

Ventura View

Setting the Benchmark For Future ED-1 Projects



highest TCAC, OC-2, multifamily development opportunity | s h e r m a n o a k s

Ventura View

Setting the Benchmark For Future ED-1 Projects



highest TCAC, OC-2, multifamily development opportunity | s h e r m a n o a k s

Ventura View



Affordable housing is the industry darling. This is where it should go.

Every service, food, transit, and form of entertainment at your tenants' doorstep. The Ventura View Development Site's potential truly embodies Los Angeles's (and the San Fernando Valley's) transition to a proper urban metropolis.

In this brochure we systematically unpack the new by-right land use capabilities of the site. Notably, an audit of CHIP's allocation of bonus incentives and how these incentives will enable for the timely execution of density despite the site's location within the Ventura Blvd./Cahuenga Boulevard Corridor Specific Plan. CHIP (Citywide Housing Incentive Program) policies have dramatically unlocked the potential of this rare piece of Ventura Blvd. real estate by superseding the specific plan's counterintuitive standards along the Valley's most iconic thoroughfare - the location where the housing creation should be incentivized- not squelched. *Finally, the City of Los Angeles got something right!*

We focus herein primarily on the execution of 100% affordable housing (circa 80% AMI) leveraging AHIP (stacked with ED-1 to enable for a ministerial traversal of the Specific Plan) as we believe deed restricted housing affords certain advantages (e.g., the welfare tax exemption) when coupled with smaller format units and economical construction (no parking). This genre of multifamily execution becomes an enticing business plan for certain well-located properties where the fully amenitized market rate alternative is priced substantially higher (in this case +/- 25% higher). This disparity hedges occupancy risk despite the deliverance of a less amenitized, non-parked, and smaller rental product.

Property Overview

Addresses and APN	15027 Ventura Blvd. Sherman Oaks (City of Los Angeles), CA 91403 APN: 2264-016-004
Land Size	11,322 SF [105' Front X 110' Depth] + 20' rear alley
Zoning	C2-1L
Values Appurtenant to Zoning	Opportunity Corridors Incentive Area: OC-2 Transit Oriented Incentive Areas: TOIA 2 Ventura-Cahuenga Boulevard Corridor Specific Plan (Section 9 / Sherman Oaks / Community Commercial)
TCAC	Highest [Under both MIIP and AHIP this designation provides for the greatest land use flexibility]
Rent Caps [Deed Restricted and Sec 8]	LAHD Schedule IX (1+1 = \$2272 80% AMI LOW). VPS Standard for Section 8 (Tier 7, 1 BED = \$3,060). Deed restricted units would require circa \$175 utility subsidy to tenants for 1+1. In three years rent growth will offset this subsidy and net rent will be over \$2272 but still placing the units well below market. We believe the project is compelling even with un-trended net (after utility subsidy) Schedule IX (100% @ 80% AMI) rents.
DDA/QCT	DDA Only
Council District	CD4 - Nithya Raman
Current Improvements	Burned and cleared 2,521 SF commercial retail building.
Prior (Current) Entitlement	CPC-2019-4968-DB-SPP-WDI [75' tall six story 30,878 SF mixed use building with 33 residential units, 2300 SF of retail, and 49 parking spaces]. LINK TO PRIOR LOD: LINK TO LETTER OF DETERMINATION
Environmental	EFI Global Phase 1 (2018) - NO REC. Structure fire in 2018 led to a Procedure 5 Asbestos Removal Action. Hence, the site is now clear with all asbestos containing materials under the scope of the Procedure 5 Clearance requirements completed.
Price	\$3,450,000
Broker	Frank Evanisko / 213.200.6957 / frank@evaniskorealty.com / BRE: 01383591 www.EvaniskoRealty.com



Ventura View

- Envelope Capability Study**
- 5 story 76-unit concept (floorplans on page 7)
 - 38,710 SF Buildable SF
 - 33,733 SF Leasable SF
 - **Leverages ONLY Base and ON Menu Incentives in AHIP and meets all ED-1 checklist standards.**



