



Date: 1/28/15

Submitted in Housing Committee

Council File No: 13-0995-S HOUSING AUTHORITY OF THE CITY OF LOS ANGELES
2014/15 Choice Neighborhoods Initiative Application

Item No.: 5

FACT SHEET

~~Comment~~ Comments from the Housing Authority of the City of LA

Choice Neighborhoods Initiative Summary. Choice Neighborhoods is HUD's signature place-based initiative in support of the President's goal to build Ladders of Opportunity to the middle class. Choice Neighborhoods is designed to address struggling neighborhoods with distressed public housing or HUD-Assisted Housing through a comprehensive approach to neighborhood transformation. Local leaders, residents, and stakeholders, such as public housing authorities, cities, schools, police, business owners, nonprofits, and private developers, come together to create a plan that transforms distressed HUD housing and addresses the challenges in the surrounding neighborhood. The program helps communities transform neighborhoods by revitalizing severely distressed public and/or assisted housing and investing and leveraging investments in well-functioning services, high quality public schools and education programs, high quality early learning programs and services, crime prevention strategies, public assets, public transportation, and improved access to jobs.

Funding Available- \$78Million

Maximum award- \$30 Million

SITE: *Jordan Downs and Surrounding Community*

APPLICATION DEADLINE- *February 9, 2015*

APPLICANT STRUCTURE:

- Lead Applicant -** *Housing Authority of the City of Los Angeles*
- Co- Applicant -** *City Of Los Angeles*
- Housing Implementation Entity-** *Michaels Development & Bridge Housing, aka JDCP*
- Neighborhood Implementation Entity-** *The City of Los Angeles*
- People Implementation Entity-** *Shields For Families*
- Education Partner-** *Partnership- For Los Angeles Schools*

GRANT PREPARATION CONSULTANTS:

- Urban Design Center-** *Sherri Franklin*
- EJP Consulting-** *Rhae Parks*

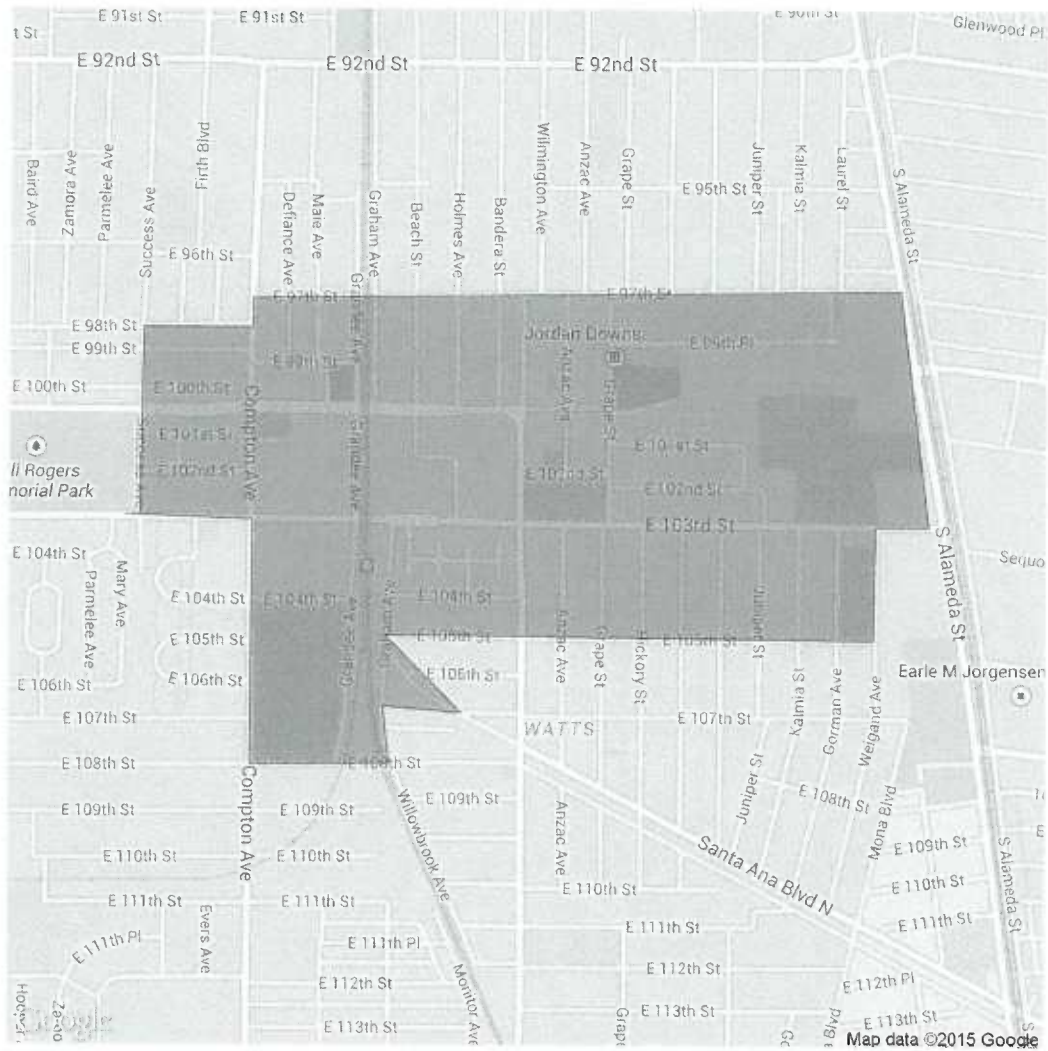
KEY CHANGES FROM LAST YEAR's NOFA:

- * A unit of Local Government must be either Lead or Co-applicant
- * Co- applicant must also sign the Grant Agreement
- * Ten (10) percent CDBG match for max points. (8% last year)

OTHER PERTINENT FACTS:

Last years application submitted by HACLA received a score of (114) of possible (202) points. The highest scoring application was (190). The lowest awarded application had a score of (145). The lowest overall score was (30). There were approximately 44 applications submitted and 3 grants awarded. HUD facilitated a debriefing with HACLA in October. This provided the redevelopment team with specific feedback on weaknesses of previous application. Many of the areas where points were missed are correctable. Some of the recommendations included: Improving larger neighborhood vision and collaboration, more clearly defining early childhood education strategy, clarity on specific roles of development partners, and continuity of vision throughout the various components of the grant.

Project Map Snapshot for 1083496



Development Concept



- 1,400 units of mixed income housing including 1-for-1 replacement of existing units
- Robust job training and social services platform
- Critical community improvements:
- Extend Century Blvd
- New 50,000 square foot Community Center
- New 100,000 square foot Retail Center
- New 8 acres of Open Space

Retail Center



- \$27 Million investment
- 219 permanent jobs
- Fresh produce full-service grocery store
- Retail Goods
- Restaurants
- Pharmacy
- Pedestrian oriented plaza

