

# The Intangible Value of Place

Location, location,  
location!





# Let's start by getting to learn who's here!

How long have you been a realtor? And for primarily residential or commercial properties?

- 4 Years 1 ❤️
- residential for 20 years in OC 1 ❤️
- 3 years; residential 1 ❤️
- Just starting residential single family 1 ❤️
- 2 years, residential, single-family 1 ❤️
- Realtor, almost 8 years, residential. 1 ❤️
- Residential, 8+ years 1 ❤️
- over 23 years 1 ❤️
- 18 yrs. residential... 1 ❤️
- 2 years, SFR 1 ❤️
- 15 years, residential 1 ❤️
- 22 years 1 ❤️
- Since 1990 1 ❤️
- Mortgage lender and licensed broker since 1976 Dave Horton 1 ❤️
- New to CA from GA, Commercial for 16 years 1 ❤️
- residential since 2014 1 ❤️
- 8 years. Residential 1 ❤️
- Hi, my name is Tina Vo and I've been in the real estate business for 16 years and my primary business is residential. 1 ❤️
- 18 yrs Residential 1 ❤️
- 30 education Director 1 ❤️
- 10 Years 0 ❤️
- 2 yrs 0 ❤️
- Dawn Redmond Taylor, Commercial 0 ❤️



# What attracted you to work in Orange County?

Do you live here? If so, for how long? If not, how far do you commute?

- Born and raised! 0 ❤️
- Live in HB 0 ❤️
- I love here for 10 years 0 ❤️
- I have lived here since 1964 0 ❤️
- I've lived in Orange County for 22 years 0 ❤️
- live here 0 ❤️
- Family. Anaheim 0 ❤️
- Live here, moved here last year 0 ❤️
- I live in OC for 20 yrs 0 ❤️
- Orange County since 2000 0 ❤️
- since 1997 0 ❤️
- Grew up here, love South OC 0 ❤️
- Lived in OC all my life! Love it! 0 ❤️
- live in rvine 22 years 0 ❤️
- NYC was too expensive 0 ❤️
- OC since 1987, live in SJC since 2003 0 ❤️
- born and raised 0 ❤️
- I live in October for 11 years 0 ❤️
- 10 yrs in OC 0 ❤️
- Live here in OC 0 ❤️
- lived here more than half of my life 0 ❤️
- 30+ years; great weather & plenty of elbow room. :) 0 ❤️
- My broker is in OC 0 ❤️
- 28 years in Huntington Beach 0 ❤️



# How much do you know about green homes?

Share what you know!

- Have a NAR GREEN designation 1 ❤️
- Enough to be dangerous 1 ❤️
- NAR Green Instructor 0 ❤️
- Save energy costs for people 0 ❤️
- not much 0 ❤️
- took NAR Green designation yesterday and passed 0 ❤️
- not all but some 0 ❤️
- Some, want to know more. 0 ❤️
- Adu's? 0 ❤️
- 2 years since I started RE, got my NAR designation 0 ❤️
- Mostly Green ADU info 0 ❤️
- New to me, interested 0 ❤️
- Green designation yesterday 0 ❤️
- Indoor Air Quality 0 ❤️
- Not much 0 ❤️
- sustainability 0 ❤️
- I have lots of green friends 0 ❤️
- ADU 0 ❤️
- Selling features 0 ❤️
- Saving energy 0 ❤️
- Environmentally and health friendly homes. 0 ❤️
- Not too much. 0 ❤️
- I just got Green designation, and am very interested in learning more about it 0 ❤️
- want to know commercial green too 0 ❤️
- Yes green ADU for my sisters lot house in Santa Ana 0 ❤️
- just got my green designation 0 ❤️
- Learning more 0 ❤️



# How much do you know about ADUs?

Share what you know and your favorite feature about them.

none  
0 ❤️

nothing  
0 ❤️

Nada  
0 ❤️

not much  
0 ❤️

I'm interested about ADUs  
0 ❤️

very little  
0 ❤️

every city has different codes  
1 ❤️

not enough  
0 ❤️

Not enough  
0 ❤️

Not enough, starting to get questions from clients.  
2 ❤️

A little bit. Interested to learn about green ADU's  
1 ❤️

None  
0 ❤️

little as had attended earlier  
0 ❤️

nothing  
0 ❤️

very little  
0 ❤️

No idea :)  
0 ❤️

the state of CA likes them  
0 ❤️

A little bit  
0 ❤️

Missed that ADUs class  
0 ❤️

Been to and taught a couple ADU classes with john  
0 ❤️

a little, since most of my clients have newer homes with hoa, not much was discussed from my end so never got to learn too much  
0 ❤️

