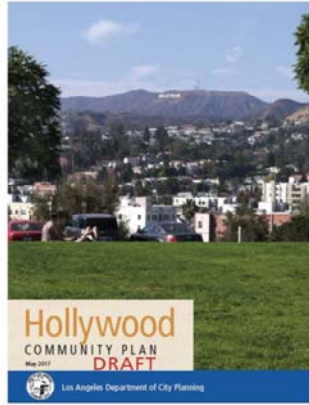


Hollywood Community Plan Update (HCPU2)



Los Angeles Department of City Planning

June/July 2017

Overview of Presentation

- Welcome
- Purpose of Meeting
- Ground Rules
- Proposed Plan Highlights
- What's New?
- Change Areas / Interactive Map
- Small Group Discussion



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Introduction

- We recently launched a new website for the HCPU (hcpu2.org)
 - uploaded new draft of the policy document (plan text)
 - Created a new interactive mapping tool where you can search by property address to see if there are any zoning or land use designation changes proposed.
- Today we'll tell you about some of the new features and changes to the plan since 2012 and then we'll use the mapping tool to give you an overview of the plan as well as proposed regulations.
- Go over meeting ground rules

Ground Rules for the Public Meeting

- This is a City-sponsored meeting
- Everyone in attendance is a stakeholder of the community and is welcome to participate in this planning process
- Participants will show each other and staff courtesy and respect
- Participants will allow opportunity for all those in attendance to express their viewpoint
- All viewpoints are welcome. Participants will be respectful toward varying viewpoints, even when they differ from their own.
- Participants will recognize and value the diversity of those in attendance and the communities they represent



What is a Community Plan Update?

- Components
 - Policy plan text, land use/zoning regulations
 - EIR
- Timeline
 - Recap
 - Upcoming milestones
- Processes & Approvals Required
 - City Planning Commission, Planning and Land Use Management Committee, City Council

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What is a Community Plan?

- Guides the physical development of neighborhoods by establishing goals and policies for land use
- Basis for where and what type of buildings are built and how the buildings are used
- Tells you the type of development allowed
- Used to guide decision making when development projects are proposed.

Components of the Community Plan

- The policy document (plan text)
- Regulations to implement the zoning and LU changes

Recap of Timeline

- Mid-2000s – 2012: comprehensive planning process for Hollywood, which included extensive community outreach
- 2011: DEIR published and a few months later FEIR was released
- 2012: City Council approved Hollywood Community Plan
- 2012: Legal challenge to the Plan's EIR. Due to the court's decision on the EIR, the City

Council rescinded the Community Plan in 2014.

- May 2016: The Department of City Planning held a public scoping meeting for a new EIR for the HPCU.

Processes and Approvals Required

- We're currently preparing a new EIR for HCPU2, and are working towards a target of releasing it later this year.
- The next steps after publishing the DEIR will include a public hearing, City Planning Commission public hearing, City Council's Planning and Land Use Management (PLUM) public hearing, and City Council for adoption.

Proposed Plan highlights



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Proposed Plan Highlights

- Diversity of land uses in Hollywood
- The Community Plan:
 - balances new development with preservation, reflects existing conditions and plans for future changes.
 - recognizes architectural and cultural history
 - recognizes Hollywood's role as an important economic center
 - main goals of plan: accommodate projected population, housing, and job growth, direct growth away from single family neighborhoods and hillside areas, promote employment opportunities

What's New?

Policy Plan text

- Updated with changes that have occurred since 2012 in response to actions that have occurred or comments we have heard
- Improved organization, easier to use
 - Balancing the preservation of neighborhoods and accommodating change
- Preservation
- Mobility



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There have been a number of changes since 2012: CRA dissolution, Measure JJJ/TOC Guidelines, Mobility Element adoption, various project entitlements, and even improvements in GIS technology. We have evaluated the Proposed Plan in light of these changes. Even changes to zoning regulations are being evaluated as TOC guidelines are currently being finalized which provide new housing incentives in proximity to transit stations.

What's New?

