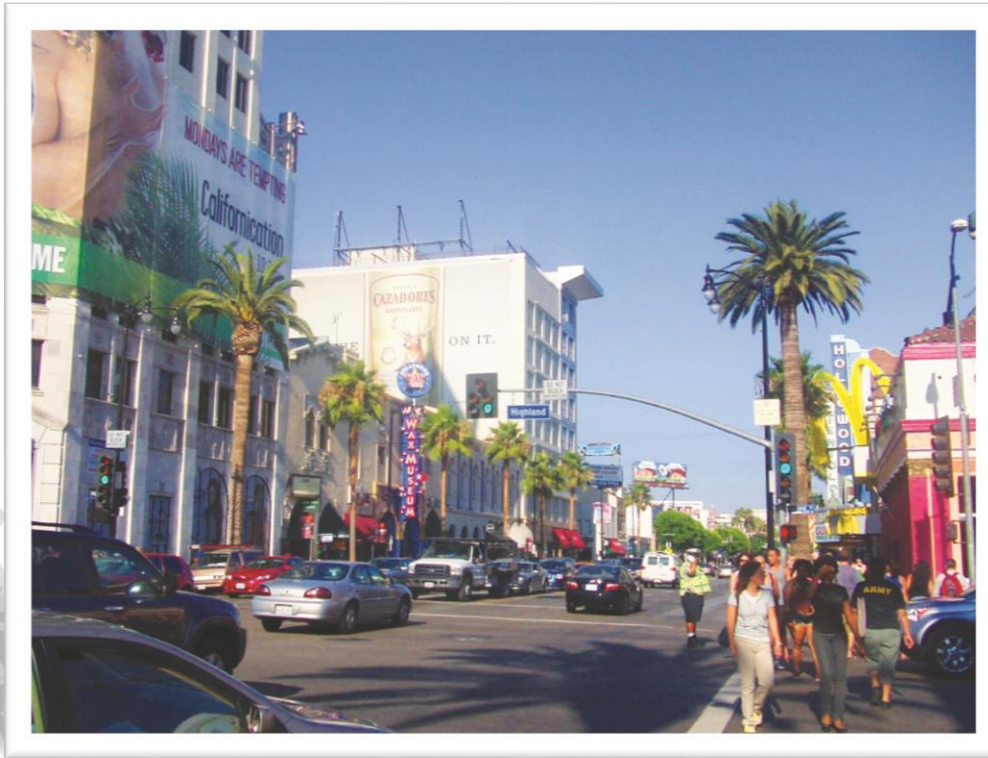


Hollywood Community Plan Update (HCPU2)



Thank you for joining us.
We will begin shortly.

Welcome!

Hollywood Community Plan Update Webinar

Note: Today's presentation is being recorded.



Speakers

Presenters

Haydee Urita-Lopez, Senior City Planner

Renata Ooms, City Planning Associate

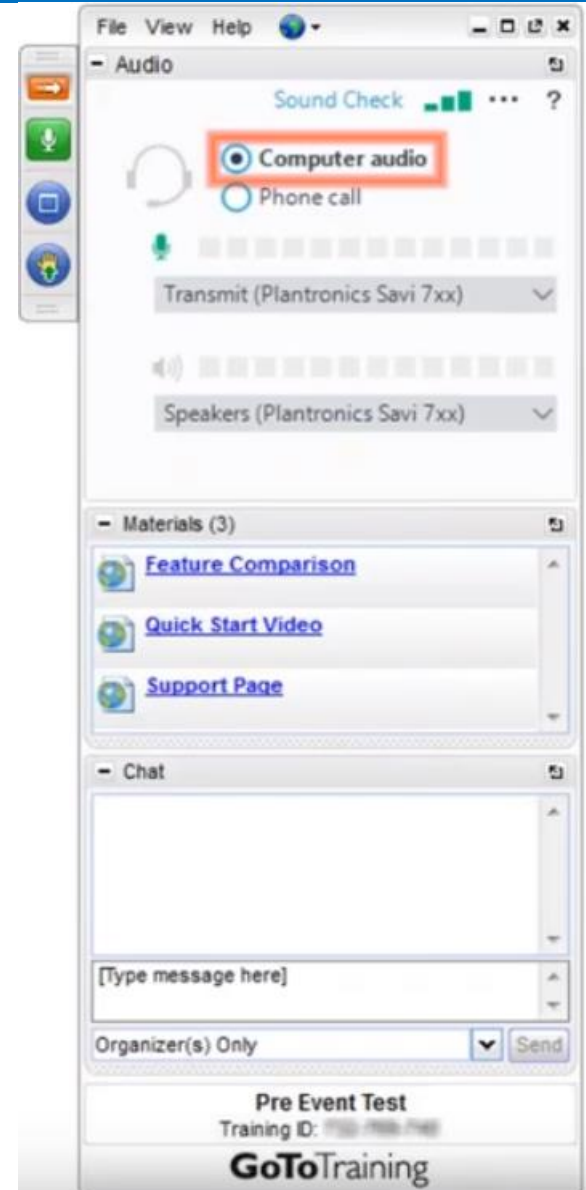
Moderator

Dylan Sittig, DCP Neighborhood Liaison



Logistics

- Audio Options
 - Computer audio
 - Phone call
 - Customer support 855-352-9002
- Ask questions via chat box
- Q & A after the presentation



Agenda

- Introduction and Background
- Policy Document
- Interactive Map and Zoning
- What's New – Citywide and HCPU2
- Upcoming DEIR Release
- Next Steps – Public Participation
- Q & A



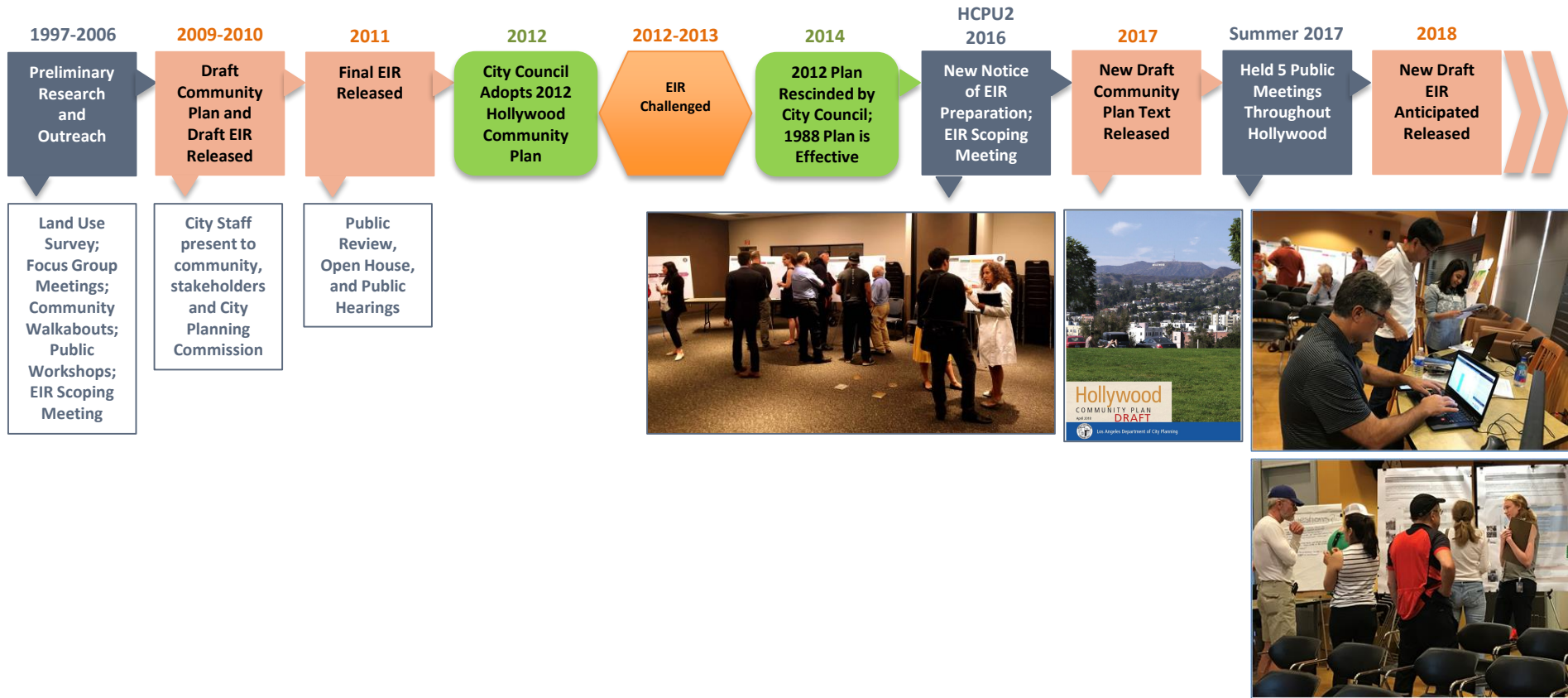
Video

- Placeholder: Intro video (2min)



Timeline

HOLLYWOOD COMMUNITY PLAN HISTORY



Hollywood Community Plan Area

LEGEND

Residential	Open Space
Minimum	Public Facilities
Very Low II	Public/Quasi-Public Open Space
Low I	Public Facilities - Freeways
Low II	Other
Low Medium I	Community Plan Boundary
Low Medium II	Streets
Medium	Freeways
High Medium	Metro Station
High	
Commercial	
Limited	
Neighborhood	
General	
Community	
Regional Center	
Industrial	
Commercial Manufacturing	
Limited	
Hybrid	

