

Let's Talk About Housing

- Introductions
- The LA Housing Crisis
- Mar Vista and the Great Street
- The 12444 Venice Project

M.V.C.C. Meeting

August 9, 2016

All stats and designs as of August 9, 2016. Subject to change

The Regional Housing Needs Assessment

- RHNA is mandated by State Housing Law
- Communities use the RHNA in land use planning, prioritizing local resource allocation, and in deciding how to address future housing needs resulting from population, employment growth.
- The RHNA does not necessarily encourage or promote growth. Allows communities to anticipate growth, so that can grow in ways that enhance quality of life, improve access to jobs, promote transportation mobility, and addresses social equity, fair share housing needs.
- Discussing the recent 2013-2021 RHNA

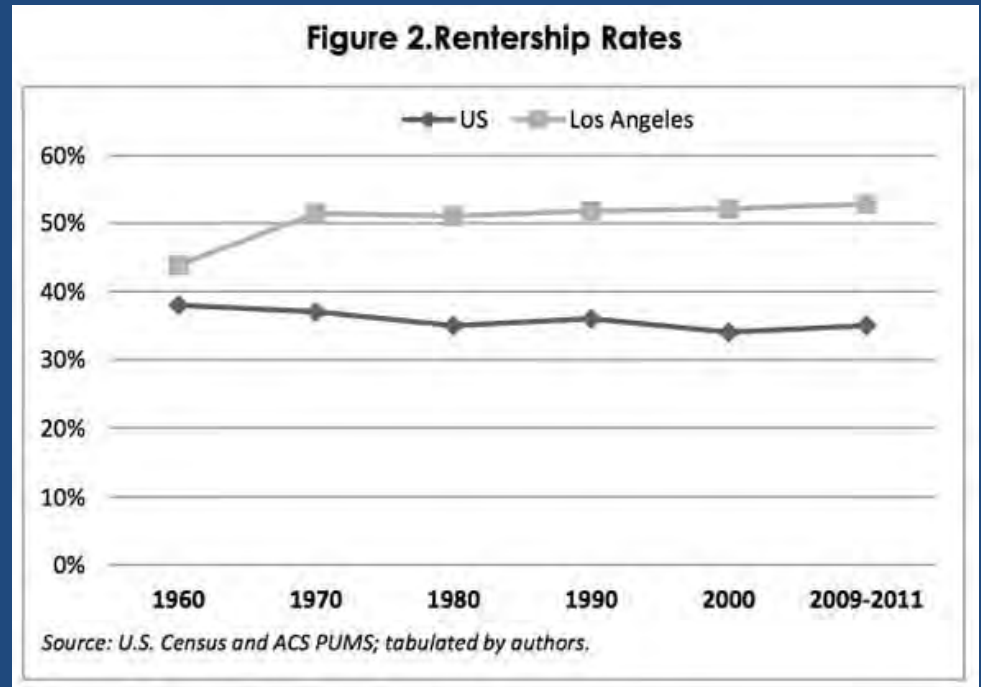
L.A. Is In a Housing Crisis

- RHNA results – Red Alert! Housing Production Deeply Insufficient to Meet Future Needs
- RHNA tells us total needed is 82,000
- We are approx. 40k units short
- Only 187 units are being built per 1,000 new residents

There's not nearly enough housing being built, driving prices up further

LA is THE Least Affordable City in U.S.

