



Rose Quarter Development Project

www.RoseQuarterDevelopment.org

Staff Briefing for April 14, 2010 City Council Hearing

Requested Council Action

Staff requests City Council to invite detailed submittals on the reuse of the Memorial Coliseum from three concept teams through a Request for Proposals (RFP) process.

Rose Quarter Stakeholder Advisory Committee Recommendation

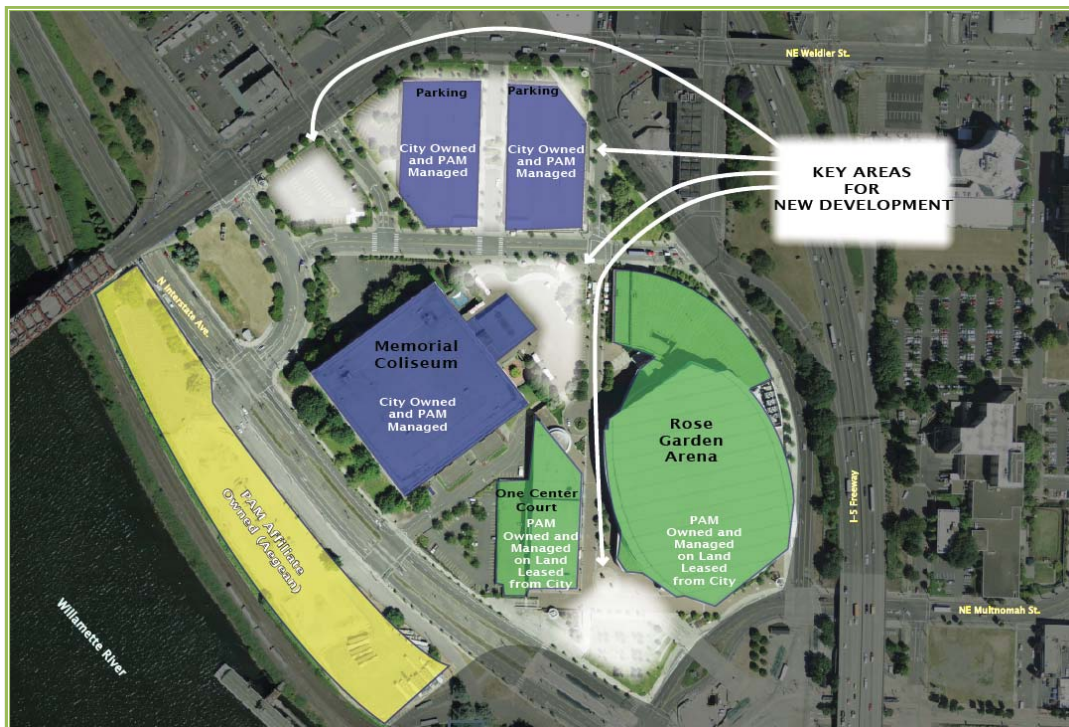
- The members of the Rose Quarter Stakeholder Advisory Committee (RQSAC) recommend inviting the following Coliseum reuse concepts to the RFP process: Veterans Memorial Arts and Athletic Center (VMAAC), the Memorial Athletic & Recreation Center (MARC), and the Trail Blazers and Winterhawks Concept and, direct further refinement of the concepts in the RFP process based on the RQSAC aspirational statement (attached).

The RQSAC also recommends that the following concepts serve as alternates if one or more of the three selected concept proposers elect not to continue with the RFP process: Rose Quarter Community Crossroads (first position), and Portland Action Sports Complex (second position).

- Five of the 30 voting members of the RQSAC recommend a Minority Report (attached).

Project Overview

The Rose Quarter Development project will revitalize the district and create new jobs with community-supported development and a future reuse of the iconic Memorial Coliseum.



- The community has positioned the Coliseum as the heart and soul of the district and the logical first step for district revitalization with, most notably, the Coliseum listing on the National Register of Historic Places (September '09) and the demonstrated community passion to save the structure (Friends of Memorial Coliseum and others).

- Determining the future of the Coliseum and the surrounding area demands an iterative process.
- Rose Quarter development (outside of the Coliseum) will be directed by a new Strategy led and implemented by Portland Arena Management (PAM) in close coordination with the RQSAC, that builds on new outreach, previous community-driven planning efforts, and a RQSAC district vision (attached).
- Final decision-making on the Interstate Corridor Urban Renewal Area boundary expansion into the Rose Quarter area will be made in late fall 2010 when Coliseum and overall Rose Quarter development plans have been publicly vetted to determine public benefits and public funding needs.
- **32** RQSAC members were selected by the Mayor to represent a broad range of community interests and groups including: cultural heritage, veterans, sustainability, architectural preservation, urban planning and design, arts and entertainment, and inner eastside residents and businesses.
- **11** public meetings have been held with public testimony, live-streaming video and video summaries on the website (Sept. 2009-present).
- **13 veterans and representatives of veterans' interests** were convened (Dec. 2009, March 2010) to develop recommendations for concept proposers; veterans will meet with each of the proposer teams individually during the RFP process.

