

**Board Report**

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**File #:** 2024-0252, **File Type:** Project**Agenda Number:** 6.

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**PLANNING AND PROGRAMMING COMMITTEE  
MAY 15, 2024****SUBJECT: NORTH HOLLYWOOD JOINT DEVELOPMENT****ACTION: APPROVE RECOMMENDATION****RECOMMENDATION**

AUTHORIZE the Chief Executive Officer or designee to extend the existing Exclusive Negotiation Agreement and Planning Document with NOHO Development Associates, LLC, a Delaware limited liability company (Developer) for the North Hollywood Joint Development Project for an additional six (6) months.

**ISSUE**

Since 2016, staff and the Developer have collaborated under a Board-authorized Exclusive Negotiation Agreement and Planning Document (ENA) to conduct community outreach, refine the Development design, negotiate key terms and conditions for a Joint Development and Option Agreement (JDOA) in the form of a Ground Lease, and review CEQA studies associated with the Development. The current ENA expires June 12, 2024. Staff recommends the extension of the existing ENA to facilitate completion of the final terms of the JDOA.

**BACKGROUND**

The North Hollywood Station (Station) is the third busiest station in the Metro system and includes the termini of the Metro B Line and G Line, two bus layover facilities, and a Metro park-and-ride lot. Metro owns approximately 16 acres of land surrounding the Station (Site).

In 2015, Metro conducted an extensive community outreach process, which revealed the desire for intensified urban uses, community open space, and public art—all of which were summarized into Development Guidelines and adopted by the Board in December 2015. Those Development Guidelines were the basis of a competitive solicitation for the joint development of the Site. Through that competitive solicitation, Trammell Crow Company and Greenland USA were together selected as the joint development partners for the Site and entered into a Short-Term ENA with Metro in 2016. As milestones and requirements of the Short-Term ENA were met, the Board authorized execution of the full ENA in 2017 (as amended and extended in May 2019, December 2019, and June 2021). At the time of the initial execution of the full ENA, Greenland USA exited the partnership, leaving Trammell Crow Company as the sole party in the development entity. Over the ENA period, the

Developer and Metro have worked closely and diligently to advance the Development, shown in Attachment A - Site Plan and Rendering, through scoping, design, entitlements, CEQA clearance, and financial and transaction negotiations.

Throughout the ENA term, the Developer has led ongoing outreach with the community through public meetings at Groundwork Coffee Co. (located at the Site and other nearby locations), one-on-one meetings with key stakeholders and business owners, and presentations for nearly 24 community organizations. In total, the team has presented the Development at nearly 100 individual meetings.

A summary of community engagement efforts is provided in Attachment B - Outreach Summary.

## **DISCUSSION**

The District NoHo Development would be the largest joint development in Metro's history, including more affordable homes than any other joint development, more total units than any other joint development, and would provide nearly 15% of the homes in Metro's 10,000 home goal. While two other major efforts were attempted for joint development on the Site in 2001 and 2007, the current Development is the only effort to have been environmentally cleared and entitled. Once completed, the Development would integrate housing, office, and retail with a multi-modal transit hub to create a model transit-oriented community (TOC) for the southern California region.

The Development has been entitled by the City of Los Angeles through a Specific Plan Ordinance, Signage Ordinance, Development Agreement, and Environmental Impact Report (EIR) all of which were adopted in late 2023 and early 2024. The Development includes a mix of high-rise and low-rise buildings, public open space, and a multi-modal shared street connecting the new blocks to a Metro Bike Hub and the B Line portal on the east side of Lankershim Boulevard.

The Development includes:

- Two (2) acres of publicly accessible open space
- 1,222 to 1,527 housing units
  - At least 311 of which would be affordable to residents earning 60% of Area Median Income (AMI) or less, and
  - At least 55 of which would be affordable to residents earning 120% of AMI or less;
  - With an average parking ratio of .91 parking spaces per bedroom.
- 40,000 to 105,125 square feet of retail space
- Up to 580,374 square feet of office space
- 1,093 bike parking spaces
- Digital and static signage

The original RFP response included only 750 total units-of which 262 units were income-restricted-and fewer public benefits. Through the early negotiations, Staff pushed the Developer to deliver more housing and benefits in alignment with the underlying redevelopment plan for the area and the

community's priorities, recorded in the 2015 Development Guidelines, calling for a vibrant, transit-oriented community with a public gathering space and an intensity of uses.