I know that this will increase the density significantly.  
0 ❤️

a little bit  
0 ❤️

no  
0 ❤️

in TX, it's called the OK-conversion  
0 ❤️

plan to have one in couple of years  
0 ❤️

Helping a client right now  
0 ❤️

What about the new Printed ADU's  
0 ❤️

March 12, 2021

# What we're going to cover



- 1 What makes OC unique?
- 2 Realizing the potential of ADUs
- 3 Your role

Who we are



**Build It**<sup>®</sup>  
**Green**

A non-profit building culture catalyzer who convenes stakeholders and develops their capacity with credible, accessible resources to create a healthy housing ecosystem that fosters well-being in individuals, communities and bioregions.

March 12, 2021

**Hannah and Chloe** will be our facilitators for this session.

The goal of our session is to reframe how you envision the built environment and to reimagine the role you have to play in the OC.



Hannah



Chloe



March 12, 2021



**But first –  
what is  
"location"?**



**"America has only three cities: New York, San Francisco, and New Orleans. Everywhere else is Cleveland."**

**Tennessee Williams**



"America has only three cities: New York, San Francisco,  
and New Orleans. **Everywhere else is Cleveland.**"

Tennessee Williams



# New York City

## What makes this place unique?

- Architecture
- Landmarks
- Historical events
- How you get around
- Seasons
- Landscape
- Natural beauty
- So many people
- Lots of activity



# San Francisco

## What makes this place unique?

- Architecture
- Landmarks
- Historical events
- How you get around
- Seasons
- Landscape
- Natural beauty
- So many people
- Lots of activity



# A Brief History — Built Environment



## Indigenous Tribes

Occupied for thousands of years by indigenous people, ancestors of today's Tongva, and Acjachemen tribes.

Attracted to the mild climate and abundance of wildlife. Home was just for sleeping, and spent most time outdoors, hunting, gathering food, weaving homes of tulle grass, cattails, and animal skin and bartering with their neighbors as far as Catalina via canoes. At their peak population estimated to be about 200,000 people.



## Missions & Cattle Ranching

Spanish explorers in the 1700s arrived. By 1850, most of present-day Orange County was broken up into ranchos, with an economy driven primarily by cattle ranching for leather and tallow.

Then, the gold rush brought more people to the area, the civil war disrupted cotton production and demand for textiles increased so sheep replaced cattle, and ranchos started to get subdivided to settlers and developers.



## Farming and Agriculture

The first official American town founded in OC was Anaheim, in 1857 by German immigrants. Became an official county in 1889.

Farming began to replace ranching, with wine and raisin grapes, wheat, barley, and corn as well as tree crops – walnuts, apricots, oranges – leading to increasingly subdivided land, more homes, and small towns.



## Highways, Oil, and Disneyland

Oil fields, railways, highways. The first highway in 1915, first freeway 1950. Also tract housing, military bases. Disneyland 1955.

South Orange County began to grow in the 1960s, with master-planned communities such as Irvine, Mission Viejo, and Laguna Niguel. Aliso Viejo, Rancho Santa Margarita, Ladera Ranch, and others followed in the 1980s and 1990s.

Today, Orange County is home to more than three million residents, with 34 incorporated cities.

# *A Brief History* — Natural Environment

- Pacific Ocean
- The coastal plain of LA basin
- Foothills of the Santa Ana mountain range
- Some national forest, highest peak Santiago (5,700 feet almost)
- A primary watercourse is Santa Ana river



Adding some of these features, some were already noted, what does this do to how you define OC?



# What makes the OC unique? Let's start with the people.

Who lives here? Demographics? Have they lived here long? What do they enjoy doing? What do they care about? What community events or constructs bring them together?

