Greetings from Hollywood, California

HOLLYWOOD BOULEVARD DISTRICT AND FRANKLIN AVENUE DESIGN DISTRICT
Urban Design Standards and Guidelines
Greetings from Hollywood

A postcard from the 1930 illustrates the endurance of Hollywood’s many landmarks.
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**Grauman’s Chinese Theatre**

Framed between storefronts, the theater’s famous forecourt opens to Hollywood Boulevard.
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1.0 Introduction

1.1 WHY Do the Hollywood Boulevard District and Franklin Avenue Design District Need Urban Design Standards and Guidelines?

Hollywood Redevelopment Plan Sections 505.2, “Franklin Avenue Design District,” and 506.2.1, “Hollywood Boulevard District,” both require the development of design plans to address compatibility of new development in the context of historic settings and views toward the Hollywood Hills. Section 501 requires all development plans to be subject to review and approval by the CRA/LA.

Pursuant to Section 505.2 of the Hollywood Redevelopment Plan, this urban design Plan recognizes the need for sensitivity and balance in the redevelopment of the Franklin Avenue Design District and addresses preservation of architecturally and/or historically significant buildings, and, to the extent practical, protects views toward the Hollywood Hills by including standards and guidelines related to height, orientation, bulk, and massing of new development within this district.

Pursuant to Section 506.2.1 of the Hollywood Redevelopment Plan, this Plan provides design standards, guidelines, and criteria that meet objectives for the Hollywood Boulevard District, including:

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

Pursuant to Section 506.2.2 of the Hollywood Redevelopment Plan, this Plan contains development standards for the Hollywood Core Transition District north of Hollywood Boulevard that provide for a transition in scale and intensity of development between Regional Center Commercial land uses and residential neighborhood uses.

Issues related to parking for new and existing uses and circulation are addressed in the Hollywood Mobility Strategy Plan available through CRA/LA.

1.2 WHAT Are the Purpose of These Urban Design Standards and Guidelines?

These design standards and guidelines define compatibility of new construction, alterations, rehabilitation, and additions in relationship to existing historic and natural settings, built form patterns, and architecture in the Hollywood Boulevard District and the Franklin Avenue Design District.

Figure 1-1
View of the District Late 1930’s

By 1927, Hollywood had taken on its characteristic form of distinct high-rise nodes at Highland Avenue, Cahuenga Boulevard, and Vine Street.
The areas subject to the standards and guidelines of this Plan are subdistricts within the Hollywood Community Plan Area and the Hollywood Redevelopment Project Area. The Hollywood Boulevard Commercial and Entertainment Redevelopment Project Area and the Hollywood Boulevard Historic District are listed in the National Register of Historic Places.
1.3 WHO Uses This Plan?
Landowners, developers, tenants, and their consultant teams that want to undertake a project in the Hollywood Boulevard District and Franklin Avenue Design District use this Plan as a framework of standards and guidelines to develop designs. CRA/LA, the Department of City Planning, and other public agencies and departments use this Plan, in conjunction with the Hollywood Redevelopment Plan, other CRA/LA policies, and appropriate City of Los Angeles regulations such as the General Plan, Community Plan, and zoning code to review and approve proposed projects in these districts.

1.4 WHEN Do You Use This Plan?
The standards and guidelines of this Plan shall be used for all new construction, alteration, and rehabilitation projects within the Hollywood Boulevard District and Franklin Avenue Design District.

1.5 HOW Do You Use This Plan?
Individuals, entities, and teams developing projects should first review the standards and guidelines of this Plan (see Chapter 2, “Vision, Principles, and Goals,” Chapter 3, “Standards and Guidelines,” and Chapter 4, “Rehabilitation”), compile understandings and questions, and then should meet with City staff to review and discuss approaches and required City approvals needed to implement projects.

This first review with City staff should happen before beginning design and in no case later than the completion of the schematic design phase of a project (see Chapter 5, “Project Review”). Simultaneous to this process, project proponents should thoroughly review the Hollywood Redevelopment Plan. The standards and guidelines of this Plan supplement and do not revise the provisions of the Hollywood Redevelopment Plan.

Additionally, City of Los Angeles planning/zoning, engineering, traffic, transportation, and public works requirements, as well as other requirements of the City of Los Angeles, should be reviewed and applicants should also and become familiar with City Neighborhood Council advisory and community review processes.

As part of the City of Los Angeles plan check process that is administered by the City’s Department of Building and Safety, a final clearance from CRA/LA will be required to ensure adherence to these design standards and guidelines as well as other CRA/LA policies. In the event that the Redevelopment Area Plan expires or CRA/LA no longer administers the Hollywood Project Area, the Department of City Planning (DCP) will assume responsibility for ensuring compliance with the standards and guidelines of this Plan.

For every project covered by this Plan, the relevant decision-maker (Advisory Agency, DCP Planning Commission, CRA/LA, City Council) will make the final determination of compliance with these standards and guidelines and will be required to make affirmative General Plan findings in doing so. Permanent procedures for implementation will be further developed with the adoption of the new Hollywood Community Plan. A master Community Design Overlay Zone or Community Plan Implementation Overlay District (CPIO) may be utilized for enactment of permanent procedures.
The standards and guidelines of this Plan encourage the reinforcement of existing streetwalls and the creation of human-scale architecture through incorporation of active storefronts, setbacks, constrained bulk at taller structures, and architectural character that evolves from observation of the existing context.
2.1 Vision

The Hollywood Boulevard District and Franklin Avenue Design District Urban Design Standards and Guidelines provide a design framework to shape the character of additions to Hollywood’s future architecture. They provide means to realize compatible new construction, alterations, and rehabilitation projects within the midst of Hollywood’s historic environmental design settings.

Utilizing these guidelines, a walk through Hollywood in 2030 will reveal a community that honors, maintains, and reuses its historic buildings and districts.

The Hollywood Hills will continue to form the backdrop for this storied place. Lower scale areas along many portions of Franklin Avenue, Selma Avenue, and Yucca Street are maintained even as newer towers stretch south along Vine Street to Sunset Boulevard.

Hollywood’s commercially oriented sidewalks are enlivened by carefully detailed sidewalk-hugging storefronts that reveal day and night a world of shopping, dining, and creative activities. Throughout the two districts, ground and sidewalk related projects replace the surface parking lots and vacant parcels that marred Hollywood in earlier decades.

21st Century Hollywood is a vital in-town mix of sidewalk activity along major streets - and quietude within adjacent residential neighborhoods. Where north-south streets intersect with Franklin Avenue, the nature and scenery of the Hollywood Hills is revealed. Where Vine Street, Cahuenga Boulevard, and Highland Avenue cross Hollywood Boulevard, centers of vitality attract both tourists and Angelinos.

In 2030 Hollywood’s historic structures and street scenes are conserved even as more recent creative and expressive buildings, sympathetic to and complementary of existing development, capture the spirit of contemporary times. Residents live, work, walk, and shop locally. Visitors discover the history and vitality of a community that is ever an entertainment destination. Framing it all is a backdrop of new and old structures that change in scale and detail from block to block and parcel to parcel; an intricate mix that shelters and nurtures Hollywood’s golden era tales, as well as the scribes and creators of Hollywood’s next generation of creative myth-makers.

Figure 2-1
El Capitan in the Late 1930s

The El Capitan Theater continues to be a favored venue for movie premieres in the first decades of the 21st century.
The standards and guidelines of this Plan facilitate development of new construction in keeping with existing shape, massing, and sidewalk relationships, while providing for additional height allowances along Vine Street to encourage compatible and contemporary iconic structures.

Figure 2-2
Existing View at Vine Street and Selma Avenue
Existing conditions at Vine Street looking north near Selma Avenue.

Figure 2-3
Illustration of New Construction Utilizing Standards and Guidelines
The standards and guidelines of this Plan facilitate development of new construction in keeping with existing shape, massing, and sidewalk relationships, while providing for additional height allowances along Vine Street to encourage compatible and contemporary iconic structures.
2.2 Plan Goals

Compatibility is that state of being when two or more things exist in harmony. With regard to design and architecture in Hollywood, compatibility is established when the siting, height, massing, bulk, scale, modulation, articulation, and/or character of new construction, additions, and rehabilitation projects is observant of historic settings and buildings (see Figures 2-2 and 2-3).

In the Hollywood Boulevard District and Franklin Avenue Design District, compatibility allows old and new to mix, recognizing that Hollywood sustains vitality through both the encouragement of rehabilitation of existing historic structures as well as the design of creative and contemporary architecture that expresses the recognition that these districts are a key Los Angeles regional center.

The following five vision goals define Hollywood “compatibility” and form the basis for the standards and guidelines of this Plan:

2.2.1 Respect the Existing Setting

Hollywood’s natural setting, cultural landmarks, and historic districts are its greatest physical design assets and should be respected (see Figure 2-4).

2.2.2 Ensure a Vital and Interesting Sidewalk Experience

Hollywood’s sidewalks are its primary open space. The massing, scale, and details of rehabilitated and new buildings and environments shall enhance the interest and vitality of these outdoor areas (see Figure 2-5).

2.2.3 Relate New Buildings to Old Buildings

The massing of Hollywood’s traditional building types and the pattern of its existing streets, blocks, and historic buildings, provide the overarching design framework for maintaining existing historic settings, and for realizing new as well as creative building additions, masses, and open spaces that relate to these settings (see Figure 2-6).

2.2.4 Build Upon Existing Patterns of Building Scale and Detail

In Hollywood, new buildings, infill construction, additions, alterations, and improvements should be in harmony with the pattern, scale, and detail of Hollywood’s districts and buildings (see Figure 2-7).
Figure 2-7
Observe and Interpret Existing Scales and Details
This hotel was designed as a contemporary interpretation of Hollywood’s historic buildings utilizing similar modulation, ground-level interest, street wall placed at the back of sidewalk, and architectural details inspired by the Renaissance Revival style.

