



mercy
HOUSING

Live in Hope

LADOT
Moving LA Forward



Pico Robertson Senior Community

PROPOSAL HISTORY/CITY RFP

- Joint Request for Proposals (RFP) Issued by the Los Angeles Housing and Community Investment Department (HCID) (formerly Housing Department) and the Los Angeles Department of Transportation (LADOT) in March of 2009
- RFP was for affordable senior housing with replacement public parking located at LADOT lot No. 689, 8866 West Pico Boulevard
 - City-wide shortage of affordable housing
 - Very few affordable senior housing options in West LA, we are only aware of one, 46 unit affordable senior housing development in CD 5
 - Development of affordable housing in West Los Angeles is often further precluded by high land values
 - Joint RFP issued at direction of CD 5, 2009 at the direction of Jack Weiss

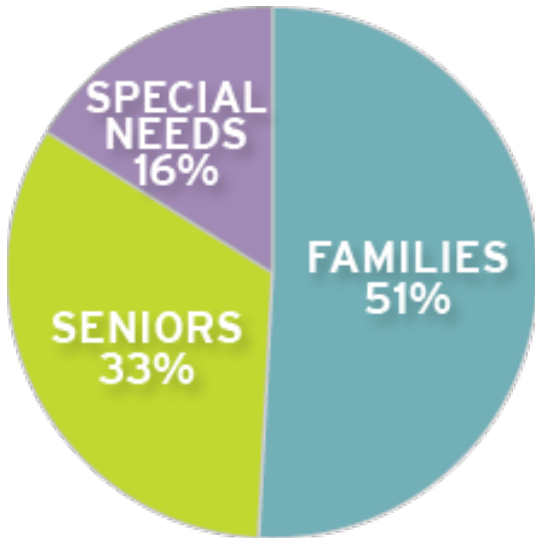


- Mercy Housing's proposal was selected and approved by City Council in November of 2010, selection based on:
 - Experience in senior housing
 - Design team
 - Track record of commitment to extensive community outreach and engagement
 - In-house Property Management capacity and experience
 - Proposal increased available public parking spaces
- Development delayed due to recession, shutdown of community redevelopment agencies
- Aging population, continued escalation of land and housing costs and City focus on putting its real estate assets to best use have elevated the urgency of Pico Robertson Senior Community

- Mercy Housing, a national, mission based, nonprofit organization, is working to build a more humane world where poverty is alleviated, communities are healthy and all people can develop their full potential.
- Founded in 1981
- ♥ Mercy Housing has participated in the development, preservation and/or financing of more than 45,000 affordable homes nationwide

♥ Primary Functions

- ♥ Housing Development
- ♥ Property Management
- ♥ Resident Services



- Mercy Housing California (MHC) is the largest division of Mercy Housing, Inc.,
- Offices in Los Angeles, San Francisco, and Sacramento
- Mercy Housing California creates homes for...
 - Working poor families with children, where the parents are nursing assistants, teachers' aides, security guards, and others who make up any thriving community.
 - Seniors with limited incomes who want to age with dignity in their own homes.
 - Individuals with special needs, including homeless veterans, former foster children and people living with HIV/AIDS, mental health concerns or other challenges.
- MHC has developed and manages over 10,000 affordable units in 130 developments statewide
- MHC has developed and manages 2,247 affordable senior units in 33 developments in statewide

- KFA is a prominent, experienced architect in affordable and market rate multi-family
- Experience in and commitment to community engagement and incorporation of input into design
- Wade Killefer, Principal, direct oversight of PRSC
- Experience in sustainable design and construction



Villas at Gower, affordable, Hollywood



Havenhurst, affordable, West Hollywood

Need for Affordable Senior Housing

- Market rents in and around the neighborhood (aprox. \$1400-\$1600 for a 1-bedroom) are not affordable to low income seniors on a fixed income
- Very few affordable housing options for seniors in the area with years long waiting lists
 - Proposed site is ideal for senior housing
 - Close to public transit, grocery stores, restaurants, and other services
- Lack of affordable housing can force seniors to live in substandard conditions, move away from their support networks causing isolation, and pay a majority of their limited income for rent, creating difficult trade-offs, high stress and risk of becoming homeless