- The Original Magic Kingdom - Disneyland, CA 0 ❤️
- climate 0 ❤️
- diversity, safety 0 ❤️
- Beautiful beaches, Disneyland, the best climate 0 ❤️
- Old and young attracted to many businesses and universities 0 ❤️
- 3 million people live here. Home to Disneyland. 42 miles of coastline. 3 boat harbors. Median home price near \$1M. 0 ❤️
- Disneyland, beaches, weather, diversity, relaxing atmosphere 0 ❤️
- going to beach and mountains to ski on the same day 0 ❤️
- Suburbs everywhere 0 ❤️
- It's the Land of Botox and Bentleys 0 ❤️
- Many natural areas within cities, parks, libraries, South Coast Plaza, Fashion Island, beautiful beaches, lovely climate. 0 ❤️
- climate, ocean 0 ❤️
- You can ski in the morning and go to the Beach for dinner. 0 ❤️
- It's comparatively boring! 0 ❤️
- the open space; mountain to sea trails 0 ❤️
- Chinese community in Irvine, Vietnamese in Westminster, Korean in Garden Grove. Asian food 0 ❤️
- you can own a car here, beautiful weather... 0 ❤️
- plenty room for newer neighborhoods 0 ❤️
- How does this relate to ADUs? 0 ❤️
- Surrounded with beaches, mountains, nature 0 ❤️
- Wide range of income 0 ❤️
- sandals... 1 ❤️
- you can't go anywhere else and do mountains and beach within 1 hour 0 ❤️



# What is unique about Orange County's built environment?



What is the residential building stock? Age(s)? Style(s)? Historic landmarks? Where are the pockets of activity? Parks? Main streets? What community services are available? Pools? Museums? Libraries?

- Disneyland 0 ❤️
- beach 1 ❤️
- downtown areas with small town feel 1 ❤️
- Many Historic Landmarks in old Orange 0 ❤️
- downtown orange 0 ❤️
- Dana Point Harbor 0 ❤️
- Mission San Juan Capistrano. Dana point harbor 0 ❤️
- My favorite donut shops 0 ❤️
- Mission San Juan Capistrano 0 ❤️
- Irvine is master planned with multiple villages 0 ❤️
- Knotts berry farm 0 ❤️
- Wetland is unique. 0 ❤️
- Take people on a boat tour of Newport Harbor, walk around Balboa Island. 0 ❤️
- I love to show them the beach, too and unique restaurants 0 ❤️
- irvine 0 ❤️
- Dana Point Harbor, Balboa Island, Disneyland, Knotts Berry Farm, Mission SJC 0 ❤️
- Death Valley 0 ❤️
- Dana Point 0 ❤️
- Nixon library 0 ❤️
- Los Rios Street in SJC is historic 0 ❤️
- Beautiful weather 0 ❤️
- Old Mission San Juan Capistrano, Beaches 0 ❤️
- Saddleback mountain 0 ❤️
- master planning 0 ❤️
- Bowers Museum 0 ❤️

