

MLI PRESENTATION

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West Hollywood Becomes a City 1984

Motivating Forces:

1. Local control over land use
2. Rent control
3. LGBTQI+ rights

November 29, 1984

West Hollywood Celebrates Birth as a City Today

By JAMES RAINEY, Times Staff Writer

With the filing of three simple documents this afternoon, West Hollywood will become the 84th city in Los Angeles County, nearly 30 years after residents first attempted to form their own government in the 1.9-square-mile island of unincorporated county territory.

A map of the city, certified results from the Nov. 6 election and a county Board of Supervisors resolution confirming formation of the new city will be presented to the county recorder.

A few hours later, at 7 p.m. in Plummer Park's Fiesta Hall, the first City Council will be sworn in to govern a city of 35,000 that is a unique amalgam of renters, senior citizens, gays and Russian immigrants.

Helen Albert, John Heilman, Stephen Schulte, Valerie Terrigno and Alan Viterbi will make up the first council. One of the three gay activists—Heilman, Schulte or Terrigno—is expected to be elected mayor.

Rent Rollback

The council is expected to roll rents back to the Aug. 6 level and to freeze rents for up to six months. Aug. 6 was the day before the

city has adopted a permanent rent control law. The council is expected to stop evictions for the same period.

As many as 2,000 of West Hollywood's 19,000 apartments might be subject to rent reductions as a result of the rollback, according to Sol Genuth, a spokesman for the Apartment Assn. of Greater Los Angeles.

Apartment owners will not attempt to challenge the rollback in court, Genuth said. "Unfortunately, the courts have upheld certain types of rollbacks," he said. "It is doubtful that we can get any type of legal relief."

'Greedy Landlord Facade'

Genuth said the rollback is being justified by a few isolated cases of dramatic rent increases. He said rent control proponents "have maintained this facade of the greedy landlord" to get what they want.

The council said it also plans to enact a 45-day freeze on issuance of building permits to give the city time to set up a planning department. The freeze might be extended for four months.

"We want a little tighter control

CITY: W. Hollywood Birthday

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frozen this summer when the county Regional Planning Department stopped taking applications for large construction projects, according to principal planner Sorin Alexanian. Zone changes, variances and conditional use permits were stopped four months before the cityhood election to give the new city a chance to set its own planning guidelines, Alexanian said.

It has not been determined whether the city will open a planning office or contract with the county for that service. "We are not that happy with the county planning staff," Viterbi said. "It is unlikely that we will be hiring them to do the job."

The council is expected to hire the city's first staff members: City Manager E. Frederick Bien and City Atty. Michael Jenkins.

Bien, 62, is a veteran city administrator who helped launch the county's two newest cities, Westlake Village and Agoura Hills. Jenkins, 31, works for the Los Angeles firm of Richards, Watson, Dreyfus & Gershon. He serves as city attorney in Avalon, La Habra

Heights, Rolling Hills and Westlake Village.

Both began work last week, with Jenkins writing the rent and building freeze ordinances and Bien searching for office space for the city.

They will work closely with Albert, a 73-year-old former teacher; Heilman, 27, a lawyer; Schulte, 38, a social service administrator and one-time aspirant for Los Angeles City Council; Terrigno, 31, former director of a social service agency, and Viterbi, a 22-year-old transportation planner.

Terrigno and Viterbi, top vote getters in the election, will serve four-year terms. The rest of the council will be up for reelection in 17 months, in April, 1986.

The Board of Supervisors voted Tuesday to continue all county services to the city, including police, parks and recreation and road maintenance. Those services will be provided without cost to the city through June 30, the end of the fiscal year.

County ordinances will be continued for 120 days while the City Council decides which it wants to keep and which it wants to rewrite or abandon.

West Hollywood First City Council



Celebration of New City with Coalition for Economic Survival (CES)

CES was one of the leading forces in gathering signatures for incorporation.

CES ran a slate of five candidates. Four were elected.



Rent Stabilization Ordinance Adopted in 1985



**A GUIDE TO RENT STABILIZATION IN WEST
HOLLYWOOD**

Rent Stabilization Ordinance Adopted in 1985

Key Components of New Ordinance

1. Base rent established
2. Rent increases limited to 75% of annual CPI.
3. Tenant can petition for rent decrease based on reduction in services.
4. Landlord can petition for rent increase if landlord can demonstrate they are no longer making a reasonable rate of return based on NOI.
5. Landlord can increase rents 10% upon vacancy.

Landlords Protested Rent Control By Painting Buildings Red

West Hollywood Rent Control Makes Landlords See Red

BY STEPHEN BRAUN

APRIL 25, 1985 12 AM PT

When it comes to redecorating, everyone has an opinion.

John Parks thought the red paint he was swabbing on the side of his West Hollywood apartment building was appropriate. "This city is getting a rent control law that's as close to communism as you can get," the landlord said, rubbing at a streak of red paint that flecked his chin.

West Hollywood Adopts Inclusionary Housing Ordinance 1986

In 1986, West Hollywood adopted an inclusionary housing ordinance requiring developers to set aside 20% of units for low and moderate income residents.

The Harland on Doheny is a market-rate project with 12 units reserved for low and moderate income tenants.



West Hollywood Inclusionary Housing

Key components:

1. 20% set aside for low and moderate income, alternating with the first unit for low, second unit for moderate, etc.
2. 20% aside are density bonus units. If base density permits 100 units, the 20 additional inclusionary units can be built in addition to the 100 units for a total of 120 units.
3. Units are required to be of comparable quality and dispersed throughout the building.
4. Developer and City can mutually agree to negotiate to consolidate the units or to get units of different sizes.