Proposed Land Use and Zoning

- Updates that have occurred since 2012
- Barnsdall Art Park new height limits
- Theatre Row preservation
- Additional height limits near single-family HPOZs
- Overlay district in central Hollywood (CPIO)
 - Expanded pedestrian-oriented design
 - Historic preservation
 - Community benefits



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The newest Community Plans have also incorporated a newer tool, the Community Plan Implementation Overlay (CPIO) – this overlay allows zoning regulations to be developed and implemented in a more streamlined manner. The HCPU2 provides a CPIO concept for the Regional Center. Included regulations would address Pedestrian regulations (transparency, building placement, driveway access) and historic preservation (demolition delay, noticing, and building setbacks). The CPIO could also incorporate a Community Benefits incentive program for areas where additional development potential is granted. Affordable housing, open space, mobility and streetscape improvements are some of the community benefits being considered.

What's New?

New Draft EIR (in progress)

- Transportation
- Infrastructure
- Housing / Population / Employment



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A new EIR is being prepared for the HCPU2. This analysis also includes a Nexus study. The Nexus study will analyze the potential for a transportation impact fee. The fee, if desired, could leverage development impact fees to help pay for transportation improvements – those projects would largely be drawn from improvements identified in the Mobility Element and 2012 plan. With a new EIR, the demographic numbers used in the analysis would also be updated.

Demographics & Proposed Plan

How to accommodate growth

- Framework Element: focus development near available transit and infrastructure and away from single-family and low-density neighborhoods
- Accommodates 11,000 to 17,000 total new housing units or 450 to 700 units a year on average

	2016	SCAG 2040	PROPOSED PLAN 2040
Housing	104,000	113,000	115,000 – 121,000
Population	206,000	226,000	233,000 – 243,000
Employment	101,000	119,000	127,000 – 129,000

Source: SCAG, City of Los Angeles



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Before we delve into demographic numbers it is useful to review the Framework Element - this is the foundation for development of the entire City. The Framework Element guides the 35 land use plans of the City, building on the premise that Los Angeles would have several centers of commerce, and mixed use activity.

Hollywood is one of those planned centers – it has always been anticipated that the predominant growth occurring in the City would occur in its centers.

SCAG (the regional planning organization) forecasts that Hollywood will have about 226,000 people by 2040. The city uses this number to target land use and zoning changes that will accommodate at least this amount. In the case of Hollywood we are planning for more growth due to Hollywood's status as a major employment and cultural center and tourism destination, its transit accessibility, and its location within the region.

People sometimes forget – Hollywood, together with the Port of Los Angeles and Downtown LA - represents a major economic engine of the region. This region contributes to California being the 6th largest economy in the world. The creative industry accounts for 1 in 8 jobs in region.

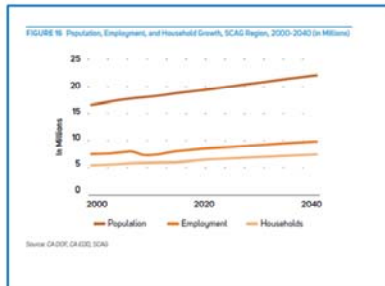
The Proposed Plan accommodates an estimated 233,000 -243,000 people. This is more

than SCAG forecasts and this range allows us to account for flexibility in future development- for instance we don't know the exact amount of office vs housing development that will occur in Hollywood's mixed use center. The EIR will analyze the higher of the two numbers.

SCAG

Region - still growing but slower than before

City Context – consistent share over time



HOLLYWOOD

7% of City's housing
5% of City's population
5.5% of City's employment

	2016	2040
City Housing	1,453,000 units	1,690,000 households
City Population	3,944,000	4,609,000
City Employment	1,923,000	2,169,000
Hollywood Housing	104,000 units	113,000 households
Hollywood Population	206,000	226,000
Hollywood Employment	101,000	119,000

