

**MONTHLY SMART PARK GARAGE RATES**

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NAME (print)	ADDRESS AND ZIP CODE	Email
✓ LISA FRISCH	PBA - PORTLAND BUSINESS ALLIANCE	



## PORTLAND BUSINESS ALLIANCE

*Leading the way*

Testimony of Lisa Frisch

On behalf of the Downtown Retail Council

Supporting the Ordinance that will secure 3<sup>rd</sup> and Alder Smart Park Garage  
parking for short term use only.

March 28, 2012

Good Morning Mayor, Commissioners. My name is Lisa Frisch, I am the Downtown Retail Development Manager for the Portland Business Alliance and I am here today on behalf of the Downtown Retail Council to express our support for the ordinance before you that will provide convenient and affordable parking for downtown retail and business customers.

Four years ago, under the leadership of Mayor Adams, the Downtown Retail Vision task force was formed. This public-private partnership was charged with bolstering downtown retail by creating a signature retail area on Yamhill and Morrison streets, called the "Pioneer District", and supporting it with marketing and branding, business development, streetscape refinement, and strategic investments.

We are happy to report that the collective work of the task force has made the Mayor's Downtown Retail Vision a huge success:

- Downtown retailers are reporting an estimated 10% increase in sales from 2010 to 2011
- The Downtown Retail vacancy rate is now at about 5 %, which is unheard of in other parts of the country
- Downtown has several exciting new local and international retailers and restaurants including Nike, Sephora, H& M, Ringside Fishhouse, Shreve and Co, Cafe Yumm, Ruth's Chris Steakhouse, Joe's Burgers and a future city target and TJ Maxx, new amenities and destinations for our downtown workers and visitors.
- In addition to the new retailers, Pioneer Place is working to retenant their facility with several large scale retailers, restaurants, and entertainment facilities that we expect to draw thousands of new shoppers to the Pioneer District.

This resurgence in downtown retail vitality brings a huge demand for short term, retail customer parking in the Pioneer District. With limited on-street parking spaces in the retail core, the city-owned Smart Park garages are essential in



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meeting this retail parking demand. In fact, they were built with the purpose of providing short term parking for downtown retail customers. These facilities are an integral part of the success of downtown Portland, which competes with free and abundant parking in suburban malls. Parking is a very limited resource in the retail core, and our customers need and demand low-cost, safe, and convenient access to parking so they may patronize our businesses.

We are very pleased that the city is securing parking spots for retail customers in the 3<sup>rd</sup> and Alder garage. This will go a long way in making sure that our customers have convenient and easy parking. We also are pleased that, when more retailers open their doors and even more expected demand comes on line in the Pioneer District, additional short-term retail parking will be made available in the other Pioneer District garages.

We urge the city to keep the short term hourly rate at \$1.50 at this time, and we will continue to encourage businesses to offer parking validation vouchers to their customers.

Thank you Mayor Adams for your leadership on downtown retail revitalization, and thank you Commissioners for taking these immediate actions today to support the downtown business environment.