

Housing Element Rezoning Program: Citywide Housing Incentive Program 2023 Outreach Summary



Introduction

Following the certification of the [2021-2029 Housing Element Update](#) in 2022, City Planning staff began to develop policy strategies focused on addressing the significant need for affordable housing in Los Angeles. The [Housing Element Rezoning Program](#), encompassing **Community Plan Updates** and the **Citywide Housing Incentive Program (CHIP)**, seeks to address this need and fulfill the City's state housing obligations. While Community Plan Updates revise underlying zoning regulations, the CHIP aims to increase affordable housing production through incentive-based tools, particularly in areas with access to jobs, infrastructure, and neighborhood amenities. Furthermore, the CHIP aims for an equitable distribution of new affordable housing development while also minimizing displacement.



City Staff at Central Avenue Jazz Festival (9/2023)

In March 2023, City Planning launched CHIP's [six core strategies](#) commencing the Listen Phase of outreach. In this phase, City Planning staff engaged with Angelenos across the City so that feedback on the CHIP concepts could be incorporated into the development of the Citywide Housing Incentive Program Ordinance ([CHIP Ordinance](#)). In particular, staff engaged with interested parties through the Concept Explorer Survey available online; live webinars; virtual office hours; partnerships with neighborhood groups and organizations; and community events. This report provides a summary of the outreach and community engagement conducted with Angelenos during the Listen Phase of the CHIP outreach.

Outreach and Engagement

Below is a summary of outreach activities conducted by City Planning in preparation for the development and release of the CHIP Ordinance.

Bilingual Kick-Off Webinars

To launch the CHIP and its associated core concepts, the City hosted interactive webinar events on the 28th, 29th,



City Staff at P-22 Day (10/2023)

and 30th of March 2023, including one designed for monolingual Spanish speakers. The webinars were live-casted on the Department’s Facebook page for those not able to attend via the webinar platform. During the webinars, City Planning Staff provided background on the housing crisis in Los Angeles and introduced the six core concepts and implementation strategies that comprise the CHIP. Additionally, Mentimeter, an interactive presentation-based digital tool, was utilized to obtain feedback and responses during the presentation.

Community Events

The City participated in various community events to interact with diverse communities across Los Angeles to raise awareness about the CHIP Strategies. Community events included CicLAvia, LA River Fest, Central Ave Jazz Fest, and the Sherman Oaks Street Fair. City Planning staff participation at these events focused on informing Angelenos about the strategies and also soliciting feedback. By actively engaging various neighborhoods and groups, the City aimed to develop strategies that resonated with and addressed the needs of its diverse population. Through attendance at the events listed in Appendix 1.2, City staff estimates it was able to reach just over 1,000 Angelenos.

Meetings with Interested Parties



City Staff at 626 Golden Streets Arroyo Fest (10/2023)

The City fostered collaboration with interested parties and community groups to inform Angelenos about the CHIP Strategies and gather valuable input. This effort involved City Staff providing visual and verbal presentations on the City’s housing obligations under State law as well as the details of the proposed CHIP core strategies. Simultaneously, City Planning provided a platform for stakeholders and community representatives to contribute their insights and perspectives on the CHIP strategies themselves. Listed in Appendix 1.3 are the key groups and organizations City Planning Staff engaged with during this phase. Throughout this phase of outreach, staff also fielded inquiries from constituents through email and scheduled calls with members of the public as needed to answer questions and discuss concerns about the Housing Element Rezoning Program.

Community Based Organization (CBO) Partnerships

In an effort to work with groups that have historically not been actively included in the planning process, City Planning made an intentional effort to engage with CBOs. On October 19, 2023, the City presented a session on CHIP strategies for The People’s Planning School at Strategic Actions for a Just Economy (SAJE). The session began with an introductory presentation and was followed by breakout groups



City Staff with SAJE (10/23)

participating in activities that focused on key CHIP concepts including affirmatively furthering fair housing, transit-oriented development, and adaptive reuse. The session had 20 attendees, most of whom were monolingual Spanish speakers from South LA.

On November 2, 2023, the City presented a session on the CHIP strategies for The People's Collaborative Academy at Pacoima Beautiful. The class began with an hour-long overview of the history and context of Los Angeles' housing crisis before delving into the details of CHIP strategies. The presentation concluded with a small-group activity in which participants placed different types of housing (single-family, affordable housing, missing middle housing, etc.) where they thought it was needed across the San Fernando Valley. The session had 14 attendees, a mix of English and Spanish speakers from Pacoima and Arleta.

