

Attachment "B"

Background Information On Selection Committee

OUR TEAM

Mr. Paul J. Silvern



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A Partner in the Los Angeles office, Silvern is one of the most experienced and respected land use, real estate and planning consultants in southern California. He heads the firm's work in these areas in the western States, generating economic, fiscal impact, and housing policy analysis and providing land use and real estate advisory services for both private and public clients. This has involved him in television and film studio expansions, hotel developments, high-technology office parks, high-rise office buildings, shopping centers, hospital complexes, university campus expansions, large residential developments, mixed-use developments, and a variety of types of planning initiatives. His housing experience ranges from development of affordable housing strategies to drafting regulations for public agencies, to financial analysis for private developers. He and his unit have also been frequently retained to prepare and/or critique environmental impact studies, particularly as to their treatment of land use, housing, population, employment, public school, jobs/housing balance, and economic impacts. He also has extensive experience at drafting and critiquing development fee systems and fee justification studies.

Mr. Silvern is currently managing the firm's regional economic impact analysis of alternative Master Plan scenarios for the expansion of Los Angeles International Airport, as well as its analysis of the regional economic and fiscal impacts upon San Diego County that would result from alternative future air transportation strategies there. He is also helping Santa Barbara County to develop new housing production policies and regulations, and he provides underwriting review for affordable housing projects for the Housing Authority of Los Angeles County. He is assisting UCLA to forecast the components of campus population through 2010, and preparing a related analysis for its Long-Range Development Plan. Renowned for his intimate knowledge of State and local planning and environmental laws and regulations, Silvern and his unit have completed multiple assignments for virtually all of the major land developers in his region, as well as for many local governments and for the Southern California Association of Governments. Trammell Crow Company and The Walt Disney Company are currently among his leading private developer clients.

Before joining HR&A in 1985, Silvern was Director of Planning of the City of Santa Monica. He holds a B.S. in architecture from the University of Illinois and an M.A. in Architecture and Urban Planning from UCLA. He has been invited to lecture at a number of colleges and universities throughout southern California, and has been a Lincoln Institute of Land Policy Faculty Associate.

Each staff member understands the diverse, often conflicting needs of investors, institutions, governments and citizens. Our work helps clients implement practical, innovative solutions to complex financial, policy, and market challenges.

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THE FIRM

Wraight Architects Urban Housing and Planning was created in 1993 as a design studio with a primary focus on the urban environment. The predecessor firm, Collins & Wraight, was established in 1977 and that multi-disciplinary team, which rapidly became acknowledged experts in the field of high density, urban infill housing and has evolved into the current design studio headed by Steven W. Wraight AIA, NCARB.

Mr. Wraight's "urban focus" has been supported by providing design leadership through his associations with one of the country's largest urban development companies and with cities who have retained him to review many of their downtown projects. These 30 years of urban design experience have enabled Mr. Wraight to maintain balance between the often competing interests of the design community, agency goals and the developer's fiscal demands.

STAFF

STEVEN W. WRAIGHT AIA

- California Polytechnic State University (SLO) Honors Graduate
- Licensed Architect and NCARB Certified
- + 30 years of Design and Planning experience
- Acknowledged expert on High Density Housing and Infill/Urban Planning
- City of Anaheim Architectural / Planning Consultant since 1990

GARY R. COLLINS

- Licensed Architect and NCARB Certified
- + 40 years of Design and Planning experience
- Acknowledged expert on High Density Housing and Infill/Urban Planning
- Co-author of Anaheim's Affordable Housing Design Guidelines



DESIGN REVIEW BACKGROUND

The following list of projects focus primarily on recent work. To elaborate on 16 years of Design Review services would prove too lengthy for this format.

