



## Central Avenue Historic

Business Improvement District

*Serving Properties on Central Avenue from  
Vernon Avenue to Washington Boulevard*

Established in 2016

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4301 S. Central Avenue, Los Angeles, CA 90011 | 323-230-7070 | [www.centralavenuehistoricdistrict.org](http://www.centralavenuehistoricdistrict.org)

May 17, 2016

Heather Bleemers  
Department of City Planning  
200 N. Spring Street, 7<sup>th</sup> Floor  
Los Angeles, CA 90012

Re: Vesting Tentative Track Map No. 74151

Dear Ms. Bleemers:

On April 6, 2016, the Central Avenue Historic Business Improvement District (CAHD) voted to approve the Hollywood Community Housing Corporation's (HCHC) Florence Mills affordable housing development located at 3501-3515 S. Central Avenue, 1036-1060 E. 35<sup>th</sup> Street and 1037-1047 E. Martin Luther King, Jr. Boulevard and the Paul Williams Apartments affordable housing development located on the Angeles Funeral Home site at 1010 E. Jefferson Boulevard @ Central Avenue.

The Board is particularly supportive of the inclusion of new commercial retail space on Central Avenue in the Florence Mills development and HCHC's plan and commitment to historically preserve the significant elements the Angeles Funeral Home and pay homage to the noted Paul Williams Architect in their adaptive reuse design of 1010 E. Jefferson Boulevard for much needed affordable housing.

As part of its mandated service to the formed business improvement district to help expand the availability of off-site parking for small retail businesses along Central Avenue, CAHD will implement a Parking Demand Management assessment of the street parking around the two development projects to facilitate an alternative curb striping layout, removal of parking time restrictions and installation of diagonal parking near the sites where feasible. Such efforts will help to adequately address concerns for parking demand near the proposed developments.

Additionally, CAHD supports HCHC's efforts to install a Peoples Street on 35<sup>th</sup> Street between the two developments. A Peoples Street will create an engaging public space that will advance the efforts to provide access to the cultural arts for local residents and enhance the quality of open space along Central Avenue.

Please feel free to contact CAHD at 323-230-7070 or [bid@centralavenuehistoricdistrict.org](mailto:bid@centralavenuehistoricdistrict.org) should you require additional information.

Sincerely,

Vivian Bowers  
President