

April 15, 2018

City Council Planning & Land Use Management Committee  
Councilmember Jose Huizar, Chair  
Councilmember Marqueece Harris-Dawson  
Councilmember Mitchell Englander  
Councilmember Bob Blumenfield  
Councilmember Curren D. Price, Jr.

Councilmembers,

We are writing to you in support for the proposed mixed use development at the Baldwin Hills Crenshaw Plaza, cases CPC-2015-4398-GPA-ZC-HD-ZAD-CU and ENV-2012-1962-EIR. We urge the city to grant the requested entitlements for this project and allow it to proceed.

The greater Los Angeles region is facing a severe housing shortage. This project will provide almost 1,000 new units of housing, including a 5% very low income and a 5% workforce housing set aside. This will meet 1% of the mayor's goal of 100,000 new housing units by 2021, and create almost 100 new units of badly needed dedicated affordable housing.

This project is in a great location for housing, as it will have direct access to the new Crenshaw/LAX Line from the project site. Just one stop from Expo/Crenshaw Station, this will provide residents with easy transit access to jobs in Santa Monica, West LA, Culver City, USC, and downtown LA. Other major employment centers can be reached at LAX via the Crenshaw Line or by transferring to other Metro rail lines. The site also provides transit access to many other locations via Metro bus (Routes 105 & 705 on MLK; Routes 40, 210, 710, and 740 on Crenshaw) and DASH bus service. Residents will also have easy walking and cycling access to many restaurants and retail establishments, both on site and nearby in the neighborhood.

The project shows a path forward for redeveloping many of LA's auto-oriented commercial plazas in ways that add market rate housing, affordable housing, and benefit the community. By encouraging conversion of commercial plazas into mixed-use developments, the city can help invigorate retail business and meet the region's housing needs. This trend is emerging at locations from the Warner Center's Westfield Promenade to Laurel Plaza near the 170 freeway to the Five Lagunas project in southern Orange County. In addition to meeting the region's housing needs, these projects also encourage walking, bicycling, and transit use, helping meet the state's climate change goals.

This project is a good project for Los Angeles and for the region. Again, we urge the city to grant the requested entitlements and allow the project to proceed.

Best Regards,

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