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2021-2029 Housing Element

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This Appendix contains information on the public outreach conducted during the Housing Element update. In order to reach the maximum number of interested community members, the City used various outreach strategies throughout the Housing Element update process. This included online surveys, public meetings that were held virtually (due to the COVID Pandemic), public study sessions held with the Planning Commission, and attending meetings with all of the City Commissions to encourage participation. All commission meetings are recorded, most are televised on local TV, and recordings are posted in the City website for future viewing. The City utilized more traditional methods of outreach, such as multiple direct mailers to every property owner and occupant in the City, newspaper noticing, as well as newer notification methods such as regular emails to interested parties, postings on the project webpage, and social media posts about the Housing Element update. The following is a summary of these efforts. ¶

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A.

This Appendix contains information on the public outreach conducted during the Housing Element update. In order to reach the maximum number of interested community members, the City used various outreach strategies throughout the Housing Element update process. This included online surveys, public meetings that were held virtually (due to the COVID Pandemic), public study sessions held with the Planning Commission, and attending meetings with all of the City Commissions to encourage participation. All commission meetings are recorded, most are televised on local TV, and recordings are posted in the City website for future viewing. The City utilized more traditional methods of outreach, such as multiple direct mailers to every property owner and occupant in the City, newspaper noticing, as well as newer notification methods such as regular emails to interested parties, postings on the project webpage, and social media posts about the Housing Element update. The following is a summary of these efforts.

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A. Surveys

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Housing Survey

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An online survey was created to solicit interest and concerns from the community regarding the various topics related to housing. The survey was posted on the City's website¹, emailed to the interested parties list, community partners and organizations, and posted on the City's social media outlets. The survey was available for about 3 months. A total of 91 individuals have participated in the survey, and the results have provided insight into the various perspectives of community members regarding how or in what ways the City should accommodate future housing needs in the City. The full results of the survey are attached to this Appendix.

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Highlights from the survey include the following:

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- 64% of respondents live in the City of Beverly Hills and 15% both live and work in the City
- 61% of respondents have lived in the City for 21 years or longer
- 62% of respondents living in the City reside in single-family homes
- 17% of respondents reside in single-family homes that have ADUs, or a guest house
- 70% are very satisfied with their housing situation

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- Respondents choose to live in Beverly Hills for the quality/ambiance of the neighborhood, safety, and proximity to shopping and services
- Maintaining a diverse housing market, and maintaining the character of existing neighborhoods were deemed 'very important'

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¹A link to the survey was published on this page:
www.beverlyhills.org/housingelementupdate

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- Least important concerns were: ensuring that children who grow up in Beverly Hills can afford to live in Beverly Hills, providing shelters and transitional housing and services for the homeless, integrating affordable housing to create mixed-income neighborhoods, and establishing programs to help at-risk homeowners keep their homes
- Housing types most needed in the City were: condominiums and townhouses, followed by apartments and single-family homes
- The majority of responses recommended allowing more density in mixed-use zones and multi-family residential zones and near future metro stations, and allowing residential in commercial areas
- Affordability and the process of building housing being too burdensome were deemed the most important housing related issues in the City

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Additional comments included:

- Focus on density around the future metro stations
- Maintaining the character and property values of the neighborhood
- Limiting density
- More affordable apartments
- Improve the school system
- Preserving single-family zones
- Increasing racial and economic diversity in housing
- Increase mixed use along major thoroughfares