In response to some community concerns about the amount and integration of affordable housing within the Development, staff worked with the Developer to evaluate this concern, and the Developer integrated 55 additional income-restricted units-for a total of 366 income-restricted units across the Development-into the market-rate buildings. In addition, 100% affordable housing buildings will be provided with shared access to amenities in mixed-income buildings.

The Development has been designed to a 50% Schematic Design level and has been reviewed by Metro Operations including Bus, Rail and Facilities Maintenance; Systemwide Design; Art Asset Management & Cultural Programming; Signage & Environ Graphic Design; Office of Civil Rights; Program Management including Engineering and Construction Management; and System Security and Law Enforcement to ensure the ability to maintain, operate and enhance the Station for current and future patrons. Future refinements to the design would continue to be vetted by impacted departments.

#### *Development Agreement*

The City Development Agreement required as part of the entitlements provides for public investments and benefits, which include a new public community open space, opportunities for small businesses, and a substantial arts program. These amenities, enumerated below, are made possible by revenue generated from the development:

- "First look" leasing for local retailers and eateries
- Two-way Class IV Bicycle Facility
- Professionally maintained and programmed community open space
- Historic plaques commemorating the history of North Hollywood
- 278 new trees
- Shared access to open space amenities among mixed-income and affordable buildings

#### *Legal Agreements*

The legal agreements between Metro and the Developer would include a Joint Development and Option Agreement and a Form of Ground Lease which would contain the requirements and obligations for the Developer to construct, operate and maintain the private development and preserve Metro's ability to efficiently operate and maintain the transit system and facilities well into the future.

The final provisions of these documents are being negotiated between staff and Developer and would be recommended to the Board for consideration within the next six months.

#### *Special Transfer Tax Provisions*

In November 2022, Los Angeles residents approved the United to House LA ballot measure (Measure ULA). Measure ULA created the ULA Tax, imposing a real property transfer tax of 4% on properties conveyed over \$5 million and 5.5% on properties conveyed at \$10 million. The ULA Tax is imposed on top of the City and County's existing tax of 0.56% and went into effect on April 1, 2023. The increased transfer tax applies to the value of transactions at the time of sale, including long-term Ground Leases. With the onset of the ULA Tax, the property transfer tax increased from 0.56% to

6.06%. Each Development block would transfer to a permanent owner/operator once fully constructed, leased and income stabilized, and that transfer would be subject to the new transfer tax, which would impose approximately \$110 million in new and unexpected taxes for the Development.

### **DETERMINATION OF SAFETY IMPACT**

The extension of the ENA document would have no impact on safety.

### **FINANCIAL IMPACT**

Funding for Joint Development activities are included in the FY24 Budget under Project 401011-North Hollywood JD, Cost Center 2210 and Metro staff, legal and consultant costs (excluding JD staff and in-house counsel time, which are covered by the program budgets) would be recovered from the Developer. Extension of the ENA would not impact the Fiscal Year 2024 Budget.

..Equity\_Platform

### **EQUITY PLATFORM**

Feedback from extensive community engagement with affordable housing developers and Community Based Organizations was captured in the Development Guidelines and Request for Proposals for the Development. Community members emphasized the importance of including subsidized housing units, retail space for local businesses, and accessible walkways and bikeways, which informed the design and program for the Development. Additional outreach was conducted by the Developer throughout the approvals period via eblasts, in-person and online community meetings and open houses in English and Spanish, stakeholder meetings with small businesses and community organizations and in-person outreach to transit riders at the Station in English and Spanish. Public input has been incorporated to further shape and refine the Development, by including a robust public art program, significant open space, and additional income-restricted units.

The community surrounding the Site, as well as B and G Line riders, are disproportionately made up of low-income individuals and people of color. According to the American Community Survey's 2022 5-year estimate data, within a half-mile walking distance of the Station, the average median household income is approximately \$59,000 (approximately 71% of the Median Household Income for Los Angeles County). Community members expressed a need for affordable homes and pedestrian-and cyclist-friendly amenities during outreach events and feedback sessions. The Development's 366 income-restricted homes and public open space aim to address some of these priorities.

The Development-which is located in a high-resource area-would include affordable housing units intended to benefit people with low incomes. The Development is in one of the California Tax Credit Allocation Committee's High Resource areas, providing access to jobs, schools, and amenities in the North Hollywood community.

The Development, which would be constructed under a Project Labor Agreement. would create over 15,000 one-time construction jobs and nearly 5,000 recurring jobs, as well as nearly \$2 billion in one-time economic impact and over \$1 billion in stabilized economic impact, according to a study by RCLCO. The Development would also generate nearly \$300 million in tax revenues for the City and

County over its first 30 years.

