

ULI-LA Housing Council

“First Friday” Monthly Brown-Bag Lunches Chronology: January 2012-December 2014

Part 1: Chorological table

Date	Topic	Speaker / Discussion Leader
12/10/14	Special stimULI Breakfast Session - LA Housing Markets: Robust Recovery or Anemic Growth?	Prof. Stuart Gabriel, Ziman Center, UCLA and Prof. Richard Green, Lusk Center, USC, moderated by Ehud Mouchly, READI, LLC
12/5/14	A. The Future of Affordable/Attainable Housing in Los Angeles: Unique Challenges and Possible Solutions B. California SB 628 and AB 229 - Enhanced Infrastructure Financing Districts: A short briefing	Ann Sewill, Vice President, Housing and Economic Development of the California Community Foundation, and Joan Ling, Lecturer of Urban Planning at the UCLA Luskin School of Public Affairs Andrew Fogg, Partner, Cox Castle & Nicholson
11/7/14	Gentrification: Is It Harmful or Beneficial for the Housing Recovery and Economic Development in the LA Region? Is it a Devil, a Messiah or Something Else Entirely?	Mott Smith, Founder of Civic Enterprise, John Given, Principal of CityBuildAdvisors and Mark Vallianatos, Policy Director Occidental College Urban & Environmental Policy Institute
10/3/14	Structuring and restructuring: Lessons learned from making affordable housing projects more feasible: Case Studies from Northern California	Maurice Ramirez, Executive Vice President of AMCAL Multi-Housing.
9/5/14	Your parents aren't getting any younger; neither are you: Design and planning considerations for [affordable and market-rate] housing solutions for boomers and older Angelenos.	Manny Gonzalez, AIA , Principal of KTGy
8/1/14	The LA Region Housing Markets – Understanding the Indicators for Fun and Profit	Prof. Richard Green, Lusk Center at USC
7/21/14	Special stimULI Breakfast Session: “Affordable Housing Development Costs in California: In Line, or Out of Line?” in conjunction with the release of the Affordable Housing Development Cost Study by the State	Bea Hsu, SVP, Related California, Claudia Cappio, Executive Director, CalHFA & HCD). William J. Pavão, Executive Director, CTCAC, and Sean Spear, Executive Director, CDLAC
6/5/14	Is ‘Adaptive Reuse’ a Practical Component of the Toolkit for Increased Housing Production in the LA Region?” – Lessons from the Implementation of the Adaptive Reuse Ordinance (ARO) in the City of Los Angeles.	Hamid Behdad, President of Central City Development Group (CCDG) and Yuval Bar-Zemer, Partner, Linear City Development
5/2/14	“3-D Printing” Technology for Efficient and Lower-Cost Production of Market-Rate and Low-Mod Income (“Affordable”) Housing	Prof. Behrokh Khoshnevis. University of Southern California
4/5/14	Your Grandma’s Single Family Home is now the Hottest Thing in the Urban Infill Market: a presentation and discussion of “The New Suburbanism.”	Randy Jackson, President of PlaceWorks (formerly The Planning Center)
3/7/14	Regional Planning: Housing, Demographic Trends, Growth Forecasting” – The Southern California	Jonathan Nadler and Ma’Ayn Johnson, SCAG staff members

