



Rose Quarter Development Project

Stakeholder Advisory Committee (SAC)

Recommendation to City Council

April 14, 2010



City Council Decision

Invite (3) teams to submit Proposals for development of the Memorial Coliseum

Final selection of development team by City Council in early summer 2010



Rose Quarter Study Area



Phase 1: Determining the Coliseum's Future

Coliseum as heart and soul of the Rose Quarter and catalyst for area

Community supported mixed use planning framework already in place

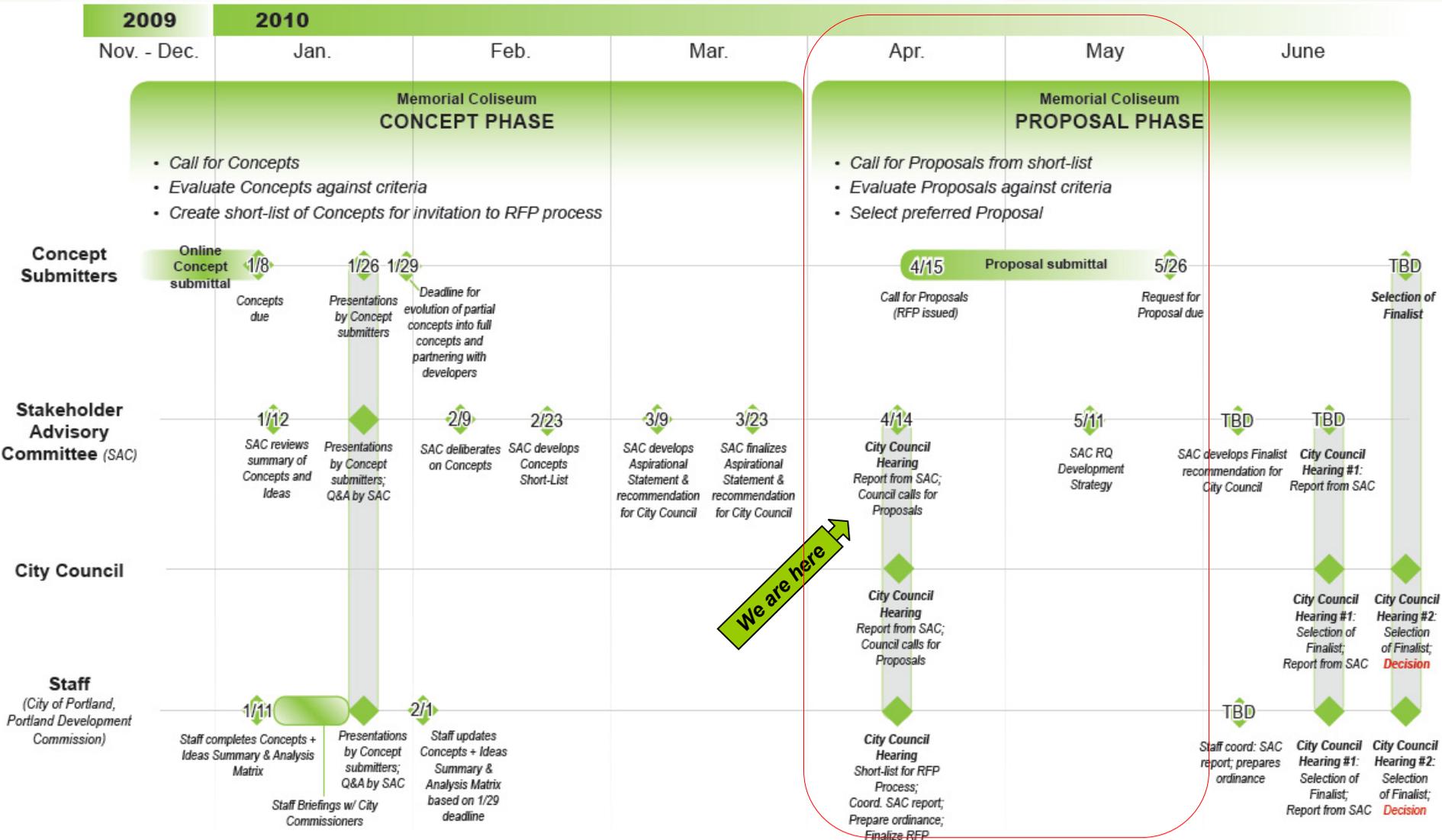
Honoring Veterans and their need for resolution

Listing on National Register of Historic Places



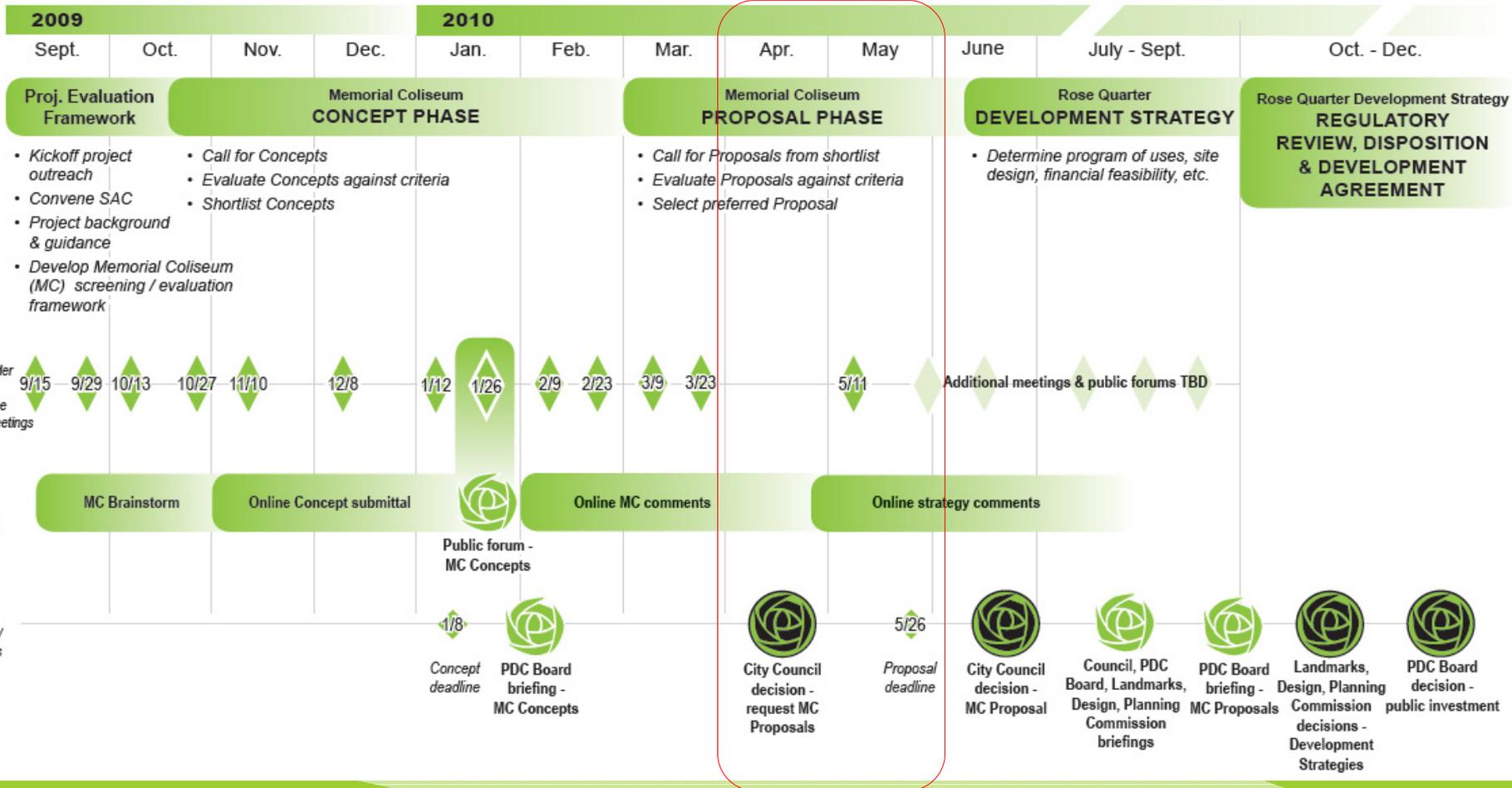


MC Future Process Detail





RQ Development Schedule





Accomplishments

MOU adopted –	August 2009
Project Kickoff –	September 2009
Vision Adopted by SAC –	October 2009
Evaluation Criteria for MC –	November 2009
MC Baseline Report –	November 2009
Call for Concepts on MC –	November 2009
Close of Call for Concepts –	January 2010
RFP Issued (anticipated)–	April 15, 2010
NEXT STEP:	
City Council Selection of Coliseum Finalist –	Early Summer 2010



Minority Report

Signatories:

Will Macht

Dean Gisvold

Alicia J. Rose

Anthony Stacy

Joseph Readdy



Majority Report & Recommendation

Supported by 26 of 31 voting members of SAC



Rose Quarter Study Area





MC Evaluation Criteria



Finances

Concept demonstrates financial viability for capital and operating costs and provides significant public benefit to justify subsidy.

Architecture

Concept considers the architectural and historical significance of the building and its character defining features.

Veteran's Memorial

Concept addresses the memorial aspect of the building.

Sustainability

Concept incorporates features and systems that conserve resources and increase energy efficiency of the facility and its operations.

Flexibility

Concept allows for flexibility to respond to the marketplace and enables operational efficiencies.

Connectivity

Concept positively impacts the pedestrian environment and supports enhanced connections to the Rose Quarter, the river, the future greenway system, and surrounding neighborhoods.

Economic Impact

Concept enhances the economic impact of the Rose Garden Arena and Oregon Convention Center and contributes to a more positive neighborhood business climate.

Existing Rose Quarter and Surrounding Uses

Concept complements and supports existing Rose Quarter facilities (e.g. Rose Garden Arena, public transit, and public parking garages) and contributes to the livability of surrounding neighborhoods.

Cultural Heritage

Concept engages and incorporates the cultural heritage of the area and surrounding neighborhoods with authenticity.



Aspirational Statement

We, the 26 of the 31 voting members of the Rose Quarter Stakeholder Advisory Committee, support preservation of the Memorial Coliseum as an inspiring, community-focused, multi-purpose facility with improved flexibility to accommodate a multiplicity of events for public and private purposes, at a variety of scales and uses including, without limitation: sports, entertainment, arts and culture in a manner that honors Veterans, respects the cultural heritage of the African American neighborhood that was previously in this location, integrates education, showcases innovation in sustainability, and demonstrates a triple bottom line of social, environmental and economic equity in a way that is consistent with its status as a National Register historic property. The outcome of the Memorial Coliseum and Rose Quarter development should serve to increase access to community benefits for the widest range of Portland residents. Exhibit A on the next page demonstrates the range of activities that have strong support from the community and the Rose Quarter Stakeholder Advisory Committee.



Aspirational Statement - Exhibit A

It is understood that the Memorial Coliseum may not be able to support all of the following activities and uses, however, our Committee urges the Memorial Coliseum concept proposers to compare the proposals for the use of the Coliseum interior spaces in terms of use, cost, operation and profitability with those for an improved base case. In so doing, they should consider improvements that augment daytime usage and district activation and may consider the following in their more detailed concept submittals in response to the Request for Proposal:

- Enhanced Veterans Memorial
- Meeting Space with Priority Usage by Veterans
- Eco-district Features, Design and operating systems that reflect state of the art sustainability features.
- Amateur Athletics Fitness Facility including an aquatics center
- Live Entertainment Venue
- Amateur and Professional Sports Spectator Facility
- Regulation Hockey Rink
- Space for Visual Arts and Performances
- Restaurants
- Skylights, roof penetrations, and other natural light features
- Programming that reflects the aspiration of educating as well as entertaining users of the facility.



