



Changing lives  
Building communities  
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### **CCC Transforms Motel into Housing**

Gone are the days when ducks paddled in puddles atop the flat-roofed Ramada Inn on 10 N. Weidler St. On March 10<sup>th</sup> at 1 p.m., Central City Concern will celebrate the transformation of the long-vacant motel into *Madrona Studios*, an energy-efficient building with 176 low-income housing units.

Completion of the project, launched more than five years ago, reflects the perseverance of partners, said Ed Blackburn, Central City Concern's executive director: "We've worked hard to create this comfortable living space for people, many of whom are hourly wage workers with few housing options."

Madrona Studios has top-to-bottom energy efficiency: 80 rooftop solar panels generate energy for the building's hot water needs, all plumbing fixtures are low flow, occupancy sensors are in place for heating and cooling and all appliances/lighting are energy star rated. In addition, the builder estimates that 75% of construction waste materials were recycled.

In addition to housing units, Madrona Studios will be home to Hooper Detoxification on the first floor. The Volunteers of America's catering operation will set up its headquarters in the facility's state-of-the-art commercial kitchen.

Other project partners include:

- Portland Housing Bureau and Portland Development Commission
- Oregon Housing and Community Services
- Multnomah County
- The Department of Human Services
- Network for Oregon Affordable Housing (NOAH)
- Providence Medical Center
- US Bank, Wells Fargo Bank, and the Federal Home Loan Bank of Seattle

To learn about renting the units, go to: <http://www.centralcityconcern.org/madrona-studios.htm>



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*Central City Concern provides pathways to self-sufficiency through active intervention in poverty and homelessness. The agency operates more than 1,500 units of affordable housing and provides health, recovery and employment services to more than 13,000 individuals in the Portland metro area every year.*

### **Madrona Studios Opening Event**

- When:** 1 p.m. Wednesday, March 10
- Where:** Madrona Studios, 10 N. Weidler, Portland
- What:** Celebration with speakers, including:
- Ed Blackburn, Central City Concern
  - Nick Fish, City of Portland
  - Ted Wheeler, Multnomah County
  - Kay Toran, Volunteers of America
  - Tom Grant, Jazz Musician

The project name pays homage to the historic Madrona Records, a jazz record store formerly on the Southwest corner of North Williams and Broadway. In the 1940s and 1950s, Madrona Records was a meeting place in an area thriving with African-American business and nightlife. Tom Grant's father owned the record store.