Residents

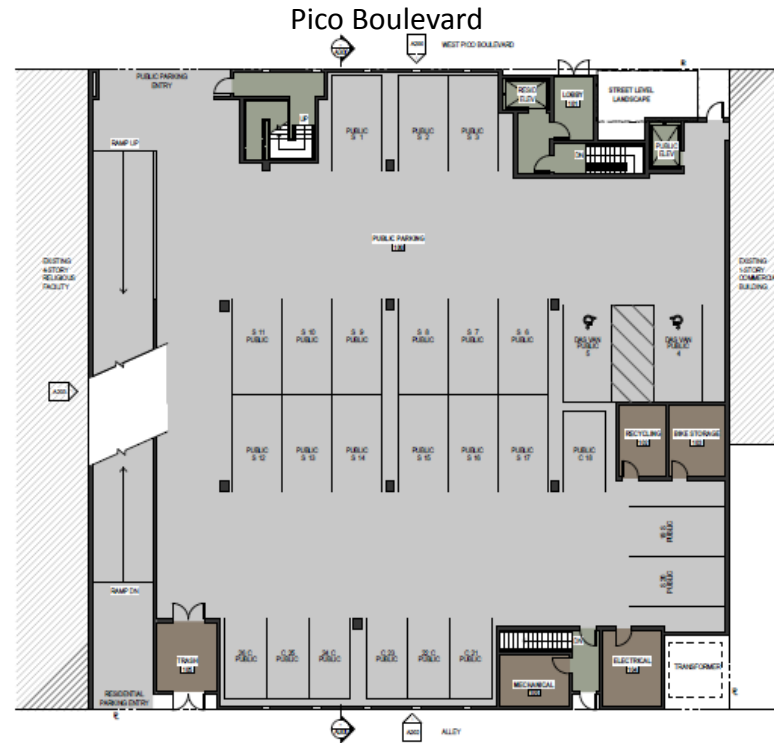
- The development will serve seniors (age 62+) earning 30-60% of the area median income (AMI).
- Based on 2014 income and rent limits, the income range for a single person household would be \$17,130 (30% AMI) to \$34,260 (60% AMI) and rents would range from \$458 to \$917
- Additional rent subsidies may be available to reduce rents further

PROPOSED DEVELOPMENT 1

- 49 Apartments
 - 48 1-bed
 - 1 2-bed Mgmt.
- 5 stories above grade
- 1 story subterranean
- All plans and renderings shown are all initial and in draft form