Rose Quarter Stakeholder Advisory Committee Recommendation:

26 of the 31 voting members of the Rose Quarter Stakeholder Advisory Committee (RQSAC) recommend inviting the following Coliseum reuse concepts to the RFP process:

1. Veterans Memorial Arts and Athletic Center (VMAAC)
2. Memorial Athletic & Recreation Center (MARC)
3. Trail Blazers and Winterhawks Concept

Direct further refinement of the concepts in the RFP process based on the RQSAC aspirational statement . 26 of the 31 voting members of the RQSAC also recommends that the following concepts serve as alternates if one or more of the three selected concept proposers elect not to continue with the RFP process:

1. Rose Quarter Community Crossroads (first position)
2. Portland Action Sports Complex (second position)

VMAAC Presentation



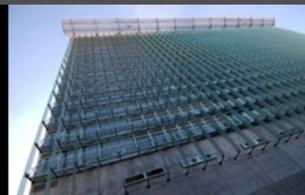
Veterans Memorial Arts & Athletic Center



UNIQUE FEATURES

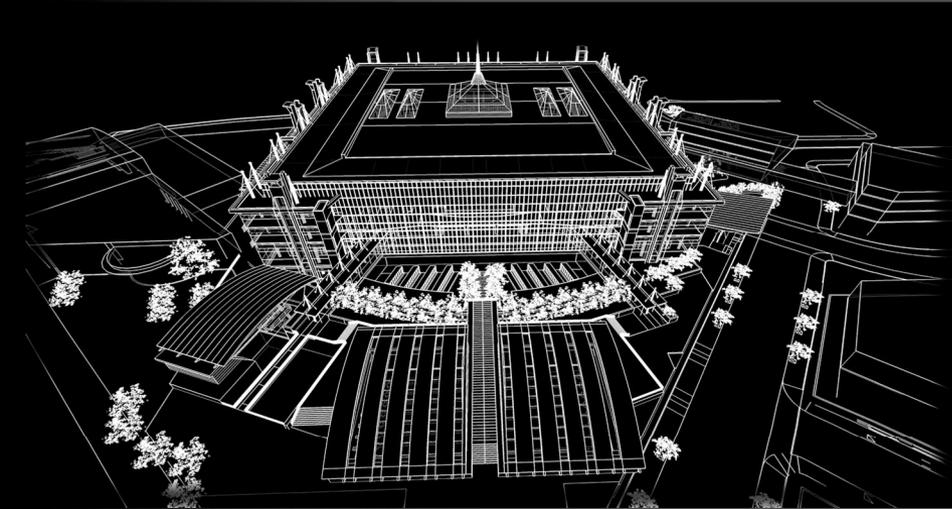
1. Flexible Design
2. Inclusion of the Arts
3. Preserved & Enhanced Memorial
4. Sustainable Upgrades
5. Respect for Heritage

Proposed View:

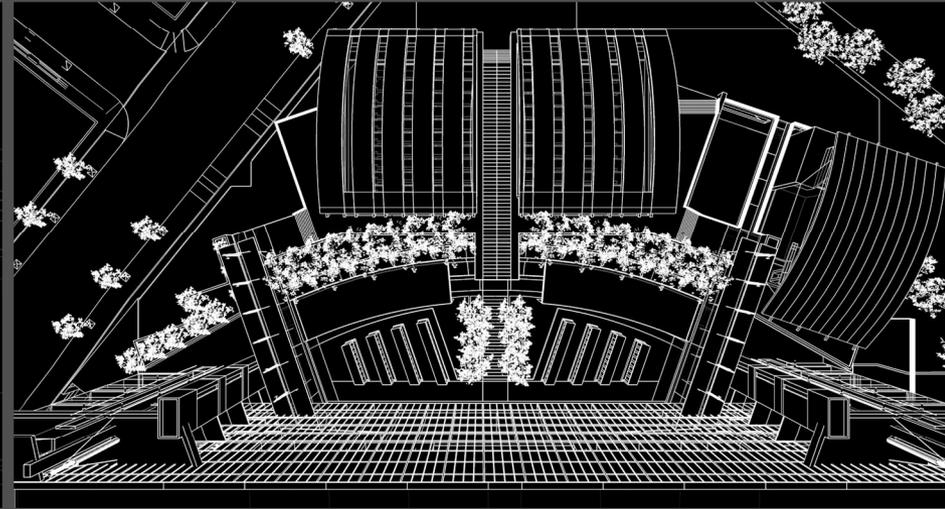




Veterans Memorial Arts & Athletic Center



Aerial View of Memorial:



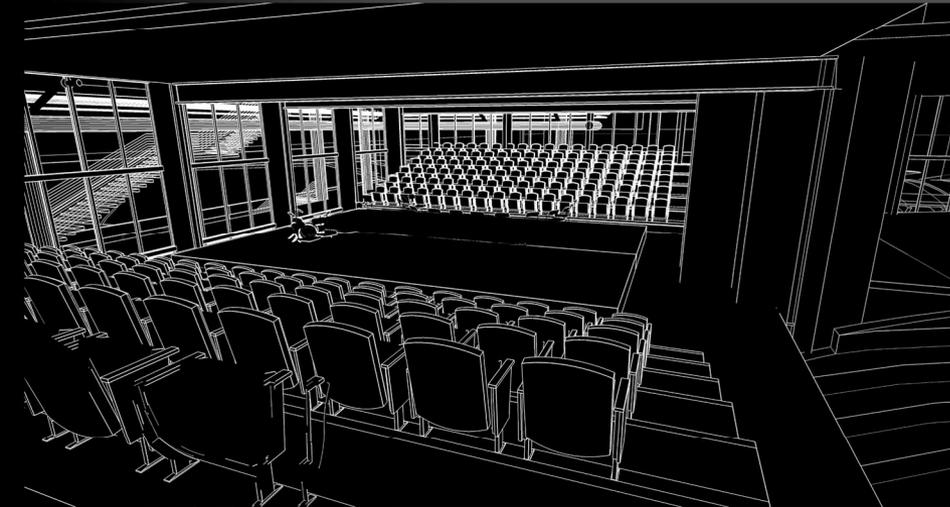
View of Memorial from Green Roof

...O BURKETT / SCOTT M BURKETT - THEODORE J G...
...NABERGER - STEPHEN E FOSTNER - RICHARD G FE...
...AKA - JOHN H GILLAND III - FRANCISCO H GON...
...ARDING - ROBERT W HEBERT - DEMETRIO LOMELI HE...
...JUGGINS - CHRISTOPHER BRAYBROOKE - MELVIN E J...
...NCE HARRISON - JOHN W MARTIN - JOHN W MCMA...
...D R PINNAU - TERRY J NORRMAN E BORGGO...
...ANTIAZO-LUGO - JAMES W RYAN - JOHN E SH...
...JIT A CHRISTOFFERS - JAMES W VALLS - DAN E WEA...
...P ROVLEY - THOMAS J WELLS - DONALD...
...S LAWOOD - MALCOLM WELLS - DON J - DONALD...
...W EMERSON - EDWARD J BLOTZI...
...HUGHES - BOB J RICHARD R B...
...D IMBROGGIO - WILSON L FARLEY - RO...
...SANDL - STEPHEN J WILSON - ODES H MI...
...JAVIS - LOREN LERTEL - JAMES ANDERSON J...

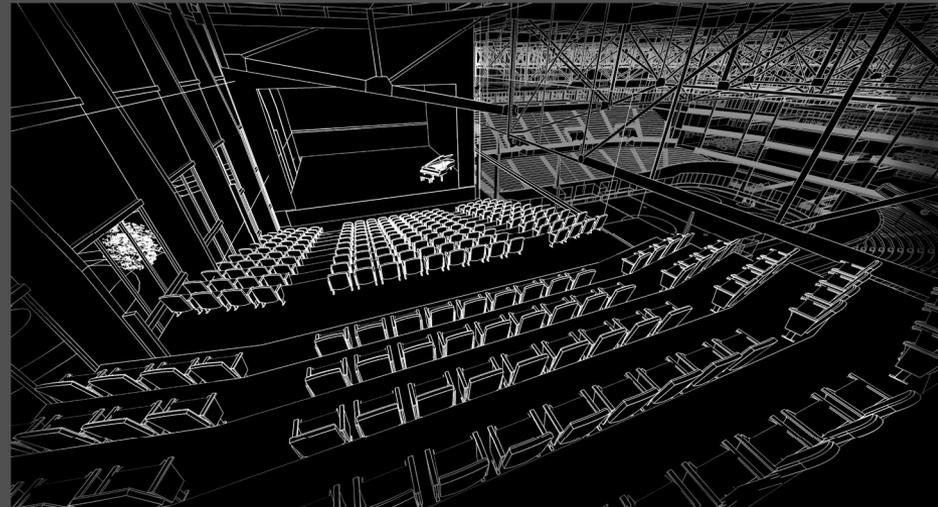




Veterans Memorial Arts & Athletic Center



Black Box Theater



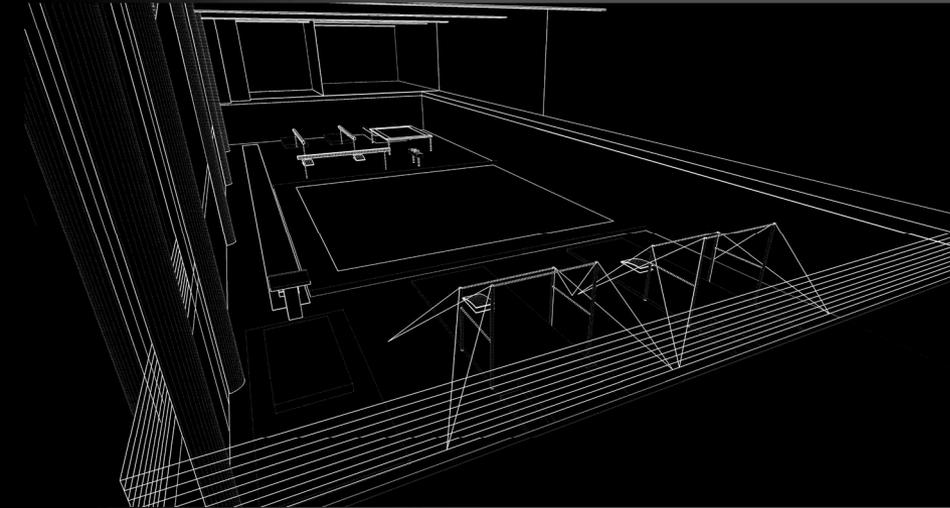
500-Seat Auditorium

Overlooking Portland & Arena

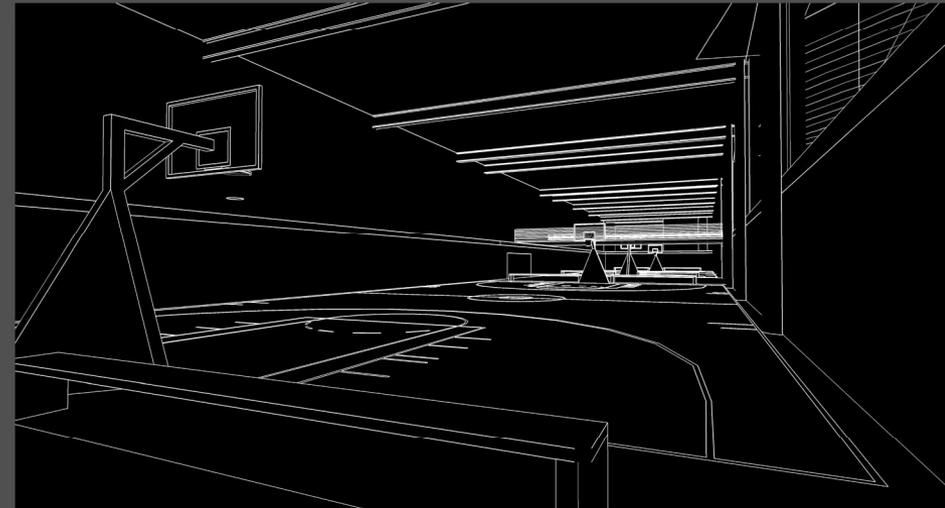




Veterans Memorial Arts & Athletic Center



Gymnastics Training Center



2 Full-Time Basketball/Volleyball Courts





Veterans Memorial Arts & Athletic Center



GREEN FEATURES

1. Dual Envelope: Exoskeleton
2. Green Roof
3. Daylighting & Skylights
4. Solar Panels & Fins
5. Grey Water Harvesting
6. Efficient Fixtures
7. Recycled Content
8. Evaporative Cooling
9. Stack Ventilation

