

A wide-angle photograph of the Portland skyline across the Willamette River. The image shows a mix of modern glass skyscrapers and older brick buildings. In the foreground, a large steel truss bridge with two prominent towers spans the river. The sky is a clear, vibrant blue with a few wispy white clouds. The water in the river is a calm, dark blue-grey.

# Keller's Next Act

May 29, 2024  
Presentation to City Council

Reimagining the Future of Performing Arts in Portland



# Core Project Team

## CITY OF PORTLAND



**Karl Lisle**

SPECTATOR VENUES MANAGER



**Lauren Broudy**

SPECTATOR VENUES COORDINATOR



**Ashley Hernandez**

LIAISON  
MAYOR WHEELER



**Laura Oppenheimer**

COMMUNICATIONS MANAGER



**Carrie Belding**

PUBLIC INFORMATION OFFICER



**Jill Souede**

LIAISON  
COMMISSIONER RYAN

## ADVISORS



**Greg Phillips**

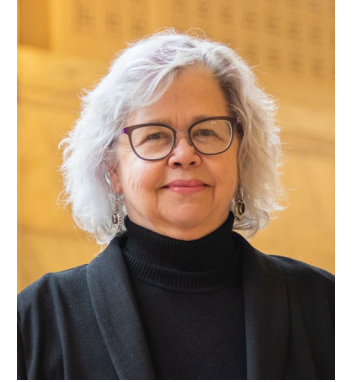
CSTAR DEVELOPMENT  
ARTS ADVISOR



**Leslie Carlson**

IN COMMON AGENCY

## METRO



**Robyn Williams**

EXECUTIVE DIRECTOR, P'5



**Nancy Strening**

CAPITAL PROJECTS MANAGER





# Agenda

- Keller Auditorium Background
- Process Summary
- What Happens Next
- Three Design Presentations
- Public Testimony
- Discussion & Accept Reports



# Keller Auditorium

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- Workhorse of Portland's
- Hosts nearly 400,000 guests each year
- Only stage in the region capable of hosting large-scale theatrical performances such as Broadway, ballet, operas and more
- Generates more than half of Portland's revenue—enabling smaller, independent companies to afford use of Metro venues





# Keller's Role in the Portland Market



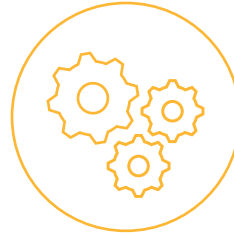
## UNIQUE CAPABILITIES

Only venue in the region that can host large-scale theatrical productions like Broadway



## ECONOMIC IMPACT

- 400,000 annual attendance
- Broadway in Portland has 19,000+ subscription ticket holders, 89% renewal rate
- Keller operates at 97% capacity for Broadway shows



## CORNERSTONE of P'S

Without revenue from the Keller, Other Portland's venues will not survive



## ARTS BREATHE LIFE

90% of Portlanders feel arts venues inspire pride in their community

# Keller's Economic Contribution

**IF THE KELLER WERE TO  
CLOSE FOR 24 MONTHS**

**Nearly \$100 million in  
lost output\***



**JOBS**

**336 JOBS LOST**



**LABOR  
INCOME**

**\$42.3 MILLION  
LOST**



**LOCAL AND  
STATE  
REVENUES**

**\$5.1 MILLION  
LOST**

\*According to a 2024 **Crossroads Consulting Economic Impact Study** on Keller Auditorium Operations



***Building added to  
City URM Listing***

# Process Summary

## PRIVATE DESIGN COMPETITION

**2017**

- Private Design Competition initiated by Halprin Landscape Conservancy and Associates to develop exterior renovation concepts for Keller Auditorium (Stufish/Michael Curry Team winners)

## CITY SEISMIC REPORT

**2018 - 2021**

- Structural deficiencies in Keller Auditorium analyzed
- Potential options for future outlined:
  - Structural Renovation
  - Major Renovation
  - New Facility

## CITY/METRO RENOVATION EXPLORATION

**2022 - 2023**

- City/Metro partnered with Halprin Landscape Conservancy to each contribute \$200,000 to further develop renovation concept

## CITY/METRO NEW FACILITY EXPLORATION

**2023 - 2024**

- City/Metro partnered to conduct a solicitation for new facility site proposals and ultimate design concept development

***Engage  
Stakeholders on  
Possibilities - 2024***

# Why We Need to Explore Keller's Next Act

## Aging Infrastructure

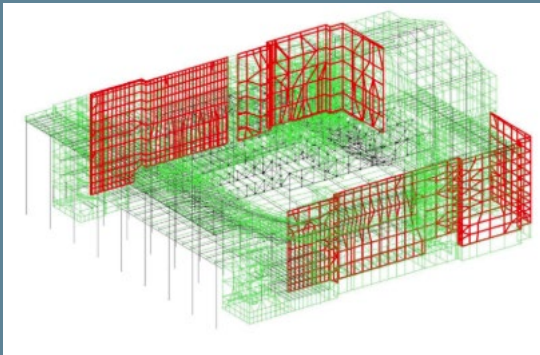
- HVAC system
- ADA
- Restrooms
- Space constraints
- And more...

## Outdated Amenities

- Dressing rooms
- Lighting
- Sound
- Equipment
- Production elements
- Commercial kitchen
- Loading
- Seating
- Guest Experience
- And more...

## Structural Integrity

- Keller Auditorium is listed by the City as an unreinforced masonry building.
- Though renovations in the 1960s reinforced portions of the building, much of the original 1917 brick structure remains.
- While the building meets current codes for existing buildings, it is not expected to survive a major seismic event.





# Three Design Concepts Presented to City Council

- While the **Keller Auditorium** renovation concept design effort was underway, the City of Portland and partners also looked at possibilities for a new large-scale performing arts facility
- Request for Expression of Interest (RFEI) process produced 8 interested sites
- **Lloyd Center** and **Portland State University** were selected for the development of concepts for a new performing arts facility
- Over six months, the design teams for each site collaborated with architects, theater consultants and others to further develop their concepts
- A tremendous collaborative achievement to arrive at three inspirational designs under a very short timeline



# Three Design Concepts Presented to City Council

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## Presentation Criteria

- Site location
- Visually show concept design
- List major amenities
- Provide conceptual space program
- Summarize vision for ongoing relationships and neighboring community
- Explain how your project would activate Portland's Central City
- Outline potential timing of project
- Provide an overview of the financial plan for your project
- Identify project partners - financial, community, others

