



# Community Strategies in Gentrifying Neighborhoods: A Los Angeles Perspective

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An aerial photograph of a residential neighborhood in Los Angeles, California. The scene shows a dense cluster of multi-story apartment buildings and houses, interspersed with green trees and shrubs. In the foreground, a street intersection is visible with several cars parked or driving. The background features a hazy, mountainous landscape under a clear sky. The text "Frogtown, Los Angeles, CA" is overlaid in the center of the image in a white, serif font.

# Frogtown, Los Angeles, CA

51 miles

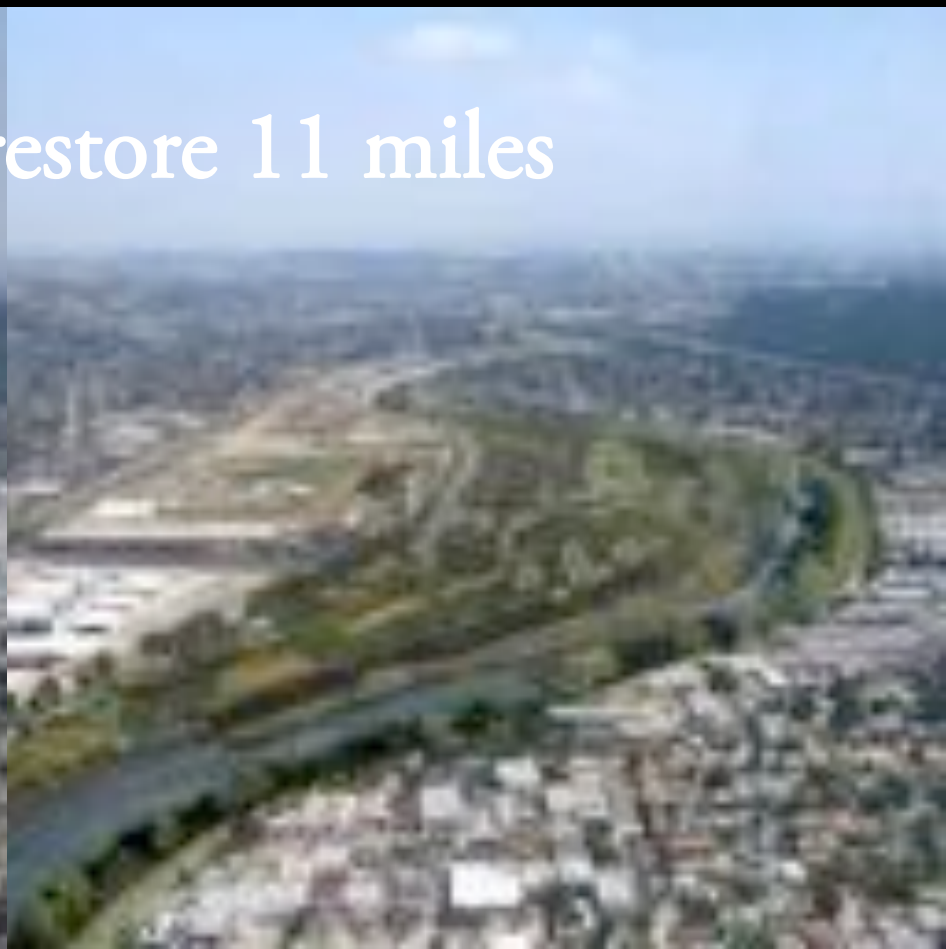




\$1 billion+ to restore 11 miles



existing



proposed

A photograph of a residential street. In the foreground, there is a concrete curb and a paved road. The middle ground shows several houses, including a prominent yellow house with a porch. Utility poles with power lines are visible along the street. The background features more houses and trees under a clear blue sky.

gentrification vs. displacement



community visioning process





community members  
+  
developers  
+  
property owners

# meaningful community engagement







make community members the experts!





learning from others  
+ creating buy in

# NO CHANGE TO THE Q CONDITIONS

## WHAT DOES THAT LOOK LIKE?

- **Size & Height:** By law, new buildings can be up to 2 or 3 times our existing buildings.
- **Use:** Almost anything goes – residential, commercial, or live/work.
- **Parking:** Current requirements to add parking may limit the ability of a small retail business, such as a cafe or market, from opening up.

Most of the  
regulations would  
be 2-3 stories  
maximum height



neighborhood specific policy can only go so far



An aerial photograph of a vast, densely populated city. The foreground and middle ground are filled with a complex grid of buildings, streets, and green spaces. In the far distance, a prominent skyline of tall skyscrapers is visible against a cloudy, overcast sky. The overall tone is somewhat muted and greyish, suggesting an urban environment.

we need a city wide approach

what's happening in Frogtown today?





