Hollywood and Gower:
A Design Proposal

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Approval Page

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Table of Contents

Chapter 1 - Executive Summary

Occasionally in the urban fabric of cities, there exists places which present an opportunity to be transformed into something interesting and unique. The site studied and designed for in this project is one such place. The site is currently a collection of various auto-oriented land uses in the Central Hollywood neighborhood of Los Angeles. The Hollywood and Gower project envisions that these be replaced with a mixed-use community, which properly takes advantage of the transit services and other amenities of the surrounding high-density neighborhood.

The following chapters document the design process for the project. Chapter 2 presents relevant facts and information concerning the neighborhood and site. Chapter 3 features case studies of two recently completed, large, urban developments in Los Angeles and Seattle. Chapter 4 hosts the project vision and the initial land use concept. Chapter 5 showcases the final design products of the envisioned Hollywood and Gower project.

Chapter 2 - Site Assessment

Community Background

Location

Central Hollywood is a major secondary business district of Los Angeles. Located in the foothills of the Santa Monica Mountains, it is approximately 5 miles Northwest of Downtown Los Angeles and 11 miles Northeast of the Santa Monica Pier and Pacific Ocean. The Los Angeles Times' 2008 "Mapping L.A." project, which aimed to create definitive boundaries for the city's many neighborhoods, defines Central Hollywood as a 3.51 square mile area with an irregular shape, roughly bounded by Franklin, Western, Melrose, La Brea, Fountain, and Fairfax Avenues (Los Angeles Times).

Demographics

Due to the demise of the Census Bureau's "Fact Finder" website and the demographic statistics given by the "Mapping L.A." project being twenty-one years out of date, we do not have accurate demographic figures for Central Hollywood. Instead, we must turn to the Los Angeles City Planning Department's 2019 Demographic Profile of the Hollywood Community Plan Area, which encompasses Central Hollywood and many other nearby communities such as Los Feliz and East Hollywood.

The total area is approximately 25.1 square miles and the estimated population in 2019 was 195,709 (Demographic Research Unit). This equates to a population density of 7,799 people per square mile. However, if we factor in that Griffith Park, one of the largest urban parks in the United States, makes up about 30% of this area according to the Hollywood Community Plan, we get a population density of roughly 11,139 people per square mile. The population density of Central Hollywood is even greater, as it was estimated to be 24,356 people per square mile in 2008 by the Mapping L.A. project (Los Angeles Times).

The racial make-up of the Hollywood Community Plan Area in 2019 was estimated to be approximately 60% White, 5% Black or African American, 10.5% Asian, 30% and 19.6% another race. 30% of residents were estimated to be of Hispanic or Latino origin. 51% were estimated to be Non-Hispanic or Latino White. Additionally, 36.2% are estimated to be foreign born and 46.8% are estimated to speak a language other than English at home (Demographic Research Unit).

In terms of age demographics, the Hollywood Community Plan Area has a low percentage of children. Only 11.6% of the population is estimated to be under 18 years of age. The population of school aged children (ages 5 to 17) is believed to have decreased 16.4% since the 2010 Census. Young adults (ages 18 to 34) are a plurality of the population, making up an estimated 33.6% (Demographic Research Unit). Overall, the population is gender imbalanced with men making up an estimated 51.9% and women making up an estimated 48.1% (Demographic Research Unit). This gap is believed to have decreased since the 2010 Census.

Housing

The Hollywood Community Plan Area had 108,423 total dwelling units as of 2019, with 13.1% of these being vacant. Of the non-vacant units, 20.2% are owner occupied and 79.8% are renter occupied. 19.8% of units were single family homes while 80.1% were in multi-unit structures (Demographic Research Unit). Regarding housing unit age, 29.3% of units were built in 1939 or earlier. The majority (58.7%) was built between 1940 and 1989. Only 12% was built in 1990 or later (Demographic Research Unit). This is because the 1988 Hollywood Community Plan significantly downzoned most of the area's multi-family residential neighborhoods.

Employment and Income

The percentage of Hollywood Community Plan Area residents with a household income level below the poverty line was estimated to be 17.2% as of 2019 (Demographic Research Unit). This includes 5,174 children in poverty, which equates to a 22.75% child poverty rate. 61.8% of the total population was employed, while 14.4% was unemployed. 23.1% was not in the labor force (Demographic Research Unit).

Because Hollywood is a major job center, it would be useful to have statistics on the number of jobs in the area so we could calculate the jobs-housing ratio. It would also be useful to know how many people who live in Hollywood also work there too so we could figure out commuting patterns. It is known worldwide that Hollywood is the global center of the entertainment industry, so statistics on job sector breakdown for the area would also be useful so we could know the location quotient of the entertainment industry in Hollywood. Lastly, statistics on annual household income for Hollywood residents, and annual salary for Hollywood workers would be very informative.

8

Land Use

Location

The approximately 40-acre site is located in the Hollywood neighborhood of Los Angeles, California. It contains six city blocks of varying size in their entireties, and portions of three other blocks. The site is roughly bounded by the 101 Freeway and the arterials roads of Gower Avenue and Hollywood Boulevard. The site's Western end is located two blocks East of the entrance to the Hollywood/Vine station on the Los Angeles MTA's Red Line heavy rail subway. It connects Central Hollywood to other high-density areas of Los Angeles including North Hollywood in the San Fernando Valley, Koreatown, Westlake, and several districts of Downtown Los Angeles.

The site along Hollywood Boulevard has the opportunity to serve as a connection between two landmarks. One is the Hollywood Walk of Fame tourist attraction, where the sidewalk is made up of star plaques containing the names of various famous entertainment personalities from throughout Hollywood's inception. The Walk runs along Hollywood Boulevard between La Brea and Gower Avenues, and along Vine Street between Yucca Street and Sunset Boulevard. The Eastern end of the Walk is on the site. The other landmark does not yet exist but someday could. The Northern and Eastern border of the site is the 101 Freeway where architects, planners, and community leaders envision building a 'freeway cap park' over the sunken section of the freeway that runs through Hollywood. This section runs from Bronson Avenue in the North, to Santa Monica Boulevard in the South. According to the website of the group advocating for the park to be built, it would create 38 acres of park space, which is sorely needed because Hollywood has just 0.005 acres of park space per resident, making it one of the most park poor communities in California (Hollywood Central Park). At least 180,000 people live within one mile of the proposed park (Hollywood Central Park).

Land Use

Currently the site consists of 48 properties of various land uses, which do not necessarily correspond to their designated general plan land use. As shown in the Property Inventory Map, 24 of the properties are commercial land uses, 11 are parking, 8 are multi-family residential, 2 are mixed-use, 1 is a church and preschool, 1 is a small pocket park, and 1 is a courthouse. 8 of the properties contain buildings that are considered potential historic resources based on a 2020 survey commissioned by the Los Angeles City Planning Department (Architectural Resources Group). These land uses are, for the most part, auto oriented and do not take full advantage of their proximity to rapid transit.