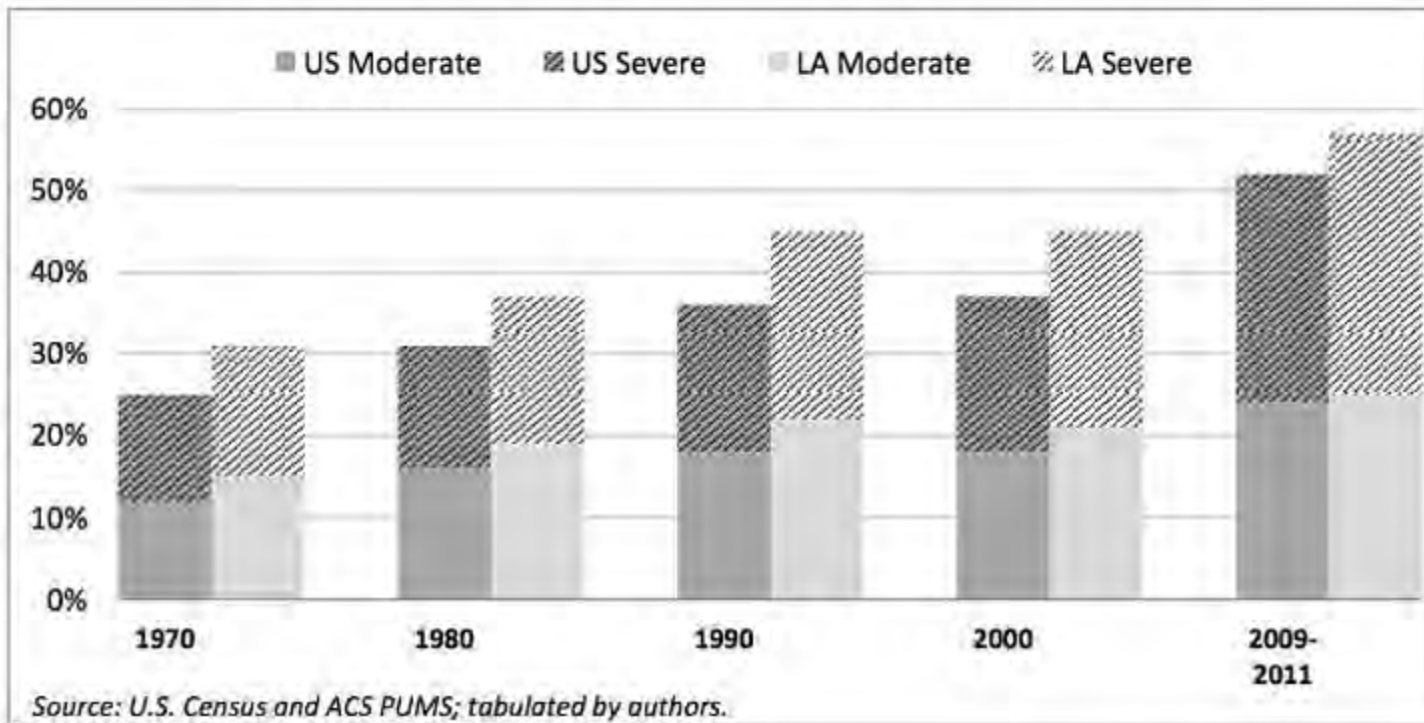
- Rent accounts for almost half the average renter's income
- LA HIGHEST rentership rates in country at 52%
- Average Los Angeles renter had to pay 47% of their income toward rent last year



The Highest rent Burden in the USA

We have the highest median rent burden in the nation = 47% percent

Figure 7. Rent Burden, US and Los Angeles, 1970-2011



Why Affordability Matters

- Housing is generally the largest single expense facing American families.
- High housing costs reduce the income to buy other goods and services.
- Lack of affordable housing results in overcrowding, poor livability and homelessness.
- Urban sprawl and traffic are made worse by lack of housing options.
- Access to good schools, healthy food and safe streets is determined by affordability.

RHNA: Mid-Level Income Most Affected

AMI for 1 person HH = \$60,800

Extremely low-income households ($\leq 30\%$ AMI) 1,730

Very low-income households (31-50% AMI) 3,834

Low-income households (51-80% AMI) 4,873

Moderate-income households (81-120% AMI) 1,122

Above moderate-income households ($> 120\%$ AMI) 48,000

The City is woefully short on mid-level housing

East San Gabriel	\$64,365
Pico-Robertson	\$63,356
Palmdale	\$63,317
Beverly Grove	\$63,039
Pasadena	\$62,825
Mar Vista	\$62,611
Winnetka	\$62,535
Norwalk	\$62,412
Del Rey	\$62,259
Downey	\$61,839

135th in LA Neighborhoods. Within 3% of AMI

Lawmakers in Action to Fix the Problem

Update to State Law 1818 – Density Bonus Law

– AB 2222 in 2014

- Reiterates that it is **ILLEGAL** to **NOT** grant a density bonus and its allowable incentives. If a court finds that the refusal to grant a waiver or reduction of development standards, court shall award the plaintiff attorney's fees and costs.
- Requires replacement of “affordable” units if demo'd under a DB
- no city, county, or city and county shall require a vehicular parking ratio, inclusive of handicapped and guest parking, of a DB development, that exceeds:
 - Zero to one bedroom: one onsite parking space.
 - Two to three bedrooms: two onsite parking spaces.

– AB 744 in 2016

- Reiterates it is **ILLEGAL** to **NOT** grant a density bonus and its allowable incentives.
- Introduces the concept of Transit Oriented Development parking reductions and cuts parking requirements in **HALF**:
 - Density bonus + located within one-half mile of a major transit stop = **No city may impose a vehicular parking ratio, inclusive of handicapped and guest parking, that exceeds 0.5 spaces per bedroom.**

