



City of West Hollywood  
California 1984



# EASTSIDE

community plan

## Eastside Working Group Meeting

June 28, 2016

# AGENDA

1. Introduction
2. Public Comments
3. Housing and Future EWG Meetings
4. Public Comment

# Public Comment

# Housing

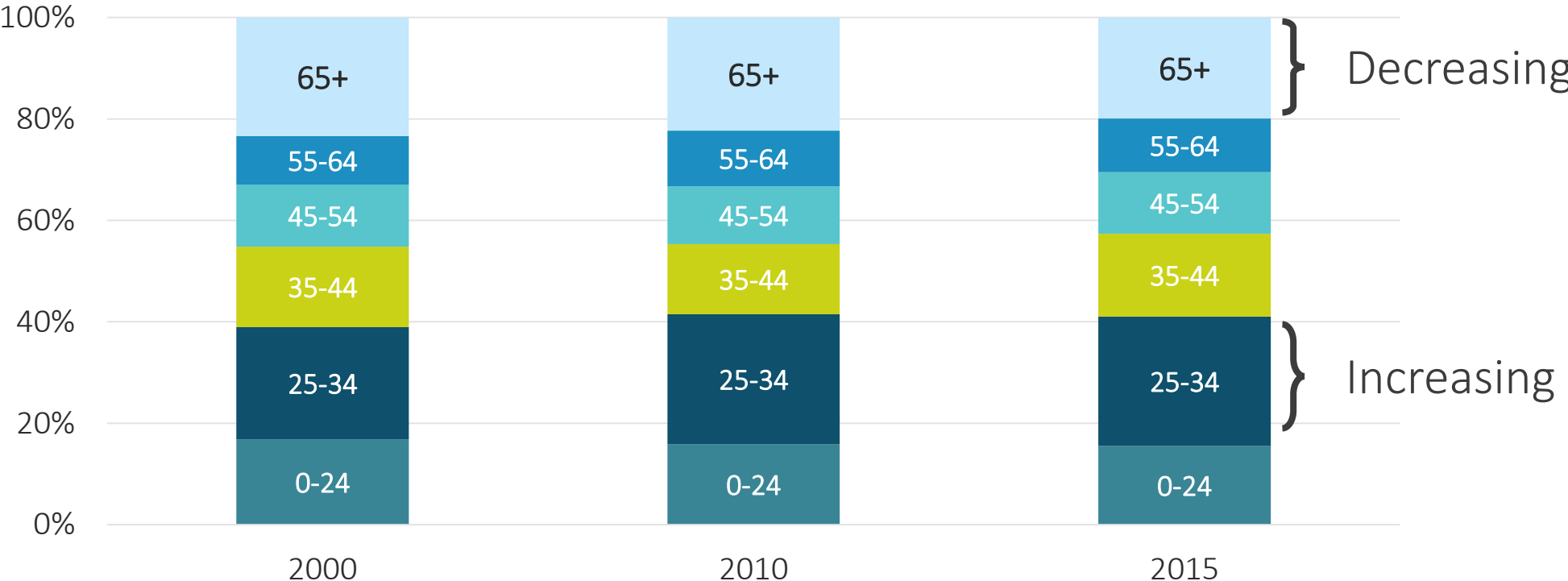
- Existing Conditions
- Current Programs or Initiatives
- Future Opportunities/Discussion

