

# Annual Downtown Retail Town Hall

May 5, 2011



# Agenda

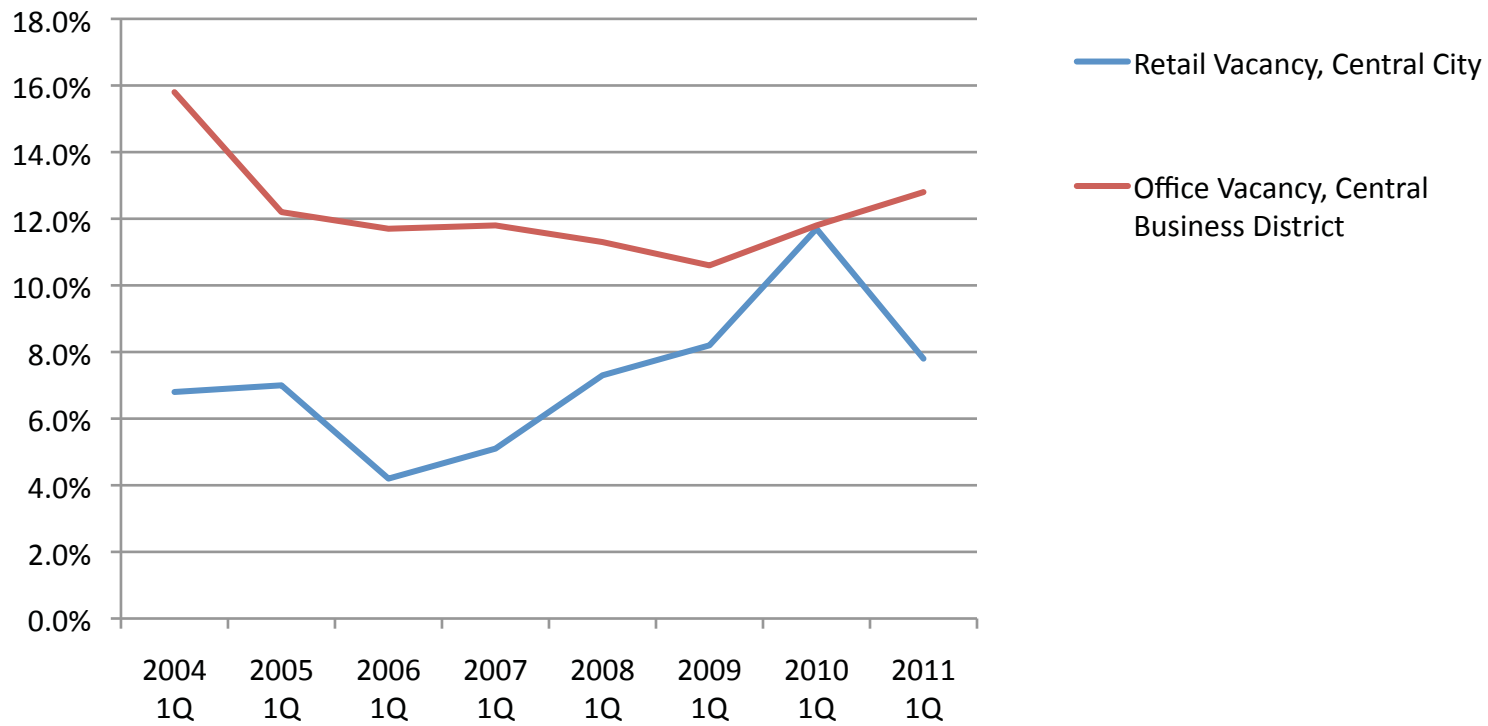
- 8:00am Welcome
- 8:05am Questions & Answers
- 8:10am State of Downtown: By the Numbers
- 8:15am State of Downtown: Summary of Recent Investments
- 8:20am Police Bureau Update
- 8:30am Status of Downtown Retail Strategy
- 8:35am Central City Plan 2035
- 8:40am Partnership Actions
- 8:45am Questions & Answers

# Open Mic

- Questions?
- Comments?
- Compliments?
- Concerns?

