

Cover: Ornamental sculpture at the Egyptian Theatre, 6708 Hollywood Boulevard.

Hollywood Redevelopment Plan Section 506.2.1 requires that an urban design plan be prepared by the Agency for the Boulevard District. On March 27, 1987 the Agency issued a Request for Proposals for a consultant to assist the Agency in preparing a plan. Upon selection of the consultant, an initial planning process began which included a demographic analysis of the HBD, a market study comparing the HBD to other retail areas in Los Angeles, and development by the consultant of specific recommendations to foster revitalization of the District.

Beginning in the summer of 1987, Agency staff and the consultant group began to provide the community with information generated by the surveys and market analysis and conducted five workshops to establish objectives for the drafting of the urban design plan. In October of 1988, a Draft Hollywood Boulevard District Plan was released for public review and comment. The October 1988 Draft was extensively reviewed by numerous community groups including the Hollywood Planning and Design Review Committee (HWPDR), the Project Area Committee, interested individuals, and public agencies. A formal public hearing on the October 1988 Draft was held on May 3, 1989.

In response to issues raised at the May 3rd public hearing and at the request of the HWPDR and the Council Office, the Agency established a Hollywood Boulevard "Studio" to conduct additional public workshops regarding Plan issues. Thirteen public workshops on a variety of subjects including land use and density, Hollywood Boulevard configuration, urban conservation, open space, built form, Highland Avenue, residential standards, relationship to the Hollywood Transportation Plan, and implementation were subsequently held. The plan was also discussed at regularly scheduled public meetings of the HWPDR as well as at meetings with subgroups of this committee.

A revised Draft Plan was informally circulated on May 30, 1990 for further public input. The revised May 30th Draft was reviewed at three scheduled meetings of the HWPDR. Comments received at these meetings were incorporated into the Draft Hollywood Boulevard District Urban Design Plan, which was issued to the public on September 20, 1990.

Staff distributed over 250 copies of the HBD to members of the Hollywood Community Advisory Council (HCAH), its sub-committees, the Hollywood Chamber of Commerce, public agencies, interested community and neighborhood organizations, the development community, and interested members of the general public. All comments received during the public comment period and at public hearings held in December, 1990, were analyzed by staff and recommendations for revisions to the Draft HBD were presented to the Agency Board in September 19, 1991. The Agency Board, after evaluating the recommendations, instructed staff to incorporate these revisions into a revised Hollywood Boulevard District Urban Design Plan.

This revised Hollywood Boulevard District Urban Design Plan is submitted for review and comment to the City of Los Angeles Planning Commission. Upon review and comment by the Planning Commission, this Hollywood Boulevard District Urban Design Plan, incorporating comments as necessary, will be submitted to the Los Angeles Community Redevelopment Agency Board of Commissioners for adoption, subject to City Council review and approval.

HOLLYWOOD BOULEVARD DISTRICT URBAN DESIGN PLAN
ACKNOWLEDGEMENTS

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HOLLYWOOD BOULEVARD DISTRICT URBAN DESIGN PLAN TABLE OF CONTENTS

PAGE

ACKNOWLEDGEMENTS

CHAPTER 1 VISION STATEMENT	1-1
CHAPTER 2 EXECUTIVE SUMMARY	2-1
CHAPTER 3 LAND USE AND DENSITY	3-1
CHAPTER 4 URBAN CONSERVATION AND CULTURAL REVITALIZATION	4-1
CHAPTER 5 OPEN SPACE	5-1
CHAPTER 6 TRANSPORTATION AND PARKING	6-1
CHAPTER 7 BUILT FORM	7-1
CHAPTER 8 DESIGN REVIEW AND PERMIT PROCESS	8-1

INDEX

2.0 EXECUTIVE TABLE OF CONTENTS	SUMMARY
------------------------------------	---------

PAGE

2.1	INTRODUCTION	2-3				
2.2	EXISTING CONTEXT	2-3				
A.	Redevelopment Plan Context	2-3				
B.	Existing Land Uses	2-5				
C.	Existing Community Plan and Redevelopment Plan Land Use and Density Designations	2-5				
D.	Existing Zoning	2-5				
E.	Planning Methodology	2-6				
2.3	GOALS	2-6				
2.4	SUMMARY OF PLAN RECOMMENDATIONS BY CHAPTER	2-8				
A.	Chapter 3 - Land Use and Density	2-8				
B.	Chapter 4 - Urban Conservation and Cultural Revitalization	2-11				
C.	Chapter 5 - Open Space	2-12				
D.	Chapter 6 - Transportation and Parking	2-13				
E.	Chapter 7 - Built Form	2-15				
F.	Chapter 8 - Design Review and Permit Process	2-16				
G.	Hollywood Boulevard District Urban Design Plan Implementation Program	2-18				
3.0	LAND USE AND DENSITY					
	TABLE OF CONTENTS					
	PAGE					
3.1	OVERVIEW	3-4				
3.2	LAND-USE DESIGNATIONS AND STANDARDS	3-7				
A.	Boulevard Mixed Use	3-7				
1.	Permitted Uses	3-7				

- 2. Encouraged Uses 3-10
 - a. Main Street 3-11
 - b. Boulevard East 3-11
 - c. Boulevard West 3-11
- 3. Restricted Uses 3-12
- 4. Boulevard Mixed Use Performance Standard 3-13
- 5. Uses Eligible for Density Bonuses in Boulevard Mixed Use Areas 3-13
 - a. Bonus for Housing Uses within Boulevard West 3-13
 - b. Bonus for Live Entertainment Uses within Boulevard East 3-13
- 6. Residential Uses Within Boulevard Mixed Use Areas 3-14

- B. Commercial Mixed Use 3-14
 - 1. Permitted Uses 3-14
 - 2. Encouraged Uses 3-14
 - 3. Restricted Uses 3-15
 - 4. Commercial Mixed Use Performance Standard 3-15
 - 5. Residential Uses Within Commercial Mixed Use Areas 3-15

- C. Residential Mixed Use Land Use Designation 3-15
 - 1. Permitted Uses 3-16
 - 2. Encouraged Uses/Bonus Density/Parking Waivers 3-16
 - 3. Residential Mixed Use Performance Standard 3-17
 - 4. Encouragement of Residential Mixed Use Areas 3-17
 - 5. Commercial Uses Within Residential Mixed Use Areas 3-18

- D. Residential Use Designation 3-18
 - 1. Permitted Uses 3-18
- E. Encouraged Uses/Home Occupations 3-18
- F. Parking Overlay Zone 3-19
- G. Non-Conforming Uses 3-19

3.3 DENSITY STANDARDS 3-19

- A. Residential Densities 3-19
 - 1. High Medium Residential 3-19
 - 2. High Residential 3-22
 - 3. Residential Mixed Use Bonus Density 3-22
 - 4. Housing Incentive Units 3-22
- B. Commercial Density 3-22
 - 1. 2:1 FAR 3-22
 - 2. 3:1 FAR 3-23
 - 3. 3:1 FAR Plus 1.5:1 Density Bonus 3-23
 - a. 1.5:1 Density Bonus at Boulevard East 3-23
 - b. 1.5:1 Density Bonus for Housing at Boulevard West 3-24

C. Transfer of Floor Area Ratio (TFAR) or Density 3-24

3.4 IMPLEMENTATION 3-24

3.0 LAND USE AND DENSITY
LIST OF TABLES & APPENDICES
PAGE

3-1 SUMMARY OF PERMITTED, ENCOURAGED AND RESTRICTED USES 3-25

3-A LIST OF USES PERMITTED IN THE C-4, C-2, P, AND PB ZONES 3-27

3-B LAND USE AND DENSITY TABLES 3-29

4.0 URBAN CONSERVATION AND CULTURAL REVITALIZATION
TABLE OF CONTENTS
PAGE

4.1 OVERVIEW 4-4

4.2 DETERMINATION OF ARCHITECTURAL AND HISTORIC SIGNIFICANCE 4-5

4.3 URBAN CONSERVATION POLICIES/REHABILITATION STANDARDS AND
GUIDELINES/CONSERVATION INCENTIVES 4-7

A. Protections 4-7

1. Use of the Secretary of The Interior's Standards 4-7

2. Delay of Demolition Permit Requests 4-7

3. Denial of Requests for Housing Incentive Units and Variations 4-7

4. Community Involvement in Review of Projects with Potential Impact on HBCED and/or
Significant Structures 4-8

5. HBCED Non-Contributing Buildings 4-8

6. Historic Assessments 4-9

a. Historic Assessment Reports 4-9

b. Historic Assessment Consultants 4-10

B. Rehabilitation Standards 4-10

C. Exterior Rehabilitation Guidelines 4-12

D. Interior Rehabilitation Guidelines 4-13

E. Historic Signage Guidelines 4-13

F. Seismic Rehabilitation Guidelines 4-15

1. Exterior Bolting 4-15

2. Wall Openings 4-15

3. Additional Seismic Rehabilitation Techniques 4-17

G. Use of Architects and/or Engineers 4-17

H. Use of the State Historic Building Code 4-17

J. Conservation Incentives 4-17

1. Urban Conservation Program 4-17

a. Direct and/or Matching Grants 4-19

b. Low Interest Revolving Loan Fund 4-19

c. Density Purchases 4-19

2. Transfer of Floor Area Ratio (TFAR) 4-19

3. Housing Incentive Units for Rehabilitation 4-22

4.	Parking Requirement Reduction/Waiver	4-22	
5.	Transportation Impact Fees	4-22	
6.	Other Non-Agency Conservation Incentives	4-23	
K.	Public Outreach	4-23	
4.4	CULTURAL REVITALIZATION OVERVIEW	4-24	
4.5	CULTURAL RECOMMENDATIONS/PROGRAMS	4-24	POLICIES/
	REVITALIZATION		
A.	Hollywood Arts Plan	4-24	
B.	Cultural Inventory and Needs Assessment	4-25	
C.	District Identification Program	4-25	
4.6	IMPLEMENTATION	4-25	
4.0	URBAN CONSERVATION AND CULTURAL REVITALIZATION LIST OF TABLES		
PAGE			
4-A	SIGNIFICANT BUILDINGS WITHIN THE HOLLYWOOD BOULEVARD DISTRICT	4-26	
4-B	NON-CONTRIBUTING BUILDINGS TO THE HOLLYWOOD BOULEVARD COMMERCIAL AND ENTERTAINMENT DISTRICT	4-27	
5.0	OPEN TABLE OF CONTENTS		SPACE
PAGE			
5.1	OVERVIEW	5-3	
5.2	PUBLIC OPEN SPACE DEFINITION	5-3	
5.3	SIDEWALK AND STREET GUIDELINES	5-6	
A.	Street Tree Improvements	5-6	
1.	Street Tree Standards and Guidelines	5-6	
2.	Street Tree Maintenance	5-6	
3.	Street Tree Improvement Implementation	5-8	

B.	Hollywood Boulevard Improvements	5-8		
1.	Hollywood Boulevard Sidewalk Improvements	5-9		
2.	Hollywood Boulevard Street Trees and Landscape Amenities		5-11	
3.	Hollywood Boulevard Improvements Implementation		5-11	
C.	Highland Avenue and Vine Street Improvements	5-12		
D.	Other Sidewalk and Street Policies and Guidelines	5-13		
1.	View Corridors	5-13		
2.	Parkway Plantings	5-13		
3.	Setbacks	5-15		
4.	Handicap Accessibility to Boulevard District Sidewalks		5-15	
5.4	PUBLIC PARKS	5-15		
A.	Neighborhood Parks	5-15		
B.	Linear Street Parks	5-16		
C.	Shared Use of Open Space at Public Schools/Selma Avenue Linear Park	5-17		
D.	Hollywood Open Space Work Implementation	5-17		
E.	Density Bonus for the Provision of Offsite Public Open Space		5-17	
5.5	COMMUNITY MARKET PLAZA	5-17		
5.6	OFF STREET OPEN SPACE POLICIES, STANDARDS AND GUIDELINES		5-19	
A.	Residential Landscape Policies, Standards and Guidelines	5-19		
B.	Commercial Open Space Policies, Standards and Guidelines		5-19	
C.	Surface Parking Lot Standards and Guidelines	5-19		
D.	Standards for Service Areas	5-21		
5.7	IMPLEMENTATION	5-21		
6.0	TRANSPORTATION		AND	PARKING
	TABLE OF CONTENTS			
	PAGE			

6.1	OVERVIEW	6-4		
6.2	LINKAGE OF TRANSPORTATION PLAN WITH URBAN DESIGN PLAN	6-5		
A.	Development Thresholds	6-7		
B.	Reserve Trips	6-7		
6.3	PEDESTRIANS, SIDEWALKS AND STREETS	6-7		
6.4	ADDITIONAL HTP PROPOSALS	6-8		
A.	HTP Roadway Improvements	6-8		
1.	Highland Avenue Improvements	6-8		
2.	Highland Avenue: Franklin North to Franklin South	6-9		
3.	Freeway Access Improvements	6-9		
B.	HTP Operations Improvements	6-9		
1.	Wilcox/Cahuenga One-Way Pair	6-9		
2.	Computerized Traffic Signal	6-9		
3.	Directional Signage	6-9		
4.	Intersection Improvements	6-10		
5.	Corridor and Local Parking	6-10		
C.	HTP Transportation Demand Management Component	6-10		
D.	HTP Transit Component	6-10		
1.	Metro Rail	6-10		
2.	Metro Rail Construction Mitigation	6-11		
3.	Local Bus and Shuttle Service	6-12		
4.	Regional Bus Service	6-12		
E.	HTP Short And Long Range Parking Component	6-12		
1.	Off-street Parking	6-12		
2.	Parking Reductions/Waivers for Significant Structures	6-14		
F.	HTP Financing and Implementation Plan	6-14		
6.0	TRANSPORTATION		AND	PARKING
	TABLE OF CONTENTS, Continued			
	PAGE			
6.5	ADDITIONAL HBD TRANSPORTATION AND PARKING POLICIES, STANDARDS AND GUIDELINES	6-15		

A.	Street Closures	6-15	
B.	Hollywood Boulevard Curbcuts	6-15	
C.	HBD Parking Policies/Requirements/Incentives	6-16	
1.	Parking Reductions/Waivers for Significant Structures	6-16	
2.	Parking Reductions/Waivers Within the Residential Mixed Use Areas	6-16	
3.	Off-site Parking - Shared and Remote	6-16	
D.	Parking Overlay Zone	6-17	
E.	Parking Structure Design Standards	6-17	
F.	Surface Parking Lot Standards	6-17	
G.	Loading And Delivery Access	6-17	
6.6	IMPLEMENTATION	6-18	

7.0	BUILT		FORM
	TABLE OF CONTENTS		
	PAGE		

7.1	OVERVIEW	7-4	
7.2	HOLLYWOOD'S ARCHITECTURAL CHARACTER	7-5	
7.3	HEIGHT STANDARDS AND GUIDELINES	7-8	
A.	Height Standards	7-8	
1.	45-Foot Height Standard	7-8	
2.	45-Foot Height Standard Plus 30-Foot Addition	7-10	
3.	75-Foot Height Standard	7-10	
4.	105-Foot Height Limit	7-12	
5.	150-Foot Height Standard Plus 70-Foot Addition	7-12	
B.	Architectural Extensions and Rooftop Equipment	7-13	
7.4	ARCHITECTURAL STANDARDS AND GUIDELINES	7-15	
A.	Built Form Standards for Boulevard Mixed Use and Commercial Mixed Use Land Use Areas	7-15	
1.	Modulation	7-15	
2.	Verticals and Horizontals	7-16	

3.	Facade Depth	7-16	
4.	Height Standards	7-18	
5.	Streetwall Integrity and Setbacks	7-18	
6.	Storefronts	7-22	
7.	Awnings and Pole Mounted Canopies	7-22	
8.	Balconies	7-23	
9.	Trash Enclosures	7-23	
10.	Parking Structure Standards	7-23	
B.	Built Form Standards for Residential Mixed Use and Residential Land Use Areas	7-25	
1.	Modulation	7-25	
2.	Facade Modulation Between 35 and 45 Feet in Height and Above 45 Feet in Height	7-25	
3.	Facade Depth	7-25	
4.	Height Standards	7-25	
5.	Setbacks	7-27	
6.	Boulevard North Common Open Space Standard	7-27	
7.	Height and Orientation of Entry	7-28	
8.	Balconies	7-28	
9.	Rooftop Equipment	7-29	
10.	Trash Enclosures	7-29	
11.	Vehicular and Structured Parking Requirements	7-29	

7.0 BUILT FORM TABLE OF CONTENTS, Continued

7.5	MATERIALS AND COLORS	7-30	
A.	Materials and Colors	7-30	
B.	Glazing	7-31	
7.6	ARCHITECTURAL LIGHTING	7-31	
7.7	SIGNAGE	7-31	
A.	Overview	7-31	
B.	General Signage Standards and Guidelines	7-33	
1.	Rhythm and Modulation in Relationship to Building Bays	7-33	
2.	Horizontals and Verticals	7-33	
3.	Signage Materials and Character	7-33	
C.	Standards and Guidelines by Signage Type	7-34	
1.	Projecting Signs	7-34	

2.	Wall Signs	7-34	
3.	Architectural Canopy and Pole Mounted Canopy Signs		7-34
4.	Pole Signs	7-35	
5.	Roof/Skyline Signs	7-35	
6.	Marquee Signs and Mural Signs	7-35	
D.	Prohibited and Discouraged Sign Types	7-36	
E.	Preservation and Rehabilitation of Historic Signage	7-36	
F.	Encouragement of Creative Signs	7-37	
G.	Public Signage Guidelines	7-37	
7.8.	DESIGN REVIEW	7-37	
7.9	IMPLEMENTATION	7-38	
	TABLE 7-A: GLOSSARY OF TERMS	7-39	

8.0 DESIGN REVIEW AND PERMIT PROCESS
TABLE OF CONTENTS

PAGE

8.1	OVERVIEW	8-3	
8.2	COMMUNITY DESIGN REVIEW POLICIES AND PROCEDURES		8-3
A.	Community/HCAC/Hollywood Planning and Design Review Committee		8-3
B.	Projects not Requiring Community Design Review	8-4	
C.	Projects Requiring Community Design Review	8-4	
D.	Community Design Review Process	8-5	
1.	Submission of Project to Agency	8-5	
2.	Community Design Review Presentation Requirements		8-5
3.	Community Design Review Presentations	8-6	
4.	Community Design Review Actions	8-7	
8.3	PERMIT REVIEW PROCESS	8-8	
8.4	IMPLEMENTATION	8-9	

VISION STATEMENT

Figure 1-1

Hollywood's future as an urban area must be based on its conservation as a legendary place from our shared past. This mural is located at Hollywood Boulevard's intersection with Wilcox Avenue.

1.0 Vision

Hollywood: A Boulevard Stroll

A stroll along Hollywood Boulevard twenty years from now reveals a cast of characters as diverse as any ever filmed: people walking in twos, threes, and fours; children with their parents; business people rushing from the Metro; lovers; tourists and others watching the scene go by from sidewalk tables (see Figure 1-2). Hollywood is a home for all of these people. For some it is their residence and their place of work. They may live on tree-lined streets, shop at a corner grocer (see Figure 1-3), and have a coffee with neighbors at a Boulevard cafe. For others it may be a destination for only a day or perhaps a week. Culture, history, and myth are quite visible in this future Hollywood, revealed to the resident and visitor through the sparkle of rehabilitated buildings and homes, bustling movie palaces and small theaters (see Figure 1-4).

Years ago, tourists left their buses at the Chinese Theater, took snapshots of the footprints of their favorite stars, saw a little of the Walk of Fame, and scurried back on board to leave. Twenty years later a magnetic atmosphere draws people by subway and by foot far from the intersection of Hollywood and Highland, down the palm-lined Boulevard to Vine and back again. Visitors and residents explore a street where activity spills from shops onto sidewalks. Above the renovated stores, apartments overlook the Boulevard. At a community plaza, families shop for food at farmers' stalls, while others take in the scene as they rest (see Figure 1-5).

Figure 1-2

Improved sidewalks, new street trees and the use of Hollywood's historic street lamps can enliven the identity and pedestrian use of the Boulevard.

Figure 1-3

Proposed tree lined residential streets mixing housing and neighborhood retail south of the Boulevard.

Figure 1-4

Hollywood and Vine: the Boulevard's live entertainment district.

Figure 1-5

A proposed mid-Boulevard community market is a center for neighborhood food shopping.

Figure 1-6

A proposed neighborhood parks north and south of the Boulevard provide quiet focus for residential communities.

Turning north or south away from the Boulevard, the adventurous visitor discovers less traveled paths. Under the shelter of blooming trees there are small residential courtyards, gracious building entries opening towards the street, and quiet neighborhood parks (see Figure 1-6). To the north, views of the green Hollywood Hills dominate the scene. This Hollywood is a mix of new and old. Treasured old buildings keep company with new buildings, which fit in with the scale and rhythm of the old, yet acknowledge the present and embrace the future (see Figure 1-7).

Hollywood's buildings are a backdrop to activity that never ends. People young and old, rich and poor, black, brown, white, red, and yellow, share neighborhoods, cinemas, theaters, offices, apartments, parks, and sidewalks. At once a small town and a big city, a busy Boulevard and a quiet neighborhood, a chance for celebration and an opportunity for reflection, the future Hollywood is once again a place for everyone.

Figure 1-7

Hollywood must be a mix of new with old.

Figure 2-1

Architecturally, historically, and culturally significant buildings, such as the Pantages Theater at 6233 Hollywood Boulevard, enliven Hollywood's streets and sidewalks.

2

EXECUTIVE SUMMARY

2.0 EXECUTIVE SUMMARY

TABLE OF CONTENTS

PAGE

2.1 INTRODUCTION 2-3

2.2 EXISTING CONTEXT 2-3

- A. Redevelopment Plan Context 2-3
- B. Existing Land Uses 2-5
- C. Existing Community Plan and Redevelopment Plan Land Use and Density Designations 2-5
- D. Existing Zoning 2-5
- E. Planning Methodology 2-6
- 2.3 GOALS 2-6
- 2.4 SUMMARY OF PLAN RECOMMENDATIONS BY CHAPTER 2-8
 - A. Chapter 3-Land Use and Density 2-8
 - B. Chapter 4-Urban Conservation an Cultural Revitalization 2-11
 - C. Chapter 5-Open Space 2-12
 - D. Chapter 6-Transportation and Parking 2-13
 - E. Chapter 7-Built Form 2-15
 - F. Chapter 8-Design Review and Permit Process 2-16
 - G. Hollywood Boulevard District Urban Design Plan Implementation Program 2-18

2.0 EXECUTIVE SUMMARY

2.1 INTRODUCTION

The world looks to legendary places to sustain its dreams, and Hollywood’s legacies are the dreams of the world (see Figure 2-1). Hollywood’s power as an icon is derived from eight decades of film, radio, television, and recording history. All of this century’s aspirations are immortalized in the people, experiences, and building of this place.

The future of Hollywood as a residential, commercial and entertainment industry destination can approach the stature of the myth and the legacy. Hollywood can build upon the legends and the realities of its heritage – By respecting its past Hollywood can create opportunities for people to live, work and enjoy simply being in Hollywood.

In 100 years, Hollywood’s character has evolved from an independent town to town within a city. Still, the essential qualities which have shaped this place for the past fifty years define the neighborhood. The hills still form a green backdrop. Hollywood Boulevard is still a pedestrian

oriented retail, entertainment, and commercial street. People around the world still think of Hollywood as the “the movies.” Aspiring actors, editors, screenwriters, and directors are forever drawn to live here. People from other cultures, countries, states, and cities still gravitate to Hollywood. Many remain here all their lives. All should find a vibrant urban environment of living and working opportunities.

The emerging Southern California model of a live/work community naturally fits this area as both a reflection of its founding as an independent town and a vision for a brightened future. This Plan’s recommended interweaving of uses and building types within a framework of historic buildings and tree shaded sidewalks links the ideal of the streetcar suburb, common in the days of Hollywood’s emergence, with the current concept of the “urban village”.

The generating philosophy of this Plan is that diverse uses support balanced community development. Balanced community development attracts residents who are drawn to livable neighborhoods. Livable neighborhoods are a mixture of residential, retail, institutional, and commercial uses, old and new buildings, finely scaled open spaces and sidewalks, and opportunities for all people, regardless of income. This diversity in turn creates increased interest for visitors from across the city and the world who come to Hollywood not only to glimpse its past, but to see how it presently lives, works, and plays.

The opportunity is great. Hollywood’s future as an urban area can be based on its conservation as a revered place from our shared past. The Boulevard District can be a pedestrian oasis of walkable residential neighborhoods defined by a Boulevard of historic buildings incorporating richly diverse uses. Like its famous name, Hollywood’s physical setting is an enduring asset; it needs enhancement rather than redefinition.

2.2. EXISTING CONTEXT

2.2.A. Redevelopment Plan Context

The Hollywood Boulevard District (HBD) was established upon adoption of the Hollywood Redevelopment Plan in 1986. The HBD comprises the northwestern sector of the 1,100 acre Hollywood Redevelopment Project, is located 8 miles from downtown Los Angeles, and sits at the base of the Hollywood Hills just south of the mouth of the Cahuenga Pass (see Figure 2-2). Comprising approximately one sixth of the Redevelopment Plan area, the HBD was established to:

- 1) Encourage preservation, restoration, and appropriate reuse of historically or architecturally significant resources;
- 2) Assure that new development is sympathetic to and compliments the existing scale of development;
- 3) Provide pedestrian oriented retail uses along the street level;
- 4) Encourage entertainment, theater, and tourist related uses;
- 5) Provide adequate parking for new and existing uses; and
- 6) Reinforce and enhance the existing pedestrian environment.

The HBD is generally bounded by Gower Street on the east, La Brea Avenue on the west, Hawthorn/Selma on the south, and Yucca/Franklin on the north, and bisected by Hollywood Boulevard.

Figure 2-2

Comprising one sixth of the Redevelopment Plan area, the Hollywood Boulevard District was established upon adoption of the Redevelopment Plan in 1986.

2.2.B. Existing Land Uses

Between 1920 and 1935, Hollywood developed from a low density residential community into a commercial center supporting the motion picture industry (see Figure 2-3). Areas to the north and south remained residential. Three major commercial centers developed along Hollywood Boulevard during this period; at Cahuenga; at Vine; and at Highland.

