HOLLYWOOD BOULEVARD DISTRICT AND FRANKLIN AVENUE DESIGN DISTRICT

Urban Design Standards and Guidelines

CRA/LA
BUILDING COMMUNITIES

DRAFT 03.30.10

Credits

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Cover
Greetings from Hollywood

Hollywood's landmarks have endured for almost a century.

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Adopted xx.xx.xx

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Grauman's Chinese Theatre

Framed between storefronts, the theater's famous forecourt opens to Hollywood Boulevard.

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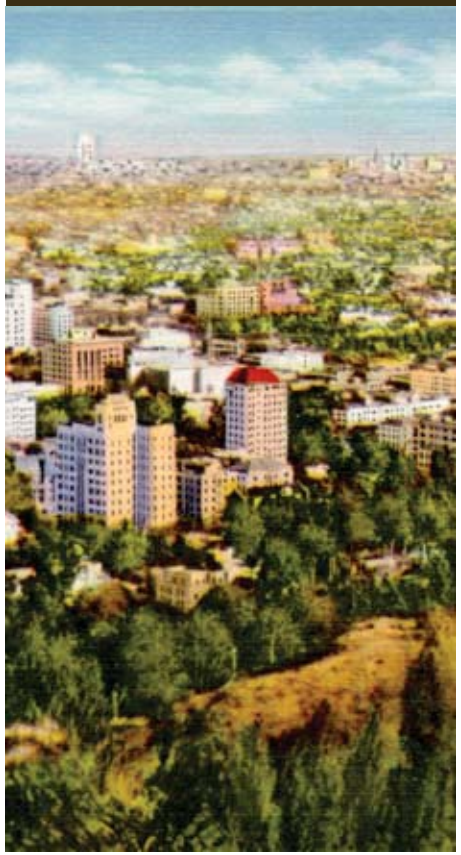
1.0 Introduction



1.1 WHY Do the Hollywood Boulevard District and Franklin Avenue Design District Need Urban Design Standards and Guidelines?

Hollywood Redevelopment Plan Sections 505.2, Franklin Avenue Design District, and 506.2, Hollywood Boulevard District, both require the development of design plans to address compatibility of new development in the context of historic settings and views to and from the Hollywood Hills.

1.2 WHAT Are the Purpose of These Urban Design Standards and Guidelines?

These design standards and guidelines define compatibility of new construction and additions in relationship to existing historic and natural settings, built form patterns, and architecture in the Hollywood Boulevard District and the Franklin Avenue Design District.

Figure 1-1
View of the District Late 1930's

By 1927, Hollywood Boulevard had already taken on its characteristic form of distinct high-rise nodes at Highland Avenue, Cahuenga Boulevard, and Vine Street.

1.3 WHO Uses This Plan?

Landowners, developers, tenants and their consultant teams that want to undertake a project in the Hollywood Boulevard and Franklin Avenue Design Districts use this Plan as a framework of standards and guidelines to develop designs. The Community Redevelopment Agency of the City of Los Angeles (CRA/LA) uses this Plan, as well as the Redevelopment Plan, and other CRA/LA polices, to review and approve proposed projects in these districts.

1.4 WHEN Do You Use This Plan?

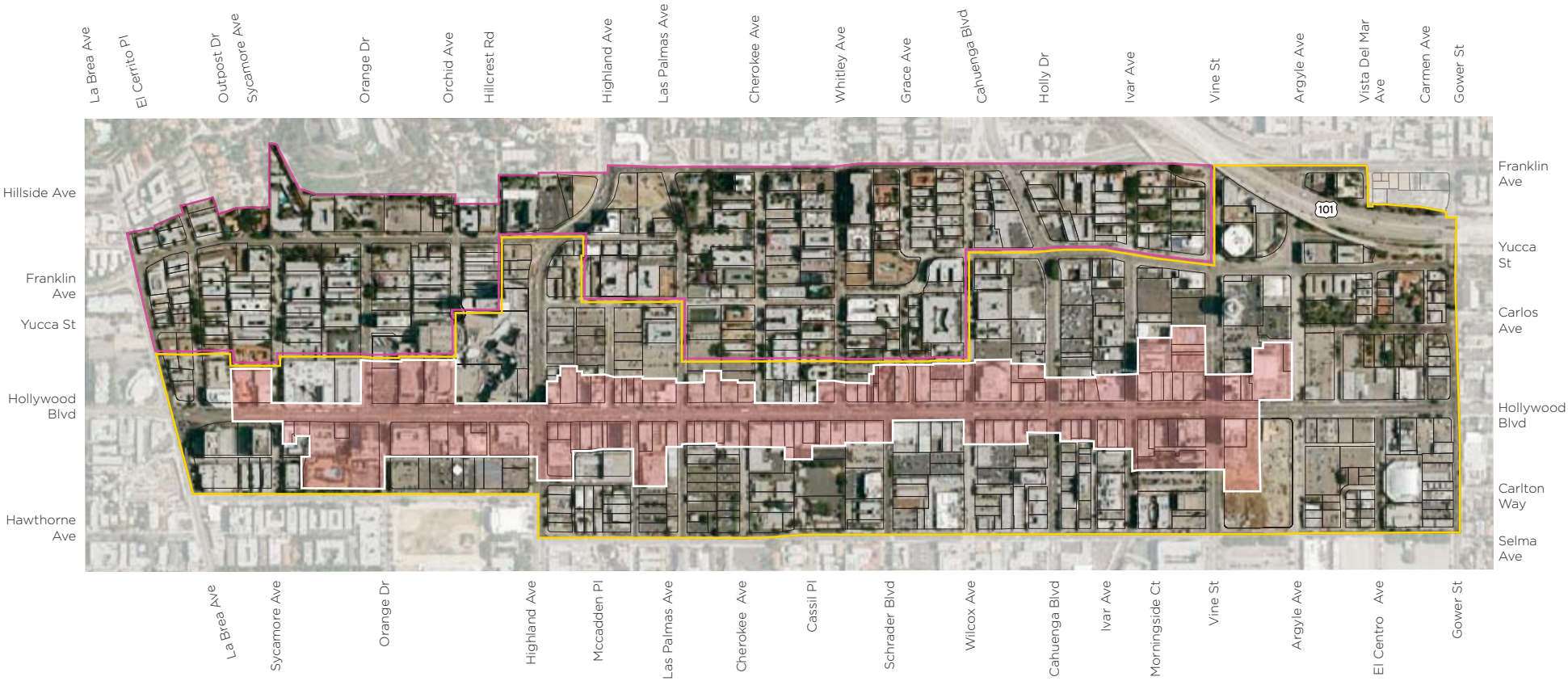
The standards and guidelines of this Plan shall be used for all new construction, addition, and conservation projects within the Hollywood Boulevard and Franklin Avenue Design Districts.

1.5 HOW Do You Use This Plan?

Individuals, entities, and teams developing projects should first review the standards and guidelines of this Plan, compile understandings and questions, and then should meet with CRA/LA staff to review and discuss approaches and required CRA/LA approvals.

This first review with CRA/LA should happen before beginning schematic design. Simultaneous to this process, project proponents should thoroughly review City of Los Angeles planning/zoning, engineering, traffic, transportation, and public works requirements, as well as other requirements of the City of Los Angeles, and become familiar with the community review processes.

As part of the City of Los Angeles plan check process that is administered by the City's Department of Building and Safety, a final clearance from CRA/LA will be required that ensures continued adherence to CRA/LA policies and these design standards and guidelines.



0 400 600 800 1000 ft

Key

- *Hollywood Boulevard District*
- *Franklin Avenue Design District*
- *Hollywood Boulevard Commercial and Entertainment Historic District*
- *Hollywood Boulevard and Franklin Avenue Design Districts*
- *Hollywood Redevelopment Project Area*

Hollywood Redevelopment Project Area

Figure 1-2
Boundaries Where Standards and Guidelines Apply

The areas subject to the standards and guidelines of this Plan are subdistricts within the Hollywood Redevelopment Project Area. The Hollywood Boulevard Commercial and Entertainment Historic District is listed in of the National Register of Historic Places.

2.0 Vision, Principles, and Goals

Figure 2-1
El Capitan in the Late 1930s
The El Capitan Theater continues to be a favored venue for movie premieres in the first decades of the 21st century.

2.1 Vision

The Hollywood Boulevard District and Franklin Avenue Design District Urban Design Standards and Guidelines provide a design framework to shape the character of additions to Hollywood's future architecture. They provide means to realize compatible new construction, additions, and conservation projects within the midst of Hollywood's historic environmental design settings.

Utilizing these guidelines, a walk through Hollywood in 2030 will reveal a community that honors, maintains, and reuses its historic buildings and districts. The Hollywood Hills will continue to form the backdrop for this storied place. Lower scale areas along many portions of Franklin Avenue, Selma Avenue, and Yucca Street are maintained even as newer iconic towers stretch south to Sunset Boulevard along Vine Street.

Hollywood's more commercially-oriented sidewalks are enlivened by carefully detailed sidewalk-hugging storefronts that reveal day and night a world of shopping, dining, and creative activities. Throughout the two districts, ground and sidewalk related projects replace the surface parking lots and vacant parcels that marred Hollywood in earlier decades.

21st Century Hollywood is a vital in-town mix of sidewalk activity along major streets - and quietude within residential neighborhoods. Where north-south streets intersect with Franklin Avenue, the nature and scenery of the Hollywood Hills is revealed. Where Vine Street, Cahuenga Boulevard, and Highland Avenue cross the Boulevard, centers of vitality attract both tourists and Angelinos.

In 2030, Hollywood's historic structures and street scenes are conserved even as more recent buildings and additions capture the spirit of contemporary times. Residents live, work, walk, and shop locally. Visitors discover the history and vitality of a community that is ever an entertainment destination. Framing it all is a backdrop of new and old structures that change in scale and detail from block to block and parcel to parcel; an intricate mix that shelters and nurtures Hollywood's golden era tales, as well as the scribes and creators of Hollywood's next generation of creative myth-makers.

Figure 2-2
Existing View at Vine Street and Selma Avenue

Existing conditions at Vine Street looking north near Selma Avenue.

Figure 2-3
Illustration of New Construction Utilizing Standards and Guidelines

The standards and guidelines of this plan facilitate development of compatible new construction, in this case, along Vine Street, in keeping with existing shape, massing, and sidewalk relationships, while allowing for additional height allowances.

2.2 Plan Goals

Compatibility is that state of being when two or more things exist in harmony. With regard to design and architecture in Hollywood, compatibility is established when the siting, height, massing, bulk, scale, modulation, articulation, and/or character of new construction, additions, and conservation projects is observant of historic settings and buildings.

In the Hollywood Boulevard and Franklin Avenue Design Districts, compatibility allows old and new to mix while encouraging conservation and creativity.

The following five vision goals define Hollywood "compatibility" and form the basis for the standards and guidelines of this Plan:

Figure 2-4
Conserve Cultural and Historic Assets
Hollywood Boulevard's built environment is largely shaped by landmarks from the 1920s through the 1950s.

Figure 2-5
Active Sidewalks
Street-fronting storefronts with diverse retail uses create interest for pedestrians along the Hollywood Walk of Fame.

Figure 2-6
Relate New Buildings to Old
Chateauesque roof forms and façade order are referenced in the architecture of a new residential development on Franklin Avenue.

2.2.1 Conserve the Existing Setting

Hollywood's natural setting, cultural landmarks, and historic districts are its greatest physical design assets and shall be conserved (see Figure 2-4).

2.2.2 Ensure a Vital and Interesting Sidewalk Experience

Hollywood's sidewalks are its primary open space. The massing, scale, and details of conserved and new buildings and environments shall enhance the interest and vitality of these outdoor areas (see Figure 2-5).

2.2.3 Relate New Buildings to Old Buildings

The massing of Hollywood's traditional building types and the pattern of its existing streets, blocks, and historic buildings, provide the overarching design framework for conserving existing historic settings, and for realizing new as well as creative building additions, masses, and open spaces that relate to these settings (see Figure 2-6).

Figure 2-7
New Development Inspired by Old

The Pali House was designed as a contemporary interpretation of Hollywood's historic buildings utilizing similar modulation, ground-level activities, street wall at back of sidewalk, and architectural details reinterpreted from the Renaissance Revival style.

Figure 2-8
Honor Historic Massing Patterns

New development along Vine Street (south of Hollywood Boulevard) was designed to extend the ground-level retail uses and density already present along this main corridor, while respecting existing building heights.

Figure 2-9
Utilize Materials and Colors Inspired by Historic Districts and Buildings

New storefronts provide color and material accents that contrast with the light palette of the historic terra cotta.

Figure 2-10
Integrated Open Space

The open space at the Egyptian Theater provides gathering space without breaking the existing street wall at Hollywood Boulevard.

2.2.4 Build Upon Existing Patterns of Building Scale and Detail

In Hollywood, new buildings, infill construction, additions, alterations, and improvements should be in harmony with the pattern, scale, and detail of Hollywood's districts and buildings (see Figure 2-7). Compatibility goals include:

A. Evolve Designs From Existing Architectural Character

New buildings and developments should be based upon the careful observation of, respect for, and relationship to existing historic structures, architectural character, and settings.

B. Relate Heights to Historic Massing Patterns

The height of new buildings and additions should be generally related to the heights of historic districts and buildings (see Figure 2-8).

C. Maintain Street Walls

The integrity of existing street walls, build-to lines, and setbacks should be maintained.

D. Ensure Unobtrusive Parking

New parking should be visually unobtrusive and allow for active ground level uses and amenities along public right-of-ways.

E. Invite Browsing and Activity at Storefronts

New storefronts should be designed to enliven the pedestrian environment at the sidewalk using principles of modulation, scale, and transparency.

F. Utilize Material and Color Palettes Inspired by Existing Districts and Buildings

Material and color palettes of new buildings and developments should grow out of materials and colors observed in existing districts and buildings (see Figure 2-9).

2.2.5 Realize New Public and Private Open Spaces

As Hollywood evolves, new public and private open spaces and amenities integral to public and private development should be created (see Figure 2-10).

2.3 Two Key Urban Design Observations

Two key observations regarding the built form setting of the Hollywood Boulevard District and Franklin Avenue Design District shape the standards and guidelines that follow in this Plan.

Figure 2-11
Perimeter Block Buildings

Buildings with little or no separation between them line Hollywood Boulevards and form street walls generally located at the back of sidewalks.

Figure 2-12
Individually Differentiated Structures

Yards and setbacks separate individual structures from streets and other structures north of Hollywood Boulevard.

Figure 2-13
Buildings at Sidewalks

The majority of buildings located along Hollywood Boulevard are built up to the front property line and sidewalk with entries and storefronts designed and scaled to attract shoppers.

Figure 2-14
Buildings Set Back From Property Lines

Residential areas in Hollywood are typically characterized by individual multi-family dwellings with landscaped front yard setbacks, the dimension of which varies from block to block.

Figure 2-15
Creative Use of Setbacks

A shallow setback from the property line merges into an abundantly vegetated courtyard open space at this residential building on Franklin Avenue.

2.3.1 Perimeter Block Buildings Predominate Along Commercially-Oriented Streets

The first key observation regarding Hollywood's urban design pattern-making is that buildings along Hollywood Boulevard are built up to the back of sidewalk and form perimeter blocks of massing. These perimeter block buildings cluster into areas of similar height, and sometimes incorporate ground-level plazas and courtyards that remain visible and open to the Boulevard without compromising the overall continuity of the continuous street wall (see Figures 2-11, 2-13 and 2-16).

2.3.2 Individually Differentiated Structures With Setbacks at Property Lines Predominate North and South of Hollywood Boulevard

The second key observation regarding urban design pattern-making in the Hollywood Boulevard and Franklin Avenue Design Districts is that the majority of buildings located north and south of Hollywood Boulevard, and between La Brea Boulevard and Gower Street, are individually differentiated structures separated from streets, sidewalks, and other buildings by landscaped setbacks that range in depth from block to block (see Figures 2-12 and 2-14 through 2-16).

Respect for these key overarching urban design patterns combined with the Plan Goals of Section 2.2 will facilitate the design and reception of new architecture in Hollywood.

Key

- *Perimeter Block Zones*
- *Individually Differentiated Structure Zones*
- *Building outside Project Boundaries*
- *Project Boundary*

Figure 2-16
Figure-Ground Map

Perimeter-block buildings establish street walls along commercially-oriented streets such as Hollywood Boulevard, Vine Street, Highland Avenue, and Cahuenga Boulevard. Individually-differentiated structures typically set back from property lines are predominantly located within the residential areas to the north and south of Hollywood Boulevard.

3.0 Standards and Guidelines

Figure 3-1 Hollywood and Highland - 1939

This World War II era view of Hollywood Boulevard may be experienced to this day and forms one touchstone for street wall design guidelines.

3.1 Build-to Line and Lot Coverage

3.1.1 Basis for Build-to Line and Lot Coverage Standards and Guidelines

During the first half of the 20th Century, in Hollywood, the facades of commercial buildings were typically built alongside the back of sidewalks (see Figures 3-1 and 3-4). In many cases these commercial buildings also covered 100% of the parcel they were sited on.

Residential buildings to the north and south of Hollywood Boulevard, and along Franklin Avenue were typically set back from property lines. The result was the characteristic front, side, and rear yard conditions still seen at present. The percentage of lot coverage with structures in Hollywood's residential areas was significantly less than that seen in commercial districts. As a whole, a wide variety of setbacks and lot coverages are seen in Hollywood, but they area typically consistent along individual block fronts.

The build-to line and lot coverage standards and guidelines of this Plan are based upon a recognition that compatibility of new buildings and additions in Hollywood depends in part on continuity of street wall, setback, and lot coverage characteristics.

