

# PRESS RELEASE

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## NEW AFFORDABLE HOUSING DEVELOPMENT EQUIPS WEST HOLLYWOOD RESIDENTS WITH THE TOOLS FOR SELF-SUFFICIENCY

### County Helps Celebrate the Grand Opening of Blue Hibiscus



West Hollywood, November 14, 2018 – Officials from the

Community Development Commission/Housing Authority of the County of Los Angeles (CDC/HACoLA) joined West Hollywood Community Housing Corporation (WHCHC) and representatives from the Third Supervisorial District to

celebrate the grand opening of Blue Hibiscus.

Located in West Hollywood, near the intersection of Santa Monica Boulevard and La Brea Avenue, Blue Hibiscus is a 22-unit, new construction, multifamily housing development. The CDC/HACoLA provided over \$3.2 million in HOME Investment Partnerships Program Funds, and 21 project-based vouchers to keep Blue Hibiscus affordable for its tenants.



The new homes will serve persons experiencing mental illness, persons living with HIV/AIDS, and Transition Age Youth. WHCHC will provide free supportive services including, but

not limited to, mental health counseling and a range of social activities. WHCHC has also partnered with the Los Angeles LGBT Center to provide additional supportive services and programs. These services will be supplemented with off-site services as appropriate, such as primary medical care at its Federally Qualified Health Center.



Blue Hibiscus involved the redevelopment of two residential parcels. The southern parcel had been owned and operated by WHCHC since 1988. It consisted of four one-story residential building containing a total of eight units reserved for tenants with limited means. The northern side was improved with two residential buildings containing a total of three units.

Monique King-Viehland, CDC/HACoLA Executive Director, said, “Blue Hibiscus increases the residential square footage of the previous structures by roughly 250% and doubles the number of affordable units available. The creative measures to repurpose the existing housing stock and maximize its impact are necessary in today’s housing market where land is sparse and the need is so great.”

Blue Hibiscus is pursuing Leadership in Energy and Environmental Design for Homes Platinum Certification. Each apartment unit contains energy-efficient appliances, an eat-in kitchen, and private balcony. All units incorporate universal design principles, making Blue Hibiscus the first universal design project for WHCHC. Blue Hibiscus also features a spacious roof deck, a container garden area, a fully furnished community room with a kitchenette, a fitness room, a laundry room, two resident services offices, and a resident manager’s office.

For additional information on Blue Hibiscus, please contact Sam Borelli at [sam@samborelli.com](mailto:sam@samborelli.com). All media may contact Elisa Vásquez, CDC/HACoLA Public Information Officer, at (626) 586-1762.

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