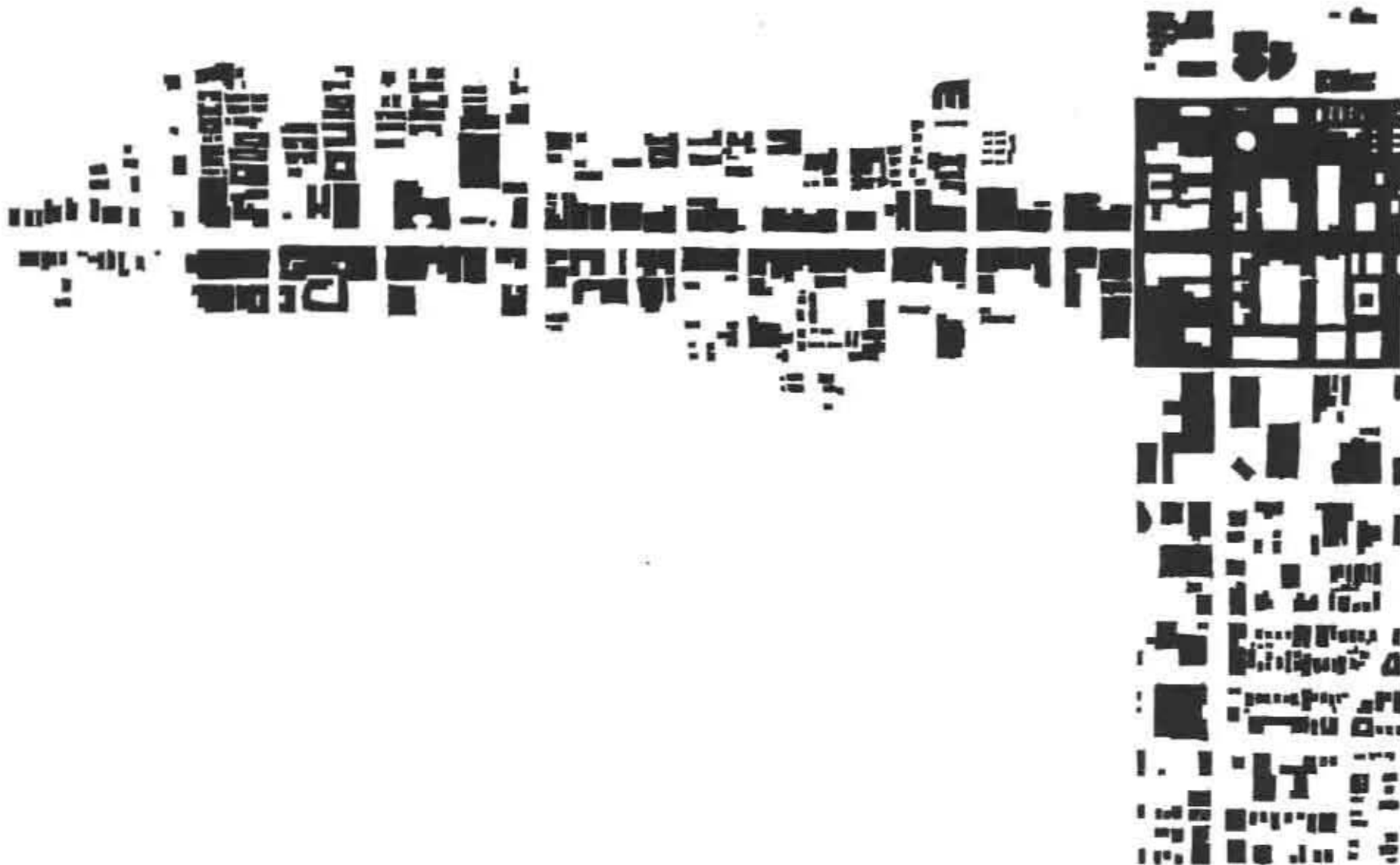


Los Angeles County Transportation Commission

Hollywood/Vine

Metro Rail Station Master Plan Assessment Study

Final Report



URBAN INNOVATIONS GROUP
Levin & Associates
Gensler & Associates / Architects
Kaku Associates
Halcyon Real Estate Advisors

January 12, 1993

Vision Statement and Objectives

The Hollywood/Vine Metro Rail Station Joint Development Master Plan Assessment (MPA) builds on the redevelopment planning framework created for the area by the Los Angeles County Transportation Commission (LACTC) and the Community Redevelopment Agency's (CRA). The MPA clarifies the vision for the Hollywood/Vine Live Entertainment District, proposes a number of specific implementation recommendations related to the Metro Rail Station development, and defines a long-term urban design approach that enables flexibility in response to changing development opportunities and bus transit operational requirements. (Figures 1-3, 2-5)

The point of departure for the planning process was a base proposal developed by the LACTC prior to joint development and this MPA. Planning elements include the Metro Rail station box and mezzanine; the site design for the portal and its related public space; and the site planning of a bus terminal for up to 16 bus lines and a proposed Hollywood Bowl connector shuttle and kiss n' ride facility. (Figure 1-4)

From the early days of national radio broadcasts that announced, "Brought to you from Hollywood and Vine," the Hollywood/Vine District has had an alluring reputation "because it sounded glamorous—especially to the millions of radio listeners who had never actually seen it." The MPA supports and expands on the CRA's revitalization vision to create a Live Entertainment District centered at the Hollywood and Vine intersection.

The Hollywood/Vine Live Entertainment District, generated by an entertainment-industry based economic development strategy, is envisioned as a live/work community. Through transit, joint development, and redevelopment opportunities, this community should provide theaters and other live entertainment venues, housing for people in the industry, office and post-production space, a technical (performing arts magnet) high school, a day care center, and support services such as retail, parking, and community services (Figure 4-1). The District Center—the area immediately surrounding the Hollywood and Vine intersection—is the physical and symbolic center of the Live Entertainment District. MPA objectives for the District Center include the following:

- Development of the portal design, its connection to the intersection, and the public pedestrian space to strengthen the image, identity, and presence of the portal plaza as a vital meeting place in the District.
- Provision of public benefit uses—such as a technical high school and affordable housing—in joint development with public infrastructure—such as parking and transit facilities.
- Insuring that current decisions on portal and transit facility designs establish a framework of building sites and open spaces for future joint development.

Planning Approach

The planning approach proposes a Short-Term Plan with specific recommendations for the design of the portal and portal plaza, the bus facility (which

should accommodate 16 buses in the short term), and the kiss n' ride facility. The MPA also proposes a Long-Term Plan for adapting to the future relocation and downsizing of the bus facility to eight buses. The Long-Term Plan reserves land near the Hollywood and Vine intersection for future joint development by locating the bus facility to the east side of Argyle Avenue while maintaining a strong integration of the bus facility and portal.

This approach delineates a specific portal and portal plaza design which must undergo a construction-documents phase to meet the 1998 station-opening date. However, the bus facility is not under this time pressure and its design can evolve to adjust to changing operational requirements and property acquisition. As a result, a design strategy was developed during the MPA to create a portal and plaza design which could be fixed while establishing a flexible design for the bus facility which could be changed over time.

Interim Planning Recommendations

To implement the Short-Term Plan, the following interim steps should be taken between completion of this MPA and the Hollywood/Vine Metro Rail Station opening:

Portal Plaza

The LACTC should prepare a development plan and Request for Proposal to develop plaza-oriented retail to be completed concurrently with the station opening.

Bus Terminal

The LACTC should complete plans for a bus facility which straddles Argyle Avenue in an east-west orientation, a kiss n' ride facility immediately south of Hollywood Boulevard at Argyle, and Taft and Broadway building replacement parking which will be lost because of the transit improvements. To effect these plans LACTC should work with the City of Los Angeles Department of Transportation (LADOT) to redevelop Argyle south of Hollywood as a limited access transit street. An alternative to the surface replacement parking lots is an underground parking structure beneath the east side of the bus facility between Argyle and El Centro Avenue which would be developed through short- or long-term joint development.

Short-Term Plan Recommendations

Portal, Portal Plaza, and Joint Development

The base design portal was oriented parallel to Hollywood Boulevard facing the east side of the Taft building. The MPA recommends reorienting the portal perpendicular to Hollywood on axis with and facing the Pantages Theater (Figures 4-3, 4-4, 4-5). The portal is set back from the boulevard to create a major activity plaza with pavilions which contain cafes, newsstands, florists, and a half-price ticket booth for Live Entertainment District venues. Urban design concepts include making the portal a roofed pavilion to attract attention and give identity to the Metro Rail, providing space along the three closed sides of the portal for vending and push-cart

retail; and providing an opening for light and air to reach the mezzanine passageway below grade. Integrating the Taft building into the portal plaza design is important to the success of the public space. The building should include appropriate ground level retail uses such as art galleries, redevelopment of its L-shaped courtyard and incorporation of a pedestrian arcade that links the portal plaza to the intersection.

Bus and Kiss n' Ride Facilities

The original bus facility was placed in a north-south orientation immediately south of the portal (Figure 4-10). Drawbacks to this plan included a limited amount of area that hampered bus operations, a low quality of public space, and limited opportunities for joint development. Future shuttle bus services from the Hollywood Bowl require increased capacity not available in the proposed north-south configuration. In addition, LADOT's requirement that the west side of Argyle be widened to accommodate station-area traffic would effectively make the site too small to accommodate these functions.

The proposed east-west bus facility straddling Argyle takes access from Selma Avenue to maintain a vehicle-free zone for pedestrians to move with ease between the bus bays and the portal (Figure 4-8). Traffic analysis indicates that closing Argyle south of Hollywood will not significantly impact area traffic. The MPA proposes that the kiss n' ride be located immediately south of Hollywood east of the portal. Short-term kiss n' ride parking is planned on streets around the portal area.

Property Acquisition

To accommodate long-term recommendations, the MPA proposes the acquisition of additional land in three locations: 1) the parcel immediately east of the Taft building for use as part of the portal plaza; 2) the parcel south of the base proposal bus facility extending to Selma Avenue to provide replacement parking for the Taft and Broadway buildings; and 3) all mid-block parcels east of Argyle to El Centro to accommodate the bus facility with sufficient capacity for the 16 bus complex and a Hollywood Bowl shuttle bus and to provide additional replacement parking.

Long-Term Plan Recommendations

Portal Plaza/Major Theater Development

In the long term, the portal plaza is envisioned as the entrance to a major theater occupying the center of the block between Argyle and Vine Street (Figures 4-14, 4-15, 4-16, 4-17). The plaza will continue to be a major activity center in the District.

Bus Facility and Technical High School Joint Development

The downsized bus facility is planned east of Argyle which will remain closed from Hollywood to provide pedestrian access between busses and the portal. The air rights over the bus facility is recommended for a technical high school such as a performing arts magnet with the main entrance from Hollywood Boulevard to facilitate access for students arriving by Metro Rail. The school can share facilities with the

existing West Coast Ensemble Theater as well as a proposed theater south of the portal. The school can also serve day care needs in the local area.

Beneath the bus facility a subterranean parking structure is planned that will provide parking for the school and the Taft and Broadway buildings.

Kiss n' Ride Facility

The kiss n' ride facility is planned to be relocated to the northeast corner of Hollywood and Argyle as part of a proposed joint development that places a second portal within a mixed-use development linked to the adjacent Carlos Avenue neighborhood.

Vine Street Joint Development

The MPA emphasizes retaining existing uses on Vine Street and provides for a mid- to high-rise office development at the northeast corner of Vine and Selma. With orientation to Vine, this building could accommodate ground floor mixed-uses including a possible theater. Other Vine Street uses between Selma and the Taft building are planned for retail and restaurants.

Live/Work Community Joint Development

In order to achieve the goal of a live/work community and as part of joint development, a mixed-use community with housing above office and post-production space is proposed on El Centro between Hollywood and Selma.

Conclusion

This MPA sets forth a vision and an action/implementation plan for the Hollywood/Vine Live Entertainment District through a series of interim, short-term, and long-term recommendations. Specific interim and short-term recommendations for the design of the portal, portal plaza, and joint development are provided to address upcoming construction deadlines for the station opening in 1998. A revised design for bus and kiss n' ride facilities resolves outstanding problems with the existing proposal, protects future joint development opportunities near the Hollywood and Vine intersection, and provides flexibility to meet changing operational requirements between the completion of this MPA and the start of construction.

Long-term recommendations include a downsized bus facility and locations for joint development uses which might be undertaken when the market strengthens to support the Live Entertainment District including theaters, an office tower, a performing arts magnet school, housing and industry-related live/work space, parking garages, and support services such as retail, restaurants, and community services.

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Core Team Members***Los Angeles County Transportation Commission***

Mike Francis
 James Armis
 John Given
 Ellen Galbard
 Maureen Tamun
 Jessica Cusick

Community Redevelopment Association

Ed Huang
 Kim Pfozer

Southern California Rapid Transit District

John Bilco
 Martha Butler
 Paul Minuci
 Scott Page

Rail Construction Corporation

Kathryn Lim

Consultant Team Members***Urban Innovations Group***

Rex Lotery, *FAIA, President*
 Richard Weinstein, *Dean, UCLA Graduate School of Architecture and Urban Planning*
 Marc Futterman, *Director of Urban Design and Planning*
 Mayee Salgado, *Project Designer*

Levin and Associates, Architects

Brenda Levin, *Principal*
 Robert Knight

Gensler and Associates/Architects

Tom Ito, *Senior Vice President*
 Marty Borko, *Director of Planning*
 Ali Badl

Keku Associates

Dick Kaku, *President*
 Pat Gibson
 Wasley Tanjiti

Halcyon Real Estate Advisors/Ernst & Young

Edward C. Lubieniecki, *Senior Manager*

CHAPTER 1.0 INTRODUCTION

"From the early days of national radio broadcasts that announced, 'Brought to you from Hollywood and Vine,' the Hollywood/Vine District has had an alluring reputation because it sounded glamorous—especially to the millions of radio listeners who had never actually seen it."



1.1 Scope of Work

The Hollywood/Vine Metro Rail Station Joint Development Master Plan Assessment (MPA) was an interactive, iterative planning process undertaken by the consulting team in close coordination with the client and with direct community input. The plan was undertaken to achieve the following objectives:

- Develop a vision for the Hollywood/Vine District and the Hollywood/Vine District Center (Figures 1-1 and 1-2)
- Review, analyze, and evaluate existing conditions and proposals by the Los Angeles County Transportation Commission (LACTC), other government agencies such as the Community Redevelopment Association (CRA) and the Los Angeles Department of Transportation (LADOT), and private sector organizations
- Identify opportunities and constraints for District-wide and District-Center land uses, with particular emphasis on joint development opportunities
- Develop alternatives for District Center portal and public space design, bus and kiss n' ride facilities locations and conceptual layout, and joint development and phasing
- Prepare a recommended plan which not only provides for short-term decisions on critical issues such as the design of the portal and surrounding public space but also provides for long-term flexibility in accommodating fluctuating market conditions and transit system operational requirements

1.2 Assumptions

The Hollywood/Vine MPA is based on the following eight categories of assumptions (Figure 1-3):

1.2.1 Existing Plan

The existing LACTC plan for the Hollywood/Vine Metro Rail Station and transit facility is the basis for initiating the MPA (Figure 1-4). As described below, several components of this plan—including the location of the station box and mezzanine—are fixed; but other elements—such as the portal, bus facility, and kiss n' ride facility—are subject to review and alteration.

Upon commencing the MPA, the LACTC had completed approximately 85% of the construction documents for the station design, including the portal location and configuration. The existing plan also included designs for a 16-space bus terminal and a kiss n' ride drop-off/pick-up facility with approximately 20 parking spaces. The LACTC plan assumed a land acquisition strategy to accommodate these functions prior to considering any joint development opportunities.

The proposed plan offset the station box east of the Hollywood and Vine intersection with the mezzanine centered on Argyle Avenue. The portal is located on the south side of and is parallel to Hollywood Boulevard at the Hollywood/Argyle intersection. The bus facility is located immediately south of the portal with pedestrian circulation ringing the facility and bus access entering from Argyle near Selma Avenue. The kiss n' ride facility is nestled into the bus terminal area and has one driveway with access from Argyle.

In response to a request by the LACTC Board that the portal relate better to the Hollywood and Vine intersection, the LACTC staff undertook a redesign of the portal as Option A, which moved the portal approximately 70 feet to the west and maintained the same orientation and configuration as the original proposal (Figure 1-5). Option A required acquisition of an additional land parcel adjacent to the east side of the Taft building.

1.2.2 Live Entertainment District

Through the Hollywood Boulevard District Design Plan (HBDDP), the CRA designates the Hollywood/Vine area as a Live Entertainment District. This vision is valid and should be enhanced by the creation of an entertainment industry-based community, a detailed description of which is outlined in Chapter 2.0, "Vision Statement."

1.2.3 Station Box

The station box, designed to be offset east of the Hollywood and Vine intersection, and the mezzanine, centered at Argyle Avenue, are both fixed and cannot be relocated. The mezzanine is designed with knock-out panels to the north and south in alignment with Argyle to facilitate the development of additional portals at a later date.

1.2.4 Metro Rail Portal

Because of cost restrictions and administrative requirements, only one portal can be constructed in the short term for the Hollywood/Vine Station. It is assumed this portal must have a direct access to the bus facility which will provide the majority of ridership. It is also assumed that the portal should have a strong relationship to the Hollywood and Vine intersection as well as to the surrounding context including such features as the Pantages Theater directly across Hollywood Boulevard.

1.2.5 Public Space

The quality, safety and convenience of public space surrounding the Metro Rail Station is critical to the success of the Live Entertainment District and will enhance the metro station's ability to attract ridership. The public space should provide a continuous link between the transit facility and the Metro Rail Portal. Public space can be created to make the portal and the transit facility a lively, exciting place to be. As a focal point for the area, the transit facility should offer users a better quality experience than the base plan could offer. The design of the bus facility, portal, and kiss'n ride LACTC base proposal represents a minimal condition and does not satisfactorily meet these criteria.

1.2.6 Bus Facility

While direct pedestrian access between the bus facility and the portal must be maintained without the interruption of street crossings, the location and quality of design of the bus facility is vital to the success of the Metro Rail station and surrounding area.

In the short term, prior to completion of the Red Line to the San Fernando Valley as part of MOS-3, the Hollywood/Vine Station will accommodate Valley commuters from four bus lines who will transfer to the Metro Red Line at Hollywood/Vine. In addition, the facility will serve four other local lines. Because of operational requirements, the bus facility must provide space for 16 buses in the short term. Within three years after opening of the Hollywood/Vine Station, when the Red Line is extended and Valley buses can drop commuters at the Universal Station, the Hollywood/Vine bus facility will need to accommodate at least eight buses.

In addition to accommodating of four bus lines serving and terminating at Vine Street, studies for a metro Hollywood Bowl Connector identify the Vine Street bus terminal, with its direct access to Argyle from the north, as the best candidate for a shuttle bus system. While the event/off peak nature of the Bowl Connector suggests that it can share existing capacity with the operating bus lines, further analysis will be required to determine whether the facility can be downsized from a 16 to 8 bus capacity.

1.2.7 Kiss n' Ride

While the bus facility should receive priority in its proximity to the portal, the kiss n' ride should be developed to facilitate an expanded concept of paratransit and demand responsive services such as taxis, van pools, jitneys, and DASH-type services. Parking should be limited in number to reduce the likelihood of people improperly using spaces for long-term parking. In place of these spaces, on-street, short-term parking should be made available.

1.3 Schedule and Meetings

1.2.8 Community Input

The LACTC, in conjunction with its consultants, Project for Public Spaces, will coordinate community input through workshops held during the MPA.

The MPA was programmed as a 90-day process and was extended to provide additional coordination between the consultants and agency staff to review the changes recommended by the study (Figure 1-6). The planning process included five Core Team Meetings, one interim and one final Ad Hoc Joint Development Committee Review Meeting, and a review meeting with the CRA. In addition, several working sessions were held between consultants and agency staff including RCC/EMC to review and discuss detailed proposals for the bus facility and portal design. Meetings were also held with the Southern California Rapid Transit District (SCRTD) to discuss bus routes and design issues.



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AERIAL PHOTO MAP

1-1



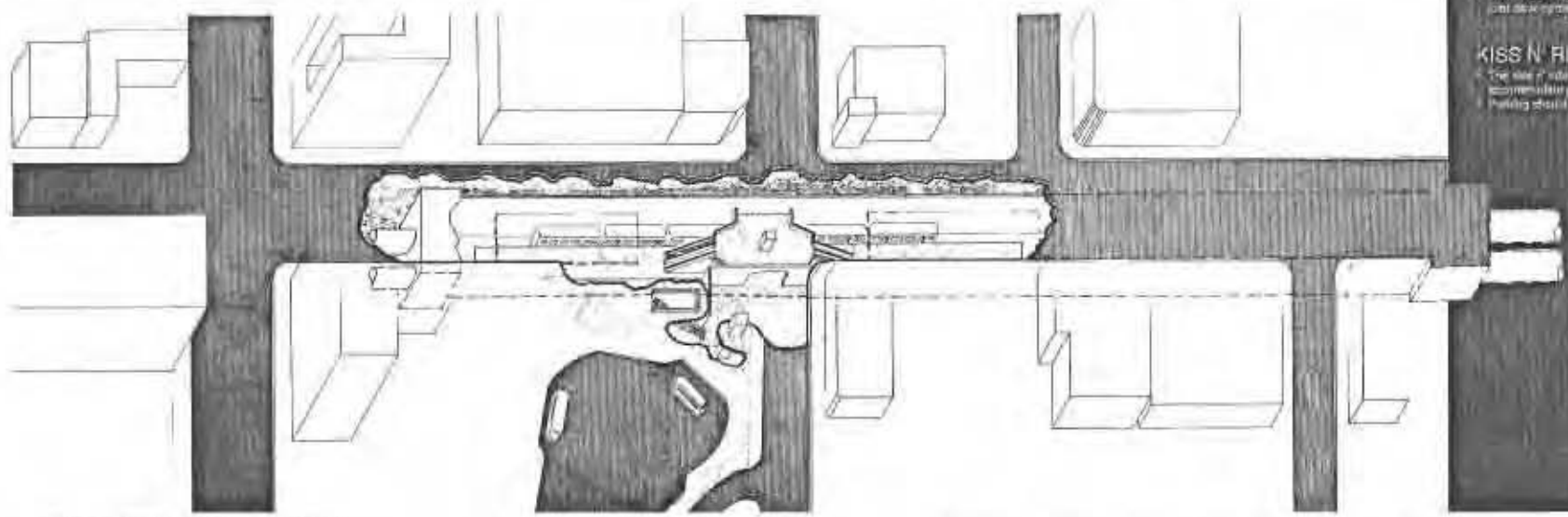
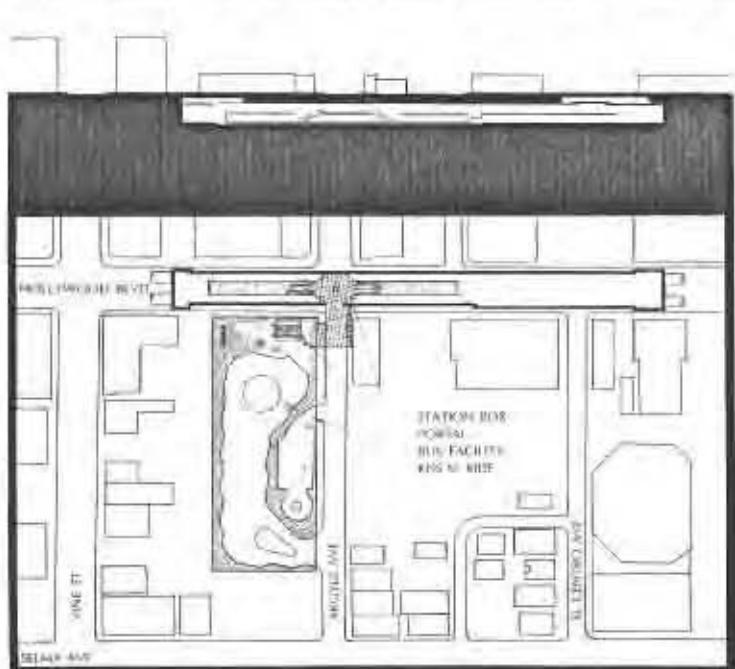
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OBLIQUE AERIAL PHOTO

1-2

HOLLYWOOD/VINE



ASSUMPTIONS

LIVE ENTERTAINMENT DISTRICT

The CEQA Plan for the LAA2 (Hollywood) District is a plan and should be approved by the applicant as an element of the applicant's proposed development.

STATION BOX

Station box will be designed to accommodate the proposed station and be constructed.

METRO RAIL PORTAL

- Only one portal is to be constructed in the short-term.
- Final portal design is the responsibility of the applicant.
- The portal structure should be designed to accommodate the proposed station and be constructed.

PUBLIC SPACE

- The quality of public space is critical to the success of the Live Entertainment District.
- Public space should provide a continuous link between the bus facility and the portal.
- Additional property acquisition may be required to meet the needs of pedestrians, including bus facility, pedestrian and bicycle paths, and public space.

BUS FACILITY

- The bus facility is planned to accommodate 10 buses in the short-term.
- The bus facility is planned to accommodate 20 buses in the long-term.
- The bus facility can be increased when full cost development is completed.

KISS N' RIDE

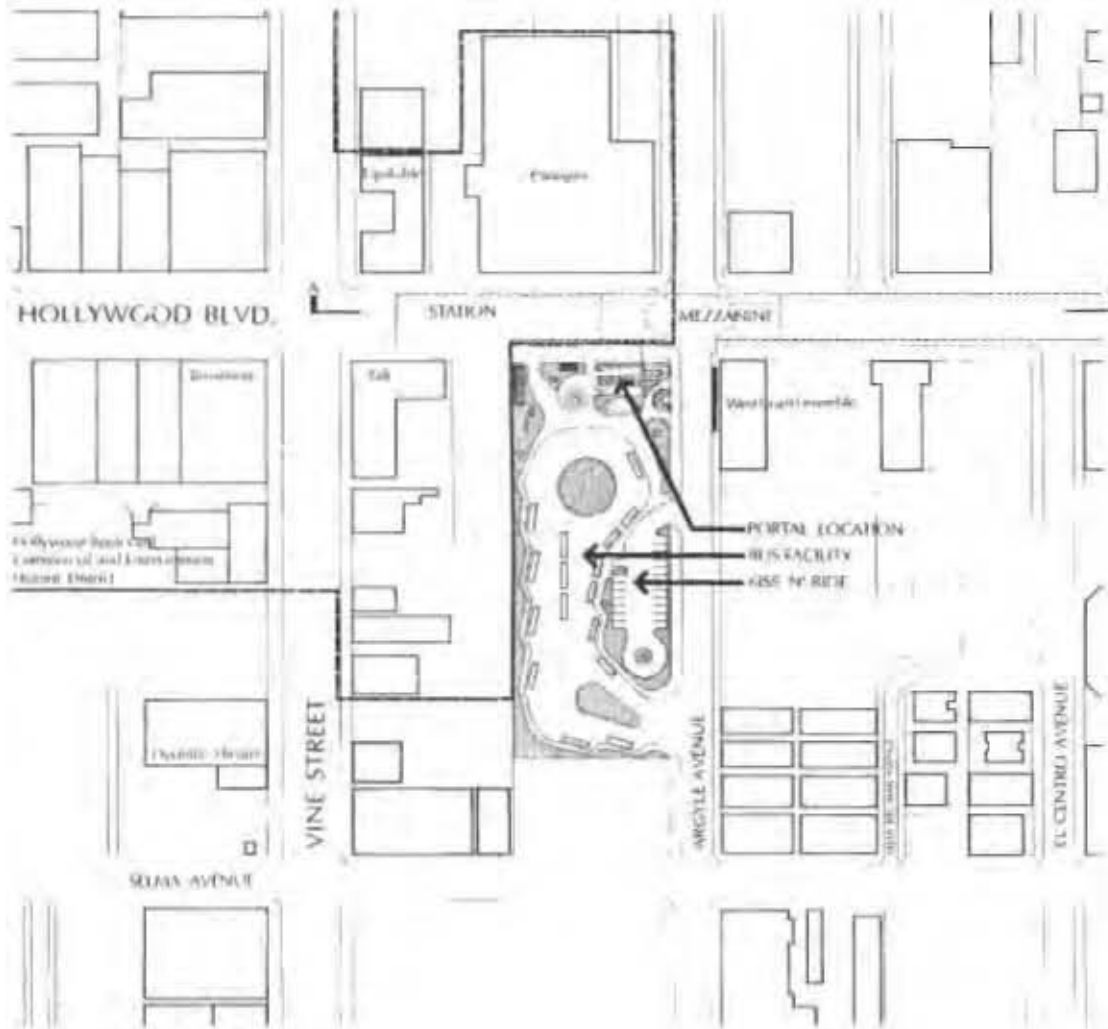
- The size of the facility is to be designed to accommodate 100 vehicles.
- Building should not be constructed.

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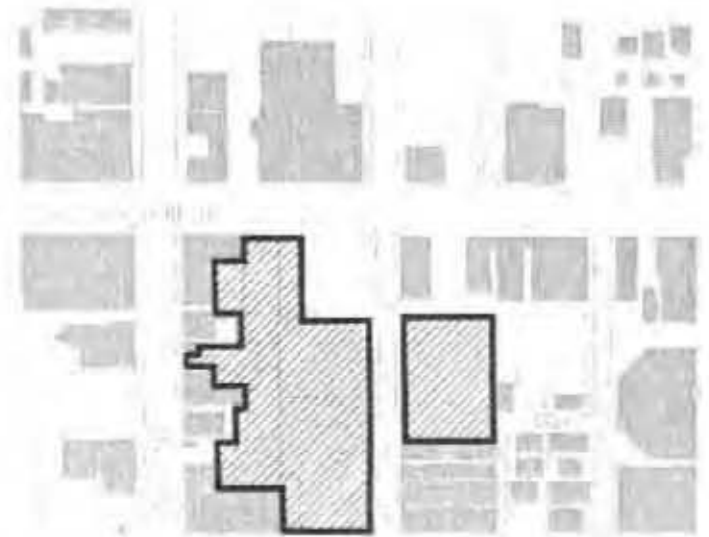
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East-West Section Through Station - A-A



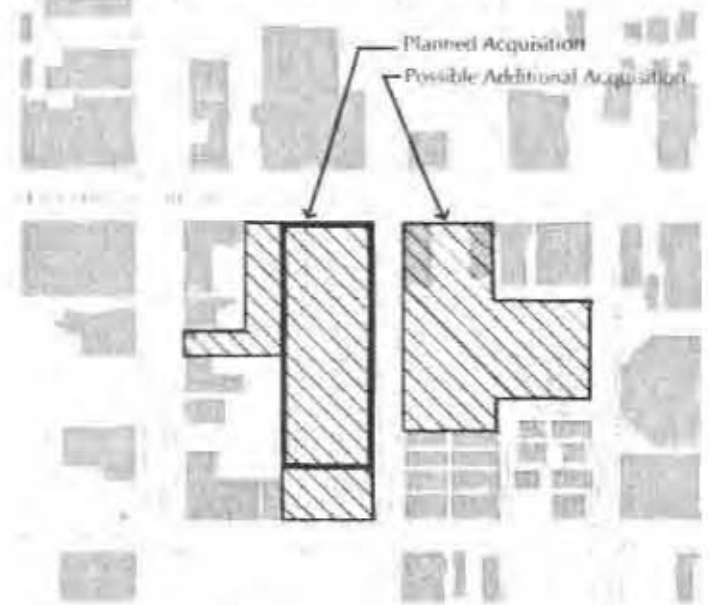
URBAN INNOVATIONS GROUP
 LEVIN & ROBINSON
 CONSULTING ARCHITECTS
 KATZ ASSOCIATES
 HOLLYWOOD/VINE STATION ARCHITECT

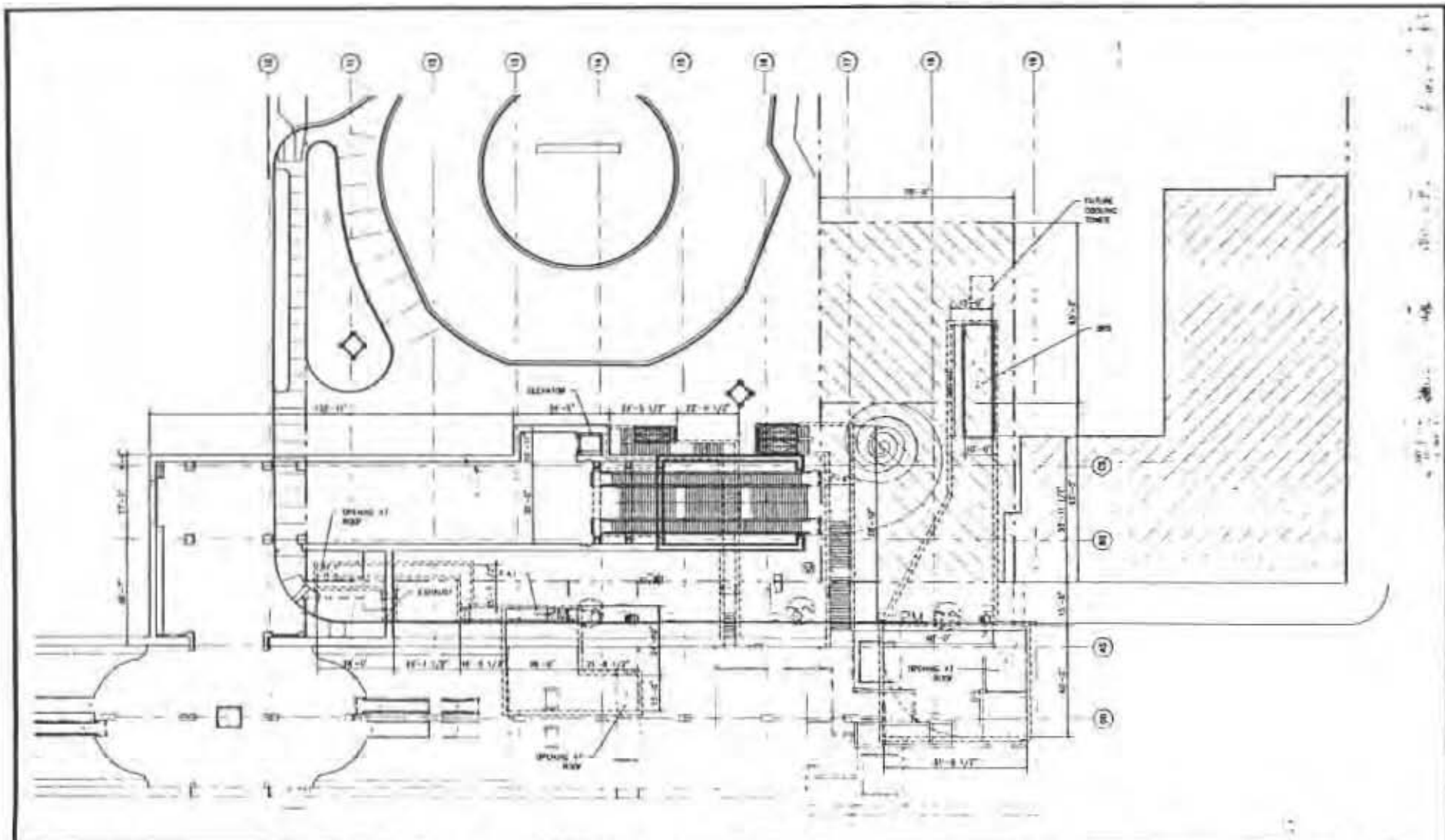


General Area of Existing L&A Boardway Building Parking



Potential Property Acquisition South of Hollywood Boulevard



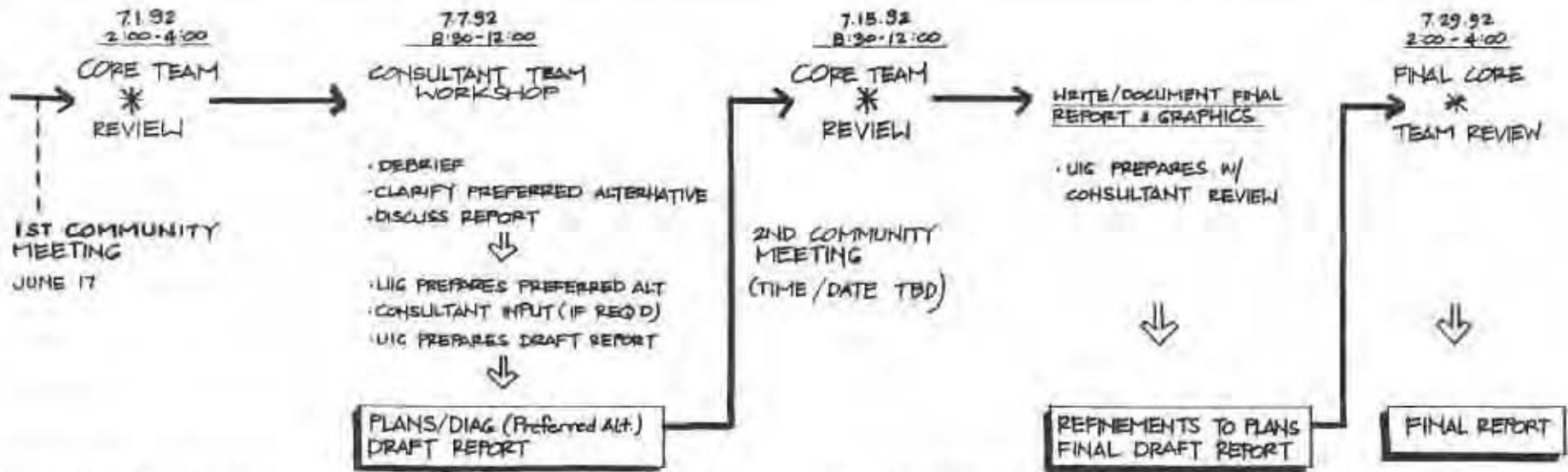
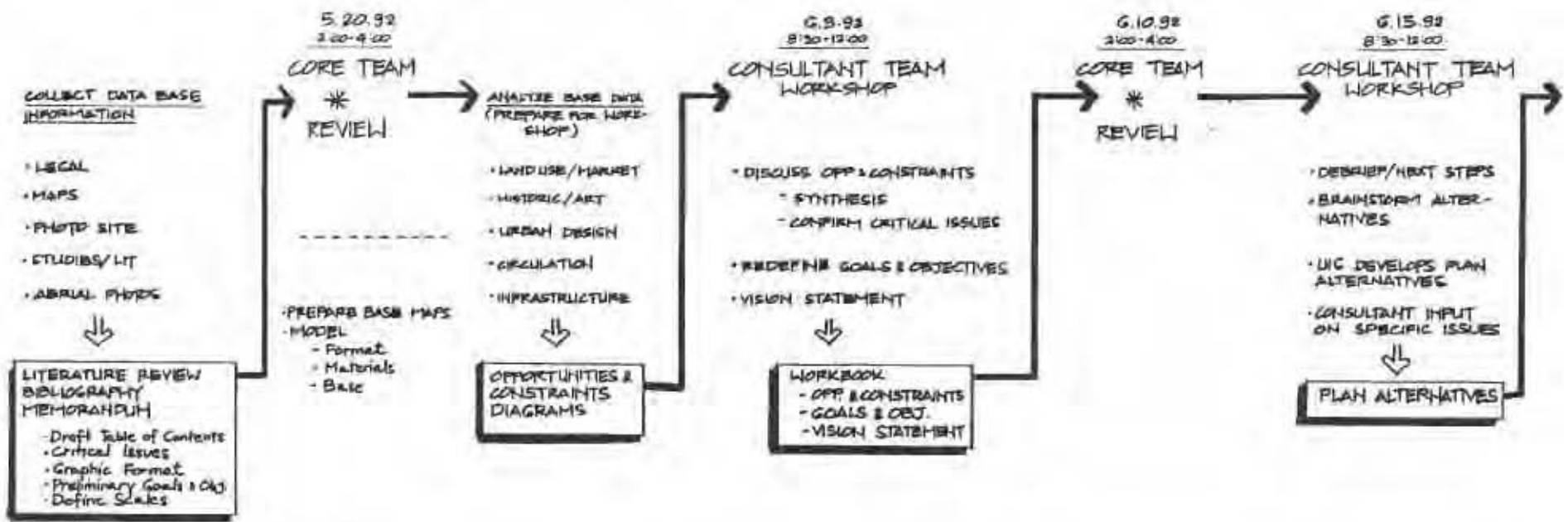


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PORTAL DESIGN
 OPTION A BY LACTC



"Through this process of community building, we envision the Hollywood/Vine Live Entertainment District as providing an essential economic and functional role in supporting the larger Southern California entertainment industry."