Source: SCAG, CA Department of Finance, City of Los Angeles

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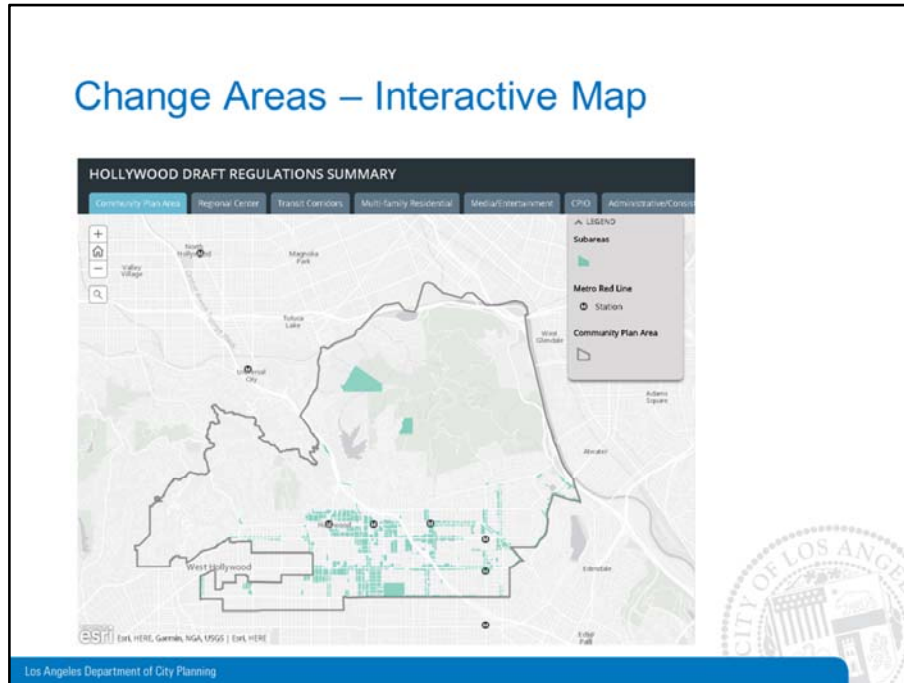
One more point about demographics. A few people have stated that Hollywood is not growing. We saw a decline in population in the early 2000s, and we have seen growth post 2010 census. Again we look to regional trends to understand growth projections. The analysis shows slower growth than previously projected-not just Hollywood, or LA, but for the 6 county region, CA and US- yet the trend still clearly reflects growth.

Graph illustrates that demographic experts still project the region is growing at about 1% on average per year. Hollywood's numbers reflect a stable proportion of the City's demographics over time. Various sources were consulted for the demographic data. SCAG continues to be the best source.

Some people have asked us why we don't just change all the zoning to prohibit new development. That would be contrary to City and state goals for economic development and equitable and affordable housing. If we under plan we may end up with suppressed housing supply and higher cost for housing.

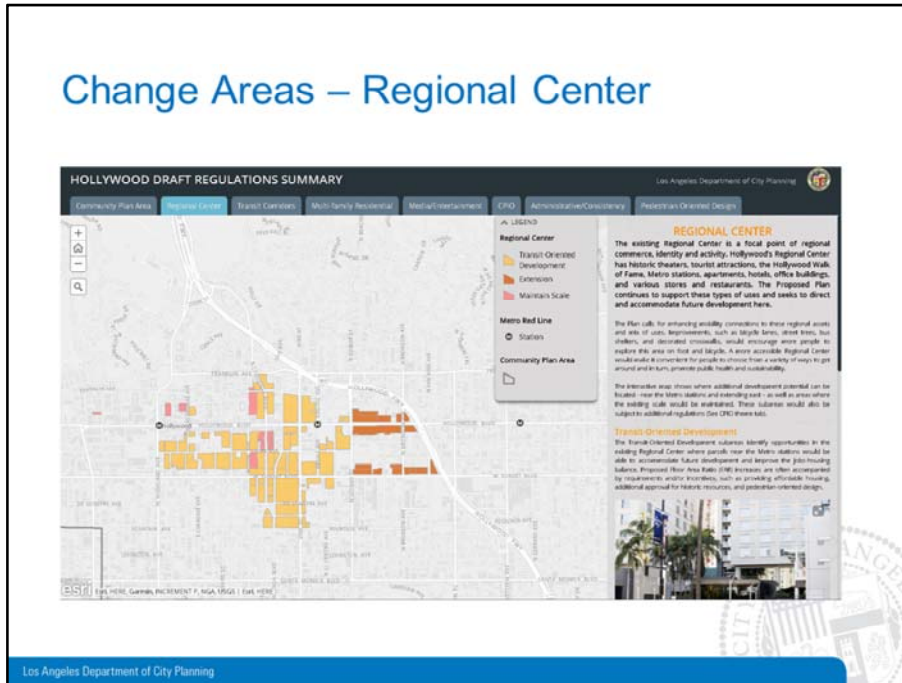
One of the ways we accommodate more growth is to adjust zoning regulations, so the next few slides display the zoning recommendations using the new web tool.