Today Hollywood Boulevard is a linear commercial district with a mixture of high and low rise commercial buildings lined at the ground level with retail, fast food, theater, and other commercial uses. The HBD encompasses 233 gross acres of which approximately 71% are commercial, 19% residential (3,000 units), 6.5% public or quasi-public, and 3.5% industrial. A total of 8.5 square feet of development exists. The HBD currently has a total floor area ratio (FAR) of 1.1:1 due to the large number of surface parking lots adjacent to the Boulevard.

2.2.C. Existing (1993) Community Plan and Redevelopment Plan-Land Use and Density Designations

Both the Hollywood Community Plan and the Hollywood Redevelopment Plan have designated much of the HBD as Regional Center Commercial (equivalent to C4, C2, P and PB zones). This land use in combination with the C4 zoning designation allows densities of 4.5:1 FAR with an ability to build up to 6:1 FAR with Agency and City Planning Commission approval.

Both plans designate a residential area north of the Boulevard and High Density Residential (80 units per gross acre).

2.2.D. Existing (1993) Zoning

The city zoning for the HBD also designates most of the district land area as C4-Regional Center Commercial-with a variety of allowed densities ranging from 1.5:1 FAR to 3:1 FAR. Densities up to 6:1 FAR may be allowed with Agency and City Planning Commission approval. Zoning also contains a number of "Q" and "D" conditions which establish height limits and further regulate uses.

2.2.E. Planning Methodology

The Hollywood Redevelopment Plan required that an urban design plan be prepared by the Agency for the Boulevard District. On March 27, 1987 the Agency issued a Request for Proposals for a

consultant to assist the Agency in preparing a plan. Upon selection of the consultant, an initial planning process began which included a demographic analysis of the HBD, a market study comparing the HBD to other retail areas in Los Angeles, and development by the consultant of specific recommendations to foster revitalization of the District.

Beginning in the summer of 1987, Agency staff and consultant group began to provide the community with information generated by the surveys and market analysis and conducted five workshops to establish objectives for the drafting of the urban design plan. In October of 1988, a Draft Hollywood Boulevard District Plan was released for public review and comment. The October 1988 Draft was extensively reviewed by numerous community groups including the Hollywood Planning and Design Review Committee (HWPDR), the Project Area Committee, interested individuals, and public agencies. A formal public hearing on the October 1988 Draft was held on May 3, 1989.

In response to issues raised at the May 3rd public hearing and at the request of the HWPDR and the Council Office, the Agency established a Hollywood Boulevard "Studio" to conduct additional public workshops regarding Plan issues. Thirteen public workshops on a variety of subjects including land use and density, Hollywood Boulevard configuration, urban conservation, open space, built form, Highland Avenue, residential standards, relationships to the Hollywood Transportation Plan, and implementation were subsequently held. The plan was also discussed at regularly scheduled public meetings of the HWPDR as well as at meetings with subgroups of this committee.

A revised Draft Plan was informally circulated on May 30, 1990 for further public input. The revised May 30th Draft was reviewed at three scheduled meetings of the HWPDR. Comments received at these meetings were incorporated into the Draft Hollywood Boulevard District Urban Design Plan, which was issued to the public on September 20, 1990.

Staff distributed over 250 copies of the HBD to members of the Hollywood Community Advisory Council (HCAH), its sub-committees, the Hollywood Chamber of Commerce, public agencies, interested community and neighborhood organizations, the development community, and interested members of the general public. All comments received during the public comment period and at public hearings held in December, 1990, were analyzed by staff and recommendations for revisions to the Draft HBD were presented to the Agency Board in September 1991. The Agency Board, after evaluating the recommendations, instructed staff to incorporate these revisions into the Hollywood Boulevard District Urban Design Plan.

2.3 GOALS

The following goals, formulated with community input guided the writing of this Plan. Following each goal is a summary of key Plan provisions.

- (1) The primary goal is to make Hollywood a community in which it is good to live an work, while recognizing that Hollywood serves regional, national, and international interests. Thus there needs to be a balance between these interests.

Key Plan provisions include:

- Link development capacity with existing intensity of uses throughout the District;
- A new residential neighborhood south of the Boulevard;
- Three overlapping use districts along the length of the Boulevard which encourage cinema-tourist, community retail, and live entertainment uses respectively;
- Mixed use zoning which encourages upper level residential throughout the District; and
- Land uses which encourage new entertainment production uses within the District.

(2) The cultural landmarks, history, and geographic setting of Hollywood comprise its greatest assets. Conservation of these resources is a primary goal.

Key Plan provisions include:

- A recommended urban conservation fund to facilitate rehabilitation;
- Bonus densities for the rehabilitation of significant structures;
- Increase the density which can be transferred from the site of a significant building to create a further incentive to rehabilitate historic structures;
- A recommended District Identification Program to further mark Hollywood's historic places;
- Waive or reduce the parking requirements for historic buildings; and
- Exterior and interior rehabilitation guidelines to provide consistent interpretation of the Secretary of the Interior's Standards.

(3) Hollywood is dependent on the quality of the residential areas surrounding it. The creation of a wide variety of housing choices for diverse groups is crucial for the success of this goal. Mixed-use projects emphasizing housing should be encouraged within the Boulevard District.

Key Plan provisions include;

- Reinforcement and establishment of residential communities north and south of the Boulevard;
- Bonus densities for the provision of housing in the areas adjacent to Hollywood and Highland and Hollywood and Vine;
- A "Residential Mixed Use" designation which encourages the integration of neighborhood commercial with dwelling uses;
- Recommended funding for housing incentive units which promote rehabilitation of significant structures and the provision of affordable housing units;
- Creation of two neighborhood parks to provide focus to residential areas; and
- Design guidelines for residential land uses.

(4) Transportation needs and requirements at both the local and regional levels must be balanced with the conservation of Hollywood's unique qualities, pedestrian environment, neighborhoods, and sense of community.

Key Plan provisions include;

- Enhancement of Hollywood Boulevard sidewalks, selective sidewalk widenings, provision of new street trees, historic street lamps, and signage to improve the identity, function and amenity level of Hollywood’s most important pedestrian oriented open space resource-the Boulevard;
- Coordination of the corridor improvement, neighborhood protection, parking, and transit policies of the Hollywood Transportation Plan with the goals and objectives of this Plan;
- Linkage of the Hollywood Transportation Plan vehicular trip allocation policies with the land use and density standards and guidelines of the HBD Plan;
- A Parking Overlay Zone to encourage the development of additional parking adjacent to the Boulevard’s commercial uses; and
- Parking structure and surface parking lot design standards and guidelines.

(5) Hollywood is a local, regional, and international center of communications, entertainment, and information generation. The industries and uses related to these themes should be emphasized.

Key Plan provisions include;

- Bonus densities in the area adjacent to Hollywood and Vine for the provision of live entertainment uses;
- A “Commercial Mixed Use” zone which encourages the provision of entertainment industry uses; and
- Heightening Hollywood’s identity as entertainment capital of the world through physical improvements to Hollywood Boulevard and guidelines which encourage creative designs in keeping with Hollywood’s traditional character and style.

2.4 SUMMARY OF PLAN RECOMMENDATIONS BY CHAPTER

2.4.A. CHAPTER 3-LAND USE AND DENSITY

OBJECTIVES

Reinforce Hollywood’s traditional character and patterns of land use and provide increased opportunity for a variety of new uses, particularly residential, in keeping with Hollywood’s promise as an urban live/work community,

and,

Establish densities which are compatible with Hollywood’s traditional patterns of development, scale and character, while providing for intensities of use appropriate to the creation of a vital live/work urban community.

OVERVIEW

Hollywood’s unique character is in part derived from its vibrant mix of uses and urban yet hospitable scale which invites people to explore its streets on foot. The provisions of Chapter 3

encourage mixed uses through much of the District by designating encouraged ground floor as well as upper floor uses. Residential uses throughout the district are encouraged as the basis for long-term community stability.

Density is keyed to completing the pattern which traditionally defined Hollywood as a livable urban place. Density bonuses are allowed for the provision of a range public benefits including live entertainment uses, rehabilitation of historic structures and housing. Densities range from 1.5:1 FAR in the northern residential areas up to 4.5:1 FAR in the traditional centers of activity at Hollywood and Vine and Hollywood and Highland.

PROVISIONS

To achieve a mix of interactive uses and establish a land use framework for community building, five overlapping sub-districts are designated which support pedestrian vitality along the length of the Boulevard (see Figure 2-4).

- Boulevard North and Boulevard South-residential neighborhoods immediately north and south of the Boulevard.
- Main Street-a mix of local retail, residential, commercial, and entertainment uses of interest to both the adjacent residential neighborhoods and visitors.
- Boulevard East-Hollywood and Vine-a mixed-use live entertainment district.
- Boulevard West-Hollywood and Highland-a mixed-use cinema-tourist district.

To encourage a diversity of uses throughout the District four land use designations are identified.

- Residential – anchors the residential communities north and south of the Boulevard.
- Residential Mixed Use – residential integrated with ground level retail providing a pedestrian linkage to the retail intensity of the Boulevard through mixed use residential neighborhoods.
- Commercial Mixed Use – encouragement of entertainment oriented uses, other commercial uses and upper floor residential.
- Boulevard Mixed Use – along Hollywood Boulevard, Highland Avenue, and Vine Street; pedestrian active retail uses at grade level supported by encouraged residential and commercial uses above.

Existing scales and intensities of use are acknowledged through recommended density thresholds.

- High Medium Residential (60 Dwelling Units per Gross Acre or 400-800 Square Feet of Lot Area per Dwelling Unit, whichever is less)-to the north of the Boulevard; the District's lowest residential density.
- High Residential (80 Dwelling Units per Gross Acre or 200-400 Square Feet of Lot Area per Dwelling Unit, whichever is less)-to the south of the Boulevard; higher densities support mixed use development.
- 2:1 FAR – Main Street District – in keeping with existing scale of structures.
- 3:1 FAR – these areas are typically already developed at these densities.

- 3:1 FAR Plus 1.5 FAR Density Bonus – marked by traditional intensity of uses and the coming of Metro Rail. Bonus Density allowed in exchange for a range of public benefits.

Figure 2-4

Five overlapping mixed-use districts support pedestrian vitality along the length of Hollywood Boulevard.

Subdistricts

- A Residential (Boulevard North)
- B Residential and Neighborhood Commercial (Boulevard South)
- C Retail (Main Street)
- D Cinema (Boulevard West)
- E Live Entertainment (Boulevard East)

2.4.B. CHAPTER 4 – URBAN CONSERVATION AND CULTURAL REVITALIZATION

OBJECTIVES

As an integral part of Hollywood's revitalization, provide protections and incentives to promote the reuse and rehabilitation of significant residential and commercial buildings and places,

and,

Reinforce the Hollywood Boulevard District as a local, regional and national cultural center through the protection, reinforcement and development of existing and new cultural uses, facilities and the history of Hollywood.

OVERVIEW

An underlying assumption of policies, standards, and guidelines of this Plan is that Hollywood's fullest economic and physical potential as a place that people will desire to visit, work, and live will be realized through the conservation, rehabilitation, and revitalization of Hollywood's historic, architectural and cultural resources (see Figure 2-5). Preservation should be linked to community resources including its residents, the stock of affordable housing, and the small businesses which serve the area.

Figure 2-5

Conservation recommendations address procedures, protections, rehabilitation standards, and incentives to ensure the continued viability and use of Hollywood's historic buildings.

PROVISIONS

Conservation provisions include:

- Standardized definitions of building significance and consistent assessment procedures;
- Conservation protections;
- Rehabilitations standards based upon the Secretary of the Interior’s Standards and exterior and interior rehabilitation guidelines;
- A recommended urban conservation program for rehabilitation including direct and matching grants, low interest loans, and density purchases from historic sites;
- Reduced parking requirements for historic buildings;
- Designation of additional transfer density rights from historic sites;
- Recommended funding for housing incentive units for rehabilitation; and
- A District Identification Program and self guided tour to mark Hollywood’s historic places.

2.4.C. CHAPTER 5 – OPEN SPACE

OBJECTIVE

Preserve and enhance the District’s primary open space network – the sidewalks and streets – and create a framework for the provision of additional public and private open space which complements the quality, character, and needs of the District, the neighborhoods, and Hollywood Boulevard.

OVERVIEW

The policies, standards and guidelines of this Chapter enhance and reinforce Hollywood’s identity as one of the best places to walk in Los Angeles. Acknowledging Hollywood’s urban character, many of the proposals are directed towards improving the quality of the sidewalk experience and providing small green areas for passive recreation and observation of the passing scene. As improvements are realized, residents, workers, and visitors to Hollywood can look forward to an environment which complements the traditional streetscape and reinforces the enjoyment of this area’s neighborhood, retail, commercial, and entertainment districts (see Figure 2-6)

Figure 2-6

Recognizing Hollywood’s urban character and its links to surrounding regional park land, open space provisions address view corridors, neighborhood parks, tree planting, vehicular and pedestrian environments, and the District’s primary open space: the Boulevard.

PROVISIONS

Open space provisions include;

- The development of Highland Avenue and Vine Street as tree lined vehicular/pedestrian boulevards linking Hollywood to the surrounding region and culminating in the pedestrian intensive Boulevard;

- Upon arrival into Hollywood, the enhancement of the pedestrian quality and identity of the Boulevard through sidewalk improvements, tree plantings, and the provision of new streetlamps, street furniture, and signage;
- A district wide tree planting program;
- The creation of neighborhood and linear street parks giving focus to the emerging Boulevard North and Boulevard South residential communities;
- Policies, standards, and guidelines for view corridors, residential landscape and surface parking lots to “green” the District; and
- The development of an open-air Community Market Plaza centered between Highland and Vine.

2.4.D. CHAPTER 6 – TRANSPORTATION AND PARKING

OBJECTIVE

Develop a comprehensive transportation plan that balances the transportation needs of the region with the urban design objectives of the Hollywood Boulevard District.

OVERVIEW

This Chapter integrates the objectives and recommended programs of the Hollywood Transportation Plan (HTP) with the HBD’s urban design policies, standards and guidelines. The HTP describes a program of phased transportation improvements throughout the Redevelopment Plan area to mitigate the increased number of vehicular trips projected to occur due to market driven growth over the next twenty years. Though an increased amount of regional traffic will pass through Hollywood as the region grows, the HPT generally avoids street widening recommendations within the Boulevard District and stresses transportation management and improved efficiency of existing roadways (see Figure 2-7). The HPT includes the following components;

- Roadway Improvement Component – improves the capacity of streets through selective widenings;
- Neighborhood Protection Component – protects neighborhoods from through traffic;
- Transportation Demand Management Component – encourages the use of alternative transportation modes such as ridesharing;
- Transit Component – encourages increased transit ridership; and
- Short and Long Range Parking Component – ensures that future parking needs are met.
- Pedestrian Environment Component – reinforces the quality of the pedestrian experience.

The HBD Plan presents a vision and standards for the revitalization of the Boulevard District, placing particular emphasis on sidewalk and street enhancements which improve the character, use and scale of the District’s pedestrian environment.

PROVISIONS

Transportation and Parking provisions include;

- Linking review of the land use and density assumptions of the HBD to the development of a new transportation plan upon allocation of 70% of the allowed vehicle trips.
- Allocating reserves vehicle trips for 100% of the market projected new residential units in the District.
- Identification of future parking needs and potential public parking sites within the Boulevard District and provision of recommended funding for these structures;
- Recommended reduced or waived parking requirements for rehabilitated significant structures and neighborhood commercial in Residential Mixed Use areas; and
- Policies, standards and guidelines which improve the quality of the pedestrian sidewalk experience throughout the HBD.

For a complete review of the transportation policies the Hollywood Transportation Plan should be consulted.

Figure 2-7

The enhancement of the pedestrian environment is emphasized throughout this plan.

2.4.E. CHAPTER 7 – BUILT FORM

OBJECTIVE

Ensure that all new and infill development is compatible and in harmony with the character, scale, height, massing, siting and architectural articulation of Hollywood's historic districts and buildings.

OVERVIEW

Observation and an appreciation of Hollywood's recurring architectural themes and existing built form patterns inform the built form policies, standards, and guidelines of this Plan (see Figure 2-8). Hollywood's buildings have several dominant characteristics including;

- Solid masonry or masonry-like walls with individual windows set into the walls;
- Major and minor vertical bays articulated by horizontal divisions;
- Strongly expressed bases, or architecturally detailed lower floors which relate the scale of the building to the pedestrian at the sidewalk;
- Entries and storefronts which are directly oriented to the sidewalk;
- Creative signs which are coordinated with the underlying rhythm, scale and modulation of the architecture;
- Light and earth toned colored walls which brilliantly reflect the California sunlight and stand out against the darker hued hills; and
- Numerous and sometimes fanciful roof shapes, pylons, towers and skyline signs marking building tops.

An understanding of these traditional forms of pattern making should guide the property owner, architect, and developer when designing buildings in the District.

Figure 2-8

Hollywood's sense of place is defined by the existing features and patterns of its physical environment.

PROVISIONS

Built form provisions include;

- Height standards related to the Hollywood's existing pattern of heights;
- Built form policies, standards, and guidelines based upon observation of the architecture of existing residential and commercial structures;
- Setback standards which maintain the integrity of the existing streetwalls;
- Storefront design guidelines which encourage the design of shopfronts which invite window shopping;
- Guidelines relating parking structure design to the architecture of existing buildings;
- Standards and guidelines for the use of materials, colors and creative signage.

2.4.F. CHAPTER 8 – DESIGN REVIEW AND PERMIT PROCESS

OBJECTIVE

Establish design review and permit review procedures which are timely, consistent, equitable, and understandable and which forward the policies, standards, and guidelines of this Plan.

OVERVIEW

The Los Angeles Community Redevelopment Agency is responsible for reviewing building permit applications issued by the City of Los Angeles for conformance with the Hollywood Redevelopment Plan, and upon adoption as a Design(s) of Development, this Plan. Additionally, within redevelopment areas, the Agency reviews all projects for compliance with the California Environmental Quality Act (CEQA). A consistent design review and permit review process encourages conformance to the policies, standards, and guidelines of the HBD Plan while ensuring timely community advisory input to the Agency.

PROVISIONS

Design Review and permit review provisions include;

- Recommended delegation by the Hollywood Community Advisory Committee (HCAC) of planning and design review issues to a Hollywood Planning and Design Review Committee (HWPDR);

- The forwarding by the HWPDR of advisory recommendations to the HCAC which in turn forwards them to the Agency Board;
- Community design review for projects which meet standard thresholds;
- Two-step community design review and requirements for consistent and timely review; and
- Community design review parallel to CEQA review.

~~2.4.~~

2.4.G. HOLLYWOOD BOULEVARD DISTRICT URBAN DESIGN PLAN IMPLEMENTATION PROGRAM

OBJECTIVE

Establish a program for the effective implementation, prioritization and funding of the recommendations, policies, standards and guidelines of the Hollywood Boulevard District Urban Design Plan.

SUMMARY

The Hollywood Boulevard District Urban Design Plan Implementation Program (Implementation Program) is a separate document which outlines the steps and programs which should be undertaken by the Community and the Agency to realize the goals and objectives of the HBD. The Implementation program builds upon the policies, incentives and tax increment funding potential of the thirty year Hollywood Redevelopment Plan.

The Implementation Program outlines five key steps and an implementation timeline towards the establishment of a stable regulatory environment and financial incentives for constructive revitalization. These include the following (see also Figure 2-9);

- Step 1 – Adopt the HBD as a Design for Development;
- Step 2 – Establish a Hollywood Boulevard District Work Objective;
- Step 3 – Establish a Phase I Hollywood Boulevard District Work Program;
- Step 4 – Monitor the Plan on an Annual Basis; and
- Step 5 – Establish a Phase II – Hollywood Boulevard District Work Program.

Additionally, the Implementation Program outlines programs which have been established since the adoption of the Hollywood Redevelopment Plan to both address the issues which have discouraged renewal in Hollywood and encourage economic development, preservation, cultural revitalization, provision of social needs and development of affordable housing. The Implementation Program further emphasizes that flexibility from the guidelines, standards and provisions of the HBD should be considered by the Community and the Agency in exceptional circumstances in accordance with Hollywood Redevelopment Plan Section 521.

Together, the HBD and the Implementation Program establish a basis for economic and physical renewal. If you or your organization have a dream for Hollywood, review the goals and objectives of the HBD and the programs contained within the Implementation Program. Compare your dream

to the vision of the HBD and develop a proposal for Hollywood's future. Finally, contact at your earliest convenience the Agency's Hollywood Project Office and tell them about your dream and ask them how they can assist you, your organization or company in creating tomorrow's Hollywood.

Figure 2-9

SUMMARY MATRIX OF THE HOLLYWOOD BOULEVARD DISTRICT URBAN DESIGN PLAN IMPLEMENTATION STEPS

Figure 3-1

Hollywood Boulevard's complex pattern of scales and uses is reinforced by the land use and density provisions of this Plan.

3

LAND USE AND DENSITY

3.0 LAND USE AND DENSITY TABLE OF CONTENTS

PAGE

3.1	OVERVIEW	3-4
3.2	LAND-USE DESIGNATIONS AND STANDARDS	3-7
A.	Boulevard Mixed Use	3-7
1.	Permitted Uses	3-7
2.	Encouraged Uses	3-10
a.	Main Street	3-11
b.	Boulevard East	3-11
c.	Boulevard West	3-11
3.	Restricted Uses	3-12
4.	Boulevard Mixed Use Performance Standard	3-13
5.	Uses Eligible for Density Bonuses in Boulevard Mixed Use Areas	3-13
a.	Bonus for Housing Uses within Boulevard West	3-13
b.	Bonus for Live Entertainment Uses within Boulevard East	3-13
6.	Residential Uses Within Boulevard Mixed Use Areas	3-14
B.	Commercial Mixed Use	3-14
1.	Permitted Uses	3-14
2.	Encouraged Uses	3-14
3.	Restricted Uses	3-15
4.	Commercial Mixed Use Performance Standard	3-15

5.	Residential Uses Within Commercial Mixed Use Areas	3-15
C.	Residential Mixed Use Land Use Designation	3-15
1.	Permitted Uses	3-16
2.	Encouraged Uses/Bonus Density/Parking Waivers	3-16
3.	Residential Mixed Use Performance Standard	3-17
4.	Encouragement of Residential Mixed Use Areas	3-17
5.	Commercial Uses Within Residential Mixed Use Areas	3-18
D.	Residential Use Designation	3-18
1.	Permitted Uses	3-18
E.	Encouraged Uses/Home Occupations	3-18
F.	Parking Overlay Zone	3-19
G.	Non-Conforming Uses	3-19
3.3	DENSITY STANDARDS	3-19
A.	Residential Densities	3-19
1.	High Medium Residential	3-19
2.	High Residential	3-22
3.	Residential Mixed Use Bonus Density	3-22
4.	Housing Incentive Units	3-22
B.	Commercial Density	3-22
1.	2:1 FAR	3-22
2.	3:1 FAR	3-23
3.	3:1 FAR Plus 1.5:1 Density Bonus	3-23
a.	1.5:1 Density Bonus at Boulevard East	3-23
b.	1.5:1 Density Bonus for Housing at Boulevard West	3-24
C.	Transfer of Floor Area Ratio (TFAR) of Density	3-24
3.4	IMPLEMENTATION	3-24
3.0	LAND USE AND DENSITY LIST OF TABLES & APPENDICES	
PAGE		
3-1	SUMMARY OF PERMITTED, ENCOURAGED AND RESTRICTED USES	3-25
3-A	LIST OF USES PERMITTED IN THE C4, C2, P AND PB ZONES	3-27

3.0 LAND USE AND DENSITY

OBJECTIVES

Reinforce Hollywood's traditional character and patterns of land use and provide increased opportunity for a variety of new uses, particularly residential, in keeping with Hollywood's promise as an urban live/work community,

and,

Establish densities which are compatible with Hollywood's traditional patterns of development, scale and character, while providing for intensities of use appropriate to the creation of a vital live/work urban community.

3.1 OVERVIEW

During its century long march from farmtown to "tinseltown", Hollywood has continuously evolved, leaving at each stage reminders of its past. Close observation of the Hollywood Boulevard District's urban patterns-the places people work, play, live, walk and drive; the places where goods and services are sold; the scale and mass of the buildings and places-reveals a complex urban pattern that is at once a downtown and a quiet residential neighborhood; a boulevard lined with shops juxtaposed with tree lined residential streets; a tourist destination and a home (see Figure 3-1).

The reinforcement and encouragement of a mix of uses is particularly appropriate within this context. This Plan begins by nurturing the existing character of this area's street, places and districts through land use and density guidelines and standards.

To achieve a mix of interactive uses and establish a land use frame work for community building, five overlapping sub-districts which complement each other and support continuous pedestrian vitality along the entire length of the Boulevard are identified as follows (see also Figure 3-2). For planning and discussion purposes the boundaries of these sub-districts are delineated in Figure 3-3.

- Boulevard North and Boulevard South – residential neighborhoods, immediately north and south of the Boulevard, support the development of the Boulevard District as a live/work community, buttress the creation of additional neighborhood oriented retail, and reinforce through additional residents the community's voice and commitment regarding the Boulevard's future.
- Main Street – from Ivar Street to Las Palmas Avenue along Hollywood Boulevard, the Boulevard's District's community center-a mixed of local retail, residential, commercial and entertainment uses, of interest to both the adjacent neighborhoods and visitors, is encouraged.

- Boulevard East – Hollywood and Vine-reestablishes and encourages an intense live entertainment district mixed with a variety of commercial, retail and residential uses.
- Boulevard West – Hollywood and Highland-celebrates Hollywood’s traditional association with the movies and entertainment, mixing cinemas, retail, and housing.

Figure 3-2

Land Use and Density is based on the Boulevard’s existing overlapping uses.

Subdistricts

- A Residential (Boulevard North)
- B Residential and Commercial (Boulevard South)
- C Retail (Main Street)
- D Cinema (Boulevard West)
- E Live Entertainment (Boulevard East)

Five density zones further articulate and differentiate the character of the five identified subdistricts (see Figure 3-11). In Boulevard East and Boulevard West, traditional locations of Hollywood’s greatest commercial activity, bonus densities are recommended may be granted by the Agency for additional housing, the provision of live entertainment uses, rehabilitation of the District’s significant structures, and the provision of off site open space. Within the Mains Street subdistrict, lower densities ensure that the existing historic scale will be maintained. In Boulevard North, density provisions allow for the creation of housing types incorporating open space, beginning the transition from the Boulevard District to the hillside communities. In Boulevard South density provisions and density bonuses encourage the creation of a residential urban neighborhood with a mix of neighborhood retail uses.