Figure 2-8
Honor Historic Massing and Bulk Patterns
New development at Hollywood and Vine extends ground-level retail uses, maintains street walls, and respects the bulk and height of historic buildings.

Figure 2-9
Utilize Materials and Colors Complimentary to Historic Districts and Buildings
In this rehabilitation, new storefronts provide color, material, and detail that coordinate with the light palette and texture of the historic terra-cotta.

Figure 2-10
Integrate Open Space
The open space at the Egyptian Theater provides street side gathering space without breaking the continuity of the Hollywood Boulevard façade wall.

Compatibility goals include:
A. Evolve Designs from Existing Architectural Character
New buildings and developments should be based upon the careful observation of, respect for, and relationship to existing historic structures, architectural character, and settings.

B. Relate Heights to Historic Massing Patterns
The height of new buildings and additions should be generally related to the heights of historic districts and buildings (see Figure 2-8).

C. Maintain Street Walls
The integrity of existing street walls, build-to lines, and setbacks should be maintained.

D. Ensure Unobtrusive Parking
New parking should be visually unobtrusive and allow for active ground-level uses and amenities along public right-of-ways.

E. Invite Browsing and Activity at Storefronts
New storefronts should be designed to enliven the pedestrian environment at the sidewalk using principles of modulation, scale, and transparency.

F. Utilize Material and Color Palettes Complimentary to Existing District Character and Buildings
Material and color palettes of new buildings and developments should be inspired by the use of materials and colors observed in the Hollywood area and its buildings (see Figure 2-9).

2.2.5 Realize New Public and Private Open Spaces
As Hollywood evolves, new public and private open spaces and amenities integral to public and private development should be created (see Figure 2-10).
2.3 Two Key Urban Design Observations

Two key observations regarding the built form setting of the Hollywood Boulevard District and Franklin Avenue Design District shape the standards and guidelines that follow in this Plan.

2.3.1 Perimeter Block Buildings Predominate Along Commercially Oriented Streets

The first key observation regarding Hollywood’s urban design pattern making is that buildings along Hollywood Boulevard are built up to the backs of sidewalks and form blocks of massing. The resulting perimeter block buildings cluster into areas of similar height, and sometimes incorporate ground-level plazas and courtyards that remain visible and open to the boulevard even as they do not compromise the overall continuity of the continuous street walls (see Figures 2-11, 2-13 and 2-16).

2.3.2 Individually Differentiated Structures With Setbacks at Property Lines Predominate North and South of Hollywood Boulevard

The second key observation regarding urban design pattern-making in the Hollywood Boulevard District and Franklin Avenue Design District is that the majority of buildings located north and south of Hollywood Boulevard, and between La Brea Boulevard and Gower Street, are individually differentiated structures separated from streets, sidewalks, and other buildings by landscaped setbacks that range in depth from block to block (see Figures 2-12 and 2-14 through 2-16).

Respect for these key overarching urban design patterns combined with the “Plan Goals” of Section 2.2 will facilitate the design and reception of new architecture in Hollywood.
Perimeter block buildings establish street walls along commercially oriented streets such as Hollywood Boulevard, Vine Street, Highland Avenue, and Cahuenga Boulevard. Individually differentiated structures typically set back from property lines are predominantly located within the residential areas to the north and south of Hollywood Boulevard.
3.0 Standards and Guidelines

3.1 Build-to Line and Lot Coverage

3.1.1 Basis for Build-to Line and Lot Coverage Standards and Guidelines

During the first half of the 20th century, in Hollywood the façades of commercial buildings were typically built up to the back of sidewalks (see Figures 3-1 and 3-3). In many cases Hollywood’s commercial buildings also covered 100 percent of the parcel they were sited on. In contrast, residential buildings to the north and south of Hollywood Boulevard and along Franklin Avenue were typically set back from property lines. The percentage of lot coverage in Hollywood’s residential areas was also significantly less than that seen in its commercial districts. The result is the characteristic front, side, and rear yard with landscape conditions still seen at present in the neighborhoods north of the boulevard. As a whole, a wide variety of setbacks and lot coverage are seen in Hollywood, but generally these components of the built environment are consistent along individual block fronts.

The build-to line and lot coverage standards and guidelines of this Plan are based upon a recognition that compatibility of new buildings and additions in Hollywood depends in part on continuity of existing street walls, setbacks, and lot coverage characteristics.

3.1.2 Build-to Line and Lot Coverage Goals

A. Maintain the Pattern of Existing Build-to Lines, Setbacks, and Lot Coverage

Maintain the integrity of the Hollywood Boulevard District and Franklin Avenue Design District’s existing street walls, setbacks, and build-to lines.

B. Allow For New Urban Open Spaces

Encourage the creation of new ground-related urban open spaces.

Figure 3-1
Hollywood and Highland - 1939
This World War II era view of Hollywood Boulevard may be experienced to this day and forms one touchstone for street wall design guidelines.
New buildings as well as additions shall be in conformance with the build-to line and setback standards of this diagram.
3.1.3 Build-to Line, Setback, and Lot Coverage Standards and Guidelines

A. Build-to Lines and Setbacks
To maintain and reinforce the pattern of street walls and setbacks that exist within the Hollywood Boulevard District and the Franklin Avenue Design District, new buildings as well as additions shall be in conformance with the build-to line and setback standards of Figure 3-2.

If the build-to lines of Figure 3-2 are more permissive than City front and/or side yard standards, then until such time as a Community Plan Implementation Overlay District (CPIO) is adopted, the stricter standard shall prevail unless a variance is obtained from the City of Los Angeles.

B. Streets Walls at Build-to Lines or Setbacks Less Than or Equal to 18 Inches
Where a build-to line or setback of less than or equal to 18 inches is required per Figure 3-2, a minimum 24-foot high street wall shall be maintained along a minimum of 70 percent of the length of the property line adjoining the public right-of-way, excluding any length along the property line that is utilized for City of Los Angeles required driveways.

C. Street Walls at Setbacks Greater than 18 Inches
Where a setback greater than 18 inches is required per Figure 3-2, a minimum 24-foot high street wall shall be maintained along a minimum of 50 percent of the required setback line adjoining the street-fronting public right-of-way, excluding any length along the property line that is utilized for City of Los Angeles required driveways. Where the adjacent buildings on adjoining lots are no more than one story in height a minimum 12-foot street wall should be maintained along a minimum of 50 percent of the required setback line adjoining the street-fronting public right-of-way, excluding any length along the property line that is utilized for City of Los Angeles required driveways.

D. Lot Coverage Definition
Gross lot coverage is defined as that percentage of a lot or parcel covered by the overall gross footprint of all the buildings and structures on the lot (see Figure 3-4).

E. Lot Coverage
New buildings and existing buildings plus additions shall be in conformance with the lot coverage standards of Figure 3-5.
The maximum lot coverage standards of this figure maintain building footprint intensity in the Franklin Avenue Design District and vicinity. Section 3.2.3 L. provides lot coverage standards permitting additional height for developments that incorporate grade-level open space.
3.2 Height, Massing, and Bulk

3.2.1 Basis for Height, Massing, and Bulk Standards and Guidelines

In general, the Hollywood Boulevard District and Franklin Avenue Design District maintain the skyline integrity of an earlier era.

The skyline of the Hollywood Boulevard District has three key points of height concentration that mark three key north to south streets bisecting the boulevard: Highland Avenue, Cahuenga Boulevard, and Vine Street. Between Las Palmas Avenue and Wilcox Avenue, in the Hollywood Boulevard District, buildings are markedly lower (see Figure 3-6).

To the south of the boulevard a lower scale dominates. This lower scale continues north of the boulevard and along Franklin Avenue with the exception of a concentration of taller residential structures clustered between Cherokee Avenue and Whitley Avenue.

The Hollywood Boulevard District’s iconic towers such as the Roosevelt Hotel (7000 Hollywood Boulevard), Los Angeles First Federal/Security Pacific Bank Building (6777 Hollywood Boulevard), Guaranty Building (6331 Hollywood Boulevard), Hollywood Equitable Building (6253 Hollywood Boulevard), and the Taft Building (6280 Hollywood Boulevard), still largely establish the tenor for tall structures in the Hollywood Boulevard District. These buildings are defined both by a pre-1957 height limit datum of 150 feet and smaller floor plate areas (see Figures 3-7 through 3-11).

In the residential neighborhoods north of the boulevard, and within the Franklin Avenue Design District, a field of lower residential buildings typically dominates, (see Figure 3-12) but this district is also occasionally punctuated by older, smaller floor plate towers such as the Montecito (6650 Franklin Avenue), the Fontenoy (1811 Whitley Avenue), and the spire of the Hollywood Methodist Church (6817 Franklin Avenue) (see Figures 3-13 through 3-15).

A small number of buildings in the districts exceed the old Los Angeles height limit including the office towers at the west gateway to the District (7080 and 7060 Hollywood Boulevard), the Renaissance Hotel (1755 Highland Avenue), the Capitol Records Building (1750 Vine Street) with its needle that soars to 220 feet, and the recently completed buildings at the W Hotel (6250 Hollywood Boulevard) (see Figures 3-16 through 3-19).

The height standards and guidelines of this Plan are based upon observation of the existing heights of buildings in the Hollywood Boulevard District and Franklin Avenue Design District, respecting traditional height limits while providing some allowances, provided guidelines are met, for taller structures. The height, massing, and bulk standards and guidelines are also based upon a review of clusters of taller structures seen in these districts.

Bulk and massing standards, similarly, are built upon a respect for typical existing floor plates, as well as contemporary standards for commercial and residential floor types.