# Existing Conditions

# Eastside Population by Age



- Eastside population is getting younger
- Smaller households

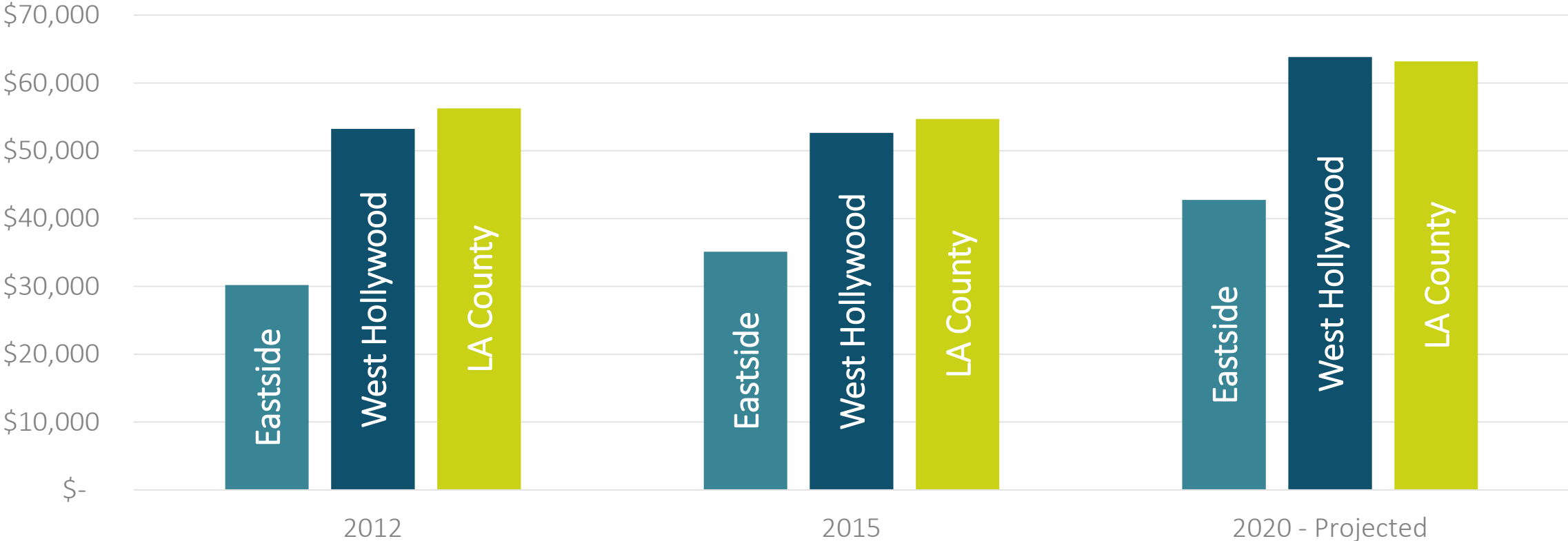


Sources: US Census Bureau and ESRI

# Median Income



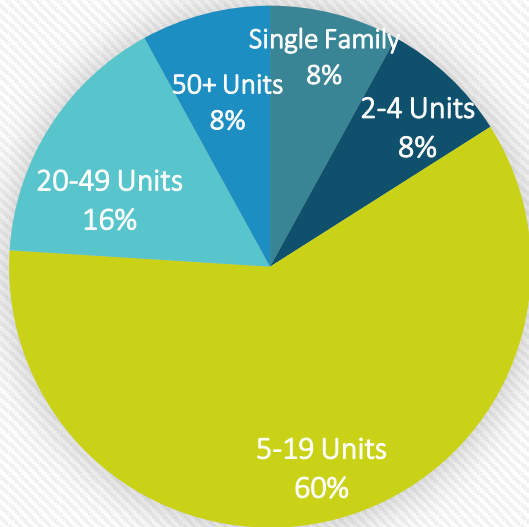
- Eastside has a comparatively low median income