Other goals of the land use and density provisions of this Plan include;

- Encouragement of mixed use projects;
- Encouragement of parking uses supporting Boulevard retail;
- Encouragement of entertainment production uses; and
- Reduced parking requirements for neighborhood retail uses.

Hollywood’s diversity residents, businesses, various scaled buildings, and myriad intensities of street life are remarkable. This remarkable Hollywood character is the genesis of the following standards and guidelines.

3.2 LAND-USE DESIGNATIONS AND STANDARDS

This Plan establishes four land use designations (see Figures 3-4 and 3-5);

- Boulevard Mixed Use,
- Commercial Mixed Use,
- Residential Mixed Use, and
- Residential.

These designations provide for and interweaving of uses supportive of a vibrant and varied urban community. The land use designations are also differentiated by defining permitted, encouraged and restricted ground and upper floor uses. Bonus densities may be granted by the Agency for neighborhood oriented retail, residential, and live entertainment uses. .

3.2.A. Boulevard Mixed Use (See Figure 3-4 and 3-5)

The Boulevard Mixed-Use designation encourages sidewalk oriented retail uses that support the pedestrian activity of the Boulevard, Highland Avenue and Vine Street (see Figure 3-6 and 3-7). The Boulevard Mixed Use designation also permits a variety of commercial uses, limits ground floor sidewalk frontage for non-pedestrian active uses and encourages retail uses appropriate to the existing character of the Boulevard East, Boulevard West and Main Street subdistricts.

1. Permitted Uses

The following uses are allowed.

- Ground Floor – As indicated in Table 3-1, all retail, entertainment, performance, exhibit, and dining uses allowed within the City of Los Angeles’ Regional Commercial land use designation and the C4, C2, P, and PB zones shall be permitted, with restrictions (Permitted, encouraged, and restricted uses for each land use designation in this Plan are detailed in Table 3-1. In addition, a complete list of uses permitted in the City of Los Angeles C4 and C2 zone, which includes uses listed in the C1.5, C1, and CR zones, and PB and P zones, can be found in Appendix 3-A). Encouraged uses include, but are not limited to, retail shops, restaurants, cinemas, theaters, amusement establishments, galleries, museums, public displays, and cafes.
- As indicated in Table 3-1, ll office, service, active recreation, dwelling and other uses permitted within the Regional Commercial land use designation and the C4, C2, P and PB zones shall be allowed on the ground floor but shall be limited to 30 feet of public sidewalk frontage for the first 40 feet of depth perpendicular to the sidewalk, and have at the sidewalk frontage a minimum horizontal separation of 100 feet from a similar use . These restricted uses at the ground floor include, but are not limited to professional offices, appliance repair, medical laboratory, hotel, and residential .

Figure 3-4

Figure 3-5

Figure 3-6

The Plan’s Boulevard Mixed Use land use designation encourages sidewalk oriented retail uses that support pedestrian activity appropriate to the existing character of the Boulevard. Residential uses are encouraged on upper floors.

Figure 3-7

The Plan's Boulevard Mixed Use land use designation encourages live entertainment ground floor uses in the Boulevard East subdistrict. Residential uses are encouraged on upper floors.

- Upper Floor Uses – As indicated in Table 3-1, all commercial uses which are permitted within the Regional Commercial land use designation and the C4, C2, P, and PB zones, including all permitted office, service, entertainment, dining, performance, dwelling and other uses shall be permitted on upper levels provided that the entrance to such upper level uses is clearly related to the public sidewalk visually and/or connected to the public sidewalk by a continuous open air passage way providing access to the public sidewalk.

2. Encouraged Uses

Within the Boulevard Mixed Area, concentrations of specific uses define the character of each sub-district. Encouraged uses, incentives, and Agency programs which support the retention and expansion of these uses are listed by sub-district in Table 3-1 and include the following (see also Section 3.3. "Density Standards" for a specific discussion of density bonuses).

- a. Encouraged Uses in the Main Street Subdistrict (see Table 3-1 and Figure 3-8)
 - Ground Level – Neighborhood and community oriented retail uses and community service uses are encouraged in the Main Street subdistrict. Specifically, encouraged uses include florists, book stores, magazine stands, bakeries, art supply stores, sit down restaurants, existing cinemas, cinema memorabilia, greeting cards/stationery, deli/grocery, and sidewalk cafes.
 - Upper Level – Housing, entertainment related office uses, visual and performing artist studios, graphic and photographic studios, design studios, and live/work spaces are encouraged on the upper floors.
- b. Encouraged Uses in the Boulevard East Subdistrict (see Table 3-1)
 - Ground Level – To reinforce Boulevard's East's appeal as a regional entertainment center, live entertainment uses such as, theaters, night clubs, studio facilities, and similar uses are encouraged and may be eligible for density bonuses (see Sections 3.2.A.5 and 3.3.B)
 - Upper Level – To reinforce the development of a mixed use district, residential uses, including a minimum 20% of very low to moderate income housing units are encouraged and may be eligible for density bonuses (see Sections 3.2.A.5 and 3.3.B).
- c. Encouraged Uses in the Boulevard West Subdistrict (see Table 3-1)
 - Ground Level – To enhance Boulevard's West's appeal as a visitor and tourist destination, visitor and tourist related uses and amenities such as specialty stores, sit down restaurants, cafes, museums, galleries, exhibit spaces, hotels, cinema related uses, and similar uses are encouraged.
 - Upper Level – To reinforce the development of a mixed use district, residential uses, including a minimum 20% of very low to moderate income housing units are encouraged and may be eligible for density bonuses (see Sections 3.2.A.5 and 3.3.B).

Some uses encouraged by this Plan, such as sidewalk cafes, require additional city approvals.

In addition to the encouragement of character-defining uses within subdistricts, the Agency, through its Childcare Program and the adopted Hollywood Social Needs Plan, is committed to the development of daycare facilities and social service facilities in new and renovated structures. This component of the redevelopment process strengthens Hollywood as both a workplace and a place to live, benefiting people and businesses alike.

Figure 3-8

The Plan's Boulevard Mixed Use land use designation encourages neighborhood oriented retail uses and community service uses which support pedestrian activity in the Main Street subdistrict. Residential and other uses are encouraged on upper floors.

To facilitate the development of encouraged uses within Boulevard Mixed Use areas, the Agency shall observe, to the maximum extent feasible, the following policy .

- Projects with include encouraged uses shall be prioritized for participation in Agency funding programs and agreements.

3. Restricted Uses (see Table 3-1)

Some uses permitted by the Community Plan within the Regional Center Commercial land use designation are not congruent with the goals and objectives of the Hollywood Redevelopment Plan and this Plan and are currently or shall be restricted as follows (see also Table 3-1).

- All vehicular service, repair, body, painting, refueling, wholesale supply, storage, car wash, and open air sales and rental uses shall be a minimum of 500 feet from residential uses and a minimum of 1000 feet from other similar uses. In addition, such uses shall require Agency approval.
- Adult entertainment uses shall be a minimum of 500 feet from any school, religious institution, public park or residential use and shall be a minimum of 1000 feet from other similar uses. (see Sec. 12.70.G, Adult Entertainment Zoning, of Article 2 of the City of Los Angeles Planning and Zoning Code)
- Open and enclosed storage, except temporary storage areas associated with construction sites and permitted commercial uses, shall require Agency approval. The purpose of this restriction is not to limit the legitimate storage needs of existing businesses, but to allow the community to exercise control over the potential intrusion of non-architectonic and scaleless storage facilities into residential, pedestrian-active commercial, and other areas where they may not be appropriate or would be appropriate only upon the adoption of specific mitigation measures determined on a case by case basis.

4. Boulevard Mixed Use Performance Standard

The following policy shall be observed by the Agency.

- When a use not identified in Table 3-1, "Permitted, Encouraged, and Restricted Uses", or included in Appendix A, "List of Uses Permitted in C4, C2, P and PB Zones", is proposed

in the Boulevard Mixed Use area, it may be approved, or approved with conditions, by the Agency if it (1) is supportive of entertainment and related service industry uses, (2) is compatible with existing or potential on or off site residential uses, and (3) is consistent with the City of Los Angeles Planning and Zoning Code, the Hollywood Community Plan, and the Hollywood Redevelopment Plan.

5. Uses Eligible for Density Bonuses in Boulevard Mixed Use Areas

To encourage balanced development between residential and commercial uses in Boulevard West, and to provide for the creation of new live entertainment uses in Boulevard East, the following density bonus provisions are established. (For further discussion of the density bonus provisions of this Plan see Section 3.3.B of this Chapter).

a. Bonus for ~~Housing~~ Residential Uses within Boulevard West

To Encourage mixed use development and a balance of commercial and residential uses in the District's urban core, a residential density bonus may be permitted by the Agency in that portion of the Boulevard West subdistrict designated as 3:1 FAR plus 1.5:1 FAR (see Figure 3-11). The bonus density may be a maximum of 1.5:1 FAR if residential uses (at an R4 Density) over the 3:1 FAR. A minimum of 20% of the project's residential units shall be affordable to people of very low to moderate income and the project including the bonus area shall require Agency approval.

b. Bonus for Live Entertainment Uses within Boulevard East

The area in the vicinity of Hollywood and Vine is a center for live theater and live entertainment uses exemplified by presentations at the Doolittle, Pantages, West Coast, and Henry Fonda Theaters. To reinforce the existing character of this area and to provide incentive to further develop these types of uses in that portion of the Boulevard East subdistrict designated as 3:1 FAR plus 1.5:1 FAR (see Figure 3-11), a density bonus of up to 1.5:1 FAR over the 3:1 FAR may be permitted with Agency Approval for the provision of and/or support of live entertainment uses and housing provided that a minimum of 20% of any housing units are affordable to persons of very low to moderate income (see also Section 3.3.B for discussion of additional public benefits which may be eligible for bonus densities in Boulevard East) .

6. Residential Uses Within Boulevard Mixed Use Areas

Section 506.3 of the Hollywood Redevelopment Plan allows residential uses within commercial areas with Agency approval of a development or participation agreement. The criteria for approving residential uses in these areas includes meeting all design and location criteria specified by the Agency.

In order to encourage and facilitate the development of this type of project the following policy is should be observed by the Agency.

- Projects within the Boulevard Mixed Use area which propose residential dwelling units and meet the requirements of this Plan and the Redevelopment Plan should be facilitated by

delegating approval authority to the Administrator until such time as a City ordinance is adopted which supports this mixed use designation.

3.2.B. Commercial Mixed Use (see Figure 3-4 and 3-5)

The Commercial Mixed Use designation creates a place in the Boulevard District where entertainment industry uses such as post-production services as well as office and other non-retail commercial uses are encouraged. Entertainment production uses have traditionally located within Hollywood and this designation acknowledges the continued importance of these types of uses in maintaining Hollywood's entertainment industry oriented character. Developments which integrate commercial uses with upper floor residential uses are also encouraged by this land use designation.

1. Permitted Uses (see Table 3-1)

The following uses are permitted.

- Ground Floor – All uses which are permitted in the Boulevard Mixed Use designation as defined herein are permitted, in Commercial Use areas with no sidewalk frontage restrictions.
- Upper Floor – All uses which are permitted in the Boulevard Mixed Use designation as defined herein are permitted, with no entrance or sidewalk frontage restrictions.

2. Encouraged Uses (see Table 3-1)

The following uses are encouraged.

- Commercial and industrial uses which are associated with the entertainment industry including, broadcast, motion picture, music or television studios; entertainment production facilities; film and tape editing facilities; post production facilities; and sound score production facilities are encouraged.

Some of the encouraged entertainment uses are not currently permitted by the City of Los Angeles C4 and C2 land use designations. The following Agency police shall be observed with regards to this issue.

- The Agency shall support variances for property owners seeking to located encouraged entertainment uses in Commercial Mixed Use areas until such time as a City ordinance is adopted which supports this mixed use designation.

To facilitate the development of encouraged uses within Commercial Mixed Use areas the following police shall be observed by the Agency.

- Projects which include encouraged uses in Commercial Mixed Use areas should be prioritized for participation in Agency funding programs and agreements.

In addition, the Agency, through its Childcare Program and the adopted Hollywood Social Needs Plan, is committed to the development of daycare facilities and social service facilities in new and renovated structures. This component of the redevelopment process strengthens Hollywood as both a workplace and a place to live, benefiting people and businesses alike.

3. Restricted Uses (see Table 3-1)

The following policy shall be observed by the Agency with regard to restricted uses within Commercial Mixed Use areas.

- Restricted uses within Commercial Mixed Use areas shall be the same as those for Boulevard Mixed Use areas.

4. Commercial Mixed Use Performance Guideline

The following policy shall be observed by the Agency.

- When a use not identified within Table 3-1, Permitted, Encouraged and Restricted Uses is proposed in the Commercial Mixed Use area, it may be approved, or approved with conditions, by the Agency if it, (1) is supportive of entertainment and related service industries, (2) is compatible with existing or potential on or off site residential uses, and (3) is consistent with the City of Los Angeles Planning and Zoning Code, the Hollywood Community Plan, and the Hollywood Redevelopment Plan.

5. Residential Uses Within Commercial Mixed Use Areas

As in the Boulevard Mixed Use designation, residential dwelling units are encouraged within the Commercial Mixed Use area, and the following policy should be observed by the Agency.

- Projects within Commercial Mixed Use areas which propose residential dwelling units and meet the requirements of this Plan and the Hollywood Redevelopment Plan should be facilitated by delegating approval authority to the Administrator until such time as a City ordinance or Redevelopment Plan amendment is adopted which supports by-right this mixed use designation.

3.2.C. Residential Mixed Use Land Use Designation (see Figures 3-3 and 3-5)

The Residential Mixed-Use designation provides for the creation of mixed use residential and retail structures located adjacent to the commercially oriented Hollywood Boulevard. This use also serves as a mixed use pedestrian oriented buffer between the intense urban activity of Hollywood's main streets and areas where only residential uses are permitted. Community oriented ground level businesses such as dry cleaners, corner grocers and coffee shops with housing above are encouraged (see Figure 3-9). Bonus densities for neighborhood commercial uses at the ground floor in Boulevard South and recommended reduced parking requirements in both Boulevard North and Boulevard South to foster the development of neighborhood retail which serves the everyday needs of Hollywood's residents.

1. Permitted Uses (see Table 3-1)

The following uses are permitted.

- Ground Floor – All residential land uses shall be permitted. Hotel uses may be permitted with Agency approval. Commercial uses shall be permitted and encouraged as defined in Section 3.2.C.2. below, but shall be restricted to at ground floor areas.
- Upper Floors – All residential uses shall be permitted. Hotel uses may be permitted with Agency approval

2. Encouraged Uses/Bonus Density/Parking Waivers (see Table 3-1)

The following encouraged uses are established.

- Commercial uses shall be permitted and encouraged provided they are limited to neighborhood serving uses are located on the ground floor of buildings with upper floors dedicated to residential uses only. Encouraged ground floor commercial uses shall include but not limited to the following; antique store, art gallery, bakery, barber/beauty shop, bookstore, café/tearoom, children’s shops, coffee shop, community center, confectionary store, day care center, deli/meat market, florist, gift, grocery/fruit/vegetable, hair dresser, hardware, garden, Laundromat/dry cleaning, pet shop, photographer, shoe repair, stationary, and tailor.

The following density bonus may be granted for the provision of encouraged neighborhood serving commercial uses.

- With the approval of the Agency, a density bonus not to exceed 1:1 FAR may be granted in Residential Mixed Use areas in Boulevard South for the provision of neighborhood serving commercial uses as defined above and by Table 3-1.

The following parking policy encourages the incorporation of neighborhood serving retail within the Residential Mixed Use areas (also see Chapter 6, Section 6.5.C.2 “Transportation and Parking”.)

- The Agency shall support variances for reduced or waived parking requirements for encouraged neighborhood serving commercial uses in Boulevard North and Boulevard South to the extent that it can be shown that the provision of pedestrian-serving and pedestrian generating businesses within the Residential Mixed Use area does not generate vehicular trips justifying full code conformance.

Figure 3-9

The Residential Mixed Use land use designation provides for the creation of residential structures with ground floor retail and encourages community oriented ground level businesses with housing above.

3. Residential Mixed Use Performance Standard

The following policy shall be observed by the Agency.

- When a use not identified within Table 3-1, Permitted, Encouraged, and Restricted Uses is proposed in the Residential Mixed Use area, the use may be approved, or approved with conditions, by the Agency if the use, (1) is compatible with existing or potential on or off site residential uses, and (2) is consistent with the City of Los Angeles Planning and Zoning Code, the Hollywood Community Plan, and the Hollywood Redevelopment Plan.

4. Encouragement of Residential Mixed Use Areas

The Hollywood Redevelopment Plan requires Agency approval of residential uses in existing commercially zoned areas. Much of the Residential Mixed Use area is currently zoned commercial. To expedite the development of residential projects in these areas the following policy should be observed by the Agency.

- The Agency should expedite and facilitate development agreements to ensure implementation of this Plan's residential recommendations in Residential Mixed Use areas by delegating approval authority of residential uses to the Administrator until such time as a City ordinance is adopted which supports this Plan's residential components.

To facilitate the development of encouraged uses within Residential Mixed Use areas the following policy shall be observed by the Agency to the maximum extent feasible.

- Projects which include encouraged uses within Residential Mixed Use areas should be prioritized for participation in Agency funding programs and agreements.

5. Commercial Uses Within Residential Mixed Use Areas

Because neighborhood serving commercial uses are permitted and encouraged on the ground floor of buildings with upper floor residential uses by this Plan, the Agency shall observe the following policy.

- Projects within Residential Mixed Use areas which propose ground floor commercial uses and meet the requirements of this Plan and the Hollywood Redevelopment Plan should be facilitated by delegating approval authority to the Administrator until such time as a City ordinance is adopted which supports by-right this mixed use designation.

3.2.D. Residential Use Designation (see Figure 3-4 and 3-5)

The Residential use designation focuses the District's residential development north and south of the Main Street area; Boulevard North and Boulevard South. Residential enclaves are also encouraged along Hawthorn Avenue at the western edge of the Boulevard District, and at the

northeast corner of the District where Carlos Avenue, Vista Del Mar Street, and Argyle Avenue converge. The development of residential uses in these areas supports the life, activity and daily commerce of Hollywood Boulevard while reinforcing Hollywood's future as a place where people live as well as work.

1. Permitted Uses (see Table 3-1)

The following standard is established.

- Residential uses, and with Agency approval, hotel uses shall be permitted in Residential Use areas.

As in the Residential Mixed Use area, much of this land use area is currently zoned commercial. To expedite the development of residential projects in the Residential Use areas the following should be observed by the Agency.

- The Agency should expedite and facilitate development agreements to ensure implementation of this Plan's residential recommendations in Residential Use areas by delegating approval authority of residential uses to the Administrator until such time as a City ordinance is adopted which supports this Plan's residential components.

3.2.E. Encouraged Uses/Home Occupations

Within residential areas, Section 505.4 of the Hollywood Redevelopment Plan allows for home occupations and commercial uses such as professional offices for accountants, architects, lawyers, and artists. The Redevelopment Plan requires that the business be operated from a dwelling unit or the ground floor of a building with no more than four workers. In order to foster the development of home occupations within the Residential Mixed Use and Residential areas, the following policy should be implemented.

- The Agency should facilitate the creation of a standard home occupation development agreement and delegate approval authority of these agreements to the Administrator.

3.2.F. Parking Overlay Zone

To encourage the development of small scale parking structures to serve the Boulevard's businesses and residences, a general overlay zone is established as follows (see also Figure 3-10 and Chapter 7, "Built Form Standards", Section 7.4.A and Section 7.4.B).

- Free-standing, parking structures which meet the built form standards of this Plan are permitted and encouraged in the Parking Overlay Zone generally delineated in Figure 3-10, regardless of the underlying land-use designation.

3.2.G. Non-Conforming Uses

Upon adoption of the land use standards of the Hollywood Boulevard District Urban Design Plan, some of the existing uses throughout the District will become non-conforming uses. A non-conforming use as defined by Section 509 of the Hollywood Redevelopment Plan, is a use of a building or land which was permitted at the time the Redevelopment Plan became effective. A non-conforming use may continue and expansion or improvements to a non-conforming use may be approved provided they meet the requirements of Section 509 of the Hollywood Redevelopment Plan. In accordance with Section 509 of the Hollywood Redevelopment Plan, the Agency may authorize additions, alterations, repairs or other improvements to non-conforming uses if these uses are compatible with the surroundings.

3.3 DENSITY STANDARDS

Over the course of Hollywood's history, densities and intensities of use have evolved into a unique urban pattern where high density intersections and a pedestrian oriented boulevard coexist with a fine scale of housing and small commercial enterprises. These existing scales and traditional intensities of use are acknowledged by the establishment of four distinct density thresholds. The densities range from approximately 60 units per gross acre within the Boulevard North, to a FAR of 3:1 with a potential for a density bonus of up to 1.5:1 FAR in selected areas of Boulevard East and Boulevard West (see Figure 3-11). In these areas, bonuses may be granted with Agency approval if the developer or property owner provides public benefits such as rehabilitation of historic structures, affordable housing, live entertainment uses, and/or off-site public open space. Bonus density may also be granted with Agency approval for the provision of neighborhood serving retail uses in selected areas of Boulevard South.

The following densities are established.

3.3.A. Residential Densities

1. High Medium Residential (see Figure 3-11)

To the north of the District are hillside neighborhoods of single family and multi-family buildings marked by the integration of generous private open space with the built environment. Within the Boulevard North sub-district and the area adjacent to Carlos Avenue, a maximum density of 60 units per gross acre or 400-800 square feet of lot area per dwelling unit ensures the provision of open space associated with new construction, and establishes a transition from the green hillside communities to the continuous streetwall of Hollywood Boulevard.

Figure 3-10

Figure 3-11

To ensure a consistent relationship between density and scale within High Medium Residential areas, the following standard is established.

- Within High Medium Residential areas, density shall be limited to either 400-800 square feet of lot area per dwelling unit in accordance with the provisions of Section 12.11 of the

Los Angeles Planning and Zoning Code, or a maximum of 60 dwelling units per gross acre, whichever is less.

2. High Residential (see Figure 3-11)

The density established for all of Boulevard South is based upon the location of this area between Hollywood's two most intensely developed commercial streets, --Hollywood and Sunset Boulevards, and two high density subdistricts, -- Boulevard East and Boulevard West. Additionally, this higher density furthers the goal of creating a critical mass of residents to support the encouraged neighborhood retail and service uses which are permitted within the Residential Mixed Use areas described in Section 3.2.C.

To ensure a consistent relationship between density and scale within High Residential areas, the following density standard is established.

- Within High Residential areas, density shall be limited to either 200-400 square feet of lot area per dwelling unit, or a maximum of 80 dwelling units per gross acre, whichever is less.

3. Residential Mixed Use Bonus Density

As stated in Section 3.2.C, a density bonus not to exceed 1:1 FAR may be permitted with Agency approval within the Residential Mixed Use areas located in Boulevard South for projects which provide neighborhood serving retail located on the ground floor of buildings which include upper floor residential uses.

4. Housing Incentive Units

Section 505.3, "Housing Incentive Units", of the Hollywood Redevelopment Plan allows the Agency to grant a residential density increase of up to 30% for developments in residential areas that provide one or more of the following objectives; affordable housing, preservation of historic structures, recreation areas, cultural facilities, social services, and open space.

3.3.B. Commercial Density

1. 2:1 FAR (see Figure 3-11)

Densities of up to 2:1 FAR are established for the Main Street subdistrict and selected parts of Boulevard East and West. This density is in keeping with the one, two, and three story building forms found in the Main Street subdistrict, areas east of Argyle Avenue, and residential structures with shallow front yards found along adjacent side streets. An FAR of 2:1 in combination with the built form standards of Chapter 7 ensures that future infill construction will be of a scale and intensity that is similar to that which exists.

2. 3:1 FAR (see Figure 3-11)

To the immediate west and south of Hollywood Boulevard's intersection with Highland Avenue, a density of up to 3:1 FAR is established. This FAR is in keeping with the density of existing commercial development and complementary to intensities of use that should be associated with future Metro Rail portals located in this area.

3. 3:1 FAR Plus 1.5:1 Density Bonus (see Figure 3-11)

At Hollywood Boulevard's intersections with Highland Avenue and Vine Street, shops, people, and offices are clustered within numerous tall structures, many of which rise to Los Angeles' pre-1957 150 foot height limit. The pedestrian intensity of these two intersections will be further reinforced with the coming of Metro Rail. A 3:1 FAR with the density bonus of 1.5:1 FAR is established for these areas provided public benefits such as the provision of housing, rehabilitation of historic structures, off-site open space, and live entertainment uses are developed as follows.

a. 1.5:1 Density Bonus at Boulevard East (see also Section 3-2.A.5)

The following policy is established.

- A density bonus of up to 1.5:1 FAR may be permitted by the Agency in the 3:1 + 1.5:1 area within Boulevard East as shown in Figure 3-11 if one or more of the following public benefits is realized.
 - The provision or support of existing and/or new live theater and live entertainment uses.
 - Rehabilitation and/or preservation of on or off-site historically and architecturally significant structure(s), or financial contributions to this Plan's urban conservation objectives (see Chapter 4, "Urban Conservation").
 - Provision of off-site public open space (see Chapter 5, "Open Space")
 - Provision of housing, provided that a minimum of 20% of the project's residential units shall be affordable to those of very low to moderate income.

Within the Boulevard East subdistrict, the following policy regarding prioritization of public benefits should be observed by the Agency to the maximum extent feasible.

- A minimum of 30% of the value of the total public benefits realized in Boulevard East should be directed towards live entertainment uses and/or facilities and a minimum of 50% should be directed towards the urban conservation objectives of this Plan.

b. 1.5:1 Density Bonus for Housing at Boulevard West (see also Section 3.2.A.5.a)

The area north of Hollywood Boulevard's intersection with Highland Avenue, particularly the Chinese Theater, is one of Los Angeles' major tourist attractions. At the same time, Highland Avenue is one of the main vehicular gateways through and to Hollywood. To ensure a proper balance of uses which lessens the potential traffic impact of new development at this intersection, yet allows for the intensity of uses associated with this locale's tradition as a major destination, the following policy regarding the granting of density bonuses in Boulevard West is established.

