

## **ADELANTE EASTSIDE REDEVELOPMENT PROJECT**

The Adelante Eastside Redevelopment Project Area (Project Area), adopted on March 30, 1999, is located approximately two miles east of Downtown Los Angeles. The 2,200-acre Project Area is a job-rich industrial and commercial area bordered by Olympic Boulevard to the north, the city limits of Vernon to the south; from the Los Angeles River to Indiana Street; North Main Street east to Valley Boulevard; and, Alhambra Avenue to the city limits of Alhambra. Also part of the Project Area are vibrant commercial corridors in Boyle Heights, including Cesar E. Chavez Avenue, 1<sup>st</sup> Street, 4<sup>th</sup> Street and Whittier Boulevard.

The goal of the CRA/LA in the Project Area is to preserve the industrial and commercial uses as a way to promote a stable industrial base and provide jobs for community residents. The CRA/LA is also committed to improving the existing shopping districts to provide additional commercial options for residents and workers.

### **Conditions at Time of Adoption**

The Project Area, which primarily consists of industrial and commercial uses, has a local economy that began stagnating in the early 1980s, as well as an aging building stock that has made it hard for local businesses to compete with newer developments outside the community.

In the six years preceding adoption of the Project Area, there was limited investment in the area either as new construction or purchases of existing property. A review of area building conditions at that time found that fewer than 20 percent of the buildings within the Project Area were sound, 25 percent had deferred maintenance, 37 percent required moderate rehabilitation, and 21 percent either required extensive rehabilitation or were dilapidated. Significant portions of the industrial and commercial land areas did not meet the minimum requirements for lot size and width necessary to attract new investment. Sidewalks, curbs and gutters were in a general state of disrepair and deterioration. Overall the area suffered from stagnant property values, high business vacancies and low lease rates. Also, the crime rate for the Project Area was a serious threat to public safety and welfare. These physical and economic factors combined to severely limit growth in the community.

### **Key Accomplishments**

Since project adoption in 1999, the CRA/LA has begun to make progress towards improving the Project Area by stimulating economic activity, removing blight, and improving business conditions and the quality of life for residents, business owners and workers.

The Project Area has also issued its first \$6 million Notice of Funding Availability for rehabilitation and new construction of affordable rental housing for large families. As a result, financing was provided for three new housing projects: Las

Margaritas Apartments, Cuatro Vientos Apartments and The Whittier Apartments. The CRA/LA has also financed a major public improvement project to resurface streets, install curbs and gutters and plant new street trees in the job-rich Olympic Industrial District. Construction services for this project were provided by the City's Bureau of Street Services and General Services Department. A similar effort is underway, as part of the Cesar E. Chavez Avenue Action Plan, to improve the Chavez shopping district by financing targeted street and sidewalk repairs, new landscaping and street furniture.

CRA/LA approved and funded a \$2 million loan for the rehabilitation of the historic Boyle Hotel, which will be joined by new affordable multifamily rental development. Strengthening the area's homeownership base is another priority. Recently, the CRA/LA retained two experienced nonprofit developers to acquire foreclosed units, rehabilitate and sell them to qualified first-time homebuyers. In each case, the CRA/LA will provide mortgage assistance to qualifying purchasers by way of a soft-second loan.

### **Five-Year Goals**

Adelante offers opportunities, new and old, for larger-scale development, such as new, transit-oriented housing and retail businesses that can be developed around the Gold Line rail stations scheduled for completion in 2009. New public-private investment in healthcare and research facilities at the LAC+USC Medical Center campus can create a platform for the proposed Biomed Focus Area to bring skilled job opportunities to area residents. The iconic, 23-acre Sears Olympic/Soto property also remains poised for redevelopment after several years of planning.

Over the next five years, the goals of the CRA/LA's Adelante Eastside Redevelopment Project Area are to create improved living conditions for residents, increase commercial options in the area, and expand the area's industrial base while preserving the existing businesses that are vital to the community and the City of Los Angeles.

These goals include:

- Preserving the existing housing stock through rehabilitation.
- Building housing for all income levels and promoting ownership to meet the needs of the resident population.
- Supporting existing commercial and industrial uses through rehabilitation, revitalization and expansion.
- Increasing commercial retail shopping opportunities and promoting the retention and development of commercial retail.

For more information please contact us:

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