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ADU Survey

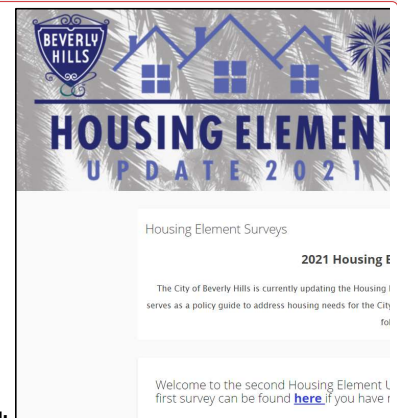
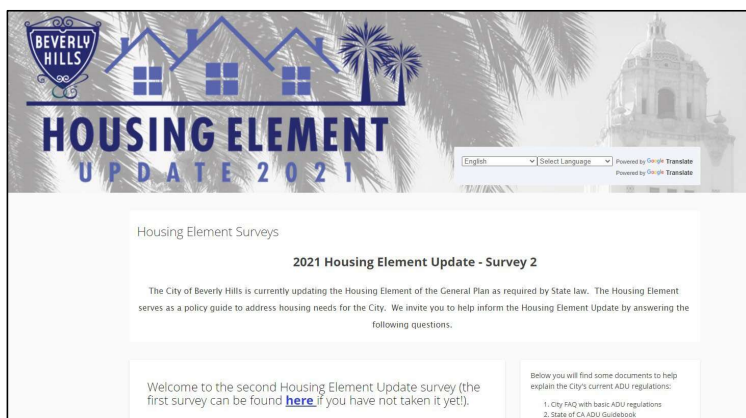
The City also released an ADU specific survey to further understand the desires of the community surrounding ADUs. This survey is meant to help inform future ADU policy and understand what regulatory changes and/or information would facilitate the development of ADUs in the community. This survey received approximately 80 responses.

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The responses to the ADU survey are included as an attachment to this Appendix. The responses helped inform the programs and implementation strategies in this Housing Element document. The responses indicated that there is interest in the City to create ADUs on single-family properties and that a majority of those interested in creating ADUs would likely use those structures to house family members at a reduced rental rate.

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B. Public Meetings

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1. Planning Commission Study Sessions

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In order to commence discussion of the Housing Element Update, staff has periodically conducted study sessions with the Planning Commission on various Housing Element topics. Noticing for these meetings included publication of the meeting agenda on the City's website, at the City Library, and at City Hall seven days prior to the meeting date as well as email notification to interested parties and those that have indicated interest in other housing related policy matters (approximately 500 email addresses). Due to the COVID-19 pandemic, these meetings were conducted virtually via teleconference. Members of the public were able to provide written, oral, and video comments during the study session. The meetings were also broadcast live on the City's website and local cable channel, and live audio of the meeting was available by dialing a phone number.

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- August 13, 2020 Planning Commission Study Session
At this meeting, staff presented a study session for the Planning Commission to discuss an overview of the Housing Element Update process, the legal requirements for housing elements, the Regional Housing Needs Assessment (RHNA), and the contents of housing elements.
- October 22, 2020 Planning Commission Study Session
At this meeting, staff presented a study session for the Planning Commission that provided additional context regarding the current status of housing in the City of Beverly Hills
- November 12, 2020 Planning Commission Study Session
At this meeting, staff presented a study session for the Planning Commission that provided an update on the RHNA process, and to discuss constraints and barriers that may currently exist for housing production and the various tools available to cities that can be further discussed as the Housing Element Update progresses.
- March 11, 2021 Planning Commission Study Session
At this meeting, staff presented a study session for the Planning Commission that provided another update on the RHNA process, public outreach efforts, the expected Housing Element Update timeline, and a discussion on potential changes to the accessory dwelling unit (ADU) regulations as a component of the Housing Element Update efforts.

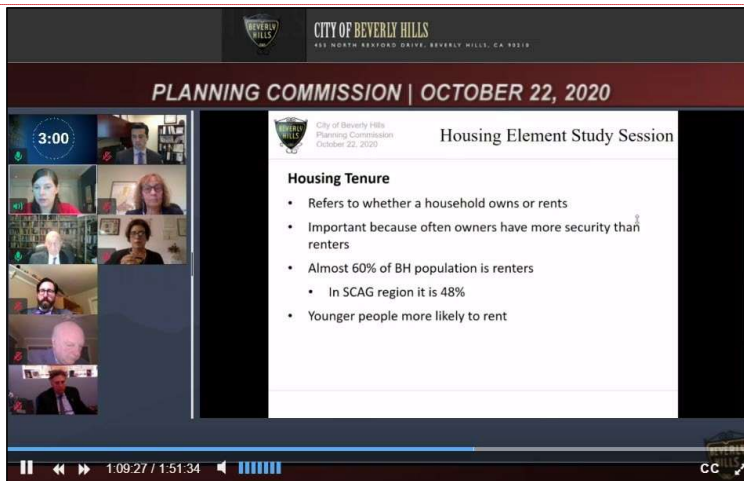
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- May 27, 2021 Planning Commission Study Session
At this meeting staff presented a study session for the Planning Commission and public to provide an opportunity to review the draft Housing Element document prior to submittal to HCD for review.

