

ROSE QUARTER DEVELOPMENT PROJECT

IF YOU WISH TO SPEAK TO CITY COUNCIL, PRINT YOUR NAME, ADDRESS, AND EMAIL.

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→ Joint testimony

ROSE QUARTER DEVELOPMENT PROJECT

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Friends of Memorial Coliseum

36777

Portland City Council
City Hall
1221 SW 4th Avenue, Rm 340
Portland, Oregon 97204

April 13, 2010

Mayor Adams, Commissioners Fritz, Leonard, Saltzman, and Fish:

We are a volunteer group dedicated to preserving the historic integrity of Memorial Coliseum, Portland's recently designated national historic landmark.

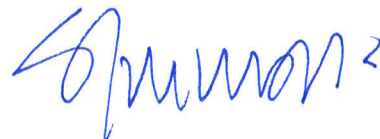
Much of the building's interior, especially the beautifully formed seating bowl, is a key part of the historic integrity of this historic building. Both the National Trust for Historic Preservation letter dated April 13, 2009 and the April 21, 2009 nomination document for the National Register of Historic Places registry (Section 7, page 3 - designation approved in Summer 2009) list the seating bowl and other interior parts of the building as being important parts of the historic structure. We support a restoration of Memorial Coliseum. We do not support projects that do irreparable damage to, or demolish, or diminish, key parts of the historic building. We also believe it is important for the building's profitability and community interest to maintain the existing seating capacity.

We support Memorial Coliseum becoming a profitable venue and a shining community asset that is a revitalized memorial to our war veterans, visible from many parts of our city. It is very possible to do just that, with a restoration that enhances the historic attributes that make Memorial Coliseum our community's unique national landmark. Clearly, the highest and best use for our community is for the Coliseum to remain a Coliseum.

Sincerely,



Brian Libby



Stuart Emmons

The Seating Bowl and interior are integral parts of the historic structure

April 13, 2009

The Honorable Sam Adams
City Hall
1221 SW 4TH Avenue, Room 340
Portland, OR 97204
mayorsam@ci.portland.or.us

NATIONAL
TRUST
FOR
HISTORIC
PRESERVATION®

Western
OFFICE

VIA EMAIL AND FACSIMILE

Re: Preserving Portland's Memorial Coliseum

Dear Mayor Adams,

On behalf of the National Trust for Historic Preservation, we are writing to express our support for the preservation of Portland's Memorial Coliseum. We were alarmed to learn of your proposal to demolish this architecturally-significant modernist building and brazen pledge to seek City Council approval for demolition within a month. As detailed below, the unique qualities of this structure and its importance to the community require a careful evaluation of alternatives before demolition is considered. We are also highly skeptical of claims that the demolition of this Portland landmark is a "sustainable" solution. In fact, demolition followed by new construction would be a dramatic step backward in Portland's goal of becoming the world's most sustainable city.

The Memorial Coliseum is an historic building that contributes significantly to the community of Portland and the State of Oregon. Designed 1958-1960 by the firm of Skidmore, Owings and Merrill (established in 1936 in Chicago), the Coliseum is architecturally notable for its cantilevered steel-truss roof floating over a free-standing concrete arena bowl, the whole enclosed by a glass curtain wall. An all-glass exterior façade is an uncommon treatment for arenas of this era. The rarity of this style contributes to structure's historic significance.

In 1961, the building won an Honor Award from the Oregon chapter of the American Institute of Architects and is currently listed on the City of Portland's Historic Resource Inventory as a "Rank 1" structure. A Rank 1 rating distinguishes Memorial Coliseum as one of the most important historic properties in the City, distinguished by outstanding qualities of architecture, historical values, and integrity. Buildings with this ranking are the highest priority for landmark designation and eligible for National Register status.

The City of Portland has long been a patron of modern works and maintains an important collection of period resources, including Pietro Belluschi's 1944-48 Equitable Building and 1951 Central Lutheran Church, as well as the 1966 Lovejoy Fountain Plaza by famed landscape architect Lawrence Halprin. Memorial Coliseum is the result of both community effort - voters approved an \$8 million bond in 1954 to finance the building -- and the work of local building professionals, including the Portland-based Hoffmann

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United States Department of the Interior
National Park Service

Exhibit 2 - Section 7, Page 3. National Register of Historic Places registry, April 21, 2009. The Seating Bowl and interior are integral parts of the historic structure.

National Register of Historic Places Continuation Sheet

Section number 7 Page 3

names of Portlanders who died in military service. A blue-tiled fountain is at one lower plaza, and a central raised planter is in the center of the other one. (Photo 06)

The "service" side of the building is the southeast façade. The building here fronts a large parking area and parking structure, and the base level of the building includes multiple service bays for the deliveries, specialized equipment, and other items which must be set up and taken down with each various event. (Photo 07)

Finally, at the southwest façade, the building faces Interstate Avenue. The building is at its tallest here, sitting up above the street with a commanding view of the river. Like the northwest side of the building, the ground is bermed up to meet the concrete lower-level walls here, and the bermed area is planted with trees and ground cover. The concrete bowl inside can be seen on its longer arc, swooping up in the middle and down as it approaches the giant interior columns at each corner. (Photo 08)

Structural System

The Coliseum's weight is supported by four cruciform-shaped, 70-foot high reinforced concrete columns, 240 feet and 270 feet apart. (Photo 10) The cross-shaped columns rest on footings which are each 40 feet square and 5 feet deep, below the arena floor. At the points where the columns support the steelwork above, there are "steel hemispheres, the first such ever believed used in this type of construction. They look like halves of giant ball bearings and are about 10 inches across."² Four massive cantilevered steel trusses rest on the columns, crossing at the columns, and tapering as they extend outward from the columns to form a 360-foot square. (Figure 6) A network of secondary steel trusses then fills in the huge roof area to support the waterproofing layers of the roof itself. The wind forces on the great glass walls are received by 85-foot tall laminated wood mullions.

INTERIOR DESCRIPTION

The interior of the Coliseum is dramatically different from most arenas, due to its expansive glass walls which allow for views out. (Photo 11) Spectators can sit in the seating bowl and simultaneously view the arena floor and the weather outside. At night, the upper rows of seats afford a spectacular view of Portland. However, the Coliseum was designed to be able to black out the 80,000 square feet of window area by "the largest continuous curtain in the United States".³ This curtain, designed also by SOM, travels upward and is hidden in slots behind the last rows of seats. The black, fireproof curtain was manufactured in 15 sections and zips together. Because of the concrete bowl design, the windows could remain uncovered to let in natural light to the area between the walls and the seating. Unfortunately, at this time the curtain remains in place; the curtain and the system that allows it to travel up and down needs maintenance work and repairs. Current photos taken within the arena therefore do not show the effect of the light coming in above the seating bowl. (Photos 12 and 14)

The concrete seating bowl, with 9000 permanently installed theater-type seats, is formed in stepped terraces. From the underside, a series of concrete beams supported on posts radiate from the center of the oval, supporting the sawtoothed tiers of the bowl as it rises. (Photos 09 and 12; Figure 4) The top edge of the oval is not a horizontal line, but forms an undulating arc higher along the northeast (entry façade) and southwest sides of the building and

² Oregonian, November 2, 1960 (staff writer Ann Sullivan)

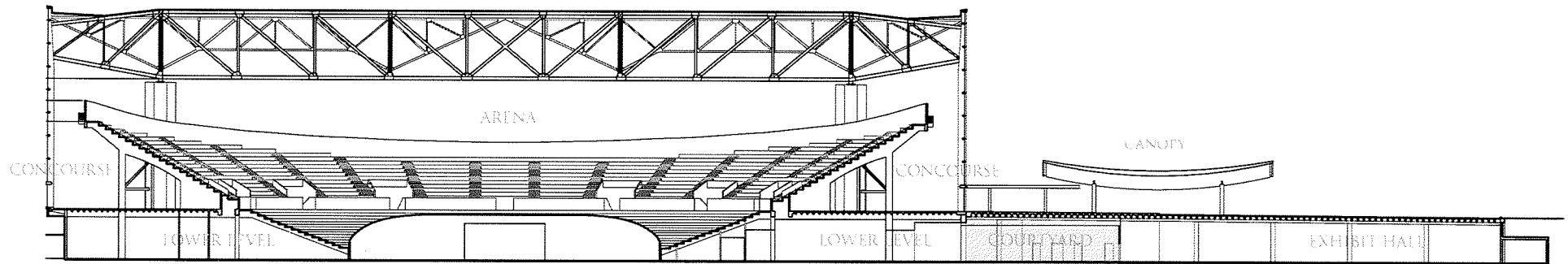
³ Goodrich Jr., Hollis, designer and editor. *Memorial Coliseum and Exhibit Hall*. Portland, OR: Oregonian Publishing Co., 1961; produced by Agency Lithograph.

Submitted by Stuart Emmons
4-14-10

36777

BASE CASE - MEMORIAL COLISEUM

Friends of Memorial Coliseum



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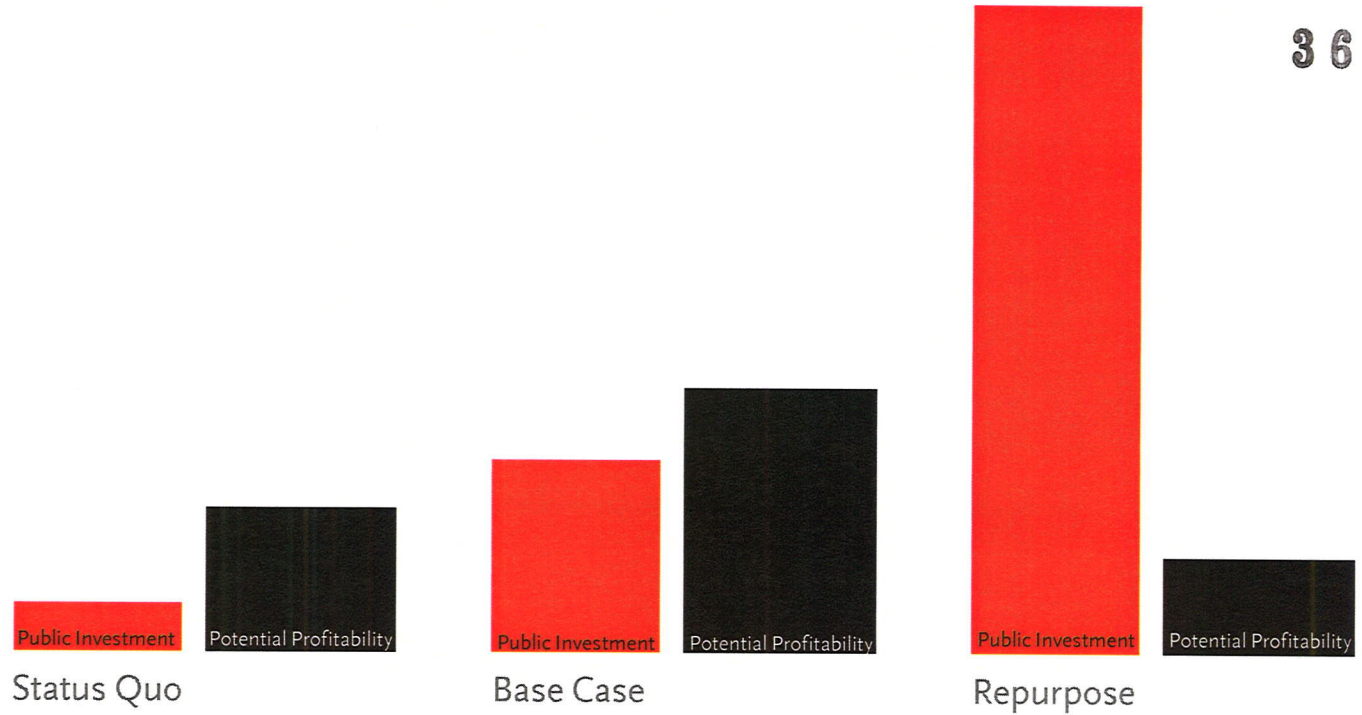
THE BASE CASE

The Base Case is the least public investment for the greatest public good. It is not the status quo, but rather a strategy to bring new life and pride to Memorial Coliseum, profitably and sustainably. The Base Case is revitalizing Memorial Coliseum as Memorial Coliseum.