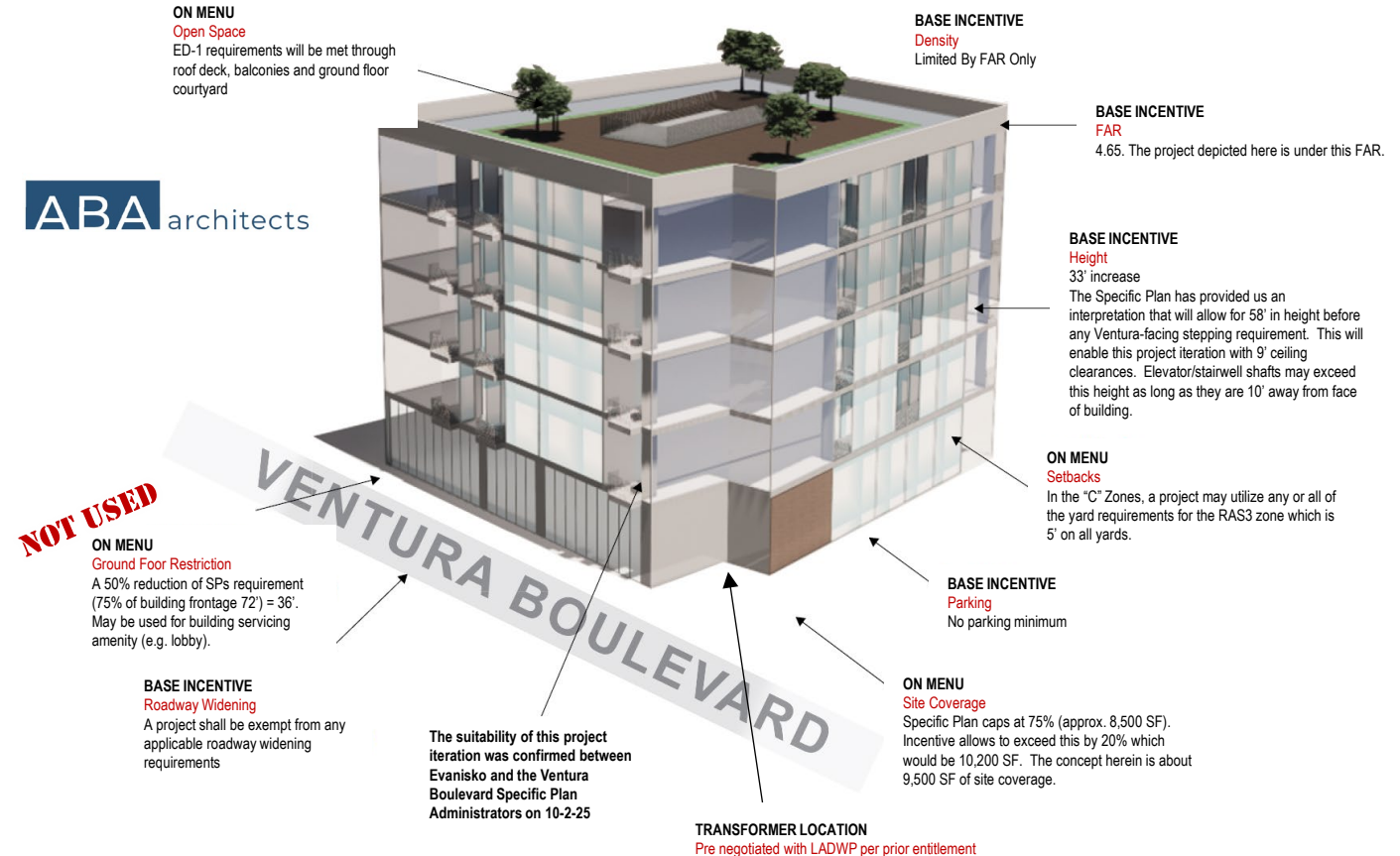
CHIP (AHIP and MIIP) is explicit in its relationship to the Specific Plan.

"If any of the Procedures described in Paragraph (d), Base Incentives described in Paragraph (e), ... conflict with those of any otherwise applicable specific plan, overly supplemental use district....this Subdivision (as in AHIP and/or MIIP) shall prevail.

The development project concept outlined herein in collaboration with Aaron Brumer & Associates AIA seeks only base incentives and FOUR (4) incentives listed on the Menu of Incentives under both AHIP and MIIP. We recommend processing under AHIP and "stacking" with ED-1. An AHIP project "stacked" with ED-1 streamlining seeking only BASE and up to FIVE (5) ON MENU incentives will enable for the circumvention of a Project Permit Compliance submittal from the Ventura-Cahuenga Boulevard Corridor Specific Plan that would require CEQA and public hearings.