# State of Downtown: By the Numbers

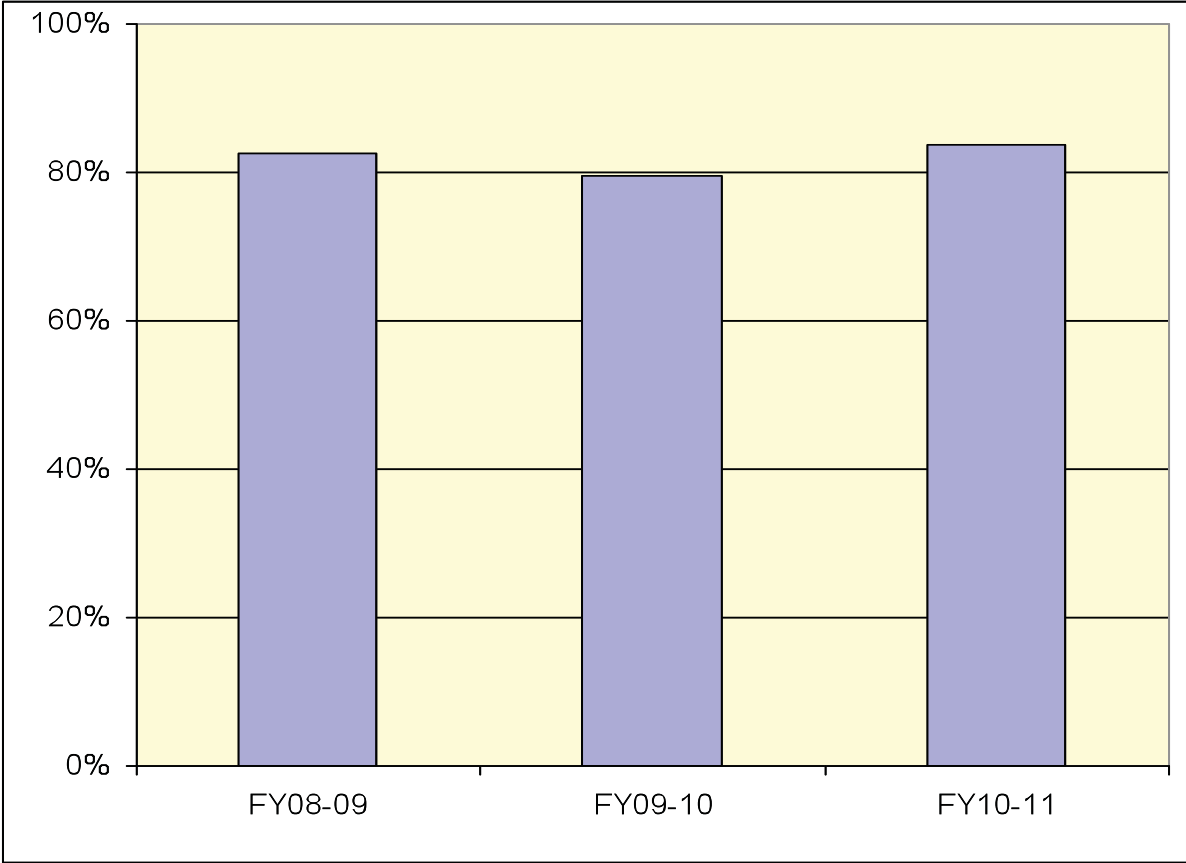
## Office/Retail Vacancy Rates



Source: Norris, Beggs & Simpson, 2011

# State of Downtown: By the Numbers

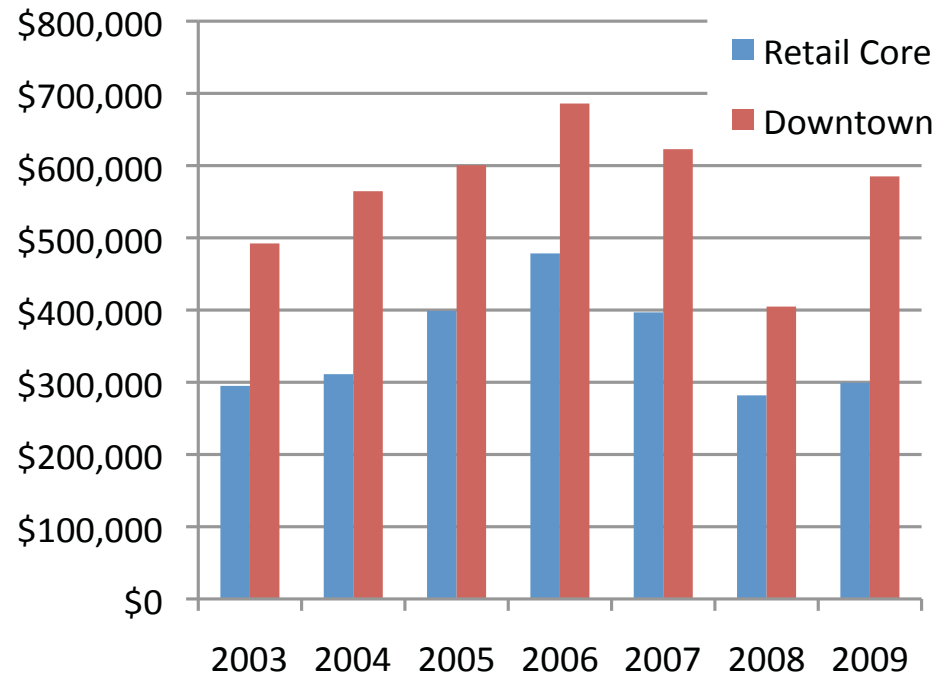
## Annual Occupancy Rates for Smart Park Garages



Source: City of Portland, Bureau of Transportation, 2011

# State of Downtown: By the Numbers

## Business License Tax Revenues



*Source: City of Portland, Bureau of Revenue, 2009*

# Budget Investments

## **Economic Development**

- \$ 3.2 million for programs that grow local businesses in neighborhoods and in high-growth cluster, and traded sector industries, restoring previous reductions to the Portland Development Commission's budget.

*Source: City of Portland, 2011*

# Budget Investments

## Housing/Shelter

- \$4.2 million for shelter services, rent assistance, and access.
- Over \$3 million in comprehensive responses to the addiction and mental health issues that impact the livability of our community and the work of our Police staff.

