



LA MIRADA
HOUSING
FOR ALL

Housing Element Update

APPENDIX D
PUBLIC PARTICIPATION

ADOPTED MARCH 12, 2024

City of La Mirada
Community Development Department
13700 La Mirada Boulevard
La Mirada, CA 90638
562-943-0131
www.cityoflamirada.org



Phase 1: Development of Draft Housing Element

The centerpiece of this outreach process was the two Housing Element Community Workshops that were held in November and December 2021. The two workshops were advertised on the City's webpage, as well as Facebook® and Twitter® accounts. Flyers were posted at City Hall and other City facilities. An announcement was made on the digital reader board at the Civic Center. Finally, an announcement was emailed to various community groups such as City Commissions/Advisory Bodies, Neighborhood Watch groups, the Chamber of Commerce, the Kiwanis, and the VFW. A copy of the two announcements and other public outreach activities are provided in the images at the end of this section (See Engagement Materials and Images below).

The first Housing Element Community Workshop was held in the City Council Chambers on November 17, 2021. After the presentation, the members of the public were asked to make comments on housing-related issues. A questionnaire was provided to the audience members to either complete at the meeting or at home and mail back (this questionnaire was later posted on-line and made available at City Hall). The majority of the questions were related to where the new housing would be located and the nature and extent of potential impacts, especially traffic.

The second Housing Element Update Community Workshop was held in the City Council Chambers on December 13, 2021. This meeting was relatively well attended. After the presentation, the members of the public were once again asked to make comments. The questionnaire provided at the first meeting was also provided to the audience members to either complete at the meeting or to fill out at home and mail back. The majority of the questions were related to where any new housing units would be located and concerns about densities along with the attendant impacts on traffic, utilities, and public services. The public participation effort was also encouraged through the following initiatives:

- ❑ *Public Outreach.* Other than the two community meetings, the City staff met with SCAG and other local stakeholders.
- ❑ *Coordination with Local Housing Service Providers.* The City contacted key social service providers and public agencies involved in providing housing services.

Phase 2: Revision of the Draft Housing Element

First Submission to HCD: A draft of the Housing Element was made available for public review from March 11, 2022 to April 9, 2022. The City placed the draft Housing Element on the City's website so the public would have an opportunity to review the draft Housing Element.

The public comments were largely concerned with how the City would be able to accommodate its regional fair share of new housing, though there was widespread agreement that housing affordability was both a regional and local problem. The attendees at both workshops were made aware of the new inclusionary housing program that was seen as a new initiative that would set aside a fixed percentage of "affordable" units in new residential development and an aggressive implementation of the City's ADU Ordinance, including an affordable component.

Based on the interest expressed by those in attendance on ADUs, City staff indicated that the State's most recent ADU Ordinance requirements are being implemented. The current City Ordinance was adopted prior to the most recent legislative revisions going into effect. As part of this Housing Element, the City's ADU Ordinance will be updated to correspond to the latest State requirements. City staff prepared a survey questionnaire that was distributed to those individuals issued building permits to develop an ADU. The questionnaire asked the respondent a number of questions including the anticipated rent, the number of bedrooms, and other information. A total of 15 questionnaires were collected, though only 10 included responses regarding affordability. Of the ten questionnaires that included rental information, three charged rents below \$1,000 per month, four charged rents

between \$1,000 and \$1,500 per month, and three charged rents between \$1,500 and \$2,000 per month.

The First Draft Housing Element with incorporated feedback from the community was submitted to the State Department of Housing and Development (HCD) on May 3, 2022. City staff met with HCD to review initial comments on June 15, 2022. The City made revisions to the draft and made the draft available for a second review period from July 6, 2022 to July 12, 2022. On July 25, 2022, the HCD completed review of the draft Housing Element and concluded that the draft element addressed many statutory requirements; however, revisions would be necessary to comply with State Housing Element Law.

Second Submission to HCD: The City addressed the comments from HCD and published the Second Draft of the Housing Element from October 8, 2022 to October 14, 2022 for a third public review period. The City submitted the Second Draft of the Housing Element to HCD on October 17, 2022. On December 12, 2022, HCD completed review of the Second Draft and concluded that additional revisions were required to comply with state law.