- A residential density bonus of up to 1.5:1 FAR may be permitted by the Agency for the provision of on-site housing in the 3:1 + 1.5:1 FAR area within Boulevard West as shown in Figure 3-11, provided a minimum of 20% of the project's residential units shall be affordable to those of very low to moderate income.

3.3.C. Transfer of Density or Floor Area Ratio (TFAR) ~~or Density~~

In accordance with Section 511 of the Hollywood Redevelopment Plan, transfers of floor area ratio (TFR) or density are allowed with Agency approval to provide and incentive for the conservation of significant buildings within the District. Chapter 4, "Urban Conservation", Section 4.3.J.2 outlines a series of policies regarding transfers of density. This Section of the Plan states that sites within the Main Street subdistrict which include architecturally or historically significant buildings should be prioritized by the Agency as density donor sites while sites on the four blocks adjacent to Hollywood and Vine, and an area immediately south of Boulevard West along the Vine Street corridor, should be prioritized as density receiver sites.

3.4 IMPLEMENTATION

The guidelines, standards and policies of this Chapter should be implemented through the adoption of one or more Design(s) for Development and City ordinance(s). For a more complete discussion of HBD implementation see the Hollywood Boulevard District Urban Design Plan Implementation Program.

URBAN CONSERVATION AND CULTURAL REVITALIZATION

Figure 4-1

An Historic View of Hollywood's Historic Chinese Theater at 6925 Hollywood Boulevard.

4.0 URBAN CONSERVATION AND CULTURAL REVITALIZATION TABLE OF CONTENTS

Page

4.1 OVERVIEW 4-4

4.2 DETERMINATION OF ARCHITECTURAL AND HISTORIC SIGNIFICANCE 4-5

4.3 URBAN CONSERVATION POLICIES/REHABILITATION STANDARDS AND GUIDELINES/CONSERVATION INCENTIVES 4-7

A.	Protections	4-7	
1.	Use of the Secretary of The Interior's Standards	4-7	
2.	Delay of Demolition Permit Requests	4-7	
3.	Denial of Requests for Housing Incentive Units and Variations	4-7	
4.	Community Involvement in Review of Projects with Potential Impact on HBCED and/or Significant Structures	4-8	
5.	HBCED Non-Contributing Buildings	4-8	
6.	Historic Assessments	4-9	
a.	Historic Assessment Reports	4-9	
b.	Historic Assessment Consultants	4-10	
B.	Rehabilitation Standards	4-10	
C.	Exterior Rehabilitation Guidelines	4-12	
D.	Interior Rehabilitation Guidelines	4-13	
E.	Historic Signage Guidelines	4-13	
F.	Seismic Rehabilitation Guidelines	4-15	
1.	Exterior Bolting	4-15	
2.	Wall Openings	4-15	
3.	Additional Seismic Rehabilitation Techniques	4-17	
G.	Use of Architects and/or Engineers	4-17	
H.	Use of the State Historic Building Code	4-17	
J.	Conservation Incentives	4-17	
1.	Urban Conservation Program	4-17	
a.	Direct and/or Matching Grants	4-19	
b.	Low Interest Revolving Loan Fund	4-19	
c.	Density Purchases	4-19	
2.	Transfer of Floor Area Ratio (TFAR)	4-19	
3.	Housing Incentive Units for Rehabilitation	4-22	
4.	Parking Requirement Reduction/Waiver	4-22	
5.	Transportation Impact Fees	4-22	
6.	Other Non-Agency Conservation Incentives	4-23	
K.	Public Outreach	4-23	
4.4	CULTURAL REVITALIZATION OVERVIEW	4-24	
4.5	CULTURAL RECOMMENDATIONS/PROGRAMS	REVITALIZATION 4-24	POLICIES/

- A. Hollywood Arts Plan 4-24
- B. Cultural Inventory and Needs Assessment 4-25
- C. District Identification Program 4-25

4.6 IMPLEMENTATION 4-25

4.0 URBAN CONSERVATION AND CULTURAL REVITALIZATION
LIST OF TABLES
PAGE

4-A SIGNIFICANT BUILDINGS WITHIN THE HOLLYWOOD BOULEVARD DISTRICT 4-26

4-B NON-CONTRIBUTING BUILDINGS TO THE HOLLYWOOD BOULEVARD
COMMERCIAL AND ENTERTAINMENT DISTRICT 4-27

CHAPTER 4.0 URBAN CONSERVATION and CULTURAL REVITALIZATION

OBJECTIVE - URBAN CONSERVATION

As an integral part of Hollywood's revitalization, provide protections and incentives to promote the reuse and rehabilitation of significant residential and commercial buildings and places.

4.1 OVERVIEW

Hollywood's historic buildings and places are a daily reminder of this community's heritage and its contribution to the country's and the world's culture (see Figure 4-1). One of the underlying assumptions of this Plan is that Hollywood's fullest economic and physical potential as a place that people will desire to visit, work, and live in will be realized only through the conservation, rehabilitation, and revitalization of Hollywood's historic, architectural, and cultural resources. (see Figure 4-2 and Figure 4-3).

Preservation must be linked to community resources, including residents, the stock of affordable housing, and the small businesses which serve the area. The objectives of this section are realized through the following:

- Definitions of building significance and the outlining of standardized assessment procedures,
- Conservation protections, rehabilitation guidelines and standards, and an outreach program,
- Conservation incentives including the funding of an urban conservation program, reduced parking requirements, the use of transfers of density, and housing incentive units for rehabilitation, and
- A cultural revitalization framework including a district identification program.

Figure 4-2

Urban Conservation Concept Drawing; Significant Structures noted in black, historic district shaded.

The assumptions, standards, and programs of this chapter influence the goals, objectives, guidelines and standards of the entire Plan. Standards for land use and density included in Chapter 3 reflect existing and historic development patterns. The open space guidelines included in Chapter 5 recognize and reinforce the District's major open space resource; the existing configuration of sidewalks and streets. The built form standards included in Chapter 7 emphasize the use of design principles derived from and compatible with the District's architecturally and historically significant structures. Throughout the Plan, urban conservation is not simply a strategy for saving buildings, but a means of reestablishing Hollywood's identity, thereby reinforcing its uniqueness as a destination.

Figure 4-3

Historic View of Hollywood's Historic Commercial and Entertainment District, looking east towards the Boulevard's intersection with Cahuenga Boulevard.

4.2 DETERMINATION OF ARCHITECTURAL AND HISTORIC SIGNIFICANCE

The Boulevard District is full of historically and architecturally interesting buildings and anchored by a National Register Historic District. Section 511 of the Hollywood Redevelopment Plan states that buildings listed as Cultural-Historic Monuments by the City of Los Angeles, and buildings which are "listed in," "determined to be eligible for," or "appear to be eligible for" the National Register of Historic Places, either individually or as a contributing building within a district, are of architectural and/or historic "significance." These definitions correspond to historic survey categories, 1, 1D, 2, 2D, 3, and 3D, in which the "D" suffixes signify a contributing building within a district.

Additionally, the Agency adopted as significant, on April 19, 1990, buildings listed as "potentially eligible for" the National Register. This definition corresponds to the Hollywood historic survey categories 4 and 4D. The Hollywood Boulevard Commercial and Entertainment District (HBCED), a National Register Historic District established in April of 1985, includes over 90 contributing (significant) and 40 non-contributing buildings. Most of the determinations of significance are based on the findings of a historic survey prepared for the Agency by Hollywood Heritage in the mid 1980's. This survey was certified by the State Office of Historic Preservation in March of 1989. Figure 4-4 indicates by parcel the location of the District's significant structures and the boundaries of the HBCED. In addition, contributing buildings to the HBCED are listed in Table 4-A along with all other significant buildings within the Hollywood Boulevard District. Table 4-B lists the non-contributing buildings within the HBCED.

The following policy shall apply to all significant buildings within the Hollywood Boulevard District:

- All significant buildings within the Hollywood Boulevard District, as defined by this plan and the Hollywood Redevelopment Plan, shall be afforded the protections of the Hollywood Redevelopment Plan as well as the protections of the Hollywood Boulevard District Urban Design Plan.

4.3 URBAN CONSERVATION POLICIES/REHABILITATION STANDARDS AND GUIDELINES/CONSERVATION INCENTIVES

One of the major goals of the Hollywood Redevelopment Plan is to "recognize, promote, and support the retention, restoration, and appropriate reuse of existing buildings, groupings of buildings, and other physical features . . . having significant historic and/or architectural value" (Section 300.11).

The following recommended conservation protections, procedures, standards, and incentives of both the Redevelopment Plan and this Plan should extend to all "significant" structures, as defined in Section 4.2 above, within the Hollywood Boulevard District.

A. Protections

Measures to protect the District's significant structures are found in Section 511 of the Hollywood Redevelopment Plan and are reiterated as follows.

1. Use of the Secretary of The Interior's Standards

Section 409.1 of the Hollywood Redevelopment Plan requires that significant buildings be rehabilitated in accordance with The Secretary of the Interior's Standards for Rehabilitation.

The following policy to facilitates proper use of the Standards.

- The Agency shall ensure that staff reviewing rehabilitation projects for conformance to The Secretary of the Interior's Standards for Rehabilitation are familiar with their use and current interpretation.

2. Delay of Demolition Permit Requests

Section 511 of the Hollywood Redevelopment Plan prohibits issuance of any grading, foundation, demolition, building, or other kind of permit which adversely effects a significant building unless and until the permit is delayed for "a reasonable period of time . . . to permit negotiations to occur and opportunities to be explored" which would "avoid or mitigate any adverse impact."

The following policy shall be observed by the Agency within the Hollywood Boulevard District to ensure a full study of options which avoid or mitigate adverse impacts.

- The economic and physical infeasibility of reusing a significant structure shall be demonstrated when demolition or substantial alteration of a significant structure is proposed.

3. Denial of Requests for Housing Incentive Units and Variations

As further defined by Section 511 of the Redevelopment Plan, except in exceptional circumstances, the Agency shall deny requests for housing incentive units and variations for sites on which a structure determined by the Agency to be "significant" was demolished after the adoption of the Hollywood Redevelopment Plan.

4. Community Involvement in Review of Projects with Potential Impact on HBCED and/or Significant Structures

To keep the community informed of changes which could impact the historic integrity of the HBCED and the District as a whole the following policy shall be observed by the Agency (see also Chapter 8, "Design Review and Permit Process").

- The community, as further defined by Chapter 8, Design Review and Permit Process, Section 8.2.C, shall review and make recommendations to the Agency regarding any

proposed project within the Hollywood Boulevard District which adversely impacts a significant resource as determined by non-compliance with the Secretary of the Interior's Standards.

5. HBCED Non-Contributing Buildings

The classification of "non-contributing" to the HBCED was based upon a number of criteria including date of construction, extensive alteration of original architectural features, and inability to assess the original architectural integrity due to obscuring non-historic additions or alterations such as 1950's era aluminum storefront construction (see Figure 4-5).

a. Historic View of 1717 Vine Street.

b. View of 1717 Vine Street showing non-conforming later additions being removed to reveal original facade.

Figure 4-5

Non-historic alterations or additions may obscure architectural features and other distinguishing characteristics as seen in this example at 1717 Vine Street. The building was subsequently demolished.

The following policies shall be observed by the Agency with regard to the review of proposed demolitions or substantial alterations to non-contributing structures (see Table 4-B, Non-Contributing Buildings to the HBCED).

- When demolition or substantial alteration of a non-contributing building to the Hollywood Boulevard Commercial and Entertainment District is proposed, a historic assessment to determine potential significance, if any, shall be required (until such time as a study clarifying the status of all non-contributing buildings within this district is completed (see also Section 4.3.A.6, "Historic Assessments")).
- When a non-contributing building within the Hollywood Boulevard Commercial and Entertainment District has potentially reversible alterations as determined by an historic assessment report or study as outlined above, the building permit applicant may be required to reveal and selectively document the original exterior and/or interior features and, if historic integrity remains, rehabilitate the structure in accordance with the provisions of the Hollywood Redevelopment Plan and this Plan.

6. Historic Assessments

Proper rehabilitation is dependent upon a thorough understanding of the architectural and historic qualities of a structure. Historic assessments document existing conditions and assist in the proper analysis of their relationship to the original architecture and proposed alterations. The following policies promote proper rehabilitation.

- Where adequate documentation of a significant building's historic features or qualities does not exist and when alterations are proposed which impact the historic integrity of the structure, a historic assessment shall be required.

a. Historic Assessment Reports

Before a property owner or developer begins a historic assessment report, Agency staff as well as preservation professionals should be consulted.

Historic assessment reports should include but are not limited to discussion of the following areas.

- Identification, if possible, of date of construction (factual or estimated), the architect of record, and style of architecture.
- Where feasible, photographs or drawings of the building and/or site from construction to the present.
- Identification of existing conditions through photographs and/or drawings. Use of Historic American Building Survey (HABS) standards is recommended.
- Identification and review of existing features that are architecturally or historically significant (i.e. windows, moldings, ornament, walls, etc.)
- Research of building permits or other records to establish a record of alterations since original construction.
- Research of city directories and other appropriate historic documents which identify individuals, institutions, and/or uses which have occupied the structure or site through time.
- Review of work in relationship to other similar work which may exist within the Los Angeles area or elsewhere.
- If the building was designed by an architect or firm or includes craftsmanship by identifiable individuals or a particular school of craftsmanship, review of this work within the context of the architect's, firm's, or craftsman's body of work.
- Review of work, if appropriate, as an example of an endangered building type, style, or technique, and/or craftsmanship.
- Assessment of architectural significance and integrity of existing historic conditions and impact of alterations, if any, on structure and/or site.
- Assessment of significance and contribution of structure and/or site in relationship to an existing or potential historic district.

- Assessment of cultural and/or historic significance of structure and/or site.
- Assessment of structure and/or site with regard to National Register or City of Los Angeles Cultural Historic Monument criteria.

b. Historic Assessment Consultants

Assessments of significant structures should be conducted by a preservation professional. Preservation professionals include but are not limited to, historians, architects, engineers, or preservation advocates. The following policy shall be used by the Agency when reviewing the credentials of a historic assessment consultant.

- A historic assessment consultant shall have demonstrated expertise in identifying significant resources and evaluating their relative significance within a historic or cultural context.

The following policies facilitate the development of assessment reports and avoid needless report duplication.

- In consultation with local groups with an interest in historic preservation, the Agency shall develop a list of individuals and firms which do historic assessments and make it available for public use.
- The Agency shall maintain a file of historic assessment reports developed for projects within the District. In those cases where an assessment is required, the developer or property owner may be able to use an existing assessment if it adequately addresses the current condition of the structure in relationship to the proposed scope of work.

B. Rehabilitation Standards

In accordance with Section 511 of the Hollywood Redevelopment Plan, this Plan incorporates, with additions, the rehabilitation standards developed by the United States Department of the Interior. The additions are italicized and both discourage rehabilitation proposals which save facades only, and require conformance with the other provisions of this Plan.

Use of the standards can be an incentive to rehabilitate and reuse a structure. Buildings that meet National Register Criteria and are rehabilitated in accordance with these standards may qualify for federal tax credits (many significant buildings within the Boulevard District meet National Register criteria; also see Section 4.3.J.6)

The following rehabilitation standards shall be adhered to when rehabilitating significant buildings within the Hollywood Boulevard District.

- A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

- The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
- Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
- Most properties change over time; those changes that have acquired significance in their own right shall be retained and preserved.
- Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
- Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities, and where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
- Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
- Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
- New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
- New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.
- *Retention of building shells, facades and sidewalls to credible depths is essential to define and maintain the integrity and quality of any significant structure. Projects which involve the substantial demolition of a structure, with retention of facades and token side walls only, do not retain this integrity.*
- *New additions, exterior alterations, and related new construction shall conform with the standards and guidelines of the Hollywood Boulevard District Urban Design Plan.*

C. Exterior Rehabilitation Guidelines

The following exterior rehabilitation guidelines are based upon The Guidelines for Applying the Secretary of the Interior's Standards and Preservation Briefs, both published by the National Park Service. Individuals proposing exterior rehabilitation are encouraged to consult the complete recommended procedures outlined in the Guidelines for Applying the Standards.

The following guidelines shall be used by the Agency to interpret the Secretary of the Interior's rehabilitation standards.

- Retain distinctive landscape features such as plants, trees, fencing, walkways, signs, and lights that have traditionally linked the building to its environment. Introduce new security lighting and fencing only if necessary, and ensure that new elements are compatible with the character of the neighborhood and create a minimum intrusion.
- Retain and rehabilitate architectural features and other distinguishing characteristics of the building that are important in defining its overall historic character. Architectural features include windows, doors, cornices, architraves, pediments, columns, dormers, brackets, chimneys, roof forms, and other significant physical characteristics (see Figure 4-6).
- Retain original building materials, including masonry and mortar, whenever possible. If replacement is necessary, duplicate old mortar in composition, color, texture, joint size, and joint profile. Repair stucco with a stucco mixture that duplicates the original as closely as possible in appearance and texture.
- Remove materials which obscure or cover character defining features of a historic building. Transom windows and storefronts which have been covered up should be uncovered and opened up.
- Retain and rehabilitate, as feasible, original window and door openings and building storefronts, including window sash, glass, lintels, sills, doors, pediments, hoods, steps, configuration, and hardware (see Figure 4-7). When original windows have been destroyed or are too deteriorated to rehabilitate, replacement windows should duplicate the material, design, dimension, and hardware of the originals. Existing recessed storefront entries are an important aspect of Hollywood's historic commercial architecture. Those which contribute to the significance of a building shall be maintained.
- When the use of substitute or replacement features or materials is required, they should be based on the documented original when possible. New features and materials should be clearly distinguishable from historic elements.
- Base repainting of buildings on historic analysis and material analysis of the building and surrounding context.
- The covering of existing exterior masonry or brick on significant structures with stucco, sprayed gunite, or paint is prohibited unless a public safety concern warrants their use.

- Non-original window mounted or surface mounted air-conditioning units should be removed from the primary facades of significant buildings.
- Inserting new floors or furred-down ceilings cut across the glazed areas of windows so that the exterior form and appearance of the windows is changed is discouraged.

D. Interior Rehabilitation Guidelines

Building interiors often contain character defining features, materials, and configurations which should be preserved. Like the exterior rehabilitation guidelines, the following recommended interior rehabilitation guidelines are based upon The Guidelines for Applying the Secretary of the Interior's Standards and Preservation Briefs, both published by the National Park Service.

The following guidelines shall be used by the Agency to interpret the Secretary of the Interior's Rehabilitation Standards.

- Interior spaces which are important to the overall historic character of a building should be preserved and retained where possible. This should include the size, configuration and proportions of rooms, lobbies, reception halls, theaters, auditoria, hallways and other spaces.
- Partition or opening-up of historically configured interior spaces should be allowed only when other alternatives are not possible and the change will not damage, destroy or obscure character-defining spaces, features, or finishes.
- Interior features, material, and finishes which are important to the building's historic character, should be retained and preserved (see Figure 4-8). Destructive methods to clean or remove paint from historic features should not be allowed unless other effective alternatives are not available.
- Dropped ceilings which obscure any character-defining element of the building such as ornamental ceilings, should be avoided. Where a dropped ceiling is installed, it should not be installed in such a manner as to adversely impact other architectural elements such as windows or ornamental column capitals.
- Visible features of early building systems which are important in defining the overall historic character of a building should be identified, retained, and preserved. This will include but not be limited to radiators, heating and ventilation grills and plumbing and light fixtures.

E. Historic Signage Guidelines

Signage is an important component of Hollywood's historic image and the District is enhanced or diminished by the design of new signage. In addition to the Plan's rehabilitation standards, the signage standards outlined in Chapter 7, "Built Form," Section 7.7, help ensure that new signage is sympathetic to a building's rhythm, proportion and scale (see Figure 4-9). This latter section of the

Plan encourages the conservation and reuse of historic signage (see Figure 4-10), prohibits new wall signs on historic buildings from obscuring significant architectural features or historic signs, and prohibits the use of most signs with plastic fields not be allowed within the HBCED.

Figure 4-6

The exterior rehabilitation of the El Capitan Theater at 6834 Hollywood Boulevard called for the retention and rehabilitation of architectural features and other distinguishing characteristics such as decorative cast concrete bands and projecting window bays with ornamental cast iron posts and moldings.

Figure 4-7

Windows and storefronts which have been covered up, such as these at the southeast corner of Hollywood Boulevard and Cherokee Avenue, should be uncovered and rehabilitated.

F. Seismic Rehabilitation Guidelines

Seismic reinforcement, if insensitively done, adversely impacts the integrity of significant structures (see Figure 4-11). Designs for seismic reinforcement are required to conform to City of Los Angeles Department of Building and Safety standards and as such must be undertaken by a qualified engineer and/or architect. Engineers and architects experienced with historic buildings can usually design seismic reinforcement in a manner sympathetic to the architecture while still meeting lateral force requirements. The following general policies shall be observed by the Agency with regard to seismic rehabilitation and reinforcement.

- Seismic reinforcement which adversely impacts the architectural or historical significance of a structure shall be allowed only if structural and economic infeasibility is demonstrated by the permit applicant.
- Minimally visible seismic reinforcement techniques shall be used to the maximum extent feasible when rehabilitating a significant structure.

The following additional policies with regard to seismic reinforcement and rehabilitation shall be observed by the Agency.

1. Exterior Bolting

Exposed anchor bolts and plates are used to connect exterior walls with floor and roof planes. Architectural features and the original look of a structure are sometimes damaged when bolts are installed (see Figure 4-11). The following guidelines shall be followed with regard to exterior bolting.

- Use of exterior anchors is strongly discouraged. Where feasible, and where City of Los Angeles Department of Building and Safety regulations permit, use of hidden anchors should be used.
- Where exterior anchors are used, every effort shall be made to provide straight alignment, even spacing, and consistent orientation of the plates. Conflicts with architectural details shall be avoided to the maximum extent feasible.

2. Wall Openings

One of the common ways to increase the strength of an unreinforced masonry building is to close up windows and other openings with reinforced masonry block. Another technique is to spray gunite over reinforcing steel, encapsulating the unreinforced wall with reinforced concrete. Both of these techniques may adversely impact a structure's historic facades (see Figure 4-12). To maintain the architectural integrity of significant buildings, the following guideline shall be followed.

- Use of seismic strengthening techniques which alter the appearance of principal facades shall not be avoided to the maximum extent feasible.

Figure 4-8

Interior rehabilitation guidelines call for the retention and preservation of interior features, materials, and finishes.

Figure 4-9

New signs should be sympathetic to a building's rhythm, proportion, and scale. New signs should not conceal significant architectural features, such as those at 6718 Hollywood Boulevard.

Figure 4-10

The conservation and reuse of historic signs, such as this one at 6423 Hollywood Boulevard, is encouraged.

3. Additional Seismic Rehabilitation Techniques

Among the alternative methods that should be considered when seismic work is undertaken are the use of steel "shear" frames placed invisibly behind or within wall and window openings, guniting the interior as opposed to the exterior of buildings, and other technologies which meet City of Los Angeles Department of Building and Safety requirements (see Figure 4-13).

G. Use of Architects and/or Engineers

Rehabilitation is often complex and the ability to make professional decisions in sympathy with the historic qualities of a structure almost always requires the services of an architect and/or engineer experienced with historic buildings as well as in many cases a qualified preservation consultant. The following policies help ensure the integrity of proposed alterations and/or additions to significant structures.

- Developers, property owners and building permit applicants may be required to obtain the services of qualified preservation professionals if proposed work impacts the historic qualities of a significant structure.
- The Agency, in consultation with local groups with an interest in historic preservation, the American Institute of Architects, appropriate engineering societies, and other groups, shall develop a list of individuals and firms who specialize in preservation and conservation and make it available for public use.

H. Use of the State Historic Building Code

The State Historic Building Code (SHBC) provides alternative building regulations for the rehabilitation, preservation, restoration or relocation of structures identified as historic buildings. Unlike standard building codes which are oriented towards life safety in new construction, the intent of the SHBC is to provide safety from life threatening situations such as fire while preserving the historic value of a structure. This alternative code can greatly facilitate the conservation of significant structures and its use is strongly encouraged.

City of Los Angeles departments require building permit applicants and their architects and/or engineers to take the lead in demonstrating how the SHBC pertains to a particular project. The goal is to show how an alternative method, which does not impact the historic integrity of the structure, provides equivalent safety.

J. Conservation Incentives

The following incentive provisions encourage the rehabilitation and reuse of Hollywood's historic buildings.

1. Urban Conservation Program

As outlined in the Hollywood Boulevard District Urban Design Plan Implementation Program, the Agency should establish as part of the "Hollywood Redevelopment Work Program an urban conservation program to assist in the funding and financing of projects involving rehabilitation or restoration of significant buildings.

Figure 4-11

When exterior anchors are used, every effort should be made to provide straight alignment, even spacing and consistent orientation of plates. Conflicts with architectural elements shall be avoided.

Figure 4-12

The blocking of windows is discouraged.

Figure 4-13

Alternative strengthening methods such as the use of shear frames placed within or behind window openings should be considered.

This urban conservation work program should include but is not limited to the following components.

a. Direct and/or Matching Grants

The Agency should provide direct and/or matching grants for proposals that include reuse and rehabilitation of significant structures.

b. Low Interest Revolving Loan Fund

The Agency should provide low-interest loans, or assistance in getting loans, for proposals that include reuse and rehabilitation of significant structures.

c. Density Purchases

The Agency should actively pursue the purchase of density rights from owners of significant buildings.

To ensure the linking of rehabilitation efforts with the continued need for affordable housing in the redevelopment project area, the following guideline should be observed by the Agency.

- A priority of the urban conservation program should be the rehabilitation of significant structures that include affordable housing units.

2. Transfer of Floor Area Ratio (TFAR)

In order to increase the incentive of property owners and developers to maintain, reuse, and rehabilitate significant structures, Section 511 of the Hollywood Redevelopment Plan allows for the transfer of floor area, or density, from sites which include significant buildings (donor sites) to receiver sites in designated receiver zones (see Figure 4-14). Through the sale of this density, the donor property owner realizes a financial gain which can be devoted to the rehabilitation of the significant buildings. The developer or property owner who buys the density for a receiver site is able to build a larger project.