2.1 CRA/LACTC Planning Approach

Vision statements were developed for this study at a District-wide and a District Center scale. The Vision Statements are described in this chapter.

2.1.1 CRA Framework

The MPA was undertaken within the context of a number of established planning documents, especially those developed over a long period of time by the CRA (Figure 2-1). Key CRA planning documents include the Hollywood Redevelopment Plan, the Hollywood Boulevard District Design Plan (HBDDP), and the Metro Rail Framework Plan. In addition to these plans, a number of supporting documents have been supplied by the CRA and the LACTC and are described in the Bibliography.

This MPA respected and used these existing plans as a basis upon which to further develop the vision for the Hollywood/Vine area as well as to address specific impacts and opportunities posed by Metro Rail. Key CRA planning documents are briefly described as follows:

Hollywood Redevelopment Plan

This plan sets forth an overall vision for the redevelopment area by creating a regionally-scaled urban center composed of a broad-based community with Hollywood Boulevard as its center.

Hollywood Boulevard District Design Plan

This plan is a component of the Redevelopment Plan and envisions Hollywood Boulevard as a mixed-use urban core with a wide variety of activities. The Plan describes the Hollywood/Vine area as "Boulevard East," or the Live Entertainment District anchor. The Plan designates the Hollywood/Highland area as "Boulevard West," a cinema district. Between these two anchors, Hollywood Boulevard is designated as "Main Street" and provides a retail link and promenade. The Plan also describes the areas north and south of the Boulevard as mixed-use, higher density multi-family residential areas.

Framework Plan

This plan was developed by the CRA to clarify the direction for developing the Metro Rail Master Plan Assessment. The key features of this Plan are summarized in Section 2.4.6, "CRA Planning Strategy."

2.1.2 LACTC MPA Coordination

Through its Joint Development section, the LACTC commissioned this project concurrently with similar master plan assessments at the proposed Hollywood/Western and Hollywood/Highland Metro Rail Stations. The Hollywood/Vine and Hollywood/Highland studies ran simultaneously and consultant teams participated in a limited number of meetings with regard to community participation as well as to overall project goals and coordination.

2.2 District Wide Vision

2.2.1 District Scale Area Description

The District Area scale in the MPA is a highly urbanized and diverse area of approximately 240 acres (Figures 2-2, 2-3, and 2-4). The photo models made for Hollywood Boulevard and Vine Street reflect this diversity and give one the sense of moving down these boulevards with their changes in building scale and street-front variety. The District Area is defined on the north by Franklin Avenue and the Hollywood Freeway, on the south by Fountain and La Mirada Avenues, on the east by El Centro Avenue and Gower Street, and on the west by Cahuenga Boulevard and Hudson Avenue. The area includes a wide variety of land uses and features including:

- Historic and modern office buildings ranging in height from two to thirteen stories and leasing primarily to small entertainment industry-related businesses
- Live theater and entertainment uses including these Theaters: Pantages, Doolittle, Palace, Ivar, and Henry Fonda Theaters, the West Coast Ensemble, and others
- Specialized post-production facilities and broadcast studios such as CNN, CBS, and KFWB
- Two vital mixed single- and multi-family residential areas—the Carlos Avenue and Yucca Avenue neighborhoods

In addition, the District features a number of other uses including senior citizens' apartments and residential hotels, neighborhood and tourist retail, movie theaters (the existing Pacific Theater is proposed to be converted into

the Hollywood Entertainment Museum), banks, and public facilities including the Hollywood Post Office, Department of Motor Vehicles, and police and fire stations.

2.2.2 District Wide Vision Statement

The Vision Statement for the Hollywood/Vine District builds upon the work of the CRA and was confirmed by public agencies and private entities through the MPA (Figure 2-5). The vision statement is as follows:

Generated by an entertainment industry-based economic development strategy, the Hollywood and Vine Live Entertainment District is envisioned as an active live/work community. Through transit, joint development, and redevelopment opportunities, this community should provide:

- Venues for theater and other live entertainment
- Housing for entertainment-industry professionals
- Office and post-production space
- A performing arts magnet school
- Tourist sites and attractions related to the history of Hollywood and live entertainment
- Retail, parking, community provisions, and other support services.

2.2.3 Concept Description

A primary objective of the vision is to develop affordable housing and live/work space for those employed by the entertainment industry. The vision emphasizes the need to support people pursuing entry-level positions in the industry—those who, through working in

live entertainment venues and local post-production facilities, will establish their careers in the Hollywood and Vine area and continue on to work in the motion picture and television industries at-large. In the entertainment industry, the live theaters are the training grounds from which actors, technicians, managers, and others move on to careers in related fields such as movies and television. By providing housing, promoting additional live entertainment venues, and initiating other public investments in infrastructure—from the Metro Rail to a performing arts magnet school to neighborhood support and service uses—a self-supporting, economically-stable community can be created in the Hollywood/Vine Live Entertainment District.

Through this process of community building, we envision the Hollywood/Vine Live Entertainment District as providing an essential economic and functional role in supporting the larger Southern California entertainment industry. Through this approach, the MPA concludes that the public sector (LACTC, CRA, and other agencies) can nurture this vision by making public investments in infrastructure, such as the construction of the Metro Rail system by LACTC and the construction of District-serving parking structures by the CRA. These public-benefit projects will develop the physical and programmatic framework for establishing the envisioned community. They should be located and designed to permit airspace and ground lease development of the residential, commercial, and entertainment activities described in the vision statement.

2.3 District Center Vision

2.3.1 District Center Area Description

The District Center area, consisting of approximately 12 acres, includes and is centered southeast of the Hollywood and Vine intersection. The area includes both sides of Hollywood Boulevard east of the intersection to El Centro Avenue and both sides of Vine Street south of the intersection to Salma Avenue. Key features in this area include the three existing historic office towers at the intersection of Hollywood and Vine (the Taft, Equitable, and Old Broadway); the Pantages, Doolittle, and West Coast Ensemble Theaters; the Plaza and Hastings Hotels; and the dilapidated historic Brown Derby restaurant on Vine Street.

2.3.2 District Center Vision Statement

The District Center vision statement provides detailed goals and objectives for developing the District-Wide vision statement. The District Center is the heart of the Hollywood/Vine area and is strongly related to the proposed Metro Rail station through the following vision statement:

The Hollywood and Vine intersection is the symbolic center of the Live Entertainment District. The portal design, its physical and psychic connection to the intersection, and the related public pedestrian space should strengthen the presence and identity of the intersection. Similarly, the expanded vitality of the District will support the goal of increased transit ridership and mobility. It is fundamental that the transit plaza and bus facilities continue to evolve to meet the needs of the growing and diversified ridership base that the District vision is

designed to generate. The portal plaza and bus transit facility play an important role in enhancing and developing the following.

- The character of the Entertainment District
- Public transit ridership
- Urban design and public place making
- Live Entertainment District goals
- Land use decisions
- Safety and convenience for transit riders.

2.3.3 Objectives

Objectives for the District Center are intended to generate specific development approaches to implementing the Hollywood/Vine Vision. These objectives include:

- The provision of public uses (i.e. school, housing) in joint development with public infrastructure (i.e. parking, transit facility);
- The creation of a network of public space forming a station-area pedestrian precinct that reinforces the Live Entertainment District with the Hollywood and Vine intersection at its center;
- The integration of the urban design of public infrastructure at both the District and District Center scale by establishing specific guidelines on key elements while allowing other elements to evolve in relation to phased guidelines and development opportunities;
- Insuring that present decisions on portal and bus facility designs establish a framework of building sites and open spaces for future development opportunities.

2.4 Planning Basis

2.4.1 Existing Uses

As described in Figures 2-4 and 2-6, Existing Conditions and CRA Map of Existing Land Uses, the District-wide study area is composed of a variety of land uses which form one of the strongest urban centers in Southern California. Existing uses include:

- Financial institutions
- Broadcast studios
- Commercial retail, including neighborhood and tourist-oriented retail
- Historic and modern office buildings
- Live theater and entertainment
- Movie theaters (the existing Pacific Theater is proposed to be converted into the Hollywood Entertainment Museum)
- Multi-family residential, including hotels, apartments, and senior citizen housing
- Post-production facilities
- Public facilities
- Single-family houses

2.4.2 Urban Design Elements

The dimensions of the street grid are approximately 650 to 750 feet in the north/south direction and 350 to 400 feet in the east/west direction (Figure 2-7). Parcels are smaller near intersections and along the edges of major boulevards with larger parcels occurring on side streets and in mid-block areas. A figure-ground study indicates that major street corridors are built-up with open spaces, parking, and residences in interstitial areas. Approximate walking time is one and one-half minutes per block along the shorter east/west streets and two and one-half minutes per block along longer north/south streets. The

three-block walk on Hollywood from Vine to Gower is approximately five minutes. The walk on Vine from Hollywood to Sunset is also approximately five minutes.

An iconographic survey demonstrates that the perception of the District is a scatter-pattern of a variety of key features (Figure 2-8). Key broadcast, theater, and office functions are broadly distributed in an east/west direction along or adjacent to Hollywood and Sunset Boulevards. The topography rises gently to the north where the Hollywood Freeway creates an edge condition to the District. Vital residential neighborhoods and institutional facilities are interspersed throughout the area. Views to the District Center occur from the south-bound Hollywood Freeway and Vine Street to the north, from Hollywood Boulevard to the east, such as at Gower Street, and from Vine Street to the south at Sunset Boulevard. These three areas also form gateways to the District.

2.4.3 Historic Resources

The Hollywood/Vine District is rich in cultural and historic resources (Figures 2-9 and 2-10) including buildings, the Hollywood Walk of Fame, theaters and historic signage. The HBDDP sets forth a clear plan for protecting and enhancing area resources including designation procedures, rehabilitation standards, procedures and guidelines, conservation incentives, and conservation protection programs.

The Hollywood/Vine District is included within the national Hollywood Boulevard Commercial and Entertainment Historic

District which includes nationally registered buildings such as the Pantages Theater, the Equitable building, the Taft building, the old Brown Derby building, the Doolittle Theater, the former Broadway department store building, the Palace Theater, and the Plaza Hotel as well as others listed as part of the Historic District. Other noted historic resources include the West Coast Ensemble building, the Palladium, the Henry Ford Theater, the Cinerama Dome and the Star Search Theater, all of which are listed or eligible under a local landmark ordinance. The Capitol Records building, TAV studio, and KCBS are potentially eligible under specified conditions for listing on the National Register. Both the Carlos Avenue and Yucca Street neighborhoods are listed or eligible for listing under a local ordinance or locally designated district.

As part of its conservation incentives, the HBDDP defines a process for "transferring of floor area or density from sites which include significant buildings (donor sites) to receiver sites in designated receiver zones." While the donor sites are codeterminate with the Historic District, the receiver sites are primarily located in the greater Hollywood/Vine District, providing the area with enhanced opportunity for transformation in more generous market conditions. The HBDDP also provides for density bonuses of a 1.5:1 floor area ratio for public benefits such as the provision of the rehabilitation and preservation of on- or off-site historically and architecturally significant structures or financial contributions to the HBDDP's urban conservation objectives. The MPA supports and further reinforces the intentions of the HBDDP.

2.4.4 User Needs

A user needs assessment was undertaken by the consultants to identify the different groups of people who would be using the Metro Rail and public and private facilities. The assessment was also made to synthesize the various activities and requirements of the different user groups in order to create a viable community out of what would otherwise be a set of disparate and unrelated parts (Figure 2-11). Users identified were office workers (primarily in entertainment-related businesses), theater goers, tourists, local residents (seniors living around the intersection, people living in the Carlos Avenue and Yucca Avenue neighborhoods, and residents of the nearby hills), and the homeless. We also anticipate that a significant number of people—such as bus riders transferring to the Metro Rail—will be using only the transit system.

When correlated with the results of the community workshop, the results of the user needs assessment show a strong need for services which can provide for multiple constituencies. These services include neighborhood commercial facilities, food services, and various specialty stores.

2.4.5 Entertainment Related Uses

Many historic entertainment and entertainment-related venues and uses are located on Vine Street around the Hollywood and Vine intersection (Figures 2-12 and 2-13). These include the Doolittle Theater, the Palace Theater, the Hollywood Palladium, the Pacific Theater, the Cinerama Dome, The Pantages Theater (originally a Fox

Movie theater), the site of the De Mille Studio/Barn, the site of the Brown Derby restaurant, the site of Sarnos restaurant, the site of the Stanley Rose Bookstore, the Hollywood Athletic Club, Wallich's Music City, NBC, ABC (now Merv Griffin/TAV Broadcasting Center), CBS Television, and a large production complex (now Sports Club LA).

In addition to the historic locations listed above, recent entertainment-related facilities near the Hollywood and Vine intersection include Club Lingerie, Vine Street Bar and Grill, Catalina Bar and Grill, Cable News Network, and KFWB.

2.4.6 CRA Planning Strategy

The CRA Hollywood Boulevard District Design Plan and Framework Plan set forth a planning approach for the Hollywood/Vine District (Figures 2-14, 2-15, 2-16, and 2-17). Vine Street is seen as a spine for entertainment/office use with Hollywood Boulevard envisioned as a mixed-use commercial corridor of both retail and office space. Neighborhood conversion areas are retail and office space. The CRA planning strategy identified two neighborhood conservation areas—one around Carlos Avenue between Argyle and Gower, another north of Yucca Avenue centered on Ivar between Cahuenga and Vine (Figure 2-14). The planning strategy also identified five potential joint development sites as follows:

- Two areas labeled "1" in Figure 2-14, under the same ownership south of Hollywood and centered on Argyle.
- Two areas labeled "2" north of Hollywood centered on Vista del Mar under multiple private owners.

- One area labeled "3" north of Hollywood and east of Vine under multiple private owners
- One area labeled "4" at the northwest corner of Hollywood and Vine under multiple private owners
- One area labeled "5" south of Hollywood and west of Vine under multiple private owners

These five areas clearly constitute the important development opportunities in the District Center and indicate the large degree to which the District has potential for transformation. While all five areas have joint development potential, the LACTC will be more closely focused on land it can directly control related to provision of transit services and through arrangements it may undertake with other public agencies in the common interests of the District as a whole relating to the provision of transit.

Design Plan Standards

The CRA identified three urban design standards for Hollywood/Vine District: land use standards, density standards, and envelope standards. These integrated standards reinforce the identity of the Hollywood and Vine intersection as well as preserve the character of the overall neighborhood. The following is a brief summary of these standards:

Land Use Standards--Land use standards are defined for ground- and upper-floor uses and encourage mixed-use development throughout the District (Figure 2-18). Ground-floor uses along Hollywood and Vine permit amusement uses, retail, entertainment, and dining, and encourage theaters, night clubs,

studio facilities, and neighborhood retail. Restrictions on ground floor uses include office, service, residential, and adult entertainment. Permitted upper floor uses include residential (low and moderate income), entertainment offices and studios, live/work spaces, and other related functions. Density bonuses are provided for the provision of live entertainment uses, affordable housing, rehabilitation of historic buildings, and the provision of public open space. Other uses encouraged in the District include entertainment production studios and broadcast facilities.

Density Standards--Density standards are set forth for residential and commercial uses and are higher around the Hollywood and Vine intersection (Figure 2-19). Standard commercial densities around the intersection are a 3:1 floor area ratio with an additional 1.5:1 FAR density bonus possible under specific conditions. Standard FAR's away from the intersection are 2:1 with no density bonus. Residential densities are defined as high-medium and high-density with an allowable 60 units per acre and 80 units per acre, respectively. Residential density bonuses are possible with the provision of neighborhood retail uses, affordable housing, and other community benefits.

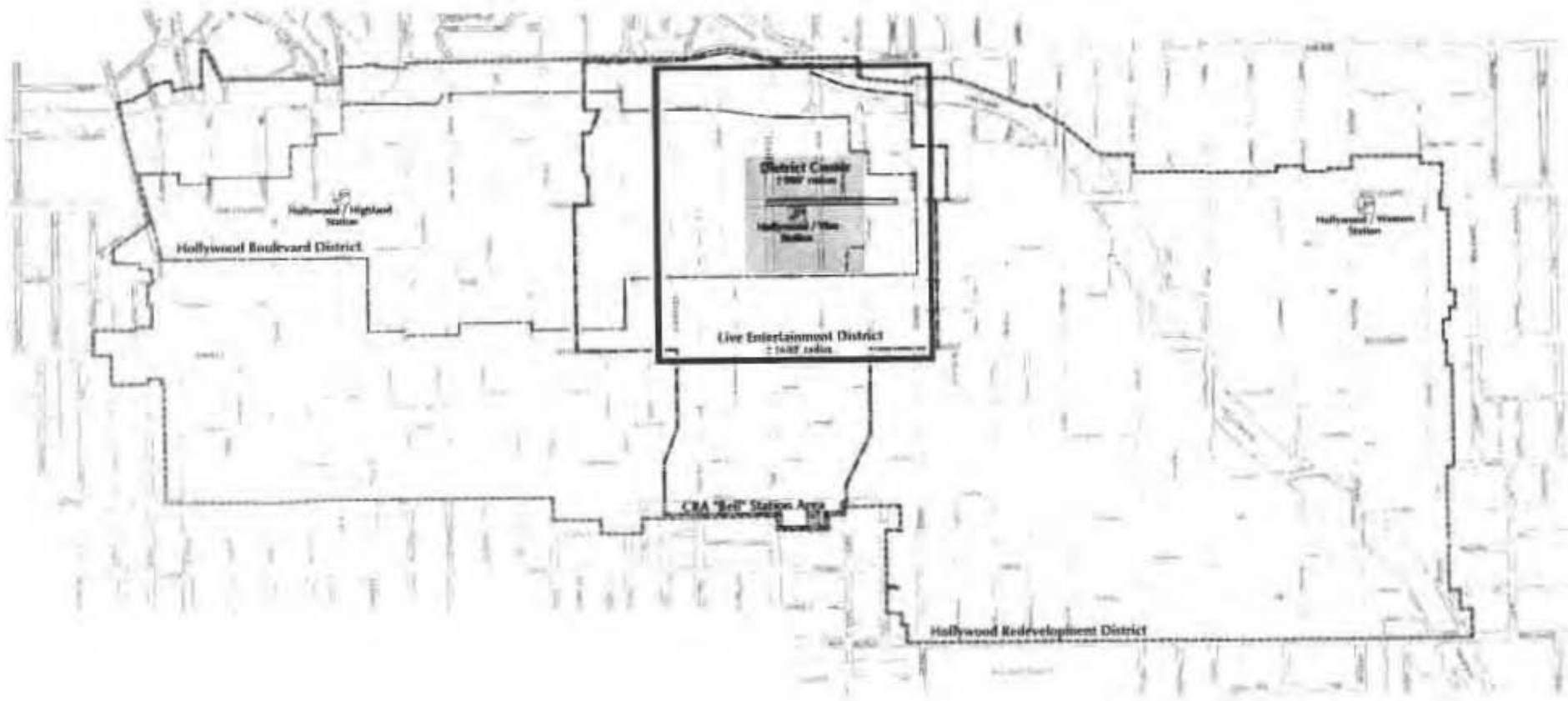
Envelope Standards--In order to control built form, envelope standards were established in the following categories: a 45-foot height limit with no restrictions for street-front development on Hollywood Boulevard; 30-foot height increase allowable 10 feet from the Hollywood Boulevard property line with setback, sideyard, and other restrictions; a 150-foot height limit without restrictions for

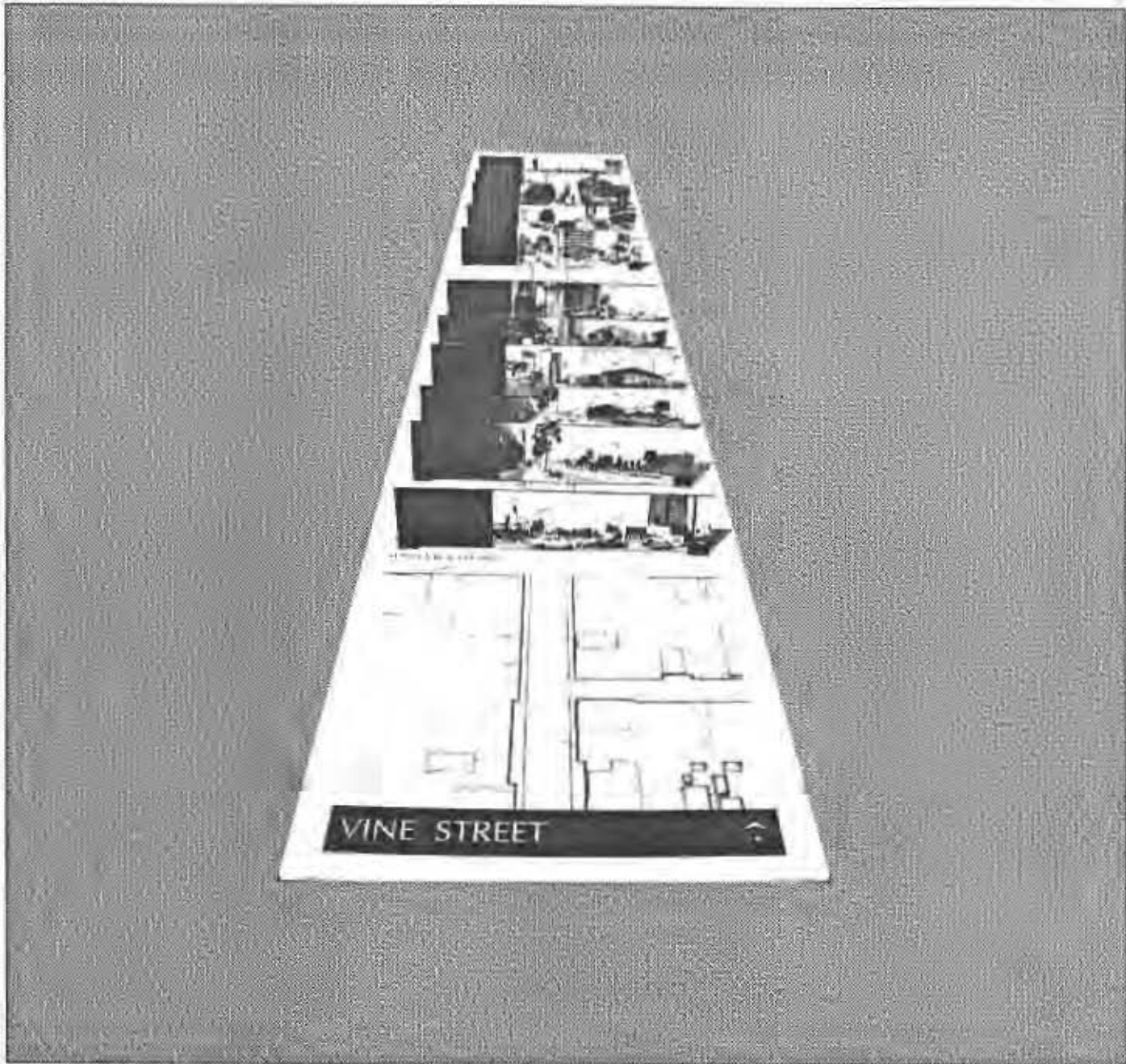
the four blocks directly adjacent to the Hollywood and Vine intersection; a 70-foot allowable increase above the 150-foot height envelope for a portion of these four blocks with restrictions on building length, separations, and setbacks (Figure 2-20). During the MPA, the CRA indicated that some of the height standards may be reconsidered to allow for modern office buildings with significantly larger floor plates and height requirements to attract and retain such uses in the District.

In order to understand the urban design implications of these standards and to test the opportunities and constraints they offered, the standards were modeled upon the existing built fabric in terms of a height envelope and a density envelope as follows:

Density Envelope--A density envelope diagram was prepared to correlate existing development with build-out potential. This diagram indicates a potential development of over 2.8 million square feet in the four blocks around the Hollywood and Vine intersection and over 4.5 million square feet with a 1.5:1 density bonus on the base 3:1. The commercial portion of the District for which such density standards were analyzed is approximately 5.7 million square feet (Figure 2-21). This large quantity of development potential indicates the relative adaptability of the area to development opportunities.

Height Envelope--A height envelope diagram was prepared to visualize how existing buildings are related to the proposed envelopes as well as to visualize the implications for potential future developments (Figure 2-22).

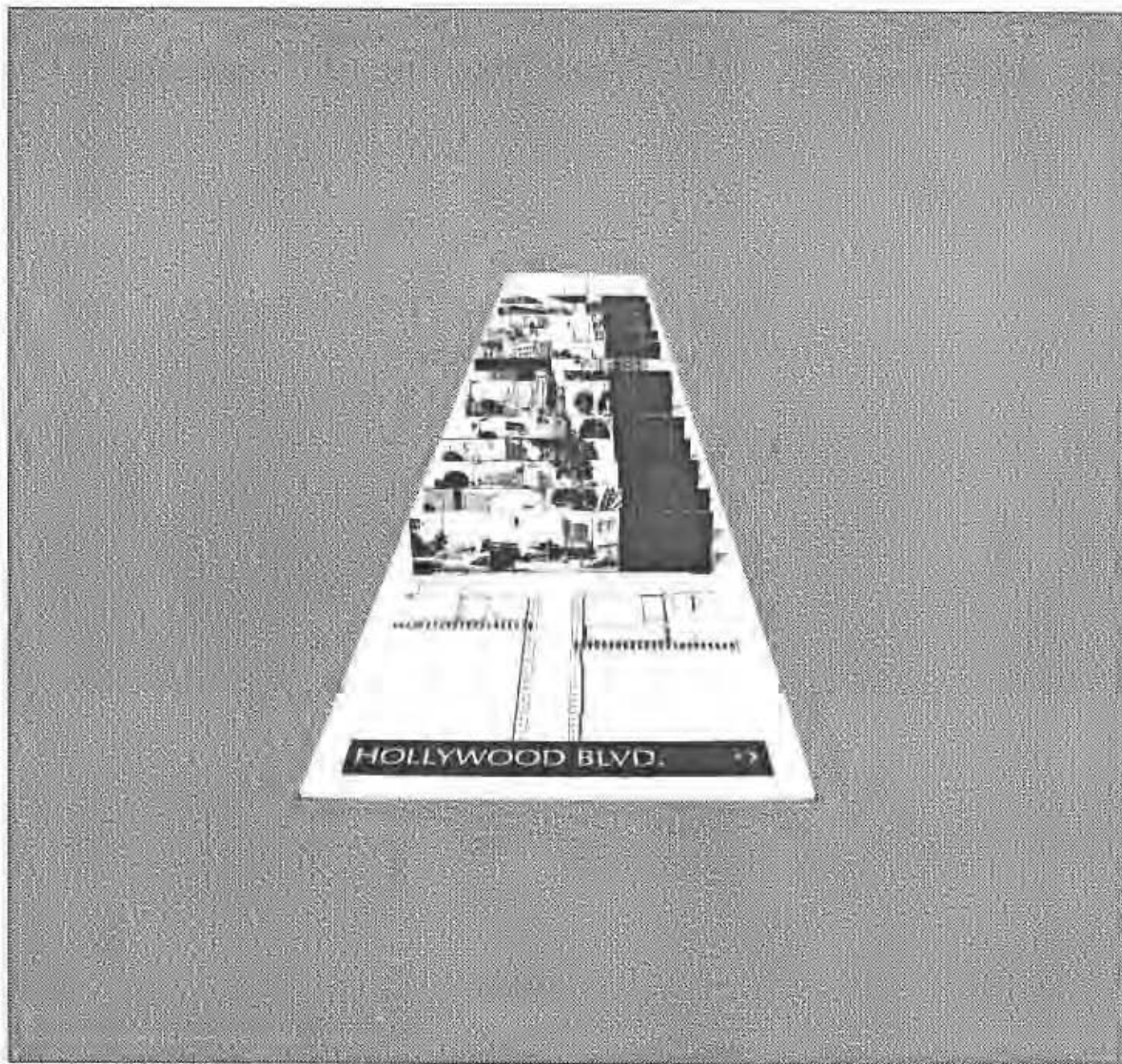




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PHOTO MODEL VINE STREET



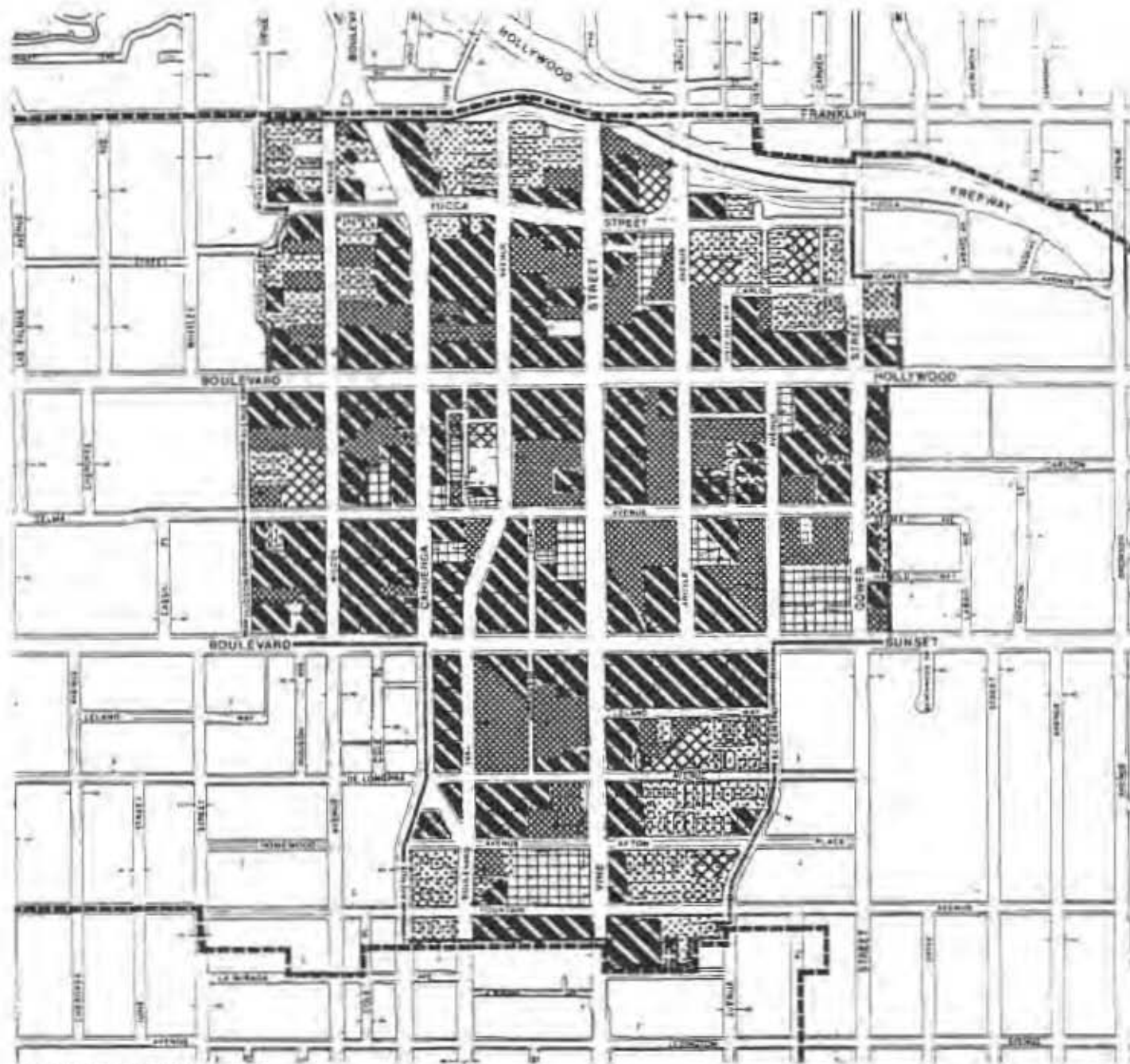
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PHOTO MODEL
 HOLLYWOOD BOULEVARD

LEGEND:

-  RESIDENTIAL
-  COMMERCIAL
-  INSTITUTIONAL
-  INDUSTRIAL
-  OPEN SPACE
-  PARKING LOT
-  VACANT

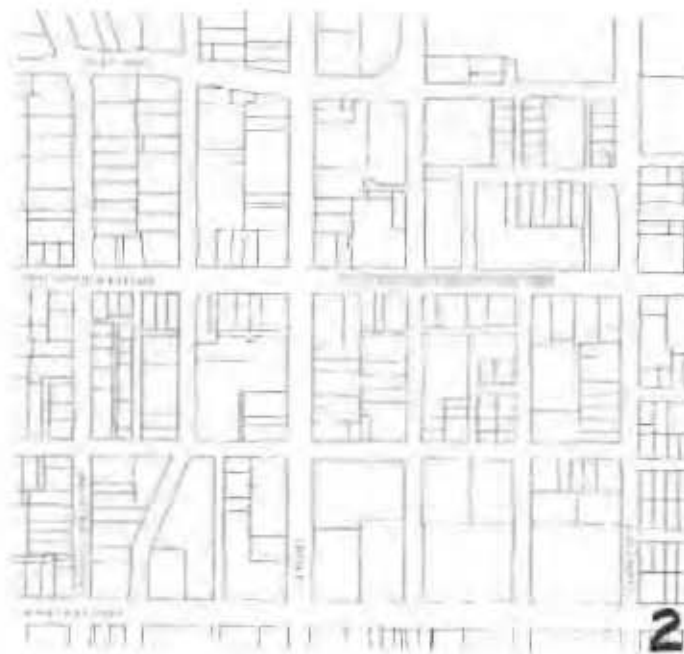


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CRA MAP OF
 EXISTING LAND USES



LEGEND

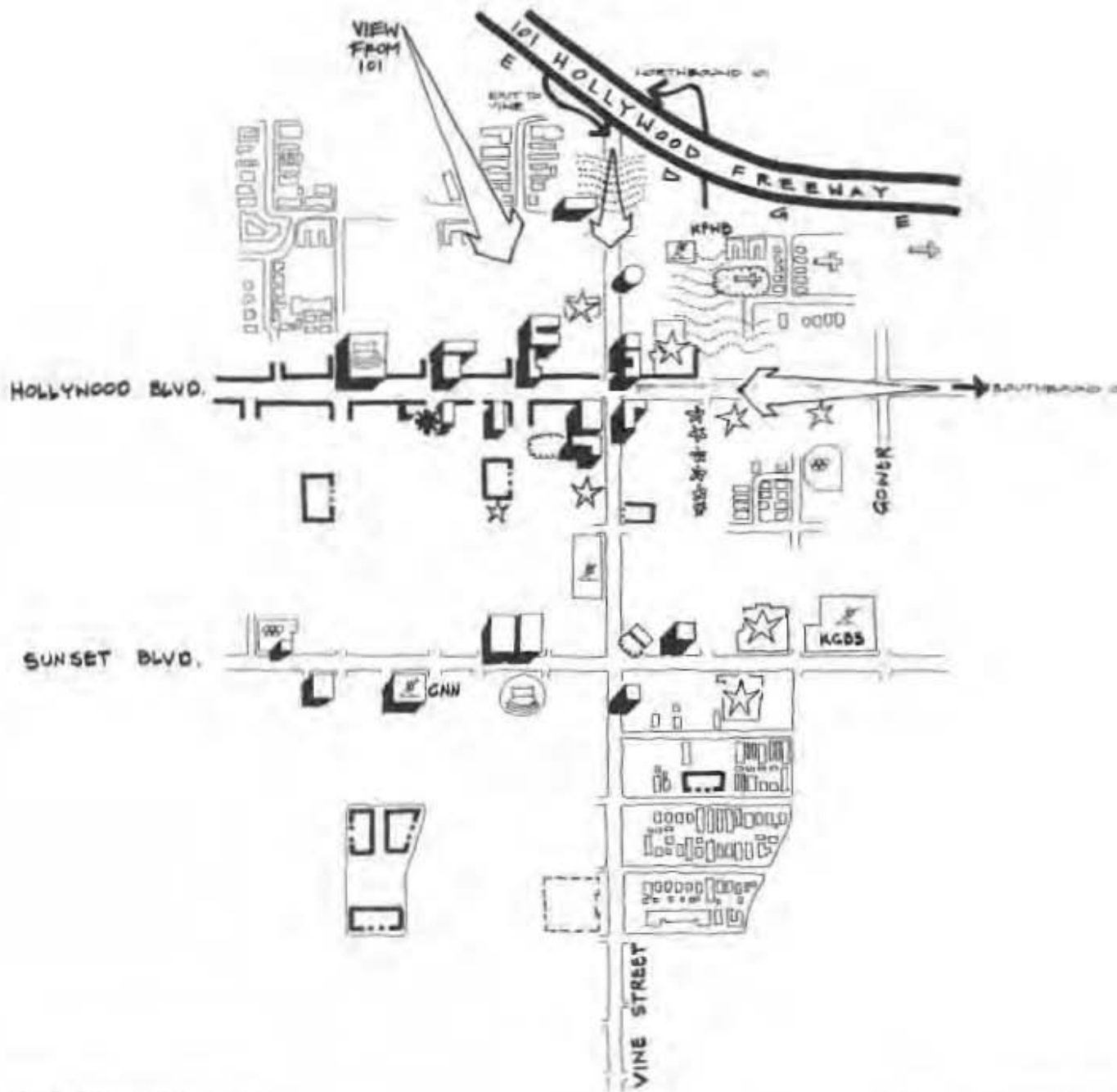
- 1 Streets
- 2 Blocks
- 3 Figure Ground
- 4 Walking Distances
- Scale