Third Submission to HCD: The City held multiple City Council, Planning Commission, and Workshops as part of the revision process to the Third Draft of the Housing Element. These meetings provided additional opportunities for public input.

- February 14, 2023: City Council Study Session - Community Outreach and Educational Plan
- April 19, 2023: Joint Meeting to CC/PC- Reintroduction of Housing Element Update process and revisions needed based on HCD's Second Letter
- May 23, 2023: Joint Meeting CC/PC- Sites inventory Study Session
- June 22, 2023: Third Community Workshop- Review Third Draft Housing Element and announcement of its availability for Public Review.
- June 27, 2023: Joint CC/PC Meeting- Review Third Draft Housing Element Update

The City made the Third Draft Housing Element available for Public Review from June 23 to June 30, 2023. No public comments were received during this period. Comments from City Council mostly related to clarifying points and formatting and were addressed prior to submission.

Phase 3: Adoption of the Housing Element

Once adopted, the certified Housing Element will be placed on the City's website.

Phase 4: Housing for All Initiative- Outreach and Educational Plan

The City has developed an Outreach and Educational Plan to conduct community engagement and educate on housing issues in La Mirada through the Housing Element Update process and into the 2021-2029 Planning Period. The detailed plan is included in Appendix E below.

Response to Comments

The City received written comments from Californians for Homeownership on July 19, 2022 that were addressed in the June 2023 revised Housing Element Draft. Below are the responses to the comments per theme:

1. *Sites Analysis:*
 - a. Missing parcel by parcel information (affordability level, prior use, Infill Area data):
The Sites Inventory now includes affordability level, prior use, and parcel-by-parcel characteristics including criteria for selection in Section B.8 of Appendix B.

- b. Use of Dormitory Space to Satisfy RHNA: The City revised its RHNA strategy extensively in the June 2023 version of the Draft HE and no longer uses units from the Biola University Master Plan.
 - c. Inadequate Support for Non-Vacant sites: The City revised its RHNA strategy extensively in the June 2023 version of the Draft HE and has provided comprehensive analysis of development trends and non-vacant site suitability for redevelopment based on trends.
2. Absence of By-Right Zoning on Relisted Site: The Housing Element now includes Program 4.4.6 By-Right Approval For Projects With 20 Percent Affordable Units and Table B-17 and Table B-18 include parcel-by-parcel identification of re-use sites.
 3. Permit Caps in Violation of Housing Crisis Act: The City has included an action to amend 433-residential unit cap in the Imperial Highway Specific Plan. The comment specifically references caps in the Infill Overlay. The City did not accommodate more units than the residential caps in the Infill Area and so residential caps do not pose a constraint to development.

	Area 3	Area 4	Area 5	Area 7	Area 8	Area 9
Max. of Units	132	96	248	111	630	147
Units accommodated	65*	0	76**	0	350	84
Exceed Cap?	No	No	No	No	No	No
*Includes 28-unit Charlie development already built plus 37 RHNA units.						
** Includes 33-unit condo development already built plus 43 RHNA units.						

4. Failure to Timely Adopt a Housing Element: The City is working diligently to adopt its housing element by December 2023. The City has collaborated extensively with HCD to ensure that the revisions align with HCD standards and streamline the certification process.

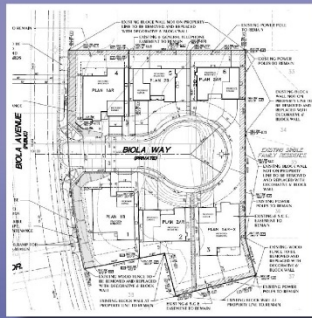
As previously mentioned, public comments predominantly centered around the City's capacity to meet its regional housing allocation, with affordability emerging as the foremost concern. Residents expressed a desire for projects to include first right of return. As a result, the City intends to incorporate first right of return in the forthcoming Inclusionary Ordinance expected by the 4th quarter of 2024. The City has included this commitment as part of Program 4.4.15. Another concern for residents was protecting community character. As a result, the Housing Element includes a program for the City to adopt Objective Design Standards. These Standards will look at design, massing, form, and other factors for evaluating projects that are submitted for review to both ensure predictable review results as well as protecting city character (Program 4.4.17).

