

## WHICH HOLLYWOOD DO WE WANT?

THIS???



OR THIS??? City Planning proposes this—replace Grauman's Chinese Theater with apartments?



Really? This just plain isn't necessary. Any and all growth, even including RHNA State-mandates, is easily possible without demolishing a single historic building and without touching Hollywood Boulevard's historic district zoning. Losing our heritage is not OK.

SPEAK UP--

**REPRESENTATIVE ZONING PROPOSED IN HISTORIC AREAS**  
**Case Study #2- Hollywood Blvd National Register District**  
**“Regional Center”**

**Hollywood Community Plan Update 4<sup>th</sup> rev February 2021**

**5<sup>th</sup> rev August 2021 (verification not completed)**

Changes made by Planning Commission March 2021 to Base FARs and incentives unclear. Issued late Aug 2021.

**SUMMARY AND BACKGROUND- see Tables attached**

The Hollywood Boulevard National Register Commercial and Entertainment Historic District stretches from El Cerrito/Sycamore Avenue near La Brea on the west to Argyle on the east--along Hollywood Boulevard. The 2021 Hollywood Community Plan Update includes both losing major protections for this nationally important historic main street, and targeting critically important landmarks with demolition through upzoning and through a “CPIO”—intended for 5 years for preservation, but pivoted suddenly in late 2020 to be a housing density bonus incentive area.,

- The 2021 HCPU proposes to repeal ALL current “redevelopment plan” protections for historic buildings. (see Chart #3) In the 1988 Community Plan, the historic status of these areas was overtly protected by “D” conditions in the zoning—deemed essential for environmental mitigation—and requiring any project in and around the National Register District to comply with urban design and restoration standards put forth and enforced by the redevelopment agency, or it was downzoned.
- The 2021 CPIO threatens such famous landmarks as Grauman’s Chinese (TCL) Theater; the Egyptian Theater; Warners Hollywood; Hollywood Palace; Artisan’s Patio, and many many more.
- For example—Grauman’s Chinese is built at about 1:1 FAR, against a backdrop of a possible 3:1 FAR, but with current extensive protections. The CPIO skyrockets that to a 6.75:1 FAR and removed the protections..
- For the mid Boulevard—Las Palmas to Cahuenga—the CPIO appears to retain the height of 45’ that previously applied here, and assigns a “RC3”—meaning \_\_\_\_\_
- In this central section, 6434, 6356, and 6340 Hollywood Boulevard are buildings that are ALL within the boundary of the National Register District. While poorly remuddled at the time of the National Register application in 1986, subsequently one was scrupulously restored; one is today being approached as new construction; and one has been found to have its original Spanish Revival exterior hidden under a removable facing. All of these in the CPIO are treated as expendable, demolishable without any investigation or review; and sites can have bonus density and even accept transferred density—overpowering their historic setting and not following customary nationally accepted infill guidelines.
- **AUGUST VERSION CHANGES: “Amend the Land Use and Zone Change and Q & D Matrices to reflect boundary adjustments to Subareas 1000, 1001, 1002 and 1003 in order to correct the miscategorized four types of Regional Center Subareas in the proposed CPIO. j. Amend Zoning Subarea 40:1B to remove a 36-foot height limitation and a use limitation”**
- **AUGUST VERSION CHANGES”Correct a number of lots or parcels in the Hollywood CPIO Regional Center Subareas that were miscategorized among the four types of Regional Center Subareas in the Proposed Hollywood CPIO District Map and Ordinance document.”**

The zoning map says that each of the CPIO districts “protects “identified” historic resources” ( a term not defined—CPIO defines “eligible” and “designated”. “Identified” unclear)

Realistically the CPIO is equal to sending a bomb down on historic Hollywood—while pretending protections are increasing!

