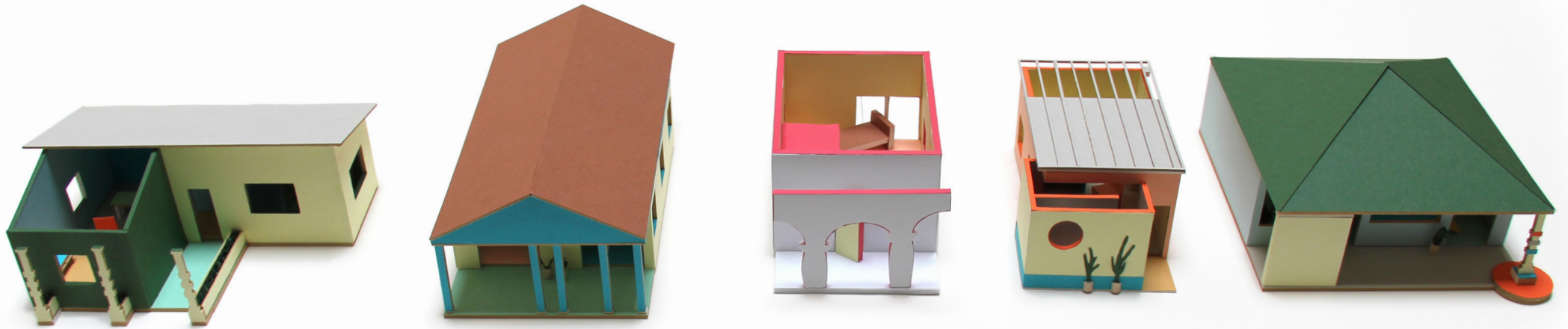


The Backyard Homes Project: An Affordable Housing Initiative





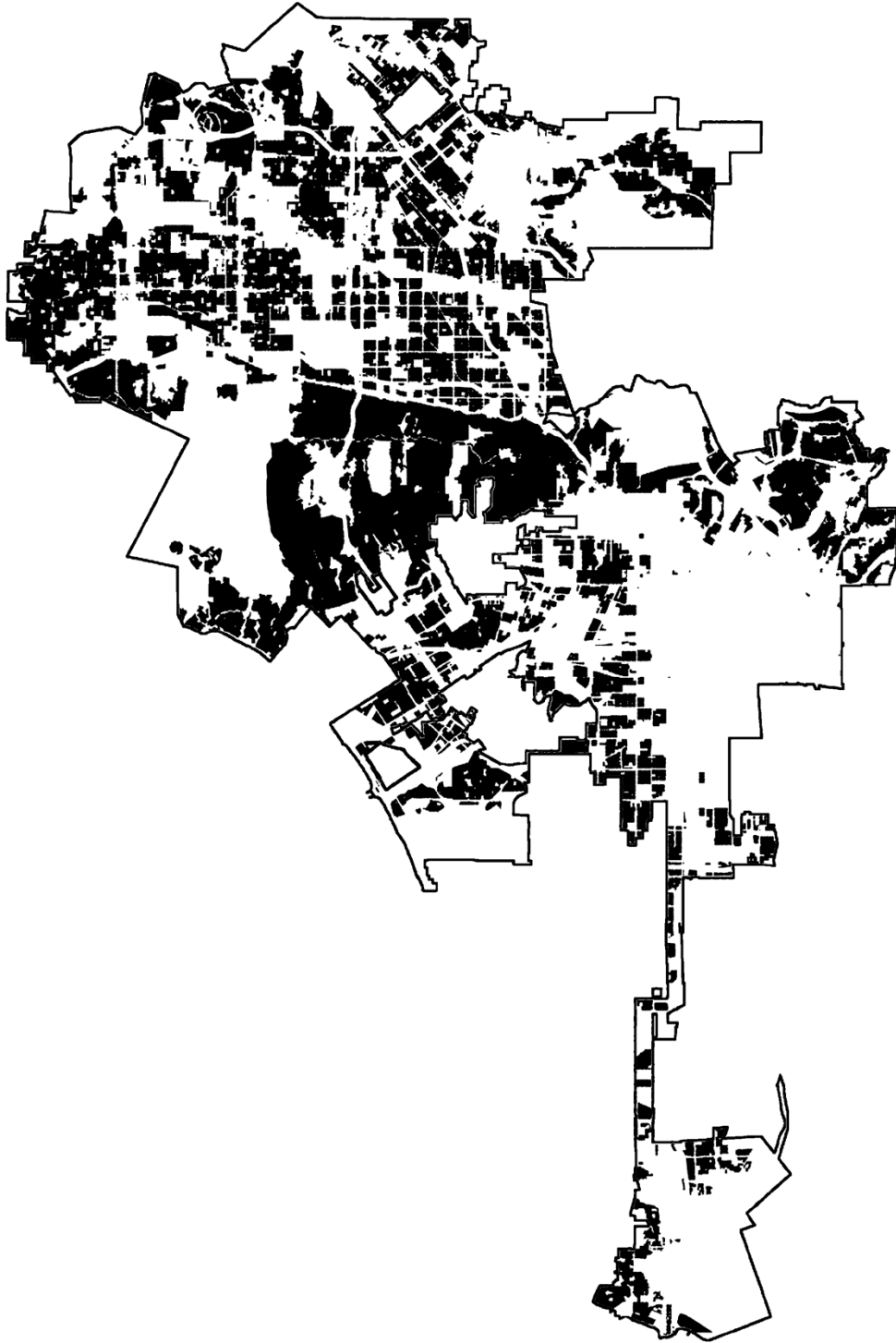
An aerial photograph of Los Angeles, California, showing the city's dense urban landscape and the San Gabriel Mountains in the background under a clear blue sky. The text is overlaid on the image in a large, white, sans-serif font.