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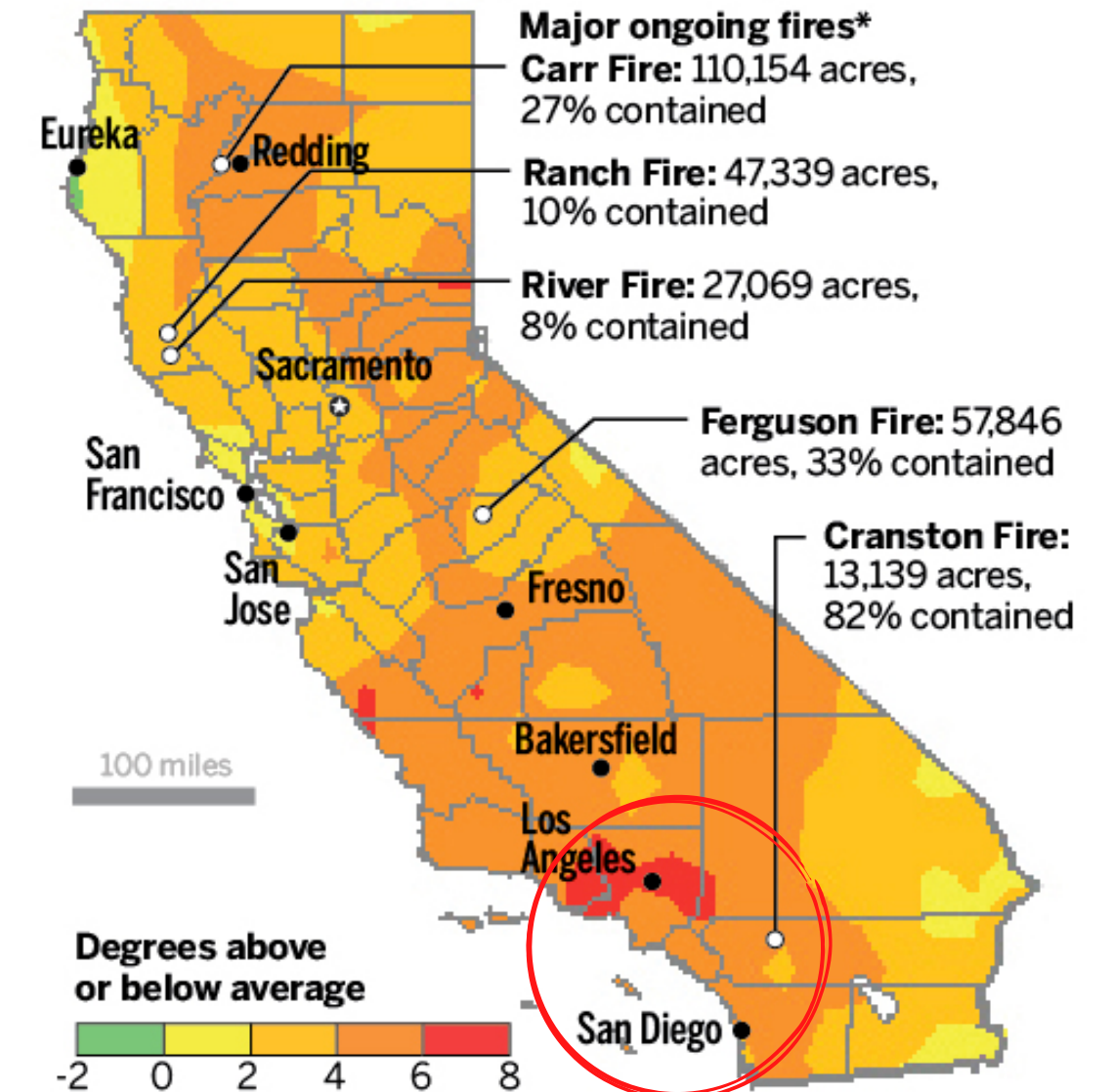
# What the community needs

## RHNA Allocations (proposed) up to 2029

|                | Total            | Very-low income | Low income     | Moderate income | Above moderate income |
|----------------|------------------|-----------------|----------------|-----------------|-----------------------|
| Imperial       | 15,993           | 4,671           | 2,357          | 2,198           | 6,767                 |
| Los Angeles    | 812,060          | 217,273         | 123,022        | 131,381         | 340,384               |
| <b>Orange</b>  | <b>183,861</b>   | <b>46,416</b>   | <b>29,242</b>  | <b>32,546</b>   | <b>75,657</b>         |
| Riverside      | 167,351          | 41,995          | 26,473         | 29,167          | 69,716                |
| San Bernardino | 138,110          | 35,667          | 21,903         | 24,140          | 56,400                |
| Ventura        | 24,452           | 5,774           | 3,810          | 4,525           | 10,343                |
| <b>TOTAL</b>   | <b>1,341,827</b> | <b>351,796</b>  | <b>206,807</b> | <b>223,957</b>  | <b>559,267</b>        |

### CALIFORNIA HEATING UP

Departure-from-average temperatures for July.



\*Acreage and containment numbers as of 6 pm Tuesday

Source: Western Regional Climate Center

BAY AREA NEWS GROUP

From 2015 through 2040, OCP-2014 Modified projects that Orange County's population will grow by an average of 12,331 people per year, which is approximately 0.39 percent per year. According to census data for the years 1990 and 2000, the City's population grew by approximately 23 percent, from 266,406 to 328,014. (County Specific Plan)

# Without the uniqueness of place ... you get Cleveland



# Opportunity going forward

How can we make our location thriving and regenerative?



