

Testimony Talking Points – HollywoodHUB Award at City Council

TriMet – Fiona Lyon, TOD Design Manager

- Good afternoon Mayor Wheeler and City Commissioners – My name is Fiona Lyon and I am the Design Manager for TriMet’s Transit-Oriented Development Program.
- On behalf of TriMet, I am honored to acknowledge this special recognition and all that this project signifies for our region, our partnerships, and our community.
- With strong partnerships and the commitment of City staff, HollywoodHUB will transform underutilized TriMet land and a vacated city street - delivering 222 new affordable homes in a vibrant, thriving, and diverse district, dense with multiple transit options and amenities.
- This project also improves infrastructure and connectivity through a remarkable public space that links directly to the heart of the neighborhood. Everything about this project support’s TriMets TOD Goals.
- As you will hear in a moment from Dustin, this combination and scale of benefits would not exist without the guidance of the Design Commission and dedicated City staff, particularly Tim Heron, who have been fundamental to the project’s success
- Driven by the Design Commission’s expectation for high quality design and community investment, this project achievement will set new standards and have a lasting impact on our built environment and the future of TOD in our community.
- To borrow Design Commissioner Brian McCarter’s words- “We feel that HollywoodHUB is the most robust TOD project that the Portland region has ever taken on.”

Bridge Housing - Noah Rosen, Director of Development

- Thank you and personal introduction
- BRIDGE Housing is a 40 year old non profit dedicated to strengthening communities and improving lives through quality affordable housing.
- We are incredibly proud of hollywoodHUB, a project exemplifying the power of strong public-nonprofit partnerships in creating inclusive, equitable, transit-oriented communities. We envision a development where everyone has access to not just affordable housing, but a sense of community and belonging.
- There are so many people and organizations involved in making this project a reality, too many to name, but we would like to give a special thanks to TriMet, PHB, the City of Portland, OHCS, Hacienda Community Development Corporation, Senator Wyden’s office and the Design Commission.
- We look forward to starting construction on the building in the fall!

Holst - Dustin Furseth, Senior Associate

Commissioners,

First and foremost, I want to thank the City Council for recognizing, elevating, and celebrating good design and the important role it plays in the public realm of our vibrant and dynamic city.

My name is Dustin Furseth, Senior Associate at Holst Architecture and the design lead for Hollywood HUB. It is with great pleasure that I testify on behalf of the design and construction team about our collaboration between Bridge Housing, TriMet, O'Neill Walsh Community Builders, and the City of Portland. More specifically, I would like to highlight the positive impact the Portland Design Review process had on the project.

Let me set the stage: Dec '21, we were struggling with a host of constraints including a Federal HUD "DDA" funding boundary that danced haphazardly across the blank site, a relic of a long-demolished freeway ramp from a bygone era that pre-dated the MAX line. It limited our ability to utilize the site and so we voluntarily brought some compromised urban planning ideas before the Design Commission through the optional Design Advice Request hearing process to show the challenges and get some feedback before we moved any further.

This was an incredibly complex project with a wide array of challenges and required balancing a variety of constraints. From overlapping regulatory requirements of multiple bureaus, utility companies, and jurisdictions, to addressing the needs of the neighborhood and broader community, architecture like this cannot be regulated through standards alone. This level of design requires discussion, collaboration, and compromise. Portland's collaborative and discretionary design review process was essential to our success, and it simply made the project better.

That said, the first hearing was brutal, and it was just what the project needed. The commission pointed out many of the flaws and failures in the early designs caused by the HUD DDA boundary, and most importantly encouraged us to question just how "un-movable" the DDA boundary really was. Enter Senator Wyden's Office, they helped open lines of communication with several Federal agencies and championed the approvals needed to make this project great. Thank you to Senator Wyden and his staff for recognizing the importance of quality affordable housing.

From that moment forward, the project feels like a list of successes that I am truly humbled to be part of. We were able to shift our focus to deliver a design solution that enhances the public realm for all Portlanders and provides new housing stock for those who need it most. Architecture of quality and permanence, public spaces that connect us, unite us, and capitalize on the proximity to our city's mass transit system.

When we appeared before the design commission in our official Land Use approval hearing, it felt like a celebration. And it was.

I want to thank our planner Tim Heron for his constant attention and dedication to Hollywood HUB's success, and I want to thank our Portland Design Commission for helping us think outside the box for the betterment of our city.

Thank you