Inclusionary Units at the Avalon Development

Development was completed
in 2017.

293 market-rate units.

77 affordable, low and very-
low senior units in stand-
alone building.

Trader Joes and other retail.



Creation of Non-Profit Community Development Housing Corporation

West Hollywood created the West Hollywood Community Housing Corporation (WHCHC) in 1986.

The goal of WHCHC is to rehabilitate, develop and maintain permanently affordable housing.

WHCHC has developed more than 22 apartment buildings and houses more than 1,270 residents. Many of the residents have incomes which are substantially below the poverty line.

WHCHC has developed buildings not just in West Hollywood, but also in Glendale and Los Angeles. It recently broke ground on a building in Palm Springs and is in predevelopment on a building in Beverly Hills.

Harper Apartments Completed 1990

17 units of senior housing.
Units in front building were renovated.
Units in rear are new construction.



Harper Community Housing Completed 1992

22 Units for people with
special needs.

First new construction
building targeting people
living with HIV and AIDS.



Havenhurst Apartments Completed 2004

24 units for people with
special needs.

Former WHCHC board
member with polio resides in
the property.



Sierra Bonita Completed 2010

42 units for special
needs.

Solar panels on side of
building.



Hayworth House Completed 2012

This is a building WHCHC rescued from a private developer who had “Ellised” the building.

The developer later sold the building to WHCHC.

WHCHC rehabilitated the building to make it more accessible.

48 units of senior housing.



Courtyard at La Brea Completed 2014

32 units for people with
special needs.

Some units reserved for
recently homeless or those at
risk of homelessness.



Blue Hibiscus Completed 2018

WHCHC owned an 8-unit building on this site. Adjacent single-family home was purchased. Properties were demolished.

New building has 22 units for people with special needs.

Roof-top garden maintained by residents.



Redevelopment Established on the Eastside of West Hollywood

As early as 1987, West Hollywood instituted a “blight” study to determine whether we could establish a Redevelopment Agency on the eastside of the city.

But the composition of the Council changed and there wasn't Council and community support for Redevelopment until the late 1990s.

West Hollywood Gateway Project Completed in 2004

First major redevelopment project.

Approximately 257,000 sq. ft. of retail, including a Target, Best Buy and various restaurants.

Spurred other developments, including new residential developments.



The Dylan Apartments Completed in 2014

184 units—147 market rate,
37 inclusionary units.

Restaurant and service uses
on ground floor.



Huxley Apartments Completed in 2014

187 units—156 market rate
units; 31 inclusionary units



Domain Apartments Completed in 2017

166 units—133 market units
and 33 inclusionary units

9,000 sq. ft. of commercial on
the ground floor



Avalon

Completed in 2017

370 units—293 market rate units and 77 units of senior affordable housing.

30,000 sq. ft. of retail at the ground level, including Trader Joe's and Wells Fargo bank.



State-Municipal Relationship With Respect to Housing

- Local Control vs. Housing Shortage
- California is 49th when considering housing units per capita
- California probably needs 3.5 million additional homes by 2025 to satisfy demand

Conflicts Between State Policy and Affordable Housing Goals

Rent Control

1. Costa-Hawkins prohibits cities from controlling rents upon vacancy.
2. New construction exemption from rent control laws. New construction is anything built after 1995. And some rent control laws have earlier periods.
3. Ellis Act allows landlords to go out of rental business and leave units vacant.

Conflicts Between State Policy and Affordable Housing Goals

Inclusionary Housing and New State Bonus Laws

1. We are now getting larger projects with fewer units as a result of state law.
2. Recently approved project with 110 units, 15 affordable.
3. In the past, a project of this size would have 19 affordable.



Conflicts Between State Policy and Affordable Housing Goals

Redevelopment

Redevelopment agencies in California directly created more than 100,000 affordable housing units and spurred private development to add innumerable market rate and affordable units.

California terminated redevelopment in 2012.

Conflicts Between State Policy and Affordable Housing Goals

Non-Profit Development of Affordable Housing

1. CEQA definition of a project. Save Tara v. City of West Hollywood, 45 Cal. 4th 116 (2008).
2. Legislature exempts proposed stadiums from CEQA in 2009, 2013, 2015 and 2017.
3. Numerous funding sources from state with different deadlines and different and changing priorities.
4. Funding require prevailing wages on construction, increasing the cost.

Conflicts Between State Policy and Affordable Housing Goals

West Hollywood

Size: About 2 sq. miles

Population: 35,000+

RHNA#: 3933

Westlake Village

Size: 5.5 sq. miles

Population: 7,845

RHNA#: 142

Rolling Hills

Size: 3 sq. miles

Population 1,702

RHNA#: 45

Conflicts Between State Policy and Affordable Housing Goals

ADUs

Approximately 80,000 ADUs have been built since reforms started in 2016.

But how many of them are actually being used for permanent housing and how many of them are being used illegally as short-term rentals or being used as guest rooms for single-family owners?

ADU and Junior ADU laws permit removal of parking for existing residents.

Conflicts Between State Policy and Affordable Housing Goals

If the State is going to preempt local control with respect to housing development, the State has to make sure that its regulations make sense.

State adopts policies with insufficient input from stakeholders.

State doesn't effectively evaluate programs to determine if they are working and to eliminate unintended consequences.

Suggestions for the Future

1. Permit vacancy control and change the rent control exemption for new housing.
2. Adopt state-wide inclusionary housing and provide technical assistance to local agencies.
3. Consolidate state funding sources for affordable housing. Create a uniform application for state affordable housing funds.
4. Bring back redevelopment for housing.
5. Stop amending the ADU law every two years.