## Public Safety

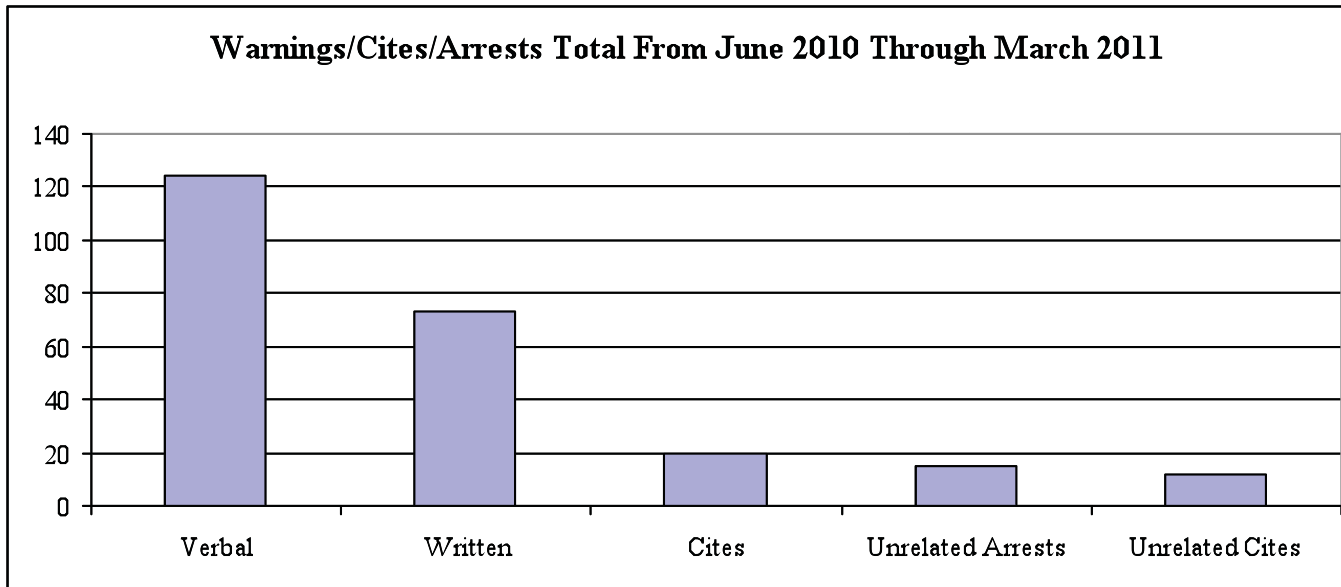
- 4.6% increase in overall public safety general fund spending, including a 6.9% increase for police.
- \$2 million increase in funding for Police Bureau equipment and training so that staff is adequately supported in their work.

*Source: City of Portland, 2011*

# Sidewalk Management Ordinance

- Approved in 2010.
- Anyone sitting on a sidewalk must leave a 6-8 foot zone for passers, depending on the width of the sidewalk.
- Allows for a written warning from a police officer to a person engaging in prohibited conduct and a maximum \$250 citation for a second violation.