Height compatibility in this Plan is defined as continuing and respecting the overall sensibility of height and massing in the Hollywood Boulevard District and the Franklin Avenue Design District while acknowledging height clusters that shape these areas.
Lower Buildings

Hollywood Boulevard’s Iconic Pre-1957 Height Limit Towers

Franklin Avenue Design District

Tall Structures within the Hollywood Boulevard District
3.2.2 Height, Massing, and Bulk Goals

A. Honor Existing Scale
Maintain the integrity of heights, massing, and bulk observed in the Hollywood Boulevard District and District Franklin Avenue Design District.

B. Preserve Views
Conserve views up streets north towards the Hollywood Hills.

C. Allow Iconic Structures
Encourage the creation, where appropriate, of new buildings that imaginatively extend into the skyline and thereby strengthen the identity and spirit of Hollywood as a unique historic as well as contemporary destination.

3.2.3 Height, Massing, and Bulk Standards and Guidelines

New buildings, as well as additions, shall be in conformance with the requirements of the maximum building height standards of Figure 3-20. Proponents of new projects should confirm height limits with City staff. In addition to maximum building height, these standards limit building bulk and footprints as noted.

A. 30-Foot Maximum Building Height
The following standards shall apply in areas designated on Figure 3-20 as “30 ft.”

i. Maximum Height. New buildings, as well as additions, shall not exceed 30 feet in height (see Figure 3-21).

B. 36-Foot Maximum Building Height
The following standards shall apply in areas designated on Figure 3-20 as “36 ft.”

i. Maximum Height. New buildings, as well as additions, shall not exceed 36 feet in height (see Figure 3-21).

C. 45-Foot Maximum Building Height
The following standards shall apply in areas designated on Figure 3-20 as “45 ft.”

i. Maximum Height. New buildings, as well as additions, shall not exceed 45 feet in height (see Figure 3-21).

D. 60-Foot Maximum Building Height
The following standards shall apply in areas designated on Figure 3-20 as “60 ft.”

i. Maximum Height. New buildings, as well as additions, shall not exceed 60 feet in height (see Figure 3-21).

E. 75-Foot Maximum Building Height
The following standards shall apply in areas designated on Figure 3-20 as “75 ft.”

i. Maximum Height. New buildings, as well as additions, shall not exceed 75 feet in height (see Figure 3-21).

F. 85-Foot Maximum Building Height
The following standards shall apply in areas designated on Figure 3-20 as “85 ft.”

i. Maximum Height. New buildings, as well as additions, shall not exceed 85 feet in height (see Figure 3-21).

G. 125-Foot Maximum Building Height
The following standards shall apply in areas designated on Figure 3-20 as “125 ft.”

i. Maximum Height. New buildings, as well as additions, shall not exceed 125 feet in height (see Figure 3-21).
Figure 3-20
Maximum Building Height Standards

New buildings and additions shall be in conformance with the standards of this diagram.

Key

1 For buildings over 45 ft. in height, bulk limits apply (see Section 3.2.3 H.)
2 For buildings over 105 ft. in height bulk limits apply (see Section 3.2.3 I.)
3 For buildings over 75 ft. in height bulk limits apply (see Section 3.2.3 J.)
4 For buildings over 105 ft. in height bulk limits apply (see Section 3.2.3 K.)
5 For buildings over 150 ft. in height bulk limits and maximum lot coverage limits apply (see Section 3.2.3 L.)
H. 45/75-Foot Maximum Building Height

The following standards shall apply in areas designated on Figure 3-20 as “45/75 ft.”

1. Maximum 45-Foot Height. New buildings, as well as additions shall not exceed 45 feet in height (see Figure 3-21).

2. Maximum 75-Foot Height. New buildings, as well as additions, may exceed 45 feet in height to a maximum height of 75 feet provided the following conditions are met:
   - (a) Any floor area above a height of 45 feet shall have a maximum plan diagonal that does not exceed 155 feet in length (see Figures 3-22 and 3-27).
   - (b) If more than one building component above 45 feet in height is proposed on a site, a minimum distance of 30 feet shall separate these components from each other.

I. 105/150-Foot Maximum Building Height

The following standards shall apply in areas designated on Figure 3-20 as “105/150 ft.”

1. Maximum 105-Foot Height. New buildings, as well as additions, shall not exceed 105 feet in height (see Figure 3-21).

2. Maximum 150-Foot Height. New buildings, as well as additions, may exceed 105 feet in height to a maximum height of 150 feet provided the following conditions are met:
   - (a) Any floor area above a height of 105 feet shall have a maximum plan diagonal that does not exceed 155 feet in length (see Figures 3-23 and 3-27).
   - (b) If more than one building component above 105 feet in height is proposed on a site, a minimum distance of 30 feet shall separate these components from each other.
J. 75/150-Foot/Unlimited Maximum Building Height

The following standards shall apply in areas designated on Figure 3-20 as “75/150 ft./Unlimited.”

i. Maximum 75-Foot Height. New buildings, as well as additions shall not exceed 75 feet in height (see Figure 3-21).

ii. Maximum 150-Foot Height. New buildings, as well as additions, may exceed 75 feet in height to a maximum height of 150 feet provided the following conditions are met:

(a) Any floor area above a height of 75 feet shall have a maximum plan diagonal that does not exceed 155 feet in length (see Figures 3-24 and 3-27).

(b) If more than one building component above 75 feet in height is proposed on a site a minimum distance of 30 feet shall separate these components from each other.

ii. Unlimited Height. New developments exceeding a height of 150 feet may be permitted with City approval. Proponents of projects with unlimited height should confirm City approval requirements with City staff before proceeding.

K. 105/150-Foot/Unlimited Maximum Building Height

The following standards shall apply in areas designated on Figure 3-20 as “105/150 ft./Unlimited.”

i. Maximum 105-Foot Height. New buildings, as well as additions shall not exceed 105 feet in height (see Figure 3-21).
ii. Maximum 150-Foot Height. New buildings, as well as additions, may exceed 105 feet in height to a maximum height of 150 feet provided the following conditions are met:

(a) Any floor area above a height of 105 feet shall have a maximum plan diagonal that does not exceed 155 feet in length (see Figures 3-25 and 3-27).

(b) If more than one building component above 105 feet in height is proposed on a site a minimum distance of 30 feet shall separate these components from each other.

iii. Unlimited Height. New developments exceeding a height of 150 feet may be permitted with City approval. Proponents of projects with unlimited height should confirm City approval requirements with City staff before proceeding.

The following standards shall apply in areas designated on Figure 3-20 as “150/220 ft./Unlimited”

i. Maximum 150-Foot Height. New buildings, as well as additions, shall not exceed 150 feet in height (see Figure 3-21).

ii. Maximum 220-Foot Height. New buildings, as well as additions, may exceed 150 feet in height to a maximum

L. 150/220-Foot/Unlimited Maximum Building Height

height of 220 feet provided the following conditions are met:

(a) The gross lot coverage shall not exceed 70 percent of the lot area. Covered public areas and atriums shall not be counted towards lot coverage provided that the space has a clear height of no less than 25 feet and the space is accessible to the general public during regular business hours.

(b) Any floor area above a height of 150 feet shall have a maximum plan diagonal
M. Uninhabited Architectural Extensions

Notwithstanding the building height limit standards of this section, uninhabited architectural extensions are encouraged provided the following standards are met (see Figure 3-28):

i. Height. Architectural extensions shall not exceed 200 percent of the maximum allowed height as measured from grade or 70 feet, whichever is less.

ii. Footprint. The footprint of all architectural extensions shall not exceed 25 percent of the gross square footage of the top inhabited floor of a structure.

iii. Approval. Required Architectural extensions exceeding 220 feet in height as measured from grade shall require the approval of the City. Proponents of projects with architectural extensions exceeding 220 feet in height should confirm City approval requirements with City staff before proceeding.

(c) If more than one building component above 150 feet in height is proposed on a site a minimum distance of 30 feet shall separate these components from each other.

iii. Unlimited Height. New developments exceeding a height of 220 feet may be permitted with City approval. Proponents of projects with unlimited height should confirm City approval requirements with City staff before proceeding.
3.3 Architectural Character

3.3.1 Basis for Architectural Character Standards and Guidelines

The Hollywood Boulevard District and Franklin Avenue Design District’s architectural character is formatively shaped by the architectural movements of the early to mid-20th century. Existing use of materials, the scale of existing design components, and the use of period styles all establish the significance of existing settings for new buildings and additions.

Along Hollywood Boulevard, many of the designated historic buildings, and the buildings that contribute to the National Register listed Hollywood Boulevard Commercial and Entertainment Historic District, were designed in variants of the Art Deco, Spanish Revival, and Renaissance Revival styles (see Figures 3-28 through 3-31). These period-style architectural preferences also characterize the residential architecture of the Franklin Avenue Design District where well-crafted examples of Craftsman, Shingle Style, and Chateauesque architecture are present (see Figure 3-32 through 3-34).

Some of the key landmarks of the past, particularly along Hollywood Boulevard and Vine Street, display a sense of fantasy, eccentricity, collage, and symbolism that push period-style and even modern architecture to extremes of expression. Movie palaces such as the Chinese Theater (6925 Hollywood Boulevard), the soaring mechanistic radio towers that hover over the Italianate combined with Beaux Arts Warner Brothers Theater Hollywood (6423 Hollywood Boulevard), or the needle and International Style album stack of the Capitol Records Tower (1750 Vine Street), each embody the concept that Hollywood is a global entertainment center (see Figures 3-35 through 3-37).

The overall built form legacy of the two districts simultaneously incorporates the sobriety of a financial district, the scale of a main street, the fantasy of a dream factory, and juxtapositions of ingenious eclecticism. This collage of architectural types, styles, and forms demonstrates underlying design principles that should be respected as well as influence contemporary building in Hollywood.

Figure 3-28 Art Deco Style
Art Deco style architecture typically utilizes smooth stucco wall finishes with vertical expressions ordering the façade and geometric motifs generating ornamental expression.

