



Rose Quarter Development Project

Stakeholder Advisory Committee (SAC) Meeting #1

Tuesday - September 15, 2009 - 5:00 to 7:00 p.m.

Portland City Council Chambers

1221 SW Fourth Avenue

Meeting Summary

Meeting purpose

- Introduce SAC members
- Provide project overview
- Establish SAC purpose and operations
- Review public outreach program

Attendance

- **Sam Adams**, Mayor – City of Portland
- **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 - Historic Resource Cmte.
- **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
- **Marcus Mundy**, Urban League of Portland
- **Brian Owendoff**, Opus NW
- **Jim Peterson**, Mountain View High School, Vancouver
- **Greg Phillips**, Portland Center Stage
- **Steve Rawley**, North Portland
- **Joseph Readdy**, American Institute of Architects – Urban Design Panel

- **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

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
- **Kalin Schmoltdt**, 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 introduced himself as the SAC meeting facilitator. Meeting agendas and materials will be posted online prior to meetings. The committee should let Vaughn or Kalin Schmoldt know if posting materials online will be problematic. The team will bring hardcopies of large format materials to the meetings. Sam noted that Wi-Fi is available in the council chambers and committee members are encouraged to bring laptops to follow electronic materials.

Vaughn highlighted several common acronyms that would be used during the process:

- **PAM:** Portland Arena Management; operates and owns facilities within the Rose Quarter. PAM currently holds development rights to the site.
- **SAC:** Stakeholder Advisory Committee; this group.
- **PDC:** Portland Development Commission.
- **OCCURA:** Oregon Convention Center Urban Renewal Area; the area includes the Rose Quarter.
- **ICURA:** Interstate Corridor Urban Renewal Area.
- **SHPO:** State Historic Preservation Office.
- **RFP:** Request for Proposals.
- **SAM:** The Mayor and Chair of this committee.
- **MOU:** Memorandum of Understanding.

Other acronyms will be added to the list over time. The committee should make the team aware of any unexplained terms.

Project Overview

Sam thanked the committee for offering to serve. SAC members were chosen because they represent stakeholders who may have an interest in the future of this district or because they have other special expertise that is needed for this project. Members were selected from the entire region with the goal of creating a representative group with broad representation. This effort follows other previous efforts to revitalize this area and some of the participants in those past efforts have been recruited to help this group.

Sam explained that a variety of factors make this project more likely to succeed than previous efforts. The City now has greater experience developing complete neighborhoods, including the Pearl District and the South Waterfront. The City now has a winning team in the Blazers and they currently have an experienced and creative management team. The current manager of the Portland Winterhawks is also committed to this process. Significant investments have been made in public transit in the area (including a new streetcar line) and the Rose Quarter is coming to serve as a cross-roads for the region and a confluence for a variety of transportation modes.

This effort will consider how to preserve and enhance the Rose Quarter district and surrounding areas. While this may be the City's Rec-Room, it also needs to serve as a complete neighborhood with a citywide focus.

The identity of the Coliseum as a veterans' memorial will weigh heavily on the process. The project will also consider how the area was once a thriving African American neighborhood that was removed in the interests of urban revitalization.

This project will also be considered in the context of previous planning efforts. The 2001 Urban Design and Development Strategy and Oregon Convention Center Vision call out the area as an entertainment district. The Portland Plan strives for a thriving and sustainable city. The City Council has recently approved a streetcar vision with future plans for a bikeway vision. The project will also consider the North/Northeast Economic Development Initiative, the Headquarters Hotel and other potential investments in the area.

SAC Charge and Mission

Vaughn addressed items in the SAC notebooks. The notebooks include contact information for the project team. Contact information for the committee has not yet been included. Vaughn asked whether there were any objections to sharing email addresses between committee members: there were no objections and the list will be distributed at the next meeting. Vaughn and Kalin will try to respond to the group quickly if anyone requires information.

About 20 meetings are planned over the course of the coming year. Vaughn's task is to keep the group moving forward without stifling dialogue. The SAC should let Vaughn know if the process is moving too fast.

The SAC will help the project in two primary areas: 1) developing evaluation criteria in order to screen concepts and proposals for the renovation or adaptive reuse of Memorial Coliseum; and 2) reviewing and assessing the overall Rose Quarter Development Strategy. The SAC is advisory and will provide recommendations to the City Council.