Contact us to confirm exact procedural requirements.

ABA architects



BASE and ON MENU Incentive matrix demonstrating use of incentives to systematically address each of the Specific Plan's land use controls.

Bulk Controls	Ventura/Cahuenga Boulevard Corridor SP - Section 9 - Sherman Oaks - Community Commercial	CHIP - AHIP or MIIP Project Concept LINK to CHIP: FULL CHIP ORDINANCE
Density	R4	BASE Incentive: Limited by FAR only under both AHIP and MIIP for this property.
Parking	LAMC Code	BASE Incentive: No minimum parking required under both AHIP and MIIP for this property.
FAR	1.25: 1	BASE Incentive: 4.65:1. This is a base AHIP and MIIP incentive for this property. The concept is well under this FAR.
Height	30'. You may exceed this height along a major highway (Ventura Blvd. is a major highway) in the Community Commercial Areas by stepping back 10' every 15' above 25'. The current entitled project under CPC-2019-4968-DB-SPP-WD is 75' using these step backs.	BASE Incentive: 33' increase. This is a base AHIP and MIIP Incentive for this property. This would be 63' in height. The Specific Plan will require a 10' stepping away from the face of the building facing Ventura Blvd. after 58' in height is reached. This interpretation was gained specifically in reference to this project.
Roadway Widening	5'	BASE Incentive: A project shall be exempt from any applicable roadway widening requirements, which for the purposes of this Base Incentive shall mean the relocation of an established curb or curb and gutter...A project shall further be eligible for relief from some required dedication...
Setbacks	Front: 18" min / 10' max Side: Use R4 (5') if residential at ground floor Rear: 20' - measured from center alley (so 10' off property line) - Page 20 of SP	(1) ON Menu Incentive: in the "C" Zones, a project may utilize any or all the yard requirements for the RAS3 zone as one incentive. This goes for both AHIP and MIIP: Front: 5' Side: 5' Rear: 5'
Site Coverage	Not to exceed 75%	(2) ON Menu Incentive: Lot Coverage Increase of up to 20% is an on-menu incentive in AHIP and MIIP. This is more than sufficient.
Ground Floor Use Restriction	Site is in a "Pedestrian Oriented Area" and therefore requires that 75% of the frontage of the new building be devoted to retail uses or pedestrian serving use. This control was honored in this current concept iteration.	(3) ON Menu Incentive AHIP ONLY: Ground Floor Activation. Where nonresidential floor area is required by a Specific Plan, that requirement may be reduced by 50% and be satisfied by residential lobbies and resident amenity spaces, etc. etc. Frontage of building is 95 feet. 75% = 72'. A 50% reduction = 36'. This incentive was not used in this draft.
Open Space	LAMC Code	(4) On Menu Incentive: A project requesting this Incentive may calculate its usable open space requirements as 15% of the total lot area of 10% of the total floor area confined within the perimeter walls of the provided residential units, whichever is greater...provided that the overall design of the project meets a minimum of 30 points under the Landscape and Site Design Ordinance of Section 12.40 of this Code... Common Open Space shall constitute at least 50% of the usable open space calculated under this incentive... However, ED-1 limits to no more than 50% reduction in the otherwise required open space.