LA-Más is a non-profit urban design organization that helps lower-income and underserved communities shape their future through policy and architecture.

We envision a world where city growth is equitable and self-directed — where the best local solutions are brought to a city-wide scale.

**Los Angeles has
500,000+ single-
family lots.**





**50% of all
developable land
in Los Angeles is
zoned for single-
family homes.**



- **3% of applicants receive a voucher.**



- **3% of applicants receive a voucher.**
- **76% of voucher holders get rejected by a landlord.**



- **3% of applicants receive a voucher.**
- **76% of voucher holders get rejected by a landlord.**
- **40% of vouchers get returned.**

SB 1069 + SB 2299 State Law on ADUs took effect January 2017. Highlights include:

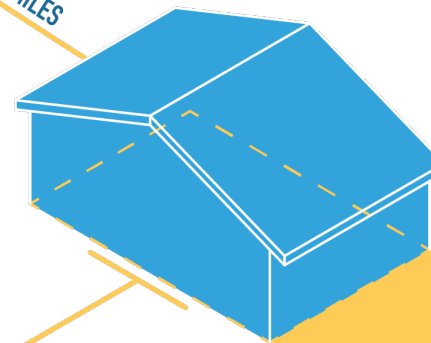


NO PARKING REQUIREMENTS IF 1/2 MILE FROM TRANSIT OR IN A HISTORIC ZONE

UNCOVERED & TANDEM PARKING ALLOWED



