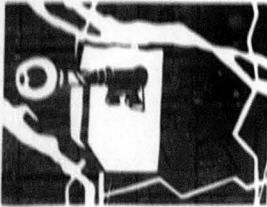


**NORTH-NORTHEAST
BUSINESS BOOSTERS**



Unlocking North-Northeast Portland's Well Kept Secrets
P.O. Box 11565
Portland, Oregon 97211
(503) 240-5323

5/28/86
D.N
34110

May 28, 1986

TO: Portland City Council
FROM: North-Northeast Business Boosters
SUBJECT: Convention Center Ordinance and Resolution

The North-Northeast Business Boosters commend Mayor Bud Clark for his vote on the regional convention, trade and spectator facility. Our Board recommends full Portland City Council approval of the convention center ordinance and resolution being presented to you on May 28, 1986.

The North-Northeast Business Boosters have supported business and economic development since our creation in 1974. We believe the convention center will not only bring business and economic development to the east side of Portland but serve to make a great city and its surroundings greater.

SB:jld

CENTRAL EASTSIDE INDUSTRIAL COUNCIL

P.O. Box 14251
Portland, Oregon 97214

5/28/86
D.W.
34110

April 16, 1986

Committee on Regional Convention, Trade and Spectator Facilities
c/o Bob Ridgley, Chairman
2000 SW First Avenue
Portland, Oregon 97201

Dear Honorable Committee members:

We greatly appreciate the opportunity to provide our position to you concerning the proposed convention center. We are very appreciative of the time and effort that you are investing in this project.

On April 16, 1986 at our regularly scheduled Central Eastside Industrial Council (CEIC) Board of Directors meeting, we reviewed the relevant information and took a formal position. We have enclosed the memorandum prepared by our Land Use Committee which provided the background information.

The CEIC Board of Director, by unanimous resolution, formally adopted the following position:

"We strongly believe that a Convention Center has major regional economic and social benefits.

We are prepared to support development of a Convention Center at any appropriate location in the central city given the following conditions of development:

- o The Convention Center should go through a public design review process.
- o The Convention Center should be developed within the guidelines of Portland's Comprehensive Plan including both land use and capital improvement components without requiring any substantive changes to the plan.
- o The Convention Center should be regionally financed in an equitable manner where costs are relatively distributed according to benefit.

From the perspective of the Central Eastside Industrial District, we feel that the Holladay/Union site is the most appropriate site."

Sincerely,

John Bradshaw, President
Central Eastside Industrial Council



enc

CENTRAL EASTSIDE INDUSTRIAL COUNCIL

P.O. Box 14251
Portland, Oregon 97214

April 10, 1986

MEMORANDUM

TO: CEIC Board of Directors
FROM: CEIC Land Use Committee
RE: Proposed Convention Center

SUMMARY

The Central Eastside Industrial Council (CEIC) has been asked by the Regional Committee on Convention, Trade and Spectator Facilities (CTS) to review the proposed Convention Center and formulate a position. The CTS is proposing the construction of a mid-sized convention facility at one of four proposed sites (see enclosed map). The CEIC Land Use Committee have reviewed four questions: (1) Should a Convention Center be built in Portland's central city?, (2) What are the opportunities and constraints of the four proposed sites?, (3) What are the major impacts of each site on the Central Eastside Industrial District (CEID)?, and (4) What position should the CEIC take?

The CEIC Land Use Committee met on April 2, 1986 and discussed the four questions. Steve Siegel, staff to the CTS, met with the committee and responded to questions. The committee directed Gary Madson, Peter Fry, Jeff Stevens, and BB Bouneff to meet and formulate a position paper based on the committee's discussions. They met on April 4, 1986 to draft a position paper which was subsequently reviewed by all members of the CEIC Land Use Committee and also by two former CEIC Presidents Vern Ryles, Jr. and Mark Teppola. The position paper is based on the information provided to the CEIC by the CTS staff.

SHOULD A CONVENTION CENTER BE BUILT IN PORTLAND'S CENTRAL CITY?

Yes:

- a. A Convention Center will strengthen the Portland Metropolitan region by bringing new dollars into the region and by serving as a dynamic marketing tool to market the region.
- b. A Convention Center will strengthen the heart of the region by providing a one-of-a-kind facility which can utilize and reinforce existing public investment and spark new private investment.
- c. A Convention Center will strengthen the CEID by providing a new market for the many distribution and service firms in the area and by strengthen the existing commercial corridors.



