

HOLLYWOOD Community Plan

December 13, 1988

TABLE OF CONTENTS

A. PURPOSES

USE OF THE PLAN
OBJECTIVES OF THE PLAN

B. POLICIES

LAND USE
Commerce
Housing
Industry

CIRCULATION

SERVICE SYSTEMS
Recreation and Parks
Fire Protection
Public Schools
Library
Other Public Facilities
Social Services

C. PROGRAMS

PUBLIC IMPROVEMENTS
PRIVATE PARTICIPATION
HOLLYWOOD REDEVELOPMENT PLAN
SPECIFIC PLAN STUDIES

HOLLYWOOD PLAN

PURPOSES

USE OF THE PLAN

The purpose of the Hollywood Community Plan is to provide an official guide to the future development of the Community for the use of the City Council, the Mayor, the City Planning Commission; other concerned government agencies, residents, property owners, and business people of the Community; and private organizations concerned with planning and civic betterment. For the Council, the Mayor and the Planning Commission, the Plan provides a reference to be used in connection with their actions on various city development matters as required by law.

The Plan is intended to promote an arrangement of land use, circulation, and services which will encourage and contribute to the economic, social and physical health, safety, welfare, and convenience of the Community, within the larger framework of the City; guide the development, betterment, and change of the Community to meet existing and anticipated needs and conditions; balance growth and stability; reflect economic potentials and limits, land development and other trends; and protect investment to the extent reasonable and feasible.

This Plan proposes approximate locations and dimensions for land use. Development may vary slightly from the Plan provided the total acreage of each type of land use, the land use intensities, and the physical relationships among the various land uses are not altered.

The Plan is not an official zone map and while it is a guide it does not imply any implicit right to a particular zone or to the land uses permitted therein. Changes of zone are considered under a specific procedure established under the Los Angeles City Charter and the Los Angeles Municipal Code, subject to various requirements set forth therein.

The Plan is subject to revision within five years, to reflect changes in circumstances.

OBJECTIVES OF THE PLAN

1. To coordinate the development of Hollywood with that of other parts of the City of Los Angeles and the metropolitan area.

To further the development of Hollywood as a major center of population, employment, retail services, and entertainment; and to perpetuate its image as the international center of the motion picture industry.

2. To designate lands at appropriate locations for the various private uses and public facilities in the quantities and at densities required to accommodate population and activities projected to the year 2010.

3. To make provision for the housing required to satisfy the varying needs and desires of all economic segments of the Community, maximizing the opportunity for individual choice.

To encourage the preservation and enhancement of the varied and distinctive residential character of the Community, and to protect lower density housing from the scattered intrusion of apartments.

In hillside residential areas to:

- a. Minimize grading so as to retain the natural terrain and ecological balance.
 - b. Provide a standard of land use intensity and population density which will be compatible with street capacity, public service facilities and utilities, and topography and in coordination with development in the remainder of the City.
4. To promote economic well being and public convenience through:
 - a. Allocating and distributing commercial lands for retail, service, and office facilities in quantities and patterns based on accepted planning principles and standards.
 - b. Designating land for industrial development that can be so used without detriment to adjacent uses of other types, and imposing restrictions on the types and intensities of industrial uses as are necessary to this purpose.
 - c. Encouraging the revitalization of the motion picture industry.
 - d. Recognizing the existing concentration of medical facilities in East Hollywood as a center serving the medical needs of Los Angeles.
 5. To provide a basis for the location and programming of public services and utilities and to coordinate the phasing of public facilities with private development. To encourage open space and parks in both local neighborhoods and in high density areas.
 6. To make provision for a circulation system coordinated with land uses and densities and adequate to accommodate traffic; and to encourage the expansion and improvement of public transportation service.
 7. To encourage the preservation of open space consistent with property rights when privately owned and to promote the preservation of views, natural character and topography of mountainous parts of the Community for the enjoyment of both local residents and persons throughout the Los Angeles region.

POLICIES

The Hollywood Community Plan has been designed to accommodate the anticipated growth in population and employment of the Community to the year 2010. The Plan does not seek to promote nor to hinder growth; rather it accepts the likelihood that growth will take place and must be provided for.

The Plan encourages the preservation of lower density residential areas, and the conservation of open space lands.

Much of the Hollywood Community is hillside and mountainous terrain, and as much of the remaining undeveloped land as feasible is to be preserved for open space and recreational uses. It is also the City's policy that the Hollywood Community Plan incorporate the sites designated on the Cultural and Historic Monuments Element of the General Plan; furthermore, the Hollywood Plan encourages the addition of suitable sites thereto.