Transit Priority Areas

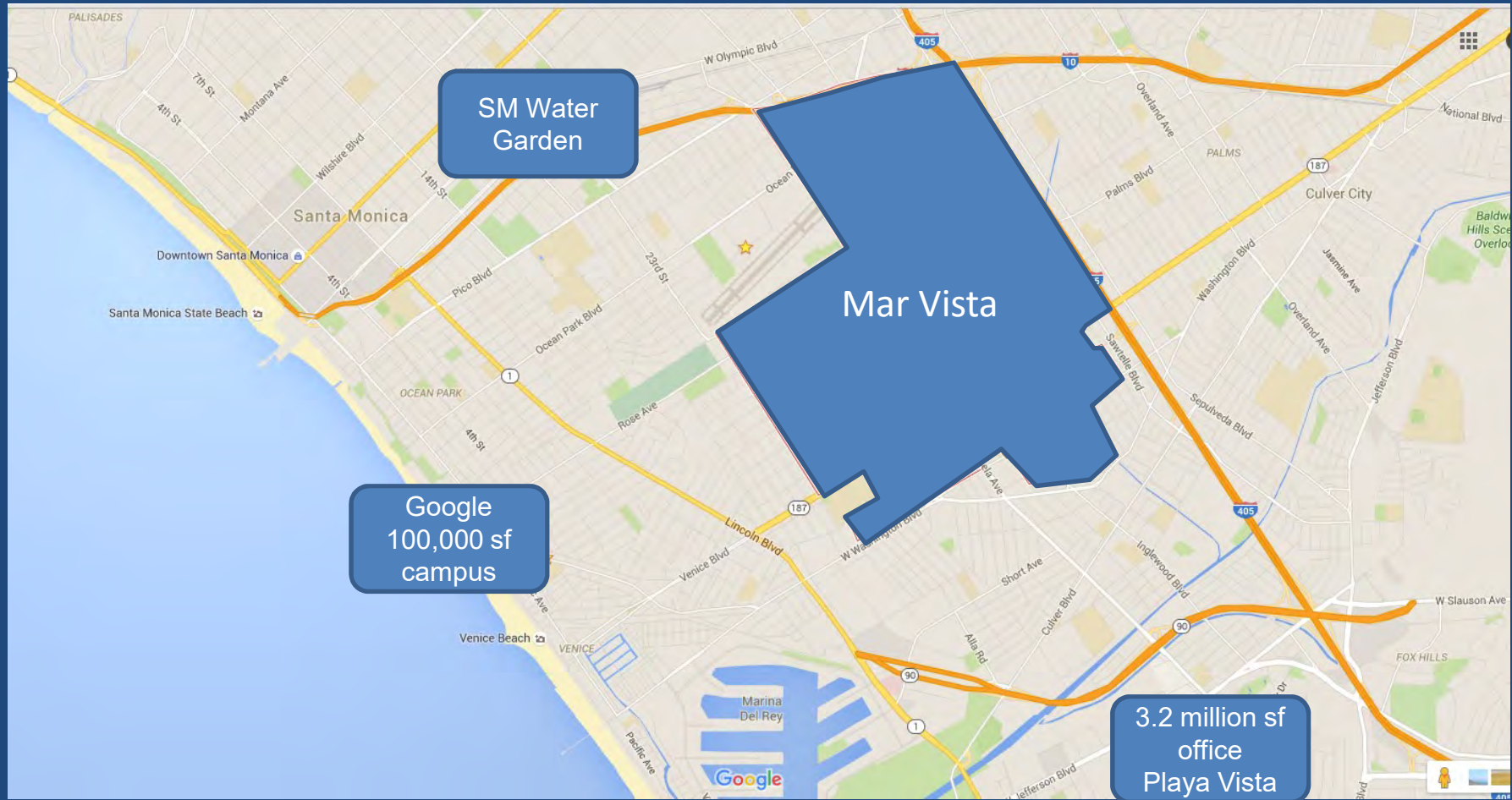
- SB 743 in 2014 “Transit Oriented Infill Projects” “Streamlining”
 - State required “transit priority areas”
 - Makes it **illegal for anyone to sue a development in a Transit Priority Area for substandard parking, water usage or aesthetics.**
- L.A. Planning Memo 2016:
“Visual resources, aesthetic character, shade and shadow, light and glare shall not be considered an impact for infill projects within TPAs”