MEMORANDUM
CEIC

April 10, 1986
Page Three

South Waterfront (continue):

waterfront for public access and beautify the waterfront. The development would allow the greenway trail to be developed. The site has ample room for expansion. The site would provide a strong southern anchor for the developing south waterfront area. The site has only two owners making site acquisition and displacement of existing businesses relatively simple.

The South Waterfront site is constrained by its relative isolation from the Central Business District and the Lloyd Center area. The site has poor regional access and relatively poor local street access. The site is not served by transit at this time. The site is located in a controversial area without a clear consensus as to the area's future (the Convention Center could provide an identity for the area). Development at this site would create additional pressure for conversion of nearby industrial uses to non-industrial uses and the existing industrial uses on the site would be relocated probably outside of the Portland area.

Union Station:

The Union Station would strengthen and reinforce existing and future investments made in the north of Burnside area. The site would reinforce the transportation center and strengthen the extension of the transit mall. The development would preserve the historic Union Station structure. The site has excellent pedestrian and automobile access to the downtown core area. Substantial amounts of underdeveloped land (in terms of the area's Comprehensive Plan designation) exist in close proximity to the site. The site would benefit from the distribution capability of both the central eastside and the inner northwest.

The Union Station encounters several constraints to development including the very limited amount of developable land on site, no direct transit access (at this time), difficult access for freight delivery to the site and the relatively high costs of developing the site due to the physical constraints of the site. The development of the site could damage future growth of both passenger and freight rail use by limiting the land area available for the railroad's operations. The present unwillingness of one of the railroads to sell the site could make site acquisition very difficult. The development may be in conflict with City policy to concentrate social services in the north of Burnside area. The development could cause further loss of low-income housing. The development could create pressure for conversion of nearby industrial sanctuary areas to non-industrial uses. The development would appear to require a high level of future public investment in terms of improving access, providing for the displacement of existing populations and provision of resources to ensure public safety.

CENTRAL EASTSIDE INDUSTRIAL COUNCIL

P.O. Box 14251
Portland, Oregon 97214

April 10, 1986

MEMORANDUM

TO: CEIC Board of Directors
FROM: CEIC Land Use Committee
RE: Proposed Convention Center

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- c. A Convention Center will strengthen the CEID by providing a new market for the many distribution and service firms in the area and by strengthen the existing commercial corridors.



MEMORANDUM
CEIC

April 10, 1986
Page Two

WHAT ARE THE OPPORTUNITIES AND CONSTRAINTS OF EACH SITE?

Holladay/Union:

The Holladay/Union site provides several opportunities. Three primary opportunities include: (1) strengthening economic and social linkages between the Lloyd Center/Coliseum area and the Central Business District, (2) reinforcing the light rail investment, and (3) strengthening the Coliseum through a shared use of facilities yet they are far enough apart to coexist. The Holladay/Union site is a highly visible site being visible to approximately two hundred thousand (200,000) people per day traveling on Interstate 5, Interstate 84 or the Union/Grand couplet. The site has the potential for tremendous views of the Portland area. The site has excellent regional access with very direct access to and from Portland International Airport. Development of the site would redevelop an economically underutilized area (in terms of the area's Comprehensive Plan designation) and provide economic spin offs for the hotels, stores and restaurants in the Lloyd Center area and, via light rail, for the Central Business District and Old Town. Displaced tenants could locate in nearby commercial and industrial areas. The site would strengthen the Union/Grand commercial corridor and would be well served by the close proximity of the central eastside distribution area.

The Holladay/Union site exhibits several constraints including the displacement of several businesses, the multitude of owners involved in the site acquisition process, potential pressure to convert nearby industrial sanctuary areas to non-industrial uses and challenges in designing the facility to mitigate the impact of Interstate 5 and to utilize the Union Grand commercial corridor. The site would require street vacations and relocation of services. The site is constrained in size and experiences local circulation problems in and around the site.

Memorial Coliseum:

The Memorial Coliseum's opportunities are similar to Holladay/Union's opportunities.

The Memorial Coliseum site has two major constraints. First, construction of the Convention Center would disrupt the many ongoing activities of the Memorial Coliseum by removing parking and obstructing access to the Coliseum. Second, construction would require demolition of existing display space which could continue to serve a market which complements, but is separate from the Convention Center market.