Figure 3-29 Spanish Revival Style
Commonly found throughout Southern California, the Spanish Revival style is readily recognized by its low-pitched tile roofs, smooth stucco finishes, and arches accentuating principal openings.

Figure 3-30 Renaissance Revival Style
The Renaissance Revival style is characterized by flat façade faces with regular fenestration. Typically, a rustic base, belt courses, and cornices create the major horizontal divisions seen at the façades.

Figure 3-31 Beaux Arts Style
Based upon Italian Renaissance models, Beaux Arts architecture typically utilizes simple rectangular plans and symmetric façades. Pilasters and column motifs express verticality the vertical and create rhythmic façade bays.
Figure 3-32  Craftsman Style
Features that characterize Craftsman architecture include brackets at gables, exposed rafters, extended eaves, low-pitched roofs, deep porches, and ornamental use of wood.

Figure 3-33  Shingle Style - Janes House
Shingle Style homes are designed with asymmetric rooflines and flowing building faces that are connected through use of wooden shingles. Other defining features include eaves on multiple levels, porches, dormers, and asymmetric floor plans.

Figure 3-34  Chateauesque Style
The Chateauesque style draws from 16th century French monumental chateaus and is characterized by lively, vertical roof forms, steep roof pitches, and horizontal belt courses.

Figure 3-35  Grauman's Chinese Theater
Fantasy, in this case of an eastern exoticism, was used to enhance the experience of moviegoing.

Figure 3-36  Warner Brothers Theatre
The large broadcasting antennas and the blade sign embellish the Beaux Arts architecture of this theater and provide a jazz-age sensibility.

Figure 3-37  Capitol Records Tower
The needle appears to be playing a stack of records in this mid-20th century modern landmark.
Typical characteristics of legacy architecture in the Hollywood Boulevard District and the Franklin Avenue Design District that should influence new construction include:

A. Cementitious and Masonry Materials
Most buildings in Hollywood incorporate some type of masonry, cementitious, and/or solid walls with individual windows set into the walls.

B. Light and Earth Tone Colors
Hollywood’s color palette is varied. White and off-white as well as light to dark earth tone colored walls predominate.

C. Vertical and Horizontal Alignments
Major and minor vertical and horizontal architectural components and details define building bays and modulate building surfaces.

D. Building “Bases,” “Middles,” and “Tops”
Horizontal expression of one-, two-, and three-story building bases that are visually distinct from the middle (“shaft”) and upper portions (tops or “capitals”) of structures relate the overall scale of the building to the pedestrian at the sidewalk and provide overall building definition.

E. Ground-Related Entries
Entries, storefronts, and small, medium, and large entrance areas at the backs of sidewalks, as well as small open spaces oriented to sidewalks are seen along commercial streets. Landscape setbacks as well as courtyards often buffer residential buildings from curbside activity.

F. Architectural Extensions
Uninhabited and sometimes fanciful roof shapes, pylons, towers, and skyline signs mark many building tops.

Architectural compatibility in this Plan is defined as incorporating in new buildings and additions the general characteristics and essences of materials, proportions, and details described above. These have accumulated building by building over time to form Hollywood’s legacy of architectural sensibility. In this regard, contemporary architects and project proponents should consider approaches and innovative designs that consciously embody underlying building principles as seen in the two districts, as well as the skillful and exacting deployment of craft and design traditions that are already present.

3.3.2 Architectural Character Standards and Guidelines Goal
New buildings and additions in the Hollywood Boulevard District and Franklin Avenue Design District should build upon observation of Hollywood’s historic built environment. Both traditional and innovative contemporary design expressions should be compatible with the characteristics that have defined the materiality and expression of the districts’ architecture through time.
In the National Register Hollywood Boulevard Commercial and Entertainment Historic District, the standards and guidelines encourage rehabilitation of historic buildings and infill construction that builds upon existing precedent.

Figure 3-38
Existing View at Hollywood Boulevard and Cherokee Avenue

Existing conditions at Hollywood Boulevard looking west near Cherokee Avenue.

Figure 3-39
Illustration of New Construction Utilizing Standards and Guidelines

In the National Register Hollywood Boulevard Commercial and Entertainment Historic District, the standards and guidelines encourage rehabilitation of historic buildings and infill construction that builds upon existing precedent.
3.3.3 Architectural Character Standards and Guidelines

A. Façade Modulation

In Hollywood, a close relationship exists between parcel size, the combinations of parcels that create larger lots, and the overall scale, proportion, and modulation of consequent buildings. Compatibility of new buildings and additions in the Hollywood Boulevard District and Franklin Avenue Design District should incorporate modulation that reflects this underlying logic of land division.

a. Façade Modulation at Build-to Lines Less Than or Equal to 18 Inches From Property Lines. Along street frontages with a required build-to line less than or equal to 18 inches from the property line, as noted on Figure 3-2, the architectural expression of façades facing these frontages shall express modulation or variation in the design of architectural massing and/or bulk at least once every 125 feet. This modulation may be attained through the use of breaks in building plane, major changes in massing, utilization of projecting bays or recesses, changes in material, differentiation of color, use of openings to give way to ground-level open space, and/or use of architectural detail and/or ornament (see Figure 3-40 and Table 3-1).

b. Façade Modulation for Setbacks Greater Than 18 Inches from Property Line. Along street frontages with a required setback greater than 18 inches from the property line, as noted on Figure 3-2, the architectural expression of façades facing these frontages shall express modulation or variation in the design of architectural massing and/or bulk at least once every 70 feet. This modulation may be attained through the use of breaks in building plane, major changes in massing, utilization of projecting bays or recesses, changes in material, differentiation of color, use of openings to give way to ground-level open space, multiple entries, and/or use of architectural detail and/or ornament (see Figure 3-40 and Table 3-1).

Table 3-1  Façade Modulation

<table>
<thead>
<tr>
<th>Build-to Line or Setback</th>
<th>Façade Modulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>≤ 18 in. from P.L.</td>
<td>every 125 feet</td>
</tr>
<tr>
<td>&gt; 18 in. from P.L.</td>
<td>every 70 feet</td>
</tr>
</tbody>
</table>

P.L. = Property line
Refer to Section 3.1.3 for build-to line requirements

Table 3-2  Ground-Related Entries

<table>
<thead>
<tr>
<th>Build-to Line at Setback</th>
<th>Required Ground-Related Entry</th>
</tr>
</thead>
<tbody>
<tr>
<td>≤ 18 in. from P.L.</td>
<td>at least once every 75 feet</td>
</tr>
<tr>
<td>&gt; 18 in. from P.L.</td>
<td>at least once every 50 feet</td>
</tr>
</tbody>
</table>

P.L. = Property line
Refer to Section 3.1.3 for build-to line requirements
B. Ground-Related Entries
The Hollywood Boulevard District and Franklin Avenue Design District are pedestrian-oriented zones with a strong relationship between the area’s sidewalk vitality and safety and presence of ground-related building entries, storefronts, and small, privately controlled open spaces. Compatibility of new buildings and additions within these districts requires the reinforcement and continuation of this pattern.

a. Ground-Related Entries for Build-to Line Less than or Equal to 18 Inches From Property Lines. Along street frontages with a required build-to line that is less than or equal to 18 inches from the property line as noted on Figure 3-2, a ground-related public building entry leading to a building lobby, storefront entry, and/or entry to a ground-level open space shall occur at least once every 75 feet. Ground-related entries shall be within 12 inches of the adjacent grade level (see Figure 3-41 and Table 3-2).

b. Ground-Related Entries for Setbacks Greater than 18 Inches From Property Lines. Along street frontages with a required setback of greater than 18 inches from the property line, as noted on Figure 3-2, a ground-related entry and/or open space shall occur at least once every 50 feet. Along these street frontages a ground-related entry may lead directly to a building lobby, a residential and/or live-work unit, a ground-level open space, and/or an inhabited space such as a common room or office. Ground-related entries and/or open space shall be within 30 inches of the adjacent grade level along these street frontages (see Figure 3-41 and Table 3-2).

c. Architectural Elements at Ground-Related Entries. Ground-related entries should utilize architectural elements and components, including but not limited to alcoves, arcades, inset entrances lined by display cases, stoops, porches, awnings, glass doors, and architectural accents and details.

C. Vertical and Horizontal Articulation
The architecture of many of Hollywood’s most prominent historic commercial buildings utilized an ornamental overlay of vertical and horizontal façade expression that establishes an overall visual complexity that results in human-scale architectural intricacy (see Figure 3-42).

One means of creating compatible new buildings and additions within the commercially oriented portions of the Hollywood Boulevard District and Franklin Avenue Design District is to incorporate this quality of vertical and horizontal visual complexity.
a. Maximum Horizontal Dimension of Façade Bays. Along street frontages with a required build-to line of equal to or less than 18 inches, as noted on Figure 3-2, the maximum horizontal dimension of façade bays from center of bay to center of bay and the maximum horizontal dimension of unsubdivided glass expanses shall be 30 feet within 30 feet of grade.

b. Vertical and Horizontal Architecture Elements. Along street frontages with a required build-to line of equal to or less than 18 inches, as noted on Figure 3-2, the architectural expression of new structures and additions should utilize a combination of major and minor vertical and horizontal architectural elements and details at building façades.

D. Façade Depth
Buildings in the Hollywood Boulevard District and Franklin Avenue Design District typically utilize windows that are set back or within solid masonry or masonry-like walls creating a sense of façade depth. On older buildings, architectural details such as expressed sills, jambs, and ornamental surrounds create additional visual interest (see Figure 3-43).