TPA Locations



Mar Vista and the Great Street

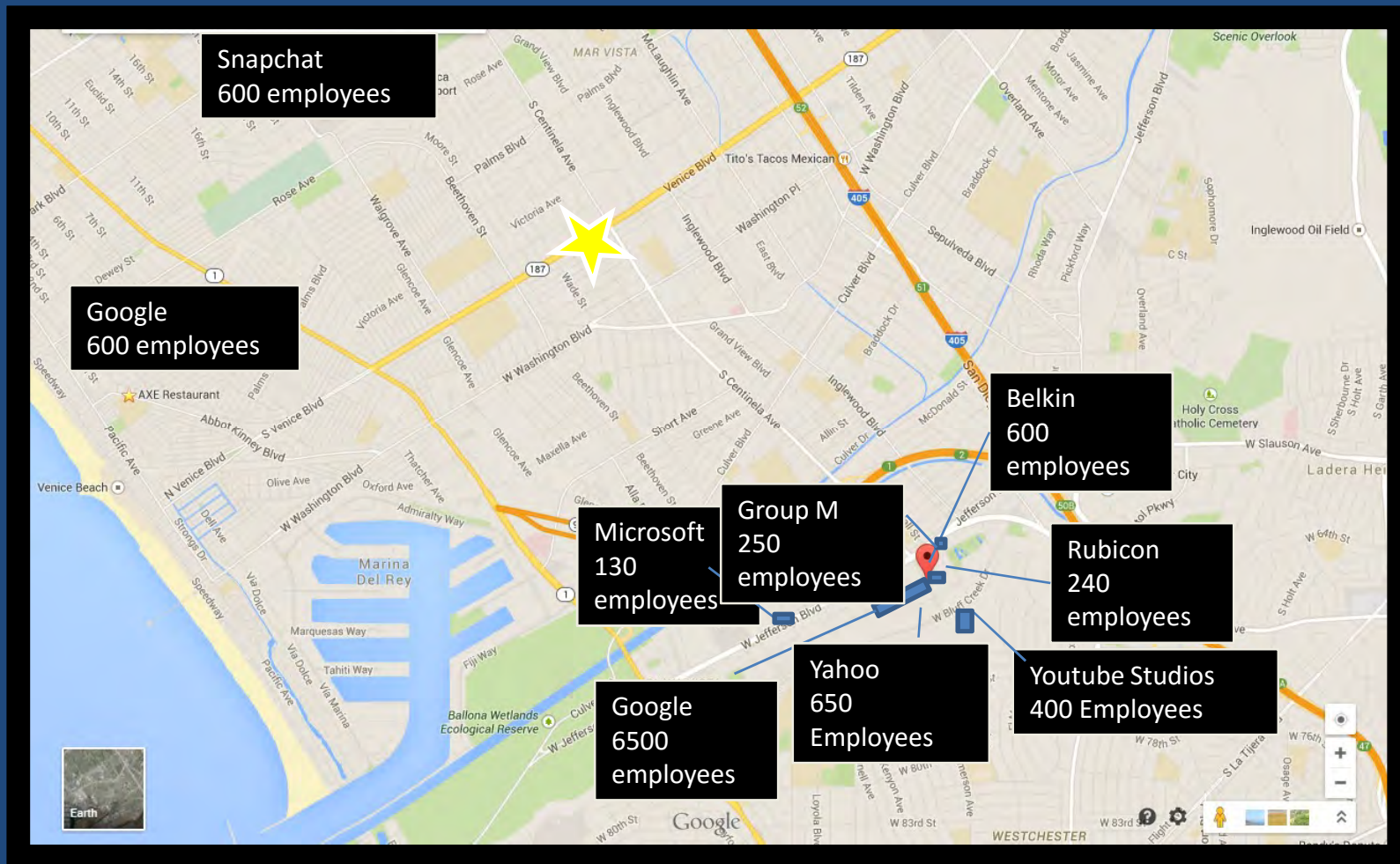
Mar Vista Location



“This is phenomenal news for the Westside and for the Los Angeles Economy .”

- Mike Bonin 2014

New Employees in 2016



That's 10,000 new employees, or one-third of Mar Vista's total population

Mar Vista Stats

– Not Looking Good for Renters

- “L.A.’s Cruellest Neighborhood” –*LA Curbed*
- 65% Renters
- Fastest growing apartment rental rate in the city.
 - In 2015 the Palms/Mar Vista market saw average rents rise 10.5 percent to more than \$2,280 per month.
- Almost on par with Santa Monica/Marina Del Rey where rents climbed above \$3,000 for the first time ever, up 6.0% to hit \$3,132 per month.

That's even higher than in the Brentwood/Westwood/Beverly Hills area, where average rent was \$2,891 per month, up 9.3 percent from the previous year.