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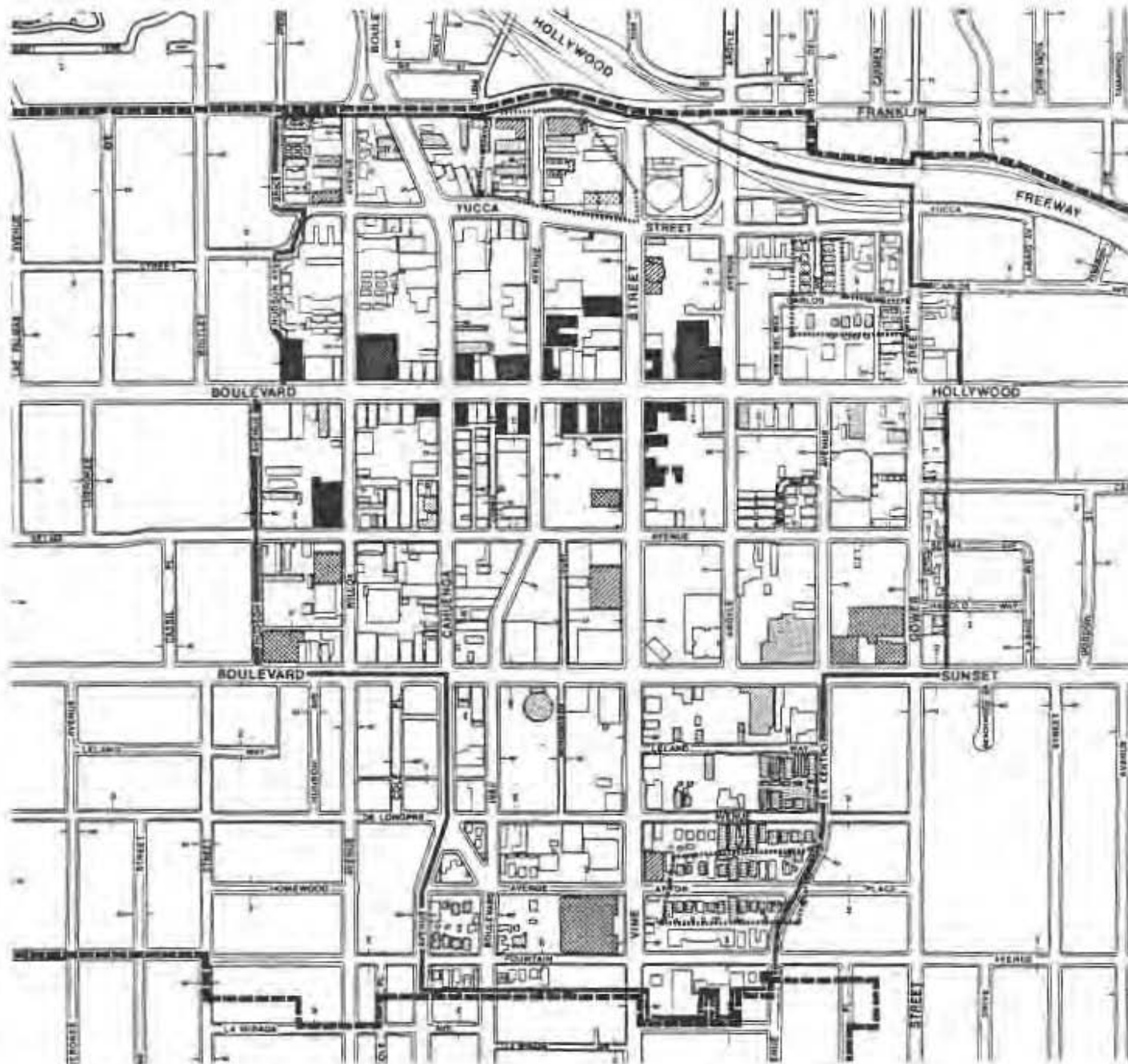


LEGEND

-  Freeway
-  Mid/High Rise Building
-  Live Entertainment/Stage
-  Cinema
-  Built Edge
-  StreetView/AVM
-  View to Area
-  Neighborhood
-  Significant Topography
-  International Line
-  Open Space
-  Church
-  Unused Screening Facility
-  Fireward
-  Sports Center
-  Hollywood Metro Rail Station



KEY FEATURES



LEGEND

- 1 ID
- ▨ 2 2D
- ▩ 3 3D
- ▧ 4 4D
- 5 5D

—— SIGNIFICANT NEIGHBORHOODS

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CRA MAP OF
 HISTORIC RESOURCES



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PANTAGES THEATER

2-10a



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DOOLITTLE THEATER

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WEST COAST
ENSEMBLE THEATER



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PALACE THEATER

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TAFT BUILDING

2-10e



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EQUITABLE BUILDING

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PLAZA HOTEL



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CAPITAL RECORDS TOWER 2-10h



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GUARANTY BUILDING

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SECURITY TRUST

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HOLLYWOOD
BROWN DERBY



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CARLOS AVENUE
NEIGHBORHOOD



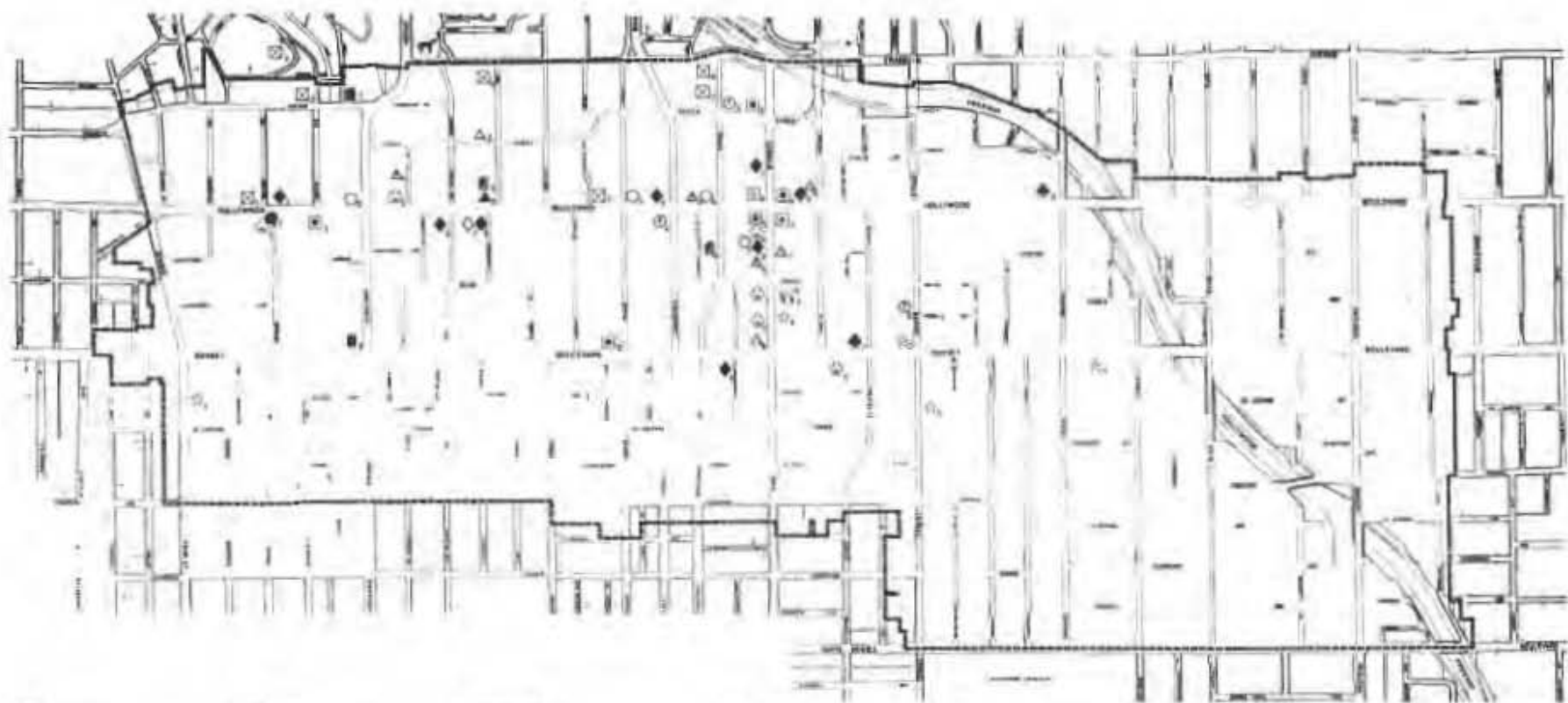
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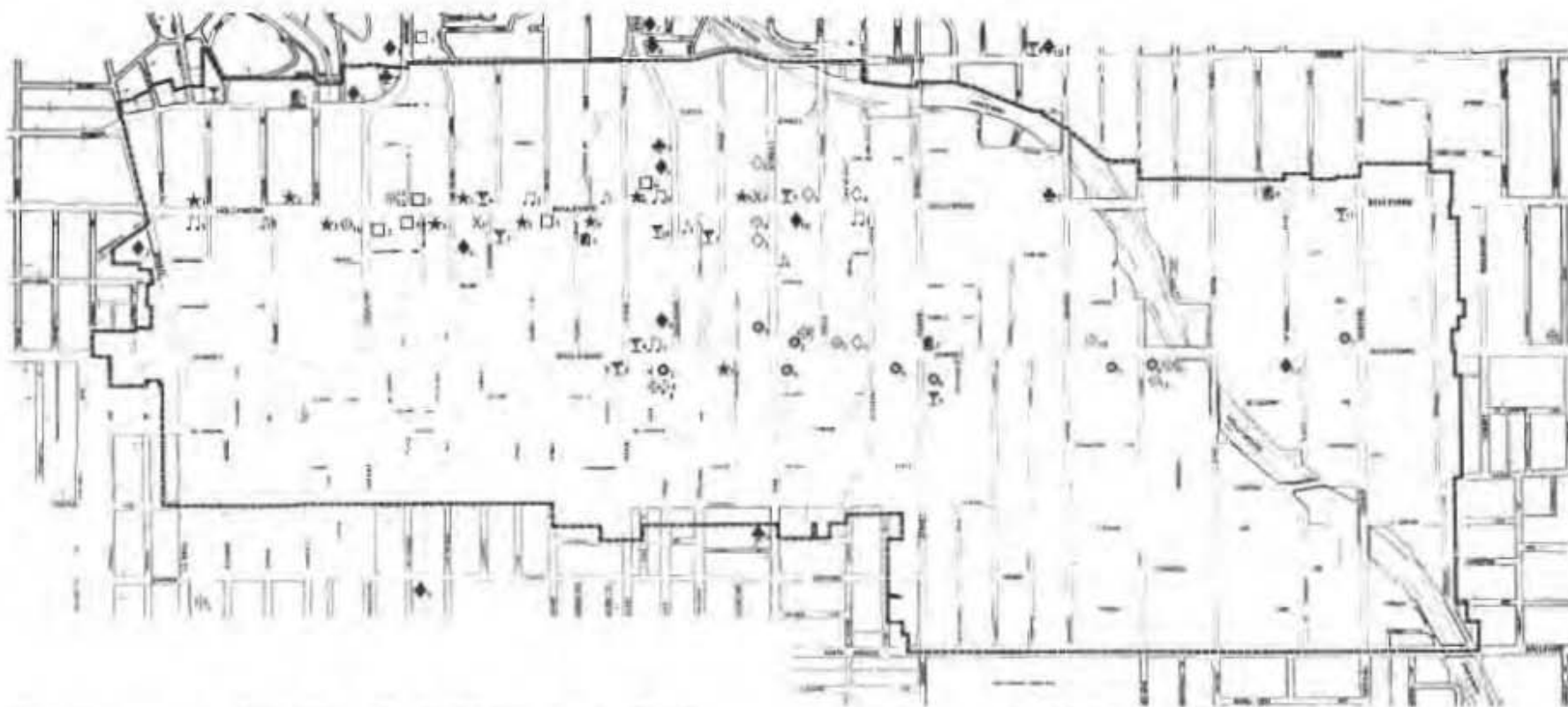
CARLOS AVENUE
NEIGHBORHOOD

USERS	NEEDS																																					
	RETAIL												FOOD				ENTERTAINMENT (LIVE)				METRO																	
	GENERAL MERCHANDISE						SPECIALTY STORES						RESTAURANTS		CATERING		BARS		THEATERS		MUSIC		ARTS															
THEATER GOERS							*	*	*	*	*	*							*	*	*	*	*	*	*	*												
BUS TRANSFERS	*																																					
OFFICE / WORK	*	*	*				*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
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HOTELS/HOTEL																																						

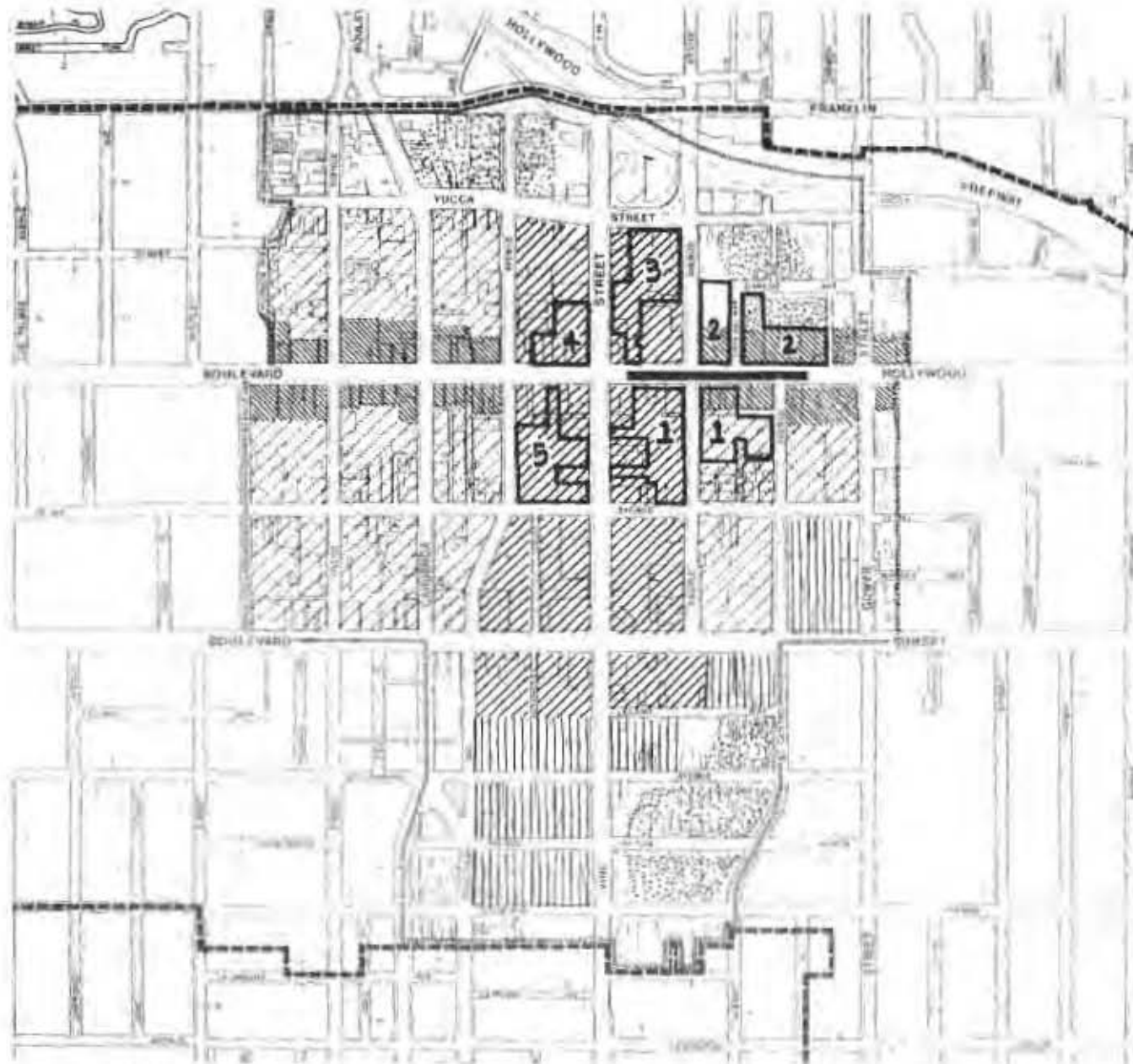
USERS	NEEDS																																	
	PARKING				OTHER DESTINATIONS				PUBLIC SERVICES				SCHOOLS & EDUCATION				LODGING				TOURIST SERVICES				BUS		OFFICE							
	STREET		TRANSIT		BUS		TRAM		BIKE		WALK		STROLLER		WHEELCHAIR		HOTEL		MOTEL		APARTMENT		CONDO		BUS		OFFICE							
THEATER GOERS					*	*																												
BUS TRANSFERS							*																											
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HOTELS/HOTEL									*	*																								




◆	◆	◆	●	▲	★	□	□
SINAGOGS	HIGHRISES	HOTELS	RESTAURANTS & BARS	THEATERS	BLDG.	BLDG.	HOUSES & APARTMENT BUILDINGS
1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9



★ Cinema	◇ Lightest Theater	◆ First-Run Theater	⊖ Radio Station	⊙ TV Station	◆ Dance Club	⊖ Bar	□ Museum
<ul style="list-style-type: none"> 5077 Hollywood Blvd 5078 Hollywood Blvd 5079 Hollywood Blvd 5080 Hollywood Blvd 5081 Hollywood Blvd 5082 Hollywood Blvd 5083 Hollywood Blvd 5084 Hollywood Blvd 5085 Hollywood Blvd 5086 Hollywood Blvd 5087 Hollywood Blvd 5088 Hollywood Blvd 5089 Hollywood Blvd 5090 Hollywood Blvd 5091 Hollywood Blvd 5092 Hollywood Blvd 5093 Hollywood Blvd 5094 Hollywood Blvd 5095 Hollywood Blvd 5096 Hollywood Blvd 5097 Hollywood Blvd 5098 Hollywood Blvd 5099 Hollywood Blvd 5100 Hollywood Blvd 	<ul style="list-style-type: none"> 10000 Hollywood Blvd 10001 Hollywood Blvd 10002 Hollywood Blvd 10003 Hollywood Blvd 10004 Hollywood Blvd 10005 Hollywood Blvd 10006 Hollywood Blvd 10007 Hollywood Blvd 10008 Hollywood Blvd 10009 Hollywood Blvd 10010 Hollywood Blvd 10011 Hollywood Blvd 10012 Hollywood Blvd 10013 Hollywood Blvd 10014 Hollywood Blvd 10015 Hollywood Blvd 10016 Hollywood Blvd 10017 Hollywood Blvd 10018 Hollywood Blvd 10019 Hollywood Blvd 10020 Hollywood Blvd 	<ul style="list-style-type: none"> 10021 Hollywood Blvd 10022 Hollywood Blvd 10023 Hollywood Blvd 10024 Hollywood Blvd 10025 Hollywood Blvd 10026 Hollywood Blvd 10027 Hollywood Blvd 10028 Hollywood Blvd 10029 Hollywood Blvd 10030 Hollywood Blvd 10031 Hollywood Blvd 10032 Hollywood Blvd 10033 Hollywood Blvd 10034 Hollywood Blvd 10035 Hollywood Blvd 10036 Hollywood Blvd 10037 Hollywood Blvd 10038 Hollywood Blvd 10039 Hollywood Blvd 10040 Hollywood Blvd 	<ul style="list-style-type: none"> 10041 Hollywood Blvd 10042 Hollywood Blvd 10043 Hollywood Blvd 10044 Hollywood Blvd 10045 Hollywood Blvd 10046 Hollywood Blvd 10047 Hollywood Blvd 10048 Hollywood Blvd 10049 Hollywood Blvd 10050 Hollywood Blvd 10051 Hollywood Blvd 10052 Hollywood Blvd 10053 Hollywood Blvd 10054 Hollywood Blvd 10055 Hollywood Blvd 10056 Hollywood Blvd 10057 Hollywood Blvd 10058 Hollywood Blvd 10059 Hollywood Blvd 10060 Hollywood Blvd 	<ul style="list-style-type: none"> 10061 Hollywood Blvd 10062 Hollywood Blvd 10063 Hollywood Blvd 10064 Hollywood Blvd 10065 Hollywood Blvd 10066 Hollywood Blvd 10067 Hollywood Blvd 10068 Hollywood Blvd 10069 Hollywood Blvd 10070 Hollywood Blvd 10071 Hollywood Blvd 10072 Hollywood Blvd 10073 Hollywood Blvd 10074 Hollywood Blvd 10075 Hollywood Blvd 10076 Hollywood Blvd 10077 Hollywood Blvd 10078 Hollywood Blvd 10079 Hollywood Blvd 10080 Hollywood Blvd 	<ul style="list-style-type: none"> 10081 Hollywood Blvd 10082 Hollywood Blvd 10083 Hollywood Blvd 10084 Hollywood Blvd 10085 Hollywood Blvd 10086 Hollywood Blvd 10087 Hollywood Blvd 10088 Hollywood Blvd 10089 Hollywood Blvd 10090 Hollywood Blvd 10091 Hollywood Blvd 10092 Hollywood Blvd 10093 Hollywood Blvd 10094 Hollywood Blvd 10095 Hollywood Blvd 10096 Hollywood Blvd 10097 Hollywood Blvd 10098 Hollywood Blvd 10099 Hollywood Blvd 10100 Hollywood Blvd 	<ul style="list-style-type: none"> 10101 Hollywood Blvd 10102 Hollywood Blvd 10103 Hollywood Blvd 10104 Hollywood Blvd 10105 Hollywood Blvd 10106 Hollywood Blvd 10107 Hollywood Blvd 10108 Hollywood Blvd 10109 Hollywood Blvd 10110 Hollywood Blvd 10111 Hollywood Blvd 10112 Hollywood Blvd 10113 Hollywood Blvd 10114 Hollywood Blvd 10115 Hollywood Blvd 10116 Hollywood Blvd 10117 Hollywood Blvd 10118 Hollywood Blvd 10119 Hollywood Blvd 10120 Hollywood Blvd 	<ul style="list-style-type: none"> 10121 Hollywood Blvd 10122 Hollywood Blvd 10123 Hollywood Blvd 10124 Hollywood Blvd 10125 Hollywood Blvd 10126 Hollywood Blvd 10127 Hollywood Blvd 10128 Hollywood Blvd 10129 Hollywood Blvd 10130 Hollywood Blvd 10131 Hollywood Blvd 10132 Hollywood Blvd 10133 Hollywood Blvd 10134 Hollywood Blvd 10135 Hollywood Blvd 10136 Hollywood Blvd 10137 Hollywood Blvd 10138 Hollywood Blvd 10139 Hollywood Blvd 10140 Hollywood Blvd

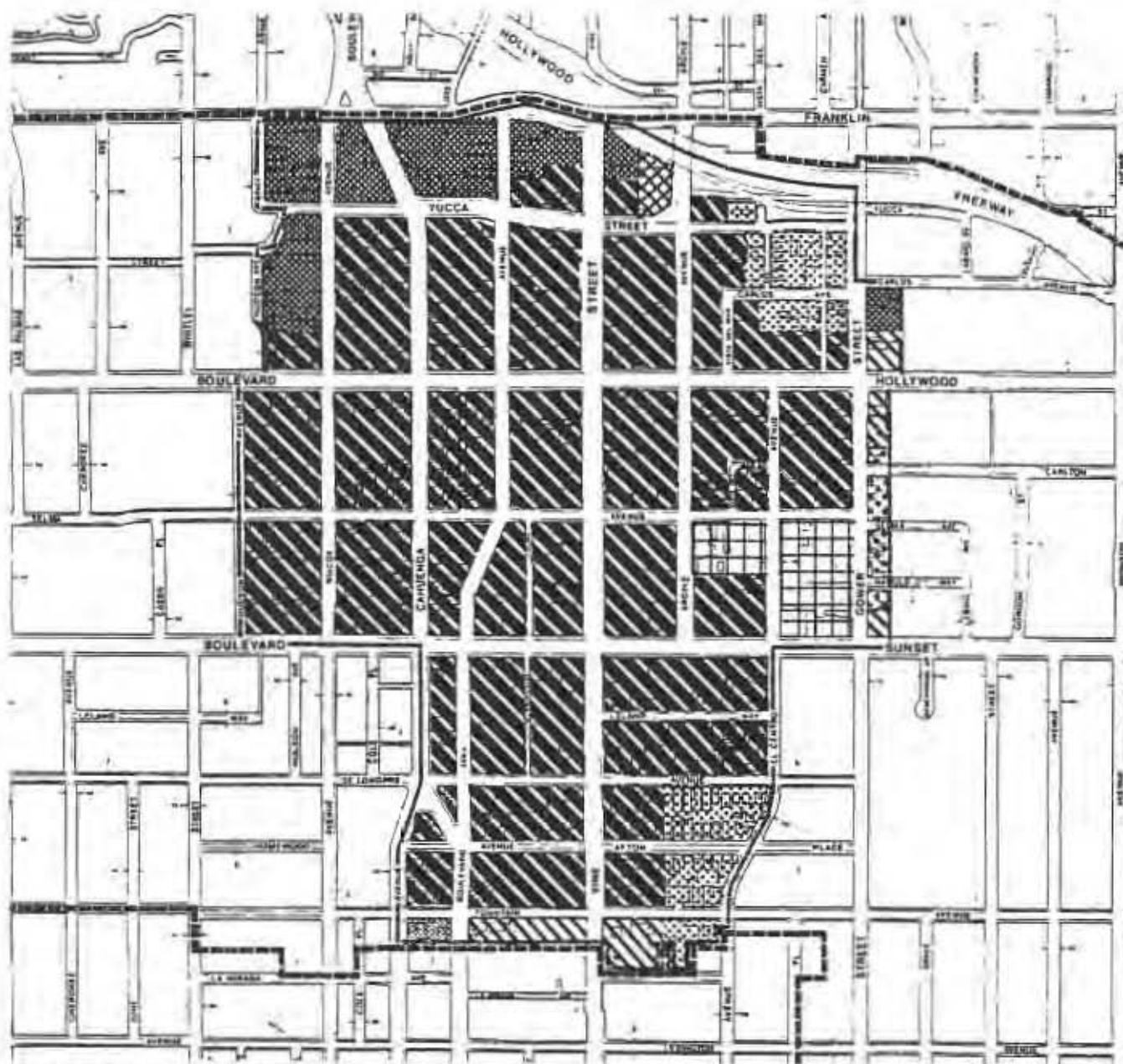


LEGEND

-  Entertainment / Office Use
-  Commercial / Residential Mixed-Use
-  Boulevard Mixed Use
-  Post Production / Entertainment Use
-  Neighborhood Conservation / Preservation Area
-  Potential Joint Development Site

- 1** No Current Development Proposals
Single Private Owner
2.1 / 11 FAR; 4-7 Max
- 2** No Current Development Proposals
Potential Transit Terminal Site
Multiple Private Owners
2.1 FAR
- 3** No Current Development Proposals
Multiple Private Owners
1.1 FAR; 6-7 Max
- 4** No Current Development Proposals
Multiple Private Owners
1.1 FAR; 6-7 Max
- 5** No Current Development Proposals
Multiple Public (DOT) Owners and Private Owners





LEGEND:

RESIDENTIAL

- LOW MEDIUM 2
- MEDIUM
- HIGH MEDIUM
- HIGH

COMMERCIAL

- HIGHWAY ORIENTED
- REGIONAL

INDUSTRIAL

- COMMERCIAL MANUFACTURING

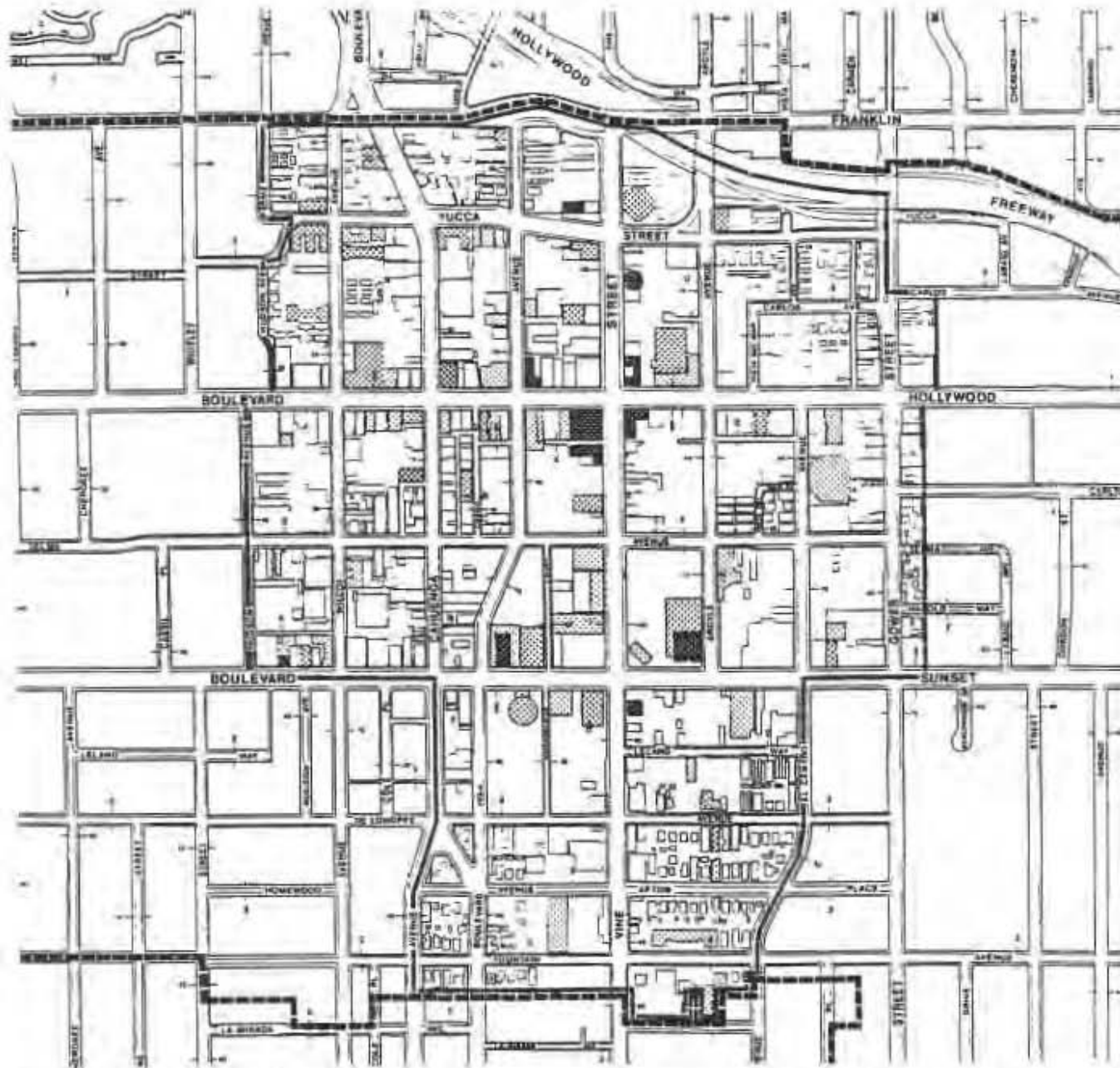
PUBLIC

- OTHER






DRAWING COURTESY OF CRA

URBAN INNOVATIONS GROUP
 Levin & Associates
 Gender & Associates / Architects
 Kahn Associates
 Halcyon Real Estate Advisors

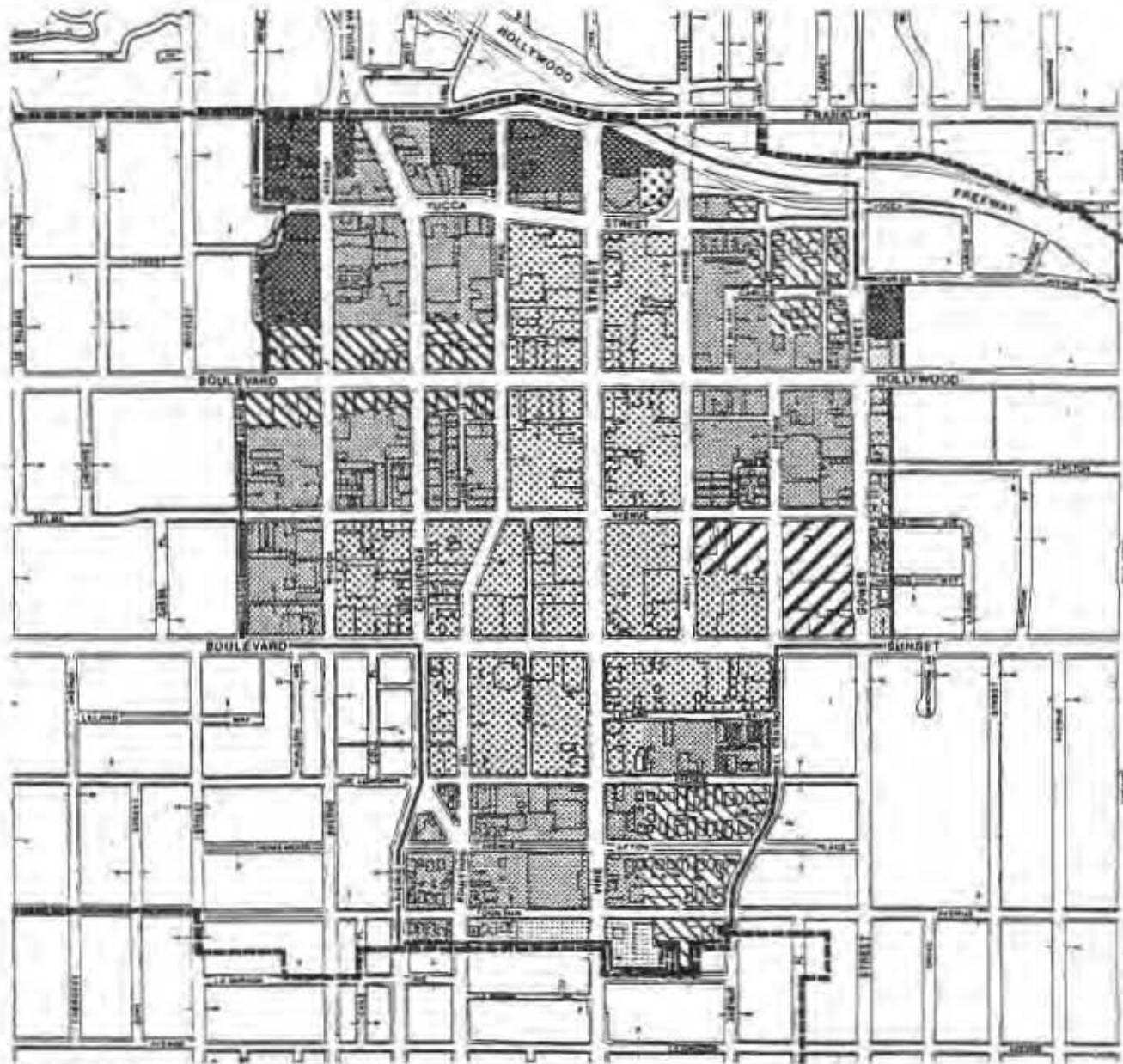
Los Angeles County Transportation Commission
Hollywood/Vine
 Metro Rail Station Master Plan Assessment Study











LEGEND

-  0-30 FT.
-  31-45 FT.
-  46-75 FT.
-  76-100 FT.
-  OVER 100 FT.