Sam noted that Portlanders are emotionally invested in Memorial Coliseum and that he has heard many ideas regarding the building's future. At this point in the process, everyone is encouraged to weigh in as part of a community dialogue; there will be no screening for good or bad ideas at this point. The goal is for everyone to have the opportunity to contribute. Sam requested patience with the process, noting that decisions regarding Memorial Coliseum will be affected by decisions regarding the Rose Quarter and vice versa. He noted that a decision will need to be reached about the future of the Coliseum with the assumption that the skin of the structure will largely remain unchanged.

SAC Meeting Protocols

Vaughn noted that the team will get information out in advance of meetings. The committee may submit questions in advance of meetings to ensure that information is covered. Expectations and ground rules are listed in the Committee Charter. Members are charged with sharing what they learn at SAC meetings with those that they represent. The committee was asked to review the Charter and provide any input they have prior to the next meeting.

Written summaries will be provided for each meeting and the committee should let the team know if anything is missing. The team is considering creating a video summary of each meeting to post online along with special presentations and long reports. Meetings will be recorded and broadcast live on cable access channel 30.

Walter Valenta observed that PAM is not represented on the committee. He asked how they will be part of the process. Sam explained that the SAC is composed of stakeholders who will not benefit financially from any decisions. The Blazers and PAM, as well as the Winterhawks

are not represented for that reason. Those parties will be invited to participate as the SAC deems appropriate. **Walter** asked whether PAM has veto power over any decisions. Sam said that both sides (public and private) must agree in order to move forward and it will be necessary to match any private investment with public commitment.

Phil Kalberer asked how transportation infrastructure issues would be considered as part of this process. Sam noted that there is a technical team supporting the project. As with previous efforts, attention to impacts – including those to transportation, jobs, etc. – will be reviewed.

Will Macht asked about intentions for the Coliseum “bowl”. Sam noted that the existing commitment is to the exterior box, not the bowl. While the exterior structure must remain largely intact, there is a moderate amount of discretion regarding other creative opportunities.

Paul Falsetto asked how the Bureau of Planning and Sustainability (BPS) is part of the process. Sam said that BPS is a part of the core team.

Daniel Deutsch asked whether there would be more information regarding the details of the existing legal agreement with PAM. He also asked how firm the existing PAM development rights are. Sam said that those details would be addressed at the next meeting. PAM has made a \$250 million investment in the Rose Garden and they have an interest in surrounding it with a vibrant community.

Vaughn noted that the process schedule would be updated as the project continues. The schedule highlights several proposed methods for interacting with the public. A community brainstorming effort is planned to launch on the project website (www.RoseQuarterDevelopment.org) tomorrow. The schedule also highlights briefings for city agencies and specific decision points.

SAC Demographic Profile

Sam noted public interest in creating a project that is “authentic” to Portland. To that end, it will be important to understand who is represented on the SAC and helping to define what “authenticity” in Portland means. Vaughn led a short survey of the committee to help understand the group and identify potential holes in the representation. Sam summarized the findings:

- **Gender:** The group is roughly 2/3 men and 1/3 women whereas the city is roughly 50-50.
- **Age:** The group may be slightly overrepresented by the 45-64 age group and underrepresented by those under 20.
- **Race:** Whites are represented roughly in proportion to the overall Portland population. American Indians are slightly over represented. There are no Hispanic or Latino members and African Americans are slightly overrepresented.
- **Educational attainment:** The group overall has significantly higher educational attainment than the general population.
- **Veterans:** Roughly one third of the group members are veterans – a higher statistical representation.
- **Where people live:** The group has good north and northeast Portland representation with low northwest representation and no representatives from southeast Portland.
- **Income:** The group is generally underrepresented by low and middle income groups and overrepresented by higher income groups.

Sam encouraged the committee to be mindful of the group composition as they deliberate. He noted questions of who uses the district (including the Convention Center), what the current uses are for the area, and who uses nearby transit.

Outreach program overview

Vaughn explained that there will be a variety of online outreach activities. There will also be onsite outreach and face-to-face interaction with the public. Vaughn asked for additional thoughts on how to gather information from the community.

Regina Hauser noted that relying on online methods might skew feedback towards higher income groups. Vaughn agreed and noted that a variety of outreach methods are planned. Community gathering places such as churches, schools and community centers can also be targeted for outreach.