1/2 MILES



UP TO 1200 SQFT DETACHED ADU

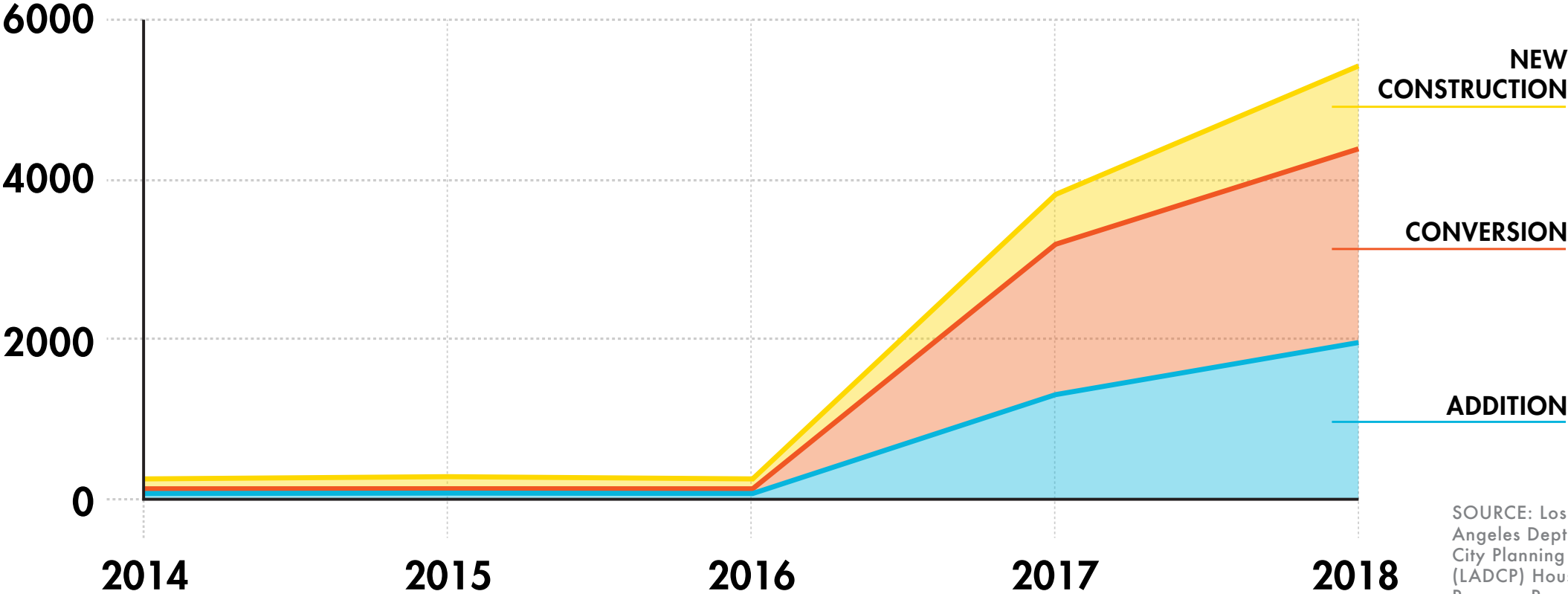
NO SETBACKS FOR GARAGE CONVERSION

NO PASSAGEWAY REQUIREMENTS



ADU Permit Applications

IN THE CITY OF LOS ANGELES



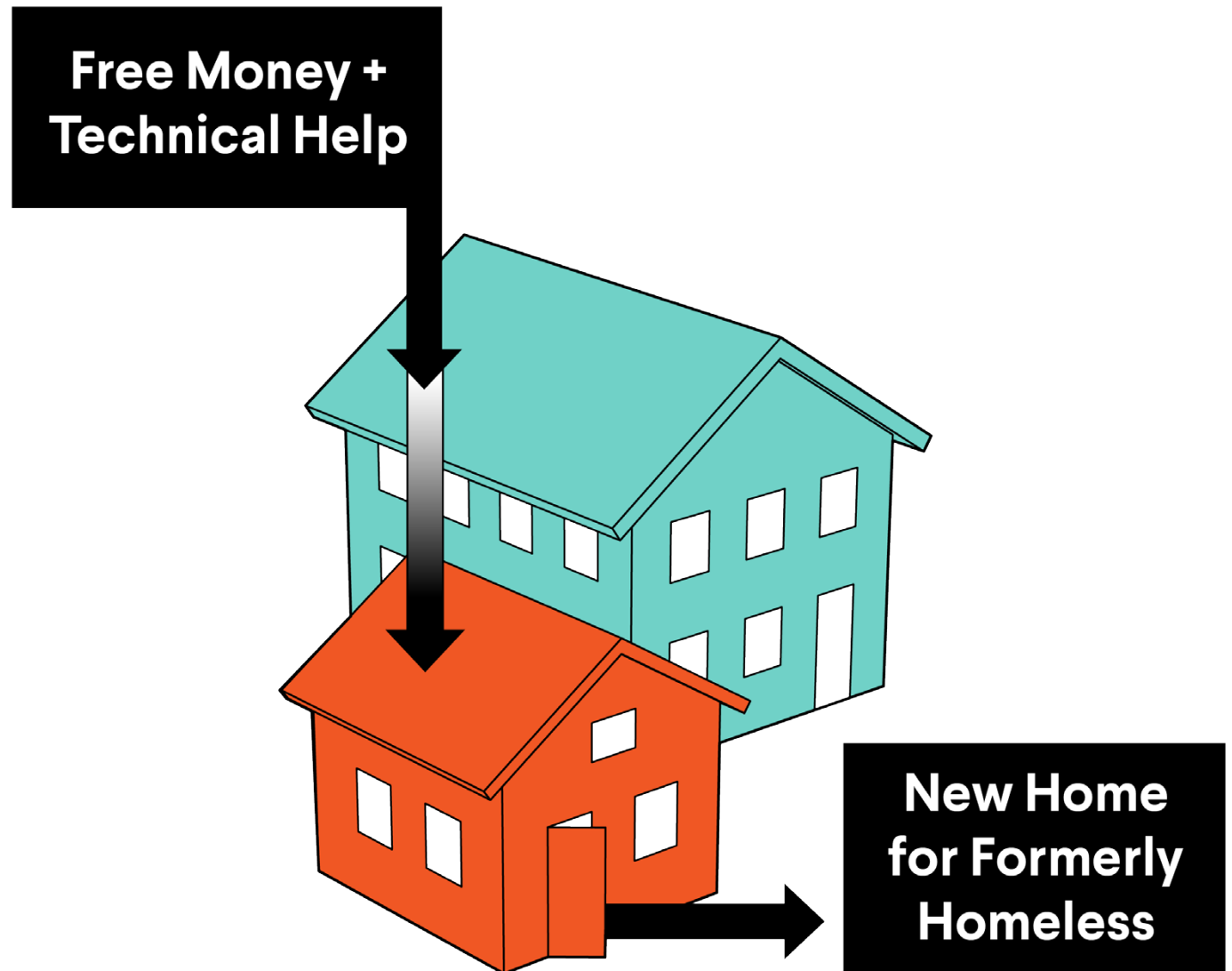
SOURCE: Los Angeles Dept. of City Planning (LADCP) Housing Progress Reports.

City of LA ADU Pilot Project





County of LA ADU Pilot Program



The Backyard Homes Project





**5
focus groups**

**100+
homeowners**



HOMEOWNERS
who want an
ADU, but need
help



INCENTIVES

- Program Management
- Design
- Permitting
- Construction Management
- Financing
- Landlord Training
- Tenant Support



NEW ADU:
Increased equity
and more affordable
housing for LA

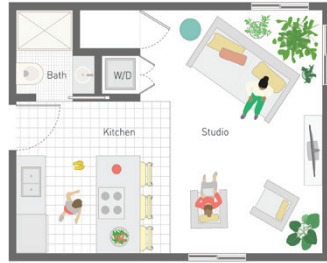
Program Partners



LA-MÁS

RNLA

STUDIO



GARAGE CONVERSION (1BR)



GARAGE CONVERSION (2BR)



MICRO-UNIT (1BR)



MICRO-UNIT (2BR)



L-SHAPE (1BR)



NEAPOLITAN (2BR)



