

# Council District 8 Priority Corridors

Downtown Los Ang



## PRIORITY CORRIDORS

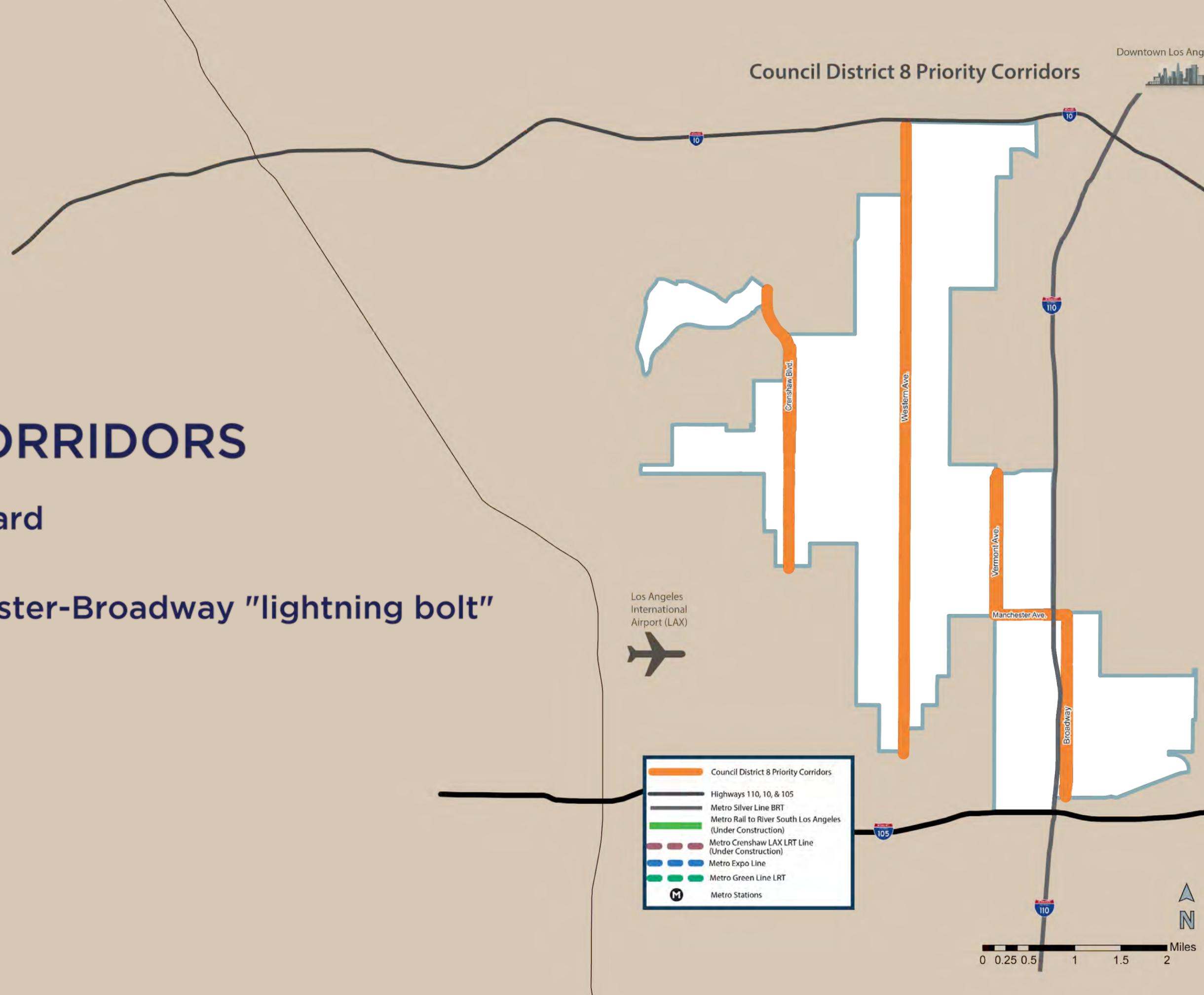
1. Crenshaw Boulevard
2. Western Avenue
3. Vermont-Manchester-Broadway "lightning bolt"

Los Angeles International Airport (LAX)



	Council District 8 Priority Corridors
	Highways 110, 10, & 105
	Metro Silver Line BRT
	Metro Rail to River South Los Angeles (Under Construction)
	Metro Crenshaw LAX LRT Line (Under Construction)
	Metro Expo Line
	Metro Green Line LRT
	Metro Stations

0 0.25 0.5 1 1.5 2 Miles





**DESTINATION  
CRENSHAW**

# DESTINATION CRENSHAW

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Destination Crenshaw is a 1.3-mile-long outdoor art museum and classroom.