### **IMPLEMENTATION OF STRATEGIC PLAN GOALS**

The recommendations support strategic plan Goal 3 (Enhance communities and lives through mobility and access to opportunity), by bringing high-quality housing options to the doorstep of the Metro network and addressing the need for housing in the region.

### **ALTERNATIVES CONSIDERED**

The Board could defer or deny approval of the ENA extension which would cause the ENA to expire. Allowing the ENA to expire would also result in Metro having to restart the competitive solicitation process for the Site and cause an extended delay in the delivery of benefits to the area surrounding the Site and community at large in North Hollywood. Given the project benefits and the extensive time and resources invested to-date, this alternative is not recommended.

### **NEXT STEPS**

Upon approval of the recommended action, an amendment extending the term of the ENA for six months would be executed, and Joint Development staff and the Developer would continue negotiations. If negotiations conclude successfully, staff would bring a recommendation for the Metro Board to approve the execution of a Joint Development and Option Agreement, associated Ground Leases and adopt relevant CEQA findings with respect to such action within the next six months.

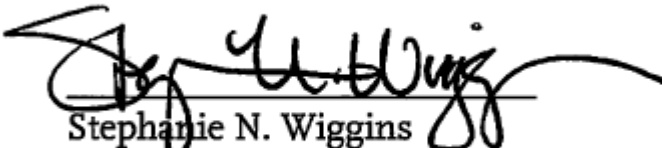
### **ATTACHMENTS**

Attachment A - Site Plan and Rendering

Attachment B - Outreach Summary

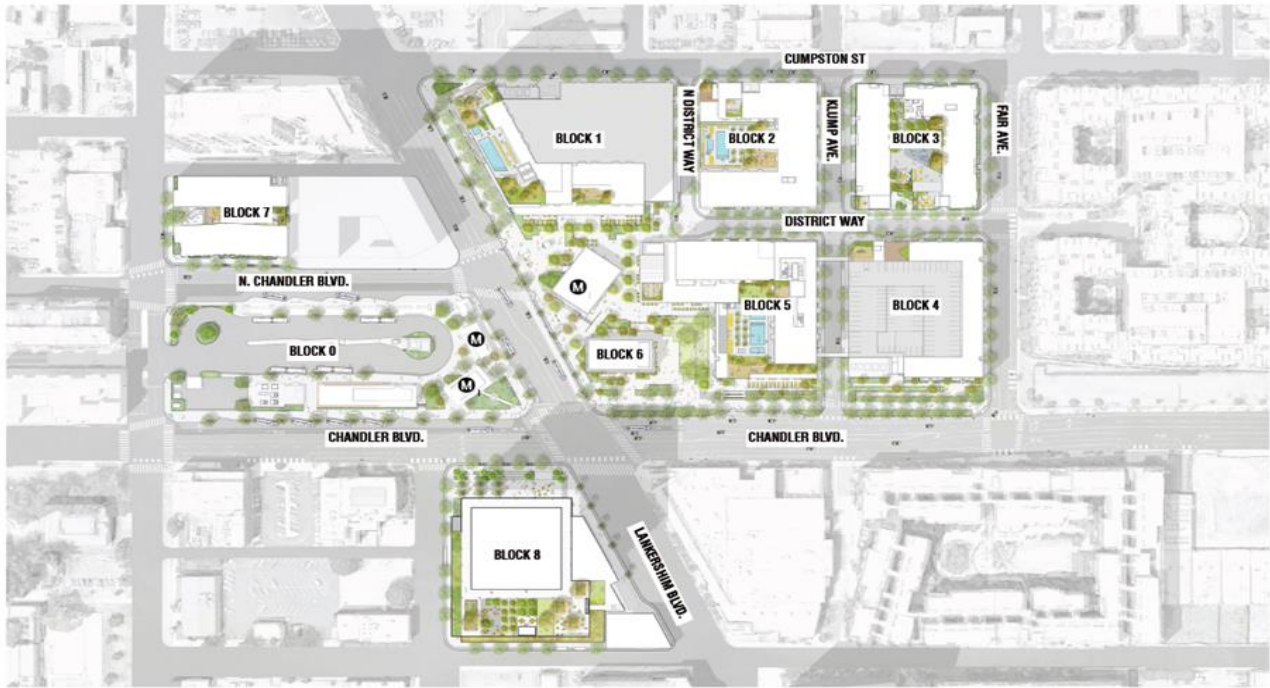
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Stephanie N. Wiggins  
Chief Executive Officer