CITY OF ANAHEIM (1990 – present)

- City of Anaheim Affordable Housing Design Guidelines
1992 Merit Award: National Association of Housing & Redevelopment Officials
- Julianna Street / Habitat for Humanity
4, 2-story attached, for-sale townhomes
- Vine Street Apartments
60, 3-story stacked flats
- Broadway Village Apartments
46 units, over parking structure
- Elm Street Condominiums
53 units over parking structure
- Cantada Townhome Condominiums
28 on-grade townhomes
- Ariel / Olinda (Danbrook Village)
Neighborhood revitalization
11.39 acres 178 apartments
- Guinida Lane (Palm Village)
Neighborhood revitalization
32.7 acres 595 apartments
- Miscellaneous services/projects:
 - SRO Conversions
 - On-site surveys to determine rehab potential
 - Proposed Ordinance reviews

CITY OF ONTARIO

- Apartment Surveys
5 projects
Determine the potential for rehabilitation
- South Fern Street
2 single family, for-sale homes
- Palm Lane
94 Senior Apartments
- Mountain View
75 Senior Apartments



DESIGN REVIEW BACKGROUND CONTINUED....

THE RELATED COMPANIES OF CALIFORNIA (1998 – present)

- The Village at Santa Monica
Mixed-Use
160 Affordable Apartments
160 Market-rate Condominiums
20,000 sf Retail
Wraight Architects: coordination of A&E team and provide design oversight
Architects: Moore Ruble Yudell, Koning Eizenberg and Pugh + Scarpa
- Coliseum Gardens
Oakland, Ca.
Hope VI project Mixed-use
375 affordable apartments, 30 For-sale homes and Community Services
Wraight Architects: coordination of A&E team and provide design oversight
Architects: Pyatok Architects, Kodama/Diseno and YH Lee Architects
- Pueblo del Sol
Los Angeles, Ca.
Hope VI project Mixed-use
376 affordable apartments, 91 for-sale homes and Community Services
Wraight Architects: coordination of A&E team and providing design oversight
Architects: *Wraight Architects*, WHA, VTB&S and Quatro Design Group.
- Paseo del Oro
San Marcos, Ca.
Mixed-Use
120 affordable apartments and 23,000 sf of retail
Wraight Architects: coordination of A&E team and provide design oversight
Architects: Studio E
- El Rancho Verde
San Jose, California
HUD Preservation
400 apartments and community buildings
Wraight Architects: coordination of A&E team and provide design oversight
Architect: The Steinberg Group
- Grand Avenue
Los Angeles, Ca.
Mixed-use
Wraight Architects: design reviews of the affordable housing component
Architect: Gehry Partners.
- Alice Court
Laguna Beach, Ca.
27 Workforce housing units
Wraight Architects: coordination of A&E team and provide design oversight
Architect: JBZK


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SYLVIA V. RUIZ
Senior Program Administrator

EDUCATION

Bachelor of Arts, Economics & Political Science
University of La Verne
La Verne, California

Juris Doctor
Bachelor of Arts, Economics & Political Science
University of La Verne
La Verne, California

Masters in Urban Planning
University of Southern California
Los Angeles, California


PROFESSIONAL QUALIFICATIONS

Sylvia V. Ruiz has established a highly respected reputation in local government consulting through a long and distinguished career with both public and private sector businesses and agencies. She has held a faculty appointment as an Adjunct Professor in the School of Public Administration at the University of Southern California. Ms. Ruiz has testified before congressional hearings on urban planning and housing-related issues.

Ms. Ruiz has extensive experience in all facets of urban planning and community development, with particular expertise in economic revitalization and affordable housing development. She has many years of employment experience in the public sector and as a consultant has provided planning services in the private sector as well. Ms. Ruiz provides direct liaison with clients and is primarily responsible for policy development, economic revitalization strategies, vision planning and affordable housing technical assistance. Ms. Ruiz has also designed and implemented model public outreach programs.

RELEVANT EXPERIENCE


Affordable Housing: Extensive experience in providing technical assistance to non-profits and government agencies in the provision and long-term management of affordable housing. Services provided site identification and acquisition pursuant to parameters of funding sources; negotiations with the seller; pro forma preparation and project feasibility analysis; monitoring and oversight of professionals such as the architect and engineer; preliminary investigation with government agencies to determine by right development and any discretionary action that might be required; preparation of funding applications such as that required for submission to the Low Income Housing Tax Credit Allocation Committee and the annual NOFA from HUD.