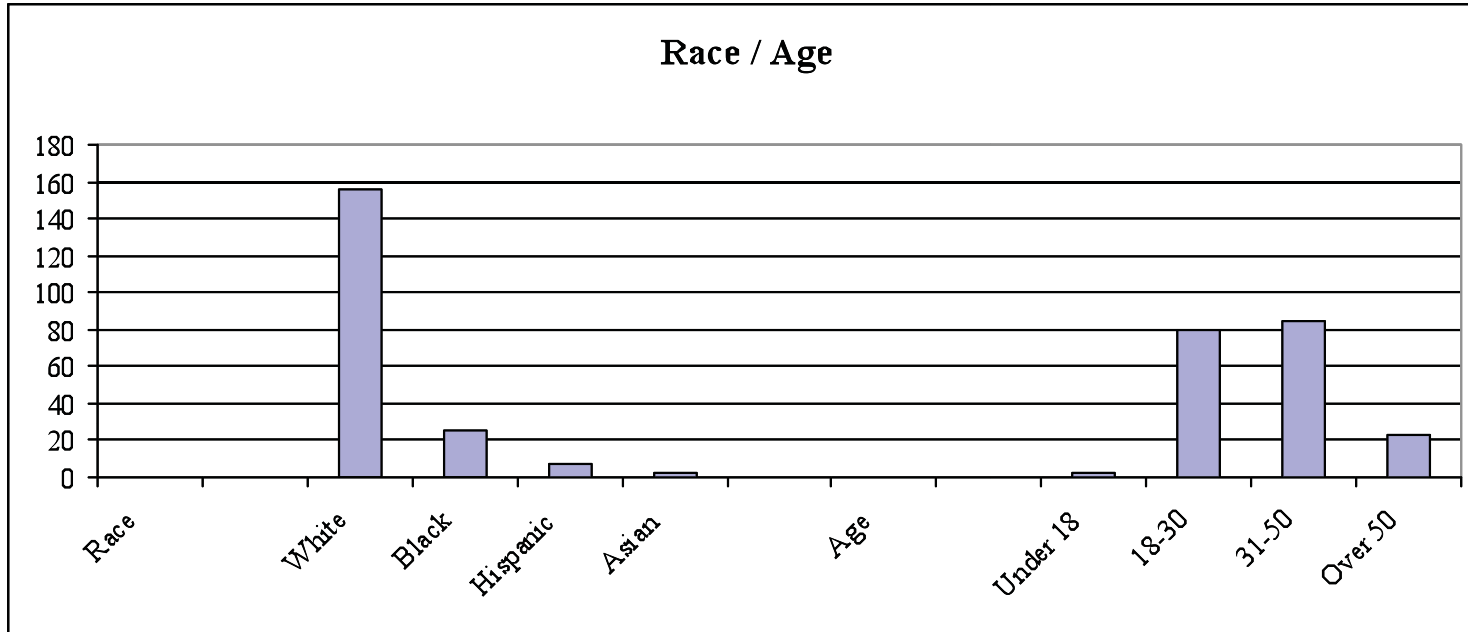


**Warning / Cites / Arrests**

**Total**

Verbal	124
Written	73
Cites	20
Unrelated arrests	15
Unrelated cites	12



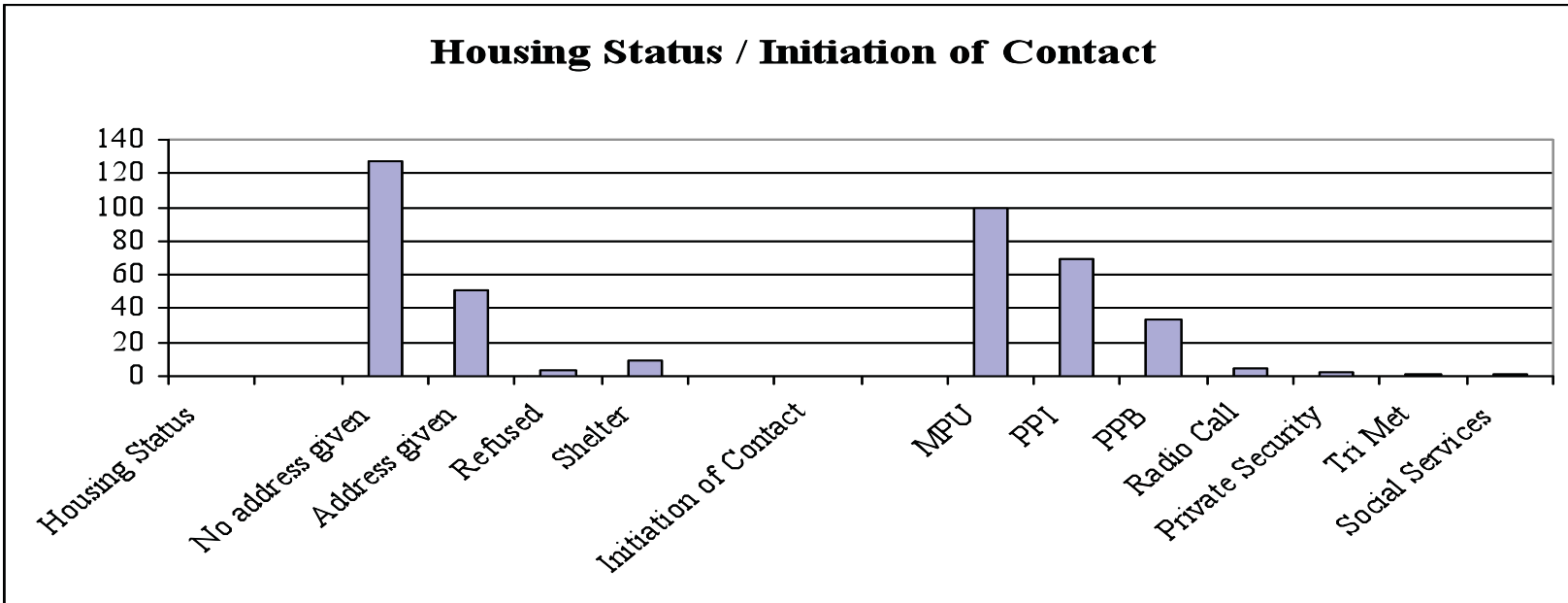


<u>Race</u>	<u>Total</u>
White	156
Black	25
Hispanic	7
Asian	2

<u>Age</u>	<u>Total</u>
Under 18	3
18-30	80
31-50	84
Over 50	23



### Housing Status / Initiation of Contact

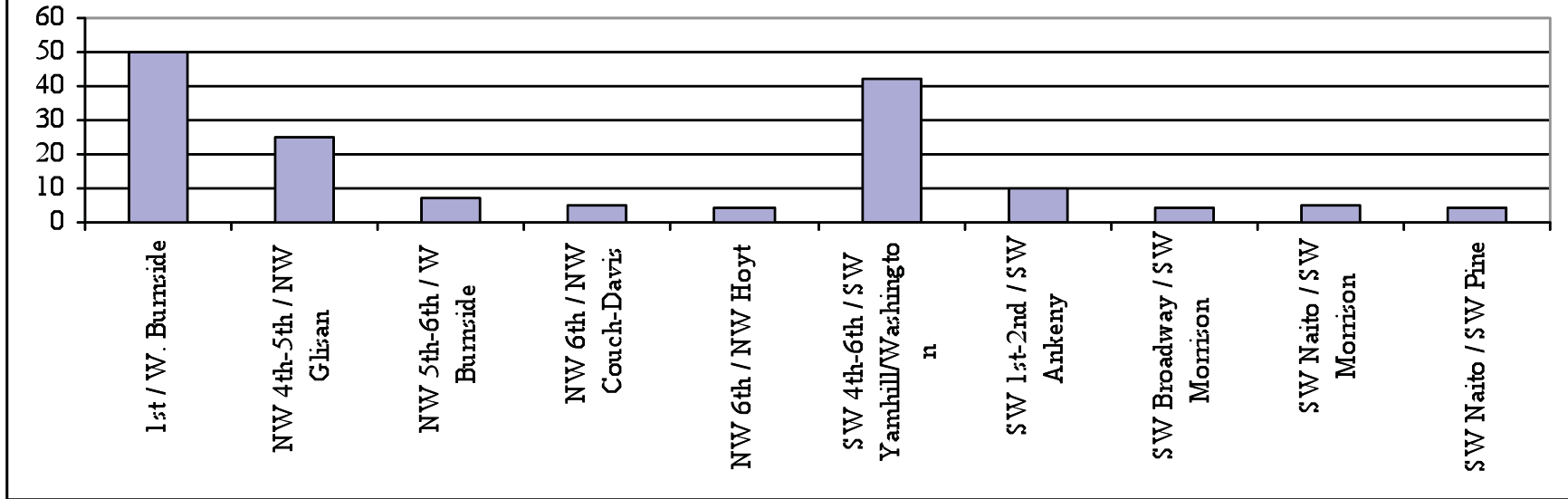


<u>Housing Status</u>	<u>Total</u>
No address given	127
Address given	51
Refused	3
Shelter address	0

<u>Initiation of Contact</u>	<u>Total</u>
MPU	100
PPI	70
PPB	34
Radio call	5