Hollywood Community Plan Update

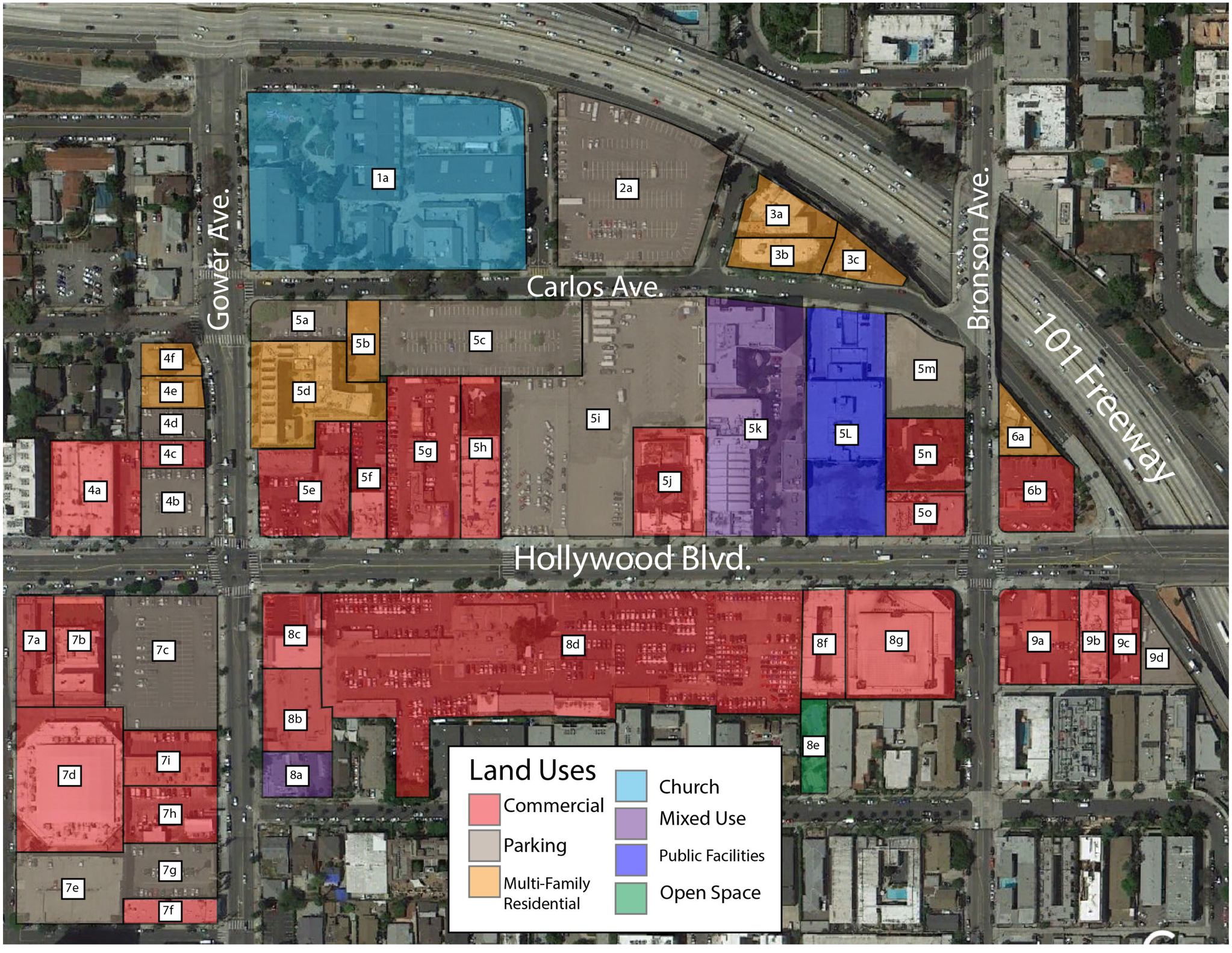
The Hollywood Community Plan has been going through a multi-year update process and an updated version of the previously mentioned 1988 plan is expected to be adopted this year. An update of the plan was previously adopted in 2012, but anti-development neighborhood groups litigated it on the grounds that the population projections used were inaccurate. A judge agreed and the plan was invalidated in 2014, forcing the city's planning department to go through another multi-year process to adopt a new community plan update for Hollywood (Hollywood Community Plan update 2021). The new plan was finally approved by the Los Angeles City Planning Commission in March 2021. It is expected to be approved by the Los Angeles City Council in the near future, at which point it will be adopted and go into effect.

Zoning

The City of Los Angeles has a highly complex zoning code that is difficult for even professional city planners to make sense of. The proposed Hollywood Community Plan further complicates the situation by adding a mechanism on top of the base zoning called a "Community Plan Implementation Overlay District" or CPIO (Hollywood Community Plan update 2021). The purpose of the CPIO is "to implement some of the Community Plan's goals and policies" (Hollywood Community Plan update 2021). It adds additional zoning regulations to some properties in the plan area, including some on our site.

Overall, the zoning and CPIO regulations covering our site are so complicated and varied that it is spot zoning. To simplify the design process for our site, we will simply use regulations derived from the CPIO.

Property Inventory Map



Property Inventory

1a. First Presbyterian Church of Hollywood Campus
1740 North Gower Street

Land Use	Church
Stories	5, 2, 2, 2, 2, 2
Units	N/A
Year Built	1923-1987
Bldg. Size (Sq. Ft.)	23,170
Lot Size (Sq. Ft.)	148,019 (3.4 acres)
FAR	0.16
Possible Historic Resource	Yes (original 1923 church and chapel only)

2a. First Presbyterian Church of Hollywood Parking Lot #1

Land Use	Parking
Stories	N/A
Units	N/A
Year Built	1958
Bldg. Size (Sq. Ft.)	N/A
Lot Size (Sq. Ft.)	75,738 (1.7 acres)
FAR	N/A
Possible Historic Resource	No

3a. 1762 North Tamarind Avenue

Land Use	Multi-Family Residential
Stories	3
Units	20
Year Built	1963
Bldg. Size (Sq. Ft.)	11,840
Lot Size (Sq. Ft.)	12,557
FAR	0.94
Possible Historic Resource	No

3b. 1756 North Tamarind Avenue

Land Use	Multi-Family Residential
Stories	3
Units	30
Year Built	1929
Bldg. Size (Sq. Ft.)	18,189
Lot Size (Sq. Ft.)	10,901
FAR	1.67
Possible Historic Resource	Yes

3c. 5919 West Carlos Avenue

Land Use	Multi-Family Residential
Stories	2
Units	8
Year Built	1957
Bldg. Size (Sq. Ft.)	4,622
Lot Size (Sq. Ft.)	5,681
FAR	0.81
Possible Historic Resource	No

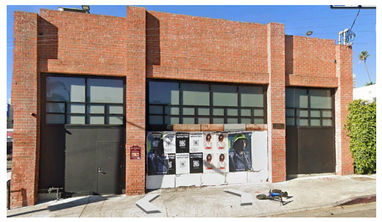
4a. Pep Boys Auto Parts & Service
6125 Hollywood Boulevard

Land Use	Commercial (Automotive Repair)
Stories	1
Units	N/A
Year Built	1972/1985
Bldg. Size (Sq. Ft.)	17,995
Lot Size (Sq. Ft.)	23,800
FAR	0.76
Possible Historic Resource	No

4b. Pep Boys Parking Lot

Land Use	Parking
Stories	N/A
Units	N/A
Year Built	1985
Bldg. Size (Sq. Ft.)	N/A
Lot Size (Sq. Ft.)	14,889
FAR	N/A
Possible Historic Resource	No

4c. 1715 North Gower Street



Land Use	Commercial (Office)
Stories	1
Units	N/A
Year Built	1948
Bldg. Size (Sq. Ft.)	8,004
Lot Size (Sq. Ft.)	5,988
FAR	1.34
Possible Historic Resource	No

4d. 1719 North Gower Street

Land Use	Parking
Stories	N/A
Units	N/A
Year Built	Unknown
Bldg. Size (Sq. Ft.)	N/A
Lot Size (Sq. Ft.)	6,585
FAR	N/A
Possible Historic Resource	No

