

hollywoodHUB

January 2021

BRIDGE Housing

HOLST

TRI  **MET**

TRY EXCELLENCE LLC

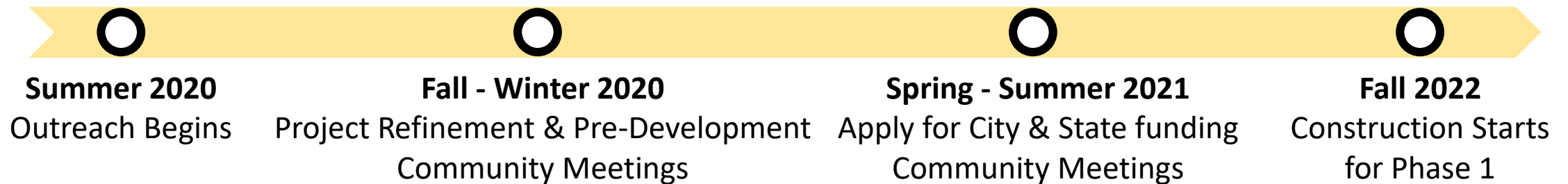
VISION

- 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- Replaces outdated TriMet infrastructure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



HOLST

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



SONGBIRD
N/NE

ABIGAIL
PEARL DISTRICT



CORNELIUS PLACE
CORNELIUS

MACARTHUR
STATION
OAKLAND, CA

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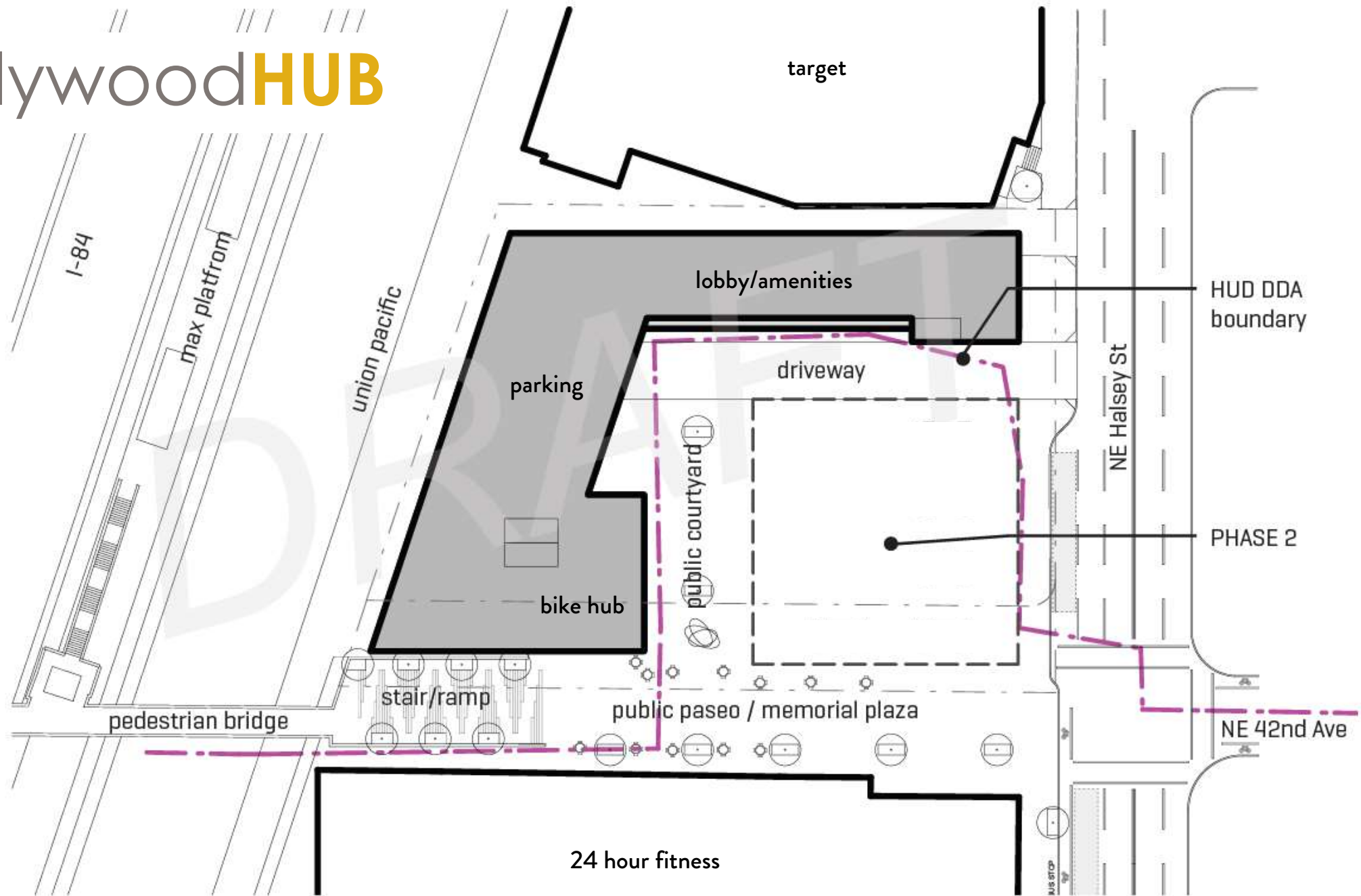
213 affordable homes (Phase 1)