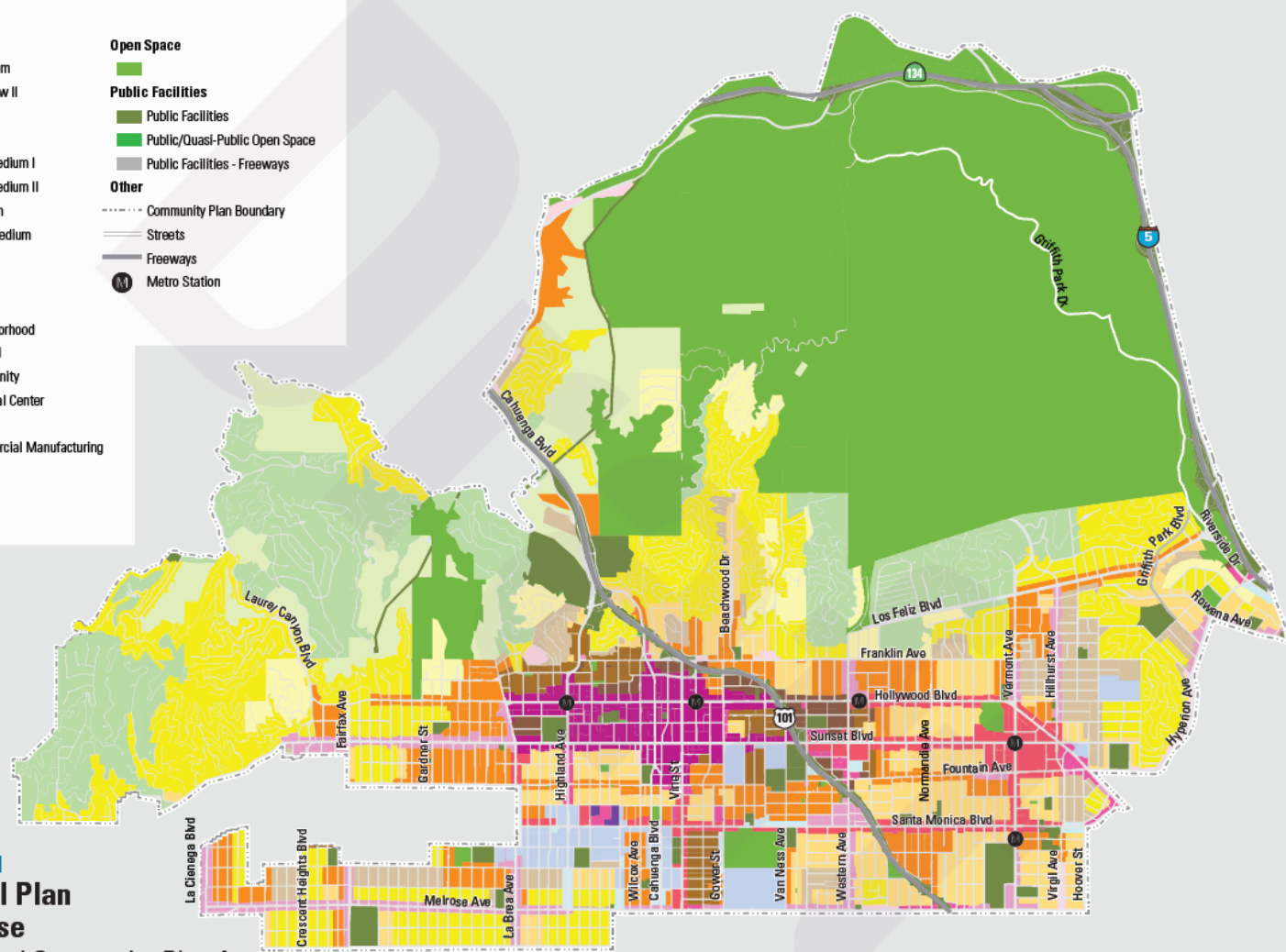


Figure 3-1
General Plan
Land Use
Hollywood Community Plan Area

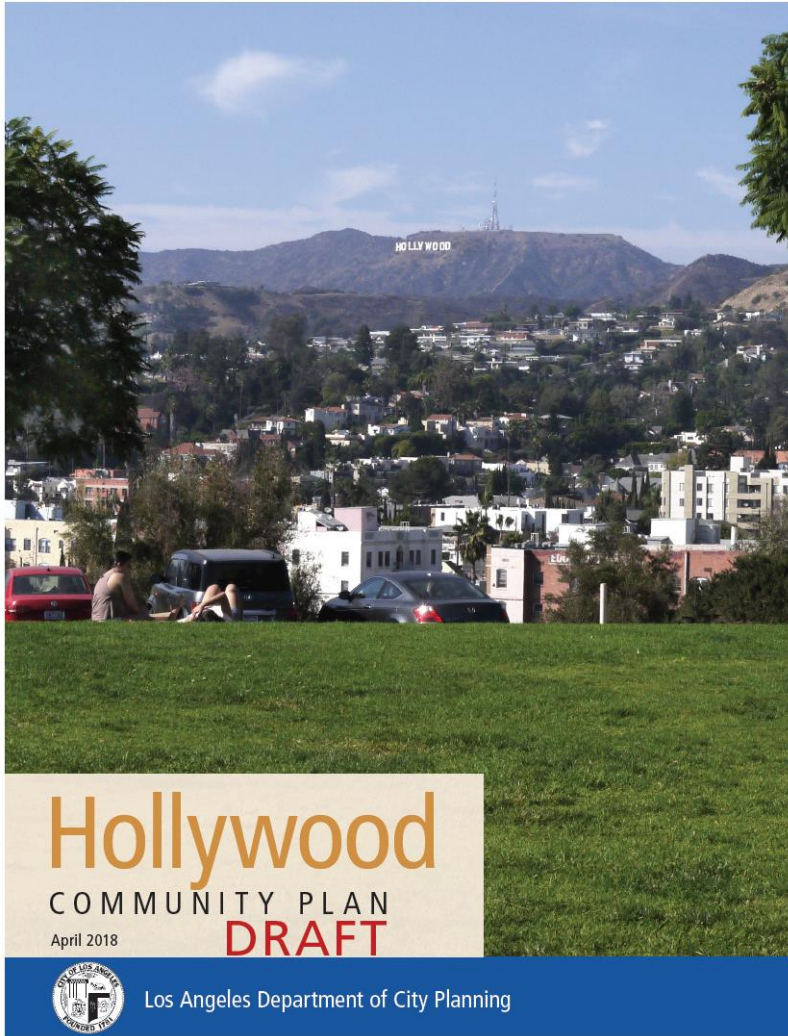
City of Los Angeles Planning Department • April 2018

This is an informational map provided for reference purposes only. It is not adopted as part of the Community Plan.

Not to Scale



Hollywood Community Plan - Policy Document



Children's Hospital Los Angeles

Introduction

The Hollywood Community Plan sets a direction for the future of Hollywood. A wide range of planning topics—including land use and housing, parks and open space, urban design, mobility, arts and culture, and history—are addressed in the Plan, encompassing the full spectrum of issues related to the physical development of the community. The Hollywood Community Plan serves several important purposes:

- To outline a vision for Hollywood's long-term physical and economic development and community enhancement;
- To provide strategies and specific implementing actions that will allow this vision to be accomplished;
- To establish a basis for judging whether specific development proposals and public projects are in harmony with Plan policies and standards;
- To direct City departments, other public agencies, and private developers to design projects that enhance the character of the community, taking advantage of its setting and amenities; and
- To provide the basis for establishing and setting priorities for detailed plans and implementing programs, such as the Zoning Ordinance, design overlays, development standards, the Capital Improvements Program, facilities plans, and redevelopment and area plans.



Theatre Row's Hudson Theatres

The Community Plan's importance lies in its ability to shape positive community change, fostering sustainable land use patterns while balancing the unique character of the community with citywide policies and regional initiatives. The process of developing the Hollywood Community Plan was a multi-year collaborative effort in which broad public participation was obtained through a series of meetings and workshops where stakeholders provided input and recommendations.



Historic multi-family buildings line scenic Los Feliz Boulevard

Plan Organization

The Hollywood Community Plan is organized into seven chapters. Each chapter is further organized into sections that address specific topics described below, and includes an approach section at the beginning that describes its contents and relationship to the Plan. An overview of each of the chapters is provided below.

Chapter 1: Introduction. Chapter 1 describes how to use the Community Plan by providing a reader's guide for understanding the Community Plan and describing its relationship to the City's General Plan as well as plans developed by other City agencies.

Hollywood Community Plan - Policy Document

Hollywood Community Plan | Chapter 5: Preservation



Sunset Square includes a variety of historic architectural styles, like this example of colonial revival

Preservation

Hollywood has reinvented itself many times over throughout the 20th century, with each phase contributing important themes, character, and qualities to the built environment. The preservation of Hollywood's historic and cultural heritage will continue to play an important role in the area's continued evolution in the 21st century. The Community Plan recognizes the value of Hollywood's impressive historic architecture and cultural resources, and therefore seeks to protect these assets. This chapter compiles a roadmap of where Hollywood has been and provides guidance for preserving important historical and cultural resources and maintaining Hollywood's heritage through its built character.



Historic Resources in Hollywood

The Hollywood Community Plan Area has a rich built history, with key buildings and places that have become significant for their notable architecture or association with the social and cultural history of Hollywood. The preservation of historical resources (see Figure 5-1) protects this built legacy, ensuring continuity and the retention of the community's collective memory. Historic preservation also offers economic benefits

Hollywood Community Plan | Chapter 3: Land Use & Urban Form



Land use in Hollywood is diverse and varied, providing a mix of housing, services, entertainment, and job centers

Land Use & Urban Form

The Land Use & Urban Form Chapter guides the pattern of development in the Hollywood Community Plan Area. Based on the City of Los Angeles' General Plan, the Land Use Chapter formulates a coherent set of development policies to guide future development. These land use policies serve as a central organizing element for the Community Plan, providing strategies for accomplishing the Plan's vision.

The pattern of land uses presented in the Plan is therefore linked to the Plan's objectives for economic development and jobs generation, as well as the type of urban form and character that is envisioned.

Hollywood Community Plan | Chapter 6: Mobility And Connectivity



Cars, bicycles, pedestrians, and transit all mix in the Regional Center of Hollywood

Mobility And Connectivity

Mobility is critical to support the diverse range of places and activities in Hollywood. Providing safe and convenient access throughout Hollywood's neighborhoods addresses several of the guiding principles of this Plan. A safe, accessible circulation system reinforces land use policies and connects people to jobs, homes, and services. Respectively, land use and urban design policies can support a range of mobility options by creating an environment that is friendly to people walking, rolling, biking, and riding transit.

The mobility system should be person-focused. Safety for all users is a priority of the Hollywood mobility system. Ensuring safety will improve access and health outcomes in Hollywood. Several streets in the CPA are identified on the City's High Injury Network, demonstrating the need for safety improvements.

Hollywood Community Plan - Policy Document

Goal P.1: Honor Hollywood's legacy through the preservation of the built environment that reflects Hollywood's cultural, social, economic, and architectural history.

