



INSTITUTE FOR MAXIMUM HUMAN POTENTIAL

9624 S. Compton Avenue, Los Angeles, CA 90002
(323) 567-9883 Phone (323) 567-9885 Fax
Website: IMHP.org

Date: 03/07/2017
Submitted in PLUM Committee
Council File No: 16-1411-51
Item No. 9
Comm. from Public

July 14, 2016

Jordann Turner, Hearing Officer
City of Los Angeles Planning Department
200 N. Spring Street, Room 763
Los Angeles, CA 900012

Re: Letter of Support for Case Nos. AA-2012-919-PMLA and DIR-2013-887-SPR

Dear Jordann Turner:

I am pleased to lend our support for the application for an environmental review for the proposed PIMA Project. As a model of sustainable new construction manufacturing and warehousing center created with the City of Los Angeles's green initiative, PIMA is an important enhancement to the Alameda Corridor that will benefit economic development and commerce in an under-served community. This project will bring the following jobs and economic development in the form of:

- Industry specific skill development,
- Local employment
- Business and contract opportunities,
- Supply chain business growth,
- Clean technology through solar energy job development,
- Neighborhood revitalization and,
- Infrastructure improvement

The Institute for Maximum Human Potential commits to supporting the PIMA Project by providing energy solutions, job training and local manufacturing of solar energy panels under our economic development partner, Community Economic Development Corporation. Community Economic Development Corporation is devoted to attracting and retaining successful and responsible development to Los Angeles and surrounding communities. We seek to build and

maintain not only a solid economic and employer base, but to make our area home to organizations such as PIMA that are respected and valued members.

The Institute for Maximum Human Potential (IMHP), a 501 (c) (3) non profit corporation, was founded in South Los Angeles in 1993. IMHP is a human service and community development agency that focuses on families, children in foster care, families with minors involved in the juvenile system, the learning disabled and families with social, emotional and economic issues. Over the past 20 years, IMHP has taken a leadership role in delivering comprehensive services to at-risk families in under-served communities. Our programs take a holistic approach to provide best practices in case management and community development, focusing on capabilities of individuals and families with a goal of moving families beyond stabilization towards optimal functioning.

IMHP is excited to support this project with a job creation and economic development opportunities. We will work collaboratively with the PIMA Project and its other collaborative partners to ensure seamless coordination of service delivery as well as tracking and reporting of outcomes. We believe our support and commitment will directly impact the outcomes The City of Los Angeles seeks for job creation and we look forward to supporting this exciting endeavor.

Sincerely,

Delores A. Brown
President/ CEO

REGINALD BYRON JONES-SAWYER, SR.

ASSEMBLY MEMBER

59TH DISTRICT

CAPITOL OFFICE

P.O. Box 942849

SACRAMENTO, CA 94249-0059

PHONE: (916) 319-2059

E-MAIL: ASSEMBLYMEMBER.JONES-SAWYER@ASSEMBLY.CA.GOV



DISTRICT OFFICE

700 EXPOSITION PARK DRIVE

LOS ANGELES, CA 90037

PHONE: (213) 744-2111

WEBSITE: WWW.ASSEMBLY.CA.GOV/JONES-SAWYER

March 6th, 2017

Chair Jose Huizar
Vice-Chair Marqueece Harris-Dawson
Councilmember Gil Cedillo
Councilmember Mitchell Englander
Councilmember Curren D. Price Jr.
c/o City Clerk
City of Los Angeles
200 North Spring Street, Room 395
Los Angeles, CA 90012

Date: 03/07/2017
Submitted in PLUM Committee
Council File No: 16-1411-S1
Item No. 7
~~Re:~~ Comm. From Public

Re: Council File No.16-1411-S1; Case Nos. AA2012-919-PMLA; DIR-2013-887-SPR;
ENV-2012-920-EIR (SCH No. 2014061030)

Dear Members of the City Council Planning and Land Use Management Committee:

I would like to express my strong support for the construction of the industrial park at 4051 South Alameda Street ("the property"), submitted by PIMA Alameda Partners, LLC (PIMA).

The undeveloped property sitting at the southeastern part of the 59th District has not been used for over 30 years, and this project presents an opportunity to turn that property into an industrial park that will help stimulate the manufacturing district while also creating stable jobs for local residents.

In this project, PIMA will construct four industrial buildings totaling 480,120 square feet. The jobs created by this project will have an indescribably positive impact on the residents living within the 59th District. I am particularly pleased with the hiring practices that PIMA has promised, which include the goal that 20 percent of all construction hours be done by local residents, with priority hiring given to residents living within a mile and three miles within the project site, respectively. Furthermore, because PIMA is following the Construction Local Hire Agreements, half of the 20 percent of hours worked by local residents will be performed by local residents that are single parents, homeless, chronically unemployed, welfare recipients, lack a high school diploma or GED, have a history of substance abuse, or have a household income 50 percent of the median. For the new workers stemming from my district, this industrial park not only provides a means for a better life, but for some residents it is a desperately needed second chance.

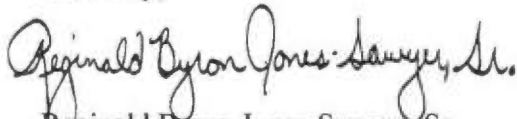
While it is magnificent that the industrial park will provide jobs, it is also important to highlight the fact that the development project is compliant with Los Angeles's green initiatives and will create solar energy job development. Job creation is incredibly important, but it should not come

at the expense of the environment. PIMA is making sure that they are doing everything in their power to ensure that the environment is protected while developing the project.

This important and transformative project proposed by PIMA has the potential to transform South Los Angeles. The industrial park, while still being environmentally friendly, presents an opportunity to give my constituents a stable income and a higher quality of life.

I urge you to give this project your highest consideration.

Sincerely,

A handwritten signature in cursive script that reads "Reginald Byron Jones-Sawyer, Sr.".

Reginald Byron Jones-Sawyer, Sr.
Assemblymember, 59th District

URBAN DESIGN CENTER

Transforming Visions Into Reality

July 19, 2016

Jordann Turner
City of Los Angeles Deputy Advisory Agency
200 N. Spring Street, 7th Floor
Los Angeles, CA 90012

Date: 03/07/2017

Submitted in PLUM Committee

Council File No: 16-1411-SI

Item No. 9

Deputy: Cann. from Public

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

November 9, 2016

Jordann Turner
City of Los Angeles, Deputy Advisory Agency
City Hall
200 N. Spring Street, 7th Floor
Los Angeles, CA 90012

Date: 03/07/2017

Submitted in PLUM Committee

Council File No. 16-1411-SI

Item No. 9

Deputy: Comm. from Public

Re: Letter of Support for PIMA Alameda Partners, LLC
Case Numbers: AA-2012-919-PMLA; DIR-2013-887-SPR

Dear Sirs

Concerned Citizens of South Central Los Angeles (CCSCLA) is writing to document its support for the PIMA companies and project. CCSCLA was founded in 1985 in opposition to the LANCER project. We successfully defeated the project and began systematically redeveloping our community. Our community had many challenges, many of which still remain an issue, but they included affordable housing, lack of public services, redlining credit, poor educational opportunities and others. However, a major issue that has never been addressed adequately is employment.

The PIMA project will provide employment in our neighborhood. With transportation costs rising annually, our community members need opportunities within our community. CCSCLA will prepare our community residents for employment at PIMA through providing outreach and job readiness services designed specifically for this industry.

We urge you to support this project and not be swayed by the outside forces that came into our community and exploited an opportunity that "CCSCLA" made available to its community, local gardening, by turning it into the South Central Farm (only to link its language with Cesar Chavez, but not his mission) and charging as much as \$1,000 per plot to community members or destroying their crops or locking them out if they refused to pay, instead of the \$5 per month CCSCLA charged to cover water before we turned the operations over to leadership elected by the gardeners. Their system did not allow for rotation between families, but, rather allowed people from other parts of the City to come to the 9th District to raise food and sell it at their stores. This was a "community garden" at its formation. CCSCLA was in support of that function, but NOT what it became under the South Central Farm leadership and model. While CCSCLA has ALWAYS supported some gardening at this site, our position has been the same: **OUR COMMUNITIES NEEDS ARE FAR GREATER AND MORE DIVERSE AND THEREFORE, THIS SITE NEEDS TO ACCOMMODATE MORE THAN GARDENS.**

Please approve this much-needed project that will employ our community.

