



COALITION KICKS OFF BALLOT CAMPAIGN TO STOP CORRUPTING & RECKLESS DEVELOPMENT

Neighborhood Integrity Initiative Will Challenge City Hall, Empower Local Residents

WHAT: Community leaders and activists will celebrate the kickoff of the Coalition to Preserve LA's campaign to gather the signatures needed to put the Neighborhood Integrity Initiative on the March 2017 ballot.

City Hall and the real estate industry's biggest players hate it but the initiative will reform Los Angeles' broken and corrupted building approval system that has been fueling an overdevelopment frenzy that is choking our streets with traffic, displacing families from affordable housing, upsetting stable neighborhoods and paving over our environment. About 65,000 signatures of registered voters are needed for the measure to qualify for the ballot. Copies of the petition will be available the event for circulation.

The measure will not effect the hundreds of development projects - and the construction jobs they create - that respect local community plan guidelines. Responsible, community-sensitive projects have nothing to fear. Nor will the initiative impact multi-family projects that are 100 percent affordable. What will face a tough time when our initiative is approved are the kinds of giant, rule-bending projects that are now recklessly swamping neighborhoods with their impacts.

WHEN: 10 am, today (Wednesday, June 1).

WHERE: The Elysian Valley-Frogtown neighborhood, at 1771 Blake Avenue, Los Angeles. Frogtown, located on the banks of the Los Angeles River, is an older community, composed primarily of Latino working class families. In recent years it has also attracted growing number of artists.

Frogtown is now the planned site of a high-end, 117-unit townhome-style project. Many Frogtown residents see the so-called Blake Avenue Riverfront Project as an extreme example of the worst kind of insensitive development, engineered by well-heeled, absentee real estate investors. They fear the development's aluminum-clad units - selling for almost a quarter-million dollars a piece - will signal the destruction of Frogtown's unique character and housing affordability.

WHO: Community leaders and activists from across the city, local Frogtown residents and Coalition to Preserve LA campaign director Jill Stewart.