Change Areas – Interactive Map



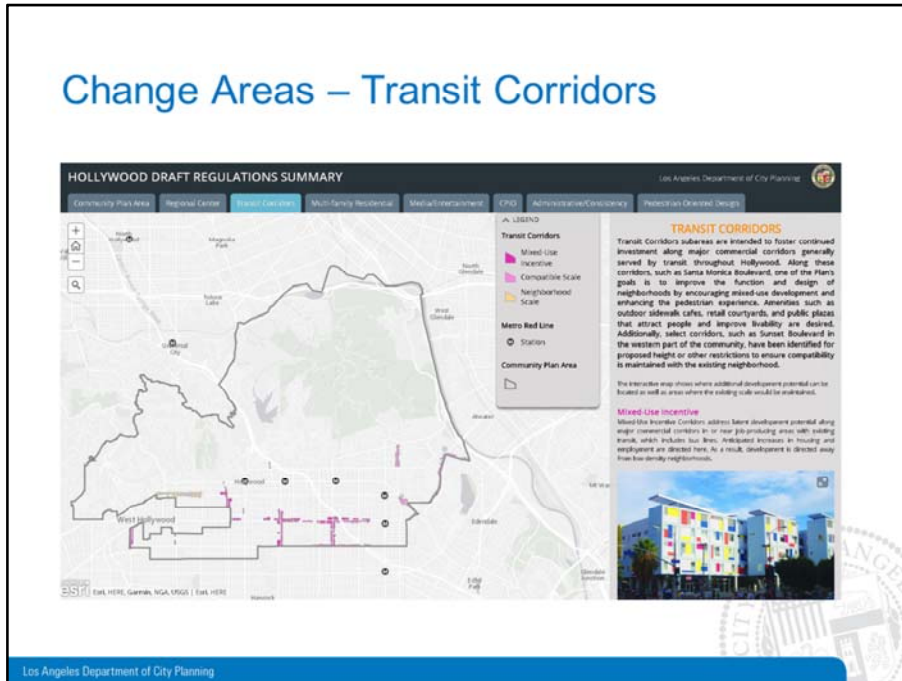
- The purpose of the Interactive Map is to more easily show and explain the proposed land use designation and/or zoning regulations for specific areas in Hollywood. You can go to hcpu2.org and click on the tab that says Interactive Map.
- The first page is an overview. The areas in teal are known as subareas for identification purposes and represent 7% of the total acreage in Hollywood.
- In some areas, the proposed changes would allow for more development than what is currently allowed, and in other areas, restrictions, such as height limits, are proposed to maintain the existing scale of neighborhoods.
- The subareas are substantially similar to the ones in the 2012 Hollywood Community Plan.
- The areas in gray are where the land use designation and/or zoning are not proposed to change. However, note that all of Hollywood, whether in a subarea or not, is subject to the policy plan. For example, hillside zoning is not changing. But, under the policy plan, hillside properties that have slopes exceeding 15% would be subject to stronger restrictions on subdivisions.