# Types of Housing Units

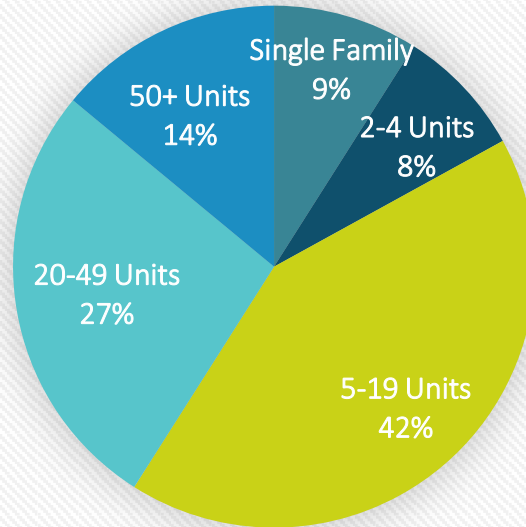


### Eastside



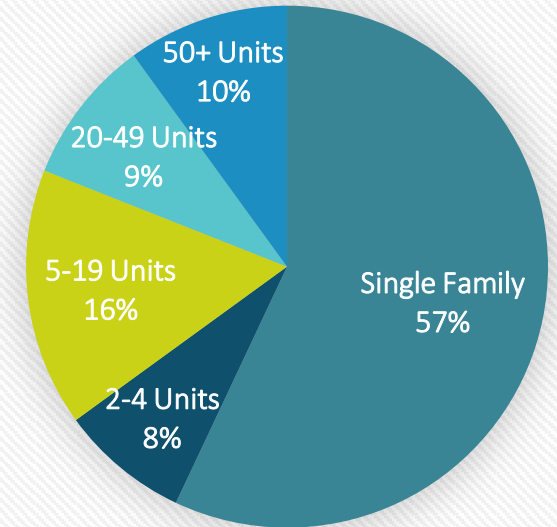
■ Single Family ■ 2-4 Units ■ 5-19 Units  
■ 20-49 Units ■ 50+ Units