The City will sustain its engagement efforts with residents throughout the Planning Period, extending beyond the document drafting phase, by implementing the Plan outlined in Appendix E below.

Engagement Materials and Images



City of La Mirada Housing Element Update



Community Workshop II

**Monday, December 13, 2021
6:00 p.m.**

City Hall Council Chambers
13700 La Mirada Boulevard
La Mirada, California 90638

The City of La Mirada is preparing the 2021 – 2029 Housing Element Update. The Housing Element will evaluate the City's current and future housing conditions; outline the programs, policies and strategies needed to promote the development and preservation of safe, accessible, and diverse housing; identify housing sites and programs to meet the State of California Housing mandates; and identify the housing needs of residents to ensure that current and future housing sites and City policies address the community's housing needs.

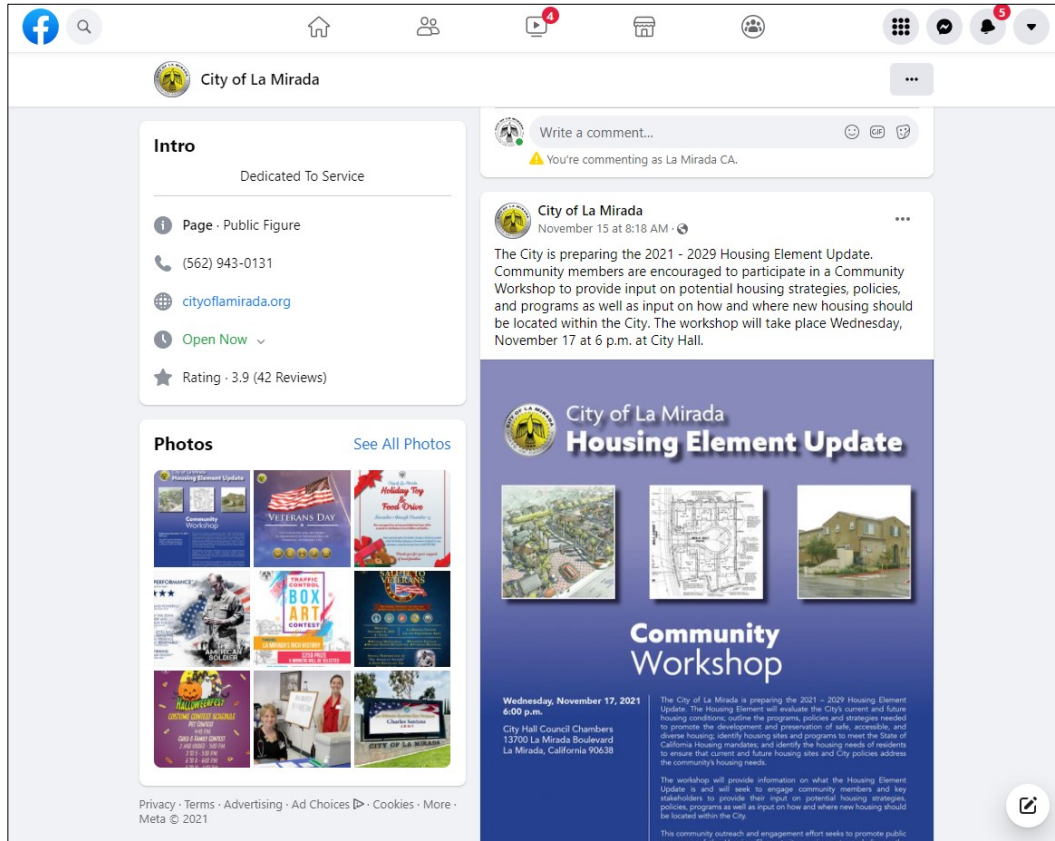
The workshop will provide information on what the Housing Element Update is and will seek to engage community members and key stakeholders to provide their input on potential housing strategies, policies, programs as well as input on how and where new housing should be located within the City.