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2. Community Meetings

Staff organized and hosted two community meetings to further educate members of the public and any interested parties about the Housing Element Update process and content. Noticing for these meetings included a mailed flyer to all property owners and occupants in the City (more than 10,000 property owners and 17,000 property owner mailings for each meeting), publication of advertisements in local newspapers of record, email to the interested parties list, and publication on the Housing Element Update webpage, City homepage, and City social media accounts (example flyers, notices, and social media posts are attached to this document). The meetings were also broadcast live on the City's

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website and local cable channel, and live audio of the meeting was available by dialing a phone number. Additionally, as part of the Housing Element implementation, staff hosted a community meeting focused on the topic of Accessory Dwelling Units (ADUs).

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- February 1, 2021 Community Meeting

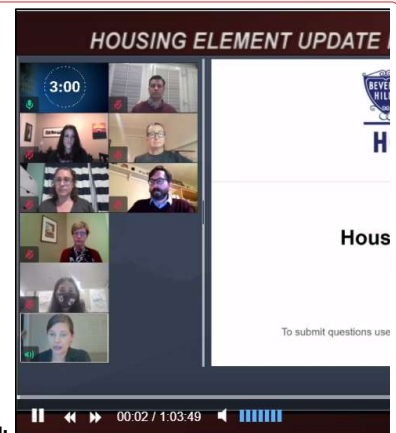
At this meeting, staff provided a high-level review of the Housing Element requirements per State law, and discussed the Regional Housing Needs Assessment (RHNA) allocation. Staff answered and discussed questions submitted by members of the public, and provided information on the Housing Element Update timeline, and future opportunities for participation.

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- April 28, 2021 Community Meeting

At this meeting, staff provided an overview of existing housing conditions in the City, potential housing constraints that could be identified if applicable to the City, and potential strategies to alleviate any identified constraints. In addition, staff discussed the anticipated timeline for the Housing Element Update and other opportunities for the public to get involved in this process.



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- August 10, 2022 ADU Community Meeting
At this meeting, staff provided an overview of ADUs as a housing type and the existing regulations that govern ADUs in the city. The focus of the meeting was to solicit public input on the needs and wants of the community in order to develop appropriate regulations to encourage and facilitate the development of ADUs.

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3. Outreach to All City Commissions

City staff working on the Housing Element update attended meetings and presented on the Housing Element update and process of all of the City's 11 Commissions in October and November of 2020. City commission meetings are recorded and televised and generally reach a wide audience. This presentation provided an opportunity for all City commissioners to learn about the Housing Element, and learn how to get involved. Commissioners were encouraged to spread the word regarding the Housing Element update process. At these meetings the Housing Element FAQ document was shared with commissioners and included in their commission packets, and staff fielded a number of questions from commissioners about the Housing Element and the review process.

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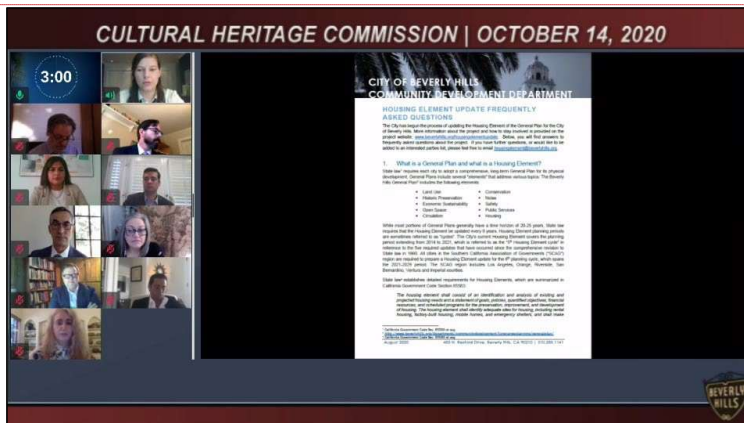
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C. Outreach to Community Based Organizations

