



PORTLAND BUSINESS ALLIANCE

Leading the way

August 9, 2011

The Honorable Sam Adams
City of Portland
1221 SW Fourth Avenue, Room 340
Portland, OR 97204

Dear Mayor Adams and Members of the City Council:

On behalf of the Portland Business Alliance, I am writing to resolve an issue of importance to our downtown retail strategy regarding the operations of the City-owned 10th & Yamhill (Morrison Park West), 3rd & Alder (Morrison Park East), and SW 4th/Yamhill parking garages.

These garages were developed and approved to meet the short-term parking requirements of our retail core, a need that today is as important as ever. After an extended period of malaise, our retail core is showing encouraging signs of new vitality with the recent additions of Sephora and H&M, and plans for expanding Nike. The short-term parking provided by the City garages is a critical component of keeping this momentum going. However, these garages are now being extensively operated for long-term parking, improperly stimulated by the sale of monthly parking permits.

These operations not only undercut downtown's retail prospects, they also violate City regulations and conditions of approval for these garages. The Morrison East, Morrison West, and SW 4th/Yamhill (above-grade spaces) parking garages were approved for short-term parking as a conditional use (CU 82-76, CU 83-76, CU 87-83, and CU 85-87). Under the current code these spaces are designated as Visitor Parking (PZC 33.510.263.I.1.b.(4)). As Visitor Parking, the sale of monthly permits is prohibited (PZC 33.510.263.C.4). The current practice of selling monthly parking permits violates this regulation.

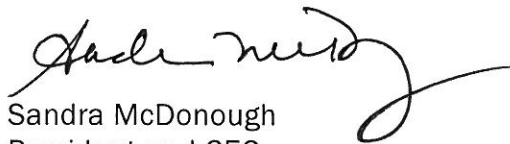
In addition, the conditions of approval in the conditional use permits for these garages continue to apply. (PZC 33.510.263.I.1.b(1)). So, for example, the condition of approval in CU 87-83 that "*In managing the [Morrison West] garage, the [City] shall seek to ensure that the approved expansion does not result in a proportional increase of day-long parking*" remains applicable. The proportion of long-term parking today is substantially higher than the 6.67 percent reported in the Hearings Officer's Report at the time the CU was approved; a violation of the condition of approval.

We fully appreciate the desire to operate long-term parking and sell monthly permits to increase City parking revenues. But we feel these garages were built with the support of the downtown business community and approved with conditions by the City for a specific purpose that has not changed, and should be operated for that intended purpose. Therefore, we ask that you take steps to:

- Discontinue the sale of monthly parking permits for the City garages, and
- Implement a parking management plan aimed at reducing the long-term use and promoting the short-term parking use of these garages.

The PBA stands ready to work with the City to ensure the success of these garages for their intended use. Please feel free to call me if I can be of any assistance.

Sincerely,



Sandra McDonough
President and CEO



William Palmer
Downtown Retail Council Chair

cc: Commissioner Fish
Commissioner Fritz
Commissioner Leonard
Commissioner Saltzman