Hollywood Community Plan Update

Multi-Family Residential Neighborhoods: Housing Opportunity and Neighborhood Preservation

**LEGEND**
- Metro Rail Station
- Community Plan Area Boundary
- Streets

**Housing Opportunity**
- Locate housing generally near the Regional Center, transit, and major employment areas to promote a better jobs-housing balance.
- Restore and expand R4 density (1 dwelling unit per 400 square feet of lot area).
- Historic properties seeking restored R4 density would require additional approval.

**Neighborhood Preservation**
- Proposed limits to allowable density and/or intensity will reflect existing uses/scale, and allow for better compatibility with the character of the neighborhood, including preservation of historic architecture.
- New height limits or height reductions are proposed.
- The number of allowable units could be reduced.
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Commercial Corridors: Improve Design and Encourage Mixed-Use

Incentivize Mixed-Use
- Incentivize mixed-use with increases in allowable FAR along major commercial corridors near transit to accommodate growth and promote job-housing balance.
- Improve the pedestrian experience with new urban design provisions.
- Increases in allowable FAR for mixed-use development would result in FARs of 3:1 or 2.5:1 depending on the corridor.

Compatible Scale
- Restore FAR to 1.5:1 to accommodate economic growth at a scale compatible with adjacent uses.
- A height limit of 30 feet is proposed along Hyperion Avenue and Rowena Avenue.

Neighborhood Preservation
- Proposed limits to allowable intensity, primarily height, will reflect existing uses/scale, and allow for better compatibility with the character of the neighborhood, including adjacent residential uses.
Opportunities for Employment and Housing

Direct Growth Near Metro Stations:

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• Proposed new height limits would reflect existing uses/scale, and allow for better compatibility with the character of the neighborhood, including preservation of adjacent historic resources and residential uses.
• Height limits proposed as follows: 36 feet for Subareas 4:2B and 4:2C, 60 feet for Subareas 3:2 and 3:4, and 75 feet for Subareas 4:1A and 4:2.

Neighborhood Preservation

• Existing Regional Center areas can accommodate growth and improve the jobs-housing balance with increased FAR. Mixed-use requirements may apply.
• The allowable base FAR would be increased to 3:1 for selected properties. These subareas are the 4:1s, 4:6s, 3:2C, and 2:1A.
• The allowable base FAR would be increased to 4.5:1 for selected properties. These subareas are the 4:3s, 4:4s, and 4:5s.
• Developments seeking FAR beyond the allowable base FAR could include public benefits. (New)
• Historic properties seeking increased FAR need additional review.

Encourage Mixed-Use and Incentivize Affordable Housing

• These opportunity areas are underutilized parcels near transportation infrastructure and would be able to accommodate growth and improve the jobs-housing balance.
• The allowable base FAR would be increased to 3:1 for mixed-use development along Hollywood Boulevard.
• The allowable base FAR would be increased to 4.5:1 for selected parcels along Sunset Boulevard.
• Developments seeking FAR beyond the allowable base FAR could include public benefits. (New)
• Historic properties seeking increased FAR need additional review.

Regional Center Extension and Encourage Mixed-Use and Incentivize Affordable Housing

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• Historic properties seeking increased FAR need additional review.

Legend

Metro Rail Station
Community Plan Area Boundary
Streets
Hollywood Community Plan Update

Preservation and Expansion of Media-Related Jobs

Job Preservation
- Preserve Hollywood's entertainment industry by retaining industrial jobs within a media district.
- Media-related industrial uses include filming, broadcasting production, editing, rental and storage, manufacturing of studio equipment, sound recording, and publishing.
- Residential units will be prohibited, except for accessory caretaker or watchman units.

