

# City of West Hollywood

## “About the Town: Catalytic Change and Housing”

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*City of West Hollywood:*

Elizabeth Savage  
Director of Human Services & Rent  
Stabilization Department  
(323) 848-6490  
[esavage@weho.org](mailto:esavage@weho.org)



City of West Hollywood  
California 1984

*West Hollywood Community Housing  
Corporation:*

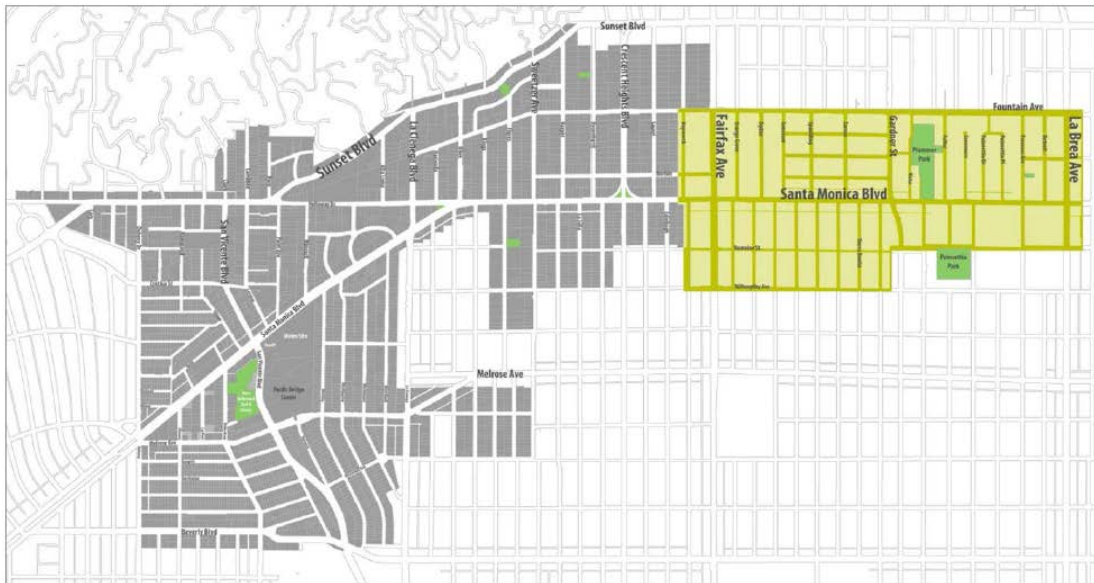
Robin Conerly  
Executive Director  
(323) 650-8771 ext. 16  
[robin@whchc.org](mailto:robin@whchc.org)

Jesse Slansky  
Director of Real Estate Development  
(323) 650-8771 ext. 14  
[jesse@whchc.org](mailto:jesse@whchc.org)



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## About The City of West Hollywood and its Eastside



Area	Household Median Income	Employed Household Median Income
Eastside	\$30,196	\$36,293
West Hollywood	\$53,223	\$57,841
Los Angeles County	\$56,241	\$56,405

Source: American Community Survey 2012, RSG Estimates using ACS 2012

- Predominantly residential neighborhood in a highly urbanized area
- Majority of housing stock is over 50 years old
- Russian-speaking enclave, with a historically large population of seniors and Eastern-European and Former Soviet Union immigrants
- Today, 31% of Eastside population is above age 55
- Very low homeownership: almost 94% of housing units are multi-family rentals
- Median household income: \$30,196 (\$36,293 considering only employed households)
- Imbalance between income and rental prices, with existing residents spending a large percentage of their income on housing costs, resulting in the need for affordable, locally-serving retail to respond to decreased buying power
- Population shifting towards a younger, more affluent demographic as the influx of housing development in the area attracts new residents
- Amenities and an increase in local employment opportunities that validate high rental costs are necessary to maintain this new younger, working population

## The City of West Hollywood's Affordable Housing Inventory

- 422 units operated by nonprofits (very low)
- 225 inclusionary units built (29 sites – very-low/low/mod)
- 221 inclusionary units in pipeline (13 sites – very-low/low/mod)
- 516 units in Section 8 buildings (48% decline from 2010)
- 800 Section 8 vouchers in units citywide

Inclusionary housing – a program by which cities require that a given share of new construction be set aside to include housing affordable by people with very-low, low and moderate incomes. For new construction of 10 units or more, the City of West Hollywood requires 20% of the units to be affordable housing.

