

February 13, 2006

Hon. Jim Kalb, Mayor
Members, City Council
Chief of Police
City of Portsmouth, Ohio

Dear Neighbors:

We, the undersigned local businesses, wish to thank all who are involved in addressing the parking problems faced by retailers in downtown Portsmouth. With the distinct possibility that the U.S. Grant Bridge will finally be completed this year, many of us are looking forward to welcoming back many customers from Kentucky and West Virginia and also to possibly welcoming some new retailers to our downtown.

The parking problems faced by downtown retailers are not new. The issue has affected local businesses ever since metered parking was discontinued and two-hour parking enforcement was allowed to lapse.

For those who may not understand the need for parking enforcement, perhaps a bit of "Economics 101" is in order.

Downtown Portsmouth is fortunate to have a mix of retailers, retail/service and service providers. Each type of business, however, is very different in the nature of its customer base and, therefore, different in need(s) for parking.

Examples of retailers are: antique shops, book stores, clothing stores, gift shops, jewelry stores, music stores and toy stores... businesses that sell a particular product or line of products. Though each type of retailer has a particular customer base, they all depend upon the casual shopper, including visitors from out of the area... those who see a shop's sign and decide to take a look. Immediate (in-front of or very nearby) parking for potential customers is critically important to retailers. Very few retailers are large enough to have their own parking lots.

Examples of retail/service providers are: appliance stores, coffee shops/pubs, furniture stores, grocery stores, hardware stores, hearing aid centers, pawn shops, pharmacies, restaurants and salons... businesses that sell a specific product and provide a service in support of the product. These businesses are more dependent upon a local customer base. Immediate parking for regular and potential new customers is important to retail/service providers. Some retail/service providers have their own parking lots.

February 13, 2006

Examples of service providers are: accounting firms, banks (including credit unions and savings & loan associations), check-cashing stores, investment firms, law firms, medical offices, mortgage lenders, hotels/motels and radio and television stations... business that provide a service but do not "sell" a product for customer purchase. Immediate (in-front of business) customer parking is not a requirement for the majority of these businesses. They do, however, require parking for their employees. Few service providers have their own parking lots. Some (banks, motels, etc.), however, do have parking and provide drive-through service.

Where retail exists nearby to service providing businesses, conflicts arise as to where service provider owners and employees will park. And why should this be important to retailers?

On average, each and every on-street parking space (such as on Chillicothe, Gallia, Second and adjacent streets) generates a potential minimum of \$100,000 in retail sales per year. Whenever these on-street parking spaces are taken by employees or owners of service providers, this potential is eliminated... and retail sales suffer. Compare this \$100,000 in retail sales per on-street parking space with the potential retail sales generated from parking lot or parking garage spaces. Parking lot and parking garage spaces generate, on average, \$10,000 in retail sales per year – 10% that of on-street parking. Parking lots and parking garages first serve employees and service providers – they are a secondary parking provider for retailers. All parking-related retail sales estimates are based upon national retail organization and various city/state-sponsored financial studies, in other states, found on various websites.

It is no accident that major retailers such as K-Mart/Sears, Kroger and WalMart do not allow their employees to park in front of their stores or that drive-through businesses forbid blocking the traffic lanes to their drive-through windows. All retailers seek to ensure the easiest of customer access to their place of business. Many local retirees who worked in downtown Portsmouth retail shops in years past will tell you they parked blocks away from the downtown in order to keep parking space available for customers: Because, the bottom line for their employers was – street parking in the downtown business area is for the purpose of encouraging customers to shop in their stores.

February 13, 2006

If Portsmouth is to ever attract national or regional retail to the downtown, especially considering that City Hall may be relocated to a downtown area, the issue of parking must be addressed and the concept of customer parking must become understood by all who live, work and shop in downtown Portsmouth.

