



Rose Quarter Development Project

Stakeholder Advisory Committee (SAC) Meeting #2

Tuesday - September 29, 2009 - 5:00 to 7:30 p.m.

Portland Development Commission

222 NW 5th Ave, Portland

Meeting Summary

Meeting purpose

- Provide project context, background, history, heritage and legal overview of the Rose Quarter study area

Attendance

- **Sam Adams**, Mayor – City of Portland
- **Carolyn Briggs**, Lloyd District Association
- **Samuel Brooks**, Oregon Association of Minority Entrepreneurs (OAME)
- **Andrew Colas**, National Association of Minority Contractors (NAMCO)
- **Rosemary Colliver**, Tonkon Torp
- **Daniel Deutsch**, Leftbank Project
- **Paul Falsetto**, American Institute of Architects
- **Dean Gisvold**, Central City Concern
- **Regina Hauser**, Natural Step Network
- **Philip A. Kalberer**, Kalberer Company
- **Lillian Karabaic**, Bicycle Transportation Alliance
- **Wade Lange**, Ashforth Pacific
- **Clint Lundmark**, Eliot Neighborhood Association
- **Will Macht**, Portland State University
- **Drew Mahalic**, Oregon Sports Authority
- **Sandra McDonough**, Portland Business Alliance
- **Rick Michaelson**, Urban Development Advocate
- **Jeff Miller**, Travel Portland
- **Marcus Mundy**, Urban League of Portland
- **Brian Owendoff**, Greenlight Greater Portland/Opus NW
- **Jim Peterson**, Mountain View High School, Vancouver
- **Greg Phillips**, Portland Center Stage
- **Steve Rawley**, North Portland
- **Joseph Readdy**, American Institute of Architects
- **Jules Renaud**, Student – Winterhaven School
- **Alicia J. Rose**, Mississippi Studios and independent artist
- **Virginia Sewell**, Oregon Ballet Theatre
- **Rudy Soto**, PSU and Oregon National Guard
- **Tony Stacy**, One Wolf Soccer, Management and Development
- **Walter Valenta**, Interstate Corridor Urban Renewal District Advisory Cmte.
- **Cameron Vaughan-Tyler**, Portland Public Schools
- **Rick Williams**, Lloyd Transportation Management Association

Core Project Team

- **Amy Ruiz**, City of Portland, Mayor's Office
- **Kia Selley**, Portland Development Commission
- **Kevin Brake**, Portland Development Commission
- **Karl Lisle**, Bureau of Planning and Sustainability
- **Vaughn Brown**, JLA Public Involvement
- **Sam Beresky**, JLA Public Involvement

Opening / Call to order / SAC Introductions

Committee Chair Sam Adams welcomed the group and led introductions. Committee members identified themselves and noted their affiliations.

Meeting purpose and agenda

Vaughn Brown reviewed the meeting agenda and purpose. Meeting #1 Summary was approved with the following changes:

Rosemary Colliver is affiliated with *Tonkon Torp* (spelling correction)

Lillian Karabaic is affiliated with the *Bicycle Transportation Alliance* (not the Willamette Pedestrian Coalition)

Vaughn reviewed the Committee Charter, announced the twitter feed, video summary, hash tags (#RQIdea). He asked the group to notify Kalin or Vaughn at JLA if they will be absent from a meeting or if an alternate will be sent to a meeting.

Project Context and Background Presentation

Kia Selley from *Portland Development Commission* and **Karl Lisle** of *Bureau of Planning and Sustainability* gave a brief PowerPoint presentation that reviewed the project context and background. The presentation included:

- Project Purpose
- Rose Quarter Study Area
- Project Schedule
- Guidance from Previous Planning
- OCC URA Plan
- Rose Quarter Urban Design Plan and Development Strategy (2001)
- Development Vision for OCC Blocks (2006)
- N/NE Economic Development Initiative (ongoing)
- 2040 Regional Growth Concept
- Central City Plan (1988)
- Central City Plan Lloyd Center-Coliseum Sub District (1988)
- Central Portland Plan

Rick Michaelson suggested that the study area boundaries need to be extended to the north of Broadway to better incorporate the plan with the surround neighborhoods. **Kia Selley** mentioned that is being analyzed.

