



What is the Future of the City's Industrial Land?

Presented by the Department of City Planning
& Community Redevelopment Agency

May 2006

Key Facts

- Only 8% of City is zoned for industrial use
 - (19,000 acres, net of Port and LAX)
- Industrial lands - a critical component of City's economy:
 - Industrial tax revenues total \$219.4 million
 - 13% of City total
 - Industrial employment in City totals 509,000 jobs
 - 28.5% of City total employment

Key Facts

- Housing is not allowed by right in Industrial Zones
 - Requires zone change by City of Los Angeles
- Live/work is allowed conditionally
 - Requires discretionary review of the Planning Dept.

Major Issues

- Other uses can outbid industrial uses
- Substantial loss of industrial land to other uses:
 - 26% of industrial zoning has non-industrial uses
 - Great demand for schools, institutions, big box commercial, and housing

Major Issues

- From 1997-2002, 51% of the value of building permits issued on industrial land was for non-industrial uses
- Vacancy rate for industrial land is very low
 - less than 2%

Mayor's Office Request

- Study led by DCP & CRA, involving DOT, CDD, and other Departments
 - Survey existing industrial land
 - o Hollywood, Westside, Downtown (to date, rest of City to follow)
 - Analyze data
- Provide policy recommendations to CPC, City Council and Mayor

Key Policy Question:

Should industrial land be used to accommodate housing demand, or generally retained to provide industrial-related jobs and services?

3 General Policy Options

1. Retain and protect existing industrial zones
2. Allow partial or full conversion to other uses
3. Modify existing zoning to allow a greater mix of industrial and other uses

Factors to Consider

- A healthy city must maintain a balance of jobs and housing
 - Need for both is great and will continue as our population grows
 - Many industrial jobs require skilled labor and offer higher than retail wages

Factors to Consider

- Industrial uses provide land for jobs and contribute to City's tax base
 - Loss of industrial uses decrease revenue to General Fund
 - Residential uses increase the demand for General Fund services w/o corresponding increase in revenues

Factors to Consider

- New housing in industrial zones increases land costs for new and expanding businesses
 - Many local entrepreneurs who start businesses in industrial areas are unable to stay as they grow.
- High current demand for industrial land
 - Small parcels - business incubators and start ups
 - Large parcels – studios and business campuses