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	Association of Governments (SCAG).	
2/7/14	A. Community Land Trusts – What Are They, and How Do They Create Permanently Affordable Housing B. Exploring a concept of a “Housing Covenant Bank” – a vehicle for preservation of affordable housing	Mark Asturias, Executive Director of the Irvine Community Land Trust John Given, Principal of CityBuild Advisors and Co-Chair of ULI-LA Land Use Leadership Committee
1/10/14	Trending and Blending: Hot Buttons in Residential Mixed Use	Daniel Gehman, AIA, of Harley Ellis Devereaux
12/6/13	The New Realities of Public Housing	Doug Guthrie, President & CEO of the Housing Authority of the City of Los Angeles (HACLA)
11/1/13	Small-Lot SFD Housing in the City – an Innovative niche housing product	Jane Blumenfeld, Former Deputy Director of the City of LA Planning Department; Christian Návar, AIA, Principal at Modative. Hardy Wronske, Partner at Heyday Partnership.
10/4/13	Whither Housing in the LA Region?	G.U. Krueger, Principal Economist and founder of KruegerEconomics
9/13/13	Parcel M @ Grand LA (within the Grand Avenue Project in Downtown Los Angeles): A Mixed Income (“80/20”) Residential Development	Gino Canori, Sr. Vice President for Development; Jonathan Shum, Sr. Associate - Related of California
8/2/13	I - Veterans Housing Projects Case Studies: (1) ND Sepulveda I and ND Sepulveda II at VA’s medical campus in North Hills. (2) Marmion Way Apartments in Cypress Park. II - Sacramento Update	I - Dora Gallo, President of A Community of Friends (ACOF); Colleen Edwards, Senior Project Manager of Palm Communities. II - Sean Spear, CDLAC Executive Director; Lynn Jacobs, former CA HCD Director and President of Ventura Affordable Homes
7/12/13	One Santa Fe, the Mixed Use Joint Development Project in the Los Angeles Arts District,	Alex Kalamaros, Joint Development Program Manager for Metro; Chuck Cowley, President of Cowley Real Estate Partners
5/4/13	Affordable Housing Development Opportunities in a Post Redevelopment World	Kathe Head, Managing Principal, LA Office of Keyser Marston Associates
4/5/13	The New Growth Fortunes of Los Angeles: The Decade Ahead	Professor Dowell Myers, Price School at USC
3/1/13	The continuing Housing Crises	Professor Raphael Bostic, Price School at USC and former Assistant HUD Secretary
2/1/13	Reorganizing Delivery of Economic Development Services in Los Angeles: The Housing Connections	Paul Silvern, Partner-in-charge of the Los Angeles area office of HR&A Advisors
1/4/13	Economic Forces Impacting Southern California Housing Markets	Bill Watkins, Executive Director of the California Lutheran University (CLU) Center for Economic Research and Forecasting, and professor of economics at CLU
12/7/12	Redevelopment Agencies and Housing in the Los Angeles Region: Issues and Opportunities for 2013	Richard Close, Esq. Partner, Gilchrist & Rutter and Member of the Los Angeles City Redevelopment Agency Oversight Board
11/2/12	How Do We Know It’s Affordable? The Combined Cost of Housing and Transportation for LA	Scott Bernstein, President of the Center for Neighborhood Technology (CNT) in Chicago

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	Communities	
10/5/12	Playa Vista Vision and Implementation	Randy Johnson, Co-President and CFO of Playa Capital Co.
9/7/12	I - The Los Angeles Housing Department – Status Update II - Housing Improvement Districts	I - Mercedes Márquez, Deputy Mayor of Los Angeles for Housing & Interim General Manager of the LAHD, and former Assistant HUD Secretary II - Jim Bonar, Executive Director of Clifford Beers Housing, Inc
8/1/12	Case Studies of Development and Financing of TOD Projects	Tony Salazar, President of West Coast Operations and Principal of McCormack Baron Salazar (MBS)
7/6/12	I – Legislative and Regulatory Update at the State Level II – Legislative and Regulatory Update response at the County Level	I - Linn Warren, Director of the State of California Housing & Community Development Department (HCD) II - Richard Bruckner, Director of the Los Angeles County Regional Planning Department (DRP)
6/1/12	I - Introduction to the California Infill Builders Federation II - Case study of planning and design solutions for in-fill affordable housing	I - Mott Smith, Principal of Civic Enterprises and John Given, VP of CIM II - Otis Odell, Principal of PBWS Architects
5/4/12	The USC 2012 Lusk Center / Casden Multifamily Market Forecast	Tracey Seslen, Professor of Real Estate Finance at the USC Marshall and Price Schools
4/6/12	The current state of the housing market in the Los Angeles region and in Southern California	Bob Gardner, Managing Director at RCLCO
3/22/12	Special Session for ULI-LA District Council Membership: Southern California Housing 2012-2035	Lynn Jacobs, Former Director, California Housing & Community Development Department; Arthur “Chris” Nelson – Director, Metropolitan Research Center, University of Utah; Peter Gordon – Professor, University of Southern California; Taylor Mammen – Principal/Director of Consulting, Robert Charles Lesser Company; Erik Pfahler – President, CityWest Ventures; John Given – Principal, Development, CIM Group
3/2/12	Case study of Olson Homes’ new Citrus Walk project in downtown Covina	Scott Laurie, President of Olson Company
2/3/12	Current Housing Economics in the LA Region	GU Krueger, principal economist and founder of HousingEcon.com
1/6/12	Pitfalls and Opportunities in Structuring Public Private Housing Partnerships in the LA region	Allan Kotin, Principal of ADK Associates

