

Relmagine District NoHo Housing

June 2023

NoHo needs more affordable housing.

A new major development on Metro-owned property is bringing nearly 1500 apartments to NoHo – but only 25% are affordable.

We're advocating for Metro to mandate more integrated, mixed-income housing in this development on public land.

Opportunity to Address the Need for Permanent Affordable Housing

Metro's District NoHo Joint Development 16 Acres of Public Land in the Heart of North Hollywood

North Hollywood: Vibrant, but not Affluent

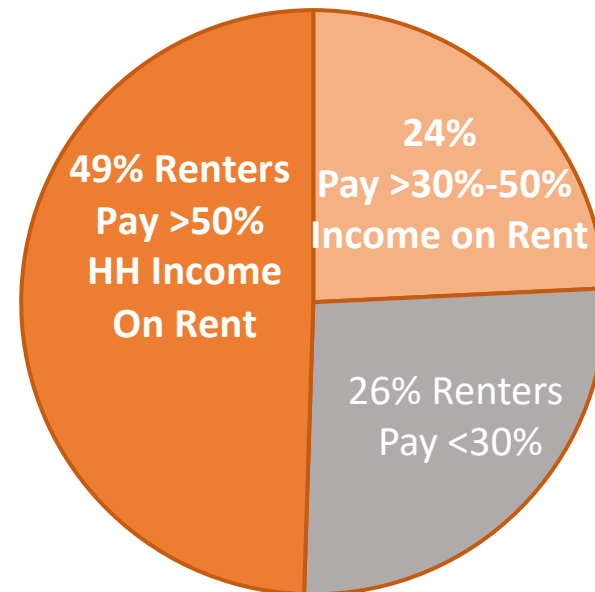
- County Supervisor District 5, City Council District 2
- Median Income \$57,500
- 86% of school children get free or reduced cost lunch
- The community acknowledges a need for workforce, senior, artist, and family housing that is integrated into the market rate housing. (Source: NoHo Stakeholder Feedback, 2015)

Los Angeles is a Community of Renters

Nearly three fourths of North Hollywood residents are renters.

Most renters struggle to pay rent.

**73% of LA County Renters
Pay More Than 30% of Income on Rent**



Opportunity to Serve Transit Riders

Metro's District NoHo Joint Development Third Busiest Metro Station In Los Angeles

Like the North Hollywood community, Metro riders are not affluent.

- 62% of Metro riders have Household income of <\$25,000
- 83% of riders have household income <\$49,000

Metro District NoHo Joint Development Plan

Metro's District NoHo Joint Development 16 Acres of Public Land in the Heart of North Hollywood

\$1 Billion Project

**\$80-\$100 Million Transit
Center Improvements**

~445,000 SF Office

~60,000 SF Rest. & Retail

1481 New Homes

1115 Market Rate

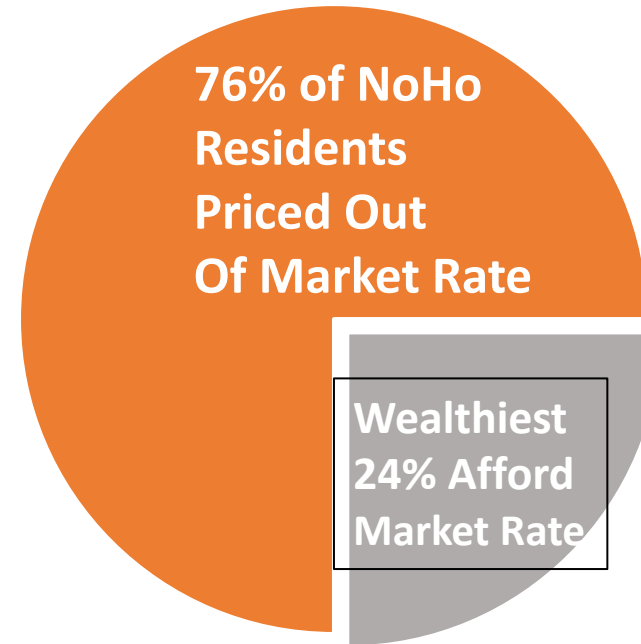
***366 Affordable Homes
Mostly Segregated***



ReImagine District NoHo Housing

The vast majority of the homes on public land in the current plan are **UNAFFORDABLE** to North Hollywood residents and Metro riders.

- Residents would have to earn more than \$100,000 to be able to pay the prices of new market rate construction today.



Current Plan Falls Short

- Metro's Original Commitment
 - Join Development Policy
 - Housing Element
 - Community Needs

Given the size of the NoHo opportunity it is strongly encouraged that the 35% goal is achieved on this site

2015 District NoHo RFP

Provide more affordable housing – be a significant solution to our housing shortage in LA.

2015 NoHo Community Stakeholder Feedback

Prioritize the development of 100% Income Restricted Housing

2021 Joint Development Policy

Affordable housing is encouraged to be integrated with market rate housing rather than segregating by income targets

2015 JD Policy

Create affordable workforce housing for employees who work in NoHo or take transit to work in neighboring areas along the Red/Orange Lines.

2015 NoHo Community Stakeholder Feedback

How we use our land can help make the difference between a thriving community for all versus one that doesn't work for low- and moderate-income families.

Metro CEO Wiggins, 2022

How Do We
Move Forward
To Meet
The Shared Vision
Of What Los Angeles
Can Be?

What Can Be Done

- Secure state and federal funding for improvements to the Transit Center in order to free up developer funds for more affordable housing.
- Obtain state, federal and private grant funding for more affordable units in District NoHo.
- Support a more equitable development with a truly integrated, mixed income housing development that will honor the commitments of Metro, the City, and the County.

ReImagine District NoHo Housing

Join us in making District NoHo a project that serves the needs of our community today and in the future.

- Write a letter of support for more affordable housing integrated with market rate units in District NoHo.
- Encourage members to speak or submit public comment on the EIR due this spring/summer

Relmagine District NoHo Housing Coalition

Our Supporters includes:

NoHo Home Alliance Advocacy

North Hollywood Neighborhood Council

Studio City Residents' Association

Valley Village Neighborhood Council

East Valley Indivisibles

One LA

More on the way

Relmagine District NoHo Housing

Questions?

Comments?



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Thank You.