## DRAFT: Considerations for Future Decision Making

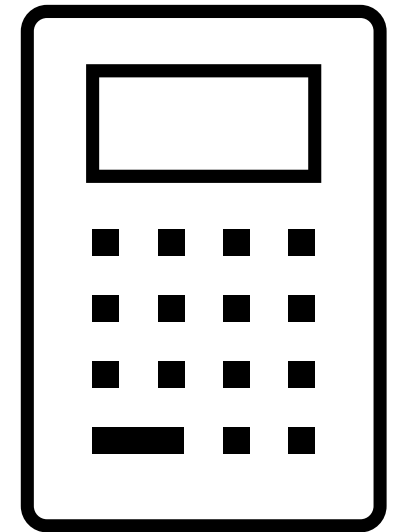
- Ability to fully meet desired program
- Cost
- Leveraging opportunities
- Partnership/financing opportunities
- Economic Impacts
- Neighborhood Impacts
- Anticipated Construction Impacts
- Transportation Access and Impacts
- How this Facility will Reach and Engage Diverse and Underserved Audiences
- Community and Neighborhood Support
- Sustainability and Durability
- Compatibility with City Climate Action Goals



# WHAT GOES INTO A FACILITY COST ANALYSIS

## Elements examined include:

- Building Cost Elements
- Mechanical
- Electrical
- Interior Finishes
- Program Next to Gross Area Calculations



# Cost Analysis – Venue Consultants LLC

	Keller Auditorium Renovation	Lloyd Center New Facility	Portland State University New Facility
<b>Estimated Core Theater Total Project Cost*</b>  <i>(in 2027 bid dollars)</i>  <i>*sum of construction cost and 35% soft costs</i>	\$290 million	\$429 million	\$447 million
<b>Gross Floor Area</b>	199,061 sq ft	215, 550 sq ft	213,785 sq ft
<b>Potential Additional Uses</b> <i>(generally not included in Core Theater Costs)</i>	Restaurant/cafe, rehearsal room, outdoor performance space, new pedestrian plaza, other	Additional smaller theater, multi dimensional co-development with Lloyd Center Master Plan, other	Additional smaller theater, hotel, conference space, office space, educational space, other



# Potential Funding Opportunities

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## LOCAL PUBLIC

- 1. General Obligation Bonds
- 2. Special Levy
- 3. District Focused Funding (TIF, LID, BID, etc.)
- 4. Dedicated Tourism Funding (lodging tax, etc.)

## OTHER PUBLIC

- 5. Dedicated Purpose Funding (arts tax, PCEF, etc.)
- 6. State Funding
- 7. Federal Funding

## EARNED INCOME

- 8. Food/Beverage/Retail
- 9. Event/Promotion Revenues

## PRIVATE

- 10. Grants
- 11. Philanthropy
- 12. Public/Private Partnership
- 13. Corporate Sponsorship

# Summer 2024 Roadmap

**MAY**  
Launch Design  
Concepts to  
Public

1

**JUNE**  
Public input  
kick off

3

**AUGUST**  
Findings brought  
to City Council

5

**JUNE**  
Targeted  
Stakeholder  
Engagement

2

**JULY**  
Engagement  
and input  
synthesized

4

**2024 and  
Beyond**  
Direction  
Forward

6



## Now Introducing

- Keller Auditorium Renovation Team (30 Minutes)
- Lloyd Center Team (30 Minutes)
- Portland State University Team (30 Minutes)
- Public Testimony
- Council Discussion/Questions
- **Council Action: Accept Reports**



# 21st Century Keller Auditorium

## KELLER AUDITORIUM FEASIBILITY STUDY

29 May 2024



**PLACE**

The Shalleck Collaborative Inc.









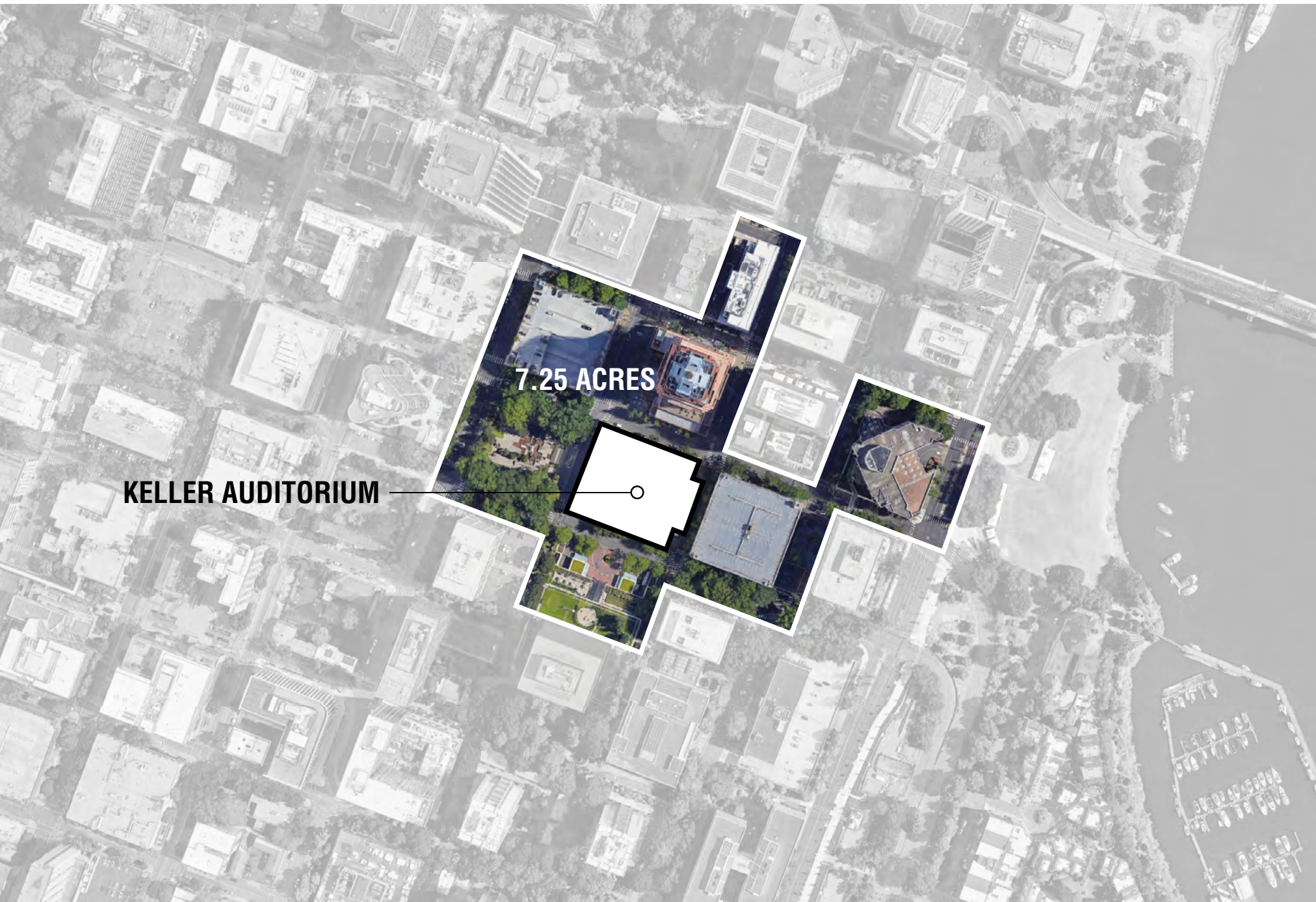
# Iconic Connection to the Keller Fountain



The Keller enjoys an iconic connection to a beloved, beautiful, and world-renowned public fountain.