Private Security	2
TriMet	1
Social Services	1



## Top 10 Locations of Occurrence



### Top 10 Locations of Occurrence

### Total

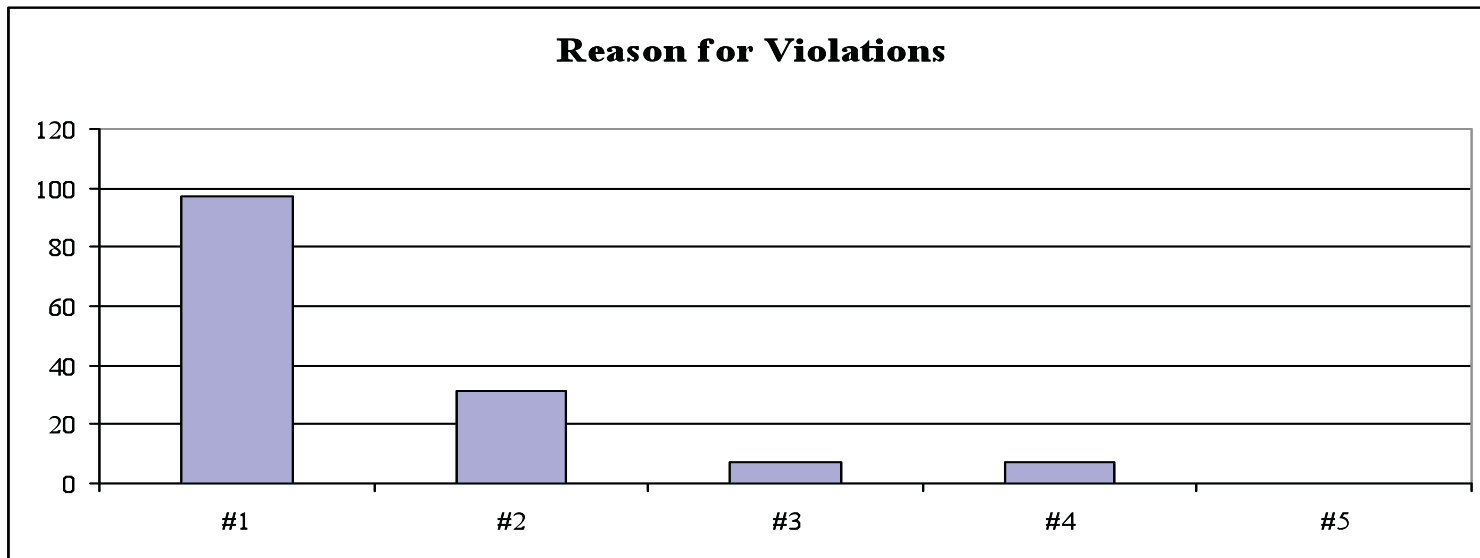
1 <sup>st</sup> / W. Burnside St	50
NW 4 <sup>th</sup> -5 <sup>th</sup> / NW Glisan St	25
NW 5 <sup>th</sup> -6 <sup>th</sup> / W Burnside St	7
NW 6 <sup>th</sup> / NW Couch-Davis St	5
NW 6 <sup>th</sup> / NW Hoyt St	4
SW 4 <sup>th</sup> -6 <sup>th</sup> / SW Yamhill-Washington St	42
SW 1 <sup>st</sup> -2 <sup>nd</sup> / SW Ankeny St	10
SW Broadway / SW Morrison St	4
SW Naito / SW Morrison St	5
SW Naito / SW Pine St	4