Change Areas – Regional Center



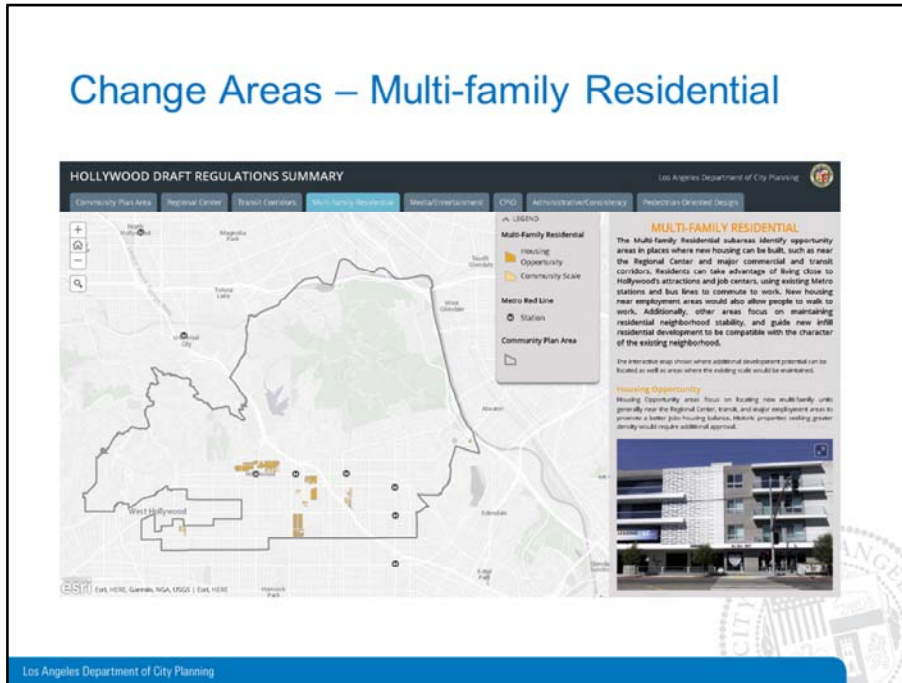
- This is the central core of Hollywood, where the most intense/dense uses exist and are envisioned. Existing uses include entertainment/tourism, office buildings, historic buildings, hotels, and mixed-use buildings.
- There are two Metro Red Line stations here and various Metro bus lines.
- The Framework Element directs anticipated growth to be near transit, and away from single-family neighborhoods and other low-density residential areas
- TOD: These areas would accommodate anticipated growth by allowing additional development potential near the two Metro stations. Much of Hollywood Boulevard is avoided under the Proposed Plan due to its concentration of historic resources.
- Extension: The development landscape in this area has been changing in recent years, especially along Sunset. Underutilized parcels, such as surface parking lots, are being developed. This area near transit can accommodate additional development potential.
- Maintain Scale: New height limits are proposed in these areas to maintain similar scale with the surrounding area, some of which are multi-family residential or historic buildings.

Change Areas – Transit Corridors



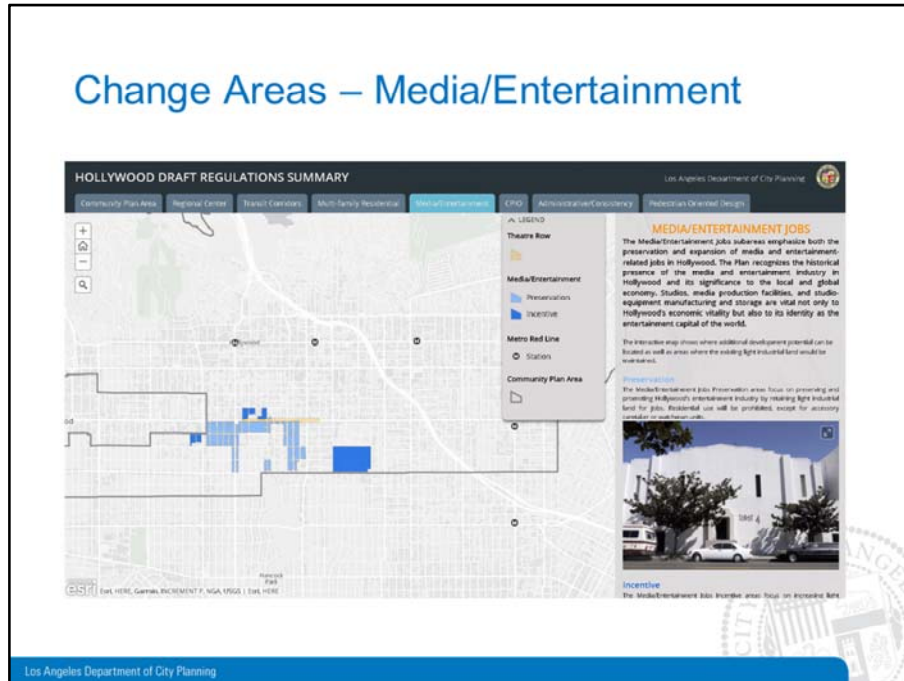
- **Mixed-use Incentive:** This incentive is for mixed-use development along major corridors near transit, including bus lines. Increased development potential would be allowed for projects with housing above ground-floor commercial, typically restaurants or stores, or hotels. If the use is only commercial or residential, the existing regulations would remain. If a project requires historic preservation review, it will need additional approval.
- In the east Hollywood corridors along Santa Monica, Western, and Melrose, the development incentive for mixed-use is reduced in comparison with west of this area. The residential density is also reduced. In addition, Western has a new height limit and transitional height restriction for projects abutting a residential zone.
- **Compatible Scale:** the FAR for commercial zones would be restored to citywide standards in these selected areas for economic development.
- **Neighborhood Scale:** generally, new height limits would be added in selected commercial areas adjacent to single-family neighborhoods in historic districts.