Ventura View

PAVILIONS

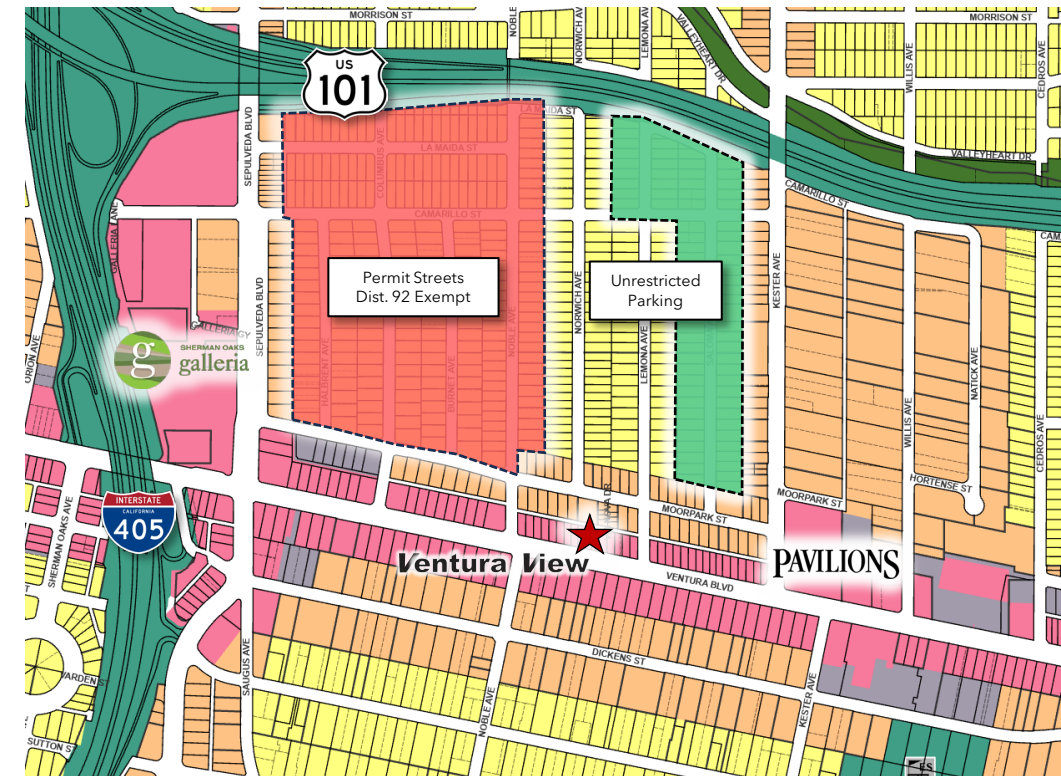
Ventura View

Ventura View is 2 blocks and less than 1,000 feet from the entrance to Sherman Oaks's newest and nicest grocery store; Pavilions. Built in 2018, the large 52,000 SF premium grocery shopping experience at 14848 Ventura Blvd. will undoubtedly be frequented by future tenants on a regular basis. It is a direct competitor of both Whole Foods and Erewhon. Having daily grocery needs within a short walking distance is critical to the proposition of delivering a non-parked apartment building.