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Part 2. Sessions Narratives

December 10, 2014 - special stimULI Breakfast Session

“LA Housing Markets: Robust Recovery or Anemic Growth?” This special stimULI Breakfast featured Los Angeles’ two most eminent scholars and authorities on housing: **Professor Stuart Gabriel of UCLA** and **Professor Richard Green of USC**. The session was moderated by **Ehud Mouchly**, Chair of the ULI-LA Housing Council and Principal of READI, LLC. Professors Green and Gabriel led a wide-ranging discussion on rental and ownership housing issues in the Los Angeles region. They shared their insights on demographics, housing demand and supply, project and household finance, regulatory issues and more.

December 5, 2014

“The Future of Affordable/Attainable Housing in Los Angeles: Unique Challenges and Possible Solutions.” In September, Professor Paul Ong of UCLA, among others, identified Los Angeles as the most housing cost-burdened city in America. Last week, Trulia’s Jed Kolko identified Los Angeles as the second least-affordable ownership housing market in the US for the middle class. The housing market has been tight since the 1970s. But it is made worse since 2007 with a divergent trend where incomes are decreasing while rents and prices are increasing. With fewer affordable middle-income, rent-subsidized units and weaker rent control, particularly compared to New York, we face unique challenges that require a wide range of solutions.

Ann Sewill, Vice President, Housing and Economic Development of the California Community Foundation, and **Joan Ling, Lecturer of Urban Planning at the UCLA Luskin School of Public Affairs** led an interactive session. They led off a lively discussion among the members with their thoughts about old and new financial and land use policies and regulations that can effectively address the supply side of our housing challenge.

November 7, 2014

“Gentrification: Is It Harmful or Beneficial for the Housing Recovery and Economic Development in the LA Region? Is it a Devil, a Messiah or Something Else Entirely?”

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Gentrification has become a highly charged word. To some, it means neighborhood improvement—the hope of higher values and better services, safety and schools. To others, it means community destruction—the fear of displacement, inequity and the loss of authenticity. The emotions and hype around gentrification have become important background to today’s land-use debates. But the conversation has been framed in binary terms, focusing overwhelmingly on anecdote and emotion. Would a reframing of the idea of gentrification and more data lead to better policy and better outcomes? The session looked at the current research on gentrification and, with a critical eye on the conversation to date, provided some ways forward for a more productive dialog.

Mott Smith, Founder of Civic Enterprise led the discussion with participants **John Given, Principal of CityBuildAdvisors** and **Mark Vallianatos, Policy Director Occidental College Urban & Environmental Policy Institute**

October 3, 2014

“Structuring and restructuring: Lessons learned from making affordable housing projects more feasible:” A discussion and presentation of two lemons-to-lemonade case studies from “up north” in the Bay Area by **Maurice Ramirez, Executive Vice President of AMCAL Multi-Housing**.

September 5, 2014

“Your parents aren’t getting any younger; neither are you: Design and planning considerations for [affordable and market-rate] housing solutions for boomers and older Angelenos.” A discussion led by **Manny Gonzalez, AIA, Principal of KTG**.

With more than 10,000 people a day turning 65 until 2030, meeting the needs of an aging population is perhaps the Housing Industry’s biggest challenge. Manny has designed housing for that market from Del Webb’s latest product lines to more than 50 affordable senior apartment communities around the country.

Right here in Los Angeles his work spans from the renovation of the country’s largest affordable age restricted community on Bunker Hill to million dollar stacked flats in the newest part of Playa Vista with 56% of the buyers being 55 and over even though the community has no age restriction. Having worked in this demographic space for more than 20 years he has seen what works and what doesn’t and will share what he would do if he had his way.