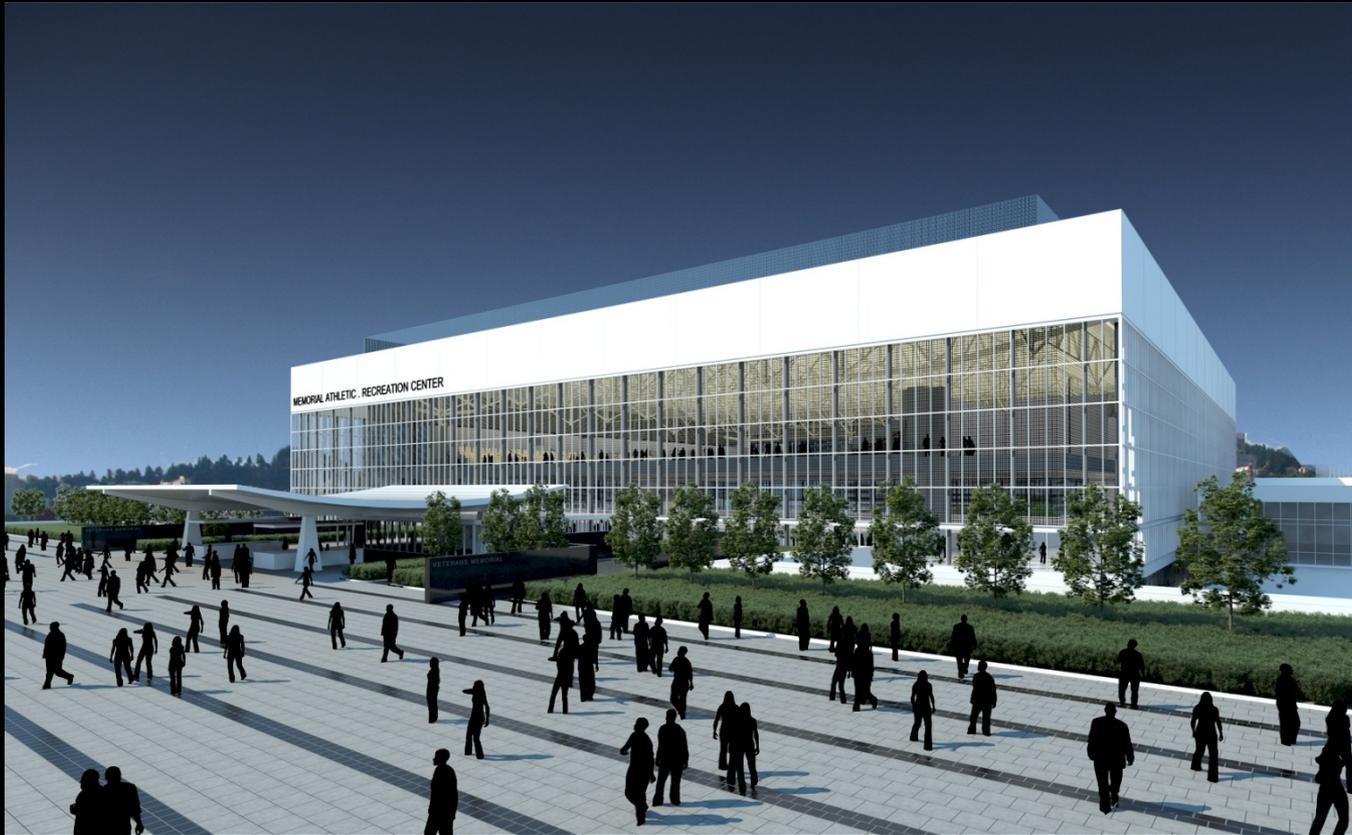
Sustainable Features At Exterior:



MARC Presentation

MEMORIAL ATHLETIC & RECREATION CENTER

The Epicenter of Healthy City[®]



Introduction

Project Team

- Shiels Oblatz Johnsen, Inc.
- TVA Architects, Inc.
- Peter Meijer Architects
- Howard S. Wright Constructors
- Brailsford & Dunlavey

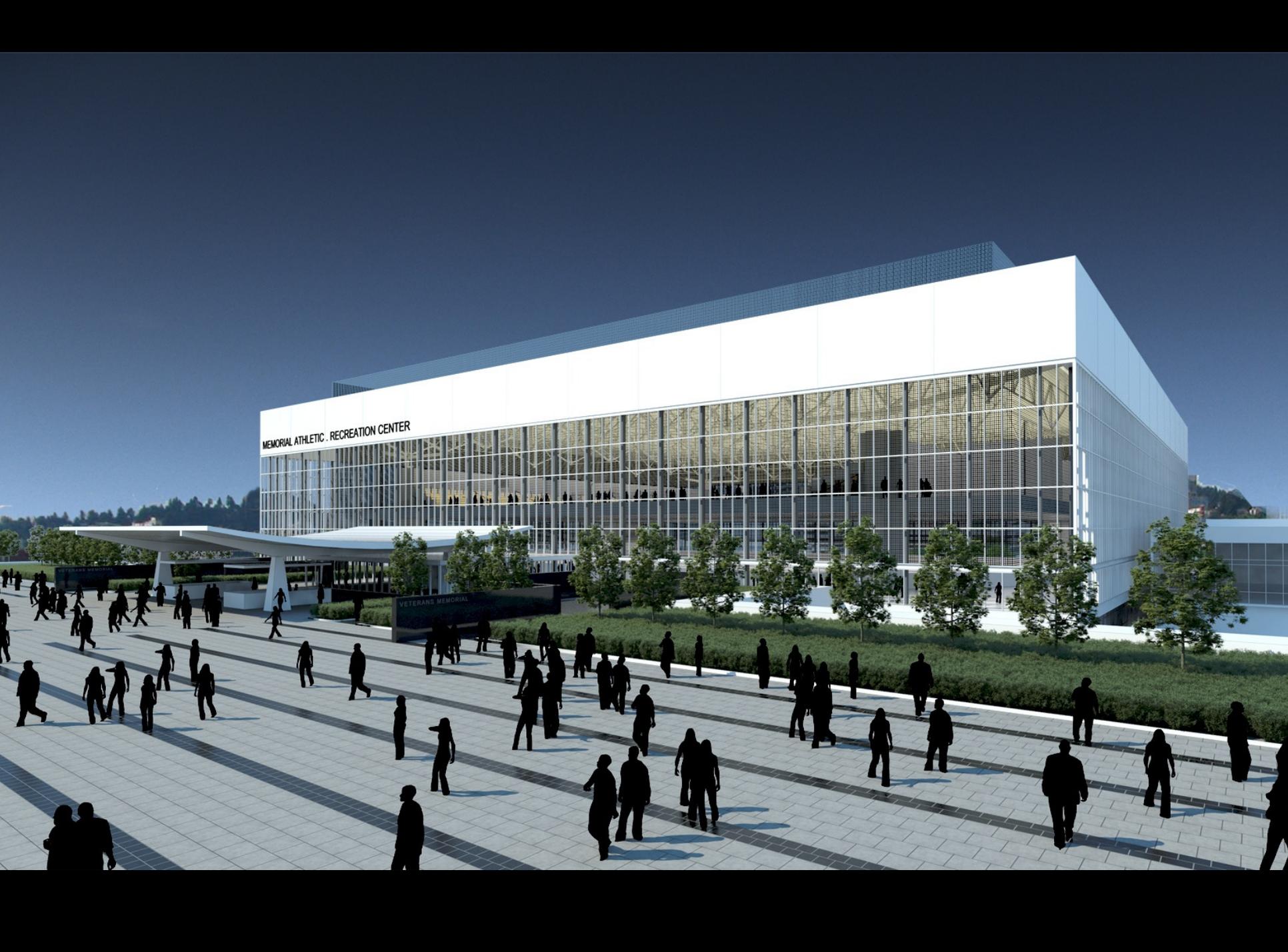
Project Overview

- A public project that brings the Coliseum back under public control
- A 'repurposing' of the Coliseum that will significantly increase its utilization
- A youth- and-family oriented plan that reflects Portland's values and lifestyle
- A model for sustainable design and operation
- A bold and compelling alternative to the current operating paradigm

Concept Description

Key Project Elements

- An entirely new, 6,500-8,500 seat arena for a wide range of community events
- An enhanced and expanded Veterans Memorial at the front door of the new arena
- A large-scale public recreation center open to all
- Facilities capable of hosting a range of local, regional, national and international competitions



MEMORIAL ATHLETIC RECREATION CENTER

VETERANS MEMORIAL

Veterans Memorial

- A proper memorial for all Veterans
- Proposed relocation to the preeminent location at the front door of the arena
- Existing elements refurbished and relocated
- Expanded elements outside and inside the building, including veterans meeting center and museum
- A return to the original promises made to Veterans

“New Memorial Coliseum”

- Entirely new, state-of-the-art arena
- Flexible seating configurations to accommodate a wide range of events and maximize change-over efficiencies
- NHL size ice rink and expanded flat floor space
- State-of-the-art design to accommodate community desires for “International Quality” velodrome and 200M indoor track & field facility

Public Recreation Center

- **Competition-ready Aquatics Center with 3 pools:**
 - ✓ **Large play pool with zero entry beach**
 - ✓ **50-meter, movable bottom competition pool**
 - ✓ **Olympic quality diving tank/warm-up pool**
- **Community Ice Hall:**
 - ✓ **Second ice rink for youth/adult hockey, figure skating, recreational skating and curling**
- **Field House:**
 - ✓ **Flexible flat floor space for courts/fields**
 - ✓ **Full range of fitness facilities for toddlers, youth, adults and seniors**





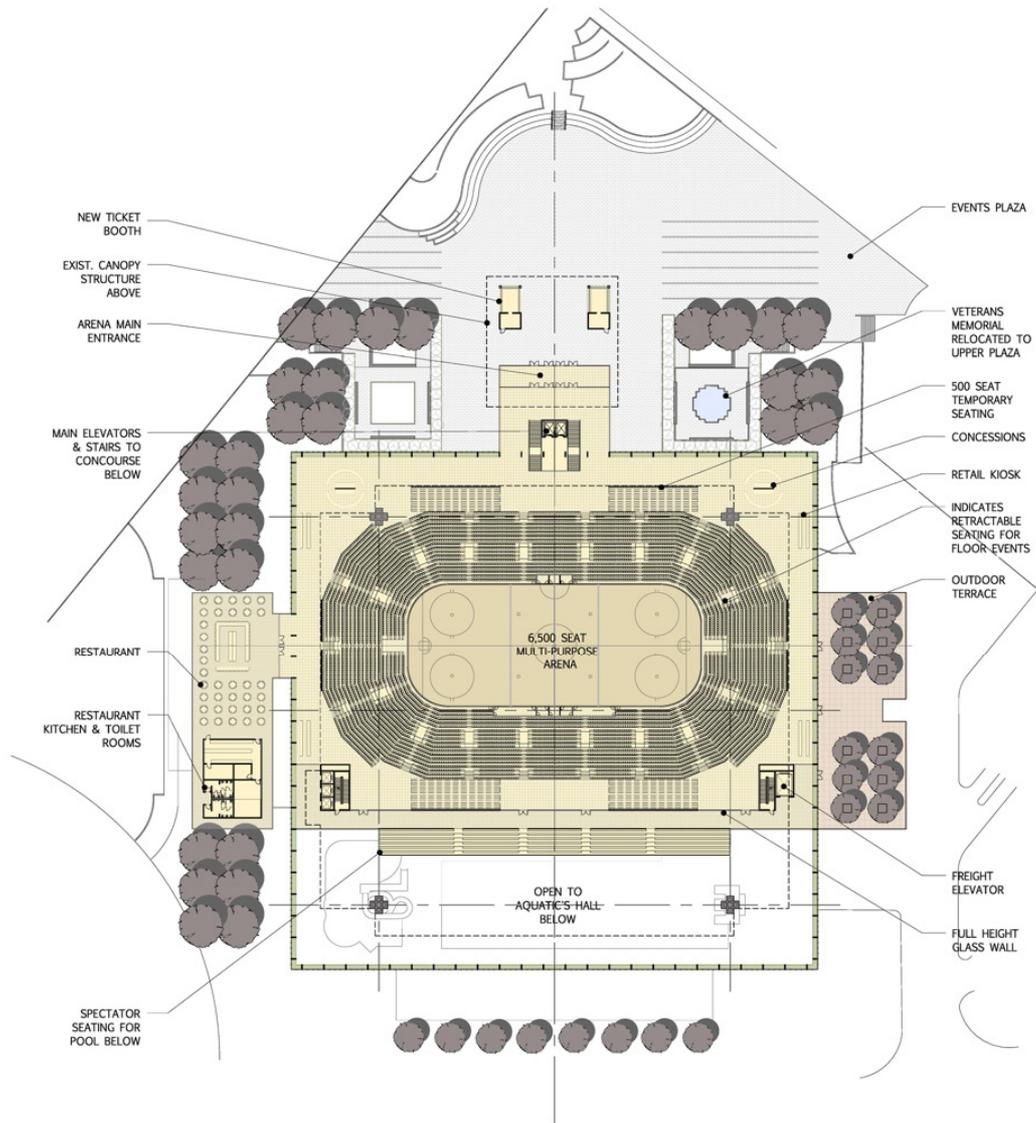
Competition Facilities

- **A new marketing tool for Oregon Sports Authority and Travel Portland to attract events (“sports conventions”)**
- **Arena, Aquatics Center and Field House all designed for maximum flexibility for a range of events**
- **Ability to utilize multiple venues within the MARC**
- **Work in conjunction with Rose Garden, OCC and other facilities for larger events**