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- **City of Lynwood:** Provided the City with options for the expenditure and commitment of HOME funds in the amount of 1.8 and 1.2 million dollars which had to be completed by July 31, 2007. Following careful assessment it was recommended to the City that properties be identified for purchase that could be converted to affordable housing. A full range of services provided that resulted in the successful acquisition and conversion of multi-family housing at two sites to affordable housing.
- **W.O.R.K.S. (Women Organizing Resources, Knowledge & Services):** A twelve-unit town home development for first time homebuyers will be the result of the services provided in this project. The targeted households were 80% or less of AMI. Services were provided from site selection through pro forma preparation and analysis to negotiations for funding from several public agencies. The project is currently in the subdivision and entitlement phase. Groundbreaking and construction expected in 2008.
- **Yokota & Associates:** Preparation of the application in response to the HUD Notice of Fund Availability for Section 231 Rental Housing for the Elderly. The applications were prepared on behalf of Retirement Housing Foundation, one of the major providers of senior housing in the country. The project site is located in the Quartz Hill community between Palmdale and Lancaster. Services included extensive community outreach; preparing and securing letters of support from political representatives; writing narrative sections regarding current conditions in the community; research, analysis and presentation of data to support the need for the senior housing; and, final collation and submission of the application to the local HUD office.

Economic Development & Revitalization: The majority of the projects undertaken in the last few years have focused on economic development and revitalization strategic planning. Many of these projects were located in minority and low-income communities that reflected seriously deteriorated conditions. The redevelopment experience gained through these projects, and the success of each project, has resulted in the approach of cities and agencies specifically interested in developing comprehensive and site/location specific economic development strategies.

- **Community Redevelopment Agency of the City of Los Angeles:** Prepared a major study of the current economic conditions in the Pacoima community located in the Northeast San Fernando Valley. Significant demographic data collection and analysis was required to identify the problems and potential solutions. Community outreach included several visioning exercises and interviews with stakeholders. Several of the recommendations included in the report such as the formation of a business improvement district along the major Van Nuys Boulevard retail corridor, are now in the implementation phase.
 - **ICON Community Development Corporation:** Conducted an economic study for the Van Nuys Boulevard retail/commercial corridor between the Golden State Freeway and San Fernando Road in the Northeast San Fernando Valley. Conducted interviews with all of the business owners along the corridor and property owners with major holdings. On the ground physical assessment of the current conditions with resulting maps and other graphic presentations. Researched and analyzed demographic data for the area to determine the historic changes that have taken place that led to the deteriorating conditions. Prepared a detailed revitalization strategy with the result that the first mixed-use development is now in the approval stage and is expected to be on line in 2009.
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- **Spanish Speaking Unity Council:** This non-profit agency, located in the City of Oakland, was provided a development opportunity to connect the Fruitvale BART station with the major retail/commercial corridor along International Boulevard. Working with staff a strategy was developed for a mixed-use project that included ground floor commercial, offices for the client and other social service agencies and three floors of assisted housing for the elderly. A strategy was also prepared for using this major mixed-use project to stimulate growth and development along International Boulevard.
- **Business Improvement Districts:** Complete responsibility for the formation of five business improvement districts (BID), both property and tenant based. The BIDs are located in communities as disparate as Huntington Park, Wilmington and Panorama City. Services included extensive outreach to property and business owners and community stakeholders; developing the assessment formula; preparation of the management district plan and oversight of the engineer's report; conducting the petition and final vote for the BID; coordinating the approval process through city council; formation of the BID as a 501(c)(6) non-profit; and, preparation of a project management manual.

Homeless Issues & SRO Housing: Affordable housing and homeless issues have been prominent issues at all stages of my professional career. The first professional position with the City of Pomona was the management of the Section 23 program, the precursor to the Section 8 housing program. The experience gained throughout the years has resulted in an in depth understanding of the issues of the homeless and the ability to review and recommend programs that are specifically designed to meet the needs of jurisdictions willing to take on the daunting task of providing transitional and housing for this segment of the community.

- **Beyond Shelter:** Currently serving as a member of the Board of Directors for Beyond Shelter and Beyond Shelter Housing Development Corporation. The Board of Directors is regularly provided with detailed updates on the state of the homeless within the region and particularly within the City of Los Angeles. Active role in policy development regarding the homeless on behalf of Beyond Shelter.
- **Single Room Occupancy Housing Corporation:** Provided on-site project management in the renovation of three hotels while employed by SRO Housing Corporation. As the Director of Housing Management also responsible for the day-to-day operations of the hotels which included oversight of more than 80 employees in the eight (8) hotels inventory of SRO Housing at that time. Also prepared all management procedures, annual operations budget and long range plan for acquisition and renovation of suitable buildings within the Skid Row area of downtown Los Angeles.