Project Area History

Bob Dietsche, author of *Jumptown*, gave a brief history of the historic neighborhood retail district that was razed to make room for Memorial Coliseum. The presentation included archival and anecdotal stories as well as descriptions of the businesses, jazz clubs and music stores of the neighborhood. The presentation was supplemented with pictures of places and people along with maps from the book. Specific mention of places and people associated with the Jumptown era included:

- Dude Ranch
- Burt Turner
- Ed Slaughter
- Sammy Davis
- Tom Johnson

Memorial Coliseum Architectural Overview

Brian Libby and **Stewart Emmons** gave a brief overview of the architectural details, history and potential of Memorial Coliseum. The PowerPoint presentation included many current and historical pictures of Memorial Coliseum, highlights included:

- Portland's Glass Palace
- Memorial Coliseum is a sleeping masterpiece
- History context and architectural relevance
- Key points of emphasis:
 - A restored Memorial Coliseum will enhance Portland's green credentials
 - Opportunities – use a scalpel not a sledgehammer
 - The whole building is a tribute to our veterans
 - Versatility
 - Memorial Coliseum is the only indoor public gathering place that looks onto our river and city
 - With the curtain open it is probably the most beautiful arena in the country
 - The Rose Quarter will be more successful with Memorial Coliseum as the centerpiece

Draft Landmark Technical Summary

Calvert Helms from Boora Architects gave a brief overview of the process for historic landmark listing. Highlights included:

- Listing Criteria (basis for future evaluation)
 - Sculptural bowl in unadorned glass box
 - Clarity of interior structure
 - Interior connection to river and city views
 - Freestanding entry canopy
 - Main entry plaza enhances sculptural quality
 - Lower level plazas with memorial walls
- Reviewing Agencies
 - National Parks Service
 - State Historic Preservation Office
 - City Council
 - Historic Landmarks Commission
 - Bureau of Planning and Sustainability
 - Bureau of Development Services
 - City of Portland
- City of Portland Type I, II, III and IV Design Review Processes
- Incentives
 - Federal Historic Rehabilitation Tax Credits
 - Special Assessment of Historic Property
 - City of Portland Zoning Incentives

A committee member asked how much of the space around the building would be protected as part of the landmark designation. Calvert responded that it depends upon the proposed changes and would fall under a type II or type III review.

Will Macht asked if the bowl is considered a character-defining feature under the application. Calvert responded yes.

Will Macht asked if a glass structure similar to the pyramid at the Louvre would be subject to review. Calvert responded yes.

Existing Agreements and Legal Summary

Steve Janik gave a brief overview of the existing legal agreements for development rights of the Rose Quarter and the agreements that led to the construction of the Rose Garden Arena. Highlights included:

- Memorial Coliseum:
 - PAM has exclusive right to operate/manage Coliseum until 2023 if facility remains in use as a spectator arena.
 - PAM assumes all operating losses for Coliseum; City receives 60% of all Coliseum profits.
- Rose Garden Arena:
 - PAM holds a 60-year land lease from City for land under Rose Garden Arena. PAM must upgrade the Rose Garden Arena to industry standards every 5 years; City to own facility at end of 60-year lease term.
- Other:
 - PAM development rights expire November 2010.
 - Revenues from the PAM ground lease of City property and user fees (6% ticket tax) go to the City's Spectator Fund, which finances other City-owned facilities such as PGE Park.

A committee member asked if the small parcel in the NW corner of the Rose Quarter currently owned by ODOT would be included in any plan. Mayor Adams responded that the property is owned by the Oregon Department of Transportation and that it is a working assumption that the parcel will be included in the planning process.

Committee Roundtable

Vaughn thanked the group for their attention throughout the presentations. He mentioned that the Memorandum of Understanding is on the project website and suggested that the group review it and bring questions to the next meeting.

He reminded the group that they will begin developing evaluation criteria and that they should consider that as they think about the information they just received. He asked for comments from the committee members.

Daniel Deutsch acknowledged the depth of information presented at the meeting and that it would take time to process it all. Overall he said that it appeared that this is a fresh partnership, with no mal-intent, that will work for everyone.

Samuel Brooks stated that committee should ensure the community benefits as the process moves forward.

Rosemary Colliver is excited to see potential ideas on how to best use the space surrounding the box of Memorial Coliseum without impeding the visuals of the Coliseum.

Rick Michaelson mentioned that it was evident from the presentations that Memorial Coliseum was designed to be seen from a distance as well to see from it for a distance.

Alicia J. Rose was surprised that the curtains could be moved in the Coliseum and was very interested in the history of the neighborhood before Memorial Coliseum was constructed. She said that before the Coliseum existed there were many small uses by musicians and artists that

brought people to the area and that the Coliseum is one large, single use that brought people to the area. She felt that it would be ideal to find a middle ground between the two for future uses.