The Base Case includes improvements to best:

- maximize profitability
- operate sustainably
- increase flexibility
- serve public events
- revitalize underused spaces
- preserve architectural history
- conserve public investment
- rapidly revitalize the Coliseum through realistic phasing

FINANCIAL DIAGRAM



The Base Case is the most cost-effective way to revitalize the Coliseum with the greatest public benefit for the least public investment.

Note: This is a preliminary diagrammatic bar chart - not to scale, to show preliminary potential relationships.



SCHEDULE DIAGRAM

The Status Quo and Base Case are the most rapid ways to revitalize the Coliseum. Base Case could also be phased to accommodate available resources. The Base Case will also not require a developer and can be a project run by City staff, expediting the process and reducing Soft Costs. The Base Schedule can be known, the Repurpose schedule cannot be known.

The Base Case would be the best immediate job creator.

Note: This is a preliminary diagrammatic schedule bar chart - not to scale.

MEMORIAL COLISEUM BASE CASE - MACHT, EMMONS / FRIENDS OF MEMORIAL COLISEUM APRIL 14, 2010

MEMORIAL COLISEUM BASE CASE - MACHT, EMMONS / FRIENDS OF MEMORIAL COLISEUM APRIL 14, 2010

THE BASE CASE

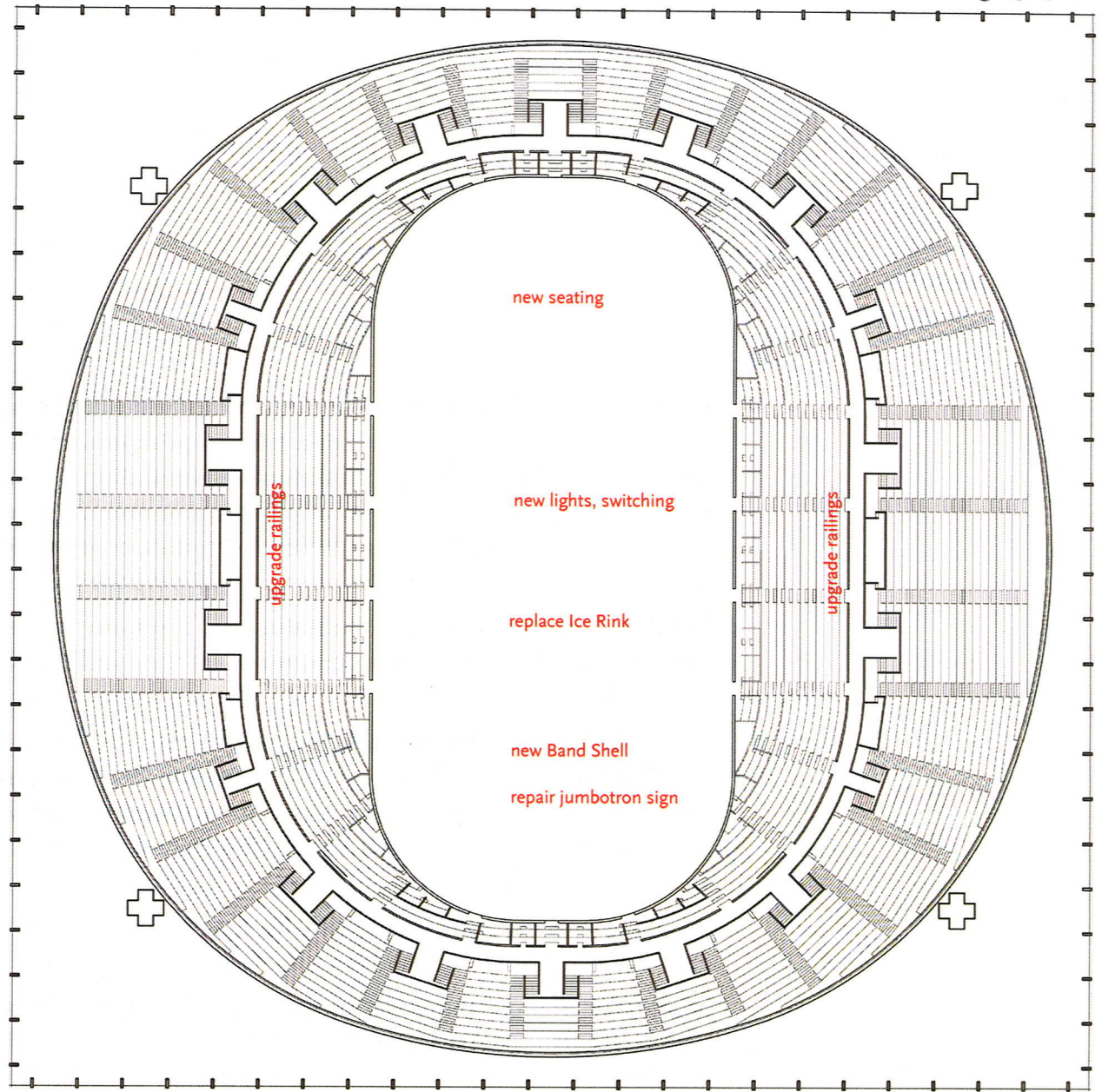
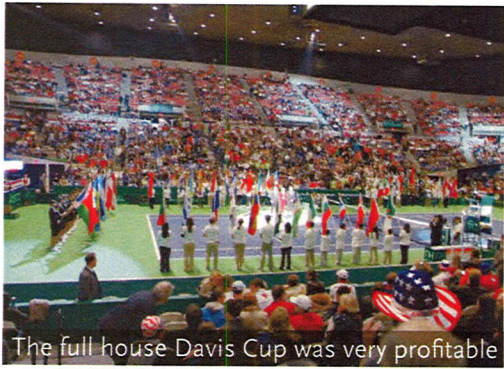
A multipurpose coliseum as a coliseum should be the base case comparable. The Coliseum was built for the public as a multipurpose venue for a wide variety of events for public benefit from hockey, basketball, figure skating, tennis tournaments, concerts, Rose Parades, graduations, political rallies, public meetings and exhibits. Any proposal to restrict its purpose to a select group of activities, or to limit its seating capacity, should be evaluated against its intended use as a multipurpose public coliseum.

The Base Case does not mean the status quo. There are many improvements that can and should be made to the Coliseum to increase its flexibility and maximize its profitability.

The Coliseum has been profitable for the City. The city's own numbers show that over the last 10 years, the city had positive net income from the Coliseum of over \$500,000, even though that period included three years of the OAC bankruptcy and nearly three years of recession. The Coliseum netted the city \$3.7 million during that period, using standard business accounting.

Improvements can increase profitability. Many improvements can increase the profitability of four areas: the Arena, the Concourse, the Lower Level and the Exhibit Hall.

Sustainable improvements will lower utility operating expenses. To transform the Coliseum into a sustainable facility that no longer spends nearly a half million dollars annually for utilities, is the replacement of the outdated HVAC system.



see pages 24- 25 for detail

MEMORIAL COLISEUM BASE CASE - MACHT, EMMONS / FRIENDS OF MEMORIAL COLISEUM APRIL 14, 2010

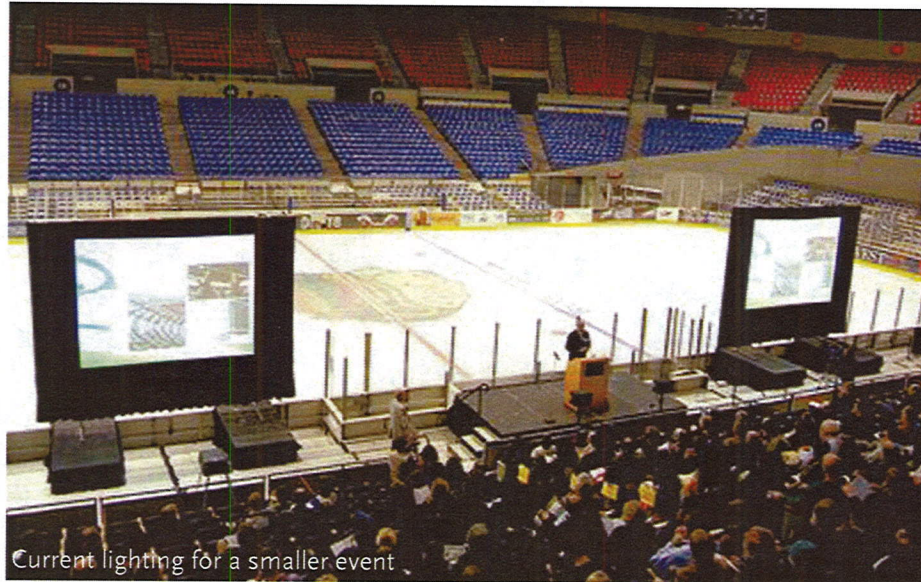


THE ARENA

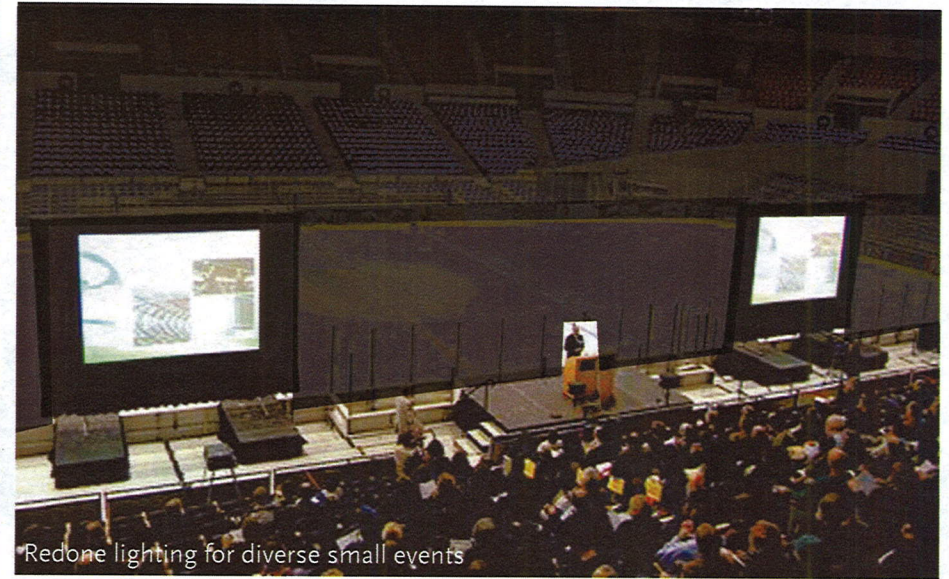
There is no public benefit in reducing the Arena seating capacity. It will make Memorial Coliseum less profitable.