### West Hollywood



■ Single Family ■ 2-4 Units ■ 5-19 Units  
■ 20-49 Units ■ 50+ Units

### LA County



■ Single Family ■ 2-4 Units ■ 5-19 Units  
■ 20-49 Units ■ 50+ Units

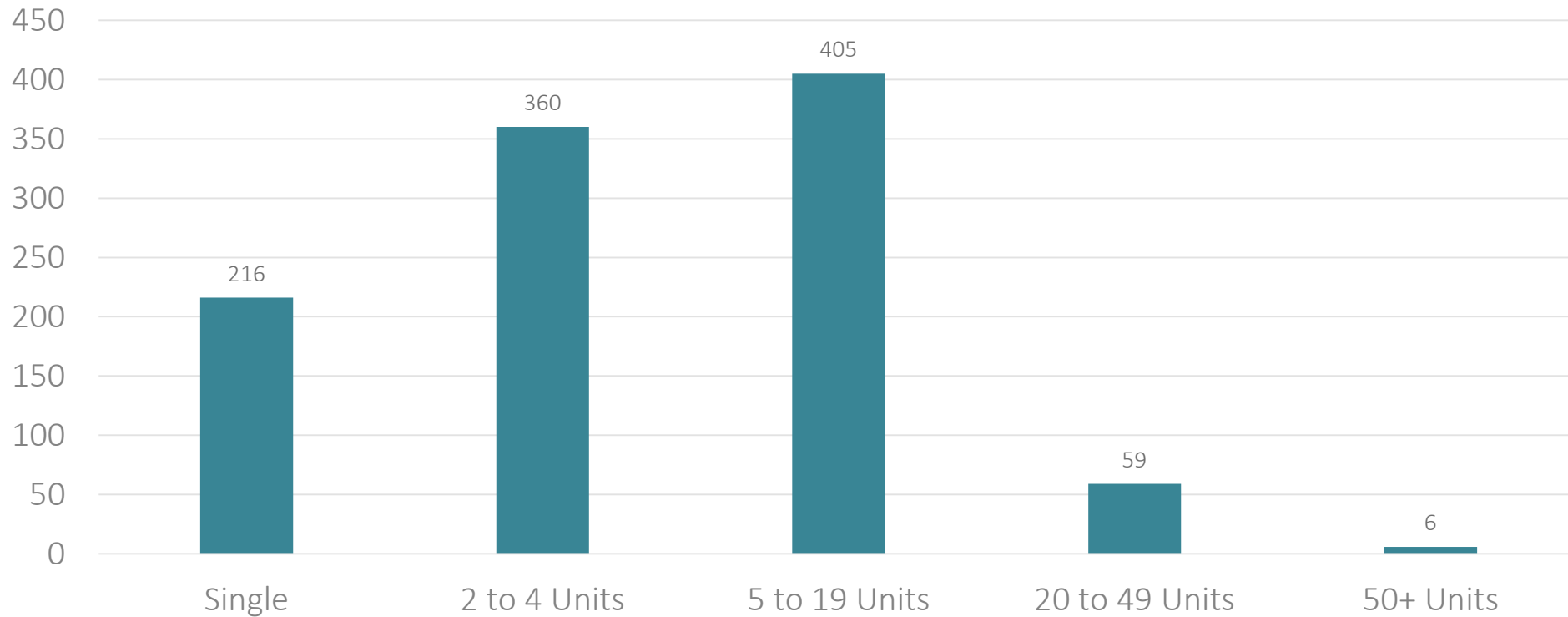


# Building Type



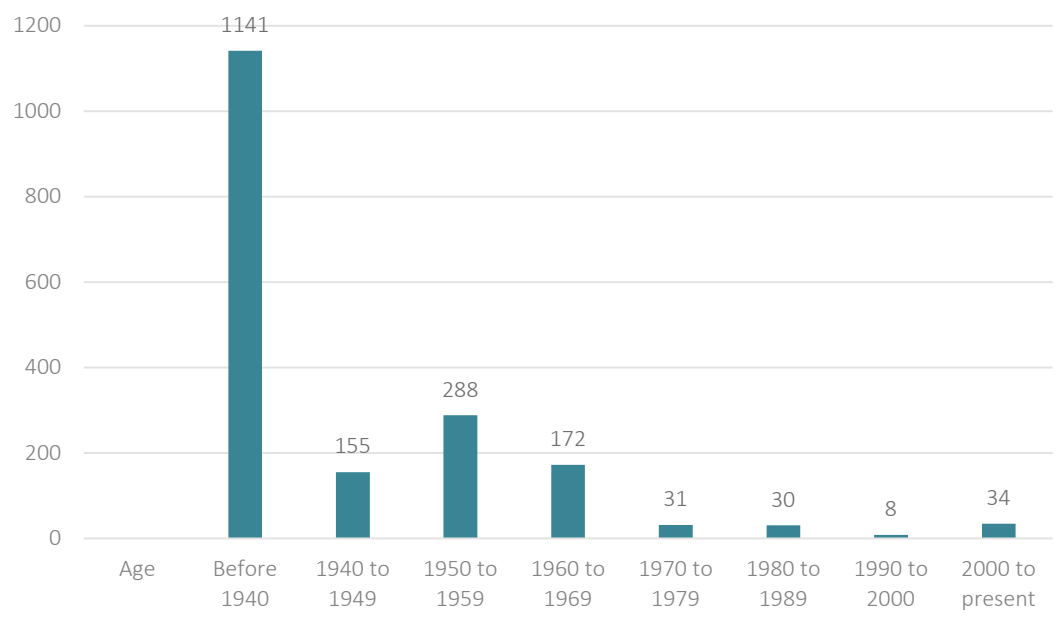
- The multi-family buildings are mostly small to medium-sized apartment buildings

Count of Residential Buildings by Type



# Age of Housing Stock

- 75% of the housing units are 50 or more years old
- 84% were built in 1979 or earlier (RSO applies)
- Characteristics of older buildings
  - Contribute to the character
  - Require significant maintenance



Year Built



Legend

<span style="color: red;">■</span> 0 - 1939	<span style="color: lightgreen;">■</span> 1970 - 1979	<span style="border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span> Project_Boundary
<span style="color: orange;">■</span> 1940 - 1949	<span style="color: lightblue;">■</span> 1980 - 1989	<span style="border-top: 1px dashed black; display: inline-block; width: 15px; height: 10px;"></span> City Boundary
<span style="color: yellow;">■</span> 1950 - 1959	<span style="color: blue;">■</span> 1990 - 1999	<span style="border: 1px solid gray; display: inline-block; width: 15px; height: 10px;"></span> Parcels_2010
<span style="color: lightyellow;">■</span> 1960 - 1969	<span style="color: darkblue;">■</span> 2000 - 2014	<span style="border: 1px solid gray; display: inline-block; width: 15px; height: 10px;"></span> Community Plan Boundary
		<span style="color: green;">■</span> City Parks