Office Hours

From the 10th to the 31st of July 2023, the City held over 50 virtual Office Hours to offer the public an opportunity to provide feedback on the CHIP in small group conversations with City Planning staff. The conversations centered around specific questions about how CHIP would impact their neighborhoods. The most supported strategies from attendees were Adaptive Reuse, Missing Middle, and Opportunity Corridors. Participants advocated for growth around corridors, transit, and jobs; transitions off-corridors; and more moderate and for-sale housing opportunities. They also expressed concerns about the program's potential impacts on the neighborhood character of single-family and sensitive multi-family residential areas.



City Staff at CicLAvia
Pico Union (04/23)

What We Heard - Summary of Input and Themes

During the Listen Phase, City Planning solicited feedback on the CHIP concepts to incorporate into the development of the CHIP Ordinance. Below is a summary of what City Planning has heard thus far throughout the initial Listen Phase for the CHIP. Within the comments and feedback, the following common topics emerged.

- **Increase Production of Affordable Housing**
- **Facilitate Construction of Affordable Housing Near Infrastructure and Amenities**
- **Protect Renters and Those Vulnerable to Displacement**
- **Support Inclusive Communities**
- **Uplift Livable and Sustainable Communities**

In Appendix 1.1, comments are grouped by the themes expressed by outreach participants. Some of the comments touch on multiple themes and are included more than once. This valuable input has and will continue to help to guide the development of the CHIP Ordinance.

Increase Production of Affordable Housing

Angelenos have consistently expressed the need to prioritize the streamlining of housing, especially affordable housing. Additionally, Angelenos made clear the need to prioritize new affordable housing units for low-income tenants. This need is being addressed, in part, through the adoption of the Affordable Housing Streamlining Ordinance (Council File [CF 23-0623](#)) into the Los Angeles Municipal Code (LAMC), which would codify the streamlining provisions first introduced by [Executive Directive 1 \(ED 1\)](#) for one hundred percent affordable housing projects. Throughout its adoption process, however, demands have been expressed to expand streamlining provisions to single-family zones and remove added limitations on incentives. In addition to streamlining measures such as the proposed Affordable Housing Streamlining Ordinance, suggestions were made by Angelenos to enable development opportunities for a diverse range of housing options, including Accessory Dwelling Units (ADUs), missing middle housing typologies, and mixed-use development.

Facilitate Construction of Affordable Housing Near Infrastructure and Amenities

Outreach thus far revealed Angelenos' support for encouraging housing along existing, major commercial corridors. The consensus supports increasing density in underutilized zones, especially emphasizing the potential for growth along commercial areas. This strategy aligns with calls for mixed-use developments to provide easy access to amenities and employment opportunities. If development were to occur beyond the dense corridor, residents emphasized the need for a comfortable transition down to low-scale development.

Protect Renters and Those Vulnerable to Displacement

Angelenos expressed support for preserving affordable housing and preventing displacement. They encouraged the City to prioritize the rental of affordable units to low-income tenants and to provide safeguards to protect existing affordable housing stock. Furthermore, they emphasized the need to expand tenant protection strategies to minimize displacement and to allow current residents to continue residing in higher opportunity areas. Many attendees frequently suggested ensuring one-to-one replacement as well as increasing covenanted affordable and Rent Stabilization Ordinance (RSO) units, and expanding the Housing Choice Voucher Program. Additionally, there were concerns about ensuring vulnerable residents had access to affordable housing units constructed as a result of any program proposed as part of the CHIP.

Support Inclusive Communities

Outreach participants expressed a desire to strengthen inclusive, vibrant, and walkable communities with access to important neighborhood amenities. They continued to recommend providing diverse housing options near corridors and transit that would be accessible to all.

Moreover, some attendees supported the idea of undoing current down-zoning practices to enable the construction of multi-family housing in higher opportunity areas.