### Maximum Allowable Inclusionary Housing Incomes for 2015-2016

<i>Number of Persons</i>	<i>VERY-LOW (50% of Median)</i>	<i>LOW (80% of Median)</i>	<i>MODERATE (100% of Median)</i>
<b>1</b>	\$29,193	\$46,708	\$58,385
<b>2</b>	\$31,528	\$50,445	\$63,056
<b>3</b>	\$33,863	\$54,181	\$67,727
<b>4</b>	\$36,199	\$57,918	\$72,397
<b>5</b>	\$38,534	\$61,655	\$77,068

### Maximum Allowable Inclusionary Housing Rents for 2015-2016

<b>Bedrooms</b>	<b>0 Bedroom</b>	<b>1 Bedroom</b>	<b>2 Bedroom</b>
<b>Very-Low</b>	\$421	\$480	\$637
<b>Low</b>	\$610	\$696	\$1,018
<b>Moderate</b>	\$842	\$964	\$1,272

## Eastside Redevelopment:

The Eastside neighborhood is a former Redevelopment Area that has experienced \$40 million in investment in the Eastside in 15 years (1997-2012). Over this period, the assessed value of the Eastside grew by 181% (\$409 million to 1.15 billion). Redevelopment investment has catalyzed a second wave of private sector investment in the neighborhood.

## Businesses & Economic Development

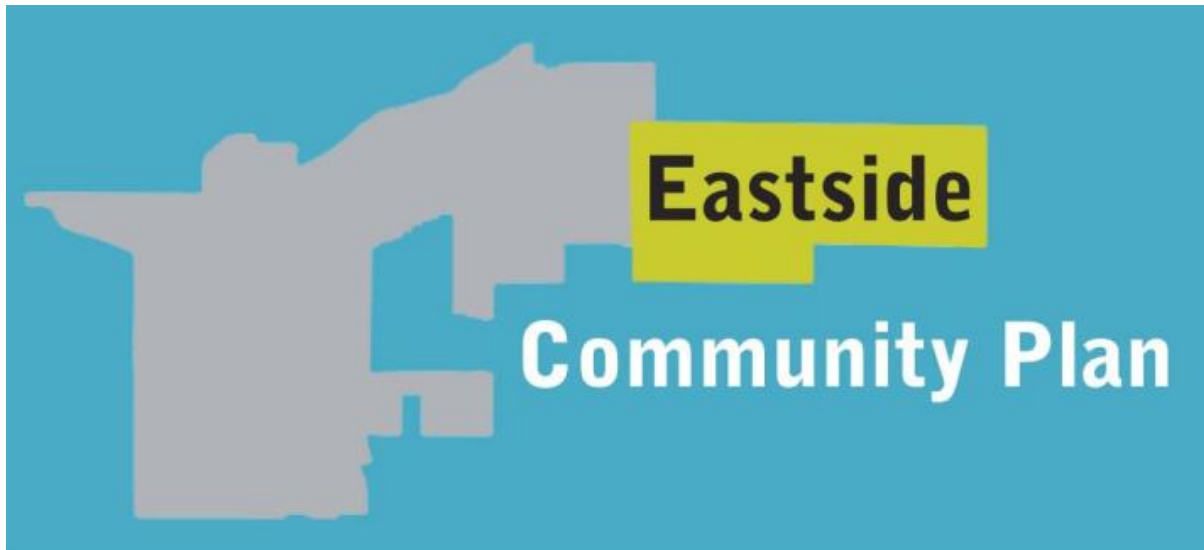
- Many businesses have long ownership history – 20+ years
- Building ownership was one driver for locating on the Eastside
- Eastside residents leave the neighborhood for work and tend to work in professional services and the television and film industries
- Most Eastside jobs are in retail and the employees commute from other areas of Los Angeles into the Eastside
- Different daytime and night time populations – two audiences for retail goods and services

