

SURVEY AREA REPORT: HOLLYWOOD



Figure 1: Survey Area Map

The Hollywood survey area (Figure 1) is comprised of several non-contiguous areas located within the Hollywood and Wilshire Community Plan areas, and portions are also within the Vermont/Western Transit Oriented District Specific Plan area. Additionally, there are two Community Redevelopment Agency project areas within the survey area: Hollywood Redevelopment Project, and Wilshire Center/Koreatown.

The survey area is comprised of approximately 300 acres of light industrially zoned land and is surrounded by commercial corridors and residential land uses. Three sub areas with non-contiguous portions have been selected and grouped (see Figure 1) to represent the varying existing uses and conditions located in the survey area.

Sub Area	Industrial Use / Zoned Acreage	Comments
Hollywood SA1	224/262 acres	Entertainment related uses occupy nearly 75% of all parcels in this sub area.
Hollywood SA2	10/28 acres	Industrial, commercial and institutional uses coexist.
Hollywood SA3	7/10 acres	Performing arts and commercial uses make up majority of uses.



Figure 2: Truck traffic on Willoughby Street in SA1.

OBSERVATIONS

Eighty percent of the industrially zoned land in the Hollywood Survey Area is used for industrial purposes. Other primary uses include commercial/retail uses. In addition to the Hollywood Freeway, the survey area is served via Santa Monica and Sunset Boulevards and a vast network of collector streets. Low to medium density residential uses, and commercial uses are found surrounding and within the survey area. There are few vacant or undeveloped parcels within the survey area, and the overall condition of structures and improvements is good.



Figure 3: Pedestrian-friendly amenities accompany residential and industrial uses in SA1.

SA1: The majority of the area surveyed is included in SA1 sub areas. Primary uses in SA1 are light industrial uses that support entertainment production, such as studios, prop storage, and post-production services. Santa Monica and Sunset Boulevards are major commercial corridors and contribute to a high level of commercial activity. Residentially zoned blocks, occupied with low-density residential units, surround SA1. The sub area also includes two schools, one public and one private. Though the overall conditions of the structures are good, many roads are in poor condition due to heavy truck traffic on narrow streets. Narrow streets, such as Willoughby (to the



Figure 4: In SA1, Entertainment production facilities such as these are adjacent to residential uses.



Figure 5: Low (A) and medium-density residential (B) units on Seward (SA1) illustrate the varying nature of the residential uses within (A) and abutting (B) the SA1.



Figure 6: Polleria, a fresh poultry shop on N. Virgil Ave. in SA2.

south) and Lexington (to the north) separate the industrial uses in SA1 from residentially zoned parcels.

SA2: Designated as “Industrial/Commercial” land in the Vermont/Western Transit Oriented District, this sub area contains a variety of light to heavy industrial uses as well commercial, institutional and residential uses. Surrounded by residential and transit-oriented commercial development, SA2 has wide streets, small blocks and narrow/irregular parcels. Industrial uses include a mortuary, auto-related, veterinary, pest control, adult uses, and a “polleria” (Figure 6), among others. Additionally, this sub area is home to a charter school and an LAUSD school expansion, as well as PATH, a homeless services center.

SA3: This sub area, comprised of five blocks on Santa Monica Blvd. spanning from Seward St. to Lillian Way, is distinguished by a prevalence of live theatres, acting schools, and other entertainment related uses and abuts commercial uses immediately north on Santa Monica Blvd. Low-density residential units comprise the residential uses surrounding SA3.

ISSUES

The Hollywood survey area is comprised of numerous parcels and blocks dispersed throughout the Hollywood and Wilshire Community Plan areas. The area is surrounded by a significant amount of commercial and residential development with multiple transit options. Its major industrial use -entertainment production and related industries- has been identified by the City of Los Angeles as an important growth industry.

SA1: The concentration of entertainment-related light industrial uses is compatible with the General Plan and zoning designations for this area. This sub area offers limited options for heavy industrial uses, due to its proximity to residential areas and commercial corridors. The light industrial uses in SA1 do not appear to be incompatible with the existing residentially zoned areas that surround the sub area (Figure 5). While there is some noise associated with large trucks on the narrow streets, the impact does not seem to affect neighboring residential areas. The cemetery to the east of this area is a tourist attraction and offers several popular community entertainment events.

SA2: Small and irregular parcel configurations and the presence of two school sites and housing (Figure 8) limit the potential for continued or expanded industrial use in the sub area. Land use regulations protecting areas adjacent to schools may threaten the operation of light and heavy industrial uses. Existing uses do not



Figure 7: Banners along "Theatre Row" distinguish the identity of SA3.



Figure 8: Multi-family housing on Westmoreland St. adjacent to an LAUSD expansion site in SA2.

complement one another and create a sense of disorder. The residential, office and service uses on the north end are not compatible with many industrial uses such as automotive repair.

SA3: The current uses in SA3 are compatible with the theme of Hollywood as an entertainment center, and do not conflict with the adjacent entertainment production and commercial uses, residential areas, or tourism. Despite a lack of pedestrian-friendly sidewalk improvements, the area has been identified as "Theatre Row" (Figure 7). With its proximity to commercially-zoned parcels to the north, live theatres and acting schools on Santa Monica Blvd, a mix of residential uses, and the welcoming neighborhood identification banners, this sub area is equipped with the qualities of a destination point for residents and tourists.

CONCLUSIONS

The General Plan designates a large majority of the industrially zoned parcels in the Hollywood Survey area as light industrial. Two of the three sub areas selected in the Hollywood survey area contain entertainment-related uses that may warrant preservation.

SA1: The current entertainment-related uses represent one of the growing industrial sectors in Los Angeles, and are compatible with surrounding residential and commercial uses. Regulations designed to support the operation of light industrial could be identified to preserve the industrial nature of this sub area.

SA2: The proximity to the 101 Freeway, existing zoning and separation from residential neighborhoods indicate that light to medium industrial uses appear to be appropriate in this sub area. However, regulations could be employed to ensure compatibility with schools and residential uses in the sub area.

SA3: The existing performing art theatres within this sub area support Hollywood as a destination. Existing industrial zoning could be preserved to protect the existing theatres from new development pressure. Commercial uses such as restaurants, cafes, and some retail, could further support this district.