DRAWING COURTESY OF CRA



LEGEND:

-  1.5:1 FAR
-  2:1 FAR
-  30 FT. LIMIT & 2 STORIES FOR NON-RESIDENTIAL
-  2:1 FAR 45 FT. LIMIT (ROOF STRUCTURES EXEMPTED)
-  3:1 FAR
-  45 FT. LIMIT & 3 STORIES FOR NON-RESIDENTIAL
-  4.5:1 FAR
-  6:1 FAR

DRAWING COURTESY OF CRA

URBAN INNOVATIONS GROUP
 Lehto & Associates
 Counsel & Associates / Architects
 Kelly Associates
 Hollywood Rail Station Advisors

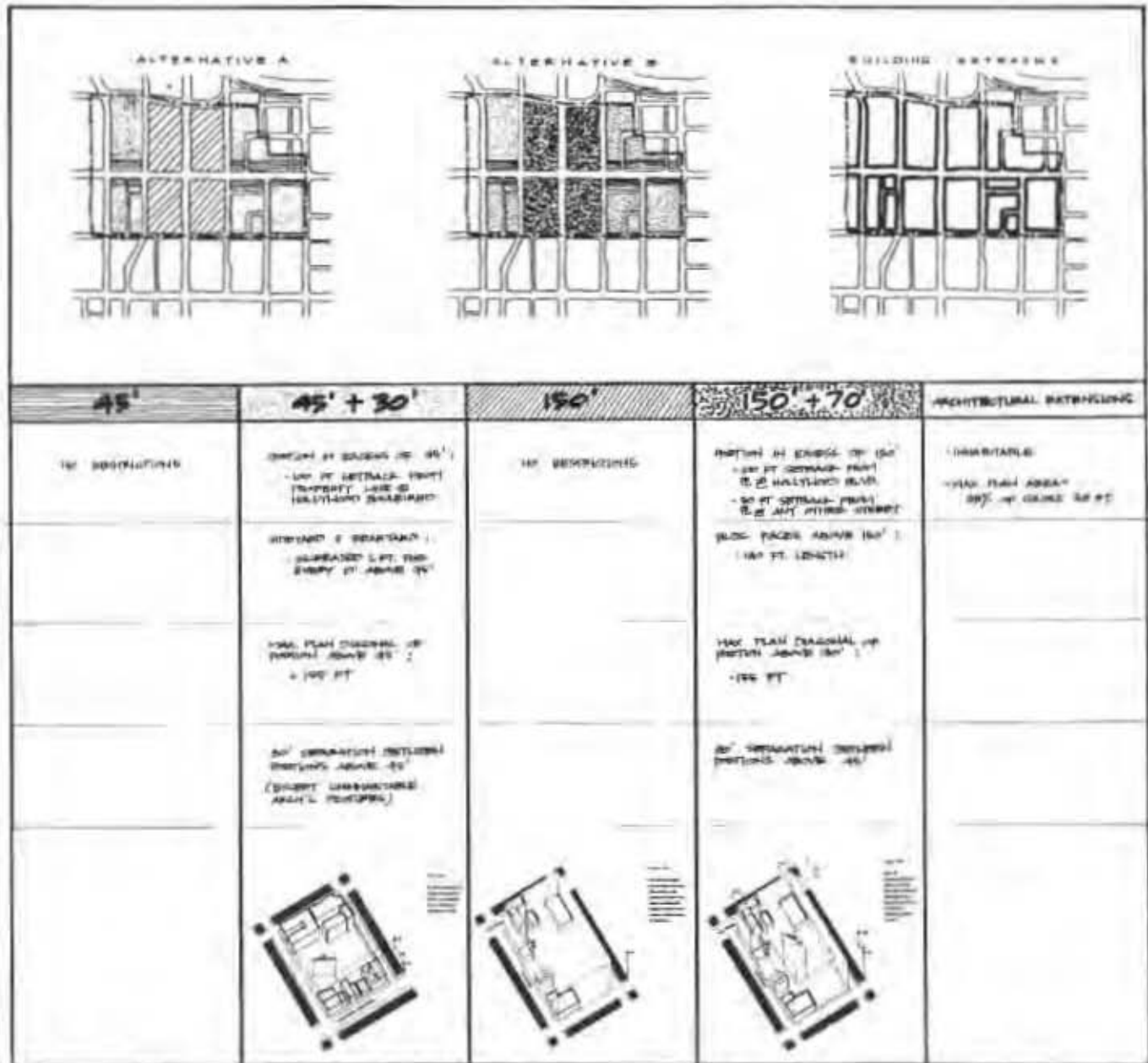
Los Angeles County Transportation Commission
Hollywood/Vine
 Metro Rail Station Master Plan Assessment Study

CRA MAP OF EXISTING
 HEIGHT DISTRICTS

		RESIDENTIAL	COMMERCIAL
HIGH-MED DENSITY		<p>60 DWELLING UNITS / ACRE</p> <p>300-500 FT. / UNIT FLOOR AREA</p>	<p>1 TO 3 STORIES</p>
HIGH-RESIDENTIAL		<p>80 DWELLING UNITS / ACRE</p> <p>300-500 FT. / UNIT FLOOR AREA</p>	
DENSITY BONUS		<p>1.1 FAR DENSITY BONUS WITH PROVISION OF AT-GRADE NEIGHBORHOOD RETAIL</p>	<p>3:1 FAR + 1.5:1 FAR DENSITY BONUS</p> <ul style="list-style-type: none"> • WITH PROVISION OF LIVE THEATER / ENTERTAINMENT • FINANCIAL CONTRIBUTION • 20% OF HOUSING UNITS • AFFORDABLE HOUSING
INCENTIVE UNITS		<p>30% INCREASE IN DENSITY WITH PROVISION OF:</p> <ul style="list-style-type: none"> • AFFORDABLE HOUSING • HISTORIC PRESERVATION • RECREATIONAL FACILITIES • CULTURAL FACILITIES • SOCIAL SERVICES • OPEN SPACE 	



- LEGEND**
- High / Medium Residential
 - 2:1 FAR
 - 3:1 + 1.5:1 FAR
 - Boulevard / Transit Line
 - Commercial / Residential Mixed Use
 - Residential Mixed Use
 - Residential



- LEGEND**
- 45'
 - 45' + 30'
 - 150'
 - 150' + 70'
 - Maintain Streetwall
 - 15 Feet or Greater
 - Maintain Premier Setback



LEGEND

- High / Medium Residential
- 2.5 FAR
- 3.5 - 4.5 / 5.0 FAR

Block	2011 (sq ft)	2016 (sq ft)	2021 (sq ft)	2026 (sq ft)
HV 1	28,417,000	30,000,000	31,583,000	33,166,000
HV 2	12,117,000	12,500,000	12,883,000	13,266,000
HV 3	10,000,000	10,500,000	11,000,000	11,500,000
HV 4	10,000,000	10,500,000	11,000,000	11,500,000
HV 5	10,000,000	10,500,000	11,000,000	11,500,000
HV 6	10,000,000	10,500,000	11,000,000	11,500,000
HV 7	10,000,000	10,500,000	11,000,000	11,500,000
HV 8	10,000,000	10,500,000	11,000,000	11,500,000
HB 1	10,000,000	10,500,000	11,000,000	11,500,000
HB 2	10,000,000	10,500,000	11,000,000	11,500,000
HB 3	10,000,000	10,500,000	11,000,000	11,500,000
HB 4	10,000,000	10,500,000	11,000,000	11,500,000
HB 5	10,000,000	10,500,000	11,000,000	11,500,000
HB 6	10,000,000	10,500,000	11,000,000	11,500,000
HB 7	10,000,000	10,500,000	11,000,000	11,500,000
HB 8	10,000,000	10,500,000	11,000,000	11,500,000
TOTAL	100,000,000	105,000,000	110,000,000	115,000,000

URBAN INNOVATION GROUP
 Lead & Associates
 Greiner & Associates / Architects
 K&A Associates
 Polyzos Real Estate Advisors

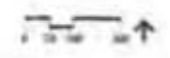
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URBAN INNOVATIONS GROUP
 2001 & Associates
 General & Associates / Architects
 8400 Wilshire Blvd
 Hollywood, CA 90046

Los Angeles County Transportation Commission
Hollywood/Vine
 Metro Rail Station Master Plan Assessment Study



CRA HEIGHT ENVELOPE

3.1 District Scale

3.1.1. District Scale Opportunities and Constraints

In order to determine the parameters for design, an opportunities and constraints analysis was undertaken at the District and District Center scales. A Fixed Buildings/Development Opportunities map compares the locations of fixed buildings based upon their recognized historic or community value as well as potential development sites including existing parking lots and buildings (Figure 3-1). Following this, a summary District Opportunities and Constraints map was prepared (Figure 3-2).

Key opportunities and constraints at the District scale include the following:

Public Investments/Air Rights

Public investment in parking structures and transit facilities (bus terminals, park and ride, etc.) should be located and designed so that initial capital outlay for land is "recycled" to create a second public benefit use of the air space.

District Core

The district core is the primary area for major development opportunities for mixed-use and post-production office, live entertainment, retail, and residential uses. The land purchased by the LACTC is important to potential joint development by virtue of its proximity to the Hollywood and Vine intersection. Additional development sites are identified including the northwest corner of the Hollywood and Vine intersection for a possible major mixed-use anchor.

Hollywood Freeway and Gower Street

The most significant physical constraints in the District are created by the Hollywood Freeway, which acts as a physical barrier to the northeast; Gower Street, which creates an edge to the east because of the change in east-west street pattern, land use, and building fabric; and along Vine Street to the north due to the rising topography. Because of these edges, the primary activities tend to gravitate to the west along Hollywood Boulevard and to the south along Vine Street toward the Sunset Boulevard corridor. As a result, Hollywood between Vine and Gower, especially east of Vista Del Mar, is a transitional area.

Neighborhoods

The existing Carlos Avenue and Yucca Street neighborhoods should be preserved and enhanced to the greatest extent possible including the development of infill residential uses. Carlos Avenue residential uses could extend south to Hollywood Boulevard in mixed-use buildings with housing over ground-floor retail. Similarly, a number of open parking lots serving post-production/entertainment uses along Selma Avenue between Argyle and El Centro Avenues could be redeveloped into a mixed-use live/work neighborhood.

Developing these neighborhoods is important for developing ridership by utilizing a housing-based transit approach. In addition to maintaining, enhancing and adding housing to the existing community, this approach can also improve the area's historic character and avoid tenant displacement in an important mixed-use community.

Parking Structures

CRA public parking structures planned on Ivar north of Selma, south of Yucca, and south of Sunset, present opportunities for developing public benefit uses such as affordable housing and a magnet school in conjunction with the air rights above the parking structures.

Hollywood Boulevard

As defined in the HBDDP, the linkage of the Live Entertainment District ("Boulevard East") to the cinema district ("Boulevard West") provides opportunities for enhancing retail uses along the Boulevard (see Section 3.2.1, "District Center Opportunities and Constraints"). A critical linkage opportunity for a Metro Rail station in the District—physically, visually and psychologically—is the connection of the intersection to the portal plaza.

Another important linkage opportunity is the connection between the proposed Hollywood Museum, planned for the Hollywood Pacific Cinema at northeast corner of Hollywood and Wilcox, and the Hollywood and Vine intersection. A pedestrian linkage could be developed on the north side of the Boulevard to exhibit Hollywood's "Power of Place"—its history as a community. This exhibit could be displayed in sections of store fronts along the Boulevard, or as part of the ground floor uses in the block between Cahuenga and Ivar.

Sunset Boulevard

The Sunset Boulevard Corridor provides an important southern anchor to the District and should continue to be developed with large scale post-

production and office related uses. This corridor, which provides a strong daytime population, should have pedestrian linkages serving the Hollywood/Vine District Center along Vine and Cahuenga. To effect the land use priorities for Hollywood/Vine, (i.e. mixed-use, theater), and Sunset, (i.e. mixed-use, office), it is essential to provide the opportunity for land assemblage to meet the land area and size required to develop parameters for these uses. In addition, the finer grain of historically significant buildings clustered around Hollywood and Vine must be maintained.

3.1.2 Transportation Opportunities and Constraints

Freeway Access

The Hollywood/Vine District Center is well served by Hollywood Freeway (US 101) entrance and exit ramps which are configured in the following manner (Figure 3-3):

- One south-bound entrance occurs at Argyle Avenue
- Two south-bound exits occur at Vine Street and at Gower Street
- One north-bound entrance occurs at Argyle Avenue
- Two north-bound exits occur at Beachwood Drive/Gower Street and at Vine Street

North/South Streets

There are three major north/south thoroughfares serving the Hollywood/Vine District:

Vine Street—Vine is a major north/south street connecting the Hollywood Freeway to the north with Wilshire Boulevard to the south and carrying

over 34,000 vehicles per day in the vicinity of Hollywood Boulevard. Vine Street is also a major pedestrian route linking Hollywood and Sunset Boulevards and is the site of major tourist and entertainment activities as well as commercial office uses.

Gower Street—Gower is the first major north/south street east of Vine. North and south-bound exits from the Hollywood Freeways flow onto Gower which carries traffic south to Melrose Avenue and north into the foothills. Local east/west streets such as Selma and De Longpre Avenues dead end at Gower creating a discontinuity with the fabric to the east. As a result, the neighborhoods are discontinuous and Gower supports an increased traffic flow.

Wilcox Avenue/Cahuenga Boulevard Couplet—Wilcox Avenue and Cahuenga Boulevard, which split at Franklin Street and provide freeway access to the north, are proposed as a pair of north/south one-way streets that will facilitate traffic flow through the Hollywood/Vine District.

Argyle Avenue

Argyle Avenue is a north/south street which extends from the foothills north of the Hollywood Freeway to dead end to the south at Sunset Boulevard. According to the Hollywood Transportation Plan (CRA 1991), while Argyle provides access to north- and south-bound Hollywood Freeway on-ramps, the bulk of traffic moving to these ramps turns onto Argyle from Hollywood Boulevard. Only a small amount of traffic approaches these ramps from south of Hollywood Boulevard.

Between Hollywood and Selma, Argyle is not a fully improved street according

to LADOT standards (Figure 3-4). LADOT proposes that Argyle be widened to mitigate anticipated station-area traffic. Argyle currently has a 60 foot right-of-way with a 38 foot road section. A row of mature palm trees defines the west side of the street. The proposed widening would require a dedication of ten feet from the westerly property which is the proposed bus transit facility and would also require the destruction of the trees. The widening would create a 70 foot right-of-way with a 48 foot road section and a twelve foot sidewalk on the east side, and a ten foot sidewalk on the west side. In addition to this ten foot sidewalk, the property on the west side would be required to dedicate a 5 foot setback to serve as an extension to the sidewalk.

Preliminary studies indicate that this proposed widening might result in a site too narrow to accommodate the necessary width of the bus facility. An alternative to the widening of Argyle is to designate this street as limited access for transit related vehicles only, thereby reducing possible conflicts as well as limiting the need for widening. Limited access or a partial or full closure of the street would not significantly impact traffic flow in the area based upon studies undertaken during the preparation of the CRA Redevelopment Plan. Most traffic heading toward the Argyle Hollywood Freeway on-ramps are turning north from Hollywood Boulevard, and Vine and Gower have sufficient capacity to accommodate any residual marginal increase as a result of closing Argyle.

East/West Streets

The main east/west streets in the District Center area are Hollywood and Sunset Boulevards. Hollywood Boule-

ward is a major pedestrian route for tourist and entertainment-related activities. Sunset is a secondary pedestrian route with office-related uses. Both Hollywood and Sunset Boulevards access the Hollywood Freeway east of the District Center. Smaller east/west streets such as Selma and De Longpre Avenues and Yucca Street serve neighborhood and local traffic. Because Selma and De Longpre dead end at Gower they carry limited traffic through the District while providing good access for local uses.

Bus and Transit Service

Hollywood is one of the best-served bus transit locations in the entire region. The area is served by twenty-one RTD bus routes. Local services—which include RTD lines 1, 2, 3, 26, 180, 181, 212, and 429—are concentrated on Sunset and Hollywood Boulevards. The proposed Hollywood/Vine Station will increase the importance of bus transit and paratransit. Projections indicate that daily ridership will vary between 8,000 and 12,000 people per day when the full Metro Rail line is operating, with bus arrivals accounting for up to one-half of the station's users. Until the Red Line is extended to the Universal Station, four commuter bus lines from the San Fernando Valley will terminate at the Hollywood/Vine bus facility. Four local bus lines will also access the Hollywood/Vine Station. During the time period that the Hollywood/Vine Station serves as the "end of the line" for the Metro Rail, daily patronage is expected to be nearly twice the number listed above.

If Argyle is designed with limited access or is closed between Hollywood and

Selma, Valley commuter buses and other buses from Hollywood Boulevard would enter the bus facility from the south via Argyle from Selma. South-bound Valley buses from the north and east-bound buses from Hollywood Boulevard would traverse the Hollywood and Vine intersection to make a left on Selma Avenue and then another left onto Argyle and into the bus facility. West-bound buses on Hollywood Boulevard would be rerouted to turn south on Gower and then west on Selma to Argyle.

By integrating mixed land use opportunities, (i.e. school, theater, etc.) with a concentration of transit uses (i.e. bus, shuttle, rail), the area will gain a conglomeration of choices with regard to land use and transit ultimately leading to an urban fabric which will support ridership through density and service uses. However, to make this work effectively, pedestrian patterns, open space and retail services need to be developed through urban design at a local scale.

Hollywood Bowl Shuttle

The RTD is considering using the Hollywood/Vine bus facility as a terminal for Hollywood Bowl shuttle buses to provide access to the Red Line. The MPA recommends that this shuttle bus service be accommodated within the space and scheduling constraints of either the sixteen- or eight-bus transit facility but not be allowed to increase the size or scale of the facility or divert its downsizing process. This is a reasonable assumption considering the off-peak nature of the service and with Argyle, the ability to utilize both on-street and off-street space for loading and unloading.

Parking

The acquisition of land for the Hollywood/Vine Station could eliminate up to 200-300 parking spaces currently used by tenants of the Taft and Broadway buildings (Figure 3-5). This displacement of parking, combined with the soft market, could influence businesses to relocate outside of the District. Retention of these businesses is critical to the success of the Metro Rail and the District as a whole. The CRA has assessed District scale parking needs and has designated three strategically-located sites for the construction of public parking facilities. These parking structures would add approximately 510 spaces to the area to meet existing and projected growth.

The MPA supports this parking as being necessary to bridge the "rail gap" of the next twenty years prior to the completion of the integrated rail system. The CRA and the LACTC have mutual interest in promoting good access to the District. During the closure of the "rail-gap" period over the next several years, the CRA could impose a ceiling on the number of new parking spaces developed for other uses in the District while simultaneously enabling the new developments to have priority access to the CRA parking structures. This process would slowly wean current auto-dependent users away from the car to Metro Rail as the system evolves to provide adequate regional access. Providing new development with priority use to the limited parking spaces is a tactic to induce growth.

The three designated sites for parking are marked "J," "K," and "M" on Figure 3-5. Lot J is located to the north at Iver

and Selma Avenues; lot K is located on Ivar south of Yucca Street, and lot M is adjacent to the Cinema Dome at Ivar and De Longpre Avenues south of Sunset.

Lot J, with 720 spaces, could be used as a replacement for parking lost to the Broadway and Taft buildings. Analysis confirms that these parking facilities not only are well-placed in the District but also serve the replacement needs of these tenants. As other successful urban development projects have demonstrated (such as the revitalized Santa Monica Promenade), having parking infrastructure in place prior to revitalization is important. Therefore, it is recommended that these parking structures or other replacement parking be developed and in place prior to implementation of Metro Rail construction and other District-serving land uses.

It may be possible to work with the CRA to reallocate either lot J, K or M to become an underground facility along Selma running east from Argyle to El Centro, upon which the bus platform would be based at grade and over which air rights would exist for mixed-use and live/work development. By undertaking this approach, joint development opportunities may be accelerated.

3.1.3 Land Use Opportunities and Constraints

Within the parameters set by the District scale analysis, the five following opportunity/constraints maps were developed to determine the best locations for specific land uses identified by the user needs assessment:

Theater Development and Live Entertainment Facilities

Existing theaters are scattered around the District but take their identity primarily from one of the major boulevards—Hollywood, Vine, or Sunset (Figures 3-6 and 3-7). Possible future theater development should occur around the Hollywood and Vine intersection to reinforce the identity and centrality of the district core and the intersection. These entertainment-related mixed-use developments should front Hollywood and Vine.

Tourist Destination

While Hollywood and Vine itself lacks any demonstrable tourist destination use, the proposed Hollywood Museum at the northeast corner of Hollywood and Wilcox will provide the District with an important anchor (Figure 3-6). Other tourist destination opportunities for the District are possible and should be focused around the Hollywood and Vine intersection. Specific locales include the intersection itself, the potential development site at the northwest corner of the intersection, and the portal plaza area. As described above, a Hollywood Boulevard design strategy should reinforce the pedestrian linkage to be created between the proposed Hollywood Museum and the Hollywood and Vine intersection.

LACTC Technical High School

A theater arts technical high school is a potential use to support the goals of creating an entertainment industry related community in the District (Figure 3-8). In addition, a technical magnet school would provide student ridership that supports Metro Rail. Technical school sites should be considered as

part of other public investments in infrastructure such as in the air rights above the bus facility or above CRA public parking lots. These sites are well suited to the technical school use because the land cost is absorbed in the cost of the infrastructure itself.

Multi-Media Office and Post-Production Facilities

Multi-Media office and Post-Production facilities are the economic base of the area (Figure 3-8). Existing office buildings, such as the Taft and Broadway buildings, as well as labs in and around the Hollywood area are vital and well-occupied, primarily by small scale tenants. Post-production office facilities should be located primarily along Vine Street between Yucca Street and Sunset, concentrated near the Hollywood and Vine intersection.

Residential Development

Two existing residential neighborhoods with single and multi-family housing are located around Carlos Avenue and at Yucca Street and Ivar Avenue (Figure 3-9). Three residential hotels dot the area: the Hastings on Hollywood near El Centro Avenue, the Plaza south of the old Broadway building at Hollywood and Vine, and the Knickerbocker north of Hollywood on Ivar. In addition, a mixed-use, post-production/entertainment/residential neighborhood is located on Selma between Argyle and El Centro.

Dual goals (housing preservation and transit based housing development) can and should be fulfilled by reinforcing and expanding existing neighborhoods. Opportunity sites for housing should reinforce the existing Carlos Avenue,

Yucca/Ivar, and Selma neighborhoods; link these neighborhoods to the existing residential hotels as feasible; and take advantage of planned CRA public parking structures on Ivar. Neighborhoods in the District should be conceptualized as mixed-use locales with new projects incorporating mixed-use residential with post-production and retail facilities at grade. An opportunities and constraints analysis was undertaken at the District Center scale to determine the parameters for design of the portal and the bus and kiss n' ride facilities (Figure 3-10).

3.2 District Center Scale

3.2.1 District Center Opportunities and Constraints

Portal

The primary portal location is fixed to south side of Hollywood between the Taft building and Argyle and could be set back or located immediately adjacent to the property line along the sidewalk (Figure 3-11). Within this zone a variety of specific places and orientations are possible, starting with the base LACTC proposal and its subsequent variation, Option A, which relocated the base proposal approximately 70 feet to the west in an attempt to better address the Hollywood and Vine intersection (Figure 1-6). There are several key factors in siting the portal:

Hollywood Boulevard—Hollywood Boulevard provides the primary organizing feature for orienting the portal and for organizing access to and from the station.

Hollywood and Vine Intersection—Relating the portal and portal plaza to the Hollywood and Vine intersection can occur through a number of means including angular orientation of the portal to face the intersection; development of a pedestrian connection such as an arcade in the facade of the Taft building; and provision of a feature element such as an overhang which physically and visually links the portal and the intersection.

Pantages Theater—The Pantages Theater, its marquee, building massing, and entrance are located directly across Hollywood Boulevard from the portal site and provide an important design opportunity for orienting the portal as well as for creating a public space from

which to view the facade.

Hollywood/Argyle Intersection—The Hollywood/Argyle intersection provides an opportunity to locate a built form to hold the space of the intersection.

Taft Building—The east facade of the 120 foot high Taft building faces the portal plaza area. Providing a transition between this massive facade and the human scale of the portal plaza is an important design consideration which should also provide access, security and convenience for bus riders.

In the long term, a secondary portal location is the northwest corner of Hollywood and Argyle. This could be incorporated with future mixed-use development, help provide residential access to the Carlos Avenue neighborhood, and provide an opportunity for relocating the kiss n' ride facility to the north side of Hollywood Boulevard. Since the kiss n' ride facility will primarily be serving users from the foothills to the north, drivers and pedestrians could utilize this location without having to cross Hollywood Boulevard.

Key Buildings

In addition to the key buildings cited above, the following culturally- and historically-significant buildings establish fixed elements which impact the location of transit facilities and define the structure and character of the area:
Equitable and Old Broadway—Like the Taft building, these landmarks define the urban character of the District and Hollywood and Vine intersection and provide an active industry-related office function. Like the Taft, these buildings use surface parking throughout the District.

West Coast Ensemble Theater—Although not designated as a cultural/historic resource, this building and its use should be preserved as part of the District-wide retention strategy.

Hastings Hotel—The Hastings Hotel, east of the West Coast Ensemble, is not designated as a cultural/historic resource either, but it is important in the social and physical character of the area and should also be retained.

Plaza Hotel—The Plaza Hotel provides an important 24-hour function as a senior citizens residence.

Doolittle Theater—The historic Doolittle Theater is one of the few active live entertainment venues left on Vine Street and generates a large amount of pedestrian traffic.

Vine Street Buildings—The existing one- and two-story buildings on the east side of Vine Street are culturally and historically significant and should be retained. These buildings establish an important mid-block character in contrast to the surrounding high-rise buildings. The premier jazz venue of the Vine Street Bar and Grill housed at this location is typical of the importance of devising development plans that protect existing contributing uses.

Development Parcels

Key development parcels include the following:

Base Proposal—The site of the base proposal bus transit facility is important in its size and proximity to the Hollywood/Vine intersection.

Northwest Vine/Selma—The site at the northwest corner of Vine and Selma is part of the Vine Street post-production/office corridor linking the Hollywood and Sunset corridors and is envisioned for a combination of mid- to high-rise office, support retail, and live entertainment uses. An alternate use would be high-density residential with mixed-use at the base.

Eastside Argyle, Mid Block—The mid-block site east of Argyle between Hollywood and Selma is owned by Nederlander and provides an alternative site for the eight-bus transit facility as well as for joint development such as a magnet school.

Northwest Hollywood and Vine—Although outside the scope of transit-related joint development, the site on the northwest corner of Hollywood and Vine is critical to the success of the District. The MPA recommends that this site include a mix of uses such as a quality residential hotel/club, a restaurant and bar, retail space, a live entertainment venue such as a theater or a radio or TV broadcasting facility, and a tourist destination such as a radio museum.

Pedestrian Circulation and the Hollywood and Vine Intersection

Primary pedestrian circulation opportunities occur along Hollywood Boulevard and Vine Street. Pedestrian circulation should be focused on these streets to the greatest extent possible and reinforced with active retail edges. Inner-block pedestrian circulation should be avoided.

While the intersection has always carried mythical weight as a symbolic center of the District, the reality of its condition has been disappointing. The three high-rise buildings defining the intersection have cultural and historic value and provide the opportunity for significant ground floor uses such as theaters or portals to Metro Rail. Therefore the edges of these three buildings should reinforce the pedestrian experience through provision of such elements as arcades or overhangs designed sympathetically with the historic buildings, occurring below the first cornice line at approximately 45 feet above the sidewalk. Similarly, the buildings at the intersection could provide special pedestrian features such as eroded corners that create loggias, call attention to building entrances, and provide spaces in which to place artwork.

The Hollywood and Vine intersection also provides an opportunity to attract pedestrians from throughout the District through a feature element that could be projected into the air space above the intersection. This feature element would have an entertainment theme, would demonstrate state of the art technology in the film industry, and would be visible from the cinema district to the west. Such a feature could be a hologram onto which old movies are projected. This object could also provide a strong visual and psychological association with the proposed portal plaza.

Vine Street

Vine Street between Hollywood and Selma has a complex character in terms of use and physical design. It includes culturally- and historically-significant buildings, high and low rise buildings,

3.3 Community Workshop

live entertainment venues, a residential hotel, office space, and retail. In the past, Vine Street successfully combined live entertainment uses, both stage and broadcasting, with support uses, such as restaurants and retail, to create a memorable focus for all of Hollywood. Now Vine Street is reduced to acting as a pedestrian link between the Hollywood and Sunset corridors and to housing post-production and office uses. Revitalizing Vine Street should maintain the culturally- and historically-significant buildings; reinforce the mixed-use character including post-production/ office uses, retail/restaurants, and live entertainment uses; and provide transitions between high- and low-rise structures. Development strategies range between large scale redevelopment arising from the regional office market extending northward from Sunset to protection of theater and entertainment venues which may help bridge the past and future of Vine Street.

Argyle Avenue

As described in Section 3.1.2, Argyle could be designated for transit use only as a limited access or closed street. These concepts and concerns are incorporated into the MPA to the greatest extent possible. Because of these possibilities, Argyle poses an important urban design opportunity for clarifying the functional operations and traffic patterns of the District as well as for moderating the urban design character of the street pattern to call attention to the presence of Metro Rail.

Prior to the formulation of plan alternatives, a community workshop was held at the Hollywood Roosevelt Hotel to directly learn about the concerns and ideas of the community. The workshop had two parts. The first part was an introductory slide show by Project for Public Spaces about the opportunities for Hollywood Boulevard to successfully incorporate rail transit stations. The slide show included a number of examples of transit stations from around the country.

The second part was an interactive discussion between consultants and community members who have an interest in the Hollywood/Vine area. While a description of the results is included in the Appendix, the following key points are noteworthy:

- A need for a central ticket booth to encourage use of all theaters
- Development of alternative parking strategies
- Enhanced retail for office, Metro, and entertainment users
- The desire for increased pedestrian activity
- Functional Metro/Bus links
- Provide for tourist needs to increase activity of area
- Emphasis on increased theater development.



LEGEND

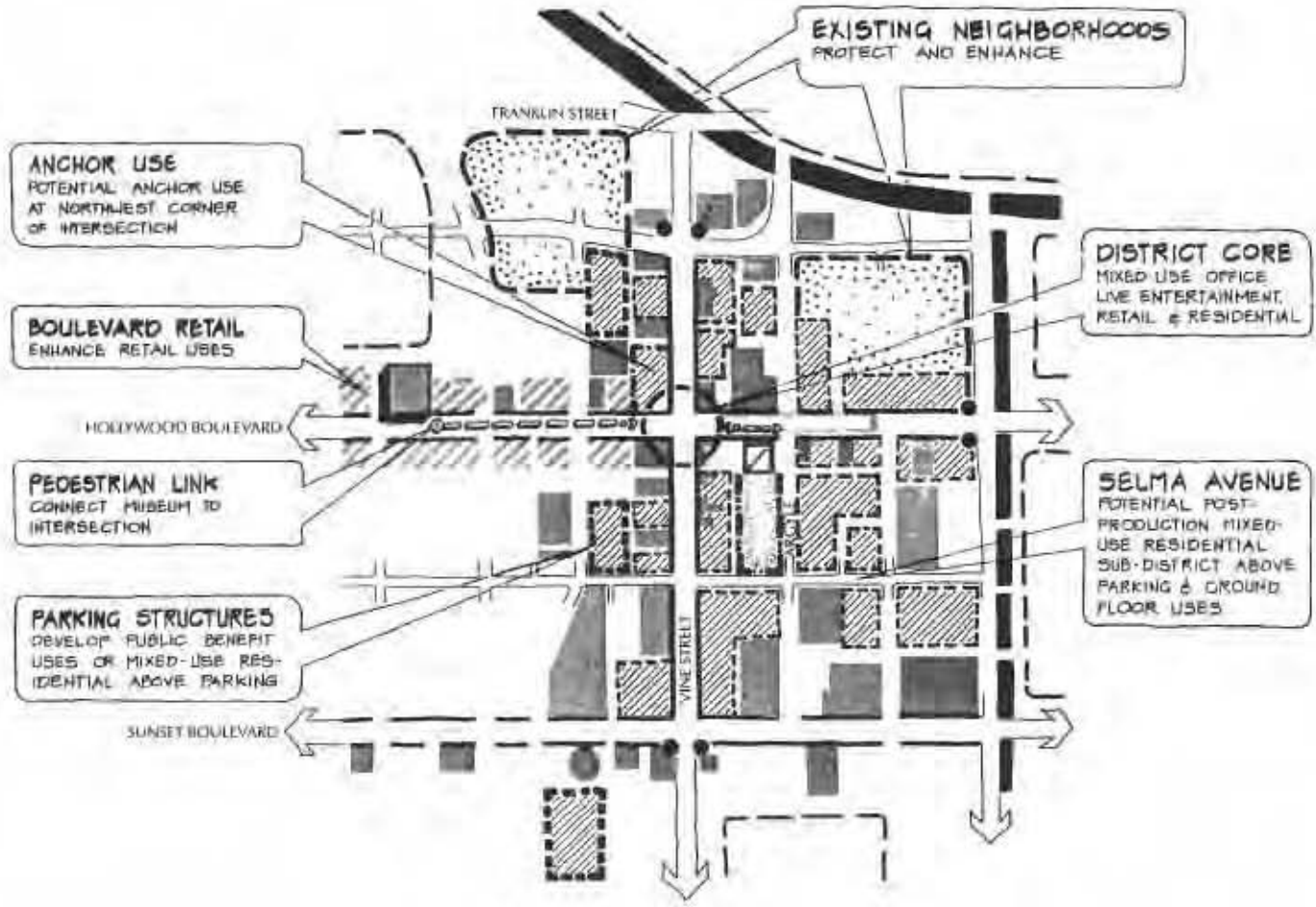
-  Fixed Buildings
-  Development Opportunities/ No Buildings
-  Development Opportunities/ Existing Buildings (which could be re-developed)
-  Station
-  Historic Fixed Buildings

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 Halperin Real Estate Advisors

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**FIXED BUILDINGS/
 DEVELOPMENT
 OPPORTUNITIES**

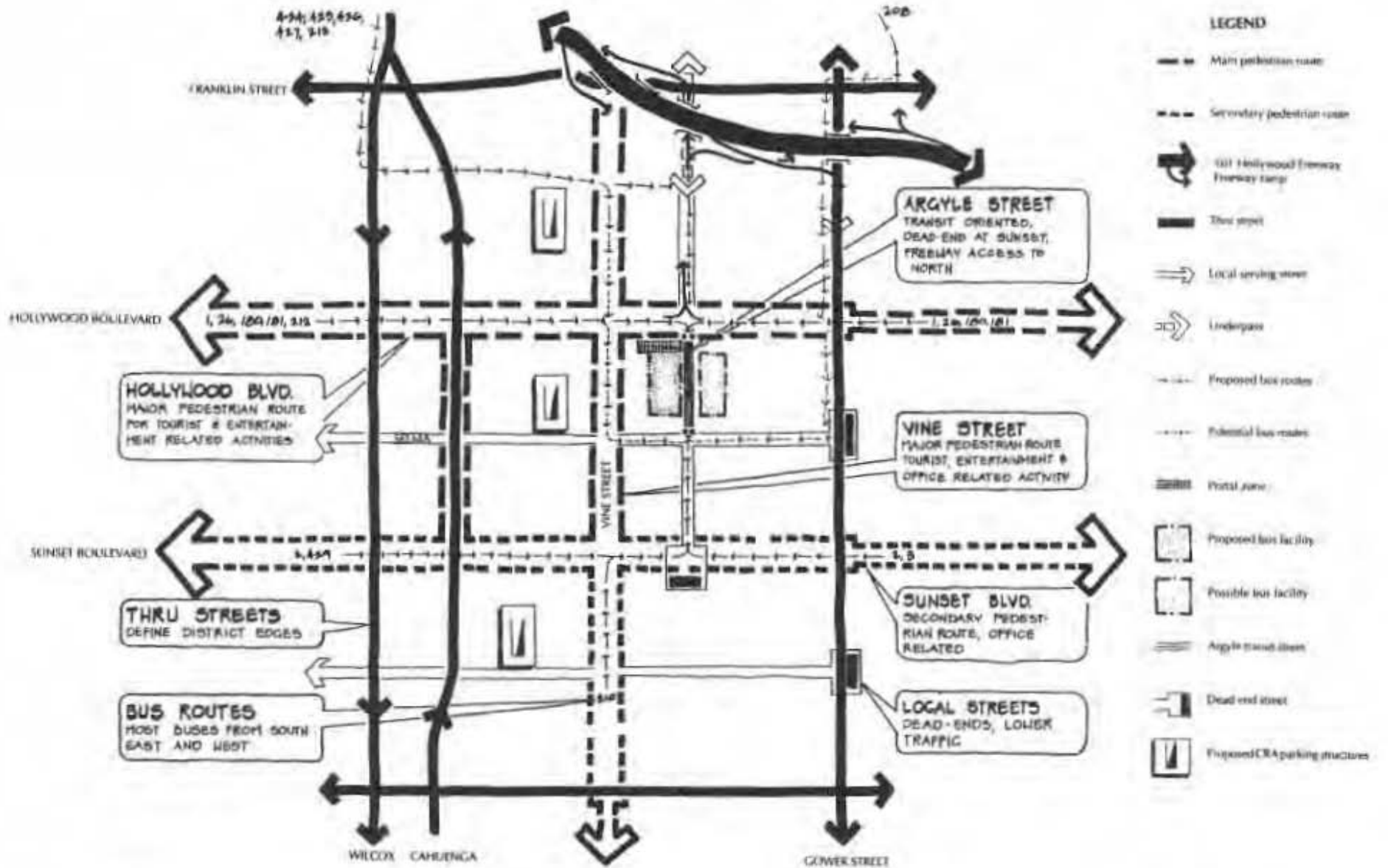


- LEGEND**
- Bus facility
 - Designated area
 - Hollywood Boulevard small
 - CRA proposed parking structure
 - Art line run
 - Neighborhood
 - Existing facility to remain
 - Proposed Hollywood Museum
 - Barrier
 - Portal and Portal Plaza
 - Gateway
 - University Station
 - Pedestrian Link