Factors to Consider

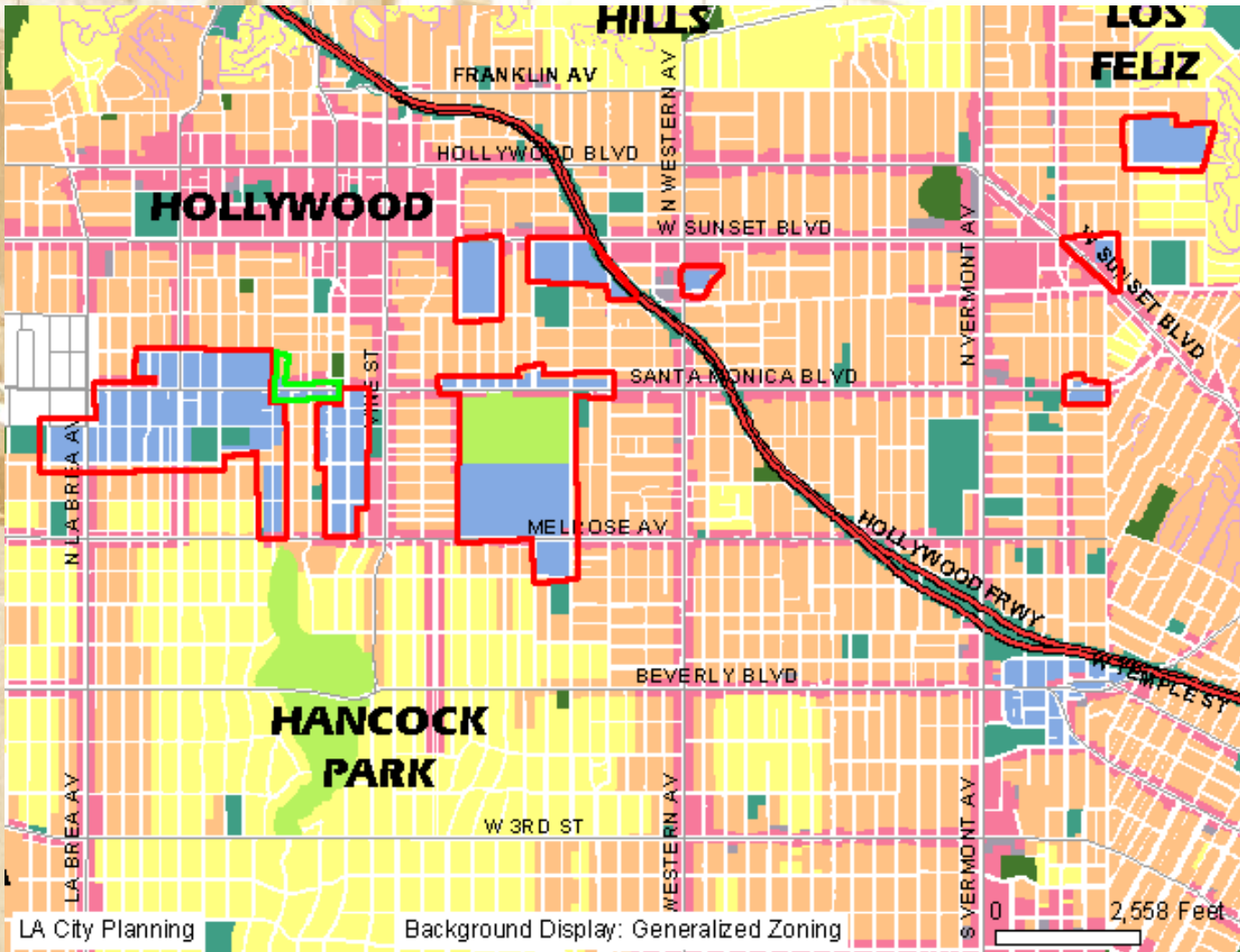
- Industrial land also provides for “industrial services”
 - many services needed by the community “fit best” in industrial zones, e.g.,
 - Auto repair
 - Kennels and animal hospitals
 - Public storage
 - Lumberyards and nurseries

Factors to Consider

- In Hollywood especially, demand for studio and entertainment-related uses
- There is a benefit to an industrial or entertainment “district” – supports interdependent relationships