**HOLLYWOOD BOULEVARD COMMERCIAL AND ENTERTAINMENT NATIONAL REGISTER HISTORIC DISTRICT**

Listed in the California Register – Found <https://planning.lacity.org/preservation-design/historic-resources-survey> click 'OtherRecentHistoricResourcesSurveys, click Hollywood Redevelopment Project Area, clickAppxE Maps

| Location/<br>Subarea   | Historic<br>Status   | Existing<br>Buildout | Existing Hwd<br>Comm Pl/<br>Zoning ***  | Proposed 2021<br>HPCU/<br>Zoning in CPIO   | Existing<br>Height/<br>allowed   | Proposed<br>Height<br>2021<br>(HHi map #4)  |
|--|--|----------------------|---|--|--|---|
| <b>1000</b><br>La Brea to<br>orange  | ID   |                      | <b>RC/<br/>C4-2D-SN</b><br><br>400 sf/DU<br>3:1FAR<br><br>(Ord 165,654 por)   | <b>RC IA</b><br>Change C4 to C2<br>400 sf/DU<br><br>100% res. density<br>increase<br>4.5:1 FAR<br>(increases for<br>amenity to 4.65:1)<br>200 SF/DU for<br>100% residential<br>115 SF/DU<br>No parking reqd  | 24 existing<br>at < 49'<br>5 addl < 99'<br>2 < 150'/<br><br>CRA Urban<br>Design Plan<br>required -<br>included<br>height limits<br><br>No zoning<br>height limit | CPIO<br>unlimited<br>height<br><br>Urban Design<br>review<br>removed  |
| <b>1001</b><br>-por at<br>Hwd HighInd<br><b>6915 Hwd-<br/>Graumans<br/>Chinese<br/>(TCL)</b> | ID<br>National<br>Register<br>District<br>contrib<br><br>HCM | 1:1<br>FAR           | <b>RC Subarea 60</b><br>(back half in subarea<br>50 R4)<br>C4-2D-SN<br>note 24<br>3:1 FAR *<br>400 SF/DU<br>Requires Hwd Blvd<br>Urban Design Plan  | <b>RC IB</b><br>C2-2D- CPIO<br>3:1 FAR<br>Incentive to<br>6.5:1 FAR;<br>200 SF/DU for<br>100% residential<br>115 SF/DU for mixed<br>No res parking reqd  | CRA Urban<br>Design Plan<br>required -<br>included<br>height limits<br><br>No zoning<br>height limit   | CPIO-<br>Base height<br>resid- 75' +<br>incentives<br>Max floor<br>area HD2<br>Urban Design<br>Plan review<br>removed/<br>replaced w/<br>Page 46-47             |
| <b>1003</b><br>Las Palmas<br>to Cahuenga<br><b>6434<br/>Hollywood</b>                        | ID<br>National<br>Register<br>District<br>non-<br>contrib    | 1:1<br>FAR           | <b>RC/ Subarea 225</b><br>C4-2D-<br>2:1 FAR<br>Comply with Urban<br>Design Plan-height<br>limitations, etc<br><br>400 SF/DU<br><br>Non-contributor<br>protected by Urban<br>Design Plan; review<br>with Standards and<br>Preserv. Brief #14 | <b>RC 3</b><br>except so side Cah<br>spz RC2<br>(C2- -CPIO)<br>400 sf/DU<br>100% density<br>increase for resid.<br>2:1 FAR<br>Incentive to 3:1<br>No res parking req'd<br>200 SF/DU for<br>100% residential<br>115 SF/DU<br><br>CPIO removes all<br>reviews for<br>demolition of non-<br>contribs in District,<br>even if fully restored;<br>declares no reqd<br>CEQA review in<br>violation of Niles; | 34 < 30';<br>19 addl <49'<br>1 >50'/<br><br>Allowed 45'<br>with Urban<br>Design Plan<br>limitations  | 45' – taller<br>than all<br>existing<br><br>No height<br>incentives can<br>be added<br><br>Urban Design<br>Plan review<br>removed/<br>replaced w/<br>Page 46-47 |