It is the largest events that generate the most revenue. A reduction of seating capacity would preclude profitable full house events like the Davis Cup tournament, concerts, graduations, and political rallies.

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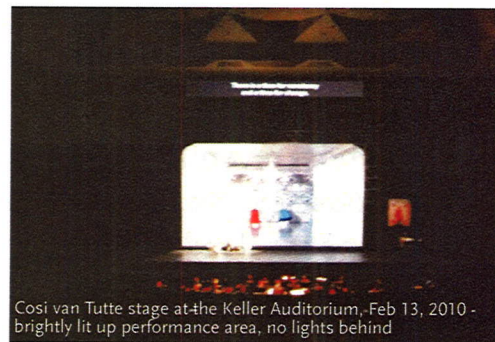


Current lighting for a smaller event

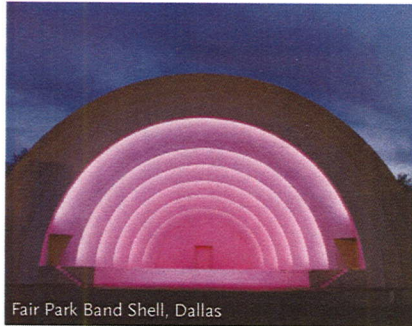


Redone lighting for diverse small events

Redoing lighting will make the Arena more attractive for smaller events, in addition to full Arena events.



Cosi van Tutte stage at the Keller Auditorium, Feb 13, 2010 - brightly lit up performance area, no lights behind



Fair Park Band Shell, Dallas



Benedict Music Tent, Aspen

THE ARENA

Band Shell A temporary band shell could make Memorial Coliseum more attractive for smaller events, increasing revenue. A flexible, collapsible band shell opposite either end, or either side, with appropriate lighting, could make smaller events more intimate and more numerous. More numerous events, along with large events will improve profitability.

The Arena could also benefit from more comfortable, steeply-raked stadium seating at its two ends.

Loading Dock The ability to drive through the Coliseum's lower level can be used to offset the absence of a loading dock. Trucks have full access to the arena floor. Or a loading dock with hydraulic ramping can be added. These kinds of improvements can lead to more numerous events with lower operating costs.



The Concourse is unique. In no other venue does everyone meet at the same level, placed between the most and least expensive seats. In economic terms, this concentrates foot traffic for all the concessions.

The value of the Concourse for concessions can be increased by moving the box office to glass kiosks under the Canopy, retrieving the large floor area of the west concourse, which has spectacular views of the Willamette and downtown skyline, with relocated stairs. The four glass corners can house high-volume cafes overlooking the city, plaza and courtyards. The areas under the cantilevered seating can accommodate food carts. All of these concourse improvements will increase highly profitable concession income.

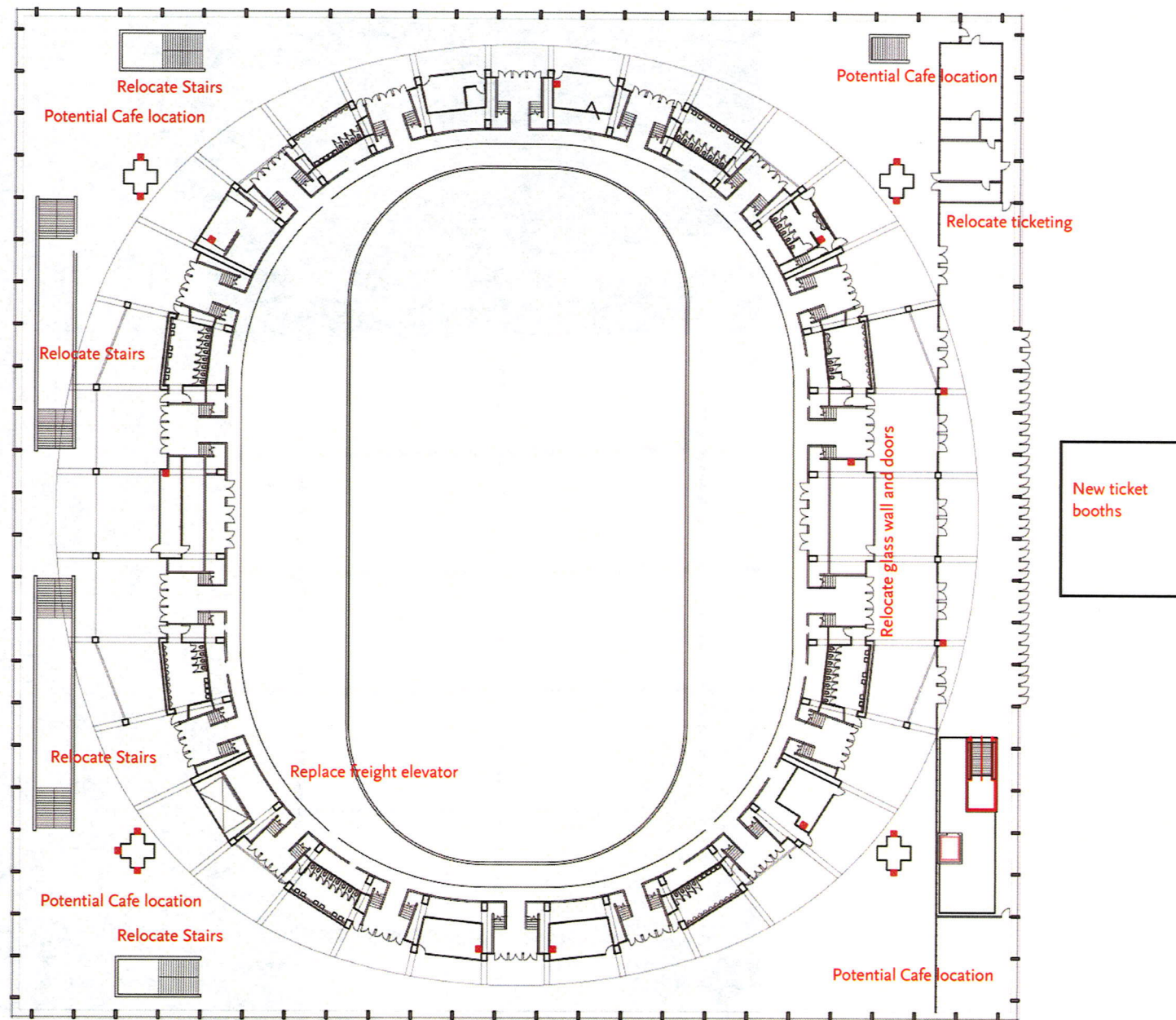
THE CONCOURSE



Memorial Coliseum is the best indoor public gathering place that looks out onto our river and city.



Glass Walls can be insulated in the future. While conventional thinking is that its glass walls make it a wasteful energy consumer, the glass box is actually a very large, passive solar collector. Adding another single-pane glass curtain wall will not only insulate the interior spaces, but also enable the collection and redistribution of warm air to colder areas, or expel it to the outdoors.