4e. 1725 North Gower Street

Land Use	Multi-Family Residential
Stories	2
Units	20
Year Built	1946
Bldg. Size (Sq. Ft.)	7,452
Lot Size (Sq. Ft.)	6,493
FAR	1.15
Possible Historic Resource	No

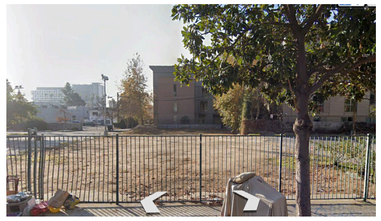
4f. 1731-1739 ½ North Gower Street

Land Use	Multi-Family Residential
Stories	1
Units	7
Year Built	1908
Bldg. Size (Sq. Ft.)	2,642
Lot Size (Sq. Ft.)	7,051
FAR	0.37
Possible Historic Resource	Yes

5a. First Presbyterian Church of Hollywood Parking Lot #2

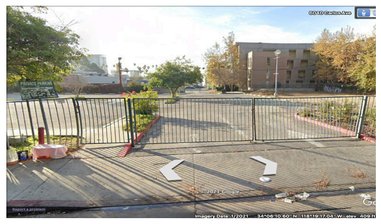
Land Use	Parking
Stories	N/A
Units	N/A
Year Built	Unknown
Bldg. Size (Sq. Ft.)	N/A
Lot Size (Sq. Ft.)	12,145
FAR	N/A
Possible Historic Resource	No

5b. 6044-6046 ½ West Carlos Avenue



Land Use	Vacant (formerly Multi-Family Residential)
Stories	N/A
Units	N/A
Year Built	2017
Bldg. Size (Sq. Ft.)	N/A
Lot Size (Sq. Ft.)	7,199
FAR	N/A
Possible Historic Resource	No

5c. First Presbyterian Church of Hollywood Parking Lot #3



Land Use	Parking
Stories	N/A
Units	N/A
Year Built	Unknown
Bldg. Size (Sq. Ft.)	N/A
Lot Size (Sq. Ft.)	49,944 (1.1 acres)
FAR	N/A
Possible Historic Resource	No

5d. The Villas at Gower – 1726 North Gower Street

Land Use	Multi-Family Residential (Affordable)
Stories	4
Units	70
Year Built	2012
Bldg. Size (Sq. Ft.)	62,900
Lot Size (Sq. Ft.)	33,847
FAR	1.86
Possible Historic Resource	No

5e. Gower Plaza – 6051 Hollywood Boulevard

Land Use	Commercial (Auto-Oriented Strip Mall)
Stories	2
Units	N/A
Year Built	1983
Bldg. Size (Sq. Ft.)	22,926
Lot Size (Sq. Ft.)	28,991
FAR	0.79
Possible Historic Resource	No

5f. 6043 Hollywood Boulevard

Land Use	Commercial (Office)
Stories	2
Units	N/A
Year Built	1959
Bldg. Size (Sq. Ft.)	8,306
Lot Size (Sq. Ft.)	12,898
FAR	0.64
Possible Historic Resource	No

5g. Museum of Death – 6031 Hollywood Boulevard

Land Use	Commercial (Museum)
Stories	1
Units	N/A
Year Built	1947-1966
Bldg. Size (Sq. Ft.)	7,348
Lot Size (Sq. Ft.)	36,941
FAR	0.2
Possible Historic Resource	No

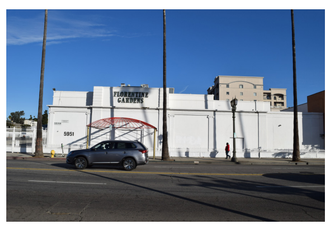
5h. 6021 Hollywood Boulevard

Land Use	Commercial
Stories	1
Units	N/A
Year Built	1930
Bldg. Size (Sq. Ft.)	10,800
Lot Size (Sq. Ft.)	19,940
FAR	0.54
Possible Historic Resource	No

5i. Public Parking Lot

Land Use	Parking
Stories	N/A
Units	N/A
Year Built	Unknown
Bldg. Size (Sq. Ft.)	N/A
Lot Size (Sq. Ft.)	99,142 (2.3 acres)
FAR	N/A
Possible Historic Resource	No

5j. Florentine Gardens – 5951 Hollywood Boulevard



Land Use	Commercial (Banquet Hall)
Stories	1
Units	N/A
Year Built	1938
Bldg. Size (Sq. Ft.)	33,346
Lot Size (Sq. Ft.)	33,346
FAR	1.0
Possible Historic Resource	Yes

5k. Salvation Army Property

Land Use	Mixed Use (Institutional, Affordable Housing)
Stories	2, 2, 7
Units	99
Year Built	1936, 1940, 1997
Bldg. Size (Sq. Ft.)	118,706
Lot Size (Sq. Ft.)	74,647 (1.7 acres)
FAR	1.59
Possible Historic Resource	Yes

5L. Los Angeles Superior Court Hollywood Courthouse
5925 Hollywood Boulevard

Land Use	Public Facilities (Courthouse)
Stories	2
Units	N/A
Year Built	Unknown
Bldg. Size (Sq. Ft.)	Unknown
Lot Size (Sq. Ft.)	55,724
FAR	Unknown
Possible Historic Resource	No

5m. 1723-1739 North Bronson Avenue

Land Use	Parking
Stories	N/A
Units	N/A
Year Built	2019
Bldg. Size (Sq. Ft.)	N/A
Lot Size (Sq. Ft.)	20,528
FAR	N/A
Possible Historic Resource	No

5n. The Lombardi House/J.C. Newitt Residence
1717 North Bronson Avenue

Land Use	Commercial (Botique Hotel)
Stories	2
Units	4 (hotel units)
Year Built	1904
Bldg. Size (Sq. Ft.)	4,778
Lot Size (Sq. Ft.)	17,217
FAR	0.28
Possible Historic Resource	Yes

5o. 5901-5915 Hollywood Boulevard

Land Use	Commercial (Various)
Stories	1
Units	N/A
Year Built	1919
Bldg. Size (Sq. Ft.)	8,876
Lot Size (Sq. Ft.)	11,859
FAR	0.75
Possible Historic Resource	No

6a. 1720 North Bronson Avenue

Land Use	Multi-Family Residential
Stories	2
Units	9
Year Built	1956
Bldg. Size (Sq. Ft.)	6,060
Lot Size (Sq. Ft.)	7,230
FAR	0.84
Possible Historic Resource	No

6b. Original Tommy's World Famous Hamburgers
5873 Hollywood Boulevard

Land Use	Commercial (Fast Food Restaurant)
Stories	1
Units	N/A
Year Built	1996
Bldg. Size (Sq. Ft.)	2,178
Lot Size (Sq. Ft.)	17,828
FAR	0.12
Possible Historic Resource	No

7a. The Hollywood Hemp Museum
6140 Hollywood Boulevard

Land Use	Commercial (Museum)
Stories	1
Units	N/A
Year Built	1916
Bldg. Size (Sq. Ft.)	6,740
Lot Size (Sq. Ft.)	15,044
FAR	0.45
Possible Historic Resource	No

7b. The Fonda Theater – 6126 Hollywood Boulevard

Land Use	Commercial (Live Entertainment Venue)
Stories	1
Units	N/A
Year Built	1926
Bldg. Size (Sq. Ft.)	15,824
Lot Size (Sq. Ft.)	17,585
FAR	0.9
Possible Historic Resource	Yes