Active ground floor spaces

Paseo or market street

Residential or commercial (Phase 2)

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An architectural rendering of a proposed development. A large, multi-story building with a reddish-brown facade and horizontal lines is the central focus. To its left, a light rail train with blue and yellow accents is stopped at a station platform. In the foreground, a family of four (a man, a woman, and two children) is walking on a sidewalk. To the right of the main building is a lower, white building with a black metal fence. The sky is overcast with grey clouds. The text 'hollywoodHUB' is in the top right, and three text boxes provide project details.

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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



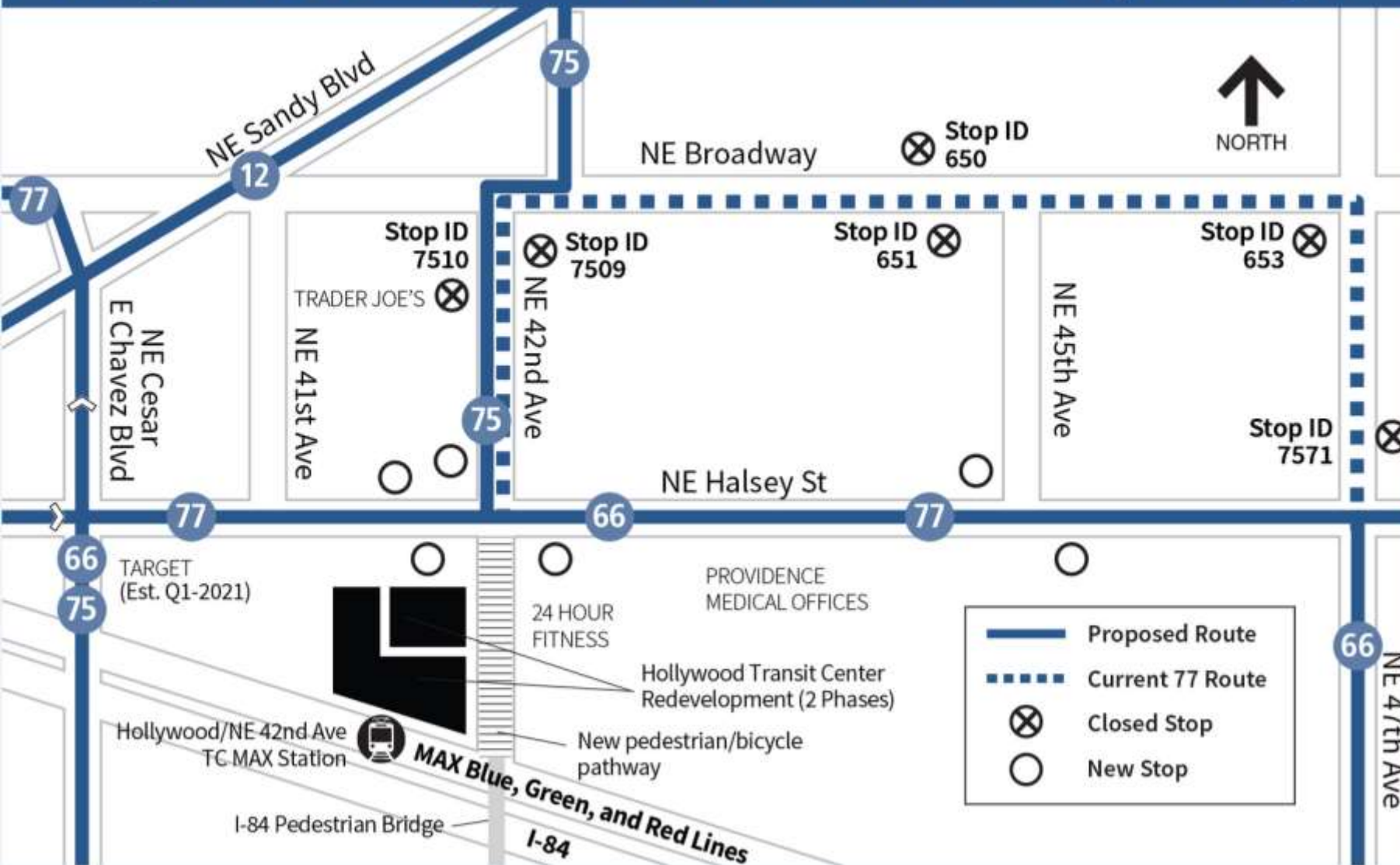
A HUB FOR TRANSIT

- 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

Questions & Comments

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