While the property is surrounded by swaths of R1 property, most of these streets are restricted to district 92 parking permits or 2-hr. restricted. Only Saloma Ave. is completely un-restricted.

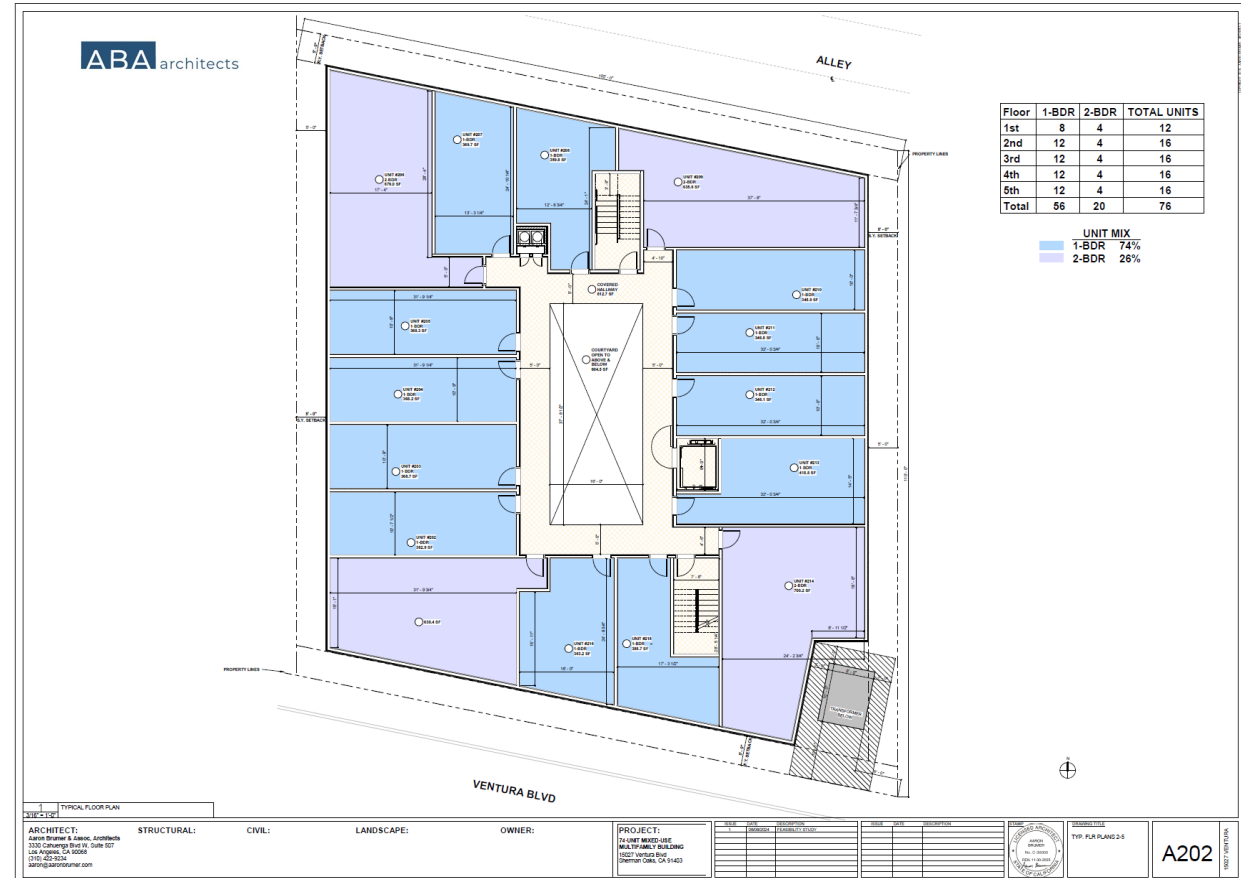
I want a house next to the busiest vehicular intersection in the SFV but nobody should be allowed to park on my street! This is the homeowner ideology our politicians have pandered to throughout the course of Los Angeles' modern history. The tussle between the conventional sanctity of the urban home dwelling/owning experience and LA's wish to urbanize has, perhaps, represented the source of the most profound difference of opinion as to how the city should grow.

