



Rose Quarter Development Project

Stakeholder Advisory Committee (SAC) Concept Component Evaluation Findings

March 9, 2010

This report outlines how the SAC evaluated specific components suggested by the public during the Concept Phase of the project. This information should serve as a guide to assist the SAC conversation regarding the Aspirational Statement. The Aspirational Statement will be sent to City Council along with the recommended concepts for the RFP phase.

Summary of Compelling Components

The following list includes a summary of the components that the SAC considered to be compelling or which were neutral and lean towards compelling. Components marked with an asterisk (*) had very close response counts for both "compelling" and "dislike". Full results and comments are available on page 4. The notes section is for your own use.

+ = Compelling N = Neutral - = Dislike RQ = Save for RQ

Answer Options	+	N	-	RQ	Notes
Arts/Music Components					
art exhibition spaces / galleries	9	10	4	5	
community accessible arts spaces	10	11	3	4	
concert / symphony hall	13	10	3	2	
performance spaces	18	6	2	2	
theater space in lower level	12	11	3	2	
Community Fitness Components					
amateur athletics	22	5	1	0	
aquatics center	16	9	2	1	
demountable running track	5	21	2	0	
gym / fitness center	13	10	4	1	
rock climbing*	9	8	10	1	
Entertainment Components					
live entertainment venue	18	5	3	2	
night clubs	11	7	6	4	

Summary of Compelling Components (2/3)

Answer Options	+	N	-	RQ	Notes
Spectator Facility Components					
amateur sports	23	5	0	0	
professional sports	20	7	0	1	
amateur/professional velodrome	11	13	4	0	
regulation hockey rink	24	4	0	0	
spectator venues	24	3	0	0	
Retail Components					
food court	13	6	4	5	
public market	14	7	2	5	
restaurant	19	4	2	3	
retail	9	9	3	7	
Sustainability Components					
eco-roof	20	8	0	0	
solar panels	25	3	0	0	
waste water reclamation	25	2	0	1	
wind turbines	9	14	4	1	
Building Design Components					
party decks (in Coliseum bowl)*	10	9	9	0	
reduced seating in the bowl	19	7	2	0	
roof penetrations in MC to increase natural light	17	10	1	0	
skylights to underground convention rooms	21	7	0	0	
tribute panels on upper façade of building*	9	10	9	0	
vertical gardens*	7	12	8	1	
water features	11	15	2	0	

Summary of Compelling Components (3/3)

Answer Options	+	N	-	RQ	Notes
Educational Components					
arts education	9	13	6	0	
classrooms	15	9	4	0	
creative arts education*	6	14	5	2	
education	11	13	4	0	
exhibits	12	10	4	2	
interactive map displays	12	13	2	1	
museum drawing from Smithsonian collection*	9	6	8	5	
natural/cultural history museum*	8	8	7	5	
performance arts education*	7	12	6	3	
sports hall of fame	12	10	5	1	
sustainable technology showcase*	6	16	5	1	
Veterans Related Components					
chaplain's office*	9	11	8	0	
improved Veterans Memorial	25	3	0	0	
memorial park to the states of the union	3	14	11	0	
veteran's meeting space	19	8	1	0	
Veterans Memorial Museum	11	11	6	0	
veterans' library	8	14	6	0	
Community Resources / Economic Development					
business incubator	3	10	9	6	
conference facilities	14	11	1	2	
day care*	6	13	7	2	
film studio*	6	14	6	2	
hotel*	3	11	4	10	
multi-cultural center*	7	13	6	2	

Full Component Evaluations

Arts/Music Components

(■ Majority / ■ Plurality)

Answer Options	+ Compelling	Neutral	- Dislike	Save for RQ
art exhibition spaces / galleries	9	10	4	5
art incubator	2	12	11	3
community accessible arts spaces	10	11	3	4
concert / symphony hall	13	10	3	2
functional art museum	2	13	9	4
performance spaces	18	6	2	2
theater space in lower level	12	11	3	2