South Waterfront:

The South Waterfront offers great opportunities in its location on the Willamette River. The site could reinforce Portland's "River City" image, utilize the

MEMORANDUM
CEIC

April 10, 1986
Page Three

South Waterfront (continue):

waterfront for public access and beautify the waterfront. The development would allow the greenway trail to be developed. The site has ample room for expansion. The site would provide a strong southern anchor for the developing south waterfront area. The site has only two owners making site acquisition and displacement of existing businesses relatively simple.

The South Waterfront site is constrained by its relative isolation from the Central Business District and the Lloyd Center area. The site has poor regional access and relatively poor local street access. The site is not served by transit at this time. The site is located in a controversial area without a clear consensus as to the area's future (the Convention Center could provide an identity for the area). Development at this site would create additional pressure for conversion of nearby industrial uses to non-industrial uses and the existing industrial uses on the site would be relocated probably outside of the Portland area.

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MEMORANDUM
CEIC

April 10, 1986
Page Four

WHAT ARE MAJOR IMPACTS OF EACH SITE ON THE CEID?

The CEID will receive substantial generic benefits from any of the four sites which include generally strengthening our economy, creating an expanded market for distribution services such as produce, sundries, flowers and plants, paper products and display and photographic needs, and creating an opportunity for interaction with people from all over the nation.

The Memorial Coliseum site and the South Waterfront site do not create any major impacts beyond the generic benefits.

The Holladay/Union site has the potential to increase pressure for conversion of industrial uses to non-industrial uses. The Holladay/Union site provides major benefits to the distribution area because of its close proximity and could substantially strengthen the Union/Grand commercial corridor.

The Union Station site has the potential for substantial adverse impact on the CEID if the street population and accompanying social services are displaced into the CEID.

RECOMMENDED POSITION OF THE CEIC.

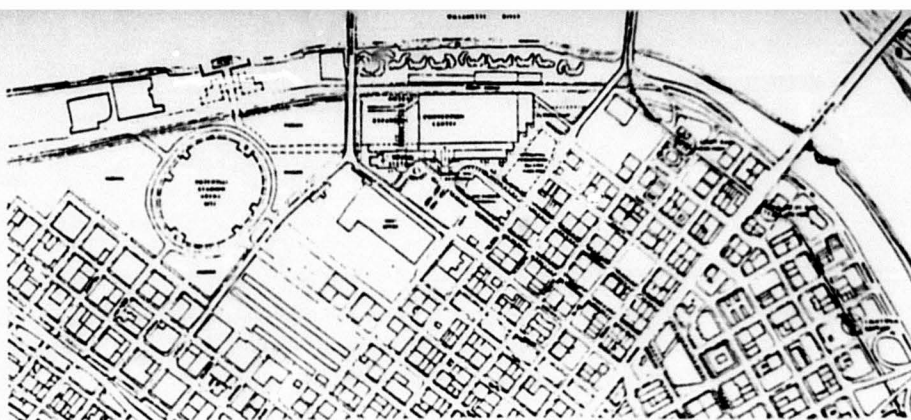
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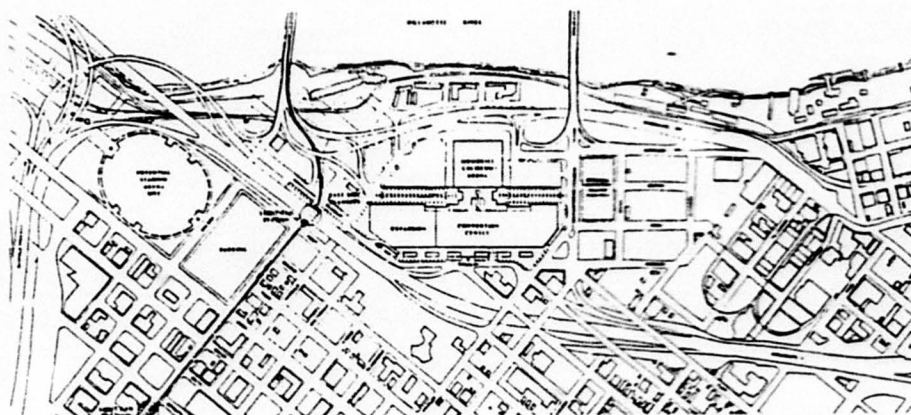
From the perspective of the Central Eastside Industrial District, we feel that the Holladay/Union site is the most appropriate site."