# The Keller Neighborhood



The Keller enjoys an effective site area of more than 7 acres, including existing amenities that would be costly to replicate elsewhere in the city.



# Ample Parking and Easy Access to Transit

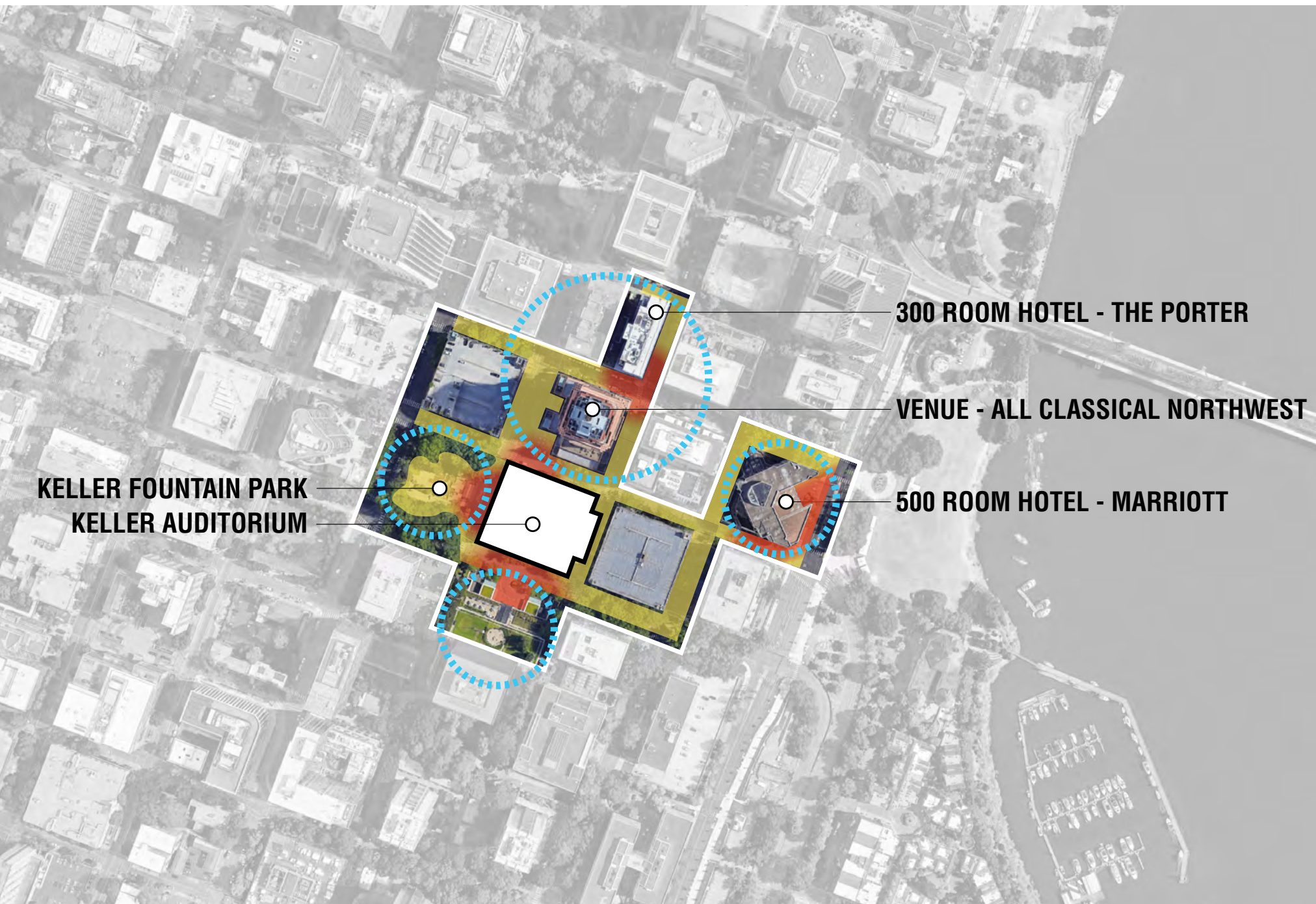


*Portland Streetcar at SW 3rd & Harrison*

The Keller has more than 2,100 directly adjacent parking spaces and easy access to Max, buses, and the streetcar.



# The Keller is in the Heart of Downtown



*Downtown Dining*

- Morton's
- Terrane
- Murata
- Proof Reader
- King Tide
- Il Terrazzo
- Higgins
- Q Restaurant

The Keller has existing nearby restaurants, bars, and 800 hotel rooms that enhance the visitor experience.



# The Keller is Proven



## Among Registered Portland Voters:

- 89% Believe the Keller is an important asset
- 66% Support renovating the Keller
- 10% Support a new venue at a different location

The Keller is proven. A sure thing. And renovating it will cost less and can be completed sooner than other proposals.