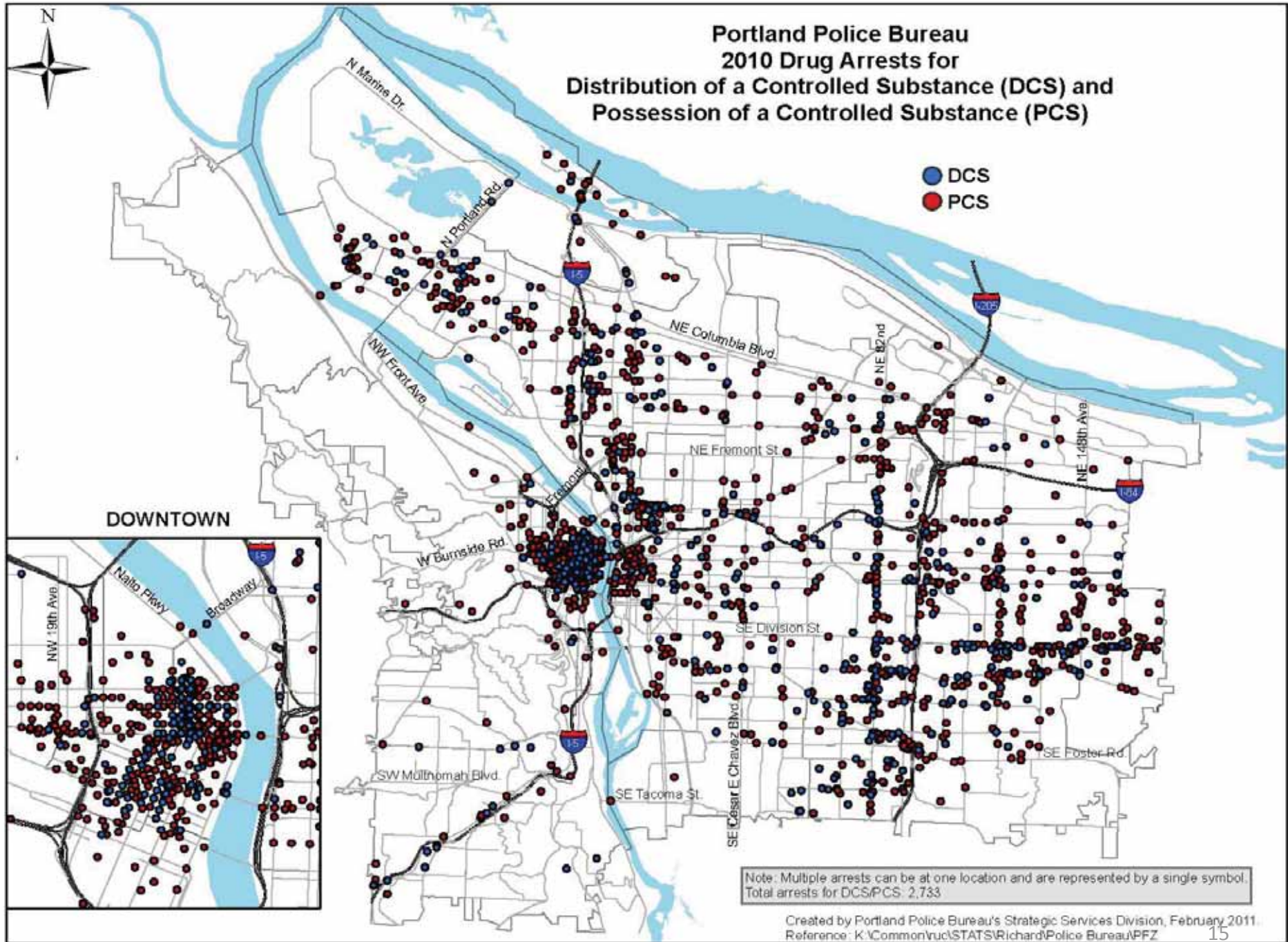


**REASONS FOR VIOLATION:**

1. In a pedestrian use zone but were not a pedestrian. (Total 97)
2. Placed or left an object in a pedestrian use zone and object was not within reaching distance and/or were not a pedestrian. (Total 31)
3. Responsible for control of dog on sidewalk but was not on a leash or in hand and within 2 feet. (Total 7)
4. Responsible for control of dog in pedestrian use zone and dog not on leash or in hand and within 2 feet and/or you were not a pedestrian. (Total 7)
5. Failed to yield use of sidewalk at the reasonable request of a disabled person. (Total 0)

**Note: Reasons for violations were not added to monthly reports until October 2010.**





Portland Police Bureau  
2010 Arrests for DCS and PCS in the  
Pearl, Downtown and Old Town/Chinatown Neighborhoods

<b>Pearl District: 2010 Arrests - Top 4 drug categories</b>					
DCS	Total	Percent of Total	PCS	Total	Percent of Total
COCAINE	18	78%	COCAINE	72	51%
MARIJUANA	2	9%	MARIJUANA	34	24%
METHADONE	2	9%	HEROIN	18	13%
HEROIN	1	4%	METHADONE	12	9%
Total all drugs		23	Total all drugs		140

<b>Downtown Neighborhood: 2010 Arrests - Top 4 drug categories</b>					
DCS	Total	Percent of Total	PCS	Total	Percent of Total
MARIJUANA	38	45%	MARIJUANA	199	43%
HEROIN	24	28%	HEROIN	134	29%
COCAINE	12	14%	COCAINE	61	13%
ECSTASY	3	4%	METHADONE	27	6%
Total all drugs		85	Total all drugs		465