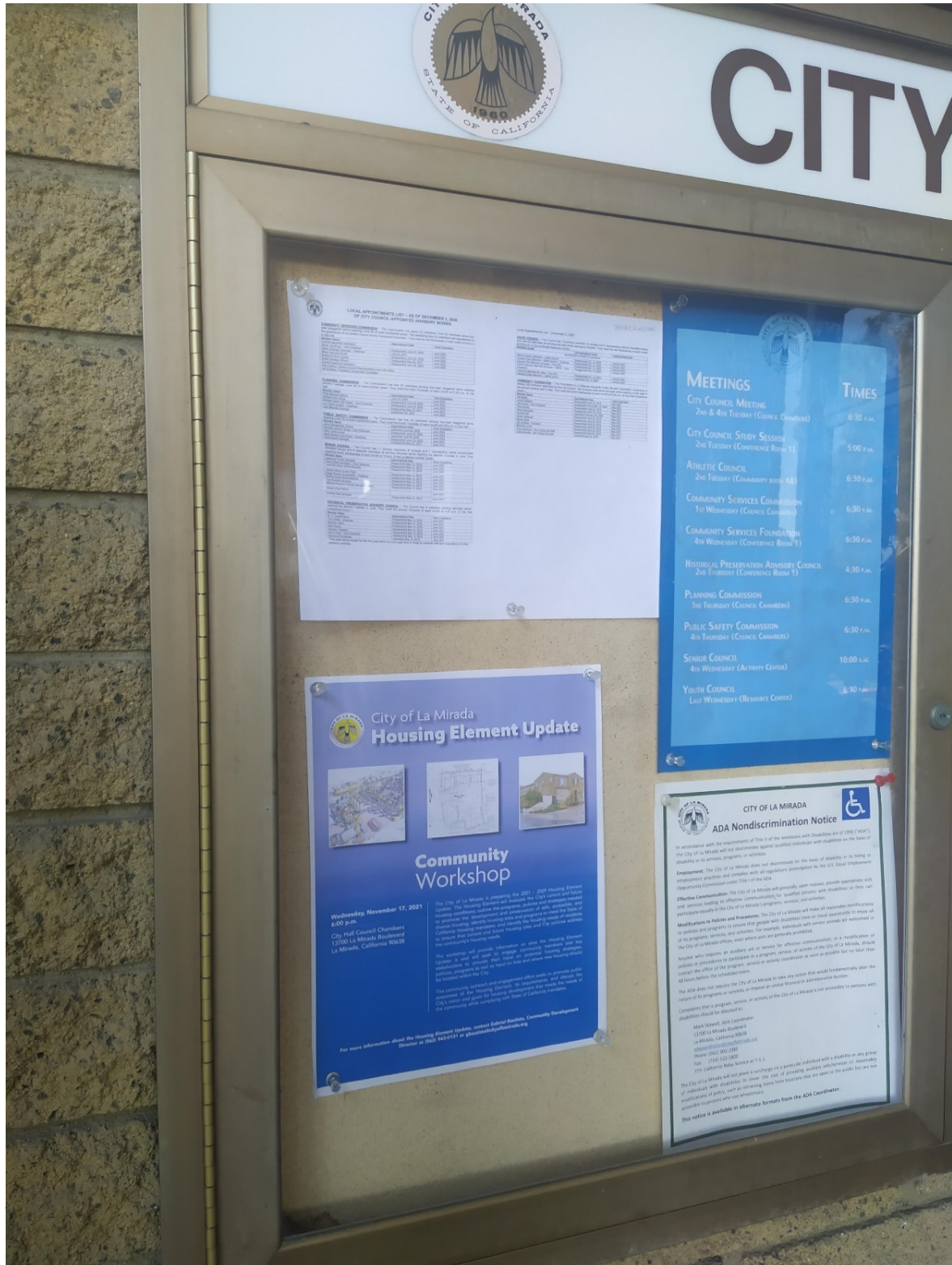
This community outreach and engagement effort seeks to promote public awareness of the Housing Element, its requirements, and discuss the City's vision and goals for housing development that meets the needs of the community while complying with State of California mandates.

