

SUMMARY OF KEY POINTS AND RECOMMENDATIONS

Keynote Address

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KEY POINTS

- Housing is part of a large societal system that includes transportation, health, education, and economic development. All the pieces are interconnected.
- Density is coming, but it must be done right. Nationwide, homes with smaller footprints and greater density, allowing more affordable pricing, are selling really well. Likewise, there is a gradual increase in manufactured or modular home building in order to reduce both price and project time.
- New housing is not going to immediately flood a community as typically feared; will happen over 5 – 10 years. Entitlements can be 2 – 5 years and construction and development can add another 5 years.
- Helpful organizations include SCAG, Urban Land Institute (workforce housing and tool kits), UCLA Housing Initiative, USC Price School, both Cal Poly's, and BIA.
- At Harvest Limoneira, out of 1500 sales, 85% of the buyers are coming from within Ventura County.
- Builders do a lot of research into demographics such as population trends, ethnicity, preferences of singles and couples vs. families, mobility, culture, seniors (and their many subgroups), etc.
- Rentals will play an increasingly important role of housing growth in Ventura County for affordable and market rate housing.
- Renters vary; most want to eventually purchase, but others are renters by choice for a long time. The build-for-rent single family home model is one of the hottest markets now.
- Who are the housing producers? Understand which kinds of producers are best in which situations. Builders/developers come in a wide variety: large national, smaller local, custom, master planned community developers, tear-down specialists, etc. Is the same on rental ownership side and includes mom/pop, employers, churches, schools, large companies.

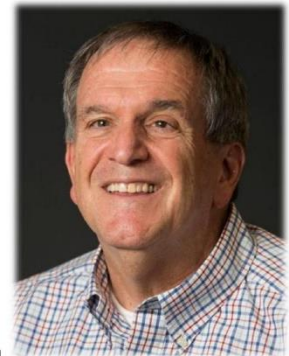
ACTION ITEMS

- Cities should calendar to have regular process improvement meetings with the development community to improve the project approval process which is typically around 20% of project expenses.
 - The process should be a two-way conversation.
 - *Everyone* needs to ask "how can we do things better and more efficiently?"
- Look to higher use of properties. Consider non-obvious sites, such as poorly performing retail, churches, school districts with declining enrollment, etc.
- We need more advocacy and education coalitions. ALL of us are educators of an industry not understood by the general public. We need the voice of younger people.
- Need to develop hybrids between rental and ownership where renters can also build wealth (e.g., part of rent goes toward down-payment). Look to our financial institutions to help develop these models.
- Keep recognizing and saluting the excellent work already happening in Ventura County.
- Keep supporting organizations like HOME.



Randall Lewis

- UCLA, Randall Lewis Housing Initiative (sponsor)
- Urban Land Institute, Randall Lewis Center for Sustainability in Real Estate (sponsor)
- Southern California Association of Governments, Regional Council Executive Committee (10 years)
- Cal Poly Pomona course on how to create healthy communities (sponsor)
- USC School Price School of Public Policy (Board)
- UCLA Luskin School of Public Affairs (Board)



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