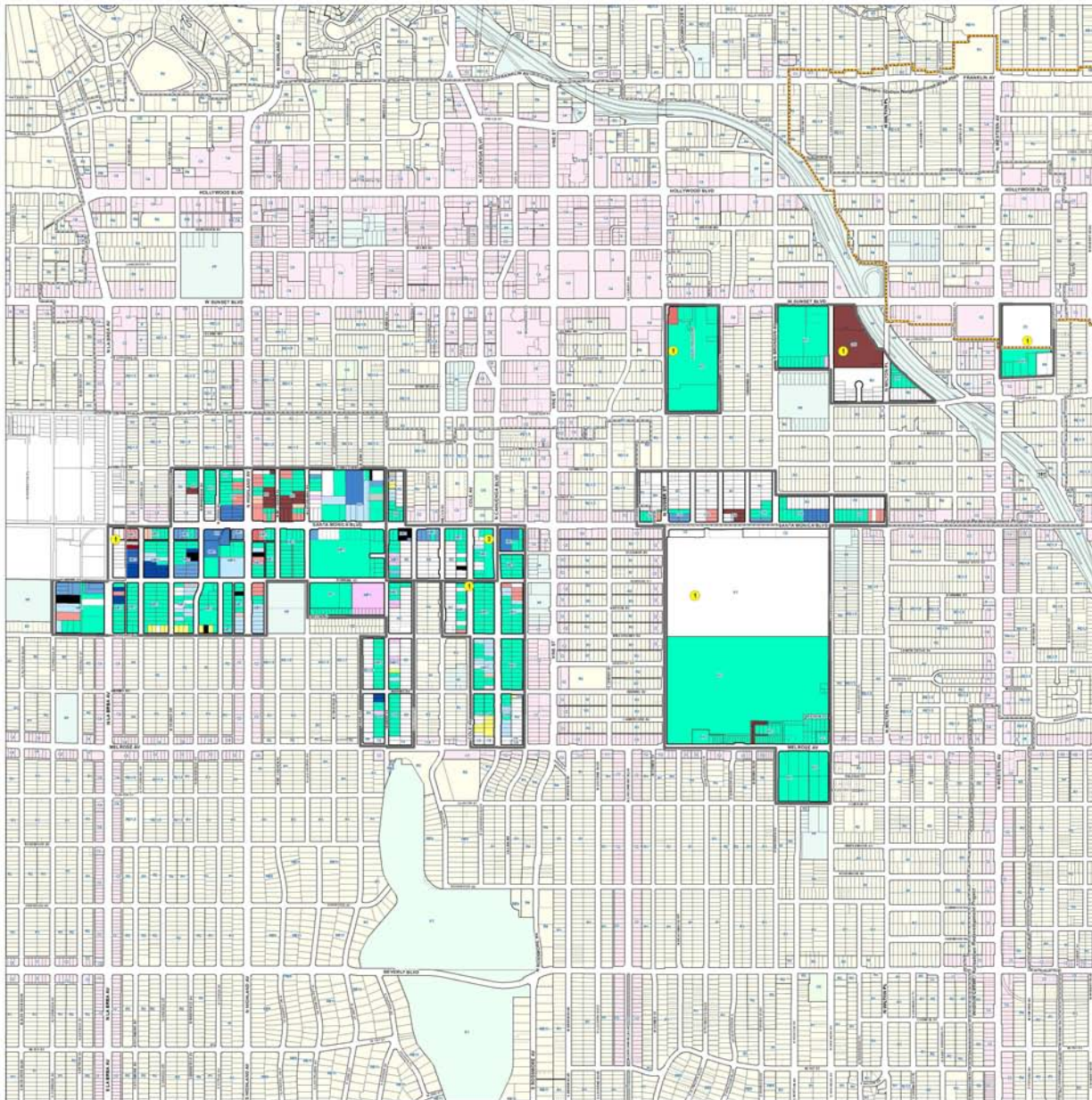
Survey Process

Zoning map



Survey Process

- Field survey of industrial zones by foot to record:
 - Existing uses/businesses
 - Condition of structures
 - Surrounding uses and neighborhoods



Hollywood

Industrial Land Use Survey

Map 1

Hollywood Study Sub Areas

□ Hollywood Study Sub Areas

Hollywood Survey Indicators

Commercial

- 1. Retail - Regional scale
- 2. Retail - Community scale
- 3. Restaurant / Bar
- 4. Grocery / Liquor / Convenience
- 5. Commercial / Service / Other
- 6. Adult

Industrial

- 8. Light Industry
- 7. Research / Intellectual / Industry
- 10. Auto
- 12. Storage (self)
- 13. Storage (warehouse)
- 11. Heavy Industrial and Manufacturing
- 9. Entertainment / Production

Infrastructure

- 14. Institutional
- 16. Parking
- 20. Associated Parking
- 15. Residential
- 21. Railroad
- 22. Bridges / Streets / other ROWs

Misc.

- 18. Other
- 19. Unknown
- 17. Vacant

Generalized Zoning

- Single Family, Agriculture
- Residential
- RAS
- Parking
- Commercial
- Industrial
- Misc
- OS
- PF