ELYCUM VALLEY

# LOCAL JOB FAIR / FERIA DE TRABAJO

SATURDAY, OCTOBER 31ST, 2015

3:00 - 5:00 PM

305 N. Coolidge Avenue (next to LA River)





lesson 1:  
gentrification & displacement are different

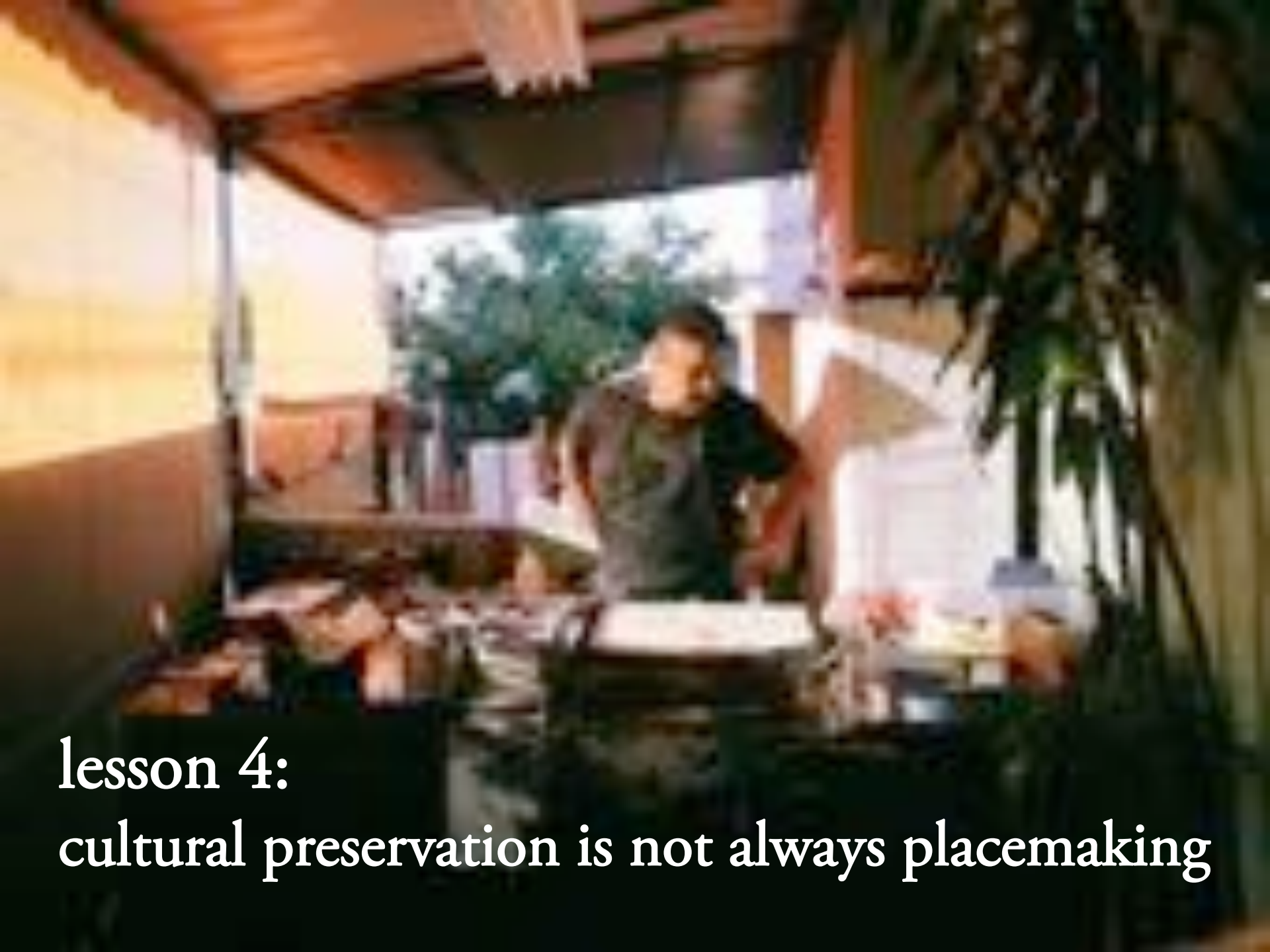


lesson 2:  
affordable housing vs. housing affordability



A group of people, some wearing bicycle helmets, are gathered under a covered outdoor area, possibly a community center or a store entrance. The scene is slightly blurred, suggesting a candid moment. The text 'lesson 3: neighborhood serving retail takes more work' is overlaid in the bottom left corner.

lesson 3:  
neighborhood serving retail takes more work



lesson 4:  
cultural preservation is not always placemaking





lesson 5:  
create a movement beyond your community