## Eastside Redevelopment Projects

<i>Project</i>	<i>Description</i>
Santa Monica Blvd Reconstruction	3-mile portion of roadway with 1/3 within Eastside
Commercial Façade Grants	17
Multi-family Residential Rehab Grants	24
Gateway Showcase Project (Target)	257,000 SF retail/restaurant center
Affordable Housing	134 units
Parking Development	800 off-street parking spaces

## Recent Private Investment

<i>Development</i>	<i>Market Units</i>	<i>Affordable Units</i>	<i>Retail/Commercial</i>	<i>Office</i>	<i>Estimated Value</i>
Huxley & Dylan	112	75	31,000 SF	0 SF	\$150 Million
Movietown Plaza	293	77	32,300 SF	0 SF	\$120 Million
Domain	133	33	7,100 SF	0 SF	\$70 Million
The Lot	0	0	0 SF	100,000 SF	\$60 Million
<b>Total</b>	<b>538</b>	<b>185</b>	<b>70,400 SF</b>	<b>100,000 SF</b>	<b>\$400 Million</b>



### **Eastside Community Plan – Ongoing, Expected Fall 2016**

- 5-10 year plan: Identify and prioritize improvements for the changing neighborhood
- Response to influx of development, residents and employees in the area
- Will provide proactive approach to guiding future investment through identification of priority projects for the Eastside that are supported by the community
- Priority Topics: Economic Development, Mobility, Urban Design, Public Space, Housing

## West Hollywood Gateway: A Catalyst for the Eastside



### Project Highlights

West Hollywood Gateway is the City's first major public-private partnership. What was over a 20-year process from conception to completion resulted in 9,276 SF of retail on the City's Eastside. The community process had identified desirable tenants ranging from a movie theater to a Costco – in the end the retail portion of the project became home to anchor tenants Target, Best Buy, and Starbucks. As a result of this investment, property values increased by nearly \$750 million Citywide, with a total increase in property value of \$1.1 billion expected by 2017

The mixed-use development includes 70,000 square feet of street-front retail space, 95,000 square feet of studio production space, and over 800 new parking spaces inside a three level underground parking structure. Additionally, about 80,000 square feet of residences were added in 1,100 apartments that are built or under construction, of which 248 (23%) are affordable (very low, low, moderate). The project is a repurpose of Mary Pickford & Douglas Fairbanks Studios by CIM.

### Project Lenders and Investors

Section 108 Loan - \$8 million

HUD Brownfields Economic Development Initiative Grant - \$2 million

City of West Hollywood General Fund - \$5.3 million



## Sierra Bonita Apartments: 7530 Santa Monica Blvd.



(2010)

Developer:	West Hollywood Community Housing Corporation
Units:	42
Tenant/Owner Type:	Very low- and low-income, disabled rental housing Mixed use – includes office space for WHCHC

### Project Highlights

An exciting design that provides comfortable “green” apartment living atop one-level of subterranean parking and approximately 620 square feet of ground floor commercial retail space. The 5- story mixed-use project offers 42 one-bedroom units of affordable housing for very low- and low-income special needs households. Residents have immediate access to public transportation, recreational and social service opportunities at nearby Plummer Park as well as other service providers located in the immediate area.

Of the 42 1-bedroom apartments, 14 are targeted to households whose income is at or below 30% of the area median (AMI), 23 apartments are targeted to households whose income is at or below 50% of AMI, and 4 are targeted to households whose income is at or below 60% of AMI. One unit is reserved for the building manager.

### Project Lenders and Investors

City of West Hollywood  
City of West Hollywood Community Development Commission  
Los Angeles County Community Development Commission  
State of California, Dept. of Housing and Community Development

## The Courtyard at La Brea: 1145 N. La Brea Ave.



(2014)

Developer:	West Hollywood Community Housing Corporation
Units:	32
Tenant/Owner Type:	Very low- and low-income, special needs rental housing Mixed-use – office space for nonprofit organization

### Project Highlights

The dramatic and innovative five story mixed-use building consists of 31 units of affordable housing for very-low and low-income households, plus a unit reserved for the building manager, as well as nonprofit office space on the first floor. It features green technology and breathtaking architecture that make it an exceptional addition to the City. Sustainable features include a “laundry to landscape” gray water reclamation system, which will capture water from the laundry washing machines for irrigation in the courtyard planters.

