

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