

hollywoodHUB

January 2021

Rose City Park Neighborhood

 BRIDGE Housing

H O L S T

 TRIMET

TRY EXCELLENCE LLC

PROJECT TEAM / PRESENTING TODAY

NAME	POSITION	COMPANY
Kurt Creager	EVP Development	BRIDGE Housing
Ben Sturtz	Project Manager	BRIDGE Housing
Kevin Valk	Partner	Holst Architecture
Libby Winter	Community Affairs Representative	TriMet



H O L S T



TRY EXCELLENCE LLC

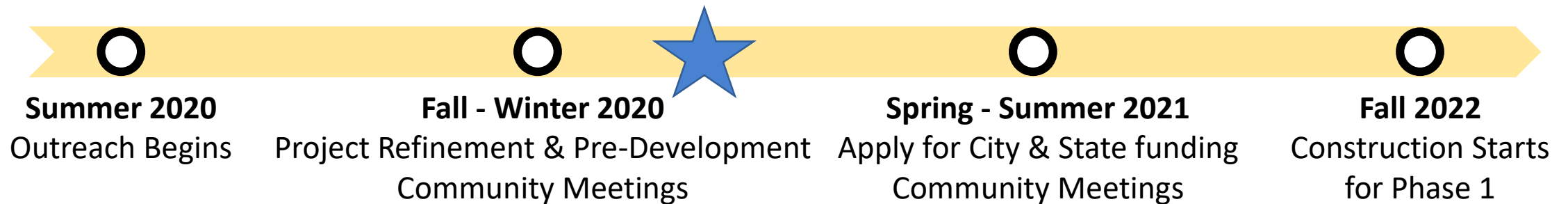
VISION

- A hub for **transit**, **equity**, and the **community**
- Mixed-use, mixed-income, transit-oriented development
- Honor the site's recent history
- Embraces the Hollywood District
- Delivers much needed housing (affordable and market rate)
- Improves transit accessibility and area safety
- Creates new public spaces and community amenities
- Replaces outdated TriMet infrastructure



COMMUNITY ENGAGEMENT

- Neighborhood & business associations, coalitions, and area residents
- Communities of color and key organizations
- Family members and other parties impacted by the *May 2017* tragedy
- Elected officials and City staff



BRIDGE HOUSING + TEAM

- Nonprofit founded in 1983
- Affordable housing developer, owner, manager, service provider
- Participated in development of 18,000+ homes on the West Coast
- Portland-based team led by Kurt Creager, manages 1,100+ homes in operations and construction in Oregon



H O L S T

TRY EXCELLENCE, LLC





VERA RIVERPLACE

- 203 apartments
- For low-income families and veterans (30-60% AMI)
- Adjacent to Portland Streetcar
- Partnership with Prosper Portland and Portland Housing Bureau
- Now leasing, please visit www.theveraportland.com