Union Station: Adjacent to the train station on the West side of the Willamette River. The existing Union Station building would be preserved and completely renovated to provide a combination of meeting rooms, administrative functions, public space and Amtrak facilities. Estimated costs in 1985 dollars: \$91,538,000.

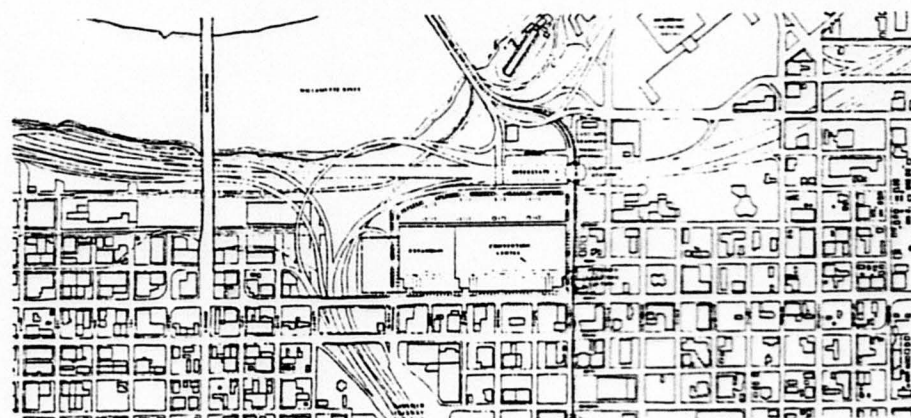


34110

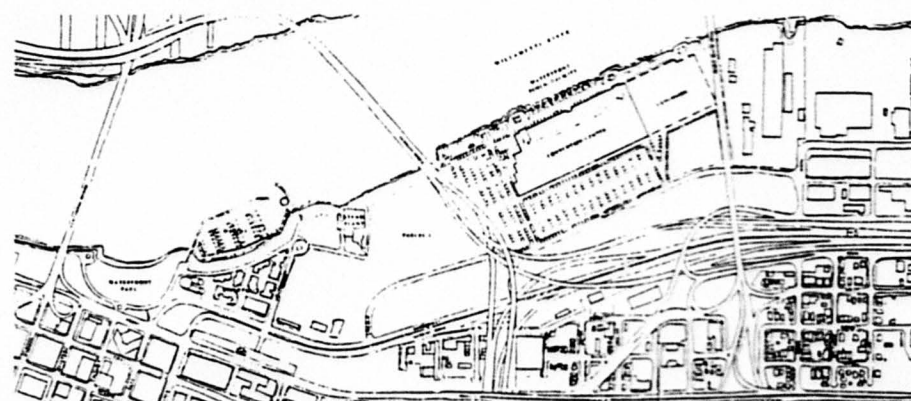
Memorial Coliseum: Adjacent to the existing arena facilities on the East side of the Willamette. New facilities would be built east of the existing coliseum arena in the area now occupied by assembly and exhibit halls, the Coliseum access driveway and the parking lot. Estimated costs in 1985 dollars: \$83,451,000.



Holladay/Union: a 17-block site bounded by Interstate 5, N.E. Holladay, N.E. Union and N.E. Glisan, adjacent to the light rail line. The Lloyd Corporation currently owns about 30 percent of the 17 block site. Use of this site would require vacating most street rights-of-way and relocating or abandoning existing utilities within the site. Estimated costs in 1985 dollars: \$75,222,000.



South Waterfront: On the West Bank of the Willamette between the Marquam and the Ross Island Bridges, bounded on the West by Moody Avenue. Estimated costs in 1985 dollars: \$86,979,000.



RESOLUTION NO.