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August 1, 2014

“The LA Region Housing Markets – Understanding the Indicators for Fun and Profit:”

A conversation with **Prof. Richard Green, Director of the Lusk Center at USC**. Richard conducted a free-ranging discussion covering findings from the recent Harvard Joint Center for Housing Studies’ report “The State of the Nation’s Housing 2014” focusing on LA and Southern California, patterns of infill vs. suburban housing, housing choices of the millennials and boomers, housing affordability issues, prospects for a sustainable housing “recovery,” structural changes in housing demand and supply, and other topics of immediate and longer-term concern.

July 21, 2014 – special stimULI Breakfast Session

“Affordable Housing Development Costs in California: In Line, or Out of Line?” The California Housing Finance Agency (“CalHFA”) along with the California Department of Housing and Community Development (“HCD”), the California Tax Credit Allocation Committee (“TCAC”), and the California Debt Limit Allocation Committee (“CDLAC”) have undertaken a large scale state-wide affordable housing development cost study. The study involved the collection of cost data, a cost elements comparison analysis, and an identification of project characteristics with related cost impacts. The information collected has been used to facilitate a rigorous analysis which produced a comprehensive report on affordable multifamily rental housing development costs. As a follow-up to the study, the four state housing-related agencies anticipate considering and possibly adopting policy and programmatic changes to better promote the cost efficient development of affordable housing throughout the state. Even though “affordable housing” has come to refer to very-low/low/moderate income housing, this report also contains critically important information for housing professionals who focus on the production of mixed-income and market rate housing. The Panelists will discuss critical key findings of the report and respond to questions and comments from the audience.

The panel was moderated by **Bea Hsu, Senior Vice President, Development & Forward Planning, Related California**, and featured **Claudia Cappio, Executive Director, California Housing Finance Agency (CalHFA & HCD)**, **William J. Pavão, Executive Director, California Tax Credit Allocation Committee (CTCAC)**, and **Sean Spear, Executive Director, California Debt Limit Allocation Committee (CDLAC)**

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June 6, 2014

“Is ‘Adaptive Reuse’ a Practical Component of the Toolkit for Increased Housing Production in the LA Region?” – Lessons from the Implementation of the Adaptive Reuse Ordinance (ARO) in the City of Los Angeles. As noted in the 2013 study by ULI-LA / Nat’l Trust for Historic Preservation (attached): “. . . City planners estimate that the ARO can be credited with creating about 14,000 housing units between 1999 and 2012. This period includes four years in which a severe market downturn caused a virtual stop in new development.”

Hamid Behdad, President of Central City Development Group (CCDG) and Yuval Bar-Zemer, Partner, Linear City Development led a presentation and discussion of this topic. Hamid is widely credited as the shepherd and champion of the ARO through the City of LA regulatory labyrinth. Yuval has been developing successful adaptive reuse projects including, most recently, the Elysian – converting the 120,000 sqft former MWD building at the edge of Echo Park into an upscale 96-unit apartment building. They discussed practical applications of adaptive reuse disciplines, constraints and opportunities as they relate to housing production.

May 2, 2014

“3-D Printing” Technology for Efficient and Lower-Cost Production of Market-Rate and Low-Mod Income (‘Affordable’) Housing. A presentation and discussion by **Prof. Behrokh Khoshnevis of USC**. Prof. Khoshnevis has invented “Contour Crafting, a [revolutionary] mega-scale 3D fabrication process aiming at automated on-site construction of whole structures as well as subcomponents.” “. . . Using this process, a single building or a colony of buildings may be constructed automatically with all plumbing and electrical utilities imbedded in each; yet each building could have a different design which can include complex curved features.” This innovative approach has unique potential for expeditious and lower-cost production of market-rate and ‘affordable’ (very low & low-mod income) housing.

April 4, 2014

“Your Grandma’s Single Family Home is now the Hottest Thing in the Urban Infill Market:” a presentation and discussion of “The New Suburbanism.”

Randy Jackson, President of PlaceWorks (formerly The Planning Center) discussed the phenomena of Millennials getting married, GenYers having Babies, GenXers with parents

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moving in, Bounce-Back kids with their kids moving home and no one wants to live in a high-rise. This sets the stage for rethinking the traditional single family home in our Urban Community. The single family home has always been part of the Southern California community housing mix as illustrated in the Wilshire Corridor, Santa Monica Neighborhoods and La Brea communities. But in the last twenty years many of these neighbors have given way to multi-family 2-3 story walkup with densities of 12 to 20 dwellings to the acre. This type of housing is problematic for many of the new family formations with the need for privacy and use flexibility. It is time to discuss the development of new product types that can hit the urban densities yet maintain the character and privacy of the traditional SFD.