The project documents and preserves a nearly 300-year history of Black Los Angeles and kicks off a community-driven, counterbalancing force against gentrification in the area.

# OUR GOALS

Create a healthy and vibrant social infrastructure to facilitate economic security and entrepreneurship for Black residents.

Ignite community pride and self-determination along the corridor showcasing the untold stories of Black Los Angeles and its impact around the globe.

Increase public safety in the Crenshaw District through additional lighting and traffic signals, more visible crosswalks, buffered bike lanes and outdoor seating.

Increase revenue to small businesses on the Crenshaw corridor.



# WHERE

Located along Crenshaw Boulevard from 48th to 60th Streets, this linear museum will flank the new Crenshaw/Los Angeles Airport (LAX) Metro Rail Line. Greeting Metro passengers from all over the globe, the South end of the museum will be the Gateway to the City of Los Angeles from Inglewood.



# WHY LA?

None of the historic African American neighborhoods have been formally designated in the same way as the unique ethnic neighborhoods and commercial districts that make Los Angeles special.

The cultural, political and historical significance of Black Los Angeles should be celebrated on a monumental scale.

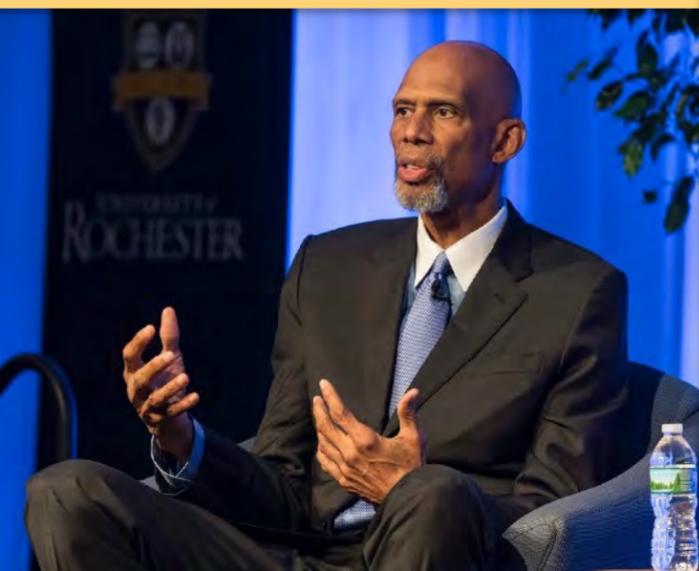
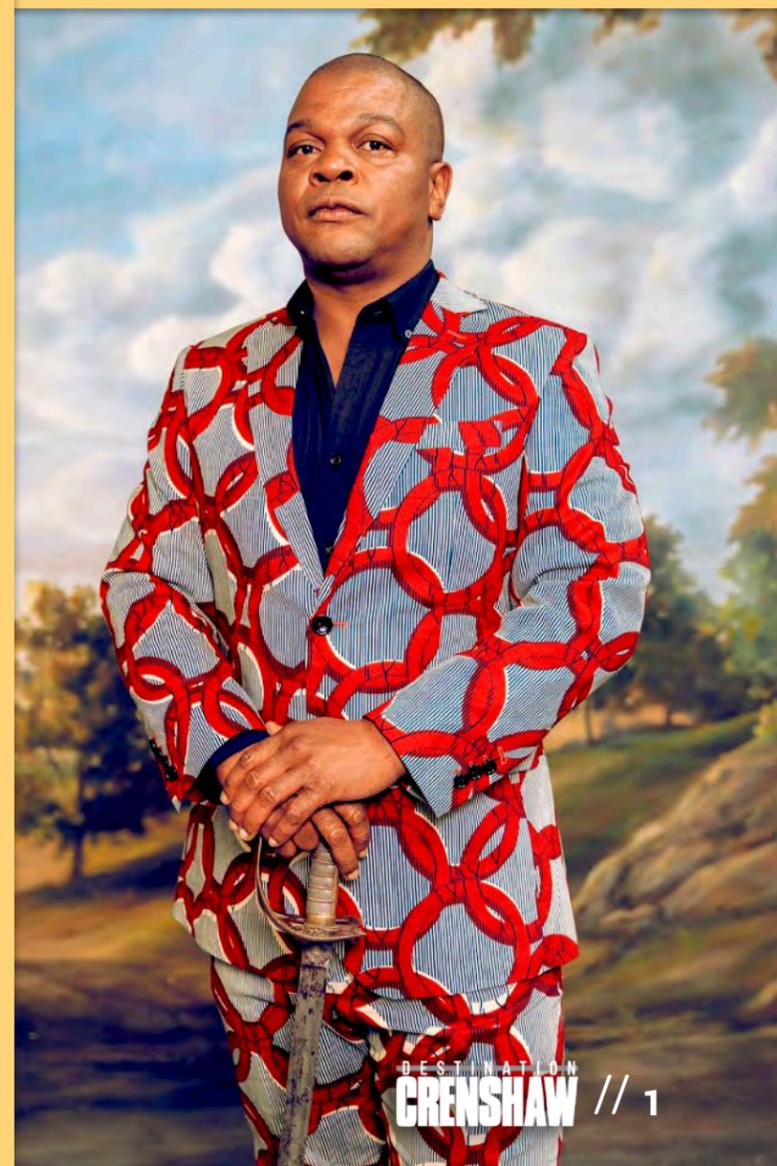