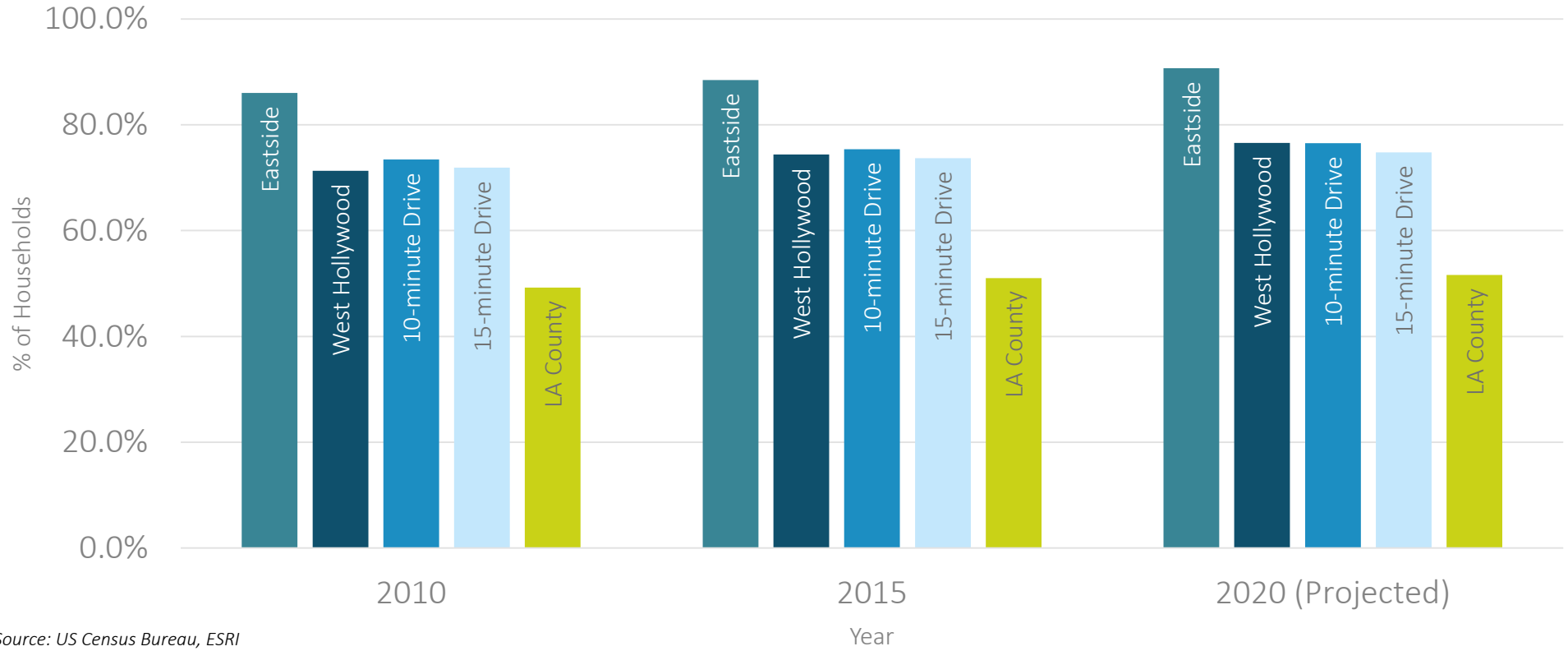
Scale: 0 0.05 0.1 0.2 Miles

Data Sources: City of West Hollywood and County of Los Angeles GIS Data  
Produced by Rainis + Associates