1. Fair Housing Outreach

In addition to the broad public outreach conducted as part of the initial Housing Element update process, in response to comments received from HCD on the adopted Housing Element, the City conducted a series of focused interviews with community stakeholders involved in the fair housing arena. In designing this more intensive level of outreach, the City of Beverly Hills took a representative approach to reach a deeper level of policy analysis, by reaching out to representatives of organizations that deal with tenant advocacy and fair housing issues within the community. In doing so, the City identified the protected classes and groups under-represented in housing in the community, and located the community-based and other organizations (CBOs) who serve them, as well as housing and community development providers, and fair housing agencies. The City also learned more about the main fair housing issues affecting residents in the City, which has informed policies and programs included under the Affirmatively Furthering Fair Housing section.

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Throughout the update process, the Housing Element team regularly consulted internally with other City staff who can be considered local experts in housing and social services through their official City roles:

- 1) Helen Morales – (Former) Deputy Director of Rent Stabilization, Community Development Department
- 2) Nestor Otazu – Deputy Director of Rent Stabilization, Community Development Department
- 3) Rachel Evans – (Former) Human Services Administrator, Community Services Department
- 4) Christopher Paulson – Human Services Administrator, Community Services Department

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Both the former and current Directors of Rent Stabilization and the Human Services Administrators provided information about the existing services provided by the City, assisted in the fair housing analysis, and provided connections to external contacts/organizations to gather deeper local knowledge and data. Their expertise was relied upon in the creation of the fair housing policies.

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Three external stakeholders agreed to be interviewed regarding overall housing and fair housing issues in Beverly Hills. Interviews were conducted with the following representatives:

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- 1) Cynthia Chagolla - Bet Tzedek
- 2) Shohreh Zerehi - Jewish Family Services
- 3) Mark Elliot - Beverly Hills Renters' Alliance

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Interview Questions

For the purpose of fair and impartial data collection, all of the external interviewees were asked the same set of interview questions, which were provided to them in advance of the meeting. The interviewees were offered a variety of meeting times to be selected at their convenience, as well as the option for a virtual meeting for easier access. The list of interview questions, as well as a summary of each of the interviews, can be found below.

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1. Please describe your organization's mission and what populations you serve or represent. How does your mission relate to housing? What is your organization's role in the city of Beverly Hills?
2. In your opinion, what are the greatest housing needs and challenges facing the Beverly Hills community and the populations that you serve or represent?
3. What segment(s) of the City's population do you see as most vulnerable in terms of accessing or retaining affordable housing?
4. How do you think the City can best assist those population segments?
5. Within the city of Beverly Hills, are you aware of any fair housing issues facing the populations you serve? For example, are you aware of any protected classes or minority groups, or areas/neighborhoods that currently face barriers to accessing opportunities such as jobs, housing, City services, education, or transit as a result of housing policies or practices?

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6. In order to provide more housing and housing types for community members, what tools are you aware of that could help encourage diverse housing for all community members within the city?
7. Can you identify opportunities for forging or deepening a partnership between your organization and the City of Beverly Hills to better meet the community's housing needs? Would your organization be interested in doing so?
8. Are there other organizations you are familiar with that we should speak to regarding fair and/or affordable housing to serve Beverly Hills?

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Synopsis of Interviews

Interview #1

Ms. Shohreh Zerehi is a social worker with Jewish Family Services (JFS), which is a non-profit organization in the Los Angeles region that is contracted with the City of Beverly Hills to provide social services to residents within the city. Ms. Zerehi is assigned specifically to work Beverly Hills residents, in particular seniors. As a Farsi speaker, most of Ms. Zerehi's clients are Persian and she is able to serve this segment of the Beverly Hills population. JFS assists its clients by connecting them to housing and services, but does not act as a direct housing provider. The greatest housing challenge Ms. Zerehi identified was the very high level of rents and the lack of affordability. She identified seniors as being the most vulnerable population, as many of them are living on low or fixed incomes. In her experiences, Ms. Zerehi has received anecdotal complaints from her clients that all low-income housing have very long waitlists, and there was a perceived questioning of the order in which the waitlist was served. However, Ms. Zerehi was not formally aware of any discrimination in housing, but rather that some confusion may be due to a lack of information. She identified that the challenges were primarily due to a supply issue, as not enough low-income units are available to meet the demand. She noted that the City of Beverly Hills has a generous budget for care, and its attention to seniors is ample. Regarding the affordable housing development she frequently visits her clients at on North Crescent Drive in Beverly.