CRA Project Areas

□ CRA Project Areas

City Planning Special Districts

□ City Planning Special Districts

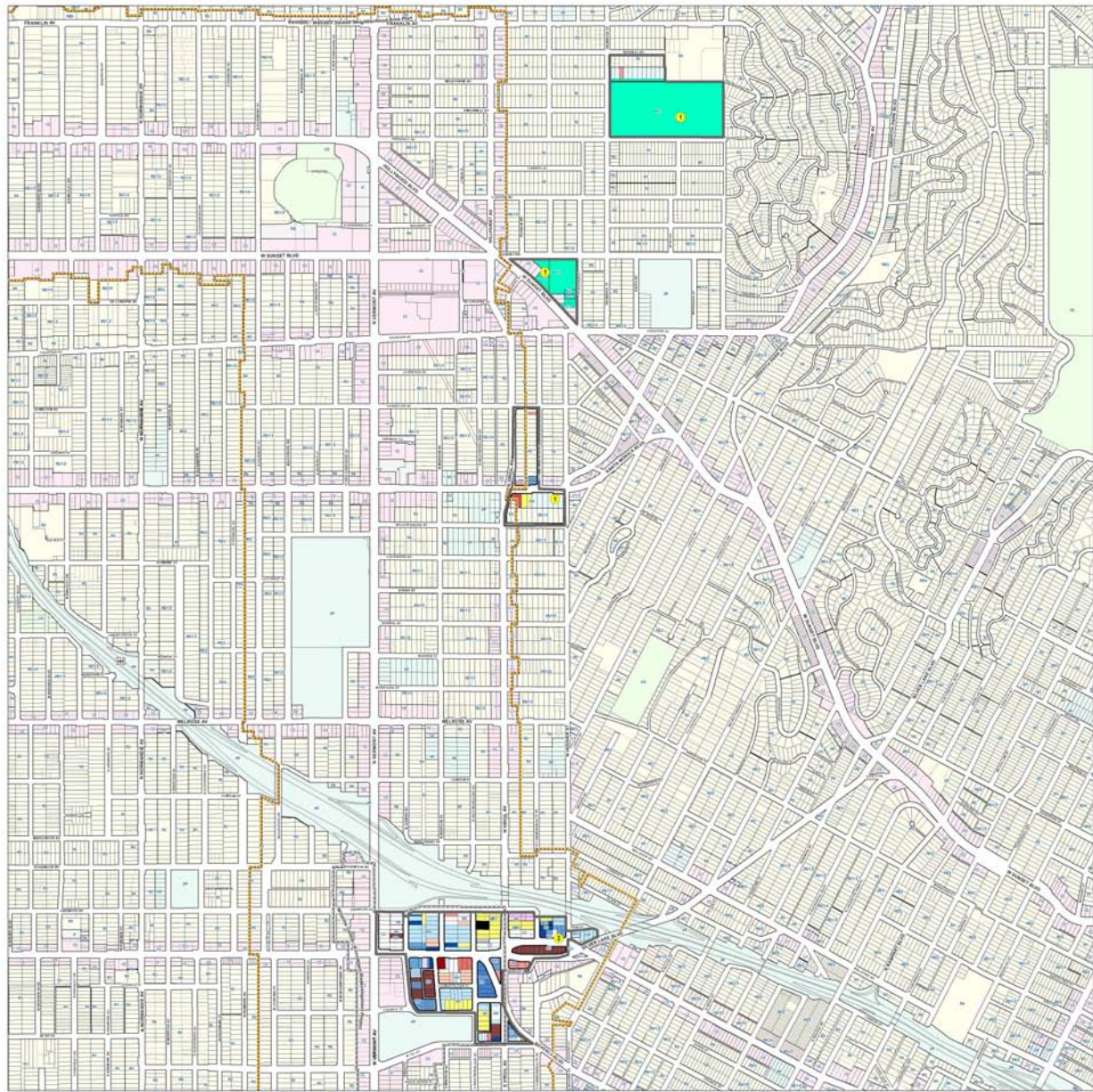
City Boundary (PLN)



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5/5/2008 Map 1



Hollywood

Industrial Land Use Survey

Map 2

Hollywood Study Sub Areas

□ Hollywood Study Sub Areas

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Prepared by the Department of City Planning
 Systems & GIS Division May 2008



