

Hollywood Blvd.
Safety and Mobility Project

Virtual Town Hall
February 1st, 2024



Hollywood Blvd.
Safety and Mobility Project

Welcome
Bienvenidos
ยินดีต้อนรับ

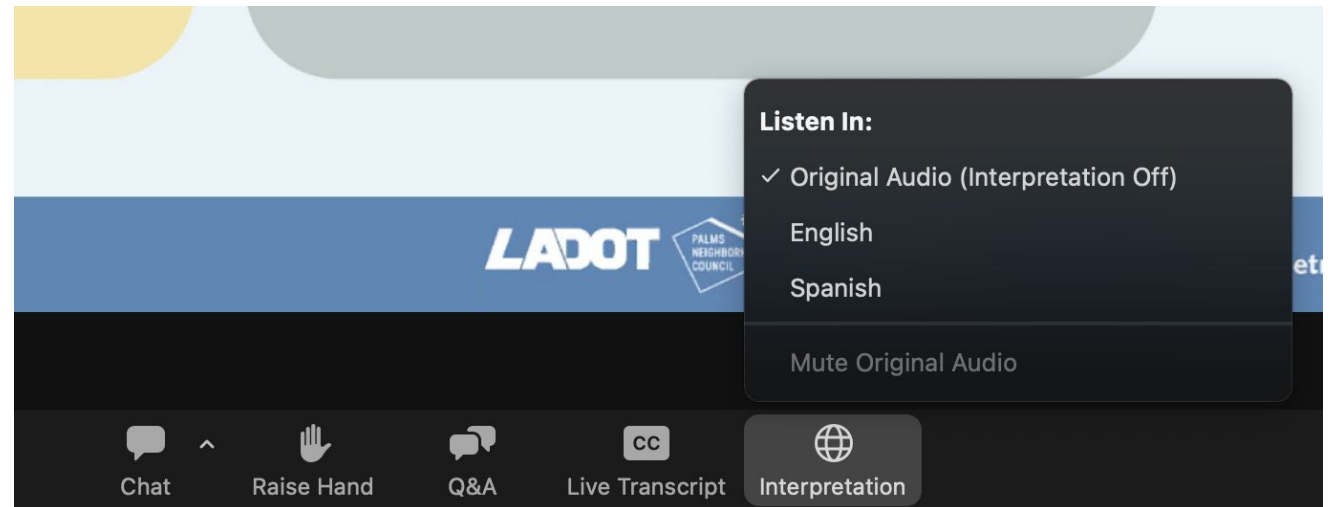
If you require Spanish or Thai translation please
raise your hand

If you are joining via phone, please press * 9



Interpretation

- **Everyone must select a language**
 - English
 - Spanish-Español
 - Thai-แบบไทย



How to Participate in Tonight's Meeting

In Zoom via web:

- Answer questions in the Zoom polls
- Ask questions in "Q & A"
- Give verbal public comment


On the Phone:

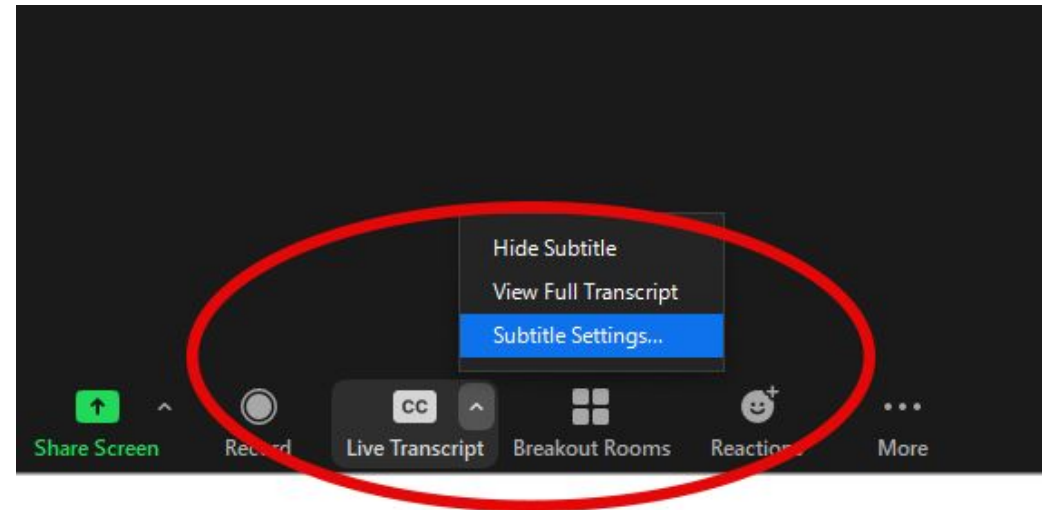
- Raise your hand using *9
- Mute/Unmute using *6

After the meeting, send questions or comments to visionzero@lacity.org

How to Participate in Tonight's Meeting

Transcription:

If you need a live transcription of the meeting, please select the "Show Captions"  button and adjust your desired subtitle settings



Hollywood Blvd.
Safety and Mobility Project

Welcome Remarks

Hugo Soto-Martinez

Councilmember 13th District

Nithya Raman

Councilmember 4th District



Agenda

1. Community Engagement Strategies
2. Community Survey Results
3. Business Survey Results
4. Conceptual Design
5. Next Steps
6. Q and A
7. Public Comment

Meeting Objectives

- **Provide Context: Why Hollywood and why now?**
- **Introduce the proposed design**
- **Share information about the project process:
What we've been doing and how to get involved**
- **Answer questions**
- **Collect feedback about the proposed design, community priorities
and sticking points**

But first.... who's in the room?

1. How would you describe your relationship to Hollywood Blvd?
2. What is your preferred way of getting around your neighborhood?

