



Agoura Village Specific Plan (AVSP) Citizens Advisory Group
Meeting III
AVSP Market Assessment and Housing Element Update



Agenda

1. Approval of Minutes from March 16, 2021 AVSP CAG Meeting II.
2. Review “What We Heard” from Meeting II.
3. Introduction
 - a. Objectives
 - b. Planning Principles
 - c. Additional Meeting Dates:
 - i. May 4, 2021;
 - ii. July 6, 2021;
 - iii. October 5, 2021; and
 - iv. December 7, 2021.
4. Housing Element Update – Karen Warner
5. Market Assessment Overview – Roger Dale
6. Review and discuss AVSP vision related to housing and land uses
7. Next Meeting: May 4, 2021 at 6:00 p.m.



What We Heard

- Natural Features and Environmental Concerns
 - City to coordinate a walking tour for CAG members
 - Revisit Meeting #2 Agenda at June meeting
 - Review natural features in AVSP Zones C, D, F, and G at June meeting



What We Heard

- Natural Features and Environmental Concerns
- Summary of CAG comments:

	Zone A North	Zone A South	Zone B	Zone E
Features to preserve	Largely existing development, no environmental concerns	Protect oaks, views, creeks, reduce hillside development, increase Setbacks along frontage road to enhance views, provide public open space	Protect oaks, views, creeks, reduce hillside development, increase Setbacks along frontage road to enhance views, provide public open space	Protect oaks, views, creeks, reduce hillside development



Introduction

➤ Objectives

- Review Housing Element/HCD Update from March 30, 2021
- Understand summary of demand projections;
- Understand Retail/food service projections, demands, summary, and positioning;
- Understand Office/R&D Industrial projections, demands, summary, and positioning;
- Understand Hotel projections, demands, summary, and positioning; and
- Revisit the AVSP Vision



Introduction

➤ Planning Principles associated with this discussion:

Planning Principles		AVSP Section
1	Revisit the existing vision of the AVSP to ensure it includes, among other things, primary goals of being pedestrian-friendly, bike-friendly, supportive of active transportation and alternate modes of transport, mindful of climate change impacts, COVID impacts, energy efficiency building standards, fire resiliency, and a village-concept that is connected with complimentary land uses.	Chapter 1, pgs. 1-7 – 1-13
2	Use the Vision and the updated market demand study for the Agoura Village Specific Plan to guide the AVSP update process.	Chapter 1, pgs. 1-7 – 1-13
3	AVSP vision identifies commercial as primary and residential as secondary. With new Market demand and Economic trends, consider adjusting the overall amount of commercial and residential allowed to create a viable mixed use plan.	Chapter 1, pgs. 1-7 – 1-13



Introduction

➤ Planning Principles associated with this discussion:

Planning Principles		AVSP Section
4	Consider allowing mixed-use redevelopment of certain existing commercial properties, and/or relocating certain land uses and development density from the south side of Agoura Road to the north side to fulfill the vision of AVSP.	Chapter 1, pgs. 1-7 – 1-13 Chapter 4
5	Coordinate with the City’s 6th Cycle Housing Element Update and ensure that AVSP provides the opportunity for the City to meet its Regional Housing Need Allocation established by the Department of HCD.	N/A
10	Consider allocating specific number of housing units per parcel, as opposed to per zone.	Chapter 4 Pg. 4-43 Pg. 4-49

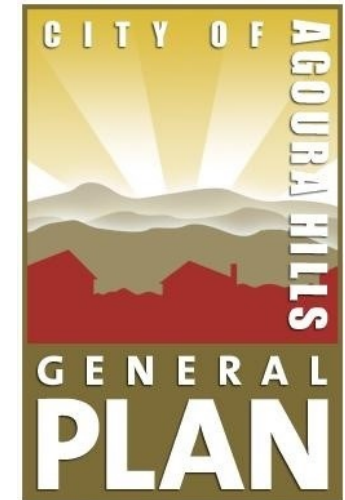
Housing Element Update

KAREN WARNER, AICP



General Plan Housing Element

- Housing Element - requires cities to:
“adequately plan to meet existing and projected housing needs of all economic segments of the community”
- Identifies Residential Site Capacity to Meet **RHNA Allocation**
- Past 2 Housing Elements have relied on **AVSP sites** to address majority of RHNA
- Element required to be **updated every 8 years (2021-2029)**
- Element reviewed by **State HCD** for compliance with State law





Benefits of HCD Compliance

- Presumption of **legally adequate** Housing Element in courts. If courts invalidate Element:
 - ✓ Suspend City's authority to issue building permits
 - ✓ Impose fines of up to \$100k per month
- Maintain **discretionary review** over affordable housing projects
- Maintain eligibility for **State housing funds**
- Don't face **RHNA carry-over** into next Housing Element cycle