Marcus Mundy suggested that many such outreach mechanisms are already in place through the Office of Neighborhood Involvement (ONI). Vaughn assured the group that the team would be working with ONI. Sam noted that the project would also strive to use tools such as direct social media and text messaging to bridge the digital divide and engage a younger population. Vaughn noted that information is already available at *RoseQuarterDevelopment.org*.

Samuel Brooks suggested gathering demographic input during online outreach efforts to see which groups are offering feedback.

Rosemary Colliver suggested using booths to reach users at Coliseum and Convention Center events. This would also help reach stakeholders from outside the city.

Clint Lundmark noted that neighborhood association meetings are a good way to conduct outreach. Neighborhoods often have existing outreach mechanisms in place that can help overcome the limitations of web-based communication. Vaughn suggested sending materials to be included in neighborhood newsletters.

Outreach needs and expectations discussion

Sam asked the group to share questions and concerns that should be considered as the process moves forward:

- **Sandra McDonough** requested an overview of the district's financial history in order to determine how investments in the area have fared over time.
- **Cameron Vaughan-Tyler** asked for a historic overview of the area.
- **Drew Mahalic** suggested looking at how other cities have treated secondary arenas – such as in Philadelphia – and learning from their experiences.
- **Will Macht** requested any available historical data to help create a comprehensive understanding of how the Coliseum has been used in the past. Data could include finances, the use of parking structures and parking income when there are no events, the types of events held in the Coliseum and the income and expenses related to those events.
- **Clint Lundmark** noted that the Eliot Neighborhood is mostly concerned with day of event issues. There is currently no Good Neighbor Agreement in place between PAM and the Eliot Neighborhood

- **Wade Lange** noted that barriers to development in previous planning efforts still remain. He asked whether constraints such as Interstate 5 and railroad tracks will be discussed as part of this process.
- **Lillian Karabaic** noted concerns with mobility in the area and goals of realizing the full potential for bike/ped connections and access. There may need to be conversations with ODOT regarding engineering and maintenance issues such as traffic signal timing and possible no motor-vehicle access holidays. Sam noted that ODOT will soon begin a study of the freeway in this area and that effort could present partnership opportunities.
- **Virginia Sewell** expressed interest in how people spend their leisure time. She requested information on the number of people in the region who use these facilities.
- **Regina Hauser** encouraged considerations for how the site fits into the natural ecosystem, including how stormwater treatment and the relationship of the site to the river.
- **Philip A. Kalberer** questioned how the site will fit into the context of the greater area. A 2001 Study is recommending a street grid system with or without the Coliseum. Transportation and infrastructure issues must be addressed as well as the question of how to unite contiguous neighborhoods together.
- **Paul Falsetto** reiterated the need for a current and detailed conditions estimate. He noted that the Coliseum has just been accepted to the national registry of historic places and it would be appropriate to learn how that designation will affect SAC decisions or the use of the building
- **Daniel Deutsch** asked how the project could help revitalize Broadway, which is desolate near the Rose Quarter. This effort presents an opportunity to redevelop this central arterial.
- **Rosemary Colliver** noted that many people from throughout the region use the facilities at the Rose Quarter. It will be important to be mindful of those who aren't directly adjacent to the project. It will also be important to understand what didn't work from previous efforts.
- **Andrew Colas** expressed interest in learning more about the history of the previous African American community on the site and exploring how that history will be related to future development.
- **Samuel Brooks** questioned how minorities, women, and small businesses could be included in the process and how they can help grow the community at large. Other cities with similar venues could serve as models and resources for learning best practices.
- **Tony Stacy** asked, with regard to the ecosystem and sustainability, about the materials that were used in building the Coliseum and what upgrades and modifications the building will require and at what cost. School and youth involvement will also be important. They are the future stakeholders.
- **Marcus C. Mundy** noted how the demographic composition of the SAC varies from the average in Portland. He questioned how the group can be mindful of these disparities

and deliberately address those differences moving forward. He agreed with the ideas expressed thus far and also encouraged looking at the role of transportation and how transit dependent user groups may be differently affected from non-transit dependent users.

