



# HOUSING NEWS

WEST HOLLYWOOD COMMUNITY HOUSING CORPORATION

## AUTUMN 2010

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## WHCHC REDEFINES ITS PRESENCE INTRODUCING A NEW BRAND FOR A NEW ERA

Since its incorporation in 1986, WHCHC's mission has always been to develop safe, decent and affordable housing for people with limited incomes, enhancing the community and supporting economic diversity.

WHCHC envisions sustainable communities of healthy, diverse neighborhoods within West Hollywood and the greater Los Angeles area that provide secure, service-enriched environments for residents, especially those with special needs.



WEST HOLLYWOOD  
COMMUNITY  
HOUSING CORP

WHCHC's  
original  
mark  
designed  
in the late  
1980's.

The original and much beloved WHCHC logo carries with it instant recognition, and a reputation of excellence in the field that can only be garnered through years of hard work, due diligence and success at fulfilling our mission.

When it was designed in the late 1980s our mission was focused on providing desperately needed housing as the AIDS crisis grew, and for those with low-and-fixed incomes, and this logo is a simple and elegant reminder of just how important a home can be. More recently however, we found during market research that our original logo was often interpreted as representing a social services organization, rather than as an affordable housing developer.



WHCHC's new headquarters on Santa Monica Boulevard in West Hollywood, the ground floor of Sierra Bonita Apartments.

Photo: Richard E. Settle

WHCHC has had the opportunity over the years to move beyond our first few rehabilitation projects and design new buildings with contemporary architecture. These superior projects have produced an award-winning portfolio, culminating with our Sierra Bonita Mixed Use Project which was completed in 2009.

In anticipation of WHCHC's 25th Anniversary in 2011, our Board of Directors wanted to create a contemporary identity that would reflect our green values and position us as a leader in building environmentally sensitive, architecturally distinguished award-winning affordable housing, as well as providing our most important product: A place called home.



The design process focused on discussions about WHCHC's mission and how the brand could convey that mission with a contemporary architectural reference, yet still be able to embody the positive values and reputation associated with our original brand.

WHCHC is extremely pleased with the reception our new logo has received, and we look forward to moving into our 25th Anniversary Year with renewed energy and excitement about the future!

# WHCHC GOES GREEN!

Who hasn't heard of "energy efficiency??" Everywhere people are recycling, changing light bulbs, taking public transportation, buying more energy-efficient cars, shopping for ecologically friendly products and services.

So what can affordable housing developers do to "Think Green" and make their buildings more energy efficient with such limited resources? The answer is: We can do a lot!!!

## Green Building Practices

When people think of energy efficient buildings, they often think first of solar energy, but it is important to start first with green construction practices. When a developer builds a building, working efficiently, utilizing green building materials and other best practices can greatly decrease the effects of construction on the environment. These practices are addressed in the City of West Hol-

lywood's Green Building Ordinance passed in 2007. WHCHC is proud that our Sierra Bonita Mixed Use Project was the pilot project for that ordinance.

**WHAT CAN AFFORDABLE HOUSING DEVELOPERS DO TO MAKE THEIR BUILDINGS MORE ENERGY EFFICIENT WITH SUCH LIMITED RESOURCES? THE ANSWER IS: WE CAN DO A LOT!**

## Energy Efficiency

After buildings are constructed, and as our portfolio ages, they must be efficiently maintained over the life of the building. Costs for

building operations vary from project to project, depending on original construction, age, and level of maintenance. On average, it takes 20-25% of affordable housing operating budgets to cover energy costs for buildings.

WHCHC is pleased to report that we spend only 10-16% of our operating budget on energy costs. Even though our operating costs for energy are well below average, after a thorough assessment of our buildings, WHCHC is in the process of implementing energy efficient upgrades in several of our buildings.

## Greening Our Portfolio

Upgrades of boiler systems, replacing windows with Low-E glass, and replacing HVAC (heating, venting and air conditioning) units wherever possible greatly enhance quality of life for the residents and extend the life of the building.

## AWARD-WINNING SIERRA BONITA APARTMENTS

Sierra Bonita contains 42 one bedroom residential apartments, each of approximately 620 square feet; an outdoor courtyard garden from which access to the units is provided. The landscaping for Sierra Bonita is designed to beautify and enhance the outdoor experiences of residents and the West Hollywood community at large. Highly drought tolerant low maintenance plant materials watered by a submerged drip irrigation system were selected, resistant to the urban conditions of exhausts, dust, foot traffic. Second and Upper Level Plantings include bamboo clusters for shaded internal courtyard area with groundcovers that can grow efficiently with a submerged irrigation system. Upper deck area planters with deciduous vines to grow under the solar canopy, equipped with a "self-watering" tank irrigation system.