Big developers are beginning this work with master-plans to **reduce greenhouse gases, improve resiliency, and conserve natural resources** like water and fossil fuels.

For example, the City of Costa Mesa is the first in California to achieve LEED Gold for Cities.

On an individual housing level, you can:

- Make own home more green and efficient
- Build more affordable, flexible housing for light in-fill development
- Both of the above!

## The Accessory Dwelling Unit

A small (<1200 SF) home that is built on an existing lot -- single or multifamily! They can be attached to the main home, built into an existing structure (i.e. garage), or as a new standalone unit.

### Why am I hearing about them so much these days?

California removed most of the zoning barriers for these homes, so they are now easier to build than ever! Gone are parking and lot size restrictions. New companies - like builders and financing tools - are coming online to help meet the demand.



Photo by United Way Monterey Bay

# Accessory Dwelling Units

*More homes in the best locations*

## For individuals

- Affordable housing options where you want to be
- Homeowner opportunity for extra income
- Flexible living space
- Can gracefully age in place
- Shorter commutes, less driving
- Access to more public services – pools, museums, shops
- Shared assets – gardens, yards, tools, and even pets!

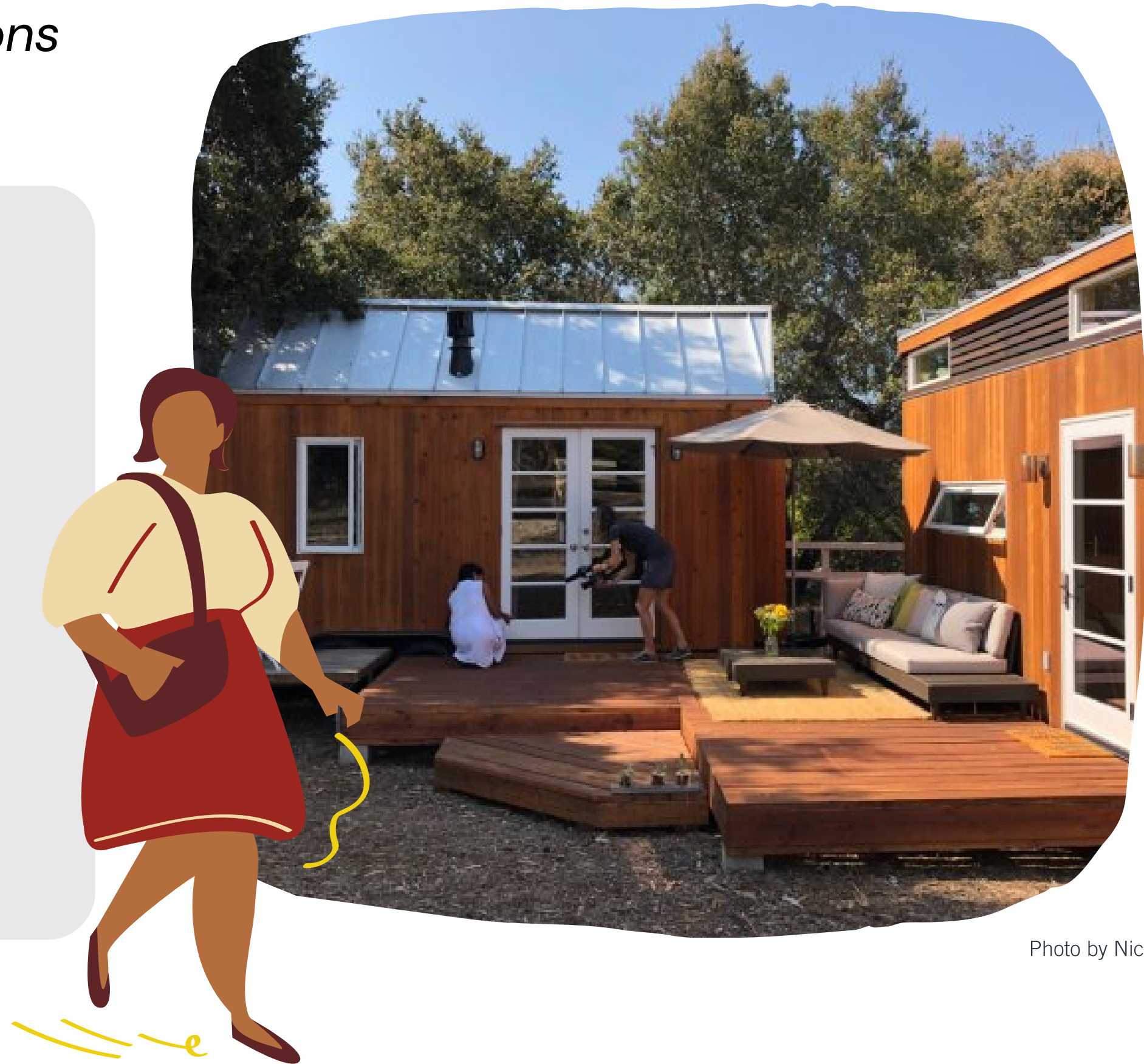


Photo by Nicolas Boullosa/Flickr

# Accessory Dwelling Units

*More homes in the best locations*

## For communities

- Allows families to live near each other – intergenerational living
- More diversity
- More social connections
- Less car traffic, more walking, bicycling, and use of public transit – healthier lifestyle
- Retain more wealth





# Accessory Dwelling Units

*More homes in the best locations*

## For the environment

- Less urban sprawl – undeveloped land remains wild, infill to increase density in established neighborhoods.
- Less driving – less pollution
- Smaller footprint (SF per person) = less building materials, less space to heat and cool.



Photo by City of Vallejo, CA

# ADU's—Green inside & out



**Make a home green** – following CALGreen, or go further with reach goals using a system like GreenPoint Rated that lists out best practices for healthy, resource-efficient homes.



**Keep it local** – again thinking of the unique qualities of the OC:

- Lots of sun!
  - Good for solar power
  - Can add shade trees to keep home cooler
- Local supply chains?