For more information about the Housing Element Update, contact Gabriel Bautista, Community Development Director at (562) 943-0131 or gbautista@cityoflamirada.org











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APPENDIX E
OUTREACH AND EDUCATIONAL PLAN

ADOPTED MARCH 12, 2024

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E.1 Introduction

California Government Code §65583, et seq. requires every jurisdiction in California to adopt a Housing Element as part of its General Plan. The Housing Element is the only component of the General Plan that must be updated on a regular basis, established by current statute as every eight years. For all cities and counties within the Southern California Association of Governments (SCAG) region, that 8-year period extends from 2021 to 2029. A key requirement of every Housing Element is to define a strategy to accommodate a jurisdiction’s assigned “fair share” of regional housing need, as determined through SCAG’s Regional Housing Needs Assessment, or RHNA, process. For the 2021-2029 planning period, the City of La Mirada has been assigned a RHNA of 1,962 housing units. The Housing Element defines the City’s strategy to accommodate its fair share of the regional housing need, working within the context of adopted land use policy and zoning regulations. The La Mirada 2021-2029 Housing Element also responds to the detailed content requirements for Housing Elements set forth in State law. The General Plan serves as the City’s “blueprint” for how it will grow and change consistent with the community’s vision. The Housing Element is one of eight required General Plan Elements. The laws mandating that housing be included as an element collectively are referred to as “housing element law.” Housing element law acknowledges that for the private market to adequately address the housing needs and demand of Californians, local governments must adopt plans and regulatory systems that provide opportunities for (and do not unduly constrain), housing development. As a result, housing policy in California rests largely upon the effective implementation of local general plans and in particular, local housing elements.

The City of La Mirada’s Housing Element Update includes a robust Community and Educational initiative called “La Mirada Housing for All.”

E.2 Purpose

The purpose of the Outreach and Educational Plan for the Housing Element Update is to conduct community engagement and educate on housing issues in La Mirada. The Outreach and Educational Plan will be centered on the following objectives:

1. **Engage** – Provide opportunities for participation from various stakeholders and demonstrate transparency through consistent interactions with the community
2. **Educate** – Educate and inform the community about the Housing Element, regional housing needs allocation (RHNA), and various housing types and densities
3. **Inform** – Use the information that is given and received from the community to inform the development of the Housing Element

To ensure the Housing Element reflects identified community needs, the law requires that community engagement be an integral part in the planning process and focus on overall needs and people in the greatest need, including lower-income households, seniors, disabled persons, and large families. In response, a variety of public engagement activities and strategies are outlined in this plan to discuss housing issues of concern and opportunities, including but not limited to pop up events, workshops, a housing-focused website, a digital engagement campaign, and youth activities. These innovative community outreach activities and strategies will further the goal of the “La Mirada Housing for All” initiative of engaging, educating, and informing the La Mirada community and ultimately join the housing conversation.

E.3 Targeted Audience

The housing conversation shall reach all residents of La Mirada and visitors. Housing conversation is a topic that discusses the needs and wants of the community. The targeted audience would be:

1. Seniors – Activity Center
2. Youth and Families – La Mirada Library and Community Services Department
3. Businesses – La Mirada Chamber of Commerce
4. Target Areas – Frontier Park ¹ (West La Mirada) and Behringer Park (Green Hillsborough)
5. Regional Audience – City Wide Events

E.4 Communication and Engagement Strategies

The overall communication and engagement strategy is to start and continue a housing conversation with the La Mirada community. This housing conversation will continue throughout the entire 6th Cycle Housing Element. Some of the communication and engagement strategies are:

1. **La Mirada Housing for All Brand** – The La Mirada Housing for All brand has a unique icon that identifies all the various housing in La Mirada and the importance of housing for all present and future residents of La Mirada.



2. **Website** – Dedicated website with all housing information and housing element update. The website has links for updates, educational material, and project timeline. Website to include fair housing page.
3. **E-Mail Blast Campaign** – Generate an email blast campaign for anyone interested in housing issues and educational material in La Mirada
4. **Publication Campaign - Quarter/Annual Development Update Report and La Mirada Living Articles** – Printed and digital report with development updates and statics. This will give more information on upcoming projects and have a better understanding of the development trends happening in the community. The report and articles will provide Fair Housing information and resources.
5. **Social Media Campaign** – Constant updates on various stages in the housing element update and accomplishments.

1 Communities identified as having a concentration of minorities, lower income households, or special needs populations and/or disproportionate access to opportunities and/or disproportionate housing needs in the Housing Element Update AFFH analysis.

