



PRESS RELEASE

SEASONAL PLAZA ARRIVES ON SE HAWTHORNE BLVD

Street Mural, Live Entertainment, and Community Celebration Kick Off the Season

PORTLAND, OR — May 22, 2025 — Hawthorne Boulevard is about to bloom! Beginning May 22, a section of SE 37th between SE Hawthorne Blvd and SE Madison will transform into a vibrant pedestrian plaza, bringing more color, community, and creativity to the heart of the neighborhood.

Beginning May 22nd, the Plaza on Hawthorne will feature large planters, seating, and outdoor furnishings to create a welcoming space for neighbors and visitors to gather all summer long. Custom furnishings will be installed over the coming weeks, further enhancing the plaza's unique character and charm. The initiative, backed by the Hawthorne Boulevard Business Association (HBBA), in partnership with the Sunnyside Neighborhood Association, encourages foot traffic, supports local businesses, and enhances public space in one of Portland's most iconic corridors.

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The highlight of the plaza will be a large-scale street mural designed by local tattoo artist and gallery coordinator Kami Gould, winner of this year's mural contest, which received nearly two dozen submissions from people of all ages. Titled "In Bloom," Gould's design celebrates the creative and ever-evolving spirit of the Hawthorne community. The mural will be installed beginning June 1, with volunteer painting opportunities still available.

Contact administrator@hawthorneblvd.com if you are interested in volunteering or to learn more.

The official Grand Opening Celebration will take place on Saturday, June 22 from 3–5 PM and will include:

- A ceremonial ribbon cutting
- Plaza naming announcement
- Light refreshments
- Fun for all ages

Local businesses are invited to participate by offering special promotions or event-day discounts to help amplify the celebration. Merchants will receive more details via the upcoming HBBA newsletter.

For more on the mural and artist, visit www.kamigould.com.

Join us this summer on Hawthorne — where the street becomes the stage and the community comes to life!

Sign up for email updates at HawthorneBlvd.com