**SITE PLAN AND RENDERING**



## Attachment B – Outreach Summary

Since the project's inception in 2015, Metro staff, TCC, and various partners have hosted over 100 community meetings, focus groups, briefings, workshops, open houses, pop-ups, and community breakfasts with local stakeholders and residents. Metro and the developer have provided regular updates to—and solicited input from—the North Hollywood Neighborhood Council, local business and commercial owners, community organizations, transit riders and park and ride users, and public agencies (see full list of organizational stakeholders below). Community participants have similarly shared feedback on the project scope and development guidelines since 2015. Outreach events were publicized through multiple communications channels, including Metro's Joint Development stakeholder list, TCC's stakeholder lists, the NoHo Arts District's regular eblasts, NextDoor, City Council President Paul Krekorian's weekly newsletters, and distributing 10,000 within a ¾ mile radius of the Station.

Local stakeholders shared support for dense mixed-use development and a consolidated transit center from the onset. In meetings and survey responses, residents expressed interest in securing retail spaces for local businesses, accessible parking, and open space with landscaping. Some residents expressed concerns about the development's impact on potential displacement, advocating for the inclusion of deeply subsidized units for low-income families, seniors, and artists. Residents also supported a number of transit improvements including bike and pedestrian infrastructure, passenger amenities, and security features. Key community meetings and feedback are detailed below.

- **September 2015:** Community Organizations and Public Agencies Focus Group, Community Residents Focus Group, and Business and Commercial Property Owners Focus Group (30 attendees total), North Hollywood Amelia Earhart Regional Library
  - Metro solicited input on guidelines for development—including affordable housing development—around the North Hollywood station. Focus group attendees expressed interest in maintaining local businesses and including residential buildings with large family units and community open space. Attendees were excited about the prospect of mixed-use spaces with both rental and homeownership opportunities, transit improvements, and community amenities.
- **September 2015:** Community Workshop (30 attendees), North Hollywood Amelia Earhart Regional Library
  - Metro hosted a working session to co-develop guidelines for development with community members. Community workshop attendees shared a desire to see deeply subsidized units for low-income families, seniors, and artists. Attendees approved of dense but human-scaled development around the North Hollywood station with good circulation and accessibility.



- **October 2015:** Development Guidelines Open House (40 attendees), El Portal Theatre
  - Metro hosted an open house to solicit further input on development guidelines. Open house attendees discussed parking needs, safety concerns, and suggested transit improvements such as bus shelters and bike paths. Attendees continued to express interest in open spaces with landscaping.
- **April 2017:** North Hollywood Open House (90 attendees), Groundwork Coffee
  - Metro and the developer hosted an open house to inform and refresh community members on development objectives identified in the 2015 outreach process, the development scope, and future engagement efforts. Open house attendees expressed interest in hosting small businesses and local retail in the area. Attendees responded positively to plans for affordable housing and a pedestrian tunnel and walkways around the site.
- **June 2019:** Community Breakfasts (30 attendees total), Groundwork Coffee
  - The developer shared development priorities and the new project website. Community breakfast attendees expressed interest in dense development around the Metro station with more retail and parking options. Attendees continued to respond positively to the discussion of transit improvements and proposed open space.
- **December 2019:** North Hollywood Open House (35 attendees), Federal Bar
  - The developer held an open house for local stakeholders to ask questions and provide input on housing, office, and retail development around the North Hollywood Station. Attendees asked questions about the timing and phasing of the project and emphasized the importance of incorporating arts and art-related uses into the project.
- **July 2020:** Virtual EIR Scoping Meetings (60 attendees total)
  - The developer held an EIR status update for English- and Spanish-speaking members of the community. Participants posed questions about the proposed project's impact on the neighborhood and shared feedback on mitigation measures. Participants were interested in learning more about the design of the buildings and unit mix, and seeing transit continue during construction.
- **February 2024:** Affordable Housing and Sustainable Communities Grant Outreach Event (30 attendees), Groundwork Coffee
  - The selected affordable housing developer, the master developer, LADOT, and Metro partnered with the community-based organization, Pacoima Beautiful, to conduct outreach on transit improvements around the site. Attendees responded to proposals and completed surveys, highlighting the need for more frequent cleaning and maintenance, security, and digital signage. Some respondents expressed concerns about the displacement of lower-income households from the area.