- Any resources that can be repurposed into building materials?

# How to help shape the future

*As a realtor in Orange County, you are an...*

## AWARENESS BUILDER

- You know **what makes Orange County special!**
- **You care.** You want to encourage others to appreciate all this place has to offer and have it continue to thrive for generations to come.
- You get to meet people when they're first moving into your area, a key opportunity moment to encourage preserving and improving OC

## EDUCATOR

- **You know your way around** – where the neighborhood services are, the bike paths, the places to relax and enjoy life.
- Being part of the Green Committee – you know **what makes homes more healthy and efficient** and want to continue to learn.

## ADVOCATE

- **You know people** – in and across neighborhoods, what they care about and can share what you know and opportunities to work together
- **You know how to add value** – what makes people love where they live, and you can help others understand how green building and ADUs add value not just to individual homeowners, but a whole community





Given what we covered today, how do you see your role?

What keys do you hold to unlock the potential of Orange County?

Educator  
0 ❤️

a connector  
0 ❤️

Advocate  
0 ❤️

need a contractor to build one.. LOL!  
1 ❤️

Educate client  
0 ❤️

more info to share to the public  
0 ❤️

advocator and educator  
0 ❤️

definitely more knowledge and resources  
3 ❤️

Advocate  
0 ❤️

Right now, educator, also adding value.  
0 ❤️

Educator and advocate both  
0 ❤️

Does ADU create a zoning issue on each property?  
0 ❤️

More education  
1 ❤️

A connector/guide to ADU related resources  
3 ❤️

Need more resources from you  
0 ❤️

How do the rules affect townhome/hoa-type developments?  
0 ❤️

Advocate for it.  
0 ❤️



# Resources to help you get started

*About ADUs, green building and more*

- **Learn about ADUs on a state level**
  - <https://www.hcd.ca.gov/policy-research/accessorydwellingunits.shtml>
- **Understand ADU city regulations to better help your clients**
  - This website has all of Orange County's links here:  
<https://www.greatbuildz.com/blog/orange-county-granny-flat-adu-guide/>
- **Check out our series on the Potential of ADUs for more inspiration**
  - <https://builditgreen.org/potentialofadus>
- **Continue the conversation with us on revitalizing our places**
  - <https://builditgreen.org/regenerativeinsights>



Thank you for  
participating. Have a  
great day!

# Questions?



March 12, 2021