
Press Release

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**SOLUTIONS TO SOUTHERN CALIFORNIA'S HOUSING CRISIS ARE SEEN IN REMOVING
UNNECESSARY REGULATIONS AND FOCUSING ON THE LOGISTICS INDUSTRY
Federal, State and Local Leaders Tackle Barriers to Affordability At 2005 Housing Summit**

ONTARIO - U.S. Deputy Secretary of Housing and Urban Development Roy Bernardi and state and local officials addressed community leaders and developers about the lack of housing affordability and availability in Southern California. The Southland faces a housing affordability crisis that is pushing home ownership further out of reach for families across the region. California is home to the top ten least affordable housing regions in the nation. Bernardi, along with California Department of Housing and Community Director Lucetta Dunn and other distinguished speakers, emphasized streamlining the regulatory process as a means to remove barriers to affordable housing. With the region's population expected to increase at least six million in the next 20 years, speakers also explored important growth strategies that must be implemented to ensure that our region is prepared.

"Working with local government, industry and community leaders we can remove unnecessary or excessive regulations and lower the cost of homes by 10, 20, even 30 percent," stated Bernardi.

Mark Pisano, executive director of the Southern California Association of Governments (SCAG), discussed how housing affordability and availability must be addressed in a global manner that integrates the realities of Southern California's economic future. With the population expansion and projected growth in the movement of goods projected over the next 20 years, Southern California must begin planning for the region's ability to develop affordable, available housing. Pisano discussed how the emergence of the logistics industry provides a new employment base that bolsters the region's middle class and make housing more affordable by raising overall income levels. He then discussed how the innovative land use strategies developed through SCAG's recent Southern California Compass growth visioning effort can facilitate more affordable housing options by lowering housing costs through the more efficient use of land. Pisano called upon both HUD and the state HCD to develop new housing policies that incorporate these economic modules and encourage a housing development strategy that meets these new realities.

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“Southern California’s emerging role as a global gateway presents challenges and opportunities to the region’s housing and overall economy,” Pisano stated. “With innovative strategies and a renewed partnership with federal and state housing leaders, our region can foster a robust logistics industry that stimulates our economy and establishes new financial structures which encourage greater housing availability and affordability.”

California Department of Housing and Community Director Lucetta Dunn emphasized the need to increase public awareness of housing issues and provide more long-term financing methods to provide state housing aid to the poor as key housing priorities of Governor Schwarzenegger. In addition, Dunn stated the Governor’s efforts in promoting infill and refill development to increase the housing supply, including streamlining the CEQA process.

“Housing is the linchpin of a prosperous economy, quality environment and social equity for our citizens,” Dunn said.

The 2005 Housing Summit was held at the Ontario Convention Center. It was sponsored by SCAG, the Building Industry Association of Southern California, the City of Ontario, and the Cal State University of San Bernardino’s College of Business and Public Administration. Other speakers and panelists at the 2005 Housing Summit included:

- Hon. Gary Miller, U.S. House of Representatives (emcee)
- Hon. Gary Ovitt, San Bernardino County 4th District Supervisor and SCAG Second Vice President
- John Young, Second Vice President, Building Industry Association of Southern California
- Richard Lambros, CEO, Building Industry Association of Southern California
- Bryant Applegate, U.S. Housing and Urban Development Senior Counsel
- Chris McKenzie, Executive Director, The League of California Cities
- John Shirey, Executive Director, L.A. Community Redevelopment Association
- Randall Lewis, Executive Vice President/Director of Marketing, Lewis Operating Corporation

[EDITOR’S NOTE: For more information, please call Jeff Lustgarten of Cerrell Associates at 323/466-3445.]