The CA Dept. of Finance projects that enrollment in California K-12 schools will bottom-out in 2018 and then begin a long steady climb as the children of the Millennials begin to refill our classrooms and reshape our education system. Where will the parents of those kids choose to live? Once they have kids, will they seek out the single-family detached that they grew up in, that they see as “normal” family housing? With their higher student debt loads and a return to old fashioned minimum down payment and debt-to-income standards how much housing will they be able to afford? Randy believes that a large swath of these Millennials will seek out smaller single-family detached housing, either the smaller homes of the 1960s and 1970s or new housing products that are affordable at higher densities but that mimic the character of a detached house. From a community standpoint, the issue will be how to provide these housing products with the cultural features that Millennials value—common gathering and socializing spaces, walkability, sustainability, and transit. And in addition to the cultural values, the millennial parents will want access to jobs. Good jobs, as they define them—jobs with value, flexibility, and living wages.

March 7, 2014

“Regional Planning: Housing, Demographic Trends, Growth Forecasting” – The Southern California Association of Governments (SCAG). A presentation and discussion by **Jonathan Nadler and Ma’Ayn Johnson**, member of our ULI-LA Housing Council. For those not familiar with SCAG and its critical role in our region, it is the nation's largest metropolitan planning organization (MPO), representing six (out of the seven) counties of Southern California, 191 cities and more than 18 million residents. Among SCAG’s responsibilities is developing the region’s long-range regional transportation plan (RTP) including the sustainable communities strategy (SCS) and growth forecast components, regional transportation improvement programs, regional housing needs allocations (RHNA) – which are an integral part of the

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housing element in local governments’ general plans - and a portion of the South Coast Air Quality Management Plan.

Jonathan and Ma’Ayn introduced SCAG and discussed its housing, demographic analysis, and growth forecasting programs.

February 7, 2014

A. “Community Land Trusts – What Are They, and How Do They Create Permanently Affordable Housing?” A presentation and discussion by **Mark Asturias, Executive Director of the Irvine Community Land Trust**. Mark presented the concept of the community land trust (CLT) model, how it is used to develop permanently affordable ownership and rental housing projects. This concept has grown nationally and has become a model to create sustainable affordable housing opportunities that is used nationally and internationally. To illustrate the concept, Mark also presented a case study on the Alegre Rental Housing CLT Project currently under development by AMCAL Multi-Housing in the City of Irvine. This is a unique \$43-million community project that is using the CLT model, which includes a ground lease structure, and a three-party partnership to create 104 affordable rental units within the Cypress Village MPC. The project was financed and entitled in record time and is expected to outperform market rate apartments by providing a greater level of improvements and amenities than market rate units in the area.

B. “Exploring a concept of a “Housing Covenant Bank” – a vehicle for preservation of affordable housing.” A presentation by John Given, Principal of CityBuild Advisors and Co-Chair of ULI-LA Land Use Leadership Committee.

January 10, 2014

“Trending and Blending: Hot Buttons in Residential Mixed Use:” A presentation and interactive discussion led by **Daniel Gehman, AIA, of Harley Ellis Devereaux**. Daniel discussed several trends that are influencing the planning and design of residential mixed-use projects throughout the Los Angeles area, including: • Mixology: micro or family units? What factors are driving the decision? • Private outdoor space: benefit or liability? • Bicycles: will we really move people out of cars and onto 2 wheels? • High Rise and the ICO: Both Sides of the “Form-

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based zoning” debate; • The Return of the Condominium? He illustrated his points with a mix of built, under-construction, and on-the-boards projects.

December 6, 2013

“The New Realities of Public Housing,” presentation and discussion by **Doug Guthrie, President & CEO of the Housing Authority of the City of Los Angeles (HACLA)**. Doug discussed the current state of Affordable Housing programs in Los Angeles, and the new realities of public housing in an uncertain regulatory and legislative environment. Doug also provided us with an update on HACLA’s Jordan Downs, the flagship re-development and expansion of a 50-acre, 700-unit public housing project in Watts into a 120-acre, 1,400-unit mixed-income, mixed-use “urban village.”