7c. Public Parking Lot – 6104 Hollywood Boulevard

Land Use	Parking
Stories	N/A
Units	N/A
Year Built	2007
Bldg. Size (Sq. Ft.)	N/A
Lot Size (Sq. Ft.)	47,583
FAR	N/A
Possible Historic Resource	No

7d. LA Fitness – 1628 North El Centro Avenue

Land Use	Commercial (Gym)
Stories	1
Units	N/A
Year Built	1939
Bldg. Size (Sq. Ft.)	39,689
Lot Size (Sq. Ft.)	51,038
FAR	0.78
Possible Historic Resource	No

7e. LA Fitness Parking Garage

Land Use	Parking
Stories	4
Units	N/A
Year Built	1975
Bldg. Size (Sq. Ft.)	N/A
Lot Size (Sq. Ft.)	25,519
FAR	N/A
Possible Historic Resource	No

7f. 1601 North Gower Street

Land Use	Commercial (Office)
Stories	2
Units	N/A
Year Built	1957
Bldg. Size (Sq. Ft.)	11,592
Lot Size (Sq. Ft.)	7,475
FAR	1.55
Possible Historic Resource	No

7g. LA Fitness Parking Lot

Land Use	Parking
Stories	N/A
Units	N/A
Year Built	Unknown
Bldg. Size (Sq. Ft.)	N/A
Lot Size (Sq. Ft.)	16,644
FAR	N/A
Possible Historic Resource	No

7h. Enterprise Rent-A-Car – 1619 North Gower Street

Land Use	Commercial (Car Rental)
Stories	1
Units	N/A
Year Built	2016
Bldg. Size (Sq. Ft.)	2,438
Lot Size (Sq. Ft.)	16,644
FAR	0.15
Possible Historic Resource	No

7i. 1627 North Gower Street

Land Use	Commercial (Office)
Stories	1
Units	N/A
Year Built	1999
Bldg. Size (Sq. Ft.)	7,800
Lot Size (Sq. Ft.)	16,644
FAR	0.47
Possible Historic Resource	No

8a. Celia Kreutzer Apartments – 1622 North Gower Street

Land Use	Mixed Use (Multi-Family Residential and Commercial Office)
Stories	2
Units	8
Year Built	1924
Bldg. Size (Sq. Ft.)	9,934
Lot Size (Sq. Ft.)	10,000
FAR	0.99
Possible Historic Resource	Yes

8b. 1640 North Gower Street

Land Use	Commercial (Office)
Stories	1
Units	N/A
Year Built	1964
Bldg. Size (Sq. Ft.)	20,299
Lot Size (Sq. Ft.)	17,137
FAR	1.18
Possible Historic Resource	No

8c. 6060 Hollywood Boulevard

Land Use	Commercial (Office)
Stories	2
Units	N/A
Year Built	1965/1981
Bldg. Size (Sq. Ft.)	21,266
Lot Size (Sq. Ft.)	11,760
FAR	1.8
Possible Historic Resource	No

8d. Toyota of Hollywood – 6000 Hollywood Boulevard

Land Use	Commercial (Car Dealership
Stories	1
Units	N/A
Year Built	1950-1973
Bldg. Size (Sq. Ft.)	29,622
Lot Size (Sq. Ft.)	197,120 (4.5 acres)
FAR	0.15
Possible Historic Resource	No

8e. Carlton Way Park – 5927 West Carlton Way

Land Use	Open Space (Pocket Park)
Stories	N/A
Units	N/A
Year Built	2015
Bldg. Size (Sq. Ft.)	N/A
Lot Size (Sq. Ft.)	8,325
FAR	N/A
Possible Historic Resource	No

8f. Banana Bungalow/Vibe Hotel 5920/5922 Hollywood Boulevard

Land Use	Commercial (Hotel)
Stories	2
Units	33 (hotel units)
Year Built	1952
Bldg. Size (Sq. Ft.)	13,976
Lot Size (Sq. Ft.)	18,011
FAR	0.78
Possible Historic Resource	No

8g. SoCal Self Storage – 5900 Hollywood Boulevard

Land Use	Commercial (Self Storage Facility)
Stories	2
Units	N/A
Year Built	2003
Bldg. Size (Sq. Ft.)	125,152
Lot Size (Sq. Ft.)	35,618
FAR	3.51
Possible Historic Resource	No

9a. 76 Gas Station – 5890 Hollywood Boulevard

Land Use	Commercial (Gas Station)
Stories	1
Units	N/A
Year Built	1969
Bldg. Size (Sq. Ft.)	2,494
Lot Size (Sq. Ft.)	23,888
FAR	0.1
Possible Historic Resource	No

9b. 5858 Hollywood Boulevard

Land Use	Commercial (Office)
Stories	4
Units	N/A
Year Built	1963
Bldg. Size (Sq. Ft.)	22,944
Lot Size (Sq. Ft.)	8,502
FAR	2.7
Possible Historic Resource	No

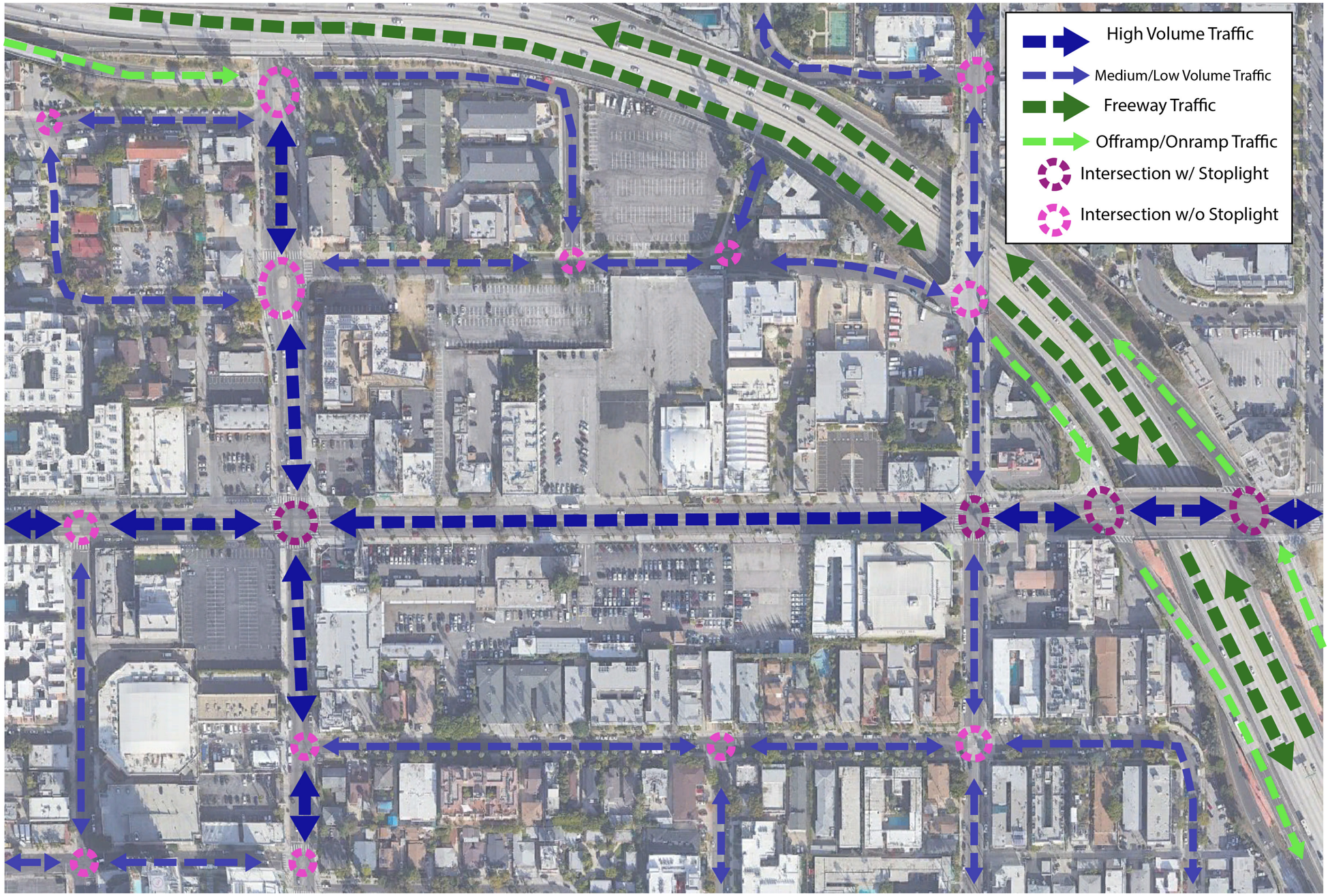
9c. My Friend's Place – 5850 Hollywood Boulevard

