

Hollywood Redevelopment

Whether their hometown is Boise or Berlin or Bangkok, visitors still come from all over the world to experience the glamour of Hollywood. Unfortunately, many are disappointed by the reality of dilapidated buildings, street crime, empty storefronts and social problems which they find when they arrive.

Now, in response to Councilman Woo's leadership, the City of Los Angeles has made its first substantive commitment - including almost one billion dollars in tax-increment financing over the next 30 years - to fulfill the promise of Hollywood.

Woo, the first trained urban planner ever to serve on the City Council, has met with the Community Redevelopment Agency (CRA) staff virtually every Friday afternoon since he took office in July 1985. He directly intervened in negotiations with neighborhood, business, and environmental groups in order to assure the best possible plan for Hollywood, balancing the need for practicality and the need for vision.

Covering approximately 1,100 acres, the project area boundaries are Franklin Avenue on the north, La Brea Avenue on the west, Fountain Avenue or Santa Monica Boulevard on the South, and Serrano Avenue on the east.

Children attending the Rose and Alex Pilibos Armenian School can now cross the street more safely, due to new traffic signals.



Highlights of the new redevelopment plan include:

Attention to quality of design with the appointment of a Design Review Committee.

Affordable housing development with 20% of the tax-increment dollars.

Protection of historic landmarks.

Commitment to funding social services with 10% of the tax-increment dollars.

Reduction of residential density in areas threatened by overdevelopment and speculation.

Protection against displacement of local residents from the Hollywood area.

Support of the arts.

Preservation of neighborhood services such as supermarkets, drugstores and laundromats.

Incentives for the creation of usable open space.

Preservation of unique cultural resources such as bookstores and theatres.

An economic development strategy that plans for a mixed economic base, not solely dependent on tourism.

The CRA receives a proportion of property taxes which are generated by any residential, commercial or industrial improvements begun after the plan is officially adopted by the City Council. This income is used to fund all project activities, and is called tax-increment financing.

In 1984, impetus for the Hollywood Redevelopment Project came from the Hollywood Chamber of Commerce and other local business leaders. As the CRA staff began its research, many neighborhood residents, small business merchants, and leaders of community nonprofit groups also were drawn into the planning process.

Hollywood won't change overnight. But this is the first step towards reclaiming Hollywood for all of us.