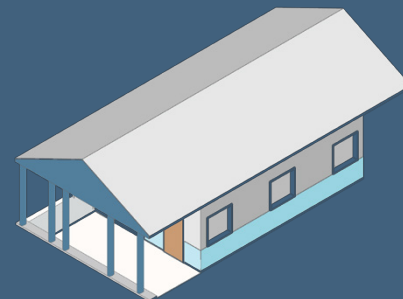
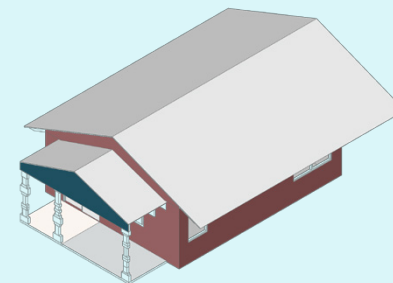
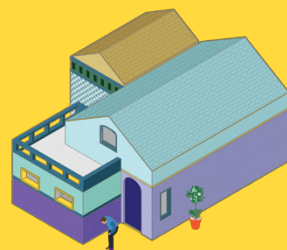
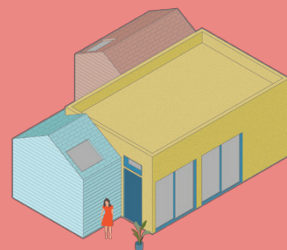
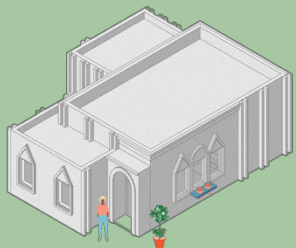
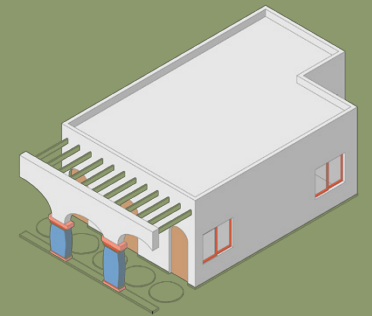
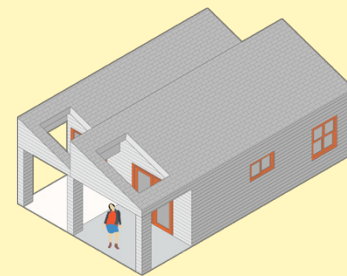
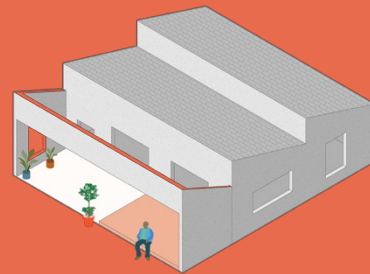
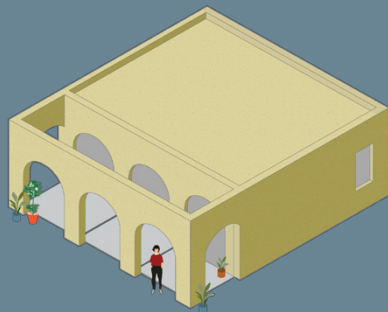
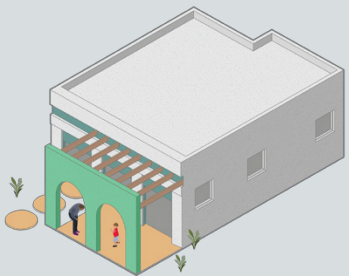
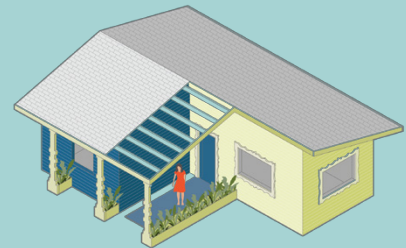
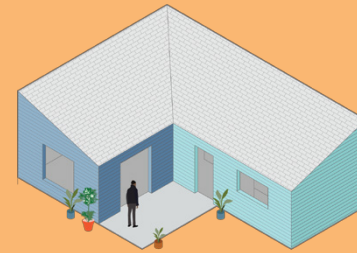
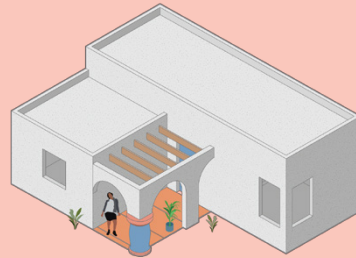
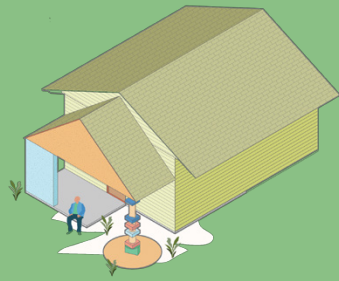
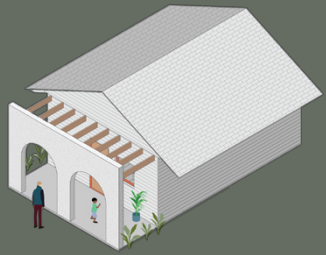
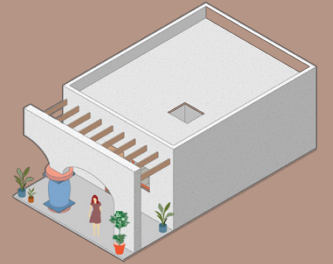
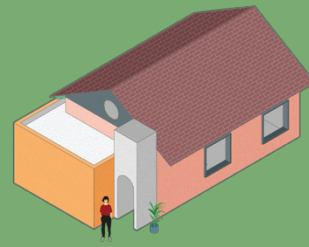
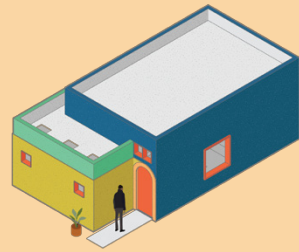
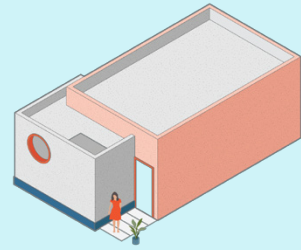
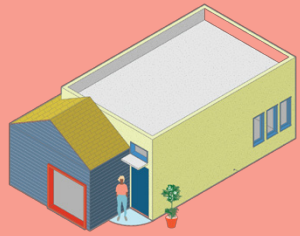
Total Cost