PROPOSED DEVELOPMENT 2



Residential parking, 1 level below grade

- Access on Alley
- Residential only elevator

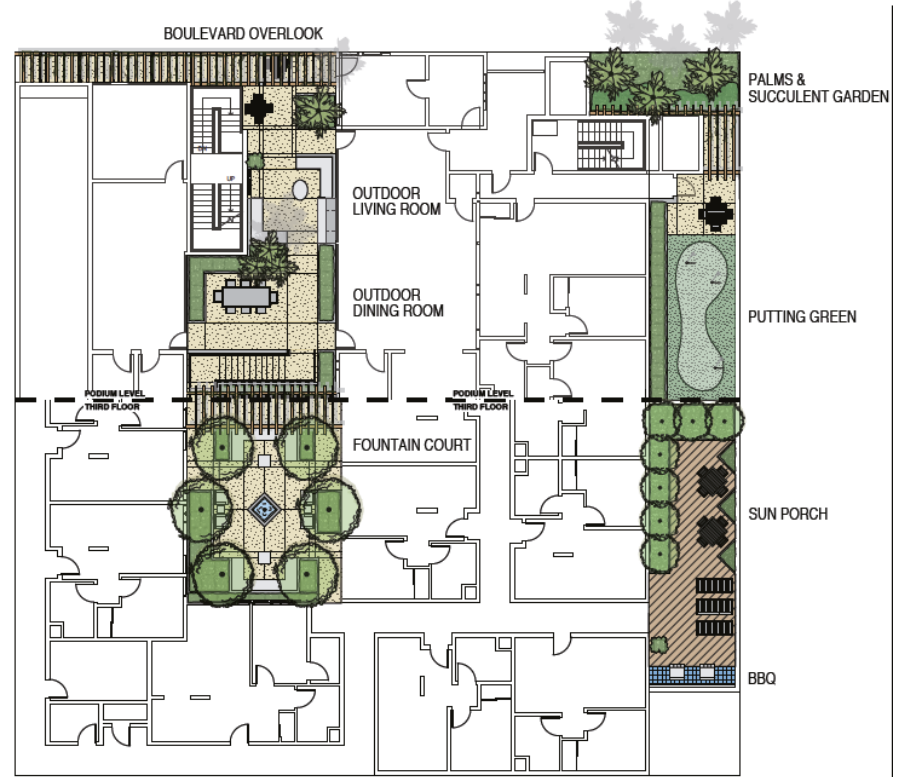
Public parking at street level

- Public only access on Pico
- Separate elevator for public parking
- Public Parking will have two handicap spaces
- Public parking will be owned, operated, maintained by LADOT through air rights subdivision

PROPOSED DEVELOPMENT 3



Public parking, mgrn. unit, community space at 1 level above grade

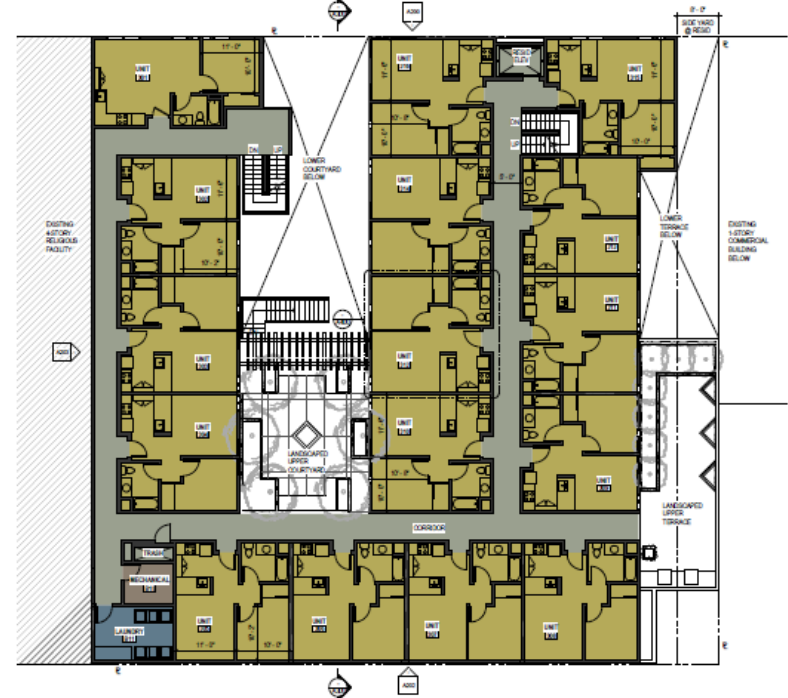
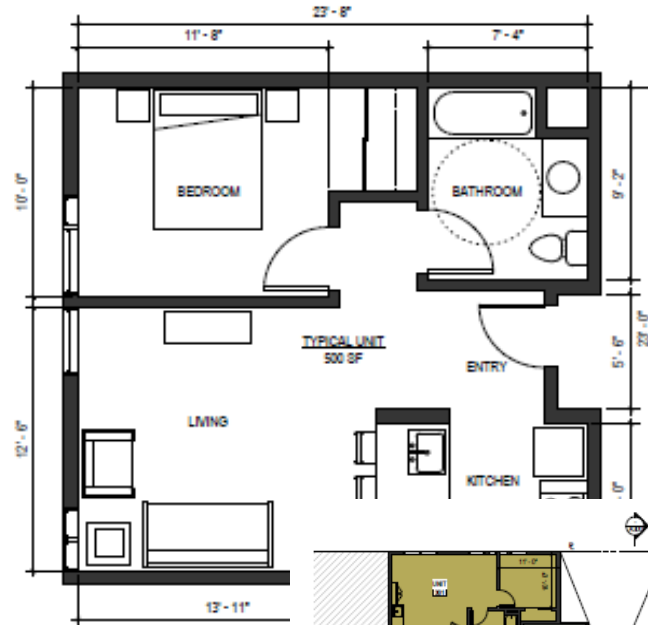