Sincerely,


Noreen McClendon
Executive Director

PIMA Alameda Partners, LLC

An Economic Development Project – 4051 S. Alameda, LA CA 90011

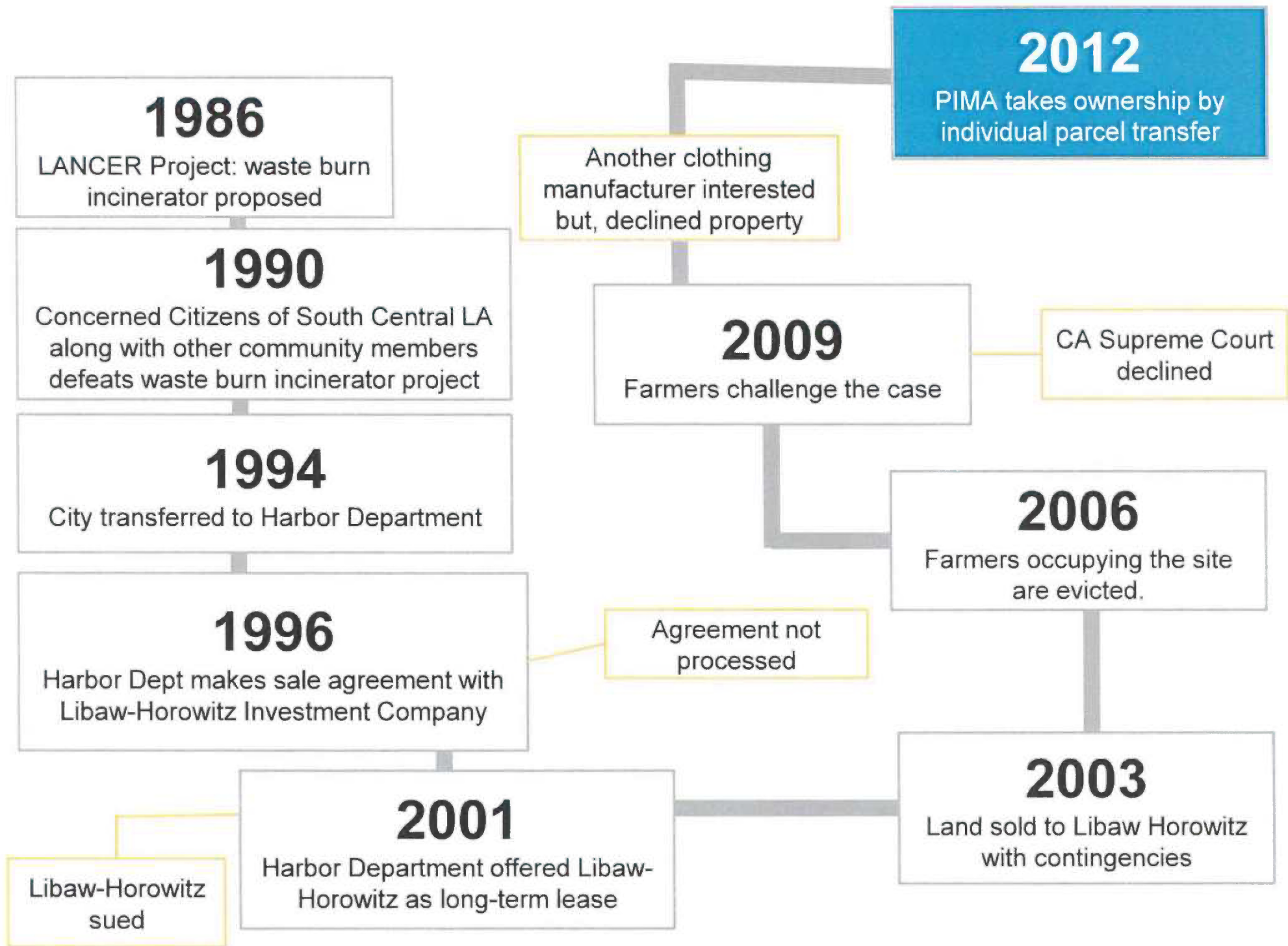
Date: 03/07/2017
Submitted in PLUM Committee
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PETRY
clothing

IMPACT
MANUFACTURING, CORP.

Miss Me active usa



PIMA: A MODEL ECONOMIC DEVELOPMENT PROJECT

The PIMA project will be a model sustainable new construction manufacturing and warehousing center created in compliance with the City's green initiatives and will address the most critical needs in this community:

JOB and ECONOMIC DEVELOPMENT in the form of:

- INDUSTRY SPECIFIC SKILL DEVELOPMENT,
- LOCAL EMPLOYMENT,
- BUSINESS AND CONTRACT OPPORTUNITIES,
- SUPPLY CHAIN BUSINESS GROWTH,
- SOLAR ENERGY JOB DEVELOPMENT,
- NEIGHBORHOOD REVITALIZATION and
- INFRASTRUCTURE IMPROVEMENT

4051 Alameda Project Description

The proposed project includes the construction of a new industrial park consisting of four buildings.

- Building 1 consists of a single story with a mezzanine that occupies approximately 115,973 total square feet and provides 123 parking spaces;
- Building 2 consists of two stories that occupy approximately 133,680 total square feet and provides 79 parking spaces;
- Building 3 consists of a single story with a mezzanine that occupies approximately 116,724 total square feet and provides 96 parking spaces; and
- Building 4 consists of a single story with a mezzanine that occupies approximately 113,743 total square feet and provides 106 parking spaces.

In total, the proposed project would occupy approximately 353,375 square feet of warehouse space, 112,745 square feet of office space, and 14,000 square feet of manufacturing space. The heights of each of the four buildings range from 37 feet to a maximum building height of 40 feet.

Consistent with the policies of the Urban Design Chapter of the Southeast Los Angeles Community Plan, the proposed project design includes the installation of shielded exterior area lighting wall packs mounted to the faces of the buildings 29 feet above the finished floor to provide nighttime light shielding for the nearest residence, a duplex located approximately 150 feet west of the proposed project site at 4015 and 4017 Long Beach Avenue West. Surface parking would be located adjacent to the front and side facades of the four proposed buildings.

The proposed project has been designed with the rear of Buildings 1 and 2 and the rear of Buildings 3 and 4 facing each other, and the remaining three faces of each building have been designed with pedestrian-scale features such as decorative concrete panels in different shades of beige with gray trim and glazing to break up the building facades, mechanical roof equipment completely screened from view, enclosure of trash areas, and operable windows on the mezzanine level. A landscape buffer would separate the public sidewalks from the parking lots, and the following street dedications would be made to the city: 5' street widening on Martin Luther King, Jr. Blvd., 8.5 street widening on the north, 12.5' street widening on the south of South Alameda Street and 22' street widening on 41st Street.

