



April 10, 2010

City Council  
1221 S.W. Fourth Avenue  
Portland OR 97204

Mayor Sam Adams, Room 340

RE: Rose Quarter Redevelopment

Dear Council Members,

Just over three months ago, the City and the Portland Development Commission issued a call for concepts on the reuse of Memorial Coliseum, a historic and iconic building in a prime location at the heart of the City. Built through a bond levy and opened in 1960, the Coliseum sits at the former center of a thriving African American neighborhood and social district.

Vision into Action and the Center for Intercultural Organizing responded to this call out of our desire to ensure that redevelopment of this site serves the community's highest needs and priorities, contributes to an equitable and sustainable economic environment and provides a social revitalization of the Rose Quarter area.

Informed by input from our diverse base of individual and organizational members, as well as the extensive input of 17,000 Portlanders who participated in visionPDX, we developed a proposal for the Memorial Coliseum that could meet the needs and aspirations of the community moving forward. This proposal included the following key elements:

- The creation of a lively, vibrant, truly public space that can be *accessed for free* by community members of varying ages, income levels, and social groups;
- The inclusion of amenities and spaces that meet the needs of under-served communities, including minority-led small businesses, immigrant and refugee community organizations, and low-income families;
- Uses and programs that serve veterans and the African American community, honoring the past and the history of the site by responding to the current needs of these communities;
- A focus on sustainability in all its forms: economic, environmental, cultural, and social, and the integration of sustainability principles throughout the site.

From over 95 concepts submitted for this site, our "Rose Quarter Community Crossroads" proposal was selected as the only community-based, non sports-related plan to make it to the final pre-RFP stage. As the first alternate, we are currently in the fourth position, which enables us to respond to the RFP if one of the top three teams chooses not to respond. Without access to the RFP unless (or until) another team drops out, it is undetermined whether we will be able to move the proposal forward beyond this point.

Rose Quarter Community Crossroads represents the voices, needs and interests of a large number of individuals, organizations and constituencies, which is why we feel compelled to present you with the following **recommendations** for how the community voice can be honored and incorporated into the final phases of this process:

**SITE DESIGN/RFP:** That the Request for Proposals (RFP) require that successful proposals include the following key elements:

- Public access to free activities and family-friendly environments as a primary function of the site.
- At least 25% of the space within the Coliseum building is devoted to affordable workspace for minority-owned small businesses, micro-enterprises, and social start-ups.
- That developers, property management, and enterprises on-site exceed previous standards for minority hiring and contracting.
- That those jobs created are living wage with benefits, including the right to unionize.

**PROCESS:**

- Given the Portland Plan's focus on equity and pending City budget cuts, that City Council immediately vote for an analysis of the cost to the public, and equity standards reflected in both the RFP Criteria and remaining proposals conducted by individuals with expertise in proven models such as Racial Equity Health Impact Assessment or Triple Bottom Line.
- That the City dedicate staff time to engage community stakeholders in the programming and design, with the goal of ensuring the history and current needs of the African American & Veteran populations in particular are honored.

**TRANSPARENCY:**

- Create both Community Benefit & Good Neighbor Agreements, signed by the developers of the Memorial Coliseum and Rose Quarter Area, City officials, and Community Stakeholders.

**ACCOUNTABILITY:**

- That City Council require an independent audit to take place one year after the completion of the development. The audit will evaluate based on the original criteria & performance measures (the Director of PSU's Social Equity and Opportunity Forum, Janet Hammer, has offered assistance of the University in developing and applying a triple-bottom-line framework specifically to the Coliseum redevelopment process).

The Rose Quarter Community Crossroads team appreciates the opportunity to represent community values and be involved in a process that will have significant and lasting impact on neighborhood residents and all Portlanders for years to come. We strongly encourage the City Council to adopt the proposed recommendations, and to ensure that the Memorial Coliseum redevelopment effort serve as a catalyst for sustainable and equitable community revitalization in the Rose Quarter that meets the economic, social, environmental, and physical needs of all Portlanders.

Signed,

Vision Into Action  
Center for Intercultural Organizing  
Growing Gardens  
K&S Designs  
Aging Artfully Initiative  
Circle of the Living Earth  
Bank of the West  
Colored Pencils  
Hare in the Gate Productions, LLC  
Hart Mind Soul  
Golden West Project  
Homowo African Arts and Cultures

Independence Gardens  
Sisters of the Road  
North/Northeast Business Association  
Phoenix Lotus Photography  
Tears of Joy Theater  
Barry R Smith, PC, Architect  
Iraqi Society of Oregon  
APANO  
Rooms for Peace  
Delta Studio  
Africa House  
ROSE Community Development  
African Women's Coalition  
Social Innovation Partners  
Portland Family of Funds  
Miranda Management and Construction  
Corporate Credit Builders  
Delta Sigma Theta  
Home Enhancements Consulting