



OFFICE OF MAYOR SAM ADAMS
CITY OF PORTLAND

November 7, 2012

MEMO TO COUNCIL

Dear City Council Colleagues:

On Wednesday, November 14, a status update of the results of the Downtown Retail Strategy will be presented before City Council.

The presentation will be delivered by Cori Jacobs (Downtown Retail Advocate), and my staff Raihana Ansary (Policy Coordinator). They will present on the accomplishments of the Downtown Retail Strategy, an effective work plan to enhance Portland's downtown retail core. This update is the result of diligent work from private and public partners including the City of Portland, the Downtown Marketing Initiative, Portland Business Alliance, Portland Development Commission, Travel Portland, as well as downtown property owners and retailers.

Sincerely,

Sam Adams
Mayor, City of Portland



Portland Downtown Retail Strategy

City Retail Core sees increased positivity, beautified streetscapes, and tenanted retail storefronts



November 14, 2012



PRE-EXISTING CHALLENGES

- Looming recession
- Outmoded retail space
- Poor sidewalk management
- Suburban competition





DOWNTOWN VISION TASK FORCE

Mission Statement

“To define a street or streets where initial efforts are focused to create a destination location that will draw customers downtown; to recognize that a healthy downtown acts as a cornerstone for a strong regional economy; and through improving downtown, we will support job growth, an increased tax base, and an attractive destination”



Why is downtown retail important?

A healthy downtown is the cornerstone of a strong regional economy

- The “billboard” for visitors
- All roads lead to downtown
- Pioneer Square as Portland’s living room





FOUR PRIMARY ACTION ITEMS

- ✓ **Designate** Yamhill and Morrison as Signature Retail Streets within the Retail Core
- ✓ **Focus** investment and resources on Signature Retail Streets
- ✓ **Employ** tactical tools to implement the signature retail spine
- ✓ **Create** unified identity and marketing strategy for the district



STREETSCAPE IMPROVEMENTS





SIDEWALK MANAGEMENT





MEDIUM/LARGE SCALE PROJECTS

Complete:

- Kress/Caplan
- Pacific Center
- Yeon Building
- TJ Maxx @ Sixth Avenue Center

Underway:

- Galleria
- Former Saks Fifth Avenue
- Pioneer Place

Future Plans:

- 10th and Yamhill Garage

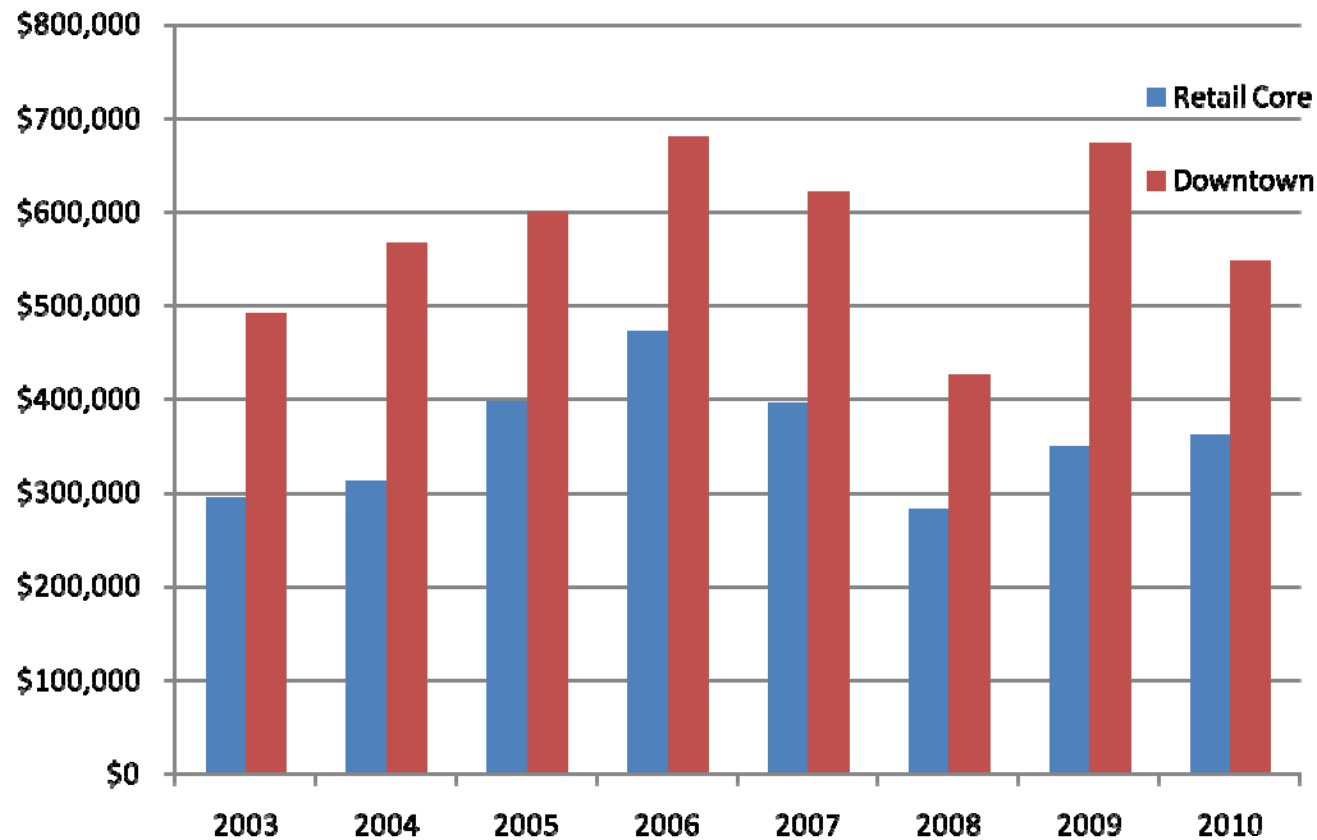
2009 Key Vacancies & Redevelopment Opportunities





DOWNTOWN BY THE NUMBERS

Business License Tax Revenues



Source: City of Portland, Bureau of Revenue, 2010



RETAIL RECRUITMENT AND RETENTION

Fast Fashion: Larger scale destination fashion retail concepts

Update: H&M, Tory Burch

Indigenous Retail: Continue prioritization for recruitment and retention assistance

Update: Pop-up shops, Indies in West End

Restaurants: Recruit indigenous restaurant concepts and large nationals

Update: Café Yumm, RingSide Fish House, Ruth's Chris Steakhouse, Yard House

Other Supportive Retailers: Cosmetics, Home Furnishings, Electronics, Sports Equipment

Update: Sephora, Nike, Shreve & Co., Apple, City Target





PDX POP-UP SHOPS



- Promote continuity, provide unique offerings, activate storefronts
- Support local designers/artists with temporary retail shops



YEAR-ROUND MARKETING





DOWNTOWN MARKETING INITIATIVE IMPACT



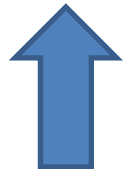
Favorable Impression of
Downtown: **68%**