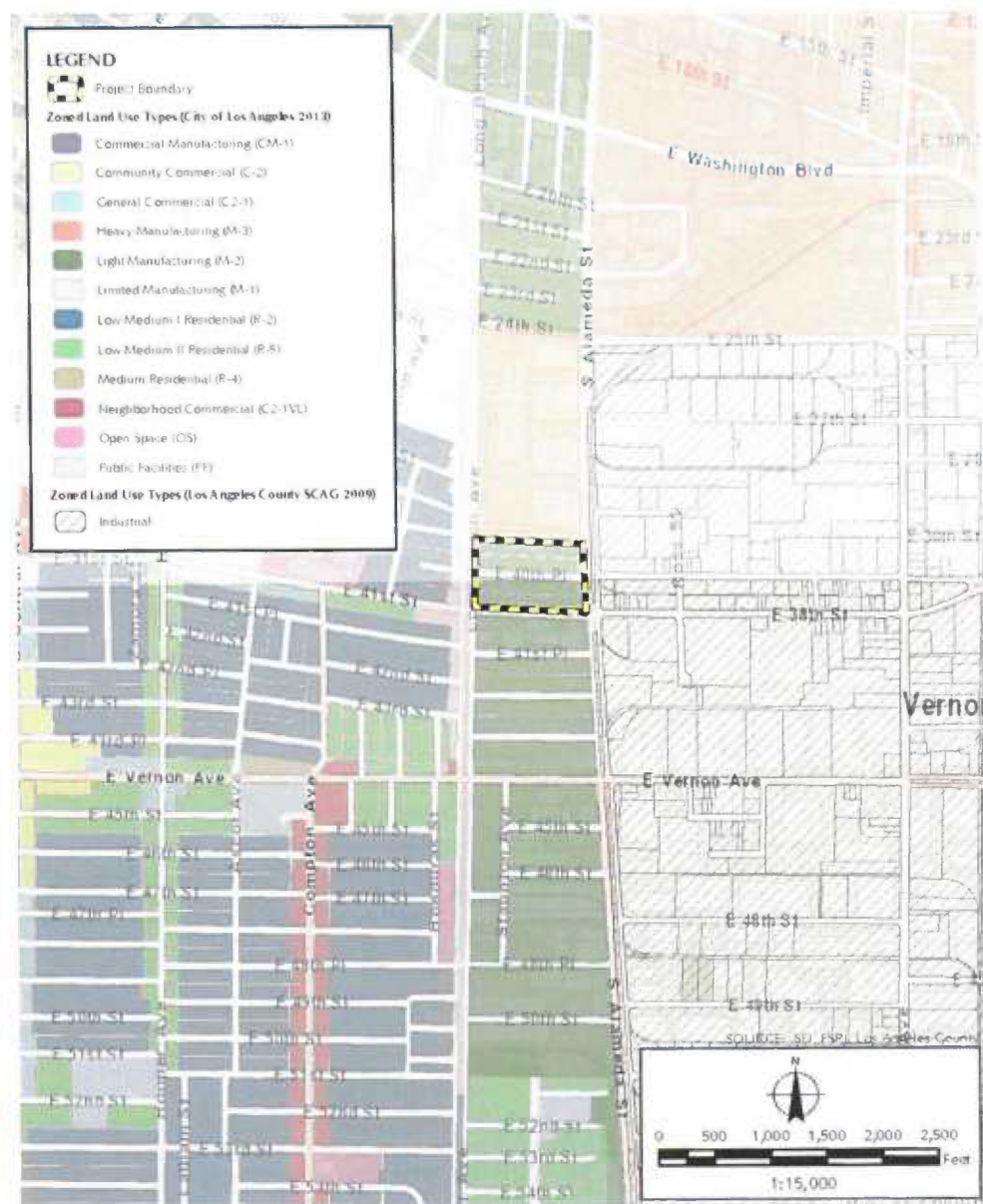
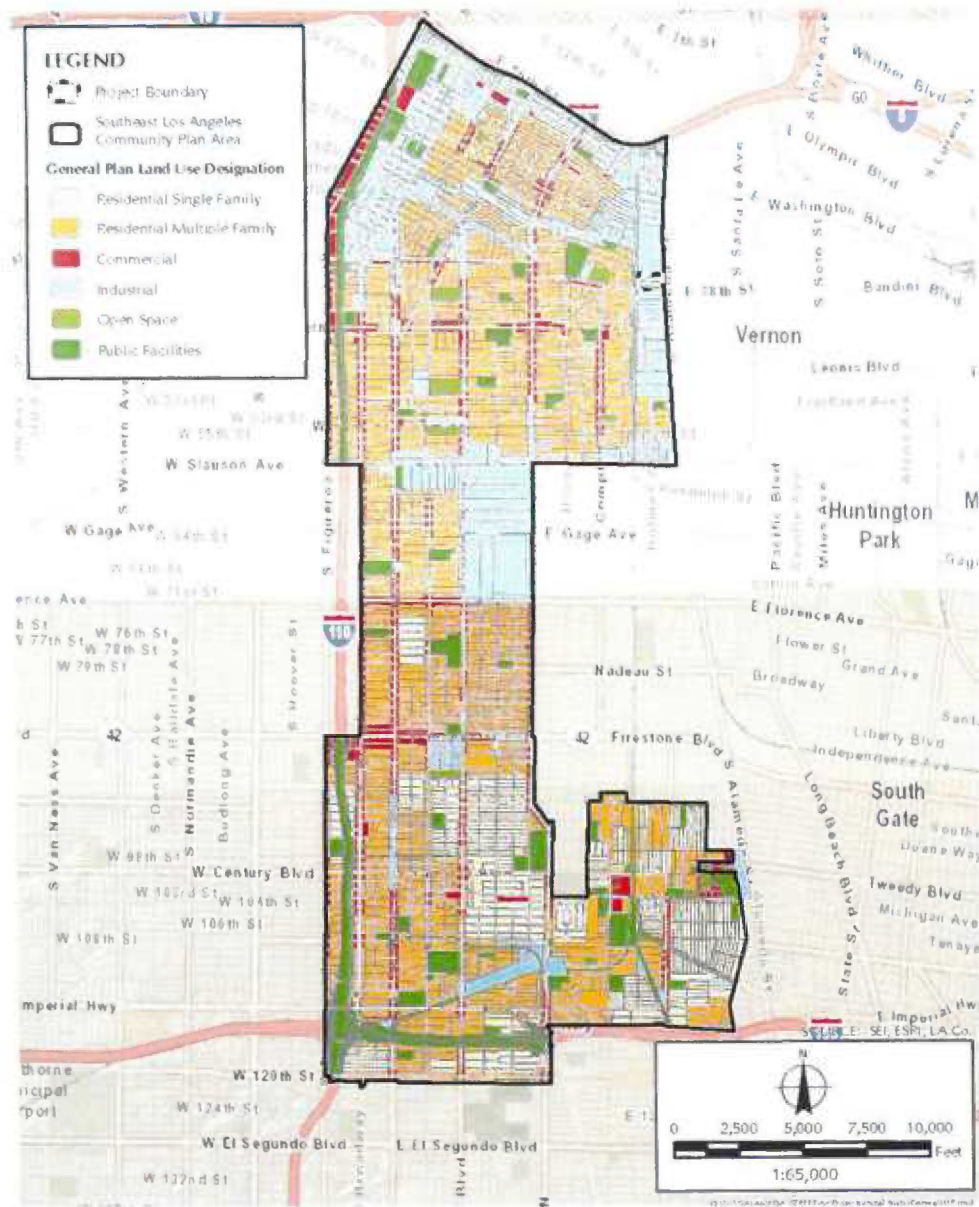
Pedestrian/vehicular conflicts would be minimized through a perimeter sidewalk with clearly defined driveways located at breaks in a continuous landscape strip.

4051 Alameda M2 Zone Description

The City of Los Angeles Zoning Ordinance designates the proposed project area as “M2-2,” Light Industrial Zone.² The purpose of the M2 zoning classification is to allow for lower-impact industrial uses such as clothing design and manufacturing, furniture design and manufacturing, packaging and assembly, warehouse/distribution, biomedical research/manufacturing, and wholesale sales.

Light industry also includes a variety of “neighborhood industrial services” that benefit from the close geographic relationship to customers, wholesalers, and related services. Such uses include animal hospitals and kennels, automobile service and painting, lumber yards and specialty construction materials.

City General Plan, Community Plan Area and Zoning



4051 Alameda Development Compliance with Community Economic Development Strategies Adopted for Southeast Los Angeles

1. Southeast Los Angeles Community Plan Adopted in 2000

INDUSTRIAL: The industrial base is a major economic asset that should be preserved and/or redeveloped to accommodate emerging technologies, thus providing an enhanced job base for the Community's population.

ECONOMIC DEVELOPMENT: The exploration and expansion of economic development opportunities are crucial elements in the revitalization and growth of the Community. Designing a comprehensive set of programs to empower local communities to capitalize on the opportunities available for economic development should be the goal of both public and private agencies.