## GREEN BUILDING SUSTAINABILITY FEATURES

- Passive solar design strategies, including north/south orientation; window design for maximizing daylight and natural ventilation.
- A solar electric panel system integrated into the façade and roof supplies most of the peak load electricity demand for common areas; unused solar electricity will be delivered to the grid.
- A "Cool" roof with high reflectance single-ply roofing membrane.
- High efficiency air conditioning units for each unit; insulation and selection of performance glazing further reduce energy usage.
- Hot water for all units is provided by a solar-powered hot water heating system.
- The HVAC design provides split system heat pumps for heating and cooling to each unit, retail and community rooms. Individual fan coil unit provided for each of the spaces.

Typical but important energy-efficient items such as low-flow toilets and shower heads and aerators on faucets are in all of our apartments. We are also in the process of changing out all the incandescent light bulbs in common areas and parking garages to compact fluorescent energy efficient ones. WHCHC is planning to implement a system of motion sensors in parking garages to reduce the time lighting is on when not needed. As buildings age it is also important to stay on top of painting and weatherization.

**THE GREENHOUSE EFFECT REFERS TO WARMING THAT RESULTS WHEN THE ATMOSPHERE TRAPS HEAT RADIATING FROM EARTH TOWARD SPACE.**

**The Greenhouse Effect**

This refers to warming that results when the atmosphere traps heat radiating from Earth toward space. Certain gases in the atmosphere act like the glass in a greenhouse, allowing

sunlight to pass into the greenhouse, but blocking the heat from escaping into space.

While the greenhouse effect is essential to life on earth by keeping us warm, emissions from burning fossil fuels, deforestation and other causes have increased the concentration of greenhouse gases to higher levels than ever before.

**Why does all this matter?**

The goal is to reduce "Greenhouse Gas Emissions" that contribute climate change, and thus reduce our ecological footprint on the planet which results in a healthier environment for all of us.

The City of West Hollywood has produced a Climate Action Plan as part of their General Plan Update for 2010,

which contains a wealth of information about climate change, and steps the City and all its residents and businesses can take to reduce its effects.

Ultimately, a community's greenhouse gas emissions are the sum of individual actions and choices, and we all have the opportunity to affect change. Although climate change is often framed in terms of global treaties or technological advances, our everyday actions are just as important in creating a solution. WHCHC and other businesses have the opportunity to do their part, but so do all of us.



Photograph: Richard E. Settle

**MEET WHCHC ASSET MANAGER SHANON LAMPKINS**

As WHCHC's Asset Manager, Shanon oversees and ensures the long-term financial health, physical quality and regulatory/statutory compliance of its portfolio in order to maximize the social benefits they produce. She also participates in the planning stages for new capital projects to ensure that buildings are designed for long-term operational viability and have realistic operating budgets and management plans. She also supervises and monitors the activities of WHCHC's property management firm, John Stewart Company. Shanon also monitors the capital rehabilitation needs of our portfolio and assists in identifying funding sources to pay for needed rehabilitation.

Shanon has had an exemplary career in Asset Management prior to joining WHCHC, most recently at Jamboree Housing, a non-profit Orange County housing corporation with 46 housing projects consisting of over 5000 units, and for the Los Angeles-based A Community of Friends non-profit housing corporation prior to that.

Shanon received an M.B.A. from the University of Redlands and her B.A in Economics from USC. We are delighted to have Shanon at WHCHC.



# TALK | PROFILES OF PHILANTHROPIC FOUNDATIONS & FUNDING SOURCES FOR AFFORDABLE HOUSING

Welcome to Money Talk, where WHCHC periodically profiles foundations and philanthropic organizations who represent the complex and crucial funding pieces that must come together for non-profit housing developers to purchase land, pay for design, development, construction, operation and maintenance of affordable housing.

In this issue we profile Enterprise Community Partners, founded by real estate developer James Rouse in 1982. WHCHC looks forward to Real Estate Developers of our time creating foundations that continue the tradition of funding affordable housing for low-income people in the United States.

## WHAT IS PHILANTHROPY?

The word *philanthropy* comes from the Greek, meaning “love for mankind.” Anyone can be or become “a philanthropist.” Philanthropy can, and is, practiced by anyone with a desire to help those in need. Any individual, corporation, institution, family or group can decide to form a foundation that manages their wealth to promote the common good and improve the quality of life for others.