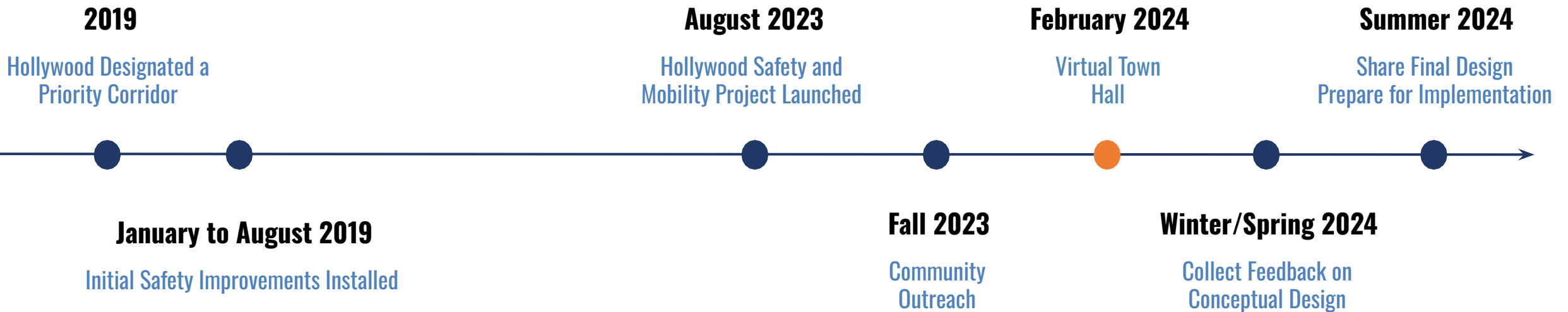
Hollywood Blvd.

Safety and Mobility Project



Hollywood Blvd. Safety and Mobility Project

Project Timeline

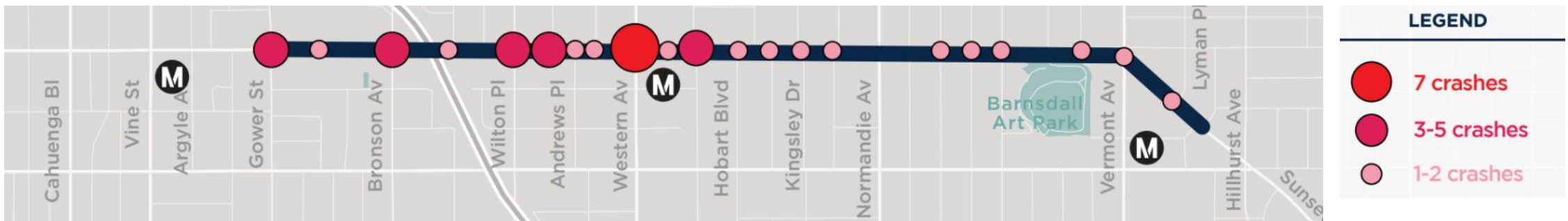


Hollywood Blvd.

Safety and Mobility Project

Vision Zero Priority Corridor: Gower St to Lyman Pl

- **56 people** killed or severely injured in **53 crashes** (2010-2019)
 - **60%** involved people walking or biking
- Speeding drivers
 - **29%** of westbound drivers between Normandie and Kingsley travel at **35 mph or more**
- High number of pedestrians/bicyclists/transit riders



Hollywood Blvd.

Safety and Mobility Project

Installed (starting 2019)

- Continental Crosswalks
- Left turn calming treatment at Hollywood/Normandie
- Modular refuge island at Hollywood/Lyman
- Concrete refuge island at Hollywood/Rodney
- 3 Pedestrian Flashing Beacons
 - Hollywood/Winona
 - Hollywood/Rodney
 - Hollywood/Lyman

Upcoming (2024-25)

- 3 Pedestrian Hybrid Beacons (aka HAWKs)
 - Hollywood/Winona
 - Hollywood/Rodney
 - Hollywood/Hobart



Pedestrian flashing beacon and concrete refuge island at Hollywood/Rodney



HAWK at Western Ave/39th Pl

Project Goals



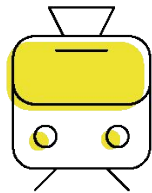
Improve traffic safety and reduce fatalities and severe injuries caused by car crashes



Enhance connectivity to jobs, social services, transit and community resources



Support sustainable modes of transportation (biking, walking, rolling, transit)



Increase access to Metro B (Red) Line



Complement future redesign of the Hollywood Walk of Fame

Community Engagement Strategies



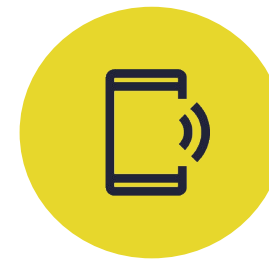
Stakeholder Briefings



Community Charrettes



Community and Business Survey



Email & Social



Mailer/Posters



Community Tabling



Business Canvassing



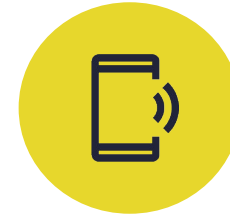
Walk and Bike Audits

Marketing



~20,000

- Sent mailer to households and businesses within ¼ mi of the corridor



~60,365
unique viewers

- Launched 16 day social media ad campaign



~2,014
Mailing list

- Sent project launch email to stakeholders in project area on August 31st

Hollywood Blvd.

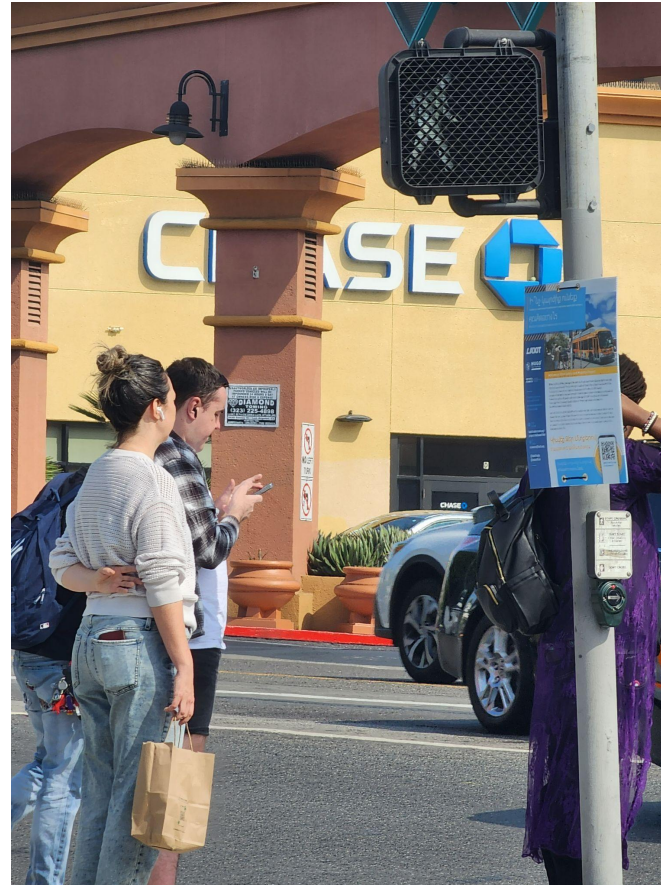
Safety and Mobility Project

Marketing



125
Posters

- Placed project posters with link to survey along the corridor in:
 - English
 - Spanish
 - Thai
 - Armenian



Hollywood Blvd.