SOUTHEAST COMMUNITY PLAN LAND USE POLICIES AND PROGRAMS:

INDUSTRIAL: The geographic location of the Southeast Community and its proximity to the historic urban core of the City has resulted in a development pattern of industrial parcels that are large in size and often have antiquated facilities and supporting infrastructure. These older industrial facilities present problems related to location close to existing residential development, the cost of cleaning up toxic soil conditions, the lack of a labor pool with appropriate skills, community perception and the flight of business from the area. In addition, the number of agencies involved in regulations over new industrial development creates barriers to the redevelopment of these older sites.

The larger industrially planned parcels, such as the Alameda Corridor, the Slauson Industrial area have considerable potential for redevelopment or a change in planned land use. However, because many industrial facilities use or have used toxic materials, industrial sites especially the larger sites often need extensive remediation before they can be used for other purposes, including new industrial uses. More importantly, industrially planned sites that abut residential development offer a significant challenge for redevelopment due to concern for any potential incompatibility between the two land uses. **Industrial uses provide needed employment opportunities and economic benefits to the community and should be encouraged when impacts to surrounding land uses can be mitigated.**

PLAN GOAL 3:

SUFFICIENT LAND FOR A VARIETY OF INDUSTRIAL USES WITH MAXIMUM EMPLOYMENT OPPORTUNITIES WHICH ARE SAFE FOR THE ENVIRONMENT AND THE WORK FORCE, AND WHICH HAVE MINIMAL ADVERSE IMPACT ON ADJACENT USES.

2. Council District 9 Redevelopment Plan Objectives Developed by Community Stakeholder Organizations and Residents

1. **Job retention and generation by supporting existing employers and attracting new employers.**
2. **Business expansion and creation of new businesses** through public and private funding and business development activities.
3. **Industrial area stabilization and expansion** by appropriate development incentives.
4. Consumer, retail shopping and entertainment outlets in the community as a result of funding and suitable commercial development sites.
5. Housing for all income levels to be provided along with the preservation of existing single-family housing stock.
6. **Job training and education programs to be expanded and partnerships formed** with regional institutions and resources.
7. The cultural heritage of the area to be preserved and promoted.
8. Improved transportation services through planning and implementation.
9. City services to be increased through planning and implementation, including but not limited to:
 - a. police protection and community relations along with public safety;
 - b. **public infrastructure repair, replacement and maintenance;**
 - c. adequate code enforcement;
 - d. **development and enforcement of urban design standards;**
 - e. updated community plan and zoning ordinances; and
 - f. **enforcement of environmental standards and cleanup.**
10. **Community facilities to be maintained and expanded** e.g. parks, libraries, senior and youth centers etc.
11. Marketing and promotion of the area's attributes and desirability.

3. Plan reCode LA: FrameWORK Economic Development

CHAPTER 7 HIGHLIGHTS

The Framework Element's fundamental economic development goals are twofold: to provide the physical locations and competitive financial environment necessary to attract various types of economic development to Los Angeles, and to encourage the geographic distribution of job growth in a manner supportive of the City's overall planning objectives.

In order to encourage economic development in Los Angeles and effectively compete for limited opportunities in an increasingly competitive national economy, the City needs to offer meaningful development incentives. This is particularly true in those areas that have historically received a less than proportional share of Citywide employment and development opportunities. Job retention and creation are directly related to enhanced economic development opportunities.

To establish a basis for addressing the interrelated goals of job creation, stimulation of citywide economic development, and the provision of development incentives in specific parts of Los Angeles, the City should adopt the following types of areas as the focus of the *Economic Development* chapter:

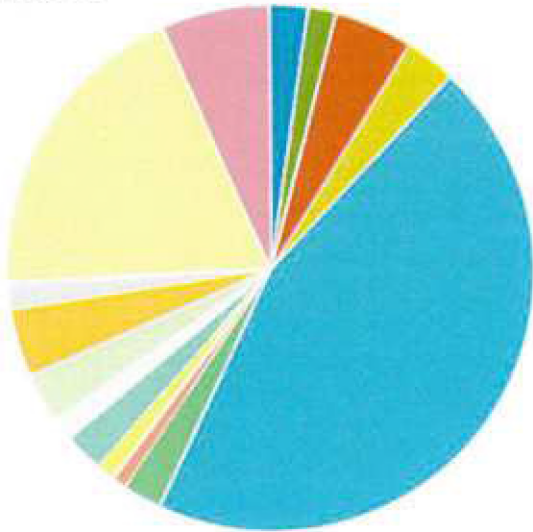
- existing commercial centers and corridors;
- existing growing industrial/business sectors;
- existing large industrial sites suitable for reuse (e.g., the General Motors site);
- emerging commercial and industrial areas, perhaps without current suitable sites (e.g., North Hollywood);

Plan reCode LA: FrameWORK Economic Development South and Southeast LA and Market Linked Areas

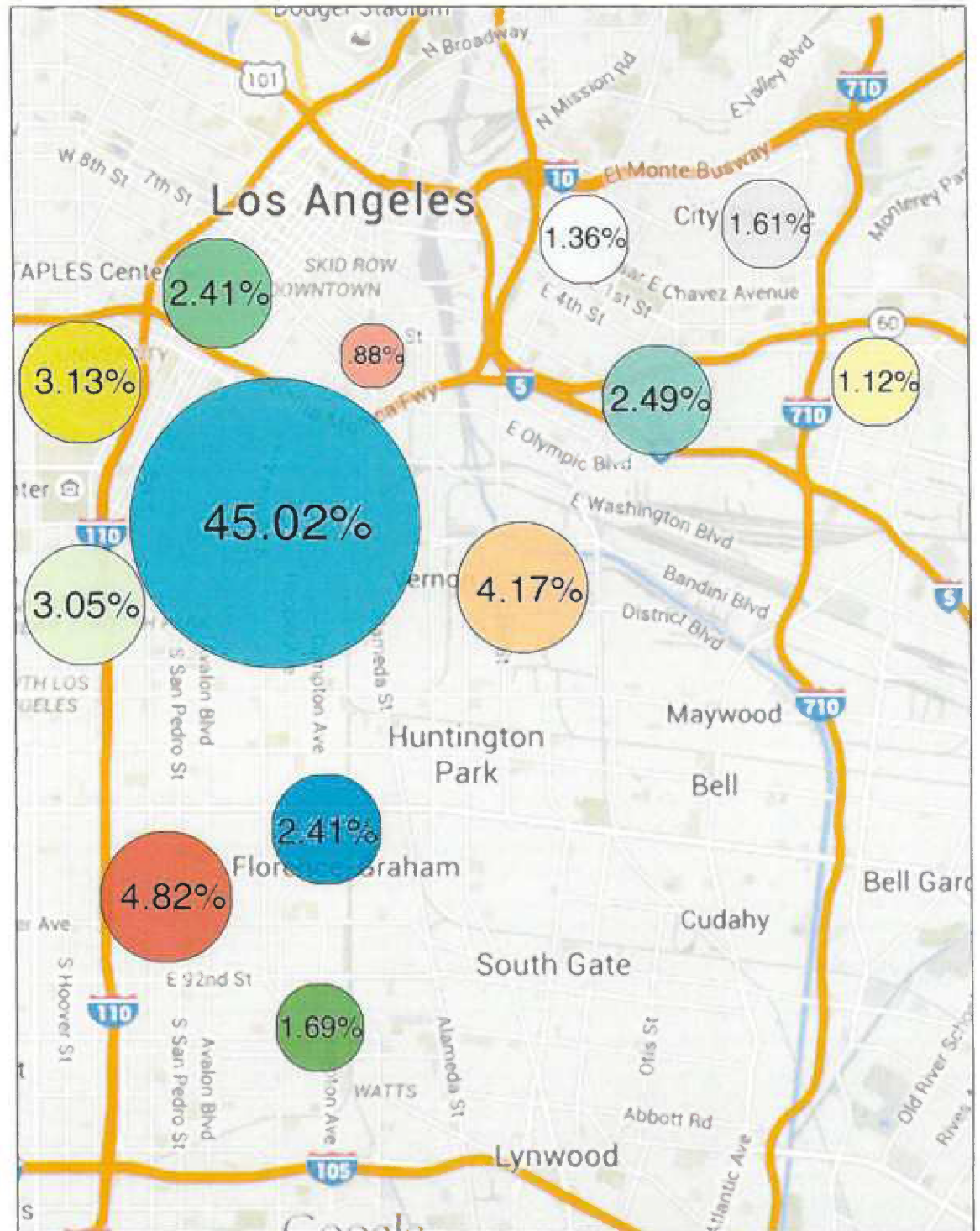
The active industrial areas of South Central and Southeast Los Angeles are yet another kind of market linked area. To ensure their longterm competitiveness and expansion, this kind of existing and growing industrial zone needs to be actively encouraged and stimulated.