# Rental Units

- The Eastside has a large number of renters

Renter Occupied Housing Units



Source: US Census Bureau, ESRI

# Residential Turnover



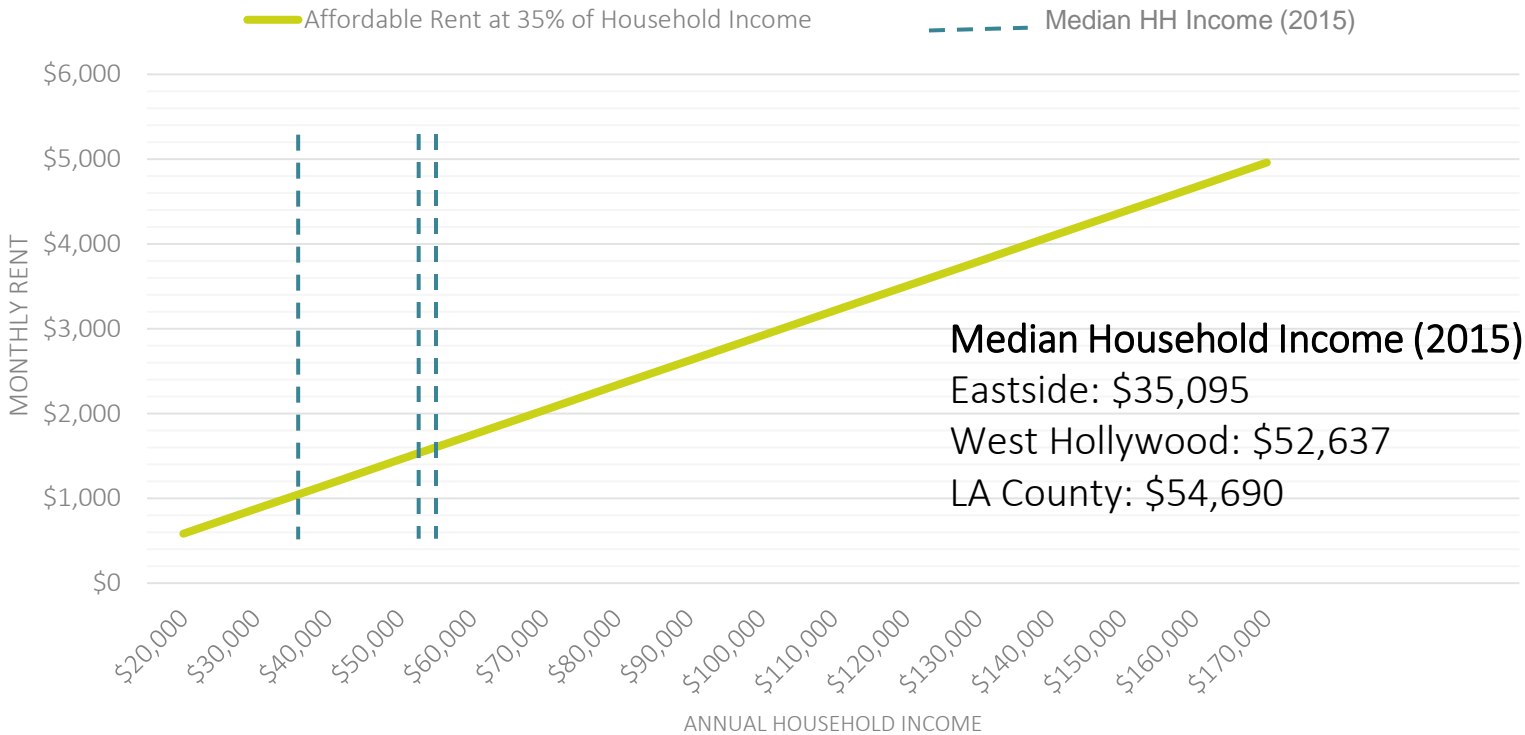
- High turnover rates
- Mostly in Renter-occupied units

Year Moved	West Hollywood			City of Los Angeles			Remainder of Los Angeles County		
	Renter Occupied Units	Owner Occupied Units	All Occupied Units	Renter Occupied Units	Owner Occupied Units	All Occupied Units	Renter Occupied Units	Owner Occupied Units	All Occupied Units
1979 or earlier	4.0%	5.5%	4.3%	2.0%	18.3%	7.9%	1.6%	16.7%	9.5%
1980 to 1989	3.9%	9.5%	5.0%	3.0%	12.7%	6.5%	2.6%	13.7%	8.4%
1990 to 1999	15.3%	22.5%	16.8%	12.7%	22.3%	16.2%	10.4%	23.6%	17.3%
2000 to 2009	31.4%	46.3%	34.4%	38.8%	35.5%	37.6%	41.3%	35.8%	38.4%
2010 or later	45.3%	16.3%	39.4%	43.6%	11.1%	31.8%	44.1%	10.2%	26.3%
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%	100%	100%

Source: US Census, American Community Survey 2013 via BAE

# Housing Affordability

- Industry standard dictates that people should not spend more than 30%-35% of their gross income on rent
- This is difficult on the Eastside given the high rents, low median income, and high residential turnover