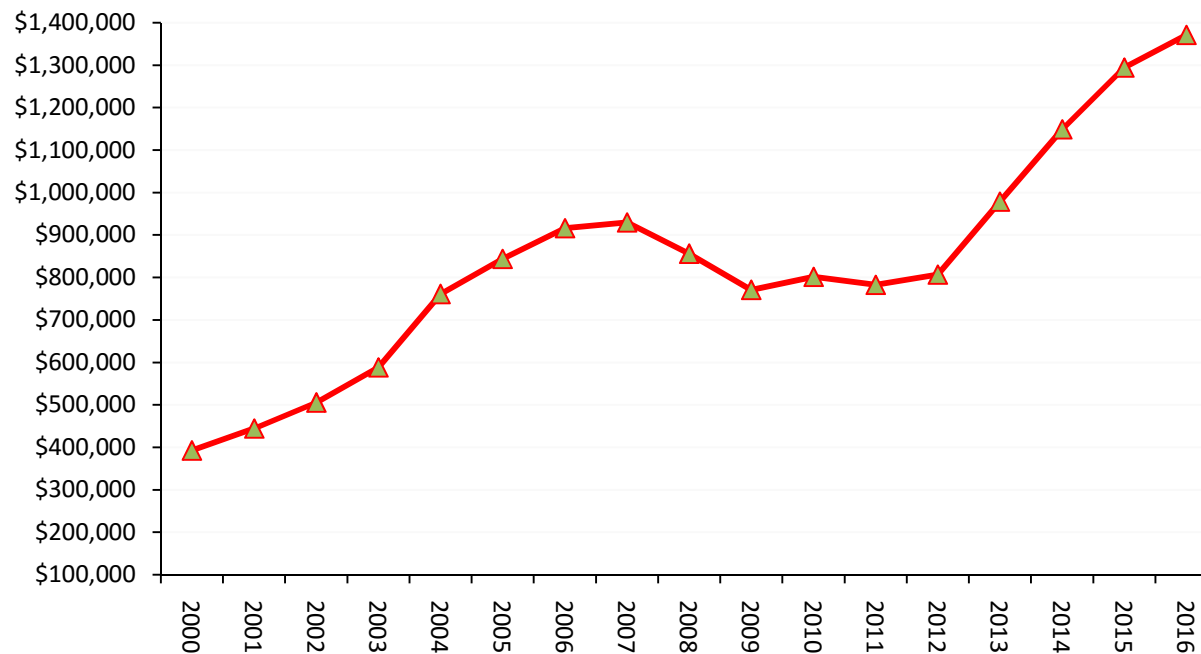


Mar Vista Stats

–Looking Good for Owners

- If you purchased your home in the early 2000s, you've made over \$1 million.
- Mar Vista's home prices are now one of the highest in LA, with avg PSF approaching \$850.
- Highest home price now approaches \$4 million.

Avg Single Family Home Price Mar Vista



Remember that Slide on Affordability?

- High housing costs reduce the income to buy other goods and services.
- Lack of affordable housing results in overcrowding, poor livability and homelessness.
- Urban sprawl and traffic are made worse by lack of housing options.
- Access to good schools, healthy food and safe streets is determined by affordability.

Ok, I get it. But where do we put all these new residents?

The Community Plan Will Tell us Where!

Palms-Mar Vista-Del Rey Community Plan

Provide for the development of new housing to meet the diverse economic and physical needs of the existing residents and expected residents and projected population of the Plan area.

Provide for adequate multi-family residential development.

Locate higher residential densities near commercial centers and major bus routes where public service facilities and infrastructure will support this development.

Ensure that new housing opportunities minimize displacement of residents.

To promote the adequacy and affordability of multiple-family housing and increase its accessibility to more segments of the population.

To reduce vehicular trips and congestion by developing new housing in proximity to services and facilities.

New commercial uses should be located in existing established commercial areas or shopping centers.

Promote greater individual choice in type, quality, price and location of housing.

Encourage Pedestrian-oriented design in designated areas in new development.

Ensure the viability of existing neighborhood stores and businesses which support the needs of local residential and are compatible with the neighborhood

Protect commercially planned/zoned areas from encroachment by residential-only development.

To conserve and strengthen viable commercial development in the community and to provide additional opportunities for new commercial development and services within existing commercial areas.

To promote distinctive commercial districts and pedestrian-oriented areas.

Promote mixed-use projects along designated transit corridors and in commercial centers.