6. **Pop-Up and Community Presentations** – Open House Style format with City Staff One-on-One interaction and Q&A. The goal is to educate on the Missing Middle Housing in La Mirada. Each event will have branded items to raffle off and promote the La Mirada Housing for All brand. The events will have boards on the various types of housing:
 - a. Single-Family Housing
 - b. Accessory Dwelling Units and SB-9 Units Housing
 - c. Duplex, Triplex, and Fourplex Housing
 - d. Courtyard Housing
 - e. Cottage Housing
 - f. Townhome and Condo Housing
 - g. Multi-Family Housing
 - h. Mixed-Use and Live-Work Units Housing
 - i. Fair Housing

7. **Community Engagement Activities**
 - a. Housing Story Time with the La Mirada Library
 - b. Housing STEM Challenge with the La Mirada Library
 - c. Housing Toddle Time

8. **La Mirada Housing for All Ambassadors** – The City of La Mirada employees will become La Mirada Housing for All Ambassadors. They will be educated on various housing issues and the importance of having a comprehensive approach to the issues and approach. They will be directing all inquiries and questions to the Community Development Department and La Mirada Housing for All website.

E.5 Outreach and Educational Schedule

Pop-Up Events

Event	Date	Time	Location
La Mirada Farmers Market	Saturday, March 4, 2023	9:00 – 2:00 p.m.	Civic Center
La Mirada Farmers Market	Saturday, April 1, 2023	9:00 – 2:00 p.m.	Civic Center
La Mirada Easter Egg Hunt	Saturday, April 8, 2023	9:00 – 11:00 a.m.	Regional Park
La Mirada Famers Market	Saturday, May 6, 2023	9:00 – 2:00 p.m.	Civic Center
Concert Under the Stars	Thursday, June 8, 2023	5:00 – 8:30 p.m.	Regional Park
Concert Under the Stars	Thursday, June 15, 2023	5:00 – 8:30 p.m.	Regional Park
Spring Beautification Award	Monday, June 26, 2023	5:30-7:30 p.m.	La Mirada Theater
Concert Under the Stars	Thursday, June 29, 2023	5:00 – 8:30 p.m.	Regional Park
Independence Day Celebration	Monday, July 3, 2023		Reginal Park
Concert Under the Stars	Thursday, July 13, 2023	5:00 – 8:30 p.m.	Regional Park
Concert Under the Stars	Thursday, July 20, 2023	5:00 – 8:30 p.m.	Regional Park
Concert Under the Stars	Thursday, August 3, 2023	5:00 – 8:30 p.m.	Regional Park
Concert Under the Stars	Thursday, August 10, 2023	5:00 – 8:30 p.m.	Regional Park
Concert Under the Stars	Thursday, August 17, 2023	5:00 – 8:30 p.m.	Regional Park
Concert Under the Stars	Thursday, August 24, 2023	5:00 – 8:30 p.m.	Regional Park

Engagement Activities

Event	Date	Time	Location
Housing STEM Challenge	Wednesday, May 31, 2023	3:00 p.m.	La Mirada Library
Housing Story Time	Thursday, June 1, 2023	11:00 a.m.	La Mirada Library
Housing Toddler Time	TBD	TBD	Park

Community Presentations

Meeting	Date	Time	Location
Community Services Commission	Wednesday, August 2, 2023	6:30 p.m.	Council Chambers
Public Safety and Traffic Commission	Thursday, April 27, 2023	6:30 p.m.	Council Chambers
Senior Council	TBD (4 th Wednesday of the Month)	10:00 a.m.	La Mirada Activity Center
Youth Council	TBD (Last Wednesday of the Month)	6:30 p.m.	La Mirada Resource Center
Community Foundation	Wednesday, May 24, 2023	6:30 p.m.	Conference Room 1
Historic Preservation Advisory Council	2 nd Thursday	4:30 p.m.	Conference Room 1
La Mirada Chamber of Commerce			
Kiwanis of La Mirada	Wednesday, July 19, 2023	7:15 a.m.	La Mirada Volunteer Center
La Mirada Ebell	TBD (2 nd Wednesday of the Month)	6:30 p.m.	La Mirada Resource Center
Rotary Club of La Mirada	TBD	TBD	La Mirada Resource Center

