

Communication from Public

Name: David Goldberg
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Council File No: 23-1264-S1
Comments for Public Posting: Please see the attached letter.



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December 6, 2023

BY EMAIL

Council President Krekorian &
Honorable Councilmembers
Los Angeles City Council
200 N. Spring Street, Room 340
Los Angeles, CA 90012

LACouncilComment.com

Re: District NoHo Project (Council File Nos.: 23-1264 & 23-1264-S1)

Council President Krekorian and Honorable Councilmembers:

We are writing on behalf of NoHo Development Associates, LLC (“Applicant”) to request that the City Council approve the District NoHo Project (“Project”), which it is scheduled to consider at its meeting on December 8, 2023. The City Planning Commission unanimously recommended approval of the Project at its September 28, 2023 meeting.

District NoHo represents a transformative mixed-use, joint transit-oriented development with Los Angeles County Metropolitan Transportation Authority (“Metro”) on an approximately sixteen acre site at and around the North Hollywood Metro Station, the third busiest station in the Metro system. Built in phases over the next ten to fifteen years, the Project will provide a significant investment in transit improvements; 1,481 residential units, including 366 deed restricted affordable income units; approximately 57,000 square feet of community-serving retail and restaurants; two acres of publicly accessible open space for community gathering; approximately 443,000 square feet of office uses; a project-wide labor agreement with a commitment to a skilled and trained labor force; as well as numerous other public benefits.¹ This is a model transit-oriented community for the City of Los Angeles: a development on transit, replacing a parking lot, with no displacement of existing tenants.

The iconic, high-intensity Project would build upon NoHo’s creative arts-oriented identity, bring residents closer to employment opportunities, promote mass transit and walkability, generate customers for local businesses, and beautify an important gateway to the NoHo Arts District. District NoHo also will feature a comprehensive public art commitment far in excess of City requirements, along with a dynamic signage program that will activate and serve as a beacon for this new Regional Center within North Hollywood.

¹ The Project unit count and floor area have been slightly reduced from the maximum totals analyzed in the EIR and permitted under the proposed Specific Plan.



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The Project arrives at the City Council after eight years of community outreach, commencing with Metro's original visioning effort that included focus groups, community workshops, open houses, and extensive social media engagement. Since being awarded the RFP by Metro to serve as its joint development partner five years ago, the Applicant has built upon those outreach efforts, holding over 100 meetings with neighbors and stakeholders, and hosting numerous events with local businesses and community groups. As a result of this extensive community outreach, the Project has received deep and broad support from a wide spectrum of the surrounding North Hollywood community, the labor community, and other stakeholders.

The Project would provide substantial, far-reaching community benefits, including:

- **Significant Housing Production.** The Project will provide 1,481 housing units on the Valley's busiest bus and rail transit center with housing available to varied income levels and household sizes, significantly expanding housing supply in North Hollywood.
- **366 Affordable Housing Units.** The Project will provide 366 affordable units deed restricted for 99 years, including 311 units restricted at Low Income levels – which is more than twice the requirement under Measure JJJ – and 55 units restricted at Moderate Income levels. To expedite their delivery, the Project's Low Income Units would be developed in two 100% affordable buildings within District NoHo, in partnership with leading affordable housing developers National CORE and Cesar Chavez Foundation and with the endorsement of the Los Angeles Housing Department.
- **Transit Infrastructure Improvements.** In partnership with Metro, the Project will implement significant transit improvements, including an upgraded Metro B (Red) Line portal on the east side of Lankershim Boulevard; and a new Consolidated Transit Center on the west side of Lankershim Boulevard for the Metro G (Orange) Line, the LADOT Commuter Express, and local/regional buses.
- **Publicly Accessible Open Space and Community Gathering.** The Project will feature two acres of publicly accessible open space, including amenities and programming for events, such as open-air concerts and performances, farmers markets, arts fairs, civic events, and passive recreation open to residents and the public.
- **Employment and Tax Revenue.** District NoHo will generate over 10,000 full- and part-time construction jobs with a Project-wide labor agreement with a commitment to the use of skilled and trained labor; over 2,500 long-term operational jobs at full buildout both on-site and throughout the City; \$1.0 billion in total economic output from construction-related activity; \$1.1 billion in total economic output annually from Project operations; \$5.3 million in one-time revenues during construction and \$9 million annually in net new revenues to the City's General Fund.
- **NoHo Arts District Support.** The Project will promote the NoHo Arts District through providing the 2,300-square foot Weddington Art Gallery, a community art gallery space that will be managed in partnership with a community operator for ten years, free of rent and



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operating expenses. The Project will also feature a comprehensive public art commitment that will significantly exceed City Arts Development Fee requirements.

- **Preferential Leasing for Local Retailers and Eateries.** The Project will seek to feature local retailers and eateries through preferential leasing opportunities during the first six months of initial marketing and then through ongoing online, social media and broker marketing efforts during the first five years of operations.
- **Pedestrian and Bicycle Amenities and Improvements.** District NoHo will improve pedestrian and bicycle access and safety through a unified streetscape plan; expanded bicycle infrastructure through a planned Metro Bikeshare Hub on-site; and installation of a two-way Class IV bicycle facility along the Project's eastern frontage.
- **Sustainability.** The Project includes numerous sustainability features that will promote the State's SB 375 plans and greenhouse gas emission targets, the City's Green Building Code, and the City's Green New Deal, and will be designed to achieve LEED Silver certification.

We appreciate your careful consideration and respectfully request that you adopt the CPC recommendation and approve the Project at your December 8, 2023 meeting.

Sincerely,

A handwritten signature in blue ink, appearing to read 'D. Goldberg'.

David A. Goldberg

cc: Mayor Karen Bass, Attn: Rachel Freeman
Councilmember Paul Krekorian, Attn: Karo Torossian
Milena Zasadzien, Department of City Planning