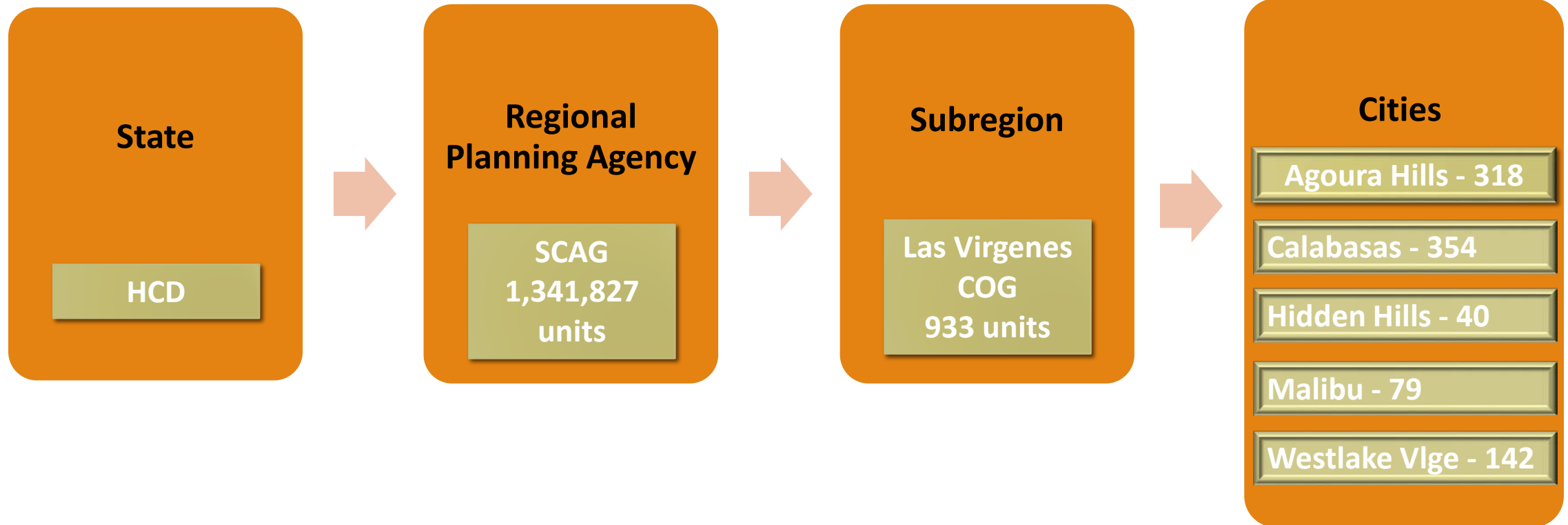


The Housing Element Does Not:

- Require the City to build the units planned for
However, projects may be eligible for a streamlined approval process in cities that have not made sufficient progress in addressing growth needs (SB 35)
- Provide funding
Though eligibility for State housing funds require an HCD compliant Housing Element
- Authorize construction on Housing Element sites
Development projects still need to go through City approval process



Regional Housing Needs Assessment (RHNA)



Setting the Table for RHNA

- RHNA represents the minimum number of housing units cities are required to provide “adequate sites” for through zoning
- RHNA represents a **planning target**, NOT a building quota





Comparison of 5th and 6th RHNA Cycles

Jurisdiction	5 th cycle RHNA	6 th cycle RHNA	% Change
Agoura Hills	115	318	+176%
Calabasas	330	354	+7%
Hidden Hills	18	40	+127%
Malibu	2	79	+3800%
Westlake Village	45	142	+215%
Las Virgenes/Malibu COG	510	933	+82%
SCAG	412,137	1,341,827	+225%



Agoura Hills 2021-2029 RHNA

Income Level	2020 Income (3 person hh)	Units	“Default Density”
Very Low (<50% AMI)	\$50,700	127 units	Min. 20 du/acre
Low (51-80% AMI)	\$81,100	72 units	Min. 20 du/acre
Moderate (81–120% AMI)	\$83,500	55 units	Min. 16 du/acre
Above Moderate (>120% AMI)	> \$83,500	64 units	
Total		318 units	



No Net Loss Law (SB 166)

- Requires sufficient adequate sites to be available at all times throughout the RHNA planning period
- Must replenish sites capacity, if:
 - ✓ Sites are developed with fewer units than assumed in Housing Element
 - ✓ Sites are developed for higher income/affordability level than assumed in Housing Element
- Recommended that the City create a buffer in the housing element inventory of at least 15-30% more capacity than required
- City often has projects built at lower density than Code allows



2014-2021 Housing Element Sites Inventory

Income Level	2014-2021 RHNA	Default Density Thresholds	Vacant Residential Parcels	Agoura Village Specific Plan
Very Low	31	20 units/acre		193
Low	19			
Moderate	20	16 du/acre	23	
Above Moderate	45	<16 du/acre	84	
Total	115		107	193

If include sites from prior Housing Element, must allow housing by right if include 20% lower income units