Recent Activities – determining the future reuse of the Memorial Coliseum

- Analysis of Coliseum financials disproves the urban myth that the facility is enduring significant losses, but industry experts note that the Coliseum lacks certain amenities and upgrades which would allow it to remain a viable option in a highly competitive marketplace. The community's passion for the building demands the highest and best use of the iconic City property (Nov. 2009).
- The RQSAC has developed evaluation criteria (attached) for analyzing detailed reuse proposals (Nov. 2009).
- Mayor Adams has personally addressed concerns expressed by Coliseum proposers related to the existing Coliseum Operating Agreement with PAM (March 2010).
- **96** concept applications were submitted in response to the Call for Concepts (Nov. 2009-Jan. 2010); 8 concepts were identified as having development experience and access to capital (Feb. 2010).
- More than **50 reuse ideas** and comments were submitted by the community via Twitter (Sept-Oct 2009).
- **654** presenters and members of the public attended the Coliseum Future Use Marketplace event. The event included **30** slideshow presentations from concept submitters with **156** comment forms submitted (Jan. 2010).
- More than **27,000** visits to the Web site with an average of **1,500** visitors per month; **167** comments, questions, reuse ideas, and blog entries have been submitted through the site. Online videos of meetings and presentations have been watched more than **2,500** times (Sept. 2009 – present).