Staff Presentations

Department	Date	Time	Location
Administration	TBD	TBD	La Mirada City Hall
Administrative Services	TBD	TBD	La Mirada City Hall
Community Development	Friday, July 7, 2023	11:00 a.m.	La Mirada City Hall
Community Services	Tuesday, June 27, 2023	9:00 a.m.	La Mirada Resource Center
Public Works	Thursday, July 13, 2023	7:30 a.m.	La Mirada Public Works Yard
Theatre	TBD	TBD	La Mirada Theater

E.6 Annual Outreach and Educational Events

The overall communication and engagement strategy is to start and continue a housing conversation with the La Mirada community. This housing conversation will continue throughout the entire 6th Cycle housing element.

The outreach and educational efforts will continue throughout the entire 8 years of the 6th Cycle Housing Element. Below are some annual events that will continue the housing conversation:

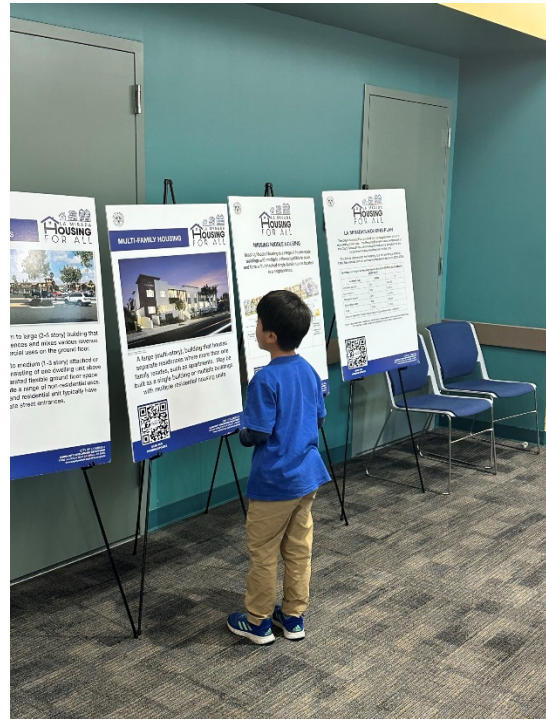
1. **Real Estate Agent Forum** – The City will host an annual forum with local real estate agents to educate on housing issues and services provided by the City. This will be a good opportunity to hear the housing issues from the real estate agents.
2. **New Homeowners Packet** – The City has a new homeowners packet that provides housing information and resources. It will include information on development activity and procedures.
3. **Quarterly Pop-Up Events** – The City will host a booth at the City’s Farmers Market to update the community on any housing and community development updates.
4. **Citywide Pop-Up Events** – The City will host a booth at the City’s Annual Egg Hunt, Independence Day Celebration, and Chili Holiday events. These are large City events that draw people from La Mirada and regionally.
5. **Annual Development Report** – The city will create an annual development report that will highlight all the various development activities, including housing for the City. This will provide constant communication and showcase various development projects in the City.
6. **Quarterly Development Updates** – The City will be updating the community via social media and La Mirada Living of any development updates.

E.7 Engagement Photos

Story Time



STEM Challenge



Home Building STEM Challenge

Wednesday, May 31, 2023, 3 - 3:45 pm

Join us for a home building STEM challenge. Build tall skyscrapers, condominiums, or a tiny home. We will provide the fun materials, just bring your imagination!

Recommended for ages 5 - 12 with parent or caregiver.

Join the Housing Conversation! La Mirada Community Development Director will be available to share information and answer questions.

Attendance is limited and advanced registration is required. To sign up, see library staff, or register online at [Visit.LACountyLibrary.org/Events](https://www.lacountylibrary.org/Events) and filter by location and date.

[LACOUNTYLIBRARY.ORG](https://www.lacountylibrary.org)

La Mirada Library
13800 La Mirada Blvd
La Mirada
567.043.0777

[Facebook](https://www.facebook.com/LACountyLibrary)
[Instagram](https://www.instagram.com/LACountyLibrary)
[TikTok](https://www.tiktok.com/@LACountyLibrary)
[YouTube](https://www.youtube.com/@LACountyLibrary)
[@LACountyLibrary](https://www.lacountylibrary.org)

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Pop-Up Events