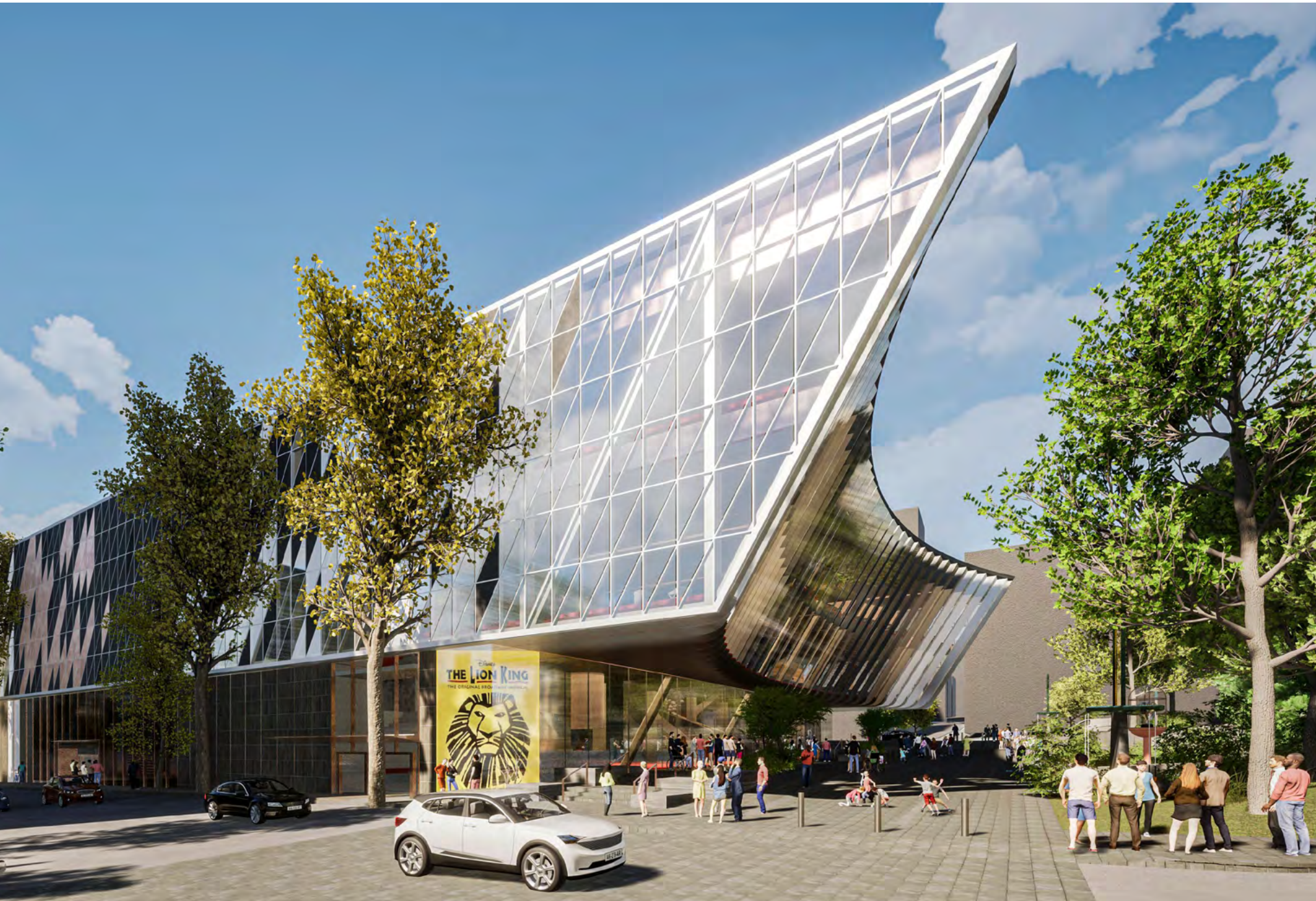


# The Keller is in the Heart of Downtown





# Expanding the Keller



Current Keller: 151,000 SF

21st Century Keller: 195,000 SF

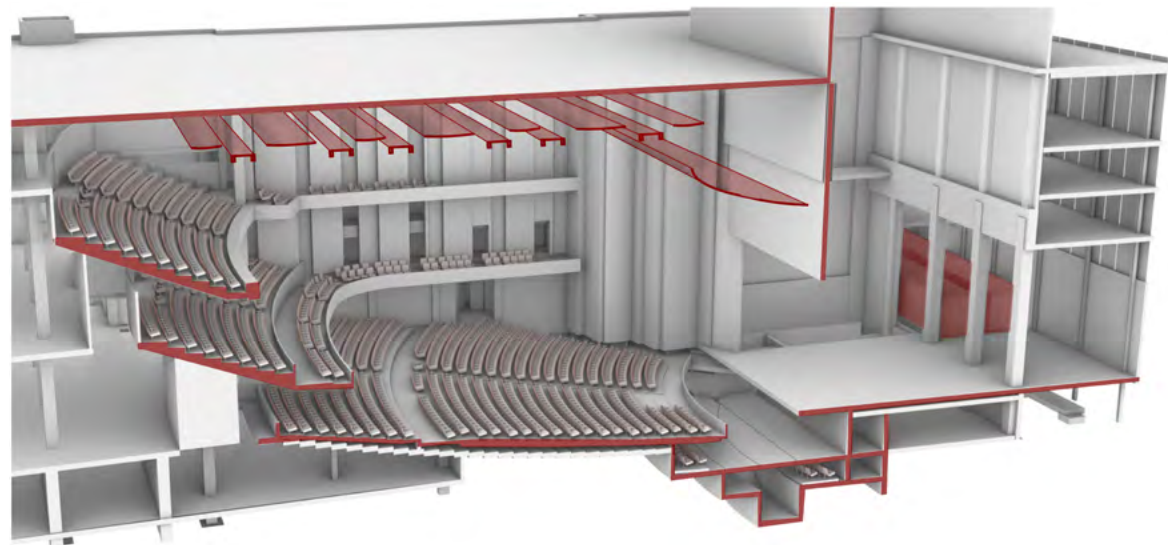


# New Downtown Programmable Destination

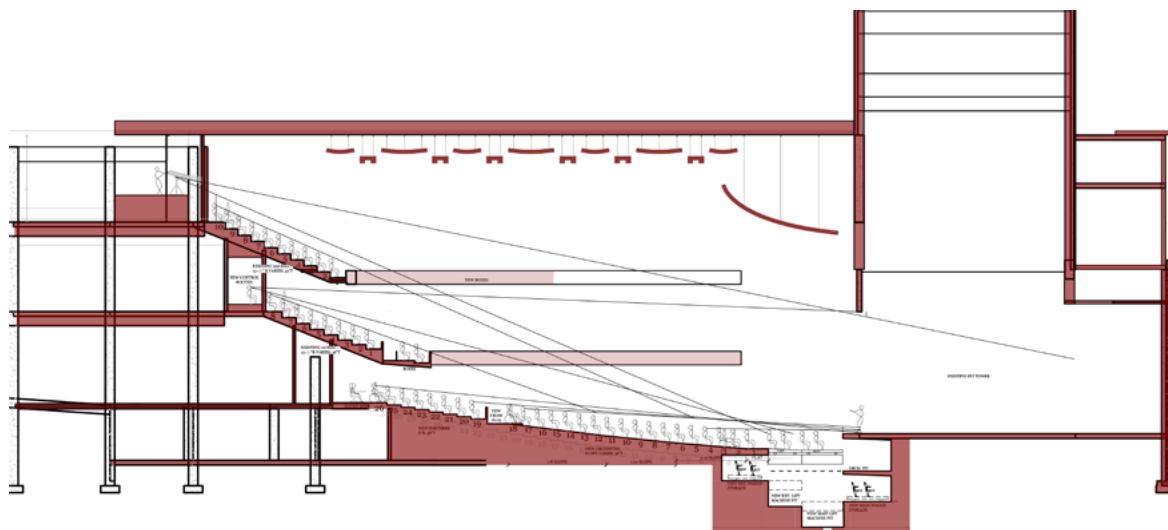




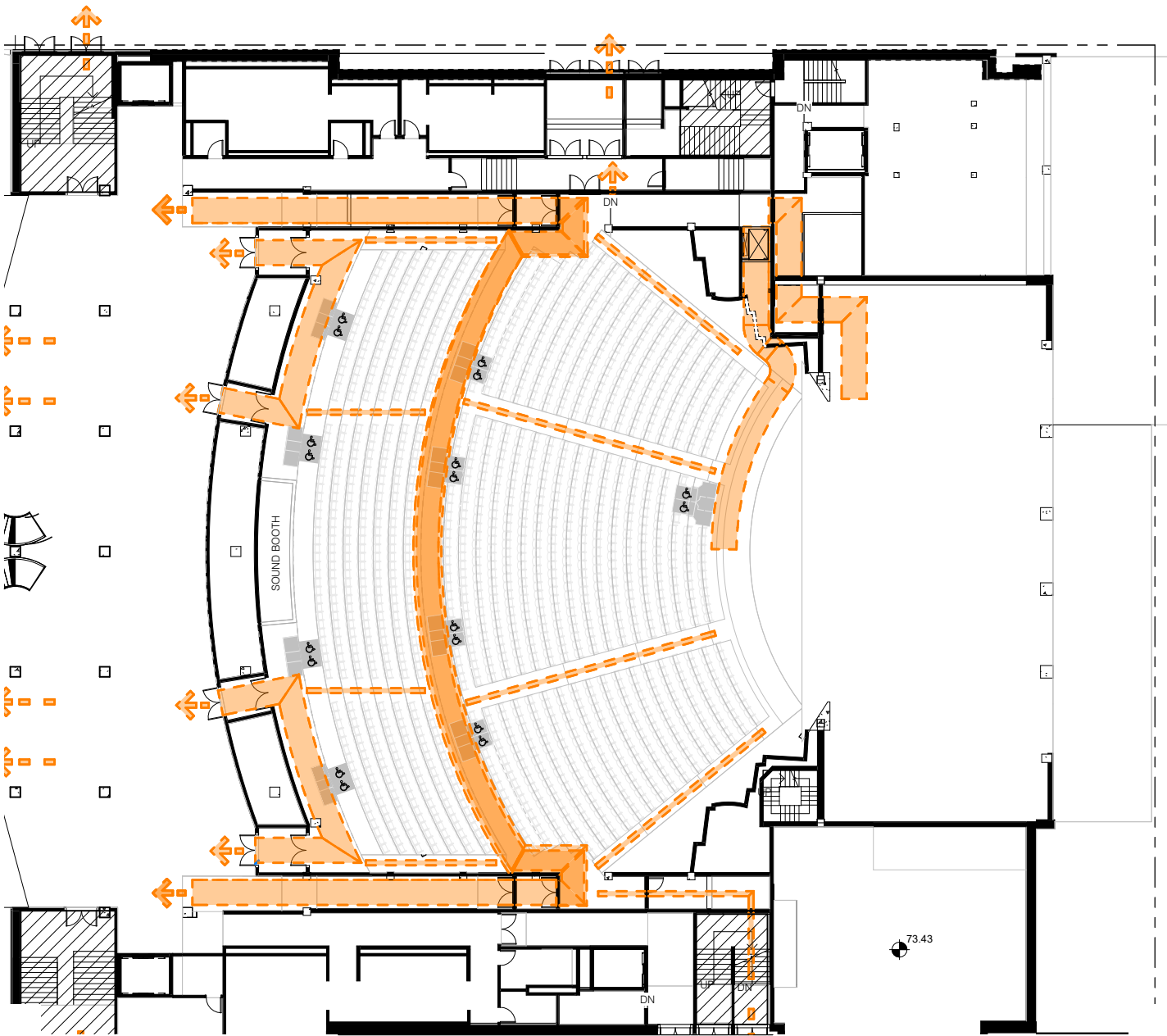
# State-of-the-Art Auditorium



*New Finishes, Seating, and Lighting*



*Improved Sightlines and Enhanced Acoustics*



*Universal Accessibility and Increased Safety*



# New Front of House



## Amenities

- Spacious Lobbies at Each Level
- New Elevators and Grand Public Stairs
- Multiple Concession Areas
- Expanded Restroom Facilities
- Halprin Overlook Room
- Dramatic Upper-level Restaurant Space with Views to the Fountain
- Full Kitchen Facilities