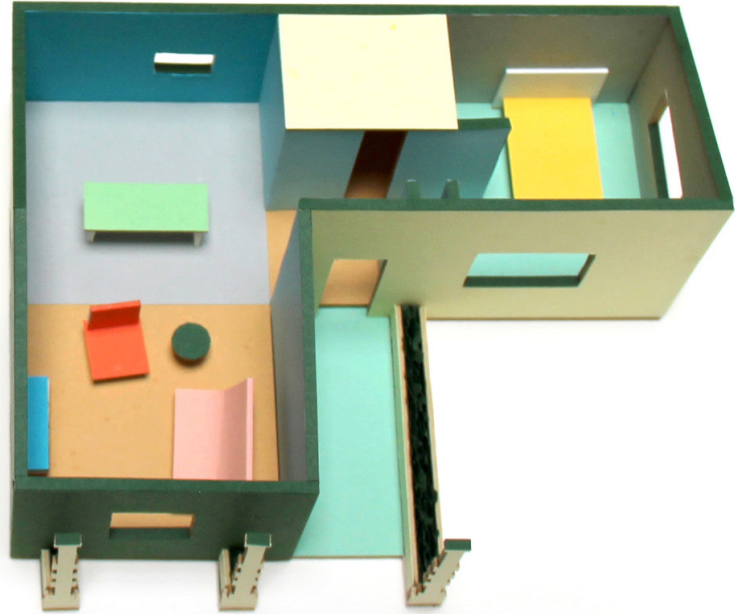
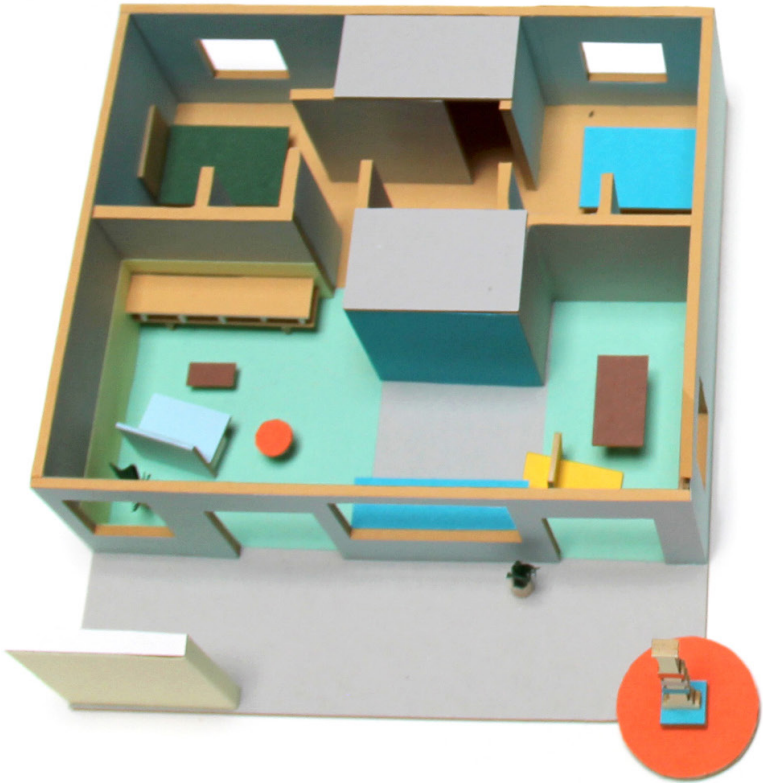
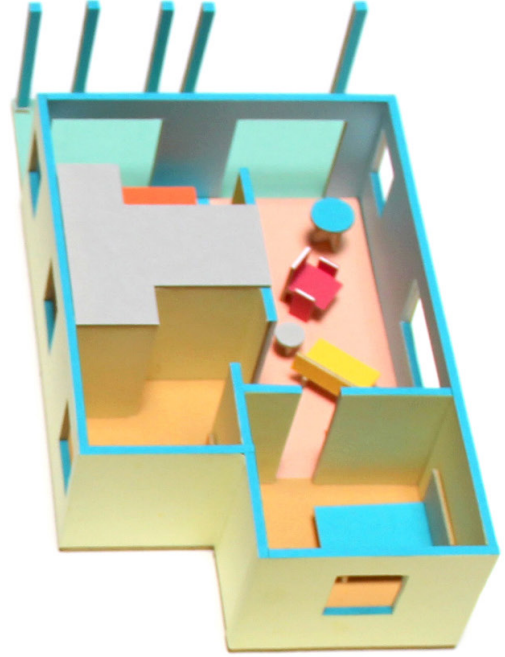
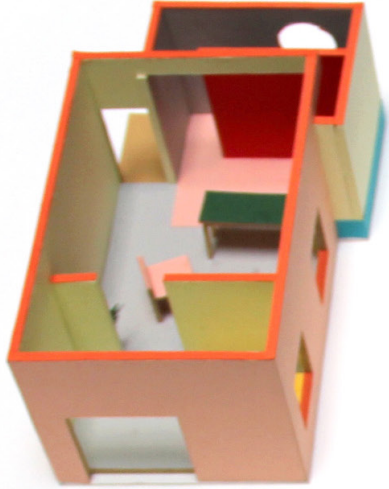
NEW CONSTRUCTION:

- **Studio: \$115K**
- **One Bedroom: \$150–\$165K**
- **Two Bedroom: \$180–\$220K**

GARAGE CONVERSION:

- **Studio: \$100K**
- **One Bedroom: \$120K**
- **Two Bedroom: \$150K**



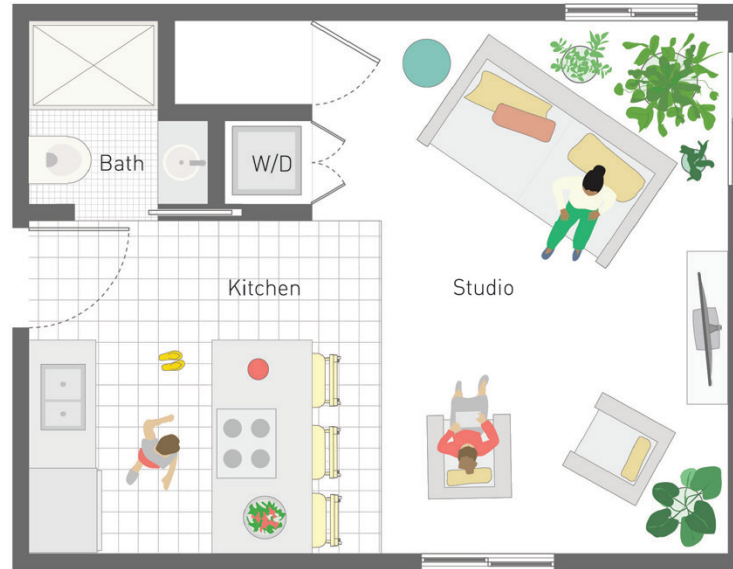


Studio (Conversion or New)

Starting at:
\$ 100,000
 for Garage
 Conversion

Starting at:
\$ 115,000
 for New
 Build

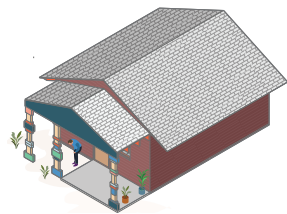
374 SF
 Studio
 1 Bath



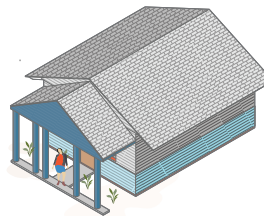
About the Home

The Studio creates a charming, compact ADU as a new build or out of your existing garage. The unit shown here is based on a standard garage, working only within the existing footprint, but it can be adapted to work with the dimensions of your specific site and/or garage. The studio includes a combination living/sleeping zone, connected to a living/dining zone, along with a separate bathroom.

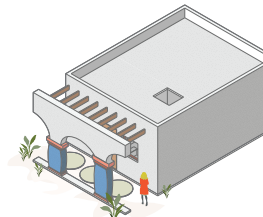
Exterior Styles



Craftsman
 This style is inspired by the Craftsman homes found throughout LA, typically characterized by pitched roofs and wood detailing.



Modern
 This style is characterized by minimal, clean lines and simple forms.



Spanish
 This style is inspired by traditional Spanish architecture. It typically features a covered outdoor patio with columns, along with archway openings.

* Note that for Garage Conversions, *porches are upgrades* and the roof will be dependent upon your existing structure.

Garage Conversion (1BR)

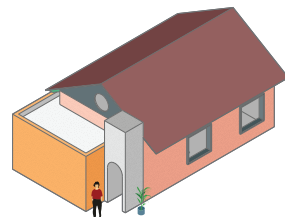
Starting at:
\$ 120,000
381 SF
1 Bed, 1 Bath



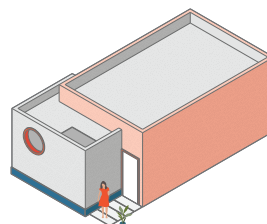
About the Home

The Garage Conversion creates a charming ADU out of your existing garage. The unit shown here is based on a standard garage, with a compact addition added onto the front, but it can be adapted to work with the dimensions of your specific garage. The 1-bedroom version includes a kitchen, dining area with a built-in table, living area, and a separate bedroom and bathroom.

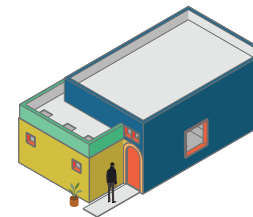
Exterior Styles



Craftsman
This style is inspired by the Craftsman homes found throughout LA, typically characterized by pitched roofs and wood detailing.



Modern
This style is characterized by minimal, clean lines and simple forms.



Spanish
This style is inspired by traditional Spanish architecture. It often features arched windows and doorways.

** Note that for Garage Conversions, the roof will be dependent upon your existing structure.*

The Micro-Unit (2BR)

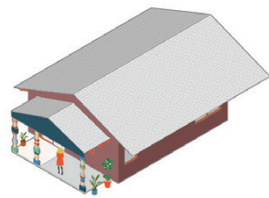
Starting at:
\$ 180,000
596 SF
2 Bed, 1 Bath



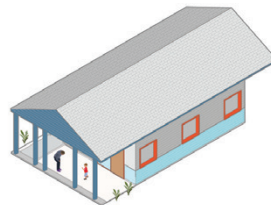
About the Home

The Micro-Unit plan focuses on creating the most efficient use of space – fitting the most comfortable, functional, and beautiful spaces into the least amount of square footage. The Living, Dining, and Kitchen areas all open up to the patio, allowing them to feel much larger and connected to the outdoors. This version includes two bedrooms, along with a built-in desk in the living room and a built-in window table in the kitchen.

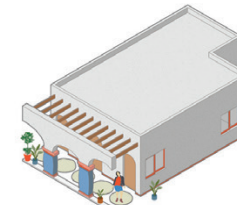
Exterior Styles



Craftsman
This style is inspired by the Craftsman homes found throughout LA, typically characterized by pitched roofs and wood detailing.