Community Outreach: There are few projects or studies which do not require community outreach activities. A plan, no matter how good, will fall if not supported by the larger community. With that concept firmly in mind, all projects undertaken have been based on extensive outreach with the community and stakeholders.

- **Los Angeles Unified School District:** Following the passage of a school construction bond measure, the Los Angeles Unified School District embarked on a major school site development program. Several zones were created and consultants hired to conduct extensive community outreach programs to identify sites acceptable to the community. The zones for which services were provided included downtown Los Angeles to Crenshaw Boulevard and the East Los Angeles communities of Boyle Heights and Lincoln Heights.
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Services provided initial site identification followed by research and analysis for the site's potential as a school; interviews with principals; preparation of a community outreach plan including all visuals and informational materials in nearby schools; and, logistical coordination for all community meetings. This project also required extensive interaction and coordination with the project administrators for LAUSD.

- **POMONA TRANSIT CENTER:** A \$200 million dollar multi-modal transit center located in downtown Pomona. The Transit Center, located immediately adjacent to the Pomona Mall, supports more than one hundred small businesses and the Western University of Medical Sciences. Construction activities for the Transit Center impaired access and disrupted business activity during the eighteen month construction schedule. Retained to provide community outreach services to the merchants, property owners and the larger community.

Historic Preservation: A strong interest in historic structures has led to projects involving the preservation of a number of buildings and residences. All projects undertaken have involved coordination with local agencies that view the imposition of restrictive code compliance above the need to maintain historic integrity. The following projects reflect the range of historic preservation projects and the services provided.

- **Richard Neutra Designed Residence, 475 North Bowling Green Way, Los Angeles, California 90049:** This historic single-family residence is in the process of being relocated from its current location to the historic Angelino Heights community near downtown Los Angeles. Services included initial preparation and updates to the development pro forma. Coordinating services with the architect, engineer, heavy moving company and other professionals. All permits were secured by staff and we continue to provide oversight and monitoring as the date nears for the relocation of the structure and onsite renovation.
- **Breed Street Shul, 188 Breed Street, Los Angeles, California 90033:** Integrally involved in saving this temple in East Los Angeles. This area of the City of Los Angeles had the largest concentration of Jewish people west of the Mississippi River. Assisted in the restoration of the Breed Street Shul for the Jewish Historical Society, providing project management, technical assistance in the restoration and fund development to complete the renovation.
- **Palmetto Relocation:** An historic Queen Anne home, constructed in 1885, was relocated to the Echo Park community of the City of Los Angeles. Coordinated the relocation process and on-site renovation of the 1604 sq. ft. home to ensure the historic integrity was maintained and preserved.

Program Administration & Oversight: Every project requires administrative oversight and coordination with various regulatory agencies. All projects undertaken have involved full responsibility for successful administrative oversight and compliance with the project goals and objectives. Personnel management has ranged from as few as five support staff to management of more than one hundred employees. Administrative experience highlights include the following:

- **City of Garden Grove:** Served as the Director of the Housing Division which involved supervision and management of twenty-five employees including full responsibility for administration of the Community Development Block Grant program and Code Compliance activities.
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- **Single Room Occupancy (SRO) Housing Corporation:** Served as the Director of Housing Management with responsibilities that included oversight and management of the day-to-day operations and oversight of the major renovation activities to three of the buildings with a collective inventory of more than four hundred rooms. Also involved the supervision of more than one hundred employees both at the hotels and at the corporate headquarters.

AWARDS AND AFFILIATIONS

Beyond Shelter, Member of the Board of Directors
Beyond Shelter Housing Development Corporation, Secretary/Treasurer
The World Stage Performance Gallery, Member of the Board of Directors
Los Angeles Convention Center Authority, Fourteen Year Former Commissioner
NWPC-L.A. (National Women's Political Caucus), Member; Business Owner of the Year
City of Los Angeles, Mayor's Office, Recognized as one of thirty Hispanic women for contributions to the City of Los Angeles, during National Hispanic Heritage Month