



Housing Authority of the City of Los Angeles

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Authority Announces Master Developer for Public Housing Redevelopment Project

LOS ANGELES – The Housing Authority of the City of Los Angeles (HACLA) today announced the Board of Commissioners voted to enter into a 90-day negotiation with The Michaels Organization and BRIDGE Housing Corporation in order to negotiate a Master Developer agreement.

“The effort to redevelop Jordan Downs began in 2008 with the formation of the Jordan Downs Community Advisory Committee (JDCAC); the group made up of stakeholders and residents that have worked to help draft the plan for the new community,” said Interim President and CEO, Doug Guthrie. “The next step is for a development team with a proven track record of successful public housing redevelopment to implement the plan.”

"This is an exciting moment for Watts and the residents of Jordan Downs," said Los Angeles Mayor Antonio Villaraigosa. "The selection of two nationally recognized industry leaders to move forward on the master plan development is a key step in modernizing and expanding the affordable housing options to residents who have waited a long time for needed quality of life improvements."

On January 10, 2012, an independent evaluation panel made up of Jordan Downs residents, representatives from the City of Los Angeles and HACLA unanimously voted to recommend The Michaels Development Company/BRIDGE Economic Development Corp. team as the Master Developer for the project.

“The Michaels Organization and BRIDGE Housing are industry leaders in developing affordable housing,” said Board Chair Mitchell Kamin. “This vital initiative will lead to increased quality of life for our residents and help bring new economic opportunities to the area. We are pleased to be able to continue making progress in this historic effort to significantly improve public housing in Los Angeles.”

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“The Jordan Downs Community Advisory Committee has spoken and we hear them loud and clear. This will be a new and exciting chapter for Watts.” said Councilmember Joe Buscaino.

“I would like to commend HACLA for making the Jordan Downs project a priority,” said state Assemblyman Isadore Hall, III. “We are already seeing positive results from the implementation of the human capital plan, with residents actively participating in groups such as the Motivated Mothers of Jordan Downs and Project Fatherhood. This project will increase the quality of life for residents and bring about a sustainable neighborhood that generations can enjoy.”

“We are proud to be selected and look forward to working with the Housing Authority, our partner BRIDGE Housing, the City of Los Angeles, and all the stakeholders in the neighborhood to transform Jordan Downs into a modern, vibrant community that serves families with a variety of incomes and that offers the supportive services that enhance people’s lives,” said Robert Greer, President of The Michaels Development Company.

“We are eager to move forward on realizing the vision for Jordan Downs,” noted Cynthia A. Parker, President and CEO of BRIDGE Housing.

The Michaels Organization

The Michaels Organization is a family of companies dedicated to excellence in affordable, mixed-income, student, and military housing. Michaels Development Company is the number-one ranked privately held affordable housing developer in the country and a leading HOPE VI developer, having worked with 20 public housing authorities on large-scale transformations of distressed public housing into modern, sustainable, mixed-income communities affordable to families with a variety of incomes. Michaels’ sister company, Interstate Realty Management, is an award-winning property and asset management company offering nationally acclaimed social services. Learn more at www.TheMichaelsOrg.com

BRIDGE Housing Corporation

BRIDGE Housing Corporation, the leading nonprofit developer of affordable housing in California, creates and manages a range of high-quality, affordable homes for working families and seniors. Since it was founded in 1983, BRIDGE has participated in the development of over 13,000 homes serving more than 35,000 Californians. For more information, visit www.bridgehousing.com.

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