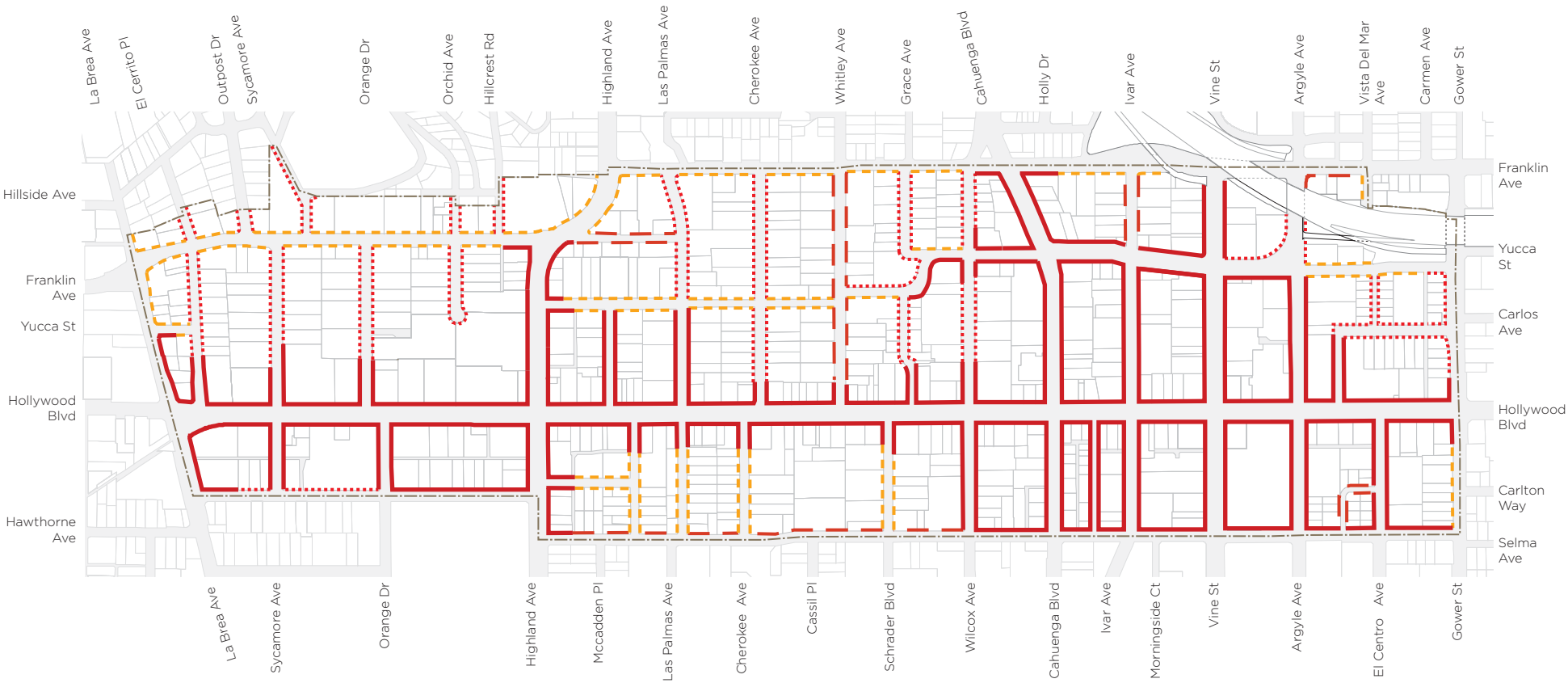
3.1.2 Build-to Line and Lot Coverage Goals

A. Maintain the Pattern of Existing Build-to Lines, Setbacks, and Lot Coverages

Maintain the integrity of the Hollywood Boulevard and Franklin Avenue Design District's existing street walls, setbacks, and build-to lines.

B. Allow For New Urban Open Spaces

Encourage the creation of new ground-related urban open spaces.



Key

- *Build to less than or equal to 18 inches from property line*
- *5 feet minimum from property line required*
- *8 feet minimum from property line required*
- *15 feet minimum from property line required*
- *Project boundary*

Figure 3-2
Build-to Line and Setback Standards

New buildings as well as additions shall be in conformance with the build-to line and setback standards of this diagram.

3.1.3 Build-to Line, Setback, and Lot Coverage Standards and Guidelines

A. Build-to Lines and Setbacks

New buildings as well as additions shall be in conformance with the build-to line and setback standards of Figure 3-2.

If the build-to lines of Figure 3-2 are more permissive than City front and/or side yard standards, then until such time as a community plan overlay implementing ordinance is adopted, the stricter standard shall prevail unless a variance is obtained from the City of Los Angeles.

B. Streets Walls at Build-to Lines Less Than or Equal to 18 Inches

Where a build-to line of less than or equal to 18 inches is required per Figure 3-2, a minimum twenty-four (24) foot high street wall shall be maintained along a minimum of 70 percent of the length of the property line adjoining the public right-of-way.

C. Street Walls at Setbacks Greater Than 18 Inches

Where a setback greater than 18 inches is required per Figure 3-2, a minimum twenty-four (24) foot high street wall shall be maintained along a minimum of 50 percent of the required seback line adjoining the street-fronting public right-of-way.

D. Lot Coverage Definition

Gross lot coverage is defined as that percentage of a lot or parcel covered by the overall gross footprint of all the buildings and structures on the lot or parcel divided by the area of the lot or parcel (see Figure 3-3).

E. Lot Coverage

New buildings and existing buildings plus additions shall be in conformance with the lot coverage standards of Figure 3-5.

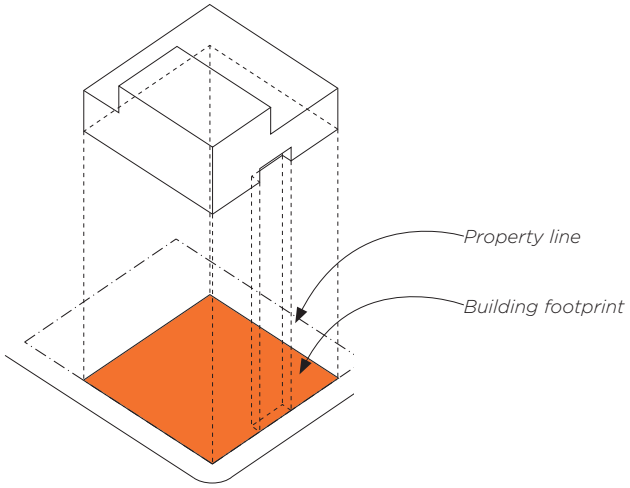
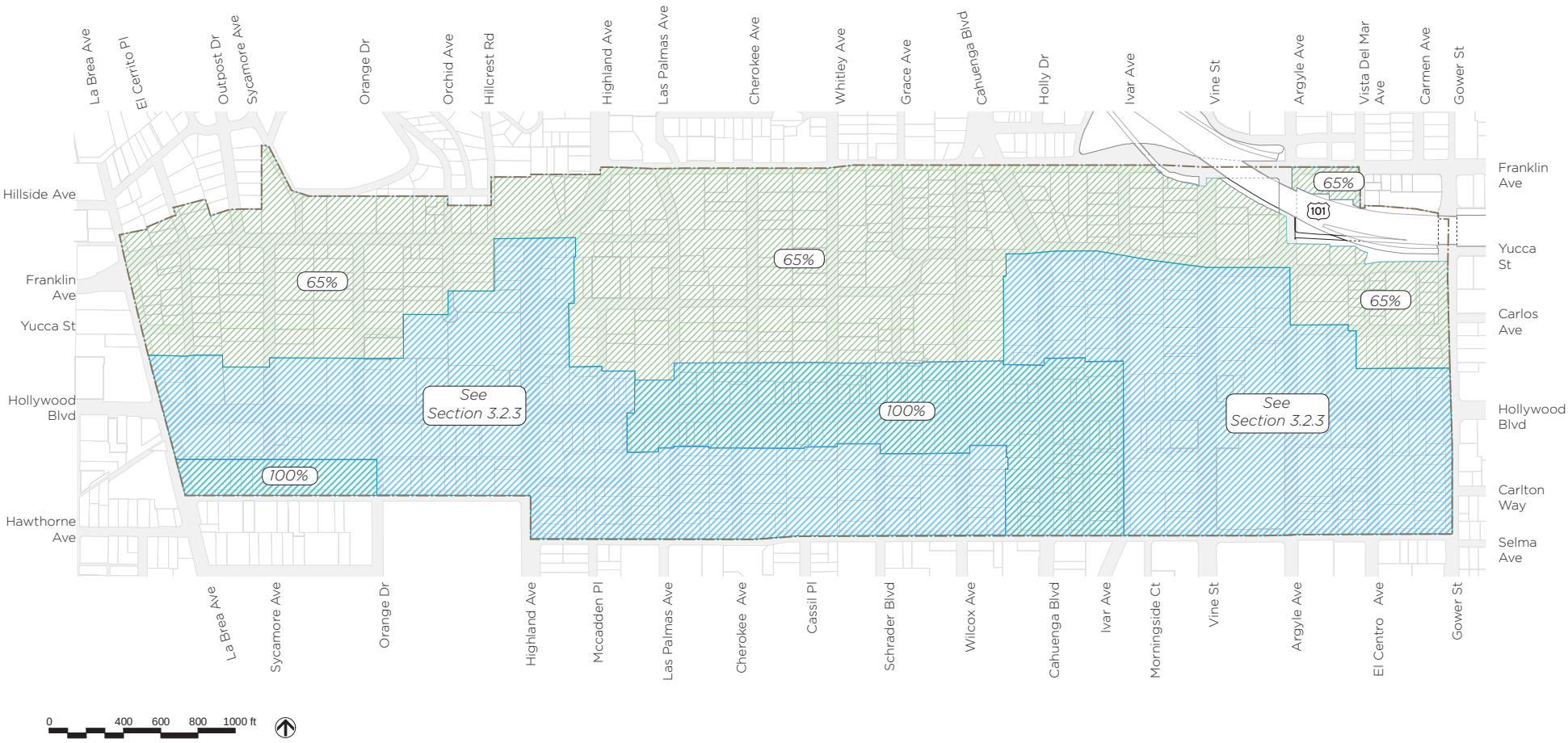


Figure 3-3
Lot Coverage

Gross lot coverage includes all areas of the building including overhangs projected onto the ground plane at the parcel or lot, divided by the area of the parcel or lot.

Figure 3-4
Continuous Street Wall

Hollywood Boulevard is defined by a near continuous street wall that parallels the existing sidewalk.



Key

- *Lot coverage - 65 %*
- *Lot coverage - 100%*
- *Lot coverage per Section 3.2.3*

Figure 3-5
Maximum Lot Coverage Standards

The maximum lot coverage standards of this figure maintain building footprint intensity in the Franklin Avenue Design District and vicinity. Maximum building height standards in Section 3.2.3 provide further lot coverage standards permitting additional height for developments that incorporate grade-level open space.

3.2 Height, Massing, and Bulk

3.2.1 Basis for Height, Massing, and Bulk Standards and Guidelines

The skyline of the Hollywood Boulevard District has three key points of height concentration that mark three key north to south streets bisecting the Boulevard: Highland Avenue, Cahuenga Boulevard, and Vine Street. Between Las Palmas Street and Wilcox Avenue in the Hollywood Boulevard District, buildings are markedly lower (see Figure 3-6).

To the south of the Boulevard a lower scale dominates. This lower scale continues north of the Boulevard and along Franklin Avenue with the exception of a concentration of taller residential structures clustered between Cherokee Avenue and Whitley Avenue.

While some newer towers of significant height have been built and/or proposed along the Vine Street corridor, for the most part, the Hollywood Boulevard District and Franklin Avenue Design District maintain the skyline integrity of an earlier era.

The Hollywood Boulevard District's iconic towers such as The Roosevelt Hotel (7000 Hollywood Boulevard), Los Angeles First Federal/Security Pacific Bank Building (6777 Hollywood Boulevard), Guaranty Building (6331 Hollywood Boulevard), Hollywood Equitable Building (6253 Hollywood Boulevard), and the Taft Building (6280 Hollywood Boulevard), still largely establish the tenor for tall structures in the Hollywood Boulevard District. These buildings are defined both by a pre-1957 height-limit datum of 150 feet and smaller floor plates areas (see Figures 3-7 through 3-11).

In the residential neighborhoods north of the Boulevard, and within the Franklin Avenue Design District, a field of lower residential buildings typically dominates, (see Figure 3-12) but it is also occasionally punctuated by older, smaller floor plate towers such as the Montecito (6650 Franklin Avenue), the Fontenoy (1811 Whitley Avenue), and the spire of the Hollywood Methodist Church (6817 Franklin Avenue) (see Figures 3-13 through 3-15).

A small number of buildings in the districts exceed the old Los Angeles height limit including the office towers at the west gateway to the District (7080 and 7060 Hollywood Boulevard), the Renaissance Hotel (1755 Highland Avenue), the Capitol Records Building (1750 Vine Street) with its needle that soars to 220 feet, and the recently completed buildings at the W Hotel (6250 Hollywood Boulevard) (see Figures 3-16 through 3-19). Notwithstanding these exceptions, and decorative towers such as those at the Security Pacific Building at Hollywood Boulevard and Highland Avenue that were allowed by the old height limit ordinance, Hollywood's skyline is remarkably faithful to an earlier vision of Los Angeles urbanism.

The height standards and guidelines of this Plan are based upon observation of the existing heights of buildings in the Hollywood Boulevard and Franklin Avenue Design Districts: historic, new, and proposed. Bulk and massing standards, similarly, are built upon an understanding of typical floor plates, existing and proposed. Height, massing, and bulk standards and guidelines are also based upon a review of clusters of similar heights.

Height compatibility in this Plan is defined as continuing and respecting the overall sensibility of height and massing in the Hollywood Boulevard District and the Franklin Avenue Design District while acknowledging height clusters that have, for decades shaped, and continue to shape, these areas.

Lower Buildings

Figure 3-6

1. Hollywood Boulevard between Las Palmas Street and Wilcox Avenue

Hollywood Boulevard's Iconic Pre-1957 Height-Limit Towers

Figure 3-7

2. The Roosevelt Hotel

Figure 3-8

3. Security Pacific Bank

Figure 3-9

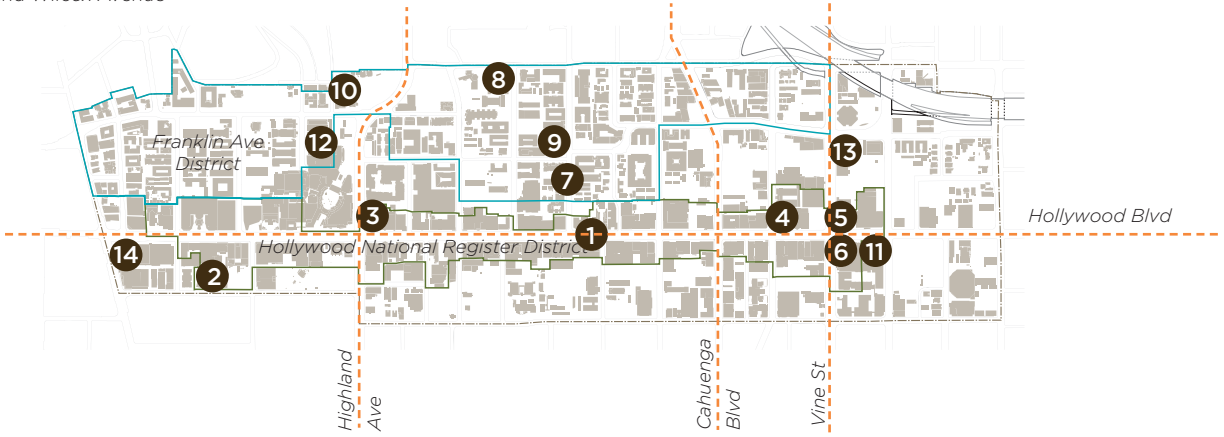
4. Guaranty Building

Figure 3-10

5. Hollywood Equitable Building

Figure 3-11

6. Taft Building



Franklin Avenue Design District

Figure 3-12

7. Franklin Avenue District Residential Neighborhood

Franklin Avenue Design District Towers

Figure 3-13

8. The Montecito

Figure 3-14

9. The Fontenoy

Figure 3-15

10. Hollywood Methodist Church

Tall Structures within the Hollywood Boulevard District

Figure 3-16

11. W Hotel

Figure 3-17

12. Renaissance Hotel

Figure 3-18

13. Capitol Records Tower

Figure 3-19

14. Office Towers at West Gateway

3.2.2 Height, Massing, and Bulk Goals

A. Honor Existing Scale

Maintain the integrity of the heights, massing, and bulk observed in the Hollywood Boulevard and Franklin Avenue Design Districts.

B. Preserve Views

Conserve views up streets north towards the Hollywood Hills.

C. Allow Iconic Structures

Encourage the creation, where appropriate, of new buildings that imaginatively extend into the skyline and thereby strengthen the identity and spirit of Hollywood as a location and an idea.

3.2.3 Height, Massing, and Bulk Standards and Guidelines

New buildings, as well as additions, shall be in conformance with the requirements of the maximum building height standards of Figure 3-20. In addition to maximum building height, these standards may limit building bulk or footprint as noted.

Proponents of new projects should confirm height limits with CRA/LA staff and City of Los Angeles Planning Department staff.

A. 30-Foot Maximum Building Height

The following standards shall apply in areas designated on Figure 3-20 as "30 ft."

i. Maximum Height. New buildings, as well as additions, shall not exceed 30 feet in height (see Figure 3-21).

B. 36-Foot Maximum Building Height

The following standards shall apply in areas designated on Figure 3-20 as "36 ft."

i. Maximum Height. New buildings, as well as additions, shall not exceed 36 feet in height (see Figure 3-21).