November 1, 2013

“Small-Lot SFD Housing in the City – an Innovative niche housing product.” The City of Los Angeles “Small Lot Subdivision (Townhome) Ordinance” has enabled an innovative and creative solution for successful and desirable development of in-town / infill for-sale detached housing. Using a case study approach, an experienced three-member panel discussed opportunities, constraints and “lessons learned:”

- **Jane Blumenfeld, Former Deputy Director of the City of LA Planning Department.** Jane authored the ordinance during her time with the City;
 - **Christian Nívar, AIA, Principal at Modative.** Modative is a preeminent planner and designer of small-lot subdivision projects;
 - **Hardy Wronske, Partner at Heyday Partnership.** Heyday has been a successful developer of many small-lot subdivision projects.
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October 4, 2013

“Whither Housing in the LA Region?” Presentation and discussion by our friend **G.U. Krueger, Principal Economist and founder of KruegerEconomics**. G.U. is an outstanding housing analyst and forecaster. He addressed a wide range of housing related topics: demographics, the economic cycle, housing affordability, financing, the outlook for suburban and urban housing in the LA region and other pressing issues which preoccupy housing professionals.

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September 13, 2013

Presentation and discussion of the Case study of **Parcel M @ Grand LA (within the Grand Avenue Project in Downtown Los Angeles): A Mixed Income (“80/20”) Residential Development.** **Gino Canori, Sr. Vice President for Development,** and **Jonathan Shum, Sr. Associate at Related of California.** Gino and Jon presented an overview of the “Grand LA” Master Plan and Related’s Parcel M @ Grand LA. They covered the Developer’s ability to successfully finance and commence the construction of Parcel M in the face of numerous headwinds: a tough post-recession economic outlook, dissolution of the CRA, uncertain financing climate, educating stakeholders on the benefits of an “80/20 mixed-income” structure, and coordinating with a non-profit entity as it constructs the adjacent Broad Museum.

August 2, 2013

1. Case studies presentations and discussions of **Veterans Housing Projects:**
 - a. **ND Sepulveda I and ND Sepulveda II at VA’s medical campus in North Hills,** by **Dora Gallo , President of A Community of Friends (ACOF);**
 - b. **Marmion Way Apartments in Cypress Park,** by **Colleen Edwards, Senior Project Manager of Palm Communities.**

 2. **Sacramento update:** Short briefing on State-level reorganization of the housing-related departments agencies committees and authorities: **Sean Spear, CDLAC Executive Director** and **Lynn Jacobs, former CA HCD Director and President of Ventura Affordable Homes.**
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July 12, 2013

Case study presentation and discussion of **“One Santa Fe, the Mixed Use Joint Development Project in the Los Angeles Arts District,”** by **Alex Kalamaros, Joint Development Program Manager for Metro** and **Chuck Cowley, President of Cowley Real Estate Partners.** This project is a unique case study of a public-private joint venture mixed-use TOD between the Los Angeles County Metropolitan Transportation Authority (“Metro”) and several private entities. Mix-use elements in the four-acre site include 438 apartments (20% of which will be “affordable units”), 78,000 sq. ft. of commercial and retail uses, Red Line station portal and 800 parking spaces.

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June 7, 2013

1. Presentation and discussion of **“A [Friendly] User's Guide to the Successful Implementation of CEQA as a Tool to Support Housing and Residential Development,”** by our very own **David Waite, Partner at Cox Castle Nicholson and the incoming Chairman of the ULI-LA District Council.** David discussed how CEQA can be used as an implementation tool to engage the public and private sectors and to garner support for projects. He also discussed how SB 375 can be used to streamline infill residential projects.
 2. We presented an update on the ULI Terwilliger Center / Enterprises Communities Los Angeles case studies on **“Lowering the Cost of Developing/Preserving Affordable Rental Housing.”**
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May 4, 2013

Presentation and discussion on **“Affordable Housing Development Opportunities in a Post Redevelopment World,”** led by **Kathe Head, Managing Principal of the LA Office of Keyser Marston Associates.** Kathe focused on the niches of affordable housing development that remain available after the dissolution of California redevelopment agencies. She discussed projects with local public assistance including tax-credit projects; the potential, opportunities and limitations in developing mixed-income projects; and, potential legislation.

