

**From:** Ryan Snyder <[ryan@myhunc.com](mailto:ryan@myhunc.com)>  
**Sent time:** 09/01/2020 11:21:51 AM  
**To:** Craig Bullock <[craig.bullock@lacity.org](mailto:craig.bullock@lacity.org)>  
**Subject:** Re: Parking cash out law  
**Attachments:** Argyle Yucca Beautification Concepts.pdf

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Good Morning Craig,

After we talk about the parking cash out law I'd like a few minutes to discuss the attached as possible mitigation to the Champion and Hollywood Center projects.

We'll talk at 2!

Ryan Snyder  
[ryan@myhunc.com](mailto:ryan@myhunc.com)

On Aug 31, 2020, at 11:21 AM, Craig Bullock <[craig.bullock@lacity.org](mailto:craig.bullock@lacity.org)> wrote:

I mean 2pm tomorrow! I realize you have something at 3:30

On Mon, Aug 31, 2020 at 11:20 AM Craig Bullock <[craig.bullock@lacity.org](mailto:craig.bullock@lacity.org)> wrote:

HAHA! Yes, I am afraid it is a constant battle for me to keep up with all the emails I receive so I am not always as fast as Sean. I was going to bring Star into it but her availability is pretty restricted for the days I am here. I thought I would get the conversation going.

Tomorrow at 3:30 works. I will send an invite.

Thanks!

Craig

On Mon, Aug 31, 2020 at 11:18 AM Ryan Snyder <[ryan@myhunc.com](mailto:ryan@myhunc.com)> wrote:

Hi Craig,

Funny I was just getting ready to email you again. I spoke with Sean Starkey and he said we might need to involve Star from your office.

I'd also like to chat about the two big developments here in Hollywood.

I am very available. I can talk anytime today, except for a 1 pm call. Tomorrow I have something at 3:30, but most of the rest of the week is flexible.

Ryan Snyder  
[ryan@myhunc.com](mailto:ryan@myhunc.com)

On Aug 31, 2020, at 11:12 AM, Craig Bullock <[craig.bullock@lacity.org](mailto:craig.bullock@lacity.org)> wrote:

Hi Ryan,

I hope you are well and had a good weekend.

We can certainly schedule a time to discuss this. Could you please let me know your availability? I

will be taking time off this week but am around next week.

Thanks!

Craig

On Mon, Aug 24, 2020 at 1:36 PM Ryan Snyder <[ryan@myhunc.com](mailto:ryan@myhunc.com)> wrote:

Hello Craig,

I'm contacting you as a member of the Hollywood United Neighborhood Council and the Neighborhood Council Sustainability Alliance (NCSA). The NCSA Transportation Committee has taken up a number of projects among them the idea of finding a way to see greater compliance with the California Parking Cash Out Law. As you may be aware, the law has very little enforcement and cities have the option to enforce it. We are interested to see what LA can do perhaps in the way of mandating that employers notify their employees about it, or through the City Clerk's office when they send out annual business tax notices.

I'd like to get a chance to chat with you about this. I am also contacting CD4 and CD6 offices regarding this matter.

I look forward to talking!

Best regards,

Ryan Snyder  
[ryan@myhunc.com](mailto:ryan@myhunc.com)  
323-428-2345

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# BEAUTIFICATION CONCEPTS FOR ARGYLE AVENUE AND YUCCA STREET

July 2020

By Ryan Snyder

## BEAUTIFICATION CONCEPTS FOR ARGYLE AVENUE AND YUCCA STREET

Presently Argyle Avenue north of Hollywood Boulevard and Yucca Street west of Argyle Avenue in Hollywood are barren and uninviting. The underpass of the Hollywood Freeway on Argyle Avenue is downright foreboding; a no-persons' zone. The underpass presents a barrier to people living north of Franklin Avenue who might want to walk to Hollywood. A vacant triangular-shaped island of land on the northwest corner of Argyle Avenue and Yucca Street consumes a large space of plain asphalt and offers nothing to anyone, save a lonely DASH bus stop.

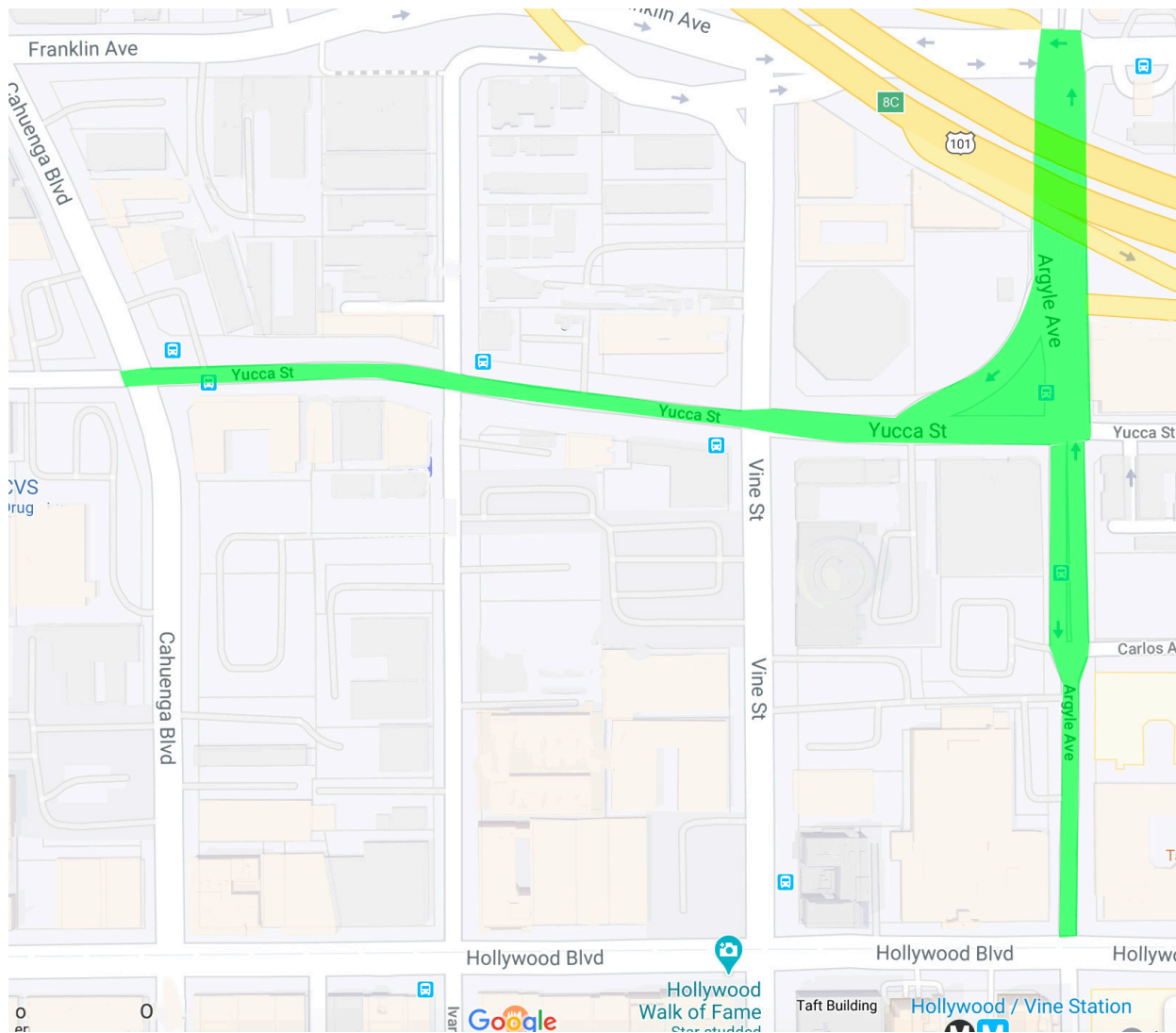
These streets serve as a gateway to Hollywood and should greet people as they enter. The vacant triangle of land offers an opportunity to become a centerpiece of this gateway, inviting people to Hollywood. Plans are being developed to landscape this triangle, but that would only be a minor improvement. This paper presents concepts to illustrate some of the potential that the island and the streets have to:

- Create an inviting gateway to Hollywood
- Beautify the whole area
- Improve retail opportunities for restaurants on Yucca Street
- Add some life to these streets
- Make an environment that invites people to walk or bicycle in the neighborhood, from neighborhoods north of Franklin, and to Hollywood Boulevard
- Connect to Hollywood Boulevard and Vine Street as the “Heart of Hollywood” plans become realized

The purpose of the is paper is only to stimulate a conversation and an effort to plan something better than what is there now. **Nothing here is meant to be a final plan, but only to show possibilities.** If the community likes the concept,

the next step would be to initiate a public outreach effort with a landscape architect who can develop construction drawings to build what community stakeholders want. Funding would be needed, but this project doesn't have to be expensive. And adjacent property owners may agree that a small investment in this project would be well worth it.

These concepts are shown by segment.

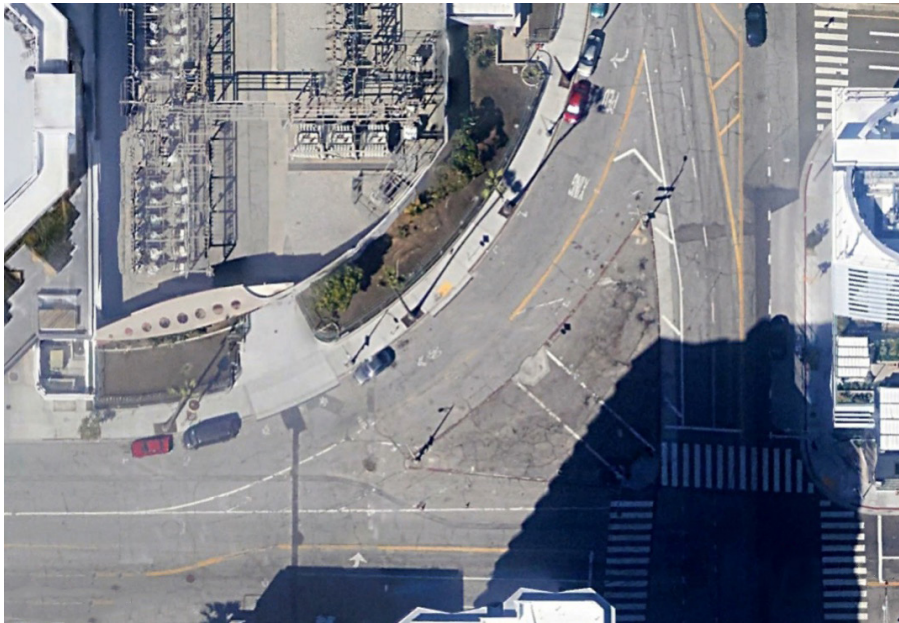


## The Triangular-Shaped Island

Plans are presently being developed to landscape the existing island. That will make a nice improvement. However, there is much more unused land at the island that creates an opportunity to have a much larger area landscaped/streetscaped into something special.

As shown in the aerial below a large painted out area is unused. This could expand the size of the island to that of the painted-out area. This would allow for more public space and beautification. Further, since traffic volumes on Yucca Street are low, the slip lane between the island and sidewalk could be closed as well, further expanding the area. Motorists turning westbound onto Yucca Street from Argyle Avenue southbound could make a right-turn at the intersection. With this large of a piece of public space, many interesting things could be added including, but not limited to:

- Landscaping
- Street furniture with tables and chairs
- Decorative street lighting
- Statue (something reflecting Hollywood character – Oscar trophy?)
- Café, flower shop
- Designer bus stop
- Bicycle parking
- Hollywood gateway



