

# United Neighbors In Defense Against Displacement

## UNIDAD • UNITY

### Media Advisory

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### ***South Central LA Residents Demand Equitable Transit-Oriented Development***

*Luxury Housing Complex along Blue Line Would Worsen Displacement Pressures*

**LOS ANGELES** – Residents are coming together at the site of a proposed luxury housing complex along the Blue Line to raise the voices of the thousands of families that are homeless or at risk of displacement and in need of affordable housing in South Central Los Angeles. A proposed 160-condominium project, the Grand Metropolitan, is the first of a wave of developments seeking to capitalize on the area’s proximity to Downtown Los Angeles and the Blue Line. The proposed Grand Metropolitan Project targets university students and young professionals with market rate rentals and/or condo ownership, with no plan to invest in affordable housing, local jobs or community-serving retail space. Local residents and members of the UNIDAD coalition have created a vision for “development without displacement” along the Blue Line and other gentrifying areas of South Central. The community calls on the City of Los Angeles and developers to work with UNIDAD to ensure new development lives by the Equitable Development Principles created by residents. A core objective for all new development must be to address the ongoing gentrification and displacement in neighborhoods where decades of disinvestment has been the norm. Historic South Central is one of the epicenters of overcrowded slumhousing conditions; but with the community in the lead, UNIDAD seeks to create “Better Neighborhoods, Same Neighbors.”

#### **About UNIDAD**

The United Neighbors in Defense Against Displacement (UNIDAD) coalition is the product of a longstanding community collaborative, active since the early 1990s, that was formed to prevent the displacement of residents in South Central Los Angeles and to improve the health and economic well-being of low-income communities of color through responsible development. Members of UNIDAD include Strategic Actions for a Just Economy (SAJE), Esperanza Community Housing Corporation, T.R.U.S.T. South LA, Community Development Technologies (CD Tech), St. Francis Center, St. John’s Well Child & Family Center, as well as over a dozen other community and environmental organizations, faith based groups, and small business partners. UNIDAD has helped create and implement community benefit agreements in which developers commit to provide community-serving investments and opportunities valued at tens of millions of dollars — such as a community health center, funding for parks, affordable housing, and local jobs programs — that are fundamental to the safety and health of local community members.

**WHAT:** South Central Los Angeles residents demanding development without displacement

**WHEN:** Wednesday, November 19 2014. 5:00pm-6:00pm

**WHERE:** Washington Blvd/Grand Avenue, across from Grand/LATTC Blue Line station

**WHY:** Working class tenants are being priced out of Los Angeles and the City doesn’t have a plan to preserve neighborhoods and invest in working class families. Equitable development along transit corridors is an opportunity address housing affordability, economic opportunity and climate change.

**WHO:** The United Neighbors in Defense Against Displacement (UNIDAD) coalition.

**Media Visuals:** Protest signs. Tenants available for interviews.

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