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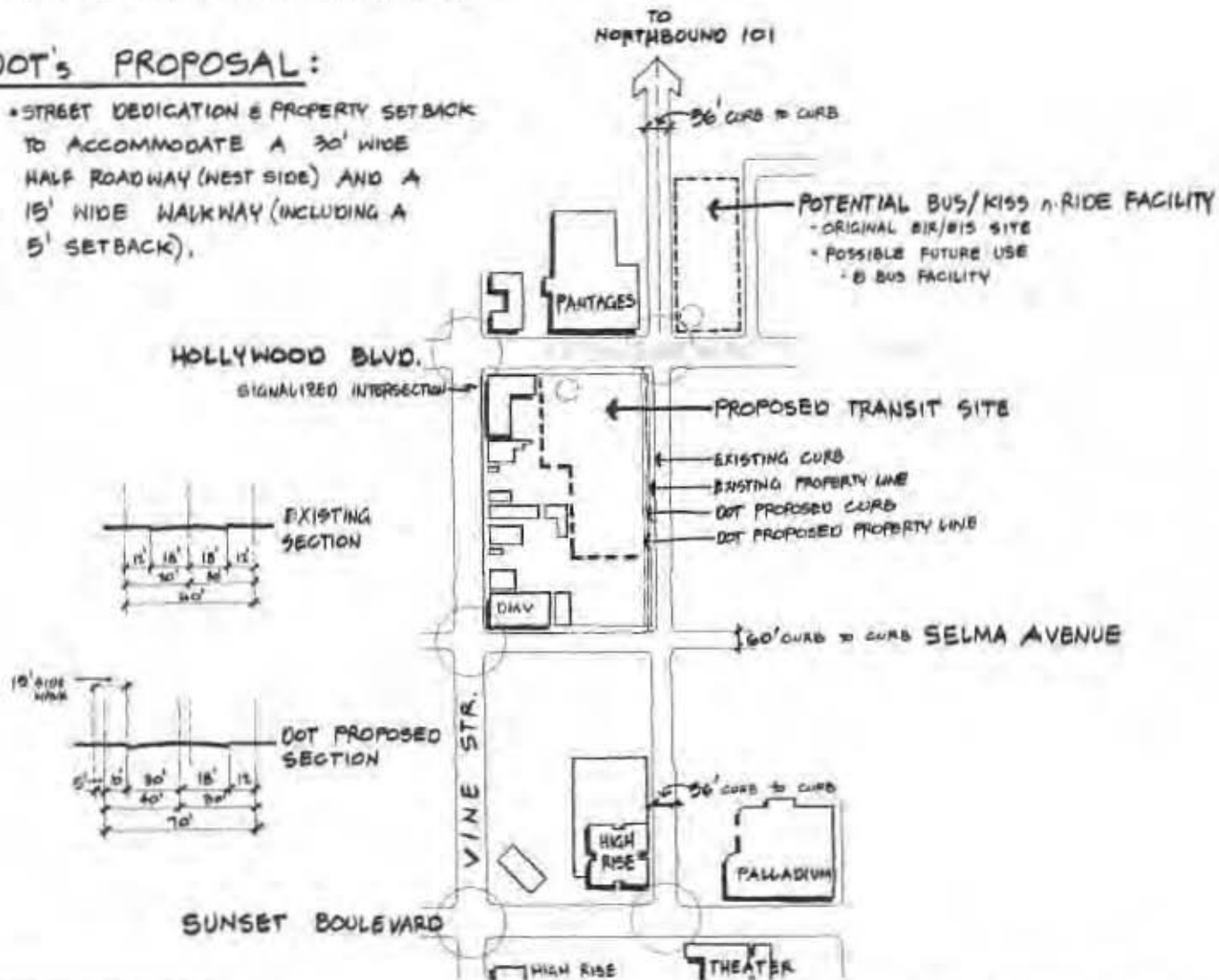


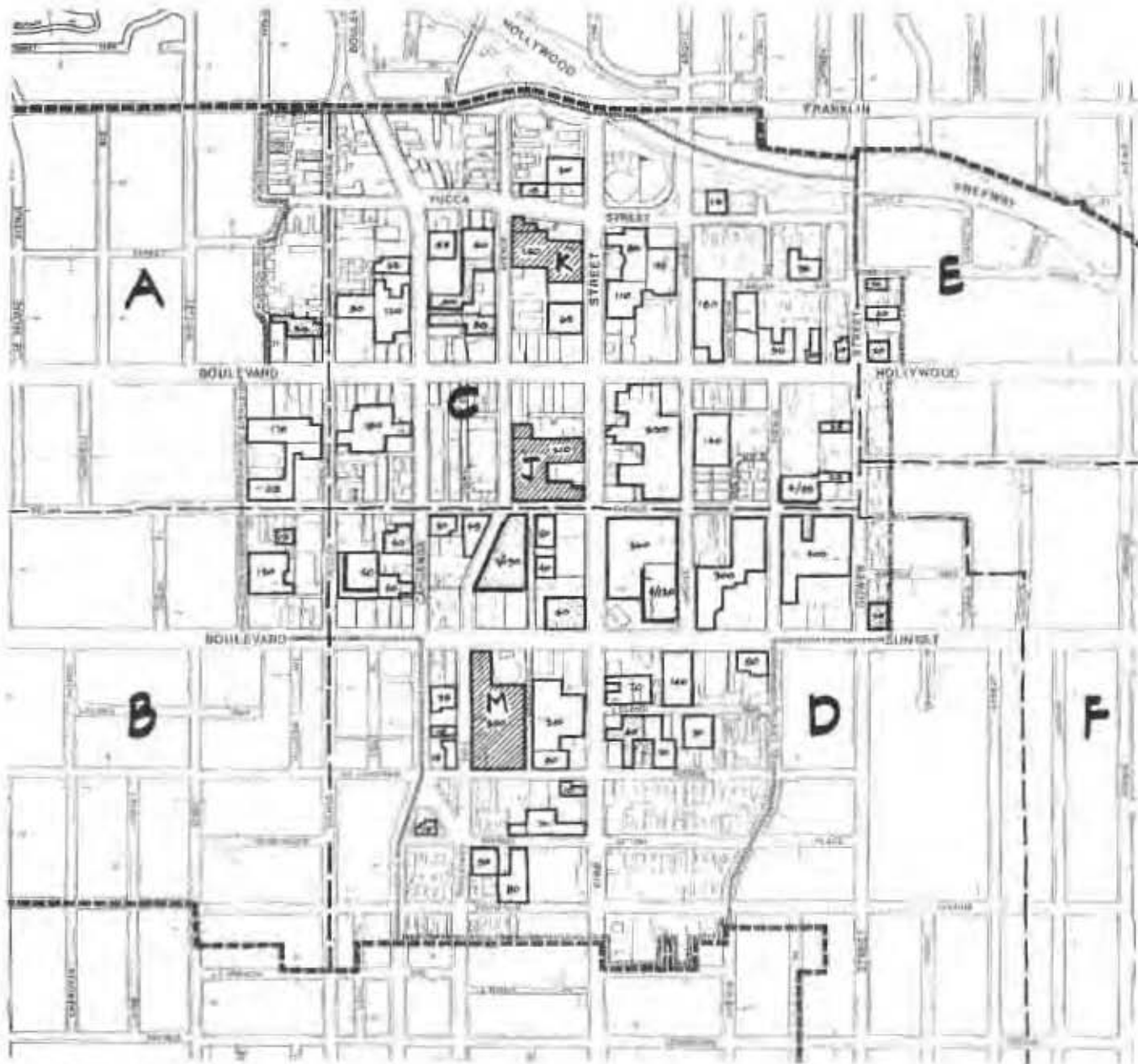
FROM DOT'S POINT OF VIEW:

- ARGYLE NOT UP TO CITY STANDARDS
- NEED TO MITIGATE STATION AREA TRAFFIC

DOT'S PROPOSAL:

- STREET DEDICATION & PROPERTY SETBACK TO ACCOMMODATE A 30' WIDE HALF ROADWAY (WEST SIDE) AND A 15' WIDE WALKWAY (INCLUDING A 5' SETBACK).





LEGEND

- 42 Parking Lot with Number of Spaces
- 3/47 Parking Structure with Number of Levels/ Number of Spaces per Level
- Parking Lot Associated with Retail Uses
- CRA Candidate Site for Public Parking Facilities
- A** CRA Designated Study Area Parking Zone
- Boundary of Parking Zone

Candidate Off-Street Parking Facilities

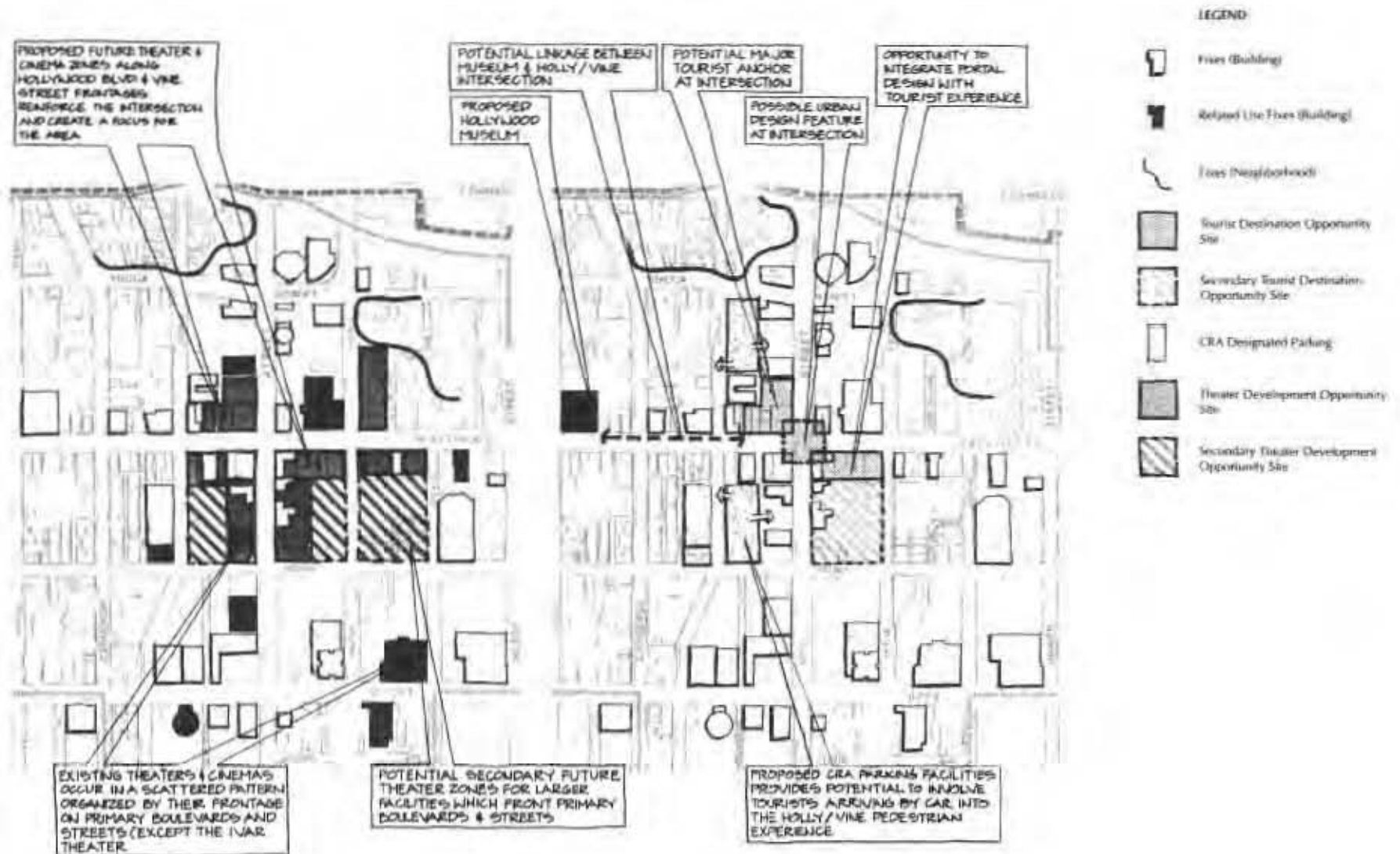
Zone/ID	Existing Spaces	Proposed Program	Approx. Increase
Zone C			
Lot J	210	4 Levels at 180 = 720	510
Lot K	250	4 Levels at 170 = 680	430
Zone D			
Lot M	210	1 Level at 110 = 110	40

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EXISTING PARKING
 CONDITIONS ANALYSIS



THEATER DEVELOPMENT

TOURIST DESTINATION

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 Halpin Real Estate Advisors

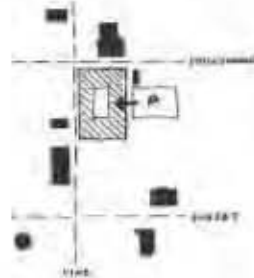
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**THEATER DEVELOPMENT/
 TOURIST DESTINATION
 OPPORTUNITIES AND
 CONSTRAINTS**

BIG BANG THEORY OF LIVE ENTERTAINMENT

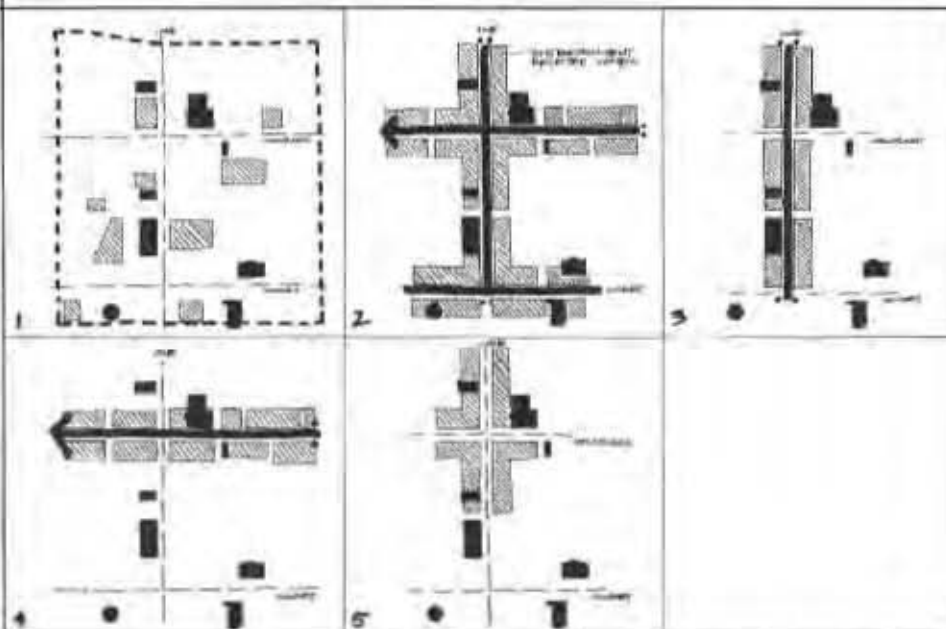
- ONE SITE
- BIG TIME PARKING
- INTERNALIZED FOCUS
- MIXED-USE
- TENDS TO PULL ACTIVITY OFF STREET
- MAY PROVIDE AN ANCHOR UPON WHICH THE DISTRICT MAY DEVELOP SUPPORT FUNCTIONS AS WELL

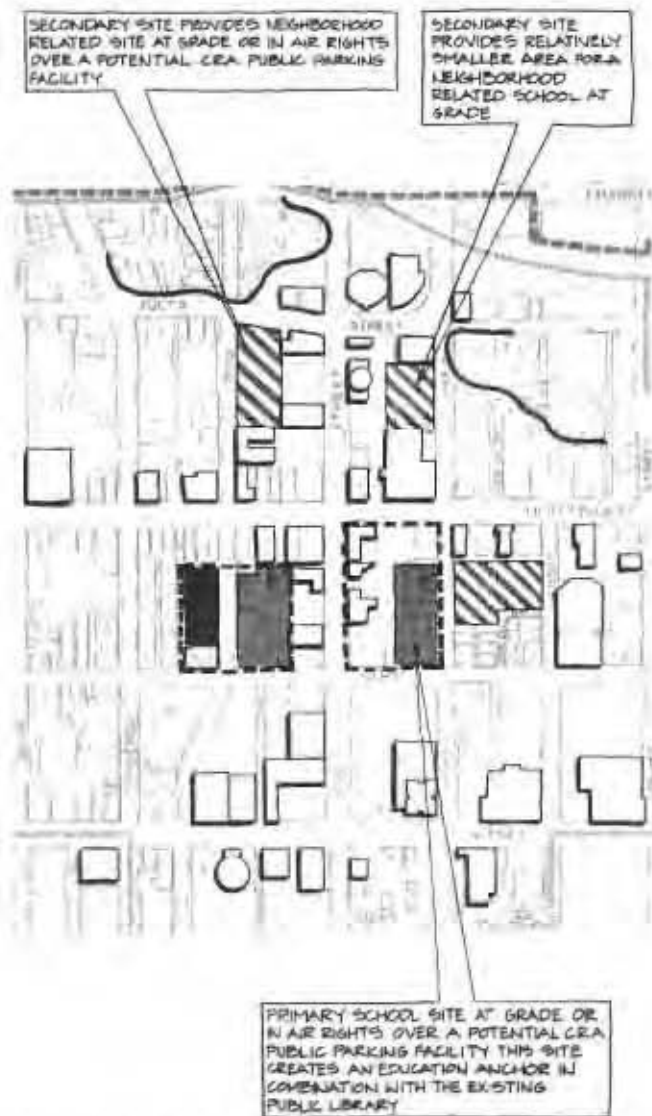


CRA APPROACH

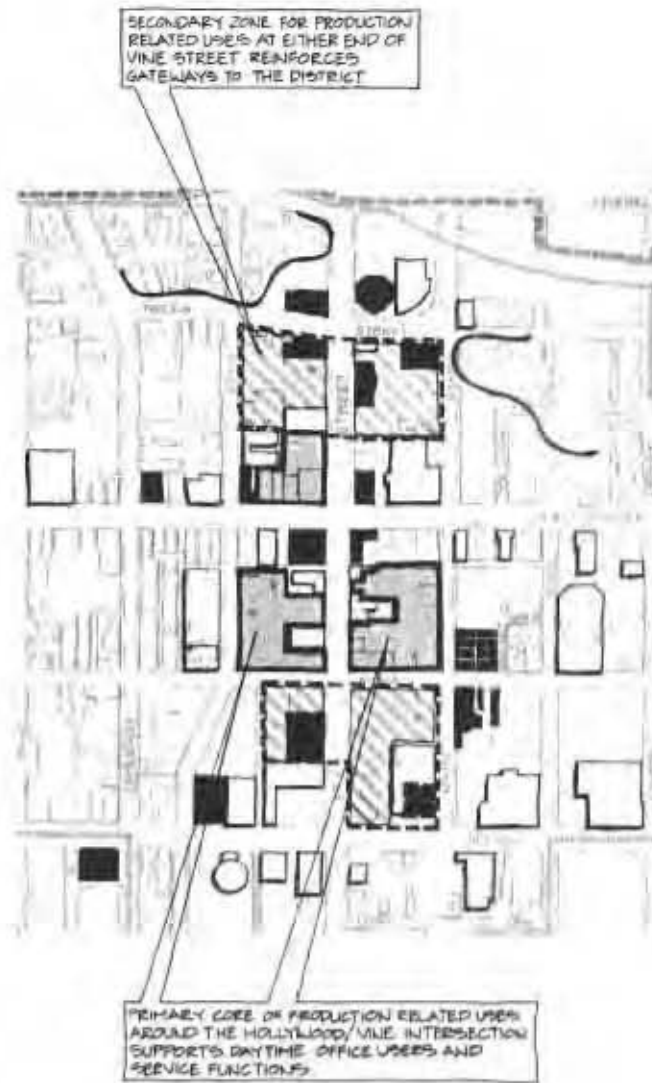
- SMALL INCREMENTAL DEVELOPMENT TO MAKE DISTRICT
- ORDER DEVELOPMENT TO RELATE TO EXISTING PATTERN OF ENTERTAINMENT USES

- 1 FIELD
- 2 AXIAL
- 3 LINEAR VINE
- 4 LINEAR HOLLYWOOD
- 5 NODE





MAGNET SCHOOL

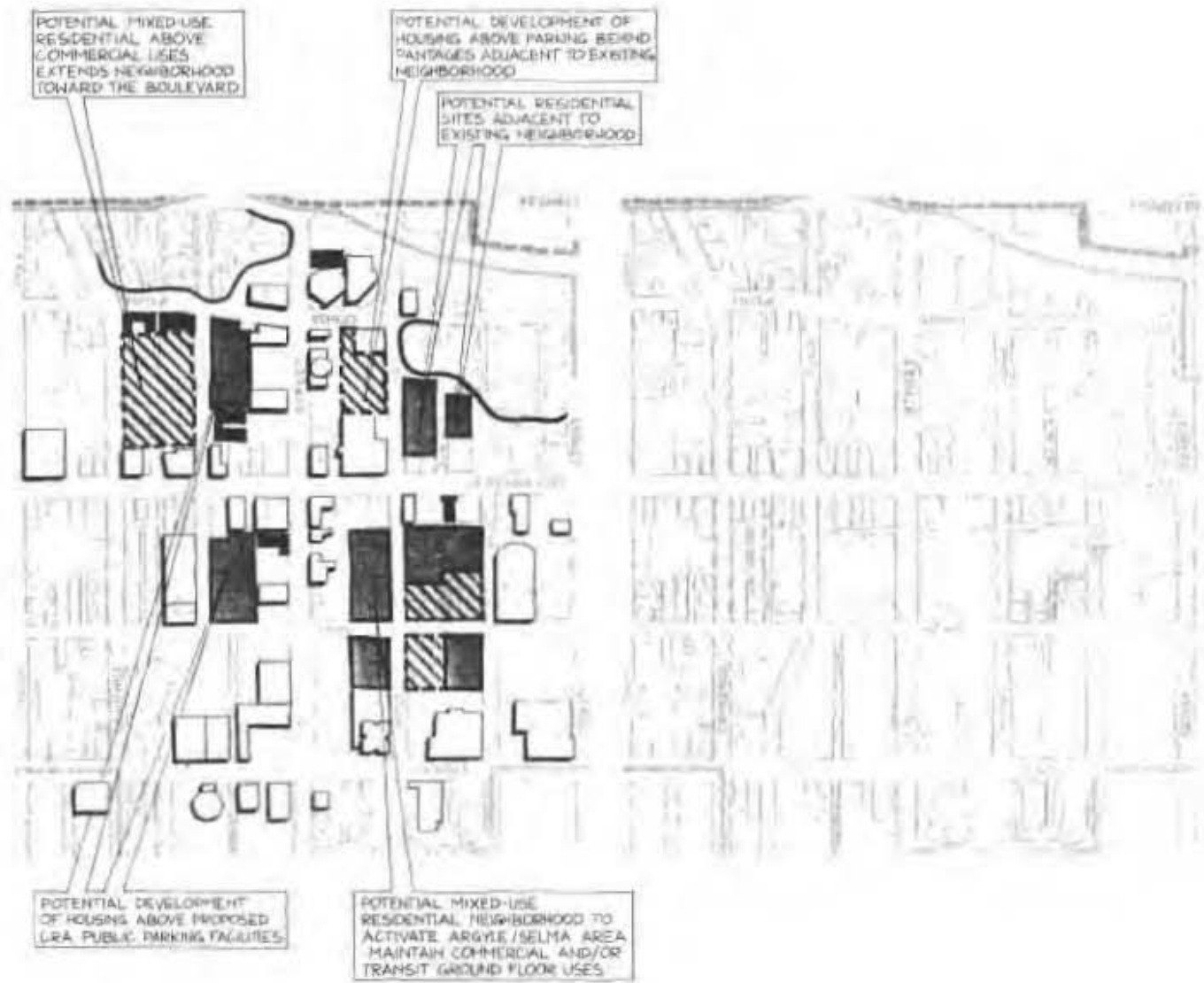


POST PRODUCTION FACILITIES

LEGEND

-  Free (Building)
-  Related Use Free (Building)
-  Free (Neighborhood)
-  Magnet School Opportunity Site
-  Secondary Magnet School Opportunity Site
-  Office/Post Production Facility Opportunity Site
-  Secondary Office/Post Production Facility Opportunity Site

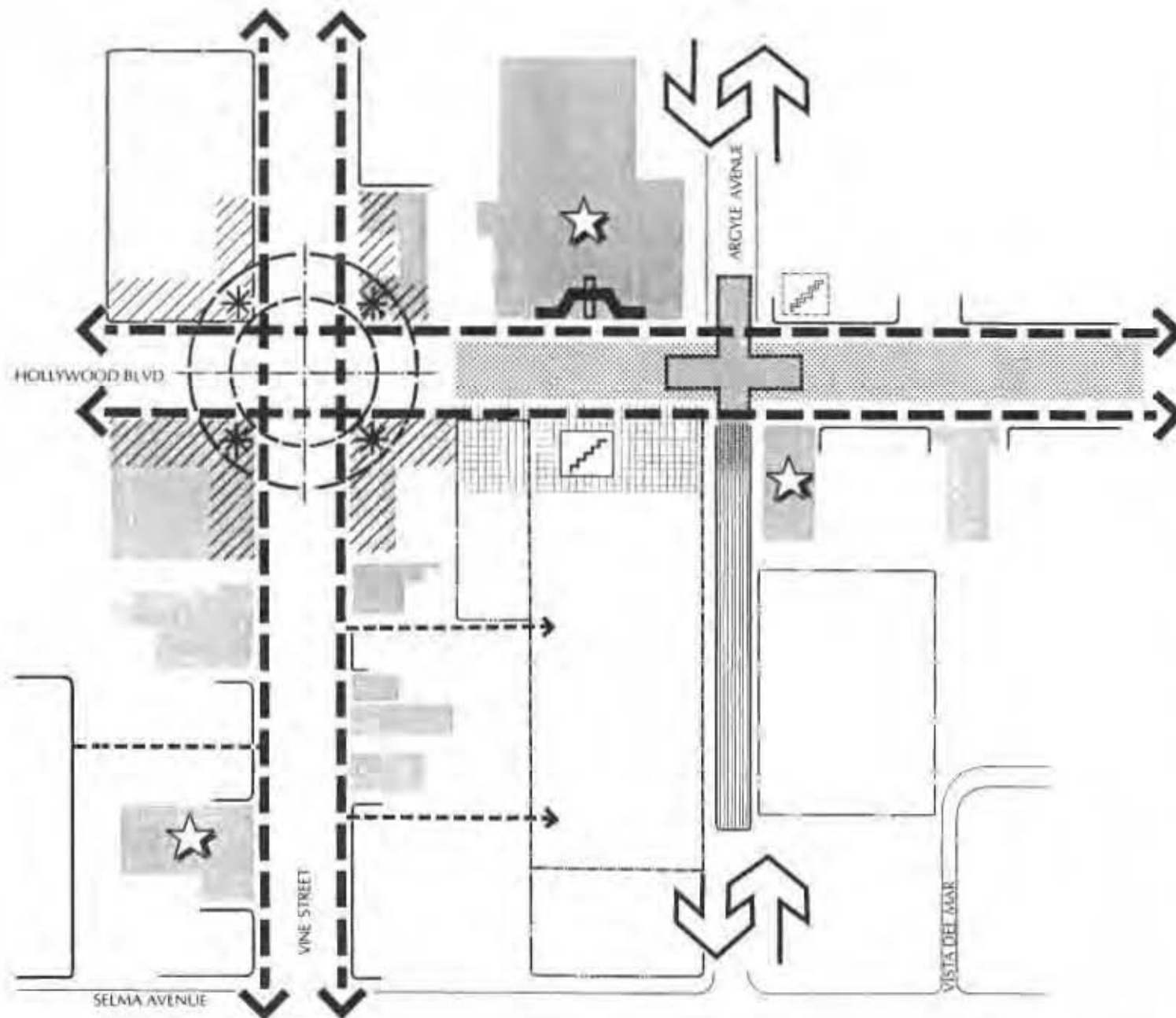




- LEGEND**
- New Building
 - Related Use/Tree Building
 - Related Use/Tree Neighborhood
 - Residential Development Opportunity Site
 - Secondary Residential Development Opportunity Site

RESIDENTIAL DEVELOPMENT

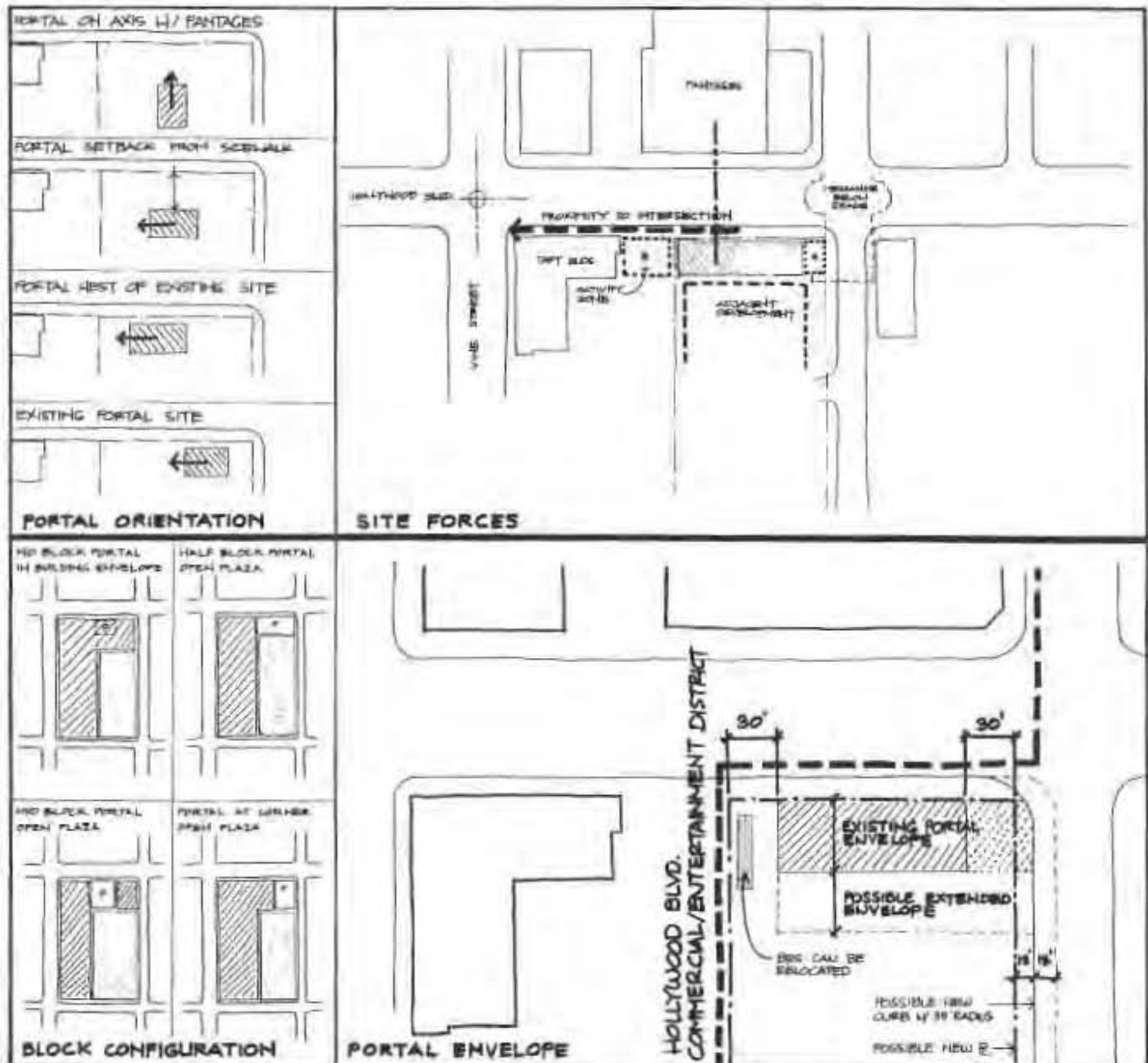
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DISTRICT CENTER
 OPPORTUNITIES AND
 CONSTRAINTS



CHAPTER 4.0 RECOMMENDED PLAN

"Passengers exiting the station will experience sunlight and street noise filtering down into the subway to give them a sense of the street above."



4.1 Introduction and Approach

To best serve Metro Rail, the MPA had two key objectives: to create a phased vision for both the short and long terms and to address both the District scale and the District Center scale. The MPA recommendations at the District scale primarily set forth an overall concept for the District with a focus on land use and the general character of the area. At the District Center scale, specific short- and long-term recommendations are set forth for the portal, portal plaza, bus and kiss n' ride facilities, joint development, property acquisition, and for other issues.

4.2 District Scale

4.2.1 Urban Design Concept

The urban design concept for the Hollywood/Vine Live Entertainment District is based upon the following vision statement:

The Hollywood/Vine Live Entertainment District, generated by an entertainment-industry based economic development strategy, is envisioned as a live/work community. Through transit, joint development, and redevelopment opportunities, this community should provide theaters and other live entertainment venues, housing for people in the industry, office and post-production space, a technical (performing arts magnet) high school, day care center, and support services such as retail, parking, and community services. The District Center—the area immediately surrounding the Hollywood and Vine intersection—is the physical and symbolic center of the Live Entertainment District.

To develop this vision, the urban design concept proposes the following components as part of a long-term vision (Figure 4-1 and 4-2):

District Core and Core Support

The district core is focused at the Hollywood and Vine intersection and extends approximately one block in all directions around the intersection. The core area should have a variety and intensity of uses that create a sense of community. These uses should include a mix of theaters, offices, and retail space. Edges of the parcels facing the Hollywood Boulevard and Vine Street sidewalks should be developed with

active uses that enliven the pedestrian experience. At the back of these blocks, facing Ivar and Argyle Avenues, support uses should be developed to reinforce and contribute to boulevard activities. Support uses should include parking structures and public benefit functions such as a technical high school, day care center and housing. These uses should promote stability, add character, and provide a flow of people to use the area on a 24 hour-a-day, seven day-a-week basis. These secondary streets are much more than the backside of Hollywood, Sunset and Vine. They are also more important to the development strategy than service entrances and alternate traffic routes. They form the pedestrian network that draws additional users into the core. The streets also offer a front door and street address for expanding commercial and residential development in close proximity to the station. Support uses should also be designed to activate sidewalks on Ivar, particularly across from the Hollywood public library, and on Argyle, across from the Carlos Avenue neighborhood. With their lower land values, these secondary streets can provide multiple functions, i.e. mixed-use and live/work space, that will further activate the district and support ridership.

Hollywood Boulevard, Sunset Boulevard, and Vine Street

Hollywood Boulevard—Building on the CRA's HBDDP, Hollywood Boulevard and Vine Street are envisioned with an urban character in which buildings abut each other to create a street wall, except at the portal where an open, defined plaza is proposed. Following the HBDDP, the MPA also recommends

developing Hollywood Boulevard with retail uses to create a “Main Street” character that encourages pedestrian promenades linking to the cinema district to the west. In addition, the proposed Hollywood Museum at the northeast corner of Hollywood and Wilcox provides an opportunity to create a unique pedestrian linkage—such as a “Power of Place” exhibit of the cultural and community history of Hollywood—between this proposed tourist landmark and the Hollywood and Vine intersection and Metro Rail portal plaza.

Sunset Boulevard—The existing character of the Sunset Boulevard corridor should be maintained and enhanced. This corridor contains mid- to high-rise office uses, financial institutions, a mixture of live entertainment, TV production, and cinema uses as well as automobile and community-oriented retail such as the over-sized “mini-mall” at the northwest corner of Sunset and Vine. A business retention strategy should be employed for office and entertainment uses (the Star Search Theater was recently abandoned). With office uses in place and functioning well, the retail component in the area will continue to thrive.

Vine Street—Revitalizing the pedestrian linkage between the Sunset and Hollywood corridors along Vine Street is particularly important in re-establishing the identity and role of Vine Street and in bringing different area users together. Between Sunset and Selma Avenue, the east side of Vine provides large scale redevelopment opportunities including the intensification of the existing Home Savings site with mid- to high-rise office, and the low-rise post-production facilities in the surface parking lot

immediately south of Selma. Both of these developments should activate the street edge with retail uses.

A description of the improvements to Vine Street between Selma and Hollywood in the District Center is provided in Sections 4.3.6 and 4.3.7.

Subdistricts

The MPA recommends development of four subdistricts which will strengthen the District as a whole and provide patrons for Metro Rail. Proposed subdistrict concepts are as follows:

Carlos Avenue—Carlos Avenue is the center of a vital neighborhood with a mix of single- and multi-family dwellings and a large number of churches. The MPA recommends protecting and enhancing this area with infill construction. Because Hollywood Boulevard between Argyle and Gower is transitional in character, the MPA recommends that mixed-use residential be developed above neighborhood serving retail uses and activating Hollywood Boulevard. The parcel at the northeast corner of Hollywood and Argyle should also be considered for a mixed-use development as part of an expanded Carlos Avenue neighborhood.

In the long term, this site could contain a second Metro Rail portal to provide neighborhood access north of Hollywood Boulevard. In the long run, this site could also accommodate a relocated kiss n’ ride facility. This new location would be convenient to kiss n’ ride users—primarily residents of the hills to the north—who would not have to cross Hollywood Boulevard to access Metro Rail.

Yucca Street—This existing mixed-use neighborhood is composed largely of apartments north of Yucca on Ivar but also includes neighborhood-serving retail uses, office space, and surface parking lots scattered throughout the subdistrict. This neighborhood should be preserved and enhanced with infill uses and should be expanded, to the extent feasible, in the existing built-up area.

The planned CRA public parking structure at the southeast corner of Yucca and Ivar provides an opportunity to co-develop affordable housing and link the neighborhood south of Yucca to the Knickerbocker residential hotel on Ivar immediately north of the proposed parking structure. If the existing Bob Smith automobile dealership releases its interest in property facing Ivar, then the Yucca Street neighborhood could be extended south on both sides of Yucca to create a strong residential identity.

Selma Avenue—Selma Avenue is a mixed-use neighborhood which should be preserved, enhanced, and expanded. While the buildings north of Selma at Vista del Mar are primarily residential in character, they accommodate a rich variety of housing, office, and entertainment uses. South of Selma there is a large two-story office complex as well as parking lots behind major uses oriented to Sunset, including KCBS and the Palladium. A sports club at the northeast corner of El Centro and Selma has active pedestrian and parking structure entrances.

The MPA recommendations for the short- and long-term development of this neighborhood are described in Sections 4.3.6 and 4.3.7.

4.3 District Center Scale

Boulevard South—Boulevard South is a pedestrian-rich office and office-support retail subdistrict focused primarily around Cahuenga Boulevard and Wilcox Avenue. The area has few residential uses. The business and retail character of this area should be enhanced with similar infill uses such as post-production offices and facilities, while such functions as live entertainment uses and restaurants should be focused in the district core around the Hollywood and Vine intersection.

The MPA sets forth both short- and long-term District Center recommendations for the portal and portal plaza, bus and kiss n' ride facilities, and joint development and phasing.

4.3.1 Short-Term Recommendations: Portal and Portal Plaza

After reviewing the existing base portal design proposal by the LACTC, touring recently constructed Metro Red Line MOS-1 stations, setting project objectives for quality public space and pedestrian experience, and preparing four alternative plans, a portal and portal plaza design was selected and refined.

Concept

The concept is to orient the portal perpendicular to Hollywood Boulevard on axis with the marquee of the Pantages Theater and to create a defined public plaza around the portal (Figures 4-3, 4-4, and 4-5). Orienting the portal to the Pantages provides an Entertainment District related feature for people to view as they emerge from underground and allows patrons circulating to and from the buses to the south to see and experience Hollywood Boulevard. With this experience, transit users will feel a sense of place in the District and further associate Metro Rail with Hollywood and Vine.

Public Space

The portal is envisioned as the centerpiece of a vital public space. Because there are few active public spaces along Hollywood Boulevard, the portal plaza will be an important locale for people to gather. The public space is designed to

accommodate a variety of formal and informal functions. Formal functions include retail uses such as cafes, newsstands, florists, and a half-price ticket booth for area theaters. Pavilion or push-cart retail is planned to activate three sides of the portal. The L-shaped courtyard of the Taft building is encouraged to be revitalized and is envisioned as an eating court, a landscaped garden, or semi-private space.