Safety and Mobility Project

Surveys



1,834
responses

- Open from August 14th to October 22nd
- Available in multiple languages
- Majority of respondents live near the project area

Share Your Thoughts

Take the online survey:

<https://ladot.lacity.org/hollywood>



Email:

visionzero@lacity.org

Community Briefings



9

- East Hollywood NC
- Los Feliz NC
- Studio District NC
- Hollywood United NC
- Kaiser Permanente
- Thai CDC
- Los Feliz BID
- East Hollywood BID
- Tri-Hospital/Church of Scientology Partnership



On-street Outreach



500

People Engaged

Tabling + Charrettes

- CD 13 Community Resource Fair
- Hollywood Farmers Market
- Hollywood/Western Metro Station
- Ralphs Supermarket
- Salvation Army Apartment Complex



Hollywood Blvd.

Safety and Mobility Project

On-street Outreach



- Walk Audit on Oct 14th
 - 15 attendees
- Bike Audit on Nov 4th
 - 22 attendees



On-street Outreach



Business Canvassing

- October 16th to October 20th
- 201 Businesses visited
- 64 survey responses received



What We Heard



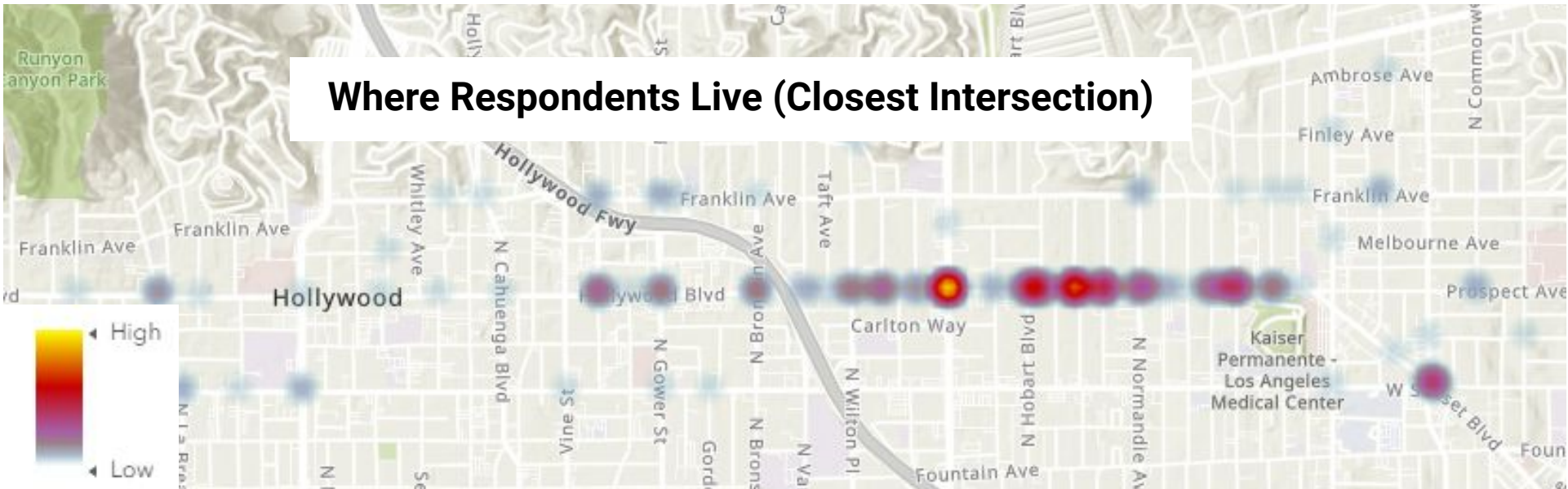
Hollywood Blvd.

Safety and Mobility Project

Survey Results

Demographics of respondents

- Approximately 60% of respondents were males
- 65% of respondents were white, 15% latinx
- 95% of respondents spoke English
- 70% were between the ages of 30 and 64
- Majority live within ¼ mile of the corridor



Hollywood Blvd.

Safety and Mobility Project

Survey Results

How do you typically travel along Hollywood Boulevard?



- 80% Walk
- 62% Drive
- 43% Train/Subway
- 41% Bike
- 35% Bus
- 19% Rideshare/Taxi
- 11% Scooter
- 2% Motorcycle
- 1% Wheelchair or other mobility Device
- 0.6% Other

Hollywood Blvd.

Safety and Mobility Project

Survey Results

What makes traveling along Hollywood feel unsafe?



- **87% of respondents** said that improving safety on Hollywood Blvd is very important to them
- **76% of respondents** said that cars traveling at high speeds make them feel unsafe along the corridor
- **60% of respondents** said that a lack of bike facilities make them feel unsafe.

Hollywood Blvd.

Safety and Mobility Project

Survey Results

Is there anything else you want to share about traffic safety along Hollywood Blvd?



“Drivers **drive way too fast**, esp at night. The entire blvd should have **protected bike lanes**.”

“A **protected bike lane** would be extremely welcome along Hollywood Blvd.”

“**Speeding cars** are a huge problem. Need to remove one lane of traffic in each direction and create a **fully protected bike lane** in each direction with the other vehicle travel lane.”

“**Bike lanes** would be amazing.”

“A **protected bike lane** of some sort would mean I can do multi modal transportation, and use the 2 bus as well as metro or the bike share for work.”

“**Protected bus/bike lanes please!!!!** With real concrete barriers! Wider sidewalks and medians to **slow down cars!**”

Hollywood Blvd.

Safety and Mobility Project

Survey Results

Is there anything else you want to share about traffic safety along Hollywood Blvd?



“**Scooters** are one of the biggest hazards on the sidewalks.”

“There aren’t enough stop lights and crosswalks for pedestrian on this portion Hollywood Boulevard. **Cars don’t always stop** for pedestrians at the flashing lights only crosswalks.”

“Multiple places along Hollywood Blvd are on the verge of being viable places for retail/dining/strolling but lack sufficient protection and auto calming to do so. **Removing auto travel lanes** to add in bus or bike lanes **would do wonders** for these places.”