Sincerely,

Wanda Blair,
Ruthann Brush,
Kelly Chabot,
Patty Clay,
Jim Daehler,
Laura & Rick Estep,
Damon Graf,
Kevin Johnson & Paul Johnson,
Tony Lavinder,
Mark Morgan & Rick Morgan,
Terry Ockerman,
Mike & Wendy Pistole

Mickey Warsaw,

Classi Image
Ruthann Brush Realty
Relaxation Station
Kay Jewelry Company
Morgan/Stanley
Estep Sporting Goods
Port City Café & Pub
The Emporium at Portsmouth
Perfect Scents & Such
Morgan Brothers Jewelers
Helig-Meyers Building Development
Life Ambulance Corporate Headquarters
Cash Station
Pampered Princess
Lewis Furniture Company

**A Petition for Consideration
The City Council and Mayor / City of Portsmouth, Ohio
Concerning Downtown Parking Enforcement**

- Whereas: Parking is the lifeblood of retail sales, and
Whereas: On-street parking is critical for attracting the impulse shopper, and
Whereas: The City of Portsmouth is seeing a resurgence of retail opportunities in the Downtown Improvement Project Area – especially along Chillicothe Street – as well as within the Boneyfiddle Historic District, and
Whereas: Lack of downtown parking management, especially along Chillicothe Street and around the Esplanade, causes retailers to lose business and for some to move their business elsewhere, and
Whereas: An on-street parking space can generate \$70,000 to \$100,000 in retail sales per year when the two (2) hour parking restriction, as required by City Ordinance, is properly managed, encouraged and enforced, and
Whereas: The current practice of not enforcing two (2) hour parking results in downtown office employees parking on the street all day, thereby discouraging potential new, returning and visiting customers, and
Whereas: This lack of parking is costing downtown retailers a minimum of \$4,000,000 in annual sales, and
Whereas: The proposed new City Hall on Chillicothe Street will further exacerbate the parking situation for current and future retail outlets, and
Whereas: The City needs to act now for the future of a downtown with a new City Hall and the development of new retail establishments.

Therefore, be it resolved that the following individuals and businesses hereby petitions the City Council and Mayor to consider and implement the following:

- 1) That the position of Parking Enforcement Officer be funded by the City for the purpose of
 - a) Enforcing City ordinances as regards parking in identified two (2) hour zones within the Downtown Improvement Project Area and Boneyfiddle Historic District,
 - b) Enforcing City and State ordinances as regards dumping of trash (as time and circumstance allows), and
 - c) Serving as a source of information for keeping the City informed as to conditions in the downtown area of Portsmouth and providing feedback from merchants and retailers.
- 2) That the position of Parking Enforcement Officer be managed by the Portsmouth Police Department via the City's Traffic Committee.
- 3) That any and all Ordinance enforcement fines assessed or levied by this Officer offset the costs of the position of Parking Enforcement Officer.
- 4) That this Parking Enforcement Officer be provided equipment, including transportation, appropriate to and in support of the position.

Costs Associated with the position of Traffic Enforcement Officer

Salary: Entry Level Portsmouth Police Department Salary - \$24,300
 Academy Graduate Salary - \$29,500

Benefit Costs

Administrative Costs of processing, collections, remittance and handling enquiries and complaints

Management and supervisory staff

Equipment (tickets, envelopes)