Argyle Avenue and Yucca Street



Argyle Avenue and Yucca Street

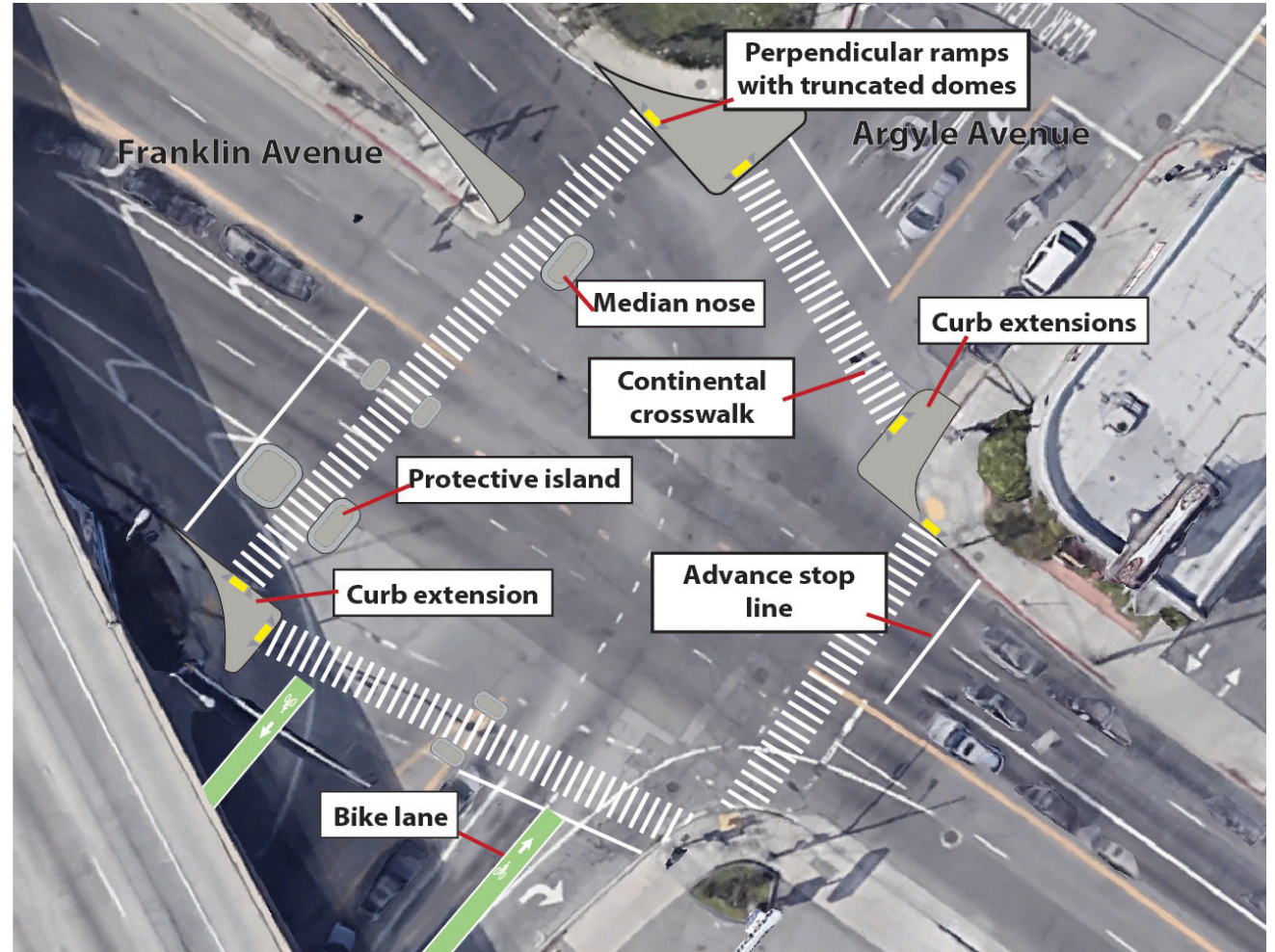




## Intersection of Argyle Avenue and Franklin Avenue

This intersection presently discourages people from walking across. The freeway on-ramps are wide and encourage motorists to speed. There is no pedestrian crossing on the west and north sides. People walking from Hollywood Dell to Hollywood need to cross this intersection. In order to cross, someone needs to cross Argyle further north at Vine Street/Dix Street then cross Argyle Avenue again if their destination is on the west side. The high-speed traffic makes this less than safe and inviting. Combined with the freeway underpass, likely few people are willing to walk here. This presents a barrier from the Dell and to locations along Franklin Avenue. This plan improves the intersection with:

- Continental crosswalks on all 4 legs
- Advance stop lines on all 4 legs, except at the freeway on ramp
- Islands to break up the crossings on the west leg and south leg
- Curb extensions on the northeast, northwest and southwest corners crossing Argyle Avenue
- Narrowing of the freeway on ramp (presently 31', 24' would be sufficient)
- Add protected bike lanes on Argyle Avenue south of Franklin Avenue
- This will require coordination with Caltrans



Argyle Avenue and Franklin Avenue

## Hollywood Freeway Underpass

This underpass is dark, dirty and uninviting. This needs some real work, and some creative thinking. This paper won't present specific concepts. Just a few ideas. First, good lighting is needed. The protective buffer on the bike lanes could have landscape/streetscape. The bridge support poles could host some art. The whole underpass might have colored lights. Other ideas could come from a public outreach process. A homeless encampment presently occupies a portion of the area under the freeway on the east side. Prior to executing any beautification, we need to find a decent place for these people to live.

## Argyle Avenue Under the Freeway

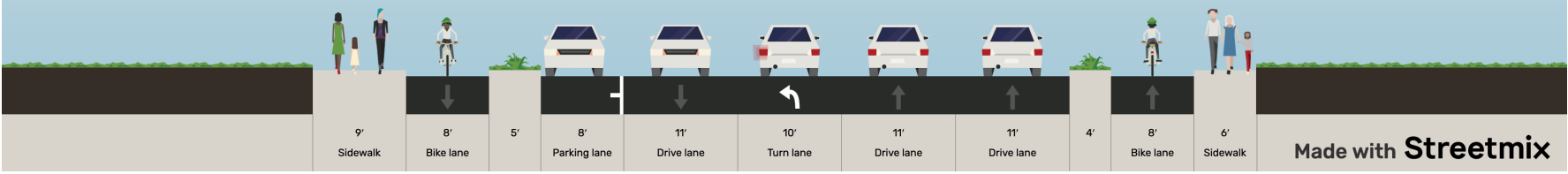
### *Existing*

- 76' wide curb to curb
- 4 lanes + left-turn lane
- Just south of Franklin Ave. 2 left-turn lanes north and westbound, 1 right-turn lane northbound
- Parking is permitted on the west side with no meters

### *Proposed Concept*

- Maintain both northbound lanes
- Eliminate one lane southbound
- Add protected bike lanes in both directions with buffers
- Use the buffers to add some beautification. If there isn't sufficient light for plants, add hardscape? Public art?
- Anything done here will require coordination with Caltrans

# Argyle Avenue: Under the Freeway



Argyle Avenue under the Freeway

# Argyle Avenue from Franklin Avenue to Hollywood Boulevard

## Just North of Yucca Street

### *Existing*

- 52' wide island to curb
- 4 lanes

### *Proposed Concept*

- Maintain both northbound lanes
- Eliminate one lane southbound
- Add protected bike lanes in both directions
- Add gateway to Hollywood
- The protective buffers for the bike lanes can be beautified with trees. This is also an opportunity for placemaking that reflects the Hollywood theme. Oscar trophy, other?