Policy

P1.1 Significant neighborhoods and districts. Support the preservation of culturally and historically significant neighborhoods and districts. (P28, P29, P30, P31)

P28	Existing and new HPOZs in Hollywood ensure that the character of historic neighborhoods are maintained by providing guidance for the rehabilitation of historic structures and the review of new development within historic neighborhoods.	P.1.1	DCP
P29	Develop a historic preservation district or districts in Los Feliz with community involvement and support.	P.1.1	DCP
P30	Develop a historic preservation district in Sunset Square with community involvement and support.	P.1.1	DCP
P31	Study the historical resources in neighborhoods surrounding the Melrose Hill HPOZ.	P.1.1	DCP



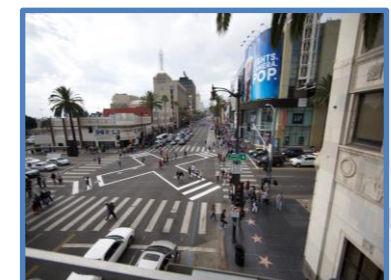
General Plan Framework

Guiding Principles of Framework

- Grow strategically
- Conserve existing residential neighborhoods
- Balance the distribution of land uses
- Enhance neighborhood character through better development standards
- Create more small parks, pedestrian districts, and public plazas
- Focus growth around transit stations
- Improve mobility and access
- Identify a hierarchy of commercial districts and centers

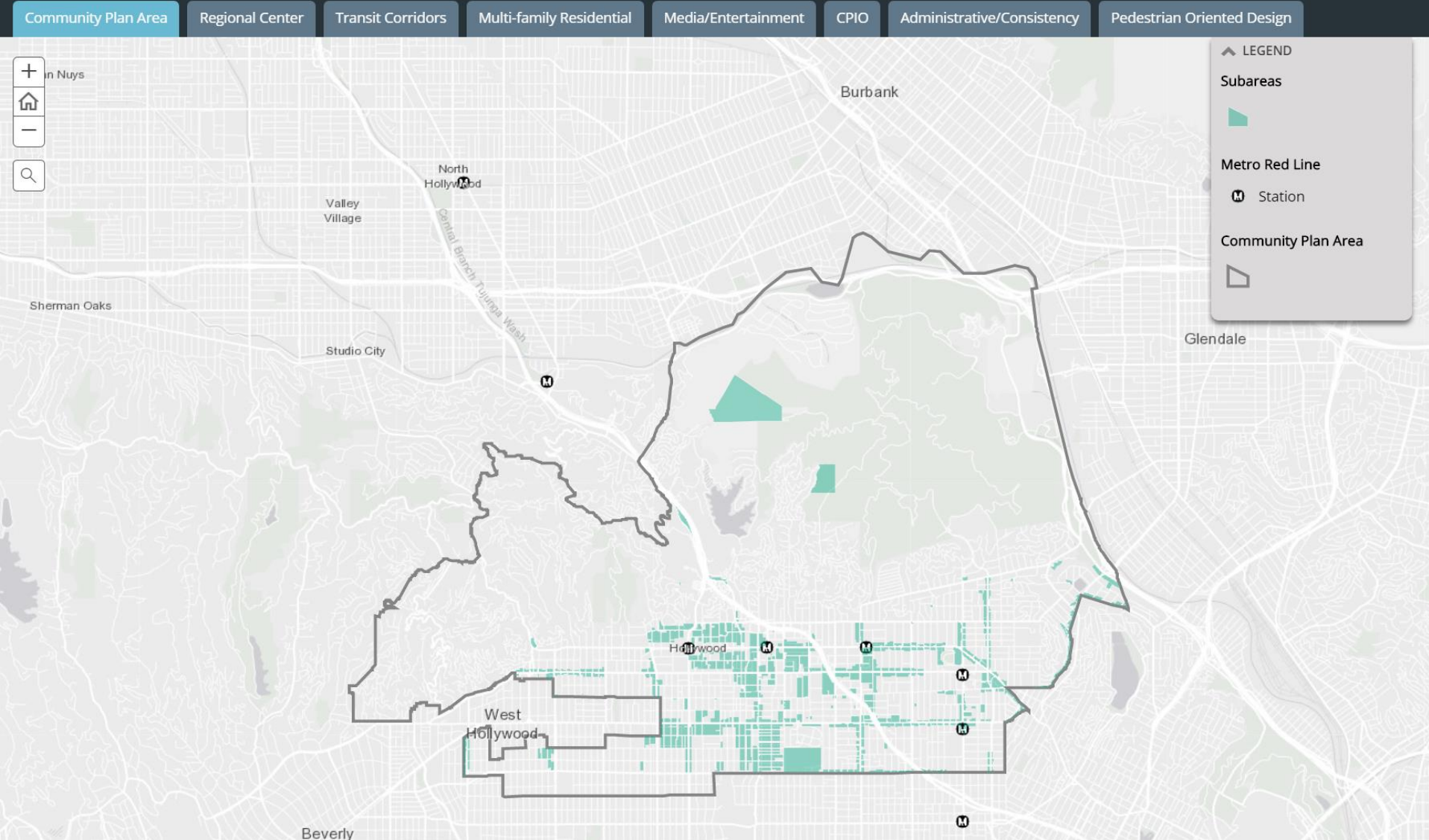


Proposed Plan Highlights



Change Areas – Interactive Map

HOLLYWOOD DRAFT REGULATIONS SUMMARY



Change Areas – Regional Center

HOLLYWOOD DRAFT REGULATIONS SUMMARY

Los Angeles Department of City Planning



Community Plan Area

Regional Center

Transit Corridors

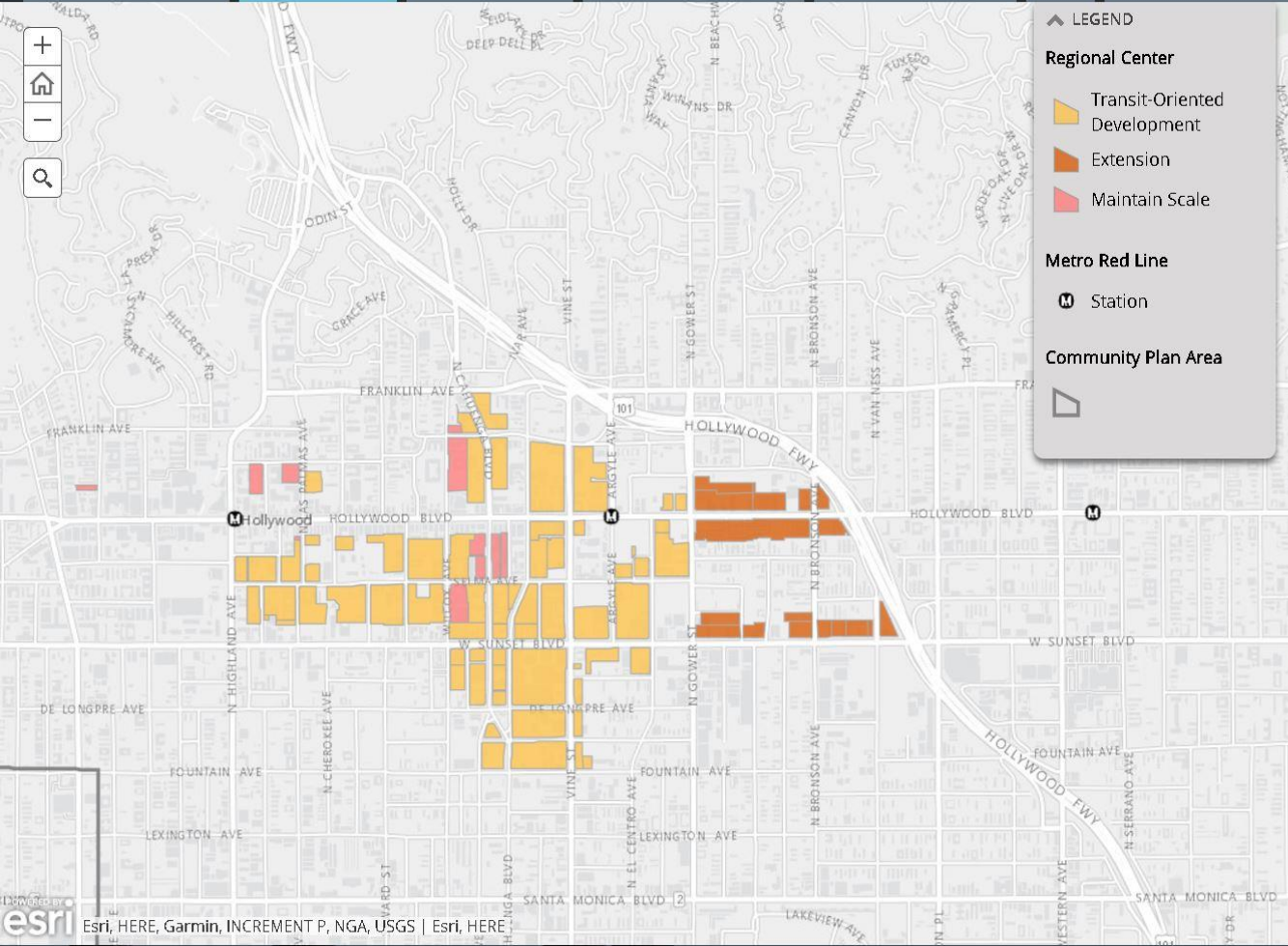
Multi-family Residential

Media/Entertainment

CPIO

Administrative/Consistency

Pedestrian Oriented Design



REGIONAL CENTER

The existing Regional Center is a focal point of regional commerce, identity and activity. Hollywood's Regional Center has historic theaters, tourist attractions, the Hollywood Walk of Fame, Metro stations, apartments, hotels, office buildings, and various stores and restaurants. The Proposed Plan continues to support these types of uses and seeks to direct and accommodate future development here.

The Plan calls for enhancing mobility connections to these regional assets and mix of uses. Improvements, such as bicycle lanes, street trees, bus shelters, and decorated crosswalks, would encourage more people to explore this area on foot and bicycle. A more accessible Regional Center would make it convenient for people to choose from a variety of ways to get around and in turn, promote public health and sustainability.

The interactive map shows where additional development potential can be located - near the Metro stations and extending east - as well as areas where the existing scale would be maintained. These subareas would also be subject to additional regulations (See CPIO theme tab).

Transit-Oriented Development

The Transit-Oriented Development subareas identify opportunities in the existing Regional Center where parcels near the Metro stations would be able to accommodate future development and improve the jobs-housing balance. Proposed Floor Area Ratio (FAR) increases are often accompanied by requirements and/or incentives, such as providing affordable housing, additional approval for historic resources, and pedestrian-oriented design.



