

CONNECTING OUR PAST, PRESENT, AND FUTURE



Destination Crenshaw (DC) is a community-designed, 1.3-mile-long arts and cultural placekeeping initiative that will celebrate the culture and legacy of Black Los Angeles and will dramatically repair, revitalize and sustain the Crenshaw Corridor, the most important commercial corridor in South Los Angeles and arguably the most important Black business corridor on the West Coast.

The site runs along both sides of Crenshaw Boulevard flanking the new Metro K Line in Hyde Park. DC will be the first project of its kind, using an iconic street as a hub for:

Public art and cultural monuments. More than 100 works by emerging and world-renowned Black artists will be commissioned over time, including art by Kehinde Wiley, Alison Saar, Mel Edwards and Maren Hassinger

Long-deferred infrastructure and safety improvements. A series of gathering spaces interconnected by landscaping and walkable sidewalks

Reforestation and environmental equity. More than 30,000 square feet of sustainable landscaping and hundreds of trees planted in coordination with LA Metro and the City of Los Angeles

Job pipelines creation. Unprecedented 70% local hire effort with a focus on training and hiring Black construction workers

Small business revitalization. Ongoing technical support and façade improvements for local businesses

FOR US, BY US

A private 501(c)3 nonprofit, Destination Crenshaw was born of a groundswell of community concern about the construction of a new train passing through the heart of the Black Los Angeles. The elimination of small business parking, trees, green space, and pedestrian areas to make way for the train led many people to believe that long-standing residents and businesses would need to act if they were to benefit from the investment.

When lifelong community organizer Marqueece Harris-Dawson was elected to the City Council in 2015, he spearheaded a community-led visioning process. Born out of thousands of interviews, surveys, community meetings, and design charrettes, DC evolved to be a cultural district that will help buffer against negative impacts of new infrastructure and ensure that current residents and businesses would take active part in the economic growth to come. The community-informed design process was led by many of the same African

American architects at Perkins&Will, famed for iconic Black cultural spaces all over the U.S., including the Smithsonian's National Museum of African American History and Culture. They ensured that residents, business owners, artists and activists, were integral every step of the way. Moreover, Black talent has helmed all areas of the project.

A private-public partnership, to date Destination Crenshaw has raised \$95 million through the generous support of individual donors, philanthropies, and corporations, and it has received significant state, local, and federal government funding. The Los Angeles Economic Development Corporation (LAEDC) projects that the \$100 million project will generate 1,029 jobs; \$63.6 million in labor income; and over \$147.4 million in total output for business. DC is poised to serve as a model for marginalized communities all over the nation.

Crenshaw Boulevard

(from Slauson Avenue to 46th Street)

improvisation
(SLAUSON)

firsts
(54th)

dreams
(50th)

togetherness
(46th)



Over time, the community-designed 1.3-mile cultural corridor will feature ten new community gathering spaces; 100-plus public art commissions; environmentally-friendly landscaping and hundreds of trees; more than 100 new construction jobs; and thoughtfully designed infrastructure and safety improvements to the heart of Black L.A.