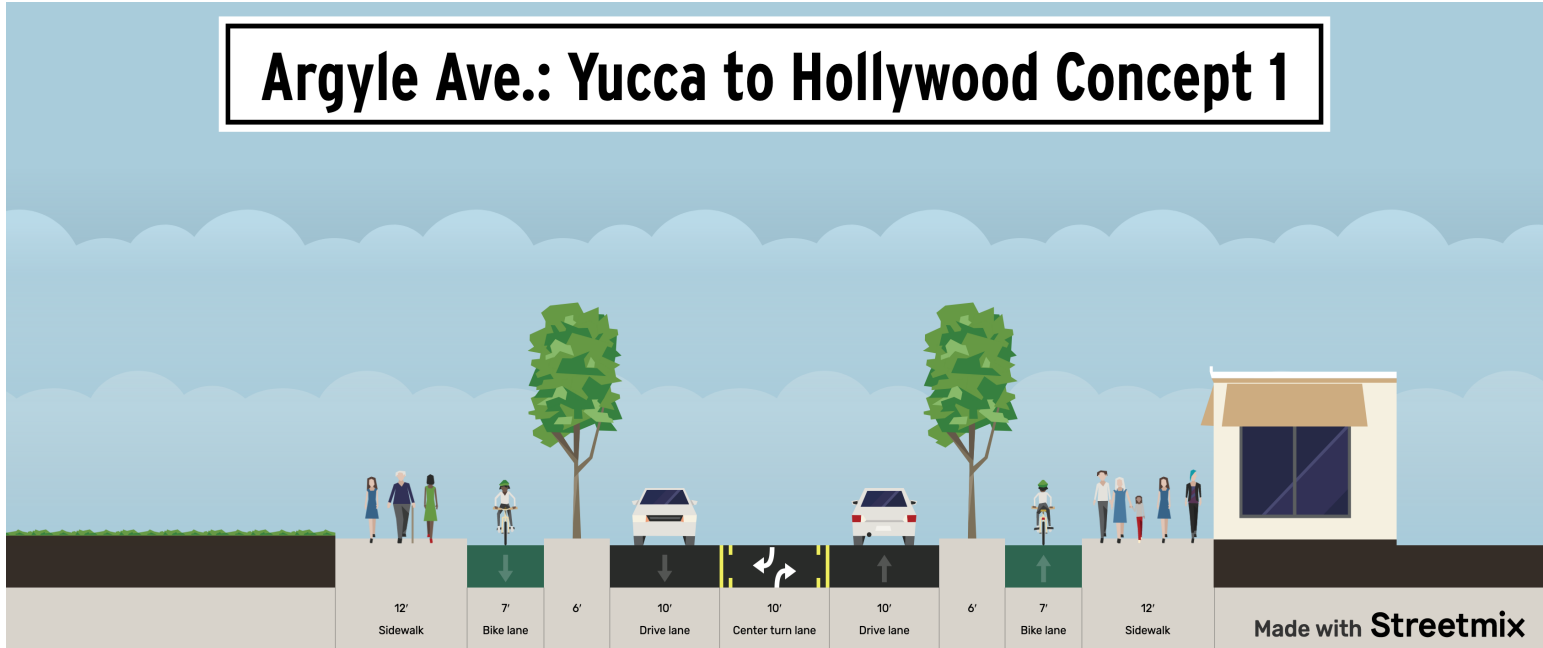
## Yucca Street to Hollywood Boulevard

### *Existing*

- 56' wide island to curb
- 1 lane northbound, 2 lanes southbound + left-turn lane
- 4 metered parking spaces on the west side and 6 metered parking spaces on the east side

### *Proposed Concept 1*

- Reduce one lane southbound
- Eliminate the 10 metered parking spaces
- Add protected bike lanes in both directions
- The protective buffers for the bike lanes can be beautified with trees. This is also an opportunity for placemaking that reflects the Hollywood theme. Oscar statues, other?
- Add dispersed landscaped median islands where they won't interfere with driveways