Esri, HERE, Garmin, INCREMENT P, NGA, USGS | Esri, HERE



Change Areas – Transit Corridors

HOLLYWOOD DRAFT REGULATIONS SUMMARY

Los Angeles Department of City Planning



Community Plan Area

Regional Center

Transit Corridors

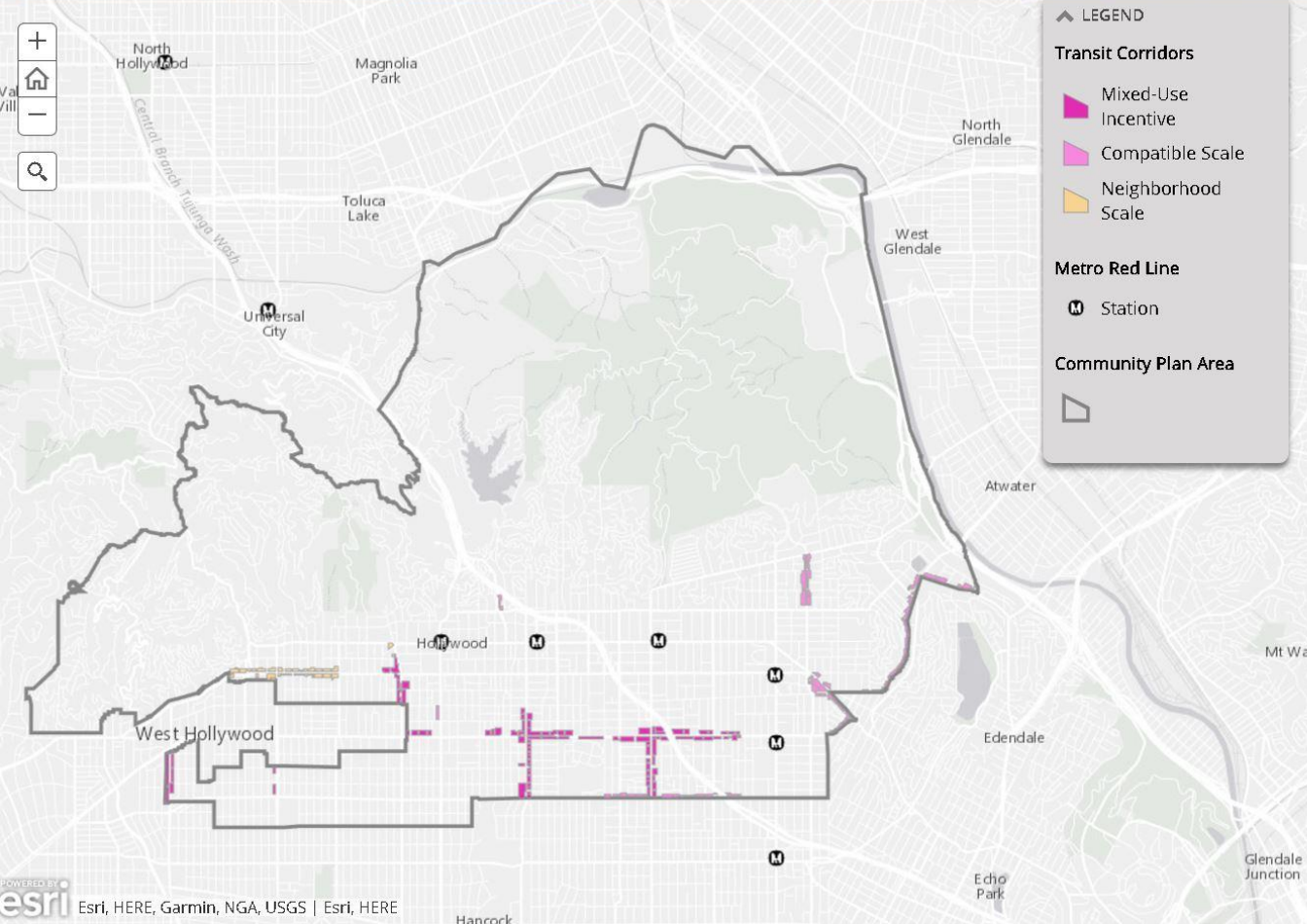
Multi-family Residential

Media/Entertainment

CPIO

Administrative/Consistency

Pedestrian Oriented Design



TRANSIT CORRIDORS

Transit Corridors subareas are intended to foster continued investment along major commercial corridors generally served by transit throughout Hollywood. Along these corridors, such as Santa Monica Boulevard, one of the Plan's goals is to improve the function and design of neighborhoods by encouraging mixed-use development and enhancing the pedestrian experience. Amenities such as outdoor sidewalk cafes, retail courtyards, and public plazas that attract people and improve livability are desired. Additionally, select corridors, such as Sunset Boulevard in the western part of the community, have been identified for proposed height or other restrictions to ensure compatibility is maintained with the existing neighborhood.

The interactive map shows where additional development potential can be located as well as areas where the existing scale would be maintained.

Mixed-Use Incentive

Mixed-Use Incentive Corridors address latent development potential along major commercial corridors in or near job-producing areas with existing transit, which includes bus lines. Anticipated increases in housing and employment are directed here. As a result, development is directed away from low-density neighborhoods.



Change Areas – Multi-family Residential

HOLLYWOOD DRAFT REGULATIONS SUMMARY

Los Angeles Department of City Planning



Community Plan Area

Regional Center

Transit Corridors

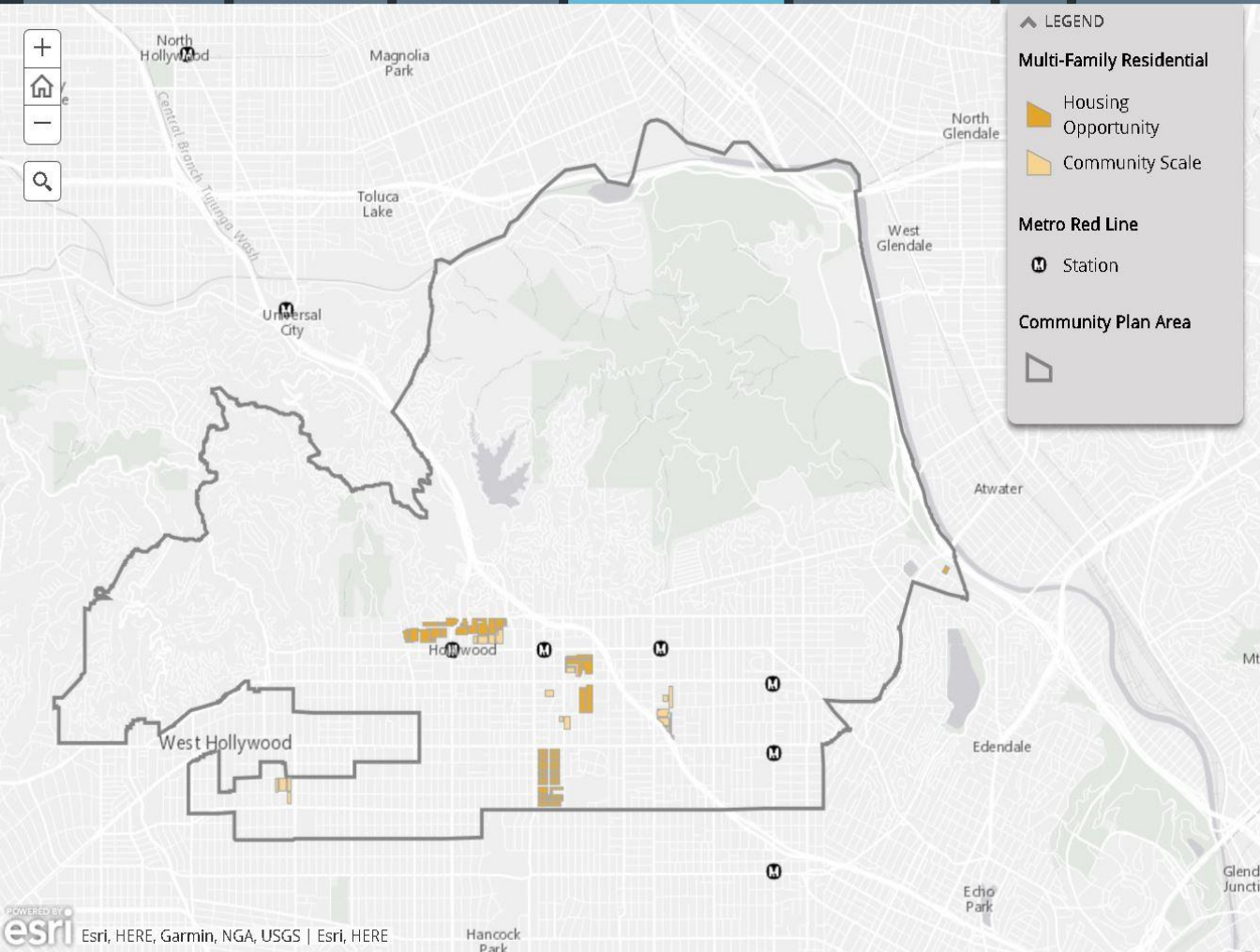
Multi-family Residential

Media/Entertainment

CPIO

Administrative/Consistency

Pedestrian Oriented Design



MULTI-FAMILY RESIDENTIAL

The Multi-family Residential subareas identify opportunity areas in places where new housing can be built, such as near the Regional Center and major commercial and transit corridors. Residents can take advantage of living close to Hollywood's attractions and job centers, using existing Metro stations and bus lines to commute to work. New housing near employment areas would also allow people to walk to work. Additionally, other areas focus on maintaining residential neighborhood stability, and guide new infill residential development to be compatible with the character of the existing neighborhood.

The interactive map shows where additional development potential can be located as well as areas where the existing scale would be maintained.

Housing Opportunity

Housing Opportunity areas focus on locating new multi-family units generally near the Regional Center, transit, and major employment areas to promote a better jobs-housing balance. Historic properties seeking greater density would require additional approval.