We believe there will be a market for non-parked units and a growing renter pool who chose to live without cars at the right location if the rental rate is tangibly lower than its amenitized and parked counterpart. This is what Ventura View will offer.



Ventura View

- The concept expressed herein as a collaboration with Aaron Brumer & Associates AIA is intended to serve as a basis from which to understand the site's capability within the confines of leveraging only Base and On Menu incentives within AHIP which also adhere to ED-1 streamlining requirements.
- The yield study/concept demonstrates the potential for 76 units with the average unit sizes and mix expressed below. 1 beds average 365 SF and 2 beds average 660 SF.
- Reduce unit count if desired to make units larger +/- to taste *or to avoid potentiality of prevailing wage triggers being implemented to ED-1 projects at 75 units +.*
- The optimal yield design makes use of a center courtyard and provides ground floor amenities like lobby, office, gym, Amazon lockers, bike parking, etc.

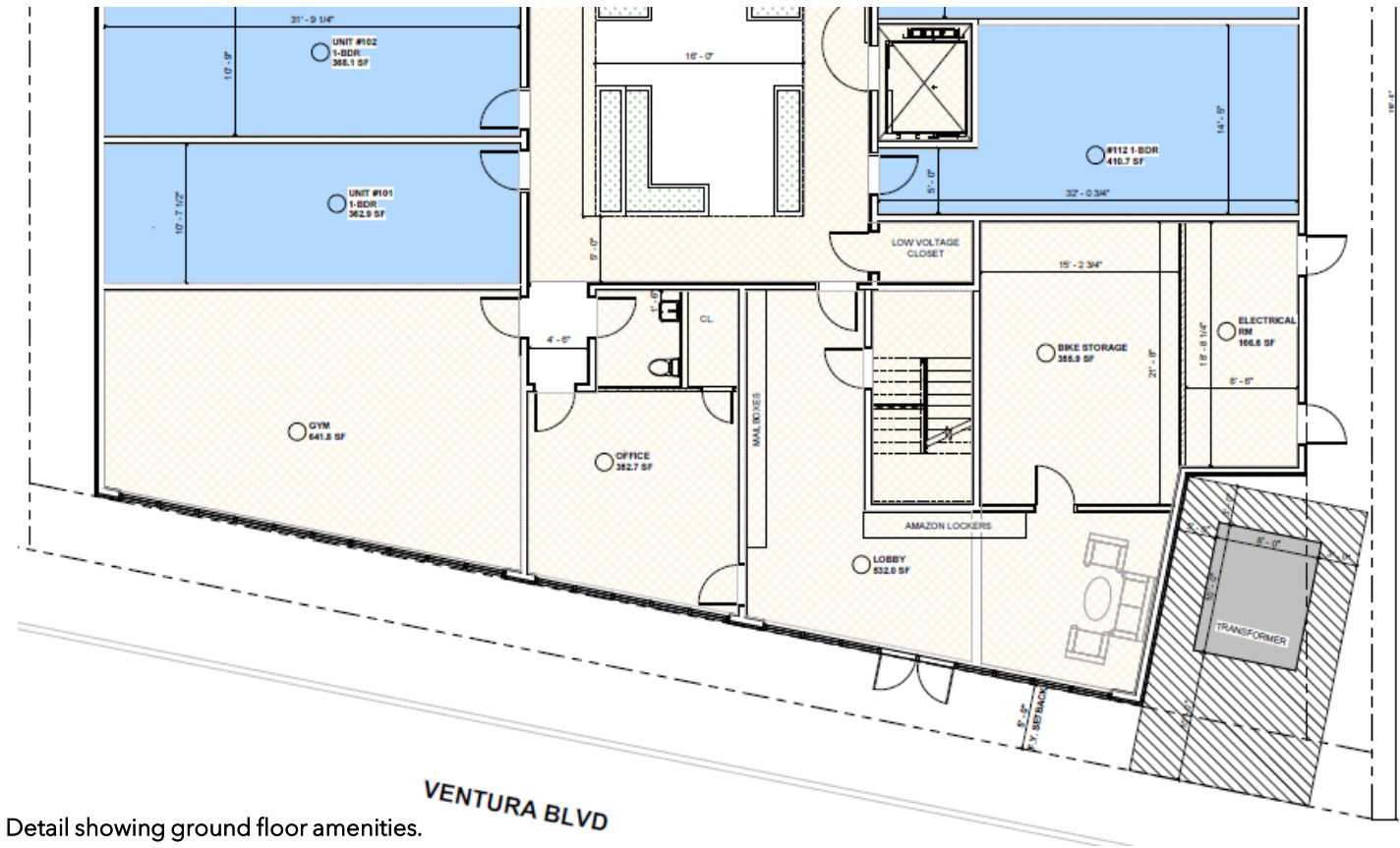


Ventura View



The site has been previously entitled for 33 units using Density Bonus. The work product associated with this endeavor is available and can be potentially leveraged to minimize due diligence cost and time (survey, soils, environmental, LADWP transformer location determination) *to streamline a project pivot with minimal time and cost expenditure.*

The new Aaron Brumer & Associates concept (first floor plan directly below) leans in full tilt towards the small unit size affordable housing concept to demonstrate the site's capabilities. Of course, unit count/sizes/mix can be manipulated to taste. The yield study herein conveys 76 units consisting of 56 1-bed units averaging 380 SF and 20 2-bed units averaging 695 SF.



Detail showing ground floor amenities.

Pro Tip: Use ON MENU Commercial Parking Incentive to eliminate any requirement to provide new auto parking associated with a commercial use proposed in conjunction with the project. Then use some of the ground floor amenity space to deliver Sherman Oaks' hottest new coffee shop...maybe even eliminating a unit to make bigger. *This will brand the property as the place to be.*

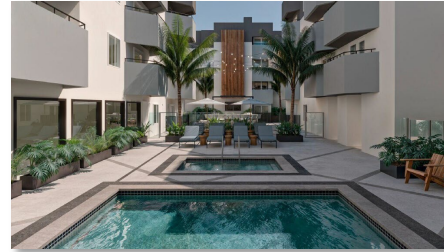
Ventura View

Market rents are important to understand.

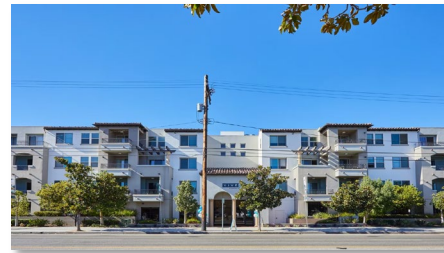
Market rents indicate the alternative for a tenant seeking to have parking and greater amenity. Market rents in new buildings in the area substantially higher thus hedging risk that their would-be occupancy issues for a non parked apartment building priced well below these levels. In fact, quite the opposite. We believe there is a robust market for perfectly located apartment units priced 20-25% under their fully parked and ammenitized counterpart.