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April 5, 2013

Presentation and discussion of the **“The New Growth Fortunes of Los Angeles: The Decade Ahead,”** led by our good friend **Professor Dowell Myers of USC**. Dowell discussed several new works, including the following highlights: 1) the new reduced growth projections for LA; 2) the new age profile of growth in LA; and a selection on California from his Mortgage Bankers study on Immigrant Contributions to Housing Demand, 2010-2020.

March 1, 2013

Presentation and discussion of **“The continuing Housing Crises,”** led by our good friend **Professor Raphael Bostic of USC**. Raphael focused on both the rental housing and for-sale housing crises. He covered issues of rental housing affordability, preservation, transit- and corridor-oriented development, homelessness and the continued Neighborhood Stabilization Program (NSP). He then covered issues of for-sale housing foreclosures, jobs location, prospects for easing of mortgage underwriting. He also discussed issues at the Federal level.

February 1, 2013

Presentation and discussion on **“Reorganizing Delivery of Economic Development Services in Los Angeles: The Housing Connections,”** led by **Paul Silvern, Partner-in-charge of the Los Angeles area office of HR&A Advisors**. Paul discussed the HR&A which provided recommendations for a new public-private structure for delivering economic development services in the City.

January 4, 2013

Presentation and discussion of **“Economic Forces Impacting Southern California Housing Markets,”** led by **Bill Watkins, Executive Director of the California Lutheran University (CLU) Center for Economic Research and Forecasting, and professor of economics at CLU**.

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December 7, 2012

Presentation-discussion on **“Redevelopment Agencies and Housing in the Los Angeles Region: Issues and Opportunities for 2013,”** by **Richard Close, Esq.** Partner, Gilchrist & Rutter and Member of the Los Angeles City Redevelopment Agency Oversight Board.

November 2, 2012

Presentation and discussion on **“How Do We Know It’s Affordable? The Combined Cost of Housing and Transportation for LA Communities,”** by **Scott Bernstein, President of the Center for Neighborhood Technology (CNT) in Chicago.**

October 5, 2012

Presentation and discussion of **Playa Vista** by our very own **Randy Johnson, Co-President and CFO of Playa Capital Co.,** the developers of Playa Vista. The community is the unique 1,000-acre “new town in town” in West Los Angeles, an urban master planned community on the site of the former Howard Hughes Airport that was started in the late ‘90s. The most recent phase of development, “The Village” consists of 2,600 residential units, 200 assisted living units, 50,000 square feet of office space, 200,000 square feet of retail space; and 40,000 square feet of community-serving uses. Randy will share with us Playa Vista’s vision and implementation challenges, and will focus on housing-related “lessons learned.”

September 7, 2012

1. Presentation and discussion by our friend **Mercedes Márquez, Deputy Mayor of Los Angeles for Housing & Interim General Manager of the LAHD,** following her return from a three-year “exile” in DC. Mercedes shared with us insights from her work on housing issues at the national level, and – more critically – she discussed her new responsibilities and action plans for production of affordable housing and for achieving residential recovery in Los Angeles.

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2. Presentation and discussion by **Jim Bonar, Executive Director of Clifford Beers Housing, Inc.** Jim’s topic was **Housing Improvement Districts** – an innovative proposal to revive tax increment financing and rejuvenate inner city neighborhoods.
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August 1, 2012

Presentation and discussion by **Tony Salazar, President of West Coast Operations and Principal of McCormack Baron Salazar (MBS)**. Tony focused his discussion on development and financing “lessons learned” from case studies of MBS TOD projects. A good example is MBS’s recently completed first phase of **MacArthur Park Apartments**, consisting of 90 affordable apartments and 15,000 sq. ft. of retail. The \$45 million project is a joint venture with the MTA, relying on a financing structure that only a parent could love.