Change Areas – Media/Entertainment

Los Angeles Department of City Planning



HOLLYWOOD DRAFT REGULATIONS SUMMARY

Community Plan Area

Regional Center

Transit Corridors

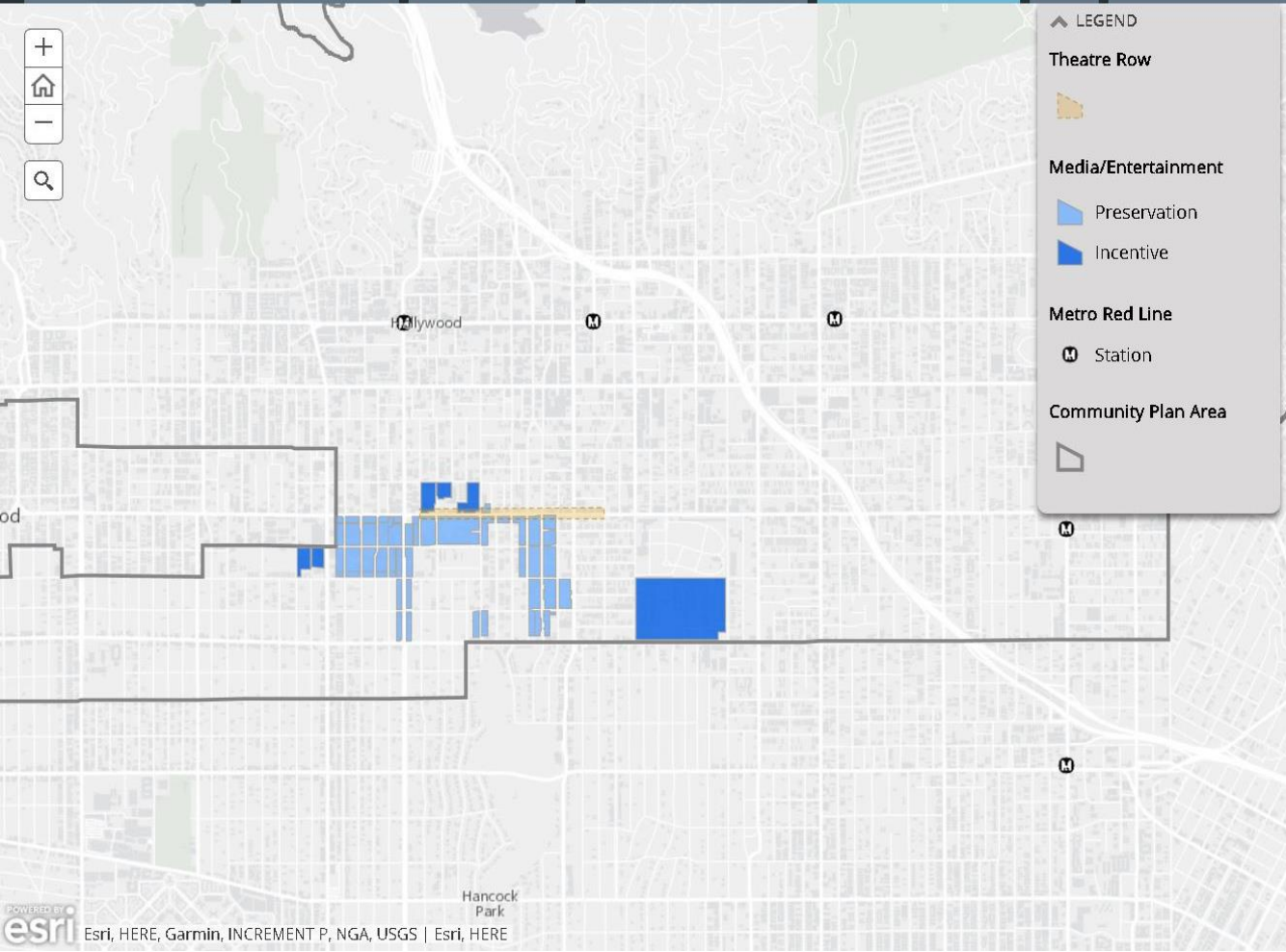
Multi-family Residential

Media/Entertainment

CPIO

Administrative/Consistency

Pedestrian Oriented Design



MEDIA/ENTERTAINMENT JOBS

The Media/Entertainment Jobs subareas emphasize both the preservation and expansion of media and entertainment-related jobs in Hollywood. The Plan recognizes the historical presence of the media and entertainment industry in Hollywood and its significance to the local and global economy. Studios, media production facilities, and studio-equipment manufacturing and storage are vital not only to Hollywood's economic vitality but also to its identity as the entertainment capital of the world.

The interactive map shows where additional development potential can be located as well as areas where the existing light industrial land would be maintained.

Preservation

The Media/Entertainment Jobs Preservation areas focus on preserving and promoting Hollywood's entertainment industry by retaining light industrial land for jobs. Residential use will be prohibited, except for accessory caretaker or watchman units.



Incentive

The Media/Entertainment Jobs Incentive areas focus on increasing light

POWERED BY esri Esri, HERE, Garmin, INCREMENT P, NGA, USGS | Esri, HERE



Change Areas – CPIO

HOLLYWOOD DRAFT REGULATIONS SUMMARY

Los Angeles Department of City Planning



Community Plan Area

Regional Center

Transit Corridors

Multi-family Residential

Media/Entertainment

CPIO

Administrative/Consistency

Pedestrian Oriented Design



LEGEND

- Metro Red Line
 - Station
- Community Plan Implementation Overlay
- Community Plan Area

COMMUNITY PLAN IMPLEMENTATION OVERLAY

A Community Plan Implementation Overlay, or CPIO, is an overlay tool that implements the policies of a Community Plan through targeted land use regulations and/or incentives to specific areas. A CPIO is typically developed and adopted in conjunction with a Community Plan update.

The CPIO primarily focuses on historic preservation but also implements pedestrian-oriented design and affordable housing incentive provisions in select portions of the Regional Center. The CPIO boundary contains subareas where land use designation and zoning changes are proposed as well as non-subareas. Parcels within the CPIO boundary contain a number of identified historical resources. As a result, additional parcels are also included for historic preservation provisions.

Summary regulations for the CPIO that focus on historic preservation, pedestrian-oriented design, and public benefits are described below.

Historic Preservation

Regulatory protections for designated or eligible historical resources apply to all commercial zoned parcels within the CPIO, including prohibitions on obtaining a demolition permit for all buildings or structures that are 45 years or older unless there is an approved replacement project. In addition, the CPIO requires that rehabilitation of historical resources comply with the Secretary of Interior Standards for Rehabilitation.

Pedestrian-Oriented Design

The CPIO requires pedestrian-oriented design standards for commercial and mixed-use areas in the Regional Center. The design standards include requirements for ground-floor retail, window transparency, and for new buildings to be built to the front property line with parking to the rear of the site. Many of these areas are near Metro stations and bus lines, making transit a convenient option. More attractive street frontages and building forms enhance safety and walkability.



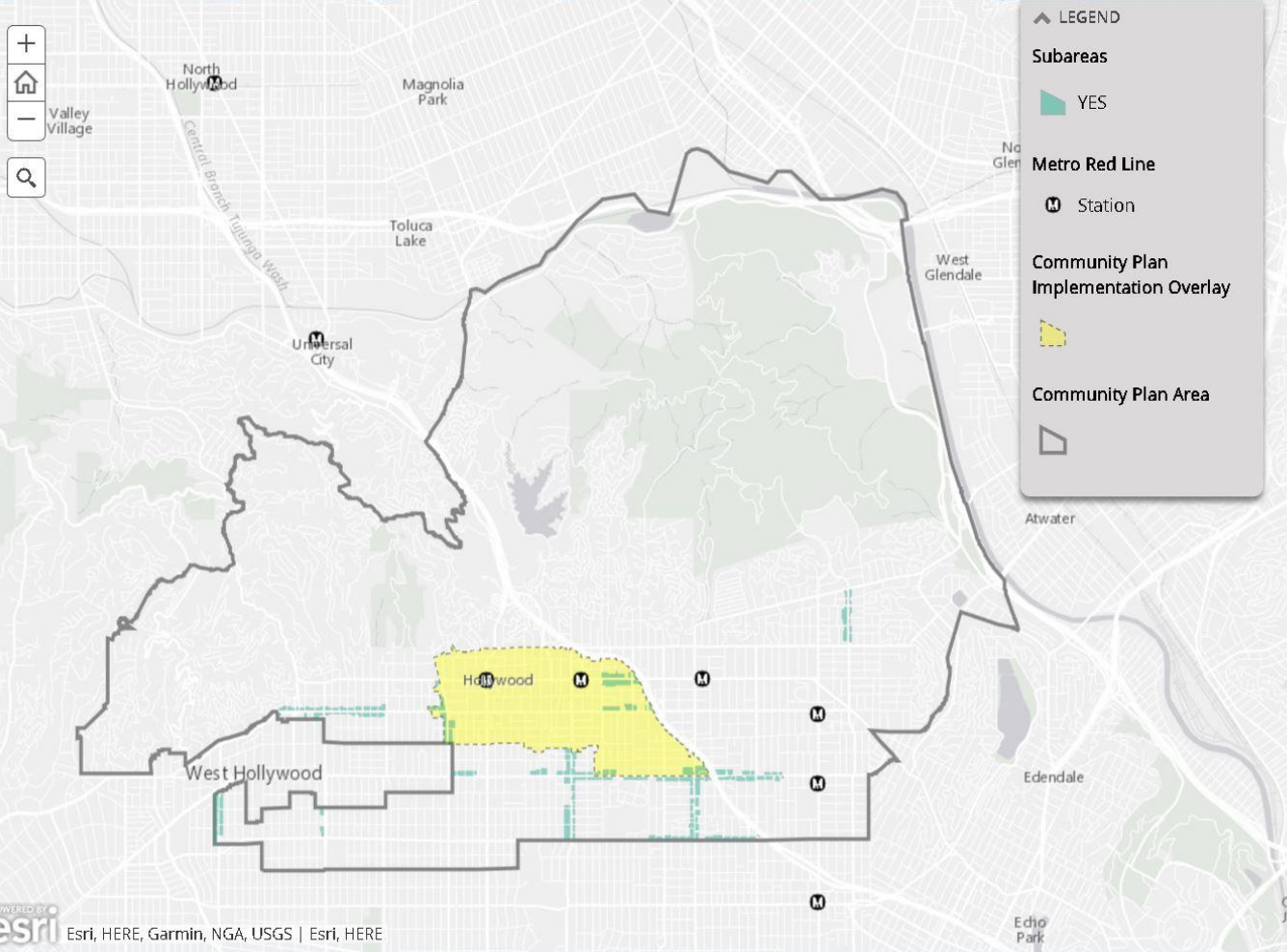
Change Areas – Pedestrian Oriented Design

HOLLYWOOD DRAFT REGULATIONS SUMMARY

Los Angeles Department of City Planning



- Community Plan Area
- Regional Center
- Transit Corridors
- Multi-family Residential
- Media/Entertainment
- CPIO
- Administrative/Consistency
- Pedestrian Oriented Design**



PEDESTRIAN ORIENTED DESIGN

As a prominent tourist destination and employment center, Hollywood experiences heavy volumes of pedestrian traffic year-round. The Plan strives to create a pleasant and safe pedestrian experience for residents, visitors, and employees that will encourage people to choose walking as a way to get around.

Pedestrian Oriented Design standards apply within the CPIO boundary, along select corridors near transit, which includes bus lines. This map also identifies where pedestrian oriented design regulations are required on corridors.

Pedestrian Regulations

Pedestrian Oriented Design standards include providing a ground floor for pedestrian access, window transparency, and locating parking at the rear of buildings.

[CLICK HERE TO READ THE DRAFT PEDESTRIAN ORIENTED REGULATIONS](#)