Informal activities include spaces for people to gather casually as well as to observe and participate in street performances and other activities. The plaza is designed to accommodate a range of pedestrian circulation requirements, particularly for patrons transferring between bus and rail. A safe and adequately-sized surge zone is provided directly in front of the portal and circulation paths are provided on both sides of the portal linking it to the bus area to the south.

The portal plaza is linked to the Hollywood and Vine intersection both visually and psychologically. The ground floor uses of the Taft building are recommended for such functions as art galleries, especially those associated with the entertainment industry. In addition, a feature art element in the form of an overhanging arcade is proposed to be placed below the first cornice line of the Taft building. This element will help link the plaza with the intersection.

Portal Design

The portal is envisioned as a lightweight pavilion with a roof structure and open sides that allow light and air to

reach the escalators and stairs that rise up from the mezzanine. The pavilion's height and mass will call attention to the portal as the focus of the plaza and as an important feature in the District. The roof of the passageway to the mezzanine, which is approximately 35 feet below grade, is also envisioned as a light-weight pavilion with open sides that admit light and air below. Passengers exiting the station will experience sunlight and street noise filtering down into the subway to give them a sense of the street above. With the portal oriented to the Pantages Theater Metro users will be facing a recognizable landmark and be oriented to Hollywood Boulevard when they arrive at street level.

4.3.2 Portal Design Alternatives (Evaluation of alternatives not selected)

Prior to the selection of the preferred portal design, three other alternatives were developed. As with the recommended design, all four assume acquisition of the parcel immediately east of the Taft building for use as part of the portal plaza.

Alternative 2: Intersection Axis

This alternative rotates the portal at an angle, aligning it with the Hollywood and Vine intersection. The escalators reach grade on axis with the Pantages Theater marquee (Figure 4-6). A public plaza opening to Hollywood Boulevard was created with the south and east edges defined by retail pavilions. The mezzanine elevator is located in the retail pavilion at the corner of Hollywood and

Argyle. To the west, a southern wing was attached to define the courtyard of the Taft building which opens onto the portal plaza. While this alternative had a number of positive features, there were two clear drawbacks: orienting the portal to the intersection required an angular rotation out of character with the urban design of the District; the angular rotation meant that the design would focus on either a feature element in the air space above the intersection or on a future development at the northwest corner of Hollywood and Vine. Without such an element being implemented, the design would remain incomplete.

Alternative 3: Signage Link with Pavilion

As in the preferred alternative, this version (Figure 4-7) reconfigured the LACTC base proposal by setting the portal back from Hollywood Boulevard and creating a pavilion to light the passageway below. To address the problem of emerging from the portal to face the east side of the Taft building, a signage element was envisioned to capture the view from the rising escalator and then wrap it around the Taft building to tie in with the Hollywood and Vine intersection. In this alternative, retail structures are used to define the space of the plaza, including kiosk pavilions along Hollywood Boulevard near Argyle which would contain the elevator to the mezzanine.

Alternative 4: Signage Link

This alternative (Figure 4-7) is the same as the three above except that it pulls back toward Argyle without the pavilion opening to the passageway below and thereby provides significantly more plaza space.

4.3.3 Short-Term Recommendations: Bus and Kiss n' Ride Facilities

To retain the best possible long-term joint development opportunities and to provide flexibility in meeting the changing functional operations of the bus and kiss n' ride systems, four bus planning options were developed from which a recommended option, Bus Option 3, was chosen and refined (Figure 4-8).

The recommended Bus Option 3 is designed to integrate with the recommended portal and portal plaza design described above. Because the portal must undergo a lengthy construction documents phase, a decision on the design of the portal was critical to meeting the construction schedule. However, the bus facility is not under this time pressure and its design can evolve over time to adjust to changing operational requirements. As a result, a design strategy was developed during the MPA to create a portal and plaza design which could be fixed while establishing a direction for the design of the bus facility which could be changed over time.

The design approach which best achieved this and other criteria is Bus Option 3. Option 3 straddles both sides of Argyle (Figure 4-15). Most versions of this plan require reconfiguration of Argyle into a transit mall with either limited or no through traffic. This design orients the longest run of bus bays in an east-west direction to overcome the problems inherent in the north-south configuration in the base proposal. In a north-south configuration the narrow end of the facility faces the portal inhibiting a large number of buses from parking adjacent to the portal plaza and

forcing unnecessary pedestrian circulation. By using an east-west orientation, pedestrian circulation is focused along the north edge of the bus facility directly facing the portal. If Argyle is closed to through traffic, pedestrians will have an uninterrupted access between the portal and the buses.

Bus Option 3 is very adaptable to either downsizing of capacity or increased capacity requirements arising from changes in routes, addition of new services, and selection of the Hollywood Bowl Connector Shuttle. Until Option 3 is developed, the existing facility, located west of Argyle, will be planned as an interim condition (see Bus Option 2). The kiss n' ride facility is located in the northern portion of the vacated section of Argyle Avenue immediately south of Hollywood Boulevard. A drop-off and turn-around are provided but no parking spaces are included. Kiss n' ride facilities are intended to accommodate paratransit including taxis, jitneys, and other demand-responsive, small-scaled vehicles.

Replacement parking for the Taft and Broadway buildings are described in Section 4.3.5, "Property Acquisition and Replacement Parking." Option 3, as well as the other bus options, are all capable of absorbing possible Hollywood Bowl shuttle buses which might use the facility.

4.3.4 Bus Facility and Kiss n' Ride Facility Design Options (Evaluation of alternatives not selected)

Bus Option 1—Base Proposal

The environmental impact report for the Metro Rail Red Line included off-street

bus and kiss n' ride facilities at the Hollywood/Vine Station (Figures 4-9 and 4-10). Both facilities were located on the west side of Argyle south of Hollywood Boulevard. The facility had sufficient space for sixteen buses with room for approximately eight bus pick-up and drop-off spaces. Storage for additional bus layover was also provided. A twenty-space kiss n' ride facility was tucked into the bus facility with access from a single driveway off Argyle. From a traffic circulation standpoint, this alternative offered good accessibility to and from the Hollywood Freeway via Argyle Avenue.

There were five disadvantages to this proposal:

Operations—The base proposal did not function well from a bus mobility standpoint: the flexible movement, easy arrival, parking, and departure of buses was difficult to achieve because in some cases bus parking could not be accomplished without resorting to added turns and backing up.

Public Space—The base plan did not provide adequate public space on the portal plaza for the urban character of the Live Entertainment District. In addition, pedestrian drop-off spaces for both the bus and kiss n' ride facilities were small, undefined, and often placed on the fringes of the site.

Land Acquisition—The base proposal provided minimal land area to accommodate all of the functions. As a result, most of the land area was committed to satisfying the operational requirements of the bus and kiss n' ride facilities while the public space, including the portal plaza, lacked quality. Widening of

Argyle as required by LADOT will increase land area requirements and diminish operational functions.

Joint Development—Because joint development was not a criteria when the base proposal was designed, the plan is not consistent with long-term opportunities or interests. For example, location of the bus facility on its current parcel inhibits potential uses which would, in the long term, better contribute to the quality of the District and reinforce the value of Metro Rail. Most development scenarios project a potential joint development project occurring after the bus terminal is in operation. Therefore, the design would have to span over existing operations. This would be more feasible if the operations did not occupy the entire building site.

Kiss n' Ride—The kiss n' ride facility design was weak because it required all kiss n' ride users to enter and leave by the same driveway, forcing entering cars to pass through the small parking area, make a u-turn at the cul-de-sac, and then pass back through the parking area again before exiting onto the street.

Bus Option 2

One of the main objectives in designing alternative transit facility options was to establish a portal plaza and public space which would be conducive to public place-making. Fulfilling this intention requires giving as much attention to the public space design as to the design of the bus operations.

In Option 2 the bus facility is located directly south of the portal plaza, but the property acquisition extends south to Selma Avenue, providing additional land

which enables the bus facility to move to the south and to thereby increase the size of the portal plaza at Hollywood Boulevard (Figure 4-11). The parcel immediately east of the Taft building should also become integrated with the design to enhance the quality of the portal plaza.

The base bus facility property configuration has a relatively narrow width of approximately 180 feet. Within this space it is extremely difficult to provide for both bus turning movements and a good pedestrian environment. When the widening of Argyle to LADOT requirements is factored in, the site is too narrow to accommodate all the required functions. Preliminary studies indicate that the bus facility will need to include a new 12-foot wide off-street bus lane as an extension to the west side of Argyle. Furthermore, the narrow site configuration requires a distribution of both drop-off/pick-up and layover buses, prohibiting the downsizing from a sixteen-bus facility to an eight-bus facility. As a result, Option 2 limits potential future joint development opportunities. Option 2 also does not provide replacement parking locations for the Taft and Broadway buildings. Replacement parking would have to be provided on additional land possibly acquired east of Argyle.

The kiss n' ride is located at the southern end of the site with access from Selma and could include approximately 20 short-term parking spaces. Because of the increased distance between the kiss n' ride and portal plaza, drop-offs are planned along Argyle south of Hollywood Boulevard while pick-ups would occur in the lot at Selma.

Bus Options 4A and 4B

These alternatives locate the bus facility east of Argyle Avenue to free up the block west of Argyle for joint development opportunities (Figures 4-12 and 4-13). This option also attempts to reduce the amount of land taken for bus and kiss n' ride activities by using the right-of-way of Argyle Avenue, which is closed except to transit vehicles entering from Selma. While the Argyle right-of-way is used for transit purposes, additional land would nevertheless need to be acquired on the east side of Argyle north of Selma up to the buildings which front Hollywood Boulevard.

Option 4A uses the right-of-way as part of the bus facility while Option 4B uses it for the kiss n' ride facility. In both options the bus area is split into two parts: the one to the north is for drop-off/pick-up and the one to the south is for layover. In this configuration, when the sixteen-bus facility is downsized to eight buses, the northern portion will become the permanent station while the southern portion can be redeveloped for other uses. In both options the northerly drop-off/pick up zone connects to the portal plaza area by a direct pedestrian linkage.

The primary difference between the two options is the kiss n' ride facility location. In Option A it occupies the northern portion of the vacated section of Argyle Avenue just south of Hollywood Boulevard. No parking is provided. In Option B the kiss n' ride uses Argyle Avenue, which can provide short-term parking spaces with the trade-off that, since most users will be coming from the north, vehicles would have to travel farther to get there.

Replacement parking for the Taft and Broadway buildings would be retained on the block west of Argyle until joint development was undertaken and would then be incorporated into the new plans.

4.3.5 Property Acquisition and Replacement Parking

To accommodate the short-term recommendations described in Section 4.3.3, the MPA proposes acquisition of additional land at three locations: 1) the parcel immediately east of the Taft building for use as part of the portal plaza; 2) the parcel south of the base design bus facility extending to Selma Avenue to provide replacement parking for the Taft and Broadway buildings; and 3) the mid-block parcels east of Argyle to El Centro Avenue to accommodate the bus facility and to provide additional replacement parking.

4.3.6 Short Term Recommendations

In the interim between completion of this MPA and the station opening in 1998, it is recommended that the LACTC issue a developer RFP to initiate detailed design and construction documents for the following:

- The portal pavilion and roof structure, which are planned as permanent facilities.
- Plaza retail facilities, which are planned as short-term structures and will be in place until long-term joint development opportunities arise.
- A two-level, two-bay wide underground parking structure east of the bus facility, extending from Argyle to El Centro. An underground structure is proposed because the costs of above- and limited sub-surface structures are approximately equal.

In addition, the extra height of two levels of parking would create a massing and scale problem with substantial negative effects on the district.

Access to the underground parking structure is planned from El Centro. The short-term purpose of this facility is to provide replacement parking for the Taft and Broadway buildings. In the long term, the structure will also provide parking for air rights use over the bus transit facility. Because the structure will have to accommodate future development, foundations should be designed to accommodate a variety of possible air rights uses such as a performing arts magnet school.

4.3.7 Long-Term Recommendations: Joint Development

The MPA recommends a long term joint development plan (Figures 4-14, 4-15, 4-16 and 4-17). If the commercial market has returned by this time it will contribute to the steps which can be initiated in the mean time by the LACTC.

As recommended in Section 4.3.6 (Short Term Recommendations), LACTC will need to decide if it is going to develop the deck above the bus facility on the east side of Argyle for future joint air rights development. This deck should be constructed prior to moving the facility to the east side of Argyle. If the LACTC decides not to move ahead with the deck and no development is planned for the west side of Argyle, then the deck can be developed at a later date.

Northeast Corner of Argyle and Hollywood Boulevard

The northeast corner of Hollywood and Argyle is a multi-faceted joint development opportunity that should be planned to:

- preserve the Carlos neighborhood and reinforce connections to the station
- develop transit based housing
- activate a second entrance
- relocated kiss n' ride
- modal transfer for shuttle buses, including the Hollywood Bowl Connector.

Theater Development and Portal Plaza

The MPA recommends developing a major theater (up to 1,500 seats) and office tower in the middle of the block south of Hollywood Boulevard bounded by Argyle and Vine. The theater should be located immediately south of the portal with the major entrance off the portal plaza and Hollywood Boulevard, thereby providing another distinct use to activate the plaza. Developing a theater assumes bus facility downsizing and requires replacement of the short-term retail uses in the plaza with permanent structures. Permanent retail uses would continue to activate the plaza during the day including space for formal and informal uses such as a half-price ticket booth, cafes, newsstands, florists, performance spaces, gathering spaces, and pedestrian circulation.

The MPA sets out a conceptual design for the theater in both plan and section to integrate it into the overall District Center. With an entry at grade off the

portal plaza, the main level of the theater would slope down below grade with the proscenium located at south end of the site. Underground parking would be provided with access from the Argyle transit street in a facility that would be shared with the proposed office tower. A service drive for the theater would be located south of the proscenium.

The pedestrian entrance to the theater would lead to a triple-height space in which the upper level would provide access to balcony seats, an outdoor deck overlooking the portal plaza, and a bridge connecting to the proposed technical school.

LACTC Theater Arts Technical High School

The MPA recommends developing a theater arts technical high school above the downsized bus facility on the east side of Argyle. For planning purposes the school has been envisioned with approximately 450 students, each requiring 120 square feet of space, for a total of 54,000 square feet. A day care facility should be included as part of the school complex.

The school is planned as a two-story facility centered around a courtyard. It is planned to be functionally, physically, and programmatically linked to the West Coast Ensemble Theater and the proposed new major theater development to the west, or to other area theaters. By using these venues the school will not have to build its own major performing space. However, it will develop its own studio, classroom,

and other spaces. The entry to the school is planned on Hollywood Boulevard to provide good access for students arriving by Metro Rail. A ceremonial stair is provided to connect the raised courtyard with the sidewalk and gateway below. Administrative and student bookstore functions would be located off Hollywood Boulevard.

The school is designed to link to the proposed theater to the west by a primary walkway fronting Hollywood Boulevard and the portal plaza and by a catwalk to the south. Service for the school is off Argyle to the south. The roof of the theater could be developed as a multi-use area for the school including athletic and recreational uses as well as programmed outdoor theater activities.

Selma Avenue

The MPA recommends that the Selma Avenue neighborhood be expanded with mixed-use live/work spaces. In the short term the MPA recommends maintaining the existing small-scale buildings fronting Vista del Mar on Selma between Argyle and El Centro. For the long term, however, the MPA recommends that these valuable sites be developed as one- to two-levels of ground floor post-production uses with residential above at up to 80 units per acre. These buildings are envisioned on the north side of Selma between Argyle and El Centro and up El Centro north to Hollywood Boulevard, linking with the existing Hastings Hotel. The six-story residential fabric can share the subterranean parking beneath the bus facility, as well as the proposed district structure

described below. A similar mix of uses developed in public parking air rights space should be investigated along Selma and Ivar Avenues.

The existing parking lots south of Selma constitute an important air rights development opportunity. Because parking for KCBS and the Palladium are critical, a district parking structure could be developed at the southwest corner of El Centro and Selma behind the Palladium, providing shared parking for entertainment uses at night and on weekends and for other area businesses, including KCBS, during the day. Live/work spaces could then be developed at the southwest corner of Argyle and Selma and the southeast corner of El Centro and Selma, behind KCBS.

If the market returns, the MPA recommends that the following joint development opportunities be undertaken:

Vine Street

Vine Street between Selma and Hollywood is complex in both land use and physical character as well as in its history. The MPA recommends that all existing cultural and historic resources be protected to enhance the variety of architectural scales, from high- to low-rise structures, and that the uses retain a diverse character.

In the long term, the MPA recommends that a mid- to high-rise office building with a typical 25,000 square foot floorplate be located at the northeast corner of Vine and Selma. This office building could be considered as a potential joint development site today.

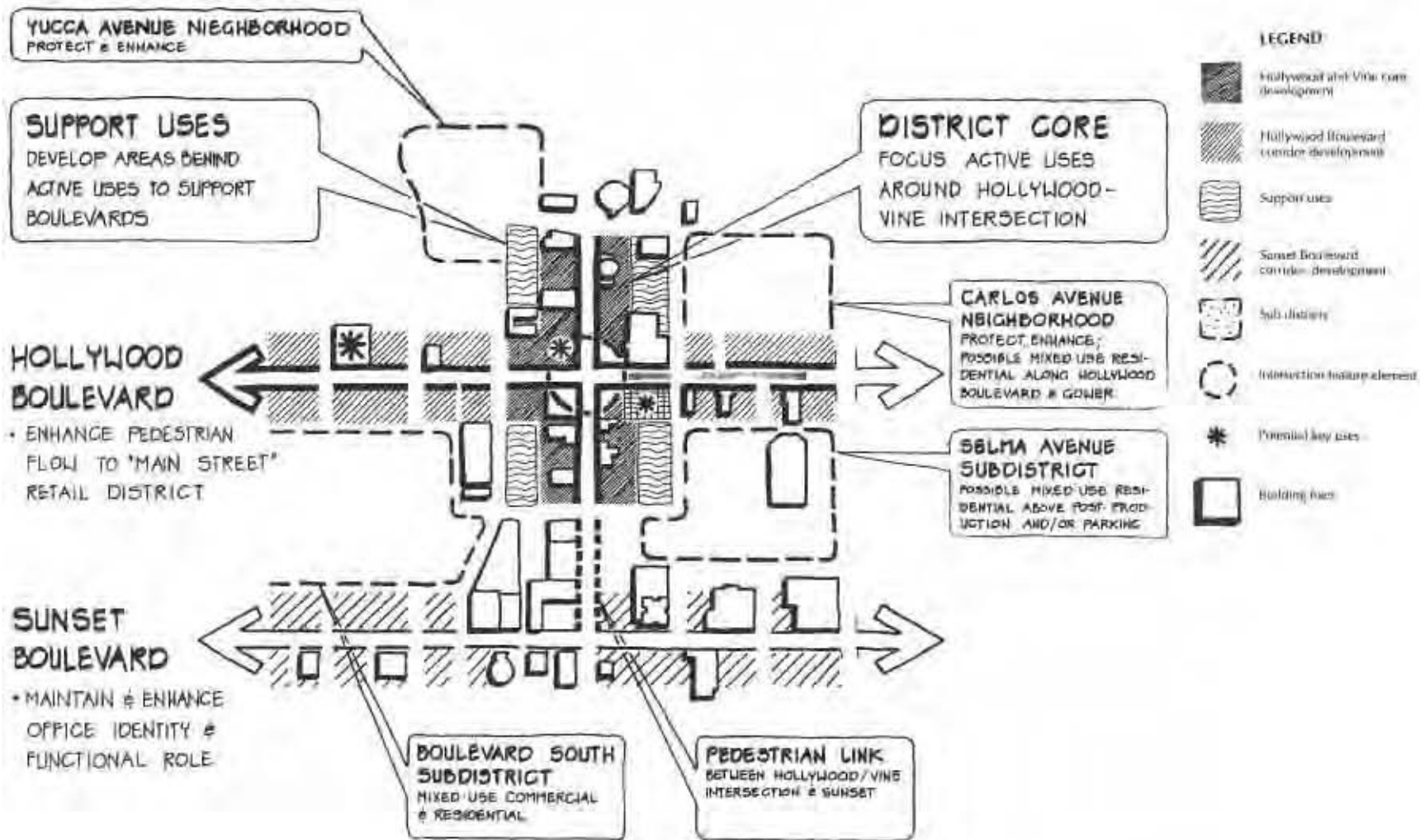
The base of this building should contain retail and theater uses to activate the street and strengthen this locale, with the facing Doolittle Theater, as a focal point of live entertainment uses. The existing Department of Motor Vehicles (DMV) facility at this site should be retained in the District through relocation to a site on the Sunset corridor. Service would be provided off the Argyle service zone described above. Limited parking would be provided in a shared underground facility with the theater. Vehicular access would be located at a porte-cochere on the east side of the building and at the underground facility from Selma.

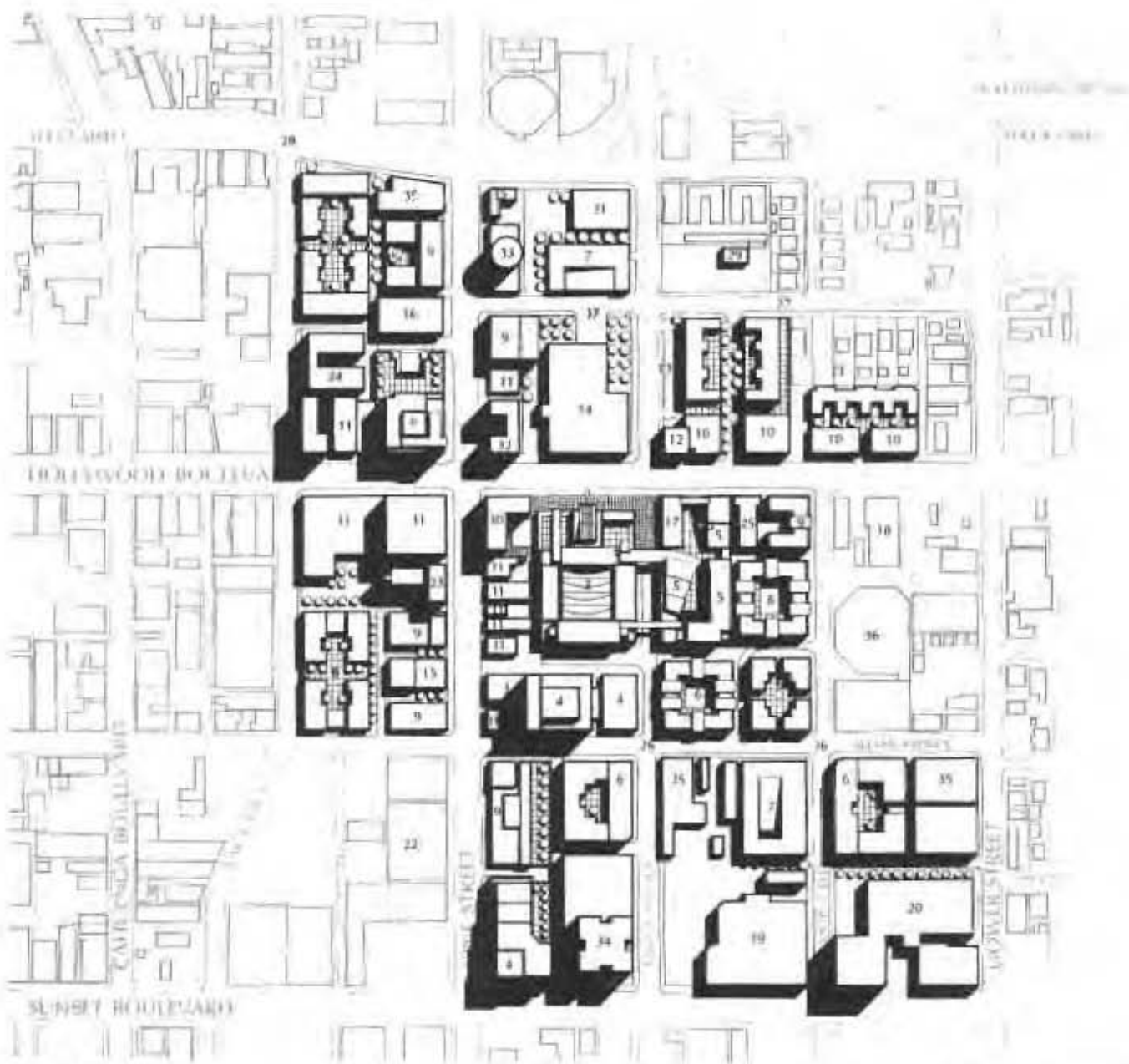
The MPA also recommends that the old Brown Derby building be rehabilitated as a restaurant and that the adjacent parcel to the north be developed as an infill retail space. Similarly, the MPA envisions low-rise restaurant and neighborhood-serving retail functions on either side of the Doolittle Theater for use by theater goers, patrons of the Plaza Hotel, and office users.

4.4 Conclusions

This MPA sets forth a number of visionary and specific interim, short-term and long-term recommendations at both the district-wide and district center scales (Figure 4-18). Specific interim and short-term recommendations for the design of the portal, portal plaza, and joint development are provided to address upcoming construction deadlines for the station opening in 1998. A revised design for bus and kiss n' ride facilities resolves outstanding problems with the existing proposal, protects future joint development opportunities near the Hollywood and Vine intersection, and provides flexibility to meet changing operational requirements between the completion of this MPA and the start of construction.

Long-term recommendations include a downsized bus facility and locations for joint development uses which might be undertaken when the market strengthens to support the Live Entertainment District including theaters, an office tower, a performing arts magnet school, housing and industry-related live/work space, parking garages, and support services such as retail, restaurants, and community services.

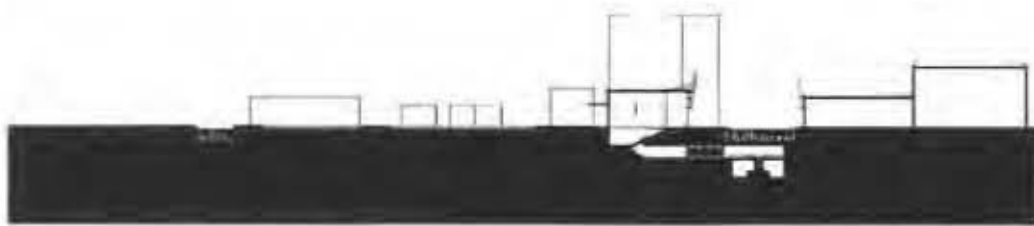




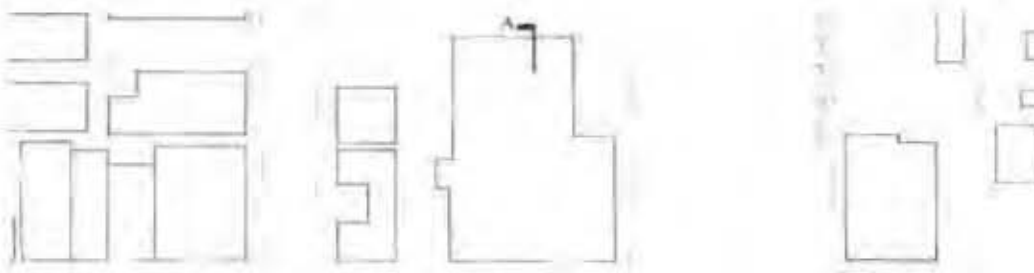
LEGEND

- 1 Postal
- 4 Retail Plaza
- 7 Proposed Theater Location
- 8 Proposed Mixed-Use Office Tower Location
- 9 Proposed Magnet School
- 6 Proposed Live/Work Space
- 7 Proposed Parking Structure
- 8 Proposed Mixed-Use Housing Above CAA Parking Structure
- 9 Proposed Mixed-Use Low Rise Office Above Retail
- 10 Proposed Mixed-Use Housing Above Retail
- 11 Proposed Retail/Restaurants
- 12 Second Portal
- 14 Kino 400
- 14 Panagea Theatre
- 15 Double Theatre
- 14 Palace Theatre
- 17 West Coast Ensemble Theatre
- 18 Henry Wolfe Theatre
- 15 Village
- 20 CBS
- 21 ESWS
- 22 JAV
- 24 Plaza Hotel
- 28 Kriegeracker Hotel
- 23 Halberg Hotel
- 36 Proposed Solor Avenue Neighborhood
- 17 Carlos Avenue Neighborhood
- 16 New Street Neighborhood
- 29 Church
- 30 Art Building
- 41 Broadway Building
- 32 Football Building
- 13 Capitol Building
- 34 Office Tower
- 35 Office/Post Production Facility
- 29 Sports/Recreation
- 17 Hotel/Loft/Residential/Vine Street In-park parking structure access

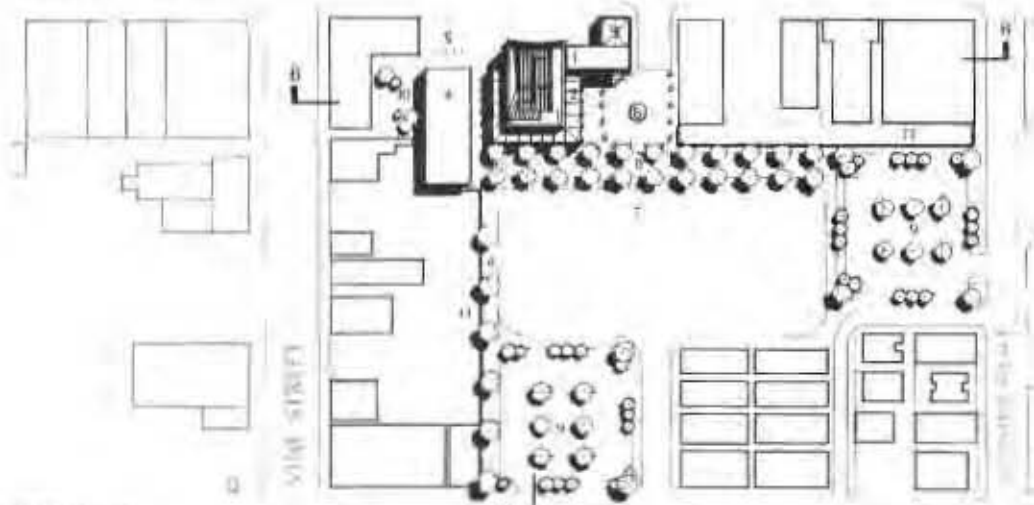
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North-South Section Through Portal - A-A



HOLLYWOOD BLVD



VINE STREET

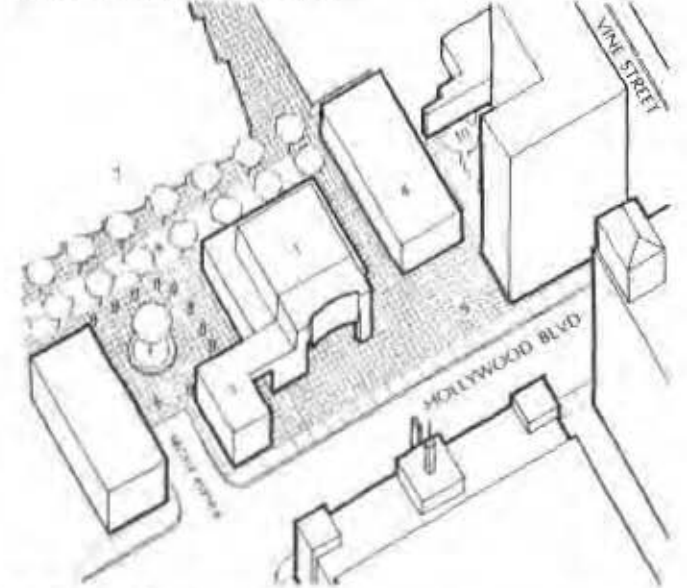
URBAN INNOVATIONS GROUP
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 Conder & Associates / Architects
 Kuter Associates
 Halcyon Real Estate Advisors

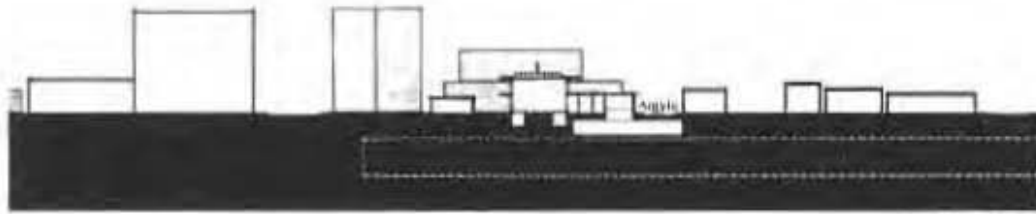
LEGEND

PROPOSED FACILITIES

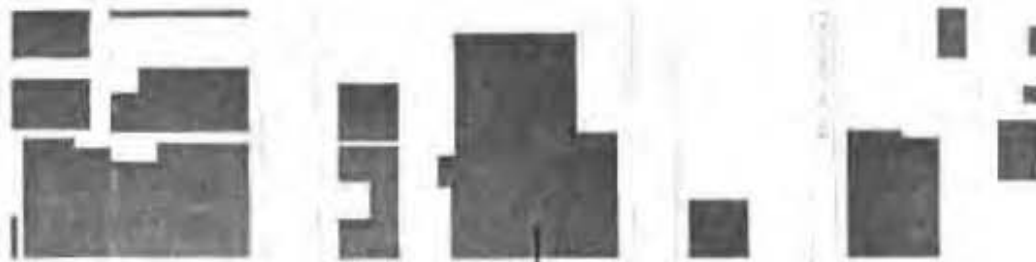
- | | | | |
|---|-----------------------------|----|-------------------------|
| 1 | Portal With Open Passageway | 10 | Tall Building Footprint |
| 2 | Retail Storefront | 11 | Wall Footprint |
| 3 | Hall From Ticket Booth | | |
| 4 | Stair | | |
| 5 | Wood Plaza | | |
| 6 | Area To Be | | |
| 7 | Bus Facility | | |
| 8 | Prosestian Path | | |
| 9 | Replacement Parking | | |

Axometric Diagram of Portal Plaza

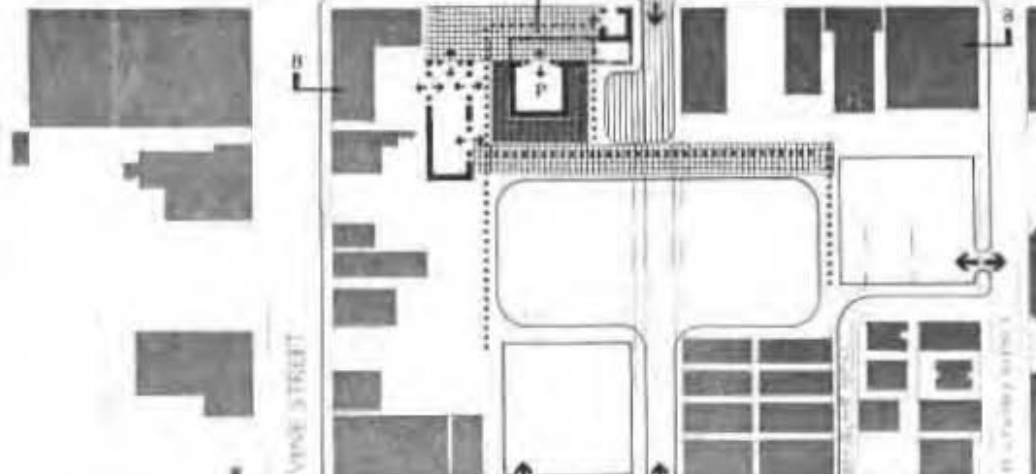




East-West Section Through Portal B-B



HERLEIGHWOOD BLVD



VINE STREET

HERLEIGHWOOD BLVD

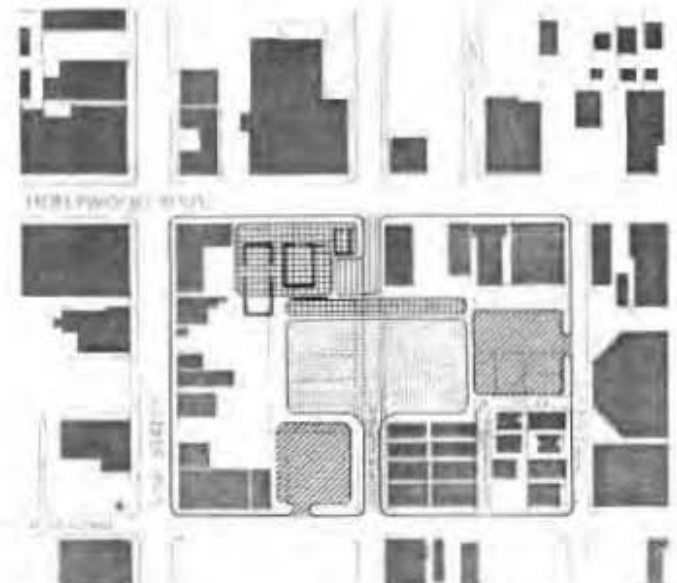


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LEGEND

- Public Space
- Pedestrian Circulation
- Pedestrian Access
- Plaza
- Retail Building
- Retail Meeting Zone
- Vehicular Access
- Existing Building To Remain
- Organizing Axis
- Replacement Parking
- Bus Facility Zone
- Kios 'N' Ride Zone
- Building Zones

