

ORDINANCE No. 176300

*Authorize contract with the Dully Company for consulting services to evaluate alternative public uses for the Memorial Coliseum (Ordinance)

The City of Portland ordains:

Section 1. The Council finds:

1. In 1992, the City of Portland and the Oregon Arena Corporation (OAC) entered into a development agreement which resulted in the construction of the Rose Garden Arena and City-owned parking structures adjacent to the Arena. As part of this agreement the City granted OAC first rights to redevelop the Memorial Coliseum site should the City choose to declare the site available for non-public use development.
2. In 1993, the City and OAC entered into an operating agreement which assigned operating and maintenance responsibilities for the Memorial Coliseum to OAC. Under the agreement, the City maintains responsibility for all major repairs and capital improvements.
3. In early 2001, the City engaged a consulting firm to conduct a financial analysis of the Memorial Coliseum. The report concluded that the Memorial Coliseum will continue to play a diminishing role as a sports and event venue due to the expansion of the Expo Center and the Oregon Convention Center, and operation of the Rose Garden Arena. Financial projections indicate that it is unlikely that the Memorial Coliseum can operate profitably in the future.
4. In 2001, a study of the Rose Quarter area was completed which provides a general framework for potential redevelopment opportunities in the Rose Quarter area. The Plan was accepted by the City Council on October 31, 2001. The Plan defines a preferred vision for the Rose Quarter which emphasizes, among other things, re-establishment of the street grid, connections to the river and greenway, connections to adjoining neighborhoods, mixed use zoning, and creation of an open space network. Implementation of the preferred vision would lead to the redevelopment of the Memorial Coliseum site.
5. On October 31, 2001, the City Council approved a Memorandum of Understanding with OAC which provides OAC eighteen months to produce a redevelopment proposal for the Memorial Coliseum site guided by a set of public objectives detailed in the MOU.
6. During the October 31, 2001 Council hearing on the Rose Quarter, Council members and the general public expressed a desire to preserve the Memorial Coliseum building and evaluate alternative uses that might meet a public need and be financially viable.
7. The Office of Management and Finance prepared a Request for Proposals for consulting services to provide architectural, real estate economics, market research and sports industry expertise to assist the City in evaluating alternative public uses for the Memorial Coliseum. The RFP was advertised; proposals were rated by a selection committee; finalists were interviewed; and the consulting

team lead by the Dully Company was the unanimous choice of the selection committee.

NOW, THEREFORE, the Council directs:

- a. The Mayor and Auditor are hereby authorized to enter into an agreement with the Dully Company in substantially the form attached hereto as Exhibit A.
- b. The Mayor and Auditor are hereby authorized to draw and deliver warrants chargeable to the FY 2001-02 budget for the Office of Management and Finance when demand is presented and approved by the proper authorities.

Section 2. The Council declares that an emergency exists in order that the Agreement may be executed without delay to allow the study of Memorial Coliseum to proceed; therefore, this Ordinance shall be in force and effect from and after its passage by the Council.

Passed by the Council: MAR 06 2002

Prepared by:
David Logsdon
Office of Management and Finance
February 5, 2002

GARY BLACKMER
Auditor of the City of Portland

By /S/ Susan Parsons
Deputy

BACKING SHEET INFORMATION

AGENDA NO. 219-2002

ORDINANCE/RESOLUTION/COUNCIL DOCUMENT NO. 176300

COMMISSIONERS VOTED AS FOLLOWS:		
	YEAS	NAYS
FRANCESCONI	X	
HALES	===	===
SALTZMAN	X	
STEN	X	
KATZ	X	