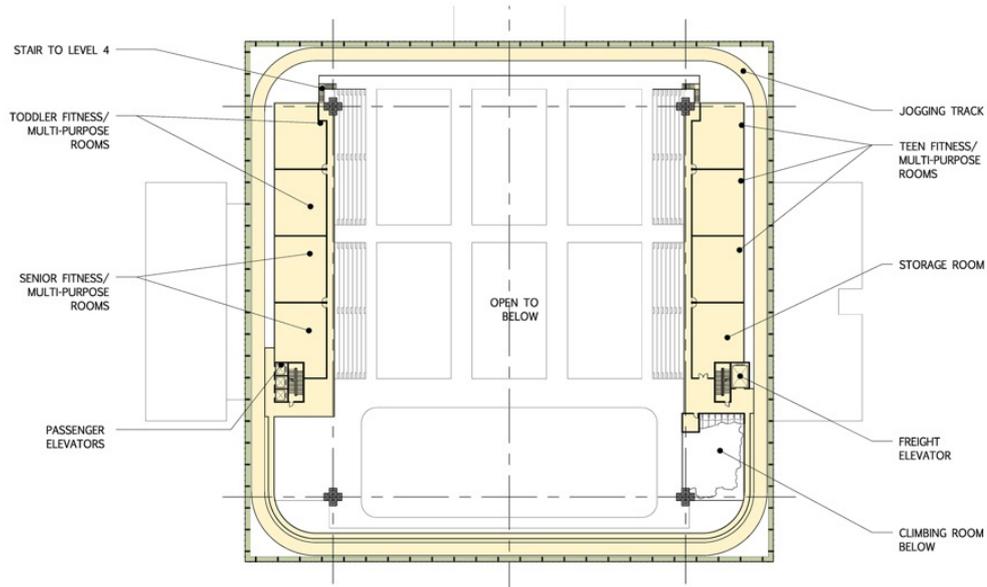
Other Elements

- **Oregon Sports Hall of Fame**
- **Sports organization offices**
- **Health and wellness center**
- **Specialized athletic training and conditioning center for elite athletes**
- **Meeting and party rooms**
- **Full-service restaurant**

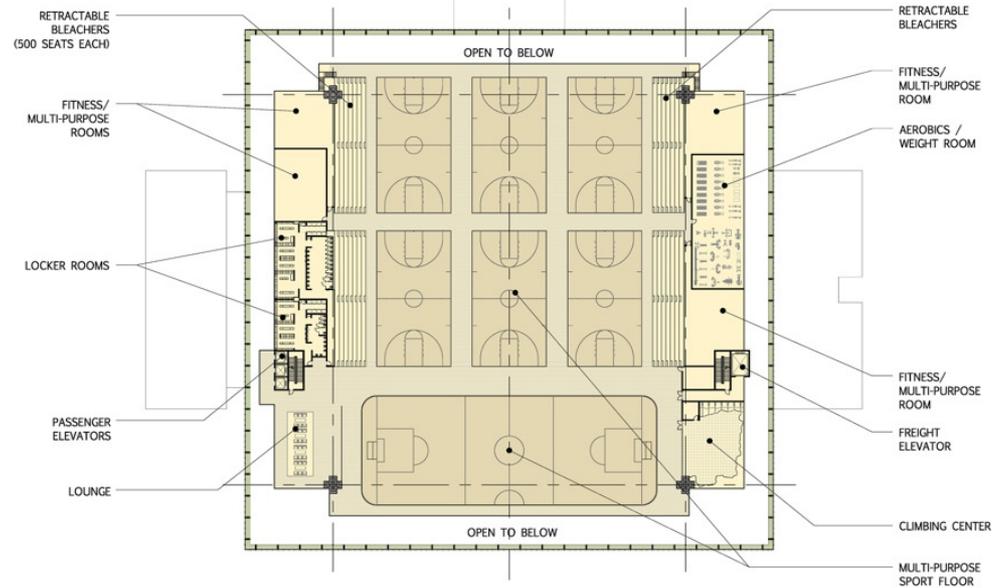
Concept Plans



LEVEL TWO - ARENA ENTRY / CONCOURSE



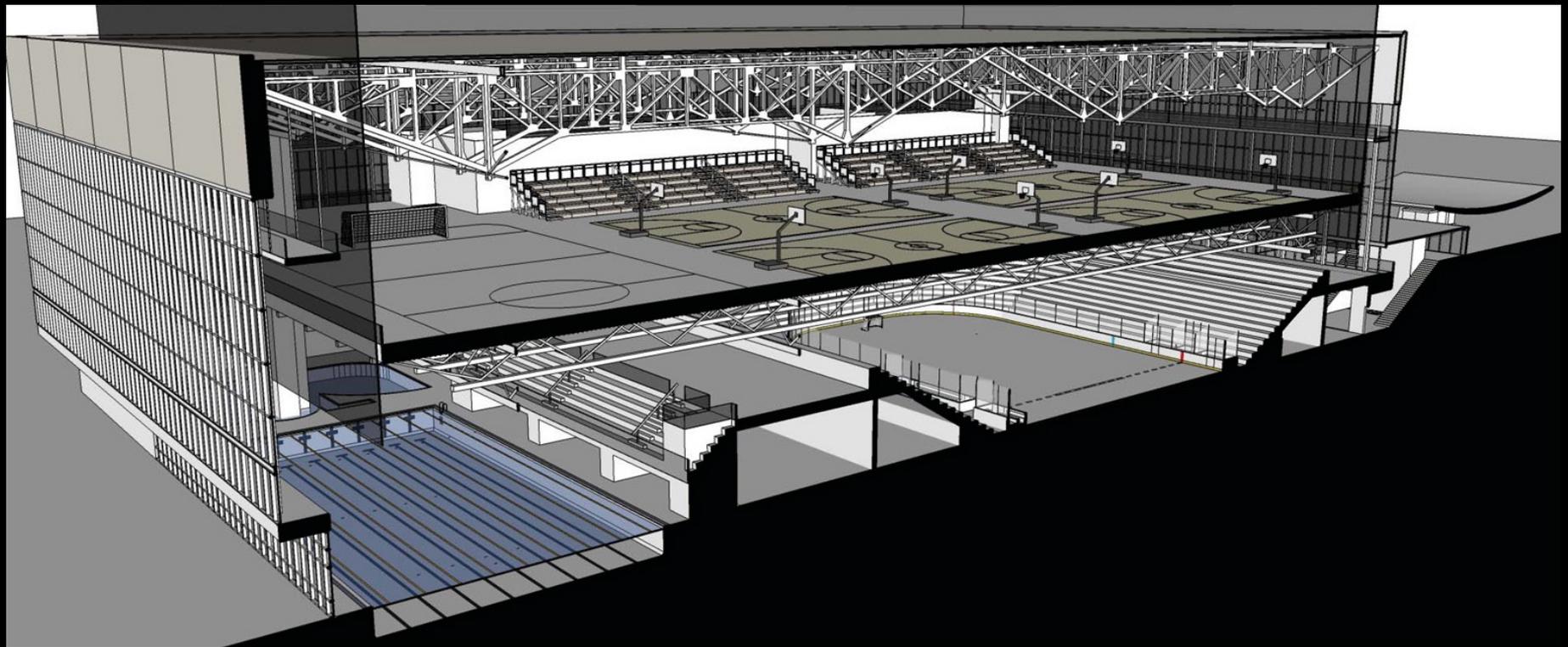
LEVEL FOUR - PUBLIC RECREATION FACILITIES



LEVEL THREE - PUBLIC RECREATION FACILITIES / FIELD HOUSE

MEMORIAL ATHLETIC . RECREATION CENTER





Key Issues

Public Benefits

- A full-service recreation center for the entire city
- Meet the recreation needs of residents in close-in N, NE and NW neighborhoods
- A place dedicated to the youth of our city, providing healthy, positive diversions
- A critical tool for retaining and attracting families
- A small, affordable and high-quality community events center for range of uses
- A platform for “sports conventions” that will support hotels, restaurants and retail
- An family-oriented anchor for redevelopment of the Rose Quarter and surrounding area

Why is the MARC a Better Plan?

- An entirely new, state-of-the art arena built with ultimate flexibility in mind
- A critical mass of community recreation facilities
- Focus on integrating arena events, community recreation and competitions into a single non-profit business operation that is financially self-supporting
- A clear alternative to the current operating paradigm

Key Obstacles

- Existing Operating Agreement would not allow MARC plan to proceed as proposed
- Unfair to have a competitor in the position of deciding ultimate outcome of the process
- RFP process fails to recognize “public” nature of 2 of the 3 proposals
- Proposed stipend insufficient to address key design, market and financial issues in a meaningful way

In Closing

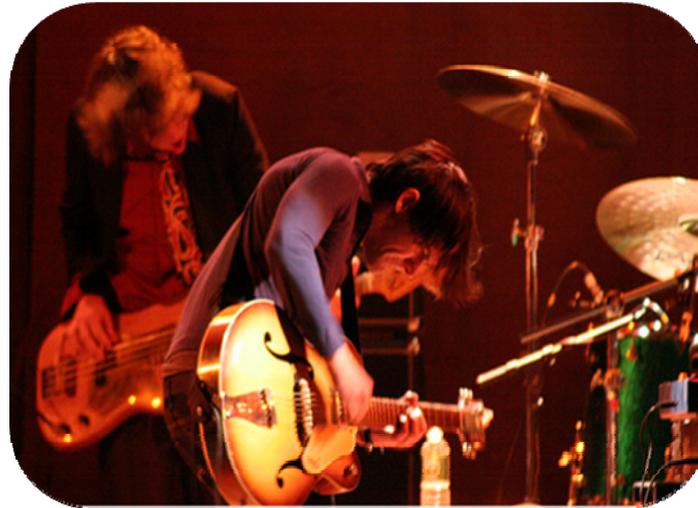
Why the MARC?

- A once in a generation opportunity
- A uniquely Portland plan built on Portland ideals
- A signature project that will enhance Portland's unique culture and support development in the R.Q.
- A strong statement about the value of youth and families in our community
- A magnet for sports conventions and related tourism
- A bold and compelling alternative to the status quo for the Coliseum



marcpdx.org

Trailblazers / Winterhawks Presentation



A modernized Memorial Coliseum:

A plan rooted in the building's highest
value

Memorial Coliseum: Part of a vibrant, revitalized district



Respect, preserve and enhance the building's highest use:

- The Memorial Coliseum hosted **more than 150 major events** – **with 2/3rd of them local** – in fiscal year 2008/2009, with hundreds of additional smaller events throughout the year.
- Total Memorial Coliseum annual **attendance is more than 430,000.**
- The partnership between the city and Trail Blazers has **generated more than \$60 million for the city of Portland.**



Memorial Coliseum: Build on its value as a multipurpose venue



Operating Agreement Overview:

- Agreement dates back **17 years ago** to Rose Garden construction
- The Trail Blazers' invested more than **\$230 million in Rose Garden construction** when many teams were leaving for the suburbs
- At a time when comparable venues were torn down, the Trail Blazers advocated for the **Memorial Coliseum's preservation**
- The operating agreement only governs **spectator facilities**



Memorial Coliseum Operating Agreement: A good deal for taxpayers



The case for preserving the bowl:

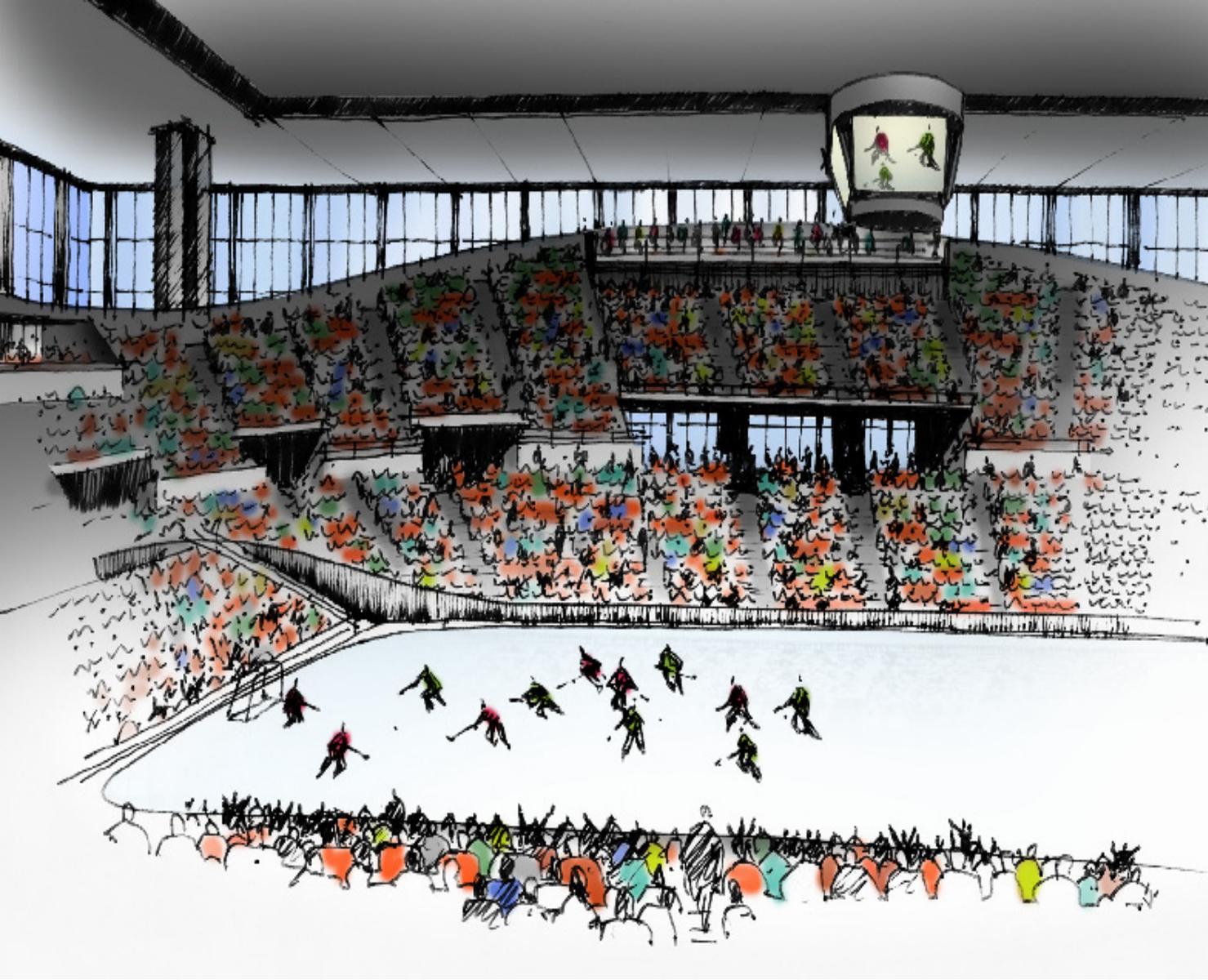
Preservation: The interior bowl serves as a **central architectural element** of the building.

Environmental: “The **bowl’s substantial embodied energy** from the original construction represents a **majority of the carbon impact of the structure.**” –US Green Building Council letter 2.9.10

Economic: Protecting the bowl would avoid **unnecessary cost** and allow for consideration of other more appropriate locations for elements.



Memorial Coliseum: Preserve the interior bowl as key element

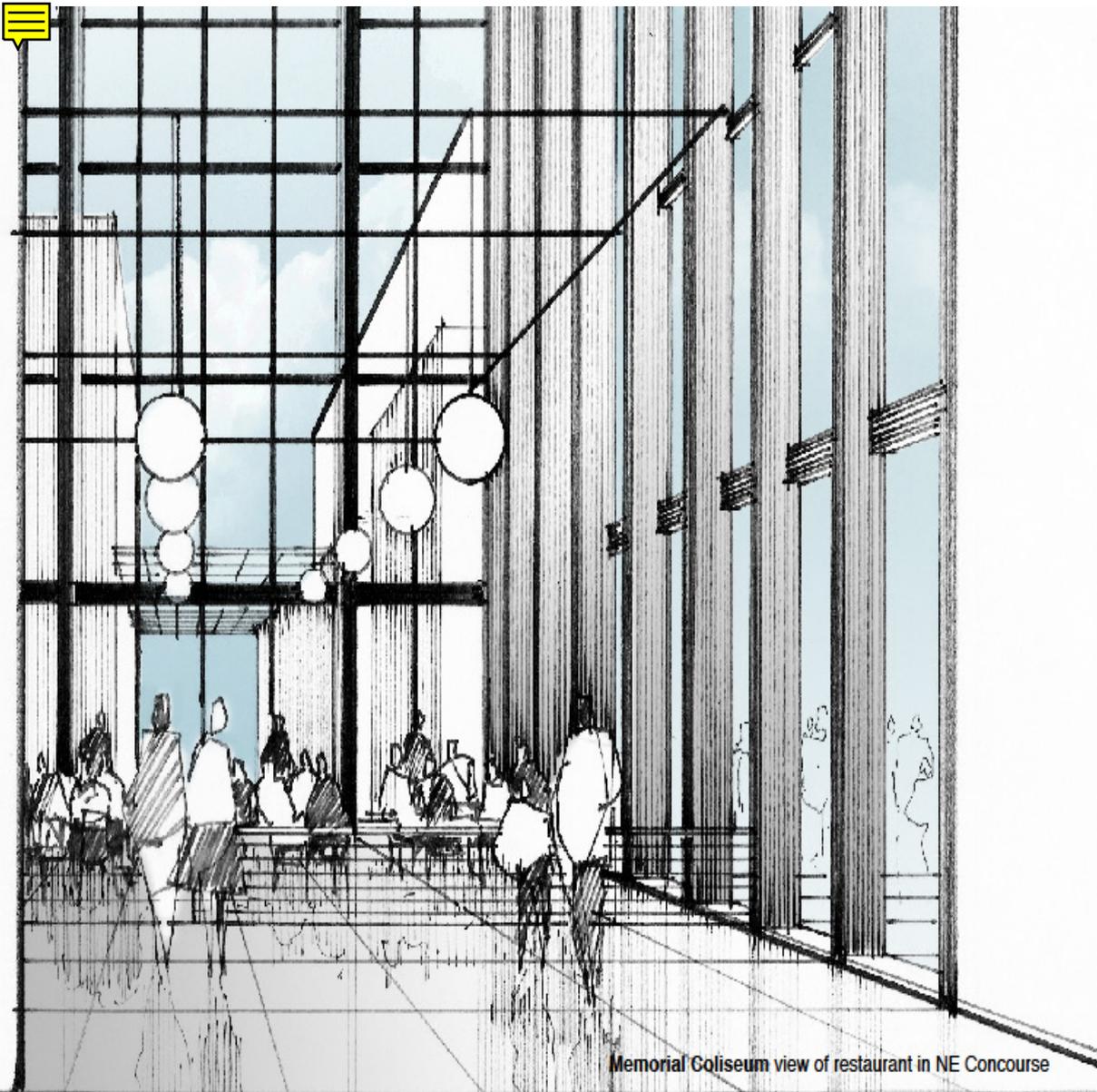


Renovation will help shape the Portland Winterhawks' future



Memorial Coliseum West Terrace and city beyond

Unparalleled
city
views



Memorial Coliseum view of restaurant in NE Concourse

Non-event
activity



Memorial Coliseum view to Terrace and city beyond

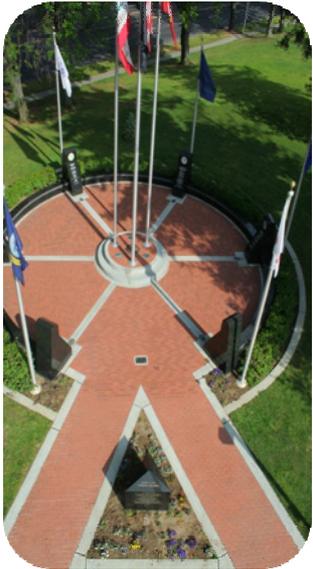
Preserve its
integrity

Modernize

it for today's
needs.



Memorial Coliseum: Attention to detail guides our process.



An enlivened MC:

- o An iconic **veteran's memorial** to honor their sacrifice
- o **Community athletic center** to increase activity and draw
- o Restaurants and **new amenities** on concourse for everyday use

Memorial Coliseum: Add non-event activity and community uses to concourse and event level



Community input drives our process:

- o A potential **Nike museum** on campus, not MC
- o Designated **meeting space for veterans** to use as they see fit
- o Exploring **farmers' market** as result of neighborhood input
- o We're actively exploring **partnerships and other good ideas**

Memorial Coliseum: We're listening.



The right experience and right resources:

- o Portland Trail Blazers
- o Portland Winterhawks
- o AEG
- o The Cordish Companies
- o Rick Potestio, Tinker Hatfield and Design Collective

Our team: The ability to make the vision a reality



Community organizations and key users support our approach:

- Portland Rose Festival Foundation
- Oregon School Activities Association
- Portland Winterhawks (partner)
- Portland Jazz Festival
- Oregon Music Hall of Fame

Memorial Coliseum: Our approach accommodates key community uses

RQCC Presentation



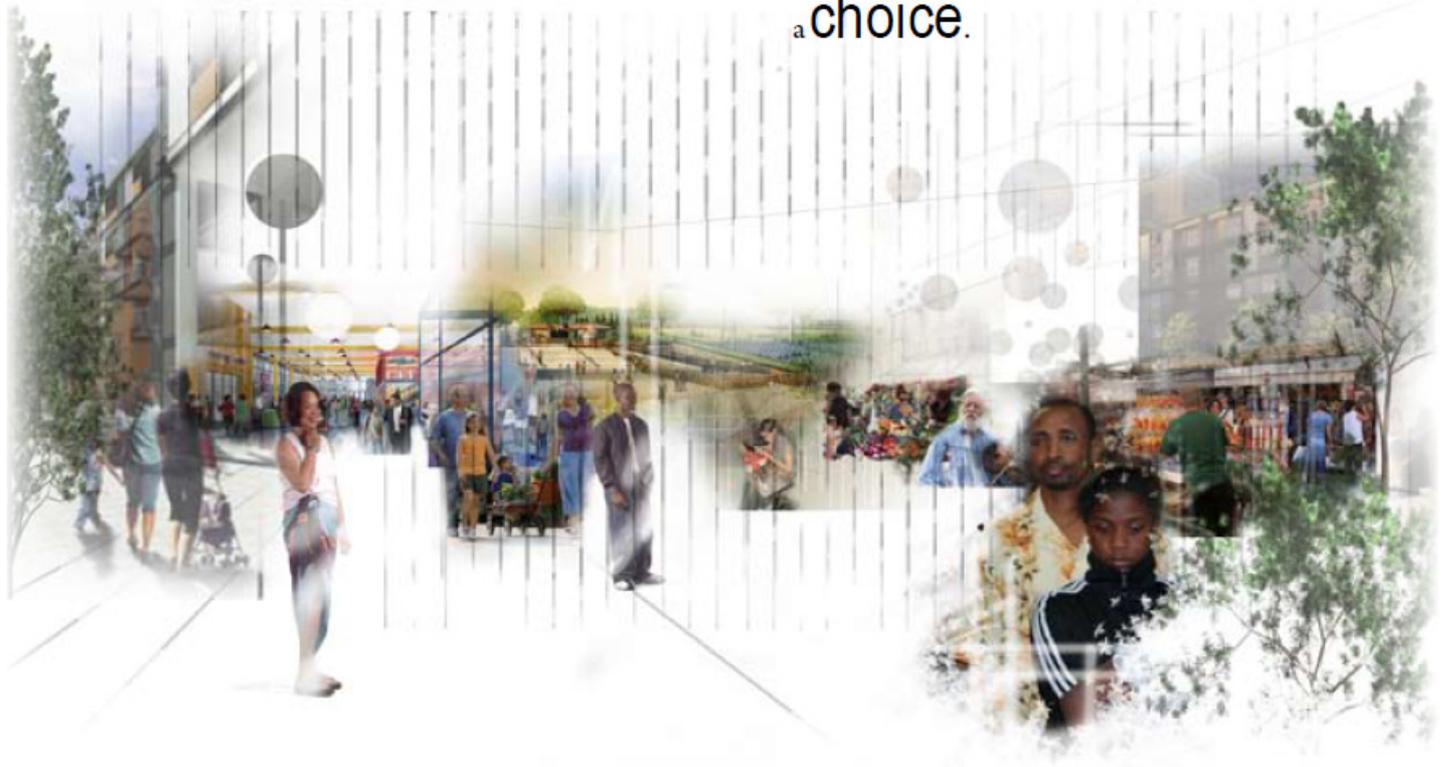
rose quarter
COMMUNITY

CROSSROADS

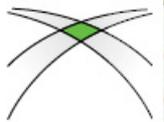


a vision.