Change Areas – Multi-family Residential



- Note that there is not a tab for single-family residential in the Interactive Map. Changes are not being made to single-family residential neighborhoods. The Proposed Plan preserves single-family neighborhoods.
- **Housing Opportunity:** These are areas where additional housing development can occur, generally near the Metro Red Line stations, Regional Center, or job centers. If the property requires historic preservation review, it will need additional approval.
- **Community Scale:** These areas have proposed land use designation and/or zoning reductions to reflect what is already built at the existing scale. Some of the areas have historic resources and the proposed reduction is a better fit with the historic buildings.

Change Areas – Media/Entertainment



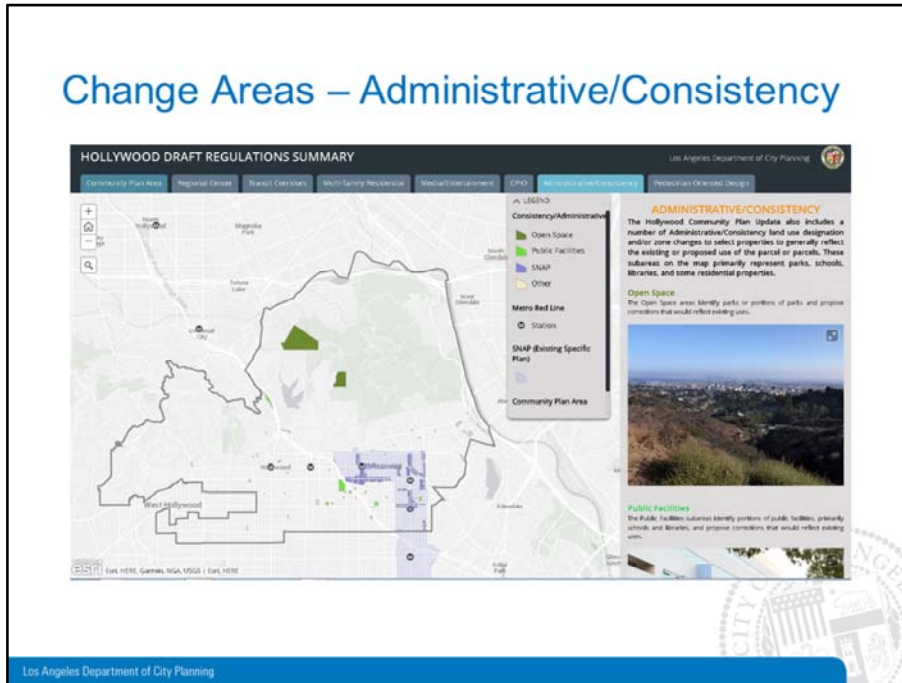
- Hollywood is known for its media and entertainment industry, and the Proposed Plan would keep that part of what makes Hollywood Hollywood.
- Preservation: The new zoning will emphasize that the industrial land in the Media District will continue to be used for media-related and entertainment studio jobs, not housing.
- Theatre Row: The goal is to preserve and promote these small, independent theatres. When an existing building in this area is converted to an equity-waiver theater, additional parking would not be required.
- Incentive:
 - 1) The Plan recognizes that some industrial areas outside of the Media District are changing. Here, residential development would be allowed along with additional development potential, but a certain amount of targeted media-related uses would need to be built on site.
 - 2) At this time, a Specific Plan has been adopted for the Paramount Pictures property. The Specific Plan's goal is consistent with the Proposed Plan's vision for this site, which is the modernization of Paramount as a major studio/entertainment institution. The Specific Plan has regulations for uses, height, floor area, design, and historic preservation.