## HAVE YOU THOUGHT OF BECOMING A PHILANTHROPIST YET?

Foundations are quite often funded or created with endowments—money given by individuals, families or corporations to charities and other organizations to utilize in either specific ways or as needed. These endowments are then invested, and the returns on those investments are what fund the grant-making capacity of foundations.

Many people donate a specific percentage of their income, or choose to donate financial assets rather than money, such as stock certificates or real estate.

The grants available to affordable housing non-profits by foundations and corporate giving programs are extremely competitive, usually awarded in categories of capacity building, program development, project support, or operating support grants.

## ENTERPRISE COMMUNITY PARTNERS

### What does Enterprise do?

Enterprise Community Partners (Enterprise) provides the capital and technical expertise needed to create decent, affordable housing and revitalize communities.

Since 1982, Enterprise has helped produce neighborhood solutions through public-private partnerships with financial institutions, governments, community organizations and developers that share and inform their vision. Enterprise has created 270,000 affordable homes, touching a million lives and thousands of communities.

### Technical Assistance and Training

Enterprise uses its resources and expertise to provide nonprofit organizations and government agencies with technical assistance and training needed to fulfill their goals.

In Los Angeles, Enterprise helps organizations with capacity building, organizational and financial stabilization activities, and housing development assistance, which are delivered through web-based or place-based trainings, peer-to-peer knowledge exchanges and one-on-one technical assistance.

### About Enterprise Founder James W. Rouse

James Rouse was a real estate developer, civic activist and philanthropist known for rejuvenating downtown areas in the United States. Rouse began his career in the mortgage banking industry but left it in 1954 to start his own real estate company, focusing initially on the development of several indoor shopping malls, now a staple of American suburbia.

As president of The Rouse Company, he created innovative “festival marketplaces,” including Harborplace in Baltimore, Faneuil Hall Marketplace in Boston, Gallery at Market East in downtown Philadelphia, and South Street Seaport in New York.

Many say the native of Easton, Maryland, helped popularize the term “urban renewal.” Rouse’s legacy also includes Columbia, the planned community between Baltimore and Washington, D.C. Columbia has become a model for similar communities nationwide.

After retiring in 1981, Rouse and his wife, Patty, formed the Enterprise Foundation, now Enterprise Community Partners, with the goal of creating affordable housing for low-income families. James Rouse passed away in 1996 at the age of 81.

WHCHC is pleased to have been awarded a \$10,000 grant to conduct a thorough third-party review of the financial and organizational health of WHCHC, in preparation for beginning a new 3-year Strategic Planning process.

For more information about Enterprise, please go to their web site:  
[WWW.ENTERPRISECOMMUNITY.ORG](http://WWW.ENTERPRISECOMMUNITY.ORG)

## WHCHC Welcomes New Board Member Michael Wojtkielewicz!

Michael Wojtkielewicz joined the Board of WHCHC in the spring of 2010. A residential and commercial architect in the Los Angeles area for 20 years, Michael's health took an abrupt turn a few years ago that eventually caused him to give up both his job and his apartment of 16 years.

After a friend told him about the lottery application process for WHCHC's Sierra

Bonita Apartments, Michael signed up, and his name was subsequently drawn for a unit from a pool of over 2000 applicants.

Wojtkielewicz is excited about living in the stylish new building with floor-to-ceiling windows and a rooftop garden, and his architectural background is proving invaluable as a Board member and a member of the Pipeline (housing development) Committee. He brings an important resident's

perspective to the design process as well as advising on property management and social services

Along with his miniature schnauzer named P-Squared, Michael is becoming involved with West Hollywood activities, particularly in discussions about a possible new dog park, now that he has the safety and security of a home.

## MEET WHCHC RESIDENTS JEFFREY MENDE AND BOBBY WHIPKEY

September 1st was the two year anniversary of Jeffrey and Bobby's move to WHCHC's Harper Community Apartments. "This apartment was a dream-come-true for us" says Jeffrey.



He and Bobby have been together for a little over five years as a couple. They were living in a small single Hollywood apartment Bobby had lived in for many years that they both loved, but the move to WHCHC's two bedroom, two bath apartment was exactly what they needed for their lives to settle down and become whole.

