



Hollywood

COMMUNITY PLAN

May 2017

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Los Angeles Department of City Planning

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LOS ANGELES DEPARTMENT OF CITY PLANNING



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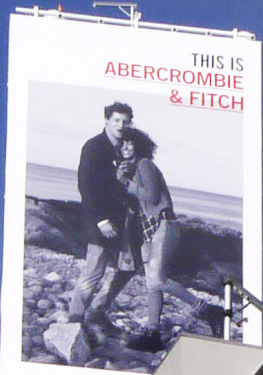
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1600VINE





Children's Hospital Los Angeles



Theatre Row's Hudson Theatres



Historic multi-family buildings line scenic Los Feliz Boulevard

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.

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.

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.

Chapter 2: Community Profile. Chapter 2 provides a detailed description of the historical development of Hollywood by describing Hollywood’s relationship to adjoining communities, its environmental setting, its existing land uses as well as identifying population, employment, housing trends and projections.

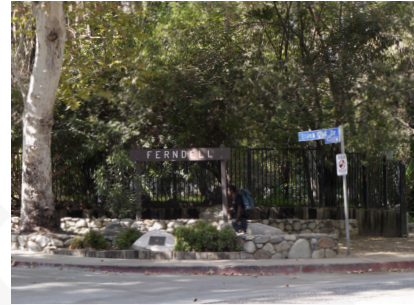
Chapter 3: Land Use & Urban Form. Chapter 3 specifies overarching goals, and policies that support citywide goals and policies while addressing issues unique to the Community Plan. This chapter describes the community’s land uses, and specifies goals and policies that address residential, commercial, and industrial development.

Chapter 4: Public Realm and Open Space. Chapter 4 defines goals and policies for the community’s public realm and open space, which includes public and public-facing private spaces, such as streetscapes, sidewalks, walkability, public gathering places like plazas and parklets, alleys, urban green spaces, as well as other transitional spaces and community entry points.

Chapter 5: Preservation. Chapter 5 expresses the community’s vision for historical preservation and the conservation of neighborhood character. It outlines the various histories of Hollywood’s Historic Cultural Resources and districts as well as goals and policies to protect, preserve, and incentivize preservation.

Chapter 6: Mobility and Connectivity. Chapter 6 defines goals and policies for the community’s circulation system, focusing on enhancing mobility and access for all users. Different modes of transportation are discussed, including a discussion of their relation and interaction with one another.

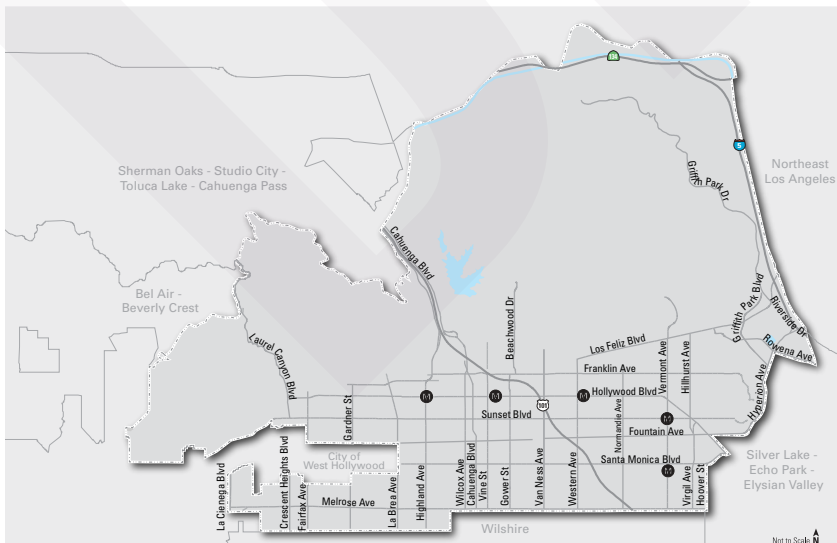
Chapter 7: Implementation Programs. Chapter 7 describes how the Community Plan will be implemented. This chapter describes the implementation programs and identifies the responsible implementing City department or agency.



Ferndell Trail in Griffith Park features shady California Sycamores



Shared mobility options have increased access across Los Angeles



**Figure 1-1
Hollywood
Community Plan Area**



Melrose Avenue features a pedestrian scale commercial corridor that includes fashion, art galleries, and a variety of cultural venues and small businesses



The Los Angeles River's soft bottom fosters vegetation and habitat for animals



The Hollywood and Highland development incorporates open space, creating direct access to Hollywood Boulevard

How to Use the Plan

The Hollywood Community Plan is intended for use by all members of the community, including residents, Neighborhood Councils, business owners, developers, and public officials. The Community Plan is organized to allow the user to easily find information most relevant to their interest, without perusing the entire document. However, it is important to note that the Community Plan's policies, guidelines, and implementation programs were not created in isolation, but rather developed collectively to address community issues in a comprehensive manner.

For residents and Neighborhood Councils, the Community Plan identifies the type and scale of land uses permitted, describes changes that may affect neighborhoods, and explains the policies, design guidelines, and implementation programs that guide decisions about future development.

For businesses, the Community Plan identifies land use measures that support business and encourage future success by outlining clear and predictable policies, programs, standards and guidelines that support and enhance commercial and industrial development. The Community Plan also discusses land use strategies to attract new investment in commercial centers and along boulevards.

For developers, the Community Plan introduces the community, provides background information, and again establishes clear and predictable development parameters. Developers should review all maps, policies and programs, as well as development standards and design guidelines throughout this document to better understand where and what type of development may occur.

For public officials, the Community Plan is a part of the General Plan, which is the basis for land use decisions and findings by the City Planning Commission, other boards and commissions, and the City Council.

For public agencies, the Community Plan is intended to help agencies contemplate future actions in the City, such as transportation infrastructure improvements, parks, and schools. The policies located throughout the Community Plan are inter-related and should be examined comprehensively when making planning decisions.

Reader's Guide

The Community Plan is a document that represents the land use vision and values for a distinct geography. A main function of the Community Plan is to guide decision-making with respect to land uses. This includes guidance for legislative decisions, such as adoption of overlay zones or supplemental development regulations, as well as amendments to the land use or zoning maps. The goals and policies, together with the General Plan Land Use map are intended to guide decision-making.

Community Plan goals and policies are intended to be supportive of one another. However, it is important to recognize that goals and policies are sometimes in competition and may entail trade-offs. The singular pursuit of one goal or policy may, in some cases, inhibit the achievement of other goals or policies. For example, the Community Plan includes policies that recognize the need to minimize water consumption in light of limited water resources. However, to eliminate the watering of sites being graded for permitted development or to eliminate landscape irrigation may conflict with objectives relating to maintenance of air quality or community design and beautification. Thus, when implementing the Community Plan, decision-makers must strike a balance between competing goals and policies, recognizing that all objectives cannot be fully implemented all the time. In relation to any decision, some goals and policies may be more compelling than others. It is up to the decision-makers to balance and weigh the applicability and merits of the goals and policies on any given project, program, or action.

Ultimately, the Community Plan's goals, policies, programs, and guidelines are intended to provide guidance, and shall be interpreted as directory, unless expressly indicated as mandatory by an asterisk (*). Compliance with the land use General Plan Land Use Map is mandatory.

Goals

A goal is a statement that describes a desired future condition or “end” state. Goals are change and outcome oriented, achievable over time, though not driven by funding. Each goal in the Community Plan begins with an abbreviated chapter title followed by the number of the goal (e.g. LU.1).

Policies

A policy is a clear statement that guides a specific course of action for decision makers to achieve a desired goal. Policies may refer to existing programs or call for the establishment of new ones. Each policy in the Plan is labeled with the abbreviated chapter title, the goal they refer to, and a unique number (e.g., LU.1.1). Policies with corresponding program(s) are followed by an implementation program number (e.g., P1).

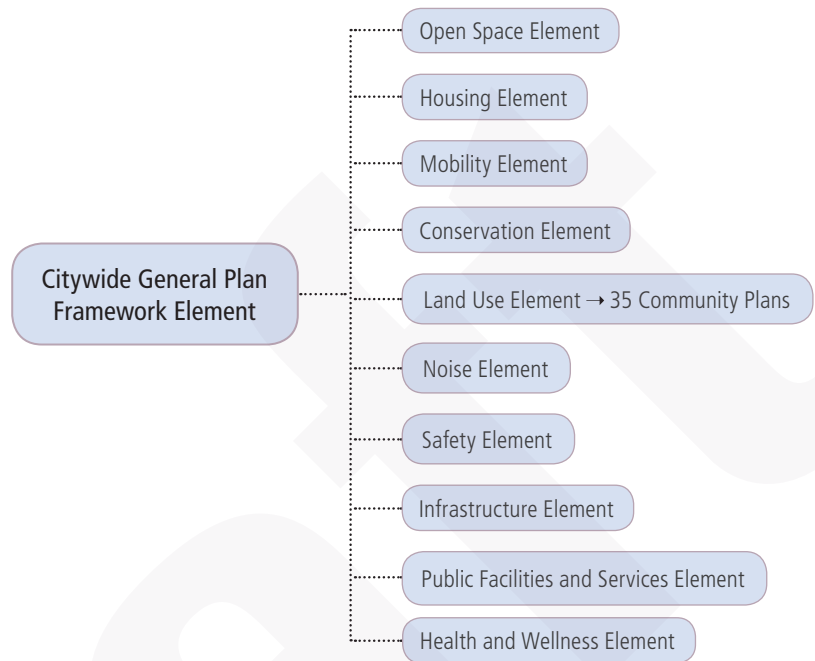
Programs

An implementation program is an action, procedure, program or technique that carries out goals and policies. Implementation programs are comprehensive in nature, encompassing amendments of existing and preparation of new plans, ordinances, and development and design standards; modification of City procedures and development review and approval processes; and interagency coordination. Completion of a recommended implementation program will depend on a number of factors such as citizen priorities, finances, and staff availability. These recommendations are suggestions to future City decision-makers as ways to implement the goals and policies contained in this Community Plan. The listing of recommended implementation programs in the Community Plan does not obligate the City to accomplish them. Chapter 7 contains a list of all the Community Plan’s implementation programs. They are grouped by general topic and individually numbered (e.g., P1).

Relationship to the General Plan

California state law requires that cities prepare and adopt a comprehensive, integrated, long-term General Plan to direct future growth and development. The General Plan is the fundamental policy document of a city. It defines how a city's physical and economic resources are to be managed and utilized over time. Decisions by a city with regard to the use of its land, design and character of buildings and open spaces, conservation of existing and provision of new housing, provision of supporting infrastructure and public and human services, and protection of residents from natural and man-caused hazards are guided by and must be consistent with the General Plan.

State law requires that the General Plan contain seven elements: land use, transportation, housing, conservation, open space, noise, and safety. Cities may also choose to incorporate additional elements to more directly address other locally significant issues. There must be internal consistency among the elements. In Los Angeles, thirty-five Community Plans, including the Hollywood Community Plan, comprise the City's land use element (refer to Figure 1-2, City of Los Angeles Community Plan Areas). In addition, the City has adopted the "Framework Element," discussed below.



Citywide General Plan Framework Element

The City’s General Plan Framework Element is the citywide plan that established the guide for how Los Angeles will grow in the future. Adopted in 1996, the Framework Element is a strategy for long-range growth and development, setting a citywide context for the update of Community Plans and citywide elements. The Framework Element responds to State and Federal mandates to plan for the future by providing goals, policies, and objectives on a variety of topics, such as land use, housing, urban form, open space, transportation, infrastructure, and public services. The Framework Element’s key guiding principles, summarized below, are advanced at the community-level through the Community Plans.

Our City’s commercial areas serve a variety of roles and functions, from small neighborhood gathering places with local cafes and shops to major job centers and entertainment hubs. Although these areas are typically designated for commercial use, they contain residential and mixed use buildings as well. Commercial areas are grouped into the four general categories: Regional Center, Commercial Center, Neighborhood District and Mixed-Use Boulevard.

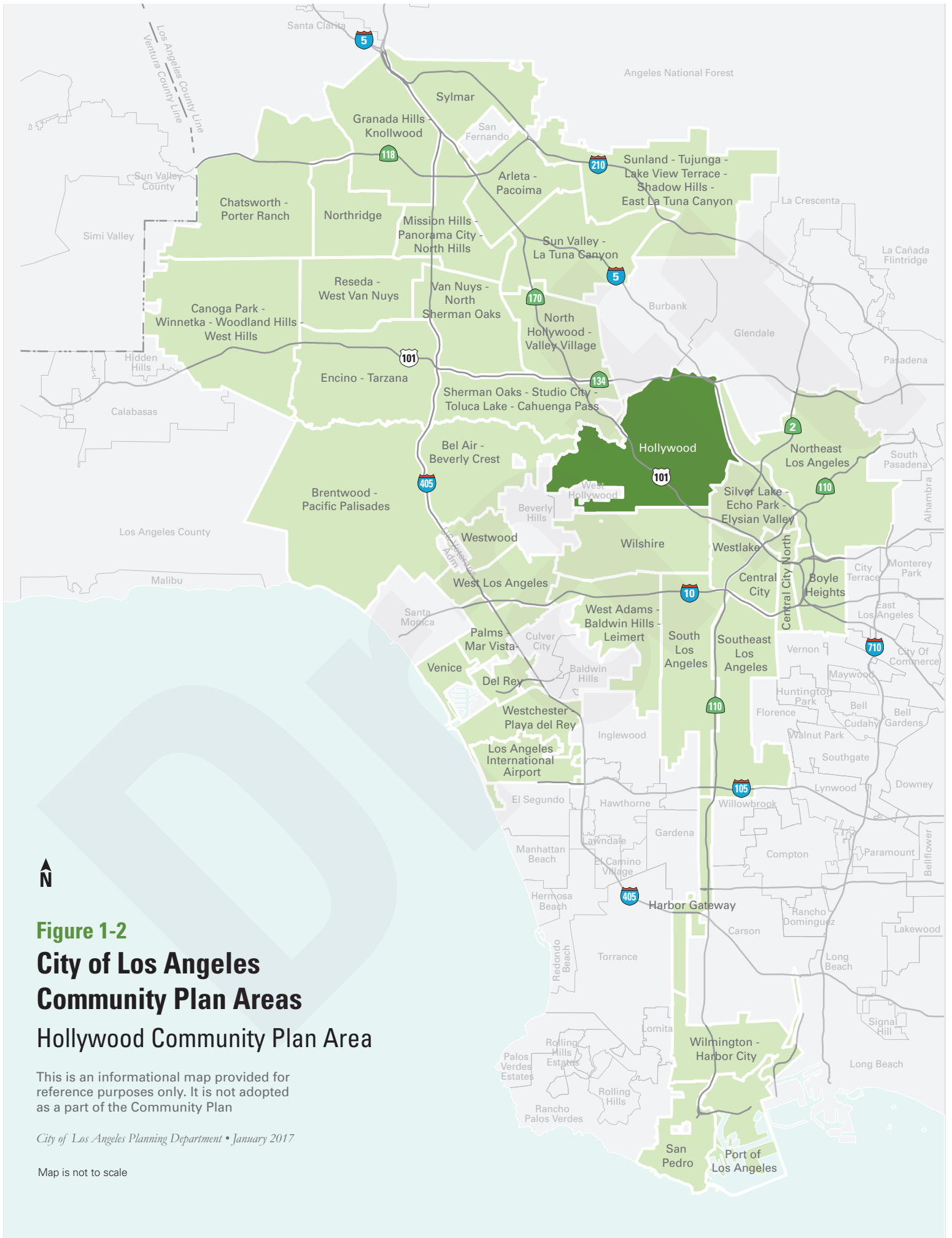


Figure 1-2
City of Los Angeles
Community Plan Areas
Hollywood Community Plan Area

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

City of Los Angeles Planning Department • January 2017

Map is not to scale

Framework Element Guiding Principles

Grow strategically. Should the City's population continue to grow, as is forecasted by the Southern California Association of Governments (SCAG), growth should be focused in a number of higher-intensity commercial and mixed-use districts, centers, and boulevards, particularly in proximity to transportation corridors and transit stations. This type of smart, focused growth links development with available infrastructure and encourages more walkable, transit-friendly neighborhoods, helping to ease our reliance on the automobile, and minimize the need for new, costly infrastructure.

Conserve existing residential neighborhoods. By focusing much of the City's growth in centers and along commercial corridors, the City can better protect the existing scale and character of nearby single- and multi-family neighborhoods. The elements that contribute to the unique character of different residential neighborhoods should be identified and preserved whenever possible.

Balance the distribution of land uses. Maintaining a variety of land uses is crucial to the long-term sustainability of the City. Commercial and industrial uses contribute to a diverse local economy, while residential uses provide necessary housing for the community. Integrating these uses within smaller geographical areas can better allow for a diversity of housing types, jobs, services, and amenities.



Enhance neighborhood character through better development standards. Better development standards are needed to both improve the maintenance and enhancement of existing neighborhood character, and ensure high quality design in new development. These standards are needed for all types of development; residential, commercial, and industrial uses.

Create more small parks, pedestrian districts, and public plazas. While regional parks and green networks are an important component of the City's open space strategy, more small-scale, urban open spaces must be developed as well, as they are crucial to the quality of life of the City's residents. There are many opportunities at the community level to create public "pocket" parks as part of new developments, to enhance pedestrian orientation in key commercial areas, and to build well-designed public plazas.

Improve mobility and access. The City's transportation network should provide adequate accessibility to jobs, services, amenities, open space, and entertainment, and maintain acceptable levels of mobility for all those who live, work, travel, or move goods in Los Angeles. Attainment of this goal necessitates a comprehensive program of physical infrastructure improvements, traffic systems management techniques, and land use and behavioral changes that reduce vehicle trips. An emphasis should be placed on providing for and supporting a variety of travel modes and users of all ages and abilities, including walking, bicycling, public transit, and driving.

Identify a hierarchy of commercial districts and centers. The Framework Element provides an overall structure and hierarchy for the City's commercial areas. This hierarchy, which includes Neighborhood Districts, Community Centers, Regional Centers, and Mixed-Use Boulevards, has helped shape the development and urban form of the City and will continue to do so in the future. Understanding this hierarchy helps us better understand the roles that these different types of "activity centers" play within our communities so that their unique characteristics can be enhanced.

Relationship to Mobility Plan 2035

In 2008, the California State Legislature adopted AB 1358, The Complete Streets Act, which requires local jurisdictions to "plan for a balanced, multimodal transportation network that meets the needs of all users of streets, roads, and highways, defined to include motorists, pedestrians, bicyclists, children, persons with disabilities, seniors, movers of commercial goods, and users of public transportation, in a manner that is suitable to the rural, suburban or urban context."

Mobility Plan 2035 provides the citywide policy foundation for achieving a transportation system that balances the needs of all road users. As a 2015 update to the City's General Plan Circulation Element, Mobility Plan 2035 incorporates "complete streets" principles and lays the policy foundation for how future generations of Angelenos interact with their streets.

The City's transportation system will continue to evolve to fit the context of the time and situation. Today, we are faced with environmental constraints, public health issues, regional inequity, and some of the longest traffic delays in the nation. The way Mobility Plan 2035 addresses these issues through policy initiatives today will set the stage for the way we move in the future.

Mobility Plan 2035 includes goals that are equal in weight and define the City's high-level mobility priorities. Each of the goals contains objectives (targets used to help measure the progress of the Mobility Plan 2035) and policies (broad strategies that guide the City's achievement of the Plan's five goals):

- Safety First
- World Class Infrastructure
- Access for All Angelenos
- Collaboration, Communication and Informed Choices
- Clean Environments & Healthy Communities

These goals represent a confluence of transportation and public health policy that can create opportunities to address the historic inequities in the City that have starkly limited quality of life in low-income communities. By placing a citywide emphasis on safety, access, and health, the City can begin to equalize the playing field and first address socioeconomically disadvantaged areas with the highest need to connect people to more prospects of success through mobility.

While the Mobility Plan 2035 provides a citywide approach to enhancing safe, accessible transportation options, the Hollywood Community Plan provides the opportunity for a more focused and nuanced transportation discussion at a community level. Localized recommendations that complement the citywide policies and address community-specific transportation conditions and are described in Chapter 6 of the Hollywood Community Plan.

Framework Element Hierarchy



Neighborhood District. A Neighborhood District is a focal point for surrounding residential neighborhoods and contains a diversity of land uses that serve the daily needs of these residents and employees. Local businesses and services often include restaurants, retail outlets, grocery stores, child care facilities, small professional offices, community meeting rooms, pharmacies, religious facilities and other similar services. The clustering of these types of uses and the frequency of their location near neighborhoods are intended to encourage walking and bicycling to and from adjacent neighborhoods, minimizing the need for automobile trip-making. Neighborhood Districts are often characterized by smaller-scaled development and a pedestrian oriented character. They may also be nodes of higher density along Mixed-Use Boulevards (described below).

Community Center. Community Centers differ from Neighborhood Districts in their size and intensity of business and social activity. While they typically include the types of businesses and services found in Neighborhood Districts, they also contain uses that serve the larger community, such as hotels or motels, small offices, cultural and entertainment facilities, and schools and libraries. Generally, Community Centers are medium-scaled, although this varies depending on the character of the surrounding area. Community Centers are often served by small shuttles, local and rapid buses, or rail.



Regional Center. A Regional Center is a hub of regional commerce and activity and contains a diversity of uses such as corporate and professional offices, residential buildings, retail commercial malls, government buildings, major health facilities, major entertainment and cultural facilities, and supporting services. Regional Centers cater to many neighborhoods and communities and serve a much larger population than either Community Centers or Neighborhood Districts. They are generally high-density places whose physical form is substantially differentiated from the lower-density neighborhoods of the City. They typically provide a significant number of jobs, but are also non-work destinations as well. As a result of their densities and functions, Regional Centers are usually located near major transportation hubs or along major transportation corridors.

Mixed-Use Boulevard. Mixed-Use Boulevards serve as “connecting spaces,” linking Neighborhood Districts, Community Centers, and Regional Centers with one another. The scale, density, and height of development along designated Mixed-Use Boulevards vary throughout the City, but are intended to be compatible with adjacent residential neighborhoods. The term “mixed-use” connotes a variety of uses occurring within the boulevard, but also the potential for mixing uses within individual structures, such as commercial on the ground floor and residential above. Mixed-Use Boulevards should provide community and neighborhood commercial uses, public services, cultural facilities, school classrooms, and similar facilities to residents and employees within walking distance of surrounding residential neighborhoods and accessible from the boulevard’s public transit.





Vision Zero intersection treatments create safer crossings for pedestrians



New street configurations provide better connectivity for multi-modal trips



Buses, shared mobility, and trains all work together to connect Hollywood to the rest of Los Angeles

Relationship to Other Agency Plans

There are a variety of non-City agencies and organizations that function within the Hollywood Community Plan Area. In varying degrees, these agencies through research and advocacy, guide and influence planning decisions across a wide spectrum of interests affecting land use within the Community Plan Area. In each case, the community plans and use of land by other agencies must be consistent with the Community Plan in which they are located.

This required consistency holds true for redevelopment and capital improvement programs, development entitlements, and other actions pertaining to the City's physical development. Relevant plans in the Hollywood Community Plan include Redevelopment Project Areas and State Enterprise Zones.

Los Angeles County Metropolitan Transportation Authority (Metro). The Los Angeles County Metropolitan Transportation Authority is the state chartered regional transportation planning and public transportation operating agency for the County of Los Angeles. The agency develops and oversees transportation plans, policies, funding programs, and both short-term and long-range solutions that address the County's increasing mobility, accessibility and environmental needs. Metro operates the five Metro transit stations in the Hollywood Community Plan Area (refer to Figure 1-3, Other Relevant Agency Planning Areas).

CRA/LA, A Designated Local Authority (DLA). DLA is the successor to the former Los Angeles Community Redevelopment Agency, the public agency established in 1948 pursuant to California State Law (Code Section 33000), to attract private investment into economically depressed communities. Although ABx1-26 dissolved the Agency in 2012, the land use authorities granted in the Redevelopment Project Area Plans remain effective and will continue to be administered by the DLA.

The Hollywood Redevelopment Project. The 1,107-acre Hollywood Redevelopment Project is located approximately six miles northwest of the Los Angeles Civic Center at the foot of the Hollywood Hills. The project is generally bounded by Franklin Avenue on the north, Serrano Avenue on the east, Santa Monica Boulevard and Fountain Avenue on the south and La Brea Avenue on the west (refer to Figure 1-3, Other Relevant Agency Planning Areas). The Redevelopment Plan attempts to encourage economic development, promote and retain the entertainment industry, revitalize the historic core, preserve and expand housing for all income groups, meet the social needs of area residents, provide urban design guidelines and preserve historically significant structures. Current priority projects within the Hollywood Redevelopment Area include: housing for low-income and homeless seniors and housing with supportive services for the chronically homeless, addressing the loss of affordable housing caused by condo conversions, developing a motion picture museum and transit-oriented mixed-use projects adjacent to Red Line metro stations, and producing an urban design plan for Sunset Boulevard and Sunset Boulevard adjacent areas.

The East Hollywood/Beverly-Normandie Earthquake Disaster Assistance Project.

The East Hollywood/Beverly-Normandie Earthquake Disaster Assistance Project is located approximately four miles west of Downtown and one block east of the Hollywood Redevelopment Project Area. It consists of two noncontiguous areas totaling 656 acres. The East Hollywood portion is approximately 464 acres bounded by Hobart Boulevard on the west, Franklin Avenue and Finley Avenue (refer to Figure 1-3, Other Relevant Agency Planning Areas). On the north, Talmadge and Hillhurst Streets on the east, and both sides of Sunset Boulevard and Prospect Avenue on the south. The Beverly/Normandie segment, located outside the Community Plan boundary in the adjacent Wilshire Community Plan, is approximately 192 acres in size, bordered by Beverly Boulevard on the north, New Hampshire Avenue on the east, Third Street on the south and Normandie Avenue on the west.



Vine Street Elementary School is just one of many schools serving Hollywood students

Los Angeles Community College District (LACCD).

The Los Angeles Community College District (LACCD) consists of nine colleges, including Los Angeles City College (LACC), which is located within the Hollywood CPA. LACCD has prepared the 2009 Facilities Master Plan to help guide the development of the instructional and support facilities needed to accommodate increased enrollment through 2015. However, City Planning approval is not required prior to LACCD obtaining necessary permits.

Los Angeles Unified School District (LAUSD)

The Los Angeles Unified School District (LAUSD) currently operates several K-12 schools in the Hollywood CPA. In addition, LAUSD operates early childhood education centers, adult schools, and a continuation program within the CPA. The LAUSD develops an annual Planning and Development Branch Strategic Execution Plan, which describes goals and progress for school site planning. However, City Planning approval is not required prior to LAUSD obtaining necessary permits.





Santa Monica Mountains Conservancy (SMMC).

The Santa Monica Mountains Conservancy (SMMC) was established by the California State Legislature in 1980 to help create and preserve parkland in both wilderness and urban settings. The SMMC Zone covers an area from the edge of the Mojave Dessert to the Pacific Ocean, including the Santa Monica Mountains and the Rim of the Valley Trail Corridor which are in the northern portions of Hollywood.

Promise Zone.

Established in 2014, the LA Promise Zone targets resources to help create jobs, boost public safety, improve public education and stimulate better housing opportunities for our residents and neighborhoods. The Promise Zone serves six culturally diverse neighborhoods in Los Angeles, including East Hollywood (refer to Figure 1-3, Other Relevant Agency Planning Areas).

LEGEND

-  Promise Zone
-  CRA Redevelopment Project Areas
-  Hollywood Walk of Fame
-  Metro Stations
-  Community Plan Boundary

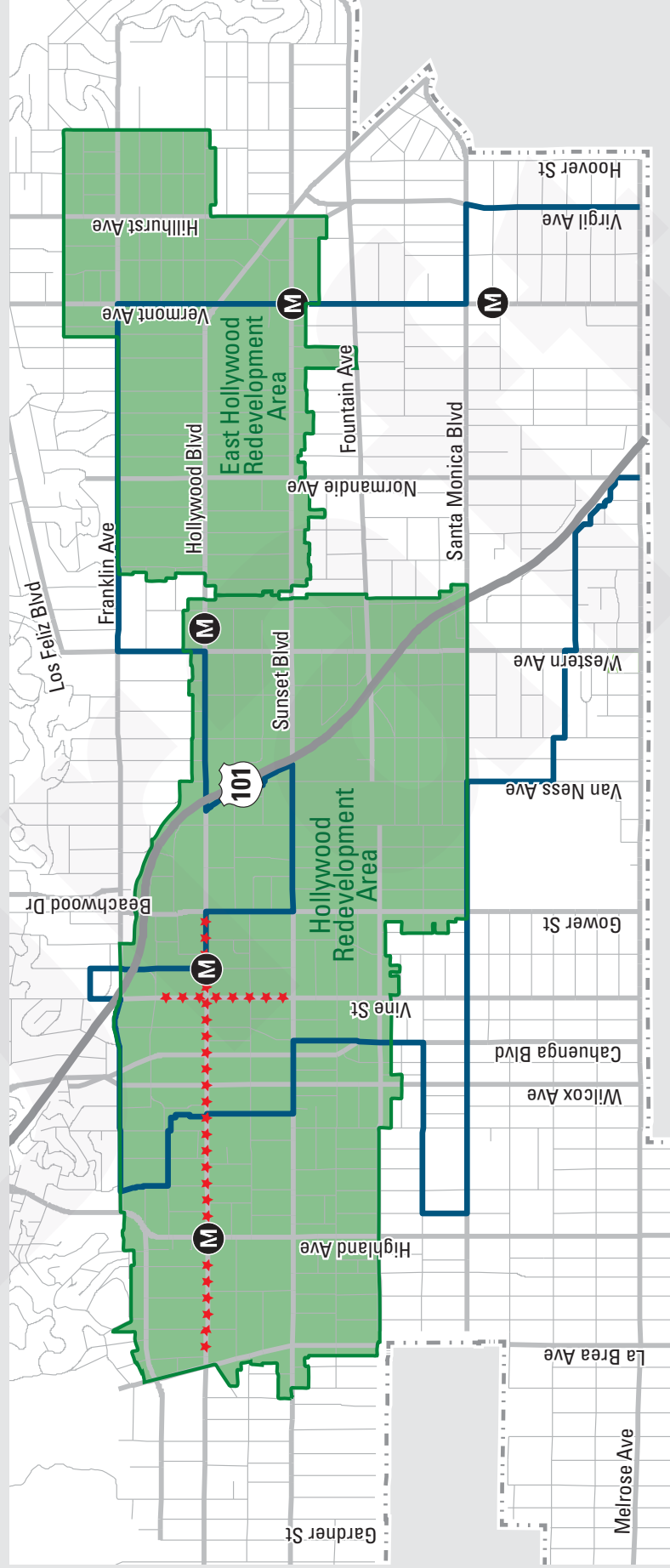
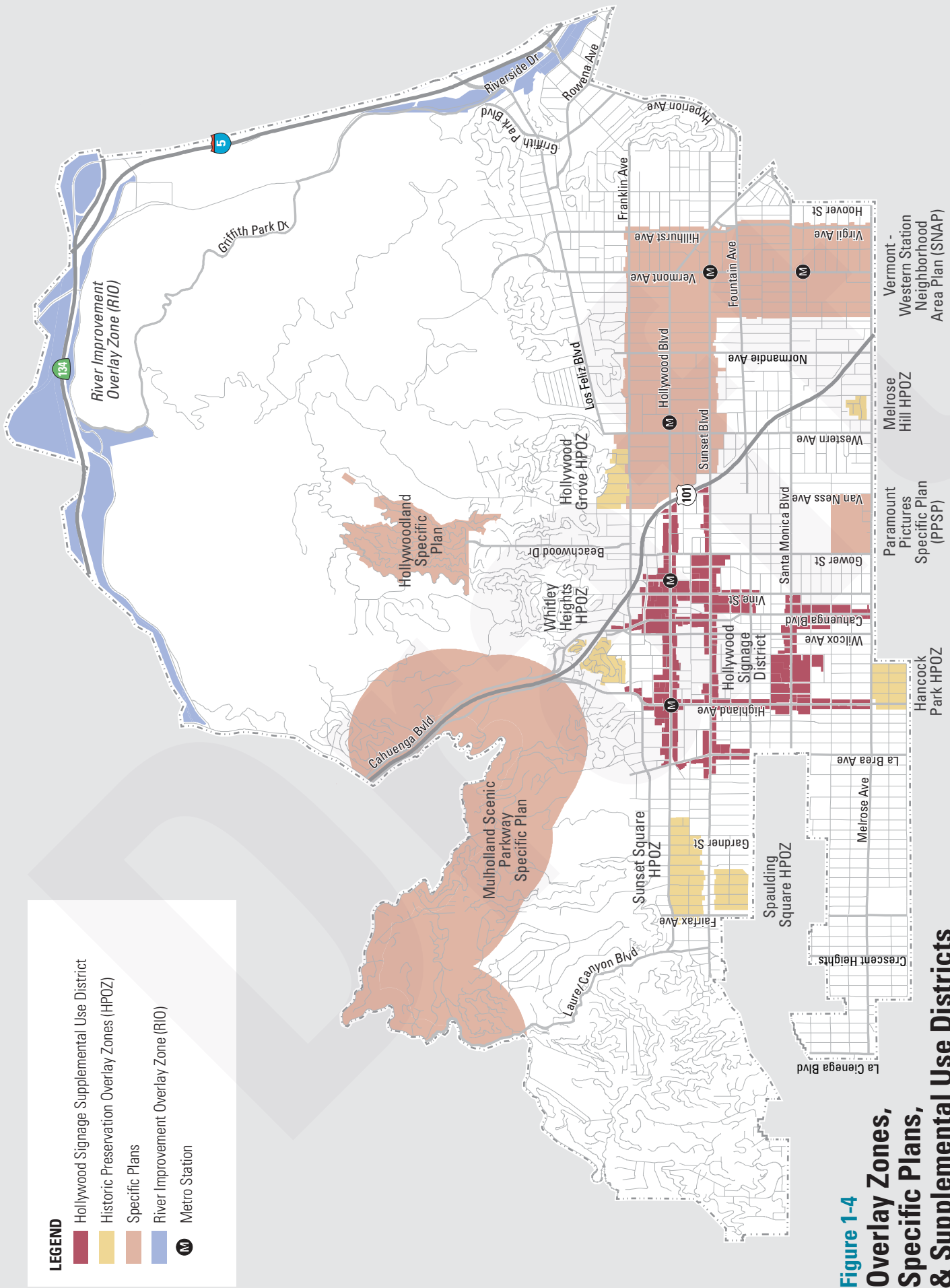


Figure 1-3
Other Relevant Agency Planning Areas
Hollywood Community Plan Area



LEGEND

- Hollywood Signage Supplemental Use District
- Historic Preservation Overlay Zones (HPOZ)
- Specific Plans
- River Improvement Overlay Zone (RIO)
- Metro Station

Figure 1-4
Overlay Zones, Specific Plans, & Supplemental Use Districts
Hollywood Community Plan Area



The W Hotel is located in the Regional Center and the Hollywood Signage Supplemental Use District

Relationship to Specific Plans and Overlay Zones

There are several specific plans, supplemental use districts and overlay zones that apply to the Plan area. These planning tools customize the regulations of the Los Angeles Municipal Code to plan the land use of specific geographic areas. The Hollywood CPA contains four specific plans, one supplemental use district, and five overlay zones.