One means of creating compatible new buildings and additions within the Hollywood Boulevard District and Franklin Avenue Design District is to incorporate this type of façade depth into new structures and additions.

a. Façade Depth at Windows Each building elevation which faces a public street should have a quality of façade depth created through the use of individual windows set into the wall surface and/or utilize design details at the window and wall interface that create a texture at the wall plane of light and shadow (see Figure 3-44).

E. Glazing
The dominant architecture of the Hollywood Boulevard District and Franklin Avenue Design District features individual windows set into walls, limited use of glass curtain walls, and no reflective glass.

Compatibility of new buildings and additions in these districts is established when these characteristic traits are continued.

- **a. Required Glazing Type.** Use of clear, colorless, and transparent glazing is required within the first 30 feet of grade.
- **b. Prohibited Glazing Materials.** Use of reflective glass is prohibited.
- **c. Percentage of Glazing at Façade.** Along street frontages with a required build-to line less than or equal to 18 inches from the property line, as noted in Figure 3-2, glazing should constitute a minimum of 30 percent of the area of a building face and should not exceed 80 percent of the area of a building face. The height of a building face shall be the vertical distance above grade measured to the highest point of the roof, structure, or the parapet wall, whichever is highest.
F. Materials and Colors

Material and color trends through time inform the design of buildings in the Hollywood Boulevard District and Franklin Avenue Design District. Many of the historic commercial buildings were faced with solid materials such as light-colored terra-cotta and terra-cotta glazed to look like stone. Other material choices seen in the districts include brick and cement plaster (stucco) of varying finish. In both commercial and residential zones, a spectrum of earth tones are seen but color can also trend towards pastels with darker color accents at windows and trim.

Compatibility of new buildings and additions in the Hollywood Boulevard District and Franklin Avenue Design District is furthered when new structures and additions incorporate the material and color sensibilities of older landmark structures in the area.

a. Material and Color in the National Register Hollywood Boulevard Commercial and Entertainment District. Within the boundaries of the National Register Hollywood Boulevard Commercial and Entertainment District (see Figure 1-2), exterior finishes of new buildings and additions at surfaces other than glazing, should utilize opaque, masonry, brick, masonry-like, and/or cementitious materials and finishes. When other materials are used at these surfaces, they should be used as accents for visual interest and should not be the dominant material (see Figures 3-45 through 3-47). Color selection in the district should be related to the palettes of historic structures and have a similar sense of lightness, saturation, and hue. Use of color, which clearly contrasts with historic sensibilities and introduces tints and effects not characteristic of the coloring of the district are strongly discouraged.

Key
1. Change of material from ground floor use to uses above
2. Dark and bright colors accentuate windows and entries in contrast to light-colored material
3. Masonry and/or terra-cotta finish at base
4. Brick
b. Material Use in the Hollywood Boulevard District. Outside of the Historic District in the Hollywood Boulevard District (see Figure 1-2), exterior finishes of new buildings and additions, at surfaces other than glazing, are encouraged to utilize opaque, masonry, brick, masonry-like, and/or cementitious materials and finishes. When other materials are used at these surfaces, they should be used as accents that create visual interest, and not predominate (see Figures 3-48 and 3-49).

c. Material Use in the Franklin Avenue Design District. In the Franklin Avenue Design District (see Figure 1-2), exterior finishes of new buildings and additions, at surfaces other than glazing, are encouraged to utilize opaque, masonry, brick, masonry-like, cementitious and/or wood materials and finishes (see Figures 3-50 through 3-52).

d. Color Palette in the Franklin Avenue Design District. Color palettes should generally be light-colored with contrasting brighter and/or darker colors located at windows and architectural details.

G. Balconies
Projecting residential balconies, with the exception of French balconies and doors, or the occasional Spanish Revival loggia, were not typically used as building elements in the design of older buildings in the Hollywood Boulevard District and Franklin Avenue Design District.
Compatibility of new buildings and additions in the Hollywood Boulevard District and Franklin Avenue Design District is furthered when private open space associated with residences is integral to and located within the surface of the building mass, and when balconies are not used as a dominant architectural compositional device.

a. Use of Balconies in the National Register Hollywood Boulevard District. Within the boundaries of the National Register Hollywood Boulevard Commercial and Entertainment District (see Figure 1-2), balconies and outdoor above-grade open spaces that project more than one foot from a building’s street-facing façade surface are not permitted (see Figure 3-53).

b. Balconies in the Hollywood Boulevard District and Franklin Avenue Design District. In the Hollywood Boulevard District and Franklin Avenue Design District, balconies and above-grade open spaces should be integral to a building’s mass and form and balconies and terraces should not project more than three feet from a building’s façade surface (see Figures 3-54 and 3-55).

c. Alignment of Balconies. When utilized, balconies should be aligned with the building’s vertical elements, building bays, and/or modulation (see Figure 3-53).

H. Awnings and Pole-Mounted Canopies

Awnings and pole-mounted canopies were often used in the early decades of the 20th century in front of commercial storefronts to provide identity. Awnings were also used at building openings for protection from sunlight.

Awnings or canopies built on or over City property such as sidewalks may require the approval of numerous City of Los Angeles departments. At a minimum the Bureau of Engineering should be contacted as early as possible to facilitate review of architectural elements that extend into the public right-of-way.

Compatibility of new awnings and pole-mounted canopies is facilitated when the design of these elements embodies the sensibility and patterns utilized through time in Hollywood.

a. Awnings and Pole-Mounted Canopies. Awnings and pole-mounted canopies that are attached to new buildings and additions shall be integral to and fit at the point of attachment to the building within the shape, form, and dimensions of individual entries, storefronts, building bays, or framing elements (see Figure 3-57).
I. Architectural, Decorative, and Safety Lighting

Architectural lighting highlights the architectural expression of buildings at night. Architectural and decorative lighting is integral to the design of a building and creates lighting accents that accentuate the architectural features of a building. Safety lighting creates the ambient lighting levels at night required for safety.

a. Shield Lighting. Outdoor architectural and safety lighting shall be shielded from the view of pedestrians, motorists, and occupants of adjacent structures.

b. Architectural and Decorative Lighting. Use of architectural and decorative lighting to highlight building features such as architectural detail, shop windows, entries, and towers is encouraged, particularly along Hollywood Boulevard (see Figure 3-58).

J. Rooftop Mechanical Equipment

Rooftop mechanical equipment shall be completely screened from lateral and pedestrian view. Mechanical penthouses shall be integral to the design of any new building and/or addition and should incorporate architectural features, components, and treatments, including similar materials and colors, as utilized in the design of the building as a whole.

K. Trash and Recycling Enclosures Standard

Trash enclosures, recycling area enclosures, and/or trash rooms shall be completely screened from the view of any public right-of-way.

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Figure 3-56

Awning and Shade

Awning provide shade to both interior space and outdoor seating areas.

Figure 3-57

Awning

Awnings are integral to the design of this storefront and are set within the individual facade bays between columns.

Figure 3-58

Architectural and Decorative Lighting

Outdoor decorative lighting accentuates building modulation and columns.
In Hollywood, new commercial architecture can utilize principles of vertical and horizontal detailing, façade depth, and full architectural treatment of above-grade parking structures to realize compatible and contemporary design expressions.
3.4 Storefronts

3.4.1 Basis for Storefront Standards and Guidelines

Storefronts define and frame the texture and vitality of Hollywood Boulevard and the area’s other commercial streets. Many of Hollywood Boulevard’s historic storefronts are still intact. Retaining historical storefronts to maintain the connection and continuity between the area’s sidewalks, surrounds, and interior activity is the preferred means for reuse of existing architecture (see Figure 3-61).

Compatibility of new buildings and additions is realized when new designs sustain patterns of storefront urbanism and detail that have marked the commercial areas of the Hollywood Boulevard District and Franklin Avenue Design District for a century.

3.4.2 Storefront Standards and Guidelines Goal

New storefronts, and restored and rehabilitated storefronts, should provide a sense of connectivity between sidewalk and ground floor activities and maintain the pattern of human scale through use of detail, interest, and transparency that is manifest along commercial streets and districts in the Hollywood Boulevard District and Franklin Avenue Design District.

3.4.3 Storefront Standards and Guidelines

A. Maintain Historic Storefronts

Architecturally and/or historically significant storefronts within the Hollywood Boulevard District and Franklin Avenue Design District shall be maintained, restored, and/or rehabilitated in place.

B. Storefronts Required

Storefronts and usable interior and/or exterior ground-related space shall be provided along street frontages identified in Figure 3-62.

Figure 3-61

Storefront at the Max Factor Make-Up Studio

The Max Factor Make-Up Studio, now the Hollywood History Museum, located on Highland Avenue just south of Hollywood Boulevard, opened in 1935 and is an example of display windows that create pedestrian interest at the sidewalk.
Figure 3-62
Required Storefronts

Storefronts required by this figure will provide space for lively and active uses at the street-level and enhance the pedestrian experience along Hollywood’s major commercial streets and boulevards.

Key
- Minimum 25-Foot Deep Storefront Required
- Project Boundary
### C. Storefront Depth
Where storefronts are required per Figure 3-62, the associated ground-related space to the inside of the storefront shall be a minimum of 25 feet in depth for a minimum of 70 percent of the building façade length (see Figure 3-63). Where curb cuts are allowed and courtyards that adjoin the sidewalk are provided, or other pedestrian amenities such as water features interrupt building façades required storefronts may be interrupted.

### D. Maximum Height Above or Below Grade at Ground-Related Storefronts
Where ground-related storefronts are required, the elevation of storefront spaces shall be within 12 inches of the adjacent sidewalk.

### E. Recessed Storefronts
Required storefronts may be recessed behind the front plane and/or façade of a building provided the following conditions are met.

a. Any recessed storefronts shall meet the design standards of Sections 3.4.3.

b. The façade of the building in front of the recessed storefront shall be open to the sidewalk, adhere to the standards and guidelines of this Plan, and be a logical continuation of the architectural treatment of the building as a whole.