C. 45-Foot Maximum Building Height

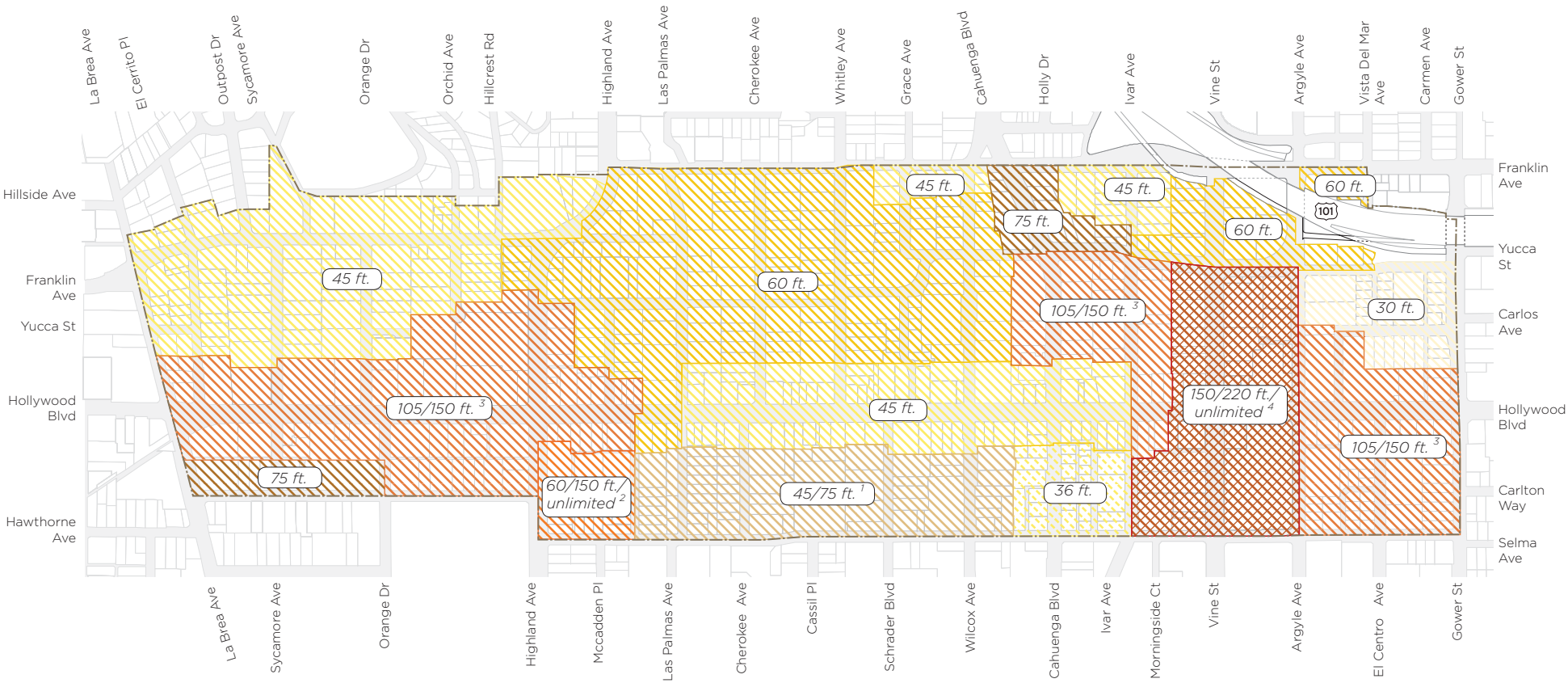
The following standards shall apply in areas designated on Figure 3-20 as "45 ft."

i. Maximum Height. New buildings, as well as additions, shall not exceed 45 feet in height (see Figure 3-21).

D. 60-Foot Maximum Building Height

The following standards shall apply in areas designated on Figure 3-20 as "60 ft."

i. Maximum Height. New buildings, as well as additions, shall not exceed 60 feet in height (see Figure 3-21).



Key

- *30 ft.*
- *36 ft.*
- *45 ft.*
- *60 ft.*
- *75 ft.*
- *45/75 ft.* [1]
- *60/150 ft./Unlimited* [2]
- *105/150 ft.* [3]
- *150/220 ft./Unlimited* [4]
- *Project boundary*

[1] *For buildings over 45 ft. in height bulk limits and maximum 90% gross lot coverage apply (see Section 3.2.3 F.).*
[2] *For buildings over 60 ft. in height bulk limits and maximum 80% gross lot coverage apply (see Section 3.2.3 G.).*
[3] *For buildings over 105 ft. in height bulk limits and maximum 80% gross lot coverage apply (see Section 3.2.3 H.).*
[4] *For buildings over 150 ft. in height bulk limits and maximum 70% gross lot coverage apply (see Section 3.2.3 I.).*

Figure 3-20
Maximum Building Height Standards

New buildings and additions shall be in conformance with the standards of this diagram.

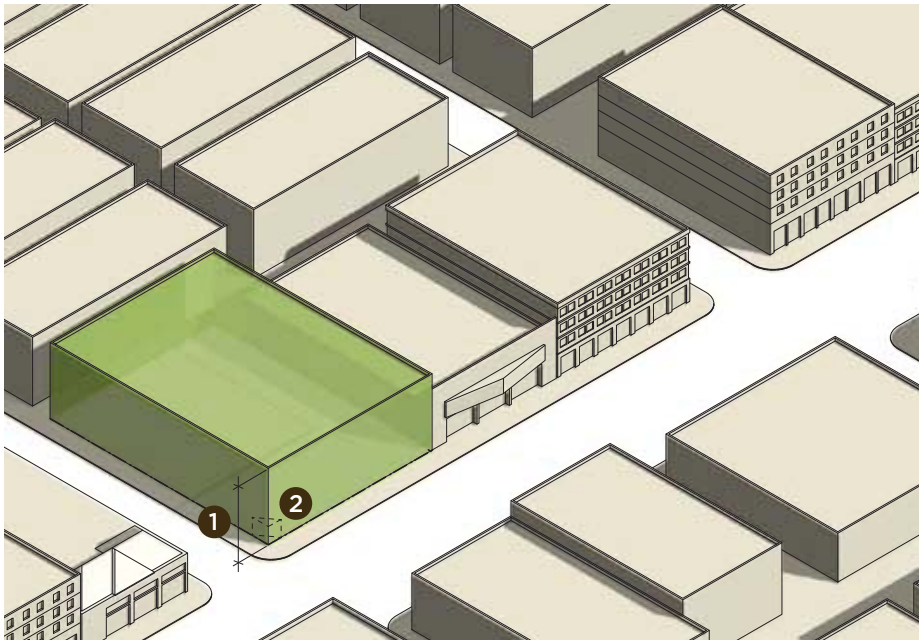


Figure 3-21
Maximum Building Height Diagram

1. Maximum building height
2. Visibility triangle (see L.A.M.C.)

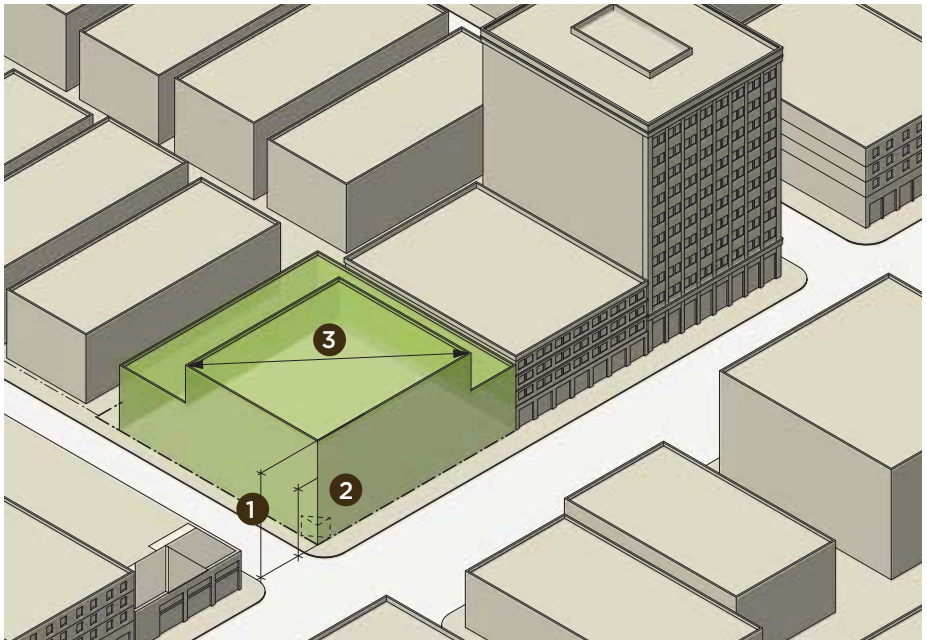


Figure 3-22
45/75 Foot Height Limit and Maximum Floor Plan Diagonal Diagram

1. Maximum building height
2. Visibility triangle (see L.A.M.C.)
3. Maximum plan diagonal above 45 feet

E. 75-Foot Maximum Building Height

The following standards shall apply in areas designated on Figure 3-20 as "75 ft."

i. Maximum Height. New buildings, as well as additions, shall not exceed 75 feet in height (see Figure 3-21).

F. 45/75-Foot Maximum Building Height

The following standards shall apply in areas designated on Figure 3-20 as "45/75 ft."

i. Maximum 45-Foot Height. New buildings, as well as additions, not exceeding 45 feet in height may cover 100% of the lot area (see Figure 3-21).

iii. Maximum 75-Foot Height. New buildings, as well as additions, may be developed to a maximum height of 75 feet provided the following conditions are met:

(a) The gross lot coverage shall not exceed 90% of the lot area.

(b) Any floor area above a height of 45 feet shall have a maximum plan diagonal that does not exceed 155 feet in length (see Figures 3-22 and 3-26).

(c) If more than one building component above 45 feet in height is proposed on a site a minimum distance of 30 feet shall separate these components from each other.

G. 60/150-Foot/Unlimited Maximum Building Height

The following standards shall apply in areas designated on Figure 3-20 as "60/150 ft./Unlimited."

i. Maximum 60-Foot Height. New buildings, as well as additions, not exceeding 60 feet in height may cover 100% of the lot area (see Figure 3-21).

iii. Maximum 150-Foot Height. New buildings, as well as additions, may be developed to a maximum height of 150

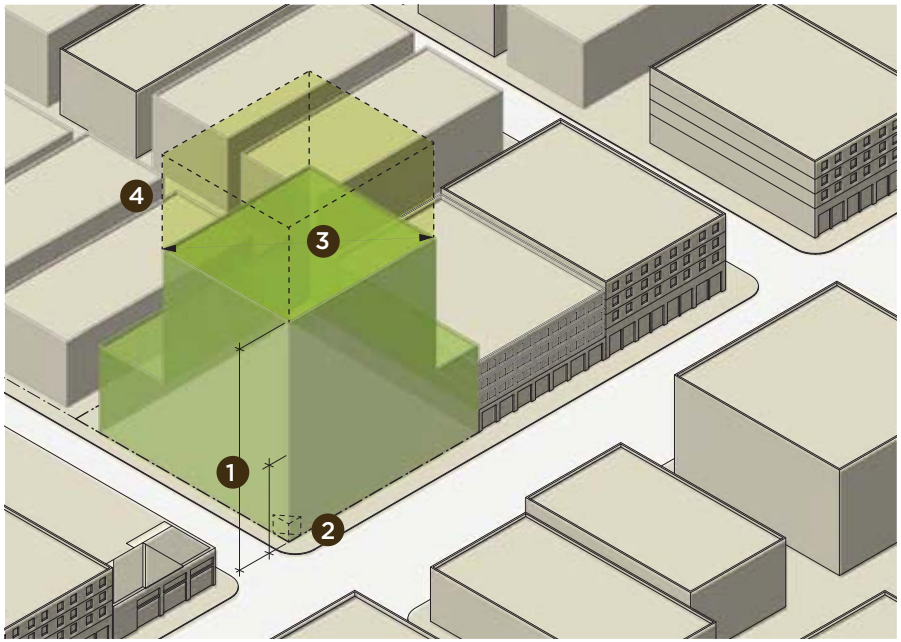


Figure 3-23
60/150 Foot/Unlimited Height Limit and Maximum Floor Plan Diagonal Diagram

1. Maximum building height
2. Visibility triangle (see L.A.M.C.)
3. Maximum plan diagonal above 60 feet
4. Height above 150 feet with CRA/LA approval

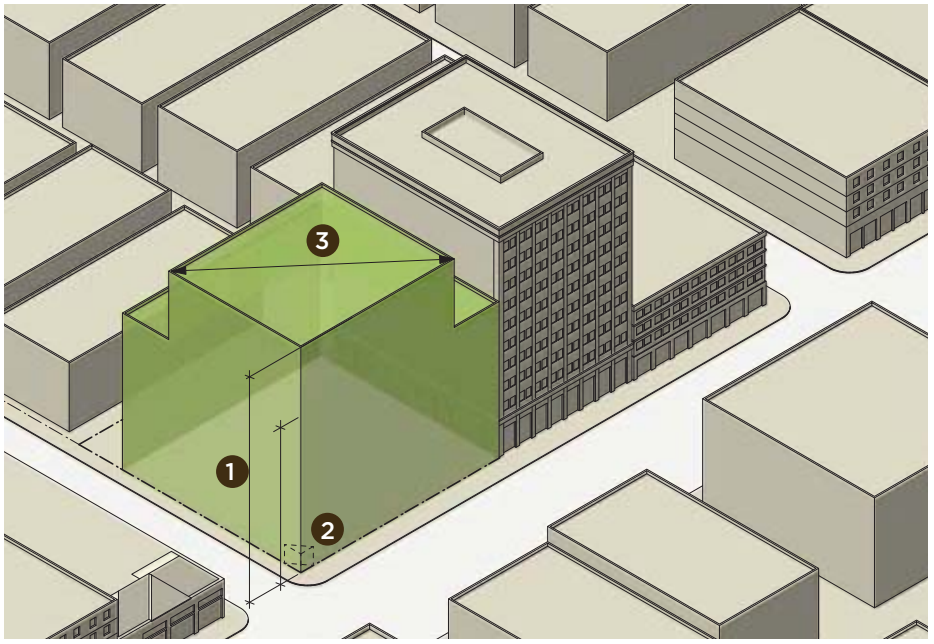


Figure 3-24
105/150 Foot Height Limit and Maximum Floor Plan Diagonal Diagram

1. Maximum building height
2. Visibility triangle (see L.A.M.C.)
3. Maximum plan diagonal above 105 feet

feet provided the following conditions are met:

(a) The gross lot coverage shall not exceed 80% of the lot area.

(b) Any floor area above a height of 60 feet shall have a maximum plan diagonal that does not exceed 155 feet in length (see Figures 3-23 and 3-26).

(c) If more than one building component above 60 feet in height is proposed on a site a minimum distance of 30 feet shall separate these components from each other.

iii. Unlimited Height. New develoments exceeding a height of 150 feet may be permitted with CRA/LA approval.

H. 105/150-Foot Maximum Building Height

The following standards shall apply in areas designated on Figure 3-20 as "105/150 ft."

i. Maximum 105-Foot Height. New buildings, as well as additions, not exceeding 105 feet in height may cover 100% of the lot area (see Figure 3-21).

iii. Maximum 150-Foot Height. New buildings, as well as additions, may be developed to a maximum height of 150 feet provided the following conditions are met:

(a) The gross lot coverage shall not exceed 80% of the lot area.

(b) Any floor area above a height of 105 feet shall have a maximum plan diagonal that does not exceed 155 feet in length (see Figures 3-24 and 3-26).

(c) If more than one building component above 45 feet in height is proposed on a site a minimum distance of 30 feet shall separate these components from each other.

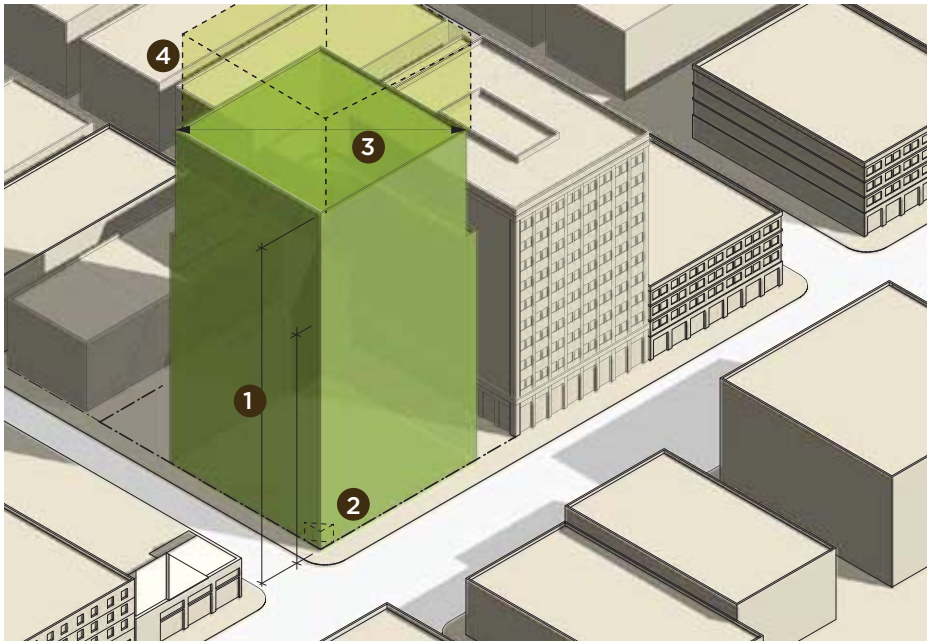


Figure 3-25
150/220 Foot/Unlimited Height Limit and Maximum Floor Plan Diagonal Diagram

1. Maximum building height
2. Visibility triangle (see L.A.M.C.)
3. Maximum plan diagonal above 150 feet
4. Height above 220 feet with CRA/LA approval

I. 150/220 Foot/Unlimited Maximum Building Height

The following standards shall apply in areas designated on Figure 3-20 as "150/220 ft./Unlimited"

i. Maximum 150-Foot Height. New buildings, as well as additions, not exceeding 150 feet in height may cover 100% of the lot area (see Figure 3-21).

ii. Maximum 220-Foot Height. New buildings, as well as additions, may be developed to a maximum height of 220 feet provided the following conditions are met:

(a) The gross lot coverage shall not exceed 70% of the lot area.

(b) Any floor area above a height of 150 feet shall have a maximum plan diagonal that does not exceed 155 feet in length (see Figures 3-25 and 3-26).