MACARTHUR STATION
OAKLAND, CA

SONGBIRD
N/NE

ABIGAIL
PEARL DISTRICT



CORNELIUS PLACE
CORNELIUS





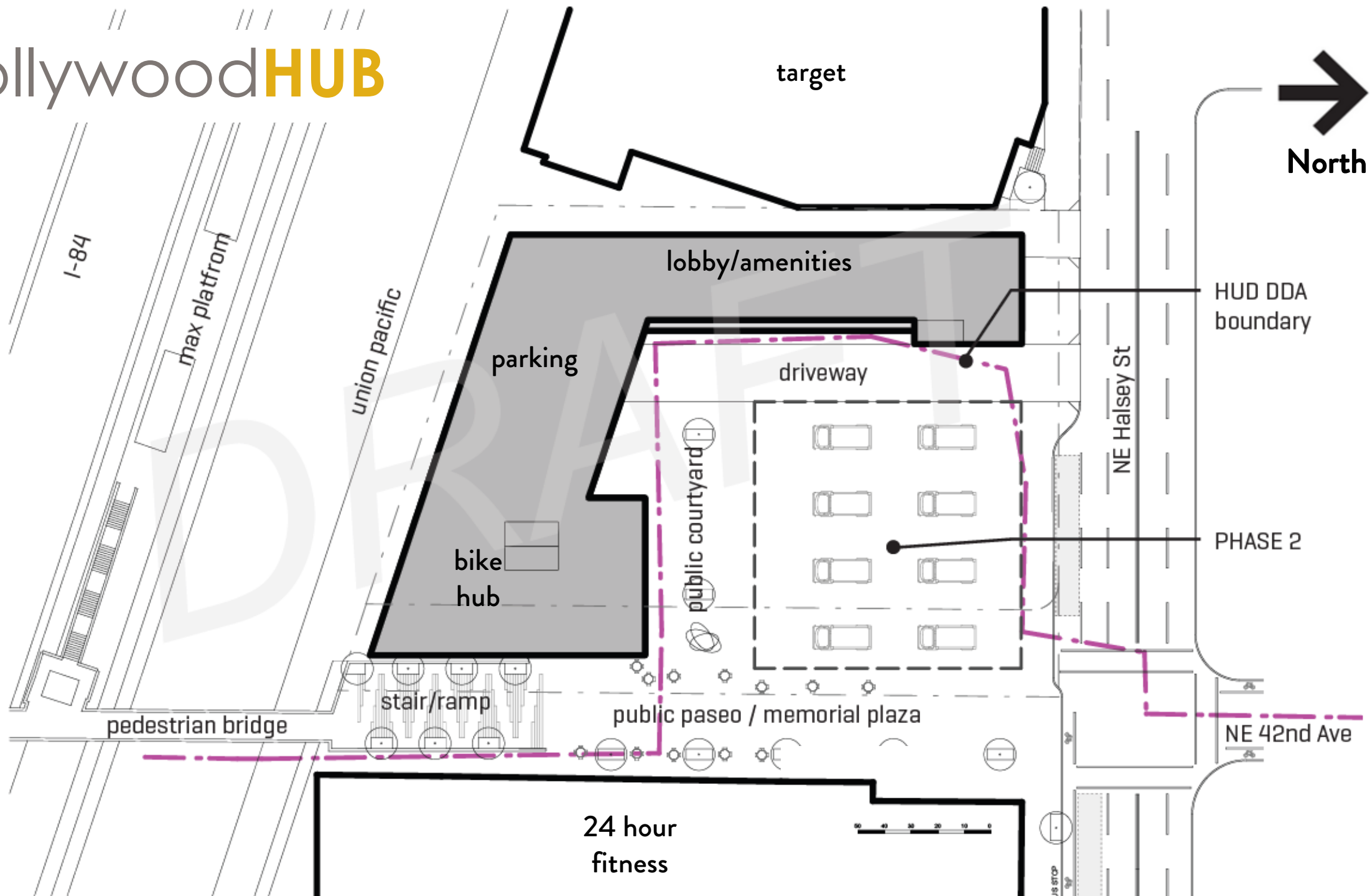
213 affordable homes (Phase 1)

Active ground floor spaces

Residential or commercial (Phase 2)

Paseo or market street

hollywoodHUB



target



North

I-84

max platform

union pacific

lobby/amenities

parking

driveway

HUD DDA boundary

NE Halsey St

bike hub

public courtyard

PHASE 2

pedestrian bridge

stair/ramp

public paseo / memorial plaza

NE 42nd Ave

24 hour fitness

using

213 affordable homes (Phase 1)

Memorial (location
and design TBD)

Transit and circulation improvements



A HUB FOR EQUITY

- Authentic, collaborative engagement process with underserved populations to understand their priorities and ideas for transit, housing, and community programming
- Creating an inclusive community by integrating 213 affordable homes with market-rate homes or commercial office, creating a shared courtyard and paseo with community-driven programming that fosters belonging and genuine relationships
- 100% of homes in Phase 1 will be permanently affordable for low-income families earning 30-60% of the Area Median Income (at least 40% of homes at 30% Area Median Income)
- Engaging women, minority and disadvantaged small businesses to perform at least 30% of planning, design and construction work
- Partnering with culturally-specific and culturally-responsive community based organizations



A HUB FOR COMMUNITY

- Embedding a memorial to the May 2017 tragedy into the design ethos and expression of the overall site
- Activating the pedestrian experience with a *'paseo'* or market street attracting people to the community
- Creating a sense of place through community-serving retail, food trucks, and regular events such as the Hollywood Farmer's Market
- Serving as an example for equitable transit, housing and community investments in the Portland metro area