- These questions are improperly phrased. The Coliseum should be a multipurpose venue with any of these activities available on a temporary basis, without dedication of any space for a single purpose.
- Shared Portland Public School performance space.
- I think the MC should include options for music performances, i.e., a smaller seat venue, but not for theatrical performances.
- Should provide for small intimate performances as well as larger shows, but each should be configured to the size of the attendance.
- Recording studio(s)
- Large covered outside performance space as part of RQ
- Have this area be known for music and draw musicians from other places, maybe coordinated with the U of O music school now that U of O has a greater Portland presence. Jazz school/lessons.
- Culturally specific/neighborhood specific arts and music elements should be included, and in more than a perfunctory, check-off-the-box kind of way.

Community Fitness Components

(■ Majority / ■ Plurality)

Answer Options	+ Compelling	Neutral	- Dislike	Save for RQ
amateur athletics	22	5	1	0
aquatics center	16	9	2	1
dismountable running track	5	21	2	0
gym / fitness center	13	10	4	1
indoor ski slope	2	7	18	1
rock climbing*	9	8	10	1
skate park	6	10	11	1

- These questions are improperly phrased. The Coliseum should be a multipurpose venue with some of these activities available on a temporary basis, without dedication of any space for a single purpose.
- Mount Hood is an hour away and provides year round skiing. Why have a fake indoor version of skiing? There is clearly unmet market demand for skate park: tie into "extreme sport" popularity.
- A velodrome
- We should not replicate facilities that exist nearby. I would like to see facilities that promote fitness for the not already fit.
- Ice rink w/ accessibility for amateur figure skaters and community members
- Fitness opportunities for Veterans particularly older Veterans.
- If you have such a center, it should be cost accessible (free or VERY reduced) for neighborhood folks and low income folks. Too many shrines like this around the country that cannot be accessed by the very residents it inconveniences.

Entertainment Components

(■ Majority / ■ Plurality)

Answer Options	+ Compelling	Neutral	- Dislike	Save for RQ
amusement park	1	4	22	1
aquarium	1	7	18	2
botanical garden	4	12	11	1
bowling	1	9	15	3
cinemas	2	11	12	3
downhill skiing simulator	3	4	19	2
go-carts	1	1	26	0
indoor amusement park	2	0	26	0
indoor dog park	1	4	22	1
indoor skydiving	2	3	23	0
indoor water park	2	12	12	2
laser tag	2	6	19	1
live entertainment venue	18	5	3	2
night clubs	11	7	6	4
rides	2	5	20	1
roller coaster	2	3	22	1
sports amusement center	4	12	10	2
video arcade	1	5	21	1
virtual golf	5	7	14	2
water amusement park	2	8	16	2
wave pool	3	9	14	2
zip lines	2	9	16	1

- These questions are improperly phrased. The Coliseum should be a multipurpose venue with any of cinemas or night club concerts available on a temporary basis, without dedication of any space for a single purpose.
- If you want to go to a water park, go to Great Wolf lodge. We have numerous existing high quality dog parks, and don't need another at RQ.
- Jazz club overlooking Portland, similar to Jazz at Lincoln Center
- Keep the area's message clear - The Rose Quarter is the place for 1) major Venues in sports and entertainment - 2) Incredible fitness area 3) great music and night life built on historic tradition.

Spectator Facility Components

(■ Majority / ■ Plurality)

Answer Options	+ Compelling	Neutral	- Dislike	Save for RQ
amateur sports	23	5	0	0
professional sports	20	7	0	1
amateur/professional velodrome	11	13	4	0
regulation hockey rink	24	4	0	0
spectator venues	24	3	0	0

- A collapsible band shell can facilitate smaller venues within the maximum seating capacity maintained and enlarged.
- The VMC is an amateur and semi professional sports facility. With proper modifications, it can meet a wider array of market demand for sport venues for spectators and participants alike.
- Making the seating in the bowl or replacement area fewer is important. We need to be prepared for the idea that there will be fewer large events traveling in the future given fuel prices and economic conditions.
- Many other Portland event could originate or end here; Bridge Pedal, Marathon, Race for the Cure...
- Don't want to replicate Rose Garden arena. One large professional sports facility should be enough. Open to housing various sports/activities that would not work in arena, including such activities as ballroom dancing.
- Bikes, Bikes, Bikes.
- High school sports, especially, when you consider the amateur sports; occasionally grade school: very exciting for youngsters.