Section 511 of the Hollywood Redevelopment Plan also states that the Agency shall obtain adequate assurances that the building from which the density transfer is taken is preserved and that the development on the site to which the density is transferred will occur in conformity to the Redevelopment Plan and any adopted Design for Development. Architecturally and/or historically significant buildings as defined by the Agency that are located within TFAR receiver zones, shall be subject to the same protections, procedures, and requirements which apply to other significant structures within the Hollywood Redevelopment Plan area.

In order to stimulate community-based rehabilitation projects the following policies for transfers of density shall be followed by the Agency.

- Transfers of floor area shall be subject to Agency approval and require an Owner Participation Agreement (OPA). In exchange for the right to transfer floor area, developers and/or property owners with donor sites shall be required to rehabilitate their buildings in accordance with the standards and guidelines of the Hollywood Redevelopment Plan and this Plan.

Figure 4-14

The owner of historic building A, transfers the site's total potential floor area B, to the owner of a receiver site, who then constructs a larger project D, equal in area to B + C.

- Priority should be given to the facilitation of transfers of floor area from sites located within the Main Street subdistrict to a receiver zone as outlined in Figure 4-15.

- A task force should be established by the Agency to develop a consistent TFAR valuation methodology and process. The following parameters regarding transfers of density should serve as the basis for this task force's discussions and shall be used by the Agency on a case by case basis until such time as a specific Hollywood TFAR policy is adopted.

- Donor Sites: The amount of density available for transfer should consist of the by-right maximum floor area of a site, excluding bonus density, as defined by the provisions of this Plan and the Hollywood Redevelopment Plan. The existing floor area of many of Hollywood's significant structures already exceeds this Plan's allowable maximum densities. To create a rehabilitation incentive for significant structures, regardless of their size, the existing floor area of significant buildings should not be considered in the calculation of total floor area available for transfer (see Figure 4-14).

- Donor Site Prioritization: To stimulate rehabilitation within the community oriented Main Street subdistrict, transfers of density within this area should be prioritized for a period of time not to exceed five years following the adoption of this Plan. If the total transfers from this area exceed 300,000 square feet within five years, it is recommended that the priority area be increased to include all contributing buildings within the HBCED. In addition, buildings outside of these two priority zones that are listed on the National Register of Historic Places, or are determined eligible or appear eligible for listing and/or are City of Los Angeles Cultural Historic Monuments, should also have priority when considering potential transfers of density.

- Boulevard East Receiver Area: Potential receiver sites should include those within the Boulevard East and the Vine Street corridor as outlined in Figure 4-15.

3. Housing Incentive Units for Rehabilitation

Section 505.3 of the Hollywood Redevelopment Plan allows the Agency to authorize up to a 30% residential density bonus to provide for the preservation of significant structures. To realize this bonus, a property owner and/or developer shall be required to enter into a development or participation agreement with the Agency and submit a rehabilitation proposal which meets the requirements of the Hollywood Redevelopment Plan and upon adoption, this Plan.

4. Parking Requirement Reduction/Waiver

Many historic buildings were constructed without associated parking and one of the greatest financial and physical disincentives for rehabilitating these structures is providing current code required parking. The draft Hollywood Transportation Plan (HTP), Chapter 7, "Short and Long Range Parking Component," recommends that parking requirements for significant buildings be reduced or waived even when there is a change in use or occupancy. However, all existing parking associated with historic buildings is recommended to be maintained (see also HBD Chapter 6, "Transportation and Parking," Section 6.4.E.2).

In accordance with the HTP, occupants or tenants of significant buildings granted reductions in parking spaces may be required to participate in a parking management program.

Owners/developers of new projects adjacent to significant buildings may also be required to participate in a parking management program and to provide parking spaces to tenants of rehabilitated historic buildings.

5. Transportation Impact

The proposed transportation impact fees discussed in the HTP, Chapter 9, "Financing and Implementation Plan," Section 9.2. assess new developments. This Chapter of the HTP also recommends that the development impact fee for low and moderate income housing units be paid by the Agency. This creates an incentive for the rehabilitation of structures which incorporate affordable housing units.

6. Other Non-Agency Conservation Incentives

A variety of other incentives which encourage the rehabilitation of significant structures are available through other government agencies or through the use of other preservation mechanisms. Property owners or developers should check with Agency staff and/or a preservation consultant with regard to the status of the following programs and others that may become available in the future.

- **Federal Rehabilitation Tax Credits:** Tax credits for the rehabilitation and reuse of significant buildings offer significant economic incentives for preservation. A 20% credit for the rehabilitation of certified historic structures and a 10% credit for structures originally placed in service before 1935 are available in 1992.
- **Conservation or Facade Easements:** Conservation or facade easements provide an effective tool for ensuring the long term preservation of significant buildings. This mechanism entitles an owner of a historic building to a charitable tax deduction for the donated easement if the donation constitutes a "Qualified Conservation Contribution" to a "Qualified Organization".
- **Property Tax Incentives:** The State of California "Mills Act" provides incentives for the preservation of properties with historic significance by providing substantial reduction in assessed valuation of property. To participate, a property must be privately owned, qualify as historic, and the owner must enter into a contract with a legislative body to restrict the use of the property.

K. Public Outreach (see also the Hollywood Boulevard District Urban Design Plan Implementation Program)

When beginning a conservation project, property owners and/or developers should meet with Agency Staff and/or a preservation consultant to understand the full spectrum of current incentive programs and their applicability to a proposed project.

To inform District building owners, tenants, and residents about the conservation protections, incentives and programs of this Plan the following policies should be implemented by the Agency.

- The Agency should work with property owners, developers, and other City departments to realized the full use of conservation incentives such as Federal rehabilitation tax credits, conservation or facade easements, and use of the State of California Mills Act, and other conservation incentive programs as they become available.
- The Agency should establish a community outreach and education program. This program should include but is not limited to technical assistance in rehabilitation, conservation, preservation planning, preservation techniques, and materials describing the protections and incentive programs of this Plan. The outreach program should also focus attention on successful rehabilitation projects incorporating Hollywood's historic resources.
- In order to actively encourage rehabilitation projects, the Agency should issue on a regular basis Requests for Proposals to seek developers and property owners interested in rehabilitating historic structures.

OBJECTIVE - CULTURAL REVITALIZATION

Reinforce the Hollywood Boulevard District as a local, regional, and national cultural center through the protection, reinforcement and development of existing and new cultural use, and facilities and the history of Hollywood.

4.4 CULTURAL REVITALIZATION OVERVIEW

The identity and visibility of Hollywood as a center for entertainment and culture, will be reinforced by nurturing Hollywood's existing resources and activities and by encouraging the development of new cultural activities, events, and facilities. Hollywood's fame as the entertainment capitol of the world and its continuing identity depends on maintaining the link to Hollywood's history. The cultural revitalization programs and policies reflect these needs and include the following:

- A Hollywood Arts Plan consistent with the Agency's Public Art Policy (see Section 4.5.A, below),
- A cultural needs assessment program (see Section 4.5.B, below),
- A district identification program (see Section 4.5.C, below), and
- Density bonus for live entertainment use in Boulevard East (see Chapter 3, "Land Use and Density," Sections 3.2.A.5 and 3.3.B.3).

4.5 CULTURAL REVITALIZATION POLICIES/RECOMMENDATIONS/PROGRAMS

A. Hollywood Arts Plan

Section 512 of the Hollywood Redevelopment Plan requires that projects subject to an Owner Participation Agreement (OPA) or Development Agreement (DDA) with the Agency allocate a minimum of 1% of development costs, excluding land and off-site improvements, for a Development Project Art Plan (consisting of an Art Budget and a Site Art Plan).

A Hollywood Arts Plan, in conformance with a the Agency Public Art Policy, was adopted in October of 1992. The Hollywood Arts Plan applies to Agency-initiated projects as well as to projects which the Agency has facilitated and which are subject to a participation or development agreement.

The Arts Plan guides a developer in defining a Site Art Plan and the application of the Art Budget. No more than sixty percent of the 1% art requirement may be used for the Site Art Plan. At least forty percent of the 1% art requirement shall be contributed to the Hollywood Cultural Trust Fund. The Site Art Plan should be reflective of and responsive to the unique qualities of the District and redevelopment project area and is expected to bring an artist into a project at the conceptual phase of a project to contribute from the start as a collaborating member of the project design team.

In keeping with the Agency's Public Art Policy, commercial rehabilitation projects which require an OPA, DDA, or other Agency action and which meet the conservation standards of the Hollywood Redevelopment Plan and this Plan shall receive art obligation credits commensurate with the extent of historic rehabilitation. Public Art Policy exempts Agency-facilitated affordable housing units from the Percent for Art requirement.

For more information regarding the Agency's Public Art Policy and Hollywood Arts Plan, staff of the Agency's Public Art Program should be contacted.

B. Cultural Inventory and Needs Assessment

The development and maintenance of an inventory of existing cultural activities, facilities, collections, and entertainment resources, and an assessment of future needs within the District is a priority of the Hollywood Arts Plan. The Hollywood cultural inventory and needs assessment for the redevelopment project area must factor into its findings and the goals and objectives of the Hollywood Boulevard District Urban Design Plan and the Hollywood Arts Plan.

C. District Identification Program

This history, myths, and traditions associated with Hollywood should be preserved and visibly accessible to all who enter the District. In order to better facilitate the telling of Hollywood's story and reinforce Hollywood's identity as a unique destination for Angelinos as well as tourists the following program shall be implemented by the Agency.

- A District Identification Program compatible with the Hollywood Walk of Fame, and recognizing, but not limited to, the following elements, concepts, and guidelines shall be implemented.

- The Boulevard District's significant structures.

- Hollywood's commercial and entertainment history and the places where events occurred.
 - Pedestrian orientation and self-guided touring.
 - Murals and other public art.
- The public signage recommendations of this Plan (see Chapter 7, "Built Form," Section 7.7.G).

4.6 IMPLEMENTATION

The urban conservation and cultural revitalization objectives of this Plan are implemented through the adoption of one or more Design(s) for Development, City Ordinance(s), and the establishment and funding of urban conservation work objectives within the redevelopment work program. For a more complete discussion HBD implementation see the Hollywood Boulevard District Urban Design Plan Implementation Program.

5

OPEN SPACE

Figure 5.1

The District's sidewalks and streets are its primary open space resource and a great place to walk.

5.0 OPEN SPACE TABLE OF CONTENTS

PAGE

5.1	OVERVIEW	5-3
5.2	PUBLIC OPEN SPACE DEFINITION	5-3
5.3	SIDEWALK AND STREET GUIDELINES	5-6
A.	Street Tree Improvements	5-6
1.	Street Tree Standards and Guidelines	5-6
2.	Street Tree Maintenance	5-6
3.	Street Tree Improvement Implementation	5-8
B.	Hollywood Boulevard Improvements	5-8

1. Hollywood Boulevard Sidewalk Improvements 5-9
2. Hollywood Boulevard Street Trees and Landscape Amenities 5-11
3. Hollywood Boulevard Improvements Implementation 5-11

- C. Highland Avenue and Vine Street Improvements 5-12

- D. Other Sidewalk and Street Policies and Guidelines 5-13
 1. View Corridors 5-13
 2. Parkway Plantings 5-13
 3. Setbacks 5-15
 4. Handicap Accessibility to Boulevard District Sidewalks 5-15

- 5.4 PUBLIC PARKS 5-15
 - A. Neighborhood Parks 5-15
 - B. Linear Street Parks 5-16
 - C. Shared Use of Open Space at Public Schools/Selma Avenue Linear Park 5-17
 - D. Hollywood Open Space Work Implementation 5-17
 - E. Density Bonus for the Provision of Offsite Public Open Space 5-17

- 5.5 COMMUNITY MARKET PLAZA 5-17

- 5.6 OFF STREET OPEN SPACE POLICIES, STANDARDS AND GUIDELINES 5-19
 - A. Residential Landscape Policies, Standards and Guidelines 5-19
 - B. Commercial Open Space Policies, Standards and Guidelines 5-19
 - C. Surface Parking Lot Standards and Guidelines 5-19
 - D. Standards for Service Areas 5-21

- 5.7 IMPLEMENTATION 5-21

5.0 OPEN SPACE

OBJECTIVE

Preserve and enhance the District's primary open space network - the sidewalks and streets - and create a framework for the provision of additional public and private open space which

complements the quality, character, and needs of the District, its neighborhoods, and Hollywood Boulevard.

5.1 OVERVIEW

The policies, standards, and guidelines of this Chapter enhance and reinforce Hollywood's identity as one of the best places to walk in Los Angeles (see Figure 5-1). Acknowledging Hollywood's urban character, the policies of this Chapter are directed towards improving the quality of the sidewalk experience and providing small green areas for passive recreation and observation of the passing scene. The goals of this Chapter include;

- The development of Highland Avenue and Vine Street as tree lined vehicular/pedestrian boulevards linking Hollywood to the surrounding region and culminating in the pedestrian intensive Boulevard (see Figure 5-2),
- Upon arrival into Hollywood, the enhancement of the pedestrian quality and identity of the Boulevard through sidewalk improvements, tree plantings and the development of an open air Community Market Plaza centered between Highland and Vine,
- A district-wide tree planting program,
- The creation of neighborhood and linear street parks giving focus to the emerging Boulevard North and Boulevard South residential communities, and
- Policies, standards, and guidelines for view corridors, residential landscape, and surface parking lots to "green" the District.

As the proposed improvements are realized (see Figure 5-4), residents, workers, and visitors to Hollywood can look forward to an environment which complements Hollywood's traditional streetscape and reinforces the enjoyment of this area's neighborhood, retail, commercial, and entertainment districts.

5.2 PUBLIC OPEN SPACE DEFINITION

Public streets and sidewalks as well as a variety of semi-private and private open spaces, such as the forecourt to the Chinese Theater or the courtyards of numerous bungalows complexes, contribute to Hollywood's unique sense of place (see Figure 5-3). The creation of additional public and private open space integral to the development of new and rehabilitated buildings is strongly encouraged by the provisions of this Plan. To avoid confusion regarding what is considered "public open space", the following definition shall be adhered to by the Agency within the Hollywood Boulevard District.

- Any space which is directly accessible from a public street or sidewalk, and through or in which there is a right of community, and as appropriate, vehicular passage, shall be considered public open space. Public open space should be open to the natural elements to the maximum extent feasible.

Figure 5-2

Street tree and sidewalk improvements are proposed for the major boulevards crossing the District.

Figure 5-3.

For many visitors, Hollywood is symbolized by one semi-private open space, the forecourt of the Chinese Theater.

5.3 SIDEWALK AND STREET GUIDELINES

The following section outlines recommended policies, standards and guidelines for general street tree improvements as well as street and sidewalk design guidelines for the Boulevard District. Specific improvements for Hollywood Boulevard, Highland Avenue, Vine Street and other streets are detailed. The goal is the creation of a pedestrian environment that is both comfortable and visually supportive of a historic community.

A. Street Tree Improvements

The planting of street trees throughout the Boulevard District is one of the most effective and cost efficient means of improving Hollywood's visual and environmental character. Street trees provide shade during hot summer months, lower the ambient temperature of the streets and sidewalks, help improve the quality of the air, and are known to be a factor in improving property values. Street trees and their canopies are a human-scaled framework which define the pedestrian's realm. Along busy commercial streets, the steady rhythm of trees separates and buffers pedestrians from vehicular traffic. Finally, in Hollywood, street trees tie the landscape of the sidewalks to the greater landscape of the surrounding hills.

1. Street Tree Standards and Guidelines

Figure 5-5 outlines street tree planting guidelines for all streets within the District. Taller, more columnar, and higher-canopied trees are proposed for commercial streets. Trees with spreading and sheltering forms are proposed for residential streets. Flowering trees are proposed to highlight the identity of the Main Street district and residential areas along Las Palmas Avenue, Hudson Avenue, Selma Street and Yucca Street.

Typically, the use of one street tree type along any given street is called for. This type of planting strengthens the identity of individual streets and relates to traditional tree planting programs. With the exception of Hollywood Boulevard, Highland Avenue, and Vine Street, tree spacing of 40 feet on center is recommended, in keeping with City standards. With regard to existing trees, the following policies shall be observed by the Agency to the maximum extent feasible.

- Sizable and healthy existing trees not conforming to the ultimate recommended tree type should not be removed as part of a tree planting program.

2. Street Tree Maintenance

Ongoing maintenance of street trees is required to ensure the development through time of healthy trees. The following policies regarding street tree maintenance ensure the development of a mature community forest.

- A minimum of three years of maintenance including pruning and irrigation should be factored into the capital cost of any proposed street tree plantings.
- Specific maintenance and pruning standards should be specified for each tree type in the District.
- The Agency should work with the community and the Street Tree Division of the Department of Public Works to develop an ongoing pruning and street tree maintenance program for the District.
- As a means of funding ongoing street tree maintenance, the establishment of a Boulevard District street tree and maintenance assessment zone should be considered.

3. Street Tree Improvement Implementation

The Hollywood Boulevard District Urban Design Plan Implementation Program outlines process for funding street tree improvements. As discussed in the Program, one of the first priorities of plan implementation should be the development of specific tree selection, landscape, and maintenance standards in conjunction with the development of design specifications for the Hollywood Boulevard improvements described below.

B. Hollywood Boulevard Improvements

Hollywood Boulevard should be one of Los Angeles' great public promenades. The Boulevard's historic streetscape serves as Hollywood's outdoor community center, shopping district, site of the Hollywood Christmas Parade, and gathering place for residents, workers, and visitors. For many people the Boulevard is their first impression of Hollywood; it should be positive and encourage a desire to return again and again.

To enrich the pedestrian experience and positively influence the historic and retail identity of the District, the following guidelines for the visual and functional enhancement of the Boulevard are established (see Figures 5-6 and 5-7). These improvements include the following.

- Palms interspersed with different shade and decorative tree types marching the length of the Boulevard and creating a visually striking and continuous pedestrian zone protected from the sun and buffered from traffic (see Figures 5-7 and 5-8).
- Selective sidewalk widenings, typically where north-south streets terminate at the Boulevard.

- New lighting, street furniture, crosswalks and signage.

Figure 5-6

Guidelines for improvements shape the visual and functional improvement of Hollywood Boulevard.

Figure 5-7

Selective sidewalk widenings are proposed on Hollywood Boulevard.

The following policies and guidelines are recommended to facilitate the development of design specifications for the Boulevard.

1. Hollywood Boulevard Sidewalk Widenings and Improvements

- Selective Sidewalk Widenings
 - Where McCadden Place, Cherokee Avenue, Whitley Avenue, and Hudson Avenue have staggered intersections with the Boulevard, sidewalk widenings to increase the amenity areas for landscaping, dining, performance, vending, observing parades, sitting, and/or relaxing are proposed. Selective sidewalk widenings, or "bump-outs," should not exceed 130 feet in length (see Figure 5-6).
 - The selective widening of the Boulevard sidewalks necessitates restriping the roadway. Sufficient levels of vehicular service should be maintained by undulating lane striping and limiting left turn movements to necessary intersections.
- Sidewalk Improvements
 - Improvements to Boulevard sidewalks shall be integrated with the Walk of Fame. Consideration should be given to using materials such as pavers which are removable and ease ongoing sidewalk maintenance. The Walk of Fame is a City of Los Angeles Cultural Heritage Monument and all changes will require review by the City Cultural Heritage Commission.
 - The Agency, working with the Rail Construction Corporation and other appropriate Agencies and City Departments shall seek to locate, to the maximum extent feasible, all vents and shafts associated with Metro Rail construction away from the Walk of Fame.
- Boulevard Lighting

-
- The light fixtures installed along Hollywood Boulevard in the 1920s are still available from the original manufacturer who designed them specifically for Hollywood. These historic fixtures, as well as other appropriate lighting standards, should be considered when replacing existing cobra style lighting from the 1950s which is not in keeping with the Boulevard district's period of historic significance. Community input shall also be considered before a replacement lighting system for the Boulevard is finalized.
- To create a sense of night time drama, consideration should be given to uplighting the Boulevard palms as well as installation of dramatic decorative lighting such as klieg lights or lasers at Hollywood and Vine and Hollywood and Highland.
- Crosswalks
 - Crosswalks incorporating special materials such as granite pavers, tinted concretes, different colored asphalt pavers, bricks or even distinctive painting should be considered. Crosswalk materials should be designed to be easily removable to facilitate street maintenance.
- Street Furniture
 - Hollywood Boulevard's existing street furniture, including planters, newspaper racks, signage and waste cans, is not in keeping with the historic district's period of significance and in many locations constricts the effective pedestrian width of the sidewalk. Existing street furniture should be removed and new standards for waste cans, newspaper racks, benches, telephones, information kiosks and signage developed.
 - A minimum of four public water fountains should be placed between Vine Street and Highland Avenue.
 - Consideration should be given to the development by artists of special tree grates which identify and celebrate the activities and history of the Boulevard West, Boulevard East and Main Street subdistricts.

2. Hollywood Boulevard Street Trees and Landscape Amenities

- To unify the identity of the Boulevard and recall the drama of Los Angeles' historic streetscapes, tall palms such as the Mexican Fan Palm (*Washingtonia robusta*) or similar should be planted on 40 foot centers from Gower Street to La Brea Avenue.

- At Hollywood and Vine and Hollywood and Highland, shade trees such as Ficus (Ficus nitida) or similar should be interspersed between the taller Boulevard palms (see Figure 5-8).
- Within the Main Street subdistrict, a finely leafed flowering tree such as Jacaranda (Jacaranda mimosifolia), Tipu (Tipuana tipu), or similar should be interspersed between the Boulevard palms.
- Consideration shall be given to maintaining existing Hollywood Boulevard ficus trees.
- Additional parkway planting areas and hanging flower planters from light and signage standards should be considered.
- A deep water bubbler irrigation system should be provided along the length of the Boulevard.

3. ~~Hollywood Boulevard Replacement Parking~~

3. Hollywood Boulevard Improvements Implementation

The Hollywood Boulevard District Urban Design Plan Implementation Program outlines a process for funding improvements to Hollywood Boulevard through the development of an annual work program.

Figure 5-9

Fixtures designed specifically for Hollywood in the early 1920's should be use wherever possible.

Figure 5-8

Palms interspersed with shade trees create a visually striking pedestrian zone protected from the sun and buffered from traffic.

C. Highland Avenue and Vine Street Improvements

In contrast to the east-west pedestrian movement of Hollywood Boulevard, Highland Avenue and Vine Street are primary vehicular/pedestrian gateways into Hollywood. South of Melrose, Highland is divided by a palm tree lined median. North of the District, Highland Avenue culminates in the greenery of the Hollywood Bowl parkscape. South of Melrose, Vine Street is also a tree lined street with a mature canopy. Moving north, this street dramatically approaches a backdrop of green hills.

The following street and sidewalk design policy and guideline is established for these two streets and should be coordinated with developers and other City departments that will facilitate the

implementation of these improvements (see Figure 5-10; for further discussion of Highland Avenue right-of-way recommendations see Chapter 6, "Transportation and Parking").

- Establish Highland Avenue and Vine Street as tree lined vehicular/pedestrian gateways to Hollywood. Along these two streets, visually link the Boulevard District with the Hollywood Bowl and the residential communities to the north and south by uniformly improving the sidewalks and planting on 40 foot centers boulevard-defining palm trees (*Washingtonia robusta* or similar) interspersed with Ficus (*Ficus nitida* or similar) from the Hollywood Hills to Melrose Avenue.

Figure 5-10

Highland Avenue is a tree lined vehicular/pedestrian gateway to Hollywood.

D. Other Sidewalk and Street Policies and Guidelines

The goal of the following additional sidewalk and street policies, standards, and guidelines is to maintain the integrity of Hollywood's street grid and reintroduce landscape to the District's environment.

1. View Corridors

From the pedestrian's perspective, Hollywood Boulevard is contained by spectacular glimpses of the Hollywood Hills to the north and architectural landmarks to the south (see Figure 5-11). The following policies shall be observed by the Agency.

- View corridors outlined in Figure 5-11 shall not be obstructed by the construction of overhead bridges or other new structures.
- View corridors to the north and south should be visually reinforced by the development of building forms which mark the termination or jogging of the existing street grid.

2. Parkway Plantings

A major improvement to Hollywood's residential street and sidewalk environment can be accomplished by creating sidewalk parkways where only concrete presently exists. The following policies shall be observed.

- Curbside parkway plantings should be provided as part of any new construction or substantial rehabilitation project within the Residential Mixed Use and Residential land use areas (see Chapter 3, "Land Use and Density," Figure 3-4).
- Parkway specification standards and maintenance procedures should be developed as part of the street tree improvement implementation program discussed in Section 5.3.A above.

3. Setbacks

Hollywood's streets and sidewalks are open air rooms defined by the adjacent buildings' street walls. To maintain the integrity of this existing pattern, building setbacks compatible with existing setbacks shall be maintained. Discussion of required building setbacks is found in Chapter 7, "Built Form," Section 7.4.

4. Handicap Accessibility to Boulevard District Sidewalks

Agency staff shall work with appropriate City Departments to immediately implement the installation of pedestrian curb cuts within the Boulevard District and shall require all public improvements in which the Agency is participating to incorporate curb cuts and other elements which maximize handicap accessibility.

5.4 PUBLIC PARKS

Hollywood is surrounded by regional parks that offer a variety of active recreational opportunities (see Figure 5-2). Within the District, other than the sidewalks and streets, little public open space currently exists. To augment the sidewalks and streets, the creation of small neighborhood parks and street parks created from underutilized street right of ways will achieve a major objective of this Plan

A. Neighborhood Parks

The creation of neighborhood parks reinforces the commitment to further develop residential communities in Boulevard North and Boulevard South (see Figure 5-12). The following policy and guidelines shall be observed by the Agency.

- To serve as quiet but well observed community focuses, one public neighborhood park shall be developed in both Boulevard North and Boulevard South with the following guidelines.
 - Neighborhood parks should be oriented towards passive recreation; i.e. green areas where neighbors meet and toddlers play, areas where a book can be quietly read or a pick-up game of chess or checkers pursued.
 - To provide community and geographical focus, neighborhood parks should be located towards the center of Boulevard North and Boulevard South (see Figure 5-4).
 - When selecting neighborhood park sites, the expansion of existing public open space within or adjacent to the Boulevard District should be considered.