(c) If more than one building component above 60 feet in height is proposed on a site a minimum distance of 30 feet shall separate these components from each other.

iii. Unlimited Height. New develoments exceeding a height of 150 feet may be permitted with CRA/LA approval.

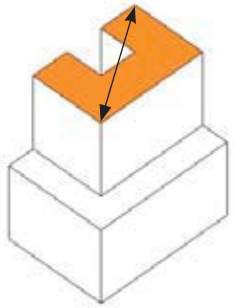


Figure 3-26
Maximum Plan Diagonal

The measurement of the largest diagonal distance, from outside corner to outside corner of the floor plan of a building.

J. Covered Public Areas and Atriums

Notwithstanding gross lot coverage limits of this section, covered public areas and atriums shall not be counted towards lot coverage provided that the following conditions are met:

(a) The space have a clear height of no less than twenty-five (25) feet.

(b) The space be accessible to the general public during regular business hours.

K. Uninhabited Architectural Extensions

Notwithstanding the building height limit standards of this section, uninhabited architectural extensions are encouraged provided the following standards are met (See also Figure 3-27):

i. **Height.** Architectural extensions shall not exceed 200% of the maximum allowed height as measured from grade or 70 feet, whichever is less.

ii. **Footprint.** The footprint of all architectural extensions shall not exceed 25% of the gross square footage of a building's top inhabited floor.

iii. **Approval Required.** Architectural extensions exceeding 220 feet in height as measured from grade shall require the approval of CRA/LA.

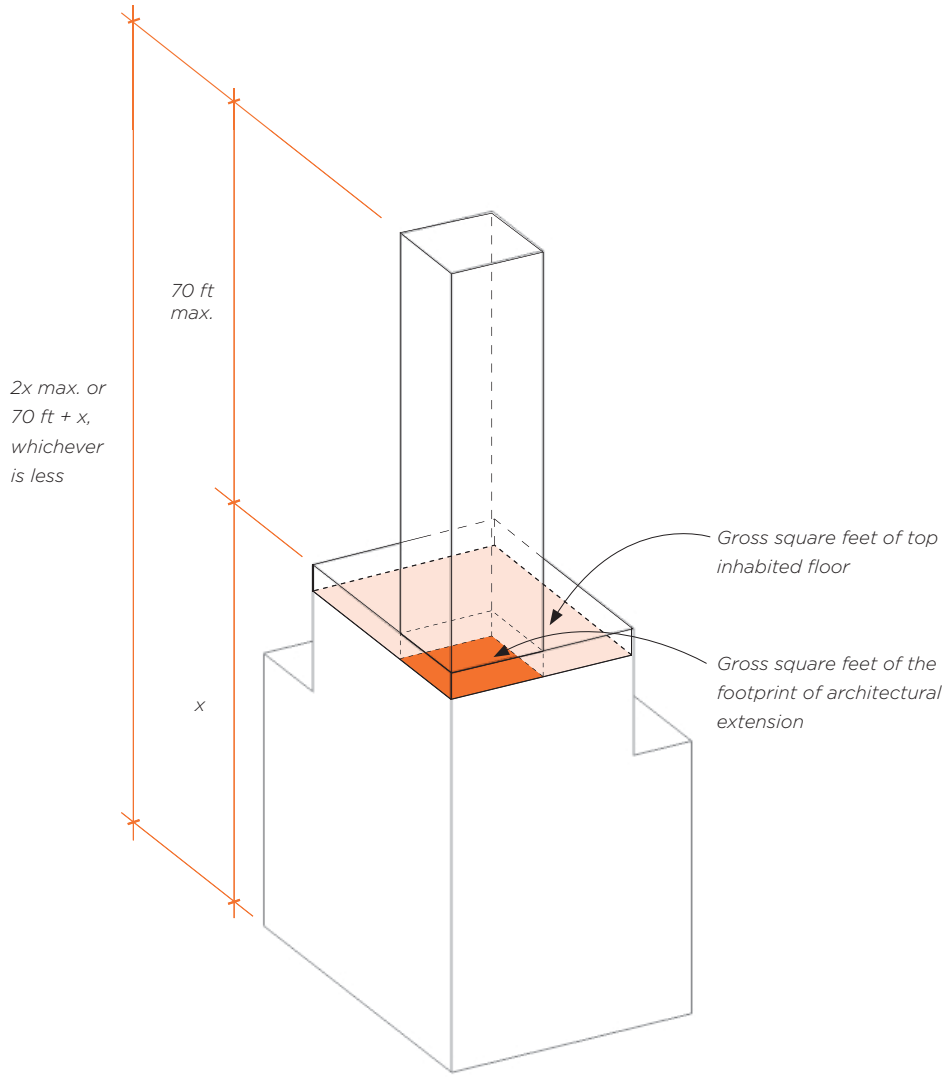


Figure 3-27
Architectural Extensions

Uninhabited architectural extensions are allowed if they meet the criteria of Section 3.3.H.

3.3 Architectural Character

3.3.1 Basis for Architectural Character Standards and Guidelines

The Hollywood Boulevard District and Franklin Avenue District's architectural character is formatively shaped by the architectural movements of the early to mid-20th Century. Materials, scale of design components, and use of period styles establish significant settings for new buildings and additions.

Along Hollywood Boulevard, many of the historic buildings were designed in variants of the Spanish Revival, Renaissance Revival, and Art Deco styles (see Figures 3-28 through 3-31). These period-style architectural preferences also characterize the residential architecture of the Franklin Avenue District along with stylistic examples of Chateauesque, Craftsman, and Shingle Style architecture (see Figure 3-32 through 3-34).

Some of the key landmarks of the past, particularly along Hollywood Boulevard and Vine Street, display a sense of fantasy, eccentricity, collage, and symbolism that push period-style and even modern architecture to extremes of expression. Movie palaces such as the Chinese Theater (6925 Hollywood Boulevard), the soaring mechanistic radio towers that hover over the Italianate and Beaux Arts Warner Brothers Theater Hollywood (6423 Hollywood Boulevard), or the needle and International Style album stack of the Capitol Records Tower (1750 Vine Street), each embody the concept that Hollywood is a global entertainment center (see Figures 3-35 through 3-37).

The overall built form legacy of the two districts incorporates the sobriety of a financial district, the scale of a main street, the fantasy of a dream factory, and juxtapositions of ingenious eclecticism. This collage of architectural types, styles, and forms demonstrates underlying design principles that influence contemporary building and relate the new to the old.

Figure 3-28 Art Deco Style

Art Deco style architecture typically utilizes smooth stucco wall finishes with vertical expressions ordering the façade and geometric motifs generating ornamental expression.

Figure 3-29 Spanish Revival Style

Commonly found throughout Southern California, the Spanish Revival style is readily recognized by its low-pitched tile roofs, light smooth stucco finishes, and arches accentuating principal openings.

Figure 3-30 Renaissance Revival Style

The Renaissance Revival style is characterized by flat façade faces with regular fenestration. Typically, a rustic base, belt courses, and cornices create the major horizontal divisions seen at the façades.

Figure 3-31 Beaux Arts Style

Based on Italian Renaissance models, Beaux Arts architecture typically utilizes simple rectangular plans and symmetric facades. Pilasters and column motifs express verticality the vertical and create rhythmic façade bays.

Figure 3-32 Craftsman Style

Features that characterize Craftsman architecture include brackets at gables, exposed rafters, extended eaves, low-pitched roofs, deep porches, and ornamental use of wood.

Figure 3-33 Shingle Style - Janes House

Shingle Style homes are designed with asymmetric roof lines and flowing building faces that are connected through use of wooden shingles. Other defining features include eaves on multiple levels, porches, dormers, and asymmetric floor plans.

Figure 3-34 Chateauesque Style

The Chateauesque style draws from 16th-Century French monumental chateaus and is characterized by lively, vertical roof forms, steep roof pitches, and horizontal belt courses.

Figure 3-35 Grauman's Chinese Theater

Fantasy, in this case of an eastern exoticism, was used to enhance the experience of movie going.

Figure 3-37 Warner Brothers Theatre

The large broadcasting antennas and the blade sign Embellish the Beaux Arts architecture of this theater and provide a jazz-age sensibility.

Figure 3-36 Capitol Records Tower

The needle appears to be playing a stack of records in this mid-century modern landmark.

Typical characteristics of legacy architecture in the Hollywood Boulevard District and the Franklin Avenue Design District that should influence new construction include:

A. Cementitious and Masonry Materials

Masonry, cementitious, and solid walls with individual windows set into the walls.

B. Light and Earth Tone Colors

Light and earth tone colored walls.

C. Vertical and Horizontal Alignments

Major and minor vertical and horizontal architectural components and details define building bays and modulate building surfaces.

D. Building "Bases"

Horizontal expression of one-, two-, and three-story building bases that are visually distinct from upper portions of structures and that relate the overall scale of the building to the pedestrian at the sidewalk.

E. Ground-Related Entries

Entries, storefronts, and entrance areas including open spaces oriented to sidewalks.

F. Architectural Extensions

Uninhabited and sometimes fanciful roof shapes, pylons, towers, and skyline signs marking building tops.

Architectural compatibility in this plan is defined as incorporating in new buildings and additions the general characteristics and essences of materials, proportions, and details described above that have accumulated over time to form Hollywood's legacy of architectural sensibility. In this regard, contemporary approaches and innovative designs that consciously embody underlying building principles seen in the two districts are as welcome as skillful deployment of craft and design traditions.

3.3.2 Architectural Character Standards and Guidelines Goal

New buildings and additions in the Hollywood Boulevard and Franklin Avenue Design Districts should build upon observation of Hollywood's historic built environment. Both traditional and innovative contemporary design expression should be compatible with the characteristics that have defined the materiality and expression of the Districts' architecture through time.

Figure 3-38
Existing View at Hollywood Boulevard and Cherokee Avenue

Existing conditions at Hollywood Boulevard looking west near Cherokee Avenue.

Figure 3-39
Illustration of New Construction Utilizing Standards and Guidelines

In the National Register Hollywood Boulevard Commercial and Entertainment Historic District, standards and guidelines encourage infill construction that conserves historic buildings while providing for new architecture that builds upon existing precedent.

3.3.3 Architectural Character Standards and Guidelines

A. Façade Modulation

In Hollywood, a close relationship exists between parcel size, the combinations of parcels that create larger lots, and the overall scale, proportion, and modulation of consequent buildings. Compatibility of new buildings and additions in the Hollywood Boulevard District and Franklin Avenue Design District should incorporate modulation that reflects this underlying logic of land division.

i. Facade Modulation at Build-to-Lines Less Than or Equal to 18 Inches From Property Lines. Along street frontages with a required build-to line less than or equal to 18 inches from the property line, as noted on Figure 3-2, the architectural expression of facades facing these frontages shall express modulation or variation in the design of architectural massing and/or bulk at least once every 125 feet. This modulation may be attained through the use of breaks in building plane, major changes in massing, utilization of projecting bays or recesses, changes in material, differentiation of color, use of openings giving way to ground-level open space, and/or use of architectural detail and/or ornament (see Figure 3-40 and Table 3-1).

ii. Facade Modulation for Setbacks Greater Than 18 Inches From Property Line. Along street frontages with a required setback greater than 18 inches from the property line, as noted on Figure 3-2, the architectural expression of facades facing these frontages shall express modulation or variation in the design of architectural massing and/or bulk at least once every 70 feet. This modulation may be attained through the use of breaks in building plane, major changes in massing, utilization of projecting bays or recesses, changes in material, differentiation of color, use of openings to give way to ground level open space, multiple entries, and/or use of architectural detail and/or ornament (see Figure 3-40 and Table 3-1).

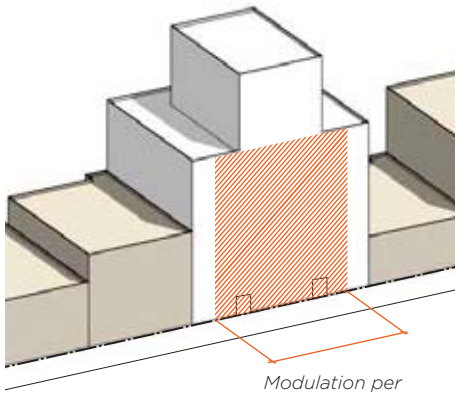


Figure 3-40
Facade Modulation

Table 3-1 Facade Modulation

Build-to-Line or Setback	*Facade Modulation*
≤ 18 in. from P.L.	*every 125 feet*
> 18 in. from P.L.	*every 70 feet*

P.L. = Property line
Refer to Section 3.1.3 for build-to-line requirements

B. Ground-Related Entries

The Hollywood Boulevard District and Franklin Avenue District are pedestrian-oriented zones with a strong relationship between the area's sidewalk vitality and safety and presence of ground-related building entries, storefronts, and small, privately controlled open spaces. Compatibility of new buildings and additions within these districts requires the reinforcement and continuation of this pattern.

i. Ground-Related Entries For Build-to-Line Less Than or Equal to 18 Inches From Property Lines. Along street frontages with a required build-to line that is less than or equal to 18 inches from the property line as noted on Figure 3-2, a ground-related public building entry leading to a building lobby, storefront entry, and/or entry to a ground-level open space shall occur at least once every 75 feet. Ground-related entries shall be within 12 inches of the adjacent grade level (see Figure 3-41 and Table 3-2).

ii. Ground-Related Entries for Setbacks Greater Than 18 Inches From the Property Line. Along street frontages with a required setback of greater than 18 inches from the property line, as noted on Figure 3-2, a ground-related entry and/or open space shall occur at least once every 50 feet. Along these street frontages a ground-related entry may lead directly to a building lobby, a residential and/or live-work unit, a ground level open space, and/or an inhabited space such as a

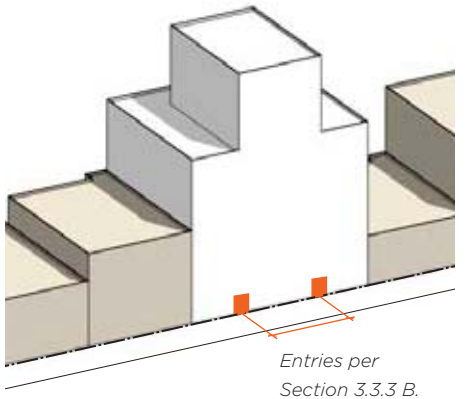


Figure 3-41
Ground-Related Entry

Table 3-2 Ground-Related Entry

Build-to-Line at Setback	*Required Ground-Related Entry*
≤ 18 in. from P.L.	*at least once every 75 feet*
> 18 in. from P.L.	*at least once every 50 feet*

P.L. = Property line
Refer to Section 3.1.3 for build-to-line requirements

common room or office. Ground-related entries and/or open space shall be within 30 inches of the adjacent grade level along these street frontages (see Figure 3-41 and Table 3-2).

iii. Architectural Elements at Ground-Related Entries. Ground-related entries should utilize architectural elements and components including but not limited to, alcoves, arcades, inset entrances lined by display cases, stoops, porches, awnings, glass doors, and architectural accents and details.

C. Vertical and Horizontal Articulation

The architecture of many of Hollywood's most prominent historic commercial buildings utilized an ornamental overlay of vertical and horizontal façade expression that establishes an overall visual complexity that results in human-scale architectural intricacy (see Figure 3-42).

One means of creating compatible new buildings and additions within the commercially oriented portions of the Hollywood Boulevard District and Franklin Avenue Design District is to incorporate this quality of vertical and horizontal visual complexity.

i. Maximum Horizontal Dimension of Facade Bays. Along street frontages with a required build-to line of equal to or less than eighteen (18) inches, as noted on Figure 3-2, the maximum horizontal dimension of façade bays from center of bay to center of bay and the maximum horizontal dimension of unsubdivided glass expanses shall be thirty (30) feet within thirty (30) feet of grade.

ii. Vertical and Horizontal Architecture Elements. Along street frontages with a required build-to line of equal to or less than 18 inches as noted on Figure 3-2, the architectural expression of new structures and additions should utilize a combination of major and minor vertical and horizontal architectural elements and details at building facades.

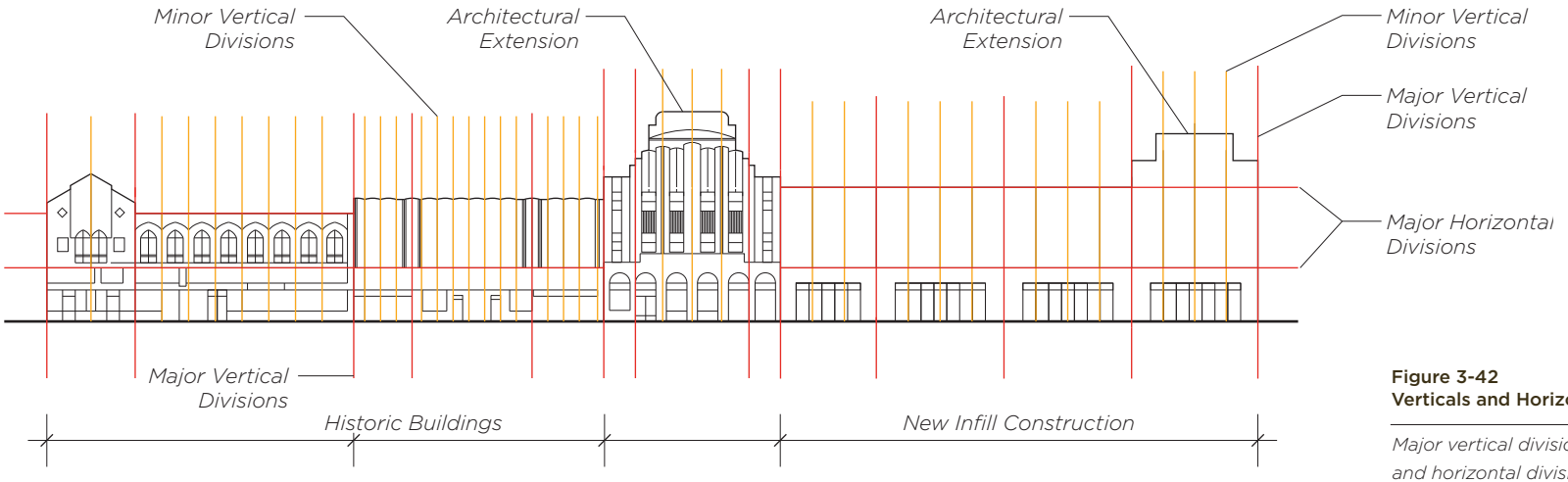


Figure 3-42
Verticals and Horizontals

Major vertical divisions, minor vertical divisions, and horizontal divisions are characteristic of Hollywood's commercial architecture.