MV Community Plan's Commercial Center



12444 Venice Mixed Use Project

Designed to Meet those Exact Needs



77 units plus 2,100 sf retail at grade

5 stories over podium

Steps from Major Transit Stop

Articulated design with high end, varied finishes, balconies

Current Use

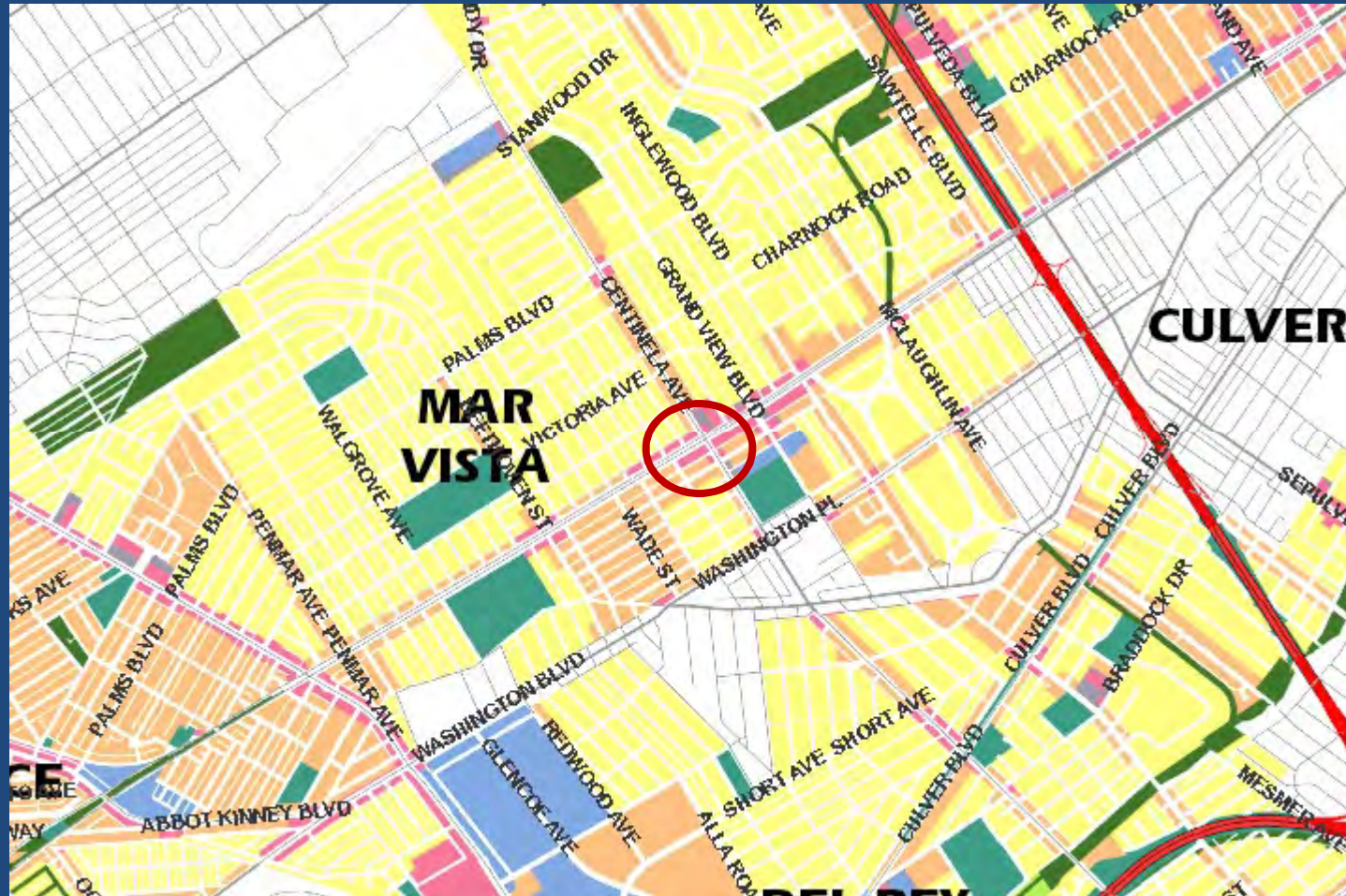


Designed to Meet those Exact Needs

- By-Right C2-1 zoning. Unlimited Height District
- No variances, no discretionary approvals
- Not even using the Incentives afforded under the law
- Class II Highway
- Transit Priority Area
- LADOT calculates a *reduction* on traffic impact
- Pedestrian-oriented design to activate area
- NO residential units removed
- NO trees removed
- Affordable Artist Units
- All-age appropriate

What Are the Surrounding Uses?