34110

WHEREAS, a Spectator and Convention Facilities Task Force was first appointed by the City of Portland in May 1980; and

WHEREAS, this Task Force recommended that expanded convention facilities be built at the Portland Memorial Coliseum site to stimulate the region's economy by adding new revenue, new jobs, and an enhanced tax base; and

WHEREAS, in March 1983 the Portland City Council adopted Resolution No. 33347 in which the City Council declared expanded convention facilities to be in the economic and civic interest of the City and established the development of such facilities as a goal of the Council and directed staff to prepare, for Council review, a long-term plan for the development of new facilities at the Coliseum Complex; and

WHEREAS, in April 1984 the Exposition-Recreation Commission submitted a revised site plan and cost estimate in response to Resolution No. 33347; however, the issue of funding sources and implementation strategy were outside the scope of the report and remained unresolved; and

WHEREAS, in December 1984 the Portland City Council adopted Resolution No. 33789 in which the Council expressed its intent to participate in the Committee on Regional Convention, Trade, and Spectator Facilities (CTS) and authorized the then Mayor-Elect Clark to appoint two City of Portland representatives to the CTS Steering Committee; and

WHEREAS, in May 1986 the CTS approved a recommended regional master plan for convention, trade, and spectator facilities; and

WHEREAS, the CTS recommended that a roughly 400,000 sq. ft. convention and trade show center with 1,000-1,500 parking spaces, designed to accommodate the functional requirements of the international, national, and regional mid-size convention and trade show market which includes approximately 165,000 sq. ft. of exhibit space with high ceilings, with contiguous expansion area of approximately 100,000 sq. ft., and approximately 40,000 sq. ft. of meeting room space and related support space, be constructed at the "Holladay/Union" site which is defined as the area bounded by Union Avenue on the east, Holladay Street on the north, and I-5/I-84 on the west and south; and

WHEREAS, the CTS has recommended that there should be only one operating commission for the regional inventory of major convention, stadium, arena, and related trade facilities, and to accomplish this the City of Portland should transfer the functions of the Exposition-Recreation Commission to a regional commission established by the Metropolitan Service District (Metro) in accordance with a phased transition plan; and

WHEREAS, the Council finds public convention, trade show, and spectator facilities are regional in nature. The planning, development, promotion, operation, and management of such facilities should be undertaken from a coordinated regional perspective so as to assure the maximum benefit to the region from the facilities, and Metro is the regional public body that should be responsible for such facilities; and

WHEREAS, the CTS has recommended as part of its funding plan that the City Council initiate the establishment of a Convention and Trade Show Center Local Improvement District (LID) that will provide \$5 million after deduction of administrative and interim financing costs which would be paid to the Metropolitan Service District in exchange for the District's application of the proceeds towards construction of the Convention and Trade Show Center, with the payment to be made in accordance with the requirements of the construction budget and schedule for the Center; and

WHEREAS, the CTS recommended, as part of its funding plan, that the Metropolitan Service District seek voter approval for a General Obligation Bond which provides up to \$65 million after fees and administrative costs are deducted, and the state of Oregon appropriate \$15 million after administrative and interest costs are deducted; and

WHEREAS, the Portland Development Commission staff prepared a study in August 1983 which found the greater vicinity surrounding the Memorial Coliseum to be blighted and, therefore, potentially eligible as an urban renewal area; and

WHEREAS, the existence of an urban renewal area provides a financing mechanism to implement eligible projects and activities which are supportive of the convention and trade show center, the City's Comprehensive Plan, the policies approved through the Central City Plan process and approved urban renewal plan, and other related City plans and policies; and

WHEREAS, the Lloyd Corporation, Ltd. has offered to the City of Portland, acting by and through the Portland Development Commission, an Option Agreement under which PDC

would have the right to accept a donation of certain land at the proposed Convention and Trade Show Center site;

NOW, THEREFORE, BE IT RESOLVED, that the Council reaffirms its declaration that a convention and trade show center is in the economic and civic interest of the City of Portland and the entire metropolitan region, reaffirms that development of such a center is a goal of the Council, rescinds the remaining points adopted in Resolution No. 33347 which are superseded by the actions adopted herein, and endorses the general objectives and functional requirements of the center which were identified by the CTS and described above; and

BE IT FURTHER RESOLVED, by the Council of the City of Portland that the Exposition-Recreation Commission (ERC) and Metro should work together to develop a plan for transfer of the ERC's functions and responsibilities to a regional commission to be established by Metro. The plan should provide for the completion of the transfer by the date of opening of the proposed new Convention and Trade Show Center and address all relevant issues including:

1. Protection of rights of ERC personnel, including transfer of personnel from the ERC's staff to Metro;
2. Provide for use of those properties now managed by the ERC by Metro, via long-term leases, permits, licenses, or whatever instrument may be most appropriate;
3. Transfer of contractual and other rights and liabilities from the ERC to Metro;
4. Resolution of financial and legal issues involved in such transfer, including identification of needed changes in statutory, charter, and code provisions, and adequate compensation to the City for such transfers;
5. Provision by the ERC of operating services, such as booking services during the period prior to completion of the transfer, pursuant to Intergovernmental Agreement; and
6. Resolution of any other issues discovered in the planning process.