Argyle Avenue: Yucca Street to Hollywood Boulevard



Argyle Avenue: Yucca Street to Hollywood Boulevard

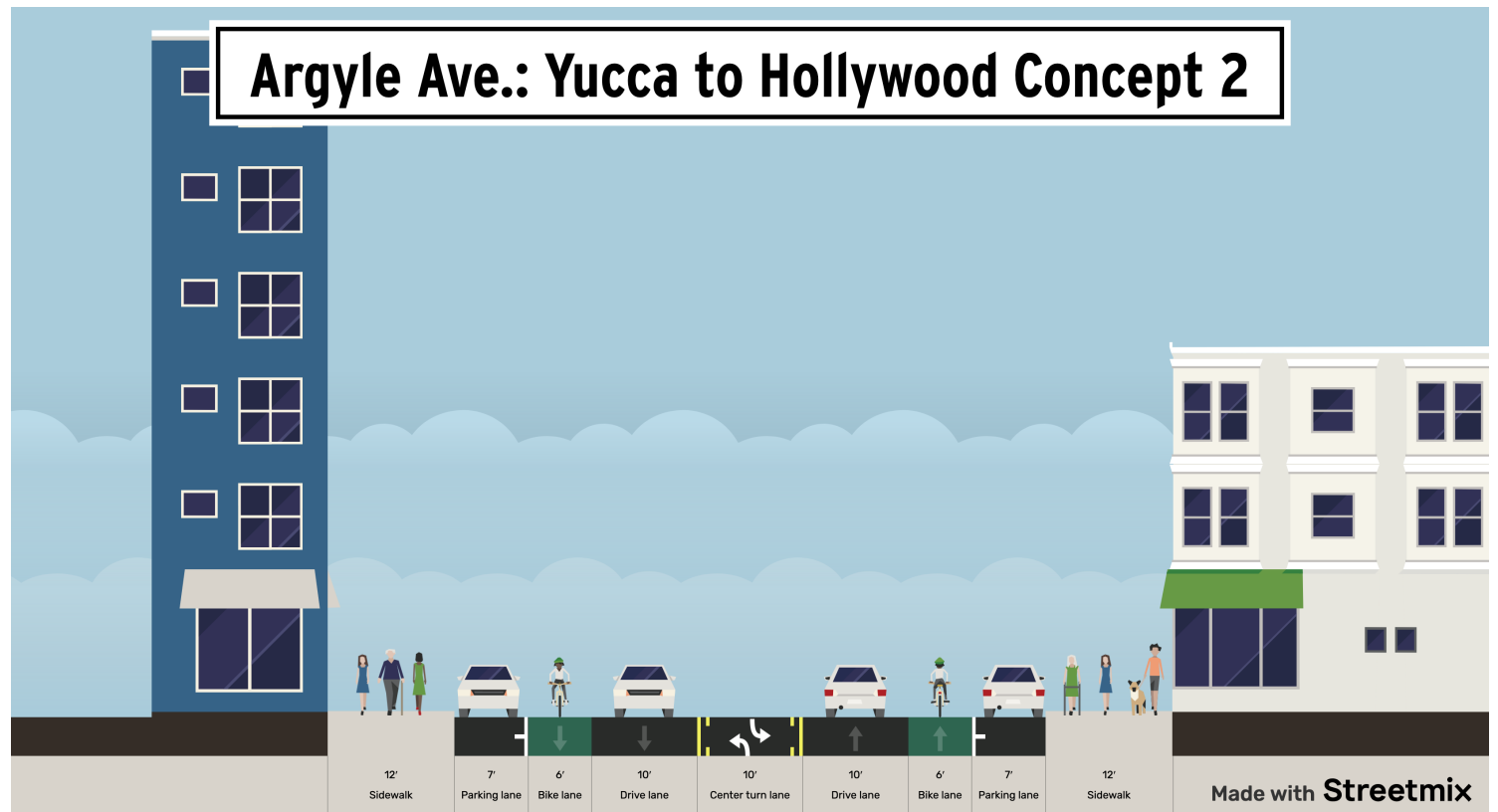


Argyle Avenue



### Proposed Concept 2

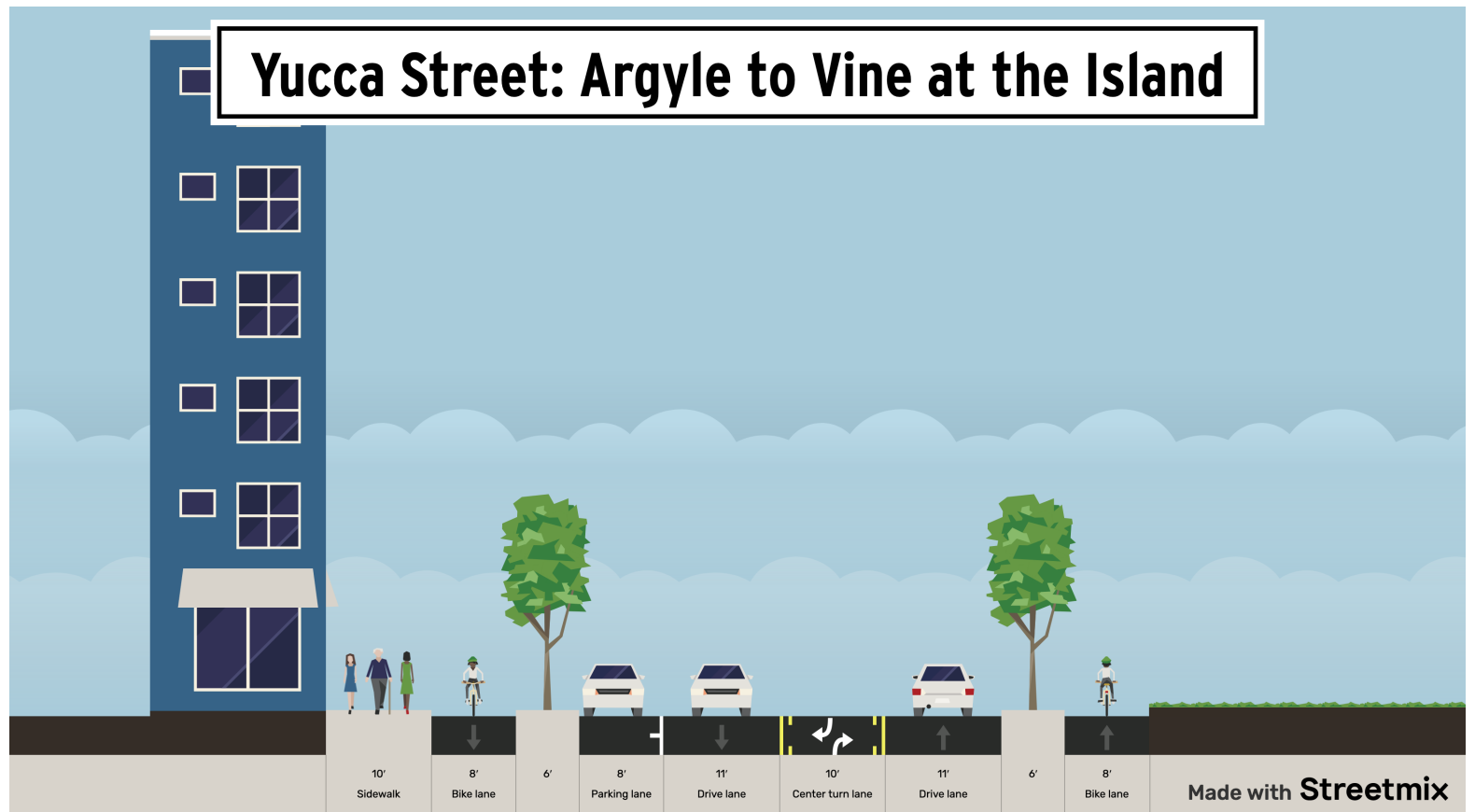
- Reduce one lane southbound
- Keep the 10 metered parking spaces
- Add colored bike lanes in both directions
- Add dispersed landscaped median islands where they won't interfere with driveways



Argyle Avenue: Yucca Street to Hollywood Boulevard

# Yucca Street from Argyle Avenue to Cahuenga Boulevard

Argyle Avenue to Vine Street



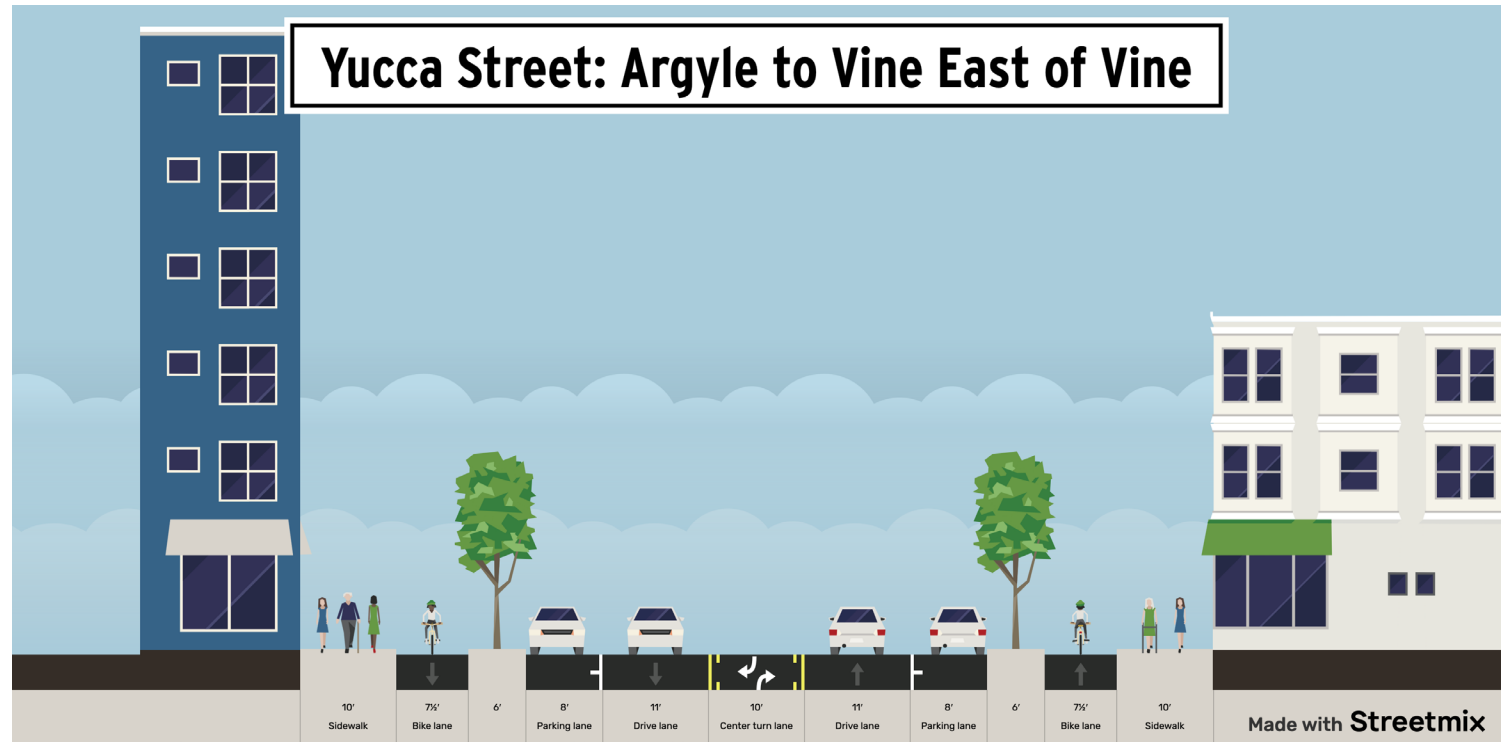
Yucca Street: Argyle Avenue to Vine Street

***Existing (west of the island)***

- 75' wide curb to curb
- 60' wide south curb to existing island at the intersection of Argyle Ave.
- 1 lane westbound at the island, 2 lanes westbound west of the island
- 2 lanes eastbound, 1 becomes a right-turn lane at the intersection
- 1 center turn lane
- Metered parking on both sides

***Proposed Concept***

- Add protected bike lanes in both directions
- The protective buffers for the bike lanes can be beautified with trees. This is also an opportunity for placemaking that reflects the Hollywood theme. Oscar trophy, other?
- Add dispersed landscaped median islands where they won't interfere with driveways