Land Use	Institutional (Homeless Support)
Stories	2
Units	N/A
Year Built	1955
Bldg. Size (Sq. Ft.)	7,884
Lot Size (Sq. Ft.)	8,298
FAR	0.95
Possible Historic Resource	No

9d. Parking Lot

Land Use	Parking
Stories	N/A
Units	N/A
Year Built	Unknown
Bldg. Size (Sq. Ft.)	N/A
Lot Size (Sq. Ft.)	6,640
FAR	N/A
Possible Historic Resource	No

Circulation



Under the City of Los Angeles's General Plan's Circulation Element (entitled Mobility Plan 2035), all arterial streets in the city are given a classification which corresponds to its dimensions. In descending order of width, the five street classifications are Boulevard I, Boulevard II, Avenue I, Avenue II, and Avenue III. Hollywood Boulevard is designated Avenue I, while Gower Avenue and Bronson Avenue are both designated Avenue III (Mobility Plan 2035). All other streets on site are not arterials. The standard roadway dimensions for Avenue I are 70 feet for the roadway, and 100 feet for the entire right of way including sidewalks (Mobility Plan 2035). The standard roadway dimensions for Avenue III are 46 feet for the roadway, and 72 feet for the entire right of way (Mobility Plan 2035). The actual dimensions for Gower and Bronson Avenues differ slightly from this standard.

The site is severely lacking in terms of bicycle infrastructure. There are no bike lanes on any of the three arterials streets that intersect the project site. This could change someday, as the Mobility Plan proposes the construction of a Tier 1 bike lane on Hollywood Boulevard (Mobility Plan 2035).

In addition to the previously discussed Metro Red Line Subway, the site is also served by Metro Local Bus Lines 180 and 217, whose routes run along Hollywood Boulevard (Maps & schedules). The lines have two stops on the site: Hollywood/Bronson and Hollywood/Gower. Metro Local 180 connects Hollywood with Downtown Glendale and Downtown Pasadena, which are also important job centers. It terminates at the Hollywood/Vine Red Line Station Bus Terminal just two blocks West of the site along with many other Metro Local bus lines. Metro Local 217 runs from Culver City to East Hollywood, following Fairfax Avenue and Hollywood Boulevard. Metro Local 180 and Metro Local 217 both operates twenty-four hours a day, seven days a week and have peak headways of ten minutes (Maps & schedules).

Environmental Analysis

Air Pollution (From 101 Freeway)

Freeways generate significant air pollution which threatens the health of those who live near them. Research has linked living within 500 feet of a major highway with increased rates of asthma, heart attacks, strokes, and lung cancer (Barboza). As of 2017 about 1.2 million of Southern California's approximately 23 million residents lived within 500 feet of a freeway (Barboza). Additionally, this population is growing faster than the region as a whole. During the 2000s, the population living within 500 feet of a freeway in the City of Los Angeles grew 3.9%, while the city grew 2.6% (Barboza). This trend is expected to continue, with the Southern California Association of Governments (SCAG) projecting 250,000 more people will live within 500 feet of a freeway in Southern California by 2035 (Barboza).

Prohibiting new residential construction within 500 feet of freeways has been suggested by public health officials as a mitigation measure to this issue. Planners and elected officials have opposed this because it would further limit housing construction in a region that has a housing shortage. Instead, they have looked to mitigate the issue by requiring high quality air filtration systems in all new freeway adjacent residential development. According to the Los Angeles Times, the City of Los Angeles now requires all new residential development within 500 feet of freeways to be equipped with air filtration systems rated at least thirteen out of sixteen by an industry rating system (Barboza).

As previously mentioned, the busy 101 Freeway forms the Northern and Eastern boundaries of our site. Consequently, about half of our site lies within 500 feet of a freeway.

Noise Pollution (From 101 Freeway)

In addition to being sources of air pollution, freeways are also significant generators of noise pollution.

The construction of Hollywood Central Park would likely reduce noise levels in adjacent communities. This is what happened in the North End and Downtown neighborhoods of Boston, Massachusetts after an elevated highway (I-93) was removed and rebuilt underground as part of the $14.6 billion mega-project, colloquially known as "the Big Dig." According to Thalheimer, "… background L90 noise levels in areas of the city close to the highway project reduced by over 4 dBA during the daytime, and by over 6 dBA during the evening and nighttime, due to the relocation of I-93 Artery traffic underground."

Homelessness

Homelessness is a serious humanitarian crisis throughout the United States, especially in large, economically vibrant cities like Los Angeles. It is a characteristic and result of the cruel, inhumane, exploitative economic system we live under. The system offers no humane solutions to the crisis, there is virtually no public assistance for the homeless, only private charity which is not sufficient. The Los Angeles homeless are routinely harassed and brutalized by the LAPD, a police force that is highly repressive and militarized, even by American standards.

Central Hollywood has one of the largest concentrations of homeless persons in the Los Angeles Area, likely behind only the infamous Skid Row district of Downtown Los Angeles and Venice Beach. They sleep in tents which fill the sidewalks and left-over spaces of the non-residential side streets and freeway underpasses. Our site and its immediate surroundings contain several concentrations of tents. Additionally, homeless people without tents sleep on sidewalks throughout the site. There are handwashing stations that have been installed for the use of the homeless, one of the only tangible positive actions the city government has taken to address the homeless crisis.

Homelessness is an issue we must consider when designing for this site.

Chapter 3 - Case Studies

Case Study #1: On Vine (Hollywood, Los Angeles, California)

Summary

On Vine is a large mixed-use development located within walking distance of our project site in Hollywood. It takes up the entire 3.5-acre city block bounded by De Longpre Ave. to the North, Ivar Ave. and Cahuenga Blvd. to the West, Homewood Ave. to the South, and the namesake Vine St. to the East. The development was many years in the making, first proposed by Kilroy Realty during the Summer of 2014 and finally partially completed at the end of 2020 (Sharp). It is expected to be fully complete in the near future.

Statistics

The On Vine project consists of 200 residential units and more than 350,000 square feet of office space (Sharp). The residential units are all located in a 20-story high rise on the Northwest corner of the site, while the office space is distributed across two 5 and 6 story buildings and one 2 story building (Sharp). Originally the plan was to include commercial restaurant space along Vine St., but it appears that was scrapped when Netflix signed a lease for all of the office space (Molina-Pearson). Parking wise, the project is served by a massive 3-story underground garage containing a total of 984 parking spaces (Molina-Pearson). 252 of the spaces are for the residential component of the project, while the other 732 are for the office component (Molina-Pearson).