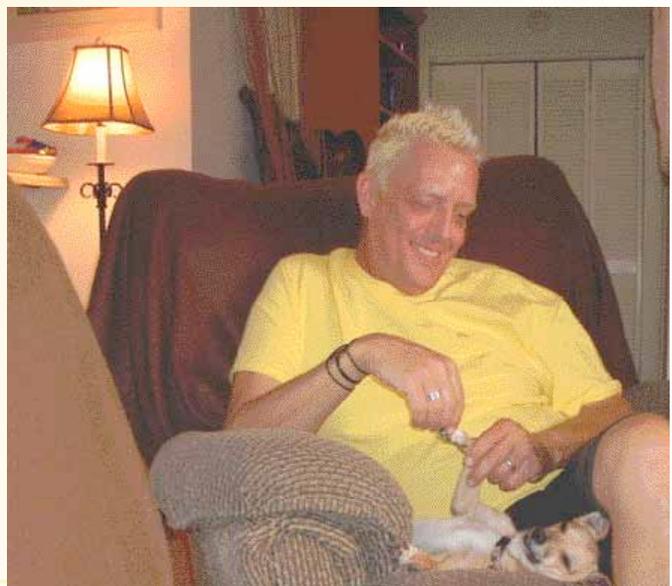
Jeffrey has experienced seizures as one of the side effects of his HIV illness, and happily he has seen his health improve greatly since the move. His dog Li'l Bit is a trained seizure dog, and along with their other companion dog Dotty they love living in West Hollywood. "Walking in the neighborhood is a pleasure—everyone is dog-friendly—and we have been able to enjoy West Hollywood activities more since we're so centrally located." Paintings and pottery in their beautifully decorated apartment are the result of classes they have enjoyed taking at Being Alive.

Bobby had moved to Hollywood in 1987, and Jeffrey moved here from Hawaii, where he had lived for 17 years growing orchids, anthuriums and other native foliage plants, as well as being a bartender. They both have 4 years 4 months' sobriety

through AA's 12-Step Program, which they credit with saving both of them. Jeffrey laughs when he says: "I like to say AA meetings have become my 'bar!' We attend meetings at least 3 nights a week at various locations in the area, and are always running into AA friends everywhere we go."

Altho they were not able to formally wed (yet!), the two are very excited to have been able to save enough money to take an "Anniversary and Honeymoon" trip to Baltimore, Washington DC and various other places on the east coast where Jeffrey's family lives in Maryland. "We'll see all the beautiful fall foliage, and go spelunking [caving], and just really have a chance to enjoy the east coast."

Bobby says of their experience at WHCHC's Harper Community Apartments: "I've never had a dining room, never had a balcony, never had my own bathroom, and never had a full bedroom of my own before moving in here. When you talk about quality of life, here it is."



# Save The Date!! December 6, 2010

## WHCHC's Annual Holiday Cheer Party and Fundraiser!

MONDAY EVENING 5:30PM TO 7:00PM  
HERE WEST HOLLYWOOD  
696 NORTH ROBERTSON BOULEVARD



### ABOUT WHCHC...

#### What We Do:

WHCHC was founded in 1986 to buy, build, rehabilitate, manage and advocate for affordable housing for lower-income people in West Hollywood and the greater Los Angeles metropolitan area.

#### How Do We Pay For It?

We partner with city government, funders, social service providers, community residents, architects, contractors and property managers to build and manage our projects.



#### Who Are Our Residents?

WHCHC's apartment communities serve seniors living on fixed-incomes, people living with disabilities including HIV/AIDS, and low-and fixed-income working households.

#### Why Low-Income Housing Is Needed:

The availability of housing which is affordable to lower income people stabilizes communities, ultimately reducing costs on government systems which provide services to homeless and near-homeless, overcrowded households and inappropriately housed people.

#### How Our Buildings Impact Communities:

WHCHC develops environmentally sensitive architecturally distinguished buildings that reflect and complement their surrounding neighborhoods. Our projects make efficient use of scarce public and private resources by carefully controlling costs. After buildings are completed, we maintain a high standard of asset management and take pride in the way our developments enhance the neighborhoods in which they are built.

#### Portfolio

WHCHC has developed 13 apartment communities, and maintains a development pipeline of 2 projects in predevelopment and construction. Our goal is to provide 40 additional units of low-income housing per year.

### IN MEMORIAM

#### JOHN LEIGHTON CHASE URBAN DESIGNER, CITY OF WEST HOLLYWOOD

It is with a sad heart that we learned of the sudden passing of John in August. He touched the lives of both Board and Staff at WHCHC. His guidance and support of our latest project, Sierra Bonita Apartments, was steadfast and exuberant, and he spoke eloquently at Sierra Bonita's Grand Opening in April. John understood the constraints of non-profit budgets and at the same time was neverending in his quest for good design.

As tributes poured in from everyone at his memorial, we were reminded just how vast John's influence stretched, how many people he knew and lives he touched, and how fortunate we were to have had his friendship and guidance for so many years.