# New Halprin Overlook Venue



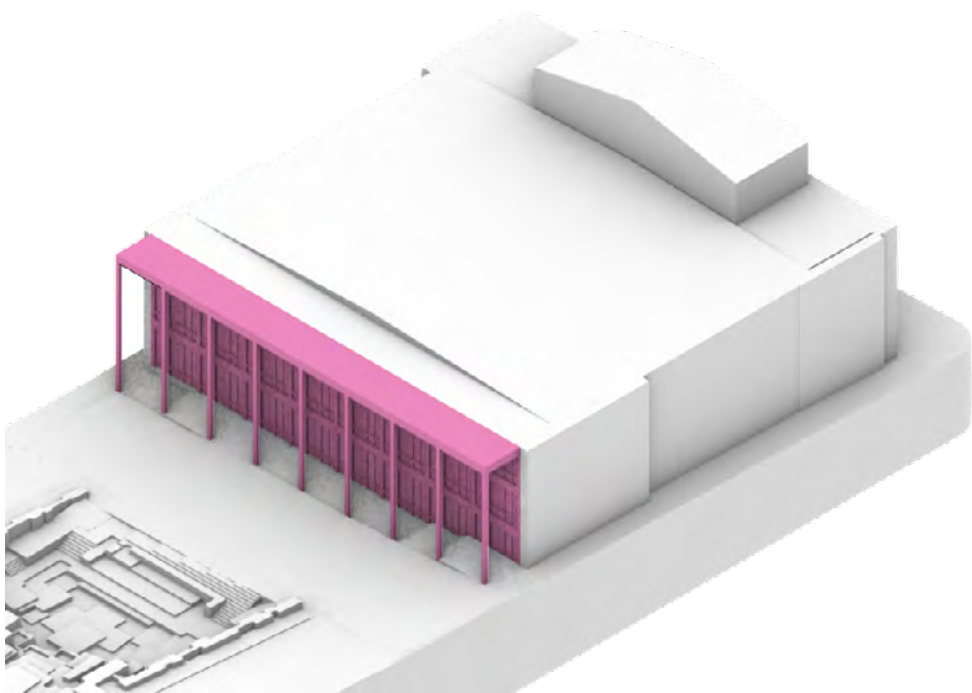


# Expanded Main Rehearsal Hall

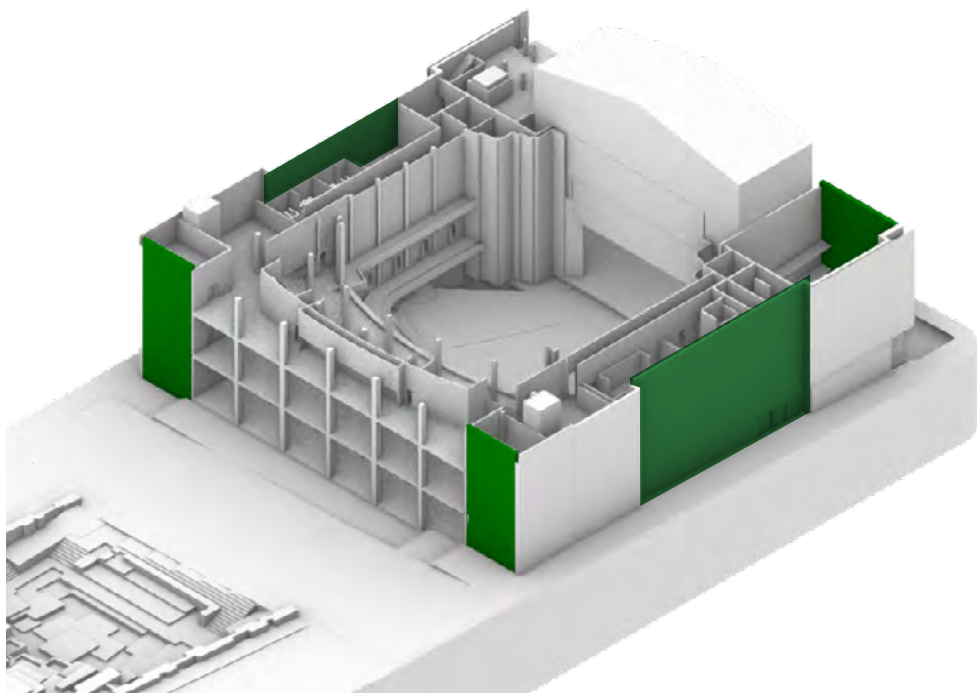




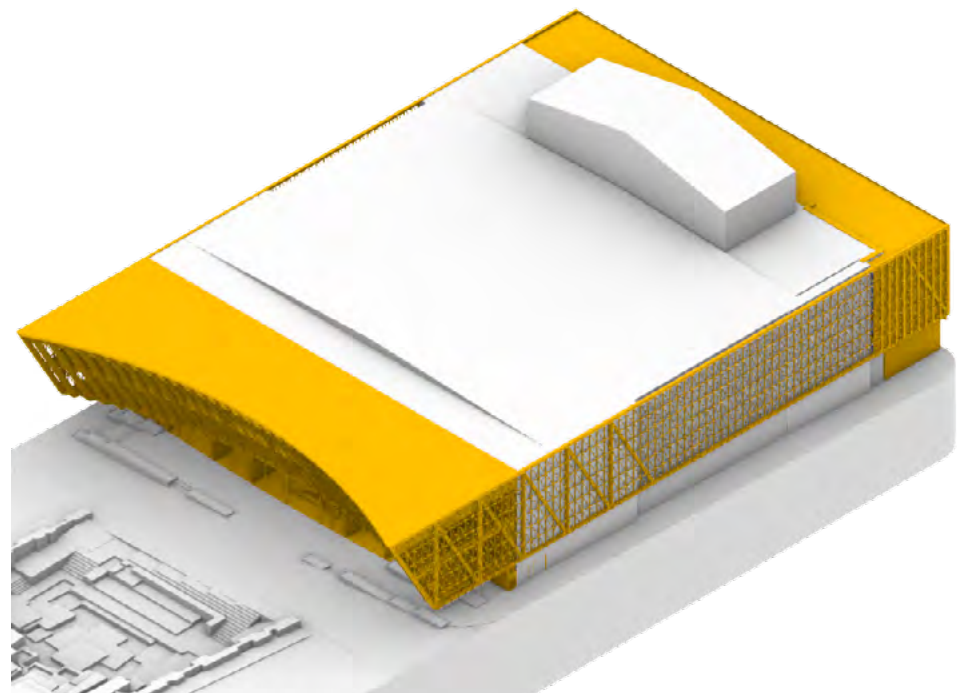
# Structural Upgrades to New Building Standards