Figure 5-12

Small Neighborhood parks will be integrated with the development of residential communities north and south of the Boulevard.

- When selecting neighborhood park sites, open areas which can be easily observed from surrounding residential uses shall be prioritized.
- Consideration shall be given to integrally designing neighborhood parks with the development of new housing in Boulevard North and Boulevard South. This sharing of uses and space will help ensure a ready constituency who will use, watch over, and care for the neighborhood's open space.
- To ensure that neighborhood parks are not impacted by the shadows of taller structures solar exposure shall be considered when selecting sites.
- Neighborhood parks should be a maximum of 15,000 square feet in size.
- To address safety and security issues neighborhood parks shall be securable.
- Hardscape should be minimized in the design of neighborhood parks and equipment for toddlers should be provided.
- Agency staff shall work with community groups, the Department of Parks and Recreation, and the Los Angeles Police Department to develop appropriate maintenance and security programs in conjunction with the design and development of neighborhood parks.
- The design of all neighborhood parks shall include participation of the community in the planning and programming process.

B. Linear Street Parks

Where anomalies in Hollywood's street grid occur, opportunities exist to create open space in underutilized right of ways. One such opportunity for new open space is the area of streets which are not contiguous with Hollywood's gridiron pattern. The following policy shall be observed by the Agency.

- Pedestrian oriented linear parks should be developed in the street right of ways at Hawthorn Avenue east of Highland and Vista Del Mar north of Hollywood Boulevard (see Figure 5-4). These public parks should serve as pedestrian links and gateways to and within the adjacent residential neighborhoods.

The potential closing of these two streets has been incorporated into planning for the Hollywood Transportation Plan.

C. Shared Use of Open Space at Public Schools/Selma Avenue Linear Park

Hollywood High School and the Selma Avenue Elementary School have grounds which should be utilized for active community recreational uses. Access to these grounds could be facilitated through minor physical improvements and adjustment of existing policies which limit use when school is not in session. Fences could be set back, creating linear park opportunities. Front yards could be designed to encourage use by the surrounding neighborhoods. Neighborhood recreational programs and after school programs such as L.A.'s Best could be encouraged to utilize these spaces. The following policies shall be observed by the Agency.

- The Agency shall work with the Los Angeles Unified School District and other City departments to facilitate shared use of the School District's outdoor recreational facilities.
- The Agency shall work with the Los Angeles Unified School District and other City departments to develop a linear park on the north side of Selma Avenue between Cherokee Avenue and Hudson Avenue (see Figure 5-4). This work shall include the development of a landscape setback for the site.

This latter policy is reinforced by the following policy;

- 71/2 foot setbacks shall be maintained along the north and south sides of Selma Avenue

D. Hollywood Open Space Work Program Implementation

The Hollywood Boulevard District Urban Design Plan Implementation Program proposes a process for the funding of Hollywood open space objectives including the acquisition and development of public open space within the Boulevard District. Funding commitments and prioritization of open space objectives are also discussed in the Program.

E. Density Bonus for the Provision of Offsite Public Open Space

In the Boulevard East subdistrict, as discussed in Chapter 3, "Land Use and Density," Section 3.3.B.3, density bonuses may be granted by the Agency for the development of offsite public open space including but not limited to the provision of neighborhood parks and street parks.

5.5 COMMUNITY MARKET PLAZA

To give focus to the middle portion of the Boulevard, reinforce the establishment of neighborhoods north and south of the District, and provide a permanent space for community services, events, and open air retailing, a Community Market Plaza is proposed for the south side of the Boulevard towards the center of the Main Street subdistrict (see Figure 5-4). The following policies and guidelines shall be observed by the Agency.

Figure 5-13

A Community market plaza is proposed for the south side of the Boulevard in the Main Street subdistrict and incorporates retail uses including a farmers market or supermarket, residential or commercial uses, parking, public restrooms, and open space.

Figure 5-14

The community market plaza is organized around a public open-air courtyard.

- The Community Market Plaza should include approximately 60,000 square feet of ground floor food-oriented retail, 120,000 square feet of residential and/or commercial construction and appropriate parking. The Plaza should incorporate either a permanent farmer's market or supermarket (see Figure 5-13).
- The focus of the Community Market Plaza should be a public open-air courtyard. The ground floor could be arcades open to the Boulevard allowing for the installation of market stalls. The courtyard itself could be used for additional stalls, outdoor dining and/or performance (see Figure 5-14).
- The Community Market Plaza should include publicly accessible restrooms and water fountains.
- In conjunction with the future development of the Community Market Plaza, consideration shall be given to maintaining the weekly or semiweekly Farmer's Market south of the Boulevard.

5.6 OFF-STREET OPEN SPACE POLICIES, STANDARDS AND GUIDELINES

A. Residential Landscape Policies, Standards and Guidelines

Chapter 7, "Built Form" includes discussion of recommended policies, standards and guidelines to maintain the integrity of existing front yard setbacks, ensure separation between structures, maintain privacy between adjoining properties, integrate indoor with outdoor spaces, and where appropriate, continue the Hollywood pattern of individual buildings set onto landscaped sites with clearly differentiated front, side and rear yards. The following landscape policies and guidelines complement these built form standards.

- Where front yard setbacks are greater than three feet, minimum three foot planting strips shall be provided adjacent to the front building plane.
- Minimum two foot planting strips shall be provided along at least 75% of the length of side property lines.
- Minimum four foot planting strips shall be provided along at least 75% of the length of the rear property line.

- A minimum of one 24 inch box tree, capable of a mature height of 40 feet shall be planted for each 500 square feet of on site open space.
- Mechanical irrigation of landscaped areas shall be provided.
- To the maximum extent feasible water conserving and xeriscape plant materials should be utilized.

B. Commercial Open Space Policies, Standards and Guidelines

The open space associated with commercial land uses in the District is typically the streets and sidewalks. The character of these spaces is shaped by the sidewalk, streetscape, and built-form standards of this Plan. Particular reference should be made to Chapter 7, "Built Form," Section 7.4.A.. The following policy shall be observed by the Agency:

- At grade, private commercial open space should be clearly related to and visible from the public sidewalks and be complimentary to the prevailing streetwall setback. The activities of private open spaces in the interior of projects or of blocks should be subordinate and complementary to the activities of the adjacent public sidewalks and streets. For example, internally-oriented, enclosed, and mechanically ventilated shopping malls are strongly discouraged.

C. Surface Parking Lot Standards and Guidelines

Thought of as an open space resource, surface parking lots can positively contribute to Hollywood's identity. The following surface parking lot standards and guidelines apply to all new or reconstructed surface parking lots (see Figure 5-15). These guidelines are in general conformance with the City of Los Angeles Department of Planning document, "Draft Guidelines K for Vehicular Use Areas [12.42.04 B]," revised May 1, 1992, which should be referred to in its entirety.

At least 5% of all surface parking lot areas, excluding landscape buffers, as delineated herein, shall be landscaped with appropriate trees, shrubs and ground cover. Any landscaped area in excess of that required for buffering may be applied to this requirement.

Figure 5-15

Recommended surface parking lot standards require landscaping and shade, security lighting, fencing, and a buffer zone between parking and adjacent sidewalks.

- Lots shall be planted with trees at a ratio of one tree for every four surface parking spaces. Shade trees shall be located to provide an overhead canopy over a minimum 50% of the parking stall area after 10 years of growth when the sun is at its zenith at local solar time at the summer solstice. Placement of trees shall be coordinated with lighting, as required by the Los Angeles Municipal Code. A minimum of 50 square feet of unpaved area shall be provided at the base of each tree, the minimum dimension of which shall be 5 feet, to allow for water infiltration, gas exchange, and to avoid conflicts between car door swings and

bumpers, and trees. The planted area under bumper overhangs may be utilized as part of the unpaved area.

- In parking lots of 50 or more spaces, a maximum of fifty percent of the trees in the preceding guideline may be substituted by vine-covered ramadas, whose placement, together with required trees, will shade at least 50 per cent of the parking area in summer after 10 years of growth when the sun is at its zenith at local solar time at the summer solstice.
- All trees required by this guideline shall be a minimum of 24" box in size, except for existing trees, and except for trees whose planting in such size would be horticulturally inappropriate. In order to encourage horticultural diversity, unusual trees available only in smaller sizes may be planted.
- The area under bumper overhangs shall be landscaped. Such areas shall be a minimum of 24" deep, and shall contain no plant, irrigation device, or other object higher than 6" above the top of the curb.
- In any planting area adjacent to the side of a parking stall, starting at a distance of 4 feet from the head of the parking stall, no tree may be planted within 4 feet of the parking stall, to allow for door swings of parked cars.
- The canopy of trees shall not obstruct clear views to and from the parking areas and are recommended to be no less than 8 feet in clear height.
- Surface parking lots shall be surrounded by minimum 6 foot fencing and gates which allow clear views to and from public sidewalks and streets from the parking area. Gates shall be closed when the lot is not open.
- Fencing shall be set back a minimum of five feet from public sidewalks. A minimum of 75% of the resulting area shall be planted as a landscaped buffer and a minimum of one 24 inch box tree shall be planted for every 3025 linear feet of buffer.
- Minimum 5 foot landscaped buffers shall be provided adjacent to residential land uses and a minimum of one 24 inch box tree shall be planted for every thirty25 linear feet of buffer.
- Mechanical irrigation shall be required for all landscaped areas.
- Night lighting of surface parking areas shall be provided and shall be sufficient to adequately light the entire parking lot during all non-daylight hours. The sources of lighting shall be screened or shielded from the view of surrounding sidewalks and commercial and residential buildings. Lighting fixtures shall not exceed 20 feet in height.

D. Standards for Service Alleys

Alleys exist behind some of the District's blocks, but the system is neither complete nor consistent. Alleys offer design opportunities, linkages to parking, or service access to commercial and residential structures and standards are necessary to insure the safety of their users and their positive contribution to the Hollywood Boulevard District environment. Towards this end the Agency should develop the following plan.

- The Agency should develop a plan for landscape, security, lighting, and maintenance for existing service alleys within the district.

5.7 IMPLEMENTATION

Implementation of the open space policies, standards and guidelines of this Chapter is accomplished through the adoption of one or more Design(s) for Development and/or City Ordinance(s). For a more complete discussion of the establishment and funding of open space work objectives see the Hollywood Boulevard District Urban Design Plan Implementation Program.

TABLE 5-1

HOLLYWOOD BOULEVARD DISTRICT OPEN SPACE

Existing Public Open Space

Park Area 0

Sidewalks/Parkways

(Sq.Ft.) 648,000+

Street Trees

Existing 440+

Proposed 1,800+

Streetlights

Existing to Remain 39

Potential

Removal

of

Cobra Lights 383

Potential

Replacement

of

Streetlamps 600

6

TRANSPORTATION AND PARKING

Figure 6-1

A night view down Hollywood Boulevard highlights its prominence as an urban space and a conduit for pedestrians and automobiles alike.

6.0 TRANSPORTATION AND PARKING
TABLE OF CONTENTS

Page

6.1	OVERVIEW	6-4
6.2	LINKAGE OF TRANSPORTATION PLAN WITH URBAN DESIGN PLAN	6-5
A.	Development Thresholds	6-7
B.	Reserve Trips	6-7
6.3	PEDESTRIANS, SIDEWALKS AND STREETS	6-7
6.4	ADDITIONAL HTP PROPOSALS	6-8
A.	HTP Roadway Improvements	6-8
1.	Highland Avenue Improvements	6-8
2.	Highland Avenue: Franklin North to Franklin South	6-9
3.	Freeway Access Improvements	6-9
B.	HTP Operations Improvements	6-9
1.	Wilcox / Cahuenga One-Way Pair	6-9
2.	Computerized Traffic Signal	6-9
3.	Directional Signage	6-10
4.	Intersection Improvements	6-10
C.	HTP Transportation Demand Management Component	6-10
D.	HTP Transit Component	6-10
1.	Metro Rail	6-10
2.	Metro Rail Construction Mitigation	6-11
3.	Local Bus and Shuttle Service	6-12
4.	Regional Bus Service	6-12
E.	HTP Short And Long Range Parking Component	6-12
1.	Off-street Parking	6-14
2.	Parking Reductions/Waivers for Significant Structures	6-14
F.	HTP Financing and Implementation Plan	6-15

6.0 TRANSPORTATION AND PARKING
TABLE OF CONTENTS, Continued

Page

6.5 ADDITIONAL HBD TRANSPORTATION AND PARKING POLICIES, STANDARDS
AND GUIDELINES 6-15

- A. Street Closures 6-15
 - B. Hollywood Boulevard Curbcuts 6-15
 - C. HBD Parking Policies/Requirements/Incentives 6-16
 - 1. Parking Reductions/Waivers for Significant Structures 6-16
 - 2. Parking Reductions/Waivers Within the Residential Mixed Use Areas 6-16
 - 3. Off-site Parking - Shared and Remote 6-16
 - D. Parking Overlay Zone 6-17
 - E. Parking Structure Design Standards 6-17
 - F. Surface Parking Lot Standards 6-17
 - G. Loading And Delivery Access 6-17
- 6.6 IMPLEMENTATION 6-18

6.3 PEDESTRIANS, SIDEWALKS, AND STREETS

The HBD establishes a series of improvements throughout the Plan area which improve the comfort and identity of Hollywood's major open space resource - the sidewalks and streets. The HTP's Neighborhood Protection Program was crafted to further protect the quality and quiet of the street environment of residential communities both within the district and throughout the Redevelopment Project Area.

These policies and programs include;

- HBD Chapter 3, "Land Use and Density" - concentrates pedestrian activity along the Boulevard and along select neighborhood streets which link to Sunset Boulevard by encouraging pedestrian generating retail uses;
- HBD Chapter 5, "Open Space" - describes specific design improvements on a street by street basis. In this chapter, Hollywood Boulevard's role as the main pedestrian link through the area's subdistricts is reinforced by the streetscape enhancements delineated in Section 5-3.. These include the selective widening of sidewalks in the Main Street area where streets

dead end or jog at the Boulevard. Highland Avenue and Vine Street are emphasized as pedestrian/vehicular gateways to the District. This chapter also calls for specific tree plantings throughout the District to heighten individual street and sub-district identity and improve the comfort level of the sidewalks.

- HBD Chapter 7, "Built Form" - delineates a series of standards which reduce the visual impact of the automobile on Hollywood's built environment. These include parking structure design guidelines in both commercial and residential areas and limitations on curb cuts at points of vehicular ingress and egress.
- HTP, Chapter 4, "Neighborhood Protection Component" - encourages that the Agency, the Department of Transportation, and individual neighborhoods to work jointly to develop measures that protect residential communities from through traffic and spillover parking, including programs for the establishment of residential permit parking and traffic diversion measures.

7
B U I L T F O R M

Figure 7-1

An understanding of Hollywood's traditional forms and pattern making, as exemplified by the Max Factor Salon at 1666 North Highland Avenue, should guide the architect when designing buildings within the Boulevard District.

7.0	BUILT TABLE OF CONTENTS	FORM
	PAGE	
7.1	OVERVIEW	7-4
7.2	HOLLYWOOD'S ARCHITECTURAL CHARACTER	7-5
7.3	HEIGHT STANDARDS AND GUIDELINES	7-8
A.	Height Standards	7-8
1.	45-Foot Height Standard	7-8
2.	45-Foot Height Standard Plus 30-Foot Addition	7-10
3.	75-Foot Height Standard	7-10
4.	105-Foot Height Limit	7-12
5.	150-Foot Height Standard Plus 70-Foot Addition	7-12
B.	Architectural Extensions and Rooftop Equipment	7-13
7.4	ARCHITECTURAL STANDARDS AND GUIDELINES	7-15

A.	Built Form Standards for Boulevard Mixed Use and Commercial Mixed Use Land Use Areas	7-15
1.	Modulation	7-15
2.	Verticals and Horizontals	7-16
3.	Facade Depth	7-16
4.	Height Standards	7-18
5.	Streetwall Integrity and Setbacks	7-18
6.	Storefronts	7-22
7.	Awnings and Pole Mounted Canopies	7-22
8.	Balconies	7-23
9.	Trash Enclosures	7-23
10.	Parking Structure Standards	7-23
B.	Built Form Standards for Residential Mixed Use and Residential Land Use Areas	7-25
1.	Modulation	7-25
2.	Facade Modulation Between 35 and 45 Feet in Height and Above 45 Feet in Height	7-25
3.	Facade Depth	7-25
4.	Height Standards	7-25
5.	Setbacks	7-27
6.	Boulevard North Common Open Space Standard	7-27
7.	Height and Orientation of Entry	7-28
8.	Balconies	7-28
9.	Rooftop Equipment	7-29
10.	Trash Enclosures	7-29
11.	Vehicular and Structured Parking Requirements	7-29

7.0 BUILT FORM
TABLE OF CONTENTS, Continued

PAGE

7.5	MATERIALS AND COLORS	7-30
A.	Materials and Colors	7-30
B.	Glazing	7-31
7.6	ARCHITECTURAL LIGHTING	7-31
7.7	SIGNAGE	7-31
A.	Overview	7-31
B.	General Signage Standards and Guidelines	7-33
1.	Rhythm and Modulation in Relationship to Building Bays	7-33

2.	Horizontals and Verticals	7-33
3.	Signage Materials and Character	7-33
C.	Standards and Guidelines by Signage Type	7-34
1.	Projecting Signs	7-34
2.	Wall Signs	7-34
3.	Architectural Canopy and Pole Mounted Canopy Signs	7-34
4.	Pole Signs	7-35
5.	Roof/Skyline Signs	7-35
6.	Marquee Signs and Mural Signs	7-35
D.	Prohibited and Discouraged Sign Types	7-36
E.	Preservation and Rehabilitation of Historic Signage	7-36
F.	Encouragement of Creative Signs	7-37
G.	Public Signage Guidelines	7-37
7.8.	DESIGN REVIEW	7-37
7.9	IMPLEMENTATION	7-38
	TABLE 7-A: GLOSSARY OF TERMS	7-39

7.0 BUILT FORM

OBJECTIVE

Ensure that all new and infill development is compatible and in harmony with the character, scale, height, massing, siting, and architectural articulation of Hollywood's historic districts and buildings.

7.1 OVERVIEW

Hollywood's history and sense of place is strongly defined by buildings which are individual yet frame a common public realm - the streets and sidewalks . Observation and an appreciation of Hollywood's recurring architectural themes and existing built form patterns inform the standards and guidelines of this Plan (see Figure 7-1 and Figure 7-2).

This chapter includes policies, standards and guidelines which;

- Relate height standards to the traditional skyline,

- Provide built form standards and guidelines based upon observation of the architecture of existing residential and commercial structures,
- Maintain the integrity of the existing streetwalls and setbacks,
- Encourage the design of interesting and well detailed storefronts which invite window shopping,
- Ensure that parking garages are designed as infill buildings which relate to the architecture of existing buildings, and
- Provide standards and guidelines for the use of materials, colors, and creative signage.

An understanding of Hollywood's traditional forms of pattern making should guide the architect when designing buildings within the Boulevard District. The standards and guidelines of this Plan strongly encourage design creativity within a framework which ensures the acknowledgement of Hollywood's character and style.

Figure 7-2

Hollywood's sense of place is defined by individual buildings which collectively frame the streets and sidewalks as demonstrated in this "figure-ground" study of the existing built form.

7.2 HOLLYWOOD'S ARCHITECTURAL CHARACTER

Hollywood's character is formatively shaped by the architecture of the 1920's and 1930's. Along the length of the Boulevard three styles, Spanish Revival, Renaissance Revival, and Art Deco, eclectically mix amongst a variety of commercial vernaculars. Adjacent to the Boulevard smaller commercial and residential structures in a wide variety of styles including shingle style houses, French Chateau apartment buildings, and brick garage sheds are oriented to the streets and sidewalks. Lending spirit to this scene are exotic and fanciful structures, spaces, and signs that announce Hollywood's place as the dream factory of the world.

The built form legacy from this era is at once a sober Boulevard of finance exemplified by traditional towers with an architectural vocabulary of columnar bases, shafts, and capitols, a bustling 1920's California Main Street marked by light colored stucco walls, tile, and ornament, and a sophisticated and chic movie capitol where stars are thought to live and shop in streamline comfort. Most fundamentally, Hollywood is a fantasy stage set where the styles of the world, accentuated by neon lit electric towers and pylons of every shape and size, create an entertaining backdrop for the imagination. While the combinations of forms, styles, and fantasies are sometimes odd, Hollywood's buildings of the 1920's and 1930's always functionally and aesthetically support the activities of a pedestrian oriented urban district.

Collectively, the District's buildings typically have several dominant characteristics including;

- Solid masonry or masonry-like walls with individual windows set into the walls,

- Major and minor vertical bays articulated by horizontal divisions,
- Buildings with one, two, and three story, architecturally detailed lower floors which relate the overall scale of the building and its elements to the pedestrian at the sidewalk (see Figure 7-3),
- Entries and storefronts which are directly oriented to the sidewalk,
- Light and earth tone colored walls which brilliantly reflect the California sunlight and stand out against the darker hued hills, and
- Numerous and sometimes fanciful roof shapes, pylons, towers, and skyline signs marking the building tops (see Figure 7-4).

Figure 7-3

Existing buildings such as the Pantages at 6233 Hollywood Boulevard have strongly detailed lower floors, or bases, which relate the scale of the building to the pedestrian.

Figure 7-4

Existing buildings often incorporate fanciful roof shapes, pylons, towers, and skyline signs as in this example at 6253-63 Hollywood Boulevard.

Figure 7-5

Existing buildings often incorporate a myriad of small gestures which catch and delight the eye. The El Capitan Theater at 6834 Hollywood Boulevard possesses decorative metal mullions which delineate projecting window bays, as well as ornamental metal and cast concrete elements.

Harder to define are the myriad small gestures seen throughout the District which catch the eye and relate to an individual's sense of personal scale. The second level window bays of the El Capitan Theater slightly project and are delineated by slender metal work mullions (see Figure 7-5). Ornamental grill work lends increased visual interest to the transom windows of the Hollywood Center building (see Figure 7-6). Fluted Corinthian columns proudly demark the entry to the Guaranty Building (see Figure 7-7). Colorful marquees, night lighting, large shop windows, and the eclectic typefaces, symbols, and shapes of historic signage further define a precinct meant to be visually enjoyed and explored on foot.

Figure 7-6

Details such as this ornamental grill work at 1655 Cherokee Avenue enhance the visual interest of existing buildings.

Figure 7-7

The use of architectural ornament such as the fluted Corinthian columns of the Guaranty Building at 6331 Hollywood Boulevard can define building entries.

The diversity of housing types found in Hollywood also plays a significant role in defining the Boulevard District's unique sense of place. Hollywood was one of the first locales in Los Angeles where apartment living, in the shadow of a busy urban street, was popular, and many of the older prototypes of multi-family housing can serve today as models for successful urban living. Particularly noteworthy for its mix of indoor and outdoor spaces which engender a sense of collective responsibility and security, as well as privacy, is the courtyard housing type (see Figure 7-8). From small bungalow courts to high rise apartments organized about a sun filled court, the courtyard housing type was, and remains today, especially suited to Los Angeles' benign climate. This Chapter's residential policies, standards, and guidelines strongly support the further evolution of this housing type in the Boulevard District.

Figure 7-8

A West Hollywood example of courtyard housing, where units organized around a sun filled open space engender a sense of collective responsibility as well as privacy.

The policies of this plan, based upon observation of the character of Hollywood's built environment, create a framework for architects, designers, and builders to continue this type of careful craft into the future. To assist in the interpretation of these policies, standards, and guidelines, a glossary of terms has been provided in Table 7-A.

7.3 HEIGHT STANDARDS AND GUIDELINES

Set against the steeply rising Hollywood Hills, the District's skyline remains virtually unchanged since the 1930's and forms one of Los Angeles' most enduring vistas (see Figure 7-9). The existing skyline is twin peaked and the zeniths mark the points of maximum Boulevard density, intensity and activity. At Hollywood and Vine, existing 150-foot height limit buildings such as the Taft building establish a powerful urban streetwall. At Hollywood and Highland, the 150 -foot Security Pacific Tower's 195-foot high cupola pinpoints this busy intersection for miles in every direction . Imaginative structures such as the open-web radio towers of the Pacific Theater building (see Figure 7-10) and the dramatically lit needle of the Capitol Records Building (see Figure 7-11) further signal Hollywood's role as America's entertainment capitol. The complex texture of high buildings versus low buildings is further defined by occasional residential towers, such as the Fontenoy, which sprouts from the surrounding carpet of more modestly scaled residential structures (see Figure 7-12).

The goals of the following height standards are to maintain the integrity of this historic skyline, preserve views to and from the hills, and encourage the further evolution of an imaginative and fanciful skyline which once again proclaims the spirit and work of Hollywood.

7.3.A. Height Standards

Figure 13 outlines required height standards for all new construction. The height standards include;

1. 45 -Foot Height Standard

In the Main St. District along Hollywood Boulevard, a 45 -foot height limit relates to the existing height and scale of Boulevard structures. A 45-foot height limit is also established within the Boulevard District east of Vista Del Mar Avenue and north of Hollywood Boulevard.

Figure 7-9

The Hollywood skyline forms one of Los Angeles' most enduring vistas. Recommended height standards maintain the integrity of the historic skyline, preserve views to and from the hills, and encourage imaginative and fanciful additions.

Figure 7-10

Roof top structures such as the radio towers of the Pacific Theater Building at 6423-6445 Hollywood Boulevard signal Hollywood's role as America's entertainment capitol

Figure 7-11

Enhanced by dramatic lighting at night, the needle of the Capitol Records Building at 1750 Vine Street is another imaginative roof top structure contributing to the definition of Hollywood.

Figure 7-12

Occasional residential towers such as the Fontenoy at 1811 Whitley Avenue contribute to the complex high versus low texture of Hollywood's skyline and streetscape.

2. 45 -Foot Height Standard Plus 30 -Foot Addition

In Boulevard North and South, and adjacent to areas of high density in Boulevard East and West, a 45 -foot height limit relates to the existing low scale residential and commercial structures. An additional height of up to 30 feet over the 45 -foot height limit may be approved by the Agency in these areas if the following performance standards are met (see Figure 7-14).

