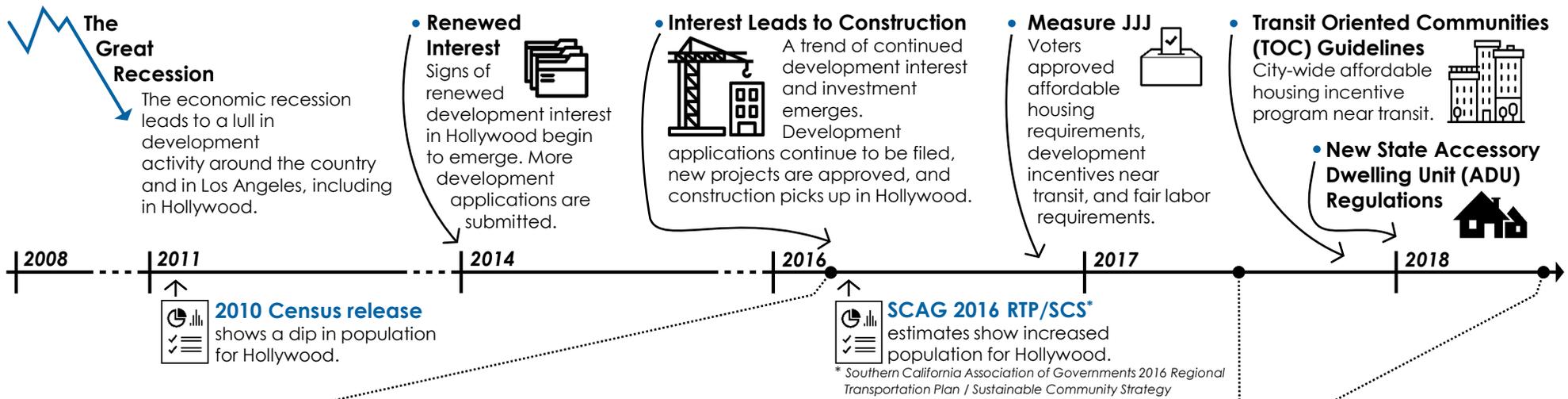


# Hollywood by The Numbers

Over the past few years, the Hollywood Community Plan Update (Proposed Plan) has evolved to incorporate, evaluate, and account for recent demographic changes and development trends.



**April 2016  
Hollywood NOP Released**

Proposed Plan 2040 Numbers	
<b>Housing:</b>	<b>115,000</b>
<b>Population:</b>	<b>233,000</b>
<b>Jobs:</b>	<b>129,000</b>

After the 2008 Great Recession, investment and development activity tapered off. In 2014, signs of future investment in Hollywood began to emerge as applications for development projects started to pick-up. However, when the Notice of Preparation (NOP) for the Environmental Impact Report (EIR) was being prepared, most of these potential projects had yet to show signs of actually being built – the strength of the upcoming development boom in Hollywood was not yet apparent. Furthermore, the 2010 Census results showed a dip in population and recent construction activity was sporadic.

Therefore, the 2040 numbers in the Hollywood NOP take into consideration the 2010 Census numbers and the potential development occurring in the years after. Based on the information available then, a conservative scenario of future development in Hollywood was reasonably expected.

**May 2017  
Hollywood Draft Plan Released**

Proposed Plan 2040 Numbers	
<b>Housing:</b>	<b>115,000 – 121,000</b>
<b>Population:</b>	<b>233,000 – 243,000</b>
<b>Jobs:</b>	<b>127,000 – 129,000</b>

By mid 2017, the development interest that was emerging had turned into active construction, visible in central Hollywood near the Metro stations.

In late 2016 voters approved Measure JJJ which included a directive for the City to create a transit oriented development affordable housing incentive program. When the 2017 Draft Community Plan was released, the TOC program was under study and was not factored into the Proposed Plan's 2040 expected housing and population. At public meetings that summer, planning staff shared that TOC would be analyzed in the EIR.

The future 2040 numbers released with the Draft Plan at that time account for stronger development activity by adding an upper range to the development potential expected for housing and population.

**November 2018  
Hollywood Draft EIR Released**

Proposed Plan 2040 Numbers	
<b>Housing:</b>	<b>121,000 – 132,000</b>
<b>Population:</b>	<b>243,000 – 264,000</b>
<b>Jobs:</b>	<b>124,000 – 127,000</b>

In the year prior to the release of the Draft EIR, the City and state approved measures to increase affordable housing and housing production.

The future 2040 numbers analyzed in the EIR account for the additional development incentives offered through the TOC program which was developed in response to voter approved Measure JJJ. Hollywood has five Metro Red Line stations and numerous bus lines, and is considered an area where TOC would be utilized.

The future 2040 numbers also account for the state's new ADU regulations which allow secondary dwelling units or "granny flats" on single family-zoned lots.