D. Façade Depth

Buildings in the Hollywood Boulevard and Franklin Avenue Design Districts typically utilize windows that are set back or within solid masonry or masonry-like walls creating a sense of façade depth. On older buildings, architectural details such as expressed sills, jambs, and ornamental surrounds create additional visual interest (see Figure 3-43).

One means of creating compatible new buildings and additions within the Hollywood Boulevard and Franklin Avenue Districts is to incorporate this type of facade depth into new structures and additions.

i. **Facade Depth at Windows.** Each building elevation which faces a public street should have a quality of façade depth created through the use of individual windows set into the wall surface and/or utilize design details at the window and wall interface that create a texture at the wall plane of light and shadow (see Figure 3-44).

E. Glazing

The dominant architecture of the Hollywood Boulevard and Franklin Avenue Design Districts features individual windows set into walls, limited expanses of glazing, and no reflective glass.

Compatibility of new buildings and additions in these districts is established when these characteristic traits are continued.

i. **Required Glazing Type.** Use of clear, colorless and transparent glazing is required within the first 30 feet of grade.

ii. **Prohibited Glazing Materials.** Use of reflective glass is prohibited.

iii. **Percentage of Glazing at Facade.** Along street frontages with a required build-to line less than or equal to 18 inches from the property line, as noted in Figure 3-2, glazing should constitute a minimum of 30% of the area of a building face and should not exceed 80% of the area of a building face.

Figure 3-43
Facade Depth
Windows are set back from the facade plane and ornament creates additional visual interest.

Figure 3-44
Facade Depth at Storefronts
Facade depth can enliven building facades at both upper levels as well as the sidewalk.

F. Materials and Colors

Material and color trends through time inform the design of buildings in the Hollywood Boulevard and Franklin Avenue Design District.

Commercial buildings are typically faced with solid materials such as light-colored terra cotta and terra cotta glazed to look like stone. Other material choices seen include brick and cement plaster (stucco) of varying finish. With the exception of the brick buildings, in most cases, the design palette of materials is light-colored.

In residential zones, earth tones are seen but can also trend towards pastels with color accents at windows and trim.

Compatibility of new buildings and additions in the Hollywood Boulevard District and Franklin Avenue Design District is furthered when new structures and additions incorporate the material and color sensibilities of older landmark structures in this area.

i. Material and Color in the National Register Hollywood Boulevard Commercial and Entertainment District.

Within the boundaries of the National Register Hollywood Boulevard Commercial and Entertainment District (see Figure 1-2), exterior finishes of new buildings and additions at surfaces other than glazing, are required to utilize opaque, masonry, brick, masonry-like, and/or cementitious materials and finishes. When other materials are used at these surfaces, they should be used as accents for visual interest and should not be the dominant material (see Figures 3-45 through 3-47).

Figure 3-45
Material and Colors in the Hollywood Boulevard District

Figure 3-46
Material and Colors in the Hollywood Boulevard District

Figure 3-47
Material and Colors in the Hollywood Boulevard District

Key

1. *Change of material from ground-floor use to uses above*
2. *Dark and bright colors accentuate windows and entries in contrast to light-colored masonry-like dominant material*
3. *Masonry and/or terra cotta finish at base*
4. *Brick*

ii. Material Use in the Hollywood Boulevard District. In the Hollywood Boulevard District (see Figure 1-2), exterior finishes of new buildings and additions, at surfaces other than glazing, are encouraged to utilize opaque, masonry, brick, masonry-like, and/or cementitious materials and finishes. When other materials are used at these surfaces, they should be used as accents that create visual interest, and not predominate (see Figures 3-48 and 3-49).

iii. Material Use in the Franklin Avenue Design District. In the Franklin Avenue District (see Figure 1-2), exterior finishes of new buildings and additions, at surfaces other than glazing, are encouraged to utilize opaque, masonry, brick, masonry-like, cementitious and/or wood materials and finishes (see Figures 3-50 through 3-52).

iv. Color Palette in the Franklin Avenue Design District. Color palettes should generally be light-colored with contrasting brighter and/or darker colors located at windows and architectural details.

Figure 3-48
Materials and Colors in the Hollywood Boulevard District

Figure 3-49
Materials and Colors in the Hollywood Boulevard District

Key

1. *Change of material from ground-floor use to uses above*
2. *Dark and bright colors accentuate windows and entries*
3. *Masonry finish at base*
4. *Brick*
5. *Cementitious material*
6. *Contrasting accent materials to add visual interest*
7. *Wood*
8. *Stucco*

Figure 3-50
Materials and Colors in the Franklin Avenue Design District

Figure 3-51
Materials and Colors in the Franklin Avenue Design District

Figure 3-52
Materials and Colors in the Franklin Avenue Design District

G. Balconies

Projecting residential balconies, with the exception of French balconies and doors, or the occasional Spanish Revival loggia, were not typically used as building elements in the design of older buildings in the Hollywood Boulevard and Franklin Avenue Districts.

Compatibility of new buildings and additions in the Hollywood Boulevard and Franklin Avenue Districts is furthered when private open space associated with residences is integral to and located within the surface of the building mass, and when balconies are not used as a dominant architectural compositional device.

i. Balconies in the National Register Hollywood Boulevard District. Within the boundaries of the National Register Hollywood Boulevard Commercial and Entertainment District (see Figure 1-2), balconies and outdoor above-grade open spaces that project more than one foot from a building's façade surface are not permitted (see Figure 3-53).

ii. Balconies in the Hollywood Boulevard and Franklin Avenue Districts. In the Hollywood Boulevard and Franklin Avenue Districts, balconies and above-grade open spaces should be integral to a building's mass and form and balconies and terraces. should not project more than one foot from a building's façade surface (see Figures 3-54 and 3-55).

iii. Alignment. When utilized, balconies should be aligned with the building's vertical elements, building bays, and/or modulation (see Figure 3-55).

Figure 3-53
Balconies Within the Hollywood Boulevard District

Illustration of balconies designed within the building mass and form.

Figure 3-54
Balconies Within the Hollywood Boulevard District

Illustration of balconies set within the frame of a window opening.

Figure 3-55
Balconies Within the Franklin Avenue Design District

Illustration of balconies and loggias as architectural accents aligned with window modulation.

H. Awnings and Pole-Mounted Canopies

Awnings and pole-mounted canopies were often used in the early decades of the 20th Century in front of commercial storefronts to provide identity. Awnings were also used at building openings for protection from sunlight.

Awnings or canopies built on or over City property such as sidewalks may require the approval of the Los Angeles Department of Cultural Affairs. This department should be contacted as early as possible to facilitate review of architectural elements that extend into the public right-of-way.

Compatibility of awnings and pole-mounted canopies is facilitated when the design of these elements embodies the sensibility and patterns utilized through time in Hollywood.

i. Awnings and Pole-Mounted Canopies. Awnings and pole-mounted canopies that are attached to new buildings and additions shall be integral to and fit within the shape, form, and dimensions of the building bays or framing elements at the point of attachment to the building (see Figures 3-57).

I. Architectural, Decorative, and Safety Lighting

Architectural lighting highlights the architectural expression of buildings at night and because of its brightness should always be shielded from the direct view of pedestrians. Decorative lighting is integral to the design of a building and creates lighting accents that accenuate the architectural features of a building. Safety lighting creates ambient lighting levels required for safe surrounds at night.

i. Shield Lighting. Oudoor architectural and safety lighting shall be shielded from the view of pedestrians, motorists, and occupants of adjacent structures.

ii. Encourage Architectural and Decorative Lighting. Use of architectural and decorative lighting to highlight building features such as architectural detail, shop windows, entries, and towers is encouraged, particularly along Hollywood Boulevard (see Figure 3-58).

J. Rooftop Mechanical Equipments

Rooftop mechanical equipment shall be completely screened from lateral and pedestrian view. Mechanical penthouses shall be integral to the design of any new building and/or addition and should incorporate architectural features, components, and treatments, including similar materials and colors as utilized in the design of the building as a whole.

K. Trash and Recycling Enclosures Standard

Trash enclosures, recycling area enclosures, and/or trash rooms shall be completely screened from the view of any public right-of-way.

Figure 3-56
Awnings and Shade
Awnings provide shade to both interior space and outdoor seating areas.

Figure 3-57
Awning
Awnings are integral to the desing of the storefront and are set within the indiviual façade bay.

Figure 3-58
Architectural and Decorative Lighting
The building modulation and vertical elements are emphasized through outdoor complimentary architectural lighting.

Figure 3-59
Existing View at Cahuenga Boulevard Looking North

Existing conditions at Cahuenga Boulevard looking north.

Figure 3-60
Illustration of New Construction Utilizing Standards and Guidelines

In Hollywood new commercial architecture can utilize principles of vertical and horizontal articulation, façade depth, and full architectural treatment of above-grade parking structures to realize compatible and contemporary design expression.

3.4 Storefronts

3.4.1 Basis for Storefront Standards and Guidelines

Storefronts define and frame the texture and vitality of Hollywood Boulevard. Many of Hollywood Boulevard's historic storefronts are still intact. These storefronts, as well as well-designed contemporary storefronts, maintain the connection and continuity between the area's sidewalks and interior activity (see Figure 3-61).

Compatibility of new buildings and additions is realized when new designs sustain patterns of storefront urbanism and detail that have marked the commercial areas of the Hollywood Boulevard and Franklin Avenue Design Districts for a century.

3.4.2 Storefront Standards and Guidelines Goal

New storefronts, and restored and rehabilitated storefronts, should provide a sense of connectivity between sidewalk and ground floor activities and maintain the pattern of human-scale detail, interest, and transparency that is manifest along commercial streets and districts in the Hollywood Boulevard and Franklin Avenue Design Districts.

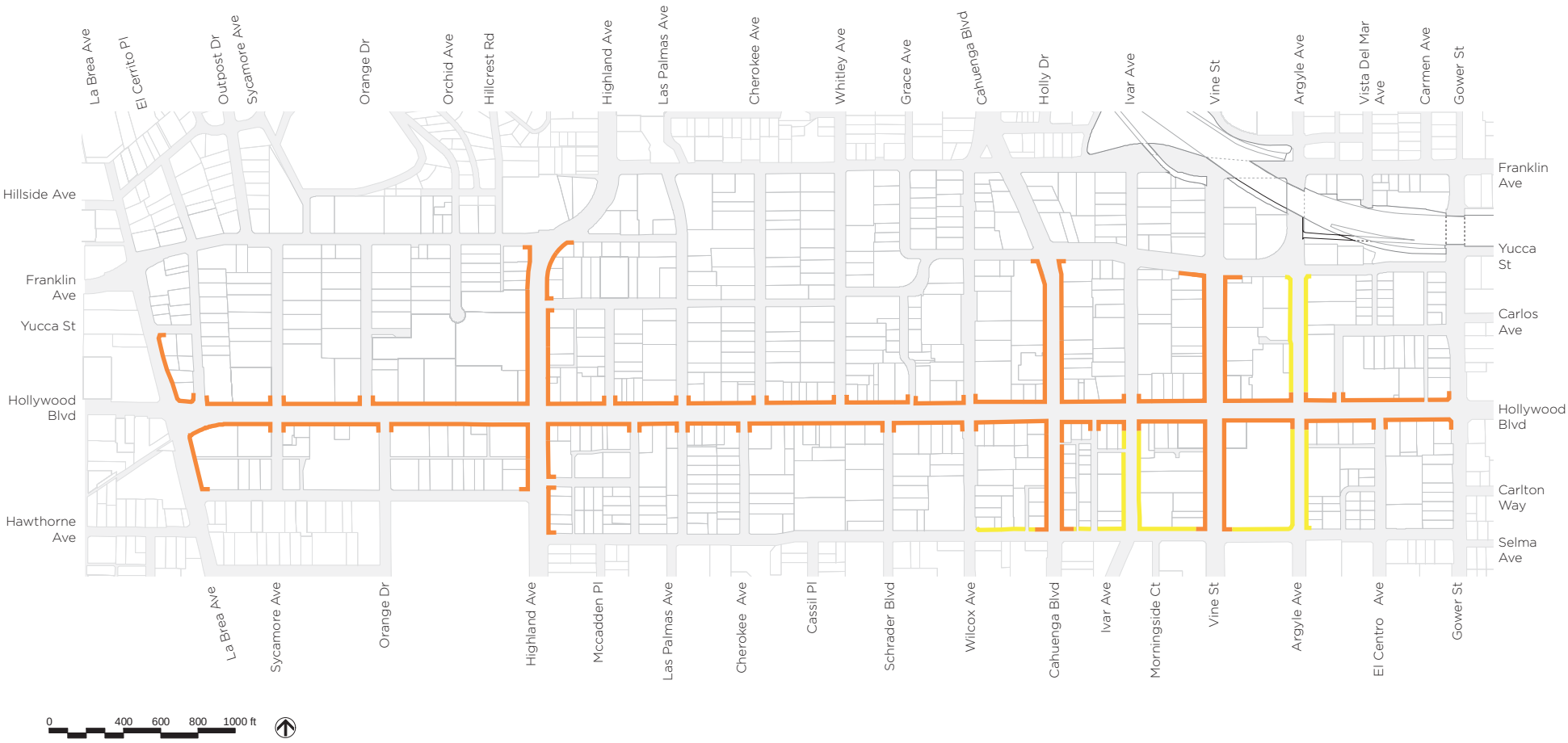
3.4.3 Storefront Standards and Guidelines

A. Maintain Historic Storefronts

Architecturally and/or historically significant storefronts within the Hollywood Boulevard and Franklin Avenue Design Districts shall be maintained, restored, and or rehabilitated in place. Moving of historic storefronts to other building locations for any purpose is prohibited.

Figure 3-61
Storefront at the Max Factor Make Up Studio

The Max Factor Make-up Studio, now the Hollywood History Museum located on Highland Avenue just south of Hollywood Boulevard, opened in 1935 and is a prime example of the use of display windows.



Key

- *Minimum 40-foot deep storefront required*
- *Minimum 25-foot deep storefront required*
- *Project boundary*

Figure 3-62
Required Storefronts

Storefronts required by this figure will provide space for lively and active uses at the street level and enhance the pedestrian experience along Hollywood's major commercial streets and boulevards.

B. Storefronts Required

Storefronts and usable interior and/or exterior ground-related space shall be provided along street frontages identified in Figure 3-62.

C. Storefront Depth

Where storefronts are required, the associated ground-related space to the inside of the storefront shall be a minimum of 40 feet in depth when fronting Hollywood Boulevard, Highland Avenue, Cahuenga Boulevard, and Vine Street, and a minimum of 25 feet in depth when fronting other streets for a minimum of 70 percent of the facade length. Where curb cuts are allowed, they shall not exceed 36 feet in width and storefronts may be interrupted. (see Figure 3-63).

D. Maximum Height Above Grade at Ground-Related Storefronts

Ground-related storefront spaces shall be no more than 12 inches higher than the adjacent sidewalk.

E. Recessed Storefronts

Required storefronts may be recessed behind the front plane and/or facade of a building provided the following conditions are met.

(a) Any recessed storefronts shall meet the design standards of Sections 3.4.3 B, 3.4.3 C, 3.4.3 D, 3.4.3 F, 3.4.3 G, 3.4.3 I, 3.4.3 J, 3.4.3 K, 3.4.3 M, 3.4.3 O, and 3.4.3 P.

(b) The facade of the building in front of the recessed storefront shall be open to the sidewalk, adhere to the standards and guidelines of this plan, and be a logical continuation of the architectural treatment of the building as a whole.

(c) The open area at the front facade of a building that results when a storefront is recessed back from the sidewalk plane of the structure shall comprise a minimum of 70% of the first level building plane and/or facade and shall further meet the requirements of Sections 3.4.3 D, 3.4.3 F, 3.4.3 G, and 3.4.3 M.

F. Minimum Storefront Height

Storefronts shall be a minimum of 12 feet in height from finish grade at the sidewalk to the top of the storefront header, soffit, and/or fascia above the storefront opening (see Figure 3-65).

G. Maximum Storefront Width

A storefront shall not exceed 30 feet in length and shall be separated from other storefronts by columns, pilasters, vertical separations, and/or other vertical architectural elements (see Figure 3-65).

H. Storefront Height to Width Proportion

The overall proportion of storefront bays should be approximately square and have a maximum ratio of 1.5 feet of height for each foot of length (see Figure 3-65).

I. Maximum Sill Height

Storefront sills shall be set a minimum of 18 inches and a maximum of 30 inches above the adjoining grade (see Figure 3-65).

J. Glazing Percentage

Storefront glazing should comprise a minimum of 60 percent of the storefront area.

K. Glazing Material

At-grade storefront glazing at, or adjacent to, and/or facing any public right-of-way shall incorporate transparent, clear, colorless glazing with no reflectivity.

L. Minimum Setback from Exterior Facade Plane

Ground-related storefronts shall be set back from the exterior facade plane and/or an adjacent exterior wall surface of a structure a minimum of 3 inches.

M. Exterior Security Devices

Roll down doors, roll down grills, and moveable, retractable security bars and/or security devices of any type, and/or solid security doors at the exterior of storefronts are prohibited.

N. Interior Security Devices

Upward coiling and side folding interior security grills mounted at the interior of the space should be integral to the design of the storefront and utilize dedicated side pockets and/or ceiling cavities such that the grill and all mechanisms associated with the grill are not visible from adjacent public right-of-ways when the grill is in an open position. Such security grills when deployed should have a minimum transparency of 70 percent (see Figure 3-64).