“**Homeless encampments, street vendors** and people sleeping on the sidewalk push pedestrians toward the curb/street. Clearing sidewalks would be an obvious solution for safety.”

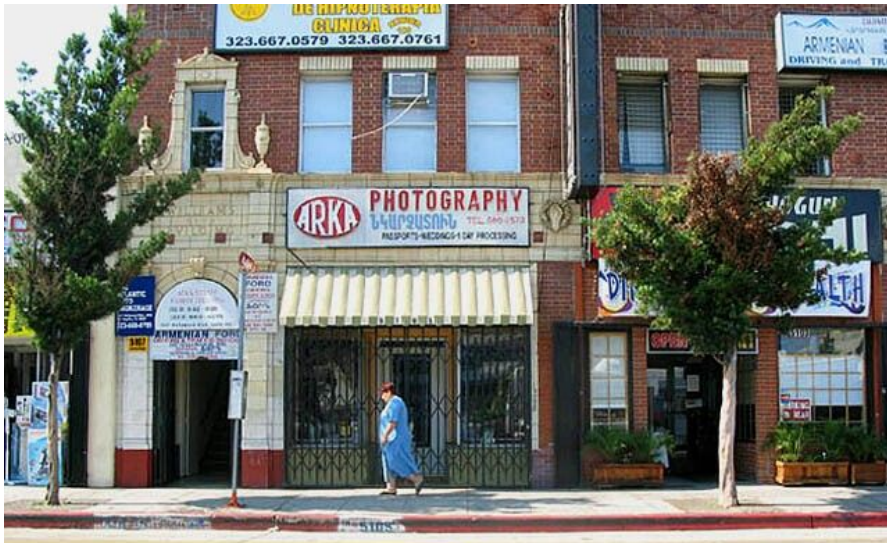
Hollywood Blvd.

Safety and Mobility Project

Business Survey

Mobility patterns

- 95% of respondents said their customers drive to their business
- 48% of respondents said their customers walk to their business
- 57% of respondents said their customers rely on on street parking



Business Survey

Response highlights



- **67% of respondents** said there is a need to improve traffic safety along Hollywood Blvd.
- **59% of respondents** said they have observed drivers speeding
- **44% of respondents** said they have observed crashes
- **41% of respondents** said that it is difficult to park or load along the corridor.

Business Survey

Please share any additional feedback about traffic conditions on Hollywood Blvd



“ Homelessness is the BIGGEST issue.”

“ Turning the pedestrian crosswalk into a traffic light would help because some **people don't stop for pedestrians.**”

“Need more **street lighting**, not enough **parking**, lighted **crosswalks**”

Would like signals/crosswalks on:


- Winona
- Taft
- Mariposa
- Kingsley
- Serrano
- Garfield

Hollywood Blvd.

Safety and Mobility Project

Conceptual Design

Phase 1 
Hollywood Blvd
(Gower St to Lyman Pl)

Phase 2 
Hollywood Blvd,
(Lyman Pl to Sunset Blvd)

Sunset Blvd
(Hillhurst Ave to Fountain Ave)



Hollywood Blvd.

Safety and Mobility Project

New Recommended Street Design

- Upgrade pedestrian crossings (HAWK beacons)
- Add a protected bike lane next to the curb
- Move the parking lane to the left of the bike lane
- Add a left turn lane where there currently is none
- Reduce number of travel lanes (or parking)
- Install left turn calming treatments
- Install speed tables



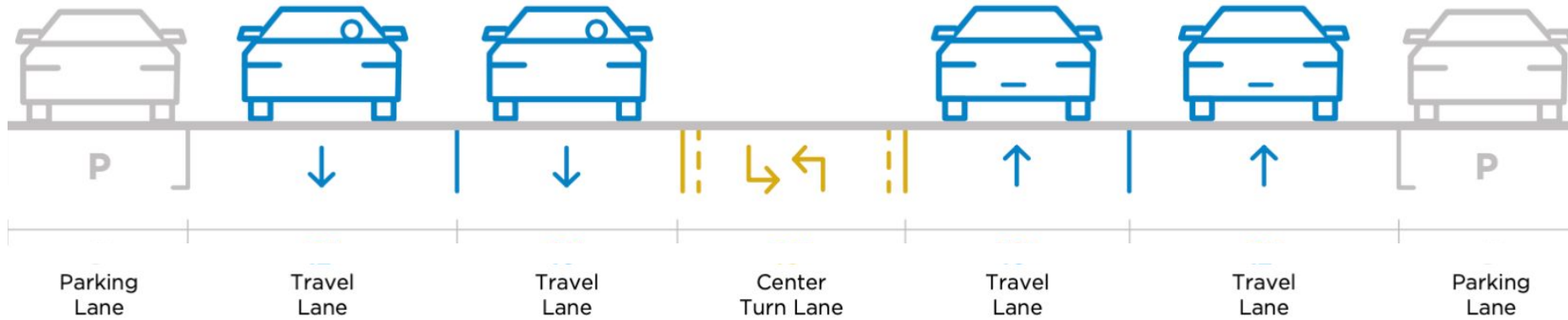
Similar lane reconfiguration on Avalon Blvd in South LA

Hollywood Blvd.

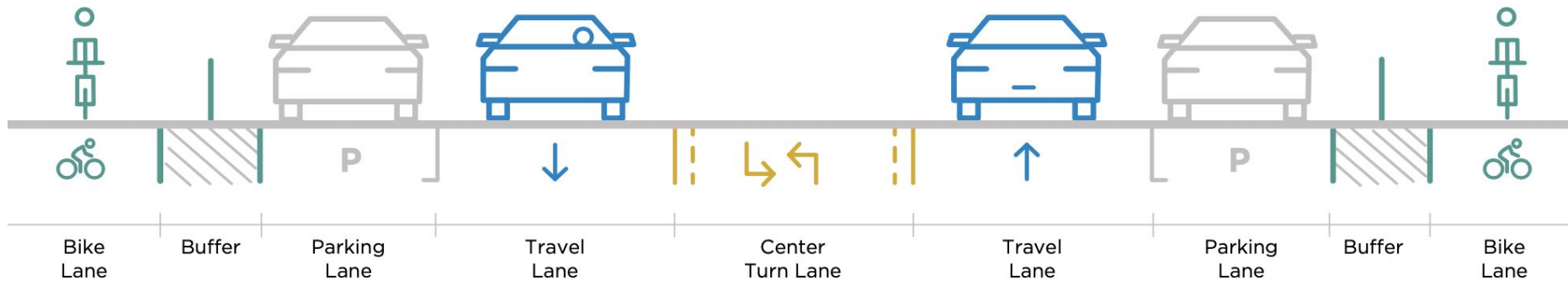
Safety and Mobility Project



Existing Street Design between Vermont Ave and Lyman Pl (0.2 mi)