Since the South Central and Southeast industrial areas adjacent to Downtown Los Angeles currently serve a growing garment industry and light manufacturing market, this means identifying the locational needs of new companies and the job training needs of the existing work force, as well as helping to meet those needs by refining existing programs or providing new, more direct forms of assistance.

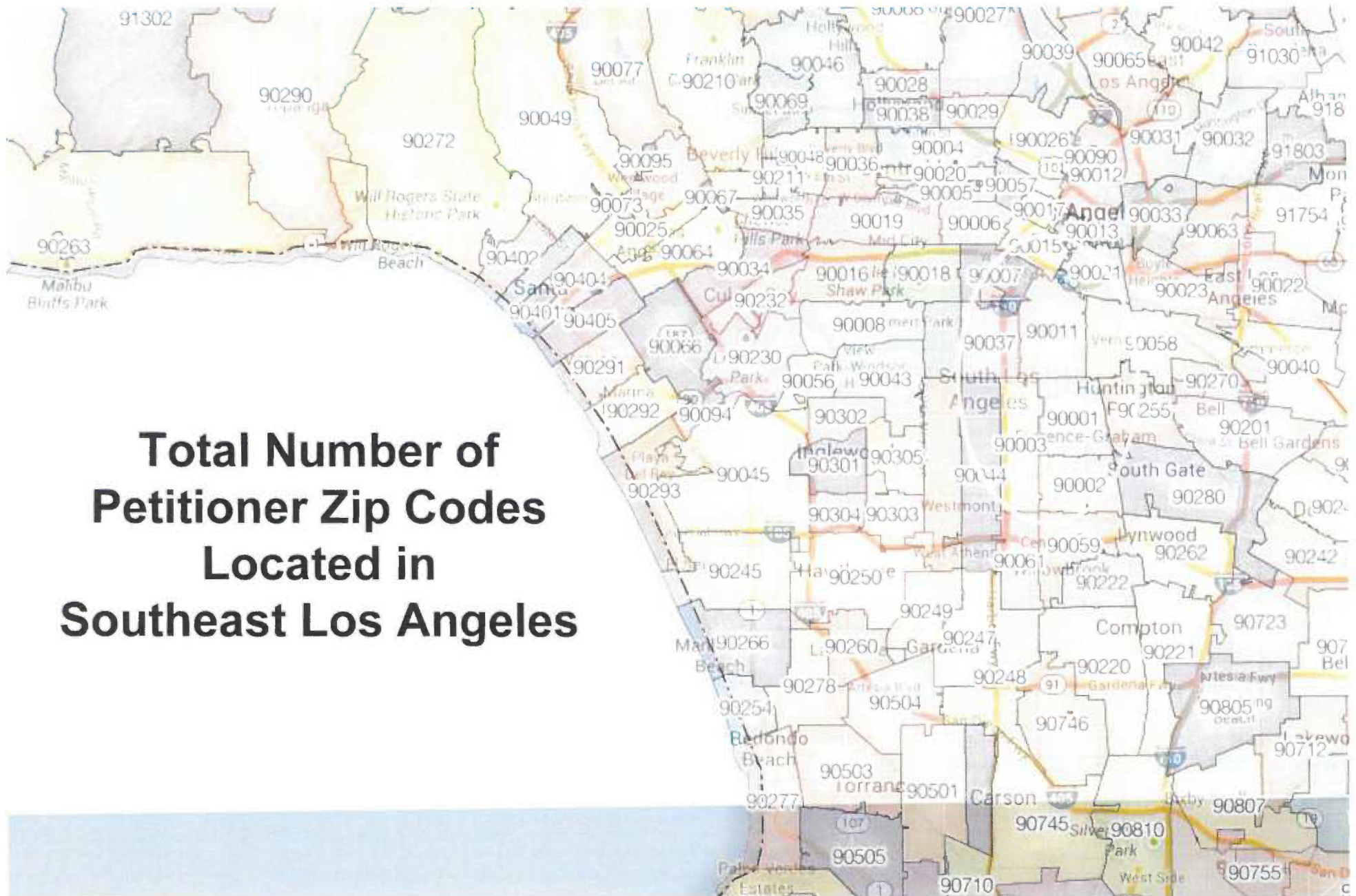
Map of 1,246 4051 Alameda Petition Support Zip Codes



90001	2.41 %	(30)
90002	1.69 %	(21)
90003	4.82 %	(60)
90007	3.13 %	(39)
90011	45.02 %	(561)
90015	2.41 %	(30)
90021	0.88 %	(11)
90022	1.12 %	(14)
90023	2.49 %	(31)
90033	1.36 %	(17)
90037	3.05 %	(38)
90058	4.17 %	(52)
90063	1.61 %	(20)
Other LA Zip Codes	19.18 %	(239)
Other City Zip Codes	6.66 %	(83)



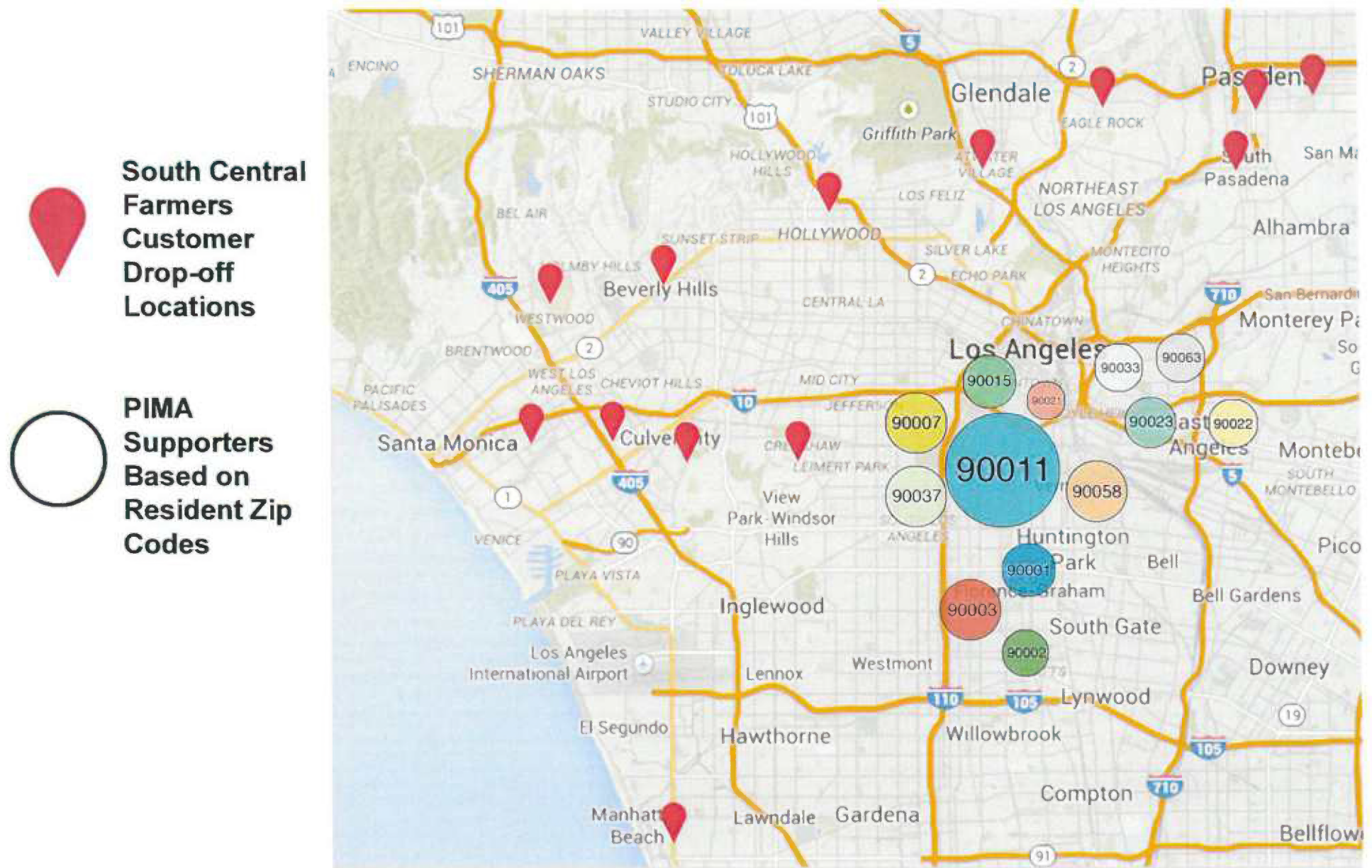
Zip Codes for the 88 Petitioners Listed in the EIR as Not Supporting the Project