Overview shot of the development looking Southwest from the corner of Vine St. and De Longpre Ave.

The residential high rise building.

Interface

Along De Longpre and Homewood Avenues, the project does not have good streetscape interface. The mid-rise office buildings along these streets present flat, unstimulating, and impermeable facades to pedestrians at the street level. In the case of the Homewood Avenue side, ground floor windows are raised above street level which signals hostility and exclusivity to passersby. The 2-story office building also presents an almost completely blank and windowless façade to Homewood Avenue.

On a more positive note, the Vine Street and Ivar Avenue streetscapes are inviting and pedestrian oriented. The ground level of buildings on these streets have street facing entrances with transparent glass. The pedestrian paseo that cuts through the On Vine project begins on both of these streets with well-designed and well-landscaped entrances which invite pedestrian travel.

Walkability

While the entrances of the paseo invite pedestrian travel, they will unfortunately not be able to use it. The On Vine project was approved with conditions by the Los Angeles City Planning Commission in April 2017. One of those conditions was that the paseo would be accessible to the general public because gates prohibiting their access to the open space were prohibited (Molina-Pearson). However, after Kilroy Realty secured Netflix as the tenant for all of the project's office space, the planning department put out a letter of clarification dated December 6, 2018, which stated (using convoluted logic) that the condition no longer applied because since the office space was only occupied by one tenant, there was no need for the general public to use the paseo (Molina-Pearson). This meant gates restricting access to the paseo to everyone except Netflix employees will be installed between the ends of the two midrise office buildings. This situation is a real blow to the overall walkability of the On Vine project. The paseo is a well-designed walking experience that the public should be able to enjoy. By restricting access, the choice to walk through or around the block is taken away from pedestrians.

Despite this major issue, the On Vine project does have two aspects going for it in terms of walkability. One is that parking and delivery vehicle entrances and exits are located in ways and places that are minimally disruptive to pedestrian movement. There are only two parking garage entrances/exits: one on De Longpre Avenue and one on Homewood Avenue. Delivery vehicle loading docks are also located on Homewood Avenue. The other positive aspect is the street trees. New street trees were planted on all sides of the project which look like they will grow enough to provide good shade for pedestrians in a few years.

Scale

The scale of the On Vine project is appropriate for a secondary business district. The mid-rise office buildings are similar in height to a parking garage across the street on De Longpre and a new hotel and 7 story apartment building, both located on blocks immediately East of the On Vine project. The high-rise residential building is similar in height to other high-rises in Central Hollywood. There are auto-oriented low-rise commercial buildings across Vine Street from the project, but these could be replaced by development similar to the On Vine project in the near future.

Materials

The On Vine project employs high quality materials in its façade. Metal and concrete panels are used. The glass windows throughout the project are of high quality as well. Structurally, all buildings are made of concrete except for the two-story office building on Ivar Avenue which has a steel frame.

Takeaway

There are many features of the On Vine project that should be emulated by similar developments. The project's high-quality materials, plentiful street trees, pedestrian orientation, and mix of uses are examples of this. At the same time, there are an equal number of features that should be completely rejected by similar developments. Examples include the blank street walls on De Longrpe and Homewood, the high amount of parking, the removal of commercial restaurant space along Vine Street, and most importantly the removal of public access to the excellently designed pedestrian paseo. These negative features make the project feel exclusive, and fortified. The shiny new buildings of the On Vine project contrasted with the highly visible homelessness in Central Hollywood already exemplifies an ugly wealth divide. These security features personify the hostility of the upper class towards the poor and homeless. It shows their withdrawal from public life and the public realm.

Site Plan of the On Vine development.

The gate installed to prevent pedestrian access to the paseo.

Case Study #2: Capitol Hill TOD (Capitol Hill, Seattle, Washington)

Summary

When the underground Capitol Hill Station of Seattle's Link Light Rail system began construction in March 2009, a block and a half of commercial and residential uses located along Broadway, John St., 10th Ave., and Denny Way, were razed for the construction and staging of the station (Capitol Hill - North Site Tod). The Capitol Hill Station was opened to the public in March 2016, but the former construction and staging area remained vacant except for the station entrances (Capitol Hill - North Site Tod). The site location is ideal for a high-density mixed-use development. Located in the heart of Capitol Hill, the most densely populated neighborhood in the state of Washington (Capitol Hill - North Site Tod), the area is a lively local commercial center. The Link Light Rail offers quick access to the University of Washington to the North, and Seattle's Downtown neighborhoods to the South. In 2015 Sound Transit selected Portland-based developer, Gerding Edlen, to develop the site (Capitol Hill - North Site Tod). Groundbreaking occurred in 2018 and the project is expected to be fully complete in 2021 (Capitol Hill - North Site Tod).

Statistics

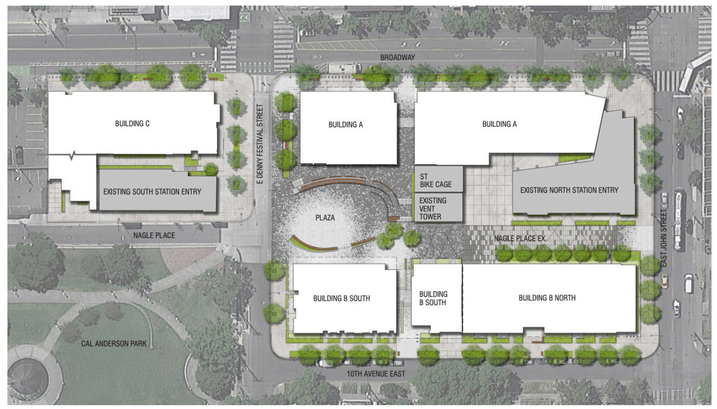
The two-acre site features four 7 story mixed-use buildings surrounding a central public space. The buildings provide a combined 428 residential units and approximately 30,000 square feet of commercial space (Capitol Hill - North Site Tod). 178 of the units are one form or another of affordable housing. One third of the units are "family-sized", meaning they have two or more bedrooms. An underground parking garage provides 210 parking spaces for the project (Capitol Hill - North Site Tod). The project's public space will be the location of the weekly Capitol Hill Neighborhood Farmers' Market in the future. It will also feature art from the AIDS Memorial Pathway project, which is a public art initiative dedicated to creating physical places for remembrance of those who have died of AIDS (Capitol Hill - North Site Tod).

Interface

Architecturally, the Capitol Hill TOD project fits seamlessly into the surrounding neighborhood which has an eclectic mix of three to seven story residential and mixed-use buildings from three different eras. There are brick buildings from the early 20th century, midcentury modernist buildings from the 1950s and 1960s, and contemporary wood-framed buildings, similar in architectural style to the project, which have been built during the last twenty years or so. There are also many charming old craftsmen homes which date back to when the Capitol Hill neighborhood was first laid out. Many of these homes have been subdivided into multiple units and some even feature commercial space.

At street level, the Capitol Hill TOD project also integrates itself into the neighborhood well in three ways. First is the uninterrupted, pedestrian oriented, commercial space it provides along Broadway which is the neighborhood's main commercial corridor. Second is the way that the two light rail station entrances directly face the street and are surrounded by the project's buildings. This perfectly integrates them into the urban fabric. Third is with respect to the project's central public space. With the closure of Denny Way between 10th Avenue and Broadway, a direct connection is created between the project's central public space and the 7-acre Cal Anderson Park to the Southeast.