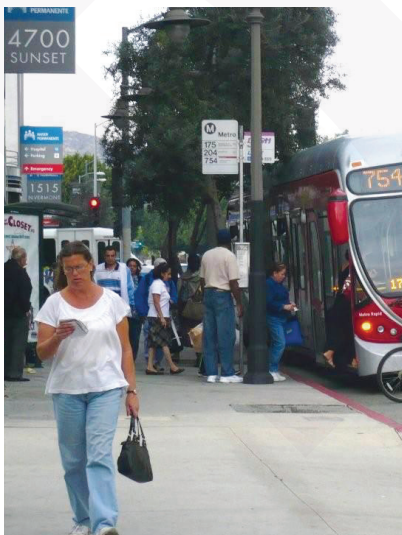
The Vermont Western Station Neighborhood Area Plan (SNAP). The Vermont Western Station Neighborhood Area Plan (SNAP) is a specific plan created to encourage transit-oriented development around the Metro Red Line in East Hollywood. It features different planning rules for six different subareas. SNAP regulations for residential areas (Subarea A) are intended to conserve the scale of existing neighborhoods. In community centers (Subarea C) located around Metro Red Line stations, the SNAP provides floor area incentives for commercial, hospital and medical uses. Commercial corridors connecting the community centers are designated as mixed-use boulevards (Subarea B).

Hollywoodland and Mulholland Scenic Parkway Specific Plans. The Hollywoodland and Mulholland Scenic Parkway Specific Plans were enacted to protect the scenic features and residential character of several hillside communities (Figure 1-4). The Hollywoodland Specific Plan also protects the unique architectural styles of this neighborhood – traditional cottages and villas which create a European village flavor.

Hollywood Signage Supplemental Use District. The Hollywood Signage Supplemental Use District (Figure 1-4) was established to promote signage which complements the historic architecture and signage of Hollywood Boulevard and allows new sign technologies which are well designed and carefully located.

Historic Preservation Overlay Zones. There are five Historic Preservation Overlay Zones (Figure 1-4) in the Hollywood CPA: Spaulding Square, Whitley Heights, Melrose Hill, Hollywood Grove and a portion of Hancock Park. The regulations of historic preservation overlay zones ensure that the rehabilitation of historic houses is performed in a manner which respects the historic integrity of the structures and the neighborhood. New development is also reviewed to assure that the character of the historic neighborhood is maintained.

Los Angeles River Implementation Overlay (RIO). The Los Angeles RIO (Figure 1-4) established design standards that address the watershed, urban design, and mobility in order to enhance the special qualities of river adjacent communities. The RIO enables the City to better coordinate land use development all along the 32-mile corridor of the Los Angeles River that flows within the City's boundaries, which includes the northern portion of the Hollywood CPA, as well properties near the LA River.



Metro Rapid buses network across Hollywood providing efficient regional access





Muralist Darin Vartanian's work adorns the Chilli Beans building in East Hollywood's Little Armenia neighborhood



Hollywood Boulevard lies in the heart of Hollywood and features numerous entertainment-oriented venues, theaters, and museums



The Vermont Western Station Neighborhood Area Plan includes a number of low-rise commercial corridors

Community Background

The last update of the Hollywood Community Plan was in 1988. Since that time, significant changes have occurred, new issues have emerged and new community objectives, aiming to balance new development with community preservation, have evolved. It is necessary to update the Community Plan to reflect current conditions and at the same time plan for future changes. Many changes occurring in Hollywood are caused by larger forces beyond the community's direct control, such as demographic trends, advances in technology, climate change, economic conditions, and rising energy costs. Planning for upcoming changes is the most effective and beneficial way for the community to accommodate evolving needs.

Located five miles west of downtown Los Angeles and 12 miles from the Pacific coast, Hollywood is a mosaic of districts, including the historic entertainment district on Hollywood Boulevard, Theatre Row, the Media District south of Santa Monica Boulevard, and the major medical facility cluster in East Hollywood, with many distinctive local commercial corridors and residential neighborhoods throughout. Among these are historically significant districts that benefit from their proximity to regional attractions, but require measures to enhance and preserve these districts from development pressures.

The most intensely developed commercial area stretches east of La Brea Avenue, south of Yucca Street, west of Gower Street and north of De Longpre Avenue. This area is the heart of historic Hollywood, the original movie capital of the world, and home to the second largest concentration of historic buildings in the City of Los Angeles.

Drawing crowds of tourists during the day, with bustling nightlife activity, the regional center of Hollywood is developing into an attractive mixed-use neighborhood, where people can live, work, shop and play. An array of historic, boutique, and mixed-use hotels accommodate the needs of visitors who come to Hollywood for business or tourism.

The Hollywood Community Plan presents policies to guide the renewed interest in commercial and residential development that is taking place in Hollywood’s core or designated Regional Center. The Plan also protects the district’s valuable historic resources and establishes programs to integrate the emerging land uses with the area’s rich transit infrastructure.

South of Santa Monica Boulevard between La Brea Avenue and Van Ness Avenue, stretches the Media District. This industrial area is home to facilities engaged in film and tape editing, film archiving and storage, studio equipment manufacture, rental and storage, sound recording and many other pre- and post-production uses. Also located within the Media District is a flourishing equity-waiver theater district, known as Theatre Row, where some of the City’s most critically-acclaimed live theater companies perform nightly. The Hollywood Community Plan protects the industrial uses of the Media District and the theaters of Theatre Row, while allowing for a mixture of uses along the edges of the District on La Brea Avenue and Santa Monica Boulevard.

East Hollywood is home to a cluster of prominent medical facilities, including Kaiser Hospital, Children’s Hospital, Hollywood Presbyterian Medical Center, and associated medical offices and research facilities. Children’s Hospital is one of the nation’s leading teaching hospitals for physicians and nurses who specialize in pediatrics. These East Hollywood medical facilities are major employment centers, providing roughly one-tenth of Hollywood’s jobs.

Much of East Hollywood is regulated by the existing Vermont-Western Station Area Neighborhood Plan (SNAP), a transit-oriented Specific Plan, that encourages development around the Red Line Metro stations located on Vermont Avenue and Hollywood Boulevard, while preserving nearby residential neighborhoods. Interlaced between these station neighborhoods are many distinctive single-family and multifamily residential neighborhoods.





The Hollywood Community Plan seeks to direct anticipated growth away from the many lower scale existing residential neighborhoods and towards transit-oriented districts and corridors. The Regional Center and the SNAP area contain Hollywood’s transit stations connecting Hollywood to Downtown, the Valley, the Eastside, South LA, and the Westside.

Hollywood’s regional significance and revival can be attributed to the successful collaboration of community stakeholders — the Community Redevelopment Agency, the Hollywood Chamber of Commerce, the Hollywood Entertainment Business Improvement District and the neighborhood councils — working together with city government and the private sector.



Hollywood and Highland represents one of the City’s most sought out destinations, attracting over 25 million visitors annually

LEGEND

-  Cultural Facility
-  Hollywood Walk of Fame
-  Theatre Row
-  Metro Station

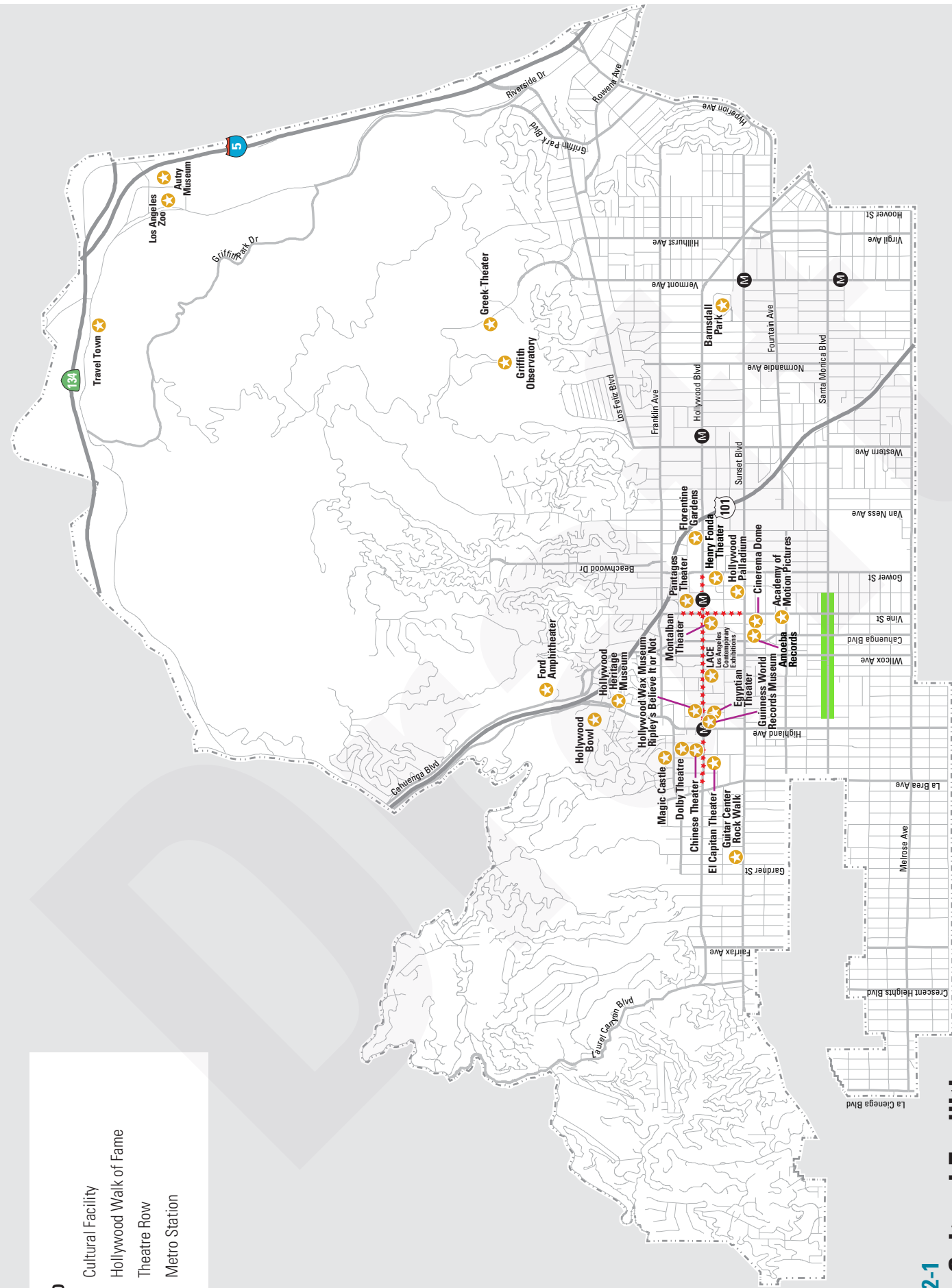


Figure 2-1
Major Cultural Facilities
Hollywood Community Plan Area

Historic Development Patterns

The history of Hollywood is a story of the evolution of a sleepy agricultural town into the global capital of the entertainment industry. Today, Hollywood is a renowned destination that draws people from across the world.

The earliest recorded inhabitants of the Los Angeles Basin were the Tongva Native Americans, or Gabrielenos. Soon after the Spanish explored the area, many of the Tongva were relocated into missions and much of what is now Hollywood was divided in two by the Spanish government. Acreage to the west became part of Rancho La Brea, and settlements to the east became Rancho Los Feliz. In 1853, one adobe hut was the only building in the Hollywood area. By 1870, an agricultural community was well established in Hollywood, which produced citrus, alfalfa, hay, and many other crops.

In the 1880s the Ranchos were subdivided, and in 1886, Harvey Henderson Wilcox moved from Topeka, Kansas, with his wife and bought 160 acres of the former Rancho La Brea. That same year, Hollywood was given its name by Hobart Johnstone Whitley. Wilcox created a grid map of his new town, which was submitted to the county recorders office in 1887. Prospect Avenue served as the main street for the town, later renamed Hollywood Boulevard.

By 1900, Hollywood was a growing community and featured a hotel, several markets, a post office, and a population of around 500 citizens. In 1903, Hollywood was incorporated as a municipality, but cityhood was short lived. In 1910, the citizens of Hollywood voted for their city to be annexed into the City of Los Angeles to secure a stable water supply and other services.

Hollywood slowly emerged as a motion-picture production center. Though most major production companies were originally located on the East Coast, the center of the film industry gradually moved west, drawn by the warm weather and natural beauty of Los Angeles.

The first studio built in Hollywood was Nestor Studio located at the intersection of Sunset Boulevard and Gower Avenue in 1911. Numerous studios followed, and soon Hollywood was recognized as the movie capital of the world. Movie theater mogul, Sid Grauman, built the Egyptian Theater in 1922, followed by the Chinese Theater in 1927 to showcase new films and further establish Hollywood's dominance in the industry. The first Academy Award ceremony, recognized as the biggest evening for the industry, was held at the Roosevelt Hotel in 1929.

Hollywood also serves as a major center for television and music. In 1947, KTLA began broadcasting in Hollywood, becoming the first commercial television station west of the Mississippi. In the 1950s, music recording studios and offices were established in Hollywood, the most famous, Capitol Records, built in 1956.



Long before the Metro Red Line, tourists flocked to Hollywood on streetcars in 1905



Early travel through Cahuenga Pass



The Hollywood Bowl has been drawing outdoor crowds since 1916



Recent development in Hollywood's Regional Center mixes with its historic core



Mixed-use buildings create accessible, walkable, and convenient neighborhoods

Since the 1960s, many studios have relocated to neighboring communities, such as Studio City and Burbank. However, Hollywood remains a primary location for pre- and post-production processes. Development slowed in the 1970s and 1980s, and many parts of Hollywood fell into disrepair. During this period, many businesses closed or moved to other parts of the region.

Recent Development

In 1999, the opening of the Metro Red Line subway connected Hollywood to the San Fernando Valley and Downtown Los Angeles, extending the area's mobility to the entire Metro Rail network. The Red Line has been paramount in facilitating the revitalization of Hollywood. In 2001, the Hollywood and Highland complex took advantage of this transit hub, creating stores and restaurants that could be served by multimodal alternatives. Hollywood Boulevard and Vine, serves as another transit-oriented center, featuring the W Hotel, a mixed-use, mixed-income development. Transit and mobility options will be a key component of future development, supporting the growth of Hollywood as a place of residence, entertainment, and tourism.

The community of Hollywood continues to accommodate the needs of many visitors as well as residents. With annual visitor totals near 25 million, the number of persons visiting Hollywood fluctuates widely on any given day, depending on hour or season. Hundreds, sometimes thousands, of persons come to Hollywood to work, shop, tour, seek entertainment at a nightclub, theater or concert venue, or spend the night in a hotel.

At the same time, as Hollywood continues to evolve, neighborhood protections have been established to balance residents' needs. Since the last plan update, the SNAP, HPOZs, and baseline and hillside mansionization regulations have been established to maintain and preserve Hollywood's stable neighborhoods.

Geography

The geography of Hollywood is diverse and the CPA can be characterized by its extremes. Hollywood is situated at the heart of the City of Los Angeles, almost equidistant from the northern and southern extents of the City. In its midst sits the City's most wild open space, Griffith Park, and contained alternately within some of the most historic and expensive single-family neighborhoods in the City. The CPA contains the foothill terminus of the Santa Monica Mountains which extend westward, all the way to the ocean. Elevations of the Santa Monica Mountain Range in Griffith Park vary from 384 to 1,625 feet above sea level. Hollywood's topography therefore includes both wilderness and hillside communities as well as flat lands that have been significantly urbanized. Hollywood's flatlands stretch generally south from Franklin Boulevard to Melrose Avenue in the east and to Rosewood Avenue in the west.

The hillside area north of Franklin Avenue is divided between single-family neighborhoods and two regional parks, Runyon Canyon and Griffith Park. The western half of the hills contains the single-family neighborhood known as Hollywood Hills. The eastern section of the hillsides encompasses Griffith Park and the Los Feliz neighborhood. Covering nearly 4,171 acres, or roughly 30% of the Hollywood CPA, Griffith Park is one of the largest urban parks in North America.

The grid of streets south of Franklin Boulevard is lined with commercial centers and corridors. These flatlands are densely populated with multifamily residential neighborhoods. They also include a few low-density neighborhoods around the western, southern and eastern edges of the Plan area, which are planned to maintain predominately single-family neighborhoods.

This diversity of topography articulates the unique socio-economic character of the CPA, juxtaposing some of the most expensive residential estates in Los Angeles with some of the densest multi-family housing in the City. In addition to diverse land forms, the Hollywood CPA has one of the most diversified and densely populated land use patterns in the City, containing multiple centers of commercial and industrial activity.



The Hollywood Reservoir, also known as Lake Hollywood, was created with the construction of Mulholland Dam in 1924



Built in 1926, the Shakespeare bridge provides a whimsical connection between Franklin Hills and Los Feliz



Tudor Revival architecture is just one of many genres represented in the Spaulding Square Historic Preservation Overlay Zone



Courtyard apartment buildings and bungalows were built throughout Hollywood's studio era



The Vermont Avenue Commercial Corridor is lined with shops

Land Uses

Residential Neighborhoods

Almost half of the acreage in Hollywood is planned for residential uses. Single-family uses are located primarily in the hills, while duplexes and multifamily uses are concentrated south of the hills, in the flatland. In the 1980s, many of Hollywood's multifamily neighborhoods were downzoned to lower-density land use designations and zones. Because of this rezoning, the built form in these neighborhoods often reflects a more urban development pattern that the current plan designation allows. Streets in the flatlands are laid out in a grid pattern, often oriented on primary compass points, while the street pattern in the hills is generally circuitous and narrow.

There are nine residential land use designations in the CPA that cover a range of housing densities, from single-family homes on large lots to multi-family high rises. The designations are Minimum Residential, Very Low II Residential, Low I Residential, Low II Residential, Low Medium I Residential, Low Medium II Residential, Medium Residential, High Medium Residential, and High Residential. The plan regulates allowable height permitted to ensure scale compatibility with the adjacent neighborhoods. HPOZs and baseline and hillside mansionization regulations enforce compatibility within many of Hollywood's stable neighborhoods.

The Hollywood Community Plan allows more housing and incentivizes housing adjacent to employers and transit, which can help improve the jobs-housing balance.

Commercial Districts

There are six commercial land use designations in the CPA, varying from the least intense (Limited Commercial) to the most intense (Regional Center Commercial). The land use designations are Limited Commercial, Neighborhood Office Commercial, General Commercial, Highway Oriented Commercial, Community Commercial and Regional Center Commercial. These designations provide guidance as to the scale and intensity, and variety of uses that should be found in each one. The Regional Center is located in the center of Hollywood, while the other designations are found mainly along the corridors.

Development restrictions were established in the 1980s prior to the development of the transit system in place today. The Plan increases development potential near the Hollywood/Highland and the Hollywood/Vine Metro stations in the Regional Center to Floor Area Ratios (FARs) of 3-4.5 to encourage more mixed-use residential and commercial development, visitor-serving hotels, and entertainment-related uses near transit. In selected General Commercial areas along major corridors with bus lines, FARs are generally 2.5-3 for mixed-use development. These regulations are accompanied by standards for pedestrian-friendly design to make walking more pleasant and safe.

The Plan also restores development potential (generally an FAR of 1.5) along less intense commercial corridors in selected Limited Commercial and Neighborhood Commercial land use designation areas. The change would promote more local services and retail while fostering economic development. New regulations in these areas, including height limits to address transitions to adjacent lower scale uses and prohibition of certain automotive commercial uses, such as auto repair, would maintain existing low-rise neighborhoods and reduce incompatible uses.

The Regional Center

Under the City's Framework Element, a Regional Center is a focal point of regional commerce, identity and activity and contains diverse uses such as corporate and professional offices, multi-family residential uses, retail commercial malls, restaurants, mixed-use buildings, government buildings, major health facilities, major entertainment and cultural facilities and supporting services. Generally, Regional Centers are characterized by six to 20 story buildings or higher (mid to high rise), and are usually major transportation hubs. The Regional Center lies in the heart of Hollywood, located south of Franklin Avenue, east of La Brea Avenue, north of Fountain Avenue, generally west of the 101 freeway. The Regional Center is both historic and contemporary, occupied by tourist and entertainment-related commercial uses and multifamily residential development.

Plans dating back to the 1960s envisioned that the center of Hollywood would become a center of high-rise office activity, allowing floor area ratios of 13:1 in some locations. The landscape of the Regional Center today reflects a wide range of building heights, with some buildings reflecting the vision of a major commercial activity hub. At the same time plans such as the Community Redevelopment Area plans recognized the area's rich collection of historic resources and the community sought to preserve more resources through plans administered through the defunct CRA. Today's Regional Center reflects a more balanced mix of commercial and residential uses at a variety of scales regulated through updated zoning standards and procedures.

The Regional Center is highly urbanized, with considerable pedestrian activity. Population density in this part of Hollywood exceeds 22,000 persons per square mile. The construction of new, mixed-use development has occurred at major intersections, such as Sunset Boulevard and Vine Street, especially near the Metro Red Line which runs along Hollywood Boulevard, stopping at Vine Street, and Highland Avenue within the Regional Center.

The Plan allows for an increase in allowable floor area ratio (FAR), allowable by right when required development conditions are met, such as building mixed-use projects or development incorporating a minimum or maximum amount of residential use or commercial use. Properties subject to historic review require discretionary approval to seek changes to historic structures.



Mixed-use development in the Regional Center creates an environment for people to live, work, and play



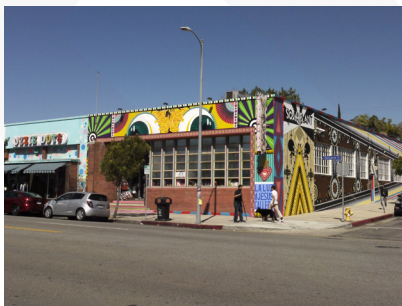
The highly urbanized Regional Center serves as one of the region's major commercial hubs



Sidewalk dining is a key feature of Hollywood's neighborhood Commercial Corridors



Commercial Corridors in Hollywood host some of the southland's most historic eateries



Iconic businesses like Wacko serve as small business anchors on Hollywood's Commercial Corridors

Commercial Corridors

Outside of the Regional Center, commercial corridors can be viewed as falling into primarily Neighborhood Commercial, Community Commercial, or Highway Oriented Commercial designations. Community Commercial areas have increased height and a variety of uses that may draw residents from further afield. Community Commercial contains more mixed-use developments and ranges in height from 2-5 stories. Neighborhood Commercial represents the local commercial areas that are generally 1-3 stories tall.

Corridors change in their scale and uses throughout the Hollywood CPA. Some corridors vary from Highway Oriented Commercial and Neighborhood Commercial designations, i.e. Western, La Brea, Vermont, and Virgil. Outside of the Regional Center, Melrose and Sunset are Neighborhood Commercial, while Santa Monica, Vine, and Highland reflect development of Highway Oriented Commercial character.

In East Hollywood, the concentration of hospitals and adjoining medical facilities continues to expand along Sunset Boulevard, designated Community Commercial. This medical complex is supported by the Metro Red Line station at Sunset Boulevard and Vermont Avenue and the Vermont-Western Station Area Plan (SNAP).

Hollywood is home to many Neighborhood Commercial areas, which are typically low-rise and pedestrian oriented, facilitating a village feeling and a sense of community. Hillhurst Avenue and Vermont Avenue in the Los Feliz neighborhood feature a variety of shops, services, bars, and dining establishments. Franklin Avenue between Gower Avenue and Van Ness Avenue hosts a number of small stores and restaurants, a market, and other neighborhood oriented services. Portions of Sunset west of the regional center also maintain a Neighborhood Commercial identity with a variety of historic commercial low-rise buildings. Theatre Row lies on Santa Monica Boulevard between Gower Avenue and Highland Avenue and features a variety of independent theaters and art galleries. Melrose Avenue is the largest neighborhood-serving Neighborhood Commercial corridor that caters to both local and regional visitors.

Commercial corridors thrive primarily due to their pedestrian scale and walkability. They are anchored by their local users who live in the surrounding communities and are significant quality of life contributors to the community of Hollywood. Features that maintain and improve this environment include streetscape improvements and plans, traffic calming measures and safe pedestrian crossings, and development in scale with the surrounding building typologies.

Industrial Districts

There are two industrial land use designations in the CPA – Commercial Manufacturing and Limited Manufacturing. To support the economic development of Hollywood, the Plan maintains existing job-producing light industrial uses associated with the entertainment industry. Industrial preservation areas prohibit residential uses on site except for caretaker or watchman units.

There are several clusters of low-intensity industrial uses scattered throughout the Hollywood CPA. The largest is the entertainment industry’s Media District, generally bounded by Fountain Avenue, Vine Street, Waring Avenue, and La Brea Avenue. The Media District is the center of pre- and post-production, such as set construction, still photography, film and tape editing, film archiving and storage, studio equipment manufacture, rental and storage, sound recording, film projection and screening, prop houses, lumber yards, rehearsal and broadcast studios and production offices.



Paramount Studios is just one of many studio and entertainment facilities in Hollywood’s Media District

Relationship to Adjacent Communities

The Hollywood Community Plan covers 25 square miles, extending from the foothills of the Santa Monica Mountains, roughly south of the Cities of Burbank and Glendale, west of the LA River, north of Melrose Avenue and east of Mulholland Drive and the Cities of West Hollywood and Beverly Hills, including a strip of land south of the City of West Hollywood and north of Rosewood Avenue, between La Cienega Boulevard and La Brea Avenue.

As illustrated in Figure 1-2, adjoining community plan areas include Sherman Oaks-Studio City-Toluca Lake-Cahuenga Pass and Bel Air-Beverly Crest to the northwest, Wilshire to the south, and Silver Lake-Echo Park and Northeast Los Angeles to the east.



Hollywood is home to a multitude of small studios and boutique production companies

Population, Housing, and Employment

The State of California requires that cities plan for changes in population, housing, and employment; if growth is projected, each city must accommodate a share of the region’s anticipated growth. These projections are prepared by the Southern California Association of Governments (SCAG), which forecasts population and job growth for the cities and counties in the six-county Southern California region. The City plans for the reasonable expected development through its Community Plans. This section describes the Hollywood Community Plan’s population, housing, and employment projections, as well as other influencing factors that may impact these estimates. In addition, recent state legislation, including two important climate change bills, is discussed.

SCAG’s 2040 demographic and socio-economic forecasts for Los Angeles are based on historic and recent growth trends. The Department of City Planning (DCP) refines



New developments in the Media District continue to increase employment opportunities in the area

the population and housing allocations within the City’s 35 communities so that projected growth is directed to regional and commercial centers, consistent with the Framework Element and other City policies. The Hollywood Community Plan is designed to accommodate the population, housing, and employment projections for 2040. The ability of this Plan to accommodate the projections is based on assumptions about the level of development that can reasonably be expected to occur during the life of the Plan, given the Plan’s land use designations and policies. Estimates for population, housing units and employment in the Hollywood Community Plan are shown in Table 2-1.

Past building data demonstrates that not all sites will be built to the maximum densities permitted by the plan for a variety of reasons, including economic conditions and market trends, financial lending practices, and construction and land acquisition costs, physical site constraints, and other General Plan policies or regulations. The reasonable expectations about the level of future development determine the Plan’s capacity to absorb any increase in population, housing, and employment. A more detailed discussion of population, housing, and employment projections and reasonable expected development is included in the Environmental Impact Report (EIR) for the Hollywood Community Plan.

**Table 2-1
Population, Housing and Employment**

Area	Existing (2016 Estimate) ^{1, 2}	2040 Projection ¹	Plan’s Reasonable Expected Development ²
Population (persons)	206,000	226,000	233,000 - 243,000
Housing (dwelling units)	104,000	113,000	115,000 -121,000
Employment (jobs)	101,000	119,000	127,000 - 129,000

¹ Based on SCAG estimates (2016-2040 SCAG RTP/SCS).

² City of Los Angeles Department of City Planning
Numbers are rounded to the nearest thousand.

