



KAREN BASS  
MAYOR

March 21, 2023

Honorable Members of the City Council  
c/o City Clerk  
City Hall, Room 395

Honorable Members:

Subject to your confirmation, I have appointed Mr. Jacob Noonan to the City Planning Commission for the term ending June 30, 2027. Mr. Noonan will fill the vacancy created by Jenna Hornstock, who has resigned.

I certify that in my opinion Mr. Noonan is qualified for the work that will devolve upon him, and that I make the appointment solely in the interest of the City.

Sincerely,

A handwritten signature in black ink that reads 'Karen Bass'. The signature is written in a cursive, flowing style.

KAREN BASS  
Mayor

KB:tga

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Jacob Noonan  
**Commission:** City Planning Commission  
**End of Term:** 6/30/2027

### Appointee Information

1. **Race:** Caucasian
2. **Gender:** Male
3. **Council district and neighborhood of residence:** 14 - East LA
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** Master of Urban Planning, University of Washington
7. **Occupation/profession:** Special Projects Business Unit Manager, Southern California Association of Governments
8. **Experience(s) that qualifies person for appointment:** See attached resume/bio
9. **Purpose of this appointment:** Appointment
10. **Current composition of the commission (excluding appointee):**

Jacob Noonan, AICP CEP



## SUMMARY

---

Helping cities grow with equity, inclusiveness, and resilience. Background in affordable housing programs, finance, and construction; general plan and zoning amendments; entitlements and permit review.

## HIGHLIGHTS

---

- ❖ Currently standing up \$115 Million in grant programs to increase housing supply, choice, and affordability.
- ❖ Oversaw 400% increase in inclusionary affordable housing in the City of West Hollywood.
- ❖ Collaboratively stood up a seismic retrofitting program impacting 70% of West Hollywood apartments.
- ❖ Upgraded aging data-base and paper-based records management to online cloud-based systems.
- ❖ Reestablished systematic multi-family inspection program.

## PROFESSIONAL EXPERIENCE

---

**Southern California Association of Governments**

Housing and Economic Empowerment

**Special Projects Business Unit Manager (Planning Supervisor)**

May 2022 – Present

(4 FTEs, \$115M State general funds)

- Standing up grant programs to transform how housing is created to increase supply, choice, and affordability, affirmatively further fair housing, and reduce vehicle miles traveled.

**City of San Rafael**

Community Development

**Housing Program Manager**

October 2021 – May 2022

(1 FTE, local trust fund, and CDBG, HOME, PLHA funds)

- Stood up and managed a new division focused on reducing displacement and increasing housing supply and preservation. Programs included a trust fund, zoning bonuses and incentives, below-market rental and homeownership programs, and partnerships with mission-driven organizations.

**City of San Francisco**

Mayor's Office of Housing and Community Development (MOHCD)

**Senior Lending Manager II**

January 2021 – October 2021

(Multiple local, state, federal funding sources)

- Managed city investments coupled with state and federal funding to achieve new affordable housing. Procured sponsor teams for nine housing sites anticipated to yield 1000+ units and increase capacity of small and BIPOC-led developers. Managed acquisition/rehab of existing apartment buildings preventing displacement and preserving naturally occurring affordable housing.

**City of West Hollywood**

Human Services and Rent Stabilization

**Rent Stabilization and Housing Division Manager**

October 2013 – January 2021

(10 FTEs, \$3.2M operating budget, \$2.3M fees collected annually, \$26M Trust Fund)

Led on housing, inclusion, and equity. Supported the city council and commissions establish housing policy. Operationalized programs to deliver on housing goals. Provided resources and support to staff. Collaborated regionally on policies and legislation.

- **Division Administration.** Set goals and objectives, developed and managed budgets. Hired, led, inspired, mentored, measured performance, and created a great workplace.
- **Housing Trust Fund.** Oversaw housing trust fund and mission-driven

**City of West Hollywood**  
(continued)

partnerships to maximize city investment in deeply affordable housing.

- **Below Market Rate Housing.** Managed citywide waitlist and lease up, and annual certification of income and rent limits for affordable units created through the inclusionary program.
- **Inclusionary Zoning Requirements and Linkage Fees.** Applied requirements to residential and mixed-use projects, calculated allowed bonuses. Oversaw fee rates and collection based on anticipated affordable housing need created.
- **Rent Stabilization Program.** Supported the Rent Stabilization Commission and oversaw program limiting rent increases, reasons to evict, and tenant habitability requirements.
- **Connections to Support and Empowerment.** Linked community members to services reducing homelessness, supporting quality of life and independence.

**City of Beverly Hills**  
Community Development

**Senior Planner**  
(1 FTE report)

April 2007 – October 2013

- Completed full general plan update and two housing element updates.
- Created and managed GIS data and maps.
- Improved housing policies to align with state laws, including by-right approval for emergency shelters and transitional housing, reasonable accommodation waivers.
- Spearheaded anti-mansionization initiative to reduce perceived size of SFRs.
- Established Historic Preservation Program: Mills Act Tax Incentive Program, Landmark Designation Program, Cultural Heritage Commission.
- Supported elected and appointed officials develop complex land use and policies.
- Supervised 1 FTE – performance goals and project timelines.