Overview shot of the development finishing construction looking North.



Site plan of the development.

AIDS Memorial Pathway art in the development's public plaza.

Commercial space along Broadway.

Walkability

The Capitol Hill TOD is a highly walkable project. It features a high-density path network with mid-block passageways through buildings A and B South. These create additional connections between the public plaza and Broadway and 10th Avenue respectively. The project also limits vehicular impediments to pedestrian movement by only having one parking garage entrance and exit, which is located on 10th Avenue, the street with the least pedestrian traffic. Plentiful street trees throughout the project further enhance the pedestrian experience as well.

Scale

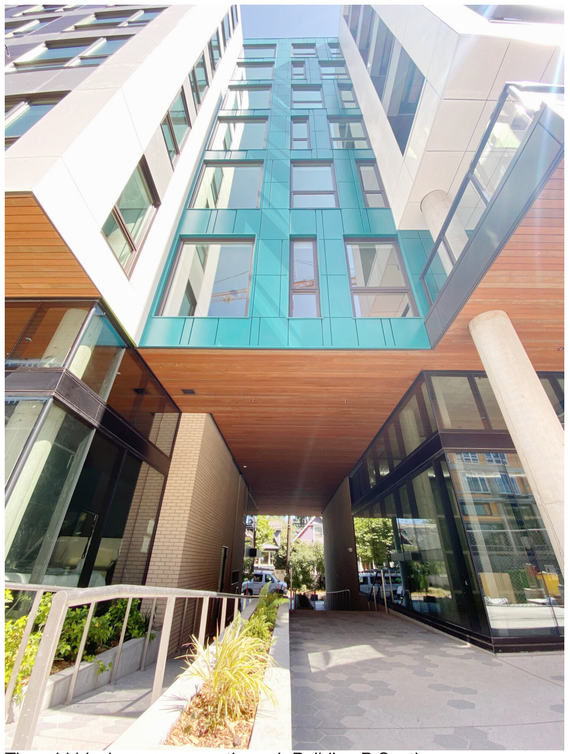
All four of the buildings that make up the Capitol Hill TOD project are seven stories tall. This is generally similar in height to the buildings located directly South, West, and North of the site. They are however much taller than the five two-story craftsmen single family homes located East of the site on 10th Avenue. In terms of width, the project's four buildings are much wider than those in its vicinity. Three of the buildings are half a block long, while the other is an entire block long. The height of the buildings surrounding the central public space are proportional to the width of the space, such that a sense of enclosure is created.

Materials

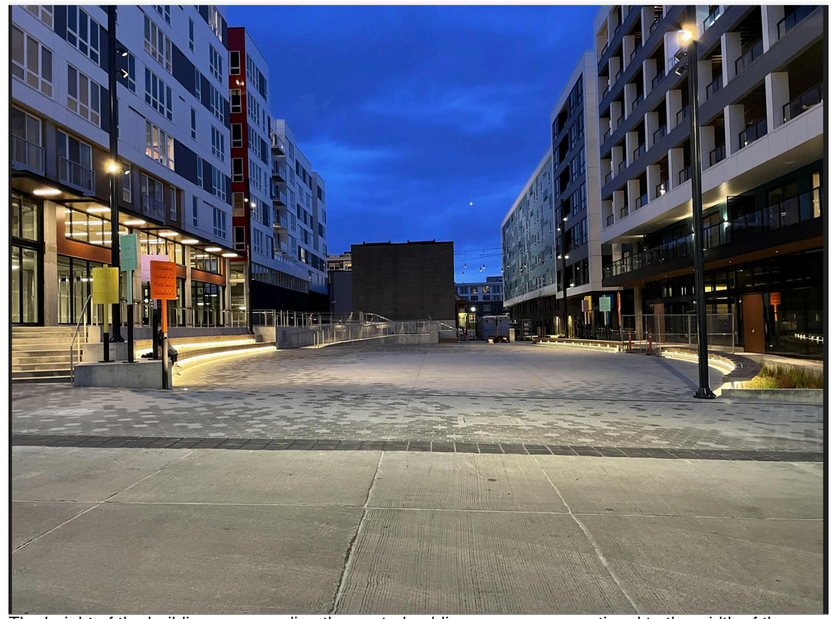
Structurally, the four buildings that make up the Capitol Hill TOD project are the typical mid-rise wood frame construction (over a concrete ground floor) that can be found in most large American cities. The façades of the buildings consist of various different colors of concrete panels and high-quality glass windows. The buildings along Broadway feature iconic "lanterns" which are glass boxes on the top floor corners of the buildings above the station entrances, that are meant to make the buildings neighborhood landmarks. These "lanterns" can also be used for wayfinding purposes because they will direct people to the station entrances. Attention was also paid to the floorscape of the public realm of the project. Special sidewalk paving was used in front of all buildings, and another paving was used for the public plaza and pedestrian passageways. The Seattle Design Review Board also pushed for a change to make the portion of Nagle Place running through the site be paved in the same pattern as the plaza. This alley has the dual purpose of allowing vehicular access to Building A while also accommodating pedestrian and bicycle traffic. By paving it in the same pattern as the plaza, it gives the signal to drivers that pedestrians have priority in the area.

Takeaway

The Capitol Hill TOD project is a much more inclusive, public, and well-designed large mixed-use development than the On Vine project. It includes a significant amount of affordable housing, plentiful public space, an active street scape, and great connectivity. The fact that it has fewer parking spaces than housing units makes it a truly transit oriented development. The only criticism I have are that the colors used on the facades of the buildings facing Broadway are kind of bland. Otherwise, the Capitol Hill TOD project is a model for the kind of project we want to design for our site in Hollywood.



The mid-block passageway through Building B South.



The height of the buildings surrounding the central public space are proportional to the width of the space, such that a sense of enclosure is created.

Building C with its "lantern" at the corner of Broadway and Denny.

Chapter 4 - Project Vision

This is the initial land use concept map for the design development of the site in Hollywood. The sites shaded with horizontal lines are “remaining land uses,” or uses not envisioned to be redeveloped in the project. There are also two sites shaded with vertical lines. This denotes “proposed private development.” Both sites are proposed to be developed with residential high-rises by private developers. Together the areas envisioned remaining and the areas with proposed private developments take up about half of the approximately forty-acre site.

For the remaining twenty acres a mixed-use residential and commercial community with plentiful public spaces is envisioned. The large blocks on the site will be broken up with new publicly accessible pedestrian paths. Commercial uses will be concentrated along Hollywood Boulevard to create an active streetscape linking the Hollywood Walk of Fame and the future Hollywood Central Park. A medium sized grocery store is envisioned for the Southeast corner of Hollywood and Gower.

As for parking, the project will be served by two parking garages. One of these garages already exists and is located at the corner of Selma and El Centro Avenues. It currently serves the LA Fitness gym next door, which is envisioned as being replaced with a public community center as part of the project. The other garage would be built on Carlos Avenue, on the site which is currently a surface parking lot belonging to the First Presbyterian Church of Hollywood. Together these garages would hold parking to serve all the uses of the entire forty-acre site.