*Remove Existing Porch*



*Strengthen Walls and Diaphragms*



*East and West Additions*



# Activating Market and Clay Streets



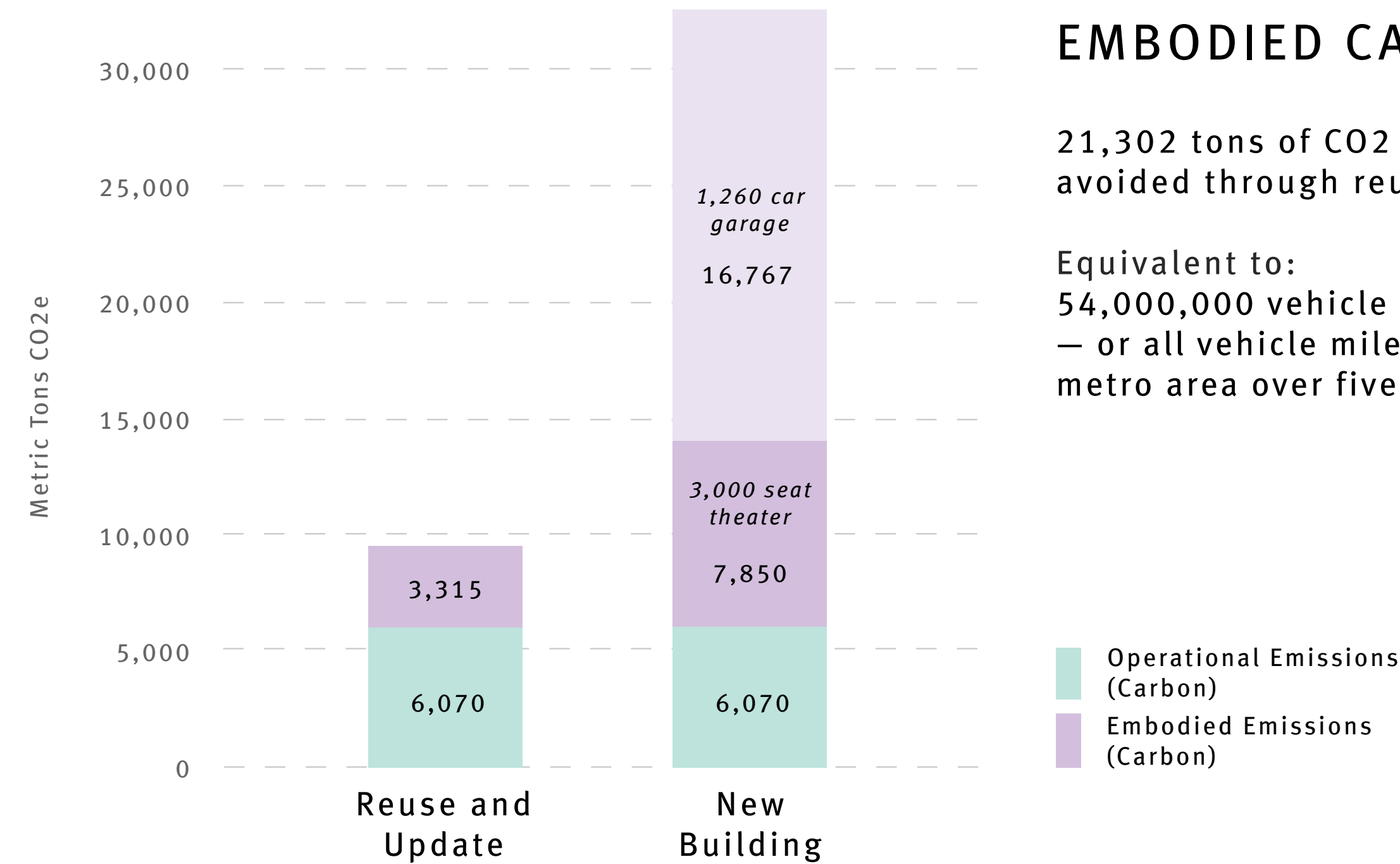


# Superior Carbon Efficiency

## EMBODIED CARBON

21,302 tons of CO2 emissions are avoided through reuse and update

Equivalent to:  
54,000,000 vehicle miles traveled  
— or all vehicle miles traveled in the metro area over five years





# The 21st Century Keller, Keller Fountain, and Downtown



Metro

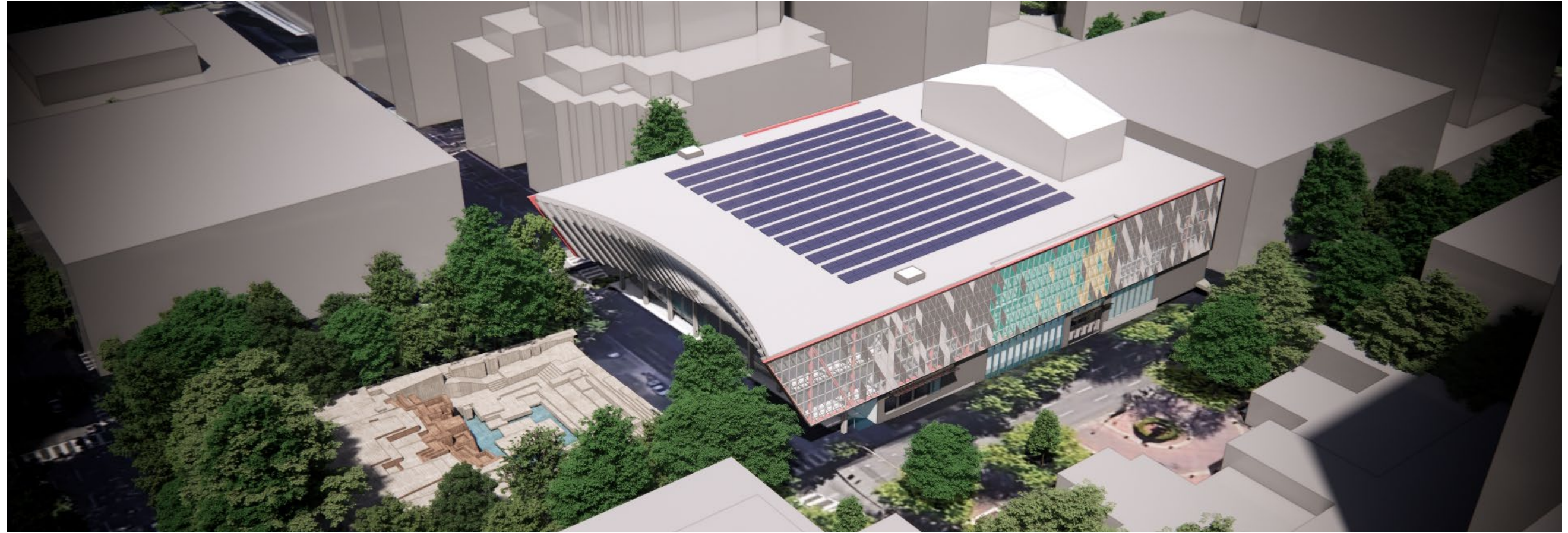


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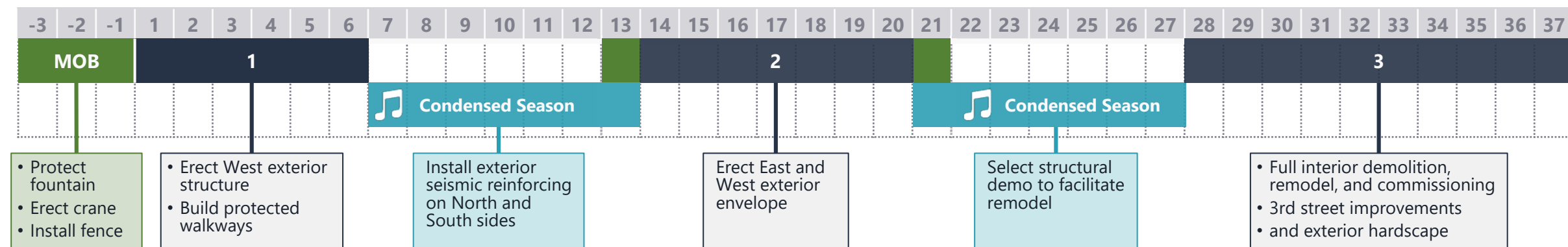
Hennebery Eddy