2021-2029 Potential Housing Element Sites Inventory

AVSP total capacity with 25% bonus

293 units

Pending AVSP projects:

THE AVE

118 units (in-lieu fee - no affordable)

West Village

78 units (5 very low, 3 low, 3 mod)

64 North

15 units (1 very low, 1 low)

211 pending units

Remaining balance in AVSP

82 units



2021-2029 Potential Housing Element Sites Inventory

Other Pending Projects

Gateway Church	66 units (5 very low, 3 low, 3 mod)
Clear Vista (Canwood St)	214 units (15 very, 9 low, 9 mod)
N. Agoura (E. of Chesbro)	82 units (6 very low, 3 low, 3 mod)

Accessory Dwelling Units (est 10/year) 80 units (14 very low, 34 low, 5 mod)



Potential Units to Address RHNA

		Very Low	Low	Moderate	Above Mod
2021 – 2029 RHNA Targets	318	127	72	55	64
Pending Projects - AVSP	211	6	4	3	198
Remaining AVSP Capacity	82	41	41		
Pending Projects - Other	362	26	15	15	306
Accessory Dwelling Units	80	14	34	5	27
Total Potential Capacity	735	87	94	23	531
RHNA Surplus/(Shortfall)	417	(40)	22	(32)	467



Questions?

Market Assessment

ROGER DALE

THE NATELSON DALE GROUP (TNDG)



Demand Projections Summary for Agoura Village

Land Use	2008 Specific Plan	2020 AVSP Update (Scenario 1)	TNDG Demand Projection	Comments
Retail (square feet)			150,000 – 250,000	Focus on “lifestyle” tenants
Office/industrial (SF)	506,548	290,908	75,000 – 125,000	Any industrial will occur in a “business park” format
Hotel (SF)	70,000	70,000	60,000 – 120,000	Assumes up to two hotels, in phases
Non-residential total	576,548	360,908	310,000 – 570,000	
Residential (units)	293	454	500+	Market demand assumed to be strong

Square footages and dwelling unit counts are “new” (do not include existing development)



Trade area assumptions

- Retail: Residential base and competition in communities adjacent to Agoura Hills along the 101 corridor
- Office/industrial: Employment growth in 9 ZIP codes along the 101 corridor and north
- Hotel: Market conditions for seven hotels in Agoura Hills and Westlake Village, compared with a larger reference area of 33 hotels, from Malibu to Simi Valley, and Calabasas to Newbury Park



Key assumptions affecting findings

- Retail: The Village could primarily be a location for specialty retail, including entertainment, unique goods, and other “destination” establishments, including restaurants
- Office/industrial: Official projections are affected by capacity for development and new households. With Agoura Village, Agoura Hills is proactively adding to its capacity for both additional jobs and population
- Hotel: Usual patterns of projected growth (by state tourism office) will come into play after major downturns from Covid-19



Market Positioning-retail

- Expansion of office and other business park space could occur in Agoura Hills based on the following factors:
 - Leveraging existing strengths in retail development such as home furnishings and restaurants.
 - Adopting the best characteristics of attractive existing lifestyle centers in neighboring cities when planning new development areas
 - Recapture of existing retail leakage, in the city and surrounding region
 - Projected growth in households and tourism
 - Repurposing of existing regional malls in the surrounding region



Market Positioning- office/industrial

- Expansion of retail and food service activity could occur in Agoura Hills based on the following factors, which also fit within the themes and other concepts planned for Agoura Village:
 - An already high proportion of resident workers working from home, accelerated by the pandemic, creates a need for co-working space, and suggests a strategy of attracting additional “footloose” workers or business owners
 - Officially projected distributions of future workers along the 101 corridor could shift among cities as capacity is developed
 - Agoura Hills has attractive development locations, embodied in Agoura Village



Market Positioning-hotel

- Additional hotel development could occur in Agoura Hills by virtue of the following:
 - Market conditions in recent years (pre-Covid) have generally been favorable
 - While Agoura Hills might not embody a tourism destination place, the Conejo Valley has numerous visitor attractions and a separate tourism-marketing arm
 - *Visit California* projects an increase in tourism activity for California (post-Covid), in keeping with past trends, at a higher rate than is typically represented in population and employment projections for the state and its subregions
 - Agoura Village is a logical location for hotel development, including the fact that it is on a pathway from the 101 to Malibu



Competitive position for development, communities on the 101 corridor

Competitive Factor	Agoura Hills' Position
Available land, also considering redevelopable properties	Agoura Village provides a definite advantage for a number of uses
Increasing obsolescence of some land uses in the region, primarily regional malls in adjacent communities	Agoura Village could constitute an attractive alternative to specialty retailers that may become "sidelined" in aging or repurposed malls
Varying commitments to marketing among communities in the region, over time	Agoura Hills personnel will need to monitor this and respond accordingly



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CAG Recommendations

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Next Steps

- CAG Meeting #4 – May 4, 2021



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