Uplift Livable and Sustainable Neighborhoods

Angelenos supported increased housing opportunities in high opportunity areas around the City and near transit to promote walkable neighborhoods near essential amenities. However, members of the public strongly expressed the need to balance density to preserve neighborhood character and mitigate issues such as overcrowding, traffic, and lack of on-street parking as a result of parking requirement reductions. Participants in a [poll](#), released in October 2023, on whether the CHIP Ordinance should apply to single-family zones expressed that they would prefer not to see additional capacity added to single-family zones and instead see more capacity added to major corridors. Furthermore, Angelenos suggested ensuring that the design and scale of developments fit the existing neighborhood character should additional capacity for housing units be added to lower density neighborhoods. Additionally, participants expressed their support for preserving open space requirements in proposed multi-family developments.

Concept Explorer Survey

The interactive Concept Explorer and Survey helped City Planning gather feedback from Angelenos on the CHIP strategies. The Survey was shared online and through community events. After closing the Concept Explorer Survey in November 2023, City Planning was able to gather data from over 1,000 respondents. It is important to acknowledge that some survey questions have fewer responses due to participants not completing the full survey. In the survey responses, Angelenos shared that they believe the most pressing issue facing Los Angeles is housing affordability (Chart 1.1). The majority of survey respondents identified as homeowners, and of the respondents who are renters, nearly 70% reported that they are rent burdened. Survey respondents reside across the city, representing just over 80 different zip codes.

Below are highlights gathered from the feedback associated with the survey on each specific CHIP core strategy.

Adaptive Reuse



Nearly 85% of respondents expressed support for the Citywide Adaptive Reuse Ordinance, which allows converting underutilized or vacant buildings into housing.

Update to Affordable Housing Incentive Programs



When seeking feedback regarding updating Transit Oriented Communities (TOC) and Density Bonus Programs, City Planning Staff encountered a range of responses. Numerous participants recommended expanding the program by incentivizing deeper affordability, increasing the number of affordable units, and allowing greater density and height. Additionally, there was a call to include multi-family housing options in single-family zones. Conversely, a separate set of respondents suggested excluding

single-family zones and concentrating the programs on commercial corridors with a gradual transition between building scales.

Opportunity Corridors



Over 80% of respondents favor focusing on new housing in higher opportunity areas. Half of the respondents were in favor of new housing in higher opportunity areas but emphasized avoiding environmentally sensitive areas. A total of 28% preferred expanding housing opportunities in areas where multi-family and commercial uses are already allowed (Chart 1.2).



Affordable Housing Overlay

Respondents believed expedited approvals were the most important incentive for one hundred percent affordable housing projects followed by more units, and reduced or eliminated parking requirements. (Chart 1.3).



Missing Middle:

Over 70% of survey respondents were in favor of allowing low-scale, missing middle housing options in existing residential neighborhoods. Specifically, bungalow court and townhome typologies received the most support.



Process Streamlining:

The majority of respondents supported process streamlining in exchange for more community benefits.

Next Steps

Based on feedback received during the Listen Phase of outreach as well as state regulatory requirements, staff have prepared and released a draft of the CHIP Ordinance. Outreach will continue through the adoption process and members of the public are encouraged to review the draft and provide written comments to housingelement@lacity.org. More information on the CHIP Ordinance and the next phase of outreach can be found [here](#).

Appendix

1.1 Public Comment

Increase Production of Affordable Housing

- Streamline housing processes, increase transparency, and involve neighborhoods in decision-making.
- Streamline housing, especially affordable.
- Increase and diversify multi-family housing on commercial corridors.
- Develop different types of partnerships to build housing.
- Facilitate utilization of Senate Bill 9 and state ADU law to create more housing units in lower density neighborhoods.
- Prioritize the development and protection of affordable units.
- Protect and expand upon existing affordable and missing middle housing.

Facilitate Construction of Affordable Housing Near Infrastructure and Amenities

- Increase housing in underutilized zones.
- More housing should be added to commercial corridors as part of mixed-use developments with access to grocery stores, shops, amenities, and jobs within the development.
- Explore upzoning of R2 for smaller scale, transitional zoning adjacent to R1.
- Build dense development near corridors, and underutilized publicly owned land to prevent housing that does not fit the context of the neighborhood it is proposed in.
- Manage increased density by building near transit to prevent overparking, overcrowding, and traffic problems.