Yucca Street: Argyle Avenue to Vine Street

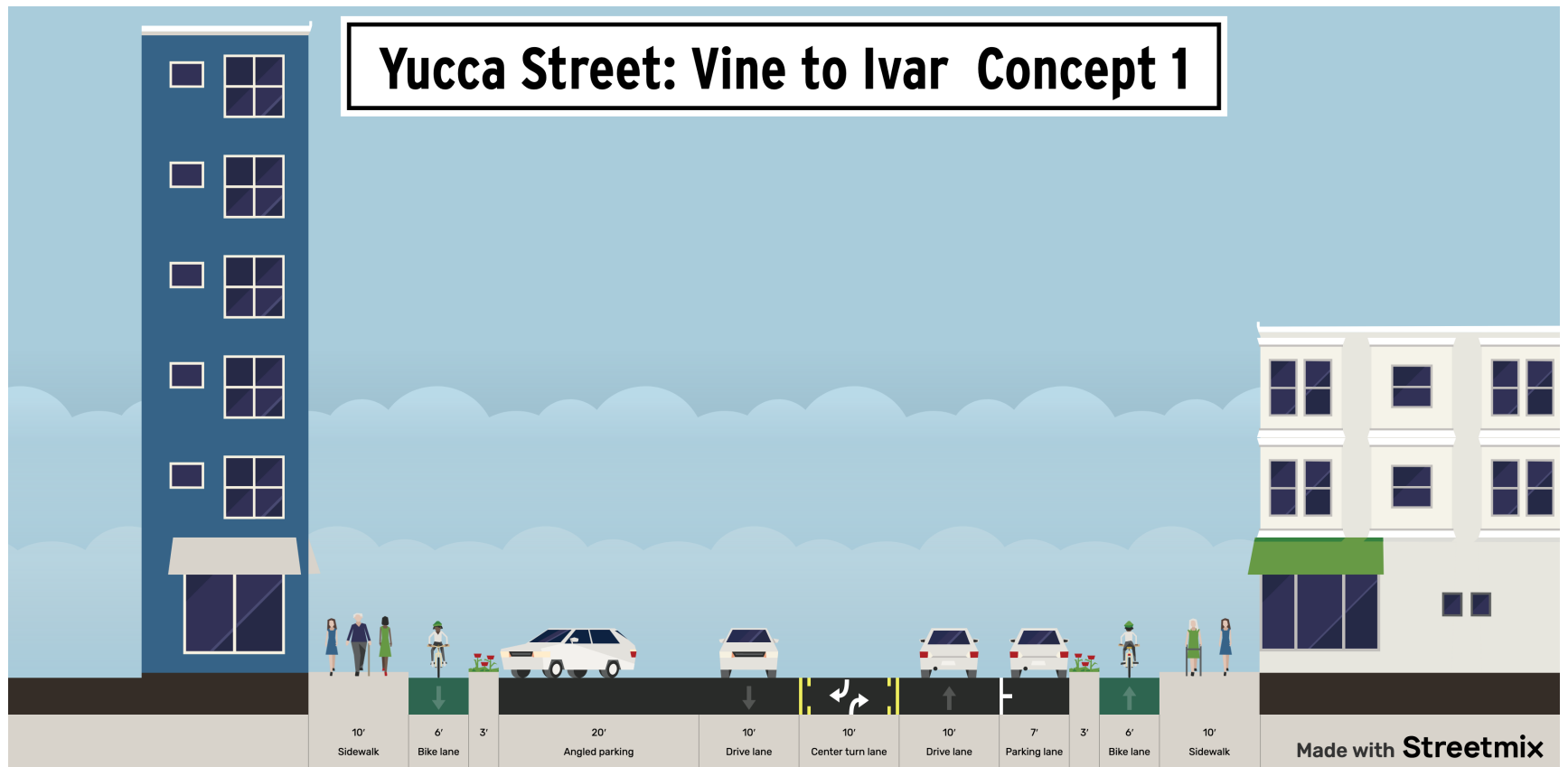
## Vine Street to Ivar Avenue

### *Existing*

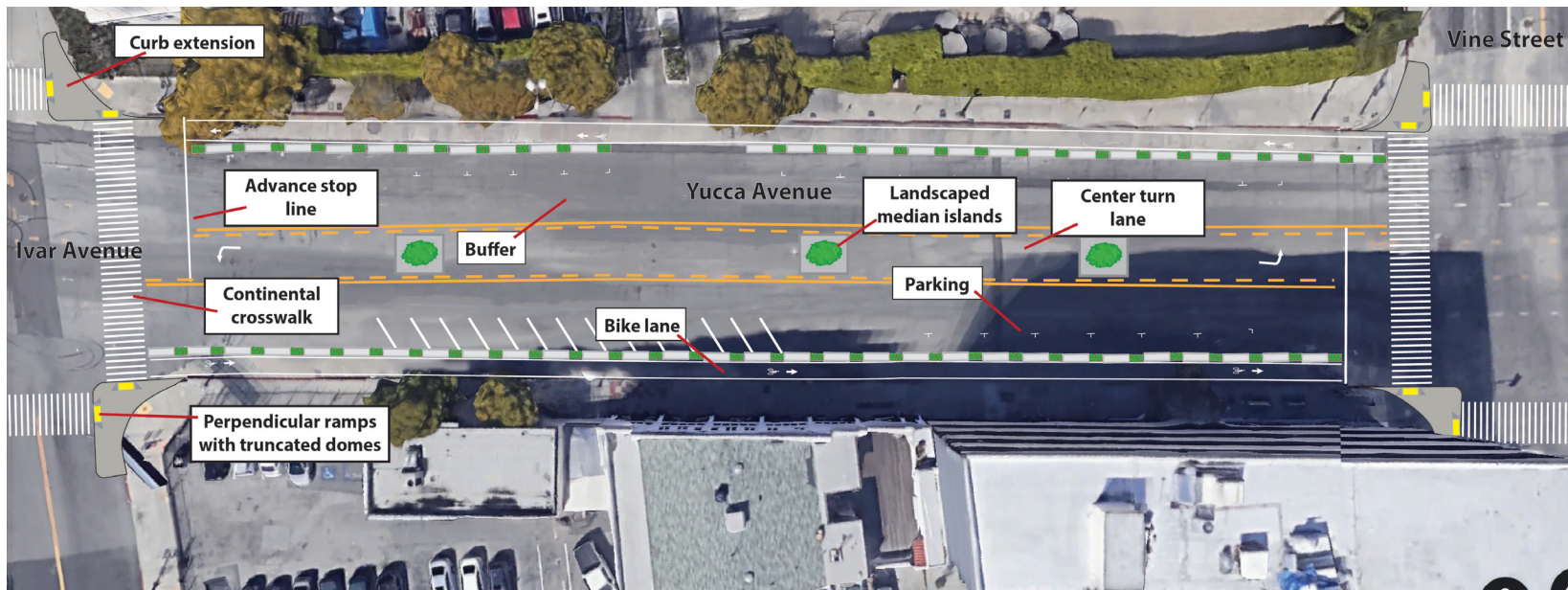
- 75' wide curb to curb
- 1 lane eastbound
- 2 lanes westbound, 1 becomes a right-turn lane at the intersection
- 1 center turn lane
- Metered parking on both sides; angled parking on the south side