O. Lighting Control and Privacy

If lighting control and/or privacy of an interior storefront-related space is required for a use, curtains and/or shutters, which can be removed without disturbing the integrity of the architecture and storefront, are acceptable.

P. Display and Show Windows

Display and/or show windows (shadow boxes) at exterior facades shall be permitted provided that the storefront depth requirements of Section 3.4.3 C. are met and that the display and/or show window can be adapted to allow for transparency between the storefront and the exterior.

Q. Storefront Elements

Recessed entries, recessed storefronts, display windows, projecting bays, glazing that alternates between the front and back of mullions, integral awnings, utilization of true dividing mullions, fixed and operable transoms over entries, display windows, integral signs and sign bands, and storefront configurations and details that provide a sense of scale, variety, and interest within storefront bays and/or groupings of storefront bays are encouraged (see Figure 3-65).

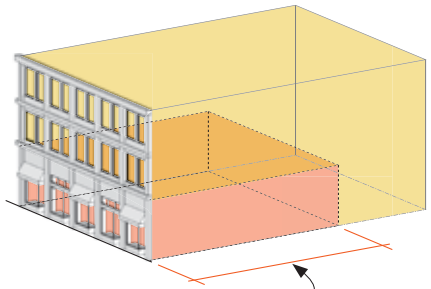


Figure 3-63
Storefront Depth

Minimum storefront depth measured from the storefront interior.

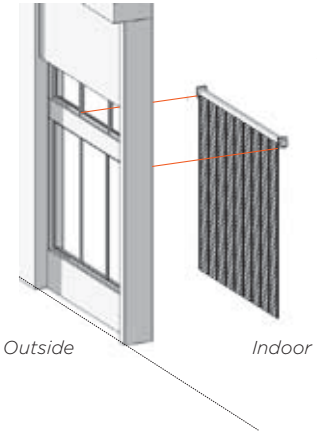


Figure 3-64
Interior Security Grill

Security grills and gates at interiors are acceptable and should have a minimum transparency of 70 percent.

1. *Blade signs per City of L.A. requirements are aligned to the major vertical and horizontal lines of the building.*
2. *Pedestrian signs per City of L.A. requirements are oriented to the sidewalk and legible to walkers.*
3. *Vertical architectural element break the building mass and provide architectural rhythm.*
4. *Awnings fit within the vertical architectural alignments and frames.*
5. *Display windows*
6. *Mullions with divided window lights*
7. *Fascia*
8. *Transom*
9. *Recessed entry*
10. *Storefront height to width ratio creates a vertically oriented facade*
11. *Maximum storefront width*
12. *Storefront is built within 18 inches of the property line.*
13. *Minimum storefront height*
14. *Minimum/maximum storefront sill height*
15. *Wall and/or ledge sign per City of L.A. requirements.*

Figure 3-65
Storefront Vitality and Interest

Elements of lively and active storefronts.

3.5 Signage Standards and Guidelines

3.5.1 Basis for Signage Standards and Guidelines

On-site and off-site signage in the Hollywood Boulevard District and the Franklin Avenue Design District are mainly regulated through the zoning code of the City of Los Angeles. This code should be reviewed before beginning the design of signage for new construction, additions, and all other projects. Additionally, signage in portions of the Hollywood Boulevard and Franklin Avenue Design Districts is governed by the regulations of the Hollywood Signage Supplemental Use District (SUD).

The SUD (Ordinance Number 176172) establishes guidelines that supersede City of Los Angeles requirements, particularly with regard to encouragement of some types of historic signage, such as rooftop signs that are otherwise not allowed by the zoning code. The SUD also encourages creative signage and the removal of signs that over time have contributed to visual blight in Hollywood. This ordinance should also be carefully reviewed, and CRA/LA staff consulted, before beginning the conceptualization of new signage in the Hollywood Boulevard and Franklin Avenue Design Districts.

Compatibility of new signage in the Hollywood Boulevard and Franklin Avenue Design Districts is realized when the proportions, scales, and types of signage utilized for projects is integral to the architectural proportions and details of new construction, and directly related to the scale and rhythm of the character-defining features of older structures (see Figures 3-66 through 3-68).

In every case, CRA/LA and City of Los Angeles Planning Department staff should be consulted to ensure understanding of the most recent signage requirements.

3.5.2 Signage Standards and Guidelines Goal

New signage in the Hollywood Boulevard and Franklin Avenue Design Districts should be based upon observation of existing historic signage types and be integral to the proportion, scale, and architectural detail of the building and architecture on which it is placed.

Figure 3-66
Projecting Signs

This projecting sign was added during renovation. Projecting signs have been used for decades, especially on taller buildings within the Hollywood Boulevard District.

Figure 3-67
Signs at Storefronts

Hollywood Boulevard is characterized by diverse and interesting signage that adds vitality to the sidewalk scene.

Figure 3-68
Integrated Signs

A combination of the blade sign, backlit marquee sign, and wall signs are positioned to be integrated with the building's architectural design, proportions, bays, and frames.

3.5.3 Signage Standards and Guidelines

A. Signs at Architecturally and Historically Significant Buildings

Signs shall not cover and/or obscure character defining architectural details, building features, or historic signage on architecturally and historically significant buildings.

B. Box Signs With Plastic Fields

Box signs with plastic fields are prohibited on architecturally or historically significant structures and within designated historic districts (see Figure 3-69).

C. Backlit Illuminated Awnings

Backlit illuminated awnings are prohibited within designated historic districts.

D. Sign Size and Dimension

The overall size and dimension of signage should honor the underlying building's rhythm and modulation of major vertical and horizontal regulating lines that are typically expressed as bays and frames. The proportion and maximum dimension of signs and sign components should be placed in relationship to the elements that define and overlay these bays and frames such as cornices, string courses, and building frames.

E. Integral Signs

Signs should be anticipated, continuously detailed, and an integral part of the building architecture. For example, a sign band should be coordinated with the design of a storefront, or an integral sign fascia should maintain a clearance between framing elements of the architecture in order to allow these elements to be seen and not compromised by the addition of signs.

In new construction, if wall signs are going to be utilized, areas should be designed for their integration into the overall architecture. These areas could include modulated fascias and/or integral sign bands within the design of individual storefronts.

F. Individual Channel or Backlit Letter Signs

Use of individual channel or backlit letters, as well as exposed neon, is encouraged (see Figure 3-70).

G. Projecting Signs

Projecting signs should align with major building elements such as cornices, string courses, window banding, and/or vertical and/or horizontal changes in material or texture (see Figure 3-66).

H. Wall Signs and Wall Boxes

Wall signs and/or wall boxes should be applied to a building's surface only if a sign band area is immediately above an awning and/or window area and is clearly defined by the building's architectural elements.

I. Sign Alignment

Wall signs should align with adjacent signs of similar type on the same building and be of a similar scale.

Figure 3-69
Box Signs

New box signs with plastic fields are not allowed within designated historic districts within the Hollywood Boulevard District and the Franklin Avenue Design District.

Figure 3-70
Channel Letter Signs

Channel letter signs and exposed neon signs are encouraged.

3.6 Structured and Surface Parking Standards and Guidelines

3.6.1 Basis for Structured and Surface Parking Standards and Guidelines

Parking is essential to the function and vitality of the Hollywood Boulevard District and the Franklin Avenue Design District. Historically, parking has been an accessory use consigned to minimally improved surface lots behind the buildings of Hollywood Boulevard (see Figure 3-71). In the 1970s and 1980s, residential buildings typically incorporated above-grade podium parking that diminished the pedestrian experience along sidewalks and introduced excessive height and bulk to residential streets. In aggregate, visible parking, over time, led to a diminished architectural character and quality of Hollywood's settings.

Compatibility of new parking resources in the Hollywood Boulevard and Franklin Avenue Design Districts is achieved when parking design does not detract from the vitality of sidewalk life. Compatibility is also achieved when new parking does not present automobile-oriented patterns of use and consequent building scale to settings that were built out when street-cars were the predominant transportation mode.

3.6.2 Structured and Surface Parking Standards and Guidelines Goal

Structured and surface parking should be designed to be unobtrusive and have minimal impact on the historic character and scale of commercial and residential streets as well as historic districts in the Hollywood Boulevard and Franklin Avenue Design Districts.

3.6.3 Structured Parking Standards and Guidelines

A. New or Additional Structured Parking

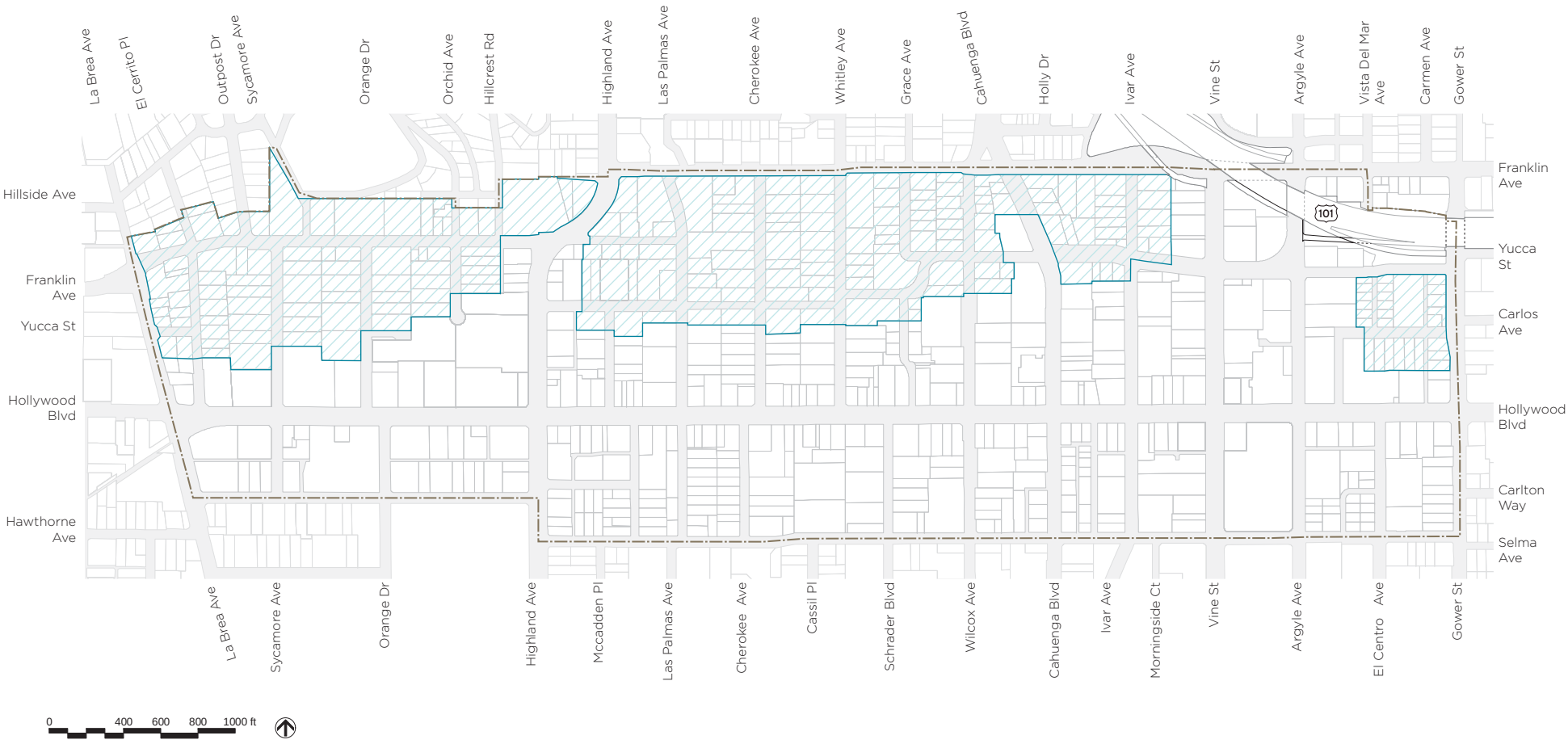
Any new or additional parking associated with new construction and/or additions within the areas identified in Figure 3-72 shall be located below or partially below grade with the top of structure inclusive of the finished elevation of walkways and planters within the area of the required front yard setback not exceeding 48 inches above existing grade measured at the center of the site adjacent to the front yard property line. The top of such structure should provide for a minimum of two feet of soil at landscaped areas. Below-grade parking may extend to all property lines.

B. Parking at Historic Buildings

No above-grade parking structure shall be built within the footprint of, nor replace, any portion of an historic building. If an historic building is removed for any reason, no above-grade parking structure, nor surface parking area, shall be built on the parcel(s) on which the historic structure was removed.

Figure 3-71
Existing Surface Parking

Lack of quality design, landscape, and buffering at existing surface parking lots has diminished the architectural character of the Hollywood Boulevard District and the Franklin Avenue Design District.



Key

Subterranean parking required

Project boundary

Figure 3-72
Required Subterranean Parking

Subterranean and semi-subterranean parking requirements within the Franklin Avenue Design District and adjacent areas reduce the impact of new development on existing residential and hillside neighborhoods.

C. Parking Structures and Lots at Major Streets and Boulevards

Above-grade parking structures on lots adjacent to Hollywood Boulevard, Highland Avenue, Cahuenga Boulevard, Vine Street, and/or Argyle Avenue shall be set back a minimum of sixty-five (65) feet from property lines adjacent to these street. Parking structures shall additionally not be visible from Hollywood Boulevard, Highland Avenue, Cahuenga Boulevard, Vine Street, and/or Argyle Avenue.

D. Parking Visible From Public Areas

Above-grade parking structures that are adjacent to streets other than those noted in Section 3.6.3 C. shall be architecturally treated and incorporate storefronts and uses per Sections 3.3 and 3.4 respectively (see Figure 3-73).

In addition, any portion of parking structure visible from public sidewalks, streets, and alleys shall comply with the architectural character standards and guidelines of Section 3.3 of this Plan.

E. Landscape at Setback Areas

Any setback area fronting an above-grade parking structures shall be fully landscaped with both hardscape and softscape and accessible to the public during normal business hours, and/or screened by new habitable construction.

Figure 3-73
Structured Parking Garage

This parking structure in Boulder, Colorado is located behind commercial uses lining the main street. Visible from the side street, the parking structure's elevations are architecturally treated in the same manner as the building as a whole.

3.6.4 New or Improved Surface Parking Lot Standards and Guidelines

A. Landscape Area at Surface Parking Lots

A minimum of five (5) percent of the gross property line to property line area of every new and improved surface parking lot use shall be landscaped and irrigated with ground cover, shrubs, and trees (see Figure 3-74).

B. Landscape Buffers at Surface Parking Lots

A minimum five (5) foot landscape buffer with minimum 24-inch box trees placed at a maximum of thirty (30) feet on-center shall be provided adjacent to every public and/or private street. A minimum five (5) foot landscape buffer with minimum 24-inch box trees placed at a maximum of thirty (30) feet on-center shall be provided adjacent to any public alley. A minimum five (5) foot landscape buffer with minimum 24-inch box trees placed at a maximum of thirty (30) feet on-center shall be provided adjacent to any on-site and/or off-site residential use (see Figure 3-74).

C. Trees and Shrubs at Surface Parking Lots

Growth of trees and/or shrubs should not obstruct clear views to and from parking areas. Tree canopies should be no less than eight (8) feet in height.

D. Fences and Gates at Surface Parking Lot

New and improved surface parking lots shall be surrounded by minimum six (6) foot fencing and gates that allow clear views from the parking area to and from public sidewalks, alleys, and streets. Gates shall be closed and secured when the lot is not open. Fencing shall be set back a minimum of eighteen (18) inches from public sidewalks. A minimum of seventy (70) percent of the resulting area immediately adjacent to the public sidewalk and/or right-of-way shall be planted as a landscape buffer.

E. Lighting At Surface Parking Lot

New and/or improved surface parking areas shall be lit at night. Lighting fixtures should not exceed twenty (20) feet in height and sources of lighting shall be shielded from view of the surrounding public right-of-ways and surrounding buildings.

F. Surface Parking at Front Yard Setbacks

New and/or improved surface parking associated with new construction shall not extend into the required front yard setback of any lot and/or parcel in the Hollywood Boulevard District and the Franklin Avenue Design District.

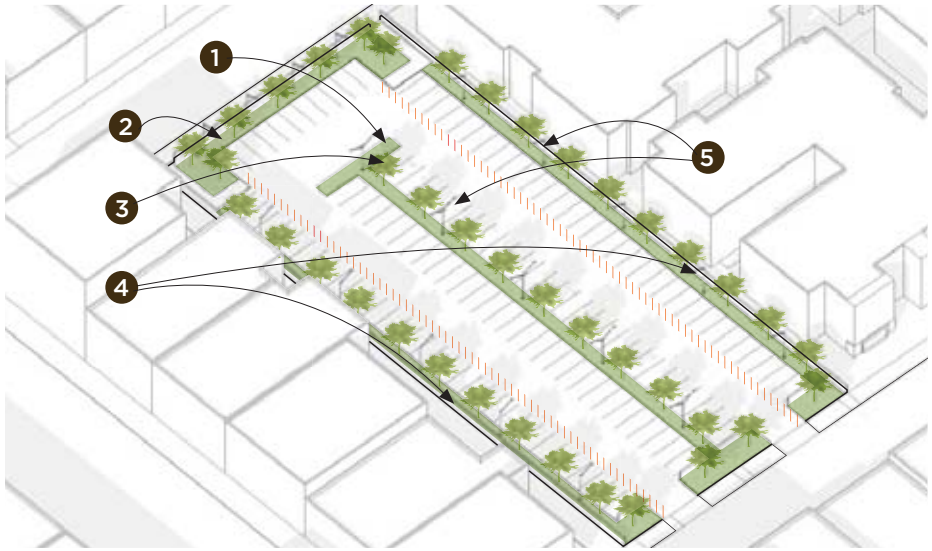


Figure 3-74
Surface Parking Design

1. *Minimum percent of landscaped area*
2. *Landscape buffer*
3. *Trees to provide shade canopy*
4. *Fences and gates*
5. *Lighting*

3.7 On-Site Open Space

3.7.1 Basis for On-Site Open Space Standards and Guidelines

In the Hollywood Boulevard and Franklin Avenue Design Districts, public streets and sidewalks constitute the major open space resource available for public enjoyment. Additionally, a variety of small- to medium-sized historic and private urban open spaces are scattered throughout the area. Some of these latter spaces, such as the forecourts of the Chinese Theater or Egyptian Theater, are integral to the urban patterns and experience of the Hollywood Boulevard District. In the Franklin Avenue Design District, landscaped setbacks at front and side yards enhance the streetscapes. Numerous buildings in this District include small ground-related courtyards and terraces.