Other Influencing Factors

In any planning effort, population projections and estimates are prepared in an attempt to anticipate, predict, and forecast population trends over a planning period. Understanding population change is necessary to predict future demand for housing units, transportation, community facilities, and natural resources within the Plan area. It needs to be recognized, however, that these figures are only best estimates and are derived from regional data disaggregated to the City and

community level. The intensity of development is affected by many factors, and the rate at which population, jobs, and housing grow may be faster or slower than anticipated. External factors, such as global economic trends, demographic changes, immigration and migration rates, global warming, and water rights may also influence community development.

State Legislation

At the State level, senate and assembly bills are often adopted that influence local planning policy. For example, recent legislation calls for greater local emphasis on greenhouse gas reductions as well as better integration of transportation and land use planning:

Global Warming Solutions Act of 2006 (Assembly Bill 32)

This bill required California to reduce its greenhouse gas emissions to 1990 levels by no later than 2020. The California Air Resources Board (CARB), as the State's lead air pollution control agency, was assigned primary responsibility for coordinating development of those measures needed to achieve the required emissions reductions.

Complete Streets Act of 2008 (Assembly Bill 1358)

This bill requires the City of Los Angeles in updating their General Plan, to identify how the jurisdiction will provide for the routine accommodation of all users of the roadway including motorists, pedestrians, bicyclists, individuals with disabilities, seniors, and users of public transportation.

Sustainable Communities and Climate Protection Act of 2008 (Senate Bill 375)

This bill helped to implement Assembly Bill 32's greenhouse gas reduction goals by targeting transportation-related emissions through better integration of land use and transportation planning. Regions must adopt a "sustainable communities strategy" which demonstrates that their housing and transportation plans reduce greenhouse gas emissions.

The Hollywood Community Plan includes goals, policies and programs that address these important objectives through:

- The inclusion of policies and implementation programs that address the unique opportunities afforded to area residents, employees, and visitors through an expanded mass transit system that provides safe and efficient access to jobs, services, recreation and other community assets so that automobile dependence can be reduced.
- Improved air quality and health of residents as a direct result of decreased single-occupant automobile demand and reduced vehicle miles traveled (VMT) than would otherwise occur as a result of development under the existing plan.
- The creation of multi-modal alternatives to automobile use through the adoption of “Complete Street” and “Complete Neighborhood” principles that enhance convenient use of the area’s transit system through the provision of safe and accessible, pedestrian and bicycle linkages throughout the area, as well as land use incentives that encourage the location of a greater variety of neighborhood amenities within close proximity to residential areas.

Alternative Vehicle Metrics (Senate Bill 743)

SB 743 changes the way cities measure transportation-related project impacts and mitigate transportation impacts under CEQA. The current priority of reducing queuing at intersections to maintain a certain Level of Service (LOS) encourages mitigation measures such as roadway widening which do not help achieve broader mobility and environmental goals. Going forward, transportation impact analyses will include consideration of how a project influences travel choice and affects health, safety and air quality. SB 743 encourages projects to reduce their GHG emissions by reducing the vehicle miles the project generates. This new approach encourages development of more walkable communities, enhancements to active transportation facilities, development of transportation demand management programs, and expansion of public transit systems. The State as a whole, and the City of Los Angeles included, is in a transition period with respect to implementing SB 743.



M
Metro

Hollywood/
Highland

CHRISTMAS
CAROL

TRUCK
PARK

Pod touch

EVE
EVE





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



Spanish style single-family homes dot Hollywood's residential neighborhoods



Hollywood's Regional Center

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.

The Land Use Chapter directs how the Hollywood community will evolve and mature over the next 20 years. Policies in this chapter establish a basis for evaluating whether specific development and project proposals are consistent with the intent of the Plan. These land use policies lay the groundwork for a livable, sustainable, and growing community made up of vibrant neighborhoods, districts, corridors and open spaces. To this end, the Land Use Chapter identifies goals and policies that:

- Conserve viable neighborhoods, districts, and historic/cultural resources
- Provide a range of employment and housing opportunities
- Promote the vitality and expansion of Hollywood's media, entertainment, and tourism industry
- Encourage sustainable land use
- Ensure that buildings and neighborhoods are well designed

This following chapter introduces the goals of the Community Plan along with policies that will be used to achieve these goals. Goals relating to housing and mobility generally, can be found in the Citywide Housing and Mobility Elements, respectively. Additional goals and policies relating to land use in the public realm can be found in Chapter 4. Preservation goals can be found in Chapter 5, and Mobility goals in Chapter 6.

Vision and Guiding Principles

The Hollywood Community Plan envisions a compact community that mixes residential, commercial and industrial uses in new and interesting ways. With core industries in entertainment, tourism and health care, this is a Hollywood which supports a strong local and regional economy. A rich, multimodal transit system, an inviting walking environment, and mixed-use housing along transit corridors promote a livable community and enable many Hollywood residents to reduce their

use of cars. The plan aims to extend the walkability, connectivity, and accessibility of Hollywood.

The balanced growth of commercial and residential uses provides increased opportunities for jobs and housing, enabling an increasing number of residents and visitors to live, work, play and shop in Hollywood. Implementation of mixed-income housing incentives creates opportunities for people who work in Hollywood to find affordable housing nearby. Policies that support this vision encourage more people to walk to nearby destinations.

A successful plan must be a sustainable plan. Hollywood houses the City's largest public open space asset and looks to innovative solutions for providing more localized neighborhood public open space. Therefore, the Hollywood Community Plan promotes building, preservation, landscape, transportation and land use policies that take the long view towards protecting the environment. Recognizing the value of Hollywood's impressive historic architecture and cultural resources, the Community Plan seeks to protect these assets, as well.

General Plan Land Use

The 35 Community Plans, which constitute the Land Use Element of the General Plan, guide the location and intensity of private and public uses of land; direct the arrangement of land uses, streets, and services; and encourage the economic, social, and physical health, safety, welfare, and convenience of people who live and work in the community. Land uses are organized into general classifications— residential, commercial, and industrial—which are further categorized by use, intensity, and density (see Table 3-1). Each land use category includes a list of permitted zones, which further delineate the types of uses, densities, intensities, and heights permitted on a particular parcel. The General Plan Land Use Map is a graphic representation of the Community's land use classifications, which reflect the policies contained in the Community Plan. Figure 3-1 is a generalized version of the General Plan Land Use Map.

Community Themes

As discussed in Chapter 1, the General Plan Framework Element establishes guiding principles for growth and development at a citywide context. While all community plans implement these guiding principles, Los Angeles is a city of diverse neighborhoods and communities and with that comes many varied and localized issues. The Hollywood Community Plan draws upon the General Plan Framework Element guiding principles to create distinct neighborhoods, districts, centers and boulevards and further articulates these at a more focused community level. The themes underlie the community's vision statement and lay the foundation for the Community Plan's goals, policies, and implementation programs. They build on major points of agreement that



Hollywood provides a unique balance of commercial and industrial land uses that attract employment



Public facilities, schools, and community centers serve the area's residents



Land use tools protect the character of Hollywood's distinctive neighborhoods



Preserving employment centers like Hollywood's studio facilities supports the area's economic success



The Hollywood Walk of Fame supports tourism with shops, tours, and historic destinations

emerged from community discussions about the valued qualities of the community, hopes and aspirations for the future, as well as strategies for achieving the vision. The community themes directing planning efforts within the Hollywood CPA are:

Conserve Neighborhoods, Districts, Historic/Cultural Resources, and Public Rights-of-Way

The Hollywood Community Plan endeavors to direct the enhancement of the area's distinctive neighborhoods by conserving, preserving and developing thoughtfully around viable neighborhoods, districts, historical and cultural resources, and public rights-of-way. By providing land use tools that protect Hollywood's heritage, and identifying guidelines and strategies to enhance the areas greatest assets, the Plan regulates harmonious growth and development around Hollywood's history, respecting established and desirable community character and context. In this regard, the Plan orients growth towards transit, leaving historic neighborhoods intact. Development standards and guidelines are designed to protect historic, hillside, and other stable neighborhoods, providing transition in scale and height to low-density neighborhoods, while maximizing accessibility and mobility for more dense areas.

Provide a Range of Housing and Employment Opportunities

While focusing growth around transit nodes and corridors, the Plan creates an environment that encourages places for people to live, work and play in Hollywood as well as a way for them to get there without the use of a single occupancy vehicle. The Plan supports the development of affordable housing and encourages affordable units in new development. By focusing housing and employment growth in the Regional Center, the Plan creates a space for significant expansion of housing stock and jobs, while minimizing the impact on surrounding neighborhoods and the street traffic network.

Promote the Vitality and Expansion of Hollywood's Media, Entertainment, and Tourism Industry

Revitalizing Hollywood's media, entertainment, and tourism industry will involve sustenance and promotion of media uses in the areas historically used by studios, the introduction of Hybrid-Industrial areas, and the continued investment in Hollywood's premiere tourism destination, the Regional Center. This approach to community development not only protects Hollywood's entertainment industry heritage, but also is a vital alternative to sprawl and the departure of industry jobs to other cities. Preservation of this economic engine generates local jobs, supports independent businesses, and bolsters the community's sense of place. As part of

the regenerative process toward producing complete neighborhoods, the creation of local employment opportunities in these industry-related sectors is encouraged so that jobs will be accessible to those who live in or near the plan area, thereby strengthening local economic self-sufficiency and overall community sustainability.

Create a Network of Safe, Multi-Modal Linkages

The Hollywood Community Plan promotes community health and sustainable transportation by envisioning a network of safe, multi-modal linkages that connect neighborhoods to nearby recreational and activity areas. In particular, the Community Plan supports the enhancement of underutilized existing roadway, parkway, greenway and utility corridor opportunities in order to expand mobility options. The Plan bolsters the creation of new paths, routes and lanes that facilitate better movement of pedestrians, bicyclists and motorists throughout the Community Plan Area. The Plan also identifies streetscape plans and alley protections as a means to cultivate a more walkable and livable pedestrian experience. General policies that support land uses which promote pedestrian oriented access will be addressed in the Public Realm and Mobility chapters.

Promote Sustainable Development

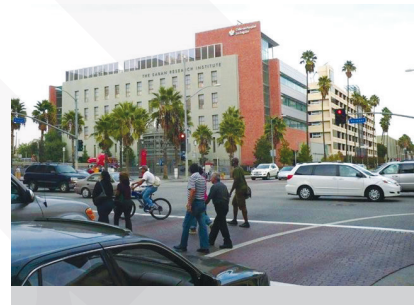
The Hollywood Community Plan incorporates the best practices in sustainability to reduce the impacts on the environment while improving the quality of built and natural areas. Streets should support all modes of travel including transit, walking and bicycling. They should also provide opportunities for increased greenery, tree cover, pervious surfaces and bioswales to reduce stormwater runoff. Parks and open space should respect and enhance natural features such as topography, creeks, wetlands and native plant species. The private realm should also incorporate ecologically sustainable design with green design standards and energy efficient buildings.

Preserve and Enhance Social, Cultural and Historic Identity

The collective sense of place existing within the neighborhoods of the Hollywood Community Plan is an enduring source of cultural and civic pride. The area's numerous historic and cultural resources continue to serve as invaluable assets toward developing positive neighborhood identity. Preservation and enhancement of the area's legacy of architectural and urban planning resources, as well as identification of future resources, is extremely important for ensuring overall sustainability for the area.



Street treatments that calm traffic increase multi-modal linkages



Hollywood provides extensive regional-serving medical facilities and institutions



Capitol Records is just one of many culturally and historically significant Hollywood icons



Streets and commercial corridors serve as open, public spaces for many neighborhoods



Community gardens cultivate sustainable food systems



Healthy communities start with public recreational spaces

Improve Open Space, Parks, and Public Spaces

Open spaces, parks, and other spaces within the public realm have dynamic and important contributions to a healthy and happy community. The Plan supports existing open space resources within the Community Plan Area as well as new projects that expand the public realm like the creation of additional park space and the utilization of public right of way for pedestrian-oriented uses.

Develop a Sustainable Community

The basic concept of sustainability is defined as meeting the needs of current generations without compromising the ability of future generations to meet their own needs. Good land use planning is at the core of any sustainable community because it provides the ability for people to share space efficiently, to walk or bike to their destinations, to have access to public open space and recreational opportunities, and to assure that land is available near residential neighborhoods for viable businesses and employment. Sustainability goals and policies are woven throughout this Plan to help encourage a healthy local economy, protect the environment, and improve the quality of life of all residents, now and in the future. Recognizing the significance of sustainability, the California State legislature also has mandated more sustainable land use planning to improve air quality, reduce greenhouse gases, and integrate transportation and land use planning. This legislation is discussed in Chapter 2.

Foster a Healthy Community

Healthy communities are ones that link the design of the built environment to public health, recognizing that patterns of land use, density, intensity, transportation choices, and street design have an impact on chronic diseases and health disparities. The Community Plan takes several steps to make community health a priority by developing regular channels of communication and collaboration between local health officials and planners; supporting safe, convenient opportunities to purchase fresh fruits and vegetables by ensuring that sources of healthy foods are accessible in all neighborhoods; developing land use and development strategies that encourage walking, bicycling and crime prevention through environmental design; and supporting an active, inclusive, and responsive community where healthy habits are encouraged rather than discouraged by the environments we build.

Sustainable Development

Sustainable development encompasses established principles of good planning by meeting the needs of current generations without compromising the ability of future generations to meet their own needs. Sustainable development can be further defined as promoting the “three E’s:” environment, economy, and equity. For example, a decision or action aimed at promoting economic development should not result in social inequity or decreased environmental quality.

What does sustainable development look like on the ground? In a community that is developing sustainably, the neighborhood is the basic building block of urban design and is characterized by walkability, mixed-use development, and mixed-income housing. Walkability is a function of compactness and density. Attention to streetscape and public spaces is a key design element in creating desirable places to live. Such neighborhoods are more likely to support efficient transit systems. This approach to planning, from the neighborhood to the regional level, is often referred to as “smart growth.”

Healthy Communities

A growing body of research has shown that there are connections between development patterns, community design and health outcomes. Crafting a more health-friendly Community Plan is critical to the overall health of a community. Healthy communities are characterized by equitable access to recreation facilities such as parks and community centers to promote physical activity; grocery stores and healthy foods; safe, active transportation options such as biking and walking; health services; affordable housing; economic development opportunities; healthy environmental quality; and safe public spaces.

Citywide Design Guidelines

The City of Los Angeles' General Plan Framework Element and each of the City's 35 Community Plans promote architectural and design excellence in buildings, landscape, open space, and public space. They also stipulate that preservation of the City's character and scale, including its traditional urban design form, be emphasized in consideration of future development. To this end, the Citywide Design Guidelines were developed to carry out the common design objectives that maintain neighborhood form and character while promoting design excellence and creative infill development solutions. These guidelines are intended for developers and architects as well as for advisory and decision-making bodies when evaluating a project.

The Citywide Design Guidelines serve to implement the 10 Urban Design Principles, a part of the Framework Element. These principles are a statement of the City's vision for the future of Los Angeles, providing guidance for new development and encouraging projects to complement existing urban form in order to enhance the built environment in Los Angeles. While called "urban", the Urban Design Principles reflect citywide values to be expressed in the built environment of the City, establishing a design program for the City. They are intended to embrace the variety of urban forms that exist within Los Angeles, from the most urban, concentrated centers to our suburban neighborhoods. The Citywide Design Guidelines supplement the Citywide Urban Design Principles. By offering more direction for proceeding with the design of a project, the Design Guidelines illustrate options, solutions, and techniques to achieve the goal of excellence in new design. It is important to remember, though, that they are performance goals, not zoning regulations or development standards and therefore do not supersede regulations in the municipal code.

The Citywide Design Guidelines are intended for the Planning Department, as well as other City agencies and department staff, developers, architects, engineers, and community members to use in evaluating project applications along with relevant policies from the General Plan Framework and Community Plans. To achieve the stated purpose, the Guidelines apply to all new developments and substantial building alterations that require approval by decision-making bodies and planning staff. However, all "by-right" development projects are also encouraged to incorporate the Design Guidelines into their project design. Each of the Citywide Design Guidelines should be considered in a proposed project, although not all will be appropriate in every case, as each project will require a unique approach. The Citywide Design Guidelines provide guidance or direction for applying policies contained within the General Plan Framework and the Community Plans. Incorporating these guidelines into a project's design will encourage more compatible architecture, attractive multi-family residential districts, pedestrian activity, and context-sensitive design.

Table 3-1
Proposed General Plan Land Use

General Plan Land Use	Corresponding Zones	Net Acres	% of Area	Total Net Acres	Total % of Area
Total				13,962	
Residential				6,717	48%
<i>Single-Family Neighborhoods</i>				4,526	32%
Minimum Residential	RE40	770	5.5%		
Very Low II Residential	RE15, RE11	1,463	10.5%		
Low I Residential	RE9	353	2.5%		
Low II Residential	RS, R1	1,940	14%		
<i>Multi-Family Neighborhoods</i>				2,191	16%
Low Medium I Residential	R2, RD5, RD4, RD3	367	3%		
Low Medium II Residential	RD2, RD1.5	803	6%		
Medium Residential	R3	785	6%		
High Medium Residential	[Q]R4, R4	157	1%		
High Residential	R4, [Q]R5	79	<1%		
Commercial				852	6%
Limited Commercial	C1, C1.5, CR, RAS3, P	44	<1%		
Neighborhood Commercial	C1, C1.5, CR, C2, C4, RAS3, P	234	2%		
General Commercial	C1, C1.5, CR, C2, C4, RAS3, RAS4, P	247	2%		
Community Commercial	C1.5, CR, C2, C4, RAS3, RAS4, P, PB	63	<1%		
Regional Center Commercial	C2, C4, RAS3, RAS4, P, PB	264	2%		
Industrial				265	2%
Commercial Manufacturing	CM, P	38	<1%		
Hybrid Industrial	CM, MR1, M1	12	<1%		
Limited Industrial	MR1, M1, P, PB	215	1.5%		
Other				6,127	44%
Public Facilities	PF	492	3.5%		
Public Facilities - Freeway	PF	211	1.5%		
Open Space	OS, A1	5,424	39%		

Note: Numbers have been rounded to the nearest whole number, which may result in slight rounding differences.

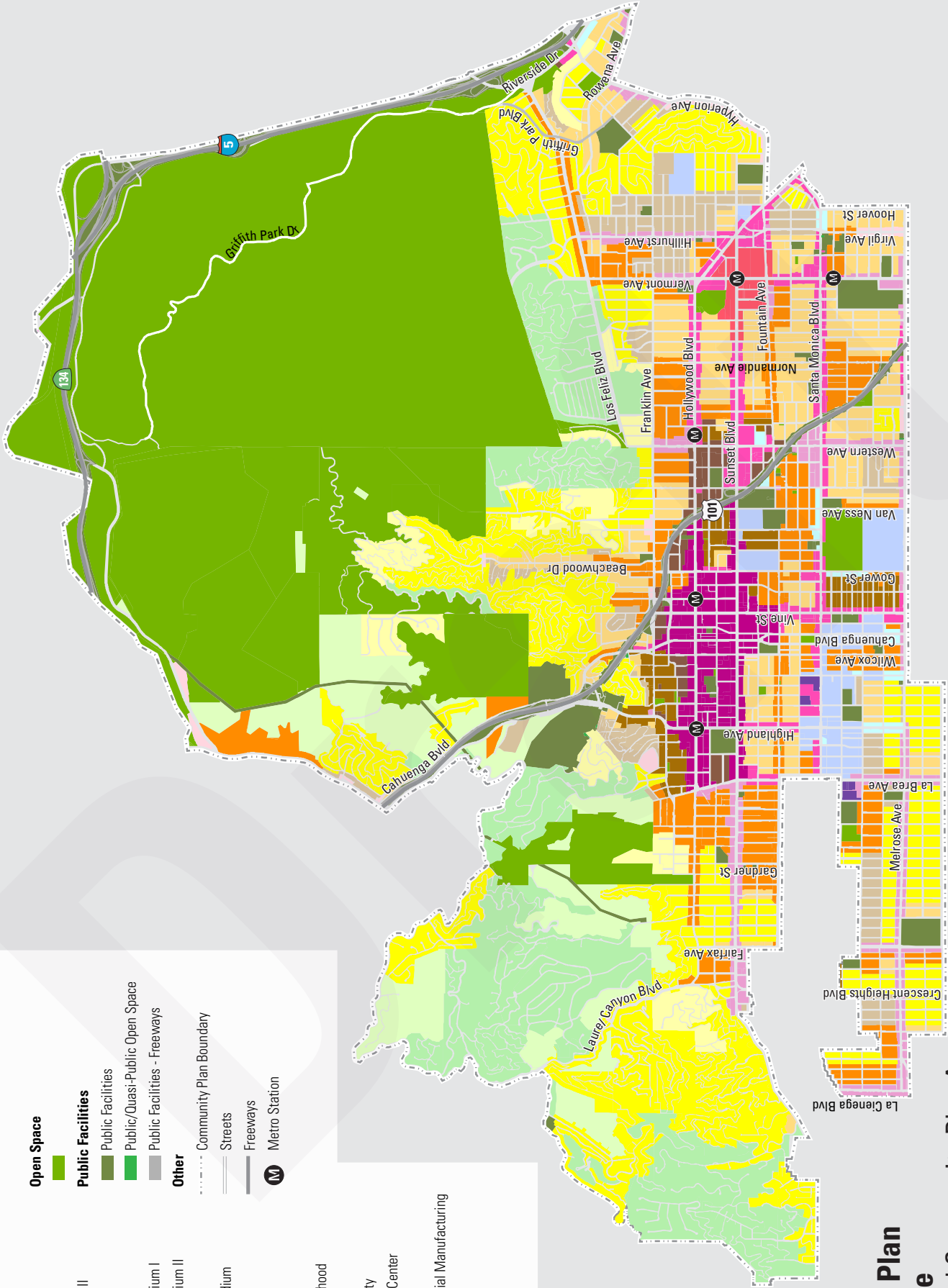
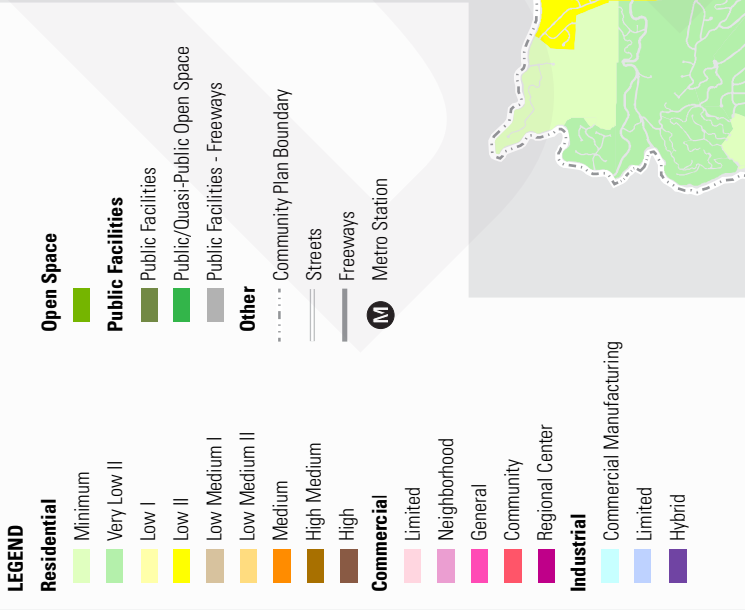


Figure 3-1
General Plan
Land Use
Hollywood Community Plan Area

Residential Neighborhoods

Much of Hollywood has been designated for residential purposes, predominately with single- and multi-family residential housing.

Goal LU1: Complete, livable and quality residential neighborhoods that provide a variety of housing types, densities, forms, and designs and a mix of uses and services that support the needs of residents throughout Hollywood.

Policy

- LU1.1 **Neighborhood character.** Maintain the distinguishing characteristics of Hollywood’s residential neighborhoods with respect to lot size, topography, housing scale and landscaping, to protect the character of existing stable neighborhoods from new, out-of-scale development.
- LU1.2 **Adequate housing and services.** Provide housing that accomodates households of all sizes, as well as integrates safe and convenient access to schools, parks, and other amenities and services.
- LU1.3 **Neighborhood transitions.** Assure smooth transitions in scale, form, and character, by regulating the setback, stepbacks, rear elevations, and backyard landscaping of new development where neighborhoods of differing housing type and density abut one another.
- *LU1.4 **Hillside development.** Limit density in hillside areas. Notwithstanding any land use designation maps to the contrary, all projects with average natural slopes in excess of 15 percent, including both Tract Maps and Parcel Maps, shall be limited to the minimum density housing category for the purposes of enforcing the slope density formula of LAMC Section 17.05C and 17.50E.
- LU1.5 **Slope density.** Condition the approval of lot line adjustments, where either lot is subject to the Slope Density Ordinance prior to the lot adjustment, to document existing average natural slopes for the entire parcel and maintaining overall density restrictions pursuant to the intent of the slope density formula of Section 17.05.
- LU1.6 **Alleys.** Maintain and improve existing neighborhood alleys as an alternative, safe, well-maintained vehicular access to homes that reduces curb cuts, driveways, and associated pedestrian-automobile conflicts along sidewalks.
- LU1.7 **Front yard character.** Discourage parking between the street and the front of the structure on surfaces that are not part of required driveways.



Hillside residential communities dot the foothills of the Santa Monica Mountains



Crape Myrtles line the historic streets of the Melrose Hill neighborhood



Old and new residential development mixes throughout Hollywood

Single-Family Residential and Hills

Comprising approximately 4,702 acres of land, or roughly 34 percent of the overall Community Plan Area, the single-family neighborhoods of the Hollywood Community Plan Area are diverse in architectural style and topography. Located in the hillside communities in the north and northwest portion of the CPA, as well as in the flats of Hollywood, these communities represent single-family housing stock within the Community Plan Area. Single-family properties range from new to 100 years in age and Hollywood contains several single family neighborhoods that have been designated as Historic Preservation Overlay Zones (HPOZs), to protect homes well in excess of 70 years. Careful guardianship of these neighborhoods are of primary importance when considering any long range initiatives to meet the emerging economic and physical needs of residents. The Plan preserves existing lower-density neighborhoods by maintaining lower-density land use designations.

Goal LU2: Single-family neighborhoods in the hillsides and flatlands that provide safe, secure and high quality environments with respect to the distinct scale, character and identity.

Policy

- LU2.1 **Preserve neighborhood scale.** Preserve stable single-family zoned residential neighborhoods by preventing out of scale development. Ensure that new single-family construction is compatible with the scale and character of existing residential neighborhoods. (P1, P2, P3, P4, P5, P6)
- LU2.2 **Neighborhood height transitions.** Provide height transitions between established single-family neighborhoods and adjacent multi-family, commercial, and industrial areas.
- LU2.3 **Public views.** For discretionary projects, condition new development in the hills to protect public views visible from public roadways and parklands.
- LU2.4 **Hillside secondary access.** Investigate and consider feasible secondary access connections as part of hillside subdivisions, as well as extensions, completions, and connections of existing street networks where feasible to promote secondary access to hillside development.
- LU2.5 **Hillside neighborhood character.** Consider the existing built character of distinctive hillside neighborhoods, including Outpost Estates and Hollywood Knolls, when reviewing discretionary development proposals.

Multiple-Family Residential

Comprising approximately 2,202 acres of land, or roughly 16 percent of the Community Plan Area, multi-family residential neighborhoods are generally located throughout the southern half of the CPA. Hollywood's multi-family neighborhoods are dense and generally range between 2-6 stories. A portion of the multi-family housing stock is historic, built during the early studio boom. In general, multi-family structures within the Community Plan Area range in age from between new to 95 years old. The enduring sense of history created by these multi-family neighborhoods form core aspects of Hollywood's identity as the birthplace of the film and entertainment industry. For this reason careful consideration for the quality of life within these neighborhoods should be of primary importance when considering any long range initiatives to meet the emerging economic and physical needs of residents. The Plan restores citywide standards of housing density in High Medium Residential Land Use designations, supports existing citywide measures to increase the supply of housing, and supports providing a range of housing opportunities for residents of all income levels. The Plan also provides policies consistent with and building upon the Framework and Housing Elements to concentrate housing density around transit and the regional center.

Goal LU3: Multi-family residential neighborhoods that are well-designed, safe, provide amenities for residents, and exhibit the architectural characteristics and qualities that distinguish Hollywood neighborhoods.

Policy

- LU3.1 **Context-sensitive housing.** Encourage multi-family housing development within neighborhoods designated for higher density multi-family residential. (P7)
- LU3.2 **Design for scale.** Support design standards to achieve transition in scale where neighborhoods planned for multi-family residential uses abut neighborhoods planned for single-family residential uses.
- LU3.3 **Compatibility with adjacent development.** Seek a high degree of architectural compatibility and landscaping for new and infill development to protect the character and scale of existing multi-family residential neighborhoods.
- LU3.4 **Design guidelines.** Recommend that new multi-family residential development be designed in accordance with the adopted Citywide Residential Design Guidelines and provide amenities such as on-site open space, recreational, and community-serving facilities.



Many of Hollywood's multi-family neighborhoods feature historic architectural styles



Design guidelines for new construction can help neighborhoods to maintain consistency



Multi-family housing development around transit facilitates multi-modal lifestyles



Rehabilitated buildings like Step Up on Vine provide much needed housing and services for the homeless



New multi-family residential housing units in Hollywood



Transit-oriented development surrounding the Western Avenue Red Line Station includes affordable housing and shopping

Goal LU4: Multi-family residential neighborhoods that provide a range of housing opportunities at a variety of price points through a mix of ownership and rental units.

- LU4.1 **Individual choice and affordability.** Provide a variety of rental and ownership housing opportunities for households of all income levels, sizes, and needs.
- LU4.2 **Mixed-income neighborhoods.** Promote the distribution of mixed-income housing opportunities throughout the Plan area to avoid the over-concentration of low-income housing.
- LU4.3 **Affordable housing and transit.** Encourage affordable housing near transit.
- LU4.4 **Complementary development.** Encourage clustering of homes (as allowed in the RD5 and RD6 zones, and small lots) that complement the existing neighborhood's scale and architecture.
- LU4.5 **Permanent supportive housing.** Encourage the construction of permanent supportive housing for the homeless through the master leasing of private apartment blocks, the purchase of for-profit single room occupancy hotels, and the conversion of short-term emergency shelter facilities.
- LU4.6 **Maintain affordable housing.** Encourage the replacement of demolished or converted affordable housing stock with new affordable housing opportunities while minimizing the displacement of residents, through programs that support development while meeting the relocation needs of existing residents.
- LU4.7 **Architectural compatibility.** Ensure that the new development of multi-family, duplex, small lot subdivisions or lower density units located in or adjacent to single-family neighborhoods maintain the visual and physical character of single-family housing and is designed to respect and complement the architectural and building patterns of surrounding existing residential development.

Commercial

Commercial Districts

Commercial land uses are concentrated in the heart of Hollywood and along commercial corridors. The Hollywood Community Plan seeks to enhance commercial districts and support the development of mixed-use and pedestrian-oriented projects and restores the citywide standards for FAR in Height District 1 along commercial corridors.

Because of Hollywood’s historic pattern of development, commercial districts are diverse and include a mix of uses and variety of character. Besides attracting a global audience for entertainment in and around the Regional Center, Hollywood’s commercial districts also support many regionally important hospitals and medical facilities, as well as a variety of locally cherished village-like corridors. Commercial districts provide integral support and amenities for adjacent neighborhoods, providing for walkable communities where multiple needs can be met without relying on travel by vehicles, potentially reducing travel time.

Goal LU5: Strong and competitive commercial districts that are aesthetically appealing, pedestrian-oriented, easily accessible and serve the needs and enhance the character of the community.

