



Rose Quarter Development Project

Stakeholder Advisory Committee (SAC) Meeting #3

Tuesday - October 13, 2009 - 5:00 to 7:00 p.m.

Portland Development Commission

222 NW 5th Ave, Portland

Meeting Summary

Meeting purpose

- Affirm Project Vision and Urban Design Principles
- Introduce Memorial Coliseum Future Process
- Discuss Coliseum Process Evaluation Criteria

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
- **Jeff Miller**, Travel Portland
- **Brian Owendoff**, Greenlight Greater Portland/Opus NW
- **Greg Phillips**, Portland Center Stage
- **Steve Rawley**, North Portland
- **Joseph Readdy**, American Institute of Architects

- **Jules Renaud**, Student – Winterhaven School
- **Virginia Sewell**, Oregon Ballet Theatre
- **Tony Stacy**, One Wolf Soccer, Management and Development
- **Walter Valenta**, Interstate Corridor Urban Renewal District Advisory Cmte.
- **Rick Williams**, Lloyd Transportation Management Association

Core Project Team

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

Opening

Call to order / Meeting purpose and agenda – Committee Chair Sam Adams welcomed the group and reviewed the meeting purpose.

Approve SAC Meeting #2 Summary – The summary was approved.

PDC is looking into wireless access for committee members so that hardcopies of materials will not be required at future meetings. Vaughn will bring fewer extra meeting packets to future meetings pending resolution of the wireless issue. Large format materials will be provided as needed.

Response Log – Vaughn noted the response log from the previous meetings and asked for comments. Future versions will be available for tracking on the SAC portion of www.RoseQuarterDevelopment.org.

- **Steve Rawley** had requested a profit-loss item that is not currently listed in the log.
- **Virginia Sewell** said that she wanted to see a list of constraints that apply to PAM as well as restraints on regulatory agencies.

SAC Tour Debrief

Sam Adams asked for impressions from the attendees of the Oct. 12 tour of the Rose Quarter.

- **Greg Phillips** said the tour was informative and useful early in the process. The glass box of the Coliseum is striking and in an amazing location. The tour revealed how the Coliseum could be modified to serve smaller crowds of 6,000-7,000 and more efficiently meet demand.
- **Philip Kalberer** was impressed with the condition of Coliseum, though it may be difficult to find creative uses for the underground areas. The facility feels isolated from the surrounding neighborhoods. Structural issues need to be resolved.
- **Brian Owendoff** noted that the proximity of the Coliseum to the Rose Garden helps to maximize use. Each facility hosts around 150 events each year. He also noted opportunities to change the size of the Coliseum better meet user needs. The current amount of parking seems to work well in conjunction with transit and bike access. The Coliseum requires improvements to make it more functionally useful and it will take time and money to improve now that it is on the National Register of Historic Places. The facility has lost money in eight of the last ten years. The current site layout is distant from Broadway and doesn't provide adequate connectivity between neighboring areas.
- **Walter Valenta** noted that the Coliseum and Rose Garden seem like facilities that lack a relationship. They should relate to each other more purposefully on every level.
- **Steve Rawley** said that it was good to hear the PAM vision for the area and how they see the Coliseum as a valuable part of the Rose Quarter. Steve was impressed with the Coliseum architecture and noted some concerns about significantly shrinking the bowl.
- **Paul Falsetto** noted a better understanding of what the Coliseum requires to operate and noted that PAM seems to respect the facility. Although the Coliseum space is fairly inflexible by today's standards, the building has a lot of character. The Rose Garden could serve as a more flexible space as required, while the Coliseum serves when flexibility is less of an issue. The Coliseum has great potential for neighborhood connections. There is developable space between the Coliseum and Broadway.

- **Will Macht** noted that there is development potential on Broadway as well as on Holiday, including a parcel adjacent to the Transit Center. There is also development potential within the Rose Quarter, including the plaza and exhibit area. The riverside property offers views of the city. There are developable areas to the north and south of the Coliseum. There are also opportunities to improve the Coliseum without changing the building box or bowl while efficiently facilitating smaller events.
- **Daniel Deutsch** noted thoughts about activating the space during non-event times. The underground areas may provide opportunities for day-to-day activities. Although the structure is beautiful as it stands, it may be possible to resize the venue without tremendous expense.

Vision and Design Principles Review

Sam presented a version of the Vision and Design Principles document with suggested changes and asked for additions or changes. The final version will not be decided today.

- **Sam Adams** noted that *neighborhood* should be plural in the Project Vision and that #5 should say parking *strategy*.
- **Brian Owendoff** suggested also including the convention center.
- **Walter Valenta** suggested broader language that addresses the Rose Quarter as a whole and is less Coliseum-centric.
- **Steve Rawley** requested a mention of public use.
- **Carolyn Briggs** noted that the Rose Quarter is part of the Lloyd District, not adjacent.
- **Philip Kalberer** noted existing physical barriers and the need for more emphasis on facilitating pedestrian access and connections to other areas.
- **Daniel Deutsch** noted the need for a conduit providing connections between different transportation modes in the area.
- **Lillian Karabaic** noted that while reestablishing the city grid may not be feasible, the emphasis on creating a transit and bike-friendly neighborhood doesn't directly speak to all travel barriers. An item is needed that speaks to connectivity for all transportation.
- **Rick Williams** suggested that it may be premature to remove the "Streets" principle because the lack of streets is a physical barrier. Sam agreed that it would be necessary to address streets and connectivity. He explained that the edit was intended to make it clear that funding for creating a normal street grid is unlikely.
- **Joseph Readdy** suggested changing #7 to *Transportation* and addressing the auto domination of the area. He also suggested combining #5 with #7 instead of treating it separately.
- **Paul Falsetto** noted (regarding #9) that it is important to recognize how the Rose Quarter straddles Broadway and Steel Bridge and to address gateways in and out of the city as well.
- **Carolyn Briggs** noted that there was no reference to energy or water sustainability in the principles.
- **Greg Phillips** noted that the grain elevators present a physical barrier to creating a space in the Rose Quarter that looks and feels good.