see pages 24- 25 for detail



THE CONCOURSE

clean and repair the ceiling

lighting the bowl for nighttime drama

Sandblast columns

future: express woodgrain of glulams

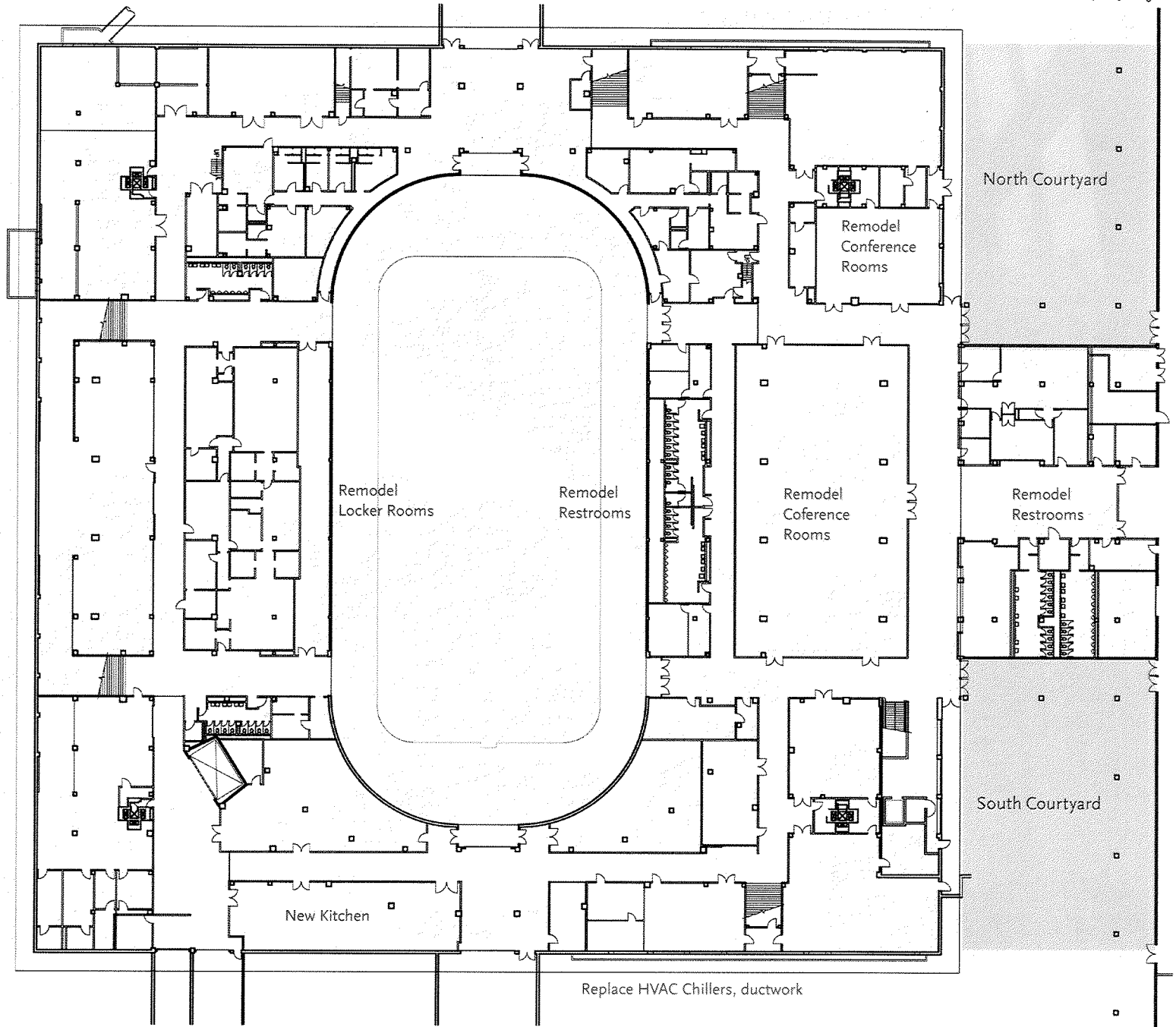
ADA bathrooms
future: redo bathrooms

future: improve window efficiency

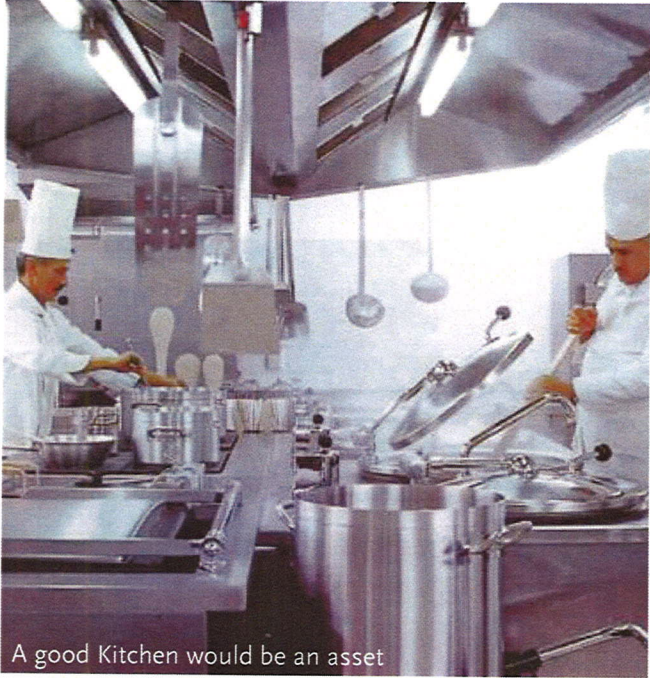
upgrade railings

redo concession stands

relocate stairs to make Concourse
more usable and profitable



see pages 24- 25 for detail



A good Kitchen would be an asset



The Conference Rooms overlooking Courtyards could be nice

LOWER LEVEL

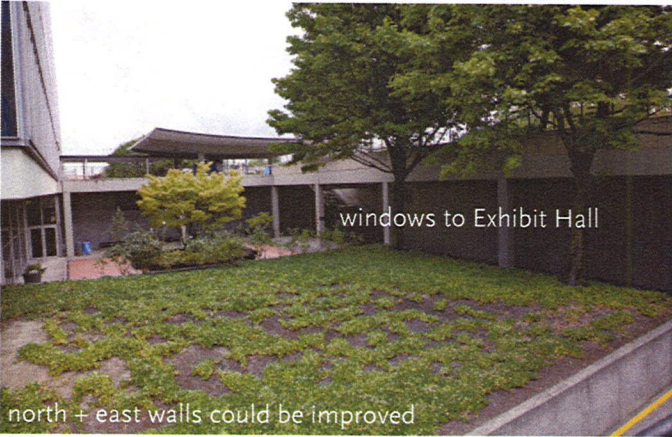
Lower Level improvements can enable more numerous events with lower operating costs. The lower level has about 30,000 SF of space that can be better used. The Meeting Rooms are dated and not flexible. Improving their connection with the courtyards can make them more attractive locations for a variety of private and public events.

Memorial Coliseum makes money from food, concessions and merchandise. The kitchen is not functioning. An updated, efficient kitchen will help the profitability of the Arena, Concourse, Meeting Rooms and Exhibit Hall.



landscape could be improved

South Courtyard



windows to Exhibit Hall

north + east walls could be improved



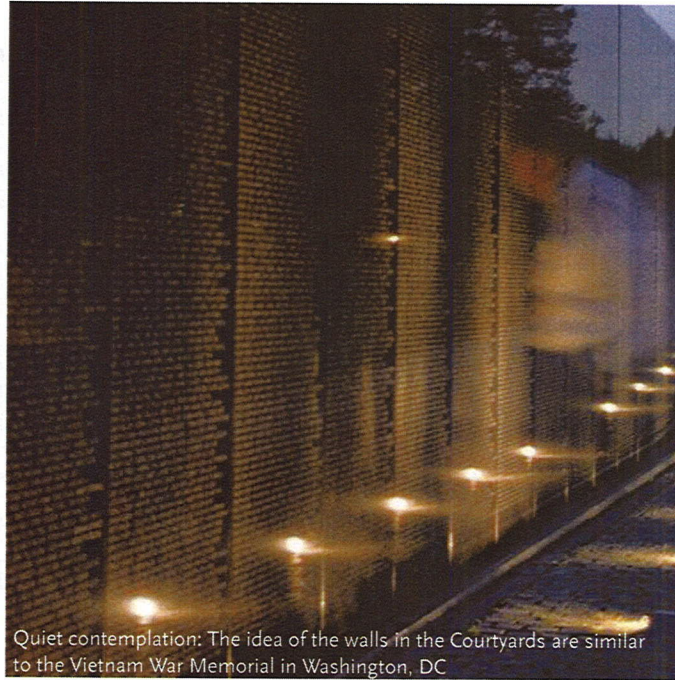
new wall treatment

south + east walls could be improved

North Courtyard



Surfaces, landscape could be improved



COURTYARDS

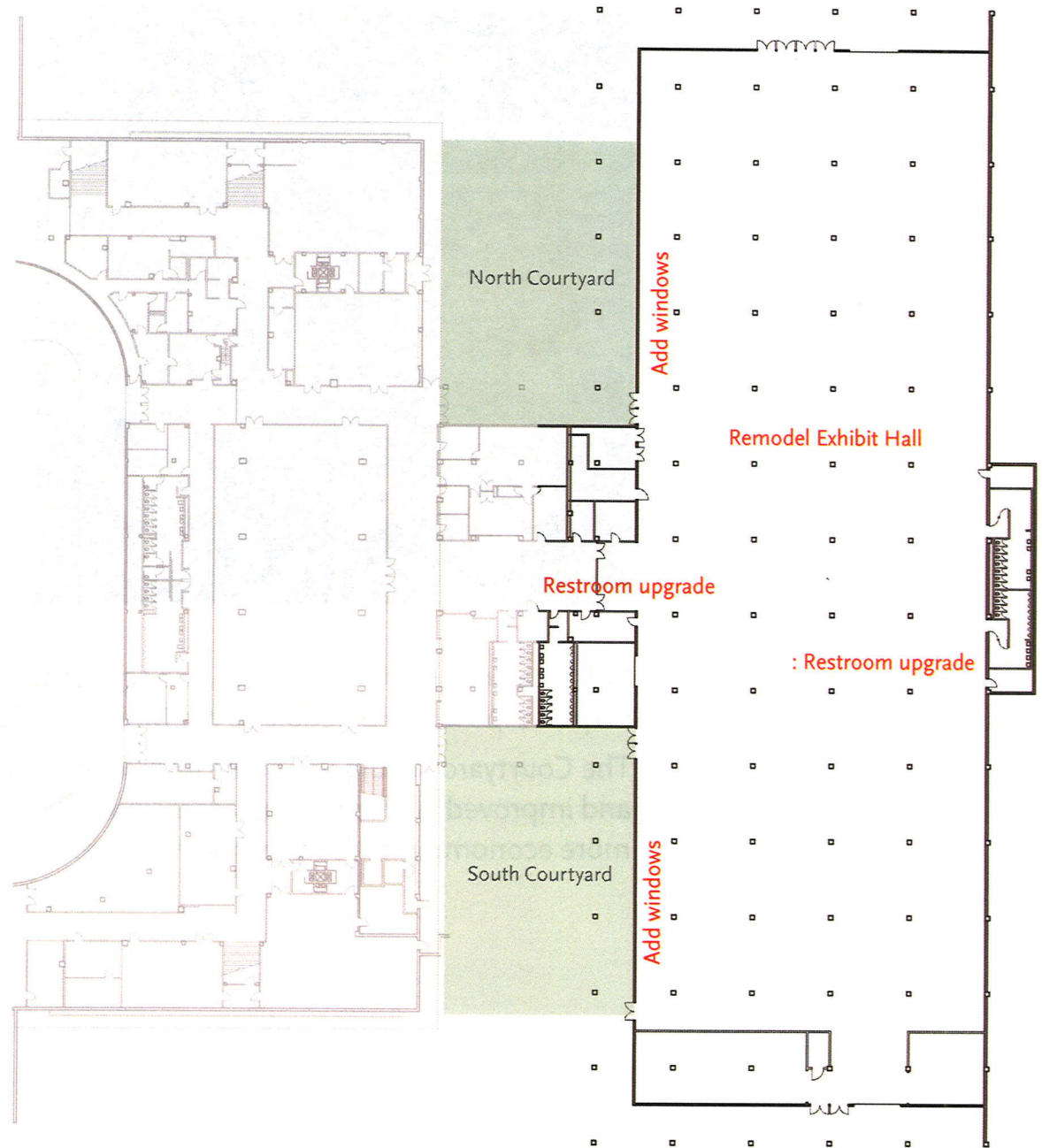
Enhanced use of the courtyards, along with the Lower Level and Exhibit Hall, will help to expose more people to the Memorial Courtyards and honor our veterans. The Courtyards could use some improvements, deferred maintenance upgrades and improved landscape and accessibility, but they are very good spaces, and far more economical to restore than relocate.



Exhibit Hall windows will enhance Courtyards as well



A show in the Exhibit Hall



see pages 24- 25 for detail



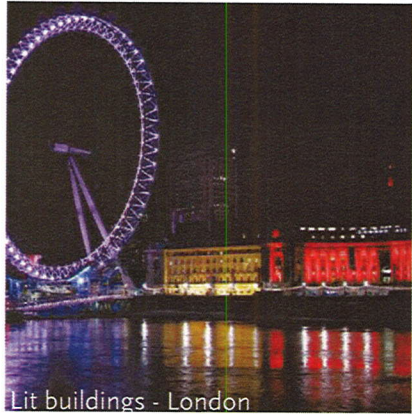
The 40,000 sf Exhibit Hall could be enhanced with windows overlooking the courtyards

EXHIBITION HALL

The 40,000 sf Exhibit Hall is underutilized. Modifications to lighting, restrooms and concessions will make this space more marketable.

The Exhibit Hall can be further improved to produce daytime, weekday revenue by adding glass walls to the courtyards for natural daylight. Another possibility in the future is to add sculptural skylights to the plaza above. The ability to bring in natural light with abundant daytime parking can make the Exhibit Hall attractive to weekday seminars and training sessions.