Modern
This style is characterized by minimal, clean lines and simple forms. Pictured here is a Sawtooth roof.



Spanish
This style is inspired by traditional Spanish architecture. It typically features a covered outdoor patio with columns, along with archway openings.







Program Partners



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GENESISLA
Capital. Capacity. Community.

**ADU
Permanent
Mortgage
Product
Terms**

- **Fully underwritten first mortgage that includes ADU costs**
- **Fixed rate, no PMI, 10/15/20/30 yr terms available**
- **Interest rate based on loan-to-value & credit score**
- **Mortgage used to repay existing mortgage & fund ADU**

Program Partners



LA-MÁS

RNLA



Self-Help
Federal Credit Union



GENESISLA
Capital. Capacity. Community.



LA FAMILY
HOUSING



HOUSING RIGHTS CENTER
WORKING FOR JUSTICE AND EQUALITY IN HOUSING

Program Partners



LA-MÁS

RNLA



Self-Help
Federal Credit Union



GENESISLA
Capital. Capacity. Community.



LA FAMILY
HOUSING



HOUSING RIGHTS CENTER
WORKING FOR JUSTICE AND EQUALITY IN HOUSING



Wells Fargo
Foundation

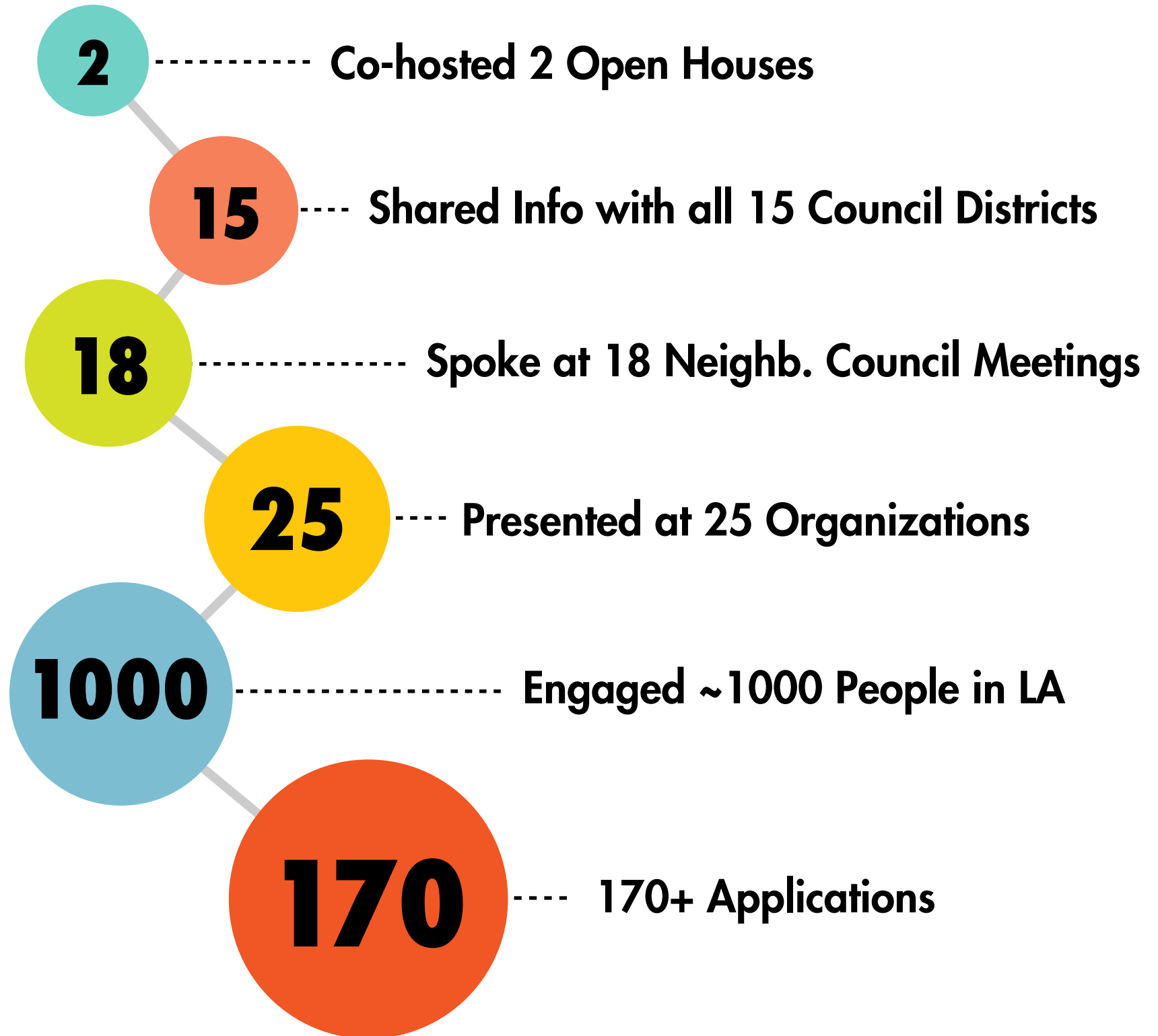


LISC
Los Angeles

HACLA's Role

- **To monitor homeowner participation for 5 years**
- **To streamline property approval process with one point of contact**

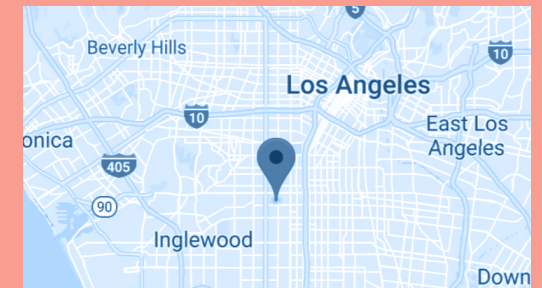
Reach



Homeowner Spotlight: *Meet La Juana*



“There were so many things I was going to have to do on my own. Your program solved the housing problem and my problem of not having to find all of these people. Just having all of that taken care of with one point person to deal with – to me, it’s extremely valuable.”



