

## **CRA/LA GOWER STREET DEVELOPMENT FREQUENTLY ASKED QUESTIONS**

**Q: WHAT WILL THE GOWER STREET DEVELOPMENT LOOK LIKE & WHO WILL IT SERVE?**

This development will create permanent supportive housing for persons coming out of homelessness. This will not be an overnight shelter, nor time-limited transitional housing. It is not a half-way house, nor a “flop house”, but permanent housing enriched with on-site supportive services and personalized case management designed to help chronically homeless individuals and families rebuild and maintain stable, productive lives. While many architectural and program design decisions are yet to be made, the CRA/LA will select a developer/service provider team that will:

- Build and maintain relationships with community stakeholders during planning and development, and maintain these relationships throughout the life of the facility
- Build an estimated 40 – 60 units of permanent supportive housing for adults moving out of homelessness (i.e., not a shelter or transitional housing). Tenants will sign a lease and pay rent (30 – 50% of their income). The building will be run by an owner, property management company, and service provider experienced with such housing
- Construct a high-quality facility that will beautify and improve the neighborhood
- Provide comprehensive support services for those housed at the site
- Extend additional services to the public on a limited basis as space allows (see additional information in response to questions below)
- Conduct outreach in the Gower Street vicinity to prevent loitering and help connect homeless persons to nearby shelters and other services
- Prioritize outreach to the Hollywood-based homeless community

**Q: WHO IS THE TARGET POPULATION THAT WILL BE LIVING AT THIS SITE?**

Individuals and families who are overcoming homelessness. Families with children likely will be one of the priority populations to be housed. Residents will pay rent and be expected to obey legally binding lease agreements and occupancy rules designed to maintain a high quality of life for other residents and neighbors. Staff will be on-site 24-hours a day to enforce occupancy rules and support the health and stability of residents. Residents will be expected to participate in on-site social services.

**Q: HOW DO WE KNOW THIS PROJECT WILL REDUCE THE NUMBER OF HOMELESS PEOPLE IN HOLLYWOOD, AND NOT JUST RELOCATE PEOPLE FROM DOWNTOWN?**

The Agency will require the owner/operator of the building to afford a priority to homeless persons from the Hollywood area. While it can be difficult to establish “neighborhood residence” for a homeless person, the Agency (with community stakeholder participation) will prioritize the selection of a qualified developer/service provider team that has experience

focusing outreach on local populations and, if possible, one that is experienced in outreach to the Hollywood homeless population.

Furthermore, it is important to remember that this supportive housing development is just one part of a larger city- and county-wide effort to address homelessness, and additional supportive housing is being developed elsewhere around the city. Through its Housing Department, The City of Los Angeles is directing \$50 million for supportive housing facilities throughout the City of Los Angeles.

The County Board of Supervisors also has committed to ending the “dumping” of homeless persons in Hollywood and “Skid Row”, and distributing homeless services throughout the county.

**Q: WHAT, IF ANYTHING, WILL THIS DEVELOPMENT DO TO HELP HOMELESS PEOPLE IN THE GOWER STREET AND HOLLYWOOD AREA WHO WILL NOT BE HOUSED THERE?**

Since the new development will create just 40– 60 units of permanent housing, it will not be able to house the entire homeless community in Hollywood. As space allows, on-site social services may be made available to the public in a limited fashion. Of the maximum 5,000 square feet of space to be set aside for service delivery, approximately 60% will be needed to provide services for residents of the onsite housing. Consideration will be given to using the remaining space to house the TASLA administrative offices with its Teen Canteen youth outreach program which currently operates on the site. It also may be possible to accommodate a limited expansion of services of the LA Free Clinic or other service provider currently operating near the Gower Street site.

**Q: HOW WILL THE OWNER/OPERATOR OF THE BUILDING DEAL WITH THE PROBLEM OF HOMELESS PEOPLE CONGREGATING IN THE NEIGHBORHOOD?**

The selected developer/operator will be required to provide 24-hour security staff for the building and will not allow homeless people to line up outside to receive services. They also will be required to maintain regular communication with neighborhood stakeholders so that there is a mechanism for troubleshooting small problems that may arise before they become large ones.

**Q: HOW DO WE STOP DRUG DEALING AND OTHER CRIMINAL ACTIVITY IN THE NEIGHBORHOOD?**

In addition to helping get people off the streets where they are more vulnerable to crime, CRA/LA works closely with police and community organizations to make Hollywood a safer place to live, work and seek entertainment. In the very near future, CRA/LA will provide funding to expand the LAPD’s Hollywood Boulevard closed-circuit television monitoring program in the Gower Street/Hollywood Blvd. area. This has been a very effective tool to help law enforcement officers curb criminal activity in other parts of Hollywood. In addition, the CRA/LA is committed to working with the selected development team and other community groups to address existing public safety and nuisance problems in the vicinity. They will explore means for increasing the presence of street outreach personnel to discourage loitering and connect homeless people to services.

**Q: IS SUPPORTIVE HOUSING A COST-EFFECTIVE MEANS OF HOUSING THE HOMELESS?**

According to the Corporation for Supportive Housing: “It costs essentially the same amount of money to house someone in stable, supportive housing as it does to keep that person homeless and stuck in the revolving door of high-cost crisis care and emergency housing. The most comprehensive cost study, conducted by the University of Pennsylvania’s Center for Mental Health Policy and Services Research, showed that service-enriched housing in New York City created an average annual savings of \$16,282 for each unit of housing constructed. If reinvested, these savings would pay for 95% of the cost of building, operating, and providing services in supportive housing. Thus, we can either waste money on emergency services that don’t address the underlying problem of homelessness or spend those dollars on a long-term solution that produces positive results for people and their communities.”

**Q: WHY IS THIS PROJECT HAPPENING JUST WHEN HOLLYWOOD IS STARTING TO TURN AROUND?**

This project is happening *because* Hollywood is turning around. Back in 1986, when the Hollywood community adopted its Redevelopment Plan, the community coalition that created the plan inserted a unique provision that requires funding for social needs. Funding to serve the needs of the homeless was specifically called out in the plan. Now that the local economy is experiencing rapid growth, there is sufficient funding to undertake the kind of permanent housing project that was only a dream 20 years ago. The vision for Redevelopment in Hollywood has always included bringing about positive change for the whole community, including those in the greatest need.

**Q: HOW CAN THE COMMUNITY PROVIDE INPUT IN THE PLANNING PROCESS?**

The CRA/LA is currently developing a Request for Qualifications with input from Hollywood community representatives on the CRA/LA Social Needs Advisory Committee. A second committee with community representation will be formed to advise the CRA/LA in the selection of a developer and service provider team. Once the developer/services team has been selected, the CRA/LA will host a series of community meetings throughout the planning process to gather stakeholder input on architectural and program design.

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