Change Areas – CPIO

The screenshot displays the 'HOLLYWOOD DRAFT REGULATIONS SUMMARY' webpage from the Los Angeles Department of City Planning. The page features a navigation menu with tabs for 'Community Plan Area', 'Regional Center', 'Transit Corridor', 'Multi-Family Residential', 'Medium-Density Residential', 'CPIO', 'Administrative/Convenience', and 'Pedestrian Oriented Design'. The 'CPIO' tab is selected, showing a map of Hollywood with a yellow-shaded area representing the Community Plan Implementation Overlay. A legend on the left identifies the 'Metro Red Line', 'Station', 'Community Plan Implementation Overlay', and 'Community Plan Area'. To the right of the map, a text box titled 'COMMUNITY PLAN IMPLEMENTATION OVERLAY' provides a definition: 'A Community Plan Implementation Overlay, or CPIO, is an overlay tool that implements the policies of a Community Plan through targeted land use regulations and/or incentives to specific areas. A CPIO is typically developed and adopted in conjunction with a Community Plan update.' Below this, three sections describe the CPIO's focus: 'Historic Preservation' (regulatory provisions for designated or eligible historical resources), 'Pedestrian Oriented Design' (standards for commercial and warehouse areas), and 'Public Benefits' (incentives for increased floor area ratios).

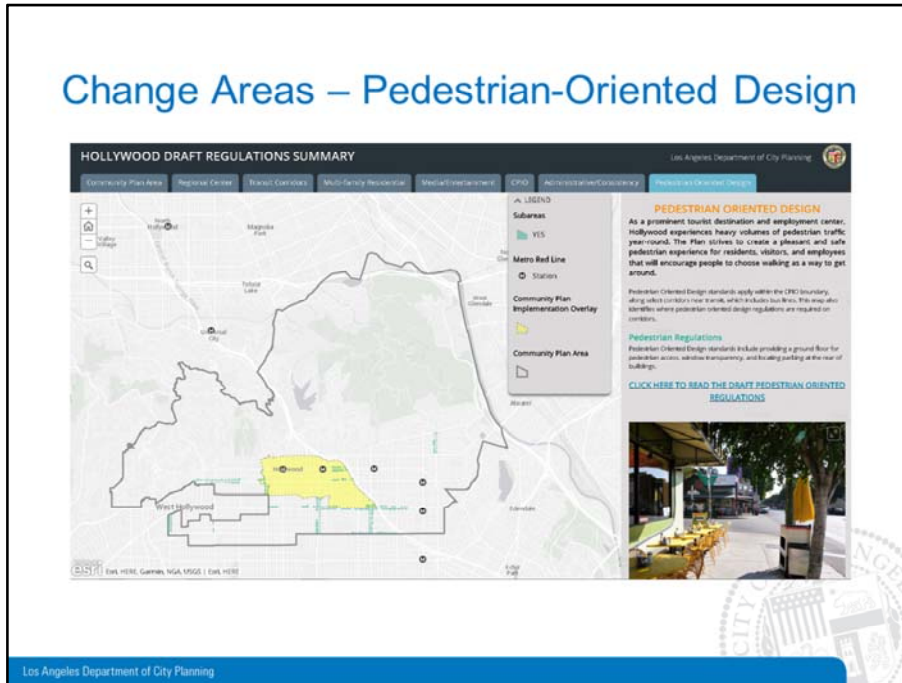
- Still at a conceptual stage
- The goals address historic preservation protection, pedestrian-oriented design, and providing public benefits as incentives for additional development potential. Pedestrian-oriented design would require providing ground floor access to buildings, some amount of transparency for windows, and locating parking behind buildings instead of in front.

Change Areas – Administrative/Consistency



- Correct and update land use designation and/or zoning to match what is known to be on the ground. For example, the larger subareas are schools and other public facilities and open space. The current Hollywood Community Plan is from 1988 and has not been comprehensively updated. Newer schools or pocket parks, for example, may have outdated information. The Proposed Plan will correct these properties.
- SNAP – The Vermont Western Transit Oriented District Specific Plan or SNAP was adopted in 2001 but these existing regulations have yet to be integrated with the Community Plan. The Proposed Plan will incorporate these already approved changes. Regulations are not changing, except to reduce a height limit near Barnsdall Art Park.

Change Areas – Pedestrian-Oriented Design



- This map visually shows the areas where pedestrian-oriented design would be required – properties with commercial zoning in the Regional Center, and along selected corridors with transit, including bus lines, or in areas with existing retail, restaurants uses that benefit from being more pedestrian-friendly. The Proposed Plan promotes a variety of mobility choices, including walking.