# Market Rate Rental Rates



Average Asking Rents (Market-Rate) as of June 2016

	Older Housing	Newer/Rehabbed Housing	All Housing
Studio	\$ 1,634	\$ 2,322	\$ 1,863
1-Bedroom	\$ 1,874	\$ 2,919	\$ 2,070
2-Bedroom	\$ 2,358	\$ 4,031	\$ 2,744

*Source: Apartments.com, Craigslist.com, Hotpads.com, Padmapper.com, Rent.com*

*Note: Older vs. newer housing stock is estimated based on listing photos*

# New Construction

- Between 2001 and 2015, 481 new units built on Eastside
- 555 are under construction
- Another 222 units are entitled but not built
- New projects are generally mixed-use buildings along commercial corridors or replacement of older single-family homes with multi-story condo developments.

	New Units Added	Existing Units Demolished	Net New Units Added
Built	519	34	485
Entitled	222	88	134
Under Construction	555	12	543
<b>Total Units</b>	<b>1296</b>	<b>134</b>	<b>1162</b>

# Eastside Projects



## Legend

- Entitled
- Under Construction
- Built
- City Boundary
- City Parcels

- Community Plan Boundary
- City Boundary
- City Parks

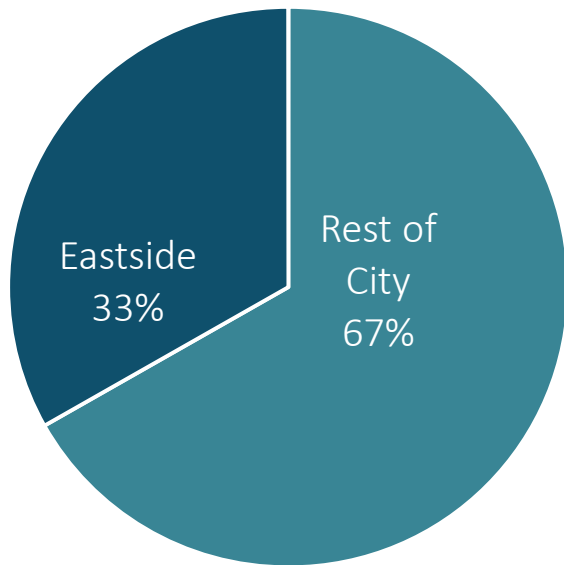
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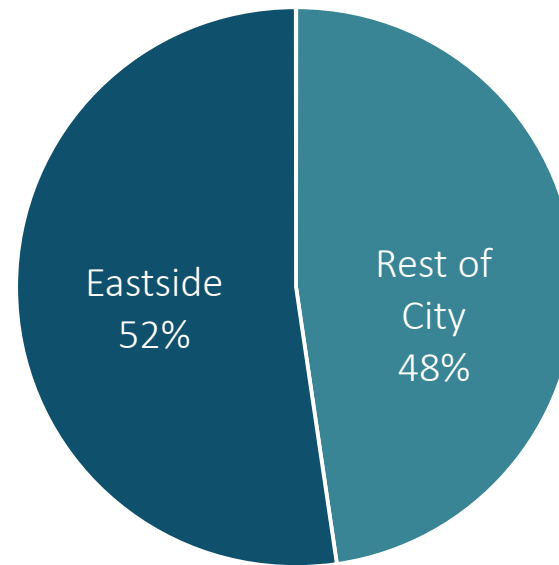
# Affordable Housing Units



647 Existing Affordable Housing Units<sup>1</sup>



235 Affordable Units under Construction<sup>1</sup>



1. Includes IHP units, RDA-funded units, and Housing Trust Fund units

- There is also Section 8 housing throughout the City
  - 516 units in Section 8 buildings
  - 800 Section 8 vouchers in units citywide

# Current Programs & Initiatives

# Inclusionary Housing Program



- Inclusionary Housing Program (IHP)
  - Purpose is to generate affordable, deed-restricted rental units when market rate units are constructed
  - Only available to households that meet a defined income category

Number Of Persons In Household	Very Low-Income	Low-Income	Moderate-Income
1	Up to \$29,193	\$29,194-\$46,708	\$46,709-\$58,385
2	Up to \$31,528	\$31,529-\$50,445	\$50,446-\$63,056
3	Up to \$33,863	\$33,864-\$54,181	\$54,182-\$67,727
4	Up to \$36,199	\$36,200-\$57,918	\$57,919-\$72,397
5	Up to \$38,534	\$38,535-\$61,655	\$61,656-\$77,068

