HD-OD HUMAN DEVELOPMENT OVERLAY DISTRICT

## Pilot Project Profile: Hollywood, California

***Background***

The Community Redevelopment Agency of the City of Los Angeles (CRA/LA) serves as a critical economic development engine for the City. Activated in 1948, CRA/LA revitalizes older neighborhoods; builds low and moderate-income housing; encourages historic preservation; creates or retains employment opportunities; supports the best in architecture, urban design and the arts; and fosters broad community involvement. In the last twenty years, CRA/LA has been successful in restoring the faded luster of Hollywood; it helped to develop the Baldwin Hills/Crenshaw Plaza. One of the first major malls built in a minority neighborhood; has generated 1,000 jobs in the Los Angeles Harbor Industrial Center; brought museums and a cultural center to Little Tokyo and new life into local commercial districts throughout the city. CRA/LA has created over 25,000 units of affordable housing, facilitated earthquake recovery in the San Fernando Valley, and East Hollywood, and is largely responsible for downtown Los Angeles' current skyline. The Hollywood project area covers 1,107 acres and is located approximately six miles northwest of the Los Angeles Civic Center at the foot of Hollywood Hills.

***Shifting Sands Dynamic***

The Academy of Motion Picture Arts and Sciences (AMPA) has proposed to build a 150,000-250,000 square foot Museum of the Motion Picture in Hollywood. The museum will include multiple buildings and open air gathering spaces showcasing public programs, retrospectives, lectures and hands-on activities that will attract Los Angeles residents, tourists, families, Academy members, and film professionals. The ultimate anchor for tourism in the community, the world-class nature of this Museum project will have a transformative impact on its host neighborhood and greater Hollywood.

Within the community, populations vulnerable to change include low income households, renters, marginal businesses, and small property owners concerned about development pressures. Hollywood reflects urban Los Angeles as a whole and ethnically diverse populations of approximately 38,000 people call it home. However, these ethnic communities are typically not directly involved in the decisions that result in changes occurring in their backyard. The HDOD will ensure that these communities' voices are heard, identified and presented at the table.