BE IT FURTHER RESOLVED, by the Council of the City of Portland that:

1. The Council intends, subject to conditions set out below, to consider by March 1, 1987, a time and manner ordinance for a Convention and Trade Show Center

Local Improvement District that will provide \$5 million after deduction of administrative and interim financing costs, subject to the following:

- a. A technical study will be done regarding special benefits to properties from the project.
 - b. The \$5 million amount will be subject to a validation and possible adjustment following completion of the technical study.
 - c. The LID would assess those properties that receive special benefits in terms of enhanced property values, business enhancement, or that receive other special benefits due to their relationship to the Center; and there may be exemptions for properties that do not receive special benefits, which could include residential and other properties.
 - d. Precise district boundaries and assessment formulas will be determined as part of the formal LID procedure.
 - e. All legal and procedural requirements for the establishment of local improvement districts of this type will be followed.
 - f. The LID time and manner ordinance will be considered by the Council not later than March 1, 1987, in order to allow interim financing to be included, if desirable, in the spring 1987 general obligation improvement warrants sale, so as to minimize administrative and interim financing costs.
2. The Council directs the City Engineer to prepare or procure the preparation of plans and specifications for the Center LID and to report back to the Council not later than January 1, 1987.
 3. If the Council approves the time and manner ordinance for the LID, the Council intends to enter into an intergovernmental agreement with the Metropolitan Service District under which the City will contract to pay the LID proceeds to the District and the District will contract to apply the proceeds towards construction of the Convention and Trade Show Center, with the payment to be made in accordance with the requirements of the construction budget and schedule for the Center.

RESOLUTION No.

BE IT FURTHER RESOLVED, that:

1. The Council of the City of Portland endorses the proposed regional General Obligation Bond for \$65 million (after fees and issuance costs are deducted) by the Metropolitan Service District for purposes of constructing a convention and trade show center and will take appropriate actions to assist in its approval.
2. The Council of the City of Portland endorses the proposed financial participation of the state of Oregon in the amount of \$15 million as recommended by the CTS and will take appropriate actions to assist in its approval.

BE IT FURTHER RESOLVED, that the Council of the City of Portland recommend to the Portland Development Commission that it consider establishing urban renewal eligibility analysis and an urban renewal plan and report for the area including the Holladay/Union site and such surrounding areas as may be proper for inclusion in an urban renewal area. The purpose of the urban renewal plan should be the assembly of property to allow proper development, including development of the convention and trade show center and surrounding convention and trade show district; the provision of public support facilities related to the center and district or otherwise called for by the Central City Plan; the elimination of blight; and the accomplishment of such other goals as shall be proper for urban renewal plans and as are appropriate for the particular area.

BE IT FURTHER RESOLVED, that:

1. It is the Council's intention that PDC execute the Option Agreement and at the appropriate time accept the donation of land from the Lloyd Corporation, Ltd. by exercising the option.
2. It is the Council's intention that the land being donated by the Lloyd Corporation, Ltd. be transferred by deed, long-term lease, or other long-term agreement to the Metropolitan Service District in the time frames required by the project schedule.

Adopted by the Council, **MAY 28 1986**

Mayor J.E. Bud Clark
Phil Thompson:ts
May 22, 1986

JEWEL LANSING
Auditor of the City of Portland

By

Page 5 of 5

Deputy

Calendar No. 1030

INTRODUCED BY
J. E. Bud Clark

RESOLUTION NO. 34110

Title

Resolution adopting the recommended plan of the Committee on Regional Convention, Trade, and Spectator Facilities regarding the proposed Convention and Trade Show Center.

NOTED BY THE COMMISSIONER	
Affairs	
Finance and Administration	J. E. Bud Clark Jr
Safety	
Utilities	
Works	
City Auditor	

CALENDAR	
Consent	Regular X

THE COMMISSIONERS VOTED AS FOLLOWS:

	Yeas	Nays
BOGLE	✓	
LINDBERG	✓	
SCHWAB	✓	
STRACHAN	✓	
CLARK		

MAY 22 1966

Filed

JEWEL LANSING
Auditor of the CITY OF PORTLAND

By D-116
Deputy