### G. Minimum Storefront Height
Storefronts shall be a minimum of 12 feet in height from finish grade at the sidewalk to the top of the storefront header, soffit, and/or fascia above the storefront opening (see Figure 3-65, #14).

### H. Maximum Storefront Bay Width
A storefront bay shall not exceed 30 feet in length and shall be separated from other storefront bays by columns, pilasters, vertical separations, and/or other vertical architectural elements (see Figure 3-65, #11).

### I. Storefront Height to Width Proportion
The overall proportion of storefront bays should be approximately square, i.e. one foot of height to one foot of width, and should have a maximum proportional ratio of 1.5 feet of height for each foot of width (see Figure 3-65, #10).

### J. Provision of Sills and Maximum Sill Height
Storefronts within the Hollywood Boulevard District shall incorporate sills and/or lines of sill demarcation that shall be set a minimum of 18 inches and a maximum of 30 inches in height within the storefront (see Figure 3-65, #13).

### K. Glazing Percentage
Storefront glazing should comprise a minimum of 60 percent of the storefront area. Storefront height shall be the ground-level floor-to-floor height.

### L. Glazing Material
Storefront glazing at, or adjacent to, and/or facing any public right-of-way shall incorporate transparent, clear, colorless glazing with no reflectivity.

### M. Minimum Setback from Exterior Façade Plane
Within the Hollywood Boulevard District ground-related storefronts shall be set back from the adjacent exterior façade plane a minimum of three inches.

### N. Exterior Storefront Security Devices
Roll down doors, roll down grills, and moveable, retractable security bars and/or security devices of any type, and/or solid security doors placed at the exterior of storefronts are prohibited (see Figure 3-64).

### O. Interior Storefront Security Devices
Upward coiling and side folding interior security grills mounted at the interior of the space should be integral to the design of the storefront and utilize dedicated side pockets and/or ceiling cavities such that the grill and all mechanisms associated with the grill and/or security device are not visible from adjacent public right-of-ways when the grill and/or barrier is in an open position. Such security grills when deployed should have a minimum transparency of 70 percent (see Figure 3-64).

### P. Lighting Control and Privacy
If lighting control and/or privacy of an interior storefront-related space are required for a use, window treatments such as, shades, curtains and/or shutters placed at the interior face of the glass, which can be removed without disturbing the integrity of the architecture and storefront, are acceptable.

### Q. Display and Show Windows
Display and/or show windows (shadow boxes) at exterior façades shall be permitted provided that the storefront depth requirements of Section 3.4.3 C. are met and that the display and/or show window can be adapted to allow for transparency between the storefront and the exterior (see Figures 3-61 and 3-65, #5).
R. Storefront Elements

Recessed entries, recessed storefronts, display windows, projecting bays, glazing that alternates between the front and back of mullions, integral awnings, utilization of true dividing mullions, fixed and operable transoms over entries, display windows, integral signs and sign bands, and storefront configurations and details that provide a sense of scale, variety, and interest within storefront bays and/or groupings of storefront bays are encouraged (see Figure 3-65).

Figure 3-65
Storefront Vitality and Interest

Elements of lively and active storefronts:

1. Blade signs per City of L.A. requirements are aligned to the major vertical and horizontal lines of the building.
2. Pedestrian signs per City of L.A. requirements are oriented to the sidewalk and legible to walkers.
3. Vertical architectural element break the building mass and provide architectural rhythm.
4. Awnings fit within the vertical architectural alignments and frames.
5. Display windows
6. Mullions with divided window lights
7. Fascia
8. Transom windows
9. Recessed entry
10. Storefront height to width ratio creates a vertically oriented façade
11. Maximum storefront width
12. Storefront is built within 18 inches of the property line.
13. Minimum/maximum storefront sill height
14. Minimum storefront height
15. Wall and/or ledge sign per City of L.A. requirements

STANDARDS AND GUIDELINES
3.5 Signage Standards and Guidelines

3.5.1 Basis for Signage Standards and Guidelines

Signage in the Hollywood Boulevard District and the Franklin Avenue Design District are generally regulated through the zoning code of the City of Los Angeles. The zoning code should be reviewed before beginning the design of signage for new construction, additions, and all other projects. Additionally, signage in portions of the Hollywood Boulevard District and Franklin Avenue Design District is governed by the regulations of the Hollywood Signage Supplemental Use District (SUD, Ordinance Number 181340) which regulations may be amended from time to time.

The SUD establishes standards that may differ from zoning code requirements, particularly with regard to encouragement of some types of historic signage, such as rooftop signs that are otherwise not allowed by the zoning code. Within the Hollywood Boulevard District and Franklin Avenue Design District, the SUD applies to frontages along most of the commercially oriented streets as well as many frontages along Yucca Street and several north to south streets. The SUD also encourages creative signage and the removal of signs that over time have contributed to visual blight in Hollywood. Project applicants should determine if the provisions of the SUD specifically apply to the lot or parcel on which a project, addition, or rehabilitation is proposed before beginning the design of a sign program. In every case, City staff should be consulted to ensure understanding of the most recent signage requirements.

In addition to the zoning code and the SUD, signage in the Hollywood Boulevard District and the Franklin Avenue Design District are regulated under the amended Design for Development for Signs (Sign DFD) in Hollywood, as adopted by CRA/LA, and as may be amended from time to time. CRA/LA staff should be consulted regarding the most current requirements under the Sign DFD.

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3.5.2 Signage Standards and Guidelines Goal

New signage in the Hollywood Boulevard District and Franklin Avenue Design District should be based upon observation of existing historic signage types and be integral to the proportion, scale, and architectural detail of the building and architecture on which it is placed.

Figure 3-66
Projecting Signs

Projecting signs have been used for decades, especially on taller buildings within the Hollywood Boulevard District.
Hollywood Boulevard is characterized by diverse and interesting signage that adds vitality to the sidewalk scene.

A combination of the blade sign, wall sign, and awning are positioned to be integrated with the building’s architectural design, proportions, bays, and frames.

Signs that cover and/or obscure character defining architectural elements are not allowed within designated historic districts within the Hollywood Boulevard District and the Franklin Avenue Design District.

Channel letter signs and exposed neon signs are encouraged.
3.6 Structured and Surface Parking Standards and Guidelines

3.6.1 Basis for Structured and Surface Parking Standards and Guidelines

Parking is essential to the function and vitality of the Hollywood Boulevard District and the Franklin Avenue Design District. Historically, parking has been an accessory use consigned to minimally improved surface lots behind the buildings of Hollywood Boulevard (see Figure 3-71). In the 1970s and 1980s, residential buildings typically incorporated above-grade podium parking that diminished the pedestrian experience along sidewalks and introduced excessive height and bulk to residential streets. In aggregate, visible parking, over time, led to a diminished architectural character and quality of Hollywood’s settings.

Compatibility of new parking resources in the Hollywood Boulevard District and Franklin Avenue Design District is achieved when parking design does not detract from the vitality of sidewalk life. Compatibility is also achieved when new parking does not present automobile-oriented patterns of use and consequent building scale to settings that were built out when streetcars were the predominant transportation mode.

3.6.2 Structured and Surface Parking Standards and Guidelines Goal

Structured and surface parking should be designed to be unobtrusive and have minimal impact on the historic character and scale of commercial and residential streets as well as historic districts in the Hollywood Boulevard District and Franklin Avenue Design District.

3.6.3 Structured Parking Standards and Guidelines

A. New or Additional Structured Parking

Any new or additional parking associated with new construction and/or additions within the areas identified in Figure 3-72 shall be located below or partially below grade with the top of structure inclusive of the finished elevation of walkways and planters within the area of the required front yard setback not exceeding 48 inches above existing grade measured at the center of the site adjacent to the front yard property line. The top of such structure should provide for a minimum of two feet of soil at landscaped areas. Below-grade parking may extend to all property lines.

B. Parking at Historic Buildings

Above-grade parking structures within the footprint of an historic building shall meet the Secretary of the Interior’s Standards for Rehabilitation as well as the standards and guidelines of this Plan. If a historic building is removed for any reason, no above-grade parking structure, nor surface parking area, shall be built on the parcel(s) on which the historic structure was removed.

C. Parking Visible From Public Areas

All of the visible façades of above-grade parking structures shall be architecturally treated per the standards and guidelines of Section 3.3 and incorporate storefronts per Section 3.4.3 of this Plan.

D. Landscape at Setback Areas

Any setback area fronting an above-grade parking structures shall be fully landscaped with both hardscape and softscape and accessible to the public during normal business hours, and/or screened by new habitable construction.

Figure 3-71

Existing Surface Parking

Lack of quality design, landscape, and buffering at existing surface parking lots has diminished the architectural character of the Hollywood Boulevard District and the Franklin Avenue Design District.
Subterranean and semi-subterranean parking requirements within the Franklin Avenue Design District and adjacent areas reduce the impact of new development on existing residential and hillside neighborhoods.
3.6.4 New or Improved Surface Parking Lot Standards and Guidelines

A. Landscape Area at Surface Parking Lots
A minimum of five percent of the gross property line to property line area of every new and improved surface parking lot use shall be landscaped and irrigated with ground cover, shrubs, and trees (see Figure 3-74).

B. Landscape Buffers at Surface Parking Lots
A minimum five-foot landscape buffer with minimum 24-inch box trees placed at a maximum of 30 feet on-center shall be provided adjacent to every public and/or private street. A minimum five-foot landscape buffer with minimum 24-inch box trees placed at a maximum of 30 feet on-center shall be provided adjacent to any public alley. A minimum five-foot landscape buffer with minimum 24-inch box trees placed at a maximum of thirty 30 feet on center shall be provided adjacent to any on-site and/or off-site residential zone (see Figure 3-74).

