



# THE CRENSHAW CHAMBER OF COMMERCE

*Empowering Business and Promoting Commerce through  
Electronic Economic Development Since 1933*



Armen D. Ross  
President/CEO

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Submitted in PLUM Committee

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Item No. 8 # 9

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Los Angeles City Council  
Planning and Land Use Committee  
200 North Spring Street  
Los Angeles, CA 90012

Re: Baldwin Hills Crenshaw Plaza Redevelopment Project  
CPC-2015-4398-GPA-ZC-HD-ZAD-CU

Dear Chairman Huizar:

The Crenshaw Chamber of Commerce fully supports the Capri Capital Partners Group in their efforts to redevelop the Baldwin Hills Crenshaw Plaza (BHCP). The Crenshaw community has suffered long enough from being overlooked by investors seeking to improve neighborhoods across the City of Los Angeles. It has been more than 50 years since investments of this magnitude have targeted our community. The business community has been stuck in neutral because there have been no new residential units to bring in new dollars to support higher end and upgraded retail, dining, and professional services.

The Crenshaw Chamber encourages economic development and the investment of dollars into the Crenshaw community and especially in and around the BHCP where the very life blood of this community exists. It is ludicrous for anyone to oppose investment in this community when for so many years developers by-passed Crenshaw to invest in other areas of our city drawing dollars out of our community. This community must embrace the desire to make the community better for everyone. The community is marginalized when stressed to cater to individuals, groups, and causes that single-mindedly promote stagnation and dependency on government subsidy instead of a desire to want more in and for your community by asking for more and not less.

Greater Crenshaw is on the rise and new economic investment will get us to the level of greatness we deserve. Discretionary dollars in our community need to stay here and not go to other areas. A major redevelopment of BHCP making it a destination place, a major investment of dollars by an African American investment firm, the construction of hundreds of market rate units, and a refreshing of attitudes will make this community a proud community again.

The Crenshaw Chamber of Commerce wholeheartedly supports the Capri application, as it stands today, and we encourage you to vote no on the appeal.

Sincerely,

Armen D. Ross  
President/CEO