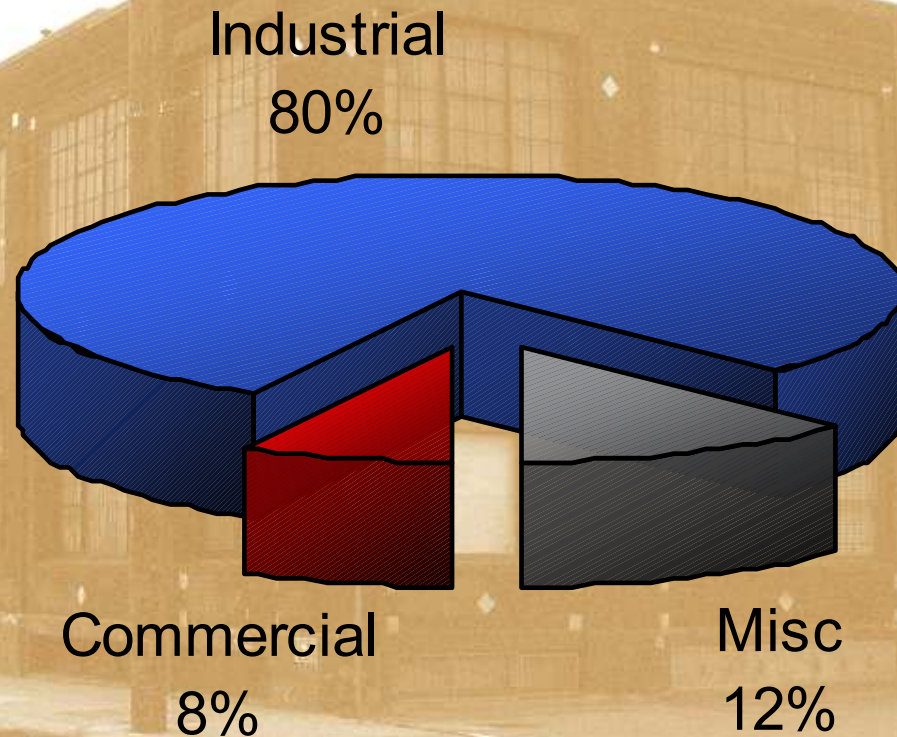
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 of the City of Hollywood



5/31/2008 H040101Map2

What we Found in Hollywood

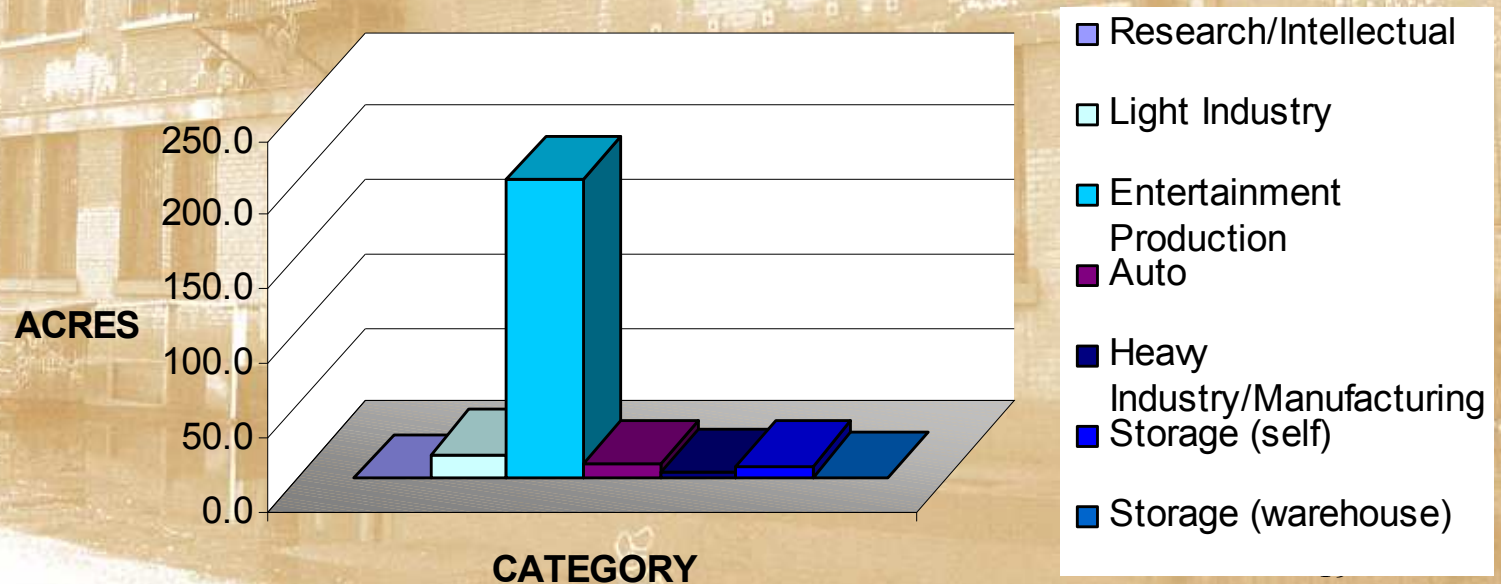
- 80% of uses are Industrial



What we found in Hollywood

- 202 acres- Studios, post production, prop houses, digital imaging and film processing
- 16 acres- light industrial
- 10 acres- auto related
- 8.6 acres- self storage