Regina Hauser was surprised at how open the space was around the Coliseum when it was first built. She acknowledged that not only did the Coliseum devastate the neighborhood but the construction of I-5 also had a huge impact on the neighborhood.

Brian Owendoff mentioned that the area is the bulls-eye of the region because of the connectivity offered. The connectivity brings all ages and races from all geographic areas of the region and that any development should be a magnet to take advantage of the existing transportation infrastructure. Also, he cautioned the group that any development cannot be everything to everyone and to avoid the “analysis paralysis.”

Marcus Mundy questioned the intentions of the different partners, especially the owners of the water front property and the ODOT parcel as those pieces must be thought of as pieces of the puzzle and should not be developed in a bubble.

Lillian Karabaic said that a rich, walkable neighborhood cannot be made with a giant parking lot surrounding it. She said lessons can be learned from the small uses that brought people to the area before the coliseum was constructed. She also said that for context of modernist public buildings surrounded by other buildings, the new Seattle Public Library can offer lessons.

Jules Renaud Suggested making small additions to Memorial Coliseum to improve the building itself and the view from the Coliseum.

Wade Lange Asked for information about the architects and their intentions for the space. **Brian Libby** mentioned that the architects of Memorial Coliseum were the firm of Skidmore, Owings and Merrill. The firm designed some of the most significant public buildings of the 20th century including the Freedom Tower, Sears Tower, Hancock Tower and Autzen Stadium in Eugene.

Jim Peterson said that the Coliseum should be used to its full potential to adequately honor the veterans it was constructed to honor.

Steve Rawley wants to preserve the Coliseum for spectator sports. In the debate between renovation and adaptive reuse, he would like to see the profit/loss statement of the space over the years.

Clint Lundmark mentioned that we need to be cognizant of what Memorial Coliseum represents to different people. While it is a memorial to veterans for some, to others it represents the destruction of a neighborhood. There are two ways to look at the building.

Carolyn Briggs said that there is an opportunity to include a vibrant mix for small and medium sized groups to balance the large-scale uses at the Rose Garden Arena.

Andrew Colas mentioned that with the designation of the building as landmark status, it limits what is possible with the space. He felt it is very important to bring in the different partners to the table early in the process in order to ensure all ideas being explored are possible under the guidelines.

Virginia Sewell requested a simple list of all the constraints and limitations on the property as well as all of the proposals that have already been made.

Sam Adams also suggested that an information sheet be developed that includes both local examples of renovations made to landmark buildings, the processes those entailed and examples from around the world for inspiration.

Dean Gisvold suggested expanding the boundaries of the study area to better incorporate any development into the surrounding neighborhoods. He was also happy to see that the Friends of Memorial Coliseum might be flexible with the ideas for adaptive reuse of the building. He acknowledged that the city's legal position is good and that there are great opportunities for the future. He also felt that the evaluation criteria will be a critical document in the analysis and that the committee should not feel rushed in the process.

Tony Stacy would like help finding the original agreement about the use and dedication of space to veterans. He also mentioned that currently the wall only includes names of veterans within a 12-mile radius of Portland and feels that veterans from around the region and Oregon are under represented.

Walter Valenta suggested expanding the boundaries of the study area. He also was hesitant to look at pretty pictures of urban design of plans that have not worked. He would like to understand why the past plans did not work to ensure this plan moves in a successful direction. He would like to see all the parcels of land available put together to complete the puzzle.

Will Macht mentioned that a wide variety of spaces beneath and around the Coliseum can be used for any redevelopment but was wary of seeking a single use in any redevelopment. He felt that not only is the physical structure important when moving forward but the deal structure is important in creating a successful outcome.

Regina Hauser wanted to know the energy use of the Rose Quarter as a baseline. Sam mentioned that there would be an upcoming presentation about eco districts to provide context on the subject.

Rick Michaelson reiterated that the transportation infrastructure is what makes the potential for redevelopment so great but that it is also the transportation infrastructure that greatly limits the types of developments because it takes up so much space with non-pedestrian scale activities.

Sam Adams summarized the comments from the committee and reiterated that demolishing the Coliseum is off the table as far as he is concerned. He acknowledged that this is a public process and pushback on that topic is possible.

Public Comment

There were no comments from the public.

Close/Next steps

Vaughn let the group know about the possible dates for an upcoming tour of the Rose Quarter, which will be completed before the next SAC meeting.

The next meeting is scheduled for October 13th at 5pm, at the Portland Development Commission. The agenda will be made available online one week in advance of the next meeting.

Sam adjourned the meeting.