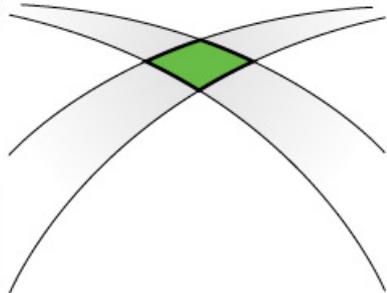
a choice. a voice.



Who We Are

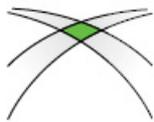


rose quarter
COMMUNITY
CROSSROADS



A proposal submitted by
Vision Into Action and the
Center for Intercultural Organizing.

in collaboration with
Tricia Tillman, Growing Gardens
and **K & S Design Group.**



rose quarter
COMMUNITY
CROSSROADS



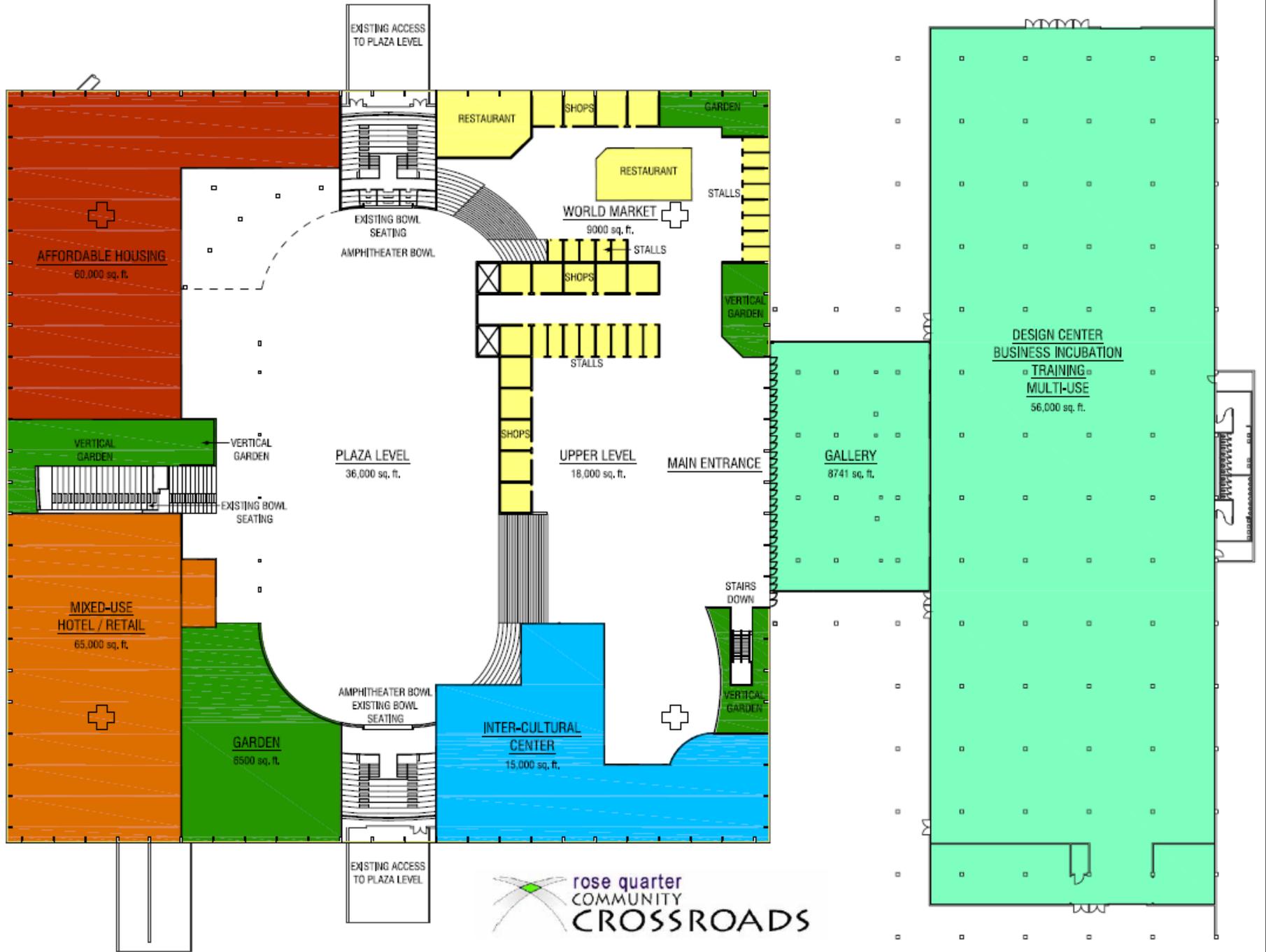
a vibrant place to **live, work and play.**

for portland. **by** portland.

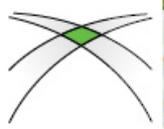


bringing community **back** to the coliseum.

The Program



Memorial Gardens



rose quarter
COMMUNITY
CROSSROADS



a hub for healthy food systems.

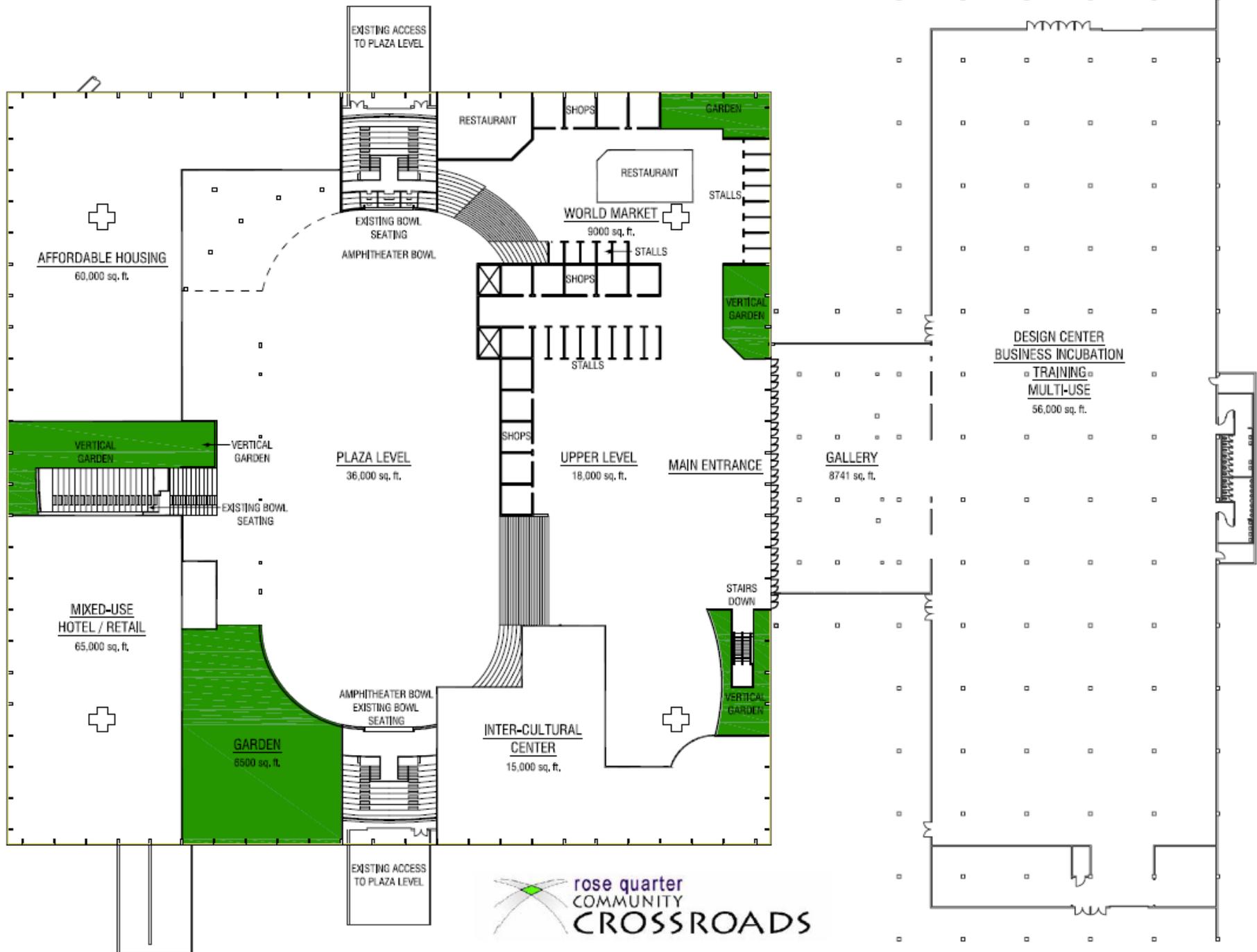


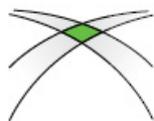
cutting-edge cultivation techniques.



a sustainable agriculture demonstration site.







rose quarter
COMMUNITY
CROSSROADS

Intercultural Center

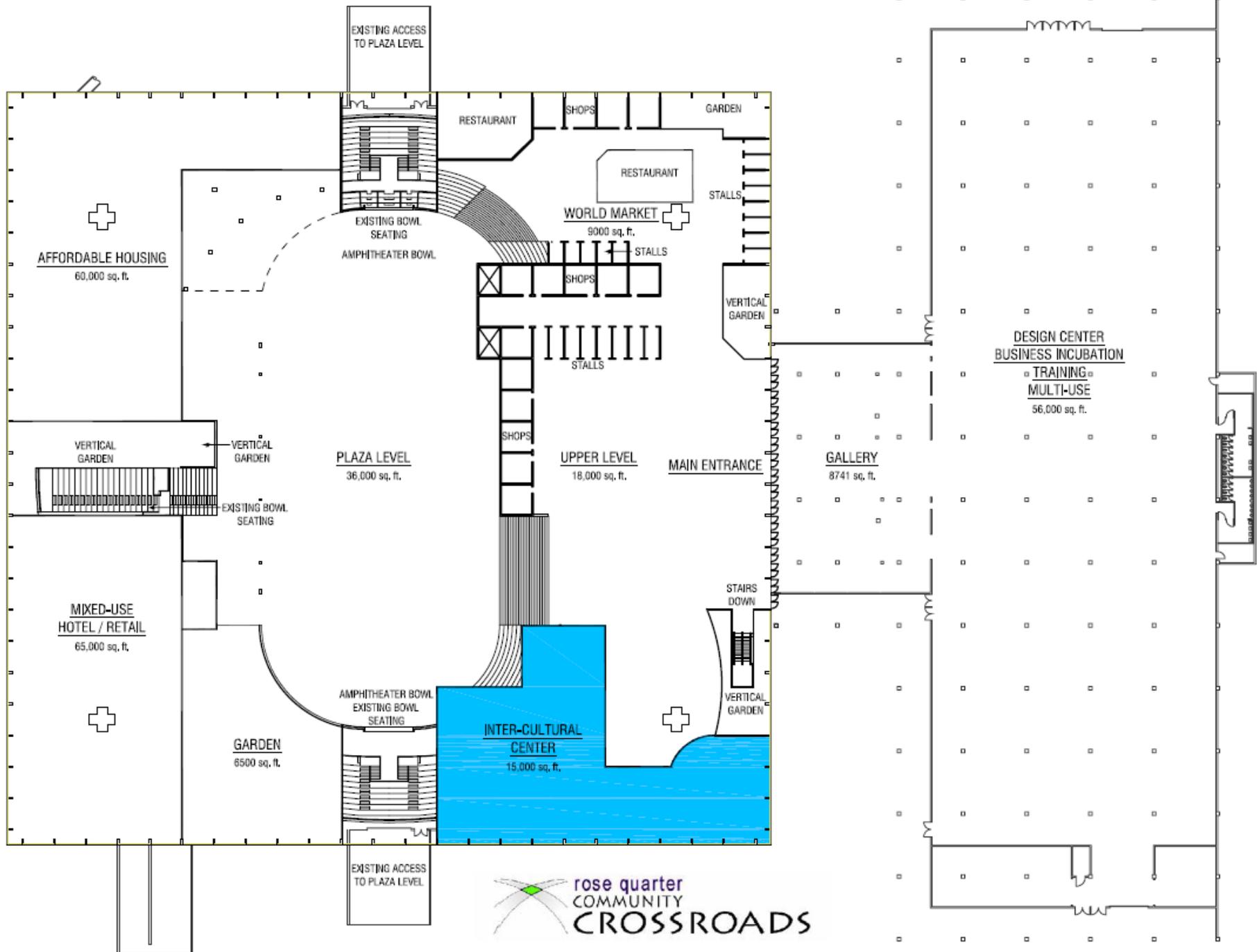


housing diverse cultural organizations.



serving newcomer communities.