The apparent disadvantage of the 30 foot bay spacing (resulting in many columns) can be transformed into an asset for dividing the spaces into more marketable sizes. Some areas could be used for black box theater productions.

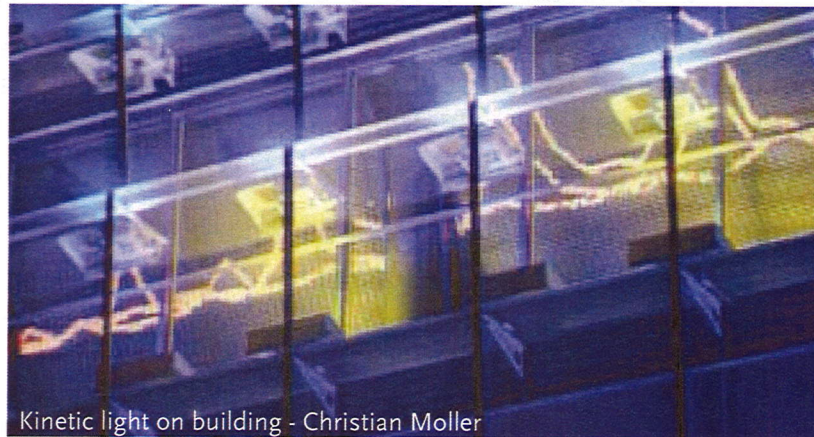


Lit buildings - London



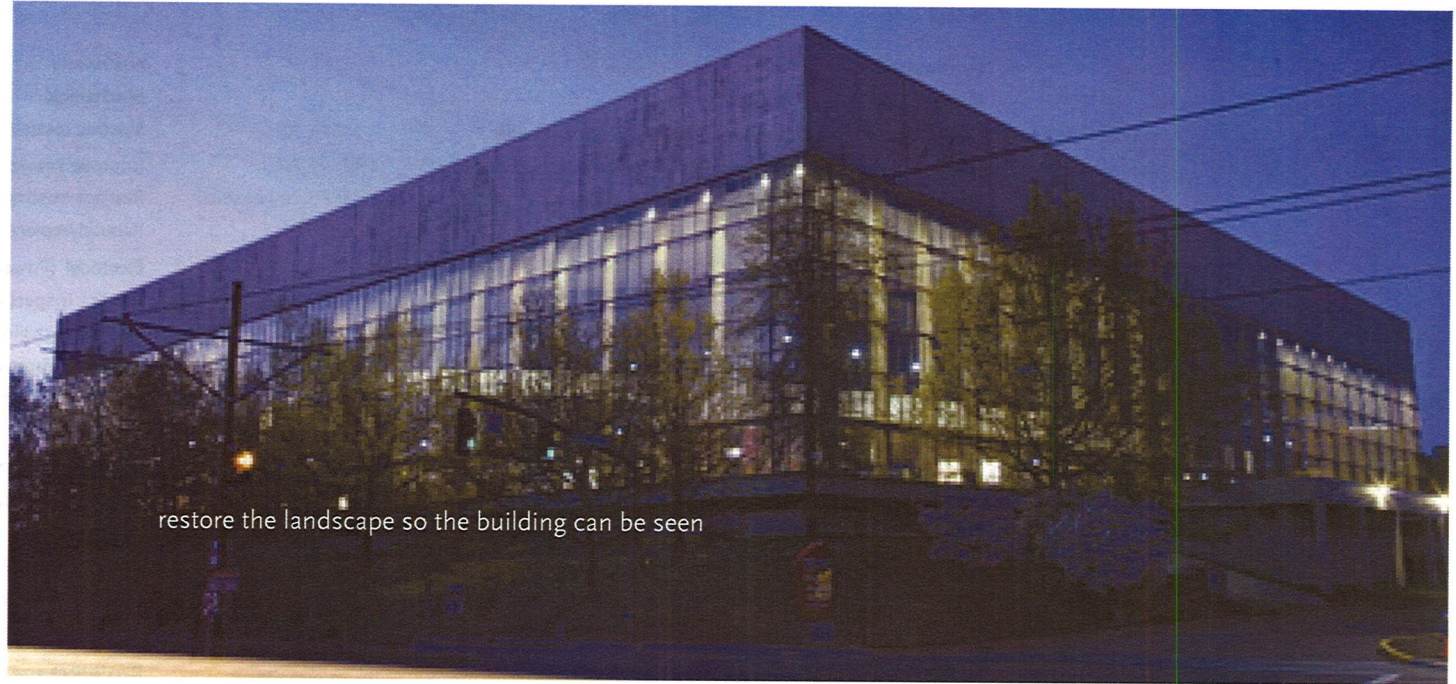
Empire State building seasonal/varied

For added exposure and marketability, LED lights can be installed to give this building a unique dynamism that will make it a magnet for cool in Portland. Light is an inexpensive way to change the tone.



Kinetic light on building - Christian Moller





EXTERIOR



Memorial Coliseum could be iconic in our City if it were more visible. The Coliseum is blocked from view in the summer and dark at night. Restoring the original landscape with lower plantings will have a large positive impact on the perception of the building in the City.

BASE CASE

FUNDAMENTAL		
	Architectural (Life Safety, ADA)	
9 Concourse	Life Safety - upgrade Concourse railings to current code	MEP5 All
17 Arena	Life Safety - upgrade Arena railings to current code	MEP6 All
28 Arena/Concse	Life Safety - provide slip resistant nosing at stairs	MEP9 Lower Level
29 Lower Level	Life Safety - repair miscellaneous wall penetrations	MEP10 All
23/27 All	ADA - Provide for misc ADA upgrades throughout the facility	
7 Concourse	ADA - upgrades of Concourse restrooms (3W, 2M comply)	MEP8 All
26 Concourse	ADA - provide accessible counter height at concessions	MEP13 All
4 Concourse	Asbestos abatement at underside of seating bowl	MEP3 Lower Level
5 All	Asbestos abatement at pipe and mechanical insulation	25/MEP7 All
6 Lower Level	Asbestos abatement of ceilings at LL (inc replace GWB ceilings)	MEP1 All
	Architectural (functional)	
8 Concourse	Concession - Upgrade (4) existing Concourse concession areas	MEP12 Exterior
12 Concourse	Ceiling - clean and paint existing metal ceiling in Concourse	MEP14 Exhibit
13 Arena	Ceiling - replace existing metal ceiling in Arena	MEP2 All
10 Concourse	Doors - Replace hollow metal Arena entry doors from Concourse	MEP15 Concourse/LL
22 All	Doors - Replace exterior and interior HM doors and hardware	
30 Arena	Doors - replace large roll up doors at Arena level	3 Exterior
31 Concourse	Elevator - replace freight elevator	MEP4 Concourse/LL
14 Concourse	Floor - reseal existing concrete floor at Concourse	MEP11 Concourse
18 Arena	Ice Rink - Replace ice rink concrete flooring and cooling piping	
32 Lower Level	Kitchen-upgrade equipment (replace all equip) [remodel kitchen]	
21 Exhibit	Restrooms - Exhibit hall restroom remodel on Lower Level	
15 Arena/Concse	Signage - additional interior signage (some ADA code related)	
33 Exterior	Water infiltration - repair leaks at Plaza (into Exhibit Hall)	

The line items in 'Fundamental' are taken from 'Technical memo E' dated 12/02/09 by Johnson Consulting, Hoffman Construction Company et al. They are reprioritized and amended for this Base Case report. The numbers to the left of the items are the numbers used in the report for cross referencing.

FUNDAMENTAL

Mechanical

- Seismic restraint of mechanical equipment in critical areas
- Improve smoke evacuation
- Replace existing chillers
- Rebuild/replace ext'g air handling systems/modify ductwork as req'd

Electrical (Power, Lights, Fire Alarm)

- Power - Inspect and test power supply system
- Seismic restraint of electrical equipment
- Electrical improvements to (8) meeting rooms on Lower Level
- Emergency lighting (Provide additional aisle lighting in Arena)
- Fire Alarm - Install fire alarm system
- upgrade Exterior canopy lighting
- upgrade electrical in Exhibit Hall

Plumbing

- Partial replacement of plumbing domestic, waste, vent piping
- new fixtures at ADA bath improvements

Fire Sprinklers

- Reconnect and repair the fire sprinklers at main canopy
- Revise and upgrade fire sprinkler coverage at LL and Concourse
- Provide fire sprink coverage at Concourse area (under seating)

ITEMS FROM 12/09/09 REPORT NOT INCLUDED IN FUNDAMENTAL	
1 Exterior	Exterior - Replace the entire exterior curtain wall glazing system
2 Exterior	Exterior - Replace of exterior plywood fascia (needed in 5 - 8 years)
11 Concourse	Ceiling - replace existing metal ceiling in Concourse
16 Arena	Seating - provide new seating in Arena w/ 131ADA wheelchair
19 Lower Level	Meeting Room Remodel on Lower Level (8 total)
20 Exhibit Hall	Exhibit Hall remodel on Lower Level
24 All	Structural upgrades to meet current seismic code (not code required)

ADVANTAGEOUS

ARENA

Architectural (functional)

- ARa1 New Seating
- ARa2 Band Shell
- ARa3 Repair Jumbotron sign
- Electrical (Power, Lights, Fire Alarm)
- ARe1 New Lights and switching to expand versatility

CONCOURSE

Architectural (functional)

- CCa1 Concession stand rework
- CCa2 West stairs - reduce Concourse space impact
- CCa3 Ticket Booth - relocate to under canopy
- CCa4 East side - Remove Ante Room
- CCa5 Sandblast columns
- CCa6 Paint, clean-up Concourse
- Electrical (Power, Lights, Fire Alarm)
- CCe1 New Lights and switching to expand versatility
- Plumbing
- CCp1 Drinking fountains, etc.