POWERED BY esri Esri, HERE, Garmin, NGA, USGS | Esri, HERE

Change Areas – Administrative/Consistency

HOLLYWOOD DRAFT REGULATIONS SUMMARY

Los Angeles Department of City Planning



Community Plan Area

Regional Center

Transit Corridors

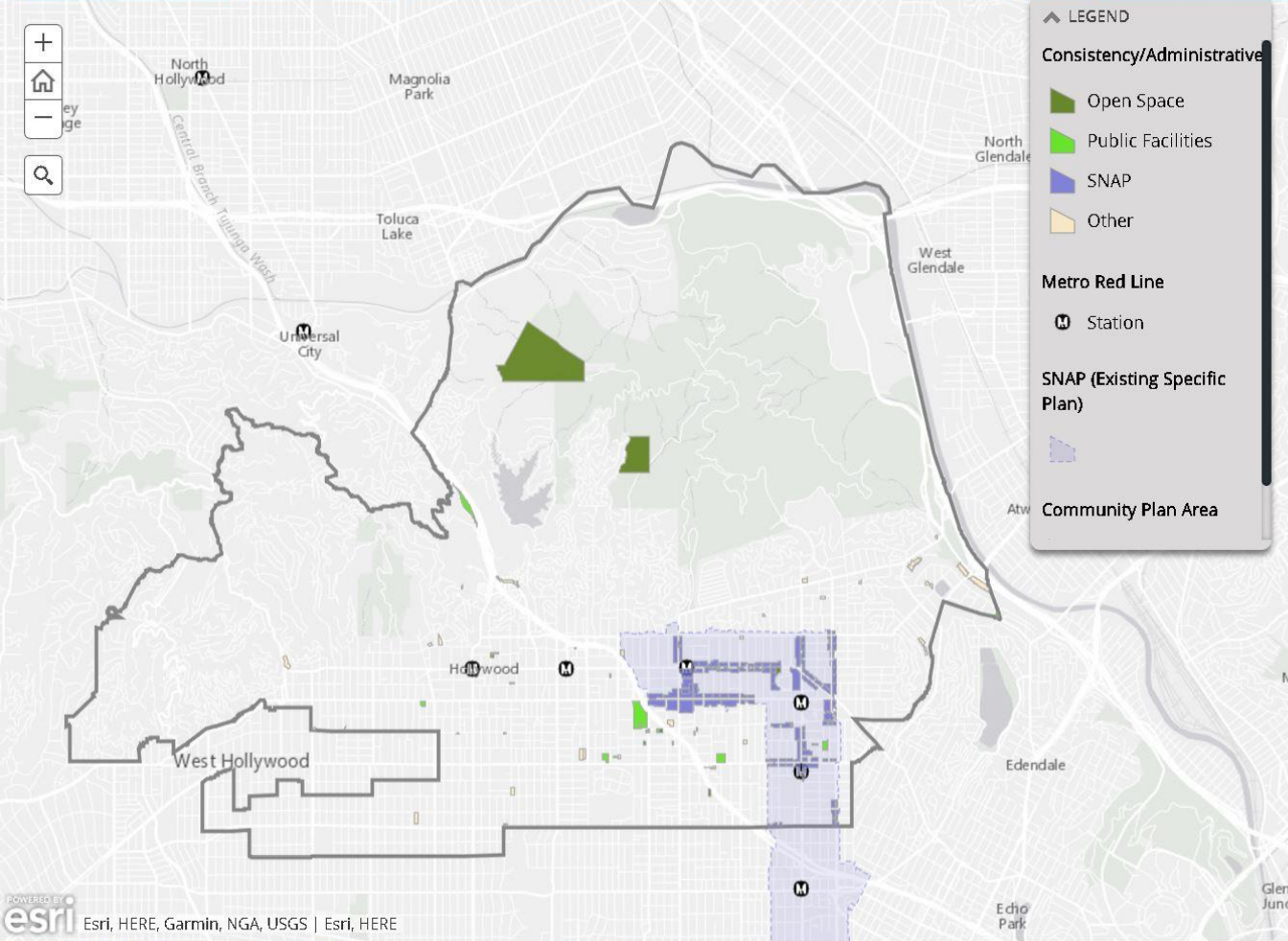
Multi-family Residential

Media/Entertainment

CPIO

Administrative/Consistency

Pedestrian Oriented Design



ADMINISTRATIVE/CONSISTENCY

The Hollywood Community Plan Update also includes a number of Administrative/Consistency land use designation and/or zone changes to select properties to generally reflect the existing or proposed use of the parcel or parcels. These subareas on the map primarily represent parks, schools, libraries, and some residential properties.

Open Space

The Open Space areas identify parks or portions of parks and propose corrections that would reflect existing uses.



Public Facilities

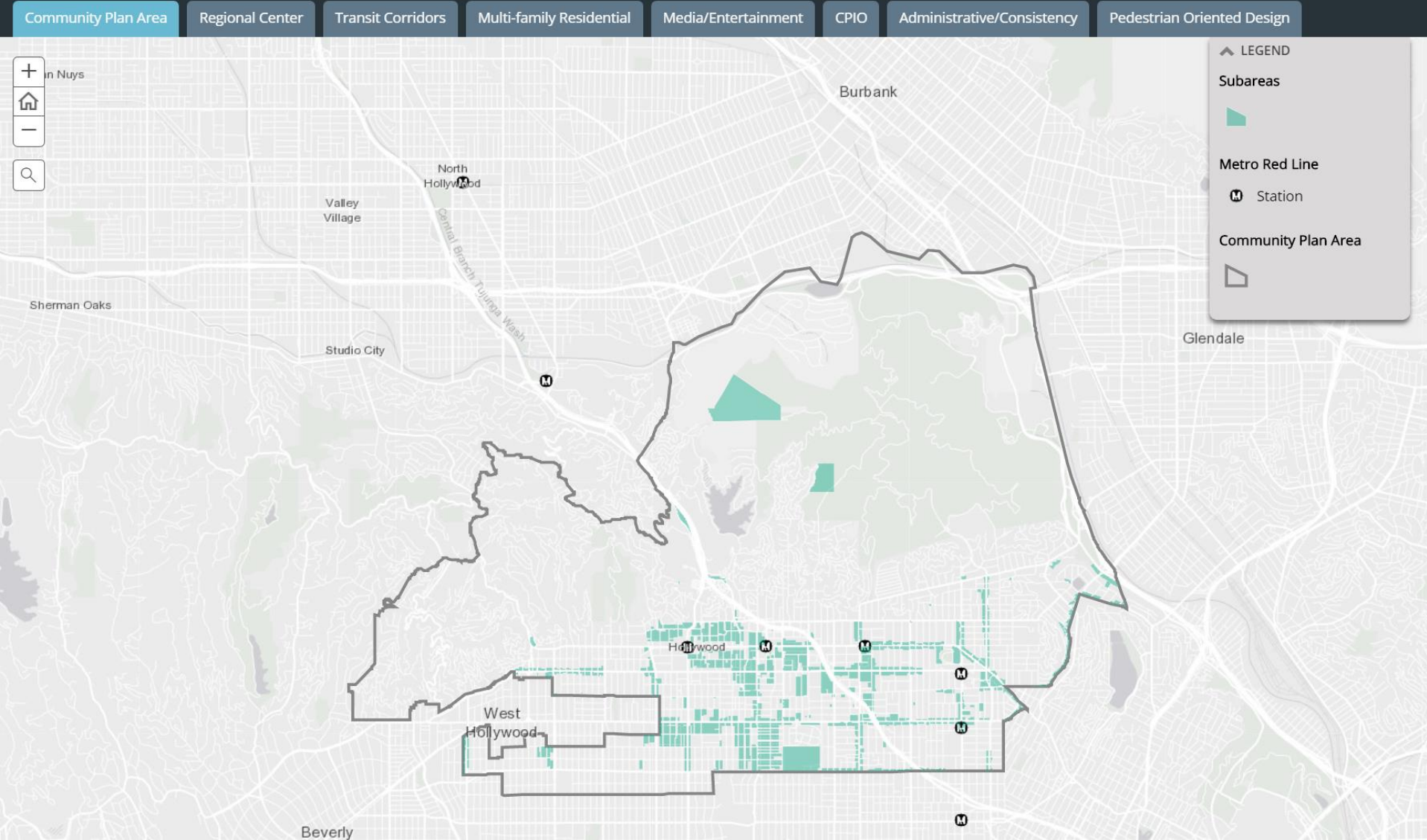
The Public Facilities subareas identify portions of public facilities, primarily schools and libraries, and propose corrections that would reflect existing uses.



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Change Areas – Interactive Map

HOLLYWOOD DRAFT REGULATIONS SUMMARY



What's New – HCPU2 Transportation Nexus Fee Study

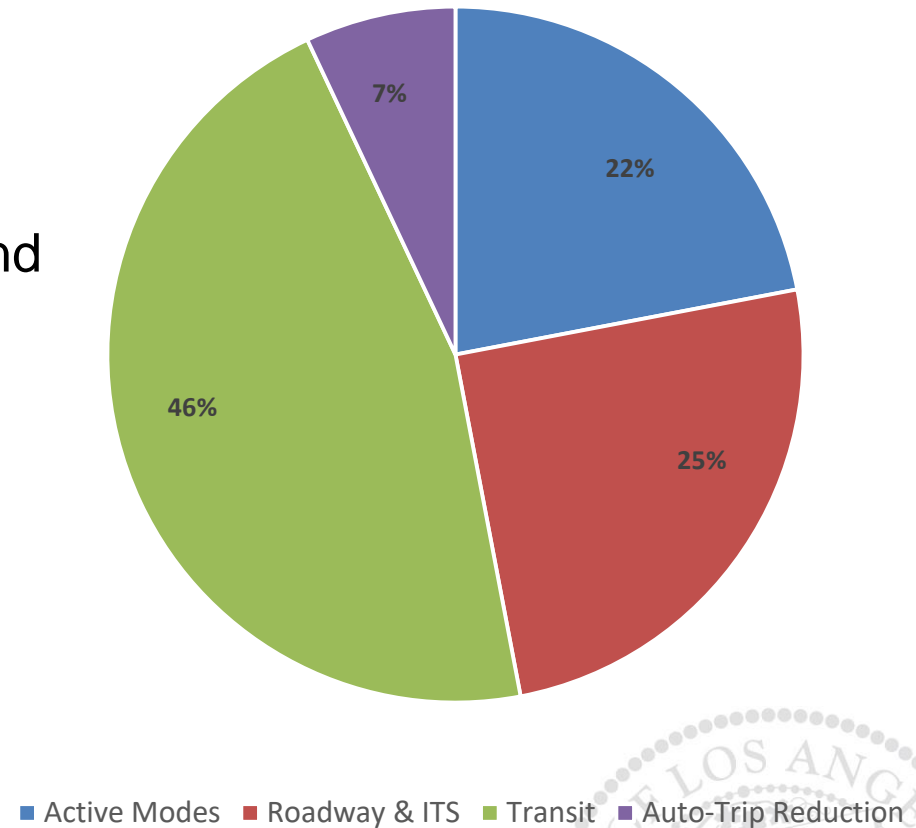
- Nexus Study
 - What is a Nexus Study?
 - Identified in the 2012 Plan as a future work program
 - Helps fund future transportation improvements



What's New – HCPU2 Transportation Nexus Fee Study

- **Nexus Study**
 - Recently completed and will be available to the public
 - Possible list of multi-modal improvements from MP 2035 and 2012 Plan

Project List Improvements



What's New – Citywide Measure JJJ

- Voters approved Measure JJJ - November 2016


CURBED
LOS ANGELES

LOS ANGELES LOS ANGELES AFFORDABLE HOUSING

Measure JJJ triggers new incentives to encourage affordable housing near transit

They'll apply to projects within a half-mile of a stop

By **Elijah Chiland** | Mar 14, 2017, 8:46pm PDT



Steve and Julie/Creative Commons

Los Angeles voters overwhelmingly approved a November ballot measure meant to spur development of affordable housing and ensure that builders rely on local labor. Now, the city's planning department [has released guidelines](#) for a key part of that initiative.

5.

laist

L.A. Passes Measure JJJ, The Affordable Housing Mandate

BY **CARMAN TSE** IN **NEWS** ON NOV 9, 2016, 4:36 PM

Three of the biggest problems facing Los Angeles were on Tuesday's ballot, and the results indicate that Angelenos want to get things fixed. [Proposition HHH](#), which would raise \$1.2 billion to build housing for the homeless, and [Measure M](#), which implements a new sales tax hike to fund an enormous expansion of the county's public transportation, both passed with overwhelming majorities. You can also add Measure JJJ to this list, which mandates the creation of affordable housing in L.A.

With all precincts reporting, Measure JJJ, also known as Build Better LA, [passed with 84% of the vote](#). JJJ makes it a requirement that developments that require changes to zoning codes (i.e. "typically bigger than what codes allow," [according to Curbed](#)) set aside a certain percentage of units available for low-income residents. It also requires these projects to hire workers from the City of Los Angeles, and includes incentives for the developments to be built near public transportation.