# Rent Stabilization Ordinance



- Rent Stabilization Ordinance (RSO)
  - RSO governs annual rent increases, prohibits arbitrary evictions, and requires certain property maintenance standards.
  - Provides long-term affordability to residents
  - 4,389 RSO units on Eastside



# Density Bonus Law



- Density Bonus Law
  - Encourages the construction of on-site affordable units
  - Projects not utilizing an in-lieu fee may apply for housing density bonuses up to 35%

# Mixed-Use Incentive Overlay



- Intended to focus on residential mixed-use projects on commercial corridors and including locations with high transit levels of service and major intersections.
- New development with a mix of residential and commercial uses in this overlay zone may receive an additional 0.5 FAR and ten (10) feet in height.



# Other Studies or Programs



## STUDIES

- Multifamily Rehab Incentive Program
- Seismic Retrofit Program
- Citywide Multifamily Development Study
- Eastside Craftsman Historic Survey

## PROGRAMS

- No Cost Safety and Security Devices (Home Secure)
- Rent Stabilization and Tenant Eviction Protections
- Aging in Place/ Aging in Community 5-year Strategic Plan
- RSO Building Blocks Educational Program
- Rental Referral List
- Affordable housing Energy Efficiency and Water Conservation
- Housing Legislation

# EWG Recommendations (Phase 1)



- Encourage **programs** to support renters
- Support tenant **education** programs
- Support programs that preserve existing, quality housing units
- Support proactive code compliance
- Explore opportunities to meet the housing needs of new residents and residents of all income levels
- Consider additional incentives for moderate income housing
- Develop strategies to incentivize maintenance of residential buildings
- Support homeownership opportunities



# Discussion Questions



- What are the key issues related to housing on the Eastside?
- Does the Eastside have unique or different housing needs from the rest of the City?
- What does the ideal mix of housing look like? (rental vs ownership; unit size; cost)
- In addition to what has already been discussed, what programs are needed improve housing on the Eastside?

# Neighborhood Design

# Residential Building Design



Typical Building Design Guideline Components:

Setbacks



Site Planning & Parking



Building Types



Windows



Entrances



Rooftops



Building Materials



Landscaping



Fences and Gates





# Residential Building Design



## Existing Buildings



# Discussion Questions



- Did you have any additional thoughts on the issues and opportunities in the residential neighborhoods?
- What building characteristics should be included in design guidelines for the Eastside?
- What programs are recommended for improving the quality and character of residential neighborhoods?

# Future Meetings

# July Meeting



- Tuesday, July 26, 2016 (6:30PM -8:30PM) @ City Hall
- Topics:
  - Public safety
  - Public events
  - Sustainability
  - Public art
  - Evaluation framework
  - Community Event Update
- Materials will be made available to you the week of July 18th

# Walking Tour



- Purpose:
  - Informal exchange of ideas
  - Identify areas that need improvement
  - Identify design characteristics that should be replicated or changed
- Areas to explore:
  - Older commercial areas on Santa Monica Boulevard
    - Areas of activity to build on
    - Improvements to areas with less activity
  - New mixed use buildings – Characteristics to replicate and improve upon
  - Residential neighborhoods – Landscaping, façade improvements and new buildings
- Timing: weekend or weeknight tour?
  - Staff will send out doodle poll with some dates in the next couple weeks



# Community Engagement



## Venues

- Eastside Community Celebration Event: September 18
- Helen Alberts Farmers Market: Every Monday from 9AM-2PM in Plummer Park
- Summer Sounds: July 24 and August 7 in Plummer Park.
- National Night Out: Tuesday, August 2 @ Eastside neighborhood block party
- Puppet Theatre on Wheels: Slavic Folk Tales / Славянские Народные Сказки, Sunday, August 28 @ Plummer Park Community Center 5+6

## Activities

- Information about Eastside
- Voting on priority issues
- Suggestions for programs and recommendations
- Advertise Eastside Event (Saturday, Sept. 18)