Floor plan of third floor with outdoor community areas

- Community amenities:
 - Community room with kitchen, approximately 750 sq. ft.
 - Fitness center with senior adapted equipment
 - Computer lounge
 - Courtyard and other outdoor space
- Designed, constructed, and certified to high standards of environmental sustainability and energy efficiency

PROPOSED DEVELOPMENT 4

- On-site property management and resident services offices
- On-site management staff lives at property
- Unit amenities:
 - High quality, durable finishes
 - Balconies
 - Senior specific safety features
 - Efficient lighting and water fixtures
 - More amenities TBD
- Entire development will be ADA compliant
- All units will be adaptable, easily converted to fully accessible per resident's needs



- Lead Service Provider is Jewish Family Services (JFS)
- JFS will provide an on-site Resident Services Coordinator (RSC)
 - RSC will help connect residents to needed services such as, healthcare, food services, health and wellness services, and other services according to specific residents needs
- On-site fitness center will be available to non-resident JFS senior clients in the community
- JFS likely to move meal service site from current site to community room of Pico Robertson Senior Community
 - Meal service hours and numbers of meals will likely not change from current program, except that Pico Robertson Senior Community residents will be able to access meals

Public Parking

- Number of public spaces provided under our proposal will increase public parking from 39 public spaces to a minimum of 47 public spaces resulting in 8 additional public spaces
- Public parking and resident parking will be separate
- Residents will not be able use the public parking, as enforced through their lease agreement

Parking During Construction

- MHC and DOT have completed an area-wide parking analysis to help guide future solutions
- Working with CD 5 and LADOT to minimize impact of construction, potential solutions include:
 - Identifying areas where street parking can be added, possibly permanently
 - Relaxing street parking rules during construction
 - Identifying privately owned parking lots and renting public parking spaces, or allowing use during non-business hours
 - Shortening the time for parking lot closure

- Community engagement and input is a priority for Mercy Housing
- Community outreach to date:
 - SORO LUED chair Terrence Gomes and member Jon Liberman
 - SORO board President Doug Fitzsimmons
 - Got Koshers, Lavonia Glatt market, Mexikosher, Jeff's Gourmet Kosher Sausage
 - B'nai David-Judea
- Community outreach will include future conversations and meetings with:
 - SORO Neighborhood Council
 - Local businesses and residents
 - B'nai David-Judea and other congregations
 - Community members and area residents

COMMUNITY FEEDBACK TO DATE

Design

- Pedestrian oriented design
- Modern design
- More interesting at street level
 - Landscaping, community message boards, art
- Safety for pedestrians
- Quality
- Sustainability

Public Parking

- Swap subterranean level of residential parking with level 2 of public parking to create more public parking spaces
 - This would reduce the number of residential spaces
- Garage should include proper signage for directions and safety
- Garage safety is very important, lighting, security cameras
- Traffic light at parking entrance/exit
- Work with city to add new street parking where possible

Construction

- Concern about impact on businesses
- Clean construction site
- Keep sidewalk open as much as possible during construction
- Site safety is key
- Construction workers should not impact neighborhood street parking
- Keep alley open as much as possible
- All construction staging should be on-site

COMMUNITY FEEDBACK TO DATE

CONTINUED

Residents/Marketing

- Help low-income seniors in the neighborhood through locally focused marketing and outreach
- Hold marketing and information sessions and local establishments
- Consider Kosher accommodations in units

Local Business Support

- Potential assistance in forming future BID
- Provide storage space for BID
- Help elevate “Kosher Corridor”
- Public art

Community Space

- Allow for community room to be used by the community as much as possible
- Community and business message board space
- Fitness center use for non-resident seniors through JFS
- Consider kosher accommodations in community space

Other

- Street beatification and safety improvements
- Alley improvements
- Emergency vehicle staging
- B’nai David-Judea use of parking lot for congregation events

PROPOSED TIMELINE

- Initial Community Outreach phase - 12/2014-6/2015, with the goal of submitting entitlements application in 6/2015 or 7/2015
- Joint Development Agreement (this is not land/building entitlements) – February-March 2015
- Entitlements hearings in late 2015
- Construction start in late 2016 or early 2017
- Community outreach and engagement process will continue throughout predevelopment, construction, and into operations

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