The North Hollywood project's design aims to reflect community feedback. The project will include approximately 336 income-restricted units, the first phase of which must be delivered before the developer can construct any market rate housing. Further, the project site must maintain 20% of its units as affordable throughout construction. New bikeways and a pedestrian shared street will provide improved access to the site's 60,000 square feet of retail space and over 2 acres of open space. Metro and the developer will continue to solicit input to address community needs and further integrate the project into the surrounding neighborhood.

## **Organizational Stakeholders**

### *Businesses and Commercial/Property Owners*

AFL  
Critical Care UCNH  
District Pub  
El Portal Theatre  
Greater San Fernando Valley Chamber of Commerce  
Groundwork Coffee, Co.  
High Point Strategies  
Joe Coffee, Co.  
Laemmle Theaters  
North Hollywood Business Improvement District  
NoHo Communications Group, Inc.  
Television Academy  
The Federal Bar  
The Valley Economic Alliance  
United Chambers of Commerce  
Universal City – North Hollywood Chamber of Commerce  
Valley Industry and Commerce Association (VICA)  
Vicious Dogs

### *Community Groups*

Bicycle Advisory  
Cesar Chavez Foundation  
East Valley YMCA  
FILL THE WELL poetic  
Golden State Gateway Coalition  
LA Vibrantly  
Los Angeles County Bike Coalition  
The Village Family Services  
West Hollywood Community Housing Corporation

### *Residents*

North Hollywood Homeowners Association  
Valley Village Residents Association

### *Schools*

Amelia Earhart Continuation High School East Valley High School  
Lankershim Elementary  
Maurice Sendak Elementary School New Horizons Charter Academy  
North Hollywood High School  
Oakwood School  
St. Paul's First Lutheran School  
Wesley School

### *Elected Offices*

Office of Los Angeles County Supervisor, District 2  
Office of Los Angeles County Supervisor, District 3  
Office of Los Angeles City Council Member, District 2  
Office of California State Senator, District 26  
Office of California State Assembly Member, District 39  
Office of California State Assembly Member, District 46  
Offices of US Senators, California  
Office of US Congressional Representative, 29th District

### *Faith-Based Organizations*

Christ Chapel of the Valley  
First United Methodist Church  
St. David's Church  
St. Paul's Church

### *Private and Non-Profit Firms*

Allen Matkins  
Estolano Advisors (formerly ELP Advisors)  
Gensler  
LA Commercial  
Lee & Associates  
Line 204  
Maya Cinemas  
Mercy Housing California  
MGA North LLC  
Miyamoto International Inc.  
Ratkovich Company  
Selbert Perkins Design  
The Robert Group  
ThirdWest Holdings, Inc.  
Thomas Safran and Associates  
Urban Field Studio  
WSP USA (formerly Parsons Brinckerhoff)

*Public Agencies/Government*

Hollywood Burbank Airport

California Department of Transportation (Caltrans)

City of Burbank

City of Los Angeles

City of Simi Valley

San Fernando Valley Council of Governments (SFVCOG) Encino  
Neighborhood Council

Los Angeles Department of City Planning

Los Angeles Police Department (LAPD)

Los Angeles Unified School District (LAUSD) - District 3 Los

Angeles Unified School District (LAUSD) - District 6 North

Hollywood Amelia Earhart Regional Library

North Hollywood Recreation Center

Midtown North Hollywood Neighborhood Council

Studio City Neighborhood Council



**We're supporting thriving communities.**  
**North Hollywood Joint Development & Transit Center**  
Planning & Programming Committee, May 2024



# Background and ENA Progress to Date

**2015:** Community Outreach, RFQ/RFP

**2016:** Developer Selected

**2017: Current ENA executed**

**2022:** Metro staff approves Development Design

**Fall 2022:** Developer adds 55 additional income-restricted units in response to community input

**Summer 2023:** City of LA adopts Project EIR

**Spring 2024:** City of LA adopts Specific Plan, Development Agreement and Signage District



# Development Program



**1,250 – 1,527**  
Total Apartment  
Homes

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**366**  
Income Restricted  
Apartment Homes

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**Up to**  
**580,374**  
SF Office

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**40,000 – 105,125**  
SF Restaurant/Retail

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**New Metro  
Portal Canopy**

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**2 Acres**  
Open Space

# Recommended Action and Next Steps

## RECOMMENDED ACTION

- A. AUTHORIZE the CEO or designee to extend the existing Exclusive Negotiation Agreement and Planning Document with Developer for six months

## NEXT STEPS

- > Continued negotiations of Joint Development and Option Agreement and form of Ground Lease
- > If agreement consensus is reached with Developer, return to Board with terms of agreements for consideration