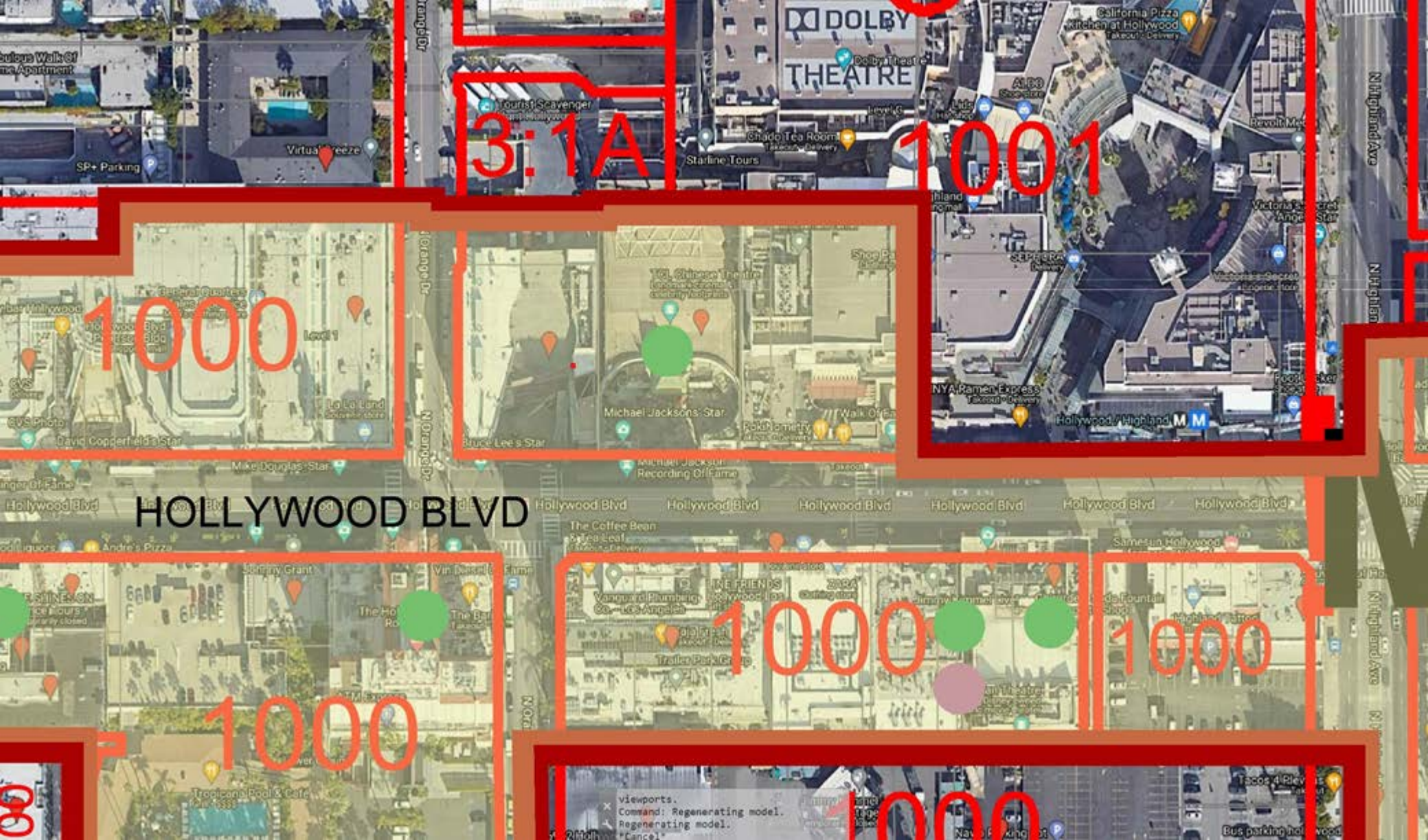
|   |  |                |  |   |  |   |
|---|--|----------------|--|---|--|---|
|   |  |                |  | declares ministerial in violation of CEQA   |  |   |
| <b>1630 Wilcox</b>  | District-adjacent  | 1:1 FAR        | <b>RC/Subarea 90</b><br>C4-2D<br>2:1 FAR<br><br>400 SF/DU<br><br>Urban Design Plan, may have 33% density reduction | <b>RC IA</b><br>Subarea 4.1B<br>C2-2D-CPIO<br><br>Incentive up to 200 sf/du)<br>Up to 115 sf/du for mixed use.<br>100% res. density increase-Incentive to 4.65:1 FAR<br>No parking reqd | Height limit in Urban Design Plan 75'                  | Max floor area HD2<br><br>CPIO-Base height ??   |
| <b>1002</b><br>4.3 --block E and W of Vine, +N and S<br><b>1735 Vine Hollywood Palace</b> | ID National Register District Contrib<br><br>Appears indiv eligible<br>Not CHM | 1:1 FAR approx | <b>RC/Subarea 180</b><br>C4-2D<br>3:1 FAR<br>Urban Design Plan may have 33% density reduction<br><br>400 SF/DU     | <b>RC IB</b><br>(C2- 2D-CPIO)<br>FAR 3:1<br><br>Incentive up to 6.5:1 FAR;<br>200 SF/DU<br>100% residential density increase  | Height limit-zoning unlimited<br><br>Urban Design Plan | CPIO max height 75'???<br>says in text, but on map says "not specified"<br>Unlimited height ;<br>Urban Design Plan review removed/<br>replaced w/<br>Page 46-47 |