C. Trees and Shrubs at Surface Parking Lots
Growth of trees and/or shrubs should not obstruct clear views to and from parking areas. Tree canopies should be no less than eight feet in height.

Figure 3-73
Structured Parking Garage
This parking structure in Boulder, Colorado is located behind commercial uses lining the main street. Visible from the side street, the parking structure's elevations are architecturally treated in the same manner as the building as a whole.
D. Fences and Gates at Surface Parking Lots
New and improved surface parking lots shall be surrounded by minimum six-foot fencing and gates that allow clear views from the parking area to and from public sidewalks, alleys, and streets. Gates shall be closed and secured when the lot is not open. Fencing shall be set back a minimum of 18 inches from public sidewalks. A minimum of seventy percent of the resulting area immediately adjacent to the public sidewalk and/or right-of-way shall be planted as a landscape buffer.

E. Lighting at Surface Parking Lots
New and/or improved surface parking areas shall be lit at night. Lighting fixtures should not exceed 20 feet in height and sources of lighting shall be shielded from view of the surrounding public right-of-ways and surrounding buildings.

F. Surface Parking at Front Yard Setbacks
New and/or improved surface parking associated with new construction shall not extend into the required front yard setback of any lot and/or parcel in the Hollywood Boulevard District and the Franklin Avenue Design District.

Figure 3-74
Surface Parking Design
1. Minimum percent of landscaped area
2. Landscape buffer
3. Trees to provide shade canopy
4. Fences and gates
5. Lighting
3.7 On-Site Open Space

3.7.1 Basis for On-Site Open Space Standards and Guidelines

In the Hollywood Boulevard District and Franklin Avenue Design District, public streets and sidewalks constitute the major open space resource available for public enjoyment. Additionally, a variety of small- to medium-sized historic and private urban open spaces are scattered throughout the area. Some of these latter spaces, such as the forecourts of the Chinese Theater or Egyptian Theater, are integral to the urban patterns and experience of the Hollywood Boulevard District. In the Franklin Avenue Design district, landscaped setbacks at front and side yards enhance the streetscapes. Numerous buildings in this district include small ground-related courtyards and terraces.

In recent years, off-street open-to-the-air open space has been incorporated into Hollywood projects including the entry courtyard at the new W Hotel and the Babylon Courtyard and passage that connects Hollywood Boulevard to Highland Avenue at the Hollywood and Highland project (see Figure 3-75). Additionally, two small public parks, Yucca Park and Selma Avenue Park, have been realized since the advent of the Hollywood Redevelopment Project. A plan to improve Hollywood alleys has also been proposed and a major public open space resource, the Hollywood Freeway cap park located to the east of the Hollywood Boulevard District, is in the early stages of planning. Nevertheless, open space in the Hollywood Boulevard District and Franklin Avenue Design District is at a premium and additional ground-related, human-scale open space within the heart of both districts should be realized as projects are developed.

Figure 3-75
Passage at Hollywood and Highland Project
The Hollywood and Highland project’s passage opens to the sidewalk at the street level and gives way to a view of the El Capitan Theatre on the opposite side of Hollywood Boulevard.

3.7.2 On-Site Open Space Goal

The standards and guidelines of this Plan encourage the continued realization of sidewalk-oriented façades that enhance the quality and vitality of pedestrian-oriented sidewalk and street activity, as well as additional on-site, open-to-the-air, open space that incorporates high-quality softscape and hardscape.
3.7.3 On-Site Open Space Standards and Guidelines

A. Planting Area within Front Yard Setback
Where front yard setbacks greater than 18 inches are required per Figure 3-2, a minimum of 40 percent of the required area, excluding areas for City of Los Angeles required driveways, shall be planting area.

B. Planting Area within Side Yard Setback
Where ground floor side yard setbacks are required, minimum three-foot wide planting areas shall be provided along at least 70 percent of the length of the side yard (see Figure 3-76).

C. Planting Area within Rear Yard Setback
Where rear yard setbacks are required, minimum five-foot wide planting areas shall be provided along at least 70 percent of the length of the rear yard (see Figure 3-76).

D. Tree Requirement
A minimum of one 36-inch box tree with a mature height of 30 feet and canopy of 20 feet should be planted for each 1,000 square feet of on-site ground-related open space (see Figure 3-76).

E. Enclosed and Mechanically Ventilated Open Space
Enclosed and mechanically ventilated open spaces shall not count towards meeting any open space requirements otherwise required by this Plan.

F. Ground-Related Private Open Space
Ground-related private open space related to and visible from adjacent sidewalks is encouraged.

G. Above-Grade Open-to-the-Air Open Spaces
Above-grade open-to-the-air open spaces, terraces, and recreation areas are encouraged in new construction and additions but shall not be substituted for any of the setback, yard, lot coverage, and/or open space requirements of this Plan.

Figure 3-76
On-Site Open Space Diagram
On-site open space requirements are based on existing development patterns found north and south of Hollywood Boulevard.
4.0 Rehabilitation

4.1 Basis for Rehabilitation Standards and Guidelines
The Hollywood Boulevard District and the Franklin Avenue Design District are noted for both historic buildings, districts of significance, and emerging districts. In particular, preservation, reuse, and rehabilitation of historic buildings within the Hollywood Boulevard Commercial and Entertainment Historic District are paramount if the allure of and link to Hollywood’s past is to benefit place-based economic revitalization.

Use of the design guidelines and standards of this Plan establishes a framework of compatibility for new construction, additions, and rehabilitation of structures in relationship to the extensive historic resources of the Hollywood Boulevard District and Franklin Avenue Design District (see Figure 4-2).

4.2 Rehabilitation Goal
The architecturally and historically significant settings and structures of the Hollywood Boulevard District and Franklin Avenue Design District should be maintained and enhanced through high quality and professional methods.

4.3 Rehabilitation Standards and Guidelines
4.3.1 Architectural and Historical Resources Definition
Section 511 of the Hollywood Redevelopment Plan defines historic buildings as those listed as City of Los Angeles Cultural Historic Monuments, and buildings listed in, determined to be in, or that appear to be eligible for the National Register of Historic Places. Per this same section of the Redevelopment Plan, additional buildings within the Redevelopment Plan area may be determined to be architectural and/or historic resources.
Potential “Hudson Avenue District”

Existing Historic Districts

Potential “Orchid Avenue District”

Key

--- Project Boundary

To determine historic parameters, if any, for a project in Hollywood, project applicants should always consult with City staff before beginning any activities associated with the assessment of reuse of addition to, or rehabilitation of a property and/or building.
4.3.2 Historic Designations

Before beginning a project or assessing the use of a property in the Hollywood Boulevard District and Franklin Avenue Design District, an existing or prospective property owner, developer, and/or applicant should first check and review the historic designation(s), if any, associated with the effected lot, parcel and/or structure with City staff. City staff maintains the most current database of historic designations in the Hollywood Redevelopment Project area (see Figure 4-2).

4.3.3 Determination of Appropriate Reuse, Rehabilitation, and/or Preservation Method

If a building within the Hollywood Boulevard District and Franklin Avenue Design District is determined to be architecturally and historically significant, appropriate reuse, rehabilitation, and/or preservation of the structure may be required per Section 409.1.3 and Section 511 of the Hollywood Redevelopment Plan, as well as by other ordinances or procedures of the City of Los Angeles. These sections of the Redevelopment Plan, the standards and guidelines of this Plan, and other City policies should be reviewed with City staff before beginning a project or completing the assessment of the use of a property in the Hollywood Boulevard District and Franklin Avenue Design District.

4.3.4 Use of the Secretary of the Interior’s Standards

If a building is determined to be architecturally or historically significant, or is a contributing building to an historic district within the Hollywood Boulevard District or the Franklin Avenue Design District, improvements, additions, rehabilitation, and/or alterations shall be limited to those that meet the Secretary of the Interior’s Standards for the Treatment of Historic Properties as determined by a professional experienced in historic structure rehabilitation. These standards include criteria for preservation, rehabilitation, restoration, and/or reconstruction of historically significant buildings and settings. A resource that describes these criteria may be found at www.nps.gov/history/hps/tps/standguide. The basic Secretary of the Interior’s Standards are noted in Section 4.4 of this Plan.

Determinations that a project meets the standards shall be approved by CRA/LA staff and/or other qualified City of Los Angeles staff such as staff of the Office of Historic Resources.

4.3.5 Professionals with Rehabilitation Experience

Individuals and entities undertaking preservation of, reuse of, rehabilitation of, and/or additions and improvements to buildings of architectural and/or historic significance are strongly encouraged, and may be required by CRA/LA staff, to retain an individual or firm such as a preservation expert or architect with rehabilitation experience before beginning a project, and/or completing a project, to ensure that the rehabilitation intent, goals, standards, and guidelines of this Plan are met.

4.3.6 Density Transfer from Architectural or Historical Resources

Section 511 of the Redevelopment Plan provides that CRA/LA may facilitate transfer of unused density from architecturally or historically significant structures to other development sites (see Figure 4-3). Additionally, per Section 506.2.3...
Figure 4-4
Transfer of Floor-Area-Ratio (TFAR)

Receiver and donor zones for density transfer from architectural and/or historic resources.

Key
- TFAR Receiver Zones = CRA/LA
  "Regional Center Commercial" Zone
- TFAR Donor District Boundary
- Project Boundary
of the Redevelopment Plan, within areas designated “Regional Center Commercial,” development may exceed a floor area ratio of 4.5:1 or such other density as may be permitted by future amendments to the Community Plan if that development serves a public purpose such as the rehabilitation of an architecturally or historically significant building.

If a project is proposed within the Redevelopment Plan Regional Center Commercial Area designation that exceeds the allowed floor area, to the maximum extent feasible additional density in such project in excess of the allowed should be transferred to the project site from unused density of architecturally and/or historically significant buildings located within the Hollywood Boulevard District and/or the Franklin Avenue Design District donor zone, subject to the approval of CRA/LA (see Figure 4-3 and Figure 4-4). TFAR shall not be used for new development located on sites where a historic resource has been demolished.