Chapter 5 - Design Proposal

Project Statement

The site plan on the following page demonstrates a refinement of the initial concept map. There were two main changes. The first was the addition of office space. The areas at the corner of Hollywood and Bronson (labeled 6-1 and 7-1 on the site map) were changed from mixed-use residential and commercial, to mixed-use office and commercial. This was done because of the higher level of noise and air pollution on these sites due to their adjacency to the 101 freeway. The second change was with regards to building 3-2 in the site plan, the currently existing Florentine Gardens Banquet Hall. Florentine Gardens is a potentially historic resource which was envisioned as being demolished and replaced with a residential and commercial mixed-use building in the concept map. In the final proposal, it is envisioned that Florentine Gardens will be refurbished and turned into a live entertainment venue.

Another feature that was added in the final proposal is the idea for two commercial arcades, which are in buildings 3-11 and 4-6 in the site plan. Commercial arcades are ground level passageways through buildings, featuring small shops and restaurants. They are commonly found in many cities in Europe such as Paris, where the well-known left-wing philosopher, Walter Benjamin, wrote an unfinished, posthumously released, 1,000-page manuscript on the many arcades of the city. Arcades typically have glass roofs that let in natural light, which the two in the final design proposal have as well. The small commercial units (1,000 square feet each) in the two arcades are envisioned as being community based, perhaps hosting small businesses of area residents. A final aspect of the arcades which is important to note is that they create new pathways through the site, helping create a vibrant, high-density path network.

On the page following the site plan are tables which break down the uses and square footage of each building proposed on the site. There are some important overall statistics that should be highlighted here. In total, 1,889,620 square feet of various uses are proposed for the site, including the existing Florentine Gardens, but not including either of the parking garages. Of those, 1,451,265 square feet are residential, 283,546 are one of five different commercial sub-categories, 115,121 are office, and 39,689 are the community center. 1,817 residential units are proposed for the site. Of those, 376 are studio units, 898 are one-bedroom, 461 are two-bedroom, 63 are three-bedroom, and 19 are four-bedroom.

Site Plan


3-1
3-3
3-4
3-5
3-6
5
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3-10
3-13
3-8
3-14
3-2
1-1
1-2
3-9
3-11
3-12
6-1
4-1
4-4
4-5
4-6
7-1
4-2
4-3
2-1
2-3
2-4
2-2

Building and Land Use Statistics

Information By Building

Building	Stories	Footprint	Use(s)	Use Sq. Ft.	Building Sq. Ft.
1-1	7	16,978	Restaurants	16,978	114,108
			Residential	97,130	
1-2	7	13,986	General Commercial	13,986	84,318
			Residential	70,333	
1-3	7	4,500	General Commercial	4,500	26,100
			Residential	21,600	
1-4	7	4,500	General Commercial	4,500	26,100
			Residential	21,600	
2-1	1	39,689	Community Center	39,689	39,689
2-2	4		Parking Garage		
2-3	7	7,607	Residential	53,248	53,248
2-4	7	8,460	Residential	59,222	59,222
3-1	3		Parking Garage		
3-2	1	33,346	Live Entertainment Venue	33,346	33,346
3-3	5	7,056	Residential	35,282	35,282
3-4	5	21,000	Residential	100,800	100,800
3-5	7	16,000	Residential	83,000	83,000
3-6	7	12,600	Residential	64,900	64,900
3-7	5	5,000	General Commercial	5,000	25,000
			Residential	20,000	
3-8	5	5,600	General Commercial	5,600	28,000
			Residential	22,400	
3-9	7	3,000	General Commercial	3,000	21,000
			Residential	18,000	
3-10	7	3,000	Residential	21,000	21,000
3-11	6	20,800	Arcade Commercial	16,000	85,000
			Residential	69,000	
3-12	5	3,750	General Commercial	3,750	18,750
			Residential	15,000	
3-13	5	3,750	Residential	18,750	18,750
3-14	7	25,600	General Commercial	25,600	155,200
			Residential	129,600	
4-1	7	37,500	Grocery Store	37,500	184,500
			Residential	147,000	
4-2	7	5,400	General Commercial	5,400	30,600
			Residential	25,200	
4-3	7	5,400	General Commercial	5,400	30,600
			Residential	25,200	
4-4	6	30,000	Restaurants	30,000	144,000
			Residential	114,000	
4-5	6	15,000	Restaurants	15,000	72,000
			Residential	57,000	
4-6	6	19,500	Arcade Commercial	15,000	81,000
			Residential	66,000	
5-All	5 & 3	30,000	General Commercial	6,000	102,000
			Residential	96,000	
6-All	5	13,986	General Commercial	13,986	60,874
			Office	46,888	
7-All	5	23,000	General Commercial	23,000	91,233
			Office	68,233	

Information By Site

Site	Footprint	Use(s)	Use Sq. Ft.	Buildings Sq. Ft.	Site Area	FAR	Site Coverage
1	39,964	Restaurants	16,978	250,626	51,261	4.89	78%
		General Commercial	22,986				
		Residential	210,662				
2	55,756	Community Center	39,689	152,160	126,489	1.20	44%
		Parking Garage					
		Residential	112,471				
3	160,502	Parking Garage		690,028	376,285	1.83	43%
		Live Entertainment Venue	33,346				
		General Commercial	42,950				
		Arcade Commercial	16,000				
		Residential	597,732				
4	112,800	Grocery Store	37,500	542,700	226,016	2.40	50%
		Restaurants	45,000				
		Arcade Commercial	15,000				
		General Commercial	10,800				
		Residential	434,400				
5	30,000	General Commercial	6,000	102,000	55,724	1.83	54%
		Residential	96,000				
6	13,986	General Commercial	13,986	60,874	17,828	3.41	78%
		Office	46,888				
7	23,000	General Commercial	23,000	91,233	23,888	3.82	96%
		Office	68,233				
All	**436,008**	General Commercial	119,721	**1,889,620**	**877,490**	**2.15**	**50%**
		Restaurants	61,978				
		Arcade Commercial	31,000				
		Grocery Store	37,500				
		Live Entertainment Venue	33,346				
		Community Center	39,689				
		Office	115,121				
		Parking Garage					
		Residential	1,451,265				

Residential Unit Types By Building

Building	Studio	1 bed	2 bed	3 bed	4 bed	Total
1-1	30	39	52	0	0	**121**
1-2	36	60	6	0	0	**102**
1-3	0	0	24	0	0	**24**
1-4	0	0	24	0	0	**24**
2-3	0	49	14	0	0	**63**
2-4	28	28	14	0	0	**70**
3-3	0	24	20	0	0	**44**
3-4	40	40	26	20	0	**126**
3-5	0	56	38	6	0	**100**
3-6	38	27	30	8	0	**103**
3-7	16	8	4	0	0	**28**
3-8	0	24	4	0	0	**28**
3-9	12	12	0	0	0	**24**
3-10	14	14	0	0	0	**28**
3-11	0	110	0	0	0	**110**
3-12	0	8	8	0	0	**16**
3-13	0	10	10	0	0	**20**
3-14	72	66	36	6	0	**180**
4-1	60	72	42	12	0	**186**
4-2	0	18	12	0	0	**30**
4-3	0	18	12	0	0	**30**
4-4	0	120	20	0	0	**140**
4-5	0	60	10	0	0	**70**
4-6	30	35	20	0	0	**85**
5-All	0	0	35	11	19	**65**

Residential Unit Types By Site

Site	Studio	1 bed	2 bed	3 bed	4 bed	Total
1	66	99	106	0	0	**271**
2	28	77	28	0	0	**133**
3	192	399	176	40	0	**807**
4	90	323	116	12	0	**541**
5	0	0	35	11	19	**65**
All	**376**	**898**	**461**	**63**	**19**	**1,817**


Community Center


720DOWNTOWN LA


Pizza Restaurant

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