

FOR IMMEDIATE RELEASE

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**PRIDE PLACE, FIRST WASHINGTON LGBTQIA+ AFFIRMING SENIOR HOUSING
PROJECT TO BREAK GROUND ON CAPITOL HILL**

Seattle, WA (August 27, 2021) – GenPride and Community Roots Housing are breaking ground on Pride Place, a 118-unit affordable housing development on Seattle’s Capitol Hill. The project will celebrate the groundbreaking with an event on September 10th, 2021, with construction beginning shortly thereafter.

In addition to seven stories of affordable apartments, Pride Place will feature a 4,400-square-foot senior community and health services center on the ground floor, which will be operated by GenPride in partnership with LGBTQIA+ focused service providers. The development plans also include 3,800 square feet of commercial retail space at the street level.

Located in the 1500 block of Broadway on the site of the historic Eldridge Tire Company building, the Capitol Hill site was acquired in collaboration with Sound Transit and Seattle Central College. Capitol Hill has a long history of being a home and cultural center for LGBTQIA+ life in Seattle. GenPride and Community Roots Housing hope to preserve and enhance this proud tradition by developing Pride Place in partnership with leaders from the LGBTQIA+ community.

Rents at Pride Place will be affordable to households earning 30 to 60% of the area median income. For instance, in the case of a one-person household, this means rents catering to an income range of approximately \$24,300 to \$48,600, or \$27,800 to \$72,400 for a two-person household.

The \$52M development has been funded through a variety of public and private investments, including low-income state and federal tax credits. Through the collaborative [Rise Together campaign](#), GenPride has already raised \$2.7M in private funding to support the ground floor senior center toward a \$4.7M goal, leaving a balance of \$2M to secure from individuals, foundations, and corporations.

LGBTQIA+ seniors face a unique set of challenges and health disparities as they age: they are more likely to experience poverty, are at higher risk for illness, are less likely to have the support of children or family, and often face discrimination and difficulty finding culturally competent care.

“This groundbreaking represents an enormous milestone for the local LGBTQIA+ community,” said Steven Knipp, executive director of GenPride. “It is the culmination of nearly a decade of hard work by people who recognized the need to support our elders who fought and won the rights we enjoy today, as well as create a place for generations to come.”

The event will also be livestreamed on Friday, September 10 at 3 p.m. at <https://genprideseattle.org/prideplace>

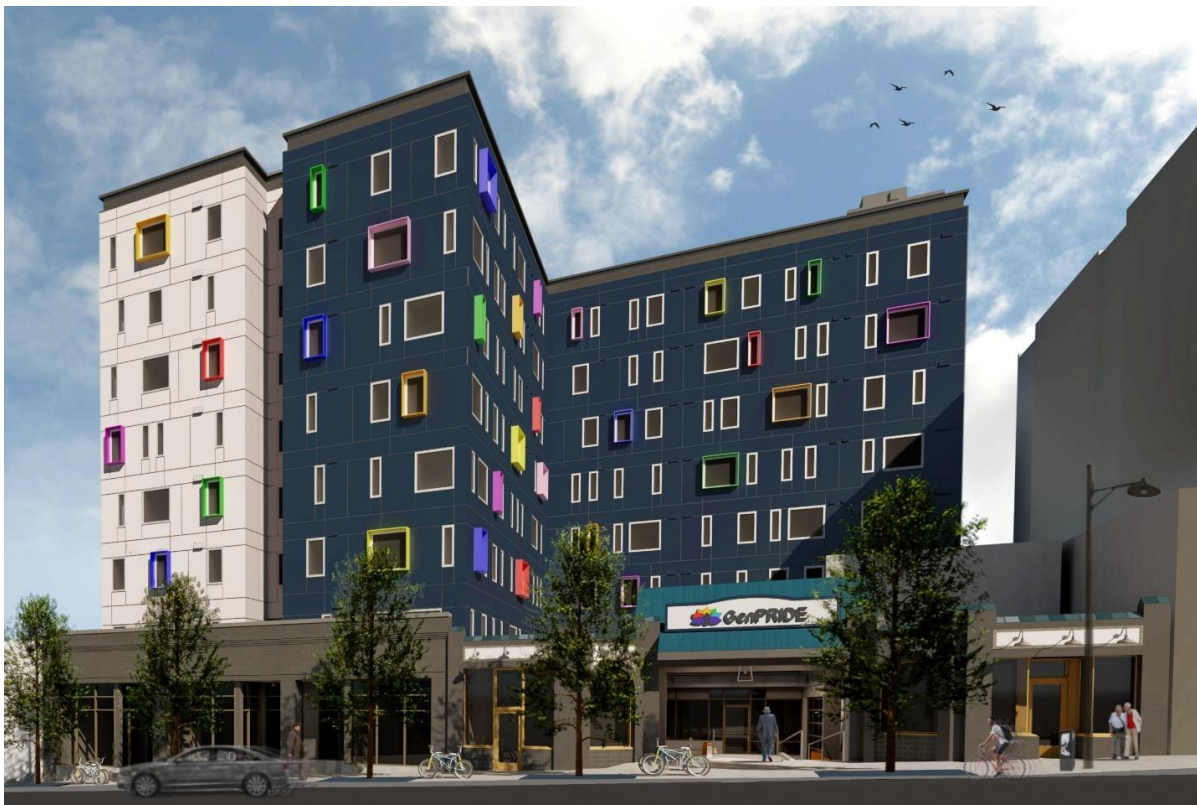
About GenPride

GenPride, founded in 2016, advocates for the unique needs of older LGBTQIA+ adults, offers innovative programs and services that promote wellbeing and prevent social isolation, cultivates belonging through community connection, and works to eliminate discrimination in all its forms. The 10-member board of directors is led by Board Chair, Eleanor Doermann and supported by executive committee members Maureen Linehan and Marsha Botzer. www.genprideseattle.org/prideplace

For more information, please contact Steven Knipp, Executive Director, GenPride; 206.800.1226, steven@genprideseattle.org.

About Community Roots Housing

Everyone has the right to a quality, affordable home. At Community Roots Housing, this truth drives our work. By embracing community-led development and engaging in deep-rooted partnerships, we're fostering vibrant, equitable communities where everyone has access to safe, affordable and welcoming homes. Today, with nearly 50 apartment buildings – over 2,000 residents – we continue our commitment to build community with and for people. Learn more at <http://communityrootshousing.org>.



Pictured: Rendering of Pride Place by Environmental Works.