- **Brian M. Owendoff** noted the importance of leveraging existing structures and resources without requiring major capital investments. It will also be important to have an understanding of available funding and to be mindful of the current economy.
- **Steve Rawley** expressed interest in increasing opportunities for public recreation. He asked whether there would be any opportunities to involve Portland Parks and Recreation and whether that involvement could that could increase the level of public investment in the project. Steve appreciated the need for public/private partnerships but observed that those relationships can tend towards private use over public use. Sam noted that Portland Parks will be involved in the process.
- **Jim Peterson** questioned whether the project would draw from the entire region or just from within the city. He also questioned whether the uses would be focused on families or only those over 21.
- **Walter M. Valenta** asked whether there are existing examples of stadiums in complete communities. He also asked whether there are examples of low or no energy use stadiums and whether this could present an important opportunity for the city to be on the cutting edge. He suggested looking at historical examples to see how stadiums have fit into communities in the past.
- **Rudy Soto** noted that Memorial Coliseum was originally dedicated to veterans of foreign wars. This project presents an opportunity to acknowledge the many young and diverse individuals throughout the region who have served in recent wars.
- **Greg Phillips** requested information on basic square footages and acreages as well as a tour of the site. He called for an understanding of the site history and asked the group to recognize the challenges inherent in trying to represent the interests of a future Portland that will be much different and more diverse.
- **Alicia J. Rose** agreed that a field trip would be helpful. She questioned how there will be outreach to the arts community, noting that there is a need for programming to address revitalization on the east side. It will also be important to focus on potential connections with recently burgeoning neighborhoods such as Mississippi and MLK.
- **Jules Renaud** expressed interest in parking availability.
- **Joseph Readdy** noted the importance of understanding: 1) context: including natural systems, the history of the area as a dismantled African American neighborhood, and connection to rivers. 2) Connections: including the relationship to ODOT, the freeway, and bike/ped issues. 3) Capacity: understanding the value of the Coliseum and the capacity and potential for the land itself. The project also presents opportunities as the gateway to Old Town/Chinatown and the central city.

Public Comment

- **Brian Libby** is a journalist and a representative of Friends of Memorial Coliseum, the group that has been trying to save Memorial Coliseum from being torn down and made into a baseball stadium. Brian thanked the group for serving and expressed an interest in meeting the SAC members individually. Brian will be making a presentation on the architectural history of building and why it is a world landmark. Brian said that he is looking forward to having an honest dialogue and getting to know all perspectives.
- **Dustin Klosner (sp)** is a northwest Portland resident. He questioned how high speed rail may impact the area in the future. Memorial Coliseum has been discussed as the logical terminus for a rail hub and it will be important to consider this long-term potential as part of the discussion.
- **Jesse Bott (sp)** emphasized that the Coliseum was built as a veterans' memorial. The significance of the building must be kept in mind the only reason the building is still standing is because of the memorial status. Sam noted that a veterans' committee is being formed to advise this group and other bodies. The group will be formed in consultation with Veterans Affairs.
- **Gil Frey** said he has been working to save Memorial Coliseum for almost 50 years. He challenged each committee member to try and bring in one new event to the Coliseum during the building's 50th year. He said that now is a time to celebrate after having fought forces that wanted to demolish the building. The committee should consider ways to show the younger generation that money isn't being lost on this veterans memorial park. The Rose Garden owes its existence to the Coliseum. A memorial should be erected to emphasize the connection of the building to veterans.
- **D. Lance Dunkin (sp)** is a former teacher and wrestling coach who has been involved in the state high school wrestling program. The wrestling program brings many young men and women to the Coliseum, the only facility that can host this type of event. The Coliseum is an ideal site for the state high school wrestling tournament and offers an opportunity for the rest of the state to see Portland and bring money into the area.

Close/Next steps

Sam noted that a tour of the Rose Quarter will be scheduled soon. The next meeting is scheduled for Sept. 29 at 5pm. That meeting will address many of the concerns raised by the group today. The agenda will be made available online one week in advance of the next meeting.

Andrew Colas requested background information on the private financing of the project and about potential PAM development efforts. It will be important to understand where PAM is coming from and examples in other cities.

Greg Philips asked whether there were ways to participate by video conference or phone if a member can't attend a meeting. Sam said that they would explore remote participation options.

Wade Lange noted that the Rose Quarter is a part of the Lloyd District. Discussion of past development in the Lloyd area would be relevant to the SAC conversation.

Sam adjourned the meeting and invited everyone present to join the Mexican Independence Celebration that was underway in City Hall.