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Proposed Supportive Housing Project Would Add 454 Units Near Hollywood

The development planned for Rampart Village is requesting funds from Proposition HHH

BY [GREG CORNFIELD](#) SEPTEMBER 24, 2019 8:30 PM

A supportive housing firm is planning to redevelop a property near Hollywood with 454 affordable units to help address the growing [homeless population](#) and the corresponding [affordability crisis](#).

Flexible PSH Solutions Inc. filed plans for the project at **321 North Madison Avenue** in Rampart Village, about two blocks east of the Metro station at Vermont Avenue and Beverly Boulevard, [Urbanize L.A. reported](#). The units would be designated for low-, very low-, and extremely low-income households. Extremely low-income units are reserved for households that earn 30 percent or less of the area median income. Very low-income is typically for households earning 50 percent or less of the area median family income, and low-income homes are for people earning 80 percent or less.

The developer is seeking a zone change and general plan amendment, as the 2.6-acre site is located in an area earmarked for industrial use. Designed by **KFA Architecture**, the project would replace three buildings currently on the site near the southeast border of Hollywood. The parcel is bordered by Oakwood, Madison and Juanita Avenues.

Flexible PSH Solutions already secured funding for the project — called Enlightenment Plaza — from the **Community Redevelopment Agency**, thanks to a motion from **Councilman Mitch O’Farrell**, who represents the area. The firm is also looking for funds from the \$1.2-billion bond measure **Proposition HHH**, which is meant to help create 10,000 new units of permanent supportive housing by 2026.

Jim Ries with **Craig Lawson & Co.** is listed as the representative for the project, but he did not return requests for comment. The project file doesn’t include specific details on the size or square-footage for the project yet.

On the other side of Madison Avenue, the non-profit group **PATH** and **Affirmed Housing** are building a similar project that features temporary and permanent homeless housing. That project also used Proposition HHH funds, and was also designed by KFA Architecture. The first phase was completed in March with 65 units. The second phase will add 122 more units by March 2020.

The projects are part of the response to the growing homeless population in Los Angeles. According to the most recent survey, the city’s homeless population is up to about 36,000 people, and the county’s is up to 59,000 people, and the issue is commonly [tied to the lack of affordable housing](#). The county alone is said to be short on about 517,000 affordable units, which the California Housing Partnership said are needed to meet current demand.

The committee that oversees Proposition HHH funds has raised concerns that the cost to build affordable housing has ballooned higher than \$550,000 per unit. **City Controller Ron Galperin** also criticized the slow production of housing approved with funds from Proposition HHH.