LAND USE

COMMERCE

Standards and Criteria

The commercial lands (including associated parking) designated by this Plan to serve residential areas are adequate in quantity to meet the needs of the projected population to the year 2010, as computed by the following standards:

1. 0.6 acres per 1,000 residents for commercial uses for neighborhood or convenience-type commercial areas;
2. 0.2 acres per 1,000 residents for commercial uses for community shopping and business districts, including service uses and specialized commercial uses.

Parking areas should be located between commercial and residential uses on the commercially-zoned properties where appropriate to provide a buffer, and shall be separated from residential uses by means of at least a solid masonry wall and landscaped setback.

Features

The Plan provides approximately 1,139 acres of commercial and related parking uses.

The focal point of the Community is the Hollywood Center, located generally on both sides of Hollywood and Sunset Boulevards between La Brea and Gower Street. The Hollywood Center is included in the Hollywood Redevelopment Project area as adopted in May 1986. This center area shall function 1) as the commercial center for Hollywood and surrounding communities and 2) as an

entertainment center for the entire region. Future development should be compatible with existing commercial development, surrounding residential neighborhoods, and the transportation and circulation system. Developments combining residential and commercial uses are especially encouraged in this Center area.

The Plan recognizes the concentration of medical facilities in the vicinity of the Sunset Boulevard/Vermont Avenue intersection; it is identified as the East Hollywood Center Study Area. Within an adjacent to this center should be housing for employees as well as retail establishments serving the medical complex personnel and clients. While a commercial development intensity of up to 3:1 FAR is envisioned, the Community Commercial designation should not be expanded beyond the current sites until the Metro Rail system or some other high capacity transportation facility is operational.

Strategically distributed throughout the Community would be neighborhood shopping areas, emphasizing convenience retail stores and services. The Plan encourages the retention of neighborhood convenience clusters offering retail and service establishments oriented to pedestrians.

HOUSING

Standards and Criteria

The intensity of residential land use in this Plan and the density of the population which can be accommodated thereon, shall be limited in accordance with the following criteria:

1. The adequacy of the existing and assured circulation and public transportation systems within the area;
2. The availability of sewers, drainage facilities, fire protection services and facilities, and other public utilities;
3. The steepness of the topography of the various parts of the area, and the suitability of the geology of the area for development.

To the extent feasible, the "cluster concept" is the preferred method to be utilized for new residential development in hillside areas in order to use the natural terrain to best advantage and minimize the amount of grading required. However, development by conventional subdivision shall not be precluded. The "cluster concept" is defined as the grouping of residential structures on the more level parts of the terrain while retaining a large area (75 to 80 percent) in its natural state or in a park-like setting. Density patterns indicated on the Plan Map may be adjusted to facilitate cluster developments, provided that the total number of dwelling units indicated in any development is not increased from that depicted on the Plan Map.

New apartments should be soundproofed and should be provided with adequate usable open space at a minimum ratio of 100 square feet per dwelling unit excluding parking areas, driveways and the required front yard setback.

Features

Apartments in high-density areas provide housing for about 37,430 persons. Medium and low-medium density apartment and townhouse areas provide for about 127,105 persons. The low-density residential character of many parts of Hollywood should be preserved, and lower density (Low Medium I or more restrictive) residential neighborhoods should be protected from encroachment by other types of uses, including surface parking. It is the intent of this Plan that all natural slopes generally in excess of 15% be limited to the minimum density range. Transitional building heights should be imposed, especially in the Medium density housing designated areas where this designation is immediately adjacent to properties designated Low Medium I or more restrictive.

The Plan encourages the preservation and enhancement of well defined residential neighborhoods in Hollywood through (1) application of Historic Preservation Overlay Zones where appropriate, and/or (2) preparation of neighborhood preservation plans which further refine and tailor development standards to neighborhood character.

The Plan encourages the rehabilitation and/or rebuilding of deteriorated single-family areas for the same use. Single-family housing should be made available to all persons regardless of social, economic, and ethnic background.

Additional low and moderate-income housing is needed in all parts of this Community. Density bonuses for provision of such housing through Government Code 65915 may be granted in the Low-Medium I or less restrictive residential categories.