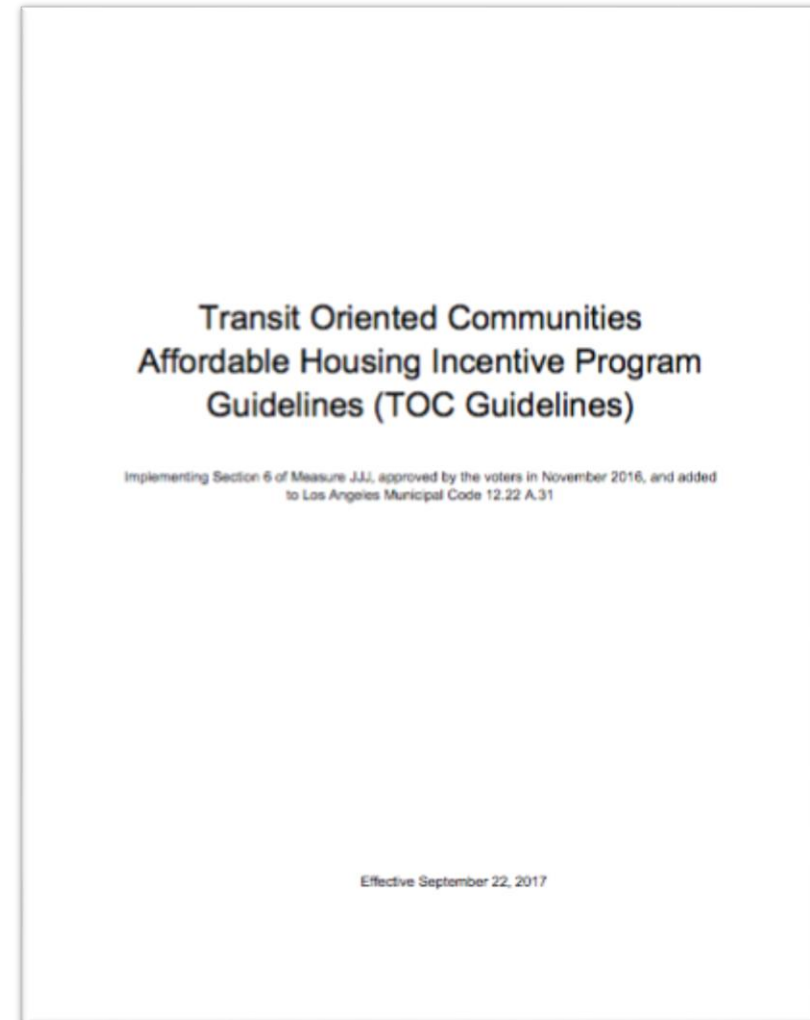
"It's really important that we not only have access to housing that's affordable, but also that people are earning good wages and able to live in the housing that they've built," Mariana Huerta Jones of the Alliance for Community Transit [told LAist back in May](#), when JJJ received enough signatures to appear on the ballot. "That's why we want to make sure it's not just about producing and preserving affordable housing, but also making sure that there is access to good jobs."

While it received support from groups like the L.A. County Democratic Party, the ACLU of Southern California and the National Resources Defense Council, backing was mixed from housing advocates. In an editorial, [the L.A. Times opposed JJJ](#), saying it would only increase the cost of construction, and thus limit the amount of affordable housing that will actually be built.

JJJ was a direct response to [That Terrible NIMBY Ballot Measure \(also known as the Neighborhood Integrity Initiative\)](#), which aims to freeze new development in Los Angeles. The NII was originally going to go against JJJ on the November ballot, but it is now on the March ballot. A similar anti-growth measure in Santa Monica, known as [Measure LV](#), was defeated last night.

What's New – Citywide TOC

- **Transit Oriented Communities (TOC) Guidelines**
 - Consistent with Measure JJJ
 - TOC Guidelines released September 2017
 - Provides eligibility & incentives



What's New – Citywide TOC

- **Transit Oriented Communities (TOC) Guidelines**

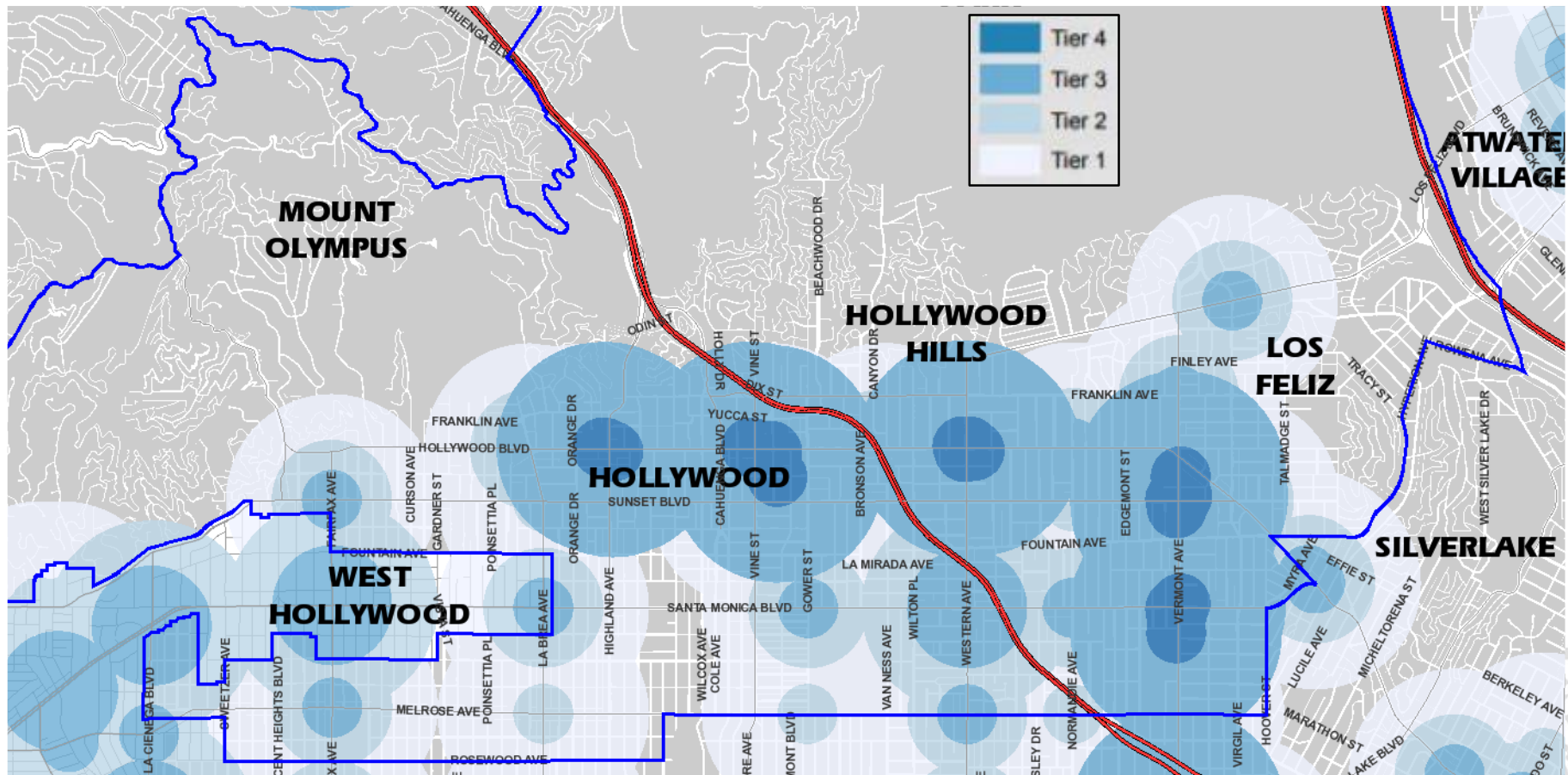
Eligibility

- Construction or addition of 5 units or more
- Located within a ½ mile of a **major transit stop**
- Minimum 8% Extremely Low Income, 11% Very Low or 20% Low Income households
- Housing replacement requirements



What's New – Citywide TOC

- TOC Tiers in Hollywood

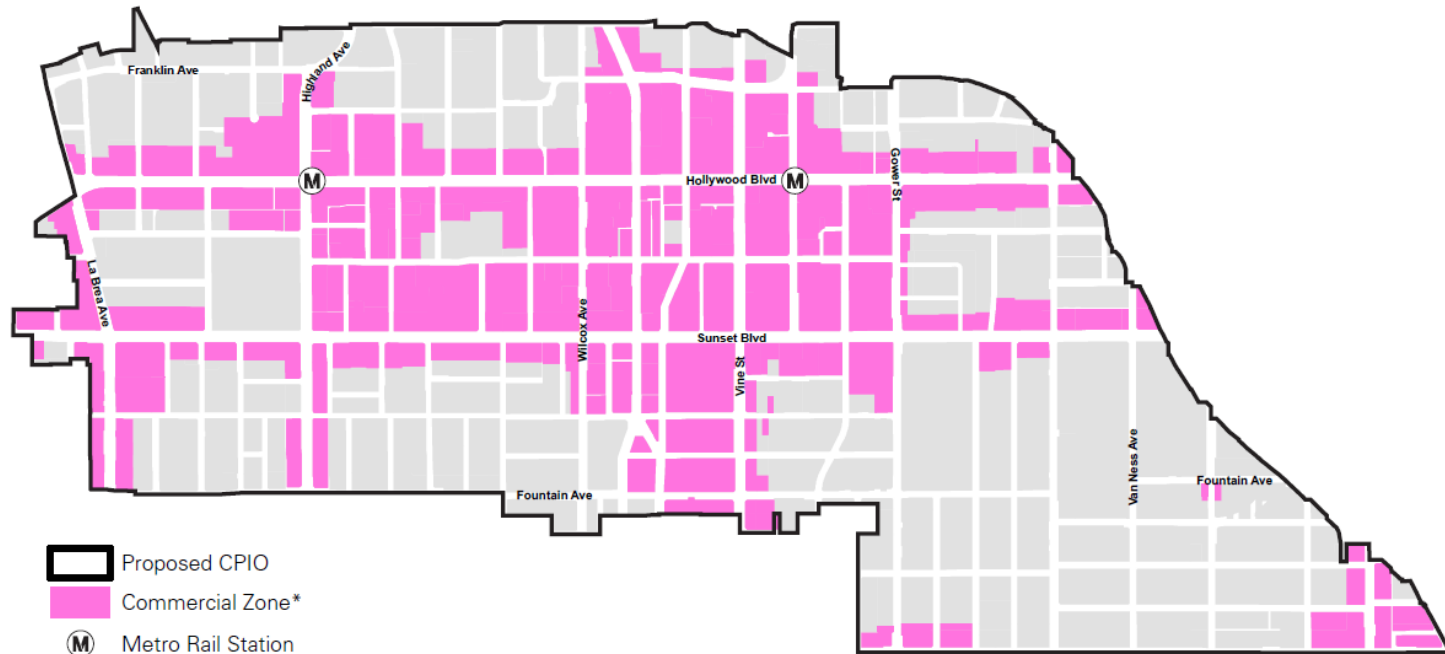


What's New – HCPU2 and CPIO

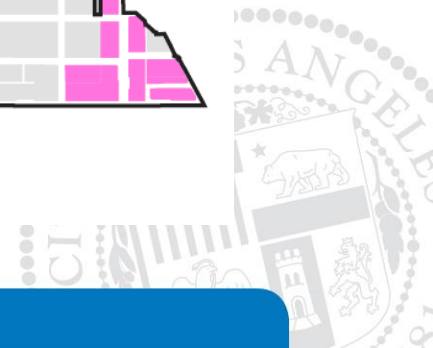
- Proposed Hollywood Community Plan Implementation Overlay (CPIO)