World Market



rose quarter
COMMUNITY
CROSSROADS

connecting people to food

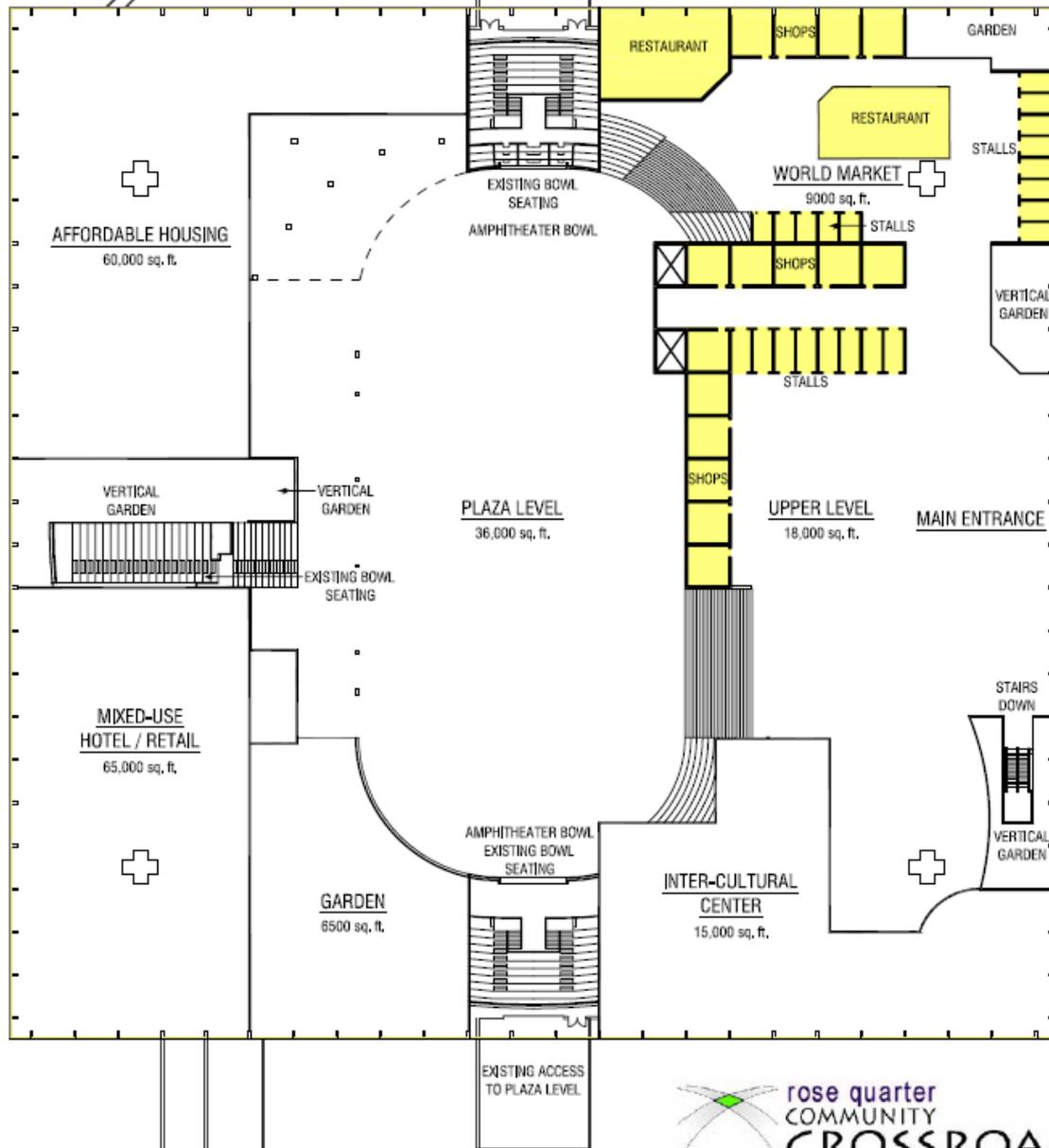


diverse cultures



and each other.





AFFORDABLE HOUSING
60,000 sq. ft.

MIXED-USE HOTEL / RETAIL
65,000 sq. ft.

PLAZA LEVEL
36,000 sq. ft.

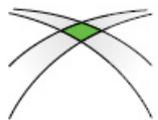
UPPER LEVEL
18,000 sq. ft.

INTER-CULTURAL CENTER
15,000 sq. ft.

WORLD MARKET
9,000 sq. ft.

GALLERY
8,741 sq. ft.

DESIGN CENTER BUSINESS INCUBATION
o TRAINING o MULTI-USE
56,000 sq. ft.



rose quarter
COMMUNITY
CROSSROADS



Incubation



support for local

artists and entrepreneurs.



shared infrastructure.



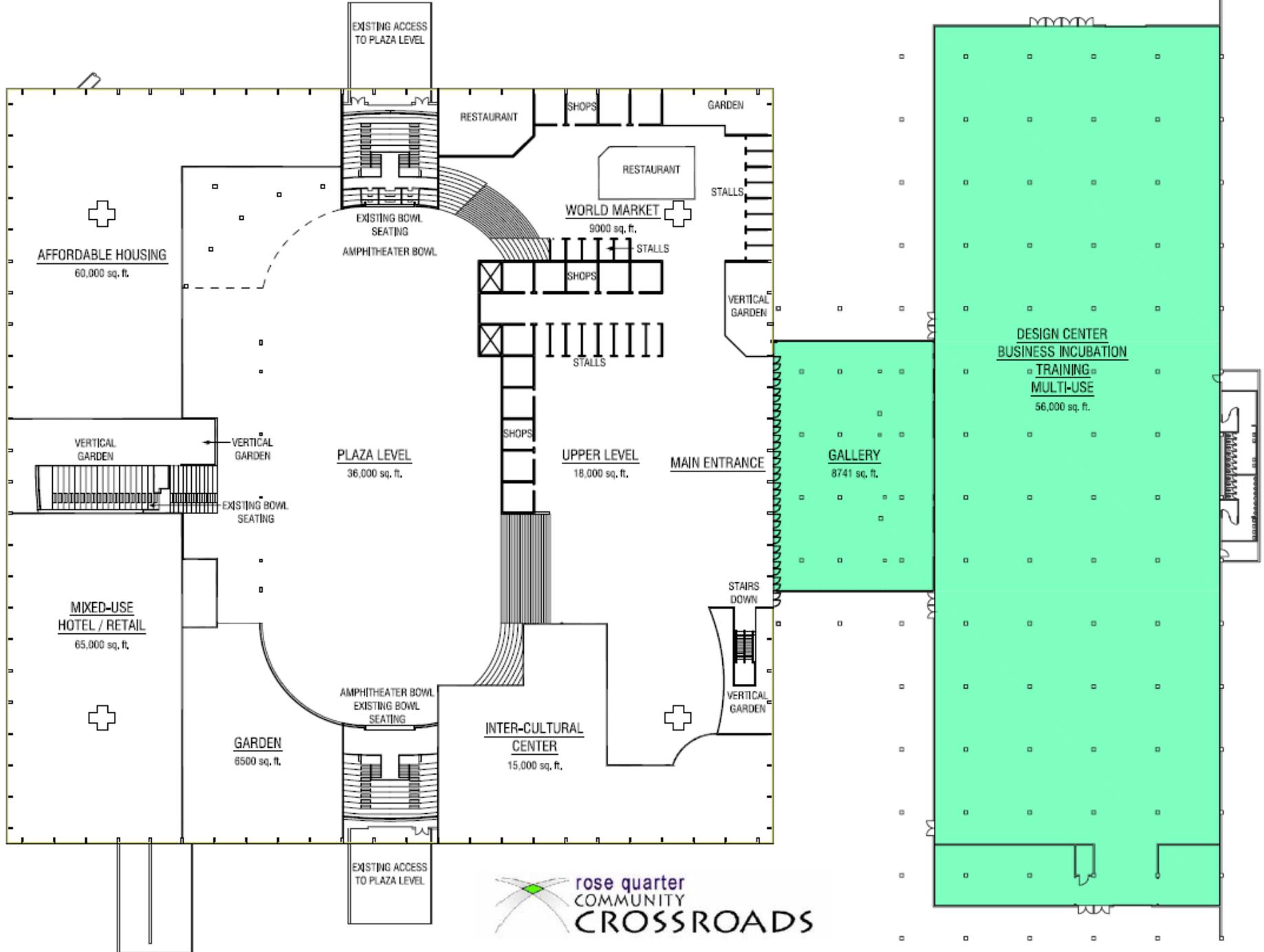
access to market.

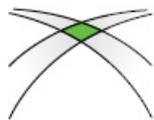


affordable

office and studio space.







rose quarter
COMMUNITY
CROSSROADS



living memorials.

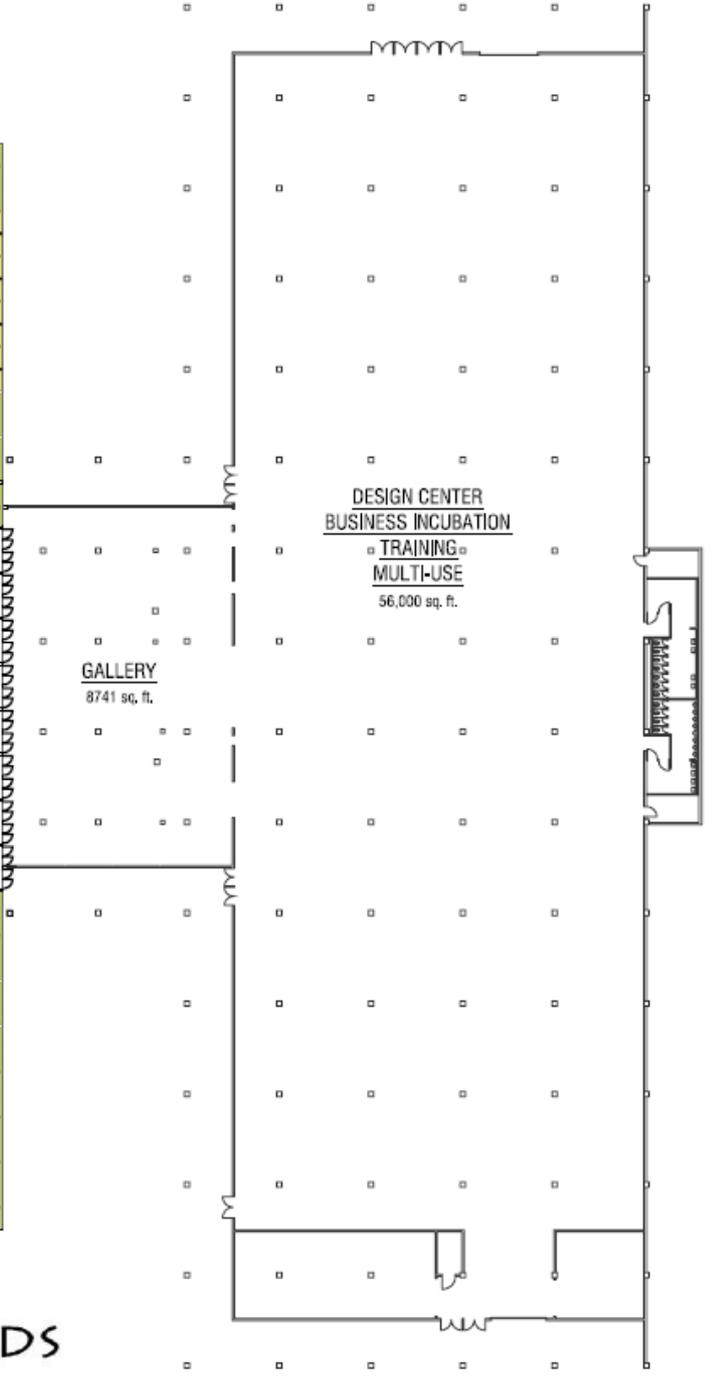
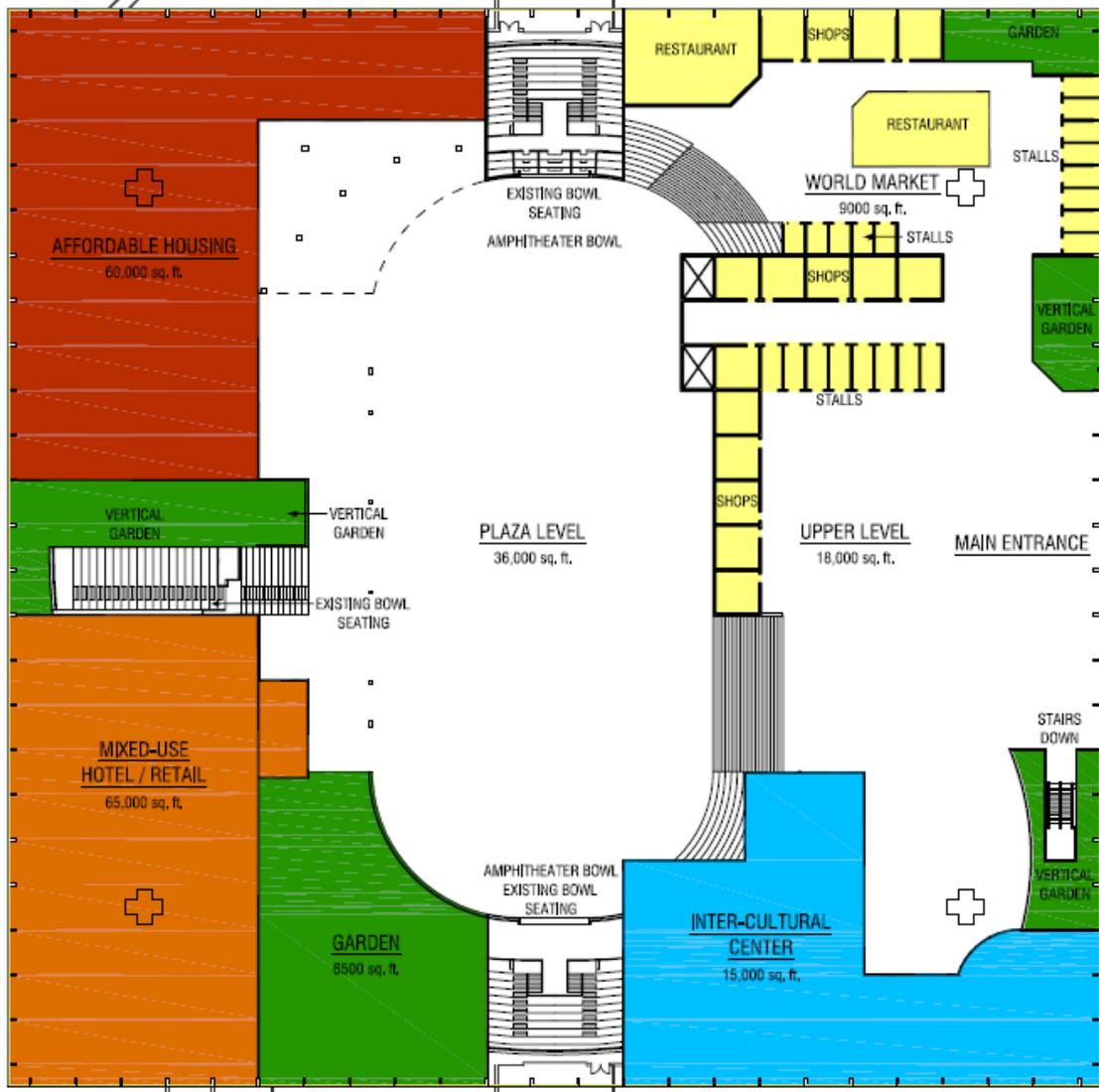


