



The Rosemere

Live+Work+Play in the Hollywood District

A truly mixed-use project, the Rosemere incorporates significant neighborhood retail and new, multi-family residential units in an identified town center of Portland. The Hollywood district has a rich history as a commercial hub, making the surrounding neighborhood very popular. It is well served by mass transit, including light rail and bus lines. The demographics of the surrounding residential neighborhoods, as well as its visibility and ease of access, contributed to Whole Foods Market's decision to make their eastside market debut here. Whole Foods Market targets cities populated by young, educated shoppers with a secondary goal to have neighboring stores that are symbiotic.

The ground level includes Whole Foods Market, the new bank branch and a third retail tenant, as well as the bank drive-through. Parking will be provided off-street, above the retail level. The fourth and fifth floors include 53 urban homes arranged around a large rooftop plaza. The project's overall redevelopment goal is to provide 20-minute living in Hollywood.

LOCATION	Portland, OR
LEED STATUS	Silver (anticipated)
PROJECT VALUE	\$32 Million
TIMELINE	Aug. 2007 – June 2009