# The Shows Will Go On

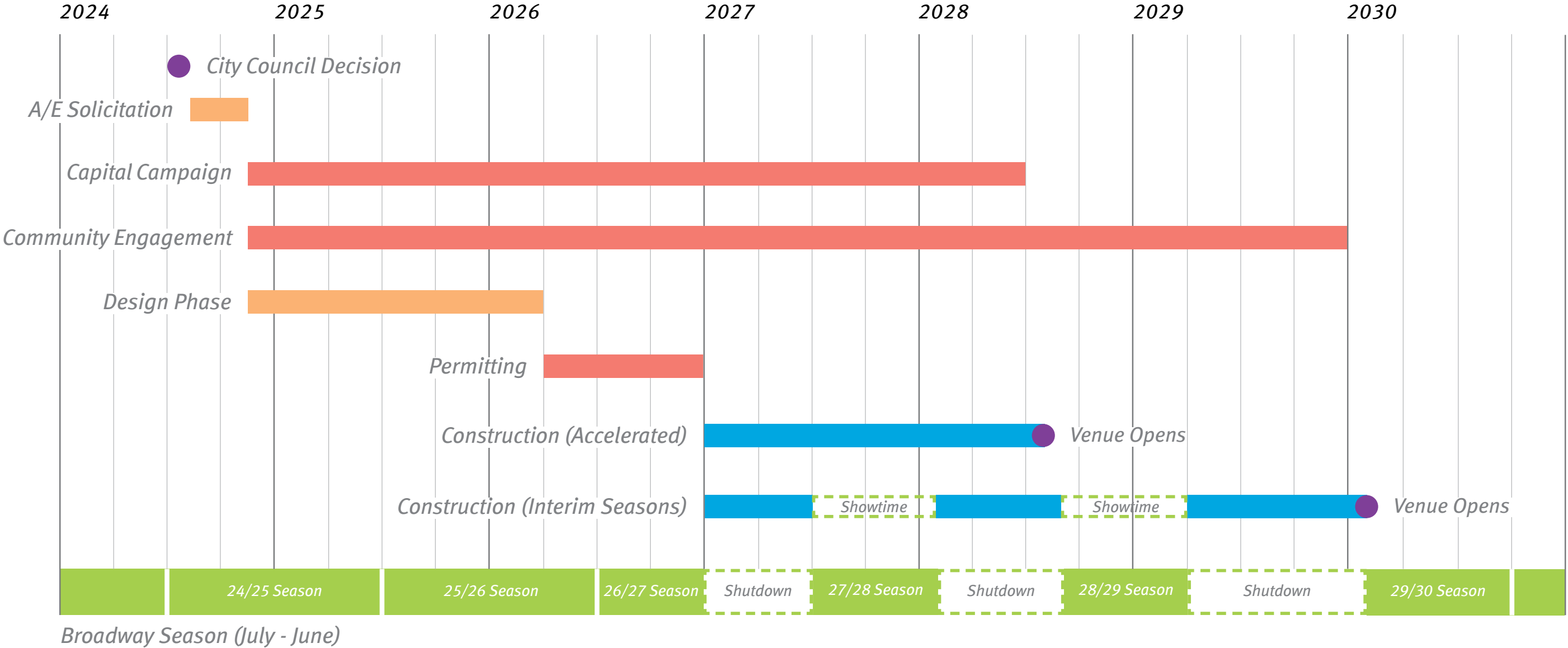


## PROPOSED SCHEDULE WITH PERFORMANCE SEASONS



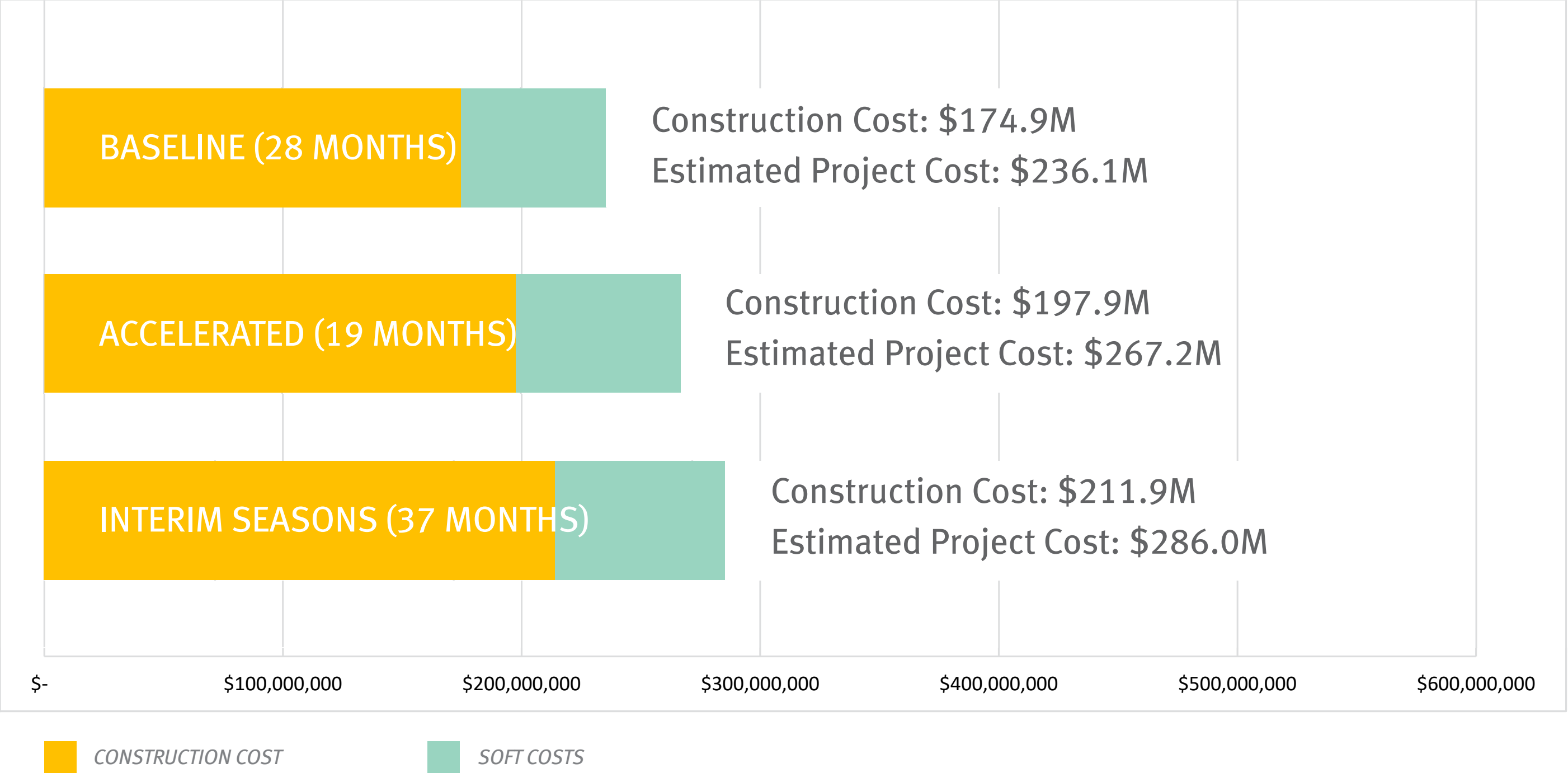


# The Shows Will Go On





# Estimated Project Cost









# Community Voices Task Force



## Task Force Goals

1. Create a new year-round programmed downtown destination
2. Celebrate and engage community diversity and inclusion
3. Re-energize the downtown neighborhood with performance, culture, and art



Metro



Portland City Council | 29 May 2024

Hennebery Eddy



# Listening and Learning from Diverse Voices



*Hispanic Metropolitan Chamber*



*Black American Chamber*



*Northwest Native Chamber*



*Philippine American Chamber*



*Downtown Neighborhood Association*



*Cultural District  
organizations, major  
arts organizations,  
and artists*



# Re-imagining The Keller | Beyond the Building



India Cultural Association of Portland (ICA) Festival at Pioneer Courthouse Square

## The Community Voices Promise:

*Move the image of the Keller from “a place where you had an amazing experience” to “a place that represents you, where you are always welcome, where you feel a sense of ownership and a sense of pride for our city”.*