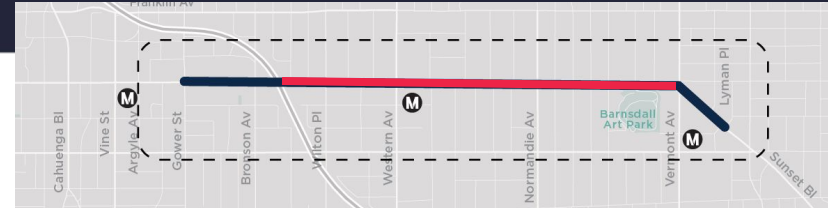


Proposed Street Design between Vermont Ave and Lyman Pl

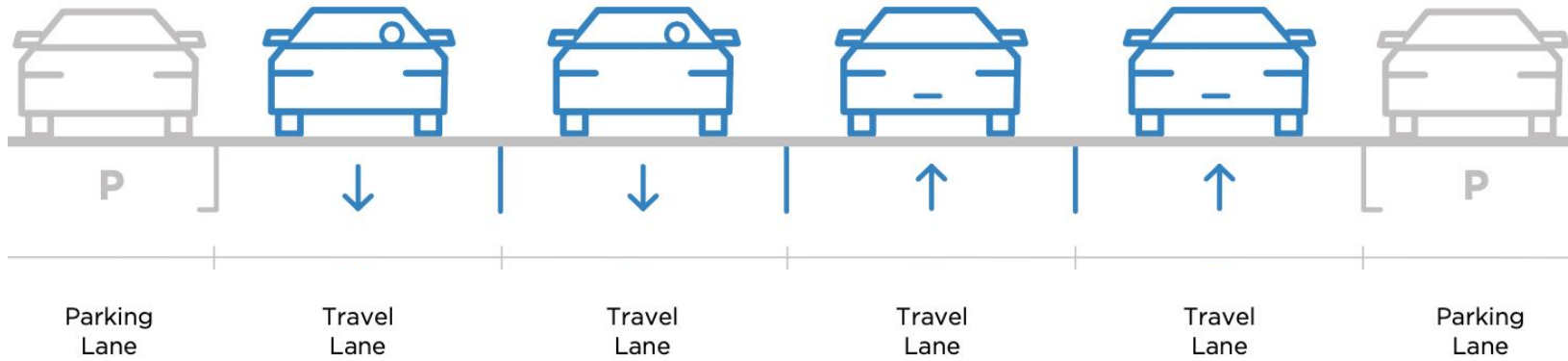


Hollywood Blvd.

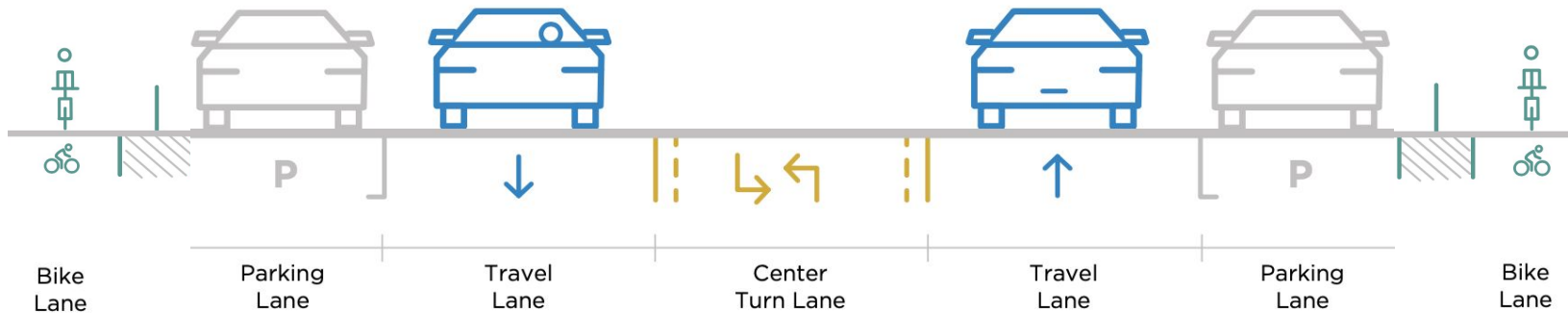
Safety and Mobility Project



Existing Street Design between Van Ness Ave and Vermont Ave (1.4 mi)



Proposed Street Design between Van Ness Ave and Vermont Ave

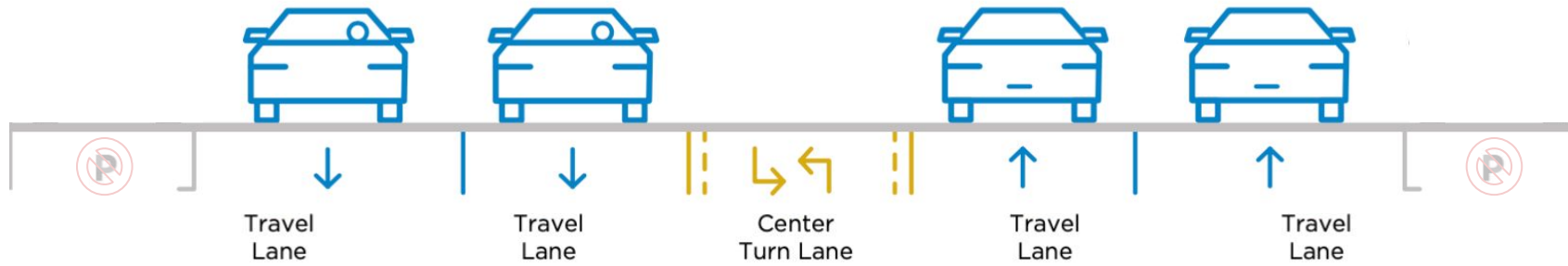


Hollywood Blvd.