Zip Code Locations for the 88 Opposing Petitioners

- Sun Valley - Los Angeles, CA 91352
- Colorado Springs, CO 80909
- Doniphan, MO 63935
- Pacific Palisades - Los Angeles, CA 90272
- Echo Park Silver Lake - Los Angeles, CA 90026
- Los Angeles, CA 90016
- Compton, CA 90221
- Valley Glen, Los Angeles, CA 91401
- Westwood, Brentwood - Los Angeles, CA 90049
- Toluca Terrace - Los Angeles, CA 91601
- Rohnert Park, CA 94928
- Venice, CA 90291
- Monterey, CA 93940
- Santa Monica, CA 90403
- **Los Angeles, CA 90007**
- Boulder, CO 80301
- Santa Monica, CA 90401
- **Southeast, Los Angeles, CA 90011**
- Westwood, Los Angeles, CA 90025
- Boise, ID 83712
- Santa Monica, CA 90405
- Eagle Rock, Los Angeles, CA 90041
- Beverly Hills, CA 90210
- Culver City, CA 90230
- Atwater Village, Los Angeles, CA 90039
- Santa Monica, CA 90404
- Wilmington, Los Angeles, CA 90744
- Brooklyn, NY 11216
- Glendale, CA 91202
- Minneapolis, MN 55409
- San Pedro, Los Angeles, CA 90731
- Mar Vista, Los Angeles, CA 90066
- Sierra Madre, CA 91024
- Sebastopol, CA 95472
- Oakland, CA 94618
- Beverly Groove, Los Angeles, CA 90048
- Louisville, KY 40206
- Apopka, FL 32703
- Long Beach, CA 90815
- Altadena, CA 91001
- Madison, WI 53716
- West Whittier, CA 90606
- New York, NY 10029
- Monterey Park, CA 91754
- Palms, Los Angeles, CA 90034
- Boyle Heights, Los Angeles, CA 90033
- Pacifica, CA 94044
- Jacksonville, OR 97530
- Bellingham, WA 98225
- Greater Hancock Park, Los Angeles, CA 90004
- Seattle, WA 98105
- Little Armenia, Los Angeles, CA 90029
- Berkeley, CA 94703
- Fountain Valley, CA 92708
- Pasadena, CA 91106
- Pasadena, CA 91103
- Sunland-Tujunga, CA 91040
- Mission Viejo, CA 92691
- Ferndale, WA 98248
- 23020 Province of Sondrio, Italy
- Sylmar, CA 91342
- Mar Vista, Los Angeles, CA 90066
- Hollywood Hills, Los Angeles, CA 90068
- Winnetka, Los Angeles, CA 91306
- Fairfax Miracle Mile, Los Angeles, CA 90036

Map Indicating the Locations of PIMA Supporters and the South Central Farmers Customer Drop-Off Locations



South Central Farmers Customer Drop-Off Locations By Name



Local Markets Developed by Community Development Corporations Serving Southeast Los Angeles That Are Providing Fresh Fruits and Vegetables to the Residential Community Surrounding the PIMA Site



Developed in Honor of Juanita Tate
Co-Founder of Concerned Citizens of South Central LA
944 E. Slauson Avenue, Los Angeles, 90011



Family Farm Market
4322 S. Central Avenue, Los Angeles, 90011



Superior Market Development as First Floor Retail of New
Affordable Housing @ 2000 S. Central Avenue, LA 90011



New Affordable Housing and Grocery Store Space
Developed by Meta Housing Corporation on the Corner
of Central Avenue and Adams Boulevard, LA 90011



Central Avenue Farmer's
Market Sponsored by
Sustainable Economic
Enterprises of Los Angeles
@
4301 S. Central, LA 90011

OTHER LOCAL MARKETS

Jae's Market
3323 Hooper Avenue
Los Angeles, 90011

Raquel's Produce
4501 Alameda Street
Vernon, 90058

La Mexicana Market
4800 Compton Avenue
Los Angeles, 90011

Mi Rancho Market
4881 Compton Avenue
Los Angeles, 90011

Belen Mini Market
4314 Ascot Avenue
Los Angeles, 90011

Numero Uno Market
701 E. Jefferson Blvd,
Los Angeles, 90011

Superior Grocers
6010 Pacific Blvd.
Huntington Park, 90256

El Super
1301 E. Gage Avenue
Los Angeles, 90001

Food 4 Less
6920 Santa Fe Avenue
Huntington Park, 90255

Martha's Mini Market
4122 Hooper Avenue
Los Angeles, 90011

PIMA Alameda Partners are Stakeholders, Employers and Property Owners in Southeast Los Angeles

- Stakeholders for 15 plus years operating businesses along the Long Beach and Alameda Industrial Corridors.
- Exemplary investors in quality industrial buildings and infrastructure.
- Leaders in the growth and redevelopment of the Southeast Los Angeles job creating industrial core.
- Creators of manufacturing and design industry jobs which directly benefit local residents. The 4051 Alameda Project will retain existing jobs and create new jobs adding to the largest manufacturing sector in the United States.
- Catalyst for creation of indirect jobs in several Los Angeles based industries including design companies, textile companies, online and store based retail, delivery services, inventory software management companies and shipping.

PIMA Alameda Partners, LLC Economic Development Project



ALAMEDA INDUSTRIAL PARK

PIMA Alameda Partners Community Investments

- Park Infrastructure Enhancement Plan for 3 Local Parks (Ordinance: 181949):
 - Provided \$3,573,365.00 for recreational facilities and programs within the vicinity of the property.