honoring the service and life

Veterans Memorial



of veterans from all eras.

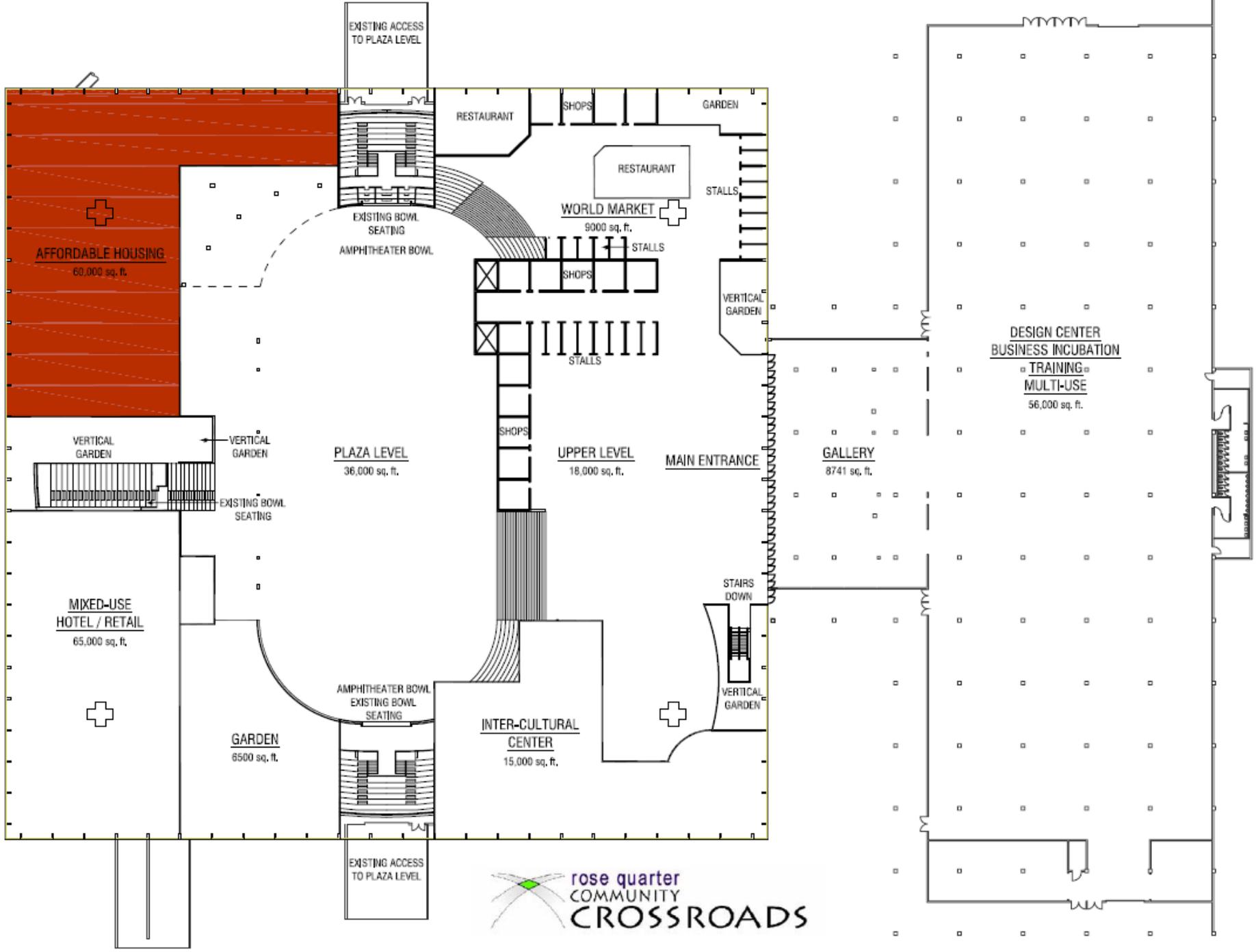




rose quarter
COMMUNITY
CROSSROADS



Housing



AFFORDABLE HOUSING
60,000 sq. ft.

VERTICAL GARDEN

MIXED-USE HOTEL / RETAIL
65,000 sq. ft.

GARDEN
6500 sq. ft.

PLAZA LEVEL
36,000 sq. ft.

AMPHITHEATER BOWL
EXISTING BOWL SEATING

INTER-CULTURAL CENTER
15,000 sq. ft.

UPPER LEVEL
18,000 sq. ft.

WORLD MARKET
9,000 sq. ft.

MAIN ENTRANCE

GALLERY
8,741 sq. ft.

**DESIGN CENTER
BUSINESS INCUBATION**
o TRAINING o
MULTI-USE
56,000 sq. ft.

EXISTING ACCESS TO PLAZA LEVEL



rose quarter
COMMUNITY

CROSSROADS



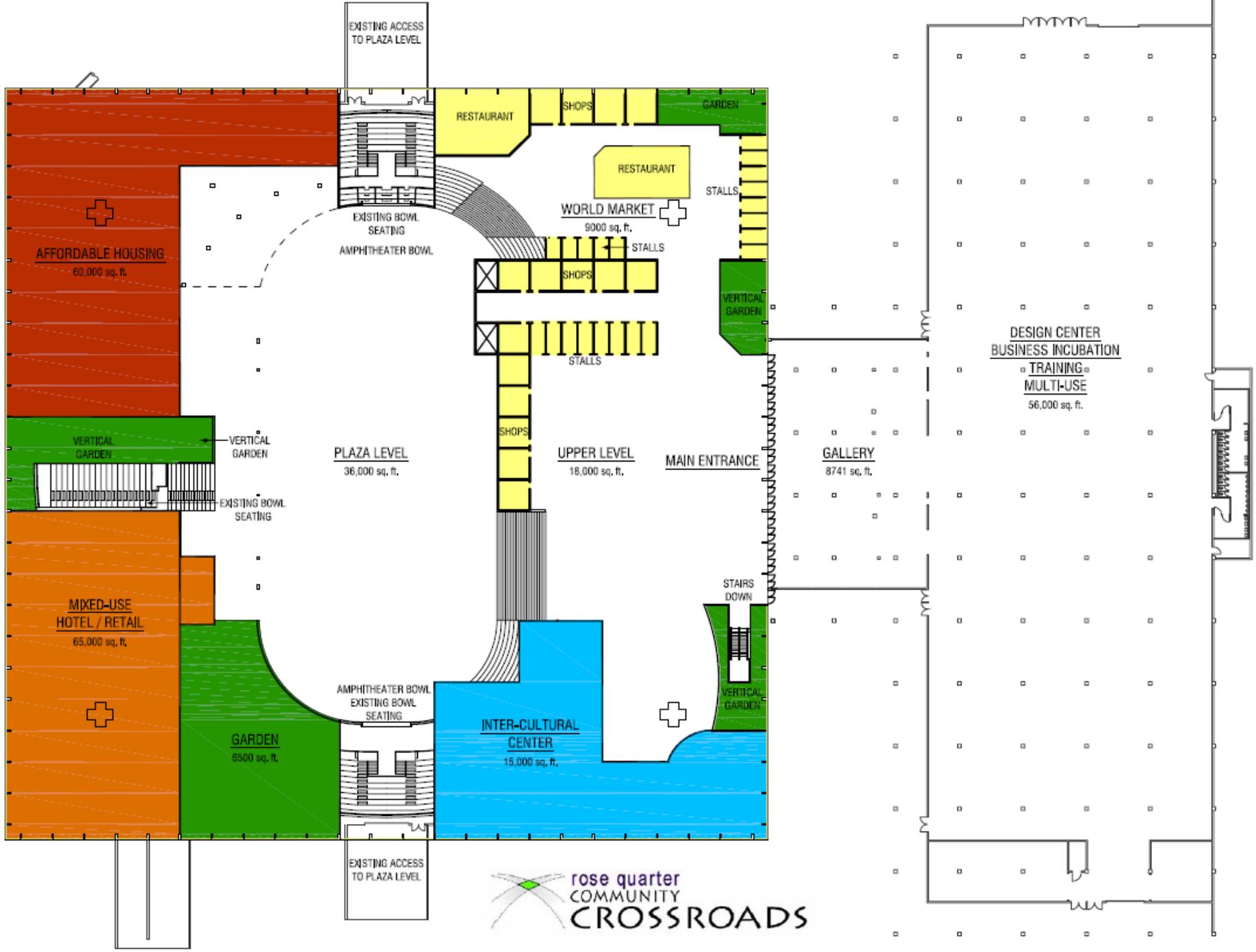
The Plaza



the place where paths cross.

the space where connections are made.

the crossroads where possibilities are realized.



AFFORDABLE HOUSING
60,000 sq. ft.

VERTICAL GARDEN

VERTICAL GARDEN

PLAZA LEVEL
36,000 sq. ft.

EXISTING BOWL SEATING

MIXED-USE HOTEL / RETAIL
65,000 sq. ft.

GARDEN
8,500 sq. ft.

AMPHITHEATER BOWL
EXISTING BOWL SEATING

INTER-CULTURAL CENTER
15,000 sq. ft.

EXISTING ACCESS TO PLAZA LEVEL

RESTAURANT

WORLD MARKET
9,000 sq. ft.

SHOPS

STALLS

UPPER LEVEL
18,000 sq. ft.

SHOPS

MAIN ENTRANCE

GALLERY
8,741 sq. ft.

STAIRS DOWN

VERTICAL GARDEN

**DESIGN CENTER
BUSINESS INCUBATION**
o TRAINING o
MULTI-USE
56,000 sq. ft.

Public Testimony / Q&A