- Check D Conditions –After Urban design Plan in force, can go to 4.5:1 far
- \*\* Page 5 of CPIO issued to Planning Commission Feb 2021
- \*\*\*Entirely disappeared from plans—all D conditions

Sources: Issued 2/8/21

- 1988 Community Plan Adoption Tables
- Refer to subarea Ordinances 1988 files for D and Q conditions currently in effect
- HPCU 2021 Draft Hollywood Q and D Regulations dated Feb. 2021 Draft LACP—(some refer to CPIO)
- HPCU CPIO Draft Feb 2021—See text pages 24-33 for incentives, etc; Table 11-1
- HPCU CPIO design standards for the Hollywood National Register Commercial and Entertainment Historic District – for buildings replacing existing buildings, see pages 46-47. No alteration standards.
- HPCU CPIO - Secretary of the Interior Standards mentioned once-- page 16-- qualified as “where applicable”
- Interactive Map-

O:\OMA-data\Personal\Frances Offenhauser\HH\HC- City Planning, CRA, Protections, StandRDS\Community Plan. General Plan\HPCU 2021\Hollywood Heritage writings\Case Study #2 Hollywood Community Plan Update 4th revision Boulevard.docx



3:1A

1001

1000

HOLLYWOOD BLVD

1000

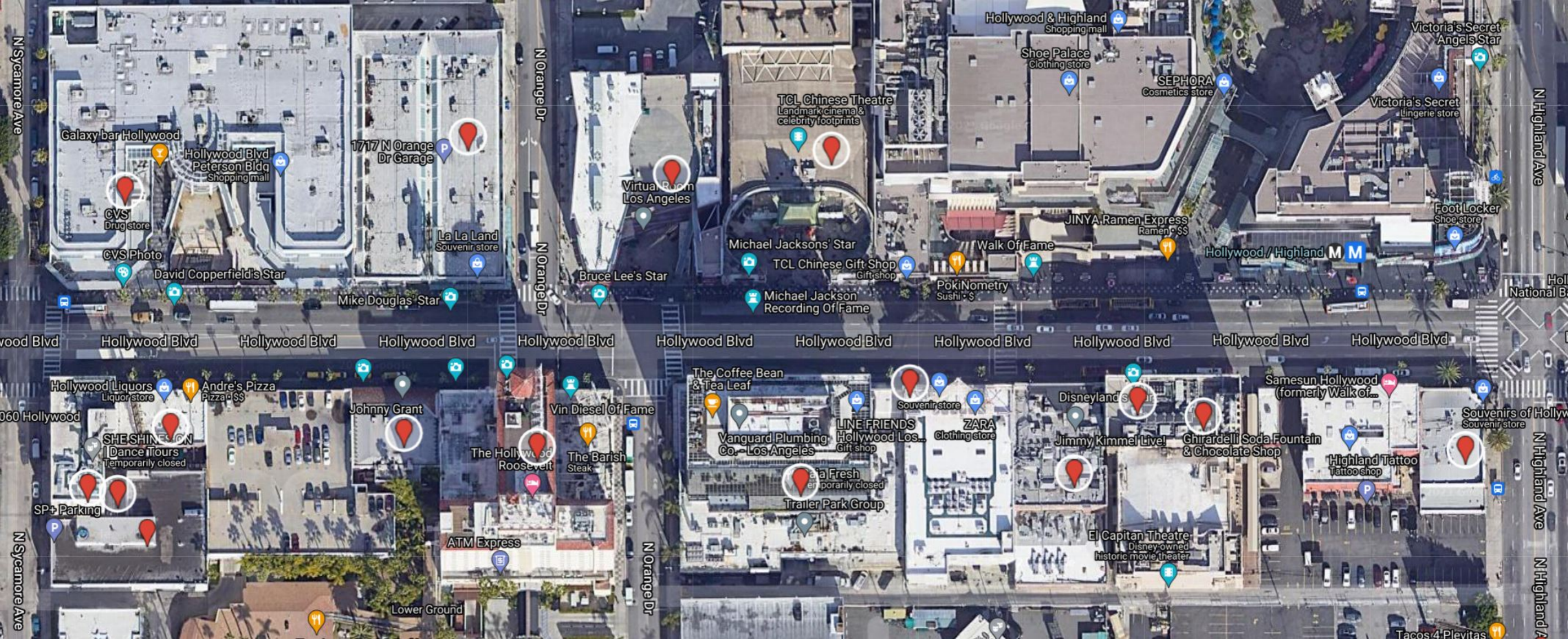
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Galaxy bar Hollywood