Employment Opportunity
- Increase employment, primarily in the entertainment and media-related industries.
- Increases in allowable FAR may be permitted in Subareas 40:6 and 41:3 for non-residential uses. Residential units will be prohibited, except for caretaker or watchman units.
- Mixed-use development, including residential, may be permitted in Subareas 17:1, 17:3, 39:3, and 39:4 for projects incorporating at least 0.7:1 FAR of targeted media-related uses.
- Preserve and promote small theaters along Theater Row with new Qualified [Q] Conditions. (New)
Plan Land Use Designation and Zoning Consistency Updates to Reflect Existing Regulations/Uses

Consistency Correction
- Identified locations have residential and commercial uses but the land use designation and/or zoning may be mismatched or do not reflect the existing use.
- Updated corrections would reflect the existing use and maintain neighborhood compatibility.

Public Facilities
- Identified sites are portions of public facilities, primarily schools and libraries.
- Corrections would reflect existing use.
- Affected public facilities: Durant Branch Library, Fremont Branch Library, Hollywood Primary Center, Helen Bernstein High School, Kingsley Elementary School, Lexington Avenue Primary Center, a City fire station, and a City maintenance yard.

Open Space
- Identified sites are parks, community gardens, or portions of parks.
- Corrections would reflect existing use.
- Affected parks: Carlton Way Pocket Park, Yucca Street Mini Park, Selma Park, Sully Rodriguez Park, La Mirada Avenue Park, Lexington Pocket Park, Lemon Grove Recreation Center, and portions of Griffith Park.

Vermont/Western Station Neighborhood Area Plan (SNAP)
- Years later, regulations for the Vermont/Western Station Neighborhood Area Plan, a transit-oriented specific plan, went into effect in 2001.
- The Proposed Plan would update the land use designation and/or zoning of selected areas for consistency and compliance with existing SNAP regulations.
A transportation study has been requested as part of the Plan Update process. One outcome of the study could be a development impact fee program. Such a program could assess fees on new development. These fees could be used as a local, dependable funding source for leveraging federal and state monies. Fees can be adopted with a study or "nexus" of a development impact fee. A fee study is used to establish the nexus between new development and the need for new and expanded transportation improvements.

Please review the list of potential transportation improvements (identified from the Mobility Element and Regional Transportation Plans).

Place a **green dot** next to those improvements you agree with and use a post-it note to identify improvements not on the list that should be considered.