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Hills, Ms. Zerehi noted that the units were generally in good condition, clean, and well-maintained. As for the cultural aspects of the Persian and Farsi-speaking populations she works with, Ms. Zerehi observed that within the Persian community, seniors wish to live near their family members, if not with them in the same household. As there may sometimes be a language barrier for these clients to access housing opportunities, she sometimes provides translation services. Lastly, Ms. Zerehi observed that loneliness and isolation was a health consequence experienced in older adults during the ongoing COVID pandemic. Some of the suggestions generated in this interview have been incorporated into the policies in Implementation Measure 11.1 (Affirmatively Furthering Fair Housing).

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Interview #2

Ms. Cynthia Chagolla is an attorney with Bet Tzedek, which is a legal aid organization that provides free legal services to low- and moderate-income people in Los Angeles County. Bet Tzedek is contracted with the City of Beverly Hills for a program that provides free legal services to seniors, and tenants or landlords with housing-related issues, within Beverly Hills. Ms. Chagolla identified affordability as the most prominent housing issue facing the community, and housing security/retention as the second largest challenge. Ms. Chagolla identified seniors as the most vulnerable population, particularly those who are on a fixed income and/or are long-term renters. Most of the clients she sees are long-term renters, and she noted the positives of the rent stabilization protections in Beverly Hills. However, she noted that still many tenants lose their housing through a formal eviction process and if they are not able to preserve that stabilized housing, that limited opportunity exists to relocate within the community and tenants would be forced to move outside of the city. As the same issues of housing affordability permeate the entire Los Angeles region, most are forced to relocate to a further locale, and in so doing can lose their connection to social services and social networks near their prior residences. When asked about known fair housing issues, Ms. Chagolla conveyed that in her training and experience as an attorney, she found that most housing discrimination issues occur during the rental application process and that prospective tenants even from protected groups (particularly those with visible markers such as persons of color or persons with physical disabilities) are rejected before or during the application process by.

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landlords or rental agents. Chagolla noted that this type of discrimination is the hardest to prove and serves as a barrier for new tenants to relocate into the city. Additionally, Ms. Chagolla shared known instances of tenants with disabilities facing resistance or discrimination from their landlords in terms of making needed reasonable accommodation upgrades.

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Ms. Chagolla was not specifically aware of historical practices that contributed to current housing patterns, but offered the suggestion that that City could possibly offer a direct rent subsidy to specific rental groups such as seniors or underrepresented racial groups. She also suggested that the city could benefit from stronger long-term tenant protections and expanded outreach opportunities between Bet Tzedek and the City of Beverly Hills. Some of the suggestions generated in this interview have been incorporated into the policies in Implementation Measure 11.1 (Affirmatively Furthering Fair Housing).

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Interview #3

Mr. Mark Elliot identified himself as a long-time tenant in Beverly Hills and a tenants' rights advocate through the group Beverly Hills Renters' Alliance. He identified his role as a facilitator between tenants (representing their interests) and the City (following and communicating regarding policies, programs and practices). Mr. Elliot cited affordability as the greatest long-term housing challenge facing the community. He attributes the lack of affordability to the statewide housing crisis, and the dearth of new rental housing and/or deed-restricted affordable housing in Beverly Hills. Additional housing issues highlighted by Mr. Elliot include "precariously-housed households" living in sub-standard conditions due to aging housing stock and poor maintenance by owners. He pinpointed households with a high rent burden and seniors and others on fixed incomes as the groups most vulnerable to housing instability. He asserted that once displaced, these households cannot afford replacement housing in Beverly Hills. Mr. Elliot suggested that the City could respond to these issues by "get[ting] in the affordable housing business – and not only for seniors." Mr. Elliot highlighted "soft discrimination" as a fair housing issue that exists in the city, whereby landlords screen for "problem tenants" or for "character," despite the existence of anti-

