



FAQ – The Holloway Interim Housing Program in West Hollywood

What is The Holloway Interim Housing Program, located at 8465 Santa Monica Boulevard?

The Holloway interim housing program will offer community members experiencing homelessness a place to stay for 30-90 days while engaging in supportive services and locating permanent housing. Interim housing programs help people to end their experience of street homelessness and reduce barriers to get reestablished as renters in their own homes.

Why is this program needed in West Hollywood?

The City of West Hollywood invests in various services and shelter options to support people returning to housing. This includes contracts with Ascencia, the LA LGBT Center, and Healthcare in Action. With the purchase and conversion of the Holloway Motel into interim housing, the City will make significant progress on the goals of the City's Five-Year Plan to Address Homelessness. The 20 interim housing units will be available to adults with disabling conditions such as serious mental illness, substance use disorder, and/or physical disabilities who are experiencing chronic homelessness.

How is the program going to be funded?

The program's capital and operating costs will be funded through a combination of City of West Hollywood Affordable Housing Trust Fund dollars (\$7M) and a grant award from the State of California Homekey Program (\$6,007,661). The City co-applied for Homekey Program funding with Ascencia, which helped the City win the grant. As of April 2023, the City owns the property at 8465 Santa Monica Boulevard and is committed to operating interim housing at this location for the next 15 years.

Who will staff The Holloway interim housing program?

Ascencia, a non-profit social service agency partner of the City's since 2016, will operate The Holloway. Ascencia brings expertise in developing and operating interim housing, and experience providing supportive services that help people get back into homes of their own. Ascencia staff members and security will be on site 24/7. Community members will enroll in the program by appointment only; no lines for services on the adjacent sidewalks will form.

When will the program begin operating?

It is anticipated the program will be ready to serve the community no earlier than March 2025. This includes time to complete the City's planning and permitting process and the needed improvements on the building to bring the structure up to code and ADA compliance. This work ensures the building is safe for program participants, Ascencia staff and the surrounding neighborhood.

How can community members support the program when it opens to the public?

Volunteering time and expertise to enrich the programming and resources available to community members staying at the interim housing program will be critical to its success. Ascencia will inform the community about specific ways to get involved once the program is closer to opening to the public.