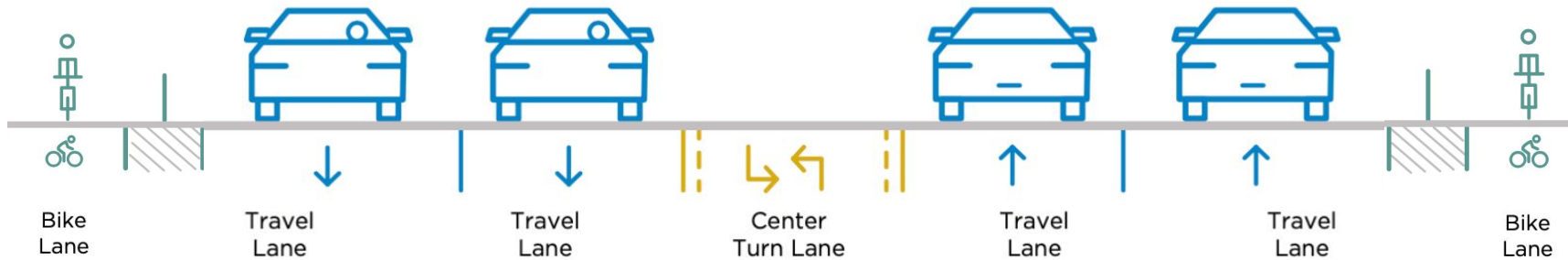
Safety and Mobility Project



Existing Street Design between Bronson Ave and Van Ness Ave (approx 600 ft.)



Proposed Street Design between Bronson Ave and Van Ness Ave

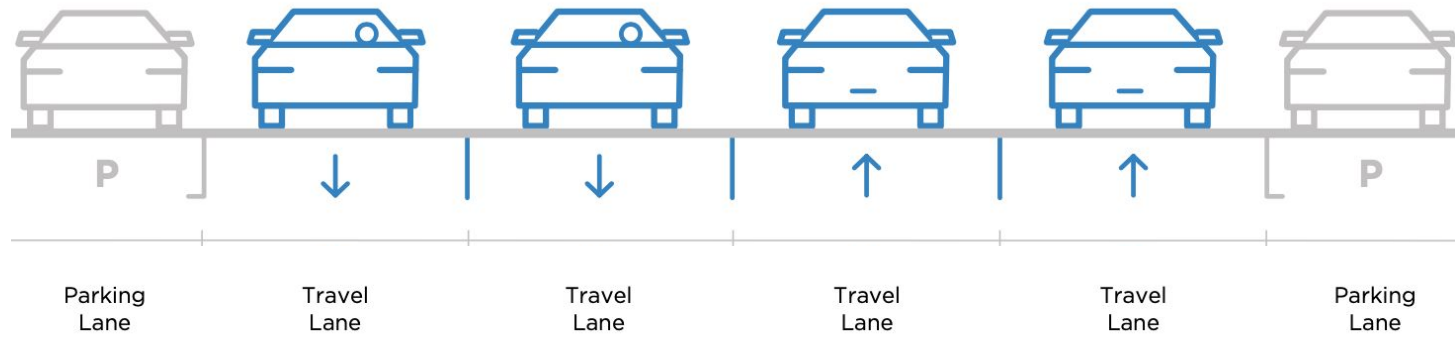


Hollywood Blvd.

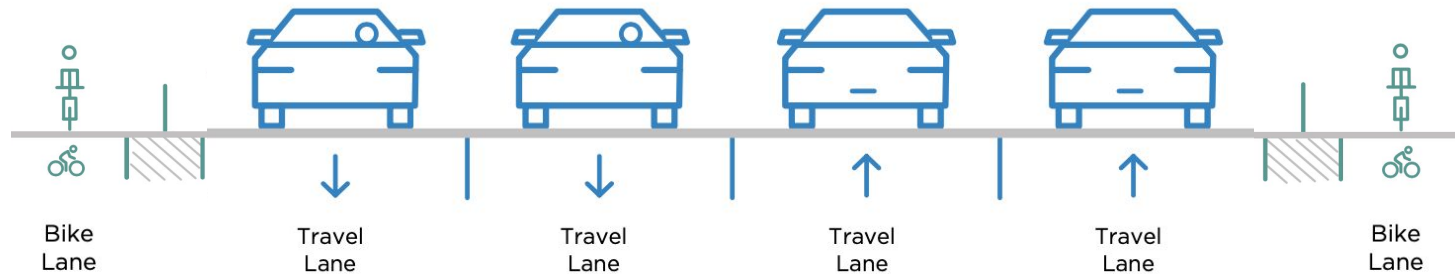
Safety and Mobility Project



Existing Street Design between Gower St and Bronson Ave (¼ mi)



Proposed Street Design between Gower St and Bronson Ave



Hollywood Blvd.