Hollywood Blvd Peterson Bldg Shopping mall

1717 N Orange Dr Garage

La La Land Souvenir store

TCL Chinese Theatre  
Landmark cinema & celebrity footprints

Hollywood & Highland Shopping mall

Shoe Palace Clothing store

SEPHORA Cosmetics store

Victoria's Secret Angels Star

Victoria's Secret Lingerie store

Foot Locker Shoe store

CVS Drug store

CVS Photo

David Copperfield's Star

Mike Douglas' Star

Virtual Room Los Angeles

Michael Jackson's Star

TCL Chinese Gift Shop Gift shop

Walk Of Fame

JINYA Ramen Express Ramen • \$\$

Hollywood / Highland M M

Bruce Lee's Star

Michael Jackson Recording Of Fame

Poki Nometry Sushi • \$

Hollywood Blvd Hollywood Blvd Hollywood Blvd Hollywood Blvd Hollywood Blvd Hollywood Blvd Hollywood Blvd Hollywood Blvd Hollywood Blvd Hollywood Blvd

Hollywood Liquors Liquor store

Andre's Pizza Pizza • \$\$

Johnny Grant

Vin Diesel Of Fame

The Coffee Bean & Tea Leaf

Souvenir store

Disneyland's

Samesun Hollywood (formerly Walk of Fame)

Souvenirs of Hollywood Souvenir store

SHE SHINE ON Dance Tours Temporarily closed

SP+ Parking

The Hollywood Roosevelt

The Barish Steak

Vanguard Plumbing Co. - Los Angeles

LINE FRIENDS Hollywood Los Angeles Gift shop

ZARA clothing store

Jimmy Kimmel Live!

