

City of
Portland, Oregon



June 30, 2017

Tom Kelly
Prosper Portland Board Chair
222 NW 5th Ave.
Portland, OR 97209

Dear Tom,

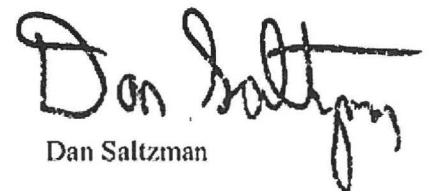
We first want to thank you and staff for the great work Prosper Portland has accomplished working with PBOT staff in the redevelopment of the SW 10th and Yamhill Parking Garage. This project has been a long time coming with many different iterations over the years and it is great to see a final vision so close to fruition. It will be great for the downtown retail core.

We do want to highlight one concern that has come up regarding the redevelopment and that is the current tenants and their ability to return to the upgraded spaces created through the redevelopment. Peterson's convenience store is a great example of a long standing small business that may be negatively impacted if they cannot return to their current location. City Council has received excellent testimony from employees of Peterson's and they make it clear that the SW 10th and Yamhill store makes the most revenue of all their downtown locations and really is the lifeline for the business. We urge Prosper Portland to see the value of supporting a small business with over 30 years of service to downtown and to sign a long term lease with Peterson's for a space in the SW 10th and Yamhill parking garage.

Thank you again for you and the board's support for this project and as always, never hesitate to contact either of us directly if you wish to discuss this or any issue that impacts Portland.

Sincerely,


Chloe Eudaly


Dan Saltzman

Cc: Mayor Ted Wheeler
Kimberly Branam
Douglas Peterson

PETERSON'S NOT TREATED FAIRLY BY PROSPER PORTLAND

By Doug Peterson

On December 1, Peterson's Convenience Store will celebrate our 34th anniversary at our Morrison location. Since day one, we have been open 365 days per year during all hours that the Max runs to best serve the over 900 customers from all walks of life who shop at the store each day. Our celebration is bitter sweet because December could also be our last full month in business at our Morrison location because Prosper Portland is requiring us to vacate our space by January 14, 2018 for a full year to renovate the Yamhill SmartPark garage and the ground floor retail area. The future beyond January 14 for us is unclear.

We were initially very excited about the opportunity to renovate our Morrison store. For us, making significant investments in the space would have been a risky undertaking since we have been on a month-to-month lease since the 90s. Until now, our landlord (the City of Portland) has never offered to make any improvements. The City gave up on fixing the air conditioning years ago, making the store so hot in the summer that the chocolate bars would melt!

Our excitement turned to anxiety when we realized that all the stores on our block, many who are also successful local legacy business (local businesses serving the community for over 33 years at the same location) were about to suffer the same fate as Portland's Albina neighborhood, where Prosper Portland pushed out families and businesses that they considered undesirable.

Prosper Portland has met with us several times since 2015 and have said that they have heard Peterson's desire to remain at our Morrison location. Their actions suggest otherwise. The construction plans divide our current space into smaller units, which indicates that we already face an uphill battle to keep our space. In addition, the application process isn't going to begin until Prosper Portland "is ready", which could easily extend beyond when we were asked to vacate. Even if we could apply before we lost employees who have been with the company for decades, the requirements set by Prosper Portland puts us at a disadvantage. Prosper Portland Resolution No. 7240 "set a lower priority for locally owned franchises with more than three locations" (we have four) and will not "allow off-premises sales of alcoholic beverages" (we sell Pacific Northwest wines and beer).

The requirement to vacate for an entire year or more during the remodel also feels targeted to root out existing businesses. Open store remodels are common, with just one example down the street at the Pioneer Square Starbucks. Our space is conducive to staying open since the major construction will occur on the corners of the building and the store fronts are slated to remain in-tact for some time. Allowing us to stay open would improve the safety and convenience of Max riders, since we sell the Hop Pass and are open all hours that MAX operates. Many of the over 3,500 supportive comments we received from our customers that have signed our petition discussed how they feel safer waiting for the MAX because Peterson's is open. Closing Peterson's for an entire year would also cause unnecessary hardship for our employees or cause us to lose great employees, some of who have been with us for decades.

Peterson's is a legacy business that is as well-known as Powell's books and Voodoo donuts. Other communities recognize the value of preserving legacy businesses like Peterson's as historical assets, because of the intangible elements of culture and community created by long-standing businesses over time. For example, San Francisco passed Prop J, which helps preserve locally-owned business that are over 30 years old by offering an annual grant of \$500 per

employee, as well as an annual \$4.50 per square foot grant to property owners who extend 10-year leases to Legacy Business tenants.

It is heartwarming to read the comments we received from our petition to save the store, including “Would hate to see this store go. It is a Portland landmark”, “Very important local business, like a corner bodega, a store like this serves an important function to the community”, and “It’s open late and a lifesaver. We need to keep stores like this in business. Stop pushing small business out of Portland!”. We urge Prosper Portland to hear our customer’s love for Peterson’s and allow us to remain at the location where we have served Portland for decades.

**PORTLAND CITY COUNCIL
COMMUNICATION REQUEST
Wednesday Council Meeting 9:30 AM**

AUDITOR 08/01/17 AM 8:13

Council Meeting Date: 10/4/17

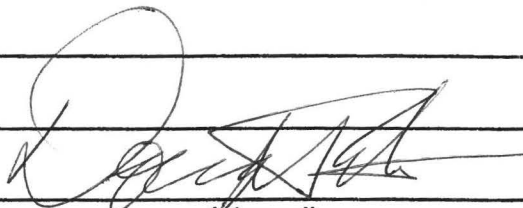
Today's Date 7/31/17

Name Doug Peterson

Address 115 S.W. Yamhill Portland, OR 97204

Telephone 503-227-0567 Email dgp@teleport.com

Reason for the request: Follow up on Peterson's On Morrison
status


(signed)

- Give your request in writing to the Council Clerk's office to schedule a date for your Communication. Use this form or email the information to the Council Clerk at the email address below.
- You will be placed on the Wednesday official Council Agenda as a "Communication." Communications are the first item on the Agenda and are taken at 9:30 a.m. A total of five Communications may be scheduled. Individuals must schedule their own Communication.
- You will have 3 minutes to speak and may also submit written testimony before or at the meeting. Communications allow the Council to hear issues that interest our citizens, but do not allow an opportunity for dialogue.

Thank you for being an active participant in your City government.

Contact Information:

Karla Moore-Love, City Council Clerk
1221 SW 4th Ave, Room 130
Portland, OR 97204-1900
(503) 823-4086

email:

Karla.Moore-Love@portlandoregon.gov

Sue Parsons, Assistant Council Clerk
1221 SW 4th Ave., Room 130
Portland, OR 97204-1900
(503) 823-4085

email:

Susan.Parsons@portlandoregon.gov

1083

Request of Doug Peterson to address Council regarding Peterson's
On Morrison (Communication)

OCT 04 2017

PLACED ON FILE

Filed SEP 26 2017

MARY HULL CABALLERO
Auditor of the City of Portland

By *Susan Parsons*
Deputy

COMMISSIONERS VOTED AS FOLLOWS:		
	YEAS	NAYS
1. Fritz		
2. Fish		
3. Saltzman		
4. Eudaly		
Wheeler		