



CenterCal's Impact on Local Businesses

BY JUDITH ERICKSEN

Master Narayan has taught hundreds of kids and teens since he opened Taekwondo World in 1993. He is kind and patient. He is a true teacher. He has wisely counseled his students to "not waste your time, your mind

on the video games. Get outside. Exercise your body. Be active." Also, "listen to your parents, they love you and want what is best for you." He helped raise many strong and confident young men and women, including my son and daughter.

Then I've had the privilege of knowing Yunna, the owner of Cheer Me Up Coffee. Every Wednesday morning during Hazelbrook's late start, my son and I would have a weekly breakfast date at Cheer Me Up. Yunna knew what to make, our "usual". Before we'd leave, she'd sneak a treat into Sam's lunch for later. I've had this time with Yunna and my first son starting in 2004, then with my daughter Sydney, then now with Sam. That equals nine years of standing breakfast dates with my children and Yunna. She is a friend to many.

this summer, Grampy's, Cheer Me Up, and TaeKwonDo World will have to decide to close or move. Payless Shoe Source will close at the end of the year. CenterCal might try to justify the sudden rent increase by saying that these existing businesses would benefit from the increase traffic flow and beautification; therefore, they could afford the substantial rent increases, but the rent was raised *before* the end of construction, sending some out of business *before* they could see any of these benefits.

Publisher's Note:

When Judith and Michael Ericksen sent me an e-mail about the high volume of businesses closing as a result of the increased rents in our area, particularly with CenterCal tenants, I forwarded it to CenterCal's GM, Chad Hastings. The gist of his reply is below. There is a certain "survival of the fittest" that occurs in all retail, and perhaps that's all there is to it, which Mr. Hastings alludes to, but there is also the point he brings up, that local consumers play a role in this by determining where to shop. Could we, as local shoppers have made a difference? Could our City Government have done anything to protect these smaller, locally owned businesses?

Most people I speak to seem genuinely excited by the new retailers coming to our area as well as the makeover of the entryway to our city, but there is always a back story. Hopefully this article from a local, caring family, along with the comments from CenterCal might enlighten all of us to both sides of this topic. — JC

"At CenterCal we ensure that the community gathering spaces we create are more than merely shopping centers, but are places to congregate and appreciate the beauty of Tualatin, which is why we include fountains, walking paths, statues, fire pits, beautiful landscaping and other amenities to our centers."



Some local tenants have decided to vacate. As with any business, some thrive and succeed and others do not. This does not happen as a result or decision of the shopping center owner only, but is decided by customers and where they determine to shop. We know that new tenants coming to Nyberg Rivers are highly anticipated and will provide an excellent opportunity for all of our shops to be showcased as an entryway into our beautiful City. I also know that as a result of these highly anticipated tenants such as Cabela's, New Seasons and Home Goods, our existing tenants will have the opportunity to capture increased traffic and new customers. Our goal is to help facilitate a successfully operating center, where each of our customers and tenants alike can benefit from and reach any goals or aspirations they set for themselves."

— Chad Hastings, CSM - General Manager, CenterCal Properties, chastings@centercal.com

Tualatin has wonderful people who own small local business that have made our city feel close and intimate. They helped create our community. I'm sure each resident can tell a personal story connected to our downtown stores, their owners and their employees.

When the city announced that Cabela's and New Season's would replace Kmart, everyone was excited. When they said that Jiggles would be plowed over, everyone was thrilled. Since these were "cool" stores, not like Sherwood's Walmart, no one thought anything about the other small businesses that would also be figuratively plowed over. No one protested. As soon as the ground broke, the rent went up drastically on most of the small businesses directly on it's lot, across from Nyberg Woods, and then soon after, across the street next to Jack in the Box. El Sol Latino, Perfect Ten Nails, Ace Dry Cleaners, and two other small shops have already closed their doors. Curves and Sylvan Learning Center have already moved. Once their leases expire

CenterCal Properties manages all the property. They have priced our small businesses out. I am sad that the city did nothing to protect them. I wish we would have done more to protect and keep them too. It was our responsibility as a community and we failed them.

I believe these hardworking people who have contributed so much to my family and to my city, deserve to be recognized, respected and thanked.

I appreciate you all. I wish you could stay. Our community will miss you.



Michael & Judith Ericksen are parents of four incredible children. They have lived in Tualatin for 16 years. Their adult children are musicians and teachers; their other two attend Tualatin High School. They like to ski/snowboard, play whichever sport is in season, hike, bike, and spend as much time as possible on the coast.