The proposed residential density categories and their capacities are:

Residential Density	Dwelling Units per Gross Acre*	Persons per Gross Acre	Gross Acres	& of Resd. Land	Pop. Capacity	Pop. Capacity
Minimum	.5 to 1	3	945	11.6	2,835	1.2
Very Low II	2+ to 3	9	1,667	20.5	15,000	6.4
Low I	3+ to 5	12.5	410	5.0	5,125	2.2
Low II	5+ to 7	18.5	2,373	29.2	43,900	19.0
Low Med I	7+ to 12	26	439	5.4	11,415	5.0
Low Med II	12+ to 24	40	959	11.9	38,360	16.6
Medium	24+ to 40	74	1,045	12.8	77,330	33.4
High-Med	40+ to 60	95	122	1.5	11,590	5.0
High	60+ to 80	152	170	2.1	25,840	11.2
Totals			8,130	100.0	231,395	100.0

* "Gross Acre" includes one-half of abutting streets.

The 2010 population of Hollywood is projected to be approximately 219,000 persons, an increase of 38,000 over the 1980 population.

The Plan capacity is 5.7% in excess of the projected population figure for the year 2010.

INDUSTRY

Standards and Criteria

Industrial lands are located on a citywide basis without regard to the boundaries of individual communities or districts, under the general principle that such employment should be available within a reasonable commuting distance from residential locations. On-street parking should be discouraged in industrial areas.

If industrial expansion is permitted into residential areas, it should be conducted according to a planned development program to avoid a mixture of uses. Industrial lands are intended to be limited and restricted to types of uses which will avoid nuisance to other uses on adjacent lands.

Features

The Plan designates approximately 335 acres of land for industrial uses. A large proportion should be encouraged to be occupied by the types of industry which are indigenous to Hollywood-motion picture and television production, radio studios, sound and recording studios, film processing studios, and motion picture equipment manufacturing and distribution. The Plan proposes more intensive utilization of existing industrial sites and encourages the vacation of appropriate local streets and alleys in industrial areas for purposes of lot assemblage. The Plan recognizes the need to review and revise the Zoning Code relative to the classification of many entertainment industry uses.

To preserve this valuable land resource from the intrusion of other uses, and to ensure its development with high quality industrial uses in keeping with the urban residential character of the community, the Plan proposes classifying industrial land in restricted zoning categories, such as the MR zones, wherever possible.

CIRCULATION

Major transportation corridors serving other parts of the Los Angeles metropolitan area cross the Hollywood Community and thus the highways and streets of the community must accommodate traffic generated both within and without the community. To accommodate the transportation needs of the Community, the circulation system proposed in the Plan must be supplemented by a greatly improved public transportation system and/or additional highways and freeways. Unless such additional modes of transportation are provided, acute traffic congestion will be further aggravated in most parts of the community.

Several proposed Metro Rail stations are to be located in Hollywood. If higher intensity development is to be encouraged in the vicinity of these Metro Rail stations,

station area master plans should be prepared.

Standards and Criteria

Highways and local streets shown on this Plan shall be developed in accordance with standards and criteria contained in the Highways and freeways Element of the General Plan and the City's Standard Street Dimensions. Design characteristics which give street identity such as curves, changes in direction and topographical differences, should be emphasized by street trees and planted median strips and by paving. Streets, highways and freeways, when developed, should be designed and improved in harmony with adjacent development and to facilitate driver and passenger orientation.

The full residential, commercial and industrial densities and intensities proposed by the Plan are predicated upon the development of the designated major and secondary highways and freeways. No increase in density shall be effected by zone change or subdivision unless it is determined that the local streets, major and secondary highways, freeways, and public transportation available in the area of the property involved, are adequate to serve the traffic generated. Adequate highway improvements shall be assured prior to the approval of zoning permitting intensification of land use in order to avoid congestion and assure proper development. The Plan recognizes that within the designated Center Study Areas of Hollywood innovative parking programs should be instituted to accommodate these Centers' parking needs through creation of more available parking capacity and more efficient use of parking facilities.

Features

The Plan incorporates the Highways and Freeways Element of the Los Angeles General Plan. Collector streets are shown to assist traffic flow toward major and secondary highways. A transportation improvement and management plan is needed to create an integrated program of transportation mitigation measures such as traffic flow management, demand management programs, street widening, public transit, and private transit. The transportation program described in Section 518.1 of the Hollywood Redevelopment Plan is a component of this Community Plan-wide program.

SERVICE SYSTEMS

The public facilities (such as schools, libraries, etc.) shown on this Plan are to be developed in accordance with the standards for need, site area, design, and general location expressed in the Service-Systems Element of the General Plan. (See individual facility plans for specific standards.) Such development shall be sequenced and timed to provide a workable, efficient, and adequate balance between land use and service facilities at all times. The Plan recommends that a study be undertaken to develop revised standards and facility requirements

appropriate to a highly developed urban community including the provision of additional small parks.