Retail Components

(■ Majority / ■ Plurality)

Answer Options	+ Compelling	Neutral	- Dislike	Save for RQ
international themed retail / world market	5	10	7	6
food court	13	6	4	5
public market	14	7	2	5
restaurant	19	4	2	3
retail	9	9	3	7

- Again, with the possible exception of cafe restaurants, these options should be on a temporary basis within a multipurpose facility.
- We have excellent existing public markets in the region. Why dilute and provide more competition? Restaurants and retail most have tie into market demand use for the new and improved VMC.
- The public market and retail components should not be within the walls of the MC but in the surrounding area (public market once per week), other than sports-related retail fan shop which can be within MC.
- Things to consider, existing restaurants in town and near the RQ, do we seriously need more retail to sell more stuff?
- Food court sounds cheap and low end versus an assortment of opportunities that restaurants could bring, both interior to the MC and exterior within the RQ
- Local businesses. I am opposed to national chain stores unless they are headquartered in the NW.
- If the RQ is going to be a incredible sport and music activities area for Portland - don't turn it into a an anywhere USA mall. For instance... No Hard Rock Cafe
- Ownership opportunities for culturally, economically and/or geographically disadvantaged citizens. Steer away from minimum or low wage jobs for ethnic populations.

Sustainability Components

(■ Majority / ■ Plurality)

Answer Options	+ Compelling	Neutral	- Dislike	Save for RQ
eco-roof	20	8	0	0
gardens for food production	8	9	10	1
solar panels	25	3	0	0
waste water reclamation	25	2	0	1
wind turbines	9	14	4	1

- The essence of the Coliseum is as a passive solar collector but it needs an interior glass skin to capture the heat and transport it to the cooler areas of the building, or expel it. The double skin inside the glulams will also insulate the building.
- I don't think that the elements of sustainability should be "bolted on" as objects that people point to as "sustainable." Rather there should be an integrated sustainability initiative.
- Sensible sustainability must be incorporated into the project redevelopment.
- environment regulating glass
- Sustainability by definition can't be about components, it's about having an integrated functioning system!!!!!! You simply can't pull out "components" like the ones identified and "stick them on."
- More / better accessibility to pedestrian and bike traffic.
- Shared energy systems between components of the project and to share with the rest of the district and Lloyd (i.e., Convention District and Lloyd Crossing). Also, sustainability components for walking, bicycles and transportation access.
- Efficient windows / Efficient cooling
- "Garden wall inside the bowl. / Re-insulation of facilities where needed.
- Could you use the glass surfaces and roof of the building (warming) with the underground portions of the building (cooling) to form a giant heat pump system?
- PEOPLE sustainability; economic sustainability; community sustainability; I did not note those on your options list.

Building Design Components

(■ Majority / ■ Plurality)

Answer Options	+ Compelling	Neutral	- Dislike	Save for RQ
party decks (in Coliseum bowl)*	10	9	9	0
reduced seating in the bowl	19	7	2	0
roof penetrations in MC to increase natural light	17	10	1	0
skylights to underground convention rooms	21	7	0	0
tribute panels on upper façade of building*	9	10	9	0
vertical gardens*	7	12	8	1
water features	11	15	2	0

- Removal of the box office and dividing wall from the concourse. Restoring the original finishes in the concourse, removing inappropriately painted surfaces, internal lighting, remodeling meeting rooms, opening glass walls to the courtyards from the exhibit hall.
- Museum for Veterans
- I want to see the berm between Memorial Coliseum and N. Interstate Blvd. developed as active street level uses that animate the pedestrian realm (could provide new deck space at the arena level of M.C.).
- Reduced AND MORE FLEXIBLE seating to meet various demand based on event and venue is important.
- Would love to see the MC torn down and a more comprehensive look at the RQ take per the original preferred concept in 2001, but know that is not an option.
- I am interested in design that is visually compelling. (Think Walt Disney concert hall in LA or Central Library in Seattle.)
- The building's modern/international style architecture must be respected. Could the rim of the Bowl be lowered some to allow more city views since most venues do not need the entire possible seating capacity? The opening and closing curtain needs to be an efficient and easy process in encourage keeping the curtain open as much as possible.
- Plaza renovation: open West entrance to Mem/Co, move Blazers temporary offices and connect/develop the outdoor space in between RQ, ultimately connecting to N. waterfront.

