

URBAN DESIGN CENTER

Transforming Visions Into Reality

July 19, 2016

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Re: PIMA Alameda Partners, Inc. Economic Development Presentation Update
Case Numbers - AA-2012-919-PMLA; DIR-2013-887-SPR

We are providing an updated presentation that demonstrates the close proximity of the grocery stores located in the residential communities near the PIMA Alameda Partners, Inc. proposed industrial park. The grocery store slide is representative of concerted efforts by local community-based development corporations to redevelop the commercial corridors of the Southeast Los Angeles community and at the same time work to create a housing-jobs balance through the provision of quality affordable housing.

While many do-gooders came from far and wide to the perceived bowels of a riot torn community after the 1992 disturbance, the truth of the matter is, without fanfare or sometimes even acknowledgement, many community-based organizations were steadfastly working to undergird the devastating loss of manufacturing plants that left the community in the seventies and eighties, stripping away middle income jobs and the capacity for the community to economically sustain itself. In addition to working to reverse the trajectory of a devolved economic base, community organizations had to quickly strategize to manage the influx of a large undocumented immigrant population that created a 4 to 1 ratio need for affordable housing and services. The impact of losing good paying jobs and at the same time not being able to sufficiently house families within the community was a simultaneous catastrophic impact that was not occurring in any other Los Angeles community.

Through each community planning effort - the Southeast Community Plan, CD 9 Redevelopment Project Area plan and now the reCode LA Plan - research and analysis has shown that a focus on job creation through rebuilding the industrial core and creating commercial retail opportunities while providing job training programs, affordable housing and enhanced educational opportunities is a strategy that can effectively improve the socio-economic plight of the community. Given that the per capita income in the Southeast Los Angeles Community is a mere \$10,029 (Healthy Plan LA Report), a job is beyond a necessity, it is precious.

The PIMA Alameda Partners project is a model concept that will bring the vision for a revitalized industrial core in Southeast Los Angeles to life. It will be a catalyst for more development along the Alameda Corridor, create hundreds of new jobs and provide competitive transferrable skills training to local residents so that they can access future jobs in the growing Los Angeles industrial marketplace and have the pride of being able to care for their families.

Sincerely,



Sherri Franklin
Principal