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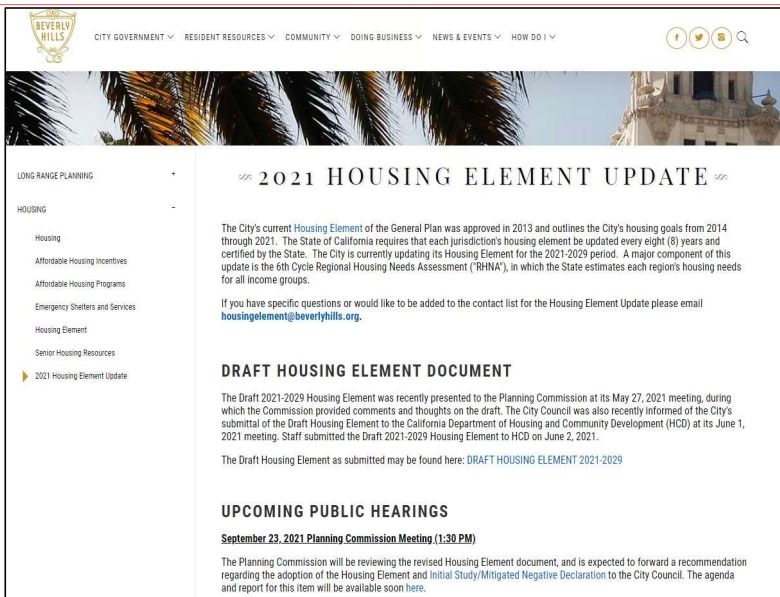
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discrimination laws that prohibit such conduct. Overall, Mr. Elliot urged efforts to support affordable housing in the city, and for greater attention to the constituency of renter households in the community. Some of the suggestions generated in this interview have been incorporated into the policies in Implementation Measure 11.1 (Affirmatively Furthering Fair Housing).

D. Information Publication and Contact

1. Housing Element Update Webpage

Staff created a dedicated webpage on the Housing Element Update, hosted on the City's main web domain (www.beverlyhills.org/housingelementupdate). This webpage contains detailed information regarding the Housing Element Update process in a Frequently Asked Questions (FAQ) document, and the page is frequently updated with any relevant information, such as new surveys or meeting notices. Links to the recorded Planning Commission Study Session meetings on the Housing Element and the community meetings are also archived on this page.



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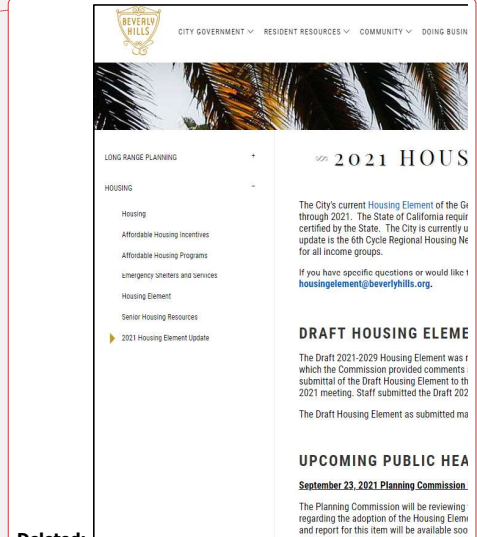
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2. Housing Element Staff Contact

Staff created a dedicated email address (housingelement@beverlyhills.org) to field inquiries and to communicate directly with the public about the Housing Element Update. Members of the public were able to request that they were added to the "interested parties list" for this project, and staff has collected 78 email addresses. In addition, staff included the following groups or individuals in email lists:

- The Beverly Hills Unified School District
- The Beverly Hills Rotary
- Local religious institutions
- Residents that expressed interest in the mixed use overlay zone or other housing related policy issues
- Known property owners in the mixed use overlay zone area
- Contacts at local newspapers

Any important updates or upcoming events related to the Housing Element Update (such as any scheduled study sessions or community meetings) are sent out to this interested parties email list.

