



Baldwin Hills Crenshaw Plaza unveils future development

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[Rendering of future development for Crenshaw Plaza.](#)

BALDWIN HILLS CRENSAW PLAZA UNVEILS FUTURE REDEVELOPMENT PLANS

Community outreach effort garners tremendous response from local community at a vibrant exhibit in the shopping center

Local residents are showing enthusiastic support for future plans to transform Baldwin Hills Crenshaw Plaza, now on display at a vibrant exhibit within the shopping center. The informational booth, which was unveiled in December, provides details about the plans to redevelop the existing facility into a new retail and mixed-use hub that serves Baldwin Hills, Crenshaw and South Los Angeles. Hundreds have already signed up in support of the unprecedented commitment to the local community.

The 20-foot long display, currently located next to the mall's food court, features colorful, detailed renderings and information about redevelopment plans that will initially focus on revitalizing the existing enclosed center. Over time, plans call for additional retail areas, restaurants and other venues on the 43-acre property.

"We have big plans for Baldwin Hills Crenshaw Plaza. Over time, we will transform the mall into a landmark destination that is the pride of our community--a modern and vibrant place that offers retail stores, restaurants, services and amenities within an environment that embodies art, culture, entertainment and the lifestyle of our community," said BHCP Representative Jason Lombard.

Ultimately, the team envisions a complete transformation, including a new residential neighborhood, a hotel and commercial office building situated within pedestrian friendly tree-lined sidewalks, and conveniently linked to the proposed Metro Rail public transit center on Crenshaw Boulevard. The mall will not close during the renovation and will continue to operate and serve the ongoing needs of the community.

For five weekends throughout December and in the beginning of January, a group of energetic representatives staffed the booth to answer questions about the redevelopment plans. Reflecting the tremendous interest in the transformation of the mall, the team distributed thousands of informational handouts in both English and Spanish to the public.

As a result of their community outreach effort over the past two months, the project team has already enlisted the support of hundreds of local residents who are excited to see these plans move forward. "We received a terrific response to the initial plans from residents who stopped by the booth," Lombard said. "People are ready to see a transformation of Baldwin Hills Crenshaw Plaza, and to have so many new amenities close to home. The booth provides a real glimpse into the future, and judging from the number of supporters who have already signed up, there's a lot of enthusiasm for the plans," he said.

The Baldwin Hills Crenshaw Plaza renovation represents an investment of hundreds of millions of dollars in the Crenshaw District. It is expected to create thousands of construction and permanent jobs and bring dramatic economic benefits to South Los Angeles.

The Environmental Impact Report (EIR) that is currently in process is the first step in seeking government approvals that are necessary for the renovation. The draft EIR is expected to be released for public review in the next several months, with public hearings later in 2010.

To sign up or learn more, please visit www.bhcp-redevelopment.com.

<http://www.lasentinel.net/Baldwin-Hills-Crenshaw-Plaza-unveils-future-development.html>