### Proposed Concept 1

- Eliminate 1 lane westbound
- Add protected bike lanes in both directions
- The bike lane buffers would be wide enough for landscaping, but not trees
- Add dispersed landscaped median islands where they won't interfere with driveways
- Add continental crosswalks and advance stop lines to all crossings
- Add curb extensions to cross Vine Street



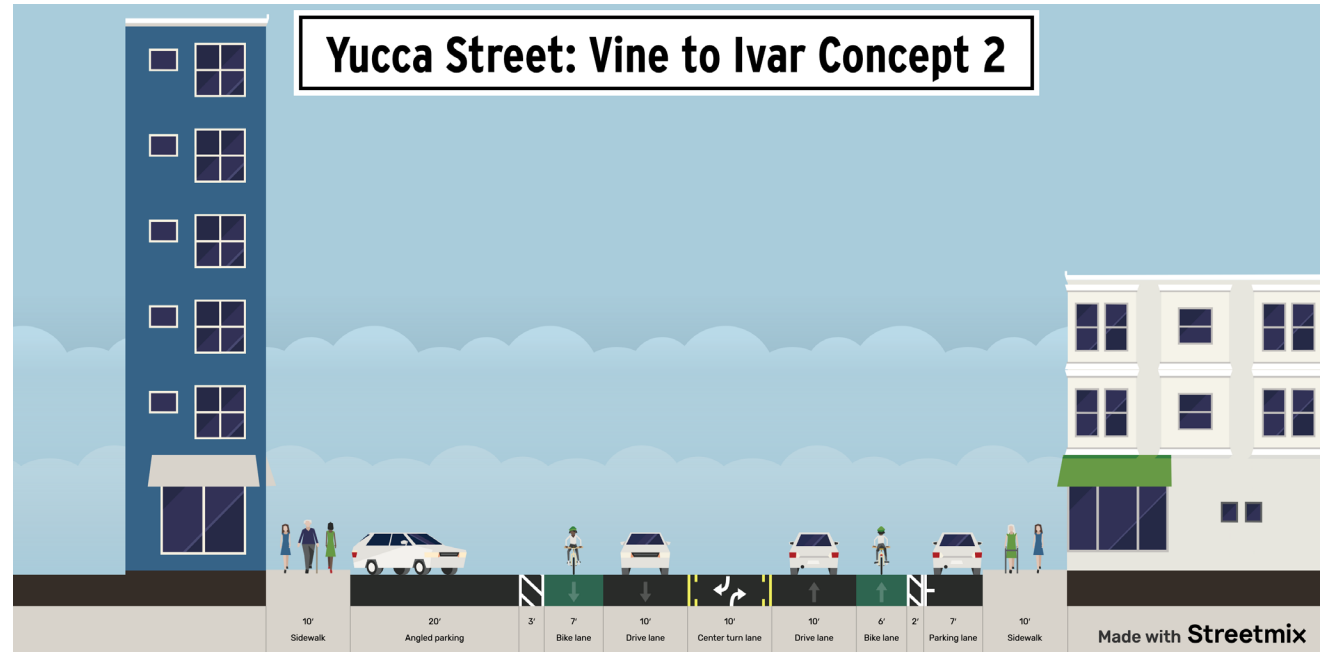
Yucca Street: Vine Street to Ivar Avenue



Yucca Street: Vine Street to Ivar Avenue

### ***Proposed Concept 2***

- Eliminate 1 lane westbound
- Add colored buffered bike lanes in both directions
- Reverse the angled parking
- Add dispersed landscaped median islands where they won't interfere with driveways
- Add continental crosswalks and advance stop lines to all crossings
- Add curb extensions to cross Vine Street and Yucca Street



Yucca Street: Vine Street to Ivar Avenue



Yucca Street: Vine Street to Ivar Avenue

## Ivar Avenue to Cahuenga Boulevard

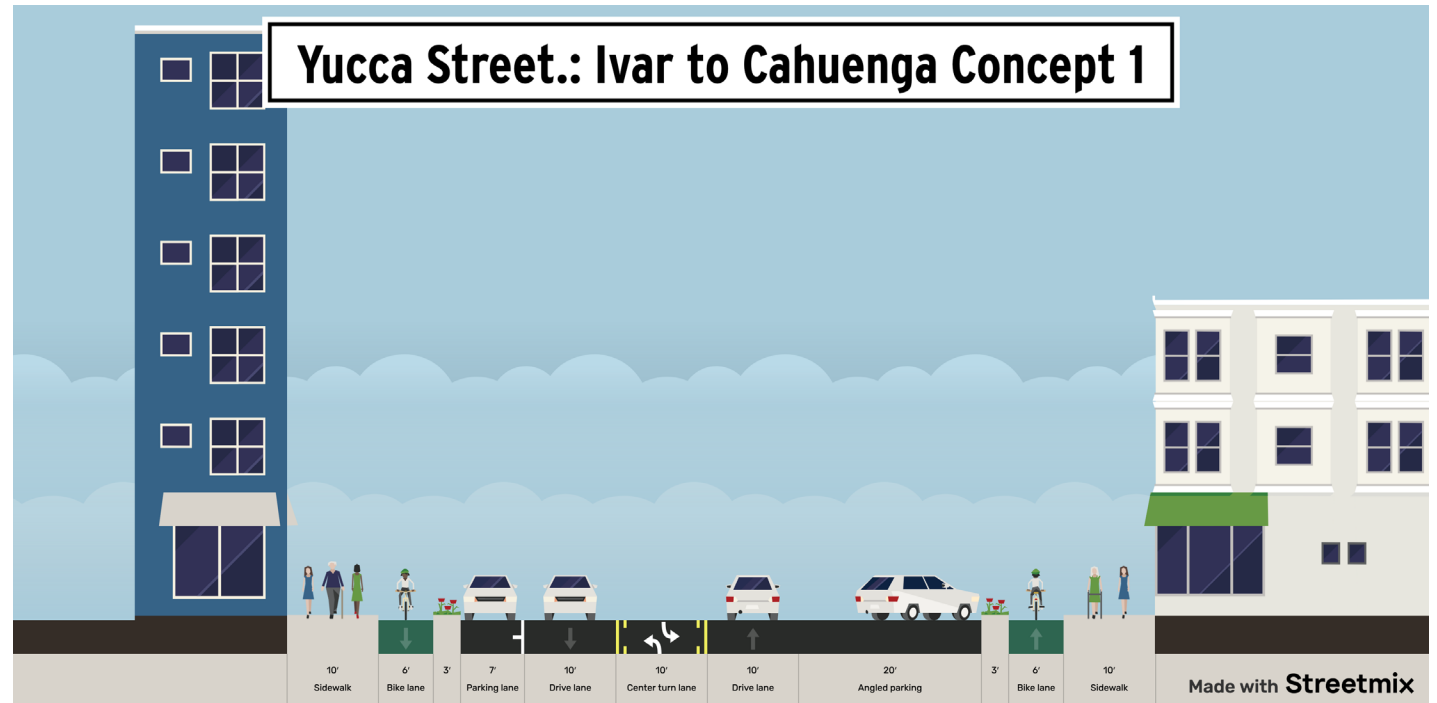
### *Existing*

- 75' wide curb to curb
- 1 lane westbound
- 2 lanes eastbound, 1 becomes a right-turn lane at the intersection
- 1 center turn lane
- Metered parking on both sides; angled parking on the north side