- No portion of the proposed structure in excess of 45 feet in height shall be closer than 100 feet to the property line adjacent and parallel to Hollywood Boulevard.
- Side yard and rear yard requirements shall be increased 1 foot for every 10 feet of height above 45 feet.
- The maximum plan diagonal of any building portion in excess of 45 feet in height shall be a maximum of 155 feet measured to the outside of the building face.

- A minimum separation of 30 feet shall be maintained between those portions of structures which exceed 45 feet with the exception of uninhabited architectural extensions as explained in Section 7.3.B below.
- Any addition to the 45 -foot height standard shall require Agency approval after public review and recommendation by the community. Any addition in excess of 45 feet shall also meet applicable City of Los Angeles restrictions. If a conflict exists between the height guidelines of this Plan and any other applicable height limits, the more restrictive shall apply unless a variance is approved by the City. The Agency shall support applications for height variances that meet the performance standards described above.

3. 75 -Foot Height Standard

A 75 -foot height limit along Hawthorn Avenue west of Highland Avenue provides a stepped transition between the 150 -foot height limit of buildings along the Boulevard and Hollywood High School.

Figure 7-14

The 45-foot height may be increased by 30 feet in residential areas if additional standards are met.

4. 105 Foot Height Limit

A 105 -foot height limit, 100 feet deep along Hollywood Boulevard and 50 feet deep along Highland Avenue in Boulevard West allows for the continued dominance of the Security Pacific Bank Building (see Figure 7-13).

5. 150 -Foot Height Standard Plus 70-Foot Addition

A 150 -foot height standard at Hollywood Boulevard's intersections with Vine Street and Highland Avenue relates to the traditional 150 -foot height limit which regulated the height of Hollywood's historic skyline during its formation. To ensure a balance between massing, density, open space, and height, particularly when bonus density and housing incentive units are authorized, an addition of up to 70 feet over the 150 -foot height limit may be permitted by the Agency if the following criteria are met (see Figures 7-15 and 7-16).

- No portion of any proposed structure in excess of 150 feet in height within Boulevard East or Boulevard West shall be closer than 100 feet from the property line immediately adjacent and parallel to Hollywood Boulevard and 50 feet from the property line adjacent to any other public street.
- The maximum plan diagonal of any building portion in excess of 150 feet in height shall be 155 feet and building faces of that portion of the structure in excess of 150 feet shall be a maximum of 140 feet in length. Measurement of the maximum plan diagonal shall be to the outside surface of the building face.
- Those portions of buildings that exceed 150 feet shall be a minimum of 80 feet from portions of other buildings which exceed 150 feet in height.
- Any variation from the 150 foot height standard shall require public review and recommendation by the community and approval by the Agency. As part of the design presentation to the community and the Agency, the developer shall submit an analysis of the impact of the proposed project on view corridors, vistas to and from Hollywood's skyline, and pedestrian views from surrounding streets.

7.3.B. Architectural Extensions and Rooftop Equipment

Hollywood's buildings incorporate a variety of rooftop expressions, including corner towers, pylons, steeply pitched mansards, and rooftop signs and symbols. Extensions are often used to screen rooftop and mechanical equipment. To encourage skyline creativity, the use of architectural extensions is encouraged by the Agency provided the following performance standards are met .

- Architectural extensions shall not be inhabitable.
- Architectural extensions shall comprise a maximum plan area of 25% of the gross square footage of a building's top inhabited floor.
- Architectural extensions not exceeding 150% of the maximum allowed height, should be allowed to exceed the maximum allowed height, except in areas where the by-right height limit is 150 feet. In those areas architectural extensions are limited to a maximum allowed height of 220 feet above grade. Architectural extensions exceeding 150 feet in height shall require the review and recommendation of the community and approval of the Agency.
- Rooftop mechanical equipment shall be completely screened from lateral and pedestrian view. Mechanical penthouses shall be integral to the design of the building and at a minimum should incorporate similar facade treatments and colors utilized in the design of the rest of the building.

Figure 7-15

An additional 70 feet above the traditional 150-foot height limit at Hollywood and Highland shall be allowed if additional criteria are met.

Figure 7-16

An additional 70 feet above the traditional 150-foot height limit at Hollywood and Vine shall be allowed if additional criteria are met.

7.4 ARCHITECTURAL STANDARDS AND GUIDELINES

7.4.A. Built Form Standards for Boulevard Mixed Use and Commercial Mixed Use Land Use Areas

This Plan establishes the following policies, standards and guidelines for projects within the Boulevard Mixed Use and Commercial Mixed Use areas (see also Chapter 3, "Land Use and Density," Figure 3-4).

1. Modulation

A close relationship exists between the original parcelization of land into 50-foot wide parcels in Hollywood and the resulting dimensions of existing buildings. Commercial buildings along the Boulevard typically were built on combinations of one, two, or three 50-foot parcels.

To maintain the intricate relationship between new buildings and Hollywood's original parcelization, the following standard is established (see Figures 7-17).

- Street facades within Boulevard Mixed Use and Commercial Mixed Use areas shall express modulation or variation in the design of architectural elements least once every 100 feet

parallel to Hollywood Boulevard and once every 150 feet parallel to other streets. This modulation may be attained through the use of modest recesses, projecting bays, major changes in massing, and/or major changes in material and color.

Figure 7-17

Street facades shall express modulation, such as varied wall planes, at least once every 100 feet along the Boulevard and once every 150 feet along other streets in the Boulevard Mixed use and Commercial Mixed Use land use areas.

2. Verticals and Horizontals

Many of Hollywood's historic commercial buildings feature strongly detailed lower floors, vertically grouped windows, and classically inspired detail including horizontal string courses and cornices (see Figure 7-18). The intimate quality of many of the Boulevard's buildings is the result of multitudinous vertical divisions expressed as facade bays. Fifteen to twenty-foot bay dimensions create a lively cadence of shop windows, architecturally expressed structure, and sidewalk entries. The District's taller buildings typically emphasize primary vertical elements, such as pilasters and columns, over secondary horizontal elements such as spandrels and lintels.

To maintain this quality of vertical and horizontal visual complexity, the following standard shall be observed (see Figure 7-19).

- The architectural composition of new structures shall utilize a combination of major and minor vertical and horizontal elements on facades which face public streets or easements. The following performance standards shall apply with regard to these elements.
 - The maximum dimension of facade bays from center of frame to center of frame shall be approximately 20 feet. Further subdivision of the resulting vertical frames into minor bays is encouraged.
 - A maximum of 20% of a building's bays may vary in plan from approximately 20 feet up to an additional 10 feet .
 - The top story of buildings which are greater than 30 feet in height are exempt from the 20 -foot maximum bay requirement.
 - Undifferentiated vertical and horizontal grids where the framing and infill elements are all the same size, material and color shall be prohibited.
 - The repetition of similar building facade modules which face public streets or easements should not occur more than seven times.

3. Facade Depth

Boulevard buildings are typically articulated by windows which are punched into solid masonry or masonry -like surfaces while other elements, such as sills and ornament, create contrasting areas of light and shadow. The result is the distinct quality of facade depth.

To relate to the Boulevard's existing buildings, which typically incorporate this trait, the following standard shall be observed (see Figure 7-20).

- Each facade which adjoins a public street shall have facade depth created through the use of individual windows set into the wall surface, shadow lines, articulation of building edges, breaks in surface plane, reveals, ornament, or similar devices.

Figure 7-18

The street facades of many historic commercial buildings such as the Equitable Building at 6253 Hollywood Boulevard have strongly articulated vertical and horizontal organizational systems.

Figure 7-19

The street facades of new structures shall combine major vertical divisions, minor vertical divisions, and horizontal divisions according to standards regarding dimension, differentiation, and repetition.

4. Height Standards

Height standards are outlined in Section 7.3.

5. Streetwall Integrity and Setbacks

One of Hollywood's defining built-form characteristics is the continuous wall of buildings immediately parallel to the Boulevard's sidewalks contrasted with streets where structures are typically set back from front property lines (see Figure 7-21). The goal of the following street wall and setback standards is to maintain the integrity of Hollywood's streetwalls as new infill development occurs and to prohibit the construction of "mini-mall" type projects which set back from the sidewalk.

- Required streetwall and setback standards are illustrated in Figure 7-22 and are further defined by the following criteria.
 - Within the Main Street subdistrict the front building plane(s) shall be at least 30 feet high and within 3 feet of and parallel to the public sidewalks for at least 75% of its length (see Figure 7-23).
 - Within Boulevard East and West, the front building plane(s) shall be at least 45 feet high and within 3 feet of and parallel to the public sidewalks for at least 75% of its length. Above 45 feet in height, up to 40% of the sidewalk facade plane may be set back from the front building plane (see Figure 7-24).

- Prevailing front yard setback shall be defined as the most common setback which occurs most commonly as determined by measuring the distance of each building from the front property line on the side of a block on which a project is proposed (see Figure 7-25).
- In Boulevard South a minimum 7 1/2-foot setback and/or the prevailing setback shall be maintained on the north and south sides of Selma Avenue between Cherokee Avenue and Hudson Avenue (see also Section 5.4.C, Figure 5-4, and Figure 7-22).

Figure 7-20

Street facades shall have a quality of facade depth created through the use of individual windows set into the wall surface, shadow lines, articulation of building edges, breaks in the surface plane, reveals, ornament, or similar devices.

Figure 7-21

One of Hollywood's defining built form characteristics is the continuous wall of buildings immediately parallel to the Boulevard's sidewalks contrasted with streets where structures are uniformly set back.

Figure 7-23

Within the Main Street Subdistrict, front building planes shall be at least 30 feet high and adjacent within 3 feet and parallel to the public sidewalk for at least 75% of their length.

Figure 7-24

Within the Boulevard East and West subdistricts, front building planes shall be at least 45 feet high and adjacent within 3 feet and parallel to the public sidewalk for at least 75% of their length. Above 45 feet, up to 40% of the front building plane may be set back.

Figure 7-25

The prevailing front yard setback is the most common distance between buildings and front property lines on the side of a block where a project is proposed.

6. Storefronts

Storefronts create areas for display and invite people to browse. To maintain the visual connection between the District's ground level retail interiors and adjacent sidewalks, the following standards and guidelines shall be observed (see Figure 7-26).

- Storefronts shall be a minimum of 12 feet in height.

- Between heights of 3 and 12 feet, storefront areas shall be a minimum of 60% clear glass. Storefronts should incorporate transoms of clear glass and/or detailed fascias.
- To relate to the traditional design of storefronts in Hollywood, the overall proportion of storefronts should be approximately square and should have a maximum ratio of 1.5 feet of height for each foot of length.
- The design of recessed entries to storefronts and recessed display windows is strongly encouraged within new infill construction.
- Security grills should be located behind windows, or shall be transparent grill type. The design of roll down grills shall be integral to the design of new storefronts.

Figure 7-26

To relate to the traditional design of storefronts in Hollywood, the overall proportion of storefronts should be approximately square and should meet standards regarding height, glazing, and placement of security grills. The use of transparent transoms is encouraged.

7. Awnings and Pole Mounted Canopies

Awnings and pole mounted canopies have traditionally been used in front of commercial storefronts to provide shelter and identity, and their use is encouraged. Awnings or canopies which project more than 30 inches over a public right of way may also required the approval of the City of Los Angeles Cultural Affairs Department. With regard to awnings and pole mounted canopies, the following standards shall be observed (also see Section 7.7.C.3, "Architectural Canopy and Pole Mounted Canopy Signs"):

- Awnings shall be individually integral within the shape, form and dimensions of the building bays or framing elements at its attachment to the building.
- Pole mounted canopies shall be integral within the shape, form and dimensions of the building bay or framing elements at its attachment to the building.

8. Balconies

Balconies are not typically seen in the design of the District's commercial buildings, though loggias are sometimes utilized to mark a building's top floors. The following guidelines with regard to balconies should be observed;

- Balconies should be integral to a building's form and mass and not project individually from the main volume of a structure.
- Balconies should be aligned with the building's vertical elements and building bays.

9. Trash Enclosures

The following standard with regard to trash enclosures shall be observed.

- Trash enclosures shall be provided and integrated into the design of new or rehabilitated structures and be completely screened from view.

10. Parking Structure Standards

Parking structures should be designed with the same care and principles as any other building in the District. The following parking structure standards to ensure that these buildings relate positively to the historic context of the District and fit the Boulevard's built form pattern in terms of massing, scale, and articulation (see Figures 7-27 and 7-28).

Figure 7-27

Parking structures, such as this new structure in Pasadena, should be designed with the same care and principles as any other building and should respect the context of the Boulevard District.

- Those portions of parking structures visible from public sidewalks and streets shall comply with the built form policies, standards, and guidelines of this Chapter.
- Parking shall be prohibited within 50 feet of sidewalk property lines adjoining and parallel to Hollywood Boulevard.
- Within 20 feet of public sidewalks included within the Parking Overlay Zone (see Chapter 3, "Land Use and Density," Figure 3-10), at grade retail or other permitted uses shall be incorporated within the parking structure. If the bulk of the parking structure is set back more than 20 feet from the sidewalk, retail or other permitted uses shall be included in the area adjacent to the sidewalk.
- Within the National Register Hollywood Boulevard Commercial and Entertainment District, sloping slabs and associated architectural and structural elements shall be screened from the view of adjacent public sidewalks and streets. The articulation of screening facades visible from public sidewalks and streets must adhere to the standards and guidelines of Section 7.4.A.
- To enhance the safety of parking structures, the interior and exterior of these buildings shall be well lighted. Both interior and exterior lighting shall be oriented away from the street to prevent glare, and shielding measures shall be shown in drawings submitted to the Agency.

Figure 7-28

Portions of parking structures visible from public sidewalks and streets shall comply with the built form policies, standards and guidelines of this Plan and shall also meet standards regarding location, incorporation of other uses, and security lighting.

7.4.B. Built Form Standards for Residential Mixed Use and Residential Land Use Areas

This Plan establishes the following policies, guidelines and standards within the Residential Mixed Use and Residential land use areas (see also Chapter 3, "Land Use and Density," Figure 3-4).

1. Modulation

As with Hollywood's commercial buildings, residential structures were constrained influenced by dimensions resulting from a combination of one, two, or three parcels of land, that were typically 50 feet in width. To maintain the small scale built form pattern which evolved based upon the original parcelization, the following standard shall be observed in Residential Mixed use and Residential land use areas (see Figure 7-29).

- Street facades shall not exceed 100 feet in length unless separated by a minimum 10 -foot deep by 20 -foot wide court or setback at each inhabitable level.

2. Facade Modulation Between 35 and 45 Feet in Height and Above 45 Feet in Height

The following standards shall be observed in Residential Mixed Use and Residential land use areas (see Figure 7-29).

- A minimum of 40% of the length of any street facing facade above 35 feet in height shall be set back a minimum of 5 feet from the front building plane, or be within an area defined by a plane inwardly inclined at 30o from a 35 -foot height at the front building plane.
- Above 45 feet in height, where permitted, a minimum of 40% of any street facing facade shall be set back a minimum of 5 feet from the front building plane(s).

3. Facade Depth

Hollywood's historic residential buildings are typically simple geometric forms organized around open spaces articulated by richly detailed individual windows of varying sizes related to internal use, and set into the wall surface (see Figure 7-30). Facades are defined by the play of light over flat surfaces which create the perception of facade depth and solidity. To relate to the District's existing residential architecture the following standard shall be observed.

- Each wall surface shall incorporate facade depth created through the use of individual windows set into the wall surface, facade surface breaks, shadow lines, articulation of edges, reveals, changes in material, ornament or similar architectural devices.

4. Height Standards

Height standards are outlined in Section 7.3.

Figure 7-29

Structures within Residential and Residential Mixed Use land use areas shall meet standards regarding yard setbacks, building setbacks, and street facade length.

Figure 7-30

Hollywood's historic residential buildings, such as the Fleur De Lis at 1825 Whitley Avenue, are typically simple geometric forms articulated by richly detailed windows and other architectural features which create the perception of facade depth and solidity. Wall surfaces in new structures shall have the same quality of facade depth created through the articulation of windows, surface breaks, shadow lines, edges, reveals, changes in material, ornament, or similar architectural devices.

5. Setbacks

Setbacks should be thought of useable open space, mixing interior life with the outdoors. The following setback policies, standards, and guidelines ensure maintenance of the prevailing residential streetwall, adequate separation between housing structures, privacy between adjoining properties, and coordinate indoor with outdoor spaces. Policies, standards, and guidelines regarding landscaping for setbacks are discussed in Chapter 5, "Open Space," Section 5.6.

- **Front Yard Setbacks:** In Boulevard North and Boulevard South, front yard setbacks shall be based upon the prevailing setback of buildings from the front property line. The following standards shall be observed.
 - Front yard setbacks are defined in Figure 7-22. The prevailing front yard setback shall be defined as that setback which occurs most commonly as determined by measuring the distance of each building from the front property line on the side of a block on which a project is proposed (see Figure 7-25).
 - To minimize the occurrence of graffiti, security fences, garden walls, and retaining walls shall be set back a minimum of 2 feet from the sidewalk, and the resulting parkway planted with appropriate ground cover, climbing vines and/or vertical shrubs.
 - Existing and new front yard setbacks should be maintained to the maximum extent feasible as landscape setbacks and no vehicular parking shall be permitted within this setback area.
- **Side Yard Setbacks:** To ensure adequate separation and privacy of primary living areas the following standard shall be observed (see Figure 7-29).
 - Side yard setbacks of at least 10 feet measured perpendicular to the property line shall be provided where living room and dining room windows are adjacent to the side yard. These setbacks shall be a minimum of 15 feet in length.

- Rear Yard Setbacks: When parking is placed within a rear yard setback, the following standard shall be observed.
 - A useable deck no more than 9 feet above natural grade at any point along the rear property line shall be provided over parking within a required rear yard setback.

6. Boulevard North Common Open Space Standard

This Plan requires that common open space be provided for all construction in the Residential Mixed Use and Residential land use areas in Boulevard North. The provision of common open space in this area creates a transition from the open landscape of the nearby hills to the urban streetwall of the Boulevard. This open space requirement also encourages the reintroduction of housing types which incorporate semi-private/public open space and off-street courts. With regard to residential open space, the following standards and guidelines shall be observed.

- Common open space shall be provided at a ratio of 100 square feet of open space per dwelling unit in Boulevard North. Surface parking spaces, ingress and egress drives, and areas within required front, side, and rear yard setbacks as required by the City of Los Angeles Zoning Code shall not be counted when calculating the required square footage of common open space.
- 60% of the common open space shall be common to all units while up to 40% of the common open space may take the form of open but private balconies and/or patios.
- At least 60% of the common open space common to all units shall be at grade or no higher than the first inhabited area.
- At least 25% of the common open space common to all units shall be landscaped and mechanically irrigated with bubblers, sprinklers or like irrigation systems.
- Housing incentive units as defined by Section 505.3 of the Hollywood Redevelopment Plan shall be exempt from the Boulevard North common open space requirements.

7. Height and Orientation of Entry

The following standards and guidelines for entries to new buildings ensure residents a clear view of the street and heighten collective responsibility for neighborhood security. With regard to height and orientation of entry, the following standards and guidelines shall be observed.

- Entries to new buildings shall be oriented to the public sidewalk and shall not be higher than 9 feet above the elevation of the public sidewalk at its nearest point to the entry.
- Entries shall be marked, through the use of architectural elements such as porches, gateways, entry alcoves, awnings, and portals.

- Direct entry to individual units or clusters of units is strongly encouraged as a means of increasing the activity and safety of adjacent sidewalks.

8. Balconies

Residential balconies, with the exception of French balconies and doors, or the occasional Spanish Revival style loggia, were not typically used as building elements in the design of the Boulevard District's older residential buildings. With regard to balconies, the following guideline should be observed.

- Balconies should be integral to a building's form and mass and should be a minor element in the definition of a building's architectural character.

9. Rooftop Equipment

With regard to rooftop equipment, the following standard shall be observed.

- Rooftop mechanical equipment shall be completely screened from lateral and pedestrian view. Mechanical penthouses shall be integral to the design of the building and at a minimum should incorporate similar facade treatments and colors as utilized in the design of the rest of the building.

10. Trash Enclosures

With regard to trash enclosures, the following standard shall be observed.

- Trash enclosures shall be provided and be integral to the design of new and rehabilitated structures and be completely screened from view.

11. Vehicular and Structured Parking Requirements

Many of the new apartment buildings constructed within Hollywood are massive box-like structures floating over open to the sidewalk garages. Front yards become forgotten concrete parking lots. This end result is ill related to the Boulevard District's sidewalk character and the creation of a neighborhood environment.

The following standards and guidelines provide a better balance in residential neighborhoods between the space requirements of the automobile and the quality of the pedestrian environment of the surrounding streets and sidewalks.

a. Vehicular Access

- Access driveways to garages or parking areas should not exceed 12 feet in width for each 50 feet of street frontage and the minimum separation between drives shall be 50 feet.

- The maximum width of an access drive shall not exceed 24 feet.
- b. Structured Parking; Height Above Grade
- The maximum floor to floor height of an above grade garage shall not be greater than 9 feet above grade at any point along the front yard setback line. Parking garages may exceed this height limit if the public street facing sides of the parking area are completely screened with dwelling units (see Figure 31).
- c. Integration of Parking Into Overall Design Concept
- Parking garage areas should be designed to blend in with the form and massing of the building.
 - The interior of parking areas shall be screened from the view of the sidewalks and streets.
 - With the exception of vehicular ingress, egress and lobby areas, walls which screen parking areas and face public streets shall be of opaque construction and individual openings into the opaque area shall not exceed 9 s.f. in size with the total square footage of these openings not to exceed 10% of the garage wall area.
- d. Ceiling Height of Retail
- In Residential Mixed Use Areas, the floor to floor height of ground floor commercial space shall be a minimum of 9 feet in height.

Figure 7-31

Garages shall not be greater than 9 feet above grade at any point along the front yard setback line. Parking garages may exceed this height limit if the sides of the parking area are completely screened from public streets with dwelling units.

7.5 MATERIALS AND COLORS

Observation of Hollywood's buildings from the turn of the century through the 1930's suggests a strong tradition with regard to color and materials. Commercial buildings typically are made of solid materials such as stone, terra cotta glazed to look like stone, brick, and various smooth trowel cementitious surfaces. Individual windows are set into the walls. The color palette of these buildings is usually light. Earth tones or various shades of creamy pastels highlighted by darker accent colors at windows and other framing elements predominate. Large residential buildings are typically smooth troweled stucco or brick while smaller wood-frame structures are generally finished with stucco or various types of wood or shingle siding.

Based upon these observations the following policies, standards, and guidelines are shall be observed.

A. Materials and Color

- The majority of a building's surface area should be of opaque construction with individual windows set into the wall.
- The maximum combined surface area of vision and spandrel glass shall be 60% of a building's surface area.
- Exterior finishes which are compatible with those of existing historic buildings in the Boulevard District are encouraged. The covering of existing exterior masonry or brick on "significant" structures with stucco, sprayed gunite, or paint is prohibited unless a public safety concern warrants their use (see also Chapter 4, Section 4.3.C.).
- Building surfaces should be primarily of light colored materials highlighted by brighter and darker trim and accent colors.
- There should be a clear contrast in color between a building's surface materials and a building's glazed areas.
- Use of typical Hollywood colors as described above is strongly encouraged and may be required in the rehabilitation of significant structures.
- An analysis of a significant building's color history based upon scrapings or other techniques may be required as part of an historic assessment as outlined in Chapter 4, "Urban Conservation and Cultural Revitalization," Section 4.3.A.

B. Glazing

- Use of clear glass is strongly encouraged throughout the District, particularly on Hollywood Boulevard.
- Use of clear glass shall be utilized for the first two levels of buildings within the Boulevard Mixed Use and Commercial Mixed Use land use areas, shall be utilized for the first level of buildings within the Residential Mixed Use land use area, and shall also be utilized for all lobby areas within the Residential land use area.
- Reflective glass is prohibited.

7.6 ARCHITECTURAL LIGHTING

At night, the Boulevard's shop windows, neon signs, and dramatically lit buildings such as the Security Pacific Tower at Hollywood Boulevard's intersection with Highland Avenue combine to create a charged atmosphere which suggests activity, movement, excitement and magic. The following guideline encourages the continuation of this night time lighting tradition (see also Chapter 5, "Open Space," Section 5.3.B).

- Use of architectural lighting to highlight building features such as towers, shop windows, and entries is strongly encouraged, particularly along the Boulevard.

7.7 SIGNAGE

OBJECTIVE

New commercial and public signage should be compatible with Hollywood's significant architecture, character, and historic signs, and contribute to the creative tradition which is a visual hallmark of the District.

A. Overview

Photographs of Hollywood Boulevard from the 1920's and 1930's reveal that most signage was coordinated with the underlying rhythm, scale and modulation of the architecture (see Figure 7-32). Signs and awnings were typically positioned comfortably within the building's structural bays. Projecting signs and marquees were aligned with major horizontal and vertical building elements, such as floor breaks and structural bays. Even small signs respected the limits set by the dimensions of transom windows and display window frames.

In the intervening years, as signs and fascia panels were placed on buildings without regard for the buildings' structural bays, rhythm, or architectural features, the visual quality of the Boulevard deteriorated. Where once the buildings were dominant with street level signage complementary, but subordinate, the situation became reversed and the balance between signage variety and architectural order was lost.

Underlying the signage policies, standards, and guidelines of this Plan is the recognition that rigid standards would not have encouraged the creation of some of Hollywood's most beloved images, such as Fredrick's, the Pacific Theater, or Musso & Frank's (see Figure 7-33). The following standards recognize that lively signage is not disruptive to a building's character as long as it reads as an independent, transparent "layer" in contrast to or through which the original architecture is dominantly visible.

Figure 7-32

Historically, signs such as this example at 6423 Hollywood Boulevard and awnings were positioned within the building's structural bays.

Figure 7-33

Rigid signage standards would not have allowed some of Hollywood's most beloved images such as this historical view of Musso and Frank's, which is located at 6663 Hollywood Boulevard.

B. General Signage Standards and Guidelines

The following general signage standards shall be observed (see Figure 7-34).