Favorable Impression among
close-in residents: **78%**



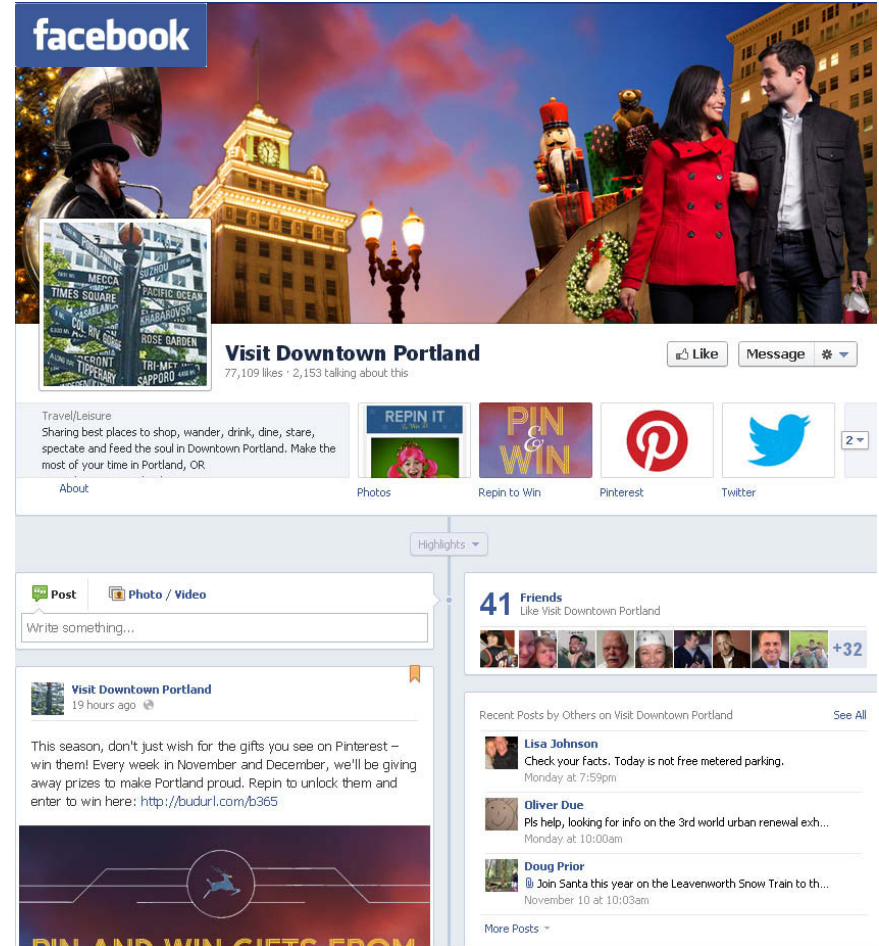
Website visitors: **234,098**



Downtown Story
Placements: **189**



Facebook fans: **77,109**





THANK YOU!

Downtown Clean and Safe
Downtown Marketing Initiative
Downtown Retail Council
Downtown Retail Vision Task Force
General Growth Properties
Leland Consulting Group
Pioneer Courthouse Square
Portland Business Alliance
Portland Mall Management, Inc.
Portland Development Commission
SmartPark
Sockeye
Studio of Tad Savinar
Travel Portland
Zimmer Gunsul Frasca

Agenda No.
REPORT NO.
Title

Accept Downtown Retail Strategy Update (Presentation).

Report

<p align="center">INTRODUCED BY Commissioner/Auditor: Mayor Sam Adams</p>	<p>CLERK USE: DATE FILED <u>NOV 08 2012</u></p>
<p align="center">COMMISSIONER APPROVAL</p> <p>Mayor—Finance and Administration - Adams</p> <p>Position 1/Utilities - Fritz</p> <p>Position 2/Works - Fish</p> <p>Position 3/Affairs - Saltzman</p> <p>Position 4/Safety - Leonard</p>	<p align="center">LaVonne Griffin-Valade Auditor of the City of Portland</p> <p>By: Deputy</p> <p>ACTION TAKEN:</p> <p align="center">NOV 14 2012 ACCEPTED</p>
<p align="center">BUREAU APPROVAL</p> <p>Bureau: Portland Development Commission Bureau Head: Patrick Quinton</p>	
<p>Prepared by: Raihana Ansary Date Prepared: 11/07/2012</p>	
<p>Financial Impact & Public Involvement Statement Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/></p>	
<p>Council Meeting Date November 14, 2012</p>	
<p>City Attorney Approval: required for contract, code, easement, franchise, charter, Comp Plan</p>	

<p align="center">AGENDA</p>
<p>TIME CERTAIN <input checked="" type="checkbox"/> Start time: <u>2:00pm</u></p> <p>Total amount of time needed: <u>30 min.</u> (for presentation, testimony and discussion)</p>
<p>CONSENT <input type="checkbox"/></p>
<p>REGULAR <input type="checkbox"/> Total amount of time needed: _____ (for presentation, testimony and discussion)</p>

FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:		
		YEAS	NAYS
1. Fritz	1. Fritz	✓	
2. Fish	2. Fish	✓	
3. Saltzman	3. Saltzman	✓	
4. Leonard	4. Leonard	✓	
Adams	Adams	✓	