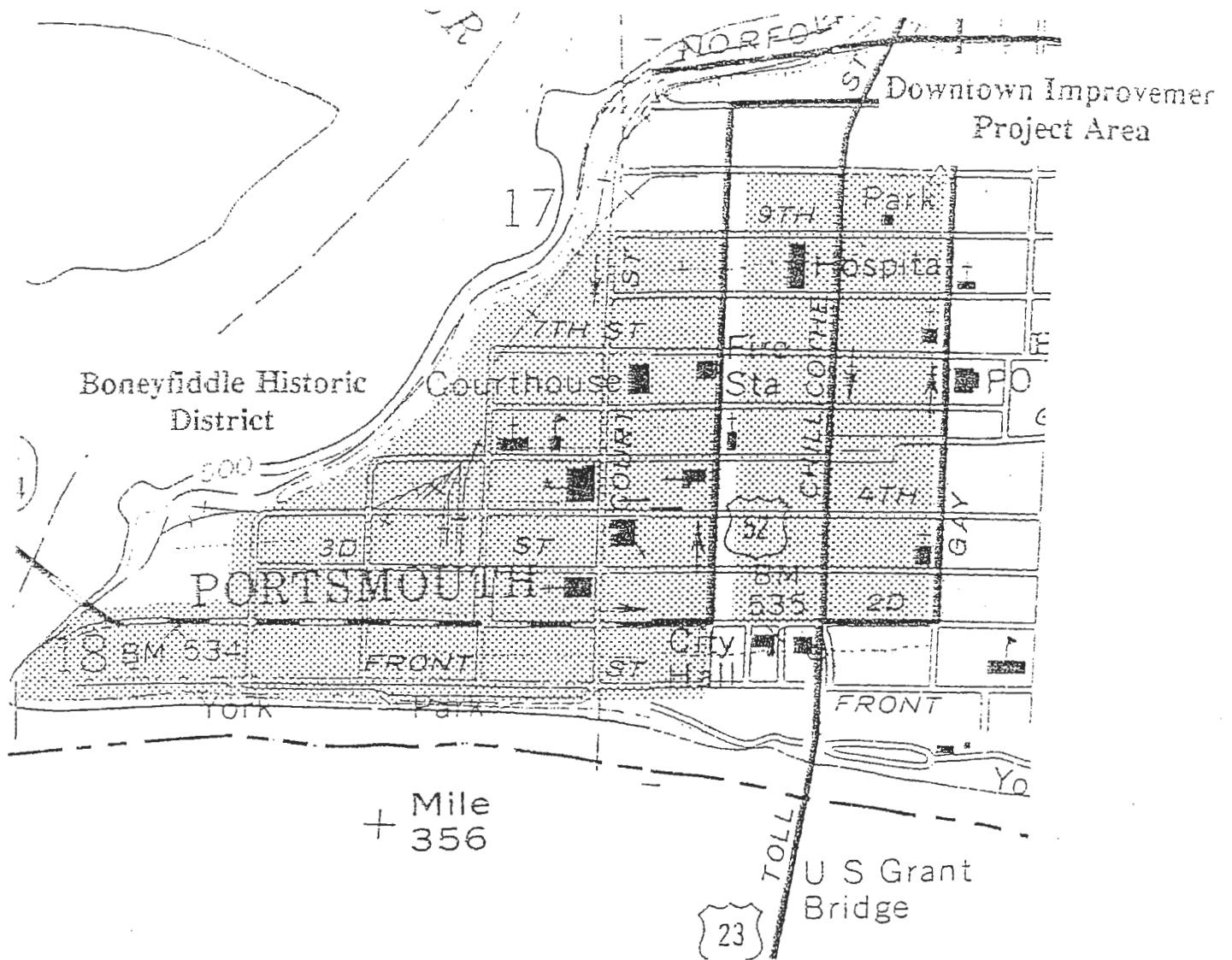
Office space

Other Administrative costs

Information Systems support

Transportation (vehicle, fuel, maintenance, etc.)

Training



**Location Map for
Boneyfiddle Historic District
and
Downtown Improvement Project**

For specific information about which properties are included in these districts, contact the Design Review Board, Community Development Department, City of Portsmouth, 740 Second Street, Griffin Hall, Portsmouth, OH 45662. Telephone (740) 354-5673.

Name	Address	Business (if applicable)
Morley Morgan	739-5th	Morgan Buttons Jewellers
R. W. Morgan	739-5th	MORGAN BROTHERS
Curtis	945 4th St	Patrol (Social Security)
John Adams	1657-5th St	
Molly Bonnell	800 Galli Street	WHCP-TV30
G. Sullivan	1718 Baird Ave	
J. A.	213 MADISON ST.	SHAWNEE SANITATION
Linda Egan	529 6th Street 439 MEADOWLAND	The Captain's Quarter
Beverly How	1210 Lakeside	Portsmouth Office
Susan Martavon	1233-24th-ports.	Emporium
Harriet Carlson	7514 Canterbury Rd. Shiohills	-
Joan S. Duncan	1371 Altamont Ave	
Gail Valentine	1575 HOGAN ST.	Packrats Antiques
Denise Cook	2724 Sunrise Ave	Ports - Emporium
Vacinn J. James	836 4th St. Portsmouth, OH	Kramer's Catering
Mike Herrmann	3205 Orchard Dr Portsmouth OH.	Tessie's Antiques
E. L. Barrett	1211 Hogan St Portsmouth OH	- Emporium

