde Warren Park, a new green space built above a Dallas freeway, and the newly renovated Military Park in downtown Newark, NJ. Other current BRV projects include Faneuil Hall and South Station in Boston, Erie Canal Waterfront Park in Buffalo, and campus enhancements at Wake Forest University. Past Biederman clients include the new South Street Seaport in New York, The Boston Common, Rittenhouse Square in Philadelphia, and Baltimore Inner Harbor.

"Holladay Park is one of those urban green treasures that reminds us of the importance of preserving nature in our neighborhoods. The tall tree canopy and system of walkways remind us of the park's long history. The park's proximity to three MAX lines and exciting new development in Sullivan's Gulch and the Lloyd District remind us of its importance to the future of our city and as a gateway into our

neighborhoods," said Carol Gossett, a longtime neighbor and representative of the Sullivan's Gulch Neighborhood Association.

"A key element of Lloyd Center's renovation is the creation of a new gateway pedestrian entrance on NE Multnomah Street, which will provide greater connectivity between Lloyd Center and Holladay Park," stated Todd Minnis, chief investment officer for the real estate investment management group of Cypress Equities. "We are excited to support programming in this beautiful park that will surely enhance the visitor's experience not only at Lloyd Center, but throughout the Lloyd District."

Rick Williams, Executive Director of Go Lloyd, said: "Holladay Park is a beautiful, tranquil place to take a break and spend time with nature. We're lucky to have such a large and convenient green space for employees, residents and guests. It's an exhilarating time of growth for us and Holladay Park will only become more significant and interesting as the Lloyd District develops into the most vibrant, sustainable and livable urban neighborhood in the nation."

### **About the Holladay Park Partnership:**

The Holladay Park Partnership is a new non-profit entity that is a collaboration between Portland Parks & Recreation, and neighborhood residents and businesses, including Lloyd Center, the district's historic shopping mall. A new website on the partnership is under construction, and when complete, will be linked to this Portland Parks & Recreation site: <https://www.portlandoregon.gov/parks/65397>

### **About Portland Parks & Recreation:**

The mission of Portland Parks & Recreation is to help Portlanders play - providing the safe places, facilities, and programs which promote physical, mental, and social activity. We get people, especially kids, outside, active, and connected to the community. As we do this, there will be an increase in the wellness of our residents and the livability of our city. This is accomplished by: Establishing, safeguarding and restoring the parks, natural areas, public places, and urban forest of the city, ensuring that these are accessible to all; Developing and maintaining excellent facilities and places for public recreation and community building; Providing dynamic recreation programs and services that promote health and well-being for all; Partnering with the community.

### **About Biederman Redevelopment Ventures (BRV Corp.):**

Biederman Redevelopment Ventures Corporation is the private consulting firm of Daniel A. Biederman, co-founder of the Bryant Park Corporation and 34th Street Partnership, and creator of the largest complex of private urban redevelopment projects in the United States. BRV Corp. is currently working for the majority of the leading mixed-use developers in the United States on the public spaces of some of their highest-profile projects, including The Related Companies, The Howard Hughes Corporation, Blackstone, Jamestown Properties, Vornado Realty Trust (through the 34thStreet Partnership), Tishman-Speyer (through Bryant Park Corporation), Hines, and Taconic Investment Partners. Current BRV projects include Faneuil Hall and South Station in Boston, Military Park in Newark, N.J. Klyde Warren Park in Dallas, Erie Canal Waterfront Park in Buffalo, and Wake Forest University. Past Biederman clients include the new South Street Seaport in New York, The Boston Common, Rittenhouse Square in Philadelphia, Baltimore Inner Harbor. Biederman has also consulted on downtown redevelopment /

management projects in Los Angeles, Chicago, Houston, Atlanta, Miami, and Pittsburgh, among other cities. Additional information is at: <http://www.brvcorp.com>

**About Go Lloyd:**

Formerly the Lloyd Transportation Management Association (TMA), Go Lloyd has a 20 year track record of improving the quality of living, visiting and doing business in the Lloyd District. Through partnerships with government and private sector organizations, as well as employees and residents themselves, Go Lloyd fosters the connections that create a greener, more vibrant, and sustainable neighborhood for all. Detailed information is at <http://www.golloyd.org/>

**About Cypress Equities:**

Cypress Equities was founded in 1995 and has since established a national reputation synonymous with the premier development, operation and management of destination-class retail and mixed-use properties throughout the U.S. Historically, Cypress has developed or acquired more than 18 million square feet and currently is developing and managing a portfolio of more than 9.4 million square feet of retail, office, residential and automotive real estate. Today, there are five Cypress Equities offices throughout the U.S., including Dallas (headquarters), New York, San Francisco, Atlanta and Fort Lauderdale. Visit [www.cypressequities.com](http://www.cypressequities.com) for more information.