

#### AGENDA:

Welcome and Introductions - 5 mins Overview - 5 minutes Discussion - 45 mins Summary and Next Steps - 5 mins

#### Attendes

John Reekstin, Olson Company Shaun Bradley, META Housing Felix Lee, SCG America Cesar Covarrubias, Kennedy Commission Joseph Lising, Cushman and Wakefield Kenhao Hsu

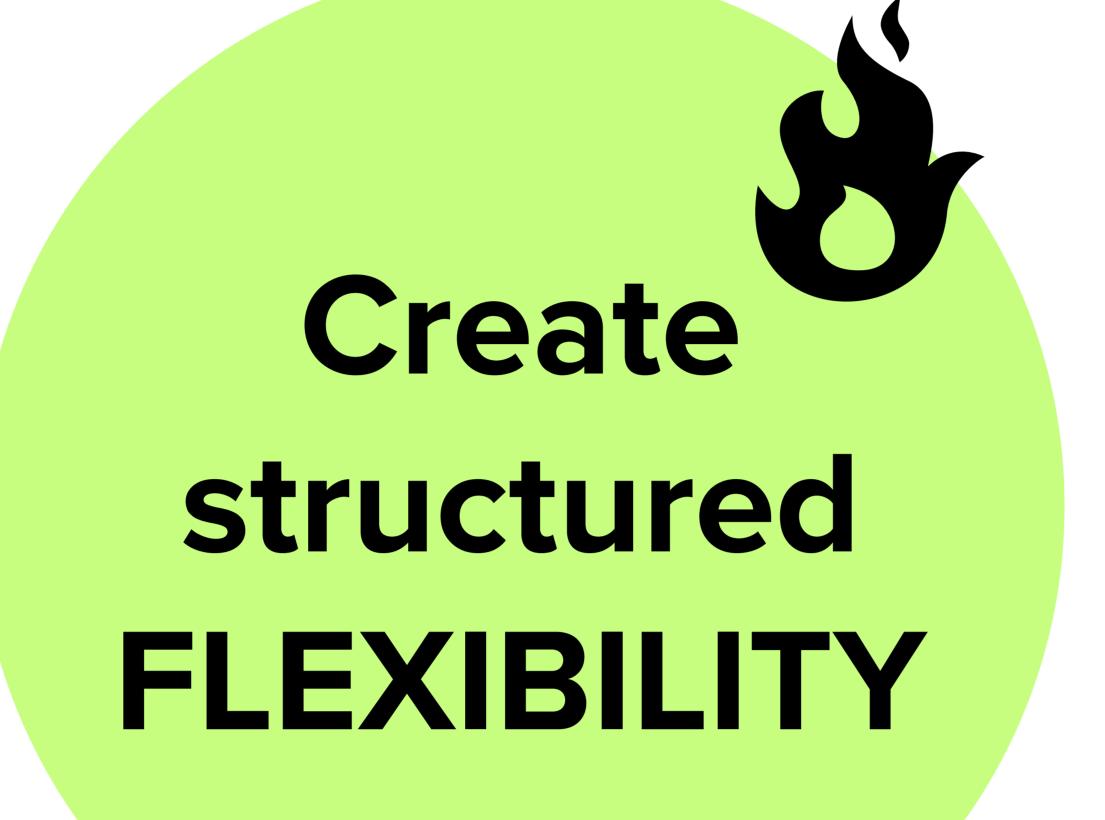
# Housing Developers

## Focus Group Meetings

September 2, 2020, 1:00 p.m.

# Key Themes

Provide more housing: affordable and market rate



Develop clear and consistent standards

Ecourage participation in the planning process

Develop high quality and attractive housing

Provide clear objectives

Strike a balance (product vs financing)

Implement collaborative solutions

Identify locations for developers to pursue opportunities

Develop clear affordable housing policies

Support new housing types

City policy is key

- married up

land use plan

and zoning

regulations

understand

what can/can't

be done

# Housing

### Challenges

Finding enough land area to put a meaningful project with enough density

Developers landowners

in Garden Grove (OC/LA); Expensive for-sale environment

Landowner expectations are very high

Variances are difficult and need iustification

Government Fees - City development

> objectives are needed

City affordable housing process

How do we get to the target numbers?

Clarity and

certainty in

#### Opportunities

Provide flexibility with Zoning for infill sites

Create

attractive

community

landscaping,

housing density to make it more affordable

Increase

Add housing corridors, froowave

Consider unconventional locations

near transit and goal: provide more affordable

Consider overlays/buffers

Flexibility of structured for better

### Potential Housing Locations

Near transit

Near grocery stores, drug stores (TCAC thresholds)

Market rate basis - any location abuts residential area, including commercial centers)

that can provide local

density Near freeways ways to design

At larger retail

centers that are

underutilized --

prime locations

to accept

to prevent