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**ROSE QUARTER DEVELOPMENT PROJECT ASKS YOU TO SUBMIT CONCEPT APPLICATIONS FOR THE RENOVATION AND REUSE OF THE MEMORIAL COLESIUM**

PORTLAND—Mayor Sam Adams and the Portland City Council are asking the community to make their voices heard and share opinions for concept ideas regarding the future of the Memorial Coliseum.

Several adaptive reuse and renovation ideas have been suggested, including converting the coliseum into hotel and casino, a new Portland Beavers Baseball Park, an aquatic center, or a public market based on Seattle’s Pike Place Market.

“We are relying heavily on the community’s ideas to help us make decisions,” says Rose Quarter Development Project facilitator Vaughn Brown. “We want ideas, realistic and abstract, and all concepts are encouraged and welcomed to the table.”

The Portland City Council, the 32-member Stakeholder Advisory Committee, and the Portland Development Commissions Board of Commissioners will review all concept ideas after the deadline of January 8, 2010.

For more information, to view concept ideas already submitted, or locate the application form to fill out your own concept, log onto the Rose Quarter Development Project website at [www.rosequarterdevelopment.org](http://www.rosequarterdevelopment.org).



ROSE QUARTER DEVELOPMENT PROJECT

Portland Development Commission

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To Whom It May Concern:

The Memorial Coliseum, located in the Rose Quarter/Lloyd District of Portland, Oregon, has been a focal point in the community since it first opened in November, 1960. The unique facility has been home to several professional sports teams, including the Portland Winterhawks hockey team and the Portland Trail Blazers basketball team. The arena has hosted numerous major concerts, and has been the starting spot for the annual Portland Rose Festival, as well as the primary site for high school and college graduation ceremonies for decades. As you can see, the Memorial Coliseum is not just a structure, but also a bank of memories for Portland community members, past and present.

The Rose Quarter Development Project, chaired by Mayor Sam Adams, has the primary goal of fulfilling the long-anticipated community vision of a pedestrian-oriented, mixed-use district that creates jobs, utilizes sustainability efforts, and is integrated and connected with the surrounding neighborhood.

Along with the Portland City Council, the Stakeholder Advisory Committee and the Portland Development Commissions Board of Commissioners, we are seeking help from the public in establishing a dialogue about the future of the Memorial Coliseum.

We are requesting the public to voice their opinion on many social media networks including Facebook, Twitter, and YouTube, and also are accepting concept applications from our website at [www.rosequarterdevelopment.org](http://www.rosequarterdevelopment.org) until the deadline, on January 8, 2010.

Please help us get the community voice heard so everyone can have a say in the future of the Memorial Coliseum.

Thank you,



ROSE QUARTER DEVELOPMENT PROJECT

“Memorial Coliseum Changes”

Alexandra Brown

November 25, 2009

**GRAPHIC:** Aerial photo of the Memorial Coliseum and Rose Garden in black and white bleeding on all sides except the bottom. Bottom inch is white with the Rose Quarter Development Project logo on the bottom right and the slogan “bringing the community together”

**HEADLINE:** Help Us Decide The Future Of This Neighborhood.

**COPY:** Mayor Sam Adams and the Rose Quarter Development Project are calling on the public to help decide what’s next for the beloved Memorial Coliseum.

The project is now accepting concept applications from the community in an effort to fulfill the long-anticipated community vision of a pedestrian-oriented, mixed-use district. Applications can be found and submitted online or via many social media networks. After the application deadline of January 8, 2010, the Portland City Council and 32-member stakeholder Advisory Committee will review concepts and decide the future of the Memorial Coliseum.

The Rose Quarter Development Project wants you to join in on the conversation and have your voice heard. You can impact the future.



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**THE CITY OF PORTLAND SEARCHS FOR ADAPTIVE RENOVATION CONCEPTS FOR THE MEMORIAL COLUSIUM**

Mayor Sam Adams and the Portland City Council are working with a 32-member Stakeholder Advisory Committee to review concepts in order to determine the future of the Memorial Coliseum. This twelve-month project will result in the creation of a Rose Quarter Development Strategy.

 All concept proposals will be accepted and considered during the evaluation process. The decision-makers see this process as an opportunity for the public to join the conversation regarding the historical Memorial Coliseum. Organizers hope to engage the Portland community in order to find innovative and adaptive suggestions for reuse of the space in a sustainable and integrated manner.

 “We are relying heavily on the community’s ideas to help us make decisions,” says Rose Quarter Development Project Facilitator Vaught Brown. “We want ideas, realistic and abstract, and all concepts are encouraged and welcomed.”

 The concept proposal and reviewing process is phase two of a three-phase process to renovate the coliseum. After the strategy has been determined, the Development Project will progress the implementation phase, beginning renovation and reconstruction efforts.

**MEMORIAL COLIESUM IS A STAPLE IN THE PORTLAND COMMUNITY**

Opened for the first time in November of 1960, the Memorial Coliseum, located in the Rose Quarter Lloyd district of Portland, Oregon, has been a staple in the community for nearly half a century. The coliseum has been a home to several sports teams, including the Portland Winterhawks hockey team and the NBA Portland Trail Blazers basketball team. The arena has hosted numerous major concerts, and has been the starting spot for the Portland Rose Festival, as well as the primary site for high school and college graduation ceremonies for decades. The coliseum is both in the heart of Portland, and in the hearts of its community members.

 While addressing the renovation project, the history of the Memorial Coliseum and the Rose Quarter were taken into account. The Rose Quarter Development Project team partners, including the staff from the Portland Development Commission, the Portland Bureau of Planning and Sustainability, the Mayor’s Office and the consultant firms of JLA Public Involvement, Boora Architects and EcoNorthwest, are using their expertise and talent to shape and guide the project, which is in it’s second phase, or the concept phase.

 The first phase of the project, the brainstorming process, took place from September to October as public conversation and exchange of informal ideas. The concept phase, will last until the application deadline on January 8, 2010, and will be an exchange of formal ideas from the public and development of the project. During the proposal phase, the development project team will review, critique, and analyze the proposals and prepare for the City Council to select the winner in late April 2010.

**WHAT’S NEXT FOR THE ROSE QUARTER DEVELOPMENT PROJECT**

 The Rose Quarter Development Project is a collaborative project that allows all voices to be heard, but the ultimate arbiters for the future of the Memorial Coliseum is the Portland City Council, a five-member council of commissioners stet Mayor Sam Adams, and city commissioners Randy Leonard, Amanda Fritz, Nick Fish and Dan Saltzman. The Stakeholder Advisory Committee urges the general public to participate in community forums in order to help the Portland Development Commission Board of Commissioners, who will decide on the amount of public funding allocated to the project.

 The board will review the proposals thoroughly before any decisions are made, and must meet evaluation criteria established by the development team. As phase three comes to a close, the Portland City Council will meet and select the proposal that best fits the community vision of a pedestrian-oriented, mixed-use area that showcases leading edge sustainability practices, creates jobs, and is well integrated and connected with the surrounding neighborhood.