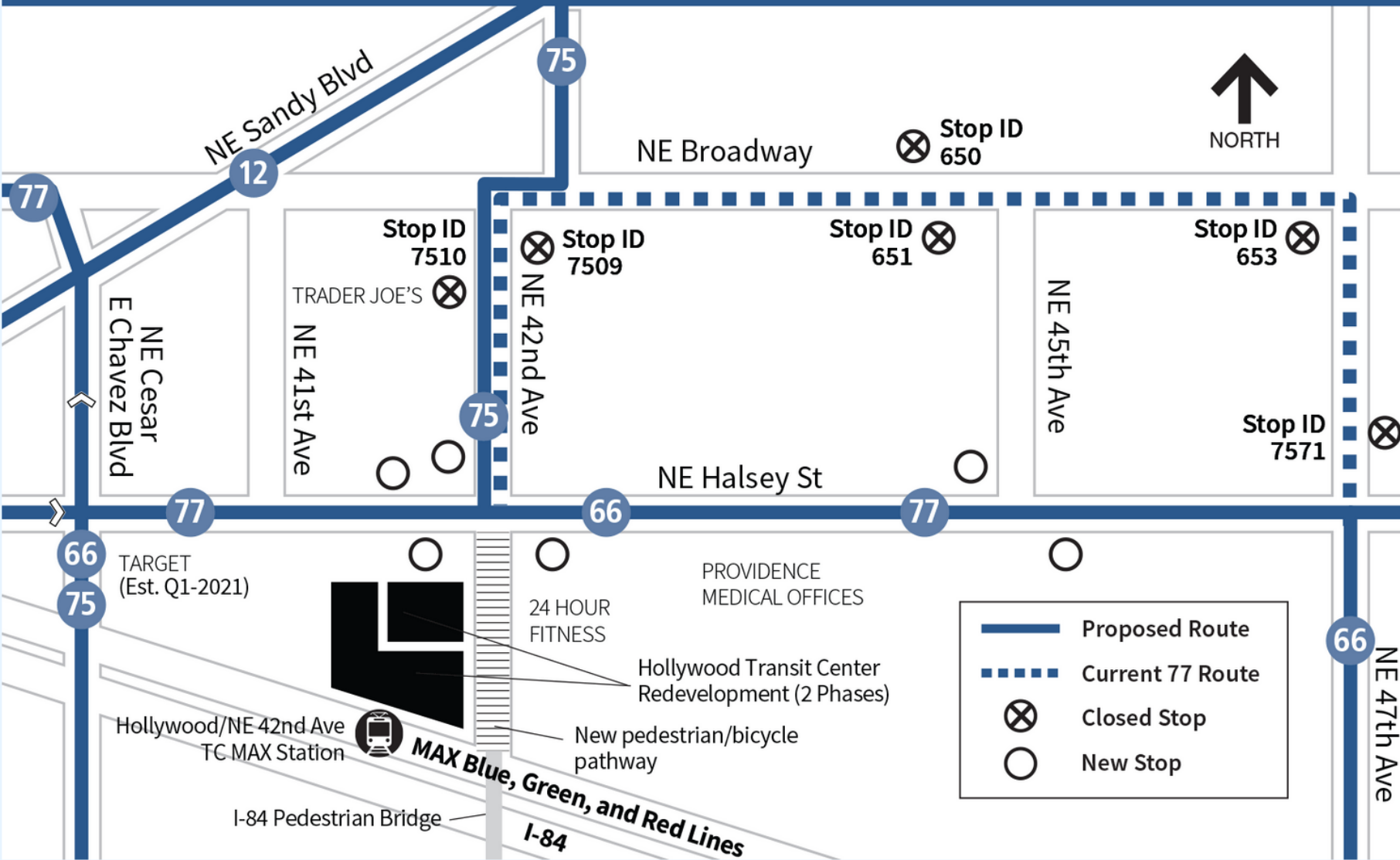
A HUB FOR TRANSIT

- Modernizing the Hollywood Transit Center as a mobility hub that seamlessly connects bus, MAX, Biketown, bikes, and other sustainable modes of transportation
- Enhancing public access, focusing on enhanced safety, improving bike and pedestrian access, and improving user-experience, environment and passenger wayfinding
- Collaborating with the City to determine potential improvements, including safety improvements at Halsey & 42nd, as well as other pedestrian and bike improvements
- Committing to continuity of service during and after construction



LINE 66, 75, & 77 ROUTE & STOP CHANGES

Hollywood Transit Center 66, 75, 77 Route/Stop Changes



- Line 66-Marquam Hill**
- Would change its route to a one-way loop on Halsey, 47th, & Glisan
 - Would serve a new stop at Halsey & 42nd

- Line 75-Cesar Chavez**
- Would serve new stops at 42nd & Halsey
 - Would not serve stops at 42nd & Broadway

- Line 77-Broadway/Halsey**
- Would remain on Halsey removing service on Broadway
 - Would serve new stops at Halsey & 42nd and Halsey & 45th.

If approved, could take effect as early as September 2021



Ramp

24 Hour Fitness

213 affordable homes (Phase 1)

MAX tracks

Target

Paseo

Phase 2

77 Bus Stop

42nd Ave

66 & 75 Bus Stops

Halsey Street

Questions & Comments

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