# WHY CRENSHAW?

Crenshaw's cultural significance is not limited to Los Angeles, but spans broadly and captures the imagination of the world.

It is home to one of the most influential African American communities in the United States, often at the forefront of Black culture and popular American culture.





# WHY NOW?

Crenshaw Boulevard has endured a half century of disinvestment, and is only now receiving an unprecedented two billion dollar capital investment due to the construction of a rail line connecting the Expo Line to LAX.

There is a black arts and culture renaissance underway in L.A. — Destination Crenshaw leverages this energy to counteract the threat of cultural erasure and gentrification.



# WHO<sup>1</sup>

## Population

370,204 People

## Ethnicity

44% Black

42% Hispanic

6% White

5% Asian

3% Other

## Age

30% Under 18 years

42% 18 to 44 years

19% 45 to 64 years

9% 65 years +

## Home Ownership

69% Renters

25% Homeowners

6% Vacant

<sup>1</sup> Metro Crenshaw/LAX Environmental Impact Study Area, 2011



**WHO**

# 5.9 Million

**Annual riders on the Crenshaw/LAX Line**

The at-grade (street-level) length of the line will have clear views of Destination Crenshaw and will serve as the gateway to the City of Los Angeles for riders from across the globe.

**VISITOR ATTENDANCE FOR NATIONAL CULTURAL ORGANIZATIONS IN 2018:**

**MOMA welcomed *3M* visitors**

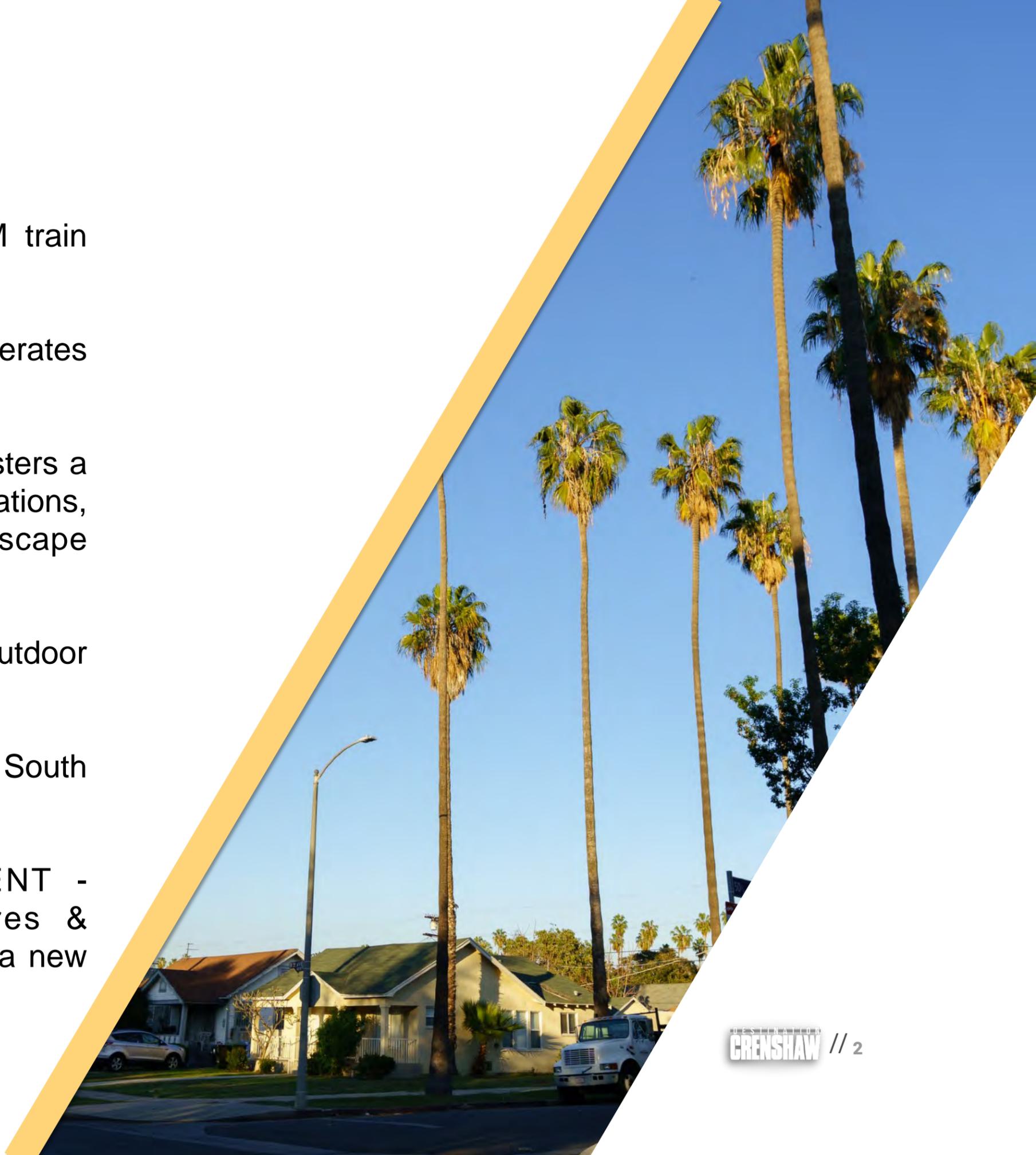
**The High Line New York welcomed *5M***

**The Metropolitan Museum of Art welcomed *7.3M***



# PROJECT IMPACT

- GATEWAY TO THE CITY - Draws 5.9M train riders from across the globe