Protect Renters and Those Vulnerable to Displacement

- Prioritize deep affordability and ensure access for low-income residents to diverse housing options while reducing costs and restrictions for development.
- Expand on anti-displacement measures.
- Ensure the program incorporates anti-displacement strategies.
- Replace RSO units after removal and possibly increase units.
- Protect older affordable housing.
- Ensure affordable units are utilized by low-income tenants.
- Ensure one-to-one affordable housing replacement.
- Ensure current residents can stay in high opportunity zones.
- Prioritize safety and accessibility to housing for vulnerable populations.

Support Inclusive Communities

- Retain a walkable and community scale for new development.
- Build dense development near corridors, and underutilized publicly owned land to prevent housing that does not fit the context of the neighborhood it is proposed in.
- Consider mixed-use zoning, design standards, and building heights in alignment with community character.
- Concerns about increased density making more housing unaffordable.
- Increase opportunities for multi-family housing in High Resource Areas.

Uplift Livable and Sustainable Neighborhoods

- Focus on upzoning and mixed-use zoning for walkable living options.
- Cautious planning in areas adjacent to R1 through smaller scale development.
- Manage increased density by building near transit to prevent overparking, overcrowding, and traffic problems.
- Concerns about density overcrowding infrastructure (schools, streets, schools, parking).
- Concerns about large developments in single-family neighborhoods.
- Prioritize environmentally conscious development near key services that all incomes have access to.
- Ensure ample open space in projects and preserve existing tree canopy.

1.2 Community events attended by City Planning Staff

Event Name	Date
CicLAvia Pico Union	4/16/23
CicLAvia Watts	5/21/23
LA River Fest	7/23/23
Central Avenue Jazz Festival	9/23/23
Sherman Oaks Street Fair	10/15/23
Taste of Soul	10/22/23
P-22 Day Festival	10/22/23
626 Golden Streets Arroyo Fest	10/29/23

1.3 Interested parties City Planning staff engaged with

Event Name	Date
Central City Association of Los Angeles (CCA)	5/24/23
The Alliance of River Communities (ARC)	6/6/23
PLAN Check NC	6/10/23
Valley Alliance of Neighborhood Councils (VANC)	7/13/23
Westside Regional Alliance of Councils (WRAC)	7/17/23
Valley Industry and Commerce Association (VICA)	8/8/23
South Los Angeles Alliances of Neighborhoods Councils (SLAANC)	8/17/23
Southern California Association of Non-Profit Housing (SCANPH)	10/5/23
Alliance for Community Transit-Los Angeles (ACT-LA)	10/11/23
San Pedro Joint Land Committee	10/11/23
Strategic Actions for a Just Economy (SAJE)	10/19/23
Pacoima Beautiful	11/2/23

1.4 Concept Explorer Survey Data

Chart 1.1

Which of the following do you think is the most pressing issue within the city?

T = 634

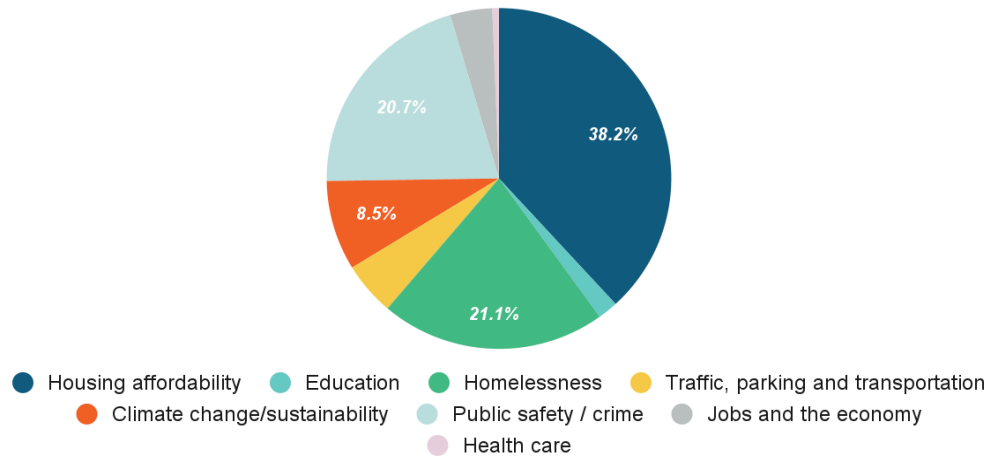


Chart 1.2

Should the city focus the majority of new housing capacity in higher opportunity areas?