LOWER LEVEL

Architectural (functional)

- T9 Meeting Room remodel on Lower Level (8)
- LLa1 Kitchen remodel (add to 'fundamental arch')
- LLa2 Public area upgrade
- LLa3 Bathroom upgrade (add to 'fundamental arch')
- LLa4 Furniture/drapes
- LLa5 Locker Room upgrade
- Electrical (Power, Lights, Fire Alarm)
- LLe1 lighting

ADVANTAGEOUS

COURTYARDS

Architectural (functional)

- CYa1 Upgrade Access
- CYa2 Walls
- Electrical (Power, Lights, Fire Alarm)
- CYe2 upgrade lighting
- Plumbing
- CYp2 fountain repair
- Landscape
- CYI2 Landscape upgrade

EXHIBIT HALL

Architectural (functional)

- 20 Exhibit Hall remodel
- EHa1 New Windows at Courtyard
- EHa2 Paint/tidy up
- EHa3 Bathroom upgrade

EXTERIOR

Architectural (functional)

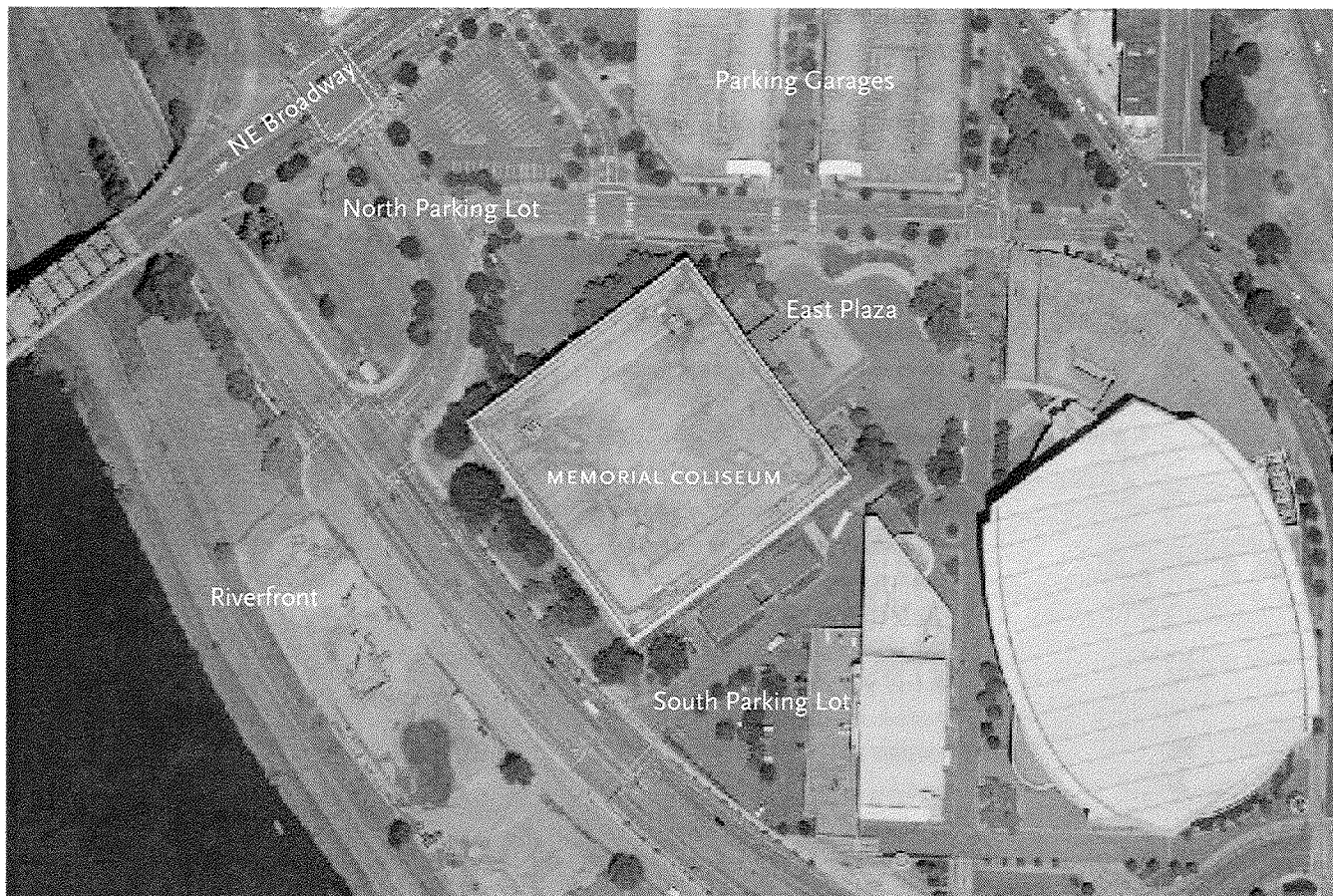
- EXa2 General building cleaning/spruce up
- EXa3 Restore Canopy
- Electrical (Power, Lights, Fire Alarm)
- EXe1 LED Lights for increased marketability/iden
- EXe2 Exterior light repair/upgrade (allow)
- Landscape
- EXI1 Restore landscape

Advantageous line items are additions that can improve the versatility, marketability and profitability of Memorial Coliseum.

BASE CASE



The Louvre is a good example of adding to a landmark while respecting its historic integrity, and making it more successful.



THE FUTURE

The Coliseum, revitalized cost-effectively, can act as an indoor Pioneer Square for a wide variety of public events. Revitalization of Memorial Coliseum will help stimulate mixed-use development of the large developable areas of the 40-acre Rose Quarter.

Consuming scarce public funds on a wholesale repurpose of the Coliseum will handicap development of the rest of the Rose Quarter.

FUTURE (15 YEARS)

ARENA

New seats
New ceiling (if not already completed)

Lighting

Rigging in ceiling

Seismic

CONCOURSE

Face Lift

New concession stands

Stairs relocated (if not done previously)

Bathrooms remodeled

LOWER LEVEL

Full remodel of meeting rooms

Remodel of locker rooms and bathrooms

On going improvements to kitchen

Loading dock

COURTYARDS

East walls improved

Access improved

Additional memorial walls

EXHIBIT HALL

Skylights above

Extension of Convention Center

EXTERIOR

Replace plywood panels

Replace curtain wall

Replace roof

General building cleaning/spruce up

Loading dock

other ideas from surveys

SURROUNDING AREA

Tram to Convention Center

Retail on Broadway

Retail on ground floor of parking garages

Convention Center Hotel

Fountains

Playgrounds

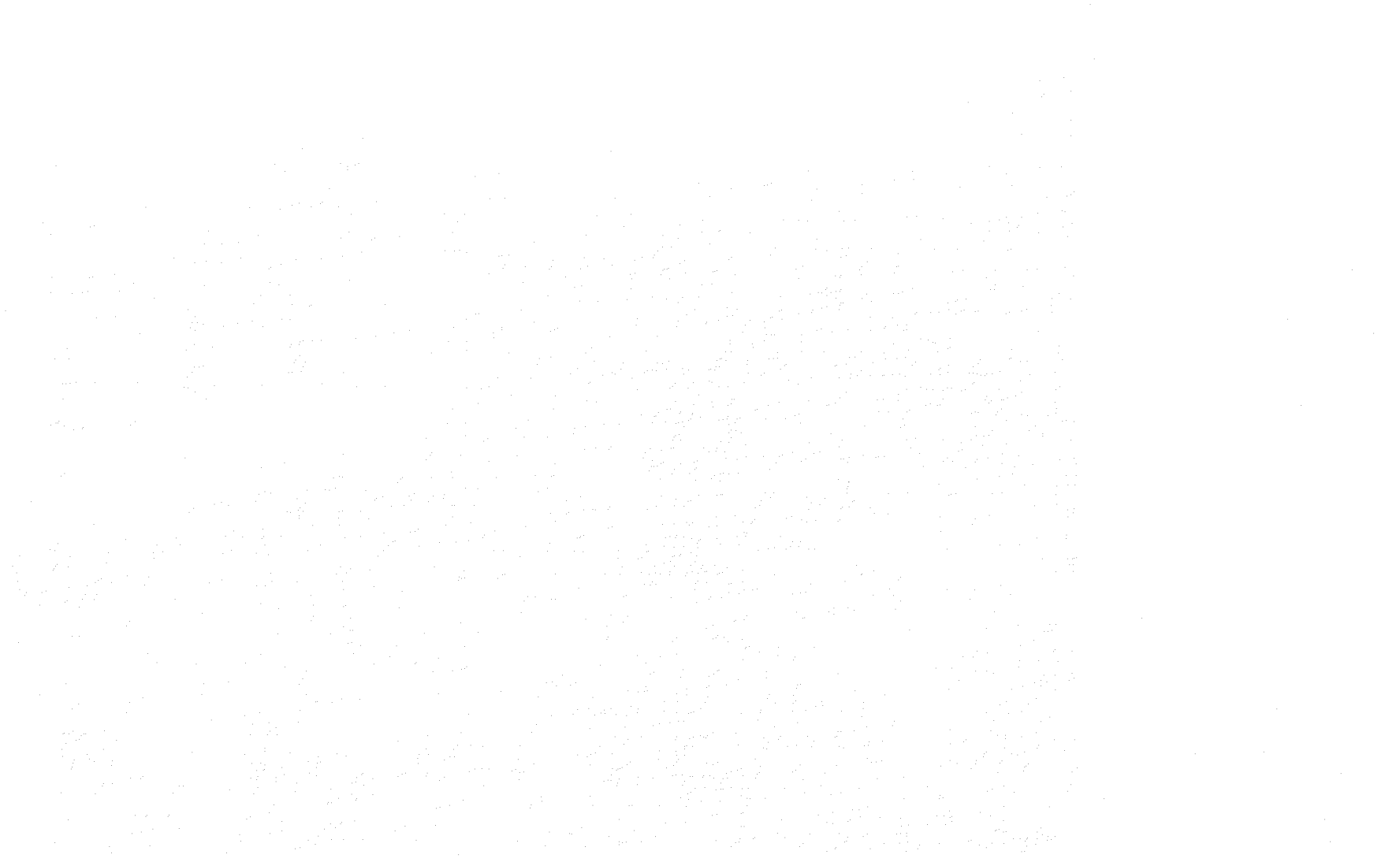
Mixed use development on Riverfront

Nike Museum

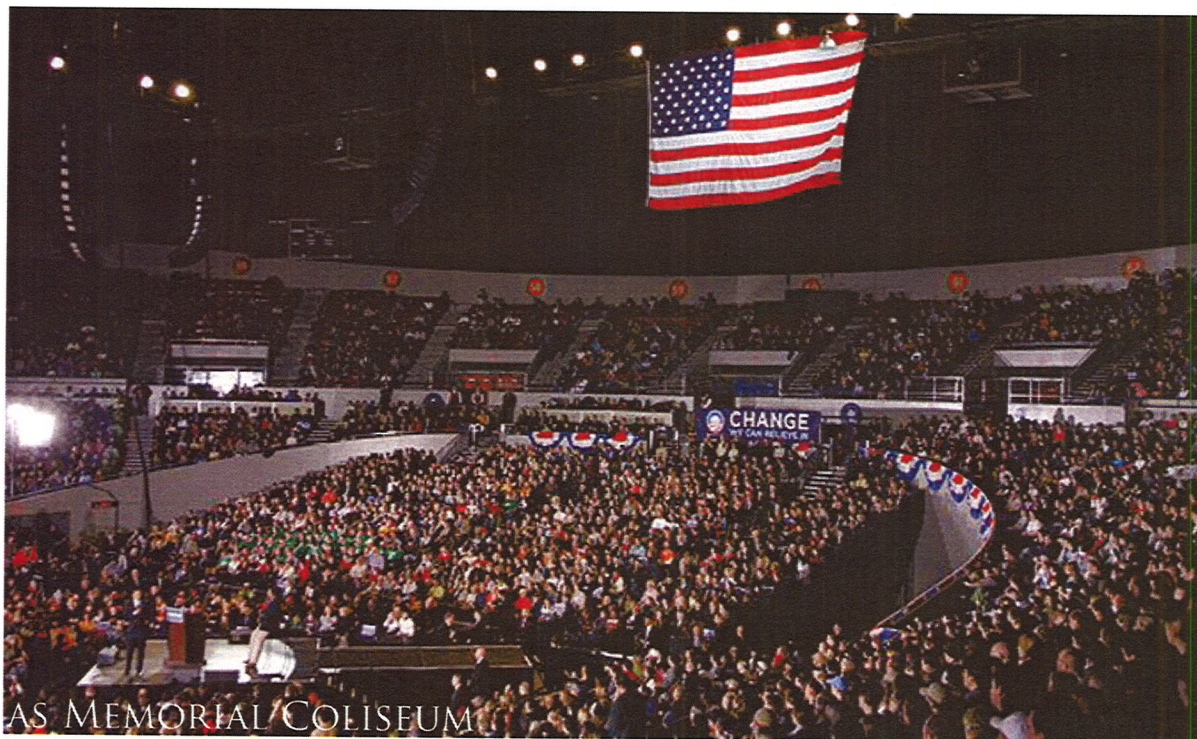
THE FUTURE



Expansion of the Convention Center could be considered in part of the Rose Quarter, forming a multi-building convention facility like Milan or Koln, Germany; connected by streetcar or tram. Even a convention center hotel could someday be considered for the Rose Quarter.