- WORKFORCE DEVELOPMENT - Generates 1,029 jobs and \$63.6M in labor income
- LEGACY BUSINESS INVESTMENT - Fosters a new economic center with facade renovations, code compliance repairs, and streetscape improvements
- EDUCATION FOR ALL - Serves as outdoor classroom for 1,300 schools in LAUSD
- ENVIRONMENTAL EQUITY - Reforests South LA with 822 trees and 30,000 sq.
- ARTS & ECONOMIC DEVELOPMENT - Commissions 100 murals, sculptures & culturally stamped infrastructure towards a new cultural commerce corridor



# DESIGN TEAM

## PERKINS + WILL & THE FREELON GROUP

Architectural Design and Construction (leader in cultural institutions and spaces)



## STUDIO MLA

Landscape Architecture



## GALLAGHER AND ASSOCIATES

Digital Media | Interpretive and Experience Design



# THE PEOPLE'S MUSEUM







Community Park



BETHESDA

Crenshaw has been the backdrop for jazz, hip hop, and black cinema for many decades. Destination Crenshaw will be a group for us to tell our story on our own terms. Now the cultural, pop, and entertainment importance of black LA will be formally re-







Los Angeles Times

# Artfully retaking Crenshaw

Essential Arts: Destination Crenshaw, a bold outdoor museum plan inspired by black L.A.

**COMPLEX**

The Marathon Continues: How Nipsey Hussle's Vision for L.A. Will Live On



Destination Crenshaw was a Nipsey Hussle dream

**LA WEEKLY**

**Destination Crenshaw: Black Los Angeles Greet the World**

Every Garden Tells a Story: Landscapes Make Destination Crenshaw a Living Monument

Los Angeles  
MAGAZINE

A Mile-Long Outdoor Museum Will Honor South L.A.'s Black Community