<b>Old Town/Chinatown: 2010 Arrests - Top 4 drug categories</b>					
DCS	Total	Percent of Total	PCS	Total	Percent of Total
COCAINE	60	63%	COCAINE	241	54%
MARIJUANA	21	22%	MARIJUANA	107	24%
METHADONE	6	6%	HEROIN	47	11%
HEROIN	3	3%	METHADONE	23	5%
Total all drugs		96	Total all drugs		444

<b>Total All Three Neighborhoods 2010 Arrests - Top 4 drug categories</b>					
DCS	TOTAL	Percent of Total	PCS	TOTAL	Percent of Total
COCAINE	<b>90</b>	<b>44%</b>	COCAINE	<b>374</b>	<b>36%</b>
MARIJUANA	<b>61</b>	<b>30%</b>	MARIJUANA	<b>340</b>	<b>32%</b>
HEROIN	<b>28</b>	<b>14%</b>	HEROIN	<b>199</b>	<b>19%</b>
METHADONE	<b>9</b>	<b>4%</b>	METHADONE	<b>62</b>	<b>6%</b>
3 Neighborhood Total all drugs		<b>204</b>	3 Neighborhood Total all drugs		<b>1049</b>

DCS - Delivery of a Controlled Substance.

PCS - Possession of a Controlled Substance.

Note : If an arrest included both DCS and PCS charges, it was counted as DCS in order to not double count arrests for this analysis.

# 2009 Portland Downtown Retail Strategy

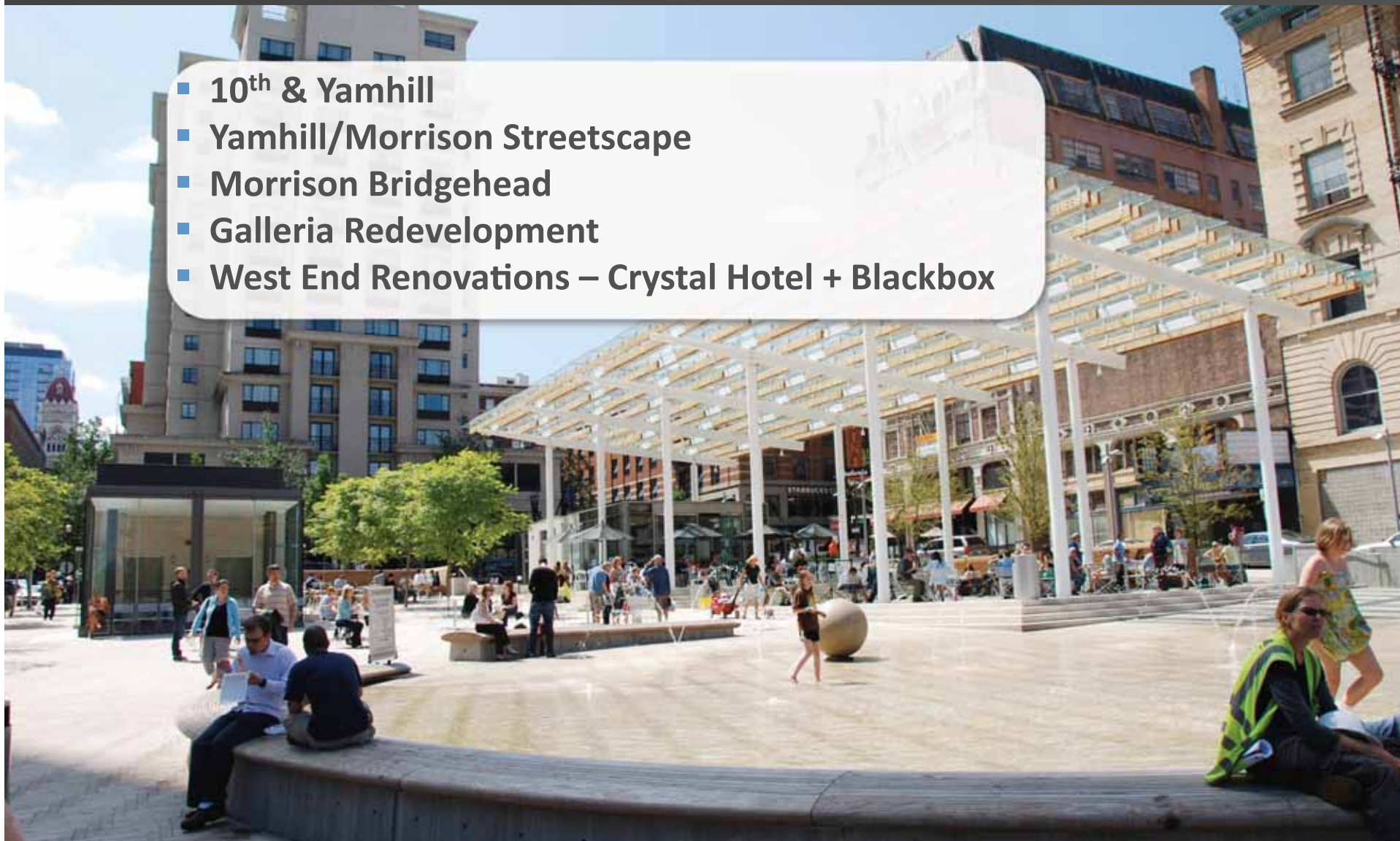


# Primary Four Action Areas

- **Designate Yamhill and Morrison as Signature Retail Streets with the Retail Core** (streetscape improvements and marketing strategy for these streets are underway and should be complete by Summer 2012).
- **Focus investment and resources on Signature Retail Streets** (remaining urban renewal dollars will be going to 10 & Yamhill and streetscape improvements)
- **Create unified identity and marketing strategy for the district** (Yamhill/Morrison branding exercises are underway and will be complete by September 2011).
- **Employ tactical tools to implement the signature retail spine** (In 2010, PDC able to raise matching storefront grants from 30-100K).

