



Vote Keller: Preserve Resources, Strengthen Portland’s Economy, and Revitalize Downtown

Reinvesting in existing buildings is not only the greenest action we can take for the health of our city and the environment—it’s also the most responsible economic strategy. In Portland, we don’t abandon neighborhoods and our city’s iconic buildings. We re-imagine, adapt and restore our historic places, especially when renovating makes more economic, environmental and community sense.

This summer, Portland City Council is expected to make an important decision that will greatly affect the long-term health of our downtown. They’ll vote on the fate of the beloved Keller Auditorium—choosing to either build a new, costly and unproven performing arts venue outside of Portland’s downtown core, or to re-imagine and renovate the Keller. Many factors are at play, including known and unknown costs, infrastructure, and environmental impacts. We believe [the 21st Century Keller](#) renovation proposal is clearly the best choice.

The most environmentally sustainable buildings are the ones that already exist. Preservation is reuse and it’s a positive tool for climate action and preserving our city’s limited resources. For example, the Keller’s [feasibility study](#) explains how renovating our existing, city-owned venue will have a 48% lower carbon impact than building a new venue. Factoring in the need to build new parking structures at an alternate location, the Keller’s carbon savings jumps to an 83% reduction in avoided carbon emissions by comparison.

The study notes that 17,800 tons of carbon emissions can be avoided by extensively reusing the existing Keller building foundations—equivalent to all vehicle miles traveled in the metro region from 2013 to 2017. The new Keller also includes multiple design elements that support long-term sustainability, including the re-imagined solar rooftop that’s projected to supply 50-70% of the new venue’s annual energy demand.

Ultimately, the new Keller is an opportunity for Portland City Council to either support a downtown revival or further its decline. Reinvesting over replacing The Keller is the more environmentally responsible and climate-responsive strategy; it also supports placekeeping over disinvestment, demonstrates fiscal responsibility, and provides greater economic benefit and revitalization for all of downtown and our region.

Now is the time to team up, not tear down one another, and find solutions to make the Keller a world-class performing arts venue and destination—while preserving history and protecting our environment. This requires having [accurate information and facts](#) about the Keller project to make the best decision for all of us. Much misinformation has been spread

about the Keller proposal, including the financial impact of temporarily closing the Keller for renovations. Important conversations and planning need to happen to mitigate short-term community costs for long-term benefits, ensuring all who rely on the Keller are supported today and in the future.

The 21st Century Keller is committed to enhancing our city-owned iconic venue, lowering its carbon impact, as well as creating a new programmable plaza – all to create a more vibrant, welcoming urban destination for visitors and all of Portland’s diverse communities. The choice is clear – Portland City Council should vote to renovate and support our next Keller. Visit ournextkeller.org to get the facts and learn more.

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