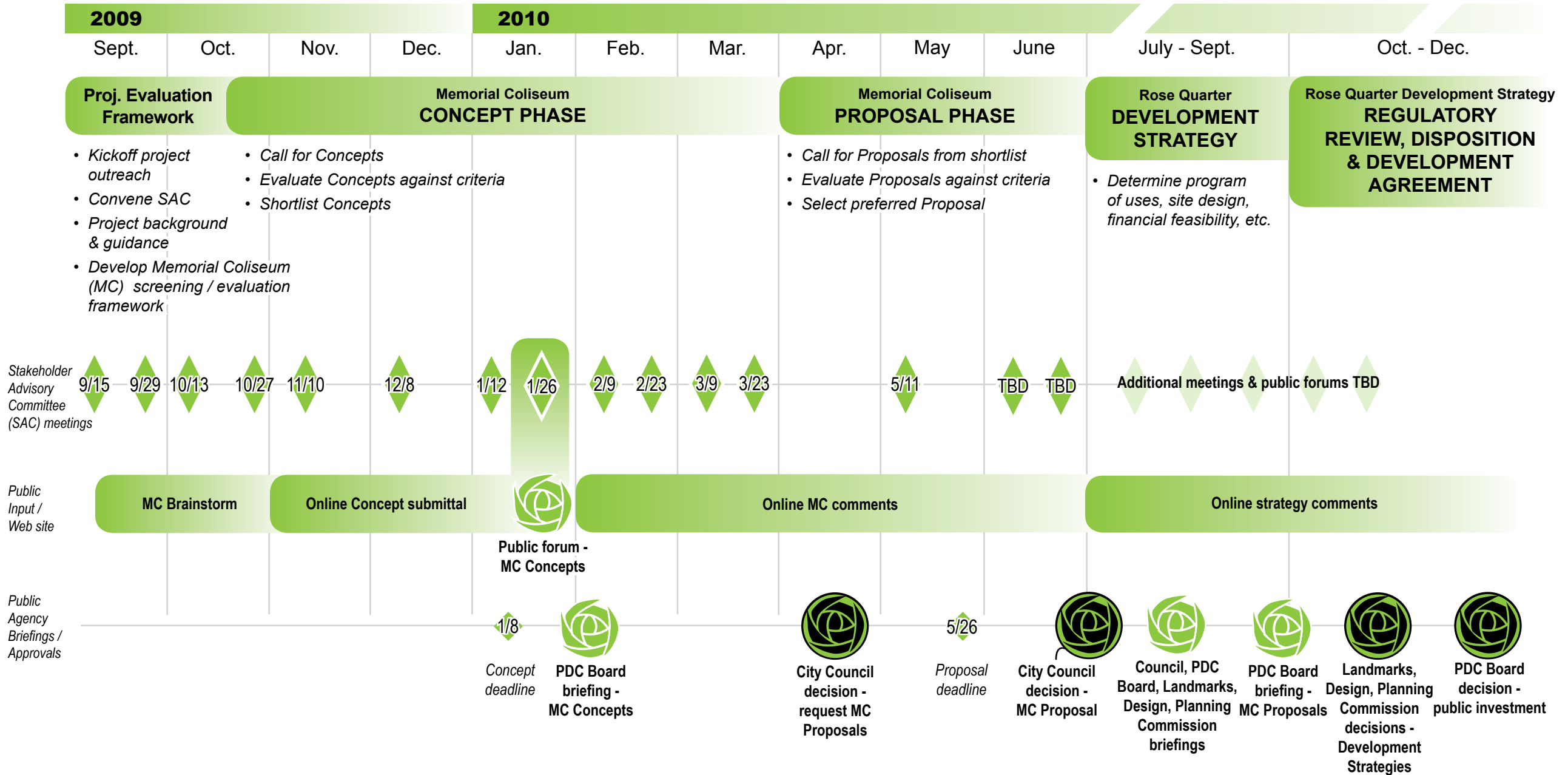
Next Steps

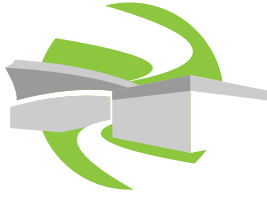
- **Analyze detailed RFP submittals and select finalist for reuse of the Memorial Coliseum.** The RFP is intended as a tool to create a detailed understanding of the concepts (including architectural modifications, public benefits, capital costs and public subsidy needs, operating strategy and structure) and the development experience and ability of teams to access capital.
- **City Council to select winning Coliseum proposal.**
- **City-PDC to negotiate Development Agreement for Coliseum reuse.**
- **Begin community process to prepare Rose Quarter Development Strategy** led by Portland Arena Management in close coordination with the RQSAC and other community groups.



Rose Quarter Development Project Schedule

Updated 4/8/2010





Rose Quarter Development Project

Memorial Coliseum Future Process

Criteria for evaluating concepts for renovation or adaptive re-use of the Memorial Coliseum

Finances*	Concept demonstrates financial viability for capital and operating costs and provides significant public benefit to justify subsidy.
Architecture	Concept considers the architectural and historical significance of the building and its character defining features.
Veteran's Memorial	Concept addresses the memorial aspect of the building.
Sustainability	Concept incorporates features and systems that conserve resources and increase energy efficiency of the facility and its operations.
Flexibility	Concept allows for flexibility to respond to the marketplace and enables operational efficiencies.
Connectivity	Concept positively impacts the pedestrian environment and supports enhanced connections to the Rose Quarter, the river, the future greenway system, and surrounding neighborhoods.
Economic Impact	Concept enhances the economic impact of the Rose Garden Arena and Oregon Convention Center and contributes to a more positive neighborhood business climate.
Existing Rose Quarter and Surrounding Uses	Concept complements and supports existing Rose Quarter facilities (e.g. Rose Garden Arena, public transit, and public parking garages) and contributes to the livability of surrounding neighborhoods.
Cultural Heritage	Concept engages and incorporates the cultural heritage of the area and surrounding neighborhoods with authenticity.

***Key Criterion**



Rose Quarter Development Project

Stakeholder Advisory Committee (SAC)
Memorial Coliseum Future Process

Aspirational Statement for Presentation to City Council

Updated March 25, 2010

We, the Rose Quarter Stakeholder Advisory Committee, support preservation of the Memorial Coliseum as an inspiring, community-focused, multi-purpose facility with improved flexibility to accommodate a multiplicity of events for public and private purposes, at a variety of scales and uses including, without limitation: sports, entertainment, arts and culture in a manner that honors Veterans, respects the cultural heritage of the African American neighborhood that was previously in this location, integrates education, showcases innovation in sustainability, and demonstrates a triple bottom line of social, environmental and economic equity in a way that is consistent with its status as a National Register historic property. The outcome of the Memorial Coliseum and Rose Quarter development should serve to increase access to community benefits for the widest range of Portland residents. Exhibit A on the next page demonstrates the range of activities that have strong support from the community and the Rose Quarter Stakeholder Advisory Committee.

Exhibit A

It is understood that the Memorial Coliseum may not be able to support all of the following activities and uses, however, our Committee urges the Memorial Coliseum concept proposers to compare the proposals for the use of the Coliseum interior spaces in terms of use, cost, operation and profitability with those for an improved base case. In so doing, they should consider improvements that augment daytime usage and district activation and may consider the following in their more detailed concept submittals in response to the Request for Proposal:

- Enhanced Veterans Memorial
- Meeting Space with Priority Usage by Veterans
- Eco-district Features, Design and operating systems that reflect state of the art sustainability features.
- Amateur Athletics Fitness Facility including an aquatics center
- Live Entertainment Venue
- Amateur and Professional Sports Spectator Facility
- Regulation Hockey Rink
- Space for Visual Arts and Performances
- Restaurants
- Skylights, roof penetrations, and other natural light features
- Programming that reflects the aspiration of educating as well as entertaining users of the facility.