



NEWS RELEASE

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Public Invited to Provide Input On New NoHo Development Study *Community Meetings set for Jan. 10 and 12*

Los Angeles — The Community Redevelopment Agency of the City of Los Angeles (CRA/LA) and the Los Angeles County Metropolitan Transportation Authority (MTA) have invited the prestigious Urban Land Institute (ULI) to conduct an independent landmark study intended to provide recommendations for the development of the NoHo Arts District in North Hollywood and the neighborhood adjacent to the North Hollywood Metro Red Line Station.

The CRA/LA and MTA invite the public to provide ideas, comments, and observations on the future development of the area for the ULI study at two community meetings scheduled for January 10 and 12. Public comments will be included in a briefing package for ULI use in this study.

The ULI is sending a team of planning experts to examine development opportunities, market potential, and strategies for the core area of the North Hollywood Redevelopment Project Area and, in particular, property owned by MTA at Lankershim and Chandler Boulevards in the NoHo Arts District, for uses that could include future retail, office, restaurants, residential, theater, arts and entertainment.

Meetings are scheduled at times convenient for residents, business owners, developers, community activists and others to attend:

Dates:

Saturday, Jan. 10, 2004, 10 a.m. to noon.
Monday, Jan. 12, 2004, 7 p.m. to 9 p.m.

Location For Both Dates:

Beverly Garland Holiday Inn, 4222
Vineland Avenue, North Hollywood.

The public should RSVP at (818) 753-1918. Validated parking will be provided.

The ULI team will arrive in late January under a contract paid jointly by CRA/LA. The Jan. 10 and 12 community meetings, in advance of the ULI team's arrival, are co-sponsored by the Universal City North Hollywood Chamber of Commerce and the Mid-Town North Hollywood Neighborhood Council. Members of the public are urged to attend to have their public comments made available to the ULI team members before they arrive Sunday, Jan. 25.

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The ULI team will spend a week touring the neighborhood, examining existing planning and property documents and conducting interviews before presenting recommendations at a public meeting, Friday morning, Jan. 30.

“The panel process helps build consensus to support an effort that benefits the entire community,” said Mary Beth Corrigan, managing director of ULI’s advisory services program. “It’s often the fresh, outside view provided by the panel that achieves these results. We seek possibilities and opportunities that might have been overlooked.”

With ongoing redevelopment surrounding the North Hollywood Metro Red Line Station, ongoing MTA construction of the San Fernando Valley Metro Rapidway and numerous development projects in construction or proposed, the CRA/LA and MTA sought a third party for a fresh perspective and new ideas for a comprehensive vision and strategy for future development in North Hollywood.

About the Urban Land Institute:

The Urban Land Institute, (www.uli.org) a nonprofit education and research institute, was established in 1936 with a mission to provide responsible leadership in land use to enhance the total environment. Its 18,000 members worldwide represent all aspects of land use and development disciplines. Past sponsors of ULI advisory services panels include federal, state and local government agencies; chambers of commerce; redevelopment authorities; private developers and property owners; lenders; historic preservation groups; environmental organizations; and economic development agencies.

About the North Hollywood Redevelopment Project Area:

The 750-acre, North Hollywood Redevelopment District, is in the heart of the East San Fernando Valley. The CRA/LA has overseen the addition of new office towers, entertainment facilities, shopping centers and rehabilitated housing since 1979. Currently, the focus is on the NoHo Arts District, home to over 30 live theaters.

About CRA/LA:

CRA/LA (www.crala.org), a public agency, is regulated by the State of California and operates within the City of Los Angeles. It attracts private investment into economically depressed communities to eliminate blight, revitalize older neighborhoods, build housing for all income levels and create and retain employment opportunities. CRA/LA manages 34 redevelopment projects areas in seven regions: East Valley, West Valley, Hollywood & Central, Downtown, Eastside, South Los Angeles, and the Harbor.

About MTA:

MTA (www.metro.net), one of the largest public transportation agencies in the United States, provides more than 75% of all public transit services in Los Angeles County. It operates the Metro Bus System, which consists of more than 2,000 peak hour buses that serve a 1,433 square mile area. MTA also operates the 73-mile Metro Rail System, which includes the Metro Red Line subway and the Metro Gold, Blue and Green light rail lines. As the region’s primary transportation planner and programmer, MTA also funds such programs as paratransit services, bikeways, street and freeway improvements and the Metro Freeway Service Patrol.