Industrial Acres by Use



Preliminary Staff Recommendations

- Staff analyzed data and maps to develop the following recommendations:

Industrial Survey: Hollywood — Map 1



Hollywood Area
Industrial Land Use Survey
 Preliminary Staff Recommendations 3-29-06

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Industrial Survey: Hollywood — Map 2

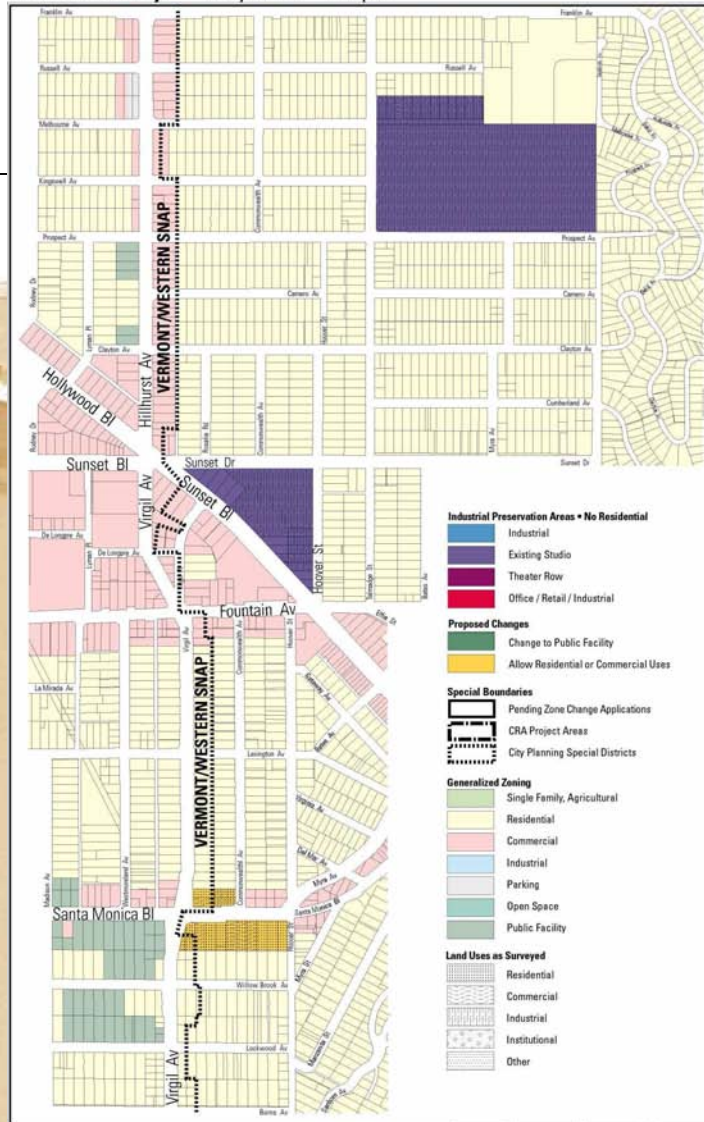


<p>Industrial Preservation Areas - No Residential</p> <ul style="list-style-type: none"> Industrial Existing Studio Theater Row Office / Retail / Industrial <p>Proposed Changes</p> <ul style="list-style-type: none"> Change to Public Facility Allow Residential or Commercial Uses 	<p>Generalized Zoning</p> <ul style="list-style-type: none"> Single Family, Agricultural Residential Commercial Industrial Parking Open Space Public Facility 	<p>Land Uses as Surveyed</p> <ul style="list-style-type: none"> Residential Commercial Industrial Institutional Other 	<p>Special Boundaries</p> <ul style="list-style-type: none"> Pending Zone Change Applications CRA Project Areas City Planning Special Districts
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**Hollywood Area
Industrial Land Use Survey
Preliminary Staff Recommendations 3-29-06**