Figure 1: Proposed Hollywood CPIO

(DRAFT)

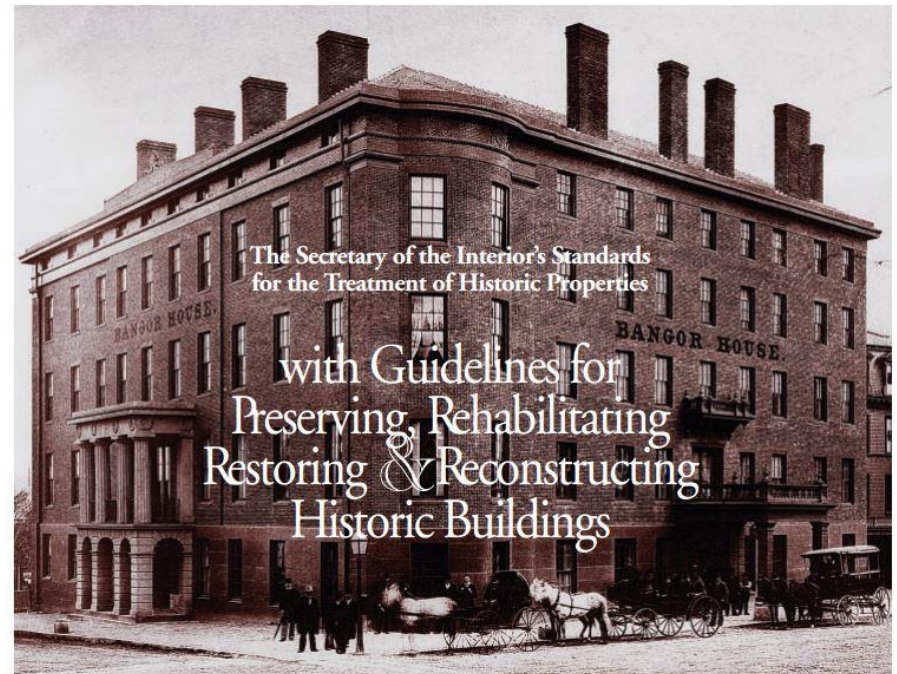
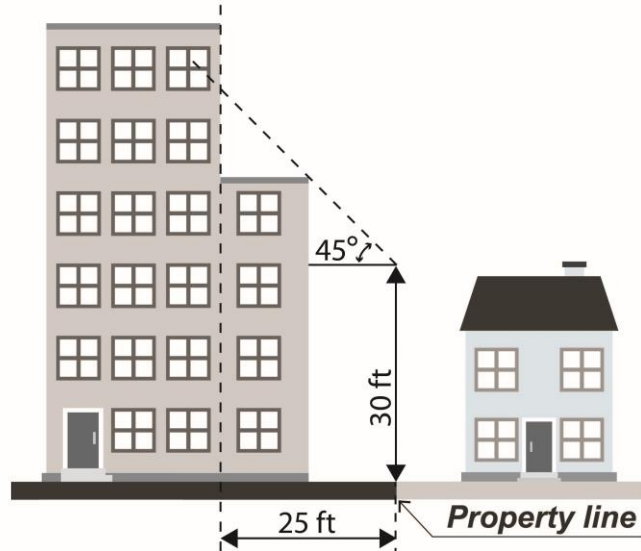


* The commercial zones displayed in the map reflect the recommendations of the Hollywood Community Plan Update. A majority of the parcels have existing commercial zoning.



CPIO Standards – Historic Preservation

- CPIO Standards
 - Historic Preservation
 - Compliance with Secretary of Interior Standards (Rehabs)
 - Demolition delay
 - Transitional height for new buildings next to a RD zone



CPIO Standards – Pedestrian Oriented Design

- CPIO Standards
 - Pedestrian Oriented Design (applicable to C zones in CPIO)
 - Ground floor ceiling height and transparency
 - Parking access



Upcoming DEIR

New Draft Environmental Impact Report (DEIR)

- New sections analyzed
- Updated demographic analysis



Demographics

Placeholder for Demographics Video



Opportunities for Continued Public Participation



**Upcoming Draft EIR
Release**

**60-day Public
Comment Period**



**Prepare Responses to
Comments/ Final EIR**

**Open House and Public
Hearings**



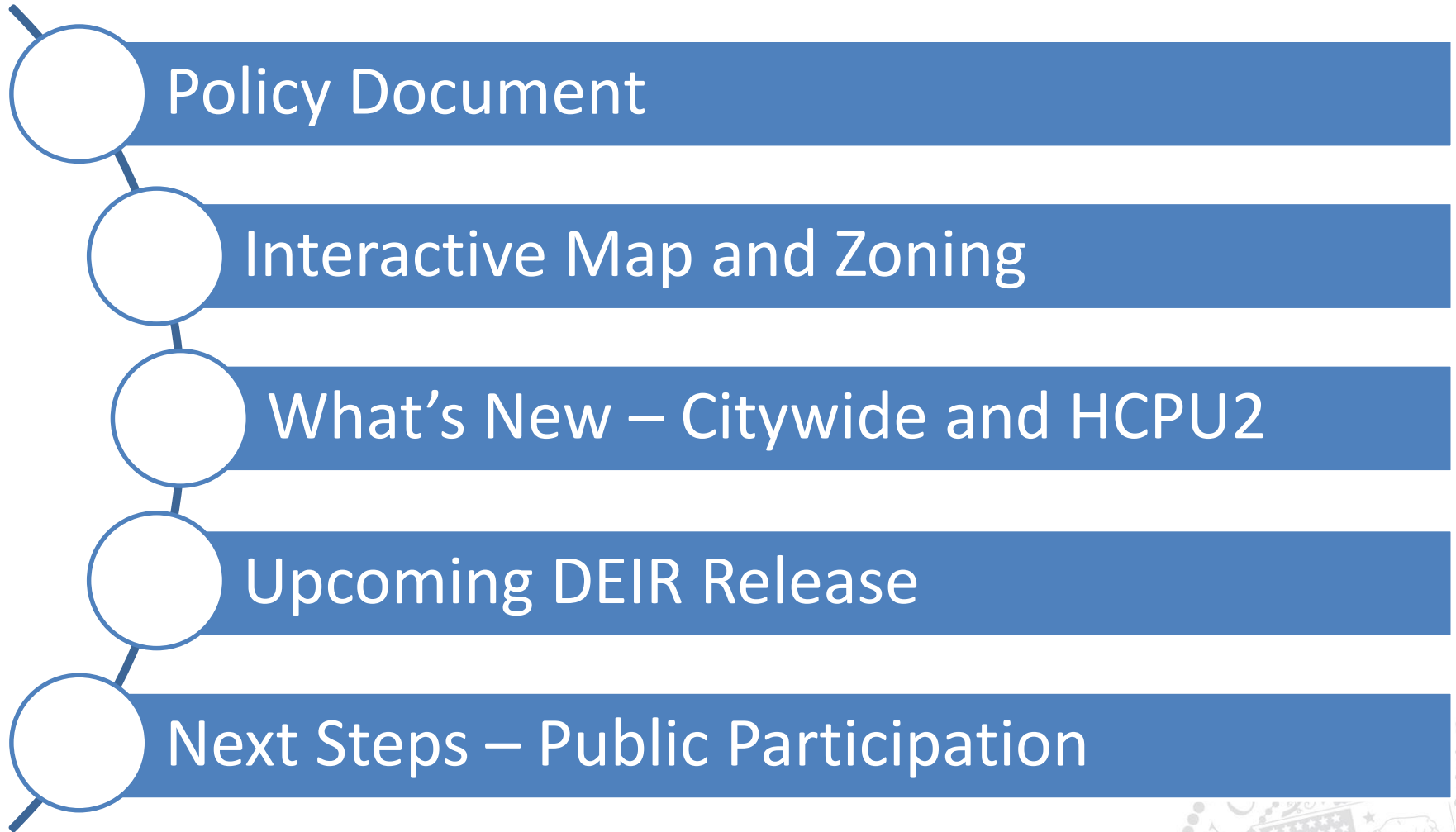
**City Planning
Commission Hearing**

**City Council PLUM
Hearing**

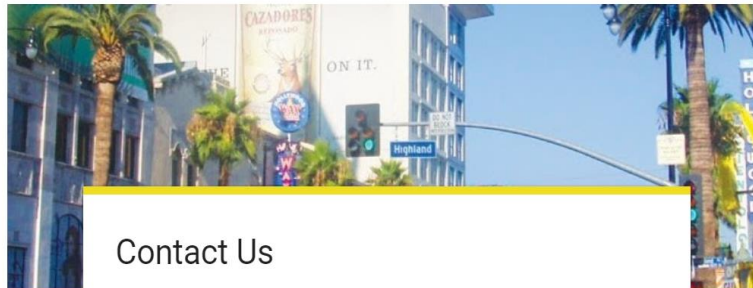
City Council Hearing



Summary – Key Takeaways



Visit hcpu2.org



Contact Us

* Required

FIRST NAME *

Your answer

LAST NAME *



Q & A

HCPU2.org

Team

Haydee Urita-Lopez, Senior City Planner

Priya Mehendale, City Planner

Linda Lou, City Planner

Renata Ooms, City Planning Associate

Sophia Kim, Planning Assistant

Moderator

Dylan Sittig, DCP Neighborhood Liaison



Thank you!

Visit hcpu2.org

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Thank you!

Visit hcpu2.org

The screenshot shows the top navigation bar of the website with the Los Angeles logo on the left and links for 311 City Services, LA City Directory, HOME, PLAN, INTERACTIVE MAP, GET INVOLVED / EVENTS, RESOURCES, and CONTACT. The main header features a photograph of a building facade with the word "CONTACT" overlaid in large white letters. Below this is a "Contact Us" form with a yellow header and a background image of a city street. The form includes a red asterisk indicating required fields, input boxes for "FIRST NAME" and "LAST NAME", and a "Your answer" label for the first name field.

LOS ANGELES

311 City Services LA City Directory

HOLLYWOOD COMMUNITY PLAN UPDATE 2 (HCPU2)

HOME PLAN INTERACTIVE MAP GET INVOLVED / EVENTS RESOURCES CONTACT

CONTACT

Contact Us

* Required

FIRST NAME *

Your answer

LAST NAME *