Allister Sherman Oaks
4440 Sepulveda Blvd.
1 BED / 750 SF \$2,599



Veda Sherman Oaks
4735 Sepulveda Blvd.
1 BED / 757 SF \$2,463-\$2578



Vive LA Sherman Oaks
14925 Magnolia Blvd.
1 BED / 876 SF \$2,930



Ventura View
15027 Ventura Blvd.
1 BED / 365 SF \$2,097 net rent
in 2025

(2025 80% AMI Deed restricted
Schedule IX rent of \$2,272 less
\$175 utility subsidy).

HYPOTHESIS:

THERE
IS A
ROBUST
MARKET
FOR
PERFECTLY
LOCATED
APARTMENT
UNITS
PRICED
+/- 20-25%
UNDER
THEIR FULLY
PARKED, SIZED,
AND
AMMENITIZED
COUNTERPART.

Ventura View

Statement of Purpose.

Since its inception in 2003, Evanisko Realty & Investment, Inc. has pursued the mastery of a uniquely balanced implementation of commercial real estate brokerage and strategic advisory services to professionally represent land sellers in the Los Angeles marketplace. The ability to expertly play the roles of marketer, zoning consultant, and contracts negotiator has established Evanisko as a visionary strategic partner for stakeholders in transactions involving real estate slated for nearly all forms of redevelopment in the Southern California marketplace. Evanisko's closed transactional resume spans dozens of Southern California zoning jurisdictions, project uses, and sizes with a special focus on exclusive landowner representation in the marketing and transaction of real estate slated for various forms of housing, mixed-use, and commercial product typologies in the City of Los Angeles.

Contact.

Frank Evanisko
Evanisko Realty & Investment, Inc.
BRE 01383591
213.200.6957
12001 Ventura Place
Suite 320
Studio City, CA 91604
frank@evaniskorealty.com
www.EvaniskoRealty.com

Ventura View

This information has been secured from sources we believe to be reliable, but we make no representations or warranties, express or implied, as to the accuracy of the information. References to square footage or age are approximate. Any elevation or rendering is provided for reference purposes only. A buyer must verify the information and bears all risk for any inaccuracies. All materials and information received or derived from the Listing Brokers, their directors, officers, agents, advisors, affiliates and/or any third-party sources are provided without representation or warranty as to completeness, veracity, or accuracy, condition of the Property, compliance or lack of compliance with applicable governmental requirements, developability or suitability, financial performance of the Property, projected financial performance of the Property for any party's intended use or any and all other matters. Neither Listing Broker nor their respective directors, officers, agents, advisors, or affiliates makes any representation or warranty, express or implied, as to accuracy or completeness of the any materials or information provided, derived, or received. Materials and information from any source, whether written or verbal, that may be furnished for review are not a substitute for a party's active conduct of its own due diligence to determine these and other matters of significance to such party. The Listing Brokers will not investigate or verify any such matters or conduct due diligence for a party unless otherwise agreed in writing.

EACH PARTY SHALL CONDUCT ITS OWN INDEPENDENT INVESTIGATION AND DUE DILIGENCE. Any party contemplating or in escrow for a transaction is urged to verify all information and to conduct its own inspections and investigations including through appropriate third-party independent professionals selected by such party. All financial data should be verified by the party including by obtaining and reading applicable documents and reports and consulting appropriate independent professionals. The Listing Brokers shall not serve as financial advisors to any party regarding any proposed transaction. All data and assumptions regarding financial performance, including that used for financial modeling purposes, may differ from actual data or performance. Any estimates of market rents and/or projected rents that may be provided to a party do not necessarily mean that rents can be established at or increased to that level. Parties must evaluate any applicable contractual and governmental limitations as well as market conditions, vacancy factors and other issues in order to determine rents or potential rents from or for the Property. Legal questions should be referred to an attorney. Tax questions should be discussed with a certified public accountant or tax attorney. Title questions should be referred to a title officer or real estate and/or land-use counsel. Questions regarding the condition of the property and whether the property complies with applicable governmental requirements should be discussed with appropriate engineers, architects, contractors, other consultants and/or governmental agencies.