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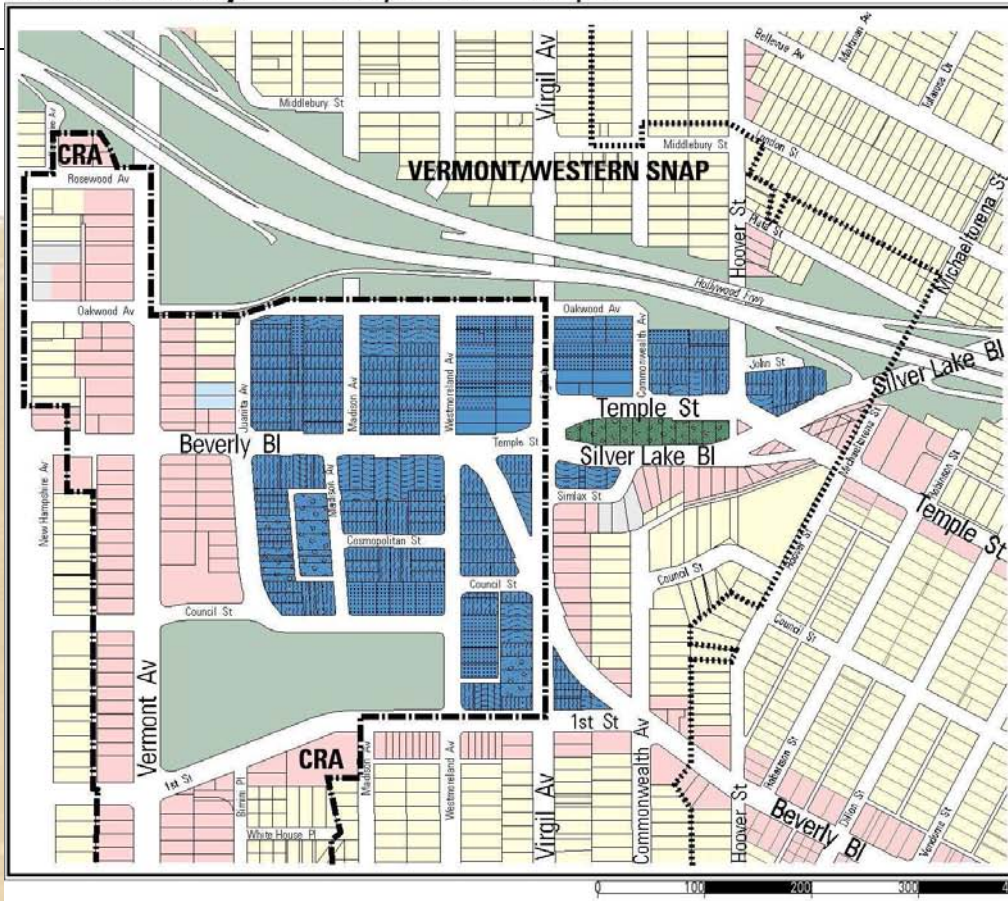
Industrial Survey: Hollywood — Map 3



Hollywood Area
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Industrial Survey: Hollywood — Map 4



Industrial Preservation Areas • No Residential

- Industrial
- Existing Studio
- Theater Row
- Office / Retail / Industrial

Proposed Changes

- Change to Public Facility
- Allow Residential or Commercial Uses

Generalized Zoning

- Single Family, Agricultural
- Residential
- Commercial
- Industrial
- Parking
- Open Space
- Public Facility

Land Uses as Surveyed

- Residential
- Commercial
- Industrial
- Institutional
- Other

Special Boundaries

- Pending Zone Change Applications
- CRA Project Areas
- City Planning Special Districts



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Unique Opportunity

- Current Community Planning update process is well underway
- Offer policy recommendations that can be implemented as part of the CPU update

Next Steps

- Invite public comment tonight
- Allow additional comment through end of June
- Review input and revise as necessary
- Prepare recommendations to decision makers
- Public Hearing in Fall 2006



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Questions?