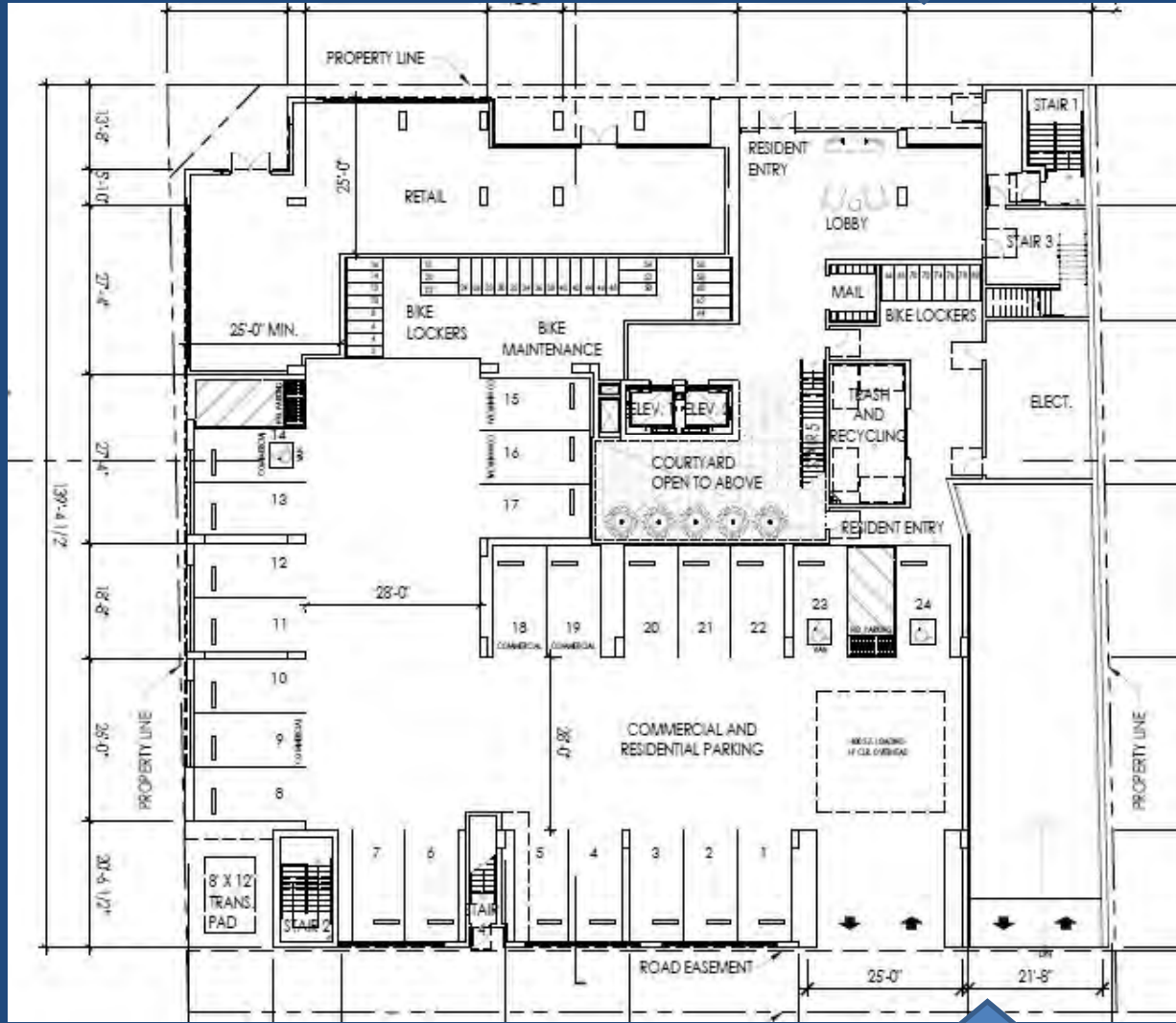
Look to the General Plan



Remember the Transit Priority Areas?

Site Plan

Venice Blvd
Pedestrian entry from Venice



Wasatch artist mural



Automobile entry from the alley



Transit Priority Area Parking

Law Requires One-half parking space per bedroom

- 62 One bedroom units required 31 spaces
- 15 Two bedroom units required 15 spaces
- 2,100 sf retail 6 spaces