MEMORIAL COLISEUM BASE CASE - MACHT, EMMONS / FRIENDS OF MEMORIAL COLISEUM APRIL 14, 2010



MEMORIAL COLISEUM AS MEMORIAL COLISEUM

- Maximize profitability
- Operate sustainably
- Increase flexibility
- Serve public events
- Revitalize underused spaces
- Preserve architectural history
- Conserve public investment
- Rapidly revitalize through realistic phasing



April 14, 2010

To whom it may concern –

Without a doubt, the addition of a 200 meter indoor track and field facility would positively impact Portland's, as well as Oregon's, profile within the national and international running communities.

A 200 meter indoor track would allow the USATF Oregon Association to make a realistic bid to host the USATF National Indoor track & field meet and make it a yearly staple to the Northwest. The USATF National Indoor Meet regularly attracts the very best in Track and Field: Olympians, world record holders and Olympic medalist, as well as infuse the local running community with substantial revenue and excitement for the sport! In addition, Portland could become the premiere competition destination for indoor track athletes at the youth, high school, collegiate, professional and Olympic level. The University of Washington holds three indoor meets a year on their 307 meter indoor track which attraction 1,000 to 2,000 participants and fans regularly without seating. An indoor meet in Portland could attract upwards to 4,000 participants, coaches, and fans!

USATF Oregon fully supports the initiative to bring an indoor 200 meter track and field facility to the Memorial Coliseum. The addition of this venue would allow Portland to retain its Runner's World ranking as the #1 running city in the USA and quite possibly could help make Portland, Oregon the #1 running city in the World!

I hope to see a 200 meter indoor track and field facility at the Memorial Coliseum soon!

Thank you.

Celebrate running!

A handwritten signature in black ink, appearing to read "J Marcus".

Jonathan Marcus

USATF-Oregon Open Track & Field Chairman

jmarcus@roadrunnersports.com

971.344.4469

36777

Bring Track Back



Steve Prefontaine races in front of a packed house over 40 years ago at the Memorial Coliseum Oregon Indoor Meet. Help bring track back to Portland.

Contact Info:

Aaron Ladd

aaronl@globalathletics.com

Portland City Council Testimony

April 14, 2010

Hello, my name is Aaron Ladd and thank you for letting me speak this afternoon.

Help bring track back to Portland. Over 20 years ago the Memorial Coliseum hosted the Oregon Indoor Meet and attracted athletes from around the country and a packed house of spectators.

Since that time the Oregon Indoor Meet has expired, but the spirit and passion for track and field remains in Portland.

Today as an event organizer for world class track and field events, former High School and Division I coach, and Portland runner, I have seen the benefits of track and field not only in my own life but for many others. It has been possible to be involved in track and field for the better part of my life because I have been privileged to have worked in amazing facilities. Unfortunately, Portland does not have anything close to resembling the type of facility that I believe could succeed for this marketplace and expand the city reputation as a locale for running.

When the city requested proposals for the redevelopment of the Memorial Coliseum, it was obvious that indoor track and field could not be the sole usage for this building. However, as a Portland resident I was encouraged when I started to see proposals that incorporated mixed-use athletic and recreation centers along with a redesigned stadium. I believe track and field can fit into this niche to help act as an element to revitalize the area and building.

The Rose Quarter Stakeholder Advisory Committee has initially determined that recreation spaces may be a feasible element of the rehab for the Memorial Coliseum, and I believe that the Coliseum represents a unique opportunity to create a venue for the development of track and field. A competitive track facility could become a unique ingredient in the melting pot that is the Rose Quarter Development but only if this council will allow for alterations in the current status quo operation of the building and design alteration to accommodate an indoor track facility

Feasibility of having a new world-class Indoor Track in Portland is based upon several factors.

- The lack of competitive indoor facilities in Oregon
- History of track races in the Coliseum 20 years ago with the Oregon Indoor Meet
- Popularity and interest from the community of runners
- *And* the ability of a track to blend with other uses on the site

In a short time period the running community has gathered around the possibility of having a track in the Memorial Coliseum. My fear though is that in this process the existing agreements underlining the process will not allow for the coordination and integration of many different stakeholder groups. The recreation and athletic elements are likely to only add to any commercial and residential plans for the Rose Quarter while not limiting the current spectator and entertainment revenue currently in place. Partnering small interests whether they are curlers, bikers, swimmers, or runners with financial feasibility, community popularity and potential for Portland with successful developers, is the best way to make the Rose Quarter succeed with many individuals involved. However, at this time only the MARC proposal has considered incorporating a world-class indoor track facility into the building and is an idea worth pursuing.

The goal of this City Council should be to work to make sure that energy and vitality are brought to the Rose Quarter, start today by bringing together the energetic and enthusiastic interests that are presenting here today. Help Bring Track Back to Portland.

Thank You and I would be happy to address any questions you have

Aaron Ladd

Global Athletics & Marketing

834 SW Vista Ave Portland OR 97205



April 10, 2010

City Council
1221 S.W. Fourth Avenue
Portland OR 97204

(Mayor Sam Adams, Room 340)
(Commissioner Randy Leonard, Room 210)
(Commissioner Amanda Fritz, Room 220)
(Commissioner Dan Saltzman, Room 230)
(Commissioner Nick Fish, Room 240)

RE: Rose Quarter Redevelopment

Dear Council Members,

Just over three months ago, the City and the Portland Development Commission issued a call for concepts on the reuse of Memorial Coliseum, a historic and iconic building in a prime location at the heart of the City. Built through a bond levy and opened in 1960, the Coliseum sits at the former center of a thriving African American neighborhood and social district.

Vision into Action and the Center for Intercultural Organizing responded to this call out of our desire to ensure that redevelopment of this site serves the community's highest needs and priorities, contributes to an equitable and sustainable economic environment and provides a social revitalization of the Rose Quarter area.

Informed by input from our diverse base of individual and organizational members, as well as the extensive input of 17,000 Portlanders who participated in visionPDX, we developed a proposal for the Memorial Coliseum that could meet the needs and aspirations of the community moving forward. This proposal included the following key elements:

- The creation of a lively, vibrant, truly public space that can be *accessed for free* by community members of varying ages, income levels, and social groups;
- The inclusion of amenities and spaces that meet the needs of under-served communities, including minority-led small businesses, immigrant and refugee community organizations, and low-income families;
- Uses and programs that serve veterans and the African American community, honoring the past and the history of the site by responding to the current needs of these communities;
- A focus on sustainability in all its forms: economic, environmental, cultural, and social, and the integration of sustainability principles throughout the site.

From over 95 concepts submitted for this site, our "Rose Quarter Community Crossroads" proposal was selected as the only community-based, non sports-related plan to make it to the final pre-RFP stage. As the first alternate, we are currently in the fourth position, which enables us to respond to the RFP if one of the top three teams chooses not to respond. Without access to the RFP unless (or until) another team drops out, it is undetermined whether we will be able to move the proposal forward beyond this point.

Rose Quarter Community Crossroads represents the voices, needs and interests of a large number of individuals, organizations and constituencies, which is why we feel compelled to present you with the following **recommendations** for how the community voice can be honored and incorporated into the final phases of this process:

SITE DESIGN/RFP: That the Request for Proposals (RFP) require that successful proposals include the following key elements:

- Public access to free activities and family-friendly environments as a primary function of the site.
- At least 25% of the space within the Coliseum building is devoted to affordable workspace for minority-owned small businesses, micro-enterprises, and social start-ups.
- That developers, property management, and enterprises on-site exceed previous standards for minority hiring and contracting.
- That those jobs created are living wage with benefits, including the right to unionize.

PROCESS:

- Given the Portland Plan's focus on equity and pending City budget cuts, that City Council immediately vote for an analysis of the cost to the public, and equity standards reflected in both the RFP Criteria and remaining proposals conducted by individuals with expertise in proven models such as Racial Equity Health Impact Assessment or Triple Bottom Line.
- That the City dedicate staff time to engage community stakeholders in the programming and design, with the goal of ensuring the history and current needs of the African American & Veteran populations in particular are honored.

TRANSPARENCY:

- Create both Community Benefit & Good Neighbor Agreements, signed by the developers of the Memorial Coliseum and Rose Quarter Area, City officials, and Community Stakeholders.

ACCOUNTABILITY:

- That City Council require an independent audit to take place one year after the completion of the development. The audit will evaluate based on the original criteria & performance measures (the Director of PSU's Social Equity and Opportunity Forum, Janet Hammer, has offered assistance of the University in developing and applying a triple-bottom-line framework specifically to the Coliseum redevelopment process).

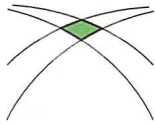
The Rose Quarter Community Crossroads team appreciates the opportunity to represent community values and be involved in a process that will have significant and lasting impact on neighborhood residents and all Portlanders for years to come. We strongly encourage the City Council to adopt the proposed recommendations, and to ensure that the Memorial Coliseum redevelopment effort serve as a catalyst for sustainable and equitable community revitalization in the Rose Quarter that meets the economic, social, environmental, and physical needs of all Portlanders.