4.4 Secretary of the Interior’s Standards for the Treatment of Historic Properties

The following standards are excerpted from the Secretary of the Interior’s Standards for the Treatment of Historic Properties 1995.1 “Standards for Rehabilitation” (see http://www.cr.nps.gov/local-law/arch_stnds_8_2.htm). The following ten standards shall be carefully considered and utilized when reuse, rehabilitation, and/or additions to an architecturally or historically significant building or site within the Hollywood Boulevard District or the Franklin Avenue Design District are considered, proposed, and/or undertaken.

4.4.1. Property Use

A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.

4.4.2. Retention of Character

The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.

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4.4.3 Recognition of Time and Place

Each property will 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 elements from other historic properties, will not be undertaken.

4.4.4 Treatment of Significant Changes

Changes to a property that have acquired historic significance in their own right will be retained and preserved.

4.4.5 Maintenance of Distinctive Features

Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.

4.4.6 Repair and Replacement of Deteriorated Features

Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.

4.4.7 Use of Chemical or Physical Treatments

Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.

4.4.8 Protection and Preservation of Archaeological Resources

Archaeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.

4.4.9 New Additions, Exterior Alterations, and Construction

New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

4.4.10 Unimpaired Property Integrity

New additions and adjacent or related new construction will 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.
5.0 Project Review

5.1 Areas where the Hollywood Boulevard District and Franklin Avenue Design District Urban Design Standards and Guidelines Apply

The Hollywood Boulevard District and Franklin Avenue Design District Urban Design Standards and Guidelines (Plan), which supplement Municipal Code provisions, apply to all projects within the areas shown on Figure 1-2 of this Plan, except as follows.

A. Where there is a conflict with the standards of this Plan and a more restrictive provision of an adopted Specific Plan, Community Design Overlay, Streetscape Plan, Design for Development, Supplemental Use District, Development Agreement, and/or other City of Los Angeles regulation as determined by the reviewing department and/or agency, the more restrictive provision shall take precedence.

B. Where the Municipal Code is more restrictive than the provisions of this Plan, and a request has been made to deviate from the Municipal Code to conform with this Plan, then the decision-making body must find that a project as defined by this Plan is in conformance with this Plan as well as the urban design chapter of the applicable Community Plan in the consideration of affirmative findings.

In the spirit of affording maximum creativity, projects that do not adhere to the letter of every provision of this Plan, but nonetheless demonstrate a clear alternative approach that is superior to and achieves all of the goals and objectives of the Plan will be recognized as a valid alternative for consideration.

5.2 Definition of a Project

For this Plan a project is defined as the construction, erection, or addition to any building or structure on property located in whole or in part within the Hollywood Boulevard District and/or the Franklin Avenue Design District (see Figure 1-2) that requires the issuance of grading permit, foundation permit, building permit, or use of land permit. A project shall not include:

1. Demolition, except when demolition involves a City of Los Angeles Cultural Historic Monument and/or a building or interior listed in, determined to be in, or that appears to be eligible for the National Register of Historic Places.

2. Adaptive reuse of an existing building that conforms to the Adaptive Reuse Ordinances of the City of Los Angeles.

3. Interior remodeling of any building except a City of Los Angeles Cultural Historic Monument and/or a building that is listed in, determined to be in, or that appears to be eligible for the National Register of Historic Places.

Figure 5-1
Little Country Church of Hollywood
The Little Country Church of Hollywood on Argyle Avenue is City of Los Angeles Historic Cultural Monument #567.
5.3 Plan Exemptions
This Plan shall not apply to any project where an entitlement has been granted by either the City of Los Angeles or the Community Redevelopment Agency of the City of Los Angeles (CRA/LA) prior to the date this Plan is adopted by the CRA/LA Board of Commissioners.

5.4 Plan Approval Process

5.4.1 Before Beginning the Design of a Project
Before beginning the design of a project in the Hollywood Boulevard District or the Franklin Avenue Design District, this Plan should be reviewed as well as City of Los Angeles Community Plan, zoning, and building code criteria. Applicants should compile their understanding of the design standards and guidelines framework of this Plan, as well as any other project entitlement questions, and review them with City staff, including but not limited to CRA/LA staff, City of Los Angeles Department of Planning staff, and staff of other departments of the City of Los Angeles.

5.4.2 City Review at Schematic Design
When completing an initial project design, applicants should complete the design standards checklist available from CRA/LA. Applicants should also review the project design and a completed checklist with appropriate City staff upon completion of the first, or schematic design, phase of a project. When an applicant submits a schematic design to City staff for informal review, City staff shall strive to complete review of the submitted package within ten working days and provide the applicant with a written summary of comments and recommendations.

A. Suggested Schematic Design Materials
The following should be included in schematic design materials submitted to the City for review:

i. Site Plan. Show the project on the site and its surrounds; all adjoining parcels and structures on nearby parcels should be delineated and the gross site area and the lot coverage quantified.

ii. Preliminary Building Plans. Include all floors and quantify building areas subject to City of Los Angeles floor area ratio requirements.

iii. Preliminary Sections. Provide key building sections.

iv. Preliminary Elevations. Delineate all elevations and height(s).

v. Materials and Colors Board. Provide a materials and colors board and correlate material and color selections with preliminary elevations.
B. Required Digital and/or Physical Model Requirements

i. Applications for new construction and addition projects within historic districts within the Hollywood Boulevard District or Franklin Avenue Design District shall include a rendering and/or a model illustrating the proposal in its context.

ii. Applications for addition projects greater than 1,000 square feet in size to architecturally and/or historically significant structures within the Hollywood Boulevard District or Franklin Avenue Design District shall include a rendering and/or a model illustrating the proposal in its context.

iii. Applications for all projects greater than 20,000 square feet in size and/or 20 dwelling units within the Hollywood Boulevard District and Franklin Avenue Design District shall include a rendering and/or a model illustrating the proposal in its context.

5.4.3 CRA/LA Clearance of Permit Drawings
In general, every project within the Hollywood Redevelopment Project area requires sign-off/approval by CRA/LA. As a condition of this clearance requirement, CRA/LA and/or designated City staff shall determine that a project is in compliance with this Hollywood Boulevard District and Franklin Avenue Design District Urban Design Standards and Guidelines. To demonstrate compliance with this Plan, applicants shall provide schematic design materials as noted in this Plan and the design standards checklist, available from CRA/LA, to demonstrate during the project approval process compliance with the standards and guidelines of this Plan, and/or demonstration that deviation(s) from the checklist results in a project that is superior to and achieves all of the goals and objectives of this Plan.

5.5 Consistency with Zoning and Community Plans
A project granted an exception and/or variance from the standards and guidelines of this Plan will still be subject to City of Los Angeles zoning and Community Plan adherence and approvals. If a party is considering an exception to this Plan, City Planning requirements, as well as the requirements of other City departments and agencies should be reviewed and confirmed with appropriate City of Los Angeles staff.

5.6 Amendments to the Standards and Guidelines of this Plan
The Hollywood Boulevard District and Franklin Avenue Design District Urban Design Standards and Guidelines may be amended as necessary by the CRA/LA Agency Board and the DCP Planning Commission.
5.7 Glossary

Bay, Architectural. Any number of principal divisions of a wall, roof, or other part of a building marked off by vertically oriented or horizontally oriented supports or elements.

Build-to Line. A line parallel to a property line adjoining a right-of-way or sidewalk that a building façade and/or vertical plane of a structure aligns to.

Façade. A face and/or plane of a building typically incorporating windows, entries, and architectural treatments.

Lot Coverage. The area under the rooflines of a building or structure divided by the site area and expressed as a percentage.

Module, Architectural. A unit of measurement by which the proportions of a building or part of a building are regulated:

i. In classical architecture, either the diameter or half the diameter of a column at the base of its shaft, in either case divided into minutes.

ii. In modern architecture, any unit of measurement which facilitates prefabrication.

Modulation, Architectural. Adjustment and variation of proportion, scale, detail, and/or change in expression of architectural components, elements, and design to realize architectural variety and enhanced complexity of design expression; to modulate.

Portico. A roofed space, open or partly enclosed, forming the entrance and or the face of a building façade, often composed of columns supporting a roof and/or trellis element. A portico is called “prostyle” or “in antis” according to whether it projects from or recedes into a building respectively; in the latter case the columns are integral to the design of the building face.

Schematic Design. Drawings that establish and illustrate the concept of a proposed project and demonstrate the relationship of project components. Schematic design documents typically include a conceptual site plan and preliminary building plans, sections, and elevations, as well as selection of materials and colors. Schematic design may also include models, perspectives, and identification of building systems.

Storefront. A storefront is the front side of a store, commercial space, or room that faces a street, sidewalk, or pathway. Storefront also refers to the window and door systems that are used to separate the exterior from the interior of a building.

Street Wall. The vertical plane of a building that faces, typically adjoins, and is typically parallel to a street or public right-of-way at the back of a public sidewalk.

Wall Sign. Any sign attached to, painted on, or erected against the wall of a building or structure, with the exposed face of the sign in a plane approximately parallel to the plane of the wall.

Window Sign. Any sign that is attached to, affixed to, leaning against, or otherwise placed within six feet of a window or door in a manner so that the sign is visible from outside the building.

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3 Adopted from Fleming, Honour, and Pevsner.
4 Based on Merriam-Webster Online Dictionary definition.
5 Los Angeles Municipal Code Section 14.4.2
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Checklist of Standards

A short-form checklist of standards is provided to assist applicants gain an overview and meet key requirements of the Hollywood Boulevard District and Franklin Avenue Design District Urban Design Standards and Guidelines.

This checklist of standards is available from CRA/LA.