Fred Roberts Park

New playground equipment

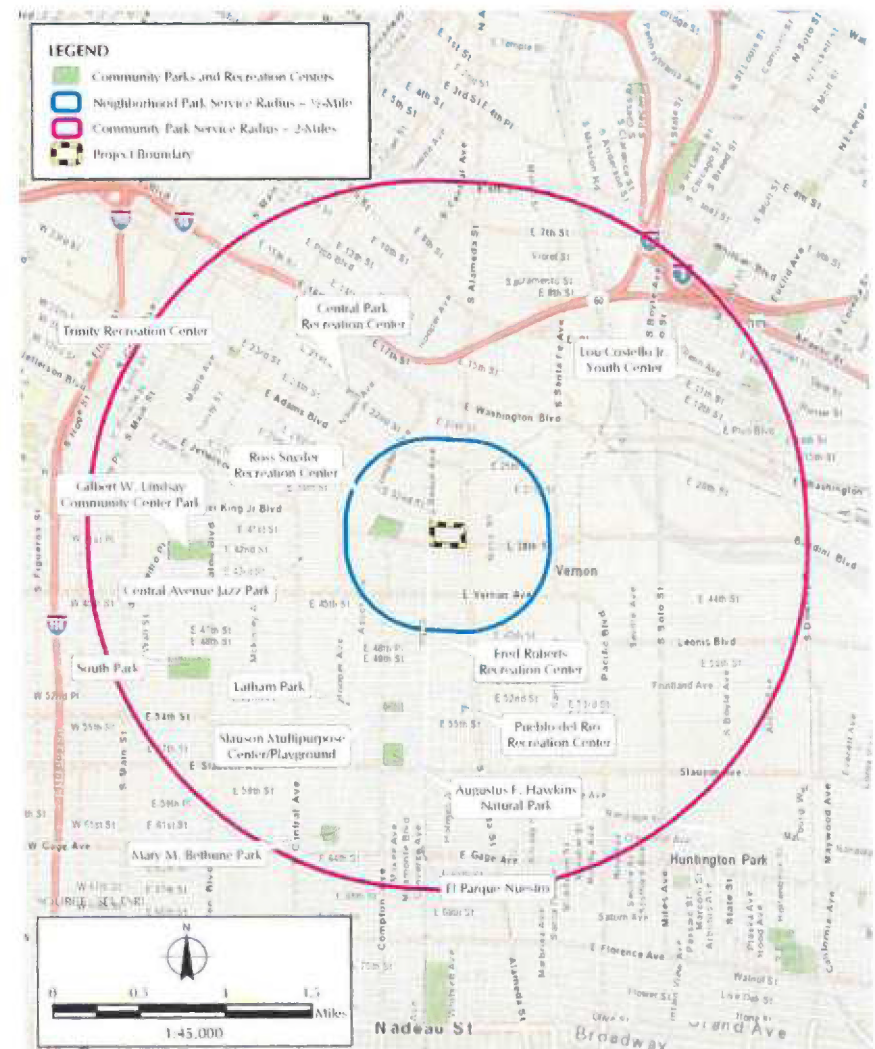
Ross Snyder Park

Recreational programming

Pueblo Del Rio

Upgraded recreation center

- \$2 million financial support for the LA River Master Plan Project
- \$250,000 for job training and social enterprise development
- Funding for construction job training and placement



PIMA Alameda Partners, LLC

Developer Project and Brands

POETRY
clothing



A retail manufacturer and distributor of women's fashion serving thousands of local and online retail companies.



PIMA Alameda Partners, LLC

Developer Project and Brands



With over 16 years of experience, Impact Manufacturing specializes in garment-dye full package programs. Our business is operated in a vertical model with direct management of supply chain raw materials, colors, and textures. Our clients come from a broad range of styles from the sophisticated jean companies like True Religion and 7 For All Mankind to chic designs of Barney's New York.

We are proud to produce high quality **MADE IN AMERICA** garments!





PIMA Alameda Partners, LLC

Developer Project and Brands

Miss Me
www.missme.com



Established as an all-American women's fashion brand in the Spring of 2001, Miss Me® celebrates the shining spirit of women of every age through quality denim and apparel. From denim and sportswear, accessories and outerwear, Miss Me®'s incomparable products personify why it's fun to be a girl.

Miss Me® Girls is a line of fun, playful and functional designed tops, bottoms and dresses for the young fashionista. Miss Me and Miss Me Girls can be found in thousands of specialty boutiques and major retailers across the US such as Macy's, Dillard's, Nordstrom, Belk, Von Maur and Buckle.





PIMA Alameda Partners, LLC

Developer Project and Brands

active usa
www.activebasicusa.com



Active Basic USA began as a fabric company 27 years ago dedicated to providing the local market with the highest quality materials available. Located in Los Angeles since 1989, Active has evolved into one of the world's primary providers of women's and junior's apparel.

The company's solid reputation and success can be credited to a fundamental focus on exceeding customers' expectations in quality, design, and cost. Active's main mission continues to simply be a consistent provider of premium yet affordable clothing for everyday wear.

PIMA Job and Economic Development Partners

Serving the Southeast Los Angeles Community

- **Urban Design Center**, www.urbandesigncenter.com - Will facilitate small and disadvantage business contract participation in PIMA construction opportunities and help develop social enterprise ventures in retail design, manufacturing and merchandising.
- **PVJobs**, www.pvjobs.org - Will provide local hire job training, job readiness and placement for PIMA construction job opportunities.
- **Coalition for Responsible Community Development and Trade Tech WorkSource Center**, <http://www.coalitionrcd.org/what-we-offer/for-job-seekers/> - funded by the City of Los Angeles Economic & Workforce Development Dept.- Will provide local hire job training, job readiness and placement for PIMA operations job opportunities.
- **CRCD Enterprises, Inc.** – www.crcdent.com - Currently providing site clean-up contract work for PIMA. Will bid on several PIMA construction trade and facility maintenance opportunities.
- **Institute for Maximum Human Potential** – www.imhp.org - Will host an on site pop-up produce organic market. IMHP's partnership with PIMA will also include their sister organization, **Community Economic Development Corporation** - A social enterprise that will provide solar energy solutions, job training and local manufacturing of solar energy panels.

NOTE: Urban Design Center is working with PIMA Alameda Partners to pursue additional partnerships with Southeast Los Angeles organizations in order to ensure that the project's local hire objectives are met.

July 17, 2016

Jordann Turner
City of Los Angeles, Deputy Advisory Agency
City Hall
200 N. Spring Street, 7th Floor
Los Angeles, CA 90012

Date: 03/07/2017
Submitted in PLUM Committee
Council File No: 16-141-51
Item No. 7
Deputy: Comm. from Public

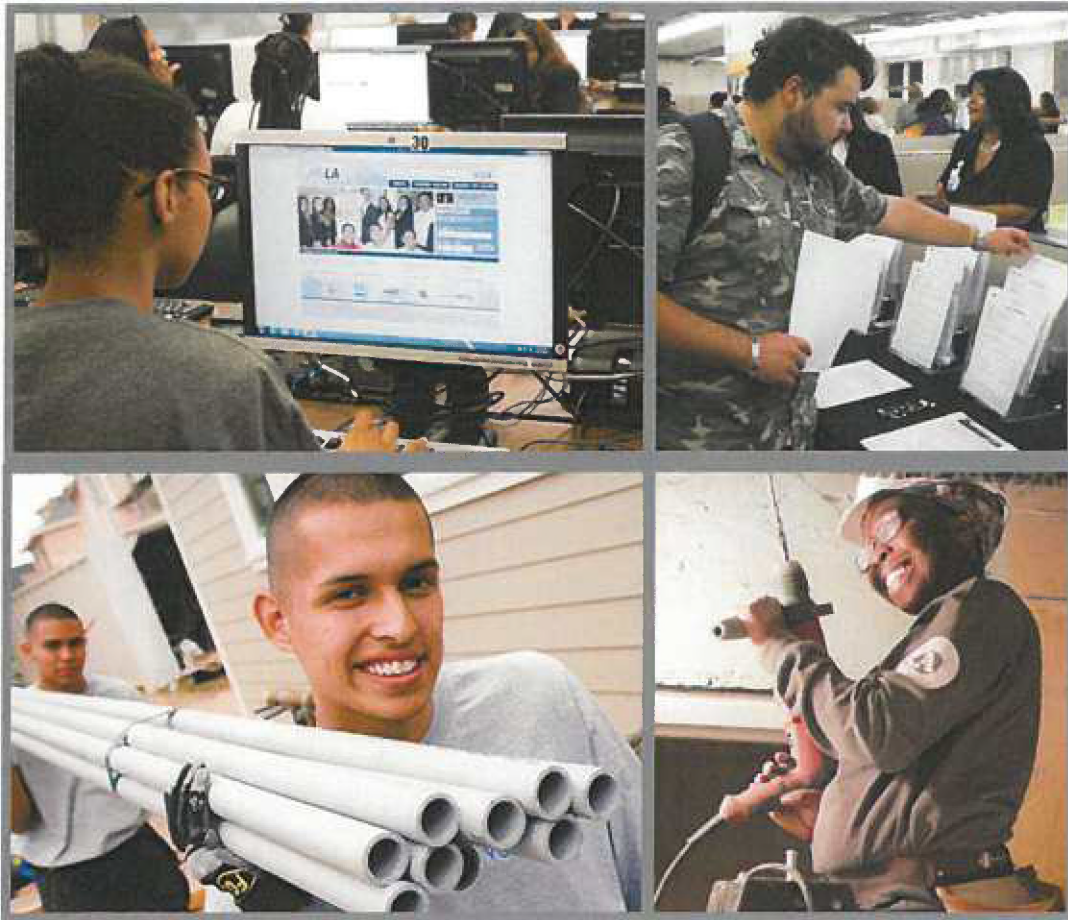
Re: Letter of Support for PIMA Alameda Partners, LLC
Case Numbers. AA-2012-919-PMLA; DIR-2013-887-SPR