T = 248

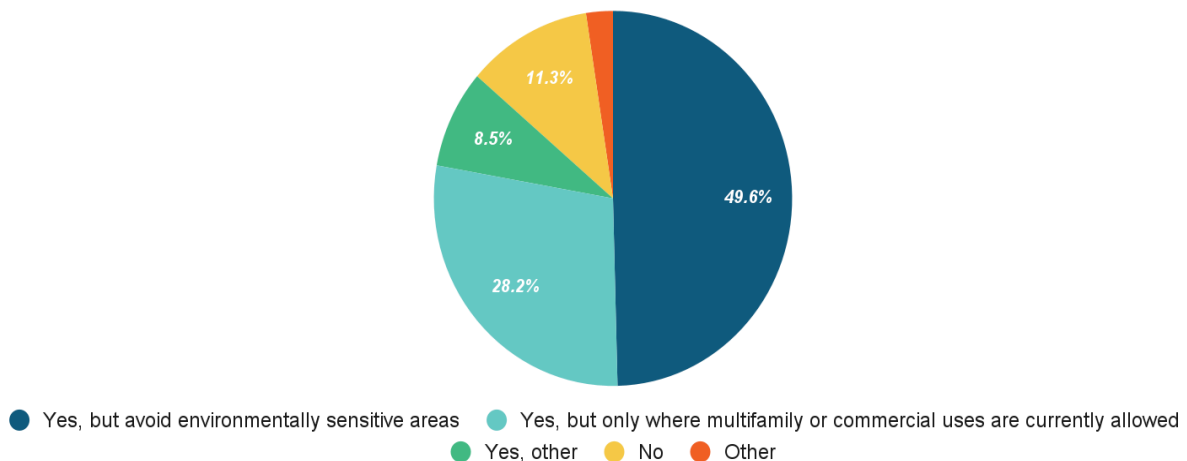
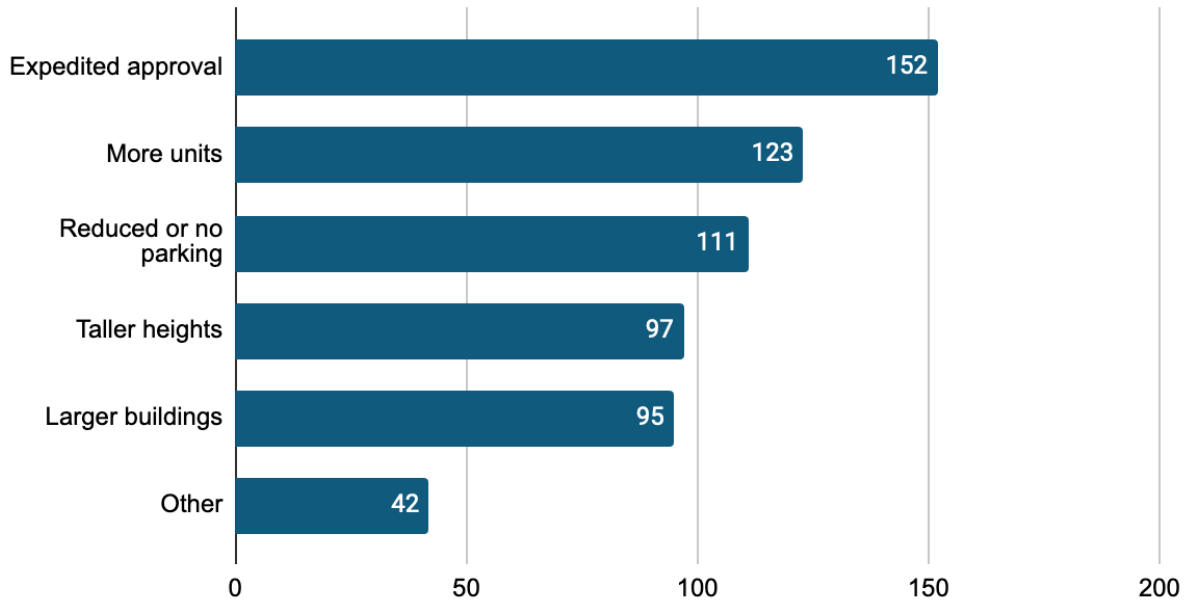


Chart 1.3

What kinds of additional incentives should be available to 100% affordable housing developments:



Note: The question shown in Chart 1.3 asked respondents to select all responses that may apply.