- LU5.1 **Encourage investment.** Strengthen and encourage investment along Hollywood’s existing commercial corridors. (P8, P9)
- LU5.2 **Extended use hours.** Encourage 24/7 or extended hour active commercial uses adjacent to Metro stations and major transit stops to create safe waiting environments for transit commuters. Discourage concentrations of commercial uses which have limited operating hours in areas with high pedestrian activity.
- LU5.3 **SNAP.** Maintain the Vermont-Western Station Neighborhood Area Plan (SNAP), a transit-oriented plan in East Hollywood, which plans for development around Metro rail stations and protects residential neighborhoods.
- LU5.4 **Pedestrian-friendly building design.** Encourage building designs that create interesting, safe, and welcoming walking environments on streets with high pedestrian activity. Utilize the Citywide Urban Design Guidelines to promote pedestrian-oriented retail with transparent facades to allow visibility of commercial uses.



Mixed-use buildings have long been part of Hollywood’s commercial corridors



Theatre Row has transformed antiquated buildings into vibrant neighborhood anchors



Cafes and the Upright Citizen’s Brigade Theatre line a neighborhood commercial corridor

LEGEND

- FAR 2.5 for Mixed-Use
- FAR 3 for Residential, Commercial, or Mixed Use
- FAR 3 for Targeted Industrial Uses
- FAR 4.5 for Commercial or Mixed-Use
- M Metro Stations
- Community Plan Boundary

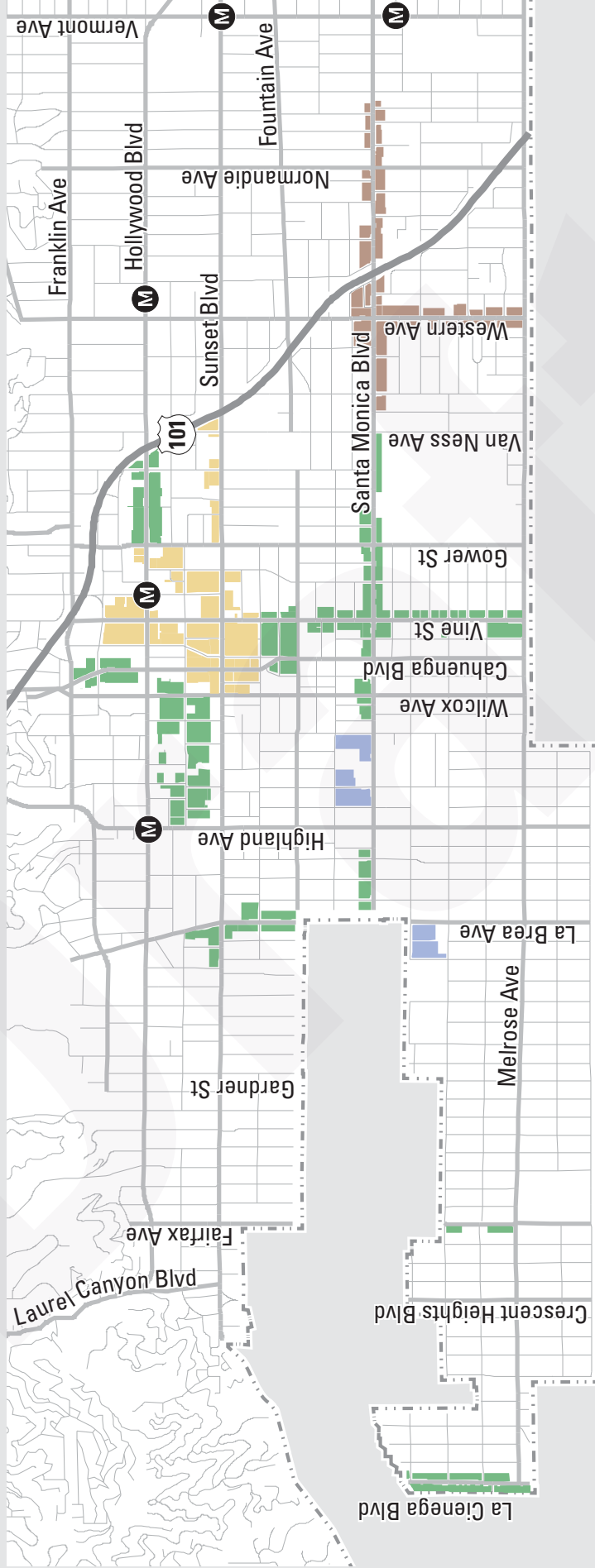


Figure 3-2
Regional Center & Transit Corridor
Floor Area Ratio (FAR) Incentive Areas
Hollywood Community Plan Area

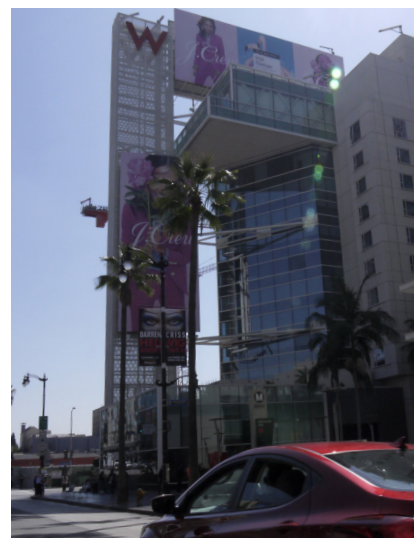
- LU5.5 **Pedestrian connections.** Encourage large commercial or mixed-use projects to consider designs which break up the floor plane— providing pedestrian connections— and human scale design features, such as plazas, greenspace or a public focal point. Discourage “superblocks.”
- LU5.6 **Pedestrian-oriented land uses.** Promote pedestrian-friendly land uses along streets with high pedestrian activity.
- LU5.7 **Neighborhood retail.** Protect small, neighborhood-serving retail in residential districts with high pedestrian activity.
- LU5.8 **Neighborhood transitions.** Encourage smooth transitions in scale, form, and character by regulating the setback, stepbacks, rear elevations, and landscaping of new development adjacent to residential districts.
- LU5.9 **Pedestrian-oriented uses.** Retain desirable, viable uses, such as live theaters and restaurants, which support pedestrian activity in residential or industrial districts with high pedestrian activity.
- LU5.10 **Theatre Row.** Preserve and promote Theatre Row. Maintain existing land use controls to protect the cluster of small equity-waiver theaters on Santa Monica Boulevard between El Centro and McCadden. (P10)
- LU5.11 **Commercial signage.** Promote aesthetically pleasing commercial signage, limiting the use of billboards, pole signs, and cabinet signs.
- LU5.12 **Sign districts.** Limit the number of sign districts allowed in Hollywood to the Hollywood Signage District only.
- LU5.13 **Limit electronic signage.** Discourage digital or electronic signage outside of the Hollywood Signage District. Ensure that the lighting of digital or electronic signage is not overly bright. (P11)



Hollywood's Regional Center features both historic and contemporary buildings



The Regional Center has attracted many boutique hotels like the Dream Hotel



The W Hotel showcases the potential of joint public-private, mixed-use, and mixed-income development

Regional Center And Transit Corridors

The Regional Center serves a vast diversity of users and uses including media, entertainment, tourism, hotels, cultural attractions, nightlife, and more. Hollywood's greatest assets lie in its historic entertainment roots, but to maintain cultural relevance, Hollywood must continue to welcome and embrace innovation. As the Regional Center continues to grow and evolve, the Plan must strike a balance between new development and historic preservation, considering local, citywide, regional, and even global influences.

The Hollywood Community Plan seeks to create harmony by thoughtfully considering and weighing each project against multiple goals. The Regional Center serves as an important economic generator for Hollywood, providing jobs for the city as well



The heart of Hollywood historically features a mix of commercial and residential development



Hollywood is a host to many architecturally innovative buildings



A historical mix of jobs and housing along Hollywood's transit corridors

as the region. The Plan encourages a balance of jobs and housing growth in specific locations which have supportive infrastructure. Incentives for new development, including commercial office and mixed-use commercial/residential development, are established in the Regional Center and along transit corridors (see Figure 3-2). Additional FAR may be permitted if a set percentage of affordable housing is provided.

Outside the Regional Center, the Proposed Plan includes Incentive Areas for mixed-use development along key transit corridors frequented by Metro Rapid and local bus service with high levels of service (see Figure 6-2). These areas include select properties along Vine Street; Santa Monica and La Cienega Boulevards; and Fairfax, La Brea, and Western Avenues. Pedestrian-oriented design is also envisioned for corridors with existing, intact storefronts at the sidewalk, such as Santa Monica Boulevard and Vine Street.

Mobility options make it possible for Hollywood's residents and visitors to reduce their dependence on automobiles. By directing residential and commercial development to the Regional Center, which is adjacent to transit infrastructure, and transit corridors, the Plan increases accessibility to the transit system.

Goal LU6: A vital Regional Center that serves as the heart of Hollywood, balances new development and existing scale, and promotes jobs, housing, and visitor-serving uses.

Policy

- LU6.1 **Commercial and residential development.** Provide opportunities for commercial office and residential development within the heart of Hollywood. (P12)
- LU6.2 **Balance jobs and housing.** Encourage a balance of jobs and housing growth in the Regional Center. Utilize minimum Floor Area Ratios in select Incentive Areas. (P13, P14, P15)
- LU6.3 **Entertainment and tourism.** Support entertainment, hotel, and tourist-serving land uses in the Regional Center which address the needs of visitors who come to Hollywood for business, conventions, trade shows, entertainment and tourism. Encourage flexible parking models to best serve the local context.
- LU6.4 **Preserve buildings.** Promote the preservation and reuse of existing buildings, when feasible. Recognize the legacy of historic resources in the Regional Center as key features contributing to Hollywood's prominence.
- LU6.5 **Noise abatement.** Require noise abatement plans for newly proposed entertainment venues requiring discretionary approval.

- LU6.6 **Rooftops.** Ensure that discretionary commercial rooftop uses within 500 feet of residentially zoned areas mitigate noise levels, which may include any necessary noise analysis reports in order to identify feasible mitigation.
- LU6.7 **Architectural excellence.** Support architectural innovation and dynamic roof forms while balancing life safety issues in consultation with the Fire Department.






Goal LU7: Residential and commercial density, transit-oriented districts, and employment opportunities near transit infrastructure that support sustainable, walkable neighborhoods.

- LU7.1 **Jobs and housing near transit.** Incentivize jobs and housing growth around transit nodes and along transit corridors.
- LU7.2 **Affordable housing near transit.** Encourage new affordable housing near transit in the Regional Center. (P16)
- LU7.3 **Mixed-use around transit.** Utilize higher Floor Area Ratios (FAR) to incentivize mixed-use development around transit nodes and along commercial corridors served by the Metro Rail, Metro Rapid buses or high-frequency bus service.
- LU7.4 **Alternative modes of transportation.** Encourage projects that utilize Floor Area Ratio (FAR) incentives to incorporate uses and amenities that make it easier for residents to use alternative modes of transportation and minimize automobile trips. Encourage affordable housing near transit. Consider neighborhood-serving uses such as grocery stores, shared mobility options, bicycle parking, bicycle lockers, safe and secure bicycle storage, and/or other vehicle trip reducing features.
- LU7.5 **Community benefits.** Condition new large scale commercial and mixed-use development in the Regional Center to provide green spaces, a public plaza, community garden space or other community amenities onsite.



Transparent building frontages make streets more friendly for pedestrians

LEGEND

-  Media District Industry Retention Area
-  Hybrid Industrial Incentive Area
-  Metro Station
-  Community Plan Boundary
-  Survey LA Entertainment Industry Support Services Planning District

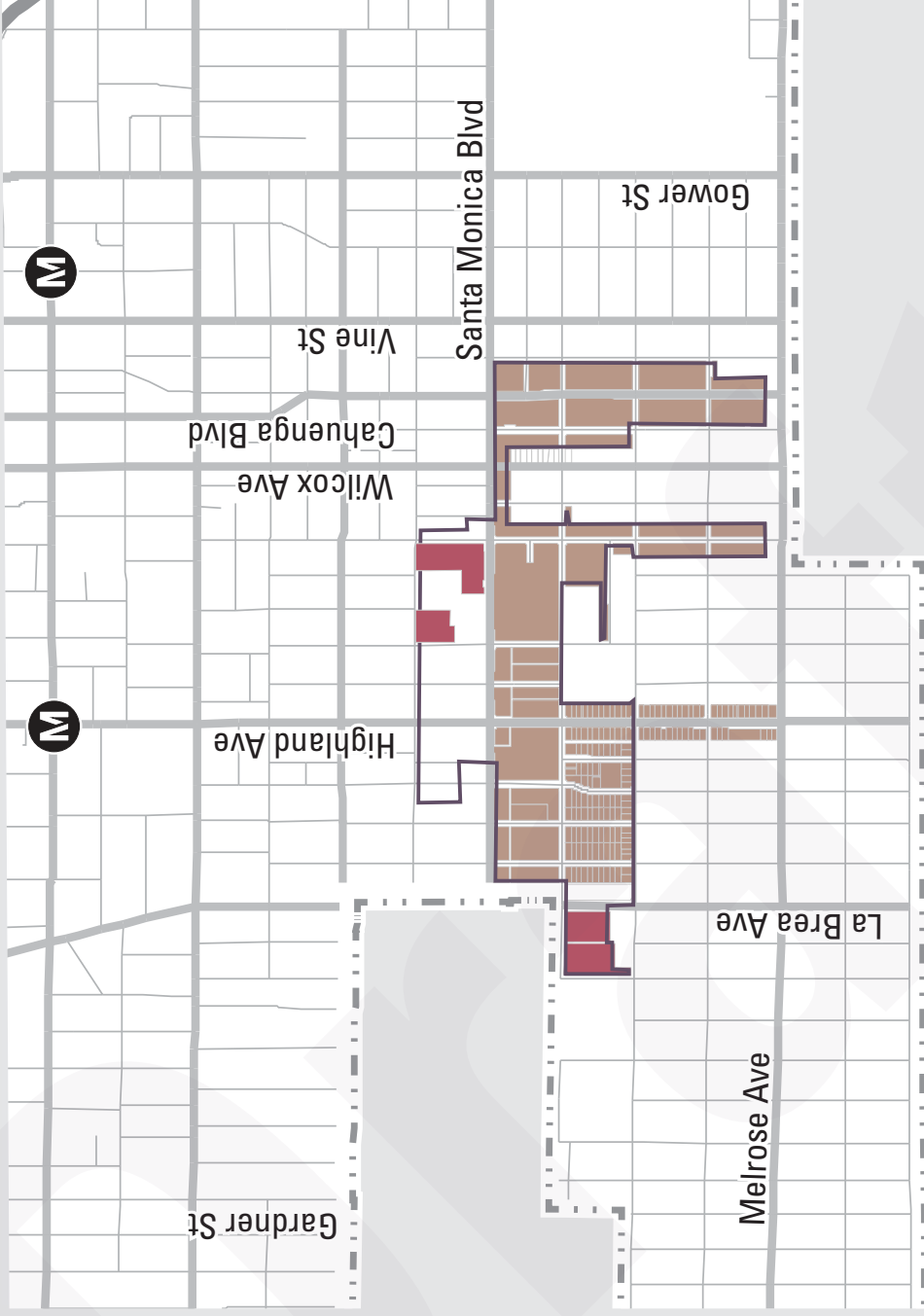


Figure 3-3
Media District and Entertainment Industry Support Services
Hollywood Community Plan Area

Industrial Areas

The largest industrial area in Hollywood consists of a cluster of pre- and post-production media-related facilities located south of Santa Monica Boulevard. Maintaining existing Industrial uses is integral to Hollywood's local economy and workforce. This Plan preserves valuable job-creating land uses with incentives that support entertainment, design, graphic, tech, media, and related, allied or associated industries.

The Plan provides a transition between industrial uses and the surrounding neighborhoods by utilizing the Hybrid Industrial land use designation. This designation allows a mixture of industrial uses within and around the borders of the Media District.

Goal LU8: Industrial, media-related, and entertainment-related uses that promote jobs in Hollywood.

- LU8.1 **Media and entertainment uses.** Promote the establishment, retention, and expansion of media, entertainment, and creative office uses in Hollywood.
- LU8.2 **Studios and jobs.** Support the investment, modernization, and growth of Hollywood's studio facilities and supporting uses as important job providers.
- LU8.3 **Media District incentives.** Encourage media-related industrial uses in the Media District (generally bounded by Fountain Avenue, Vine Street, Waring Avenue, and La Brea Avenue) through the discretionary approval of additional FAR (up to 3:1).
- LU8.4 **Preserve industrial and media uses.** Preserve the core of the Media District south of Santa Monica Boulevard for industrial uses. Protect the Media District from encroachment by residential uses. (P17)
- LU8.5 **Mixed-use development.** Encourage mixed-use development at the perimeter of industrial districts.
- LU8.6 **Hybrid Industrial incentives.** Incentivize development within the Hybrid Industrial land use designation, which incorporates and maintains targeted industrial uses while also providing a mix of uses where appropriate. (P18)
- LU8.7 **Schools.** Support dramatic arts and entertainment industry schools in Hollywood.



The Paramount Studios campus represents one of Hollywood's premiere entertainment employment hubs



Industrial land uses have been maintained in order to support entertainment employment industries



Community gardens provide access to fresh food

Sustainability

The Hollywood Community Plan recognizes sustainability as a key component of nurturing the City's long-term environmental, economic and social integrity. Through innovative design and practices, new development can utilize sustainable design to reduce negative environmental impacts. Sustainable policies have multiple benefits which are mutually reinforcing.

Reducing air pollution improves air quality and visibility, reduces greenhouse gas emissions, while promoting public health and livability. Improving energy efficiency reduces energy costs as well as protects the environment. The consumption of fresh produce which is locally grown strengthens the local economy while promoting public health and reducing the environmental and financial costs of long distance shipping. The Hollywood Community Plan promotes land use policies which foster a quality of life that is livable and sustainable.

Goal LU9: Sustainable land uses, site design, and development, including paving and stormwater infiltration systems.



Low water plants furnish lush landscapes for yards and parkways

- LU9.1 **Promote sustainability.** Promote sustainable land use, streetscape and building policies to protect the environment and public health.
- LU9.2 **Green building.** Encourage development to use clean, efficient, renewable materials and green building policies. Encourage discretionary and major projects to exceed Green Building Standards.
- LU9.3 **Flexibility in design.** Encourage flexibility in building designs in developments to use green building practices and incorporate solar, clean, or efficient energy.
- LU9.4 **Conserve water.** Support policies which conserve water, recharge local groundwater aquifers and reduce the pollution of water resources. Meet increases in the demand for water through conservation and recycling.
- LU9.5 **Daylight streams.** Encourage the daylighting of buried streams and other policies which promote stormwater infiltration.
- LU9.6 **Green infrastructure and green streets.** Encourage green infrastructure and green streets (e.g. bioswales, infiltration cut outs, permeable pavement, and street trees). Encourage the use of natural, permeable materials for the paving of sidewalks and driveways, when feasible.

LU9.7 **Permeable surfaces.** Discourage the paving over of yard surfaces and those portions of easements which exceed the required sidewalk width and are not use for necessary driveways, sidewalks and other pedestrian uses. Encourage the use of natural, permeable materials and surfaces to allow infiltration of water.

Goal LU10: Development that reflects sustainable practices such as food sustainability, healthy eating, sustainable energy production, and zero waste. (See also the Health and Wellness Element for additional goals and policies.)

LU10.1 **Sustainable food.** Support food policies which promote healthy eating, strengthen regional agriculture and food security and reduce the environmental and financial costs of long distance shipping. Encourage the cultivation and sale of locally sourced produce.

LU10.2 **Farmers' markets.** Encourage providing space for Farmers' Markets.

LU10.3 **Community gardens in vacant lots.** Encourage the use of vacant publicly-owned parcels for community gardens.

LU10.4 **Community gardens as public benefits.** Encourage the provision of space for a community garden as a public benefit.

LU10.5 **Joint use of public facilities.** Encourage the joint use of public facilities for the purpose of promoting the efficient use of space, energy and public resources.

LU10.6 **Clean energy.** Promote the use of clean, renewable energy that is diverse in technology and location to decrease dependence on fossil fuels, reduce emissions of greenhouse gases and increase reliability of power supply. Support the use of wind energy, hydropower, geothermal energy, biomass energy and solar power. Encourage passive and active solar energy systems, particularly photovoltaic.



Farmers markets provide important food resources and encourage small business development



Wattles Farm has been in continuous operation since 1975



On-site groundwater capture allows water to re-enter the aquifer instead of heading out to sea

Goal LU11: A community that is resilient to climate change and natural disasters.

- LU11.1 **Disaster preparedness.** Improve preparedness for disasters, including those related to climate change. Coordinate with other City departments to assess preparedness for increased frequency of extreme weather events, such as heat waves, drought, wildfires, flooding, and sea level rise. (P19)
- LU11.2 **Adapt to climate change.** Support adaptation to climate change through the preparation of land use plans, building codes and zoning codes which mitigate impacts. (P20)
- LU11.3 **Department coordination.** Coordinate with other City departments to assess preparedness for public health emergencies, earthquakes and other disruptions of civic life.





Murals, street art, and galleries line Melrose Avenue, a commercial corridor well known for its cultural offerings



Trails Cafe provides an opportunity to snack before venturing further into Griffith Park



Hollywood Boulevard features a lively and engaging streetscape oriented to pedestrians

Public Realm, Parks, And Open Space

The public realm, parks and open spaces are vital to the overall health and sustainability of a community. The public realm refers to areas that are publicly accessible, such as streets, sidewalks, squares, bridges, and park and open spaces. The public realm can also include publicly accessible spaces between buildings. Where yard areas and landscaping is scarce, public and “green” spaces - which also include community gardens, green roofs, parkways and greenways, and even our streets - provide much needed opportunities for passive and active recreation, social and cultural events, and serve as important gathering places in the community. In this regard public spaces can be part of the community’s valuable green infrastructure, improving connectivity and sustainability. Alleys, bustling corridors like the Walk of Fame, and Griffith Park are all public realm assets to Hollywood, yet there is a continuing need for neighborhood parks and more localized green space.

The Framework Element contains citywide goals and policies for the provision of recreation and parks; the provision, management, and conservation of open space resources; and the management of the local urban forest. Towards this end, the goals and policies in this chapter seek to:

- Enhance the livability of all neighborhoods by upgrading the quality of development and improving the quality of the public realm.
- Reinforce or encourage the establishment of a strong pedestrian orientation in designated neighborhood districts, community centers, and pedestrian-oriented subareas within regional centers, so that these districts and centers can serve as a focus of activity for the surrounding community and a focus for investment in the community.
- Protect the City’s natural settings from the encroachment of urban development, allowing for the development, use, management, and maintenance of each component of the City’s natural resources to contribute to the sustainability of the region.
- Maximize the use of the City’s existing open space network and recreation facilities by enhancing those facilities and providing access and linkages, particularly from targeted growth areas, to the existing regional and community open space system.
- Ensure that the City’s open spaces contribute positively to the stability and identity of the communities and neighborhoods in which they are located or through which they pass.
- Conserve natural resources and minimize detrimental impacts.

- Identify areas for the establishment of new open space opportunities to serve the needs of existing and future residents. These opportunities may include neighborhood parks, urban open spaces, unimproved streets, trails and a citywide linear open space and greenway system that connect the City's regional open spaces, communities and neighborhoods.
- Enhance access to centers and mixed-use boulevards for people walking, rolling, bicycling, or taking other non-motorized travel modes.

Public Realm

Improvements to the public realm are significant to the character of a neighborhood. The Plan recommends policies guiding scale, massing and orientation of new buildings.

Accessible streets are important for all people, including people walking, bicycling, or taking transit. The Hollywood Community Plan employs several strategies to make the streets of Hollywood more convenient for non-motorized users. The Plan encourages street design features and pedestrian-friendly land uses to create streets that are interesting and inviting for users of all ages and abilities. Pedestrian comfort and safety is highlighted. Streetscape improvements are envisioned for several street segments which have high volumes of pedestrian traffic, including segments of Cahuenga, Hollywood and Santa Monica Boulevards, and Western, La Brea, Fairfax and Melrose Avenues.

Goal PR.1: Streets that are safe, comfortable and convenient.

Policy

- PR1.1 **Wide sidewalks.** Encourage wider sidewalks along Boulevards and Avenues. (P21)
- PR1.2 **Sidewalk paving.** Encourage the use of sidewalk pavement materials which maintain flat, walkable surfaces.
- PR1.3 **Sidewalk for active uses.** Ensure adequate sidewalk width in commercial district areas that accommodate sidewalk dining and other active uses in the public realm.
- PR1.4 **Curb cuts.** Discourage curb-cuts next to sidewalks on streets with a high level of people walking, when alternative access exists.
- PR1.5 **Rights-of-way for recreational uses.** Improve available rights-of-way throughout the Plan Area with landscaping, benches, and walkways and bikeways for low-intensity recreational uses.



Sidewalk dining on Vermont Avenue has cultivated a pedestrian-oriented and vibrant corridor



Murals are common on Hollywood's commercial corridors like Western Avenue



Historic venues such as the Egyptian Theater feature large quasi-public open spaces for events and public gatherings



Alleys provide important access and open space opportunities



Streetscape details like custom benches create a sense of place and cultural identity for commercial corridors

- PR1.6 **Public parking.** Maintain public parking opportunities so that people can easily access restaurants and other entertainment uses. Discourage the siting of parking lots next to sidewalks that carry high volumes of people walking.
- PR1.7 **Preserve alleys.** Preserve and maintain existing alleys at the rear of lots which front a Boulevard or Avenue to encourage rear access.
- PR1.8 **Pedestrian amenities.** Provide pedestrian amenities that make walking convenient, safe and practical, like benches, pedestrian paths, lighting, and street trees to activity centers. Encourage projects to incorporate such features.
- PR1.9 **Access to large venues.** Support improved pedestrian access to large entertainment venues, such as the Hollywood Bowl.
- PR1.10 **Visibility.** Maintain streets that are well-lit and clean with safe, clearly marked street crossings.
- PR1.11 **Pedestrian crossings.** Support alternative pedestrian crossing strategies, such as diagonal crossing to enhance pedestrian crossing at intersections.
- PR1.12 **Pedestrian-friendly street design.** Encourage roadway reconfiguration, pedestrian refuges, and bump outs, where feasible, in consultation with the Department of Transportation and Bureau of Engineering.
- PR1.13 **Studies for pedestrian and streetscape improvements.** Support LADOT in the study of additional crosswalks, complete streets strategies, and streetscape improvements, especially for streets near schools. (P52)
- PR1.14 **Street lighting districts.** Support the establishment of street lighting districts to restore character street lights and fixtures.
- PR1.15 **Street design.** Design streets that are safe, well landscaped, and are pleasant and appealing to pedestrians. Protect the open garden character of front yards. Discourage parking between the street and the front of the structure, on surfaces that are not part of required driveways. (P22, P23, P24, P25, P53)
- PR1.16 **Distinctive street features.** Preserve distinctive street features such as wide landscaped parkways, landscaped medians, special paving and street lights, when feasible, to enhance walkability.

LEGEND

- Melrose District Design Overlay and Streetscape Plan Study Area
- Route 66 Design Overlay Study Area
- Proposed Hillhurst Ave Design District Study Area
- The Oaks Hillside Area
- Proposed Sunset Blvd Design Overlay Study Area
- Proposed Hollywood Blvd Design Overlay Study Area
- Proposed Franklin Corridor Study Area
- Design Standard Area
- Proposed Streetscape Plans
- M Metro Stations

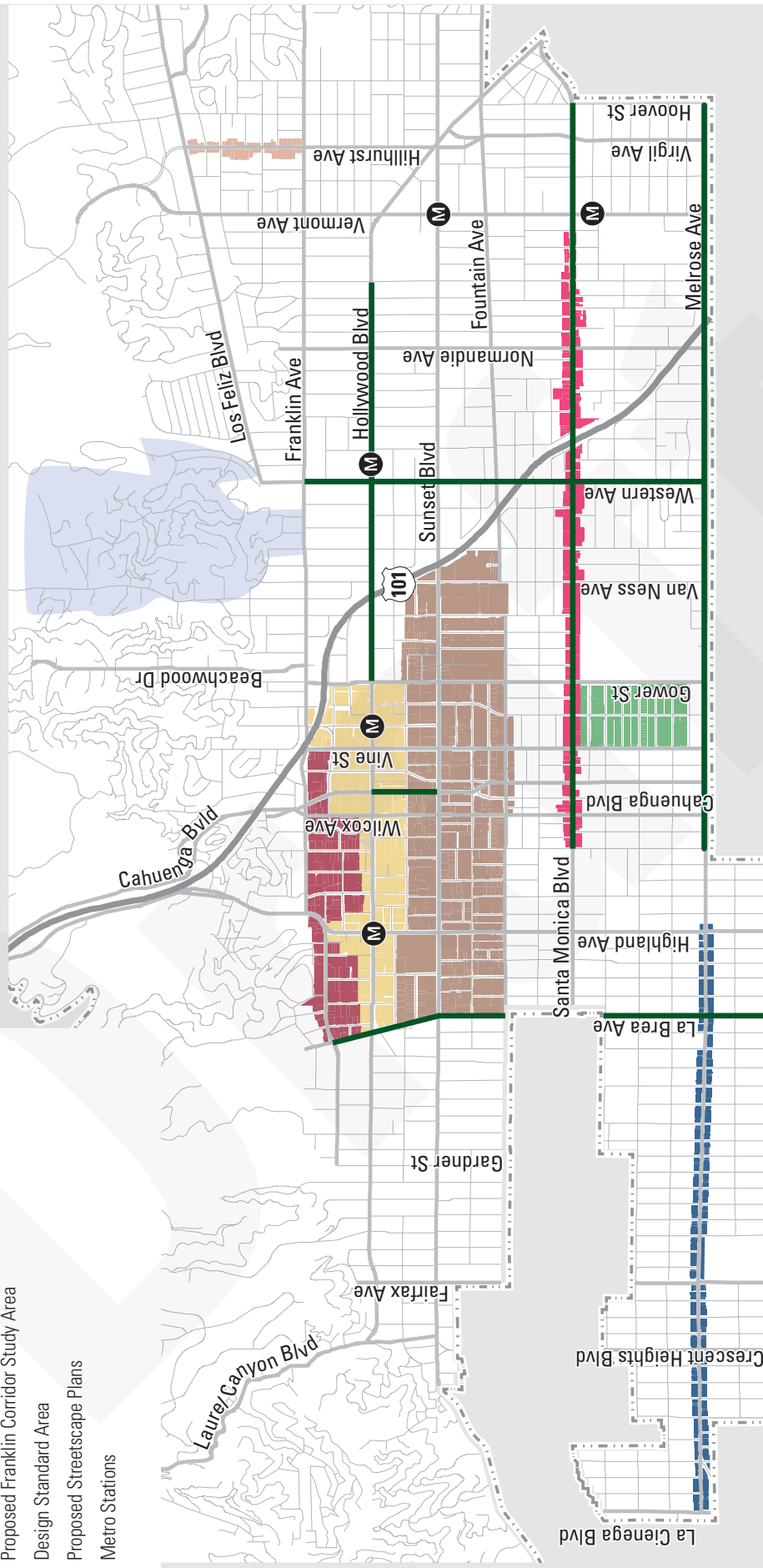


Figure 4-1
Design Overlays and Streetscape Plans
Hollywood Community Plan Area

Not to Scale

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

PR1.17 **Street management.** Encourage green space, landscaping and street management policies which reduce the energy costs, support the pedestrian environment, and improve the public realm. (P54, P55)

PR1.18 **Public access to streets and alleys.** Maintain streets and alleys to be open and accessible for shared public use. Limit closures, vacations and gating for private use. Discourage the creation of “superblocks.” Maintain alleys to provide commercial uses with opportunities for off-street loading and unloading and provide pedestrians, bicyclists and motorists with alternative routes of travel. (P26, P56, P57)

Goal PR.2: Public spaces that serve as communal gathering places in areas of high pedestrian activity.