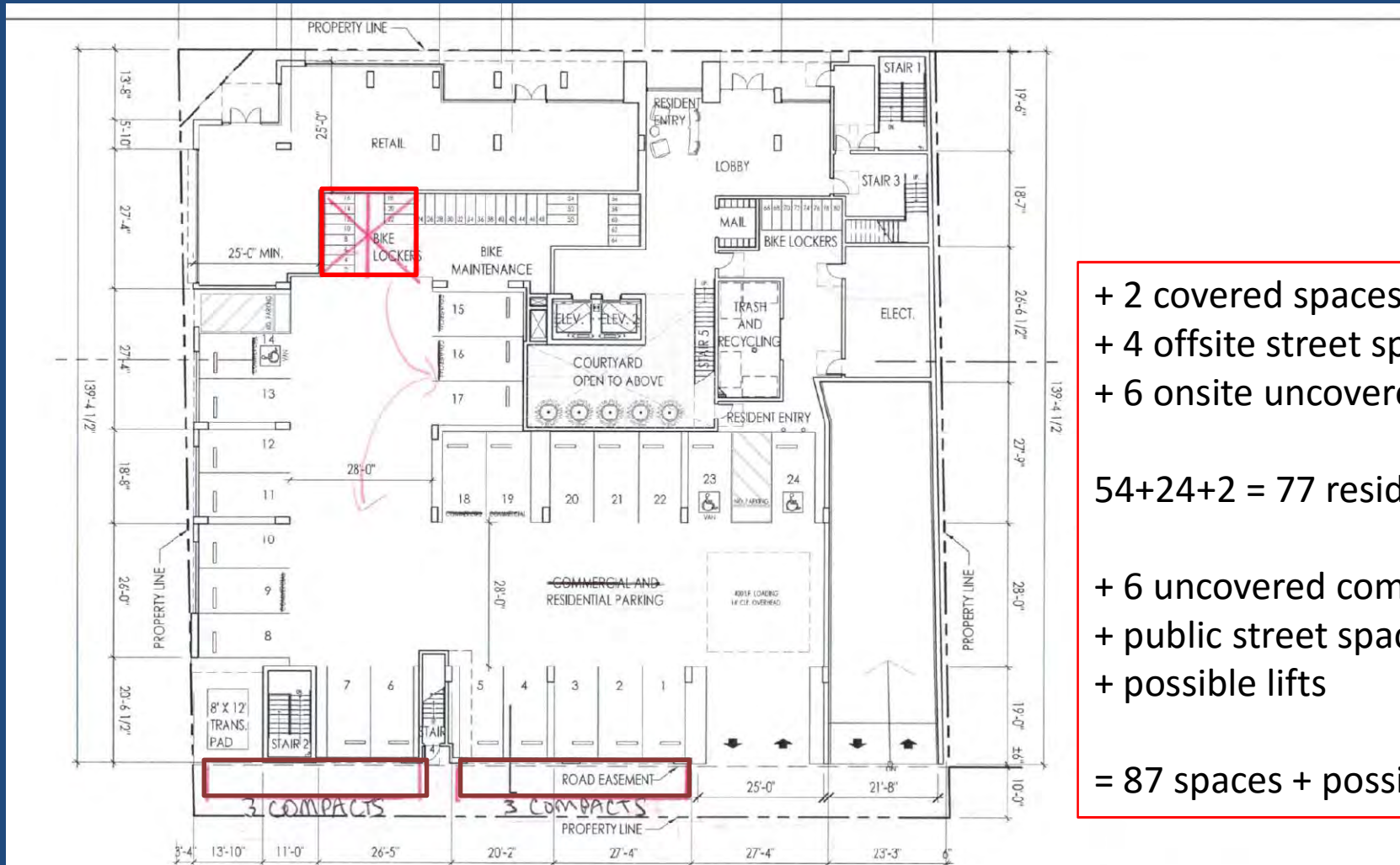
52 required spaces per Code

Providing Twice as Much Parking

- Originally providing 75 full-size spaces, including handicapped plus loading space
 - **Adding 2 more compact covered spaces, for a total of 77 covered spaces – one per unit.**
 - **Added 6 onsite uncovered spaces for commercial**
 - **Added 4 offsite street spots that didn't exist before**
- PLUS 89 bicycle parking spaces
- That's **60% MORE** than is required by law
- Every unit gets a long term bike locker
- 77 units get reserved parking (every unit)
- 6 uncovered spaces are shared by retail
- One to two spaces for ZipCar



Revised Parking Plan



- + 2 covered spaces
- + 4 offsite street spaces
- + 6 onsite uncovered

- 54+24+2 = 77 residential

- + 6 uncovered commercial
- + public street spaces
- + possible lifts

- = 87 spaces + possible lifts

67% more parking than is required by law

Let's Talk About Height

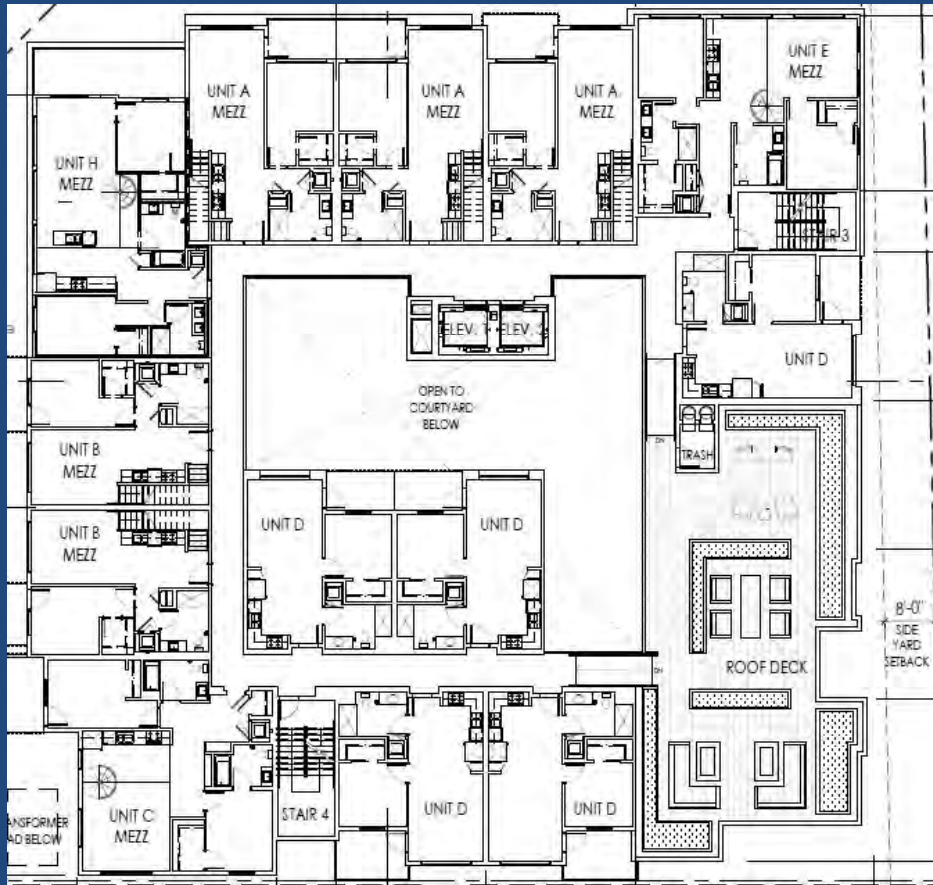
Project is really 5 stories over podium

Higher rooflines in some units



Let's Talk About Height

Project is really 5 stories over podium



5th Floor



Top Floor