**City of Santa Clarita**  
Community Development

**Assistant Planner**

November 2005 – April 2007

- Supported day-to-day planning counter functions, processed entitlements, supported the development of a non-motorized mobility master plan for the Santa Clarita Valley.

**City of Seattle**  
Planning and Construction

**Planning Intern**

May 2002 – June 2005

- Supported long-range planning projects including an update to the environmentally sensitive areas ordinance to comply with state law requirements for salmon habitat.

---

## EDUCATION

• University of Washington  
Seattle, WA

• Master of Urban Planning  
• Bachelor of Science in Ecological Restoration

• University of Southern California  
Los Angeles, CA

• Certificate in Real Estate Finance

---

## COMMUNITY SERVICE

• **Board of Directors**, Grounded Solutions Network  
January 2020 – Present

*National network of community land trust and inclusive housing practitioners*

• **Board of Directors**, West Hollywood Community Housing Corporation  
October 2013 – January 2021

*Mission-driven non-profit developer creating housing for those in greatest need*



KAREN BASS  
MAYOR

March 21, 2023

Dear Mr. Noonan:

I am pleased to inform you that I hereby appoint you to the City Planning Commission for the term ending June 30, 2027. In order to complete the process as quickly as possible, there are several steps that must be taken, many of which require visiting City Hall. If you require parking during these procedures, please contact my Commissions team by email at [myr-commissions@lacity.org](mailto:myr-commissions@lacity.org), to make arrangements for you.

To begin the appointment process, please review, sign, and return the enclosed Remuneration Form and Undated Separation Letters **within one week** of receiving this letter. These documents are necessary to ensuring the most efficient, open, and accountable City government possible. Further, Mayor's Office policy requires all potential commissioners to be fingerprinted as part of the background check. The Commissions Team will assist in connecting you with the Personnel Background Unit so that you may schedule an appointment to have this done. You must schedule the appointment **within one week** of receiving this letter.

Should this apply to your Commission, you will be receiving a packet from the City Ethics Commission containing information about the City's conflict of interest laws, and a copy of the State Form 700/Statement of Economic Interests. You are required to complete and return this form **within 21 days** of your nomination to the City Ethics Commission at 200 North Spring Street, City Hall, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Nicole Enriquez at the Ethics Commission by email at [nicole.enriquez@lacity.org](mailto:nicole.enriquez@lacity.org).

Mr. Jacob Noonan  
March 21, 2023  
Page 2

As part of the City Council confirmation process, meetings will be offered to Kevin de León, your Councilmember, and Councilmember Marqueece Harris-Dawson, the Chair of the Planning and Land Use Management Committee, to answer any questions they may have. You will be hearing from a City Council committee clerk who will let you know when your appointment will be considered by the Planning and Land Use Management Committee. Sometime thereafter, you will be notified by the committee clerk when your appointment will be presented to the full City Council for confirmation. Once you are confirmed, you will be required to take the oath of office in the City Clerk's Office in Room 395 of City Hall.

Commissioners must be residents of the City of Los Angeles. If you move at any point during your term, have any changes in your telephone numbers, or in the future plan to resign (resignation must be put in writing), please contact my office immediately.

Congratulations and thank you for agreeing to serve the people of Los Angeles.

Sincerely,

A handwritten signature in black ink that reads "Karen Bass". The signature is written in a cursive, flowing style.

KAREN BASS  
Mayor

KB:tga

Attachment I  
Mr. Jacob Noonan  
March 21, 2023

### Nominee Check List

**I. Within 7 days:**

\_\_\_\_\_ Schedule an appointment to get fingerprinted to complete a background check. The Commissions team will assist in connecting you with the Personnel Background Unit.

\_\_\_\_\_ Email the completed forms, found on the last three pages of this letter, to: [myr-commissions@lacity.org](mailto:myr-commissions@lacity.org) OR mail them to: Commissions Team, Office of the Mayor, City Hall – Room 303, 200 N. Spring Street, Los Angeles, CA 90012.

- Remuneration Form
- Undated Separation Letters

**II. Within 21 days:**

\_\_\_\_\_ File the following forms with the City Ethics Commission. *If you are required to file, you will receive these forms via email from that office.*

- **Statement of Economic Interest (“Form 700”)**  
*IMPORTANT:* The City Council will not consider your nomination until your completed form is reviewed by the Ethics Commission.
- **CEC Form 60**

**III. The Mayor’s Office will notify the below Councilmembers of your nomination, so that they may reach out to schedule a meeting with you should they wish.**

\_\_\_\_\_ Your City Councilmember Kevin de León

\_\_\_\_\_ Councilmember Marqueece Harris-Dawson, Chair of the Council Committee considering your nomination