# Downtown Redevelopment

- 10<sup>th</sup> & Yamhill
- Yamhill/Morrison Streetscape
- Morrison Bridgehead
- Galleria Redevelopment
- West End Renovations – Crystal Hotel + Blackbox



# Downtown Redevelopment

Bookend Redevelopment  
Strategy



# Retail Recruitment and Retention

**Fast Fashion:** Larger scale destination retail concepts  
*Update: H & M opened in November- Largest opening west of Manhattan*



**Indigenous Retail:** Continue prioritization for recruitment and retention assistance  
*Update: Pop Up Shop program, Crafty Wonderland, Flurry, and Portland Design Collective now with permanent locations.*

**Restaurants:** Recruit indigenous restaurant concepts and large nationals  
*Update: Café Yumm to open in Spring, National recruiting efforts continue*



**Other Supportive Retailers:** Cosmetics, Home Furnishings, Electronics, Sports Equipment  
*Update: Lease announcements soon*

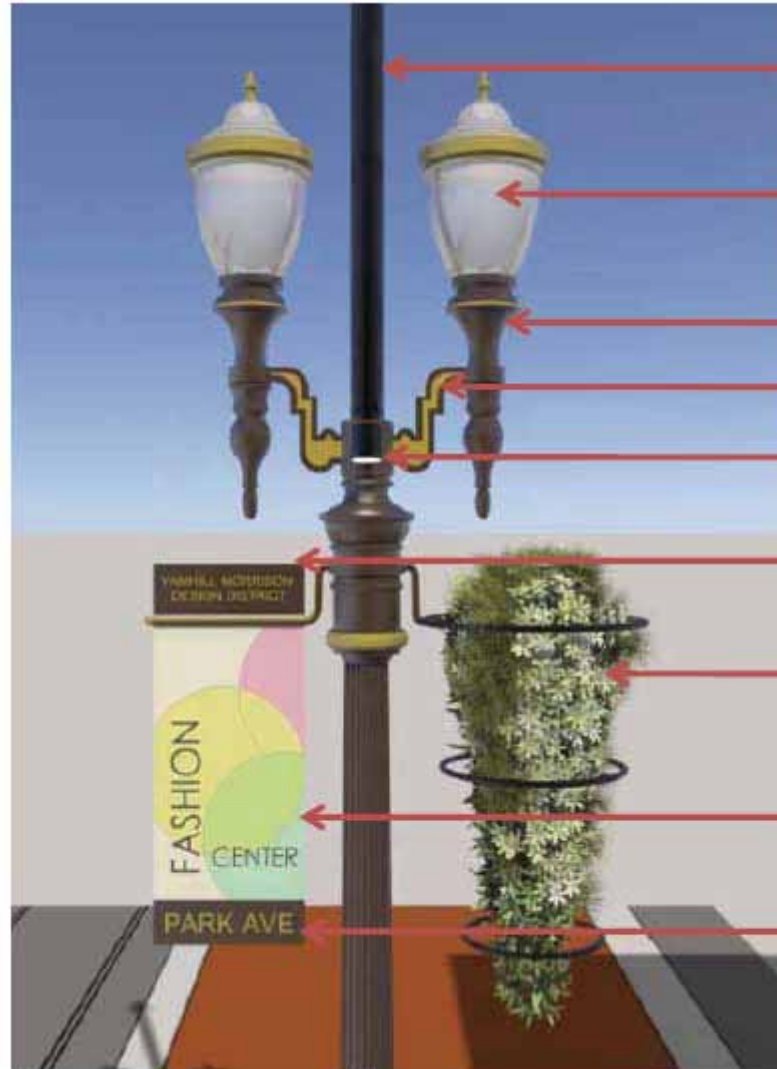
# Yamhill Morrison Improvements

- Summer 2011: Twin Ornamental Facelift
- Fall 2011: Identity + Banner Armature
- Summer 2012: Signature Planters



# Yamhill Morrison Improvements

## Twin Ornamental Lights: Facelift + New Identity



neutral pole color (secondary elements)

new lens

pole paint color

detail color

down light

district identification

hanging basket

event banner

street sign

# Yamhill-Morrison Branding

## Tone / Personality

- Dynamic
- Intelligent
- Confident
- Sophisticated

## Brand Values

- Celebrate community
- Curate best of Oregon and nation
- Be authentic
- Pursue quality

Naming will be finalized by 6/30/11 (will include large stakeholder meeting)

Identity & Guidelines will be finalized by 8/30/11 (will include large stakeholder meeting)

# Proposed CBD Districts



Source: City of  
Portland

# Partnership Actions

- Clean and Safe Number:  
(503) 224-7383  
*animal control, graffiti, loitering, nuisance, etc.*
- Michael Boyer, DT Prevention Coordinator:  
(503) 823-5852  
*In-set doors (lighting and gating)*
- 911: crime in progress