Policy

PR2.1 **Public plazas.** Encourage the construction of public plazas, in addition to greenspaces.

PR2.2 **Public plaza and open space incentives.** Support granting a Floor Area Bonus through a discretionary process in exchange for the provision of a public plaza or publicly accessible open space.

PR2.3 **Street closures.** Support the consideration of limited and selective street closings for public plazas, when circulation and access is not adversely impacted. (P58)




PR2.4 **Vacant and underutilized land.** Encourage the use of vacant or underutilized land for community gardens.

Open Space

Open space, broadly defined as land which is essentially free of structures and buildings and/or is natural in character, encompasses both publicly and privately owned properties that are unimproved. It is often used for the preservation of natural resources, managed production of resources and wildlife corridors, outdoor recreation, for connecting neighborhoods and people, and for the protection of life and property due to natural hazards. “Open Space” is also designated in the City’s land use classification system.

Nearly 38 percent of the land area in the CPA is designated Open Space, which includes Runyon Canyon Park, Barnsdall Art Park, Hollywood Forever Cemetery, Forest Lawn Memorial Park, the Santa Monica Mountains, the Rim of the Valley

LEGEND

-  Alley
-  Metro Station
-  Community Plan Boundary

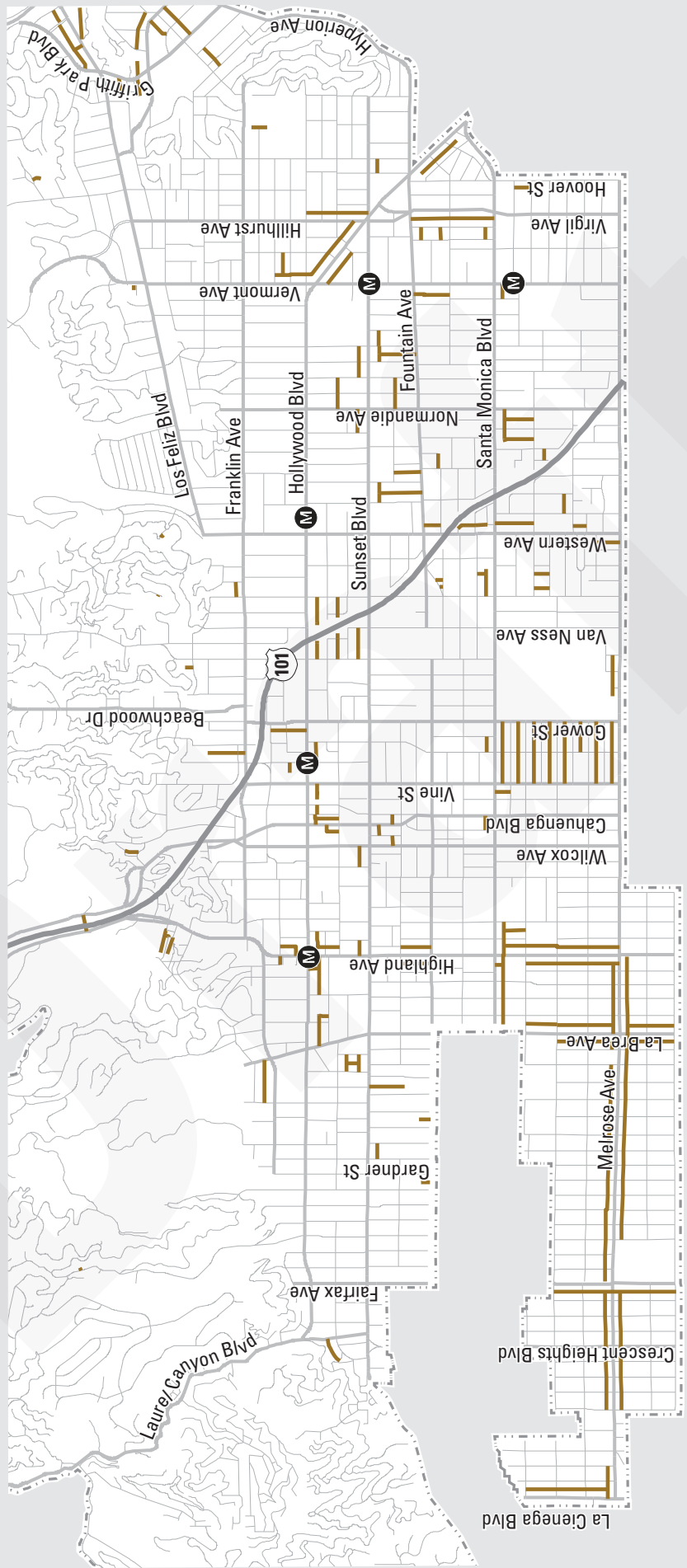


Figure 4-2
Existing Alleys
 Hollywood Community Plan Area



Much of the Santa Monica Mountains ridgeline in the Hollywood Hills has been preserved in its natural state



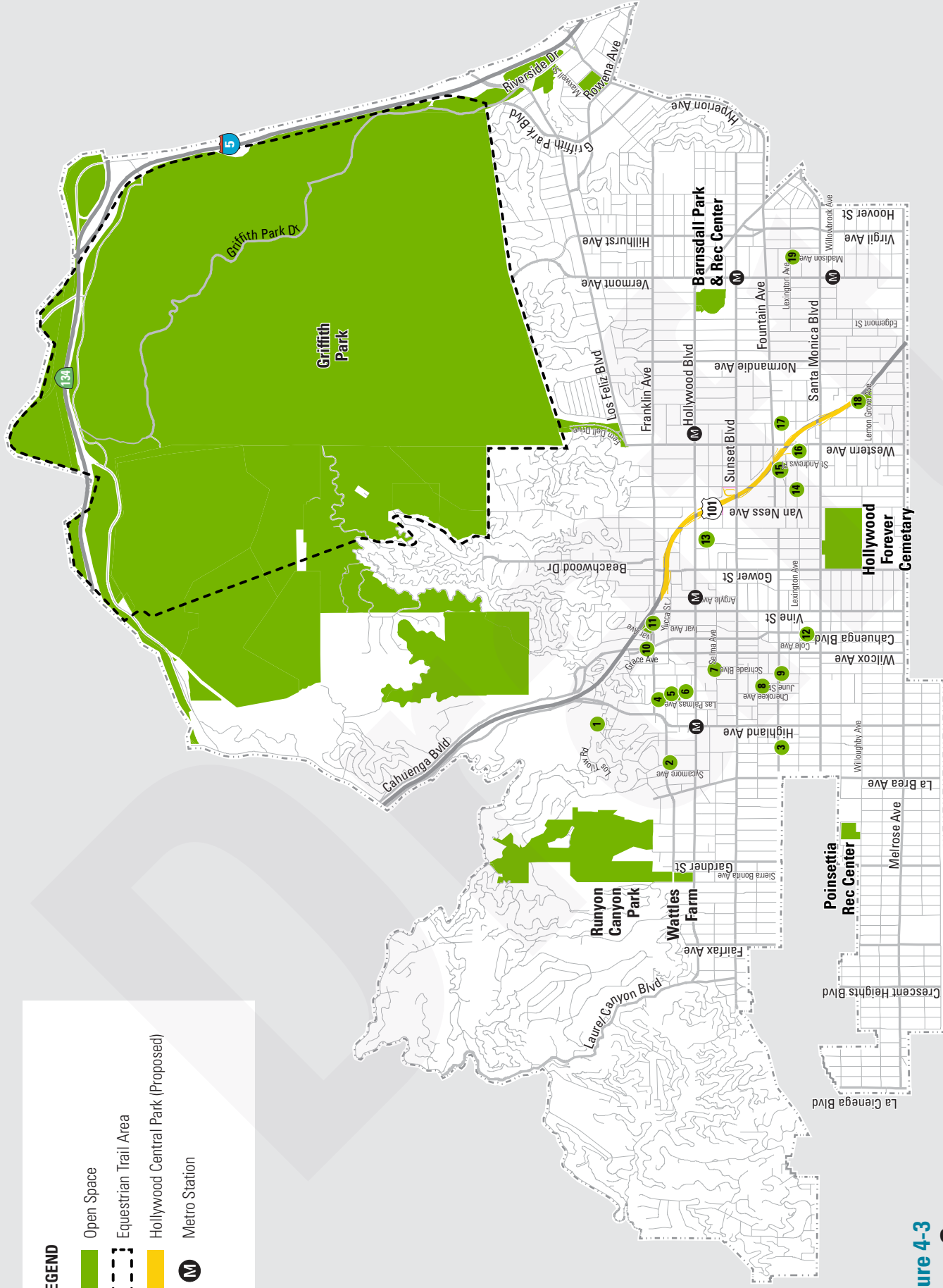
The Hollywood Reservoir provides wild open space, as well as an ideal view of the famous Hollywood Sign



Underutilized public rights of way can provide open space opportunities

corridor, and some properties along Mulholland Drive. The Santa Monica Mountains range from the Hollywood Hills in the east to Ventura County in the west. The eastern edge of the Santa Monica Mountains comprise Griffith Park. Griffith Park, located in the northeastern portion of the CPA, makes up a majority of the approximately 5,250 acres designated as Open Space. Griffith Park, the largest municipally-owned park in the nation, is recognized as a Historic-Cultural Monument. Griffith Park contains several of the City's most outstanding educational, cultural and recreational amenities, including: Griffith Observatory, the Los Angeles Zoo, the Greek Theater, the Los Angeles Equestrian Center and the Autry National Center. These resources represent regional open space resources serving not just the CPA but City and county residents, as well as visitors.

As opportunities for traditional open space resources diminish, it is important to identify areas of open space that have not generally been considered as resources, such as vacated railroad lines, drainage channels, planned transit utility and even freeway rights-of-way, pedestrian-oriented streets and privately developed mini/pocket parks. There is also a need to protect existing ecological and cultural resources. To this end, there is great potential to enhance these and other such open space and park opportunities into passive and active recreational uses existing within Hollywood. Trail systems offer recreational opportunities to explore the City's open spaces and parks on foot, horseback, or bicycle. Portions of Hollywood are located in the Santa Monica Mountains National Recreation Area. These and other areas are within the Proposed Rim of the Valley Trail System, a system of existing and proposed trails that connect various open spaces surrounding the San Fernando Valley. The Community Plan encourages access to existing resources via enhanced pedestrian and bicycle linkages along opportunity corridors such as the Los Angeles River Greenway and even portions of the 101 Freeway right-of-way. These opportunities in addition to the enhancement of pleasant streetscapes within the emerging pedestrian-oriented environments throughout the Community Plan Area will promote more social connection, lower stress, and facilitate greater safety for people walking and biking within the Community Plan Area and provide public space opportunities that strengthen the sense of community.



LEGEND

- Open Space
- Equestrian Trail Area
- Hollywood Central Park (Proposed)
- M Metro Station

Figure 4-3
Open Space
Hollywood Community Plan Area

List of Parks

1. Broadway Terrace Walk Street
2. Dorothy and Benjamin Smith Park
3. Mansfield Fountain Community Garden
4. Las Palmas Senior Citizen Center
5. Yucca Community Center
6. Yucca Park
7. Selma Park and Hollywood YMCA
8. De Longpre Park
9. Enrique Noguera Educational Garden
10. Gateway to Hollywood
11. Franklin-Ivar Park
12. Hollywood Recreation Center
13. Carlton Way Pocket Park
14. Seily Rodriguez Park
15. Fountain Community Gardens
16. Lexington Pocket Park
17. La Mirada Park
18. Lemon Grove Recreation Center
19. Madison Avenue Park

Parks and Recreation

Recreation and park services in the Community Plan Area are primarily provided by the City Recreation and Parks Department (RAP) and the Los Angeles County Department of Parks and Recreation. There are four types of parks: mini, neighborhood, community, and regional parks. Mini parks, sometimes referred to as pocket parks, provide small spaces for limited types of recreational activities to an immediate neighborhood. Neighborhood Parks provide space and facilities for outdoor and indoor recreation activities to all residents in the immediate residential area surrounding the park. Community parks provide a broader range of services than neighborhood parks, and satisfy the needs of the nearby community as well as other service areas. A regional park provides specialized recreational facilities such as hiking trails, lakes, golf courses, campgrounds, wilderness areas and museums, which normally serve persons living throughout the Los Angeles area.

A number of issues regarding the amount, quality and access to parkland amenities within the Community were identified during the outreach process, including the desire to see, at a minimum, enhanced linkages to existing open space and recreational amenities. Therefore, in addition to identifying the following goals and policies to collaboratively increase the amount of parkland throughout the CPA, the Community Plan also encourages access to existing resources such as Griffith Park via enhanced pedestrian and bicycle linkages along opportunity corridors. The Plan also supports proposed improvements for open space along the Los Angeles River from the Los Angeles River Revitalization Master Plan as well as observing guidelines established in the Los Angeles River Improvement Overlay Zone.

One open space challenge for Hollywood is to increase the number of small, local parks and public spaces. The difficulty of creating open space in an urban environment where real estate is expensive and built out has led to many creative proposals for alternative concept, such as the proposal to create a park over the Hollywood Freeway. The Hollywood Community Plan supports these creative proposals and encourages the reimagining of open space to include public spaces as well as parkland.

Goal PR.3: New and improved open space and public parks that provide opportunities for recreation and social gathering.

Policy

PR3.1 **Preserve open space.** Maintain, preserve, and enhance open space, and recreational facilities, and park space within the Hollywood Community Plan Area. Encourage the retention of passive open space which provides a balance to the urban development of the Community Plan Area.

PR3.2 **Green space and plazas.** Develop new public green spaces and public plazas where possible. (P27)

PR3.3 **Site remediation.** Pursue resources to clean up land, especially brown-fields, that could safely be used for public recreation or open space.

PR3.4 **Preserve easements.** Discourage the paving over of easements. (P59)

PR3.5 **Underutilized rights-of-way.** Identify opportunities to increase recreational resources by converting underutilized rights-of-way like railroads and powerlines to accommodate greenways and bicycle trails, and by utilizing public easements for community gardens. (P60)

PR3.6 **Surplus City property.** Coordinate with the Department of Recreation and Parks and Department of General Services to review and evaluate surplus property as potential sites for parks and recreational facilities.

PR3.7 **Acquire vacant land.** Encourage and support continuing efforts by County, State and Federal agencies to acquire vacant land for publicly owned open space.

PR3.8 **Freeway landscaping.** Coordinate with CalTrans to develop landscape plans for freeway rights-of-way that will reduce exposure to air pollutants for people using the rights-of-way as outdoor recreational areas.

PR3.9 **Access to open space.** Maintain and improve access to existing open space and new open space including walking, hiking, and equestrian trails. Maintain and improve bicycle access to open space. Support the connection of existing walking, hiking and equestrian trail segments in the Plan Area, including the Rim of the Valley trails corridor, where feasible. (P61, P62)

PR3.10 **Rooftops.** Support the use of rooftops for Open Space, including running tracks, gardens and other recreational purposes, where public safety permits.

PR3.11 **Rivers and streams.** Maintain and expand public green space around rivers and streams.

PR3.12 **Los Angeles River.** Support recommendations of the Los Angeles River Revitalization Master Plan for establishing parks, walking paths, bicycle trails, gathering spaces, and public art along the Los Angeles River.

PR3.13 **Los Angeles River Improvement Overlay (RIO) Zone.** Observe guidelines for mobility, watershed management and urban design as established by the Los Angeles RIO Zone.



Wayfinding on the LA River Bike Path



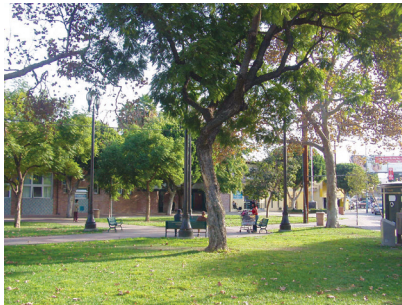
Yucca Park provides recreational areas for sports and more



Abundant diversity of open space is a hallmark of Griffith Park, especially along the fern lined creek of Ferndell



Playgrounds meet the recreational needs of Hollywood's youngest residents



Parks and recreational facilities provide flexible open space for a wide variety of classes and activities

- PR3.14 **101 Cap Park.** Support the proposal to cap subterranean portions of the 101 Freeway for the purposes of creating parkland. (P64)
- PR3.15 **Headworks Reservoir.** Support the plans of LADWP to provide parkland on top of the proposed Headworks Reservoir in Griffith Park between Ventura Freeway and Forest Lawn Drive and in future infrastructure projects, where appropriate.

Goal PR.4: Quality public facilities that serve the community.

Policy

- PR4.1 **Adequate parks and recreational facilities.** Provide adequate park and recreation facilities that meet the recreational needs of existing and new residents for all age-groups in the community.
- PR4.2 **Parks and recreational spaces.** Conserve, maintain and better utilize recreational facilities and park spaces.
- PR4.3 **Community-serving facilities.** Encourage the provision of community facilities and open space within private discretionary projects. Such facilities could include those to be used for classes, bicycle amenities, adult and child daycare, community meetings and other community purposes.
- PR4.4 **Parking at community facilities.** Allow community-serving facilities to utilize alternative means of providing required parking.
- PR4.5 **Open Space designations.** Maintain all open space designations within the Hollywood Community Plan Area. Designate parkland as Open Space as it is acquired by the Department of Recreation and Parks.
- PR4.6 **Lands for funeral services.** Support the provision of adequate lands for funeral services.

Goal PR.5: Improved access to recreation facilities and open space.

Policy

- PR5.1 **Disparities in park space.** Encourage and target the development of park and recreation projects in areas with the greatest need.
- PR5.2 **Input for new parks.** Utilize community input to assist the Department of Recreation and Parks in locating development opportunities for new parks. Prioritize recommendations of the Community-Wide Needs Assessment prepared by the Department of Recreation and Parks.
- PR5.3 **Connect neighborhoods to parks.** Support the connection of neighborhoods to regional parks with public transit and well maintained pedestrian and bicycle facilities.
- PR5.4 **Joint use agreements.** Support the establishment of joint-use agreements with other public and private entities to increase recreational opportunities in Hollywood, including shared use of land owned by public agencies and private property owners. (P63)

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



Historic forms that influence character extend from buildings to streetscapes



The Melrose Hill neighborhood, one of Hollywood's Historic Preservation Overlay Zones, was built in the early 1900s

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 protects this built legacy, ensuring continuity and the retention of the community's collective memory. Historic preservation also offers economic benefits - communities throughout the nation have used preservation as a successful tool to promote revitalization and economic development. The Hollywood Community Plan Area boasts one of the highest concentrations of significant historical buildings in the City of Los Angeles, as well as a significant portion of Historic Route 66. The Hollywood Boulevard Commercial and Entertainment District includes 63 contributing properties, and was listed in the National Register of Historic Places in 1984. The Plan area includes more than 170 City Historic-Cultural Monuments, representing nearly 15% of the total designated Monuments in the entire city.

Hollywood development extended in a band across the CPA between Hollywood and Santa Monica Boulevards during the early 20th century. Although a variety of property types exist in the CPA, the patterns of development were conducive to widespread single-family residential development. The Hollywood CPA contains many residential neighborhoods that retain their historical architectural character. The neighborhoods in Whitley Heights, Spaulding Square, Melrose Hill, Hollywood Grove, and the northwestern portion of Hancock Park, and Sunset Square feature concentrations of early 20th century single-family residences. These neighborhoods developed primarily due to their proximity to historic streetcar routes. Multi-family development, which is intermittently dispersed throughout the predominantly single-family residential neighborhoods, typically consists of duplexes, fourplexes, small, and medium sized apartment buildings that are low-scale in keeping with the surrounding single-family neighborhoods. Scattered throughout the Hollywood CPA are bungalow courts from the early 20th century, designed in a variety of popular architectural styles including Craftsman and Mission Revival. While many

intact historical structures are found throughout Hollywood, many of the residential buildings in the Hollywood CPA have been altered over time.

Commercial properties are commonly found on major thoroughfares running north-south and east-west through the CPA. Although few intact examples of streetcar-related commercial development still remain in Los Angeles, a small number occur in the CPA. For example, commercial resources in the Hollywood CPA include streetcar-related retail development along portions of Franklin Avenue, Virgil Avenue, Hollywood Boulevard, Highland Avenue, Western Avenue, and Santa Monica Boulevard, all of which are former streetcar routes. The CPA also has a number of institutional properties that serve the local residential communities. Common institutional properties include churches, social halls, schools, and government buildings, such as fire stations and Department of Water and Power facilities.

Hollywood's renaissance over the past two decades has been spurred by the rehabilitation and adaptive reuse of its remarkable historical resources. From the revitalization of Hollywood's historical theaters to the conversion of historical commercial buildings to new housing opportunities, historic preservation and rehabilitation has enhanced Hollywood's authenticity and economic vitality. Citywide historic preservation policies have been established through a Cultural Heritage Master Plan, the Conservation Element of the General Plan, and the work plan of the Department of City Planning's Office of Historical Resources (OHR). In addition to these policies, the City of Los Angeles has completed SurveyLA - an ambitious citywide survey documenting historical resources across Los Angeles. Results of SurveyLA will inform the development of policies to preserve historically and architecturally significant buildings that have not yet achieved official historic designation. SurveyLA completed the Historical Resources Survey Report for the Hollywood Community Plan Area, with the exception of the CRA area, in 2011 and it was recently revised in 2015. Additionally, the City and the Getty Conservation Institute launched HistoricPlacesLA.org, an online information system for the City's historical resources.



Palm trees were historically planted throughout Hollywood and many of LA's old neighborhoods



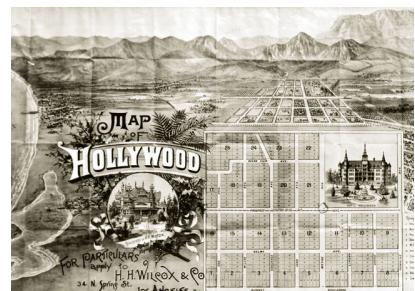
Many commercial corridors feature historic architecture

Historic Development Pattern

This brief historical account is intended only to establish a general background to the pattern of development in the Community Plan Area. It is not meant to be an exhaustive history.

First Settlement to Rancho Era

Originally settled by the Tongva Native American people, Hollywood still features native names like Cahuenga, the road synonymous with one of the tribe's most substantial settlements. Prior to the mid-1800's the Hollywood Community Plan Area consisted of a combination of rancho lands and public lands. The rancho lands



*Caption TK
Caption TK*

LEGEND

- Theatre Row
- Registered Historic Districts
- Historic Preservation Overlay Zones (HPOZ)
- M Metro Station
- Community Plan Boundary

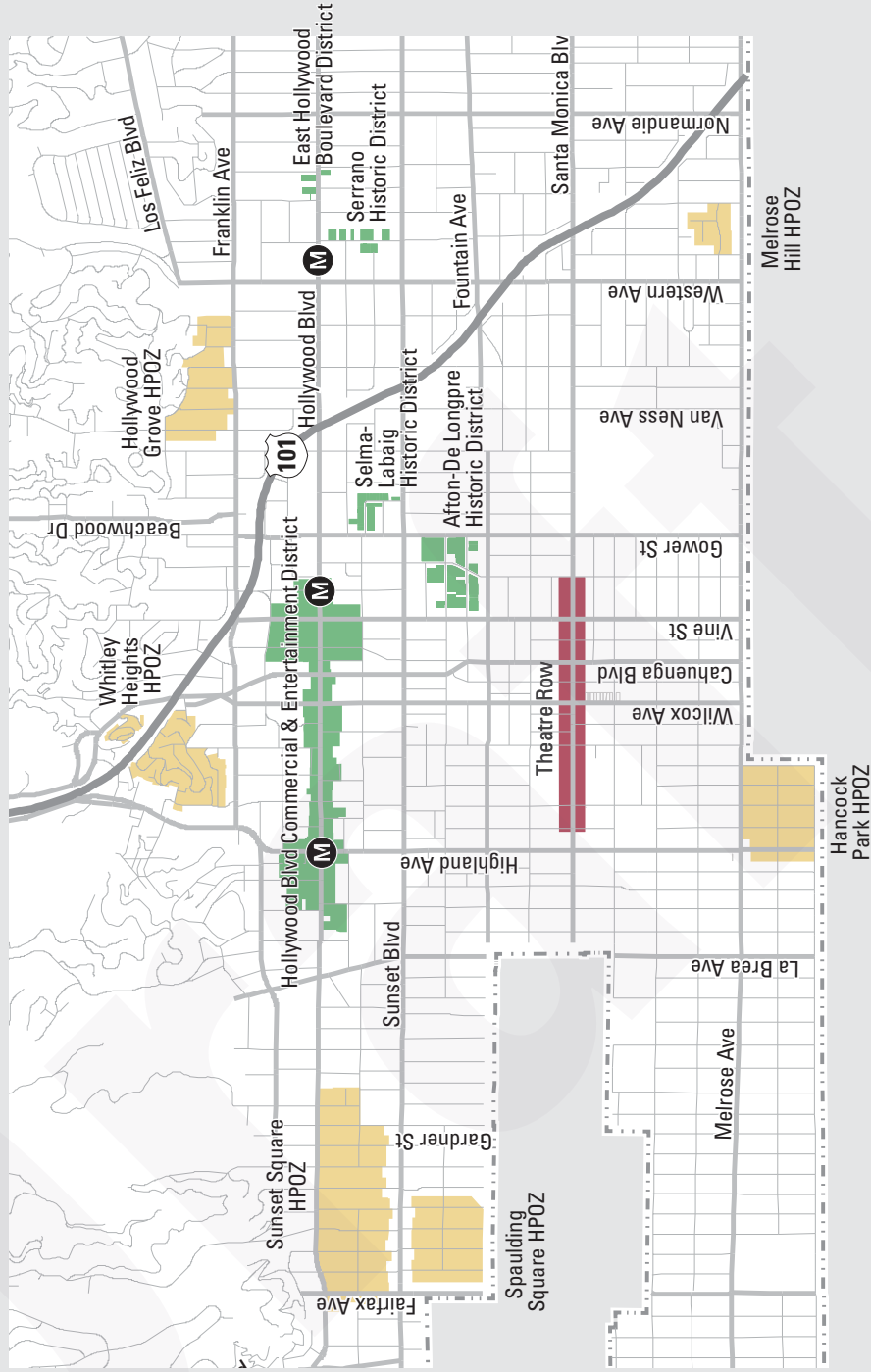


Figure 5-1
Preservation Resources
Hollywood Community Plan Area

were the northernmost portion of the historic Rancho La Brea and Rancho Los Feliz, with the public lands falling between them.

Cahuenga Pass was the principal route between southern and northern California during the Spanish and Mexican periods of Hollywood's history. The Cahuenga Pass continued its role as an important transportation artery as a Pacific Electric Railway Line route in the early decades of the twentieth century. Today it is the route to the San Fernando Valley by way of the Hollywood Freeway.

Hollywood began as a small agricultural community in the 19th century. Farmers, many of whom were European immigrants, experimented in cultivating a wide variety of exotic fruits, vegetables, and flowers. The area was developed as individual tracts of land by a handful of Anglo settlers beginning in the 1860s. The agricultural character of the community changed in the early twentieth century as large real estate tracts were developed, transforming the community into a bustling suburb of Los Angeles.

Early Development: Subdivisions, Transit, and the Streetcar Suburbs

In 1900, the first electric streetcar track was completed along Hollywood Boulevard (then Prospect Avenue), and other streetcar lines soon followed. Original railroad, interurban and street car routes were often directly tied to real estate ventures. Residential developments in Hollywood ranged from sprawling estates encompassing tens of acres, to large residences with substantial gardens, to more modest suburban residences.

Large estates lined Prospect Avenue, and as the area became increasingly developed, churches, clubs and schools built in close proximity to single-family residences were executed in styles such as Mission Revival, American Foursquare, and Craftsman Bungalow. The Plan Area has extant examples of residential development during this era, although these examples are relatively rare.

By 1909, like many of its neighboring communities, Hollywood had experienced growth on an exponential scale. While its population in 1903 was 700, by 1909 it reached 4,000. Though dwarfed by the neighboring City of Los Angeles with 100,000 inhabitants, the small City of Hollywood was experiencing growing pains with water shortages, drainage issues and sewage problems. It was around this time that the city's attitudes towards annexation began to change; the infrastructure that a city like Los Angeles could offer was seen as a solution to some of these issues. In November of 1909, the Hollywood Board of Trade announced to residents that it would not be able to resolve sewer problems on its own. Just two months later, in February of 1910, Hollywood was consolidated to the City of Los Angeles.



Early settlers in Hollywood grew crops, establishing the area's agricultural roots



Large estates are part of Hollywood's early development history



Suburban neighborhoods were marketed by developers and eventually consolidated into the City of Los Angeles



Courtyard apartments and bungalows



Significant urbanization and development took place when Hollywood's studios into being



In the early days of Walt Disney, the studio occupied the 2700 block of Hyperion in Los Feliz

The relationship between Hollywood and Los Angeles had been increasingly strengthened in the decade preceding annexation. As early as 1904, the Red Car Balloon Route – a balloon shaped route through Los Angeles and its environs operated by the Los Angeles Pacific Railroad – facilitated transportation between Hollywood and downtown Los Angeles. It brought tourists on excursions to popular Hollywood stops, such as the studios and gardens of Paul de Longpré. The relationship of Hollywood to Los Angeles was further strengthened shortly following incorporation as the east end of Hollywood Boulevard was routed to curve into Sunset, the main road to Los Angeles.

Interwar Development: The Entertainment Industry and Studio Housing

Five years after the 1910 annexation of Hollywood by the City of Los Angeles, the area was in the midst of a real estate boom. No longer a struggling small independent city, Hollywood was a thriving suburb of Los Angeles increasingly attracting residential and commercial interests. The most significant factor in the development of Hollywood in the twentieth century was the entertainment industry. Film production began in Hollywood in 1911, and quickly grew into a significant economic force. As the popularity of motion pictures grew, more physical facilities related to motion picture production were constructed in Hollywood. In 1919, the City established a series of industrial zones specifically designated for motion picture use.

The largest and most significant of these zones is located in the heart of the Plan Area and from 1919 to 1925 numerous studios were built. Charlie Chaplin, Mary Pickford, Douglas Fairbanks and D.W. Griffith located United Artists Studios at Santa Monica Boulevard and Formosa Avenue. Charlie Chaplin also built an independent facility nearby at Sunset Boulevard and La Brea Avenue. Other studios located further east along Sunset Boulevard and Melrose Avenue. The burgeoning entertainment industry brought about the development of thriving business districts along Hollywood Boulevard, Vine Street, and Sunset Boulevard. Due to its key role in the motion picture industry, Hollywood later became a center for radio, television, and record production. Today, industrial resources include intact motion picture studios dating to the 1920s and a wide variety of support services.

From the 1910s through the boom of the 1920s and into the 1930s, Hollywood experienced tremendous population growth. Whereas the population of Hollywood had been a little over 4,000 people upon incorporation, the area would boast a population of 153,000 by the 1930s. The rapidly expanding film business attracted migrants from around the United States and around the globe, resulting in a true “melting pot.” For a period of time preceding World War II, the entertainment industry also became a refuge for émigrés from Eastern Europe. To accommodate the growing population of newcomers, residential development sharply increased. While residential development in Hollywood during the first decade of the twentieth century had focused on Prospect Avenue (present-day Hollywood Boulevard)

due to its proximity to streetcar lines, by the 1920s, development was widespread throughout the area in response to the automobile. Concentrations of residential properties from this period are located adjacent to the major motion picture studios and include modest single-family residences along with a wide variety of multi-family housing types. The historical integrity of many of these properties is poor, and intact neighborhoods of early twentieth-century studio-adjacent residences are now rare.

