



# Rose Quarter Development Project

## Fact Sheet



### The Vision

Create a vibrant, pedestrian-oriented, mixed use district with year-round night and day active public uses that support the future of the Rose Quarter district, showcase leading edge sustainability practices, create jobs, provide visitor amenities, and integrate and connect with neighboring portions of the Lloyd District and Oregon Convention Center area, as well as the Willamette River and surrounding neighborhoods.

## Looking Back

The Rose Quarter Stakeholder Advisory Committee (SAC) was first assembled by Mayor Sam Adams in September, 2009. They were charged with creating a Rose Quarter District development strategy and determining the future of the Veterans Memorial Coliseum. Since then they have held 17 meetings packed with creative deliberation, thoughtful discussion and responsible decision-making.



The RQSAC was at the center of a community conversation which has produced impressive results. It took longer than anticipated but they persevered and completely met their original charge.



An exciting Rose Quarter District development concept is mapped out. Development discussions are under way with some highly interested parties.



The newly renamed Veterans Memorial Coliseum is in the design phase of a restoration and makeover. Construction on this venerable building and memorial gardens is slated to begin this summer.

None of this would be possible if not for the SAC's hard work. Their diligence and adaptability was the linchpin in this unpredictable but successful process.

## A Short List of Accomplishments...

### Revived community interest in Rose Quarter District

- Over 120,500 visits to web site
- Over 320 interested community members receive project updates
- Rose Quarter Vision and Urban Design Principles adopted
- Community Benefits framework established
- PDC's Green Building Policy incorporated
- Rose Quarter District Plan approved

### Renewed involvement by veterans community in renovating Veterans Memorial Coliseum

- Veterans Memorial Coliseum preserved
- Veterans Focus Group to advise on Coliseum rehabilitation
- Over 650 participants attended the Coliseum Future marketplace
- Aspirational Statement describing VMC vision adopted by City Council

## Looking Forward

The Veterans Memorial Coliseum renovation design is currently underway. A potent partnership is in place and a design team on board. They are committed to fashioning building and garden upgrades that will restore this community asset and become the leading force for future Rose Quarter development.

## Veterans Memorial Coliseum Anticipated Improvements

- Restored landscaping and enhanced memorials in the Memorial Gardens
- ADA compliant arena seat and interior door replacement
- National Hockey League-sized ice rink
- Remodeled concession stands
- Updated lighting
- Complete roof replacement
- Upgraded emergency lighting system and building-wide fire alarm system

### In addition:

- More than \$7.5 million in Oregon Convention Center Urban Renewal Area funds towards affordable housing goals within the URA
- LEED Gold certification will be pursued
- All work will be subject to PDC's workforce training, hiring and apprenticeship programs

## For More Information

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