The full residential, commercial, and industrial densities and intensities proposed by the Plan are predicated upon the provision of adequate public service facilities, with reference to the standards contained in the General Plan. No increase in density shall be effected by zone change or subdivision unless it is determined that such facilities are adequate to serve the proposed development. In mountain areas no tentative subdivision map shall be approved until reviewed and approved by the Fire Department.

RECREATION AND PARKS

Policies

It is the City's policy:

1. That the desires of the local residents be considered in the planning of recreational facilities.
2. That recreational facilities, programs and procedures be tailored to the social, economic and cultural characteristics of individual neighborhoods and that these programs and procedures be continually monitored.
3. That existing recreational sites and facilities be upgraded through site improvements, rehabilitation and reuse of sound structures, and replacement of obsolete structures, as funds become available.
4. That, in the absence of public land, and where feasible, intensified use of existing facilities and joint use of other public facilities for recreational purposes be encouraged.
5. That the expansion of existing recreational sites and the acquisition of new sites be planned so as to minimize the displacement of housing and the relocation of residents.

FIRE PROTECTION

Policies

It is the City's policy:

1. That the various components of the fire protection/emergency medical services system be continually evaluated and updated by the Fire Department in coordination with other City departments, as fire protection techniques, apparatus, needs and land use patterns change.
2. That the expansion of existing fire stations and the acquisition of new sites be planned and designed to minimize the displacement of housing and relocation of residents.

3. That public education activities concerning the elimination of fire hazards, methods of fire protection and emergency medical service be encouraged.
4. That the existing paramedic program be continually evaluated, updated and improved.
5. That the City intensify its program of fire protection through weed abatement.

PUBLIC SCHOOLS

Policies

It is the City's policy:

1. That the Los Angeles Unified School District's standards and criteria for student travel distance, minimum school size and optimum pupil enrollment be tailored to specific Hollywood area characteristics of land use, street circulation, topography, population densities, number of school age children and availability of vacant land.
2. That the Los Angeles Unified School District be requested to tailor improvements in educational programming, curricula and staffing to the specific social, economic and cultural characteristics of the Community's residents .
3. That all school facilities in the Hollywood Community be constantly reviewed, analyzed and upgraded, in view of the fact that the District contains some of the oldest schools in the City.
4. That due to an absence of vacant land, an after-hours, multi-use concept of school facilities, together with a joint-use concept of other public facilities, be encouraged and promoted.
5. That the expansion of school sites be planned so as to minimize displacement of residents and that, where possible, alternative architectural concepts be developed.
6. That the expansion of school facilities be accommodated on a priority basis and consider the following: existing school size, age of main buildings, current and projected enrollment and projected land uses and population.
7. That the location of new school facilities be based on population densities, number of school age children, projected population, circulation, and existing and future land uses.
8. That all school facilities adjacent to freeways be buffered against visual, noise and air pollution impacts.
9. That educational opportunities for adults be expanded in the community.

LIBRARY

Policies

It is the City's policy:

1. That library facilities, procedures, programs and resources be continually evaluated and tailored to the social, economic and cultural needs of local residents.
2. That, where feasible, bookmobile service to isolated residents be encouraged as a complimentary service of community branch libraries.
3. That the expansion of existing library facilities and the acquisition of new sites be planned and designed to minimize the displacement of housing and relocation of residents.

OTHER PUBLIC FACILITIES

Policies

It is the City's policy:

1. That, where feasible, new power lines be placed underground and that the undergrounding of existing lines be continued and expanded.
2. That new equipment for public facilities be energy efficient.
3. That solar access to adjacent properties be recognized and protected in the construction of public facilities.

SOCIAL SERVICES

Policies

It is the City's policy:

1. That all public and private agencies responsible for the delivery of social services be encouraged to continually evaluate and modify programs as needs change and funds become available.
2. That publicly funded agencies strive to achieve and maintain a high level of awareness and understanding to the ethnic and cultural diversity of the community.

PROGRAMS

These programs establish a framework for guiding development of the Hollywood Community in accordance with the objectives of the Plan . In general, they indicate those public and private actions which should take place during the initial ten years following revision of the Plan. The described actions will require the use of a variety of implementation methods.