Many of the people (including some movie actors and actresses) who bought homes in Hollywood embraced the modest life-style associated with the bungalows being built at a rapid rate north and south of Hollywood Boulevard. The bungalow court has particular significance in Hollywood as large colonies of courts were built just blocks away from the studios. These were developed primarily in the 1920s, and reflect the prevalent architectural styles of the period. While many of these properties have been lost, Hollywood still contains a substantial population of bungalow courts.

During the 1920s, there was also significant residential development in the Hollywood Hills, in particular in Los Feliz, Laurel Canyon, and Beachwood Canyon. Several residential developments from this period were specifically marketed to people working in the entertainment industry, with advertisements touting their proximity to the Hollywood studios.

Post War Rise and Decline

Density in Hollywood increased substantially following World War II. In the hillsides, residences were built on previously undeveloped lots. In the flatlands, inexpensive stucco-clad apartment buildings were erected as infill in previously established residential neighborhoods. Along the major commercial corridors, earlier buildings were updated or replaced with new construction. By the 1950s, entertainment industry-related properties began to spread out throughout the greater Los Angeles area, and the major industry in Hollywood shifted to tourism. During the late 1950s, the Capitol Records Building was constructed on Vine Street and the Hollywood Walk of Fame was created on Hollywood Boulevard as a tribute to actors, directors, and other contributors to the entertainment industry.

Also during this period, some of the nation's most important Modernist architects were working in Los Angeles, building sleek commercial buildings in the flatlands and highly innovative residential projects in the hillsides. The CPA contains residential and commercial properties designed by a number of important Modernists, including Richard Neutra, Rudolph Schindler, Lloyd Wright, John Lautner, Craig Ellwood, Raphael Soriano, Gregory Ain, and Pierre Koenig.

In the 1960s and 1970s, Hollywood's population became more ethnically diverse as new immigrant groups began settling in the area. In addition to a significant Latino population, Armenian and Thai immigrants began living and working in the East



Bungalows historically provided housing for those working in Hollywood's entertainment industry



Hollywood's HPOZs provide examples of many historical architectural styles



Based on Buckminster Fuller's geodesic dome, the Cinerama Dome opened to movie goers in 1963



Historic Preservation Overlay Zones identify historic contributors and regulate on-site improvements

Hollywood area and opened shops and other businesses in neighborhoods now known as Little Armenia and Thai Town. Community and residential densities continued to increase, as original single-family houses, bungalow courts, and smaller apartment buildings were replaced with larger multi-family residential complexes.

By the 1980s, the Hollywood community was in a state of economic decline. The Community Redevelopment Agency of Los Angeles established the Hollywood Redevelopment Project Area in 1986 to encourage development in the area. Among the goals of the agency were to revitalize the historic core and preserve historically significant buildings.

Recent Development in Hollywood

By the start of the new millennium, Hollywood began to experience a resurgence that continues today. The establishment of the city's Adaptive Reuse ordinance greatly facilitated the reuse of under-utilized historical buildings into new housing. New, large-scale mixed-use projects (such as the Hollywood & Highland, which includes the Dolby Theater, the Loews Hotel, and the W Hotel at Hollywood and Vine) along with the Metro Red Line subway stations, have helped to revitalize Hollywood's streets and its economy, bringing with it an influx of new residents and tourists, higher rents, and new development pressures.



Craftsman homes and palm trees populate the residential streets of Hollywood Grove

Cultural and Historical Designations and Resource Preservation Tools

Historic Preservation Overlay Zones

A Historic Preservation Overlay Zone, or HPOZ, is a designated area of the city that contains structures, landscaping, natural features or sites that have historic, architectural, cultural or aesthetic significance. The regulations of HPOZs ensure that the rehabilitation of historical structures takes place in a manner that respects its historic integrity. New development is also reviewed to assure that the character of the historical neighborhood is maintained.

The Hollywood CPA contains six existing HPOZs: Whitley Heights, Spaulding Square, Sunset Square, Melrose Hill, Hollywood Grove, and the northwestern portion of Hancock Park. In addition, the Melrose Hill Expansion Area is under study.



Melrose Hill was built largely in the same period and architectural style

Local Designated Historic Properties: Historic Cultural Monuments

The City of Los Angeles Cultural Heritage Ordinance, enacted in 1962, has made possible the designation of buildings and sites as individual local landmarks, called "Historic-Cultural Monuments" (HCM). The Hollywood CPA contains around 170 of the City's 1,000+ Historic-Cultural Monuments. Designation as a HCM provides official recognition and protection for Los Angeles' most significant and cherished historical resources.

Any interested party may apply for a proposed designation of an HCM. Each nomination is reviewed by the Cultural Heritage Commission, then by the Planning and Land Use Management Committee of the City Council, and the City Council as a whole. Once a property has been designated a Monument, the Commission and its staff review permits for alteration, relocation, or demolition. The Commission can delay demolition of a Monument for 180 days and has the authority to recommend to the City Council to delay demolition for another 180 days. Locally designated cultural resources are presumed to be historically significant under the California Environmental Quality Act (CEQA). Therefore, per State law, demolition and/or alterations of HCMs are subject to review under CEQA.



Frank Lloyd Wright's Hollyhock House at Barnsdall Park, Historic-Cultural Monument #12



The gates to Hollywoodland, HCM #20, offer a dramatic entrance to the Hollywood Hills

Designation as an Historic-Cultural Monument:

- Recognizes the building, structure, site, or plant life as important to the history of the city, state, or nation;
- Provides eligibility for the Mills Act program, providing a Historical Property Contract that can result in a property tax reduction;
- Permits use of the California Historical Building Code;
- Allows property owners to purchase and display a plaque showing that the property has Historic-Cultural Monument status;
- Requires Cultural Heritage Commission review for proposed exterior and interior alterations in accordance with the Secretary of the Interior's Standards for Rehabilitation, the nationally accepted criteria for evaluating change to historic properties;
- Allows the Cultural Heritage Commission to object to the issuance of a demolition permit for 180 days, with an additional 180 day extension possible upon approval of the City Council, thereby granting up to 360 days stay of demolition in order to evaluate preservation alternatives;
- Activates the California Environmental Quality Act (CEQA) which protects historic buildings from adverse impacts without environmental review (see the State Office of Historic Preservation document on CEQA and historical resources);
- Entitles Historic-Cultural Monument owners to technical assistance in complying with the Secretary of the Interior's Standards for the Treatment of Historic Properties;
- Fosters civic pride in neighborhoods and business districts and helps develop a sense of place and time.

National Register and California Register Properties

The Hollywood CPA has one of the highest concentrations of designated resources in Los Angeles. These include:

The Hollywood Boulevard Commercial and Entertainment Industry National Register District

American Legion Hollywood Post 43 (1919)

Andalusia Apartments (1926)

Bukowski Court (1922)

Casa Laguna (1928)

Château Élysée (1927)

Château Marmont (1927)

Chemosphere (1960)

Ennis House (1924)

First United Methodist Church of Hollywood (1930)

Franklin Avenue Bridge/Shakespeare Bridge (1926)

Freeman House (1924)

Gilmore Gasoline Service Station (1935)

Griffith Observatory (1935)

Griffith Park (1896)

Highland-Camrose Bungalow Village (1916- 1923)

Hollyhock House (1921)

Hollywoodland Granite Stairways and Retaining Walls (1923)

Hollywoodland Stone Gates (1923)

Hollywood Bowl (1922)

Hollywood Memorial Cemetery (1899)

Hollywood Pilgrimage Memorial Monument (1923)

Hollywood Sign (1923)

John C. Fremont Branch Library (1927)

Lake Hollywood Reservoir & Mulholland Dam (1924)

Los Feliz Heights Steps (1924)

Lovell Health House (1929)

Magic Castle (1909)

Samuel-Navarro House (1928)

Sowden House (1926)

Stahl House/Case Study House No. 22 (1960)

Storer House (1923)

Toberman Estate (1926)

Villa Carlotta (1926)

Wattles Mansion (1907)

William Mulholland Memorial Fountain (1940)

Yamashiro/Bernheimer Estate (1914)

YWCA Hollywood Studio Club (1925)

Citywide Historical Resources Survey (SurveyLA)

SurveyLA identifies potentially historic properties and/or districts that appear eligible for listing in the National Register, California Register, and/or for local designation as a HCM. In 2005, the City of Los Angeles entered into a multi-year grant agreement with the J. Paul Getty Trust to complete a Citywide historical resources survey, a process of systematically identifying and gathering information on properties and neighborhoods that reflect Los Angeles' architectural, social, and cultural history. The project is managed by the staff of the Office of Historic Resources within the Los Angeles Department of City Planning (DCP) and is called SurveyLA. The survey identifies and evaluates properties according to standardized criteria for listing in the National Register, the California Register, and for local designation as HCMs and HPOZs. SurveyLA findings are subject to change over time as properties age, additional information is uncovered, and more detailed analyses are completed. Resources identified through SurveyLA are not designated resources. Designation by the City of Los Angeles and nomination to the California Register or National Register require more in-depth research, an application process, and a separate public review process. SurveyLA identifies the following resource types:

- *Individual Resources* are generally resources located within a single assessor parcel such as a residence or duplex.
- *Non-Parcel Resources* generally do not have addresses. Examples may include street trees, street lamps, landscaped medians, bridges, and signs.
- *Historic Districts* are areas that are related geographically and by theme. Districts may include single or multiple parcels depending on the resource. Examples of resources that may be recorded as historic districts include residential neighborhoods, garden apartment complexes, commercial areas, large estates, school and hospital campuses, and industrial complexes. These areas require additional analysis and field work for HPOZ determination.

Potential Historic Properties in Hollywood

Properties in the Hollywood CPA identified by SurveyLA as eligible for historic designation include single-family homes, multi-family buildings, commercial buildings, and institutional properties. SurveyLA also identifies non-parcel resources such as air raid sirens, landscaped medians, and uniform street trees that appear to be part of original neighborhood subdivisions as resources eligible for historic designation. A large number of single-family residences have been identified as appearing individually eligible for historic designation because they are representative of a particular style or because they retain character defining features of a streetcar suburb. Eligible multi-family buildings and bungalow complexes were mainly recorded as individual resources that are significant examples of the property type and/or their representative architectural style. A number of public staircases, walkways, bridges, signs, and parkways were determined to be eligible as well. Commercial buildings determined to be individually eligible for historic designation in the SurveyLA report were typically exemplary of the property type or a particular style. Additionally, a number of institutional properties including churches, schools, and government buildings were determined to be individually eligible as exemplary of the property type and their representative architectural style.



Hollywood is home to a wide variety of mid-century architecture



The western portion of Sunset Boulevard features many examples of historic commercial architecture

Demolition Delay

City Ordinance No. 183312 prohibits the Department of Building and Safety from issuing a building permit to demolish a building or structure 45 years or older without at least 30 days prior public notice. Required public notice includes notifying abutting property owners, the Council District Office, and a conspicuous public posting located near the entrance of the property. During the noticing period, interested stakeholders have an opportunity to file an application for HCM designation, a separate process. If the HCM nomination is accepted for review by the City's Cultural Heritage Commission, all permits for the property are frozen until a determination is reached. An approval and adoption of the designation may take up to 180 days. Once a property nomination is approved, the Cultural Heritage Commission may opt to delay demolition for 180 days and has an opportunity to extend the delay by an additional 180 days, given City Council approval. This time provides an opportunity for preservation alternatives to be found or negotiated for the historic property.



Many older properties in Hollywood required seismic retrofitting after the 1994 Northridge Earthquake



Moorish revival architecture mixes eclectically with other historic forms



Spanish colonial revival architecture is a common style in most historic areas

Notable Historical and Cultural Districts and Features

The many small neighborhoods of Hollywood are as noteworthy as the glamorous downtown core. Hollywood has emerged in the 21st century as an extraordinarily diverse community made up of a mosaic of neighborhoods which are culturally, architecturally and topographically distinct. These include neighborhoods that have sought formal recognition from the City of Los Angeles, such as Thai Town and Little Armenia in East Hollywood, which reflect settlement patterns of cultural groups, residential communities in the Hollywoodland and Mulholland Parkway Specific Plans, and a number of historic districts scattered throughout Hollywood. Hollywood's notable districts appeal to a wide range of visitors, making them regionally and even globally significant.

Hollywoodland and Mulholland Scenic Parkway Specific Plans

The Hollywoodland and Mulholland Scenic Parkway Specific Plans were enacted to protect the scenic features and residential character of several hillside communities (Figure 1-4). The Hollywoodland Specific Plan also protects the unique architectural styles of this neighborhood – traditional cottages and villas which create a European village flavor. The Mulholland Scenic Parkway Specific Plan protects Mulholland Drive and the surrounding area that traverses the Santa Monica Mountains, a resource recognized as a National Recreation Area.

Hollywood Signage Supplemental Use District (SUD)

The Hollywood Signage Supplemental Use District (Figure 1-4) was established to promote signage which complements the historical architecture and signage of Hollywood Boulevard and allows new sign technologies which are well designed and carefully located. New signs are required to meet the regulations of this SUD.

Walk of Fame

The Walk of Fame, which spans multiple city blocks along Hollywood Boulevard and Vine Street, serves as a tribute to actors, directors, and other contributors to the entertainment industry. It was initially commissioned by the City as streetscape beautification project in 1958. The boulevard features many of Hollywood's major theatres – Graumann's Chinese Theatre, the Pantages, and many hotels, notably Roosevelt Hotel, which served as the original home to the Oscars; all markers of Hollywood's ties to the entertainment industry. Twenty years later, in 1978 the Walk of Fame was designated a Historic-Cultural Monument by the Cultural Heritage Board and the City Council.

Theatre Row

Within the Media District of Hollywood there is a stretch of Santa Monica Boulevard between McCadden Place and El Centro Avenue that is home to a number of critically-acclaimed theatre companies. Known as Theatre Row, this area includes over a dozen live theatres that have a maximum of 99 seats, many of which have been in operation for decades. It is the highest concentration of live theatres in Los Angeles. Hollywood Theatre Row has served as an important cultural incubator. The concentration of so many theatres in one area has encouraged a sense of collaboration and community among artists, which further enriches the cultural fabric of the City.



Cultural hubs like Theatre Row allow arts to flourish

Thai Town

In 1999 the City Council designated 6 blocks in East Hollywood along Hollywood Boulevard between Normandie Avenue and Western Avenue as “Thai Town.” Thai Town serves as a major economic and cultural hub for the Thai Community of Los Angeles, hosting a high concentration of Thai residents, businesses and cultural activities. This designation has promoted neighborhood pride, multi-cultural/ethnic exchange, and tourism, and lends the Thai community a greater voice in Los Angeles and Southern California.



The Walk of Fame provides a historic backdrop for the heart of Hollywood

Little Armenia

Designated as “Little Armenia” by the City Council in 2000, this East Hollywood neighborhood serves as an epicenter of the Armenian community in Los Angeles and is a major economic and vibrant cultural hub for the Armenian community. This area contains a high concentration of Armenian businesses, residents, and social and cultural institutions including schools, churches, social and athletic organizations.

Other Important Features

Trees, bridges, street lamps, landscaped medians, signs and other historic features contribute to the unique character of Hollywood neighborhoods. For example, in 1935 the Los Feliz Improvement Association and the Los Feliz Woman’s Club planted Deodar Cedar Trees in the parkways along Los Feliz Boulevard between Riverside Drive and Western Avenue. These Cedars have since grown into large, beautiful trees which define the character of Los Feliz Boulevard. In 1970, the City declared these trees an HCM. Similarly, the Shakespeare Bridge, a gothic-style bridge on Franklin Avenue, is a beloved neighborhood landmark of Franklin Hills. The bridge was designated an HCM in 1974. The Deodar Cedar Trees and Shakespeare Bridge are two examples of many notable historic and cultural features in the Hollywood Community Plan Area.



Thai Town is home to many of the 80,000 Thais estimated to be living in Southern California



Trees, bridges, lamp posts, and landscaping all add important historical context to neighborhoods



Neighborhood businesses like House of Pies serve as local landmarks



Deodar Cedars and large parkways create a scenic drive along Los Feliz Boulevard

Historic Preservation Goals and Policies

The Hollywood Community Plan identifies areas where the existing uses or features are desirable and appropriate and where infill development should reinforce this existing historic or cultural context. These areas include regionally significant entertainment industry employment districts (Figure 3-3), and areas with distinctive cultural resources (Figure 5-1) and historic neighborhoods (Figure 1-4).

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)
- P1.2 **Adaptive reuse.** Promote the preservation and adaptive reuse of existing building stock, especially for designated or eligible historical resources. (P65)
- P1.3 **Designated and potentially significant resources.** Preserve designated Historic Cultural Resources and further study eligible resources as potentially significant resources.
- P1.4 **Buildings in FAR Incentive Areas.** Protect designated historical buildings, including those which are located within Floor Area Ratio (FAR) Incentive Areas and multi-family residential areas where the Plan restores citywide standard R4 density. (P32, P33)
- P1.5 **Distinctive street features.** Protect distinctive features of prominent streets in Hollywood, such as the Walk of Fame, a recognized Historic-Cultural Monument of the City of Los Angeles. (P34, P66)
- P1.6 **Study preservation tools.** Support the study of Residential Floor Area (RFA) Special Districts, Community Design Overlays (CDOs), or a Community Plan Implementation Overlay (CPIO) for neighborhoods that retain a cohesive character but are not eligible to become Historic Preservation Overlay Zones.
- P1.7 **Preserve designated resources.** Any development project which involves designated historical resources, including City of Los Angeles Historic-Cultural Monuments, shall conform with the Secretary of Interior's Standards for Rehabilitation. (P35)

- P1.8 **Complementary design.** Encourage the design of new buildings that respect and complement the character of adjacent historical resources. (P36, P37, P38)
- P1.9 **Land use and zoning.** Maintain appropriate General Plan Land Use designations and zoning in existing historic districts which are either listed in, or are eligible to be listed in the National Register of Historical Resources. Promote infill development that matches the scale of historical resources within each district, including the following: height, massing, setbacks, stepbacks, and development pattern. (P39)
- P1.10 **Height limits.** Maintain height limitations on commercial zones that border designated or eligible historic neighborhoods. Encourage the design of new buildings that respect and complement the character of adjacent historic neighborhoods. (P40)
- P1.11 **Financial resources.** Support efforts to identify financial resources for rehabilitation of historical resources. Promote the use of the City's Mills Act Historical Property Contract Program, the Federal Historic Rehabilitation Tax Credit, and the California Historical Building Code. (P67)
- P1.12 **Documentation.** Support opportunities to document Hollywood's history and architectural legacy and share that history with the community. (P41, P68)

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SOUVENIRS
OF
HOLLYWOOD

LIGHT
GAMER
POP

Delby
Theatre →

DO NOT
BLOCK
INTERSECTION

NO
LEFT
TURN
ON RED



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



Because of its density, Hollywood has great potential for walkable neighborhoods



Walkable neighborhoods ensure safe and accessible streets for users of all ages and abilities

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.

Encouraging more people to walk, bike, or ride transit in Hollywood will help make the community more livable by reducing pollution and greenhouse gas emissions and reinforcing sustainable land use policies. Walking should be the primary form of mobility within Hollywood's regional center and pedestrian friendly design is a priority throughout Hollywood. Every person in Hollywood is, at some point a pedestrian. An enhanced pedestrian environment will not only improve safety and access, but will also support economic growth by making retail and other corridor uses comfortable and attractive.

The Mobility Chapter integrates citywide policies established in the General Plan Framework Element and Mobility Element, with community-specific land use and transportation objectives. The Mobility Element, Mobility Plan 2035, (adopted in 2015) is an update to the 1999 Transportation Element and defines the City's transportation goals and policies to provide a first-class, multimodal transportation system that supports a healthy, sustainable and economically prosperous city in which jobs, services and amenities are easily accessible to all residents and visitors, and which respects the City's unique communities and neighborhoods.

Our City's streets serve many different roles within a community. They are a means to get people to places they need to go—via bus, light rail, car, motorcycle, scooter, bicycle, on foot, and more. Streets are also places to gather, recreate, shop, exercise, and meet friends. They are the backbone of a healthy community and an indicator of a local neighborhood's culture and values. Streets must also provide mobility for our businesses, which often rely on the timely delivery of merchandise to their stores or the ability to deliver services in customer's homes or offices. Furthermore, streets accommodate utility and sewer lines as well as collect and transport water on rainy days. Simply stated, daily life demands a great deal from our streets; thus, the sustainable future of our neighborhoods depends on a network of roadways that balance the needs of these multiple interests and functions.

Circulation System

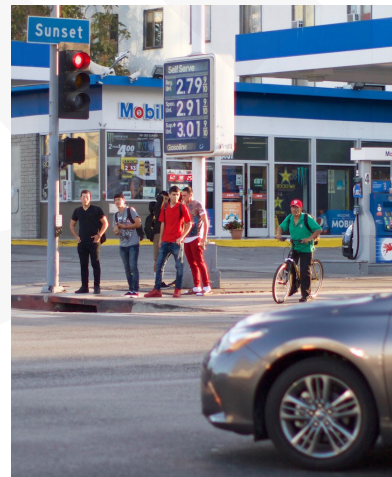
The Community Plan Area is well served by a circulation system of highways (freeways or high capacity roadways), arterials (moderate capacity roadways), collector streets and local streets. The construction of the Metro Red Line has enabled the Community Plan Area to emerge as a “transit rich” environment providing a robust public transit system including Metro Rail service, Local and Rapid bus service, as well as LADOT DASH bus service (local circulator). The Community Plan Area is served by the Ventura Freeway (CA-134) to the north, the Golden State Freeway (I-5) to the east, and bisected by the Hollywood Freeway (CA-101).

The Circulation System (Figure 4-1) delineates the Community Plan Area’s street network and establishes right-of-way widths and dedication requirements. The Circulation System map establishes the designated street classifications for arterial streets (Boulevards and Avenues), collector streets, scenic highways, and divided streets, as well as depict modified segments as well. Scenic Highways have special controls for protection and enhancement of scenic resources. Any changes to street designations require a general plan amendment.

The circulation system serves pedestrian, bicycling and other alternative modes of travel as well. All of these modes are discussed in the following sections. For additional mobility goals and policies specific to pedestrian uses, sidewalks, and streetscapes, see Chapter 4, Public Realm, Parks, and Open Space.

“Our streets are our largest public asset. They occupy 15% of Los Angeles’ total land area and serve as our City’s circulation system. We need them to also foster community by providing places to gather and enjoy.”

-Mayor Eric Garcetti, 2014



The Plan envisions a circulation system that provides safe and convenient passage for all modes

LEGEND

- Boulevard II
- Boulevard II Modified
- Scenic Highway
- Avenue I
- Avenue I Modified
- Avenue I Modified Divided Scenic
- Avenue I Modified Scenic
- Avenue II
- Avenue II Divided Scenic
- Avenue II Modified
- Avenue II Modified Scenic
- Avenue III
- Avenue III Modified
- Collector
- Collector Modified
- Local Streets
- Local Modified
- Private Street
- Metro Station

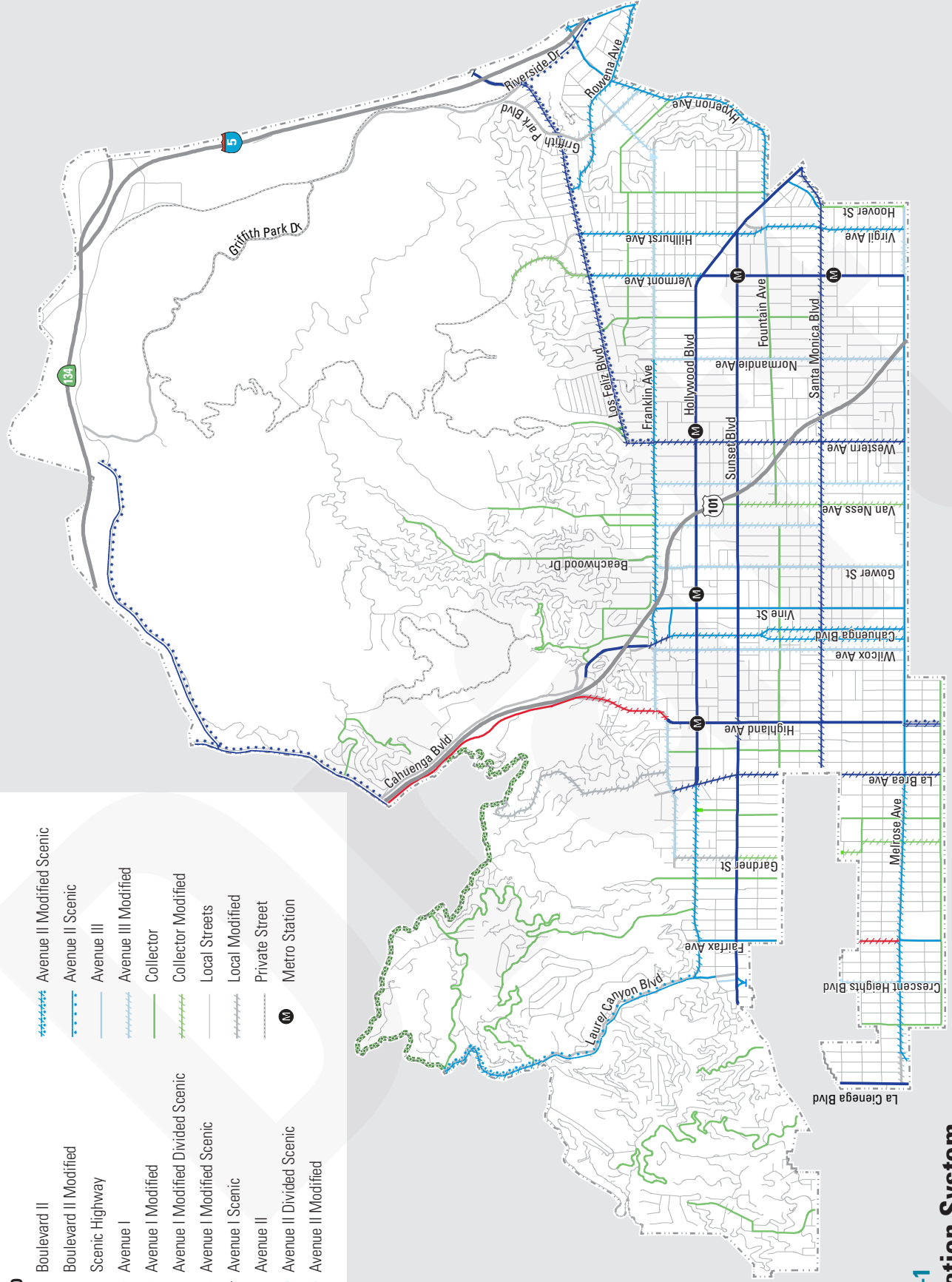


Figure 6-1
Circulation System
Hollywood Community Plan Area

Street Classifications

Streets are organized by official standard street classifications established in the Mobility Element, and street dimensions, depicted in the Bureau of Engineering Standard Plan Forms, as adopted by the City Planning Commission. The purpose of standardizing street dimensions is to assign appropriate street right-of-way widths — which accommodate features such as sidewalks, street parking, travel lanes, and medians — for each street type. Boulevards and Avenues are commonly referred to as arterial streets while collector and local roads are referred to as non-arterial streets. Mobility Plan 2035, as an update to the 1999 Transportation Element, replaces Standard Plan Form S-470-0 with S-470-1 and includes the following street types:

Boulevards I and II

Boulevards, formerly Major Highway – are designed to carry high volumes of traffic at relatively high speeds. A Boulevard I typically includes 136 feet of right-of-way with three lanes of traffic in each direction. A Boulevard II typically includes 110 feet of right-of-way with two lanes of traffic in each direction. Access to individual parcels along the street should be limited.

Avenues I, II and III

Avenues, formerly Major Highway Class II or Secondary Highways, are intended to supplement the through-traffic carrying characteristics of Boulevards, and are designed for fewer daily trips than a Boulevard and typically provides more access to individual parcels. The road-bed is commonly 70 feet for Avenue I, 56 feet for Avenue II and 46 for Avenue III. Avenues typically have two travel lanes in each direction, with left turn lanes at signalized intersections. Local serving on-street parking should be encouraged to support pedestrian scale commercial along Secondary Highways.

Collector Streets (standard, industrial, and hillside)

Collector Streets are moderate-volume, medium-speed roadways that provide access between neighborhoods and higher volume arterial streets. Collector streets are not intended to accommodate “thru traffic” seeking to avoid congestion on parallel arterial streets.

Local Streets (standard, industrial, and hillside)

Local Streets are designed to allow local traffic access to individual properties and/or destinations.



Safe routes to school encourage walking



Traffic calming measures make neighborhoods friendly to people walking and biking

Complete Streets

"Complete streets" are roadways designed and operated to enable safe, attractive, and comfortable access and travel for all users. Pedestrians, bicyclists, equestrians, motorists, and public transportation users of all ages and abilities are able to safely and comfortably move along and across a complete street. In 2007, the State of California adopted the "Complete Streets Act," which requires local municipalities to plan for the routine accommodation of all roadway users when updating General Plans.

Mobility Goals and Policies

The Hollywood Community Plan Area is an urbanized community substantially developed at a range of densities from high to low scale. It includes hillside areas developed with housing, as well as large hillside areas devoted to open space. The Hollywood Community Plan Area represents the City's second largest regional center and #1 tourist attraction, drawing over 25 million tourists annually. Hollywood is also the only Community Plan Area with a wild open space regional-serving park, Griffith Park, thereby providing an invaluable open space amenity to residents and visitors.

The implementation of enhanced connections to these regional assets and other local serving amenities represents an opportunity that is of high community interest. In realizing multi-modal connections, many of the Community Plan Area's streets are in need of enhancements such as better and wider sidewalks, bike lanes and streetscape elements such as street trees, lighting, shade structures, benches, bike racks, among others.

Existing improved streets, however, have little additional land available for widening to accommodate other modes. Hollywood's street network is significantly influenced by the area's land development history, with many streets not meeting contemporary roadway width or sidewalk standards, and is further restricted for modification by the historic build out of property frontage. On these streets, new facilities for one mode, such as a wider sidewalk or a bicycle lane, may have to come at the expense of another, such as street parking or a travel lane for automobiles, or transit. The street network in some of the area's hillside communities contains remnants of historic trolley rights of way that influence roadway layout, creating curves, cuts, and inconsistencies in what might otherwise be a grid. Recognizing that all streets cannot serve all purposes, this chapter identifies priorities for certain key arterials, streets or street segments to better assist planners, engineers, developers, and the community in making these difficult choices.

The following goals and policies seek to address concerns and ensure a well-functioning mobility system for Hollywood.

Goal M.1: Safe, accessible, and convenient mobility options for users of all ages and abilities.

Policy

- M1.1 **Mobility for all modes.** Maintain the street system to facilitate the mobility of all modes. Support the maintenance and rehabilitation of all Streets and Highways.

