Portland: Hollywood Center

Sandy Boulevard

The first use of “Sandy” as an Oregon place name was by Lewis and Clark in 1805, when they named the Quicksand River for the large deposits of sand it carried to its confluence with the Columbia. By 1850, the name had been shortened to “Sandy River.” A road from the then separate town site of East Portland toward the mouth of the Sandy River was later called the Sandy Road.

At 42nd and Halsey, a 24-Hour Fitness was built in 2005 at the former site of Copeland Lumber. The new construction is part of a plan for the Hollywood Town Center area to increase densities along the MAX line; plans include development of Sandy Boulevard’s older buildings, with offices and retail below and housing above.

Hollywood Theater sign