<table>
<thead>
<tr>
<th>Mode</th>
<th>Improvement Type</th>
<th>Description</th>
<th>Dots and Notes</th>
</tr>
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<tbody>
<tr>
<td>Mobility Hub Amenities</td>
<td>Encourage projects located near transit nodes and Mobility Hubs to provide people-oriented amenities such as shade trees, countdown crosswalk signals, bus shelters, bicycle racks or lockers and enhanced or decorated crosswalks.</td>
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<td>Pedestrian Access to Major Transit Stations</td>
<td>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 (i.e. enhanced crosswalks, crossing signals, and accessible ramps).</td>
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<td>Path Network</td>
<td>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.</td>
<td>Class I Bike Path: the Los Angeles River Bike Path</td>
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<tr>
<td>Bicycle Enhanced Network &amp; Bike Lanes</td>
<td>Hollywood Blvd.: Virgil Ave. to La Brea Ave. - Protected Bike Lanes</td>
<td>Melrose Ave: La Cienega Blvd. to Highland Ave. - Protected Bike Lanes</td>
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<td></td>
<td>Vine St.: Franklin Ave. to Melrose Ave. - Protected Bike Lanes</td>
<td>Wilton Pl: Franklin Ave. to Melrose Ave. - Shared Vehicle/Bike Lanes</td>
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<td></td>
<td>Virgil Ave.: Melrose Ave. to Los Feliz Blvd. - Protected Bike Lanes</td>
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<td>Neighborhood Enhanced Network</td>
<td>Amenities and improvements: - bicycle and pedestrian friendly streets - Share the Road bike icons - bicycle friendly drainage grates - directional/wayfinding signage - bicycle signals and/or push buttons - bicycle loop detectors - vehicle speed reduction treatments</td>
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<td>Bikeshare</td>
<td>Provide public bicycle rental in “pods” located throughout the City.</td>
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<tr>
<td>Transit</td>
<td>Los Feliz Blvd.: Vermont Ave. to Riverside Dr. - Dedicated Bus Lane</td>
<td>Hollywood Blvd.: Virgil Ave. to La Brea Ave. - Shared Vehicles/Bus Lane</td>
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<td></td>
<td>Santa Monica Blvd.: Madison Ave. to La Brea Ave. - Dedicated Bus Lane</td>
<td>Fairfax Ave.: Rosewood Ave. to Hollywood Blvd. - Shared Vehicle/Bus Lane</td>
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<td></td>
<td>La Brea Ave.: Rosewood Ave. to Sunset Blvd. - Dedicated Bus Lane</td>
<td>Western Ave.: Melrose Ave. to Hollywood Blvd. - Dedicated Bus Lane</td>
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<td></td>
<td>Vermont Ave.: Melrose Ave. to Hollywood Blvd. - Dedicated Bus Lane</td>
<td>Vermont Ave.: Hollywood Blvd. to Los Feliz Blvd. - Shared Vehicle/Bus Lane</td>
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<td>Congestion Monitoring</td>
<td>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.</td>
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<td>ITS Corridor &amp; Signal Upgrades</td>
<td>Implement signalization improvements to facilitate traffic flow. Install Automated Traffic Surveillance and Control (ATSAC) at all signalized intersections and all intersections along Boulevards and Avenues in Hollywood.</td>
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<td>Intersection Improvements</td>
<td>Identify intersections where congestion related to left turns can be improved, such as intersections along Hollywood Boulevard in East Hollywood, and implement improvements, taking into consideration impacts on pedestrians and bicyclists. Support evaluation and improvement of the complex five-way intersection at Sunset Boulevard, Hollywood Boulevard, Hillhurst Avenue and Virgil Avenue. Study the addition of a second southbound right-turn lane on Highland Avenue at the intersection of Highland Avenue and Franklin Avenue, while maintaining sidewalks with a minimum width of 15 feet. Implement a double left-turn lane, eastbound and westbound, on Sunset Boulevard at Western Avenue.</td>
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<td>Access Improvements</td>
<td>Support the construction of a new multi-lane roadway to extend from the intersection of Barham Boulevard/Forest Lawn Drive through the NBC/Universal site of Coral Drive adjacent to the 101 Freeway. Restripe Cahuenga East south of the 101 Freeway on-ramp near Pilgrim Bridge to provide two lanes on Cahuenga East between the 101 on-ramp and the 101 Barham Boulevard off-ramp and from there, three lanes northbound. Restripe Barham Boulevard to allow three southbound lanes and two eastbound lanes within the existing roadway.</td>
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<td>Vehicle Enhancement Network</td>
<td>Highland Avenue &amp; Sunset Boulevard: Between US 101 Interchanges - ITS Improvements</td>
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<td>Neighborhood Protection Program</td>
<td>Implement Neighborhood Traffic Management Plan, including possible speed humps, medians, directional signs, and other streetscape improvements along canyon routes and associated streets across the Hollywood Hills, as well as neighborhoods generally located between the following streets: - Franklin Avenue and Hollywood Blvd. - Sunset and Hollywood Blvd. - Sunset and Santa Monica Blvd. - Santa Monica Blvd. and Melrose Ave., including blocks south of Melrose Ave. - Franklin Ave. and Mulholland Drive - Highland Ave., La Brea Ave., and Martel Ave. along the Willoughby Corridor</td>
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<td>Strategic Parking Program</td>
<td>Implement a parking program and update parking requirements to reflect mixed-use developments, shared parking opportunities, and parking needs at development adjacent to major transit stations.</td>
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<td>Rideshare Toolkit</td>
<td>The Toolkit would develop an online Transportation Demand Management (TDM) Toolkit with information for transit users, cyclists, and pedestrians as well as ridesharing. It would include incentive programs for employers, schools, and residents. Additionally, it would be specific to City businesses, employees, and visitors and would integrate traveler information. It would also include carpooling/vanpooling and alternative work schedules.</td>
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<td>Transportation Demand Management (TDM) Program</td>
<td>The program would provide start-up costs for Transportation Management Organizations/Associations (TMOs/TMAs). It would also provide guidance and implementations of a TDM program.</td>
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