PUBLIC IMPROVEMENTS

1. CIRCULATION

To facilitate local traffic circulation, relieve congestion, and provide mobility for all citizens, the following are recommended:

- a. Continued development of the freeway, highway, and street system in conformance with existing and future adopted programs. This should include participation of the City in a regional study focusing on Route 2 capacity increases.
- b. Continued planning of and improvements to the public transportation system for the community, including people-mover systems in high intensity areas as well as the proposed Metro Rail System.
- c. Preparation of a Hollywood Transportation Plan in ordinance form which creates an integrated program of transportation mitigation measures.
- d. Improvement of the Highland/Franklin intersections, including jog elimination either through realignment of Franklin Avenue or through grade separation.
- e. Improvement of Fountain Avenue as an east-west arterial, including jog elimination in the vicinity of Le Conte Junior High School.
- f. Improvement of the Hollywood Boulevard/La Brea Avenue intersection, including jog elimination.
- g. Improvement of the Los Feliz Boulevard/ Western Avenue intersection, including realignment of the curve.
- h. Improvement of Martel Avenue/Vista Street as a north-south arterial, including jog elimination north of Waring Avenue.

2. RECREATION, PARKS AND OPEN SPACE

The City should encourage continuing efforts by County, State, and Federal agencies to acquire vacant lands for publicly owned open space. The Plan encourages creation of the Los Angeles River Greenbelt corridor which would be integrated with existing and proposed parks, bicycle paths, equestrian trails, and scenic routes.

3. OTHER PUBLIC FACILITIES

The development of other public facilities such as fire stations, libraries, and schools should be sequenced and timed to provide a balance between land use and public services at all times. New power lines should be placed underground, and a program for the undergrounding of existing lines should be developed.

PRIVATE PARTICIPATION

Citizen groups are encouraged to undertake private actions for community improvements such as:

1. Initiation by property owners and merchants of programs to increase off-street parking facilities serving adjacent shopping areas.
2. Promoting street tree planting programs in commercial areas as well as residential areas.
3. Sponsoring clean-up and beautification programs to improve the general environment.

HOLLYWOOD REDEVELOPMENT PLAN

A Redevelopment Plan has been adopted by City Council (May 1986) for the area outlined in Map A. The purpose of the Redevelopment Plan is to implement the Community Plan's goals for the revitalization of the Hollywood Center. In order to accomplish these goals the Redevelopment Plan includes several tools, some of which ensure that standards established by the Community Redevelopment Agency (CRA) are carried out.

URBAN DESIGN DISTRICTS

The Hollywood Redevelopment Plan includes three special urban design districts also outlined in Map A. These are (1) the Hollywood Boulevard District (2) the Hollywood Core Transition District and (3) the Franklin Avenue Design District. Objectives defined in these urban design programs shall guide and regulate development for those areas.

REGIONAL CENTER COMMERCIAL DEVELOPMENT

The Redevelopment Plan limits development within the Regional Center Commercial designation to the equivalent of an average floor area ratio (FAR) of 4.5:1 for the entire area so designated. Proposed development in excess of 4.5:1 FAR up to 6:1 FAR may be permitted provided that certain objectives set forth in the Redevelopment Plan subsection 506.2.3 are met. In order to provide incentives for historic and cultural preservation, the unused density from significant structures may be transferred to other development sites.

HOUSING INCENTIVE UNITS

In order to promote revitalization and improvement of residential properties and neighborhoods, the CRA Board may authorize new housing to be developed with more dwelling units per acre than otherwise permitted in the Redevelopment Plan (up to 30% more dwelling units than permitted by that plan) in order to achieve the objectives set forth in Section 505.3 of the Redevelopment Plan. In no

event may such authorization, in and of itself, exceed the maximum number of dwelling units permitted by Zoning.

In general, the Redevelopment Plan establishes a framework for implementing community revitalization activities. All development, including the construction of new buildings and the remodeling and expansion of existing buildings, must conform to the Redevelopment Plan. All building permits must be submitted to and approved by the CRA for development within the Redevelopment Project area.

SPECIFIC PLAN STUDIES

Specific Plan studies are suggested in the following areas:

- East Hollywood Center Study Area/Metro Rail Station area: focusing on the Medical Centers, providing for off-street parking, pedestrian walkways, landscaping, site planning, and mixed use development.
- Industrial Districts: emphasizing the retention and development of the entertainment industry, and including street widening, street improvement and parking, and clustering of complementary uses/services.
- Neighborhood preservation plans: to maintain and enhance the quality of development in, and reinforce the definition of, individual residential neighborhoods.
- Metro Rail Station areas: if development intensities greater than those depicted in this Plan are to be encouraged, station area master plans should be prepared.