Safety and Mobility Project

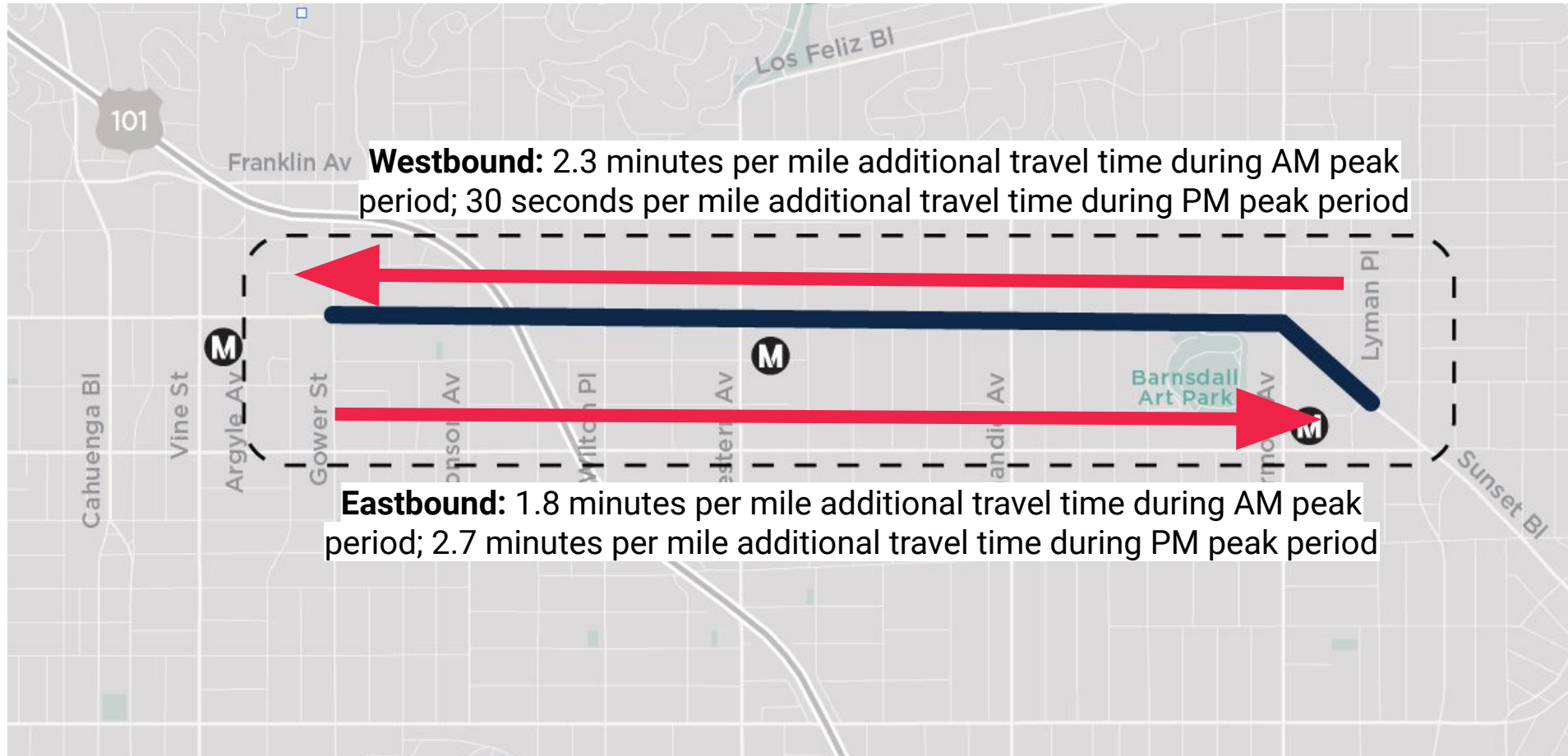
New Street Design Benefits

- **Reduce excessive speeds**, and therefore risk of severe injury or death for people walking and biking
- **Reduce the number of travel lanes** people walking need to cross the street, therefore reducing exposure to traffic
- Provide a **safe, dedicated space for people on bikes and scooters**
- Provide a **dedicated space for drivers to make left turns** without stopping through traffic



Similar lane reconfiguration with conventional bike lane on Adams Blvd in West Adams

New Street Design Trade-offs: Vehicle Delay

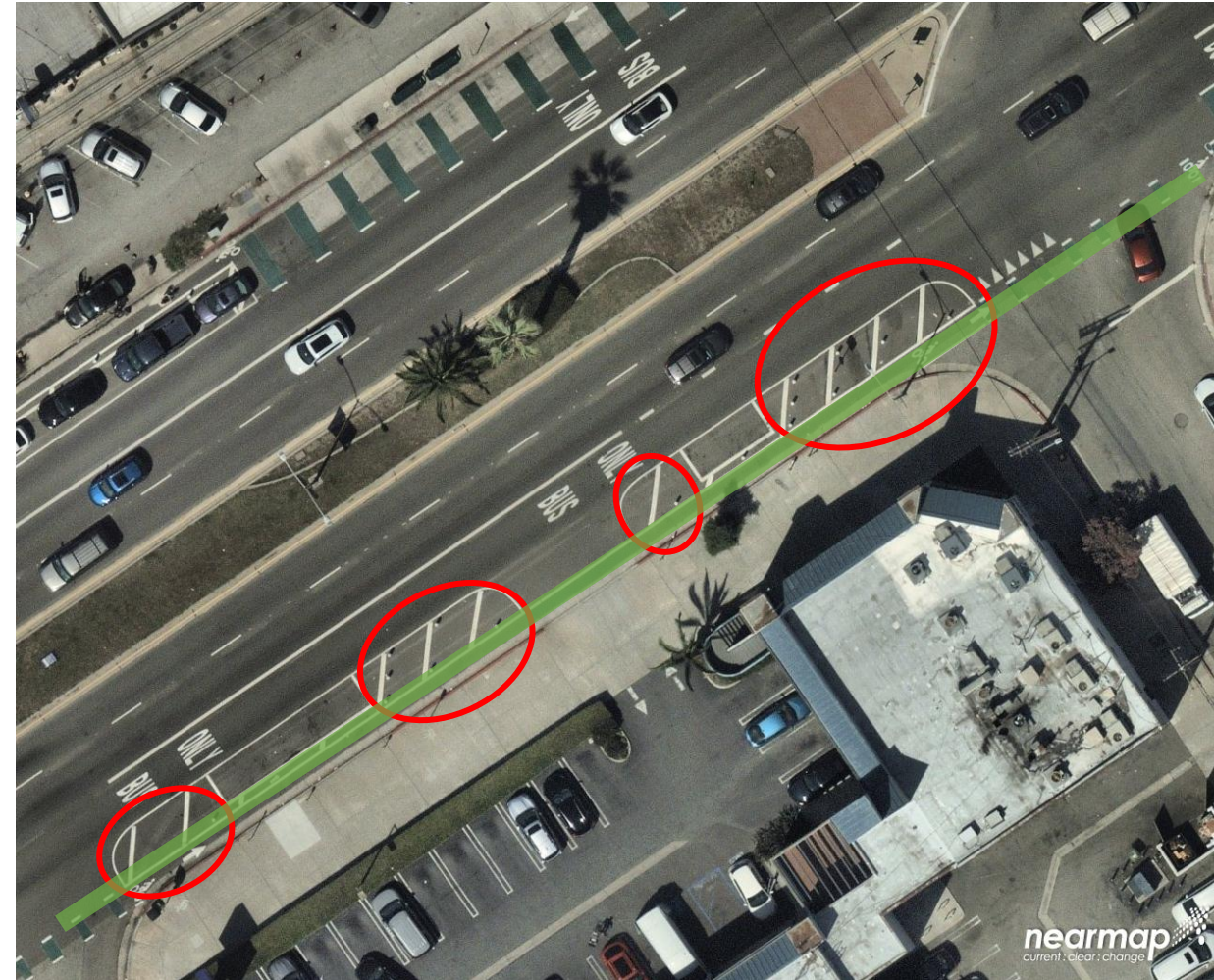


Hollywood Blvd.