- M1.2 **Enhanced Network treatments.** Consider benefits of moderate, moderate plus, and comprehensive treatments for Mobility Plan 2035 Enhanced Networks. Consider treatments suggested by Mobility Plan 2035 for the Transit Enhanced Network, Bicycle Enhanced Network, Vehicle Enhanced Network, and Neighborhood Enhanced Network.
- M1.3 **Prioritize safety improvements.** Prioritize and implement intersection and corridor safety improvements such as those identified in the Vision Zero High Injury Network (HIN) and Safe Routes to School, addressing high risk sites throughout the Hollywood Community Plan Area.
- M1.4 **Emergency vehicles.** Consider the mobility needs of emergency service vehicles when planning a multi-modal transportation system.
- M1.5 **Street dedications.** Support street dedications that comply with Mobility Plan 2035.
- M1.6 **Ingress and egress.** Encourage new development to design the site's vehicular ingress and egress to minimize interference with pedestrian and bicycle facilities and bus traffic. (P47)
- M1.7 **High volume venues and special events.** Support LADOT efforts to manage traffic and circulation needs resulting from the Hollywood Bowl, film premieres and award shows, theaters, and other events that require planning and execution of Traffic Management Plans.
- M1.8 **Peak hour parking restrictions.** Discourage peak hour parking restrictions on streets with high volumes of bicyclists. Consider peak hour parking restrictions or no on-street parking on designated segments of Boulevards and Avenues in the Vehicle Enhanced Network that facilitate travel for rush hour freeway commuters.
- M1.9 **Residential neighborhoods.** Continue to implement traffic calming measures in residential neighborhoods which are impacted by speeding and/or commuter cut-through traffic, while improving pedestrian and bicycle circulation. (P69, P70)
- M1.10 **Neighborhood traffic management.** Consider the establishment of a neighborhood traffic management plan as a potential mitigation, upon approving a major development project. (P71)
- M1.11 **Street maintenance.** Implement on-street maintenance work during non-peak days and hours. Park street maintenance vehicles, equipment, materials, supplies, etc. away from Avenues I, II, and III during weekdays.

Motorized Vehicles and Greenhouse Gas Emissions

Gasoline and diesel powered motor vehicles contribute significantly to greenhouse gas emissions measuring localized air pollution and resulting in long-term climate change. According to the California Air Resources Board, 2006 Greenhouse Gas Inventory, tail-pipe emissions from motor vehicles accounted for 35.3 percent of the greenhouse gas emissions in California. Reducing the number of vehicle trips (trips) and the length of vehicle trips (vehicle miles of travel, or VMT) becomes an important sustainability goal for residents' health and quality of life.

Alternative Mobility Options

Alternative mobility options can be identified and supported through Transportation Demand Management (TDM) Strategies. TDM strategies decrease the load of vehicles on the transportation system by providing incentives for the use of transit, shared vehicles, and shared commute programs. Policies are listed here to facilitate the use of transit and shared car options, which include taxis, rental cars, shared cars, van pools, and shuttles. The Community Plan also recommends a nexus study as a first step toward developing a traffic impact fee, and the study of other financing mechanisms to support mobility options.

Capital Improvements

World class cities require investment in capital improvements necessary to maintain the transportation infrastructure. The Community Plan together with the Mobility Element identify potential capital improvements throughout the Hollywood Community Plan Area.

Goal M.2: A transportation system that provides abundant convenient alternatives to single-driver motor vehicles.

Policy

- M2.1 **Sustainable mobility options.** Encourage sustainable mobility options. Support transportation options for persons who do not have cars or want to use their cars less and promote the use of taxis, rental cars, shared cars, shared bicycles, van pools, shuttles, secure bicycle parking, consolidated pick-up and drop-off areas for Transportation Network Companies (TNCs), and other short trip and first/last mile connections to transit. Encourage the location of these services and bus layovers near Metro Rail Stations and major transit nodes.
- M2.2 **Shuttles and shared rides.** Support expansion of shuttle and shared ride services around Hollywood, especially to and from significant trip generators and destinations, like event spaces, large residential, commercial, industrial, and mixed use projects, and Metro Stations. Encourage large residential, commercial, industrial and mixed use projects to provide shuttle services for their tenants or employees to Metro stations. (P74, P43)
- M2.3 **Mobility Hubs.** Coordinate with the Mobility Hubs Program to plan, design, construct, operate, and maintain first/last mile improvements near five existing Metro Rail stations.
- M2.4 **Incentives for transit users.** Encourage incentives that benefit transit users. (P44, P45, P46)
- M2.5 **Transportation demand management.** Support implementation of transportation demand management strategies to minimize vehicle trips and improve mobility. (P72, P73)
- M2.6 **Benefit Assessment Districts.** Coordinate with Business Improvement Districts and other community-based organizations to promote the establishment of Benefit Assessment Districts that can fund capital improvements for transit and shared car options.
- M2.7 **Transportation Management Organizations.** Support the establishment of a Hollywood Transportation Management Organization (TMO) to coordinate local transportation demand management activities and conduct program and project evaluation.

M2.8 **Trips to work and TDM.** For non-residential developments, encourage employers to offer employees flexible work schedules and off-site telecommuting facilities to minimize peak hour congestion. Encourage Transportation Demand Management (TDM) Plans including Transportation Management Organizations (TMOs) membership for large projects. TDM Plans should establish parameters that include, but are not limited to, vehicle trip caps, a program for monitoring vehicle trips, and a system of incentives and penalties for meeting, or failing to meet, vehicle trip reduction goals.

Goal M.3: A world class transportation system supported by a robust and well planned capital improvement program.

M3.1 **Capital improvements.** Support the study of and investment in capital improvements of the transportation system. (P75, P76, P77, P78, P79, P80, P81, P86)

M3.2 **Impact fee.** Support the adoption of a transportation or mobility impact fee to fund multi-modal transportation enhancement strategies. (P42)

M3.3 **Connection between US Route 101 and State Route 134.** Coordinate with Caltrans and other local agencies to improve the connection between the US 101 Freeway and the SR 134 Freeway. Pursue the addition of connector ramps to connect the 101 Freeway south of this interchange with the 134 Freeway east of this interchange, to minimize overflow of regional traffic onto local streets, such as Forest Lawn Boulevard, Barham Boulevard and Lankershim Boulevard. (P87)

M3.4 **US Route 101 Cap Park.** Support the construction of pedestrian pathways, bicycle paths and facilities, and the reconnection of Van Ness Avenue, as part of any park space built over the 101 Freeway.

M3.5 **Current travel information.** Utilize electronic media to provide motorists current traffic information. Support the use of Variable Message Signs or similar technologies along key arterials. Implement Intelligent Transportation Systems (ITS) improvements and install upgraded Traveler Information System to better inform motorists of approaching congestion, associated with street closures and special events, and alternate routes.

M3.6 **Online access to travel information.** Support the development of online Real-Time Traveler Information which can be accessed by cell phone or handheld devices, to provide information about parking access, street closures, construction-related traffic impacts, bus route changes, traffic conditions, taxi stand and first/last mile service locations, valet parking, etc.

Transportation Systems Management

TSM strategies increase the efficiency of existing transportation infrastructure through traffic engineering and traffic operation control, by monitoring and synchronizing traffic signals, imposing peak period parking restrictions, and making improvements to intersections. Mobility Plan 2035 recommends TSM strategies to apply throughout the Hollywood Community Plan Area, with several locations highlighted for attention.



Bicycle racks on buses provide a seamless transition for multi-modal trips

Transportation Demand Management (TDM)

Transportation Demand Management (TDM) is the term given to a variety of measures that encourage people to change their mode or time of travel or not make the trip at all (e.g., ridesharing, pricing incentives, parking management and telecommunication). TDM measures and services incentivize alternatives to the single-occupant vehicle to manage congestion and often include the following:

- Formation of a Transportation Management Association
- Merchant incentives
- Preferential parking
- Encourage employers to participate in Metro's B-Tap program
- Parking management strategies to incentivize ridesharing
- Park-and-ride shuttle services to activity centers and special events
- Public parking structures
- One-stop parking (valet service system)
- Incentives for walking and bicycling
- Adequate and appropriate lighting for pedestrian, vehicular, bicycle and transit uses
- Bicycle access and parking facilities
- Flexible work hours
- Carpooling and vanpooling
- Local business centers to facilitate work at home strategies
- Technology and marketing events to enhance the use of transit
- Enhanced transit services, including a transit center, and improved transit safety
- Strategies that bridge the first/last mile gap between transit stop/station and a person's origin/destination

Transit

Public transit ridership in Hollywood already exceeds the citywide average. According to the 2015 American Community Survey, approximately 16% of employed persons in Hollywood commuted by transit, compared to 11% citywide. The following policies recommend a number of transit improvement policies to support and increase the percentage of commuters choosing transit over the solo driver trip, including preferential bus lanes, street improvements to facilitate bus movement, and transit commuter amenities at transit stops.

Improving access to transit is accomplished by land use policies which direct growth to Plan areas accessible by transit, and other policies which make transit use more safe and attractive. Acknowledging that a transit trip often involves more than one segment and more than one mode of travel, the following policies facilitate the seamless transfer from one mode of travel to another (such as the transfer from bus to bicycle, from Metro to taxi, or from Metro Rail to DASH).

Hollywood's transit system includes the Red Line Metro Rail, Metro Rapid Bus lines, one Commuter Express Bus and numerous local bus lines, including both regular and 24-hour lines and neighborhood DASH lines.

Transit Providers

Metro Rail

The Metro Red Line is a subway line which travels between Union Station in downtown Los Angeles and North Hollywood, making five stops in Hollywood, including Vermont/Santa Monica, Vermont/Sunset, Hollywood/Western, Hollywood/Vine and Hollywood/Highland.

Metro Rapid Bus Service

Metro Rapid buses are buses which provide more frequent service, make fewer stops, and have signal priority. They are located on major transit corridors such as Vermont and Western Avenues, and Hollywood and Santa Monica Boulevards.

Local Bus Service

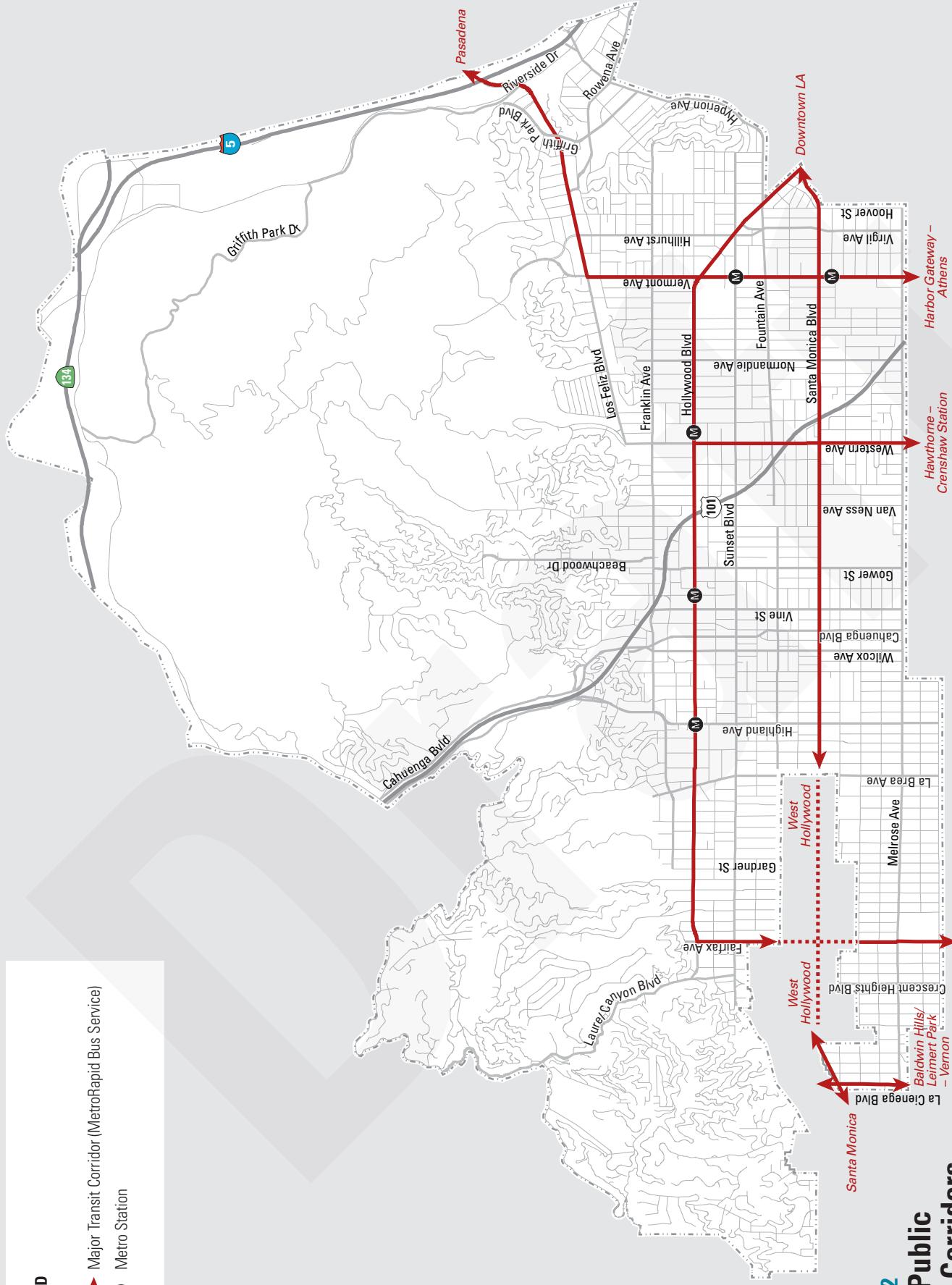
There are over 20 local buses which service Hollywood on fixed routes and stop at all stops on the bus line upon passenger request.

Commuter Express Bus

A Commuter Express Bus line provides transit service to the San Fernando Valley/Thousand Oaks area from a bus stop at Western Avenue and the 101 Freeway.

LEGEND

-  Major Transit Corridor (MetroRapid Bus Service)
-  Metro Station



Not to Scale

Figure 6-2
Major Public Transit Corridors
Hollywood Community Plan Area

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



Numerous transit providers serve the Plan Area including LADOT Commuter Express and DASH buses



The Metro Red Line enables regional access to Hollywood without relying on a car

DASH Service

DASH buses are small buses which circulate around one neighborhood or center and make many stops. DASH service areas in Hollywood include the Fairfax, Hollywood/West Hollywood, Fairfax, Hollywood, Beachwood Canyon and Los Feliz lines.

Goal M.4: A comprehensive transit system that provides safe and efficient access to, around and from Hollywood that minimizes automobile dependence.

- M4.1 **Improvements for transit users.** Support public transportation improvements that increase the quality, ease, and affordability of travel for transit users. (P88)
- M4.2 **Metro Rail expansion.** Support the expansion of the Metro Rail system. Support routes that provide connections from Hollywood to the Westside and from Hollywood to destinations south, including LAX.
- M4.3 **Transit corridors and TEN.** Support improvements, projects, and initiatives that work towards achieving high quality transit corridors on the designated Transit Enhanced Network. Support preferential bus lanes and work with other departments and agencies to study and pilot bus rapid transit where appropriate.
- M4.4 **Intermodal linkages.** Support the development of coordinated intermodal strategies to implement linkages to future public transit services.
- M4.5 **Mobility Hubs.** Support the development of Mobility Hubs at key destinations.
- M4.6 **Major transit stops.** Provide enhanced amenities at major transit stops, including widened sidewalks, where possible, pedestrian waiting areas, transit shelters, comfortable seating, enhanced lighting, information kiosks and wayfinding signage (directing pedestrians to transit stops and stations, and from transit facilities to points of interest in the surrounding neighborhood), advanced fare collection mechanisms, shade trees and landscaping, bicycle access, self-cleaning restrooms, and enhanced, ADA compliant street crossing elements adjacent to transit stops and stations (ie. enhanced crosswalks, crossing signals, and accessible ramps). Support transit information kiosks at major transit stops, transfer points, and activity centers to supply travelers with real time information about transit services. Consult Mobility Hubs Project plans to coordinate improvements.

LEGEND

-  Existing Bikeways
- Bicycle Enhanced Network (Mobility 2035)**
-  Tier 1 Protected Bike Lane
-  Tier 2 Bicycle Lane
-  Tier 3 Bicycle Lane
-  Freeways
-  Metro Stations

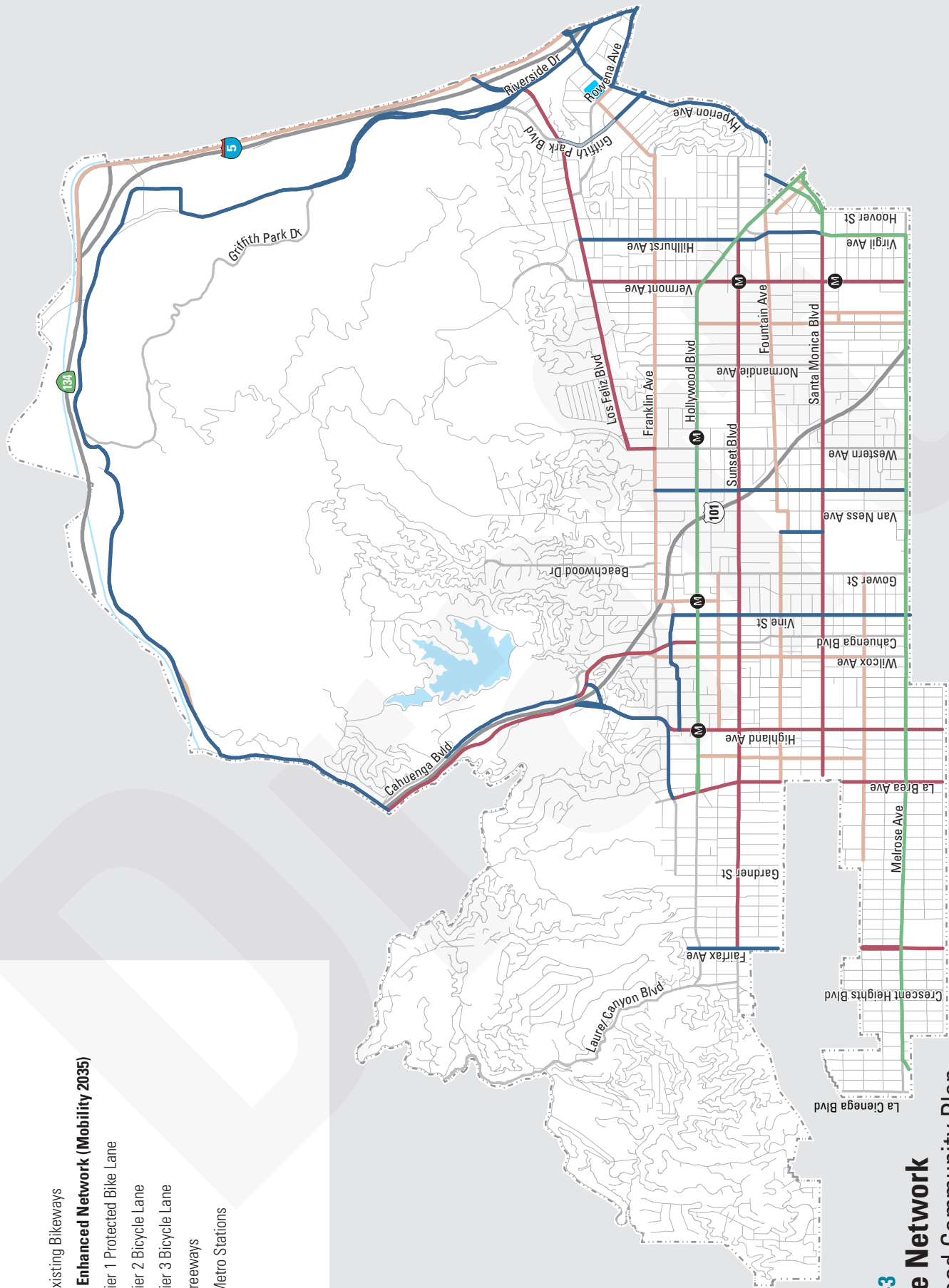


Figure 6-3
Bicycle Network
Hollywood Community Plan



Pedestrian connections encourage people to walk instead



Bicycle Cars on trains provide convenience and accessibility for bicycle commuters



Protected bike lanes or cycle tracks encourage riders of all ages and abilities

- M4.7 **Access, mobility, and connectivity.** Support the development of strategies and pilot programs that improve transit access, multimodal mobility, and connectivity. Support improvements that create an easy and convenient user experience by providing on-street access for people walking and bicycling, improving transit waiting areas, and enhancing pedestrian and bicycle routes connecting to transit waiting areas, Mobility Hubs, and other passenger facilities at Metro Red Line Stations.
- M4.8 **Pedestrian features near transit nodes.** Encourage projects located near transit nodes and Mobility Hubs to provide people-oriented built environment features such as shade trees, countdown crosswalk signals, bus shelters, bicycle racks or lockers, and enhanced or decorated crosswalks.
- M4.9 **Monthly parking leases.** Encourage commercial, residential and mixed-use projects located within walking distance of a Metro Station to offer monthly parking leases to Metro commuters.
- M4.10 **Pick up zones.** Support the location of taxi, bus stop, and bus layover zones, shared and on-demand mobility, shuttles, and passenger pick up zones on corridors near Metro stations and major pedestrian destinations. (P89, P90)
- M4.11 **Street improvements for buses.** Support street improvements that help facilitate the movement of buses, such as jog eliminations, bus bays or turnouts, street signage, striping, and colored pavement.
- M4.12 **Mobility service technology.** Support transportation technologies that provide users with access to mobility services as an alternative to private vehicle ownership.
- M4.13 **Priority parking.** Encourage new developments, especially those located near a Metro station, to provide exclusive parking areas for shared cars and/or exclusive parking areas/waiting areas for carpools/vanpools, taxis, and Transportation Network Companies (TNCs).
- M4.14 **On-street parking for shared vehicles.** Support the dedication of on-street parking spaces for shared cars near Metro stations.
- M4.15 **Direct pedestrian connections.** Where feasible, encourage new development located adjacent to Metro stations to prioritize transit and provide direct pedestrian connections to the Metro Subway Station Platform/Mezzanine, in consultation with Metro, Department of Transportation and the Department of City Planning.

M4.16 **Metro review.** Development within 100 feet of a Metro facility will require Metro review and approval, including compliance with Metro’s Development Guidelines.

Bicycling

Bicycle travel is an important and growing part of the mobility system in Hollywood. Bicycles are used for short trips or for parts of longer trips. Metro policies enable bicyclists to store their bicycles at Metro Stations, take bicycles on board the Metro subway and load their bicycles onto the front of buses. The Hollywood Community Plan contains policies to support the needs of bicyclists for safe bikeways and convenient bike storage, bicycle accessories and amenities.

Goal M.5: A safe and integrated bicycle network that provides access to transit and key destinations.

Policy

- M5.1 **Safe and convenient.** Support and encourage bicycling as a mobility option by supporting infrastructure, facilities, and programs that create a safe and convenient environment to ride bicycles.
- M5.2 **Funding and construction.** Encourage funding and construction of safe, low-stress, connected, and attractive bicycle facilities. Support the implementation of the Bicycle Enhanced Network (BEN). Support facilities for people walking and biking to residential neighborhoods, schools, open space areas, neighboring cities and employment centers.
- M5.3 **Protected bicycle lanes.** Support protected bicycle lanes in identified segments of the Bicycle Enhanced Network.
- M5.4 **Bikeway connections.** Connect existing and proposed bicycle facilities such as bike paths, protected bike lanes, bike lanes and bike routes, in the Hollywood Community Plan Area to bicycle facilities in other communities, where possible.
- M5.5 **Bikeway connections to LA River.** Connect bicycle facilities such as bike paths, protected bike lanes, bike lanes and bike routes by the Los Angeles River to bicycle facilities in central Hollywood.
- M5.6 **Bikeway connections to Metro Rail.** Support bikeway improvements connecting Metro Rail stations to facilitate the use of Metro Rail by bicyclists.



Developments can provide bike rooms for their tenants



Parking facilities like bicycle corrals connect people to parks, large venues and more



Bicycle Friendly Streets and Neighborhood Streets offer special treatments and slower speeds for people walking and biking

High Injury Network

The Community Plan and the Mobility Plan 2035 include goals and policies aimed at creating a safer transportation environment for all mobility users, in particular the roadway's most vulnerable users, such as bicyclists and pedestrians. Through its Vision Zero initiative, the City has identified a High Injury Network (HIN) spotlighting priority intersections and corridors with a high concentration of traffic collisions that result in severe injuries and fatalities, with an emphasis on collisions involving people walking and bicycling. The Community Plan supports implementation of safer bicycle and pedestrian facilities on the High Injury Network streets segments within the Hollywood Community Plan Area.

- Support Metro efforts to supply secure bicycle parking at or near Metro Rail stations.
- Support Metro efforts to maintain and expand space within train car for bicycles during both on- and off-peak hours.

M5.7 **Markets and shopping centers.** Support the provision of bicycle and pedestrian facilities at markets and shopping centers.

M5.8 **Parking and shower facilities.** Support the provision of short and long term bicycle parking and shower facilities in new non-residential development and municipal buildings, as required by LAMC 12.21 A 16. (P91)

M5.9 **Access to large venues.** Support bicycle access to large entertainment venues, such as the Hollywood Bowl. Provide secure and free or affordable bicycle parking at venues.

M5.10 **Routes.** Maintain existing planned bicycle routes and consider future connections and routes. (P92)

Class I Bike Path:

- The Los Angeles River Bike Path

Class II Bike Lanes:

- Forest Lawn Drive between Barham Boulevard and Zoo Drive
- Los Feliz Boulevard between Crystal Springs Drive and Griffith Park Boulevard
- Sunset Boulevard between Hillhurst Avenue and Santa Monica Boulevard
- Mulholland Drive between Laurel Canyon Boulevard and the 101 Freeway
- Griffith Park Boulevard between Los Feliz Boulevard and Hyperion Avenue

Class III Signed Bike Routes:

- Zoo Drive between Forest Lawn Boulevard and Crystal Springs Drive
- Crystal Springs Drive between Zoo Drive and Los Feliz Boulevard

M5.11 **Bicycle lane improvements.** Support the improvement of bicycle lanes on the following streets: (P49)

- Fountain Avenue between La Brea Avenue and Sunset Boulevard
- Fairfax Avenue between Hollywood Boulevard and Fountain Avenue
- Fairfax Avenue between Willoughby Avenue and Melrose Avenue.

M5.12 **Opportunities for improvements.** Coordinate with the Department of Transportation to identify opportunities for providing the following bicycle facilities and improvements:

- expanded bicycle lanes, bicycle routes and bicycle friendly streets
- bicycle friendly drainage grates parallel to the path of travel
- directional/wayfinding signage
- bicycle signals and/or push buttons accessible from the path of travel
- bicycle loop detectors
- wide outside curb lanes
- wide buffers from parked vehicles to avoid the “door zone”
- use of “bikes may use full lane” rather than “share the road” signs in construction zones, consistent with LADOT standards



Efficient management of parking is especially important in high volume areas like the Regional Center

Parking Management

Mobility Plan 2035 recognizes that there is a strong demand for parking resources in Hollywood, but that at any given moment many available parking spaces remain unoccupied. Acknowledging that existing parking resources are underutilized, Mobility Plan 2035 supports parking policies which allow flexibility in the application of existing parking requirements to improve the utilization of the existing parking supply and land in Hollywood.

Mobility Plan 2035 recommends the creation of a parking management district in the Regional Center to allow for evening parking on lots and structures for banks and other similar uses that are closed in the evening. Vehicle Parking Assessment Districts are proposed to finance the improvement of existing public parking structures and fund the construction of new public/private parking structures, where needed.

Goal M.6: A well-managed parking supply where parking resources are used efficiently.

M6.1 **Efficient management.** Improve utilization and management of existing public parking supply. Support their use and encourage shared parking, market-driven pricing, and other parking innovations to ensure parking efficiency. (P93, P50, P51)

M6.2 **Resources in Regional Center.** Maintain adequate supply of publicly accessible parking resources in the Regional Center of Hollywood.



Screening above ground parking lots with greenery makes for a more pleasant walking experience

LEGEND

Top 50 Most Vulnerable Schools (LAUSD)

High Injury Network

Metro Light Rail Transit & Stations

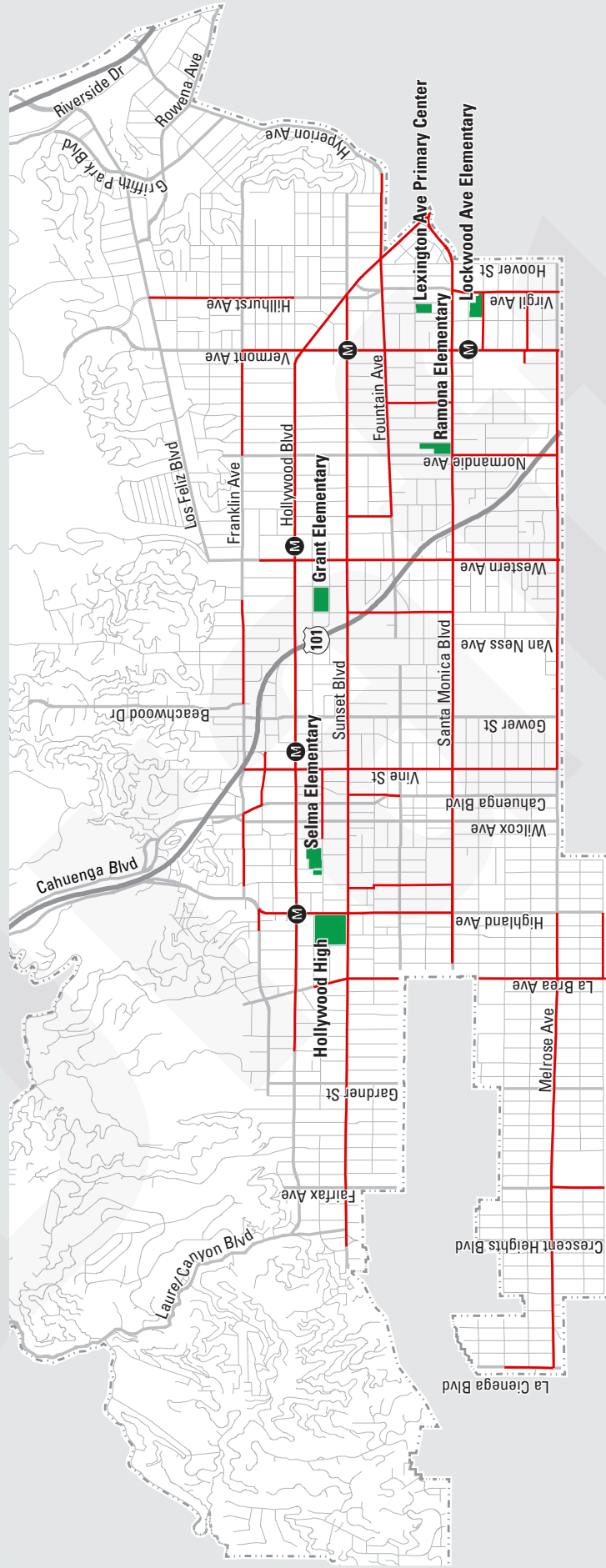


Figure 6-4
Vision Zero & Safe Routes to School
Hollywood Community Plan Area



- M6.3 **Flexibility in requirements.** Encourage flexibility in parking requirements within parking management districts or when a public parking facility is located within walking distance of a proposed development. For example, encourage the 24-hour use of offsite parking spaces.
- M6.4 **Sharing.** Encourage the sharing of parking resources, for example, by new development and shared use of public agency parking facilities or uses that do not utilize parking 24 hours.
- M6.5 **Priority parking.** Encourage residential, commercial and mixed-use projects to provide exclusive parking areas for shared cars, and/or exclusive parking areas/waiting areas for carpools/vanpools.
- M6.6 **Peak hour parking restrictions.** Discourage peak hour parking restrictions on streets in older residential neighborhoods which have limited off-street parking.
- M6.7 **Parking replacement.** Encourage projects located within the Regional Center to consider replacing publicly available parking spaces which are lost to new development by any of the following means:
- on-site spaces
 - off-site spaces obtained through private leasing arrangements
 - off-site spaces obtained through alternative parking programs such as a parking management district.
- M6.8 **Excess parking for public use.** Consider requiring residential, mixed-use or commercial projects that request parking spaces which exceed the minimum required to make the additional requested spaces available for use by the general public.
- M6.9 **Metro adjacent projects.** Consider reductions in parking requirements for projects located within 1500 feet of a Metro Rail station.
- M6.10 **Parking leases for Metro commuters.** Encourage property owners with excess parking resources located within walking distance of a Metro station to offer monthly on-site parking leases to Metro commuters.
- M6.11 **On-street parking.** Maximize the use of on-street parking spaces in commercial areas. (P94)
- M6.12 **New lots and structures.** Support construction of new parking lots and structures located in high demand areas that share spaces with multiple uses and adhere to design standards. New parking structures should be built to be adaptive to a future non-parking use. (P95, P96, P97)

- M6.13 **Design.** Encourage projects to minimize negative impacts of visible, above-grade, structured parking.
- Consider requiring ground-floor commercial uses in off-street parking facilities located in commercial areas.
 - Encourage projects to provide required parking spaces in underground facilities.
 - When parking is provided above grade, consider design features such as above-grade parking with lined habitable uses, parking levels integrated into the building design, parking structures that are free of blank walls, and/or parking structures that are otherwise screened completely with architectural features.
 - Design parking levels to complement the rest of the building with flat levels and standard ceiling heights which can increase flexibility of use over time.
 - On larger sites with multiple buildings, provide parking in a shared stand-alone parking structure rather than embedded within multiple buildings.
 - Encourage the screening and landscaping of parking lots.
- M6.14 **Permeable paving.** Promote use of permeable paving material on new and existing parking lots.
- M6.15 **Assessment districts.** Promote the use of assessment districts and other financing tools as a means of constructing new parking structures in high-demand areas with limited parking. Support the establishment of Vehicle Parking Assessment Districts to pay for the improvement of existing public parking structures and the construction of joint public-private parking structures in the Regional Center and the Media District.