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E. Summary of Comments Received

The Draft Housing Element document was made available to the public in May 2021 for review. The draft was posted on the City webpage for the 2021-2029 Housing Element update (www.beverlyhills.org/housingelementupdate), included in the Planning Commission packet for the May 27, 2021 meeting, and discussed at the May 27, 2021 Planning Commission meeting. Public noticing was completed in order to inform the public and interested parties that the draft document was available. In addition, any subsequent adopted or draft revised version of the Housing Element has been made available on the City's webpage prior to its submittal to HCD, and all previous versions are also available on this webpage.

Throughout the Housing Element update process a number of comments from interested parties have been received. These comments informed meetings held on the Housing Element update as well as the contents of the Housing Element document. A majority of the comments came from the two surveys conducted online. Verbal and written comments were received from

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community members during and as a result of public meetings and community meetings, and written comments were received from "Abundant Housing LA/YIMBY Law" and "How the West Was Saved". In summary the themes of the comments received include:

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- Desire to see more action from the City related to encouraging ADUs and informing and educating the public on the process for building ADUs
- Concerns that there is a shortage of affordable housing in the community and that many members of the community are overpaying for housing
- Concerns that development could lead to impacts to neighborhood character
- Concern that the draft Housing Element document did not accurately assess the capacity for housing in the sites inventory and that adequate reforms are not proposed to address constraints to development or adequately promote development near planned transit stations or in the mixed use zone
- Concern that the Housing Element does not affirmatively further fair housing.
- Desire to see old office buildings repurposed for housing
- Desire to see housing for seniors.
- Desire to see no change in current zoning regulations.

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As the Housing Element has been further revised since it was originally adopted in 2021, the City has received additional comments from interested parties. The comments mentioned the following topics:

- Desire to see changes to the City's ADU ordinance
- Concern that the Housing Element has not looked at possible rezoning of additional sites, including lots in the T-1 Transportation zone
- Concern that language in the programs is not specific enough regarding commitments
- Desire to include further development incentives for the Mixed Use Overlay Zone, such as increased height and density
- Desire for more affordable housing in the City
- Concern regarding the likelihood of development in the Mixed Use Overlay Zone

In order to address these comments several programs were incorporated into the Housing Element document and changes were made to the draft Housing Element document. The City has incorporated programs and implementation strategies to encourage

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ADU production, including the adoption of an ordinance to create ADU standards that exceed state law minimums, and enhance outreach to property owners about the potential to build ADUs on their property. The City has included programs and implementation strategies to continue the existing inclusionary housing program and also explore a local density bonus program to provide incentives, which would impact multi-family and mixed-use zoned properties, many of which are near high quality transit and future subway station areas. The City has also committed to further changes to development standards, specifically to multi-family residential standards, and the Architectural Review process applicable to both multi-family and mixed-use residential projects. The Element also contains programs that commit the City to monitoring the production of housing during the planning period, and commitments to take actions to modify the Mixed Use Overlay Zone if production is not on pace with the assumptions. The City has attempted to balance the need for housing with the desire to retain the distinct characteristics of existing residential neighborhoods through many of the policies included in the General Plan, and through the establishment of the Mixed Use Overlay Zone, which would allow for the development of new housing without impacting the character of existing multi-family or single-family zones, or displacing existing residents. Additional programs and a more robust analysis in the Assessment of Fair Housing section has been included in the Housing Element to address the concerns that the Element does not adequately address fair housing.

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Furthermore, the sites inventory has been revised to demonstrate adequate capacity in several different sites categories: underutilized sites, residential conversion, developer interest, approved projects, submitted projects, City-owned projects, and ADUs. As part of these revisions, criteria to select sites for inclusion in the underutilized sites and residential conversion sites categories have been developed and applied to the sites inventory. Most recently, the sites inventory has been updated to include additional City-owned or City-controlled sites upon which affordable housing can be developed in partnership with the City. Additionally, a more robust discussion regarding realistic capacity and the likelihood of development of sites in the Mixed Use Overlay Zone has been included. Through this series of revisions, the concerns expressed in the comments received have been addressed.

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