Educational Components

(■ Majority / ■ Plurality)

Answer Options	+ Compelling	Neutral	- Dislike	Save for RQ
arts education	9	13	6	0
bicycle / pedal powered vehicle gallery	1	16	11	0
classrooms	15	9	4	0
creative arts education*	6	14	5	2
education	11	13	4	0
environmental museum	4	10	11	3
exhibits	12	10	4	2
interactive map displays	12	13	2	1
museum drawing from Smithsonian collection*	9	6	8	5
musical instrument library	3	10	12	3
natural/cultural history museum*	8	8	7	5
performance arts education*	7	12	6	3
sports hall of fame	12	10	5	1
sustainable technology showcase*	6	16	5	1
local activewear apparel showcase	6	9	11	2

- These questions are improperly phrased. The Coliseum should be a multipurpose venue with the educational activities available on a temporary basis, without dedication of any space for a single purpose.
- Education about veterans
- Natural history/ earth sciences related to the river and valley.
- Sports Museum as opposed to hall of fame.
- History of this specific area - pioneer settlement period to early period African American / jazz culture to how the MC was originally created and to Rose Qtr/Rose Garden period to current efforts.
- Alternating exhibit space for locally based exhibits.

Veterans Related Components

(■ Majority / ■ Plurality)

Answer Options	+ Compelling	Neutral	- Dislike	Save for RQ
chaplain's office*	9	11	8	0
improved Veterans Memorial	25	3	0	0
memorial park to the states of the union	3	14	11	0
veteran's meeting space	19	8	1	0
Veterans Memorial Museum	11	11	6	0
veteran's only recreation center	1	6	21	0
veterans' library	8	14	6	0

- The entire Coliseum is the memorial to the veterans and the multiplicity of temporary activities that can occur there. As well, the democratic nature of the central concourse and the engineering simplicity and elegance of the structure is a memorial to democratic civic involvement. There should be no permanent space dedications to veterans or any other group, nor should there be large scale changes to the building, removal of the bowl or seating.
- While there may be a place for a memorial structure, the whole of Memorial Coliseum should reflect its status as a memorial to the service of veterans. Could include the upper fascia, the glass box, a larger plaza, the arena floor level, a linked connection to the city or the west hills.
- Include all Veterans from all wars from Oregon (and maybe SW Washington) Re-dedicate the building to Veterans.

Community Resources / Economic Development

(■ Majority / ■ Plurality)

Answer Options	+ Compelling	Neutral	- Dislike	Save for RQ
affordable housing	2	7	11	8
business incubator	3	10	9	6
conference facilities	14	11	1	2
day care*	6	13	7	2
film studio*	6	14	6	2
hotel*	3	11	4	10
non-profit support services	3	11	13	1
office for non profits	4	6	16	2
office space	3	12	10	3
post office	2	6	18	2
printing shop	2	9	14	3
sustainability research incubator	2	12	12	2
sustainable agriculture incubator	3	10	13	2
teleconferencing	5	11	11	1
meditation room	1	9	18	0
chapel	3	6	19	0
multi-cultural center*	7	13	6	2

- These questions are improperly phrased. The Coliseum should be a multipurpose venue with some of these activities, as indicated, available on a temporary basis, without dedication of any space for a single purpose.
- I would need to know what community resources are lacking.
- Day Care / Physical activity for kids / for parents using other activities in the RQ / could be in the MC or RQ
- Economic, economic, economic; learning opportunities, business opportunities, training opportunities.