We are writing this letter to confirm that our organization, Coalition for Responsible Community Development (CRCD), will provide job readiness, training and placement services for each the PIMA Alameda Partners, LLC companies, Poetry, Impact, Miss Me and Active USA (PIMA). CRCD provides services to job seekers on behalf of businesses at our Vernon-Central/LATTC WorkSource Center located at LA Trade Technical College, 400 W. Washington Boulevard, Redwood Hall, Los Angeles, CA 90015. The program is, in part, funded by the City of Los Angeles Economic Workforce Development Department to provide:

- **Free job listings**, referral information, phone banks, computer access and workshops
- **No-cost advertising of open positions**
- **Customized training for staff**, interview rooms, and information for businesses affected by plant closures or layoffs
- **Customized recruitment** to help quickly fill multiple positions
- **Candidate screening** and/or testing to assure only qualified workers apply for positions
- Facilities for conducting both **one-on-one and group interviews**
- **On-the-job and pre-employment training** to provide workers with the skills necessary for employment

When job seekers come to the WorkSource Center, they have the ability to:

- **Search** our Job Board for immediate openings with local employers
- **Free Internet Access, Computers, Printers, and Communication Tools** are available to help broaden your search, research employers, create your resumé and cover letter and prepare for an interview including phone, fax and copy machines
- **Workshops** designed to help you improve your job hunting, interview and resume skills
- **One on One Interview Preparation** with one of our qualified staff members
- **Laid-Off Workers Resources:** The Vernon-Central WorkSource Center offers workshops to help laid-off workers get back to work. Whether you are considering new career opportunities or looking for a position within an industry in which you are experienced, the WorkSource Center can provide you with the tools necessary to stay competitive in today's job market.
- **Attend Job Fairs/Recruitments:** The Vernon-Central WorkSource Center hosts Job Fairs and Recruitments throughout the year. These services are free of charge for job seekers and offer access to potential employers as well as the opportunity to interview and gain employment on the spot.



For the PIMA companies, CRCD will:

- Outreach to residents living within 1 mile of the PIMA property as the priority target population and additionally outreach to residents living more than one mile, but within 3 miles of the property and to all other City of Los Angeles residents who reside in a census tract with high unemployment rates as well.
- Provide industry specific job training in clothing design, manufacturing and warehousing, and
- Track responses to job openings and the number of low income residents hired to ensure that 50% of the new jobs created by the PIMA companies are provided to residents living within the targeted zip codes or in Los Angeles census tract with high unemployment rates.

CRCD has established an excellent track record in local hire placement having placed ----- Southeast and South Los Angeles residents in jobs over the past ---- years. Some of the businesses we are currently providing job placement services for include: -----, Our success is enhanced by our local presence in the Southeast Los Angeles community. Our youth training and community development offices are located at ----- and our social enterprise sister organization, CRCD Enterprises, Inc. is located at -----.

Coalition for Responsible Community Development (CRCD) was founded in 2005 when a group of community leaders banded together in response to the opportunities and challenges faced by young people in South LA's Vernon-Central neighborhood. Co-founders included Mark A. Wilson, Ruth M. Teague, Noemi Soto, Fernando Miranda and Hugo Ortiz. From 2005 to 2006, the Los Angeles Conservation Corps provided fiscal sponsorship to CRCD. ***Our mission is to better sustain, coordinate and improve local planning, development and community services that address the needs of low-income and working-class residents and small businesses in South Los Angeles.***

With an intentional focus on young people age 18-24, particularly Black and Latino youth, CRCD has been dedicated, for a decade, to improving the quality of life in South LA's Vernon-Central neighborhood. CRCD began with one contract — to provide graffiti abatement on behalf of the City of Los Angeles. While we still do graffiti abatement through our sister organization, CRCD Enterprises, Inc., that work soon evolved into training and work experience for unemployed youth and young adults. Today, we provide education, career preparation, jobs, housing, support services, and business assistance, and we launched a social enterprise. CRCD Enterprises, Inc. (<http://www.crcdent.com>) has expanded as well to a **professional facilities management & property maintenance company** for commercial and industrial properties providing services including:

- Professional decorative painting & graffiti removal as a fully insured and licensed painting company established in 2012. Clients include **PIMA Alameda Partners, Inc.** for lot cleaning, a City of Los Angeles Clean & Green contract to provide graffiti removal, sidewalk power washing, trash removal and bulky item pick-up throughout Council District 9 and a contract with the Central Avenue Historic Business Improvement District (CAHD) to provide street cleaning services.
- Concrete and landscaping services for streetscape and site improvements. Clients include the City of Los Angeles Department of Public Works Office of Community Beautification.

CRCD Enterprises will bid on the construction and facilities maintenance opportunities made available from the new development of the PIMA facilities which could make it possible for our organization to provide several job opportunities for local young adult residents.

In addition to the development of jobs for local residents, CRCD develops and operates rental housing for youth and young adults, families, seniors, individuals with special needs, and other low-income households. Many of our buildings have CRCD staff on-site to provide support services if needed.



Housing and Real Estate Portfolio

CRCD, in collaboration with partners, has partnered in a combined investment of \$103 million in South LA housing and real estate, including 318 units of affordable housing, plus community space for support services, youth programs, a homeless youth drop-in center, a community garden, and commercial space for our social enterprise. A few of our real estate partners include Little Tokyo Service Center, Clifford Beers Housing and Thomas Safran & Associates.

CRCD has a special focus on permanent supportive housing for youth and young adults, as well as individuals with special needs. In addition to an apartment and a lease without a time limit, residents have access to CRCD staff members on-site for support services. Permanent supportive housing is a best-practice championed by the Corporation for Supportive Housing.

We also offer affordable housing for families, seniors, and other low-income households at sites such as the Dunbar Village and others. CRCD has a team of Service Coordinators, with social work expertise, who provide on-site support services at our permanent supportive housing complexes. We also collaborate actively with community organizations such as All Peoples Community Center to bring in services for residents at our other buildings. Two of CRCD's housing complexes are historic buildings listed on the National Register of Historic Places:

- [Historic Dunbar Hotel](#), built in 1928 by John and Vada Somerville (now co-owned by CRCD and Thomas Safran & Associates, providing affordable housing to elders in the community)
- [Historic 28th Street YMCA](#), designed in 1926 by architect Paul R. Williams (now co-owned by CRCD and Clifford Beers Housing, providing affordable housing and youth services as the 28th Street Apartments and VCN YouthSource Center)



Photo courtesy of Eric Staudenmaier

We also operate the CRCD Academy which helps residents earn a high school diploma and go to college. We enroll new students age 16-24 every 5-8 weeks. Our high school program is located on campus at LA Trade Technical College. All incoming students co-enroll at the College, so our students have access to College courses plus the College library, computer lab, and many other resources. At CRCD Academy, we focus on project-based learning and we offer an expedited path to earn an accredited high school diploma with the YouthBuild Charter School of CA. Our students get involved in community service, leadership, and career preparation, and we have a Youth Policy Council – run by students, for students.

Lastly, every summer, CRCD co-hosts the Center Avenue Jazz Festival, in partnership with Los Angeles City Councilman Curren D. Price Jr., Ninth District. This free event brings live jazz to the community – all day Saturday and Sunday, on the last weekend of July. Upwards of 35,000 Angelenos join the fun to celebrate the legendary jazz history of Central Avenue, and enjoy a variety of food and art vendors. We employ local youth to facilitate the management of the Jazz Festival each year.



We hope this overview of our core services provides insight into our commitment to serving the youth and residents in the Southeast and South Los Angeles communities and to ensuring that residents are the beneficiaries of any local economic development opportunities. Please do not hesitate to contact me should you have questions regarding our proposed services for the PIMA Alameda Partners companies. I can be reached at 323-----.

Sincerely,

Grant Sunoo
Interim Executive Director

cc: William Lamborn, Los Angeles Planning Department
Jenna Monterrosa, Los Angeles Planning Department