In recent years, off-street open-to-the-air open space has been incorporated into Hollywood projects including the entry courtyard at the new W Hotel and the Babylon Courtyard and passage that connects Hollywood Boulevard to Highland Avenue at the Hollywood and Highland project (see Figure 3-75). Additionally, two small public parks, Yucca Park and Selma Avenue Park, have been realized since the advent of the Hollywood Redevelopment project. A plan to improve Hollywood alleys has also been proposed and a major public open space resource, the Hollywood Freeway cap park located to the east of the Hollywood Boulevard District, is in the very early stages of planning.

Nevertheless, open space in the Hollywood Boulevard and Franklin Avenue Design Districts is at a premium. This Plan realization of additional ground-related, human-scale, typically passive, on-site open space within the heart of both districts.

3.7.2 On-Site Open Space Goal

The standards and guidelines of this Plan should encourage the continued realization of sidewalk-oriented facades that enhance the quality and vitality of pedestrian-oriented sidewalk and street activity, as well as additional on-site, open-to-the-air, open space that incorporates high-quality softscape and hardscape.

Figure 3-75
Passage at Hollywood and Highland Project

The Hollywood and Highland project's passage opens to the sidewalk at the street level and gives way to a view of the El Capitan Theatre on the opposite side of Hollywood Boulevard.

3.7.3 On-site Open Space Standards and Guidelines

A. Planting Area Within Front Yard Setback

Where front yard setbacks greater than eighteen (18) inches are required per Figure 3-2, a minimum of 40 percent of the required area shall be planting area.

B. Planting Area Within Side Yard Setback

Where ground floor side yard setbacks are required, minimum three (3) foot wide planting areas shall be provided along at least 70 percent of the length of the side yard (see Figure 3-76).

C. Planting Area Within Rear Yard Setback

Where rear yard setbacks are required, minimum five (5) foot wide planting areas shall be provided along at least 70 percent of the length of the rear yard (see Figure 3-76).

D. Tree Requirement

A minimum of one 36-inch box tree with a mature height of 30 feet and canopy of 20 feet should be planted for each 1,000 square feet of on-site ground-related open space (see Figure 3-76).

E. Enclosed and Mechanically Ventilated Open Space

Enclosed and mechanically ventilated open spaces are discouraged and shall not count towards meeting any open space requirements otherwise required by this Plan.

F. Ground-Related Private Open Space

Ground-related private open space related to and visible from adjacent sidewalks is encouraged.

G. Above-Grade Open-to-the-Air Open Spaces

Above-grade open-to-the-air open spaces, terraces, and recreation areas are encouraged in new construction and additions but shall not be substituted for any of the setback, yard, lot coverage, and/or open space requirements of this Plan.

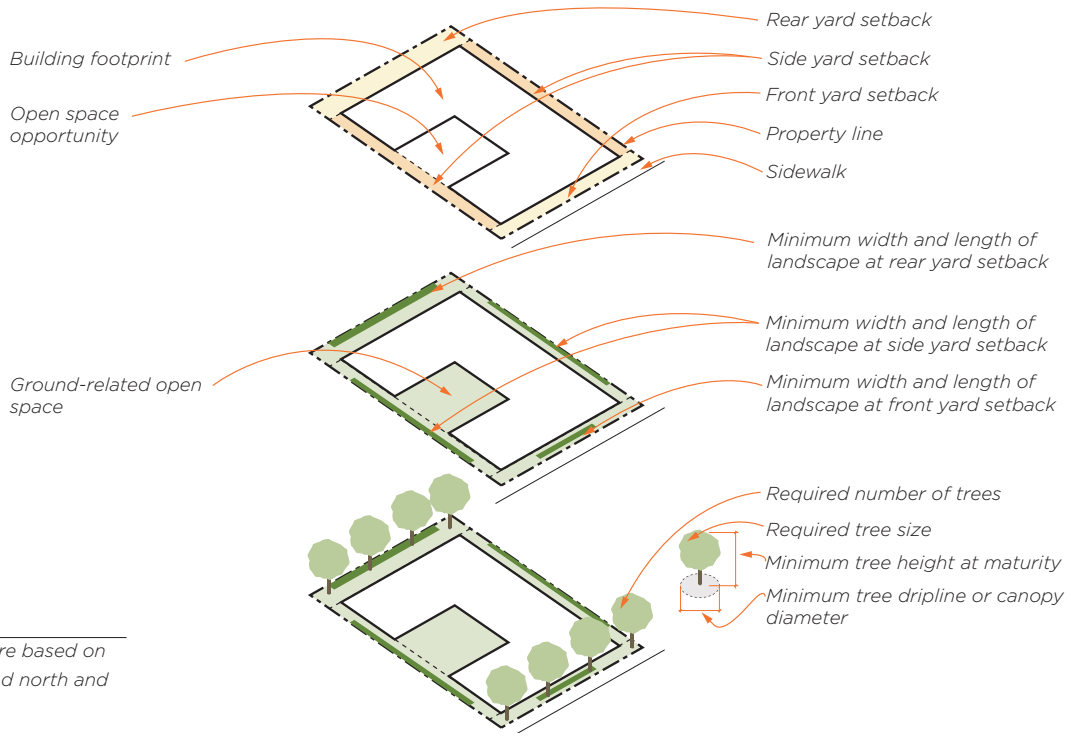


Figure 3-76
On-Site Open Space Diagram

On-site open space requirements are based on existing development patterns found north and south of Hollywood Boulevard.

4.0 Conservation

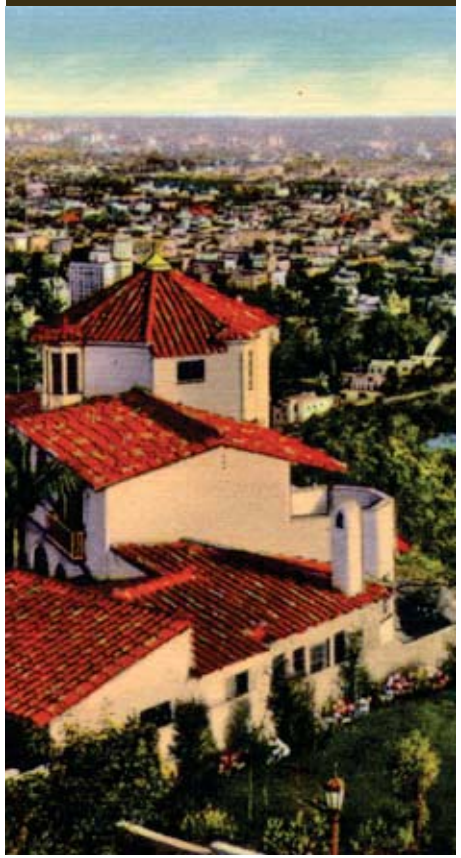


Figure 4-1
View of Hollywood From Outpost Late 1930s
Hollywood's historic settings remain a key touchstone and starting point for the project designs of the future..

4.1 Basis for Conservation Standards and Guidelines

The Hollywood Boulevard District and the Franklin Avenue Design District are noted for both historic buildings and districts of significance. In particular, preservation and reuse of historic buildings within the Hollywood Boulevard Commercial and Entertainment Historic District is paramount if the allure of and link to Hollywood's past is to benefit place-based economic revitalization (see Figure 1-2).

Use of the design guidelines and standards of this Plan establishes a framework of compatibility for new construction and additions in relationship to the extensive historic resources of the Hollywood Boulevard and Franklin Avenue Design Districts.

4.2 Conservation Standards and Guidelines Goal

The architecturally and historically significant settings and structures of the Hollywood Boulevard District and Franklin Avenue Design District should be maintained and enhanced through high quality and professional conservation methods.

4.3 Conservation Standards and Guidelines

4.3.1 Architectural and Historical Resources Definition

Section 511 of the Hollywood Redevelopment Plan defines historic buildings as those listed as City of Los Angeles Cultural Historic Monuments, and buildings listed in, determined to be in, or appear to be eligible for, The National Register of Historic Places. Per this same section of the Redevelopment Plan, CRA/LA may determine that additional buildings are architectural and/or historic resources.

4.3.2 Historic Designations

Before beginning a project or assessing the use of a property in the Hollywood Boulevard and Franklin Avenue Design Districts, an existing or prospective property owner, developer, and/or applicant should first check and review the historic designation(s), if any, associated with the effected lot, parcel and/or structure with CRA/LA staff. CRA/LA staff maintains the most current database of historic designations in the Hollywood Redevelopment Project area.

4.3.3 Determination of Appropriate Reuse, Rehabilitation, and/or Preservation Method

If a building within the Hollywood Boulevard and Franklin Avenue Design Districts is determined to be architecturally and historically significant per the Redevelopment Plan, appropriate reuse, rehabilitation, and/or preservation of the structure may be required per Section 409.1.3 and Section 511 of the Hollywood Redevelopment Plan. These sections of the Redevelopment Plan as well as the standards and guidelines of this Plan should be reviewed with CRA/LA staff before beginning a project or completing the assessment of the use of a property in the Hollywood Boulevard and Franklin Avenue Districts.

4.3.4 Use of the Secretary of the Interior's Standards

If a building is determined to be architecturally or historically significant or is a contributing building to an historic district within the Hollywood Boulevard District or the Franklin Avenue Design District, improvements, additions, and/or alterations shall be limited to those that meet the *Secretary of the Interiors Standards for the Treatment of Historic Properties* as determined by a professional experienced in conservation. These standards include criteria for preservation, rehabilitation, restoration, and/or reconstruction of historically significant buildings and settings. A resource that describes these criteria may be found at www.nps.gov/history/hps/tps/standguide.

Determinations that a project meets the standards shall be approved by CRA/LA staff and/or other qualified City of Los Angeles staff such as staff of the Office of Historic Resources.

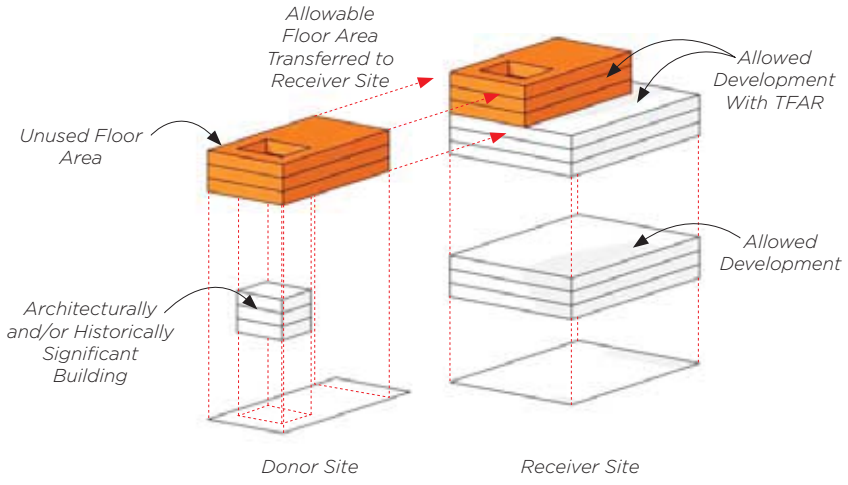


Figure 4-2
Transfer of Floor-Area-Ratio (TFAR) From Architecturally and/or Historically Significant Building

4.3.5 Professionals with Conservation Experience

Individuals and entities undertaking conservation, preservation, reuse, rehabilitation, additions, and improvements to buildings of architectural and/or historic significance are strongly encouraged, and may be required by CRA/LA, to retain an individual or firm such as a preservation expert or architect with conservation experience before beginning a project, and/or completing a project, to ensure that the conservation intent, goal, standards, and guidelines of this Plan are met.

4.3.6 Density Transfer From Architectural or Historical Resources

Section 511 of the Redevelopment Plan provides that CRA/LA may facilitate transfer of unused density from architecturally or historically significant structures to other development sites (see Figure 4-2). Per Section 506.2.3 of the Redevelopment Plan, within areas designated "Regional Center Commercial", in extraordinary and exceptional cases that require the approval of CRA/LA, development may exceed a floor area ratio of 4.5:1 or such other density as may be permitted by future amendments to the Community Plan.

If a project is proposed within the Redevelopment Plan Regional Center Commercial Area designation that exceeds the allowed floor area, to the maximum extent feasible additional density in such project in excess of the allowed should be transferred to the project site and utilize the unused density of architecturally and/or historically significant buildings located within the Hollywood Boulevard District and/or the Franklin Avenue Design District subject to the approval of CRA/LA (see Figure 4-2 and Figure 4-4).

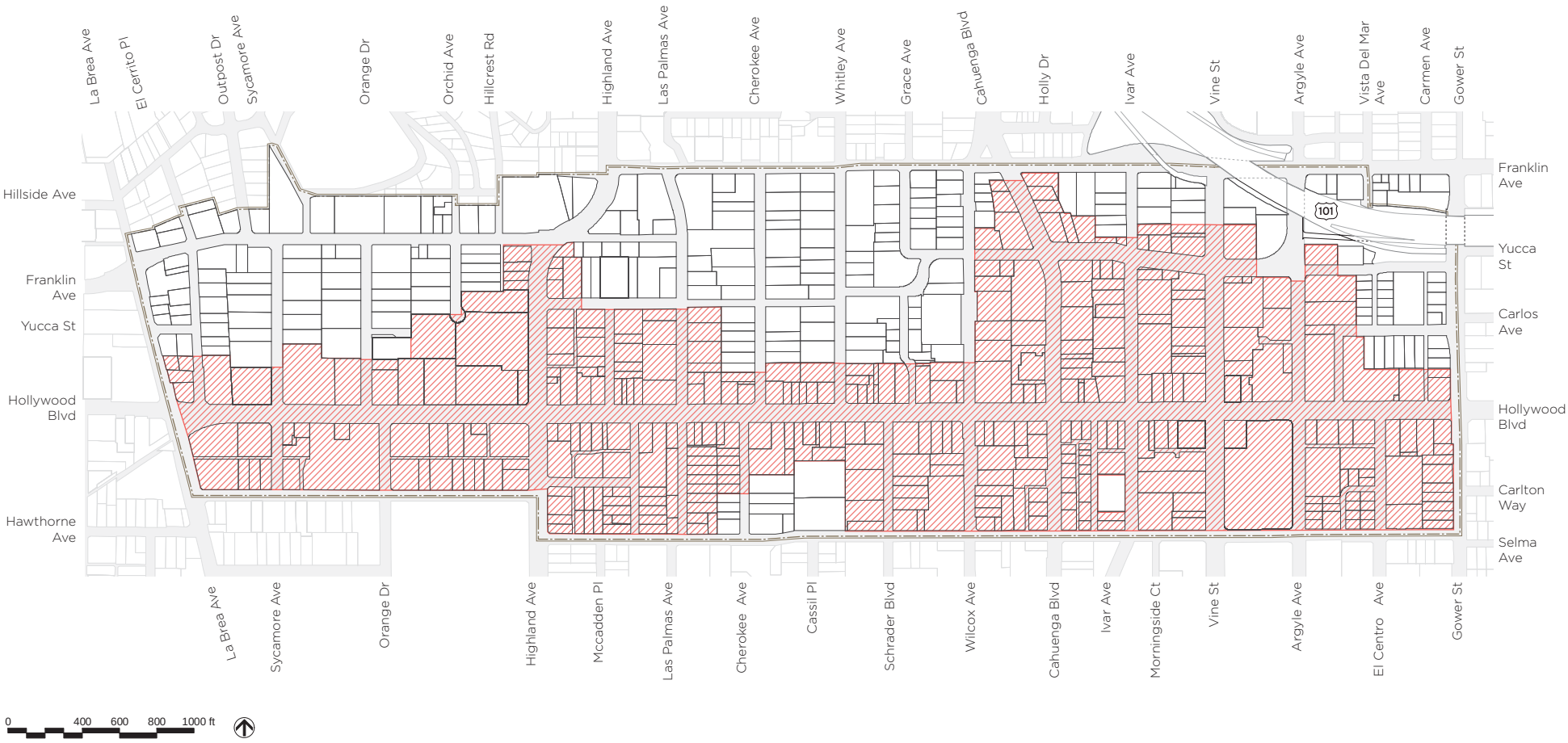


Figure 4-3
Transfer of Floor-Area-Ratio (TFAR)

Receiver and Donor Zones for Density Transfer From Architectural or Historical Resources

Key

TFAR receiver zones = CRA/LA "Regional Center Commercial" zone

TFAR donor district boundary

4.4 Excerpted Standards and Guidelines From the Secretary of the Interior's Standards

The following six excerpts from *The Secretary of the Interior's Standards for the Treatment of Historic Properties* [1] represent key criteria that should be carefully considered when approaching the reuse of or addition to an architecturally or historically significant building in Hollywood:

4.4.1 Historical Use

A property will be used as it was historically or be given a new use that requires minimal changes to its distinctive materials, features, spaces, and spatial relationships.

4.4.2 Historical Character

The historic character of a property will be retained and preserved. The replacement of intact or repairable materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.

4.4.3 Preservation of Materials and Construction Techniques

Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.

4.4.4 Repair of Deteriorated Historic Features

Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.

4.4.5 Differentiate New from Old

New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

4.4.6 Designs Never Executed

Designs that were never executed historically will not be constructed.