Ghirardelli Soda Fountain & Chocolate Shop

Highland Tattoo Tattoo shop

La Fresh Temporarily closed

Trailer Park Group

El Capitan Theatre Disney-owned historic movie theater

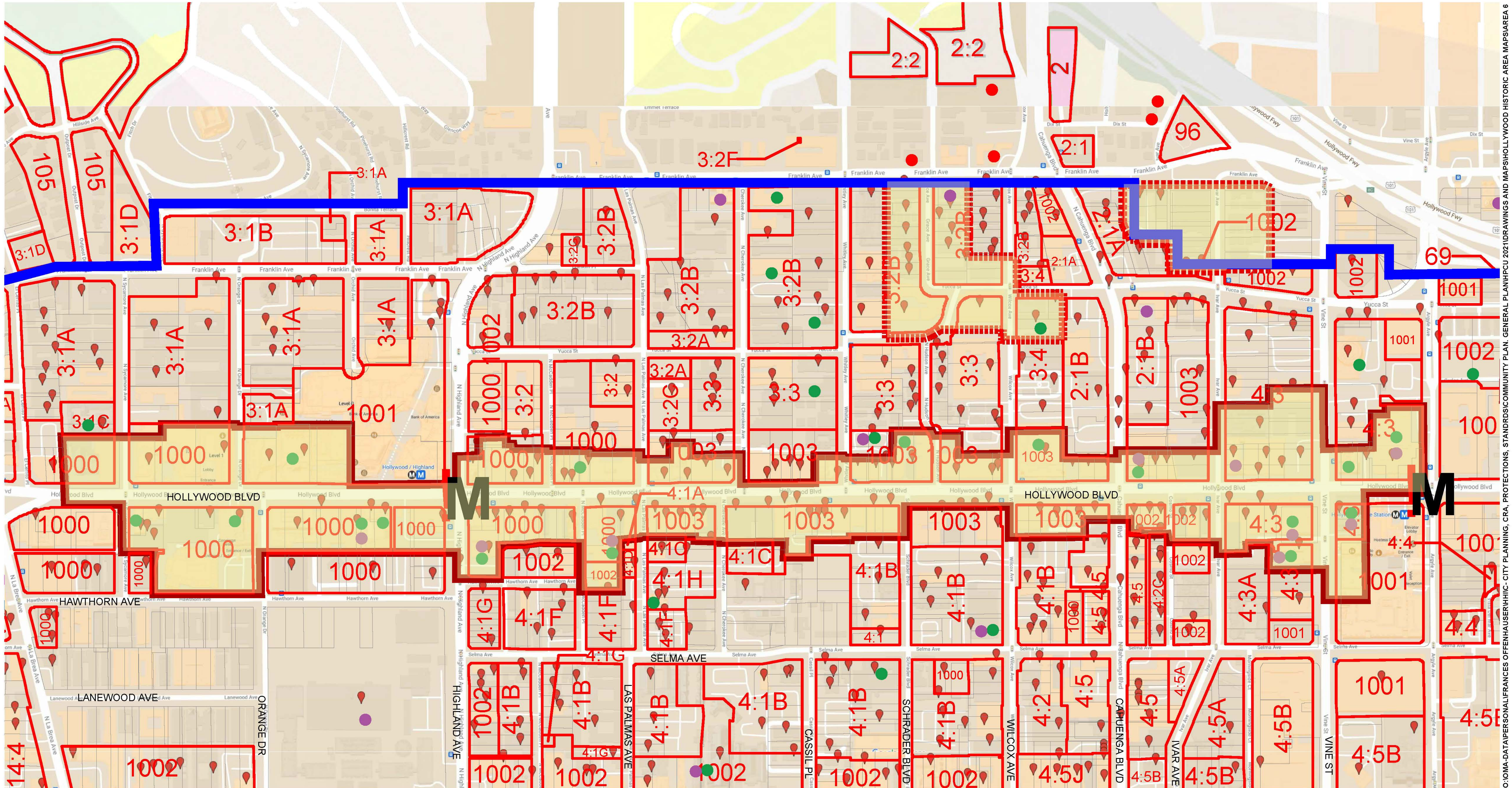
Lower Ground

Tacos 4 Plevitas

# AREA 6 HOLLYWOOD

## Legend

- █ Hollywood CPIO Subareas
- █ Council District 4
- █ Council District 5
- Survey LA
- LA City
- National Register
- Historic Area
- APPENDIX 4.7  
CANDIDATE SITES TO  
BE REZONED



| Jurisdiction Name | Site Address/Intersection | 5 Digit ZIP Code | Assessor Parcel Number | Very Low-Income | Low-Income | Moderate-Income | Above Moderate-Income | Type of Shortfall         | Parcel Size | Current General Plan Designation | Current Zoning  | Proposed General Plan (GP) Designation | Proposed Zoning | Minimum Density Allowed | Maximum Density Allowed | Total Capacity | Vacant/Nonvacant | Description of Existing Uses                             | PIN         | Base Density Per Acre | Community Plan Area | Rent Stabilization Ordinance | Applicable Rezoning Program (Program informing values in Column Q listed first) |
|-------------------|---------------------------|------------------|------------------------|-----------------|------------|-----------------|-----------------------|---------------------------|-------------|----------------------------------|-----------------|--|-----------------|-------------------------|-------------------------|----------------|------------------|--|-------------|-----------------------|---------------------|------------------------------|---|
| Los Angeles       | 6911 HOLLYWOOD BLVD       | 90045            | 5548004022             | 4.224           | 4.224      |                 |                       | 76.032 Shortfall of Sites | 0.803479394 | Regional Center Commercial       | R4-2D, C4-2D-SN | High Medium Residential                | [Q]R4-1VL-CPIO  | 20                      | 109.523655              | 84.48          |                  | Recreational - Theater - Movie - Indoor - Two Stories, 0 | 1478181 112 |                       | 72 Hollywood        |                              | 0 HWD CPU   |