As Urban Designer for the City of West Hollywood, John oversaw the design of hundreds of projects, big and small, and always found ways to assist designers and architects in finding their own voice.

Although he certainly had his own elegant ideas and opinions, he never felt it was his place to tell anyone "what to build." He respected originality and reveled in the variety of West Hollywood's streetscapes that celebrated differences and uniqueness.

John Chase was one-of-a-kind, whose kindness, gentleness and uniqueness is a legacy that will be felt and experienced forever in West Hollywood.

# WHCHC NEWS

**WHCHC IS GRATEFUL TO OUR PARTNERS AND SUPPORTERS  
DURING THE PAST FISCAL YEAR!!**

## **Housing Development Financial Partners**

### **Government**

City of West Hollywood  
County of Los Angeles Community Development Commission  
United States Department of Housing and Urban Development  
City of Los Angeles Housing Department  
Los Angeles Community Redevelopment Agency  
State of California Housing and Community Development Department  
Federal Home Loan Bank

### **Corporations**

Enterprise Community Partners, Home Depot  
National Equity Fund, Union Bank, Wells Fargo Bank

## **Resident Services and Corporate Operations Supporters**

### **Government**

City of West Hollywood  
City and County of Los Angeles - Housing for Persons with AIDS Program

### **Corporations and Individuals**

#### **\$100,000+**

Weingart Foundation

#### **\$75,000+**

California Community Foundation

#### **\$50,000+**

Ralph M. Parsons Foundation

#### **\$20,000+**

Enterprise Community Partners

#### **\$10,000+**

Bank of America Charitable Foundation

Wells Fargo Foundation

West Hollywood Structures & Style - Taste and Space 2010

#### **\$5,000+**

JP Morgan Chase Bank

Union Bank

#### **\$1,000 +**

Casden Movietown Plaza, LLC, US Bank

Wells Fargo Bank - Sunset & Fairfax Branch

Whole Foods West Hollywood (*in kind*)

#### **\$500 +**

Binney Chase & Van Horn, Truman and Elliott LLP, Olympia Foundation, G, Michael Arnold,  
Robin Conerly, Ryan Leaderman, Stuart Leviton, Pat Rogers

#### **\$200+**

Michael Allderdice, Alpha Construction Company, Melissa DeMotte, John Heilman, The John Stewart Company,  
Abbe Land, Lane Construction Services, Ramon Mendez, Greg Morrow, Cary Reisman,  
Ruiz Brothers Construction Company, Allyne Winderman (In Memory of Lovedy Brydon)

#### **\$100+**

Richard Abramson, John Altschul (In Memory of Ray Reynolds) Cynthia Caughey, Clara Denson,  
Ira & Alice Handleman Matthew Jacobs, Hendrick & Julie Koning, Karen Lebow, Thomas Mann,  
Lee Meyers, Madeleine Rackley, Elizabeth Savage, Jeffery Skorneck, Patrick Spillane,  
Patrick Tighe, Michael Wojtkielewicz, Ted Zaluski

#### **Under \$100**

Tadevos Akopyan, Robert Bergstein, Alan Bernstein, Samuel Borelli, Maya Beliansky,  
Barbara Hamaker, Anson Snyder, Robert Stone, David Tseykinskiy, Ruth Williams

WHCHC  
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[WWW.WHCHC.ORG](http://WWW.WHCHC.ORG)

**WHCHC'S MISSION & VISION**

WHCHC's mission is to develop safe, decent and affordable housing for people with limited income, including those with special needs, which enhances the community and supports economic diversity. We envision sustainable communities of healthy, diverse neighborhoods within the greater Los Angeles area.

**OUR VALUES**

1. Everyone has a right to a safe and decent place to live.
2. Secure, service-enriched environments are essential for residents with special needs.
3. Housing developments should enhance the local community.
4. Responsible development is environmentally sensitive.

**OUR GOALS**

WHCHC's goal is to expand and diversify housing production within the Los Angeles basin. We continue to promote public awareness of affordable housing and WHCHC's achievements, and we encourage public support for the production and preservation of affordable housing.

1. Establish a financial base that maintains corporate stability and fosters housing development and growth.
2. Ensure that projects in the WHCHC capital portfolio maintain high housing quality standards and implement energy efficient systems and practices.
3. Support housing stability and quality of life for our residents with target enhanced management services.
4. Strengthen the corporate administrative platform.
5. Continue to promote WHCHC and its housing mission.
6. Ensure effective stewardship of WHCHC capital portfolio

**WHCHC HOUSING NEWS**

A Quarterly Publication of  
West Hollywood Community  
Housing Corporation

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