Signed,

Vision Into Action
 Center for Intercultural Organizing
 Growing Gardens
 K&S Designs
 Aging Artfully Initiative
 Circle of the Living Earth
 Bank of the West Colored Pencils
 Hare in the Gate Productions, LLC
 Hart Mind Soul
 Golden West Project
 Homowo African Arts and Cultures
 Independence Gardens
 Sisters of the Road
 North/Northeast Business Association
 Phoenix Lotus Photography
 Tears of Joy Theater
 Barry R Smith, PC, Architect
 Iraqi Society of Oregon

APANO
Rooms for Peace
Delta Studio
Africa House
ROSE Community Development
African Women's Coalition
Social Innovation Partners
Portland Family of Funds
Miranda Management and Construction
Corporate Credit Builders
Delta Sigma Theta

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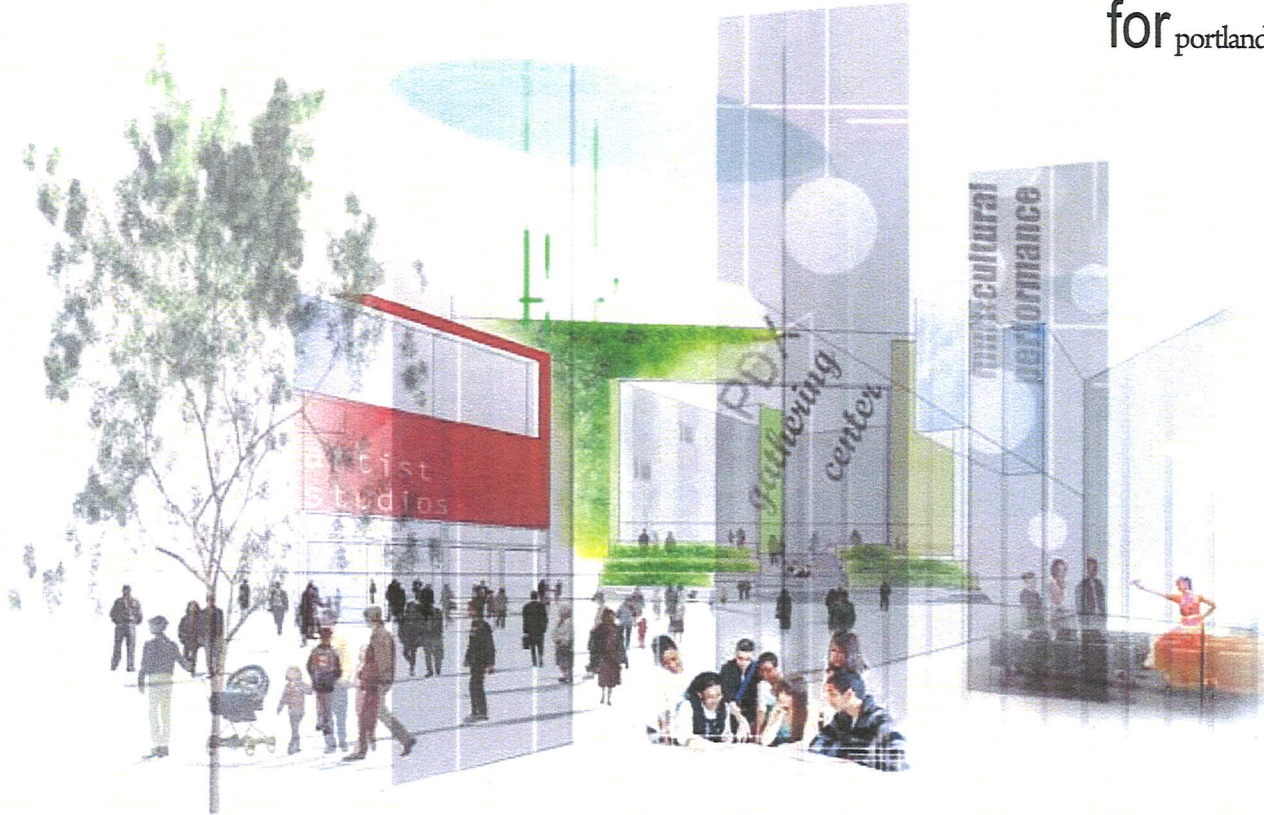


rose quarter
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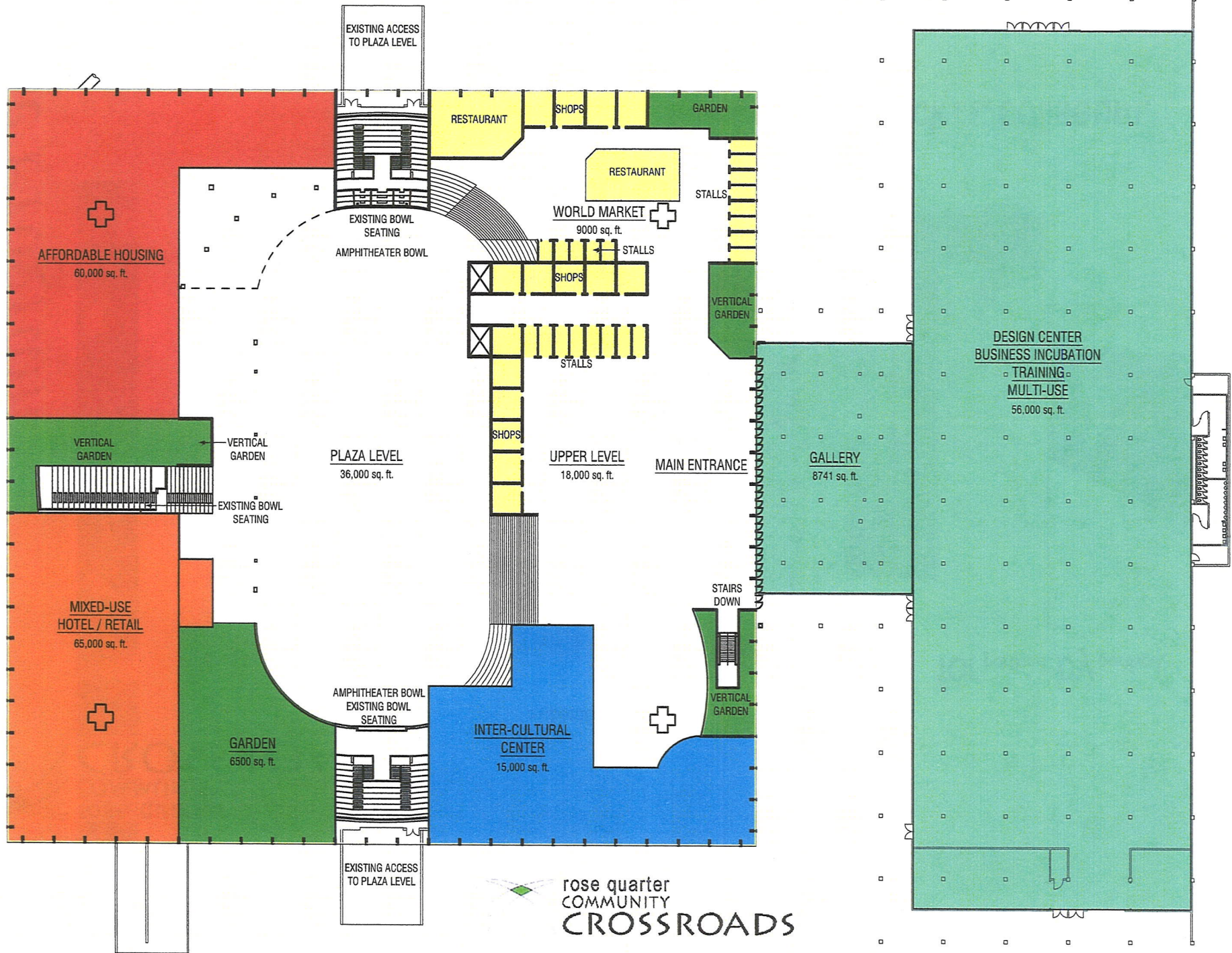
a vibrant place to **live, work and play.**

for portland. **by** portland.

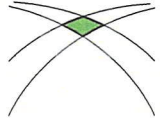


bringing community **back** to the coliseum.

The Program



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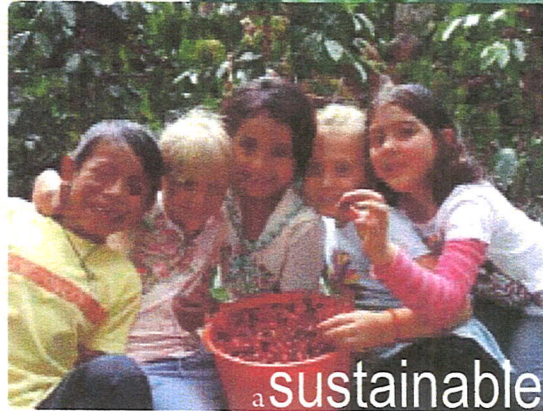


Memorial Gardens

a hub for **healthy food** systems.



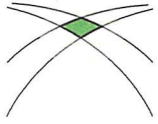
cutting-edge cultivation techniques.



a **sustainable agriculture** demonstration site.



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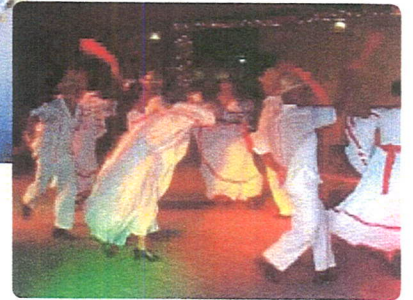
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housing diverse **cultural organizations.**

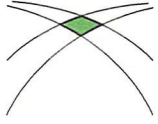


serving **newcomer communities.**



Intercultural Center

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connecting people to **food**



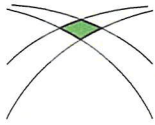
diverse **cultures**



and **each other.**

World Market

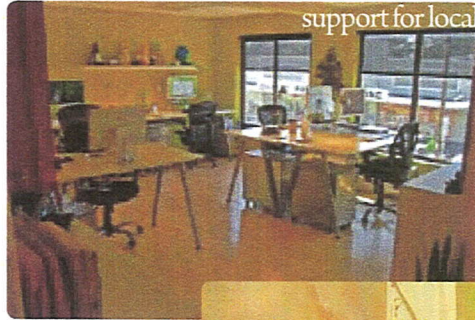
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support for local **artists and entrepreneurs.**



shared **infrastructure.**



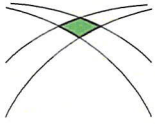
access to market.



affordable **office and studio space.**



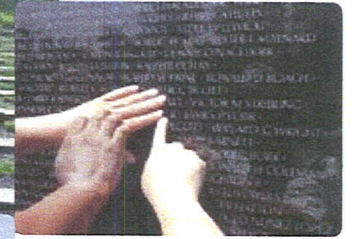
Incubation



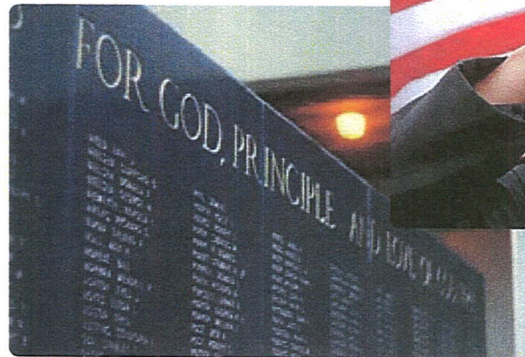
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living memorials.



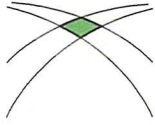
honoring the **service** and **life**



of **veterans** from **all eras.**

Veterans Memorial

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Housing

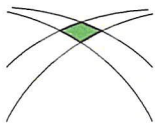
reintegrating the community.

revitalizing the area.

creating a livable 24-hour space.



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The Plaza

the **place** where paths cross.

the space where **connections** are made.



the crossroads where **possibilities** are realized.