July 6, 2012

1. Presentation and discussion by **Linn Warren, Director of the State of California Housing & Community Development Department (HCD)**. Among other topics, Linn discussed the view from Sacramento of barriers to affordable [infill] housing development, and the next phase of housing development along transit corridors. Particularly pressing issues were the preservation of low income housing in these corridors and the integration of market rate housing in the context of SB375.
 2. **Response presentation and discussion by Richard Bruckner, Director of the Los Angeles County Regional Planning Department (DRP)**. Richard reflected on Linn Warren’s comments and on related issues from the local perspective.
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June 1, 2012

1. **Introduction to the California Infill Builders Federation:** A presentation and discussion by **Mott Smith, Principal of Civic Enterprises and John Given, VP of CIM**. Mott was joined by other members of the Federation which represents builders and developers of new homes, offices, schools and retail space in California’s urban areas. The Federation’s stated focus is on infill development which results in attractive and convenient neighborhoods that give residents more options to get from point A to point B all while using California’s resources more efficiently, and often involves the transformation of abandoned and neglected

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properties.

2. **Case study of planning and design solutions for in-fill affordable housing** by our Council colleague **Otis Odell, Principal of PBWS Architects** in Pasadena. Otis discussed “lessons learned” from actual projects in Denver and their application in the Southern California context.
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May 4, 2012

The USC 2012 Lusk Center / Casden Multifamily Market Forecast. Our presenter and discussion leader was **Tracey Seslen, Professor of Real Estate Finance at the USC Marshall and Price Schools**, and co-author of the Casden Forecast

April 6, 2012

The current state of the housing market in the Los Angeles region and in Southern California. Presentation and discussion by our very own **Bob Gardner, Managing Director at RCLCO** – the nationally prominent real estate advisory services provider. Bob shared with us his insights into “lessons learned,” emerging trends and “what does / will work.”

March 22, 2012 – Special ULI-LA Housing Council Breakfast / stimULI Session

Southern California Housing 2012-2035: This special session for the general ULI-LA membership was convened following the December 2011 publication by ULI of “The New California Dream,” a report by Chris Nelson arguing that demographic and economic factors at work in California would support the efforts of policy-makers in their efforts to implement Senate Bill 375, the seminal state law which required the coordination of land use and transportation planning to reduce greenhouse gas emissions. Implicit in this conclusion was the assumption that traditional large-lot, detached housing was significantly overbuilt in the four most populous metropolitan areas in the state, including the Southern California region. The report further concluded that the supply of this particular housing type would continue to outstrip demand in the state and in the region for the next twenty-thirty years, supplanted by more dense housing types located in proximity to mass transit. This assertion had broad implications for the constituents - homeowners and renters, planners, land use and real estate professionals, residential and non-residential developers / builders, retailers, policy makers.

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The session was a special point-counterpoint breakfast program to drill down on the issues related to the Chris Nelson report which argued that demographic and economic factors at work in California will change the way housing is built and demanded.

Moderator:

Lynn Jacobs, Former Director, California Housing & Community Development Department

Presenters:

- **Arthur “Chris” Nelson – Director, Metropolitan Research Center, University of Utah**
- **Peter Gordon – Professor, University of Southern California**

Respondents:

- **Taylor Mammen – Principal/Director of Consulting, Robert Charles Lesser Company**
 - **Erik Pfahler – President, CityWest Ventures**
 - **John Given – Principal, Development, CIM Group**
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March 2, 2012

Case study of Olson Homes’ new Citrus Walk project in downtown Covina. Presentation and discussion by our very own **Scott Laurie, President of Olson Company**. Citrus Walk is offering 8 of its 12 single level flats as moderate-income affordable housing units. With prices starting at \$240,400, these flats are \$70,000 and \$80,000 below market rate for comparable homes of this size and spec level, and monthly payments will be comparable to rent in the area.

February 3, 2012

Current Housing Economics in the LA Region: A presentation and discussion by our special guest **GU Krueger, principal economist and founder of HousingEcon.com**. GU is an outstanding housing analyst and forecaster. He updated the forecast which he shared with us a year earlier, and reviewed demand and supply imbalances, inventory and shadow inventory, traps and opportunities in multifamily and sale housing in the LA Region.

January 6, 2012

Pitfalls and Opportunities in Structuring Public Private Housing Partnerships in the LA region. A presentation and discussion by **Allan Kotin, Principal of ADK Associates**. The discussion was particularly timely in light of the then recent California Supreme Court decision which

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effectively abolished all redevelopment agencies in California for the foreseeable future. It was also in line with the ULI-LA Housing Council’s investigation of the costs, hurdles and incentives of producing housing in the cities and unincorporated areas of LA and Ventura Counties.