### *Proposed Concept 1*

- Eliminate 1 lane eastbound
- Add protected bike lanes in both directions
- The bike lane buffers would be wide enough for landscaping, but not trees
- Add dispersed landscaped median islands where they won't interfere with driveways
- Add continental crosswalks and advance stop lines to all crossings
- Add curb extensions to cross Cahuenga Boulevard





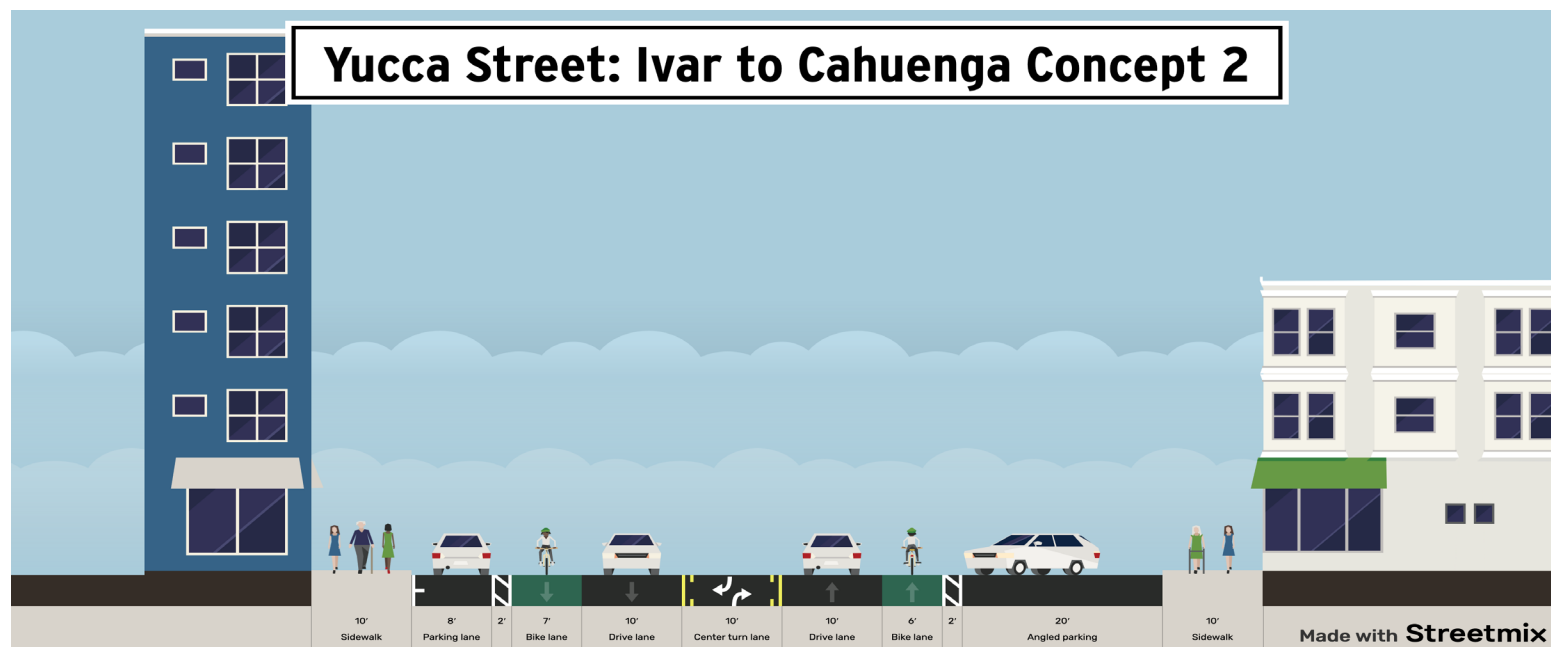
Yucca Street: Ivar Avenue to Cahuenga Boulevard



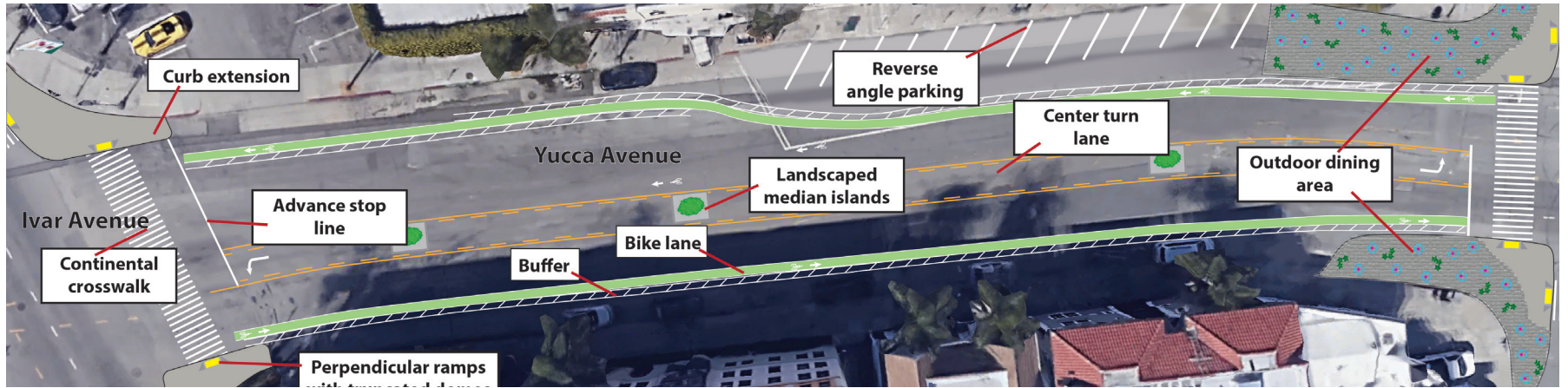
Yucca Street: Ivar Avenue to Cahuenga Boulevard

## Proposed Concept 2

- Eliminate 1 lane eastbound
- Add colored buffered bike lanes in both directions
- Reverse the angled parking
- Add large curb extensions for outdoor dining, etc.
- Add dispersed landscaped median islands where they won't interfere with driveways
- Add continental crosswalks and advance stop lines to all crossings
- Add curb extensions to cross Cahuenga Boulevard and Yucca Street



Yucca Street: Ivar Avenue to Cahuenga Boulevard



Yucca Street: Ivar Avenue to Cahuenga Boulevard

This is not a new concept. The following was proposed five years ago in a funding application to Los Angeles County Metro. The project was not funded, so we will have to find other funding.



Aerial sketch of Yucca/Argyle plaza looking southwest

City of Los Angeles  
HOLLYWOOD-VINE FIRST/LAST MILE PED CONNECTIONS-YUCCA/ARGYLE  
**YUCCA/ARGYLE PLAZA SKETCHES**