Challenges

- Vetting takes A LOT of time
- A new mortgage product is
COMPLEX
- Predatory competitors set
FALSE expectations
- Homeowner decision-making
is SLOW

Lessons Learned

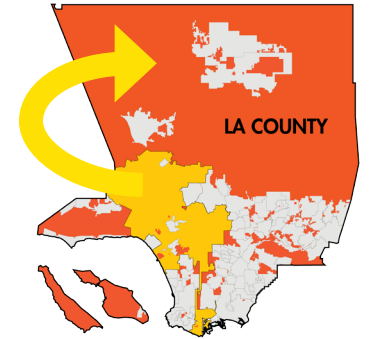
- **Perfection is not always necessary**

- **Evaluate processes constantly**

- **Cash is king**

What's Next

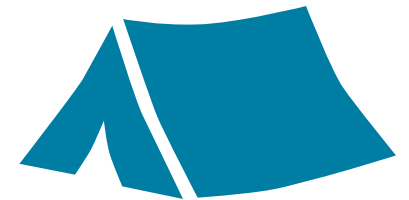
- Growing the program in partnership with LA County



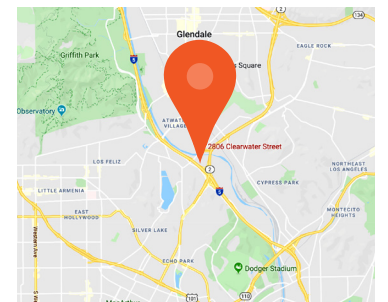
- Reducing development costs for homeowners



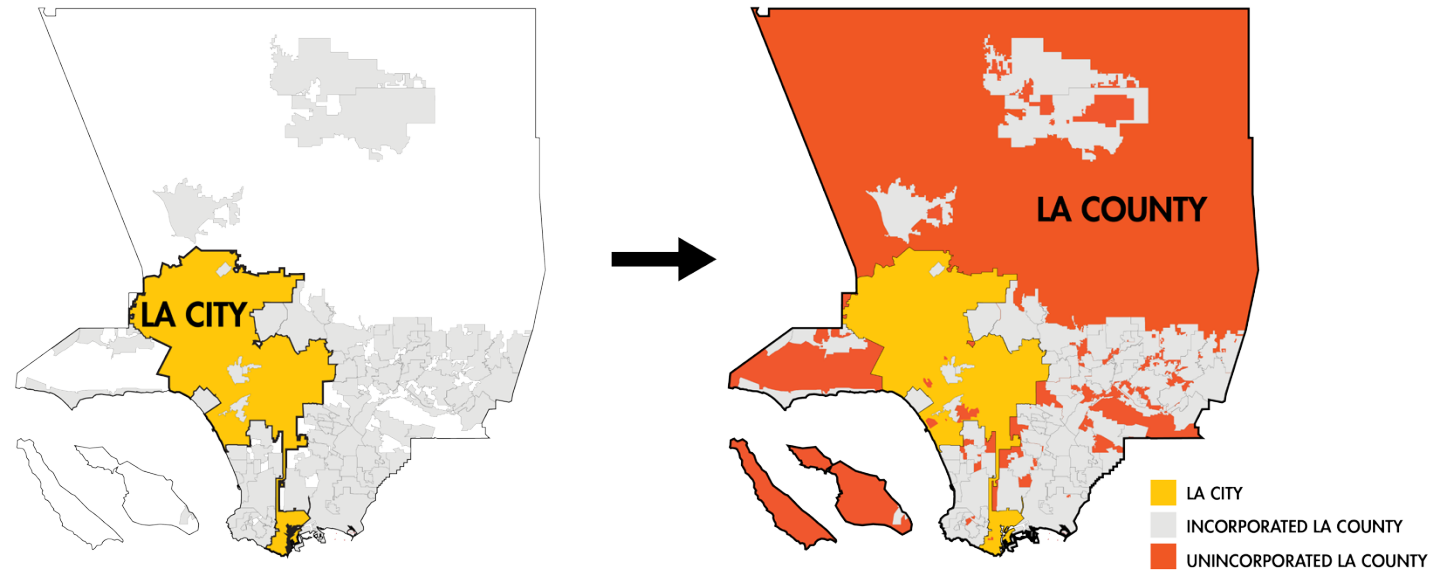
- Expanding the tent of affordable ADU advocates



- Focusing on a place-based strategy



Program Expansion



- **Program expands to unincorporated Los Angeles County**
- **\$1.5M**
- **Homeowner cash incentives**
- **Partnership with LA County Development Authority**

Impact

- **Homeowners build equity!**
- **10+ low income families have a home in 2020**
- **New participants in Section 8 program**
- **Piloting a program not reliant on public subsidy**
- **Pathway for homeowner to provide affordable housing**



LA-MÁS

www.mas.la

helen@mas.la

  **@mas4LA**