The entirety of the Standards, as well as the advice of a professional experienced with conservation, should be consulted when undertaking these projects.

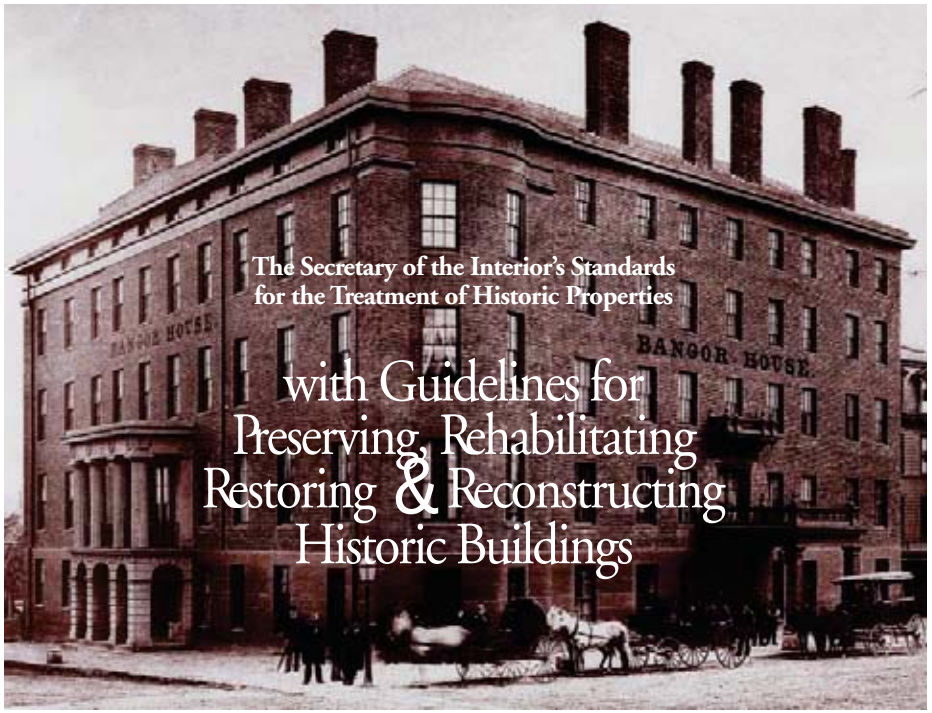
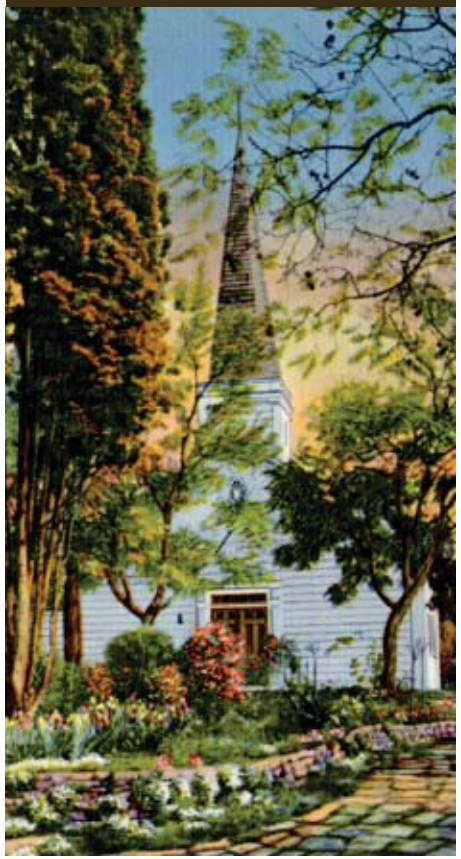


Figure 4-4
The Secretary of the Interior's Standards for the Treatment of Historic Properties, 1995
This key explanatory publication is available for download at:
www.nps.gov/history/hps/tps/standguide

[1] *The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring & Reconstructing Historic Buildings, (Kay D. Weeks and Anne E. Grimmer, U.S. Department of the Interior, Washington, D.C., 1995), pp. 18, 62, 118, 166.*

5.0 Approvals and Exceptions



5.1 Approval of Projects and Exceptions

Upon adoption of the Hollywood Boulevard District and Franklin Avenue Design District Urban Design Standards and Guidelines, new construction, additions, rehabilitation of buildings, repair projects, and any and all improvements to structures in the Hollywood Boulevard and Franklin Avenue Design Districts shall be subject to the standards and guidelines of this plan.

CRA/LA staff shall review projects for compliance with the standards and guidelines of this plan. Projects that comply with the standards and guidelines of this plan shall be approved by CRA/LA or staff delegated by CRA/LA to approve projects as part of the City of Los Angeles plan check process.

Discretionary applications or entitlements for subdivisions, zone changes, site plan review, etc. will be reviewed by City of Los Angeles Department of City Planning staff, in consultation with CRA/LA staff.

Figure 5-1
Little Country Church of Hollywood

The Little Country Church of Hollywood on Argyle Avenue is City of Los Angeles Historic Cultural Monument #567.

5.2 Design Approval Process

5.2.1 Before Beginning the Design of a Project

Before beginning the design of a project in the Hollywood Boulevard District of the Franklin Avenue Design District this Plan should be reviewed as well as City of Los Angeles zoning and community plan criteria. Applicants should compile their understanding of the design standards and guidelines framework as well as any other project entitlement questions and review them with CRA/LA staff, City of Los Angeles Department of Planning staff, and staff of other relevant departments of the City of Los Angeles.

5.2.2 CRA/LA Review at Schematic Design

When completing an initial project design, applicants should complete the design standards checklist provided in Section 5.5. Applicants should review project designs and completed checklists with CRA/LA staff upon completion of Schematic Design. Schematic Design drawings shall establish and illustrate the concept of the proposed project and demonstrate the relationship of project components.

A. Schematic Design Drawing Components

The following shall be included in Schematic Design drawings submitted to CRA/LA for review.

i. Site Plan. Show project on site and surrounds; all adjoining parcels and structures on adjoining parcels shall be delineated and gross site area and lot coverage quantified.

ii. Preliminary Building Plans. Include all floors and quantify building areas subject to floor area ratio requirements.

iii. Preliminary Sections. Provide key building sections.

iv. Preliminary Elevations. Delineate all elevations and height(s).

v. Materials and Colors Board. Provide a materials and colors board.

B. Digital and/or Physical Model Requirements

i. Applications for new construction and addition projects within historic districts within the Hollywood Boulevard District and Franklin Avenue Design District shall include a rendering and/or a model illustrating the proposal in its context.

ii. Applications for addition projects greater than one thousand (1,000) square feet in size to architecturally and/or histor-

ically significant structures shall include a rendering and/or a model illustrating the proposal in its context.

iii. Applications for all projects greater than 20,000 square feet in size and/or 20 dwelling units shall include a rendering and/or a model illustrating the proposal in its context.

C. Review of Schematic Design Drawings

Upon acceptance of a complete Schematic Design package, CRA/LA staff shall complete review of the package within ten (10) working days and provide the applicant with a written summary of comments and recommendations.

D. Projects In Compliance

If a project is in compliance with the standards and guidelines of this Plan and other CRA/LA requirements, and in addition if requirements of the City of Los Angeles Planning Department are addressed, the applicant should complete construction drawings and submit them to the Department of Building and Safety for plan check review and approval.

E. Projects Not In Compliance

If a project is not in compliance with the standards and guidelines of this Plan, the applicant may revise the Project design to bring it into compliance with the standards and guidelines of this Plan or, seek an exception to the requirements of this Plan per Section 5.3.

5.2.3 CRA/LA Clearance of Permit Drawings

As part of the City of Los Angeles Building and Safety review of projects, City of Los Angeles, as well as CRA/LA, clearances are required before the granting of a building permit. Every project within the Hollywood Redevelopment Project will require sign-off/approval by CRA/LA or staff delegated by CRA/LA of the plan check drawings submitted to Building and Safety. As a condition of sign-off, CRA/LA and/or CRA/LA staff shall determine that a project is in compliance with this Hollywood Boulevard District and Franklin Avenue Design District Urban Design Standards and Guidelines. To demonstrate compliance with this Plan, applicants shall:

A. If Checklist Previously Completed

If previously completed, provide the completed Schematic Design design standards checklist (see Section 5.5) updated as appropriate, and demonstrate continued compliance with the initial checklist, measures taken, if any, to bring the project into compliance, and any other substantive changes to the design with demonstration that these changes are in compliance with this Plan.

B. If Checklist Not Previously Completed

If a design standards checklist has not been previously completed, the applicant shall complete a checklist as part of the clearance review (see Section 5.5).

Based upon review of the project and the completed checklist, if a project is in compliance with the standards of this Plan, and all other CRA/LA requirements, the Project shall be cleared.

CRA/LA staff shall complete review of drawings submitted for clearances within ten (10) working days and provide the applicant with the clearance or a written outline of design standards that need to be met such that the proposed project is in compliance with the standards of this Plan.

C. Projects Not in Compliance

If a project is not in compliance with the standards of this Plan, the project will not be cleared. In these cases the applicant can revise the Project design to bring it into compliance with the standards and guidelines of this Plan, or seek an exception to the requirements of this Plan per Section 5.3.

5.3 Exceptions to This Plan

5.3.1 Exceptions

In certain extraordinary circumstances there may be situations where the intent of this Plan cannot be met through application of the design standards. In these cases an applicant may seek an exception to the Plan through an action of CRA/LA. If an exception is sought, the CRA/LA Board, or its designated delegate, shall make all of the following findings as part of its approval of the exception:

A. Practical Difficulties Inconsistent with the Plan's Intent

The strict application of the standards of this Plan would result in practical difficulties inconsistent with the intent of this Plan to foster high quality and compatible new construction, or rehabilitation and conservation of historic structures, or high quality additions in the Hollywood Boulevard and Franklin Avenue Design Districts.

B. Physical Circumstances

There are special circumstances applicable to the subject property such as size, shape, topography, location, or surroundings that do not apply generally to other adjoining and/or adjacent properties within a 500-foot radius of the subject property.

C. Public Welfare

The granting of the exception will not be materially detrimental to the public welfare, diminish the integrity of architecturally or historically significant structures and/or historic districts as defined by the Hollywood Redevelopment Plan, or be injurious to property or improvements within a 500-foot radius of the subject property.

The granting of the exception will not adversely affect the implementation of the Hollywood Boulevard Distract and Franklin Avenue Design District Urban Design Standards and Guidelines or the Hollywood Redevelopment Plan.

5.3.2 Consistency with Zoning and Community Plans

A project granted an exception by CRA/LA will still be subject to zoning and community plan adherence and approvals. If a party is considering an exception to this Plan, City planning requirements should be reviewed and confirmed with the City of Los Angeles Department of Planning.

5.4 Conformance With Other Plans

If other requirements of the City of Los Angeles are more restrictive than the requirements of this Plan, then the more restrictive City of Los Angeles requirements shall prevail.

5.5 Checklist of Standards

This checklist of standards is provided to assist applicants gain an overview and meet key requirements of the Hollywood Boulevard District and Franklin Avenue Design District Urban Design Standards and Guidelines. For a full understanding of the intent of and compliance with the standards and guidelines set forth in this plan, project proponents should familiarize themselves with the Plan in its entirety, and, as appropriate, meet with CRA/LA staff to review proposed projects at their earliest stages of conception.

Section 3.1
Build-to Line and Lot Coverage

- ☐ Project conforms to build-to lines and/or setbacks.
  Per Figure 3-2 and Sections 3.1.3 A. through 3.1.3 E.
- ☐ Project does not exceed maximum lot coverage.
  Per Figure 3-5 and Sections 3.1.3 D. through 3.1.3 E.

Section 3.2
Height, Massing, and Bulk

- ☐ Project does not exceed maximum building height.
  Per Figure 3-20, Figures 3-21, 3-22, 3-23, 3-24, 3-25, 3-26, 3-27, and Sections 3.2.3 A. through 3.2.3 K.
- ☐ If applicable, project does not exceed maximum plan diagonal.
  If required per Figure 3-20, Figures 3-22, 3-23, 3-24, 3-25, 3-26, and Sections 3.2.3 F. through 3.2.3 I.
- ☐ If applicable, project conforms to additional lot coverage limit.
  If required per Figure 3-20, Figures 3-22, 3-23, 3-24, 3-25, 3-26, and Sections 3.2.3 F. through 3.2.3 J.

Section 3.3
Architectural Character

- ☐ Project façade is modulated.
  Per Figure 3-40 and Section 3.3.3 A.
- ☐ Project provides ground-related entries.
  Per Figures 3-41 and Section 3.3.3 B.
- ☐ Project façade is articulated vertically and horizontally.
  Per Figure 3-42 and Section 3.3.3 C.
- ☐ Project façade creates a quality of depth.
  Per Figure 3-44 and Section 3.3.3 D.
- ☐ Project glazing meets glazing standards.
  Per Section 3.3.3 E.
- ☐ Where applicable, project meets material and color standard.
  If located within the boundaries of the National Register Hollywood Boulevard Commercial and Entertainment District per Section 3.3.3 F.i.

(Architectural Character continued)

- ☐ Where applicable, balconies do not project from building faces.
  If located within the boundaries of the National Register Hollywood Boulevard Commercial and Entertainment District per Section 3.3.3 G.i.
- ☐ Awning and pole-mounted canopies are integral to the façade design.
  Per Section 3.3.3 H
- ☐ Project lighting conforms to architectural, decorative, and safety lighting standards.
  Per Section 3.3.3 I.
- ☐ Rooftop mechanical equipment is screened.
  Per Section 3.3.3 J.
- ☐ Project trash and recycling areas are enclosed.
  Per Section 3.3.3 K

Section 3.4
Storefronts

- ☐ Project maintains historic storefronts.
  Per Section 3.4.3 A.
- ☐ Project meets storefront requirements.
  Per Figure 3-62 and Section 3.4.3 B.
- ☐ Required storefronts meet storefront depth standard.
  Per Figure 3-63 and Section 3.4.3 C.
- ☐ Project storefronts meet storefront design standards.
  Per Figure 3-65 and Sections 3.4.3 D., 3.4.3 E., 3.4.3 F., 3.4.3 G., 3.4.3 I., 3.4.3 K., 3.4.3 L., 3.4.3 M., 3.4.3 P., and 3.4.3 Q.

Section 3.5
Signage

- ☐ If applicable, project signs conform to signs at architecturally and historically significant buildings standard.
  Per Section 3.5.3 A.
- ☐ Project signs conform to box signs standard.
  Per Section 3.5.3 B.

(Signage continued)

- ☐ Project signs conform to backlit illuminated awnings standard.
  Per Section 3.5.3 C.

Section 3.6
Structured and Surface Parking

- ☐ Project parking conforms to new and additional structured parking standards.
  Per Figure 3-72 and Section 3.6.3 A.
- ☐ If applicable, project parking conforms to parking at historic buildings standard.
  Per Section 3.6.3 B.
- ☐ Project parking conforms to parking structures and lots at major streets and boulevards standard.
  Per Section 3.6.3 C.
- ☐ Where applicable, project parking is architecturally treated and incorporates storefronts.
  Per Section 3.6.3 D.
- ☐ Setback areas at project parking are fully landscaped and accessible to the public.
  Per Section 3.6.3 E.
- ☐ Surface parking lots conform to new or improved surface parking lot standards.
  Per Sections 3.6.4 A., 3.6.4 B., 3.6.4 D., 3.6.4 E., and 3.6.4 F.

Section 3.7
On-Site Open Space

- ☐ Project open space conforms to on-site open space standards.
  Per Sections 3.7.3 A. through 3.7.3 C.

5.6 Glossary

Bay, Architectural. Any number of principal divisions of a wall, roof, or other part of a building marked off by vertically oriented or horizontally oriented supports or elements. [1]

Build-to Line. A line parallel to a property line adjoining a right-of-way or sidewalk to which a building façade and/or vertical plane of a structure aligns.

Façade. A face and/or plane of a building typically incorporating windows, entries, and architectural treatments.

Module, Architectural. A unit of measurement by which the proportions of a building or part of a building are regulated:
1) In classical architecture, either the diameter or half the diameter of a column at the base of its shaft, in either case divided into minutes.
2) In modern architecture, any unit of measurement which facilitates prefabrication. [2]

Modulation, Architectural. Adjustment and variation of proportion, scale, detail, and/or change in expression of architectural components, elements, and design to realize architectural variety and enhanced complexity of design expression; to modulate.

Portico. A roofed space, open or partly enclosed, forming the entrance and or the face of a building façade, often composed of columns supporting a roof and/or trellis element. It is called prostyle or in antis according to whether it projects from or recedes into a building respectively; in the latter case the columns are integral to the design of the building face. [3]

Storefront. A storefront is the front side of a store, commercial space, or room that faces a street, sidewalk, or pathway. Storefront also refers to the window and door systems that are used to separate the exterior from the interior of a building. [4]

Wall Sign. Any sign attached to, painted on or erected against the wall of a building or structure, with the exposed face of the sign in a plane approximately parallel to the lane of the wall. [5]

Window Sign. Any sign that is attached to, affixed to, leaning against, or otherwise placed within six feet of a window or door in a manner so that the sign is visible from outside the building. [5]

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[1] Francis D. K. Ching, A Visual Dictionary of Architecture (John Wiley & Sons, Inc., New York, 1995).
[2] John Fleming, Hugh Honour, and Nikolaus Pevsner, The Penguin Dictionary of Architecture (Penguin Books, New York, 1977).
[3] Adopted from Fleming, Honour, and Pevsner.
[4] Based on Merriam-Webster Online Dictionary definition.
[5] Los Angeles Municipal Code Section 14.4.2

Figure 5-2
Illustration of New Construction Utilizing Standards and Guidelines

Along Selma Avenue new construction on existing vacant and underutilized lots can reinforce the existing scale and residential orientation and provide more eyes on the street, enhancing sidewalk activity and safety.

Figure 5-3
Existing View at Selma Avenue and Cherokee Avenue

Existing conditions at Selma Avenue looking west towards Cherokee Avenue.

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