Recreation and Scenic Highways

Recreational opportunities are an important amenity in healthy, livable communities. The circulation network both serves and can become an integrated part of recreational opportunities. Communities need to plan for the use and access of natural features, including hillsides and rivers, with a system of trails. Additionally, the value of scenic vistas must be considered in planning for accessibility.

Goal M.7: A community with abundant opportunities for exploration of its natural and recreational assets.

Policy

- M7.1 **Identification and preservation.** Support programs that encourage the identification and preservation of scenic highways.
- M7.2 **Public views.** Development adjacent to a Scenic Highway should integrate public view protection of scenic vistas to the maximum extent feasible; be adequately landscaped to soften the visual impact of development; and where appropriate, provide access, hiking or biking trails, a turn out, vista point or other complementary facility.
- M7.3 **Trail connections.** Encourage, where appropriate, a network of trails to facilitate recreational uses such as mountain biking, horseback riding and hiking.



The Mulholland Scenic Parkway and Corridor is a famous thoroughfare that offers panoramic views of the City and surrounding mountains.

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STAGE 4

Implementation

The Hollywood Community Plan is a comprehensive and long-range document that expresses a vision for the future and guides how that vision is implemented through private and public development. The Community Plan identifies policies that are limited to authorities that can be implemented under the jurisdiction of the City of Los Angeles (all departments) and does not prescribe actions of other agencies, such as the City's school districts.

A variety of ordinances, programs, and decisions made by the City in regard to discretionary and non-discretionary building projects are employed to implement the Plan. City actions on discretionary projects involving land use require a finding that the action is consistent or in conformance with the General Plan. City Planning Department decision makers, such as City Planning Commission hearing officers and zoning administrators, refer to the Community Plan text and the Land Use Map of the Community Plan when making findings of consistency on land use decisions.

Implementation programs are mechanisms put in place to ensure that Hollywood Community Plan goals and policies are realized. This chapter discusses how the Community Plan policies and programs are implemented in land use decision making. The chapter details the programs, shown in a series of tables, which implement the goals and policies found throughout the Community Plan.

The Implementation Process

The goals and policies set forth in Chapters 3, 4, 5, and 6 of the Hollywood Community Plan are implemented through a variety of mechanisms, including regulation and development review; financing and budgeting; and inter-departmental and inter-governmental coordination.

Many Community Plan policies are implemented through regulations, such as zoning, adopted by the City based on the City's "police power" to protect the public health, safety, and welfare of its citizens. City ordinances also create a development review process that provides for City review of individual project proposals and authorizes the City to approve, deny, or condition projects based on their consistency with the Community Plan. Some development review programs, such as the California Environmental Quality Act (CEQA), are ongoing and will continue to be used as a tool for land use decision making. Other programs are implemented at the time of Community Plan adoption, such as zone changes, community plan implementation overlay districts, supplemental use districts, specific plans, and design overlays.

Coordination among City departments is critical to the successful implementation of many Community Plan policies, such as park planning and streetscape

improvements. While the Community Plan policies and implementation programs are limited to authorities that can be implemented under the jurisdiction of the City of Los Angeles, implementation of some Plan policies may also require coordination and joint actions with numerous local, regional, state, and federal agencies. These agencies provide services, facilities, or funding and administer regulations that directly or indirectly affect many issues addressed in the Community Plan. These external governmental agencies, such as the California Department of Transportation (CALTRANS), the Los Angeles Unified School District, water service providers, the Los Angeles County Metropolitan Transit Authority (METRO), among others, also look to the Community Plans for their planning and guidance in decision making.

Amendments to the Community Plan

Changes to the Community Plan may be proposed from time to time to address changing conditions, new opportunities, and unforeseen circumstances. As such, the Community Plan must be a living, flexible document, allowing for changes that ultimately assist in enhancing and implementing the community's vision. It is necessary, therefore, to establish a fair, orderly, and well defined process to govern how amendments occur.

Community Plans are part of the City's General Plan and thus any changes to the Community Plan are considered General Plan amendments. Amendments may propose a change in the land use designation for a particular property or changes to the Community Plan's policies and text. Private requests are subject to an established public review and approval process. Although applicants have the right to submit amendment requests to the City, not all requests merit study and consideration. The amendment process allows for the City to deny a proposed amendment if it is inconsistent with the goals and policies of the Community Plan.

Specific Implementation Programs

Some recommendations of the Hollywood Community Plan are enacted concurrently with adoption of the Plan. These include plan amendments and footnotes, zone changes (including the removal of, addition to or change in Qualifying [Q] condition and / or "D" limitations, a community plan implementation overlay and height district changes). These are included in Table 7-2.

Implementation programs are identified with a distinct number (i.e. P1), followed by a program description and a list of the policies that the program implements. A suggested time frame identifies when each program can be expected to be completed: (1) Short-term or (2) Long-term. Lastly, the table identifies the primary City Department(s), including main external agency when applicable, that is responsible for implementation of particular programs.

Sources of Funding

The development, maintenance, and operation of parks, public facilities and improvements (i.e., in the public right-of-way), and the provision of city services require financial resources that are derived from various sources. Programming of City capital projects and their funding over time is outlined in the City's Capital Improvement Program. Although the Community Plan does not mandate specific capital improvements, the policies serve as a guide for other city departments to identify and budget for potential future capital projects. Typical revenue sources used to fund these projects include property tax revenue, sales tax revenue, user fees, Quimby Act (Park) dedications, business improvement districts, special assessment districts, municipal bonds, and county, state, and federal funding.

It is important to note that program implementation is contingent on the availability of adequate funding, which is likely to change over time due to economic conditions, the priorities of federal, state and regional governments and funding agencies, and other conditions. Potential funding sources which are considered to be the most likely funding sources include a development impact fee, tax allocation bonds, Metro funds, business improvement districts and various public revenue funds. Some typical funding sources for public services and infrastructure are identified in Table 7-1.

**Table 7-1:
Potential Funding Sources for Policies and Programs**

Fees and Exactions	Taxes
<ul style="list-style-type: none"> • Quimby Fees • Development Impact Fees • Permit and Application Fees • Regulatory Fees • Property Assessments <ul style="list-style-type: none"> Benefit Assessment District Business Improvement District Vehicle Parking District 	<ul style="list-style-type: none"> • Special taxes such as Mello-Roos • Community Facilities Districts • Taxes for mobility improvements which are allocated by Metro’s Call for Projects: <ul style="list-style-type: none"> Proposition A sales tax Proposition C sales tax State retail sales tax State motor vehicle tax Federal gas tax
Bonds	Public Revenue Funds
<ul style="list-style-type: none"> • Tax allocation bonds issued by the CRA/LA (former agency) • Proposition 1B state bonds. 	<ul style="list-style-type: none"> • City’s General Fund • LADOT Operating Budget • City Capital Improvement Program • Caltrans Capital Improvement Fund • Special Parking Revenue Fund
User Fees	Other Federal and State Funds
<ul style="list-style-type: none"> • Entrance fees • Parking meter fees 	<ul style="list-style-type: none"> • Grants

**Table 7-2
Hollywood Implementation Programs**

	Program Number	Number Description	Policy/ Section Reference	Responsible or Coordinating Agency
Short Term Programs	P1	Study lower density neighborhoods in South Hollywood.	LU.1.1	DCP
	P2	Maintain and enforce the City's Baseline Hillside Mansionization Ordinance, The Oaks' hillside zoning restrictions, and the Mulholland and Hollywoodland Specific Plans.	LU.1.1	DCP/LADBS
	P3	Study hillside neighborhoods, including the Laurel Canyon neighborhoods, to protect single family neighborhoods in the hillsides from out-of-scale "mansionized" development.	LU.1.1	DCP
	P4	Consider the development of a Ridgeline Protection Ordinance to preserve the contours of natural ridgelines and continue to study hillside regulation.	LU.1.1	DCP
	P5	Consider design standards to protect hillside neighborhoods from over-sized development.	LU.1.1	DCP
	P6	Evaluate additional or revised retaining wall regulations to improve the quality of hillside development	LU.1.1	DCP
	P7	Restore citywide standards for High Medium Residential density in selected areas which are designated as High Medium Residential.	LU.2.1	DCP
	P8	Restore citywide standards for Floor Area Ratio in Height District 1 along commercial corridors.	LU.4.1	DCP
	P9	Provide incentives for development of retail and office commercial, and mixed uses.	LU.4.1	DCP
	P10	For change of use permits, create exemption for new off-street automobile parking requirements for new equity-waiver theaters in Theatre Row.	LU.4.9	DCP
	P11	Study standards to regulate lighting intensity and brightness for all digital or electronic signage in Hollywood.	LU.4.12	DCP/LADBS
	P12	Extend the Regional Center land use designation to include Hollywood Boulevard and Sunset Boulevards, between Gower and the 101 Freeway.	LU.5.1	DCP
	P13	Utilize Floor Area Ratio (FAR) bonuses to incentivize commercial and residential development in the Regional Center.	LU.5.4	DCP
	P14	Limit stand-alone residential development in Floor Area Ratio (FAR) Incentive Areas.	LU.5.4	DCP
	P15	Establish a minimum FAR of 1:1 or minimum FAR of 0.5:1 for commercial uses.	LU.5.5	DCP
	P16	Create incentives for affordable housing units in the Regional Center by providing additional FAR in exchange for units reserved for Low Income and Very Low Income tenants based on Area Median Income.	LU.6.1	DCP
	P17	Prohibit all residential uses in the MR1 zones, except for accessory residential uses.	LU.7.4	DCP
	P18	Establish new zoning districts that encourage a mix of industrial uses with commercial or residential uses.	LU.7.5	DCP
	P19	Study and update evacuation routes for hillside areas.	LU.9.7	DOT/LAFD/LAPD
	P20	Review current zoning and building codes to minimize impact on climate change.	LU.9.8	DCP/LADBS
	P21	Widen sidewalks to a minimum of 15 feet, or maintain existing sidewalk widths of 15 feet, along Boulevards and Avenues with high levels of pedestrian traffic. Support Modified Street Standards that preserve wide sidewalks (15 feet or wider) and that widen sidewalks less than 15 feet.	PR.1.1	DCP/DOT/BOE
	P22	Establish Community Design Overlay Districts or other overlay to maintain and improve the pedestrian-oriented scale and character of districts which are walkable and pedestrian-oriented.	PR.1.15	DCP
	P23	Establish design guidelines for commercial uses in pedestrian-oriented districts	PR.1.15	DCP
	P24	Create pedestrian-oriented design guidelines including a possible Streetscape Plan for commercial uses that foster pedestrian-oriented scale and character for the following street segments: <ul style="list-style-type: none"> •Melrose Avenue between Highland Avenue and Orlando Avenues, inclusive of Melrose Place •Santa Monica Boulevard between Seward Avenue and Hoover Street •Hillhurst Avenue between Franklin and Los Feliz Avenues 	PR.1.15	DCP

**Table 7-2
Hollywood Implementation Programs**

	Program Number	Number Description	Policy/ Section Reference	Responsible or Coordinating Agency
Short Term Programs	P25	Develop an ordinance to limit paving in the front of residential structures to the paving required by LAMC driveway regulations only.	PR.1.15	DCP
	P26	Utilize existing alleys to reinforce pedestrian character, walkability and bikeability in multifamily residential neighborhoods. Encourage use of rear alleys for access to parking areas.	PR.1.18	DCP/DOT
	P27	Conduct a nexus study to determine the impact of future commercial and multifamily residential development on the need for open space in Hollywood, and develop community-wide mitigations funded by impact or Quimby fees.	PR.3.2	DCP
	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
	P32	Establish zoning which conditions a project's use of Floor Area Ratio Incentives upon conformance with the Secretary of the Interior Standards for Rehabilitation.	P.1.4	DCP
	P33	Study the feasibility of implementing a Transfer of Development Rights program in Hollywood to encourage preservation of historical resources.	P.1.4	DCP
	P34	Maintain existing street dimensions and street designation along the Walk of Fame.	P.1.5	DCP/DOT/BOE
	P35	Establish regulations (D limitations) to ensure appropriate review of design for resources.	P.1.7	DCP
	P36	Utilize adopted Citywide Design Guidelines for new and infill development.	P.1.8	DCP
	P37	Study the garden apartments in the block bounded by Prospect Avenue on the north, Rodney Drive on the west, Lyman Place on the east, and the alley north of Hollywood Boulevard on the south for potential historic significance.	P.1.8	DCP
	P38	Study the implementation of a Specific Plan, Community Plan Implementation Overlay (CPIO), or other zoning tools in central Hollywood, including Sunset Boulevard and Hollywood Boulevard, which may include guidelines for site planning and building design, controls on lot consolidation, and possible requirements for approved plans prior to demolition, in order to ensure that infill development in the Regional Center complements existing neighborhood character.	P.1.8	DCP
	P39	Study design regulations for: <ul style="list-style-type: none"> •Afton Square Historic District: Eastern half of block between Leland Way on the north, El Centro to the east, De Longpre to the south and Vine to the West. •Selma-Labaig Historic District: Both sides of Labaig roughly between Gower and Gordon, including the north side of Harold Way. •Serrano Historic District: East side of Serrano roughly between Hollywood Boulevard and Sunset/west side of Serrano generally between Carlton Way and Sunset. 	P.1.9	DCP
	P40	Study the creation of new height limits on portions of Sunset Boulevard and Western Avenue that abut designated or eligible historic neighborhoods.	P.1.10	DCP
	P41	Support and complete Historic Places LA within the Hollywood Community Plan area.	P.1.12	DCP
P42	Conduct a nexus study to determine the impact of future development on transportation infrastructure in Hollywood, and develop community-wide improvements funded by impact fees.	M.1.2	DCP	

**Table 7-2
Hollywood Implementation Programs**

	Program Number	Number Description	Policy/ Section Reference	Responsible or Coordinating Agency
Short Term Programs	P43	Maintain and expand existing shuttle services that provide transportation to and from satellite parking lots for significant trip generators such as the Hollywood Bowl and major employers, such as the hospitals in East Hollywood.	M.2.4	DOT
	P44	Encourage new developments and existing multifamily residential and mixed-use projects to offer tenants incentives for using transit, such as subsidized Metro monthly passes to tenants and/or employees and subscriptions to programs that provide first/last mile connections such as bike share, carshare, or Transportation Network Companies. Coordinate guaranteed ride home programs or carpooling among tenants.	M.2.5	DCP
	P45	Encourage employers to provide employees with incentives for using transit.	M.2.5	DCP
	P46	Promote the offer of merchant incentives to customers for using transit.	M.2.5	BID/METRO
	P47	Minimize driveways along streets served by articulated buses on the High Injury Network or the Bicycle Enhanced Network (BEN).	M.4.16	DCP/DOT/BOE
	P48	Inform future development in close proximity to Metro facilities that may impact Metro bus operations of notification procedures and considerations for projects.	M.4.17	DCP/METRO
	P49	Implement public right-of-way improvements on Fairfax Avenue between Willoughby Avenue and Melrose Avenue to complement bikeway improvements in the City of West Hollywood north of Willoughby Avenue on Fairfax Avenue. Restripe this segment of Fairfax Avenue to allow for bike lanes, northbound and southbound.	M.5.10	DOT
	P50	Encourage projects located within the Regional Center to participate in District Valet Programs to mitigate any project-generated parking impacts. Participation in a District Valet Program should be considered as a traffic mitigation measure.	M.6.1	DCP/DOT
	P51	Consider allowing nightclub and other entertainment venues in the Regional Center to submit a private parking plan certified by the Department of Transportation to utilize underused private commercial parking areas for certification by the Department of Transportation in lieu of providing required on-site parking spaces.	M.6.1	DCP/DOT
Long Term Programs	P52	Study the addition of crosswalks and complete streets improvements on the High Injury Network, especially those near schools identified among the top 50 most vulnerable schools by Safe Routes to School, including but not limited to: <ul style="list-style-type: none"> •Hollywood High School • Selma Elementary School • Grant Elementary School •Ramona Elementary School •Lexington Avenue Primary Center •Lockwood Elementary School •Dayton Heights Elementary School 	PR.1.13	DOT
	P53	Consider the following street segments as candidates for Streetscape improvements: <ul style="list-style-type: none"> •Hollywood Boulevard between Gower Avenue and the 101 Freeway •Western Avenue between Franklin Avenue and Melrose Avenue •Santa Monica Boulevard between Seward Avenue and Hoover Street •Cahuenga Boulevard between Hollywood and Sunset Boulevards •La Brea Avenue between Franklin and Rosewood Avenues •Melrose Avenue between La Cienega Avenue and Highland Avenue, and between Seward Avenue and Hoover Street (or Madison Avenue) 	PR.1.15	DCP/BSS
	P54	Promote the planting of street trees to provide comfortable, shady walking environments, cooling, and absorption of carbon dioxide.	PR.1.17	DCP/BSS
	P55	Coordinate with other City departments, neighborhood associations, business improvement districts and private developers to promote trees in parkways, landscaped medians, community gateways and throughout the Plan Area.	PR.1.17	DCP/BSS/BID

**Table 7-2
Hollywood Implementation Programs**

	Program Number	Number Description	Policy/ Section Reference	Responsible or Coordinating Agency
Long Term Programs	P56	Conduct a study of the alleys in the Regional Center as the basis for preparing an Alley Improvement Plan to coordinate alley improvements with new development.	PR.1.18	DCP/BSS
	P57	Consider an Alley Maintenance Plan for the alleys located behind the commercial uses along Melrose Avenue between Highland Avenue and Orlando Avenues, inclusive of Melrose Place extending west to La Cienega.	PR.1.18	BSS
	P58	Study the closure of Hudson Avenue, between Hollywood Boulevard and Yucca Street, to create a public plaza.	PR.2.3	DOT
	P59	Develop guidelines for commercial streets to encourage the landscaping of those portions of easements which extend past the required sidewalk width and are not used for necessary driveways, sidewalks and other pedestrian uses.	PR.3.4	DCP/DOT/BOE
	P60	Support the consolidation of the Virgil Avenue Street Lighting Yard to allow for a possible pocket park or community garden, if feasible.	PR.3.5	DOT
	P61	Study the connection of Griffith Park trails with Elysian Park trails, when possible.	PR.3.7	RAP
	P62	Improve pedestrian access to Barnsdall Park in East Hollywood. Encourage access from Vermont Avenue.	PR.3.7	DCP/DOT
	P63	Support school-specific agreements with LAUSD, which will enable communities to jointly use schools for recreational purposes.	PR.4.7	DCP/LAUSD
	P64	Create Hollywood Central Park as a new cap park over the 101 Freeway, with a mix of public-serving uses including libraries, etc.	PR.4.12	CALTRANS/RAP
	P65	Improve and streamline the building permit process and ensure compatible rehabilitation of historical resources by providing early technical advice and assistance from the staff of City Planning and Building and Safety.	P.1.2	DCP/LADBS
	P66	Work with the Bureau of Engineering to establish a Treatment Plan to guide future rehabilitation work affecting the Hollywood Walk of Fame.	P.1.5	DCP/BOE
	P67	Partner with the Los Angeles Housing and Community Investment Department, and other agencies to identify new financial resources for rehabilitation grants and loans to low- and moderate-income owners of historic homes.	P.1.11	DCP/LAHCID
	P68	Seek opportunities to partner with preservation organizations and certified neighborhood councils to create new interpretive programs, tours and signage highlighting the community's history and architectural legacy.	P.1.12	Preservation Organizations, Neighborhood Councils
	P69	Study the effects of cut-through traffic in the area bounded by Franklin Avenue and Hollywood Boulevard on the north, La Brea Avenue on the east, Fountain Avenue on the south, Fairfax Avenue on the west, and the area bounded by Hollywood Boulevard on the north, Fairfax Avenue on the east, Sunset Boulevard on the south, Laurel Canyon Boulevard on the west, and prepare a neighborhood traffic management plan, pending results of study.	M.1.6	DOT
	P70	Consider the implementation of Neighborhood Traffic Management Plans, which may include treatments like speed humps, medians, directional signs, improved bicycle and pedestrian crossings, and other improvements per the Complete Streets Design Guide adopted with Mobility Plan 2035, along canyon routes and associated streets across the Hollywood Hills, as well as neighborhoods generally located between the following streets: <ul style="list-style-type: none"> •Franklin Avenue and Hollywood Boulevard •Sunset and Hollywood Boulevards •Sunset and Santa Monica Boulevards •Santa Monica Boulevard and Melrose Avenue, including blocks south of Melrose Avenue •Franklin Avenue and Mulholland Drive •Highland Avenue, La Brea Avenue, and Martel Avenue along the Willoughby Corridor 	M.1.6	DOT
	P71	Coordinate with the Department of Transportation to design routes for valet parking operations to minimize traffic impacts on residential neighborhoods.	M.1.7	DCP/DOT

**Table 7-2
Hollywood Implementation Programs**

	Program Number	Number Description	Policy/ Section Reference	Responsible or Coordinating Agency
Long Term Programs	P72	Initiate a study of funding mechanisms for transportation demand management activities and programs, such as a Transportation Impact Fee, tax increments, bonds, grants, benefit assessment districts, and other financing measures.	M.2.1	DCP/LADOT
	P73	Develop grant-writing capacity within the Department of City Planning to secure funding sources to implement Mobility Plan 2035 Action Programs.	M.2.1	DCP
	P74	Promote the operation of shared ride and shuttle services that connect users to public parking facilities, and major residential, commercial and transit locations.	M.2.4	DCP/DOT
	P75	Implement transportation systems management strategies to use the existing transportation facilities more efficiently.	M.3.1	DCP/DOT
	P76	Implement signalization improvements to reduce conflicts and facilitate traffic flow.	M.3.1	DOT
	P77	Implement traffic signal control systems that optimize traffic flow and safety throughout a network and provide priorities for high capacity bus systems.	M.3.1	DOT
	P78	Implement or enhance "Smart Corridors" to coordinate Caltrans' freeway traffic management system with the ATSAC/Adaptive Traffic Control System (ATCS) highway and street traffic signal management system to enhance incident management and motorist information to reduce traffic delays.	M.3.1	DOT/CALTRANS
	P79	Provide information to motorists regarding alternative routes and modes of travel using changeable message signs, highway advisory radio or other appropriate traffic management techniques.	M.3.1	DOT
	P80	Identify chronically congested intersections and implement improvements, considering safety and connectivity impacts on pedestrians and bicyclists.	M.3.1	DOT
	P81	Support evaluation and improvement of the complex five-way intersection at Sunset Boulevard, Sunset Drive, Hollywood Boulevard, Hillhurst Avenue and Virgil Avenue.	M.3.1	DOT
	P86	Restripe Cahuenga Boulevard East south to the US 101 Freeway on-ramp near Pilgrimage Bridge to provide two lanes on Cahuenga Boulevard East between the US 101 on-ramp and the US 101 Barham Boulevard off-ramp and from there, three lanes northbound.	M.3.1	DOT
	P87	Evaluate the following recommendations of the Highway 101 Citizens Advisory Committee Report: <ul style="list-style-type: none"> •Add and eastbound right-turn lane on Sunset Boulevard from Virgil Avenue to Vermont Avenue. •Widen the southbound 101 off-ramp at Van Ness Avenue to add a right-turn only lane. •Widen eastbound Santa Monica Boulevard to provide a right-turn lane onto the 101 southbound on-ramp. •Widen the 101 northbound on-ramp from Normandie Avenue to two lanes. 	M.3.2	DOT/CALTRANS
	P88	Coordinate with Metro and LADOT to provide feedback that will improve local, Metro Rapid and community-level bus service in Hollywood.	M.4.1	DOT/METRO
	P89	Identify and secure spaces that accomodate both consolidation and expansion of bus layover zones.	M.4.12	DCP/METRO
	P90	Maintain bus stop zones in the corridor as well as Metro bus layover zones.	M.4.12	DOT/METRO
P91	Work with Metro and the Department of Transportation to secure state and federal funding for bikeway construction, bikeway maintenance and bicycle safety education.	M.5.7	METRO/DOT	

**Table 7-2
Hollywood Implementation Programs**

	Program Number	Number Description	Policy/Section Reference	Responsible or Coordinating Agency
Long Term Programs	P92	<p>Study the following corridors for potential bike lanes, bike routes or bicycle boulevards:</p> <ul style="list-style-type: none"> •Hollywood Boulevard between Fairfax Avenue and Hillhurst Avenue •Sunset Boulevard between Fairfax Avenue and Hillhurst Avenue •Fairfax Avenue between Melrose Avenue and Rosewood Avenue •Highland Avenue between Barham Boulevard and Rosewood Avenue •Bronson Avenue between Franklin Avenue and Santa Monica Boulevard •Edgemont Street between Franklin Avenue and Melrose Avenue •Virgil Avenue between Los Feliz Avenue and Melrose Avenue •US-101 Cap Park between Santa Monica Boulevard and Hollywood Boulevard •Virgil Avenue between Los Feliz and Sunset Boulevard •Hillhurst Avenue between Sunset Boulevard and Melrose Avenue •Vermont Avenue between Rosewood Avenue and Los Feliz Boulevard •Wilton Place between Franklin Avenue and Melrose Avenue •Vine Street between Melrose Avenue and Franklin Avenue •La Brea Avenue between Franklin Avenue and Rosewood Avenue •Orange Drive between Rosewood Avenue and Franklin Avenue •Las Palmas Avenue between Waring Avenue and Selma Avenue •June Street between Waring Avenue and Rosewood Avenue •Gower Avenue between Melrose Avenue and Fountain Avenue •Van Ness Avenue between Sunset Boulevard and Melrose Avenue •Oxford Street between Melrose Avenue and Romaine Street •Heliotrope Drive between Rosewood Avenue and Los Feliz Boulevard •Hoover Street between Santa Monica Boulevard and Melrose Avenue •Santa Monica between Sunset Boulevard and La Brea Avenue •Franklin Avenue between La Brea Avenue and Vermont Avenue •Los Feliz Boulevard between Western Avenue and Riverside Drive •Cahuenga Boulevard between Barham Boulevard and Highland Avenue •Barham Boulevard between Cahuenga Boulevard and Forest Lawn Drive •Waring Avenue between La Cienega and Gower Avenue •Rosewood between La Cienega Boulevard and June Street •Rowena Avenue between Hyperion Avenue and Glendale Boulevard •Finley Avenue between Edgemont Street and Talmadge Street •Tracy Street between Talmadge Street and Hyperion Avenue •Rowena Avenue between Hyperion Avenue and St. George Street •St. George Street between Rowena Avenue and Franklin Avenue •Franklin Avenue between St. George Street and Vermont •Finley Avenue between Talmadge Street and Edgemont Street 	M.5.9	DCP/DOT
	P93	Create a parking management district or districts in areas of high parking demand.	M.6.1	DOT
	P94	Work with LADOT to implement Express Park, an intelligent parking management system that provides information on the location and pricing of available parking in current time and adjusts pricing and time limit in response to changes in supply and demand.	M.6.10	DOT
	P95	Develop new off-street public parking resources, including parking structures and underground parking, in accordance with design standards.	M.6.11	DCP/DOT
	P96	Support proposals to build parking structures that can be shared by patrons and occupants of various building sites in areas of high parking demand.	M.6.11	DCP
	P97	Support design and construction of off-street parking structures that can be converted to other uses in the long term.	M.6.11	DCP

LIST OF TERMS

AGF

Above Ground Facilities

ATCS

Advanced Traffic Control System

BID

Business Improvement District

BOE

Bureau of Engineering (Public Works)

BOS

Bureau of Sanitation

BSL

Bureau of Street Lighting (Public Works)

BSS

Bureau of Street Services (Public Works)

CALTRANS

State of California Department of Transportation

CARB

California Air Resources Board

CC

City Council

CD

Council District

CLARTS

Central Los Angeles Recycling and Transfer Station

CoDRP

Los Angeles County Department of Regional Planning

CPA

Community Plan Area

CPIO

Community Plan Implementation Overlay

CRA/LA

Community Redevelopment Agency/Los Angeles

DCP

Department of City Planning

DOA

Department of Aging

DOD

Department on Disabilities

DPSS

Los Angeles County Department of Social Services

DPW

Department of Public Works

EIR

Environmental Impact Report

EMD

Emergency Management Department

EMS

Emergency Medical Service

WFEMA

Federal Emergency Management Association

HCIDLA

Los Angeles Housing + Community Investment Department

HOV

High Occupancy Vehicle

HPOZ

Historic Preservation Overlay Zone

GSD

General Services Department

IRP

Integrated Resources Plan

LADBS

Los Angeles Department of Building and Safety

LADOT

Los Angeles Department of Transportation

LADWP

Los Angeles Department of Water and Power

LAFCO

Local Agency Formation Commission

LAFD

Los Angeles Fire Department

LAMC

Los Angeles Municipal Code

LAPD

Los Angeles Police Department

LAPL

Los Angeles Public Library

LAUSD

Los Angeles Unified School District

LEED

Leadership in Energy
and Environmental Design

LUV

Local Use Vehicle

METRO

Los Angeles County
Metropolitan Transit Authority

MWD

Metropolitan Water District

NEV

Neighborhood Electric Vehicles

PHEV

Plug in Electric Vehicle

RAP

Department of
Recreation and Parks

SCAG

Southern California
Association of Governments

SRCIP

Solid Resources
Capital Improvement Program

SRI

Solar Reflective Index

SRO

Single Room Occupancy

SSMP

Sewer System Management Plan

SURVEYLA

Los Angeles Historic Resources
Survey

SUSMP

Standard Urban Stormwater
Mitigation Plans

SWMPP

Los Angeles Solid Waste
Management Policy Plan

TDM

Transportation Demand
Management

TMA

Transportation
Management Association

TSM

Traffic System Management

UF

Urban Forestry (Public Works)

VMT

Vehicle Miles of Travel

ZEV

Zero Emission Vehicle

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