- **Wade Lange** noted that the veterans' memorial isn't addressed in the Urban Design Principles document.

Memorial Coliseum Future Process – Concepts to Proposals

Kia Selley explained the concept to proposal process. The place making effort is beginning with the Coliseum because of the public interest in the building. The Coliseum process precedes the larger planning process that PAM will employ. The goal of the project is to facilitate participation by groups other than PAM in an open and transparent process. Phases of the process include:

- **Ideas:** Developing an evaluation framework with the SAC and gaining insights into the building, and engaging the community in a brainstorming exercise on the project Web site at www.RoseQuarterDevelopment.org.
- **Concepts:** A call for concepts will employ a user-friendly online application for submitting adaptive reuse ideas. This phase is oriented towards community groups and developers submitting ideas. Application questions will be related to the evaluation criteria. All concepts will need to be submitted through the web site to be considered for the next phase, even those ideas presented by PAM. Concept submittal will close on Dec. 1. Concepts will be reviewed based on the evaluation criteria and will be presented to the SAC for consideration.
- **Proposals:** The City Council will shortlist some concepts based on recommendations from the SAC. Selected concepts will be forwarded on to the RFP process. Proposals will be subject to more stringent requirements and will require demonstrating necessary expertise, experience and the ability to get funding. Proposals will also be evaluated based on the evaluation criteria. City council is expected to make a selection in 2010.

Coliseum Process Evaluation Criteria (1st draft)

Kia Selley noted that Eco Northwest would brief the committee on the findings from the Memorial Coliseum Technical Report at the Oct. 27 meeting.

Kia addressed the nine proposed Evaluation Criteria that will be used to review proposals. The Criteria have not been weighted or prioritized. The committee divided into two groups to address key questions about the proposed Criteria. The groups reported out based on their discussions:

Group #1

- Operational efficiency appears to be a missing criterion.
- Flexibility and scalability to meet market demand is important.
- Public uses of the area are important.
- Financial feasibility should be a make-or-break criterion.
- It will be important to consider who is proposing the ideas.
- There is concern about applying certain criteria only to the building instead of to the area as a whole.
- The area has been developed as small projects and pieces and needs to be conceived as a whole.

- There is concern that the criteria may exclude non-spectator uses. It should be clear that all proposals are welcome.
- There are duplicate mentions of supporting and enhancing the Rose Garden Arena.
- There is some question of the wisdom of focusing on planning the Coliseum before the Rose Quarter as a whole.

Group #2

- Flexibility regarding space and use is important.
- The impact of the district on the surrounding area is important, as is how the space activates and acts as a catalyst for other things.
- Sustainability is an issue; more mundane improvements may also offer sustainability advantages in addition to cutting edge improvements.
- It is important to attract people of all ages.
- There are concerns about technical components with respect to loading docks.
- The headers in the criteria list don't seem to allow the building criteria to be applied more generally to the whole area.
- The process should attract the widest variety of proposals and uses.
- Financial feasibility may not necessarily imply economic viability in the long run; it is important to be adaptable to the market.
- Cultural heritage should not imply a "museum of what was," but rather the real application of historic and current uses to activate the space.
- The day-to-day use of the space is important.
- Veterans have previously been offered the use of the Coliseum space and those agreements have not been honored;
- The veterans' memorial is more than just a wall and includes the building itself.

Staff will incorporate comments and create a short survey to gather community priorities on the criteria. The survey will hopefully be active by Friday and findings will be shared at the next meeting. Links to the survey will be sent to the committee to share.

Public Comment

Brad Perkins works and lives in inner northeast. He noted the importance of enticing developers and letting them see the possibilities for development in the surrounding areas. To that end, it is important to consider opportunities for removing encumbrances – such as the storage mill – and to verbalize opportunities. Potential high speed rail connections to Vancouver, BC present opportunities to begin potential public-private partnerships and make developers excited.

Gil Fry has lived in Portland his whole life and served in the Army. He questioned the representation of veterans on the committee. Gil noted the coliseum being built in Eugene and the need for the Coliseum here. He noted his contributions through the service. Gil reflected that he had worked for \$0.05/hour while in the Army and that he knew of a person listed on the Coliseum Memorial wall who died while in boot camp. Gil read from a resolution "To Seek the Long Term Preservation of Veterans Memorial Coliseum." The resolution recalled the sacrifice

of veterans and noted that the Memorial Coliseum space is dedicated to enhancement of our culture. The resolution noted the need to preserve the memory of veterans and that all veteran memorials should be honored, maintained, preserved and respected. Sam offered to better denote the veterans' representatives on the committee, including Rudy Soto, Tony Stacy and Sam Brooks.

Andrew Montgomery asked whether it would be possible to submit supporting Web sites or images along with online concepts. Kia said that it will be possible to do both.

Lillian Karabaic noted that the Silverdome in Detroit recently went to auction and may sell for as little as \$500,000. This is something the group should avoid.

Harley Wedel said he was pleased to hear that the *memorial* aspect of the Coliseum was receiving attention.

Next steps

The next meeting is scheduled for October 27, 5-7pm.