Name	Address	Business (if applicable)
Katherine Zamer	813 Gallia St	Relaxation Station
Kelly Chabrt	813 Gallia St.	Relaxation Station
SALLIE HAMMONS	1201 OAKHILL DR	LEITCHFIELD KY 42754
Mary Nell Packer	3317 Westwood Dr.	Portsmouth Oh.
Maria Temple	2814 Gilbert Ave.	Portsmouth OH
Roger B. Jorgensen	2460 Meadow Ridge	Wheelerburg, O
Jayce Rogan	8051C SR 335	Portsmouth
James Hurd	197 Edendale Rd	Portsmouth
Susan Payne	650 Colony Dr	Wheelerburg
Delva Manley	- 1120	Noson St. Portsmouth
Mal Lacheta	3181 VANDERBERG	Col Oh
W. Michael Stapleton	206 1/2 Market St.	Apt # 3
Paul M. Owens	1657 1/2	Portsmouth Ohio
Allison J. Kelt	2234 Vinton Ave	Portsmouth O
Wanda L. Justice	222 Chillicothe St.	#404 Portsmouth, Ohio 45662
Donald L. Mott	2626 Clover Lane	Wheelerburg, Ohio 45694
Mom W. Colburn	Waverly,	Ohio 45690

Name

Address

Business (if applicable)

Nilma Barrett 1211 Hogan St Emporium

Terry Ockerman 840 Gallia TERRY OCKERMAN

Jody Cappel 1126 Kinneys STUDENT SSU

Thomas Cappel 1126 Kinneys STUDENT SSU

Lestie K. Haaf 1603 offnere St.

David Newman 2720 South Cedar

Bess Baker 360 Dewey Ext Rd Lucasville 45648

Marilyn George 9066 Sid. 140, Ohio
Wheelerburg

Richard Brush 731-7th - Portsmouth

Carolee Wain Harrison Ky.

Elmer Dickie Garrison Ky

Joyce Grimm Portsmouth, OH

Paul O'Neil 607 HARDING AVE PORTSMOUTH, OH

Karla Otalora 2235 Woodlawn Rd Portsmouth Ohio

Paul F. Nelson, 5530 AUBURN AVE, OHIO 45662
PORTSMOUTH

Steven Doster 2021 Old Main Mayville, KY

Melinda Arnold 549 Cook Rd Lucasville OH 45044
41056

Name

Address

Business (if applicable)

Patty Clay 605 Chillicothe St Kay Jewelry Co.

Jane Luchi 605 Chillicothe St Kay Jewelry Co.

Jennie Waldbauer 605 Chillicothe St. Kay Jewelry Co.

Senou A. Williams 7730 Parma Dr. City -

Timothy Johnson 4858 Cick Run Ln, Wheelersburg

John Carpenter Firebird Ky

DEWNTS Packard 4251 RT 522 wheels, OH 45694

Barbara Jones 5080 Wilson Av. Parts, Oh

Larry Bentley Minford Ohio

Joseph Luchi 1945 HUTCHINS PARTS

Bob Neal 10817 Rt 23 Lucasville

Christopher Anderson 2225 Woodlawn Rd. Portsmouth, OH

Andrew M. Russell 2218 Argonne Rd Portsmouth, OH -

Ray Linder 3530 Gailyn Dr. Cinti, OH. 45211

Eileen W. Perry 1410-16th PARTSMOUTH, OH.

M. Simpson 2233 Tinda Portsmouth, OH.

Name

Address

Business (if applicable)

Teresa Grass 380 + Houston Hollow Rd Lucasville, Ohio 4564

Mark Lambert 2396 Posey Ridge Rd. Beavers OH 45613

Betty Dixon 16472 st 139 Minford Oh. 45653

Deborah Hays 1811 7th St Portsmouth Ohio 45662

Marilyn Johnson 880 Ketter Lot 20 - P. Ohio

Joe Shockley 1220 Farley Ct. APT. F.

KENNETH Grimm 2404 CAROLINE RD FRANKS, Ky 4039

Arnell Nickerson 1700 Franklin Blvd, Portsmouth

Jerry Conkle 2719 Sherman Rd. Portsmouth

John Conkle 2719 Sherman Rd. Portsmouth

John Conkle 2719 Sherman Rd. Portsmouth

Kumbeck 499 Columbia McMinnott