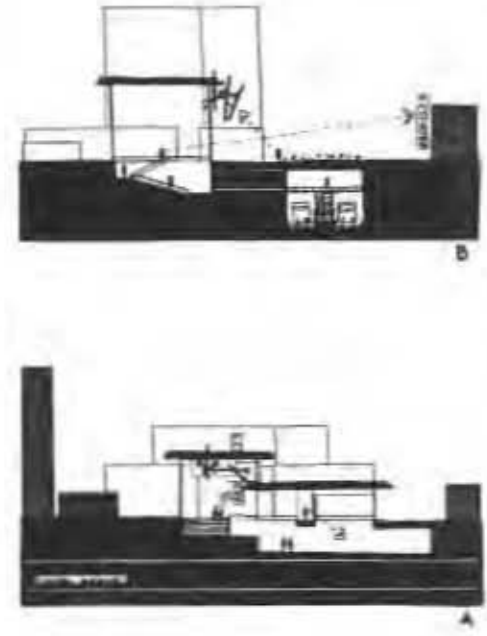
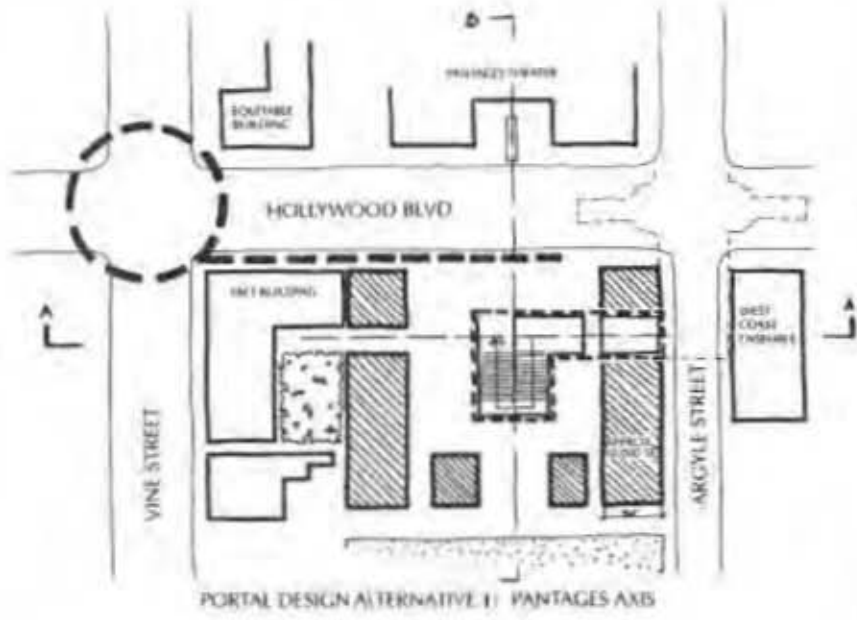
Organizational Zones



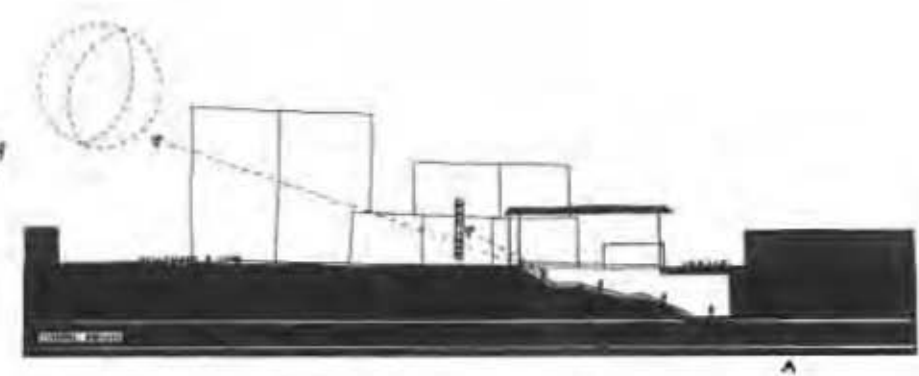
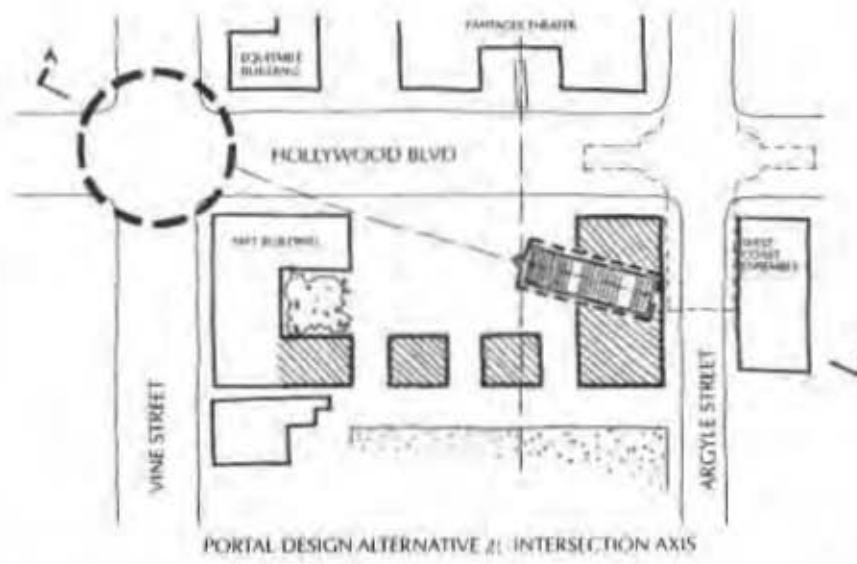


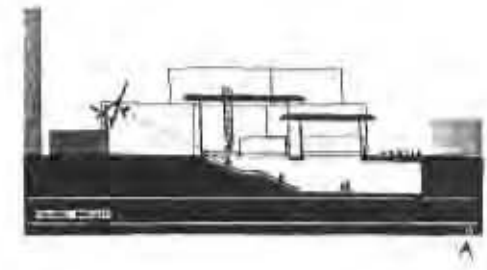
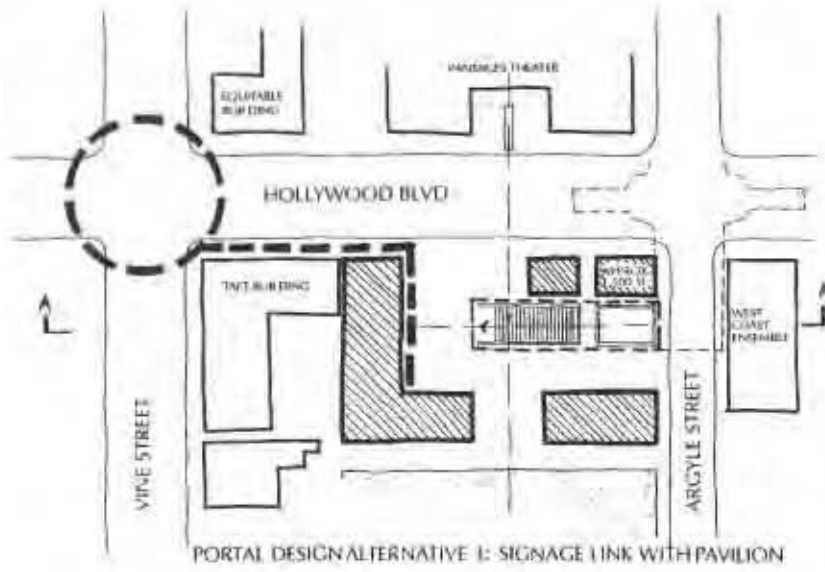
Elevation Along Hollywood Boulevard



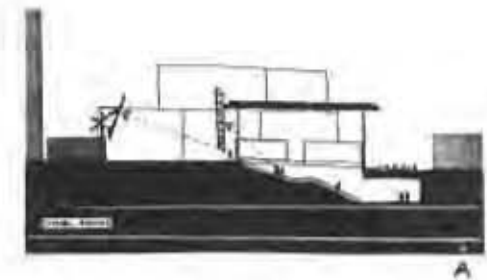
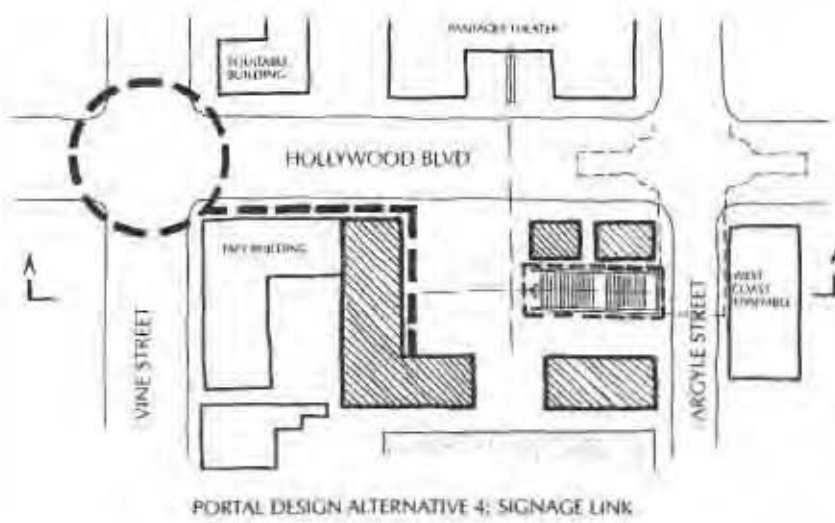


- LEGEND**
- Portal area
 - New and joint development
 - Retail
 - Future station area
 - Connection to west
 - Mass procession below
 - Pedestrian plaza
 - Existing building

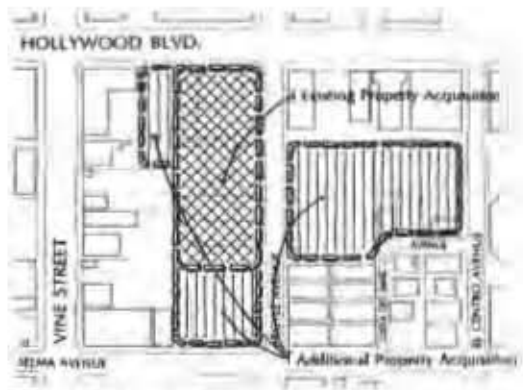




- LEGEND**
- Portal area
 - Retail and joint development
 - Retail
 - Feature element area
 - Connection to portal
 - Metro organization joint
 - Pedestrian plaza
 - Joint building

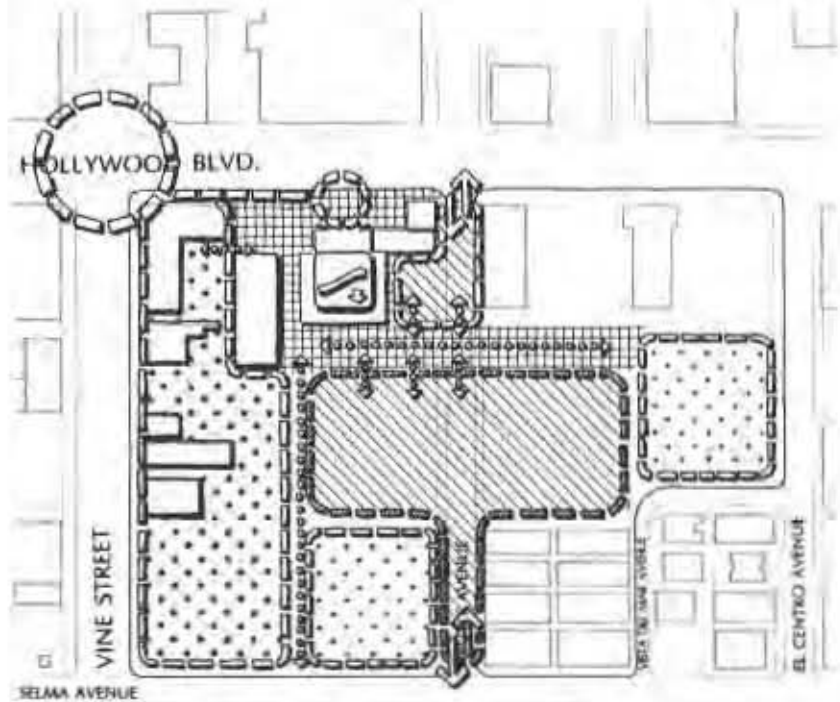


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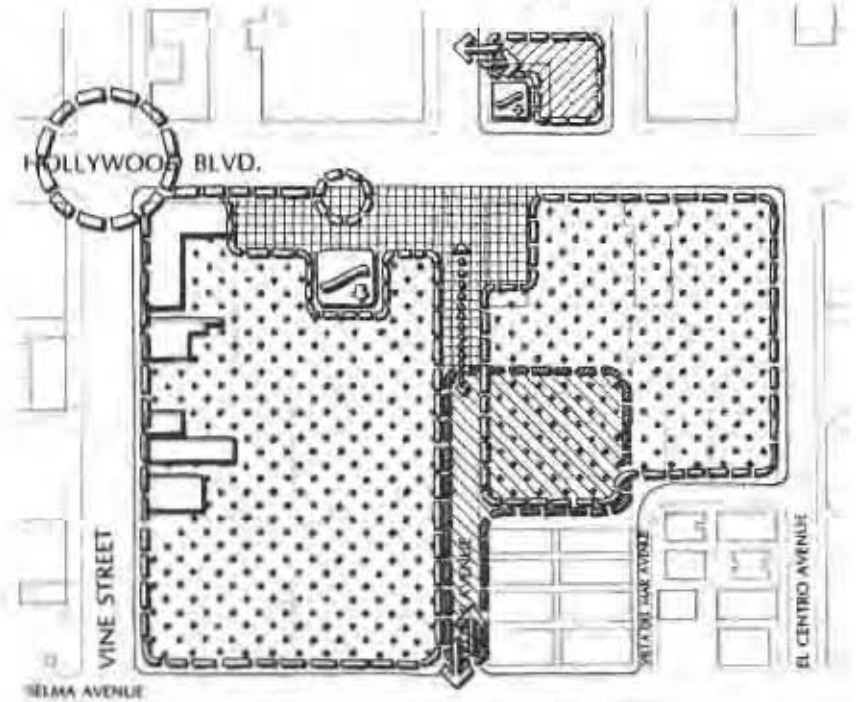
PROPERTY ACQUISITION

- LEGEND**
-  Development Potential
 -  Architectural/Art Intersection Future Element
 -  Station Zone
 -  Metro Rail Portal
 -  Bus Drop-off/Layover
 -  Kiss n' Ride
 -  Vehicular Access
 -  Pedestrian Access
 -  Replacement Parkings



16 BUSES

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 CENTER & ASSOCIATES / ARCHITECTS
 K&K ASSOCIATES
 METRO RAIL STATION ADMIN



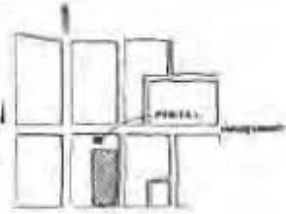
8 BUSES

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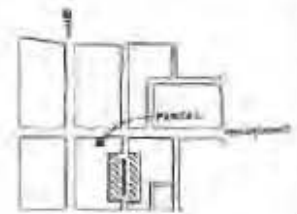
EXISTING PROPOSAL DESIGN



- PROXIMITY TO PORTAL
- PORTAL AS CLOSE TO HOLLYWOOD/VINE INTERSECTION AS POSSIBLE
- APPROPRIATE SITE AREA FOR 6 BUSES

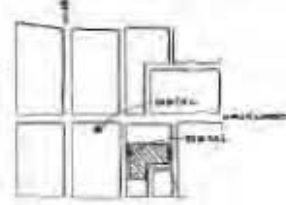


STRADDLES ARGYLE



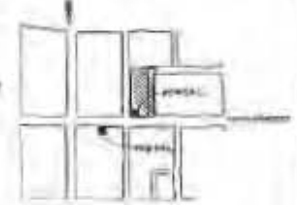
EXISTING PROPOSAL

- RECONSTRUCTED PROPOSAL
- REQUIRES ADDED PORTAL



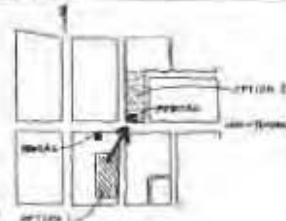
ARGYLE PROPOSAL

- DEVELOP DENSE URBAN SITE FOR 16 BUSES W/ STREETCARTS
- REQUIRES ADDITIONAL PORTAL



NEEDERLANDER/EAST OF ARGYLE PROPOSAL 16 BUS OPTIONS

- AFTER UNIVERSAL CITY STATION OPENS
- OPTION 1: STAYS @ EXISTING SITE
- OPTION 2: MOVES TO NW CORNER W/ NEW PORTAL



NE CORNER PROPOSAL

BUS

- ONE WAY FLOW
- PROVIDES DROP OFF PICK-UP, LAY-OVER
- ONE ENTRY / EGRESS
- ACCESS @ ARGYLE
- DROP OFF HAS DIRECT CONNECTION TO PORTAL
- PEDESTRIAN CIRCULATION SEPARATE FROM VEHICULAR CIRCULATION
- OPEN LOT / NO STRUCTURES

KISS 'n' RIDE

- CARS STACK INTO STREET
- CONFLICT BETWEEN CARS PARKING & DROPPING OFF
- NARROW DROP OFF
- ONE ENTRY / EGRESS
- ACCESS @ ARGYLE
- SHARP DROP OFF W/ BUS LOADING

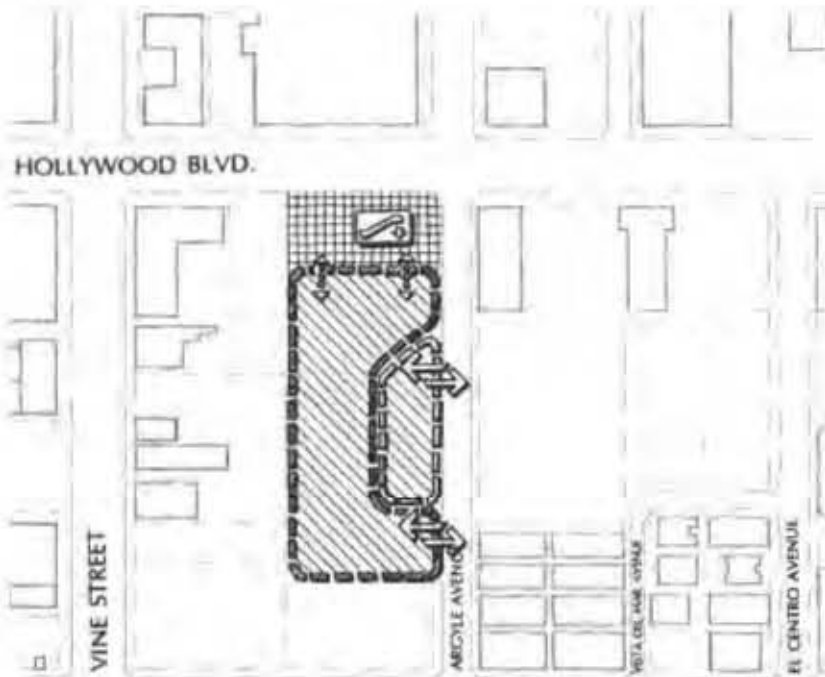
B BUS OPTIONS

FUTURE BUS STATION LOCATION OPTIONS



PROPERTY ACQUISITION

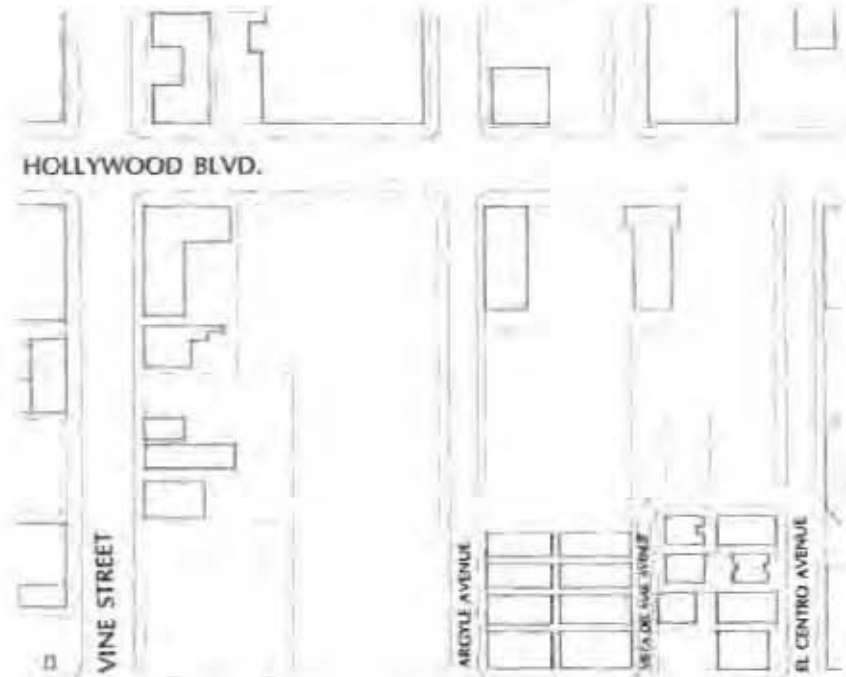
- LEGEND**
- Development Potential
 - Architectural/Art Intersection Feature Element
 - Portal Zone
 - Metro Rail Portal
 - Bus Drop-off/Layover
 - Kiss n' Ride
 - Vehicular Access
 - Pedestrian Access



SELMA AVENUE

16 BUSES

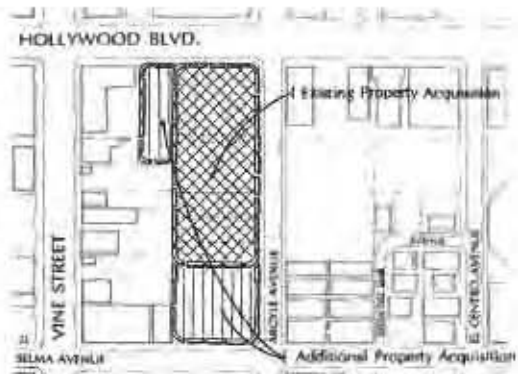
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 Levin & Associates
 Conder & Associates / Architects
 Koby Associates
 Halcyon Real Estate Advisors



SELMA AVENUE

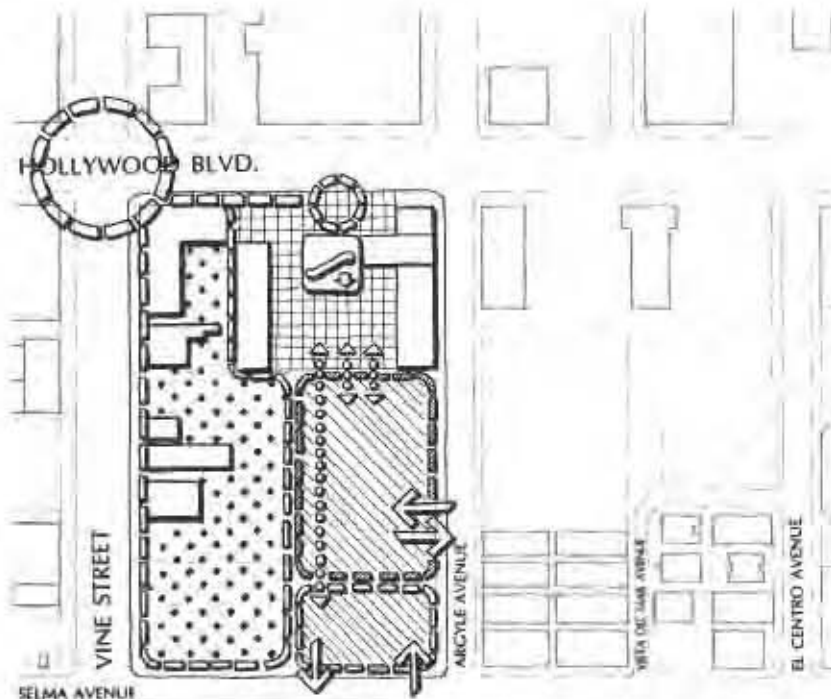
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EXISTING BUS FACILITIES
 PLAN/BUS OPTION 1



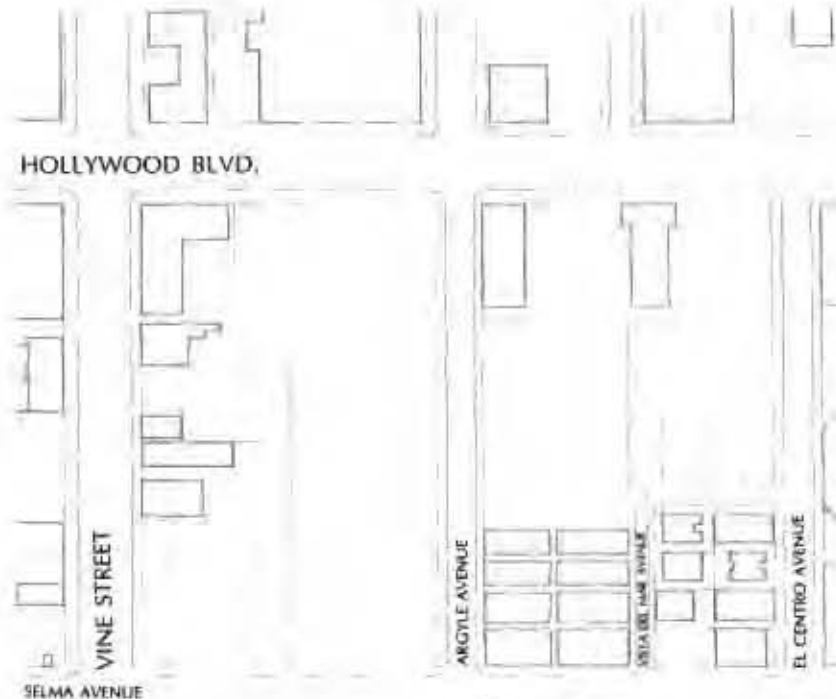
PROPERTY ACQUISITION

- LEGEND**
-  Development Potential
 -  Architectural/Art Intersection Feature Element
 -  Portal Zone
 -  Metro Rail Portal
 -  Bus Drop-off/Loadover
 -  Kios n' Ride
 -  Vehicular Access
 -  Pedestrian Access



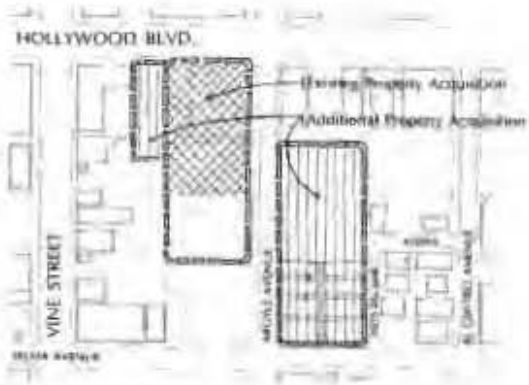
16/8 BUSES

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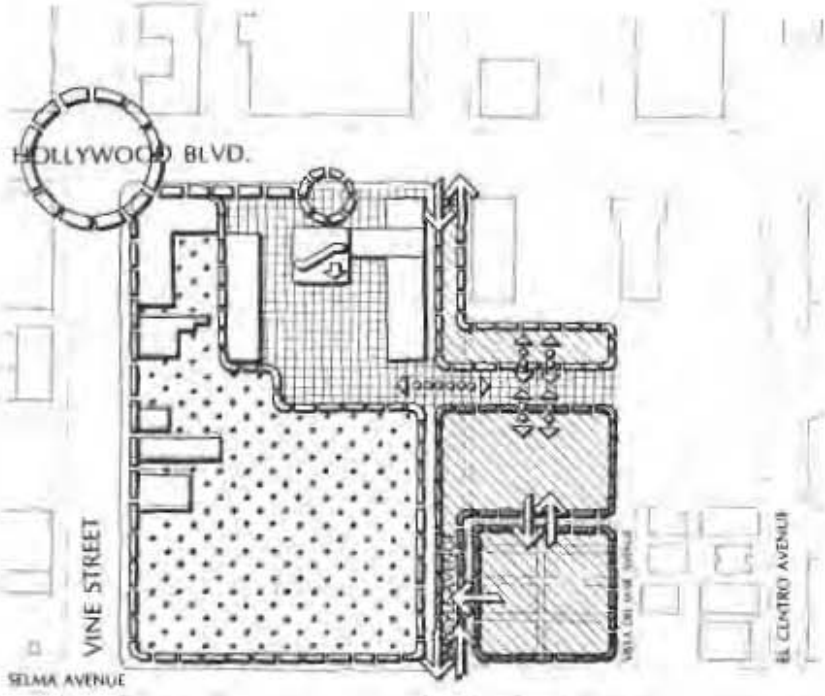
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BUS OPTION 2



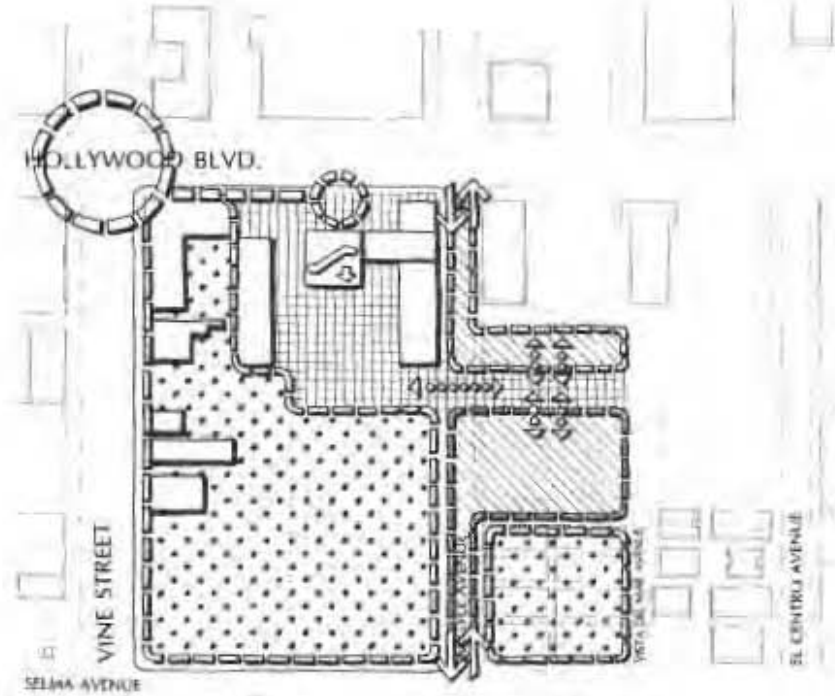
PROPERTY ACQUISITION

- LEGEND**
-  Developer Potential
 -  Architectural/Art Intersection Feature Element
 -  Portal Zone
 -  Metro Rail Portal
 -  Bus Drop-off/Pickup
 -  Kiss n' Ride
 -  Vehicular Access
 -  Pedestrian Access



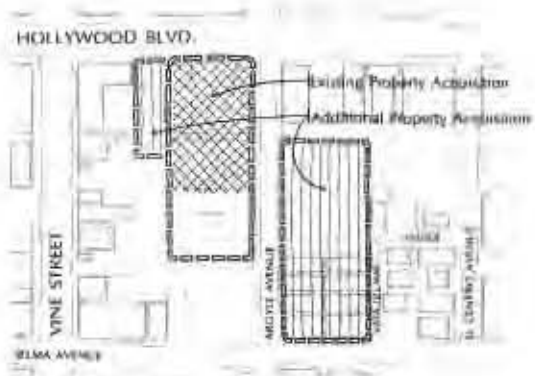
16 BUSES

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 Kelly Associates
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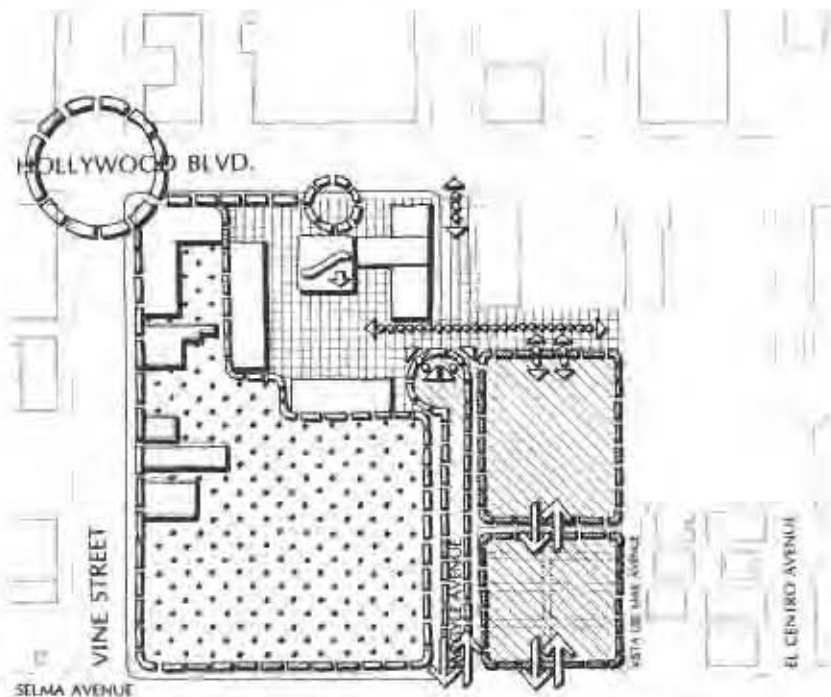
8 BUSES

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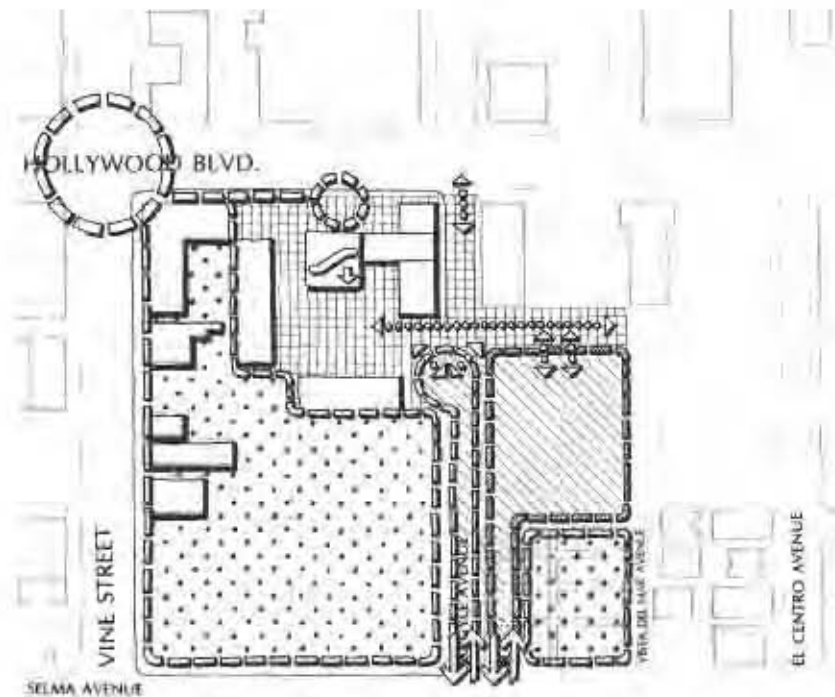
PROPERTY ACQUISITION

- LEGEND**
-  Development Potential
 -  Architectural/Art Intersection Feature Element
 -  Postal Zone
 -  Metro Rail Portal
 -  Bus Drop-off/Layover
 -  Kiss or Ride
 -  Vehicular Access
 -  Pedestrian Access



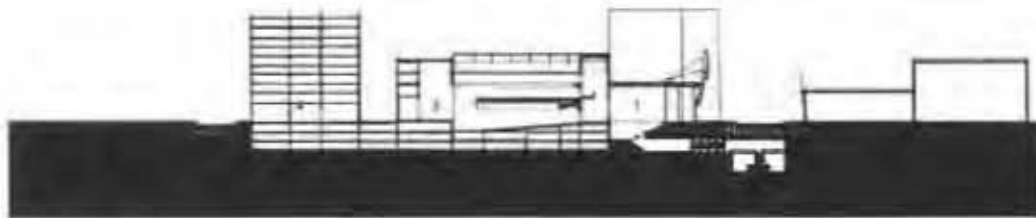
16 BUSES

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8 BUSES

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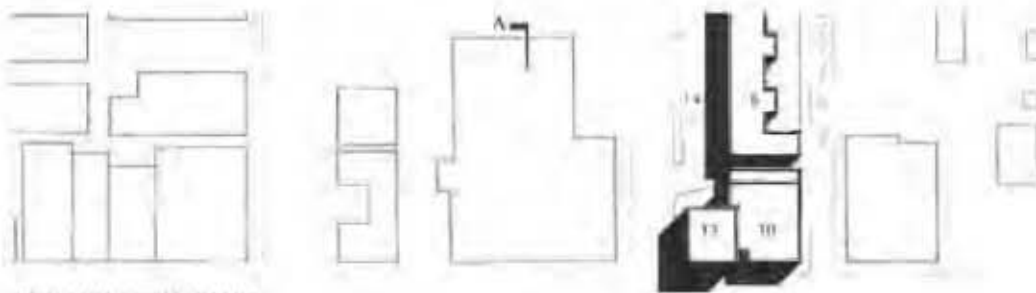
North-South Section Through Portal: A-A



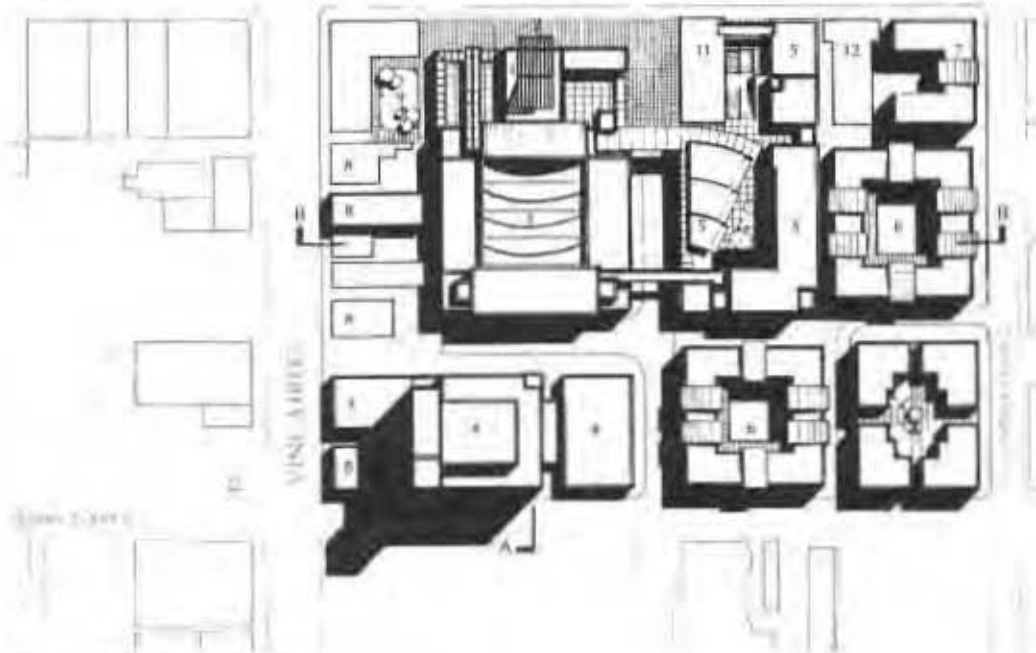
LEGEND

PROPOSED FACILITIES:

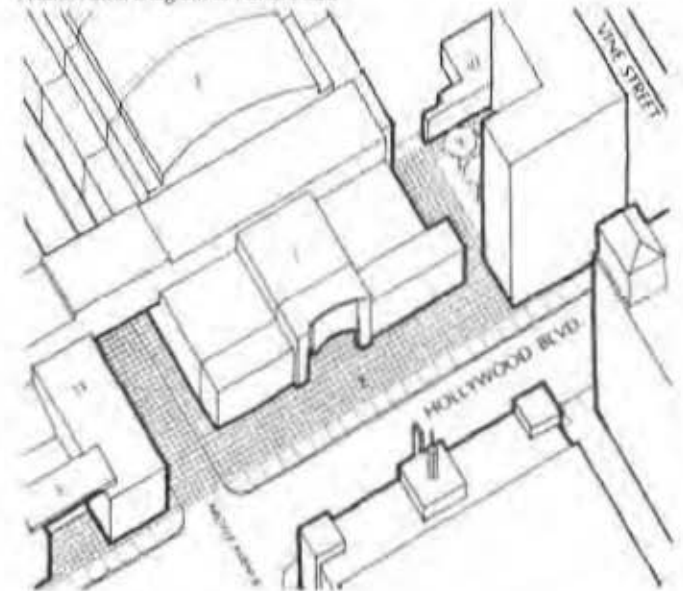
- | | |
|--|-----------------------------|
| 1 Portal | 8 Retail/Restroom |
| 2 Portal Plaza | 9 Job Building Courtyard |
| 3 Transfer Location | 10 Second Portal |
| 4 Mixed-Use Office Tower Location | 11 Ride 'n' Ride |
| 5 Magnet School | |
| 6 Live/Work Space | EXISTING FACILITIES: |
| 7 Mixed-Use Low-Rise Office Above Retail | |

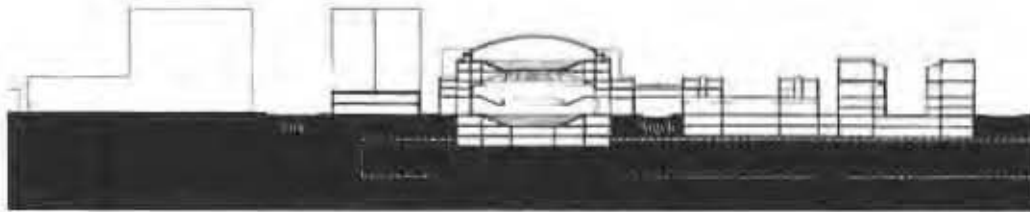


PROPOSED FACILITIES

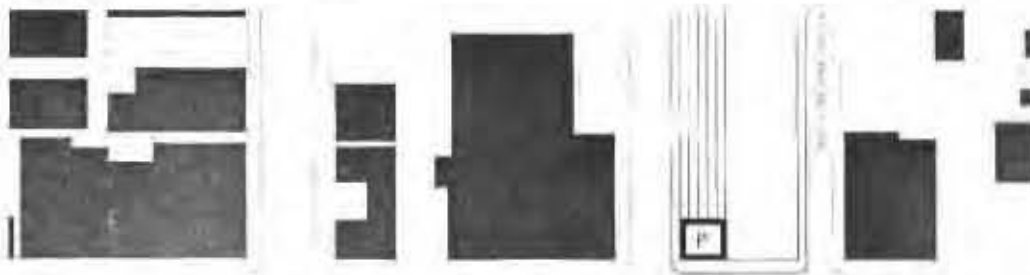


Axometric Diagram of Portal Plaza

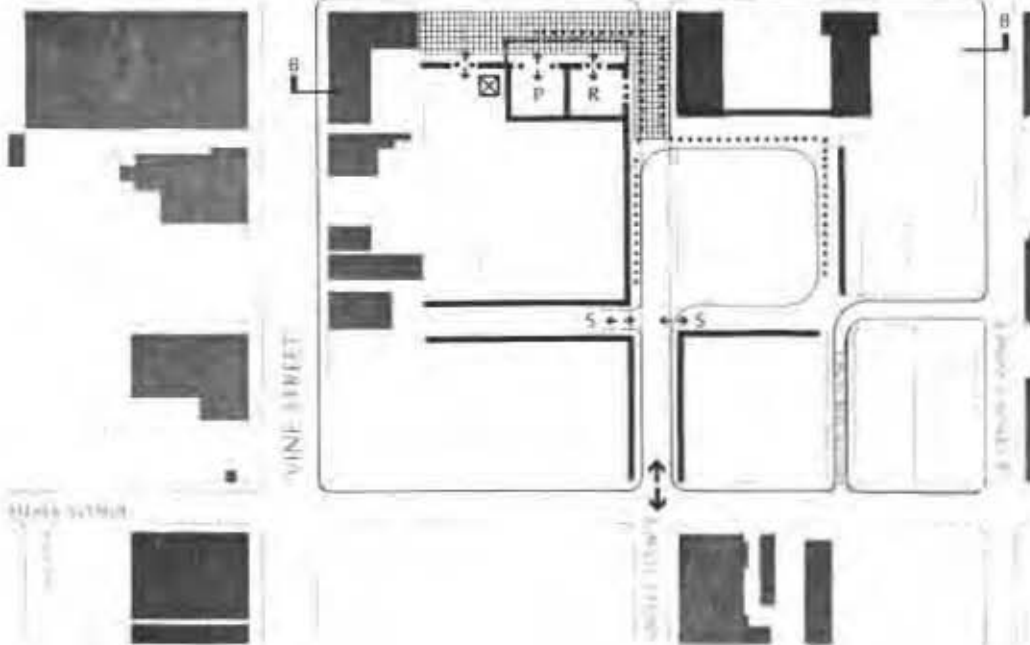




East-West Section Through Theater & Bus Facility/ B-B Magnet School



HOLLYWOOD BLVD.

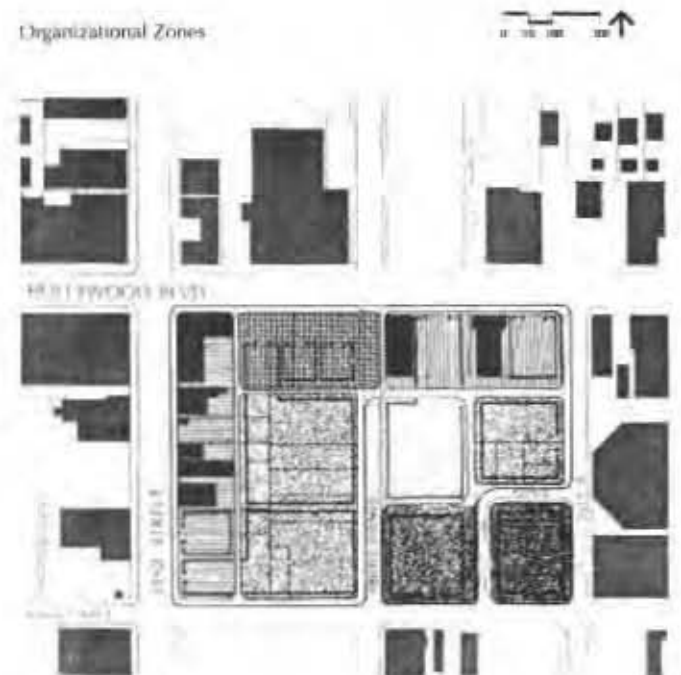


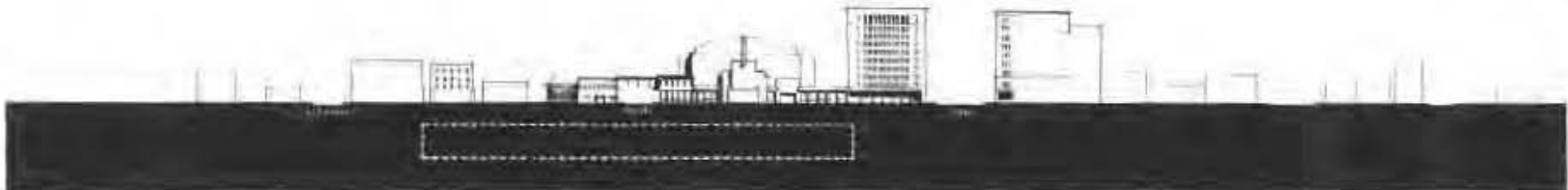
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LEGEND

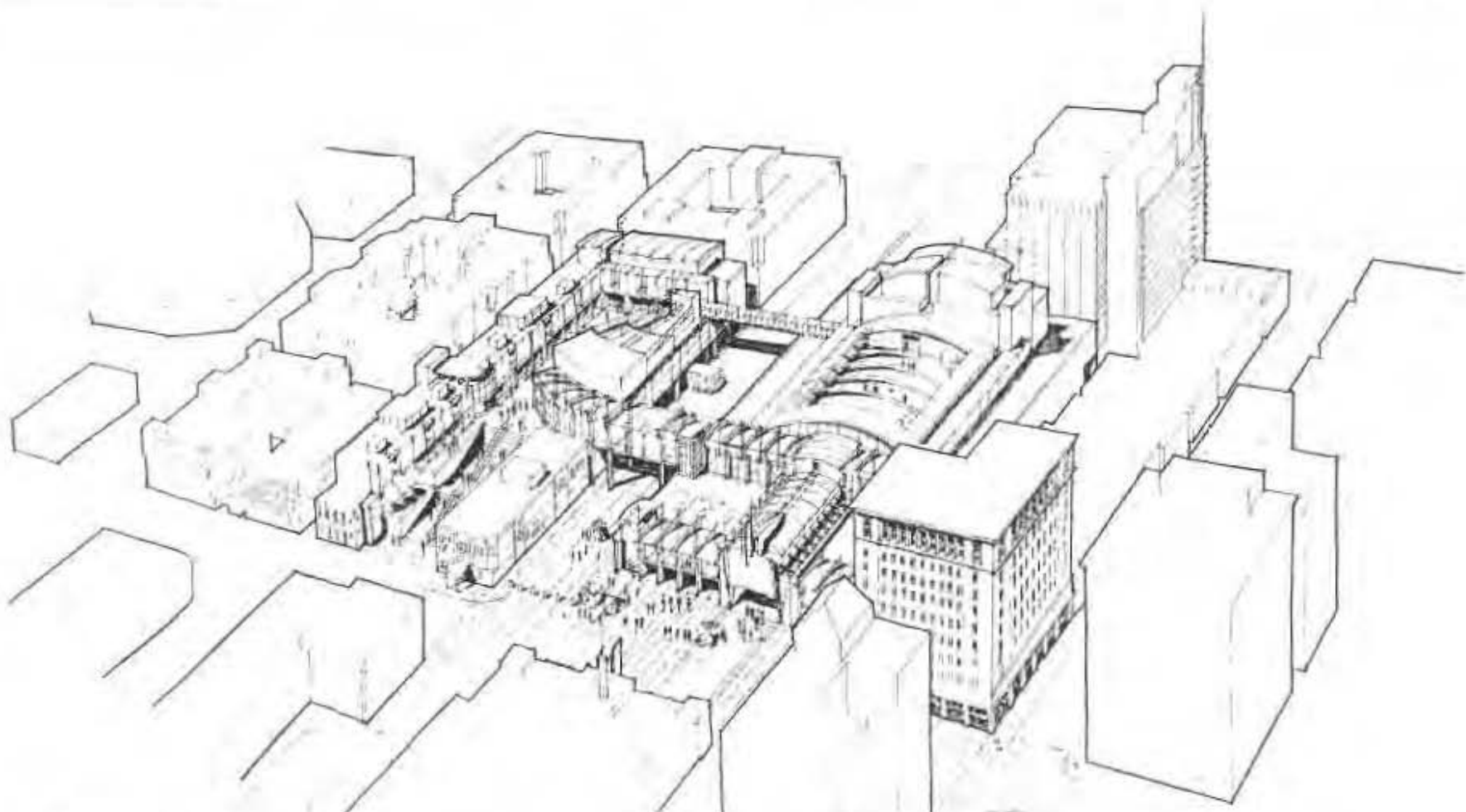
-  Public Space
-  Pedestrian Circulation
-  Pedestrian Access
-  Services
-  Retail
-  Retail Building
-  Walk Edge Definition
Tourist Facilities
-  Vehicular Access
-  Existing Building to
Remain
-  Commercial
Development Zone
-  General Development
Zone (theater, live/work)
-  Bus Facility Zone
-  Key 'N' Ride Zone
-  Building Zones

Organizational Zones





Elevation Along Hollywood Boulevard

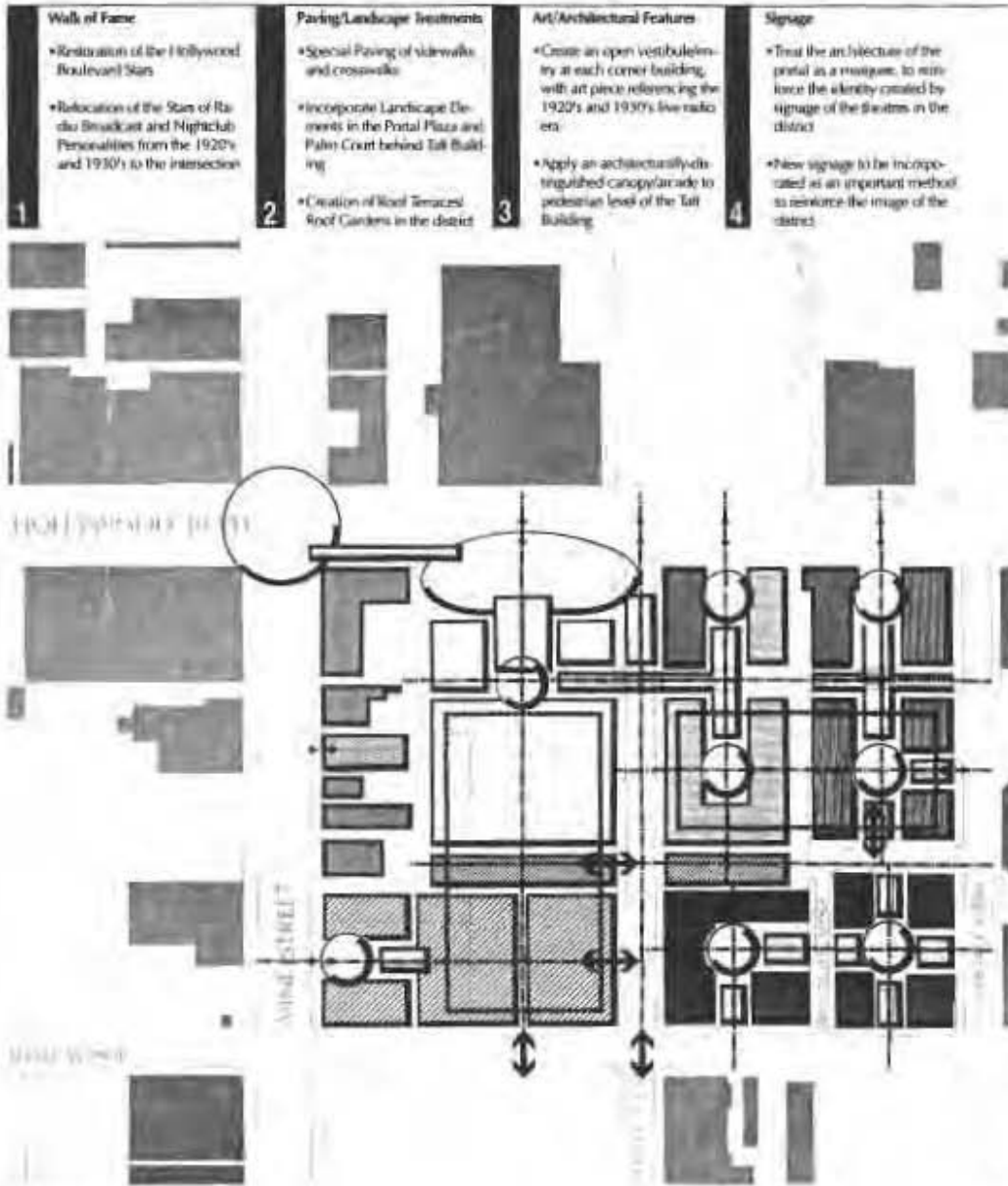


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 LEAD & ARCHITECT
 CONSULTING ARCHITECTS
 K&L ASSOCIATES
 ARCHITECTURAL ADVISORS

Los Angeles County Transportation Commission
Hollywood/Vine
 Metro Rail Station Master Plan Assessment Study

IMAGE SKETCH
 LONG TERM

SPECIAL FEATURES AT THE HOLLYWOOD/VINE INTERSECTION



- 1 Walk of Fame**
- Restoration of the Hollywood Boulevard Stars
 - Relocation of the Star of Radio Broadcast and Nightclub Personalities from the 1920's and 1930's to the intersection

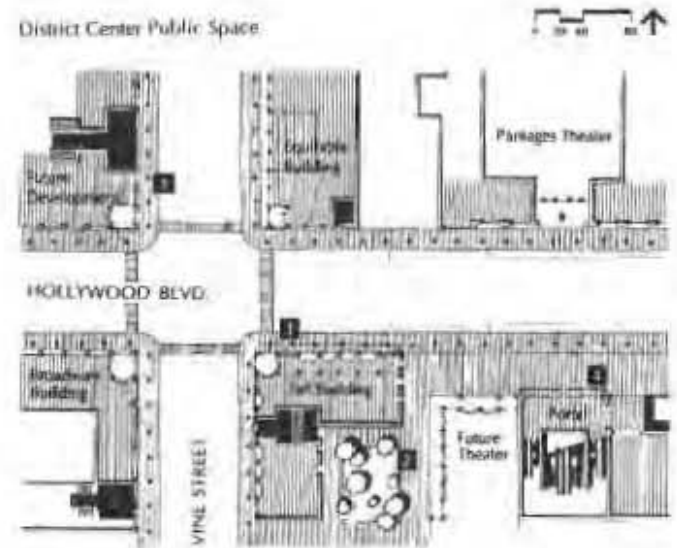
- 2 Paving/Landscape Treatments**
- Special Paving of sidewalks and crosswalks
 - Incorporate Landscape Elements in the Portal Plaza and Palm Court behind Tall Building
 - Creation of Roof Terraces, Roof Gardens in the district

- 3 Art/Architectural Features**
- Create an open vestibule entry at each corner building with art piece referencing the 1920's and 1930's live radio era
 - Apply an architecturally distinguished canopy/arcade to pedestrian level of the Tall Building

- 4 Signage**
- Treat the architecture of the portal as a message, to reinforce the identity created by signage of the district in the district
 - New signage to be incorporated as an important method to reinforce the image of the district

LEGEND

- Organizational Axis
- Portal Plaza
- Public Space Zone
- Public Connector
- Public Development
- School
- Office Development
- Ground Floor Retail
- Mixed Use / Live/Work
- Stand Alone Retail
- Service
- Subterranean Parking
- Vertical Access
- Existing Building
- Vertical Circulation Core
- Special Paving



INTERIM RECOMMENDATIONS

(To be undertaken between completion of this MPA and the 1998 station opening)

- Issue developer RFP for detailed design of portal roof structure, portal plaza and retail facilities to be completed concurrently with the station opening
- Work with LADOT to redevelop Argyle Avenue south of Hollywood as a limited access transit street
- Consider implementation of the Long-Term Plan subterranean parking structure as part of the Short-Term Plan

SHORT-TERM PLAN RECOMMENDATIONS

- Reorient the portal to align with axis of Pantages Theater
- Develop the portal and mezzanine passageway as a roofed pavilion
- Create a major activity center at the portal and link it to the Hollywood and Vine intersection
- Relocate the 16 bus facility in an east-west orientation across Argyle Avenue
- Limit Argyle Avenue access to transit related vehicles
- Relocate kiss n' ride facility to the Hollywood Boulevard and Argyle Avenue intersection
- Provide replacement parking for the Taft and Broadway buildings
- Acquire additional properties to create portal plaza and to provide replacement parking

LONG-TERM PLAN RECOMMENDATIONS

- Locate the eight bus facility east of Argyle Avenue and maintain limited access on this street
- Locate the kiss n' ride facility at the northwest corner of Hollywood Boulevard and Argyle Avenue with a second porta
- Provide the following joint development opportunities:
 - Major theater south of the portal plaza
 - Public benefit air rights development such as a magnet school for the performing arts over the bus facility
 - Subterranean parking structure beneath the bus facility extending to El Centro Avenue
 - Mixed-use office tower, theater, and retail at the northwest corner of Vine Street and Selma Avenue
 - Mixed-use live/work space on El Centro and Selma Avenues

Community Meeting Minutes

The following is a transcription of notes taken during the community meeting.

Theaters:

- Ticket booth for all theaters (Discount)
- Encourage use of all theaters
- Shuttle buses
- Parking--patrons, artists

Construction completion of "long-awaited" district.

Entertainment tenants working long hours--impact on parking.

Enhanced retail:

- Office users--food, dry cleaners, shoe repair
- Metro Users
- Entertainment users--food

More Theaters:

- Relocate existing companies
- Theaters:
 - 200-300 seats most needed
 - Smaller
 - Outside or inside

Patron experience needs:

- Restaurants: Gorky's
- Cappuccino, bookstore, cafes
- Bars and lounges

Need developer incentives.

Need dedicated surface parking for specific uses.

Other use aimed towards arts, "magic":

- Commercial retail
- Housing

Adequate parking for everyone:

- Responsibly priced
- Mixed-use garages
- Smaller Cars--Plug-in parking

LACTC will be a major landowner in the area.

How can theaters be encouraged?

- Financing
- Operation

Housing:

- For artists?
- Market-rate housing--oversupply now?
- Live/work space (Economics?)

Need a district--commercial/theater orientation:

- Cahuenga/Sunset
- Ivar/Selma
- Two- or three-block radius
- Perceived as unsafe:

Shuttle bus--short term
Diversity of use

- Restaurants:
 - Good food
 - Safe
 - Well-managed
 - Price

Walk of Fame:

- Bring tourists
- Hollywood Entertainment Museum
- Nothing at Hollywood and Vine:
 - Electronic message sign
 - Tourist info center
 - Restaurant with cafe

Office and theater core:

- "Public piece"--a destination idea
- "Community situation":
 - Food/activity
 - Arts
 - Entertainment

Artists do designs for property owners:

- Signs
- Awnings
- Make a visual impact
- Not a strip mall

Restore building at northwest corner of Hollywood and Vine:

- Neutra
- Billboards

Posters in Hollywood Library:

- Night life animation
- Light buildings (right off Metro entrance)
- Posters (off Metro entrance)
- Do this soon

Signage:

- Theater district
- Directional signs
- Hollywood and Vine

Bus Station:

- Do not reroute Hollywood Buses--use street
- Reroute only new buses
- Activate link between station and buses
- Small and accommodate mixed use
- If build over, activate edge, widen sidewalks
- Don't create dead area on Argyle

Strong Pedestrian district--development and station should support pedestrian

Is this a "station" or "place"?

- People could stop en route home for theater
- Drive or bus
- Tourist use

Don't neglect sidewalk frontage.

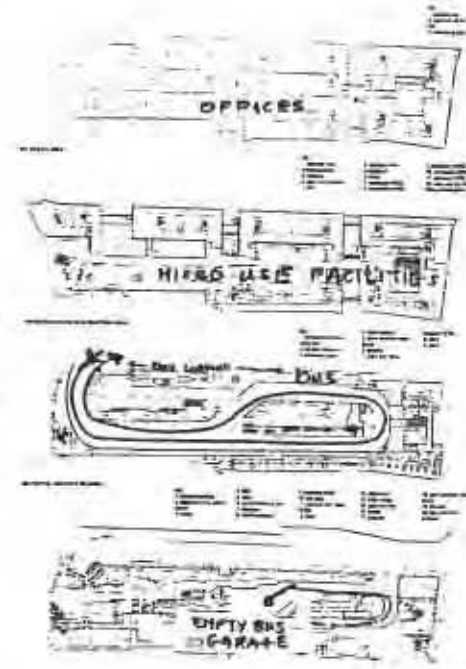
BUS STATION STOCKHOLM

ARCHITECTS: Ralph Erskine,
Bengt Ahqvist, Michel Vagst

SITE: STOCKHOLM, SWEDEN.

NATURE: BUS STATION

CAPACITY: _____
ELEVATED BUS STATION.



URBAN BUS STATIONS WHAT
MAKES the new Stockholm
City Bus Terminal so different
from most of its contemporaries
is that it is intended to serve
a much wider range of the
population than they are.

• BUS LAYOUT

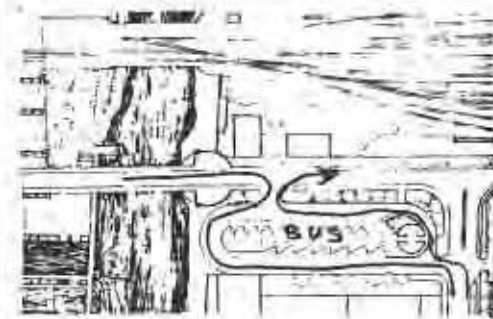
TERMINAL AUTOLINEE
EXTRAURBANE
FERRARA

ARCHITECTS: STEFANO
MARINI, GIUSEPPE GAMB
RASIO, LORIS MACCI.

SITE: FERRARA, ITALY.

NATURE: TERMINAL BUS STATION

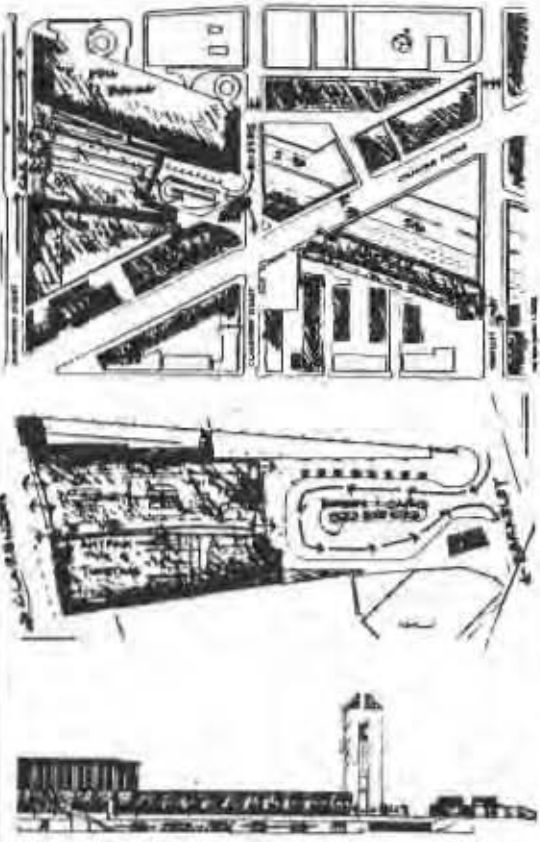
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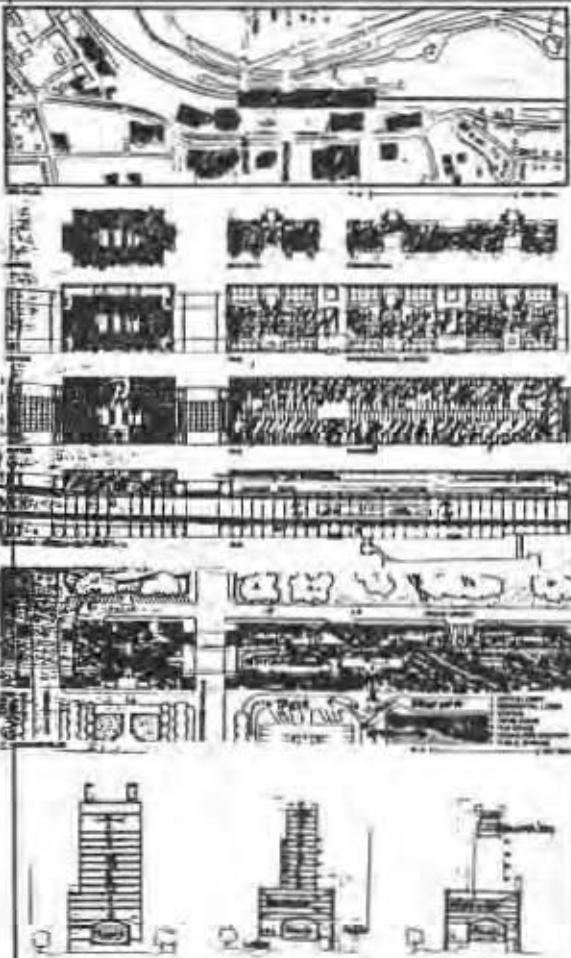


SUBURBAN BUS STATION

NO BUSES
NO CAR DROP OFF

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Kaku Associates
Hill/Young Real Estate Advisors

PROJECT NAME	DESCRIPTION	TRAFFIC EXPLANATION	COMMENTS
<p>BACK-BAY STATION</p> <p>KALLMAN, MCKINELL & WOOD MOB</p>	<p><u>SITE:</u> BOSTON, MASSACHUSETTS</p> <p><u>NATURE:</u> SUBWAY, BUS, REGIONAL RAIL, COMMUTER RAIL <u>TRANSIT ONLY</u></p>		<ul style="list-style-type: none"> - AIR-RIGHTS DEVELOPMENT - PENSIVE URBAN CONTEXT - ALL TRAINS ON LOWER LEVEL, ALL TICKETING AT STREET LEVEL - MANY STREET IMPROVEMENTS - ONE ENTRANCE, EXITS INTO MANY STREETS - NO PARKING REQUIRED - NO BUS LAYOVER

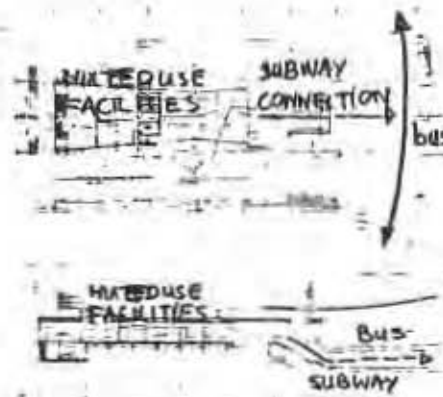
PROJECT NAME	DESCRIPTION	TRAFFIC EXPLANATION	COMMENTS
STATION CENTER KAHN PROSPEREN FOX 1987	<u>SITE:</u> WHITE PLAINS, NEW YORK <u>NOTES:</u> TRAIN STATION MIXED USE DEVELOPMENT		<ul style="list-style-type: none"> - URBAN SITE - BUS AREA NOT CLEARLY ALLOCATED - MIXED USE AIR-RIGHT ABOVE STATION, INCL. PARKING - INCLUDING PARK - TAXI STAND COULD BE USED FOR BUSES

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 Gensler & Associates / Architects
 Kahn Associates
 Hollywood Rail Station Advisors

BUS STATION

ARCHITECT: Rem Koolhaas
OMA

SITE : Rotterdam, The Netherlands.
NATURE : center of transportation node.
CAPACITY: _____
UNDERGROUND SUBWAY



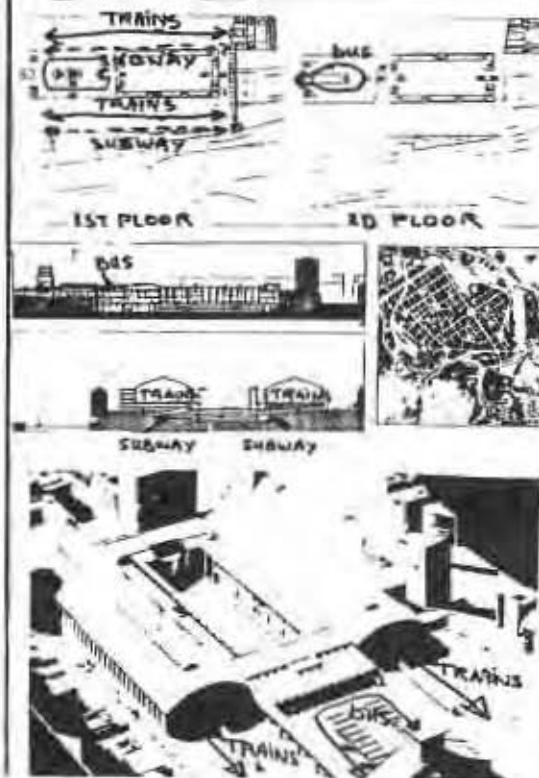
URBAN CONTEXT

CAR?


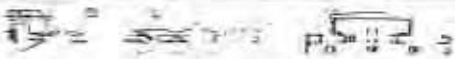
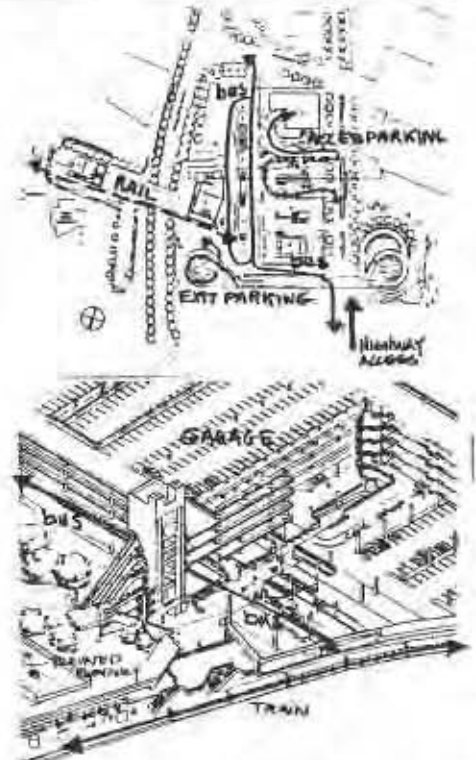
ABANDO PASSENGER INTERCHANGE

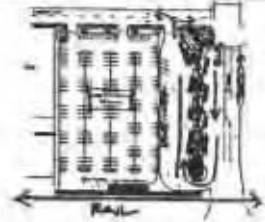
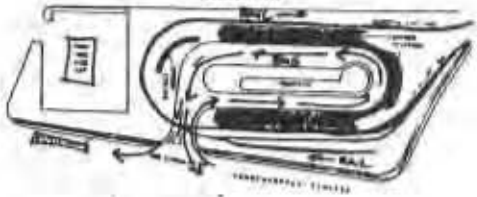
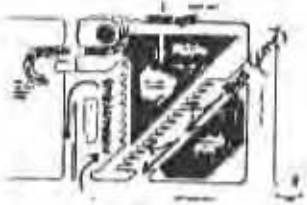

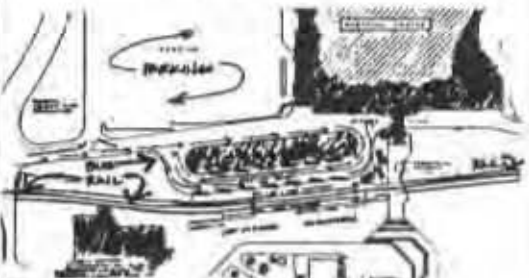
ARCHITECTS: JAMES STIRLING
& MICHAEL WILFORD AND
ASSOCIATES

SITE : BILBAO, SPAIN
NATURE : CENTER OF TRANSPORTATION NODE.
CAPACITY: _____
ELEVATED BUS STATION
UNDERGROUND SUBWAY



ABANDO PASSENGER INTERCHANGE IS TO BE AN ARCHITECTURAL HEART - A MACHINE OF 603 DEPARTURES. IT WILL PULL TOGETHER INTO ONE LAST INTO CHANGE MANY TYPES OF TRANSPORT SERVICES ARE IN THE PROCESS PROVIDE A NEW HEART TO BILBAO.

PROJECT NAME	DESCRIPTION	TRAFFIC EXPLANATION	COMMENTS
SLOTERDIJK STATION ARCHITECT: Henry C.H. Reynders	SITE: HOLLAND NATURE: BUS and RAIL CAPACITY: ELEVATED RAIL STATION		NONURBAN CONTEXT, NONURBAN CONTEXT BUT COULD BE APPLIED VERY SUCCESSFULLY IN AN URBAN CONTEXT.
			
ALEWIFE STATION AND GARAGE ARCHITECT: ELLENZWEIG MOORE AND ASSOCIATES INC.	SITE: CAMBRIDGE, MASSACHUSETTS, USA NATURE: BUS, RAIL AND GARAGE CAPACITY: VERY LARGE UNDERGROUND RAIL STATION.		SUBURBAN CONTEXT, CONNECTS CAMBRIDGE TO BOSTON. MAINTAIN ORDER & LARGE NUMBER/ SPACES, BUT TRANSPARENT UNIT NEW OFFICE HAD ONE DEPT PROGRESSION RECALIBRATED DEPT THE CENTERED WITH INTERSECTION OF SECTION ACROSSES STATION FROM NORTHWEST, SOUTHWEST THROUGH INDUSTRIAL STRUCTURE VIA UNDEVELOPED, FURNISHED PATHWAYS BUSES PICK UP/DISCHARGE PASSENGERS BY SIMPLY FOLLOWING PARALLEL TO THE CURB MAINTAIN TRANSPORT

PROJECT NAME	DESCRIPTION	TRAFFIC EXPLANATION	COMMENTS
<u>MISCELLANEOUS PROJECTS ...</u>			
	<p>CITLA VISTA LRT TRANSIT CTR SAN DIEGO, CA</p> <p>- RAIL + BUS</p>		<p>• ALL OF THESE PROJECTS INCLUDE NO CHANGE OF GRADE DIRECTION PRIORITIES.</p>
	<p>EMERALD TRANSIT CTR HUNTER, OREGON</p> <p>- RAIL, BUS, + BICYCLE</p>		<p>• BUSES CIRCULATE TWO WAYS:</p>
	<p>GROUND TRANSPORTATION CENTER DUBLIN, CA</p> <p>- JUMP, TAXI, CITY + INTERCITY BUS, PARKING</p>		<p>1) CIRCULAR, INTEGRATED INTO</p>
	<p>NORTHGATE TRANSIT CTR MINNAPOLIS</p> <p>- BUS ONLY</p>		<p>2) CIRCULAR, ALONG A CORNER OF A CITY BLOCK.</p>
	<p>SCARBOROUGH TRANSIT CTR SCARBOROUGH, ONTARIO</p> <p>- BUS, RAIL, PARKING</p>		

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