



Housing Authority of the City of Los Angeles

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HACLA Announces Release of a Request for Qualifications for a Master Developer for Jordan Downs Redevelopment

Los Angeles – Today, the Housing Authority of the City of Los Angeles (“HACLA”) announced the release of a Request For Qualifications (“RFQ”) for a Master Developer to redevelop the Jordan Downs public housing community in the Watts area of Los Angeles (“Jordan Downs”).

HACLA invites Statements of Qualifications from private for-profit and/or non-profit developers or developer teams to become the Master Developer and to partner with HACLA in its redevelopment efforts to create a high quality, vibrant, mixed-used, mixed-income, and environmentally sustainable urban community.

Upon selection, HACLA will enter into a 90-day Exclusive Negotiation Agreement (ENA) with the selected Master Developer, during which period HACLA will negotiate a Master Development Agreement (MDA) with the Master Developer for the approval of the U.S. Department of Housing and Urban Development. HACLA will be assisted in negotiations by its third party consultants including the Boulevard Group and CSG Advisors.

Master Developer responsibilities will include, but are not limited to, infrastructure and utilities planning, site preparation, environmental engineering and remediation, the identification of users, and the potential building of product for tenants. The Master Developer will also be responsible for managing the development and dispositions of the site from planning refinement to final build-out, overseeing site preparation, infrastructure development, community facilities, financing, marketing and asset management.



Proposals will be accepted at the Housing Authority of the City of Los Angeles, 2600 Wilshire Blvd., Los Angeles, CA until 2:00 p.m. (Pacific Standard Time) on November 4, 2011. Offers received after this date and time will be considered late and, at the sole discretion of HACLA, may be rejected without consideration.

A pre-proposal conference to discuss the RFQ, answer questions and tour the Jordan Downs community will be held on September 28, 2011 at 10:00 a.m., in Jordan Downs Community Center, located at 2101 E. 101st Street, Los Angeles, CA 90002. Instructions for preparing your proposal and key dates are contained in the RFQ and will be available at www.hacla.org/ps starting September 7, 2011. Copies of the RFQ can also be obtained from Authority's General Services Department, located at 2600 Wilshire Blvd., Los Angeles, CA 90057.

BACKGROUND

Under the leadership of Mayor Villaraigosa, Congresswoman Maxine Waters, former Councilwoman Janice Hahn, Jordan Downs is the first public housing development to be redeveloped in Watts and is a cornerstone of the Mayor's "Housing that Works" Plan. HACLA has worked closely with Jordan Downs residents, elected officials, various community stakeholders and world class designers to prepare a Community-Based Master Plan, reflecting the best qualities of an integrated urban village.

HACLA is currently processing a Specific Plan for Jordan Downs in connection with annexing certain adjacent property into the City of Los Angeles for inclusion in the comprehensive redevelopment of Jordan Downs. Once adopted by the Los Angeles City Council and the Mayor, the Specific Plan will govern redevelopment of Jordan Downs and the newly-annexed adjacent properties.

The Jordan Downs Plan includes up to 1,800 new homes, much needed neighborhood-serving retail, parks and a community center. The Community-Based Master Plan emphasizes the expansion of open spaces and natural resources, the reduction of energy and water use, and a pedestrian-oriented transit design. This new vision promises to serve as a catalyst for the economic and social enhancement of the greater neighborhood of South Los Angeles.

The redevelopment of Jordan Downs includes a comprehensive human capital plan, titled "Family 1st" that will provide family support, education, health & wellness, job training and community programs to empower children, youth and families towards self-sufficiency. The goals of Family 1st include positively transforming the quality of life for residents and the broader community by connecting residents to economic and human capital resources to increase family economic and academic success.

Consistent with these goals, HACLA has created Kids Progress, Inc ("KPI") to support Family 1st through fund raising and partnerships with other community nonprofit organizations to help ensure that high risk children and youth living in Jordan Downs and other public housing developments receive the full social, health, educational and work opportunities to which they are entitled.

HACLA continues to implement its human capital plan and is currently offering many resources to residents via its Motivated Mothers, Project Fatherhood, Youth Development, Health and Wellness, and Workforce Development programs.

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