1. Rhythm and Modulation in Relationship to Building Bays

- The rhythm and modulation of a building's architectural elements such as bays, frames, and displays windows shall serve as the basic grid to which the scale, dimension, and number of signs is related.
- Any sign or sign element shall maintain a clearance of at least 1 foot on all sides of the surrounding architectural elements that define the sign's space.

Figure 7-34

The Plan's signage standards include general recommendations regarding the placement, size, materials, and character of new signs.

2. Horizontals and Verticals

- The overall size and dimensions of signage shall honor the underlying building's major vertical and horizontal expressions such as bay framing, cornices, and string courses, shall be integrated into designated sign bands, or shall be configured as a transparent layer which allows the architecture to be visibly independent of the signage.

3. Signage Materials and Character

- In keeping with the character and spirit of the District, use of individual channel or back-lit letters as well exposed neon is strongly encouraged.

C. Standards and Guidelines by Signage Type

The following policies, standards, and signage guidelines supplement the standards found in Division 62 of the City of Los Angeles Building Code (see Figure 7-34).

1. Projecting Signs

Narrow projecting or blade signs, mounted directly to vertical building faces, are seen throughout the District. At their best, they are graceful vertical modulating elements, lending a festive procession to the streetscape. To maintain the traditional scale and character of these signs the following standards are shall be observed.

- Projecting signs shall align with major building elements such as cornices, string courses, window banding, or vertical changes in material or texture.
- The width of projecting signs shall not exceed 4 feet.

- The spacing between projecting signs shall be 20 feet or greater with the exception that each individual shop shall be allowed at least 1 projecting sign.

2. Wall Signs

Wall signs can directly impact the architectural integrity of buildings. With regard to historic structures, insensitive application of wall signs often needlessly covers detailed fascias and/or transom windows, obscuring the original detail and delight of the design. To maintain the traditional scale and character of these signs the following standards and guidelines shall be observed.

- Wall signs shall be applied to a building's surface only if a sign band area immediately above the awning or window area is clearly defined by the building's architectural elements.
- With regard to historic structures, wall signs shall not cover and/or obscure significant architectural details, building features, or historic signage.
- Wall signs shall align with adjacent signs of similar type on the same building and be of a similar scale.
- Consideration should be given to incorporating a designated area for wall signs or providing an integral sign band in the design of the storefront.

3. Architectural Canopy and Pole Mounted Canopy Signs

Architectural canopies, pole mounted canopies, and/or awnings are sheltering and colorful elements differentiating businesses from each other. To maintain the traditional scale and character of these architectural elements, the following standards shall be observed (see also Section 7.4.A.7, "Awnings and Pole Mounted Canopies").

- Commercial identification on awnings shall not exceed 25% of the height of the awning area.
- On significant buildings and within the Hollywood Boulevard Commercial and Entertainment District, backlit illuminated awnings are not in keeping with The Secretary of the Interior's Standards and shall be prohibited.
- Use of backlit illuminated awnings is not encouraged throughout the Boulevard District.

4. Pole Signs

Freestanding pole signs are not in keeping with the character of the District. The following standard shall be observed.

- Pole signs shall be prohibited.

5. Roof/Skyline Signs

Historically, Hollywood's roof signs have been highly visible elements identifying the District (see Figure 7-35).

To maintain the traditional placement, scale, and character of these signs, the following standards shall be observed.

- New roof/skyline signs shall be allowed for major building tenants or building identity, at the rate of one roof/skyline sign per building.
- Spacing between roof/skyline signs shall be at least 50 feet.
- Roof/skyline signs shall be set back at least ten feet from property or building lines.
- Roof/skyline signs shall be oriented towards and parallel to Hollywood Boulevard . At street corners, roof/skyline signs may be oriented at a 45 degree angle to the Boulevard District grid.
- Opaque message surfaces shall be prohibited.
- Hollywood's traditional skyline signage was formed by channel letters, neon, and decorative forms hung from open, light gauge, and transparent structural framework. This type of construction is strongly encouraged for the design of new skyline signage.

Currently, Hollywood's traditional skyline signs are not allowed by code and new roof signs would not be permitted.

The following policy shall be observed by the Agency until such time as an ordinance is passed which permits roof/skyline signs in conformance with this plan.

- The Agency should work with other City departments to facilitate and encourage the development of new roof/skyline signs.

6. Marquee Signs and Mural Signs

Per City Code, the City Cultural Affairs Department has jurisdiction over the approval of marquee and mural signs. To encourage the development of creative marquees and murals which reinforce the visual excitement of the District, the following guideline shall be observed by the Agency.

- The Agency shall work with the City Cultural Affairs Commission to facilitate and support innovative marquee designs.

Figure 7-35

Historically, Hollywood's roof signs, such as the Hotel Roosevelt sign at 7000 Hollywood Boulevard, have been highly visible elements of the skyline. Standards are included to maintain the traditional placement, scale, and character of the District's roof signs.

D. Prohibited and Discouraged Sign Types

Given the emphasis on residential development within the Boulevard District and the importance of maintaining the visual integrity of historic structures within the historic district, the following additional standards regarding sign types shall be observed.

- Off premise signs and billboards shall be prohibited within the Residential Mixed Use and Residential land use areas.
- New billboards incorporated into or adjacent to historic buildings, or within historic districts, shall require Agency approval and shall not obscure or diminish the character of historic buildings or historic districts.
- When rehabilitating significant structures and when designing new signage for structures within the Hollywood Boulevard Commercial and Entertainment District (HBCED), use of signs with plastic fields (can signs, panel signs, plastic projecting signs, etc.) with the exception of individual letters or logos shall be prohibited. Should additional historic districts be created within the Boulevard District, this prohibition should be extended to these additional districts.

E. Preservation and Rehabilitation of Historic Signage

Much of Hollywood's history is symbolically recalled by the remaining signage from its golden age. To maintain the link to Hollywood's past and encourage the preservation and reuse of Hollywood's historic signage, both humble and famous, the following standards and guidelines shall be observed (also see Chapter 4, "Urban Conservation and Cultural Revitalization," Section 4.3.E).

- When signage associated with a significant building has historical and/or cultural value, the signage shall be rehabilitated in accordance with The Secretary of the Interior's Standards. The following guidelines should be considered when rehabilitation and reuse of historic signage is required but conflicts with new proposed uses.
 - Retain historic signage in original location with reduced wattage.
 - Relocate historic signage to an alternative location on the exterior or within the interior of the building.

The following policy should also be observed by the Agency.

- The Agency should work with other City departments so that the area of significant signs associated with a significant building and rehabilitated in accordance with the standards and guidelines of this Plan should not be counted when determining the allowable area of signage for buildings or businesses.

F. Encouragement of Creative Signs

Hollywood is creative and businesses, developers, and property owners will propose signs that will not conform to the standards and guidelines of this Plan. With regard to the encouragement of creative signs, the following policy should be observed by the Agency.

- Creative signage shall be encouraged and variations from the above standards and guidelines should be considered for approval by the Agency following review and recommendation by the community, provided that the goals and objectives of the Hollywood Redevelopment Plan, this Plan, and this section of the Plan are supported.

G. Public Signage Guidelines

Directional and informational signage of consistent and legible design is an important component in the perception of an area as a distinct, cohesive, and clearly understood community. The following policy should be observed by the Agency.

- The Agency should lead City efforts to develop, approve, and implement a public signage program for the District. These improvements should be coordinated with the Hollywood Boulevard improvements and the District Identification Program outlined in Chapter 5, "Open Space," Section 5.3.B and Chapter 4, "Urban Conservation and Cultural Revitalization," Section 4.5.C, respectively.

7.8. DESIGN REVIEW

Upon adoption of this Plan, all projects without an approved tract map in place at adoption will be reviewed by Agency staff for conformance to the standards and guidelines of this Chapter and this Plan. Projects may also be subject to community review and recommendation. For a further discussion of the Design Review Process and other permit review requirements, see Chapter 8, "Design Review and Permit Review Process."

7.9 IMPLEMENTATION

The built form policies, standards, and guidelines of this Plan shall be implemented through the adoption of one or more Design(s) for Development and/or City Ordinance(s). For a more complete discussion of implementation see the Hollywood Boulevard District Urban Design Plan Implementation Program.

Figure 8-1

Dramatic view of the courtyard at Mann's Chinese Theater.

8

DESIGN REVIEW AND PERMIT REVIEW PROCESS

8.0 DESIGN REVIEW AND PERMIT PROCESS
TABLE OF CONTENTS

PAGE

8.1	OVERVIEW	8-3
8.2	COMMUNITY DESIGN REVIEW POLICIES AND PROCEDURES	8-3
A.	Community/HCAC/Hollywood Planning and Design Review Committee	8-3
B.	Projects not Requiring Community Design Review	8-4
C.	Projects Requiring Community Design Review	8-4
D.	Community Design Review Process	8-5
1.	Submission of Project to Agency	8-5
2.	Community Design Review Presentation Requirements	8-5
3.	Community Design Review Presentations	8-6
4.	Community Design Review Actions	8-7
8.3	PERMIT REVIEW PROCESS	8-8
8.4	IMPLEMENTATION	8-9
8.0	DESIGN REVIEW AND PERMIT REVIEW PROCESS	

OBJECTIVE

Establish design review and permit review procedures which are timely, consistent, equitable, understandable and which forward the policies, standards, and guidelines of this Plan.

8.1 OVERVIEW

Within the Hollywood Redevelopment Plan area, which includes the Hollywood Boulevard District, the Community Redevelopment Agency is responsible for reviewing building permit applications issued by the City of Los Angeles for conformance with the Hollywood Redevelopment Plan and any adopted design(s) for development. Additionally, within redevelopment areas, the Agency reviews all projects for compliance with the provisions of the California Environmental Quality Act (CEQA).

In order to effectively implement the Hollywood Boulevard District Urban Design Plan (HBD), a consistent design review and permit review process needs to encourage conformance to the policies, standards, and guidelines of this Plan while ensuring timely community design review and recommendation to the Agency. This process is summarized in outline form in Figure 8-2.

To better anticipate review requirements, property owners and developers are encouraged to contact the Agency as early as possible in the design phase of a project.

8.2 COMMUNITY DESIGN REVIEW POLICIES AND PROCEDURES

A. Community/HCAC/Hollywood Planning and Design Review Committee

To represent the community and advise the Agency on matters regarding redevelopment in Hollywood, the City Council has established a Hollywood Community Advisory Council (HCAC) with members appointed by the Council Office. The Hollywood Community Advisory Council includes a Hollywood Planning and Design Review Committee (HWPDR). To facilitate timely design and planning review of projects which require community design review and recommendation the following policies should be adopted by the HCAC and as delegated, the HWPDR;

- The HCAC should delegate all required community review regarding planning and design issues to the HWPDR,
- All HWPDR recommendations shall be forwarded to the HCAC, which in turn shall forward them to the Agency Board for consideration, and
- To ensure a range of view points, the HWPDR should be composed of a diverse group of community individuals representing the multiplicity of issues covered by this Plan. The following areas/disciplines should be represented;
 - Architecture/Urban Design;
 - Art;
 - Community/Merchant;

- Conservation/Preservation;
 - Development/Property Owner;
 - Environmental/Graphic Designer; and
 - Landscape Architecture.
- All meetings of the HCAC and the HWPDR shall be publicly noticed, open to the public, and conducted in conformance with the Brown Act.

B. Projects not Requiring Community Design Review

If a proposed project meets all the requirements of the Redevelopment Plan and this Plan and does not require discretionary Agency action or community review and recommendation as defined in Section C below, and is "categorically exempt" from CEQA requirements, Staff review shall be completed within 10 working days of the submittal of a complete permit package

C. Projects Requiring Community Design Review

All projects proposed within the boundaries of the Hollywood Boulevard District shall be reviewed for conformance to the policies, standards and guidelines of this Plan as well as the requirements of CEQA by Agency Staff. The scope of projects recommended for community design review and recommendation to the Agency helps ensure a high level of urban design and architectural quality as well as public support of new infill construction and substantial rehabilitation projects.

Projects which meet any of the following criteria shall require community design review and recommendation to the Agency;

- Require an Agency agreement such as an Owner Participation Agreement (OPA) or a Disposition and Development Agreement (DDA);
- Adversely impact a significant resource as determined by non-compliance with the Secretary of the Interior's Standards; and/or
- Require Agency Board approval as determined by the policies, standards, and guidelines of this Plan, i.e. a height variation allowed by this Plan is requested.
-

D. Community Design Review Process

When a project is subject to community design review as defined by this Plan, developers and/or property owners should consult with Agency Staff as early as possible in the design process in

order to help facilitate compliance with the intent of this Plan. The following community design review process shall be adhered to.

1. Submission of Project to Agency

After submission of a complete permit application to the Agency, Agency Staff shall determine within 10 working days if the project requires community design review. If community design review is required, the permit applicant will be notified in writing and by phone that such review is required and of any review requirements.

Community design review shall then be scheduled and occur within 25 working days of the determination of the requirement. If community design review and recommendation is not provided within this period of time and no written staff recommendation is provided to the applicant within 30 working days of determination, the project shall be deemed recommended for approval to the Agency Board.

2. Community Design Review Presentation Requirements

A project shall typically be presented at two phases during its design development; the Concept/Schematic phase and the Final Design phase. The following review presentation materials shall be required.

a. Concept/Schematic Presentation

The first community presentation of a projects shall occurs at the Concept/Schematic phase of design. Concept/Schematic design drawings shall include;

- Site and context plans including the proposed project showing surrounding streets and major site features, existing building footprints, view corridors and drawings and/or photographs of surrounding structures;
- Grade level and typical floor plans;
- Key elevations including adjacent structures; and
- One or more site cross sections.

These drawings shall describe basic building massing, number of floors and height, site plan features, vehicular access, pedestrian areas, a generalized parking layout, landscape and open space features, and an integrated art plan as required. Major dimensions shall be indicated as shall a rough tabulation of floor area by use.

The relationship of the project to the policies, standards, and guidelines of the HBD shall be denoted by the permit applicant/architect on the drawings or submitted as a separate attachment. The drawings may be executed freehand. One full size and one reduced set (8 1/2" by 11") of drawings shall be required for the concept/schematic community review.

b. Final Design Presentation

The second community presentation of a project shall occur when the Final Design drawings are completed. This should typically be concurrent with the conclusion of the Design Development Phase of design. Final Design drawings are a logical evolution of the Agency approved Concept/Schematic drawings and shall include;

- Site, landscape, and context drawings;
- Plans, elevations showing adjacent buildings, and sections;
- Key details such as wall and window sections;
- Material and color boards; and
- Art Plan as required.

Final Design drawings shall fix and describe all design features as well as the size, character and quality of the entire project in relation to its surroundings. One full size and one reduced set (8 1/2" x 11") of drawings shall be required for final design community review.

c. Optional Presentation Materials

Staff may also request at either the Concept/Schematic phase or the Final Design phase, and the permit applicant is encouraged to submit, the following materials to ensure clarity.

- Axonometrics and/or renderings of the project; and/or
- 1:100 model for incorporation in the Agency's Hollywood model.

3. Community Design Review Presentations

Community design review presentations shall be one of the following;

- Concept/Schematic Presentation - This is typically the first review step;
- Final Design Presentation - This is typically the final review step; and
- Information Only Presentation - The permit applicant may request a voluntary, "information only," presentation to receive community input. No action by the community or the Agency is required at these presentations.

The following steps shall be followed when a community review presentation is required;

- The community shall receive reductions of presentation materials and a staff report approximately one week in advance of the meeting. Reductions shall not be required for Information Only presentations.
- At the meeting, staff shall present a staff report, introduce the applicant/architect team who shall make a brief presentation and at the request of the community propose a recommended action.

As part of the presentation of the project, the applicant/architect, the community and staff should discuss the following issues;

- Relationship of project to Hollywood's character and context;
- Relationship of project to Hollywood's architecture;
- Relationship of project to Hollywood's landscape and climate; and
- Relationship of urban design issues to transportation, traffic and parking issues; and
- Conformance of project to the HBD, Redevelopment Plan and Community Plan.

4. Community Design Review Actions

After discussion, the community shall take action by majority vote as follows;

- Recommend for Approval - The community may recommend approval to the Agency Board;
- Recommend for Approval with Conditions - The community may recommend approval to the Agency Board and recommend conditions for Agency Board consideration. When a project at the Final Design phase is recommended for approval with conditions to the Agency Board the applicant may;
 - Resubmit the project for further community review and recommendation for approval;
 - Request that the project be forwarded to the Agency Board for approval along with the recommendation for approval with conditions; or
 - Request that the project be forwarded to the Agency Board for approval with no conditions.
- Recommend for Disapproval - The community may recommend disapproval to the Agency Board. When a project is recommended for disapproval the applicant may;
 - Resubmit the project for further community review and recommendation; or

- Request that the project be forwarded to the Agency Board for approval or approval with conditions along with the community recommendation for disapproval.
- Abstention - The community may abstain from making a determination and forward the project to the Agency Board with no recommendation.
- Table Discussion - The community may table discussion of the project or table action on the project. . If no action is taken within 15 working days by the community the project will be forwarded to the Agency Board with no recommendation from the community.

Additionally the community may waive a second Final Design review.

- Waive Further Action - To facilitate the development process for projects which require community review and meet all the policies, standards, and guidelines of this Plan, the community as part of a recommendation to the Agency Board, may recommend waiving the second review step. If the community does not waive further community review, a Final Design presentation shall be required.

All decisions of the Agency Board shall be final.

The following additional policy regarding substantive changes to designs shall also be observed by the Agency;

- If at any time during the design and development phase of a project, additional drawings are submitted to the Agency which indicate substantive changes from an Agency approved design or changes occur to the scope of the Project such that it would typically requires community review, community review shall be required.

8.3 PERMIT REVIEW PROCESS

The Agency is required to review building permit applications within the Hollywood Redevelopment Project area for conformance to the Redevelopment Plan and the California Environmental Quality Act (CEQA). When a building permit application is submitted to the Agency and accepted as complete, in addition to determining conformance to the Redevelopment Plan and this Plan, a determination shall be made within 10 days as to the level of environmental review that shall be required. One of the following determinations shall be typically made.

- Categorically Exempt - A project is categorically exempt as determined by Agency policy thresholds which are in conformance with City CEQA guidelines.
- Negative Declaration - If a project has no significant environmental impacts as determined by Agency policy, and is not categorically exempt, a public notification of the project is required. When non-significant environmental impacts as determined by Agency and City

of Los Angeles policy are proposed as part of the project, mitigation measures in conformance with Agency and City of Los Angeles environmental policy may be imposed.

- .
- Environmental Impact Report Requirement - If a project results in significant environmental impacts as determined by Agency policy, an Environmental Impact Report and a public hearing before the Agency shall be required. Significant environmental impacts may include but are not limited to adversely impacting a significant structure, traffic generation which impacts traffic patterns, or the size of a project.

For more information regarding Agency CEQA policy including review time frames, Agency staff should be consulted at the earliest time convenient.

An environmental determination shall be made simultaneously to a community design review determination. In some instances, as mitigation measures are developed as part of the CEQA process, the permit applicant may be required to revise and resubmit plans to the Agency incorporating the mitigation measures. The following policy regarding plans revised due to mitigation measures shall be observed by the Agency;

- If revised plans substantively different from original plans are submitted to the Agency as part of the environmental review process and community design review was originally required or the scope of the project has changed such that community design review is required, Agency staff shall submit the plans for community design review.

Building permit applications are an excellent tool for monitoring the actual and proposed building activity of the Plan area. In order to ensure that the community's concern for design quality is addressed on an ongoing basis, Agency staff has developed procedures to provide the community with the opportunity to monitor the permit process. With regard to permit monitoring, the following policy shall be observed by the Agency;

- Agency staff shall report to the community on a regular basis regarding all building permit applications.

8.4 IMPLEMENTATION

The recommendations of this Chapter shall be implemented through the adoption of one or more design(s) for development and/or City ordinance(s). For further discussion of this subject see the Hollywood Boulevard District Urban Design Plan Implementation Program.

HOLLYWOOD BOULEVARD DISTRICT URBAN DESIGN PLAN
INDEX

Architectural extensions 7-13

Architectural lighting 7-31

Architectural determination of Significant buildings within the Boulevard District (Table 4-A)	4-26	Significance	4-5
Architectural standards and guidelines			7-15
Boulevard Mixed Use and Commercial		Mixed	7-15
Use land use areas standards		Residential	7-15
Residential Mixed Use and Residential		land	7-25
use areas standards	7-25		
Awnings and canopies	7-22		
Balconies	7-23, 7-28		
Boulevard Mixed Use Land Use Designation	3-9		
Building materials and colors	7-30		
Built Form (Chapter 7A)			7)
Glossary of Terms (Table 7A)			7-39
Implementation			7-38
Overview			7-4
Summary of Plan Recommendations	2-15		
Commercial Densities			3-22
FAR (Floor Area Ratio) of 2:1			3-22
FAR of 3:1			3-23
FAR of 3:1 Plus 1.5:1 density bonus	3-23		
Commercial Mixed Use Land Use Designation	3-14		
Commercial open space policies, standards and guidelines	5-19		
Community Design		Review	
Actions			8-7
Policies and procedures			8-3
Presentation requirements			8-5
Presentations			8-6
Process			8-5
Summary (Figure 8-2)	8-10		
Community Market Plaza	5-17		
Conservation		Incentives	
Urban Conservation Program			4-17
Transfer of floor area ratio			4-19
Housing incentive units			4-22
Parking requirement reduction			4-22
Non-Agency incentives	4-23		
Cultural inventory and needs assessment	4-25		
Cultural revitalization	4-24		
Curbcuts, Hollywood Boulevard	6-15		
Demolition Permit requests, delay of	4-7		
Density		bonus	
at Boulevard East			3-23
for housing at Boulevard West			3-23

for provision of offsite public open space	5-17
Residential Mixed Use	3-22
Density Standards	3-19
Design Review	7-37
Design Review and Permit Process (Chapter 8)	8
Implementation	8-9
Overview	8-3
Summary of Plan Recommendations	2-16
District identification program	4-25
Entry, height and orientation	7-28
Facade depth	7-16, 7-25
Glazing	7-31
Handicap accessibility to sidewalks	5-15
HBD	Plan
Goals	2-6
History	2-5
Height standards and guidelines	7-8
45-foot height standard	7-8
45-foot standard plus 30-foot addition	7-10
75-foot height standard	7-10
105-foot height limit	7-12
150-foot height standard plus 70-foot addition	7-12
High residential density	3-22
High-Medium residential density	3-19
Highland Avenue improvements	5-12
Historic Assessments	4-9
Assessment reports	4-9
Consultants	4-10
Historic signage guidelines	4-13
Hollywood Arts Plan	4-24
Hollywood Boulevard improvements	5-8
Implementation	5-11
Sidewalk improvements	5-9
Street trees and landscape amenities	5-11
Hollywood Boulevard Commercial and Entertainment District (HBCED)	4-5
Non-contributing buildings	4-8
Non-contributing buildings, Table 4-B	4-27
Significant buildings within the Hollywood Boulevard District (Table 4-A)	4-26
Home Occupations	3-18
Hollywood Community Advisory Council (HCAC)	8-3
Hollywood Planning and Design Review Committee (HWPDR)	8-3
Hollywood Transportation	Plan
Development thresholds	6-7
Financing and implementation	6-14

Operations	improvements	6-9
Overview		6-4
Linkage	with HBD	6-5
Roadway	improvements	6-8
Short and long range	parking component	6-12
Transit	component	6-10
Transportation component	Demand	Management
Hollywood, architectural character	7-5	
Housing	Incentive Units	3-22
denial of requests for	4-7	
Land Use	and Density	(Chapter 3)
Implementation		3-24
Overview		3-4
Summary of Plan Recommendations	2-8	
Land Use Designations and Standards	3-9	
Land Use Designations, existing	2-5	
Land Uses, existing	2-5	
Landscape policies, residential	5-19	
Loading and delivery access	6-17	
Modulation	7-15, 7-25	
Non-Conforming Uses	3-19	
Open Space	(Chapter 5)	
Implementation		5-21
Overview		5-3
Summary of Plan Recommendations	2-12	
Open Space policies, standards and guidelines		
Commercial open space		5-19
Residential landscape		5-19
Service Areas		5-21
Surface parking lots	5-19	
Parking Overlay Zone	3-19	
Parking Overlay Zone	6-17	
Parking policies		6-16
Off-site parking		6-16
Reductions for significant structures		6-16
Reductions in Residential Mixed Use areas		6-16
Parking structure, standards	7-23, 7-29	
Parking structures, design standards	6-17	
Parks		
Public parks		5-15
Neighborhood parks		5-15
Linear street parks	5-16	
Parkway plantings	5-13	

Permit	review	process	8-8
	summary (Figure 8-2)		8-10
Public open space, definition			5-3
Redevelopment Plan context			2-3
Rehabilitation	guidelines		4-12
	exterior		4-12
	interior		4-13
Rehabilitation standards			4-10
Residential Densities			3-19
Residential Mixed Use Bonus Density			3-22
Residential Mixed Use Land Use Designation			3-15
Residential Use Designation			3-18
Residential, landscape policies			5-19
Rooftop equipment			7-13
Secretary of the Interior's Standards			4-7
Seismic rehabilitation guidelines			4-15
Service area standards			5-21
Setbacks			5-15, 7-18, 7-27
Sidewalk and street guidelines			5-6
Signage			7-31
	Creative	signage	7-37
	Overview		7-31
	Preservation	and rehabilitation	of
	Prohibited	and discouraged	types
	Public	signage	7-37
	Standards	and guidelines	7-33
	Standards and guidelines by signage type		7-34
Significant	structures		4-8
	Significant buildings (Table 4-A)		4-26
State Historic Building Code			4-17
Street closures			6-15
Street tree improvements			5-6
Streetwall, integrity of			7-18
Surface parking lot standards			5-19
Transfer of Floor Area Ratio (TFAR)			3-24
Transportation	and	Parking	(Chapter 6)
	Implementation		6-18
	Overview		6-4
	Summary of Plan Recommendations		2-13
Trash enclosures			7-23, 7-29
Urban	Conservation	and Cultural	Revitalization (Chapter 4)
	Implementation		4-25
	Overview		4-4
	Summary of Plan Recommendations		2-11
Verticals and horizontals			7-16
View corridors			5-13

Vision Statement (Chapter 1) 1-2

Zoning, existing 2-5