Safety and Mobility Project

New Street Design Trade-offs: Parking Changes

- Between Bronson and Gower, all on-street parking spaces would be removed in order to accommodate bike lanes
- Approx. 1-2 spaces per block on each side of the street would be removed (Van Ness to Lyman) due to the need for visibility at driveways and intersections



Parking-protected bike lane on Venice Blvd with no parking immediately before and after driveways and intersections

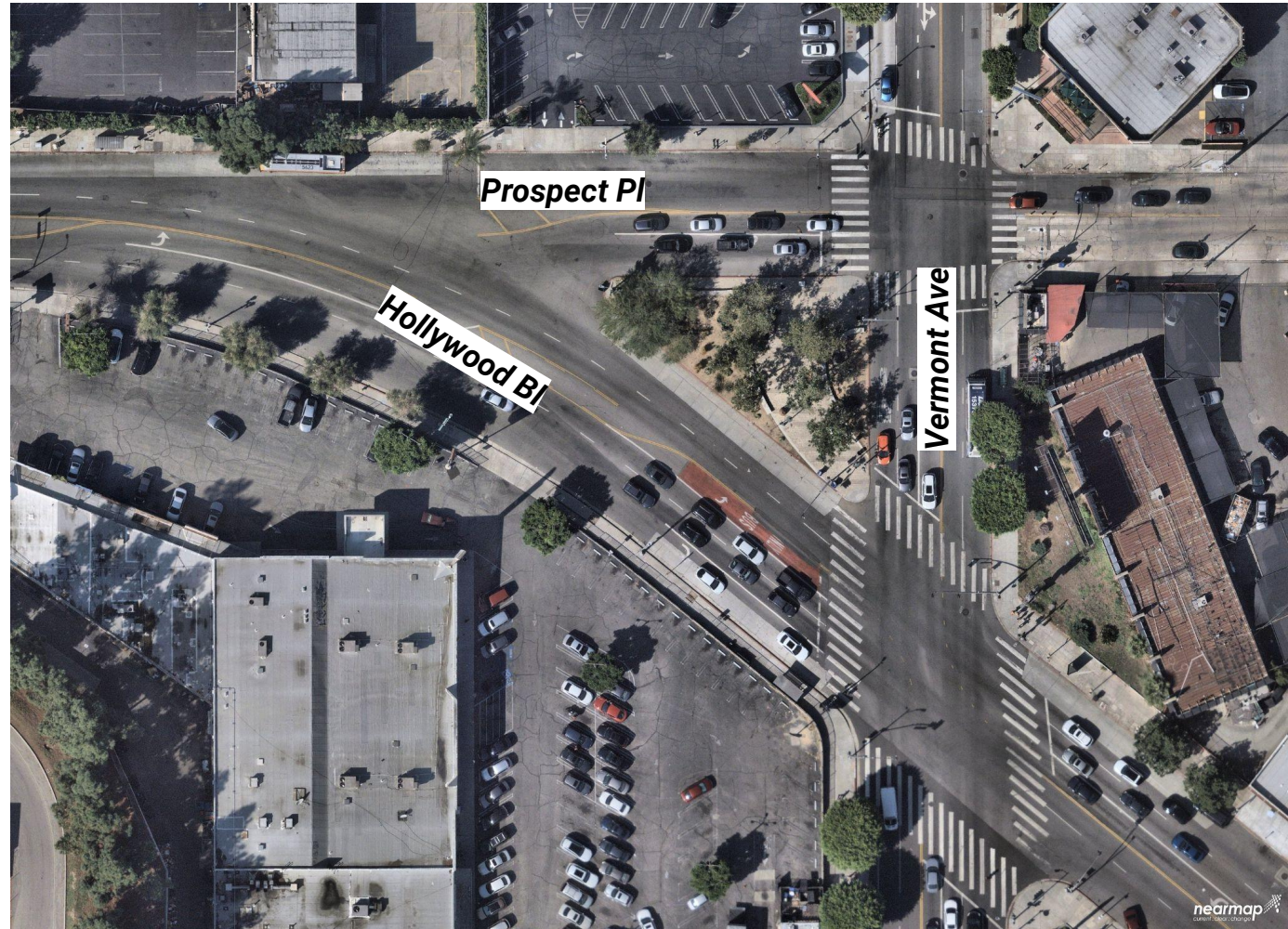
40

Hollywood Blvd.

Safety and Mobility Project

Other Potential Treatments Under Consideration

- Improve bike and pedestrian experience at Hollywood/Prospect/Vermont intersection
 - Use paint and bollards to increase visibility of people biking and walking and slow down turning drivers



Hollywood Blvd.

Safety and Mobility Project

Other Potential Treatments Under Consideration

- Install additional **left turn calming** treatment to slow down left turns and increase visibility of pedestrians
 - Potential locations:
 - Gramercy Pl
 - Alexandria Ave
 - New Hampshire Ave
- Install **speed tables** where feasible to reduce speeding around pedestrian crossings



Left turn calming at Hollywood Bl and Normandie Ave



Speed table on Temple St

Hollywood Blvd.

Safety and Mobility Project

Phase 2: Extension to Fountain Ave

- Opportunity to improve the experience for all road users at the complex intersection of Sunset Blvd, Sunset Dr, Hillhurst Ave, Virgil Ave, and Hollywood Blvd
- LADOT is studying possibilities to do this through:
 - Reconfiguring the complex intersection, including limiting access to Sunset Dr
 - Extend the proposed bike lanes on Hollywood to connect to existing bike lanes on Sunset Blvd.
- Additional community outreach will take place to help inform the design of this segment



Next Steps

- Continue to collect feedback on conceptual design
 - Email us at visionzero@lacity.org or share your thoughts at ladot.lacity.gov/hollywood
- Prepare final design
- Schedule street resurfacing with StreetsLA
- Construction outreach and notification

Stay updated on the project by visiting our website

ladotlivablestreets.org/projects/hollywood-blvd

and joining our mailing list

Hollywood Blvd.

Safety and Mobility Project

Q & A

- *Please use the Zoom “Q & A” box to enter your questions*
- *Frequently Asked Questions may be consolidated*



Hollywood Blvd.

Safety and Mobility Project

Public Comment

- *Use “Raise Hand” if you’d like to speak*
 - *If you are joining via phone, please press * 9*
- *30 seconds per speaker*
- *Due to limited time, we may not be able to hear from everyone. Please use our feedback portals to provide additional comments.*



THANK YOU!

Stay in Touch

Project website: <https://ladotlivablestreets.org/projects/hollywood-blvd>

Email: visionzero@lacity.org

Follow us [@ladotlivable](#)