Of the 32 apartments, 16 apartments are targeted to households whose income is at or below 50% of the area median income (AMI), 15 are targeted to special needs households whose income is at or below 30% of the area median (AMI). The special needs units are designated for people living with HIV/AIDS (6 units), people with mental disabilities (6 units), and transition age youth (3 units).

### Project Lenders and Investors

City of West Hollywood  
Los Angeles County Community Development Commission  
State of California, Dept. of Housing and Community Development

## The Huxley: 1234 N. La Brea Ave.



(2014)

Developer: Monarch Group  
Units: 187 (149 market-rate and 38 very-low income)  
Tenant/Owner Type: Market-rate renters and very-low income renters

### Project Highlights

- Mixed-use development.
- 22,104 sf of commercial space on first floor.
- Unit mix of studios, one bedrooms, and two bedrooms
- Above and below grade parking.
- Owner received low-income housing tax credits to help finance the very-low income affordable housing component.

## The Dylan: 7111 Santa Monica Blvd.



(2014)

Developer: Monarch Group  
Units: 184 (147 market-rate and 37 very-low income)  
Tenant/Owner Type: Market-rate renters and very-low income renters

### Project Highlights

- Mixed-use development.
- 17,816 sf of commercial space on first floor.
- Unit mix of studios, one bedrooms, and two bedrooms
- Above and below grade parking.
- Owner received low-income housing tax credits to help finance the very-low income affordable housing component.

## 1155 Detroit St.



(2001)

Developer: West Hollywood Community Housing Corporation  
 Units: 10  
 Tenant/Owner Type: Low-income, family rental housing

### Project Highlights

WHCHC's Detroit Family Apartments include 10 units of family housing to serve low and very low-income residents. There are 3 one-bedroom, 1-bath units; 4 two-bedroom, 1-bath units; and 3 three-bedroom, 2-bath units.

The building is handicapped-accessible, with an outdoor courtyard and play area. Each unit has its own private outdoor patio/balcony space. The 3-story structure has a subterranean garage, an elevator and laundry room.

### Project Lenders and Investors

City of West Hollywood  
 City of West Hollywood Community Development Commission  
 Los Angeles County Community Development Commission  
 California Housing Finance Agency  
 National Equity Fund

## The Janet L. Witkin Center: 937 N. Fairfax Ave.



(2014)

Developer:	Affordable Living for the Aging
Units:	17
Tenant/Owner Type:	Very-low and low-income, senior rental housing Mixed use – includes office space for Affordable Living for the Aging

### Project Highlights

The Janet L. Witkin Center is a truly exceptional model of integrating universal design and green design elements within an affordable senior housing context. Common space at the Janet L. Witkin Center has been designed to create a healthy, comfortable and accessible space where seniors, their families and community members will gather together for educational events and social interaction.

Of the 17 apartments, six are designated for chronically homeless seniors and three are designated for individuals with mobility issues or visual impairment. This project serves as a model for effectively supporting seniors with varying levels of frailty in a mixed population building.

### Project Lenders and Investors

City of West Hollywood

Los Angeles County Community Development Commission

Los Angeles County Department of Mental Health

## Domain: 7141 Santa Monica Blvd.



(Expected 2016)

Units: 166 (133 market-rate and 33 low/moderate income)  
Tenant/Owner Type: Market-rate renters and low/moderate income renters

### Project Highlights

- Mixed-use development.
- 12,000 sf of commercial space on first floor.
- Unit mix of studios, one bedrooms, and two bedrooms
- Above and below grade parking.
- Developer will provide 17 apartments for low-income households and 16 apartments for moderate-income households to satisfy the City's inclusionary housing requirements.

## Movietown Square: 7302 Santa Monica Blvd.



(Expected 2017)

Developer:	AvalonBay
Units:	371 (294 market-rate and 77 very-low income)
Tenant/Owner Type:	Market-rate condominiums and very-low income renters

### Project Highlights

- Mixed-use development.
- 32,320 sf of commercial space on first floor.
- Unit mix of studios, one bedrooms, and two bedrooms
- Above and below grade parking.
- Developer entered into Tri-Party Agreement to build affordable housing component and gift 77 units to West Hollywood Community Housing Corporation to own and operate